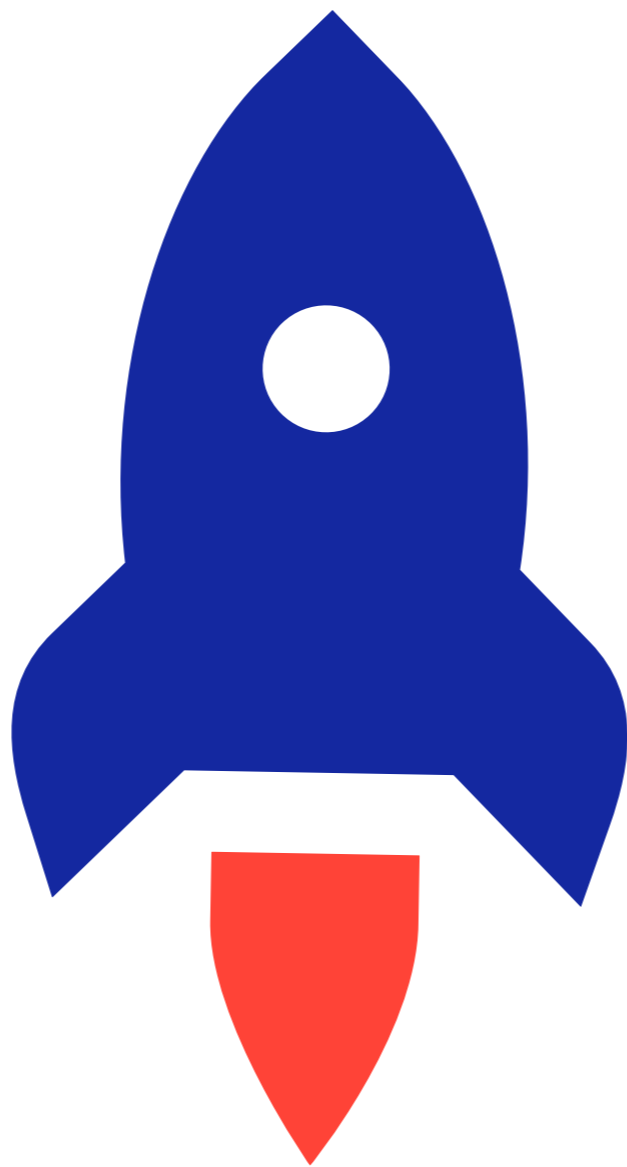
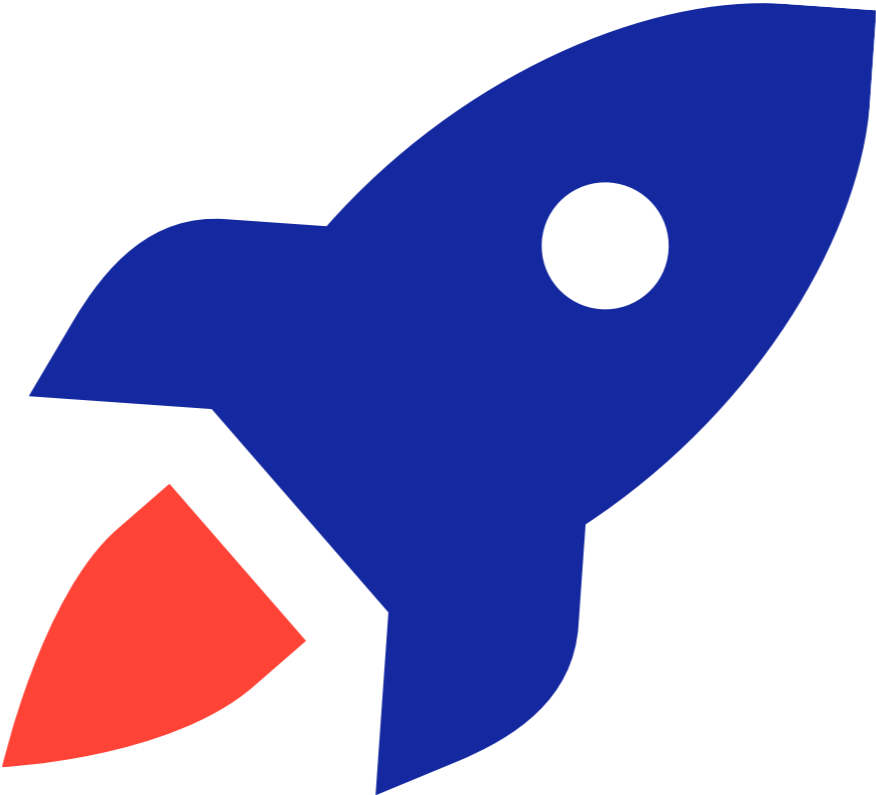


MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF 2024





technology evangelist

hubert@kratiroff.com





**full stack
marketer**

**technology
evangelist**

hubert@kratiroff.com

technology evangelist

full stack marketer

CDDO: chief digital/data officer

DPO: Data Protection Officer

professeur d'économie numérique

expert learn marketing, CMI, marcom

everyday writing, coding & programming



hubert@kratiroff.com



@kratiroff



linkedin.com/in/kratiroff



YANN GOURVENNEC

HUBERT KRATIROFF

LE MARKETING DIGITAL @ DE à Z

“
CE LIVRE
DEVRAIT ÊTRE
REMBOURSÉ
P.P.C

“
UNE BIBLE PRATIQUE
OPÉRATIONNELLE
ET À JOUR
JP. TIMSIT

**STRATÉGIE ET OUTILS
POUR MIEUX INTERAGIR
AVEC VOS AUDIENCES**

● Éditions
EYROLLES



LA COLLECTION DE RÉFÉRENCE DES PROFESSIONNELS ET DES ENTREPRISES

Fonction : Chef de produit marketing

Développer une gamme de produits, suivre et analyser le marché, former la force de vente, contrôler les budgets... Découvrez toutes les **compétences clés du chef de produit marketing** à travers :

- Un portrait complet de la fonction : définition, responsabilités, tâches au quotidien.
- Les outils du savoir-faire et du savoir-être : cycles de travail, organisation des réunions, management...
- Les éléments de la gestion de carrière : organigrammes, structures d'entreprise, chefs de produits spéciaux...

Cette sixième édition met l'accent sur le **digital marketing** et les nouvelles technologies.

Débutants dans la fonction ou étudiants en école de commerce, voici le **guide professionnel** dont vous avez besoin pour entamer et réussir votre carrière.

LES +

- > Modèles de documents (check-list, mind map, revue de marque et d'enseigne, brief d'agence, plan marketing...)
- > Lexique français/anglais : 500 mots du métier
- > 85 citations pour animer une présentation



6215867
ISBN 978-2-10-059399-6



6^e édition

Hubert KRATIOFF



Est un professionnel du marketing. Chef de produit puis directeur marketing, il a également fondé des sociétés dans les logiciels de santé et les nouvelles technologies. Il se consacre maintenant à l'enseignement au sein de l'École de Management de Paris et à l'École de Management de Montréal ; il a aussi des activités de consulting en développement d'entreprise.

Fonction : Chef de produit marketing

H. KRATIOFF



Fonction : Chef de produit marketing

> Vers la maîtrise des outils et compétences du métier

Hubert KRATIOFF

6^e édition

DUNOD



UX

UX

CX

EX

SX



The old way
is getting
old.

**The
biggest asset
in the world
is your mindset.**

A handwritten signature in black ink, appearing to be 'Jn' or similar, written in a cursive style.



Hubert Kratiroff

CDO at C4C, MyConnecting



Your Social Selling Index

Top Industry SSI rank

1%

Top Network SSI rank

2%

Current Social Selling Index ?



Four components of your score



People in your industry



Sales professionals in the Computer Software industry have an average SSI of 32.

You rank in the **top 1%**

No change since last week

People in your network



People in your network have an average SSI of 42.

You rank in the **top 2%**

▲ Up 1% since last week



Hubert Kratiroff
CDO at CX-convers & public speaker



phygital
experience

#1


PX





**The
biggest asset
in the world
is your mindset.**

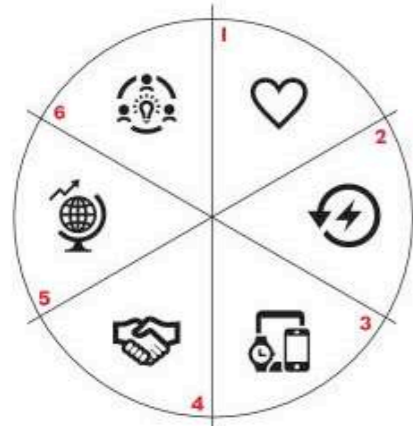
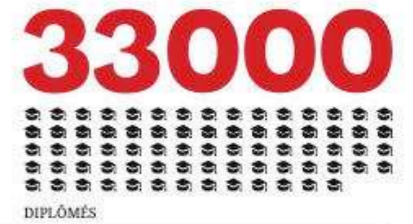
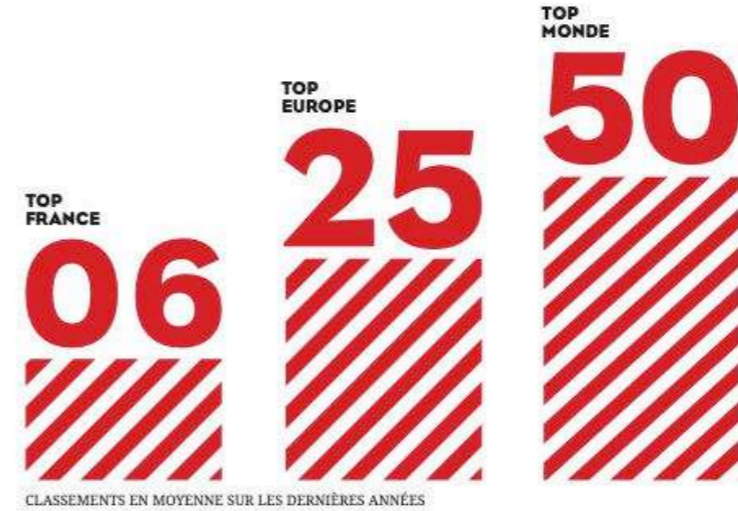
A handwritten signature in black ink, appearing to be 'Jn' followed by a long horizontal stroke.

- 
- 1** Digital Pillars
 - 2** Digital Plan
 - 3** Market & Competition
 - 4** Tech Management - NoCode
 - 5** Wireframing - Prototype
 - 6** Digital Marketing Tools
 - 7** Your Project
 - 8** DemoDay

MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

PROJECT

L'école en quelques chiffres.



- 1 SANTÉ ET BIEN-ÊTRE
- 2 ÉNERGIE ET CHANGEMENT CLIMATIQUE
- 3 TRANSFORMATION DIGITALE
- 4 ÉCONOMIE DU PARTAGE
- 5 CÉOPOLITIQUE ET ENTREPRISES
- 6 ENTREPRENEURIAT

6 EXPERTISES DE RECHERCHE

- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERRE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE : RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 CHAIRES





En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

grenoble-em.com



12 rue Pierre Sépard - 38000 Grenoble

183 avenue Jean Lolive - 93500 Pantin

Act
Think
Impact

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2024

PROJECT

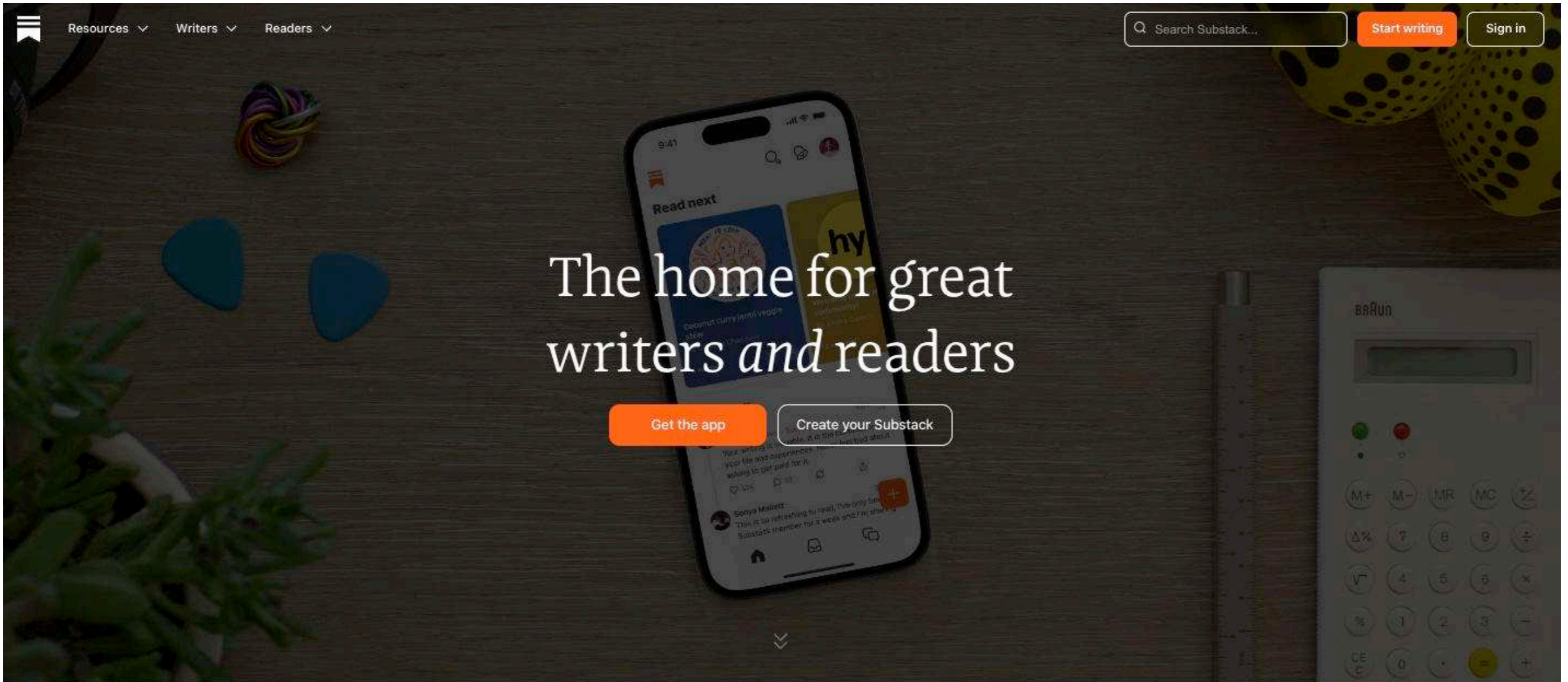
MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024

YOUR
PROJECT



Illustration 1 : Magic Quadrant pour le commerce digital





The home for great
writers *and* readers

Get the app

Create your Substack

<https://substack.com/>

The subscription network for independent
writers and creators

WordPress, Your Way

Build and grow your website with the best way to WordPress. Lightning-fast hosting, intuitive, flexible editing, and everything you need to grow your site and audience, baked right in.

Get started

Negai

Resilience and Self-Reliance for Wellbeing

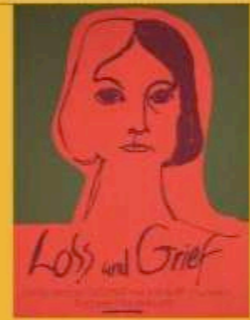
5/25/2023
Wellbeing



ORGANIZER

INFO WORK | R. DAS TRINAS 206, LISBOA REACH ME

Stella Sánchez is an illustrator and graphic designer based in Portugal. With over a decade of experience, she aims to blend creativity and strategic thinking in every project, with attention to detail to create visually captivating works.



LOSS AND GRIEF



BY 1972



STOIC TIGER

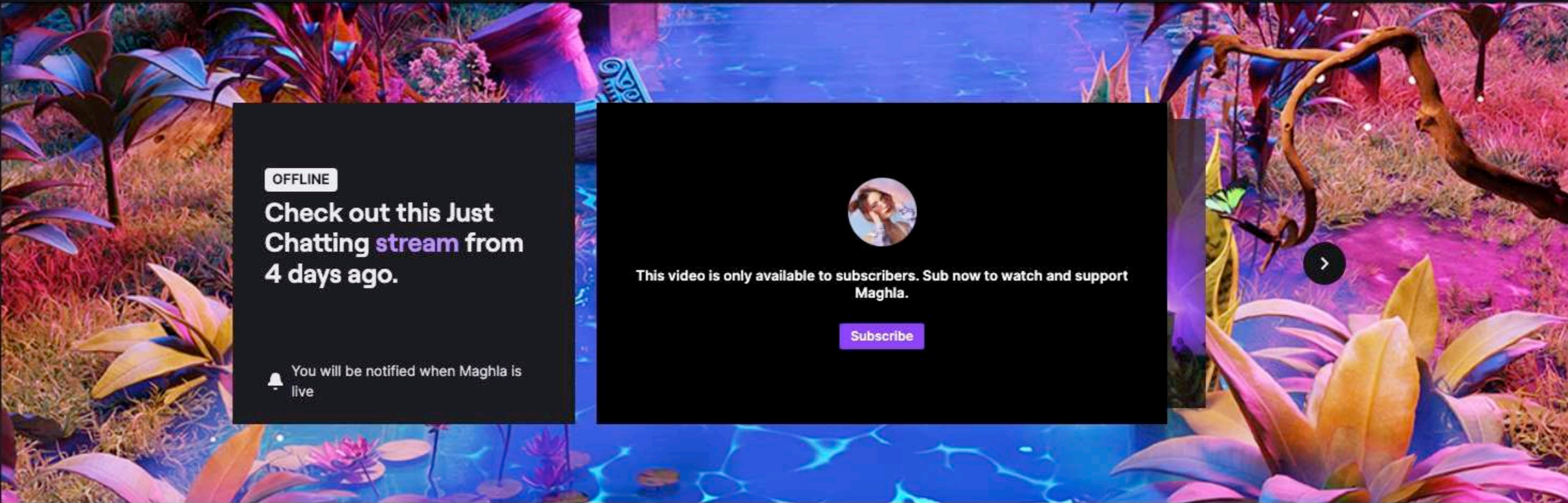


AMERICA

Lineup

Minor T
Govern
Inside
Black P
Youth
Gorilla
Bold
7 Seco
SSD
DYS

- For You** ← |
- FOLLOWED CHANNELS** ↑ ↓
- Gotaga** Rocket League 41K
 - NYC_Timescape** Always On 3
 - LamHua** Offline
 - bonjourphilippine** Offline
 - AgathAuproux** Offline
 - Maghla** Offline
 - Hasheur** Offline
 - Jokariz** Offline
 - bYZeTouch** Offline
 - FrancelInter** Offline
 - Ponce** Offline
 - CauetTV** Offline
 - Grimkujow** Offline
 - MaximeBiaggi** Offline
 - renaud_dekode** Offline
- Show More Show Less



OFFLINE

Check out this Just Chatting stream from 4 days ago.

You will be notified when Maghla is live

This video is only available to subscribers. Sub now to watch and support Maghla.

Subscribe

Maghla ✓
900K followers

♡ 🔔 **Subscribe** ⌵

- Home** About Schedule Videos ↗ Chat

Recent broadcasts

<p>2:19:10</p> <p>64.3K views 4 days ago</p>	<p>2:29:20</p> <p>70.6K views 5 days ago</p>	<p>2:42:40</p> <p>68.5K views 15 days ago</p>	<p>3:07:50</p> <p>65.1K views 16 days ago</p>
--	--	---	---

- RECOMMENDED CHANNELS**
- mistervv** FINAL FANTASY VII... 5.8K
 - Kamet0** Rocket League 61.2K



Software ▼

Pricing

Resources ▼

Get a demo

Get started free

HUBSPOT CUSTOMER PLATFORM

Grow better with HubSpot

Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one customer platform that grows with your business.

Get a demo

Get started free

Get a demo of our premium software, or get started with free tools.

Your Weekly Activity

EMAILS CALLS MEETINGS

17 25 15

▲ 4 ▲ 7 ▲ 2

Services Breakdown



< Contacts

Actions ▼



Aisha Saah



1. CREATE CONTENT

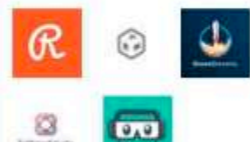
Videos



Photos



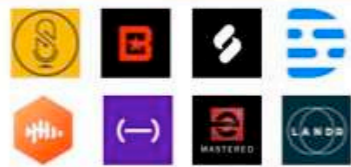
Livestream



Highlights



Audio

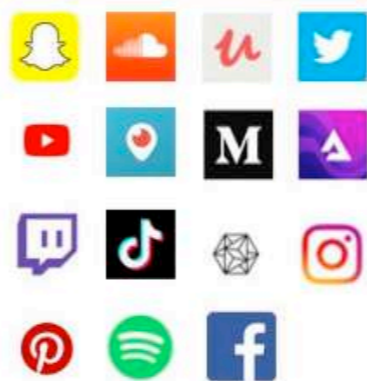


Games



2. GROW

Media platforms



3. OWN YOUR AUDIENCE

Community



Livestream



Email



Crypto



4. MONETIZE YOUR AUDIENCE ONLINE

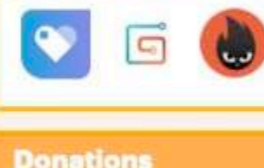
Memberships



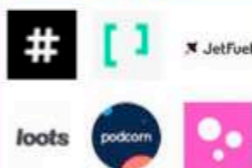
Courses



Digital Downloads



Brand Deals



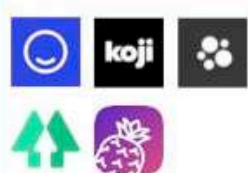
Donations



Events



Link in Bio

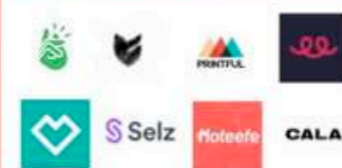


Fan Interactions



5. OFFLINE

Merchandising



Others

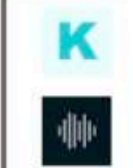


6. MANAGE YOUR BIZ

Business-in-a-box



FinTech



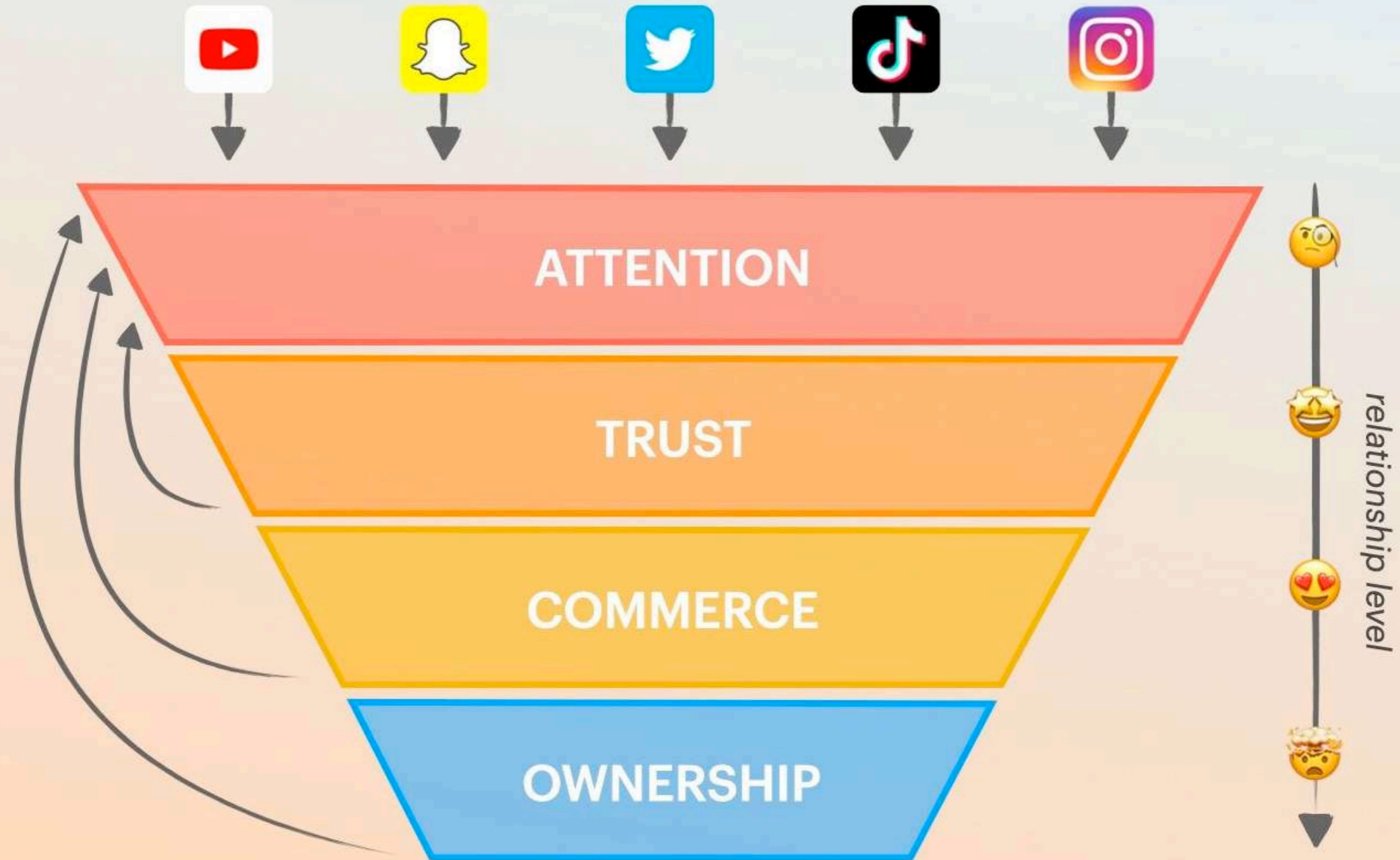
Analytics



Project mgmt



The Creator Lifecycle



The "Creator" Economy

Mass Market

Creator Economy

Build and grow an audience through content and engagement

Advertising
Campaigns
Subscriptions / Engagements

Influence Economy

Leverage audience and notoriety to drive business initiatives

Ambassadors / Endorsements
Advisory Boards
Partnerships / Collabs

Individuals

Enthusiasm Economy

Foster relationships and capture value from passionate individuals

Specialty Products
Templates / Resources
Communities

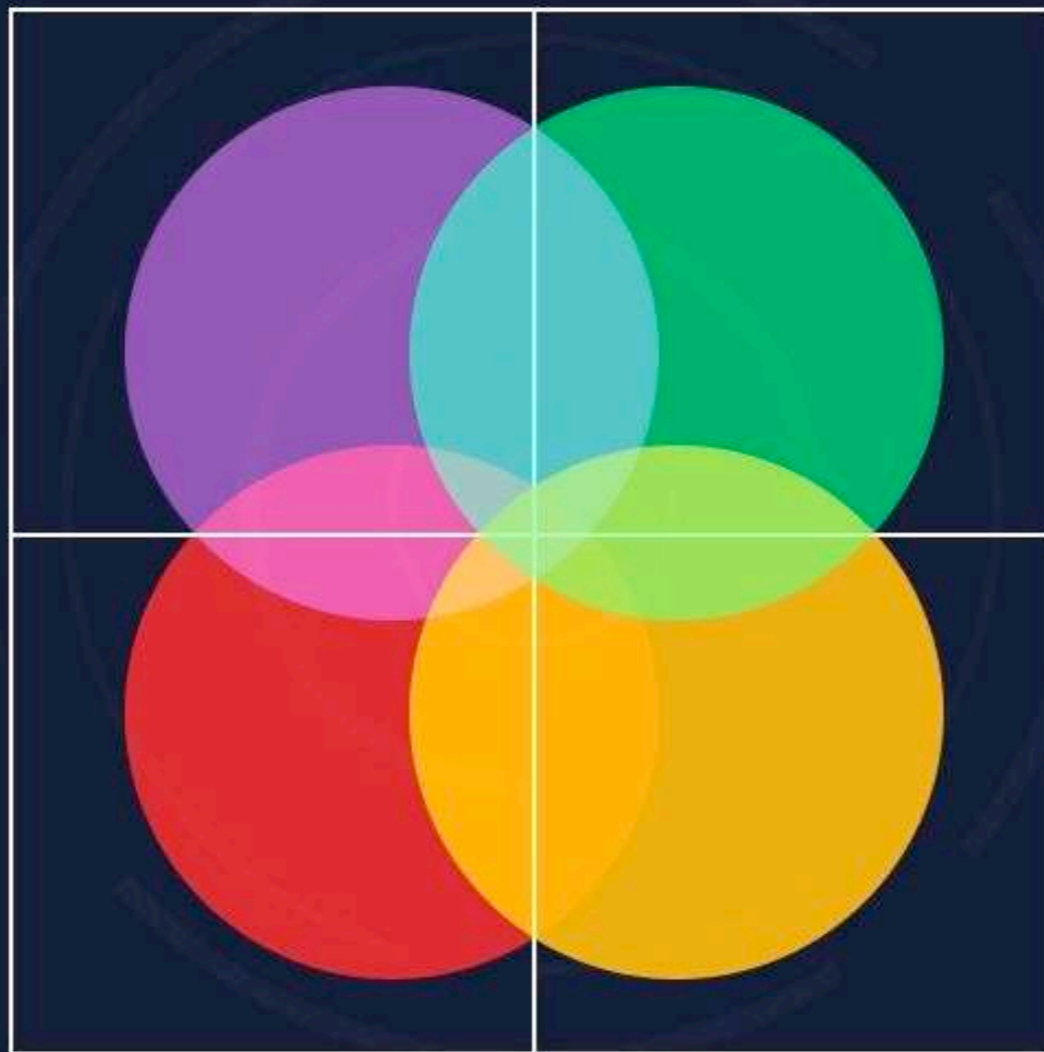
Businesses

Expert Economy

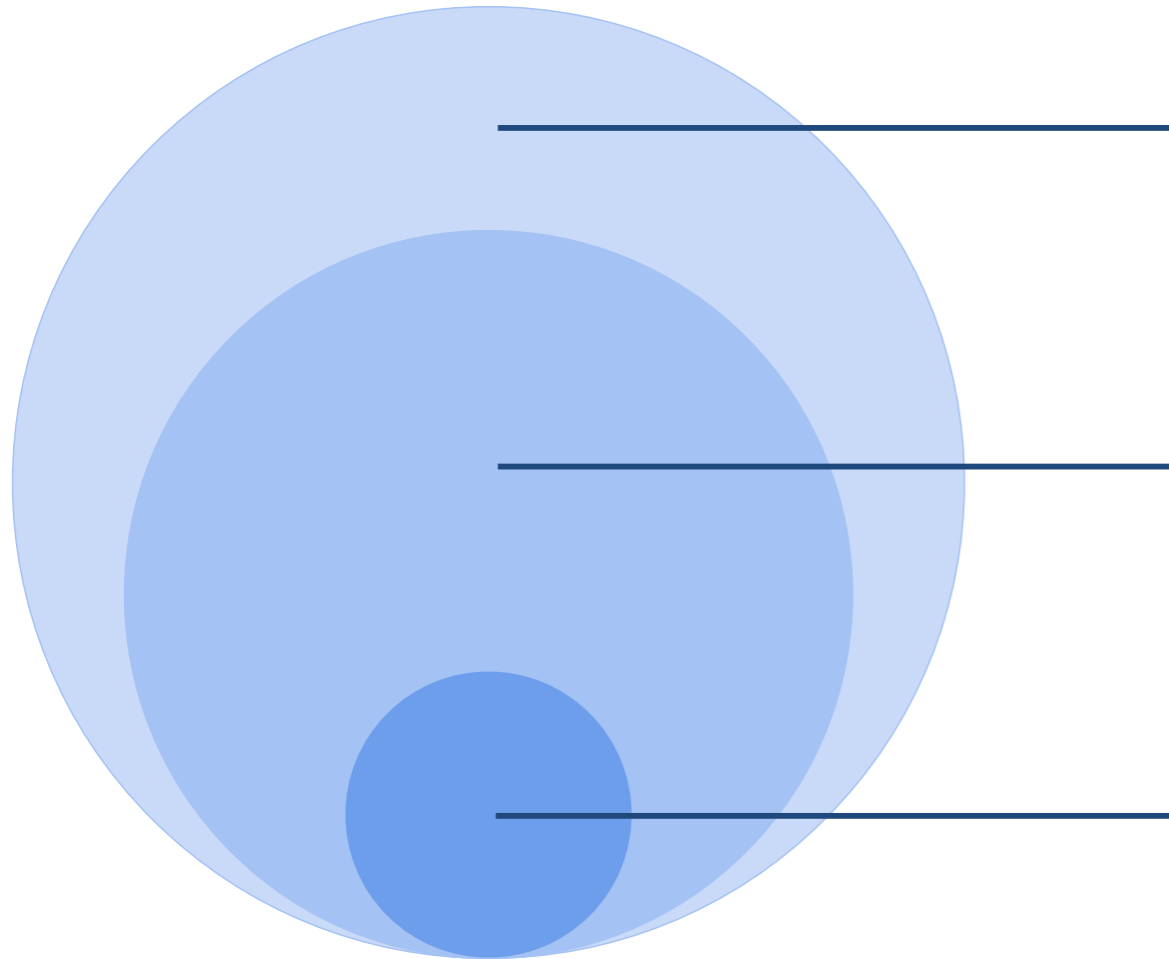
Translate unique experience and knowledge into revenue

Courses / Publishing
Consulting / Advisory
Speaking

Niche Market



Markets : TAM - SAM - SOM



TAM

Total Available Market

All users interested by your type of offer
100% market share

SAM

Serviceable Available Market

All users interested by your type of offer that
can be served by a company's products or
services

SOM

Serviceable Obtainable Market

All users interested by your type of offer you
can realistically adress, talk, touch or capture

There are multiple, interconnected and interdependent addressable markets for music creator tools

Conceptual overviews addressable markets for music creator tools

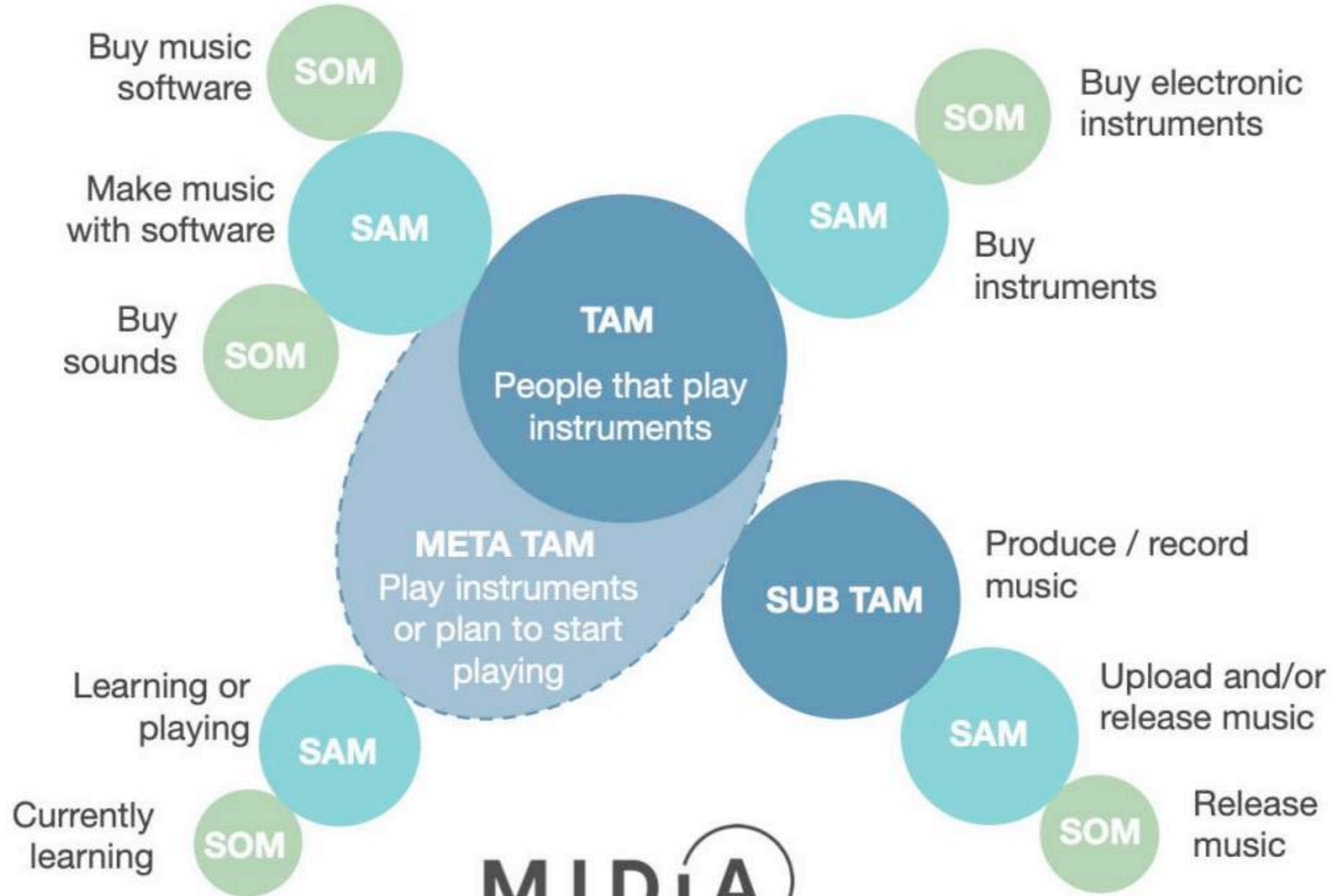
MUSIC SOFTWARE

MUSIC SOUNDS

MUSIC LEARNING

MUSIC HARDWARE

ARTIST SERVICES



MIDI.A.

The New Creator Economy



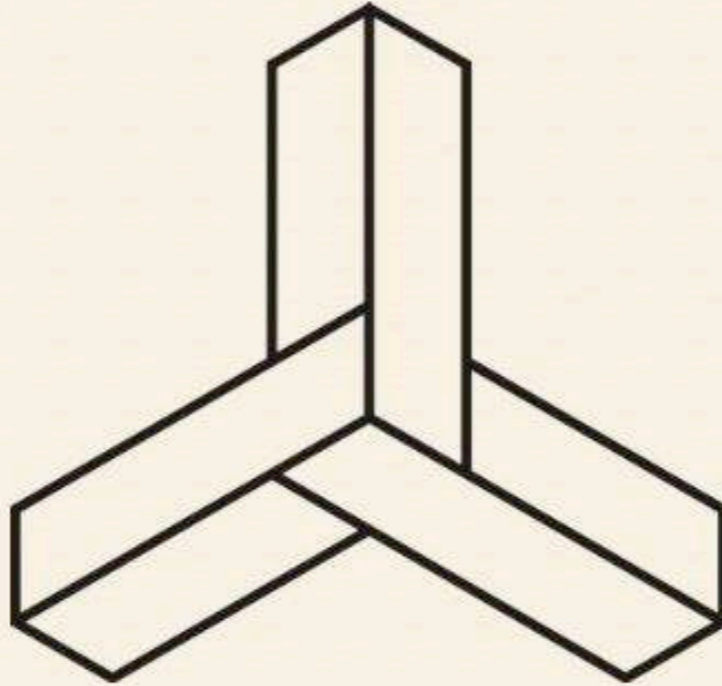
Ownership

Blockchains enable creators to truly own their digital content.



Monetization

Web3 enables creators to earn their fair share.



Community

Fans are rewarded for their community participation.

MANAGEMENT STRATEGY DIGITAL MSD BY HUBERT KRATIROFF 2024





reddit





Pudgy Penguins

Thegloocompany

301,514 ETH

Total volume

21 ETH

Floor price

4.0052 WETH

Best offer

2%

Listed

4,449 (50%)

Owners (Unique)

Pudgy Penguins is a collection of 8,888 NFT's, accelerating Web3 ... [See more](#)

Items 8,888 · Created Jul 2021 · Creator earnings 5% · Chain Ethereum

Items

Offers

Analytics

Activity

Live 8,888 results

Search by name or trait

Price low to high

Status

All

Listed

On auction

New

Has offers

Creator earnings



Support creators

Show listings which pay the creator their requested earnings of 5%.

Price



Pudgy Penguin #4787

21 ETH

Last sale: 20.7 WETH



Pudgy Penguin #3087

21.5 ETH

Last sale: 11.2 ETH



Pudgy Penguin #3552

21.5 ETH

Last sale: 23.75 ETH



Pudgy Penguin #6088

21.5 ETH

Last sale: 20.15 ETH



Pudgy Penguin #4463

22.26 ETH

Last sale: 21 WETH



Ada Lovelace

Turing

Vin Cerf

Tim Berners-Lee

Metcalfe

Moore

Rifkin

Code
Test de Turing
TCP/IP
http
network
scaling
3IR

internet arpanet 1970 —> 81 (2 —> 213 ordi)

1969 TCPIP

email 1975

IN2P3 voice next cube mac os

cern tim berners le robert caillo 1989

Mozaik —> navigateur web 1993 image mise en page

Yann ikon iksi open chrome vs flash vs xml vs W3

Quiz : internet a 50 30 20 ans

Quiz : Web a 20 30 40 ans

Quiz : email a 20 30 40 ans

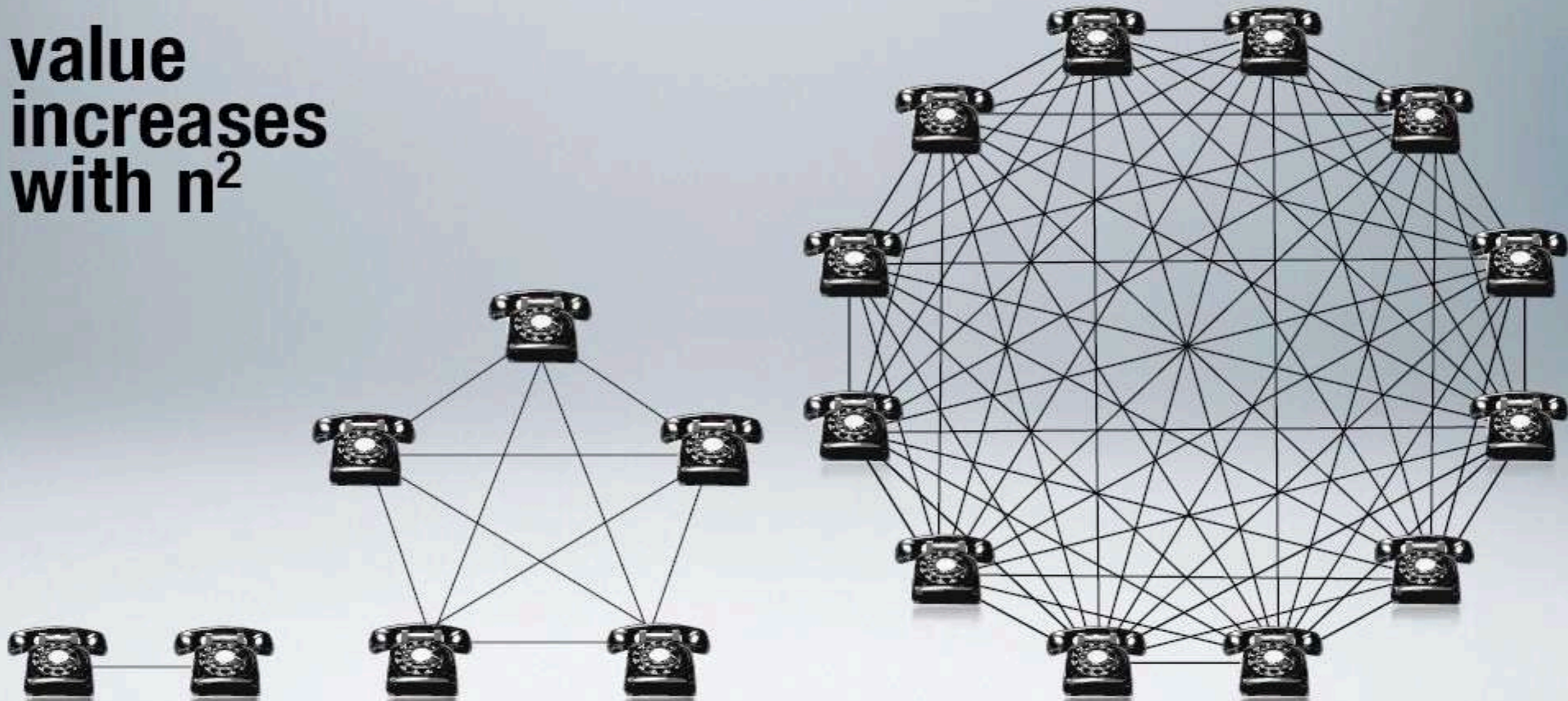
timeline

arpanet internet mail tcpip web html http mosaic mozilla firefox

APP

METCALFE'S LAW

value
increases
with n^2



"What makes *The Zero Marginal Cost Society* worth reading is its audacity, its willingness to weave a vast string of developments into a fascinating narrative of what our economic future may hold for the generations to come." —*FORBES*

THE
ZERO
MARGINAL
COST
SOCIETY

THE INTERNET OF THINGS,
THE COLLABORATIVE COMMONS,
AND THE ECLIPSE OF
CAPITALISM

INTERNATIONAL
BESTSELLER

JEREMY RIFKIN

NEW YORK TIMES BESTSELLING AUTHOR OF
THE THIRD INDUSTRIAL REVOLUTION

Satochi Nakamoto

Vitalik Buterin

Pascal Gauthier

Nicolas Julia

Jensen Huang

Sam Altman

PNLJUL

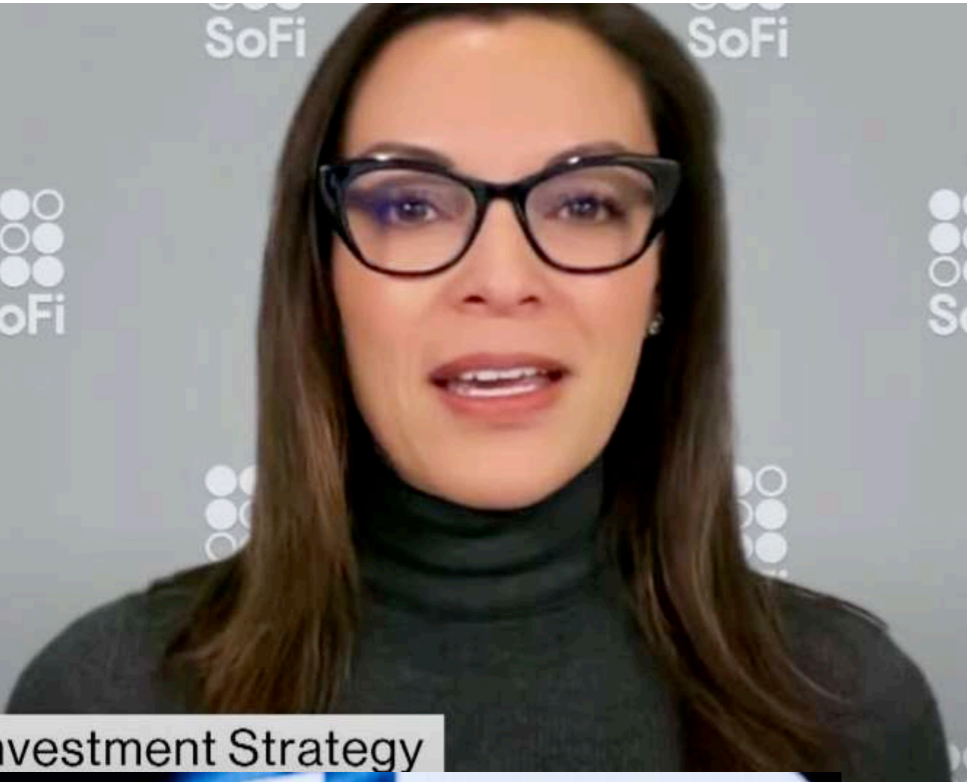
Feb. 20

SoFi

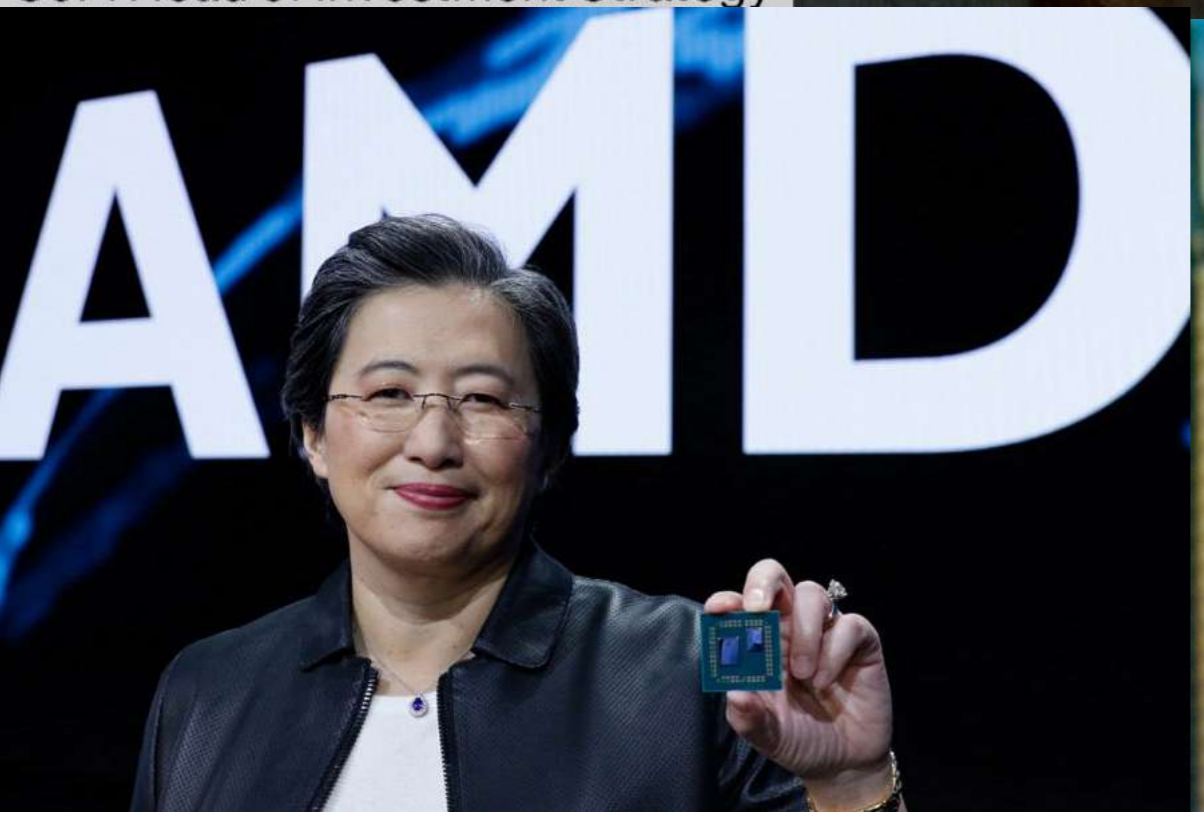
SoFi



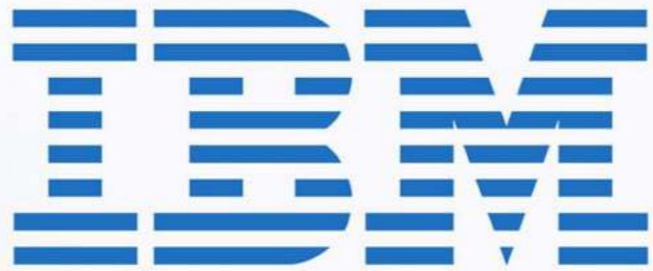
Liz Young
SoFi Head of Investment Strategy



Arianna Huffington
THRIVE GLOBAL CEO



Aparna Pappu
VICE PRESIDENT AND GENERAL
MANAGER OF GOOGLE WORKSPACE



“**Done is better than perfect.**”

- Sheryl Sandberg, COO of Facebook

SPACEX



**PRESIDENT OF SPACEX:
GWYNNE SHOTWELL**



Go forth and learn!

 MarketingProfs

Ann

Ann Handley

Chief Content Officer

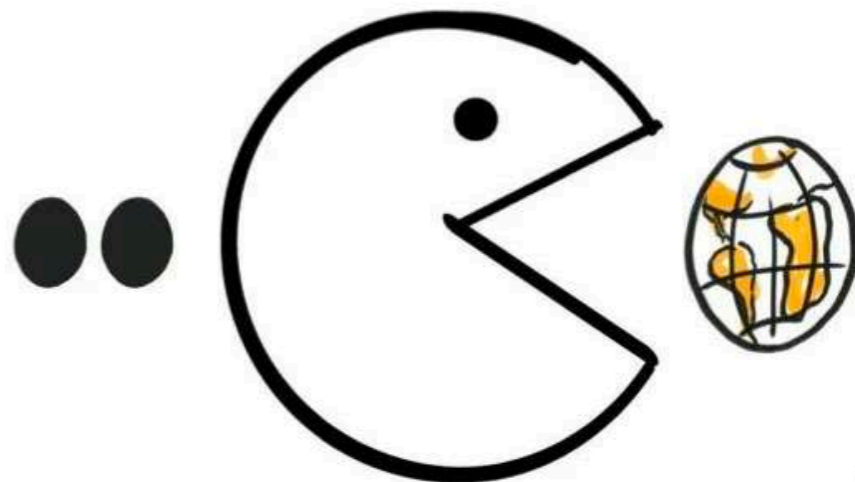


"Software is eating the world."

Marc Andreessen



Software is eating up the world*



* Marc Andreessen
in Wall Street Journal

5

Intelligent Machines

**Nvidia CEO: Software
Is Eating the World,
but AI Is Going to Eat
Software**



"If you're not occasionally failing, you're not trying hard enough. *Fail Fast, Fail Often* offers helpful tactics for conquering paralyzing fear and taking the strategic risks necessary for success."

—Todd Henry, author of *Die Empty* and *The Accidental Creative*

FAIL FAST, FAIL OFTEN

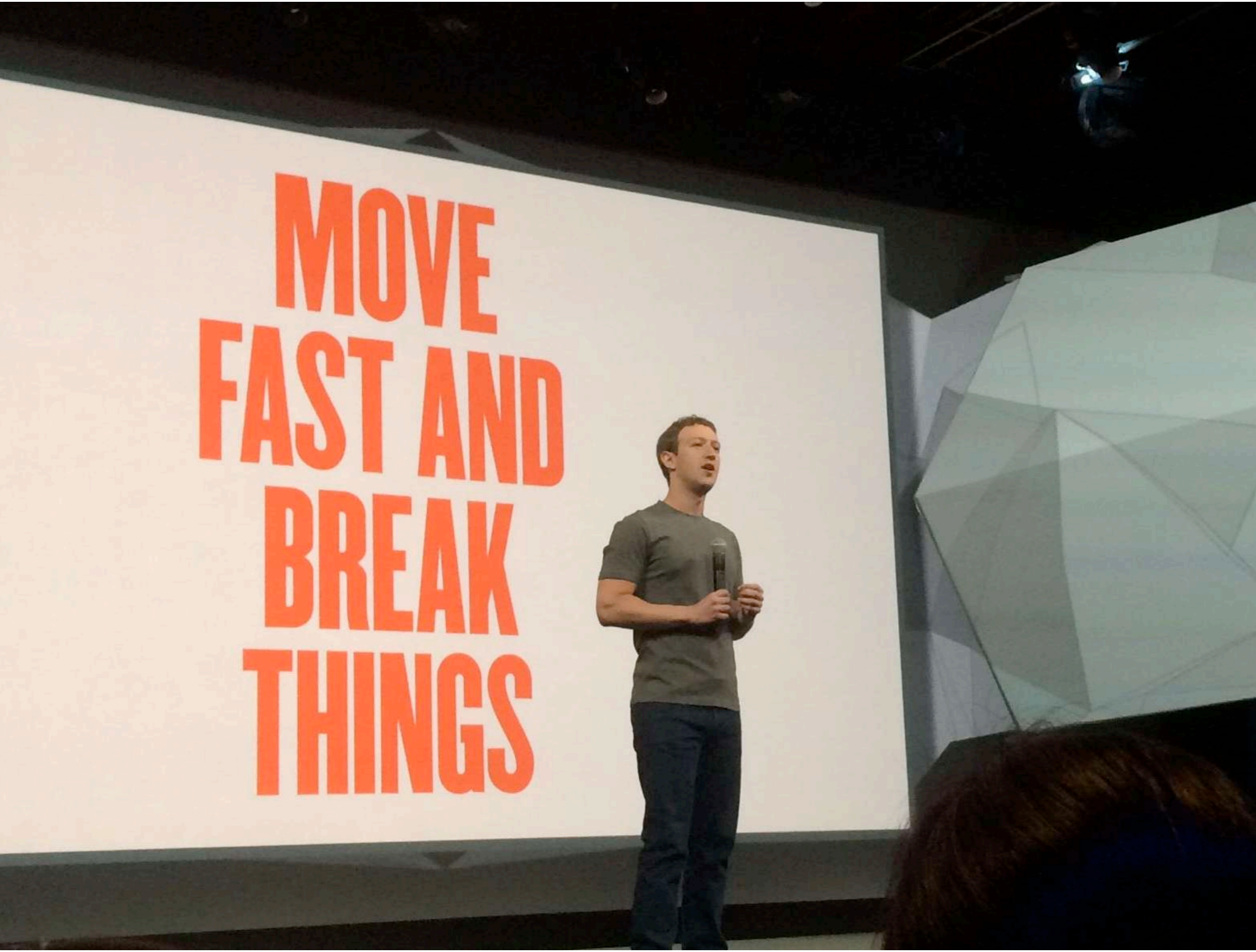


How Losing
Can Help
You **WIN**

Ryan Babineaux, Ph.D.,
and John Krumboltz, Ph.D.

**FAIL FAST.
FAIL EARLY.
FAIL OFTEN.**

 bedssi.com



LEAN IN

WOMEN, WORK, AND
THE WILL TO LEAD

SHERYL SANDBERG



“

Done is better than perfect.”

- Sheryl Sandberg, COO of Facebook

*done is better
than perfect*

Getting Things Done
the art of stress-free
productivity

from the New York Times bestselling author

David Allen



**Nine Reasons That
Done
Is Better Than Perfect**

1. Done Gets Results
2. Perfect Causes Paralysis
3. Nobody Notices Mistakes
4. You Can Still Fix it Later
5. It Proves You are Confident
6. You're Not Weighed Down by Envy
7. You Value Constructive Criticism
8. You Enjoy the Journey
9. Perfect is Subjective

“
**THE FUTURE IS ALREADY
HERE — IT'S JUST NOT
VERY EVENLY DISTRIBUTED**
”



*William Ford Gibson (1948-)
cyberspace noir prophet*

“

J'aime dire que la
transformation
digitale est finie.

”

AurélieJean

LP CEO et Fondatrice
In Silico Veritas, LLC



- 1/ Who is 20 years old?
- 2/ Who is 17 years old?
- 3/ Who is 15 years old?
- 4/ Who is 1 year and 3m old?
- 5/ Who is 3 months old?

... each innovation is a revolution ...



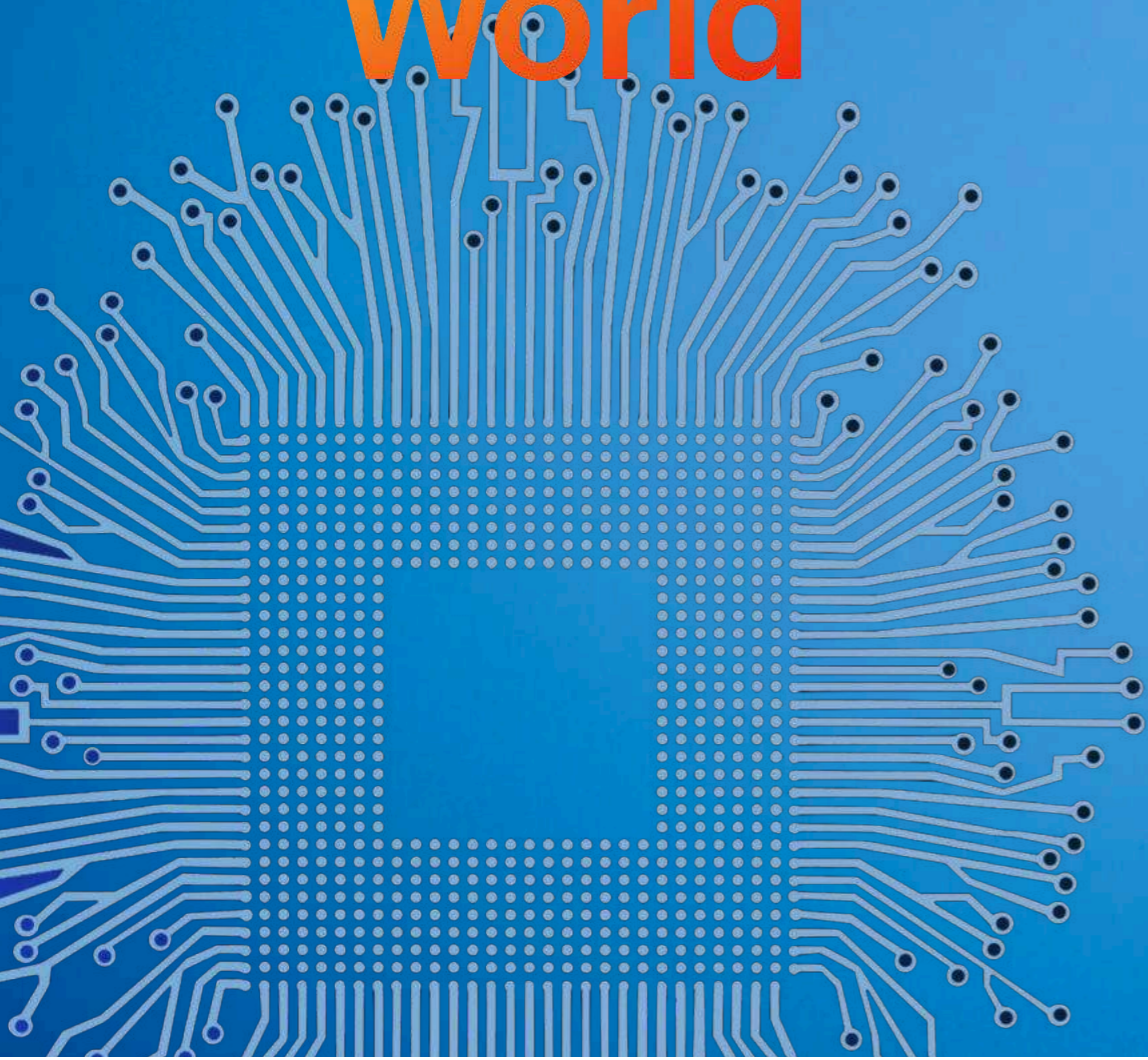
GPT meaning ?



Always start with good news

some good news

Digital World



Airline Industry

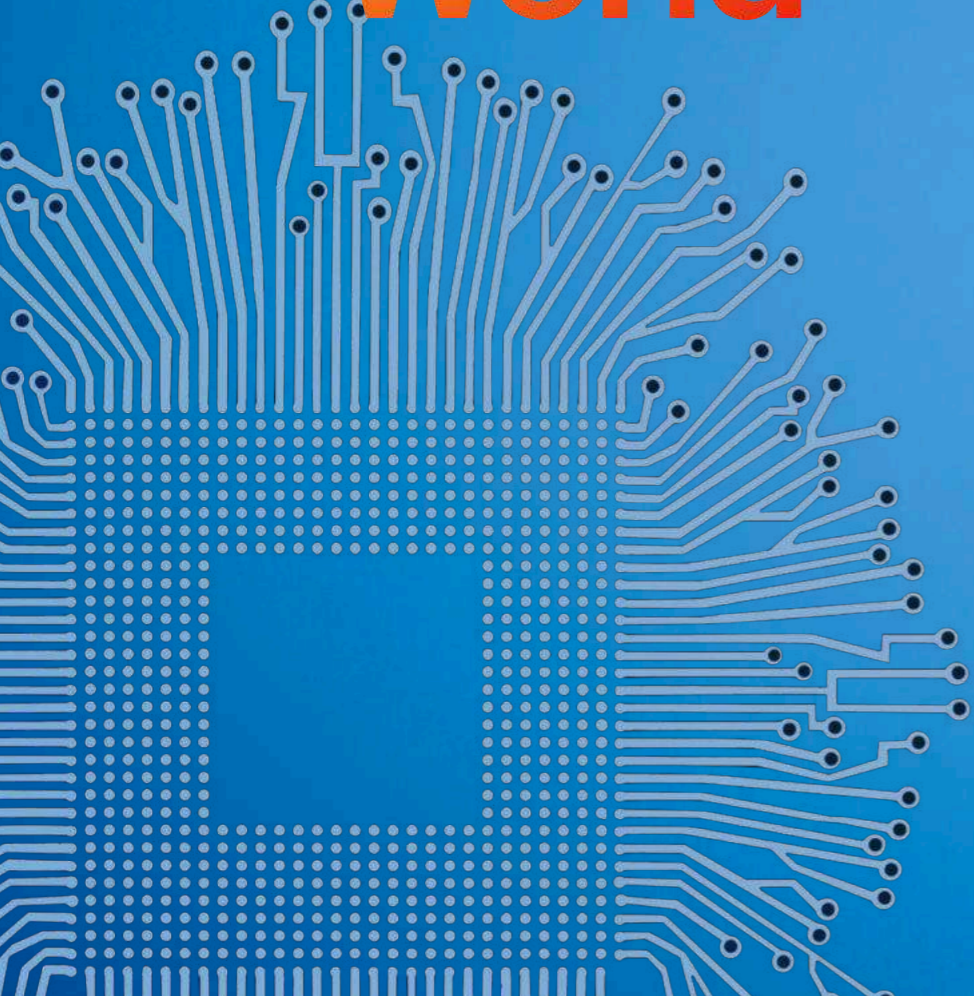


Digital World

Airline Industry



2021



Build your future
with a career at
MindGeek

If you enjoy working in a fast paced environment and collaborating side by side with the industry's best talent, then we'd like to meet you.

[Apply Now](#)





OBJECTIFS DE DÉVELOPPEMENT DURABLE

1 PAS DE PAUVRETÉ



2 FAIM «ZÉRO»



3 BONNE SANTÉ ET BIEN-ÊTRE



4 ÉDUCATION DE QUALITÉ



5 ÉGALITÉ ENTRE LES SEXES



6 EAU PROPRE ET ASSAINISSEMENT



7 ÉNERGIE PROPRE ET D'UN COÛT ABORDABLE



8 TRAVAIL DÉCENT ET CROISSANCE ÉCONOMIQUE



9 INDUSTRIE, INNOVATION ET INFRASTRUCTURE



10 INÉGALITÉS RÉDUITES



11 VILLES ET COMMUNAUTÉS DURABLES



12 CONSOMMATION ET PRODUCTION RESPONSABLES



13 MESURES RELATIVES À LA LUTTE CONTRE LES CHANGEMENTS CLIMATIQUES



14 VIE AQUATIQUE



15 VIE TERRESTRE



16 PAIX, JUSTICE ET INSTITUTIONS EFFICACES



17 PARTENARIATS POUR LA RÉALISATION DES OBJECTIFS



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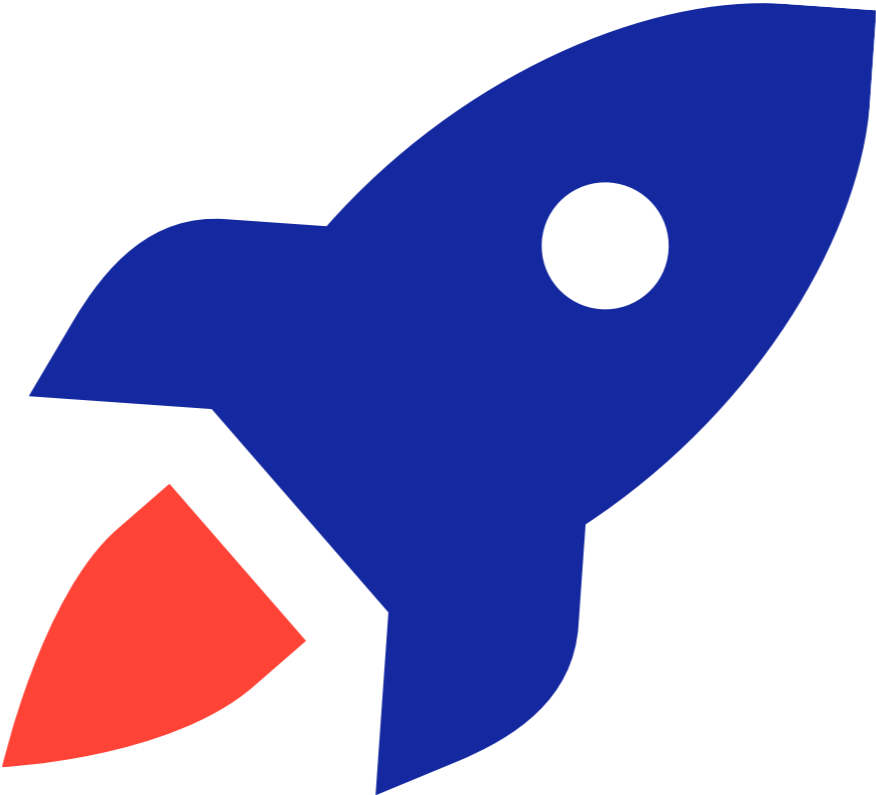
**MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024**

**SEASON 01
EPISODE 01**




SECRET SAUCE





1
PROBLÈME



2
SOLUTION



3
DISTRIBUTION



Recette du succès des entreprises

PROBLÈME

1

ANALYSE
BI
Marché
Search listening
Veille
Persona
Carte empathie
Parcours
Touchpoint
UX
Design Thinking
Divergeant
VOC
Service client



SOLUTION

2

Product-Management
Service
Use case
Prototype
MVP
POC
Pilot
GTM
PMF
Pivot
Scalable
Démonstrateur
Market-Pull
Demand-Marketing



DISTRIBU- TION

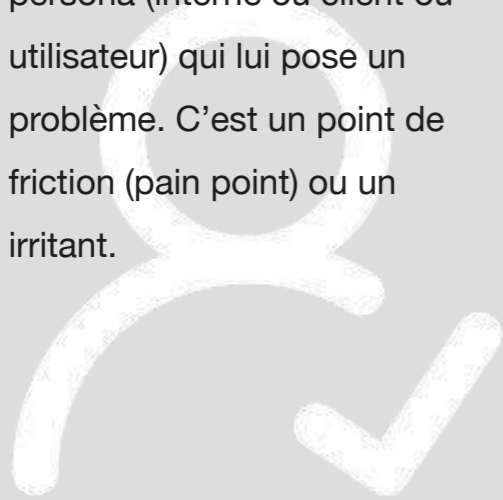
3

Stratégie
Objectifs
Communication
Vente
SAAS
Service
APP
SuperAPP
IOT
Capteur
PAAS IAAS
Réseaux S
Points de vente
Agent
Intermédiaires
Franchises
...



PROBLÈME.

Il y a une situation pour un persona (interne ou client ou utilisateur) qui lui pose un problème. C'est un point de friction (pain point) ou un irritant.



SOLUTION.

Vous avez une solution qui résout 20% à 80% du problème pour plus de 50% de la population.

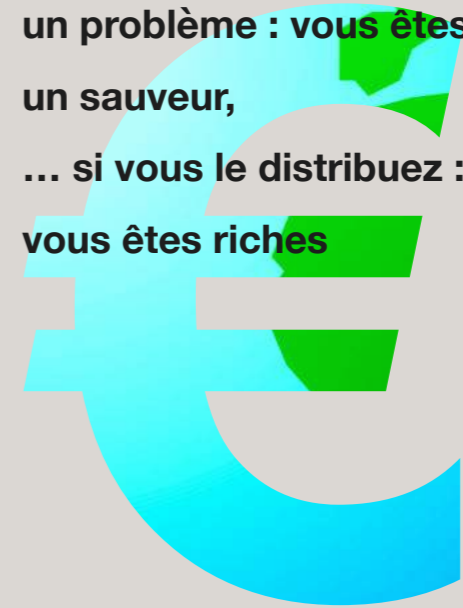


Le PFH ne se résout pas
Hubert REEVES



DISTRIBUTION.

Si vous avez la solution à un problème : vous êtes un sauveur, ... si vous le distribuez : vous êtes riches



hk



Recette du succès des scaleup

1 PROBLÈME

ANALYSE
BI
Marché
Search listening
Veille
Persona
Carte empathie
Parcours
Touchpoint
UX
Design Thinking
Divergeant
VOC
Service client



2 SOLUTION

Product-Management
Service
Use case
Prototype
MVP
POC
Pilot
GTM
PMF
Pivot
Scalable
Démonstrateur
Market-Pull
Demand-Marketing



3 DISTRIBUTION

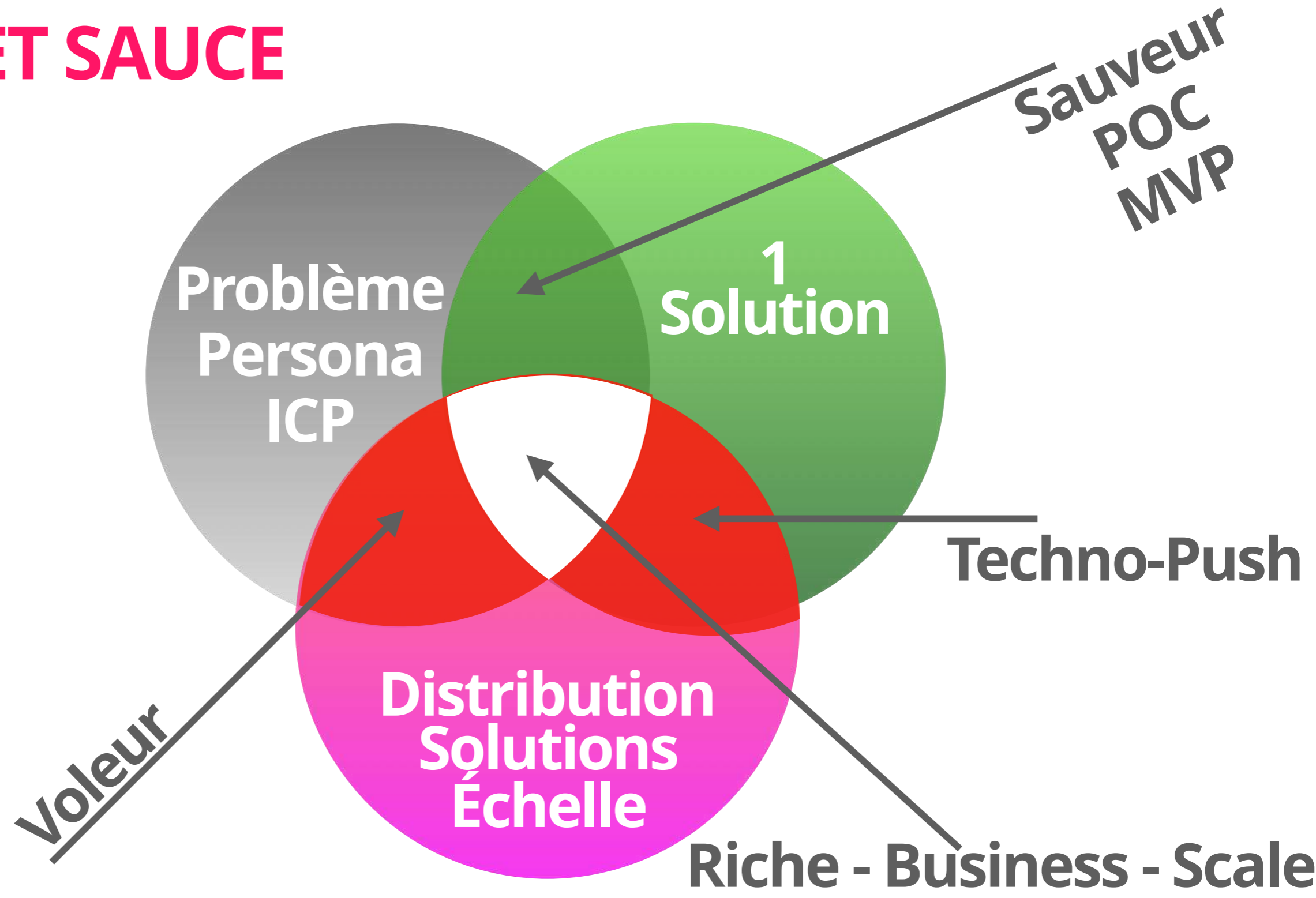
Stratégie
Objectifs
Communication
Vente
SAAS
Service
APP
SuperAPP
IOT
Capteur
PAAS IAAS
Réseaux S
Points de vente
Agent
Intermédiaires
Franchises



4 GROWTH

Growth
hacking
Scale
Scale up
Échelle
0 marginal cost





techno push
vs.
market pull

techno

push

putsch

1/
*marketing de
l'offre*

Catalogue produit
Offre initiale (solution)
Type de Problème résolu
Persona
Carte empathie
Value proposition
Offre finale
Distribution

Persona

Carte empathie

Problèmes réels

Value proposition

Offre

**(solution qui résout le problème,
constitution d'un panier de solutions)**

Distribution

2/

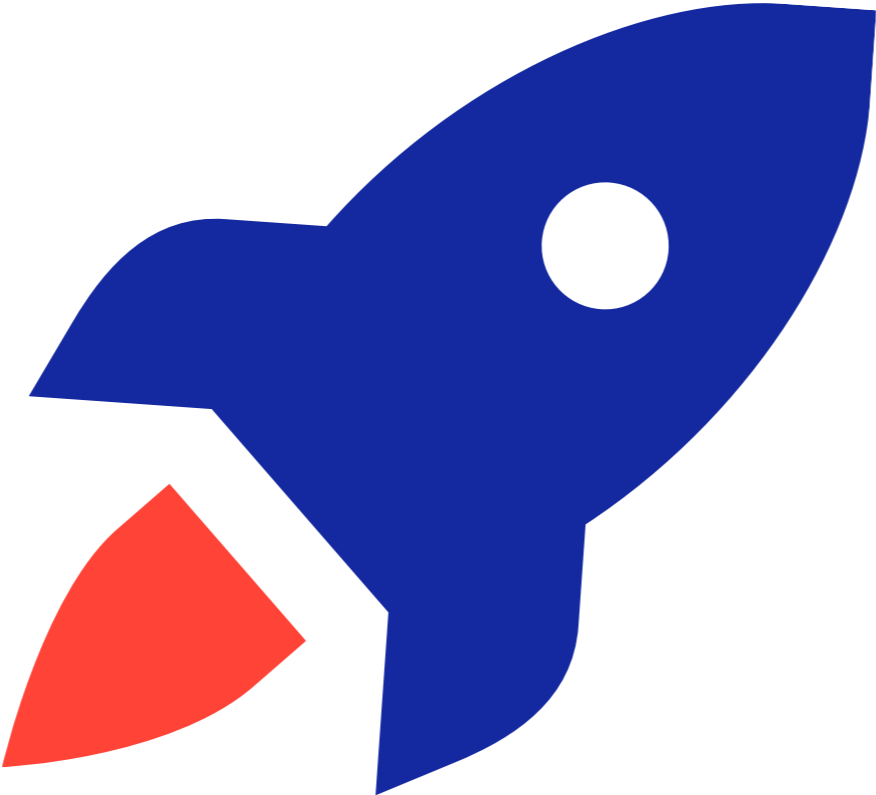
*marketing de la
demande*





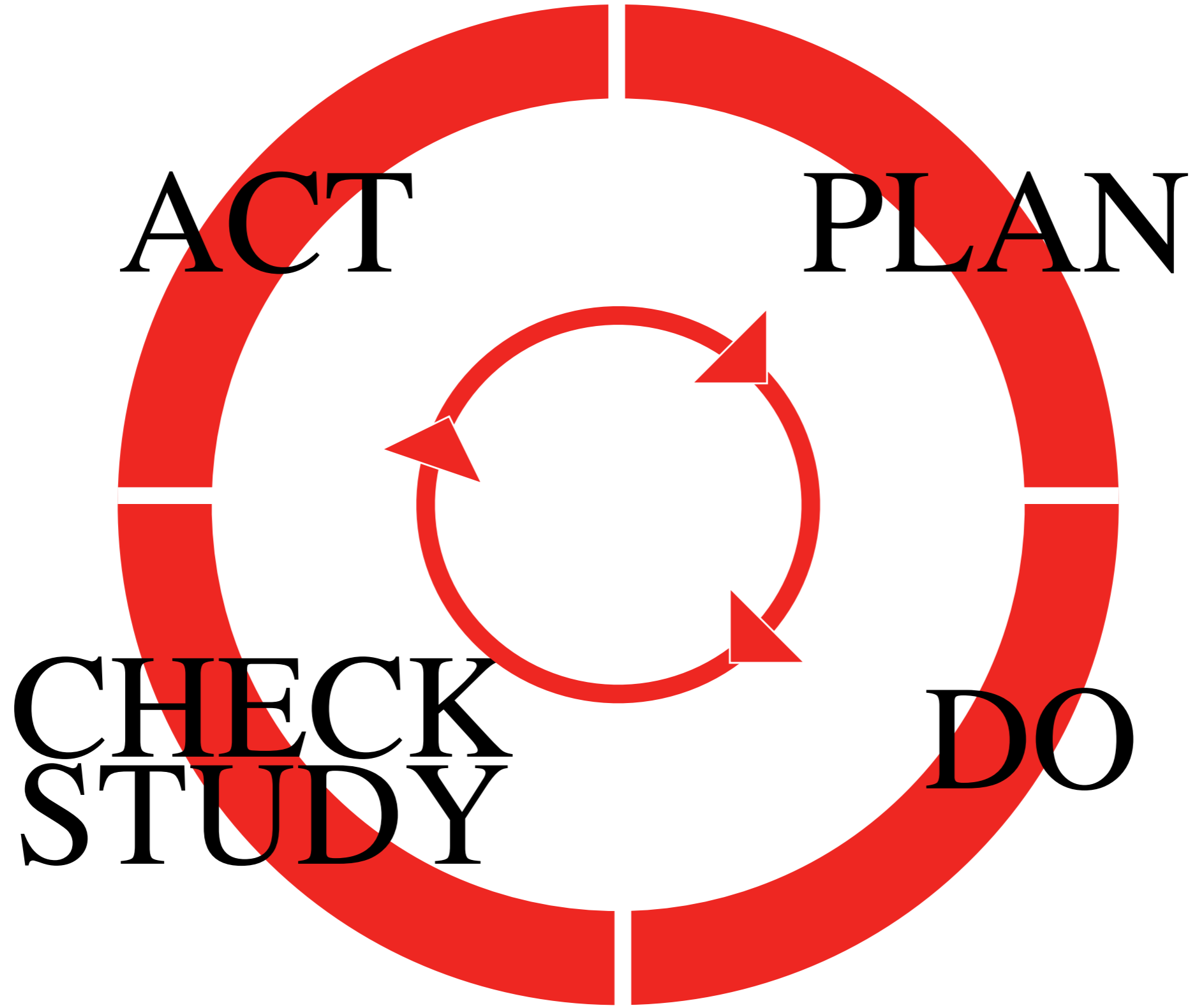
SECRET SAUCE

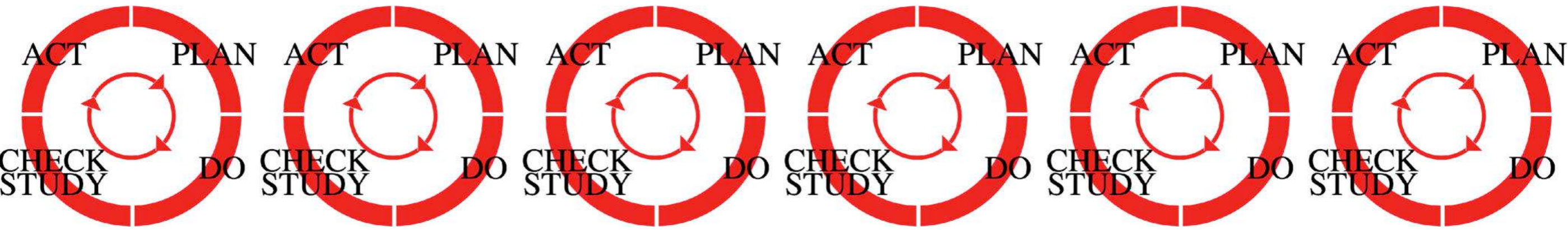






Les startups infusent le monde économique





Cargo Cult

Cargo cult

From Wikipedia, the free encyclopedia

For other uses, see Cargo cult (disambiguation).

A **cargo cult** is a millenarian belief system in which adherents perform rituals which they believe will cause a more technologically advanced society to deliver goods. These cults were first described in Melanesia in the wake of contact with allied military forces during the Second World War.




Ceremonial cross of John Frum cargo cult, Tanna island, New Hebrides (now Vanuatu), 1967

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**MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024**

**SEASON 01
EPISODE 02**

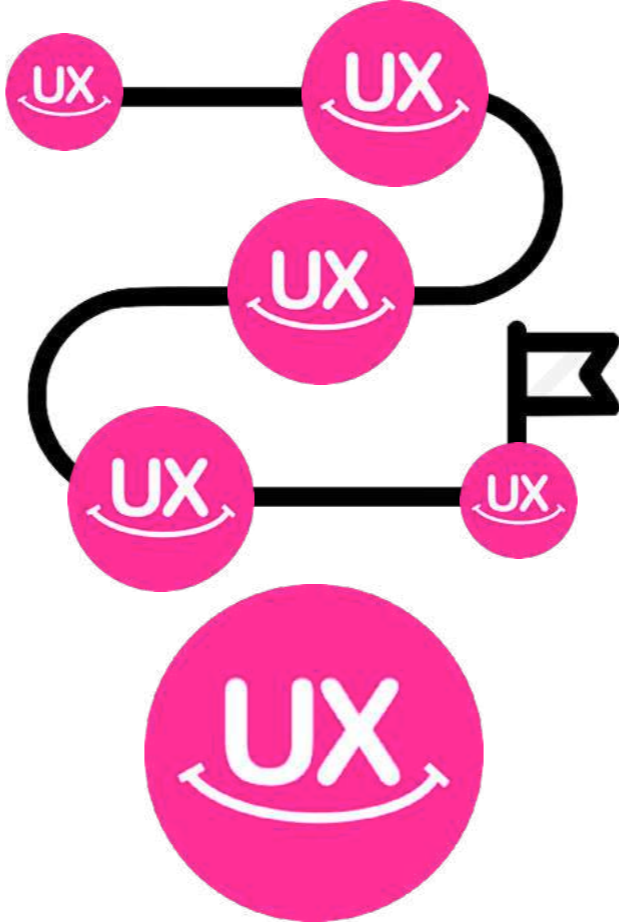
The image features three tall, fluted stone columns of an ancient Greek or Roman style, set against a clear, bright blue sky. The columns are arranged in a slightly receding line from left to right. The text '3 PILIERS DU DIGITAL' is overlaid in a large, bold, black sans-serif font with a white outline, centered across the middle of the image.

3 PILIERS DU DIGITAL

1



2



3

0110
1001
1010



customer obsession

user centric

besoin utilisateur

pain point / problème

collaborateur

manager / équipe

cible / segment

GEN BXYZ α

proposition de valeur

cas d'usage



parcours / UX

Journey

point de contact

touchpoint

publicité / SAV

téléphone

conversation

sans couture

sans défaut

sans friction

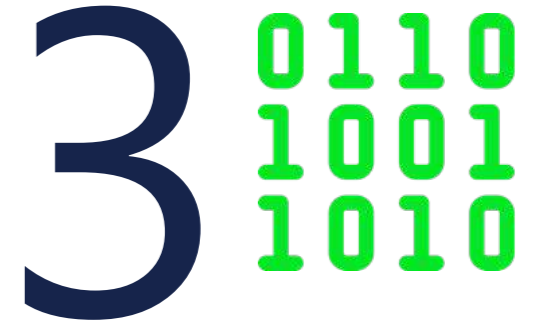
différentiation

offre

pain killer

candy

vitamine



DATA

IOT

Connexion 4G

WiFi

BLE

capteur

tacking, tracing

IOB

NPS

MCA

IA

ML

DataLake

5V

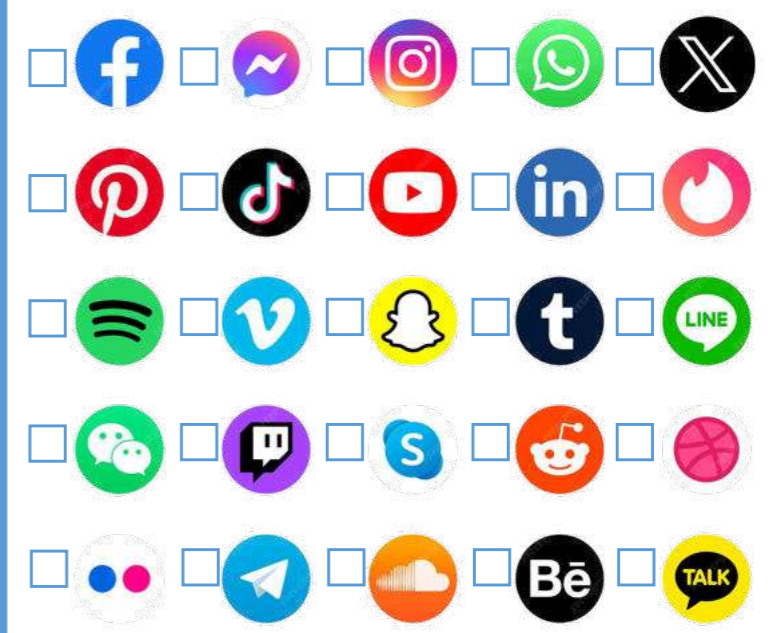
this person doesn't exist .com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

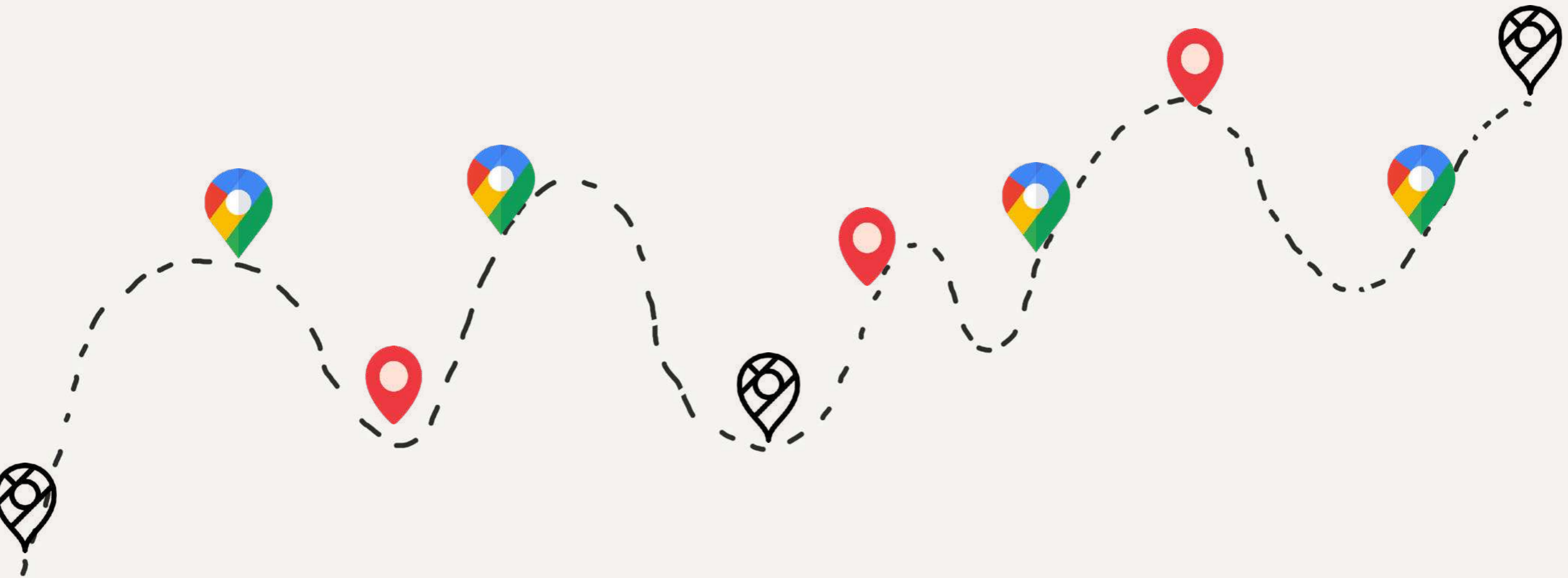
CV

Passionné par

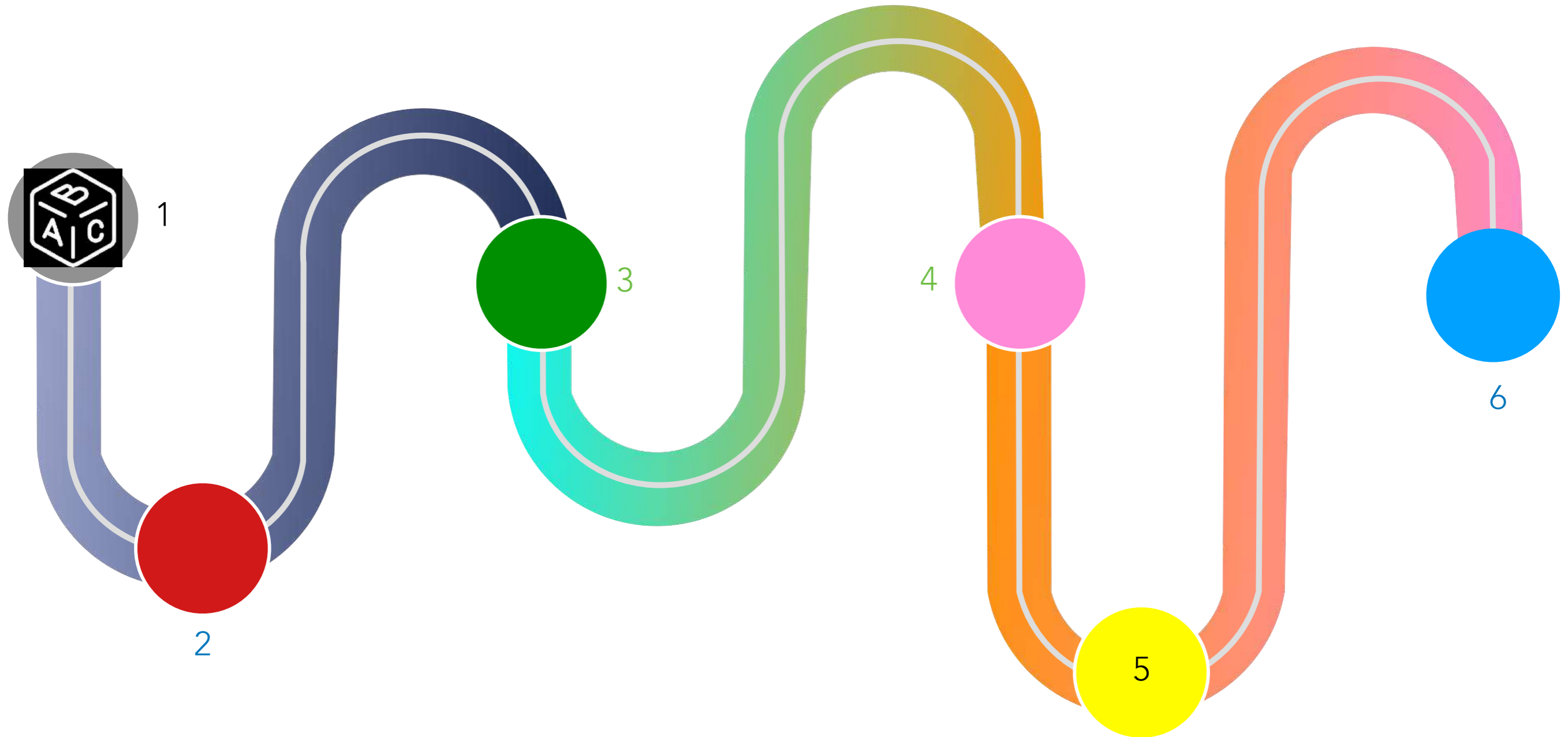
Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
Quelle est la frustration ?
Quels sont les besoins et attentes ?
Pourquoi n'est-il/elle pas satisfait des solutions existantes ?
...
...
Empathie map si besoin pour mieux comprendre le persona



PERSONA



Parcours Client / customer journey



Premier
touchpoint
2011



2eme
contact
2012



3eme
contact
2015



Achat
2018



SAV
2020



Recommande
2021



UX > CX

nombre

plus de user que de client

CX > UX

qualité

plus de contact avec les clients

UX

CX

EX



UE

User
Engagement
=
SALES



“

ALWAYS BEHAVE
AS IF
THE CUSTOMER
WAS IN THE ROOM

”

NPS

Net Promoter Score



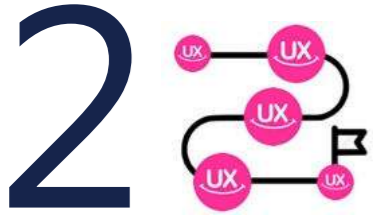


Net Promoter Score (NPS) = % Promoters - % Detractors

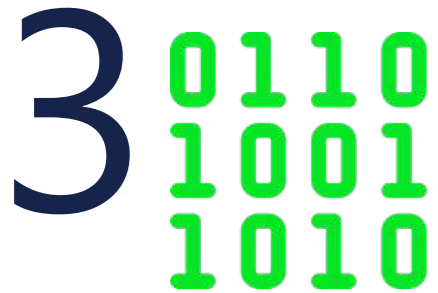
NPS : NET PROMOTER SCORE



1 Un utilisateur a des attentes (client b2b, b2c, interne, business partner, stakeholder, shareholder)



2 lorsqu'il rencontre la marque dans un parcours enchanté (points de contact, touchpoints, pas de friction, pas de couture, pas de défaut, fluide, simple, frictionless, seamless, flawless)



3 il laisse des traces de son passage sous forme de données (connexion, tracking, tracing...)

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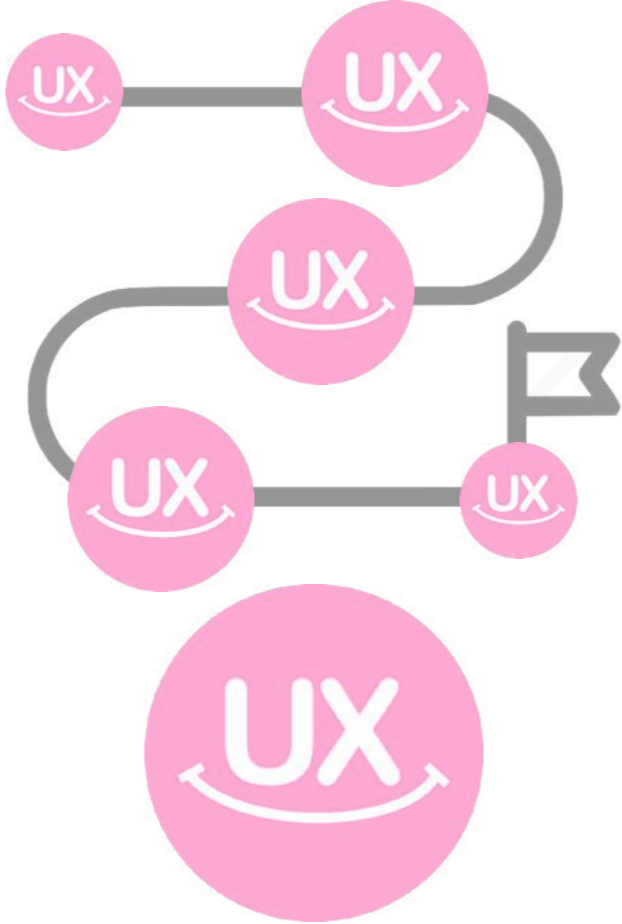
**MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024**

**SEASON 01
EPISODE 03**

1



2



3

0110
1001
1010



PERSONA User-Story

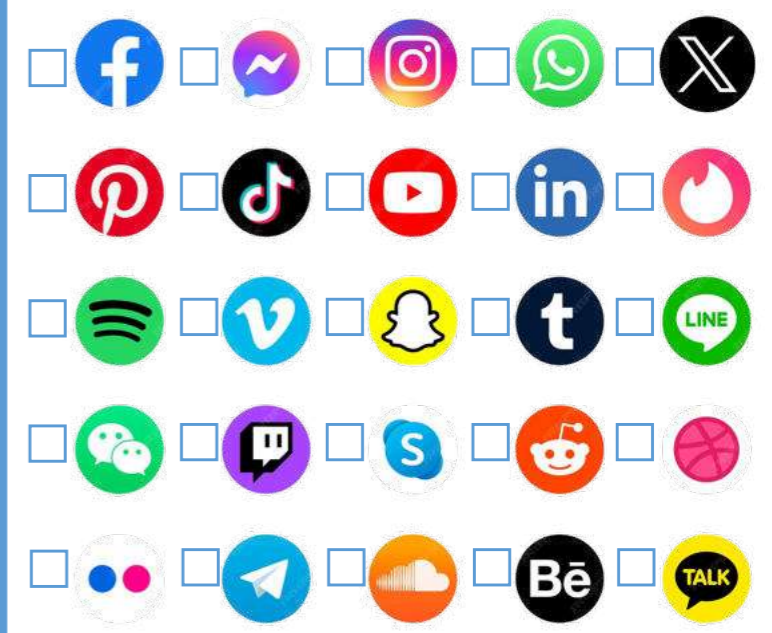
this person doesn't exist .com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
Quelle est la frustration ?
Quels sont les besoins et attentes ?
Pourquoi n'est-il/elle pas satisfait des solutions existantes ?
...
...
Empathie map si besoin pour mieux comprendre le persona




PERSONA

Persona HubSpot

Vue d'ensemble du persona

Modifier la palette de couleurs

Enregistrer Télécharger




Nom
Virginie

Intitulé de poste
DRH

Âge
Entre 55 et 64 ans

Niveau d'études
Licence ou diplôme équiva

Réseaux sociaux



Secteur d'activité
Fabrication

Taille de l'entreprise

Moyen de communication préféré

- Téléphone
- E-mail
- SMS
- Réseaux sociaux
- Face à face

Outils nécessaires au quotidien

- Système de gestion et de comptabilité

Indicateurs de performance

Saisissez un texte

Responsabilités

Saisissez un texte

Objectifs

Innover

Supérieur hiérarchique

Saisissez un texte

Principaux défis

- Ressources



« Je n'aime pas faire de vagues ou gérer des conflits, le débat est la meilleure manière de progresser »

Très belle progression dans l'entreprise Virginie est DRH à 55 ans en commençant assistante il y a 32 ans.

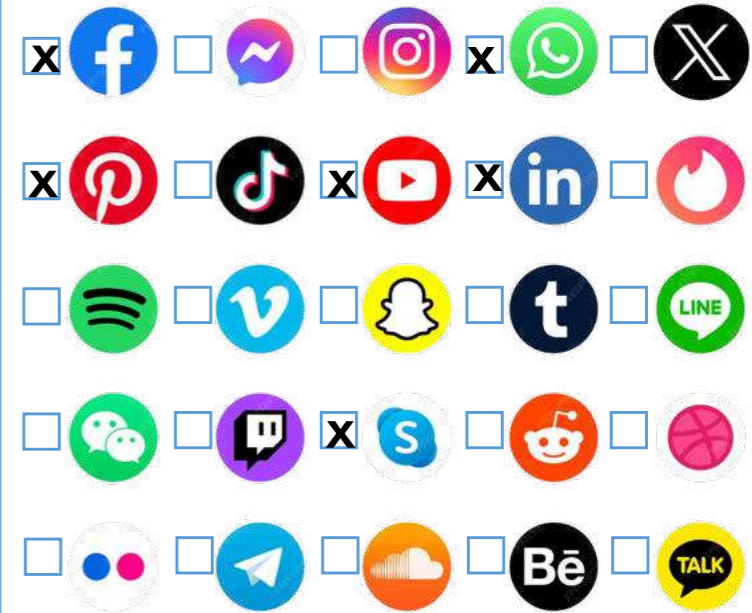
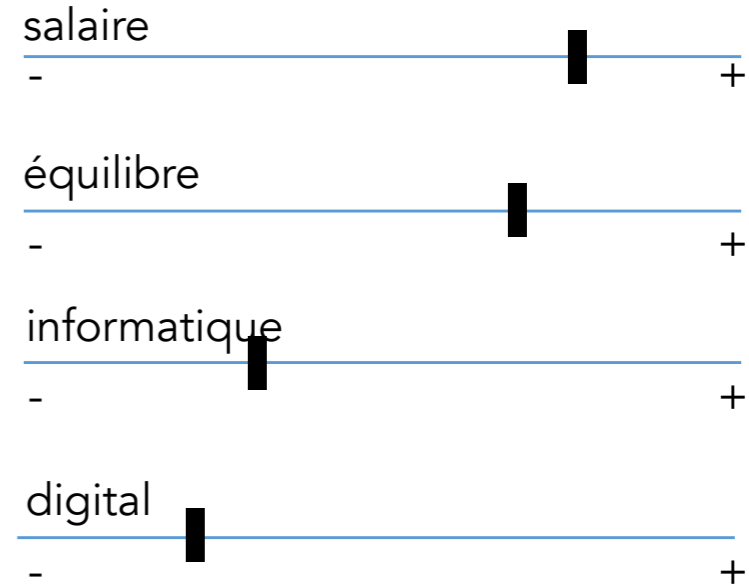
Appréciée de toutes et tous elle privilégie les contacts en face à face

Virginie
 55
 Vit à Lyon (banlieue)
 Vit avec son compagnon et ses 3 enfants
 Enfant : 3
 JOB : DRH
 Education : BEP
 CV : 2eme entreprise
 Passionné par l'artisanat, la brocante

Virginie en tant que DRH d'une ETI, ne sais plus comment satisfaire les différentes générations de salariés qui ont des buts et attentes différentes

Virginie cherche une innovation a mettre à son actif dans l'entreprise, mais c'est dur dans les RH

Virginie n'aime pas son logiciel de SIRH mais elle n'a pas su influencer le choix par son manque de connaissance informatique



Jean-Luc



« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

Jean Luc 36 ans est pilote de ligne depuis 3 ans dans une compagnie low cost européenne. Il trouve que sa vie manque de sens, de variété et d'originalité.

Nom Jean-Luc
Age 36
Vie à Paris
Avec Jeanne
Sans enfant
Education Supérieure (ingénieur école promo ...)
CV pilote entreprise 1
Pilote entreprise 2
Passionné d'aviation et de modèle réduits
Passionné de races de chiens et de voyages en Asie

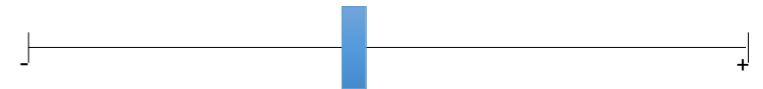
EPIC / USER STORY / PAIN POINT / PROBLÈME

- Quel est le problème de Jean-Luc ?
- Quelle est la frustration de Jean-Luc ?
- Quels sont les besoins et attentes de Jean-Luc ?
- Pourquoi n'est-il pas satisfait des solutions existantes ?

Revenus



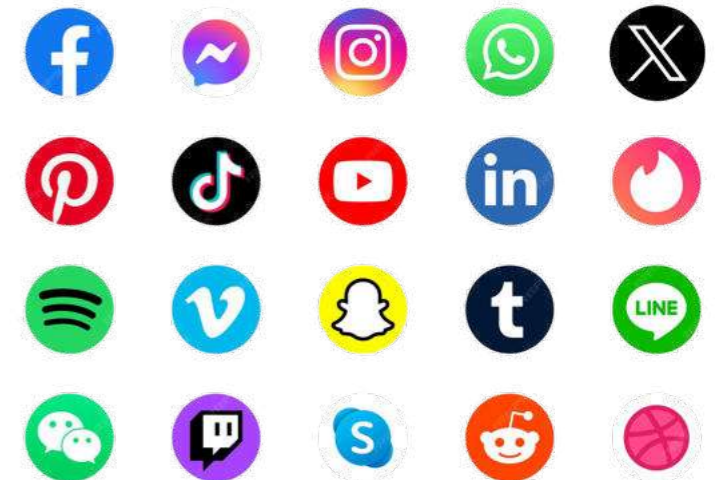
Ville



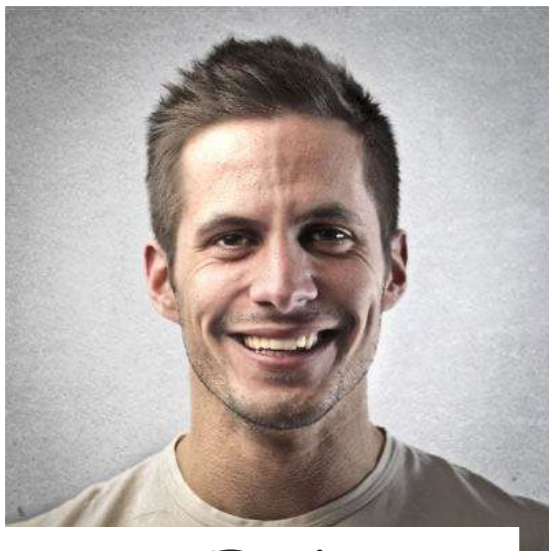
Fréquences



Niveau Technique



John



« QUOTE : happy
to be an

entrepreneur in

Description: funder of an IOT
company

9 employees

7 millions euros turnover

29 clients with 650 shops

Name

Age

Live With

Education

Resumé

Company 2012...2020

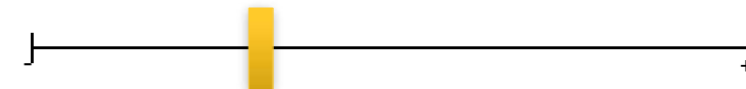
Products

PAIN POINTS

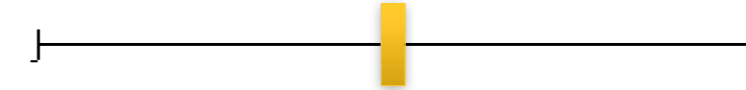
...

...

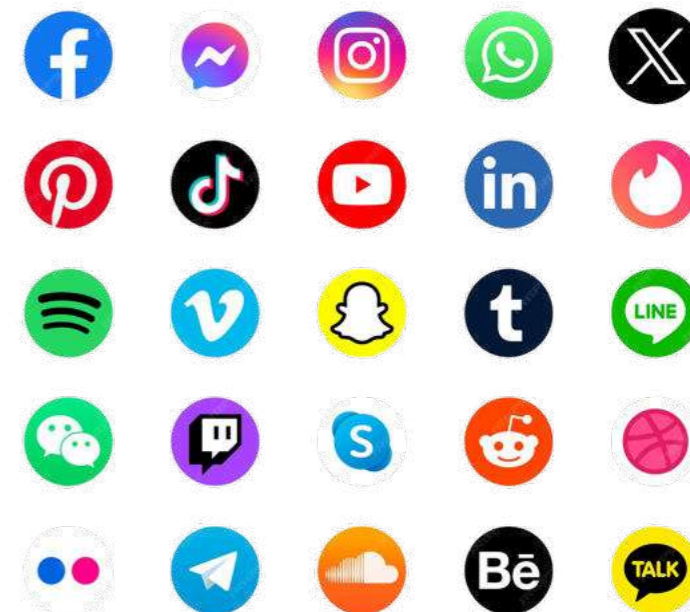
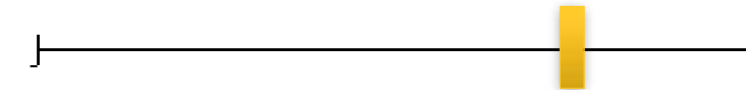
Revenues



Type of city



Frequency





Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education

CV

Passionné par

Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points

-

+

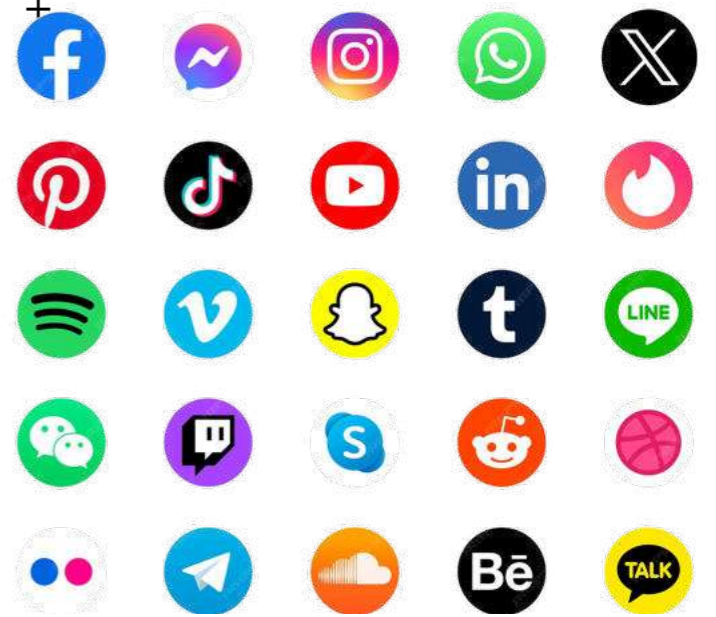
-

+

-

+

-



BABETTE



« *tout le monde se moque de ma télé et de mon téléphone. C'est vrai les clapets et péritel sont d'un autre monde. Il faudrait que je change tout.* »

Utilise intensivement des appareils trop vieux, elle se sent jeune mais disqualifiée par ses outils

69 ans, retraitée de la fonction publique, mariée à Pierre, 2 enfants, 3 petit fils (dont 1 influenceur)

Vit à la campagne entretien son potager, son jardin et sa maison

Garde souvent ses petits enfants

MARQUE : TF1, Jardiland, Nagui

Problèmes, attentes, frictions :

son électroménager n'a pas été changé depuis 25 ans et sa TV est encore cathodique

son téléphone à clapet ne lui permet pas de dialoguer avec ses petits enfants et de suivre leur vie sur les réseaux

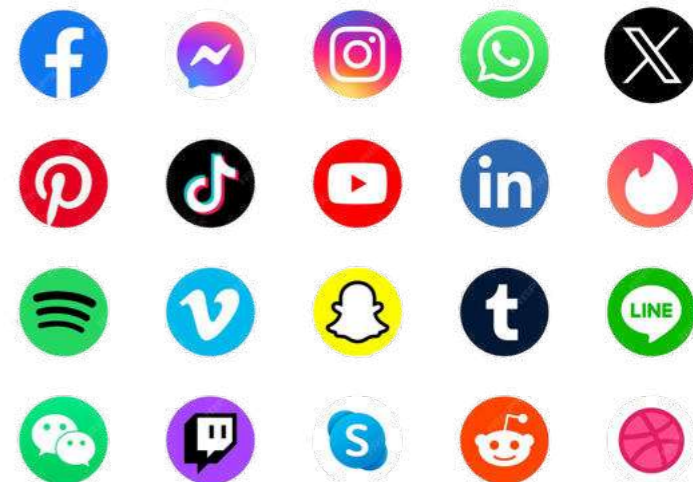
Revenus

Ville

Fréquences

Usage mobile

Know How





Adele

Bio

Adele is one of the world's best-selling artists, and single-handedly responsible for an increase in Ben & Jerry's Ice Cream sales when her new albums drop

Quote

“What's your new album about?”

“Divorce, babe, divorce”

Frustrations (pain points)

Can't seem to find the right "one" and as a result, has to continue writing albums until all her feelings are known

Motivations (goals)

Being in love, helping others get over their heartbreaks

Demographic info

Age

33

Location

UK

Family Status

Divorced

Education level

BRIT School of Performing Arts Grad

Income level

Very Wealthy

Brands and influencers

Ben & Jerry's (to eat while you cry)

Beyoncé (her favorite artist)

Kleenex Tissues (to wipe away your tears)

Factors influencing buying decisions

Will this help me get over my heartbreak and can I help others do the same?

Communication

Channels

Everywhere Online (Social Media)

Content types and formats

Concerts, Live Videos, Albums

Content themes and topics

Divorce, Heartbreak, Crying

ICP / ABM



PERSONA



FATOU

37 ans, 2 enfants, citadine
Particulier, Joinville-le-Pont

“

*J'opte pour des mensualités
plutôt que d'investir dans une voiture.*

”

PAINS

- frais d'entretien
- panne : que faire ?
- je ne connais pas très bien les modèles de voiture
- je n'arrive pas à évaluer les km
- revente de véhicule long et coûteux
- je n'ai pas envie de perdre du temps à choisir une voiture

GAINS

- fiabilité et sécurité
- j'ai besoin d'être accompagnée pour l'achat d'une voiture
- j'estime une mensualité max adaptée à mes besoins

Besoins pour experience ++

- explication des différences entre les véhicules
- explication du choix de financement
- simulateur km annuel et simulateur accord de principe

Expertise auto



Expertise digitale



Lost GEN

Greatest GI GEN

Silent GEN = 1925-1945 +/- 10ans

BabyBoomer = 1940 - 1965 +/- 8 ans

GenX = 1955 1985 +/- 7 ans

GenY Millennials = 1979 1999 +/- 5 ans


GenZ DigitalNatives = GEN C 1994 2007 +/- 4 ans

alphaGen = 2008 - 2020 ?

SingularityGeneration = 2018 - 2030 ?

MARS Gen = 2030-2080 ?

John Doe



Sérieux **Ordonné** **déterminé**

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Personality

Age: 28
 Work: première expérience en centre d'appel
 Family: en couple libre
 Location: Geneva
 Character: Free

Motivation

Incentive
 Fear
 Growth
 Power
 Social

Brands & Influencers

Preferred Channels

Traditional Ads
 Online & Social Media
 Referral
 Guerrilla Efforts & PR

Jean-Luc



« J'ai un beau métier, mais mes priorités sont ailleurs. Mon employeur n'est pas mon seul centre d'intérêt »

Jean Luc 36 ans est pilote depuis 3 ans dans une compagnie européenne

Nom	Jean-Luc
Age	36
Vie à	Paris
Avec	Jeanne Sans enfant
Education	Supérieure (ingénieur école promo 91)
CV	pilote entreprise 1 Pilote entreprise 2
Passionné d'aviation et de modèle réduits	
Passionné de races de chiens et de voyages en Asie	

Revenus

Ville

Fréquences

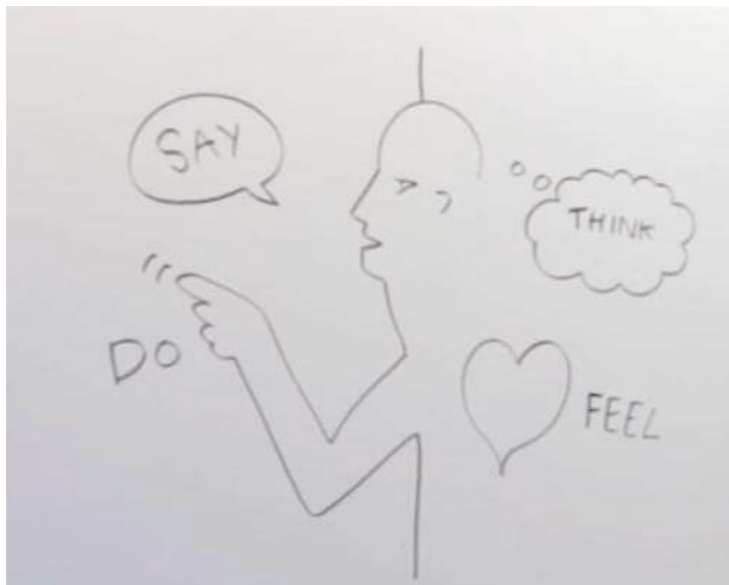
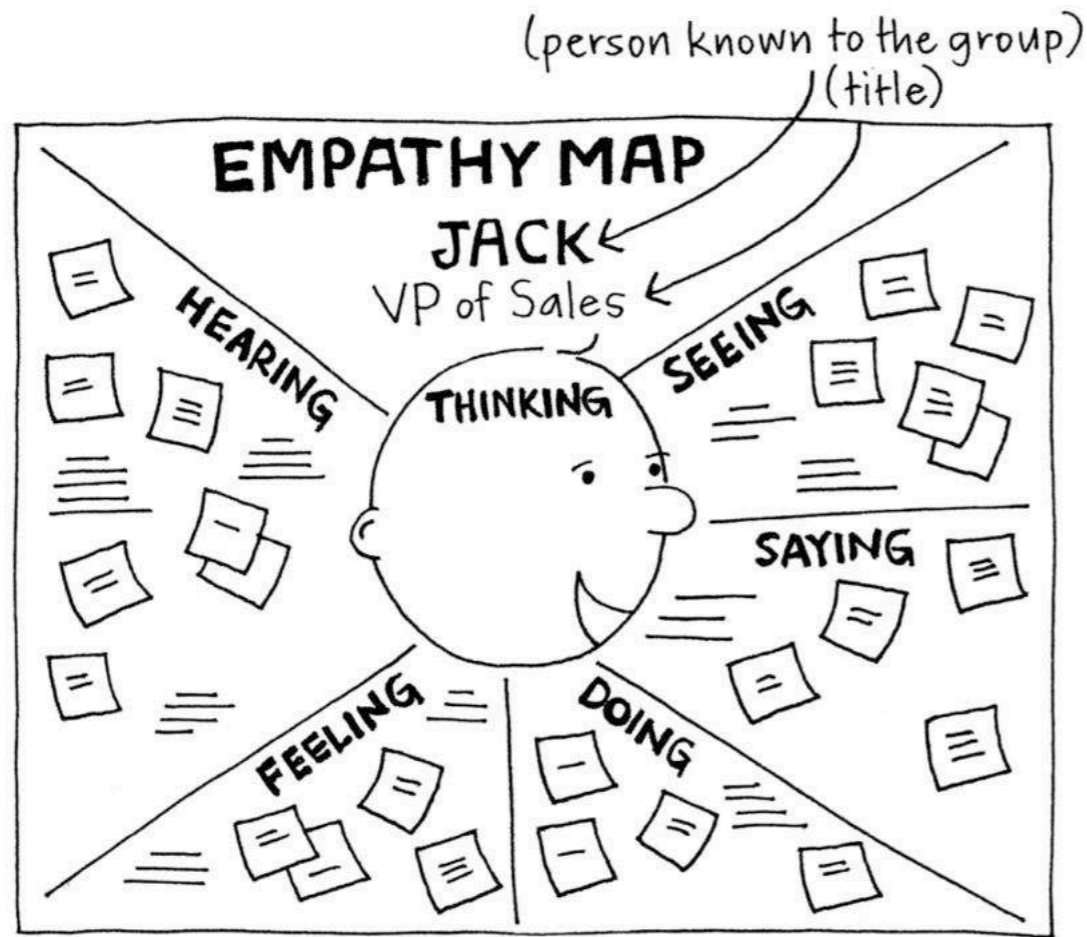
Niveau Technique

Usage mobile

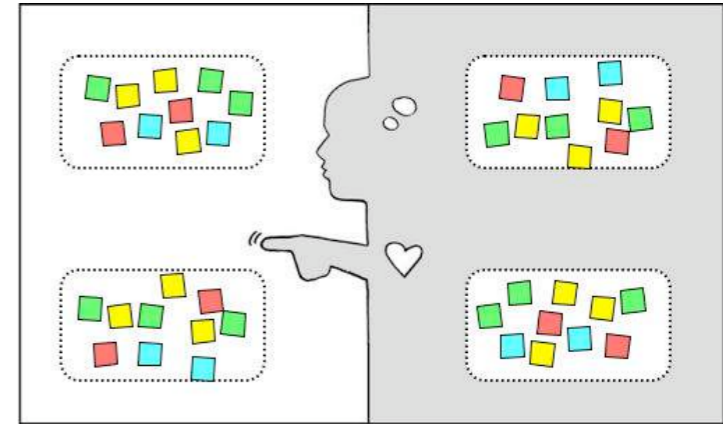
Know How



**CARTE
EMPATHIE**



METHOD EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

- SAY:** What are some quotes and defining words your user said?
- DO:** What actions and behaviors did you notice?
- THINK:** What might your user be thinking? What does this tell you about his or her beliefs?
- FEEL:** What emotions might your subject be feeling?

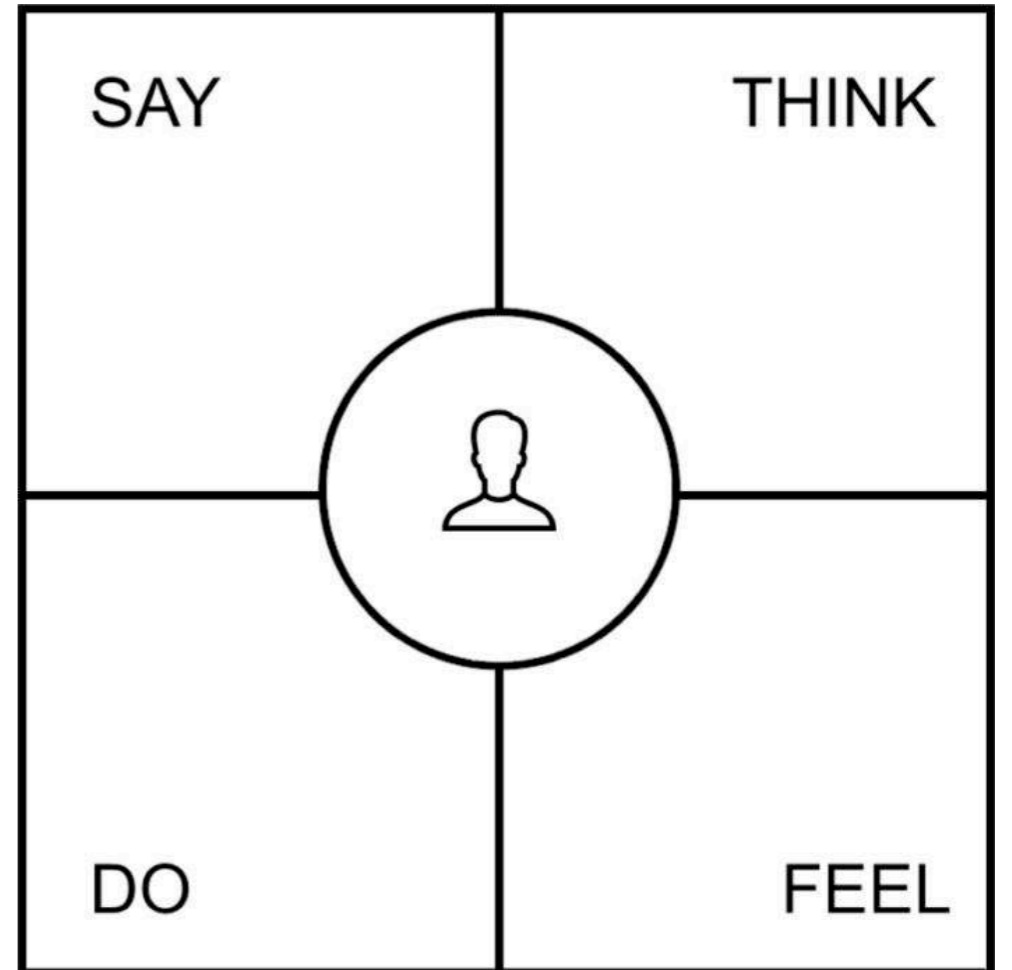
Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not *nouns* (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits - such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map. One way to identify the seeds of insights is to capture "tensions" and "contradictions" as you work.

EMPATHY

MAP



Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle containing a profile of a person's head facing right. The head is divided into several sections by lines. The top of the head is divided into three sections: '1 WHO are we empathizing with?', 'GOAL', and '2 What do they need to DO?'. The middle of the head is divided into '7 What do they THINK and FEEL?' which is further split into 'PAINS' and 'GAINS'. The bottom of the head is divided into '5 What do they DO?'. The left side of the head is divided into '6 What do they HEAR?'. The right side of the head is divided into '3 What do they SEE?' and '4 What do they SAY?'. A horizontal line runs across the middle of the head, separating the top and bottom sections. A vertical line runs down the center of the head, separating the left and right sections. A horizontal line runs across the bottom of the head, separating the top and bottom sections. A vertical line runs down the center of the head, separating the left and right sections. A horizontal line runs across the bottom of the head, separating the top and bottom sections. A vertical line runs down the center of the head, separating the left and right sections.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff

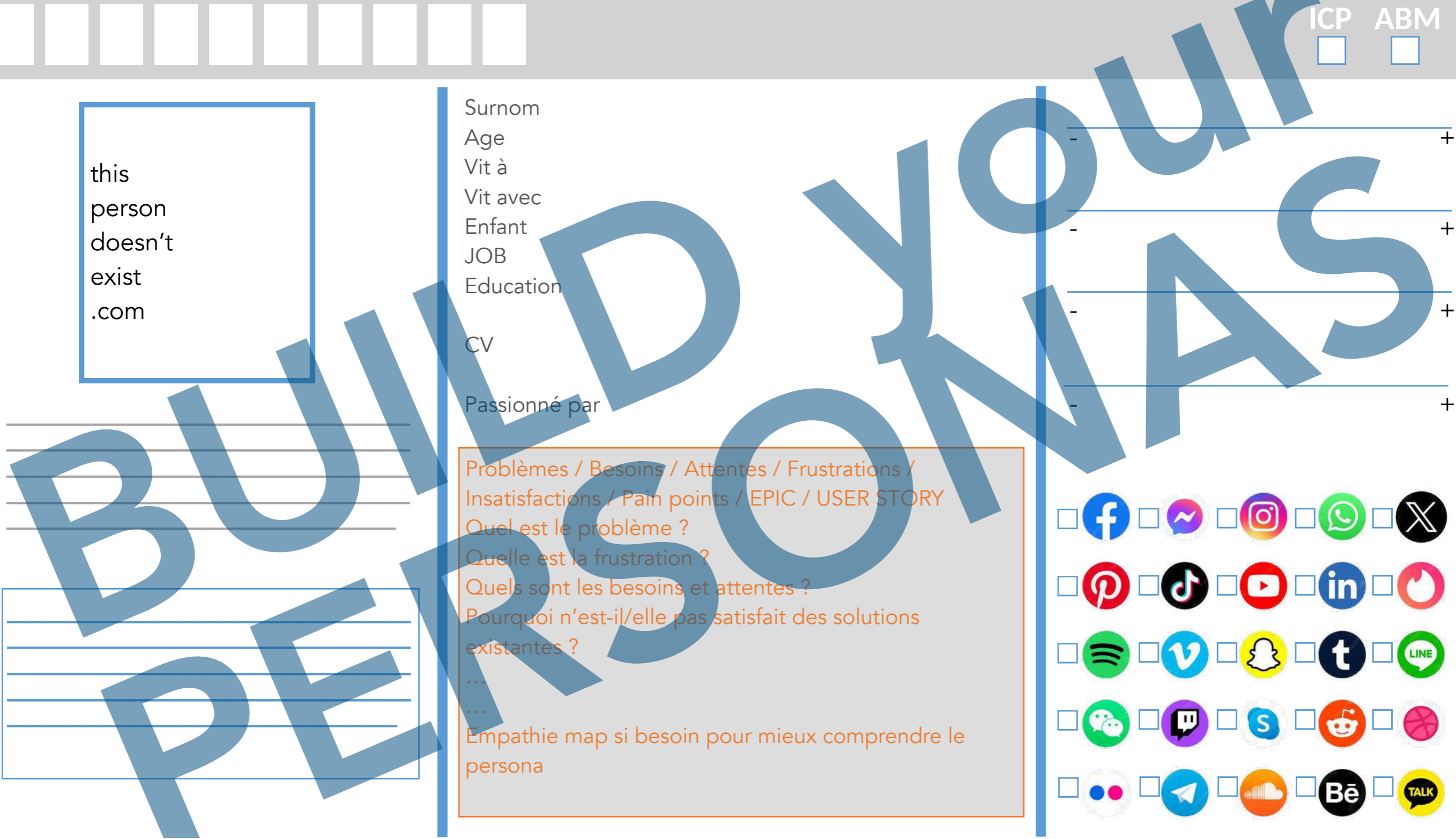
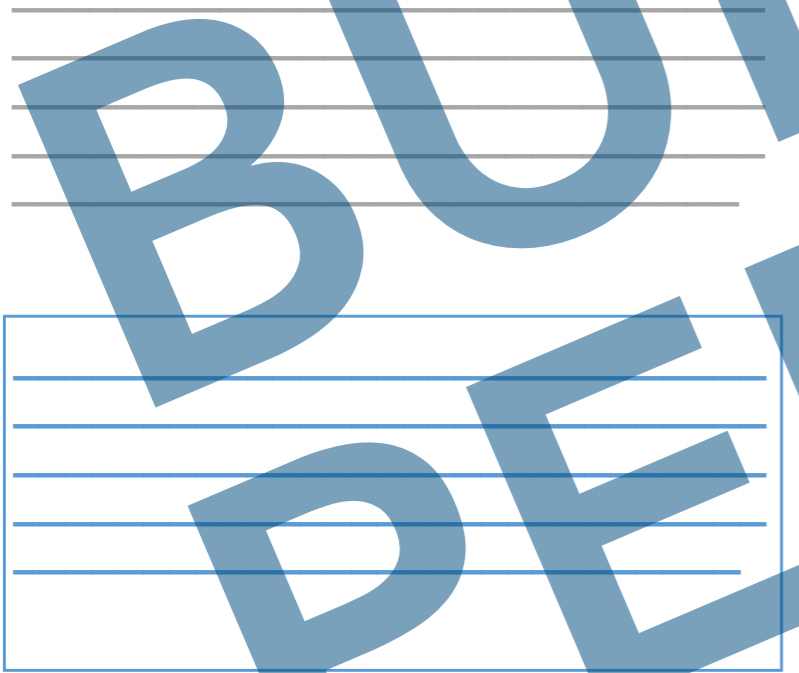
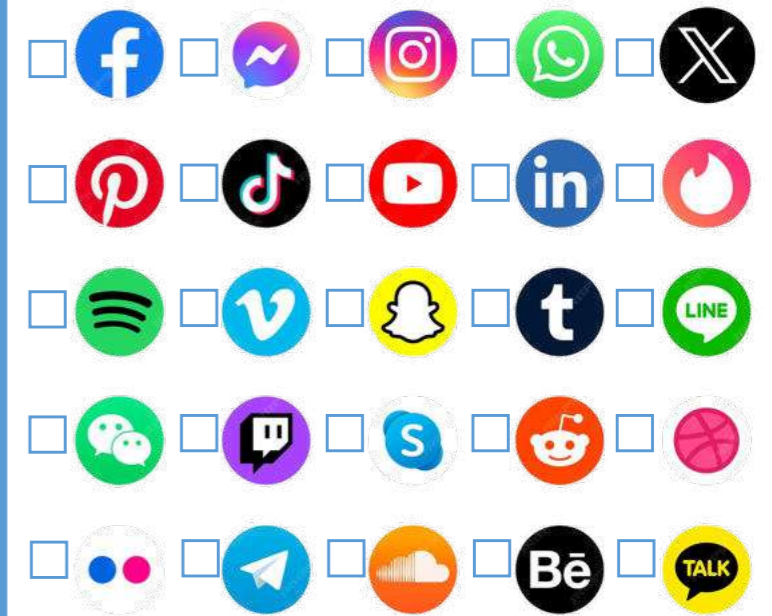
**Act
Think
Impact**



this person doesn't exist .com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education
CV
Passionné par

Problèmes / Besoins / Attentes / Frustrations / Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
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...
...
Empathie map si besoin pour mieux comprendre le persona



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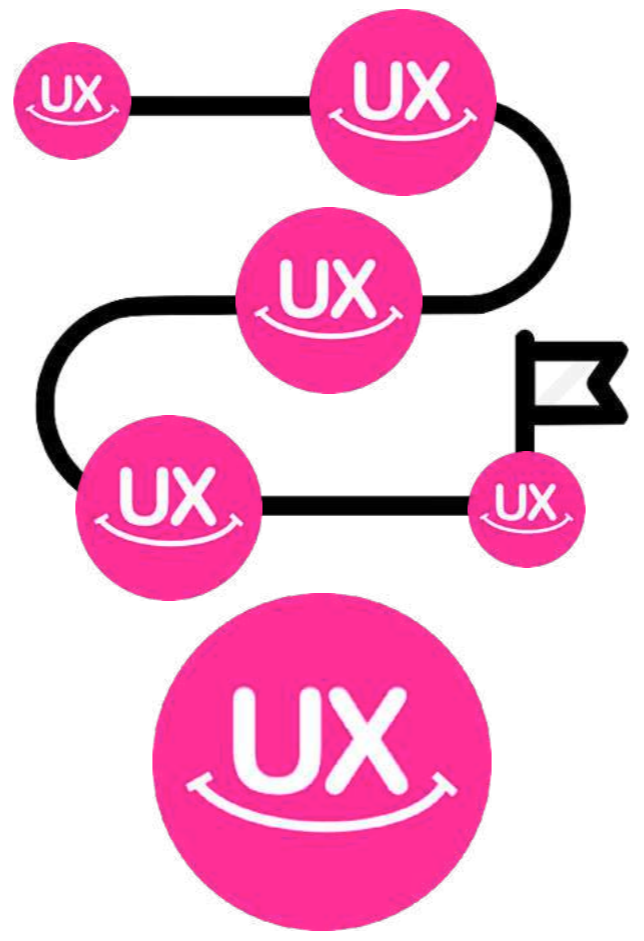
**MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIROFF
2024**

**SEASON 01
EPISODE 04**

1



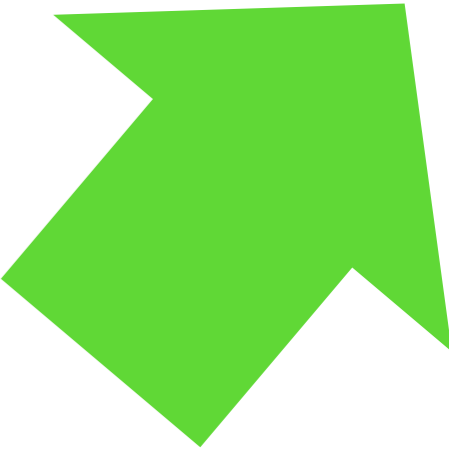
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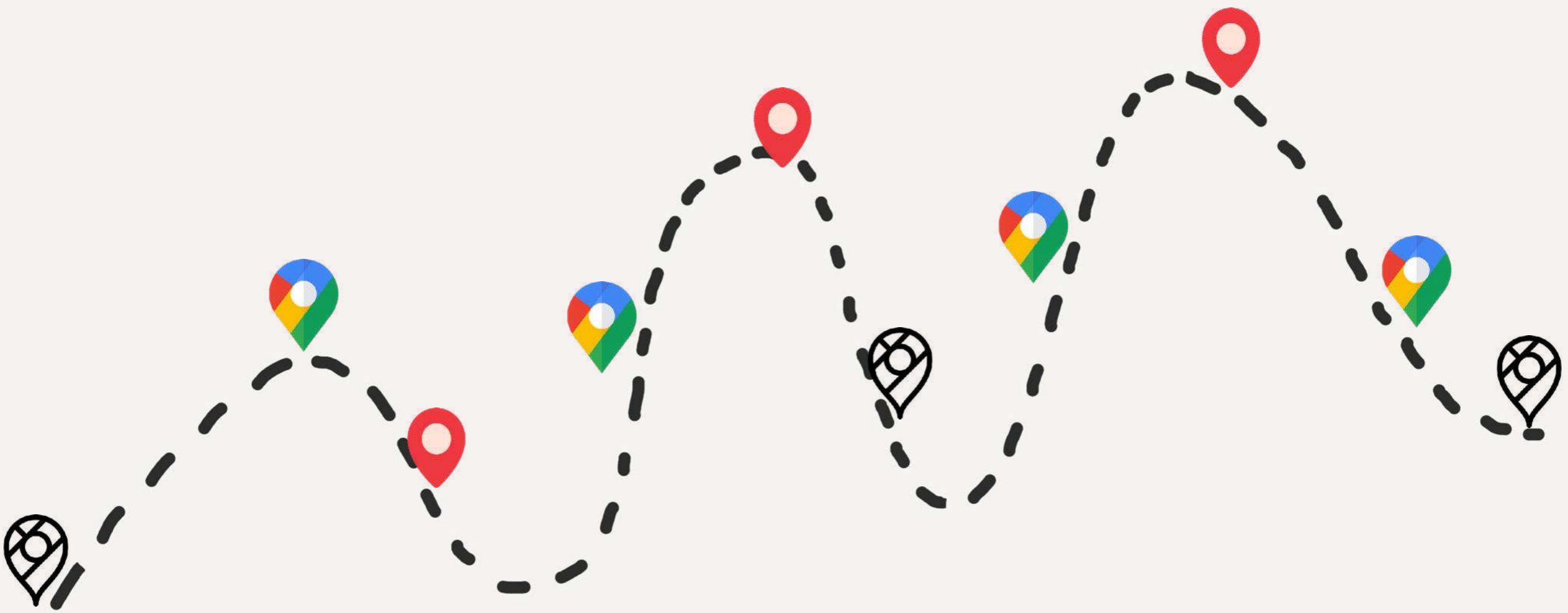
3

0110
1001
1010

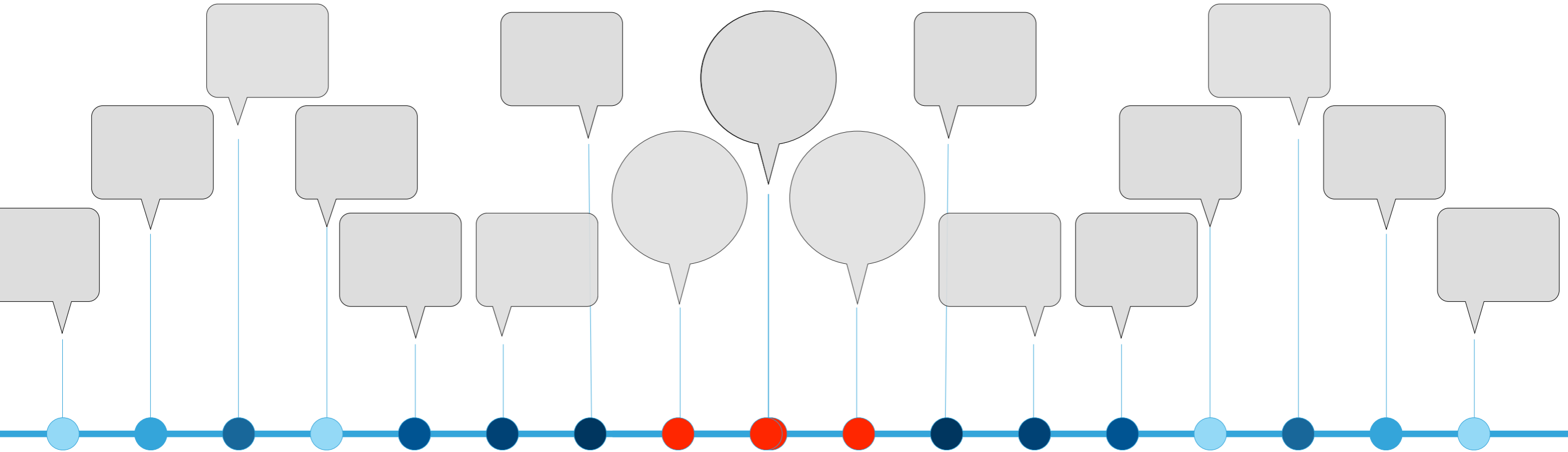
visible



invisible

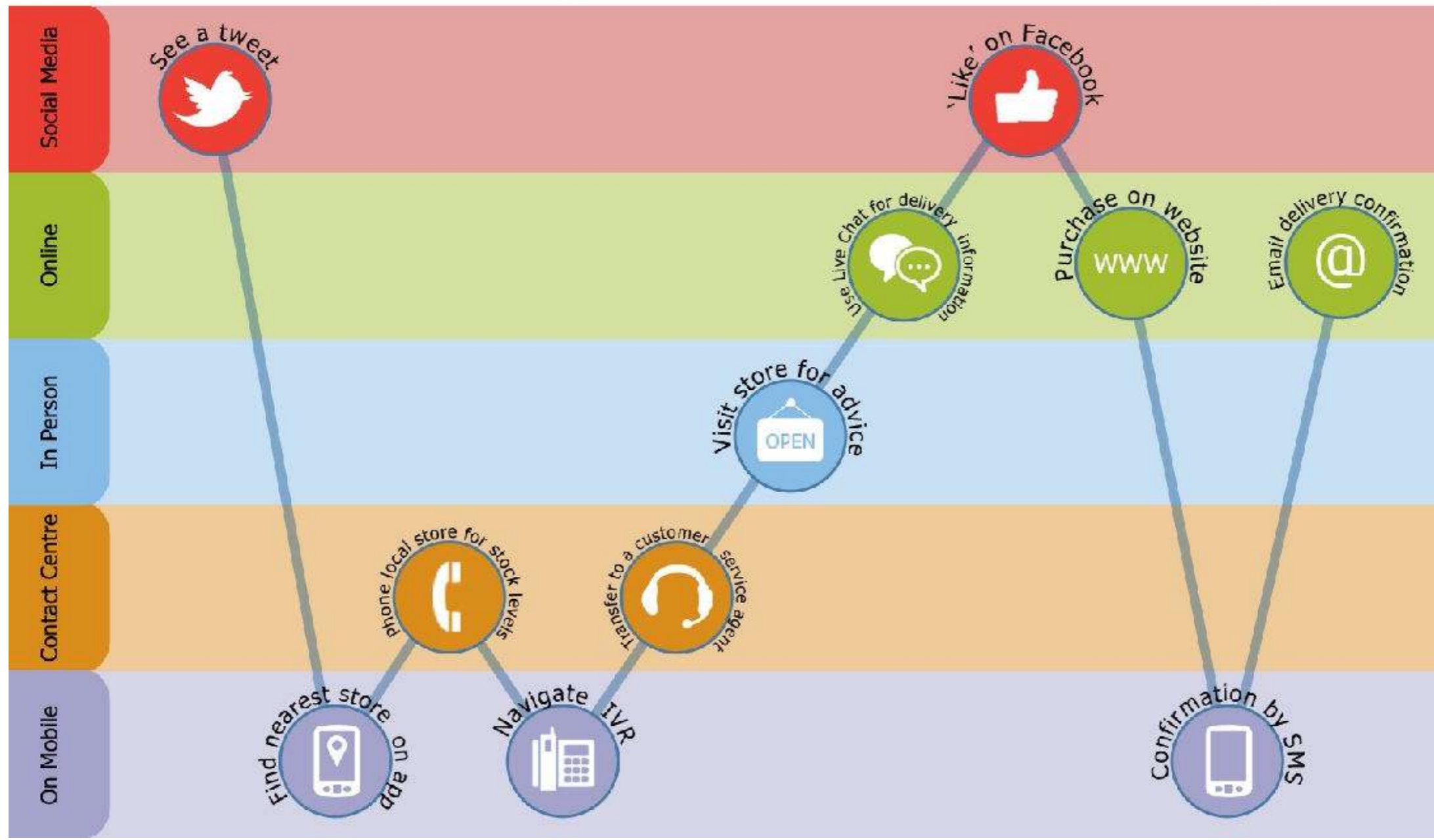


Customer Journey



...

Understanding the Customer Journey



Social



Web



In Person



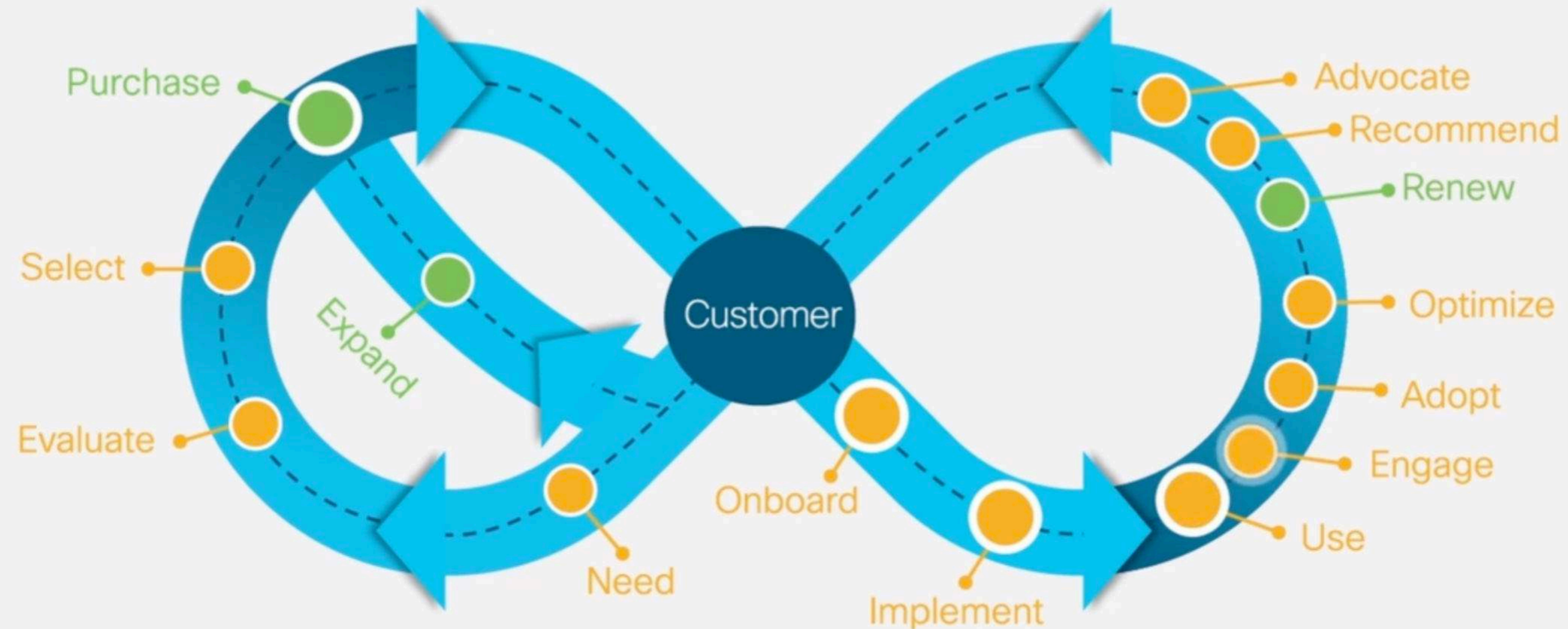
Contact center



Mobile



Customer Lifecycle



+2.98
+37.90

Dividend 3634216329089
Trading Hours 09:30 - 17:00
Currency USD
Composite Vol N.A.
Members | HDNB > 75 1.41 1.34 - 0

Ex-Dividend 0.15
T12 Div Yld 0.98

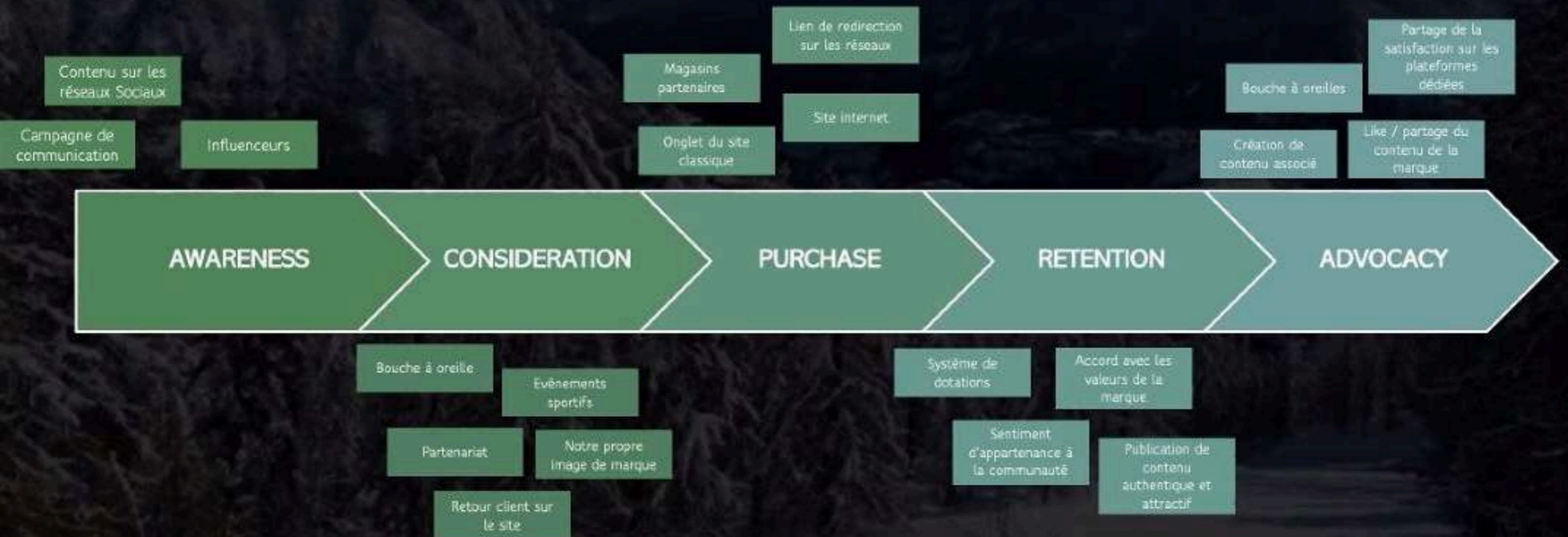
Bloomberg Technology

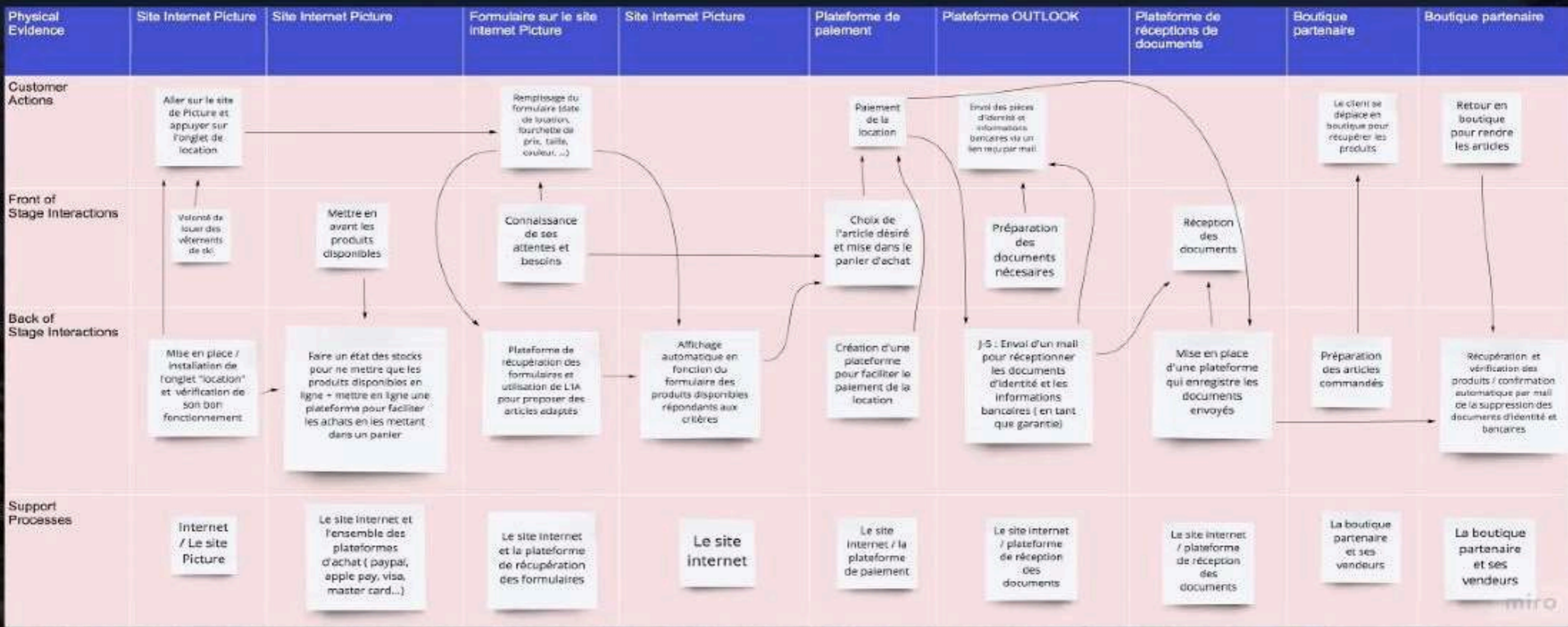
Technology and the Cha

Qtr 3:19	1,413.36
Qtr 4:19	1,611.17

SD TEC
FINTECH

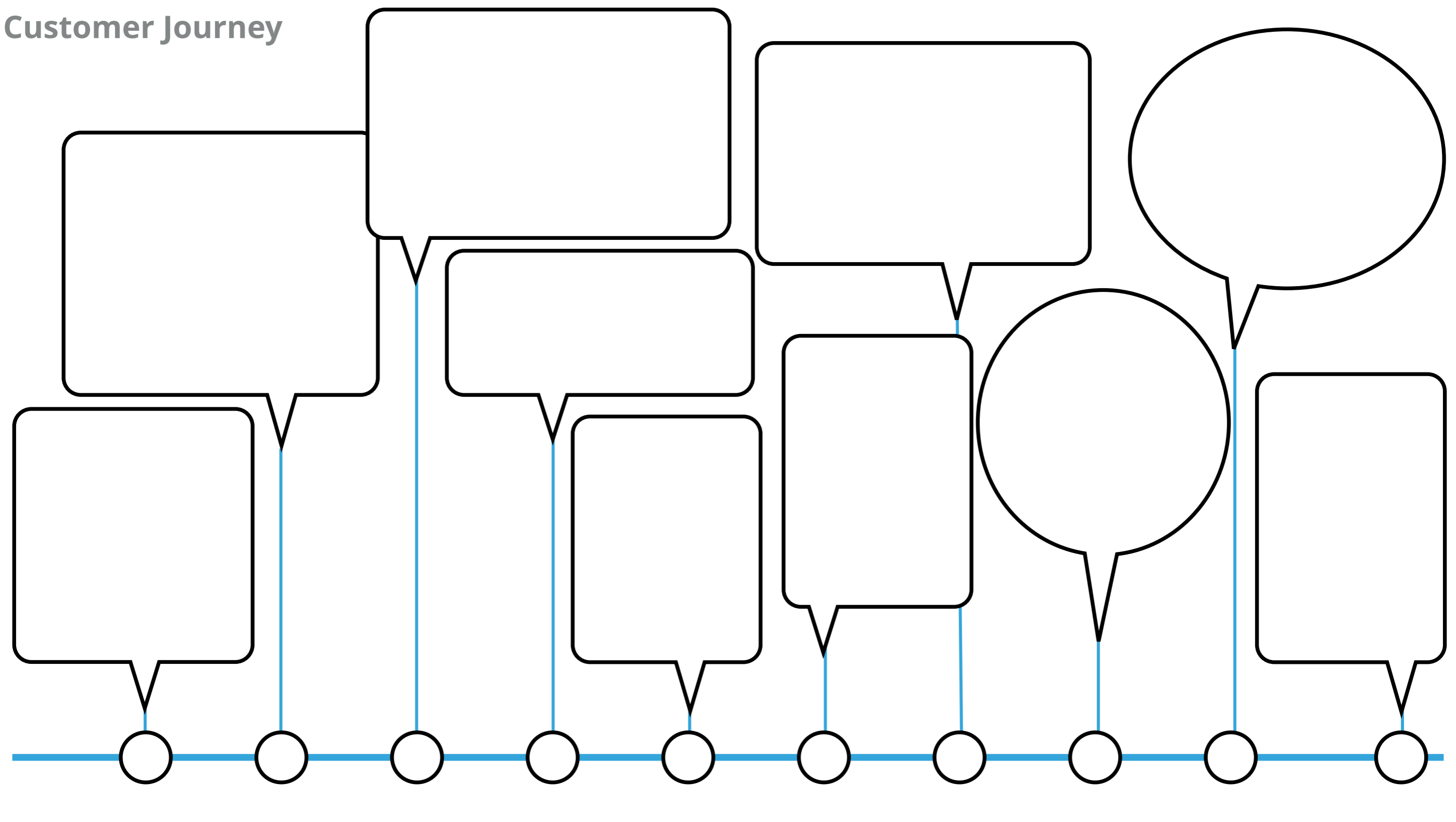
CUSTOMER JOURNEY





PROCESS - LOCATION

Customer Journey



workshop

hubertkratioff

06 80 43 29 05

hubert@kratioff.com
linkedin.com/in/kratioff
@kratioff

**Act
Think
Impact**



Persona Journey



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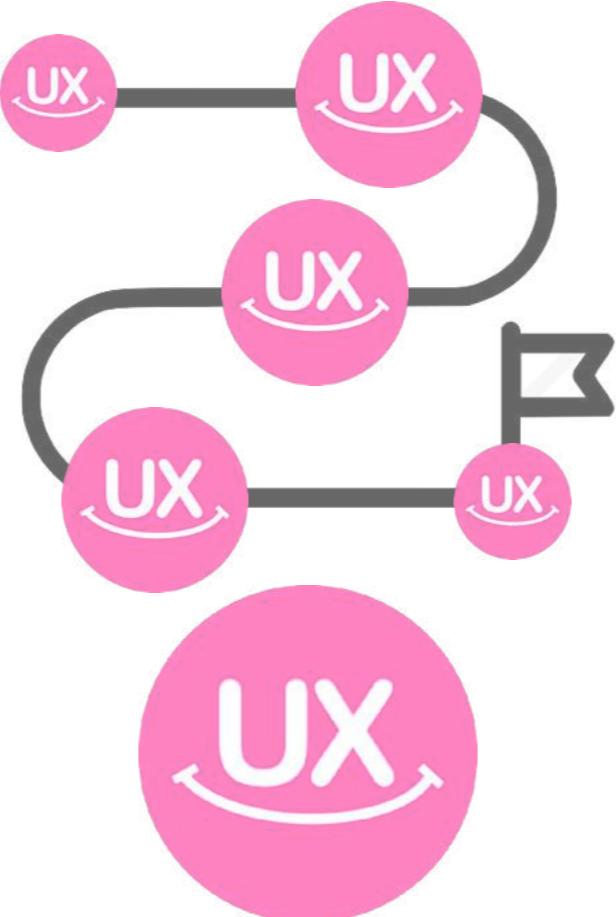
**MANAGEMENT STRATEGY DIGITAL
MSD BY HUBERT KRATIOFF
2024**

**SEASON 01
EPISODE 05**

1



2



3

0110
1001
1010



Net Promoter Score (NPS) = % Promoters - % Detractors

NPS : NET PROMOTER SCORE



How satisfied were you with your experience today?

Worst 1 2 3 4 5 6 7 Best

How satisfied are you with our services?



Very Unsatisfied



Unsatisfied



Neutral



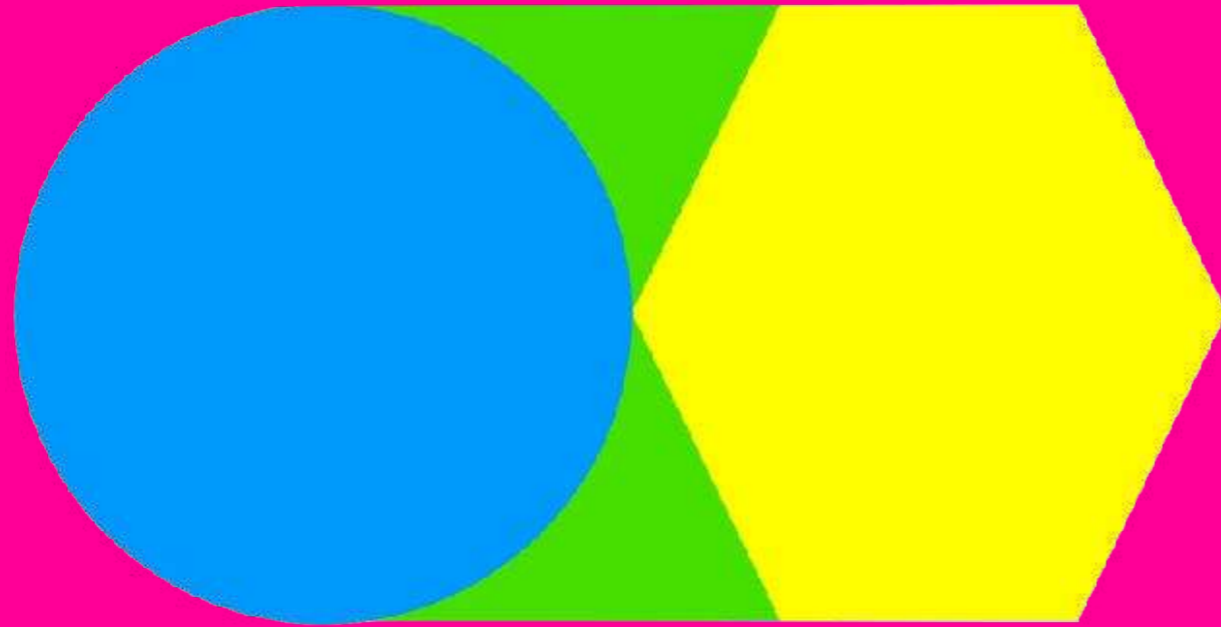
Satisfied



Very Satisfied

CSAT CUSTOMER SATISFACTION SCORE

CES : Plaisir / Effort



Remplace Qualité / Prix



Overall, how easy was it to solve your problem
with {your business} today?

Very
Difficult

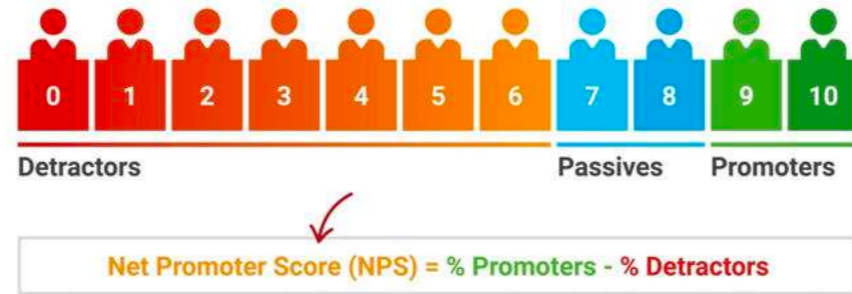
Difficult

Neither

Easy

Very
Easy

CES (CUSTOMER EFFORT SCORE)



NPS : NET PROMOTER SCORE

CES : CUSTOMER EFFORT SCORE

CSAT : CUSTOMER SATISFACTION

UV : UNIQUE VISITOR

CR : CONVERSION RATE

workshop

hubertkratiroff

06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff

**Act
Think
Impact**





🔒 Live quiz

0 👤

Join at
slido.com
#gem

Join the quiz!

NIPS

Qr-Code