

Peeling the onion – **The customer has arrived**











M·AGRIPPA·L·F·COSTERTIVM·FECIT

S olution

I ntuitive (hindsight)

M ighty

P racticable

L ight

E legant

How to peel the onion?

1. Simplify your strategy
 2. **Think anticipatory design**
 3. Act scientifically
 4. Run a network organization
 5. Declutter
- 
- A background image of two halves of a red onion, cut lengthwise, showing the characteristic concentric rings of the onion's layers. The onion is a vibrant red color, and the rings are a lighter, translucent pinkish-white. The halves are positioned diagonally, with one half in the foreground and the other slightly behind it, creating a sense of depth. The background is a plain, light color, making the onion the central focus of the image.

Meet Mike

YOUR CUSTOMER IN 2015

ALWAYS CONNECTED

63%  73% 

adult smartphone owners in the US don't go an hour without checking their phone ¹

75% of Millennials are disconnected for an hour or less per day ²

50%

check their phones before they sleep and after they wake up ³



OPINIONATED & SHARES IT

34%    

have turned to social media to air their feelings about a company.

26%  express dissatisfaction ⁴

23%  share companies or products they like ⁵

46% feel they can be brutally honest online ⁶

51% aim to influence others when they express their preferences online ⁷

TRUST IS CONVENIENCE

69%

said they are more likely to buy from a brand that talks publicly about its CSR results ⁸

>88% 

think companies should try to achieve their business goals while improving society and the environment ⁹



VALUE CONSCIOUS

41% practice "showrooming" ¹⁰

>50% of Millennials use four or more sources to help them make their purchase decision ¹¹



REQUIRES IMMEDIACY

89% having access to real-time product availability would influence their shopping choices ¹²

Walmart's Site to Store service is very popular, with over 50% choosing store pickup ¹³



IGNORES ADS, SEEKS AUTHENTICITY

92%

say they have more confidence in info found online than other sources ¹⁴

75%

don't believe that companies tell the truth in advertisements ¹⁵



If friends don't approve more than a third won't make that purchase ¹⁶



70% consult reviews before making a purchase ¹⁷



amazon.com

are testing drones as a method of parcel delivery



Amazon says that it will be able to ship 86% of its deliveries in under 30 minutes with short range drones ^{18,19}

FOLLOWS RITUALS

When performing our morning rituals

89% rely on the same brands

3/4 gets disappointed when their sequence is disrupted or their brand of choice is not available ²⁰







**CUSTOMER
AT OUR
HEART**

004301F503F01001010110115201004060D00100A3612
700A0189201083B2601011F5020013102002050126101
D10E0103800E82090120101048A0401345C010110110
5A090110302087000003D40020314015282012010901
353470201280201030413010223020A114F013811110
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6564C60T370C51A6T23102751928902090104B810475
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The New York Times Magazine

February 18, 2013



How your shopping habits reveal even the most personal information. By Charles Duhigg

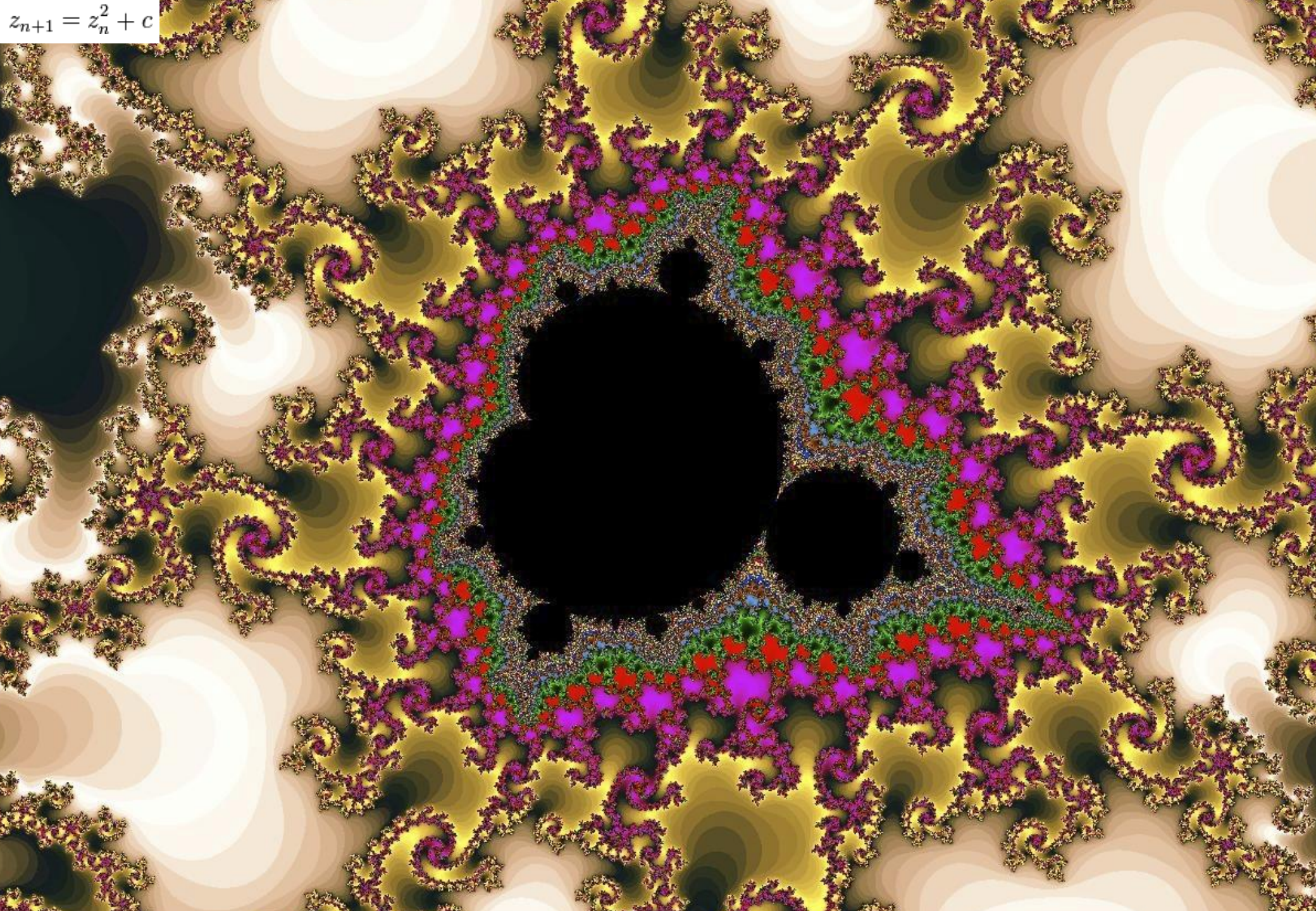


$$z_{n+1} = z_n^2 + c$$

$$c = 1: z_1 = 0, z_2 = 1, z_3 = 2, z_4 = 5, z_5 = 26, \dots$$

$$c = 0.26 \quad \left| \quad \begin{array}{l} c = 0.258: z_{30} = 0.908 \\ c = 0.263: z_{30} = 516,299,375 \end{array} \right.$$

$$z_{n+1} = z_n^2 + c$$



We waited
30 min
NO SERVICE