



Uncovering business opportunities at pace

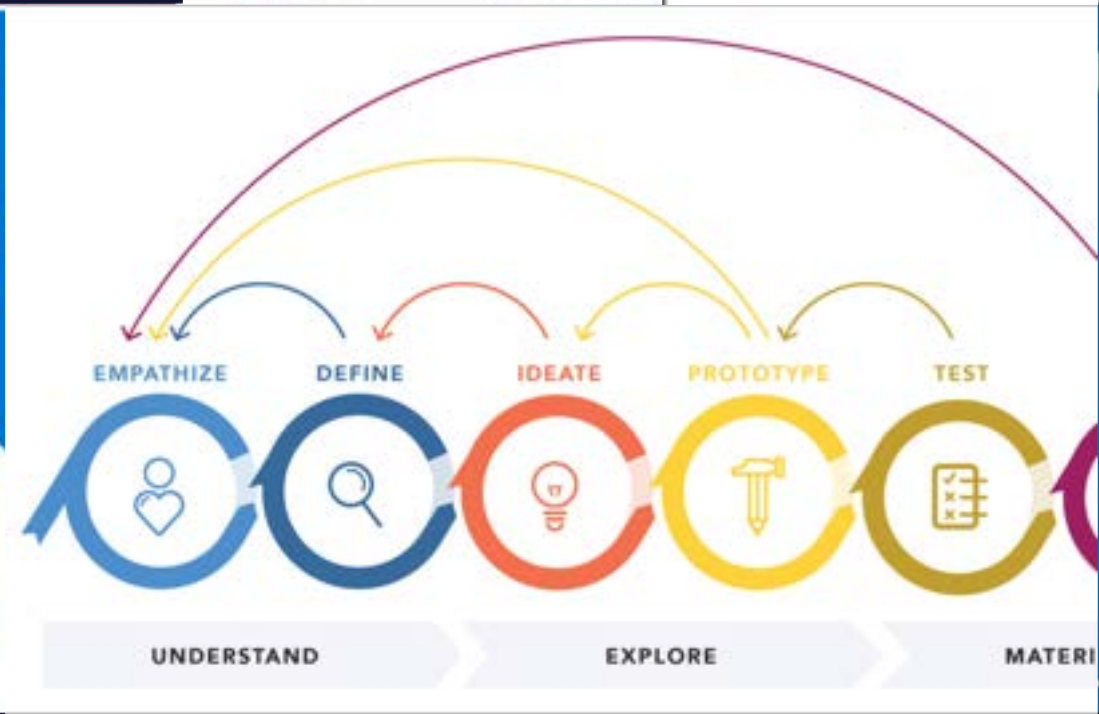
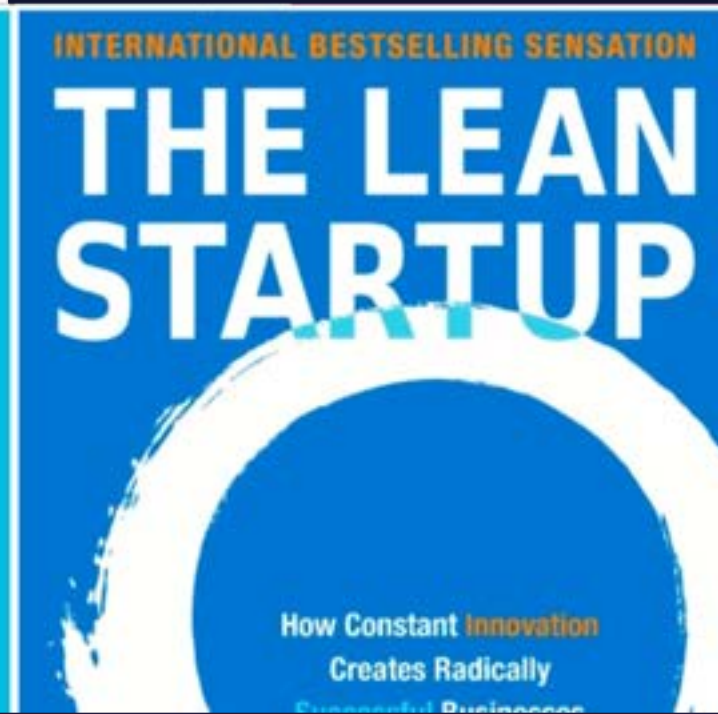
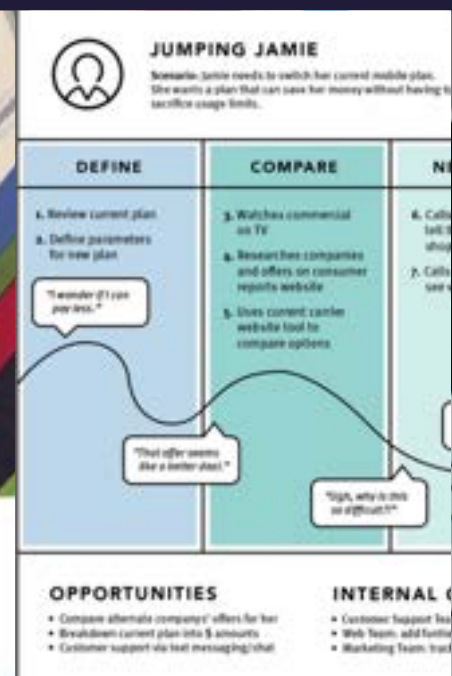
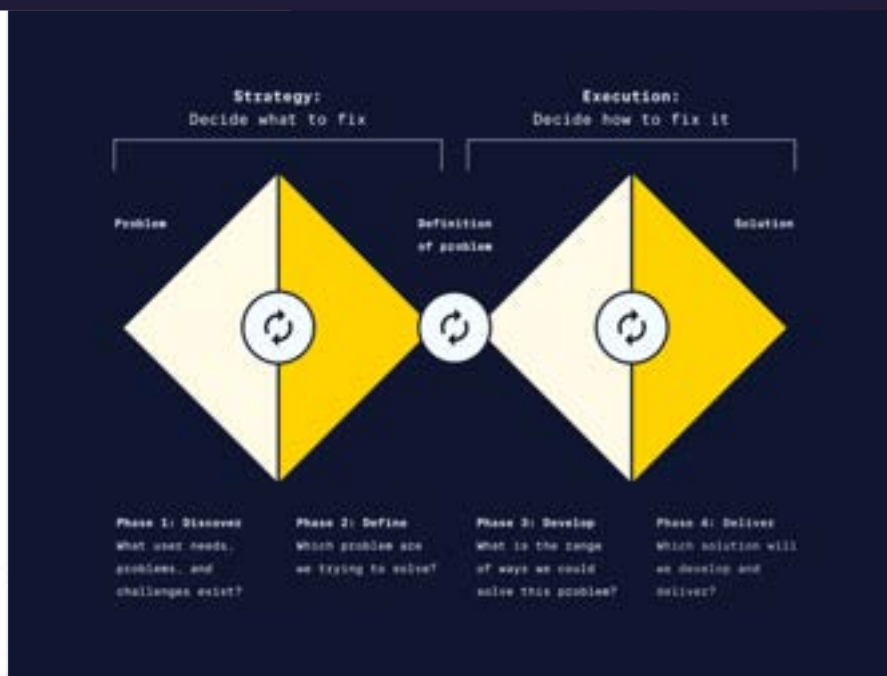
OR HOW WE HAD TO HACK OUR OWN APPROACH
TO RESEARCH & INNOVATION



Karl Randay

—
EXPERIENCE DIRECTOR

383



Nuffield Health
Self Pay Friction Map

The stages of the journey

EVERETT/DAVID J. PHILLIPS

Discussion

THE UNIVERSITY OF CHICAGO

Ordering:

Abstract

Consultation & Diagnosis

Abstract

Treatment

Impact of the 2008 financial crisis on the UK economy

References

Source: <http://www.fishbase.org>

Swinging class customer activity

Authorship

Hoffmann & Hengge

Cell Center

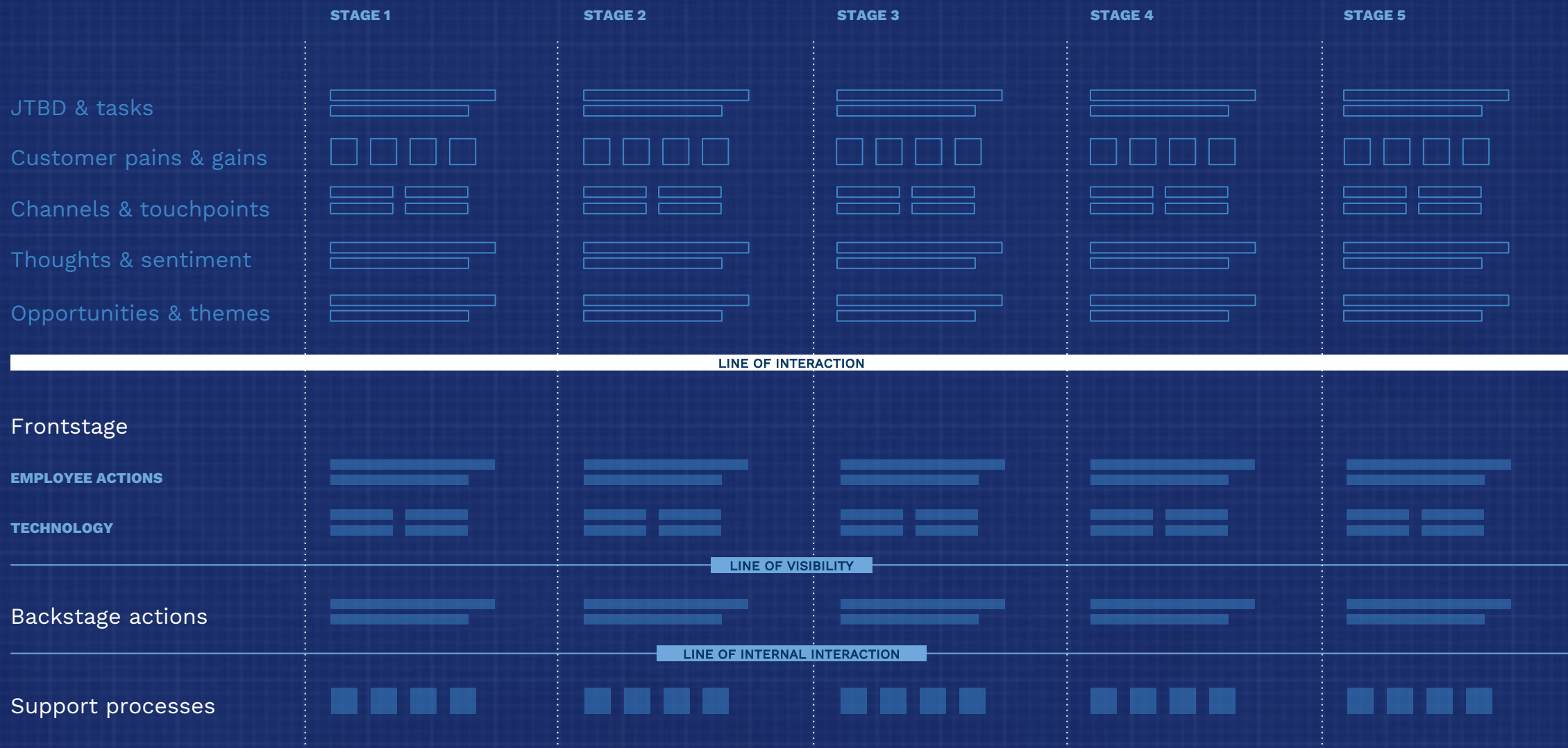
100

Symptoms: Dizziness, Headache, Nausea

Word of mouth



	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
JTBD & tasks	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Customer pains & gains	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
Channels & touchpoints	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Thoughts & sentiment	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>
Opportunities & themes	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>

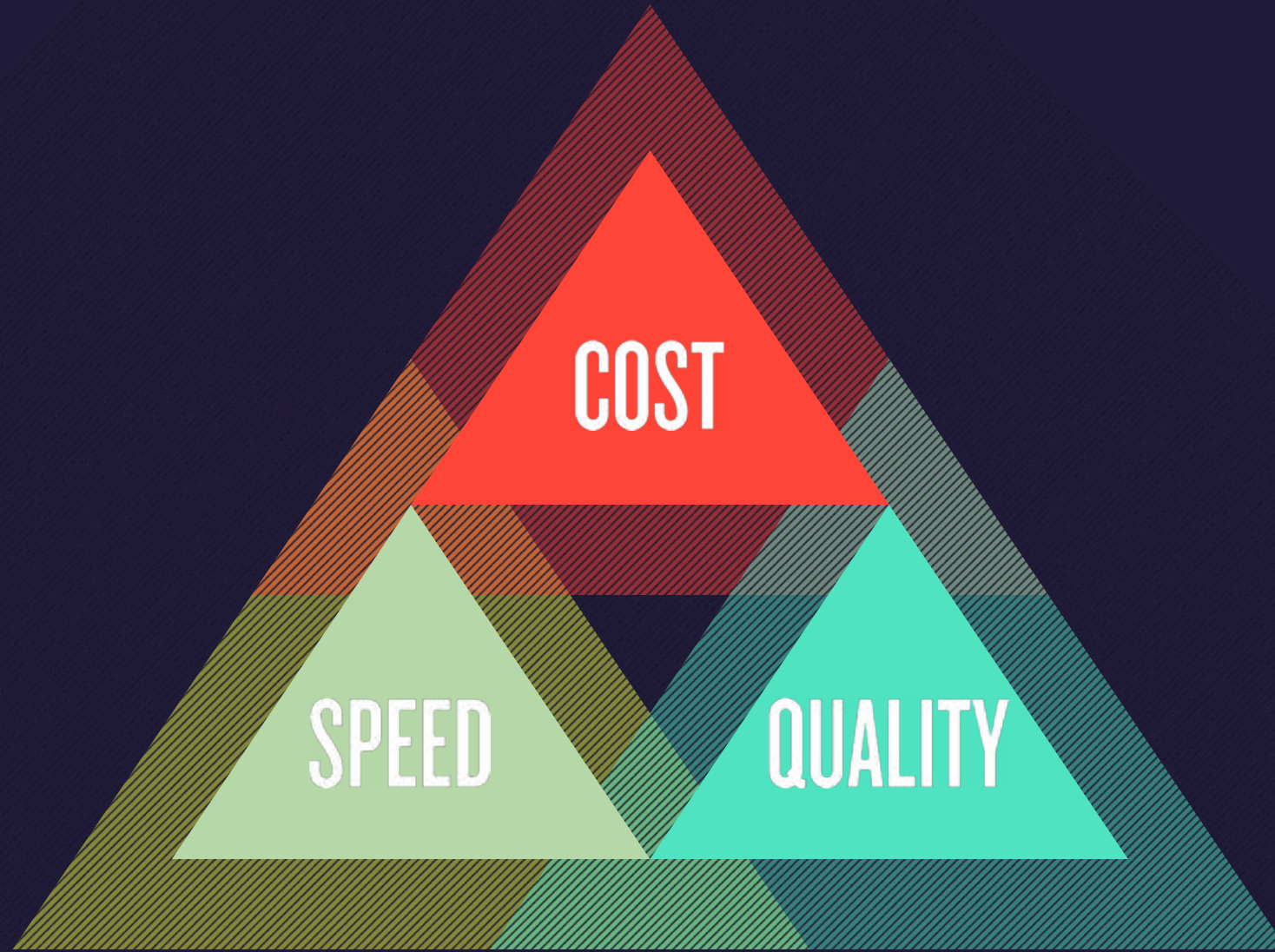




STATISTICAL SIGNIFICANCE



COVID



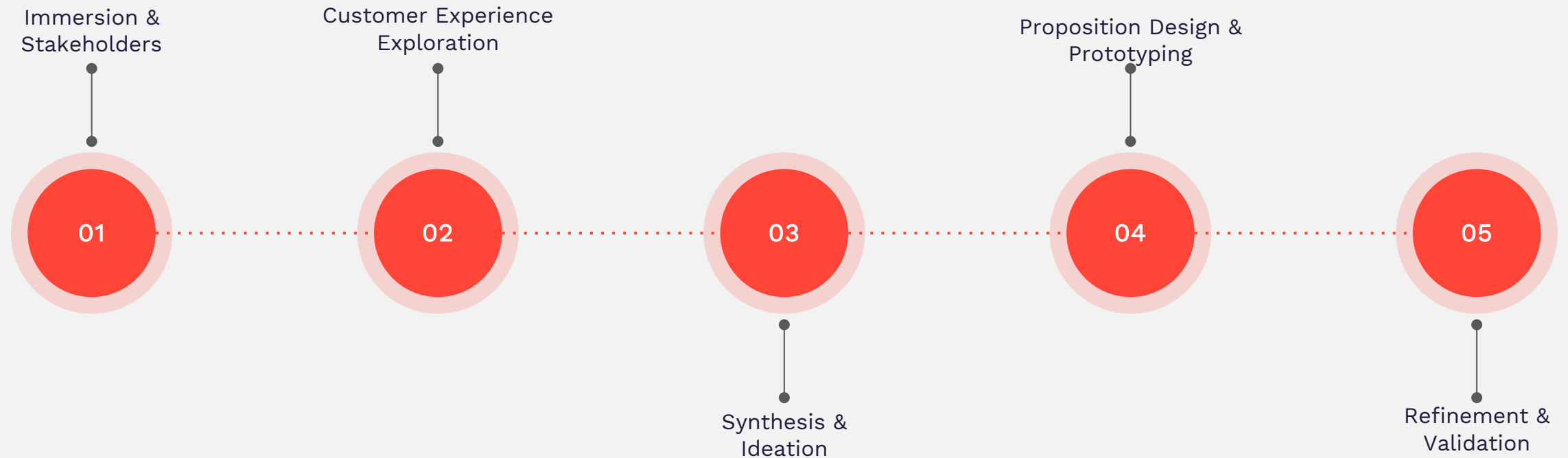


THE SCOPE

THE PROJECT

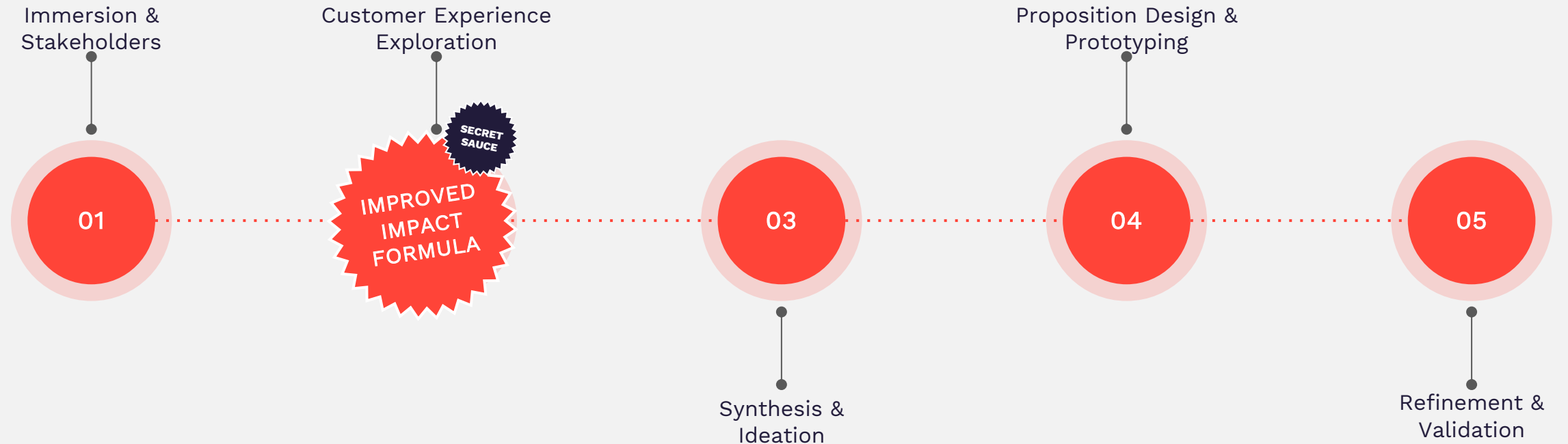
FRICION MAPPING

The process



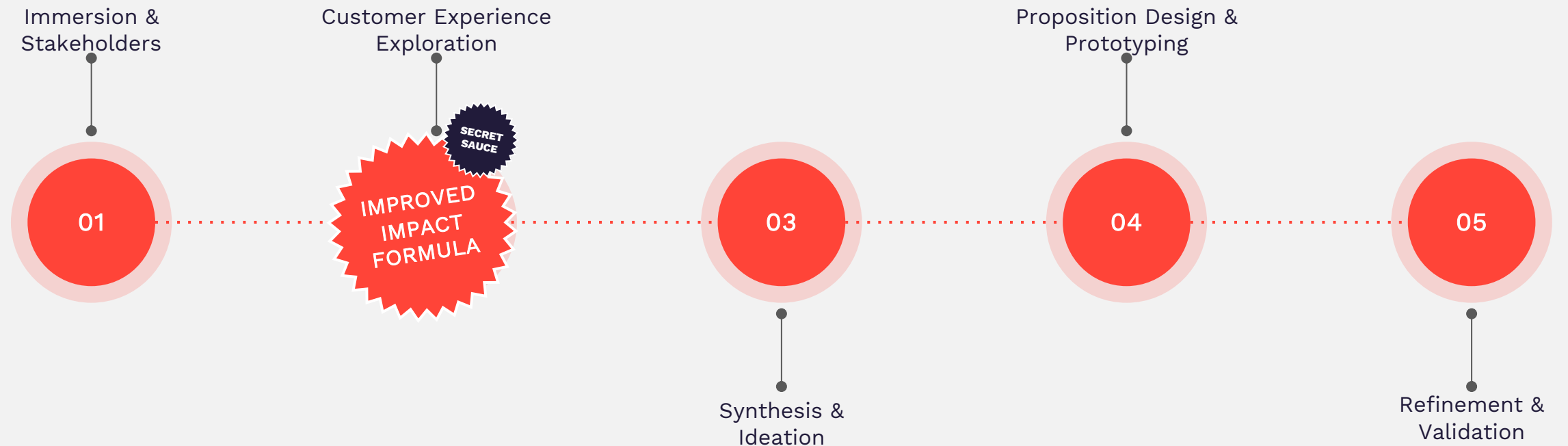
FRICION MAPPING

The process



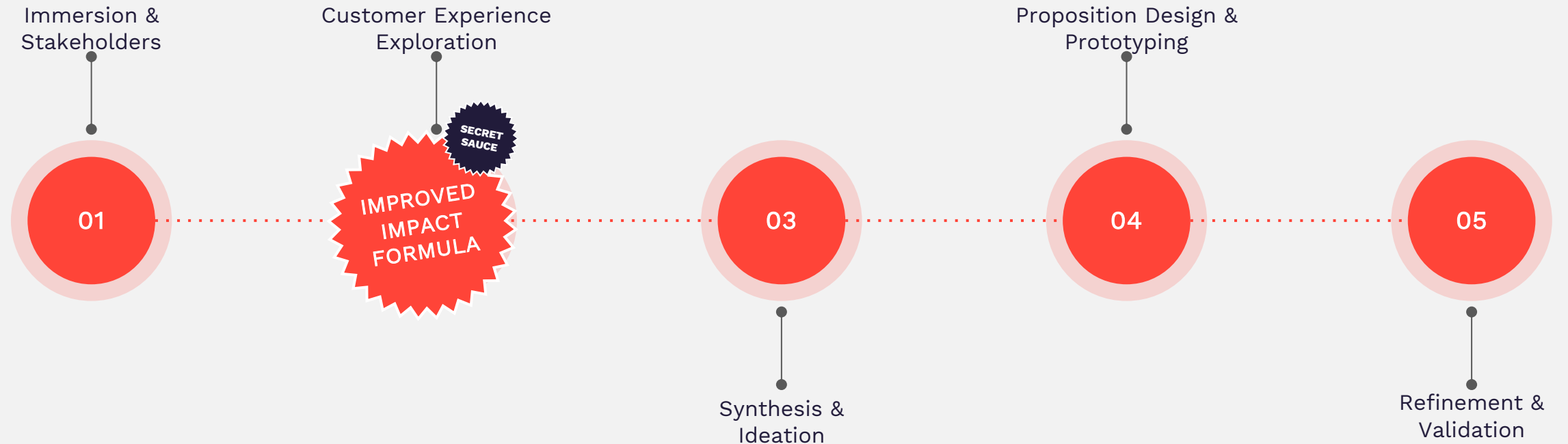
FRICION MAPPING

The process



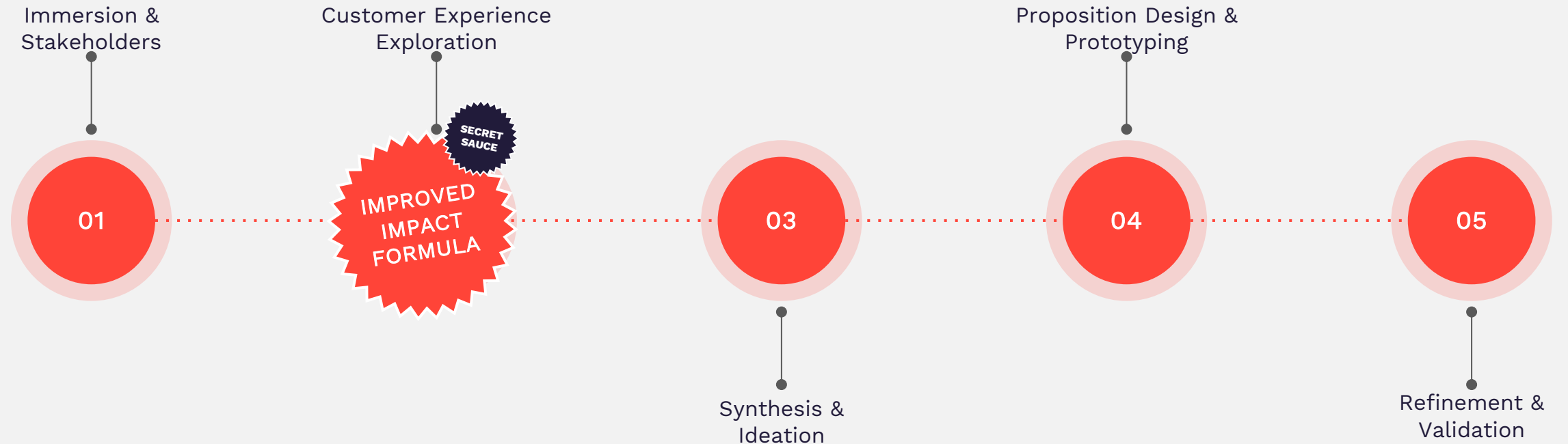
FRICION MAPPING

The process



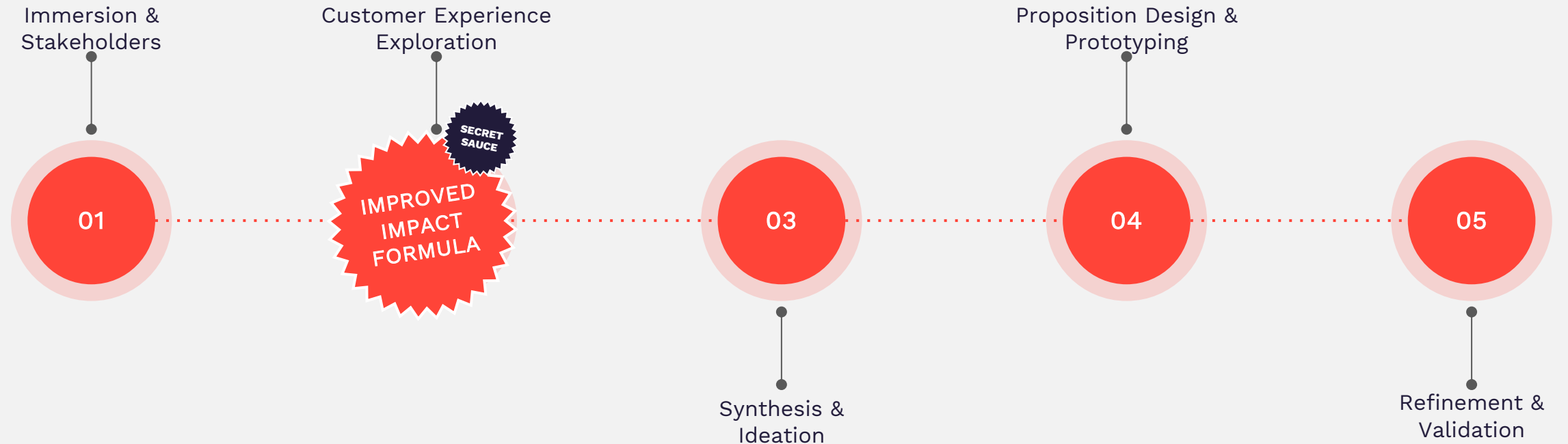
FRICION MAPPING

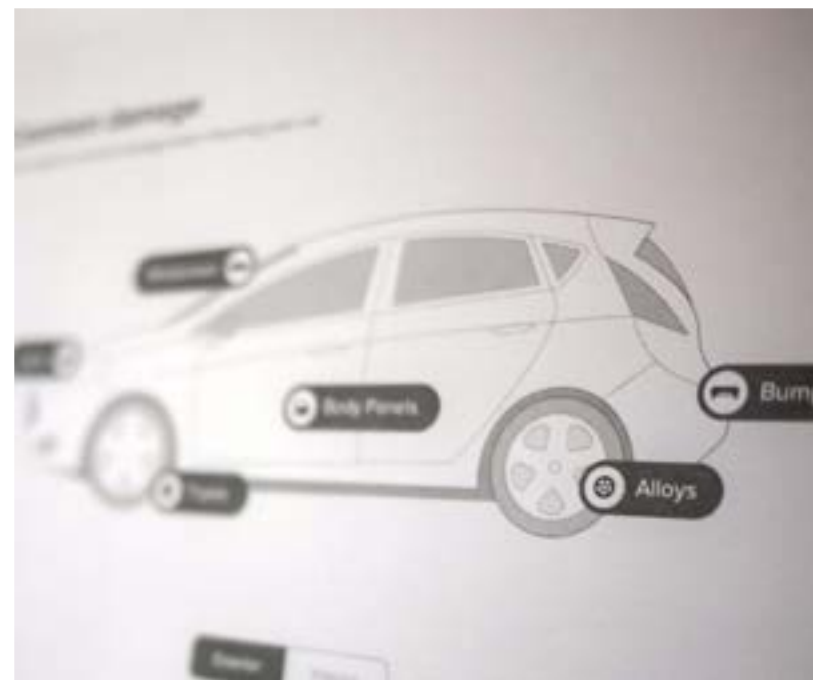
The process



FRICION MAPPING

The process





01

Start with
stories, not
data



02

Cluster for clarity



03

Measure
impact, not
noise



04

Blend qualitative with quantitative



05

Use AI to
empower humans
not replace



06

Prototype
fast, learn
faster



Thank you



The contents of this document are the property of 383. They represent the intellectual property in the form of, but not limited to, processes, ideas and creative designs. They may not be used without prior written agreement and only upon full compensation to 383 for the use or partial use of any of the material contained.

Copyright 2025 383 Group Ltd. All Rights Reserved.

