

4As Framework for Innovation in Scarcity



100%

Estimated percentage of customers lost for each barrier

Awareness %

How do we make customers aware of the offering?
How do we ensure it will stand out?
Will customers know how to use it?

Accessibility %

How do we make it available to the customer (where they are)?
Consider physical and digital distribution channels as well as bandwidth.

Affordability %

What can customers afford, how and when?
Think beyond value about cost outlay and flexibility of payment.

Acceptability %

Given the answers to far, what are the needs of the customer?
Consider resources (power, water), emotion and cultural factors.

Barriers
What are the barriers to...?

Needs
Given the barriers, what are the needs?

Ideas
How might we meet these needs?

Adapted from Jadjish N. Sheth and Shah, 2003 and C.K.Pralahd's book "A Fortune at the Bottom of the Pyramid"