

# Design creates competitiveness and innovation, starting with the user



WORK ON THE AGENDA



Developed from the customer journey canvas made by Marc Stickdorn & Jakob Schneider  
This work is licensed under the Creative Commons Attribution-ShareAlike 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

