



Adoption & Willingness to Pay

Lucía Rodríguez Pérez
1 December 2025

Enterprising
Futures atLSBU

Adoption and Willingness to Pay

By Lucía Rodríguez Pérez

| Dec 2025



I'm Lucía (she/her)



CEO | Founder | Designer Lead @ Palme Rainbow



Based in London (born Gran Canaria)



Career changer, MSc Acoustic Engineer @ LSBU



Into women empowerment & income diversification



A foodie (Thai and South Korean)



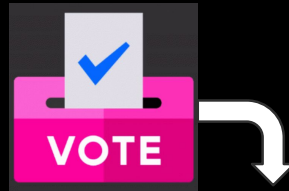
A cyclist



Private and Public sector projects



Which product has the highest CUSTOMER LOVE?



slido.com

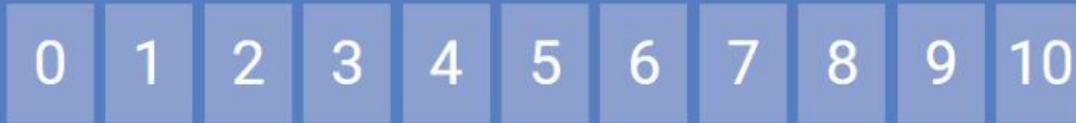
Which product has the highest
CUSTOMER LOVE?

slido.com

Which product is the most
CUSTOMER LOVE



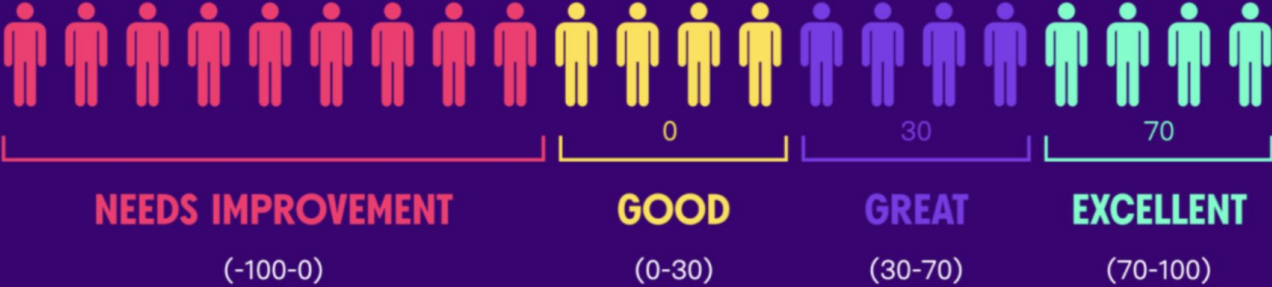
How likely are you to recommend us
to a friend or colleague?



0: Not likely

10: Most likely

WHAT IS A GOOD NPS SCORE?



USER CENTERED DESIGN (UCD)

User Centered Design (UCD)

Ensures the “product design” speaks directly to the user's situation.

User Centered Design (UCD)

YOU

USERS



User Centered Design (UCD)

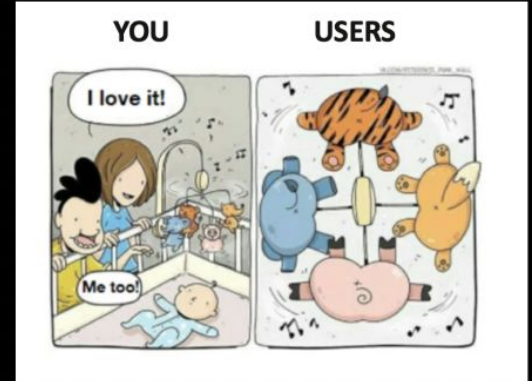
**Reducing
product cost**



**Increasing
product
success rate**



**Designing
products that
users will use**



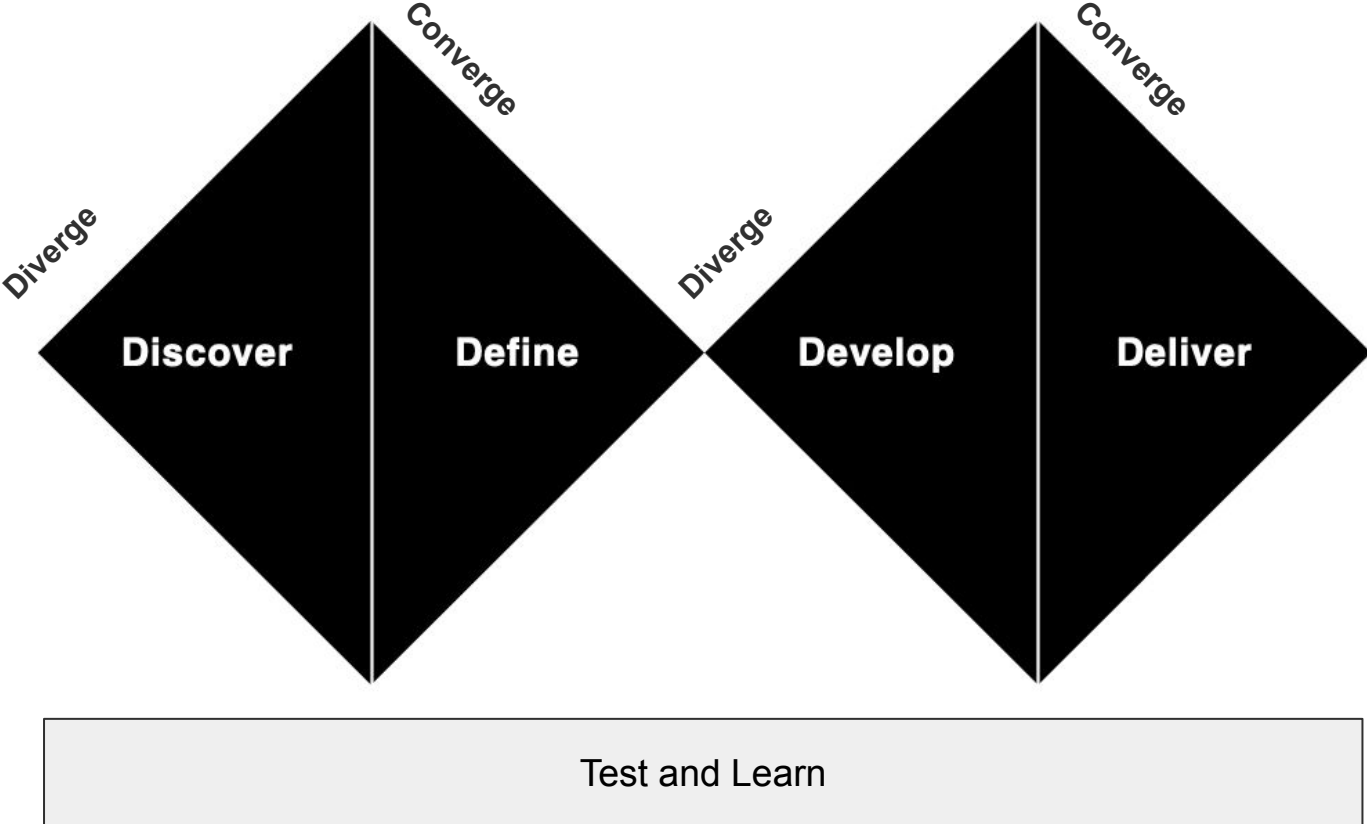
But how do you
apply UCD?

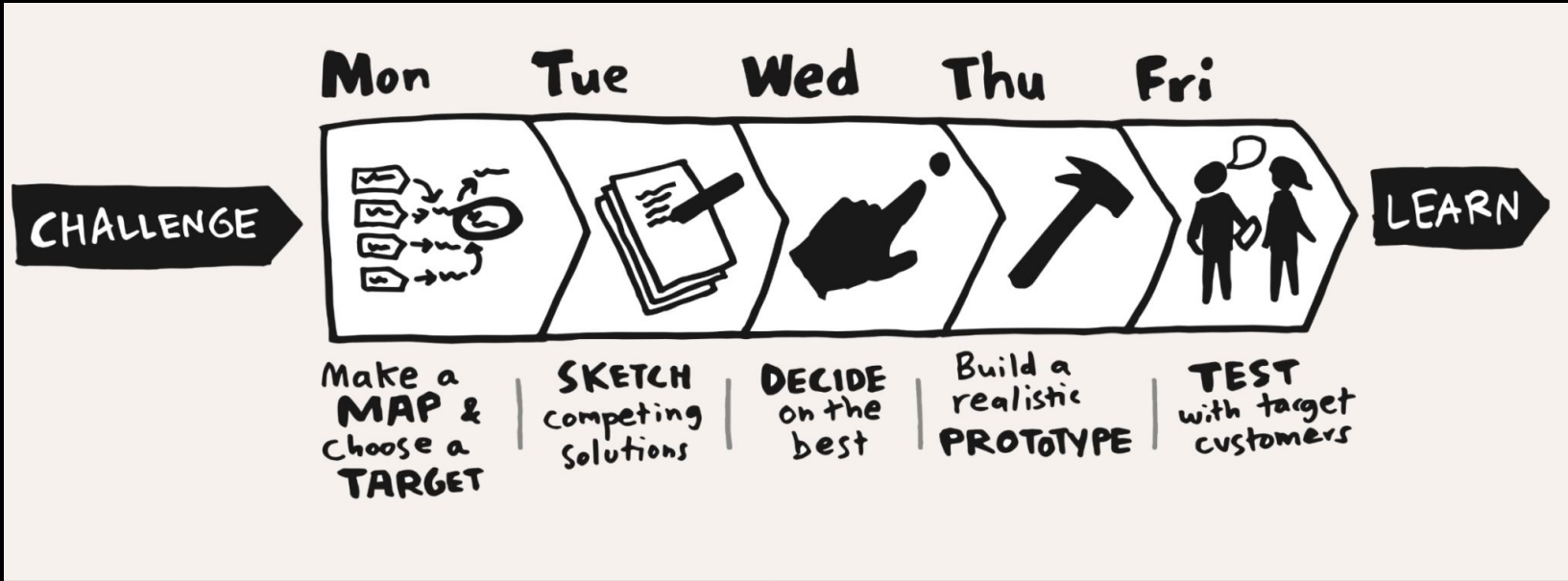


Design thinking is a non-linear, iterative process that injects human-centered perspective to solve complex problems.

Double diamond is used to embrace design thinking throughout the product life cycle.

Design Process

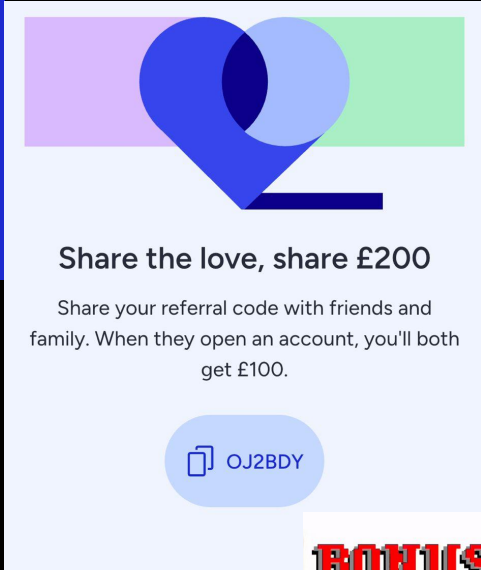





Willingness to pay


- 1 Better user experience
- 2 Customer loyalty
- 3 Competitive advantage
- 4 User-friendly and intuitive user interface
- 5 Speedy performance

6 Having a Business Bank Account



Share the love, share £200

Share your referral code with friends and family. When they open an account, you'll both get £100.

 OJ2BDY

BONUS!!!



COTTON CANDY

**LET'S BRING IN OUR
FIRST CUSTOMER**



Hey, Look! A Customer!

Customer Personas

- To help us “wear the user’s mask”
- To stay focus and create a design that meet core user needs

Types

- Primary
- Secondary

Primary Persona



Alex

28, young professional,
English speaker.

Behaviour

- Chooses manga based on anime he liked or friends recommendations
- Reads translated manga online on the way to work

Challenges

- English translation done by an unofficial publisher
- Understanding Japanese pop culture references

Goals

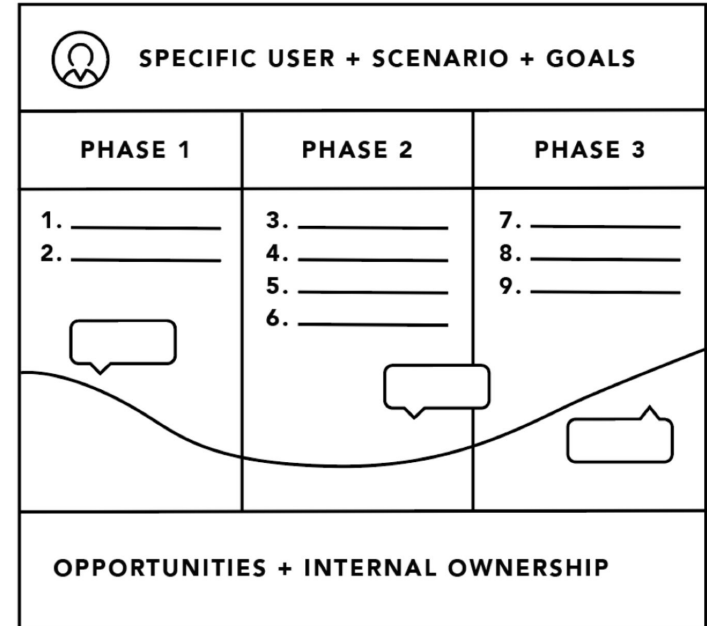
- Read translations that are clear and legible
- Read content offline
- Find one source that provides all manga

Journey Mapping

- To visualise the process that a person goes through in order to accomplish a goal
- Starts by compiling a series of user actions into a timeline
- To force conversation and an aligned mental model for the whole team

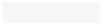
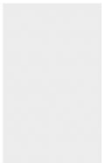
Types

- They come in all shapes, sizes, and formats

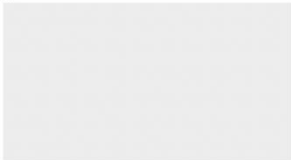


Workshop time!

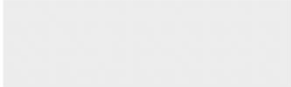
Customer Persona



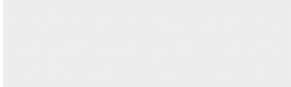
Bio



What are their key goals and needs?



What do they struggle with the most?



Journey Map

User need / Scenario					
Phase of Journey <small>What are the high-level phases across the customer journey?</small>	Step 1	Step 2	Step 3	Step 4	Step 5
Journey Steps <small>-</small>					
Actions <small>What is the customer doing?</small>					
Feelings <small>What is the customer feeling, pay particular attention to and highlight the pain points (or joys)</small>					
Thoughts/ Thinking <small>What is the customer thinking?</small>					

Workshop time!

Who is your primary persona?

Workshop time!

Who is your primary persona?

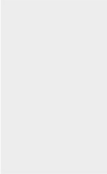
Instructions

1. Think about your main customer
2. Add their details; photo, name, bio, goals/needs, struggles

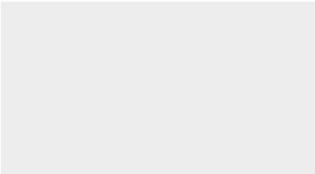
5min

Online > Go Mural
In class > Use material

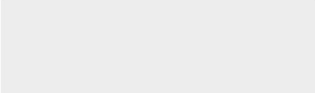
Customer Persona



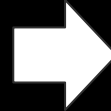
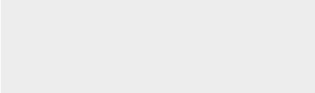
Bio




What are their key goals and needs?



What do they struggle with the most?



Customer Persona



Mary

Bio

34 yrs old Beauty Consultant Lives in South London

She likes to be in nature a lot, particularly walking along the sea coast area

What are their key goals and needs?

She likes to live a healthier lifestyle, rides her bicycle on daily basis

What do they struggle with the most?


She likes sleeping a lot and finds it hard to wake up on time

Workshop time!

Who is your primary persona?

Share your persona with us!

Customer Persona



Mary

Bio

- 34 yrs old
- Beauty Consultant
- Lives in South London

She likes to be in nature a lot, particularly walking along the sea coast area.

What are their key goals and needs?

She likes to live a healthier lifestyle, rides her bicycle on daily basis.

What do they struggle with the most?

She likes sleeping a lot and finds it hard to wake up on time.

What is their key need?

Instructions

1. Look at your main customer, needs/goals
2. What is their key need?

Need " Mary wants to get to work"

" Mary + wants + to get to work"

1min

" Subject + Verb + user need"

Online > Go Mural

In class > Use material

Workshop time!

What is their key need?

Share your persona's need
with us!

User need / Scenario

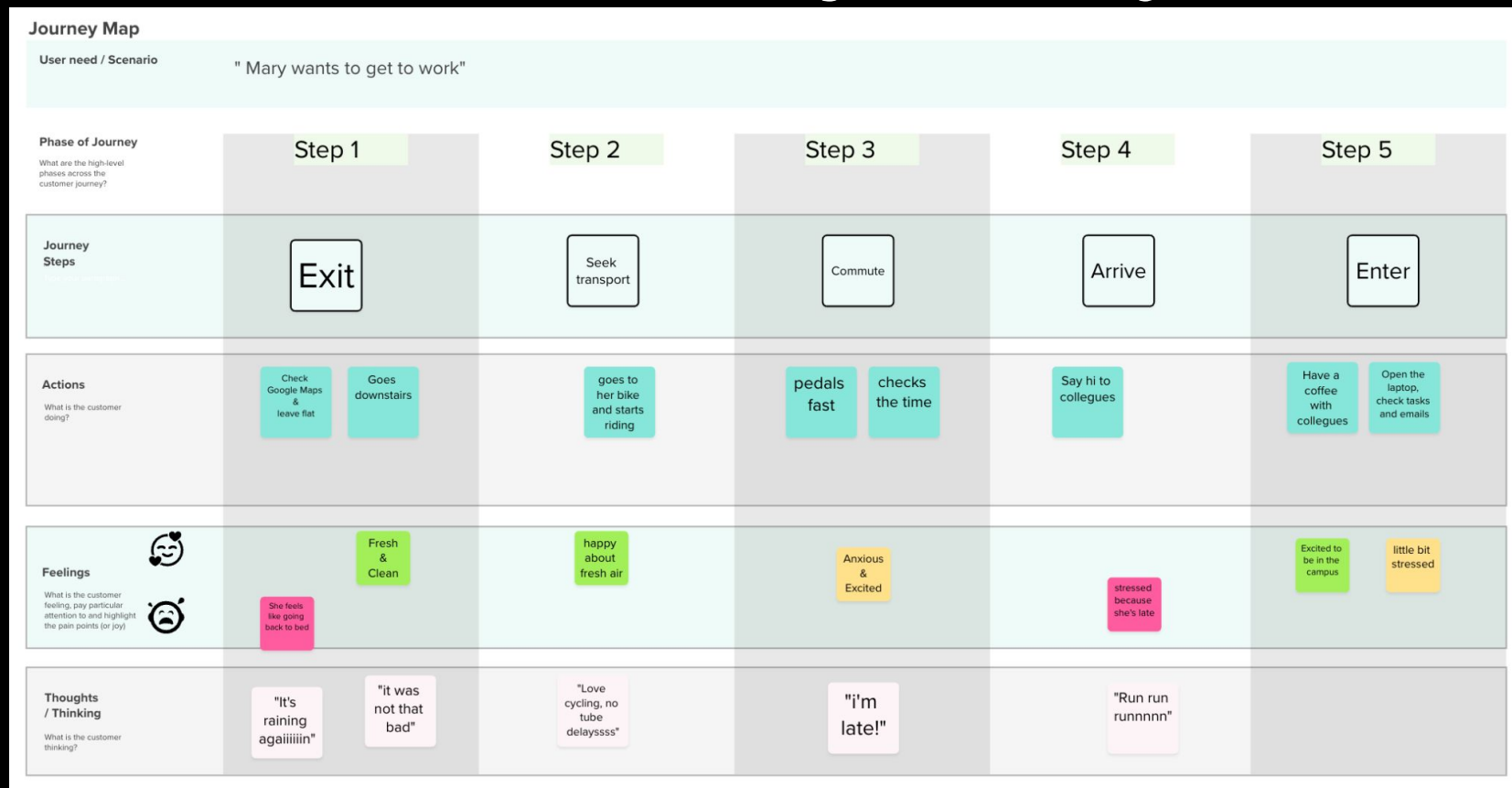
" Mary wants to get to work"

Workshop time!

What is their journey?

Workshop time!

What is their journey?



Workshop time!

What is their journey?

Instructions

1. Wear your persona's shoes
2. Add their 5 journey steps/phases
3. Add their actions

Got time?

4. Capture their feelings
5. Capture their thoughts

Online > Go Mural

In class > Use material

20min

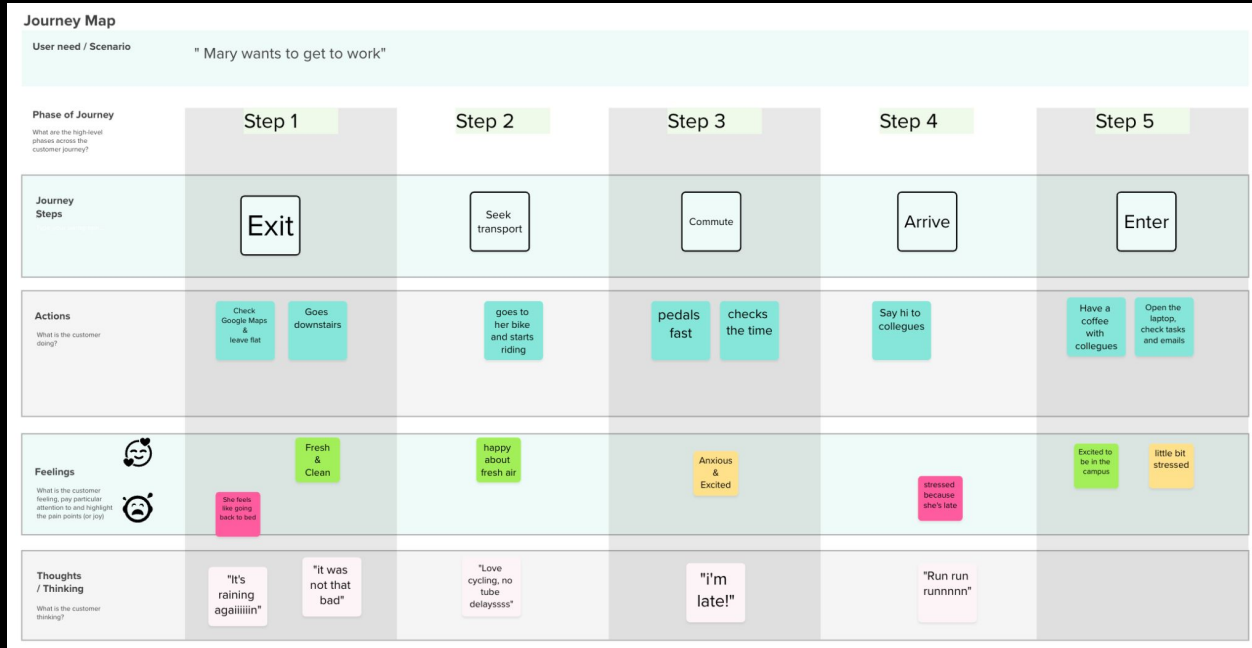
Journey Map
User need / Scenario: " Subject + Verb + user need"

Phase of Journey	Step 1	Step 2	Step 3	Step 4	Step 5
Journey Steps What is the customer doing?					
Actions What is the customer doing?					
Feelings How do they feel? What are they thinking? What are they saying? What are they doing?					
Thoughts / Thinking What is the customer thinking?					

Workshop time!

What is their journey?

Share your journey with us!



Next

Takeaways

- UCD reduces product/service cost
- Ensure your product/service speak directly to the customer's situation
- Customers are willing to pay for a better user experience

Actions

1. Complete/iterate your journey & submit > (next) Monday 08/12 10am, online
2. Book a coaching session with me > (next) Tuesday 09/12 2-4pm, online

End

It has been a pleasure, Thank you!



Lucia Rodriguez Perez 

Design Research & Strategy. I make sh*t happen | CEO. Service Design. Career &...



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Add me in [LinkedIn](#)