Customer-Focused vs Product-Focused (vsdiff.com)

Aspect	Customer-Focused	Product-Focused
Approach	Prioritizes customer needs and feedback	Prioritizes product features and innovation
Marketing Strategy	Creates personalized experiences	Emphasizes product specifications and benefits
Success Measurement	Customer satisfaction metrics	Product performance analytics
Product Development	Incorporates customer insights early on	Focuses on technological advancements
Long-Term Vision	Building loyal customer relationships	Maintaining competitive edge through innovation
Risk Management	Adapts quickly to market changes	Risks obsolescence if not innovative