

Design Thinking Workshop



Design Thinking Workshop

Chapter 1

Facts, focus and the story



Startup failures

- No market need
- No cash
- Not the right team
- Being outcompeted
- Pricing/cost issues
- Poor product
- Wrong/no business model
- Poor marketing
- Ignoring customers
- Product mistimed

- Loosing focus
- Disharmony of team/investors
- Pivot gone bad
- Lack of passion
- Bad location
- Legal challenges
- Dont use network / advisors
- Burnout
- Failure to pivot
- Scaling too quickly

Our focus

Ignoring customers



No market need / Poor product



No product-market fit

Welcome to Productboard



HUBERT PALAN

03/01/14

COMPANY & PRODUCT

Since you are reading this blog post, I assume you are either:

- a good friend showing support—thank you so much!
- an investor looking for an awesome investment opportunity—congrats, you’ve just found it!
- a competitor watching us—good luck, you won’t catch us...
- a brilliant product mind looking to build better products—that’s our mission too and it’s why we’re building Productboard!

Simply put, at [Productboard](#) we believe in smarter product management.

We believe that the traditional feature-driven approach to product management is flawed. Long lists of feature requests, and a non-transparent prioritization process based on gut, power, and politics result in features that nobody uses. At best that leads to mediocre products. At worst it leads to failed companies.

Smart product management focuses on your target audience, their goals, and a thorough understanding of the solutions they’re already using to address their needs. Sometimes those solutions are competing products. Other times they’re a hodgepodge of solutions hacked together by the user herself, to address a need where no formal solution yet exists.

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Chapter 2 Why us?



Who will guide you through?



Michal Štefan

Product and
Innovation Leader

Ex Head of Project
Implementation and
Communication



Vojtěch Jíra

Project Manager of
Innovation Days and
educational
programmes



Adam Červenka

Project Manager of
SCI-IF programme
and other Ph.D. and
research
programmes



We improve societies through
digital innovation and research.



FUNDRAISE



CO-CREATE

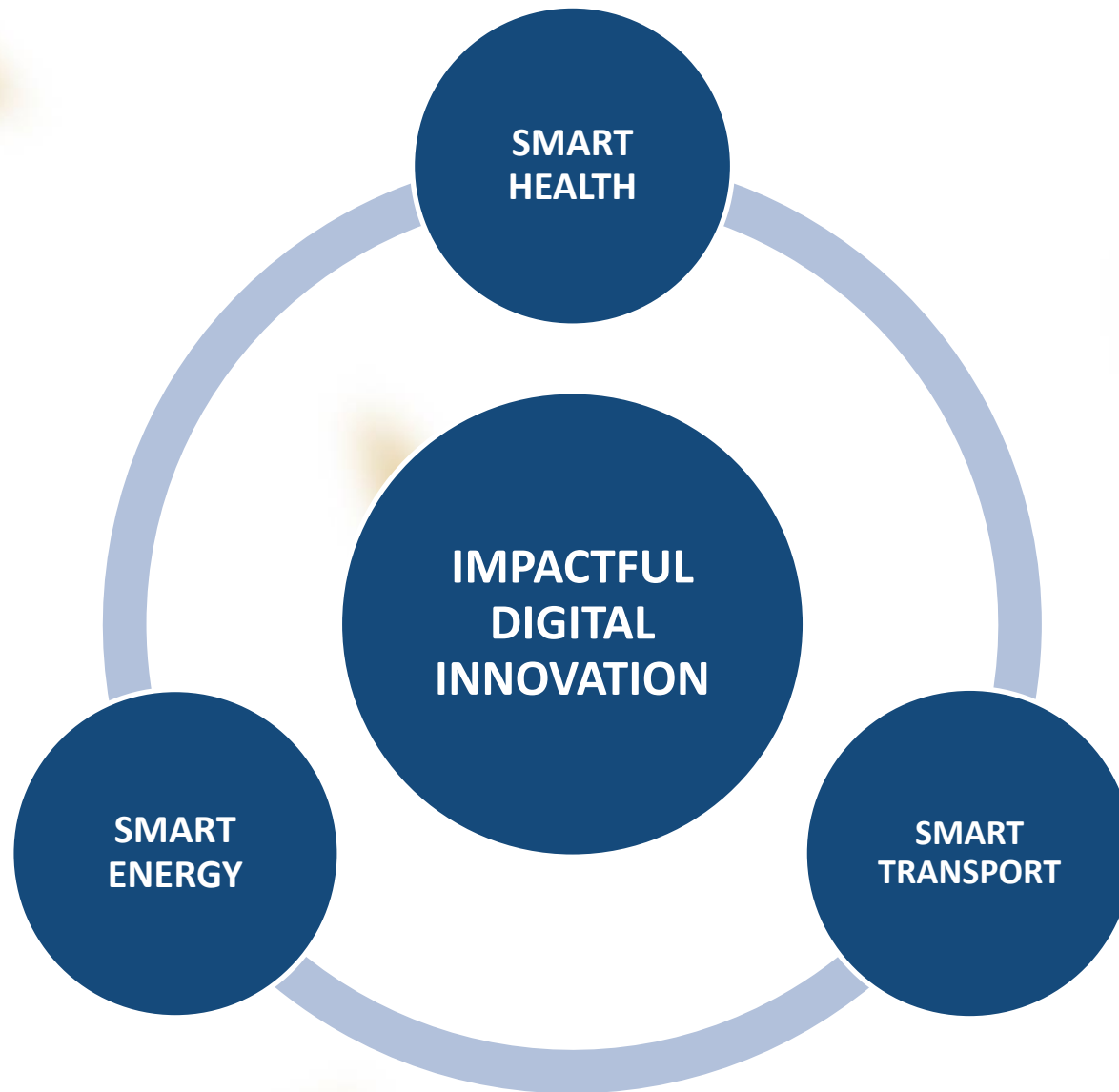


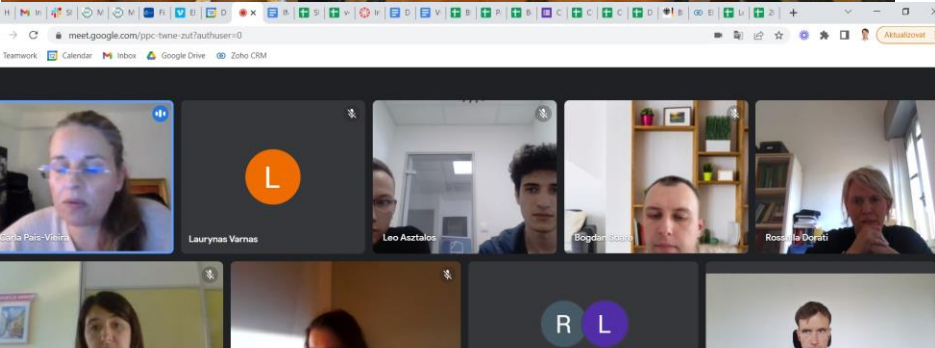
BUILD



EDUCATE







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Chapter 3 Why you?



Why you?

- *What is your name?*
- *Where do you work and on what do you work?*
- *What is your expectation?*
- *What is your superpower?*

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Chapter 4

Design Thinking - why and what?

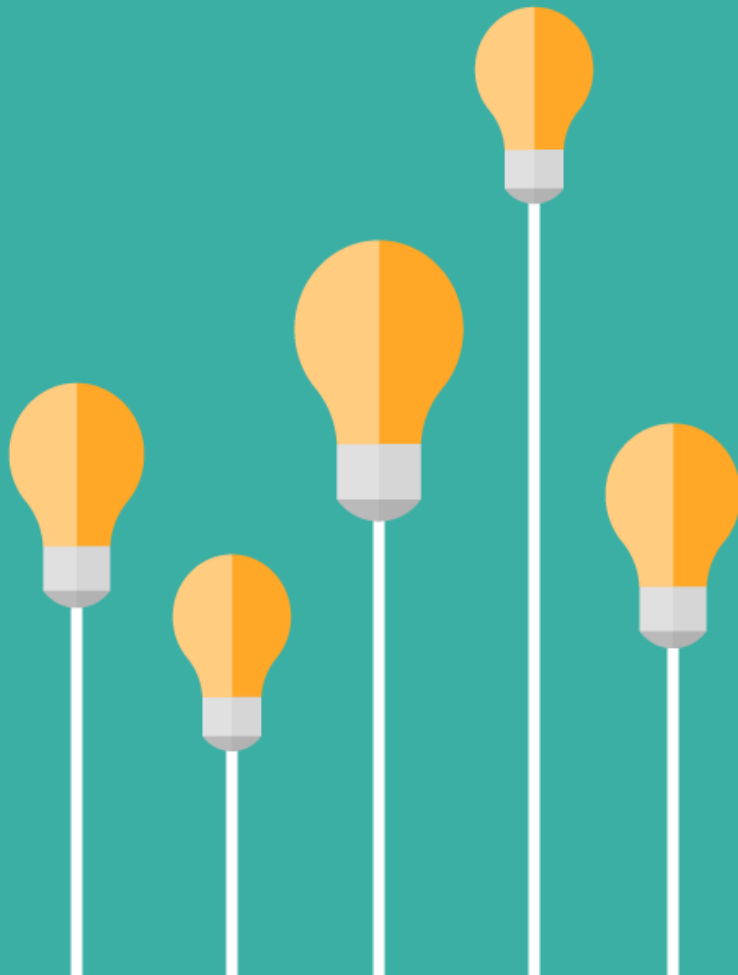


SCI FI



Let me tell you a story of a product which was actually developed with this methodology and where the company tried to improve

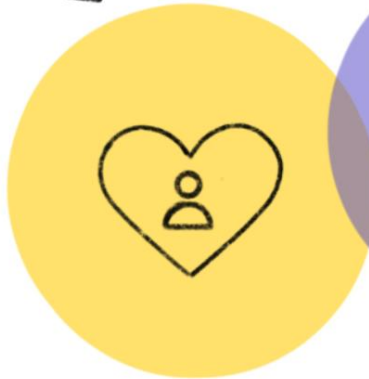
Design Thinking



Design Thinking is a creative approach to solving problems.

Approach, that starts with people and ends with innovative solutions that target their needs.

EMPATHIZE
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↑
DEFINE



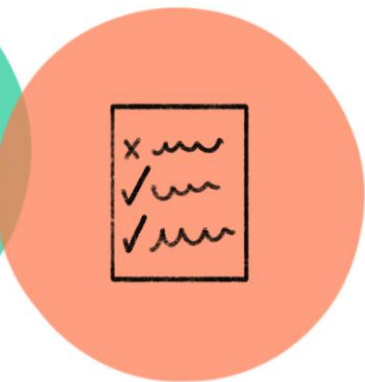
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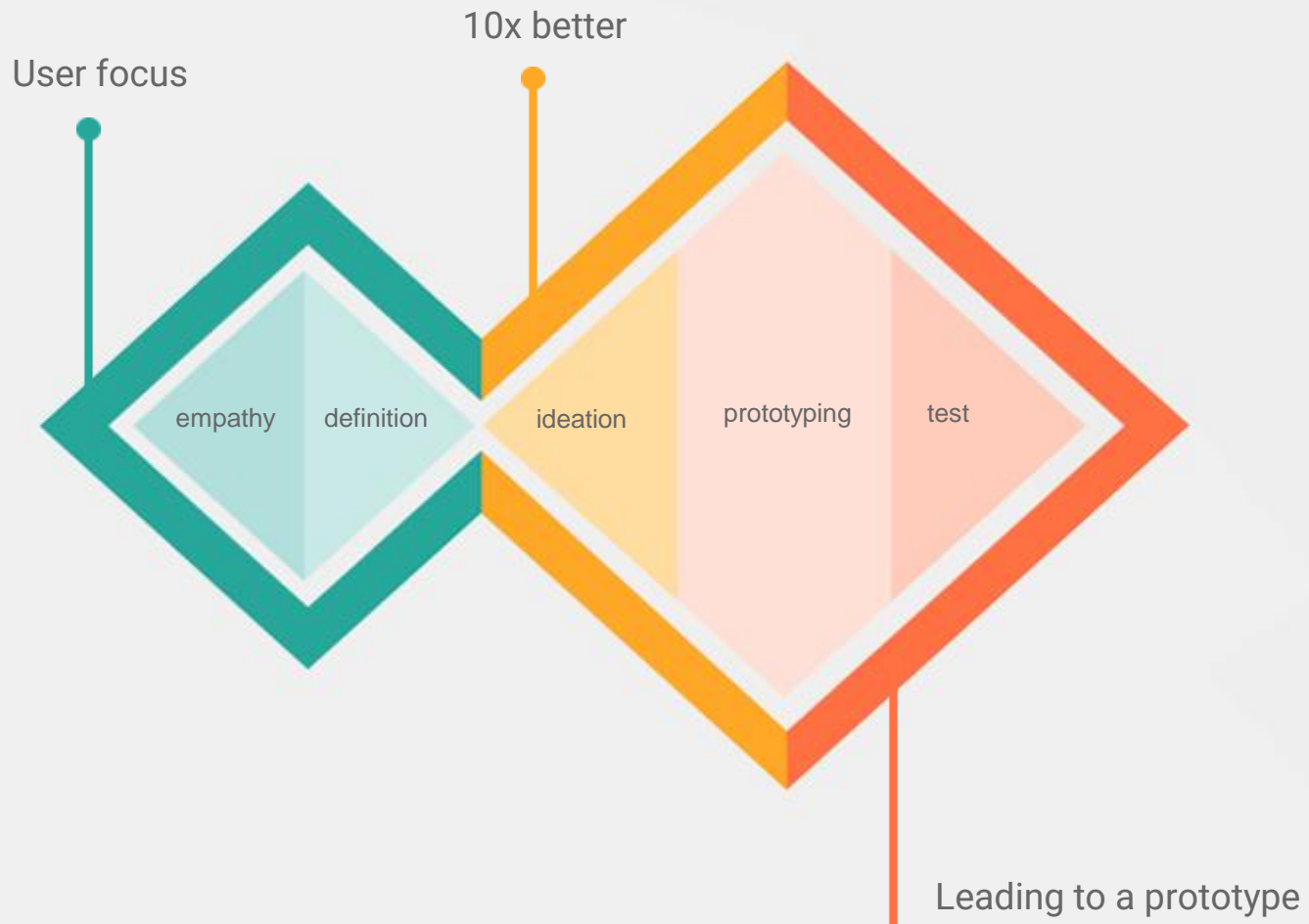


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PROTOTYPE



TEST
↓





Design Thinking

- *human-centered approach to innovation*
- *structuring the way how to come up with an innovative solution to a given problem*
- *integrating the needs of people, the possibilities of technology, and the requirements for business success*
- *bringing the real value to user/customer*

Look back at our focus

Ignoring customers



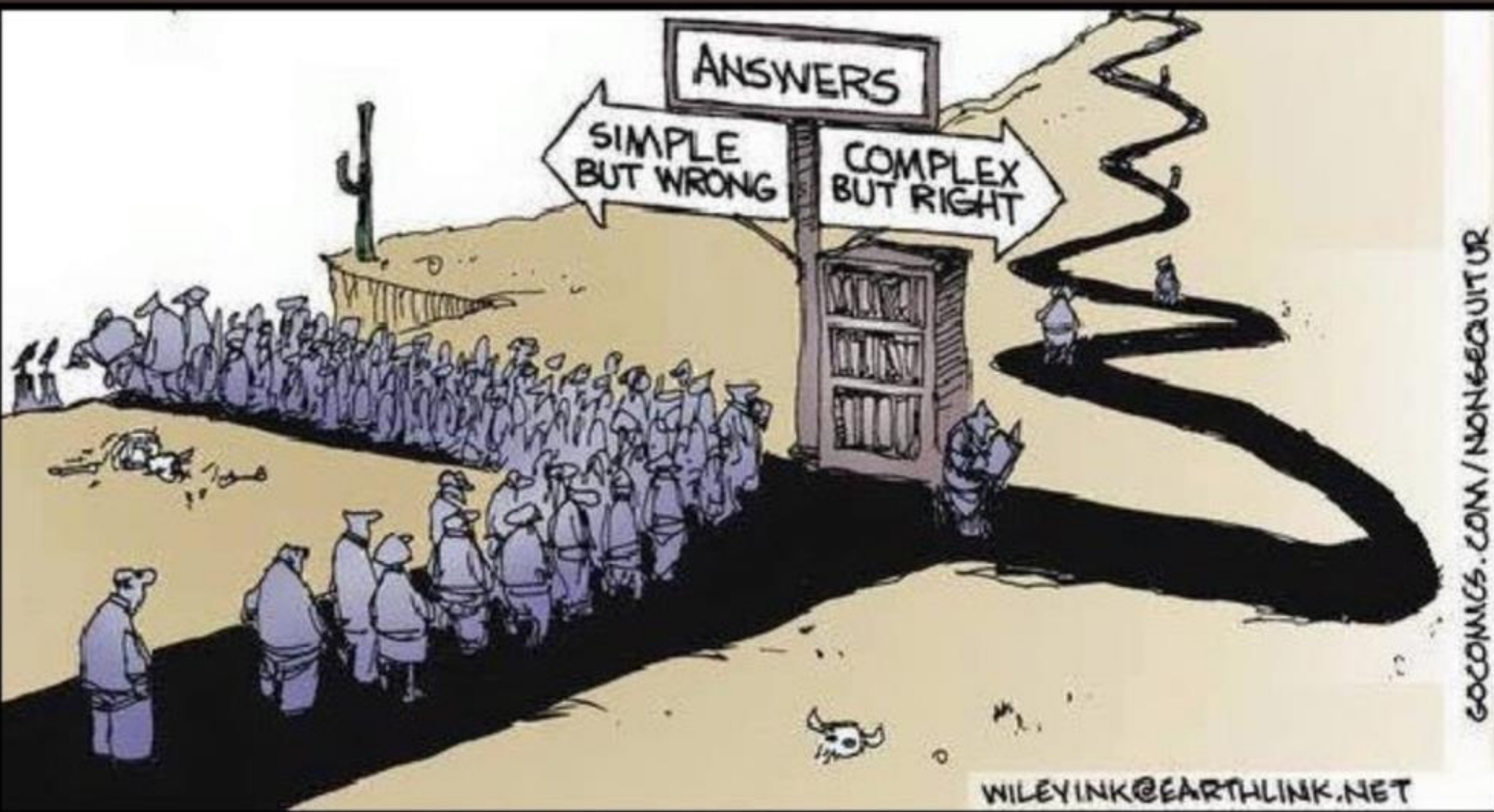
No market need / Poor product



No product-market fit







GOCOMICS.COM / NON SEQUITUR



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Chapter 5 Teams set up



Hipster?



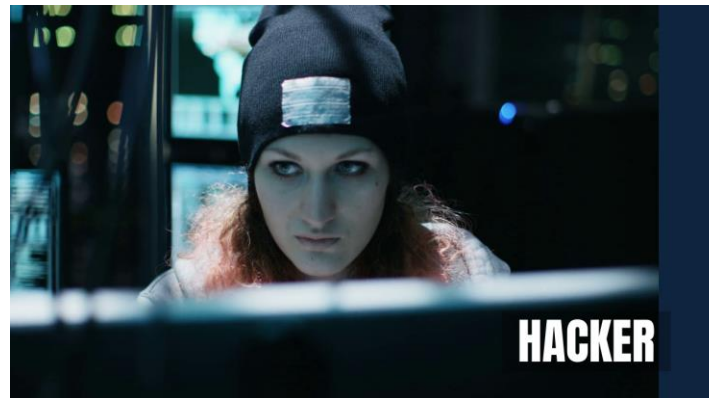
Hustler?



Hacker?



Let's form teams!



Problem areas

Transport in overcrowded cities

Loyalty of young generation with employers

Recruitment of talents

Tax collection

Interoperability of ICT tools

Adoption of ICT solutions by senior people

Lifetime of food without chemical conservants

Motivation of people to care for their health not only based on
current health problems

Availability of home care

Connection of home care to hospitalization

Availability of senior homes

Wasting of food

...

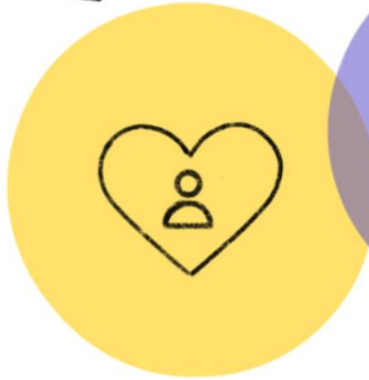
(your own)

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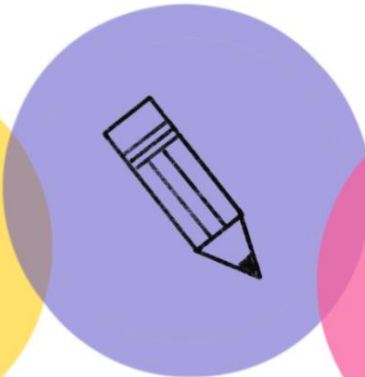
Chapter 6 Empathize



EMPATHIZE
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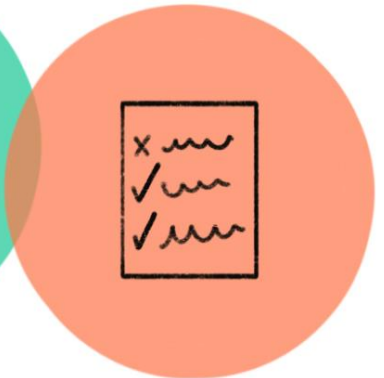
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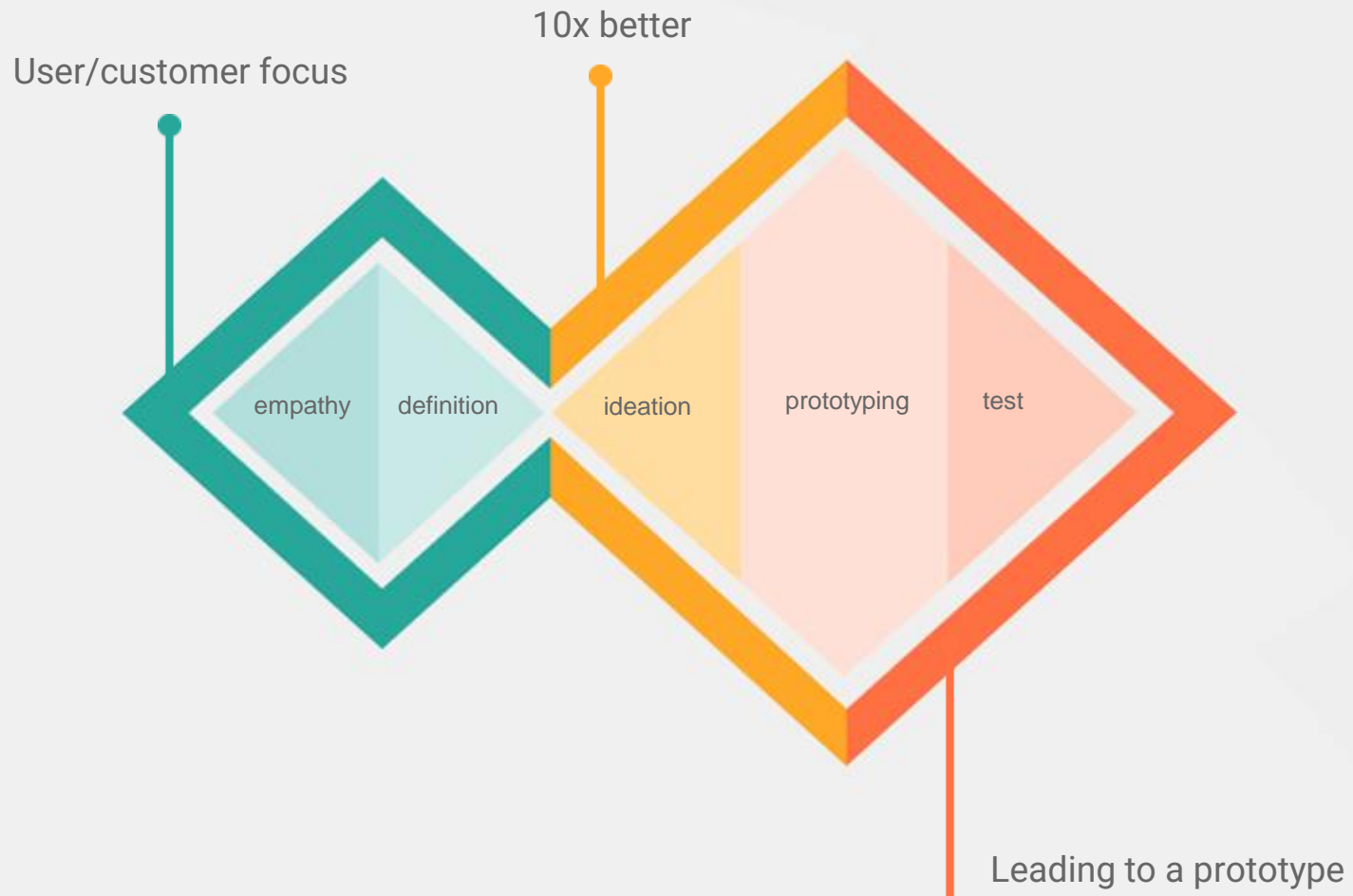


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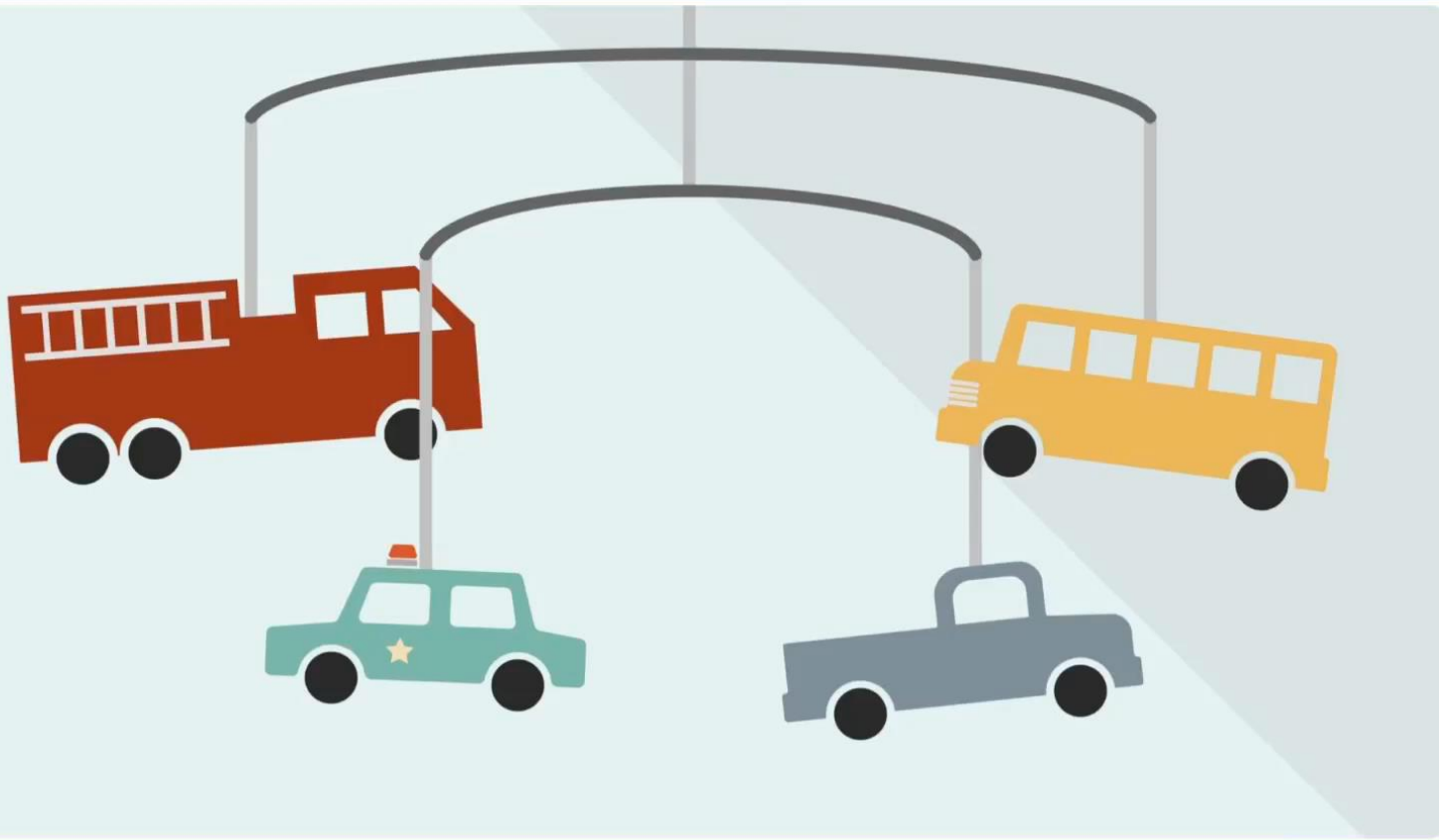


TEST
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SCI FI



So let me start with a little story of where I will try to explain you why all this is very important and why it's important to understand

Focus on the User

and all else follows.



Empathy methods/tools

- desk research
- observations
- interviews (individual/group, mainstream/extreme users, conversation starters, cards, 5x why?, drawings)
- ...

Interviewing

- Get stories, emotions, insights
- Listen!
- Open questions

„Tell me about a time ...“

„Walk me through your last experience ...“

„Tell me more about ...“

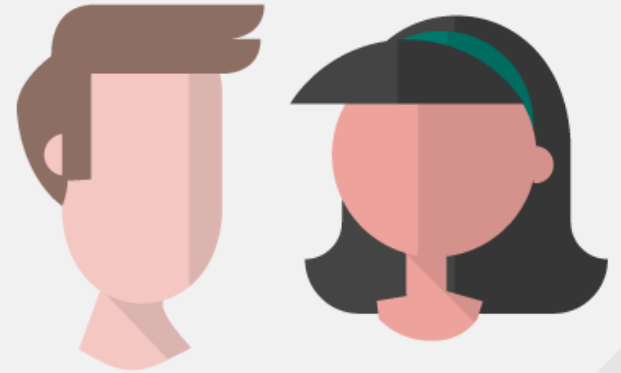
„How did you feel the last time you have ...?“

„Why, why, why?“

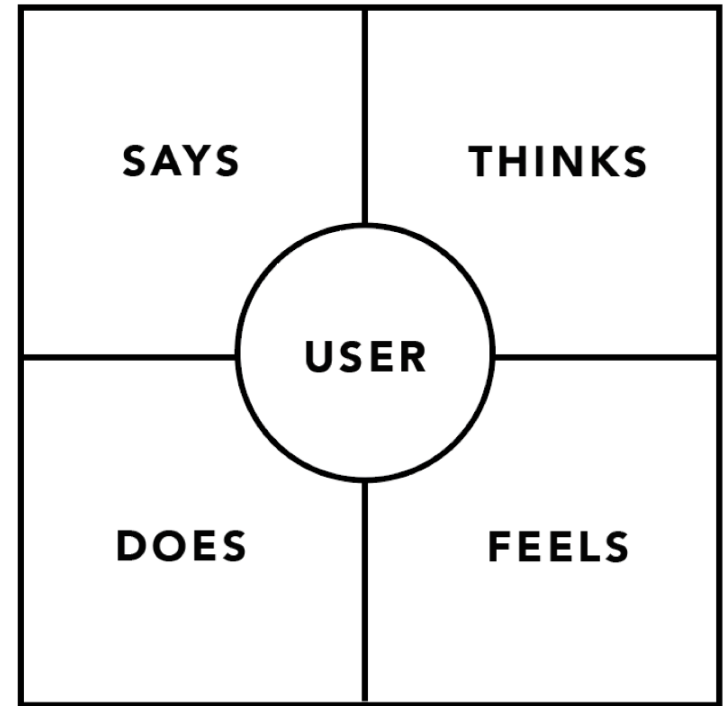
- No suggesting questions (would it be better ...?)
- At least 2 people

Empathy conversations

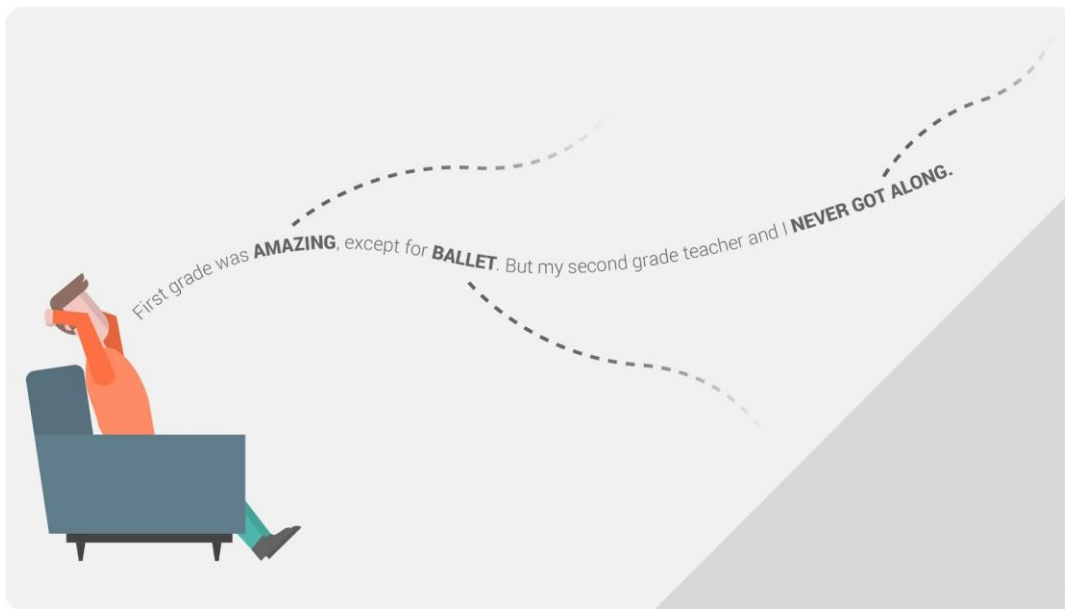
- Uncover the needs of your users through **stories, emotions**, and **insights**.
- Your goal is **not to think** up new ideas or find solutions — this prevents you from seeing their reality.
- Listen and ask for feedback (don't jump to conclusions).



EMPATHY MAP



NNGROUP.COM **NN/g**







LET'S
DO IT!

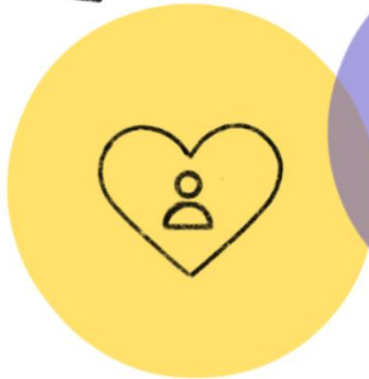


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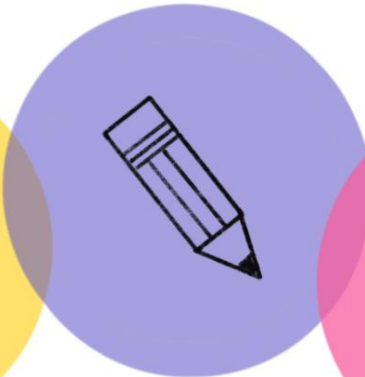
Chapter 7 Define



EMPATHIZE
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DEFINE



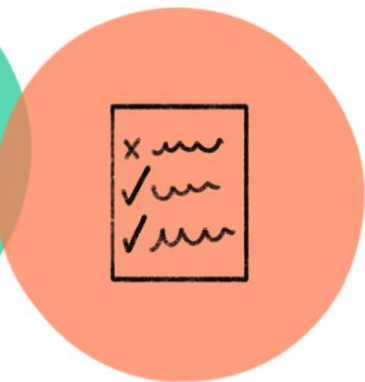
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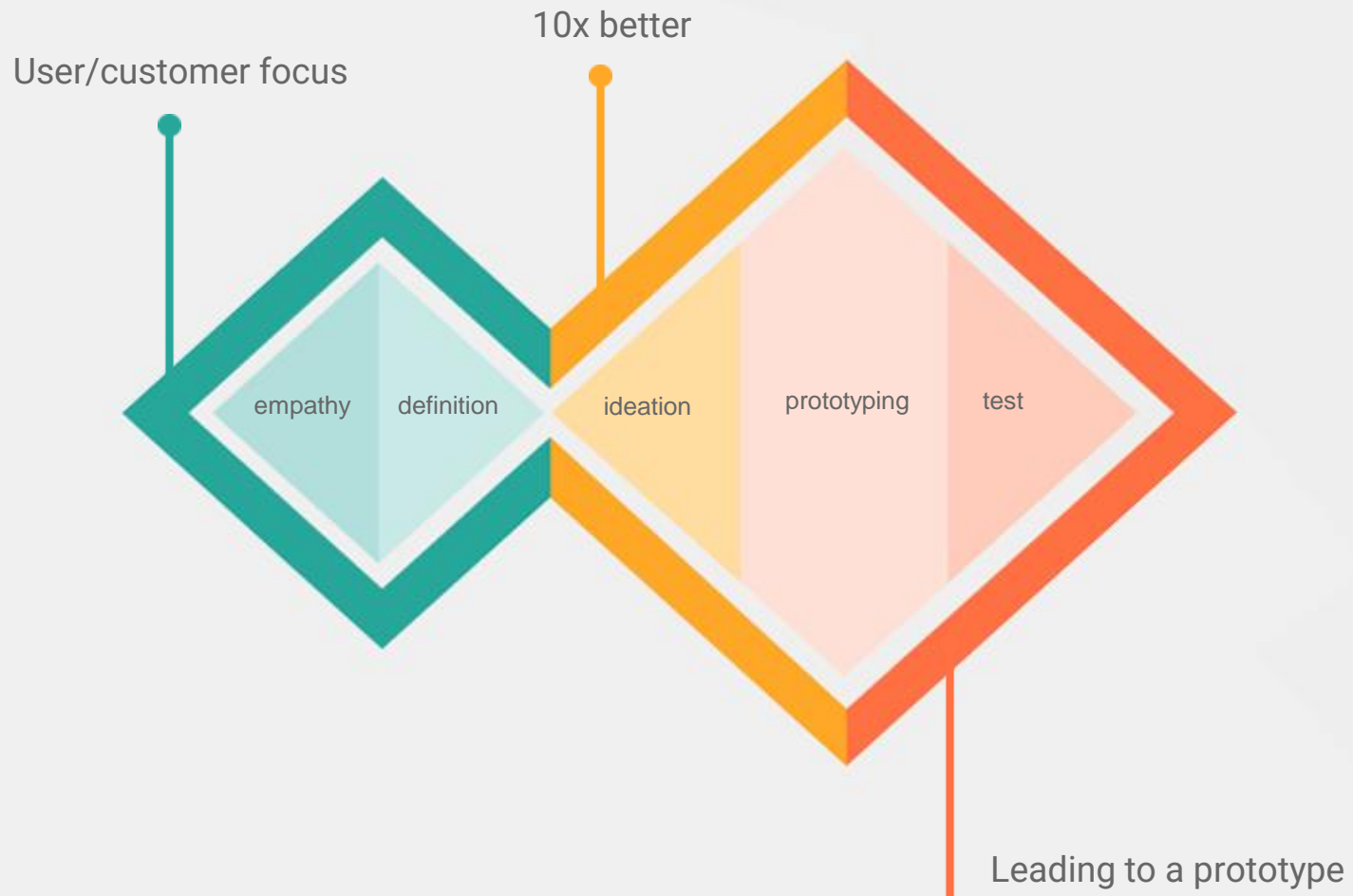


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PROTOTYPE



TEST
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Defining design challenge

- For whom?
- No solutions, no answers
- Open, generating ideas, inspiring

How might we ...? definition

- HOW – discovery question
- MIGHT – safe space for suggestions
- WE – building on ideas, competences of the team
- How might we ...?

How might we ...? example

- Joseph needs to have in a restaurant menu a selection from healthier food so he feels more satisfied with his eating
- Joseph is a busy manager that wants to eat healthier without the feeling of being on a diet
- How might we help Joseph, a busy manager, to eat healthier without him having the feeling of being on a diet?

How might we ...? example

- How might we get a newborn to incubator the fastest? (too specific, only transport solution)
- How might we reduce the mortality of early born babies? (too broad for targeted brainstorming)
- How might we help parents in Nepal villages to save lives of their early born babies?





LET'S
DO IT!

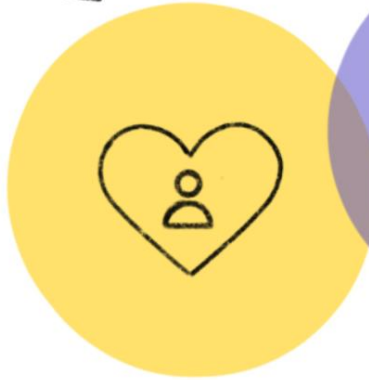


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Chapter 8 Ideate



EMPATHIZE
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DEFINE



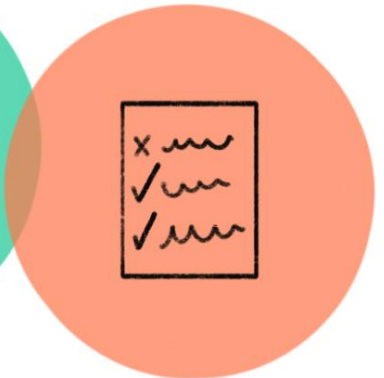
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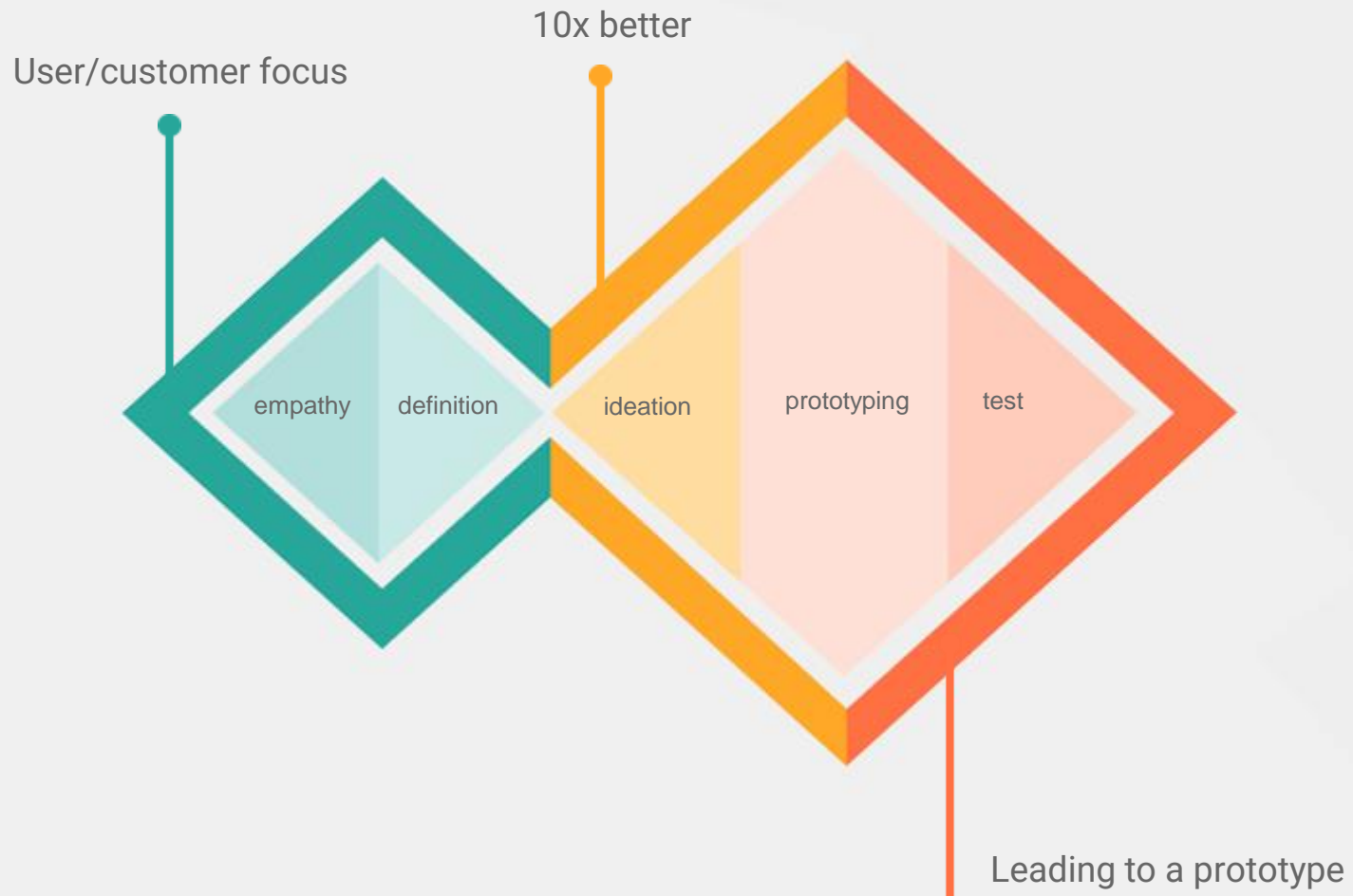


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PROTOTYPE



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Brainstorming rules

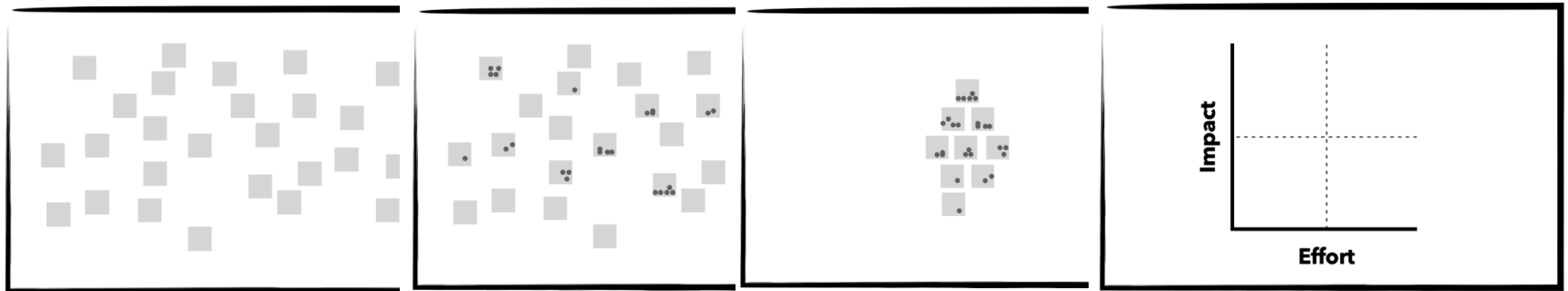
- No judgements and negative comments
- Shouting ideas as they come
- Building on ideas of others
- Quantity of ideas matters
- Only headlines for ideas
- Think big (10x better)

The illustration depicts a network of four blimps in the stratosphere, each with a basket containing solar panels. They are connected by a series of orange dotted lines that form a path across the sky. Below the blimps, four large, dark blue triangles represent the ground stations or service areas. On the ground, there are several icons: a city skyline on the left, a small house and a padlock in the middle, and a larger house with a family (two adults and two children) on the right. A blue line curves from the city skyline towards the middle house, and another blue line curves from the middle house towards the larger house. The background is a dark blue night sky with small white stars.

Loon's technology delivers
connectivity and unlocks
the power of the
stratosphere.

Selecting the best idea method

- Generating own ideas
- Curating the best own ideas
- Putting them together and voting
- Arranging the best voted
- Placing best voted on effort/impact scale





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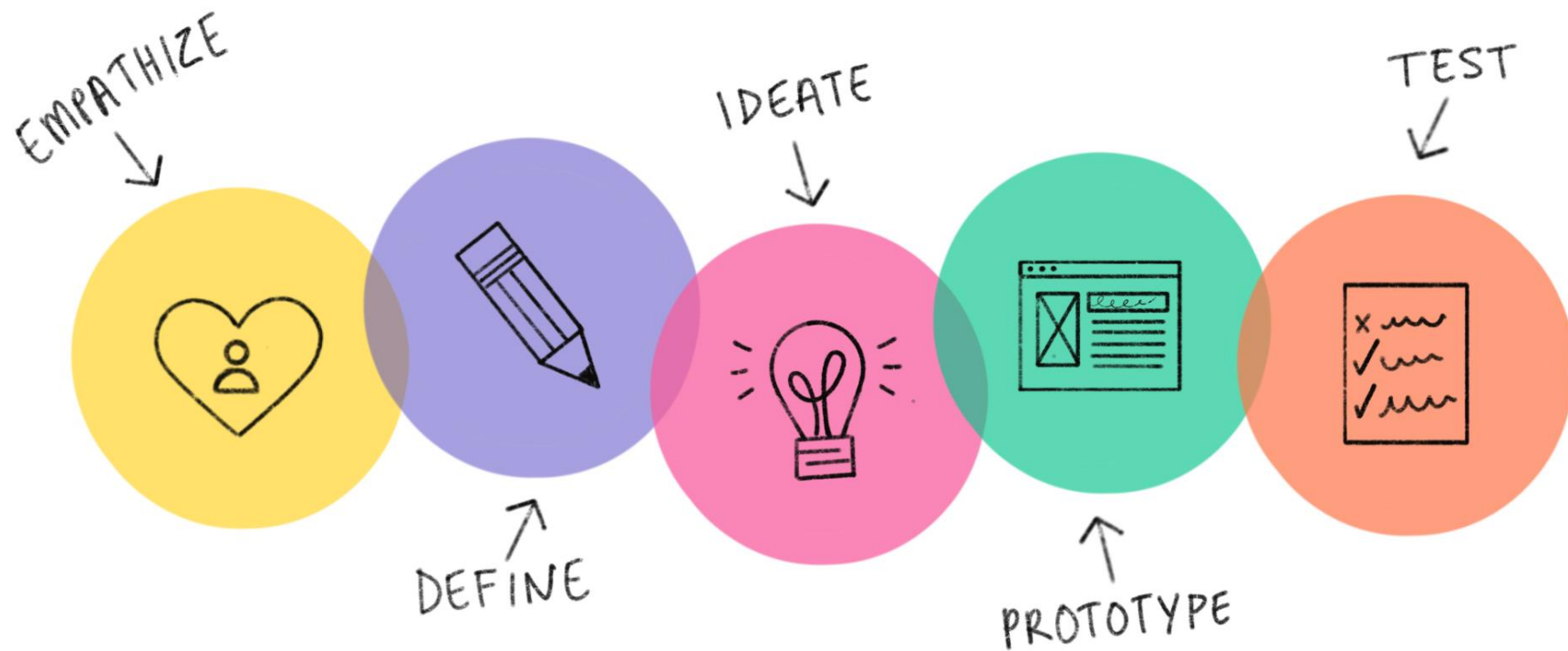
Morning Warm up

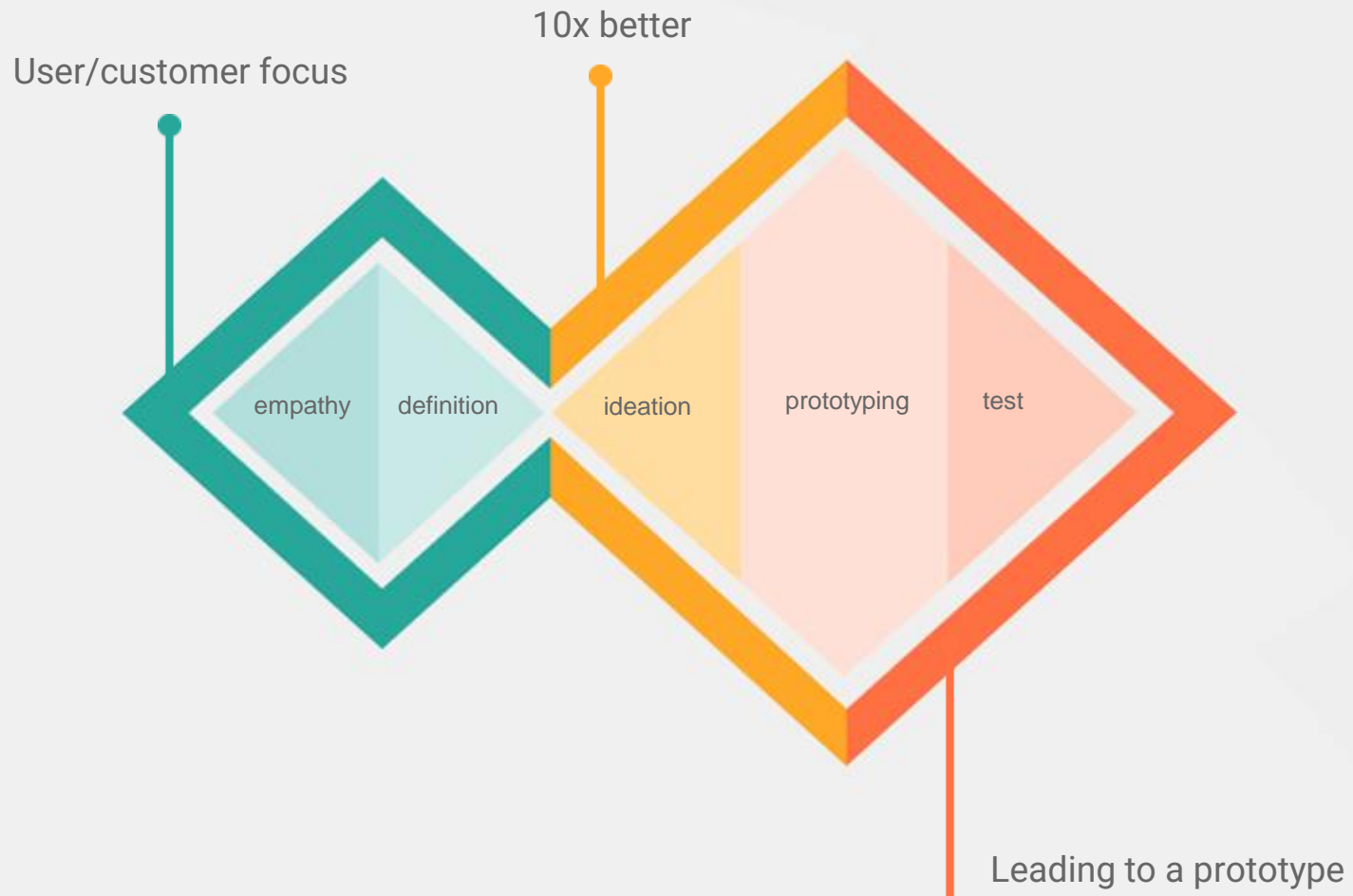


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Chapter 9 Prototype







Prototype



Early version of the idea
created with the goal of
stating assumptions and
answering questions.

Validation

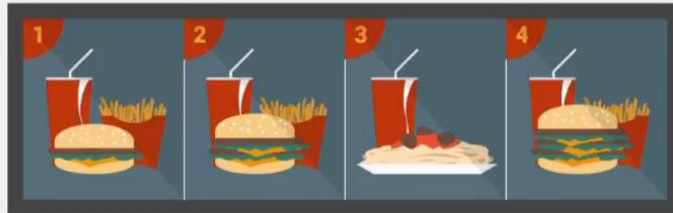
- Do people want it? (would they use it, buy it, prefer it among others)
- How should it work? (can they do it, how do they feel doing it, do they understand the process)

Fake it or Make it ...

- Fake it – complex, too expensive, risky and/or time demanding
- Make it – small, quick, partially done solution

SCI FI

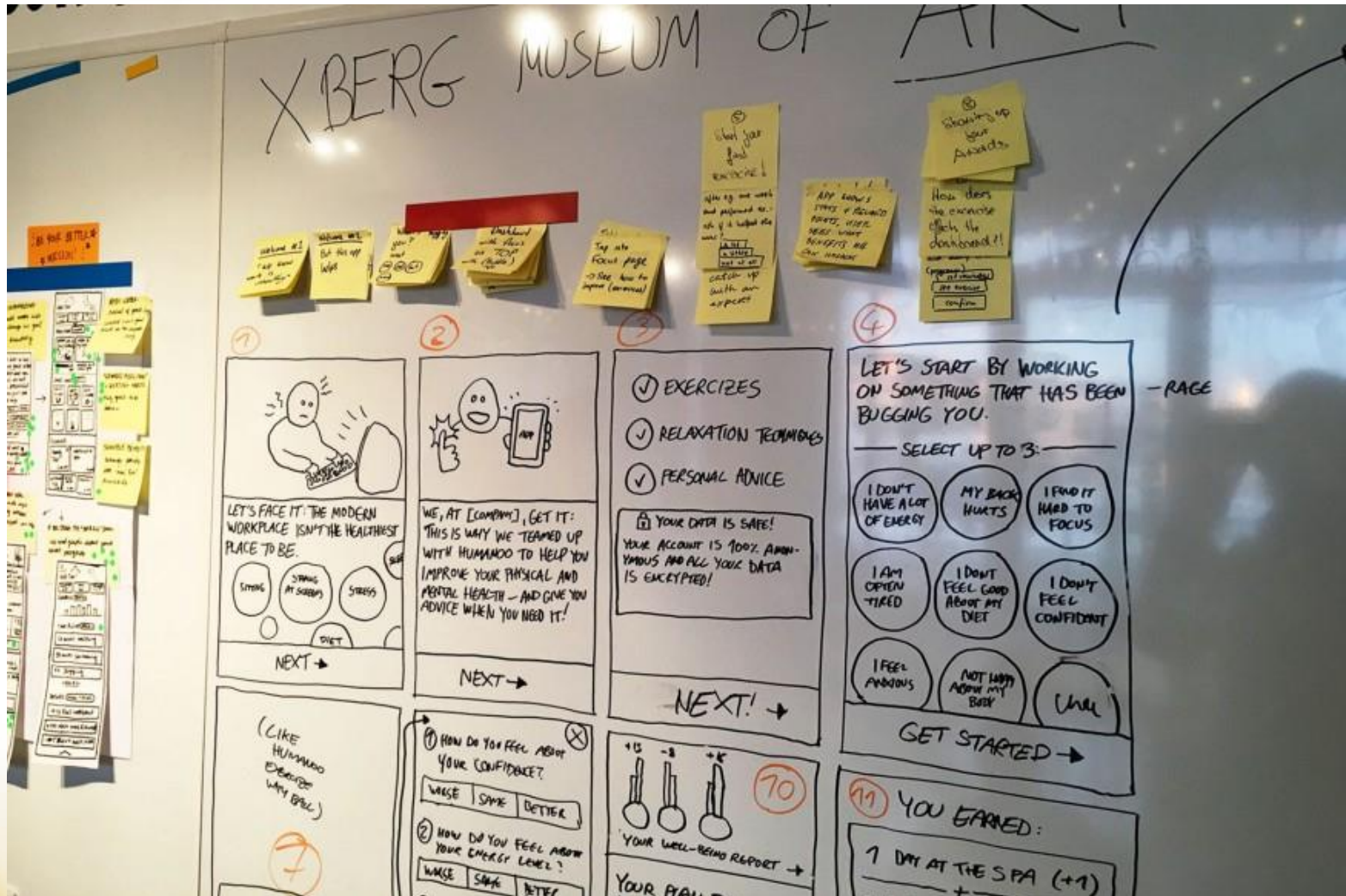
FAKE IT



Will people order McSpaghetti?

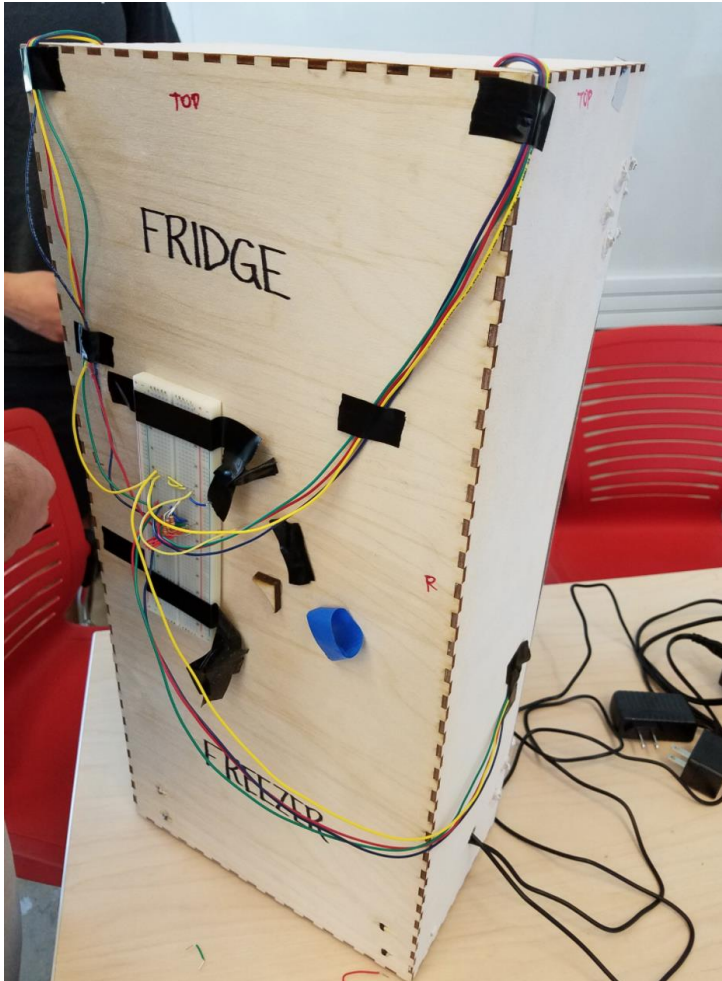
the prototyping phase with fake or with actual making it. And the first one is a story about McDonald's

Storyboards

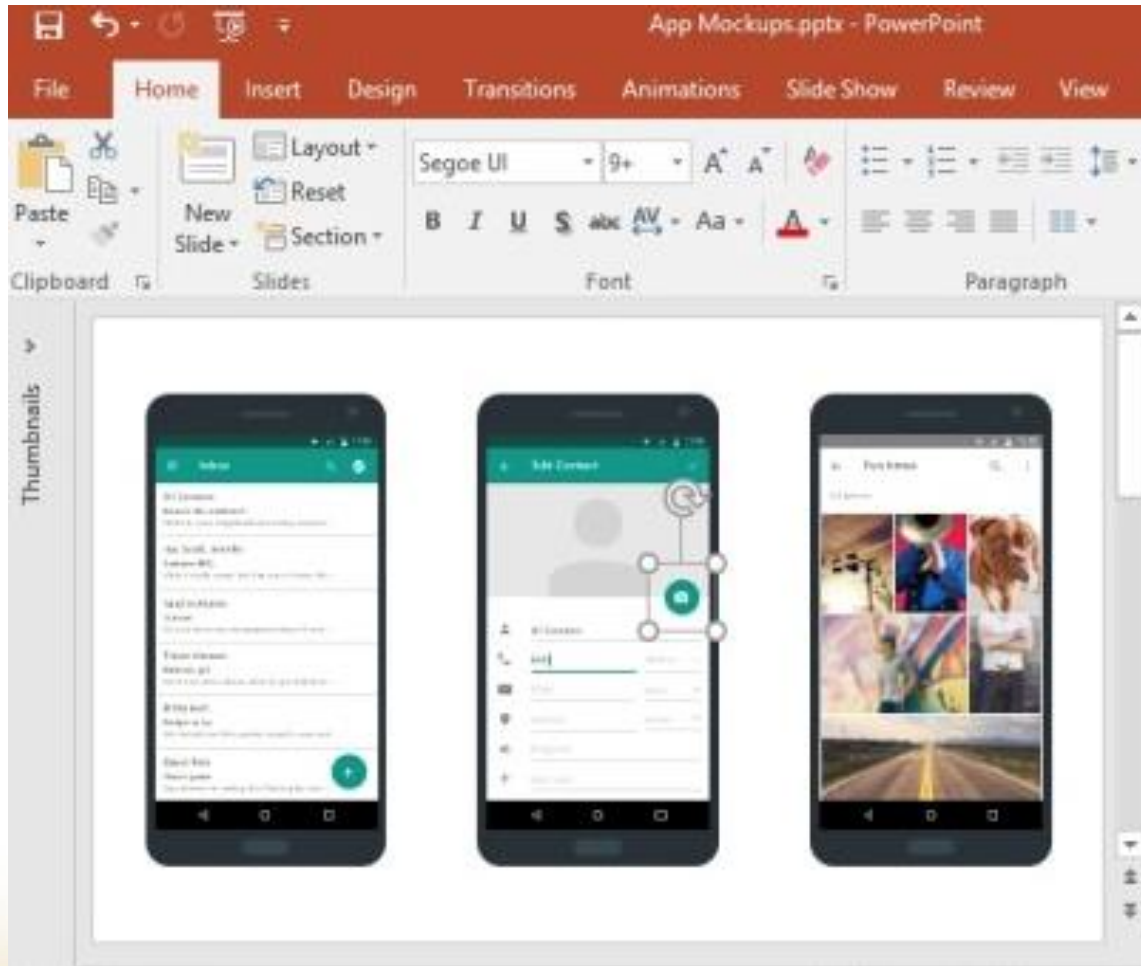


Sprint stories: <https://sprintstories.com/storyboarding-2-0-4e282b2da94d>, Canva: <https://www.canva.com/learn/how-to-build-a-storyboard/>

Models



Presentations



Wireframes



Mock-ups

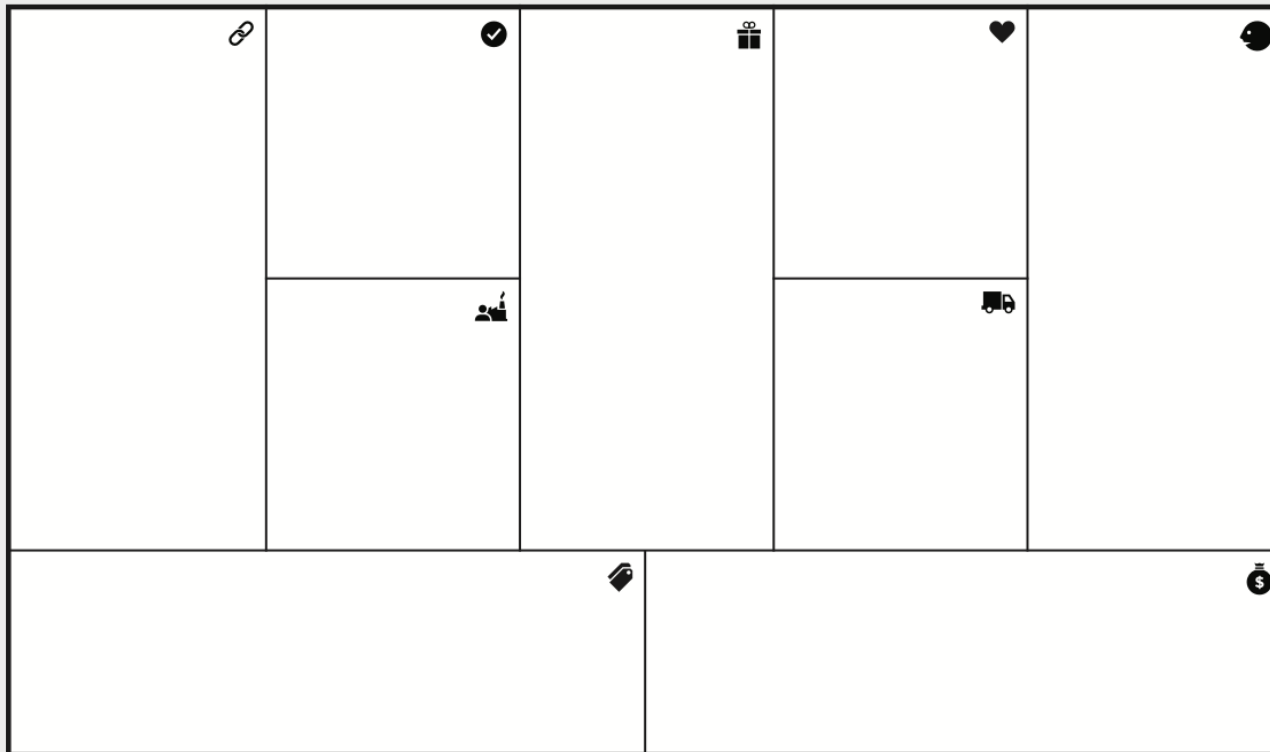


Product Pitches

DEXIC Innovator is a portfolio of design thinking, innovation and presentations skills events that helps universities and research centres and their bachelor/master/Ph.D. students and teachers to understand, try in practise and incorporate into their daily practice knowhow in design and innovation thinking and pitching for the sake of their work by using any or a combination of short seminar, 1-day integrated innovation days, and full scale 2(+1) days workshops. More information at www.dex-ic.com/innovator

Business model canvases

The Business Model Canvas



 Strategyzer

Beta versions



Bite-sized lessons to better your business

Google Primer is a free mobile app that offers quick, easy-to-understand lessons to help business owners and individuals grow skills and reach their goals.

Download the app and choose from a variety of business and digital marketing topics to find lessons relevant to you or your career.

Other prototype formats

- Visuals
- Website
- Videos
- illustrations
- Role plays
- Real technical prototypes





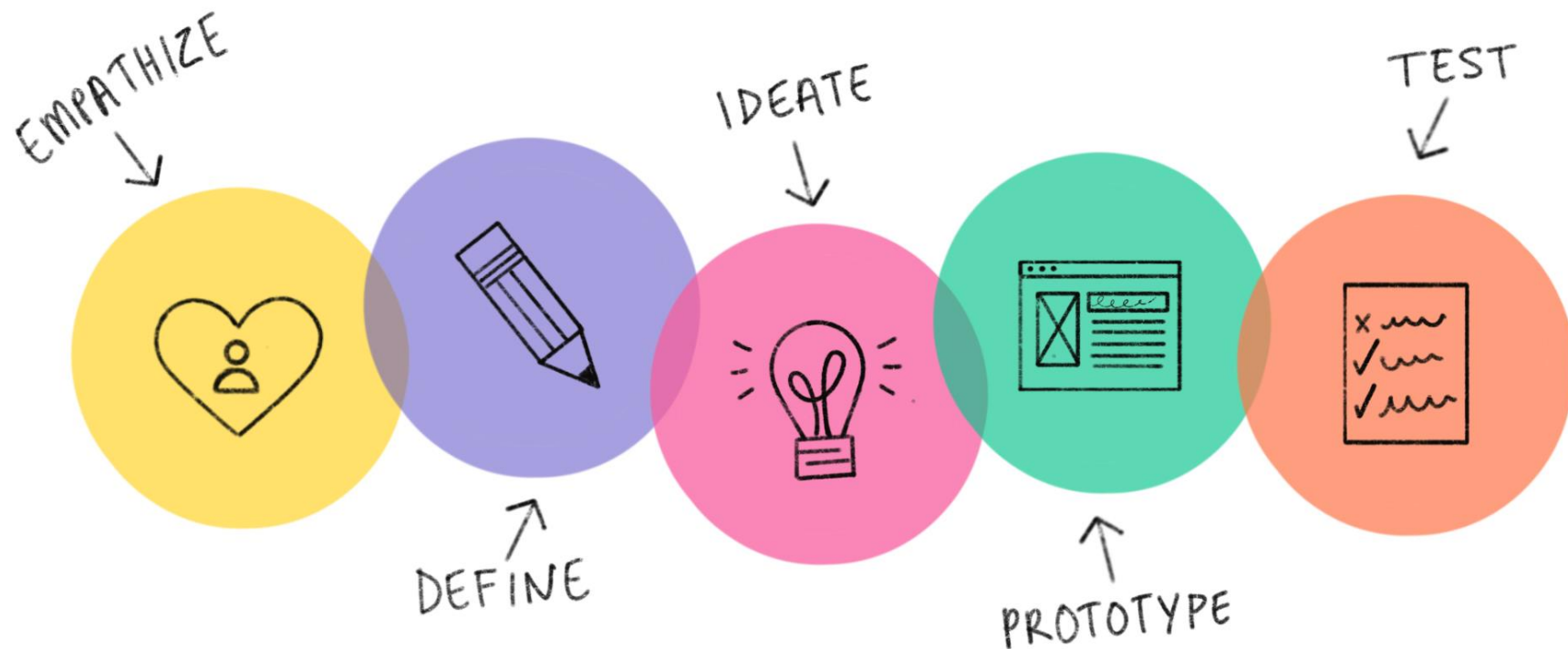
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DO IT!

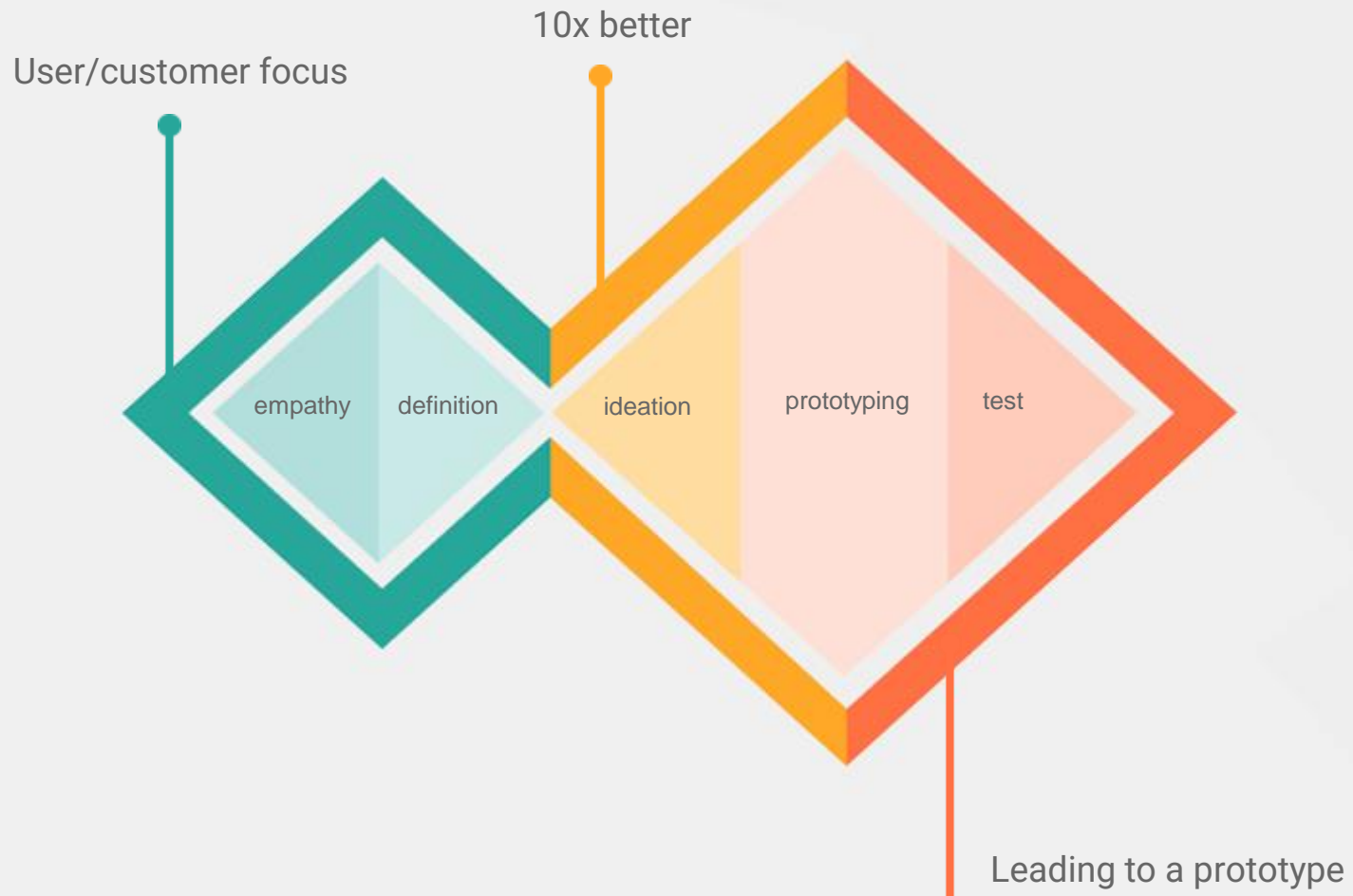


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Chapter 10 Test







Get feedback!

- Show the prototype to the target user.
- Let the user give you a feedback.
- Get answers to your selected 3 learning questions.
- Learn from it.

Testing ways ...

- User testing
- Product Reaction cards
- Pitching + feedback
- fake campaigns (+A/B testing)
- Pilot implementation of the prototype

Gathering test feedback

- Show / present it
- Stop talking, listen!
- No comments, no persuasion
- Build scenario for feedback gathering
- Take notes and gather answers – what worked, what didn't work, what should be changed, new inspiration
- Use Prototyping report card before test



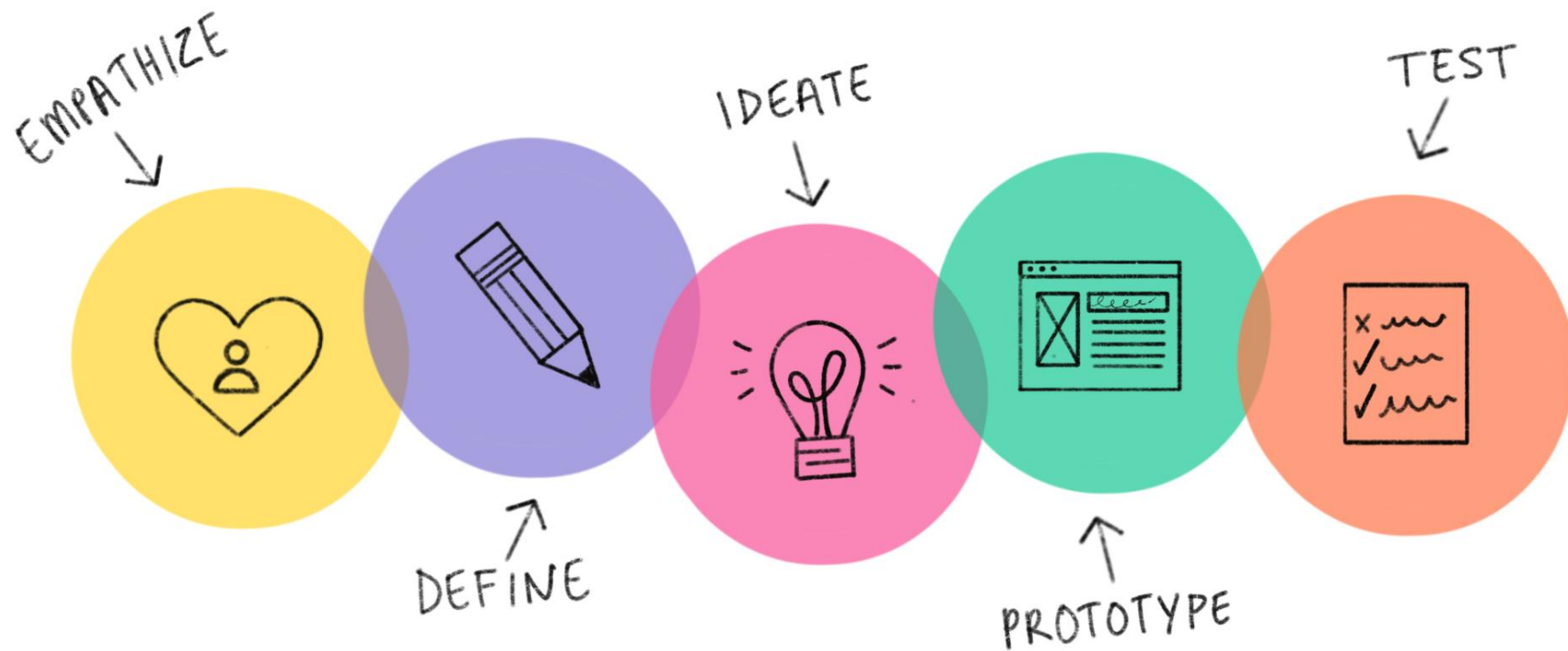
LET'S
DO IT!



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Chapter 11 Loop back





LET'S
DO IT!

Incorporating feedback

- Use Prototyping report card after test
- Implement into prototype/decide if to go back in the design thinking process



Further information

CB Insights: <https://s3-us-west-2.amazonaws.com/cbi-content/research-reports/The-20-Reasons-Startups-Fail.pdf>

IDEO Design thinking: <https://designthinking.ideo.com/>

Design Kit: <https://www.designkit.org/methods>

The Workshopper Playbook – chapter Create + Commit: <https://www.workshopperplaybook.com/book-choice>

SciFi: From Scientists to Innovators for Industry - <https://eithealth.eu/programmes/sci-fi/>

Embrace: <https://www.embraceglobal.org/>

Medium: <https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>

Envato Tuts +: <https://business.tutsplus.com/articles/top-brainstorming-techniques--cms-27181>

Sprint stories: <https://sprintstories.com/storyboarding-2-0-4e282b2da94d>,

Canva: <https://www.canva.com/learn/how-to-build-a-storyboard/>

Wireframes: <https://www.justinmind.com/>

Mock-ups: <https://www.mockupworld.co/>

UX Design: <https://uxdesign.cc/7-tips-for-efficient-prototyping-acbfd096fe18>,

Design Kit: <https://www.designkit.org/methods/role-play>

Thank you
for your attention



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