

Design and Innovation Thinking



Design and Innovation Thinking

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.

Design and Innovation Thinking

Chapter 2 Why us?



Who will guide you through today?



Michal Štefan

Product and
Innovation Leader

Ex Head of Project
Implementation and
Communication



Vojtěch Jíra

Project Manager of
Innovation Days and
educational
programmes



Pavel Bartoš

Co-founder at
StartupBox and
Happyend. Head of
marketing at Inventi



We improve societies through
digital innovation and research.



FUNDRAISE



CO-CREATE

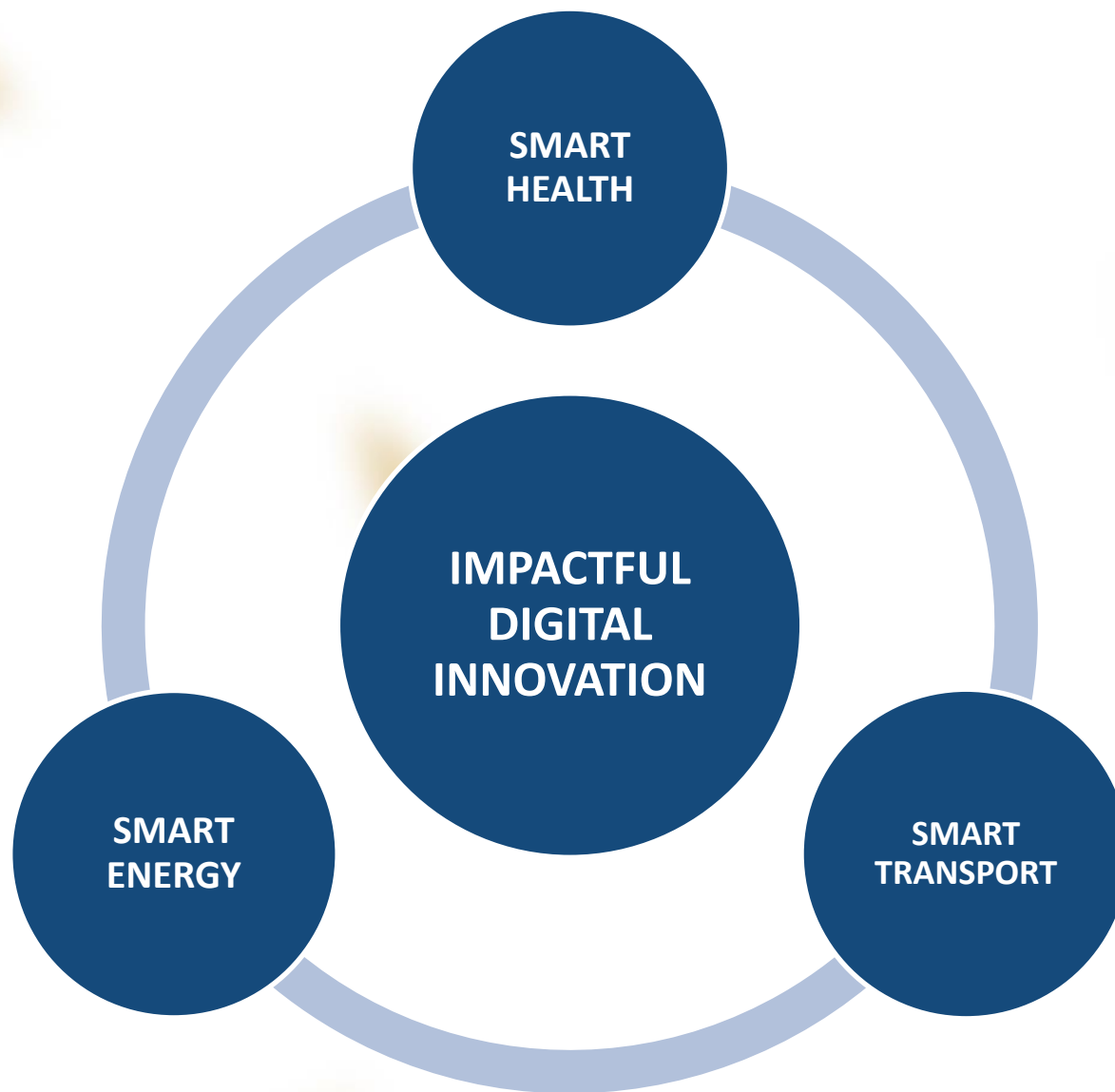


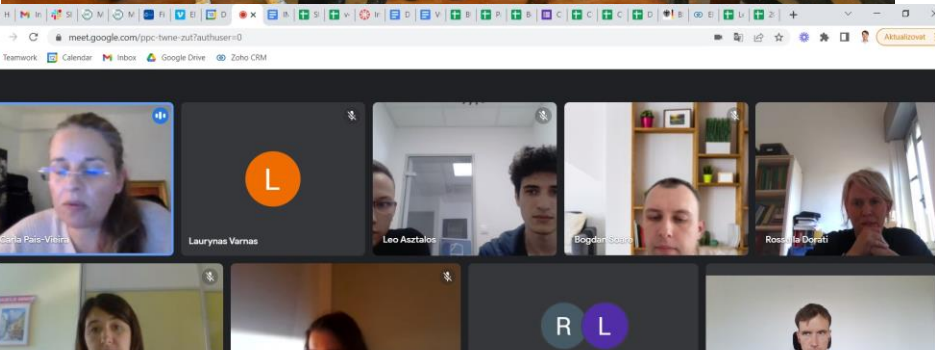
BUILD



EDUCATE





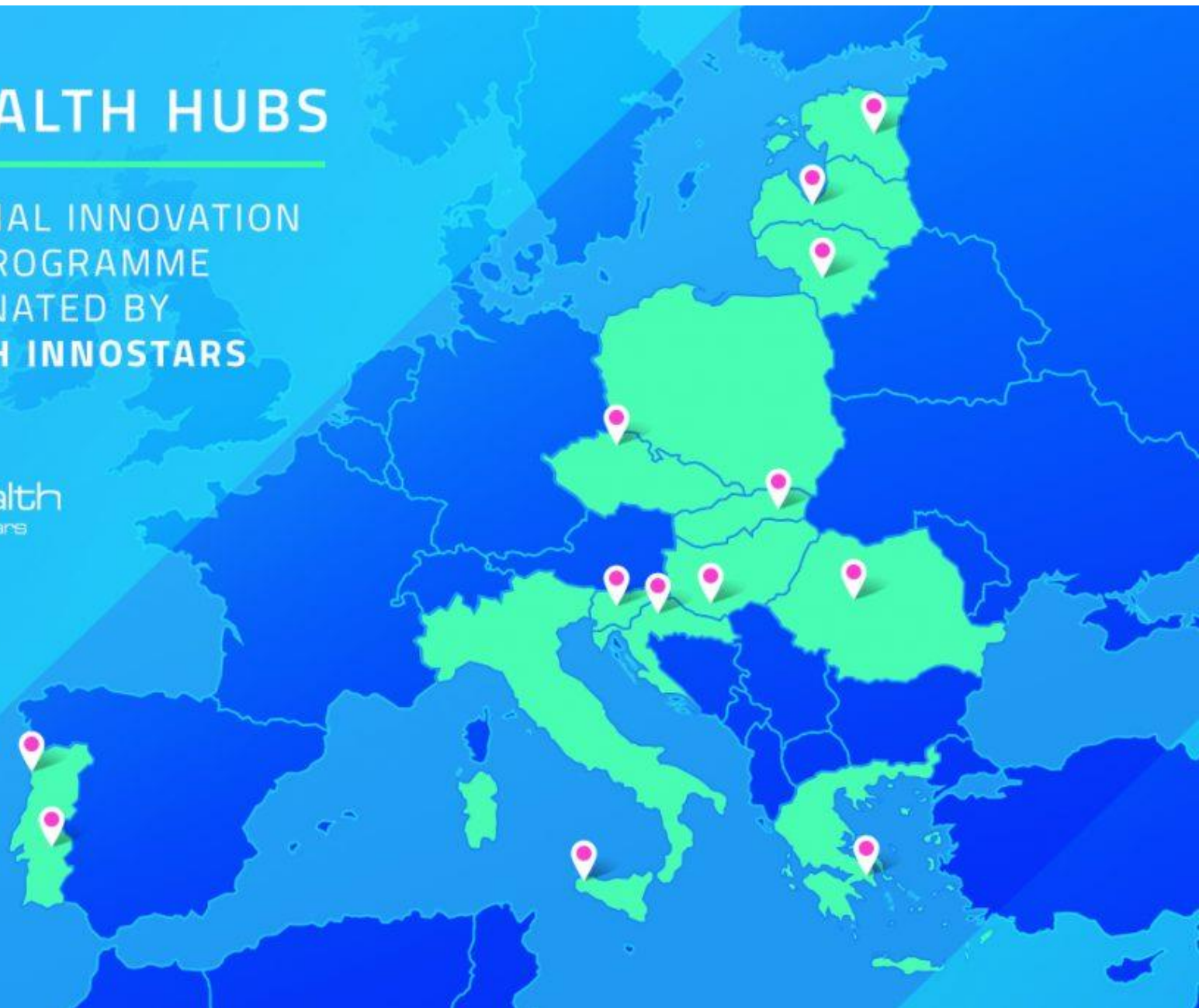


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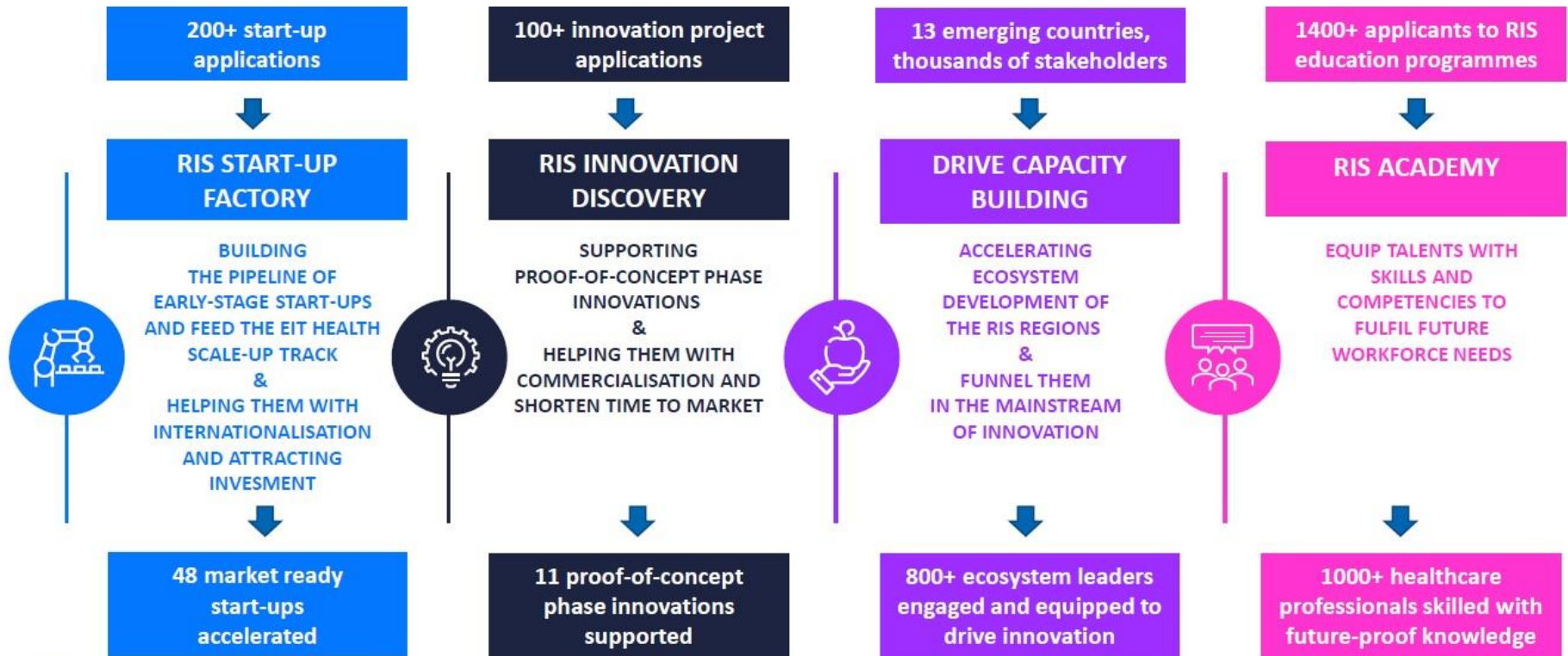
EIT REGIONAL INNOVATION
SCHEME PROGRAMME
IS COORDINATED BY
EIT HEALTH INNOSTARS



Funded by the
European Union



EIT HEALTH RIS PROGRAMME STRUCTURE



Design and Innovation Thinking

Chapter 3 Why you?!



Get maximum personal value!

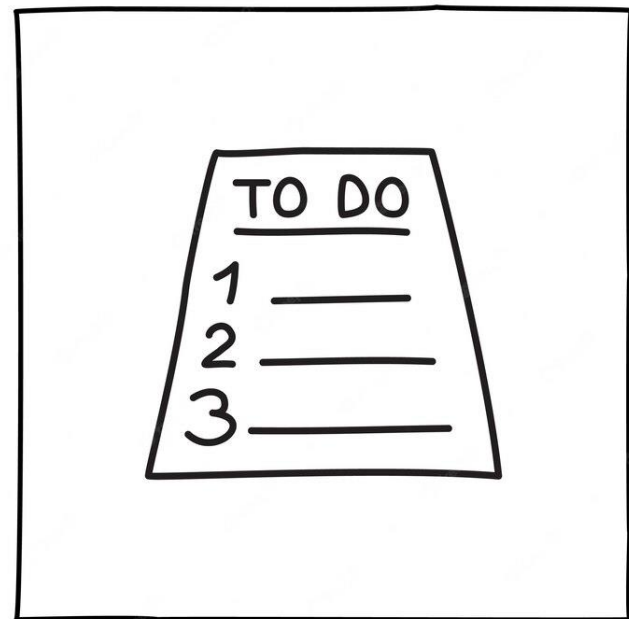
QUESTIONS

- In physical space
- In virtual space



PERSONAL TAKEAWAY

- Focus on 3 takeaways for your own needs



Design and Innovation Thinking

Chapter 4

Why the hell and what the hell?

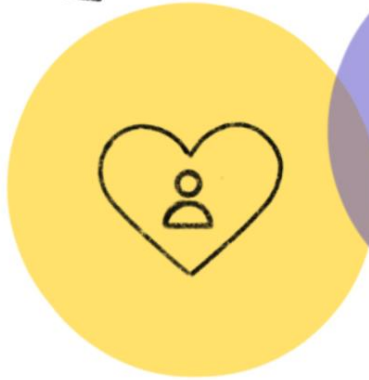


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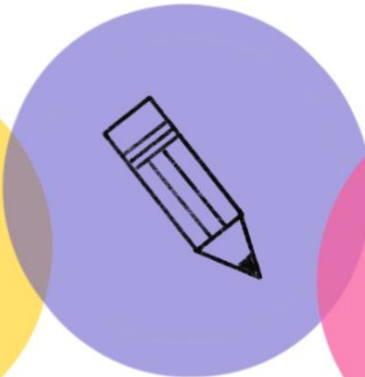


Let me tell you a story of a product which was actually developed with this methodology and where the company tried to improve

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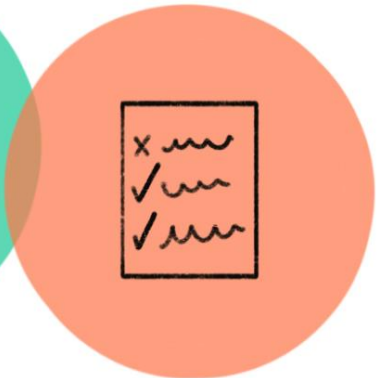
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PROTOTYPE



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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

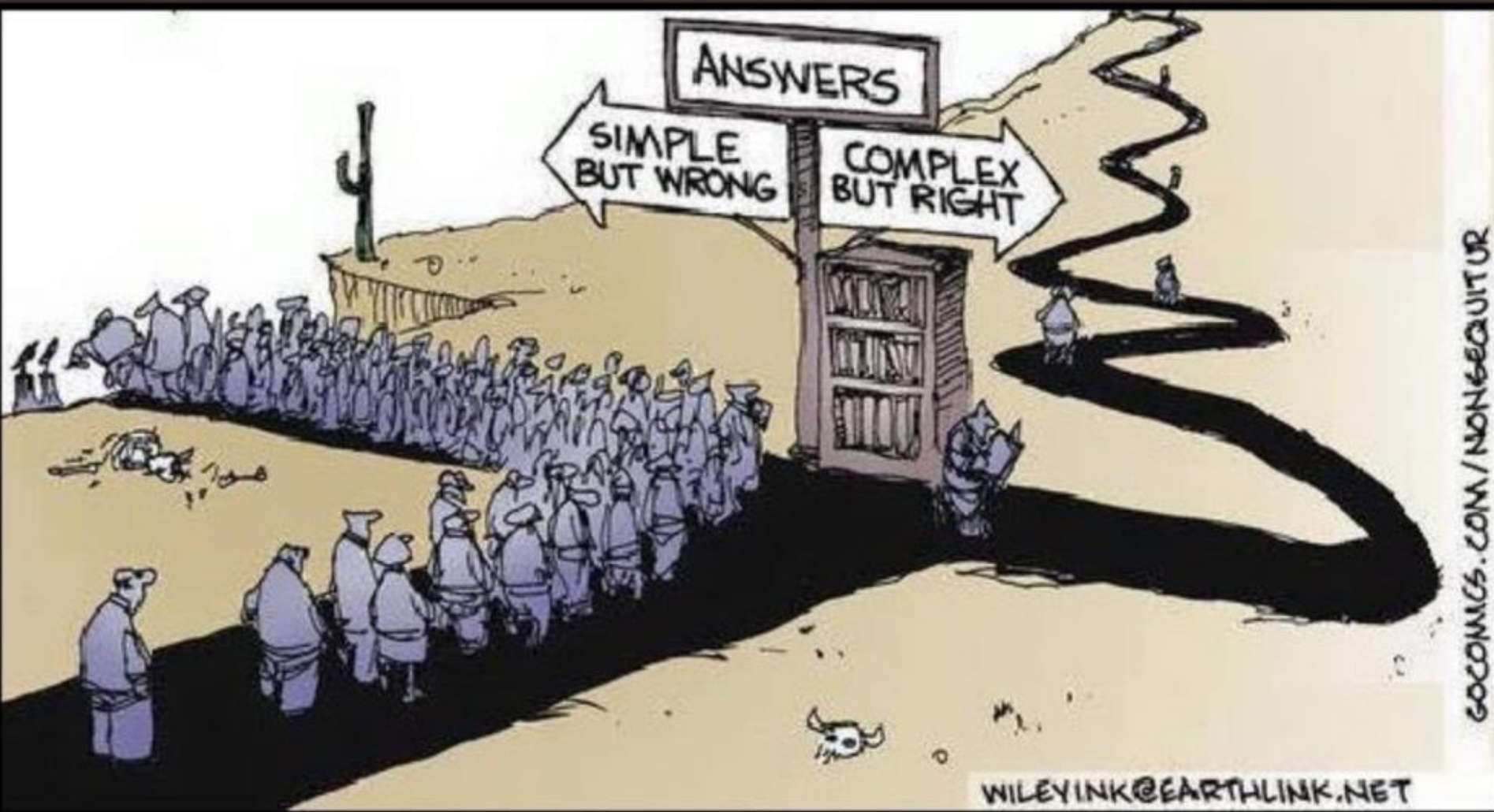
Ignoring customers



No market need / Poor product



No product-market fit





TO DO

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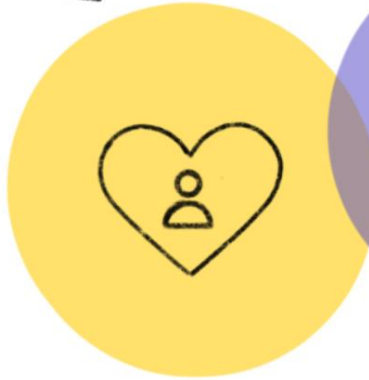
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Design and Innovation Thinking

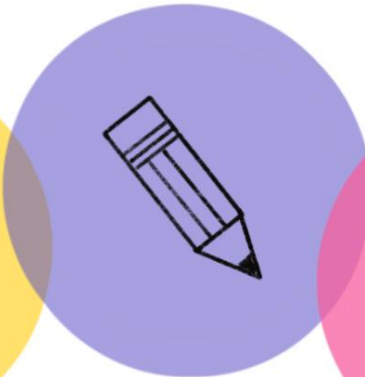
Chapter 5 Empathize



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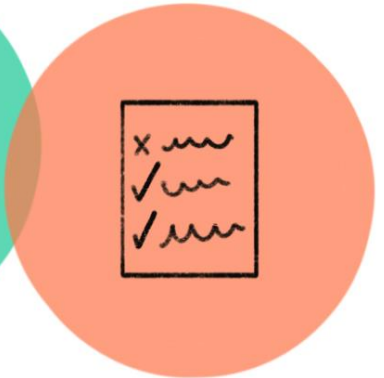
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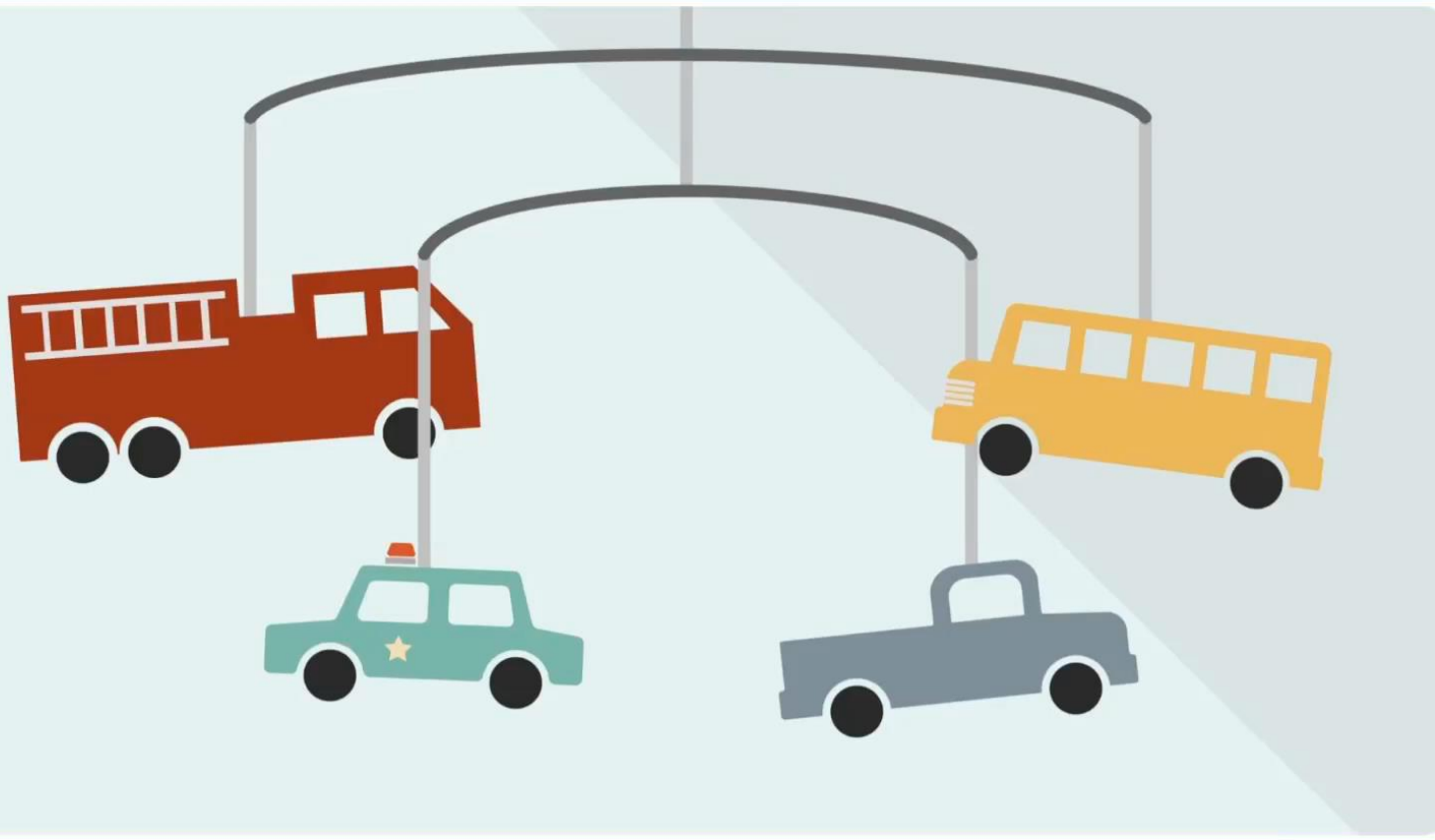
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So let me start with a little story of where I will try to explain you why all this is very important and why it's important to understand

Empathy methods/tools

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

Interviewing

- Get stories, emotions, insights
- Listen!
- Open questions
 - „Tell me about a time ...“*
 - „Walk me through ...“*
 - „Tell me more about ...“*
 - „Why, why, why?“*
- No suggesting questions
- Taking notes: speak, do, think, feel



TO DO

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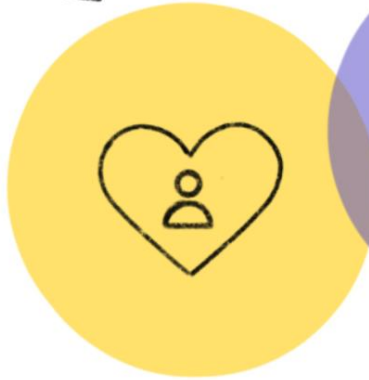
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Design and Innovation Thinking

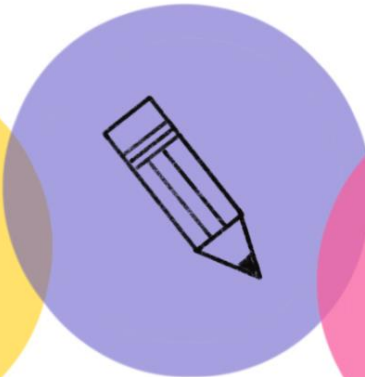
Chapter 6 Define



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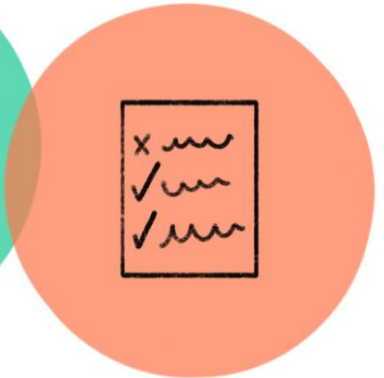
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Defining design challenge

- 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 convert a full-day workshop / series of assignments on design thinking into a hybrid 1,5h seminar to train innovation stakeholders and university academic staff and students who want to understand the purpose and process of design thinking?“



Design and Innovation Thinking

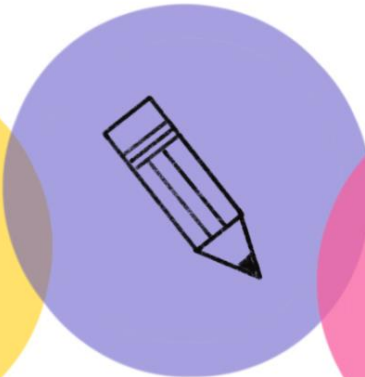
Chapter 7 Ideate



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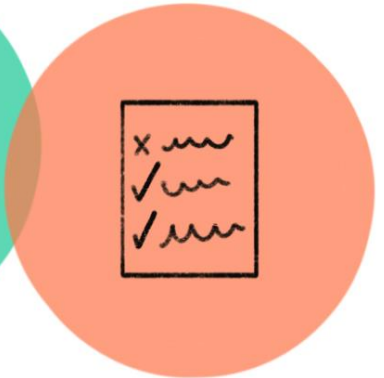
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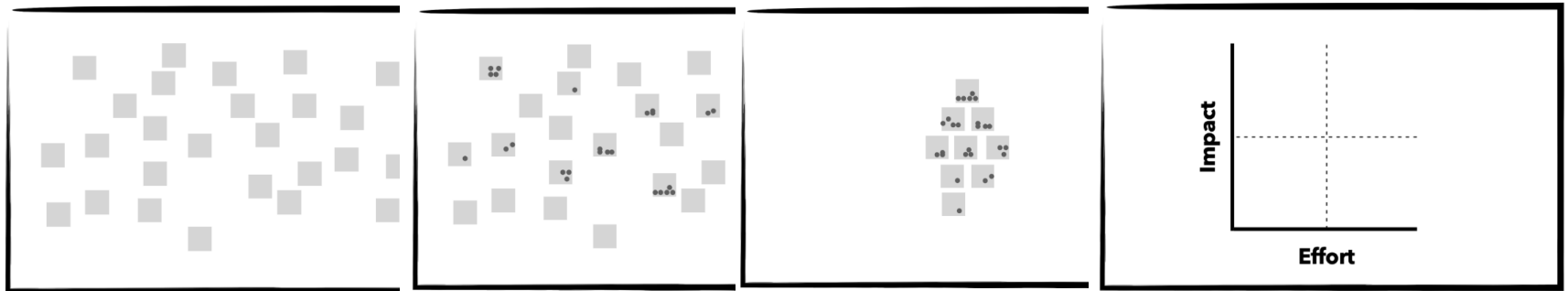


Brainstorming rules

- 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

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



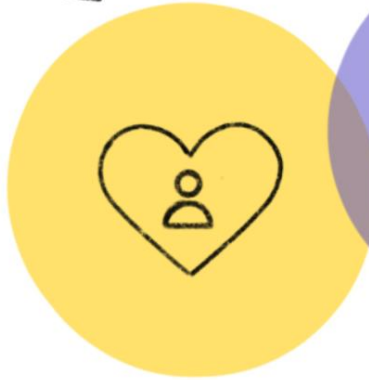


Design and Innovation Thinking

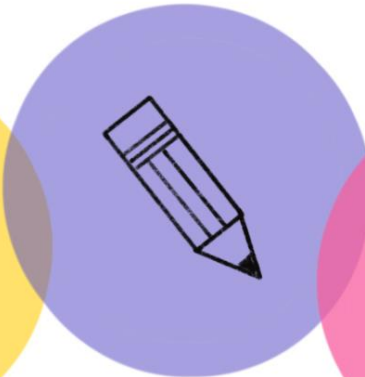
Chapter 8 Prototype



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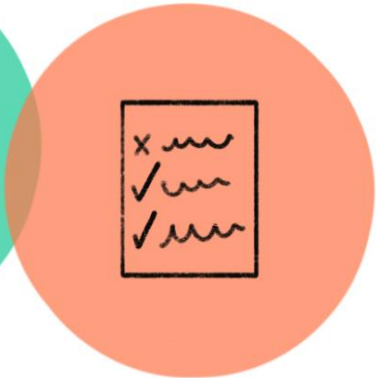
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Prototype

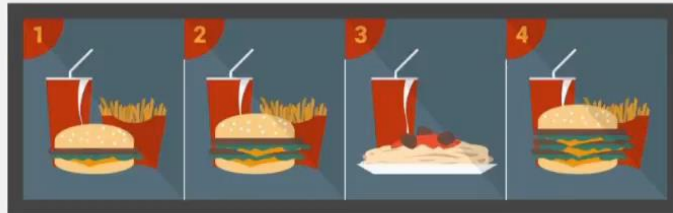
- For validating assumptions and answering questions
- Do people want it? (would they use it, buy it, prefer it among others)
- How should it work? (can they do it, how do they feel doing it, do they understand the process)

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

Prototype formats

- Presentation
- Visuals
- Website
- Video
- Paper models
- Mock-ups
- Wireframes
- Real prototype

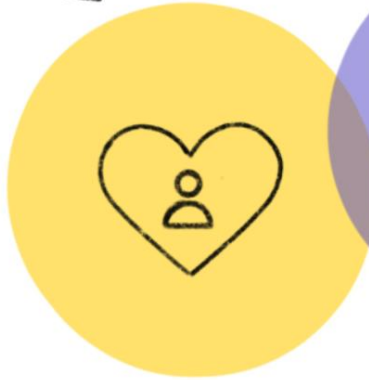


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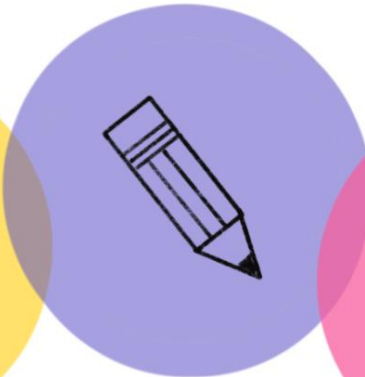
Chapter 9 Test



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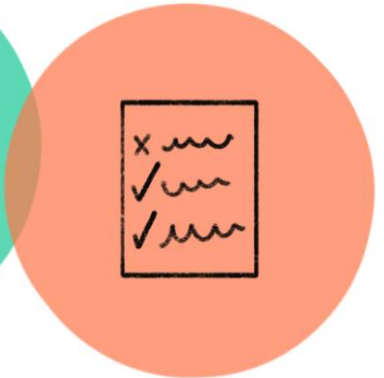
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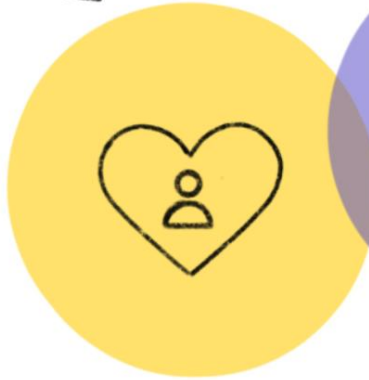
Testing ways ...

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

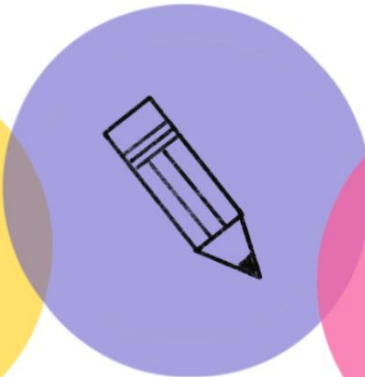
Gathering test feedback

- 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
- Implement into prototype /decide if to go back in the design thinking process

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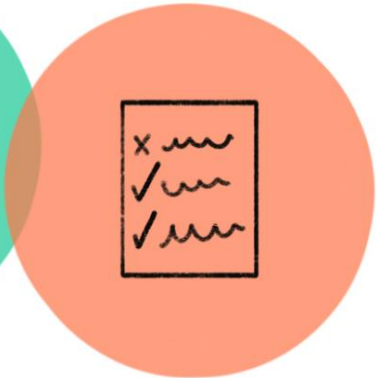
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Design and Innovation Thinking

Chapter 10 Your personal takeaway



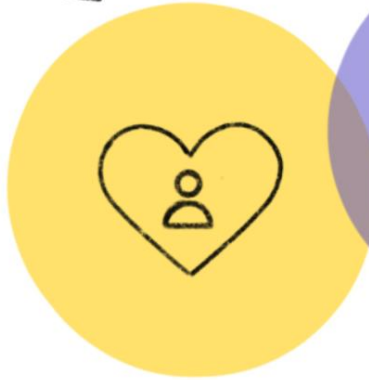
TO DO

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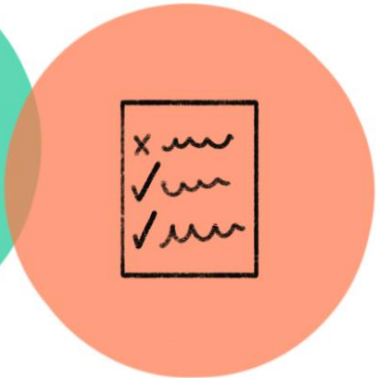
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Empathy interview

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TO DO

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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/>

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