

DESIGN THINKING

Sure! But why?

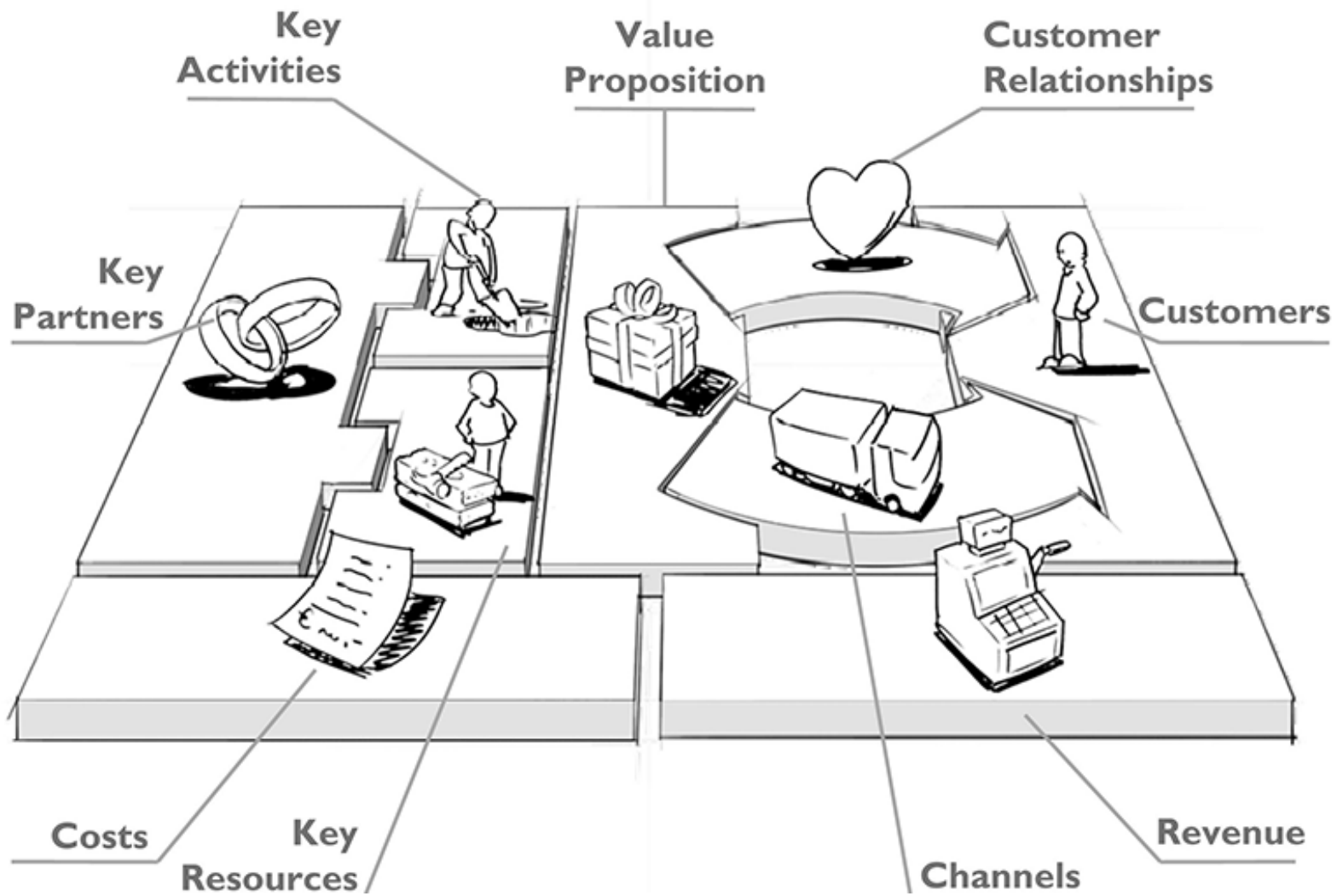


Taavi Tamm
University of Tartu

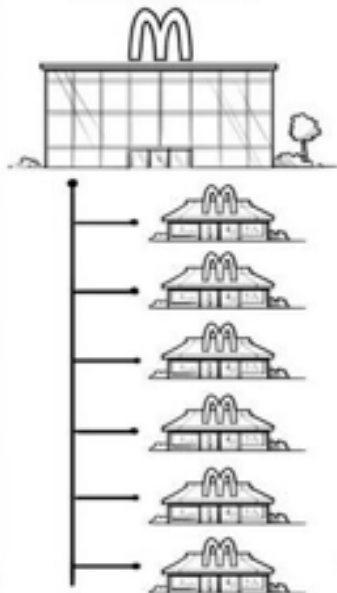


What's in the menu?

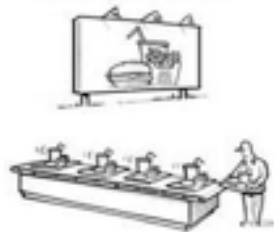
- Business model & Lean Canvas
- Design Thinking
- Tips & Tools
- Get out there!



STRATEGIC PARTNERS



KEY ACTIVITIES



KEY RESOURCES



VALUE PROPOSITION



CUSTOMER RELATIONSHIP



DISTRIBUTION CHANNELS



CUSTOMER SEGMENTS



COSTS



REVENUES



Problem

Solution

*VALUE
PROPOSITION*



Unfair advantage

*CUSTOMER
SEGMENTS*



Key metrics

*DISTRIBUTION
CHANNELS*



COSTS



REVENUES



Problem

Solution

VALUE
PROPOSITION

Unfair advantage

*CUSTOMER
SEGMENTS*

Key

ION
LS

COSTS

ENUES





CANVASES HELP YOU TO ANSWER FOLLOWING QUESTIONS...

WHO is your customer?

WHAT is the value you provide?

HOW are you going to do it?

The Problem

YOUR CUSTOMER'S TOP 1-3 PROBLEMS

1. The “Job to be done”

2.

3.

+ EXISTING ALTERNATIVES



How do they solve these problems today?

Customer

USER VS. CUSTOMER

WHO IS GOING TO **USE** YOUR PRODUCT?

VS.

WHO IS GOING TO **PAY** FOR YOUR PRODUCT?



The Problem

YOUR CUSTOMER'S TOP 1-3 PROBLEMS

1.PROBLEM NR 1.

2.PROBLEM NR 2.

3.PROBLEM NR 3.



Value proposition

YOUR VALUE PROPOSITION
COMES DIRECTLY FROM
THE **PROBLEM NR.1** YOU
ARE SOLVING



The Problem

YOUR CUSTOMER'S TOP 1-3 PROBLEMS

1.PROBLEM NR 1.

2.PROBLEM NR 2.

3.PROBLEM NR 3.



Solution

BE CREATIVE - FIND **MORE THAN 1 SOLUTION** TO EACH PROBLEM

1.SOLUTION NR 1.

2.SOLUTION NR 2.

3.SOLUTION NR 3.



“Google” the problem, not your idea...

How to keep you

how to keep you

how to keep you

how to keep you

how to keep you

how to keep you

how to keep you



Eemalda

Channels

HOW ARE YOU GOING TO FIND YOUR FIRST 10 CUSTOMERS?

-where can they buy your product?

-how are they going to find you?

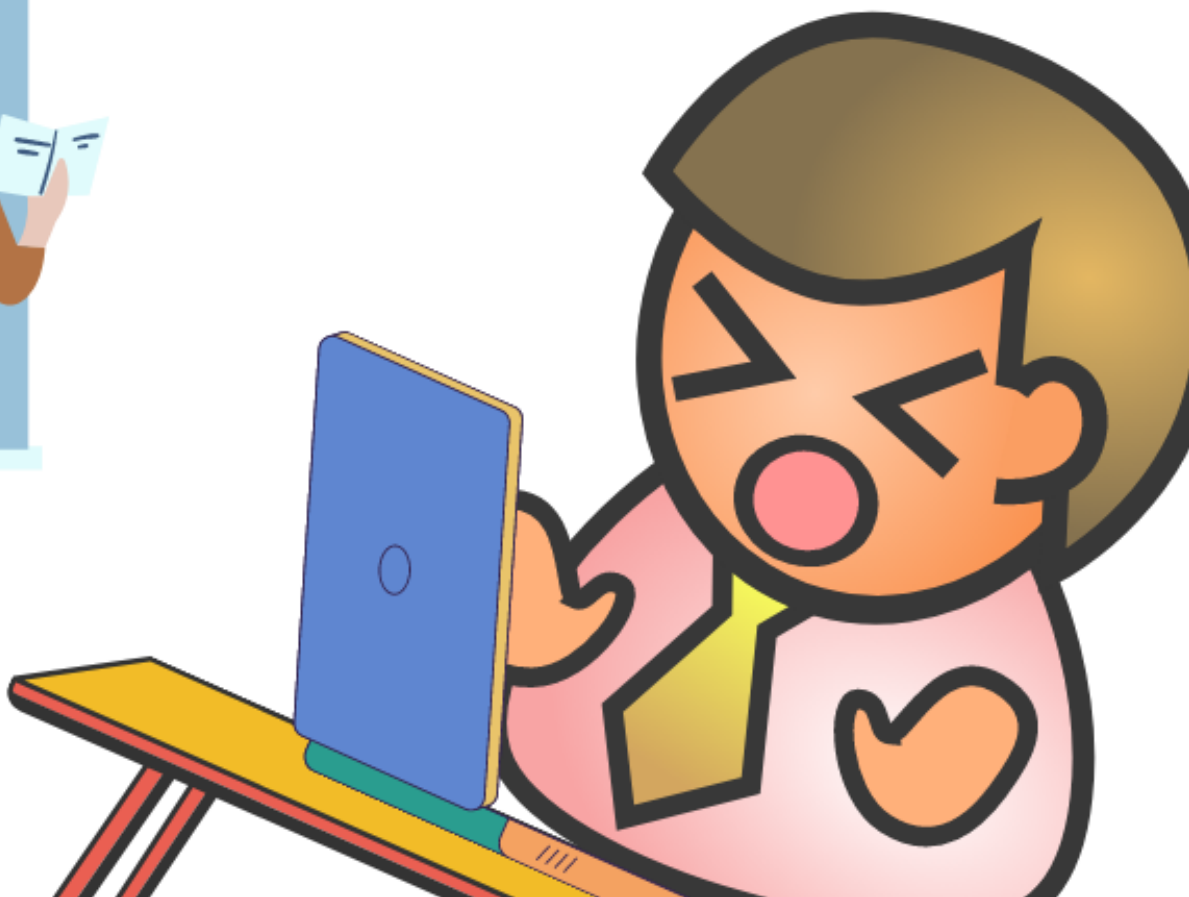




Service Design



a
b





Customer Experience **DESIGN**

Service**DESIGN**

Product**DESIGN**

DESIGN



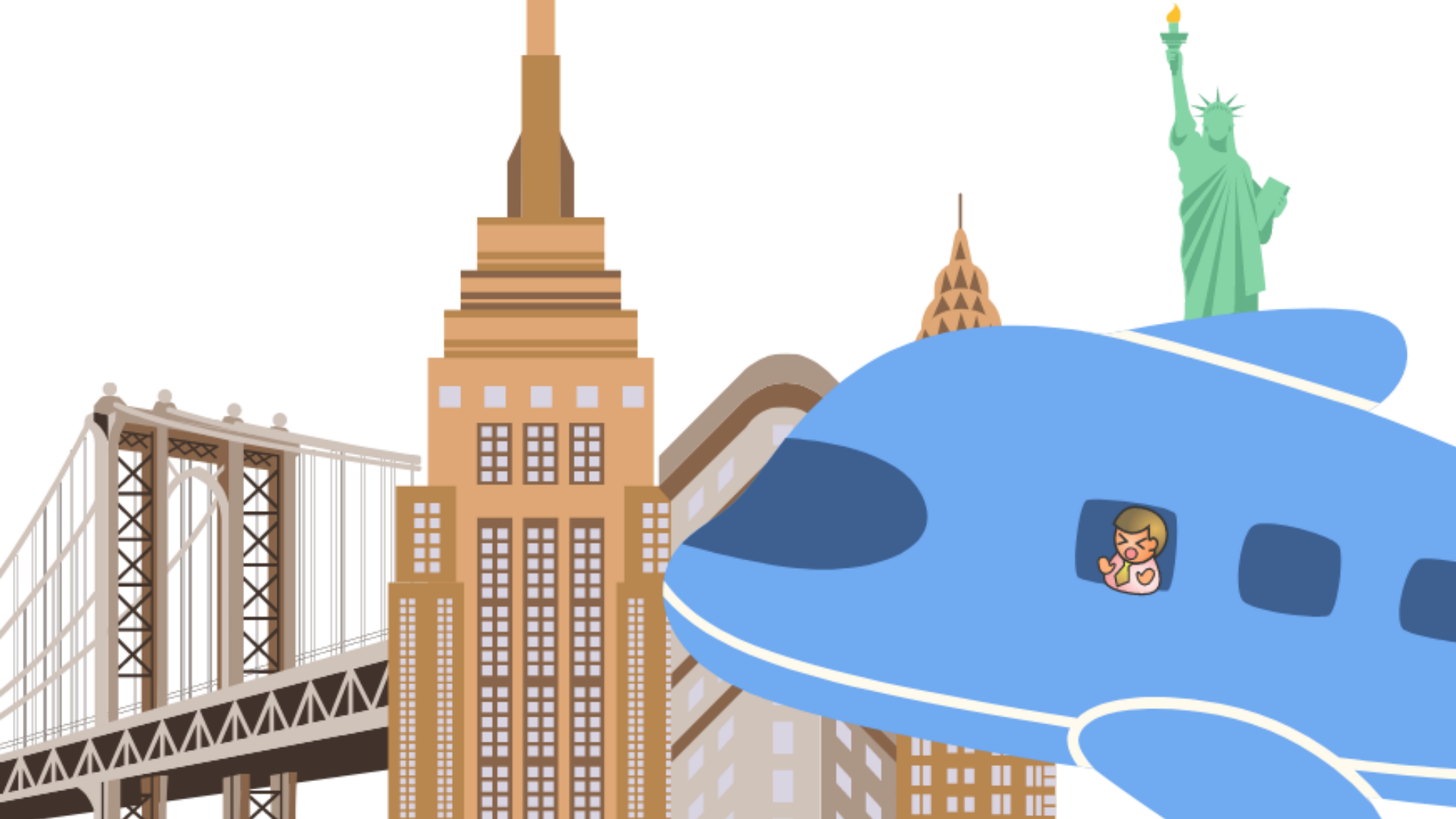
Co-**DESIGN**

Customer Centric **DESIGN**

User Experience **DESIGN**

...and another **DESIGN**...

...and another one!





Customer Experience **DESIGN**

Service**DESIGN**

Product**DESIGN**

DESIGN

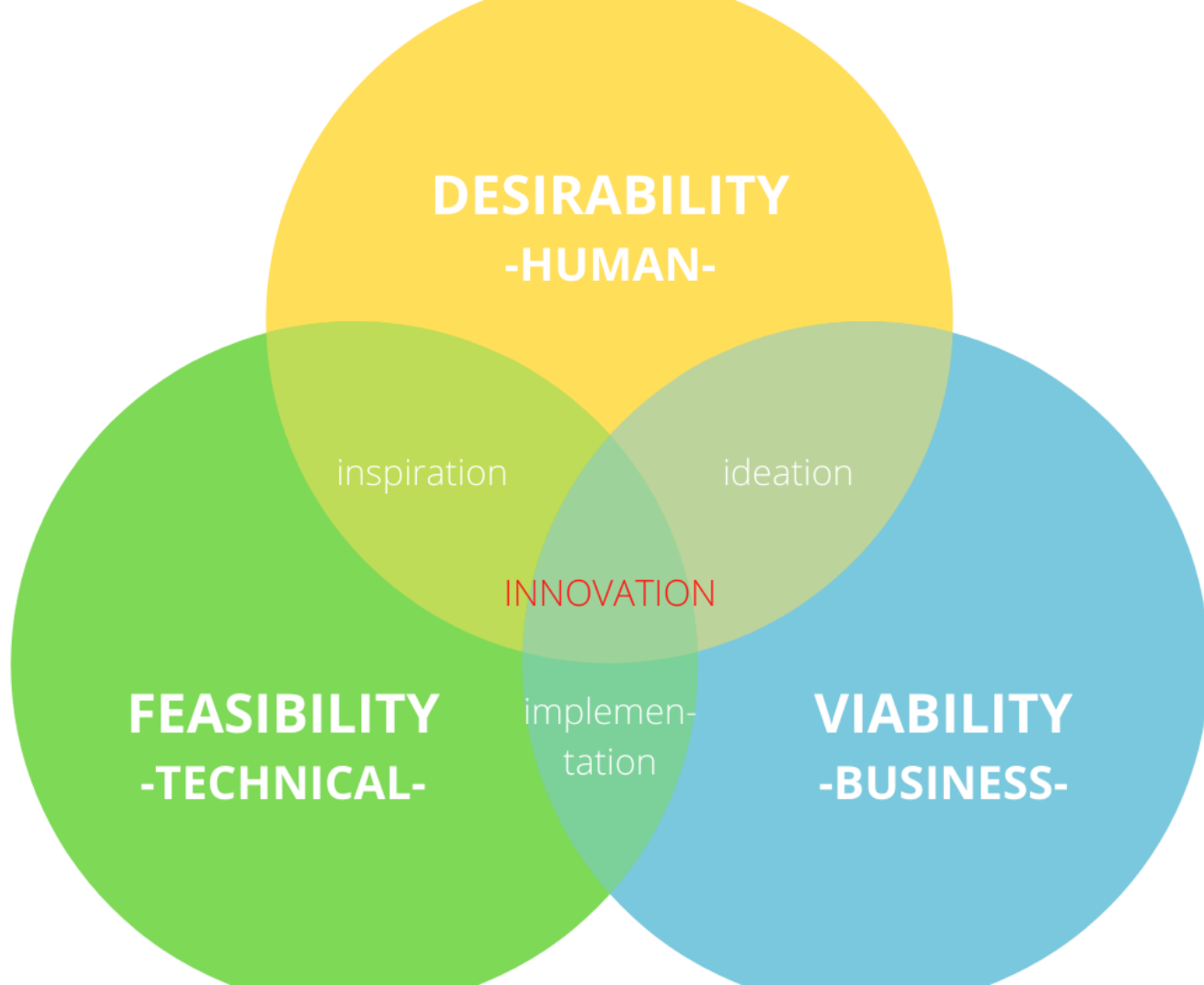
Design Thinking

Co-DESIGN

Customer Centric **DESIGN**

User Experience **DESIGN**

...and another **DESIGN**...





Saved from i.dailymail.co.uk

New Iphone

California iPhone fight : Homeless people, who were hired to stand in line outside the Pasadena Apple store for hours for the new iPhone, were enraged when they did not get paid. #Applenews...



Saved by **Daily Mail**

New Iphone

Iphone 5s

The Third Man

Homeless People

App >

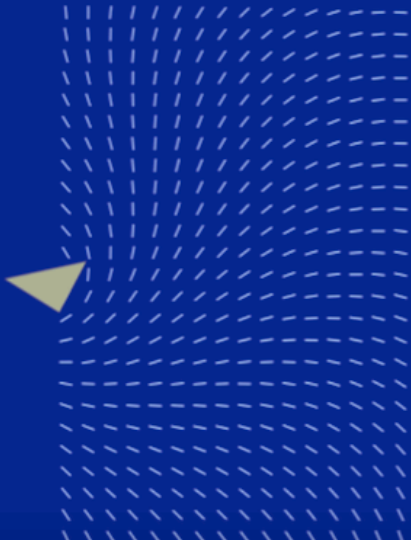
[More information...](#)

California iPhone fight : Homeless people, who were hired to stand in line outside the Pasadena Apple store for hours for the new iPhone, were enraged when they did not get paid. #Applenews...



80%

of organisations believe
they offer an exceptional
services



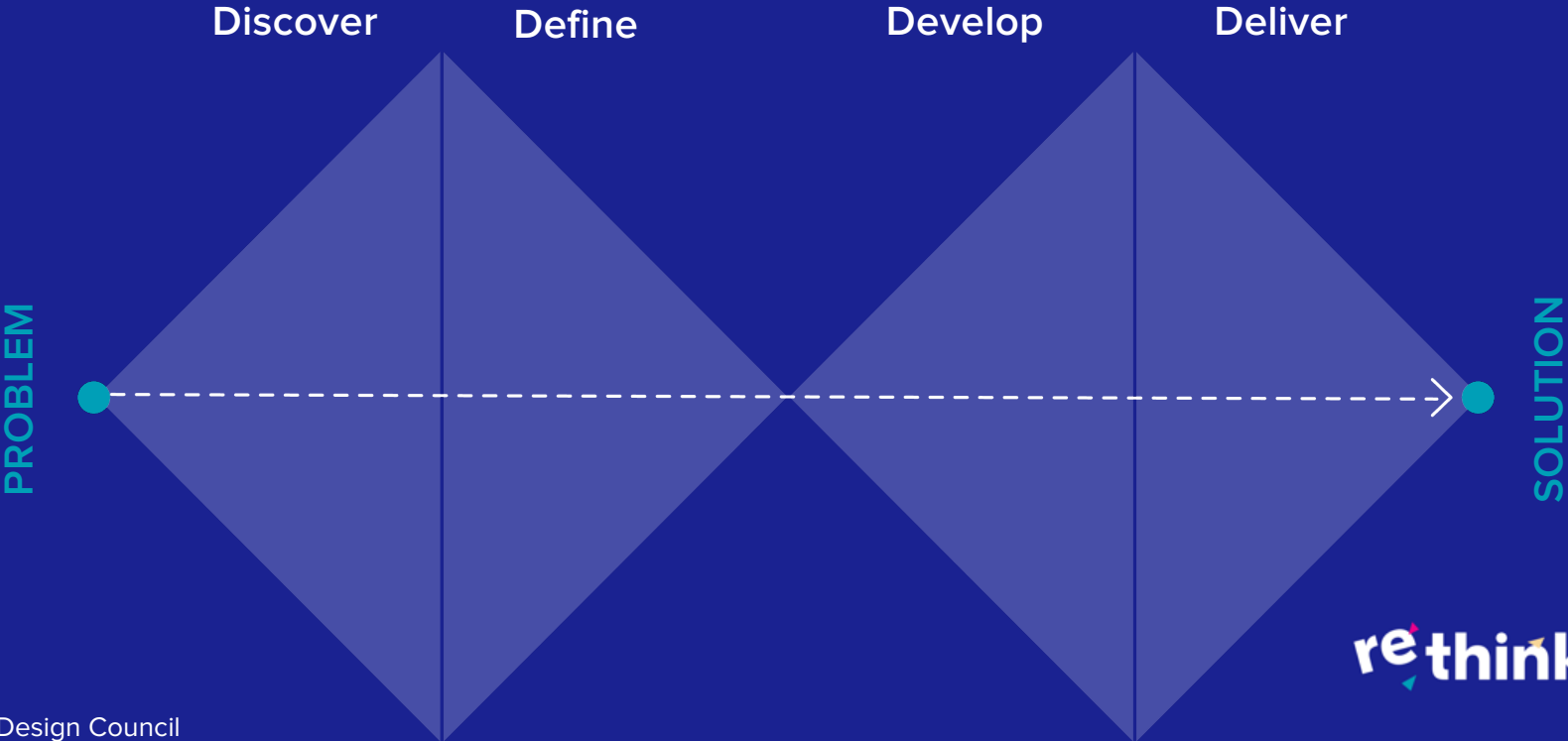
8%

of customers
agree with them

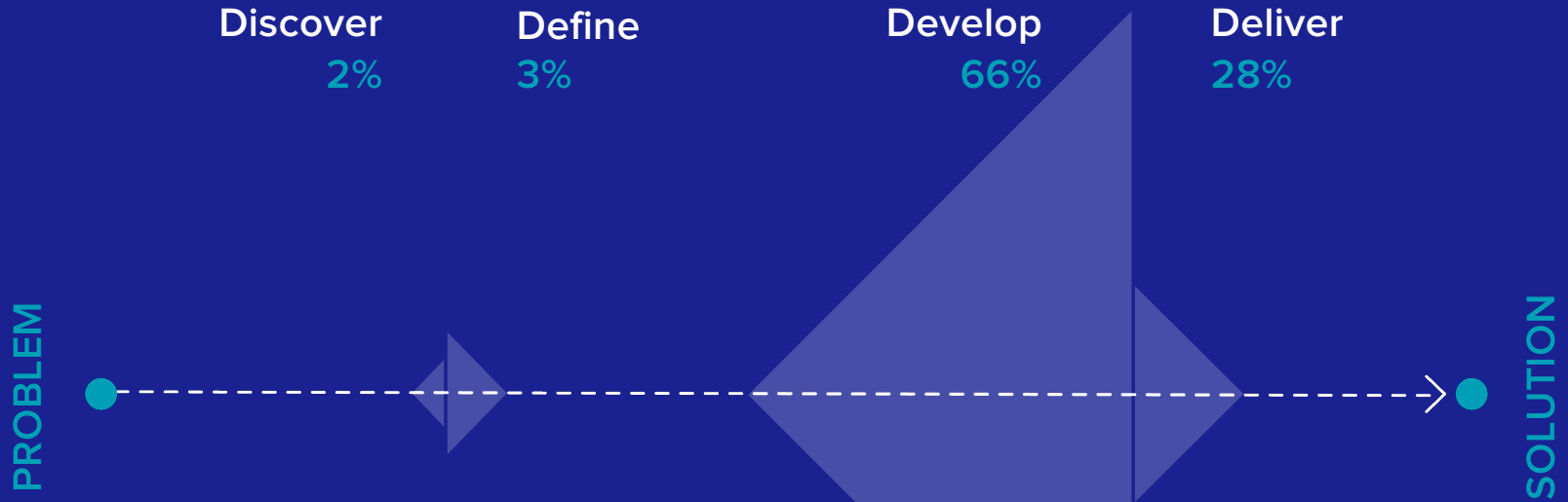


rethink

Design Process



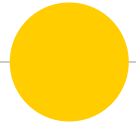
Actual time spent



rethink







Some things we believe in...

● *An assumption is your greatest enemy*

“

When I Grow up...



I want to be like mommy!

● *Customer is an expert of his own experience*

“

212-568-2017

Eyes on Broadway

Eyes on Broadway

MARIA TASH

MARIA TASH

Phone



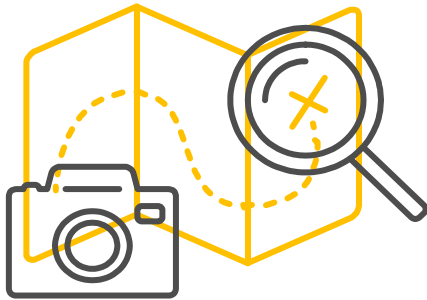


Subway

MetraCard
Wending My Way
At The
Station

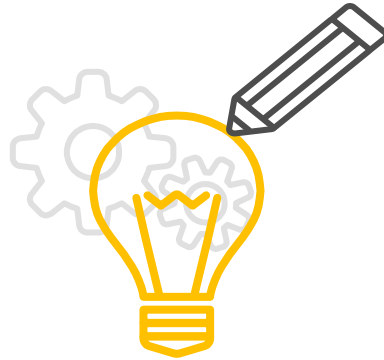
● How does it work?

● Exploratory



Meet people where they are to understand “what is happening and why?”

● Generative

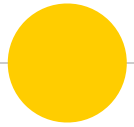


Co-create with people to imagine “what if?”

● Evaluative

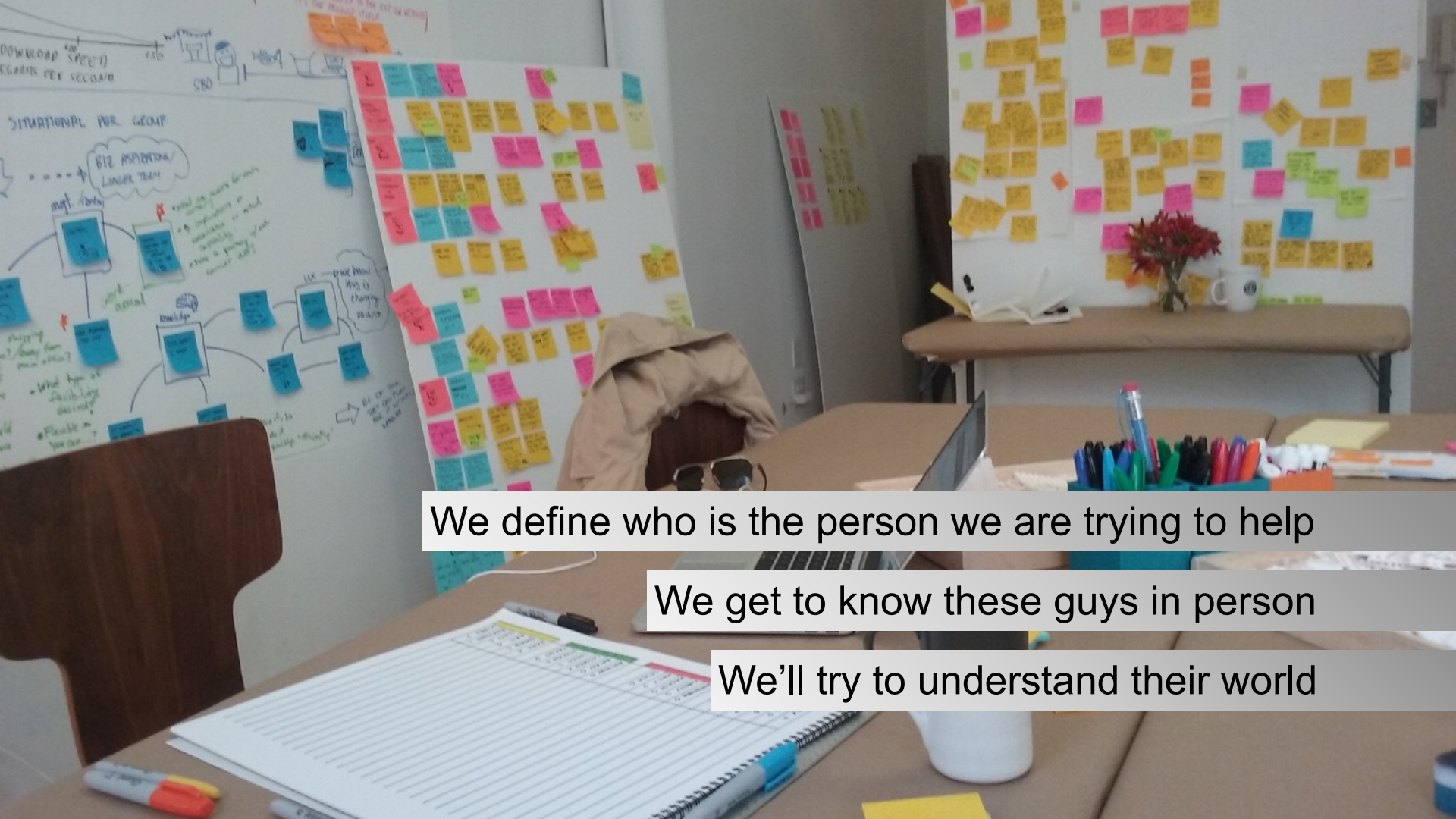


Test iteratively with people to assess “what will this be?” and “does it work?”



Exploratory phase

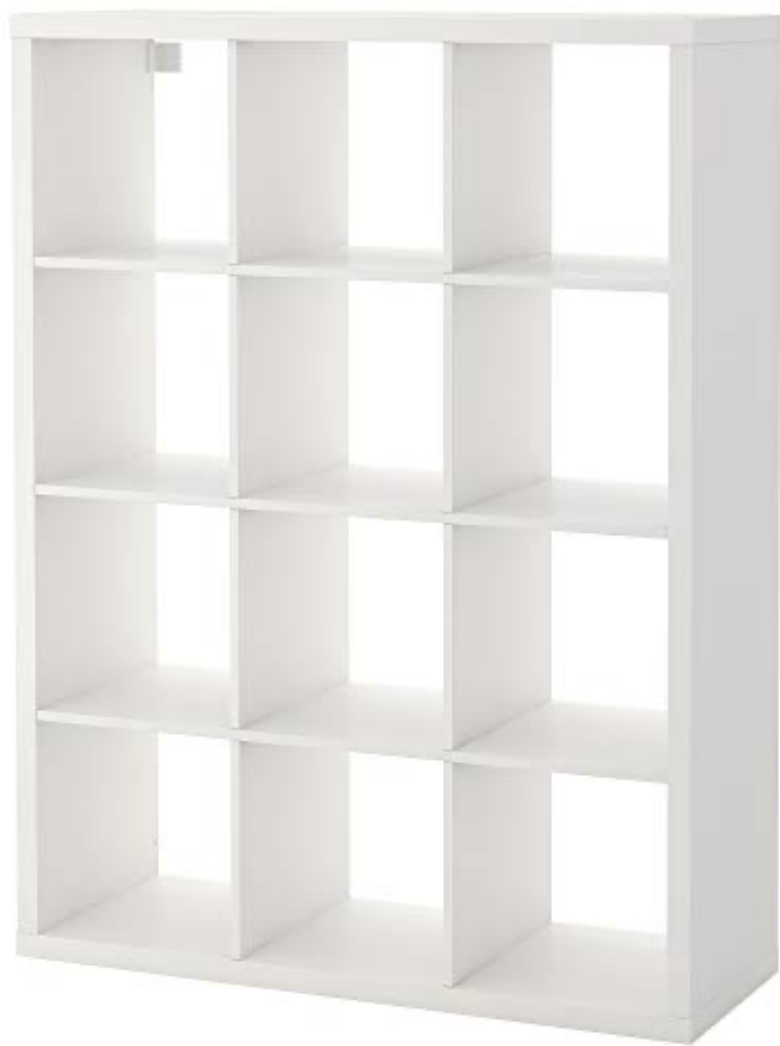
Meet people where they are to understand what is happening and why?



We define who is the person we are trying to help

We get to know these guys in person

We'll try to understand their world

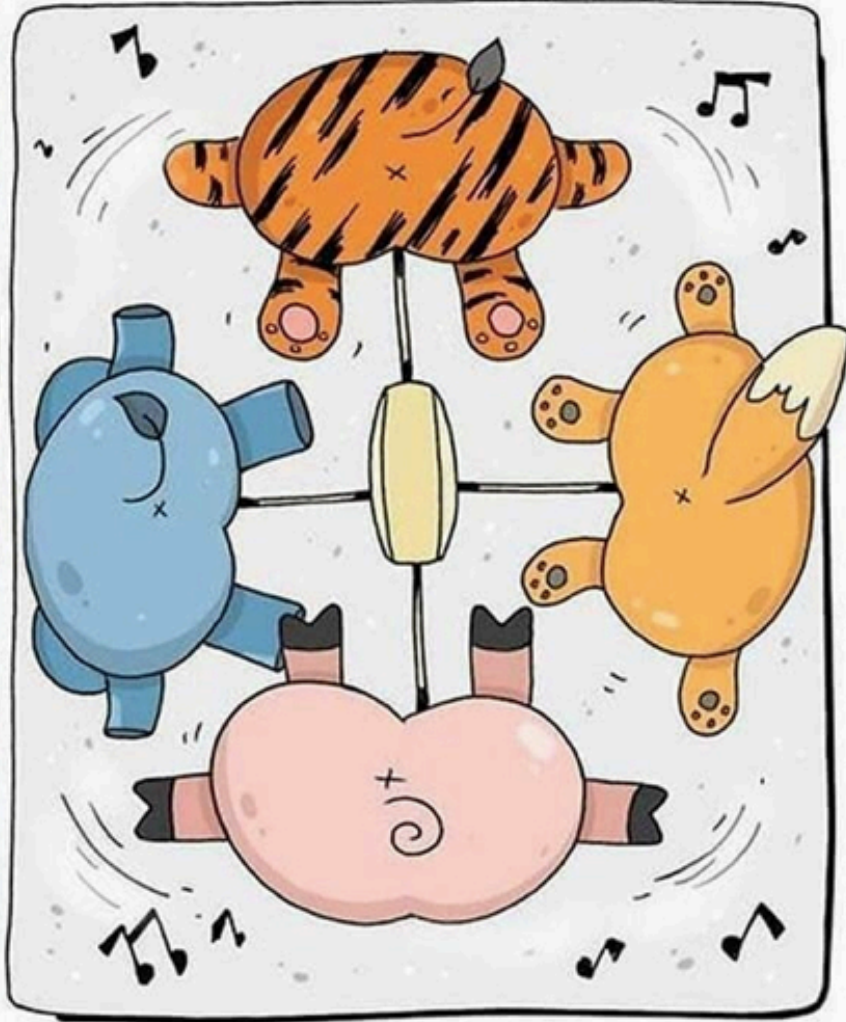




I love it!

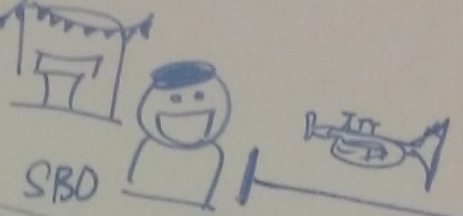
Me too!





DOWNLOAD SPEED
MEGABITS PER SECOND

150



DAY 6

SITUATIONAL PER GROUP.

CURRENT EXP

BIZ. ASPIRATIONS / LONGER TERM

mgt. control

WORK IN PROGRESS

GENERAL CONCEPTS FOR THE BUSINESS MODEL

• what are reasons for each carrier?
• implications or convenience or actual capability.
• how is journey w/ each carrier diff?

work-actual

NOT SHIPPED FOR THE

Knowledge

IT'S WHAT I CAN

DON'T NEED A TON OF SHIPPING, BUT THE FIRST ONLY

LUX
UPS BOX

what part of shipping does on the go? away from main office?
How much of your biz does on mobile?
If you could on super mobile, what would be? why?
• What type of flexibility desired?
• Flexible in you can...?
• bc my biz is convenient & THEY ONLY ONLY SEE THEM AS.

IN ORDER TO BE ABLE TO SHIP TO ANYWHERE

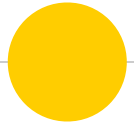
DON'T SHIP WHAT YOU CAN SHIP IN THE

TOO SLOW UPS

Multiple sticky notes in various colors (yellow, green, blue, orange) scattered across the top half of the whiteboard.

A grid of sticky notes organized into columns and rows, containing various notes and diagrams.

A vertical list of notes or a checklist on the right edge of the whiteboard.



Generative phase

Build with people to discover “what if”?



We create solutions using our customers' help (co-creation)

Co-creation workshop in NYC for improving the laundromat services



50% OFF PET STORE



RENO: 25% off Cafe (LooGee Haus)



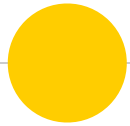
Lasndarbitz



LOCAL EVENTS SIGNUP

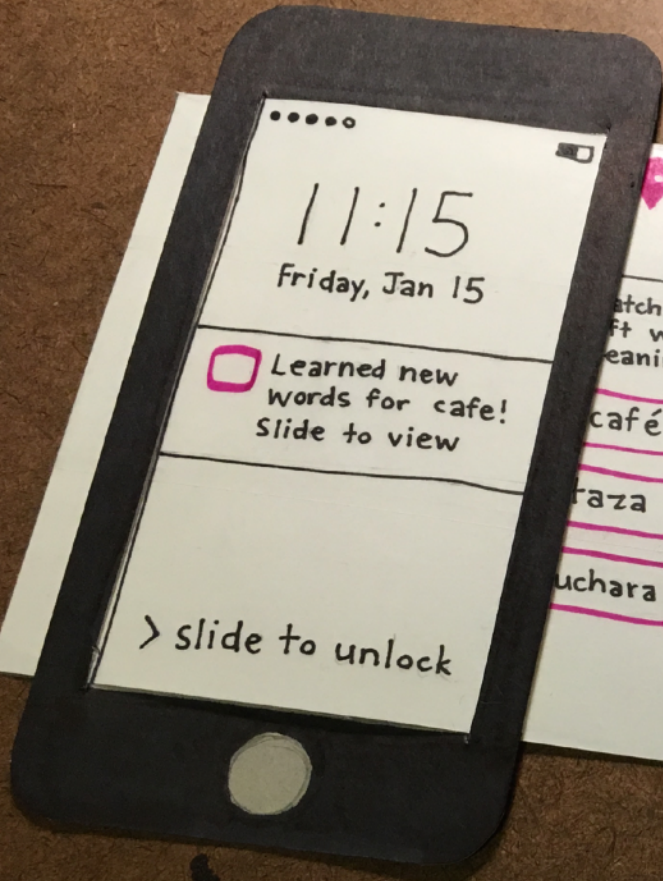


Save
100%



Evaluative phase

Test with people to assess “what will it be?” and “does it work?”



CAFE
15% complete

Match each word on the left with its correct meaning on the right.

café	spoon
taza	coffee
cuchara	cup

CAFE
20% complete

Match each word on the left with its correct meaning on the right.

café	spoon
taza	coffee
cuchara	cup

✓ Correct!

CAFE
LEARN NEW WORDS?
YES **NO**

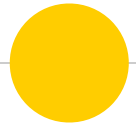
café

taza

We build crappy prototypes (prompts) to get quick feedback

**DUNKIN'
DONUTS®**

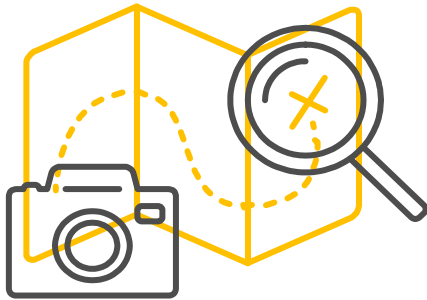




Let's try something...

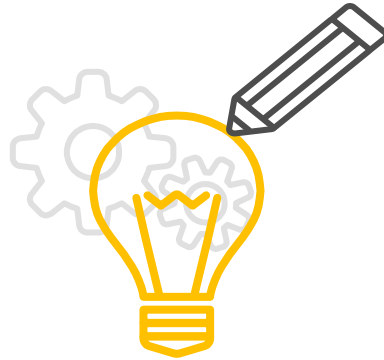
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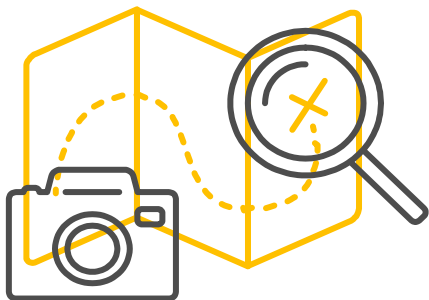
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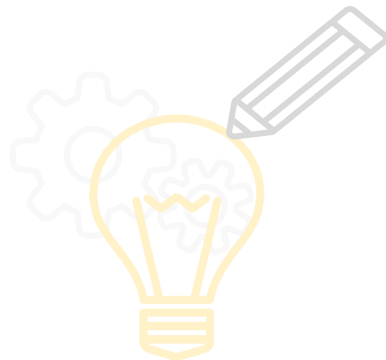
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Test iteratively with people to assess “what will this be?” and “does it work?”



Exploratory phase

- **Design challenge**

- Blank paper

- Research: service safari, observation, interviews

- Empathy map

- Persona

Design challenge

What is the problem we're trying to solve? one sentence :)

.....
.....
.....
.....



1. Who is the person having this problem?

.....
.....
.....

2. Rephrase it into a design question

How

to.....
.....
.....

(how to do something that makes the problem disappear?)



Exploratory phase

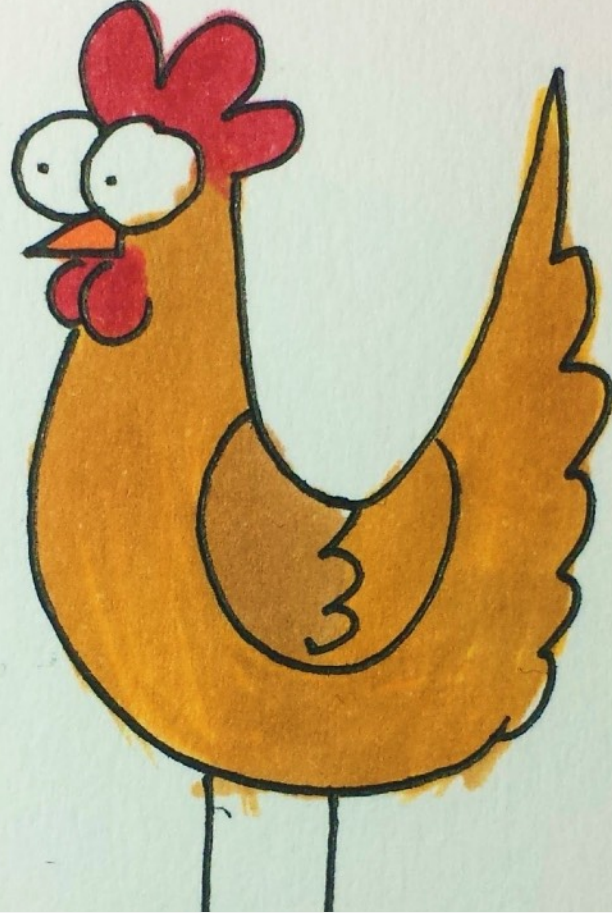
⦿ Design challenge

⦿ **Blank paper**

⦿ Research: service safari, observation, interviews

⦿ Empathy map

⦿ Persona



Do not think about this chicken!



Exploratory phase

- Design challenge
- Blank paper
- **Research: service safari, observation, interviews**
- Empathy map
- Persona



Exploratory phase

Service Safari

What is the product/service you could use yourself?

What are the activities you could try yourself?



Exploratory phase

● Non-participant observation “a fly on the wall”

Where would you go to observe people?

What is the situation you'd like to observe?

● Participant observation

a-day-in-a-life

work along



Exploratory phase

🕒 Interview

Who are the people you'd like to meet and where?

What would you like to know?

◉ Exploratory



Meeting people where they are to understand "What is?" and "Why?"

Who would you like to meet?

.....
.....
.....

Where would you have to go?

.....
.....

◉ Generative



Co-designing with people to imagine "What if?"

What activities could you use to provoke discussion?

.....
.....
.....
.....
.....
.....

◉ Evaluative



Testing iteratively with people to assess "What will it be?" and "Does it work?"

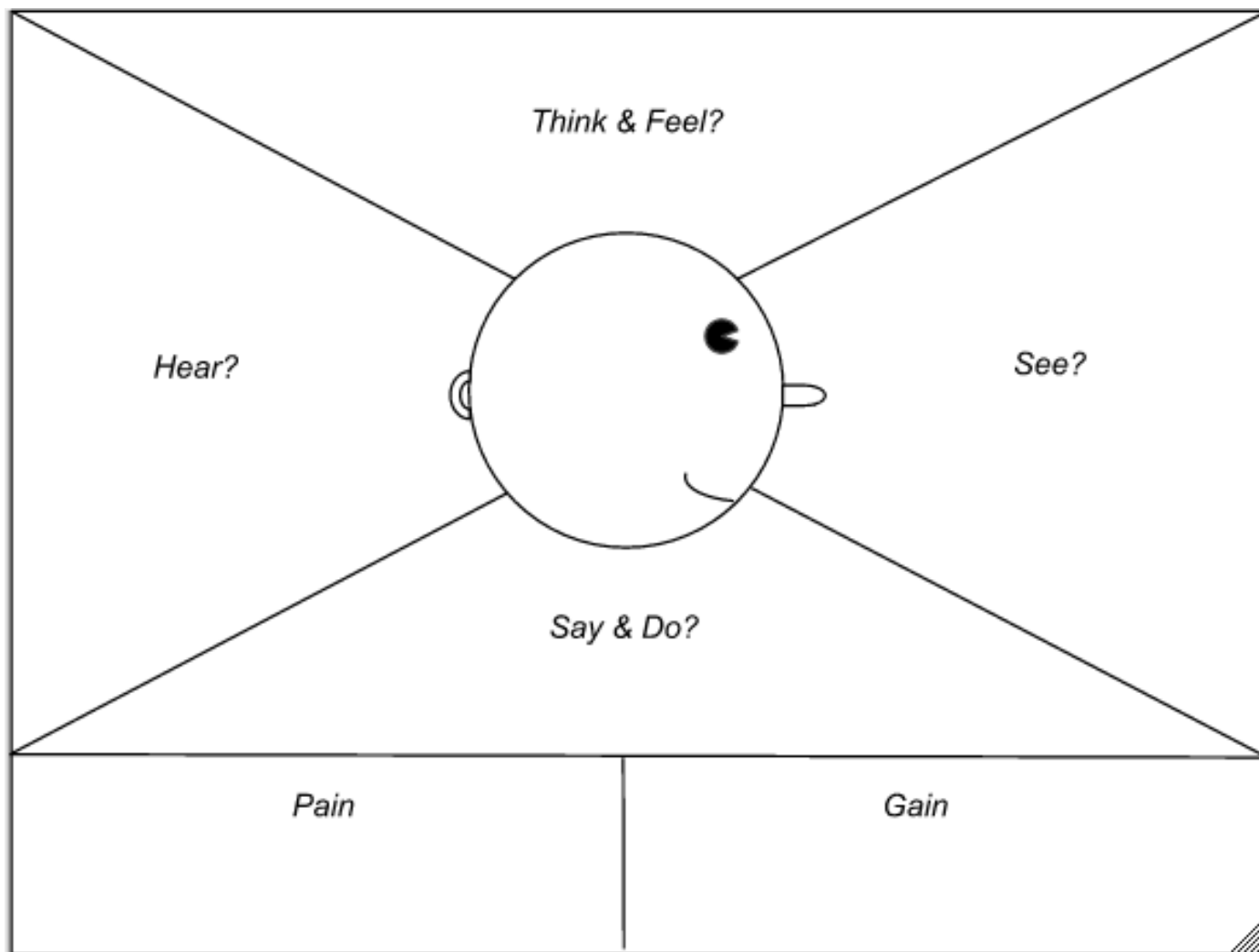
How would you act it out?

.....
.....
.....
.....
.....



Exploratory phase

- ① Design challenge
- ① Blank paper
- ① Research: service safari, observation, interviews
- ① **Empathy map**
- ① Persona



Think & Feel?

Hear?

See?

Say & Do?

Pain

Gain



Exploratory phase

⦿ Design challenge

⦿ Blank paper

⦿ Research: service safari, observation, interviews

⦿ Empathy map

⦿ **Persona**

Persona



PICTURE

Draw a picture of your customer.

Drawing a picture and giving them a name will help you to build empathy towards your customer. It's not some random person anymore...it's the Thomas who always takes a bus and can't hear you well.

NAME AND DESCRIPTION

Describe your customer. What makes him/her special? Where does he/she live? Work? What's his/her family like? How does he/she spend one's leisure time? Is he/she already using your product or something similar?

Name:
Age:

City:
Occupation:

Description:

GOALS

Motivation. What is the "job to be done"? (related to your product/service)

N: I do not need a power-drill. What I do need is a hole in the wall.

PAINS

What kind of challenges are they facing? What prevents them from reaching their goals?

GAINS

What makes them happy? What helps them to reach their goals?

HABITS

What kind of person is he/she? Is he/she a "smart person"? Is he/she good with technology? Do they shop online? Will he take advice from friends or experts? etc. What kind of habits do they have in the context of your product/service?



Key takeaways

- Business model canvas is a tool - use it.
- An assumption is your greatest enemy.
- Release your inner child - be curious.
- Trust the process...customer is an expert of his own experience. You'll find the answers!

Good luck and don't think about this chicken :)

