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STORIES ARE YOUR FRIEND

Rob Crowder

General Manager of Advisory Services



BEING A PRODUCT PERSON

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Smash Is A Wearable For Tracking Tennis Technique

Natasha Lomas @ripleart / 9:48 PM GMT+10 • May 26, 2014

Comment

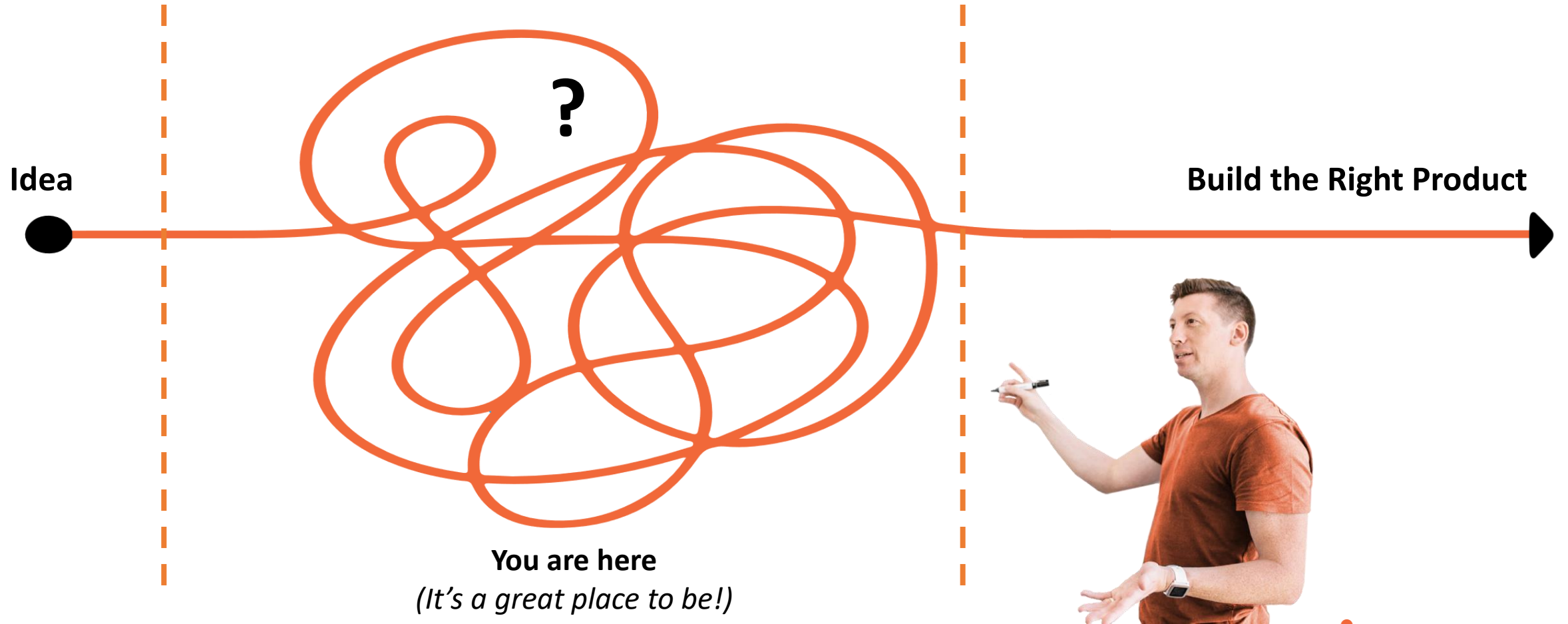


20 years



THE REALITY OF AN IDEA

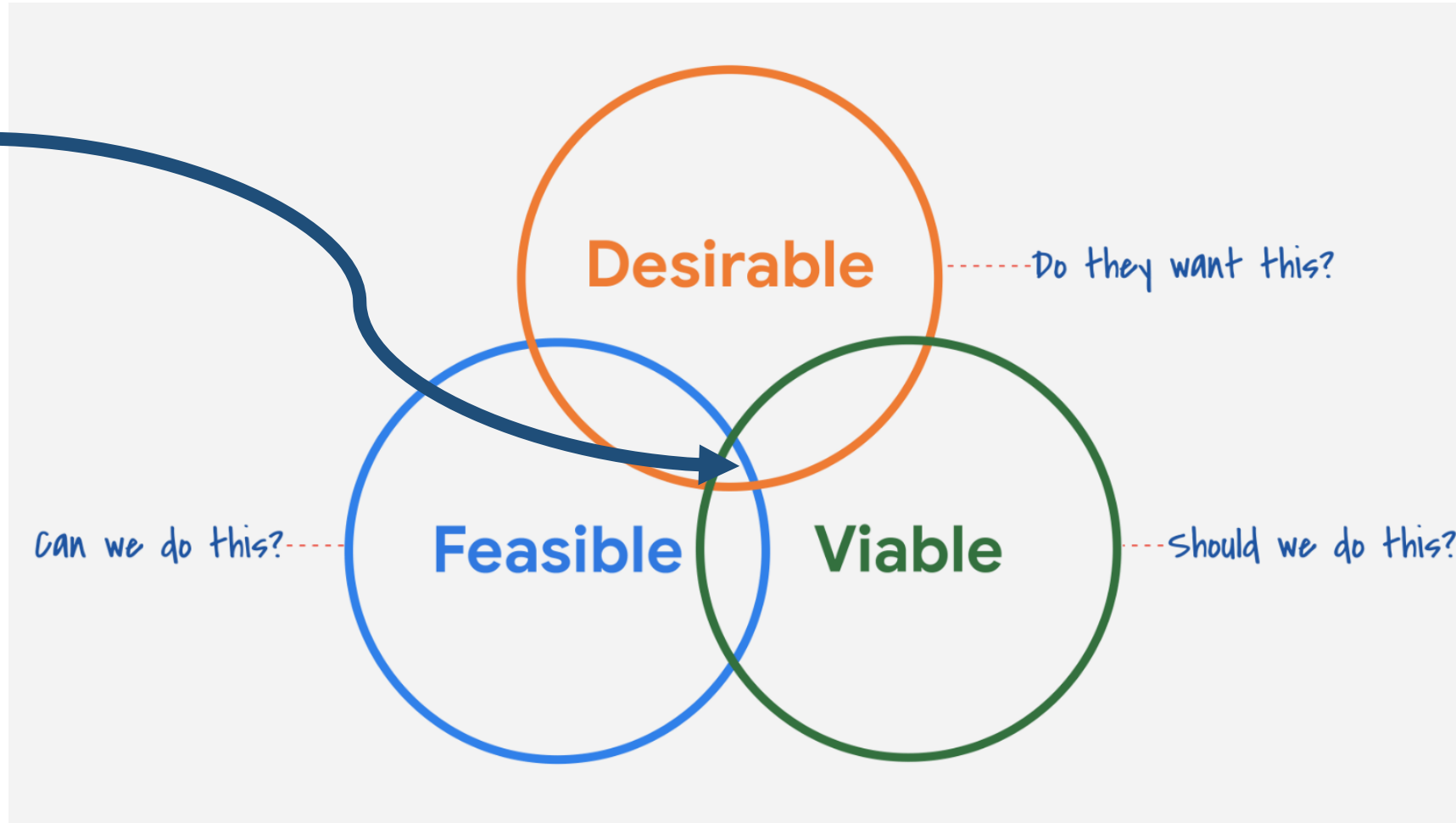
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YOUR STORY STARTS HERE

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The right product



AN EXAMPLE

Nutromics - Revolutionising Healthcare

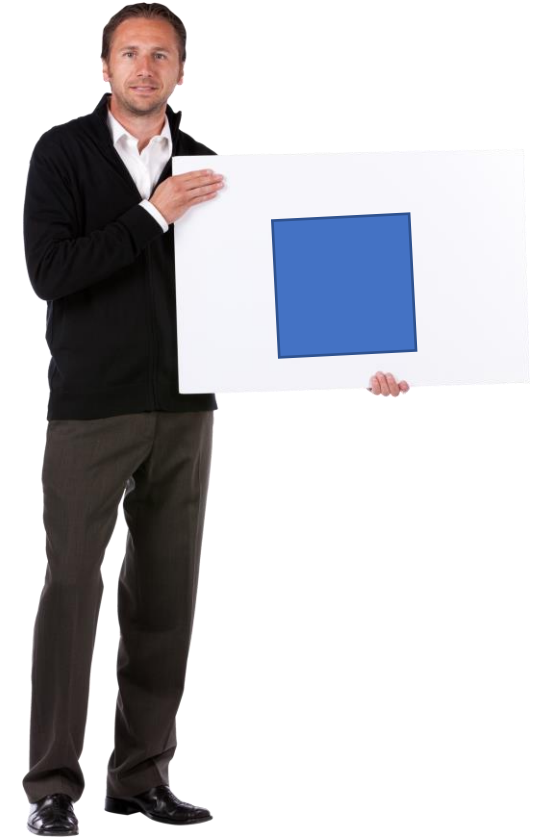
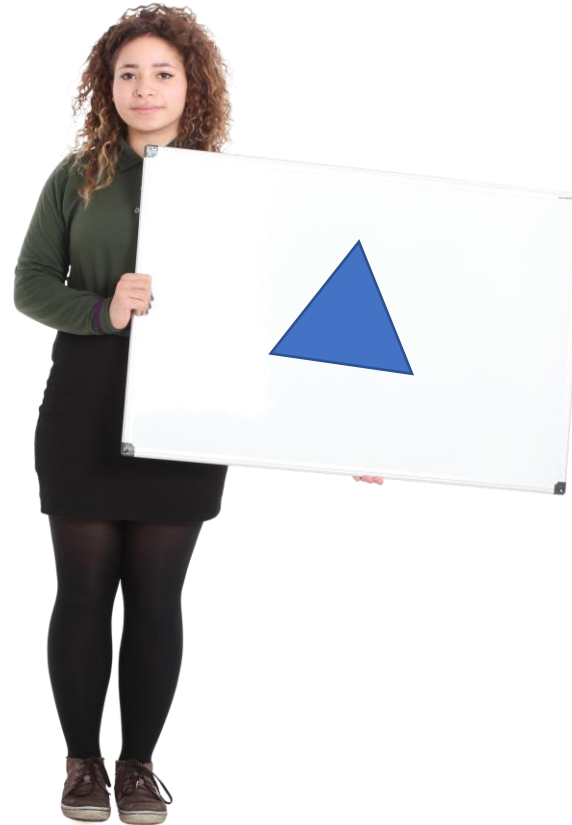
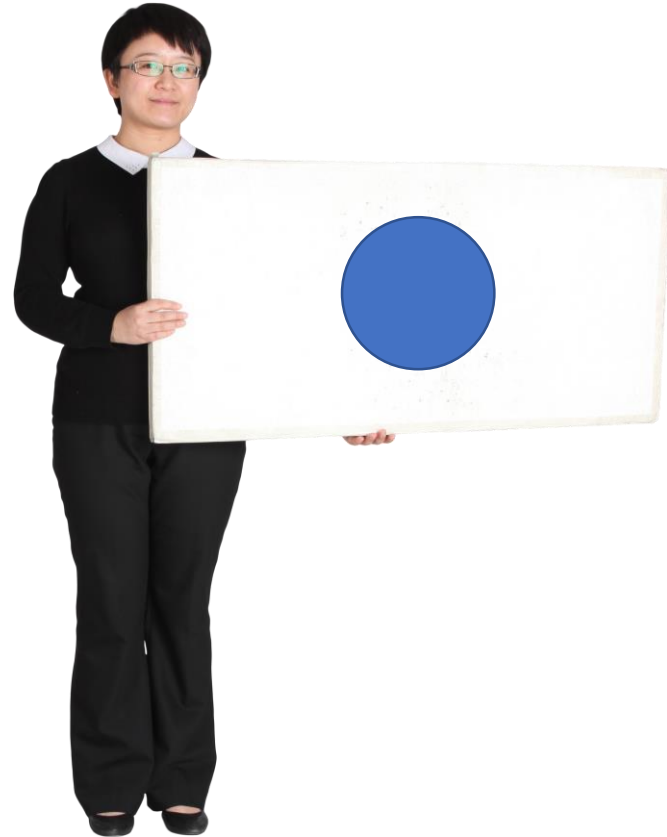
THE NUTROMICS STORY

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LESS TALKING, MORE DRAWING

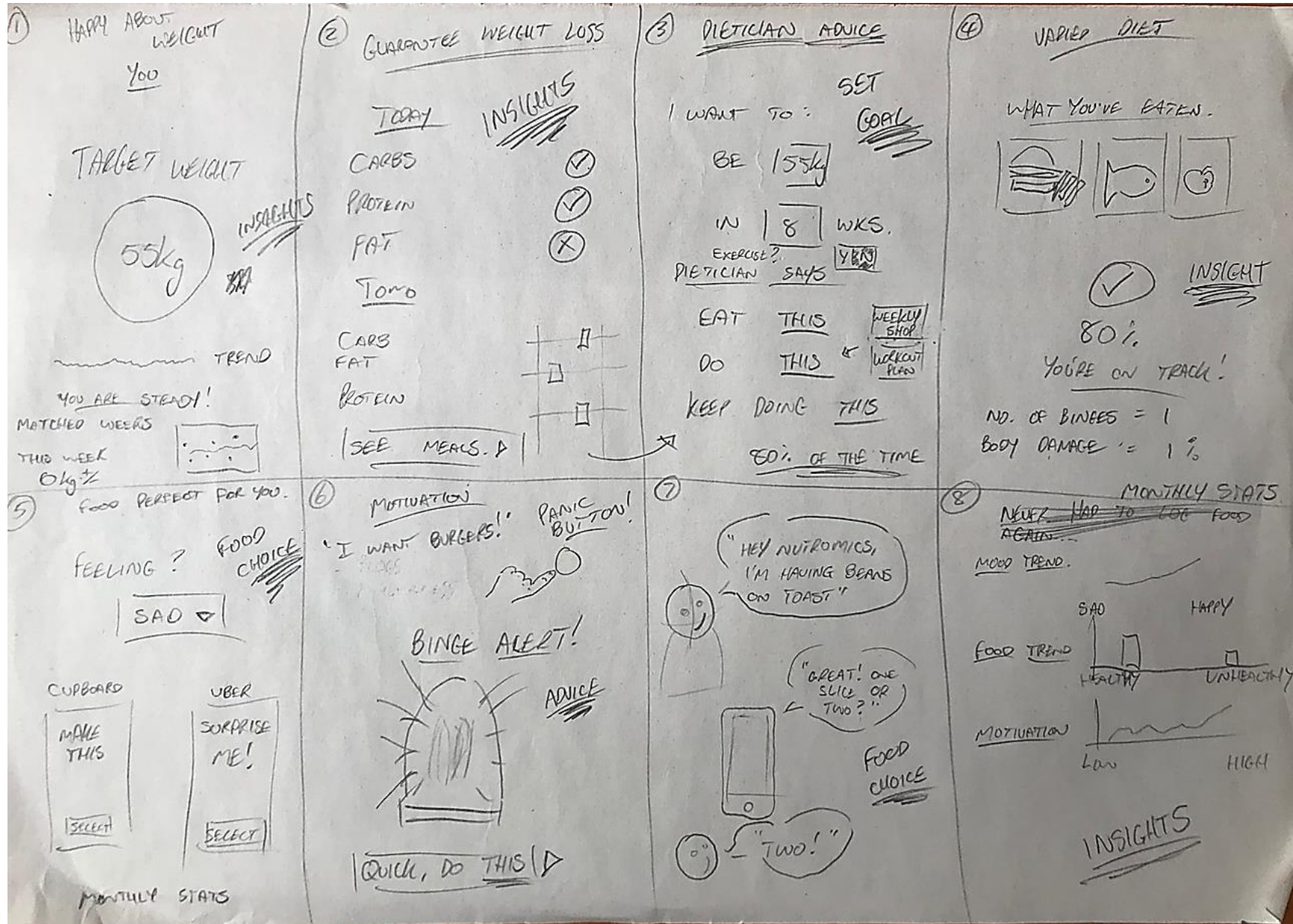
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“Yeah, I totally get what you’re saying...”

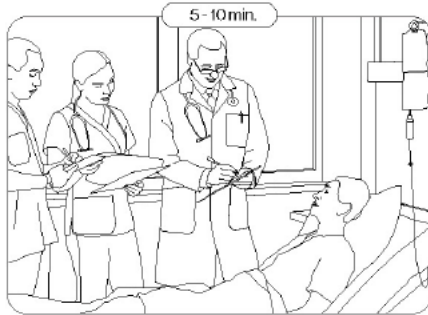
STEP #1: GO CRAZY, QUICKLY

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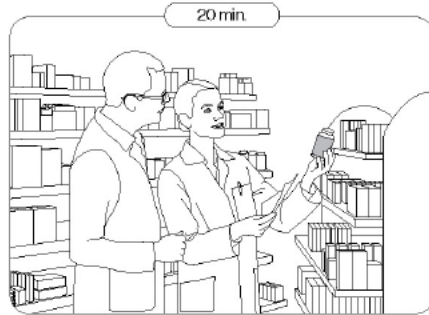


STEP #2: ITERATE

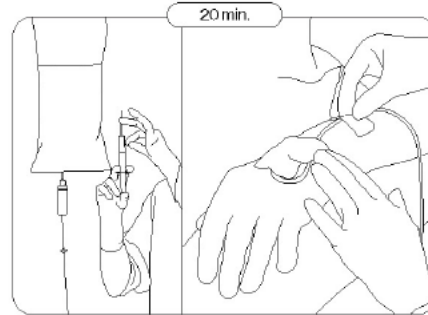
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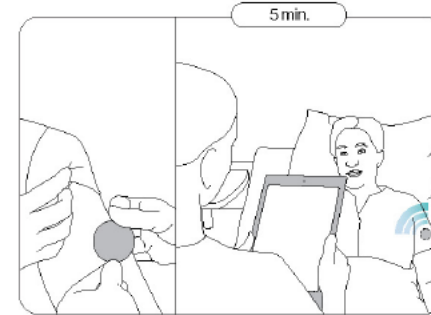
01 Medical team speaks to patient.



02 Pharmacist dispenses first dose to doctor.



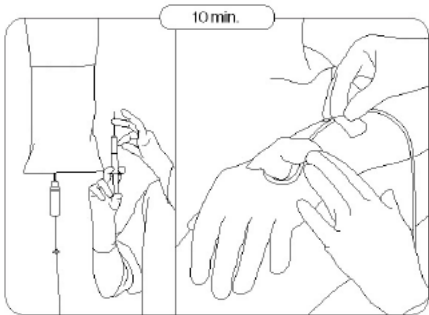
03 Nurse administers first dose to patient through IV drip.



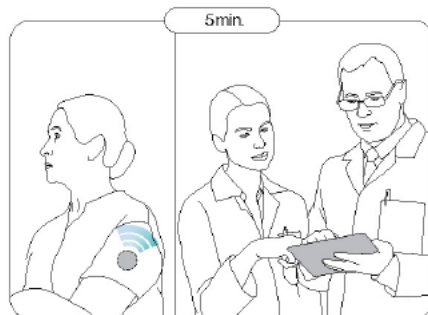
04 Nurse applies Nutromics Smart Patch, starts initial setup with software.



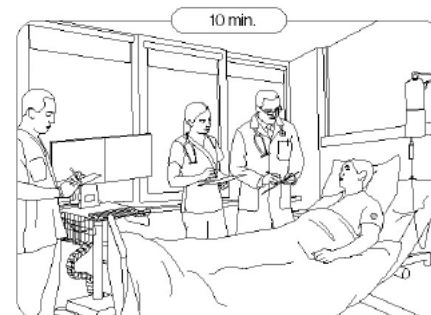
05 Pharmacist dispenses subsequent doses.



06 Nurse administers subsequent doses to patient through IV drip.



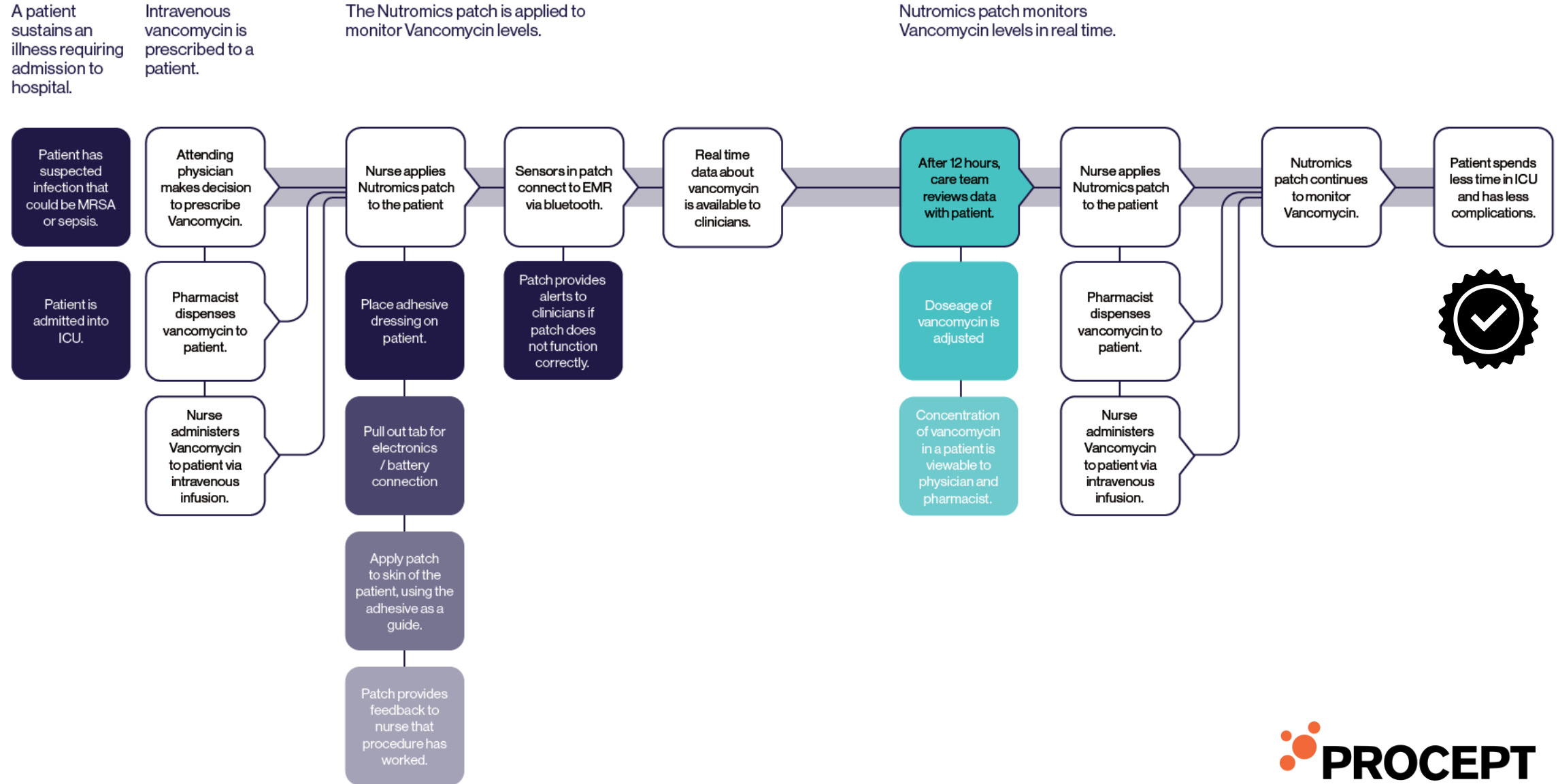
07 Nutromics Smart Patch alerts doctor and pharmacist.



08 Medical team reviews data with patient.

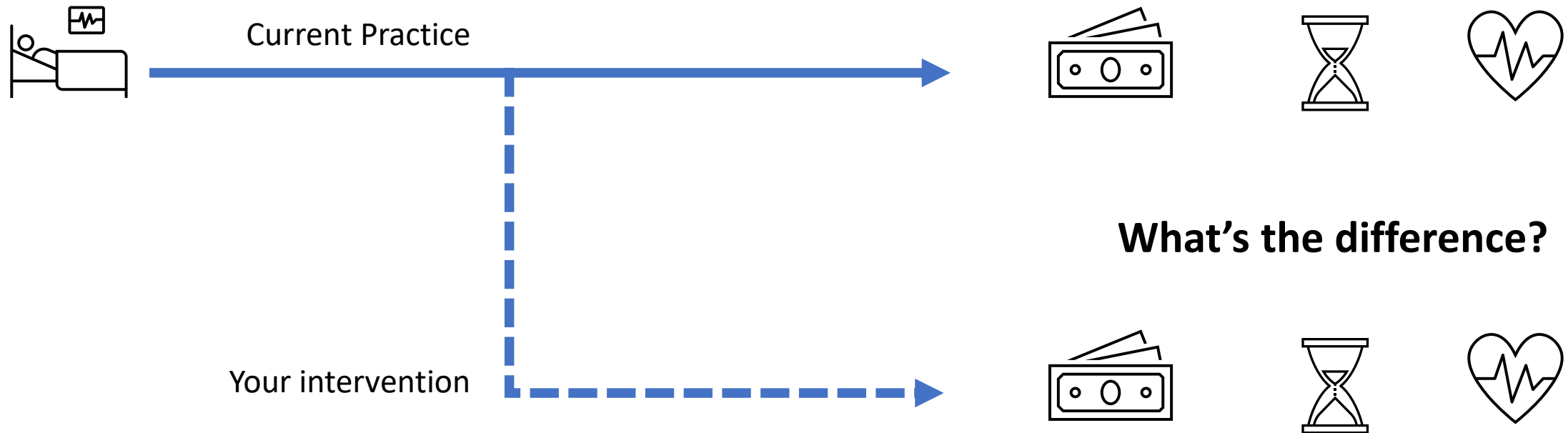
STEP #3: USER JOURNEY MAP

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PRESENT VS FUTURE

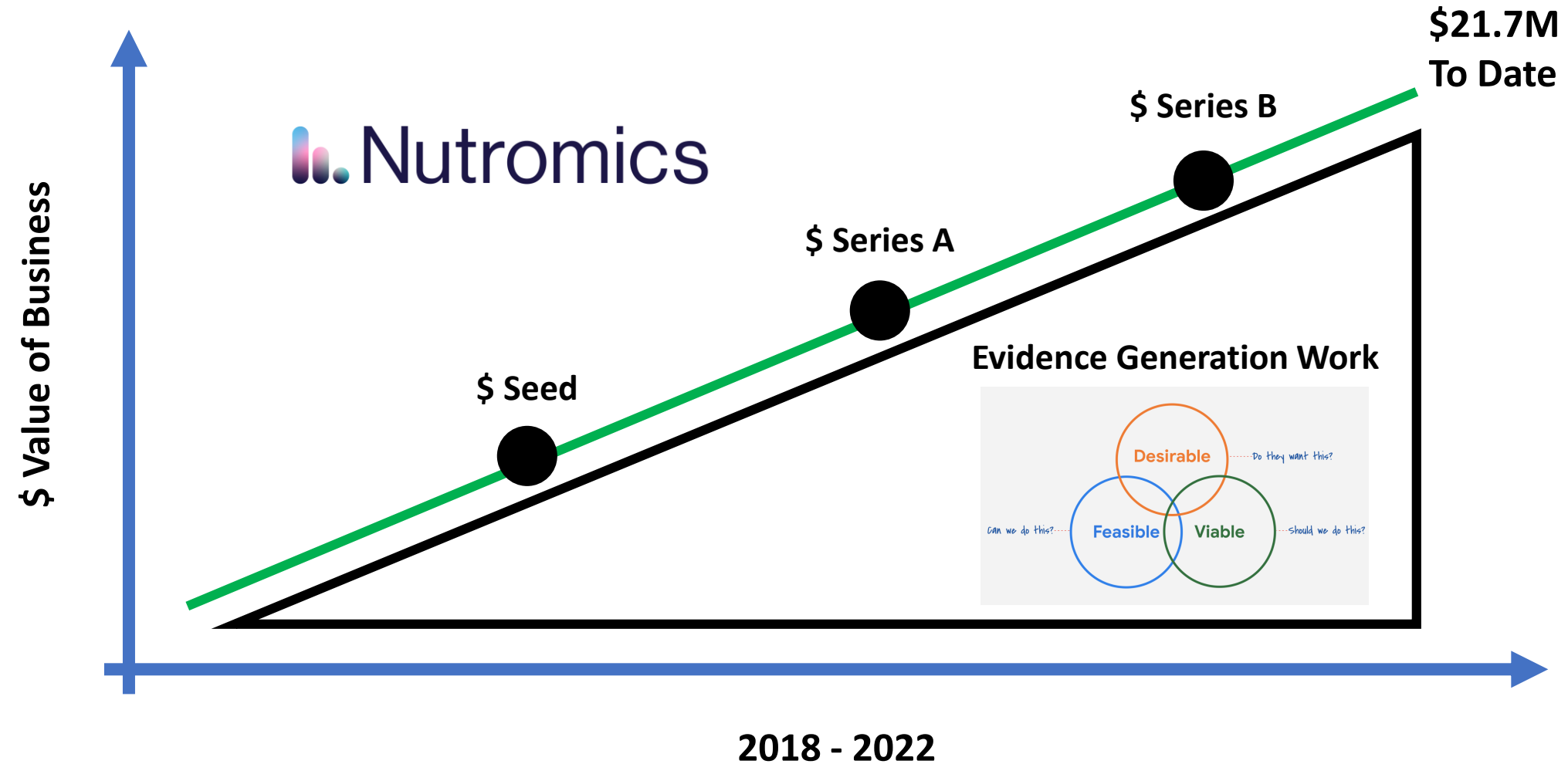
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Framework: Do a Storyboard & User Journey for Current Practice. Repeat it for your Idea. Compare the two.

STORIES BUILD VALUE

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TAKEAWAYS



HUMANS COMMUNICATE THROUGH STORIES



TAKE JOY IN BEING
WRONG

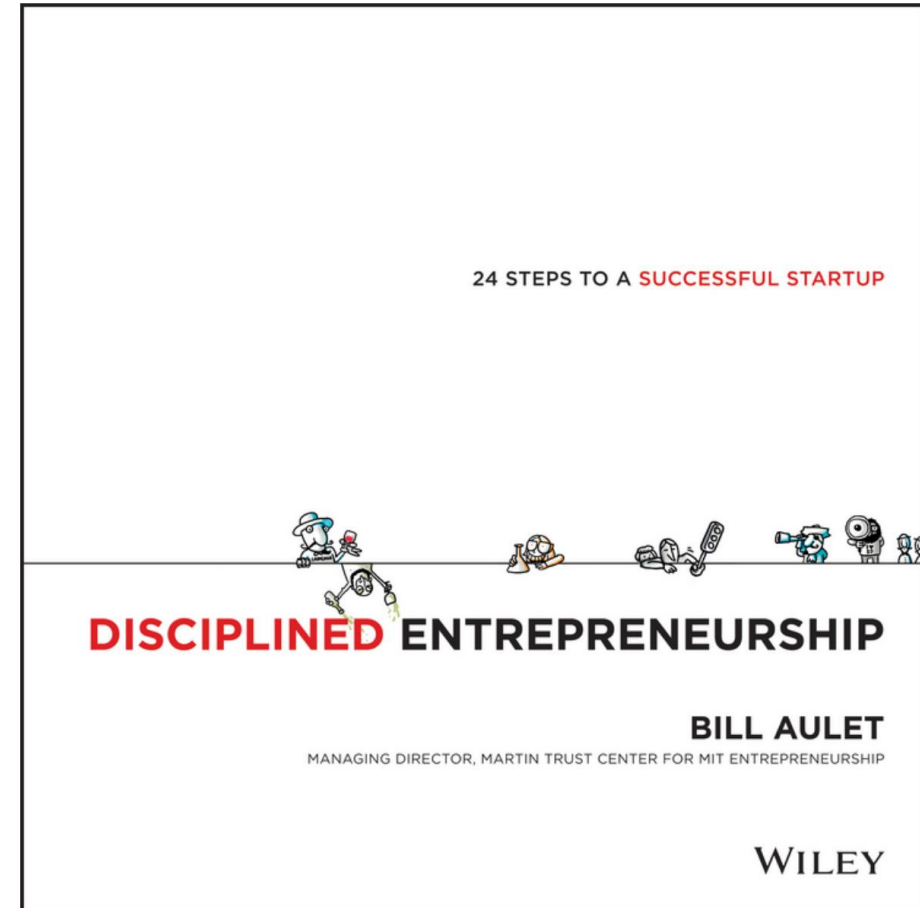
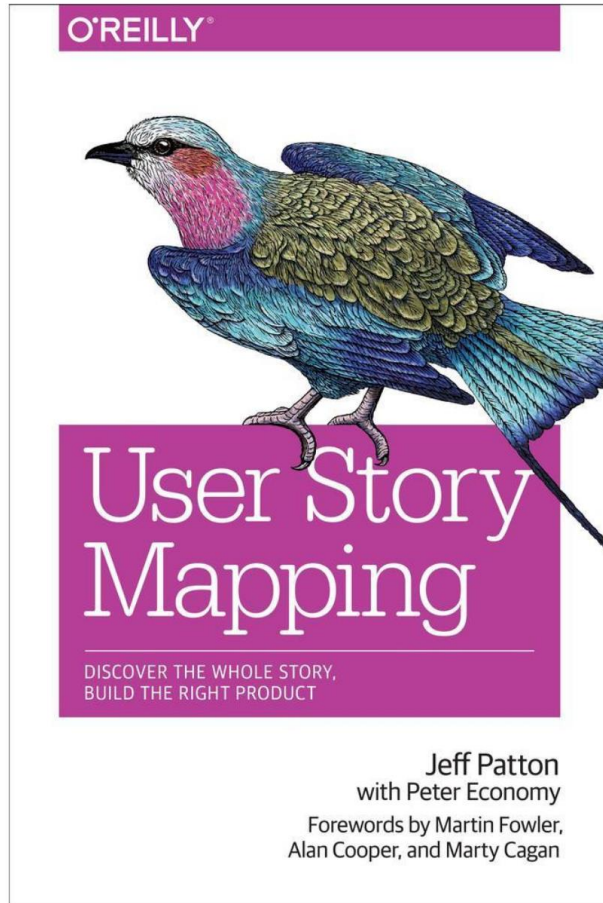


A photograph of a forest path that splits into two directions. The path is covered in fallen yellow and orange leaves, and the surrounding trees are lush green. The scene is set in a dense forest with many trees and foliage. The text "MAKE DECISIONS WITH IMPERFECT INFORMATION" is overlaid in white, bold, sans-serif font. Below the text is a solid orange horizontal bar.

MAKE DECISIONS WITH
IMPERFECT INFORMATION

SUGGESTED READING

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SO YOU'VE HAD AN IDEA...

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Checklist

- ☐ Background info on the problem
- ☐ Observational studies
- ☐ User interviews
- ☐ Identified themes
- ☐ Written Problem statements

You now have a set of assumptions that you need to stress test because you need to raise money, grants, gather support...

YOUR TURN...ANY QUESTIONS?

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THANK YOU