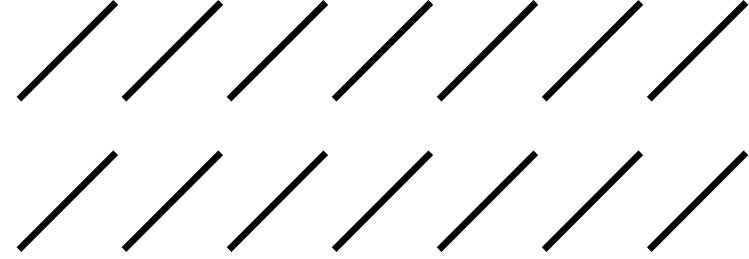


# **CHOOSING CASE STUDIES**

# AGENDA

- 01      Problem Definition
- 02      Target User Definition
- 03      Key Feature Definition
- 04      Case Study Selection
- 05      Linking to Next Weeks



section 1

# PROBLEM DEFINITION

# 1.1. Defining the Problem

The case studies provided have a “target problem” section that might have multiple problems. It is important to clarify your scope of problems to solve. For example, if a website struggles with user retention and low purchases, clarify whether you will solve both problems or one of them.

## Activity

For each case study you can choose from, look at the Target Problem section. Write 1-3 sentences defining the problem you would focus on.



# **Problem X**

section 2

# **TARGET USER DEFINITION**

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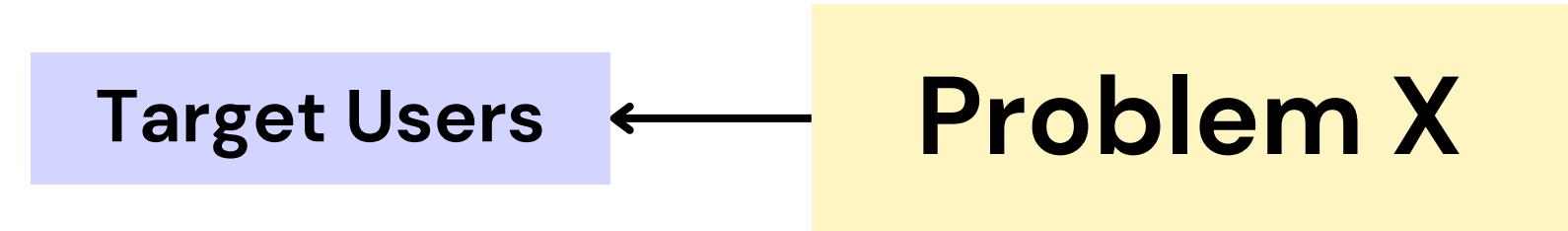
## 2.1. DEFINING THE USERS

Understanding the target users helps answering questions like: why is this problem important? What should the solution look like for each target user to make it usable? For example, why would a new user of a retail website care about the time they spend on the website and their overall user experience?

### Activity

- For each given case study, look at the target users section
- For each user, brainstorm and research answers to the above questions.





section 3

# KEY FEATURE DEFINITION

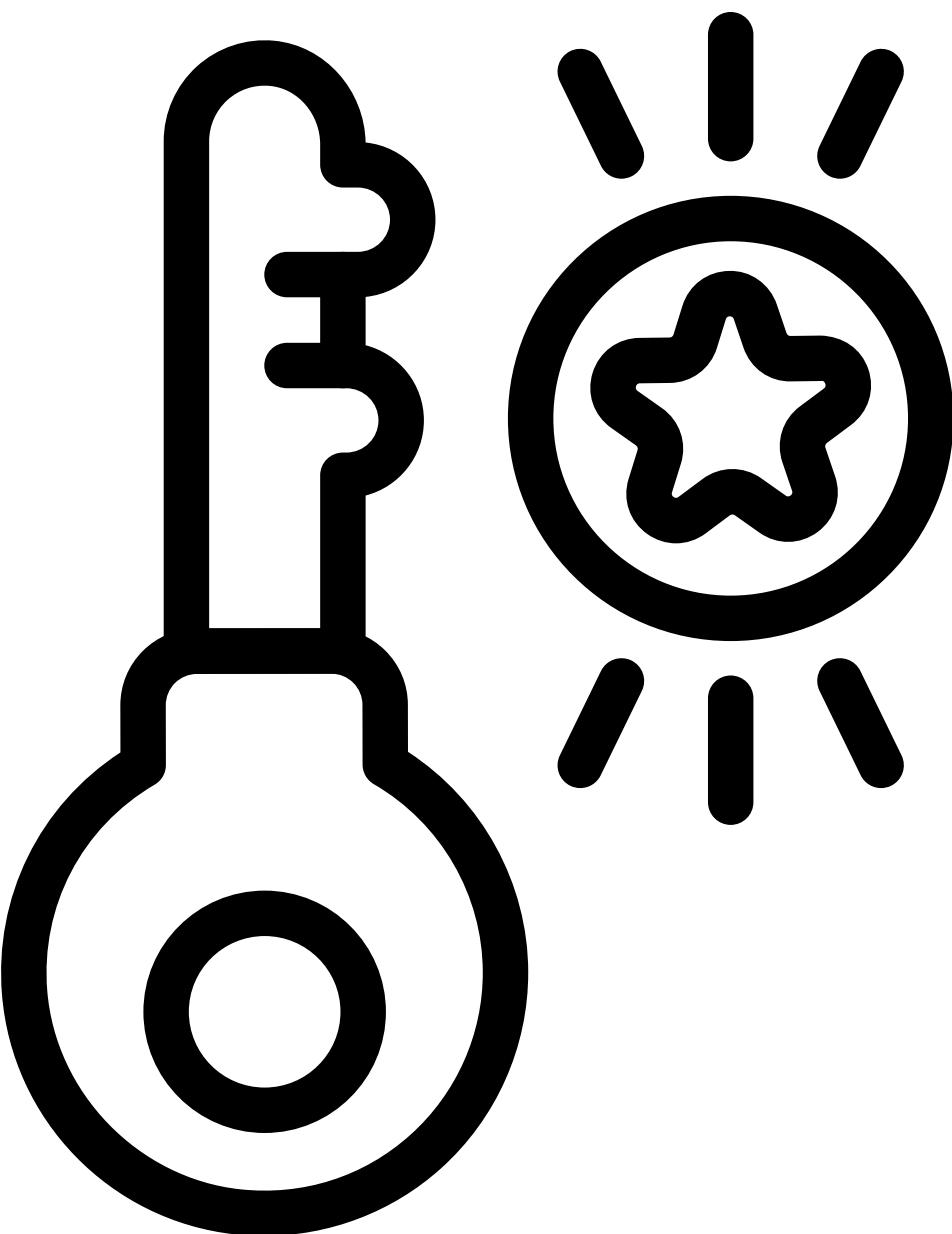
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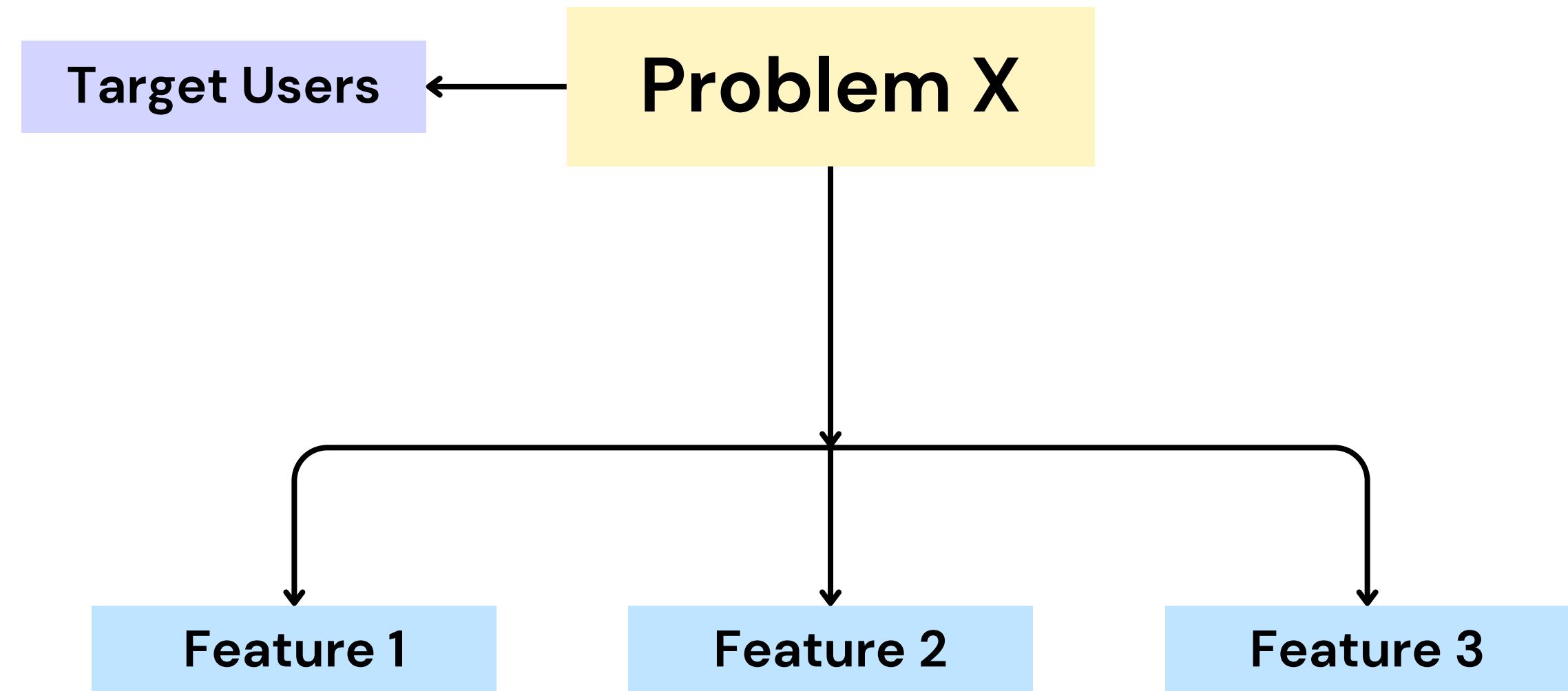
# 3.1. Defining Key Features

The concerns of target users determine the key features of your solution. A feature is something the system does/allows the user to do (e.g., creating an account, posting a comment, generating a model).

## Activity

- Brainstorm 3-5 key features for target users in each given case study.
- Rank the features from most to least important to the target user.





section 4

# CASE STUDY SELECTION

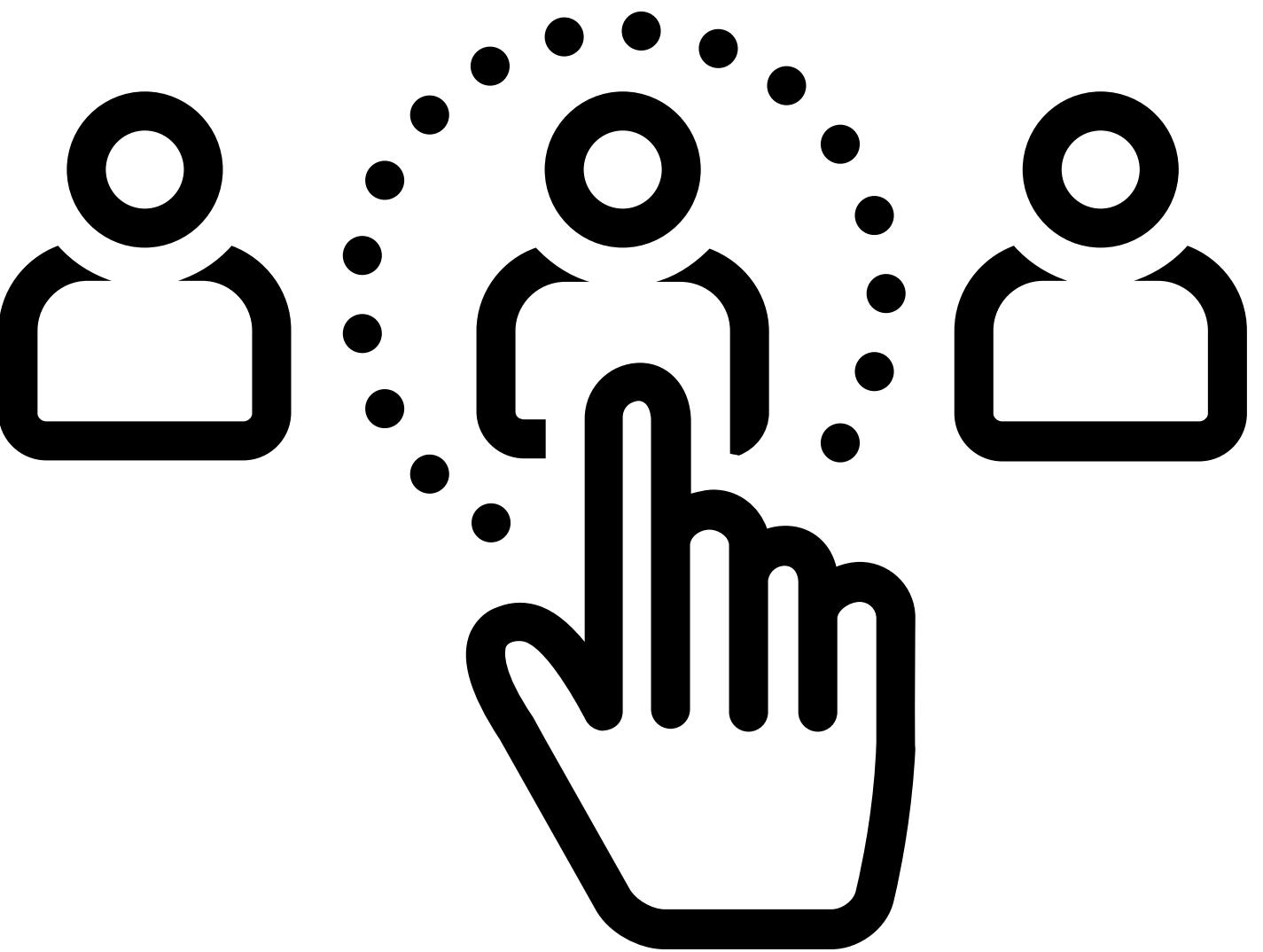
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# 4.1. Selecting Case Study

The case study you use will be your main focus for all the deliverables of this module. It is therefore important that you enjoy working on it :)

## Activity

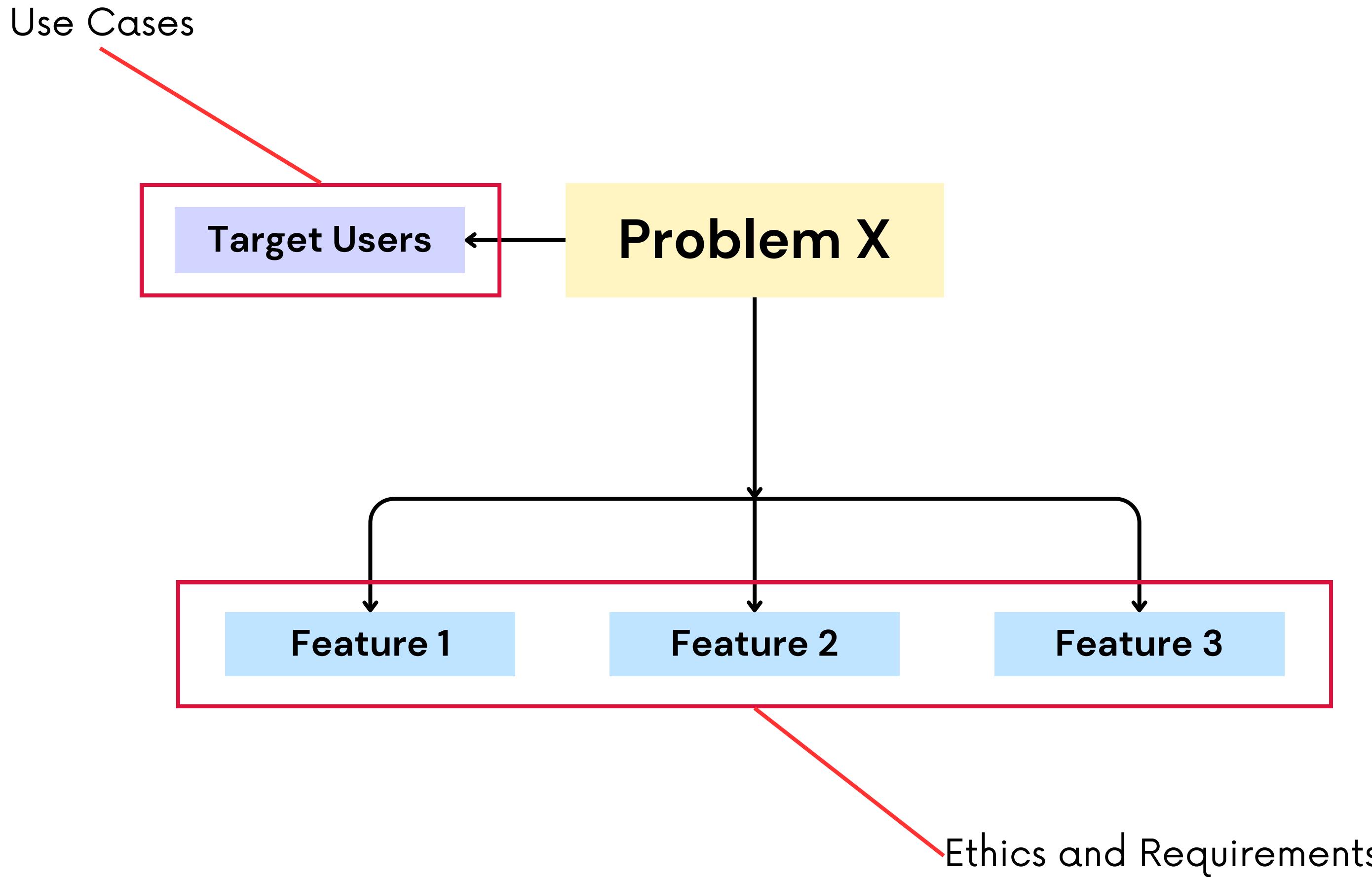
- Reflect on the activities so far:
  - Which problem is clearest to you?
  - Which target user do you relate to most?
  - Which key features have scope to innovate?
- Choose the highest scoring case study.



section 5

**LINKING TO NEXT WEEKS**

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Thank You!

# ANONYMOUS FEEDBACK

