



Define needs

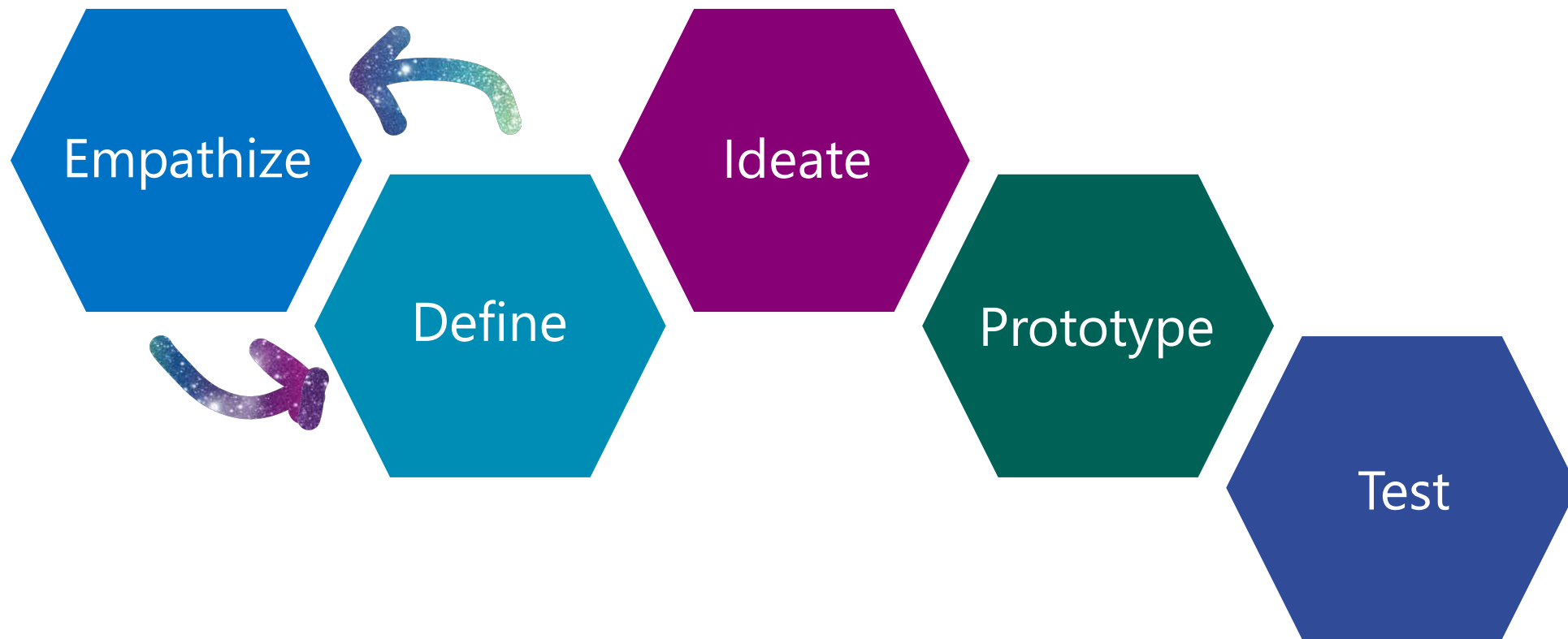


Agenda

- Revisit design thinking phases
- Dive into target audience
- User journey mapping
- Problem statements

Design thinking phases

Phases of design thinking



Target audience

What is a target audience?

The intended audience of a product. The particular and pre-determined market for a product.

It difficult to build a product for everyone. Choosing a target audience is a way to get crisper on the specific needs of a group and does a job well for a set of people.

It's hard enough to order pizza for a large group of people. It's harder to ship a product that appeals to everyone.

How to define your target audience

The broad target audience is: [x]

Within a target audience, it is helpful to pick a smaller segment to address first. If their needs are met well, they'll become advocates for your product and create a feedback loop that makes it better.

As you think about the problem statement you're going to address, you'll learn and refine your target audience as well by uncovering their needs. Refer to your notes from the empathize phase to get started. Is there a target audience there?

Using a persona

A persona is a fictional character that represents your target audience.

It helps to step into the shoes of the customer by thinking through who they are, what they do, their goals, and pain points. It aligns the team on who you're building for.

Giving a persona a name helps have product discussions centered around the customer rather than yourself.

Sample persona

Kat Larrison

Kat is a young professional. She balances two jobs and is considering what she wants to do next. She's excited to go to work every day but is stressed with the amount she needs to get done.

Kat uses whatever solution works - she's not bound to a brand. She likes finding creative products.

Kat wants to be more productive. She just moved to a new city and is looking to make new friends.



User journey mapping

What is a user journey?

A user journey tells the story of a person's experience during and surrounding when they interact with a product or service.

It starts with the person – who are they, what are their goals, etc.

It captures the touchpoints or stages from awareness, discovery, action, and outcome – including both the user behavior and emotion.

Outline of a user journey map



Person

Bio



Goal

Idea or problem to solve



Discovery

How the person explores and chooses a solution



Action

Product does something amazing*



Job done

Result, how does it end for person?

Description



Action



Emotion



★ Star and describe pain points across the lifecycle

*You don't need to answer what the action is right now, keep it solution agnostic with "Product does something amazing"

Sample map

[PICTURE]

Problem statements

The goal

The group has a problem statement. It's very large and vague. Using your customer empathy, the goal is to create a problem statement for your team that is:

- Meaningful – an ambitious challenge to address
- Actionable – possible to build for
- Human-centric – peoples pain points and needs are at the center

This is not an easy task. It's iterative. Listen and build off one another's ideas.

Pitfalls

Not meaningful -> small area of impact

Backpack owners need to be able to easily clean crumbs out of the bottom of the bag.

Not actionable -> problem without next step

There isn't enough school funding.

Solution centric -> prevents creativity and innovation

We need an app that tracks to-do lists to get more done.

Pitfalls -> improved

Not meaningful -> small area of impact

Backpack owners need to be able to easily clean crumbs out of the bottom of the bag.

New parents need a reliable solution to keep bags clean to reduce the spread of crumbs and germs.

Not actionable -> problem without next step

There isn't enough school funding.

Middle schools need increased funding for afterschool programs to increase student engagement and build attendance habits prior to high school.

Solution centric -> prevents creativity and innovation

We need an app that tracks to-do lists to get more done.

College students need an easy way to manage commitments across school, work, family, and extracurriculars to ease stress.

Structure review

- Meaningful, actionable, human-centric
- 1-3 sentences
- Who is having the problem?
- What is the problem?
- Why is it important to solve?