



WEN BOOTCAMP

Opportunity Discovery and Design thinking



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CONCEPTS

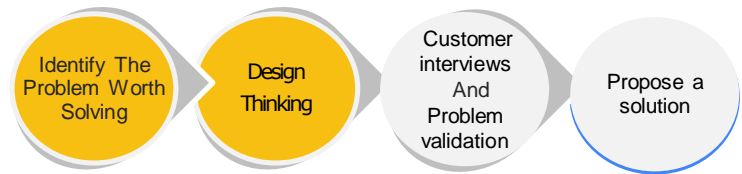
- Identify Problems worth solving
- Refine the problem using Design Thinking
- Conduct customer interviews and Problem validation
- Propose a solution (product/service) -
Generating viable business opportunities



By the end of the lesson, you will be able to:

- Identify a problem worth solving.
- Empathize with the customer to further define the problem using Design Thinking.
- Define the Opportunity/Problem with proposed solution benefits.
- Do a quick Back-of-the-Envelope calculation exercise to find out the viability of your idea.

Identify Problem Worth Solving



Do you agree that an entrepreneur is always looking for an opportunity - an opportunity which he/she can use to convert into a venture? Often, they identify a problem and use it to create the opportunity. However, identifying a problem is not enough. You need to find out whether the problem is worth solving.



[Identify The Problem Worth Solving](#)



One of the key things to do is to stop your self from looking for good business or start-up ideas but instead turn your attention to problems that perhaps you yourself have faced.

[This blog](#) will help you get started with a great list of problems worth solving.

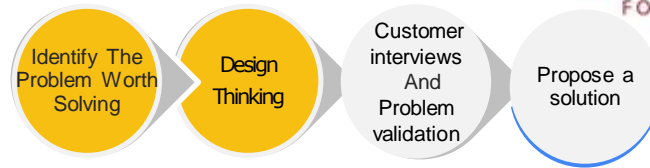


Call to Action




You will also take up an activity to get a hands-on experience of finding a real problem worth solving. Use the Handout ,Activity 1 & 2: **Identify a Problem Worth Solving** and **Problem Statement Canvas** to complete the activity.



Refine the Problem Using Design Thinking



Did a mobile phone always look and work the way it does today? Did you even think a Kindle was possible? How then did these come into shape from what? The answer lies in **Design Thinking**. There are a bunch of videos on Design Thinking. Watch all of them!

-  [Say Hello to Design Thinking](#)
-  [What is Design Thinking?](#)
-  [Design Thinking Process](#)
-  [Design Thinking Values](#)



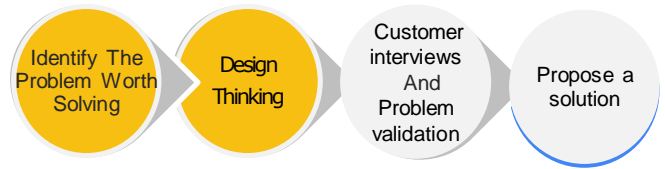
You can also read this interesting blog on [Design Thinking](#) that helps you understand the essence of Design Thinking and apply it to your situation.



Call to Action

Use the Handout , Activity 3: **Activity Instructions: Applying Design Thinking** to complete the activity.

Conduct Customer Interviews and Problem Validation



Once you have further refined your problem using the Design Thinking lens, you need to **Conduct Customer Interviews** to validate that the problem you identified to address through your venture is indeed worth solving.

One of the top reasons that start-up ideas fail to take off is **failure in validating the problem** with the customers. While you may feel that you have a brilliant idea that customers may clamour for, the reality may be far from your assumptions. So, before you build your idea any further, check with customers if the problem that you have identified is really a pain point for them. And if it is, are they willing to pay for it and how much.

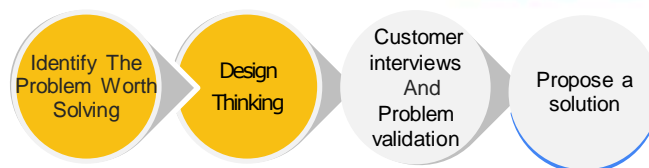
So, step out, meet people, and interview them to find out whether what you have identified as a problem is indeed a critical pain point in their lives to which they are desperately seeking a solution!.



Call to Action

Use Handout, Activity 4: **Conduct Customer Interviews** and **Problem validation** to complete the activity.

Propose a Solution



Now that you have identified a problem worth solving, you will use **Brainstorming** to look for solutions. Watch the video, **Let's Brainstorm** to learn how to use this technique to arrive at meaningful solutions to customer problems.



[Let's Brainstorm](#)



Call to Action

Use Handout, Activity 5: **Let's Brainstorm** to complete the activity.

Once you have brainstormed a few solutions and zeroed in upon the one you feel will best address the problem that you have identified as worth solving, you need to quickly get together as a team and try to find out whether your venture seems financially viable or not and whether it has the potential to earn money.



Call to Action

To check the financial viability of your venture, use the Handout , Activity 6: **Back-of-the-Envelope Calculation** to complete the activity.





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