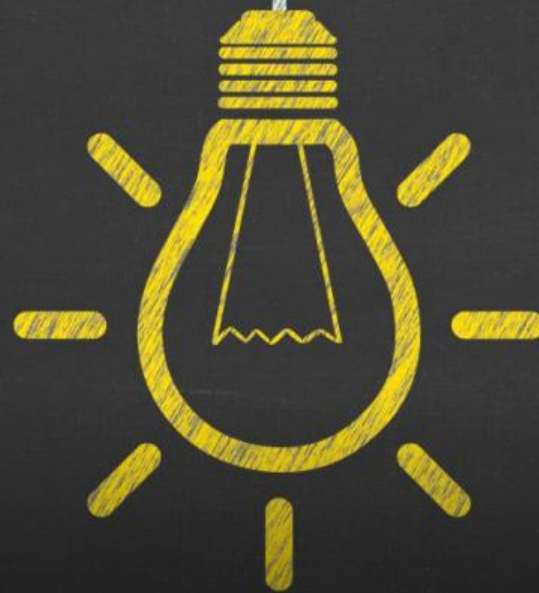


Design Thinking & How to Pitch

By Jarazet Altamirano & Elisabeth Pfeiffer



The background features a solid red color with a complex network of black lines. These lines form a series of interconnected triangles and polygons, creating a geometric, wireframe-like structure that resembles a stylized web or a crystalline form. The lines vary in thickness and orientation, adding depth and complexity to the design.

Design Thinking

Challenge

Solution

Whom?



Empathize

What?



Define

Which?



Ideate

How?



Prototype

What?



Test

Understand

Explore

Implement



1. Empathize

WHODO

WHO will be the person

+

Something the need to DO



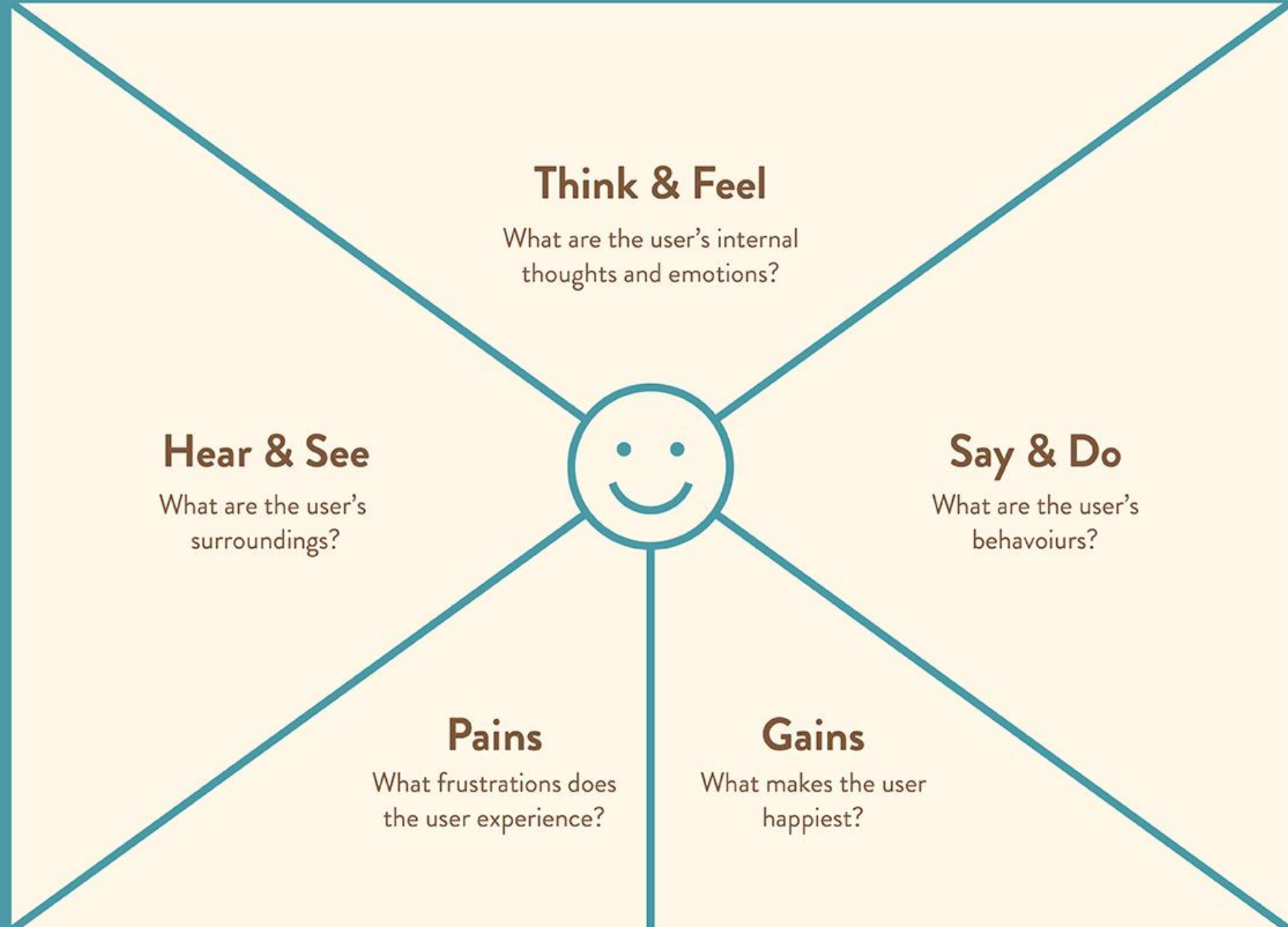
Interviews



Empathy Exercise

Empathy Map

Put yourself in the shoes of your user by focusing on different aspects of their experience and internal dialogue. It'll help uncover unconscious needs and desires.





2. Define

Needs are verbs not nouns

Opportunities not Solutions – How Might We

Find explicit and implicit reasons – 5 WHys

What are they trying to do "Needs" and ways they want to feel "Gains"

Zoom out and reframe "What if"

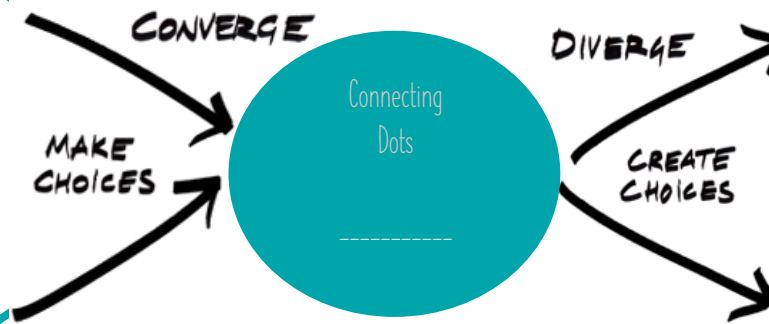
Challenge Definition / "CD" Canvas

1. Understand

Gap between the current state & the desired state: **Pains**

3. Define

How might we convert the needs into opportunities?



2. Explore

Explicit & implicit wants: **5 Whys**

4. Reframe

Zoom out of the challenge: **Ask What if?**

3. Ideate



Rule #1 There are not bad ideas

- Defer judgement
- Use "AND" instead of "but"
- Challenge assumptions



Rule #2 Capture everything

- Listen with your eyes
- Silent AND Group Brainstorming
- Use visuals



Rule #3 Stay focus on the Topic

- Use the insights gathered in previous steps
- Use How Might We questions "HMW"



Rule #4 Quantity over Quality

- Think with your hands
- Encourage wild ideas
- Build on the ideas of others
- One conversation at a time

DIVERGE
CREATE CHOICES

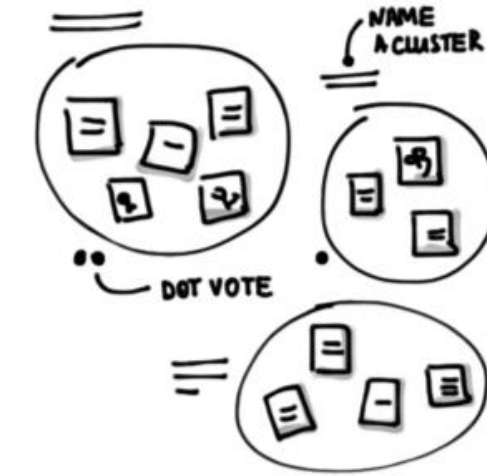
GENERATING IDEAS VISUALLY

1 GENERATE

Think with your hands

2 POST UP

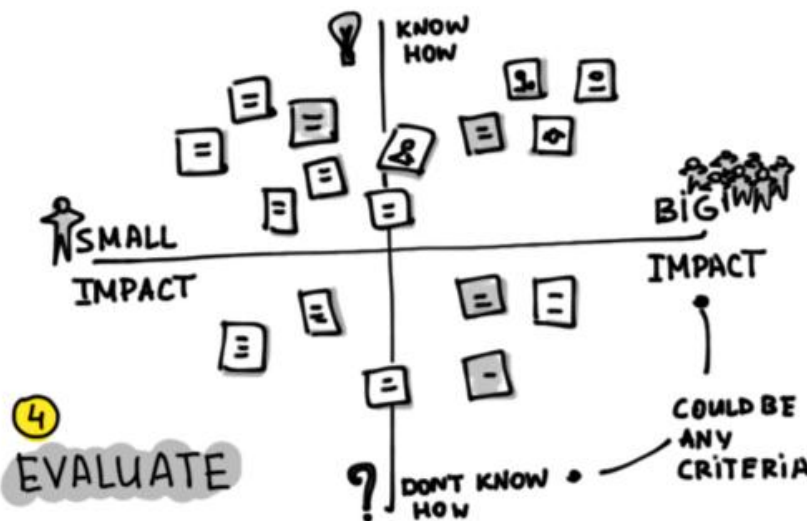
3 GROUP



Expand

Focus

CONVERGE
MAKE CHOICES



5 DISCUSS, DECIDE



A red paper boat is positioned in the foreground, leading a group of blue paper boats that are arranged in a line behind it. The boats are on a light blue surface, and the entire scene is framed within a circular vignette on the left side of the slide.

5. Test

- Desirability: Does the market want this idea?
- Feasibility: Can we deliver at scale?
- Viability: Is the idea profitable enough?
- Adaptability: Can the idea survive and adapt?




How to pitch

4 ingredients for a great elevator pitch

1. Problem statement
2. Why
3. Solution (what/how)
4. Wow Factor

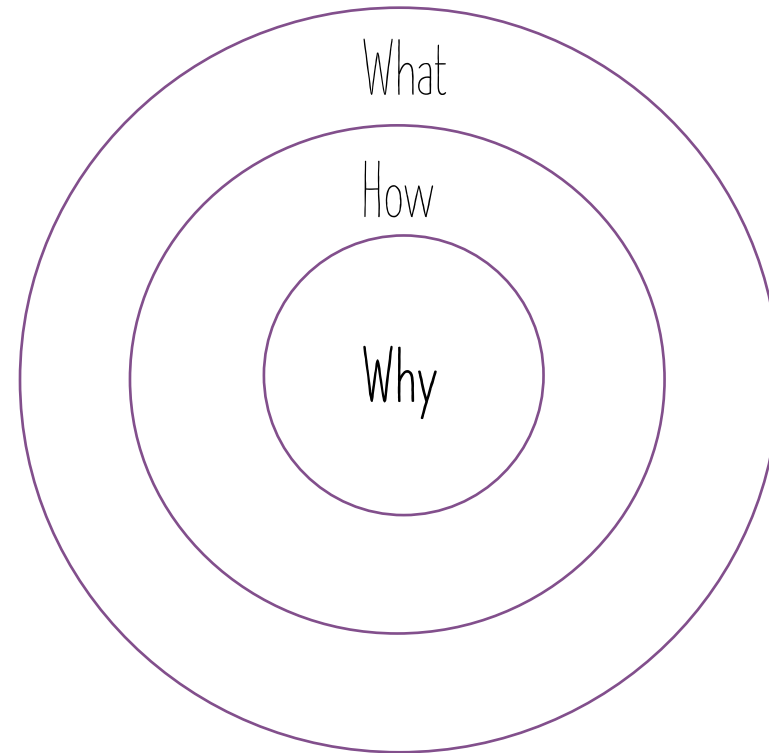


A decorative graphic on the left side of the slide. It features a teal background with a white curved line. There are four balloons: one red balloon floating higher than the others, and three white balloons floating lower. The balloons are positioned on the left side of the slide, with their strings extending downwards.

1. Problem statement

- Ask a question 'Don't you hate it when your phone runs out of battery?'
- Tell a personal story 'Since operating remotely, I spend most of my workday in videoconferences with my colleagues...'
- Use facts and data 'In the first quarter of 2020, the cloud infrastructure services market grew by 34 percent'
- Appeal to emotions 'Electronic devices are more than a communication tool—they are a lifeline that help us stay connected to family and friends.'

2. Own your 'why'



What sells your idea is why you do it, not what you do.



3. What / how

- State what the solution is in a short sentence. For example:
- By _____ we will /
enable/help/ensure_____
- Use language your audience will understand
- Use a specific example if it helps you to demonstrate your solution (i.e. who would your client be, what problem do they face, and how would you help them with your solution)



4. The Wow Factor

- What is your secret sauce? In other words, what makes your product or service special or unique? Our product/service is the only one on the market that
- Guarantees 100% success
- Reduces the time spent on X
- Generates zero emissions

The Pitch Canvas

Pain (+ Gain)

Product

Product demo

What's unique

Customer traction

Why you?!

Business model

Investment

Team

Call to action

Do's and don'ts

Do

- Establish your credibility from the start
- Communicate the opportunity & potential
- Be prepared to answer technical & business details
- Speak slowly or pause & pay attention to body language
- Share your WHY - your passion is the secret sauce

Don't

- Succumb to imposter syndrome
- Assume people know the potential already
- Try to answer questions you don't know the answer to
- Use filler words like "um" "uh"

Considerations for online pitching



TURN THE CAMERA ON



LOOK AT THE CAMERA



NON-VERBAL CUES
(HANDS, GESTURES)



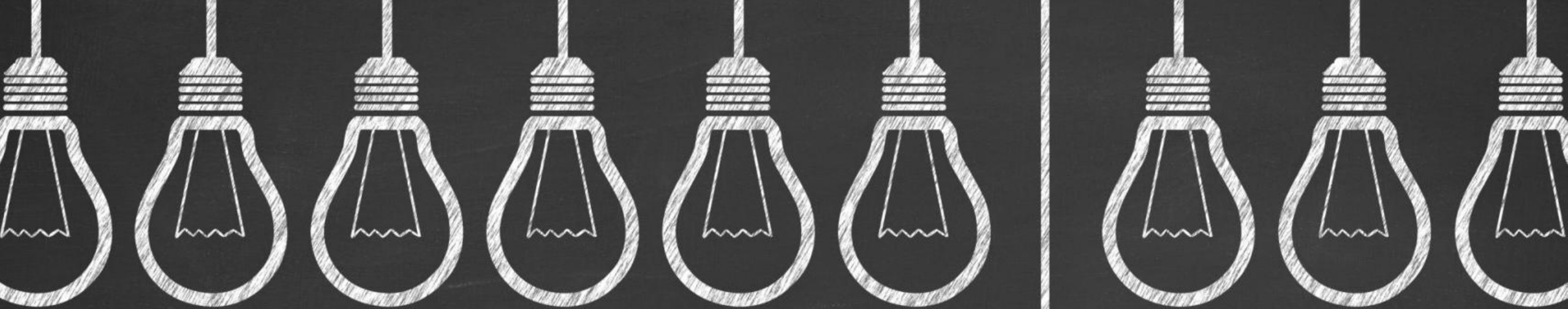
CONSIDER YOUR
BACKGROUND



USE HEADPHONES
INSTEAD OF SPEAKERS



PERFORM A TEST RUN



Thank you!

