

Design Thinking in an Agile Process

Why, how, what's the impact on business

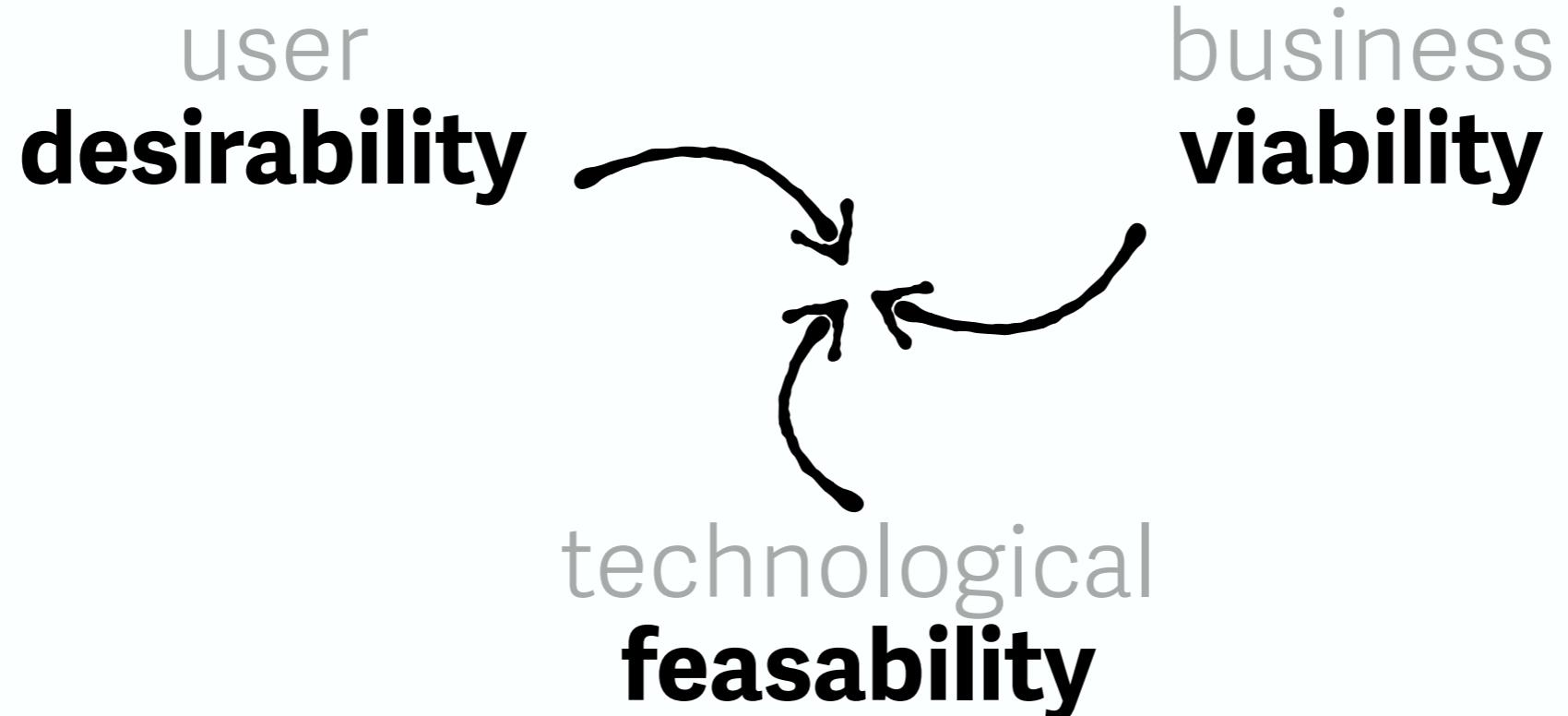
Ilaria Mauric

Head of Design @gnvpartners
@ilariamauric

Agile Business Day

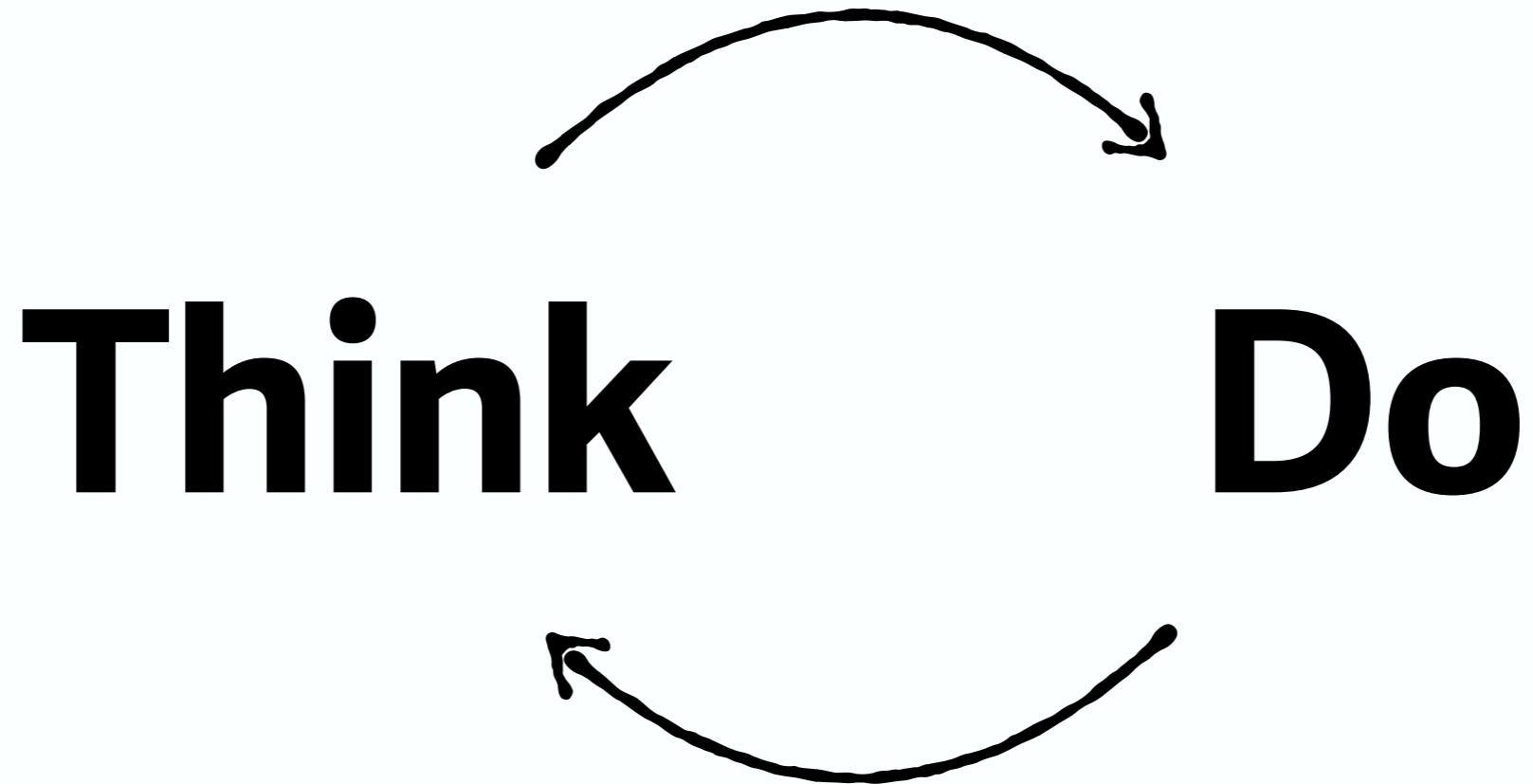
17 settembre 2016, Venezia

Design Thinking

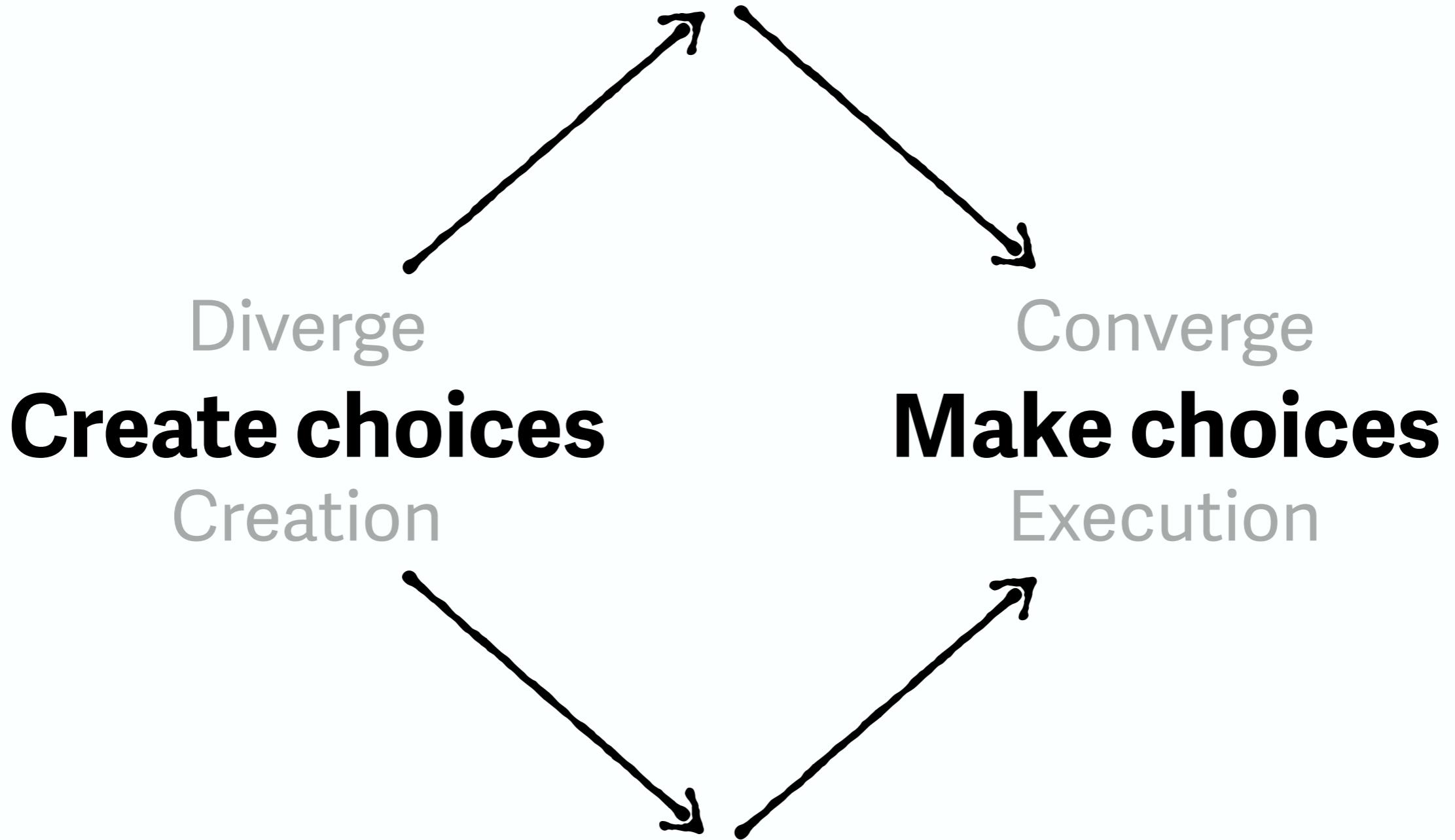


human centered • collaborative and participative • long-term perspective • driven by experimentation

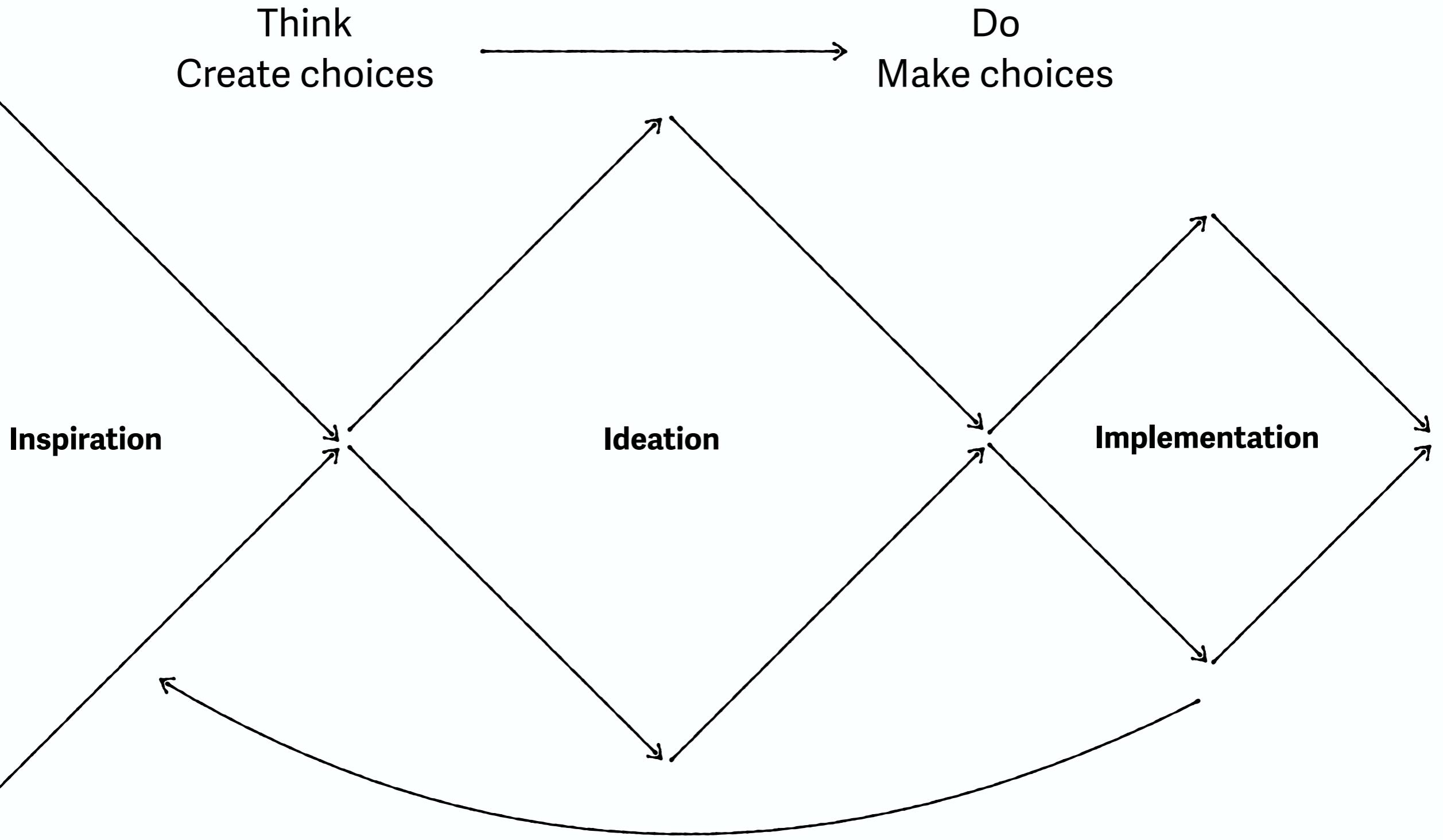
Source: "Change by design", Tim Brown



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Designers?

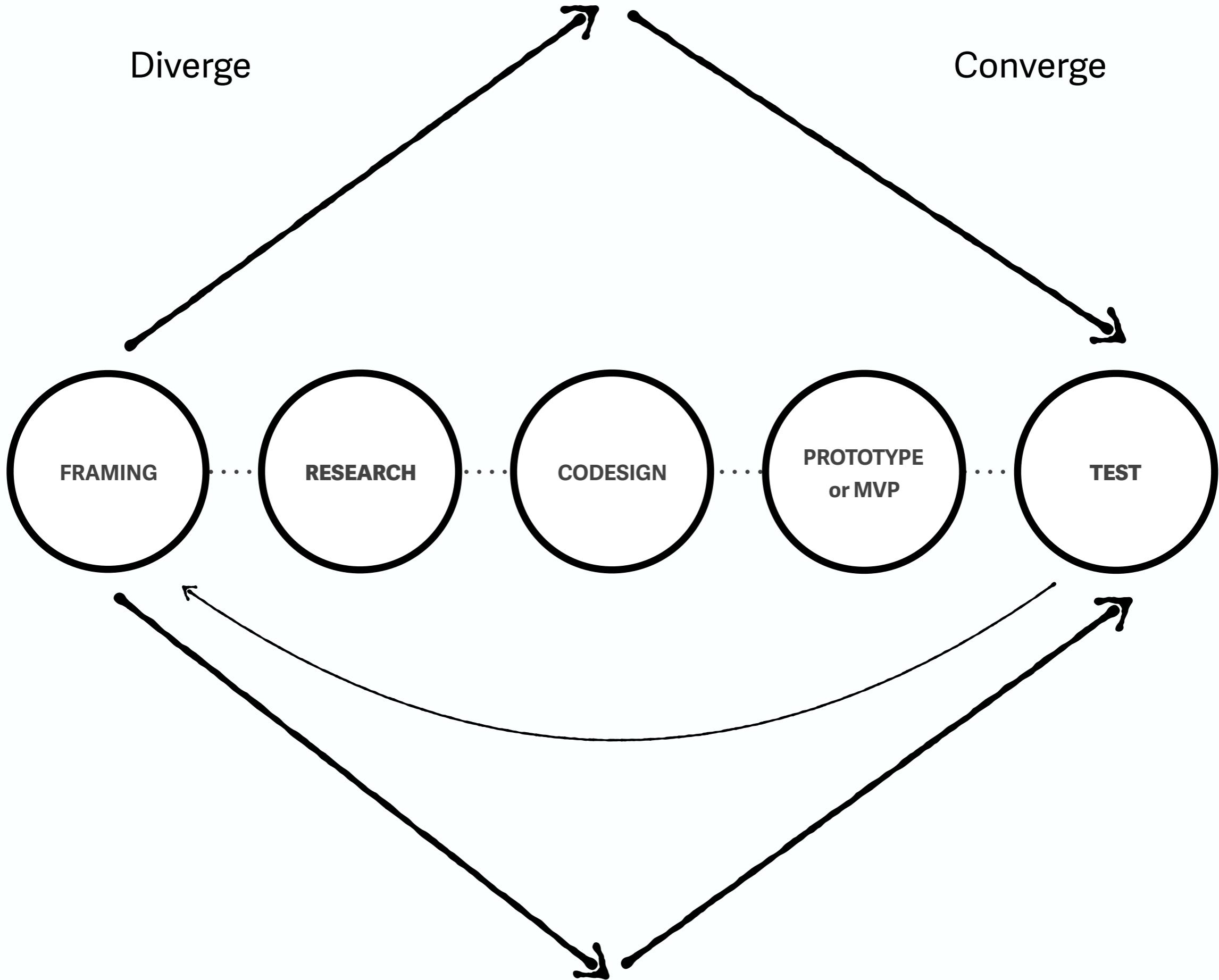


Target

assunzioni e schemi

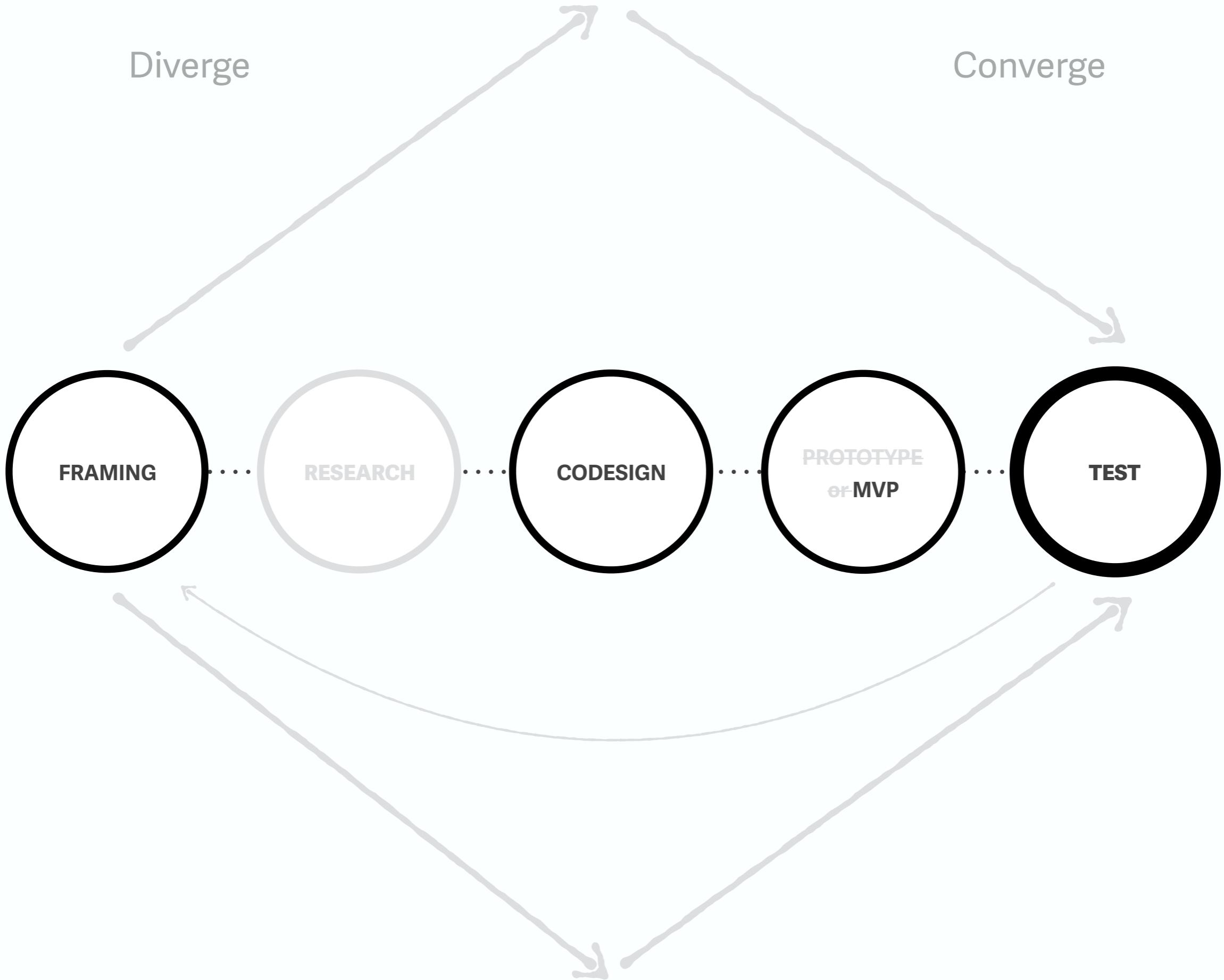
Persone

aspettative e pattern



1

Implementation





Who?

What?

Why?

How?

When?

Where?

Ha fretta?

È importante?

È solo/a?

È urgente?

Lo considera
un vanto?

Può farlo
da solo/a?

Che rapporto ha
con la tecnologia?

È complicato?

È una cosa riservata?
Privata?
Delicata?

È economicamente
impegnativo?

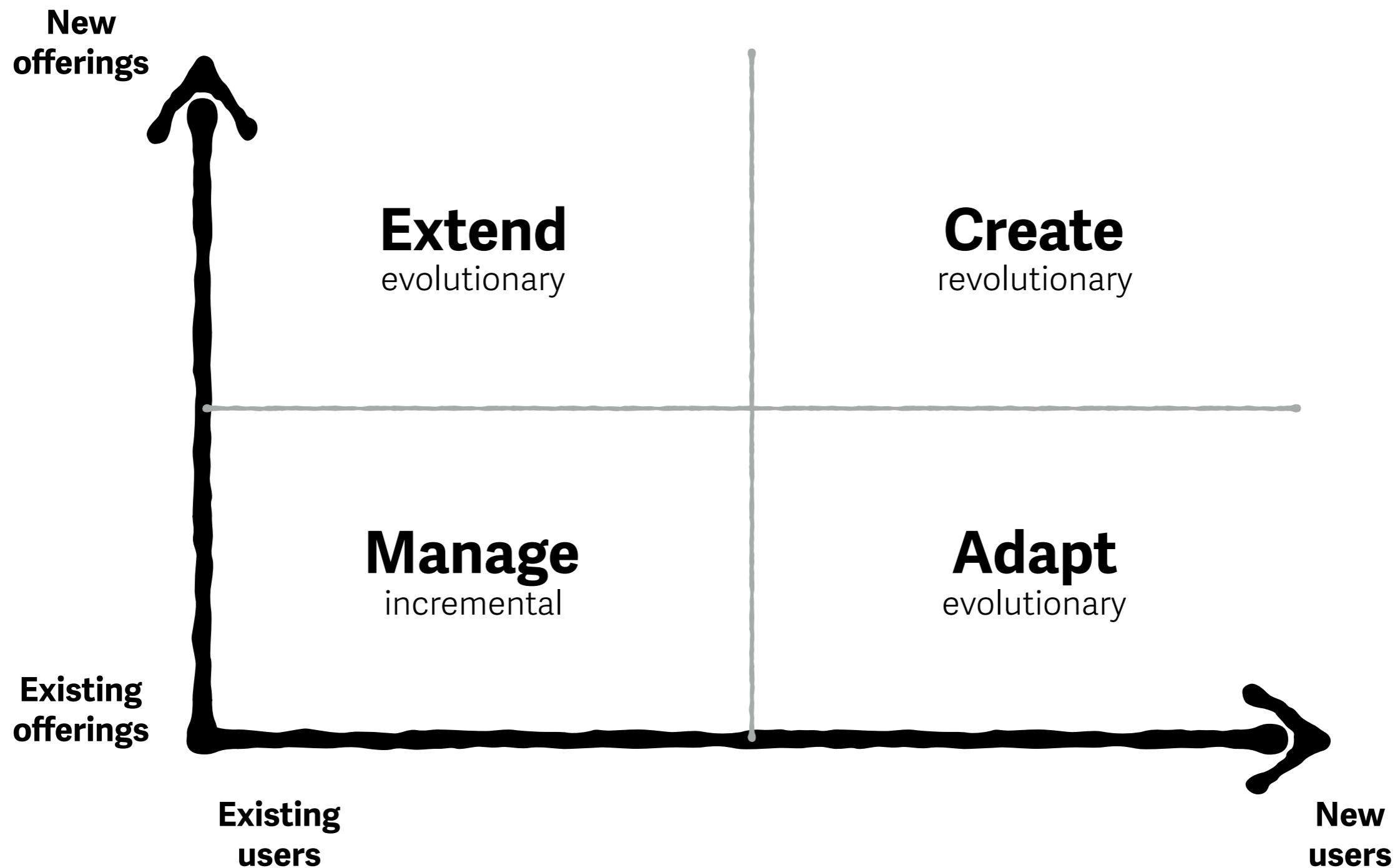
È
maleducazione?

Lo ha già fatto
altre volte?

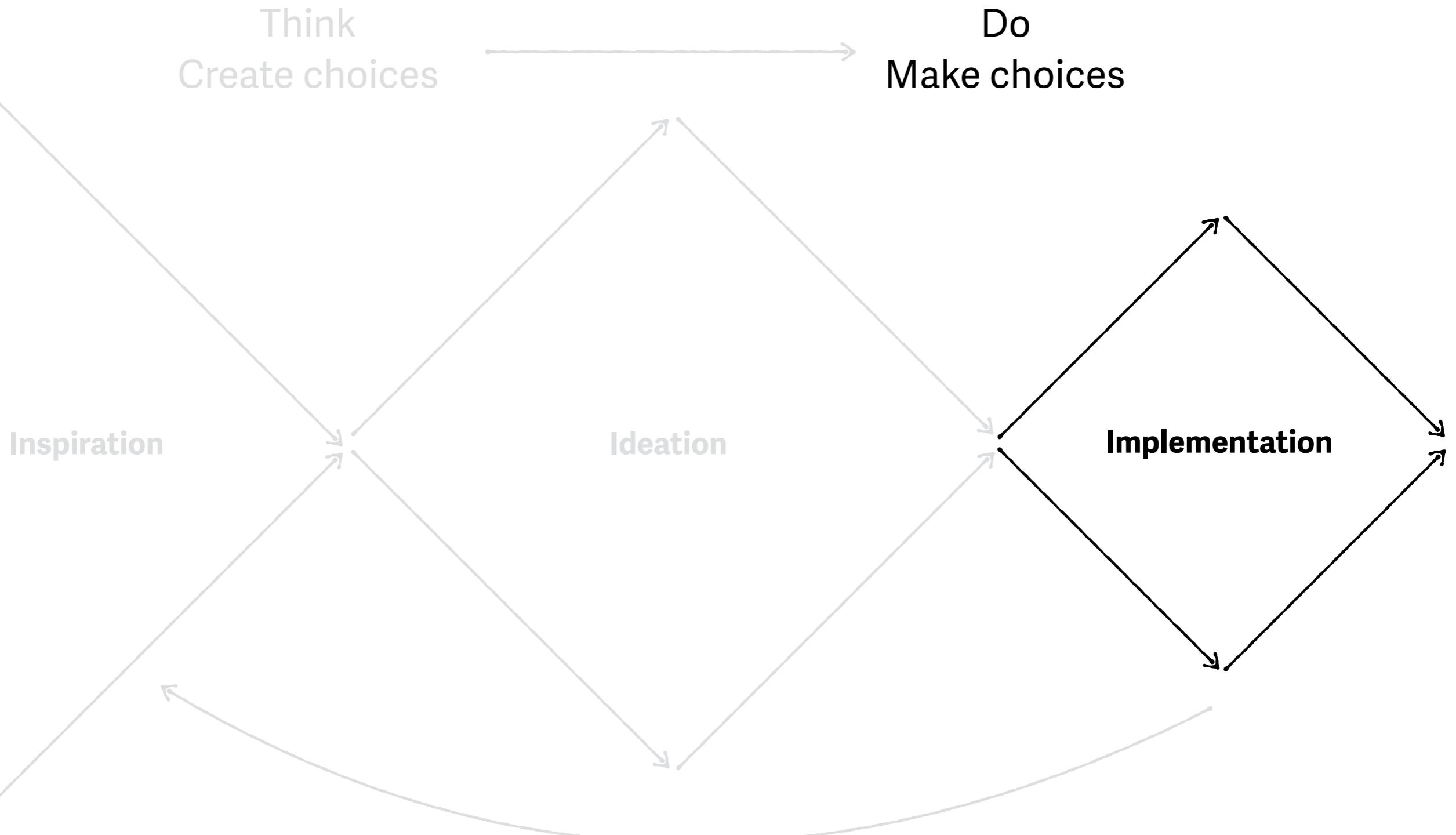
È abituato/a
a farlo
in qualche modo?

È ricorsivo?

Riguarda valori
personal / etici?



Source: "Change by design", Tim Brown



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**(Agile) implementation is often
obsessed by delivery.**

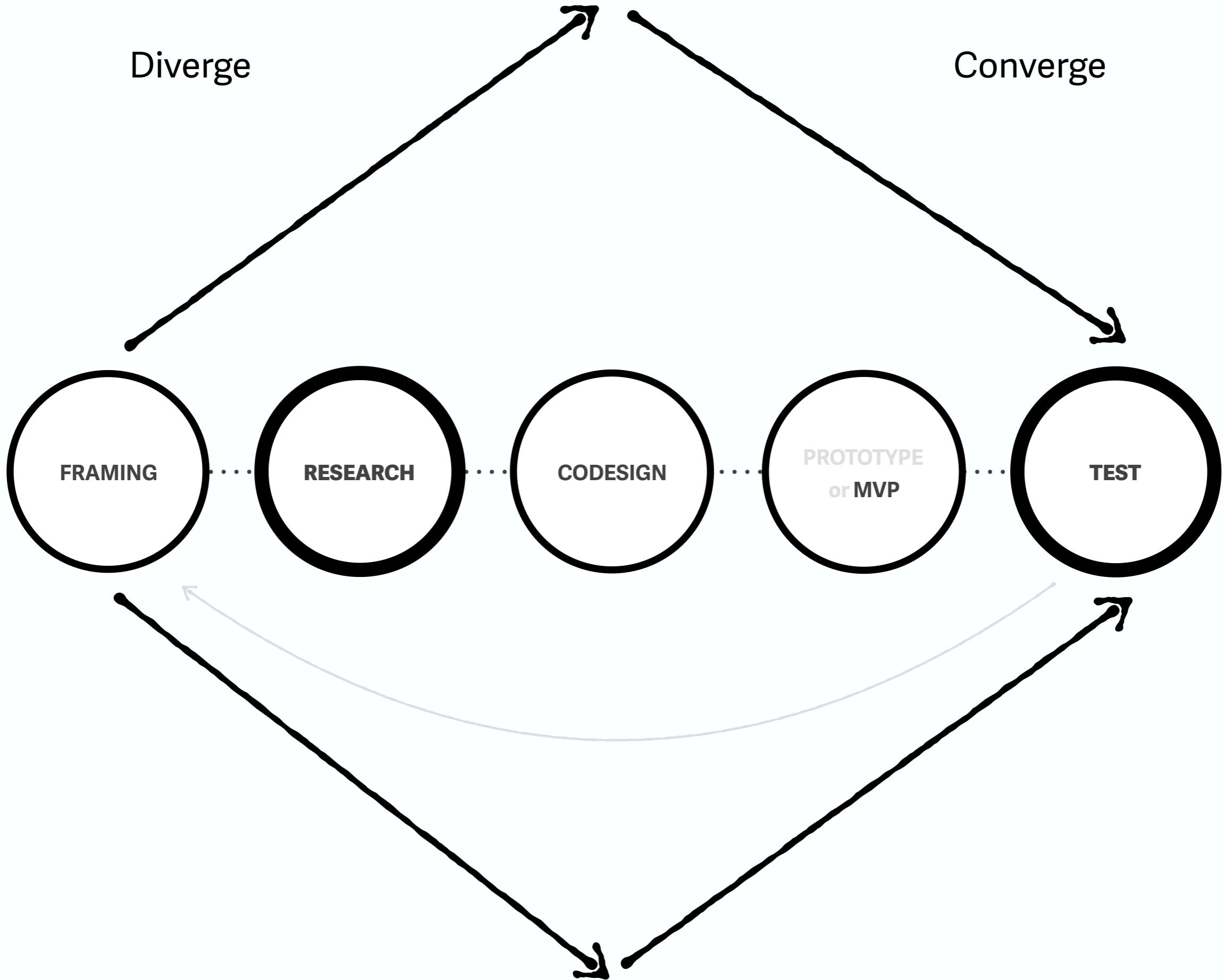


In Design,
**iterate means learn from people
until they adopt the system in their lives.**

lesson learned

2

Ideation + Implementation



no per ogni palette.
eta' di pane fresco.

CONVIENE
13,04€

SERVIAMO IL N.°

83

SERVIAMO IL N.°



E' NOSTRO MIGLIOR PREZZO
SENZA SCONTI SULLA QUALITA'

abc
CONVENIENCE



CONVIENE

8

PER DIFENDERE
L'UNICO PIANETA
CHE ABBIAMO

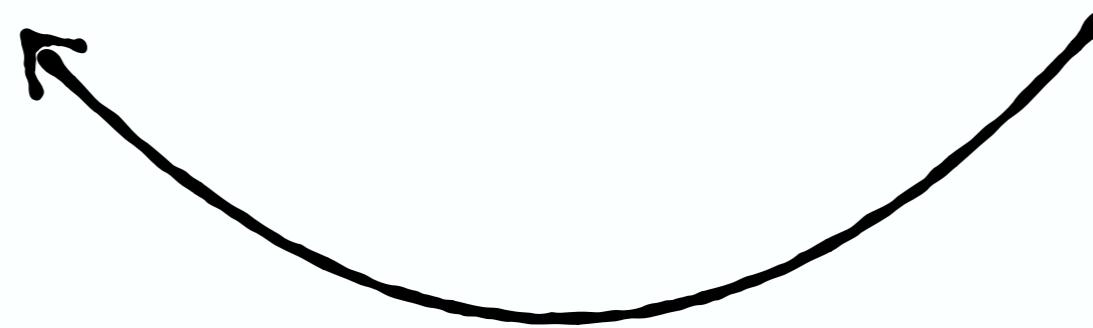
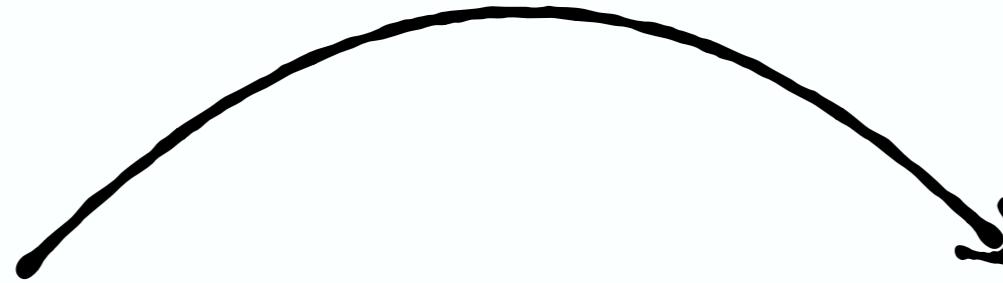
Il rispetto e la difesa dell'ambiente
per noi sono importanti.
Sviluppiamo prodotti alimentari
provenienti da agricoltura biologica,
seguendo criteri di sostenibilità
e compatibilità ambientale.

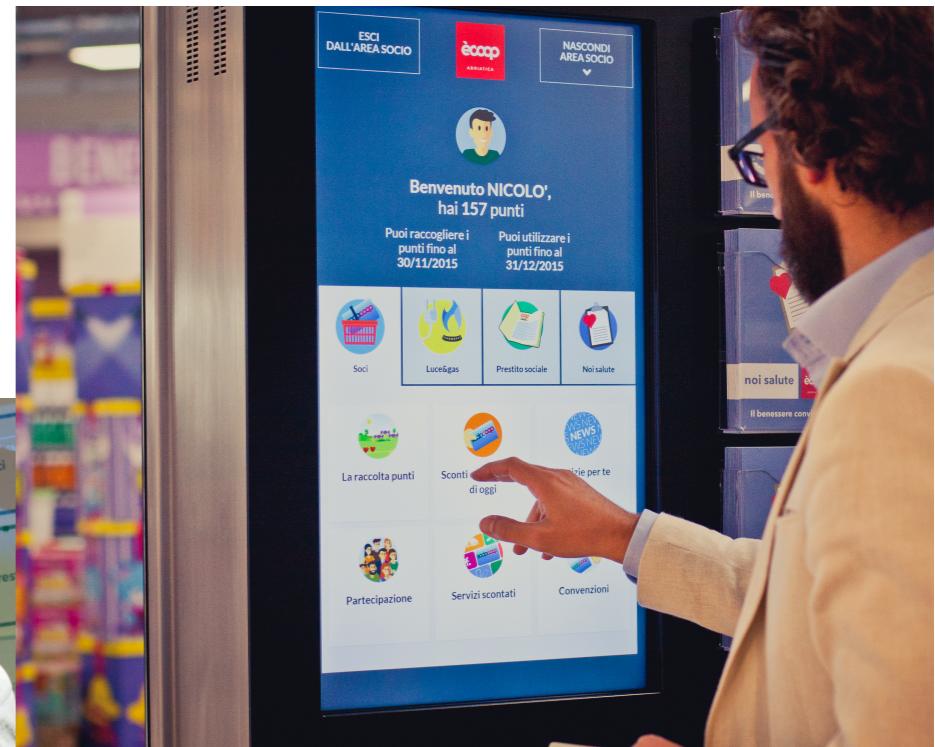


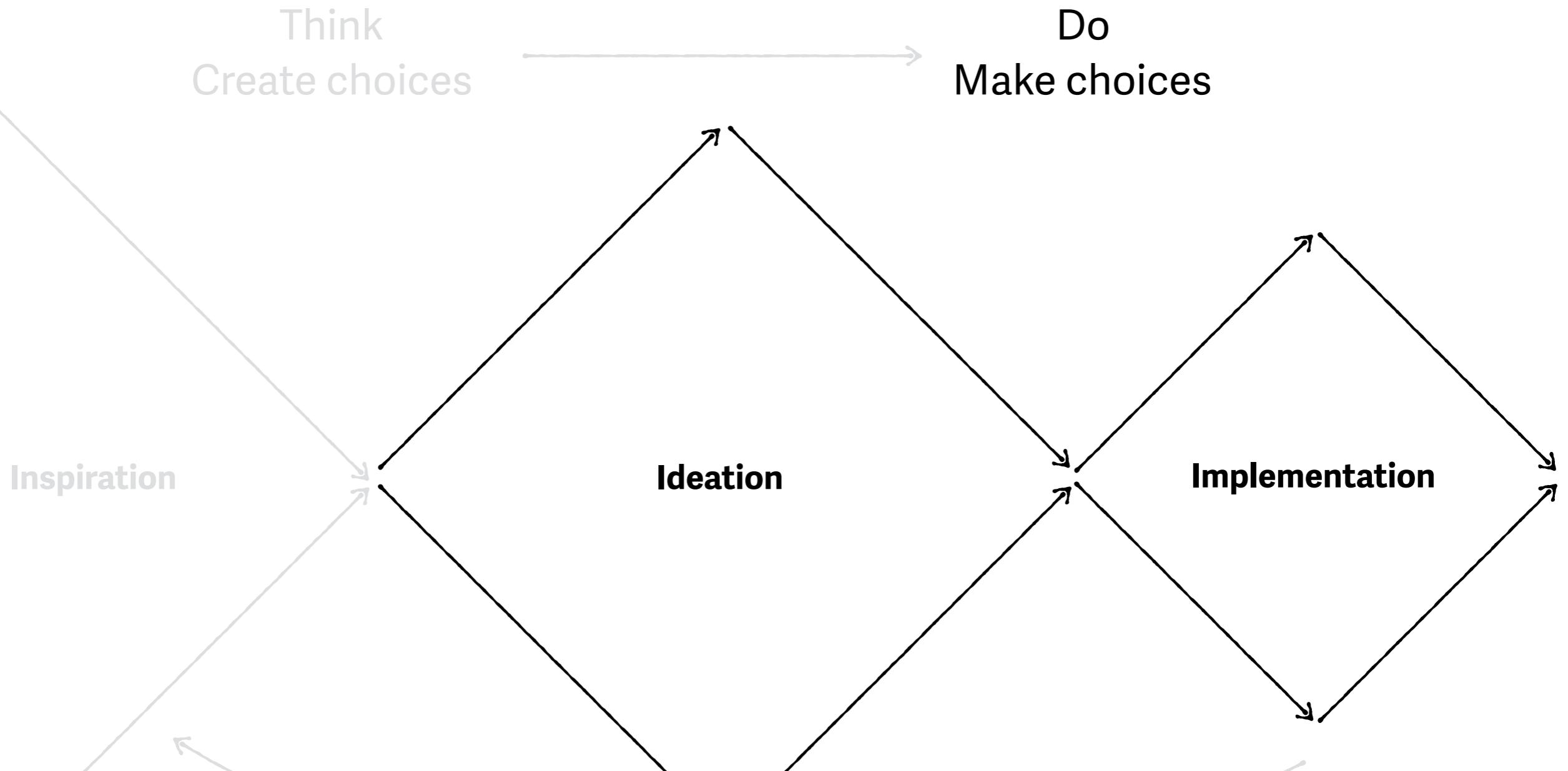
Prototype Product

Think

Do







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Prototypes are not MVPs.

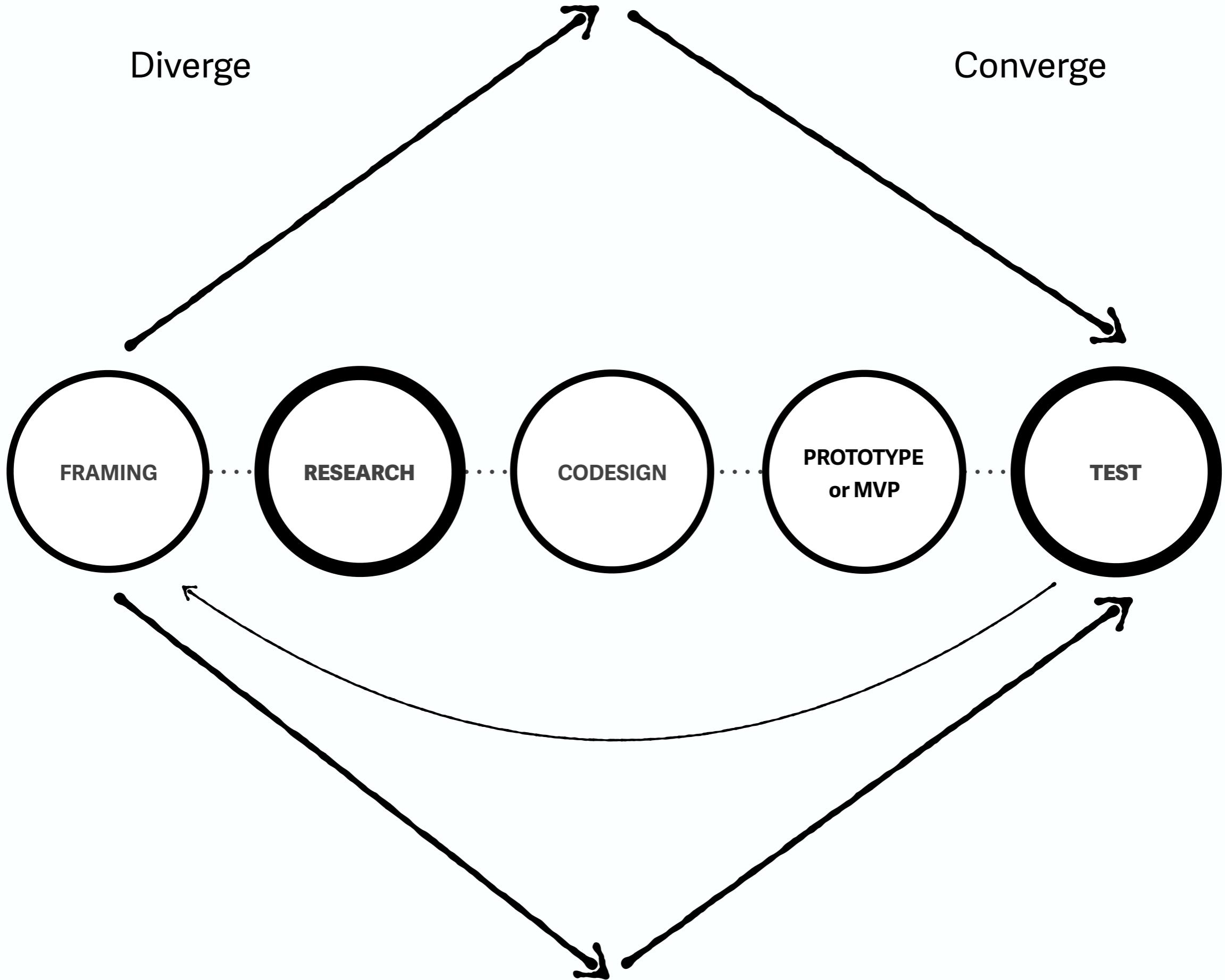
2

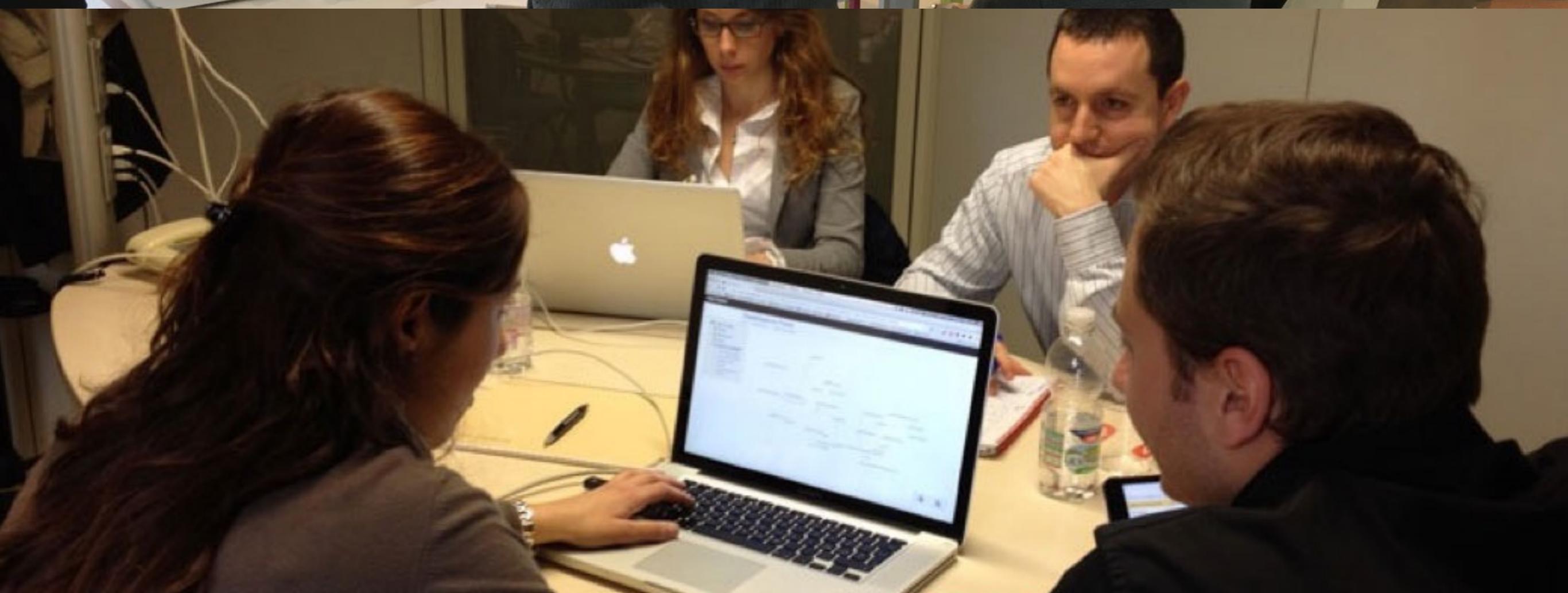
**Know the right thing to build
before building the thing right.**

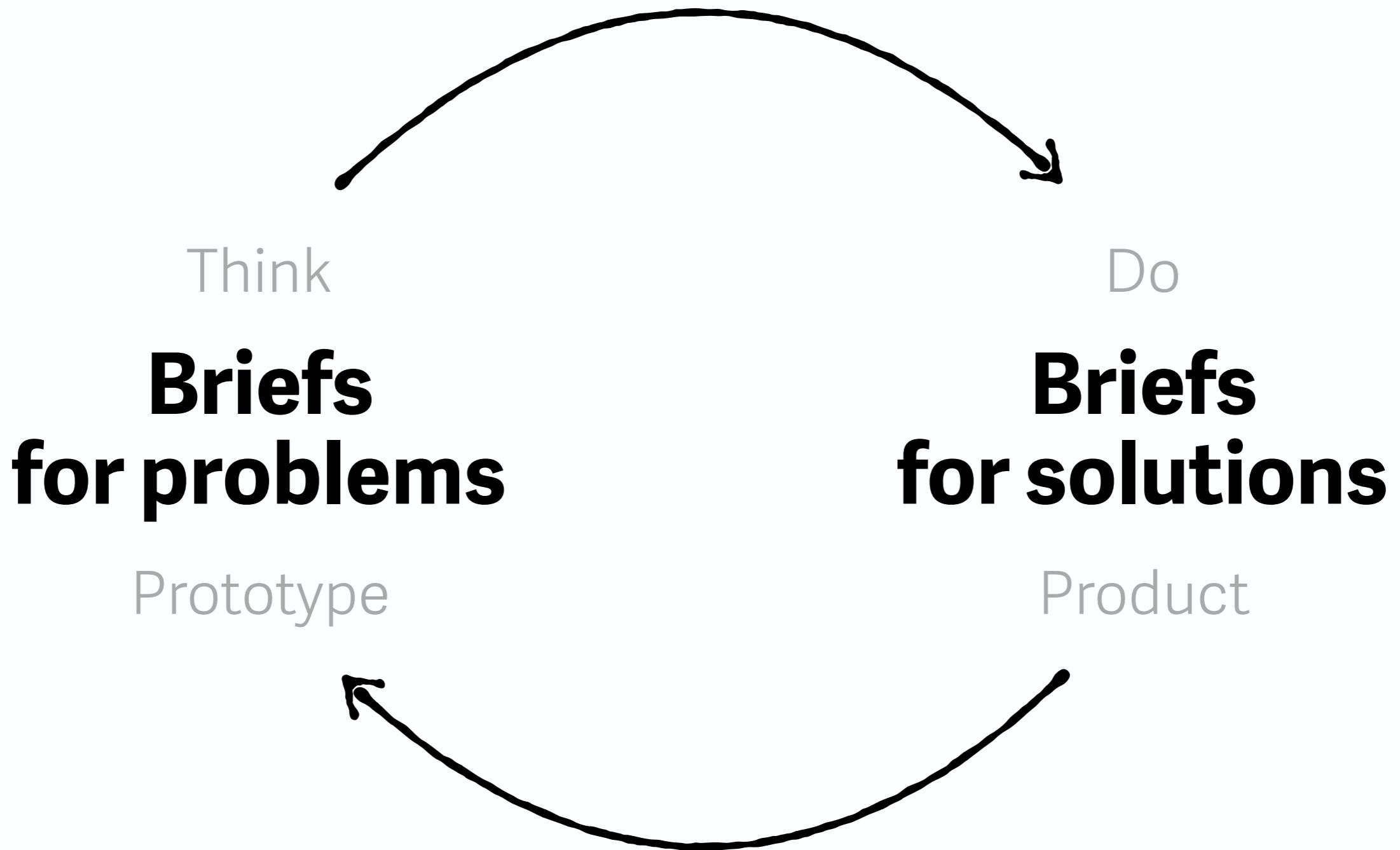
lesson learned

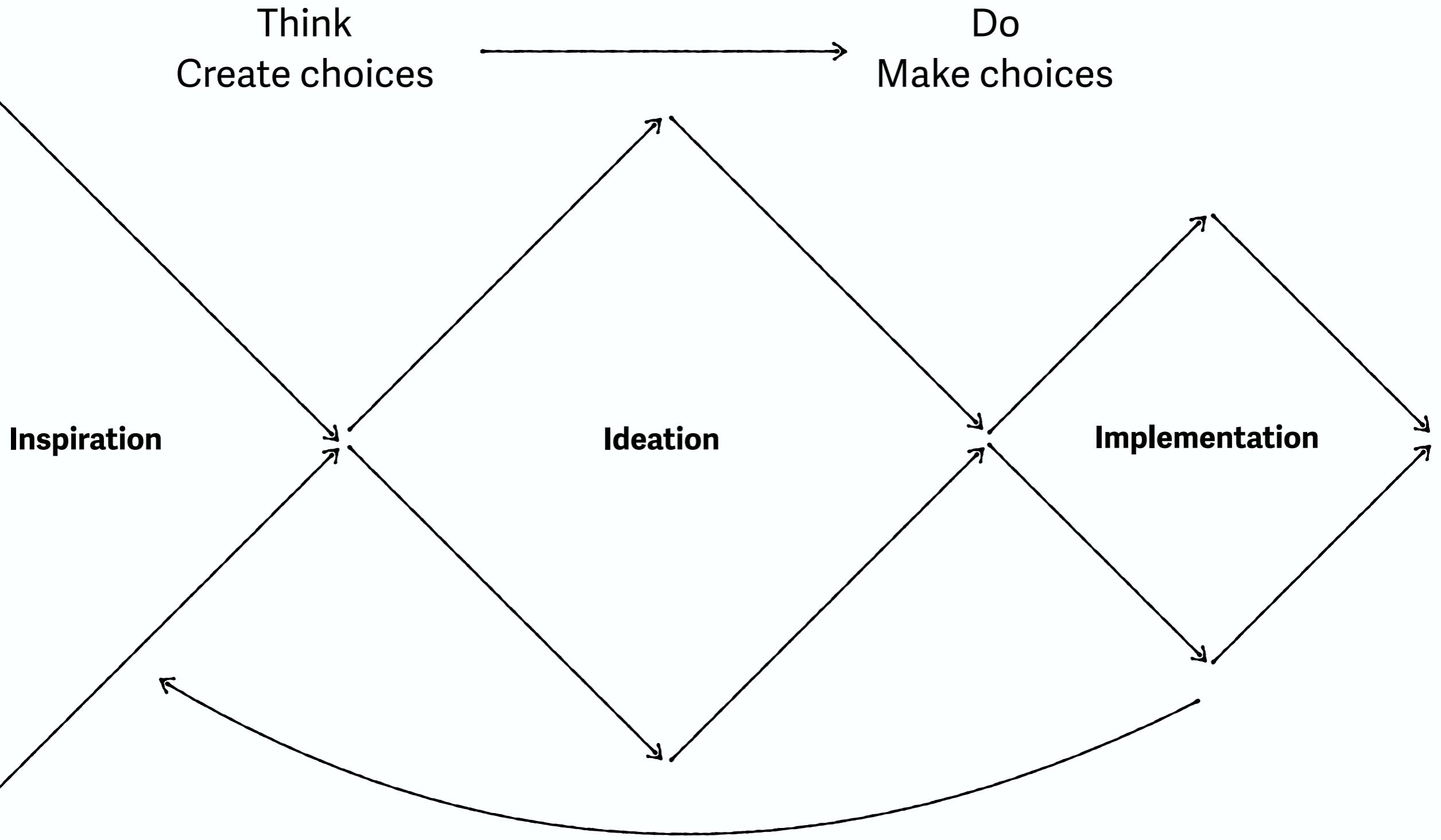
3

Inspiration + Ideation + Implementation









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**Technology is not necessarily
the answer.**

3

**Innovation cannot happen
until and unless there is an equal input
from Business Thinking.**

lesson learned

- 1 **In Design, iterate means learn from people until they adopt the system in their lives.**
 - 2 **Know the right thing to build before building the thing right.**
 - 3 **Innovation cannot happen until and unless there is an equal input from Business Thinking.**
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Grazie :)

gnvpartners.com
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