



CSE3PPE / CSE5003

Workshop 3

Semester 1 2024

Today's focus:

- Overview of concept development process
- Journey mapping
- Time in your teams – discuss your concept with me

What's the problem?



Matt Bungard ✓
@TheMattBungard

Someone's just sent me a picture of a water bottle at JB Hifi that costs \$110 and comes with an app that tells you how much water is left in said bottle - it's now the only thing I can think about. Who is this for?



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1:41 PM - Aug 7, 2022 · Twitter for Android

Overview of Concept Development Process

1. Identify a 'problem'
2. Develop a hypothesis, including who your potential customers might be
3. Test your hypothesis with representatives from your customer segments
4. Conduct an environment scan
5. Summarise your findings, and synthesise these into themes

Phase 1

6. Refine your hypothesis based on the analysis of your insights.
7. Develop a customer profile/user persona
8. Ideate for your 'customer'
9. Once you've developed a series of possible solutions, start to filter for effectiveness, buildability, assignment requirements (is it an I.T. solution)
Consider how these ideas can evolve to better meet user personas/customer needs
10. Develop a rough outlay of concept/solution

Phase 2

11. Test **again** with representatives of your target market
12. Further refine and develop

Phase 3

Concept Development Process

1. Identify a 'problem'
 - a) A gap in the market
 - b) An emerging opportunity
 - c) A thing that is broken
 - d) Something that frustrates you
 - e) Etc
2. Develop a hypothesis, including possible customers:
 - a) The 'thing that is broken or missing' is a problem for a particular group of people
 - b) Identify this group of people, for eg:
 - i. SME accountants
 - ii. Wheat farmers in areas suspect to drought
 - iii. F/T working women with children under the age of four

Example: TESTING THE PROBLEM

The first task is to understand and redefine the problem that is initially created. This example focuses on an online platform for a rare form of insurance. The initial problem is described as:

How can the purchase of a rare form of insurance be improved?

Assumptions made

Improvement = speed

If you can process insurance purchases quicker, you will be able to process more, and in turn increase revenue

There will be many people who work in this area

People who work in insurance will provide quality insights relevant to the problem

Ways to test assumptions

Primary:

Try to speak to as many people as possible from this area of the insurance sector

Secondary:

Industry analysis and insights

Concept Development Process

3. Test your hypothesis:
 - a) Talk to people that belong to this particular group of people
 - b) Ask them about the problem you identified
 - c) Utilise empathy when listening
 - d) Listen carefully for insights surrounding the problem (there are careful hints and glimpses of gold amongst this)
 - e) Ask them about other problems related to their work/experience/use of the product (again, this can uncover more elements of gold)
4. Conduct an environment scan
5. Summarise your findings, and synthesise these into themes

Speak to customers



Journey Mapping

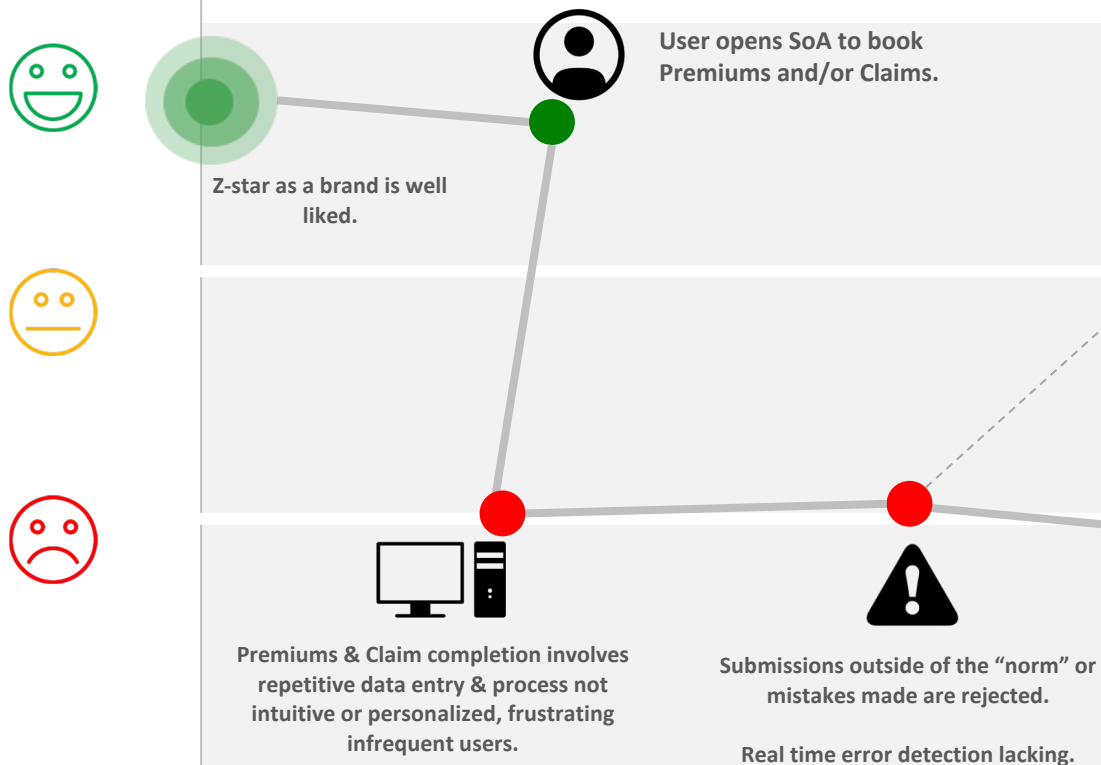
A process that visually shows the process a person/user goes through in order to purchase/obtain goods or services.

Example of a Journey Map

Needs & Expectations

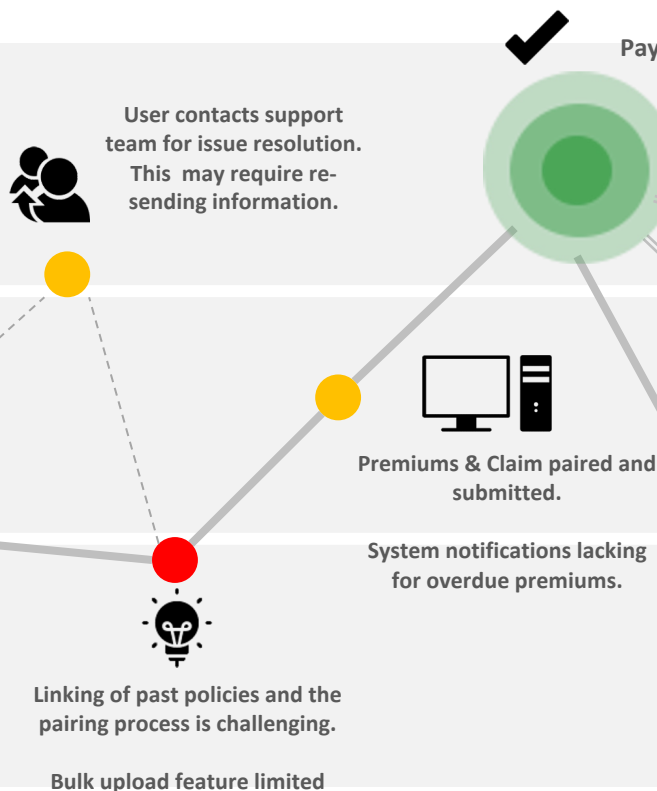
Intuitive Workflow

- Primary Insurers and Insurance Brokers often need to seek assistance for experienced staff at Company Z.



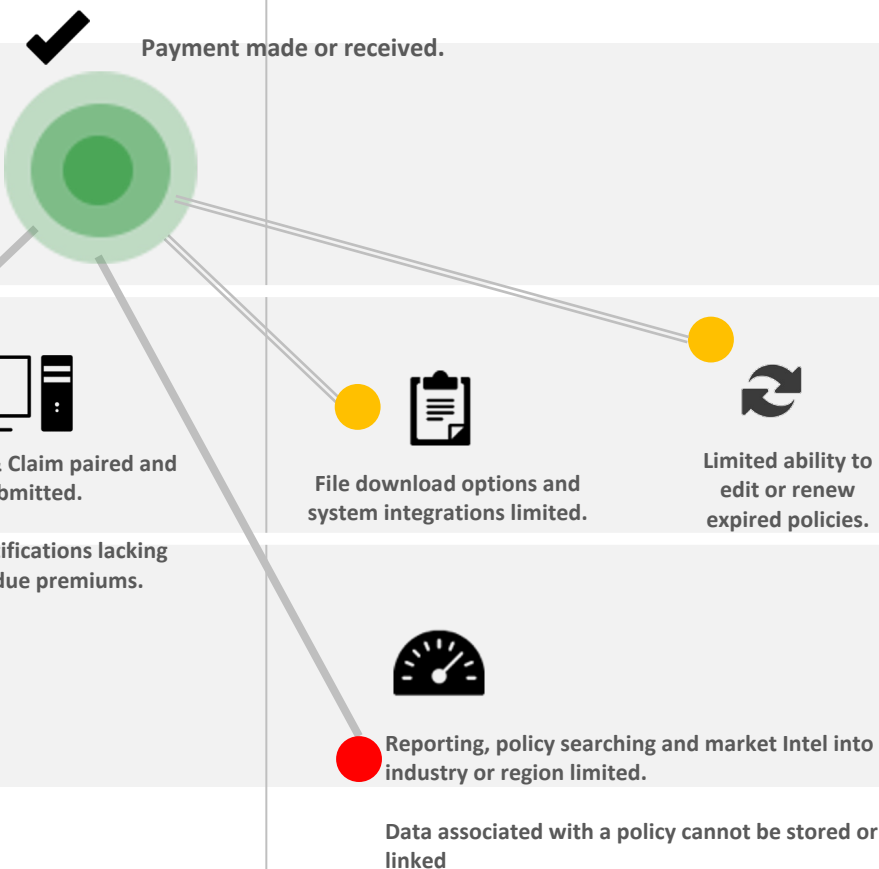
Ease of Doing Business

- Getting the job done quickly, easily and accurately is important.



Added value

- Being able to run reports, reconcile data, unify systems and tailor the experience for user preferences is key.



Environmental Scans

What is an Environmental Scan?

This is a process of exploring and reviewing 'what is out there' in terms of your problem, and the current ways the problem is being solved.

Conducting an environmental scan may include:

- Who else is solving this problem? How are they doing it?
- Searching and assessing similar Apps, products or solutions. What are they doing right, and what could be wrong or improved with their solution?
- Thinking beyond direct solutions to your problem, and workshopping related areas. What is your problem related to? I.e. Car parking problems relate to transport and access. So how is transport and access being solved?
- Looking outside your geography: how might the problem be solved in other areas?
- Identifying who your future competitors might be, and both assessing their strong points and critiquing areas of their offering, structure or service that could potentially be improved.
- Consider and assess *the way* the problem is solved: manufacturing, distribution, labour used, etc

Example: Summary of Emerging Themes

Process not as intuitive as it could be

- Challenging for infrequent users to recall process
- Errors are not easily understood or can be self-corrected
- Pairing process a source of frustration

Over-reliance on human support

- System requires users to frequently refer to support staff for errors or for progressing non-standard claims and payments
- While the support team is well regarded, the system should require less intervention

Opportunities to personalise system

- System should be tailored to individual preferences and their frequency of use
- Regulatory reporting requirements available
- Tailored downloads and reports with fields 'matched' to client's own systems


Opportunity to reduce data errors

- Data grouping technology for policy, region, claims and other key fields
- Need to link data/documents to policies including previous policies, claims, payments, pairing processes et al
- Predictive data, cloning, key field searching

Example: User Personas

CUSTOMER PERSONAS

NELL THE SUPER USER

I LOOK LIKE...	MOTIVATIONS	GOALS	INSIGHTS
	<ul style="list-style-type: none">Frequent user of the system and has worked out how to make it work for her requirements	<ul style="list-style-type: none">To ensure claims and payments are processed efficiently and without error	<ul style="list-style-type: none">Keen to see improvements but motivations for significant changes may be low
MY NAME IS...			
Nell	<ul style="list-style-type: none">Not particularly motivated to change because she has established habits for her processes	<ul style="list-style-type: none">To ensure smooth resolution of claim complexities	<ul style="list-style-type: none">Accuracy and dependability of the tool critical to job
GENDER			
Female			<ul style="list-style-type: none">Very happy to engage with Company Z staff to resolve problems, but vision is to not require this.
INCOME	<ul style="list-style-type: none">When pressed, she begins to highlight ways to improve the system - she is keen to find ways that benefit users as well as Company Z.		
Predominantly a processing role			
I LIVE AT	<ul style="list-style-type: none">Typically part of a broader team, dedicated role		
Anywhere, but I may have language barriers			

Breakout rooms

Use this time effectively to:

- Ideate (if you are up to that stage)
- Provide an update on your progress / run your idea past your tutor
- Assign tasks to team members
- Create a schedule for completion of tasks prior to the pitch
- Don't forget to schedule your team rehearsals!

Thank you.