Design Ability

Design Ability

- Design thinking is something inherent within human cognition; it is a key part of what makes us human
- Anything that isn't a simple, untouched piece of nature has been designed by someone
- Design ability is a collective or shared ability
- The process of making something does not normally start before the process of designing it is complete.

Methods

- How to develop insights into the ‘designerly’ ways of thinking
  - Interviews with designers
  - Synthesize information
  - Modelling
  - Experimental Studies
  - Communicate Deliberately

The 4 Key Elements

- Multidisciplinary team
- The creative process
- Focus on user outcomes
  - Success is measured by how well user's needs are fulfilled
- The workspace
  - Environment plays a significant role in development of the process
  - Helps in creativity, fosters communication or openness among participants.
  - Has to be a place that can be quickly adapted and one that allows the creation of different scenarios.

Multidisciplinary team

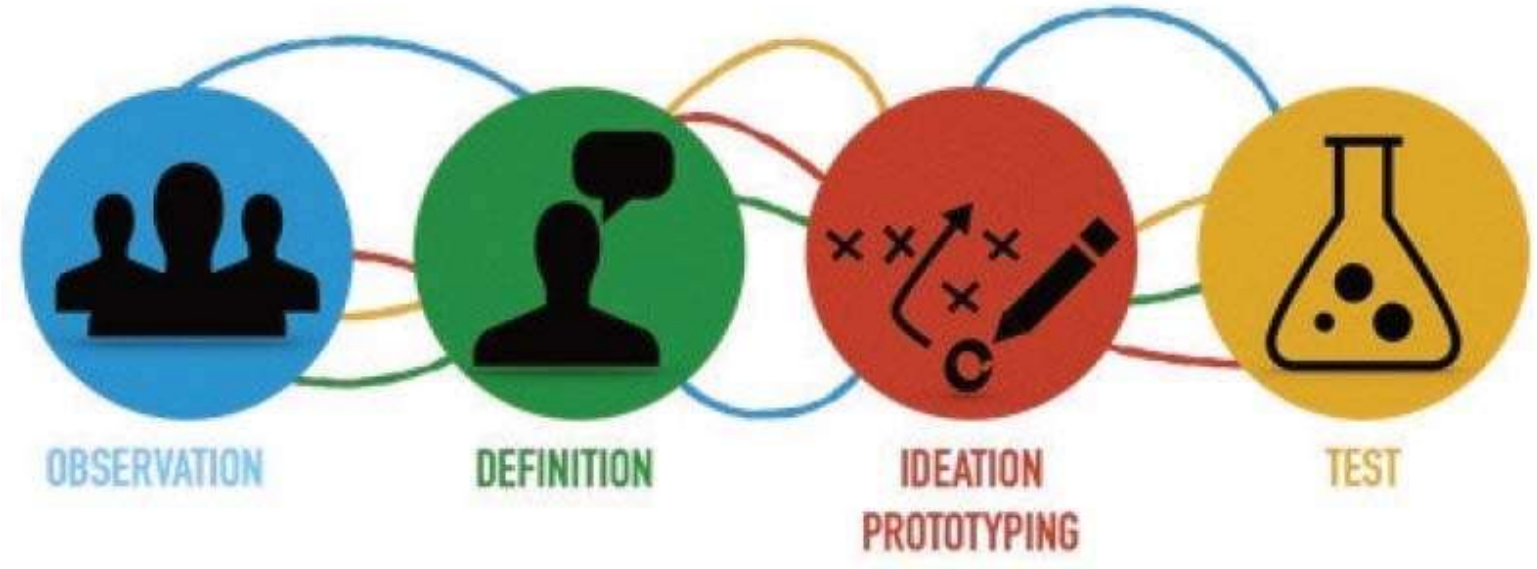
- Experience or knowledge of a single person is not enough.
- Effectiveness of a team than the capabilities of each individual.
- The diversity of a group allows bringing experience, methods, and models of different areas.
- To see problems through multiple unusual lenses, reveals different insights, and widens the scope of what's imaginable.
- Set aside own egos and build a foundation of trust and shared ownership across all disciplines

"Empathy: first with each other. Then with our users."

The Creative Process

- **Observation – Empathy with users**
  - observe the behaviour of people, their relationships and environment to draw conclusions about their explicit and implicit needs.
- **Definition**
  - Make problem formulation concise, unique and closer to the needs of people and the brand.
- **Ideation/Prototyping**
  - Go beyond the obvious, explore ideas that haven't been tried before.
  - Create a perspective shared by team.
  - The very act of constructing the prototype can evolve the idea, transforming it into something tangible, much more valuable by itself.
- **Test**
  - Learn from real users, observation, and iterate, prototype again or even return to the empathy stage.

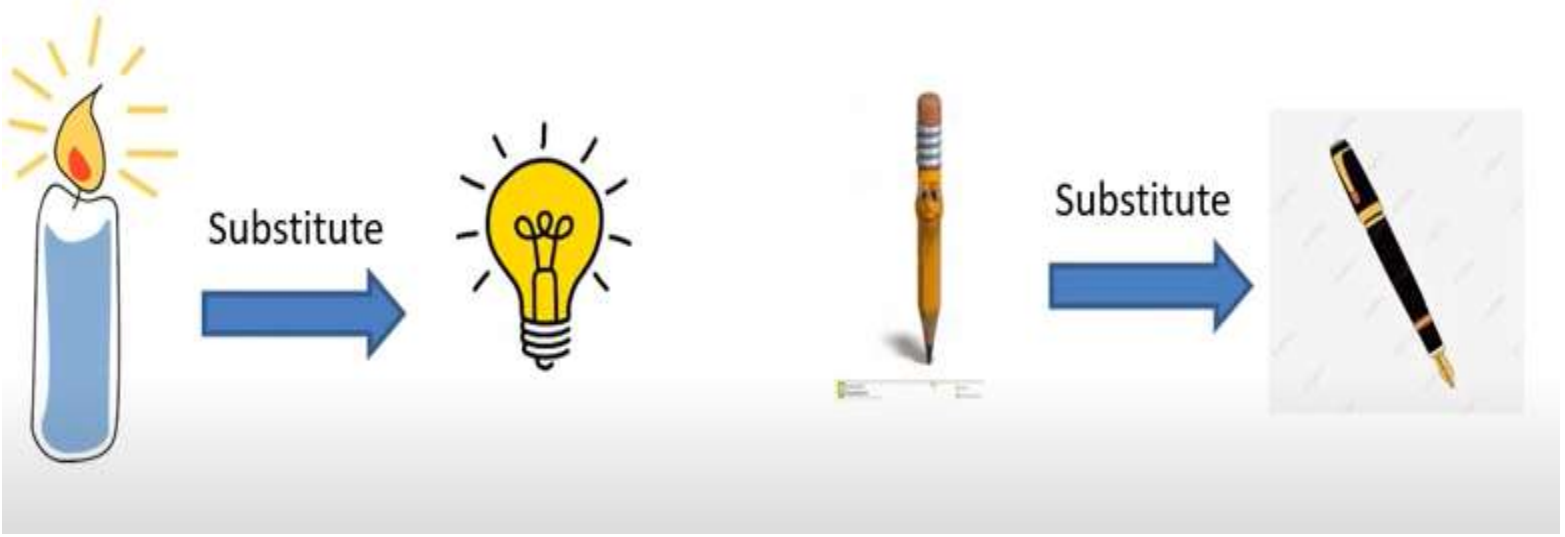
The Creative Process



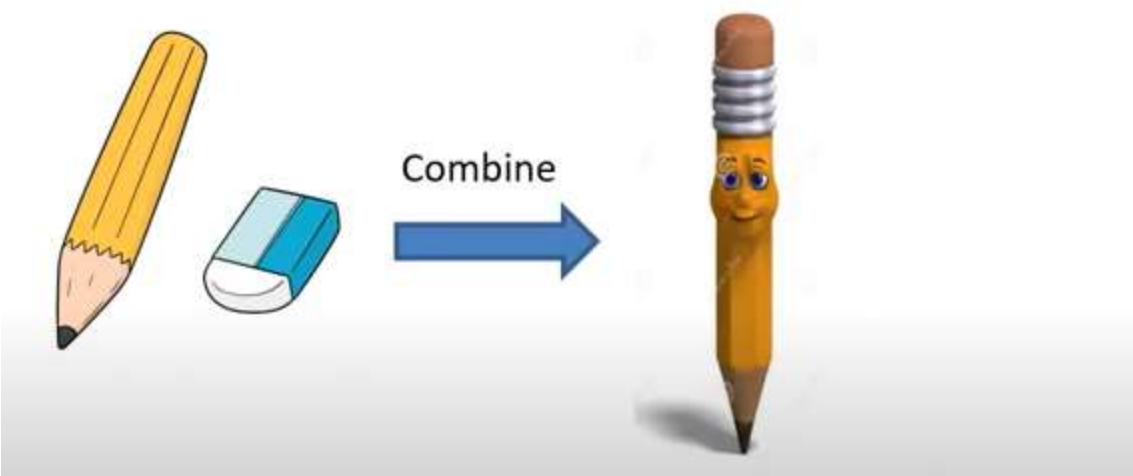
Ideation Techniques

1. Reverse thinking
2. Brain Storming
3. Role Playing
4. Story Boarding
5. Brain Writing
6. 5 Ws and H
7. SCAMPER

Substitute



Combine



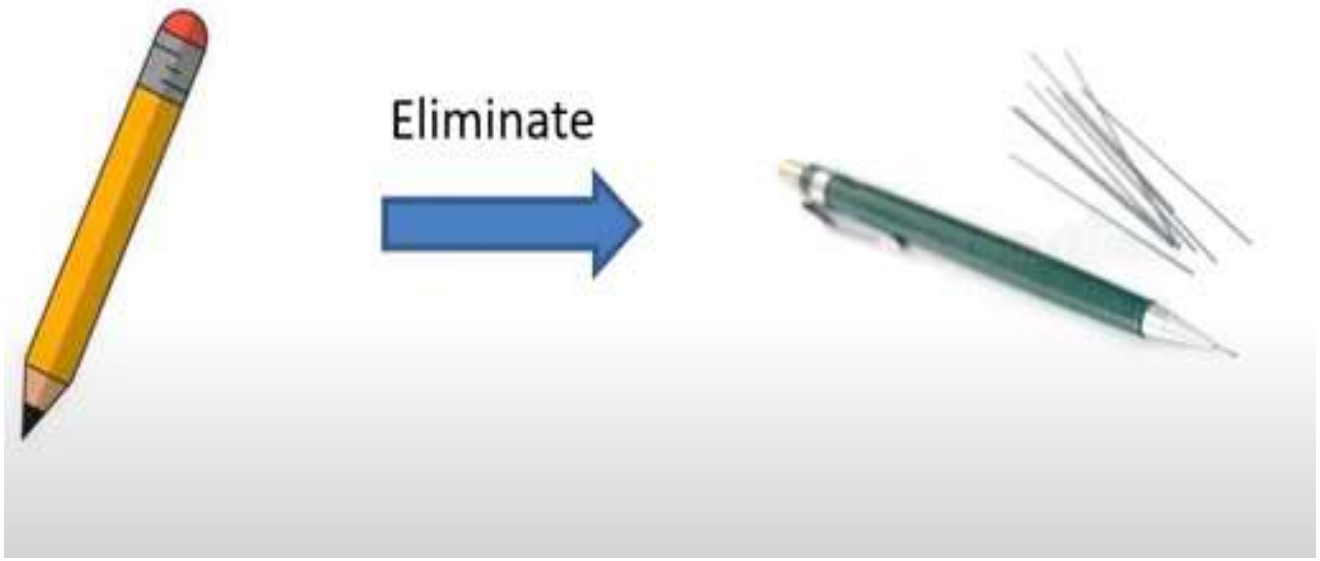
Adapt

Modify

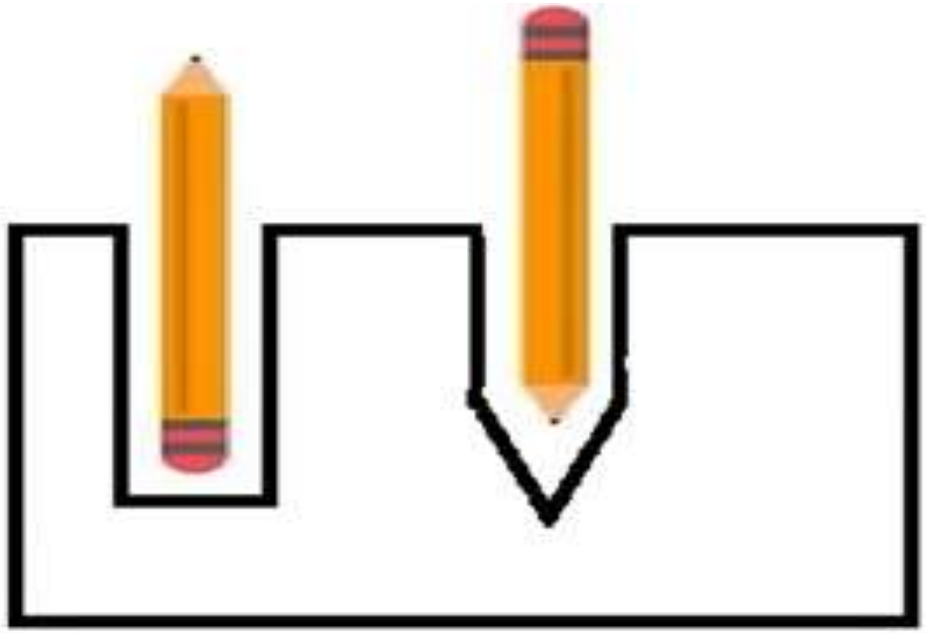
- Modify an aspect of problem, for example by magnifying, or exaggerating, them and see whether it gives a new insight or whether it adds any value.
- This will help to identify which part of process or product is the most significant.
- An example for magnifying an aspect to expand the production of one product and focusing on that product.

Put to Another use

Eliminate



Reverse



Characteristics of Successful Product

1. An active product owner
2. Reliable teams
3. Clear objectives
4. Avoiding novelty
5. A product road map
6. Solid research
7. Thorough testing
8. Focused approach
9. Timeline
10. Adaptable and flexible

Characteristics of Successful Product

1. An Active Product Owner

- Product owner is actual responsible for New Product Development (NPD) team.
- He / She is responsible for managing the product backlogs and to achieve the desired outcome of product development team, and milestone approval also.
- Able to understand the problem and solution with the product development team.
- Make decisions regarding the priority of product backlog items.
- Determine whether a product backlog item was delivered satisfactorily
- Ensure transparency into the upcoming work of the product development team

Characteristics of Successful Product

2. Reliable Teams

- A team needs to be able to rely on all members of the team to do their part.
- The major benefit of teams is they are able to achieve more than an individual would on their own.
- This only works if each teammate is reliable.
- Teammates need to feel like they can trust one another to do what they say they will do.
- Demonstrating reliability is the best way to establish and grow this trust.

Characteristics of Successful Product

2. Reliable Teams

- **Show Commitment**
  - Team members show they are committed to the cause by doing their part.
  - They participate in group projects, contribute to conversations, and complete individual assignments for which they are responsible.
- **Meet Deadlines**
  - Team members have individual tasks or assignments that they need to do on their own, to meet deadlines
- **Be On Time**
  - Using a calendar to track appointments. Doing a daily review of that days meetings and tasks is a good habit to develop. (minimize the wasting time)
- **Be Consistent**
  - Consistency as a teammate means showing up and doing your best every single day.
- **Follow Through**
  - Following through means team members do what they say, they are going to do

Characteristics of Successful Product

3. Clear Objectives

- The objective is to ensure that the new or enhanced product satisfies a real customer need and helps the company reach business goals.
- Follow these steps to write objective:
- Step 1: Start with an action verb which communicates the performance by the developer.
  - Use verbs which describe an action that can be observed and that are measurable within the product development time frame
- Step 2: Conclude with the specifics of what the team member will be doing when demonstrating achievement of the objectives.

Characteristics of Successful Product

4. Avoiding Novelty

- While innovation within a product (existing product) is desirable, the project itself is not the place to start experimenting with new ways of doing things.
- Every week brings a new management buzzword or concept
- The project manager's role
  - balancing strategy and execution
  - makes one particularly susceptible to management trends, many of which don't even last the duration of the project at hand.
- Resist the temptation to implement the latest and greatest.

Characteristics of Successful Product

5. A Product Road Map

- The new product development has a road map set on attainable objectives
- These objectives respond to time-to-market pressures, with enough flexibility to absorb unpredictable events
- E.g. the emergence of competitors, macro economic factors, organizational change, and new opportunities.
- Projecting at least two iterations down the road is desirable, with longer-term objectives described and understood the actionable work.
- There are a lot of moving parts here: testing ideas, identifying target market, finding price, and defining product.
- Every new product is different, there's no one-size-fits-all process.

Characteristics of Successful Product

6. Solid Research

- A successful NPD project requires a thorough understanding of a list of items:
  - target market, the market need, unique value proposition, competition, pricing options and etc.
- There's no point launching a product, if you don't know anything about your target market,
- or if your product doesn't have anything setting it apart from the competition.
- If you've got existing market research, use that as a springboard for going even deeper.
- If your existing market research is less-than-impressive, then you'll want to invest in that, stat.

Characteristics of Successful Product

7. Thorough Testing

- The testing puts the user needs front and respond to changing user demands.
- The iteration and user testing, in the context of already existing products
- Testing the product proposal with customers will give valuable feedback,
- This feedback can be used to improve the product which are developing in a way, that users will love.

Characteristics of Successful Product

8. Focused Approach

- Successful NPD projects avoid the temptation of doing too much.
- Adding features to existing product will improve usefulness.
- After finishing the research and product testing stages, you'll likely be tempted to widen the scope of your project, that bring on even more team members, and add features to your product.
- There's nothing wrong with this in theory – but in reality, it can slow your project down and throw unnecessary complications into the mix.
- Good NPD projects tend to stay focused on specific, clear objectives.

Characteristics of Successful Product

9. Timeline

- Good NPD projects tend to combine this focus on clear objectives with a commitment to a hard timeline.
- Each phase should have a deadline attached to it, and a solid roadmap for getting things done.
- NPDs rely on a lot of creativity and inspiration, but behind all of that, you need a pretty stubborn commitment to achieving the targets on time.

Characteristics of Successful Product

10. Adaptable and Flexible

- Sometime in NPD project, things aren't going to go as planned because of
- Markets change, demand for products might suddenly dry up, the economic growth can change, and new opportunities can even emerge.
- This uncertainty doesn't have to danger your timeline.
- Good NPDs build uncertainty into their process.
- The best practice here is to try to project at least two iterations down the line with long-run objectives in mind.
- There should always be expecting unpredictability when developing a new product,
- but the flexibility into your processes will help you absorb it.


Thank
you