

Activity

Applying ODI

Context

In this activity, you will interview potential customers asking about their problems and the current workarounds. Then, analyze your observations and find out alternate ways to design your offering.

Instructions:

1. This is an outdoor team activity. Regroup in your PV teams.
2. It will take you approximately 1 hour to complete this activity.
3. You will follow the below steps:
 - i. Design a questionnaire for conducting outcome-based interviews.
 - ii. Interview customers and capture the desired outcomes.
 - iii. Rate these outcomes against the following parameters on a scale of 1 to 10:
 - Satisfaction
 - Importance
 - iv. Identify the High Opportunity score.
4. Next, you will validate whether your offering meets customer needs.
5. Please refer to **Student Handout: Outcome-Driven Innovation** to fill in the details.
6. Finally, each team will create a report in any format either on an A4 sheet or a flip chart and present it to your facilitator.

Have fun!

Do you think our online platform is saving your time ??

Importance = 9 , Satisfaction = 6

Oppertunity = 12

Do you think our website and mobile app is user friendly ?

Importance = 9, Satisfaction = 4

Oppertunity = 14

Is there are any problems that you faced while doing online payment from our website ?

Importance = 10 , Satisfaction = 6

Oppertunity = 14

Is goods and services provided by us , reached you on time ?

Importance = 10 , Satisfaction = 7

Oppertunity = 13