

AGILE SPECIALIZATION

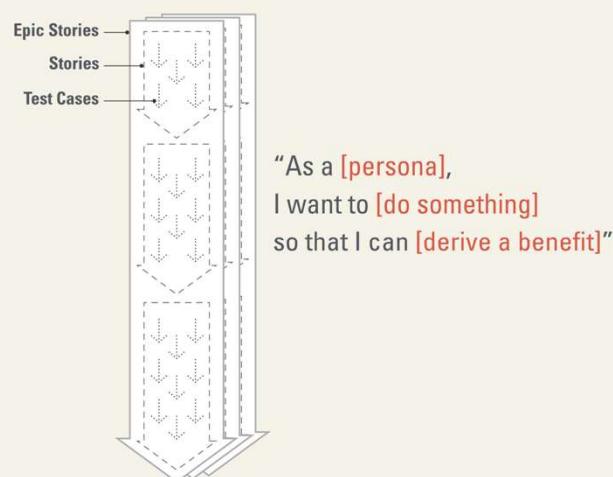
COURSE 1 MODULE 2

DESIGN THINKING FOR AGILE USER STORIES

Alex Cowan

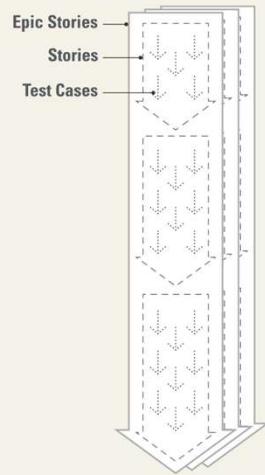
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(THE WHOLE) AGILE USER STORY



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(THE WHOLE) AGILE USER STORY

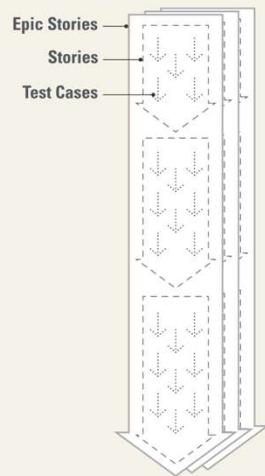


Who is this user?
What makes them tick?
Who's an example of such a person?

"As a [persona],
I want to [do something]
so that I can [derive a benefit]"

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(THE WHOLE) AGILE USER STORY

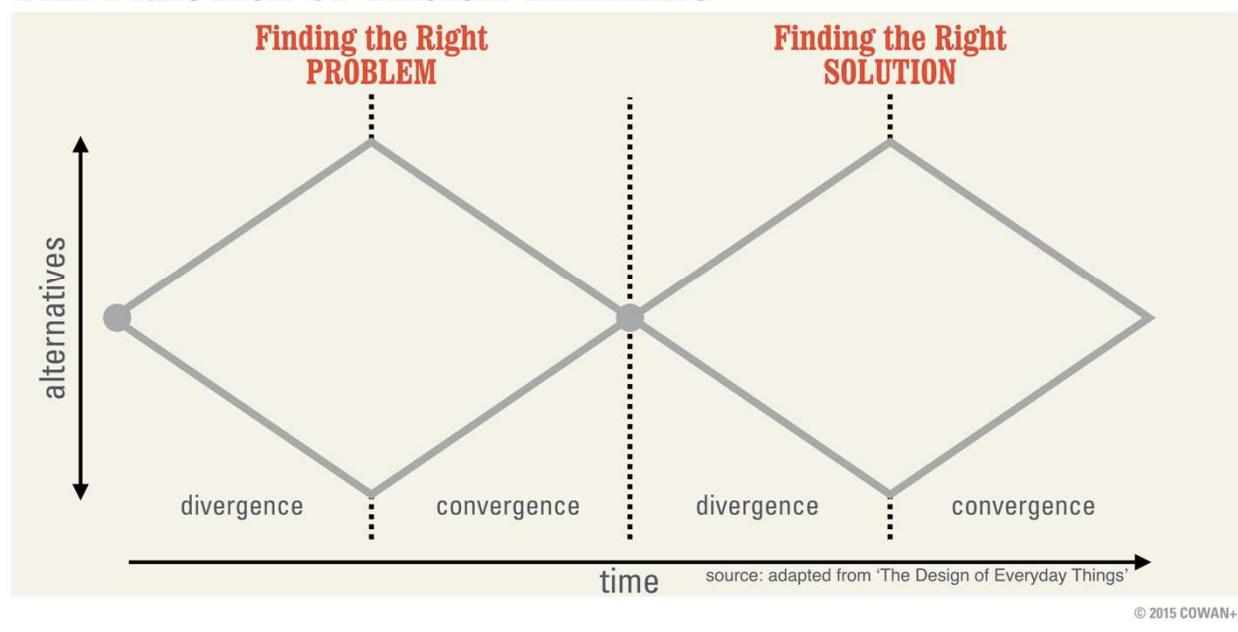


"As a [persona],
I want to [do something]
so that I can [derive a benefit]"

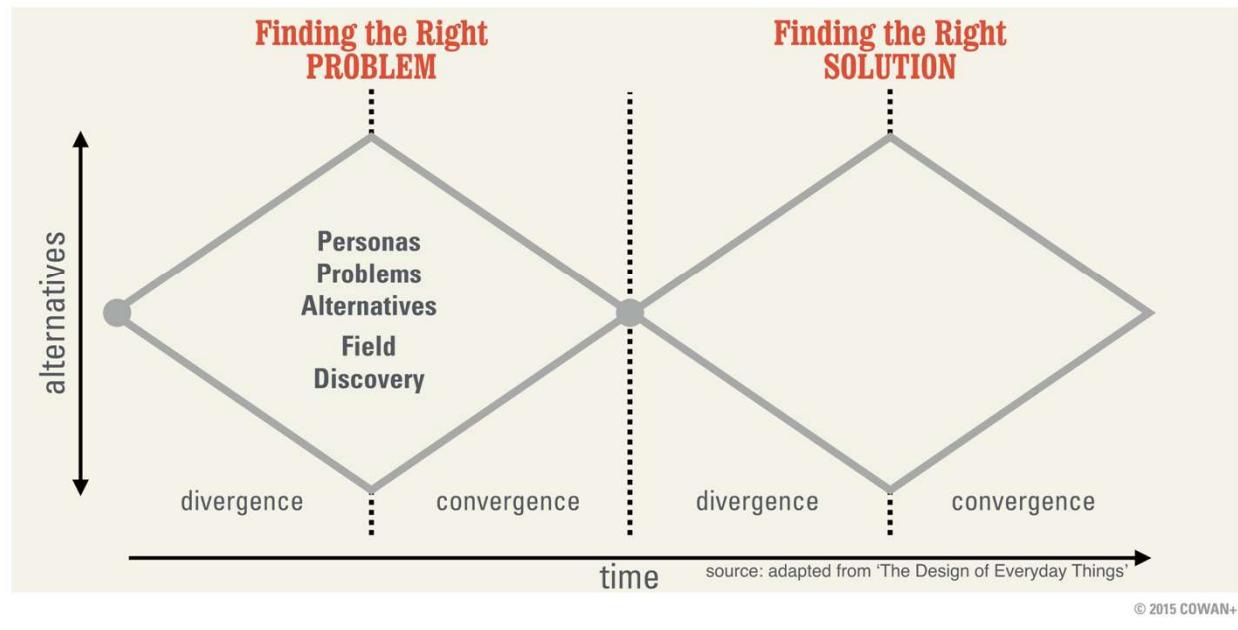
Why do they want to do this?
What's the benefit/reward?
How will we know if it's working?

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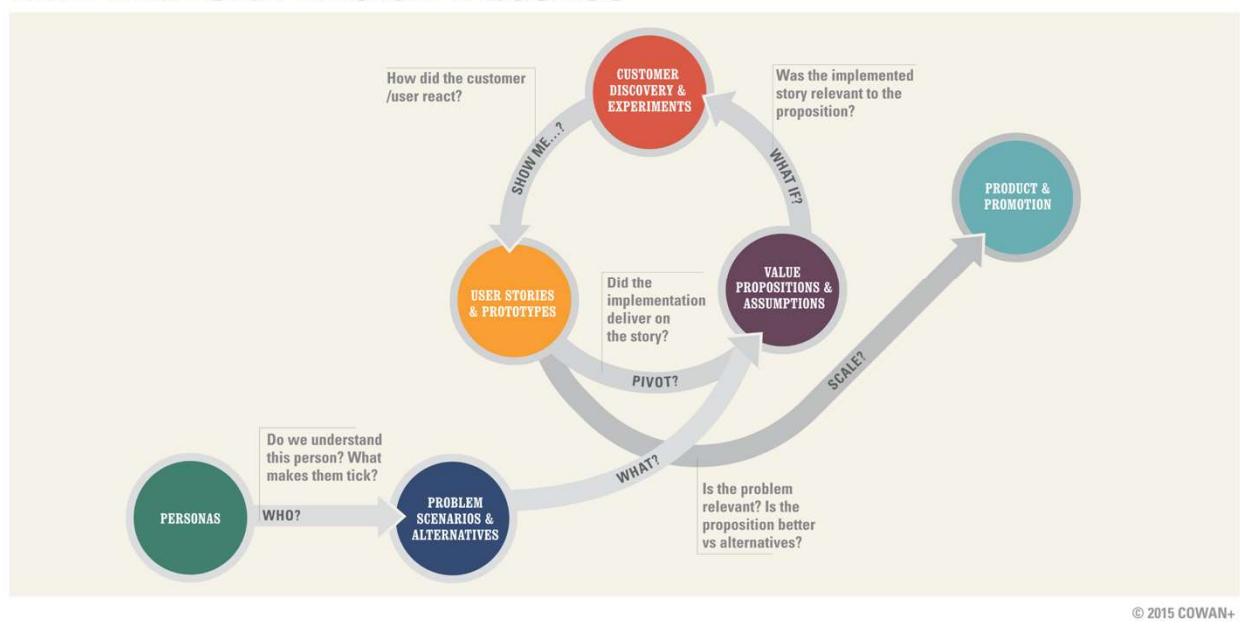
THE PRACTICE OF DESIGN THINKING



THE PRACTICE OF DESIGN THINKING

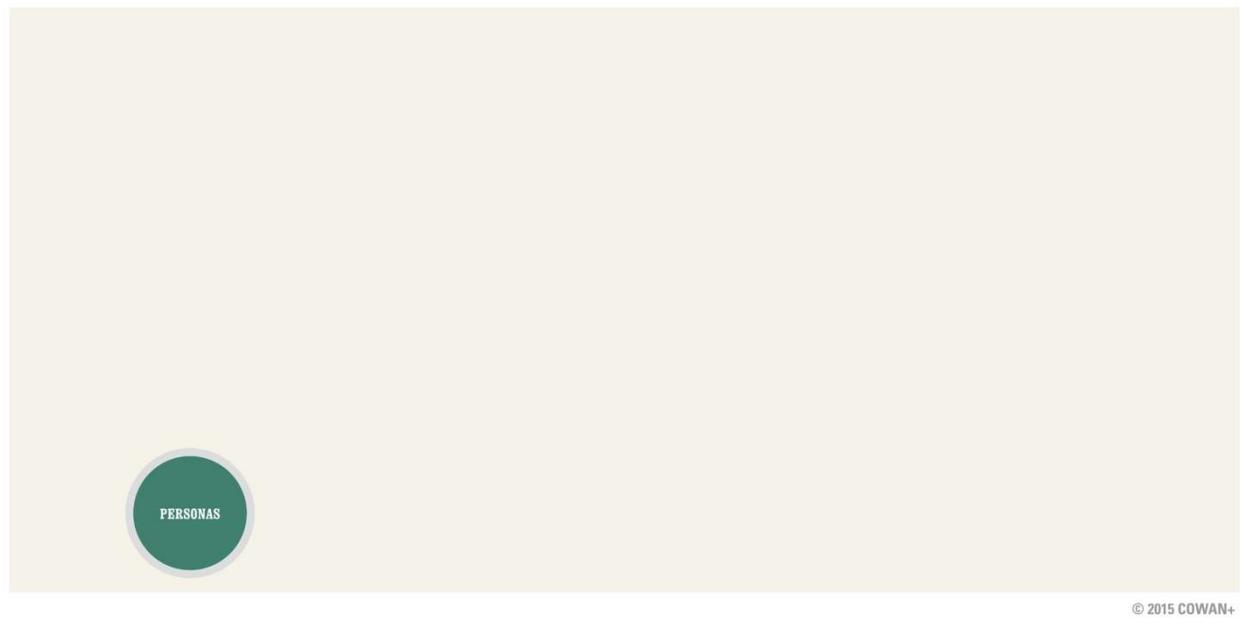


THE VENTURE DESIGN PROCESS



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THE VENTURE DESIGN PROCESS



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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



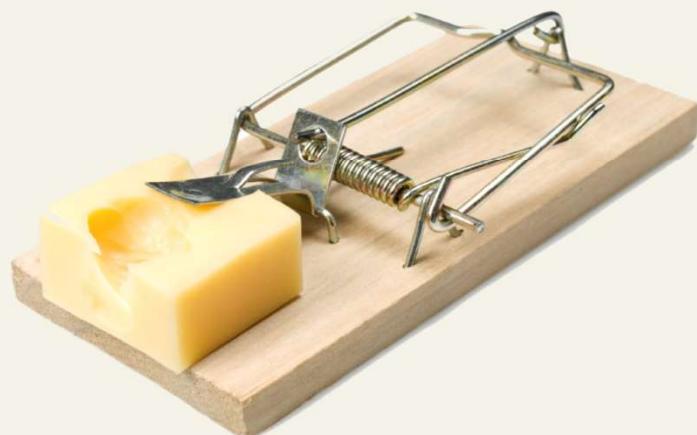
Empathy



Creativity

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



- 1
- 2
- 3
- 4
- 5

Empathy

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



- 1 Entry
- 2
- 3
- 4
- 5

Empathy

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



- 1 Entry
- 2 Urinate as they go
- 3
- 4
- 5

Empathy

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



- 1 Entry
- 2 Urinate as they go
- 3 Edges preferred
- 4
- 5

Empathy

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



- 1 Entry
- 2 Urinate as they go
- 3 Edges preferred
- 4 Speedy
- 5

Empathy

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS



- 1 Entry
- 2 Urinate as they go
- 3 Edges preferred
- 4 Speedy
- 5 PB > cheese

Empathy

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS

- 1
- 2
- 3
- 4
- 5



Creativity

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS

Check & Repair

- 1
- 2
- 3
- 4
- 5



Creativity

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS

Check & Repair

1

UV Validation

2

3

4

5



Creativity

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS

Check & Repair

1

UV Validation

2

Relevant Placement

3

4

5



Creativity

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS

Check & Repair

1

UV Validation

2

Relevant Placement

3

A Better Mouse Trap

4

5



Creativity

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THE PRACTICE OF DESIGN THINKING- FOUNDATIONS

Check & Repair

1

UV Validation

2

Relevant Placement

3

A Better Mouse Trap

4

Powered by Better Bait

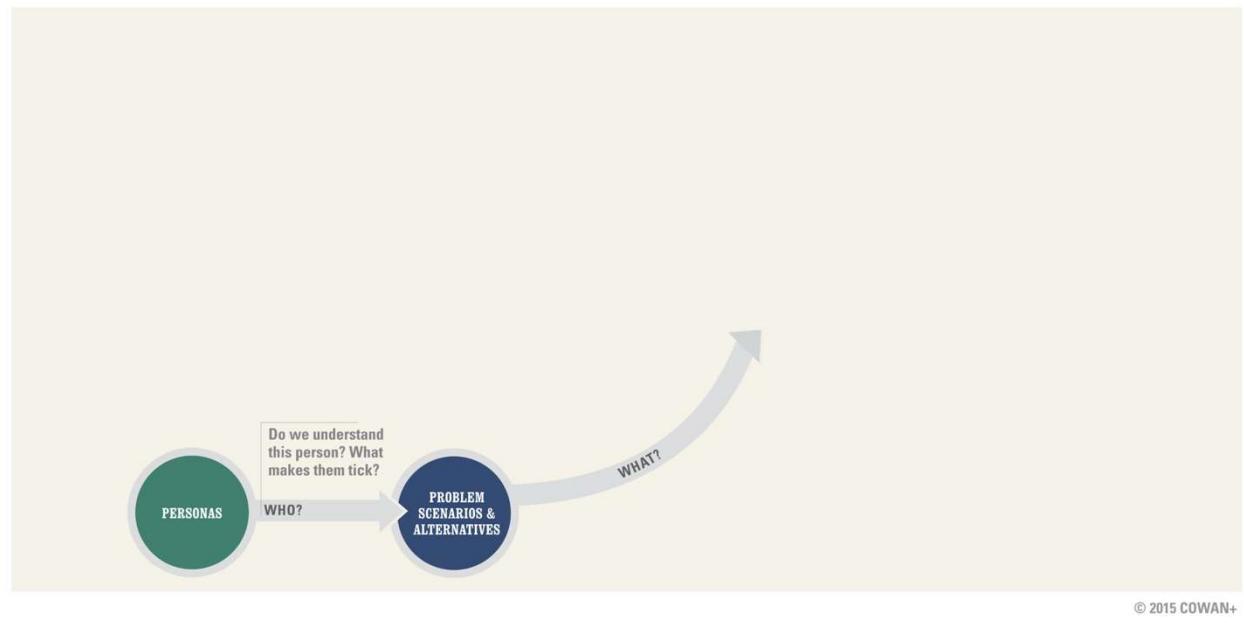
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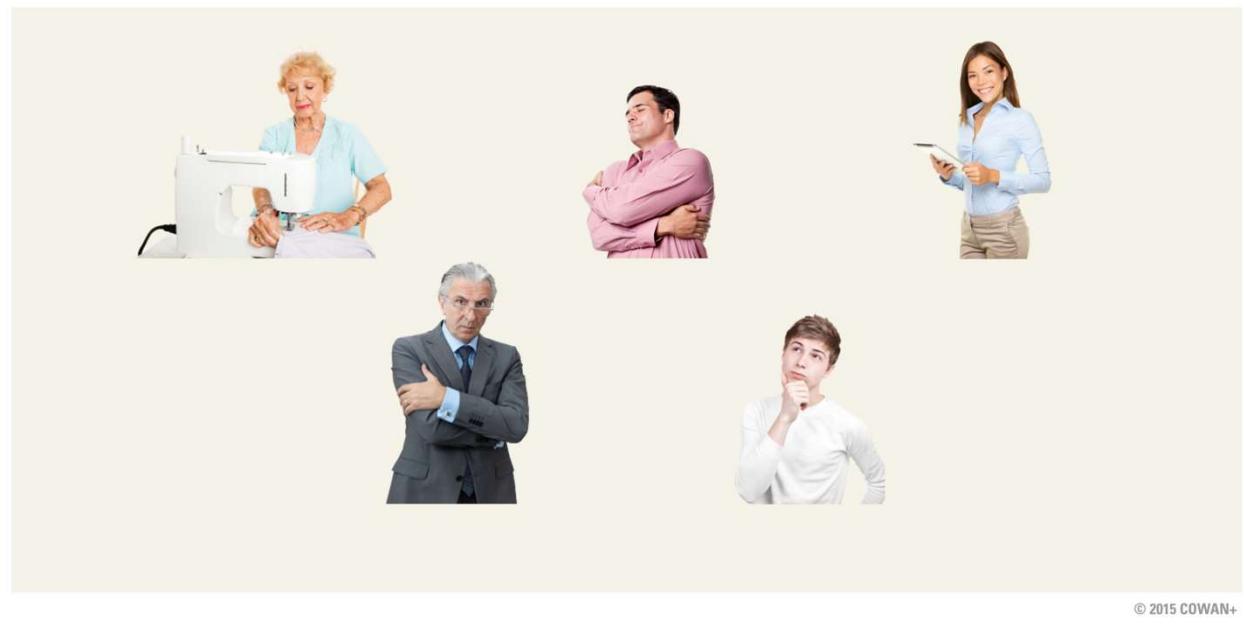
Creativity

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THE VENTURE DESIGN PROCESS- PERSONAS



DESIGN THINKING: EMPATHY & PERSONAS

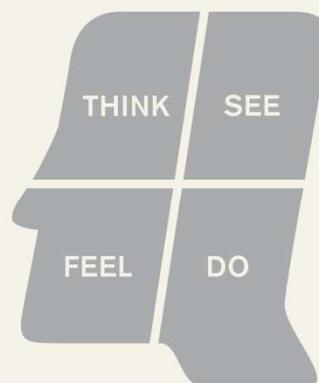


DESIGN THINKING: EMPATHY & PERSONAS



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PERSONAS- THINK SEE FEEL DO



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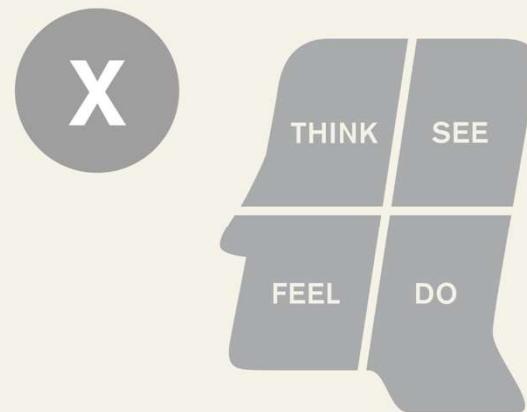
PERSONAS & PROBLEM SCENARIOS



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PROBLEM SCENARIOS

PROBLEM SCENARIO

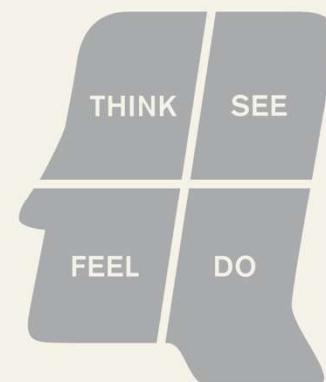


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PROBLEM SCENARIOS

PROBLEM SCENARIO

What job(s) are you doing for the customer?



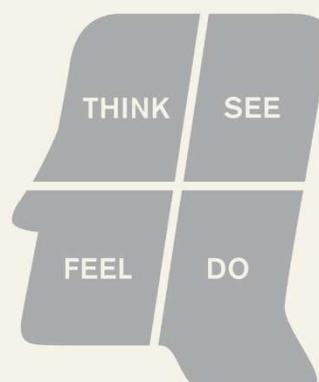
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PROBLEM SCENARIOS

PROBLEM SCENARIO

What job(s) are you doing for the customer?

What existing need or behavior are you fulfilling?



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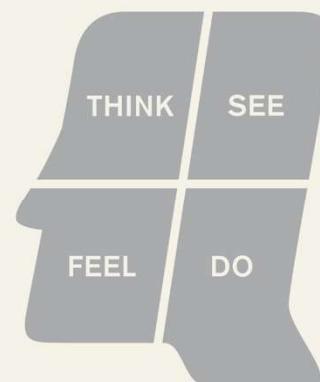
PROBLEM SCENARIOS

PROBLEM SCENARIO

What job(s) are you doing for the customer?

What existing need or behavior are you fulfilling?

(Also known as 'job to be done'.)

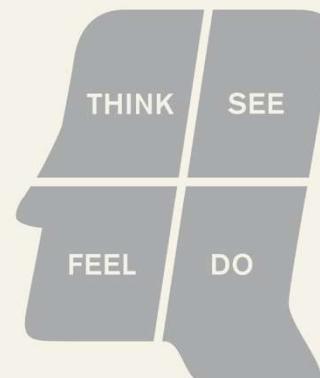


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PROBLEM SCENARIOS

PROBLEM SCENARIO

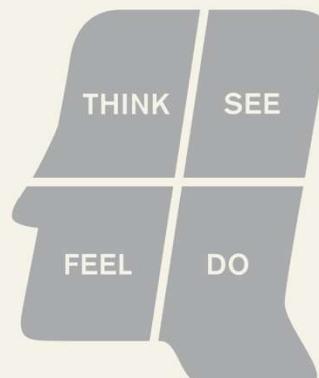
ALTERNATIVE(S)



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PROBLEM SCENARIOS

PROBLEM SCENARIO



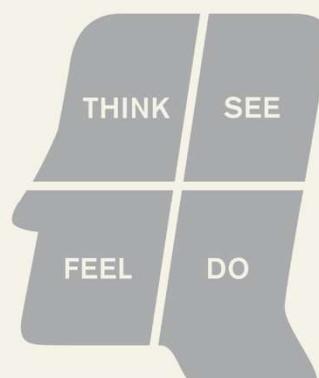
ALTERNATIVE(S)

If they currently use spreadsheets, watch them use it and get a copy of it.

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PROBLEM SCENARIOS

PROBLEM SCENARIO



ALTERNATIVE(S)

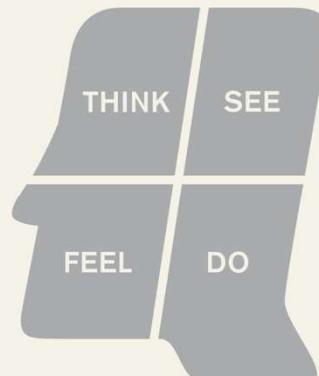
If they currently use spreadsheets, watch them use it and get a copy of it.

If they currently put notes on the family fridge, ask about it, photograph it.

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PERSONAS & PROBLEM SCENARIOS

PROBLEM SCENARIO

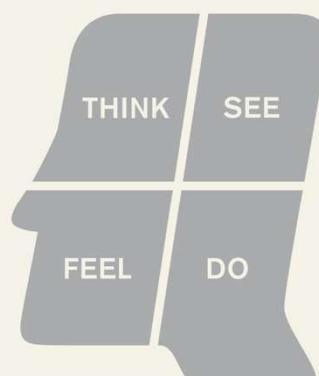


ALTERNATIVE(S)

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PERSONAS & PROBLEM SCENARIOS

PROBLEM SCENARIO



ALTERNATIVE(S)

YOUR VALUE PROPOSITIONS

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PERSONAS & PROBLEM SCENARIOS

PROBLEM SCENARIO

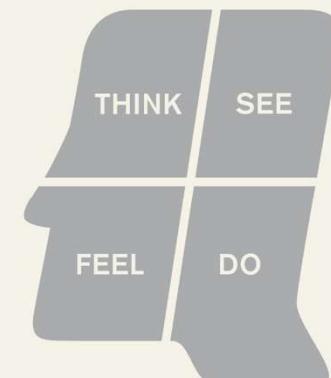


ALTERNATIVE(S)



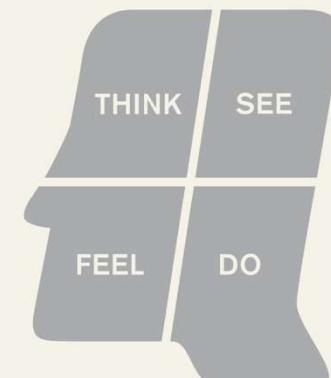
YOUR VALUE PROPOSITIONS

Are they better enough than the alternative(s)?



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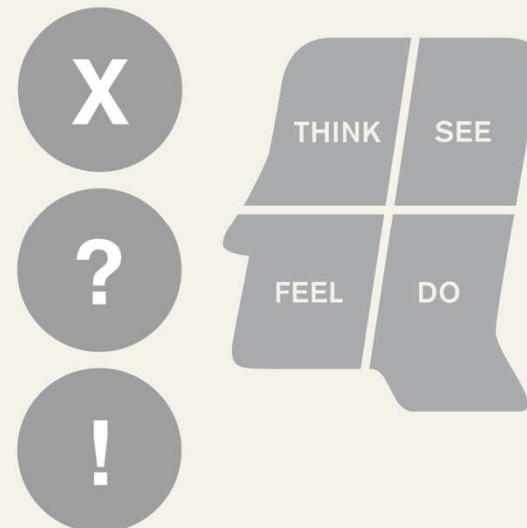
AND NOW THE 'PRODUCT (FEATURE) HYPOTHESIS'



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AND NOW THE ‘PRODUCT (FEATURE) HYPOTHESIS’

A certain **PERSONA** exists...

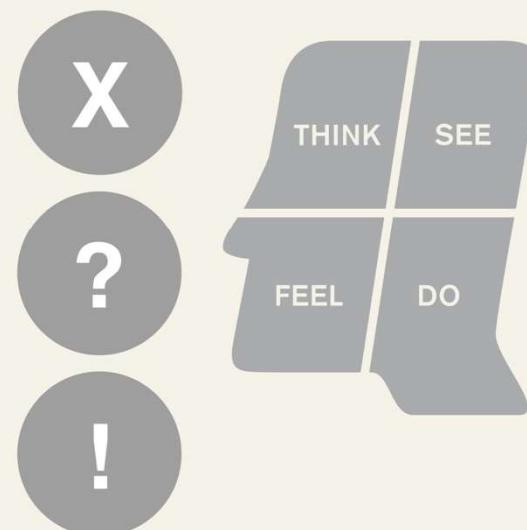


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AND NOW THE ‘PRODUCT (FEATURE) HYPOTHESIS’

A certain **PERSONA** exists...

... and they have a certain
PROBLEMS(S) ...



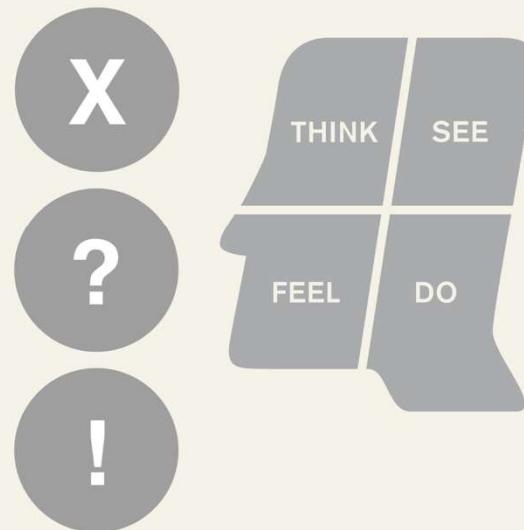
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AND NOW THE ‘PRODUCT (FEATURE) HYPOTHESIS’

A certain **PERSONA** exists...

... and they have a certain
PROBLEMS(S) ...

... where they're currently using certain
ALTERNATIVE(S) ...



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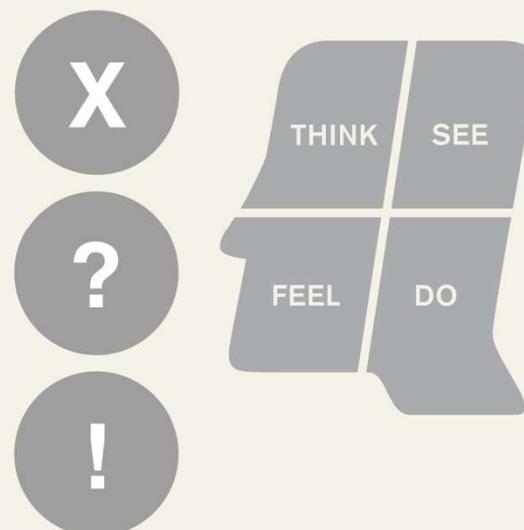
AND NOW THE ‘PRODUCT (FEATURE) HYPOTHESIS’

A certain **PERSONA** exists...

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... and I have a **VALUE PROPOSITION**
that's better enough than the alternatives
to cause the persona to act (purchase,
use, etc.).



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Enable Quiz example:

'HR and functional managers are in charge of technical hires and they struggle to effectively screen for technical skill sets, making the hiring process slower and more labor intensive and producing worse outcomes than they should reasonably expect.'

Currently they implement a patchwork of calling references and asking a few probing questions.

By offering an easy, affordable, lightweight technical quizzing solution, Enable Quiz can acquire and retain these customer personas, delivering material value.'

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DO YOU HAVE TIME FOR THIS?

Say you have a 3 month project to improve the business...

1 Project Lead

16 Hours

3 Engineers

@ 120k/annum

.5 Designers

+30% Loading, SG&A

@ 120k/annum

\$546

+30% Loading, SG&A

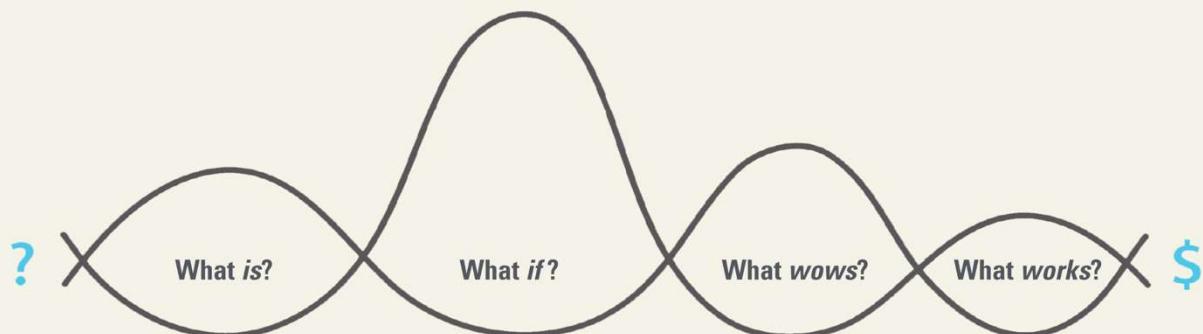
\$175,000

Are the improved personas likely to deliver insights and focus that make the project .006% better?

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THE PRACTICE OF DESIGN THINKING

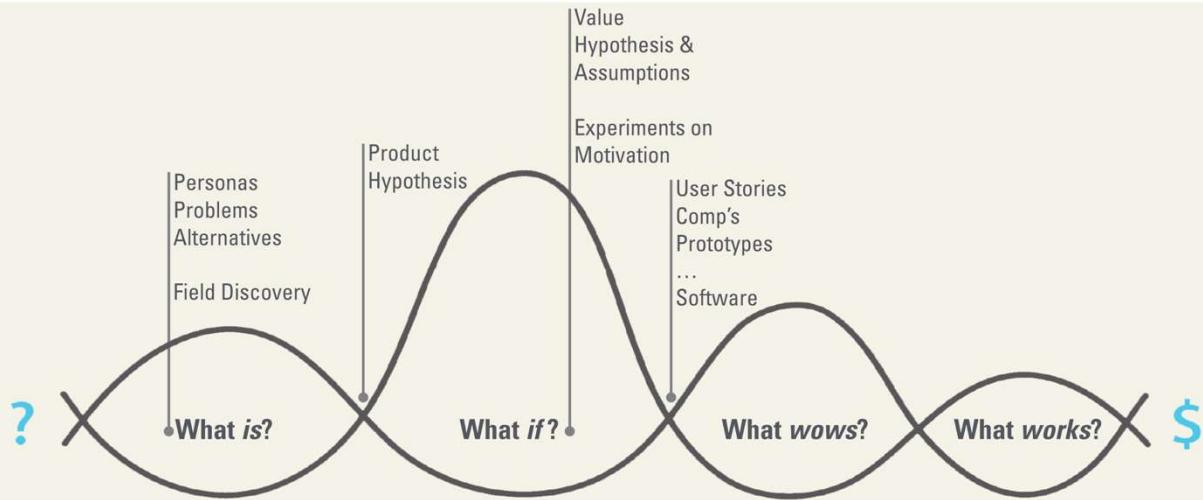
'Design Thinking for Innovation'



source: adapted from 'The Designing for Growth Field Book'

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THE PRACTICE OF DESIGN THINKING



source: adapted from 'The Designing for Growth Field Book'

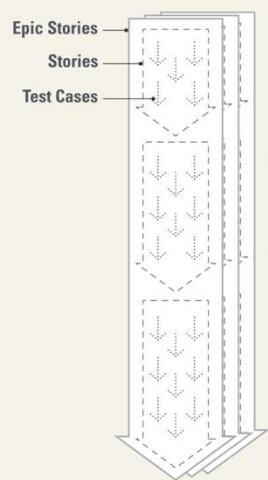
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AGILE SPECIALIZATION COURSE 1 MODULE 2 USING PERSONAS

Alex Cowan

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(THE WHOLE) AGILE USER STORY



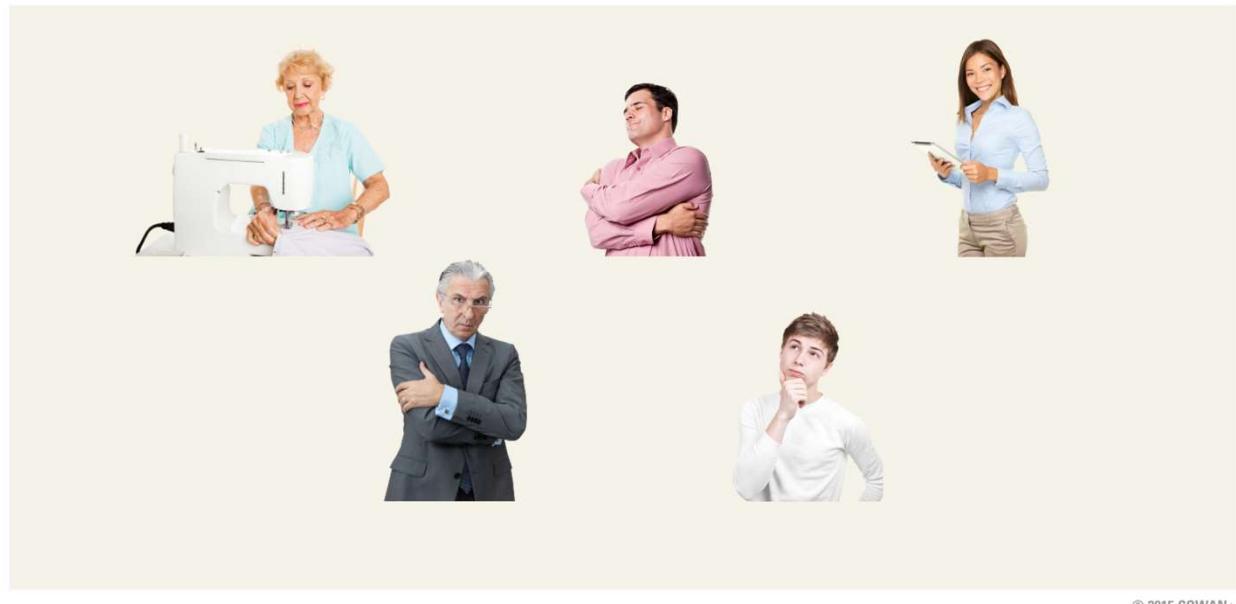
"As a [persona],
I want to [do something]
so that I can [derive a benefit]"

Who is this user?
What makes them tick?
Who's an example of such a person?

Why do they want to do this?
What's the benefit/reward?
How will we know if it's working?

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DESIGN THINKING: EMPATHY & PERSONAS



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PERSONA: BAD



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PERSONA: BAD



This is a huge population-
not exact

These responses are 'fake actionable'-
survey responses like this are
unreliable

Stock photo- not real

- Women
- Age 28-45
- Has kids
- Socialize with other mom's
- Online with Facebook
- 86% said they'd like to be more organized
- 70% said they'd use an application that organizes them

Bullet points are almost never vivid or detailed

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PERSONA: BETTER



Mary the Mom

Mary is a mom by choice. She had a successful career in accounting, but welcomed the opportunity to be a stay at home mom. She loves it. But it's not like having kids purged her creative, social instincts. She wants to connect, she wants to learn, she wants to interact. Being a mom is a job and she wants to do it well. That means corresponding with other mom's on child education and keeping track of what works. She posts to Facebook at least twice a week and responds to other moms' items more often than that.

She has a few blogs and publications she reads regularly...

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PERSONA: BETTER

the use of a first name helps w/
vividness (a little)



these full sentences look like a good
start towards something vivid and
detailed

this is a real photo of a relevant
person taken with an iPhone in the
real world

Mary the Mom

Mary is a mom by choice. She had a successful career in accounting, but welcomed the opportunity to be a stay at home mom. She loves it. But it's not like having kids purged her creative, social instincts. She wants to connect, she wants to learn, she wants to interact. Being a mom is a job and she wants to do it well. That means corresponding with other mom's on child education and keeping track of what works. She posts to Facebook at least twice a week and responds to other moms' items more often than that.

She has a few blogs and publications she reads regularly...

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**Vivid
Actionable
Real
Identifiable
Exact
Detailed**

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END USER PERSONAS

Rita
the Reseller



Rhonda
the Receptionist



Amy
the Assistant



Esteban
the Executive



Chuck
the Call Center



Orson
the Office Mgr.



Susan the
Small Bus.



Simone
the Standard User



Mikuko
the Mobile User



Ignatius
the IT Guy



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END USER PERSONAS

Bruce
the Business Owner



Sidney
the Sys. Admin.



Dustin
the Developer



Sam
the Support Eng.



Nietzsche
the Network Eng.



Paola
the Provisioner



Percival the
Product Manager



Itzhak
the IT Developer



Saul
the Site Dev.



Fritz
the Field Mgr.



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AGILE SPECIALIZATION

COURSE 1 MODULE 2

INTRODUCING EXAMPLE COMPANIES

Alex Cowan

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ENTERPRISE: HVAC IN A HURRY

Trent the Technician

With a little more information, I could be a lot more prepared when I arrive at jobs.
Customers hate repeating what they told dispatch.
I get paid for jobs.

Danielle the Dispatcher

I spend my day working on a jigsaw puzzle whose parts are constantly shifting.
It could be so much better, but it's not easy.

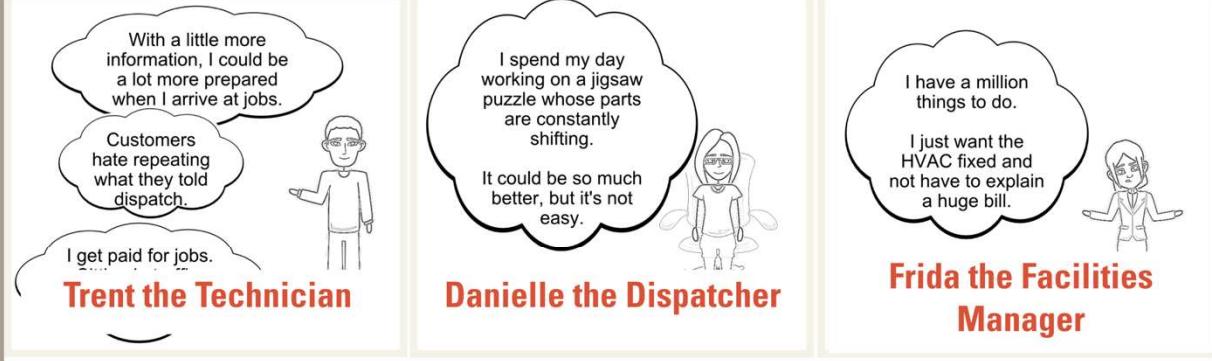
Frida the Facilities Manager

I have a million things to do.
I just want the HVAC fixed and not have to explain a huge bill.

POSITIONING STATEMENT For facilities managers & business owners who need their heating & cooling systems managed and repaired, HVAC in a Hurry is a full service provider that allows for easy and responsible management of a business' HVAC systems. Unlike smaller firms, our commitment to best practices and training allows customers to worry less and realize superior total cost of ownership for their HVAC systems.

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ENTERPRISE: HVAC IN A HURRY



PROBLEM AREA

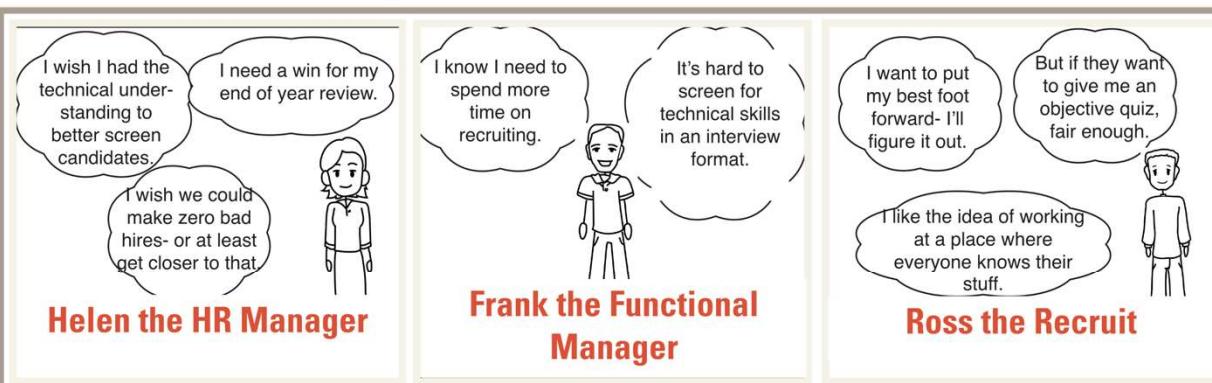
Problem: Operating a HVAC systems consistently and at the lowest possible cost is complex and takes practice. Most facilities managers don't have the time or training.

Alternative: Fix systems as they break with whoever is available.

Value Proposition: A systematic, best practice approach to maximizing uptime and minimizing cost and management overhead.

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STARTUP: ENABLE QUIZ

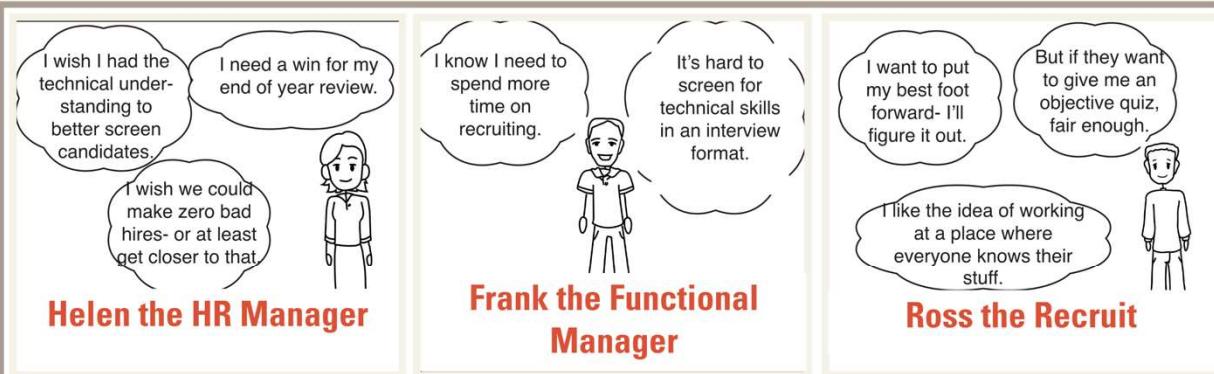


POSITIONING STATEMENT

For hiring managers who need to evaluate technical talent, Enable Quiz is a talent assessment system that allows for quick and easy assessment of topical understanding in key engineering topics. Unlike formal certifications or ad hoc questions, our product allows for lightweight but consistent assessments of technical talent.

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STARTUP: ENABLE QUIZ



PROBLEM AREA

Problem: Most firms that hire engineers/technicians don't have a systematic way to screen for core skills, leading to hires that are a bad fit for everyone.

Alternative: Check references, ask a few probing questions during the interview.

Value Proposition: Systematically, objectively screen candidates, leading to fewer interview sessions and more good hires.

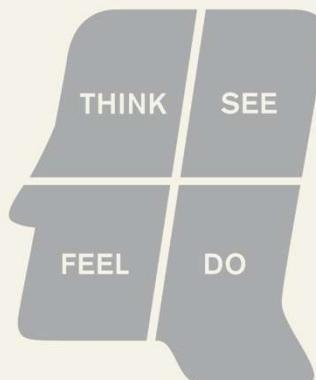
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AGILE SPECIALIZATION COURSE 1 MODULE 2 FOCUSING PERSONAS WITH EMPATHY: THINK SEE FEEL DO

Alex Cowan

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PERSONAS- THINK SEE FEEL DO



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PERSONAS- ‘THINKS’?

Thinks The cognitive part. Often: tension between how they'd ideally like things to be and how they are now. [Persona] thinks [things should be different in a certain way]. This is important because [why?].

Sees

Feels

Does

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EXAMPLE- HVAC IN A HURRY & TED THE TECHNICIAN



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PERSONAS- ‘THINKS’?

Thinks The cognitive part. Often: tension between how they'd ideally like things to be and how they are now.
[Persona] thinks [things should be different in a certain way]. This is important because [why?].

Ted thinks the dispatch process should be more systematic to avoid jobs that are far away or not consistent with his expertise. This is important because a lot of his time is wasted and he's paid hourly for jobs.

Sees

Feels

Does

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PERSONAS- 'SEES'?

Thinks The cognitive part. Often: tension between how they'd ideally like things to be and how they are now.
[Persona] thinks [things should be different in a certain way]. This is important because [why?].

Sees The interactions that shape their Thinking- media, peers, education, training, casual observation.

[In certain situation], [person] sees [key observation of importance]. [Repeat, etc.]

Ted sees that a lot of the company's best talent either goes into business for themselves or goes to work at large clients. They often end up with better hours and better pay.

Feels

Does

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PERSONAS- 'FEELS'?

Thinks The cognitive part. Often: tension between how they'd ideally like things to be and how they are now.
[Persona] thinks [things should be different in a certain way]. This is important because [why?].

Sees The interactions that shape their Thinking- media, peers, education, training, casual observation.

[In certain situation], [person] sees [key observation of importance]. [Repeat, etc.]

Feels The emotional driver. What emotions around the relevant activity? What trigger emotions? Results?

When [some event], persona feels [emotion]. It's [cause] that make them feel this way.

When Ted's sitting in traffic for a job he could have gone to earlier that day in 1/3 the time he feels angry, he feels cheated and like the company doesn't care.

Does

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PERSONAS- 'FEELS'?

Thinks The cognitive part. Often: tension between how they'd ideally like things to be and how they are now.
[Persona] thinks [things should be different in a certain way]. This is important because [why?].

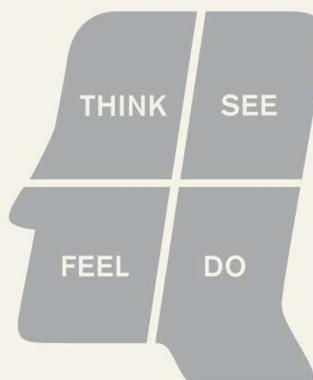
Sees The interactions that shape their Thinking- media, peers, education, training, casual observation.
[In certain situation], [person] sees [key observation of importance]. [Repeat, etc.]

Feels The emotional driver. What emotions around the relevant activity? What trigger emotions? Results?
When [some event], persona feels [emotion]. It's [cause] that make them feel this way.

Does The 'actuals'. What triggers? How often? For how long? How much money?
[Persona] [does activity] [x] times per [period]. Persona spends [\$z] on [area] per [period].
Ted works around 45 hours per week. He's regularly on his personal iPhone looking up equipment manuals since it's easier than the company-provided tools.

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PERSONAS- THINK SEE FEEL DO



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AGILE SPECIALIZATION COURSE 1 MODULE 2 NEEDFINDING WITH PROBLEM SCENARIOS

Alex Cowan

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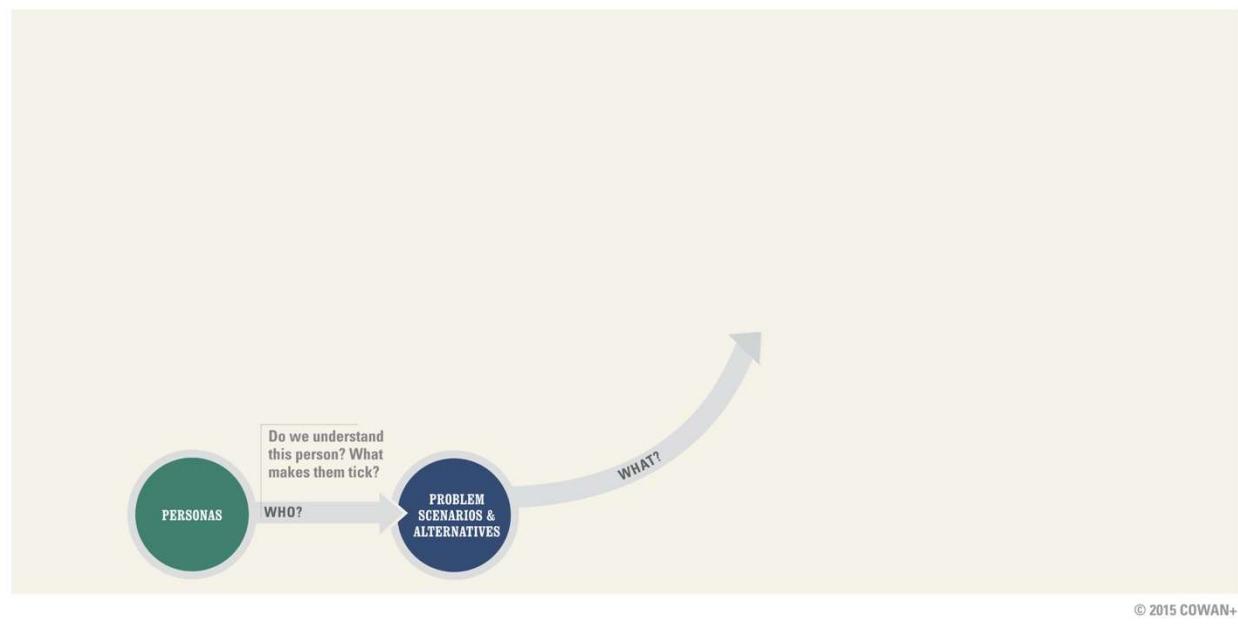
THE VENTURE DESIGN PROCESS



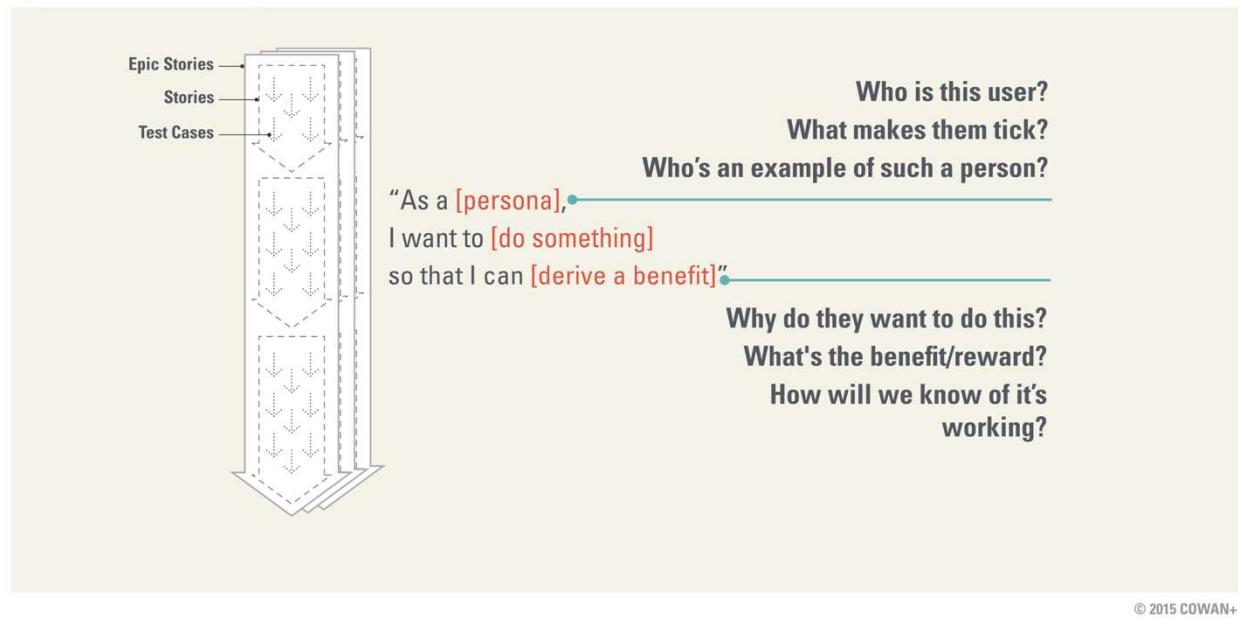
PERSONAS

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THE VENTURE DESIGN PROCESS



(THE WHOLE) AGILE USER STORY



THE RED BUTTON PROBLEM

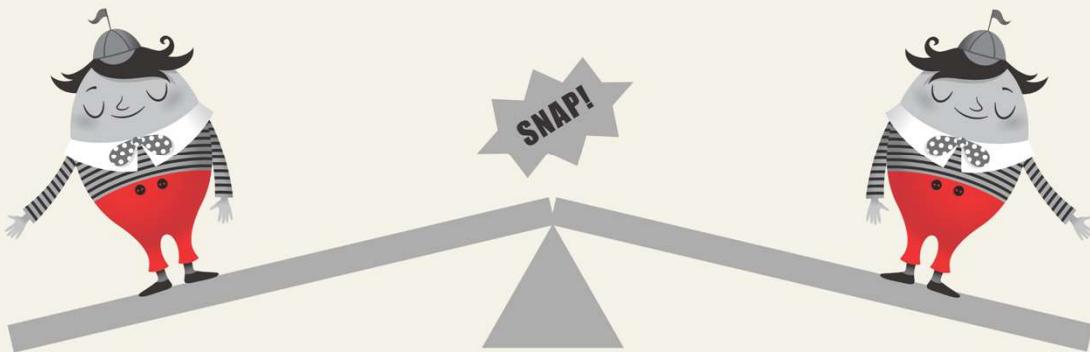
"As a shopper,
I want to click a red button,
so I can complete my purchase."

I AM A
RED
BUTTON!

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THE FAULTS IN OUR NATURE, THE FAULTS IN OUR SOFTWARE

The Twin Anti-Poles of Failed User Engagement

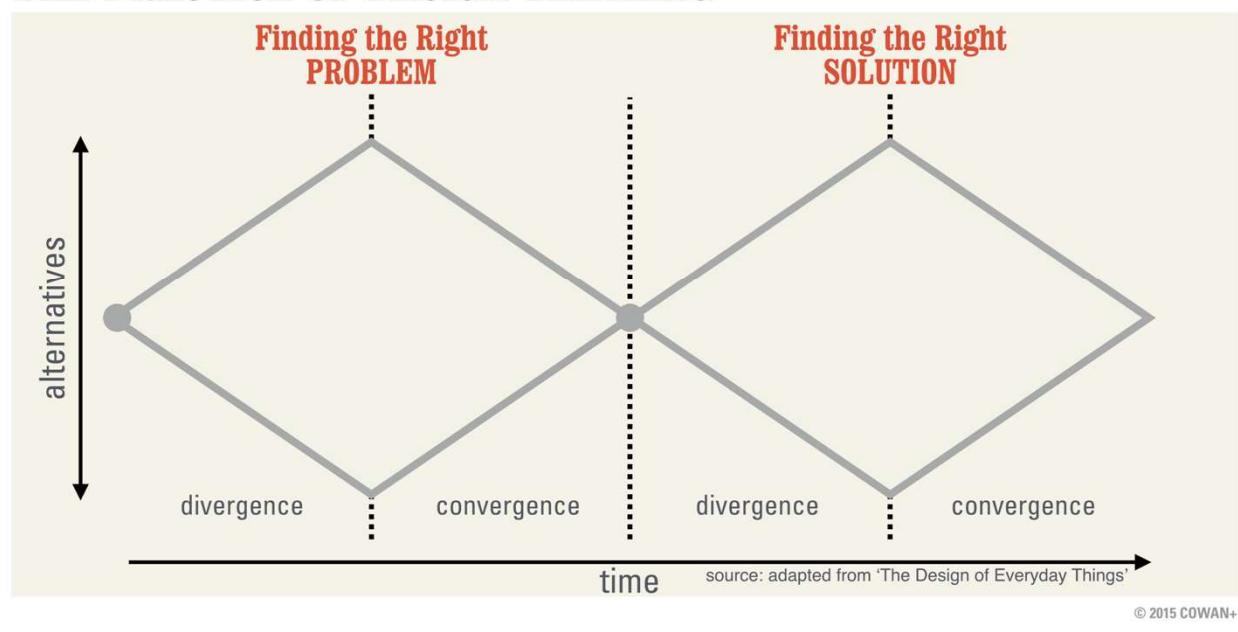


Doing precisely, literally
what the customer asks

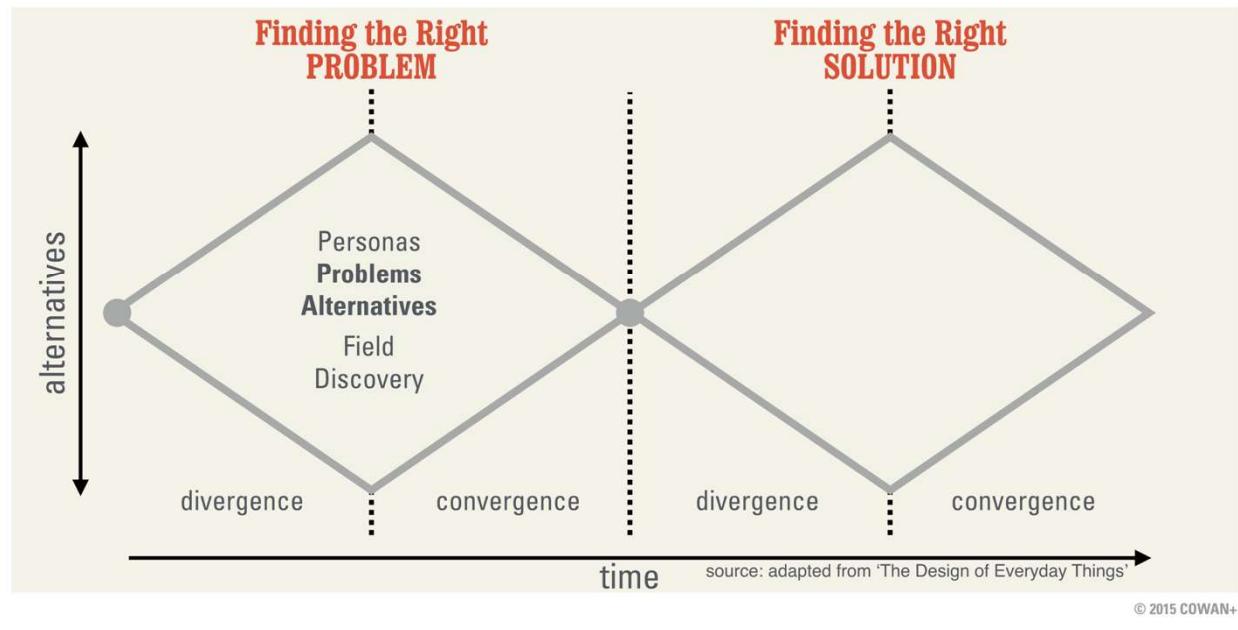
Assuming you know what's
best and ignoring the user

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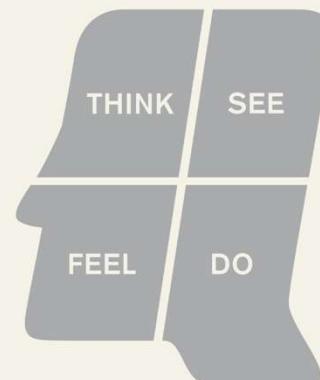
THE PRACTICE OF DESIGN THINKING



THE PRACTICE OF DESIGN THINKING



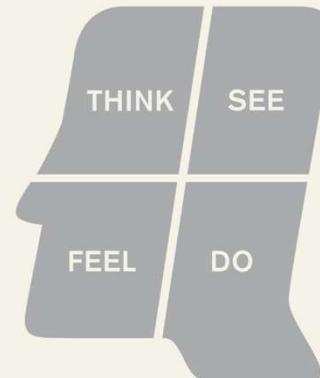
PERSONAS- THINK SEE FEEL DO



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PROBLEM SCENARIOS & ALTERNATIVES

PROBLEM SCENARIO



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LAYERING PROBLEM SCENARIOS



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DECOMPOSING PROBLEM SCENARIOS



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PERSONAS & PROBLEM SCENARIOS



PROBLEM SCENARIO

ALTERNATIVE(S)

Brainstorm Problem Scenario + Alternative Pairs.

Problem: Helen doesn't have a software engineering background, so it's hard for her to screen engineering candidates. She ends up sending the functional manager too many unqualified candidates..

Alternative: She calls references and mostly ends up taking their word for it.

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PERSONAS & PROBLEM SCENARIOS

PROBLEM SCENARIO

ALTERNATIVE(S)

YOUR VALUE PROPOSITIONS



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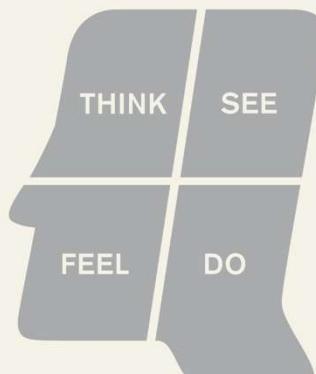
PERSONAS & PROBLEM SCENARIOS

PROBLEM SCENARIO

ALTERNATIVE(S)

YOUR VALUE PROPOSITIONS

Are they better enough than the alternative(s)?



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PERSONAS & PROBLEM SCENARIOS

X

PROBLEM SCENARIO

?

ALTERNATIVE(S)

!

YOUR VALUE
PROPOSITIONS

**Brainstorm Problem Scenario
+ Alternative Pairs.
(If done, converge with your group.)**

Problem: Helen doesn't have a software engineering background, so it's hard for her to screen engineering candidates. She ends up sending the functional manager too many unqualified candidates..

Alternative: She calls references and mostly ends up taking their word for it.

Value Proposition: New ability for meaningful screening of technical candidates, increasing % of successful hires and lowering Frank the Functional Manager's workload on recruiting.

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COURSERA SPECIALIZATION COURSE 1 MODULE 2 USER RESEARCH PERSONAS

Alex Cowan

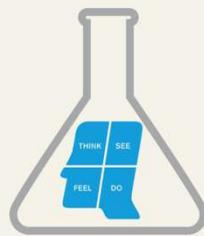
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WORKING YOUR PERSONA HYPOTHESIS



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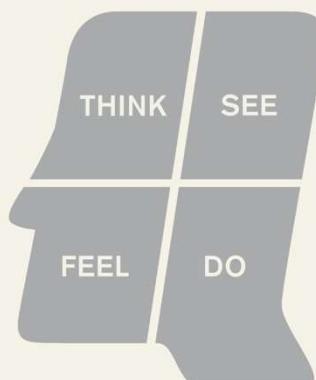
WORKING YOUR PERSONA HYPOTHESIS



PERSONA HYPOTHESIS

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PERSONAS- THINK SEE FEEL DO



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WORKING YOUR PRODUCT (FEATURE) HYPOTHESIS

A certain **PERSONA** exists...

... and they have a certain
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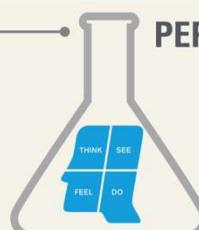
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PERSONA HYPOTHESIS

QUESTIONS

- Does this person exist?
- Can you identify them?
- Do you understand them really well?
- What do they think-see-feel-do in your area?

TOOLS

- Photos
- Think-See-Feel-Do
- Discovery Interviews
- Storyboards
- Day in the Life Boards

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TESTING AND ENHANCING YOUR PERSONA HYPOTHESIS

Question Form	Examples Questions ('HVAC in a Hurry')
Tell me about [yourself in the role of the persona]?	- Tell me about being an HVAC technician? - What do you most, least like about the job? - What are the hardest, easiest parts of the job? - I've heard [x]- does that apply to you?
Tell me about [your area of interest]?	- What jobs do you usually do? What you say you have a speciality? - Tell me about the last job you did- ? - Who else was involved? What was it like?

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Tell me your thoughts about [area]?	How should the jobs ideally be done? How is it actually done? Why?

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What do you see in [area]?	Where do you learn what's new? What others do? Who do you think is doing it right?

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What do you see in [area]?	Where do you learn what's new? What others do? Who do you think is doing it right?
How do you feel about [area]?	Tell me about the last time? What motivates you? What parts of it are most rewarding? Why?

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Tell me your thoughts about [area]?	How should it ideally be done? How is it actually done? Why?
What do you see in [area]?	Where do you learn what's new? What others do? Who do you think is doing it right?
How do you feel about [area]?	Tell me about the last time? What motivates you? What parts of it are most rewarding? Why?
What do you do in [area]?	How many jobs do you do a week? How many hours is that? How much time driving? What equipment do you use- official and unofficial?

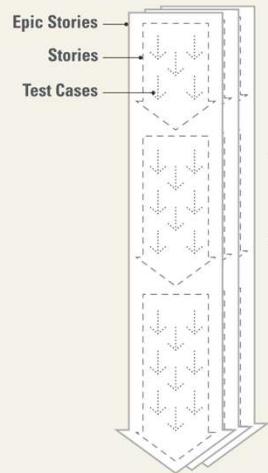
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COURSERA SPECIALIZATION COURSE 1 MODULE 2 USER RESEARCH FOR BUSY PEOPLE

Alex Cowan

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(THE WHOLE) AGILE USER STORY



"As a [persona],
I want to [do something]
so that I can [derive a benefit]"

Who is this user?
What makes them tick?
Who's an example of such a person?

Why do they want to do this?
What's the benefit/reward?
How will we know if it's working?

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'CLIENTS' DON'T LIKE TO PAY FOR RESEARCH, OR EVEN DESIGN



This is common
Yet...
Most new products fail
Most features are barely used
Most IT projects fail

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'CLIENTS' DON'T LIKE TO PAY FOR RESEARCH, OR EVEN DESIGN

'That's time (money) we don't have right now. Hopefully soon.'



EXECUTIVE

This is common

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'CLIENTS' DON'T LIKE TO PAY FOR RESEARCH, OR EVEN DESIGN

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'I think we already know this customer well enough.'



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'I think we already know this customer well enough.'

'We know what we want to build. We just need to get it done.'

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'That's time (money) we don't have right now. Hopefully soon.'
'I think we already know this customer well enough.'
'We know what we want to build. We just need to get it done.'
'Interesting, but we're not here for a science project.'
'We already have a [plan, contract, statement of work].'

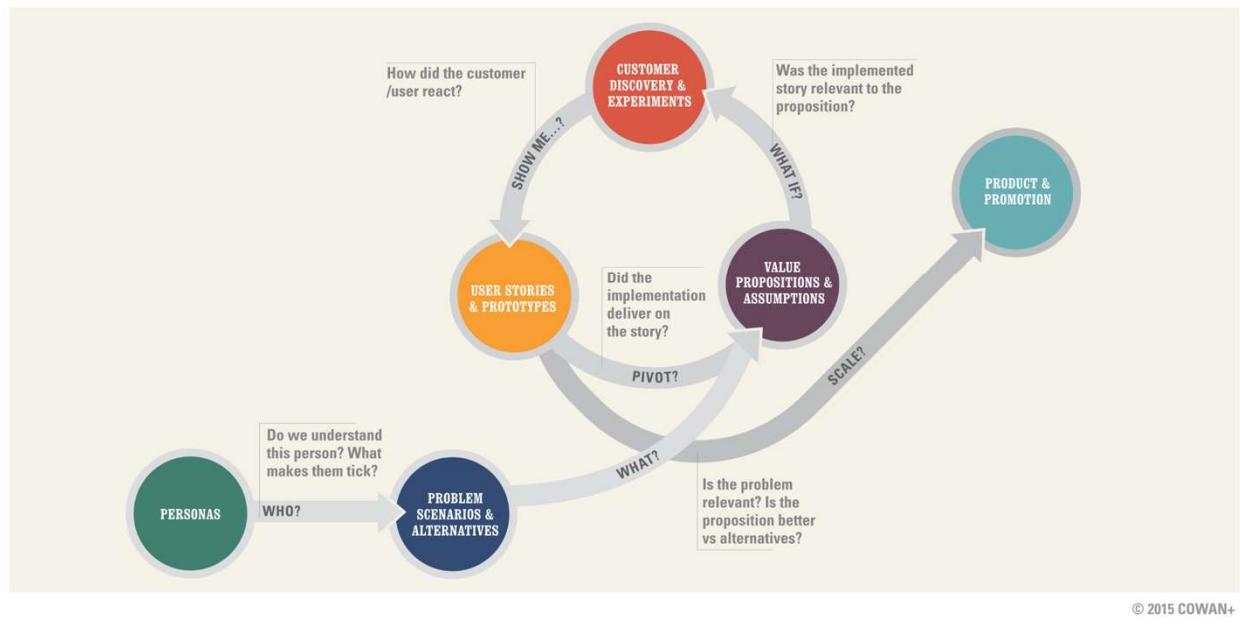
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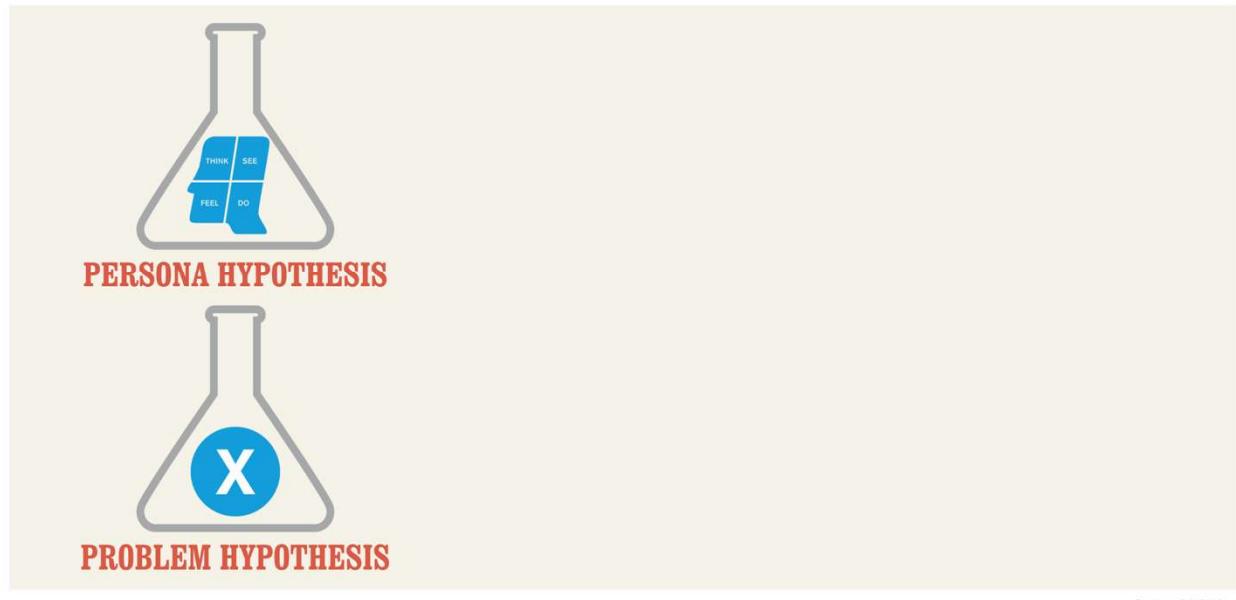
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THE VENTURE DESIGN PROCESS



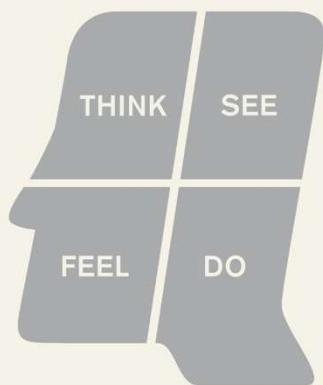
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WORKING YOUR PERSONA HYPOTHESIS



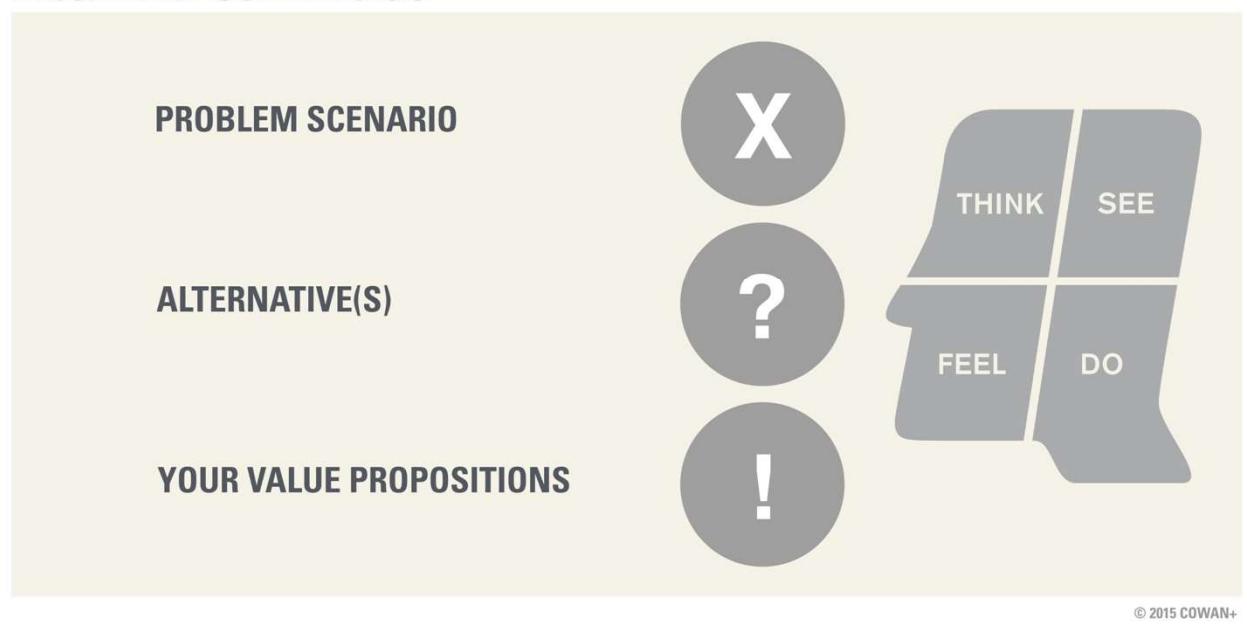
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PERSONAS- THINK SEE FEEL DO

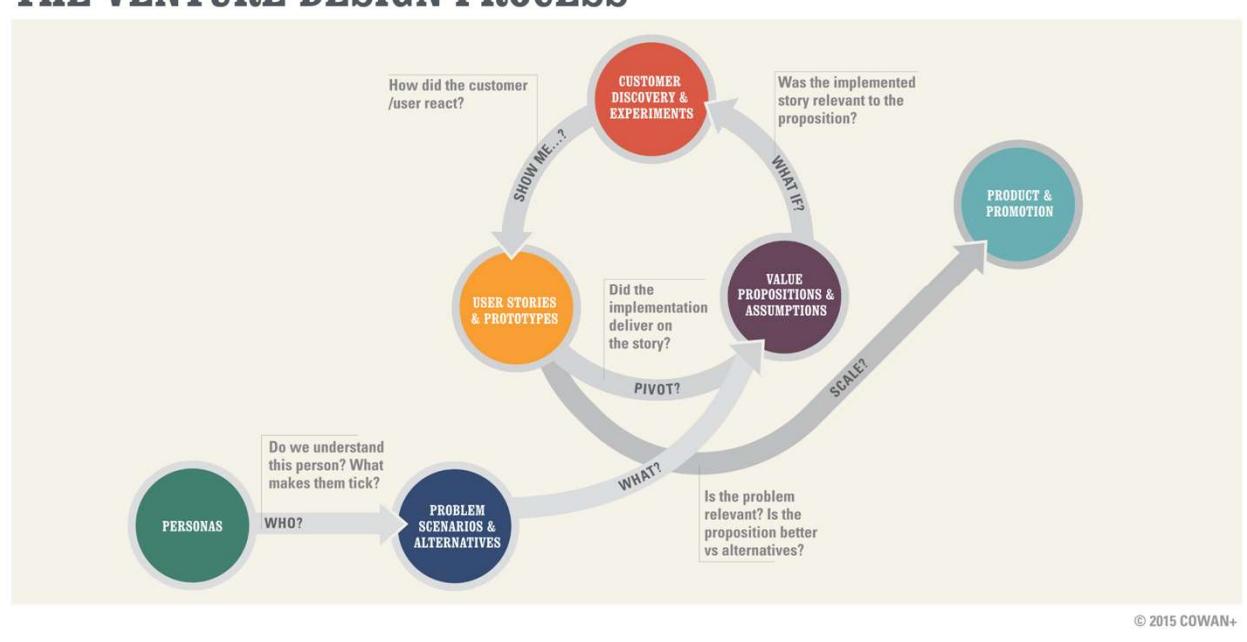


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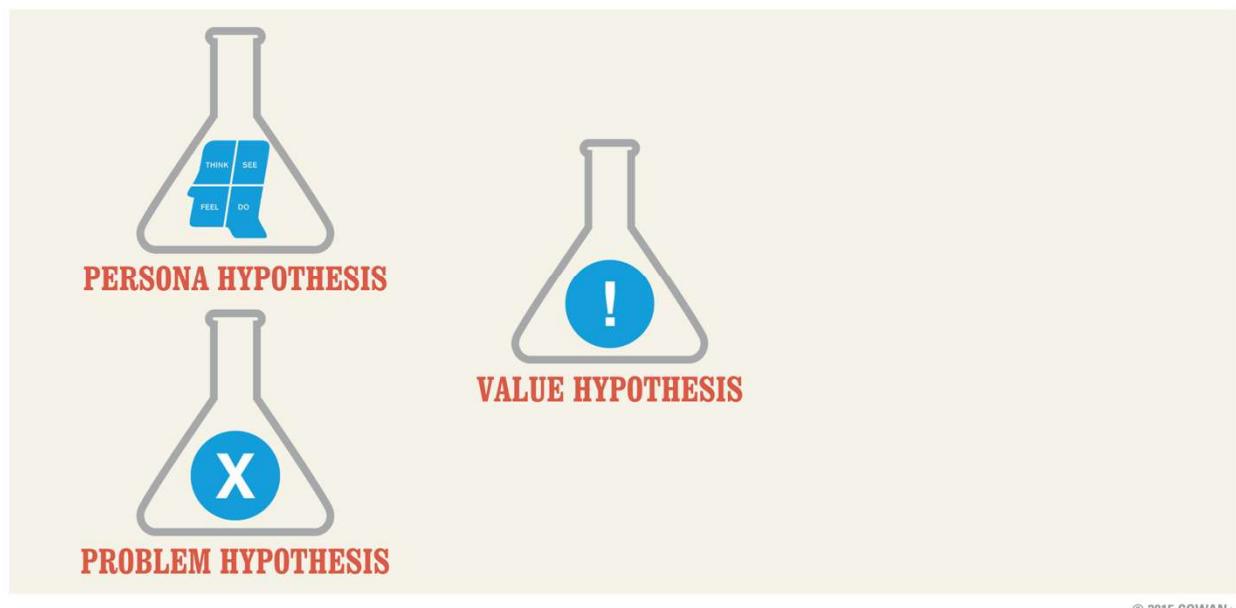
PROBLEM SCENARIOS



THE VENTURE DESIGN PROCESS



WORKING YOUR PERSONA HYPOTHESIS



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THE ART OF CUSTOMER DISCOVERY



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WORKING YOUR PRODUCT (FEATURE) HYPOTHESIS

A certain **PERSONA** exists...

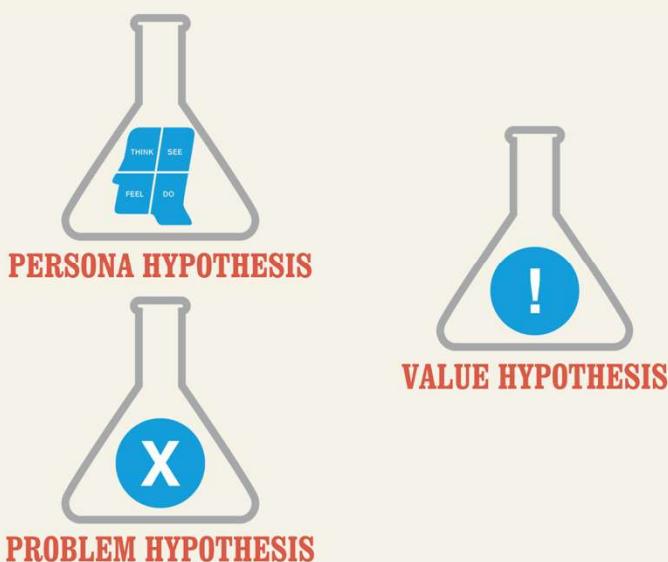
... and they have a certain
PROBLEMS(S) ...

... where they're currently using
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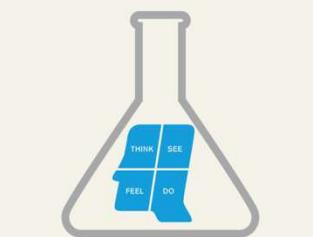
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WORKING YOUR PERSONA HYPOTHESIS



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WORKING YOUR PERSONA HYPOTHESIS



PERSONA HYPOTHESIS



VALUE HYPOTHESIS



PROBLEM HYPOTHESIS



CUSTOMER CREATION HYPOTHESIS



USABILITY HYPOTHESIS

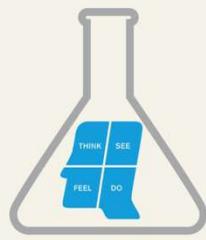
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COURSERA SPECIALIZATION COURSE 1 MODULE 2 USER RESEARCH - PS'

Alex Cowan

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WORKING YOUR PROBLEM HYPOTHESIS



PERSONA HYPOTHESIS



PROBLEM HYPOTHESIS

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WORKING YOUR PROBLEM HYPOTHESIS



PROBLEM HYPOTHESIS

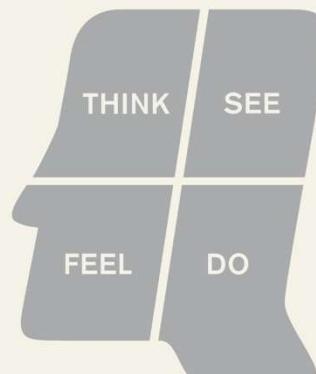
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PROBLEM SCENARIOS

PROBLEM SCENARIO

ALTERNATIVE(S)

YOUR VALUE PROPOSITIONS



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WORKING YOUR PRODUCT (FEATURE) HYPOTHESIS

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WORKING YOUR PROBLEM HYPOTHESIS

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alternatives to cause the persona to
act (purchase, use, etc.).



PROBLEM HYPOTHESIS

QUESTIONS

- Have you identified a discrete problem/need?
- How important is it to the target persona(s)?
- What alternatives do they use today? How?

TOOLS

- Problem Scenario + Alternative + Value Proposition Trios

Discovery Interviews

Storyboards

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TESTING AND ENHANCING YOUR PROBLEM HYPOTHESIS

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TESTING AND ENHANCING YOUR PROBLEM HYPOTHESIS

Question Form

Examples Questions ('HVAC in a Hurry')

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TESTING AND ENHANCING YOUR PROBLEM HYPOTHESIS

Question Form

Examples Questions ('HVAC in a Hurry')

How do you currently [operate in area of interest- if you don't have that yet]? OR Here's what I got on [x]- is that right

Can you tell me about your process for heading to a new job? What's the first thing that happens? What happens after that?

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TESTING AND ENHANCING YOUR PROBLEM HYPOTHESIS

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What's [difficult, annoying] about [area of interest]	What hard about getting and completing jobs?

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What's [difficult, annoying] about [area of interest]	What hard about getting and completing jobs?
What are the top [5] hardest things about [area of interest]?	What hardest things about dispatch and preparation? About follow-up? About being on site?

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What are the top 5 things you want to do better this year in [general area of interest]	What do you want to do better this year?

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TESTING AND ENHANCING YOUR PROBLEM HYPOTHESIS

Question Form	Examples Questions ('HVAC in a Hurry')
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What are the top [5] hardest things about [area of interest]?	What hardest things about dispatch and preparation? About follow-up? About being on site?
What are the top 5 things you want to do better this year in [general area of interest]	What do you want to do better this year?
Why is/isn't [your specific area of interest on that list]?	- Why isn't {whatever} on your list?

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WORKING YOUR VALUE HYPOTHESIS- COMING SOON!

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VALUE HYPOTHESIS

QUESTIONS

How much better than the best alternative
is your product?

How obvious is that to the customer?

TOOLS

Structured Assumptions

Structured Experiments (including MVP)

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