Innovation & Design Thinking

Session 2

Guido Charosky
guido.charosky@esade.edu

esade
UNIVERSIDAD RAMON LLULL

REMINDER

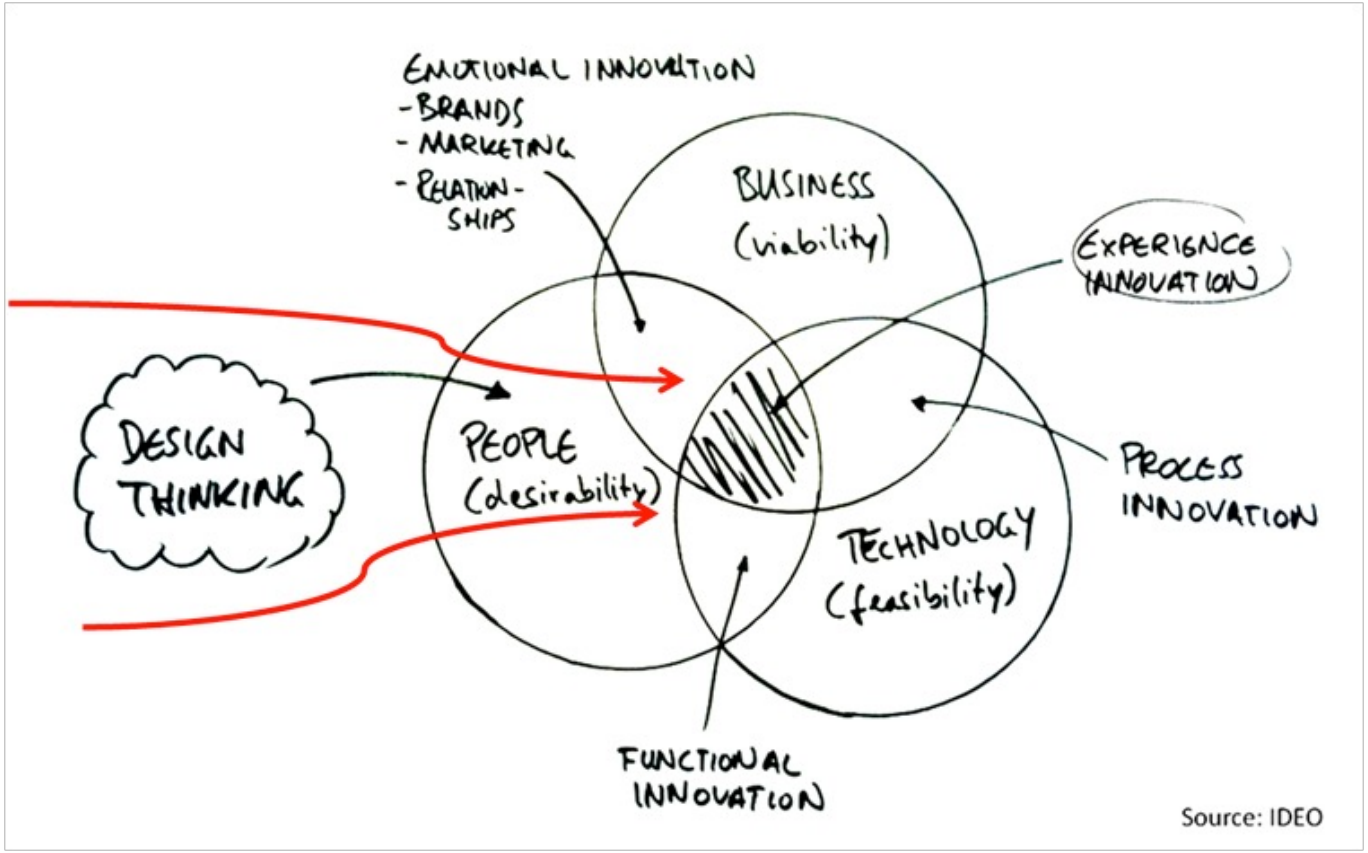
Organisation for Economic Co-operation and Development

"Innovation can be defined as the **creation** of better or more effective **products**, **processes**, **services**, **technologies**, or **ideas** that are **accepted** by **markets**, **governments**, and **society** (OECD, 2005)

Innovation refers to the use of a **new idea** or **method**, while **invention** refers directly to the **creation** of that idea or method"

Design Thinking

REMINDER



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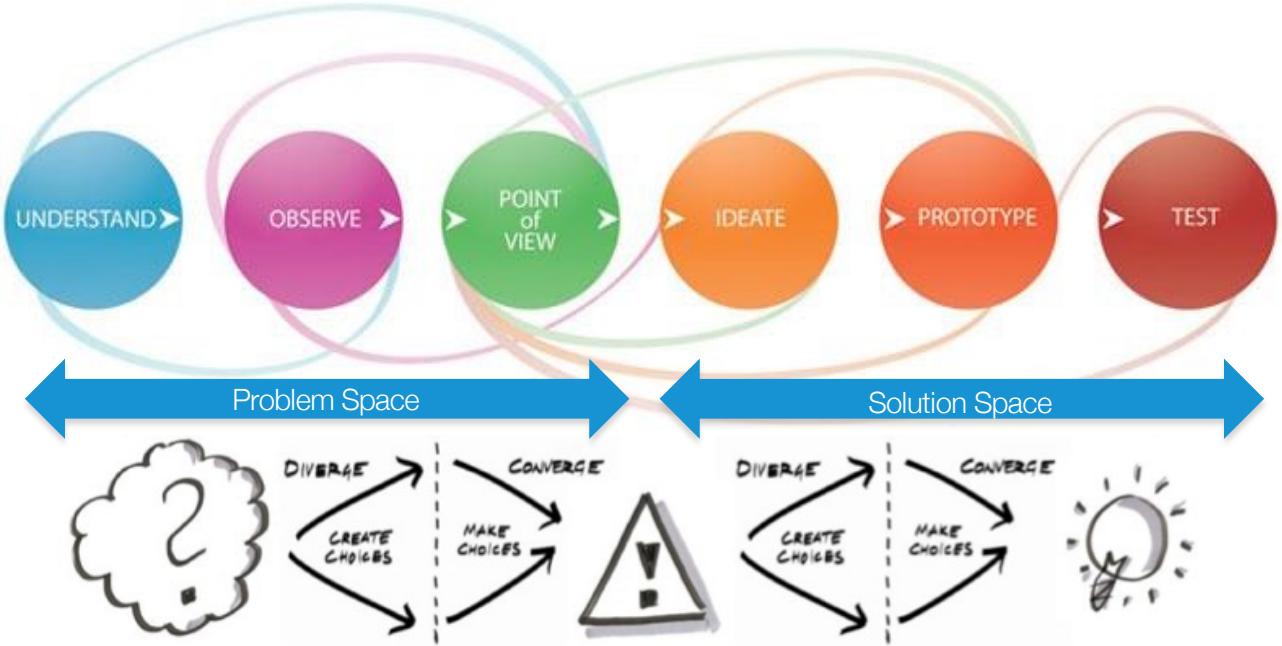
Design Thinking process



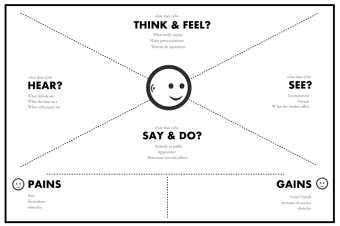
Adapted from the book Design Thinking, Understand – Improve – Apply, Christoph Meinel, Larry Leier, Hasso Plattner

REMINDER

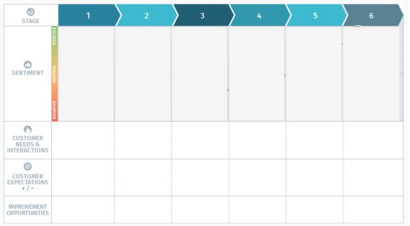
Tools to explore the problem space

Methods	Frameworks / Templates
Trend research and analysis	Trend Canvas
Ethnographic research • Day-in-the-life-of and Shadowing • Fly on the wall • Netnography • In-depth interviews • Surveys	Empathy map Customer journey map

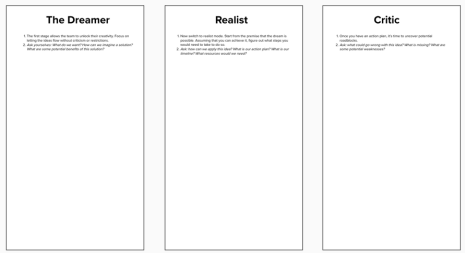
Today’s session



Empathy map



Customer journey map



Ideation

Value propostion

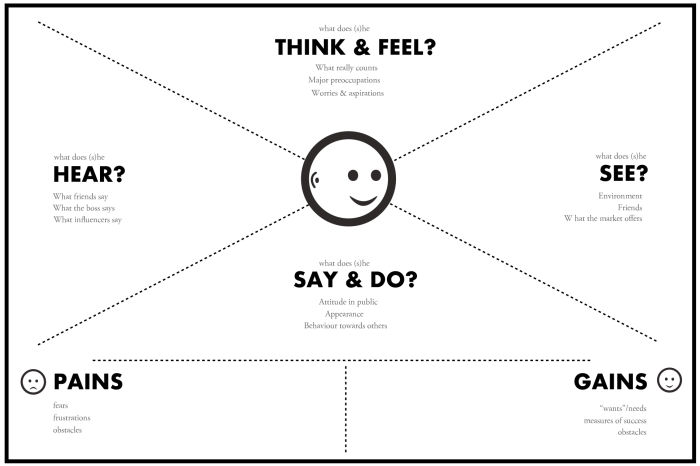
TEAMWORK:

Focusing on our user

Empathy map

Identify one of your key user/customer and create an empathy map of what we know/guess about him/her.
As a hypothesis, we will put him a name, age, profession, etc and we will try to get into his shoes.

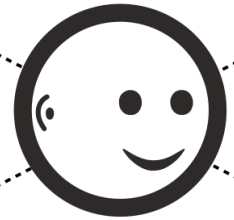
Who is he? What does he do? What does he like? What is he struggling with? What are his concerns and pains?...



what does (s)he

THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations



what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

what does (s)he

SEE?

Environment
Friends
W hat the market offers

what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

PAINS

fears
frustrations
obstacles

GAINS

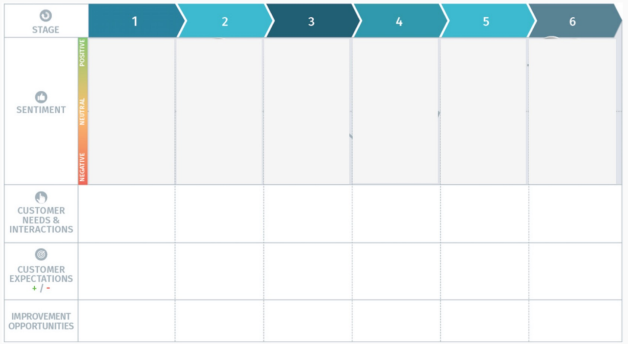
"wants"/needs
measures of success
obstacles

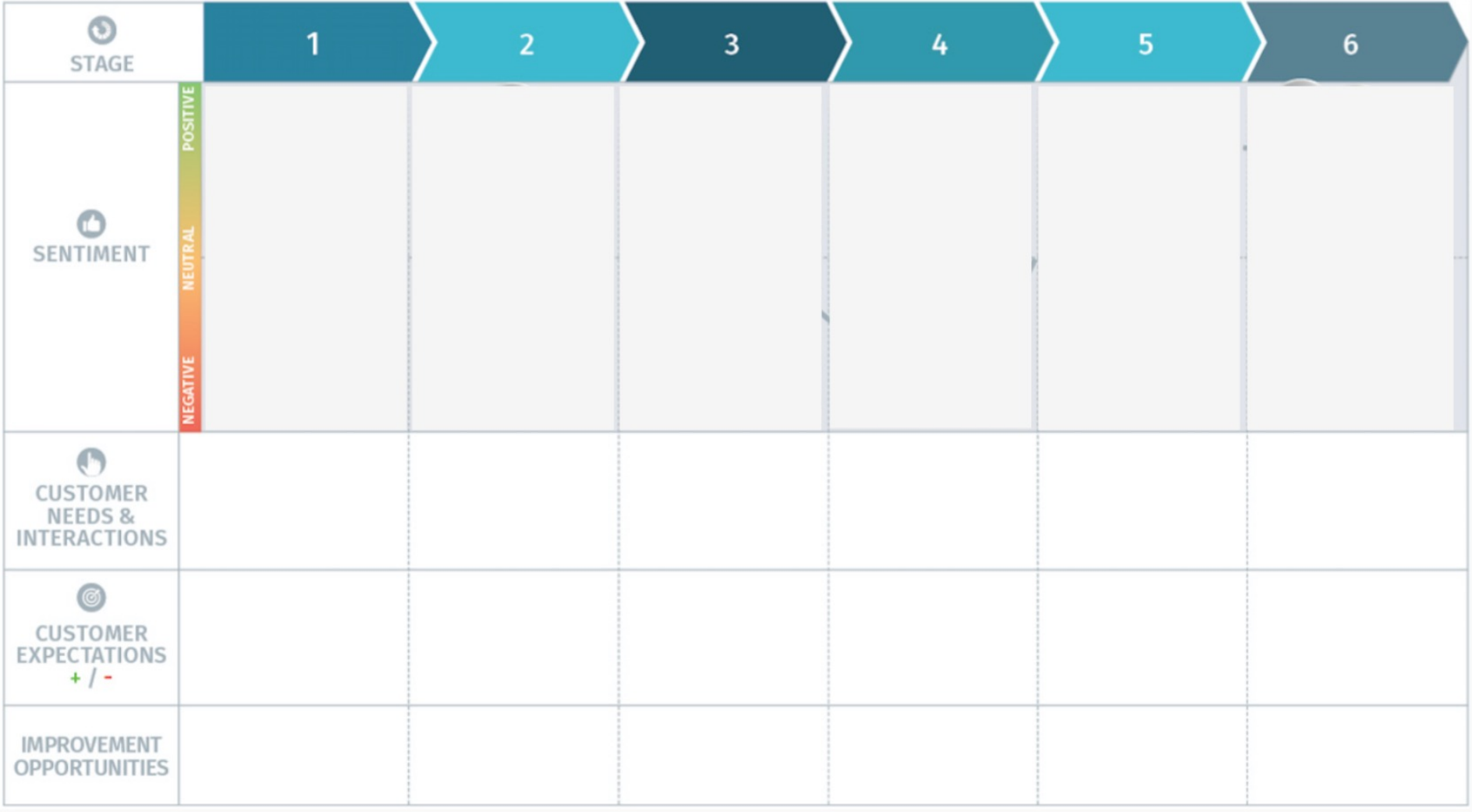
User journey map

- Create a user journey for your key actor/s to identify the main pain points and breakdowns in his current life, and start ideating possible solutions.

- You need to map how this person is **currently** solving his problem/need or dealing with an existing situation/problem.

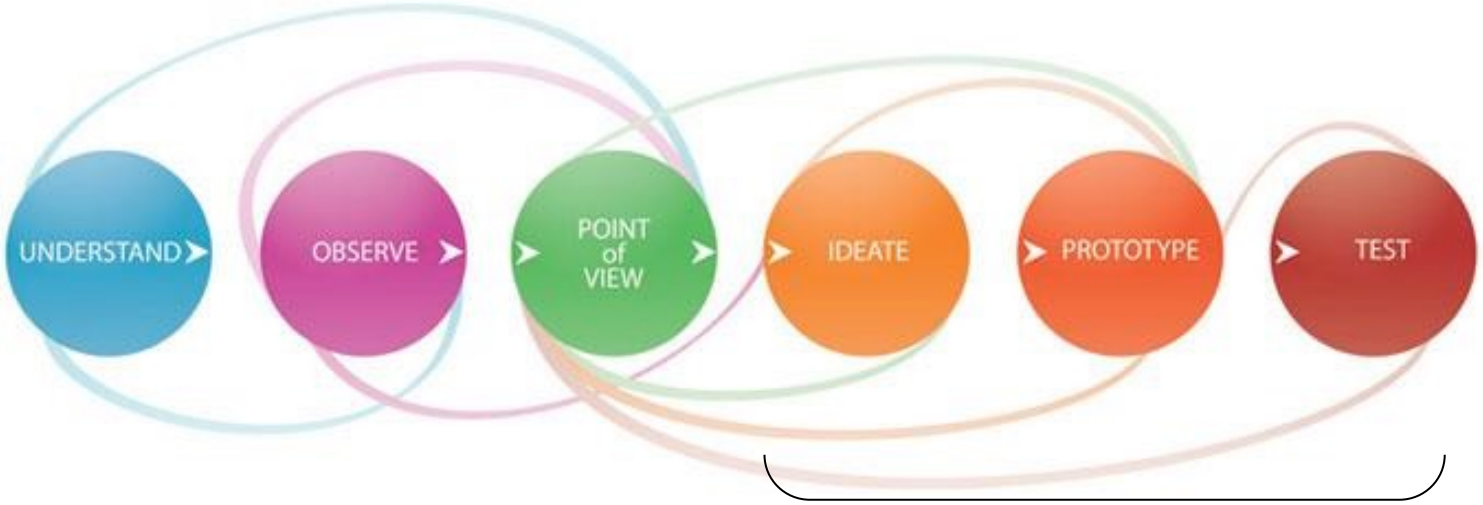
- Pain points will help you to later, further ideating your and creating a value proposition that really solves the problem/s of your target user.




STAGE
1
2
3
4
5
6
SENTIMENT
POSITIVE
NEUTRAL
NEGATIVE
CUSTOMER NEEDS & INTERACTIONS
CUSTOMER EXPECTATIONS + / -
IMPROVEMENT OPPORTUNITIES

Exploring the solution space

Tools to explore the solution space



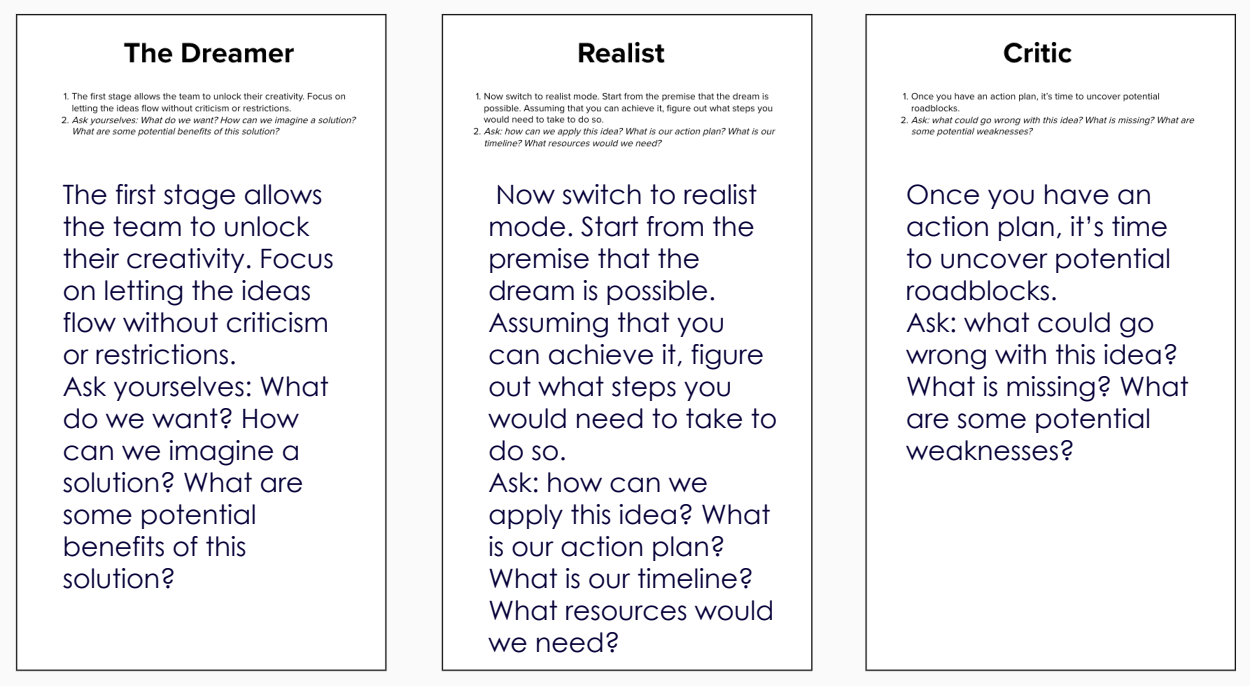
Problem space

IDEATION

Ideation : The Disney Creative Strategy

Walt Disney is famous for dreaming up and executing some of the most ambitious creative projects of our time.

The Disney Creative Strategy was inspired by his approach to projects. This creative process bridges the gap between imagination and reality. Use the Disney Creative Strategy template to brainstorm ideas that balance dreams and their execution.



Teamwork

The Dreamer

1. The first stage allows the team to unlock their creativity. Focus on letting the ideas flow without criticism or restrictions.
2. *Ask yourselves: What do we want? How can we imagine a solution? What are some potential benefits of this solution?*

Realist

1. Now switch to realist mode. Start from the premise that the dream is possible. Assuming that you can achieve it, figure out what steps you would need to take to do so.
2. *Ask: how can we apply this idea? What is our action plan? What is our timeline? What resources would we need?*

Critic

1. Once you have an action plan, it's time to uncover potential roadblocks.
2. *Ask: what could go wrong with this idea? What is missing? What are some potential weaknesses?*

VALUE PROPOSITION

Value proposition

What is it?

A value proposition is a promise of value to be delivered. It's the primary reason a prospect should buy from you.

In a nutshell, value proposition is a clear statement that explains:

1. how your product solves customers' problems or improves their situation (relevancy)

2. delivers specific benefits (quantified value)

3. tells the ideal customer why they should buy from you and not from the competition (unique differentiation).

http://conversionxl.com/value-proposition-examples-how-to-create/

Value proposition

Value proposition is something real humans are supposed to understand. It's for people to read.

TIP:
Ask yourself: Would I be able to explain to my friend or my mom what the offer is and how they'd benefit?

Value proposition
What is not?

“Revenue-focused marketing automation & sales effectiveness solutions to unleash collaboration throughout the revenue cycle”

An example of what a value proposition is NOT supposed to be like

Value proposition
What is not?

Just do it

Evernote

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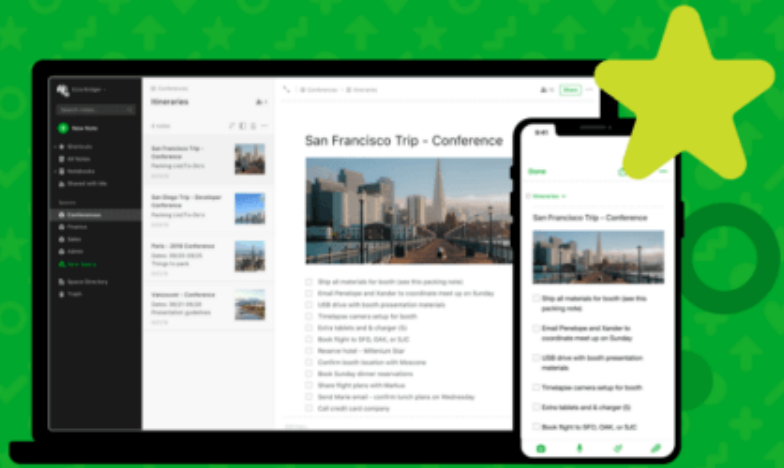

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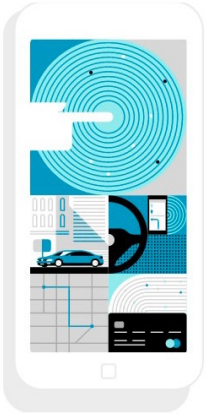
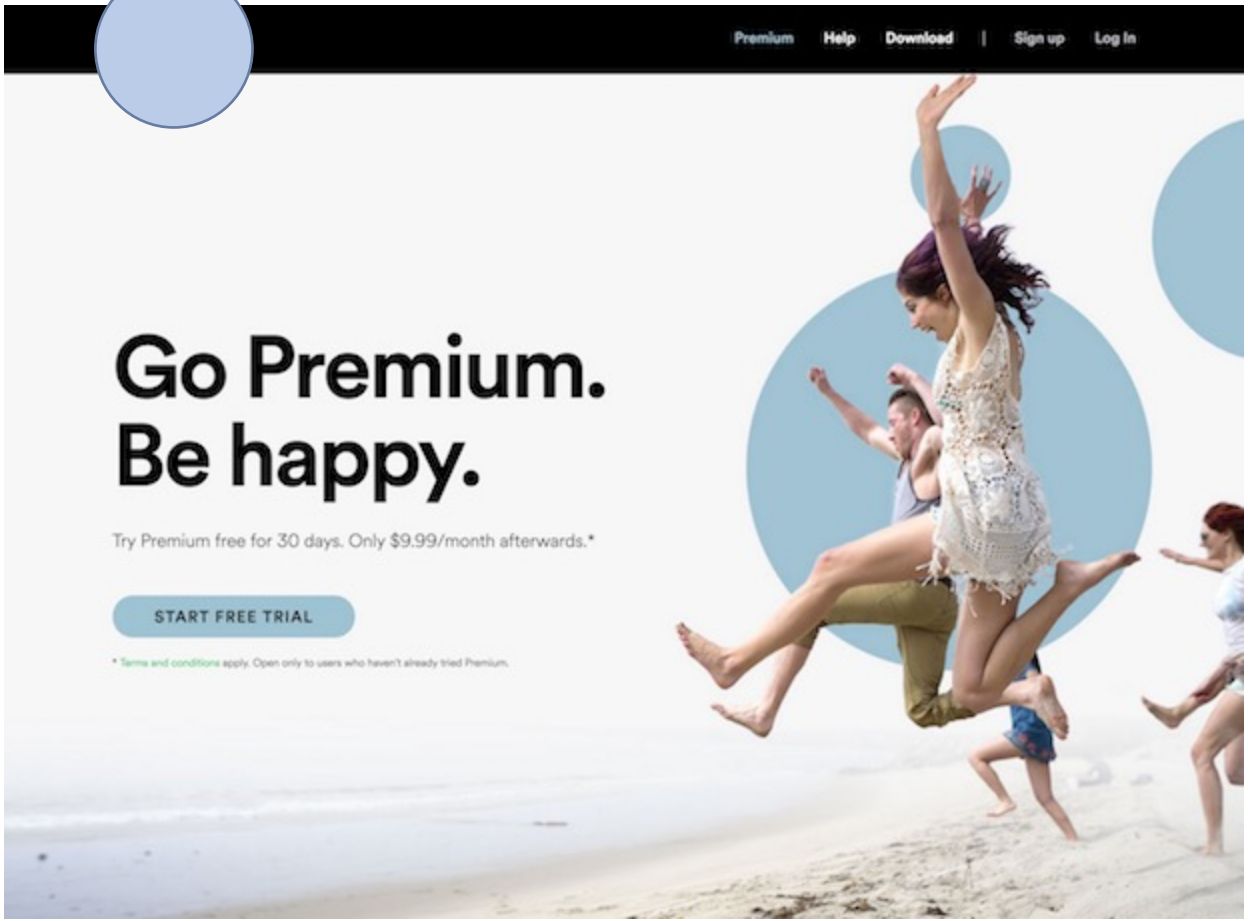


Tap the app, get a ride

Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows exactly where to go. And payment is completely cashless.

MORE REASONS TO RIDE ›

- One tap and a car comes directly to you
- Your driver knows exactly where to go
- Payment is completely cashless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Try Premium free for 30 days. Only $9.99/month afterwards.*
START FREE TRIAL
* Terms and conditions apply. Open only to users who haven't already tried Premium.

Products & services
What are the products and services you can offer your customer so they can get their job done?
Gain creators
What can you offer your customer to help them achieve their gains? How do you outperform the current solution? How will adoption by your customer be easier?
Pain relievers
How can you help your customer to relieve their pains? What problems can you eradicate? How do you fix current underperforming solutions? How do you eliminate risks your customers fear? How do you get rid of current barriers?
Gains
What would make your customer happy? What would make their life and the job-to-be-done easier? What do customers dream about?
Pains
What is annoying or troubling your customers? What is preventing them from getting the job done? What is keeping your customer awake at night?
Job-to-be-done
What is the job your customer wants to get done in their work or life? What are the functional, social, emotional jobs your customer wants to get done?

Value proposition

Templates for writing your value proposition

XYZ
Steve Blank

"We help X do Y by doing Z."

"Slack provides busy professionals a way to avoid using email, by offering a more comprehensive and easy-to-use collaboration and communication tool."

Slack

Value positioning
Erik Sink

Superlative ("why choose this product") + Label ("what is this product") + Qualifiers ("who should choose this product")

"The simplest way to track & plan your social media projects."

Monday.com

V.A.D
Guy Kawasaki

VERB [action]

APPLICATION [does what]

DIFFERENTIATOR [what sets it apart]

"Call anywhere in the world free"

Skype

Job to be done
Clayton M. Christiansen

VERB

OBJECT OF THE ACTION

CONTEXT

"Listen to music when running"

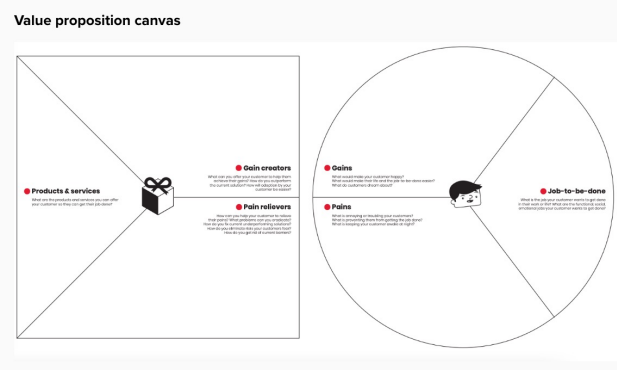
iPod

Teamwork

Teamwork

1. Complete the Value Proposition Canvas to analyze the needs of our user in relation to our solution and visualize how are we solving them (or could solve them)

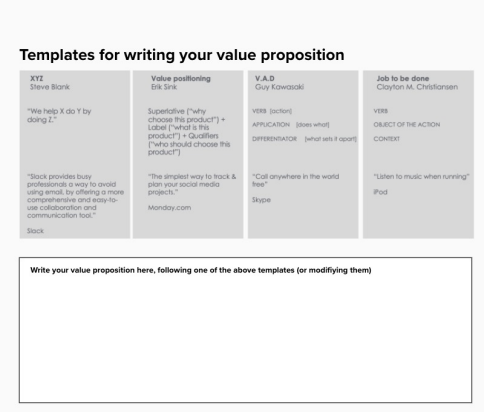
Start from the user side (the circle)



2. Write your value proposition contemplating:

- what problem does it solve
- The benefit it brings
- Why they should choose our product and not the competition's

Use one of the templates



Bonus track

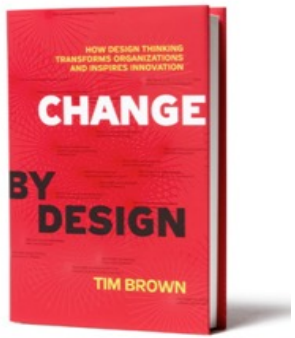
Recommendations

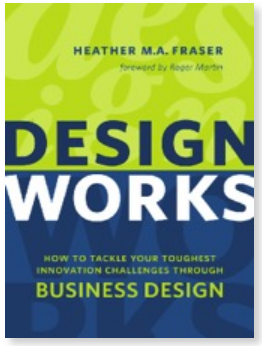
Validate your hypothesis using some of the tools explained in class:

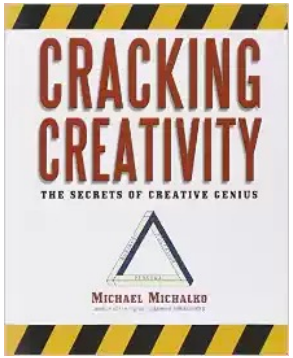
- Day-in-the-life-of and Shadowing
- Fly on the wall
- Netnography
- Interviews
- Surveys

Bottom line: go out there and talk to people

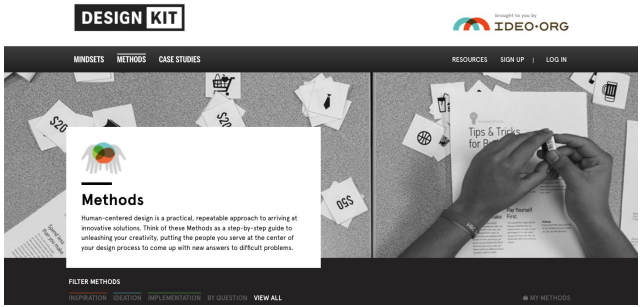
Books on the topics



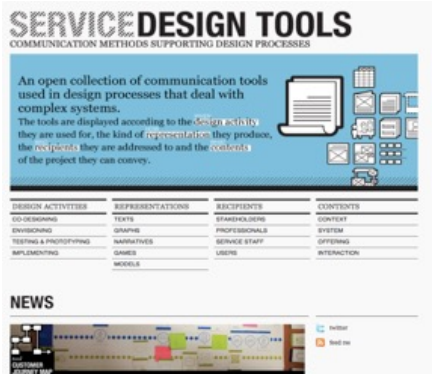




Available Resources



+ www.designkit.org/methods



+ servicedesigntools.org

Videos

- Brené Brown on Vulnerability and innovation at TED
  - “Vulnerability is the birthplace of creativity, innovation and change.”
  - www.ted.com/talks/brene_brown_on_vulnerability
  - http://www.ted.com/talks/brene_brown_listening_to_shame
- John Cleese on Creativity
  - www.youtube.com/watch?v=Hy_lekv3214, especially minutes 12:48-26:22
- A design thinking documentary
  - www.designthinkingmovie.com
- Ken Robinson, How schools kill creativity
  - http://www.ted.com/talks/lang/eng/ken_robinson_says_schools_kill_creativity.html
- Steven Johnson: Where good ideas come from
  - http://www.ted.com/talks/lang/eng/steven_johnson_where_good_ideas_come_from.html
- Dan Pink on the surprising science of motivation
  - http://www.ted.com/talks/lang/eng/dan_pink_on_motivation.html
- Charles Leadbeater on innovation
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- Tim Brown on Creativity and Play
  - http://www.ted.com/talks/lang/eng/tim_brown_on_creativity_and_play.html
- Tim Brown, Innovation through Design Thinking
  - http://video.mit.edu/watch/innovation-through-design-thinking-9138/

Thanks!

Guido Charosky
g.charosky@drop-innovation.com