

Design Thinking

Design Thinking with Lean Startup

Video: Lean Startup with Design Thinking
4 min

Video: Identifying and Classifying Assumptions
8 min

Video: Prototype and Test
8 min

Quiz: Design Thinking
5 questions

Peer-graded Assignment: Applying Design Thinking
1h

Review Your Peers: Applying Design Thinking

Peer-graded Assignment: Applying Design Thinking

Reviews 7 complete

You've finished your peer reviews. Well done! You saw 7 peers' feedback that will help them. If you have time, please review one or two more. Every review you do helps another peer complete the course!

Your fellow learner has submitted their assignment anonymously and your review will be anonymous to them. All names are still visible to course instructors.

Blue Bank RemoDepoCap LS&DT

by Anonymous Learner
April 9, 2018

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|---|---|
| <p>Identify some of the assumptions made about the success of remote deposit capture functionality. Assess the risk of each assumption affecting our product by classifying the assumptions into following four categories:</p> <ol style="list-style-type: none">High impact if wrong, High Probability of it being wrongHigh impact if wrong, Low Probability of it being wrongLow impact if wrong, High Probability of it being wrongLow impact if wrong, Low Probability of it being wrong <p>For each assumption, provide the reason why you categorized the assumption into the particular category.</p> <p>Blue Bank wants to introduce a new functionality called Remote Deposit Capture.</p> <p>We must identify main uncertainty on the project, through case study provided. These uncertainties reflects on assumption made (at the level of user needs or at level of solution provided). These are the main one found (I support their detailed requirements from Business Stakeholders and Ideation Phase brought to these assumptions):</p> <ol style="list-style-type: none">Assumption #1 (user need): This new service impacts prospect customers evaluation of Blue Bank, it can attract them becoming effective customers.Assumption #2 (user need): This new service will be provided to all Customer Base.Assumption #3 (solution provided): Customers will be charged with a fixed fee for this new functionality.Assumption #4 (solution provided): Scanner will be provided with no cost for the customer requiring such device. <p>Risk assessment evaluation made by the Project Team (Business Sponsor & Stakeholders, Project Lead and other selected Team Members) provides these results in terms of Probability vs Impact quadrants:</p> <ol style="list-style-type: none">Risk evaluation of assumption #1 (user need): This new service impacts prospect customers evaluation of Blue Bank, it will attract them to become effective customers.<ul style="list-style-type: none">This assumption was valued at high risk of being wrongThe risk in case assumption reveals as wrong is of high impact as prospect customer could value more interest rates in opening hours of the agencies.Risk evaluation of assumption #2 (user need): Provide new service to entire Customer Base has been valued in this way in terms of risk:<ul style="list-style-type: none">This assumption has been valued of being wrong with high risk as it can clearly appears considering that young customers are more tricky than aged customers.The risk in case the assumption reveals as wrong has been valued as low impact, as it is relevant that young customers are not excluded to be targeted for new service using entire customer base.Risk evaluation of assumption #3 (solution provided): Risk evaluation about fixed fee charge for this new service led to these values:<ul style="list-style-type: none">The risk that this assumption could be wrong has been valued at high risk.The impact that such an assumption can have has been valued as high impact, as this is the first time a service will be added to internet portal and it could be valued by customers as a new trend to rise costs for a Blue Bank account.Risk evaluation of assumption #4 (solution provided): The free scanner price assumption has been valued as:<ul style="list-style-type: none">Low risk that it could be wrong, as if it is free it is well accepted by the customer.Anyway it has been valued as high impact if the assumption reveals itself to be wrong, because customer not interested to use scanner (who doesn't own a computer or who wants to use the app) can perceive that they lose a gift, a special treatment from Blue Bank reserved to other customer but not to themselves (the bank is not interested to them). | <p>Did the learner identify the key assumptions behind this project?</p> <p>Assumption #1 - Clients will actually buy scanners to deposit checks.</p> <ul style="list-style-type: none">Low impact since we also have mobile phone option for scanning.High Probability that this is wrong assumption based on the current industry trend. <p>Assumption #2 - Blue Bank's existing clients want this feature.</p> <ul style="list-style-type: none">Low impact since if this is wrong, the bank can still benefit from new customers.Low probability of it being wrong since it will make check deposits easy for existing customers and many current banks already offer this service. <p>Assumption #3 - Potential customers will open an account with Blue Bank if we launch this feature.</p> <ul style="list-style-type: none">High impact since, if this assumption is wrong, the Bank does not benefit from this projectLow probability of it being wrong based on the current industry trend. <p>0 pts None of the key assumptions were identified and no other assumptions were listed.</p> <p>4 pts None of the key assumptions were identified but other assumptions were identified.</p> <p>6 pts At least one of the key assumptions was identified but no other assumptions were identified.</p> <p>9 pts At least one of the key assumptions was identified and a few other assumptions were identified.</p> <p>10 pts More than one of the key assumptions were identified.</p> <p>12 pts More than one of the key assumptions were identified and many other creative assumptions were identified.</p> <p>Were assumptions classified correctly?</p> <p>0 pts Didn't classify the assumptions.</p> <p>4 pts Classified the assumptions, but no reasoning provided.</p> <p>6 pts Classified the assumptions and provided valid reasoning.</p> <p>Any other feedback you have for the learner?</p> |

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| <p>For any three assumptions you identified, please list the MVP Tests or Minimum Viable Experiments you can conduct to validate the assumptions? Please categorize your MVP Tests according to the following categories. It is okay to have 1 or 2 categories with no tests.</p> <ol style="list-style-type: none">High Cost, High Quality Data (tests that will be costly to conduct, but will result in high quality data)High Cost, Low Quality Data (tests that will be costly to conduct and will result in low-quality data)Low Cost, High Quality Data (tests that will be inexpensive to conduct, but will result in high quality data)Low Cost, Low Quality Data (tests that will be inexpensive to conduct and will result in low quality data) <p>Assumptions has been previously "identified and risk evaluated" for three of them (has been also chosen to be validated and prototype tested. Project Team (Business Sponsor & Stakeholders, Project Lead and other selected Team Members) decided that assumptions #1, #3 and #4 will be subject to be prototyped and tested, according to their relevance: firstly the two assumptions High Risk / High Impact (#1 and #3), then the assumption Low Risk / High Impact (#4).</p> <p>Project Team decided also that the assumption #2 with High Risk / Low Impact at this moment is not planned to be prototyped and tested in order to preserve project planning.</p> <ol style="list-style-type: none">Risk evaluation of user need assumption #1: This new service impacts prospect's rating of Blue Bank. It will attract them to become effective customers (H Risk / H Impact). In order to validate this idea, an internet survey program will be proposed to all the active prospects (portal registered login not associated to bank accounts) whenever they should access portal in a specified timeframe (current and next month). This survey will be supported by:<ul style="list-style-type: none">simple graphic mock-up / prototype to build in order to show the service;a gift that prospects can redeem by going to an agency in order to fit high rates of participation for the survey). Due to prototype preparation and gift program, it should be expected LOW COST / HIGH QUALITY OF DATA.Risk evaluation of user need assumption #2: Provide new service to entire Customer Base has been valued in this way in terms of risk (H Risk / Lo Impact; not validated).Risk evaluation of solution assumption #3: Risk evaluation about fixed fee charge for this new service (H Risk / H Impact). In order to validate this idea, an interview program will be proposed to all the active customers whenever they should use standard deposit service in any of their remote bank sites. The interview will be executed by selected employee of Blue Bank, that must be adequately trained. Interview must be supported by a video prototype to show the service in detail. Any feedback from the customer interviewees will be collected and analyzed. The target of the interview is to collect how decrease interest in the new service against increasing cost. Due to interview process and Prototype to be prepared, it should be expected HIGH COSTS / HIGH QUALITY OF DATA.Risk evaluation of solution assumption #4: The free scanner price assumption has been valued as Lo Risk / H Impact. Project Team has agreed to validate this assumption even if it has been valued as low risk (due High Impact). Aim of the validation is to check how acceptance of the gift is related to interest in the new service and how availability of an alternative gift (for who doesn't consider interesting the scanner) changes the interest in the new service. In other words, to validate this assumption, a survey in the form of A/B testing will be presented on the portal to verify how interest in the service is related to gifts acceptance.<ul style="list-style-type: none">To a first group of customer will be proposed only one gift (scanner) that they can accept or not; a feedback will be required in order to evaluate interest in new Blue Bank service and in the scanner;Another group of customer will receive the option to choose among two gifts (a scanner or a prize draw to win a smartphone) and feedback will be required in order to evaluate the interest in Blue Bank Remote Deposit Capture service and for the gift. Data collected will be then compared in order to validate the best strategy for the free scanner. It should be expected LOW COST / LOW QUALITY OF DATA. | <p>Did the learner provide good MVP tests for the selected assumptions?</p> <p>Examples of good MVP tests:</p> <ul style="list-style-type: none">A link on the website to enroll in the remote deposit functionality (Low Cost, High Quality Data)Link on the website to get more information on an app to deposit checks remotely (Low Cost, Low Quality Data)A survey to ask for preferred method of deposit checks (Low Cost, Low Quality Data).A survey to find out of existing clients have a scanner, and, if not, would they buy one for depositing checks (Low Cost, Low Quality Data). <p>0 pts No MVP tests provided</p> <p>4 pts Some MVP tests were identified, but none of them match or are anywhere near the examples listed above</p> <p>6 pts At least some of the example tests listed above (or similar) were identified.</p> <p>10 pts A lot of good quality tests were identified.</p> <p>Were MVP tests classified correctly? Was the reasoning provided?</p> <p>0 pts Didn't classify the tests.</p> <p>4 pts Classified the tests but no reasoning provided.</p> <p>6 pts Classified the tests and provided valid reasoning.</p> <p>Any other feedback you have for the learner?</p> |

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