

06.27.18



**WEEK 8**

**MINIMAL VIABLE PROTOTYPE - MVP**

Building our future through innovation.



Innovator  
In Residence

# WEEK 8

## MINIMAL VIABLE PROTOTYPE

### AGENDA

- Hello [5 MIN]
- Toolbox Check-In [5 MIN]
- Journey Mapping Update [5 MIN]
- Cultivate Applications [5 MIN]
- Minimal Viable Prototype [15 MIN]
- Design Workshop Prep [5 MIN]
- Open Discussion [10 MIN]
- Key Dates [3 MIN]
- Action Items [2 MIN]
- Inspiration [3 MIN]
- Wrap Up [2 MIN]

**5 MIN**



**HELLO**

# INTRODUCTIONS

## 2018 SPRING COHORT



FOUNDER	HOME	FOUNDER	HOME	FOUNDER	HOME
Christy Bartlett	MN	Theodore Gamble	MN	Kristin Clements	FL
Sanjib Banerjee	GA	Michael Villano	CA	Claire Harlow	FL
Andrew McDonald	OR	Christa Lee Brynwood	WI	Emily Arnau	IL
Christina Stensby	MN	Robert Quigley	OH	Mark Olen	WI
Gus Tobes	CA	Joanna Yap	NY	Michael Short	FL
Eileen Alden	CA	Brett Heeney	WI	Tatiana Akulova	MN
Ritu Chowdhary	MN	Awais Sultan	IL		
Isaac Riesterer	OR	Kristi Uphoff	MN		
Andrew Kavie	MN	Andrew Sisulak	MN		
Adam Goldstein	MN	Jannine Dobson	WI		
Shawn Higginbotham	MO	Jerry Anderson	WI		

5 MIN



# TOOLBOX CHECK-IN



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## IIR TOOLBOX

- Idea Place
  - Updating
- Online Tools
  - Updating
  - Mood survey #3
- Innovation Canvas
  - Updating
  - DC

# OUR INNOVATION CANVAS

GENERAL INFO	PROJECT TEAM Lead(s): SME's: Sponsors:	BUSINESS LINE	GOAL CATEGORY +Revenue +Efficiency +CX
DESIRABILITY		FEASIBILITY	VIABILITY
PROBLEM / OPPORTUNITY	SOLUTION <b>MVP</b>	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary	VALUE PROP(S) Customers Bank Other <b>MVP</b>	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch	MARKET Internal External	TECHNOLOGY	IMPACT Business Model

ACCELERATOR FOCUS



# JOURNEY MAPPING UPDATE



# CUSTOMER JOURNEY MAP

What journey are you telling?

## WHAT

A customer journey map is tool that helps you **visualize** a customers experience, both **functional** and **emotional**, as they go through a process to achieve a goal. The map can be made to examine **current state** or **future state** experiences.

## WHY

- Journey maps are used to **understand needs and/or pain points** in the customer experience and identify potential opportunities.
- Journey maps provide **a holistic view** of the customer experience by combining disparate data points into a visualization.
- Journey maps help **create team alignment** and stakeholder support as they combine storytelling with visualization.

## REMEMBER

- Current State
- Future State
- Fidelity
- Inputs



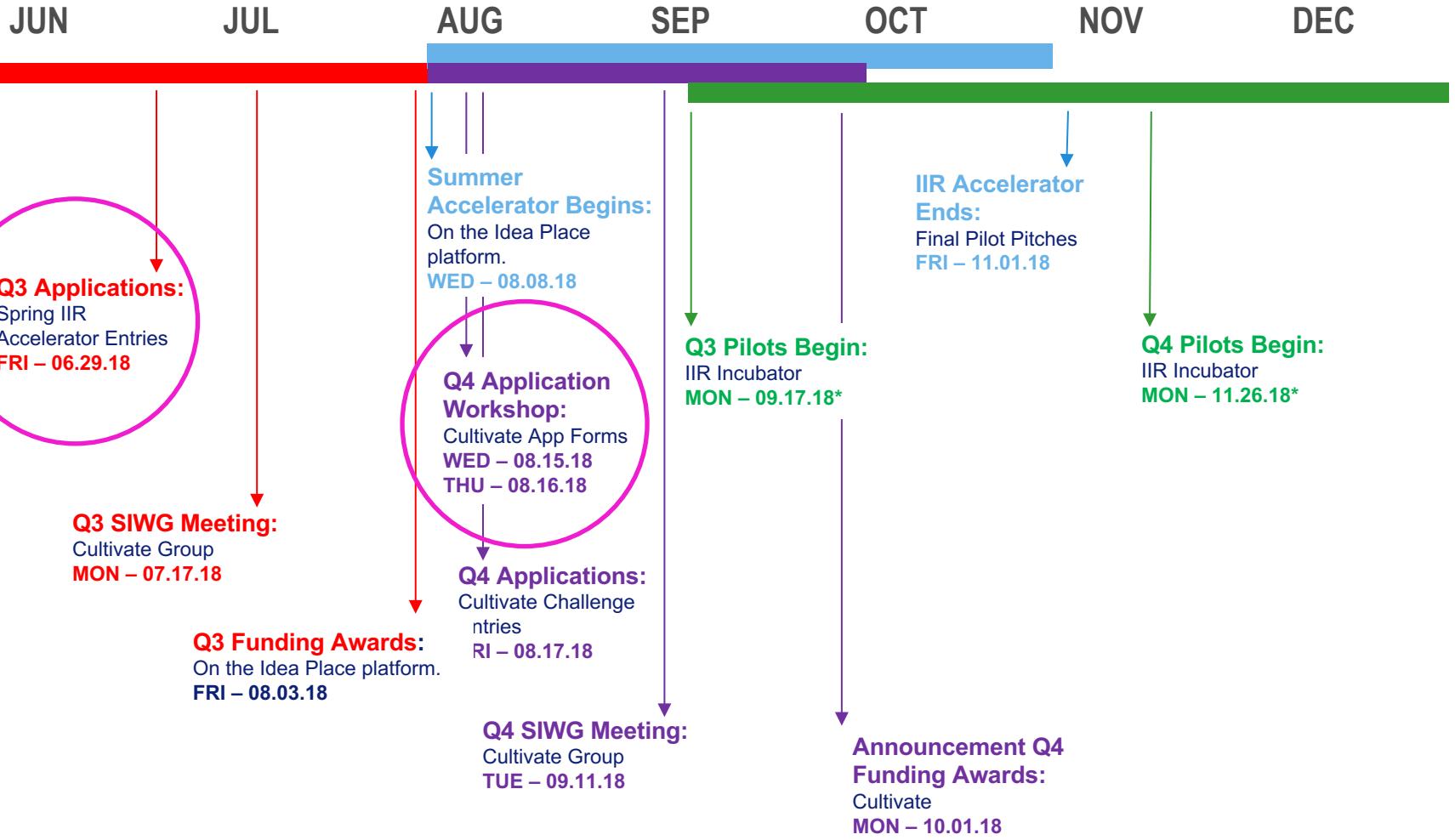


# Q & A



# CULTIVATE

# 2018 Cultivate & IIR (Q3 + Q4)



# Cultivation Projects

April 2018

# Cultivation Projects

## What cultivation is

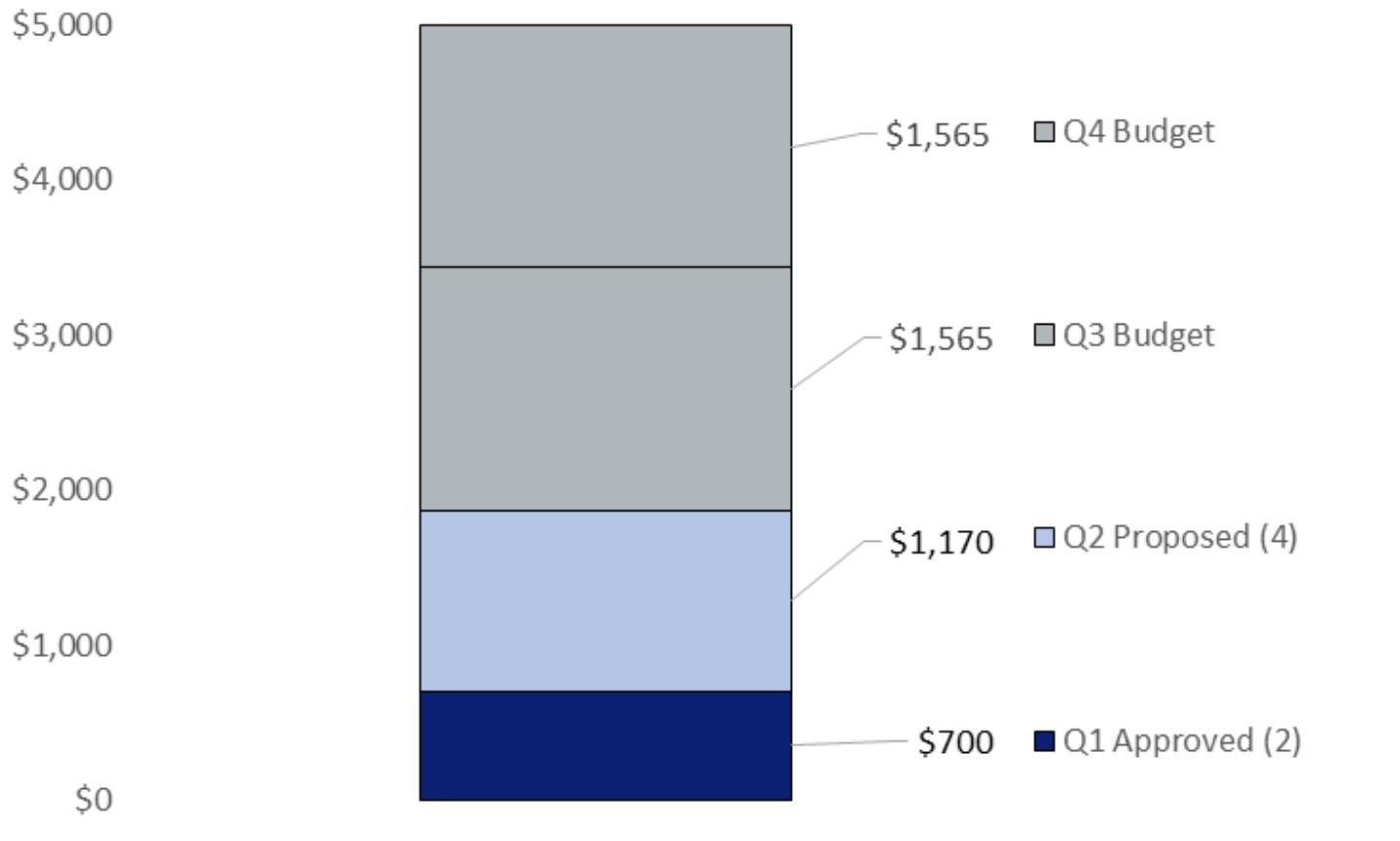
- Offense and defense: projects that address a specific business need that could lead to revenue in 12-18 months
- Strategic (fit at least one strategy pillar)
- Projects, not notions: developed ideas that need to be practiced in a lab environment before scaling
- Minimal investment (\$100K-\$500K)

## What cultivation isn't

- Second chance at or a way to skip CapEx
- Backdoor for projects that aren't aligned to enterprise and business line strategies
- Incremental projects that address current needs but are not future-focused (e.g., cash lockbox or digital check processing)
- High-investment (\$500K+)

# 2018 Cultivation Project Budget; \$5 mm

*In thousands*



Q2 available budget = \$1.8 mm



# Q2 Cultivation Project Details

As of 4/12/18

## Proposed for Q2 Funding (4)

- NextGen 3: Physical and Digital Testing Lab; Slide 6
- Branch Hours Optimization; Slide 6
- ELZ Analytics Sandbox; Slide 7
- Unlocking CRM Value via Salesforce Ad Studio; Slide 7

## Submitted for Q3 Funding (2)

- Centralized Fraud Database; Slide 8
- Financial Education: Parent/Child App; Slide 8

## Not Approved / On Hold / Deprioritized by Biz Line (8)

- Opsol Solution Proof of Concept; Slide 8
- NextGen 3: Physical Branch Design Consultation Vendor; Slide 8
- NextGen 3: Physical Branch Remodel Costs, LA; Slide 8
- Emerging and Secure Government Payments; Slide 9
- ELZ Data Marts; Slide 9
- ELZ Near Real Time Streaming; Slide 9
- Advanced Process Automation for Operations Services (included in other work); Slide 9
- NextGen 3: Channel Transformation and Customer Experience Design (included in other work); Slide 9

# Q1 Projects Approved by ESPC on March 20

## 1 Refund Management II

**LOB: Global Treasury Management**

This POC will validate client interest in a solution that combines emerging payments and receivables history to streamline the consumer refund process. The solution will automate the steps needed to issue refunds by allowing companies to submit basic refund instructions, and rely on U.S. Bank to choose the best payment channel.

- Target industry segments with a high volume of consumer refunds (healthcare and insurance)
- Gather and store incoming consumer payment information from receivables products (Lockbox, EPay, E Lockbox, ACH)
- Allow clients to submit refund payment instructions using a “token” in place of sensitive account data.
- Determine the best payment channel based on stored data; issue refunds via Zelle, ACH or check.

Depending on what we learn, there may be opportunities to expand into additional client segments and include other payment types.

**Project Cost: \$450k**

## 2 GCTS Deal Document Digitization

**LOB: Investor Services**

Automate paper intensive processes using OCR, Natural Language Processing and Machine Learning to drive efficiencies and improve data quality.

- Implement new technologies to capture and digitize data for processing and retrieval purposes during life of deal
- Onboarding: Front-end on-boarding process review and documents utilized (e.g., trust indenture, price schedule). Process review Jan-April 2018.
- Search and Retrieval: Use cases for documents/data retrieval and search during deal lifetime. Process discussion Feb-Mar 2018 with AI Innovation and Data Science Team.
- Tech Capabilities: Review technologies capable of fully digitizing documents and storing in a data library; lifting meta data from documents to create electronic data files. Possible vendors: dMetrics, Kyndi, IBM Watson, and Imagine Solutions (IBM Datacap) solutions for POCs. Engaged Innovation team for AI to help review possible solutions.

**Project Cost: \$250k**

**Q1 Cultivation Budget: \$1.25MM**

# Q2 Projects Seeking Approval

## 1 NG3 – Digital & Physical Testing Lab LOB: Branch Delivery

Objective: Develop a lab where *any* group within USB can demo new digital or physical concepts still in the exploration phase and obtain instant feedback to accelerate, iterate, or redirect next steps. Some objectives are: create an environment to test prototypes and better ways of working, gain customer insights and validation on new branch experience initiatives, gain employee insights and validation on new tools and processes, a better platform to prepare training content and videos, and an opportunity to evaluate and determine sales choreography and customer engagement processes before moving to pilots.

- Many retailers maintain some form of a retail test lab for this reasons. In order for USB to have faster speed to market (our future is now), agility, customer obsession, and striving for simplicity.
- A physical location is required but is not expected to be an operational branch.
- We estimate utilizing a vendor to optimize the formation and function of the lab.

**Project Cost:** \$500k – 6 month duration

**Q2 Cultivation Budget: \$1.25MM**

## 2 Branch Hours Optimization LOB: Branch Delivery

Kiran Analytics, utilizing advanced analytics, can determine optimal branch operating hours to maximize revenue generation, minimize operating expense, and provide a consistent customer experience.

- Select up to 400 branches in 2-4 markets to be included in the pilot. Branch open hours will be determined using an analytics-based methodology that incorporates customer demographics, proximity of other U.S. Bank branches and ATMs nearby, as well as data on competitor's branches.
- The vendor requires 14 weeks to complete hours analysis. Data to be provided by the CBBD Workforce Management Consulting team and Enterprise Research and Analytics. Hours changes will take 6-13 weeks to implement in partnership with CBBD. Results will be measured for 3-6 months following the changes.
- Assuming the hypothesis is proven, CBBD Workforce Management Consulting team will pursue 2019 Investment Committee funding for full network analysis.

**Project Cost:** \$170k – 6 month+ duration

# Q2 Projects Seeking Approval

## 3 ELZ Analytics Sandbox LOB: Operations Services

- The learning objective of this cultivation idea is to determine if and to what extent an analytics sand box can be provided to business lines to test business hypothesis by analyzing not just the data within the ELZ but also bring other external data sets quickly.
- If this technology proves successful, US Bank can create an analytical capability that not only will allow business lines to reduce time to create insights primarily by reducing time it takes to get the data by using data in the enterprise and also in the ELZ but also reduce the cost by utilizing lower cost licenses and platform i.e. Hadoop.
- The time to analytics for testing new hypothesis could be cut from months to days. This reduction in time to validate new business hypothesis in turn will lead to a quicker reaction by US Bank in the market place. Additionally, if this capability proves to live up to its expectations, US Bank can work toward the sunset or optimization of existing analytical Capabilities

**Project Cost:** \$350k – 8 month duration

**Q2 Cultivation Budget: \$1.25MM**

## 4 Unlocking CRM Value via Salesforce Ad Studio LOB: Enterprise Research Analytics

This project will help us learn the value of automating the creation of lead lists or segments from Salesforce CRM data for CRM-driven business units such as Corporate and Commercial Banking, Elavon, Mortgages, RPS, SCA E-mail Marketing, Securities, Social Media Marketing, and Wealth Management.

- We will pilot Salesforce's Ad Studio solution, which enables marketers to build lead segments from Salesforce CRM data and use the segments to target ads across channels, including e-mail and third parties such as Facebook, Google, LinkedIn, YouTube, Twitter, etc.
- We believe this approach could reduce the time to launch campaigns by 50-85%+, improve conversion and acquisition rates through greater relevance, and reduce attrition.
- Our hypothesis is that, for heavy CRM users such as our B2B business lines, impact may be comparable to plans for DMP and B2B marketing automation, which are estimated to deliver 10-40% lift in advertising revenue over 5 years.
- Project has been socialized and complements similar work in other LOBs.

**Project Cost:** \$250k – 6 month duration

# Not Approved Cultivation Projects Descriptions

Submitted for Q3 Funding		
Centralized Fraud Database	TOS	We work with various groups to handle different fraud scenarios, for both originated and received ACH. These cases often span across multiple business lines and have proven difficult to track. We believe a centralized database would be helpful to ensure consistency and promote efficiency across business lines, as well as across various payment types.
Financial Education: Parent/Child App	S & CA	U.S. Bank currently scores below average on "financial advice and guidance" per the 2017 J.D. Power National Banking Satisfaction results. We also know that we have opportunities to better serve our customers through digital/mobile offerings and improve our overall financial education efforts. We have the opportunity to explore a new way of delivering financial education/guidance via an app that would provide basic budgeting, goal-setting and financial basics through interactive learning for parents (caregivers) and their children. This test would allow us to better understand if this type of tool (or components of) resonate(s) with these priority segments and could strengthen U.S. Bank's position as thought-leaders in innovative and proactive financial education among the competition.
Not Approved / On Hold / Deprioritized by Biz Line		
Opsol Solution Proof of Concept	TOS	<p>Proof of Concept to perform due diligence with the vendor, Opsol, of their replacement Base24 ACI software, which is currently deployed in various versions for multiple business lines. The vendor Opsol has agreed to deploy resources onsite and remotely to conduct a formal due diligence of their software over the course of 7 months.</p> <p>A limited proof of concept was completed in Opsol's environment in 2016, however a more robust proof of concept is needed with the Opsol software deployed within the US Bank environment to further evaluate and ensure the software will meet objectives.</p>
Next Gen 3: Physical Branch Design Consultation Vendor	CBBG	We currently do not have an existing vendor who can provide holistic branch design consultation inclusive of customer experience, employee experience and digital experience needs for Next Gen 3.
Next Gen 3: Physical Branch Remodel Costs - LA	CBBG	Design the branch physical space with the primary goal for bankers to deepen relationship with customers (rather than offering space to conduct basic Teller transactions). Examples of changes needed: Remove barriers so bankers can easily connect and work side-by-side with customers. Today, we have a separate Teller line (with bandit barriers) and separate banker and partner areas which can be 1) confusing to customers as to where to go for their specific needs 2) cumbersome if the Universal Banker is talking to a customer behind the Teller line and has to come all the way around to the lobby and find space to continue the conversation with customers.

# Not Approved Cultivation Projects Descriptions

Emerging and Secure Government Payments	C & CB	This request focuses upon developing a solution to use emerging payment methods to supplement cash and check receipt processing for government entities, including alias based payments, real time payments and other faster payment methods. Along with supporting emerging payment methods, government clients want to ensure that the solution validate the person requesting/making the payment. This request is to begin the process of evaluating, designing, and piloting an emerging payment solution targeted at our government clients. The learnings will also be able to be applied to other industry segments such as insurance and healthcare.
ELZ Data Marts	TOS	<p>The learning objective of this cultivation idea is to determine if and to what extent purpose driven data marts can be created on the Hadoop platform (ELZ) by leveraging tools such as AtScale or Kyvos. The goal of Enterprise Data Management is to bring the analytics to the data instead of the data to the analytics. AtScale and Kyvos claim to be able to build different views (semantic layers) on top of the same underlying data sets. For example, marketing could have a view of customer, account, and transaction data that is unique to them while risk creates a view of the same data that is specific to their needs. The data is stored once and the views are created in memory.</p> <p>The time to market for a new data mart view could be cut from months to days. Additionally, if this capability proves to live up to its marketing expectations, US Bank can work toward the sunset of existing data marts (sanctioned and unsanctioned) across the enterprise.</p>
ELZ Near Real Time Streaming	TOS	The learning objective of this cultivation idea is to determine if and to what extent data can be distributed and acted upon in low-latency (near real-time) manner through the ELZ. A low-latency solution will allow data to be received in the ELZ and acted upon as it changes. This data can, in turn, be distributed to consumers in the same pace. This will allow consumers to maintain up to the minutes copies of source data and/or act on these updates as they occur. Kafka is an open source, distributed queuing solution that promises to provide a highly scalable and resilient method of receiving and distributing data change events. Nifi is an open source workflow solution that can work with these events. If this technology proves successful, US Bank can respond faster to and with resiliency to customer and other events.
Advanced Process Automation for Operations Services	TOS	Operations Services has acquired manual processes that are prone to high error rates; with zero tolerance for negative regulatory implications, poor customer experience and inefficient processes. We have identified an initial inventory of automation opportunities across Operations Services to address deficiencies in applications and systems, improve quality of data enhanced work environments, less physical space and reduced onsite storage needs and improved employee and customer experiences.
Next Gen 3: Channel Transformation and Customer Experience Design	C & BB	Larger-scale initiatives that build on and enhance Channel Optimization and Foundational Capability elements to create a true end-to-end, relationship led, next-generation customer experience.



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## CULTIVATE CALL – TODAY!

Wednesday – June 27<sup>th</sup> @ 3 PM CST



## Q & A



# MINIMAL VIABLE PROTOTYPE



# MASH-UP

Combining two concepts. . .

## Prototype:

- a. an original model on which something is patterned
- b. a first full-scale and usually functional form of a new type or design of a construction

- *Meriam Webster*

## Minimum Viable Product:

an early version of a new product which allows a team to collect the maximum amount of validated learning about customers the least effort

*The Leader's Guide to adopting lean startup at scale,*

- *Eric Ries*

# MVP

## Minimal Viable Prototype

### What is a Minimum Viable Prototype?

A minimum viable prototype is ***early experiential version*** of your solution that demonstrates it's value and can be shared with stakeholders and potential customers for feedback. Unlike a minimum viable product, this version is not “market ready.”

### Why use them?

- Prototypes are used to test different potential solutions to determine what aspects of the prototype(s) deliver value to the user.
- They help avoid expensive, time intensive, mistakes as prototypes are inexpensive and easy to revise.
- To inspire stakeholders or others by making your idea tangible.



# MVP CONSIDERATIONS

Being mindful . . .

## Focus on a variable

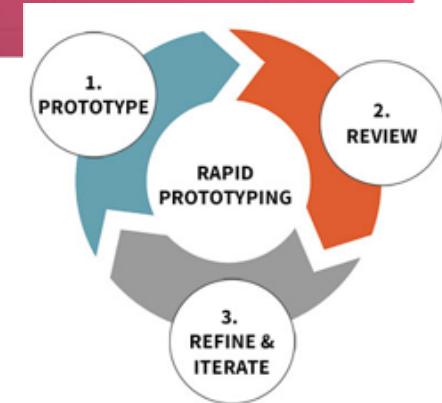
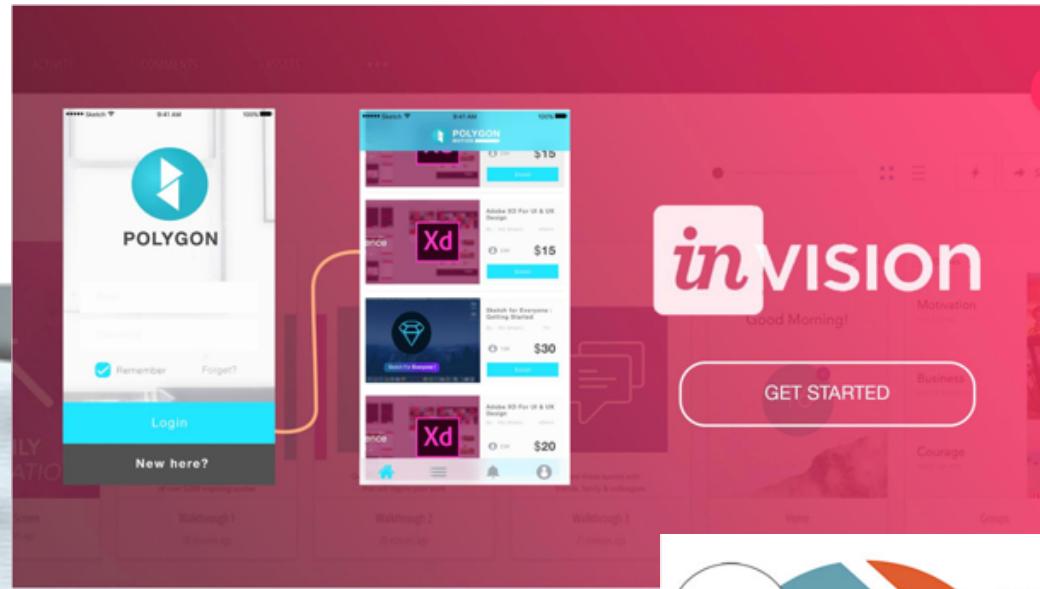
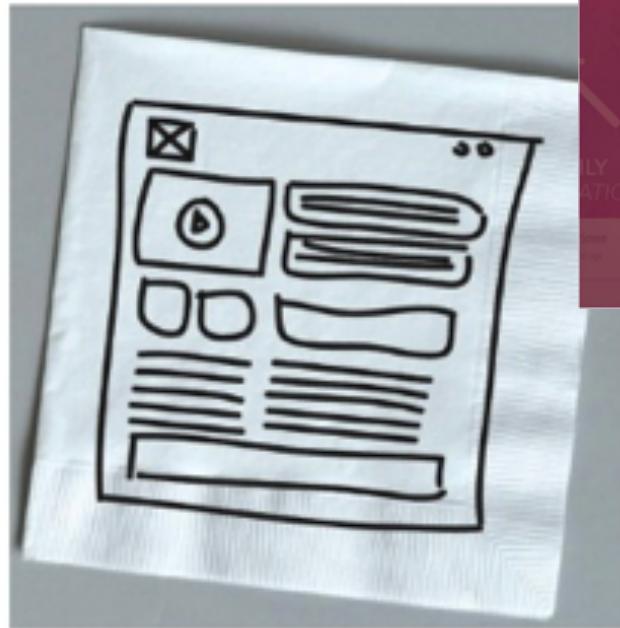
What is the “hunch” or assumption your prototype is going to illustrate or test. By zeroing in on your assumption you avoid making a prototype that is watered down or suffers from “feature creep.” It also helps you figure out where you can and can’t skip on fidelity.

## Fidelity

- If you plan to test with users keep things low-res as they’ll be more inclined to provide critical (and helpful) feedback. Low-res prototypes also allow for more versions or iterations.
- If you trying to communicate your vision to get stakeholder buy-in you might want to increase the fidelity slightly, but keep in mind higher resolution prototypes commit you in a single direction. Match your prototypes resolution to your goal.

# FIDELITY

Different levels for different audiences & stages.





# Innovation Prototyping

## Definitions & Resources

## Tools & Templates



# Prototyping Definitions and Resources

Type of Prototype	Definition	Recommended tool for Building	Articles/Resources for Learning
Paper prototype	Illustrations, sketches, and primitive designs that can be made quickly and easily	Post-Its Pen & Paper InVision Freehand	
Wireframe	Low-fidelity blueprint or layout of your interaction patterns and design.	Pen & Paper Sketch Photoshop InVision Freehand Balsamiq	<a href="#">InVision Blog</a>
Storyboard	A series of graphics that visualize a sequence user interaction or a scene in a film	InVision Storyboard PowerPoint	
Landing Page	Simple web page that illustrates some of your product offering. Looking to test metrics of clicks or sign ups	Leadpages Balsamiq Econic Consult	
Explainer Video	Smoke and mirrors video explaining the elements of your product	<a href="#">Biteable</a>	<a href="#">Dropbox explainer video</a>
Interactive/Clickable Digital Prototype	Digital/high-fidelity version of a wireframe with clickable buttons to show the interaction and design	InVision IBM Bluemix API	

## Additional Resources:

Wizard of Oz: <http://futureofstuffchallenge.org/download/prototype/bootleg-wizardofoz.pdf>

d.School Prototyping: <https://dschool.stanford.edu/groups/k12/wiki/c0be1/Prototype.html>

General Prototyping Definitions: <https://medium.com/@SteveGlaveski/12-types-of-prototypes-to-test-your-idea-36f6d076c8f5>

Prototype Fidelity Definitions and Guide: <https://www.interaction-design.org/literature/article/what-kind-of-prototype-should-you-create>

# Innovation Team Prototyping Tools

Tools	Description	URL/Location	Access Notes	Owner/Experts
InVision App	Web based prototype tool for building interactive and collaborative clickable prototypes, storyboards, and sketches using screen templates with both desktop and mobile options available	<a href="https://usbank.invisionapp.com">https://usbank.invisionapp.com</a>	Request access from Scott Hanson. Individual log in with usbank email address and set up password.	John H. (Prototypes) Todder (Storyboards) <b>Kristie Carroll (InVision CSM)</b> <a href="mailto:kristiecarroll@invisionapp.com">kristiecarroll@invisionapp.com</a>
Adobe Photoshop CC 2015	Adobe photo editor software for modification and creation of photos, drawings, and templates for use in prototype creation.	Adobe Photoshop should be installed on all Innovation Team member's workstations. If not, download software from ChatWithIT.	Installed on workstation	Free Photoshop reference eBooks are available from the Global Learning Lab> SkillSoft Resources> Search 'photoshop'
Sketch (Mac Users Only)	Mac version of Photoshop	Installed on Mac user desktop, or install request from ChatWithIT	Installed on workstation (Mac only)	John H.
Getty Images	Photo library for use in prototype and storyboard creation. Make sure to log out after use, so others may access the site.	<a href="http://Gettyimages.com">Gettyimages.com</a>	ID:valerie.lancelle@usbank.com Password: 1m@ge\$USB	Valerie
SnagIT & Snipping Tool	Screen grab tools for assistance in building templates for prototypes	Both applications should be installed on all Innovation Team member workstations. If not, download software from ChatWithIT	Installed on workstation	Todder Amanda John H.
Qualtrics Survey Design	Survey building tool for use in prototype build and feedback.	<a href="https://co1.qualtrics.com/login?path=%2FControlPanel%2F&amp;product=ControlPanel">https://co1.qualtrics.com/login?path=%2FControlPanel%2F&amp;product=ControlPanel</a>	ID: UInnovation@elavon.com Password: USB!23	David M. Kari S. Amanda
Tableau	Analytics & Insights. Data visualization.	<a href="https://www.tableau.com/">https://www.tableau.com/</a>	Submit request for access in chat with IT	Ron
Leadpages	Quick and easy templates for building simple webpages	<a href="http://leadpages.com">leadpages.com</a>	Free version – 14 days Standard License \$25/mo	Nicole from Econic
Webflow	website builder	<a href="http://webflow.com">webflow.com</a>	John's recommended website builder platform based on previous experience and use	John

# Innovation Team Prototyping Tools cont.

Tools	Description	URL/Location	Access Notes	Owner/Experts
Balsamiq	Web based tool for building websites or app design for import into inVision to create clickable prototype	Blasamiq.com	Offers free 30-day trial. After 30 days subscription cost = \$90/yr	Amanda
IBM BlueMix	IBM API Library with ability to build everything from a complex prototype to a simple design.	N/A	John H. has access	John H.

# TESTING WITH USERS

*If you have time to test with users there are a few things to keep in mind:*

- First, DON'T SELL!! - your prototype is to learn as much about what *not* to make as what works.
- In-context testing is preferable, as context influences and changes how things are used.
- What are you hoping to learn from your prototype? Being clear on this point will focus your prototype and how you structure the session.
- Make sure your team is prepared and allow time for one “test run” is good. Just don’t polish it up too much or you’ll risk a user not wanting to offend you with real critical feedback.
- Break the team into roles. Have a facilitator, the user or tester, and the note taker. If the prototype needs “actors” to fill in the experience, pull in other team members as necessary.
- Provide the minimum amount of information to the user as they go through the prototype.
- Don’t share what isn’t there, e.g. your rationale or thought process.
- Continue to have the user share their thoughts and questions, when appropriate (don’t rush them).
- Look for any pauses or confused non-verbals and don’t correct any misuse, but seek to understand it.
- If a user asks a question about use, it’s good to answer their question with, “what do you think that does?”
- Ask what works or doesn’t work for them.
- Note taker, at minimum, should capture: questions the user had, critical feedback, positive feedback, any additional ideas the user provided.

# SUMMARY

Don't just say it . . . SHOW IT!

A minimum viable prototype is great way to turn your thoughts into physical representations that test value with your users early on. When made correctly they help you avoid costly mistakes and generate insights that allow you to get closer to creating your minimum viable product.

## Section References:

- d.school, "Coach's Guide." 2013. COACH-GUIDE-Jan2013.pdf
- d.school, "Experiment mixtape." 2013. experiment-mixtape-v8.pdf
- Ries, Eric, *The Leader's Guide to adopting lean startup at scale*. Stonesong and Kenoza Type, Inc. 2016





# Q & A



# DESIGN WORKSHOP PREP





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## WEEK 9

Wednesday – July 11<sup>th</sup> (*LIVE*) @ 8 AM – 5 PM CST

Thursday – July 12<sup>th</sup> (*VIRTUAL*) @ 1 – 5 PM CST

**DESIGN WORKSHOP(S)**

# DESIGN WORKSHOP // WEDNESDAY, JULY 13, 8:30AM-5:30PM

**WHY**

**STORIES + DATA:** The power of design- it's not just for designers!

**HOW**

**FRAMEWORKS:** Customer Profile, HMW, Design Studio, Product Box

**WHAT**

**CREATING SOMETHING VISUAL:** User scenarios and prototype creation

**WRAP**

**NEXT STEPS -** Come up with a plan. Who are you going to test with?

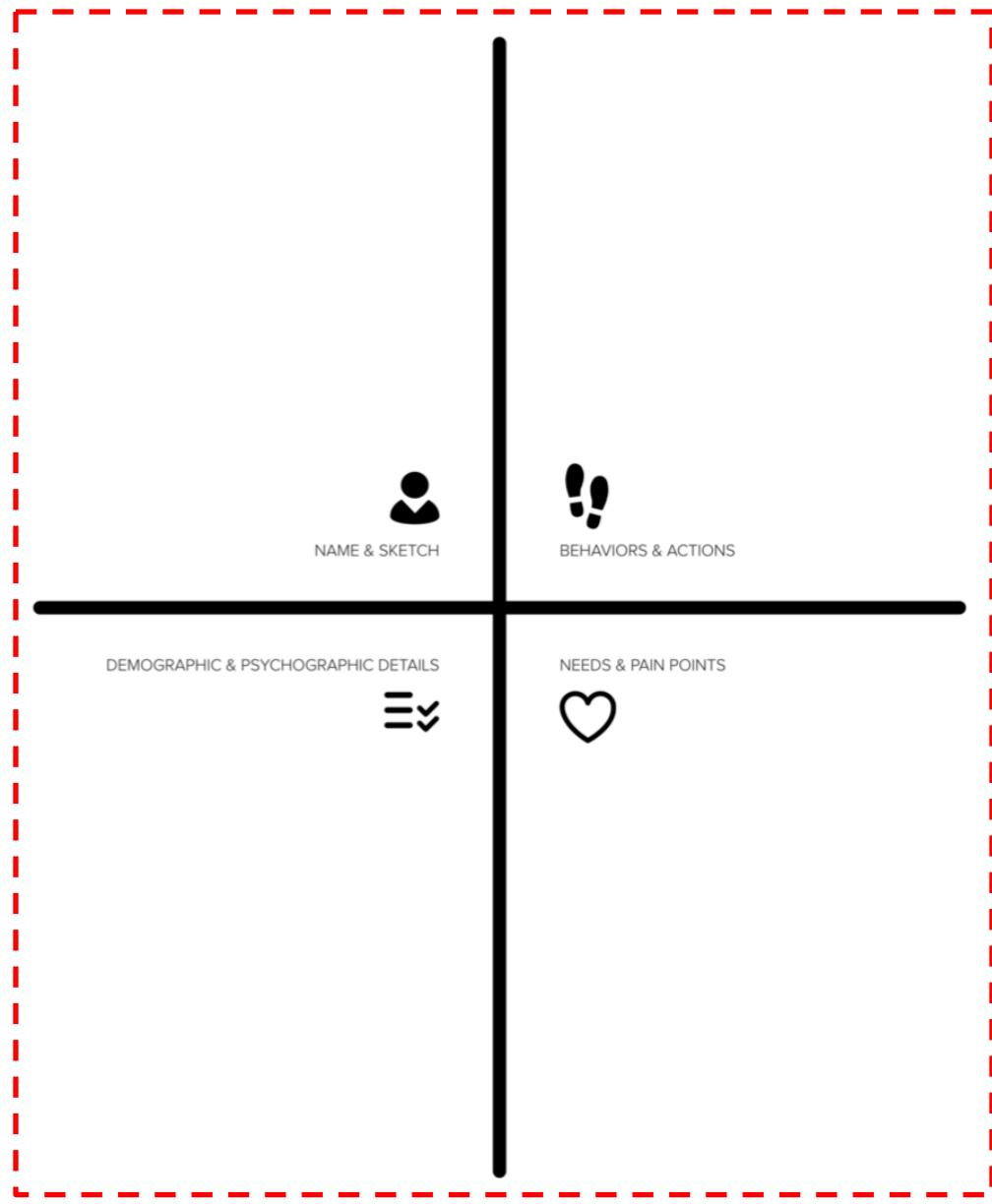
## DESIGN WORKSHOP // WEDNESDAY, JULY 13, 8:30AM-5:30PM

- ▶ 08:30-09:15 Intros + Elevator Pitches
- ▶ 09:15-09:30 Why design?
- ▶ 09:30-09:45 Examples of great design (+poor design) in action
- ▶ 09:45-10:15 Proto-Persona Review + Refinement
- ▶ 10:15-10:30 Break
- ▶ 10:30-10:45 How Might We....?
- ▶ 10:45-11:00 Get Inspired! (demos of cool/relevant stuff)
- ▶ 11:00-12:15 Design Studio Method (*Go wide!*)
- ▶ 12:15-01:00 Lunch
- ▶ 01:00-02:15 Product Box + Pitches (*Get narrow!*)
- ▶ 02:15-02:30 Break
- ▶ 02:30-03:15 Customer Scenarios + Prioritization (*Get strategic*)
- ▶ 03:15-05:15 Sketch it out! (Paper or Balsamiq) (*Make it "real"*)
- ▶ 05:15-05:30 What now? Plan of action!



# PERSONA

Pre-Workshop . . .



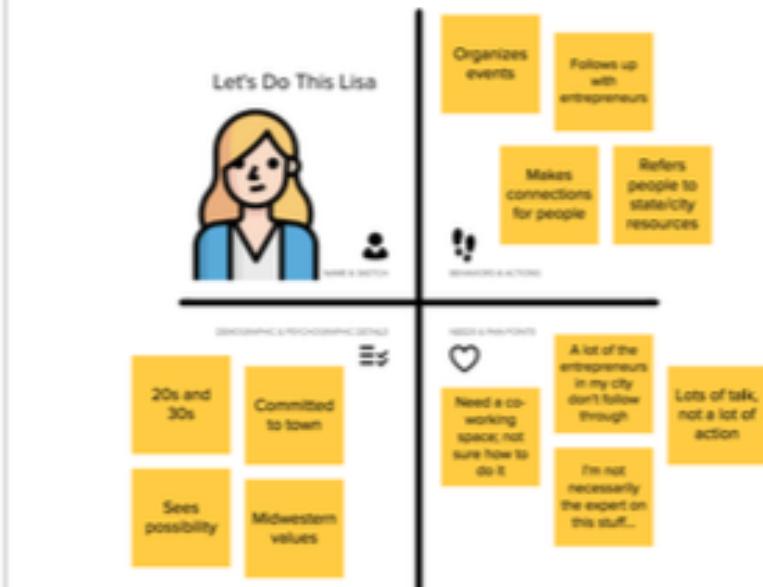
# PERSONA

Who are your customers?

## RURAL ENTREPRENEUR



## RURAL CITY ECON DEVELOPER



# YOUR INNOVATION CANVAS

GENERAL INFO	PROJECT TEAM Lead(s): SME's: Sponsors:	BUSINESS LINE	GOAL CATEGORY +Revenue +Efficiency +CX
DESIRABILITY		FEASIBILITY	VIABILITY
PROBLEM / OPPORTUNITY  ZOOM	SOLUTION  MVP	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary  ZOOM	VALUE PROP(S) Customers Bank Other  MVP	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch  ZOOM	MARKET Internal External  ZOOM	TECHNOLOGY	IMPACT Business Model

ACCELERATOR FOCUS



## Q & A



# OPEN DISCUSSION





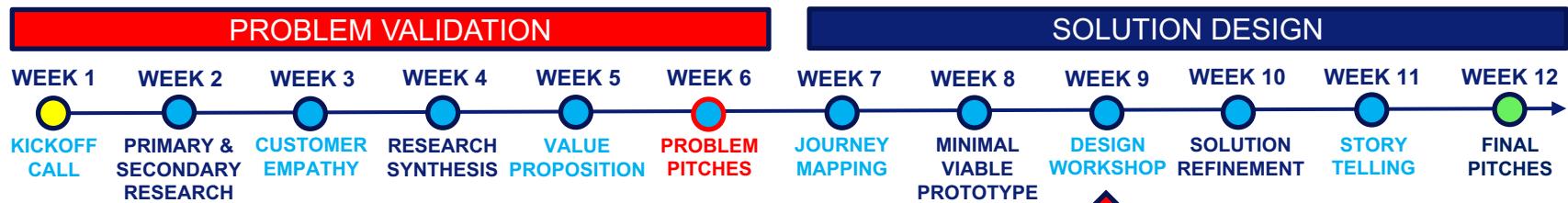
# KEY DATES



# PROGRAM OUTLINE



## IIR ACCELERATOR JOURNEY



**WED**

July 11 = Live (45+)

**THU**

July 12 = Virtual (25+)



# KEY ACCELERATOR DATES

PRE CALL 1 – WED – APRIL 18 = **INTRO WORKSHOP – 3 HRS**

PRE CALL 2 – WED – APRIL 25 = Secondary Research *[Optional]*

PRE CALL 3 – WED – May 2 = Primary Research *[Optional]*

**WEEK 1** – WED – MAY 9 = **KICKOFF CALL – 2 HRS**

**WEEK 2** – WED – MAY 16 = **Research**

**WEEK 3** – WED – MAY 23 = **Empathy**

**WEEK 4** – WED – MAY 30 = **Synthesis**

**WEEK 5** – WED – JUNE 6 = **Value Propositions**

**WEEK 6** – WED – JUNE 13 = **PROBLEM PITCHES – TBD**

**WEEK 7** – WED – JUNE 20 = **Journey Mapping**

**WEEK 8** – WED – JUNE 27 = **M.V.P. & Experimentation**

**\*\*\* JULY 4TH WEEK = OFF / BREAK \*\*\***

**WEEK 9** – WED – JULY 11 & 12 = **DESIGN WORKSHOP – 8 and 4 HRS**

**WEEK 10** – WED – JULY 18 = **Solution Refinement**

**WEEK 11** – WED – JULY 25 = **Story Telling**

**WEEK 12** – WED – AUGUST 1 = **FINAL PITCHES – TBD**

**SHARKTANK(S)** – AUGUST 1+ = **PITCH TO LEADERS / CULTIVATE (TBD)**

## MEETINGS:

**MAIN = WED – 1 PM CST / MAKE-UP = THUR – TBD / “OFFICE HOURS”**

April 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

May 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

June 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

August 2018						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4



# ACTION ITEMS



# ACTION ITEMS: WEEK 8



## Journey Map

Please draw up “current state” & “future state” journey maps for your primary customer / project.



## Customer Personas

Build rough outline the different customer persona's for your project.



## RSVP to Design Workshop

Please confirm which upcoming Design Workshop you can attend = Live in MPLS or virtual the following day.



## Mood Survey

Please take 5 minutes and complete the next mood survey = link to follow!





# INNOVATION INSPIRATION



# INDEPENDENCE DAY

Enjoy a SAFE & FUN holiday!!!



<https://www.history.com/topics/holidays/july-4th>



## WRAP UP & WHAT'S NEXT



# COACHING HOURS

Please email to reserve time . . .

COACH	MON	TUE	WED	THU	FRI	EMAIL
Dakota	11 – 1 PM	E	2 – 3 PM	10 – 11 AM	1 – 3 PM	dakota.crow@usbank.com
Valerie	E	9 – 10 AM	11 – 12 PM	2 – 3 PM	E	valerie.lancelle@usbank.com
John	E	10 – 12 PM	E	10 – 12 PM	E	john.kaiser@wesleys.io
Matt	E	E	E	E	11 – 12 PM	matthew.born@usbank.com
Russ	E	E	E	E	E	rohit.gowda@usbank.com



Innovator  
In Residence

**NEXT WEEK - OFF**  
**Happy 4<sup>th</sup> of July!**

**NEXT CALL – WEEK 9**

**Wednesday – July 11<sup>th</sup> (*LIVE*) @ 8 AM – 5 PM CST**

**Thursday – July 12<sup>th</sup> (*VIRTUAL*) @ 1 – 5 PM CST**

**DESIGN WORKSHOP(S)**