Innovator In Residence

AT usbank

WEEK 2
RESEARCH

05.16.18

Building our future through innovation.

Innovator In Residence

WEEK 2
RESEARCH

AGENDA

- Hello & Introductions [10 MIN]
- Tool Box Check-In [5 MIN]
- Research [5 MIN]
- Empathy [10 MIN]
- Bias [2 MIN]
- Tracking & Unpacking [5 MIN]
- Open Discussion [15 MIN]
- Key Dates [2 MIN]
- Action Items [2 MIN]
- Inspiration [2 MIN]
- Wrap Up [2 MIN]

10 MIN

HELLO & INTROS

INTRODUCTIONS

2018 SPRING COHORT

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FOUNDER	HOME
Christy Bartlett	MN
Jeremy Silver	GA
Sanjib Banerjee	GA
Andrew McDonald	OR
Christina Stensby	MN
Gus Tobes	CA
Eileen Alden	CA
Ritu Chowdhary	MN
Isaac Riesterer	OR
Pete Scherf	MN
Andrew Kavie	MN
Adam Goldstein	MN
Shawn Higginbotham	MO

FOUNDER	HOME
Suzanna Newell	MN
Theodore Gamble	MN
Michael Villano	CA
Christa Lee Brynwood	WI
Melinda Ashburn	AR
Joanna Yap	NY
Brett Heeney	WI
Stephen Dallimore	KS
Awais Sultan	IL
Kristi Uphoff	MN
Andrew Sisulak	MN
Jannine Dobson	WI
Jerry Anderson	WI

FOUNDER	HOME
Kristin Clements	FL
Claire Harlow	FL
Emily Arnau	IL
Mark Olen	WI
Michael Short	FL
Carol Walnut	GA
Tatiana Akulova	MN
John Lewis	TN
Robert Quigley	**OH**

5 MIN

TOOL BOX CHECK-IN

IIR TOOL BOX

- Team Roster
- Team Profile
- Innovation Canvas
- Learning Plan
- Online Tools
  - *Idea Place*
  - *Sharepoint*
  - *OneNote*
  - *Yammer*

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	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary	VALUE PROP(S) Customers Bank Other	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch	**MARKET** **Internal** **External**	TECHNOLOGY	IMPACT Business Model

ACCELERATOR FOCUS

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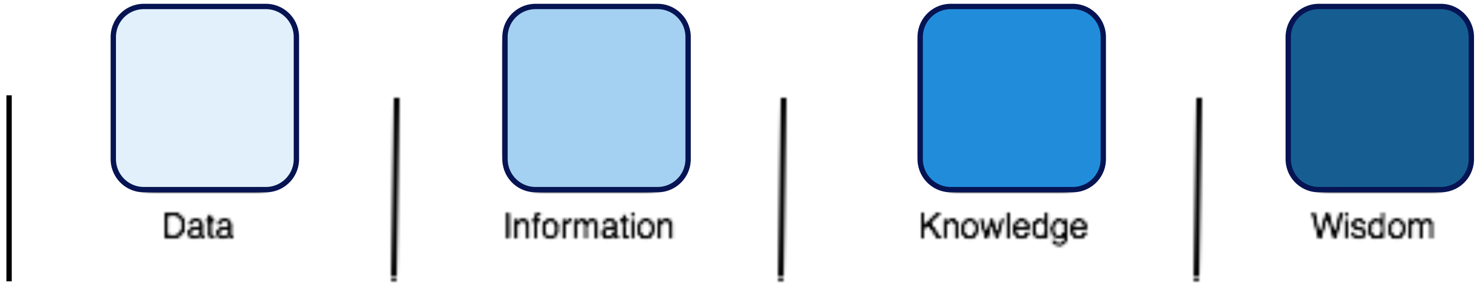
RESEARCH

LEVELS OF UNDERSTANDING



Hypothesis:
Identify

Assumptions
Concepts
Hunches
Ideas
Needs
Opportunities
Problems
Questions

Chasm 1:
Making meaning out of Data

Chasm 2:
Experience Frameworking

Chasm 3:
Empathy and Insight

TYPES OF RESEARCH

PRIMARY

Primary Research is research you conduct yourself (or hire someone to do for you.) It involves going directly to a source —usually customers and prospective customers in your target market — to ask questions and gather information. Examples of primary research are:

- ***Interviews (telephone or face-to-face)***
- ***Surveys (online or mail)***
- ***Questionnaires (online or mail)***
- ***Focus groups***

When you conduct primary research, you're typically gathering two basic kinds of information:

- **Exploratory.** This research is general and open-ended, and typically involves lengthy interviews with an individual or small group.
- **Specific.** This research is more precise, and is used to solve a problem identified in exploratory research. It involves more structured, formal interviews.

Primary research usually costs more and often takes longer to conduct than secondary research, but it gives conclusive results.

SECONDARY

Secondary Research is a type of research has already been compiled, gathered, organized and published by others. It includes reports and studies by government agencies, trade associations or other businesses in your industry. Especially for small businesses with limited budgets, most research is typically secondary, because it can be obtained faster and more affordably than primary research.

A lot of secondary research is available right on the Web, simply by entering key words and phrases for the type of information you're looking for. You can also obtain secondary research by reading articles in magazines, trade journals and industry publications, by visiting a reference library, and by contacting industry associations or trade organizations. (Note: When you locate the research you want, check its publication date to be sure the data is fresh and not outdated.)

https://www.thehartford.com/business-playbook/in-depth/business-primary-second-research

WHO ARE YOU TALKING TO?

Identify the type of interview

Experts

- Subject Matter Experts
- Internal & External Experts

Key Stakeholders

- Business Line Leaders
- Partners

Customers

- Primary
- Secondary

Types of interviewees . . .

Customer Types: Decision Makers, Influencers,

1. The Initiator

The person who decides to start the buying process:

This is typically a Director or SVP who is tasked by their CIO/CTO or CFO with putting together current business challenges and get a feel for the process architecture to create requirements for a software purchase.

2. The Influencer

The person who tries to convince others they need the product:

This is typically an end user in a company. Whether this is a member of the sales team, or an individual in the legal counsel, they understand the inefficiencies with their procedures since they interact with it as part of their daily routine.

3. The Decider

The person who makes the final decision to purchase:

This is probably most important person in the sales process to have on your side. This can be the initiator, who spent time evaluating vendors and narrowing it down to one. This can also be the Director of a department whose team will be utilizing the software.

4. The Buyer

The person who is going to write you the check:

This is most always a C-Level Executive. The buyer trusts the decider to make the best decision for the entire business. Once he/she selects their vendor of choice, have done their due diligence, and can provide evidence to back up the suggestion, they will sign off on the purchase.

5. The User

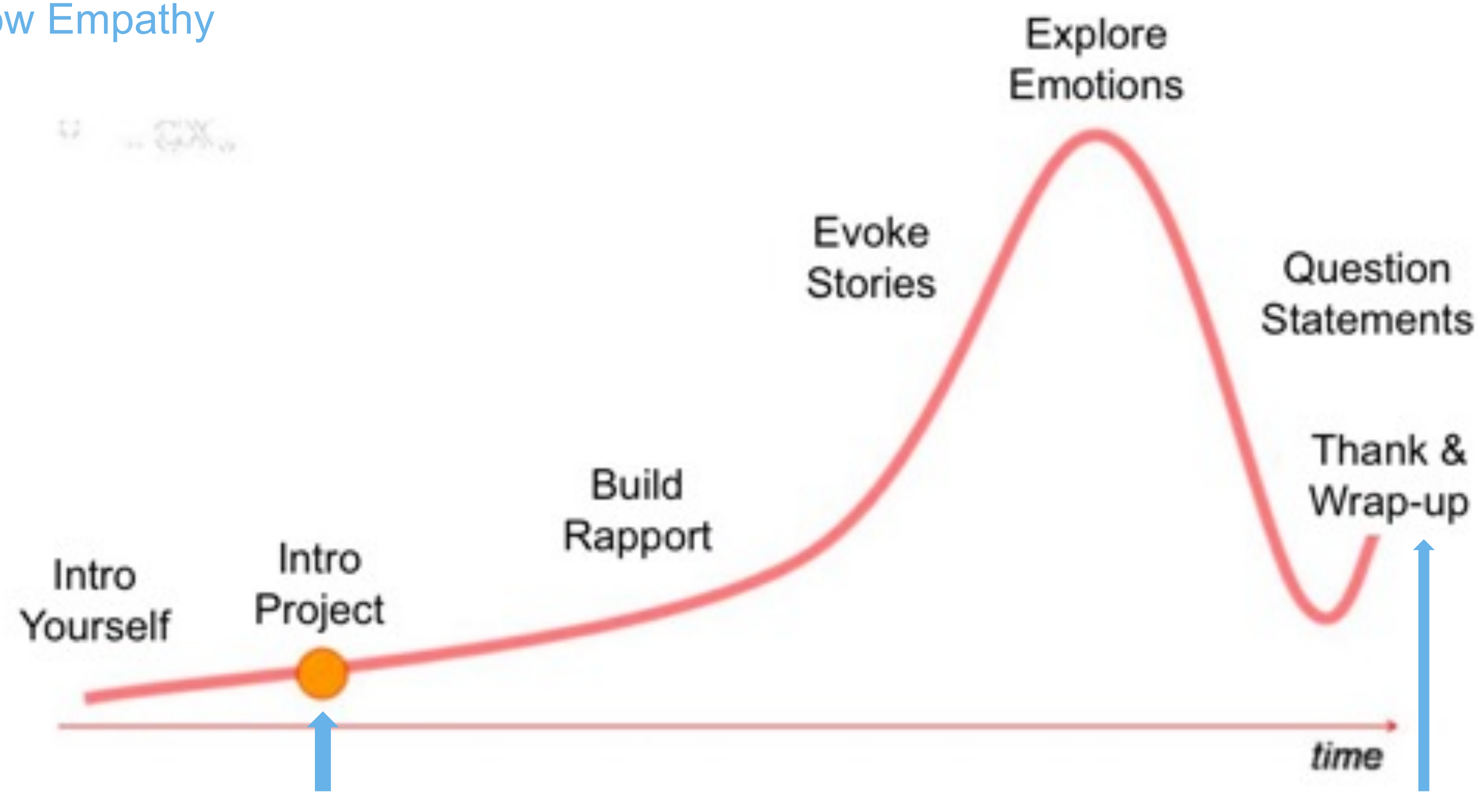
The person who ends up using your product, whether he had a say in the buying process or not:

As I stated earlier this can be the initiator. Once the software has been purchased, you still must ensure user adoption, so that these individuals appreciate the new solution. They can convince friends in other companies of the success of their product, creating the engine that drives the need and starts this entire process over again.

https://apttus.com/blog/5-key-decision-makers-in-the-sales-process/

INTERVIEW ARC

Gain Trust
Get Answers
Grow Empathy



Don’t give away the ending!

Don’t be afraid to ask!

MANY OPTIONS TO CHOSE FROM

Customer/User Research Comparison

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Method	Benefits	Drawbacks
In-depth (1:1) interview	Rich data Ability to dig deep on details Flexible Phone or in-person	Time intensive Interview “admin” planning Single perspective - potential bias Interviewer missing info from multi-tasking Reported behavior from memory vs actual behavior
Focus group	Interactive Multiple perspectives Participant brainstorming or laddering Ability to record Common language to describe the topic	Group think Unlikely to share personal or sensitive information Lack context Average results (“Bland”) Reported behavior from memory vs actual behavior
Survey	Anonymous Number of participants Can be easier to synthesize data	Not dynamic False positives from multiple choice questions Reported behavior from memory vs actual behavior
Observational research	Very accurate data (what people *actually* do) Additional contextual data that influences people	Can be very time consuming Mis-interpretation by observer if not followed up with an interview Needs to be set up to avoid a “performance” of an ideal self/ situation

INTERVIEW QUESTIONS

What are you trying to learn?

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Use this to guide to help develop your questions for your interviews. Start by filling out what you think and then brainstorm some questions that you can you use in your script. This will help ensure you're getting what you need our of your interviews. After you complete this guide, transfer the questions to the Interview Guide template to create your script or guide for interviewing.

Prompts	Hunches/Assumptions	Questions to Validate/ Invalidate
What are the factual attributes of your customer? - Age - Gender - Income - Quantity of population - Where they live		
What are their psychological attributes? - Personality - Values - Opinions Attitudes Interests - Lifestyles		

MAKING ASSUMPTIONS

Help inform your **Interview Guide**

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Prompts	Hunches/Assumptions	Questions to Validate/ Invalidate
What do you think people do, currently?		
Why do you think that is?		
What outcome do you think they are trying to achieve?		
Where do you think they do this?		
How frequently do they do this?		
When do they do this?		
What problems do you think they encounter trying to achieve this outcome?		

INTERVIEW GUIDE

Customer Interview Guide

- Before you jump out and start interviewing folks it's helpful to decide if you want a script or a guide for the discussions.
  - A script is followed literally and is ideal for those who are new to interviewing customers.
  - A guide is more flexible.
- It hits the key things you'll want to get out of the discussion, but leaves you more room for exploration and additional questions.
- Below is a structure and example questions that can be used for either purpose.
- Remember these are examples your questions maybe different depending on what you're trying to learn.
- Adjust as needed.

INTRODUCTIONS

A bit of small talk to build rapport

Restate topic of discussion and thank them again for their participation and time.

Let them know they are the expert and you're there to learn. e.i. - "I'm interested in hearing about your experience as [XXXXXXX]. There are no right or wrong answers, I just want to hear what you have to say." Or "Bear with us if we ask some questions that seem silly or obvious, We are here to learn from you, so please tell us as much as possible."

INTERVIEW GUIDE

Setting the stage for the customer/user

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WARM-UP QUESTIONS & DEMOGRAPHICS

These should be questions help you build rapport and validate you are speaking with your customer, but also generate additional information that helps you refine your customer segment.

Tell me your name, age, a little about where you live, and who lives there. (consumer)

Tell me about yourself and what your role is at the company. (business)

What does a typical day look like for you?

How does that compare to an ideal day?

What do you do for work? (consumer, omit for business)

What do you like to do for fun?

What makes that fun?

What is most important in your life—what do you care about most?

Why is it the most important thing?

INTERVIEW GUIDE

Getting personal

TASKS
Tell me about the last time you…
Walk me through your experience with…
Can you show me how you…

GOALS
What are you trying to achieve by doing that?
What's the goal of…

CHALLENGES

What stops you from accomplishing that?
What are the main difficulties or challenges with that?

Use the following when/if appropriate.

How do that make you feel?
What about that do you fear most?
What keeps you up at night?

***NOTE**: if used too soon it can make the interviewee guarded and ruin the rapport you've built up.*

INTERVIEW GUIDE

Closing strong

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WRAP-UP
We've been asking you a lot of questions. Do you have any questions for us?

REFERRAL
We are looking for other people to speak with about [topic]. Do you know anyone who is [high-level description of who you're looking to speak with] that you could introduce us, too?

FOLLOW-UP
Finally, do you mind if we contact you with any follow-up questions?

Expert interview questions

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INTRO

Thanks for the taking time to have this discussion today.

We are doing research to help our innovation efforts at US Bank,in particular we are learning about [industry or ideas space]

As an expert in this space we want learn from you and to get your perspective.

What trends are you starting to see in [your ideas space]

Who is driving change in the space? What organizations?

What would you consider to be of central importance in this space?

How do these core aspects of [your ideas space] affect growth?

What other variables affect growth in the industry? How? Why?

What are the accelerants in this space?

How does change in the space scale up?

WRAP-UP

Before we wrap up do you have any questions for us?

Who else in the organization do you think we should talk to? . . . Could you provide an introduction?

Thank you for your time and expertise.

Stakeholder interview questions

INTRO

Thanks for the taking time to have this discussion today.
We are [high-level description of your idea] through the Innovators in Residence Accelerator program.
We want to get your perspective about our idea and make sure we are considering what we need to as we continue our work.

To provide some background the of this project…

Please tell us about your role at US Bank.
- (Ask follow-up questions to help you understand if there are other stakeholders you should speak with)

What are some of your biggest challenges related to [your ideas problem space]?

PROJECT OUTCOMES & HISTORIES

Considering this project, what does success look like to you?
What is an outcome you expect to see from our work?
What other projects, do you know of, have tried to tackle [your ideas problem space]?
What did the organization learn from those projects?
Based on your experience in this space what do you think our big challenges will be during this project?
- *[Insert questions based on your hunches or what you need to learn in this interview]*

What are the biggest challenges you see for US Bank in the coming years?

WRAP-UP

Before we wrap up do you have any questions for us?
Who else in the organization do you think we should talk to?
Could you provide an introduction?

Thank you for your time and expertise!

INTERVIEW REQUESTS

Email Starting Points

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Something that is often overlooked is building rapport with your customers or other stakeholders begins with your first contact. With this in mind it's important to be considerate, clear, and honest in your request. What often works best is an email that has considered what it'd be like to receive this message and written in "your voice/your words."

The following are a few example templates to get you started:

Hello [NAME],

I'm a [position] at [employer].

[I am/We are] trying to better understand [high-level description of topic].

[Reference name] mentioned you'd be a good person to contact given your experience with [topic].

If you're available, I'd love to have a 20 minute conversation about (topic of discussion) - (Give a date and time range, e.i. - Thursday morning).

Our aim is [insert one of the following from below]

Expert

...learn from your expertise and experience with [topic]

Internal stakeholder

...learn from your expertise and experience with [topic]. This will help us align our efforts with existing projects in the bank.

Customer

...learn about your experiences with [topic] and identify potential opportunities for further projects.

Thanks in advance for your time,

[Your name]

THANKS . . .

Thank You Letter

Dear [NAME],

Thank-you for your time [date] and insight about [topic]. Your willingness to share your experiences has helped [me/us] gain insight into [needs/problems in topic area].

The insight you provide will be used to help us improve current and future services, for people like you.

To reiterate, we anonymize written data collected from our interview before it is shared. Please reach out if you have any questions,

Sincerely,
[Your name]

Thank You + Solution Interview

Dear [NAME],

Thank-you for your time [date] and insight about [topic]. Your willingness to share your experiences has helped [me/us] gain insight into [needs/problems in topic area].

We've developed some ideas to address [state specific need/problem] and would appreciate your thoughts.

If you're available, I'd love to have a 20 minute conversation to share our concepts and get your feedback. - (Give a date and time range, e.i. - Thursday morning)

Please reach out if you have any questions,

Sincerely,
[Your name]

Don't be afraid to ask for references and follow-ups.

When reviewing secondary research:

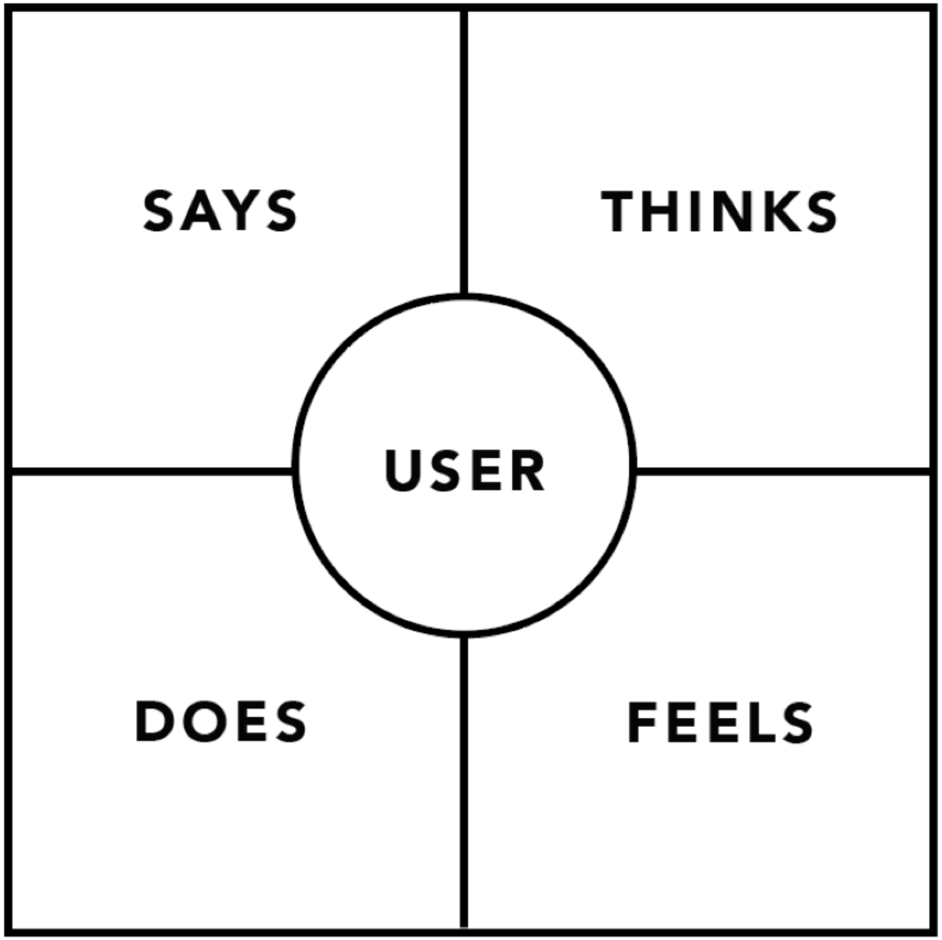
- Check the date of publication
- Be familiar with the source
- Be open to contradictory points of view
- Stay focused on answering your key questions

Q & A

EMPATHY

EMPATHY MAPPING

Getting to know your customers

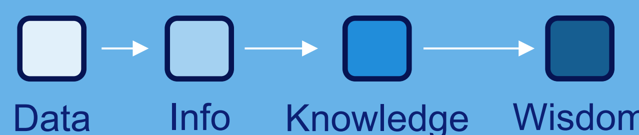


What is it?

"An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment." David Bland

- What are your customers saying?
- What are they thinking?
- How are they feeling?
- What are they actually DOING?

GATHER – TRACK – PROCESS - LEARN



Empathy Mapping

What is an empathy map?

An empathy map is a visual tool that is allows you to share what you know about a particular person(s) with others and helps you understand their perspective.

Why use them?

- Empathy maps are helpful to create team alignment on customer/user needs or problems in a particular context.
- Mitigate confirmation bias in primary research.
- As a tool to help decision making when creating a product or service.
- As a beginning step to create personas.
- To map out your hunches before research. This helps show gaps of knowledge, and where you need more research data.
- To help you make sense of your research data (synthesis).

Considerations Before Mapping

Before you make an empathy map it's helpful to know where you are in the process (empathy maps are best used in the beginning) and what you're trying to accomplish.

Before research

Using a map before primary research can help illuminate where and what you want to learn from your research. In this phase it's a good tool to show what data the team has from previous research efforts and creates alignment for future research.

During research

As you're doing your research you can use a map to visually show what you're learning in real time. This can help you see areas in your research where you might want to dig deeper on or shift away from because you have enough information. Using a map in this part of the process helps tune your research and interview guides.

After research

In this part of the process you're using a map to synthesis your research (secondary and primary) to identify trends that help you define who your customers/users are and their needs problems, and ultimately to help you understand their frame of mind, to empathize with them.

This information is also useful in creating personas.

How to create an empathy map

Prepare the team

Before you start to create a map, help the team get ready by deciding on what you want to use the map for, and what information they should prepare before the mapping session.

Prepare the space

Find a large whiteboard or poster board and some markers and post-it notes. Divide the medium into four large quadrants. The two left quadrants are for what people Say(upper left) or Do(lower left), the two right quadrants are Think (upper right), Feel (lower right).

Beginning unpacking

Work individually and begin to translate your data to post-it notes. Once the team is done with this step move the post-it notes on to the map. Have discussions around trends and or re-write post-its as needed. What themes are you seeing? Where are the gaps in your information?

Develop next steps

Looking at your map determine next steps. If you're creating this map prior to research, start to develop a research plan and think about what types of research will help you find the information you need. If you research will be in person interviews use the map to develop questions for your interview guide.

Summary

When used correctly, empathy maps are useful tools to help you and your team identify areas for your research, mitigate bias, tune your primary research and ultimately develop empathy for your customer/user.

References: Gibbons, Sarah Nielsen Norman Group, 2018, https://www.nngroup.com/articles/empathy-mapping/. Accessed 10 May 2018.

Q & A

BIAS

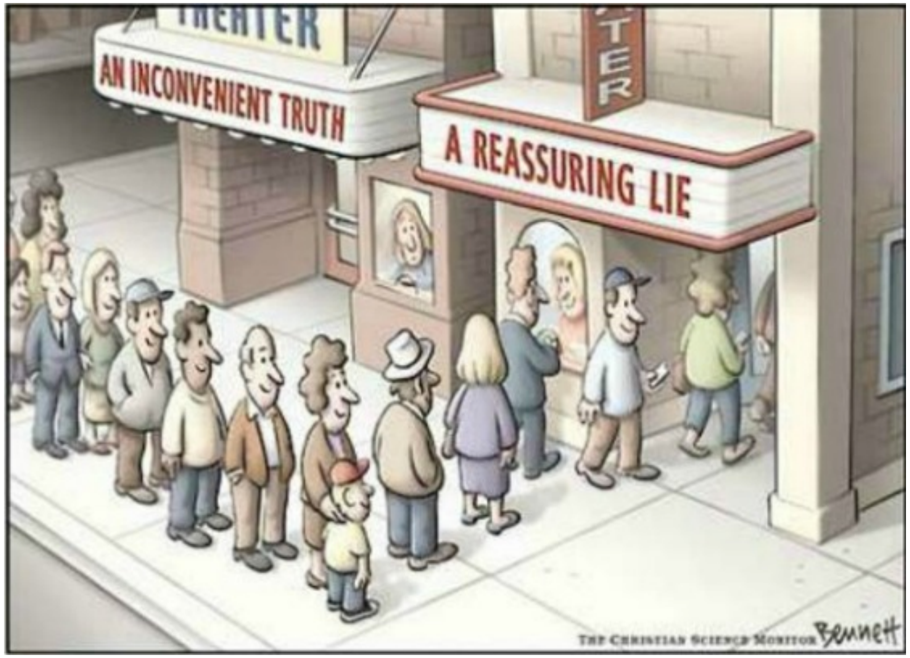
CONFIRMATION BIAS

Dictionary.com con·fir·ma·tion bi·as *noun*

"The tendency to interpret new evidence as confirmation of one's existing beliefs or theories."

Phsychologytoday.com

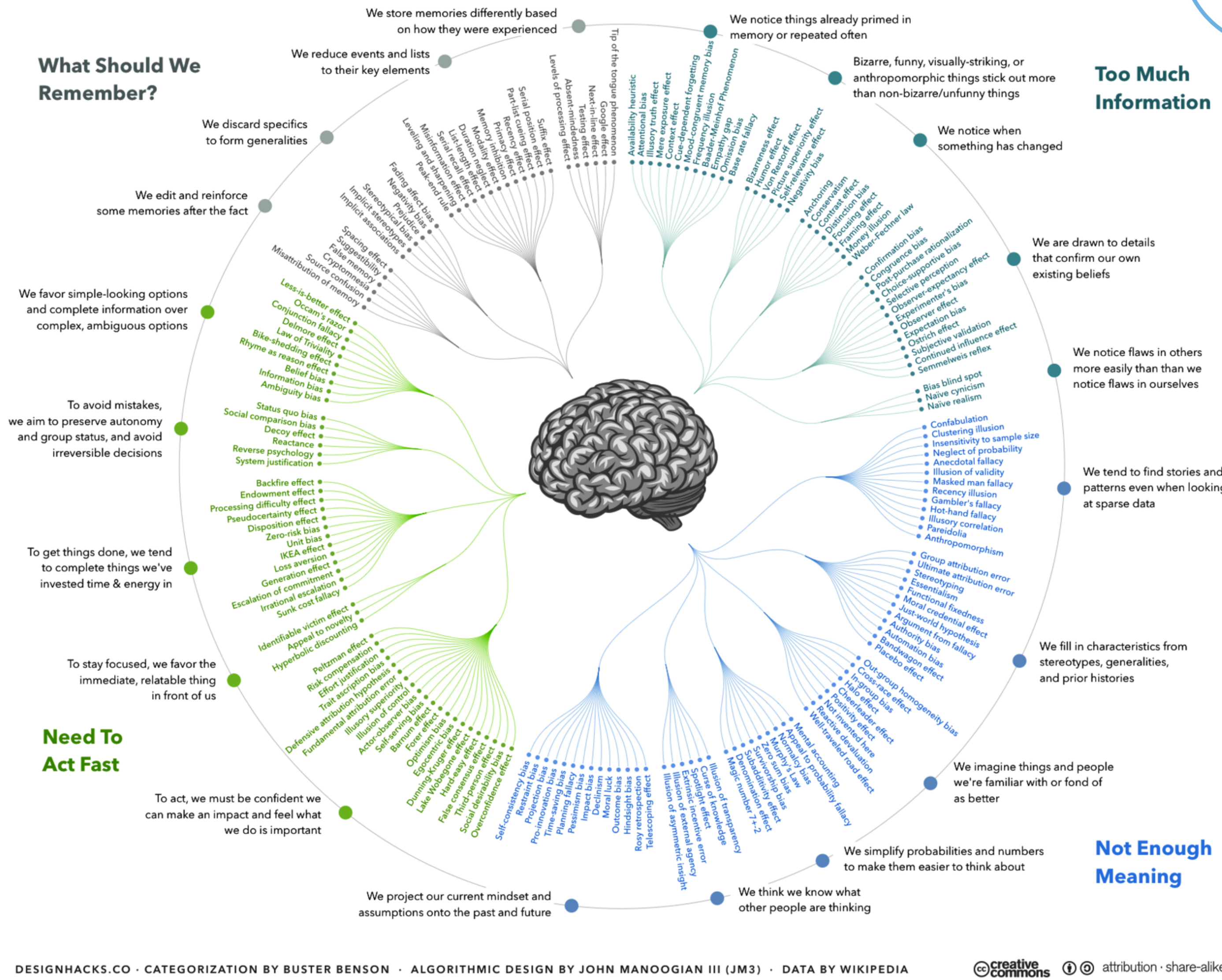
- Occurs from the direct influence of desire on beliefs.
- When people would like a certain idea/concept to be true, they end up believing it to be true.
- They are motivated by wishful thinking.
- Self-deception can be like a drug.
- Once we have formed a view, we embrace information that confirms that view while ignoring, or rejecting, information that casts doubt on it.



https://www.psychologytoday.com/us/blog/science-choice/201504/what-is-confirmation-bias

Bias

Cognitive Bias Codex



https://en.wikipedia.org/wiki/Confirmation_bias

Q & A

TRACKING & UNPACKING

Tracking & Unpacking

Tips to help you track and unpack your research . . .

Note taking is an overlooked aspect of interviewing. What type of notes you take will affect the outcome of your research. Ultimately, you'll need to figure out what note taking style works best for you, but here are some tips to help get you going.

A separate note taker

We **HIGHLY** recommend one person take notes while a different person interviews. We understand remote team dynamics or scheduling conflicts make this difficult, however, the benefits outweigh the little extra work.

Interview dynamics

It's best to have only one person asking questions in the interview, however, the note taker should be able to ask follow up questions or to help clarify a note. Review the dynamic as needed to make sure you're not overwhelming the participant with too many questions.

Keep your list of hunches in sight

Have your teams hunches in the top right of your paper, or somewhere visible as a reference to make sure you're capturing data that helps prove or disprove your hunches.

Tracking & Unpacking

More tips . . .

Baseline format

As a team you should review the first interview notes together to agree upon the key data you want captured, the detail of that data, and the format. Agree upon a naming convention to use in order to keep track of the interview, but anonymize the source. Something like, project name, initials, date, time. This allows your team to agree upon a minimum acceptable quality of notes.

Clearly separate verbatim vs inferences

Capture the data verbatim. This is more difficult, but helps you avoid biases. Make sure any quotes are captured verbatim and marked as a quote. Inferences are helpful to capture in notes as they allow you to ask rich follow-up questions and provide good material when unpacking the interview. However, make sure you clearly separate something you've inferred vs something you've heard directly from the participant.

Mark follow up items

Find a way to mark a key data point or note to follow up on to avoid disrupting the flow of an interview. It's also useful to mark a something you've inferred in case you want to check your inference near the closing of the interview.

Tracking & Unpacking . . . continued

Three more tidbits for you . . .

Surprises, emotions, non-verbals

Capture any surprising responses, any emotional responses, and subtle non-verbal behavior that supports or conflicts a response, such as closed body language.

You don’t need to capture everything

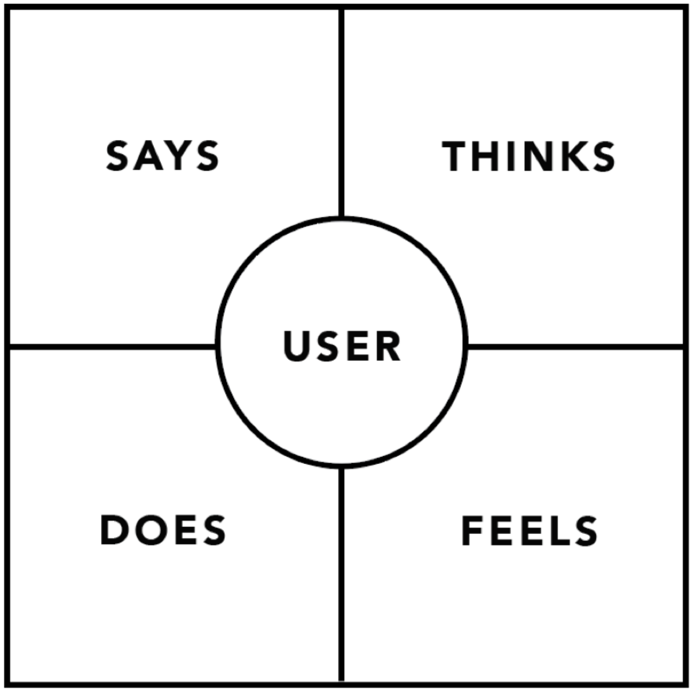
It’s better to omit data than to paraphrase and try to capture everything. When we paraphrase, our biases sneak in and begin to distort the data. This is one of the more difficult skills of interview note taking. Usually, you have more notes in your early interviews and as you learn what you need to capture your notes become more focused.

Unpacking

Do you remember the game Telephone, where someone told you something and you had to share it with another person and by the time it got to person 3 or 4 it was a pretty different story? Your ability to recall data from an interview degrades rapidly. Save time after each interview to unpack any insights. This is a time to compare notes and make sure nothing of importance is lost. Have a discussion with the team and start by sharing surprising things you discovered. As a notetaker, make sure you’re capturing additional info from this unpacking session, but are clearly marking it as “after the interview.” This small step helps preserve data integrity.

SYNTHESIS

Making sense of it all . . .



SME's

Stakeholders

Customers

Q & A

OPEN DISCUSSION

KEY DATES

PROGRAM OUTLINE

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IIR ACCELERATOR JOURNEY

PROBLEM VALIDATION						SOLUTION DESIGN					
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
KICKOFF CALL	PRIMARY & SECONDARY RESEARCH	CUSTOMER EMPATHY	RESEARCH SYNTHESIS	VALUE PROPOSITION	PROBLEM PITCHES	JOURNEY MAPPING	MINIMAL VIABLE PROTOTYPE	DESIGN WORKSHOP	SOLUTION REFINEMENT	STORY TELLING	FINAL PITCHES

PHASE REPORTS

#

Periodically throughout Accelerator journey.
Help track progress & create a record.
Increase teamwork and transparency.
Mood Surveys for personal & cohort tracking.
NOT meant to be a burden!!!
DUE: EOD – MON – DATE

ACCELERATOR DATES

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SETUP PHASE

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

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**

PHASE REPORT

1

Idea Place: Profile
Team Roster Page
Canvas (v1)
Learning Plan (v1)
Mood Survey
DUE: EOD – MON – MAY 15th

ACCELERATOR DATES

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RESEARCH PHASE

WEEK 2 – WED – MAY 16 = **Research**

WEEK 3 – WED – MAY 23 = **Empathy**

PHASE REPORT

2

Idea Place: MARKET
Interview List (w/Status)
Interview Script(s)
Journey Map (Current State)
Mood Survey
DUE: EOD – MON – MAY 28thC

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= **DESIGN WORKSHOP – 4 to 8 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)*

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

MEETINGS:

MAIN = WED – 1 PM CST / MAKE-UP = THUR – TBD / "OFFICE HOURS"

ACTION ITEMS

ACTION ITEMS: PRE-WEEKS + 1

IIR

Collaboration Tools

Access IIR collaboration tools and become familiar.
Add/invite team members (if applicable) to collaboration tools team pages.
Attend Collaboration Tool “office hours” if need be.

Idea Place Profile

Confirm Idea Place profile in IIR Accelerator instance.
Focus on ***PROBLEM***, ***CUSTOMER***, and ***HUNCH*** categories.
Add team members to invite list.

Team Roster Doc

Fill in Team Roster Doc = File located on Sharepoint.
Save to your Sharepoint team folder.
Email a copy to DC.

Team Profile Page

Fill in Team Profile Page = File located on Sharepoint.
Save a copy to your Sharepoint team folder.
Email a copy to DC

Innovation Canvas

Fill in first draft of Innovation Canvas – File located on Sharepoint.
Focus on ***PROBLEM***, ***CUSTOMER***, and ***HUNCH*** categories.

Mood Survey

Ten simple questions sent via link using MS Forms.
https://elavon.co1.qualtrics.com/jfe/form/SV_2i1P0SLV0e9yIzX

ACTION ITEMS: WEEKS 2 + 3

IIR

Idea Place: MARKET

Idea Place will open up a new category for you to populate = MARKET. Please do preliminary “ZOOM” research on the MARKET (both internal & external) for your project.

Interview List w/Status

A list of who you have – AND – who you hope to interview for your project and the general status of each.

Interview Script(s)

A basic copy of each of your interview scripts. You may only have one for CUSTOMERS, but many projects will also have SME and STAKEHOLDER versions as well.

Journey Map (Current State)

We will move towards Journey Maps in this 3 & 4. Following these sessions and any 1:1 time you might need, please

Mood Survey

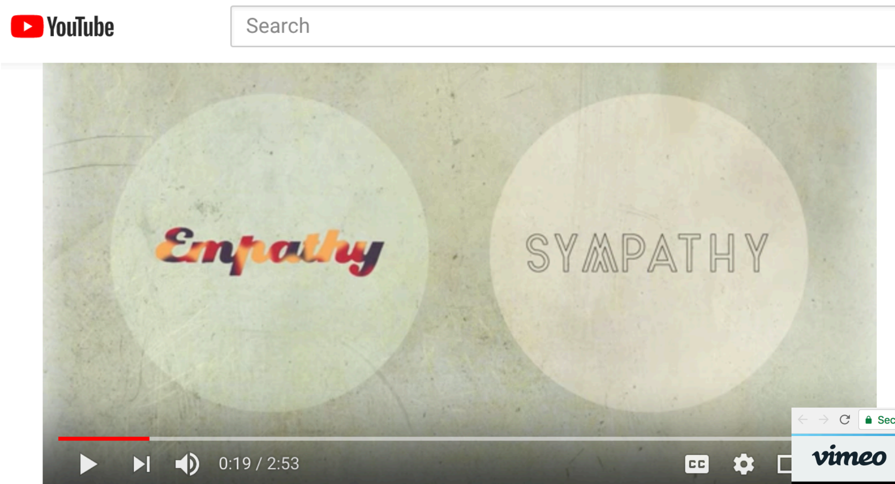
SHORT simple questions sent via link using MS Forms.

MON – MAY 28th – EOD

INNOVATION INSPIRATION

INTERVIEW INSPIRATION

- **EMATHY vs. SYMPATHY**
  - https://www.youtube.com/watch?v=1Evwgu369Jw



- **How NOT TO interview**
  - https://vimeo.com/28127980
- **How TO interview**
  - https://vimeo.com/28128029

WRAP UP & WHAT'S NEXT

1:1 COACHING HOURS

Please email to reserve time . . .

IIR

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	rohith.gowda@usbank.com

Innovator In Residence

NEXT CALL – WEEK 3

Wednesday – May 23rd – 1 PM CST

BONUS!

BLOCKCHAIN / DLT
Monthly Update Call
NOON
FRI – 5/18

INTERNET OF THINGS
Monthly Call
1 PM
THU – 5/24