

Intro to Business Design

Girl Develop It

March 2022

LaRia Rogers

Welcome!

Please take a few minutes to introduce yourself to the class:

- Name
- Role/Industry
- Location
- Have you heard of Business Design?
If so, how would you describe it?

Key outcomes for this course:

- Defining Business Design
- Frameworks, methods and process of a Business Designer
- How to become a Business Designer

Meet the instructor

LaRia Rogers (She/Her)

Role: Senior Business Designer at FJORD DC

Background: Product Management and UX

Fun facts: Adjunct at Univ. of Maryland, dog mom, MD native and resident, enjoys outdoor activities



"Business Design applies design and design-thinking to business problems with the objective of bringing innovation to life."

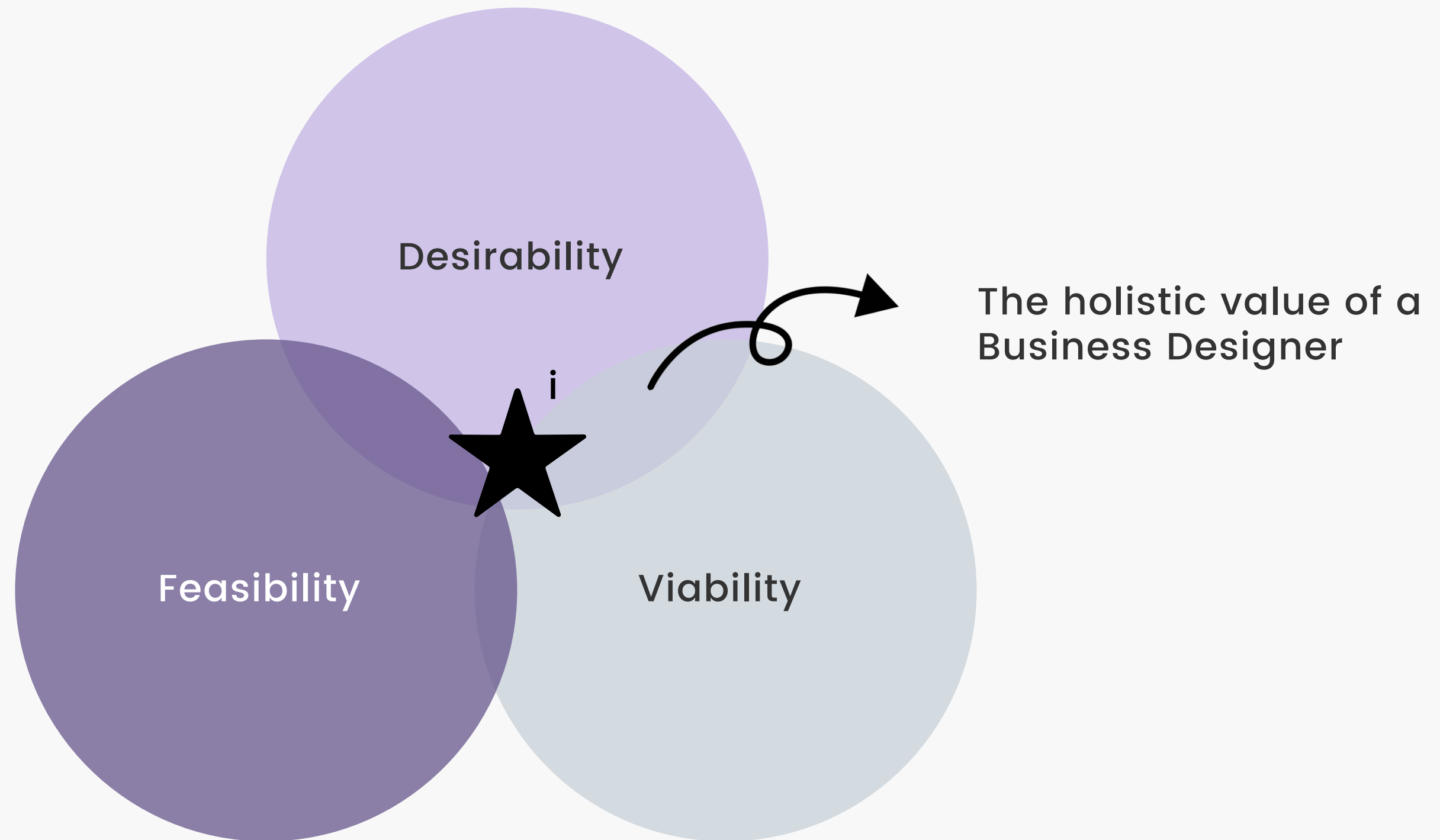
Tsukasa Tanimoto – Business Designer

I Defining Business Design

Main Functions:

1. **Inform** the design process through a business lens
2. Take on the role of **Translator**; showing the impact and value of design solutions to business stakeholders
3. Apply **design-thinking** and **human-centered design** methodologies to strengthen business solutions

I Defining Business Design



I Defining Business Design

Business Principles

Whole Systems

Business Design work goes beyond a client and into the ecosystem of who and what is impacted. As Business Designers, we must expand our perspective and horizon from human factors and beyond.

Regenerative

It's the responsibility of the Business Designer to think and improve on what happens with the products and/or services across its lifecycle. How might we use behavioral design to reinforce refuse, reduce and reuse in our work?

Growth mindset

As Business Designers, our growth mindset goes beyond financial growth. We must educate and invest into the latest technology and insights for our client.

I Defining Business Design

Design Principles

Empathy

Business Designers take multiple perspectives when working on projects. They generate and leverage empathy to produce value in any business context.

Expansive Thinking

Business Designers embrace different perspectives and point of views to look at, frame and align problems and challenges.

Experimentation

Business Designers are driven by curiosity and eagerness to test, hypothesize, validate and share learnings.

I Defining Business Design

Business Design is NOT

1. Management Consulting
2. Product Management
3. Service Design
4. Business Development

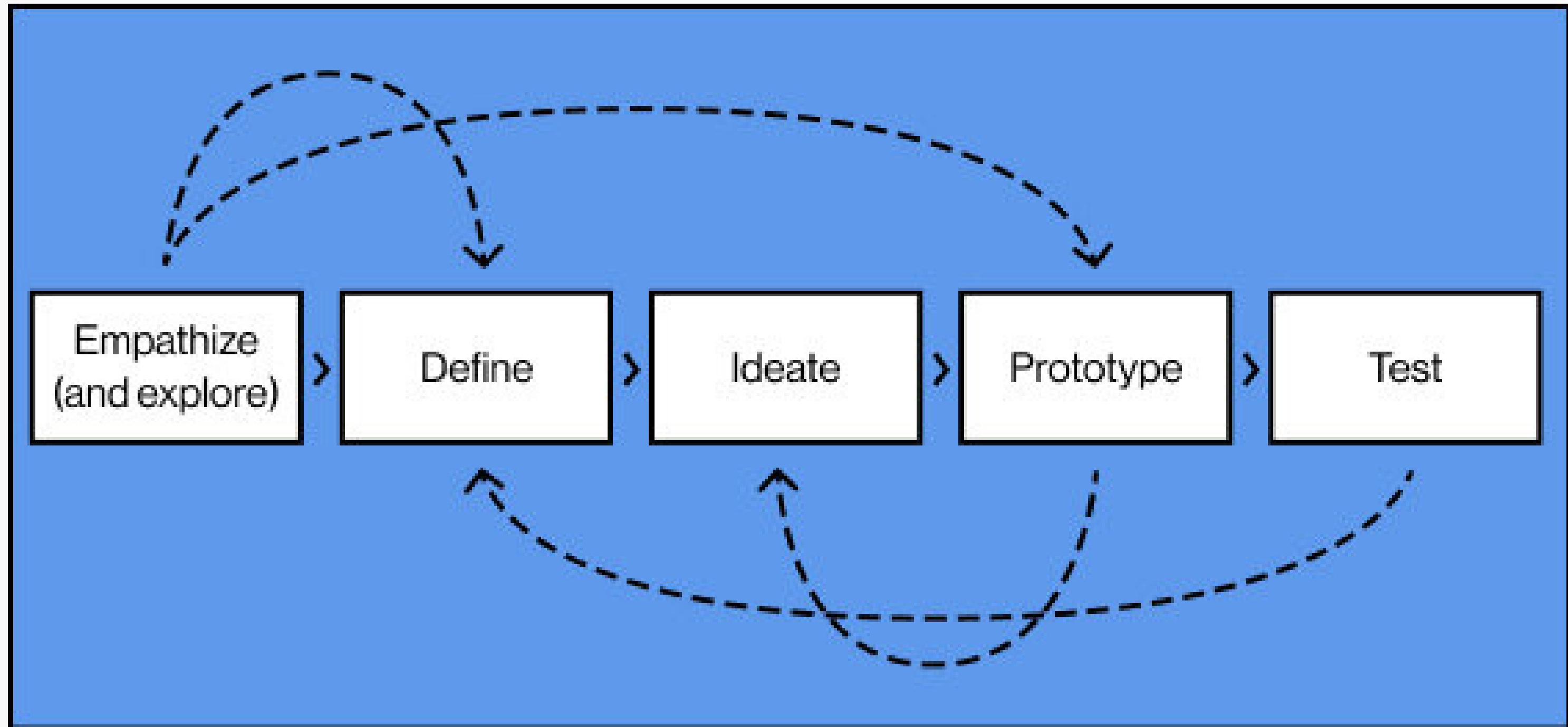
I Defining Business Design

Business Design is NOT

1. Management Consulting
2. Product Management
3. Service Design
4. Business Development

Although, it takes a
unique approach and
lens from all 4!

II Business Design Process



II Business Design Process

Core Design Methods – Research

Comparative Analysis

Similar to Competitive Analysis; focuses on direct and indirect competitors. Emphasis on lessons learned (failures, successes, disruptors) versus the organization itself.

Market Research

Organized information about targeted markets and customers (e.g. current and potential).



II Business Design Process

Core Design Methods – Research

Business Model Canvas

A strategic management template used for developing new business models and documenting existing ones

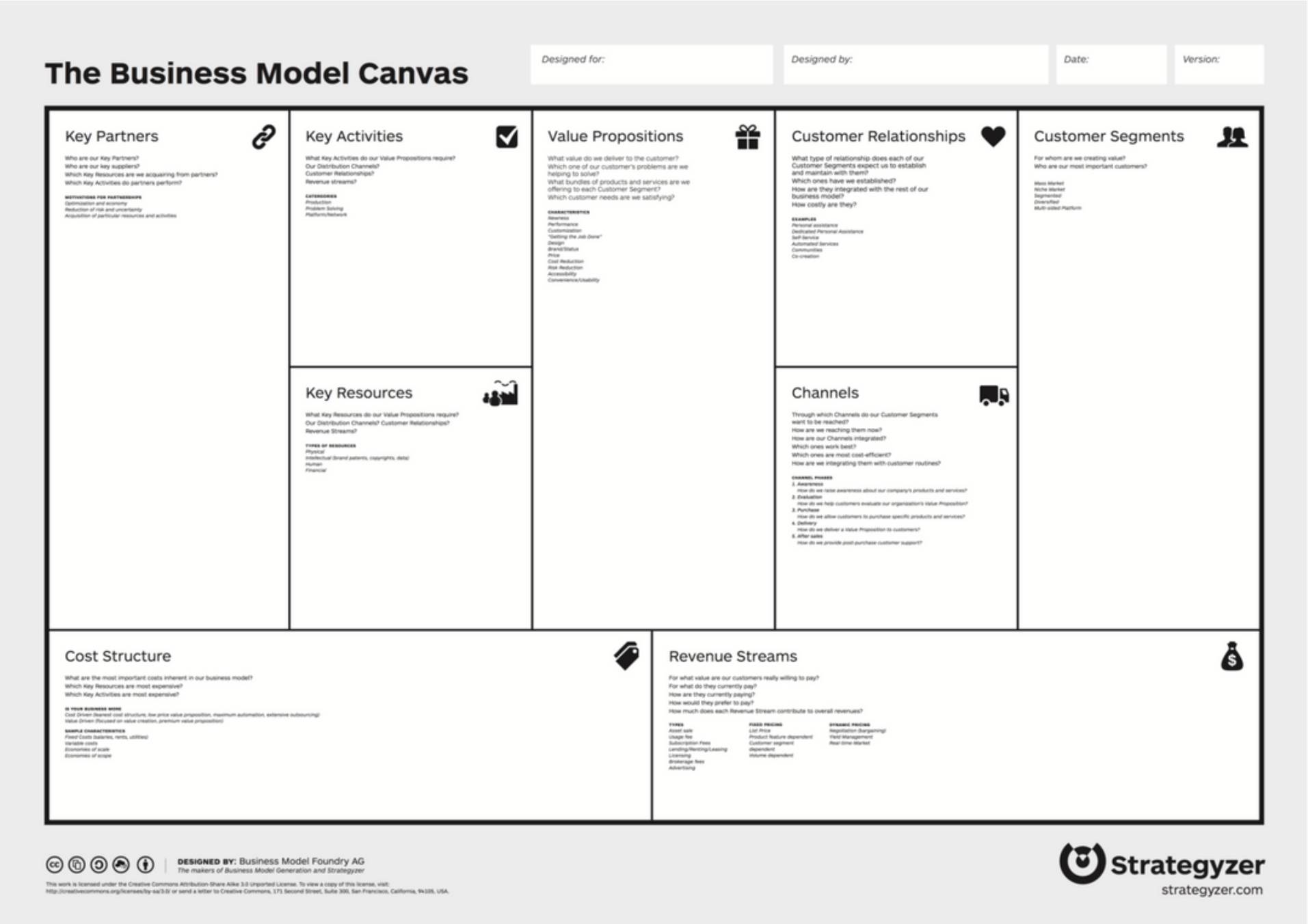
Value Proposition Canvas

A business model tool that helps you make sure that a company's product or service is positioned around customers' values and needs.

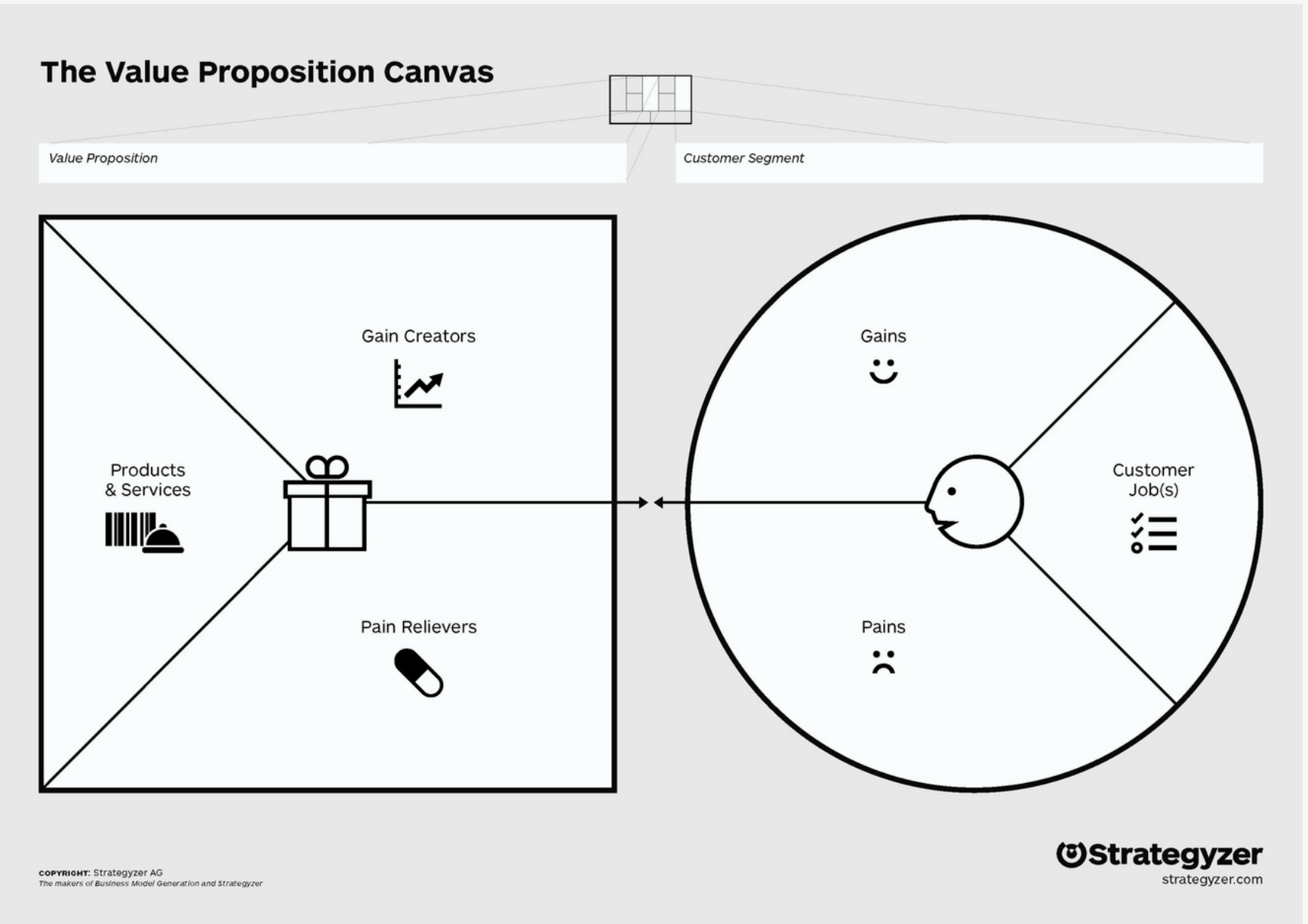
II Business Design Process

Core Design Methods – Research

Business Model Canvas



Value Proposition Canvas



II Business Design Process

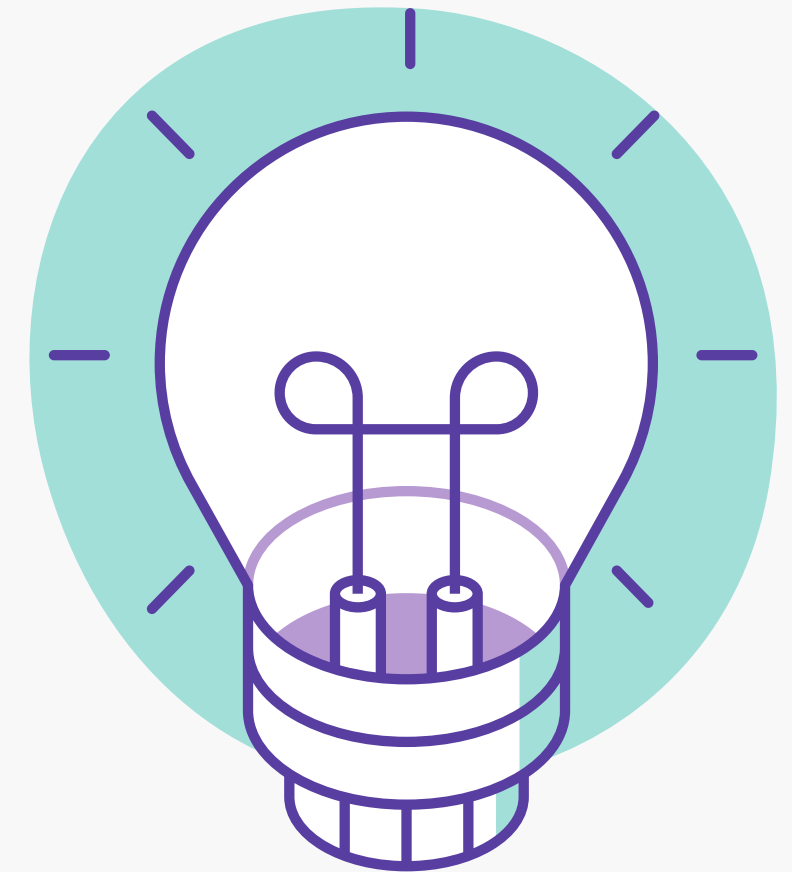
Core Design Methods – Storytelling

Ecosystem

Identifying the value(s) exchanged between the actors (customers) and delivery of a service/product.

Future-state / Roadmapping

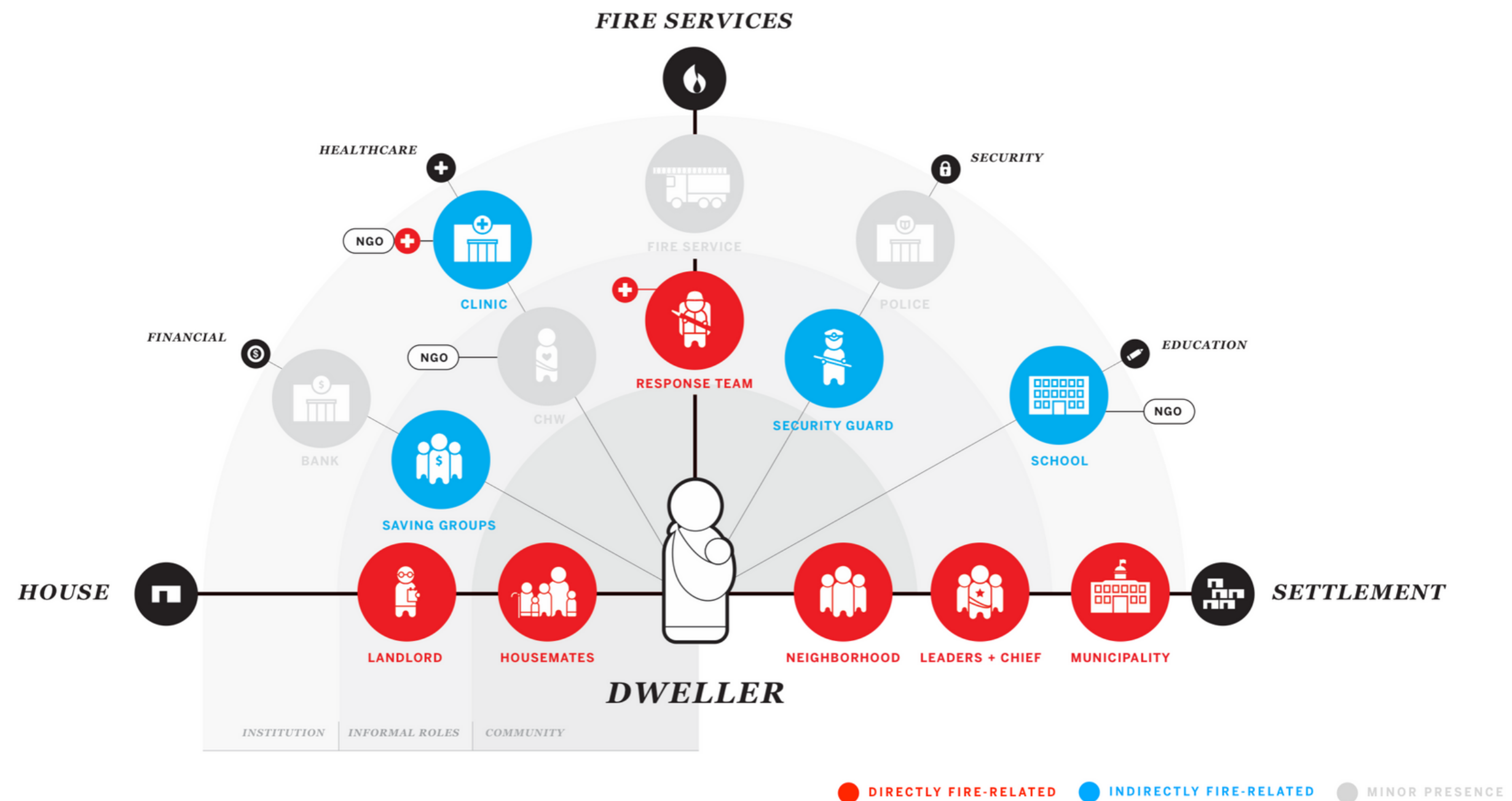
A view of initiatives and objectives for a future service / product; aligning to the business strategy.



II Business Design Process

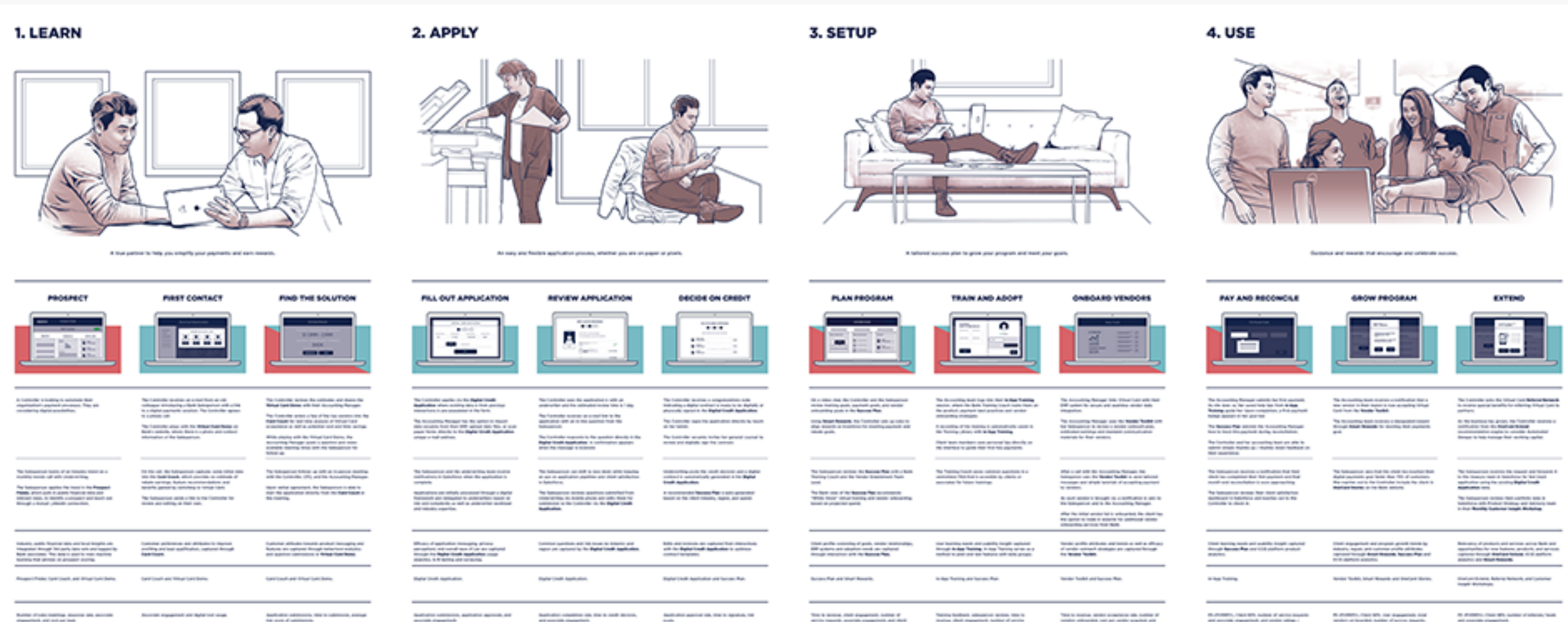
Core Design Methods – Storytelling

Ecosystem



Core Design Methods - Storytelling

Future-state / Roadmapping



II Business Design Process

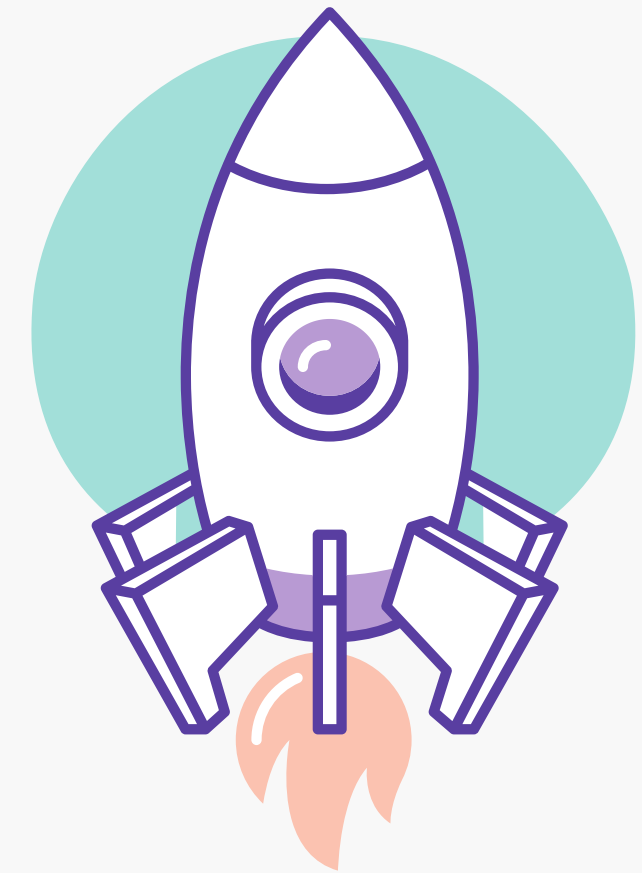
Core Design Methods – Facilitation

Workshop

A communication method to engage in, inspire, align, interact and create decision-making with stakeholders.

Stakeholder Communication

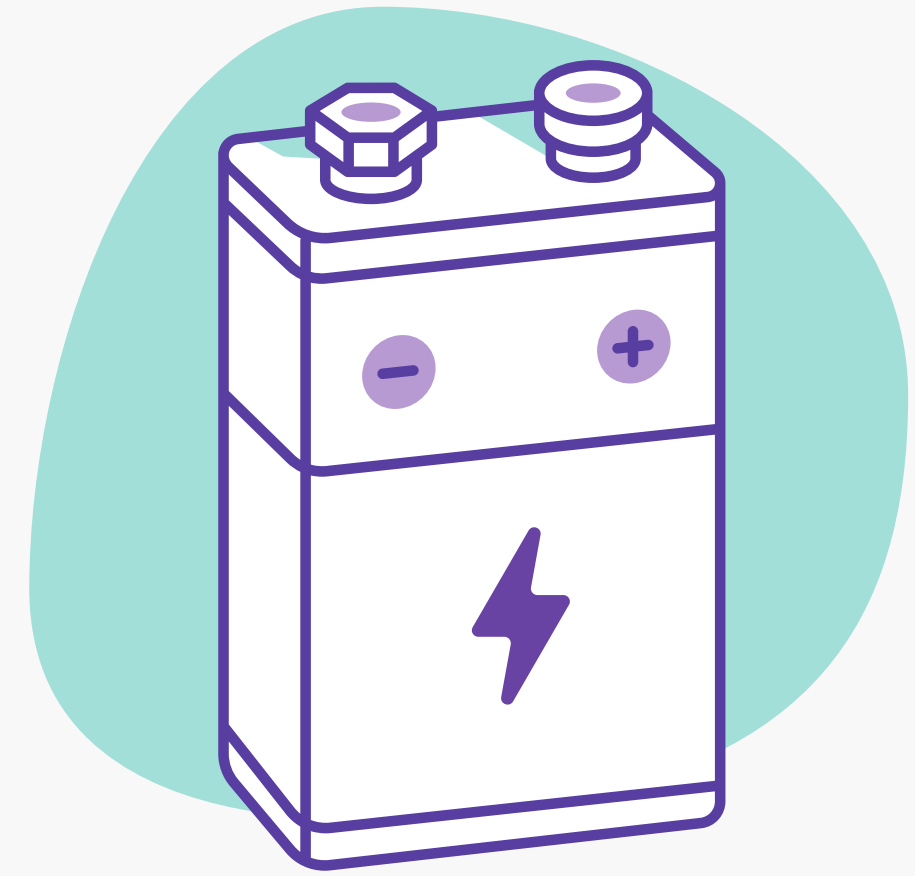
Utilizing design-thinking and human-centered design through various methods to inform stakeholders on way forward.



IV Resources

Who hires Business Designers?

- Accenture (FJORD)
- Deloitte (The Doblin Group)
- IDEO
- Frog
- Method



IV Resources

- The Personal MBA: Master the Art of Business by Josh Kaufman
- Good Strategy Bad Strategy: The difference and why it matters by Richard Rumelt
- Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael Porter
- Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days by Jake Knapp, John Zeratsky, and Braden Kowitz
- The Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin

What's next for UX at GDI?

- Intro to UX Research and Advanced UX Research (to be posted - coming April 2022)
- UX Strategy (to be posted - coming April/May 2022)

Have any questions? Want to keep in touch?

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