

Design Thinking

Kickoff

T7 - MSc Pool

T-POO-700

an appealing study

Doomed From the Start?

why a majority of business and IT teams anticipate their software development projects will fail



an appealing study

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study of approximately 600 business and IT executives
published by software development firm



projects objectives vs users needs

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- **Lack of complete agreement** when projects are done
23% state they are always in agreement when a project is truly done



the importance of specifications

- Relevant



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UX, immersion, user oriented



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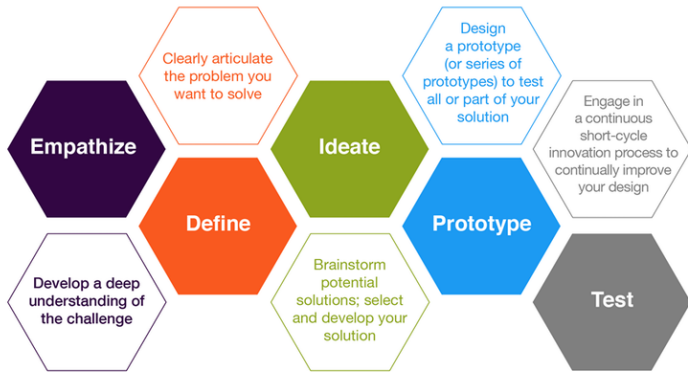


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- Precise
Software requirements spec, fonctional spec
- Clear & understandable
Prototype, use cases



design thinking



how about you?

understanding application usages



how about you?

understanding application usages
defining requirements



how about you?

understanding application usages
defining requirements
designing & prototyping



how about you?

understanding application usages
defining requirements
designing & prototyping
testing



how about you?

understanding application usages
defining requirements
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improving



Any questions

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