

Move from doing **Things Right** to doing the **Right Things**

Nokia CEO ended his speech saying,
“We didn’t do anything wrong, but somehow, we lost”



You don't have to do anything wrong, as long your **environment changes** and other catch the wave and do it Right, you can **lose out and fail**.



1. Vision:

Amazon Press Release –
The Working Backward Approach

2. Design:

- a) Journey Mapping
- b) Design Thinking
- c) Business Process Reengineering



3. Validate:

Prototyping using
tools like Balsamiq
& Power Platform

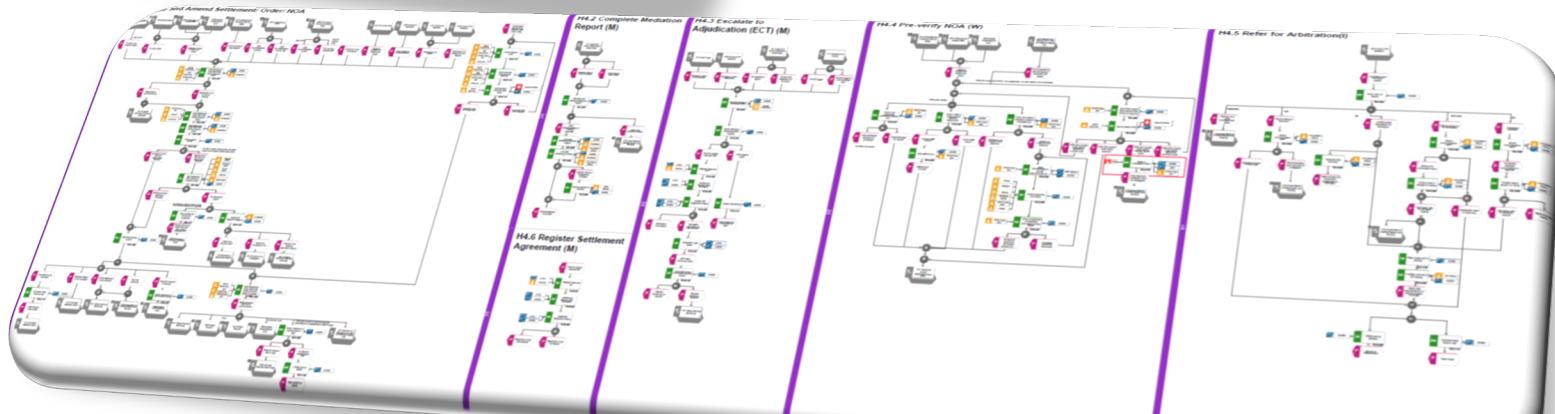
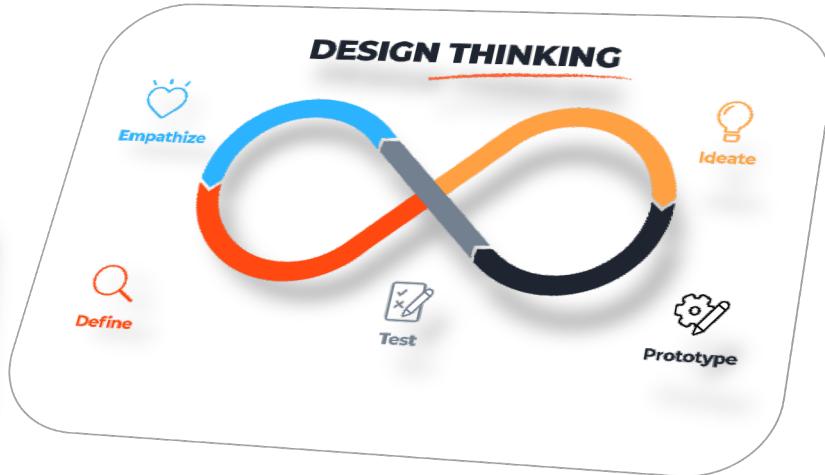
Working Backwards (The Amazon Method)

The “working backwards” method, also known as the Amazon method, is a methodology pioneered by product teams at Amazon. Its unique take on product development suggests that teams start at the end, by drafting an internal-only press release announcing the final product.

2. Designing Stage

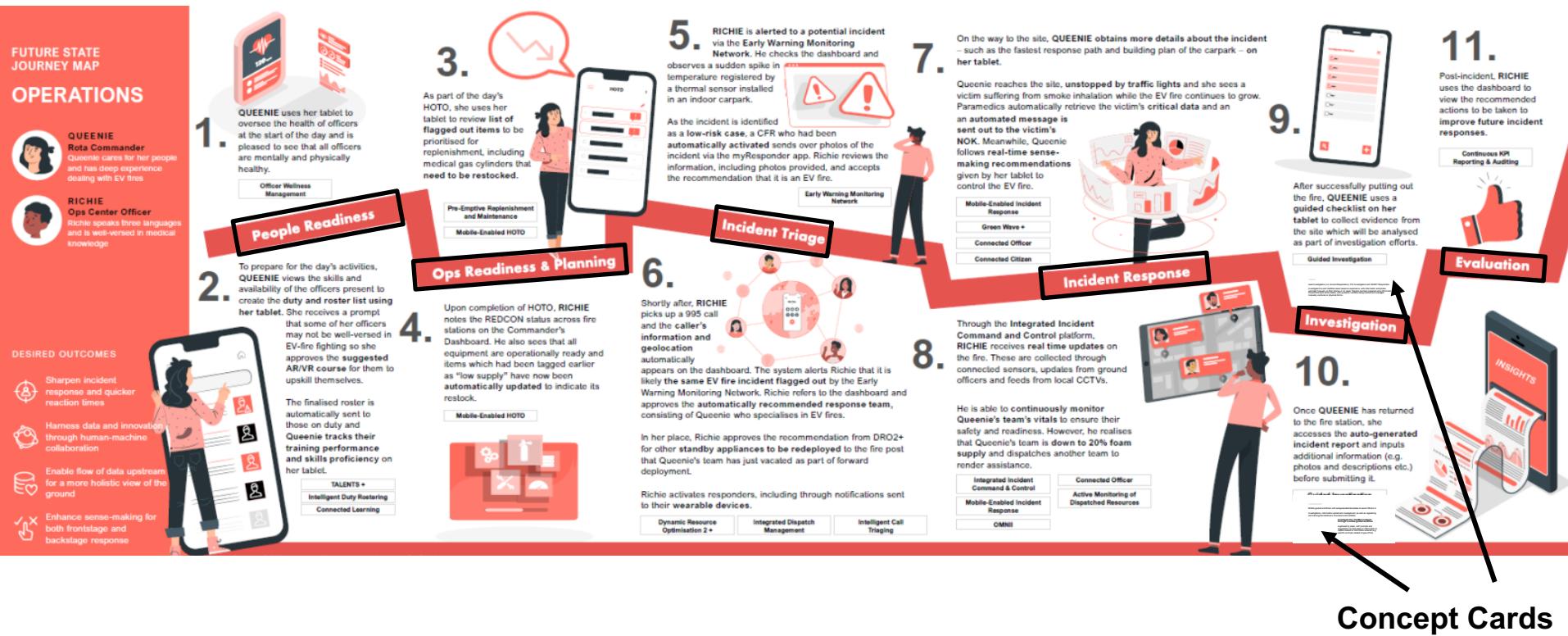


Journey Mapping

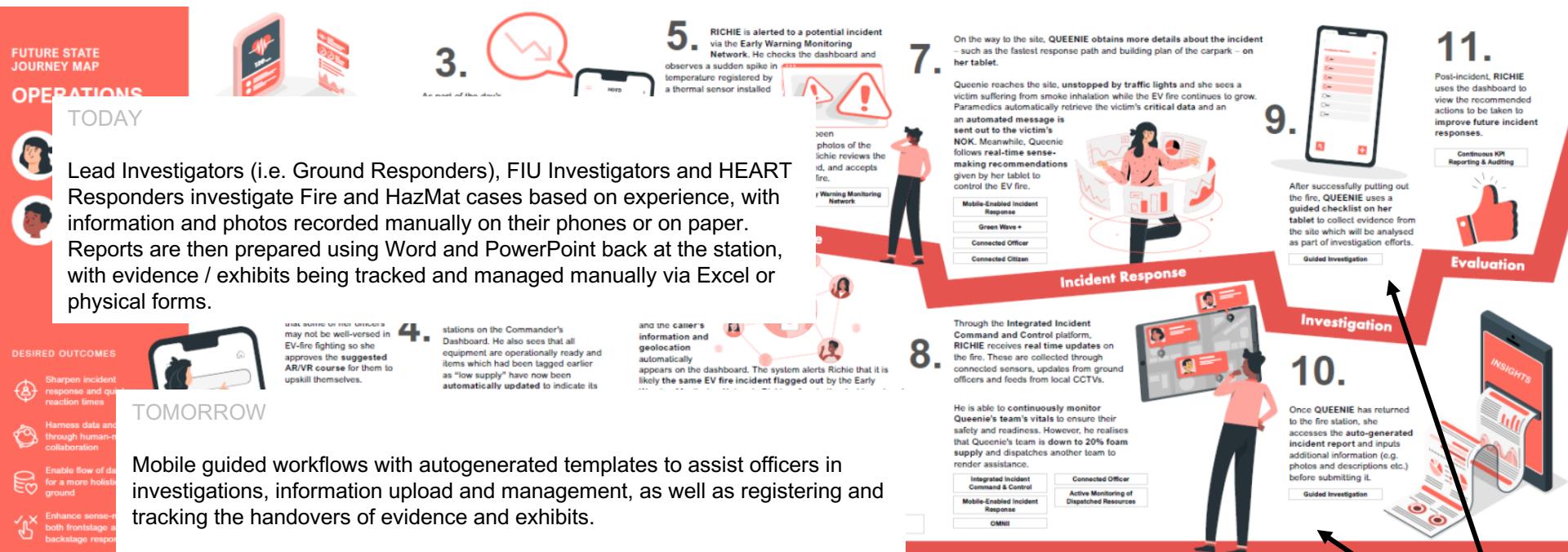


Business Process Reengineering

2. Designing Stage – Journey Map



2. Designing Stage – Journey Map



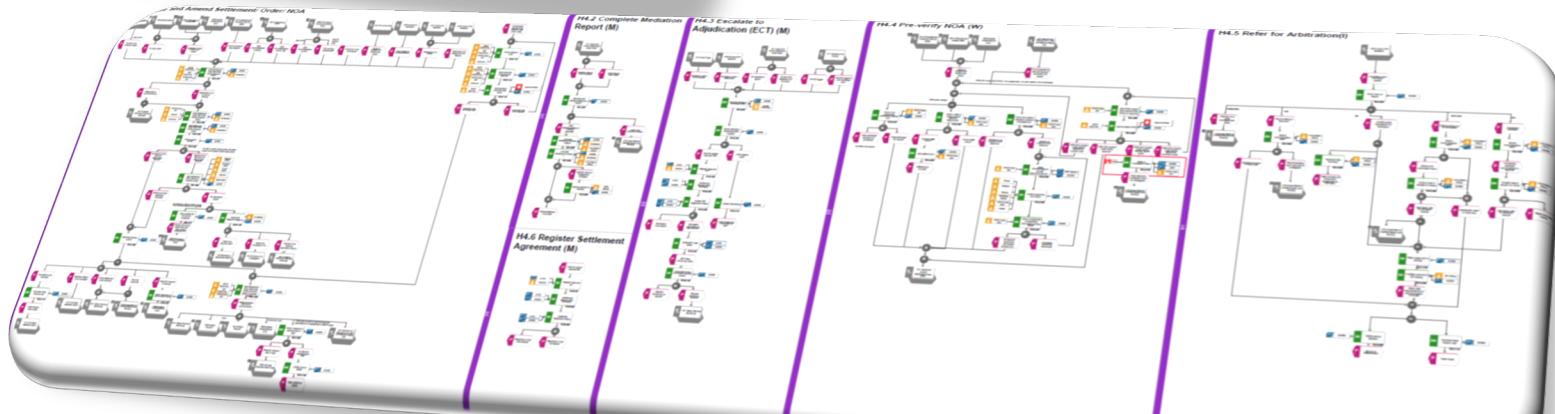
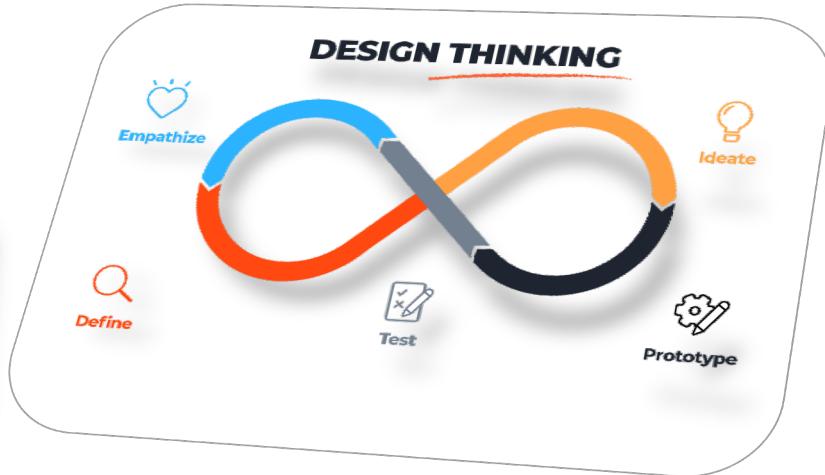
- **Investigate fire / HazMat incidents through a mobile guided workflow** organised by steps, with prompts and suggestions on next steps or information to capture based on information entered (e.g. specific prompts related to type of fire)

Concept Cards

2. Designing Stage

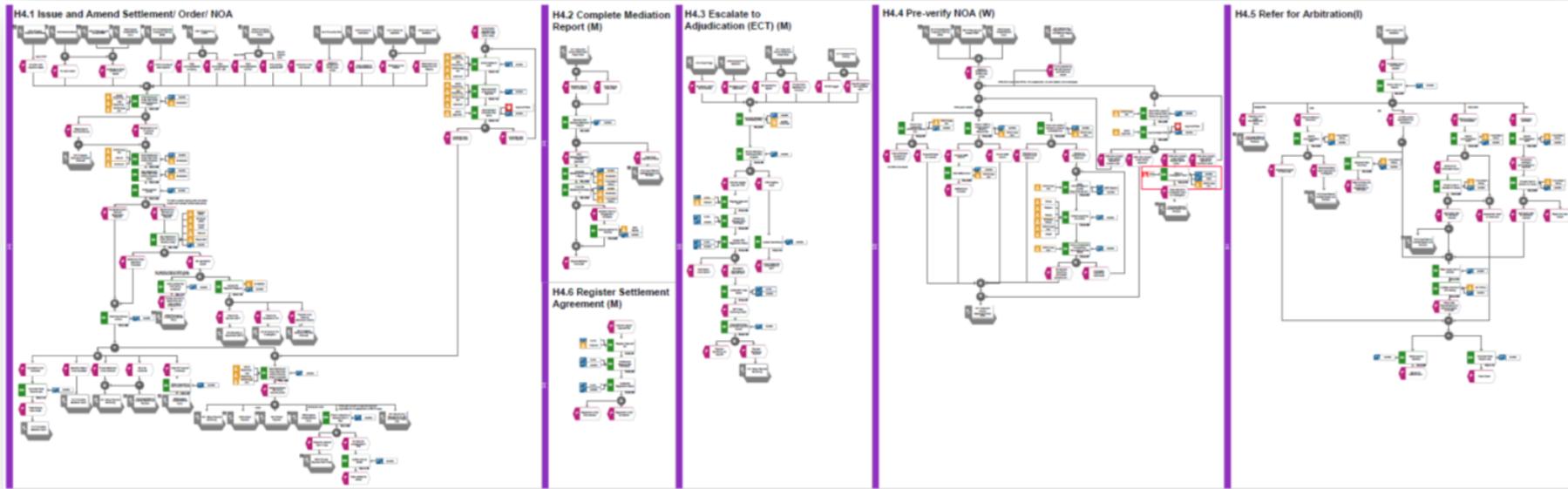


Journey Mapping



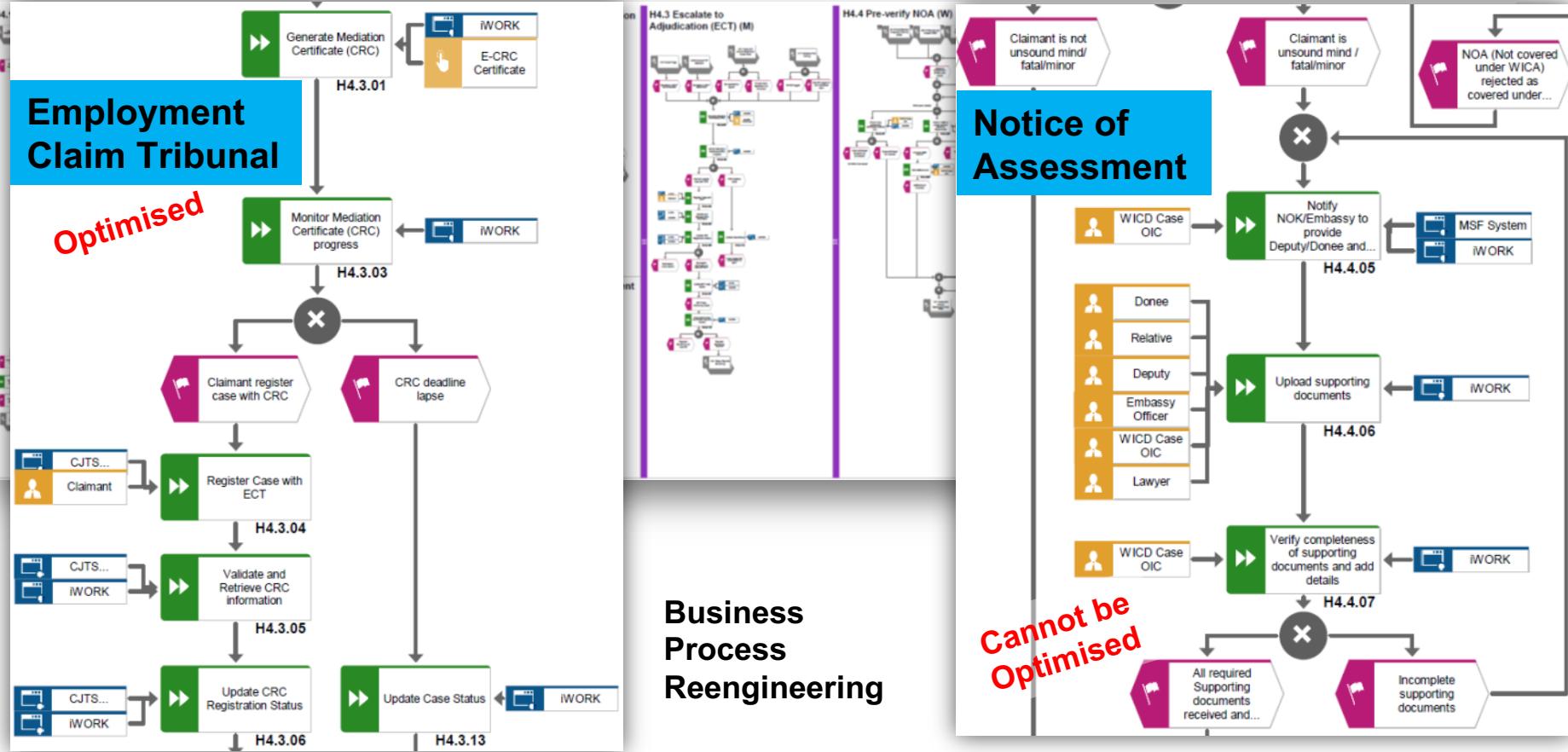
Business Process Reengineering

2. Designing Stage – Business Process Reengineering



Business Process Reengineering

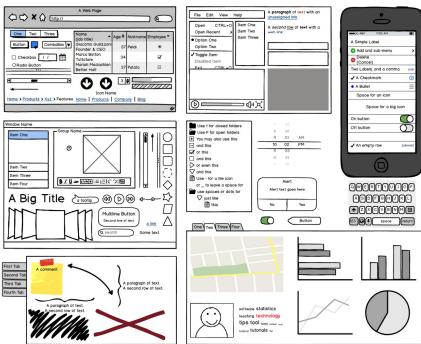
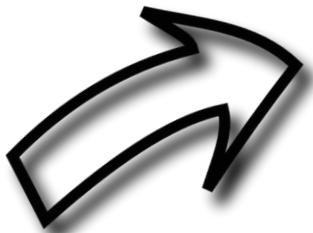
2. Designing Stage – Business Process Reengineering



Business
Process
Reengineering

3. Validation Cycle

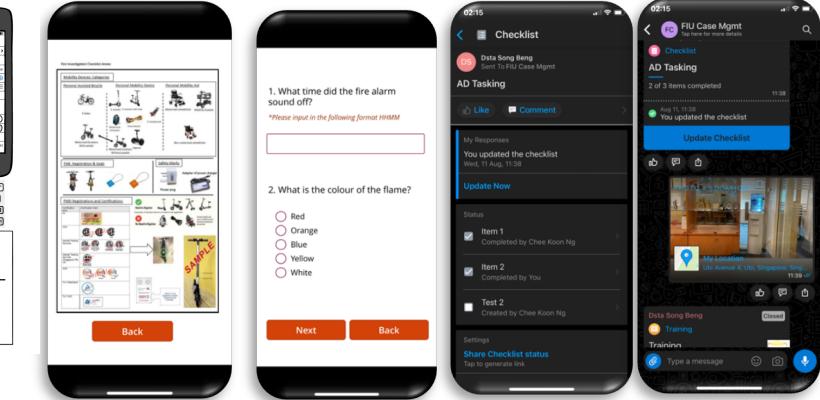
A. Ideate



Balsamiq (Low Res)

B. Mock-up / Prototype

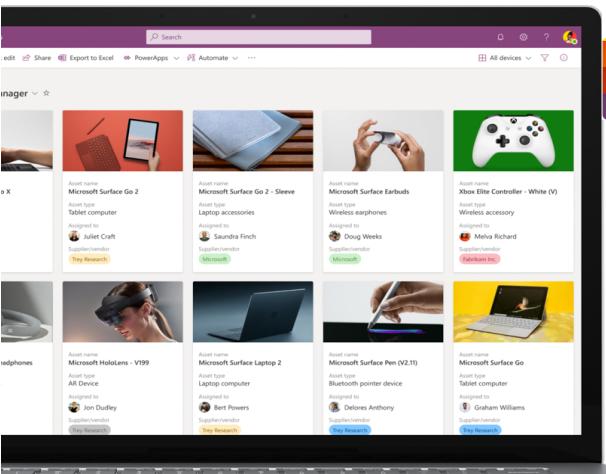
Power Platform (High Res)



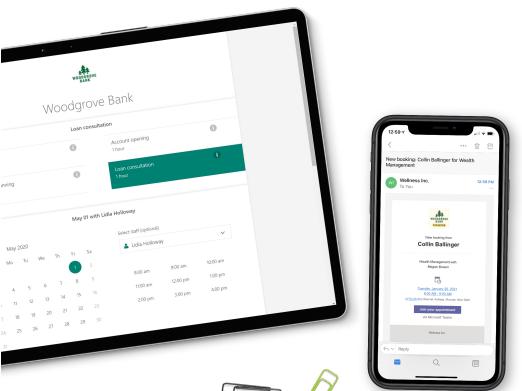
C. Validate



3. Validation Cycle - Power Platform (ready for use)



Microsoft List



Microsoft Bookings



Microsoft Stream



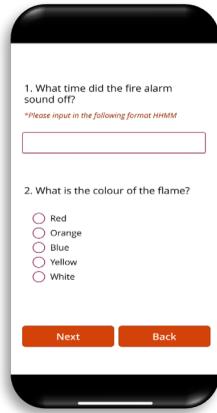
Microsoft Planner

A composite screenshot showing the Microsoft Kaizala mobile app and the Microsoft Planner web interface. The Kaizala screen on the right shows a service request for a passport interview scheduled for 9:00 AM on 23rd December. The Planner screen on the left shows a task list for 'Fourth Coffee Store' with various items like 'Coffe Product Line & Cost', 'Operations & Segment', and 'Recruitment & Training'.

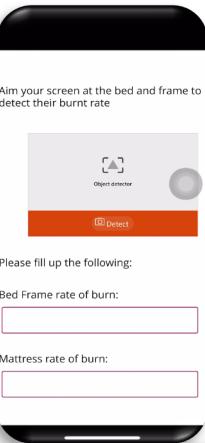
Microsoft Kaizala



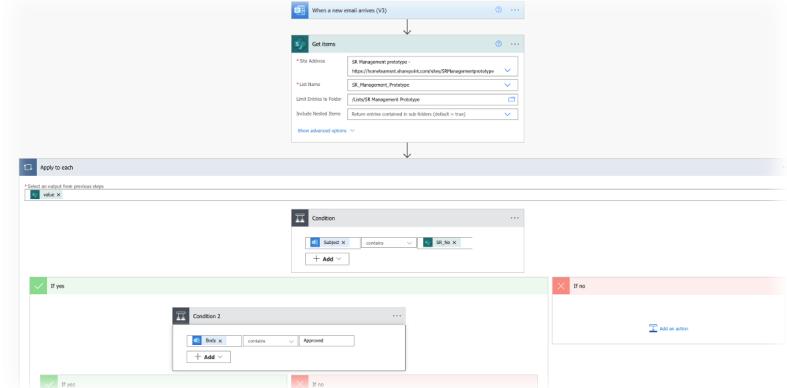
3. Validation Cycle - Power Platform



Power
Apps



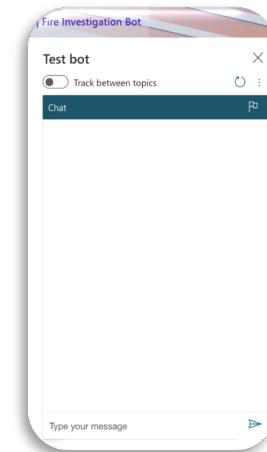
Add-on
AI Builder



A screenshot of the Microsoft Power BI desktop application. It shows several data visualizations including a treemap chart of "Key Influencers - Top segments", a bar chart of "Units by Country and Sales Size", a treemap chart of "Sales Amounts by Brand Name", a line chart of "Units Sold by Year, Quarter and Manufacturer", and a bar chart of "Sales Amount by year, Month and Brand Name". The ribbon menu is visible at the top.



Power
BI



Virtual Agent