1. Chapter 3 Lecture
   1. What is a designers job?
      1. Extend the boundaries of thought
      2. Generate new options
      3. Create value and maximize shareholder value
   2. Facebook
      1. Facebook isn’t a need but it creates the perception of a need
      2. If you removed Facebook the substitution effect would occur
   3. Customer Insights
      1. Asking a customer what they think
      2. What are ways you get get insight?
         1. Direct
            1. From the customer themselves
         2. Indirect
            1. Research
      3. Quantitative vs qualitative
         1. Quantitative
            1. Closed-ended
            2. “Is your favorite color red, green, or blue?”
            3. Focus groups & surveys
         2. Qualitative
            1. Open ended
            2. Not a number
            3. “Why is blue your favorite color?”
      4. Example
         1. Find 100 people, give them pizza, give them the survey, then research
      5. When do you listen?
      6. When not to listen?
      7. Empathy Map
         1. You thinking through the process
         2. “Really simple customer profile”
         3. Designed by XPLANE
   4. Ideation
      1. The idea that we start with a broad range of ideas and come down a narrow range of ideas
      2. Less realistic ideas work themselves out over time
      3. Transformative business model generations come from many building blocks (Epicenter of innovation)
         1. Resource Driven
            1. Amazon AWS
         2. Offer Driven
            1. CEMEX
            2. You just canceled your subscription to Netflix, how about $7.99 vs $8.99?
         3. Customer Driven
            1. iPad
         4. Finance Driven
            1. Xerox
            2. I think Rolls Royce Jet Engines
         5. Multiple-epicenter driven
            1. Hilti
      4. What if zipcar didn’t say let’s do their business, what if Skype didn’t say they wanted to make calls cheap
      5. Process
         1. Idea generation
         2. Synthesis