

Hackathon Handout

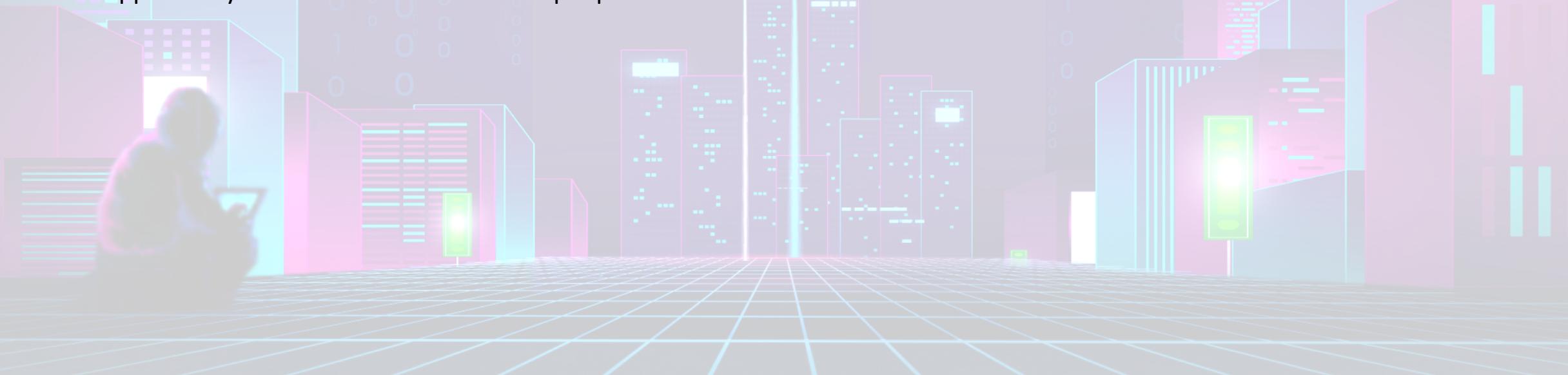
This document includes resources and templates designed to assist you throughout your two day hackathon experience



About the hackathon

Ready to revolutionize the professional world?

Join us for the ultimate challenge of innovation and creativity at the DigitalWorks Hackathon! Together, we'll tackle working conditions in the IT sector and create innovative solutions. With over 100 talented and motivated hackers, organized into teams of 3 to 5 people, you'll have the chance to compete for the ultimate prize! Don't miss your opportunity to make a real difference in people's lives.



The Challenge

The challenge is to design innovative solutions that:

Strengthen employee engagement. / Promote professional development. / Contribute to talent retention within the company.

Participants are invited to explore various aspects, including:

- Employee experience.
- Onboarding processes.
- Continuous training.
- Workplace well-being.

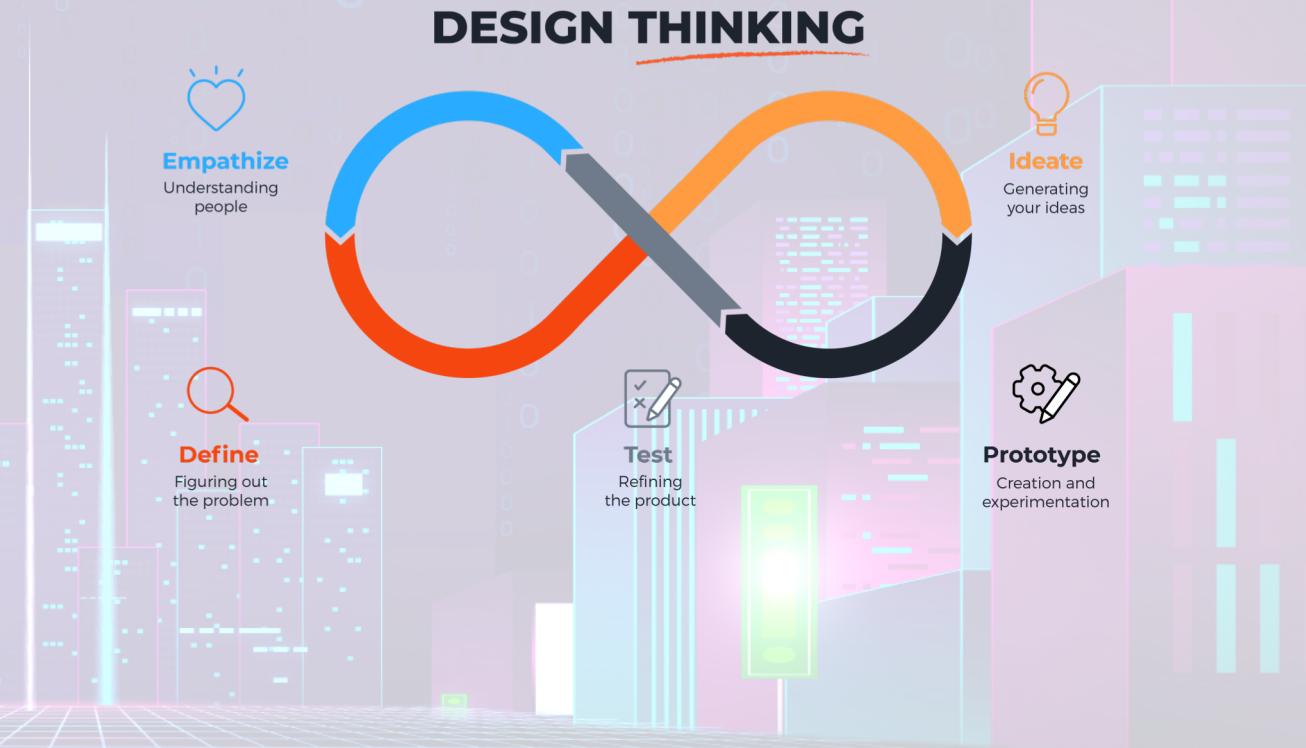
Solutions may involve **applications, platforms, management tools**, or any other technological innovation aimed at creating a dynamic, inclusive, and conducive work environment for professional growth.

The ultimate goal is to stimulate the creativity of participants to make the company a place where talents not only thrive but also choose to stay and grow.

Tools and Resources

Design thinking as a methodology

Design thinking is a problem-solving and innovation methodology that emphasizes a user-centered approach to developing solutions. It originated in the field of design but has since been widely adopted across various industries and sectors to address a wide range of challenges. The core principles of design thinking include empathy, collaboration, iteration, and a focus on creating meaningful and effective solutions.



Design thinking offers several advantages (1)

User-Centered Focus: Design thinking places the user or customer at the center of the problem-solving process. This ensures that solutions are tailored to meet real needs and provide meaningful value to the end users.

Empathy: The emphasis on empathy in design thinking allows teams to deeply understand the feelings, motivations, and challenges of users. This leads to more insightful and holistic problem definitions and solutions.

Innovation and Creativity: The ideation phase of design thinking encourages the generation of a wide range of creative ideas. This promotes innovative thinking and often results in solutions that stand out from conventional approaches.

Design thinking offers several advantages (2)

Collaboration: Design thinking brings together multidisciplinary teams with diverse skills and perspectives. Collaboration fosters a synergy of ideas, promotes cross-functional communication, and leads to more comprehensive solutions.

Iterative Process: The iterative nature of design thinking allows for continuous refinement and improvement of solutions. This approach reduces the risk of investing resources in ideas that might not work and provides the opportunity to learn from failures.

Reduced Assumption-Based Decision Making: By conducting thorough research, testing assumptions, and validating ideas through prototypes, design thinking helps minimize the reliance on assumptions and guesswork.

Design thinking typically involves the following stages (1)

- 1. Empathize:** This stage involves understanding the needs, desires, and pain points of the users or customers for whom you are designing. It requires active listening, observation, and gathering insights to truly grasp the user's perspective
- 2. Define:** In this stage, you synthesize the information gathered during the empathy phase to define the specific problem or challenge you are aiming to solve. This involves framing the problem in a way that guides the rest of the design process
- 3. Ideate:** Here, you generate a wide range of potential solutions or ideas to address the defined problem. Brainstorming sessions and creative thinking techniques are often employed to encourage diverse and innovative ideas

Design thinking typically involves the following stages (2)

4. **Prototype:** This stage involves creating tangible representations of the potential solutions that were generated during the ideation phase. Prototypes can be low-fidelity (simple and quick) or high-fidelity (more detailed and functional), depending on the stage of development
5. **Test:** Prototypes are tested with users or stakeholders to gather feedback and insights. Testing helps to understand how well the proposed solutions address the defined problem and whether any adjustments are needed
6. **Iterate:** Based on the feedback received during the testing phase, the design is refined and improved. This process of iteration might involve going back to previous stages to make necessary adjustments

Empathy map

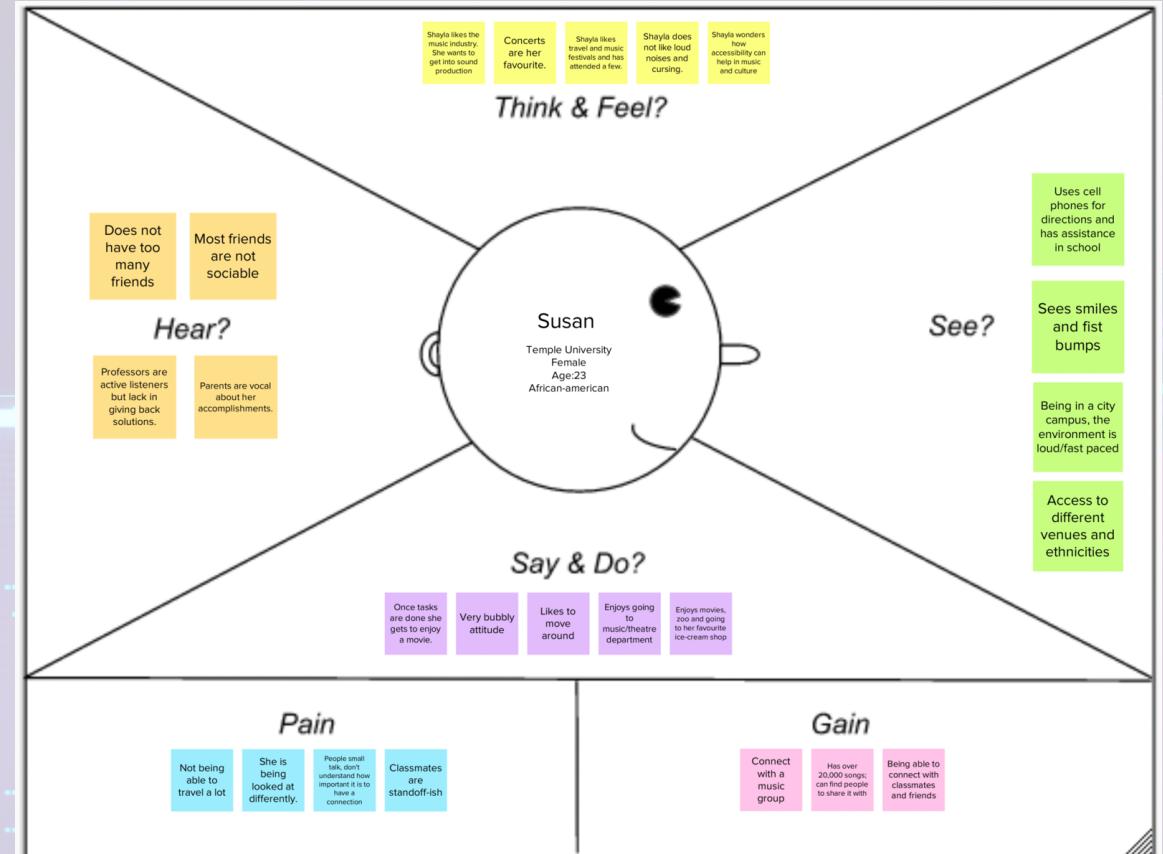
The empathy map is empathy tool that you can choose. It is a method of mapping user input into 4 groups. The groups are:

Says, what users say when interviewed

Thinks, what users think when using the product

Does, what the user does when there is a problem, for example Refresh the page.

Feels, what the user feels when using the product



Empathy map example



EMPATHY MAP

Insert your topic here ...

HEAR

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

SAY & DO

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

FRUSTRATIONS

OBSTACLES

PAIN

SEE

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

THINK & FEEL

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

WANTS/NEEDS

ACHIEVEMENTS

GAIN

EMPATHY MAP

Insert your topic here ...

HEAR

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

SAY & DO

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

SEE

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

Say & do

See

Hear

EMPATHY
MAP

Think & feel

THINK & FEEL

- Insert your Text here ...
- Insert your Text here ...
- Insert your Text here ...

Define : How Might We approach (1)

A good How Might We question is essential to arriving at a good solution because it allows for focus and creative exploration. Here's how you craft a successful HMW statement.



How might we **DO WHAT**
for **FOR WHOM** in order to **BENEFIT, GAIN OR RESULT WE'D LIKE TO SEE**?



Define : How Might We approach (2)

- 1. Write down your problem statement.** Based on your answer to your questions when framing the challenge, what is the problem you're trying to solve?
- 2. Draft your design challenge using the phrase “How Might We.”** For that first draft, take your problem statement and add “How Might We” to it.
- 3. Identify the impact.** State the key outcome you’re trying to achieve by answering the question, “If we solve this problem, the impact will be ____.” You can then use that impact to test the design challenge and refine the statement.
- 4. Test the design challenge.** Test the How Might We by brainstorming as many solutions as possible. If the How Might We isn’t generating many solutions for the intended impact, continue refining it until you find the solutions that will achieve your desired impact.

Define : How Might We approach (3)

5. **Refine the problem and impact.** Beyond considering the impact, write down important content aspects or constraints you need to consider, like shifts you need to see in the ecosystem around the user or factors that are technological, geographic, time-based considerations, and so on.
6. **Try again.** Rewrite your How Might We statement and go through the testing process again.

Define : How Might We approach (4)

What Makes a Good HMW Question?

If your HMW question doesn't bring you closer to solving your design, it's useless. Use these questions to help you assess the HMW's effectiveness.

- **Is it generative?** Can you get to five solutions quickly that solve for the intended impact?
- **Is it accessible?** Can someone outside your team generate solutions quickly for the intended impact?
- **Is it too narrow?** Is the solution already stated in the framing, making it hard to discover various solution pathways?
- **Is it too broad?** Is the solution like a boiling ocean, with so many solutions that you can't begin to problem solve?

Define : How Might We approach (5)

How might we
for **in order to**
DO WHAT
FOR WHOM
BENEFIT, GAIN OR RESULT WE'D LIKE TO SEE ?



Ideate

Ideation Will Help You:

Ask the right questions and innovate

Step beyond the obvious solutions and therefore increase the innovation potential of your solution

Bring together perspectives and strengths of team members

Uncover unexpected areas of innovation

Create volume and variety in your innovation options

Get obvious solutions out of your heads, and drive your team beyond them

Ideate : Brainstorm (1)

At its most basic level, a Brainstorm session involves sprouting related points from a central idea. Brainstorming is one of the primary methods employed during the Ideation stage of a typical Design Thinking process.

We've summarised the best practices and brainstorming rules :

- Set a time limit
- Start with a problem statement, point of view, possible questions, a plan, or a goal and stay focused on the topic:

Identify the core subject or the main aim of the exercise. For example, what are you trying to achieve? Are you trying to improve a certain feature? Are you focusing on ways to improve the overall experience?

Ideate : Brainstorm (2)

- **Stay on Topic:** It is easy to veer off and take lots of different directions during brainstorming sessions, especially when you are trying to be open-minded and unconstrained in your efforts to come up with ideas. Focus is essential; otherwise, the process can become confusing, or ideas can become muddled and cross between solutions for other problems.
- **Defer judgement or criticism, including non-verbal:** The brainstorming environment is not the time to argue or for questioning other members' ideas; each member has a responsibility to foster relations that advance the session. For this reason, judgement comes later so rather than blocking an idea, you and your other team members are encouraged to come up with your own ideas that sprout off from those provided by the other members of your team.

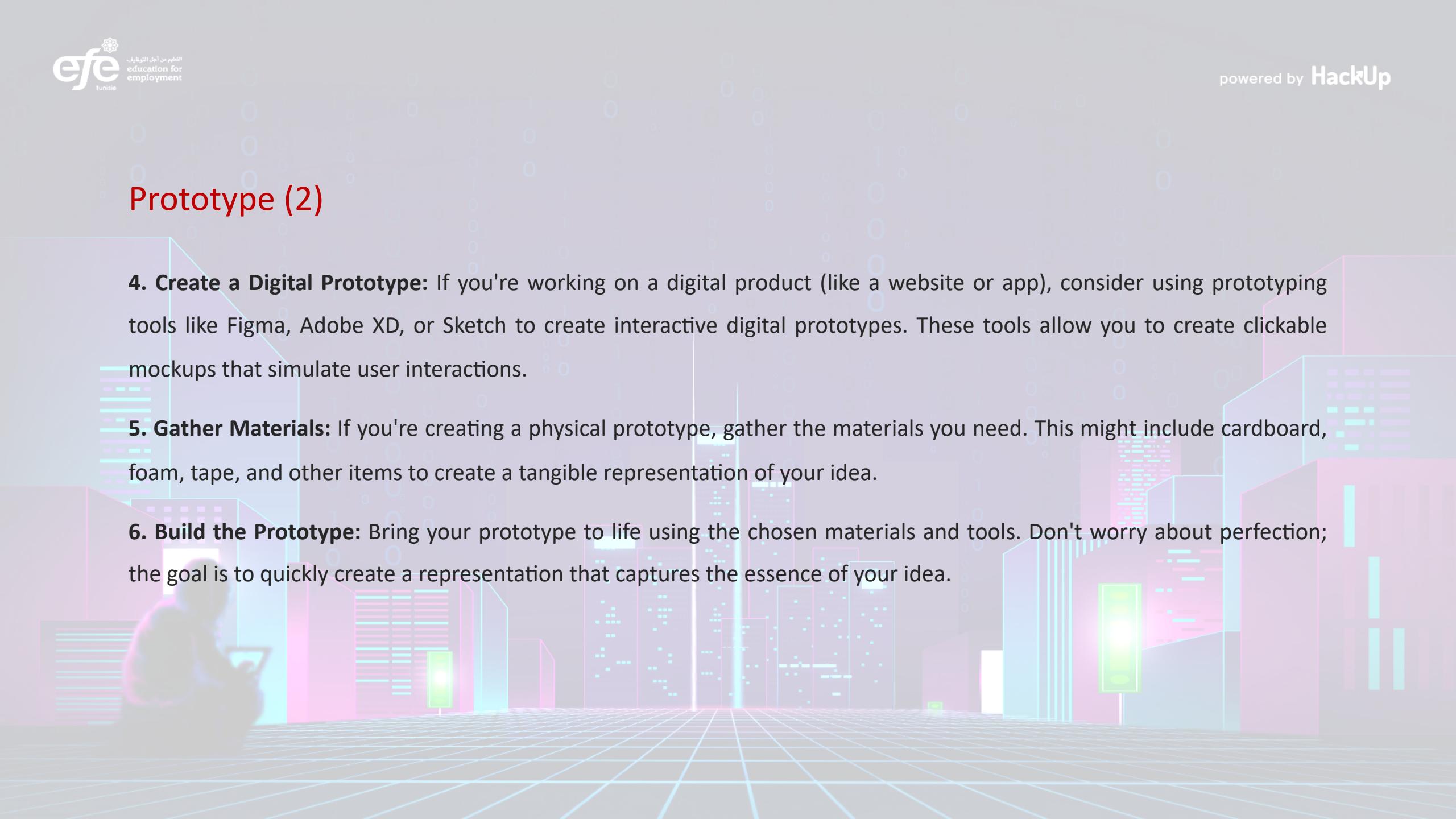
Ideate : Brainstorm (3)

- **Encourage weird, wacky and wild ideas:** Once again, as brainstorming is a creative activity, each member should try to encourage other members and create an environment in which they feel comfortable verbalising their ideas.
- **Aim for quantity:** Brainstorming is effectively a creative exercise, in which design thinkers are encouraged to let their imaginations run wild. The emphasis is on quantity, rather than quality at this stage.
- **One conversation at a time:** Design thinkers (or brainstormers) should focus on one point or conversation at a time so as not to muddy their thinking and lose sight of the thread or current objective.

Prototype (1)

- 1. Select the Level of Fidelity:** Decide on the level of detail and fidelity your prototype should have. Low-fidelity prototypes are quick and simple representations, often created with materials like paper, sticky notes, or digital wireframing tools. High-fidelity prototypes are more detailed and might resemble the final product more closely, often created with software tools or even interactive mockups.
- 2. Identify Key Features:** Based on the insights from the "Define" stage and the brainstormed ideas from the "Ideate" stage, choose the key features or elements that your prototype should focus on. These should address the core problem you're aiming to solve.
- 3. Sketch or Draft:** For low-fidelity prototypes, sketch out your ideas on paper, a whiteboard, or a digital tool. Keep it simple and focus on conveying the concept and functionality.

Prototype (2)

- 
- 4. Create a Digital Prototype:** If you're working on a digital product (like a website or app), consider using prototyping tools like Figma, Adobe XD, or Sketch to create interactive digital prototypes. These tools allow you to create clickable mockups that simulate user interactions.
 - 5. Gather Materials:** If you're creating a physical prototype, gather the materials you need. This might include cardboard, foam, tape, and other items to create a tangible representation of your idea.
 - 6. Build the Prototype:** Bring your prototype to life using the chosen materials and tools. Don't worry about perfection; the goal is to quickly create a representation that captures the essence of your idea.

Prototype (3)

- 7. Test and Iterate:** Once your prototype is ready, start testing it. This can involve interacting with users, stakeholders, or team members who can provide feedback. Observe how people interact with the prototype and gather insights about its usability and effectiveness.
- 8. Encourage Feedback:** Ask open-ended questions to gather meaningful feedback. Ask users about their thoughts, impressions, and any challenges they encounter while interacting with the prototype.
- 9. Iterate and Refine:** Based on the feedback received during testing, iterate and refine your prototype. Make adjustments to address pain points, improve functionality, and enhance user experience.
- 10. Repeat the Testing-Iteration Cycle:** You may need to go through multiple rounds of testing and refining. Each iteration helps you get closer to a solution that meets user needs and expectations.

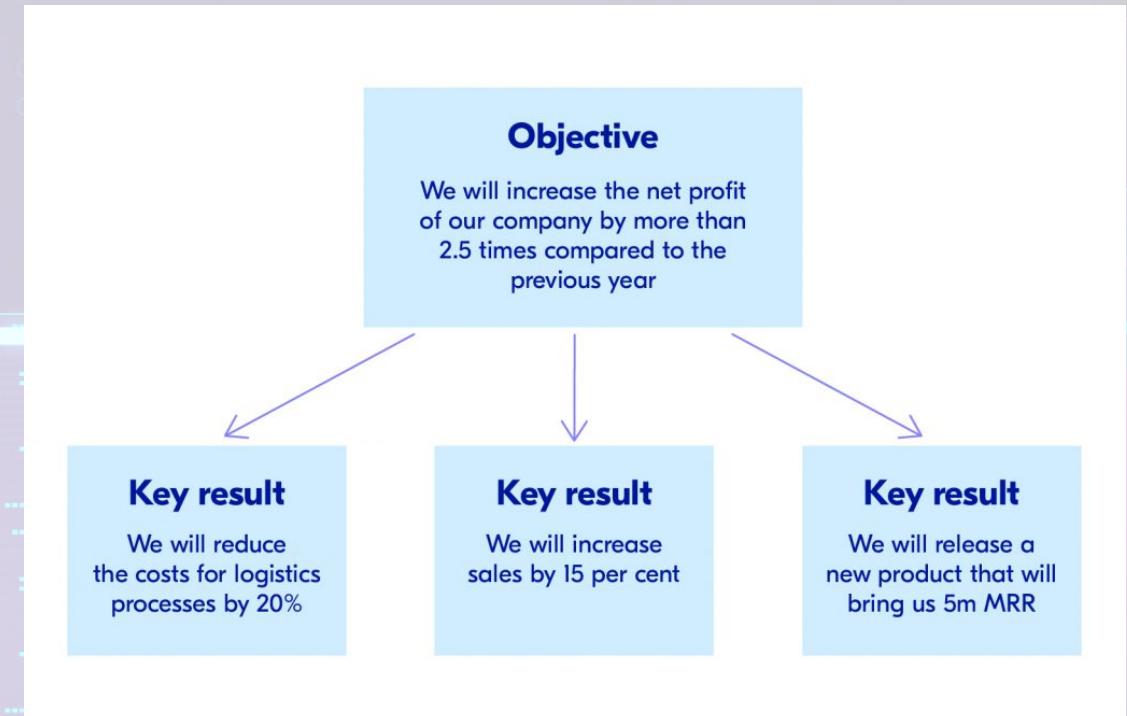
Prototype (4)

- 11. Document Learnings:** Keep a record of the feedback and insights you gather during the testing process. These insights will guide your decisions as you move into the next stages of development.
- 12. Stay Open to Change:** Remember that the goal of prototyping is to explore and learn. Be open to pivoting, refining, or even completely changing your concept based on what you discover during testing.

multi-purpose tools

Objectives and Key Results (OKR)

To use the framework, a team should set one significant Objective and 3 to 5 complementary Key Results that make the Objective clear and measurable. It's vital to set a really ambitious yet achievable Objective that would also work as an inspiration for the team. The Objective should answer the question "where do I want to go?" while Key Results explain "how do we know we're getting there?" Here's an example:



Objectives and Key Results (OKR)

Key
result

Objectif

Key
result

Key
result

Product-Market Fit (1)

The framework introduced by Dan Olsen was designed to help teams reach product-market fit. If a company hits product-market fit, it means that its users buy, use, and spread the word about it to the extent that these activities sustain the company's growth and profitability

Dan Olsen offered a model that consists of five layers. When passing these layers one by one, you can tune the product to the modern market needs, improve its value proposition, and get a better market share



Product-Market Fit (2)

The first two layers (Target Customers and Underserved Needs) are external aspects you can research but can't influence.

The Value Proposition (VP), Feature set, and UX are the inner aspects you should work on using the data from the first two layers.

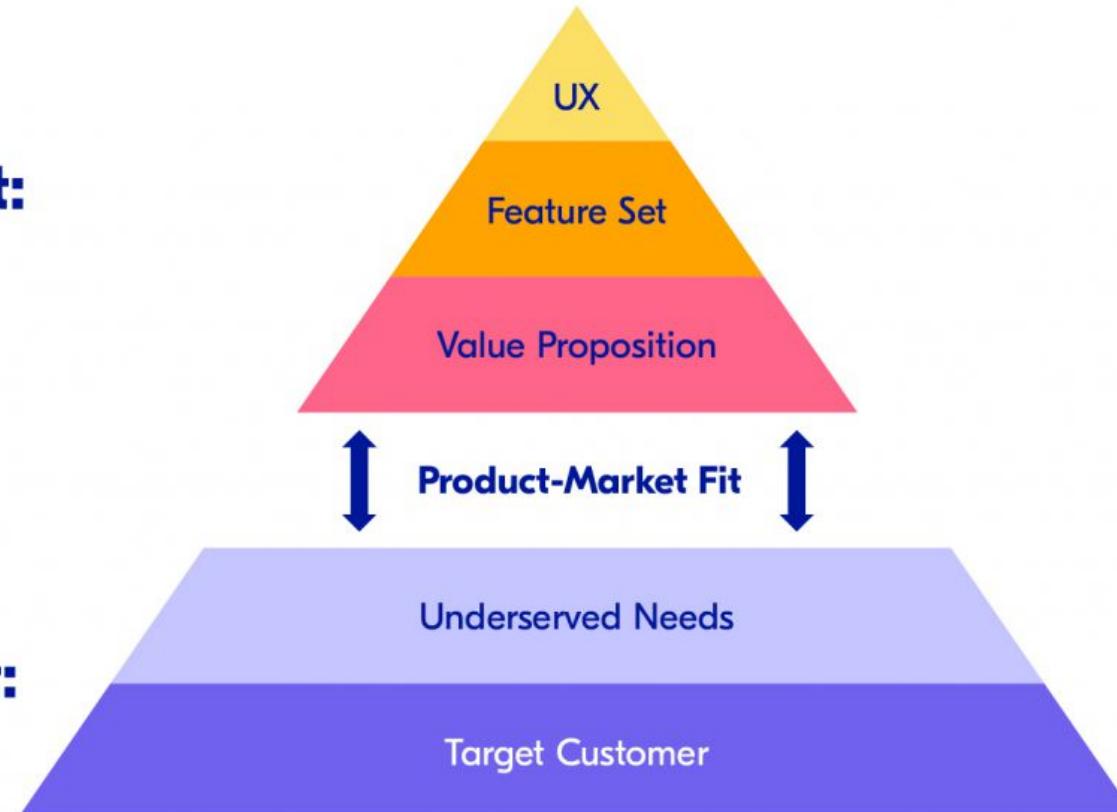
Olsen suggested using his model from bottom to top. First, you identify your target audience and determine their underserved needs. Then, you shape your Value Proposition that should answer the question "how are we going to be better than all the products out there?" The last steps include forming a list of features to deliver the VP and creating the UX part to let users interact with that VP.

When all these steps are completed, you can see how well your product decisions resonate with the market you're going after.

Product-Market Fit (3)

Product:

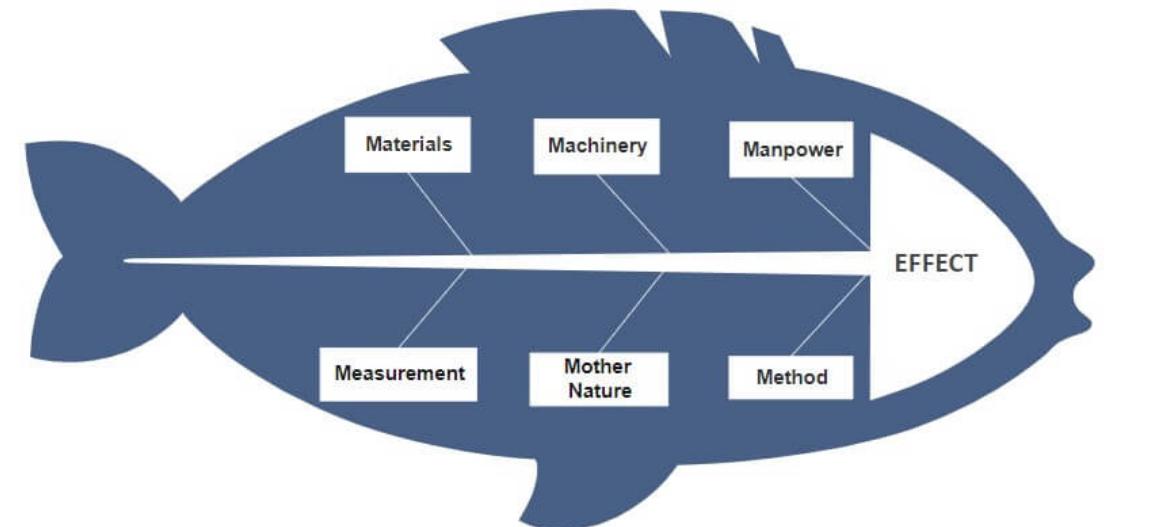
Market:



Identify problems : Ishikawa Diagram (1)

Ishikawa diagrams can be helpful in any situation where there is a need to analyze complex problems or identify the causes of issues in a system. Teams often use them in manufacturing, marketing, product development, and other fields that involve working with people, processes, and procedures.

Ishikawa Diagram Using 6M



Identify problems : Ishikawa Diagram (2)

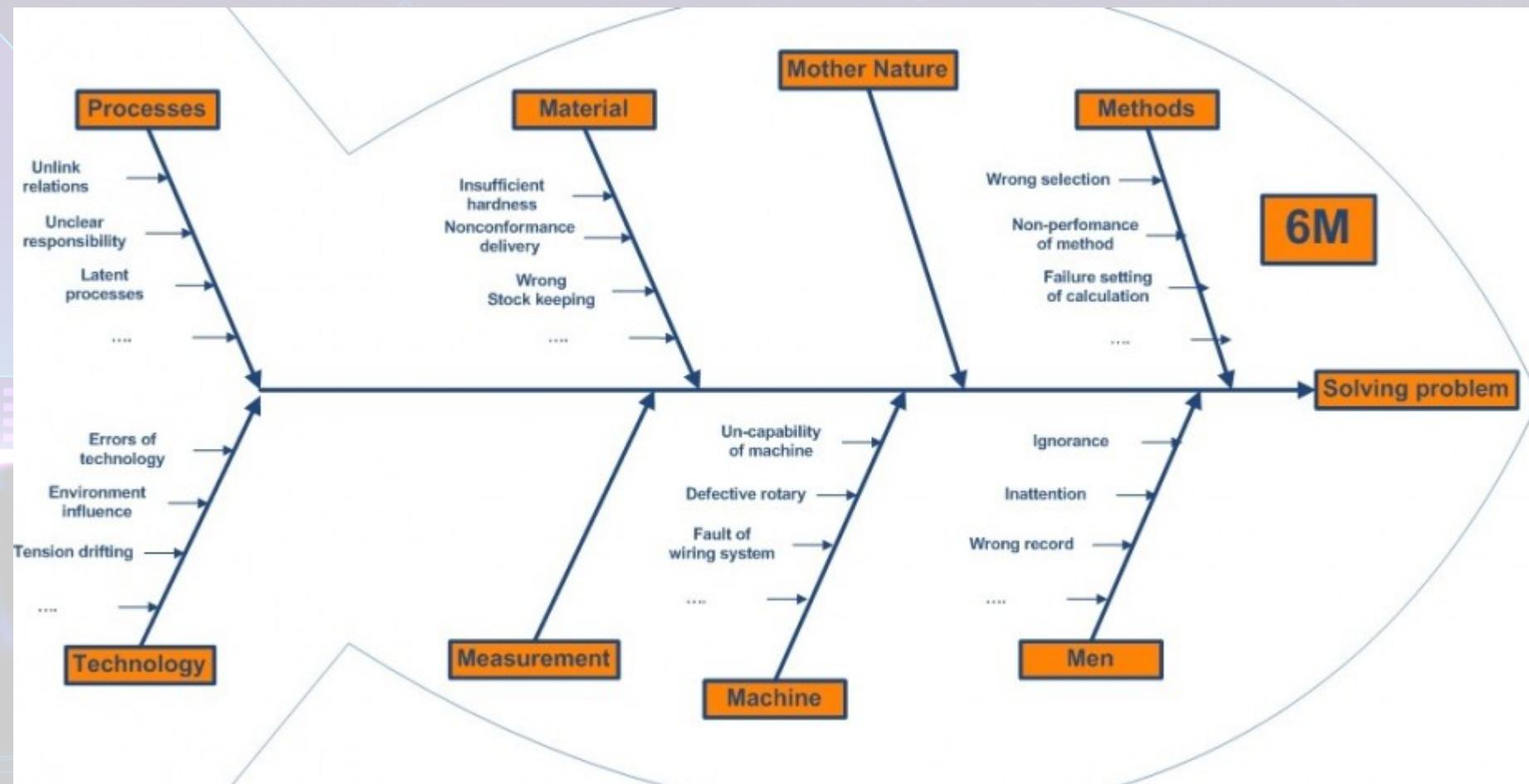
Some common situations where Ishikawa diagrams may be helpful include:

- When identifying the root causes of a problem
- When brainstorming solutions to a problem
- When developing or improving a process
- When analyzing data from customer surveys
- When evaluating the results of a marketing campaign
- When troubleshooting an issue with a product or service
- When planning future projects or initiatives

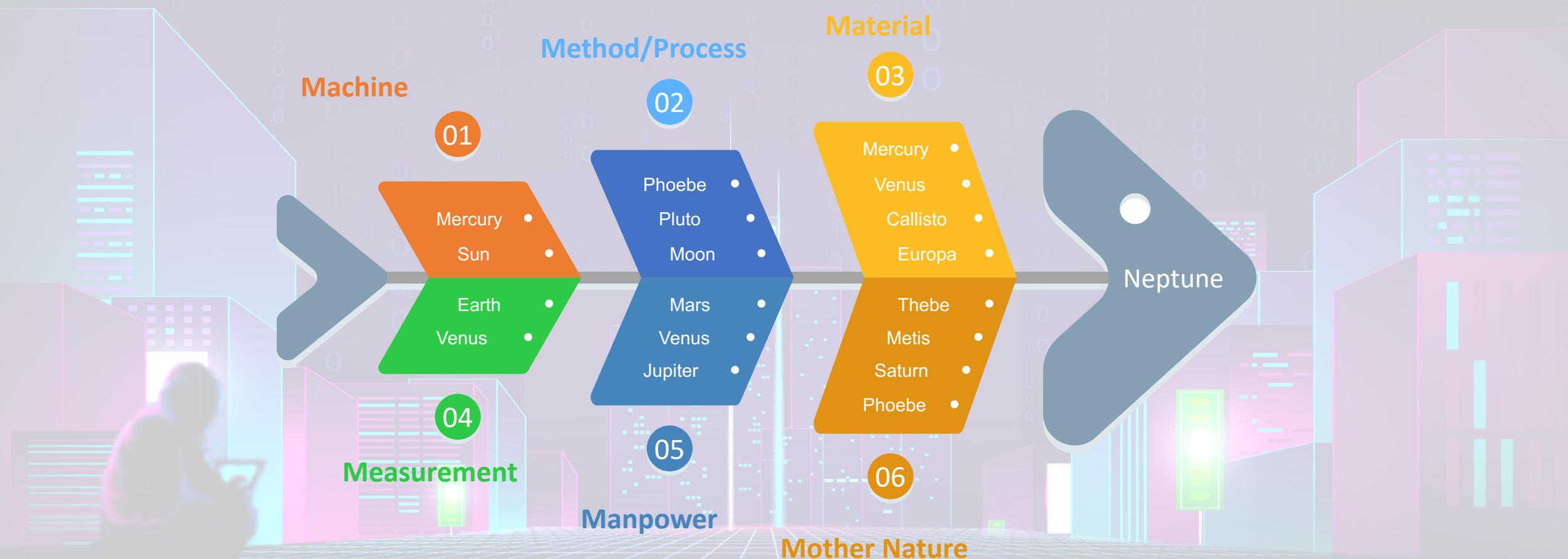
Identify problems : Ishikawa Diagram (3)

- Material – Any physical or non-physical components of the system, including people, resources, and tools.
- Method/Process – The methods and procedures used to produce or deliver the product or service.
- Machine – The assets such as machines and equipment used to create or provide the product or service.
- Measurement – The tools and methods used to measure progress and performance.
- Manpower – The people involved in producing or delivering the product or service.
- Mother Nature (Environment) – The external factors that affect the system including weather, geography, and regulation.

Ishikawa Diagram Example



Identify problems : Ishikawa Diagram



Project charter (1)

A project charter is an elevator pitch of your project objectives, project scope, and project responsibilities in order to get approval from key project stakeholders. In the charter, you should provide a short, succinct explanation of the main elements of your project before you get started. By creating a project charter before getting started on other, more in-depth project planning documents, you can get approval or course-correct if necessary.

Q2 Brand Campaign — Project Charter

Project name: Q2 Brand Campaign

Project manager: [@Avery Lomax](#)

Last revision date: April 5, 2021

Project purpose statement: The purpose of this project is to increase brand awareness in NAMER and EMEA through a digital brand campaign in Q3.

Project objectives: Launch display and video ads in Q3 to increase brand awareness in NAMER and EMEA.

Project scope

Deliverables:

- Landing page design
- Display ads (two variations for A/B testing), sized according to display spec sheet
- Video spots (6 and 30 second spots), sized according to video spec sheet

Creative requirements:

- Display
 - Shows logo and CTA throughout animation
 - Both static and HTML5 banners are needed
- Video
 - Features branding within first 5 seconds
 - Includes voiceover
- Landing page
 - Ads and landing page should create a consistent visual experience

Out of scope:

- Translating brand campaign assets

Resources

- Brand design team (six people), 15 hours per week for four weeks
- \$50,000 media spend budget

Stakeholders and approvers

- Project sponsor: [@Daniela Vargas](#)
- Approvers: [@Kat Mooney](#), [@Kabir Madan](#)

Project charter (2)

- The “why”

To begin your project charter, share your project objectives and project purpose. In this section, you should outline why this project is important and what the key objectives are for the end of the project. Make sure your project purpose clearly explains why it's important to work on this project

In addition to your project purpose, you should also clarify your project objectives. These are the things you plan to achieve by the end of the project, like deliverables or assets. To create good project objectives, follow the SMART method.

Make sure your objectives are:

Specific, Measurable, Achievable, Realistic, Time-bound

Project charter (3)

- The “what”

The second key element in your project charter is the project scope. Your project scope statement defines exactly what is and isn't part of the project. When you draft a project scope, you're setting boundaries and, more importantly, outlining what you won't do during the project timeline.

As you create your project charter, the most important part of explaining scope is outlining the ideal project budget. Remember, you will use your project charter document to pitch this project to stakeholders—so you need to clearly show what the budget is and where that money will go.

Project charter (4)

- The "who"

In the final section of your project charter, you should explain who will be working on the project. This includes any key project stakeholders, executive stakeholders, project sponsors, and the general project team. If you haven't already, draft up a brief resource management plan to illustrate how various resources will be allocated during the project.

Project charter

Project name

Name your project. Make sure this is descriptive enough that most people will understand what you're working on.

Project manager

Who is the point of contact for this project?

Last revision date

Your project charter is a living document. Including the last revision date can be helpful for team members who are frequently checking back on the charter.

Project purpose

Why are you working on this project?

Project objectives

What deliverables and assets do you plan to achieve by the end of the project?

Project scope

What are the boundaries of your project deliverables? Which initiatives are not included in the project?

Project charter

Project team and resources

Who is working on this project? Which resources (e.g. people, tools, and budget) are available for this work.

Stakeholders and approvers

Who are the project stakeholders? Who needs to approve the project charter or any project deliverables?

SWOT Analysis (1)

SWOT analysis is a strategic planning technique that provides assessment tools.

Identifying core strengths, weaknesses, opportunities, and threats leads to fact-based analysis, fresh perspectives, and new ideas.

A SWOT analysis pulls information from internal sources (strengths and weaknesses of the specific company) as well as external forces that may have uncontrollable impacts to decisions (opportunities and threats).

SWOT analysis works best when diverse groups or voices within an organization are free to provide realistic data points rather than prescribed messaging.

Findings of a SWOT analysis are often synthesized to support a single objective or decision that a company is facing.

SWOT Analysis (2)

Strengths

1. What is our competitive advantage?
2. What resources do we have?
3. What products are performing well?

Opportunities

1. What new technology can we use?
2. Can we expand our operations?
3. What new segments can we test?

Weaknesses

1. Where can we improve?
2. What products are underperforming?
3. Where are we lacking resources?

Threats

1. What regulations are changing?
2. What are competitors doing?
3. How are consumer trends changing?



Business Model Canvas (1)

A business model canvas provides a high-level, comprehensive view of the various strategic details required to successfully bring a product to market. The typical use case for this tool is to outline the fundamental building blocks of a business, but it can be used effectively for individual products as well. The exact ingredients may vary, but these are some of the typical components included:

Customer segments—Who is going to use this product?

Product value propositions—What is this going to do for the customer to make their life/job better?

Revenue streams—How will the company make money from this product?

Channels—How will the product be sold or distributed?

Customer relationships—What is the success and support strategy for new customers?

Business Model Canvas (2)

Key partners—What other companies or individuals are part of the development and go-to-market strategy?

Key activities—What must happen internally to release this product?

Key resources—What people, materials and budget are required to pull this off?

Cost structure—How much will it cost to develop, manufacture, distribute, and support the product?

Asking and answering these questions should be de rigueur for any new product, but this particular framework is useful for distilling the supporting business case down into something easily digestible. By forcing everything to be on a single page, each question must be answered succinctly, which often cuts through any grandstanding to illustrate whether each area is truly addressed and viable.

Business Model Canvas Example

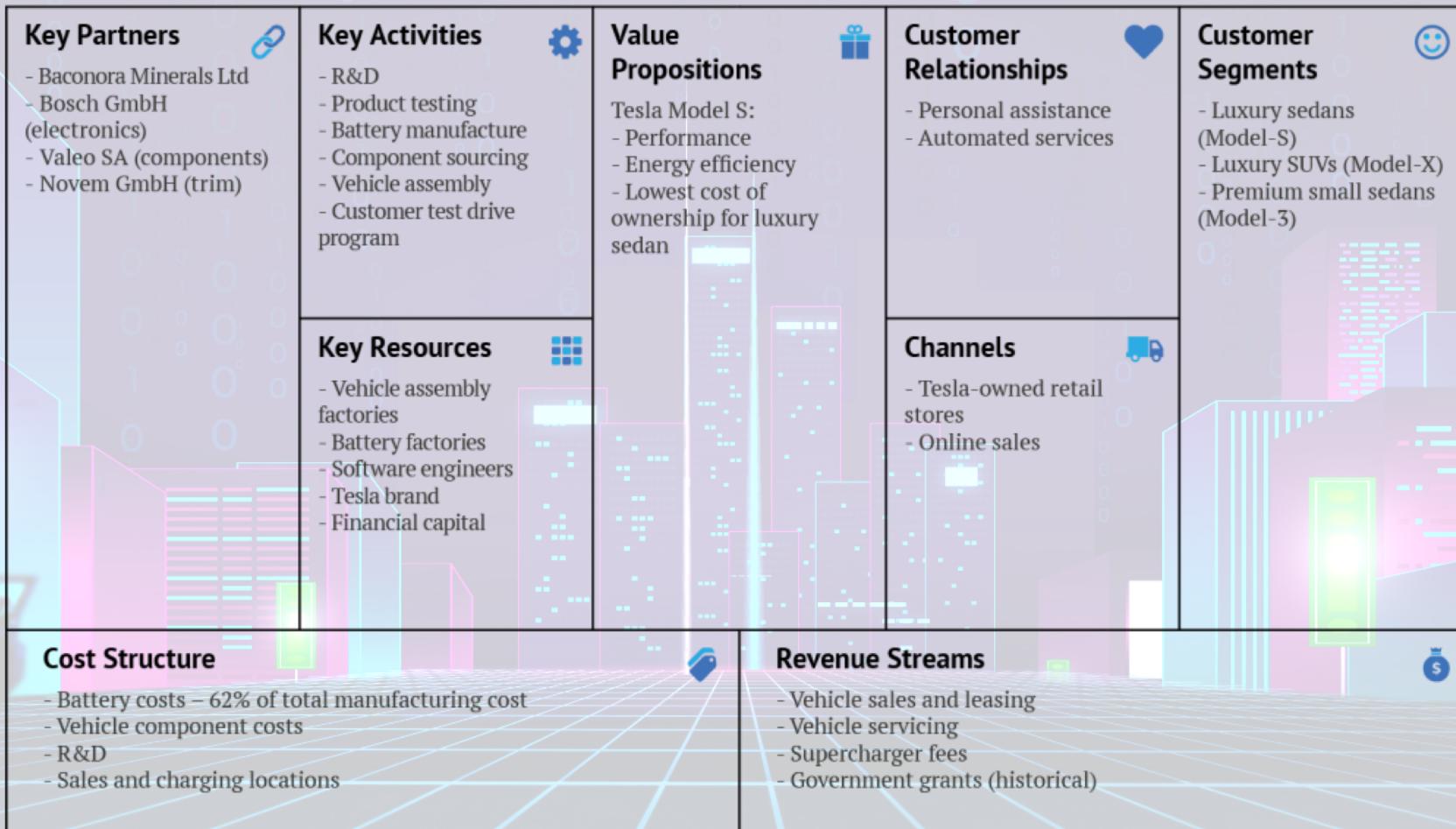
AIRBNB BUSINESS MODEL				
KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
KEY PARTNERS <ul style="list-style-type: none"> • Hosts • Hotels • Experience providers • Corporate travel partners • Travel managers • Investors/ Venture Capitalists • Lobbyists • Photographers • Maps • Cloud hosting - AWS 	KEY ACTIVITIES <ul style="list-style-type: none"> • Platform and technology development • Sales and marketing • Maintaining trust and brand reputation • Customer service/ experiences • Partner management KEY RESOURCES <ul style="list-style-type: none"> • Airbnb platform and mobile app • Platform architecture • Patents • Brand • Employees 	HOSTS <ul style="list-style-type: none"> • Income generation • Ease of listing • Calendar, booking system • Access to photographers GUESTS <ul style="list-style-type: none"> • Low cost accommodation • Variety of choices/ locations • Variety of prices/budgets • Unique options HOTELS <ul style="list-style-type: none"> • Access to guests • Booking system EXPERIENCE PROVIDERS <ul style="list-style-type: none"> • Income from guests • Platform/system 	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none"> • Self-service • Own the relationship • Trust through verification • Tailored • Manage bad behaviour and risks CHANNELS <ul style="list-style-type: none"> • Digital ad campaigns • Social media • Word of mouth • PR - media coverage • App store 	GUESTS <ul style="list-style-type: none"> • business travel guests • leisure travel guests HOSTS <ul style="list-style-type: none"> • Room unit/condo/house • House owners * Country/city/suburban/ city EXPERIENCE PROVIDERS <ul style="list-style-type: none"> • Specialists * Tour companies PHOTOGRAPHERS <ul style="list-style-type: none"> • Freelance photographers HOTELS <ul style="list-style-type: none"> • Independent hotels • Hotel groups
COST STRUCTURE <ul style="list-style-type: none"> • Cost of acquisition • Weighted average cost of capital • R&D platform • Payment processing 	<ul style="list-style-type: none"> • Payroll/contractors • Infrastructure • Legal/insurance • Lobbying/PR • Customer support 	REVENUE STREAMS <ul style="list-style-type: none"> • Service fee per transaction • Hosts commission charge • Hotel commission charge • Experience commission charge 		

Business Model Canvas Example

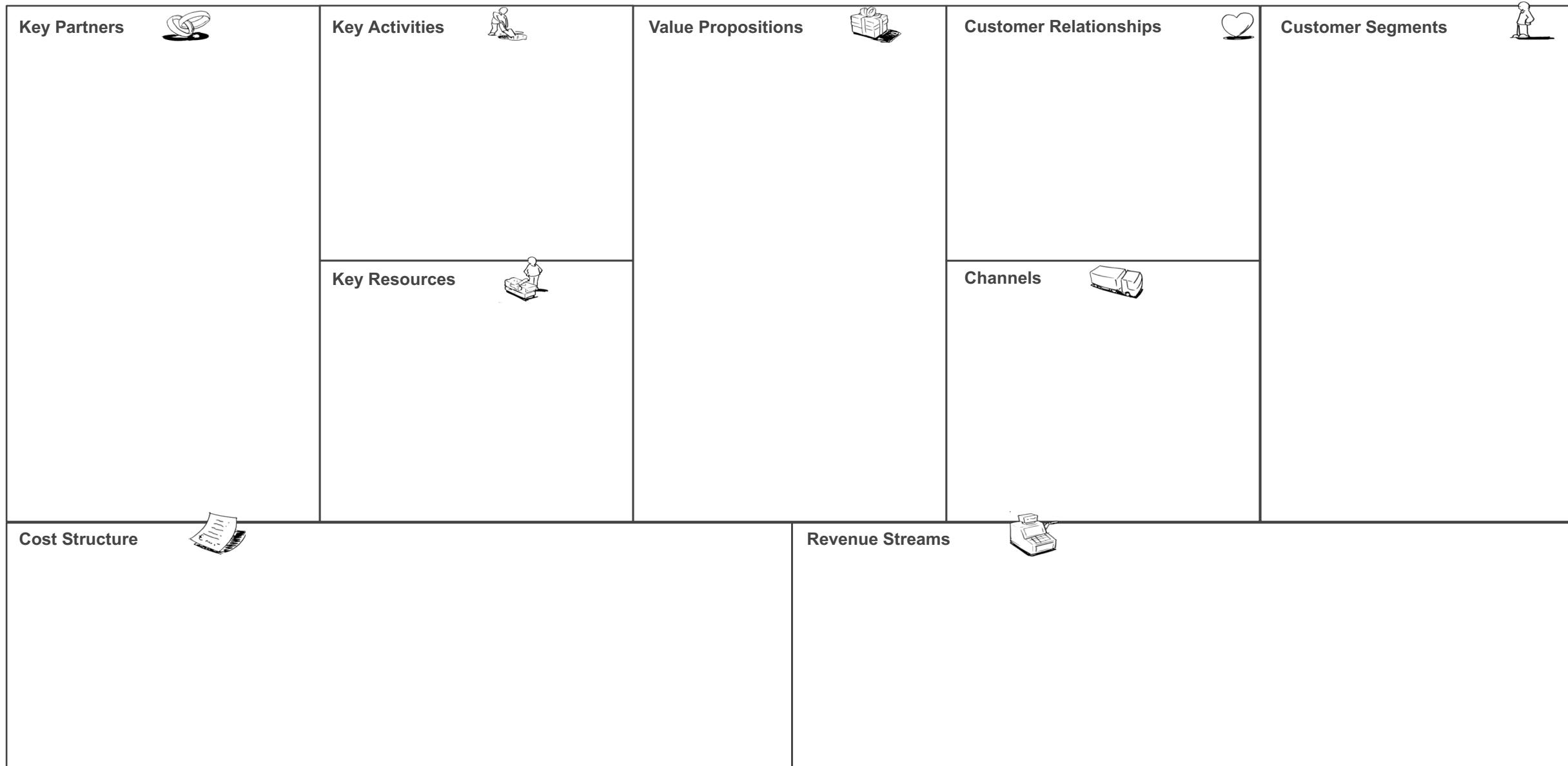
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Business Model Canvas Example

Tesla Motors Business Model Canvas



Business Model Canvas

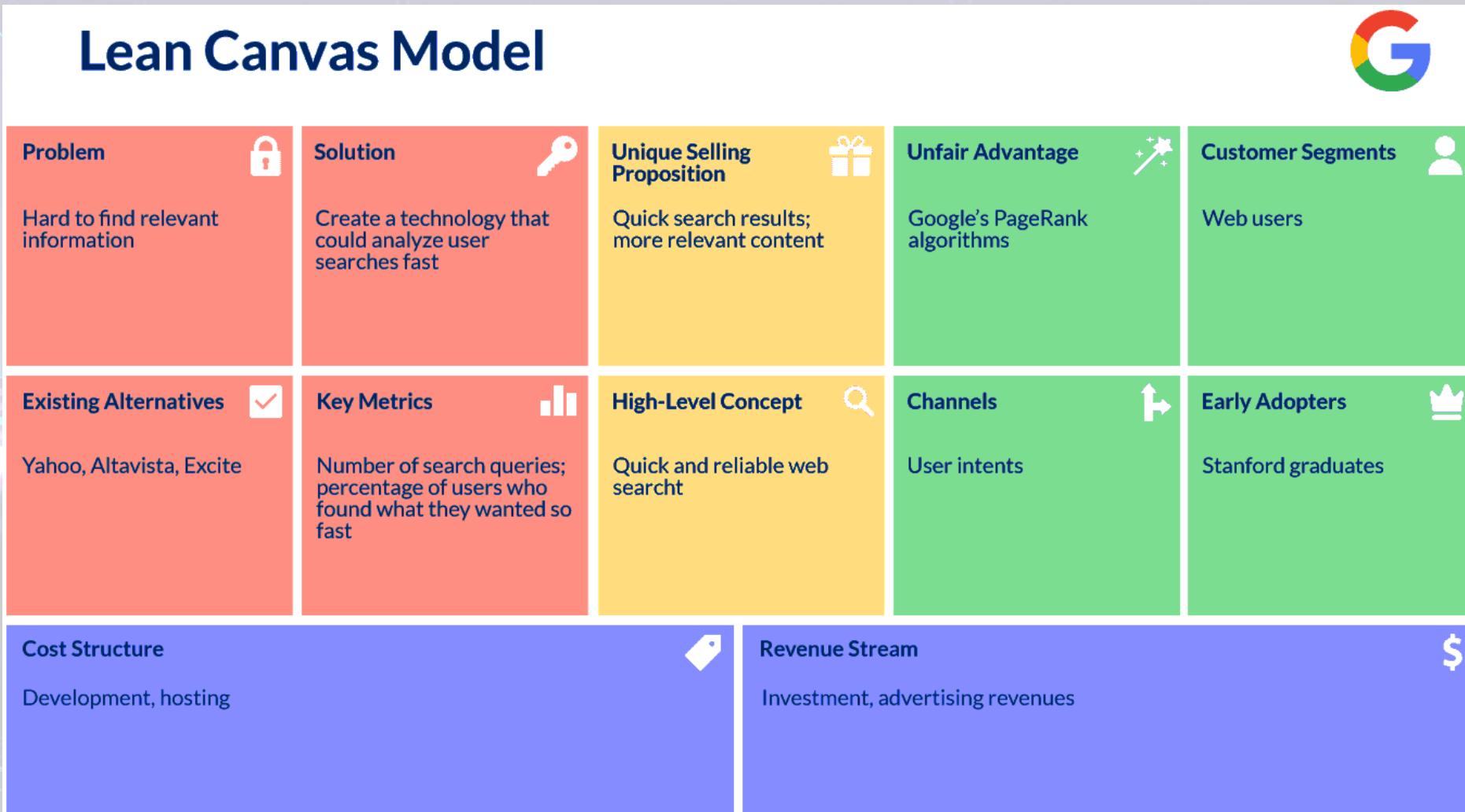


The Lean Canvas

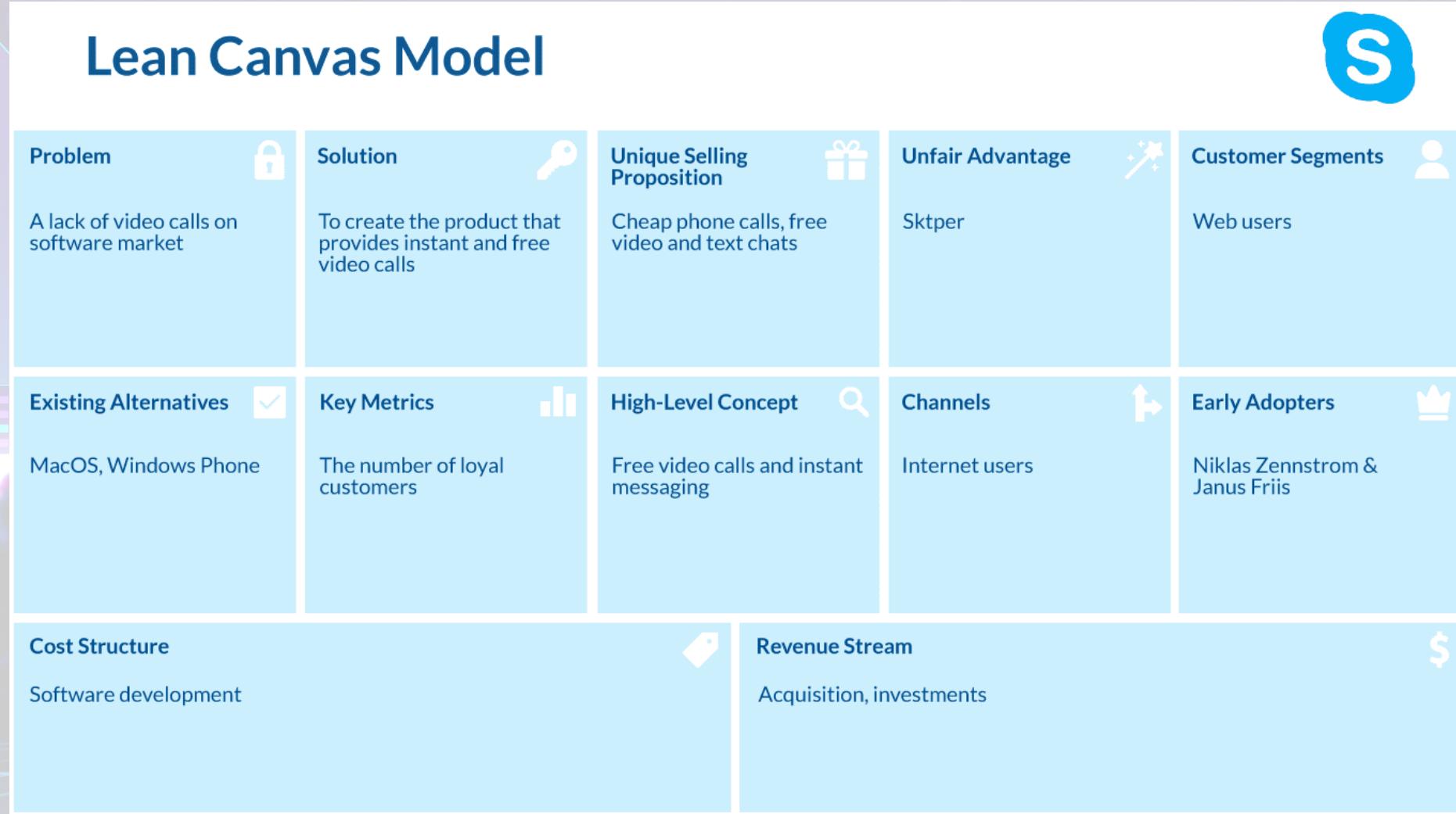
The Lean Canvas is a business modeling tool created to help deconstruct a startup idea into its key and most risky assumptions. Deeply influenced by the lean startup methodology, the Lean Canvas servers as a tactical plan to guide entrepreneurs navigate their way from ideation to building a successful startup. The methodology has been developed by Ash Maurya, as an adaptation of Alexander Osterwalder's Business Model Canvas – the most used modeling canvas in the world.

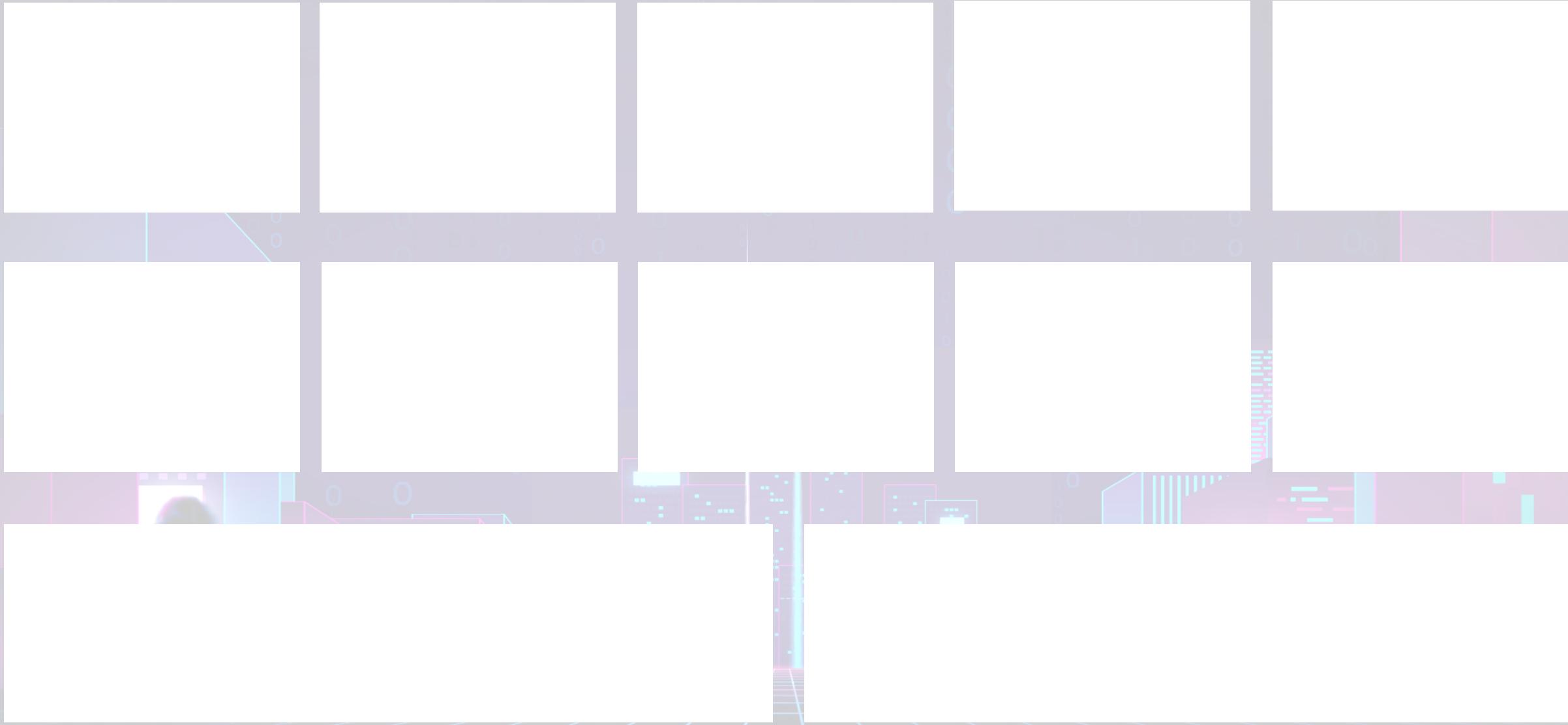
The Lean Canvas is composed of nine building blocks, just as the Business Model Canvas. But, on the Lean Canvas, these blocks have their titles and purposes modified, in a logical order that begins from your customer's problem. Let's understand better how this modeling system works.

The Lean Canvas Example



The Lean Canvas Example



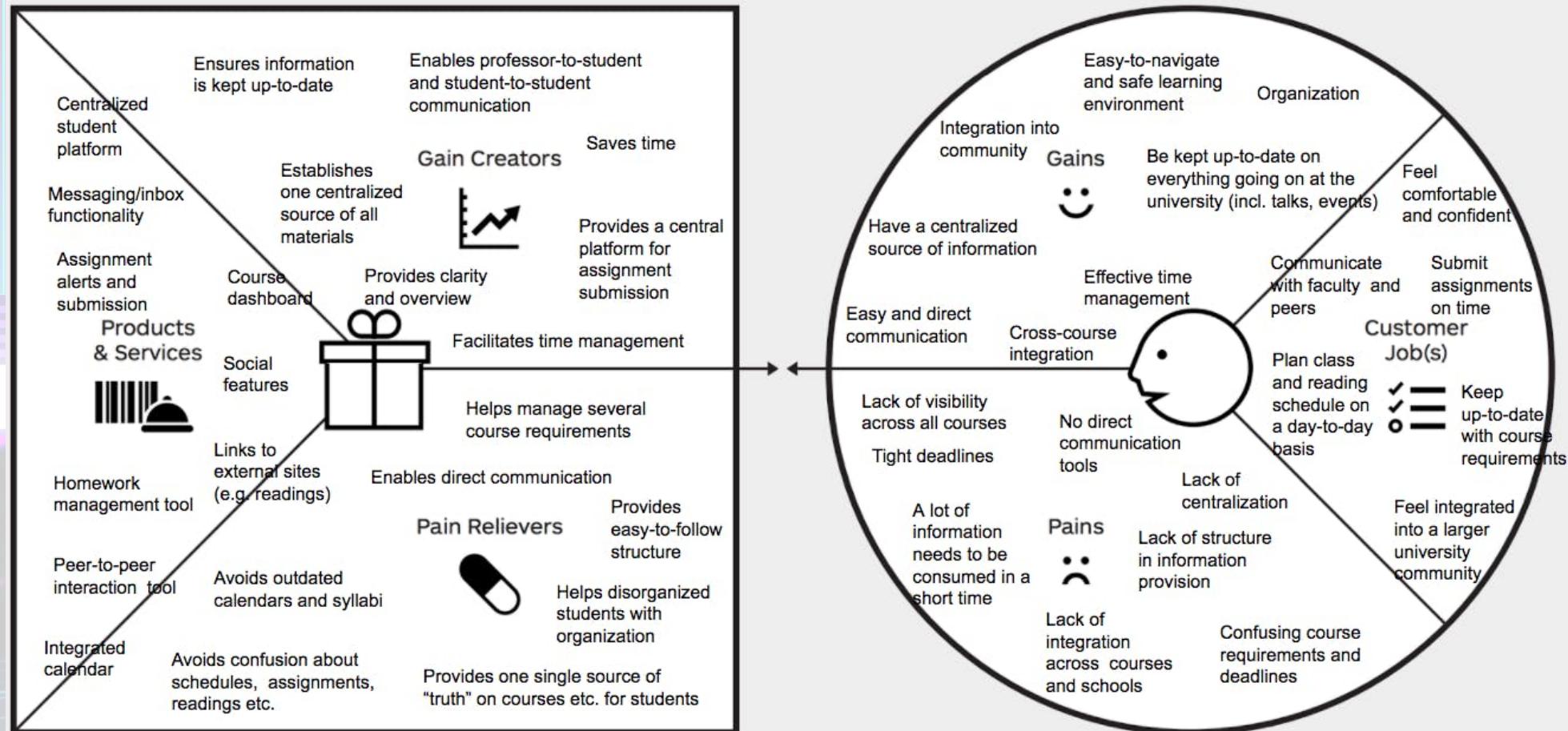


Value Proposition Canvas

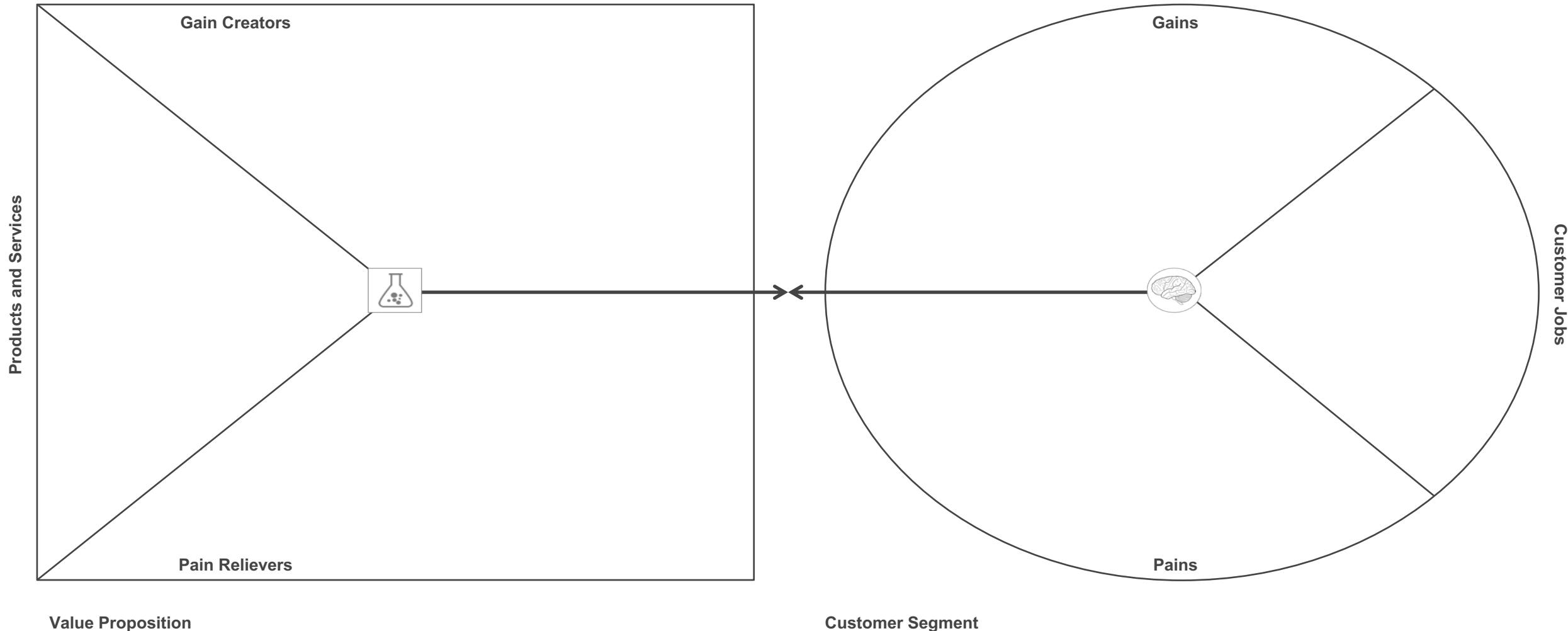
Value Proposition Canvas is a business model tool that helps you make sure that a company's product or service is positioned around customers' values and needs. The tool has been created by Alexander Osterwalder, Yves Pigneur, and Alan Smith. The same authors of the Business Model Canvas, aiming to map the value perceived by customers. The primary purpose is, therefore, to create a fit between the product and market. For this to happen, the Value Proposition Canvas explores more deeply these two (out of the nine) blocks from the Business Model Canvas: Customer Segment and Value Proposition.

Value Proposition Canvas Example

Value proposition: A centralized learning and assignment management platform for students of the Harvard University community
Customer segment: Students of the Harvard University community

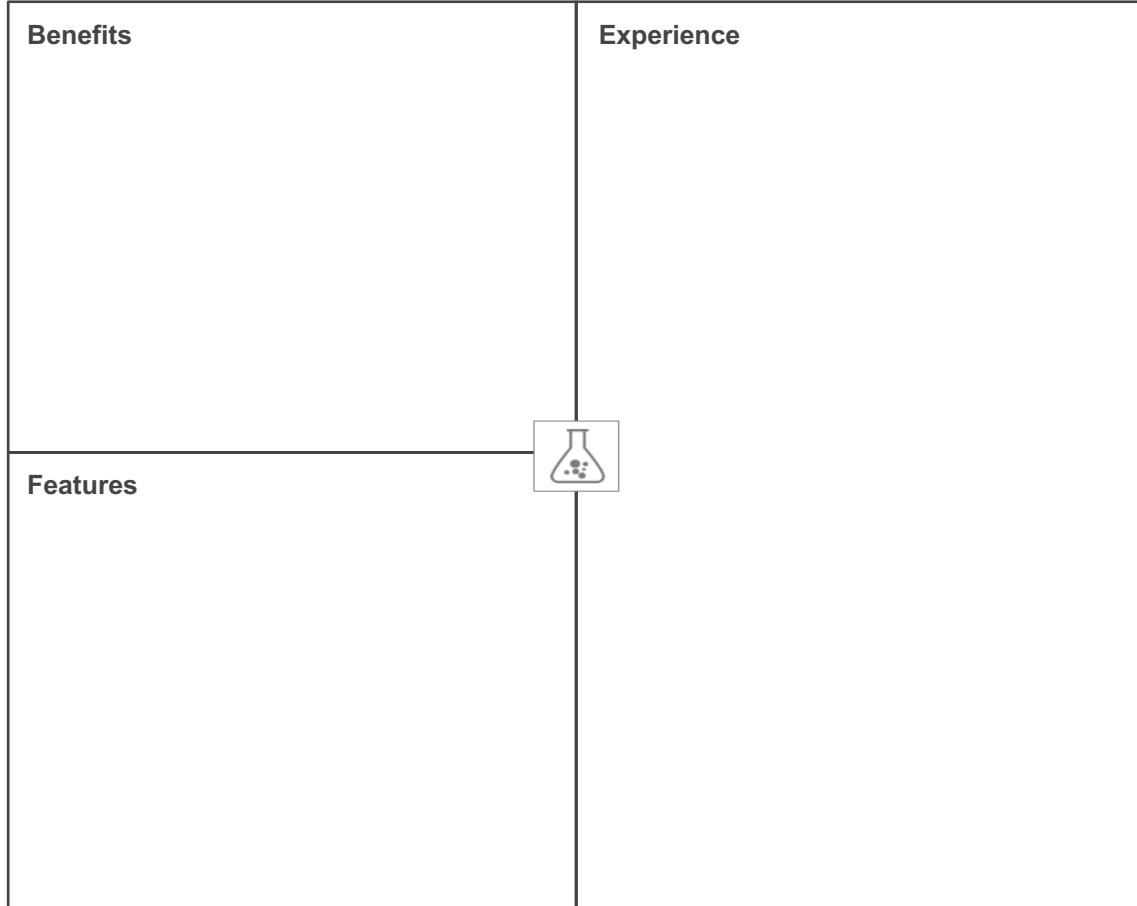


Value Proposition Canvas

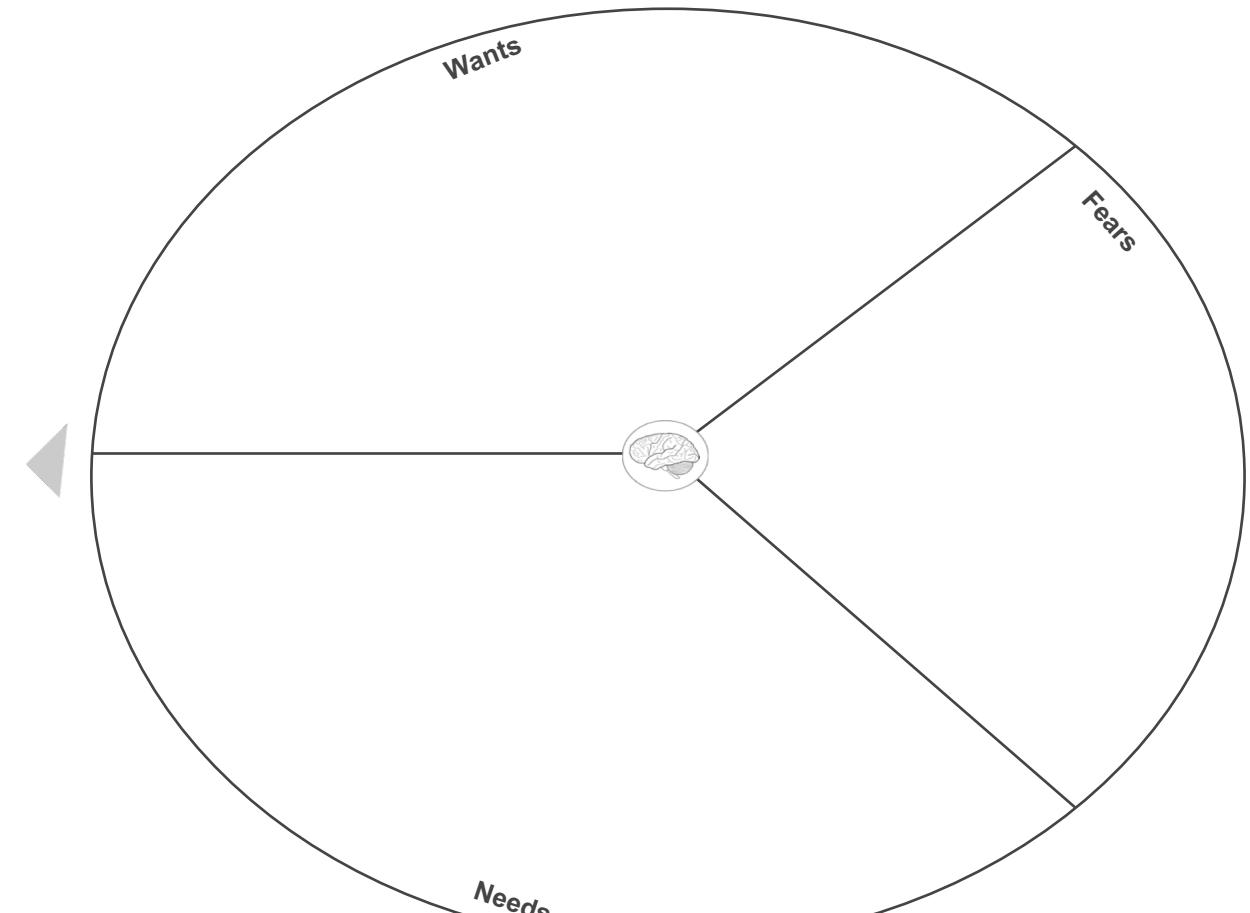


Value Proposition Canvas

Product



Customer



Product

Ideal Customer

Substitutes

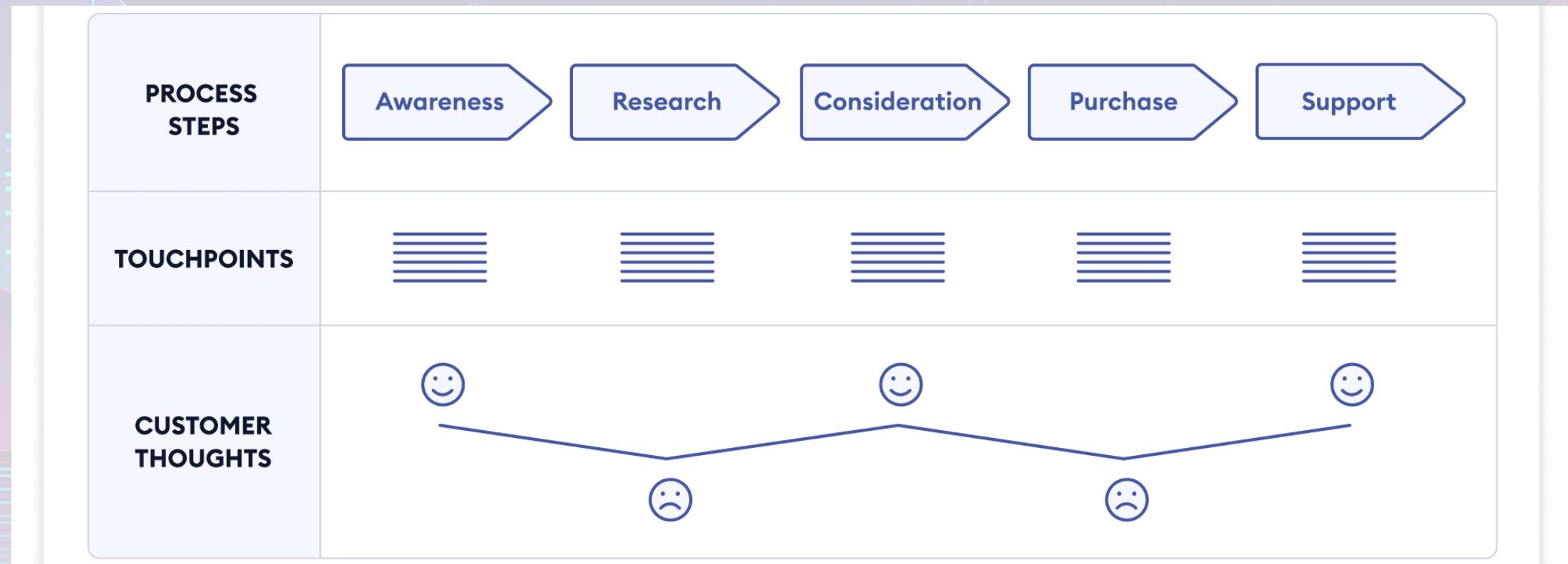
Customer Journey Map (1)

A customer journey map is a visual tool that helps you define your customers' needs, problems and engagement with your brand. When used properly, a map can be a vital component of effective project management.

The map is laid out as a timeline that plots every interaction a customer has with your business from awareness to repeat business. It helps you see what the customer experiences at every touchpoint.

For example, a customer journey map might help you see that a customer has trouble evaluating your product through your mobile website, couldn't find the information they needed online, appreciated your in-store customer service and decided to purchase again.

Customer Journey Map (2)



Customer Journey Map (3)

A customer journey map helps you gain a better understanding of your customers so you can spot and avoid potential concerns, make better business decisions and improve customer retention.

The map helps you see which touchpoints your customers love, so you can emphasize those, and where there are common pain points you want to improve.

You can use the map to create standard operating procedures in your business, train your staff, help all team members better understand your customers, and improve your product or service for a better user experience.

Customer Journey Map (4)

To create a customer journey map:

- 1. Decide what to measure.** Get clear on your goals, so you know what to look for as you plot your customer journey.
- 2. Create your customer persona.** Start with knowing which buyer you're focused on and what their general needs and wants are.
- 3. Define your customer buying phases.** What are the stages your customer goes through between discovering their problem and deciding to purchase your product or service?
- 4. Plot your touchpoints.** Within each phase, where does your customer interact with your brand?

Customer Journey Map (5)

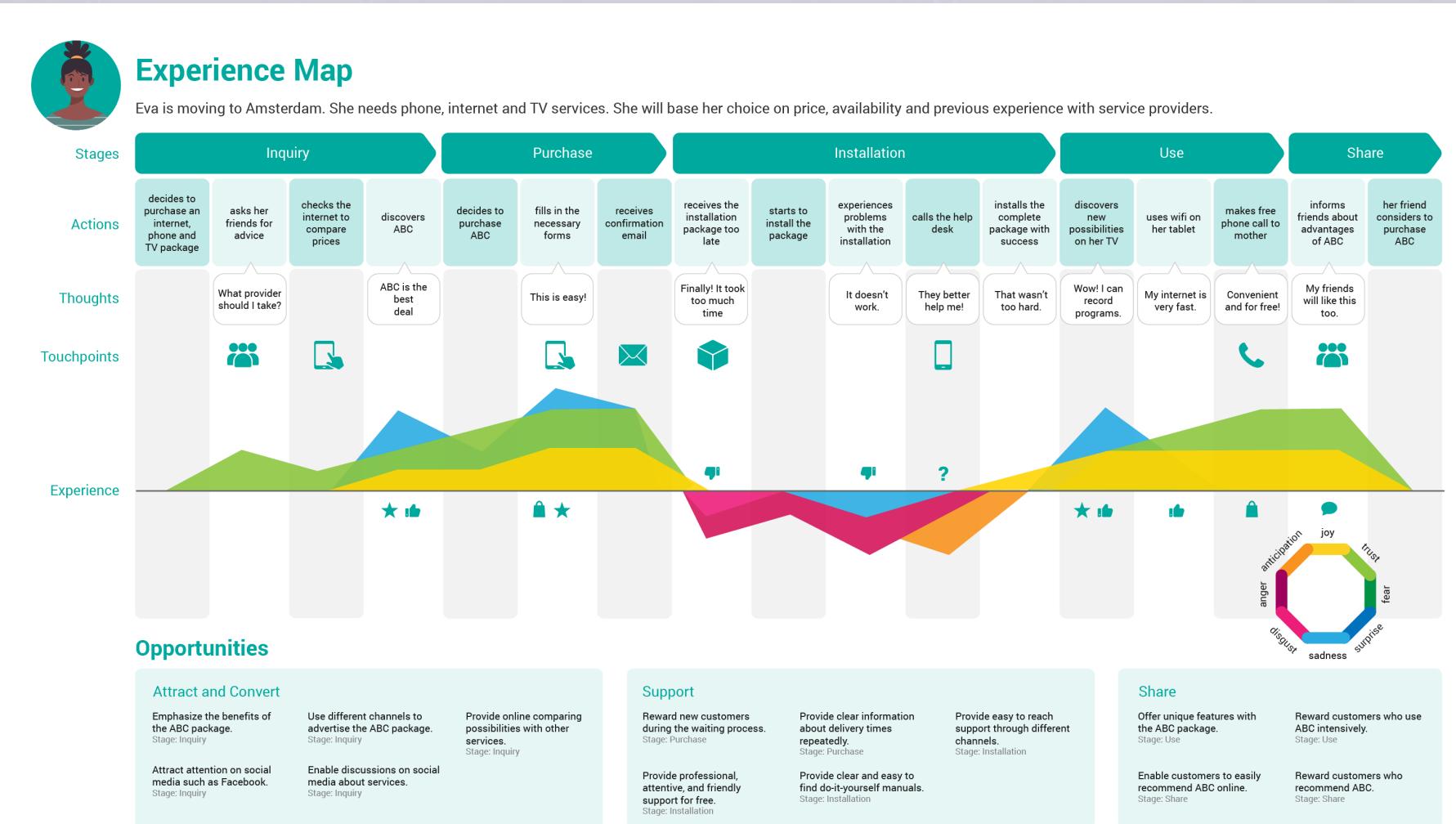
5. Add customer thoughts, actions and emotions. At each touchpoint, what is the customer prompted to think, do and feel?

6. Note your opportunities. Based on your goals and what you discover through your customer journey map, which changes can you make at each touchpoint or within each phase to improve the customer experience?

Customer Journey Map Example

Customer Journey Map									
Stage	Awareness		Consideration		Decision		Delivery & Use		Loyalty & Advocacy
CUSTOMER ACTIVITIES	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add groceries to a shopping cart	Make an order	Receive or pick up on order	Contact customer service	Enjoy groceries	Order again / order more	Share experience
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select products easily, get inspired	Order effortlessly	Receive / pick up an order effortlessly and when needed	Get help if problems appear, request for refund	Have right and good quality ingredients	Repeat good customer experience	Share feelings, give feedback
TOUCHPOINTS	 Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media	  	Website, app, order confirmation email	Delivery service, packing, messages (email, SMS, phone)	 Phone, email, chat	Food products, packages, other materials	   	Word of mouth, social media
EXPERIENCE	5	4	3	2	1	5	4	3	2
BUSINESS GOAL	Interested, curious	Requires effort but excited	Excited	"Payment is painful"	Requires effort, happy when received	Frustrated	Satisfied	"This is easy"	"I have to share this"
KPI	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Deliver on time and minimize a delivery window	Increase customer service satisfaction, minimize waiting	Make products to match expectations	Increase retention rate and order value / frequency	Turn customers to advocates, turn negative experiences to positive
ORGANISATIONAL ACTIVITIES	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value & frequency	Viral coefficient, customer satisfaction
RESPONSIBLE	Create marketing campaigns and content both offline and online, PR	Create marketing campaigns and content both offline and online	Optimize grocery shopping experience	Optimize online purchase funnel, order handling	Picking & delivery	Organize customer service	Develop products & product range	Target marketing, make re-ordering easy, upselling / cross-selling	Manage feedback and social media, develop sharing / inviting chances

Customer Journey Map Example



Customer Journey: Buyer's Journey

Awareness Stage

Consideration Stage

Decision Stage

What is the customer thinking or feeling?

[Your info here]

[Your info here]

[Your info here]

What is the customer's action?

[Your info here]

[Your info here]

[Your info here]

What or where is the buyer researching?

[Your info here]

[Your info here]

[Your info here]

How will we move the buyer along his or her journey with us in mind?

[Your info here]

[Your info here]

[Your info here]

Customer Journey: Current State	Step 1	Step 2	Step 3	Step 4	Step 5
<i>What is the customer thinking or feeling?</i>	[Your info here]				
<i>What is the customer's action?</i>	[Your info here]				
<i>What is the customer's touchpoint with the business?</i>	[Your info here]				
<i>What do we want to change about this step?</i>	[Your info here]				
<i>How and/or why will we make this</i>	[Your info here]				

Customer Journey: Lead Nurturing

Stranger

Subscriber / Lead

MQL

Opportunity / Demo

Deal Closed to Go-Live/Handoff

What is the lead thinking, feeling, or doing?

[Your info here]

Who from our company is the lead hearing from or talking to?

[Your info here]

What content from our company is the lead interacting with?

[Your info here]

What can we do to expedite this process?

[Your info here]

What can we do

Customer Journey: Service & Support	Normal Use	Notices Issue or Has Complaint	Asks for Help / Contacts Support	Speaks with Support or Rep	Resolves Conflict / Issue
<i>What is the customer feeling?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	
<i>Why is the customer feeling this way?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	
<i>How do we communicate with the customer?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	
<i>What action do we take in the background?</i>	[Your info here]	[Your info here]	[Your info here]	[Your info here]	

How to pitch (1)

- 1. Introduce the context :** Use storytelling or a photo or a fact that helps you to present the situation you want to work on
- 2. Your understanding of the problem :** In this slide, you need to explain why this is happening, because of what and what's missing
- 3. The solution you suggest :** According to you, what is the solution that can solve the problem. The solution is not your business idea!
- 4. Your creative idea :** What's your creative idea, an application? a store? an object? Who does it target and what does it do?
- 5. Your target customers and user :** Who is your target customer and your target user (if they are different)? describe the need of your target and in which situation he needs your solution?

How to pitch (2)

- 6. How does it work? :** What are the steps and the features? what are the differents options, show your prototype and explain how it works.
- 7. What about implementation challenges? :** In this slide, highlight the prerequisite to implement your idea or show the simplicity of its integration.
- 8. What's the benefit of your solution on your customer? :** Every green business has an impact, it improves people lives. tell us how your project does it.

Don't forget

- **Collaboration is Essential**
- **Embrace Iteration and Agility**
- **Think Beyond the Box**
- **Learn and Improve**
- **Celebrate Every Step**
- **Stay Open-Minded**

