



Build it right



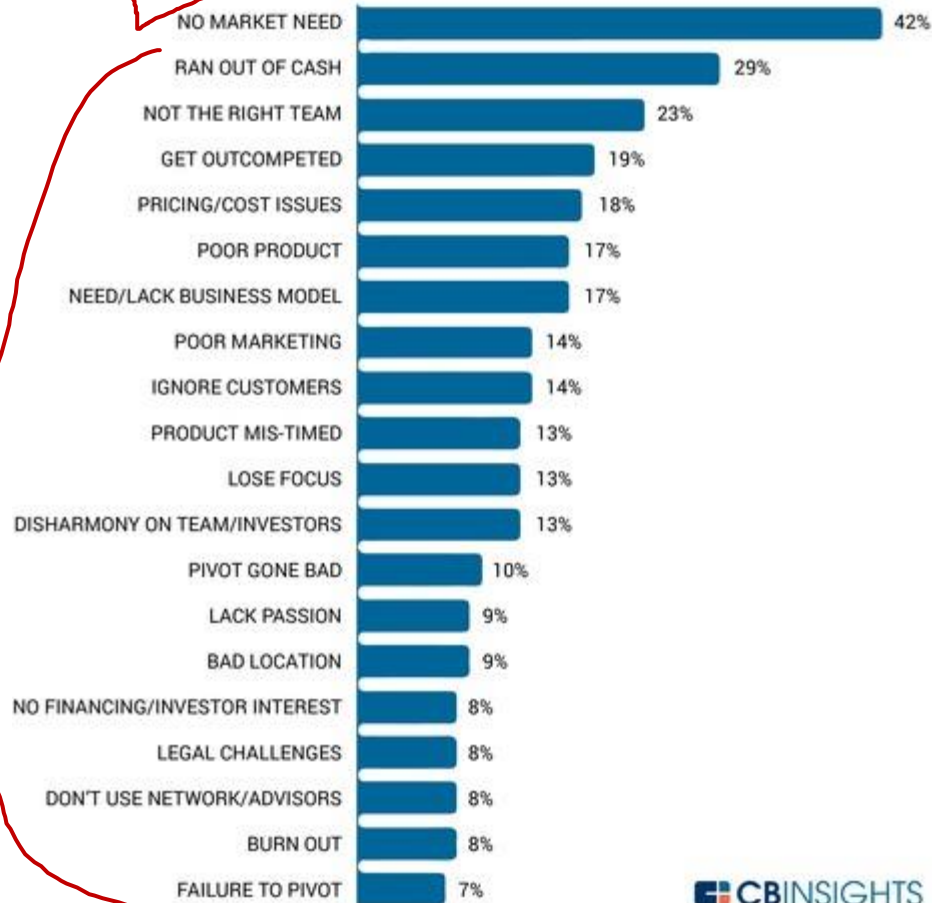
Why?



# Why Startups Fail?

## THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems



CBINSIGHTS

So, where do I begin?



## Where should I not begin?

- Do not start with a solution!

# Where should I not begin?



Do not start with a solution!

That is like making a key and then finding the right door.

# Where should I begin?

- Fall in love with a problem, not the solution.

# Design Thinking





# Process of Design Thinking

✓  
**Empathise**



✓  
**Define**



✓  
**Ideate**



✓  
**Prototype**



✓  
**Test**



# Empathize

**Empathise**



# Empathize



# Empathize

Jobs to be done: McDonald's Milk Shake

# Define

**Empathise**



**Define**





# Define



# Define

## Denmark Elderly Food Problem

- Home for elderly
- State sponsored care homes
- Deteriorating health of elderly

# Define

When context occurs,  
customer type who has characteristic and characteristic, have problem.  
Because of this, they feel emotion, then experience quantifiable impact.  
Currently, they use alternative solutions despite disadvantages.

Note: There is no mention of what you are building



# Define

**When going to office in rush hours of morning,**  
**young professional** who are working in large cities, **don't find travel options on time.**

Because of this, they feel **stressed**, then **they are delayed to work.**

Currently, they use **public transport/auto/taxi**, despite **high fare, inconvenience,**  
**uncertainty.**

Note: There is no mention of what you are building

# Define

**When getting the kids ready for school in the morning,**

Parents **who are working,** **have a time crunch to prepare tiffin for kids.**

Because of this, they feel **stressed/rushed,** then they are late for work, pack **unhealthy/ready to eat food that lacks nutritional value.**

Currently, they **use maids/help from grandparents** despite **maids don't come on some** days/uncertainty or **maids are not trained in cooking good food.**

**Note: There is no mention of what you are building**

# Define

When buying pets online,  
first time pet buyers who live in remote areas, don't get delivery of pets.

Because of this, they are inconvenienced, then have to spend time and money on traveling to big city.

Currently, they use some online stores/websites despite disadvantages delivery time is long.

Note: There is no mention of what you are building

# Problem Statement Canvas

<b>1.</b> <b>CONTEXT</b> When does the problem occur?	<b>3.</b> <b>PROBLEM</b> What is the root cause of the problem?	<b>5.</b> <b>ALTERNATIVES</b> What do customers do now to fix the problem?
<b>2.</b> <b>CUSTOMERS</b> Who has the problem most often?	<b>4.</b> <b>EMOTIONAL IMPACT</b> How does the customer feel?  <b>QUANTIFIABLE IMPACT</b> What is the measurable impact (include units)?	<b>6.</b> <b>ALTERNATIVE SHORTCOMINGS</b> What are the disadvantages of the alternatives?

# Ideate

✓  
**Empathise**



✓  
**Define**



**Ideate**



Ideate



# Ideate

GE Healthcare for Children



# Prototype and Test

✓  
**Empathise**



✓  
**Define**



✓  
**Ideate**

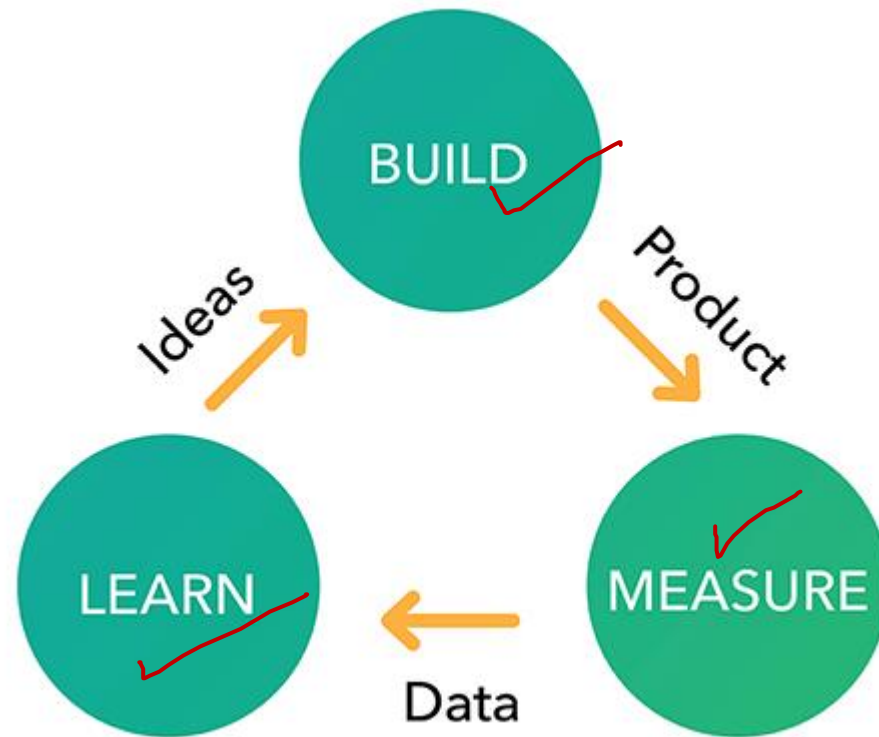


✓  
**Prototype**





# Prototype and Test



# Prototype and Test

**Empathise**



**Define**



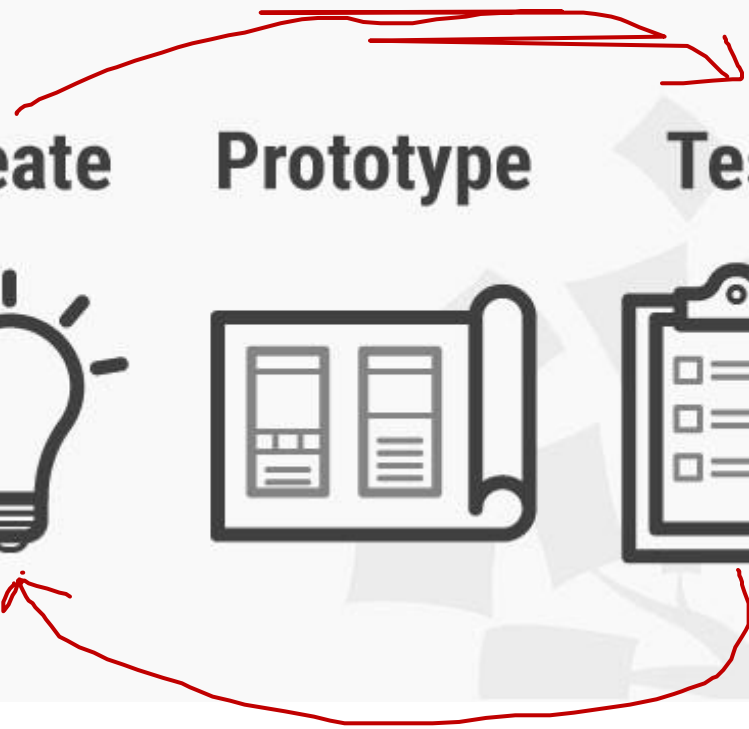
**Ideate**



**Prototype**



**Test**



# Prototype and Test

- Paper sketch
- Wireframes
- Hardware prototype
- Video

---

**Done!!**