

ANALOGY

► Use the known to
engage with the new

Analogy Exercise:

How to give „grib“ to your synthesis by analogous fields

By the Course Coaching Team

Where we have left of ...

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

► Make sense of data for a common stepping stone



Module 4

DIVERSITY

► Enable selforganisation of teams for high performance creativity



Module 5

SYNTHESIS

► Make sense of data for a common stepping stone

Observe

Module 6

ANALOGY

► Use the known to engage with the new

Point of View

Module 7

SPACE

► Design space that defines (Inter-)action



Module 8

ITERATION

► Fall early to learn together at high speed

Proto-type

Module 9

STORYTELLING

► Involve the collective mind and heart

Test

Analogy

STRATEGIC DESIGN THINKING PRINCIPLES

ANALOGY

► Use the known to engage with the new



Module 4

DIVERSITY

► Enable selforganisation of teams for high performance creativity



Module 5

SYNTHESIS

► Make sense of data for a common stepping stone

Observe

Module 6

ANALOGY

► Use the known to engage with the new

Point of View

Module 7

SPACE

► Design space that defines (Inter-)action



Module 8

ITERATION

► Fall early to learn together at high speed

Proto-type

Module 9

STORYTELLING

► Involve the collective mind and heart

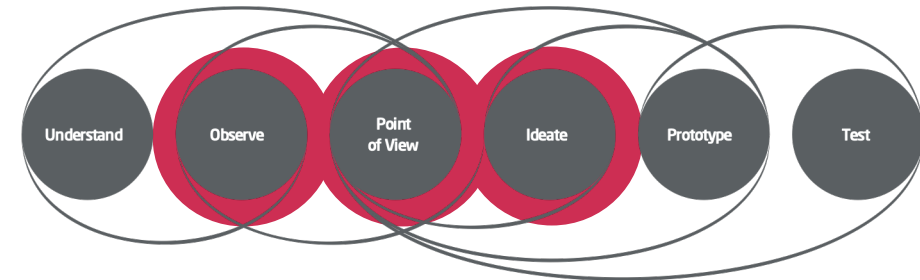
Test

Analogy in the Process

STRATEGIC DESIGN THINKING PRINCIPLES

ANALOGY

► Use the known to engage with the new



Analogies to give “Grip” to your Synthesis

3. DESIGN TASK

„HOW MIGHT WE HELP Klaus to work on his lessons at any moment, in any place and in any space of time?”

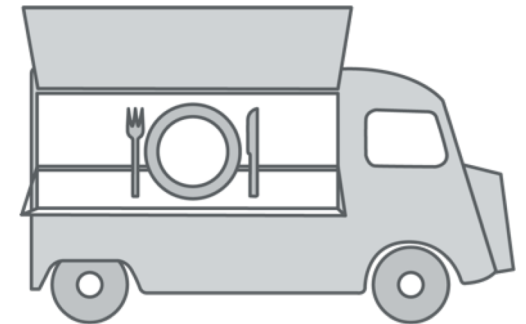
1. DISCOVERY

„WE WERE SURPRISED to discover that online courses’ big plus is the self-paced learning .”

2. USER

„WE MET Klaus, 32 y., busy product manager of a global food company

Not a whole menu....but small bites you can take from a mobile food truck.



Analogy Exercise

IDEA ENERGIZER

Module 6



» Increase your creativity by getting inspired from various analogous fields.

You want to energize your creativity.

PREPARATION

1. Get in contact with another course mate or someone from your personal background.
2. Get your POV of Module 5 ready.

ANALOGIES

STEPS (45 min)

1. 10 min: Analyze your POV's How-Might-We-Question and collect analogies that have similarities to the user's problem and/or the way the user should feel with your idea. Take these Analogy Finders as help:
 - a) Who is doing well in what you want to achieve? (Extreme Performers)
 - b) Which other field in nature, science, technology, culture or fiction shows similarities to your task?
2. 15 min: Select 3 Analogies that you like the most and visualize them. You can do that by drawing sketches or searching for pictures online. Afterwards, insert them on the right.
3. 5 min: Brainstorm possible solution. Go for quantity and go wild.
4. Select one idea that is the most user-centric, the most daring and innovative – and the one you personally would like to found a startup with. This is your new solution.
5. 15 min: Fill out the Solution Documentation template.

Your name and contact information optional



10



Synthesis Exercise

NEED MIXER

Module 5



» Make sense of interview data by analyzing multiple users' perspectives.

You want to deconstruct, mix and reconstruct findings for a synthesized Point of View (POV).

PREPARATION

1. Find a partner in the course community.
2. Take your filled-out Interview template from Module 1.
3. Watch the video tutorial and get familiar with the Synthesis Frameworks.

STEPS (45 min)

1. 10 min: Present your interview documentation to your partner. Start to think about possible connections between findings (positive, negative quote, functional and emotional need).
2. 10 min: Play around with your findings and explore different Synthesis Frameworks. What are your new discoveries?
3. 20 min: Create different POV's using the discovery, describing users that fit to these discoveries and new How-Might-We-Questions.
4. 5 min: Choose one of the POV's that gives you the strongest motivation to directly start brainstorming ideas (which you can do if you want).

POINT OF VIEW

2. User: "We met ..."

Danni, 40 y/o, a highly motivated everyday learner

1. Discovery: "We were surprised ..."

Although learning is something that she likes doing, she often has a problem to make clear to others that it is a real investment that shall be recognized.

3. Design Task: "How might we help ...?"

How might we help Danni to easily express to others that her learning process is an investment?

Your name and contact information (optional)

Miriam Steckl, miriam.steckl@hpi-academy.de



Analogy Exercise

IDEA ENERGIZER

Module 6



» Increase your creativity by getting inspired from various analogous fields.

You want to energize your creativity.

PREPARATION

1. Get in contact with another course mate or someone from your personal background.
2. Get your POV of Module 5 ready.

ANALOGIES

STEPS (45 min)

1. 10 min: Analyze your POV's How-Might-We-Question and collect analogies that have similarities to the user's problem and/or the way the user should feel with your idea. Take these Analogy Finders as help:
 - a) Who is doing well in what you want to achieve? (Extreme Performers)
 - b) Which other field in nature, science, technology, culture or fiction shows similarities to your task?

POINT OF VIEW 1

3. DESIGN TASK: How Might We help

Danni to easily express to others that her learning process is an investment?

1. DISCOVERY: We were surprised to discover

that although learning is something that she likes doing, she often has a problem to make clear to others that it is a real investment that shall be recognized.

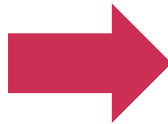
2. USER: We met

Danni, a highly motivated everyday learner.



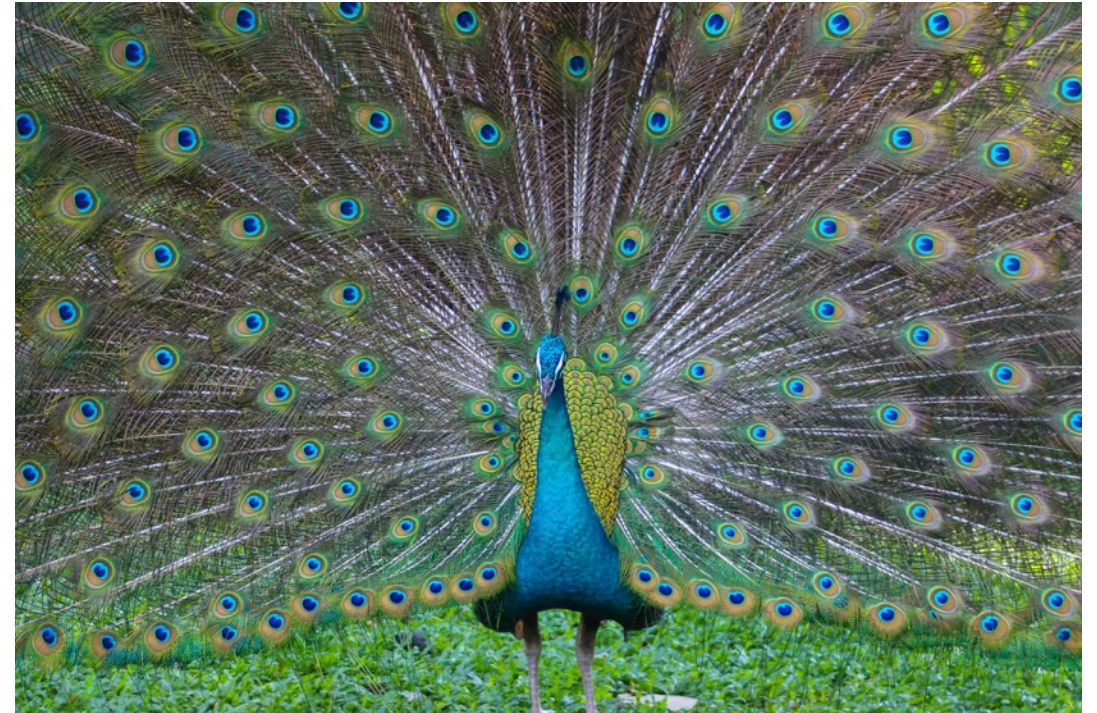
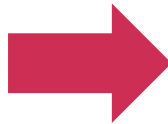
Point Of View into Analogies

**How might we help
Danni to easily
express to others that
her learning process is
an investment?**



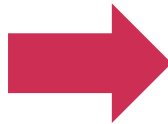
Point Of View into Analogies

**How might we help
Danni to easily
express to others that
her learning process is
an investment?**



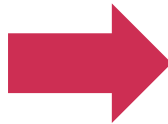
Point Of View into Analogies

**How might we help
Danni to easily
express to others that
her learning process is
an investment?**



Point Of View into Analogies

**How might we help
Danni to easily
express to others that
her learning process is
an investment?**



Analogy Exercise

IDEA ENERGIZER

Module 6



» Increase your creativity by getting inspired from various analogous fields.

You want to energize your creativity.

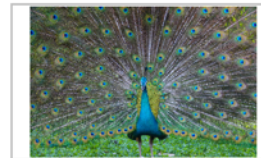
PREPARATION

1. Get in contact with another course mate or someone from your personal background.
2. Get your POV of Module 5 ready.

STEPS (45 min)

1. 10 min: Analyze your POV's How-Might-We-Question and collect analogies that have similarities to the user's problem and /or the way the user should feel with your idea. Take these Analogy Finders as help:
 - a) Who is doing well in what you want to achieve? (Extreme Performers)
 - b) Which other field in nature, science, technology, culture or fiction shows similarities to your task?
2. 15 min: Select 3 Analogies that you like the most and visualize them. You can do that by drawing sketches or searching for pictures online. Afterwards, insert them on the right.
3. 5 min: Brainstorm possible solution. Go for quantity and go wild.
4. Select one idea that is the most user-centric, the most daring and innovative - and the one you personally would like to found a startup with. This is your new solution.
5. 15 min: Fill out the Solution Documentation template.

ANALOGIES



Your name and contact information optional

Miriam Stecki, miriam.steckl@hpi-academy.de



10



Examples - Ideas inspired by..



Like a peacock,...

- Danni could display her learning results with connection to the learning sources
- She could wear a very special dress to underline the importance and her pride of the results



Like a thermometer...

- We could help her tracking and document her learning efforts
- She could check her energy invest in real time

Documentation Block 2



Iterated Idea



Solution



Good Solution

Module 1

EMPATHY

► Step into your user's shoes to get game-changing inspiration

Module 2

PROTOTYPING

► Accelerate decisions by making ideas tangible

Module 3

SYSTEMS THINKING

► Manage complexity by interrelated actions

Module 4

DIVERSITY

► Enable selforganisation of teams for high performance creativity

Module 5

SYNTHESIS

► Make sense of data for a common stepping stone

Module 6

ANALOGY

► Use the known to engage with the new

Module 7

SPACE

► Design space that defines (Inter-)action

Module 8

ITERATION

► Fall early to learn together at high speed

Module 9

STORYTELLING

► Involve the collective mind and heart

IDEA DOCUMENTATION BLOCK 1 Module 3

» Review your idea after testing it in the system.
You want to incorporate the feedback from stakeholders and users by adding details and/or modifications to your initial idea.

For documentation, paste your How-Might-We-Question from the Idea Springboard template here.

ITERATED IDEA (15 min)
Name of the iterated idea

Description: Product, process, service, ...

Key function for user: Helps the user to better (functional need) ...

Emotional benefit: So that the user feels (emotional need) ...

Your name and contact information: optional

HPI Hasso Plattner Institut

SOLUTION DOCUMENTATION BLOCK 2 Module 6

» Define your solution that has been amplified by multiperspectivity.
You want to describe your solution more detailed as a basis for Block 3.

For documentation, paste your POV from the Need Mixer template here.

SOLUTION (15 min)
Name of the solution

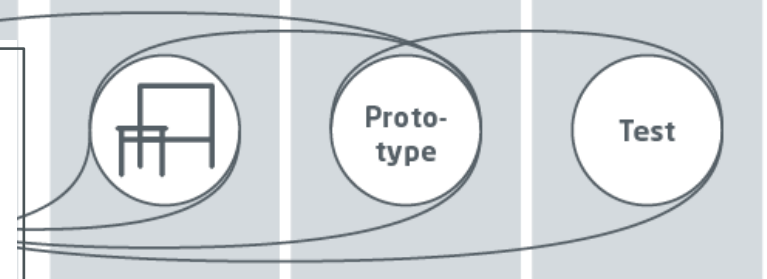
Description: Product, process, service, ...

Key function for user: Helps the user to better (functional need) ...

Emotional benefit: So that the user feels (emotional need) ...

Your name and contact information: optional

HPI Hasso Plattner Institut



Solution Documentation Block 2

SOLUTION DOCUMENTATION BLOCK 2

Module 6

» Define your solution that has been amplified by mutliperspectivity.

You want to describe your solution more detailed as a basis for Block 3.

For documentation, paste your POV from the Need Mixer template here.

Draw a quick sketch of your solution and insert a photo of it here.

SOLUTION (15 min)

Name of the solution

Description Product, process, service, ...

Key function for user Helps the user to better (functional need) ...

Emotional benefit So that the user feels (emotional need) ...

Your name and contact information optional

 Use condition to Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International Public License

11

 Hasso Plattner Institut
HPI Academy - Education for Professionals

Solution Documentation Block 2

SOLUTION DOCUMENTATION BLOCK 2

Module 6

» Define your solution that has been amplified by mutliperspectivity.

You want to describe your solution more detailed as a basis for Block 3.

For documentation, paste your POV from the Need Mixer template here.

Draw a quick sketch of your solution and insert a photo of it here.

SOLUTION (15 min)

Name of the solution

Description Product, process, service, ...

Solution Documentation Block 2

SOLUTION DOCUMENTATION BLOCK 2

Module 6

» Define your solution that has been amplified by mutliperspectivity.

You want to describe your solution more detailed as a basis for Block 3.

For documentation, paste your POV from the Need Mixer template here.

Draw a quick sketch of your solution and insert a photo of it here.

SOLUTION (15 min)

Name of the solution

Description Product, process, service, ...

Key function for user Helps the user to better (functional need) ...

Emotional benefit So that the user feels (emotional need) ...

Your name and contact information optional

 Use condition to Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International Public License

11

 Hasso Plattner Institut
HPI Academy - Education for Professionals

Solution Documentation Block 2

SOLUTION DOCUMENTATION BLOCK 2

Module 6

» Define your solution that has been amplified by mutliperspectivity.

You want to describe your solution more detailed as a basis for Block 3.

For documentation, paste your POV from the Need Mixer template here.

Danni, a highly motivated everyday learner. Although learning is something she likes, she often has problems making it clear to others that it's an investment that shall be recognized. HMW help Danni to easily express to others that her learning process is an investment?

SOLUTION (15 min)

Name of the solution

The learn investment tracker

Description Product, process, service,...

An online tool that automatically tracks: learning sources, learning time, learning modes (reading, writing, thinking), and amount of non-learning moments.

Key function for user Helps the user to better (functional need)...

It helps Danni to have a neutral evaluation of her learning investment including a visualisation that is automatically connected to the learning result (document) for the result user.

Emotional benefit So that the user feels (emotional need)...

I release her from the burden to justify her time investment and appreciation is not a matter of individual expression but has a factual tool.

Draw a quick sketch of your solution and insert a photo of it here.



Your name and contact information optional

Miriam Steckl, miriam.steckl@hpi-academy.de



ANALOGY

► Use the known to
engage with the new

Analogy Exercise

Have fun
and share your results and learnings
with the community!

By the Course Coaching Team

For internal use only

This presentation is subject to the sole rights of the HPI Academy, Potsdam. It is subject to intellectual property rights, copyrights, and ancillary copyrights. These documents may solely be used to present the HPI Academy and its services. Further use of any kind is not allowed. All rights of use of this concept remain explicitly with the author. In particular, any private or third-party use is prohibited without the consent of the HPI Academy and infringements will be prosecuted according to civil and criminal law.

© HPI Academy, Potsdam, 2021



HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy
August-Bebel-Str. 88
14482 Potsdam
Germany

Phone: +49-331-5509-565
Fax: +49-331-5509-128
Email: info@hpi-academy.de

www.hpi-academy.de