



DESIGN THINKING AND PRACTICE: PRODUCT MARKET FIT VALIDATION

Bernard Suen
Center for Entrepreneurship
Chinese University of Hong Kong



Center for
Entrepreneurship

REFINING YOUR “USER” UNDERSTANDING

Point of View

User (Who)	Experience (What)	Needs (Why)

WHO

WHAT

WHY

HOW

HOW MUCH

THE PROBLEM: focusing on who, what and why.

Who owns the problem?

What is the pain point?

Why should the need be addressed and **why you?**

USER SEGMENTATION - FINDING YOUR EARLY ADOPTER

Segments	Origin	Duration	Levels	Faculty	Ethnic Backgnd	College
1	Local	Full Time	Undergraduate	Arts	Chinese	Chung Chl
2	PRC	Part Time	Master	Science/ Engineering	Other Asian Pacific Countries	New Asia
3	Foreign	Exchange	PhD	Business Admin	EU (Britain)	United
4				Social Science	N. America	Morningside
5					S.America	S.H.Ho
6					Middle Asia/ East Europe/ Others	C.W. Chu
						Wu Yee Sun
						Chung Chl
						Lee Woo Sing

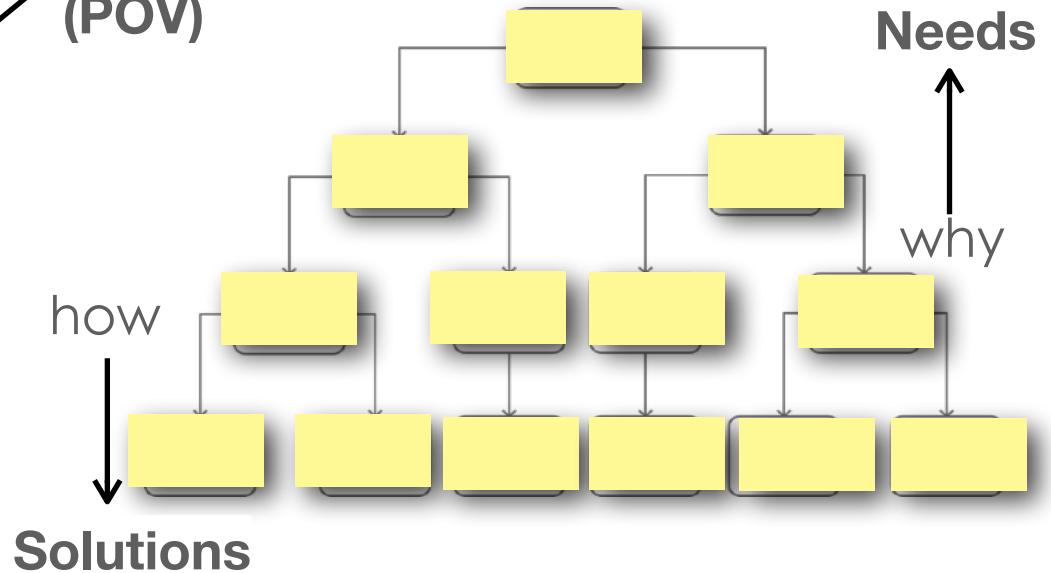
**Segmentation
Table**

FROM USER TO CUSTOMER & OTHER STAKEHOLDERS

Why-How Laddering

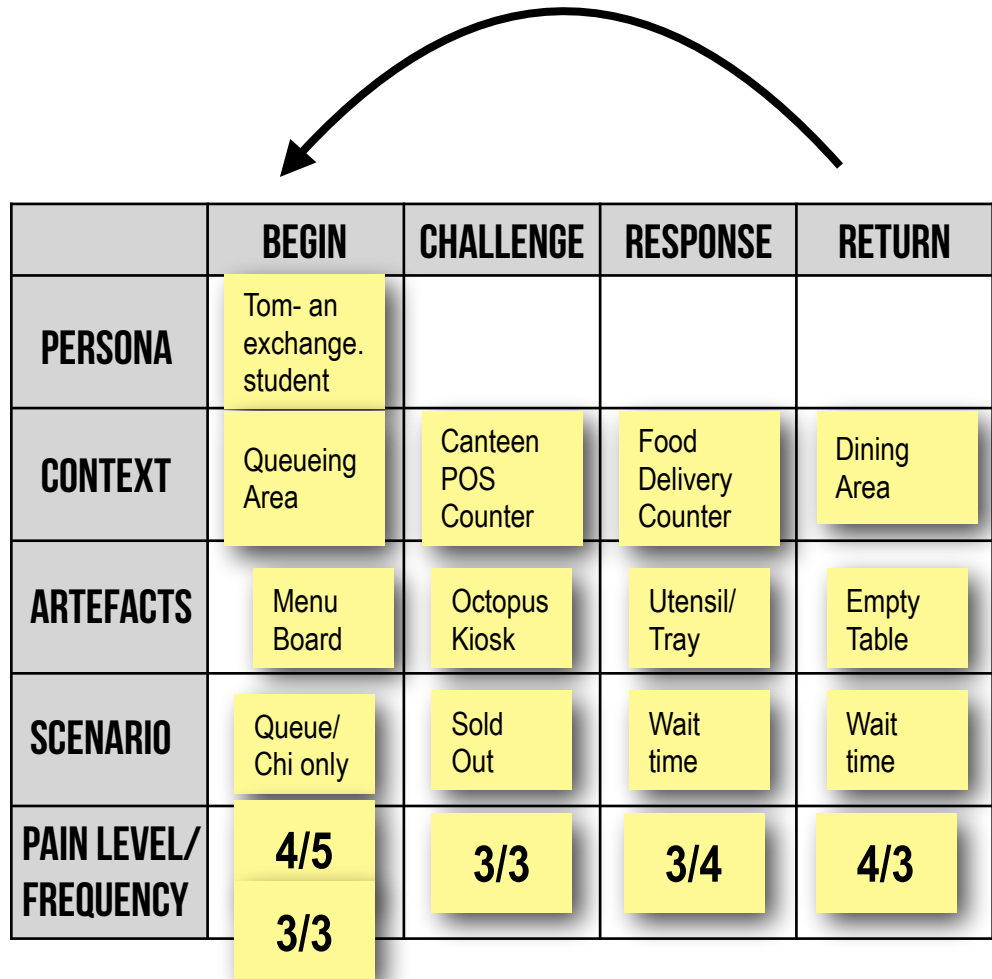
problem
statement
(POV)

How might we...



Source: Interaction Design
Foundation

Journey Mapping



FREQUENCY

+

can't read
menu

wait in long
line

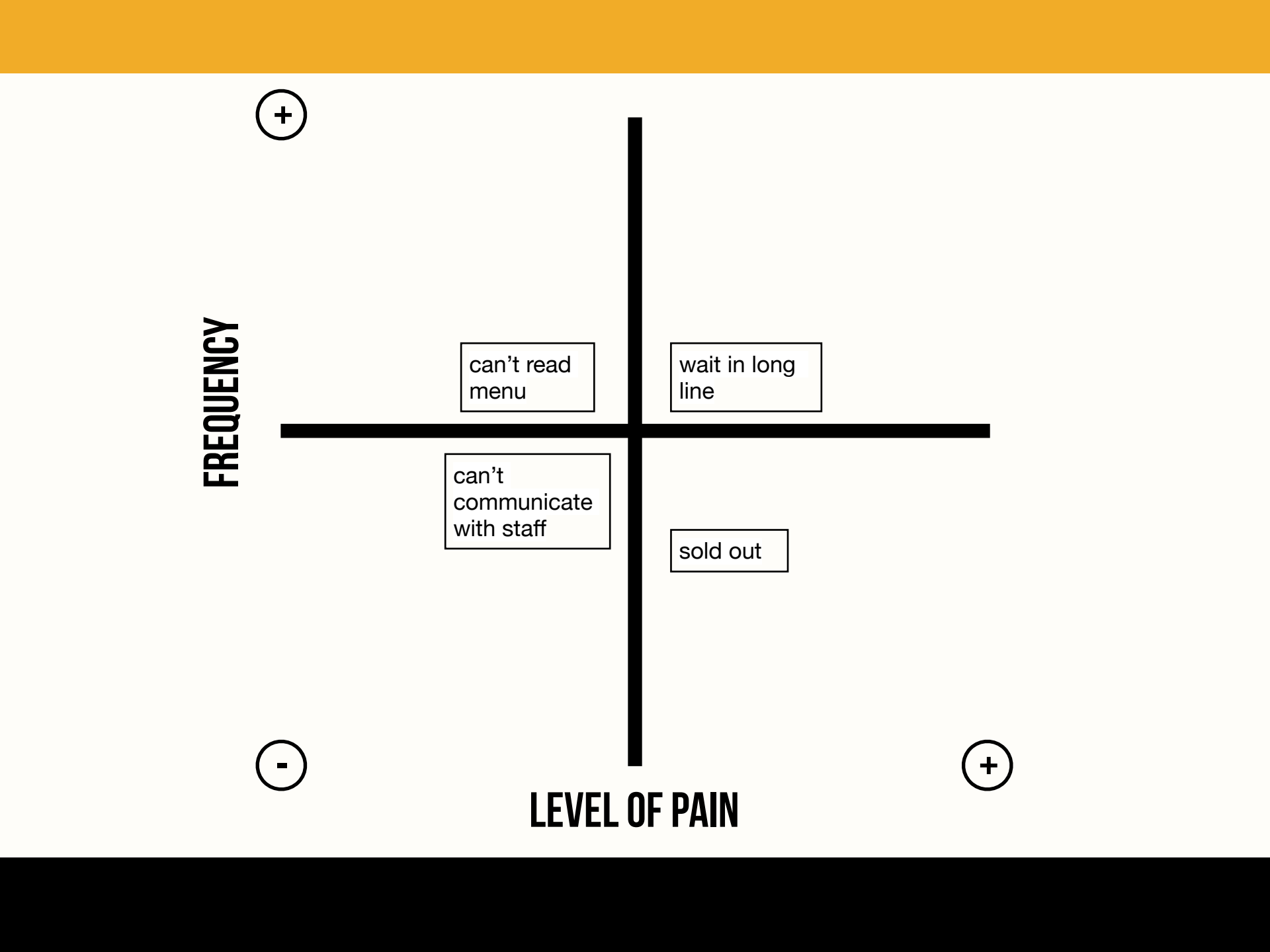
can't
communicate
with staff

sold out

-

+

LEVEL OF PAIN



FROM PROBLEM SPACE TO SOLUTION SPACE



THE LEAN STARTUP APPROACH



THE SOLUTION: focusing on how, and how much.

How do you connect solution to problem, resources to market? How much will it take to deliver the results (values) and yield the return investors are looking for?

Key Partners

Key Activities

**Value
Propositions**

**Customer
Relationships**

**Customer
Segments**

HOW?

WHAT/WHY?

WHO?

Key Resources

Channels

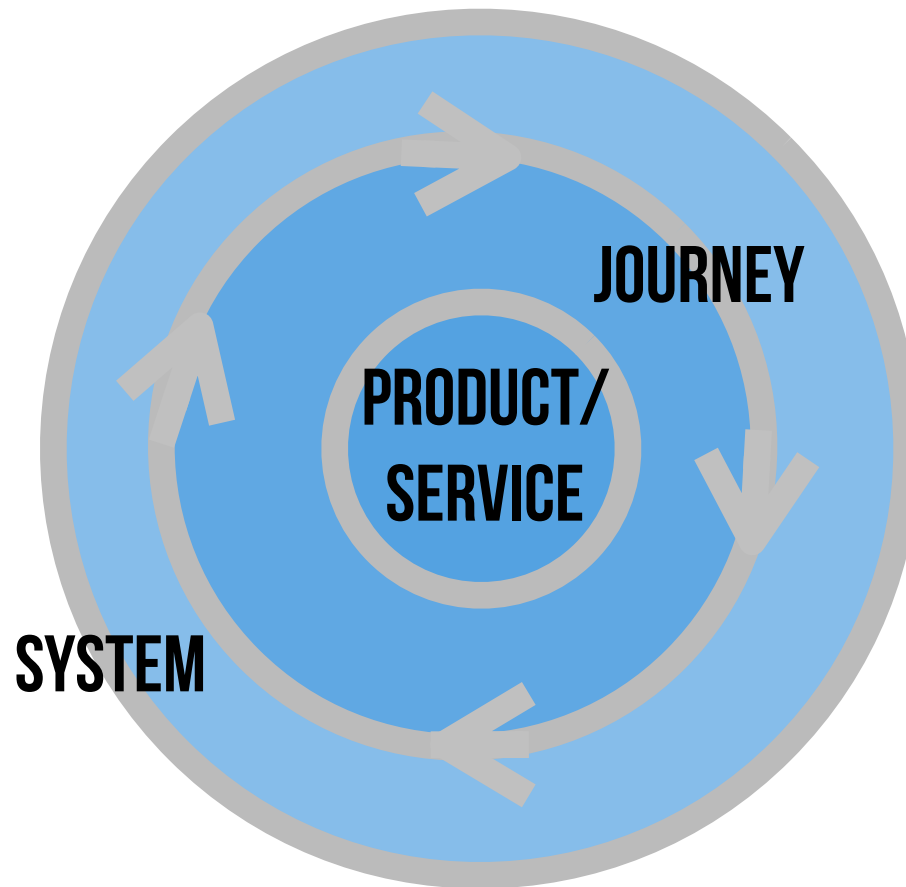
HOW MUCH?

Cost Structure

Revenue Streams

HOW? :
THE INFRASTRUCTURE
FOR BUILDING THE SOCIAL AND TECHNICAL SYSTEMS

THE BIGGER PICTURE

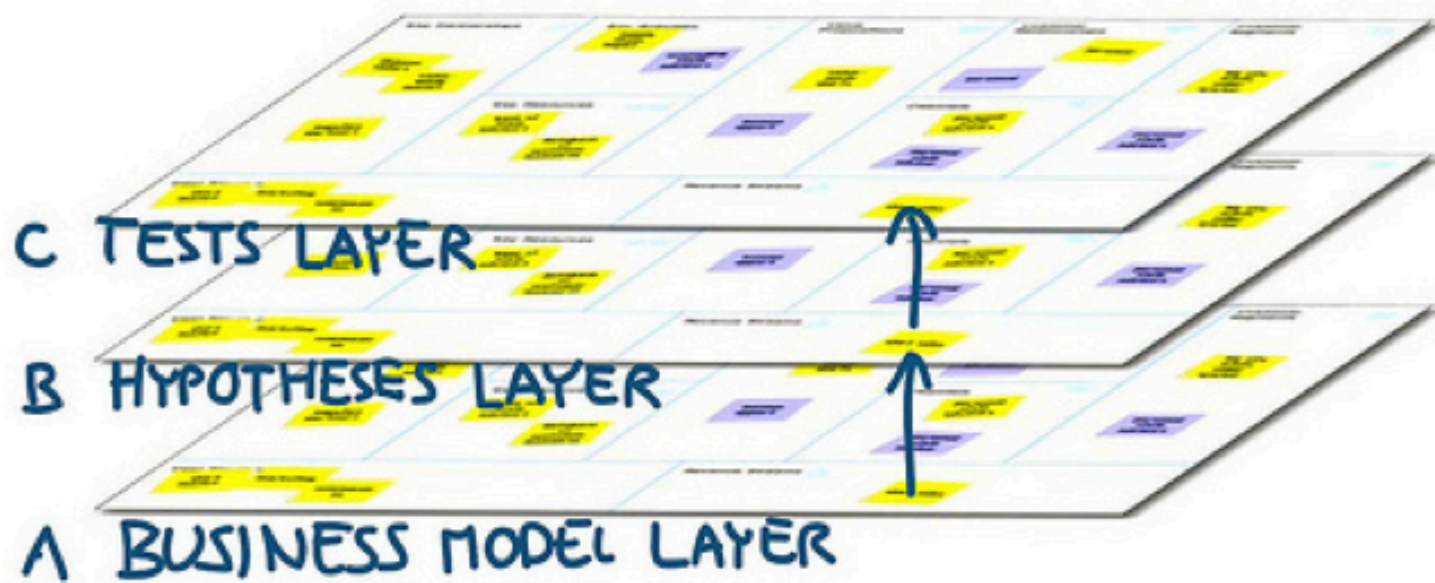


USING THE BUSINESS MODEL CANVAS TO ARTICULATE AND TEST YOUR HYPOTHESIS



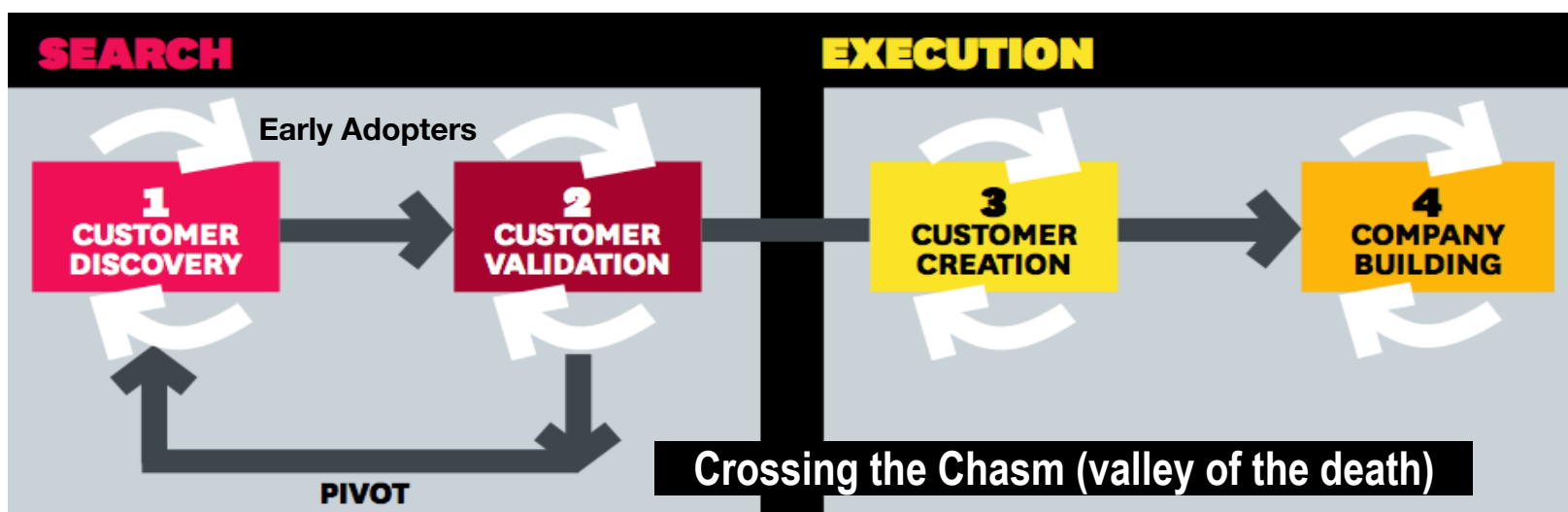
Which Business Model and How to Test It ?

Adapted from Alex Osterwalter



Which Business Model and How to Test It ?

Adapted from Alex Osterwalter



KEY PARTNERS Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	KEY ACTIVITIES What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams? KEY RESOURCES What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	VALUE PROPOSITIONS What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	CUSTOMER RELATIONSHIPS How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they? CHANNELS Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	CUSTOMER SEGMENTS For whom are we creating value? Who are our most important customers? What are the customer archetypes? Who are the early adopters? Where can they be located? How to leverage them to cross the chasm?
COST STRUCTURE What are the most important costs inherent to our business model?		REVENUE STREAMS For what value are our customers really willing to pay?		

Source: Blank's Startup Everything

Source: Steve Blank's "How Lean Startups Change Everything"



Who?
What?
Why?



How?



How
Much?

WHO - who are the customers and where can they be reached?

WHAT - what do they need and what values can the company create in meeting the need?

WHY - why do they need it and why should the company be the one to satisfy the need?

HOW - how to produce the product or service or both to meet the need?

HOW MUCH - how much will it cost to produce and how much return (benefits) can be received in producing it? (The “**how much**” problem is not just economical but social and environmental.)

Brain Storming Rules from IDEO

- Defer judgement.
- Encourage wild ideas.
- Build on the ideas of others.
- Stay focused on the topic.
- One conversation at a time.
- Be visual.
- Go for quantity.

Source: IDEO U

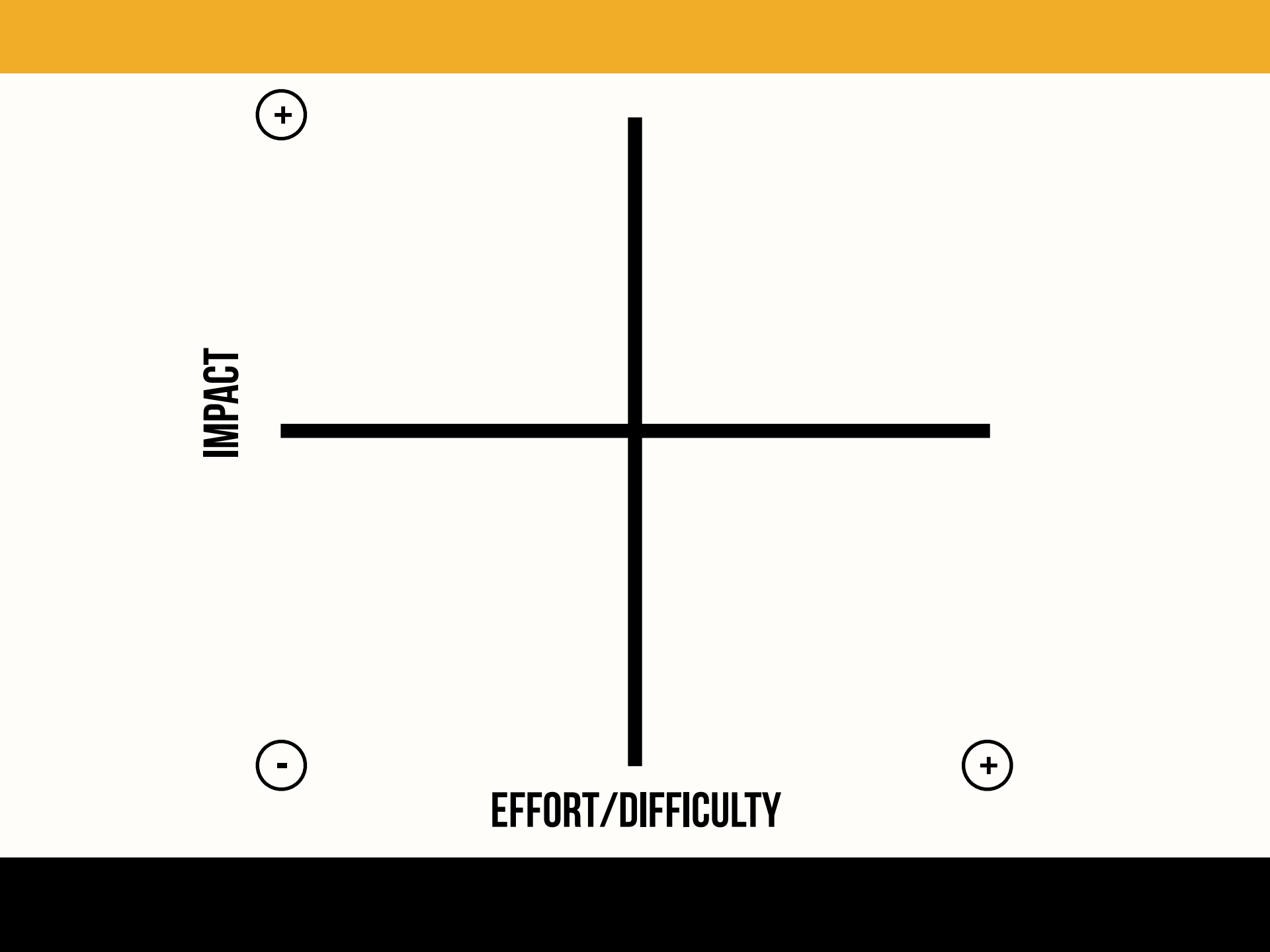
IMPACT

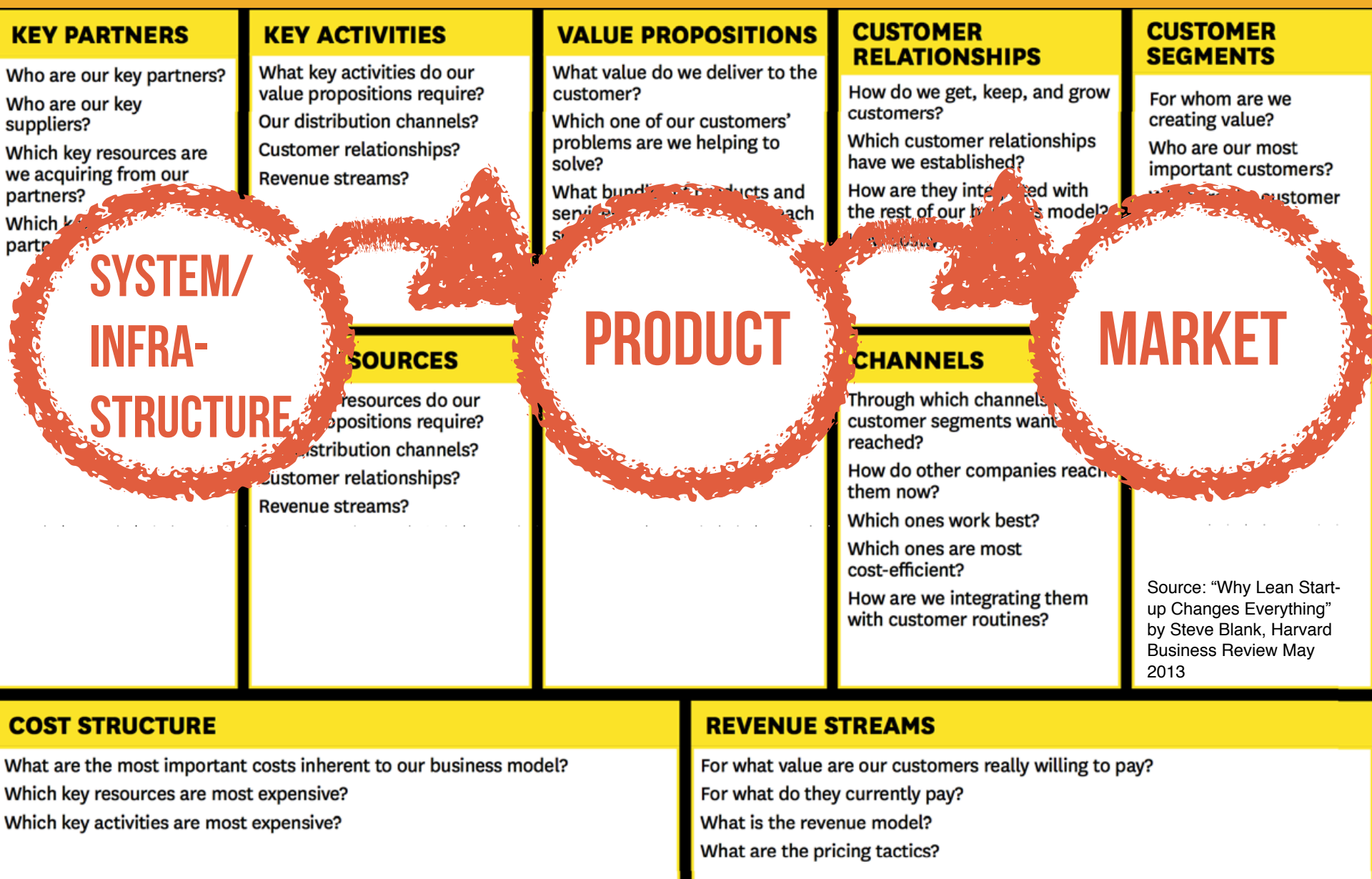
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EFFORT/DIFFICULTY





<https://www.youtube.com/watch?v=IP0cUBWTgpY>

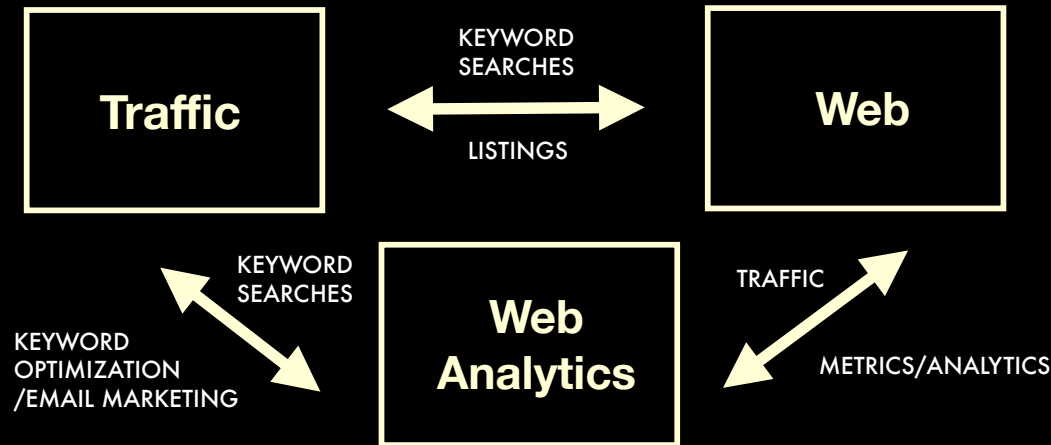
<https://www.youtube.com/watch?v=HlfzzDXPZqA&t=5s>

VALIDATING THE FITS

Why Web Analytics?

- Feedback to improve web design
- Know whether the content is enticing
- Has the user experience been captured?
- Who are the real users?
- What do they really care?
- How to make them come back for more?
 - conversion ratio (visitor-->member-->customer)

THE BUILD MEASURE LEARN CYCLE THROUGH ANALYTICS



- Web analytics tell you whether your web pages attract traffic (eye balls) or not.
- With feedbacks provided by web analytics, you make changes to your web pages, site structure, title, meta-tag, key word, and link strategies.

QUALITATIVE & QUANTITATIVE TESTING

[https://www.youtube.com/watch?
v=5wEFrKVTrmA&list=PLJOFJ3Ok_idtiMTz8fAiF1ElcKJM7Rncj&index=6](https://www.youtube.com/watch?v=5wEFrKVTrmA&list=PLJOFJ3Ok_idtiMTz8fAiF1ElcKJM7Rncj&index=6)

<https://www.youtube.com/watch?v=48dMCEDJ1gM>

SETUP A TEST WEBSITE FOR ANALYTIC TRACKING

ADDING ANALYTICS TO YOUR WEBSITE FOR TRACKING



Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

“Google’s analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on




Improve the customer experience with digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.




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OBTAINING GOOGLE ANALYTIC TRACKING ID

 Analytics

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entrepreneurship.baf.cuhk.edu...

Loading...

 ADMIN USER

Account [+ Create Account](#)

CfE Website

Account Settings

User Management

All Filters

Change History

Trash Can

Property [+ Create Property](#)

http://entrepreneurship.baf.cuhk.edu.hk/

Property Settings

User Management

.js Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Audience Definitions

Custom Definitions

Data Import

View [+ Create View](#)

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View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Grouping BETA



ADMIN USER

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- Trash Can

Property [+ Create Property](#)

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- Property Settings
- User Management
- .js Tracking Info
 - Tracking Code**
 - Data Collection
 - Data Retention
 - User-ID
 - Session Settings
 - Organic Search Sources
 - Referral Exclusion List
 - Search Term Exclusion List
- PRODUCT LINKING
 - Google Ads Linking
 - AdSense Linking
 - Ad Exchange Linking
 - All Products
 - Postbacks

View [+ Create View](#)

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- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**
- PERSONAL TOOLS & ASSETS
 - Segments
 - Annotations
 - Attribution Models
 - Custom Channel Grouping **BETA**
 - Custom Alerts

Analytics

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1

ADMIN

USER

Property

+ Create Property

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Property Settings

User Management

.js

Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Postbacks

Tracking ID

UA-20477509-1

Status

Receiving traffic in past 48 hours.

1 active users right now. See details in [real-time traffic reports](#).

Send test traffic

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

<!-- Global site tag (gtag.js) - Google Analytics -->

<script async src="https://www.googletagmanager.com/gtag/js?id=UA-20477509-1"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag(){dataLayer.push(arguments);}

gtag('js', new Date());

gtag('config', 'UA-20477509-1');

</script>

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

Learn how to get started with Google Tag Manager.

DEFINING CONVERSION GOALS



ADMIN

USER



Account [+ Create Account](#)

CfE Website ▾

- Account Settings
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- All Filters
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Property [+ Create Property](#)

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- Property Settings
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View [+ Create View](#)

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- Channel Settings
- Ecommerce Settings
- Calculated Metrics** BETA



ADMIN

USER

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View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **RFTA**

[+ NEW GOAL](#)

[Import from Gallery](#)

<input type="checkbox"/>	Goal	↓	Id	Goal Type	Past 7 day
					conversions
<input type="checkbox"/>	Download GEM Report		Goal ID 1 / Goal Set 1	Destination	0

19 goals left



ADMIN

USER

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- View Settings
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- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**

- ☐ **Subscription** Spreads or interest online applications, sharing, or forms
- ☐ **View schedule** Viewed calendar or deadlines

ENGAGEMENT

- ☐ **Media play** Played interactive media, like a video, slideshow, or product demo
- ☐ **Share / social connect** Shared to a social network or emailed
- ☐ **Newsletter sign up** Signed up for newsletter or mailings

☐ **Smart Goal** Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use them to improve your Google Ads bidding. [Learn more](#)

☒ **Custom**

[Continue](#)

[Cancel](#)

2 **Goal description**



ADMIN

USER



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Goal setup [Edit](#)
Custom

Goal description

Name

Checking Out My Favourite Page

Goal ID 2 / Goal Set 1

Type

- ☒ **Destination** ex: thanks.html
- ☐ **Duration** ex: 5 minutes or more
- ☐ **Pages/Screens per session** ex: 3 pages
- ☐ **Event** ex: played a video
- ☐ **Smart Goal** Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#)

[Cancel](#)

Goal details [Edit](#)

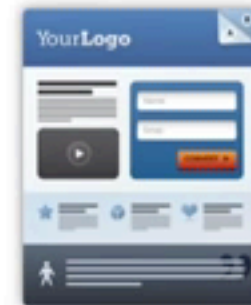
[Cancel](#)

<https://www.youtube.com/watch?v=P3V01bDbIR0>

WHAT IS AN A/B TEST?

A/B Testing Can be Done With:

- Call To Action Buttons
- Landing Pages
- Email Subject Lines



<https://www.youtube.com/watch?v=9zAQw6UhQLs>

VIDEO STORY TELLING - THE KICKSTARTER WAY

YOUR STORY IS YOUR PITCH

<https://www.youtube.com/watch?v=i6O98o2FRHw>

<https://www.youtube.com/watch?v=6GLGOl8zbxA>

THANK YOU FOR YOUR TIME!