Introduction to Entrepreneurship

TUM School of Management

Entrepreneurship Research Institute

Prof. Dr. Dr. Holger Patzelt

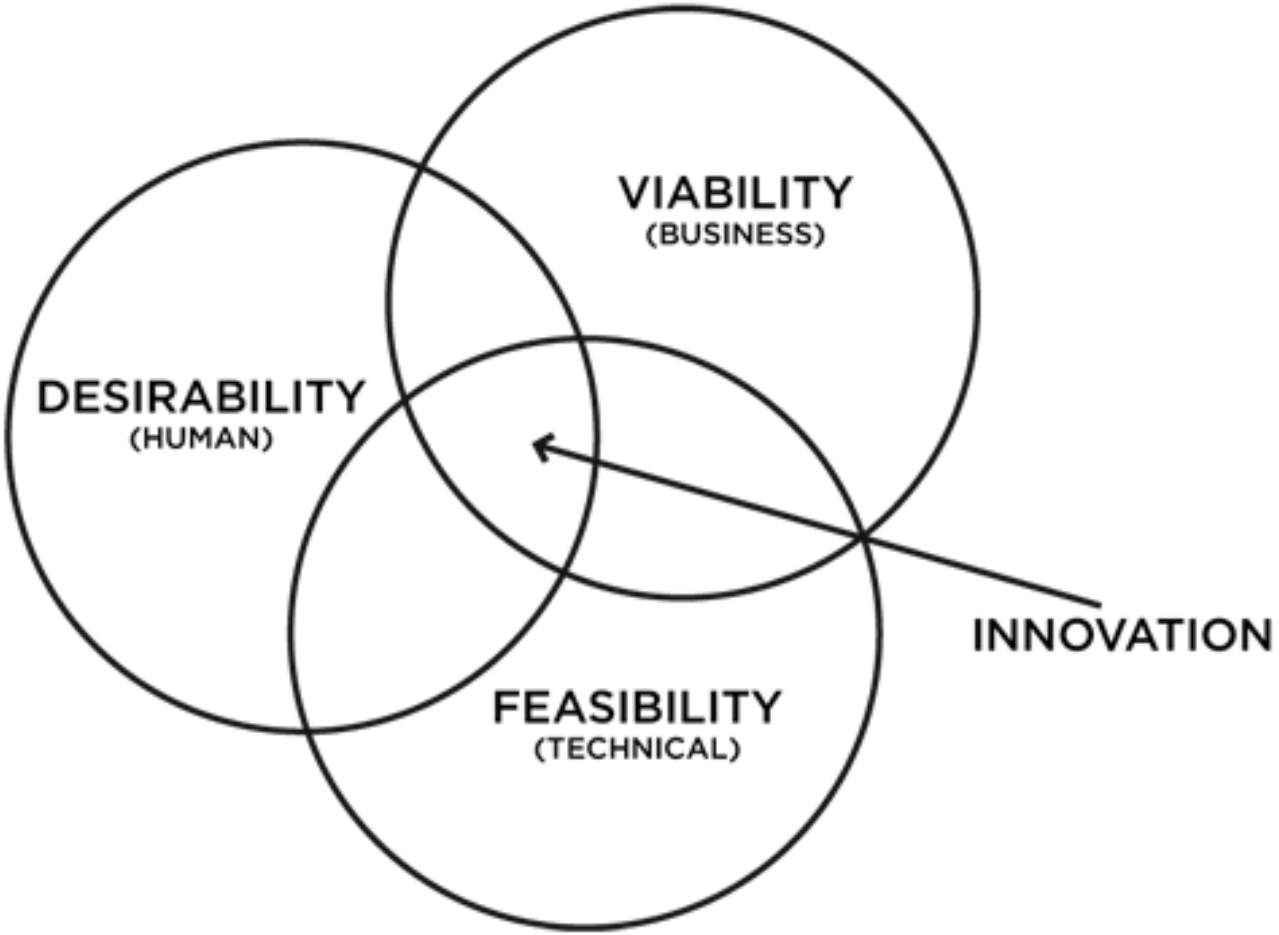
Summary Session 5

User Experience
Design

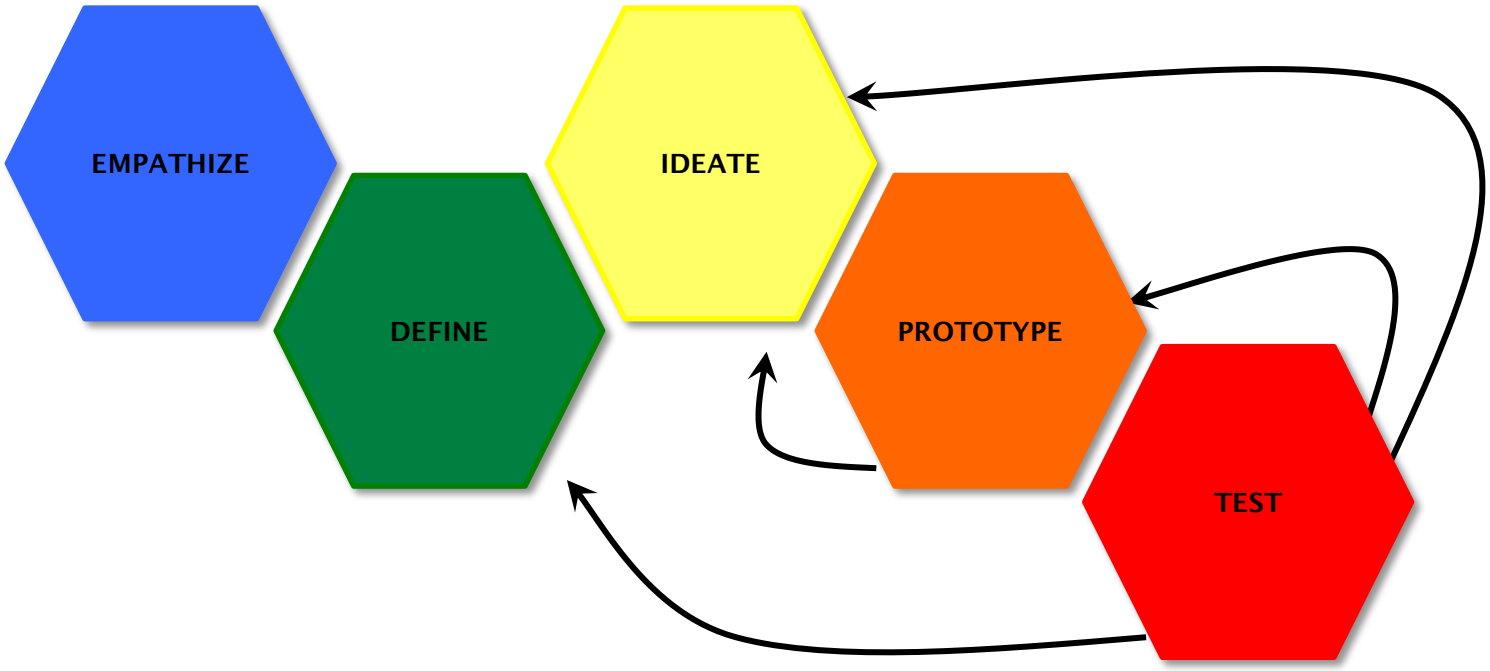
Design (Thinking) Process

"A **human-centered approach** to innovation that draws from the designer's toolkit to integrate the **needs of people,** the **possibilities of technology,** and the **requirements for business** success."

Tim Brown, president and CEO of IDEO


VIABILITY
(BUSINESS)
DESIRABILITY
(HUMAN)
FEASIBILITY
(TECHNICAL)
INNOVATION

Design thinking is iterative

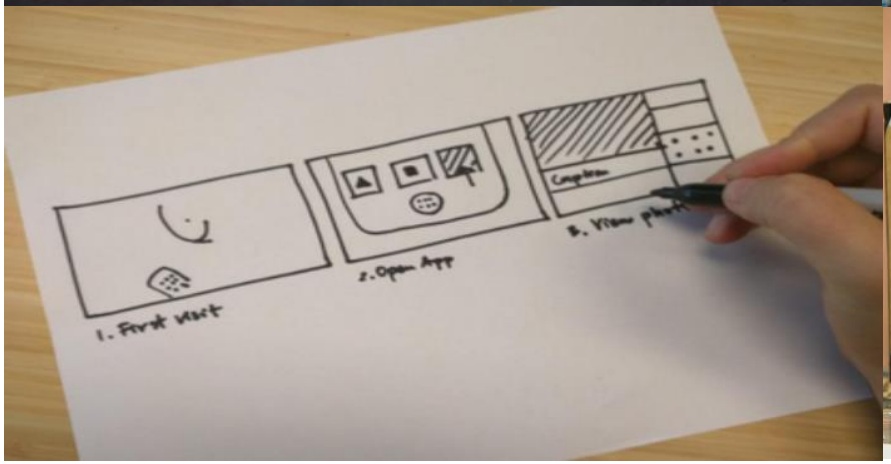


What is a Prototype?

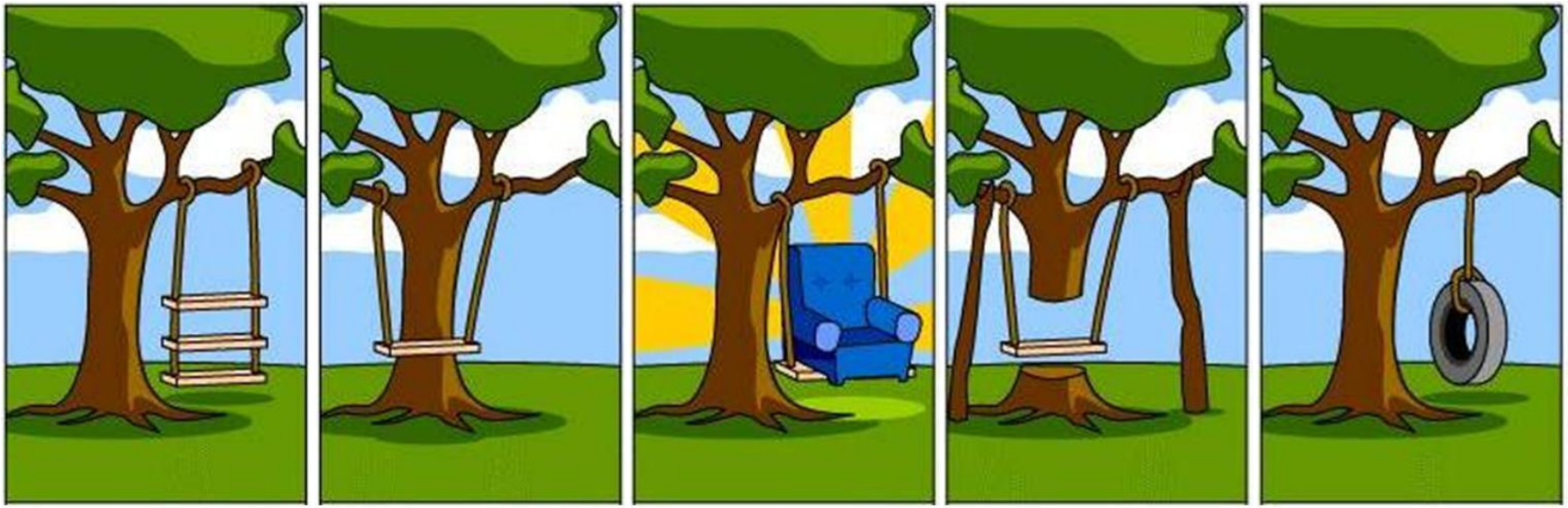
A prototype is something that you create with the explicit understanding that it is **not the finished** product/service/experience but instead is intended to be a **stepping stone** along the way to the finished product/service/experience.

—*Our Definition*

Inspire using trash, paper, items from D.I.Y. store

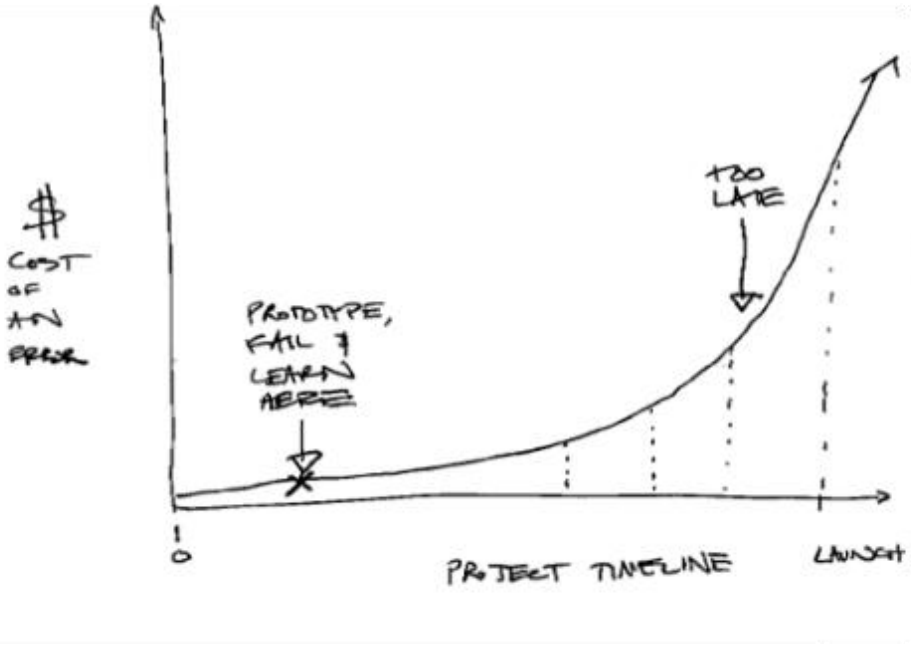


Communicating ideas

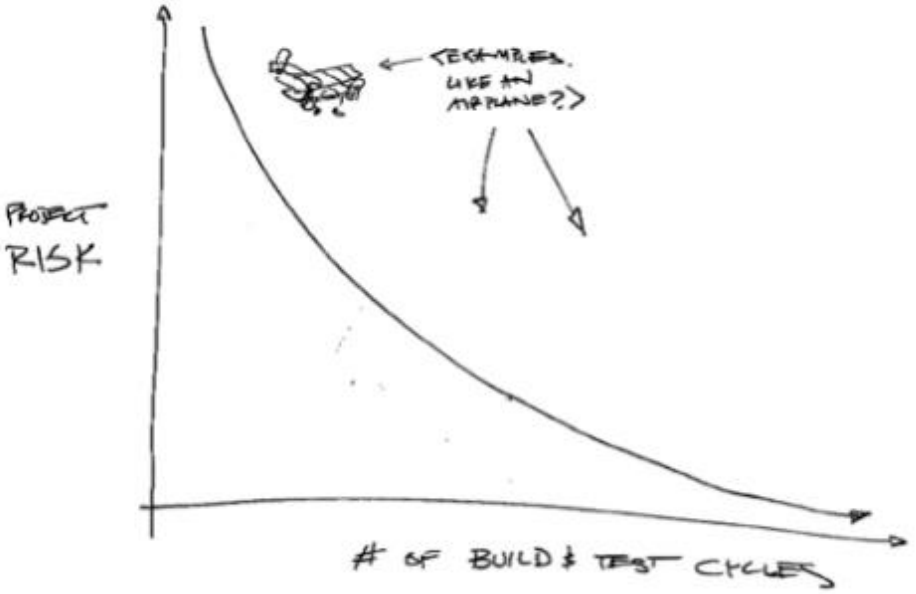


How the customer described it.	How the project leader understood it.	How the business consultant improved it.	How the engineers designed it.	What the customer really needed.

Fail early and often



(cost of failure vs. project time)



(project risk vs. iteration curve)

Chen (2017)

Your questions

What can we learn from the design process in the IDEO shopping cart video about **team work**?

Wählen Sie eine Antwort:

- a. Ideas should be shared with rules: one conversation at a time, encourage wild ideas, combine prototypes ✖
- b. To foster creativity, it's better not to have a project leader but everyone should be on the same level
- c. It's a messy unplannable process
- d. Time pressure and deadlines hinder creativity

Die Antwort ist falsch.

Die richtige Antwort ist: It's a messy unplannable process

How come that option a) is not correct in this case? In the sildes and in the video it is said that these are the rules of teamwork at IDEO.

Shopping cart – Principles of team work

- Deadline to meet (time pressure)
- Experts in process, not domain
- Project leader – one who is good with groups
- Eclectic team members (diversity)
- Sharing ideas with rules:
  - One conversation at a time
  - Encourage wild ideas
  - Stay focused
  - Defer judgement
  - Build on the ideas of others
  - Focused chaos
- Create, visualize what you shared
- Enlightened trial and error succeeds the lone planning of the genius (play). Fail often to succeed sooner
- It`s a messy, unplannable process – time constraints help

Which of the following statements regarding prototyping is INCORRECT?

Wählen Sie eine Antwort:

- a. Prototyping is used to avoid bigger costs in the future.
- b. Prototyping is used to test the product since the user experience and design do not always complement each other.
- c. Prototyping is used to generate first revenues fast.
- d. Prototyping is used to bring the team together. ✖

Die Antwort ist falsch.

Die richtige Antwort ist: Prototyping is used to generate first revenues fast.

Why is this statement d) correct?

I would argue that it is possible to generate revenue through a prototype, for example in crowdfunding many projects start with only a prototype and already sell their product with long delivery times. And I don't see how a prototype should bring a team together.

What are prototypes for?

- Trying out an idea.
- Learning about what the important issues are.
- Failing quickly and cheaply.
- Communicating ideas to others.
- Bringing a team together.

Thank you for your contributions.

See you next week!