Prototype design and development - Products and services deployment

Design thinking - Customer personas - Prototyping
Learning Outcomes
Learning Outcomes
103 - Day 3

1. Understand **Design Thinking** and apply it to product and service design
2. Build a **target customer persona** for the project
3. **Build and test prototypes**
Agenda

103 - Day 3

1. Last week Review
2. Design Thinking
4. Build Minimum viable Product (MVP)
1. Last week Review
Summary of interview results

- How many interviews?
- How many people refused to be interviewed?
- Number of interviews under 1 minute?
- Number of interviews over 1 minute?
- How many correct assumptions?
- How many false assumptions?
- New discovery
2. Design Thinking
What is Design Thinking?

“Design thinking is 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, CEO of IDEO
Design Thinking

- Step 1: Empathize
- Step 2: Define
- Step 3: Ideate
- Step 4: Build a prototype
- Step 5: Verify/Test
- Step 6: Tell your story
Empathize is to put yourself in the customer's shoes to understand

- What do they think?
- How do they feel?
- What are they doing?
- What do they say?
- What is / are their problem(s)?

Image by Nate Grigg. CC BY 2.0
Empathy exercise

Put yourself in the position of the client you interviewed and answer the question:

● What do they think?
● How do they feel?
● What are they doing?
● What do they say?
● What is their problem(s)?
Step 2 - Define

- Identified problem
- Whose problem is it?
- How does this group of potential customers make decisions?
- Challenges they are facing

User: Who are you targeting?
Need: Challenge being faced
Dig deep: What do you know about users and their needs?
Step 3 - Ideate

- Brainstorm ideas
- Share any ideas
- All ideas should be respected
- Dispersion and Convergence
- Think
- Prioritize

"ALL IDEAS GROW OUT OF OTHER IDEAS."

Image: Unsplash
Step 4 - Build a prototype

- Develop a prototype
- Try telling stories about your experiences
- Make everything simple
- Fail fast
- Adjust quickly
Step 5 - Verify/ Test

- Understand the obstacles in the testing process
- Understand the effectiveness in testing
- Role play
- Adjust quickly
Step 6 - Storytell

- Bring your message
- Convey your values
- Use stories as marketing materials
3. Using “Customer Personas” in Design Thinking practice
## Customer personas

<table>
<thead>
<tr>
<th>Demographic characteristics</th>
<th>Customer problem/pain points</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Name</td>
<td>● What causes discomfort to the customer</td>
</tr>
<tr>
<td>● Year old</td>
<td></td>
</tr>
<tr>
<td>● Family,</td>
<td></td>
</tr>
<tr>
<td>● Income</td>
<td></td>
</tr>
<tr>
<td>● Community</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Observable behaviors</th>
<th>What makes customers happy</th>
</tr>
</thead>
<tbody>
<tr>
<td>● What customers do to resolve the above pain points /problems</td>
<td>● What makes customer happy/ satisfied</td>
</tr>
</tbody>
</table>
Applications in Empathy, Testing, Storytelling

- Draw customer personas when empathizing
- Adjust customer personas when testing
- Put the customer at the center when telling your story
Adjust customer personas

Work individually

- Redraw the customer personas after the interview
- State the customer's problem in 12 words
4. Build a Minimum Viable Product (MVP)
What is a MVP?

- **Minimum Viable Product – Product with minimum available features**
  - A product
  - Can be functional
  - Used for testing purposes

Image: Unsplash
Why is an MVP important?

- Developing a finished product right away is **costly**
- Developing a product right away is **risky**
  - Wrong customer
  - Not exactly what customers want
  - High costs
- Step-by-step development will perfect the product and make it closer to the needs of consumers
# MVP Development Options

<table>
<thead>
<tr>
<th>No ready product</th>
<th>Minimal product</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Smoke tests”</strong></td>
<td><strong>Sell it before you build it</strong></td>
</tr>
<tr>
<td>Landing page</td>
<td>Crowdfunding campaign</td>
</tr>
<tr>
<td>Mock screen</td>
<td>Manually build something from scratch</td>
</tr>
<tr>
<td></td>
<td>Simulate the intended product</td>
</tr>
<tr>
<td></td>
<td>Develop one key/most important function</td>
</tr>
</tbody>
</table>

*Note: Adapted from Greenice*
Tools to help build MVP

Facebook

Blog

Landing Page
Define the testing objectives

- Problem-Solution Fit
- Prototyping with minimal features
- Expected sales funnel
- Product-market fit
Learning
Work individually

- What did you learn from the experiment?
- What is the next action?

Image: Unsplash
Assignments

1. Adjust & verify the problem
2. Adjust the customer personas
3. Build Prototype & Test Products on Channels to Attract Customers
Write down 03 things you like in today's lesson (5 minutes)
Copyright

Copyright and citation
The material was developed, tested and evaluated by KisImpact as part of the Circular Innovation Pilot Training program funded by the ICM Falk Foundation.

Copyright of the teaching materials belongs to the ICM Falk Foundation. The Teaching Materials Kit is licensed to you under **CC BY-SA 4.0** This means that you are allowed to use, adapt, build your materials on this teaching material in any way with the following conditions: citation is required (See next page).

The certificate also allows you to use it for commercial purposes. If you adapt or build on the document, you need to use the same certificate.
For citation purposes, kindly use the following:

**In Vietnamese:**
- Short version: Quỹ ICM Falk (2022) [CC BY-SA 4.0]
- Full version: Bộ tài liệu giảng dạy năm trong Chương trình đào tạo thí điểm Khởi nghiệp Đổi mới sáng tạo trong Kinh tế tuần hoàn 2022 tài trợ bởi Quỹ ICM Falk, xây dựng, thử nghiệm, đánh giá bởi KisImpact

**In English:**
- Short version: ICM Falk Foundation (2022) [CC BY-SA 4.0]
- Full version: Lesson support was developed from Circular Innovations pilot program 2022, funded by ICM Falk Foundation and implemented by KisImpact