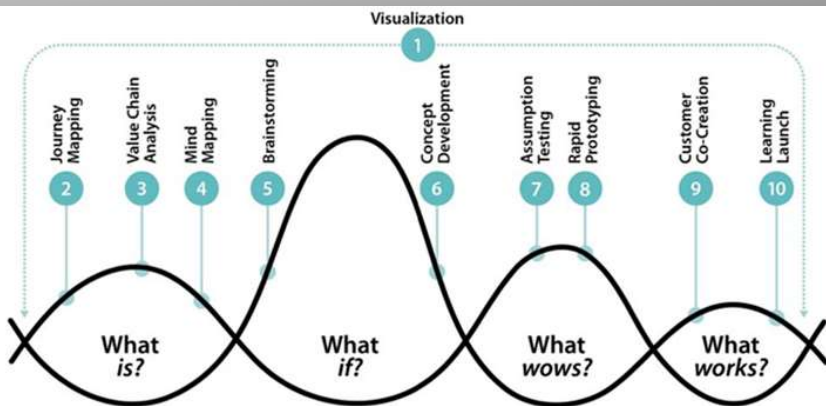


Design Thinking CheatSheet – What Wows?



What is?Exploring the current reality
 What if?Envisioning alternative futures
 What wows?..... Getting users to help us make some tough choices
 What works?.....Making it work in-market, and as a business

What Wows? - THREE MOST IMPORTANT THINGS...

- 1) Sort through the ideas/attributes and pick the ones that are the most inspiring, exciting, and cool.
- 2) Identify the key assumptions (what behavior needs to happen for this to work?) and find a way to confirm or refute the assumptions.
- 3) Make the idea tangible with a prototype. Test it, fix it, improve it... Rapidly! Cheaply! Smartly!

What Wows? Tools, Tips, Tactics and Strategies



ESSENTIAL ASSUMPTION TESTING

- Sort through the ideas/attributes and pick the ones that are the most inspiring, exciting, and cool. Make the idea tangible.
- Identify the key assumptions (what behavior needs to happen?) and find a way to confirm or refute the assumptions. What are the key assumptions that need to be true for this idea to work?
- Assumes you are making a well-informed guess on what people desire or value... Now prove it!

HOW TO TEST ASSUMPTIONS – RAPIDLY/CHEAPLY

- Surveys – Live and online. Small and large. Must be diverse. (get out of the bubble)
- Test campaigns. Look for similar stories.

TESTING ASSUMPTIONS GO DEEPER – PROVE IT!

- Go deeper with assumptions. Must fully understand user.
- Really push the limits.
- Only move forward to rapid prototyping with ideas that have assumptions that prove out and meet or exceed your criterion.

WHAT IS A PROTOTYPE?

- Prototyping is the creation of visual (and sometimes experiential) manifestations of concepts.
- An iterative set of activities to transform the concepts generated in the “what if?” stage into feasible, testable models.
- The next step for assumption testing started as part of the thought experiments. (Now we’re going live!)
- Give our concepts detail and form... Bring them to life. Prototyping => “faking a new business fast.”
- Prototyping new product => Easy to Visualize.
- Prototyping concepts and business models => Harder to envision. (storyboards, user scenarios, experience journeys, and business concept illustrations.)

WHY USE RAPID PROTOTYPING?

- **Minimize design cost and risk** - a simple 2-D prototype could be as low as a pen and some paper.
- **More testing** - Allows you to do more testing of different concept variations. Brings “optionality” into the design process.
- You can prototype individual parts of a concept as well as the whole thing.
- Makes abstract new ideas tangible to potential partners and customers to better facilitate meaningful conversation and feedback about them. T
- Create something quickly to be tested with users, refined, and socialized with a broader organizational audience.
- It’s a volume game - You’ve need to be up at bat lots of times to get a hit.
- Example: A company developed 340 ideas during concept development. These were reduced to 23 napkin concepts to show potential customers and further reduced to five 3-D prototypes that moved into piloting in the marketplace.

WHAT DO PROTOTYPES LOOK LIKE?

- Prototypes differ in their degrees of polish, detail, and functionality. Early two-dimensional prototypes => Often crude and unfinished. Should look like “works in progress.”
- “Gestural” prototypes => A few sketches on a napkin.
- Three-dimensional prototypes => More developed. “Built out” working models with more features and details.

ALL PROTOTYPES SHOULD SHARE SOME COMMON PRICIPALS

1. Figure out the story you want to tell. Start simply. Visualize the concept in pictures, using as few words as possible. Add complexity, appropriately, as you go.
2. Visualize multiple options. Create choices to be made by the partners you will share these with. Draw the partner in by involving them in making choices about how the idea will work.
3. Use an affordable loss calculation. What amount can you afford to lose to learn something your competitors don’t know (even if you don’t move forward with the idea)? In other words, how much is learning worth?
4. Show; don’t tell. Make the prototype feel real through imagery and artifacts. Bring the concept to life for the observer. Focus on capturing details of how the concept will work and how people will experience it. Use stories, maps, images, and short videos to spark conversation with the observer.
5. Keep in mind the questions/assumptions that you are testing.
6. Play with your prototype; don’t defend it. Let others validate it—not the people who created it.

