

Design Thinking for Product Development

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A Little Bit About Me

Who are you and why shall I listen to you?



- 10+ years of experience in Technology and Product Management
- Passionate about Product Management
- Curious about Digital Payments
- Interested in Technology Evolution
- Obsessed with Non Fiction Books
- Tinkering with new Apps and Gadgets



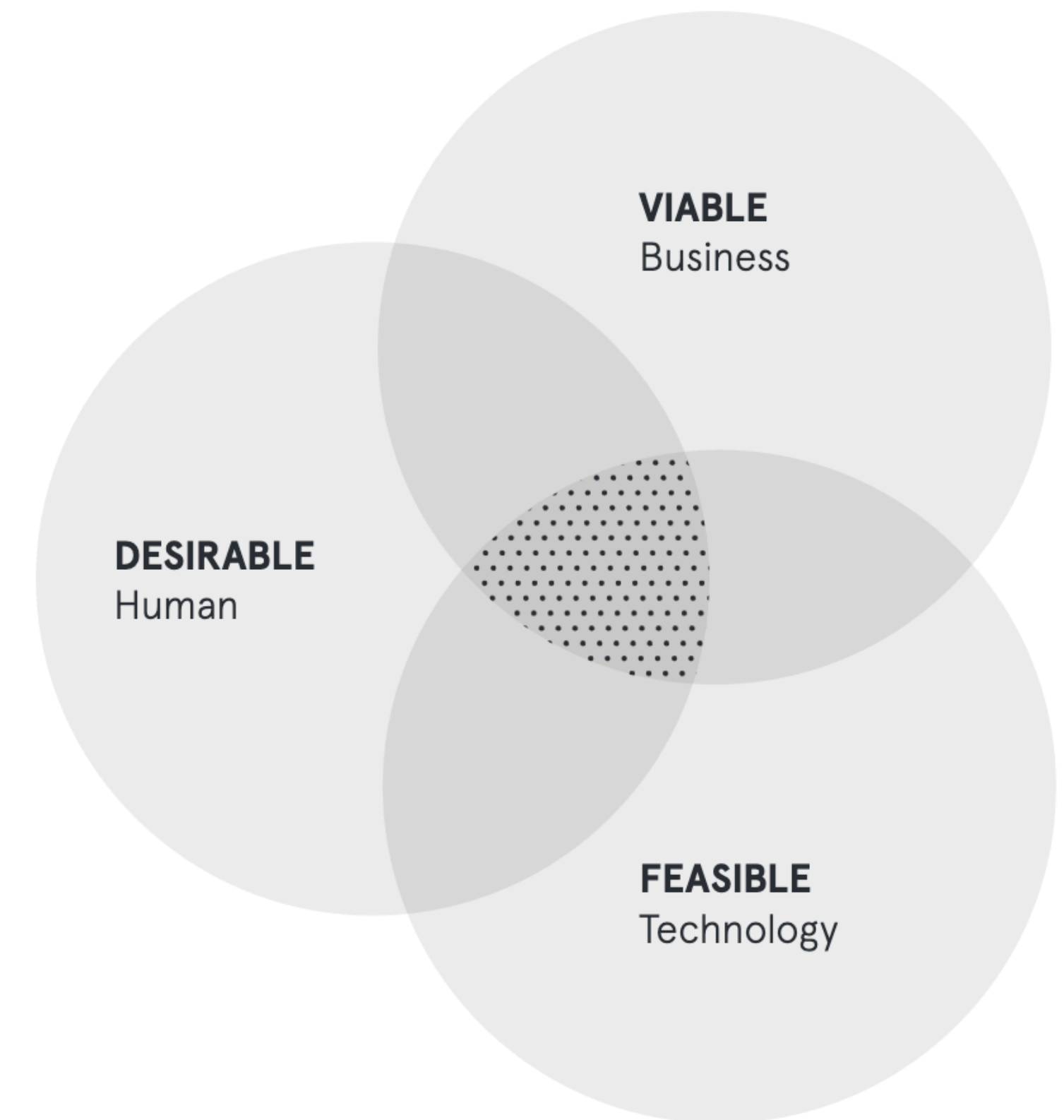
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Key Takeaways

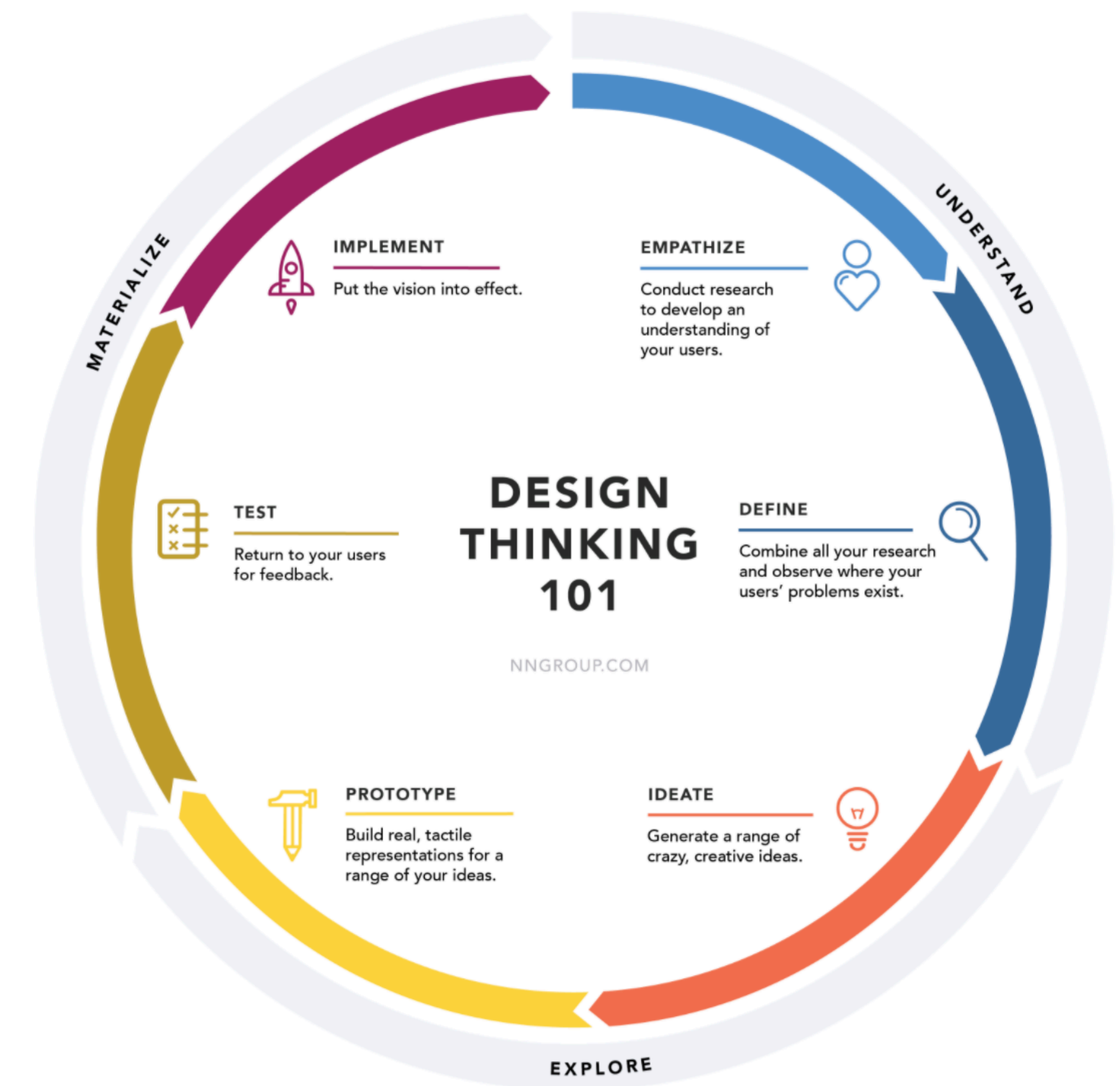
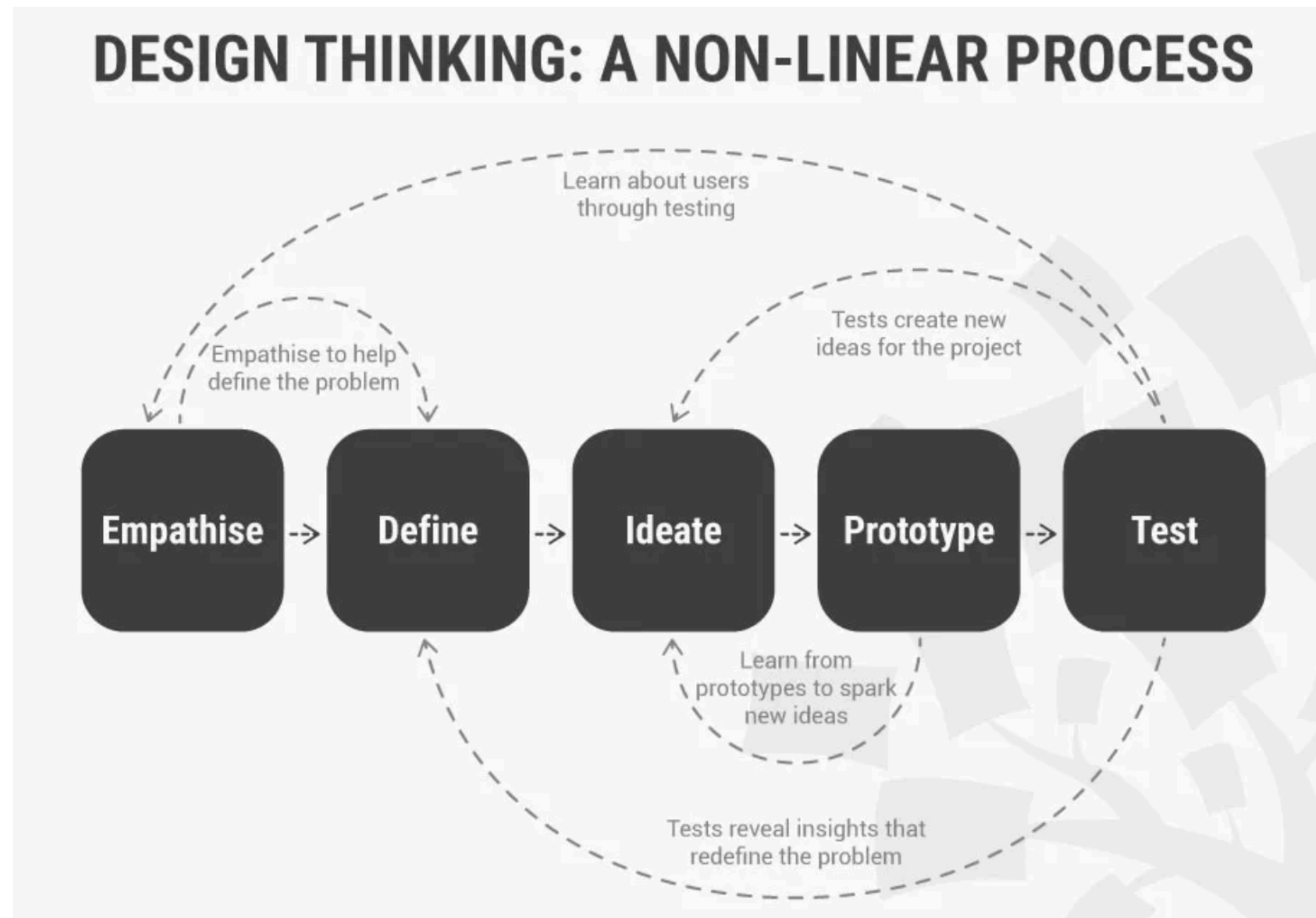
What shall I expect out of this session?

- DESIGN THINKING - What, Why, and How?
- DESIGN THINKING IN ACTION - Guiding Principles
- CONTINUE THE JOURNEY - Next Steps



Design Thinking

What is Design Thinking, can you share a short summary?



Product Development



Why shall I learn about Design Thinking?

"Good inventors and designers deeply understand their customer. They spend tremendous energy developing that intuition....A remarkable customer experience starts with heart, intuition, curiosity, play, guts, taste." - **Jeff Bezos**, Shareholder Letter 2016

- HUMAN CENTERED PROCESS
- CONTINUOUS PRODUCT DISCOVERY
- COLLABORATIVE, OPTIMISTIC, EXPERIMENTAL



Design Thinking In Action

Can we do a short case study and experience Design Thinking?



Empathise



What kind of questions shall we ask the customers?

- The last time you shopped online, did you pay....?
- I assumed you did that because..... is that correct?
- Is paying online difficult for you?
- Would {insert your brilliant idea} make paying online less painful?
- Did you try {your alternative thought}?

- Walk me through a typical online *shopping* and payment experience?
- That's really interesting, can you tell me more about that experience?
- Would you change anything about that experience?
- Can you go back on what you said about [credit card] payment, sounded like something happened there?
- What part of the payment journey makes you feel wonder why you are doing that step?




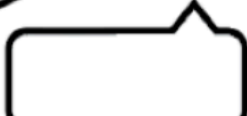
Define



How to organise what we learned from customers?

- CUSTOMER JOURNEY MAPS
- HEAT MAPS with “POST ITs”
- PROCESS FLOW DIAGRAMS
- CUSTOMER INSIGHT STATEMENTS
- NORTH STAR STATEMENTS

CUSTOMER/USER JOURNEY MAP

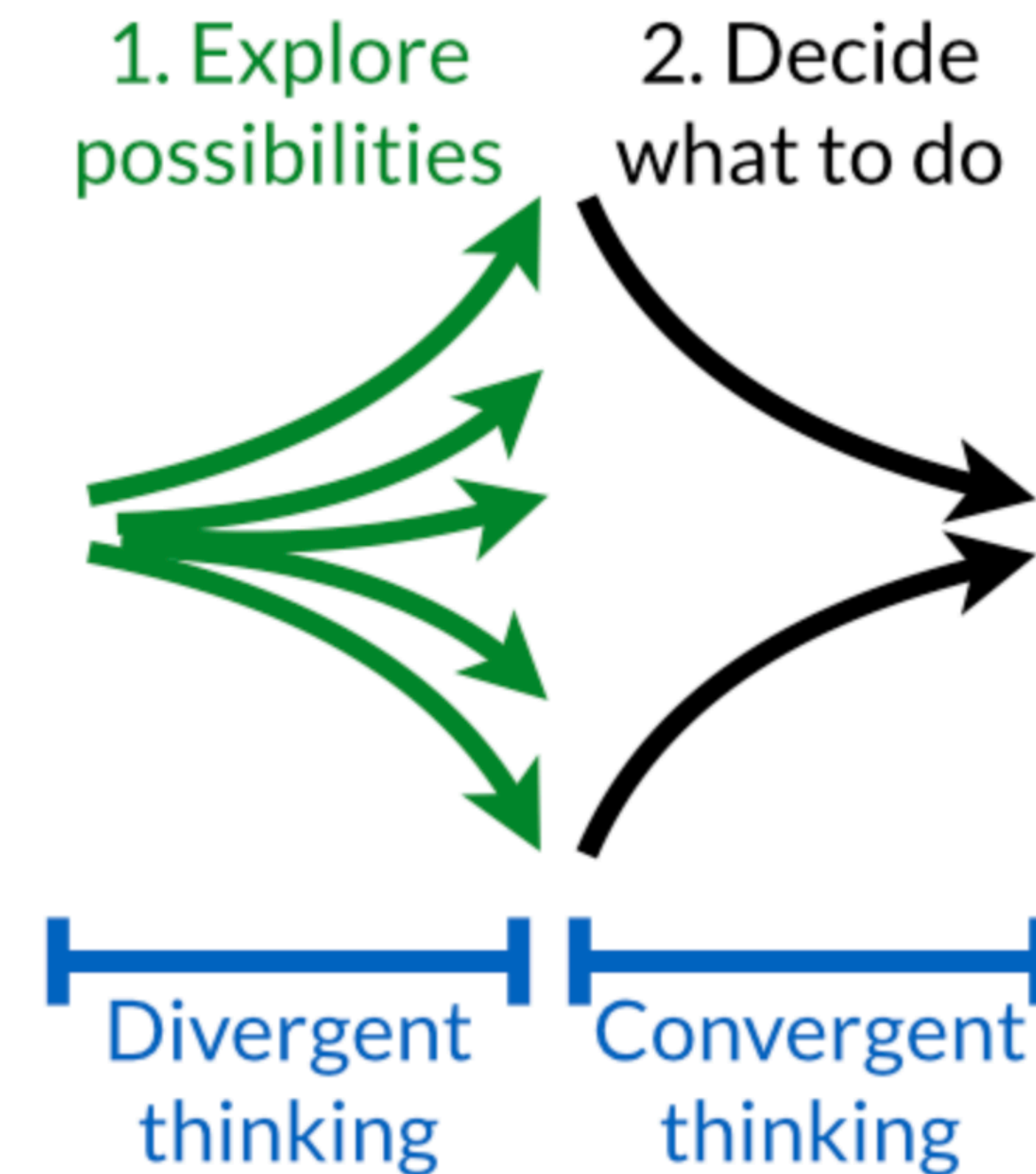
 SPECIFIC USER + SCENARIO + GOALS		
PHASE 1	PHASE 2	PHASE 3
1. _____ 2. _____ 	3. _____ 4. _____ 5. _____ 6. _____ 	7. _____ 8. _____ 9. _____ 
OPPORTUNITIES + INTERNAL OWNERSHIP		

Ideate



What's the next steps to come up with ideas?

- HOW MIGHT WE? QUESTIONS
- BROAD THINKING
- DIVERGENT &
- CONVERGENT BRAINSTORMING
- DIVERSIFY THE IDEATING GROUP



Don't fall in love with one idea or solution

Prototype and Test

How shall we validate our ideas?



- VALIDATE THE HYPOTHESIS
- SKETCH or MOCK UP
- STORY BOARD or WIREFRAMES
- LOW FIDELITY PROTOTYPES
- RAPID PROTOTYPING

Shopping Cart Delivery Address Payment Method Preview Order

PAYMENT METHOD

VISA

PayPal

bitcoin

Card Number
7569 8859 8744 3244 ✓

Expiration Date CVV
07/25 ✓ 477 ✓

Card Holder Name
John Green ✓

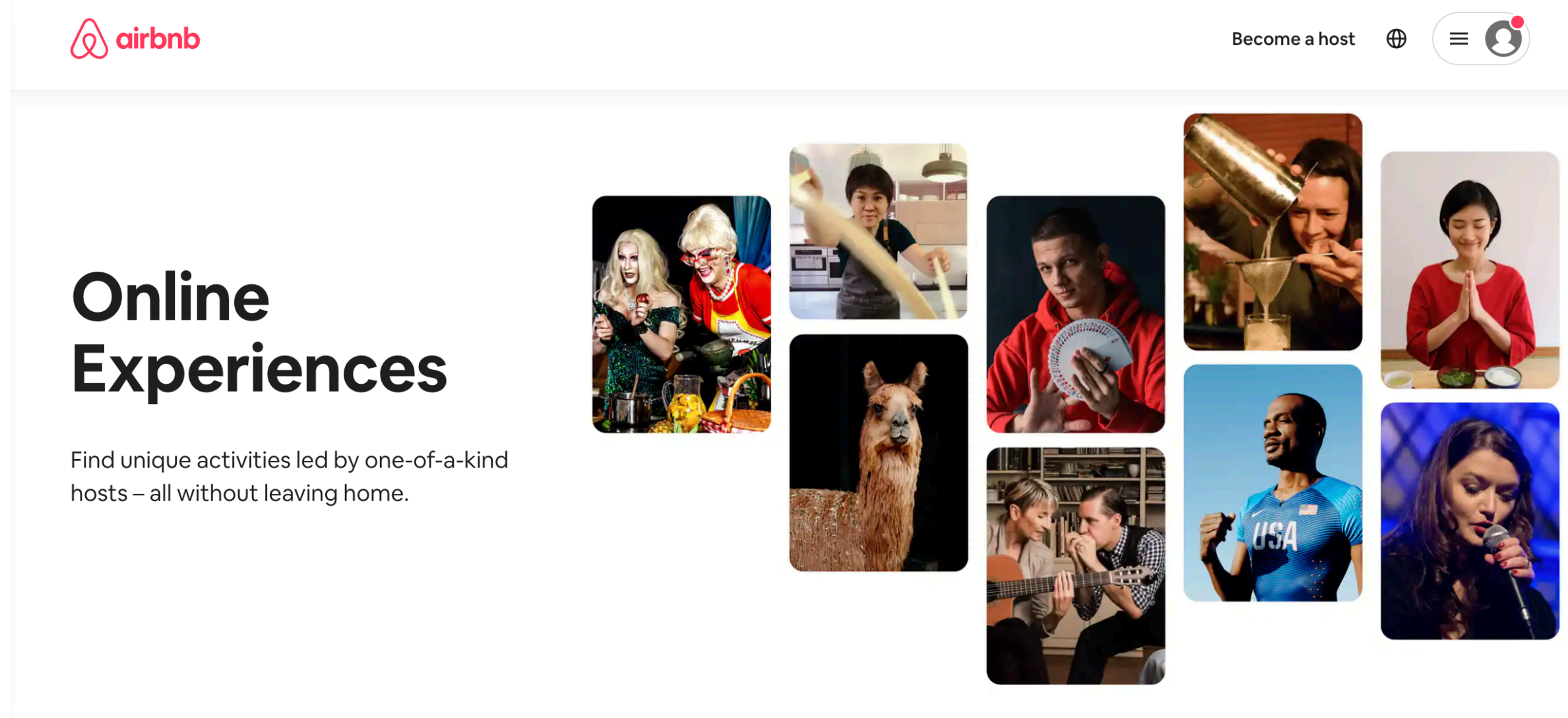
Confirm Payment

Prototype early and often and keep it iterative

Design Thinking Examples



Can you share some examples where Design Thinking worked ?



Is it the End or the Beginning

If I can remember only 3 things, what would that be?



- EMBRACE YOUR BEGINNER'S MIND
- DO NOT GET CAUGHT UP ON TOOLS, TRUST THE PROCESS
- PROBLEMS ARE JUST OPPORTUNITIES FOR DESIGN THINKING

Problem Statement Template

I am _____
"Who" with 3 characteristics

I am trying to _____
Outcome/Job

but _____
Problem/Barrier

because _____
Root Cause

which makes me feel _____
Emotion

KEEP EXPLORING!

THANK YOU & TAKE CARE