



# Design Thinking for Product Development

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# A Little Bit About Me

**Who are you and why shall I listen to you?**

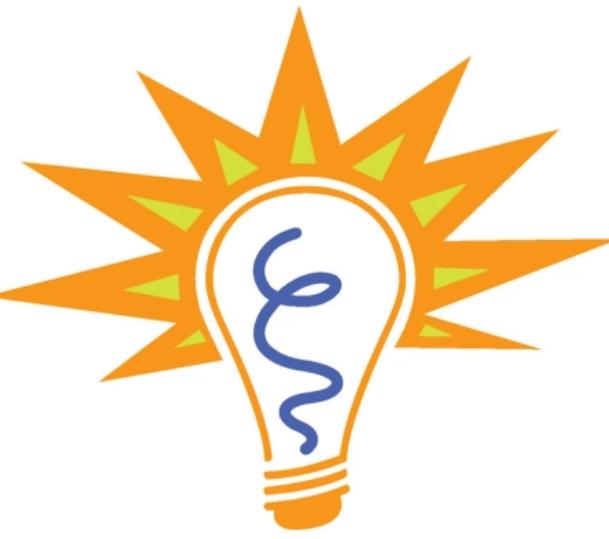
- 10+ years of experience in Technology and Product Management
- Passionate about Product Management
- Curious about Digital Payments
- Interested in Technology Evolution
- Obsessed with Non Fiction Books
- Tinkering with new Apps and Gadgets



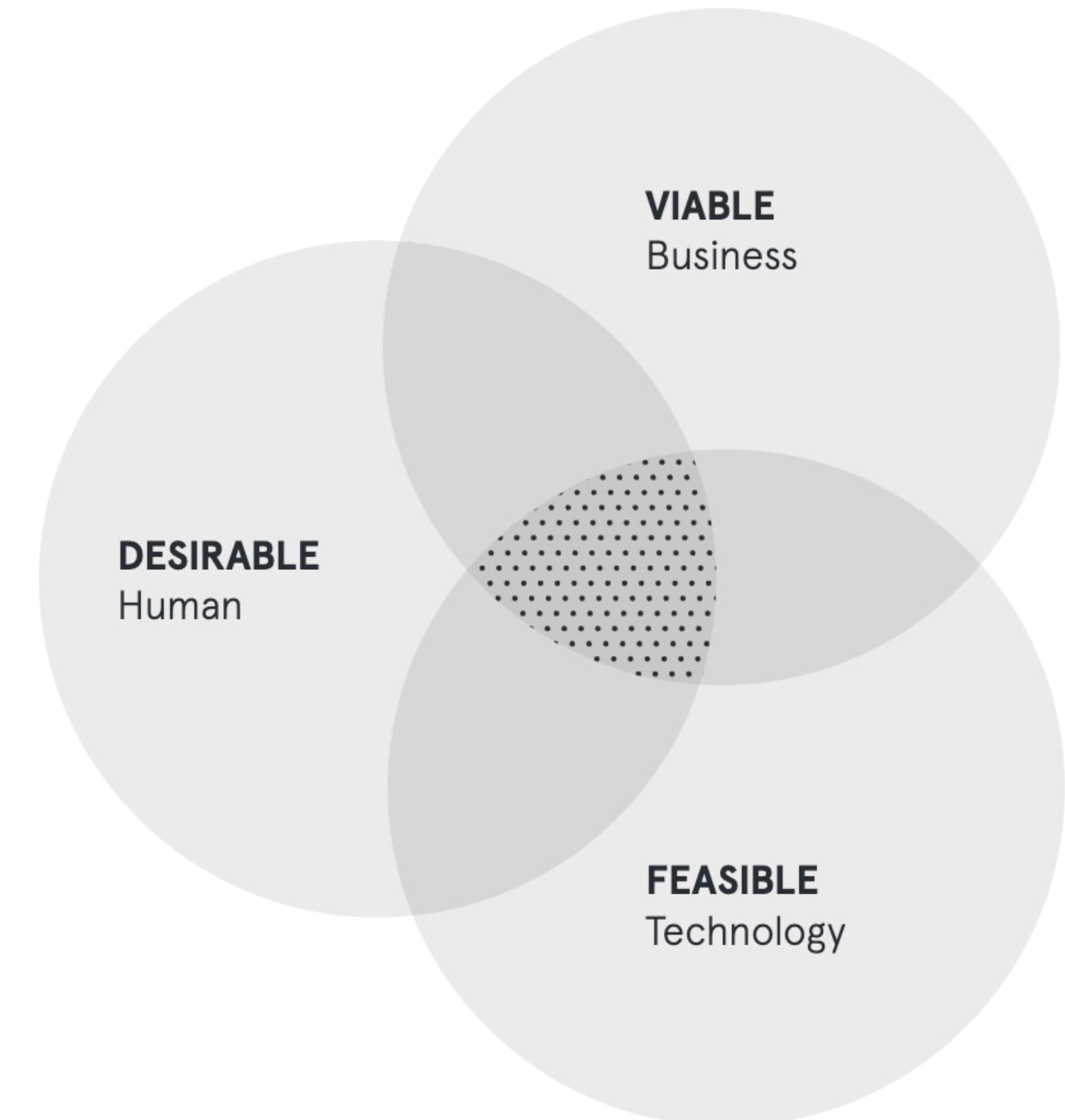
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# Key Takeaways

What shall I expect out of this session?



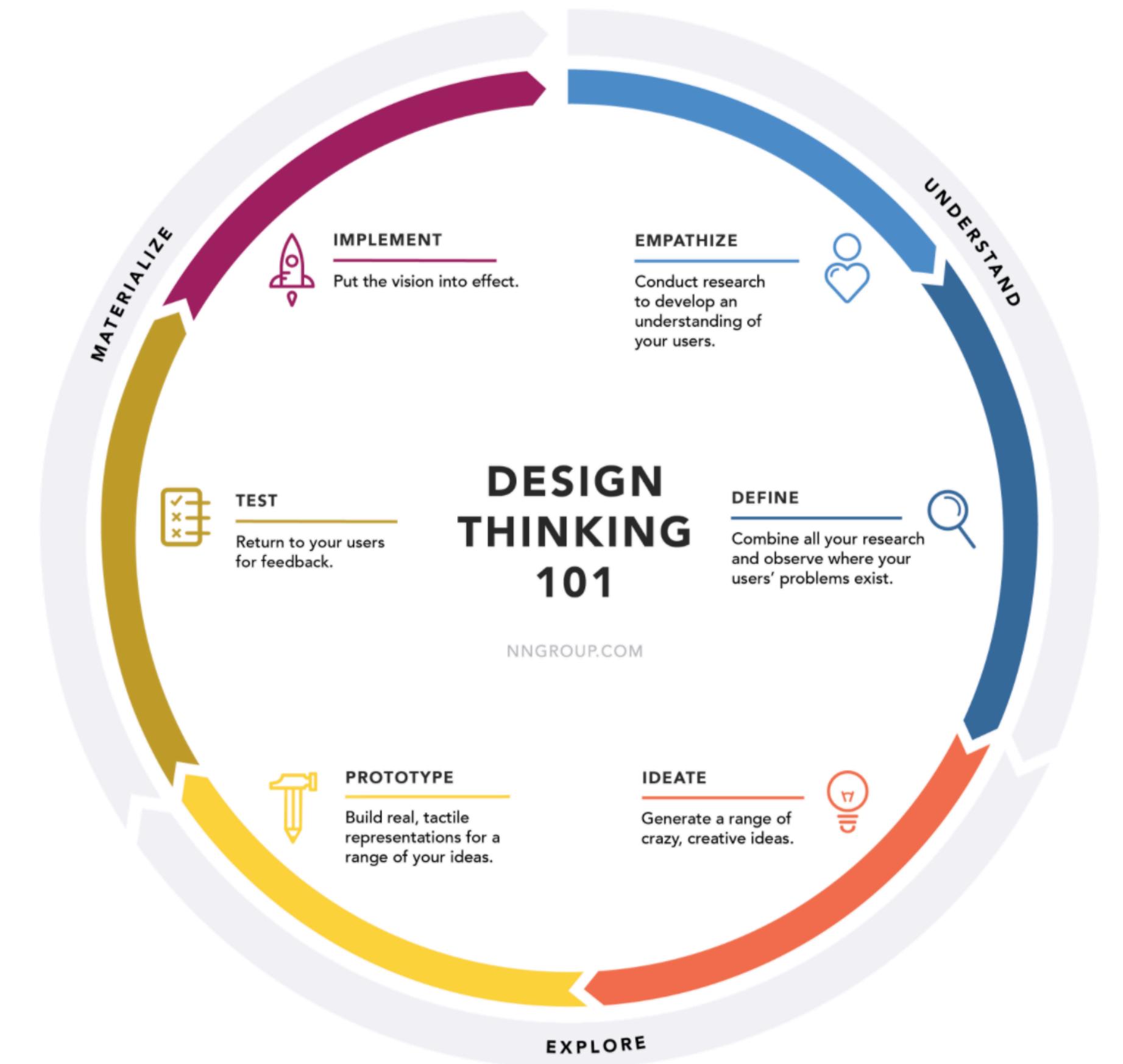
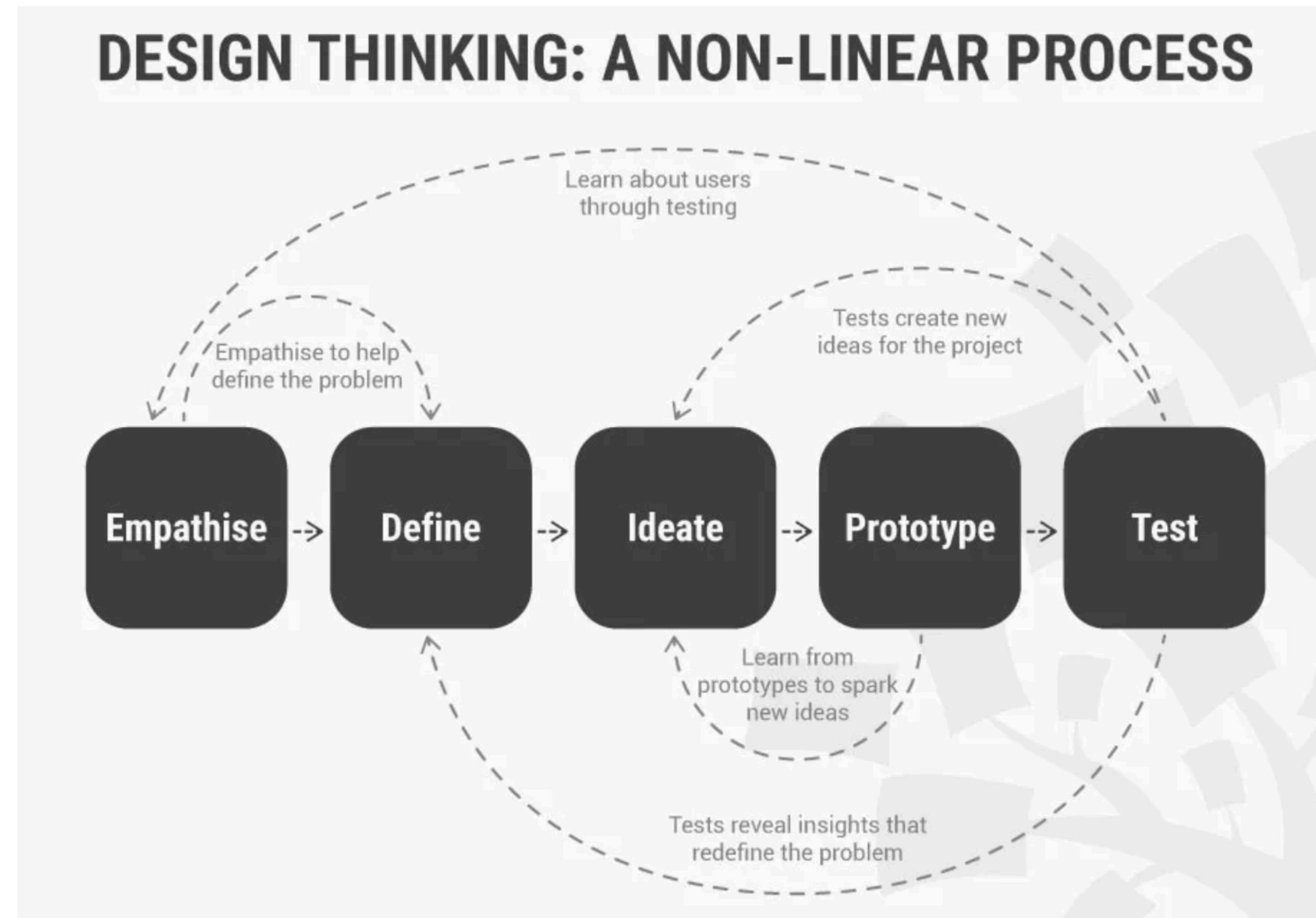
- DESIGN THINKING - What, Why, and How?
- DESIGN THINKING IN ACTION - Guiding Principles
- CONTINUE THE JOURNEY - Next Steps



# 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?

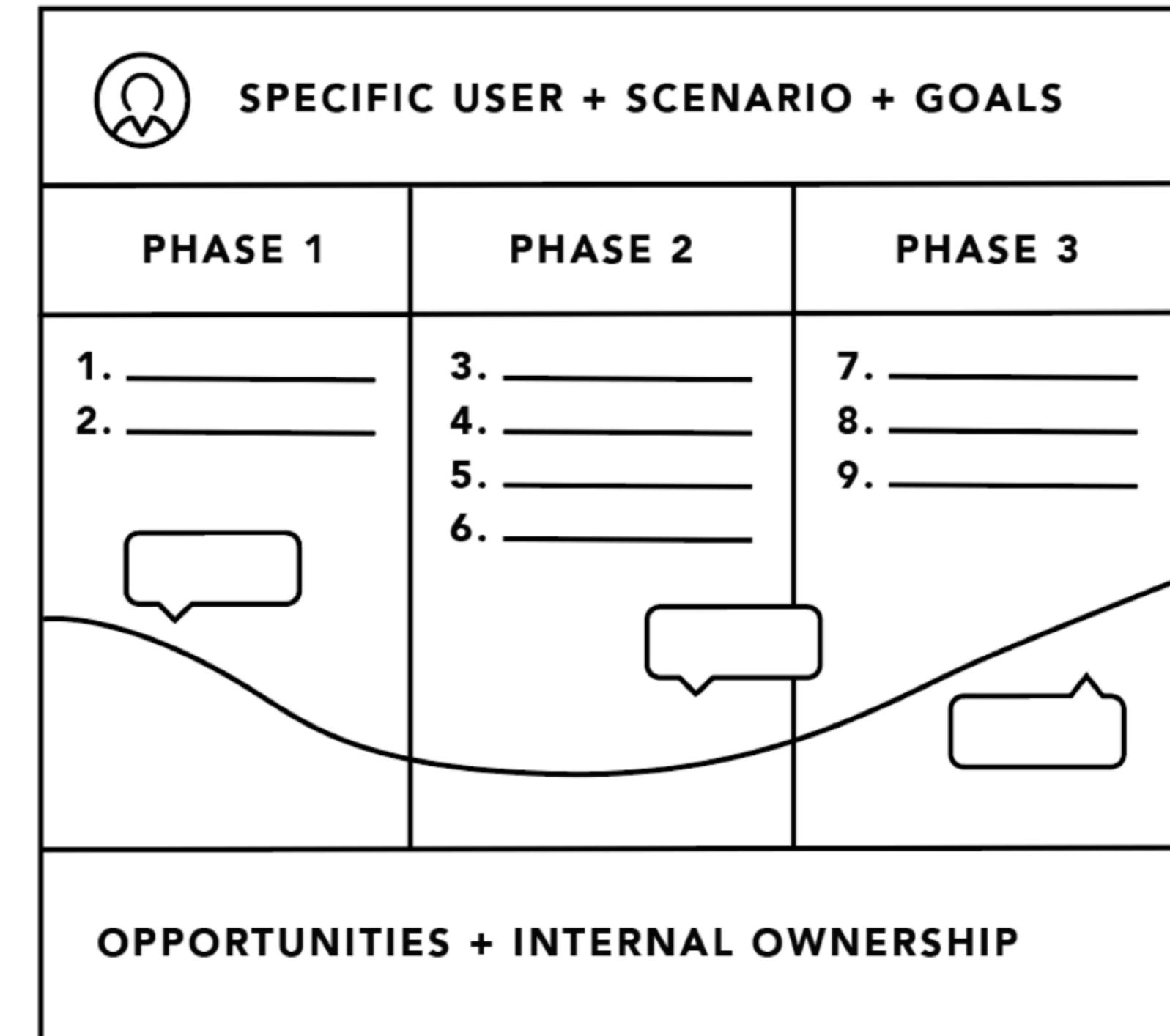
# Define



**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**

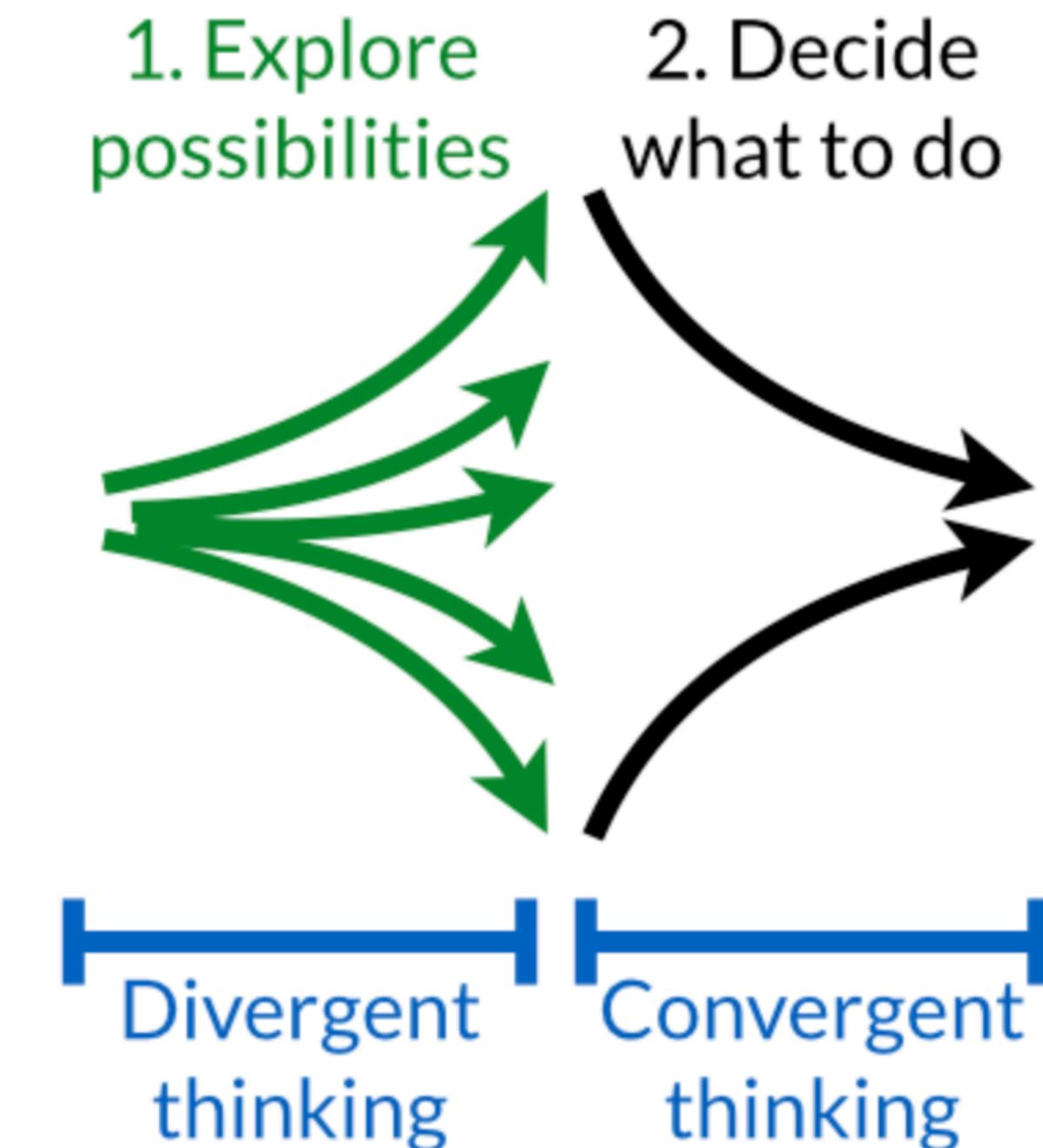


# Ideate

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



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



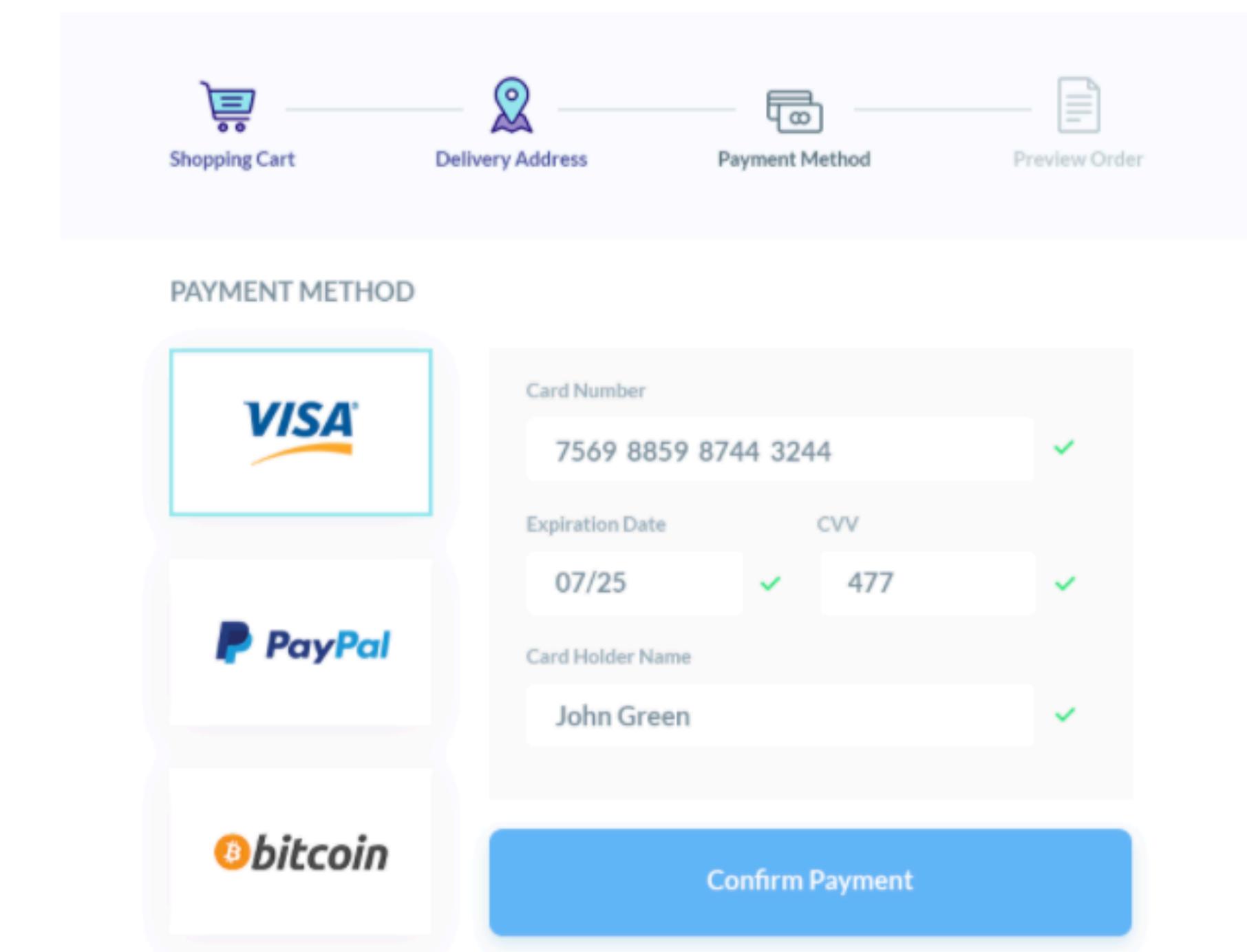
Don't fall in love with one idea or solution

# 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

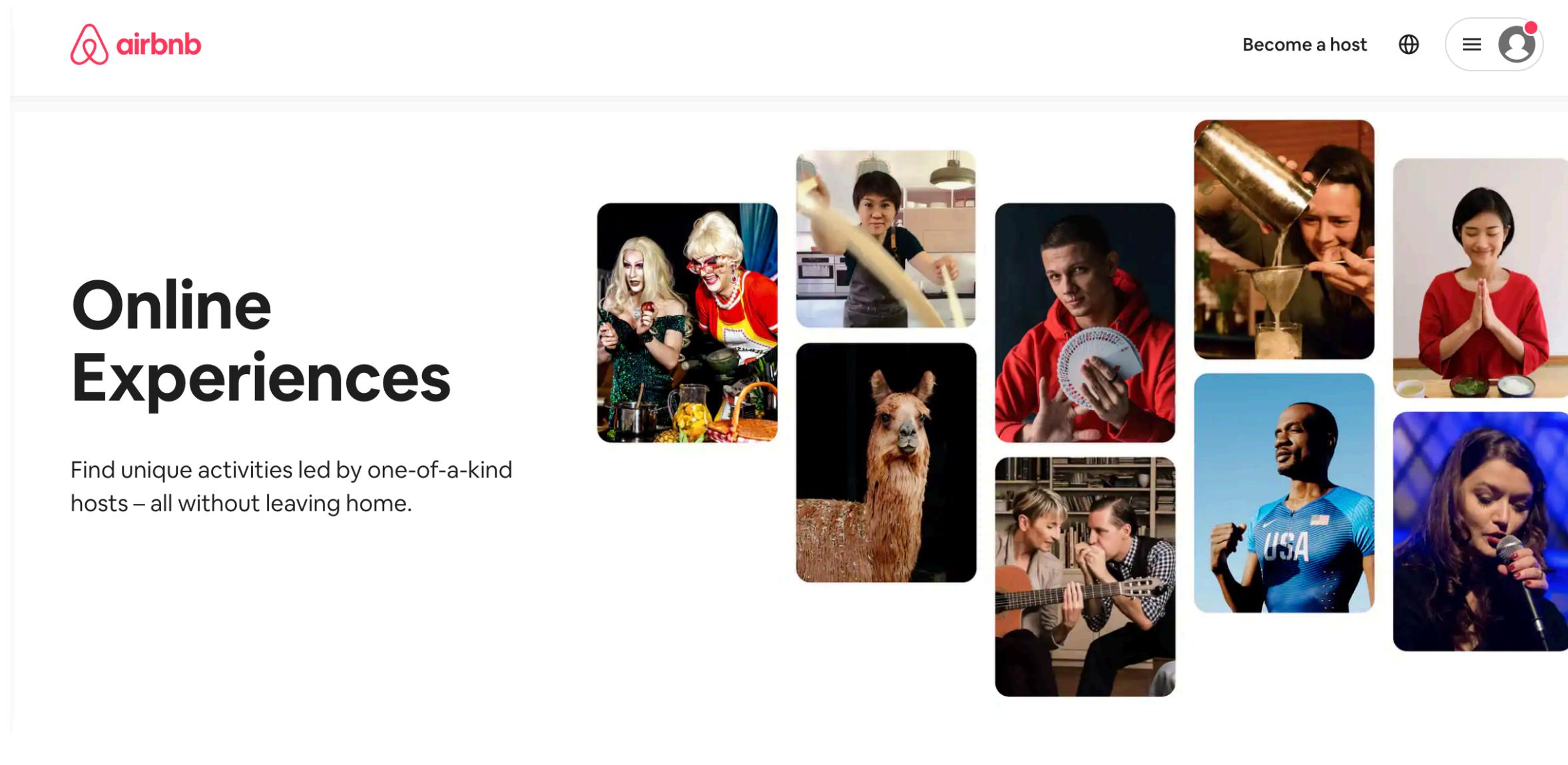


Prototype early and often and keep it iterative

# Design Thinking Examples



Can you share some examples where Design Thinking worked ?



The image shows a screenshot of the Airbnb website under the 'Online Experiences' section. The top navigation bar includes the Airbnb logo, a 'Become a host' button, and a user profile icon. The main heading 'Online Experiences' is displayed in a large, bold, black font. Below the heading, a subtext reads: 'Find unique activities led by one-of-a-kind hosts – all without leaving home.' A grid of 15 thumbnail images represents various online experiences: two people in costumes cooking, a person making a long sheet of dough, a man in a red hoodie, a person pouring liquid from a large container, a woman in a red dress, a llama, a man playing cards, a man singing into a microphone, a woman playing a guitar, a man in a USA shirt, and a woman singing into a microphone.



# 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>I am</i> _____	<i>"Who"</i> with 3 characteristics
<i>I am trying to</i> _____	<i>Outcome/Job</i>
<i>but</i> _____	<i>Problem/Barrier</i>
<i>because</i> _____	<i>Root Cause</i>
<i>which makes me feel</i> _____	<i>Emotion</i>

KEEP EXPLORING!

THANK YOU & TAKE CARE