Design Thinking Workshop

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About Me

KraftHeinz

- Servant Leader
- Outcome Driven
- Enterprise Agile & Product Coach
- Agile & Digital Transformation
- EnterTrainer
- Career Coaching
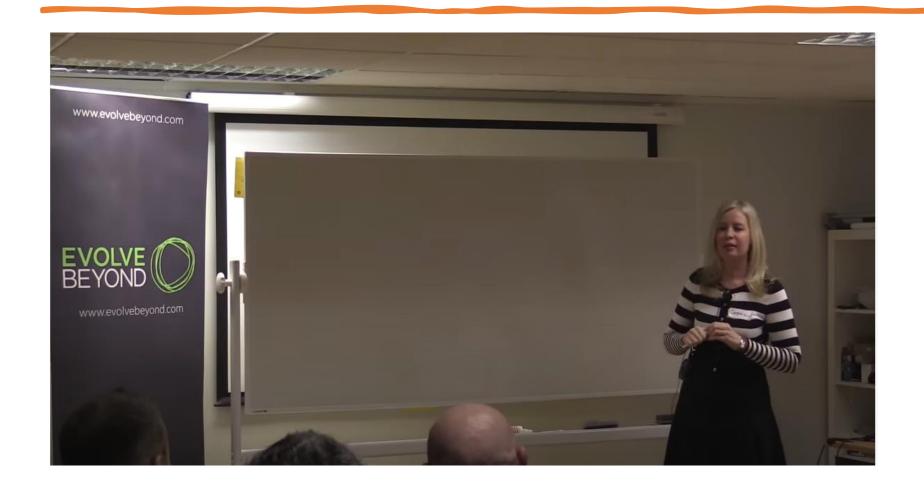- Top Rated Scaled Agile (SAFe) Trainer

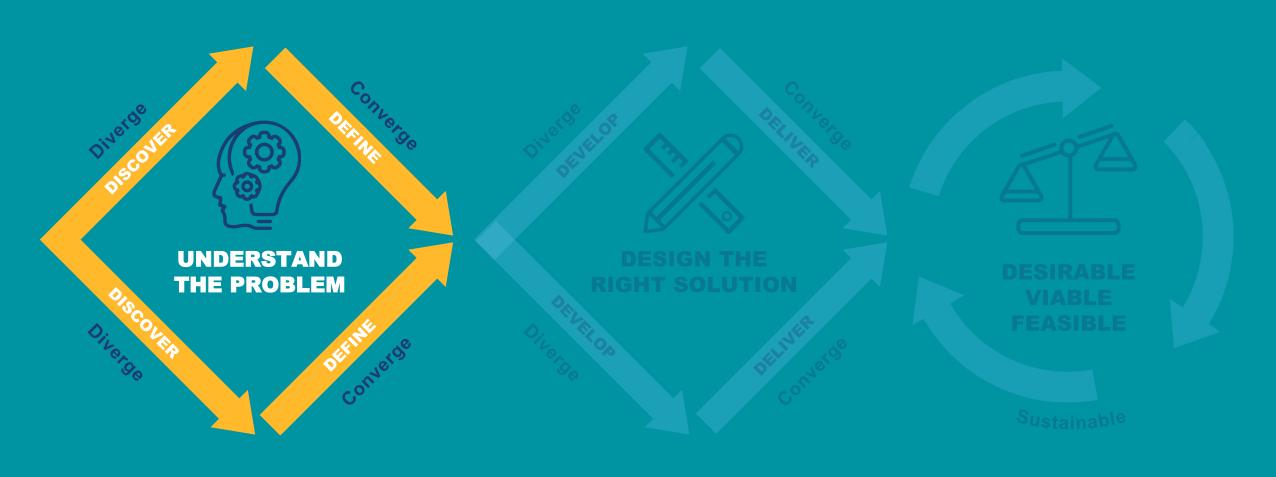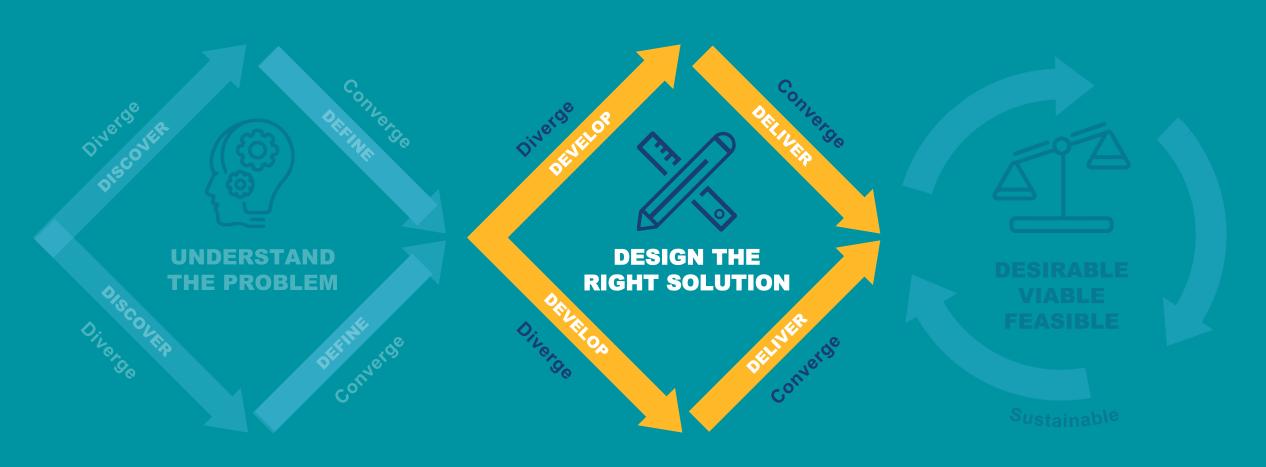raj@consultiyer.com   https://www.linkedin.com/in/consultiyer/

Discover
&
Design

Are you solving the right problem
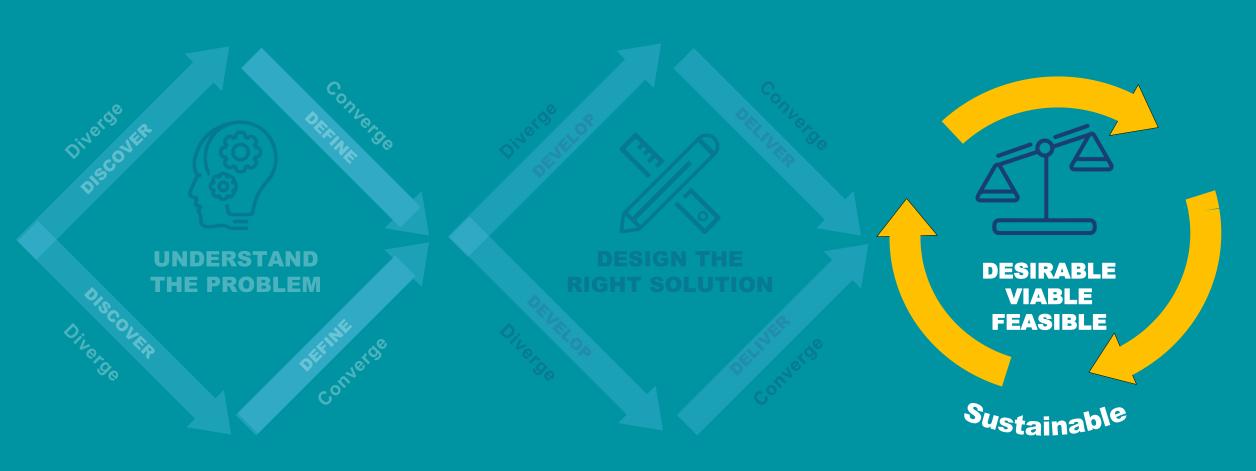
Divergent / Convergent Thinking

Diverge
DISCOVER
Converge
DEFINE
Diverge
DISCOVER
Converge
DEFINE

UNDERSTAND THE PROBLEM

Diverge
DEVELOP
Converge
DELIVER
Diverge
DEVELOP
Converge
DELIVER

DESIGN THE RIGHT SOLUTION

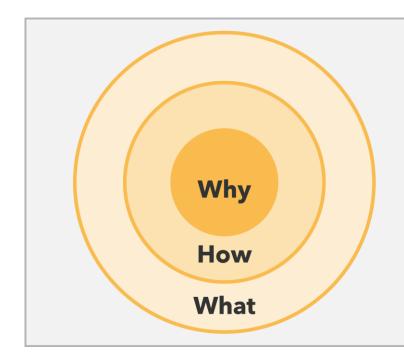DESIRABLE VIABLE FEASIBLE

Sustainable

Divergent / Convergent Thinking

The Golden Circle – Strategic Purpose

❖ Meaning and purpose help create successful products and services and inspire action

❖ Simon Sinek's Golden Circle

Why: Why do you do what you do? What is the purpose of your product, service, and Enterprise?
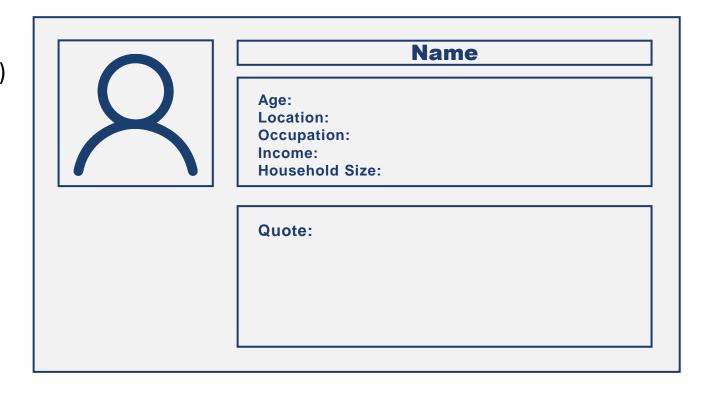
How: How do you do this? What makes your Enterprise special or sets you apart from your competition?

What: These are the solutions you're creating.

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Personal Characteristics

- Longer Living

- Fictional Name

- Demographic (age, gender etc.)

Name

Age:
Location:
Occupation:
Income:
Household Size:

Quote:

Example: Persona

Caroline the Consumer

Age: 34
Location: St. Louis, MO
Occupation: Financial Analyst
Household Size: Professional Mom of 3

"I'm a working mom with three children, ages 3, 6, and 10. My husband travels for work and my kids play soccer. I drive my kids around for their practices and games. With such a busy schedule, I do not have time to cook dinner everyday.

Providing a healthy and nutritious meal to my children is an important priority for me. I value convenience more than anything as long as I don't have to compromise on nutrition and tast, so I can focus on what matters most"

Multiple Personas

Complex products can have 3-7 personas

- Primary
  - The personas that you're developing the product and ***must*** be satisfied. Their needs and desires ***drive*** the designs. You may have up to 4 primary personas.

- Secondary
  - Another user of the primary interface, one for whom we will make accommodations so long as the primary persona's experience is not compromised. You may have up to 3 secondary personas.

- Negative
  - Someone who you're explicitly ***not*** going to satisfy. Negative persona can help you make design and feature choices. Negative personas are not very common. Focus should always be on primary and secondary personas.

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Improve Customer Experience Through Empathy

Empathetic Design & Customer Experience

- Empathetic design is about developing the product or solution from customer's perspective

- Encourages the team to understand customers role, context, pain points

- Apply empathetic design throughout the design process

- Empathetic approach addresses:
  - ✓ Aesthetic and emotional needs
  - ✓ Ergonomic needs, such as the placement of physical features

- Non-function requirements not explicitly requested by customers:
  - ✓ Performance, security, and compliance

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Empathy Map

➢Typically, short-lived

➢Helps team develop shared understanding and empathy for customers

➢Focuses on what your customer currently sees, thinks and feels

➢Should answer how we hope to change what customer sees, thinks an feels

➢Use empathy maps to design better experience

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Empathy Map

GOAL

① WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

② What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

⑦

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

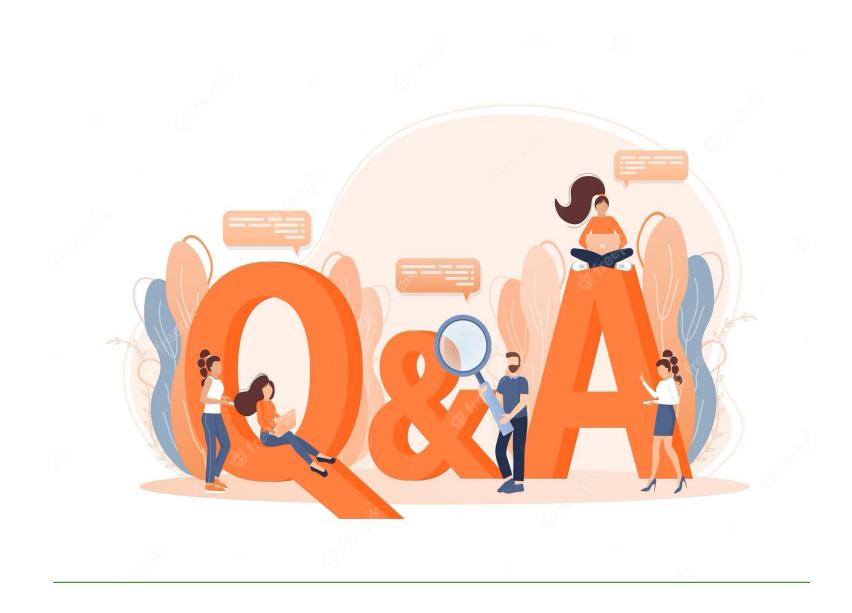What other thoughts and feelings might motivate their behavior?

③ What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

⑥ What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

④ What do they SAY?

What have we heard them say?
What can we imagine them saying?

⑤ What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

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Email contact@letsconultllc.com with discount code **STLPDMA** to claim additional $50 off of any 2023 Scaled Agile (SAFe) Certification Course offered by LETS Consult LLC

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Scaled Agile Bronze Transformation Partner

Upcoming Training Schedule

Course	Dates	SAFe Retail Pricing	LETS- C Pricing	Family/Friends Discount	Comments
SAFe Product Owner/Manager (POPM)	May 12, 2023 +	$1195-$1295	$700-899	$650	Every Friday 7-9 AM CST (5-7 weeks)
SAFe Advanced Scrum Master (SASM)	May 20/21, 2023	$1195-$1295	$700-899	$650	Sat/Sun 9-5 CST
SAFe Product Owner/Manager (POPM)	June 10/11, 2023	$1195-$1295	$700-899	$650	Sat/Sun 9-5 CST
SAFe Release Train Engineer (RTE)	May 12, 2023+ (Private)	$2695-$2795	$1595-1895	$1495 (First 5) $1595	Every Friday/Saturday 9-11 PM CT Targeted for APAC, India, Hawaii, PT (3-4 weeks)
SAFe Product Owner/Manager (POPM)	June 24/25, 2023	$1195-$1295	$700-899	$650	Sat/Sun 9-5 CST
Leading SAFe (SA)	July 2023	$1195-$1295	$700-899	$650	Sat/Sun 9-5 CST
SAFe Lean Portfolio Management (LPM)	Q3 2023	$2695-$2795	$1795-2095	$1495 (First 5) $1595	Sat/Sun 9-5 CST
SAFe DevOps Practitioner (SDP)	Q3/Q4 2023	$1195-$1295	$700-899	$650	Sat/Sun 9-5 CST
SAFe Advanced Scrum Master (SASM)	Q3 & Q4 2023	$1195-$1295	$700-899	$650	Sat/Sun 9-5 CST

Send an email to contact@letsconsultllc.com or call 314-485-9146 to register with F&F discount