Capturing Customers’ Hearts with Design Thinking

Product Management with Design Thinking
Design Thinking – Your New Advantage
Rally Around Customers
Design Thinking is a customer-centric development process that creates desirable products that are profitable and sustainable over their lifecycle.
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It goes beyond the traditional focus on the features and functions of a proposed product.

Instead, it emphasizes understanding the problem to be solved, the context in which the solution will be used, and the evolution of that solution.
Shoot Past the Stars
Understand the problem

Discover

Define

(Diverge)

(Converge)

Design the right solution

Develop

Deliver

(Diverge)

(Converge)
Our Natural Bias

Similarity

They look like me – their feedback is crucial!

The SEEDS Model from the NeuroLeadership Institute
Our Natural Bias

Similarity

Expedience

This answer feels right – it must be true!

The SEEDS Model from the NeuroLeadership Institute
Our Natural Bias

The SEEDS Model from the NeuroLeadership Institute

I’ve had that same pain – it’s vitally important!
Our Natural Bias

Similarity
Expedience
Experience
Distance

I loved talking to you over coffee – I agree with everything!

The SEEDS Model from the NeuroLeadership Institute
Our Natural Bias

- Similarity
- Expedience
- Experience
- Distance
- Safety

There’s too much risk – let’s avoid pain!

The SEEDS Model from the NeuroLeadership Institute
Customer-Centric Design
Start With Customers
Personas – Bringing Insights to Life
Make Connections
PERSONA CANVAS

NEGATIVE TRENDS
Negative trends from the environment

HEADACHES
Professional and work related issues

NEED
What does this person really want?

NAME ___________________

ROLE ___________________

POSITIVE TRENDS
Positive trends from the environment

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

HOPES
Personal goals and hopes
Agile Marketing is a growing trend

Marketing wants to adopt SAFe

How to apply SAFe 5.0 to business teams

Seen as an agile leader with Marketing success
SPC

SPCT

Certified Member

LACE

Partner Member

C-Suite

Press/Analyst
Empathetic Design
Empathy Maps – A Heart-to-Heart with Customers
Feel the Launch
Empathy Map Canvas

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. **GOAL**
   - 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?

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?

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?

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?

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?
Empathy interview guidelines

- Face-to-face is best
- Build rapport before asking questions
- Keep questions short (fewer than 10 words if possible)
- Ask only one question at a time
- Encourage stories
- Observe non-verbal queues
- Explore emotions: “How do you feel about…?”, “Tell me more…”
- Thank them!
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Achieve business agility with SAFe 5.0

Director of PdM @ SAI

Tamara Nation

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Summit Excitement

Director of PdM @ SAI
Tamara Nation

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**NEW BIG PICTURE**

- Director of PdM @ SAI
- Tamara Nation
- Got a Big Picture
- Summit Excitement
- Answering 5.0 Questions
- Referred folks to the SAI Booth

**Achieve business agility with SAFe 5.0**

**SPCT**

- Tamara Nation

**SPCT**

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Let’s Try It!
Empathy Interview Time

1. Grab an Empathy Map
2. Select a pair – meet someone new!
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2. Select a pair – meet someone new!
3. [3 min] – Hear their story of the SAFe 5.0 so far, and fill in an empathy map for them
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4. [1 min] – Check your most interesting findings with them
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5. [3 min] – Share your story so they can try empathy mapping too
6. [1 min] – Hear their most interesting insights
Share your work
Understand: Market research

- Focuses on the who & the what
- Evaluates what larger samples say
- Asks people about concepts, opinions, and values
- Asks a market what they will buy
- Focuses on selling & marketing the product

Primarily drives product strategy

Design: User research

- Focuses on the how & the why
- Evaluates what smaller samples do
- Observes what people do
- Determines how a market will use
- Focuses on the requirements of the product

Primarily drives product design

Personas and Empathy Maps help make research actionable
Design the right solution

Understand the problem

Discover

Define

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Deliver

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Pains Gains

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Learn more about Design Thinking with Agile Product and Solution Management

Desirable – what customers want
Viable – profitable for you to build and sell
Feasible – something you can realistically deliver
Sustainable – something you can proactively manage to realize ROI
Questions
Thank you!

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