



**PRODUCT
ARCHITECTURE
DESIGN. INTRO.
16.04.2019**

AALTO VENTURES PROGRAM

AVP team



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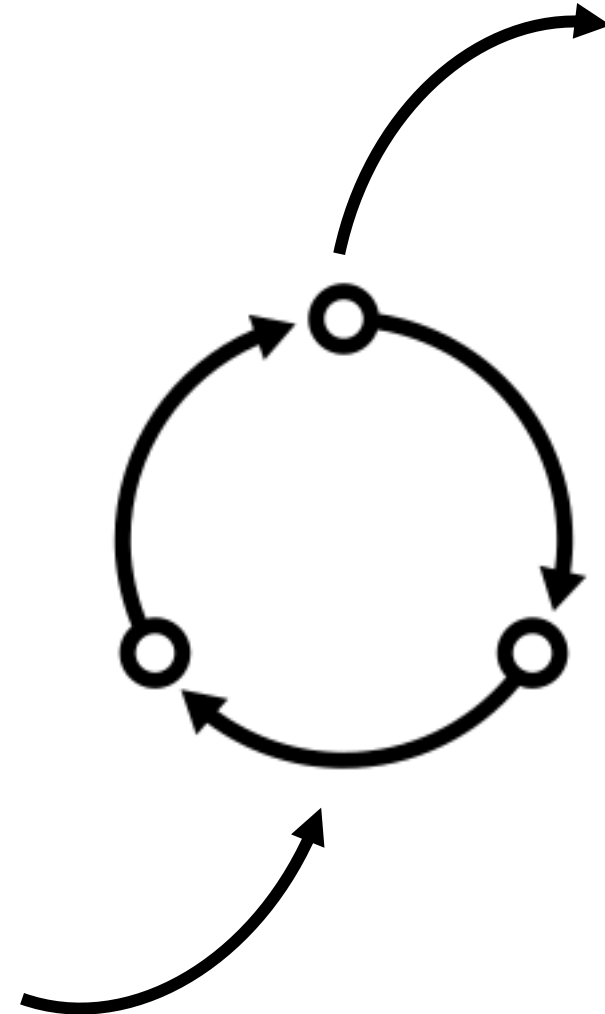
AVP mission:

To provide you with a toolkit to make successful business out of your design(s).

FOCUS POINTS:

- Validate your design with the user
- Embrace iterative process
- Learn the business mindset

**Solution creation process is
always iterative: experiment, test,
concept modification, prototype,
test and so on.**



Business thinking complementing Design thinking

BUSINESS THINKING

Deduction

Rational, predictable agents
/ actors

Hypothesis testing

Statistical significance:
Quantity  quality

Emphasizes tech requirements

Stress in uncertainty

Low risk tolerance

**Success lies in
combination of
both ways to
reason**

DESIGN THINKING

Induction and abduction

Irrational / unpredictable
agents / actors

Assumption testing

Evidence:
Quality  quantity

Emphasizes user requirements

Uncertainty – general state

High risk tolerance

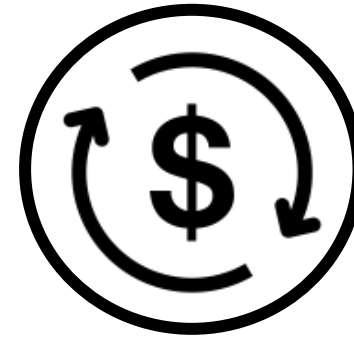
Weeks 16 - 19



- User research
- Experimentation
- Business modeling

Mid term review

Weeks 19 - 21



- Validating design(s) with users
- Updating design(s) based on users' feedback
- Finalizing business model

Thank You!

If you have questions feel free to contact:

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