PAD 23.04

AALTO VENTURES PROGRAM

Cool designs that failed

Nokia 3650

Cool designs that failed

Windows 8

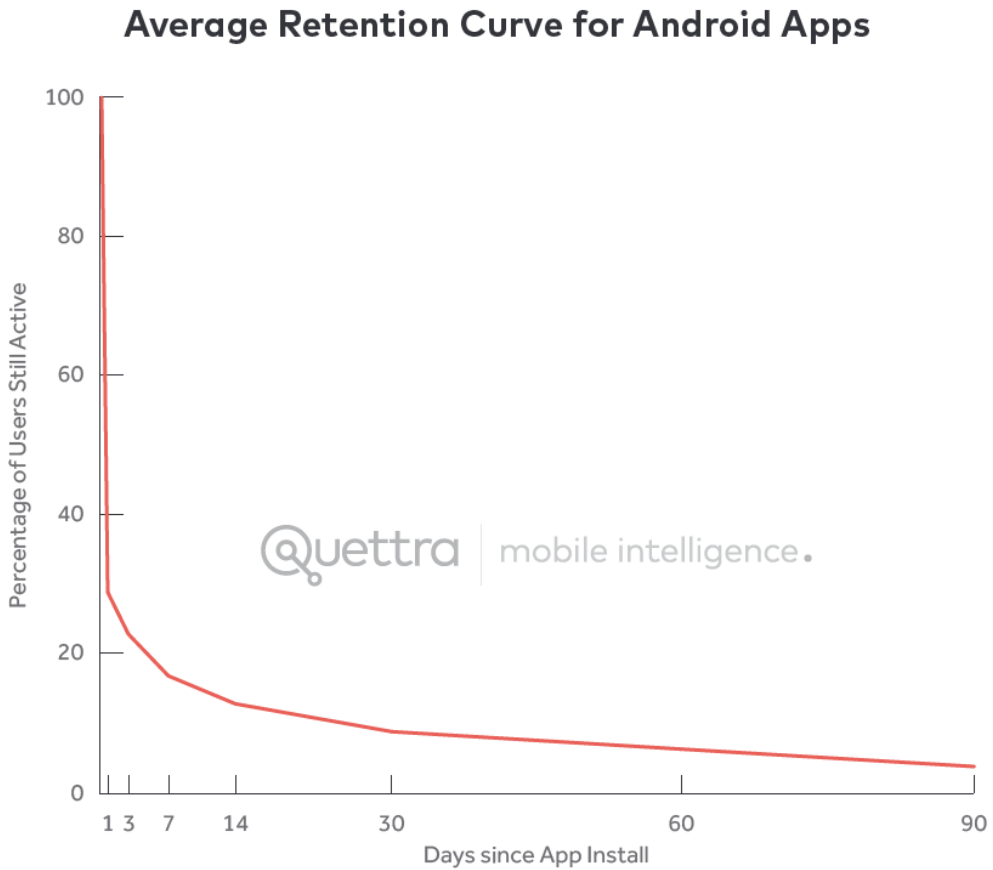
FAILURE!

Cool designs that failed

Central standard timing

Cool designs that failed

Juicero



“71% of the average app’s users drop off after just 1 day!”

*https://apptimize.com/blog/2016/02/80-20-onboarding/

VS.

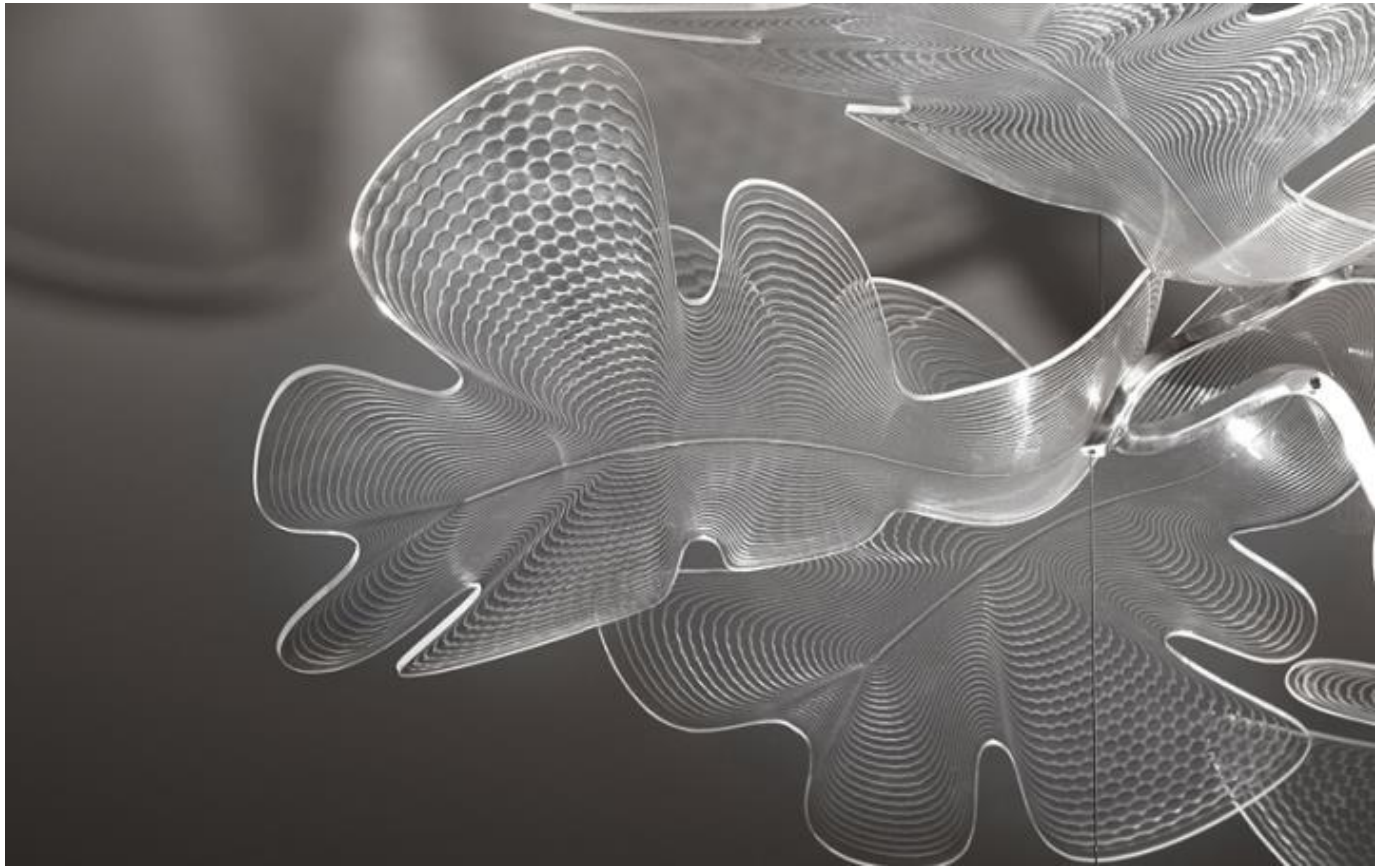
Successful designs

Just mayo

Successful designs

Fiskars

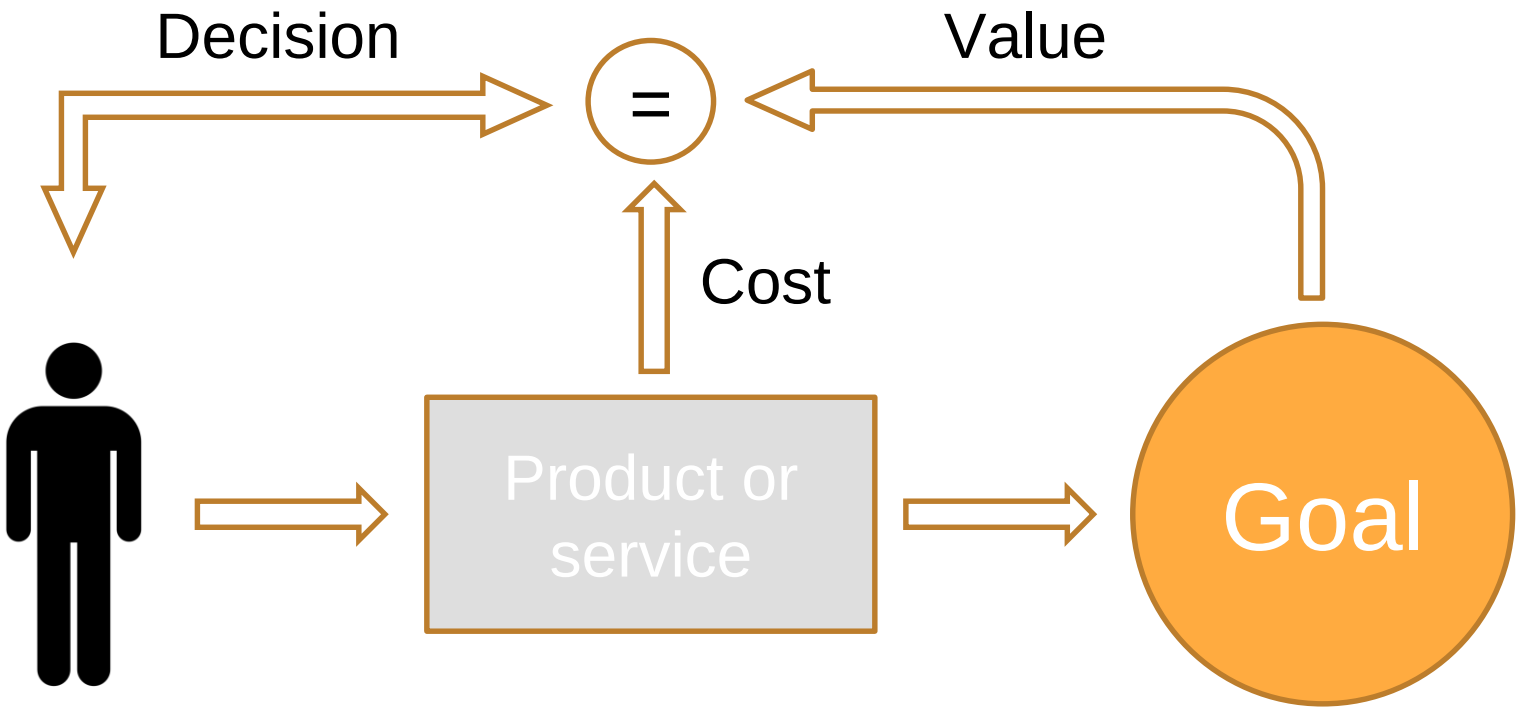
Successful designs



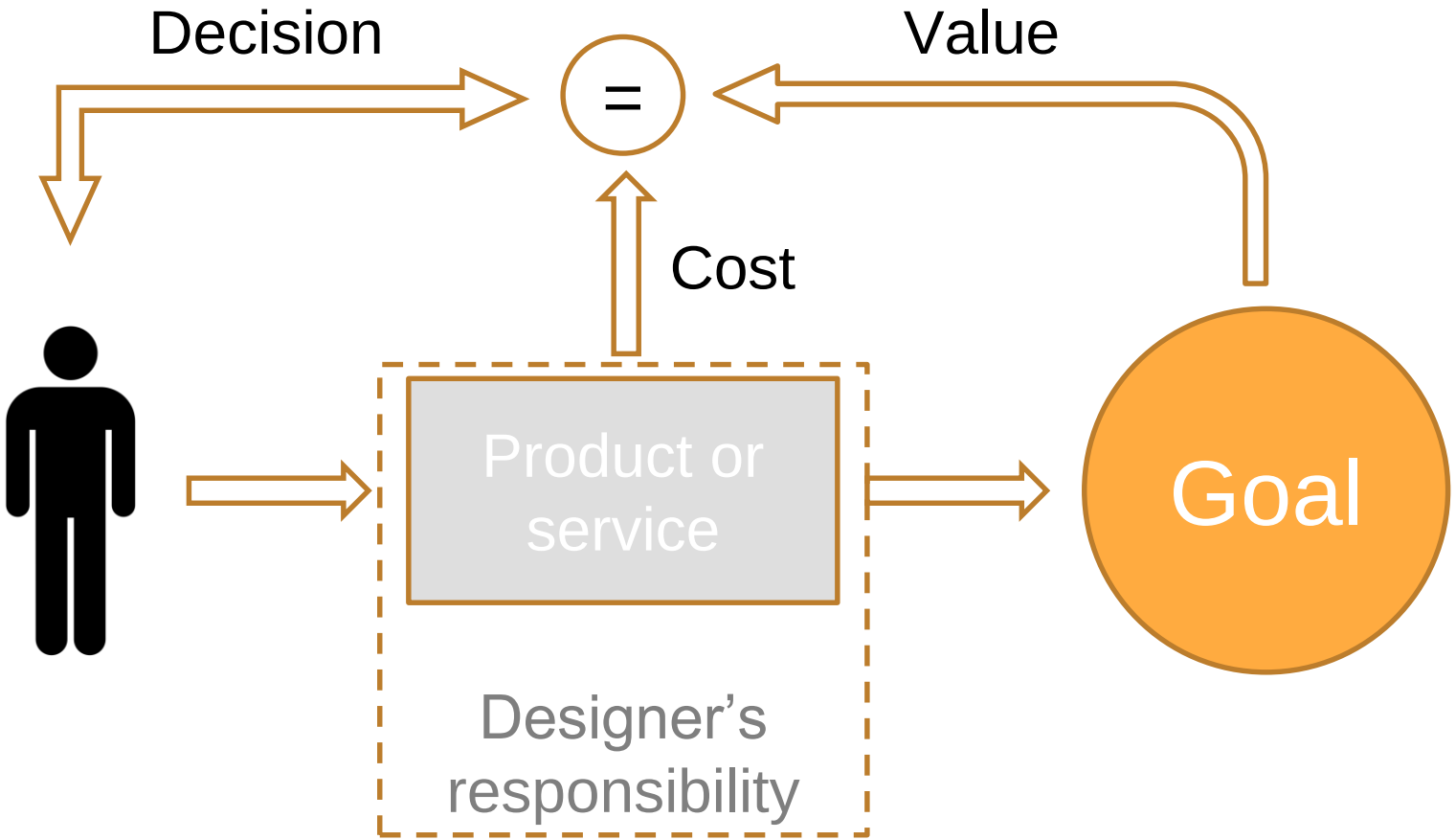
Artemide

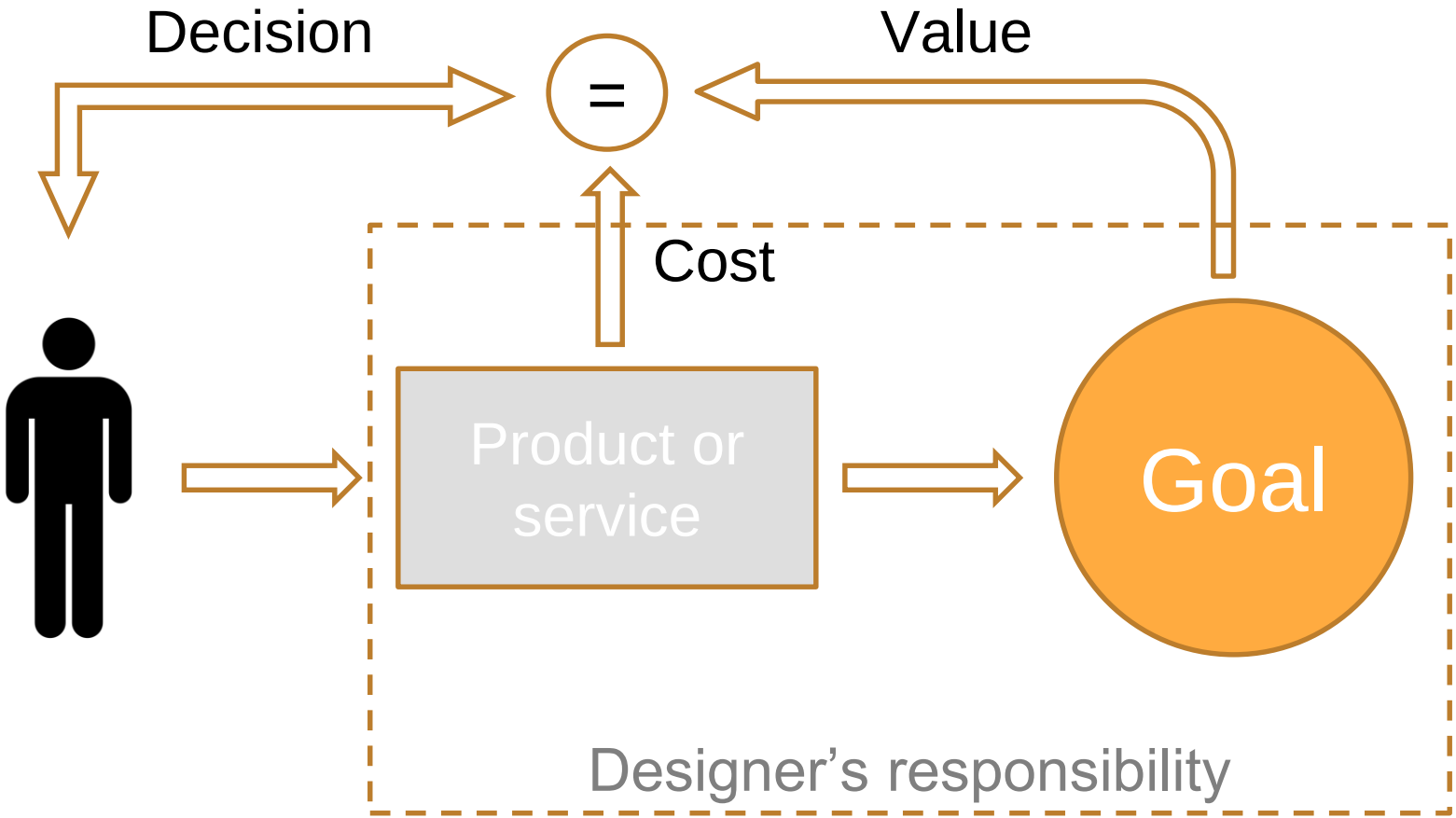
Outcome oriented design

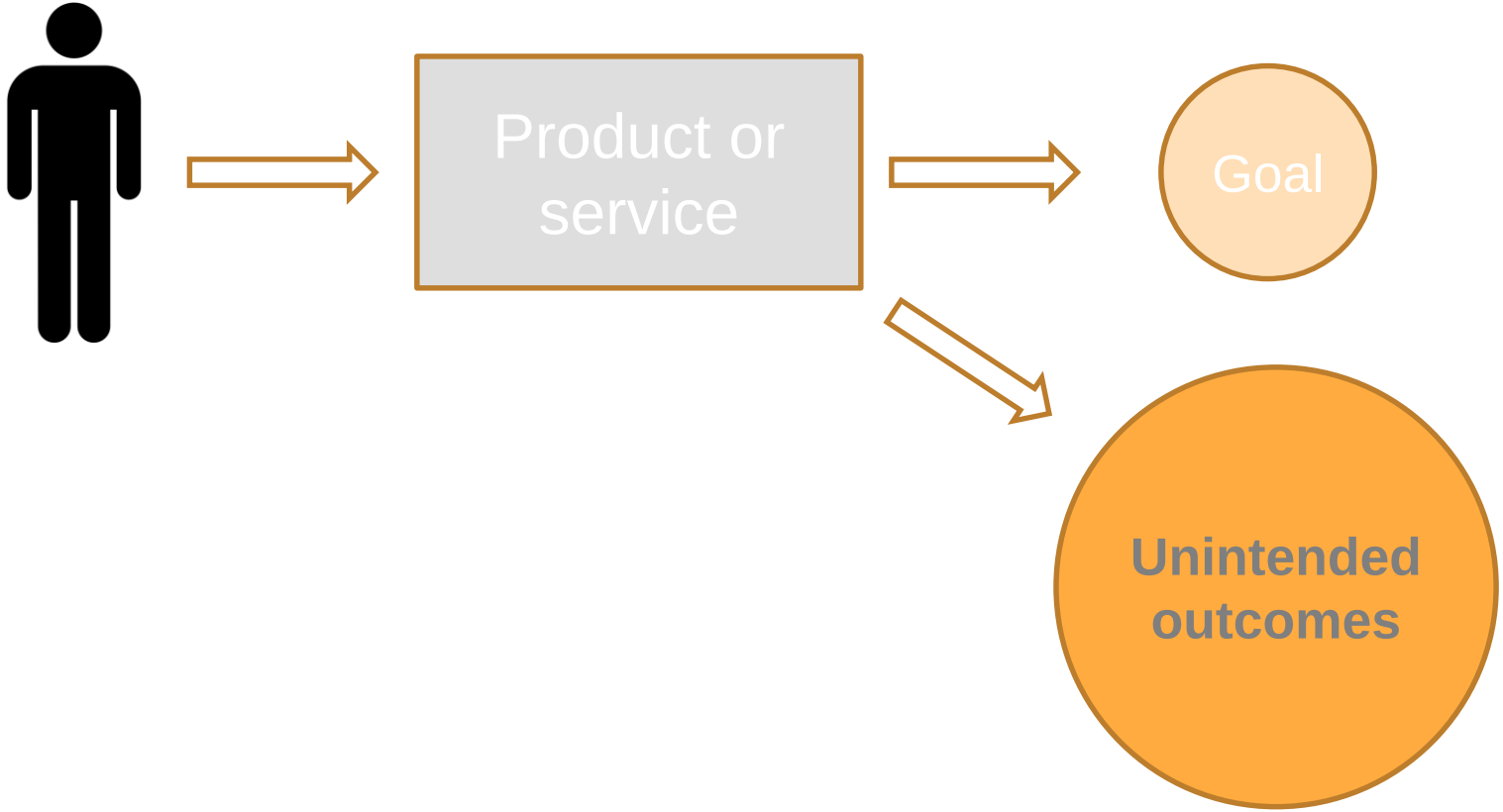
Known under many different names: Jobs to be done, Goal directed design, Task analysis, etc
https://jtbd.info/know-the-two-very-different-interpretations-of-jobs-to-be-done-5a18b748bd89


Decision
=
Value
Cost
Product or service
Goal

Goals	Design for	Costs
Values	Personal fulfilment	Social acceptance
Activities	Experience, habits	Use of own time, convenience
Actions	Effectiveness skills, muscle memory	Price, cost of ownership, learning


Decision
=
Value
Cost
Product or service
Goal
Designer's responsibility


Decision
=
Value
Cost
Product or service
Goal
Designer’s responsibility


Product or service
Goal
Unintended outcomes

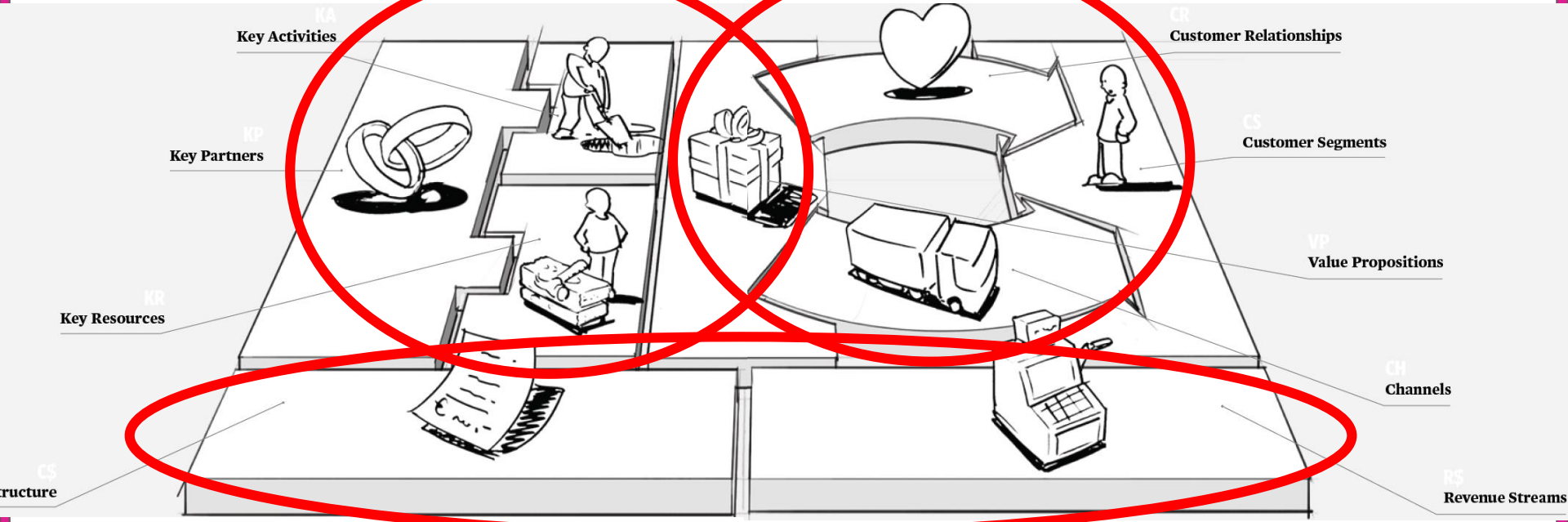
Unintended outcomes

- Pollution and global warming (CO2, NOx, ..)
- Social impact (skills obsolescence, child labor, ..)
- Consumerism (over-consumption)
- Short product life-cycles, design-for-obsolescence
- …

Business Model Canvas

Producing the offer

Serving the customer



The bottom line

The Business Model Canvas

Designed for:	Designed by:	Date:	Version:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		**Channels**	

Cost Structure	Revenue Streams

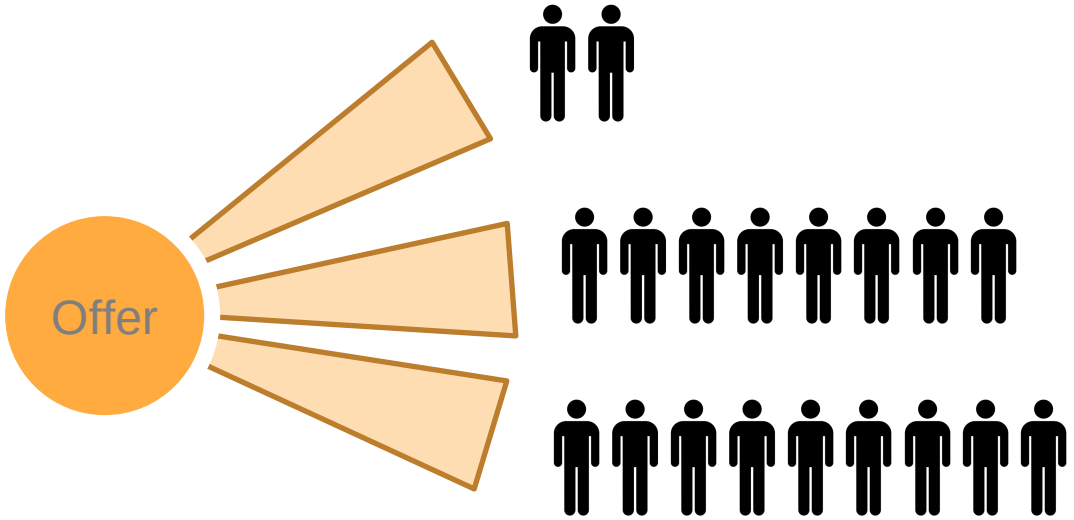
DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: http://creativecommons.org/licenses/by-sa/3.0/ or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Strategyzer
strategyzer.com

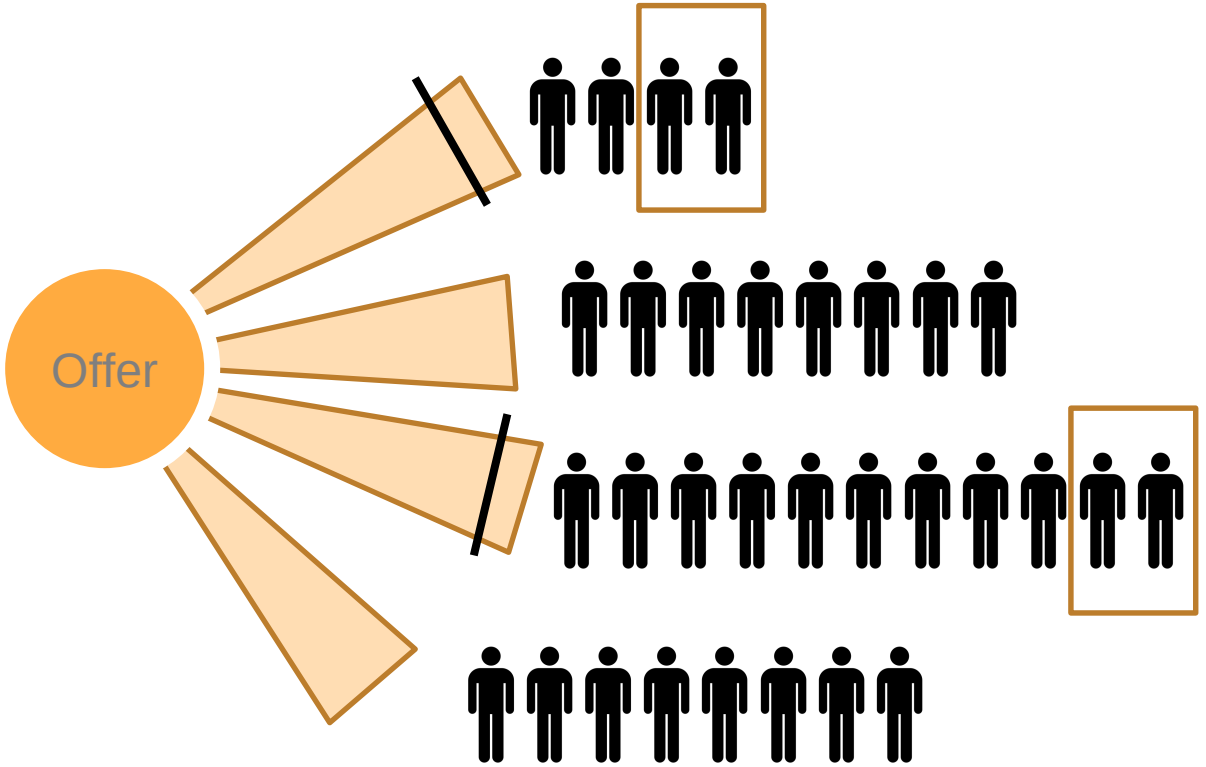
Customer segmentation

Pages 1-100: https://strategyzer.com/value-proposition-design


Offer

Segmentation based on some common aspect

- Customer characteristics (age, gender, geography, ..)
- Customer preferences (color, design, ..)
- Channels to reach customers (online, store, ..)
- Customer skills (need for supporting services, ..)
- Price sensitivity
- ..
- **But most important of all: desired outcome!**

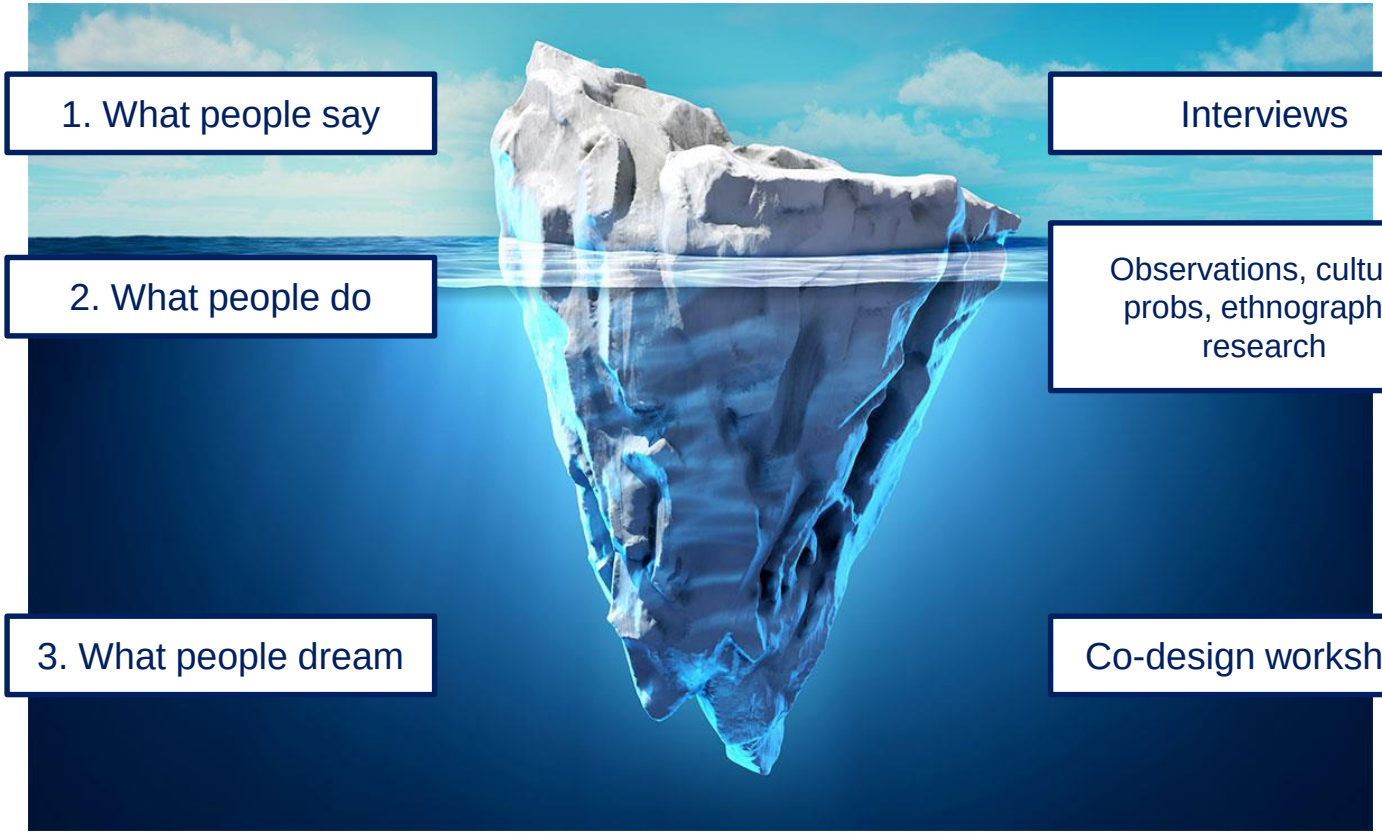

Offer

Segments considerations (business-wise)

- Segment size
- Segment growth potential
- Additional cost associated with segment (features, customizations, ..)
- Marketing and sales channel costs

User research

Users’ research. Levels of insights gathering



1. What people say

Interviews

2. What people do

Observations, cultural probs, ethnographic research

3. What people dream

Co-design workshops

Interviews

Open-ended interview

made to gather qualitative data and insights

Expert interview

made to get the knowledge in the field

Structured ethnographic survey

rigid structure and list of questions, made to gather quantitative data

CREATE A FOCUS

A good focus helps you to:

- Identify the correct stakeholders for research
- Not spending too much time asking the wrong things
- Helps you prepare the right themes and questions
- Keeps your research on topic

A focus should strike a balance: not too wide (irrelevant data) and not too narrow (missing insights)

*Juha Kronkvist (ITP, Hellon)

Open-ended interview

made to gather qualitative data and insights

GOAL:

To understand experience, gather insights, define pain points and opportunities.

How to make:

- define interviewees;
- based on the research prepare themes or questions for interviews;
- listen more that talk;
- don’t lead the interviewee;
- don’t judge and don’t evaluate answers;
- avoid closed questions for which one can answer yes or no;
- focus on the interviewee, don’t start telling about your own experiences.

Open-ended interview

made to gather qualitative data and insights

RULE OF 5 x WHY

Observed problem: People are unhappy at work

Assumption about the problem People don't like their jobs

1. Why did this happen? They don't think they're doing the right things

2. Why did this happen? They can't choose what they are working on

3. Why did this happen? Management gives orders on what to work on

4. Why did this happen? There is a policy of top-down management

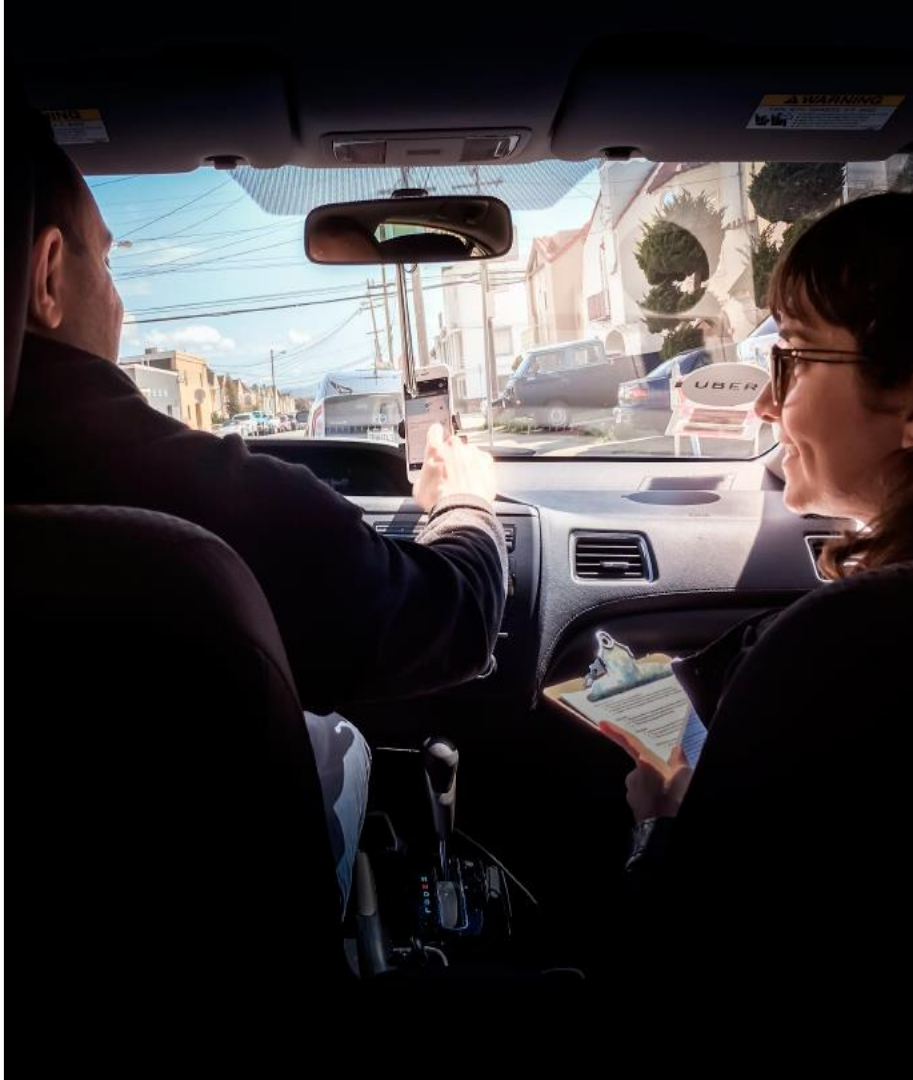
5. Why did this happen? The company has not reviewed it's management policies

ROOT CAUSE

*Juha Kronkvist (ITP, Hellon)

Interview in context

The interviewer asks the participant to walk through a service, product use or a future scenario



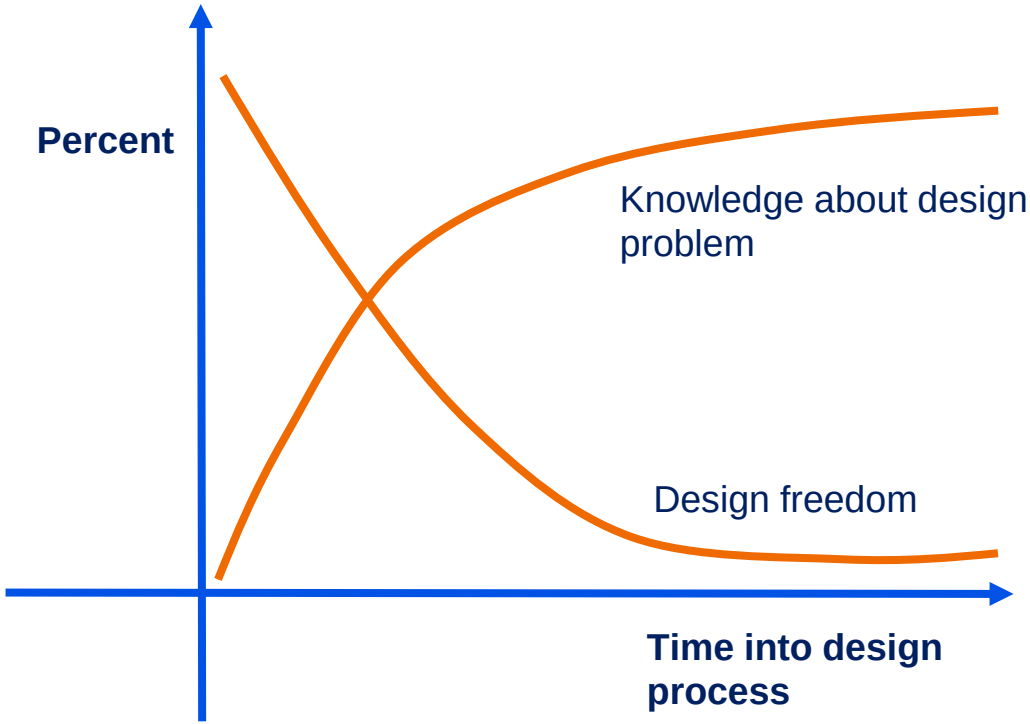
Observation

- People don’t usually say what they think;
- People don’t usually understand what they do.

“Better products don’t take longer to create, nor do they cost more to build. The irony is that they don’t have to be difficult”

*«The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity», Alan Cooper

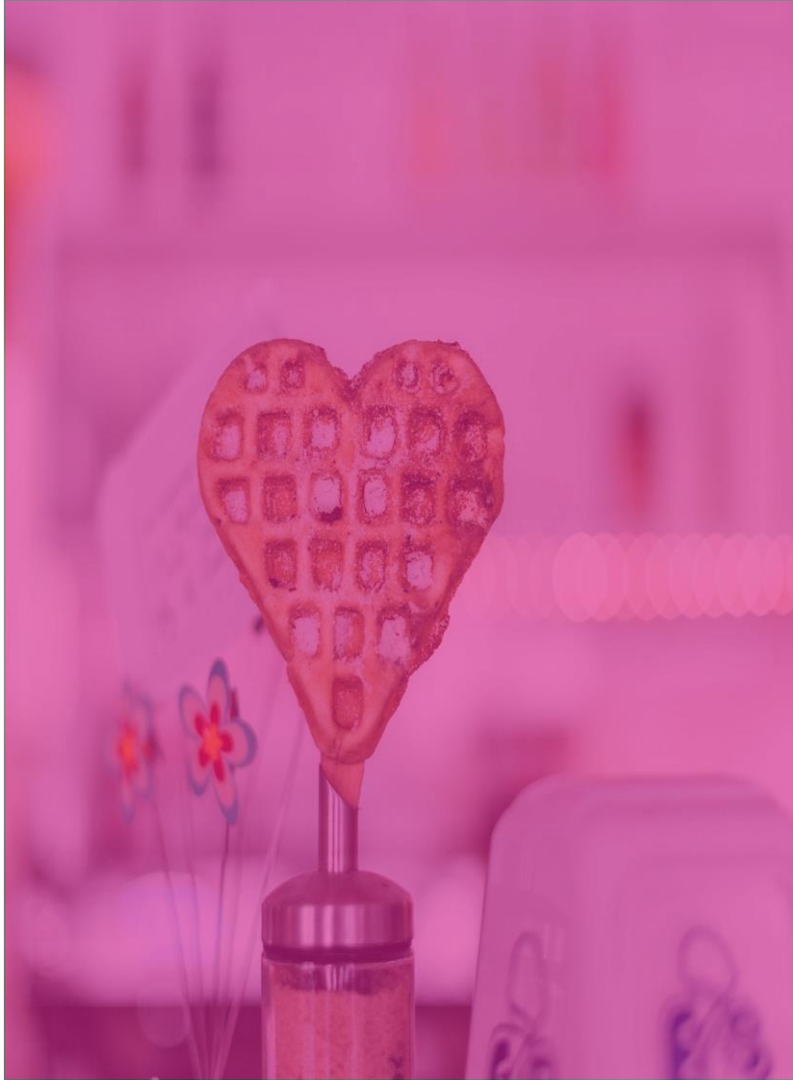
DESIGN PROCESS PARADOX



Thank You!

If you have questions feel free to contact:

- lidia.borisova@aalto.fi
- johannes.kaira@aalto.fi
- hakan.mitts@aalto.fi



Task #1:

Interview people with non-electric bikes or without bikes

or

Interview people with computers and without pads/surface