



Design Agility Team (U1)

Partners

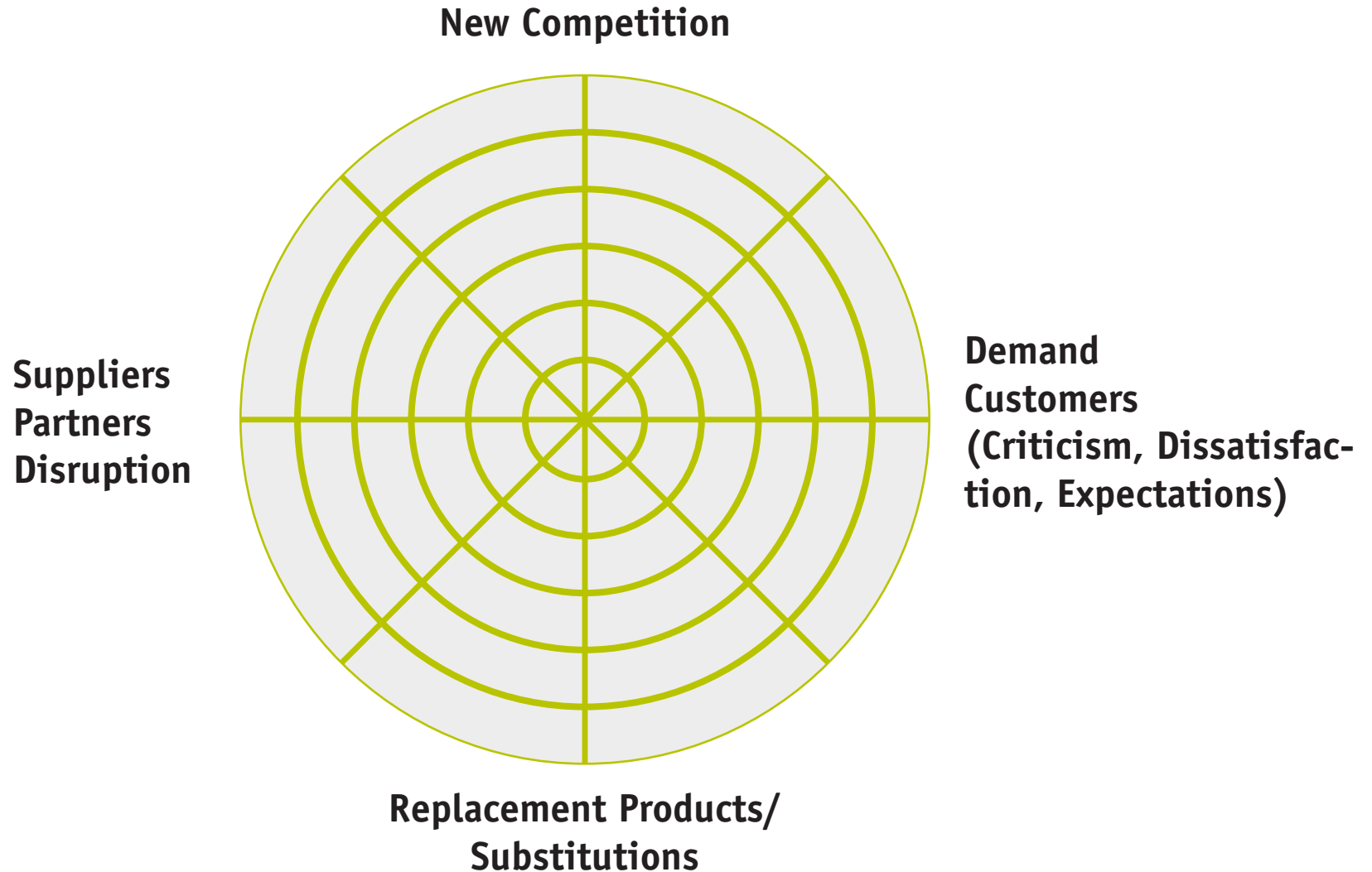
Distributors

Departments / Skills

Service Providers

Others

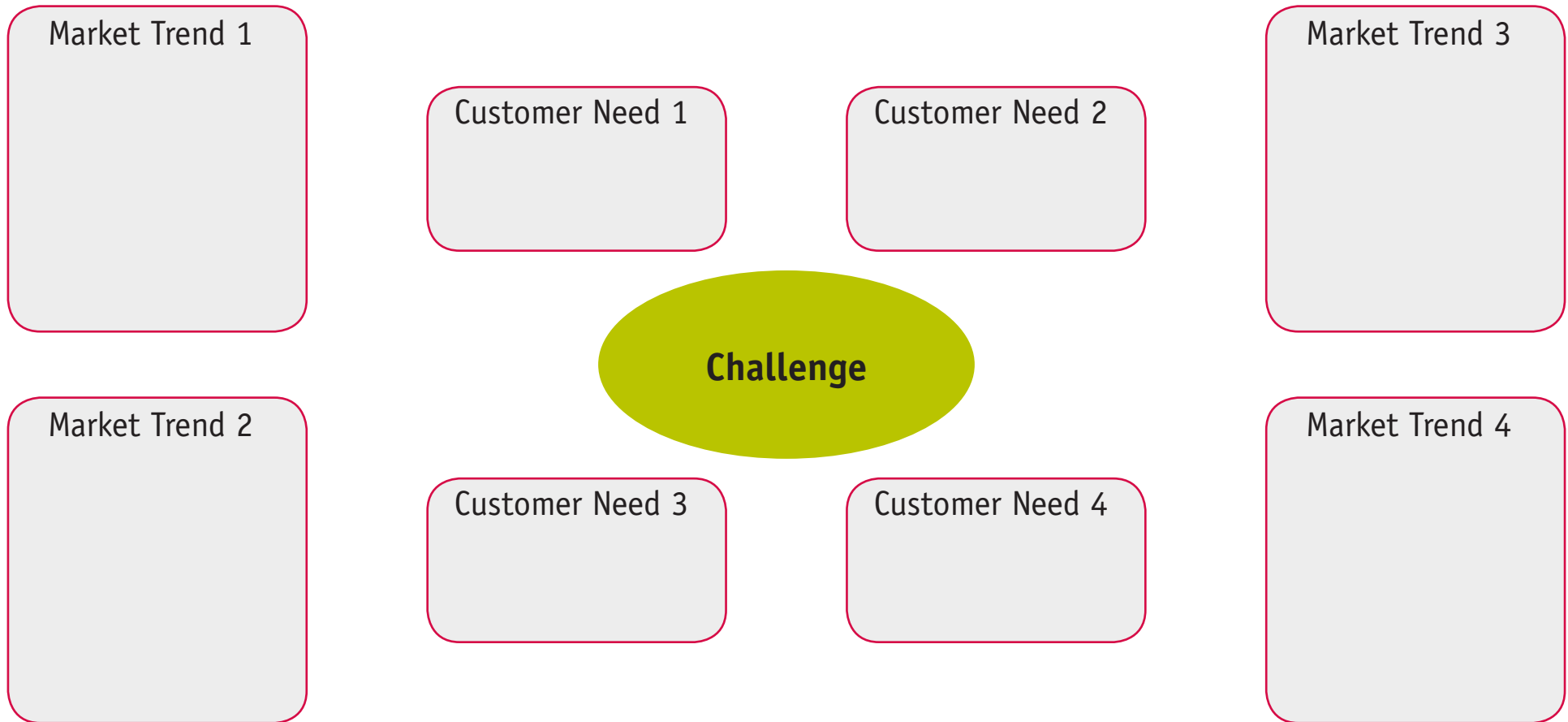
Challenge Radar (U1)





Determinants of the Challenge (U1)

Market Trends and Customer Needs

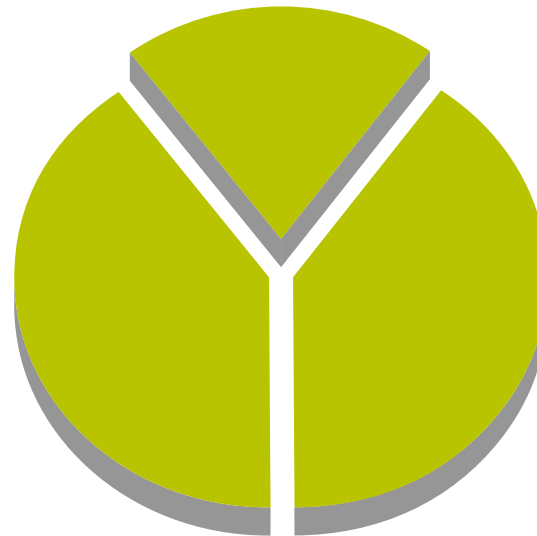


Challenge: "How might we _____?"

Dashboard – Collecting Relevant Data (U2)



(Partial) Target Groups:



How many?
Meaningful description?
Target group size
Relevance?

Sources for Market Data:

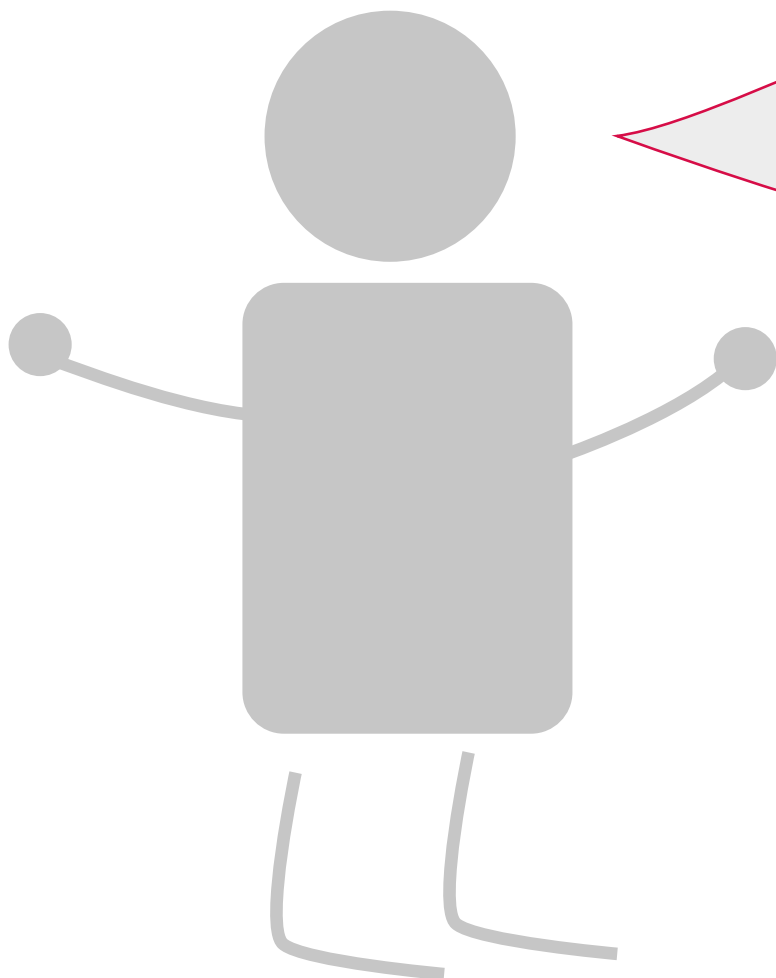
Rival products	_____	_____
Technologies	_____	_____
Trends	_____	_____
	known	unknown

Alternative Solutions (Customer's Point of View):

_____	_____
_____	_____
_____	_____
known	unknown



Persona (U3)



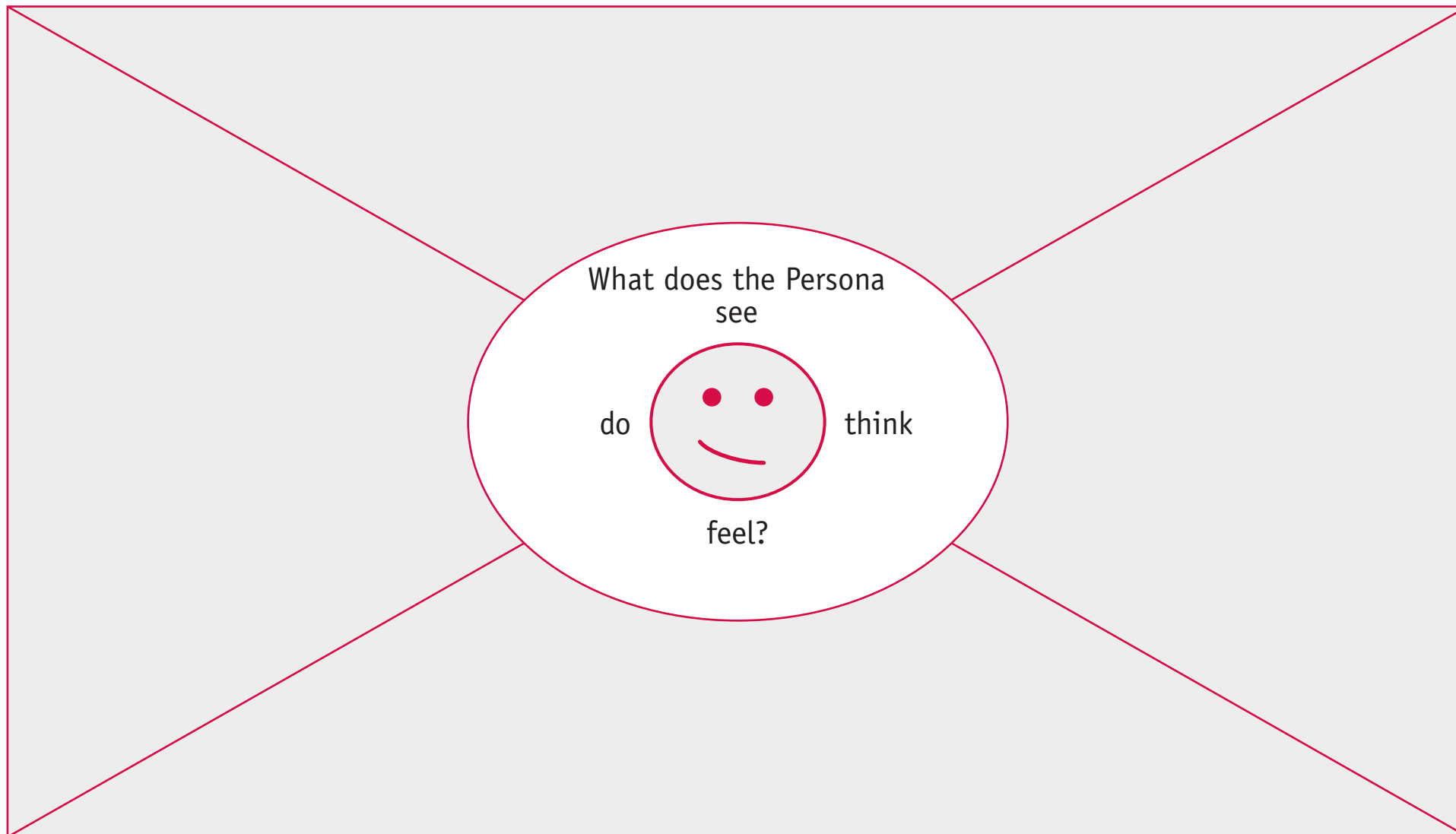
The central statement:

As <Persona x>
I need <y>
to <benefit z>

1. Name: _____
2. Age: _____
3. Profession: _____
4. Personality traits: _____
5. Social traits: _____
(Family, living circumstances)
6. Media use/Preferences: _____

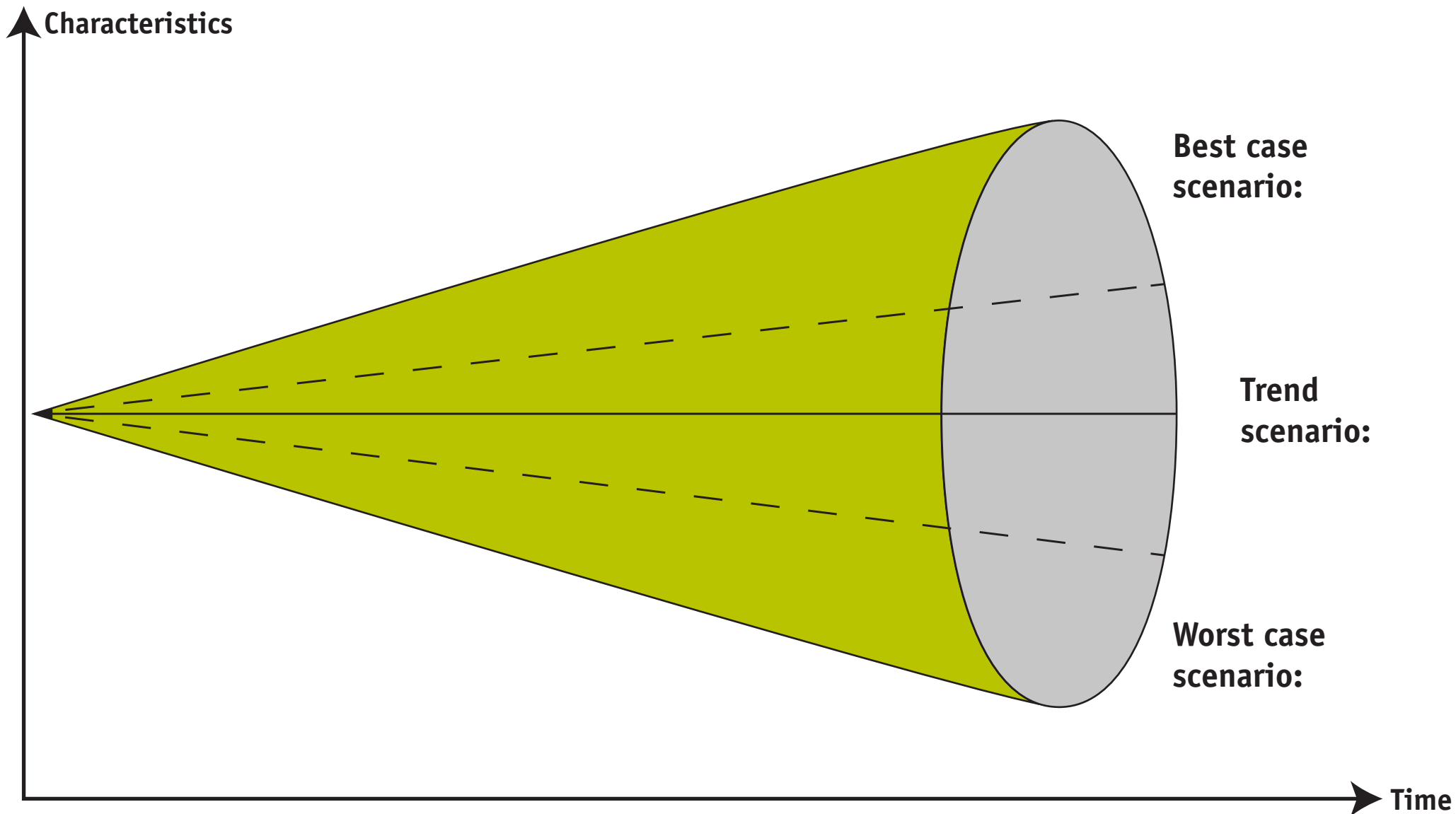


Empathy Map (U3)





Trend Scenario (U4)





Ideation: Brainstorming (U5)

Generate User Stories

"As a <persona>, I want <function> so I can <benefit>."



typical situation?



specifically named?



inspirational?

Persona 1

Persona 2

Persona 3

Persona 4



User Journey (U7)

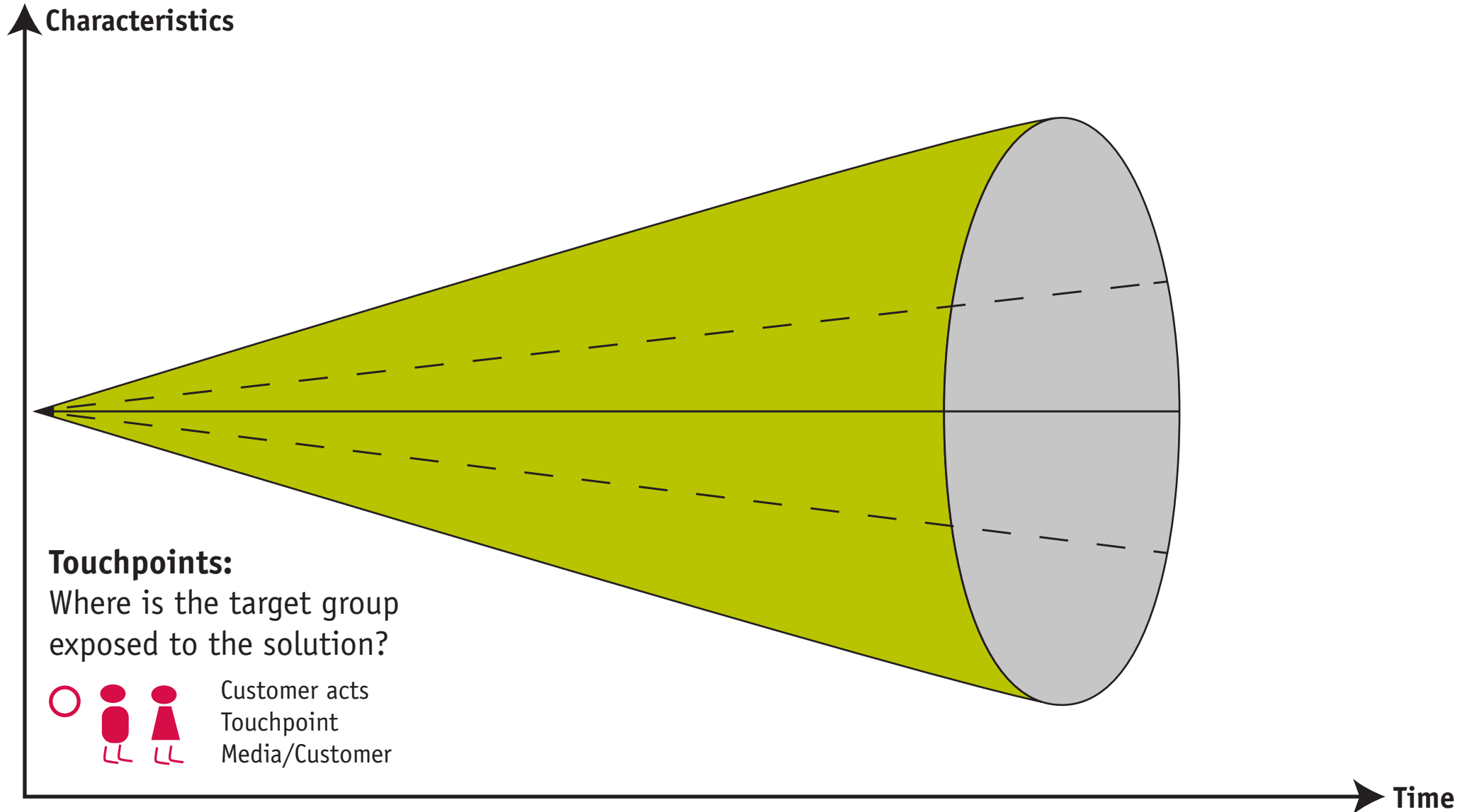
1. Initial situation + complication

2. Added value of the solution

3. Describe exactly how it works

4. Claim: one sentence why the solution satisfies the user

Trend/User Cross-Check (U8)





The Form of the Prototype (U9)

Benefits of the selected ideas

"....."	"....."	"....."
↓ Which media & devices does the target group use?	↓ How can the benefit be experienced?	↓
we could do it this way: _____ _____ _____	we could do it this way: _____ _____ _____	we could do it this way: _____ _____ _____
required resources: _____ _____ _____	required resources: _____ _____ _____	required resources: _____ _____ _____



Planning the Implementation (U10)

Description: _____

Planned completion date: _____

Work packages/
Sprints

Acceptance criteria?

Division of labour
within the team

Required resources?

Period of testing and
troubleshooting

Work packages/ Sprints	Acceptance criteria?	Division of labour within the team	Required resources?	Period of testing and troubleshooting
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____
_____	_____	Name: _____	_____	_____

Planning tool: _____

Checklist: Prototype Implementation (U11)



- Do we have all the required resources for implementation?
- Does the prototype take all selected requirements into account? (Selection, User Stories, Features)
- Does the prototype make it possible to "experience" the customer benefits?
- Can all relevant elements (product features/service scenario) be displayed and thus tested?
- _____
- _____
- _____



Interview Guide for Evaluations (U12)

Reception &
Icebreaker

1
General impression

2
What's special?
Would you use it (and when)?

3
What's missing?
What could be added?

4
Summary / Willingness to pay?

Thanks &
Goodbye

Evaluation With Target Audience (U13)



Coordinator in charge: _____

Checklist: _____

Room set up: _____

Aids: _____

Catering: _____

Present: _____

Release form: _____

Date: _____

Documentation format:

Duration: _____

Participants

(test person, interviewer, demonstrator)

Test A _____

Name A1 _____

Name A2 _____

Name A3 _____

Test B _____

Name B1 _____

Name B2 _____

Name B3 _____

Test C _____

Name C1 _____

Name C2 _____

Name C3 _____

Collecting Feedback (U14)



Test Person

Prototype Feedback

Impact / Measures

Synopsis of Feedback (U14)



Prototype: _____

Evaluation: _____

Confirmed need/relevance?

Intuitive /
Self-explaining?

Prototype

Assessment in relation to
competition?

Qualities / charac-
teristics from target
audience POV:

Willingness to pay?

Modification: Revising the Prototype (U15)



Implementation Measure	Feasibility/ Expenditure	Priority	Who?	Due Date



Learnings: Reflect on Experiences (U16)

A
Thank you X for Y

B
I've learned that ...

C
Have there been any
obstacles? (+/-)
