



**WIAD 2017**

LOCAL CONNECTIONS. GLOBAL IMPACT.

BARCELONA, SPAIN

# Get rid of silos and start to work together

*Ignite your corporate structure  
by adapting Design Thinking techniques*



- User experience designer
- Design Thinking enthusiast
- Google community experts
- UI/UX Google Launchpad mentor in Barcelona
- Certified Google Sprint Master
- **Managing Partner at Together**





## What we do

- ” Solving new, emerging problems brought forth by Digital Age.
- ” Creating profitable and innovative solutions.

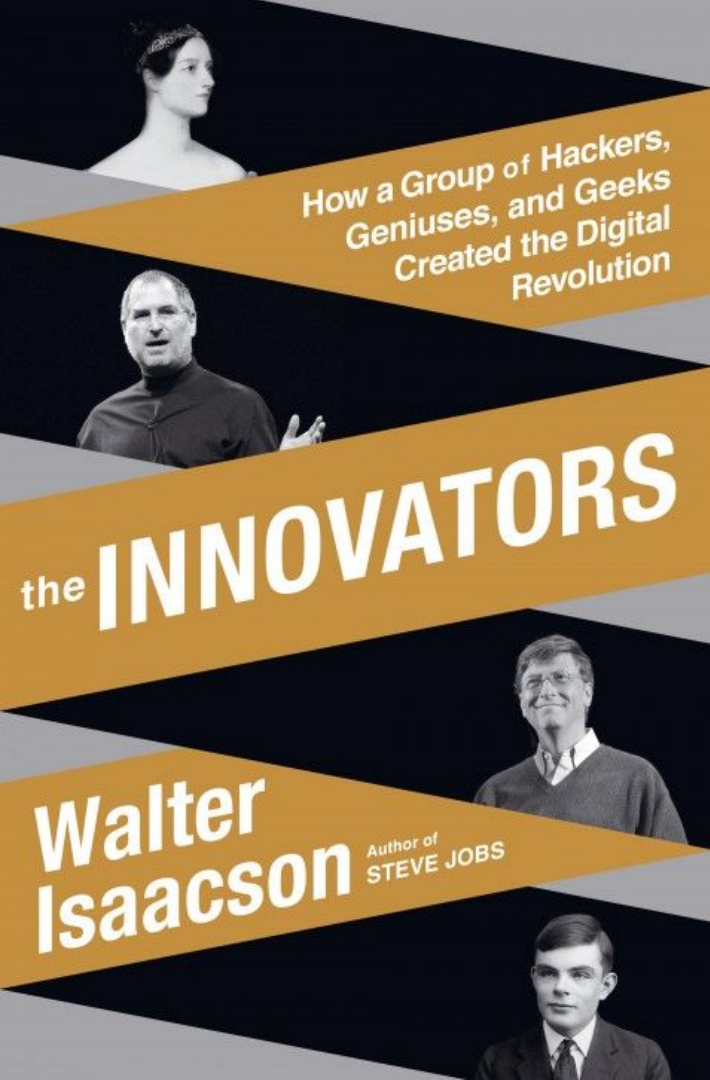
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**It's a challenge**

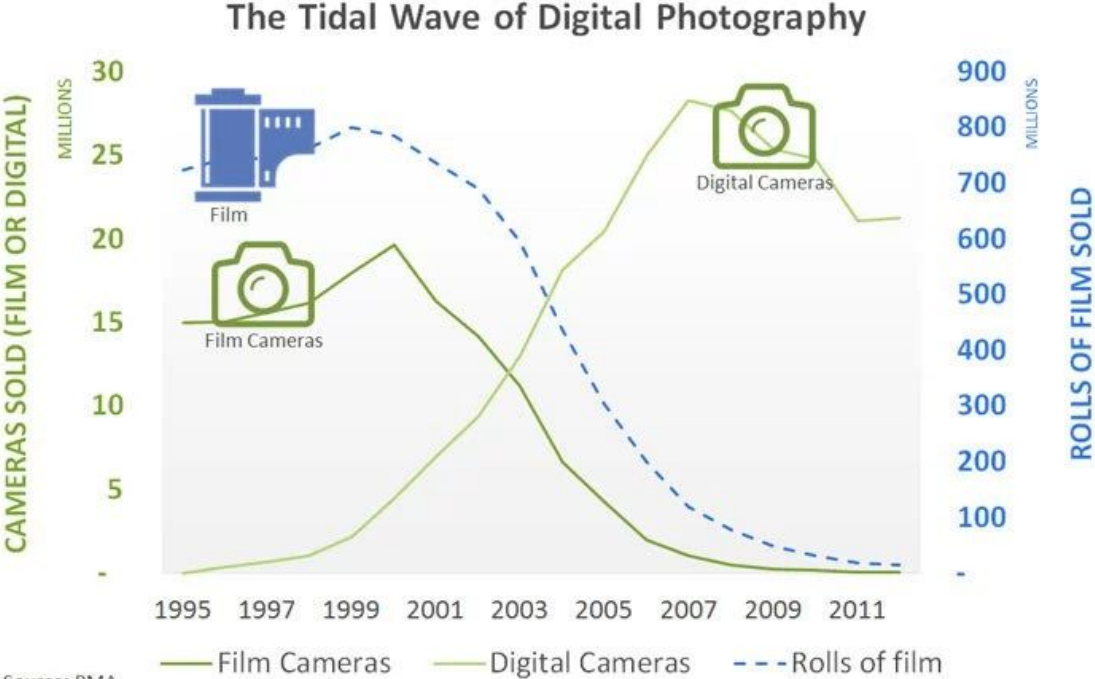


**Vive la  
Revolution!**



**Constant  
focus  
on creating  
innovations**

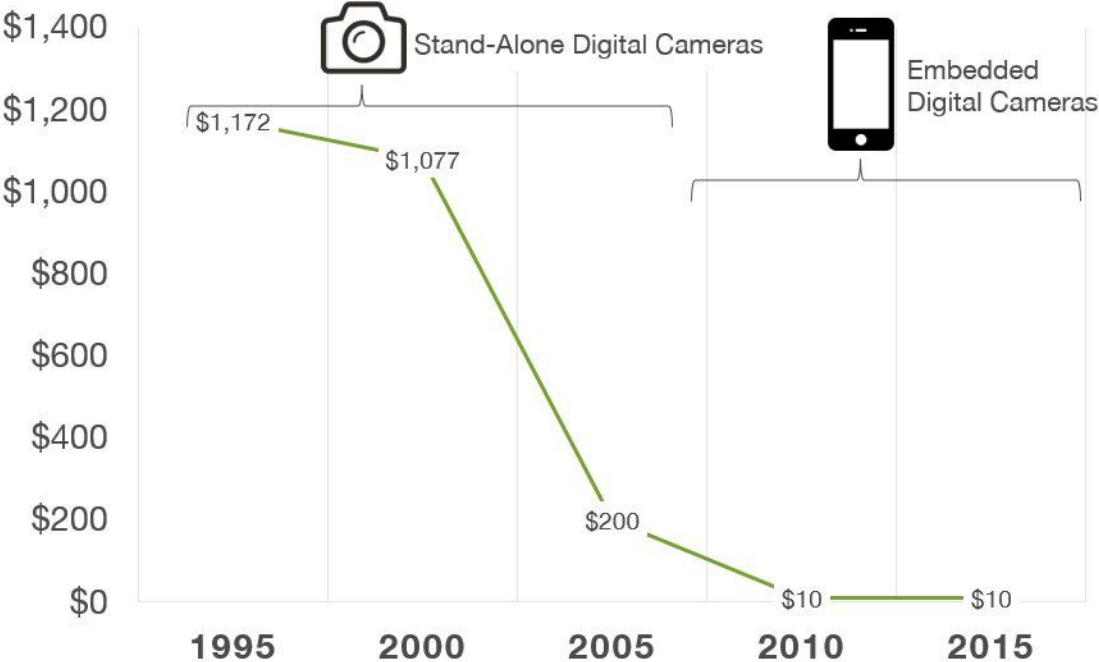
# Innovate or die



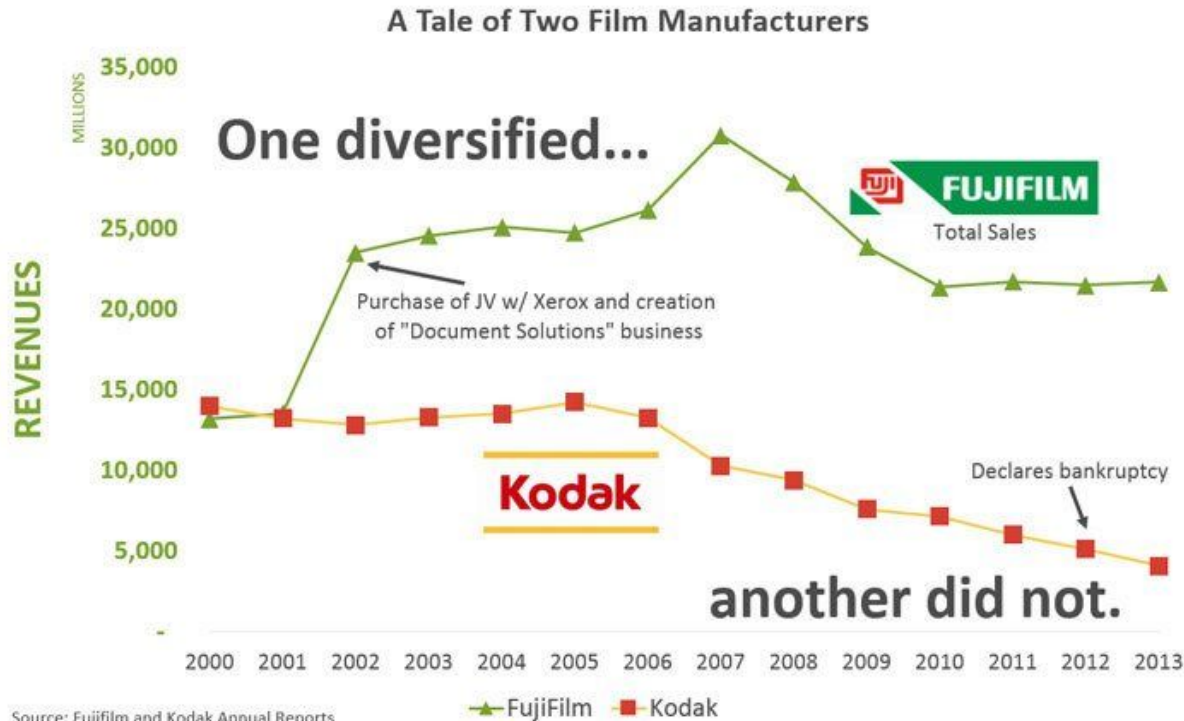


# Innovate or die

DIGITAL CAMERA PRICES IN 2014 DOLLARS



# Companies without an innovation, can be quickly pushed out of the market











**... How to build innovations?**

# Different types of innovation



## **BREAKTHROUGH**

a large, discrete step change in performance, technology and value provided to users.



## **SUSTAINING**

Incremental value gain over existing solutions  
Available to users



## **NEW MARKET**

Existing product applied in a new way for previously unrelated customers



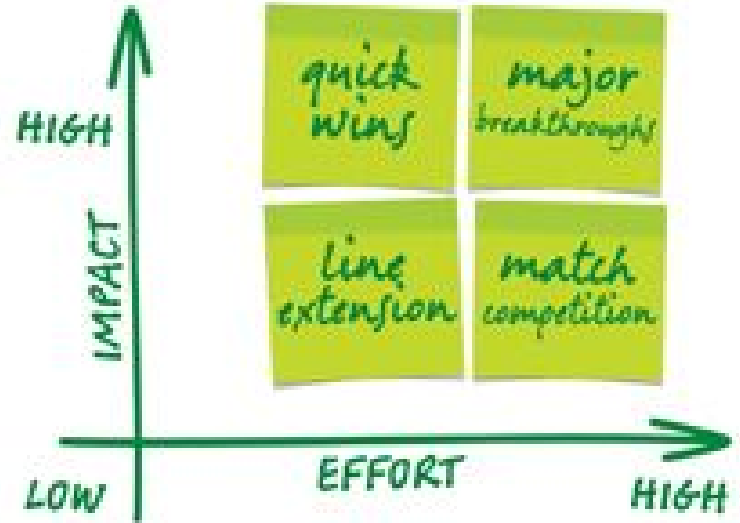
## **DISRUPTIVE**

Simple, easy to use product intended for the masses at much lower cost



# Prioritise and focus on users needs

- List of ideas in companies is long, typically lack the resources and time to develop them all.
- Short listed projects, have a lot of solutions, from which is difficult to choose the best one - One that will conquer hearts of customers.



# Get rid of the SILOS

- Poor, or lack of communication
- Different and often conflicting goals
- Lack of one coherent vision
- Competitiveness and mistrust instead of cooperation and sharing of ideas
- Many scattered and not coordinated actions
- Many decision-making centers, which complicate process, prolong and hinder the development

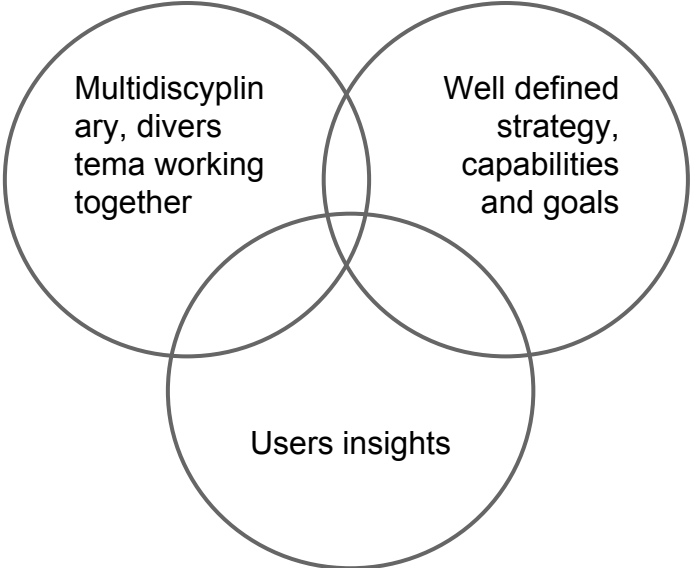


# Our method for building innovations

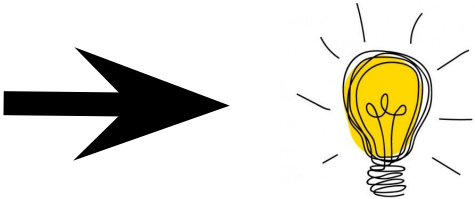
**Break silos! Work together.**



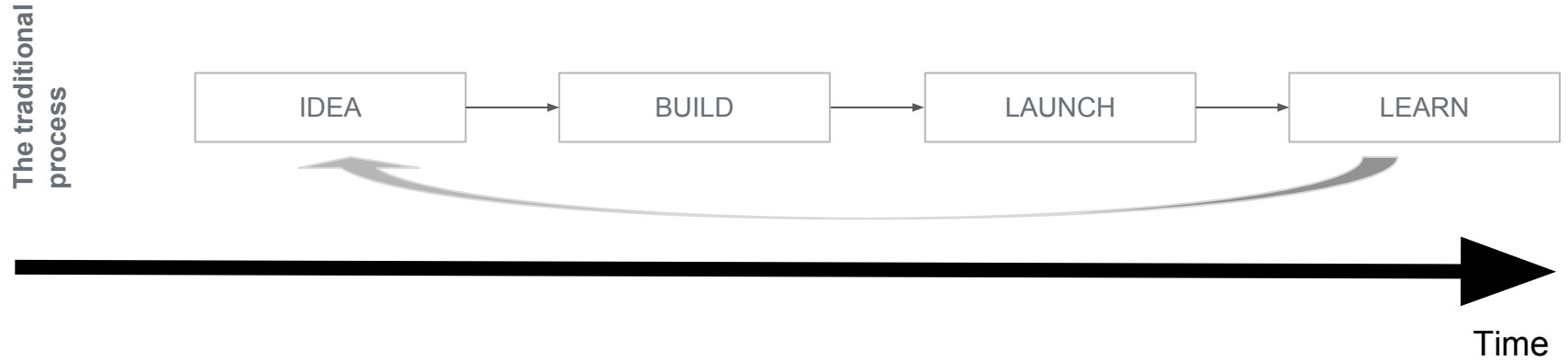
**Use the potential of project team and users**



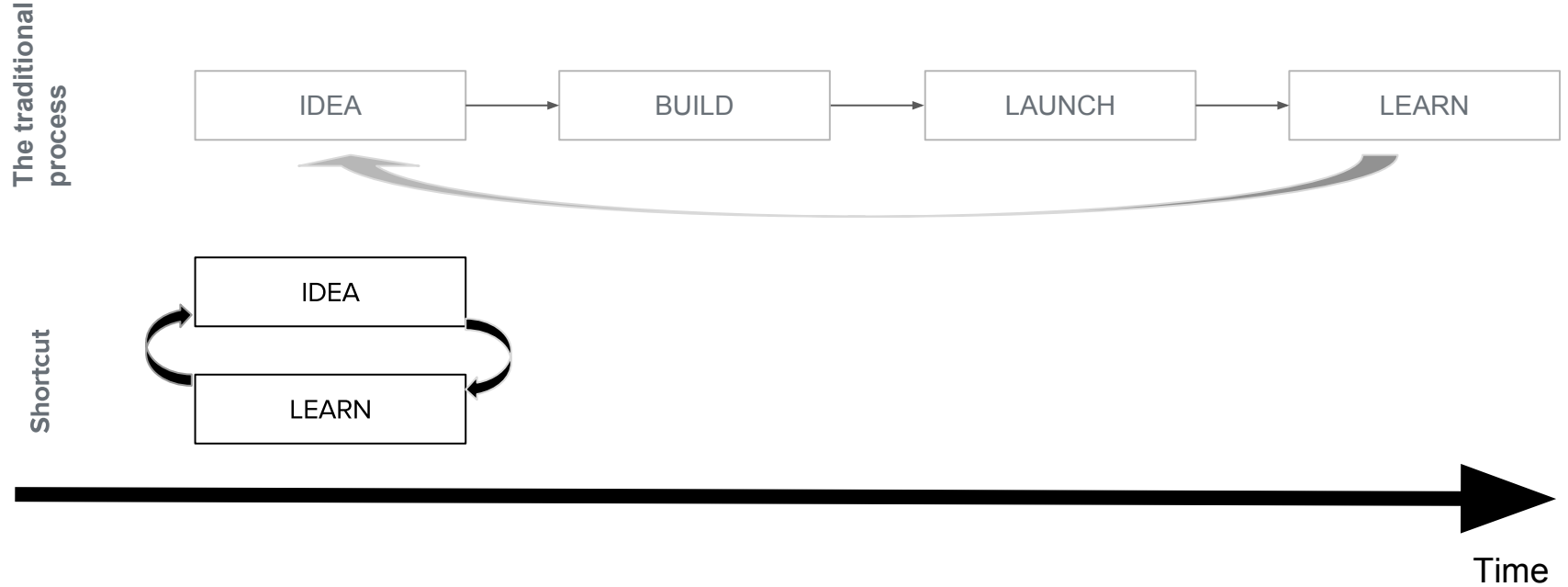
**Create meaningful solutions**



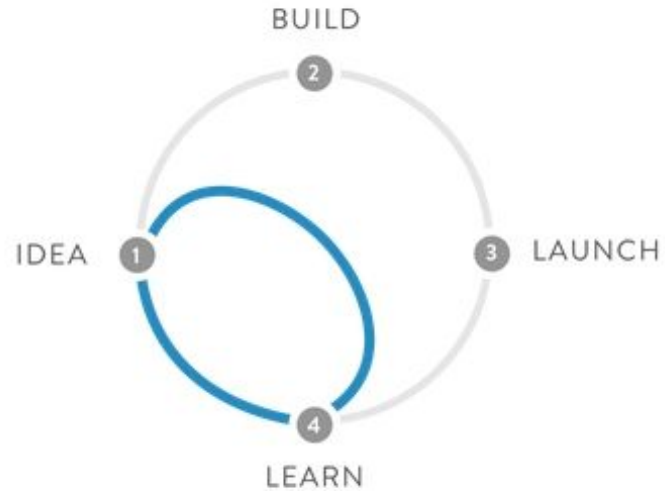
# Time is your enemy



# We need to use shortcut in the process



# The Design Sprint is a shortcut in process



**The Design Sprint is 5 days workshop that takes you through all stages of the process**

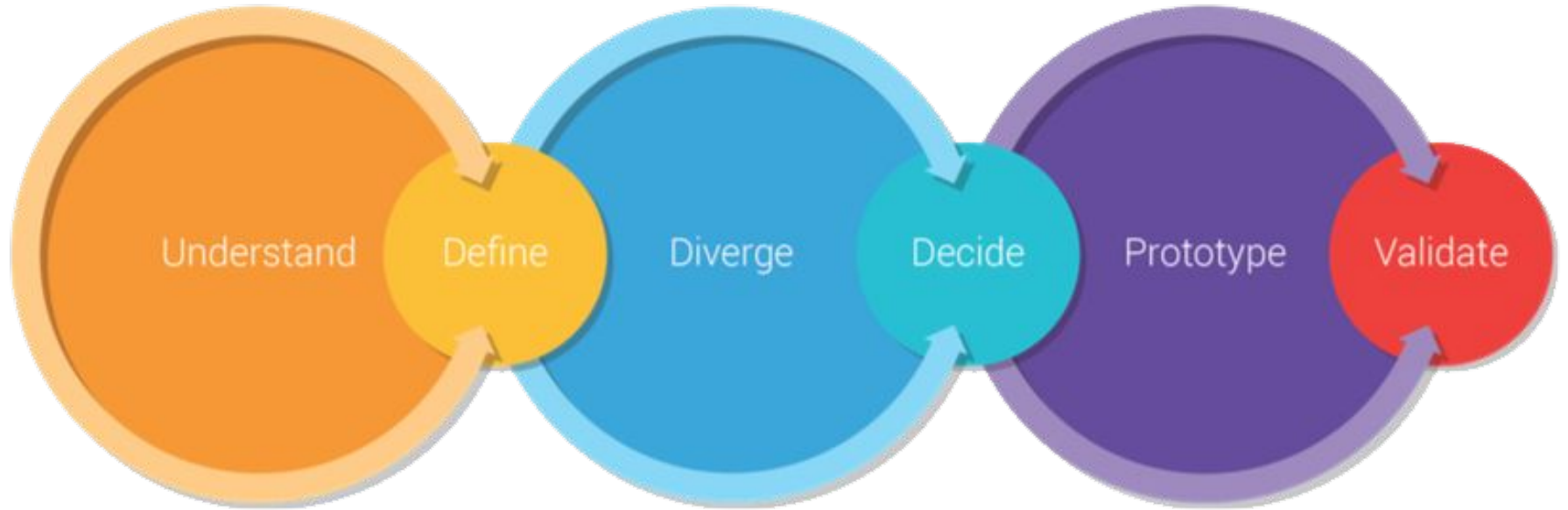


The Design Sprint is **5 days\*** workshop that takes you through all stages of the process

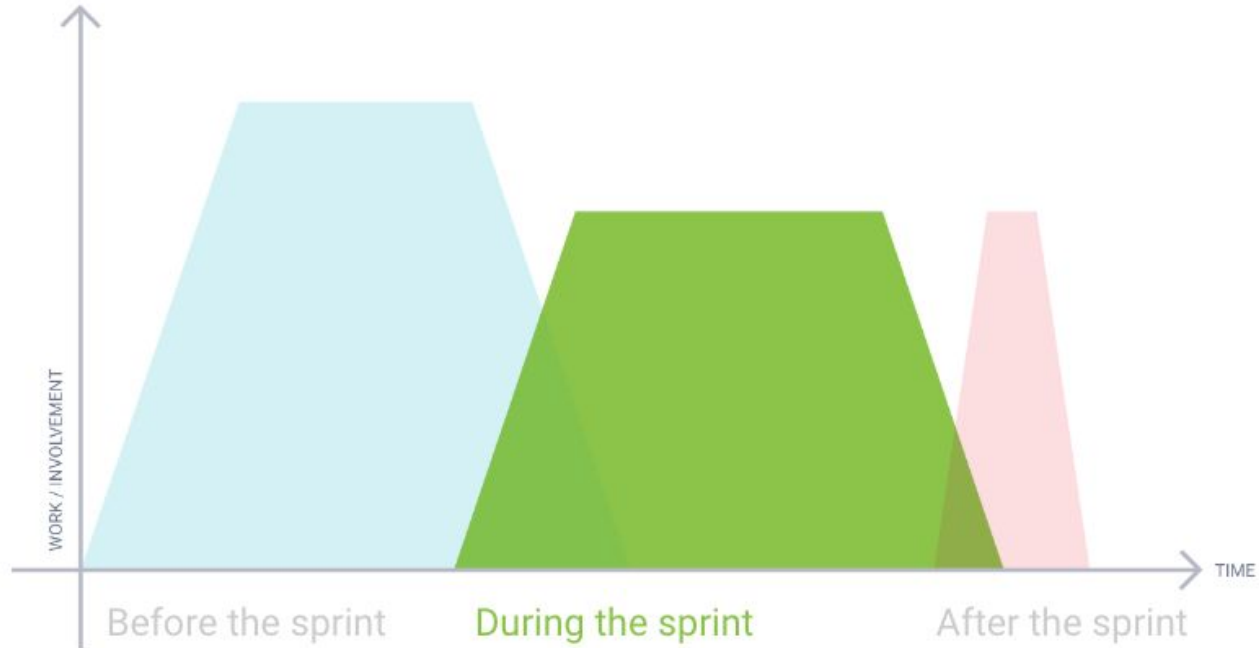




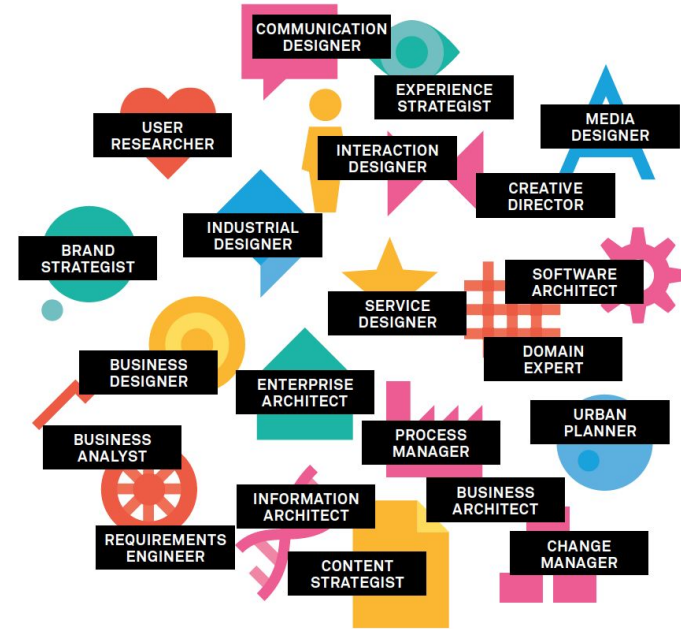
# The Design Sprint framework



# Workshop needs proper preparations



Before you start a Sprint you need to build a team. A special task force team. With leader and people with diverse sets of skills.



# Understand phase



- Design challenge
- Lightning Talks
- Business goals
- Technology capacity or frontier
- User interviews
- Field study
- Competitive overview
- How might we?

# Define phase

- Personas
- User journey
- Job flows
- Design principles
- Success metrics
- Experience strategy
- The first tweet

# Diverge phase

- Sketch
- Digital storyboard
- Affinity mapping
- Crazy 8s

## Decide phase

- Zen voting
- Technical difficulty v. user value
- Stakeholder check-in
- Users price tag
- MVP stages

# Prototype phase

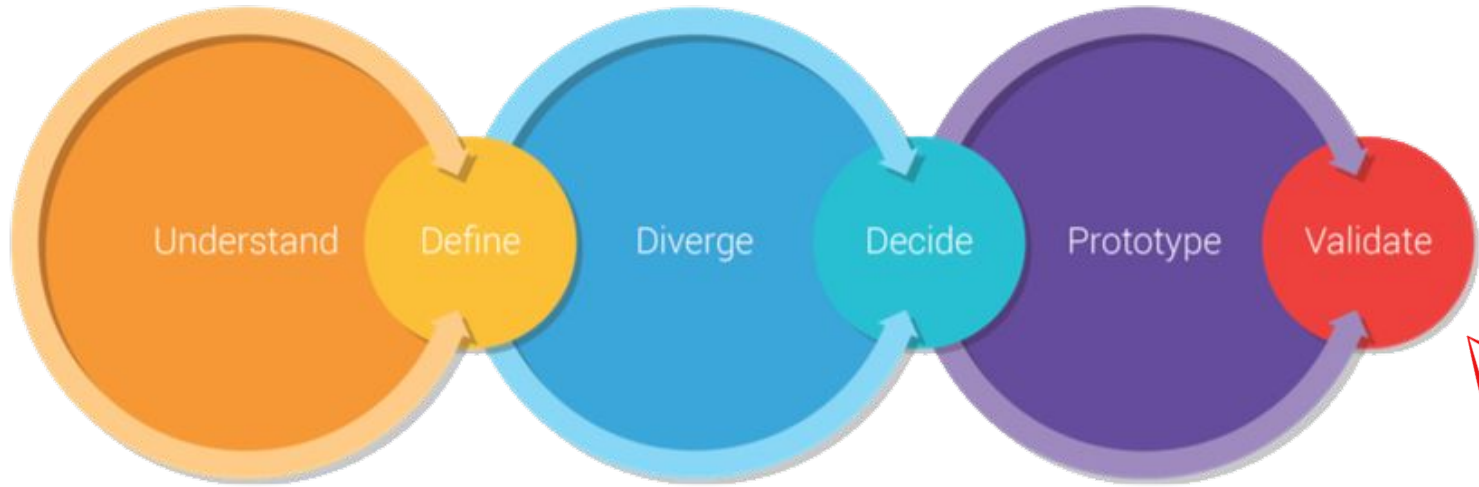


- Sketch multiple solutions
- Wireframes or low-fi mocks
- Working prototype or demo
- Paper prototype
- Vision video
- Storyboards
- Physical prototype
- Interactive prototype



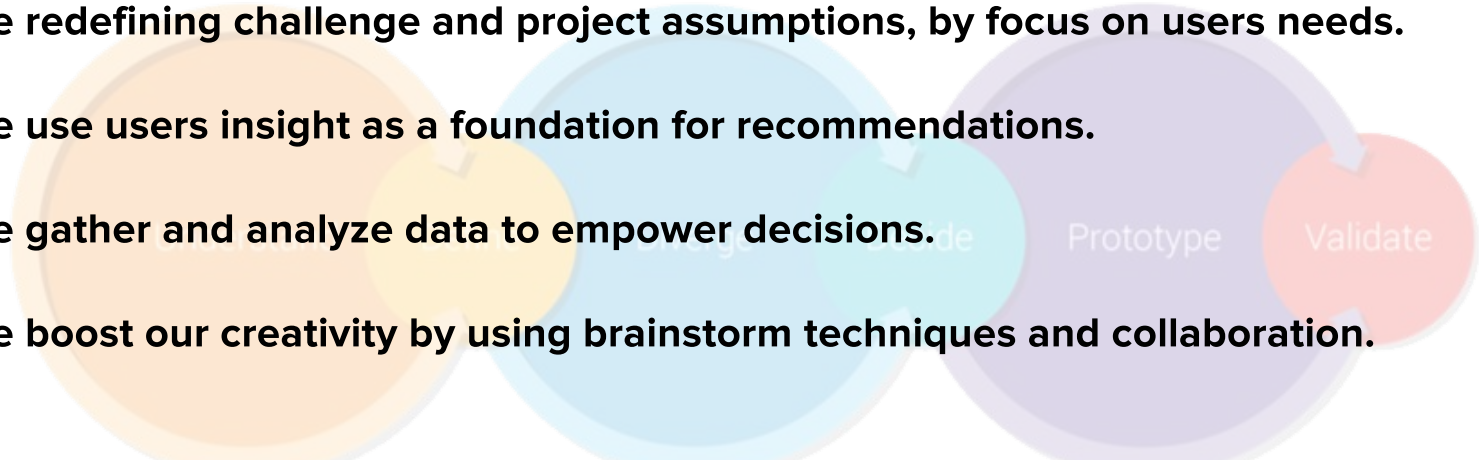
# Test phase

- User needs validation
- User testing on design principles
- User testing around solution & journeys
- Technology feasibility validation
- Business goals validation
- Cognitive walkthrough
- Kano method
- Feedback from experts



**We are already here**

# What the Design Sprint gives us

- We redefining challenge and project assumptions, by focus on users needs.
  - We use users insight as a foundation for recommendations.
  - We gather and analyze data to empower decisions.
  - We boost our creativity by using brainstorm techniques and collaboration.
  - We learn what we should do in the implementation phase.
- 

**One specific condition, that is worth  
to mention...**



**Users says NO**

# Fail Fast

"The fastest way to succeed is to double your failure rate."  
-Thomas J Watson Sr. , Founder of IBM

# Examples of Design Sprints

# Dubai Design Sprint - Ux strategy

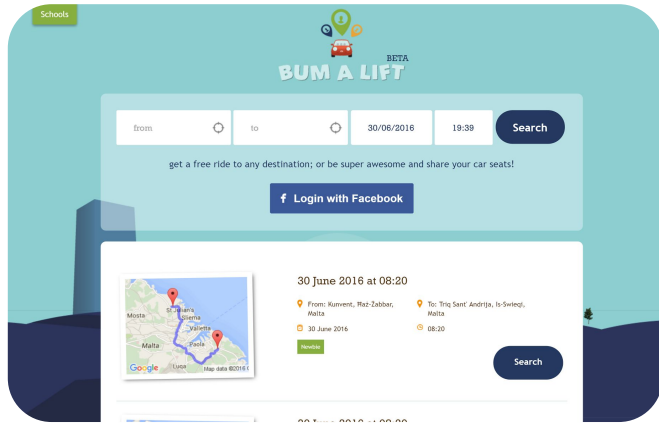


## Which direction should we choose?

We showed how quick and efficient way R&D team can use Design Thinking process, to define goals and KPIs for new application.

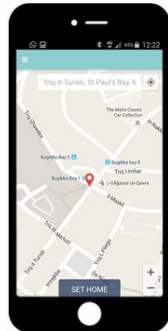
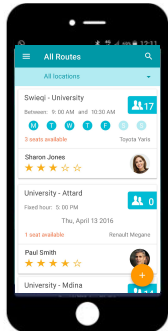


# Malta Design Sprint - New Product

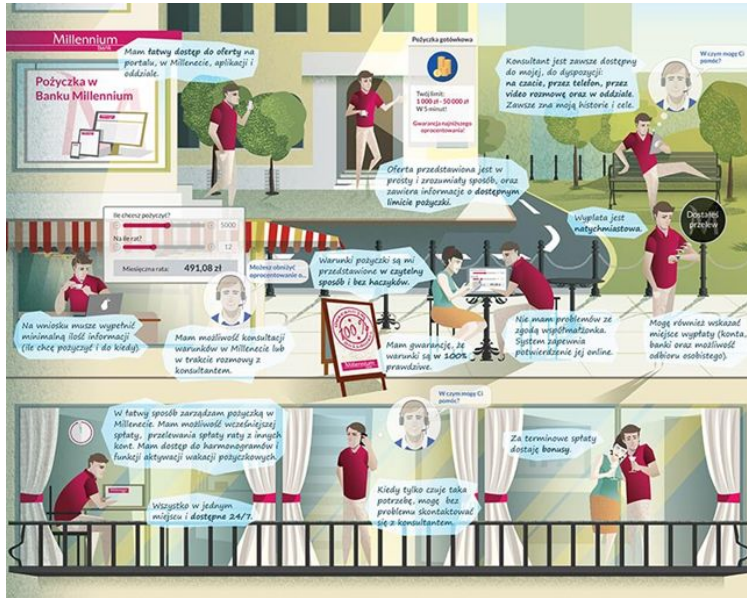


## How to connect drivers with those, who need to move?

We worked on an application that helps people to commuting. The application shows drivers route and allows you to send request for a lift. It is integrated with social media to helps people to find out with who they will travel.



# Millennium Bank Design Sprint - Value Proposition



## How to make customers come back for another cash loan?

We worked together with users and bank experts, to define ideal journey map for a cash loan customers.



**Time for questions...**



**Thank you!**

**TGTH**

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