

LEAN DISCOVERY – FROM PRODUCT TO SERVICE

INNOVATION PIONEERS TANK MEETING 2, 2016

This briefing paper includes key takeaways from the second tank meeting 2016 hosted by Veryday in Stockholm. Ulrika Ewerman with colleagues from Veryday lead the tank meeting which included a workshop with the aim to understand Lean Discovery as a method approach and to learn more about collaborative methods and experience prototyping methods.

PURPOSE

The purpose of the workshop was to explore new creative methods focusing on people and service experiences combined with product offerings. Today relations with consumers are taking place in many different touch points and channels. Physical, person-to-person or digital. Products are one important part of building relationships and loyalty with customers. To win in the marketplace products must be interacting with smart service solutions to become profitable and meaningful in people's everyday life. Therefore, it is necessary to understand Lean Discovery as an approach and to learn more about the power of rapid prototyping during the early stages of development.

METHOD

During: The tank meeting contained presentations on how Veryday work with lean discovery. The workshop that followed was divided into 3 sprints. At the end of the workshop, the participants recorded a short video presentation of their business idea to summarize learnings.

After: The meeting and the main takeaways are summarized in this report. The video presentations from each group are uploaded on the Innovation Pioneers website along with a summarizing report from the host- Veryday.

MAIN TAKEAWAYS

- The Sprint method is superior to more traditional workshop methods
- Short iterations combined with practical visualization makes for powerful ideation
- Team diversity is key
- Involve the customer early on in the process is important
- Fail fast – learn fast – succeed fast
- Quick and dirty prototypes are most efficient

DESCRIPTION

During the workshop, participants were divided into smaller groups of 5-6 people. Each group was tasked to come up with a solution to a given business case. The case in question, provided by the hosts Veryday, focused on developing a prototype for a product or service with the purpose of strengthening the bond between parent and child.

The workshop was structured into 3 sprints, each with a specific goal and time limit, which also gave the participants a glimpse into Verydays own process of working with Lean Discovery.

Sprint 1:

Decision on problem to solve

Sprint 2:

Define how the problem will be solved

Visualize the problem and solution through storytelling

Pitch the idea to customer/end user to receive valuable input

Sprint 3:

Learn and refine the ideas based on the customer feedback

Develop and prototype concept and solution using scenarios and prototypes

At the end of the workshop, each group presented a 2-minute film to describe their problem to solution/concept.

LEARNINGS AND RESULTS

The consensus among the participants was that the workshop had provided clear and inspiring ways to understanding the power of a sprint-approach to Lean Discovery.

Another learning was the benefit of rapid prototyping and interacting early on with the customers for input and feedback. Prototypes are learning tools to be used at any stage of the Design Process, to explore, evolve, iterate and communicate ideas.

We would like to thank all participants!

/The Innovation Pioneers Team