

Background

The challenge for many corporations today is to create a coherent experience for people, customers and employees built on products combined with relevant services. To win in the market place products must be interacting with smart service solutions to become profitable and meaningful in peoples everyday life. The world around us is moving fast and time to market is in many cases a challenge, hence you need to challenge your traditional structures and organization when it comes to innovation and implementation. Working in traditional waterfall/silo structures isn't good enough anymore.

To address this Veryday invited Innovation Pioneers on a workshop to explore new collaborative creative methods focusing on people, service experiences combined with product offerings. We explored how we rapidly can create a product combined with relevant services using sprints, rapid prototyping and storytelling as a method.

Ulrika Ewerman, Veryday – workshop leader



Welcome to the 34th Tankmeeting
Lean discovery – From product to service.

28th of June 2016

The challenge for many corporations today is to create a coherent experience for people, customers and employees built on products combined with relevant services.

Time to market is another challenge. Working in traditional waterfall/silos structures is not good enough any more. (Surprisingly many organizations still do though)

You are here today to explore a different approach.

Lean Discovery & Innovation

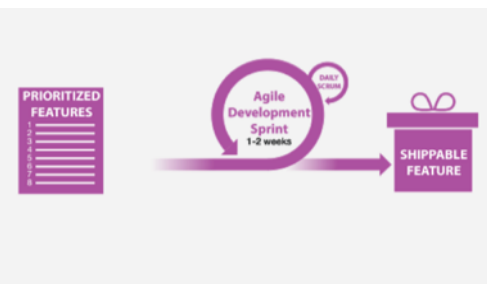


How to define a product/service customers want

Cross functional team working with client stakeholders to define the market opportunity through prototyping.

Explore, explore, explore!

Product/service Development

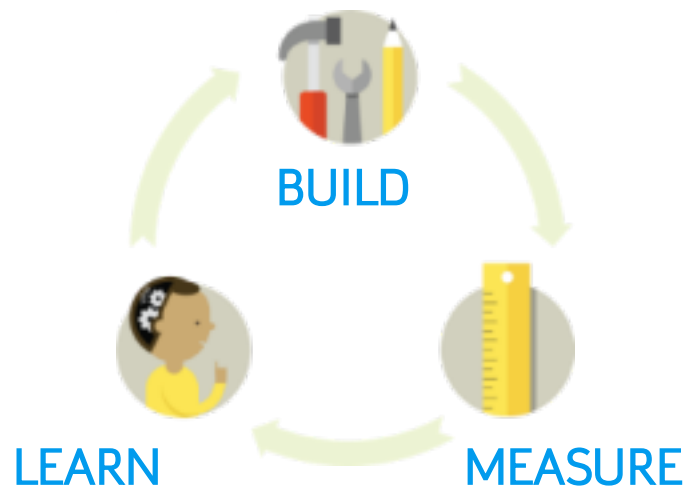


How to build and develop the product/service

Cross functional team working with client stakeholders to prioritize and deliver shippable features.

It's all about risk management!

- Valuable learnings quicker and cheaper
- Insights to change your direction if needed
- The opposite of waterfall and silos



... and here it is the Golden Nugget!

We don't need to build the golden nugget in order to test our hypothesis and reduce the risk in our ideas.

Instead we start with the golden flakes and build along the way.

In this way we can deliver valuable learnings quicker and cheaper, giving us insights to change our direction if needed.

Digital Parenthood

Internet of things brings endless possibilities to products. So far, it is hard to find examples of “smart” baby products strengthen the bond between parent and child.

Workshop topic:
What will bring parent and child together instead of keeping them apart?

The workshop

You are part of a new project at the fictional company Verybaby, aiming to prepare the company for the digital future.

You will explore and propose new smart products and services.

You will be working in a lean process in mixed teams where you all have different capabilities.

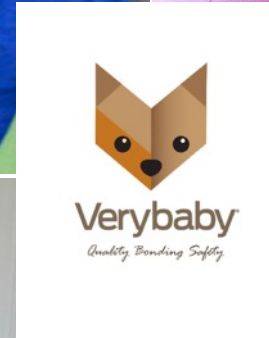
Brief:

Your concept can be a service, an app or a smart physical product connected to a service.

The target group is families with children 0-5 years old.

The main market is Sweden.

The product/service should aim to help parents to bond with their children.



The workshop

The teams worked in 3 sprints

Sprint 1

Decision on problem to solve

Sprint 2

Define how you will solve the problem

- Visualize the problem and how you will solve it using scenario/storytelling
- Pitch it to the customer/end user and get valuable input and feedback.

Sprint 3

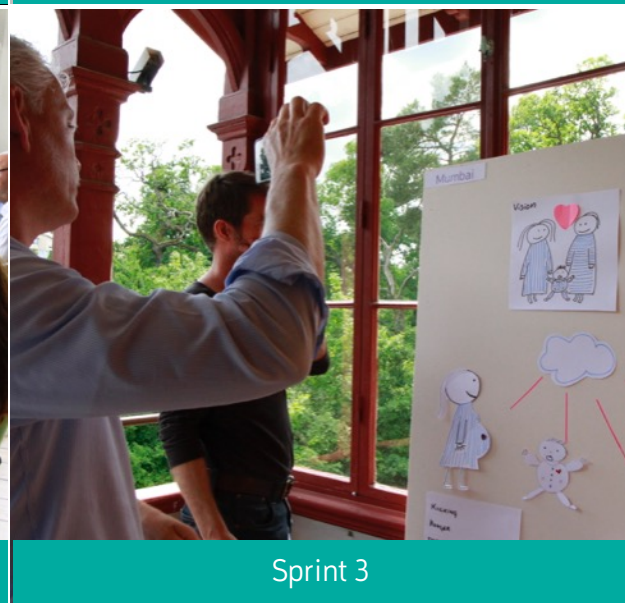
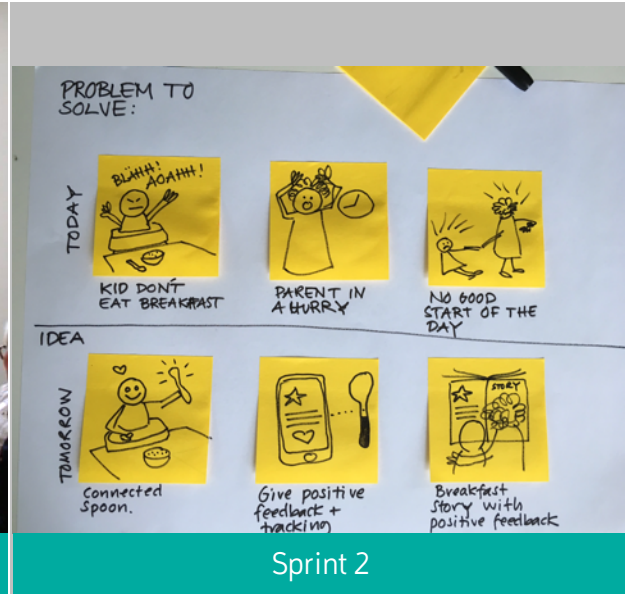
Learn and refine your ideas based on customer feedback.

Develop and prototype concept/solution using scenarios and simple prototypes.

Make a 2 minutes film to tell the story.

Presentation

Share out the film to all participants.



The workshop

Prototypes are learning tools to be used at any stage of the Design Process, to explore, evolve, iterate and communicate ideas.

Using paper, scissors, tape and other simple materials the teams build prototypes to tell the story and to visualize their concepts and ideas.

Prototyping can also be acting out/ role-play with many team used to tell the story.

“Quick and dirty
prototypes works great”

Workshop participant



Presentation and share out

At the end of the day we all enjoyed six fantastic 2 minutes films

"So much more valuable than making a PowerPoint to present an idea"

Workshop participant



Thank You!

You where great.
/Veryday Team

