

# How to Apply Design Thinking to Product and Service Innovation



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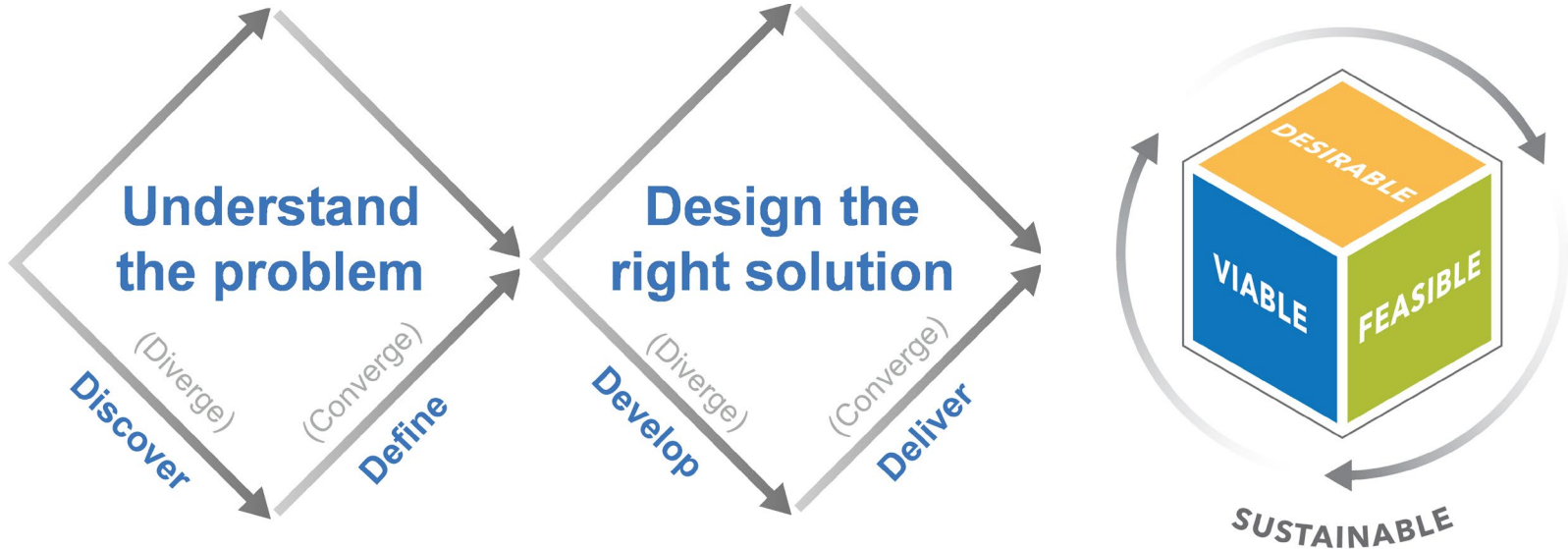


# The Seven Core Competencies of Business Agility



# What is Design Thinking?

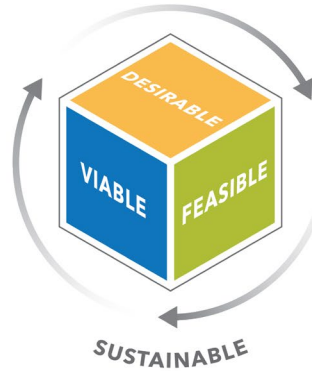
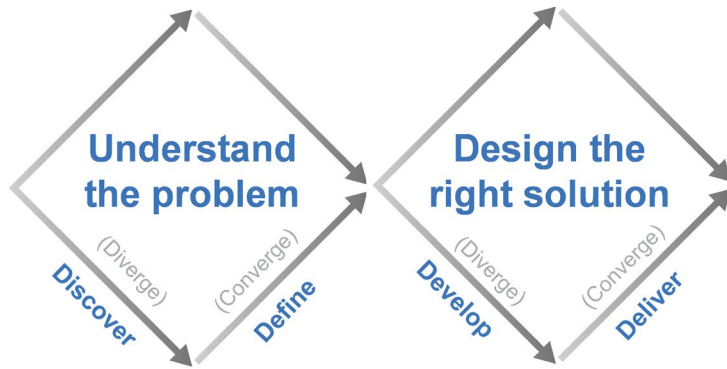
Design Thinking is an iterative Solution development process that promotes a holistic approach to delighting stakeholders.






# RWW MIT Model: Real – Win – Worth It



# RWW is congruent with SAFe



-  Real
-  Win
-  Worth-It

# Applying design thinking to service cycles

Product Development Value Stream:



Services Development Value Stream:



# Typical customer experience value stream







Attract customer

Quick rate quote

Complete loan application

Eligibility decision and underwriting

Extend loan terms

Award loan

Setup payment terms

Repay money

Close loan

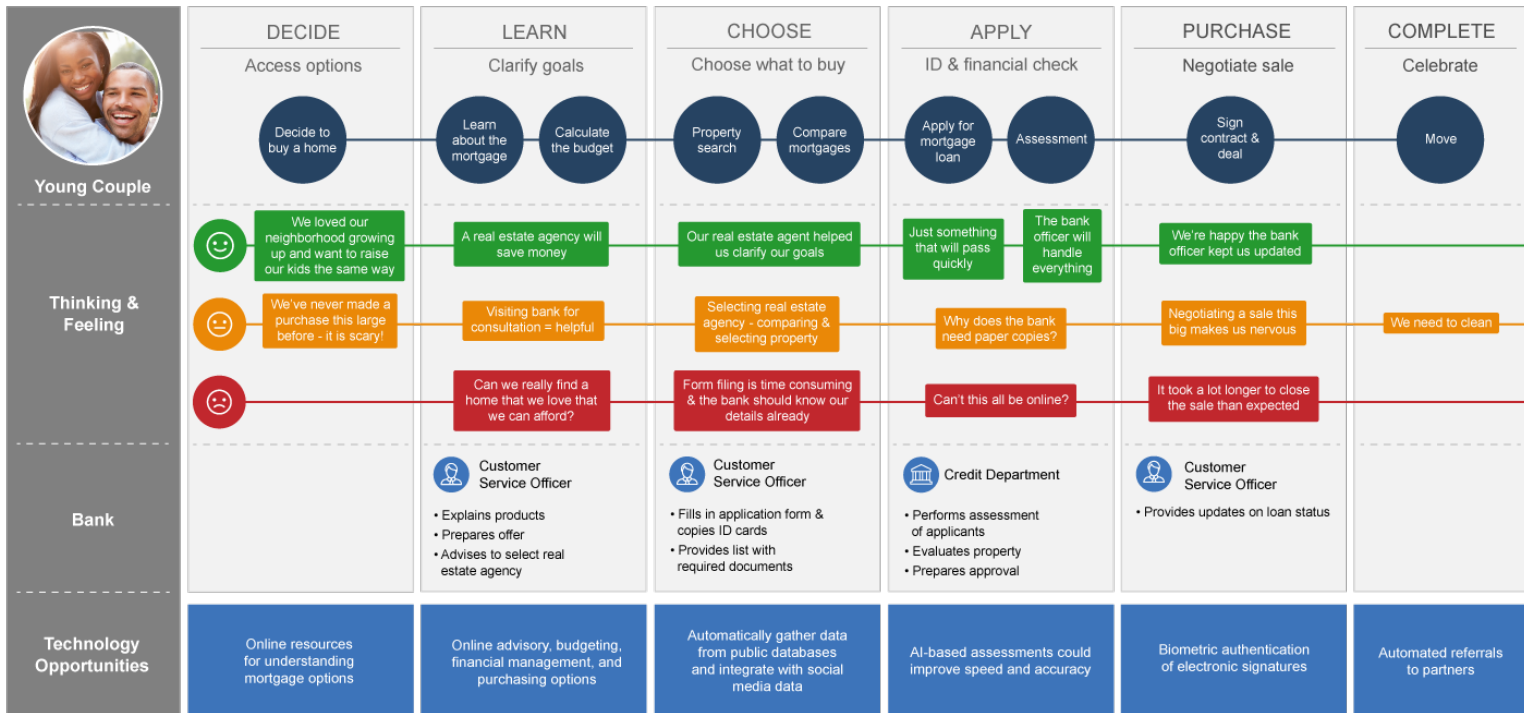


Repayment plus interest

Loan Need

# Customer Journey Mapping (Mortgage Loan)

## Use journey maps to design the end-to-end Customer experience



# Go See (i.e. Observation)



Validate customer  
personas



Find latent  
problems



Additional  
innovation ideas

# Discovery of latent problems

- Observation can be used to confirm personas and customer journey maps
- Uncovers latent problems that customers themselves are unaware of



# Innovation: Decomposing movie theater customer service cycle



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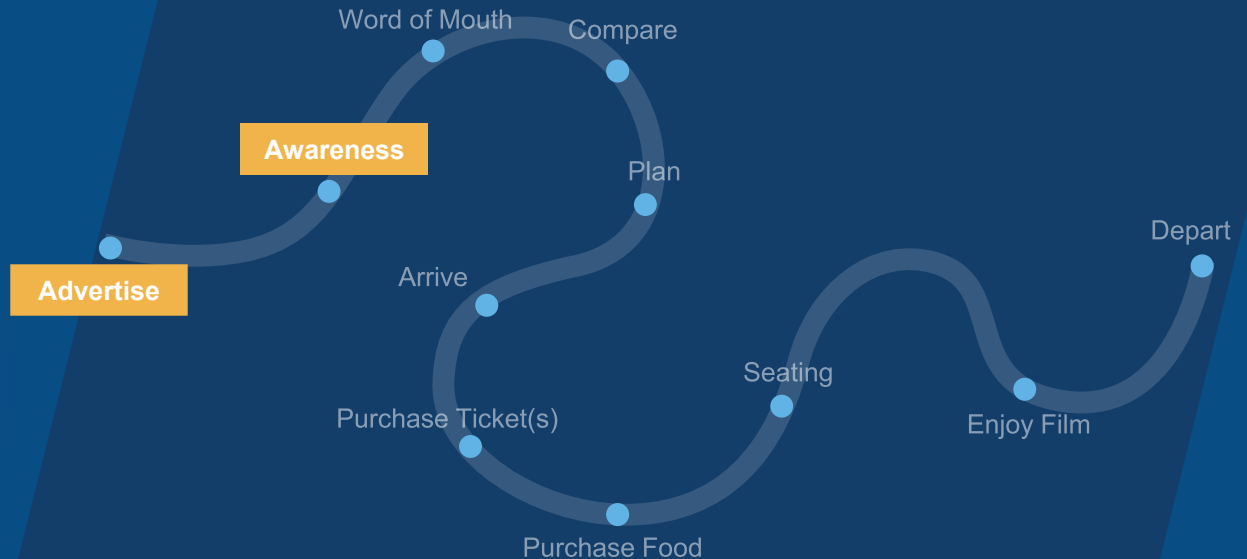
- ▶ Innovation, *not invention*
- ▶ Choose a step in the customer experience cycle
- ▶ Propose innovations that add value



# Innovation: Decomposing movie theater customer service cycle



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# Driving Innovation: Promotion on mobile devices

- ▶ Movie previews pushed to their mobile device
- ▶ Show available dates and push a calendar for when and where the movie is being shown
- ▶ Screen Saver, ring tones, mobile game related to the movie



# Product-service systems

## Bundling products and services together



**Example:** Buy an iPhone  
Get Apple TV +

## Transforming products to a service



**Example:** Using a file hosting service such as instead for purchasing a storage device

## Designing a service like a product



**Example:** Creating pizzas is like designing a platform product which allows pizza restaurants to create huge product variety with minimum complexity



# Summary

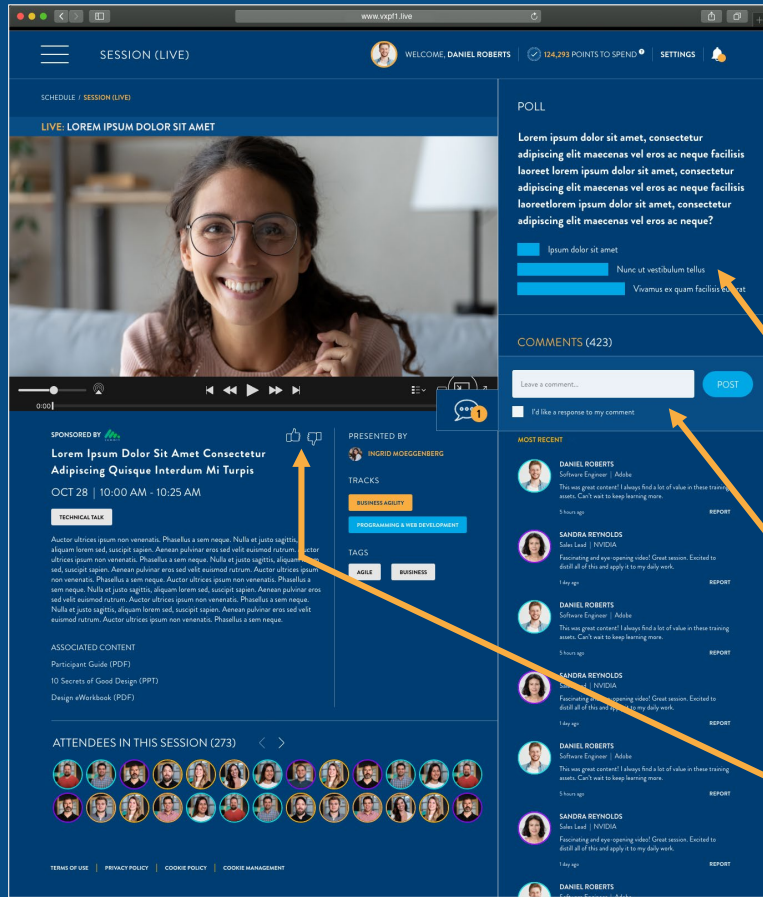


- ▶ Real-Win-Worth-It is congruent with SAFe teaching of Design Thinking
- ▶ Design thinking and innovation applies to services as well as products
- ▶ Go see is critical to Design Thinking
- ▶ Evolution of products and services
- ▶ Even the best struggle with service design (MobileMe)

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Please refer to the agenda for scheduled times



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1

Polling

2

Comment

3

Thumbs up or down

**Thank you!**