How to Apply Design Thinking to Product and Service Innovation
The Seven Core Competencies of Business Agility

- Enterprise Solution Delivery
- Agile Product Delivery
- Team And Technical Agility
- Lean-Agile Leadership
- Lean Portfolio Management
- Organizational Agility
- Continuous Learning Culture
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

REAL
Does this solve a real problem?

WIN
Can we compete?
Does the technology exist?

WORTH IT
Is it worth our investment of time, money and people?

People desire it

Technically feasible
Business “Viable”
RWW is congruent with SAFe
Applying design thinking to service cycles

Product Development Value Stream:
1. Define
2. Build
3. Test
4. Release

Services Development Value Stream:
1. Service Decomposition
2. Build
3. Test
4. Release
Typical customer experience value stream

1. Desire
2. Shop
3. Purchase
4. Consume
5. Reflect
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

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Seating
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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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2. Comment
3. Thumbs up or down
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