

Build your Lean Startup with Design Thinking

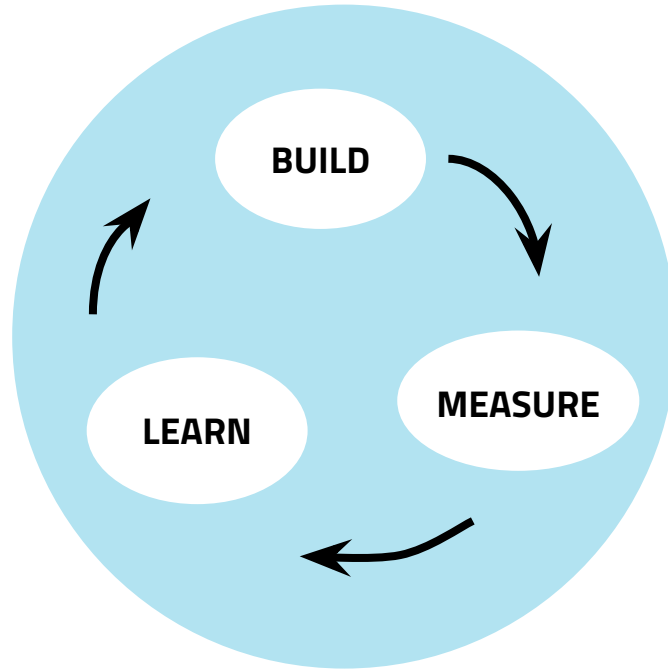
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@steffikieffer

revelate

Thomas Hartman
@99thms



IDEA



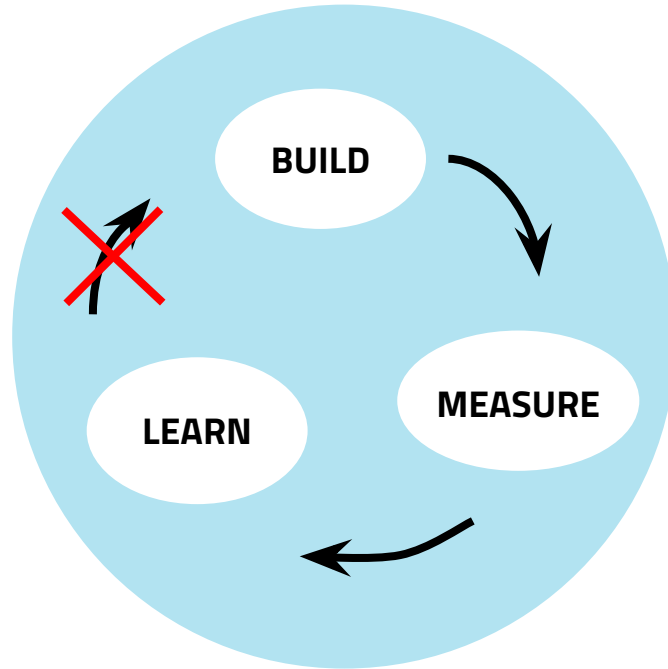
**NO PRODUCT-
MARKT-FIT**

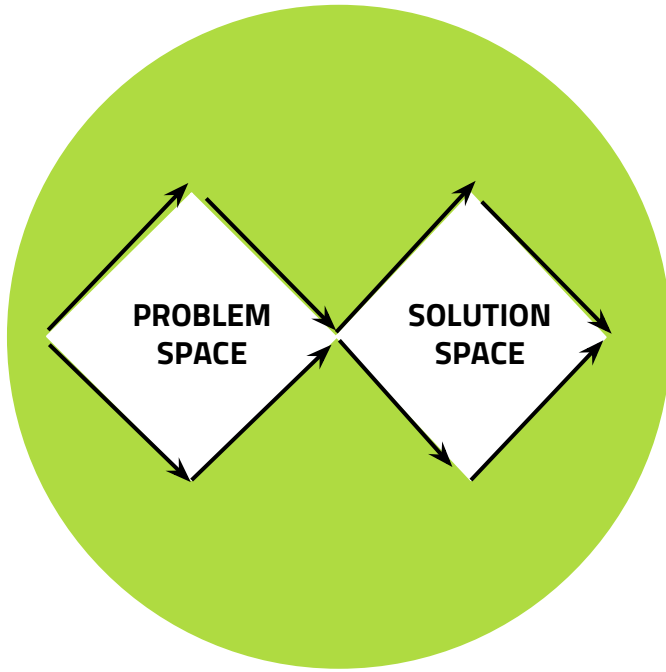


PIVOT

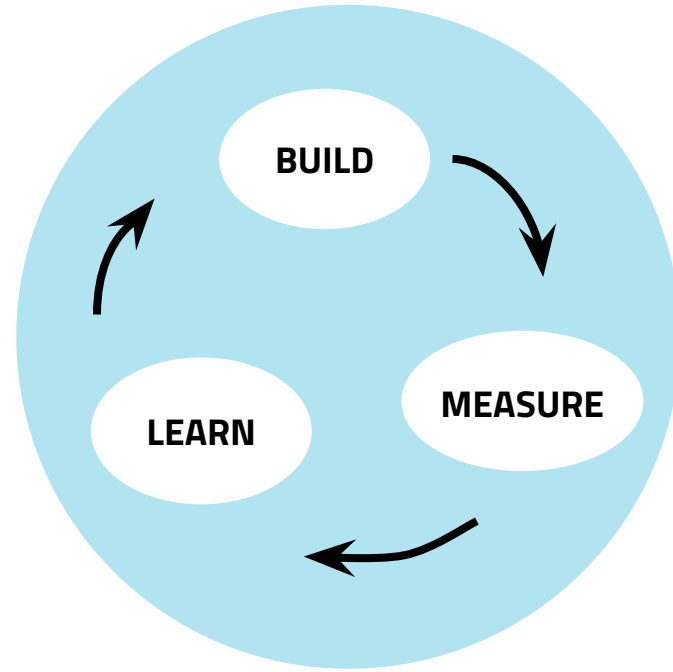


NEW IDEA



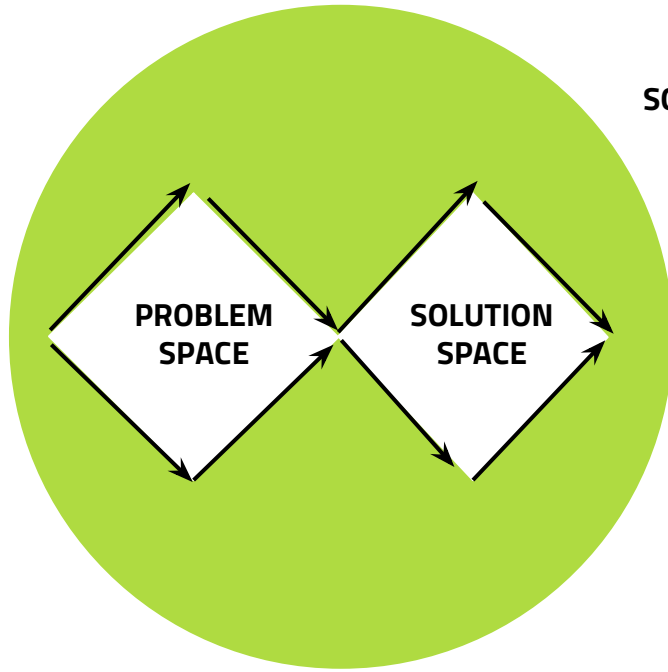


DESIGN THINKING



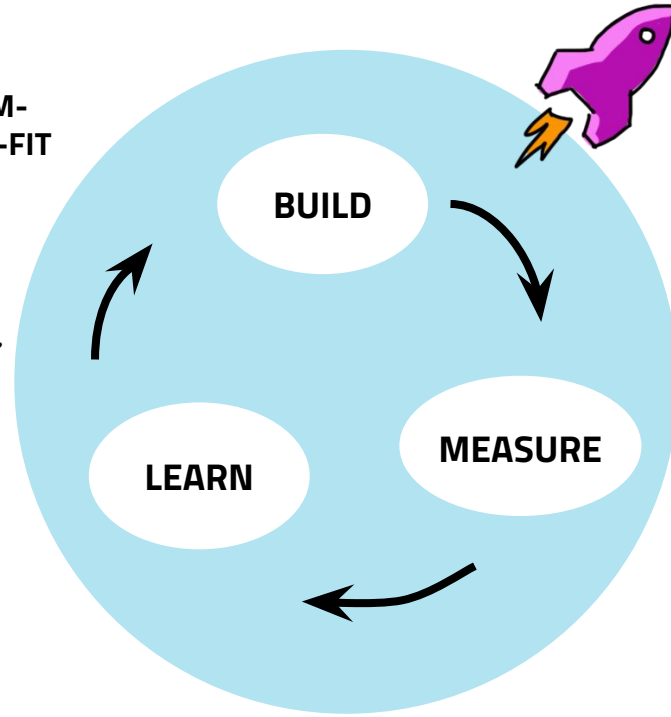
LEAN START-UP





DESIGN THINKING

**PROBLEM-
SOLUTION-FIT**



**PRODUCT-
MARKT-FIT**



LEAN START-UP

Customer Segment + Problem + Solution

=

IDEA

Today's mission: Develop great ideas!

#collaborate

#co-create

#fun

Today's Actions

1. Identify problems
2. Form teams
3. Understand customer segment & pain points
4. Ideate
5. Pitch

Crucial Resource = Time



Let's Go!

Problem Pitch:

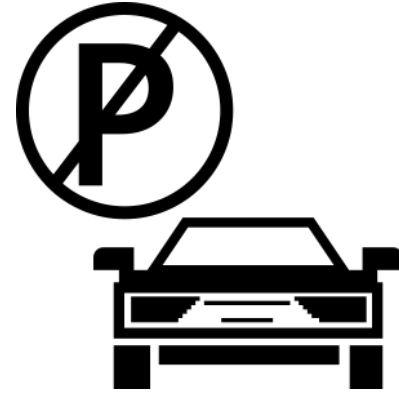
What issue in the world you would like to see fixed

PARKING DRAMA



COMMUTING CAR DRIVER

COMES HOME IN
THE EVENING



CAN NOT FIND A
PARKING SLOT

Your turn

Problem Pitch:

What issue in the world you would like to see fixed

Draw the problem on paper (2 min.):

User + Situation + Problem + Titel

Problem Pitch:

What issue in the world you would like to see fixed

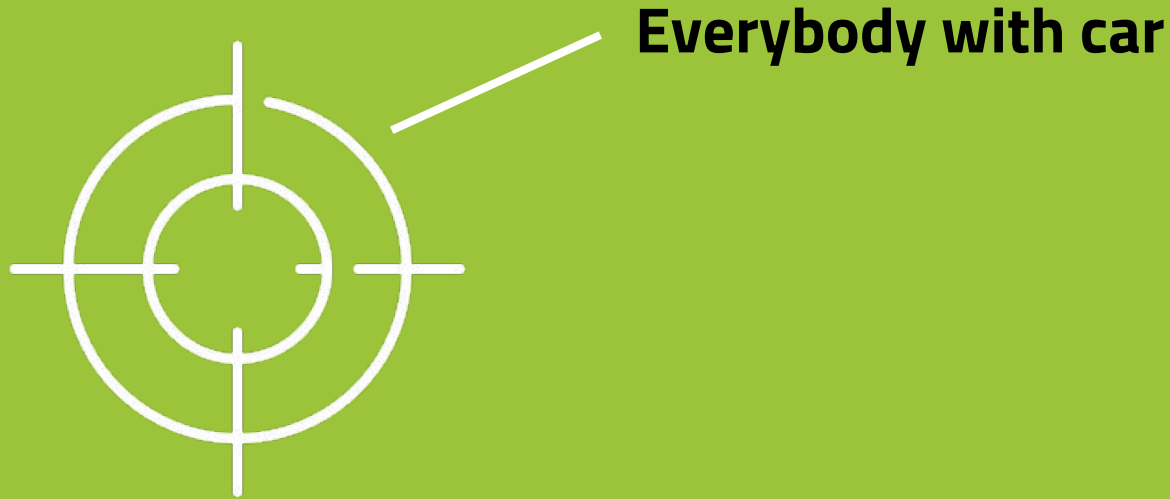
Pitch problem (1 min.)

Which problem do you want to solve?

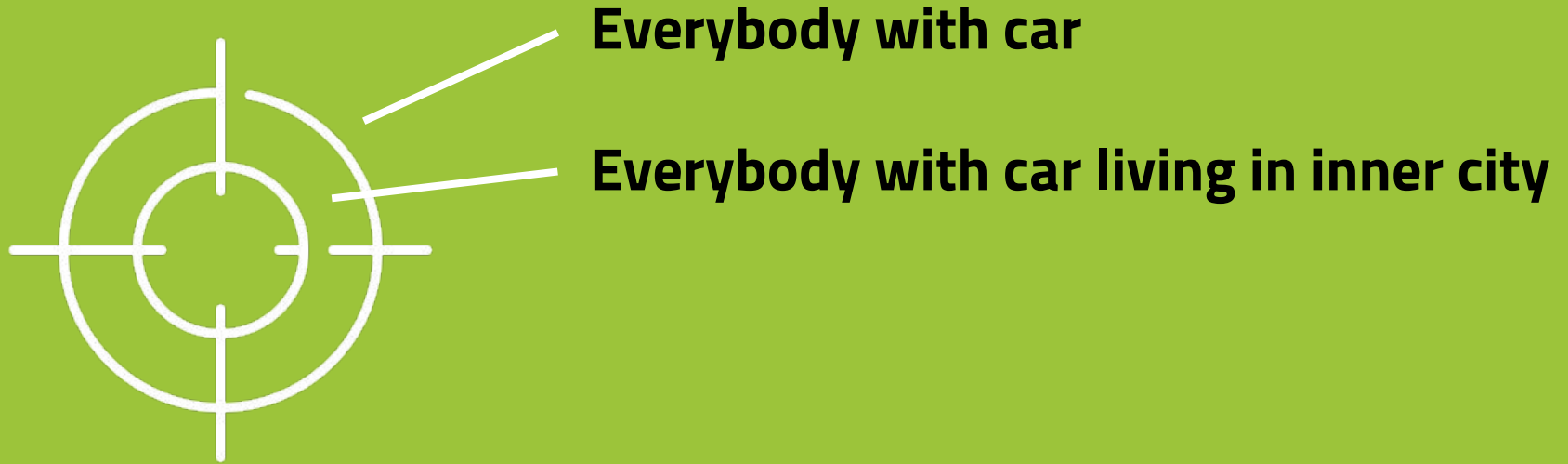
Chose a problem & form teams of 3-5 people
(5 min)

Pick your customer segment:
For whom is it really a problem?

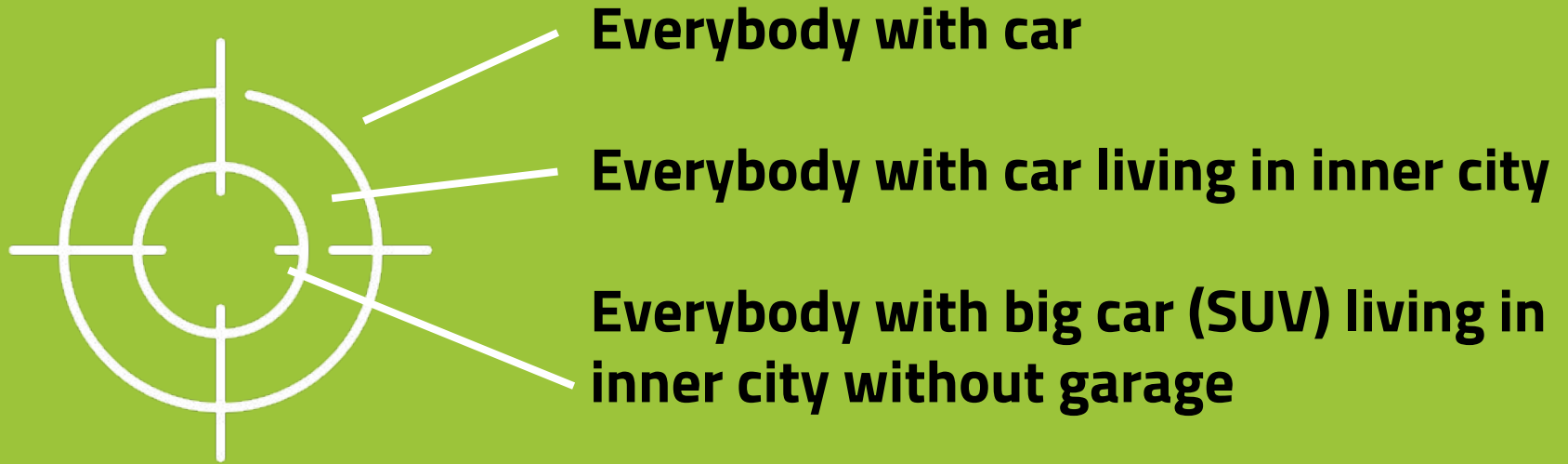
Pick your customer segment: As accurate as possible:



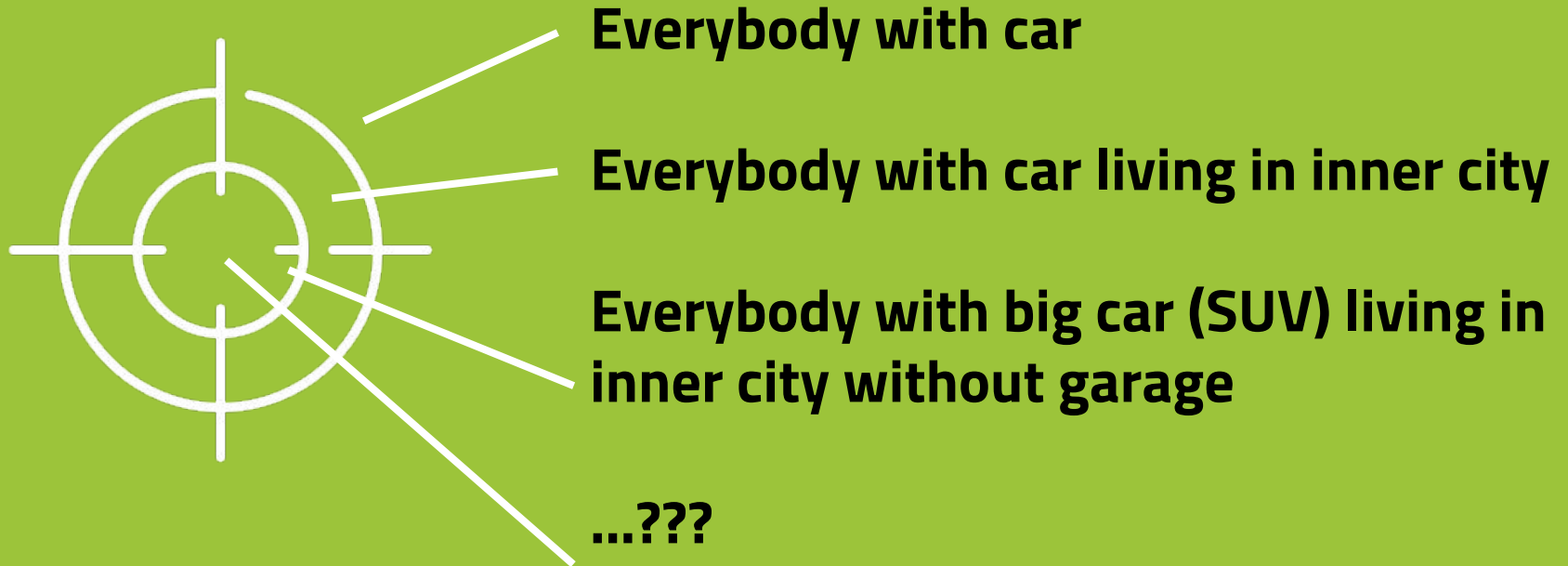
Pick your customer segment: As accurate as possible:



Pick your customer segment: As accurate as possible:



Pick your customer segment: As accurate as possible:



Agenda:

Write down relevant customer segments on post-its (1 min.)

Share with your team (2 min.)

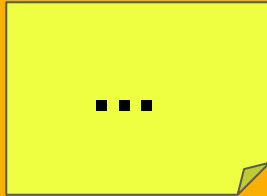
Pick one customer segment (2 min.)

Context:

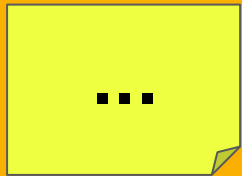
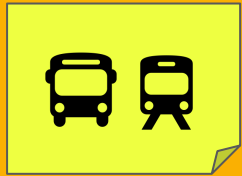
You brainstormed customer groups and started with the one which has the biggest problem.

Next Step: Explore Problem Space

How do they solve the problem now?

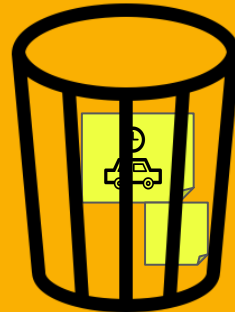


Select top solution



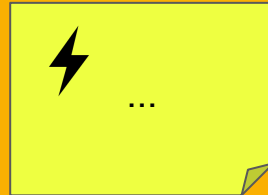
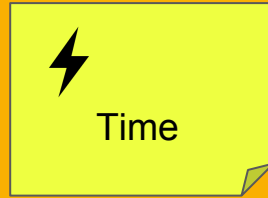
Top Solution (most commonly used)

Select top solution



Secure idea storage bin.

List pains for the current solution



Pains with the current solution



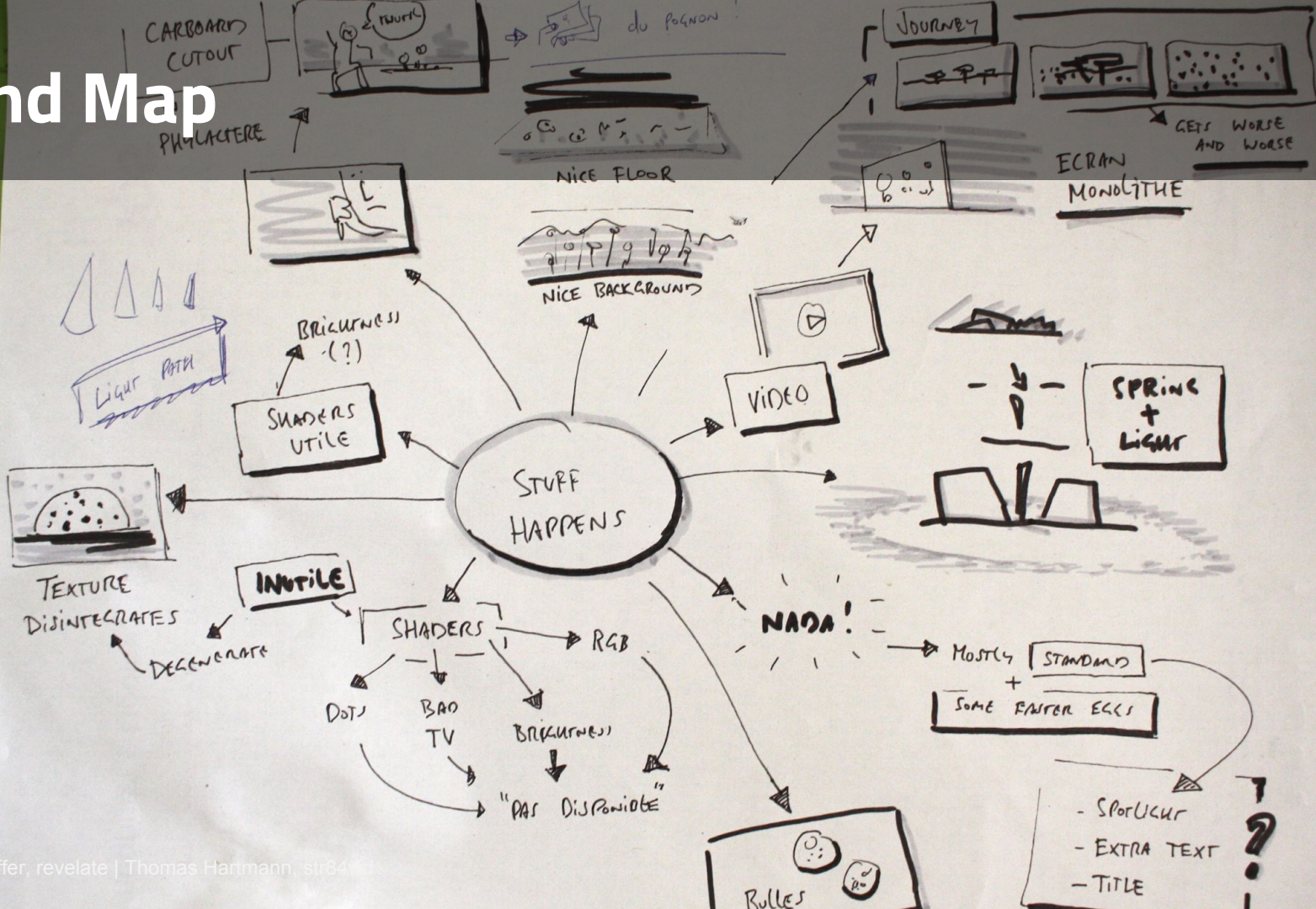
Second idea only for backup

Ideate:

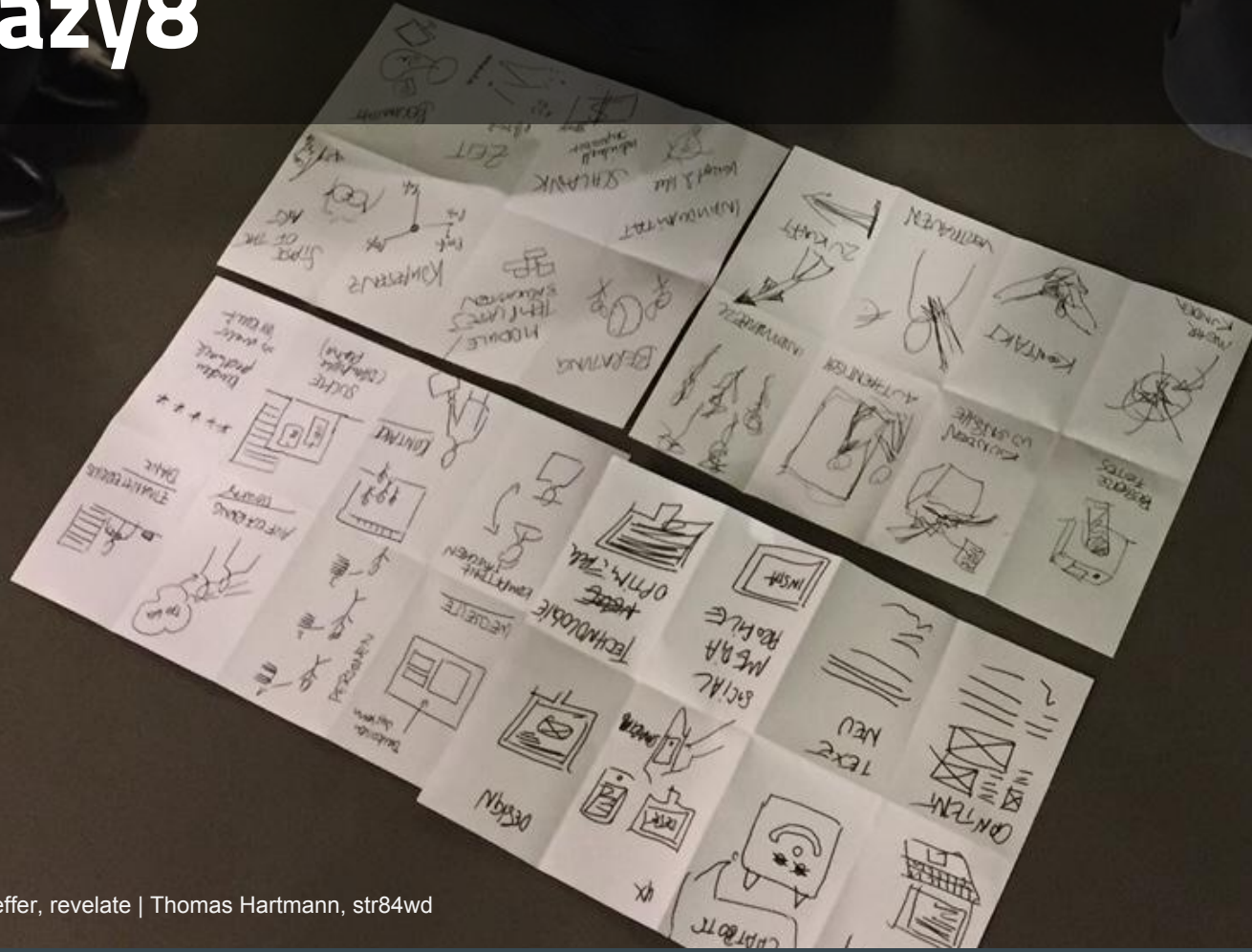
Generate many different solutions

1. **Silent brainstorm** (Mindmap & Crazy8)
2. **Share solutions**
3. **Vote for best solutions**

Mind Map



Crazy8



Share solutions with your team



Vote for best solutions (3 dots each)

VEREINFACHUNG DER NUTZUNG

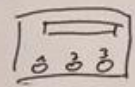
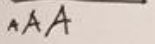





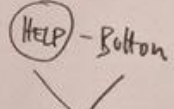

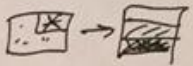
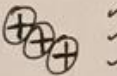


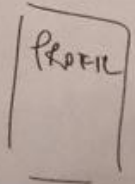
alle spez.

Inhalte mit dem wesentlichen

oberfläche

Cost Structure

w.businessmodel

<p>ux / ui</p>  <p>simple</p>	<p>google got</p>  <p>new algorithm</p>	<p>hw-device</p> 	 <p>Tutorial</p> <p>•••</p>	<p>mehr statisch Bild / Schrift</p> 	<p>Erkennung alter Gruppe</p>  <p>ID</p>	<p>Smart Filter</p>  <p>dynamisch intelligent</p>	<p>••</p>  <p>Quick Info</p>
<p>Vorauswahl</p> <p>1 - 2 - 3 ✓</p>	<p>einfache Coole</p> 	<p>Translator</p> <p>De/Nl → DE</p> 	<p>Plus Plus</p>  <p>zusätzliche Content</p>	<p>Reduktion</p> 			<p>→ Tutorial → Dialog → Translator</p>

Idea Sketch (7 min.)

1) Name & Slogan

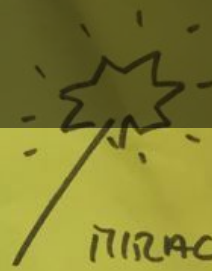
SMART CUISINE

2) Wie sieht die Idee aus? Zeichne sie.



3) Entdecktes Problem oder Bedürfnis

großer Aufwand
Zufriedenheit aller

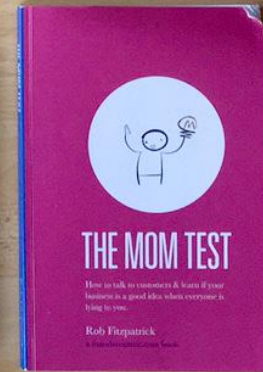
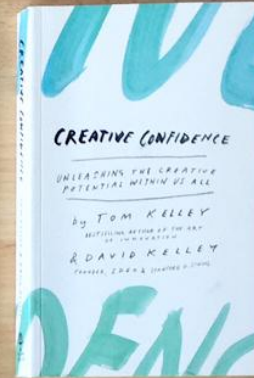
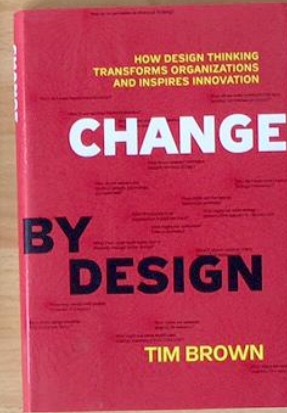
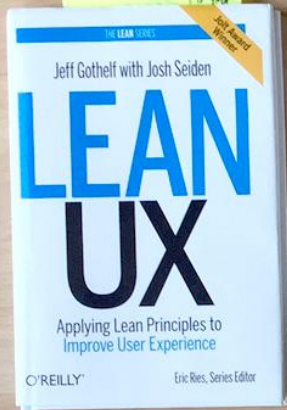


4) Lösung [Wer] will [was] für [Bedürfniserfüllung], weil [Motivation]...

Hilde Fiona will smartcuisine für
Essensorga & kochen um mit Freunden
entspannt individuelles Essen zu
genießen.

5) Nutzen

kein Stress wj. Orga
alle happy & entspannt



Thanks!

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