Worm Holes to Product Innovation

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Learning from extremes

Extreme perspectives can stretch your thinking so you can see past your assumptions. - Design Thinking
1. Typical User
2. Typical problems
3. Typical Solution
Uniqueness not commonness

Filter and select for most unique, not most typical.

Do this at every incremental step

Got to go to boundaries to find your product edge
Workshop
Curiosity
Not a deep dive on practices
Self-Organizing table groups
Comfort with discomfort
User Stories

Card, Conversation, Confirmation

Capture a memorable product or service experience and express as User Story card
Pair Share : User Story warm up

- Find a partner
- Read your story card to your partner
- Listen to your partners story card
Product Focus

- At your table agree on one product or service

- travelagency.com OR shoes.com OR ?
Variety of users

- Brainstorm on different types of users (or customers).
- Be creative!
- Minimum 10 unique users
Channel your inner critic

* Pick 3 most unique, stand-out user types.
* Share these three (3) users with your neighboring table.
* Neighboring table picks ONE most unique of three.
Empathy map
Value statements

- Form pairs within your table groups
- Based on empathy map, write down 3-4 values statements per pair
Swap partners

- Original partner is customer/user advocate
- New partner writes User stories and checks with customer advocate
- Create as many user stories as you can.
Channel your inner critic

★ From all the stories at your table
★ Pick 3 most unique
★ Share with your neighboring table.
★ Neighboring table picks ONE most unique of three.
“You have got to start with the customer experience and work back toward the technology - not the other way around”
Gallery Walk
Debrief & Share Aha’ moments

Thank you