

DESIGN THINKING AND AGILE



CREATIVE PROBLEM SOLVING

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INTRODUCTION

Vivek

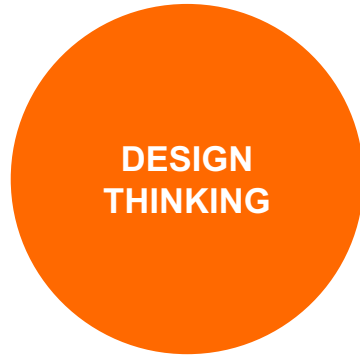
- is a certified Scrum Master with over 13 years of experience in Banking and Retail domain with focus on Analytics and IT Project Management
- has been with Zalando for over 2 years, having previously worked with JP Morgan and Target Corporation
- coaches teams on Design Thinking and Agile



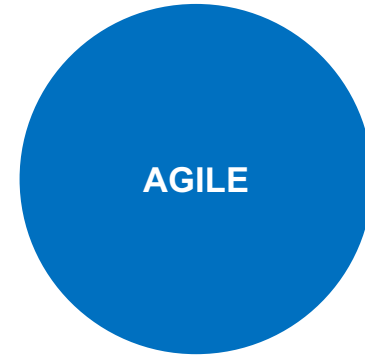
Franziska

- has worked at Zalando for 6.5 years
- is a Project Manager and she coordinates company wide Projects with 60+ Engineering Teams
- drives reliability topics & mindset as a Program Manager for the Site Reliability Engineering Team

WHAT ARE WE LEARNING TODAY?

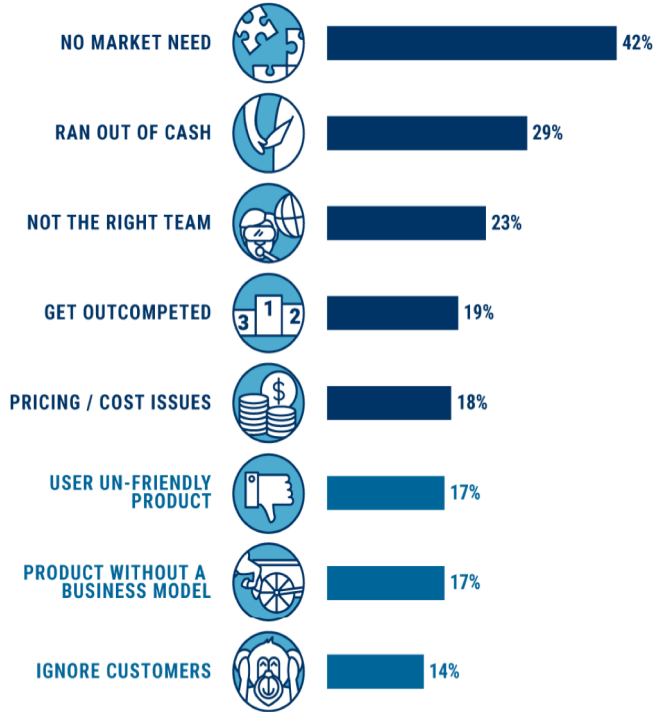


Explore



Build the
things right

BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMES
Top 20 Reasons Startups Fail



WHY PRODUCTS FAIL

*A FOUNDER GETS AN IDEA >> BUILDS THE SOLUTION >> TRIES TO SELL IT >> NOBODY
BUYS THE SOLUTION >> THE FOUNDER RUNS OUT OF MONEY >> THE STARTUP DIES.*

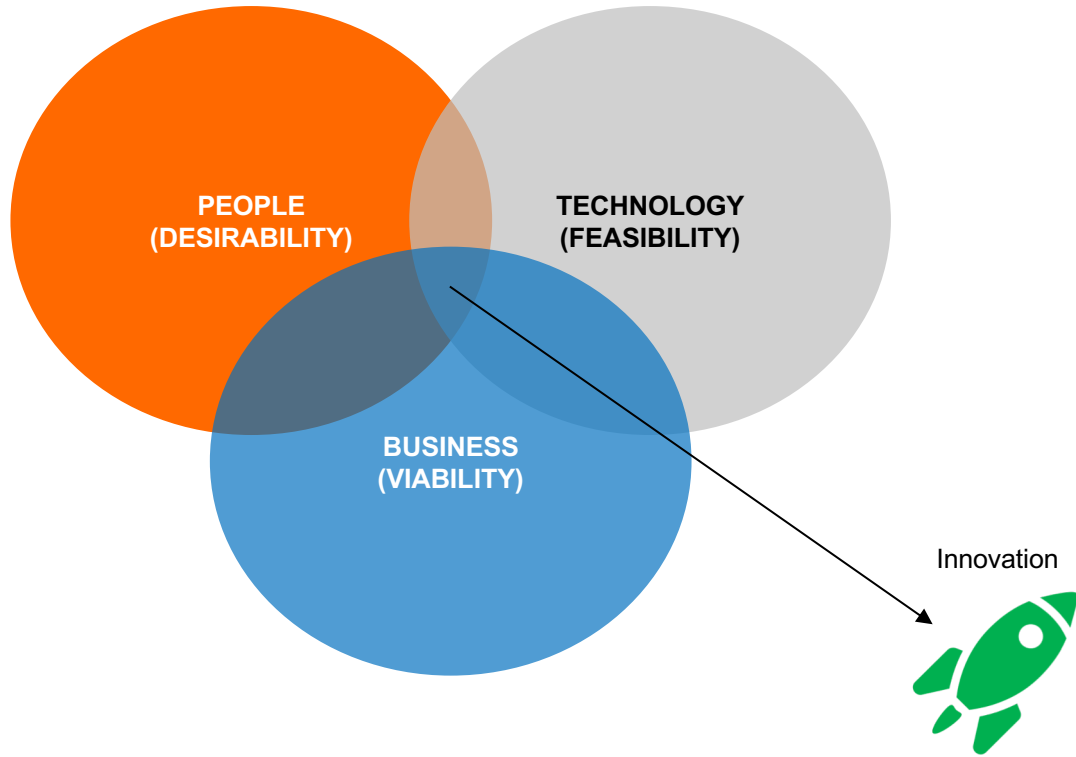
*“LIFE’S TOO SHORT TO BUILD SOMETHING NOBODY WANTS. “ - **ASH MAURYA***

A FAILED PRODUCT

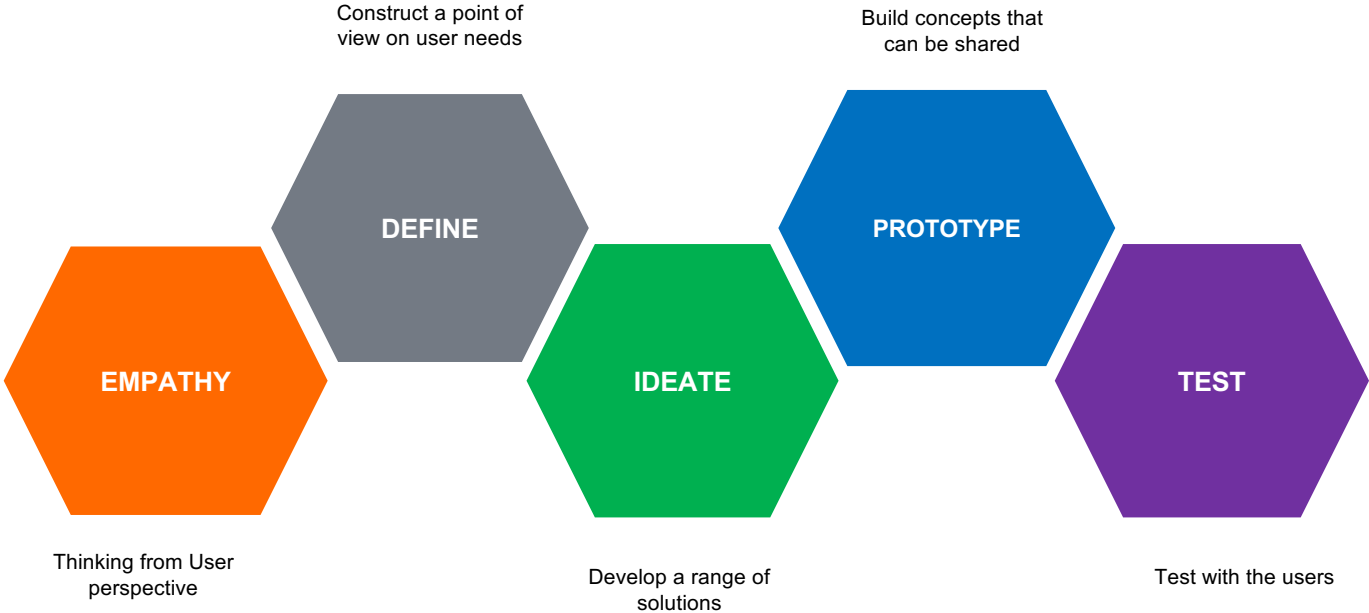


JUICERO

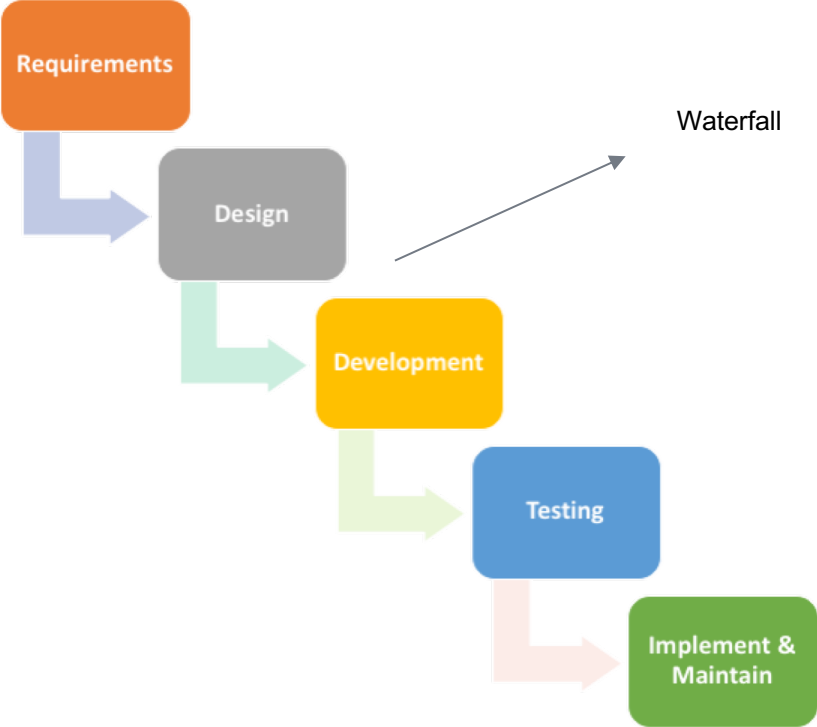
WHAT IS DESIGN THINKING



HOW DOES DESIGN THINKING WORK



WHY AGILE ?



makes changes difficult

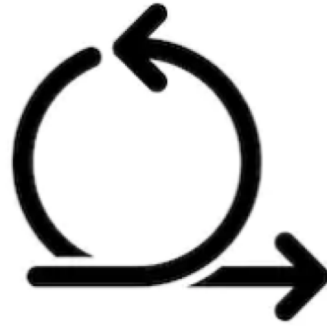
excludes the end user/client

delayed testing

slow time to market

extensive documentation

WHAT IS AGILE ?



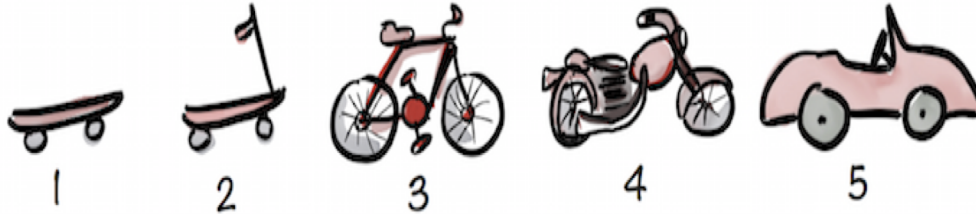
Kanban

Scrum

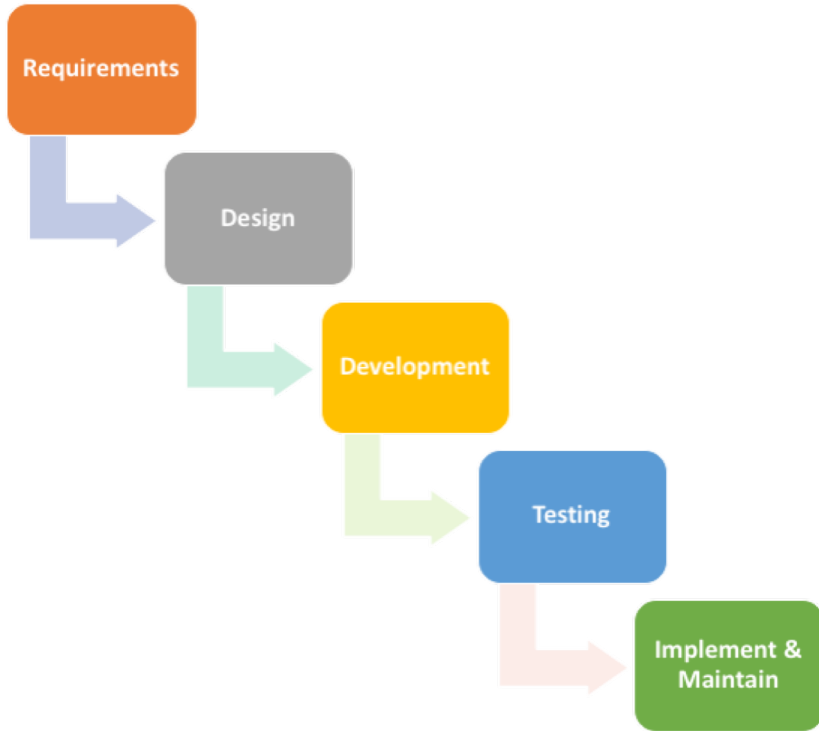
Lean

Crystal

XP



Waterfall Vs Agile



Develop, Test & Feedback



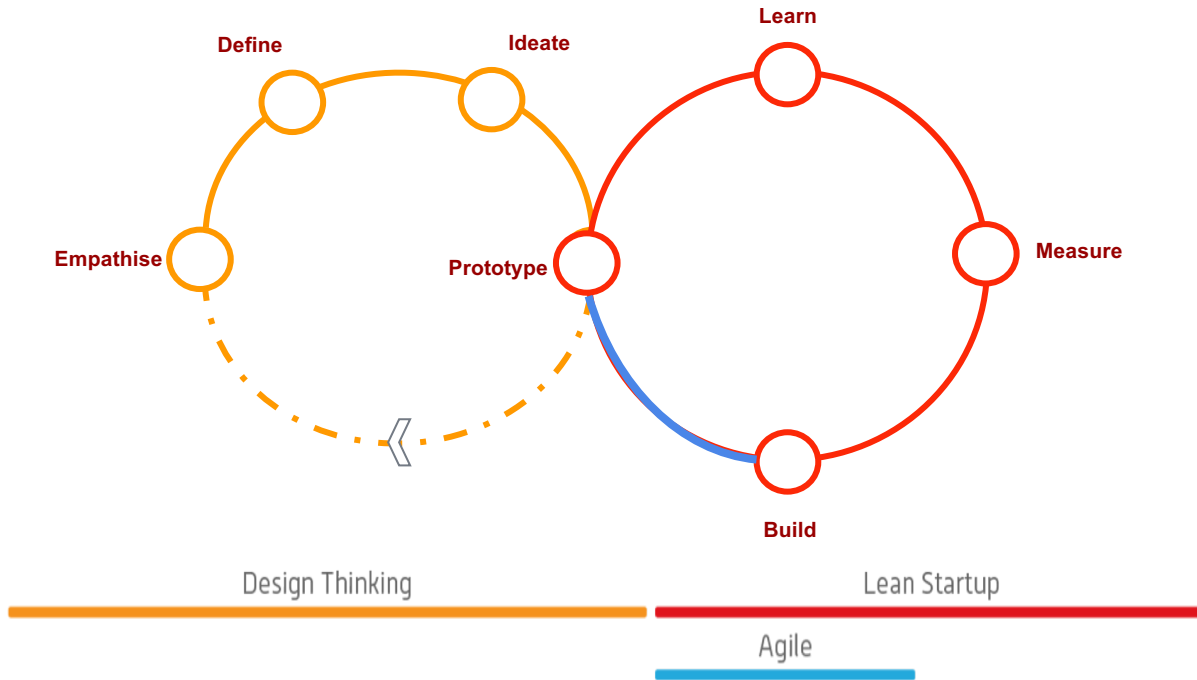
Develop, Test & Feedback



Develop, Test & Feedback, Release

Source : Agile in FDA environment

DESIGN THINKING & AGILE CYCLE



Design Thinking @ Zalando

Top to toe
Complete the look

Your recent purchase



Neutral running shoes
Merrell



20%
From €47.95 From €59.95
Leggings
The North Face

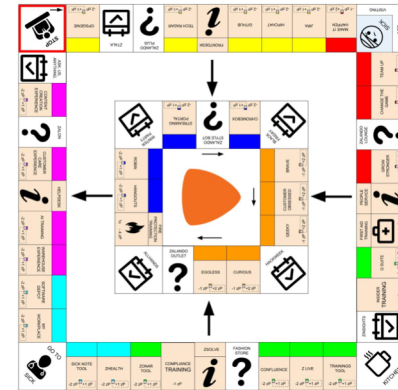


€29.95
Sports shirt
The North Face



15%
From €71.95 From €84.95
Sports jacket
The North Face

ZALANDO - Outfit Recommendations

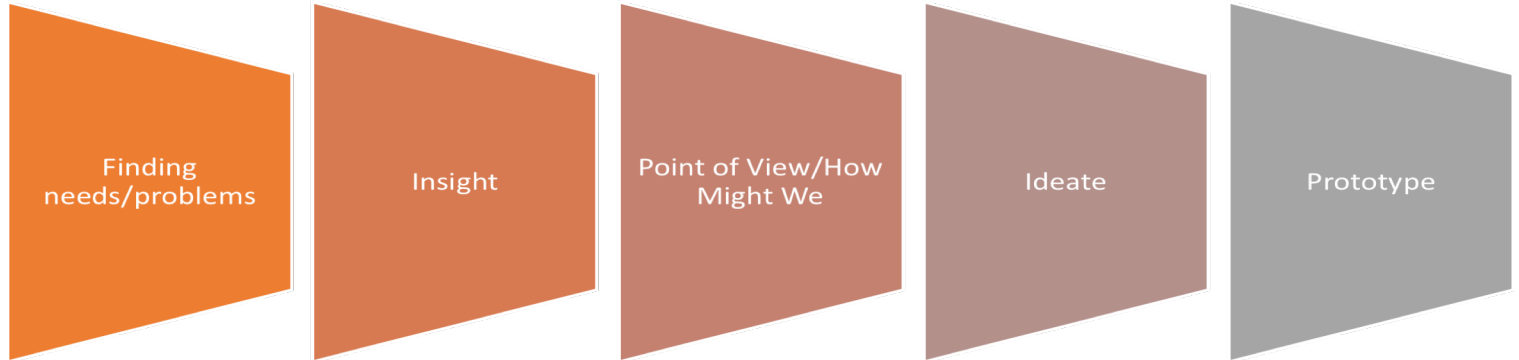


ZALANDO - Hackweek

5 Step Design Thinking

Empathize

Define



Situation

The university cafeteria checkout system

Need/Pain Point

The university cafeteria checkout lane is congested and the queues are long

Insight

The student would like a checkout system that gets them through faster to enjoy hot meal

HMW

How Might We redesign less congested checkout lane for students so that they can get through faster and not wait to eat their food

Ideate

Build self-checkout lanes
Enable paying at the food counter itself

Hypothesis/Prototype

We believe that if build self checkout at food counter it will result in lesser wait time and we will know if we have succeeded when we reduce wait time by 50%

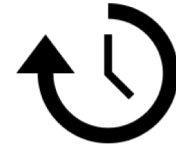
GROUP ACTIVITY



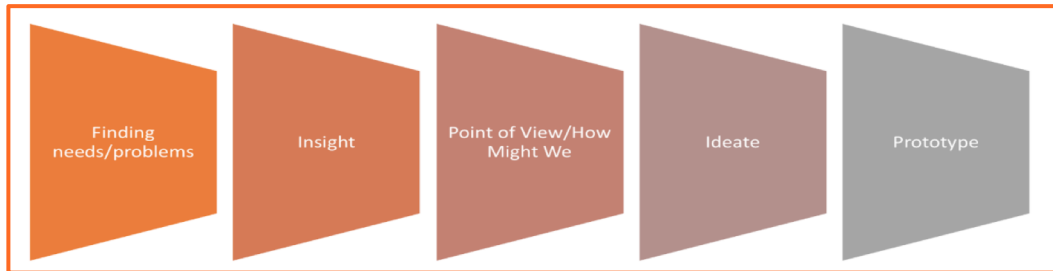
Group up:
4-5 people



material: challenge cards,
template, pens



Overall: ~ 70 min
Exercises ~ 60 min
Pitch = 3 min / group



GROUP ACTIVITY

Empathize : Needs/Pain Point



- Decide on the user
- List 1 pain points/needs per person
- 2 Votes
- Outcome : User and needs map

10 mins



Define : Insights

- Uncover the reason behind the need/pain point
- 2 Votes
- Outcome : User + Need + Insight map

10 mins

Define : How Might We

- Frame 1 HMW question
- 2 votes
- Outcome : HMW

10 mins

GROUP ACTIVITY

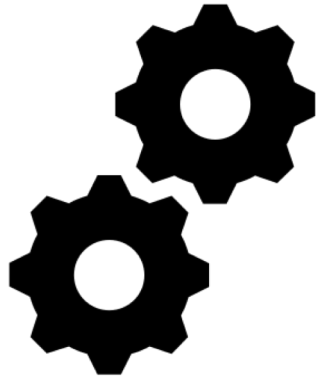


Ideate

- Generate ideas to address the HMW questions
- 2 votes
- Outcome : Ideas

10 mins

GROUP ACTIVITY



Prototype / Hypothesis

- Generate hypothesis or prototypes based on the ideas
- Outcome : Structured hypothesis

10 mins

Share out

3 minutes for each group to talk about the

- situation chosen
- needs and insights identified
- HMW
- Ideas
- Hypothesis



Summary

- **Design thinking** helps you **explore** what is your customer/client **need and create ideas**, than going with an assumption
- **Agile** helps you build the solution the **right way in shorter cycles**, enabling quick **feedback**
- Before deciding to build anything, it is important to think from a **user perspective**.
- Desirability + Feasibility + Viability - > **Innovation**

Thank You