



Innovation for Continuous Improvements in the Digital World

Presentation for:



Presentation by:
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A little bit about me!



JYOTI STRUCTURES LTD.



Agenda



- Find the Customer Needs with Empathy Map
- Bring full blown innovation in your business
- Agile Methodologies to align with Predictive, Adaptive, and Reactive work environments.
- Using analytics to create a learning organization to get to business agility.

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Bring full blown Innovation in your business

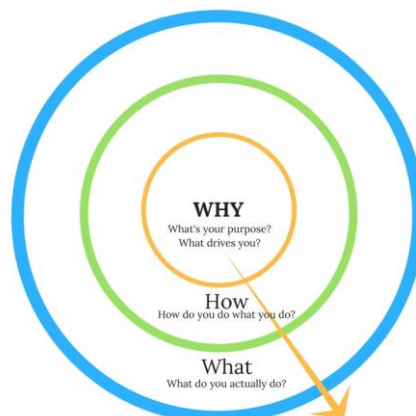
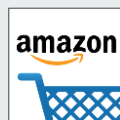


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Start with Why!

"It's not just WHAT or HOW you do things that matters; what matters more is that WHAT and HOW you do things is consistent with your WHY."
- Simon Sinek

Image is courtesy of Neil Richmond
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Simon Sinek's Start with Why
The Golden Circle

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Empathy Map Exercise

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:


<p>1 WHO are we empathizing with? Who is the person we want to understand? What is the situation they are in? What is their role in the situation? The interviewee is a student that lives in the outskirts and is highly dependent over transport to go to the university.</p>	<p>GOAL</p> <p>2 What do they need to DO? What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful? The interviewee said that it is very difficult to park in the cities because there are a lot of cars and payment zones. This makes it difficult for them to use this means of transport.</p>
<p>6 What do they HEAR ? What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second hand? Transport problems is a very commented problem between people. Most of them say that is a pity to get these problems to access at the university, but they assume that it is for control of density areas and also ecological aspects.</p>	<p>7 What do they THINK and FEEL ?</p> <p>PAINS What are their fears, frustrations, and anxieties? The interviewees said that it is very difficult to park in the cities because there are a lot of payment zones. This makes difficult for them to use this means of transport. This causes that they give more time when parking and spend more gas and time. And this means is not the fastest and most economical option.</p> <p>GAINS What are their wants, needs, hopes and dreams? The interviewees said that they want to be able to park easier within the cities without paying as much as the current parking zones cost.</p> <p>The feeling that motivates this is the routine that they do when they need to access into university and make that behavior.</p> <p>5 What do they DO? What do they do today? What behavior have we observed? What can we imagine them doing? The interviewee said that with all these parking problems they had to take public transport. The behavior that we have observed apart from all this is that of annoyance on the part of the users who use the car for the prices of the parking.</p>

3 What do they SEE ?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
The interviewees see that there is a problem but the solutions to that problem are not easy. They have seen alternatives, but they are very complex and not feasible due to regulations. But they also see that in the future it could appear another way to transport that could solve, or reduce, these problems.

4 What do they SAY ?
What have we heard them say?
What can we imagine them saying?
The interviewees said that there are a lot of pedestrian areas and the parking prices are quite expensive for people coming out of the city.

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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 10 minutes

Exercise On Empathy



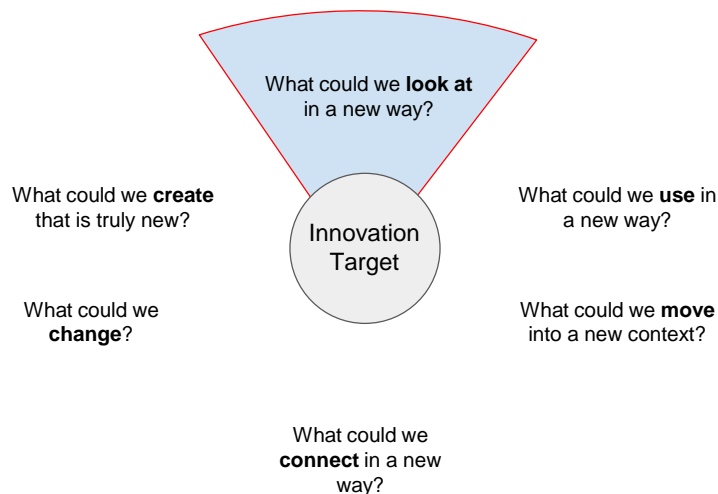
- Self Organize and make a team of 6 members
- 3 of the members make a customer and rest of the 3 become the Product Managers.
- Product Managers ask questions and fill out the Empathy Map in 10 min
- Share the experience

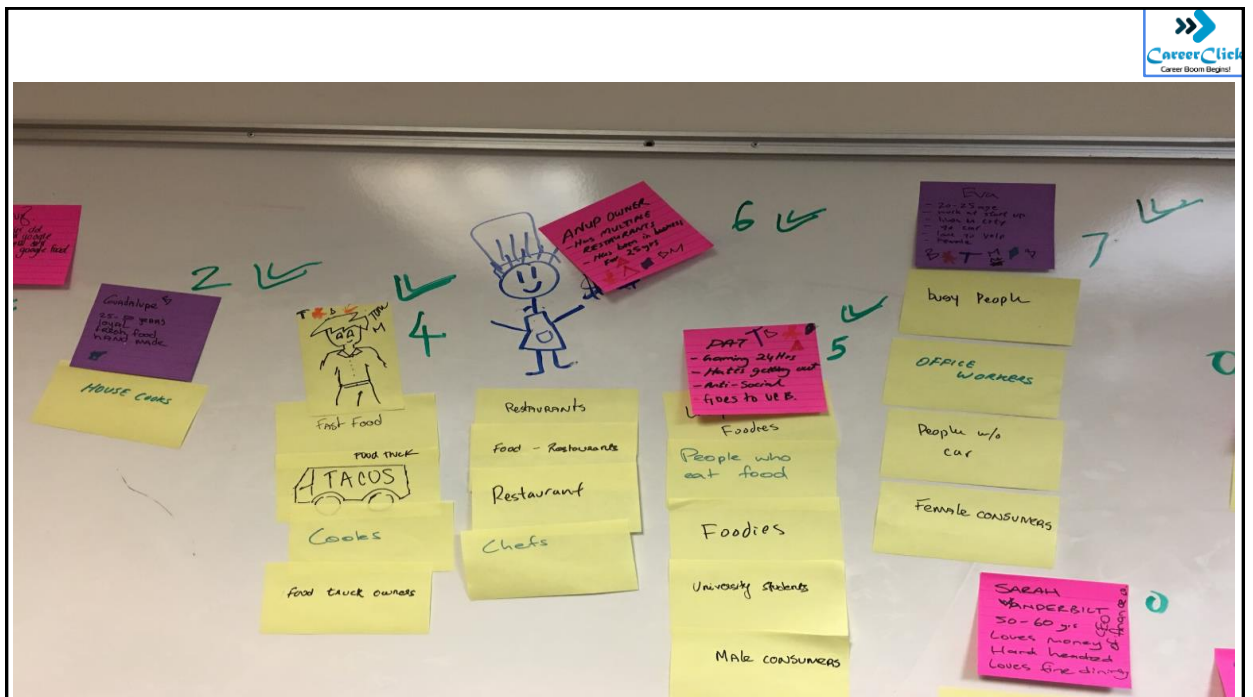
6 Innovation Questions

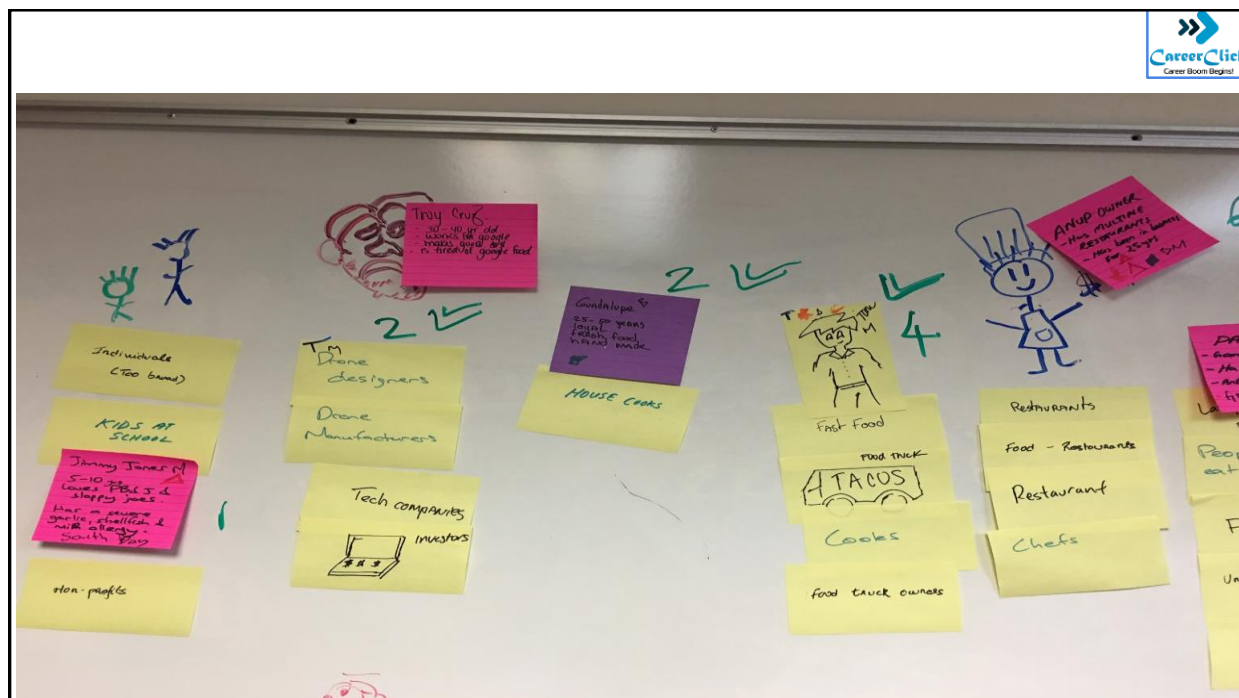


Food delivery business Example

How we need to look at our domain as a Business







Idea for who we are



- We are the providers of the platform or interface that will allow drones owners to come and make some money on the side and we allow food trucks or restaurants to use the drones for delivery - kind of like Uber or Lyft
- We are a company that provides the platform or interface - like uber- for all the Drones owners (who meet certain characteristics) to provide delivery services for restaurants, food trucks, etc
- Technology marketplace



Eva (End user)

- Office Worker
- 20-25 Age
- Lives in City
- Loves to Yelp

What can we look at in a new way from Eva's perspective?

- Cool factor
- Convenience
- Shorter wait for lunch - Schedule delivery time
- Safety
- Avoid traffic



Troy Cruz (software/hardware guy)

- 20 - 40 years old
- Works for google
- Makes good money
- Tired of google food
- Drone designer / manufacturer



What can we look at in a new way from Troy's perspective?

- Creates App
- Be the first one (honor/recognition)
- Freedom, mastery, creativity



Joe (service provider)

- Restaurant Owner
- Has multiple Restaurants
- Been in business for 25yrs



What can we look at in a new way from Joe's perspective?

- Profit
- Expansion of business
- Less liability
- Marketing
- Increase customer base
- Less personnel

Pat(rick) (End user)

- Gaming 24hrs
- Hates getting out
- Anti-social
- Foodie



What can we look at in a new way from Pat's perspective?

- Cost effective
- Time saving
- Can stay home/no personal interactions needed
- Stay dirty



Tom (provider)

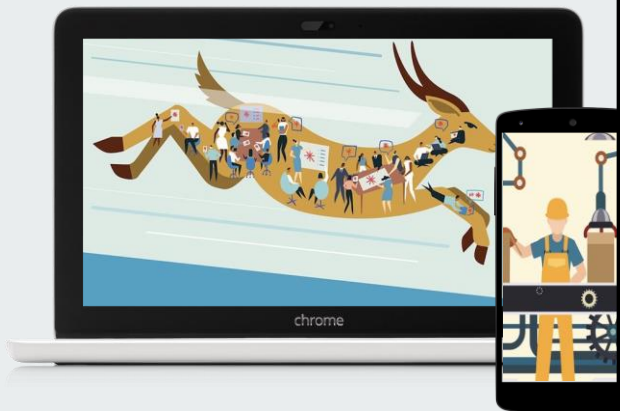
- Owns Food Truck
- Fast Foods Cook



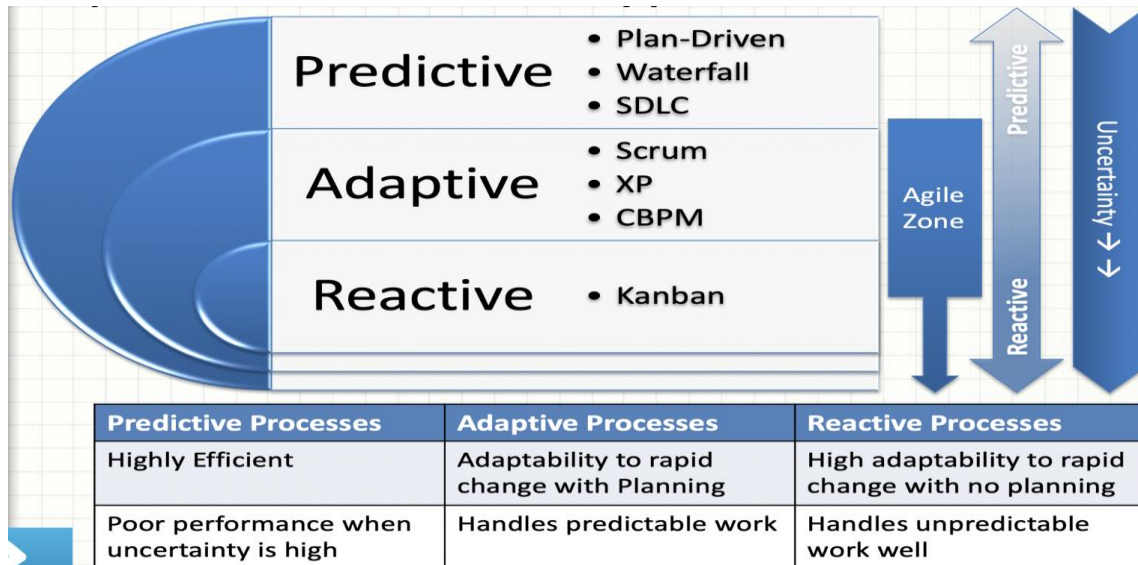
What can we look at in a new way from Tom's perspective?

- Increase customer base
- Flexible/Increase business hours
- Save and make more money
- Avoid traffic

Pick the right Agile Methodology for your Business

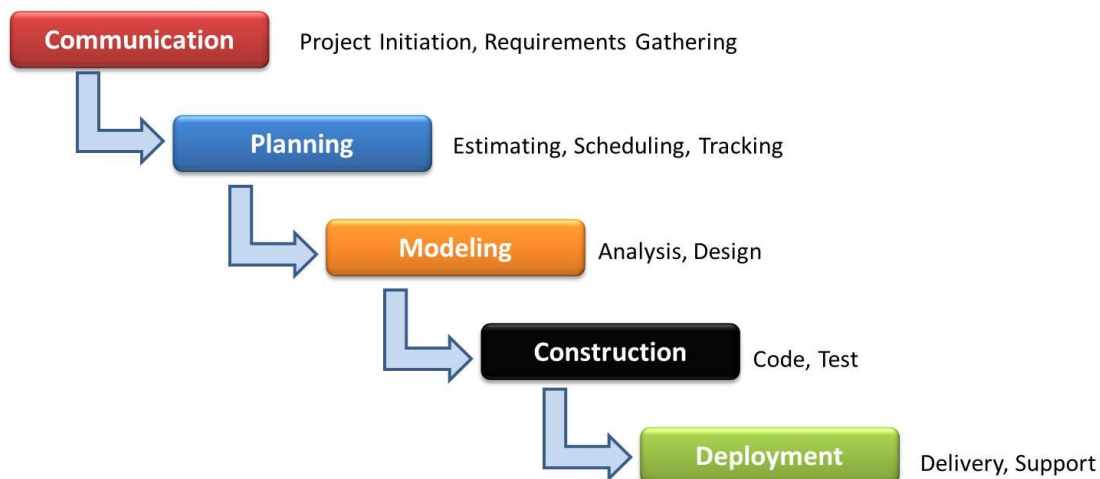


Pick your Agile methodology



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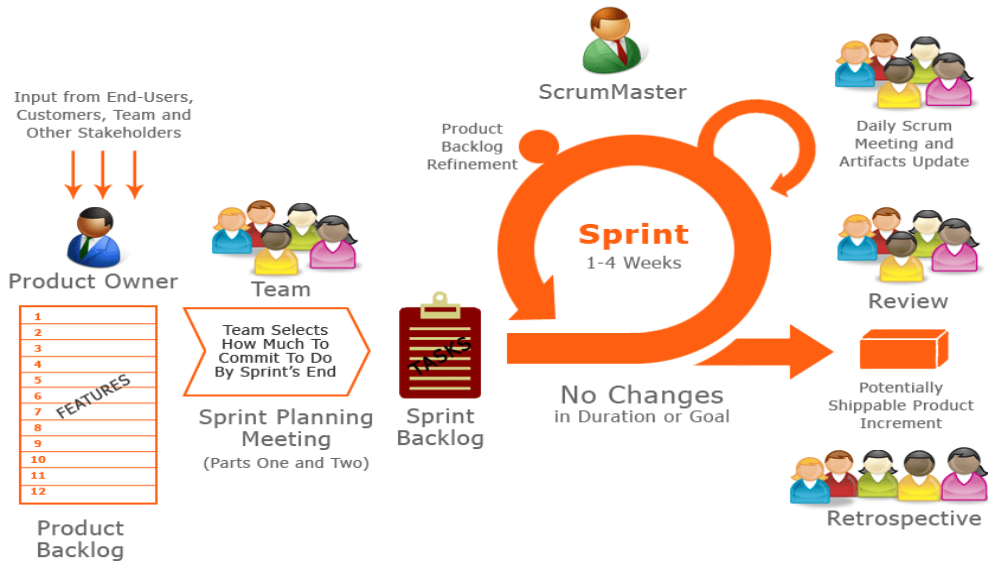
Tradition Product Development



The Waterfall Model: A Traditional Approach of SDLC

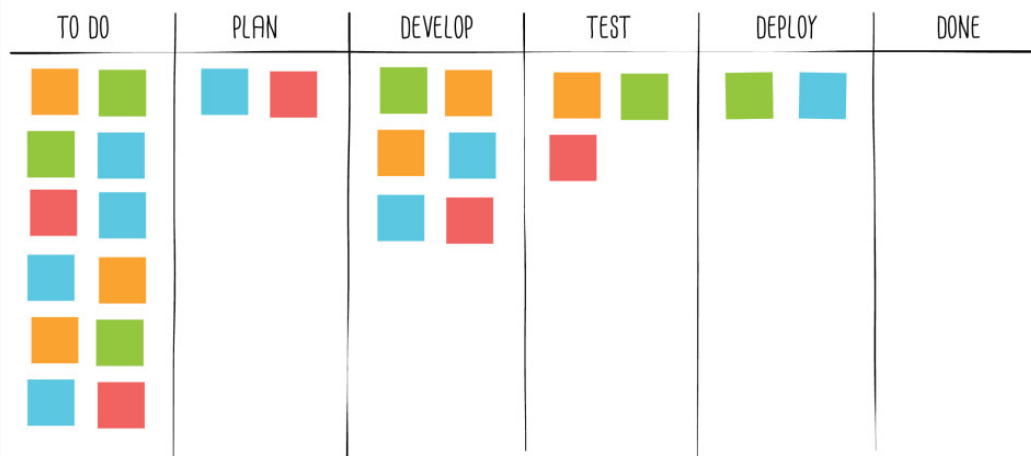
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Scrum Development



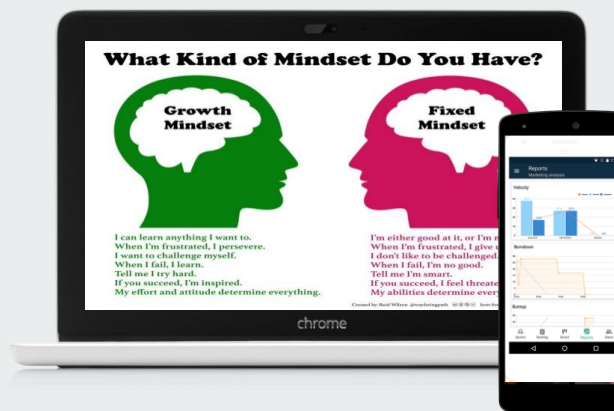
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Kanban Development



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Create a Learning Organization



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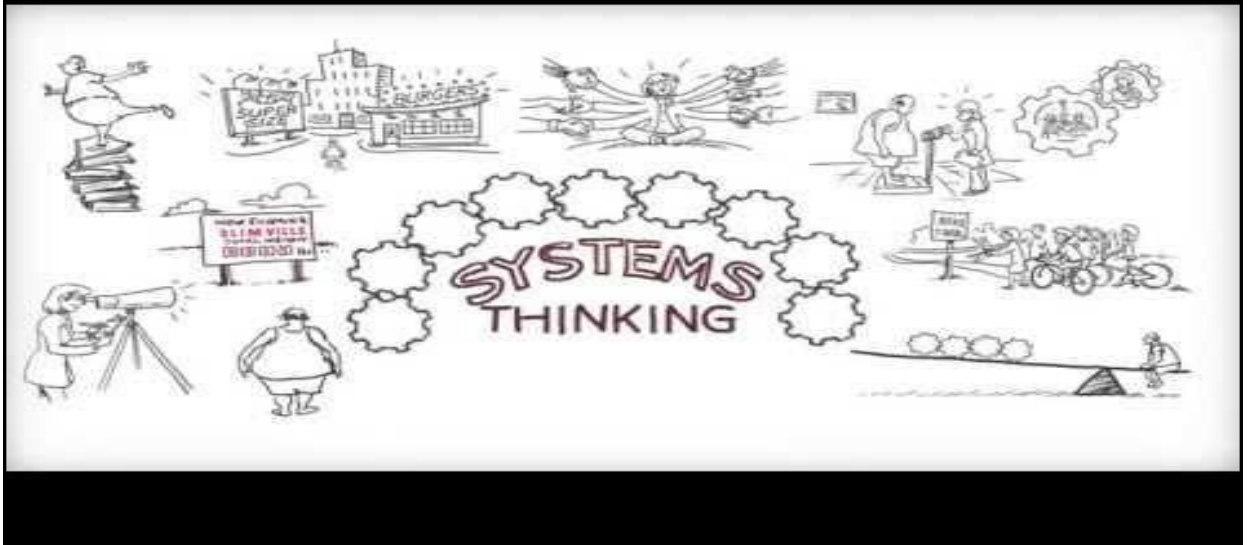
Learning Organization



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Systems Thinking

https://youtu.be/GPW0j2Bo_eY




Thank you

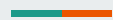
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<https://www.linkedin.com/in/anupdeshpande>





Appendix



**Get Motivation
in your team
and keep it up**



Motivation in Agile Teams

<https://youtu.be/uwA97yWz9Uc>

