

PRODUCT CREATION PRACTICUM

Using Design Thinking, Lean and Agile methods to move from well-aligned possibilities to a great solution.



Coleman Collins



John Jarosz

THE CLIENT



NATURAL MARKETS
FOOD GROUP



Mrs. Green's
NATURAL MARKET

THE CHALLENGE



THE LANDSCAPE

Whole Foods

✧ Customization

- ✧ My Shopping Lists
- ✧ My Recipe Box

✧ Social Integration

- ✧ Multi-channel + Foursquare
- ✧ (FB) Sweepstakes, Recipes, Coupon Sharing

✧ Shopping Cart

- ✧ Cooking classes, Gift cards, Platters, Deli Items

✧ Wellness

- ✧ Challenge, Tips, Demos, Meal Plans



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THE LANDSCAPE

Walmart

* Customization

- * “Meal Solutions” Recipes
- * Coupons
- * Wish List
- * Registries

* Social Integration

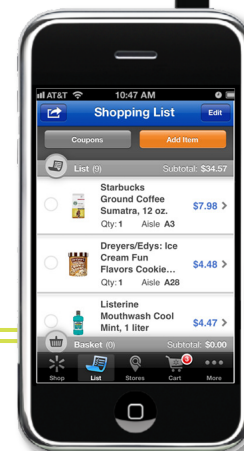
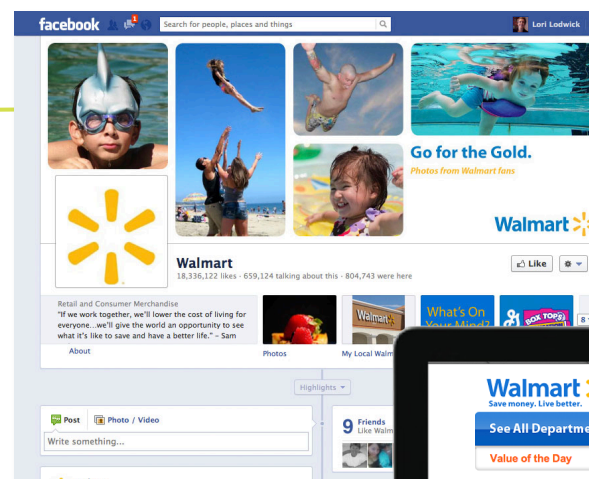
- * Share Coupons, Rate & Review
- * Foursquare Check-in
- * “Walmart Moms” (YouTube)

* Shopping Cart

Online grocery ordering

Groceries, Pharmacy, Photos & Gift Cards

“Amazon” with grocery



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THE LANDSCAPE

Starbucks

✧ Customization

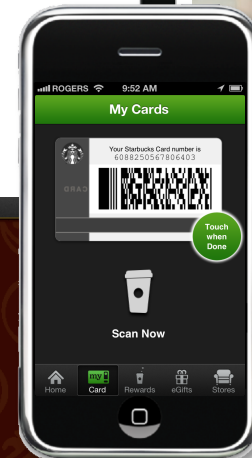
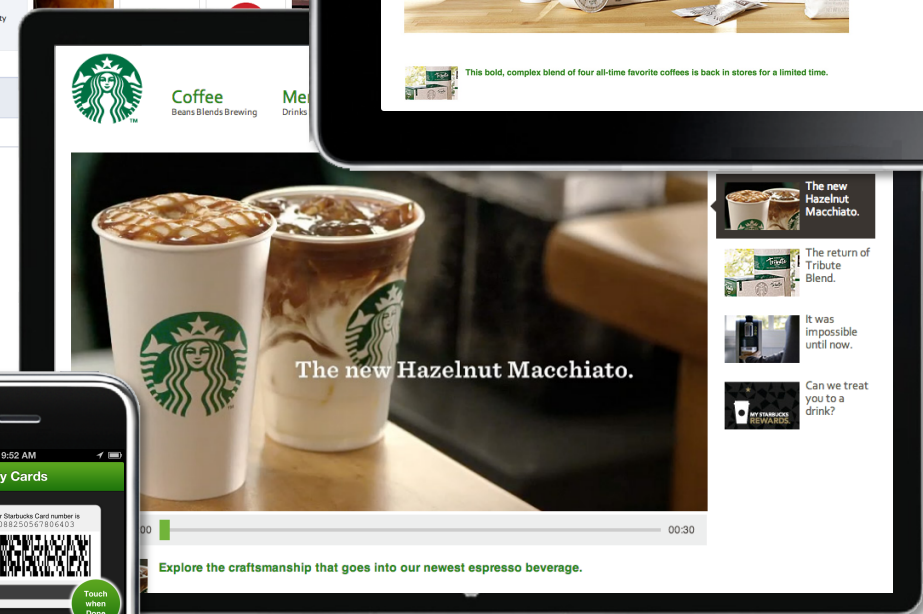
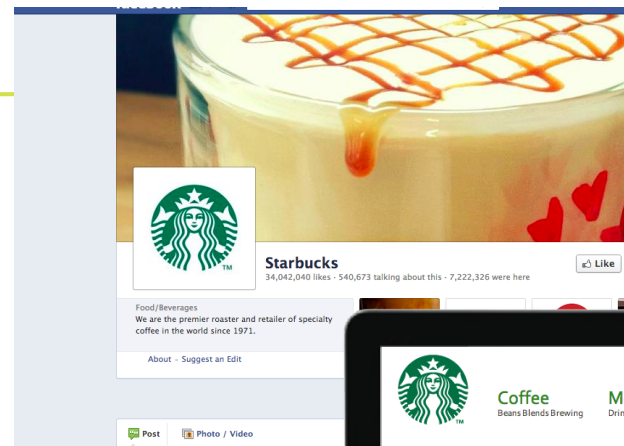
Responsive for tablets, android
Native iOS

✧ Social Integration

- ✧ Geo-activation
- ✧ Coupon Sharing w/up to 4 Friends
- ✧ E-gifting certificates
- ✧ Game-ified status tracking & loyalty

✧ Coffee Shop

- ✧ Favorite stores
- ✧ Coffee customization and prep
- ✧ Shortcut payment & benefits card



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THE VISION



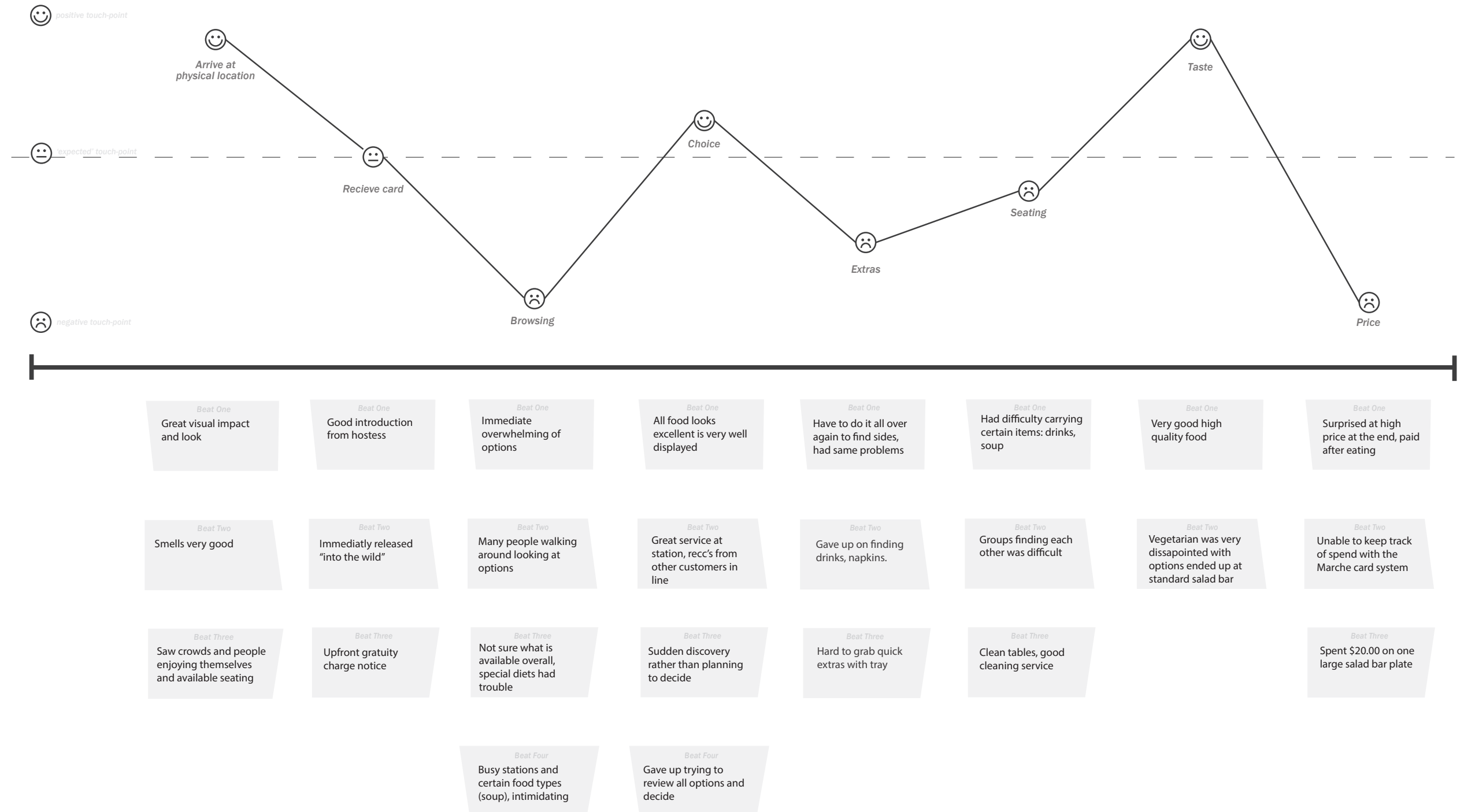
*With a good approach, you don't
need to figure it all out up-front.*

DESIGN THINKING FRAMES OPPORTUNITIES

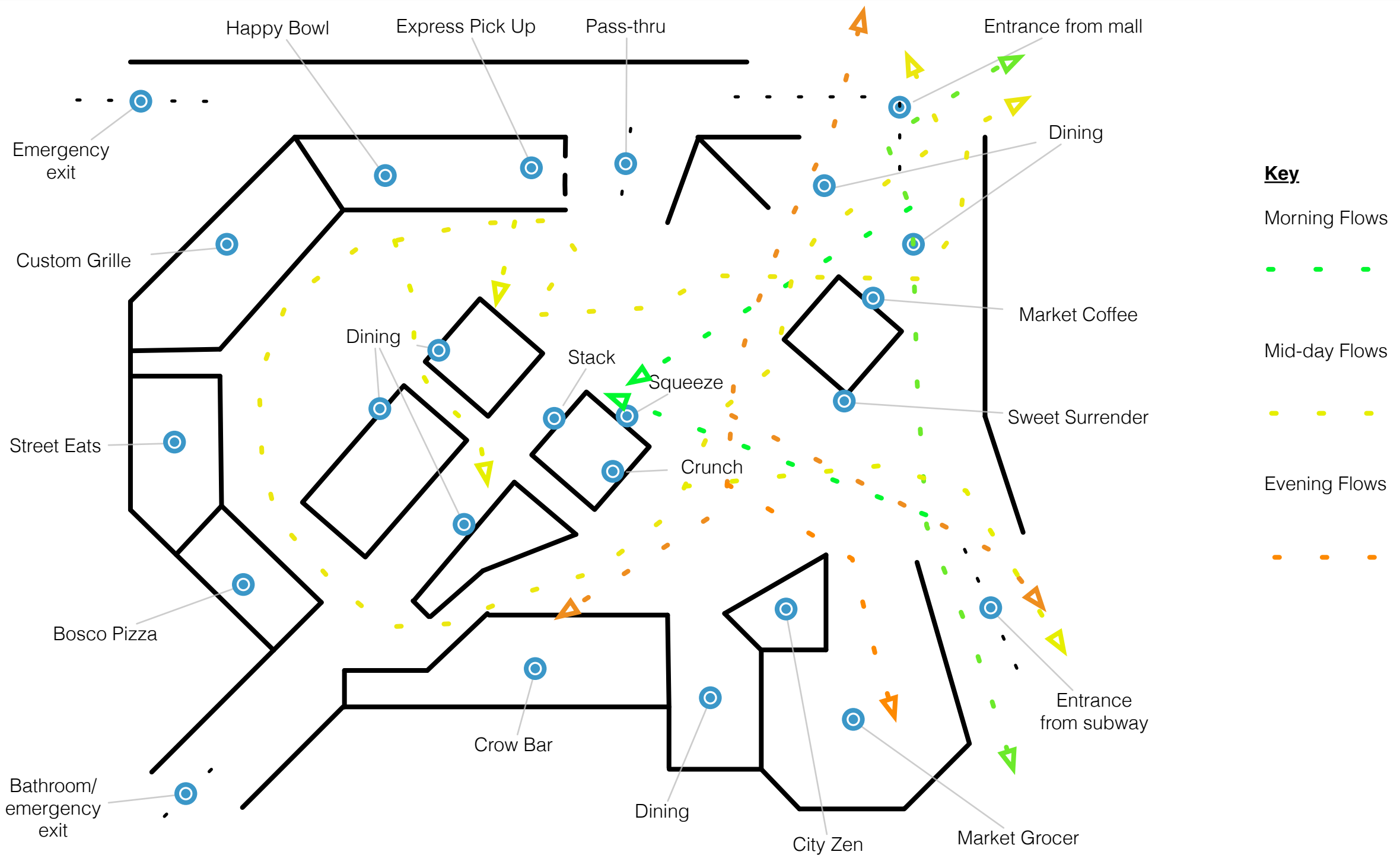


DESIGN THINKING FRAMES OPPORTUNITIES

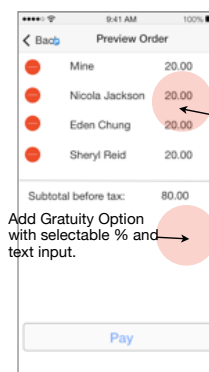
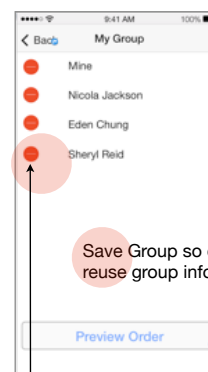
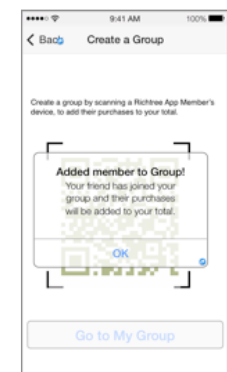
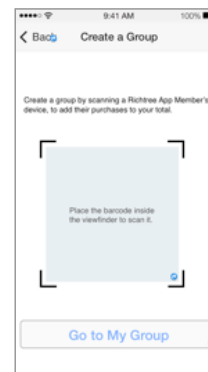
Touchpoint-Level Experience Mapping at Marché



DESIGN THINKING FRAMES OPPORTUNITIES



BUILD-MEASURE-LEARN IDENTIFIES VIABLE SOLUTIONS



Delete Group Member: Users questioned why they would want to delete a member from a group. Confusion over iOS7 Delete UI component which looked too much like a stop sign. Would still pay if people left the group without getting food.

Be able to export receipt.

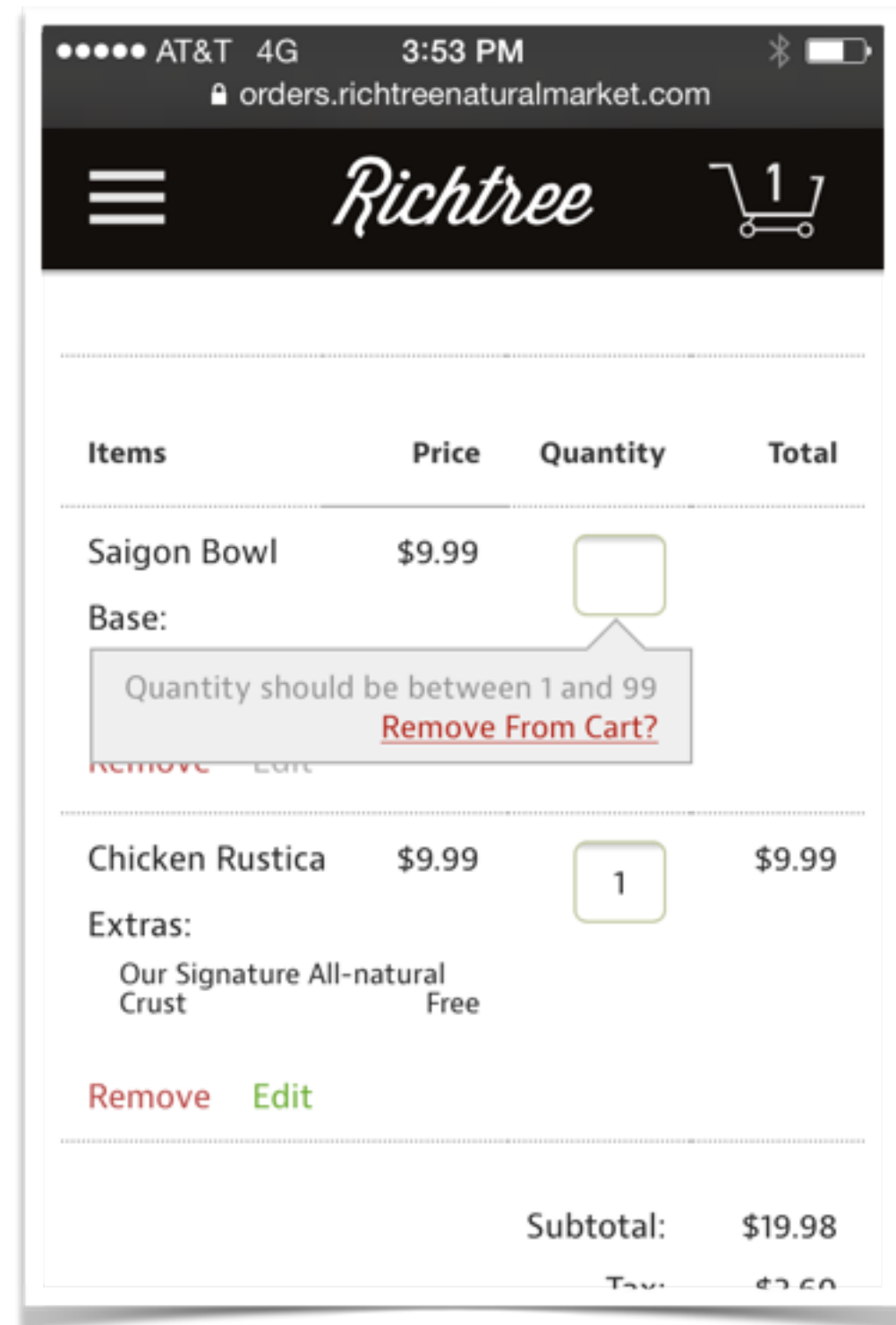
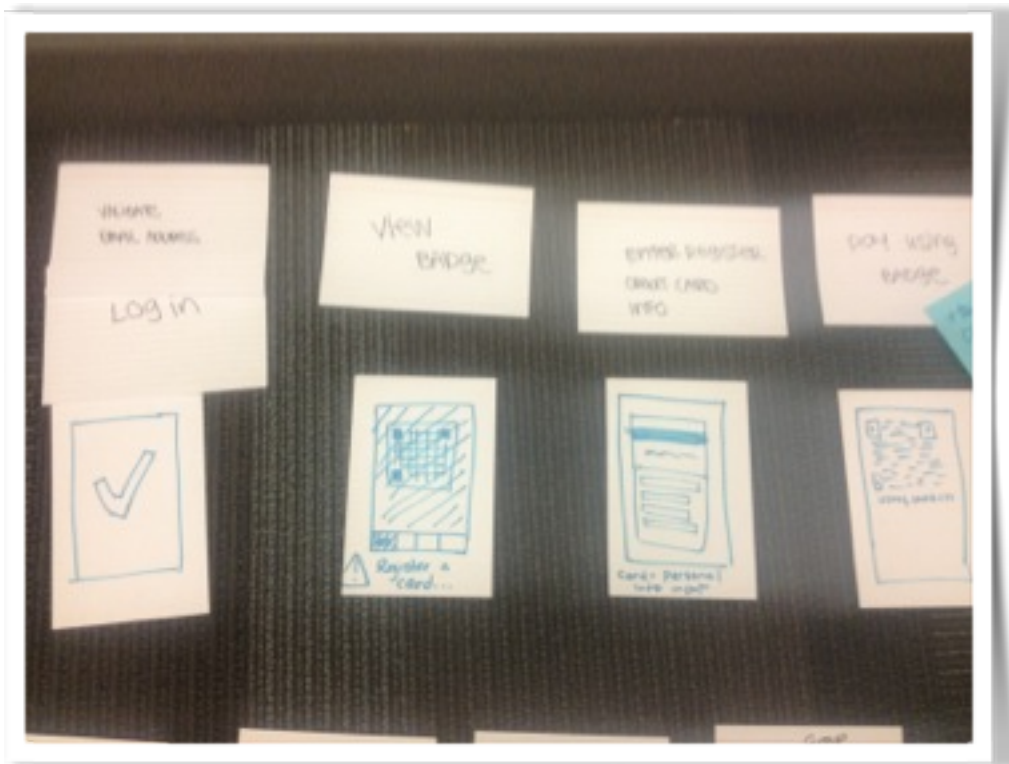
BUILD-MEASURE-LEARN IDENTIFIES VIABLE SOLUTIONS



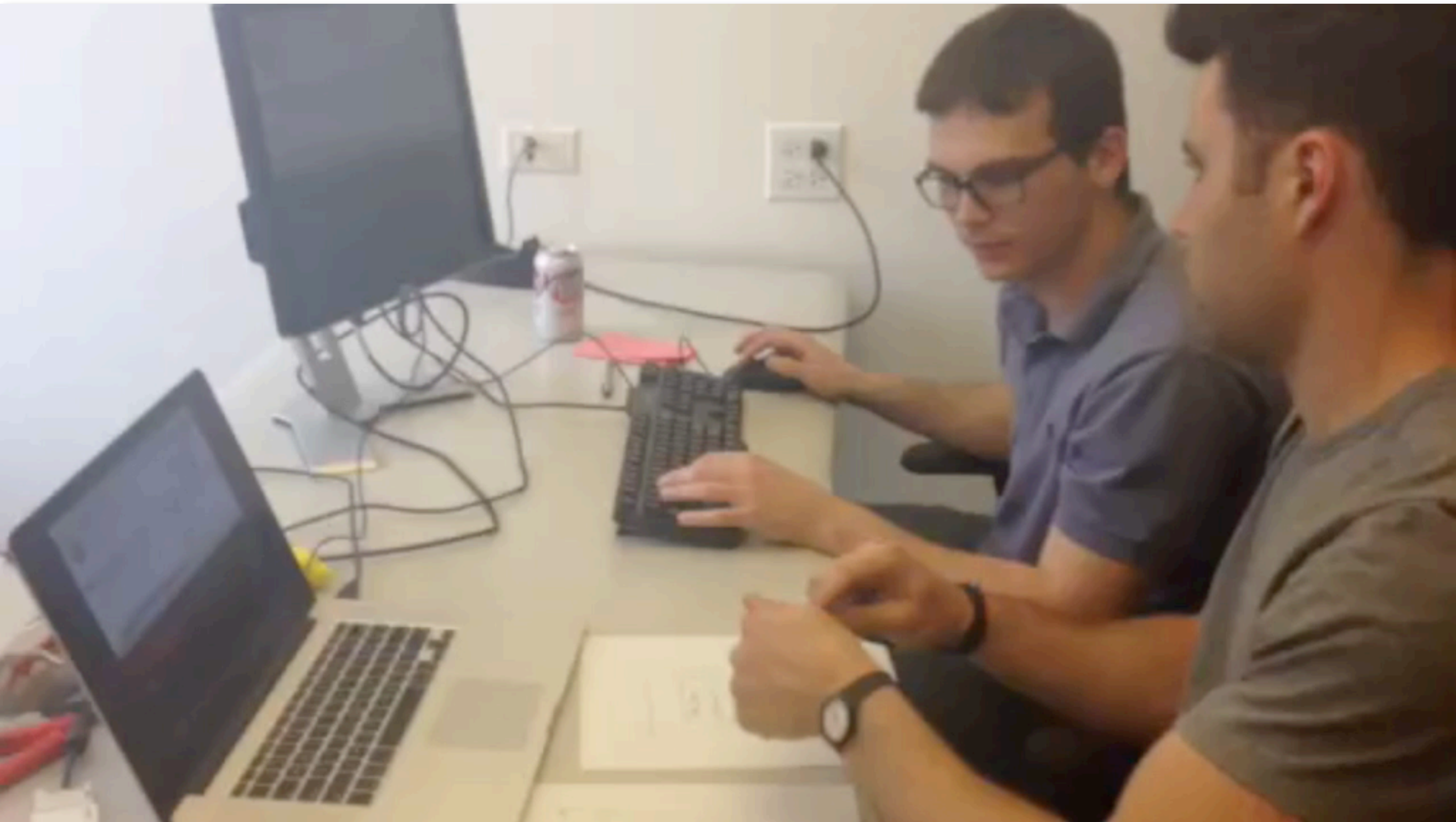
BUILD-MEASURE-LEARN IDENTIFIES VIABLE SOLUTIONS



AGILE TO MAKE FLEXIBLE, RESILIENT STUFF QUICKLY



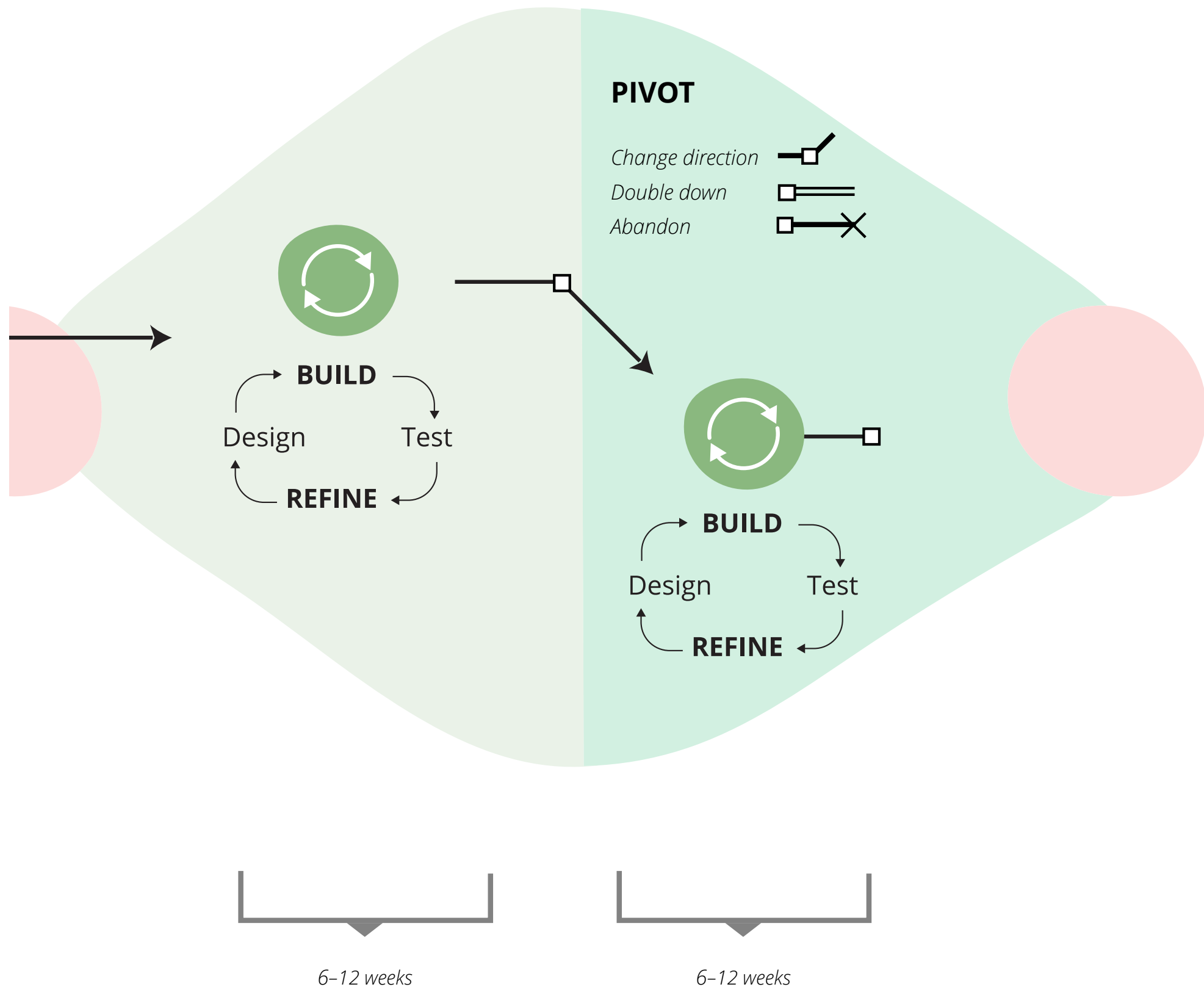
AGILE TO MAKE FLEXIBLE, RESILIENT STUFF QUICKLY



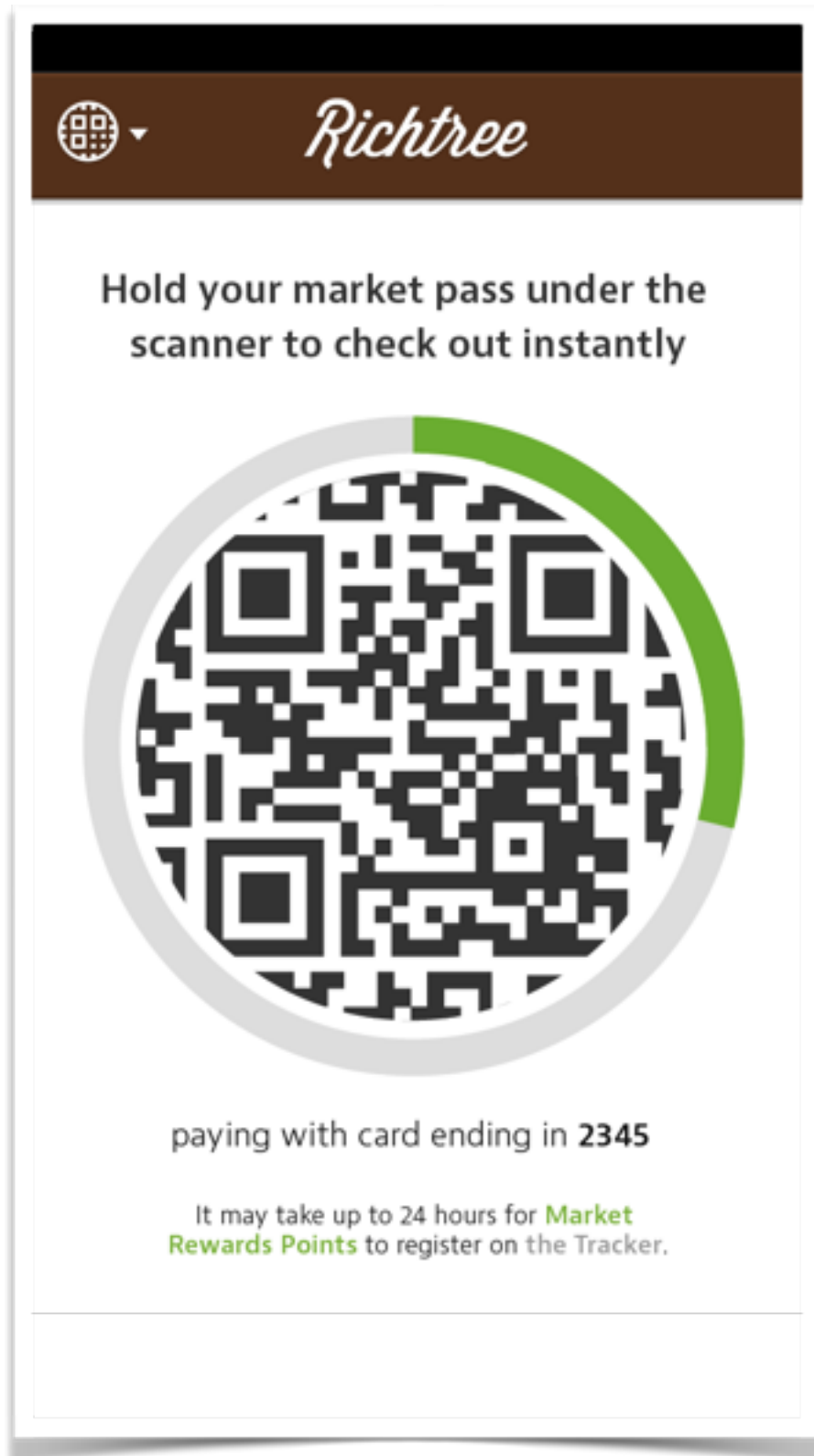
PIVOT WHEN WE'RE WRONG (AND WE'RE ALWAYS WRONG ABOUT SOMETHING)



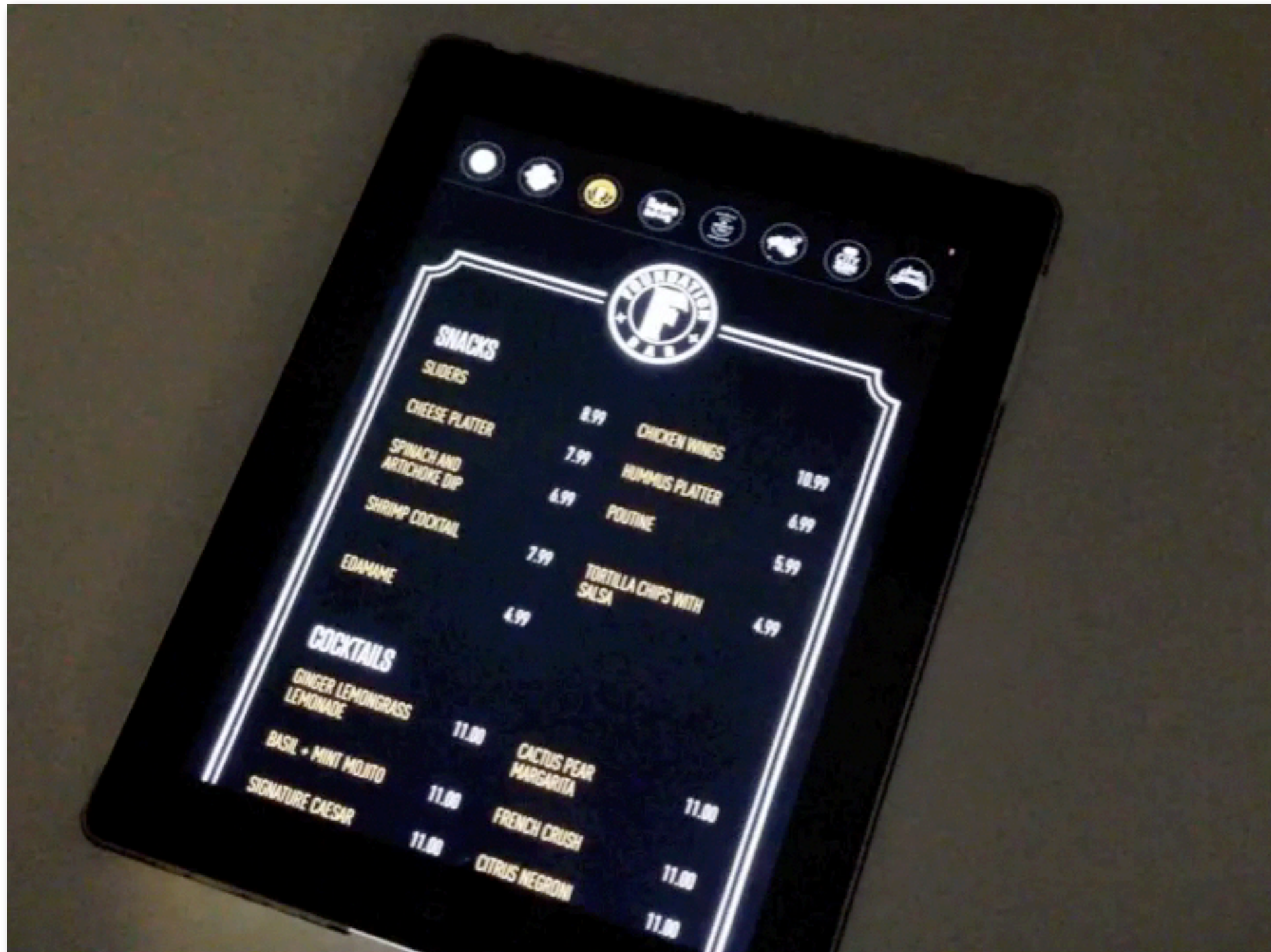
PIVOT WHEN WE'RE WRONG (AND WE'RE ALWAYS WRONG ABOUT SOMETHING)



PIVOT WHEN WE'RE WRONG (AND WE'RE ALWAYS WRONG ABOUT SOMETHING)



AGILE MAKES US ANTI-FRAGILE



BRINGING IT ALL TOGETHER



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A group of approximately 12 people are gathered in a modern, brightly lit indoor space, possibly a lounge or office breakroom. They are dressed in casual to semi-formal attire. Some are standing in the background, while others are seated or kneeling in the foreground. Many are holding glasses, suggesting a social event. The entire image is covered with a semi-transparent green filter. Overlaid on the image is the word "THANK YOU" in large, white, bold, sans-serif capital letters. Below this, two names and email addresses are listed in a smaller, white, sans-serif font. The first name is "John Jarosz" with the email "jjarosz@thoughtworks.com" below it. The second name is "Coleman Collins" with the email "ccollins@thoughtworks.com" below it. The text is centered horizontally and positioned in the middle of the image.

THANK YOU

John Jarosz

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Coleman Collins

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