Go to www.menti.com and enter code 88 13 03 9

What state are you representing?
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What is your Superpower?
Innovation at Intuit
A Design Thinking Workshop
D4D is how we work at Intuit

The more we apply these principles, the better the outcome for our customers
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What is a company that delights you?
Ideal State
How High to Aim

Customer Benefit
The Gain

Experiments
Learning Fast

Customer Problem Statements
The Pain

Build to Think
Making It Real

Leap of Faith Assumptions
What to Test First

Deep Customer Empathy

Go Broad to Go Narrow

Rapid Experiments with Customers
Deep Customer Empathy
We believe it’s important to learn by observing customers.

Don’t assume you know the customer until you’ve sat with them and observed.
Customer Problems

The Pain
Who is your customer?
What are they trying to do?
Where’s the pain?
Why is the pain happening?

What’s the root cause?
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What is an unsolved problem within your FBLA Chapter?
Customer Benefit
The Gain
When we solve the pain

(that big customer problem)
It creates a gain 

That gain is the customer benefit
customer benefit

the improvement in the customer’s life in what matters most
If the benefit tells you the direction
The ideal state tells you how high
Ideal State

How High to Aim
ideal state

a bold description of the future state that is borderline unachievable
Ideal State
Get the one right answer

Customer Benefits
Relevant results
Fast
**Ideal State**

Delivery right now

**Customer Benefits**

Vast selection

Low prices

Fast, reliable delivery
Ideal State

Cars that never break

Customer Benefits

Reliability

Custom to customer

Reduce waste
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What is the ideal state for FBLA members?
Go Broad to
Go Narrow
We tend to **lock in** to the first good idea we come up with.
...but there are a lot more good ideas out there!
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What are some creative alternative uses for a toothbrush?
“The best way to get a good idea is to get lots of ideas and throw the bad ones away.”

Linus Pauling
Go broad

To come up with a great idea, first come up with lots of ideas.

Go narrow

Do less better: focus on the solution that will deliver the greatest customer benefit.
These two ideas are linked.

After going broad, it is crucial to go uncomfortably narrow.
“We do search.”

Google IPO Filing
Once you’ve identified a solution, then what?
Build to Think
Making It Real
prototype

to make a preliminary model from which other forms are developed or copied
build to think
build to learn
build to share
Paper Prototyping
Acting it Out
Tips for Prototyping

**Keep it simple**
Ask yourself: What is the most basic version of my solution that I could build to learn something new?

**Prototype early**
You’re building to learn. Don’t wait until everyone is in agreement on what to build.

**Show someone**
Share your prototype, and don’t just ask for opinions or impressions. Watch for emotions, and observe how your customers actually interact with what you’ve built.
Rapid Experiments with Customers
Why run experiments?

Prioritize what must be true for success

Discover the truth by putting your solutions to the test

Learn from customers as quickly as possible
Make Better Decisions, Faster
Leap of Faith
Assumptions
What to Test First
assumption

a belief about the world, people, or technology that must be true in order for your solution to succeed
leap of faith assumption

an assumption that has not yet been shown to be true in practice; a unique belief that sets your solution apart from the rest; your biggest risk
Once we identify leap of faith assumptions

...it’s time to put them to the test.
Experiments

Learn Fast
Most people know about the Wright Brothers and their first successful airplane flight.

In fact, the flight was part of an extensive testing program in which over 2200 gliders were built, tested, and refined.
Identify assumptions

What has to be true for your solution to succeed?

Test assumptions

What’s the fastest, cheapest way to find out if it’s really true?
What if you only had 48 hours?
What if you had no money to spend?
Deep Customer Empathy

Go Broad to Go Narrow

Rapid Experiments with Customers
When we focus on solving real customer problems, we create delightful experiences
Thank You!