



WORKSHOP INVENTORY MANAGEMENT

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wedigital.garden

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PROGRAM

- Current status
- Aim of this workshop
- Short Introductions

PROGRAM

- Part 1: who is our target group? (empathic mapping, 90 min)
- Break
- Part 2: what information does our target group need? (pass the idea parcel, 60 min)
- Break
- Part 3: what is the timeline and impact of the service? (snakes & ladders, 60 min)

CURRENT STATUS

The next steps of the project will focus on the definition of the usage scenario and the prototyping of this new service: Inventory management.

The value proposition of this service would cover:

- Location
- Identification
- Cost optimization
- Prediction

AIM OF THIS WORKSHOP

GOAL: defining the usage scenarios for an inventory management system

HOW?

- Stepping into the mind of the user
- Generating ideas, as many as possible
- Evaluation of ideas
- Mapping of the user journey

(SHORT) INTRODUCTIONS

FRANKLIN WIDJAJA

UX Research / Design

BACKGROUND

Cognitive Psychology &
Information Sciences

MOTIVATION

Efficiency. improvements. designs
that capture the users' needs



WORKSHOP GUIDELINES

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November 9th, 2017

01. WHO IS OUR USER?



WHO IS OUR USER?
EMPATHIC MAPPING

- Deeper insight in the user's motivation
- Quickly visualize user needs
- Determine value proposition per user

WHO IS OUR USER? EMPATHIC MAPPING

What would the user be thinking & feeling?

What are some of their worries and aspirations?

What would their friends, colleagues, and boss be likely to say while the user is using our product?

What would the user hear in these scenarios?

What would the user see while using our product in their environment?

What might the user be saying and/or doing while using our product? How would that change in a public or private setting?

What are some of the user's pain points or fears when using our product?

What gains might the user experience when using our product?

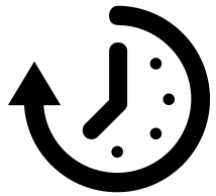
GUIDELINE

A) Identify your potential target users (for example: manager, engineer, operator)

- What do we know?
- What do we think we know?
- What do we need to know?

B) Identify the pains and gains of your potential target users

C) Describe which jobs you help your users with



Workshop : 10 minutes

Presentation: 80 minutes

What he/she likes

What he/she is expecting

What makes him/her happy

Gains



Pains



What retains him/her to use the service

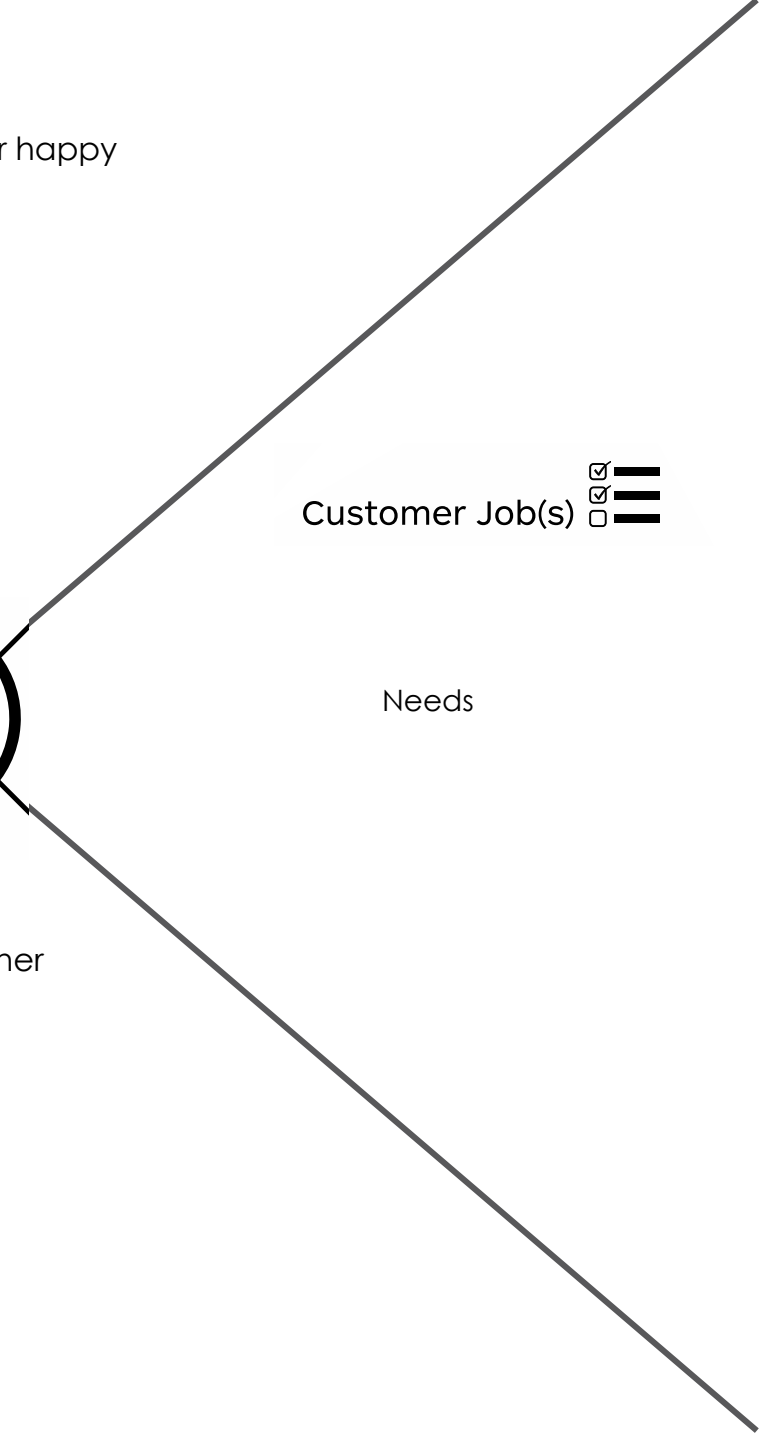
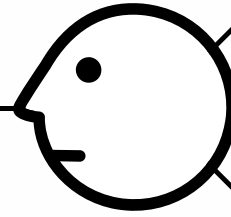
His/her problems

What frustrates him/her

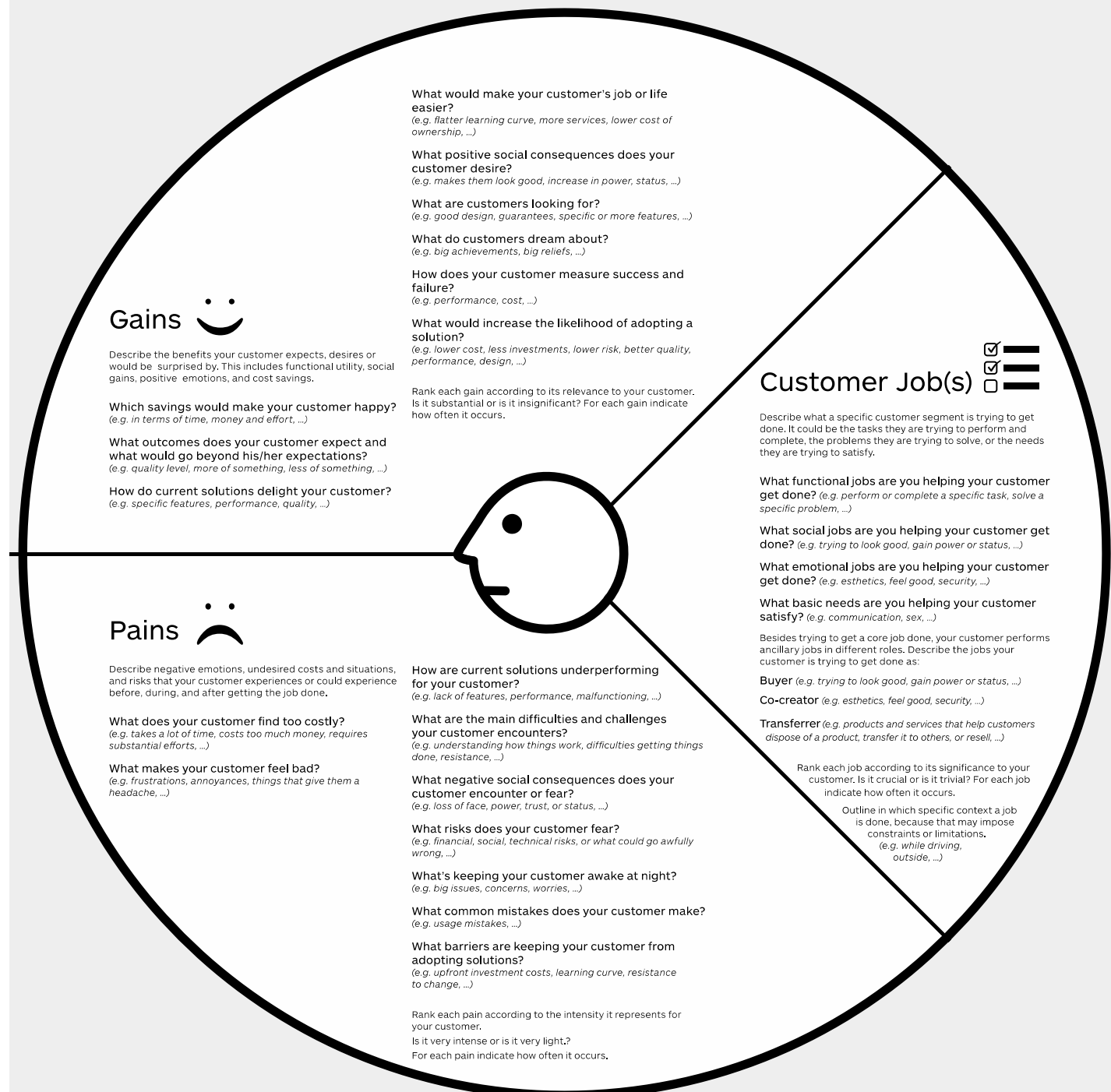
Customer Job(s)



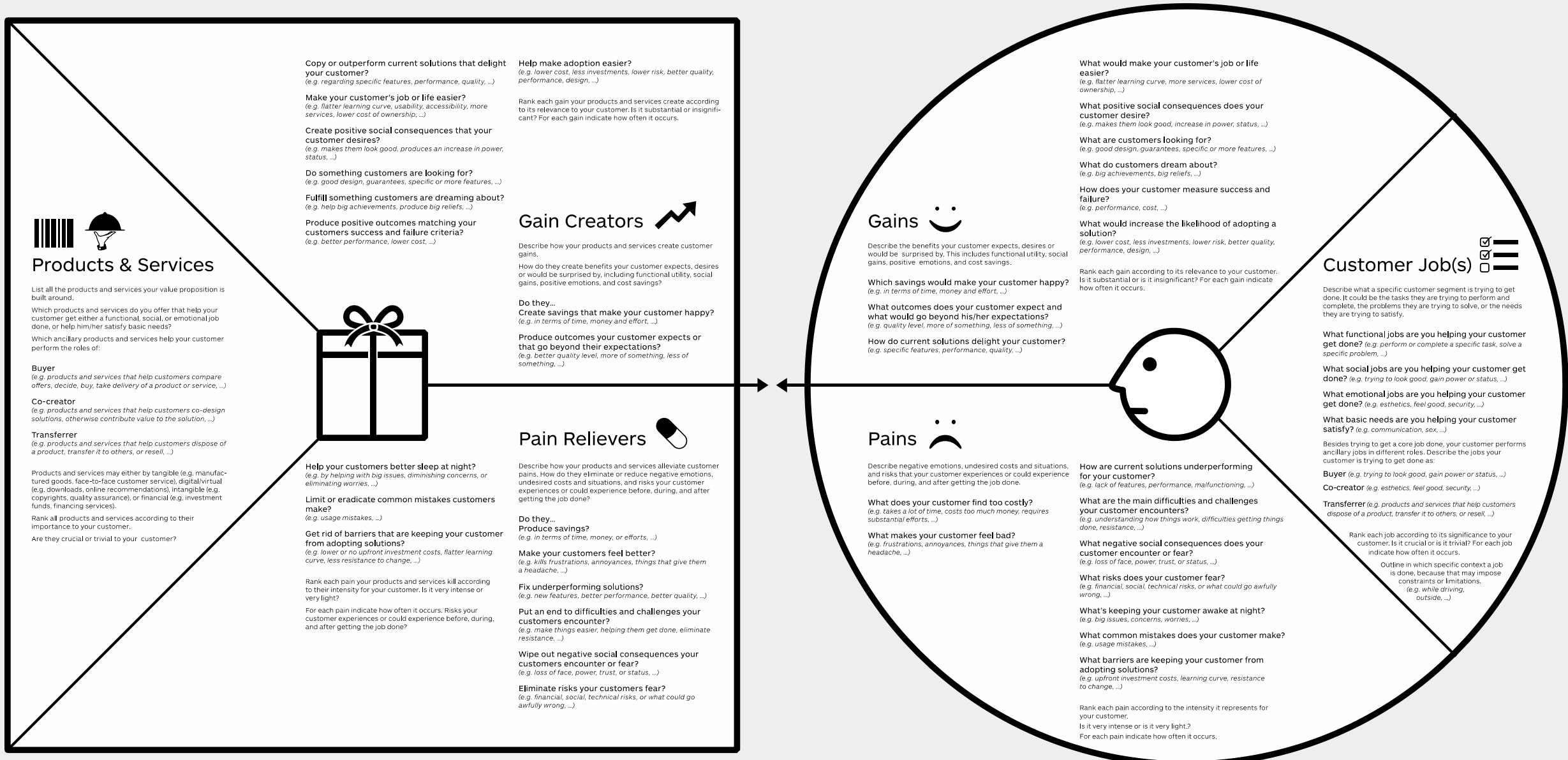
Needs



EMPATHY MAP



FROM EMPATHY MAP TO VALUE PROPOSITION



GAINS

Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

- Which savings would make your customer **happy**? (e.g. in terms of time, money and effort...)
- What outcomes does your customer expect and what would go beyond his/her **expectations**? (e.g. quality level, more of something, less of something...)
- How do current solutions **delight** your customer? (e.g. specific features, performance, quality...)

GAINS

- What would make your customer's job or life **easier**? (e.g. alter learning curve, more services, lower cost of ownership...)
- What positive **social** consequences does your customer desire? (e.g. makes them look good, increase in power, status...)
- What are customers **looking** for? (e.g. good design, guarantees, specific or more features...)
- What do customers **dream** about? (e.g. big achievements, big reliefs...)

GAINS

- How does your customer measure **success** and failure?
(e.g. performance, cost...)
- What would increase the **likelihood** of adopting a solution?
(e.g. lower cost, less investments, lower risk, better quality, performance, design...)

Rank each gain according to its relevance to your customer.

- Is it **substantial** or is it insignificant?
- For each gain indicate how **often** it occurs.

PAINS

Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during and after getting the job done.

- What does your customer find too **costly**? (e.g. takes a lot of time, costs too much money, requires substantial efforts...)
- What makes your customer feel **bad**? (e.g. frustrations, annoyances, things that give them a headache...)
- How are current solutions **underperforming** for your customer? (e.g. lack of features, performance, malfunctioning...)

PAINS

- What are the main **difficulties** and challenges your customer encounters? (e.g. understanding how things work, difficulties getting things done, resistance, ...)
- What negative **social** consequences does your customer encounter or fear? (e.g. loss of face, power, trust, or status...)
- What **risks** does your customer fear? (e.g. financial, social, technical risks, or what could go awfully wrong...)
- What's keeping your customer **awake** at night? (e.g. big issues, concerns, worries...)

PAINS

- What common **mistakes** does your customer make? (e.g. usage mistakes...)
- What **barriers** are keeping your customer from adopting solutions? (e.g. upfront investment costs, learning curve, resistance to change...).

Rank each pain according to the intensity it represents for your customer.

- Is it very **intense** or is it very light?
- For each pain, indicate how **often** it occurs.

JOBS

*Describe what a specific customer segment is trying to **get done**. It could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.*

- What **functional** jobs are you helping your customer get done? (e.g. perform a specific task, solve a specific problem)
- What **social** jobs are you helping your customer get done? (e.g. trying to look good, gain power or status, ...)
- What **emotional** jobs are you helping your customer get done? (e.g. aesthetics, feel good, security...)

JOBS

- What **basic needs** are you helping your customer satisfy?
(e.g. communication, sex...)

Besides trying to get a core job done, your customer performs ancillary jobs in different roles. Describe the jobs your customer is trying to get done as:

- **Buyer** (e.g. trying to look good, gain power or status...)
- **Co-creator** (e.g. aesthetics, feel good, security...)
- **Transferrer** (e.g. products and services that help customers dispose of a product, transfer it to others, or resell...)

JOBS

Rank each job according to its significance to your customer. Is it crucial or is it trivial? For each job indicate how often it occurs.

Outline in which **specific context** a job is done, because that may impose constraints or limitations (e.g. while driving, outside...).

02. WHAT INFORMATION DOES OUR USER NEED?

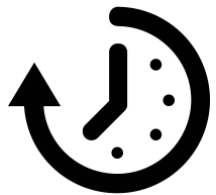


WHAT INFORMATION DOES OUR
USER NEED?
PASS THE IDEA PARCEL

- Brainstorming technique
- Generate as many ideas as possible
- Evaluate, improve or expand on those ideas

GUIDELINE

- A) Identify the kind of information that our target user needs (for example: item location, item ID)
- B) Spend 5-10 minutes individually writing down (or drawing) as many ideas as possible
- C) Pass your ideas on to another player (e.g. to your left)
- D) Spend 5-10 more minutes expanding on the ideas you've received, or add related ideas
- E) Collate the ideas and discuss as a group



Workshop : 10 minutes

Presentation: 80 minutes

03. WHAT IS THE TIMELINE AND IMPACT OF THE SERVICE?



EBOOK

LIVRES

Customer Relationships

Customer Segments

PME
PMI

PARTICULIER

Channels

Revenue Streams

\$\$\$

strategyzer

WHAT IS THE TIMELINE AND
IMPACT OF THE SERVICE?
SNAKES & LADDERS

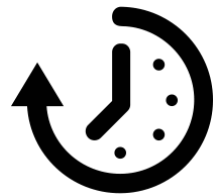
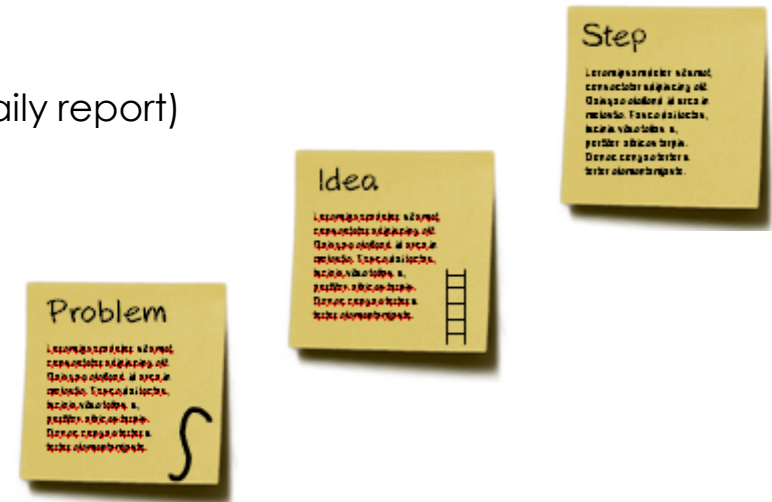
- Map out the customer's journey
- Capture steps, ideas for improvements and problems

GUIDELINE

A) Define the user goal (for example: inspection of items)

B) Using post-it notes you should capture:

- Which steps the user could take (for example: inspection - data collection - daily report)
- Ideas for improving the user's experience (marked with a ladder)
- Potential problems and frustrations (marked with a snake)



Workshop : 60 minutes

NEXT STEPS

Analysing the data from this workshop

The next workshop: focus on design



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