

WORKSHOP INVENTORY MANAGEMENT

Franklin Widjaja

wedigital_garden

26 & 27 ocrobre 2017

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

HOM\$

- 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



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?

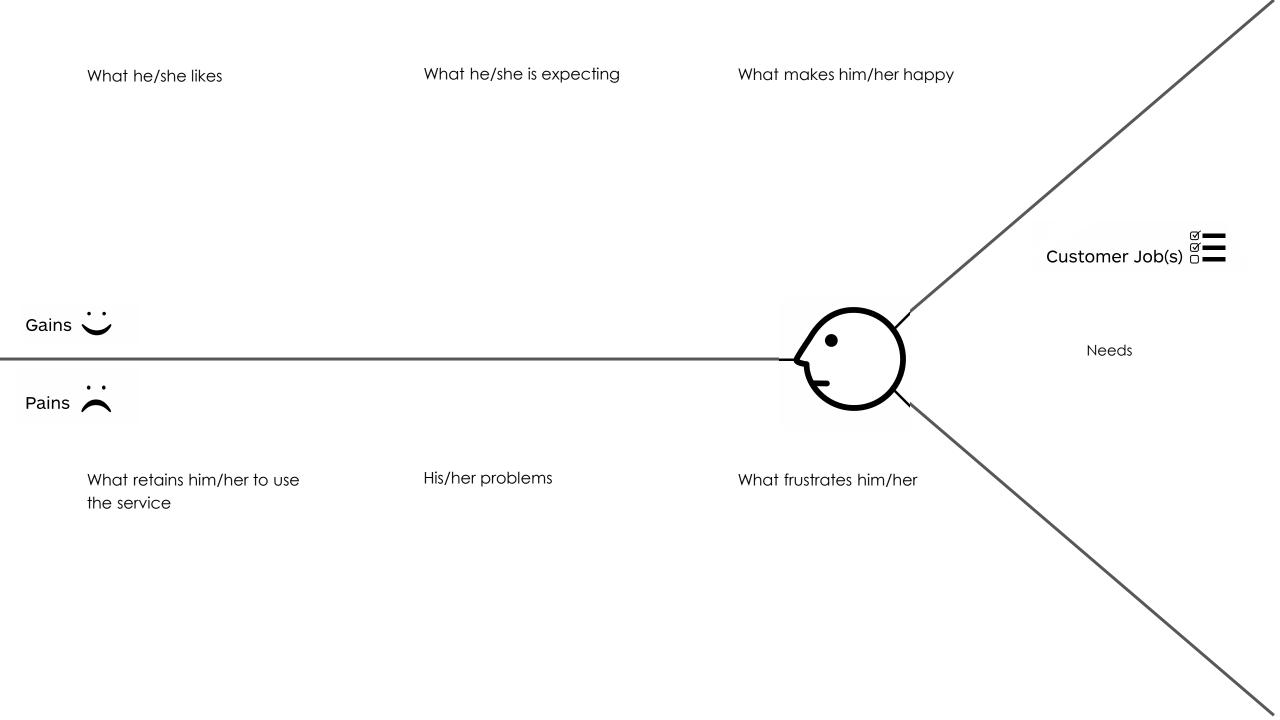
What gains might the user experience when using our product?

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



EMPATHY MAP

What would make your customer's job or life easier? (e.g. flatter learning curve, more services, lower cost of

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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, ...)

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 necure.



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 or complete 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. esthetics, feel good, security, ...)

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. esthetics, feel good, security, ...)

Transferrer (e.g. products and services that help customers dispose of a product, transfer it to others, or resell, ...)

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...)



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, ...)

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.

How are current sol for your customer?

(e.g. lack of features, pe

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, ...)

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, ...)

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.

FROM EMPATHY MAP TO VALUE PROPOSITION



Copy or outperform current solutions that delight your customer?

(e.g. regarding specific features, performance, quality, ...)

Make your customer's job or life easier? (e.g. flatter learning curve, usability, accessibility, more

services, lower cost of ownership, ...) Create positive social consequences that your

customer desires? (e.g. makes them look good, produces an increase in power,

Do something customers are looking for? (e.g. good design, guarantees, specific or more features, ...)

Fulfill something customers are dreaming about? (e.g. help big achievements, produce big reliefs, ...)

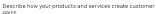
Produce positive outcomes matching your customers success and failure criteria? (e.g. better performance, lower cost, ...)

Help make adoption easier?

(e.g. lower cost, less investments, lower risk, better quality, performance, design, ...)

Rank each gain your products and services create according to its relevance to your customer. Is it substantial or insignifi-

Gain Creators /



How do they create benefits your customer expects, desires or would be surprised by, including functional utility, social gains, positive emotions, and cost savings?

Create savings that make your customer happy?

Produce outcomes your customer expects or that go beyond their expectations?

(e.g. better quality level, more of something, less of

Pain Relievers



Limit or eradicate common mistakes customers

(e.g. usage mistakes)

Get rid of barriers that are keeping your customer from adopting solutions?

(e.g. lower or no upfront investment costs, flatter learning curve. less resistance to change...)

Help your customers better sleep at night?

(e.g. by helping with big issues, diminishing concerns, or

Rank each pain your products and services kill according to their intensity for your customer. Is it very intense or

For each pain indicate how often it occurs. Risks your customer experiences or could experience before, during, and after getting the job done?

pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences or could experience before, during, and after getting the job done?

Produce savings?

(e.g. in terms of time, money, or efforts, ...)

Make your customers feel better? (e.g. kills frustrations, annoyances, things that give them a headache 1

Fix underperforming solutions?

Put an end to difficulties and challenges your customers encounter?

(e.g. make things easier, helping them get done, eliminate

Wipe out negative social consequences your customers encounter or fear?

(e.g. loss of face, power, trust, or status, ...)

Eliminate risks your customers fear? (e.g. financial, social, technical risks, or what could go awfully wrong, ...)

What would make your customer's job or life

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What are customers looking for?

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What do customers dream about?

How does your customer measure success and failure?

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Pains /

Gains

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How do current solutions delight your customer?

what would go beyond his/her expectations?

What makes your customer feel bad? (e.g. frustrations, annoyances, things that give them a



(e.g. lack of features, performance, malfunctioning, ...)

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?

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What risks does your customer fear? (e.g. financial, social, technical risks, or what could go awfully

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

outside, ...)

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.
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- What positive **social** consequences does your customer desire? (e.g. makes them look good, increase in power, status...)
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GAINS

- How does your customer measure **success** and failure?(e.g. performance, cost...)
- What would increase the **likelihood** of adopting a solution?
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PAINS

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PAINS

- What are the main difficulties and challenges your customer encounters? (e.g. understanding how things work, difficulties getting things done, resistance, ...)
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- 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.

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JOBS

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- 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...)

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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



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)



Idea

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besein näunete,
Besein näunete,
Besein näunete,
Essen säänete,
Essen olekse siiche





Workshop: 60 minutes

NEXT STEPS Analysing the data from this workshop

The next workshop: focus on design

