INNOVATION PROJECT

TOPICS

① Mission #2

MISSION #2

Life-Centred Visionary Innovation

IMMERSE ⇄ DREAM

IDEATE ⇄ VALIDATE

PERFECT ⇄ IMPACT

VISION

HYPOTHESIS

PROOF OF CONCEPT

SOLUTION

Immerse into the problem and all the ecosystems it entails

Transform the vision into a bold possibility for systemic change

Generate and prioritise solution ideas, mapping unintended consequences

Prototype and test the most promising ideas and validate

Iterate all remaining aspects and possible unintended consequences

Deliver the envisioned change and monitor its impacts

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DREAM

Transform the vision into a
bold possibility for
systemic change

Step 0

Continue the research (if and when necessary)

Continue to gather insights and data

(... this never stops)

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Step 1

Determine your personas (human and/or non-human)

DREAM

Transform the vision into a bold possibility for systemic change

https://lifecentred.design/non-human-personas/non-human-and-non-user-personas/

http://opendesignkit.org/methods/personas/
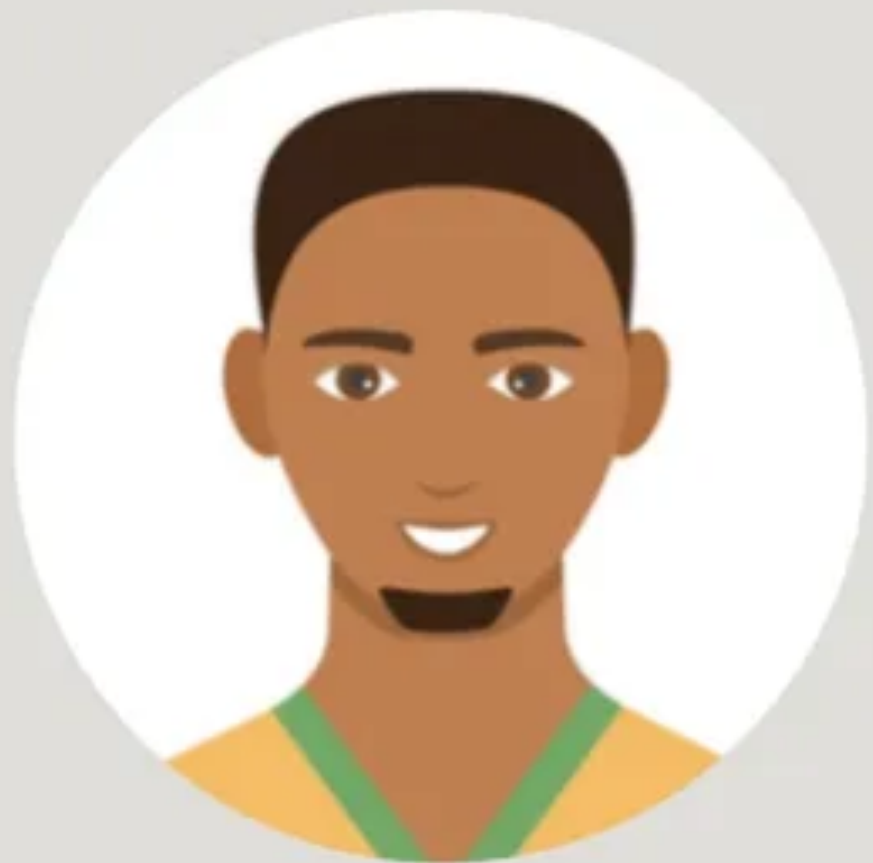
MARK, 22

DEMOGRAPHICS

Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.

Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.

Recently single and using dating apps. An only child and rescued a puppy 4 months ago.

Graduated with a 3.8 in Health Sciences from UNCW. Owes $28,000 in private loans.

BEHAVIORAL IDENTIFIERS

Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.

Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.

Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.

Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.

Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.

Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.

Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.

Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.

JUSTIN, 31

DEMOGRAPHICS

Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.

Works 40 hours a week in a 5 star hotel as a superintendent with a net income of $120,000.

Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.

Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.

Prefers to call for customer service and support. Values follow up summery emails and easy to read directions.

Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.

Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.

Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.

Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.

Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.

Cooks very healthy and with local products. Has great self care and is very active.

MAGGIE, 52

DEMOGRAPHICS

Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.

Human Resource Director of a small media company for 5 years with a $88,000 salary.

Happily married for 12 years with 2 sons and a house hold income of above $220,000.

Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.

Strong need for customer service and support. Values face to face communication and rewards systems.

Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.

Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.

Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.

Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.

Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.

In very good health but very busy and often stressed. Visits group exercise programs.

Why UX
Personas work

NN/g

NN/g

Persona Prioritization

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Bees

> I may only live six weeks at times, but I pollinate plants to enable them to reproduce—70% of the world's agriculture and flowering depends exclusively on me. Without me, fauna would begin to disappear, impacting environmental health and human food supply. Humans can not live without me.

PROTECT

HABITAT

We thrive in natural or domesticated environments, but we prefer gardens, woodlands, orchards, meadows and areas of abundant flowering plants. Within our natural habitat, we build nests inside tree cavities and under edges of objects to hide from predators.

NEEDS & JOYS

We need water, pollen, and shelter to thrive. Grow more flowers, shrubs and trees, let your garden grow wild, don't use toxic pesticides, and leave water out when it's hot.

CHALLENGES

Overuse of toxic pesticides are killing us. Climate change and overuse of land is destroying or safe places to live and breed.

- ✅ **Material extraction**
- ☐ **Supply chain**
- ☐ **Product in use**
- ☐ **2nd life**
- ☐ **Waste**

ENGAGE

ANIMAL EXPERIENCE

Navigation
Senses, etc.

We use the sun, landmarks, and colour to navigate, and our sensitivity to polarised light allows us to 'see' the sun in poor weather.
We can also sense the earth's magnetic field with a magnetic structure in our abdomens.

Communication
Sound, posture, etc.

We use body language and eye contact, and some vocal patterns. Our two primary methods are movement and odor. We use these to send messages throughout the colony, locate nearby food, and share other information.

Interaction
Climbs, bites to pull, etc.

We have 5 eyes, 6 legs, and fly 20mph. Our bodies allow pollen to stick so we can transfer it.
We have stingers for protection but die if we use them. Some of us make honey using a proboscis to suck liquid found in plant nectary

HUMAN WORLD

Barriers/exclusion

- ☐ Physical — Destruction of habitat
- ☐ Social — Threatening behaviour from humans
- ☐ Cognitive

Human engagement

- ✅ Farmer
- ☐ Animal Welfare
- ☐ Consumer
- ✅ Citizen
- ☐ Captive parent
- ☐ Pet parent
- ☐ Hunter

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Trees

> We provide oxygen and limit carbon in the atmosphere. We reduce air pollution, provide food and shelter for wildlife, minimise erosion and maintain healthy soil, increase rainfall, and absorb sunlight as energy.
>
> 80 percent of all terrestrial plants, insects, and animals call forests home. Nearly one third of people in the world depend directly on forests for their livelihoods.
>
> We communicate and collaborate together, and we share our fear about our space and soil for thriving becoming too unfit.

☑ **Material extraction** ☐ **Supply chain** ☐ **Product in use** ☐ **2nd life** ☐ **Waste**

NEADS

Reduced deforestation

Time to grow

Healthy soil

CHALLENGES

Deforestation

Urbanisation

Climate change

Increased wildfires

Invasive species

Habitat degradation

PROTECTION

PREVENTION	HEALING
Use less paper	Plant a tree
Recycle paper and cardboard	Practice eco-forestry
Use recycled products	Raise awareness
Buy only sustainable wood products	Respect the rights of indigenous people
Don't buy products containing palm oil	Support organizations fighting deforestation
Reduce meat consumption	
Respect the rights of indigenous people	

Non-human personas

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Step 1

Determine your personas (human and/or non-human)

DREAM

Transform the vision into a bold possibility for systemic change

Generate your Persona
- Demographics
- Psicographics
- Digigraphics
- Etc

✳ Claude

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DREAM

Transform the vision into a
bold possibility for
systemic change

Step 2

Fill in your Customer Profile: map the pains, gains and jobs to be done of your persona

Client Profile

Gains

Jobs-to-be-done
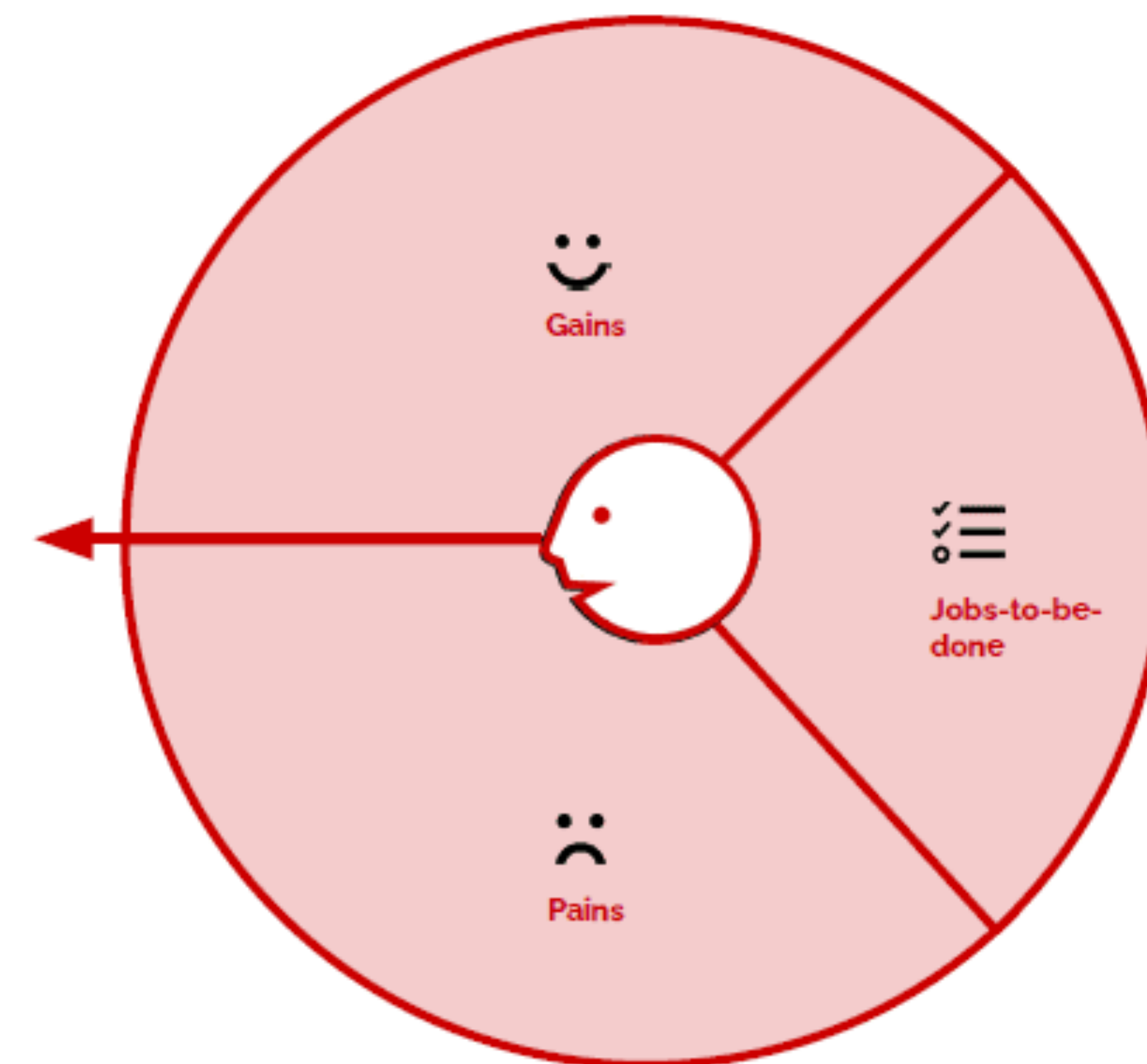
Pains

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Step 2

Fill in your Customer Profile: map the pains, gains and jobs to be done of your persona

DREAM

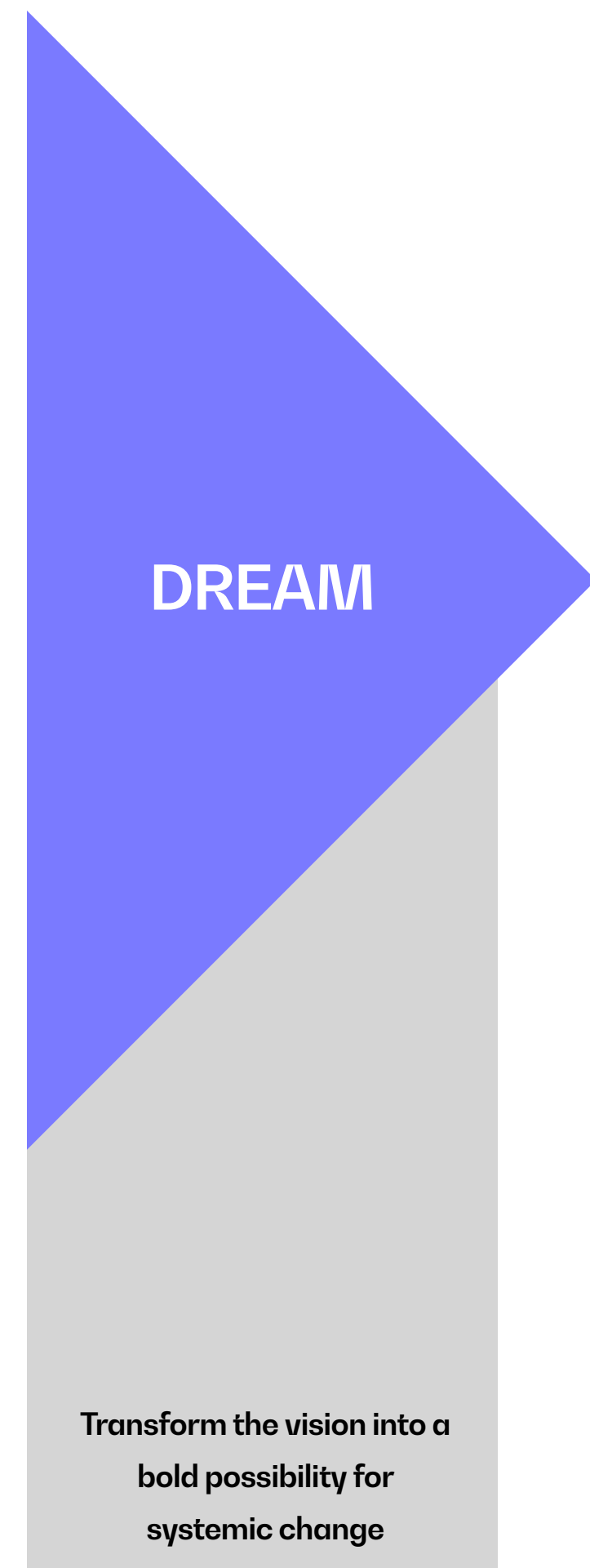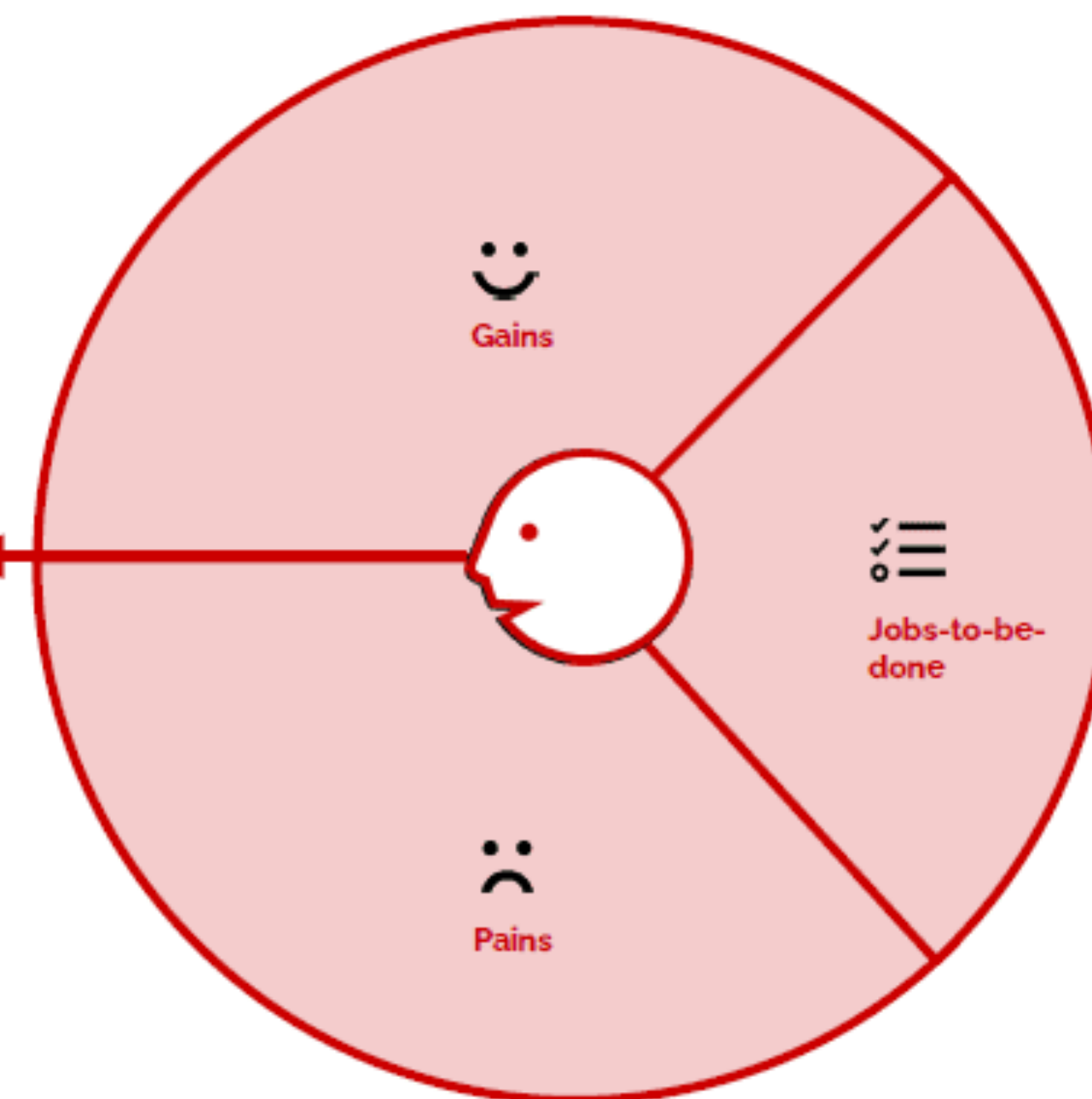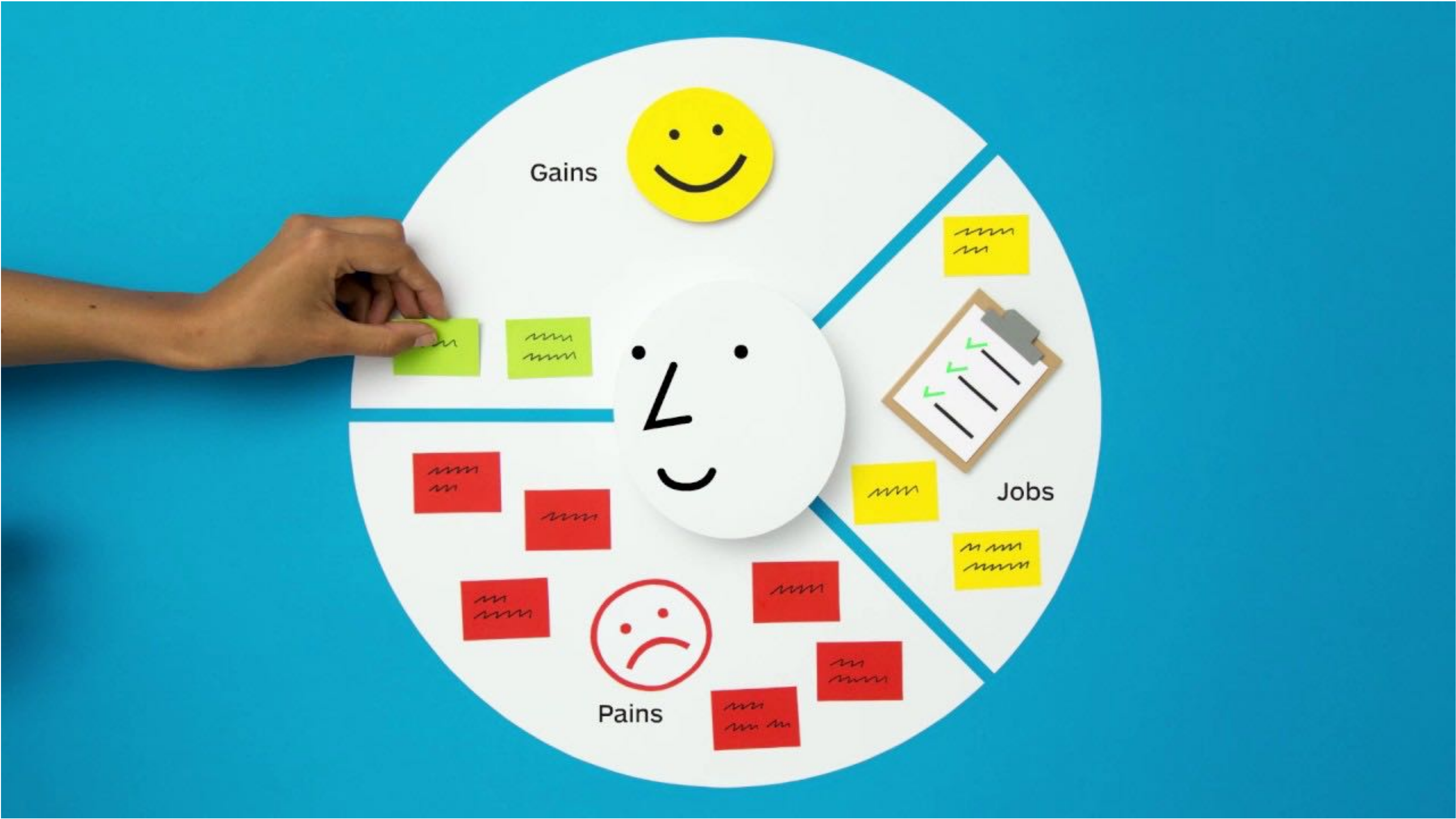Transform the vision into a bold possibility for systemic change

Value Proposition

Gain creators

Products & Services

Pains relievers

For Mission #3 only

Client Profile

Gains

Jobs-to-be-done

Pains

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Jobs-to-be-Done

DREAM

Transform the vision into a bold possibility for systemic change

Competing Against Luck

THE STORY of INNOVATION and CUSTOMER CHOICE

CLAYTON M. CHRISTENSEN

Taddy Hall, Karen Dillon, and David S. Duncan

The Job to Be Done

CURRENT STATE
How things are

PROGRESS
I need to help to make this change

DESIRED OUTCOME
How I want things to be
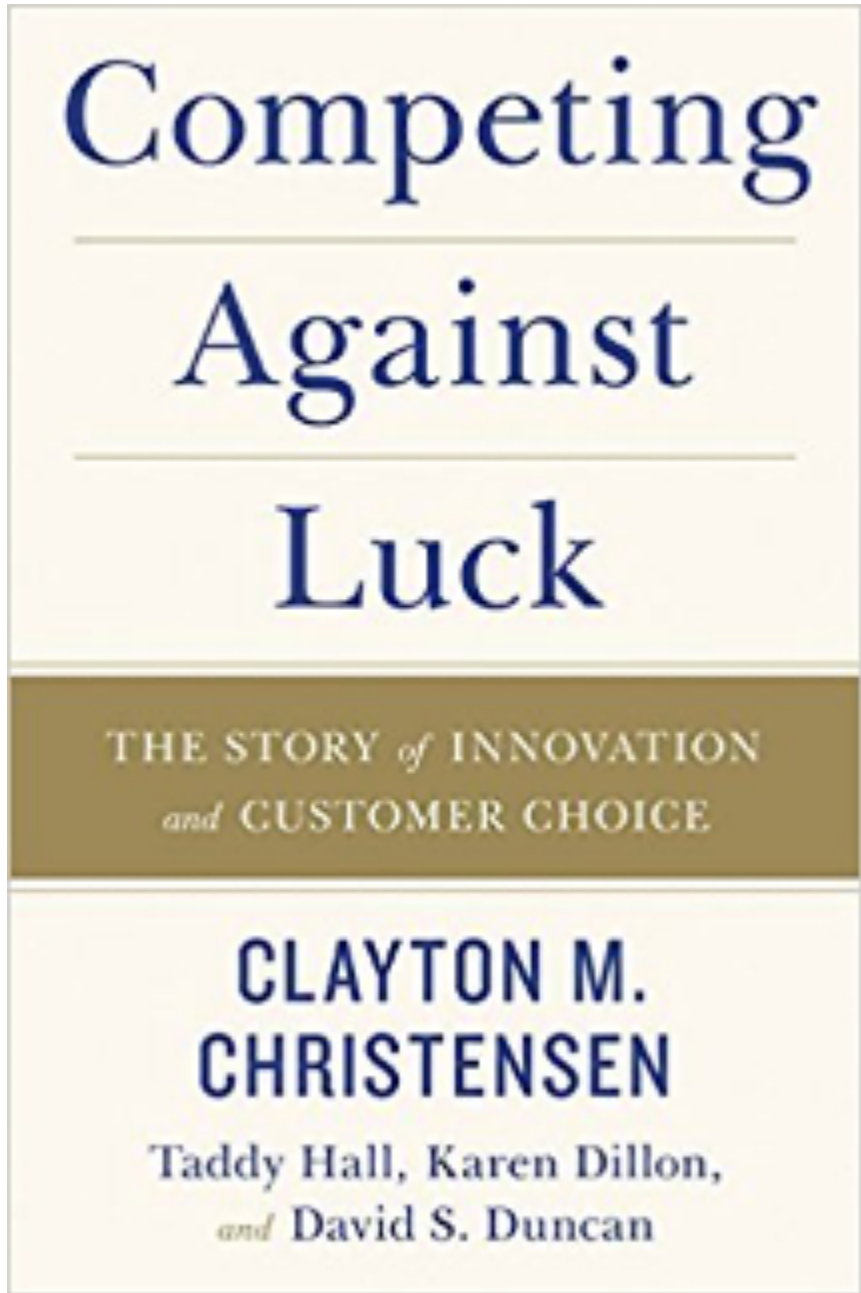
untold

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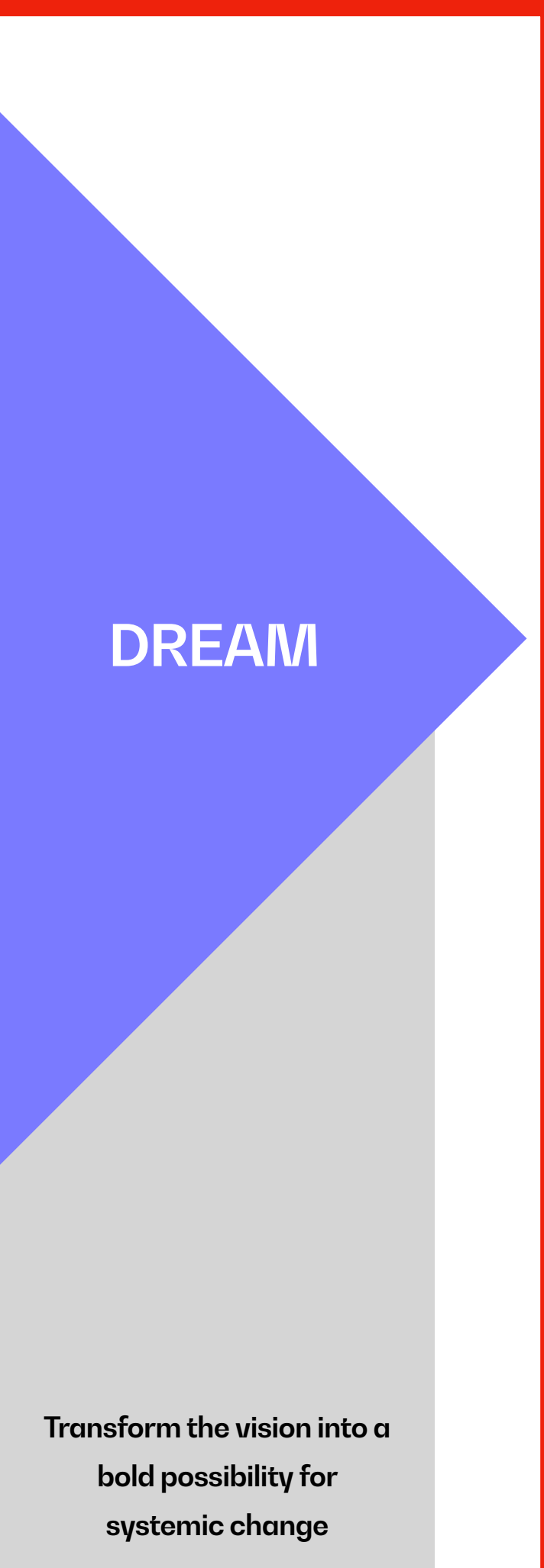
Jobs-to-be-Done

DREAM

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"People don't want a ¼ inch drill,
they want a ¼ inch hole."

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Jobs-to-be-Done

DREAM

Transform the vision into a bold possibility for systemic change

Main Job to be Done
- Functional Aspects
- Emotianal Aspects
  - Personal Dimension
  - Social Dimension

Related Jobs to be Done
- Functional Aspects
- Emotianal Aspects
  - Personal Dimension
  - Social Dimension

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DREAM

Transform the vision into a bold possibility for systemic change

Step 3

Define your battlefield: Use your current insights to build your hypotheses

S SPECIFIC	**M** MEASURABLE	**A** ACHIEVABLE	**R** RELEVANT	**T** TIME-BOUND
Avoid ambiguity to focus efforts.	Establish criteria for tracking progress.	Must be realistic and attainable.	Aligns with broader business objectives.	A deadline that creates a sense of urgency.

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DREAM

Transform the vision into a bold possibility for systemic change

Step 3

Define your battlefield: Use your current insights to build your hypotheses

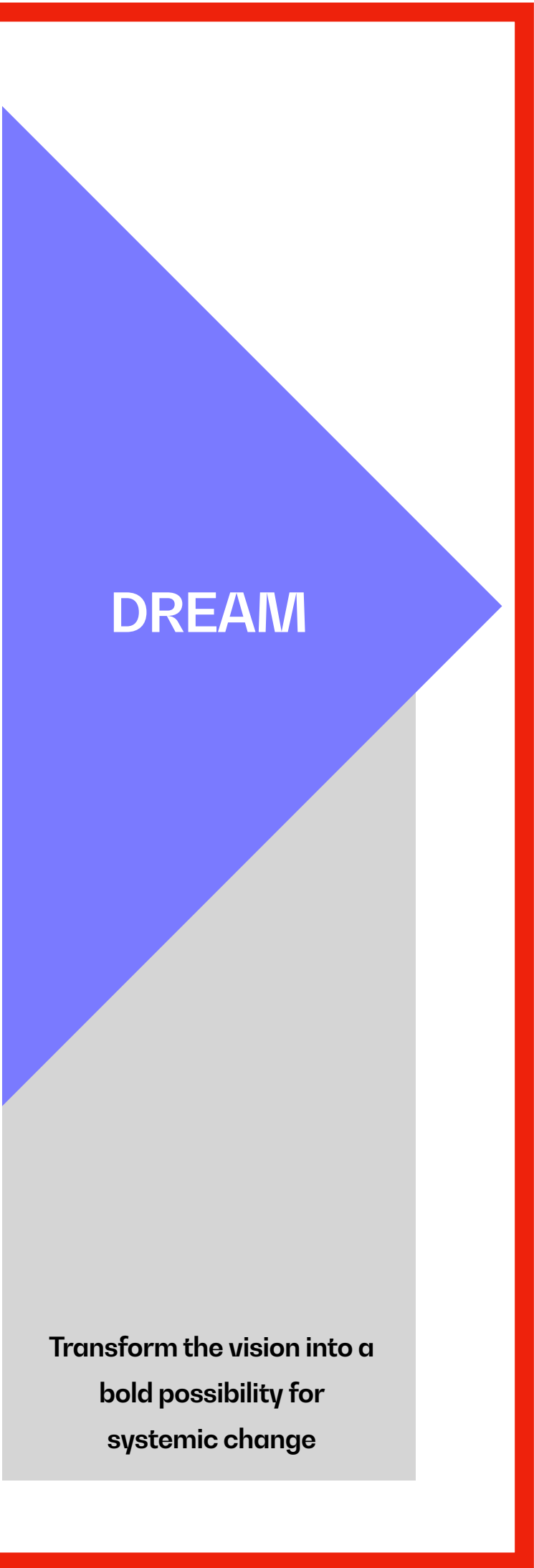✅**Fill in the table with your hypotheses on how your customer segments will react**

✅**Check these hypotheses using user/customer interviews**

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DREAM

Transform the vision into a
bold possibility for
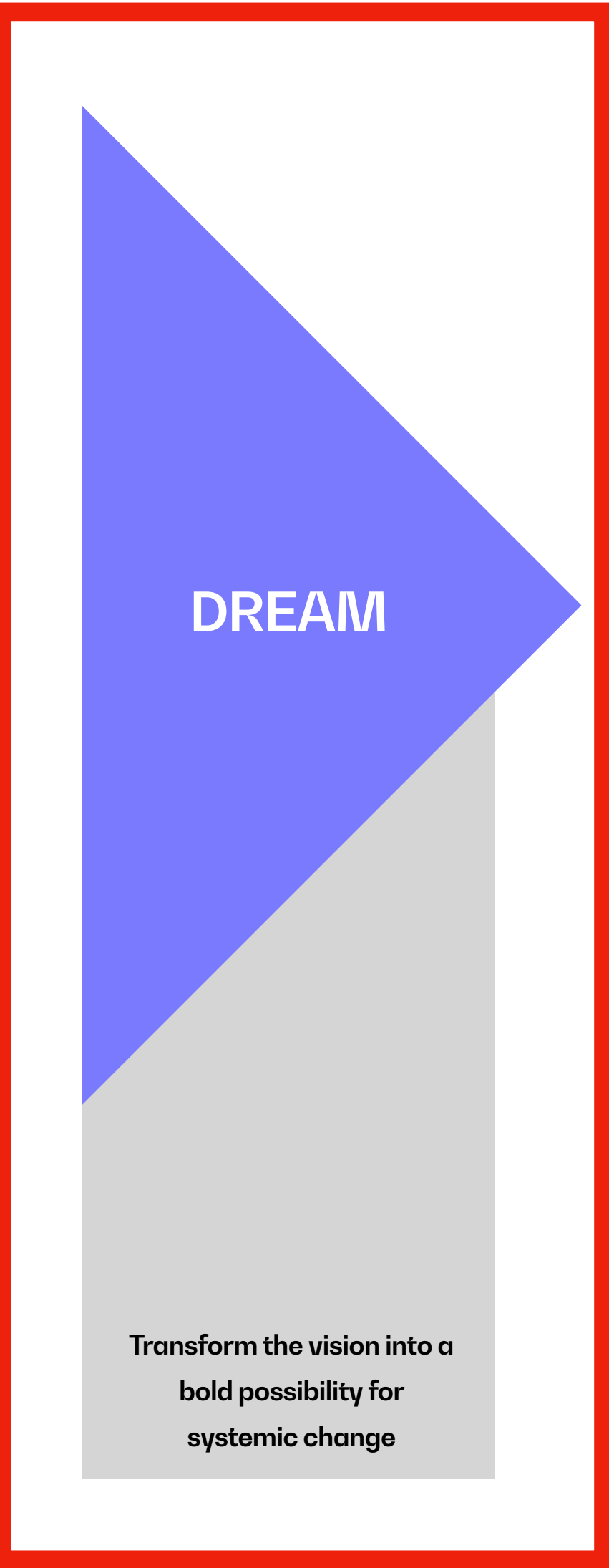systemic change

Our Hypotheses

Main Hypothesis	Facts supporting this hypothesis	Decisions made based on this hypothesis	Additional notes

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Impact effort matrix

	Low effort	High effort
High impact	Quick wins	Major projects
Low impact	Fill-ins	Thankless tasks

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Step 4

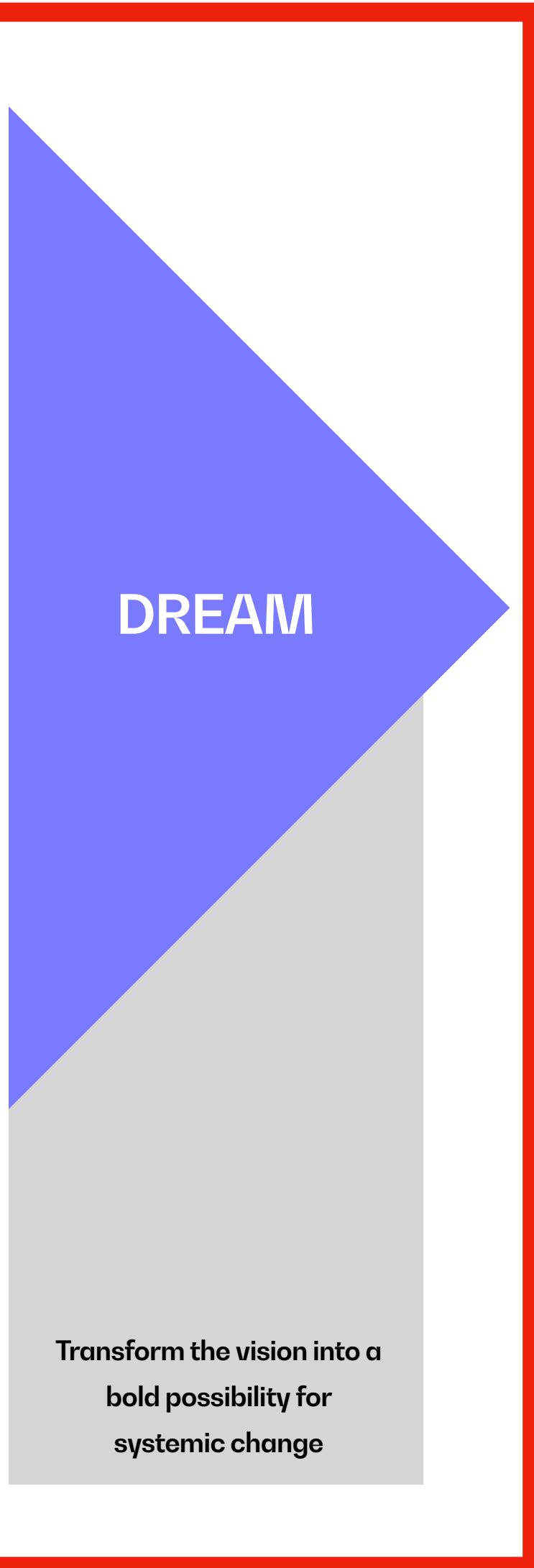**State a bold possibility for change through a revised how might statement**

DREAM

Transform the vision into a bold possibility for systemic change

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DREAM

Transform the vision into a bold possibility for systemic change

At the end of Mission #2 you should have:

– Your persona(s);

– A thorough customer profile (pains, gains and jobs-to-be-done);

– A set of hypotheses with some validation from humans;

– A revised "how might we" question for your project that can already showcase the main hypothese you wish to prioritise.

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DREAM

Transform the vision into a bold possibility for systemic change

Mission #2, in a nutshell

– **Step 1: Determine your personas (human and/or non-human)**

– **Step 2: Fill in your Customer Profile: map the pains, gains and jobs to be done of your persona**

– **Step 3: Define your battlefield: Use your current insights to build your hypotheses**

– **Step 4: State a bold possibility for change through a revised how might statement**

/thank you.

NOVA SBE
iNNOVATION
ECOSYSTEM