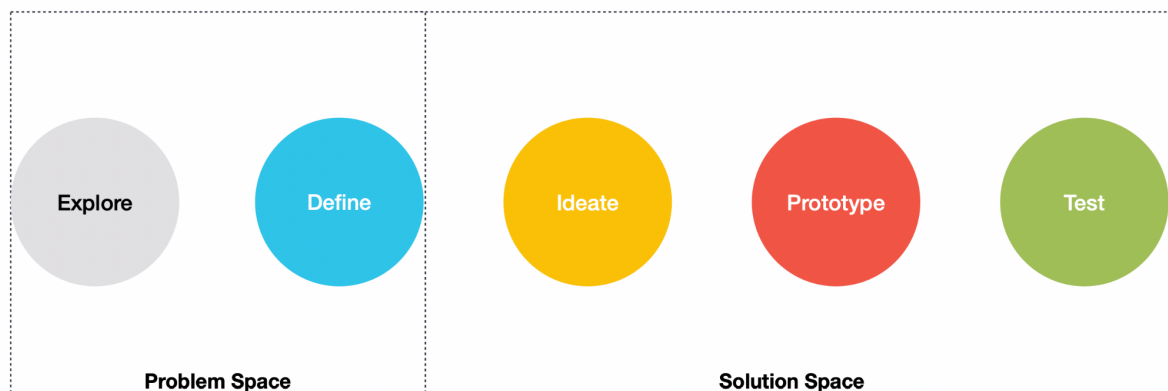RICHARD BERESFORD BLOG

> "If a picture is worth a thousand words, a prototype is worth a thousand meetings"
> — **IDEO.org**

I'm sure we can all relate to this quote after 2+ years worth of endless Zoom, Teams, Meets and WebEx calls, but generating that first paper-prototype using a design thinking approach was always something that I wanted to learn about more formally. Thankfully, through the auspices of the wonderful Richard Beresford Bursary, I was able to make this a reality undertaking the Innominds - Design Thinking one day masterclass which focuses on this IDEO methodology. This learning really supported my understanding and development of knowledge in the process of Design Thinking.

Design Thinking is a 5 step process

| Explore | Define | Ideate | Prototype | Test |

Problem Space · Solution Space

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The masterclass started with exploring the conceptual domain of Design Thinking and understanding how this has been applied in situ with examples of its use in such diverse consumer environments as German rail-transport provider DB and McDonalds, and their scrummy milkshakes. The method is being used to not only generate profit, but at its core is the need to create better customer/user experiences.

Great fun was had by the whole group as we moved into ideation and storyboarding phases to describe an agreed current customer journey and then, a newly envisioned state which happened to be innovation management. This stage was the most challenging as we explored the psychological motivations of both the needs and the outcomes of a chosen customer journey. Unfortunately, I had to rely on my rather rudimentary drawing skills (see below!), but in good news for those without the touch of Michaelangelo, the emphasis isn't on aesthetic beauty. It's focus is on the emotional state of your customers and what the interaction with your product can be created in an envisioned world. This was a major learning for me, as actually drawing out in a narrative form, the customer journey and intended benefits was actually a lot more freeing that trying to describe a value proposition, or product benefits in words. This approach will be taken back to the classroom and should I

believe offer an alternative for more visually-based learners to support business model canvas development. It is also a great tool to align with ideation, as it really supports the mapping of not just the core of business idea, but actually supports the distillation of value across the business from end-to-end.

Once everyone in the group had completed storyboarding around the same customer journey, we then voted and combined the favourite drawings/stages of the various storyboards into one grand masterpiece. Then in order to pressure test the validity of the journey all participants had to suggest 3 reasons for giving up on the customer journey and the intended product after only 3 months. This allowed the group to test the validity of what we were proposing and through reflection and further iteration we would have developed an even stronger customer journey. Again, this process of refinement and peer-assessment can be taken back to the classroom to support learners struggling with fleshing out their initial idea into a fully-fledged business value proposition. The adoption of this design thinking methodology to create a paper-prototyped value chain supports a more holistic approach to business idea creation. It has moved my thinking away from the elevator pitch-centric business idea to instead providing a central customer journey that has economic and customer benefits, and this methodology illustrates both literally and metaphorically that a picture is definitely worth a thousand words.