



UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO



**ORSÙ!**  
INNOVATION LAB

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- PERSONAS
- IDEATION
- PROTOTYPING



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PERSONAS?



Dipartimento di  
Economia e Finanza

Target:  
2 people,



- **Both born in 1948**
- **Grown in England**
- **Married a the second time**
- **Two sons**
- **They are successful in their business**
- **They spend the winter holidays in the Alps**
- **They love dogs**



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# A PERSONA



- Women
- Age 28-45
- Has kids
- Socialize with other mom's
- Online with Facebook
- 86% said they'd like to be more organized
- 70% said they'd use an application that organizes them



# A **plastic** PERSONA!

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This is a huge  
population- not exact

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- 86% said they'd like to be more organized
- 70% said they'd use an application that organizes them

Bullet points are almost  
never vivid or detailed

These responses are 'fake  
actionable'- survey responses  
like this are unreliable

Stock photo- not real

## Mary the Mom

Mary is a mom by choice. She had a successful career in accounting, but welcomed the opportunity to be a stay at home mom. She loves it. But it's not like having kids purged her creative, social instincts. She wants to connect, she wants to learn, she wants to interact. Being a mom is a job and she wants to do it well. That means corresponding with other mom's on child education and keeping track of what works. She posts to Facebook at least twice a week and responds to other moms' items more often than that.

She has a few blogs and publications she reads regularly...



# A 2ND PERSONA



the use of a first name helps  
w/ vividness (a little)

## Mary the Mom

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She has a few blogs and publications she reads regularly...

these full sentences look like a  
good start towards something  
vivid and detailed

this is a real photo of a  
relevant person taken with an  
iPhone in the real world

the Facebook behavior is a  
cue on identification



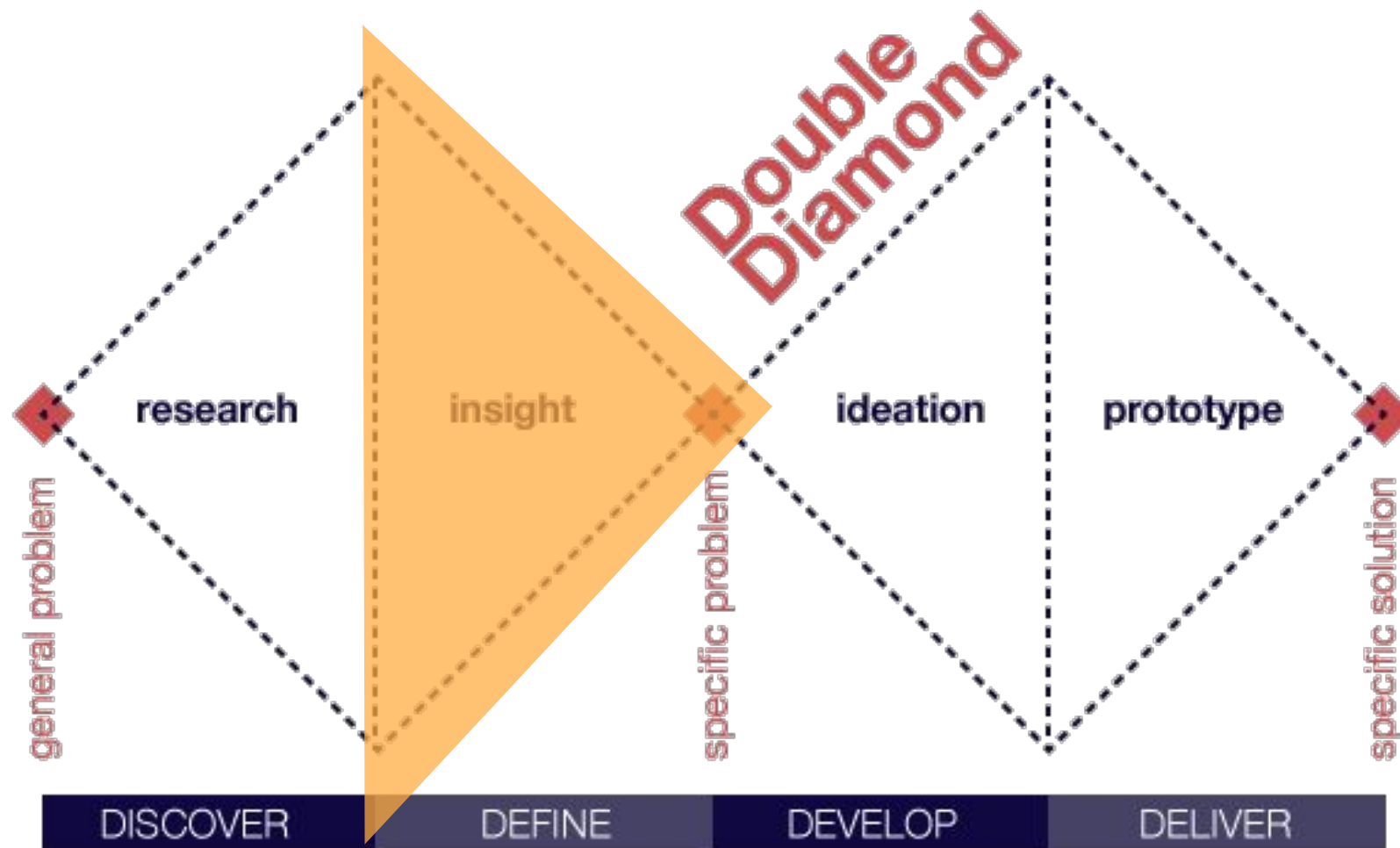


# PERSONAS



- **Dai un volto, un nome, un soprannome alla tua persona.**
- **Racconta una storia tangibile su di lui/lei**
- **Descrivi i suoi reali bisogni, emozioni e preoccupazioni**
- **Riporta una citazione significative**
- **Insight: 3 cose che gli piacciono/ 3 cose che non gli piacciono**

# IL PROCESSO DI DESIGN



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# WHAT

**Your mission is to deep dive into the PROBLEMs you defined during the last period and **learn as much as you can** about the specific context you identified.**



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# HOW

It is all about **generating ideas** and develop them into concepts, prototypes, testing, building, failing, adding some more glue and trying out all kinds of things that you think might be the relevant to fulfill your design mission.



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## HMW QUESTION

***"How Might We" (HMW) questions:***  
sono domande brevi ma potenti che ci consentono di trasformare le nostre intuizioni in opportunità e concentrarci sui bisogni identificati durante la ricerca sugli utenti.

# HMW QUESTION

**COME POSSIAMO.....**

**AIUTARE**



[Inserire Personas]

---

**CHE....**



[Inserire bisogni, desideri, preoccupazioni]

---

**A....**



[Inserire difficoltà Intuizioni, opportunità]

---



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# HMW QUESTION

**# 1 Inizia con i problemi (o le intuizioni) che hai scoperto**

**# 2 Evita di suggerire una soluzione nella tua HMW**

**# 3 Concentra le tue HMW sul risultato desiderato**

**# 4 Formula positivamente le tue HMW (usando verbi di azione positiva, come "aumentare", "creare", "migliorare", "promuovere" e così via).**

# A BETTER QUESTION

Come possiamo aiutare Carla la stagista che vuole socializzare mentre prende il caffè a non passare la sua pausa in fila davanti a un distributore automatico?



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@ Stanford, Nestlé

## A BETTER COFFEE?

**HOW**

**MIGHT**

**WE**

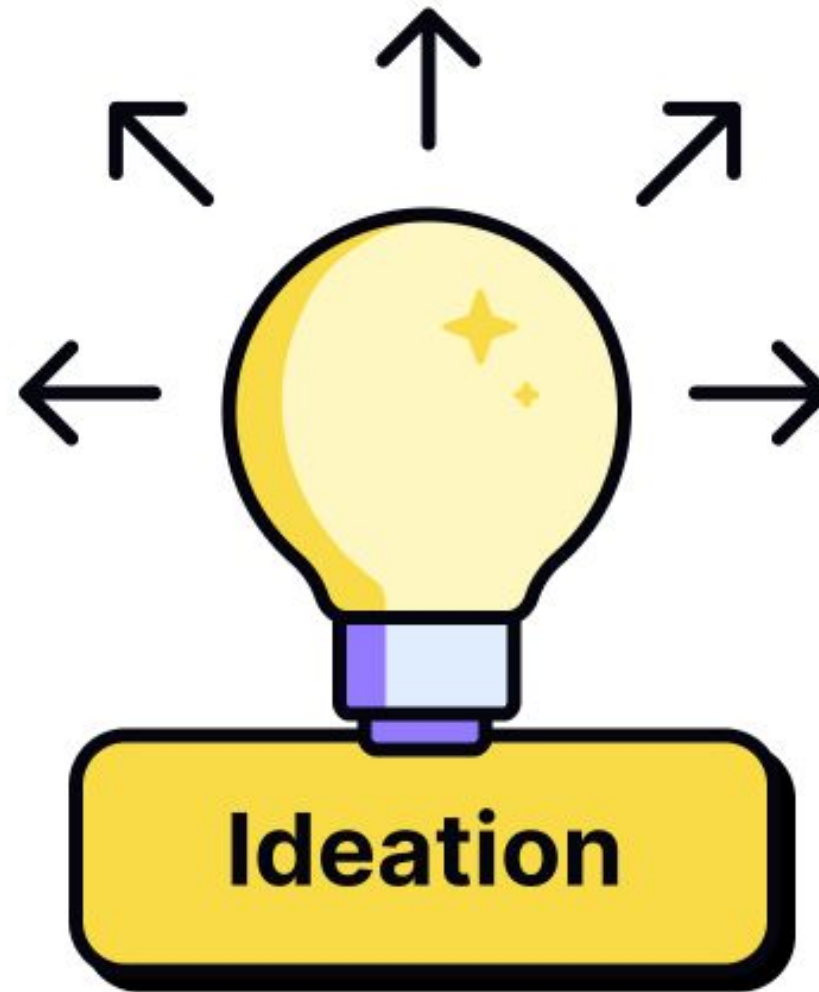
Una buona How Might We aiuta il team a focalizzarsi su uno scopo comune, genera percorsi di soluzione diversi e ispira il team a pensare in modo creativo

...

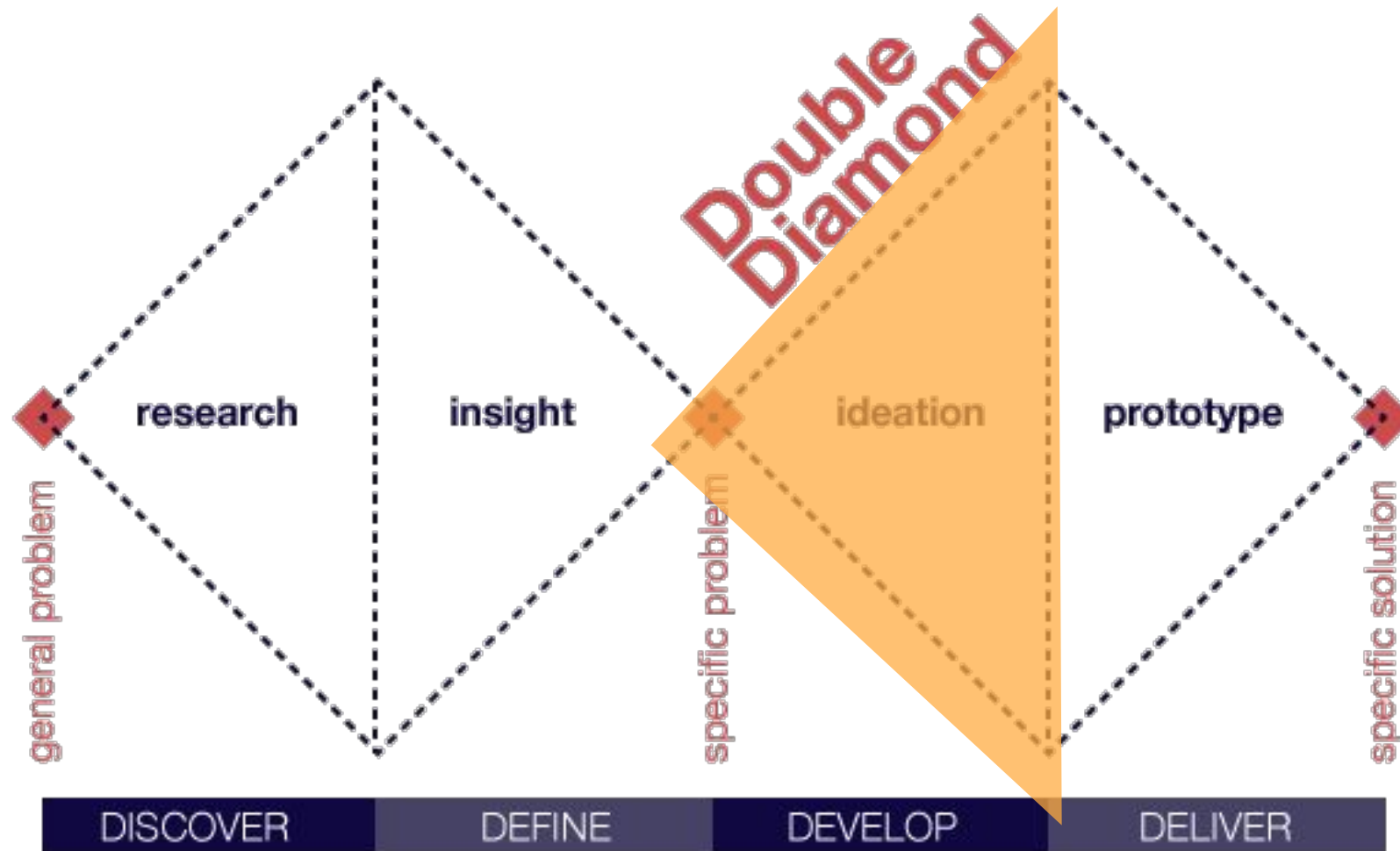
**HOW**

**MIGHT**

**WE**



# IL PROCESSO DI DESIGN



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# Brainstorming

1. Incoraggiare idee “pazze”
2. Sospendere il giudizio
3. Generare molte idee (quantità batte qualità)
4. Sviluppare sulle idee degli altri (si e...)
5. Una conversazione alla volta
6. Essere visuali
7. Rimanere focalizzati sull'obiettivo
8. Dare un titolo all'idea



# ESERCIZIO BRAINSTORMING

Generate almeno 10 idea a testa (1 idee 1 post-it) in 1 min.



# Benchmarking

Il benchmarking è un processo di confronto con altre istituzioni/realità aziendali per:

- conoscere e imparare dalle loro pratiche;
- identificare le aree di forza;
- condividere buone pratiche;
- generare nuove idee, metodi e pratiche, con l'obiettivo del miglioramento continuo.



Il benchmarking non fornisce necessariamente soluzioni ai problemi, ma è piuttosto un aiuto al giudizio per risolverli



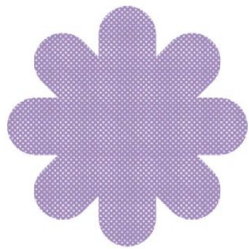
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# MISSION #2 ASSIGNMENTS:

- How Might We Questions
- Brainstorming
- Best 3 Ideas
- Benchmarking (5)



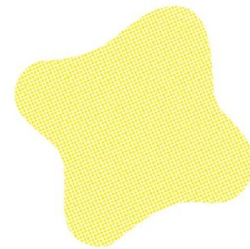
# The Design Thinking Process



**Empathy**



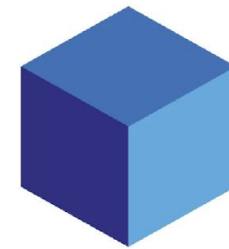
**Define**



**Ideate**



**Prototype**



**Test**

**PROTOTYPE** allow designers to show and **TEST** the solution through an active participation of the final users, that interact with mock-ups of specific service touchpoints. There could be one (or more) prototype for each touchpoint, to collect input on that specific interaction as well as on the overall flow from one touchpoint to the other.

## **USE IT TO**

Learn how to refine and further develop the service experience while still designing it.





**PROTOTYPE** consente ai progettisti di dare forma e mostrare la soluzione agli utenti finali, stimolandone la partecipazione attiva.

Consente di perfezionare e sviluppare ulteriormente la soluzione continuando a progettarela.

**RICORDATI DI** realizzafre il prototipo in tutti i suoi dettagli, fornendo all'utente un contesto sufficiente per comprendere come interagire.



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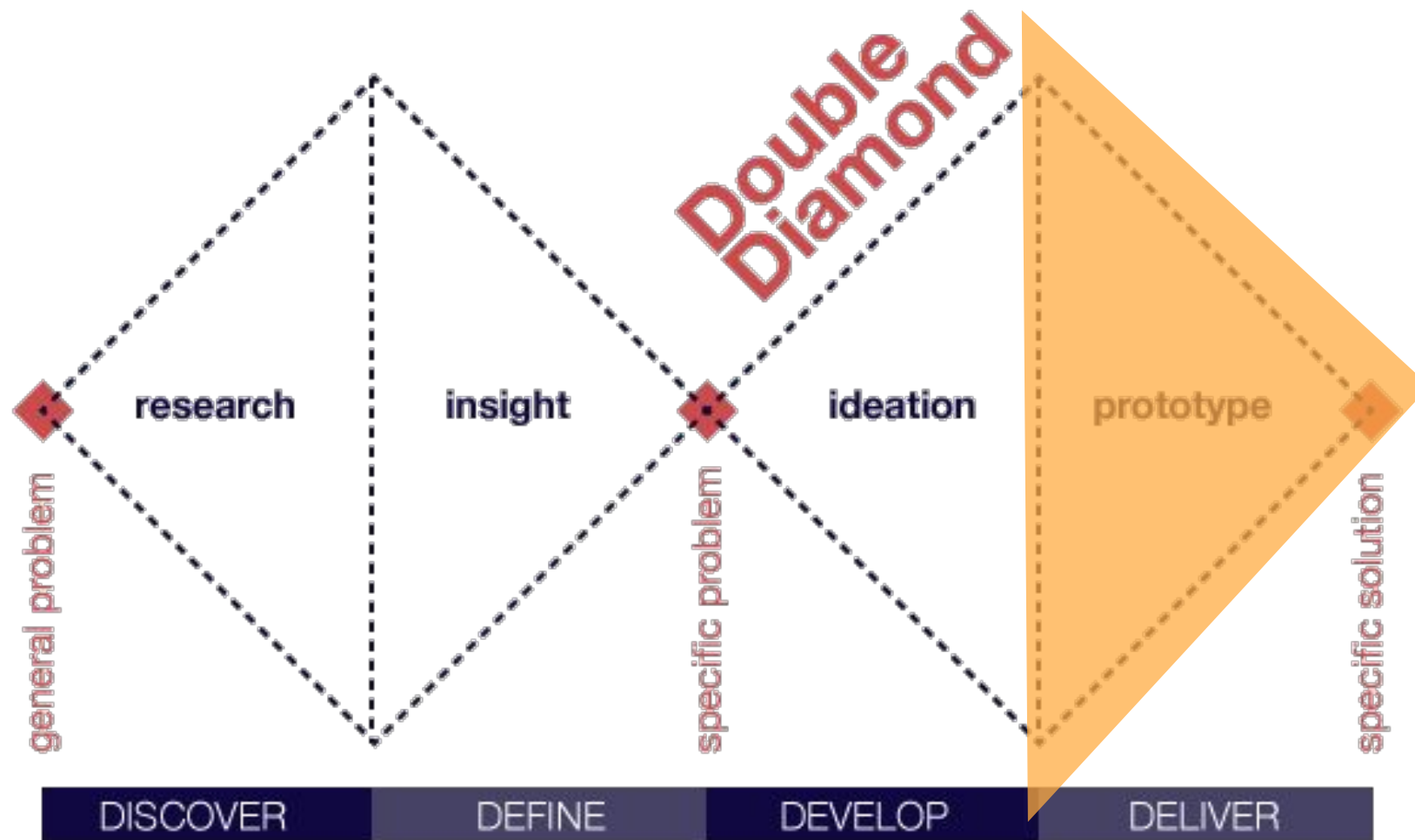
Fonte: Conetice

# Needs investigation by **EARLY, QUICK & DIRTY PROTOTYPING**



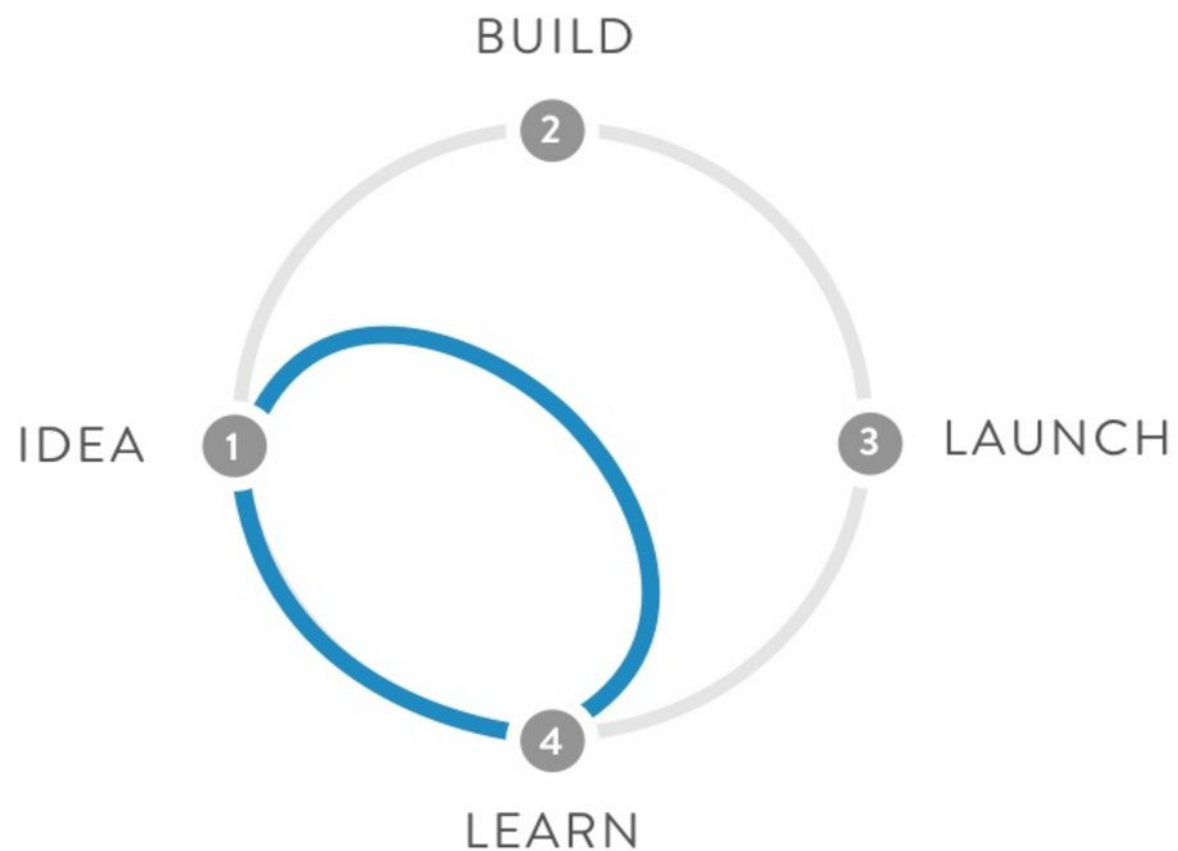
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# IL PROCESSO DI DESIGN



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# Processo iterativo “comprendere-creare-imparare”



# WHY prototype now!?

**Traditionally prototyping is thought of as a way to test functionality. But prototyping is used for many reasons, including these (non-exclusive) categories:**



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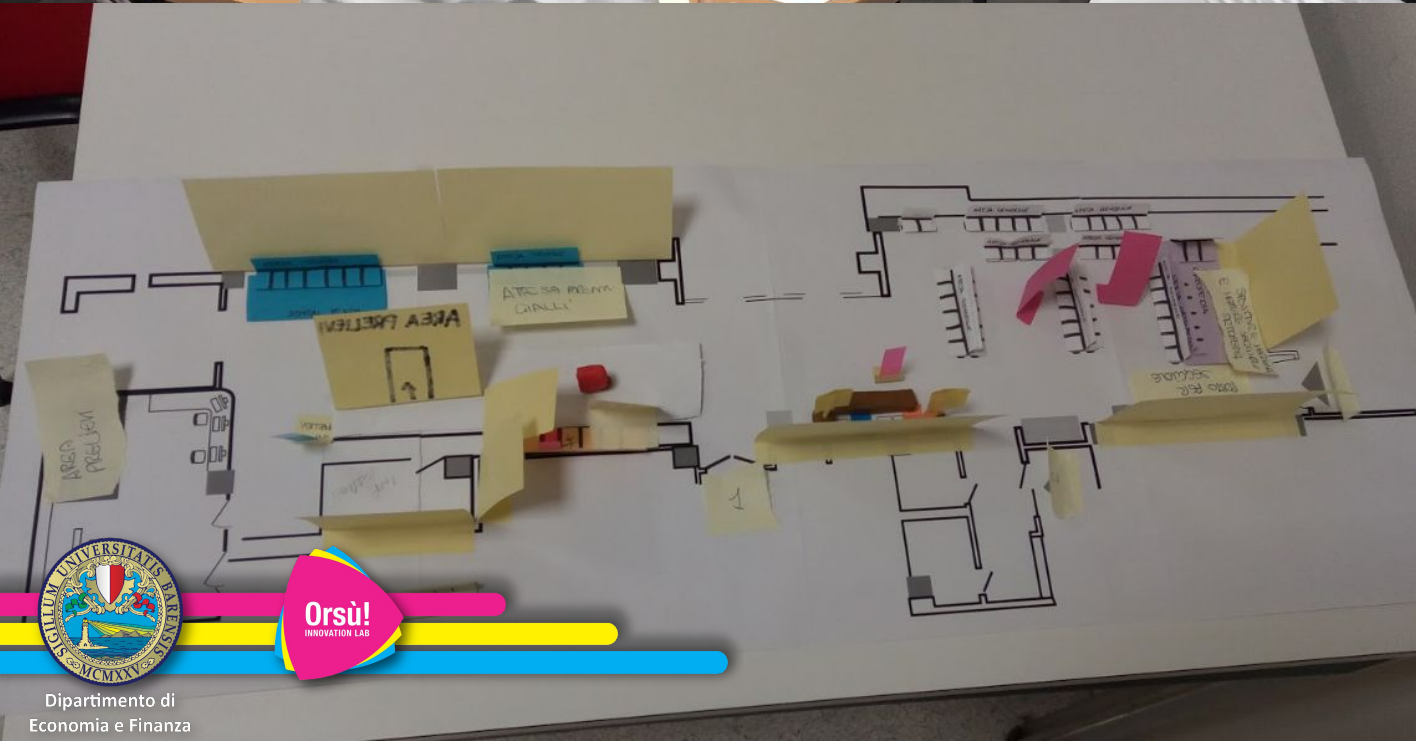
**Early validation:** We are quick to jump into building (what to us seem like) brilliant products, to the point of pixel perfection, without even stopping to ask whether our user or client feels the same way.



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**Collaboration:**  
Engage and inspire others (teammates, users, TTeams, corporate liasions) by showing your vision. Prototypes will help users better understand themselves and better express/show their needs to you.



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# CO-DESIGN WITH STAKEHOLDERS



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**Team unlocking:**  
Doing, not talking!  
Prototyping is a powerful tool that can boost creativity, eliminate ambiguity, assist in ideation, and reduce miscommunication.



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**Empathy gaining:**  
Prototyping is a tool to deepen your understanding of the design space and your user, even at a pre-solution phase of your project.



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# HOW TO prototype!?



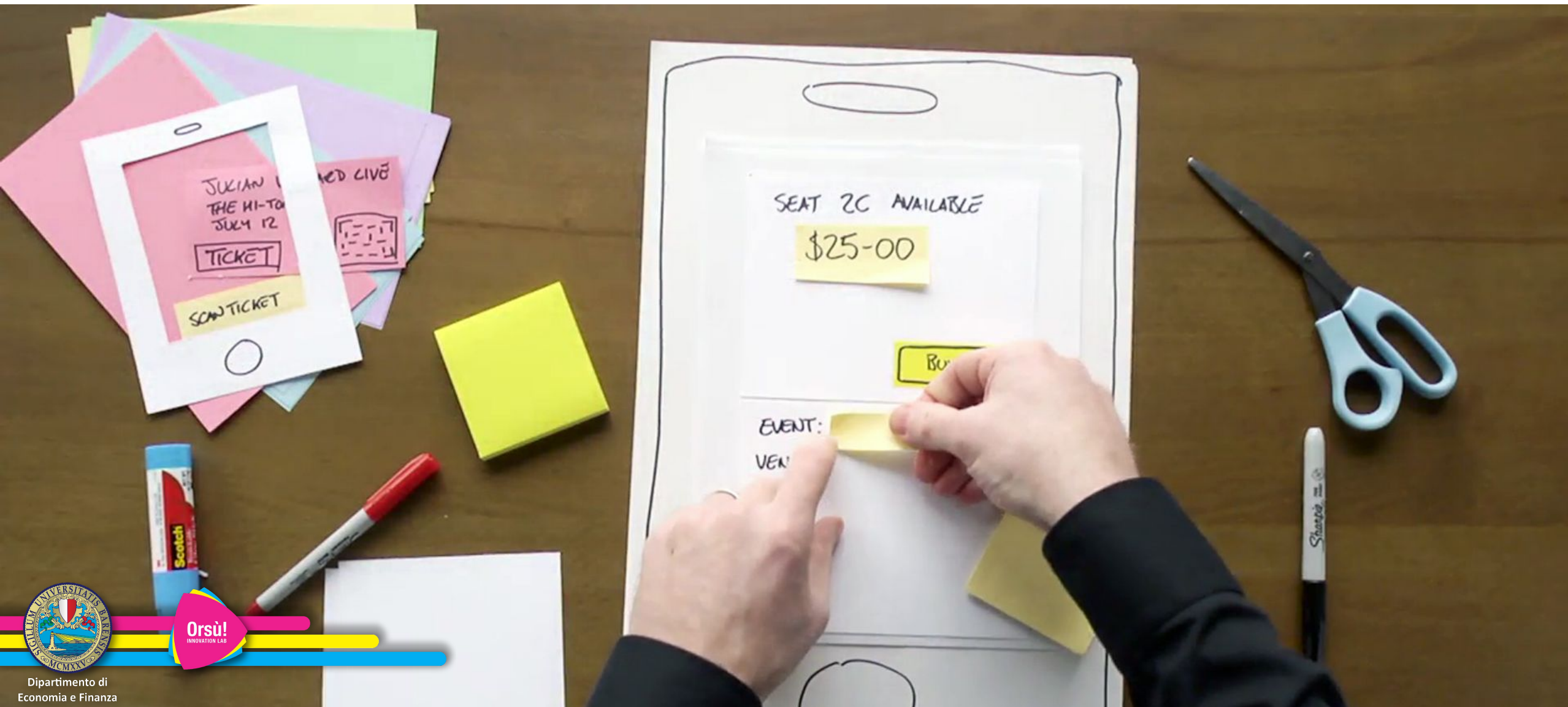
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# PHYSICAL MODELS



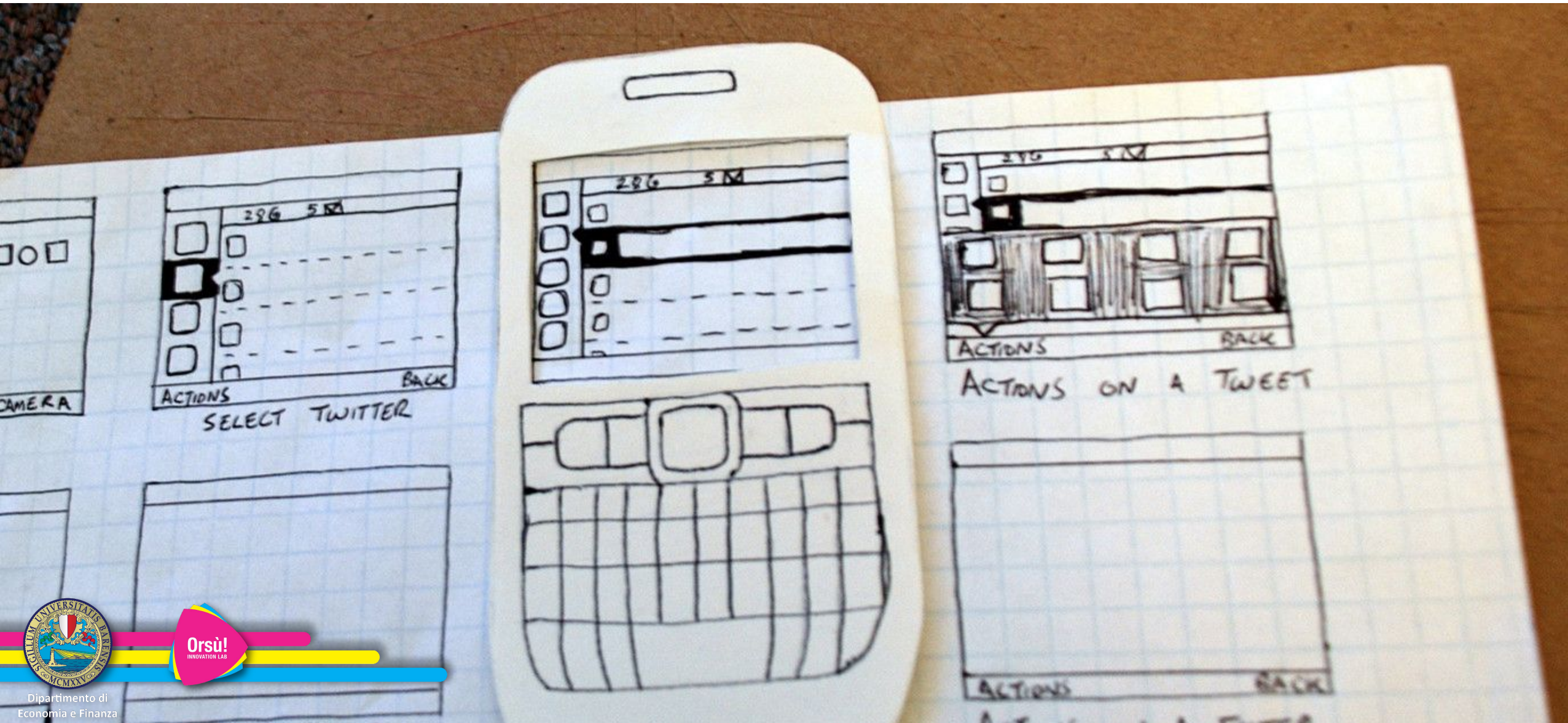
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# INTERACTION PROTOTYPES

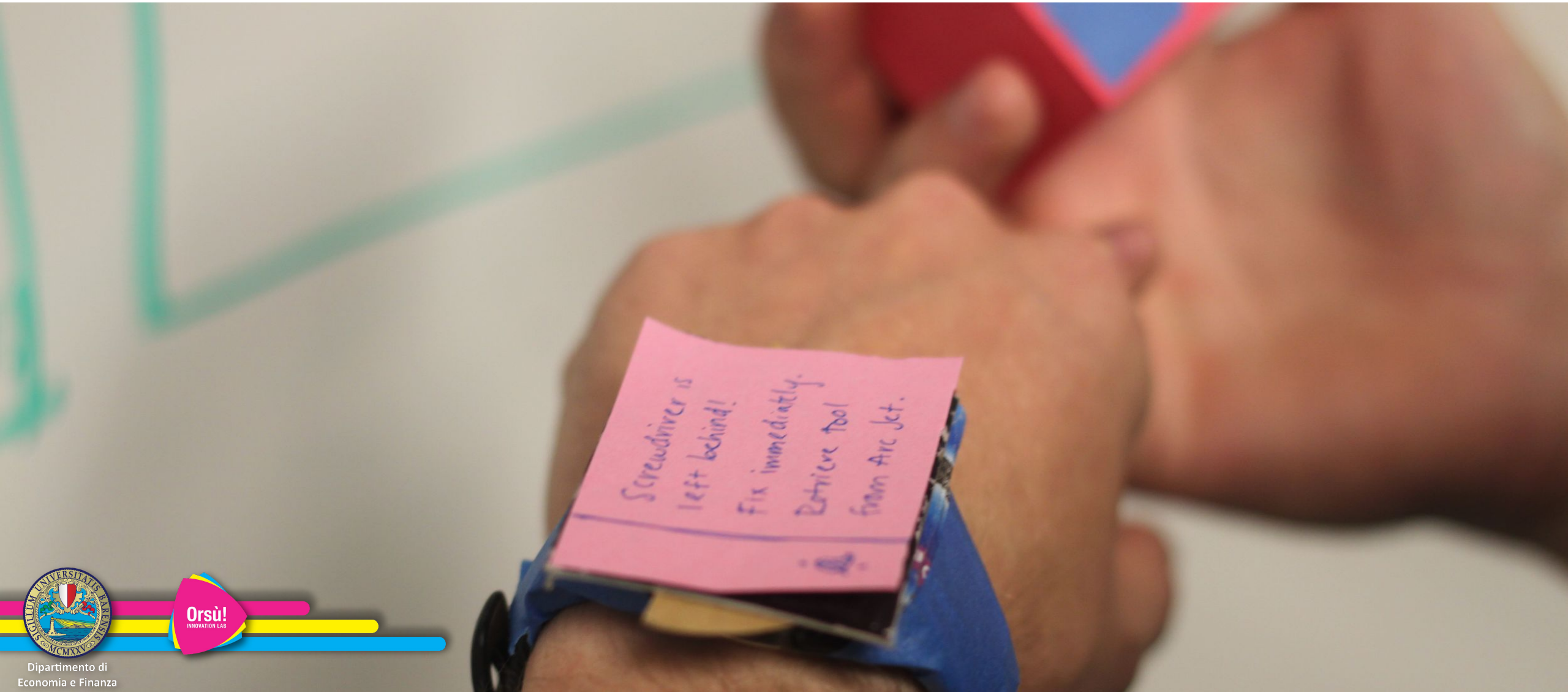


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# FLOW PROTOTYPES



# TOUCHPOINT PROTOTYPING

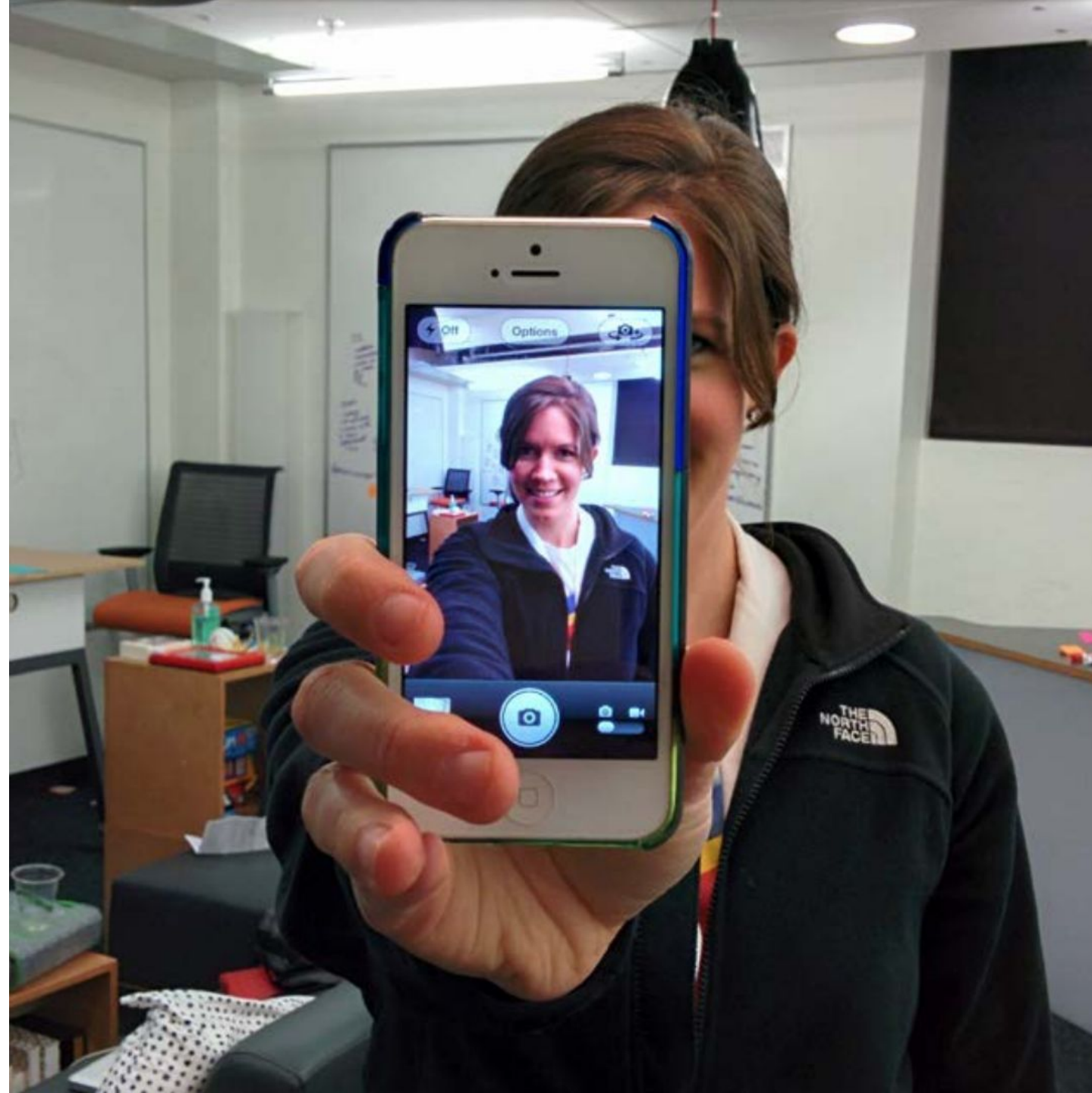


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# ROLE PLAYING

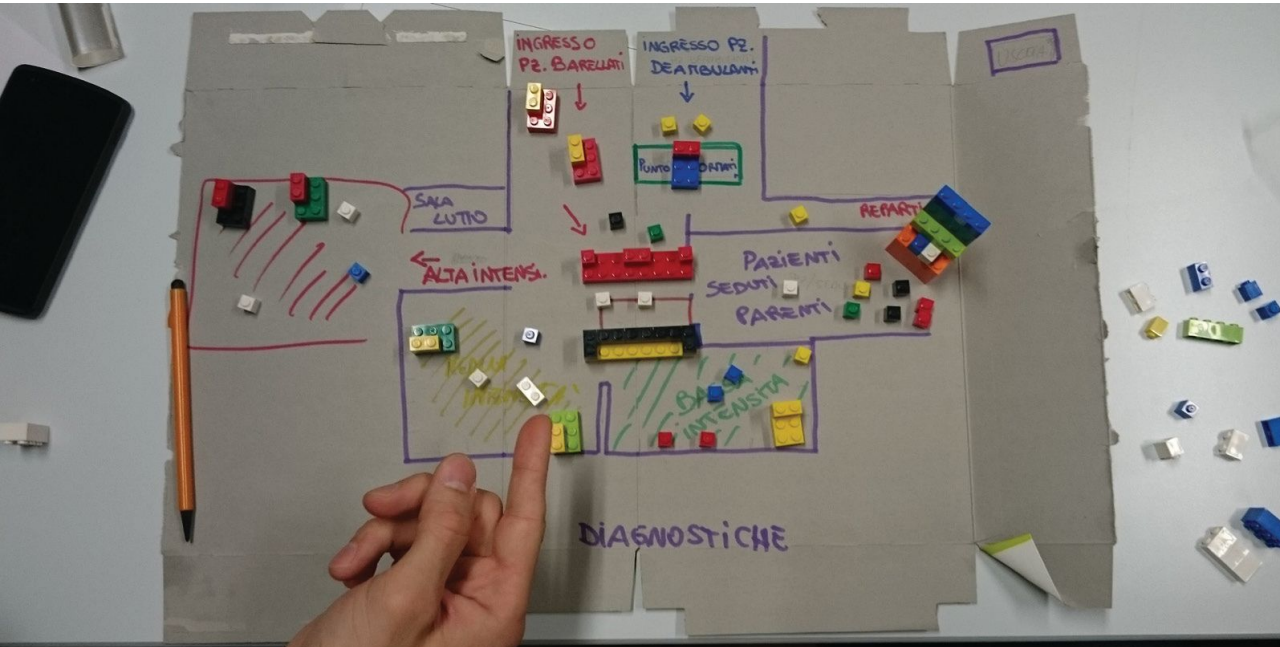


MAKE A 2 MIN.  
VIDEO AND  
SHARE IT



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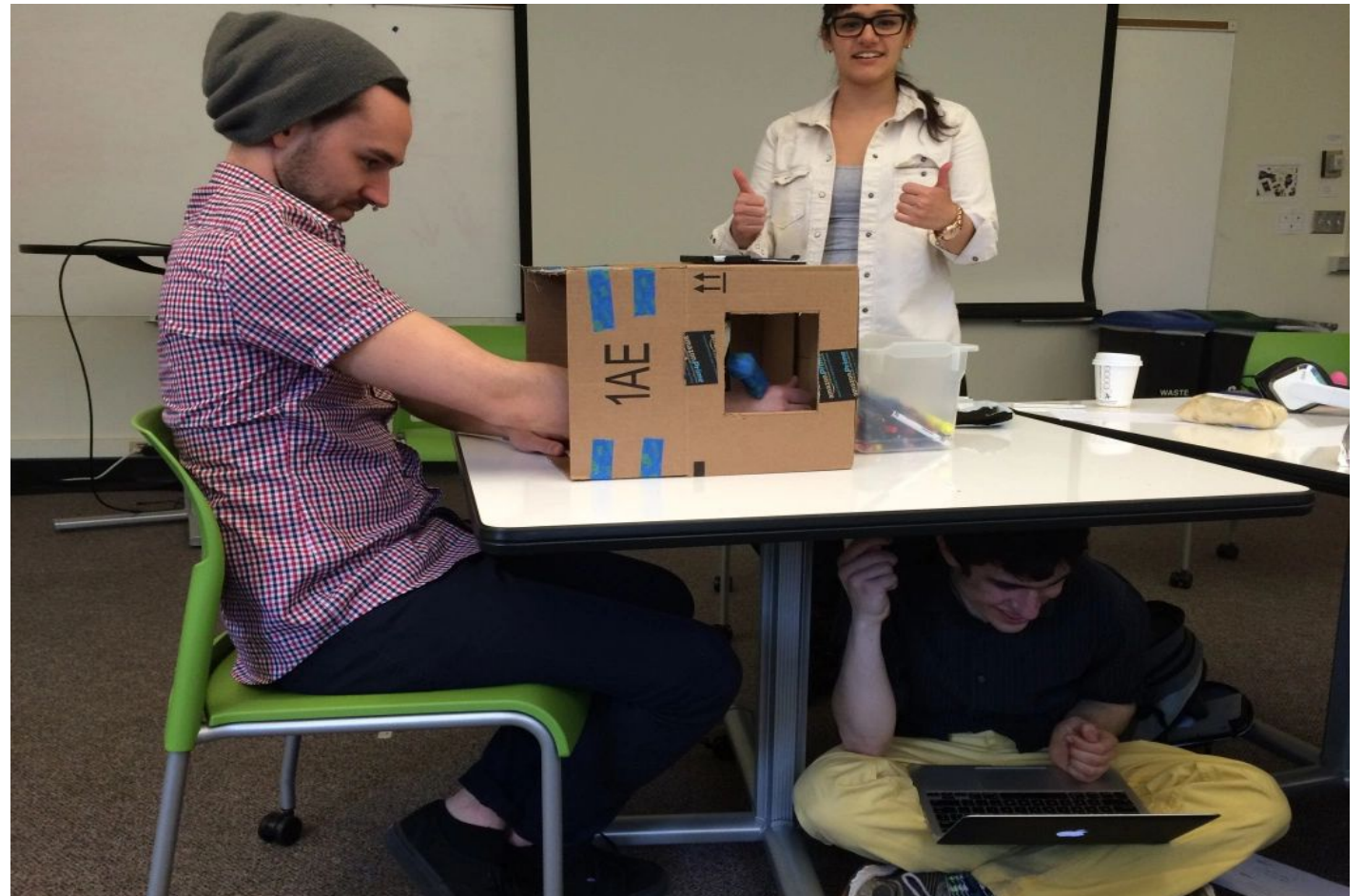
# CHANGE THE SPACE



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# FAKE IT! (WIZARD OF OZ)

fake it til you (physically or digitally) make it



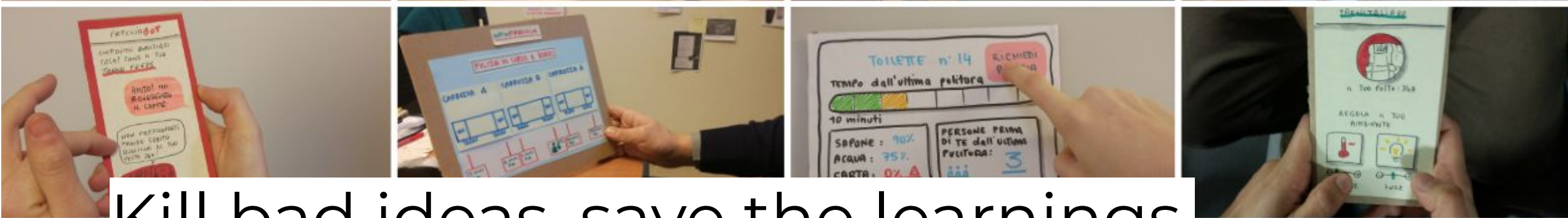
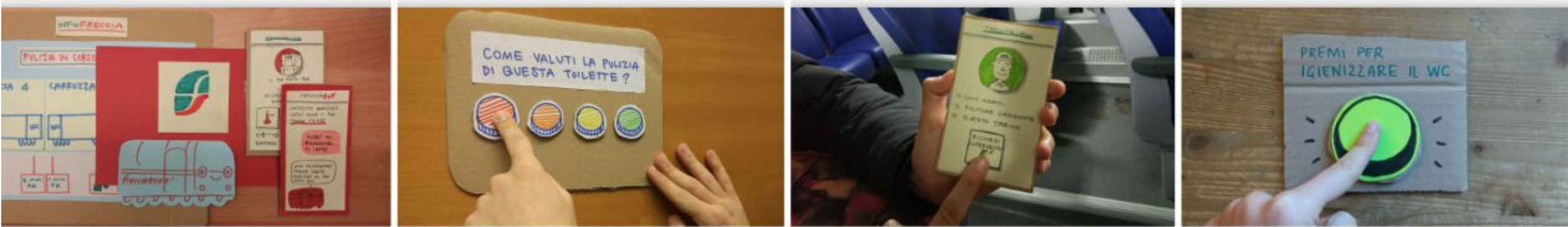
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# MAKE IT REAL

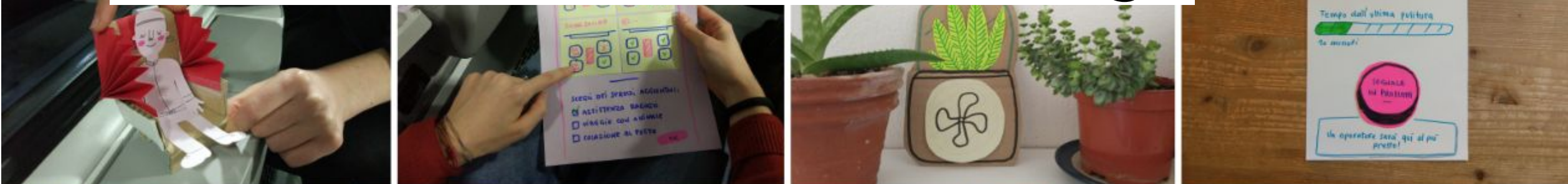
## Envision Tomorrow's Narratives



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Kill bad ideas, save the learnings.



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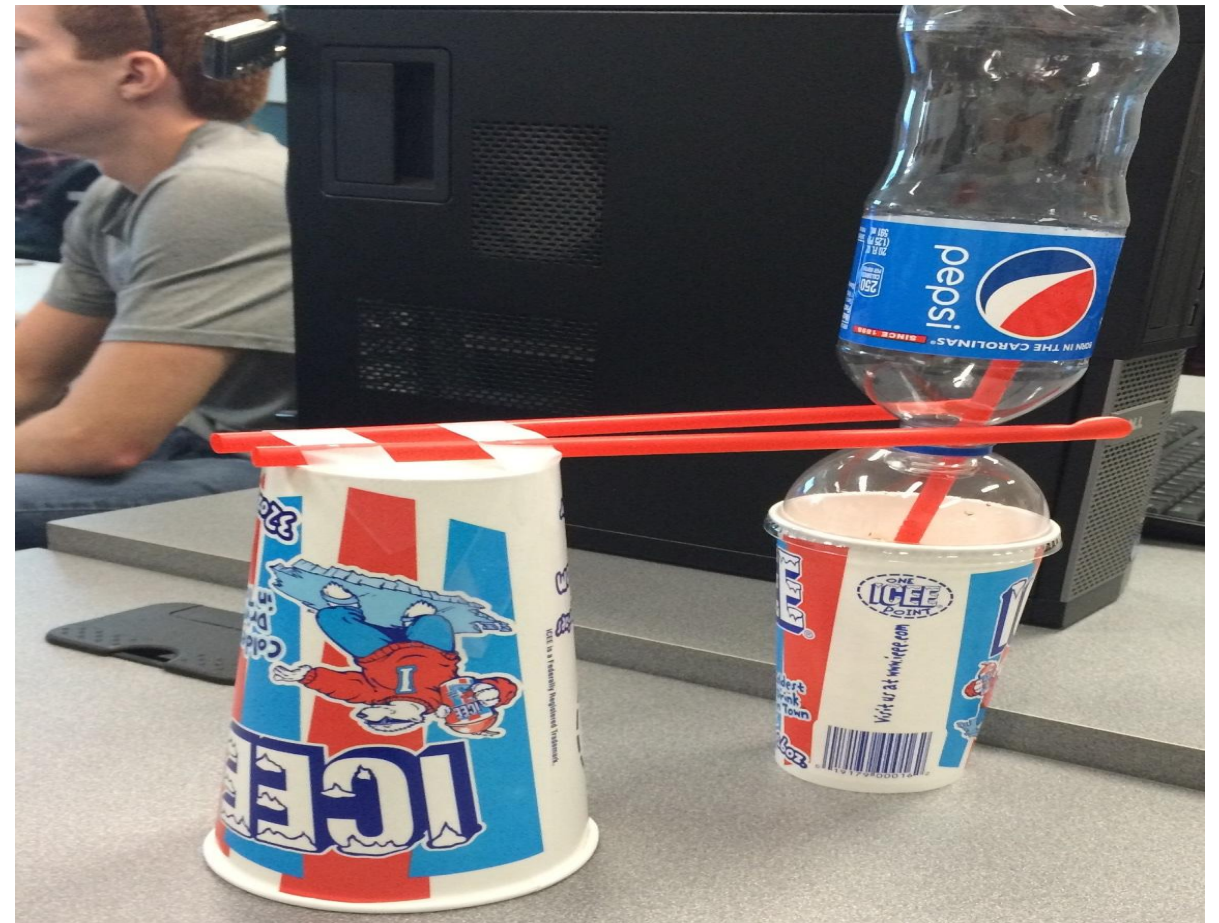
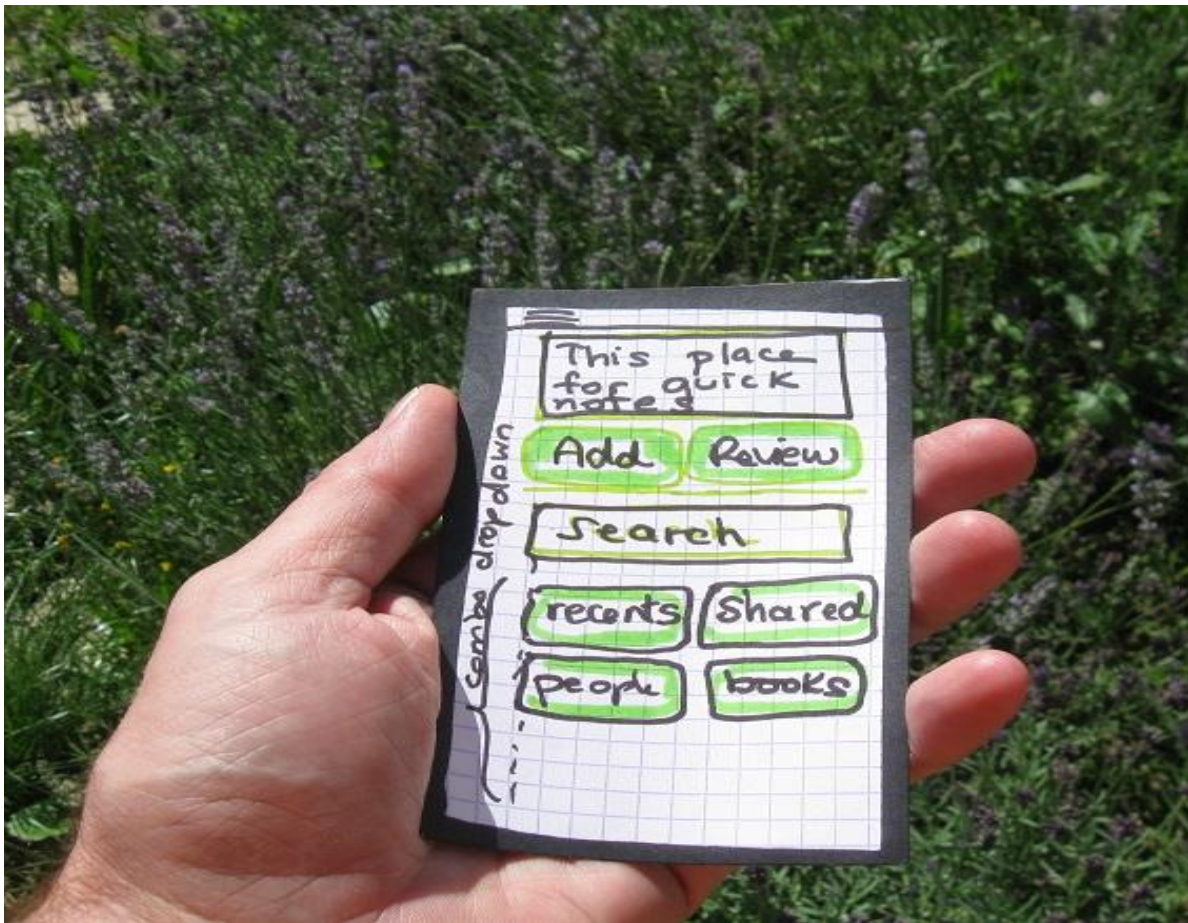




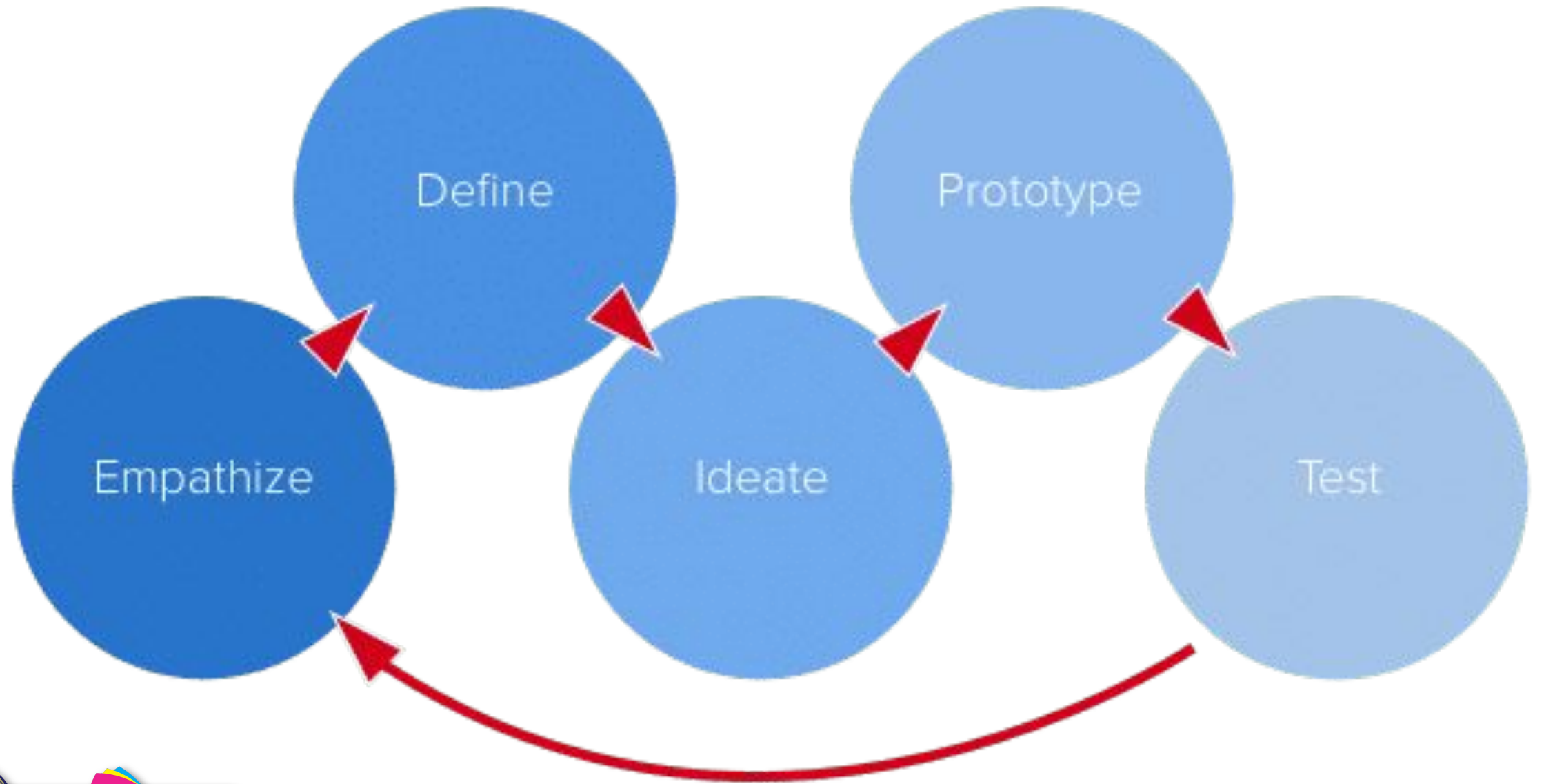
**Prototype and have fun :)**

*“Almost all creativity involves purposeful play.”*





Very important, again, Go lo-fi  
Users look at a hi-fi prototype and see **problems**;  
They look at a lo-fi prototype and see **potential**.



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NOTHING IS A MISTAKE.  
THERE'S NO WIN  
AND NO FAIL.

THERE'S ONLY  
**MAKE**

JOHN CAGE



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