

Design Thinking

Category

Product Management

Description

Framework name:	DESIGN THINKING
Participants:	Product Owners, Product Managers, Designers, Development Teams and Customers
Framework goal:	Create products that are desirable, feasible and sustainable.
Framework guidelines:	<ol style="list-style-type: none"> 1. Get customers involved 2. Define problem to be solved 3. Create solution options 4. Prototype options 5. Test options with customers and get feedback
Boundaries provided:	<ol style="list-style-type: none"> 1. Define personas that are representative of your customer. 2. Enlist customer feedback from typical customers to provide ideation and prototype feedback.
Resources used:	<ul style="list-style-type: none"> ● Online: Collaborative workspace (Miro, Mural, SAFe Collaborate) ● Online and In Person: Innovation Games, Market and User Research, Prototypes
Actionable outcome(s):	<ol style="list-style-type: none"> 1. Product prototype 2. Marketable product