

# The DIGITRANS Method – Fast Forward

Programme co-funded by European Union funds (ERDF)

**City, dd.mm.yyyy**

# Design the ideal digital shopping experience for organic lovers

3 Min (individually)

Sketch your idea here!



# Draft the strategic landscape map with your partner

3 Min. (working in pairs)

Technology/  
Legal trends

Customer trends

Competitor  
trends

Ongoing economic  
environment

Analysis  
Phase



Insight

# Design something useful for your partner/customer

Analysis  
Phase



## 1. Interview

8 Min (2 Sessions x 4 Minutes each) (working in pairs)

- *What are your partner's tasks? (Jobs)*
- *What are your partner's challenges (Pains)*
- *What is your partner's benefit? (Gains)*

## 2. Dig deeper & ask further questions

6 Min (2 Sessions x 3 Minutes each) (working in pairs)

[Conduct an Interview](#)  
[Value Proposition Canvas](#)

# Reframe the problem



## 3. Capture findings

3 Min (individually)

**Goals & Wishes:** What is your partner trying to achieve?

**Insights:** New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?

[Value Proposition Canvas](#)  
[Persona](#)

## 4. Take a stand with a Point-of-View

3 Min (individually)

\_\_\_\_\_ (Partner's name/ description)

needs a way to \_\_\_\_\_ (user's needs)

because (or „but...“ or “surprisingly ...“)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ (Insight)

# Ideate: generate digital solutions to test

Design  
Phase



## 5. Draft at least 5 radical ways that meet your partner's needs

5 Min (individually)

[Brainstorming](#); [Brainwriting](#)

## 6. Share your solutions and capture feedback

10 Min (2 Sessions x 5 Minutes each) (working in pairs)

[Testing](#); [Idea Selection](#)



# Iterate based on the feedback

7. Reflect & generate a new digital solution.

*How could the cost and revenue structure look like?*

3 Min (individually)

[Brainstorming](#)

[Idea Selection](#)

[Business Model Canvas](#)

[Iterative Working Style](#)

# Build and test

Design  
Phase



## 8. Design your digital solution

Make something your partner can interact with!

7 Min (individually)

*Not here!*

[SAP Scenes](#)

[Scene2model](#)

[Business Model Canvas](#)

[Handcrafted Prototypes](#)

## 9. Share your digital solution & get feedback

8 Min (2 Sessions x 4 Minutes each) (working in pairs)

What worked?

What could be improved?

Ideas ...

Questions

[Testing](#)

[Feedback Collection Grid](#)



# Reflect your work

## 10. Formulate next steps

2 Min (individually)

Based on the feedback received – which two aspects would you realize next?

1)

2)

## 11. Redefine the Point-of-View

3 Min (individually)

How has your point-of-view from step 5 changed through the interaction? Draft a new Point-of-view based on the information gained.

# Contact

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