The DIGITRANS Method – Fast Forward

Programme co-funded by European Union funds (ERDF)

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 econo- mic environment

Strategic Landscape Map

Design something useful for your partner/customer

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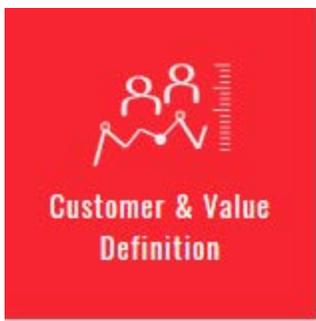8 Min (2 Sessions x 4 Minutes each) (working in pairs)

- *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?

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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?

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Value Proposition Canvas
Persona

4. Take a stand with a Point-of-View
3 Min (individually)

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│                                               │
│ _____(Partner's name/description)│
│                                               │
│ needs a way to _____ (user's needs)│
│                                               │
│ because (or „but..."or "surprisingly ...")    │
│                                               │
│ -------------------------------------------   │
│ -------------------------------------------   │
│ _____ (Insight)               │
│                                               │
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Ideate: generate digital solutions to test

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

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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