Leveraging Industry Disruption for Innovative Partnerships

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Explore **customer discovery**, the process of learning from others and then using that information to take smart actions and design cool, innovative products!
Sample Client Description:

- Prestigious firm
- Media savvy
- Young staff
- Disrupted environment
Brainstorm

- Team based and semi-structured
- Rapid idea generation
- YES, AND
- Encourage wild ideas
- Defer judgment
- Build on ideas of others
Customer Profile:

Name

Key quote
(interview)

Background

Demographics

Identifiers

Goals
## Name
Steve K -- Experienced executive looking for insight from research

### Key quote (interview)
I’m always open to learning and re-considering best practices. I know so many industries are being disrupted. There is so much information, out there. I’m looking for curated expertise.

### Background
15+ years in industry; BA and extensive sales experience; good communicator

### Demographics
Male Over 40, income 150K+, family/older kids

### Identifiers
Critical part of the fabric of leadership; strong ethics and no-nonsense communication to CEO; deep empathy for the client and desire to find win-win.

### Goals
Transition firm to industry new reality; explore out of the box avenues for clients/revenue.
Design Activity:

- Needs
- Challenges
- Opportunities
Customer Needs + Trends, Disruptions, Technology = Opportunity!
Choose an idea that is implementable and you can prototype and field test, ideally with a trusted partner, and others that you could design towards.
Empathize

Define

Ideate

Prototype

Test
QUESTIONS?

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