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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!



Empathize

Define

Ideate

Prototype

Test



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



Name

Key quote
(interview)

Background

Demographics

Identifiers

Goals

Customer Profile: Creating a Persona



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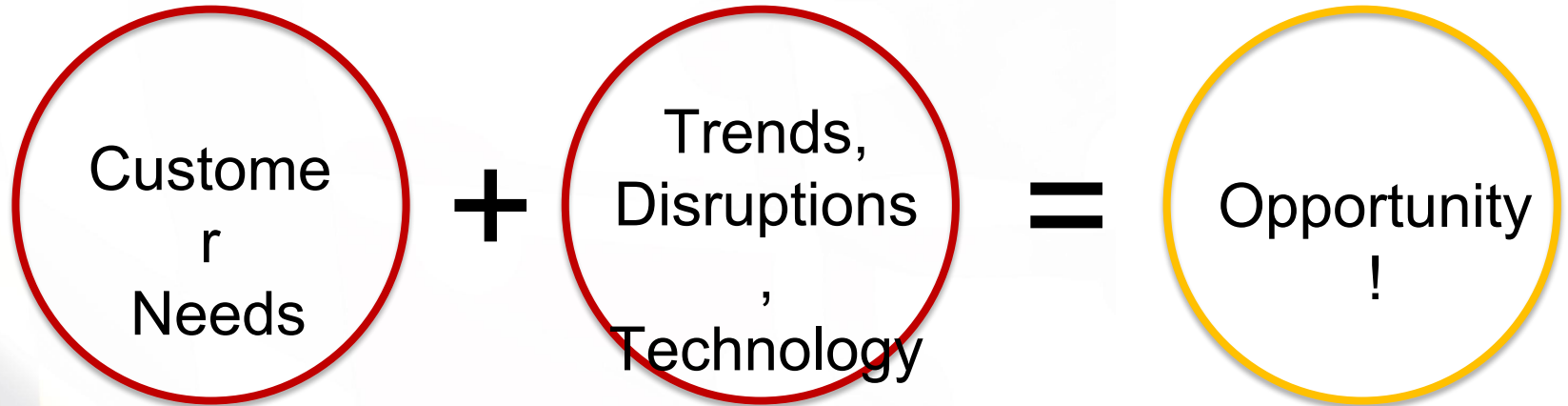
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Name	Steve K. -- Experienced executive looking for insight from research
Key quote (interview)	<i>I'm always open to learning and re-considering best practices. I know so many industries are being disrupted. There is so much information, out there. I'm looking for curated expertise.</i>
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





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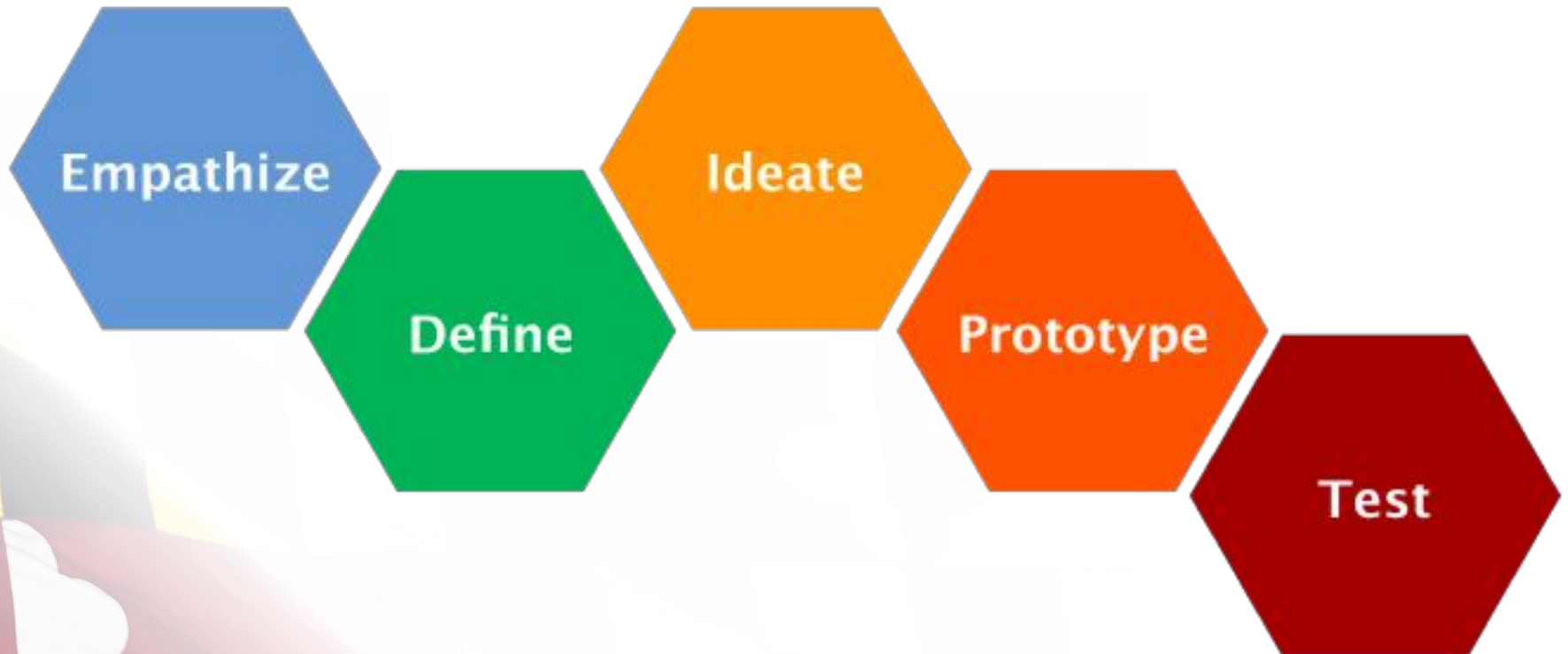
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Choose an idea that is implementable and you can prototype and field test, ideally with a trusted partner, and others that you could design towards.





QUESTIONS?

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