

Define Your Tech Roadmap

Design Thinking Tools

Agenda

Design Thinking

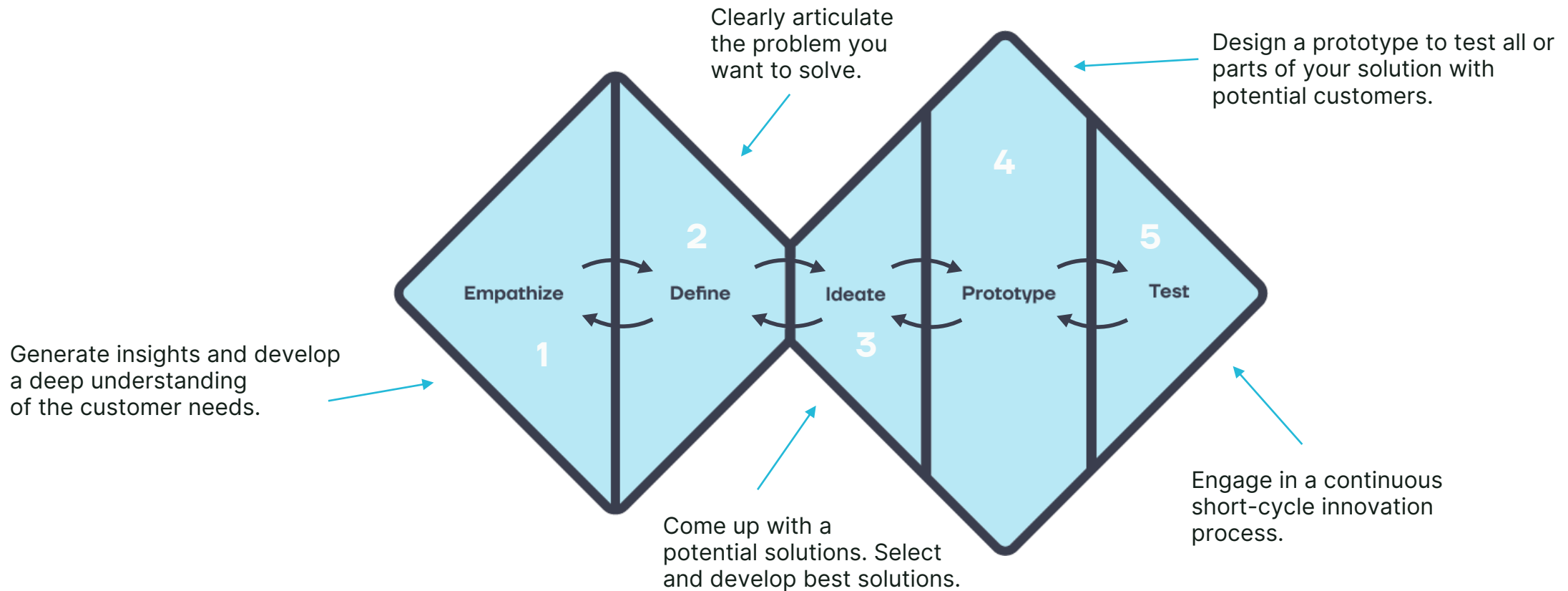
- 01.** How To Define **Your Tech Roadmap**
- 02.** Your **Design Thinking** Tool Stack
- 03.** Vision **Canvas**
- 04.** Creating **Personas**
- 05.** Point-Of-View **Statement**
- 06.** Idea **Tower**

01.

How To Define Your Tech Roadmap

Your Roadmap

It's a long way from the first clue to a proper tech product. The process can be broken down in a so-called „Double Diamond“ with 5 Design Thinking phases:

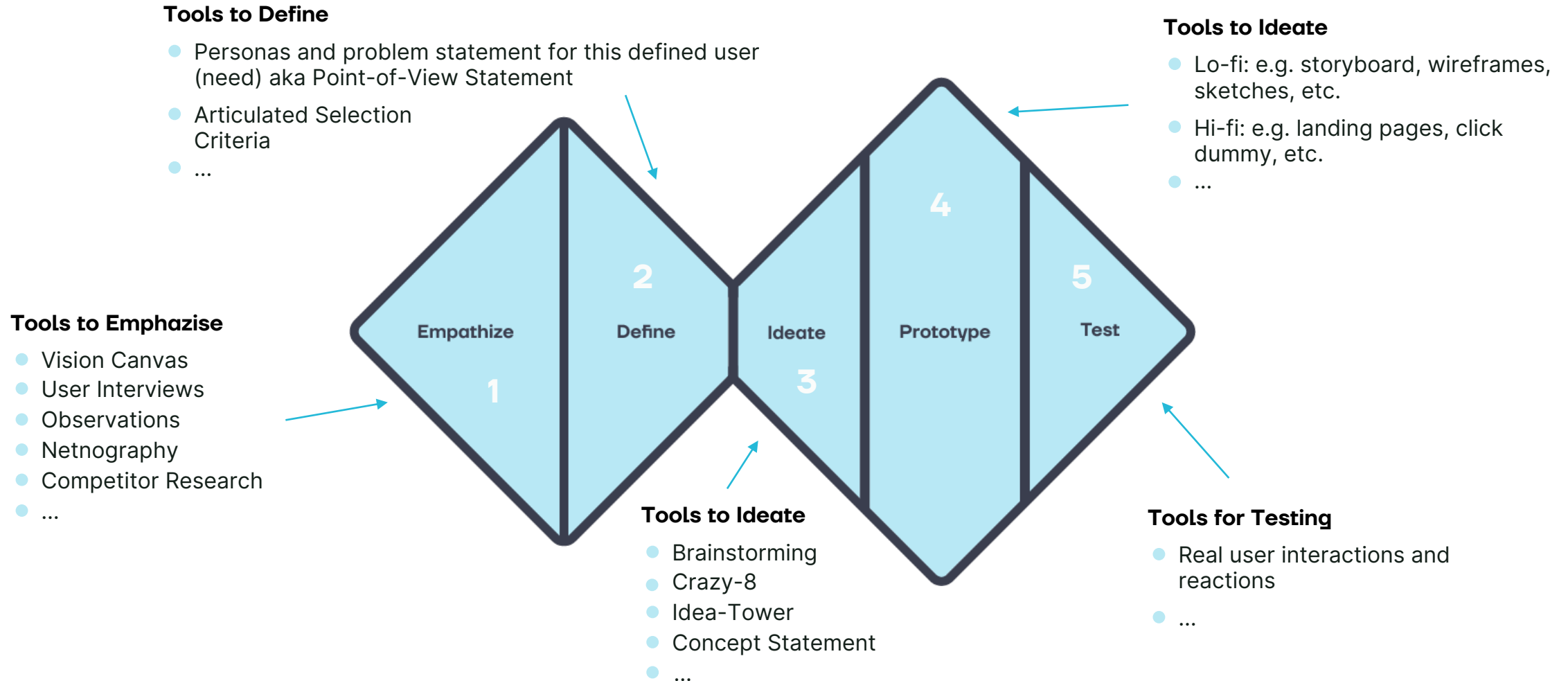


02.

Your Design Thinking Tool Stack

Your Design Thinking Tool Stack

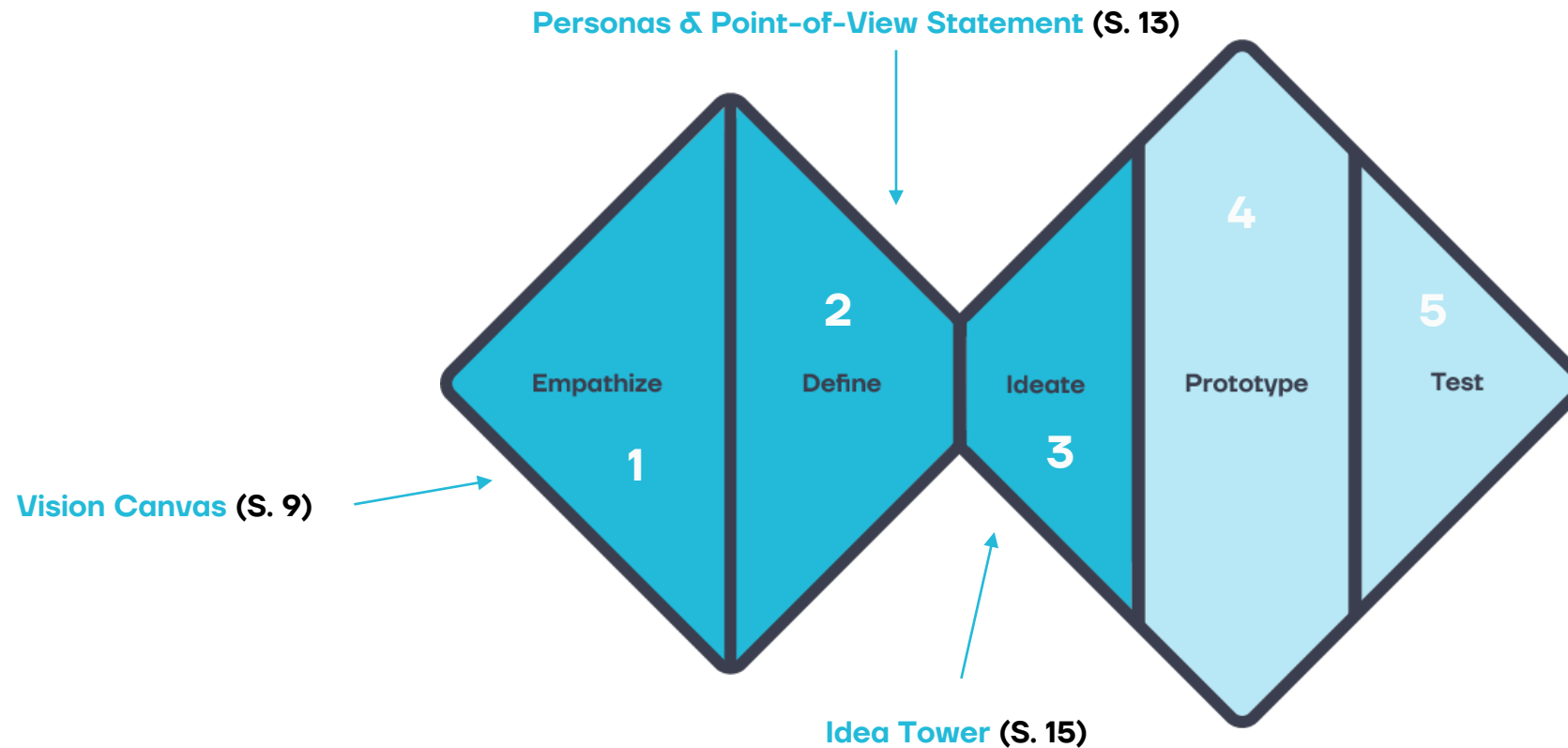
Each phase can be addressed with specific methods to proceed in a structured way. Because getting lost (and thus losing focus) in a sea of tech opportunities happens easily.



Which Ones Will You Need?

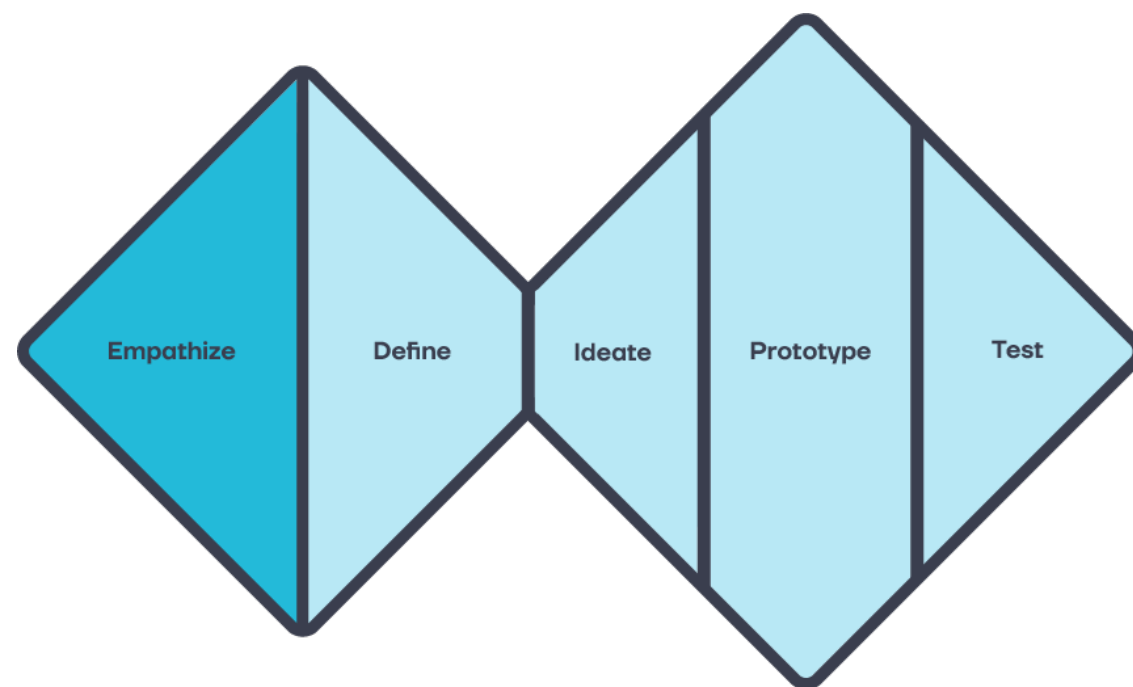
For defining your tech roadmap, focus on the first three phases: Emphasizing, defining and ideating.

There are many ways to tackle these three phases. However, in the context of tech scouting, we found these three tools very helpful:



03.

Vision Canvas

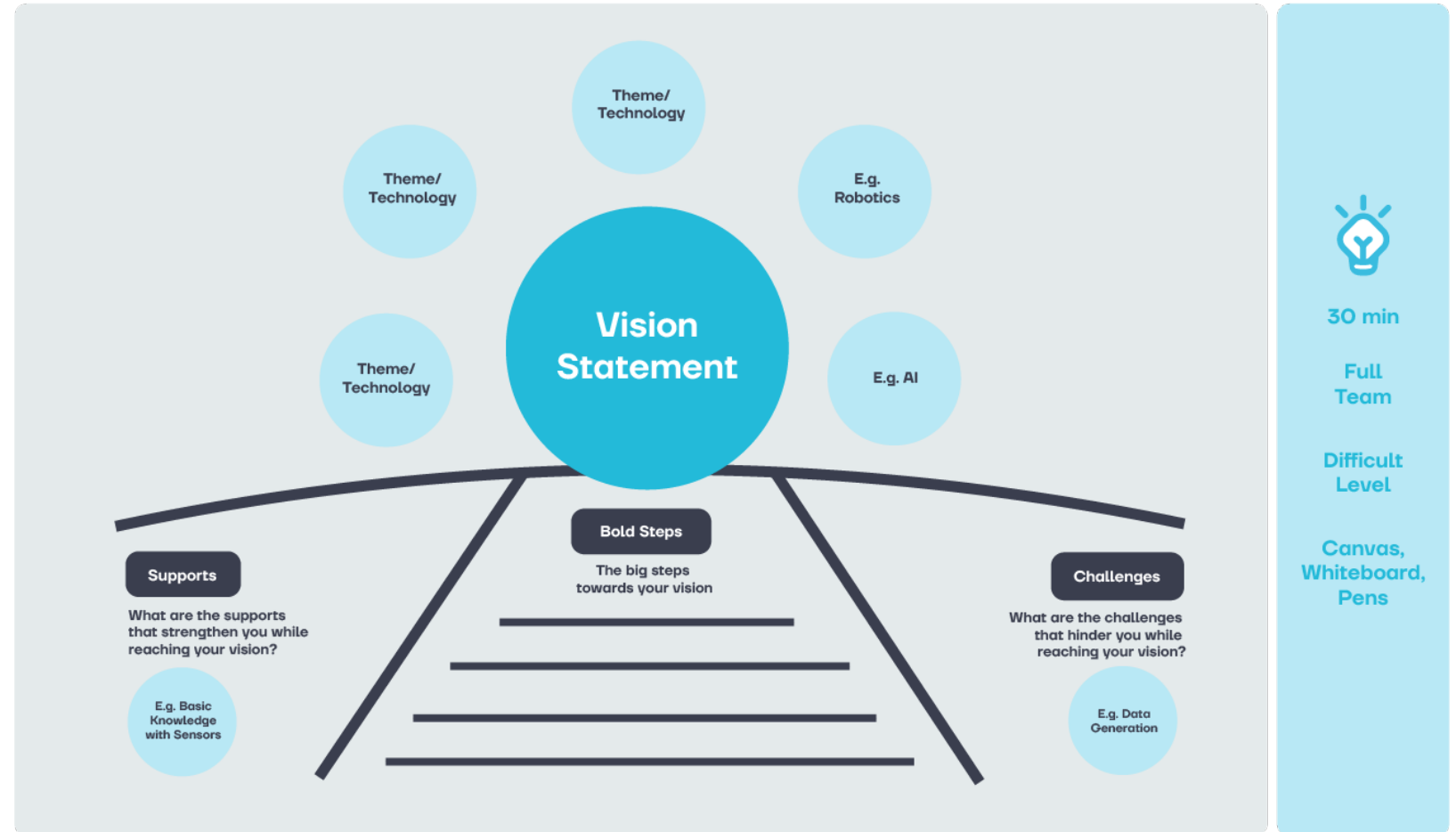


Vision Canvas

Formulate a concise and easily understood vision by capturing and combining prior knowledge, ideas, and possible solutions.

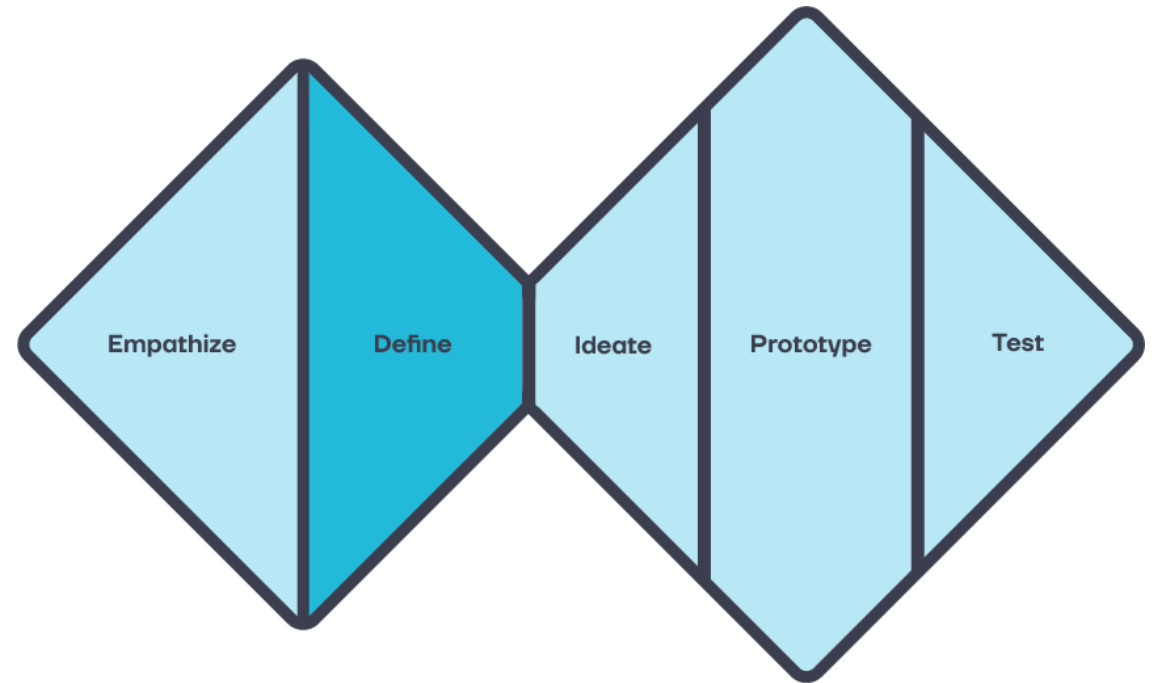
This is how you define your Tech Vision with a Vision Canvas:

1. Brainstorming session with the entire team on your overarching vision statement
2. Define up to five core technologies you could use to support your vision
3. Think about support and challenges to achieve the vision
4. Define five actionable steps that lead to the fulfillment of the vision



04.

Creating Personas



Creating Personas

Got a tech vision? Great! But before you start ideating and prototyping - define the needs of your target group.

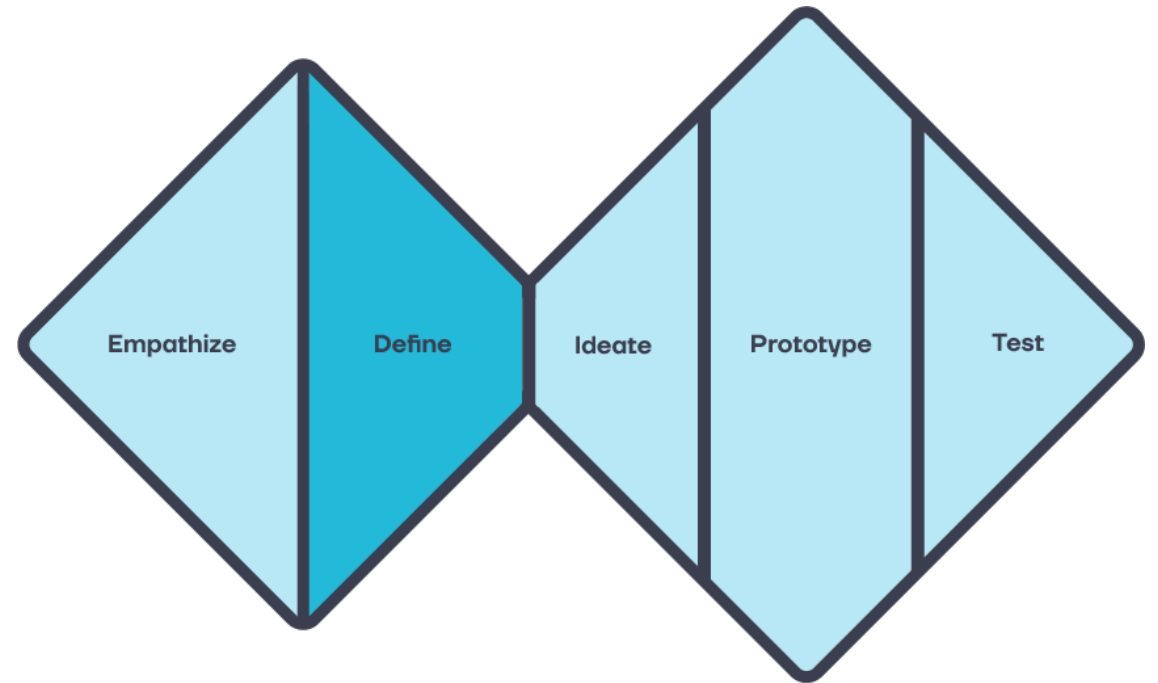
One way to do this is by creating personas aka typical but fictional representatives of your target group:

1. Define the desired number of personas
2. Work out a short description (name, age, job, characteristics)
3. Add goals, pain points, and corresponding jobs-to-be-done
4. Add quotes (ideally from personal experience/contact with target group) to build up empathy

Persona Maxim Mustermann		Based on finding from the empathy phase derive the so-called personas. For each persona, work out the following persona canvas.	 30-45 min 3-6 Persons Moderate Level Persona template Whiteboard Post-Its Pens
Description Senior Digital Project Manager, 36 years old New tech and their possibilities excite me and I want to drive meaningful change in my organization. I always know, which is the hippest bar for an afterwork drink and which are the latest developments in Silicon Valley. I also need to be connected well in my corporate environment to motivate others to support the innovation I want to implement.			
Goals ◆ Get in touch with likeminded people ◆ Try out the latest tech before it gets mainstream ◆ or the competitor already implements it ◆ Drive digital change ...	Pains ◆ Getting people on board ◆ Missing sparring partners for his ideas ◆ Corporate bureaucray ◆ Being fast enough adapting new tech ...		
Jobs-To-Be-Done ◆ New tech product ideas ◆ Implement new tech strategy ◆ Launch successful MVP 	Quotes ◆ "Have you heard about this startup that..." ...		

05.

Point-of-View Statement



Point-of-View Statement

Get a deeper understanding of your persona and its needs. This makes it easier to generate more goal-oriented ideas in the next step.

The POV is an actionable problem statement that combines the collected knowledge about a user and their needs.

Our recommendation:
Create several POV statements and then identify the most fitting one for the further idea generation.

POV Statement

After you have brainstormed 1 PoV statement individually, all PoV statements are presented and we'll commit on one final statement.

E.g. The Digital Project Manager

User

Wants

E.g. to launch a successful new tech product within the next year

Need

Because

E.g. he wants to make himself a name as an innovator within his organization

Suprising Insight



30
min

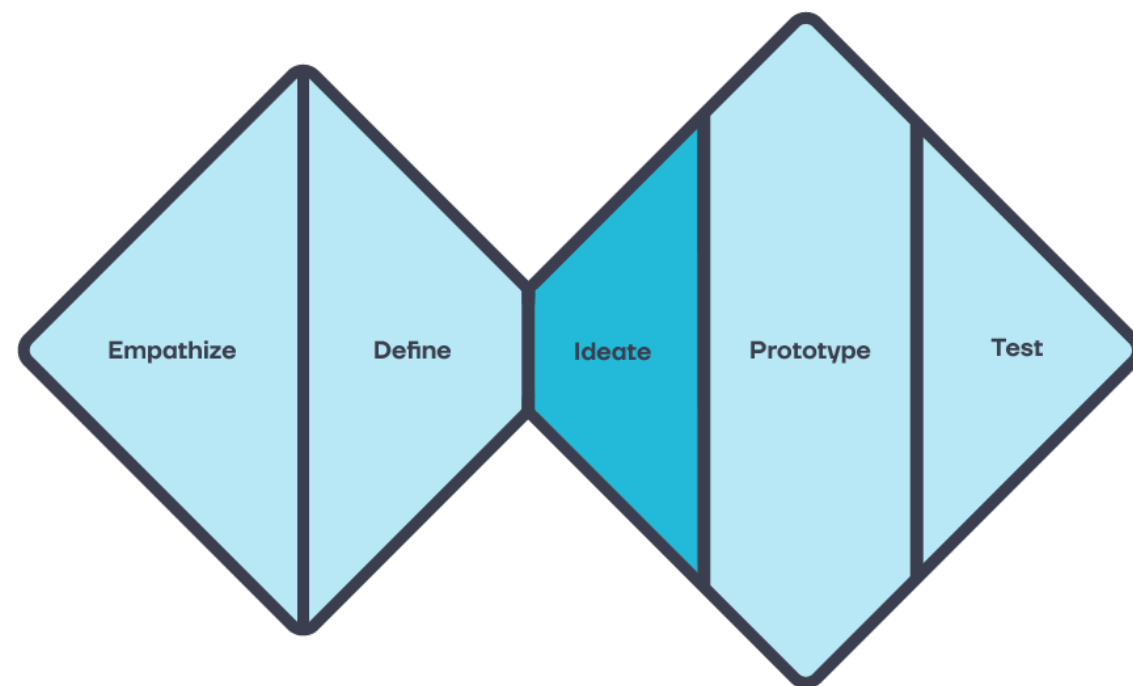
2-3
Persons

Difficult
Level

POV
Template
Whiteboard
Pens

06.

Idea Tower

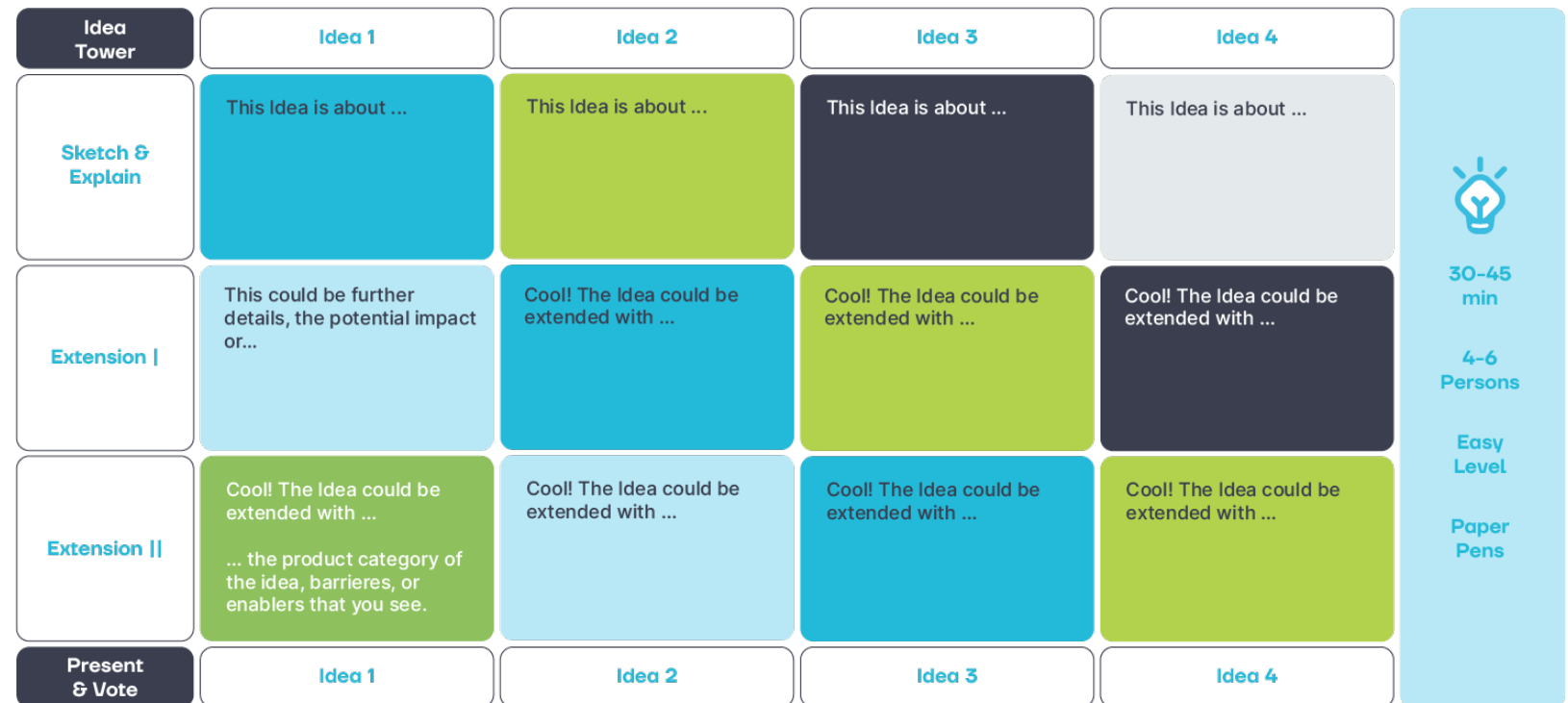


Idea Tower

Ideate specific tech products based on your personas needs.

Use this creativity technique to develop ideas based on the feedback of previous reviewers.

1. Draw one idea and write a short explanation
2. Pass the idea on to another participant
3. Give written feedback to other participant's ideas and develop it further
4. Do a minimum of three iterations – so every idea gets reviewed a minimum of two times
5. Vote the most promising idea to follow up



Are You Interested?



Max Theilacker

Project Owner & Cluster Lead Innovation & Design @ Motius

[LET'S TALK](#)



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