HILO VIVO
CONSULTING



WORKBOOK

GUIDE TO THE DESIGN PROCESS

From Problem to Monetized Solution

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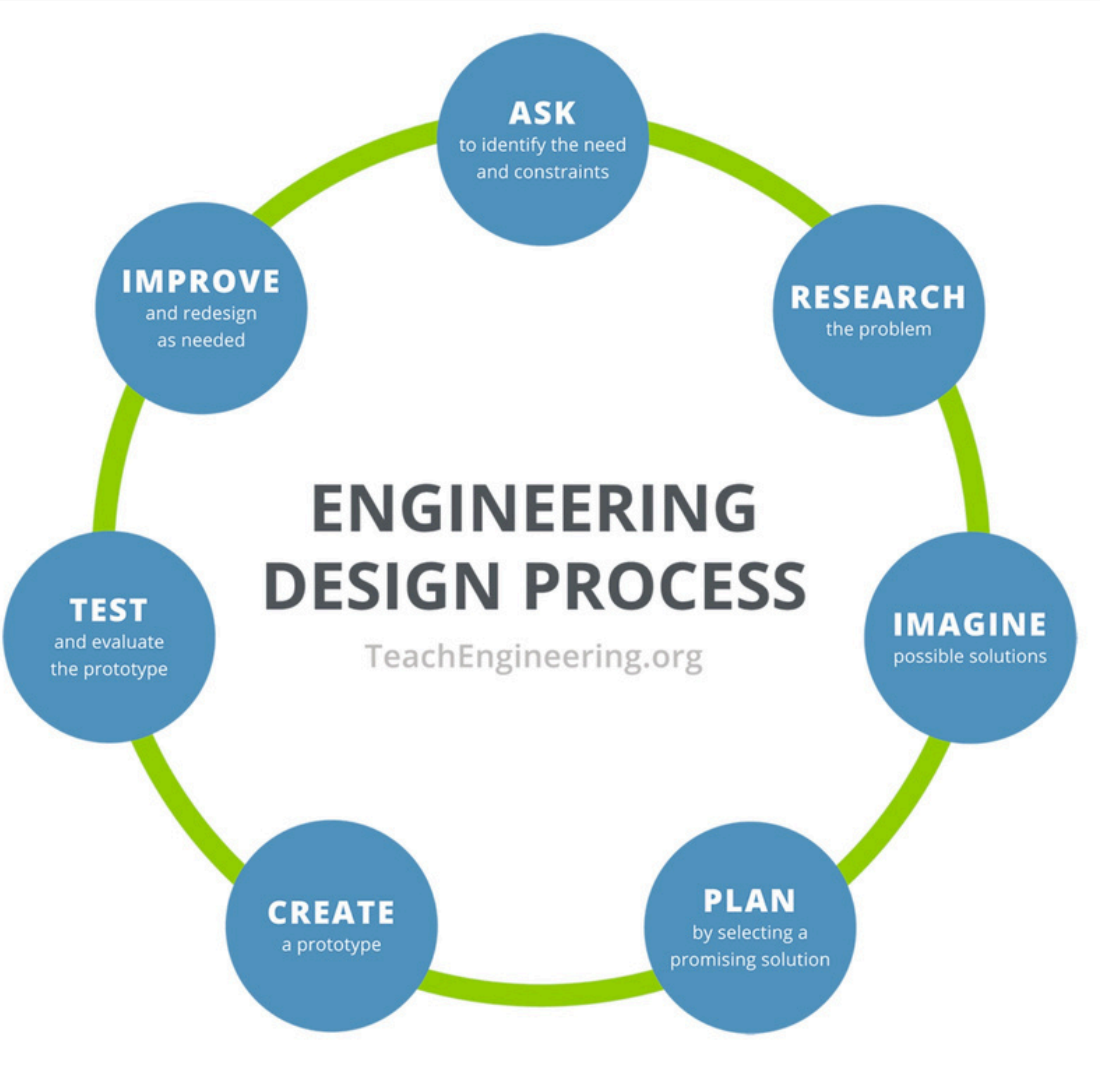
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What's your value proposition?

Every company needs to define which product or service will relieve its customers' pains and create gains.

Your design process

Discovering your product or service is a journey of exploration. And to manage that journey, we will use the design process to come up with genuine and effective products or services that customers truly need, based on a good understanding of those needs.
At a glance, it looks something like this:



Identify the problem you want to solve

The power of asking the right questions

Whether you found a pattern in negative customer feedback or you have some R&D budget left to spend, the approach stays the same.

You and your project or product team need to figure out:
What problem do you want to solve?
Who has this problem?
Can the solution help everyone equally?
What are the requirements for this project?
What are our limitations — budget and other constraints? What is our ultimate goal?
Even if you think you have a good idea, focus on the requirements and your limitations. Many new projects fail before they even start because this isn't clear.



Research the problem in-depth

Detective work

During this phase, it is crucial to delve into the exploration of customer needs. Understand the current state of the market, identify existing or upcoming competing products, and pinpoint areas where competitors might be overlooking user requirements.
Ask fundamental questions to unravel valuable insights:

1. Are there existing solutions attempting to address the problem at hand?
2. In what ways do these solutions fall short of meeting customer needs?
3. Do these solutions offer specialized versions catering to specific niches?
4. How much are customers currently spending on similar products?
5. Can the issue be resolved using available technologies, whether open-source or otherwise?

Entering a well-established market without a clear advantage is like launching an inferior product years after a breakthrough innovation — for example, launching a smartwatch long after the Apple Watch.

Discovering smart solutions

Your Easy Guide to Great Ideas!

Now, let's focus on everyday things people use or enjoy, like products or services. It's time to figure out how to solve a problem. Start by asking “How might we...?” questions to come up with ideas. You can think about how to do something specific and decide how long it will take.

You can share your ideas with others and mix them together. Research shows this approach usually produces more and better ideas. But having a list of more than 50 ideas isn’t helpful for decision-making. So, pick the ones that seem the best, maybe around 10, to look into more.

Be careful, though! Some companies stick to ideas that seem very possible but might not be that great. Others aim for really big ideas, which can be risky.

Luckily, there's a method called the “4 categories method.” It helps group the best ideas into four types:

1. Easy Ideas: These are simple and fit well with what we already do.
2. Fun Ideas: These have the potential to make customers really happy.
3. Favorite Idea: This is the one each person likes the most.
4. Big Idea: This is a tough solution with a big reward if it works.

Each person in your group can choose 1 or 2 ideas for each type. Depending on how many people are in the group, you can vote using colored notes or do it online. This way, you can get lots of people sharing their thoughts.

After this process, you should have a list of 4 to 8 good ideas to take to the next step.

Pick your winner

Nail the Best Solutions for Your Next Big Thing!

Assess and Choose the Best Solution

Now that you have your list of ideas, it's time to evaluate them:

1. Does it fit the required timeframe?
2. Can it be completed within budget constraints?
3. Does it genuinely address your target customer's needs?
4. Is the product itself a standout feature for your company?

Don't rely on just one person's decision, especially if your team is remote. Use tools such as Kanban boards for distributed teams to prioritize and select ideas.

Depending on your company's size, you might have an approval committee or a senior executive overseeing significant projects. They can quickly approve or reject the initial shortlist before exploring each option's viability.

If you have multiple viable options, conduct a vote to decide which one to pursue first. Focusing on too many things at once won't yield good results.

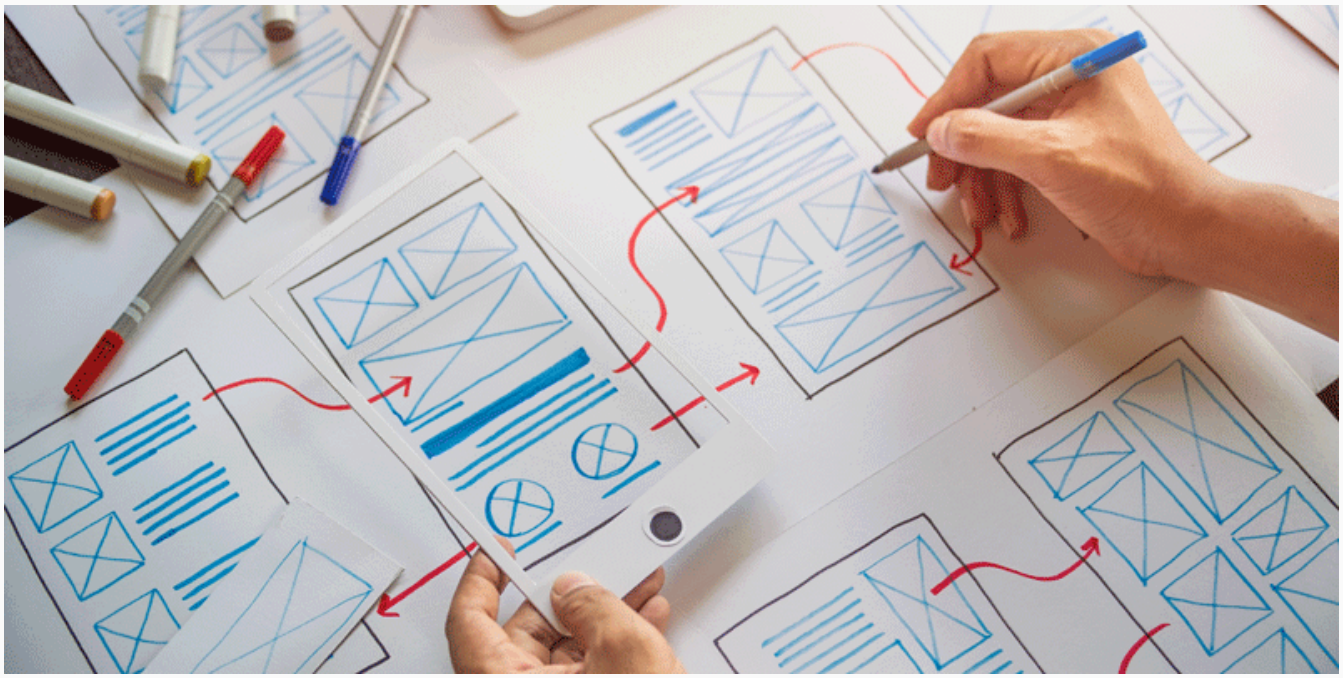
Try it out

Easy Prototyping for Awesome Beginnings!

Try out your idea quickly with a prototype, without rushing, but staying agile. Just remember, this prototype isn't the final thing for the market, so don't worry about adding fancy stuff or changing the whole look.

If you're working with physical things, use cheap materials and parts you can use again. Keep it simple with low-fi prototypes, like drawings or things you haven't finished completely, where you do things by hand.

Look at Airbnb — they started small, renting out an air mattress on Craigslist. Yes, just like that. It shows that even simple, hands-on prototypes can kickstart something amazing. So, don't forget about the power of a low-fi move—it could be the key to starting your big, exciting journey.



Prototype Reality Check

Testing Your Ideas for Real Customer Success

It's time to check if your prototype matches your customers' needs and catch any wrong assumptions you might have made.

Even if you only have a simple prototype, like drawings or a basic model, that's okay. As long as it gives customers the experience they should get, you can still gather useful feedback.

Imagine you're creating an AI-powered tool for finding cheap airline tickets based on someone's travel wishlist. You can start with a simple webpage where someone manually finds tickets using search engines. After users try it, talk to them and ask questions like:

- Did the prototype solve your problem?
- Was anything surprising or difficult during the experience?
- What did you think when you first saw the prototype?

Also, try testing with some users who don't get direct instructions to see if it's easy for them to use.

Perfecting Your Product

A Step Closer to Launch Day

If people loved your prototype, great! Now, it's time to make your product even better before sharing it with everyone. But before the big release, your team should think about a few important things:

1. Were there any problems? Check if users had trouble doing specific things with your product. Finding and fixing these problems is important to make sure everyone can use it easily.

2. Did people get it quickly? See if users understood how to use your product right away. Knowing this helps make your product more user-friendly.

If there were big problems, it might be a good idea to go back and make some changes to the prototype. But if things went mostly well with just a few small issues, fix those and get ready to release your product to the public. This way, you make sure it's the best it can be before everyone gets their hands on it.



It’s launch day!

Launching Your Product: What’s Next?

The launch day is here! After all the hard work, it's time to think about what happens next:

1. **Recall Feedback:**
   - Remember what users liked and what was a bit tricky during testing.
2. **Tell Your Product's Story:**
   - Share with users what your product is about, its good points, and why they should care.
3. **Help Users Along the Way:**
   - Be ready to assist users who may have questions or face issues.
4. **Check How Things Are Going:**
   - Keep an eye on how your product is doing. Fix any problems quickly.
5. **Prepare for More Users:**
   - Get ready for more people to use your product. Ensure your system can handle it.
6. **Learn from the Launch:**
   - Look at what happened and what can be better for future updates.
7. **Make Your Product Better:**
   - Keep improving your product based on user feedback. Regular updates keep it fresh.
8. **Keep the Buzz Going:**
   - Continue telling people about your product even after the launch.
9. **Build a Group of Fans:**
   - Create a community around your product. Engage with users on social media.
10. **Learn for Next Time:**
    - Think about what worked and what didn't for your next project. Every launch is a chance to improve.

Conclusion: The launch is a big moment, but it's just the beginning. Keep making your product better and exciting for users.



Congratulations! You're ready for your next big idea!

Your customers might appreciate your product for a while, but things change. Customer needs shift over time due to new technologies, emerging competitors, and evolving lifestyles. This evolution influences what customers want.

Stay on top of your game by consistently exploring new possibilities. Regularly revisiting this process ensures you adapt to changing conditions and remain ahead of the curve.

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