Thank You!

- Reviewers
  - Moss Drake
  - Roslyn Lindquist
Now, a word from my sponsor...

A Leading Provider of Business and Financial Management Solutions

- Founded in 1983
- FY 2011 revenue of $3.8 billion
- Traded on the Nasdaq: INTU
- Employs more than 7,800 people
- Offices across the U.S., Canada, India and U.K.
- 50 million customers

Fortune's 100 Best Companies to Work For 10 years running
Tale of Two Meetings

- Come up with a Freemium solution for payroll
- High-Velocity Organization Training
What is Design?

- Product Design is an art
- Product Design is a science
- See how it's done at IDEO

Video Insights

- Methodology
  - Definite life-cycle
  - Periods of going broad, periods of narrowing down
  - Managed Chaos
  - Time-bound

- People
  - "Adults in the room" (Innovation Catalysts)
  - Lots of people
  - Different backgrounds / mindsets
Design for Delight

- Intuit’s methodology for product design
- Deep Customer Empathy
- Go Broad to go Narrow
- Rapid Experiments with Customers

D4D Case Study

- What is a process?

- Who is the customer?
Process Mapping  (Customer Empathy)
Pain Point Identification

- Customer identifies the pain points in the process
- Choose one to fix
  - Voting
  - Business oriented criteria

Let’s talk about emotions
Brainstorming Solutions (Go Broad to go Narrow)

“To have a good idea, you must first have lots of ideas.”

—Linus Pauling

Share ideas

“In fact, in every session, there should be several ideas so bizarre that they make the group laugh.”

—Stephen Bryant, Innovation Catalyst
Build on Ideas

"Remember that practical ideas very often come from silly, impractical, impossible ones."

- Stephen Bryant, Innovation Catalyst

Down Select (Go Narrow)

<table>
<thead>
<tr>
<th>Easy to Implement</th>
<th>Hard to Implement</th>
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<tbody>
<tr>
<td>Easy to test</td>
<td>High Impact to solving problem</td>
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<tr>
<td>Likely to solve problem</td>
<td></td>
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<tr>
<td>Likely to solve problem, but more expense to test</td>
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</tbody>
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Down select (go narrow)

Rapid Experimentation

“I have not failed 700 times. I have succeeded in proving those 700 ways will not work. When I have eliminated the ways that will not work, I will find the way that will work.”

--Thomas Edison
Rapid Experimentation

- Tell a story about your solution, engage your customer
  - Story boards
  - Paper Prototypes
  - Wireframe

- This is just the beginning…

- Continuous Improvement is a virtuous cycle

Observations

- Most participants would recommend D4D as a method for identifying process improvements
  - They appreciated the collaboration
  - Several “ah-ha” moments when engaging with customers

- Care should be taken in selecting customers
  - Results are highly dependent on customer empathy
  - Make sure the customers are representative

- Care should be taken in selecting ideas to test
  - Judging ideas on ease to implement and bias towards rapid experimentation may lead to evolutionary improvements rather than revolutionary
Thank You

- Reference keywords
  - IDEO Method cards
  - Stanford Design School Bootstrap Bootcamp
  - Youtube: Nightline Deep Dive IDEO

- Contact me:
  - John_Ruberto@intuit.com / JohnRuberto@gmail.com
  - Blog.ruberto.com
  - @JohnRuberto

Excerpt from PNSQC 2011

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