

Faculty of Economics
Thammasat University

BE
Bachelor of Economics
Thammasat University

MK 422 Marketing Strategy for Entrepreneurs (Class 2)

Introduction to Entrepreneurship: Design Thinking and Understanding the Customer



Course Schedule (Pre-Mid Terms)

Introduction to
Entrepreneurship



Customer
Insight with
Design
Thinking
Process



Megatrends



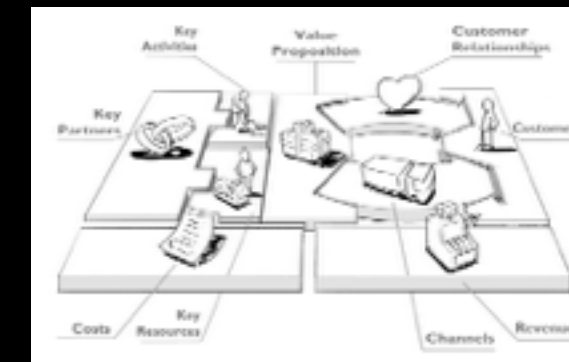
Orthodoxies



Blue Ocean
Strategy



Business
Model

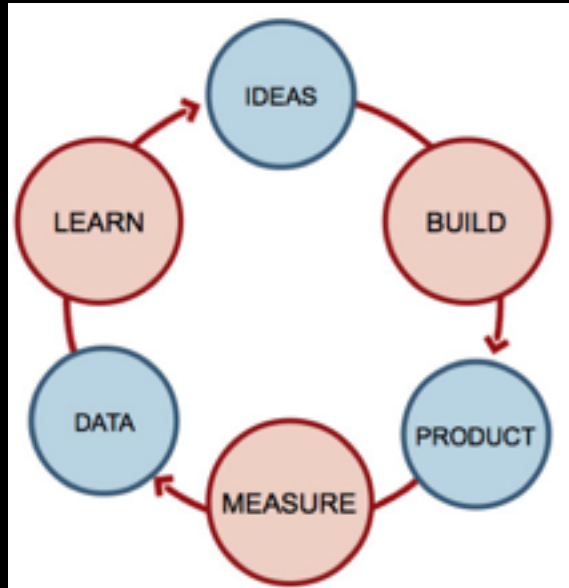


Business Idea
Presentations



Course Schedule (Post-Mid Terms)

Lean Startup



Marketing and Positioning for Innovators



Consumer Behavior and Branding



Advertisement



Pricing and Sale Strategy



Change Management



Presentation and Pitching



Course Schedule (Pre-Mid Terms)

Introduction to
Entrepreneurship



Customer
Insight with
Design
Thinking
Process



Megatrends

2014+



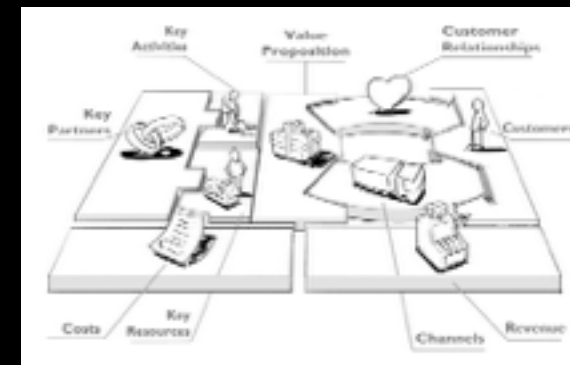
Orthodoxies



Blue Ocean
Strategy



Business
Model



Business Idea
Presentations



Design a **Wallet!!!**

Design the **IDEAL** wallet.

Draw 3min

Sketch your idea here!

Your NEW mission:

Design something useful and meaningful for your partner. Start by gaining empathy.

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig deeper

8min (2 sessions x 4 minutes each)

Notes from your second interview

Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*

*use verbs

insights: new learnings about your partner's feelings/
worldview to leverage in your design*

*make inferences from what you heard

4 Define problem statement 3min



_____ name

needs a way to _____


user's need

Unexpectedly, in his/her world,

_____ insight

Ideate: generate alternatives to test.

5 Sketch 3-5 radical ways to meet your user's needs. 5min



write your problem statement above

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6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

6min

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

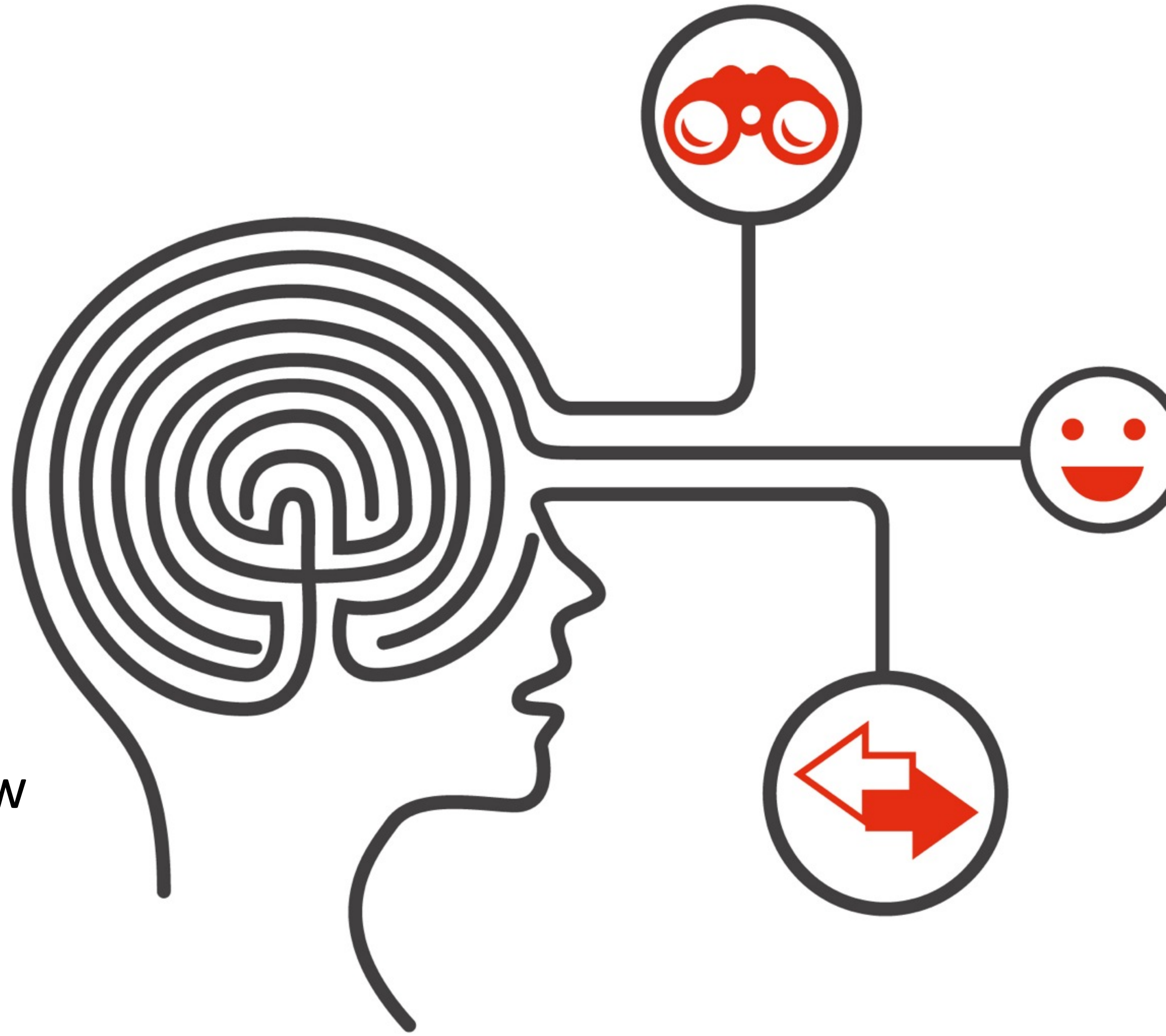
? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

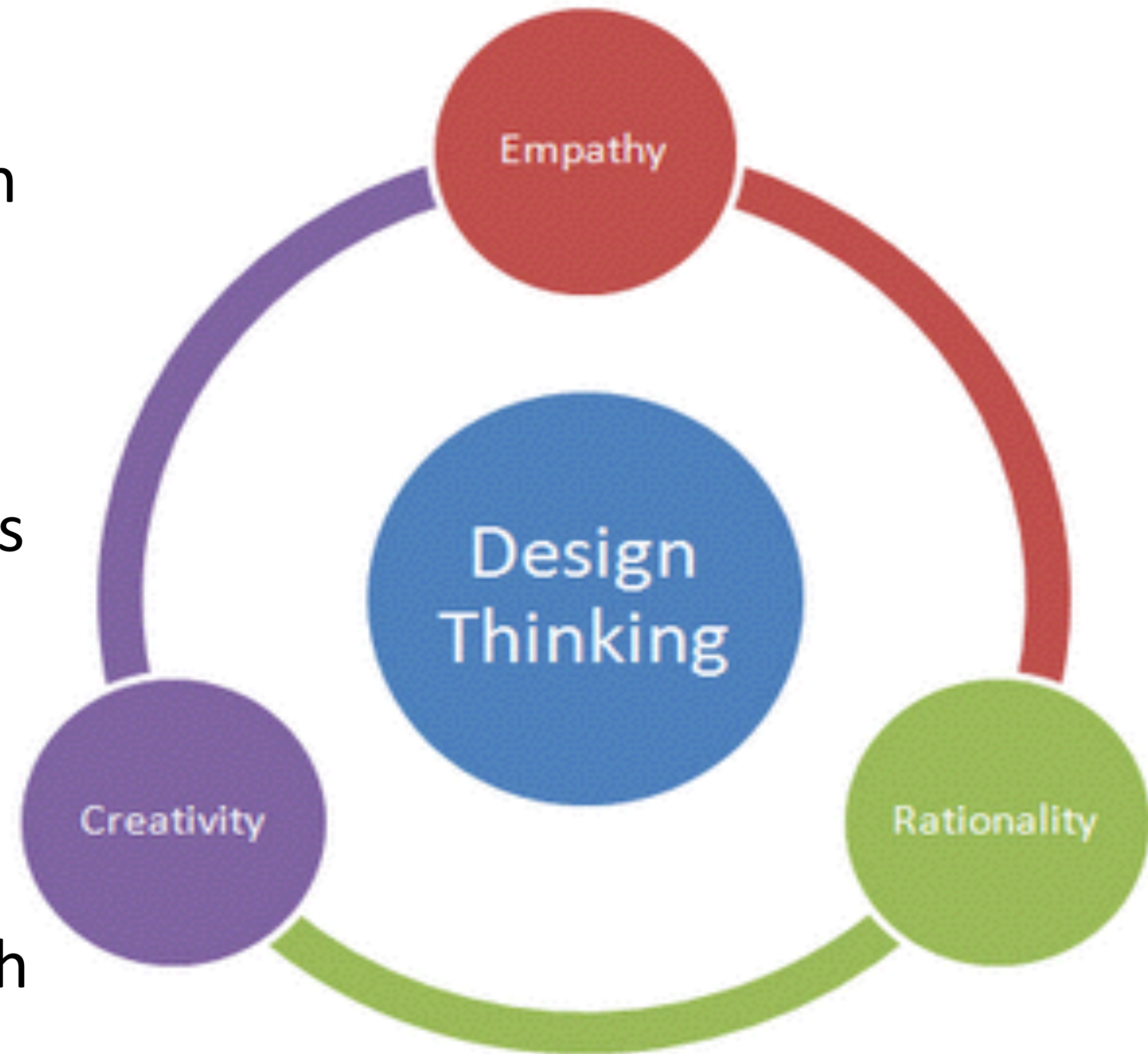
What is **Design Thinking?**

- Method / mindset used by designers
- Step by process for routine innovation
- Buckets of strategies for people to come up with new ideas
- Can develop and improve

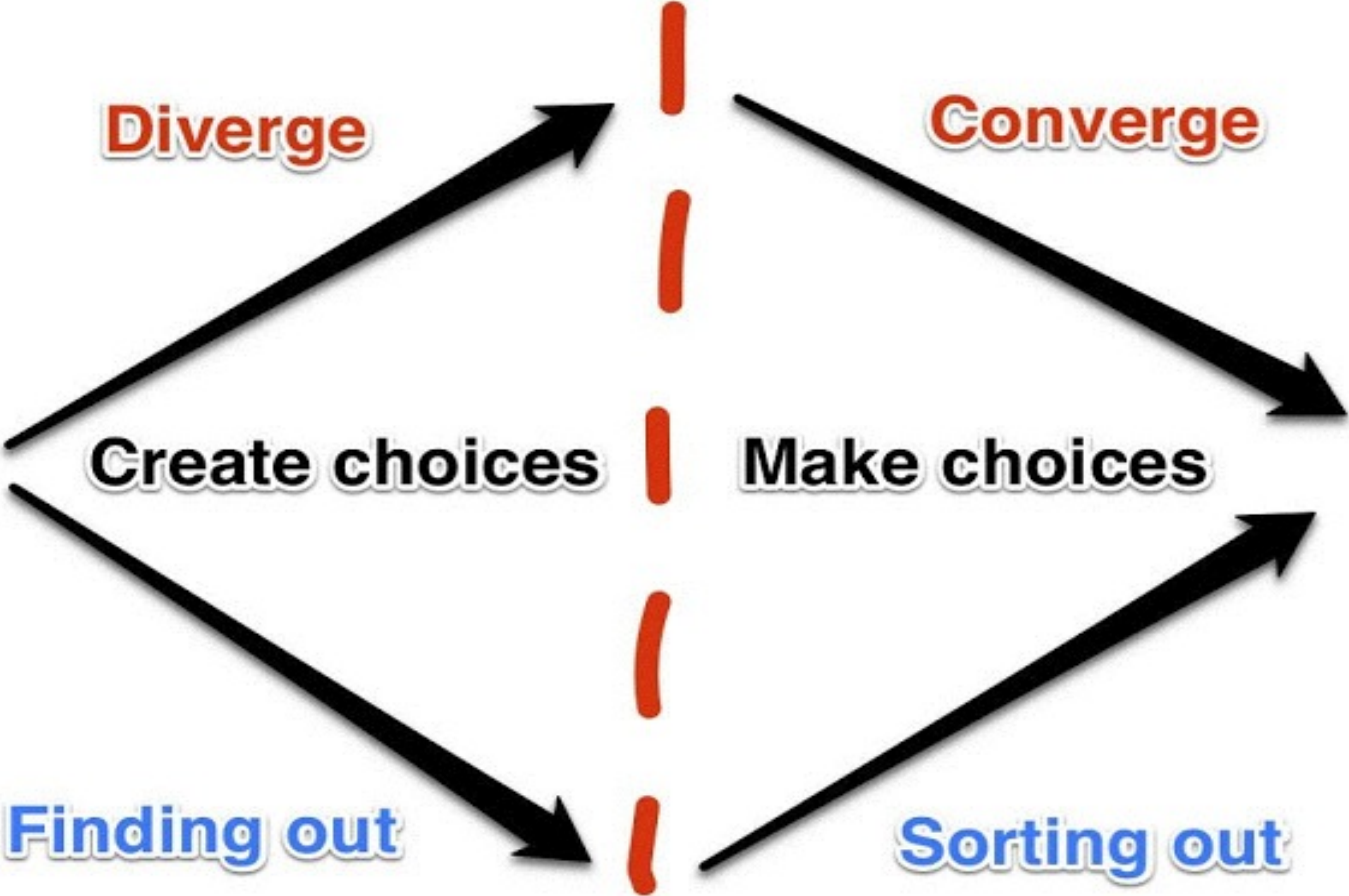


The Ingredients essential to Design Thinking include:

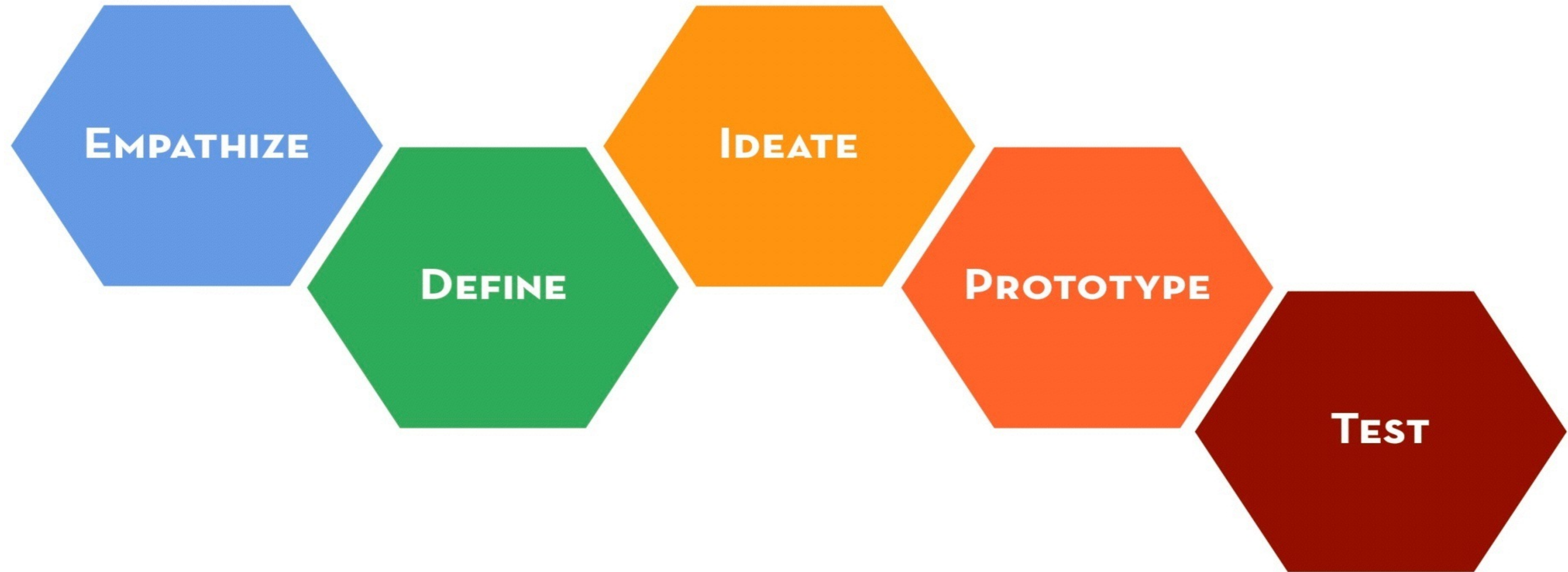
- **Empathy:** understanding the design customer and their needs & wants through being human-centric
- **Rationality:** insight into the realities and key drivers in the context through bias for results
- **Creativity:** imagining new possibilities that have value through iterations



Design Thinkers need 2 radically different problem solving approaches



Design Thinking's Process is highly intuitive



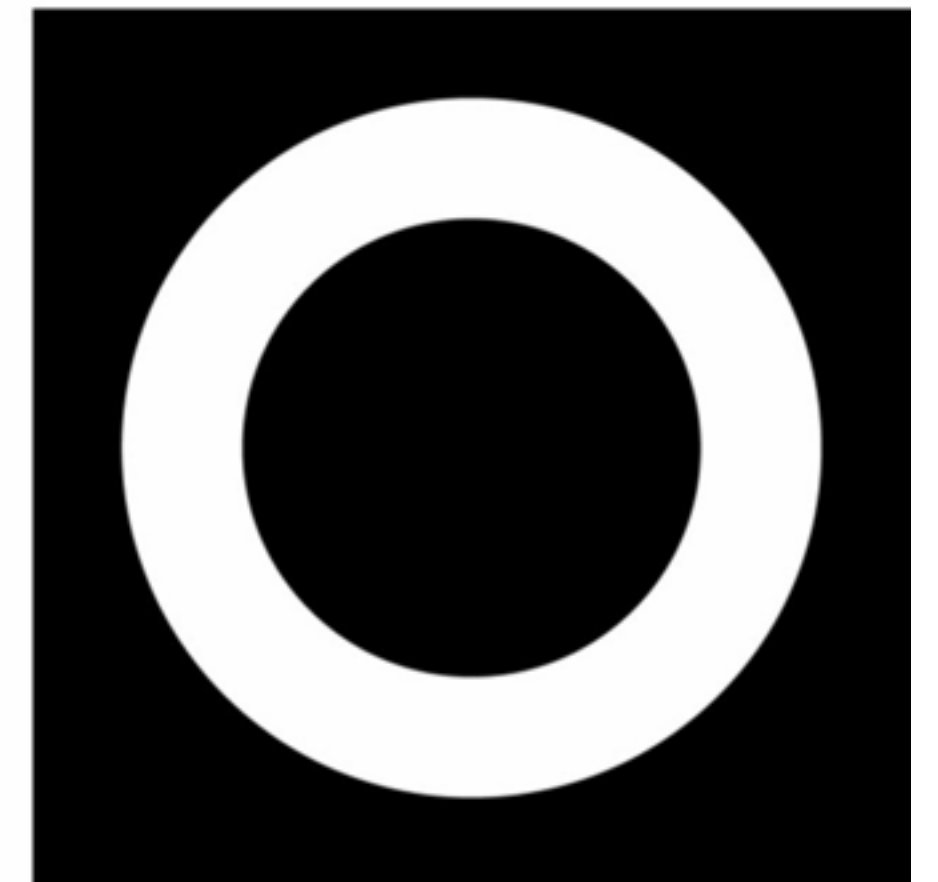
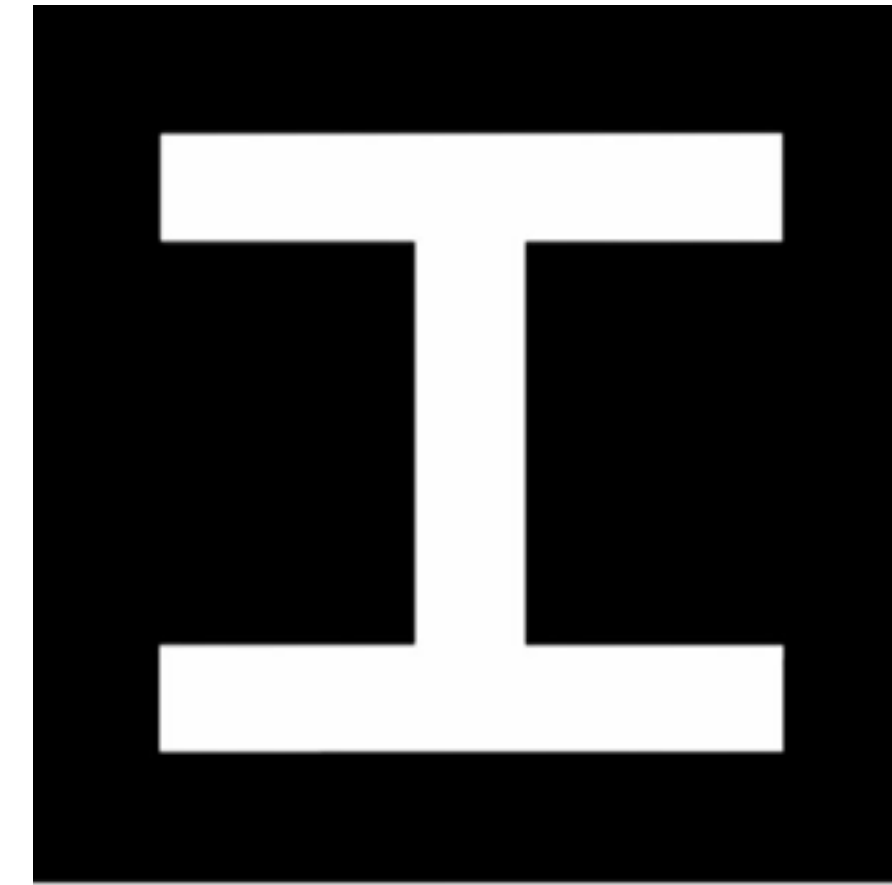


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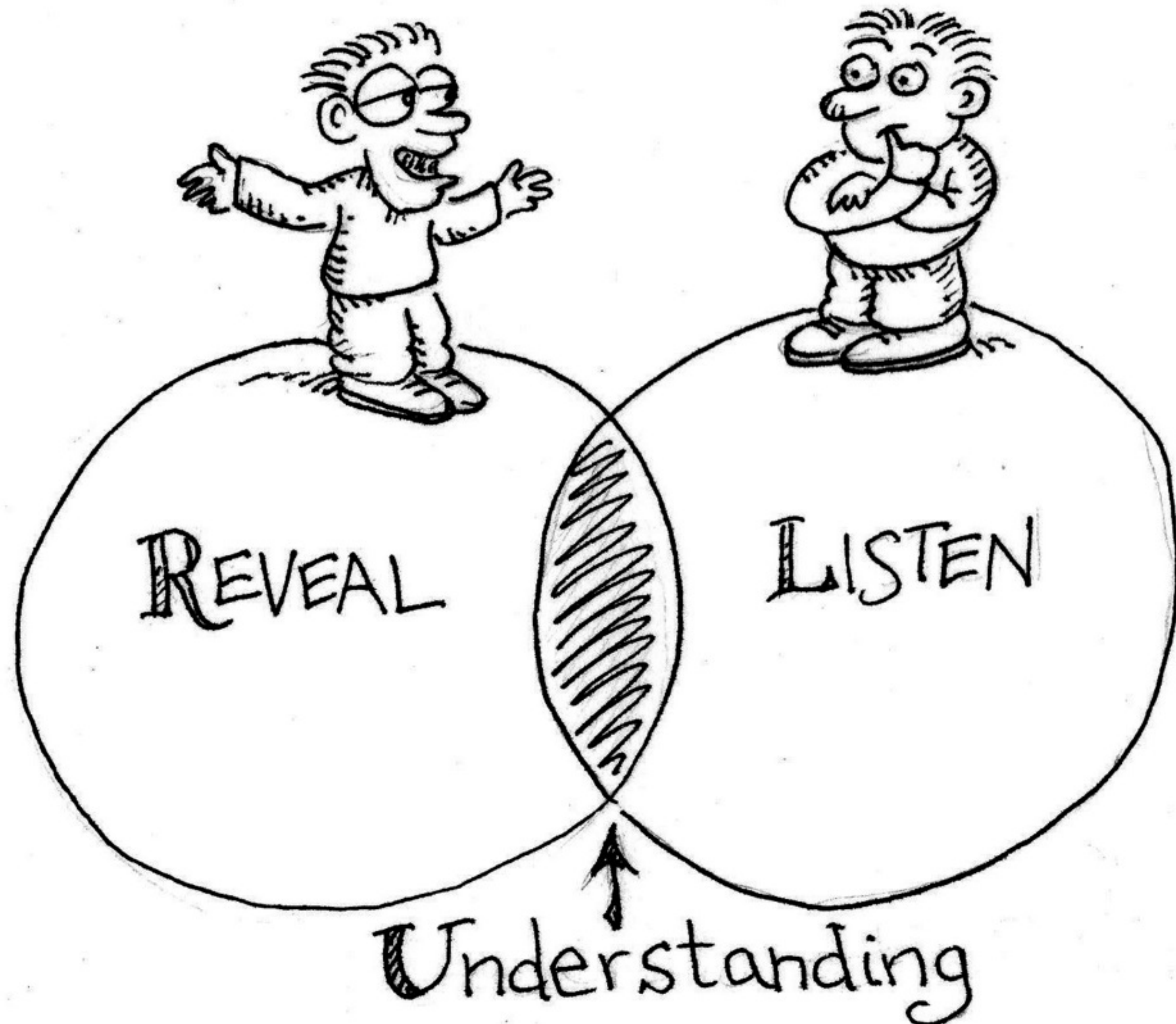
HASSO PLATTNER

Institute of Design at Stanford

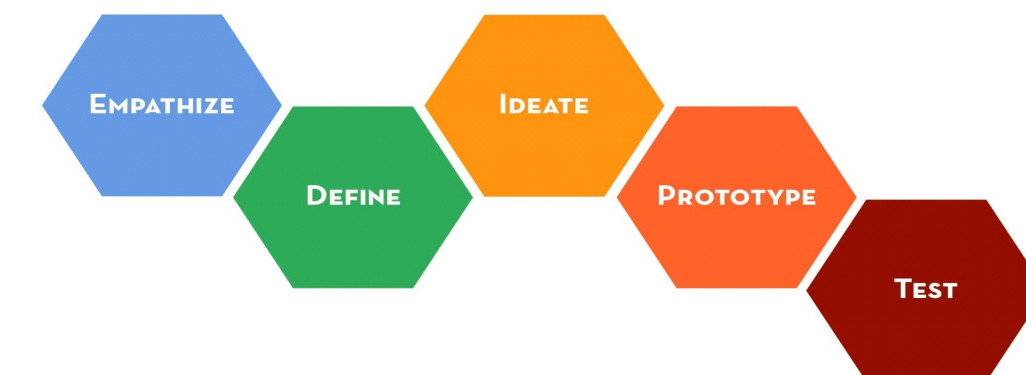


Empathize

To feel what someone else feels. To walk in another's shoes



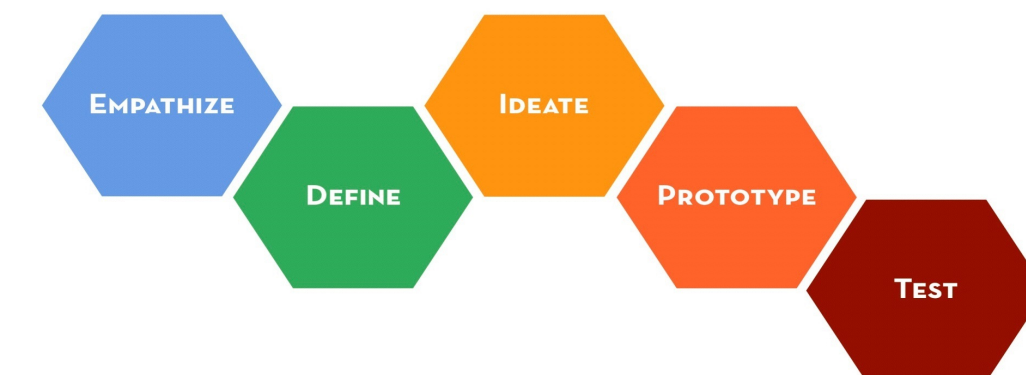
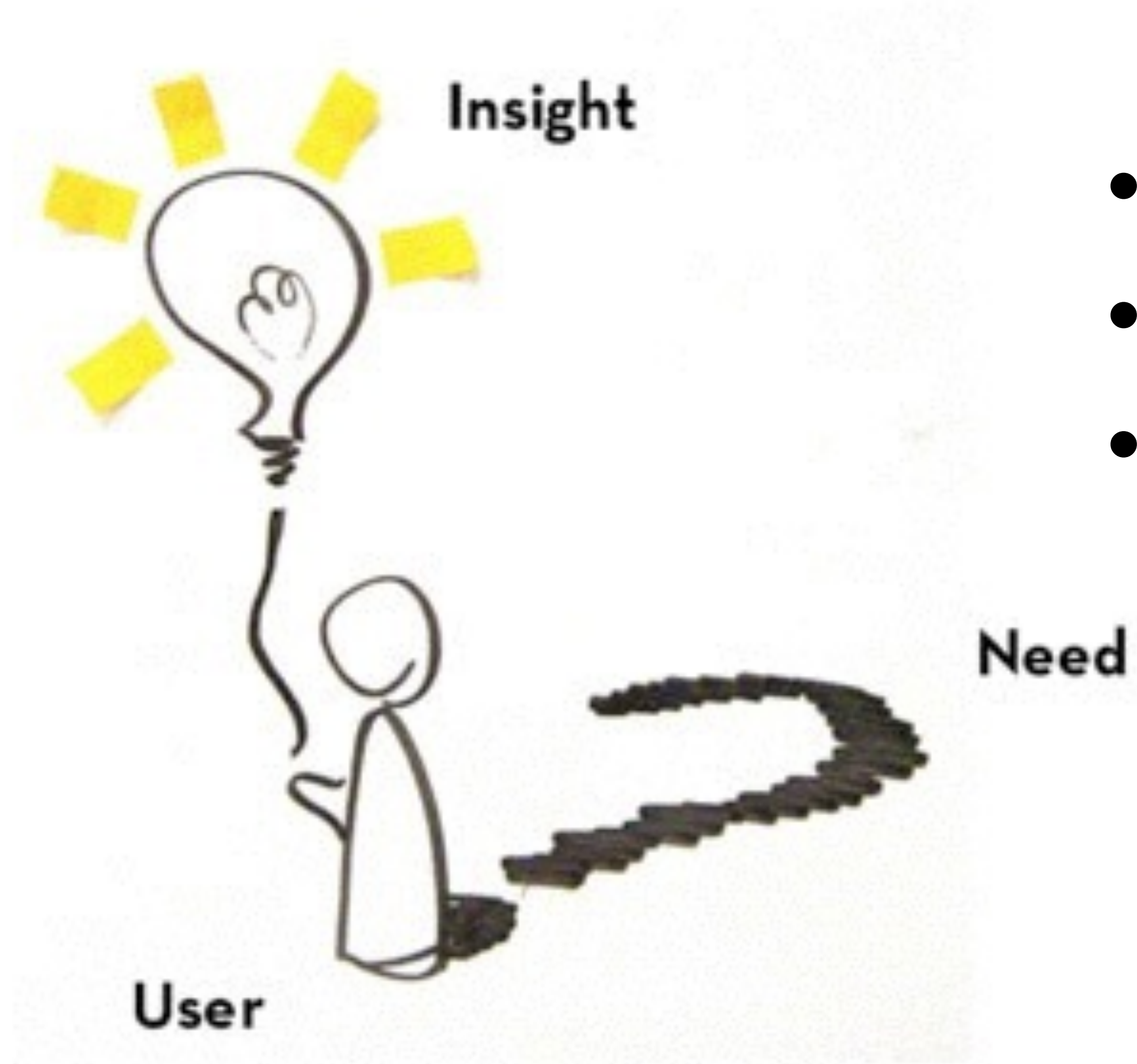
- Immersion
- Observation
- Engagement



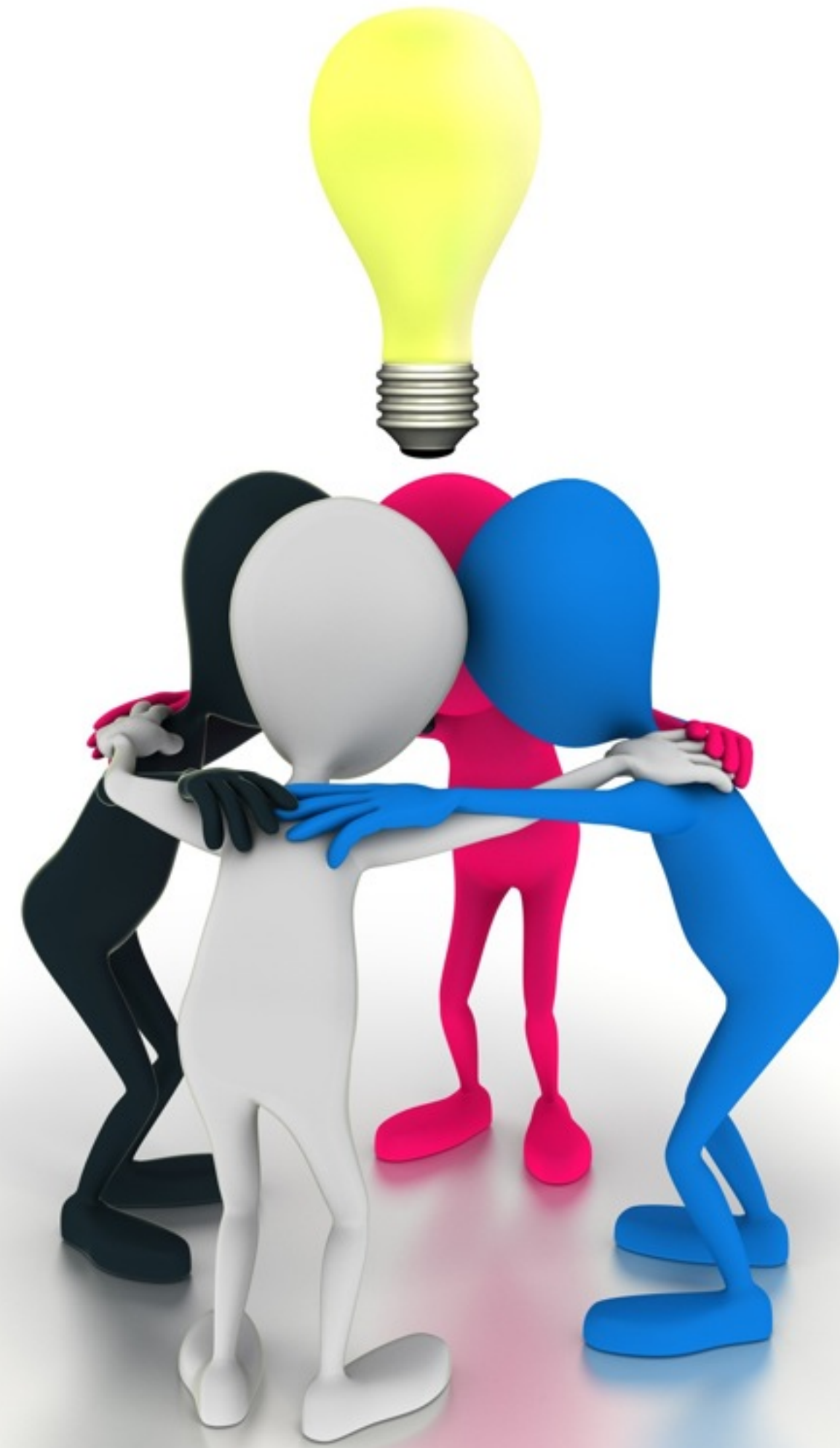
Define

Establishing what the problem is

- Pain-points
- Gains & Benefits
- Wide-enough Design Scope

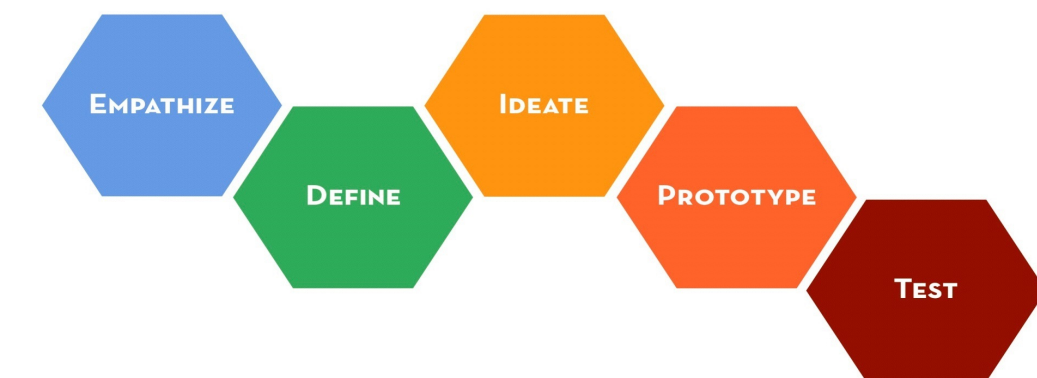


Ideation



Creating potential solutions

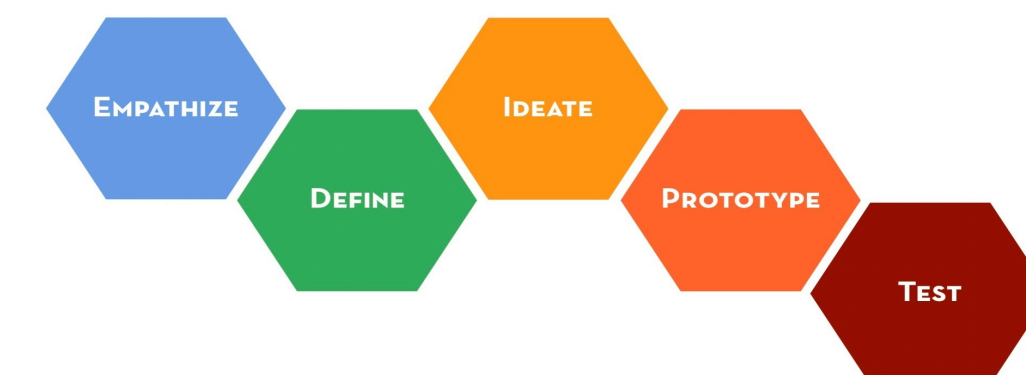
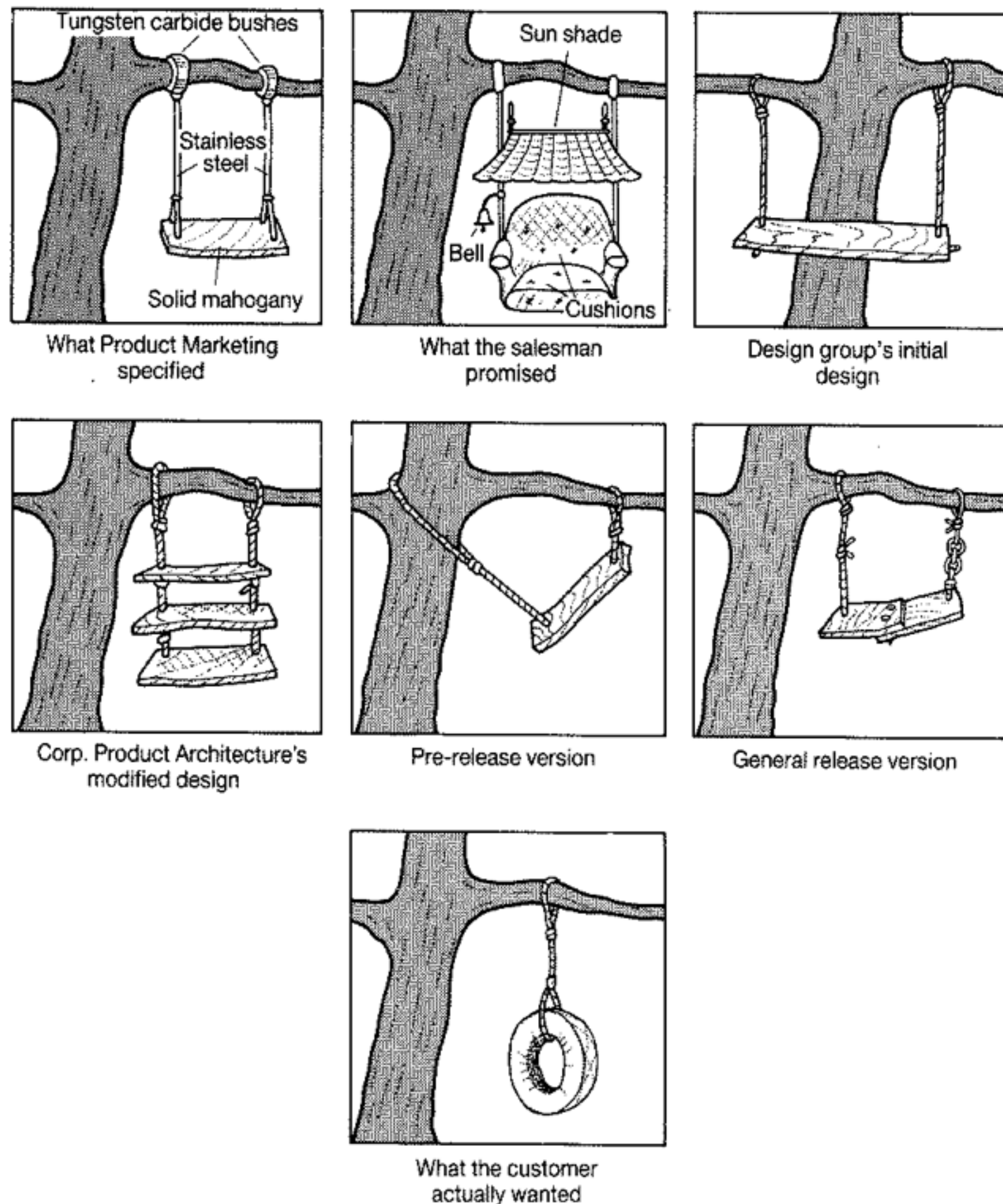
- One conversation at a time
- Go for quantity
- Headline
- Build on the ideas of others
- Encourage wild ideas
- Be visual
- Defer judgement – No Blocks!



Prototyping

Resolving solutions

- Doesn't need to be complex or expensive
- Only needed to help generate feedback and validate assumptions and evolve the idea

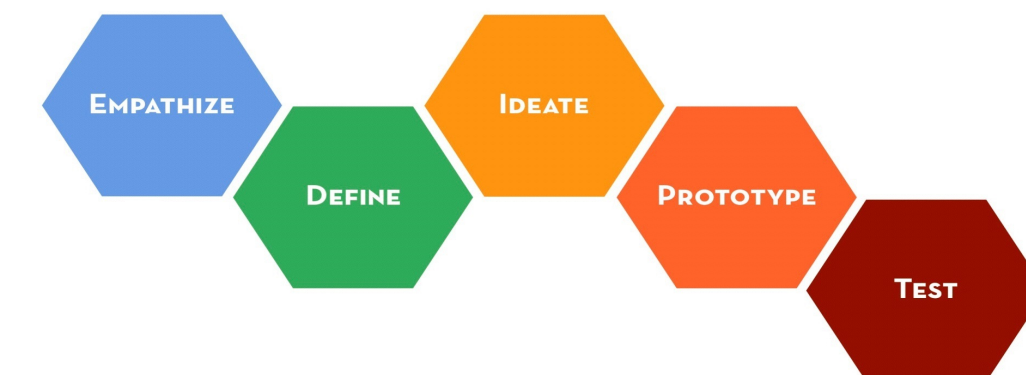




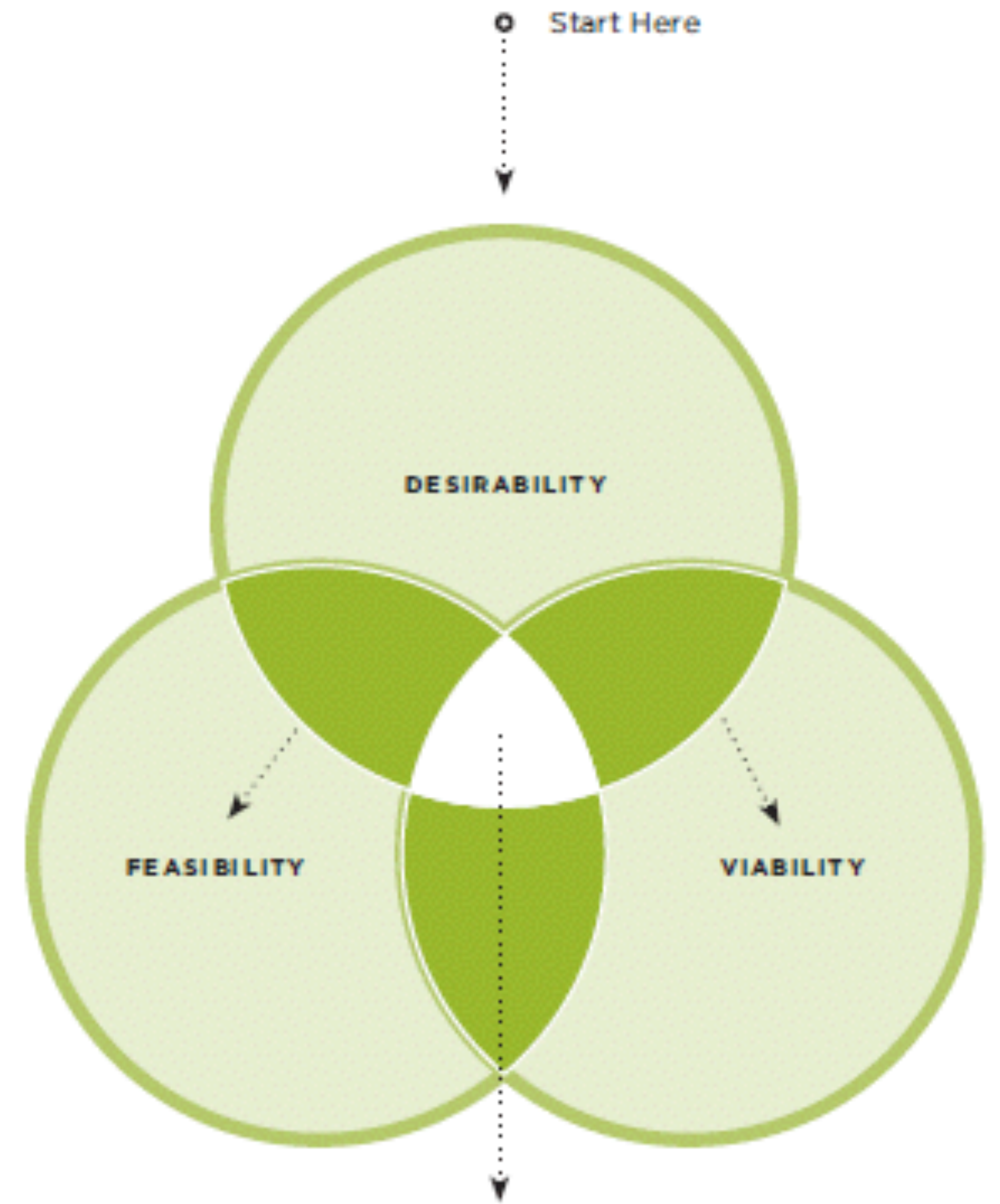
Test

The chance to refine our solutions and make them better

Bear-Proof Product Testing

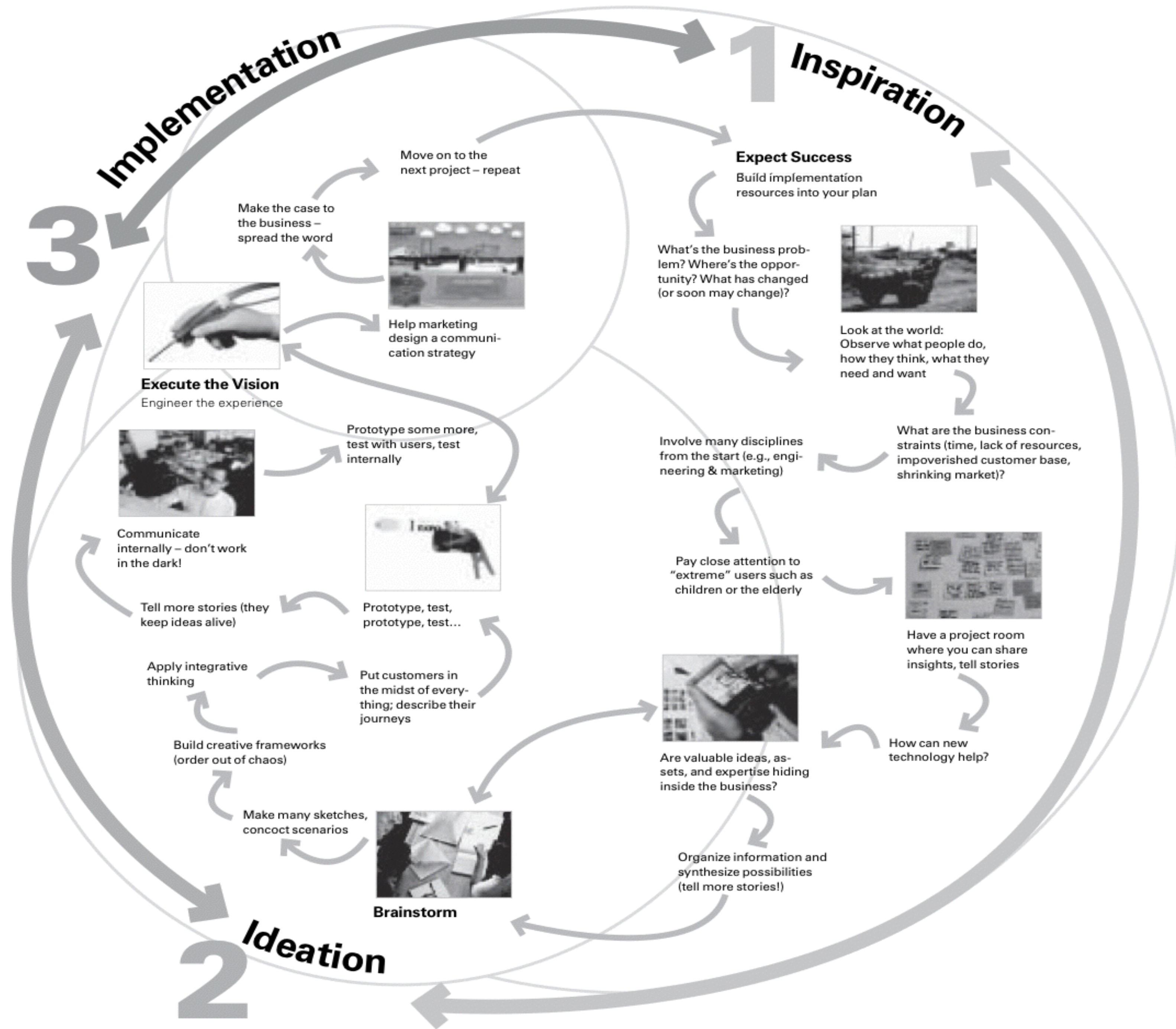


The 3 Tests of **Design**

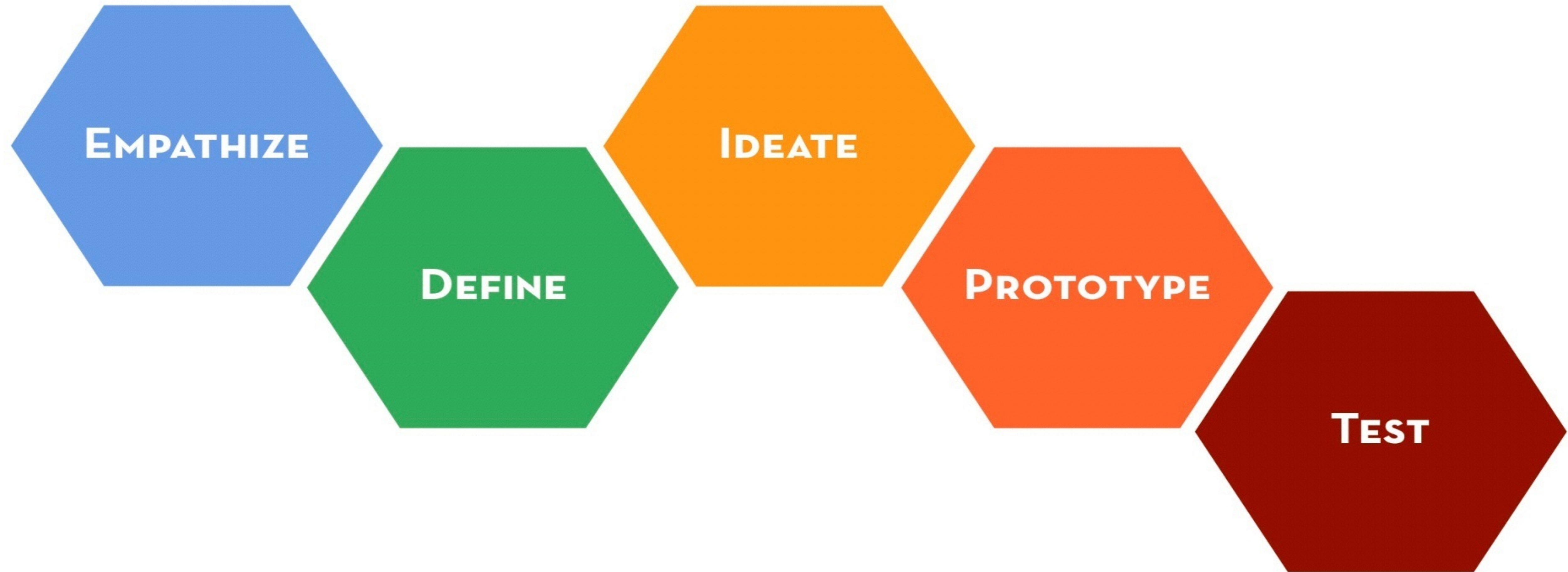


The solutions that emerge at the end of the Human-Centered Design should hit the overlap of these three lenses; they need to be **Desirable, Feasible, and Viable.**

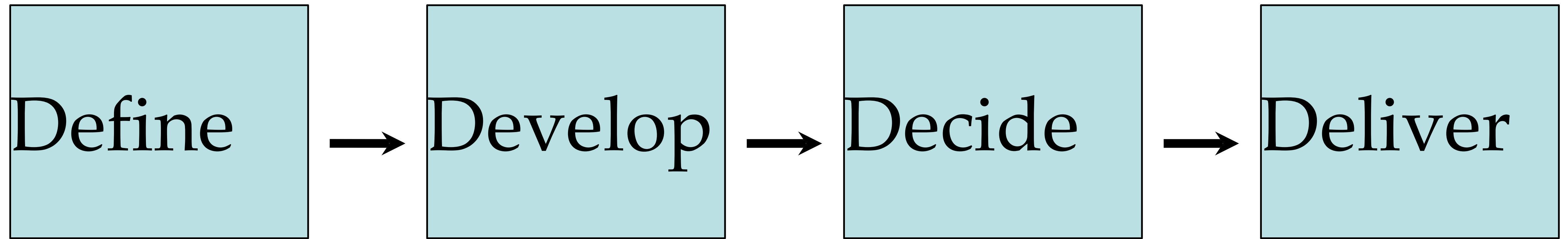
The 3 Spaces
of Design
Thinking are
very fluid and
interwoven



Design Thinking's Process is highly intuitive...



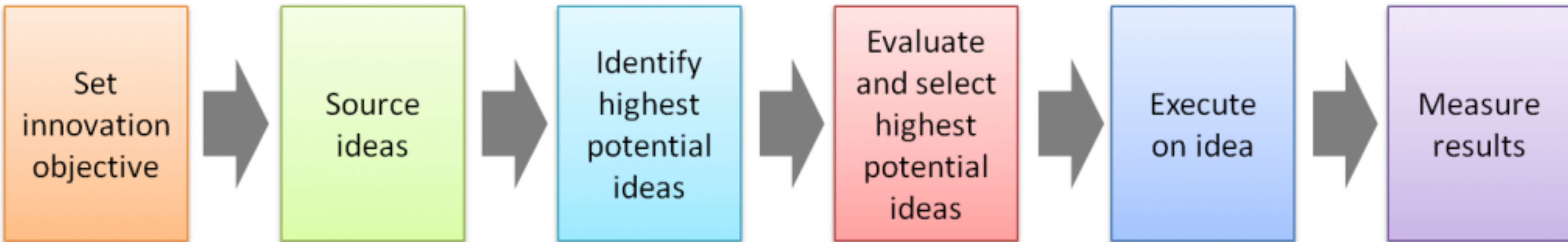
... and similar to 4 Ds Generic Innovation Process



... and other Innovation Processes too!

The Innovation Process

Employee-Driven Innovation





**don't compete with competitors' products...
instead, compete to do the “job” for the consumer**

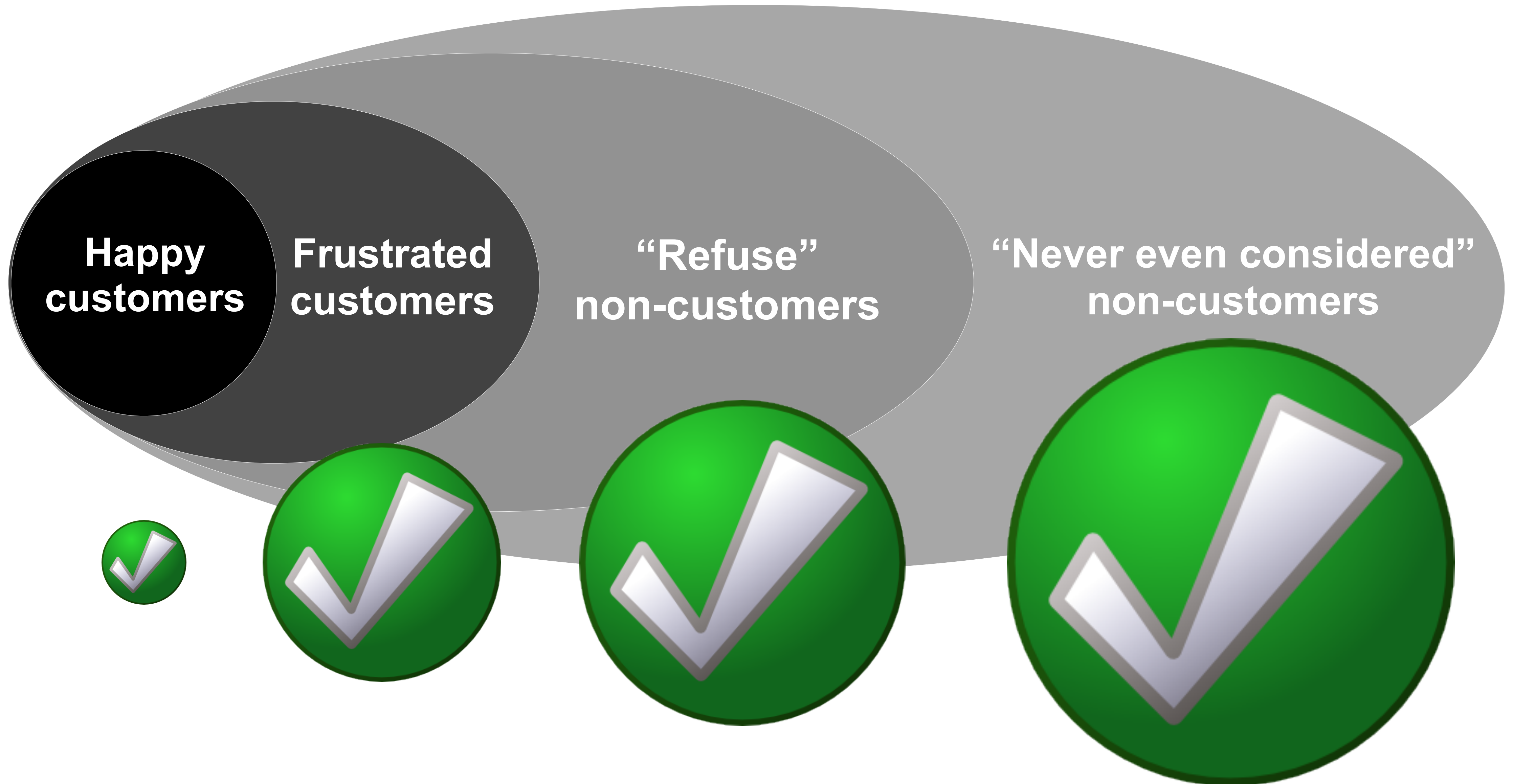


~~Problems~~

Solutions

What is customer problems or needs

Which Customers?

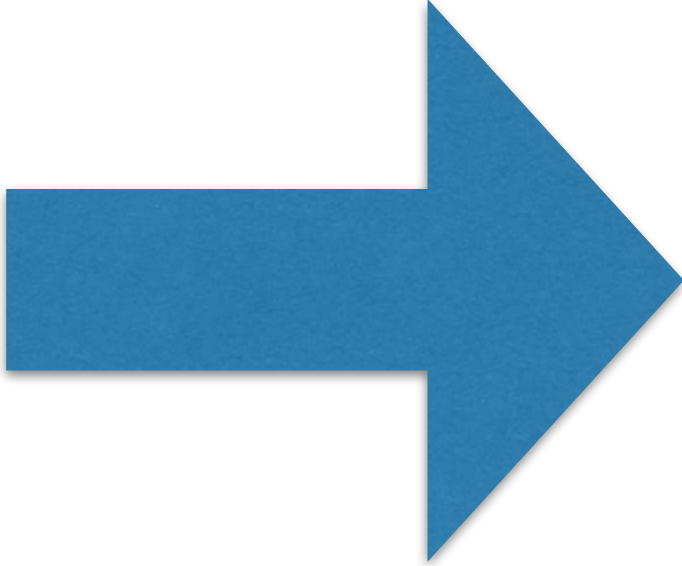


**So how do we know what non-
customers want?**

~~Market~~

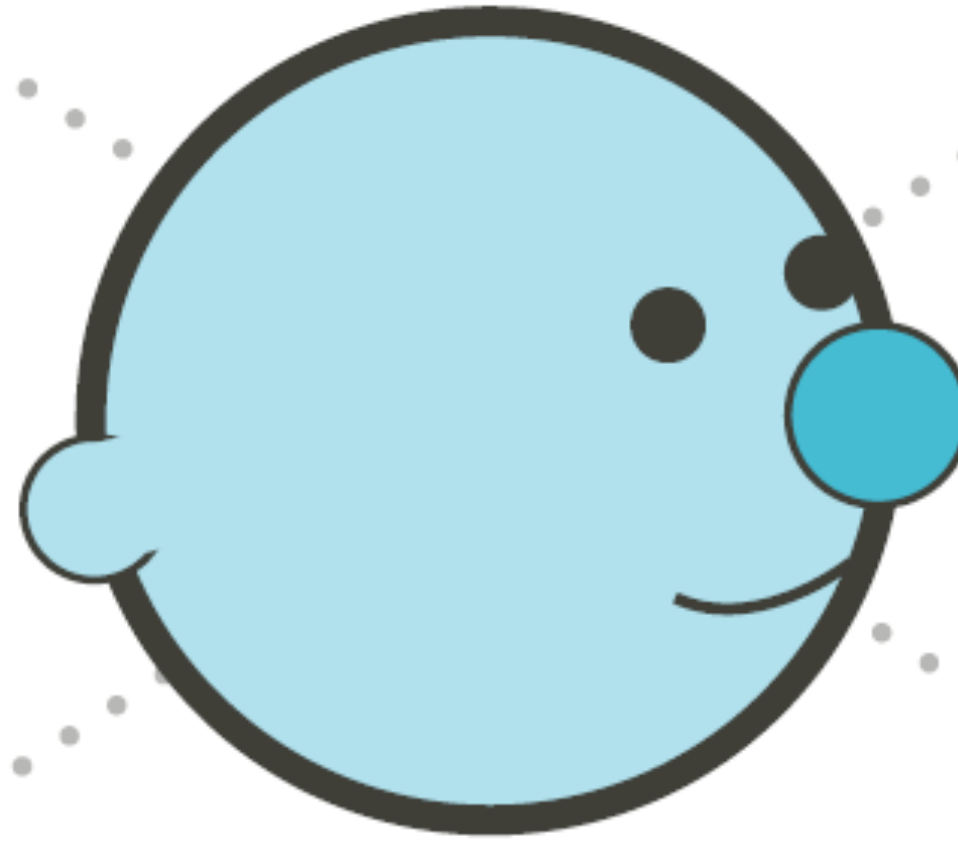


**So how do we know what non-
customers want?**

~~**ASK**~~  **Observe**

THINK AND FEEL

what really matters
worries, aspirations
preoccupations



HEAR

what friends say
what boss says
what influencers say

SEE

environment
friends
what the market offers

SEE AND DO

attitude in public
appearance
behavior towards others

PAIN

fears, frustrations, obstacles

GAIN

wants/needs, measures of success

 **CUSTOMER NEEDS**

What do they

THINK AND FEEL?

*what really counts
major preoccupations
worries & aspirations*

What do they

HEAR?

*what friends say
what boss says
what influencers say*

What do they

SEE?

*environment
friends
what the market offers*

What do they

SAY AND DO?

*attitude in public
appearance
behavior towards others*

PAIN

*fears
frustrations
obstacles*

GAIN

*What do they hope to achieve?
How might they measure success?*

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