

From Inception to Delivery

using disruptive innovation, design thinking and agile to create value

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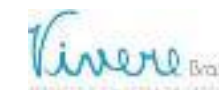
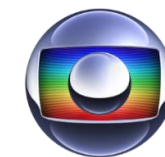
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CERTIFICADOS E FORMAÇÃO



EXPERIÊNCIA



Question: why we hear so much about Design Thinking, Agile and Innovation?

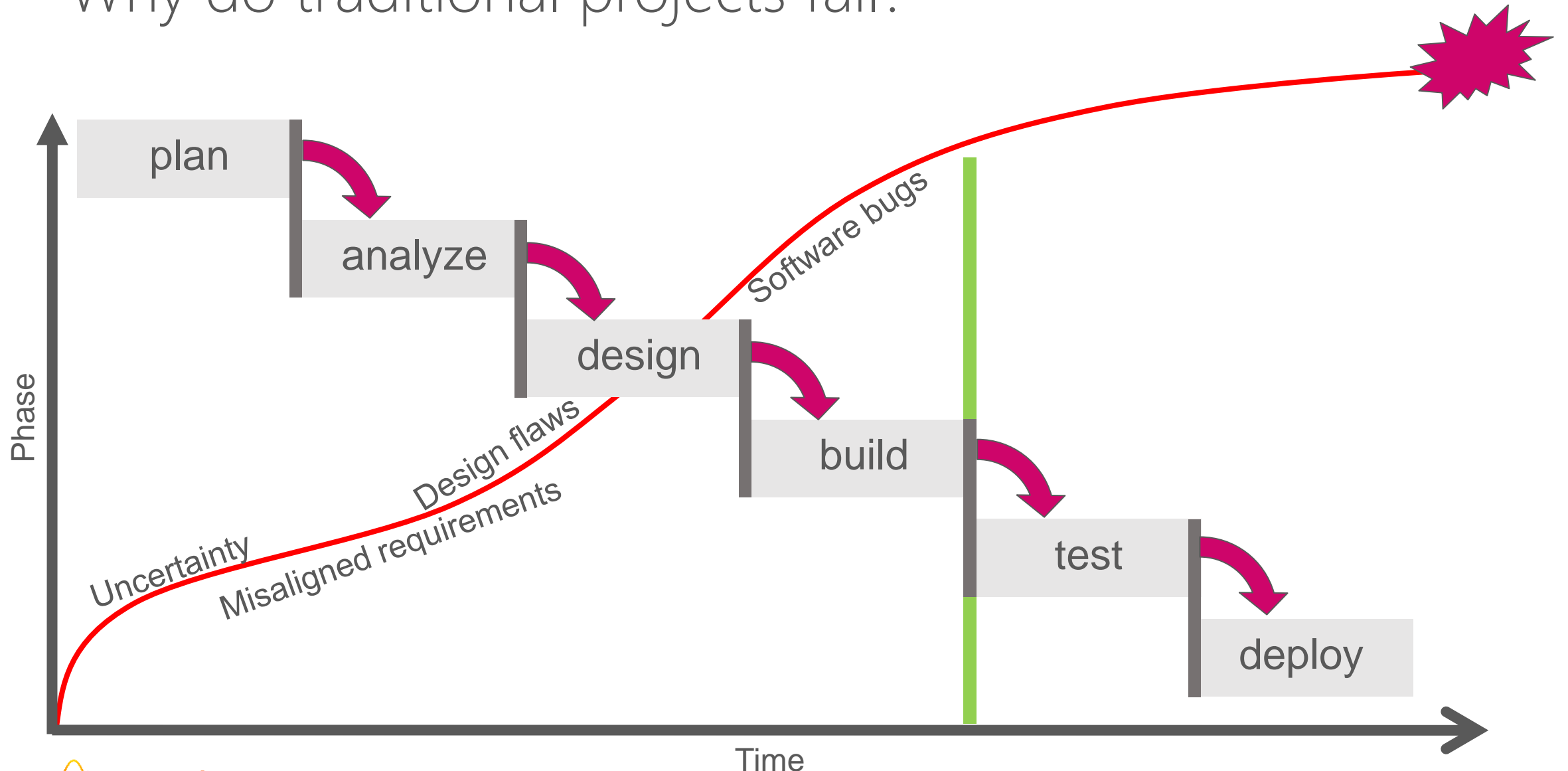
Answer: because we don't know how manage
our type of work!

On closer inspection:

	SUCCESSFUL	CHALLENGED	FAILED
Grand	2%	7%	17%
Large	6%	17%	24%
Medium	9%	26%	31%
Moderate	21%	32%	17%
Small	62%	16%	11%
TOTAL	100%	100%	100%

The resolution of all software projects by size from FY2011-2015 within the new CHAOS database.

Why do traditional projects fail?



Business Administration 101

- Let's remember college times:
 - Frederick Taylor publishes his "*Principles of Scientific Administration*" in 1911;
 - The book is the base of the modern administration;
 - This discipline is concerned with the productivity of the workforce;
- 3% per annum compound is the rate the productivity of the manual worker is increasing since 1911; (or, a 24x increase in productivity);

Simply put, we came with Scientific Administration to manage this...



...and we are still trying to use it to manage this.



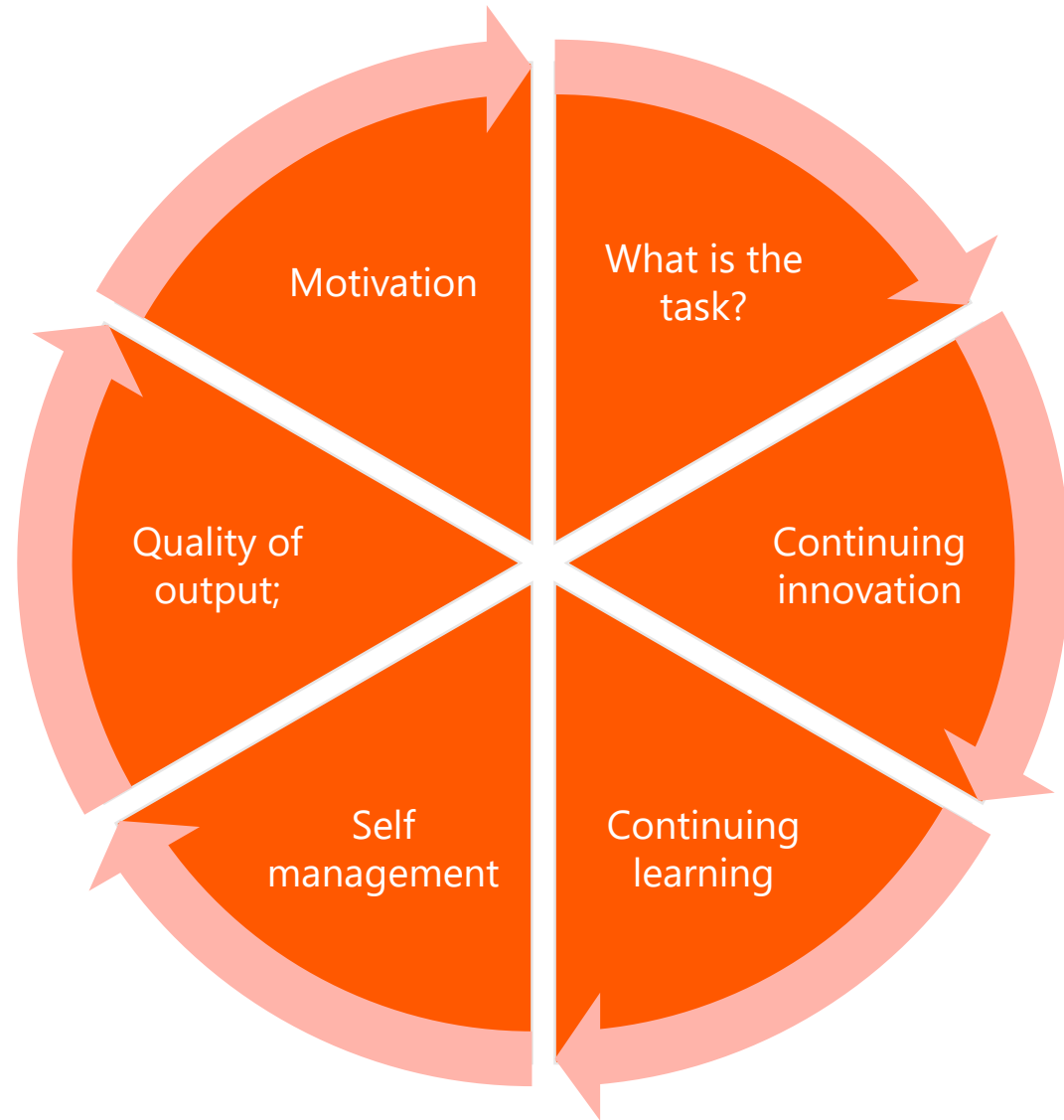
Why?

- We have thousands of years of experience in managing manual workers;
- We only have a few decades trying to understand knowledge workers;
- We are still trying to adapt the scientific management principles to control knowledge workers;

However...

- In 1957 Peter F. Drucker created the term “Knowledge workers”:
 - Their work is defined by its emphasis on "non-routine" problem solving;
 - What we know today about the knowledge worker is the equivalent of what we knew in the 1900's in terms of the productivity of the manual worker;

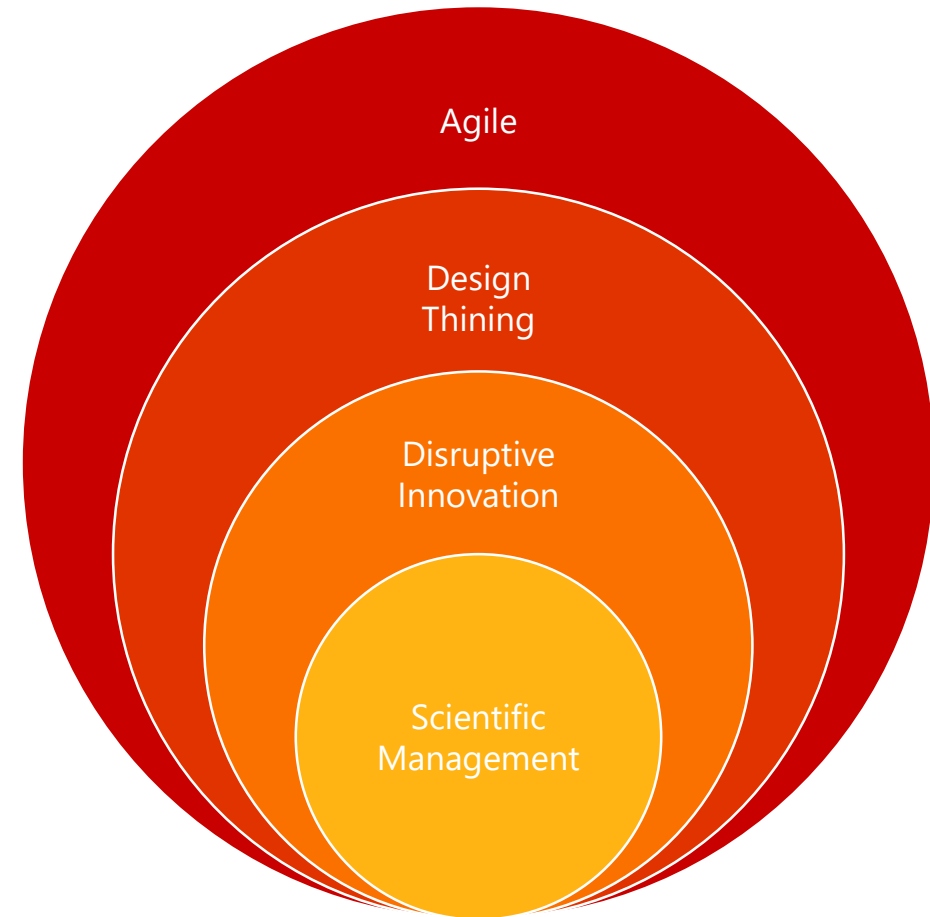
Six major factors determine knowledge-worker productivity:



So... Should we excommunicate scientific management?

No!

We must build a new way of management upon it!



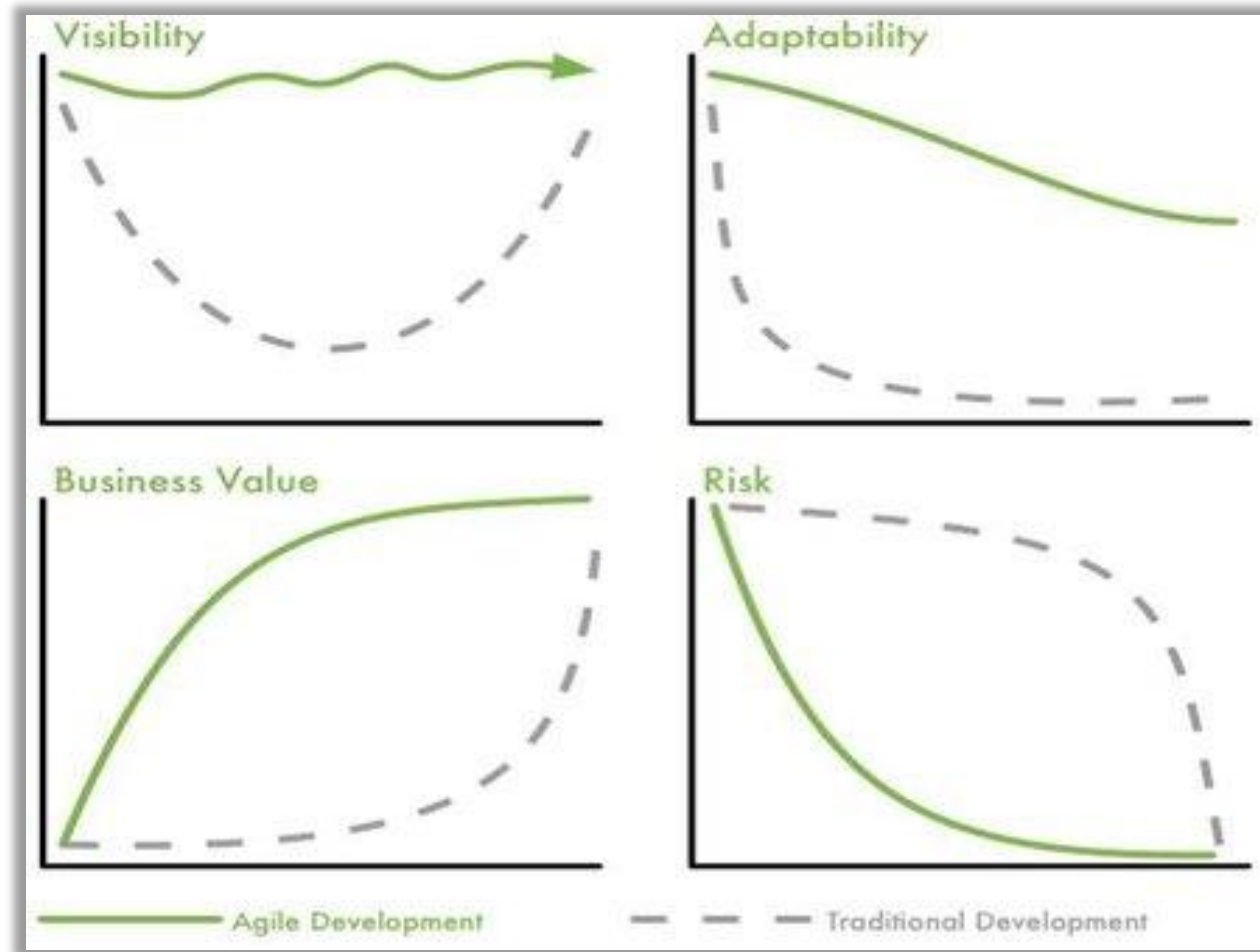
LET'S GET
STARTED



What's a framework?



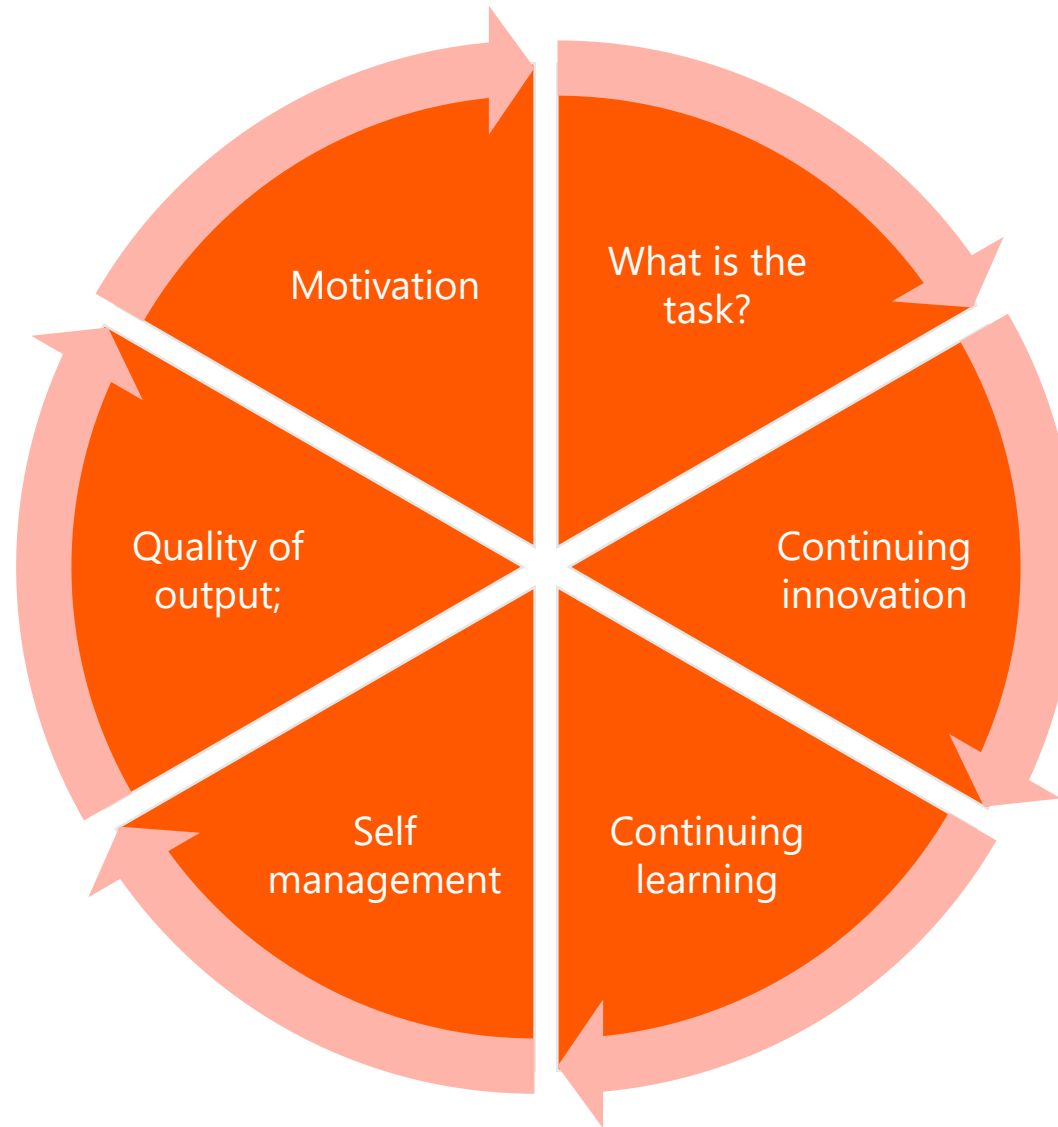
What all modern frameworks aspire?

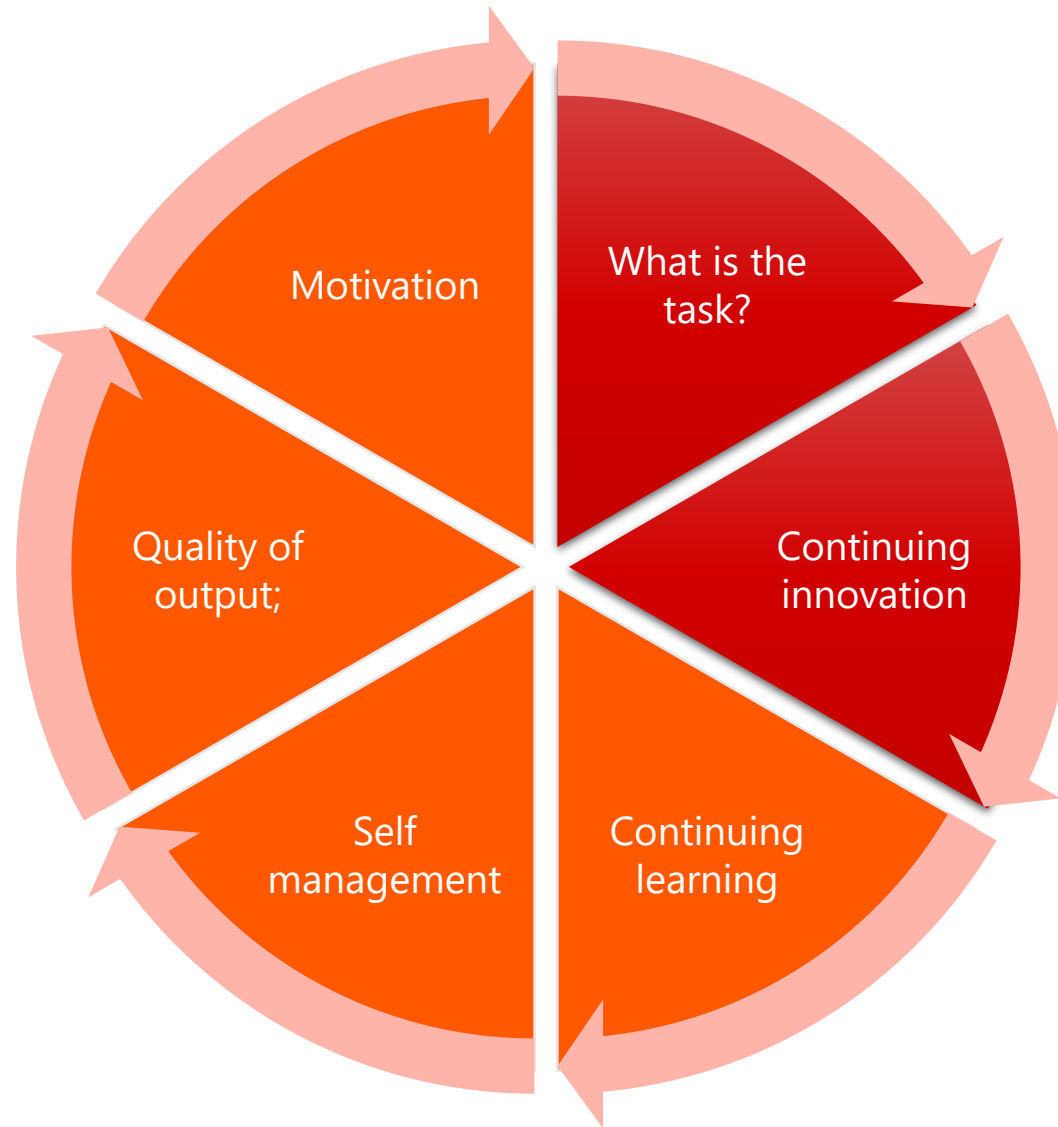


They try to achieve that by...



Disruptive Innovation





Innovation

Measurable change between the past and present states of the innovation's object.



The most basic innovation process



UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



INNOVATION!



RESEARCH

CONCEPT PROTOTYPE

DESIGN

Types of Innovation

Sustaining

Disruptive

New
Market

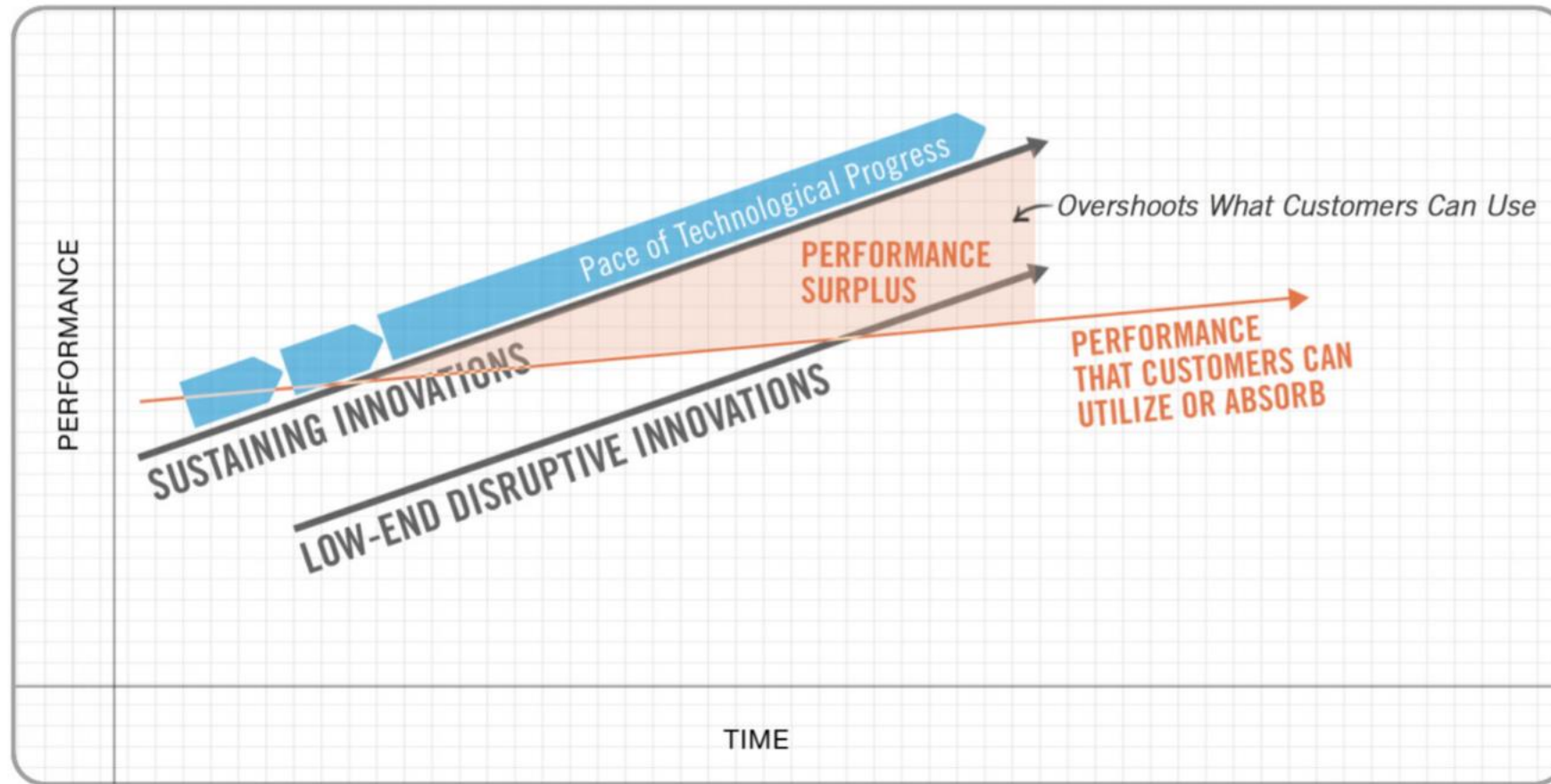
Sustaining Innovation

- Continuous evolution over the current products and/or services;
- It usually has much more functions than the users need;





Sustaining versus Disruptive Innovation

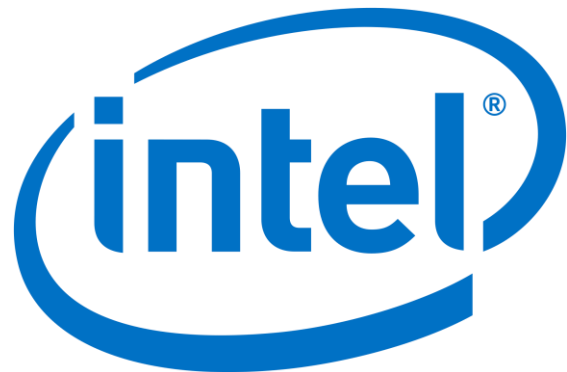


NETFLIX



amazon

GoPro



Walgreens

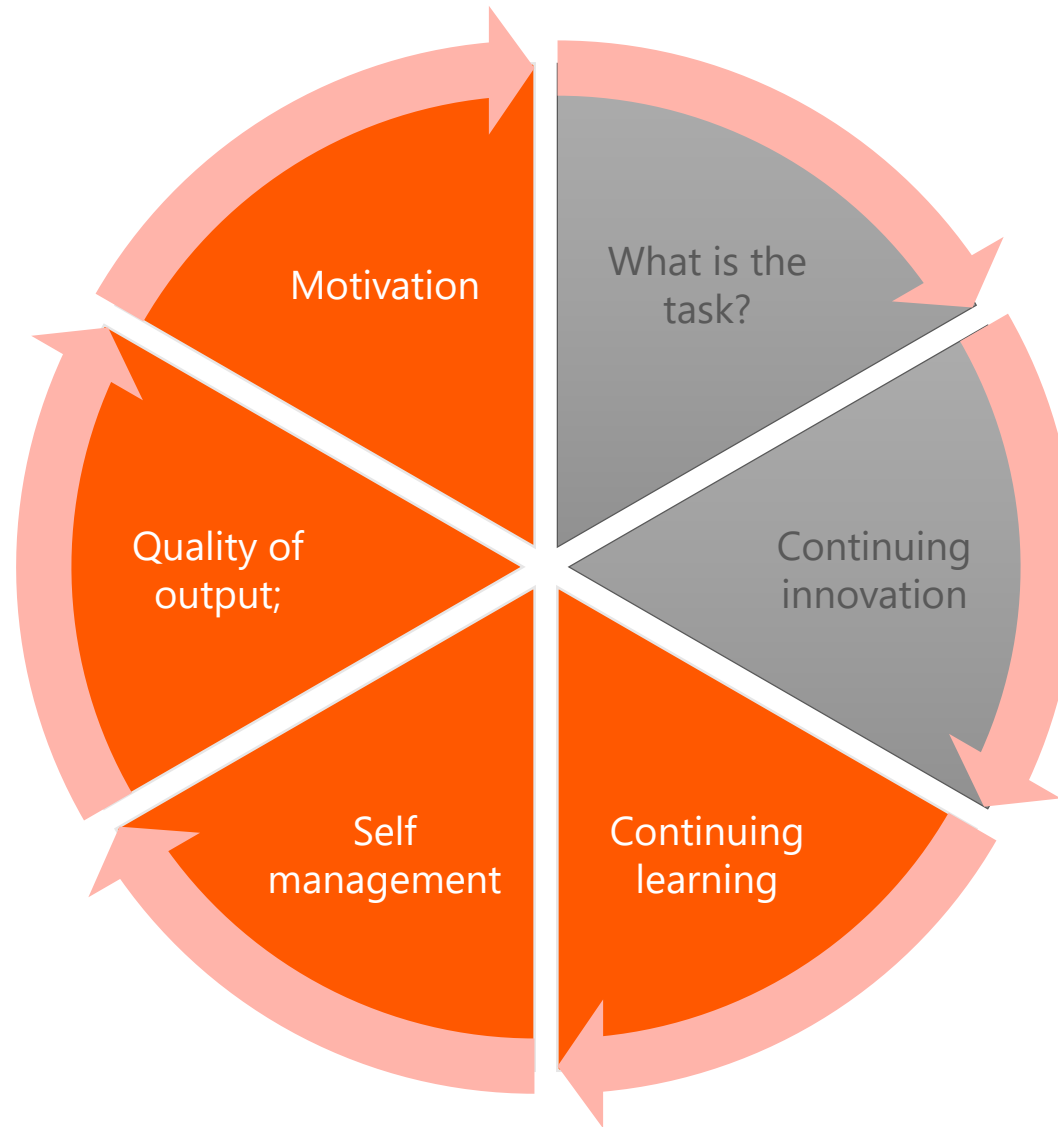
TESLA

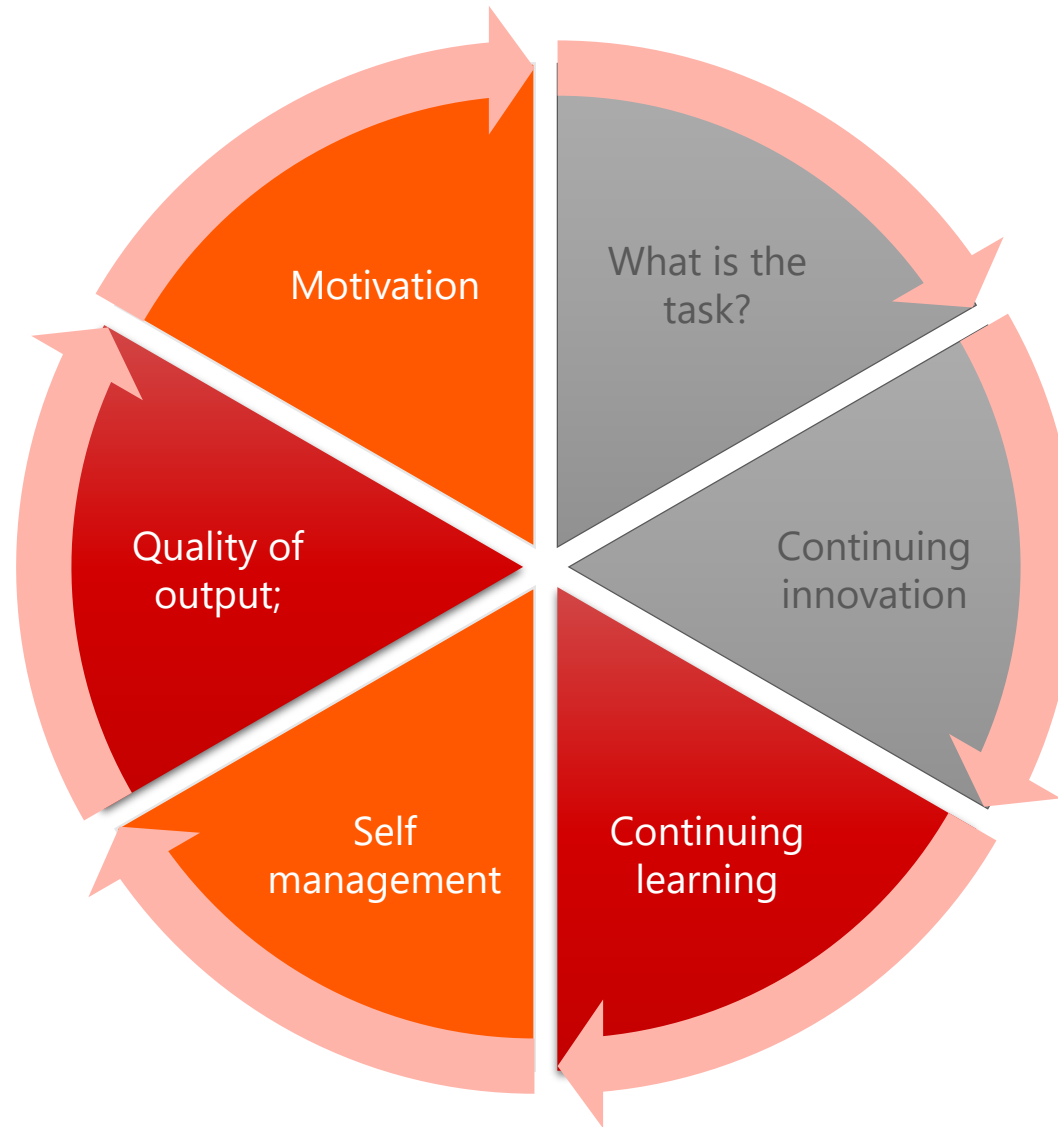


New Market Innovation



Design Thinking





Human Centered Design Principles:



INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



IDEATION

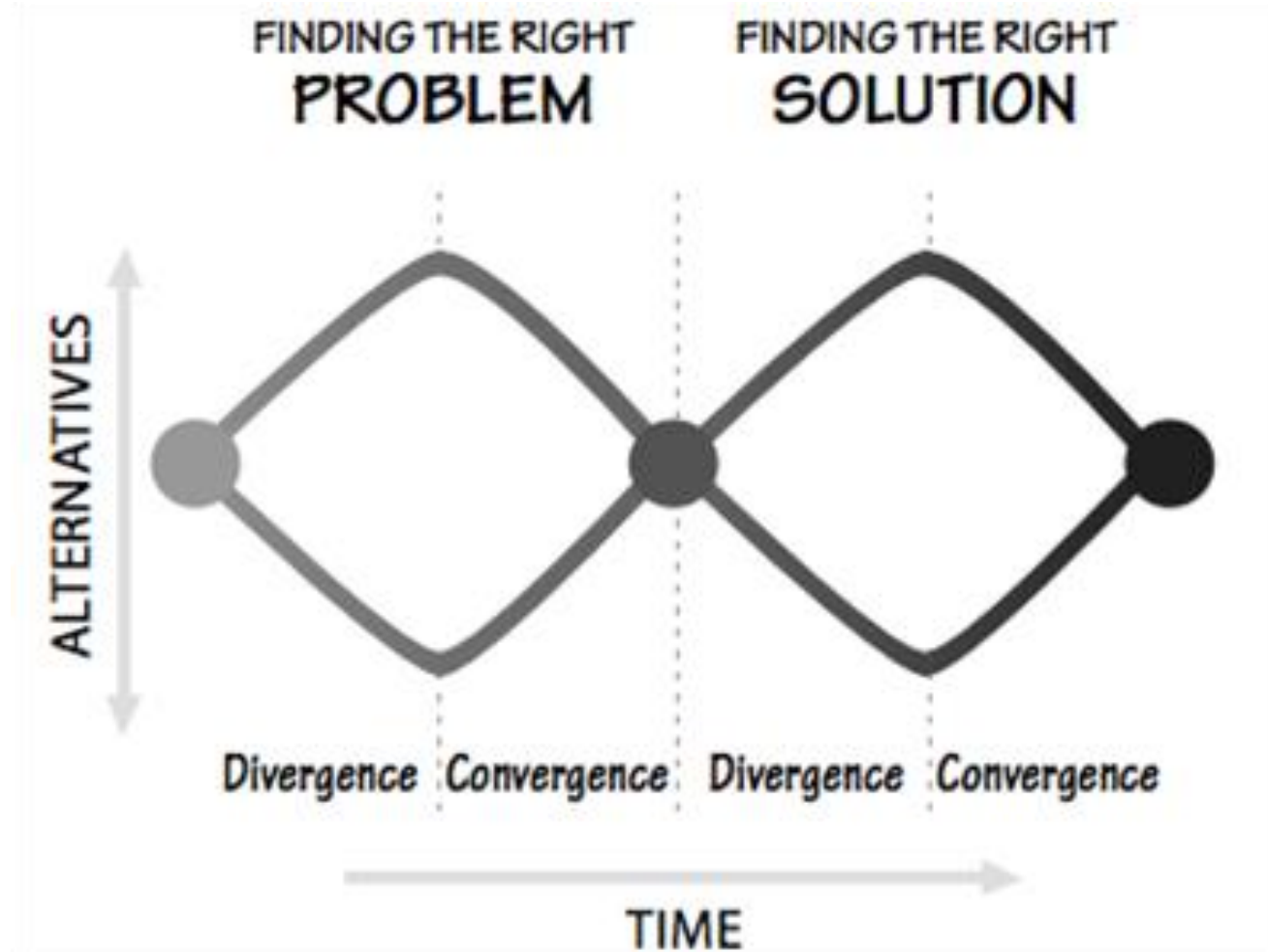
Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.

The Double Diamond Concept



Double Diamond for Human-centered Design

INSPIRATION

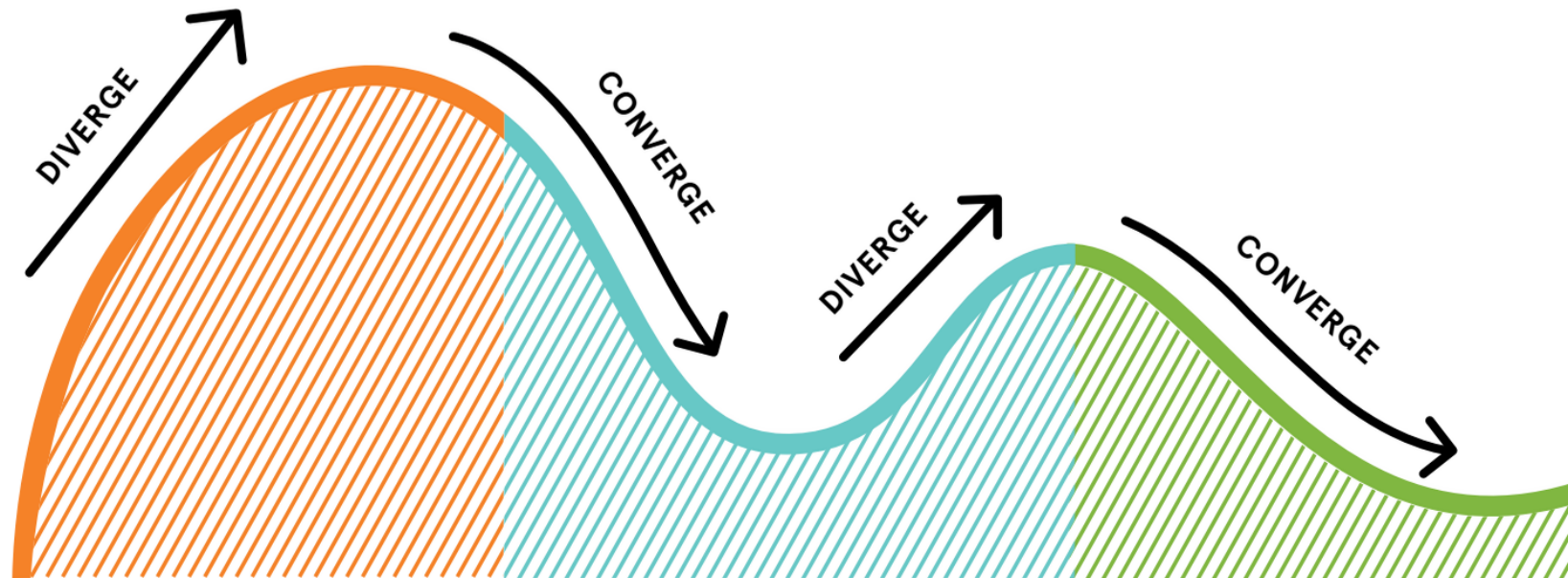
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

IDEATION

I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into tangible ideas?
How do I make a prototype?

IMPLEMENTATION

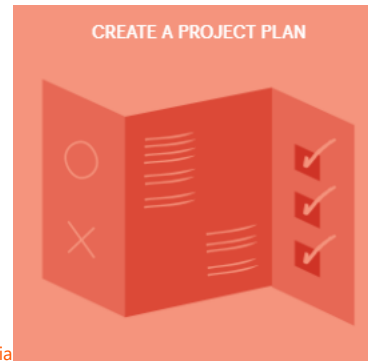
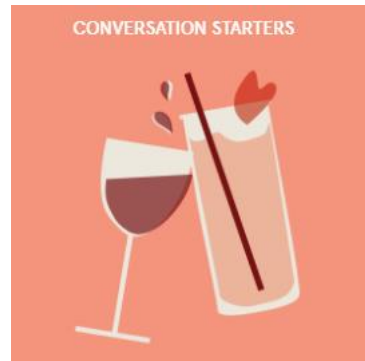
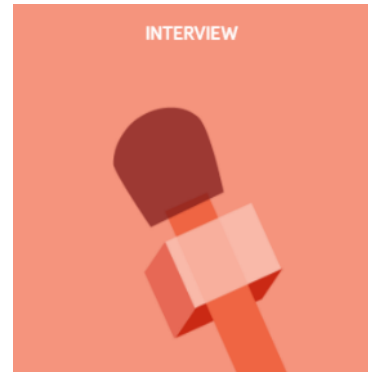
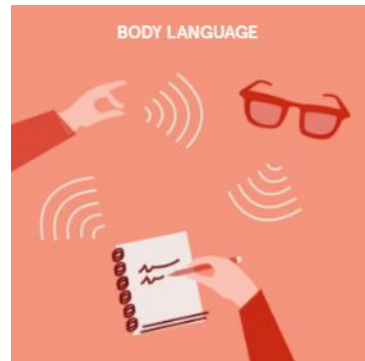
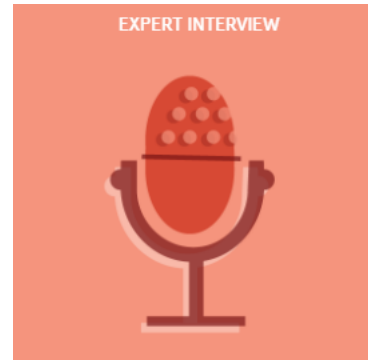
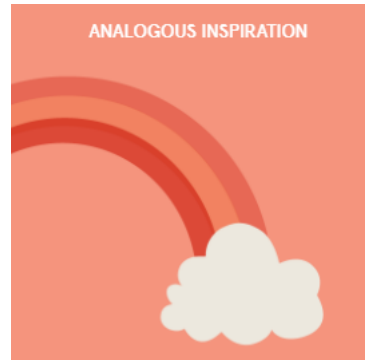
I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?



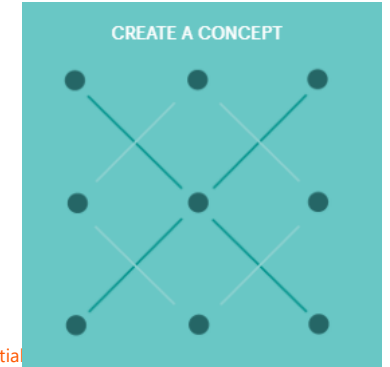
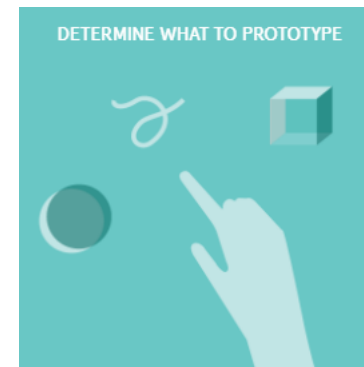
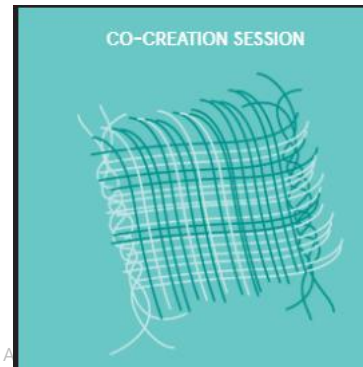
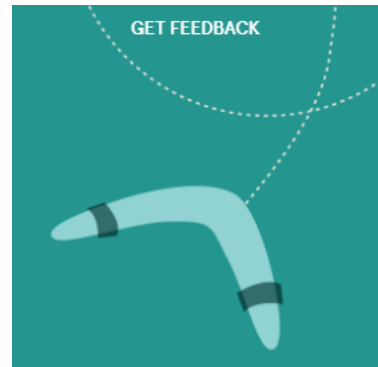
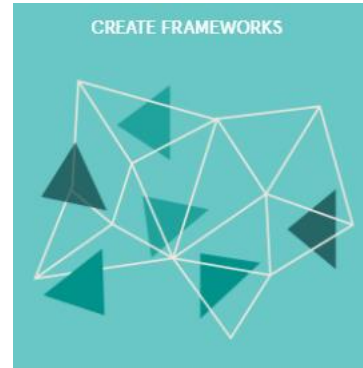
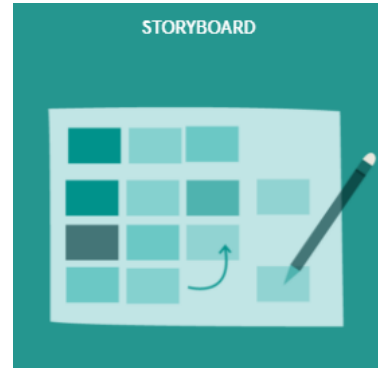
Designer Tool box



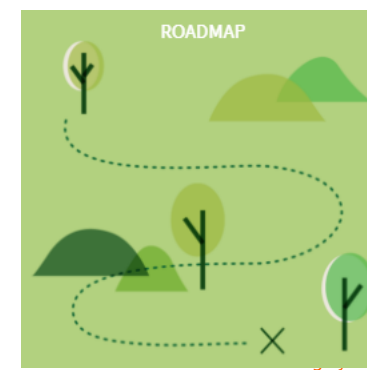
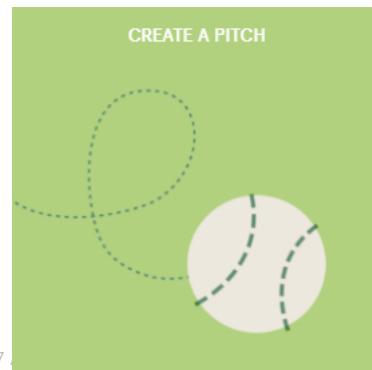
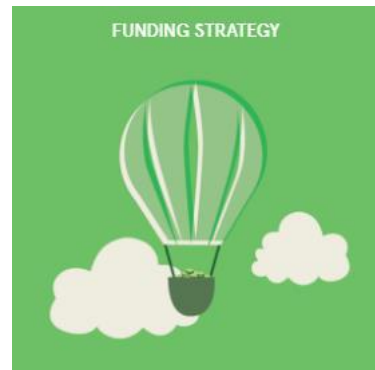
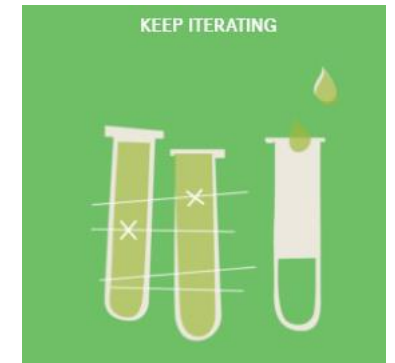
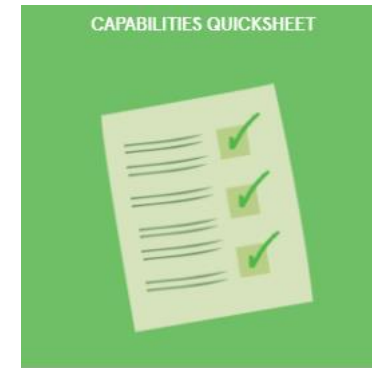
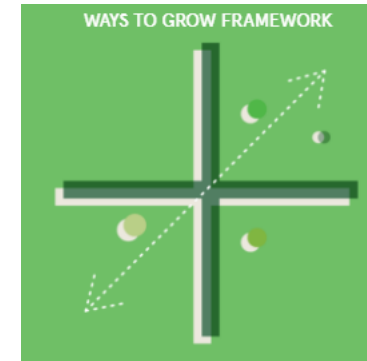
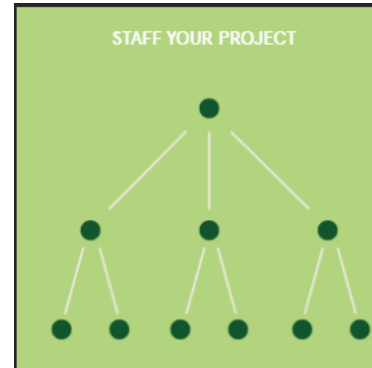
INSPIRATION



IDEATION



IMPLEMENTATION



and plenty more...

ACTORS MAP

AFFINITY DIAGRAM

BLUEPRINT

CHARACTER PROFILE

COGNITIVE WALKTHROUGH

CONSTRUCTIVE INTERACTION

CUSTOMER JOURNEY MAP

DESIGN GAMES

EVIDENCING

EXPERIENCE PROTOTYPE

GROUP SKETCHING

HEURISTIC EVALUATION

ISSUE CARDS

LEGO SERIOUS PLAY

MIND MAP

MOCK UP

MOODBOARD

MOTIVATION MATRIX

OFFERING MAP

PERSONAS

POSTER

ROLE PLAYING

ROLE SCRIPT

ROUGH PROTOTYPING

SERVICE IMAGE

SERVICE PROTOTYPE

SERVICE SPECIFICATION

STORYBOARD

STORYTELLING

SYSTEM MAP

TASK ANALYSIS GRID

TOMORROW HEADLINES

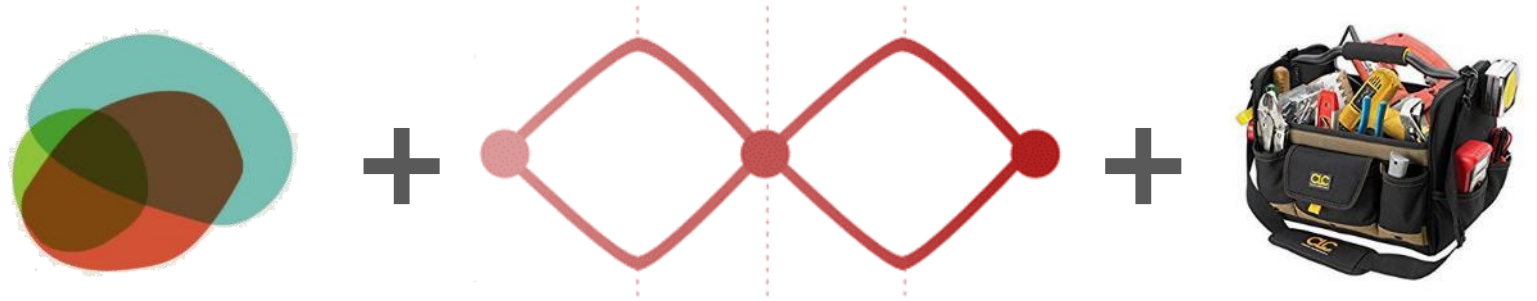
TOUCHPOINTS MATRIX

USABILITY TESTING

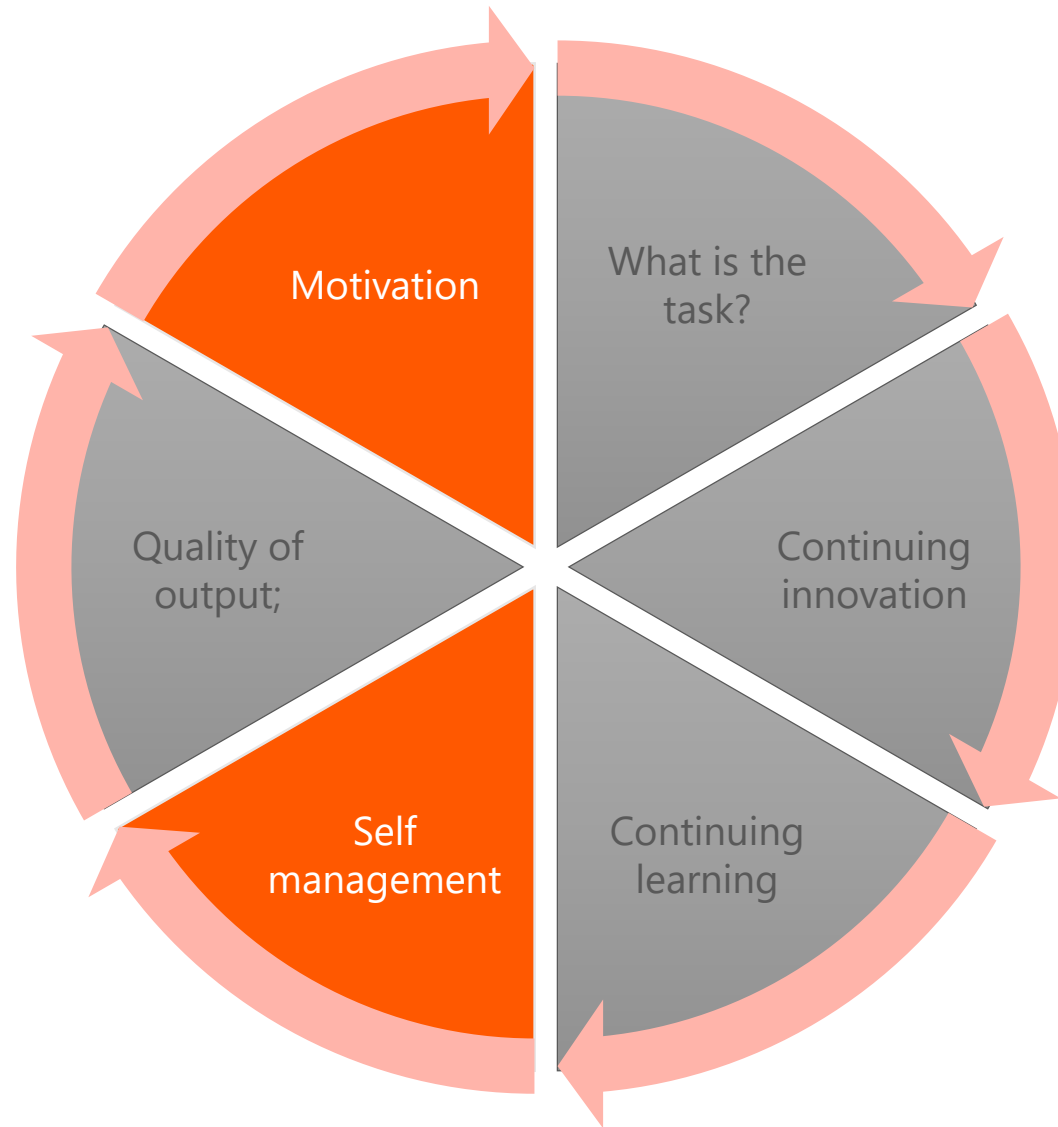
USE CASES

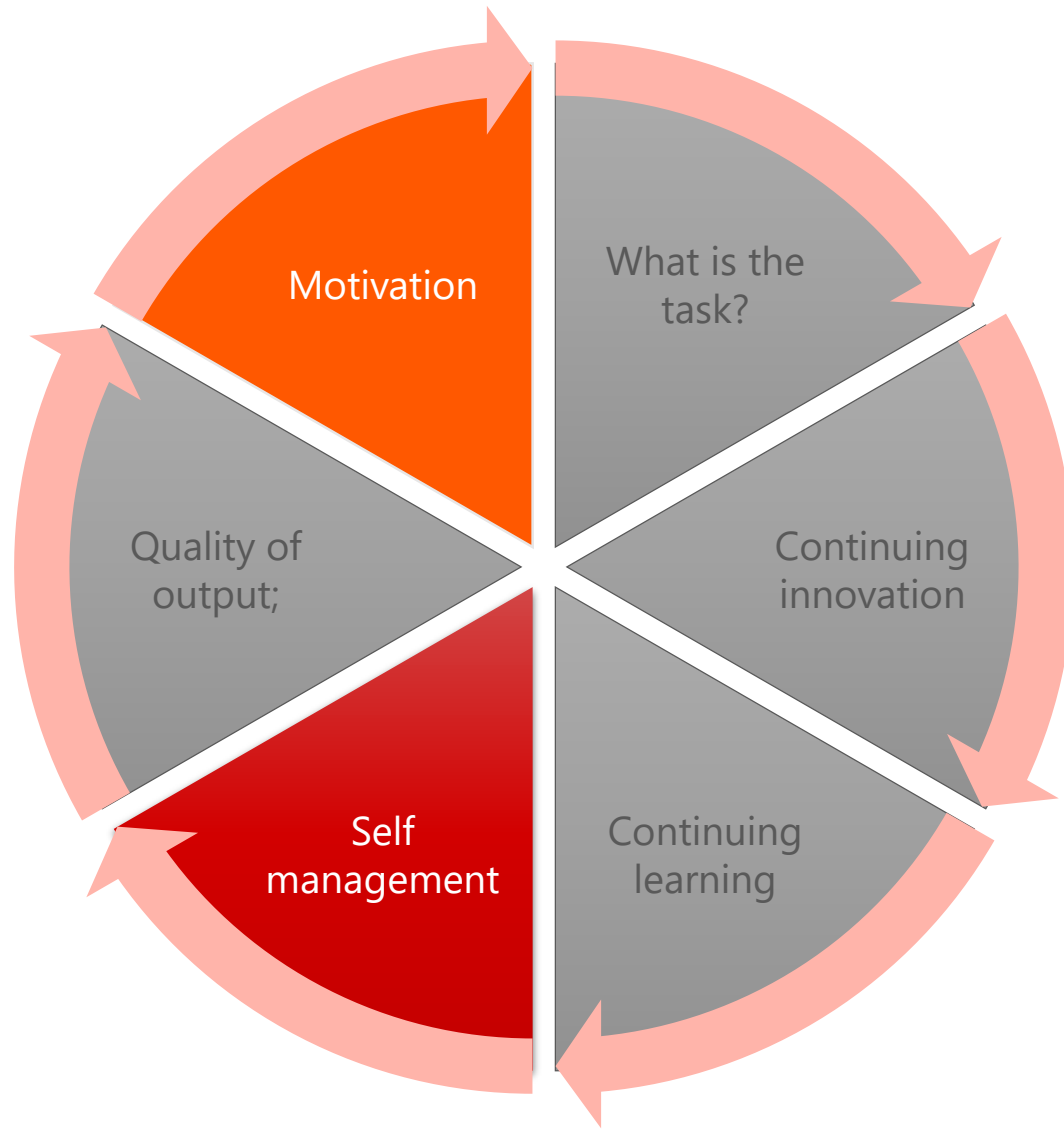
WIZARD OF OZ

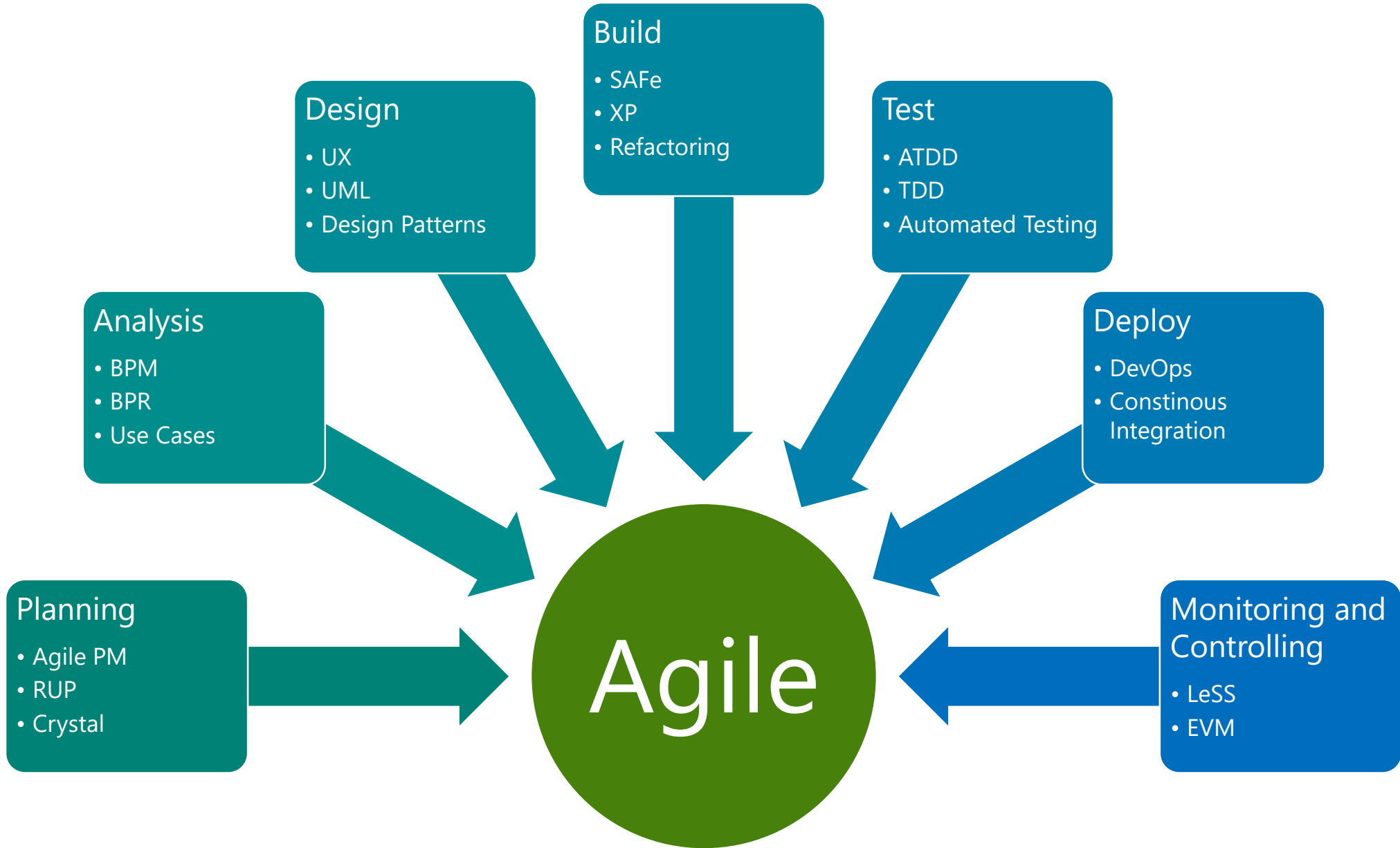
Design Thinking =



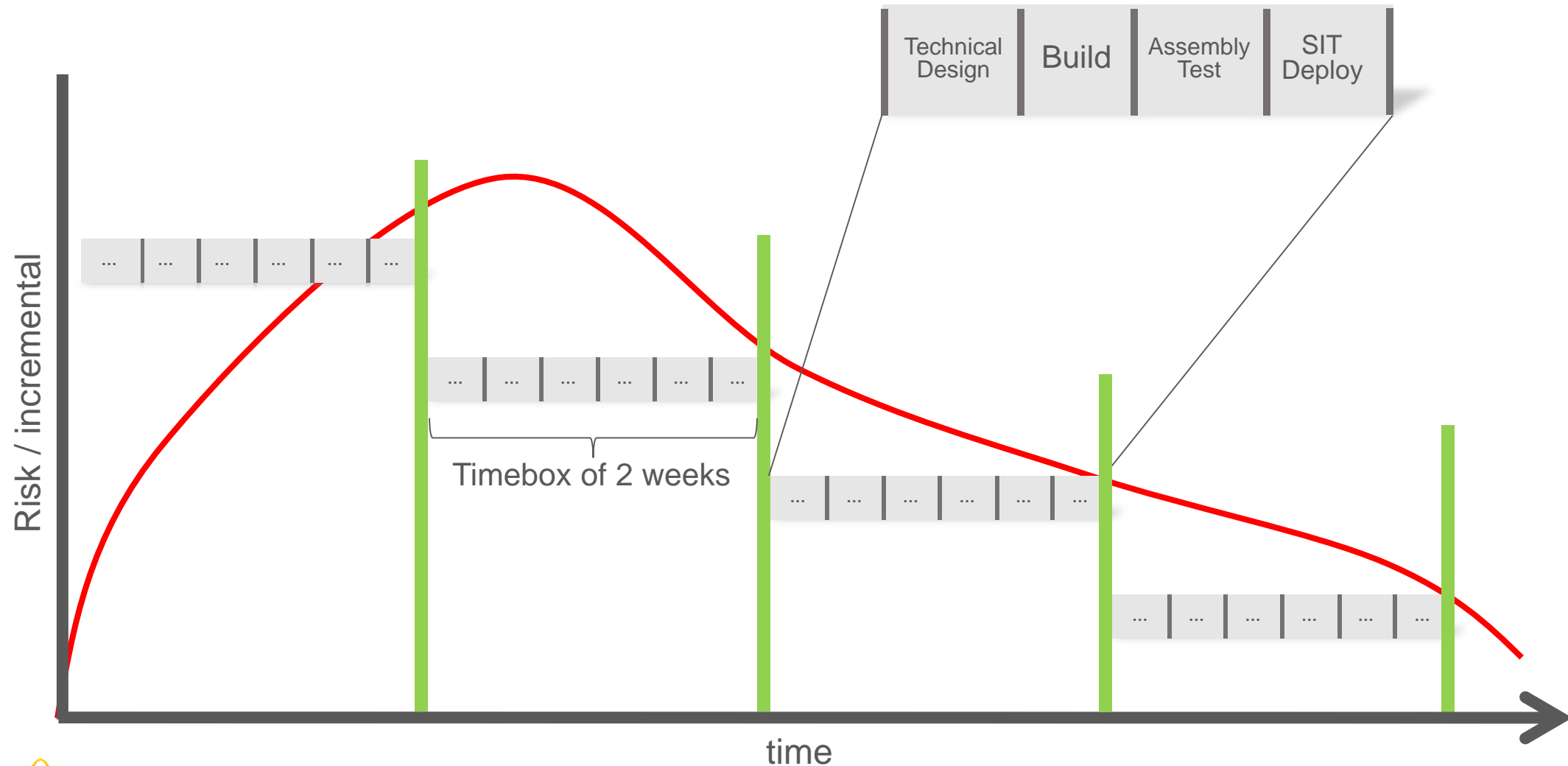
Agile



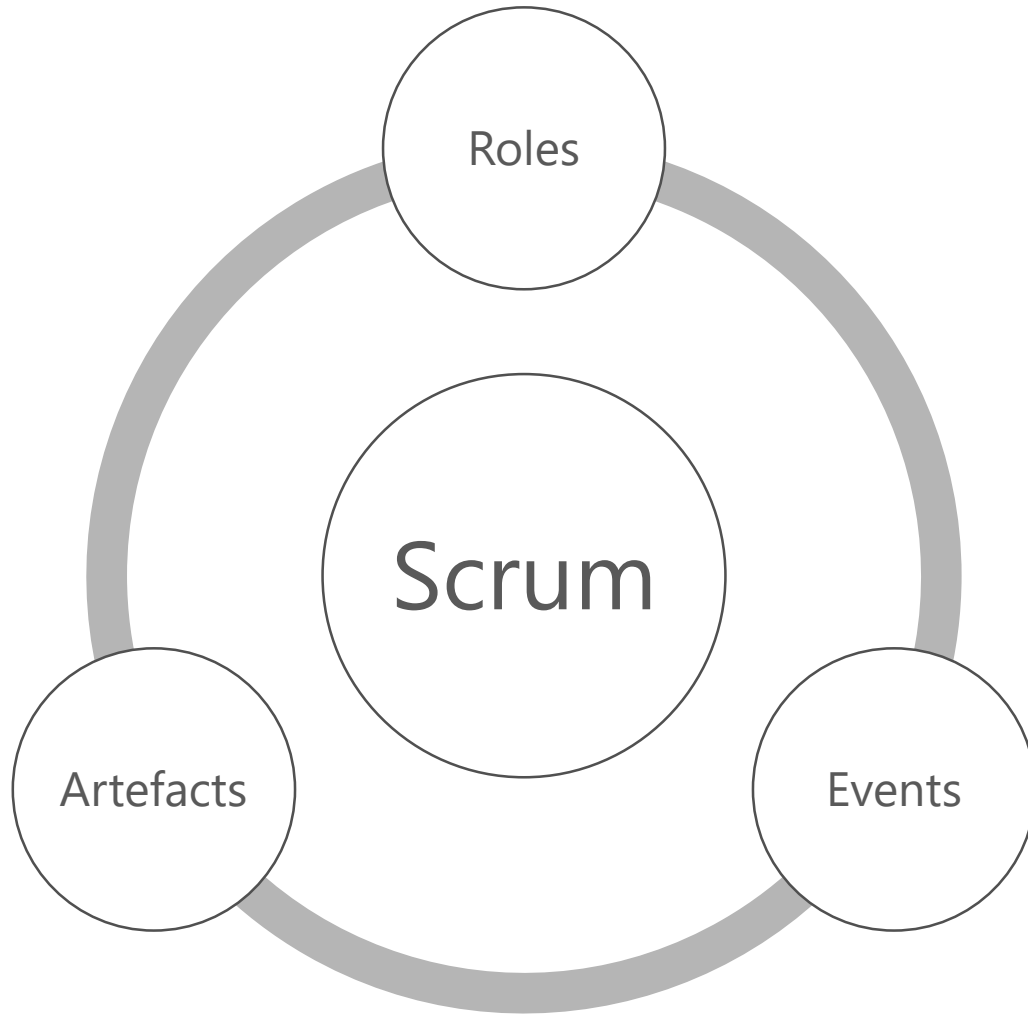




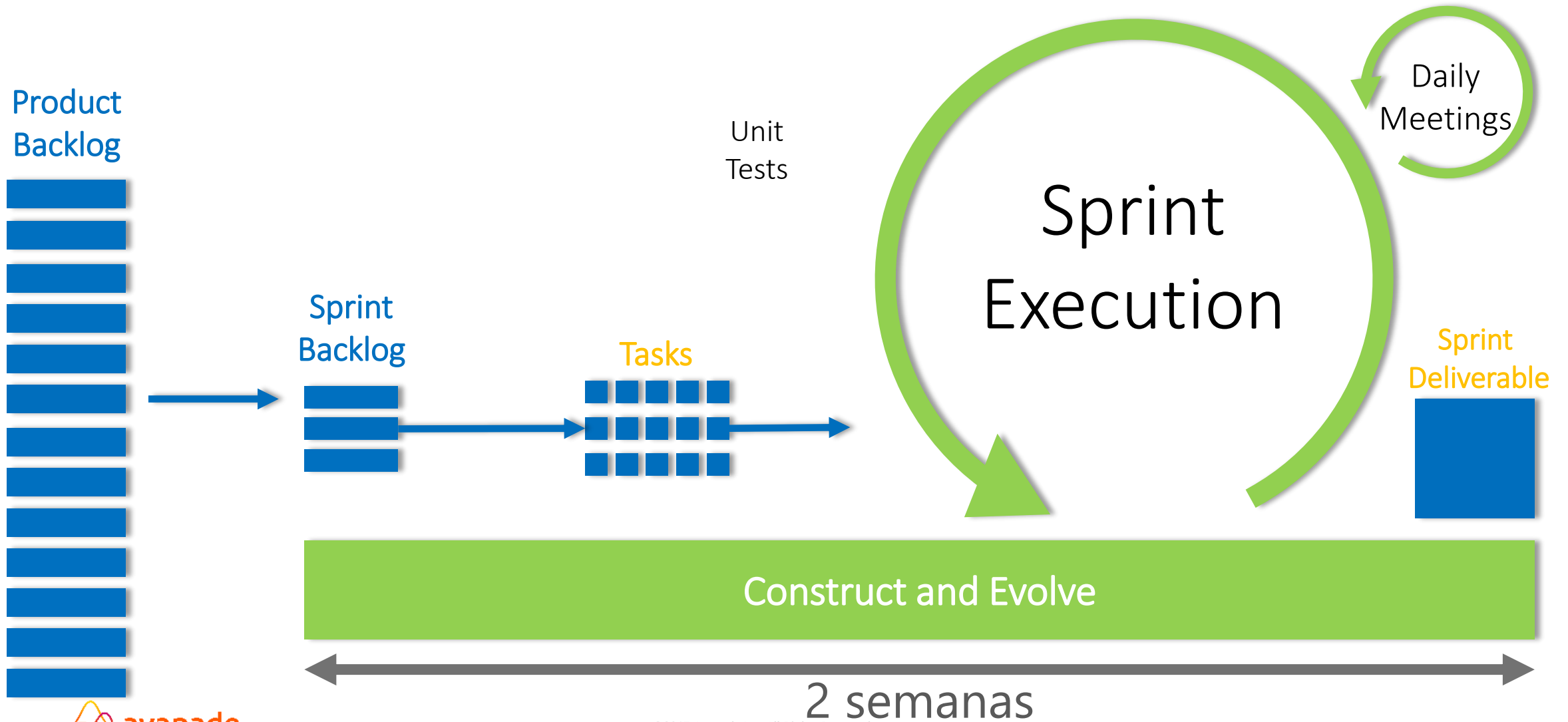
Agile work organization



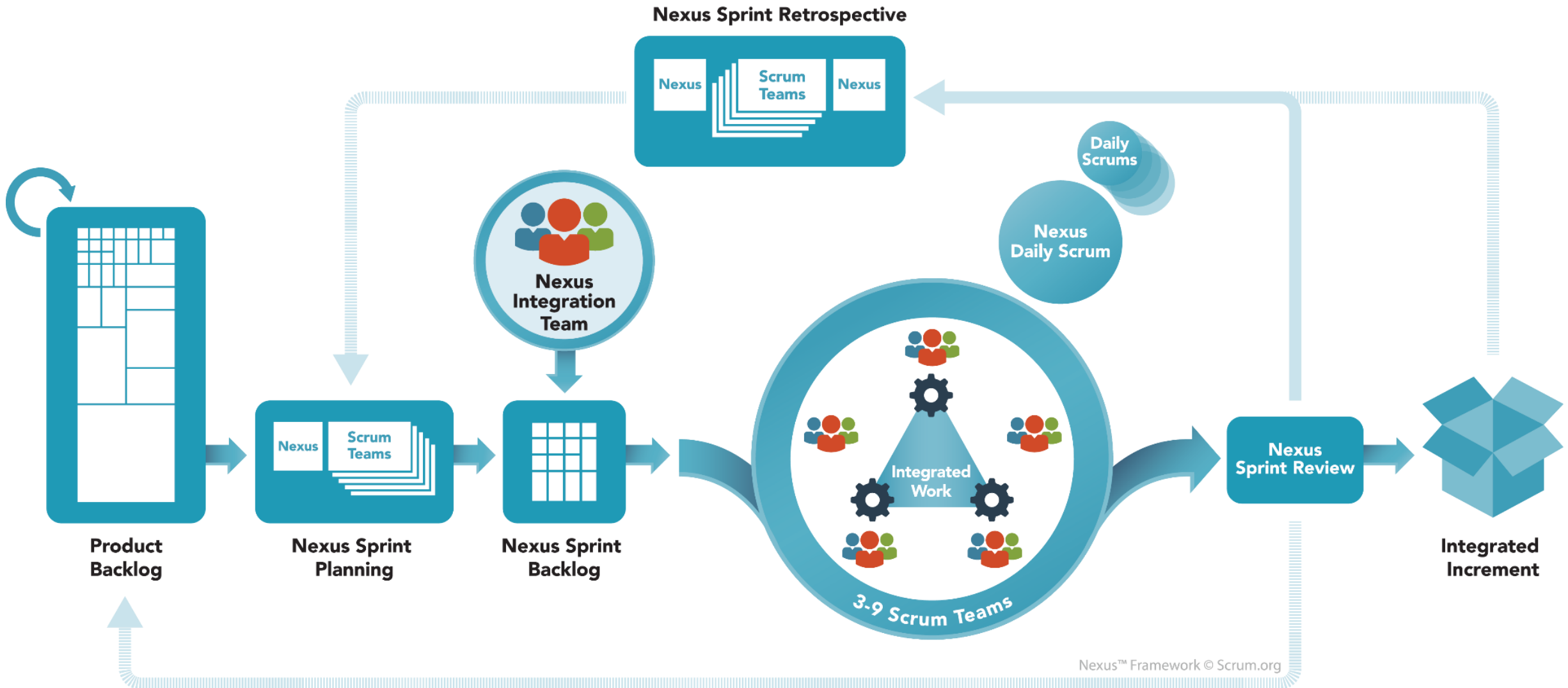
Scrum: the most adopted framework



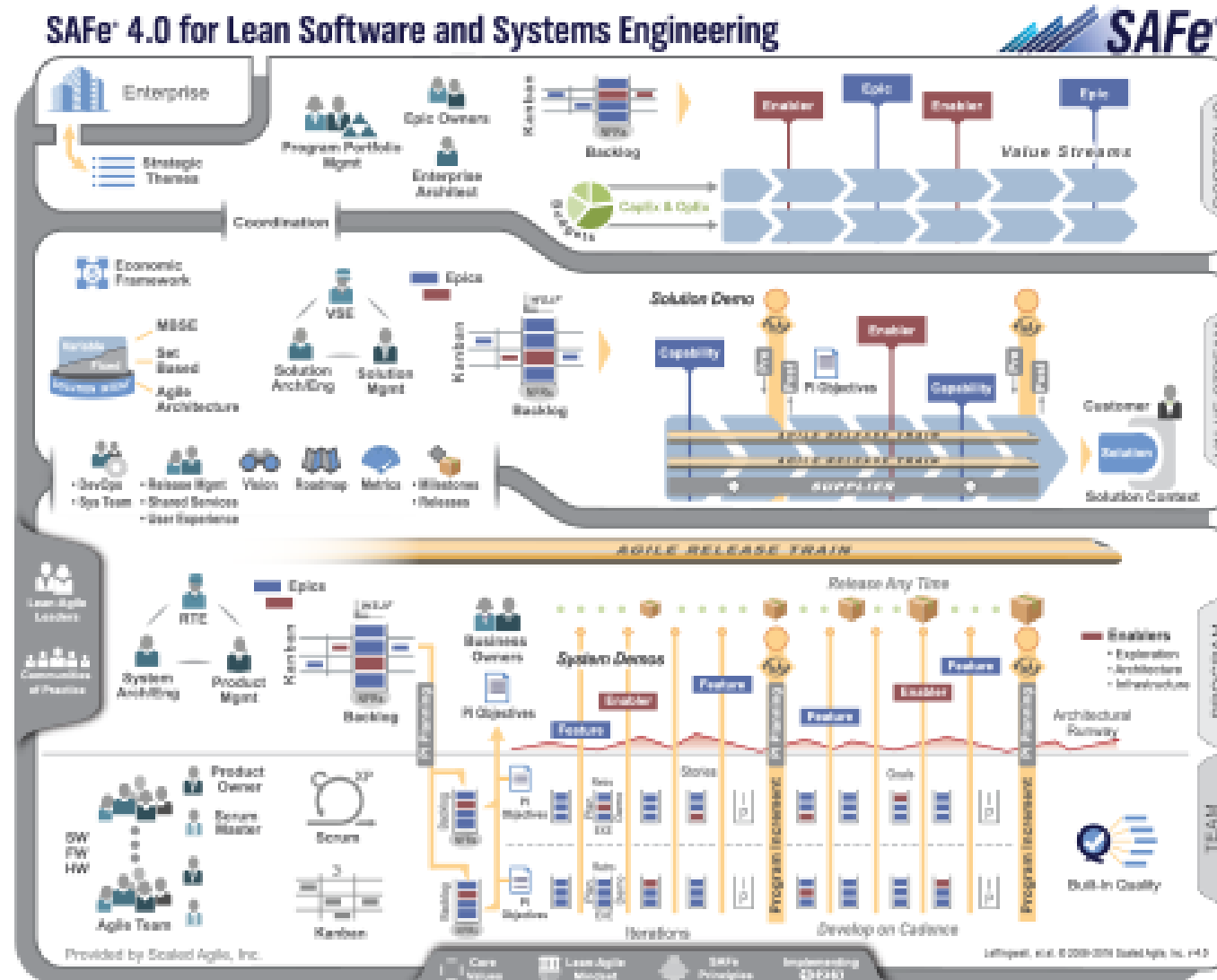
Sprint Events



Nexus Framework

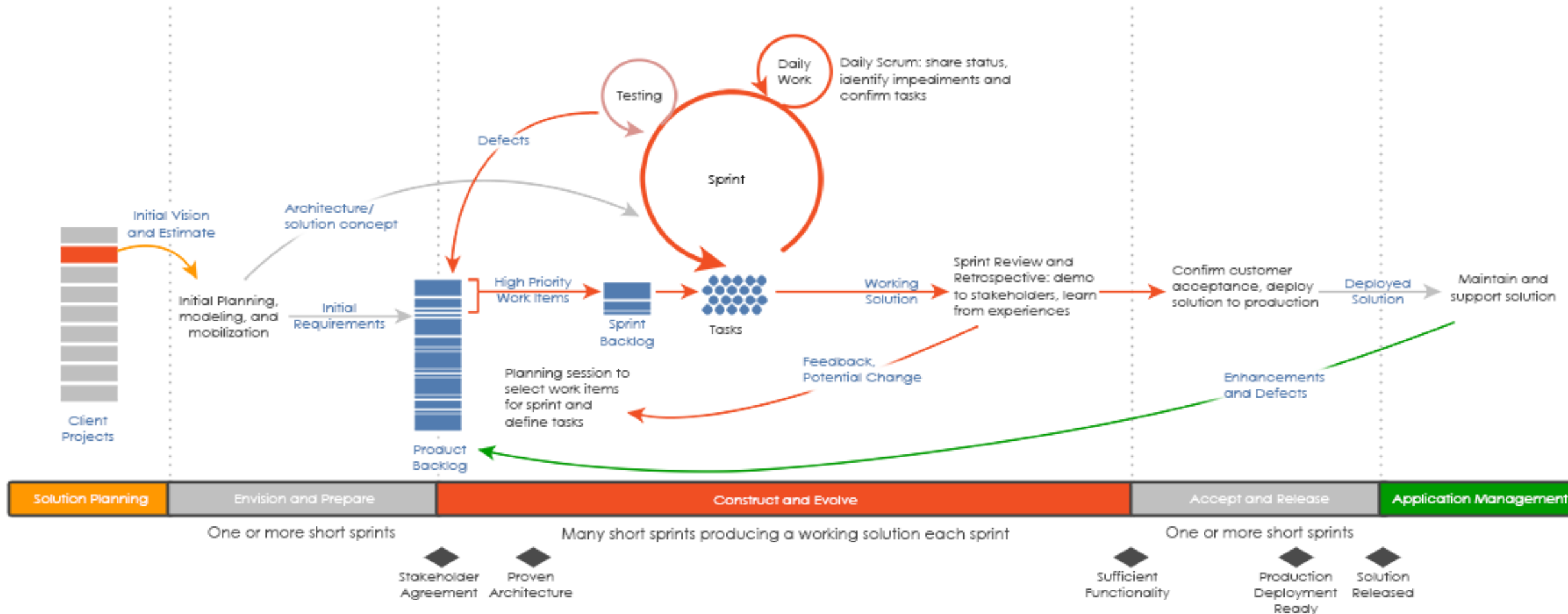


SAFe Framework

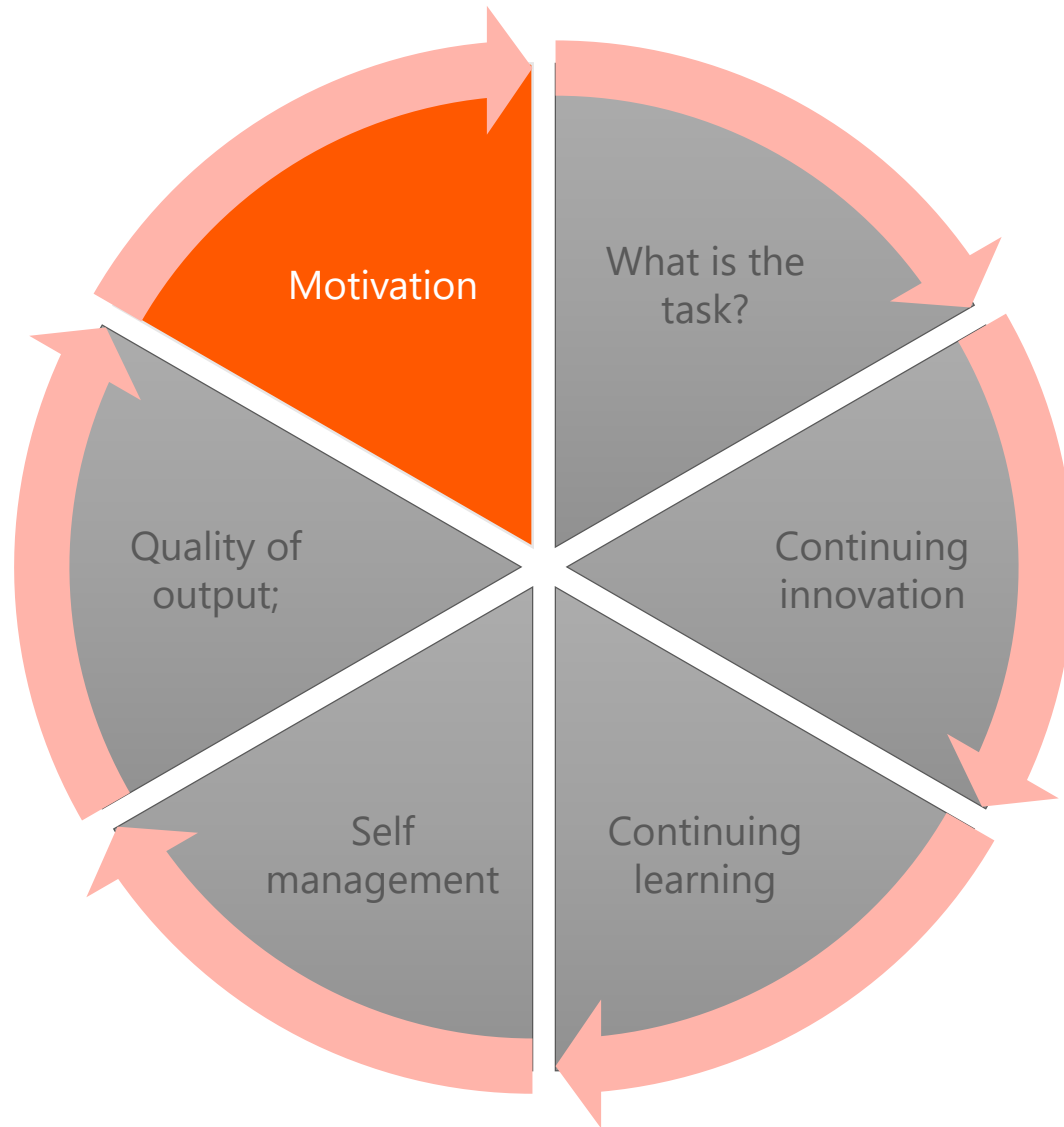


Avanade Agile Framework

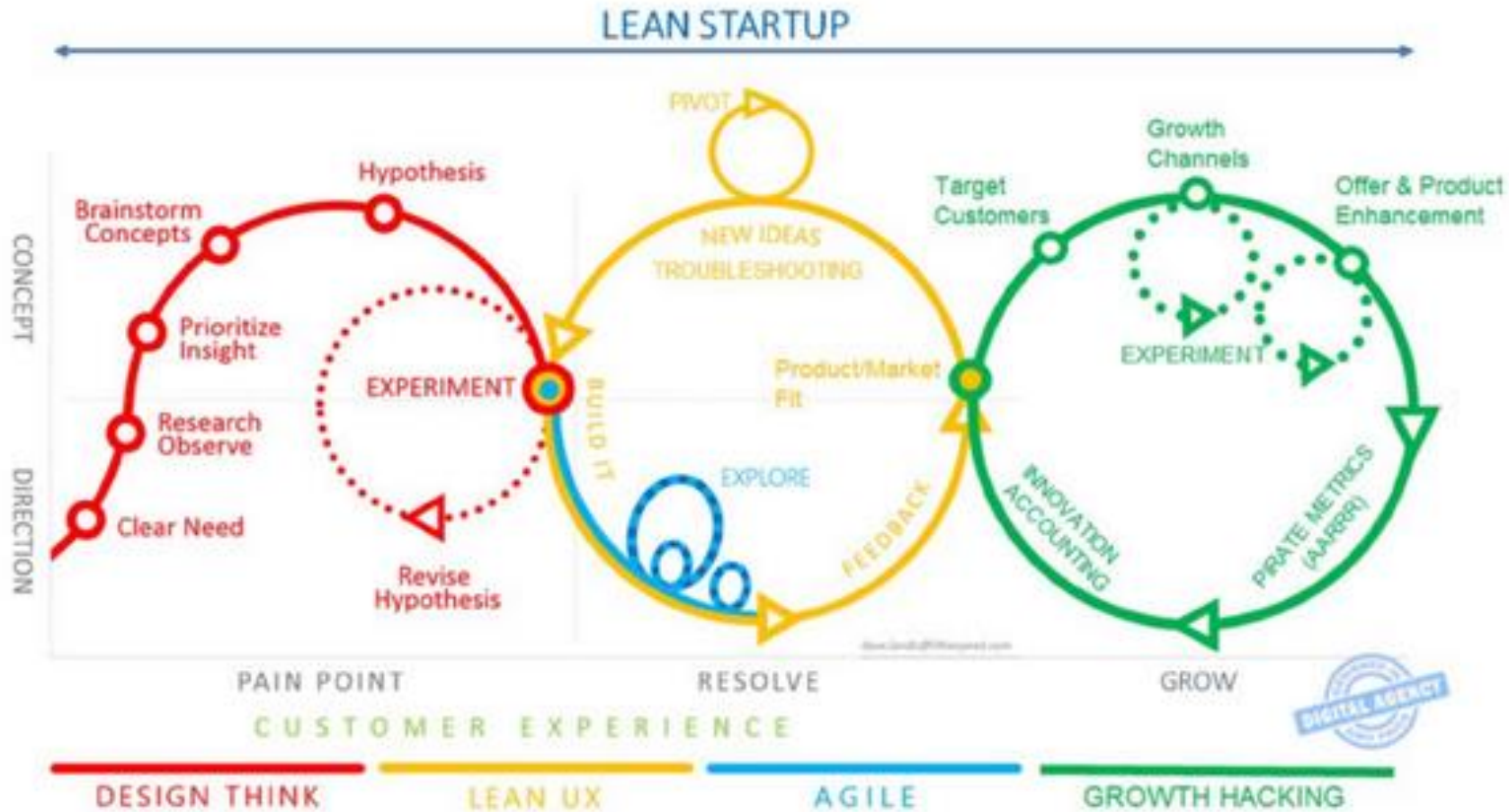
Supports the whole development lifecycle and is based on Nexus



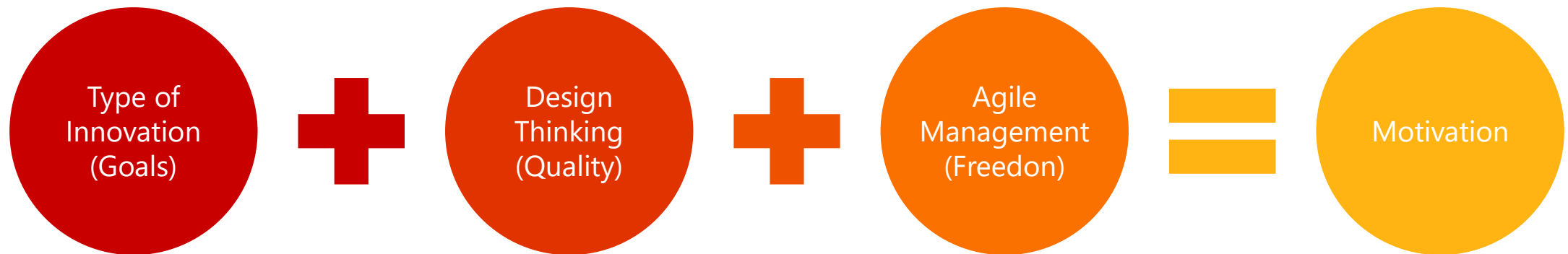
Wrap up



We could talk about that:



But, truth be told...





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