

DELIGHT CUSTOMERS WITH  
THE RIGHT PRODUCTS  
& SERVICES



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What if we are building  
products and services that  
are **meaningful and helpful**  
for people?

What can we do to develop a  
**more usable** product?

What do we need to create  
better products and services  
**people** wants?

How **design thinking**  
help teams to focus on  
the important stuff

# THE PROBLEMS

teams struggle with

Problem #1

**Creating the  
perfect business plan**  
before executing the idea



# Problem #2

**Fully specified product**  
before building it

# Problem #3

## Product Management Process

# Problem #4

**Execution focused**  
organisation

# Problem #5

**Failures are not accepted**

# Problem #6

## **Decision drivers**

by logic numeric models

# Problem #7

## Executing the wrong project

**You are probably creating  
a beautiful product  
nobody needs**

# Problem #8

Putting a  
**beautiful wrapper**  
around the idea



*"There is no business  
without happy customers."*

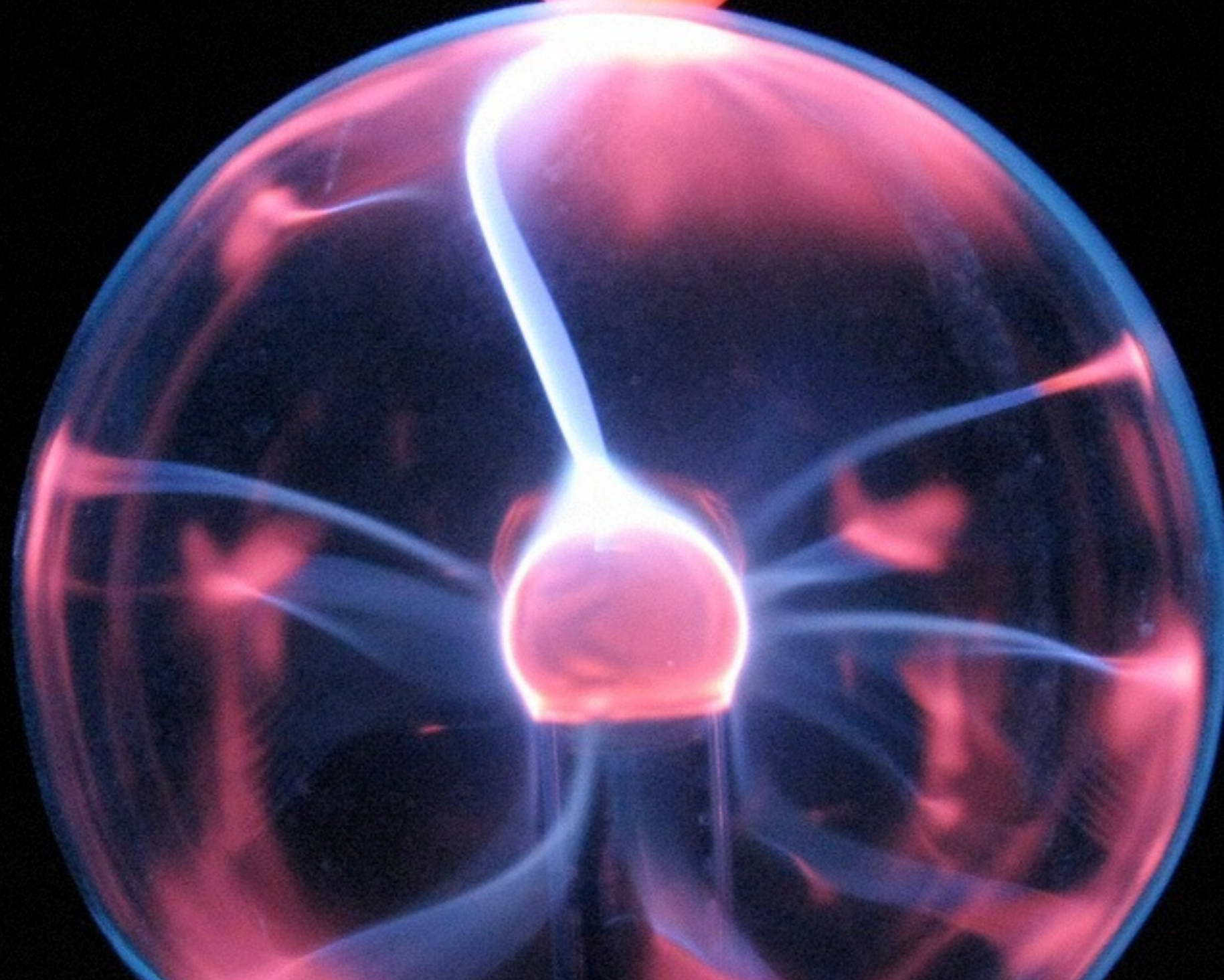
What can you do to identify,  
design and develop the right  
product for your audience?



# DESIGN THINKING

Empowering and encouraging organizations to experiment

# Human-centered design ethos



# Magic Balance



Collaborative, visual,  
fast & continuous

Design thinker are aiming to  
**understand people**



Design thinking is a  
mode of **analysis, ideation  
and implementation**

It all begins with  
**empathy**

**Go out**

into the world, listen  
and look at people

and start walking  
**into their shoes**

Discover insights

# Explore scenarios

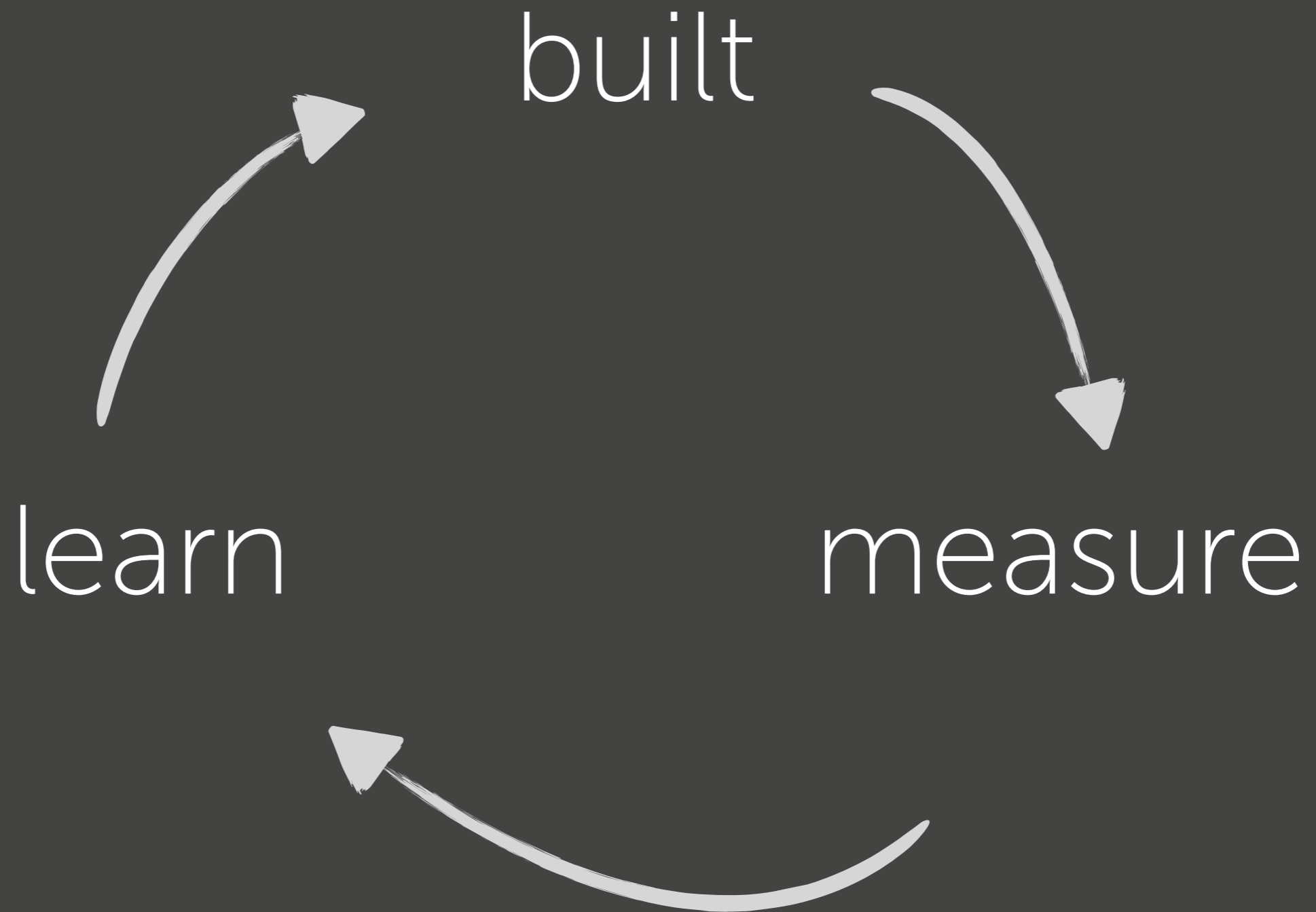
Identify opportunities

# Prototype solutions



*“Get out of the Building and  
talk to customers.”*

# Customer validation



Design thinking is  
**Hypothesis driven**

Design thinking helps to  
**eliminate complexity  
and clutter**

Design thinking **reduces risks**

*"Fail, fail again. Fail better"*

Design thinking  
**creates meaning**



Design thinking is a not just  
about a methodology it's a  
just as much as **culture**

Design thinking helps to make  
**better product decisions**

*“Peoples problems require a human-centered, creative, iterative and practical approach to finding the best idea and ultimate solution”*

**Incorporate** design thinking  
into all phases of the process

Start to create products for...

# People



Cheers

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# Helpful Links & Books

- [The Art of Innovation](#)
- [Design Thinking - Thoughts by Tim Brown](#)
- [Change by Design](#)
- [Design Thinking - For Strategic Innovation](#)
- [The Lean Startup](#)
- [Business Model Generation](#)

# More helpful Links & Books

- [Designing for Growth](#)
- [Innovation Games](#)
- [Gamestorming](#)
- [The Back of the Napkin](#)
- [Creative Thinking](#)
- [Ideo - Method Cards](#)



# Even more Links & Books

- [About Face 3: The Essentials of Interaction Design](#)
- [Talking to Humans: Success starts with understanding your customers](#)
- [The Four Steps to the Epiphany](#)
- [Lean UX](#)
- [Made to Stick - Why some ideas survive and others die](#)