



SNS COLLEGE OF ENGINEERING
Kurumbapalayam (Po), Coimbatore - 641 107
An Autonomous Institution



DEPARTMENT OF CSE-IoT

COURSE NAME : 23GEB101 – DESIGN THINKING & INNOVATION

I YEAR /I SEMESTER

Unit 5 – VALUE PROPOSITION DESIGN

Topic 3: Problem Validation & User Discovery



PERSONA

- ◀ Personas are **fictional characters**, which you create based upon research in order to represent the different user types that might use our service, product, site, or brand in a similar way.
- ◀ Creating personas helps the designer to understand users' needs, experiences, behaviors and goals.



PERSONA & PROBLEM VALIDATION

A certain **PERSONA** exists ...

... and they have certain **PROBLEMS** ...

...where they're currently using certain **ALTERNATIVES**...

... and I have a **VALUE PROPOSITION** that's better enough than the alternatives to cause the persona to act (purchase, use, etc.).



PROBLEM SCENARIO



ALTERNATIVES



YOUR VALUE PROPOSITIONS

PERSONA





PROBLEM VALIDATION



PERSONA HYPOTHESIS

Who is
my customer?



PROBLEM HYPOTHESIS

What matters
to them?



VALUE HYPOTHESIS

Will my
proposition win?



USABILITY HYPOTHESIS

Is my interface
usable?



GROWTH HYPOTHESIS

How do I amplify
my proposition?

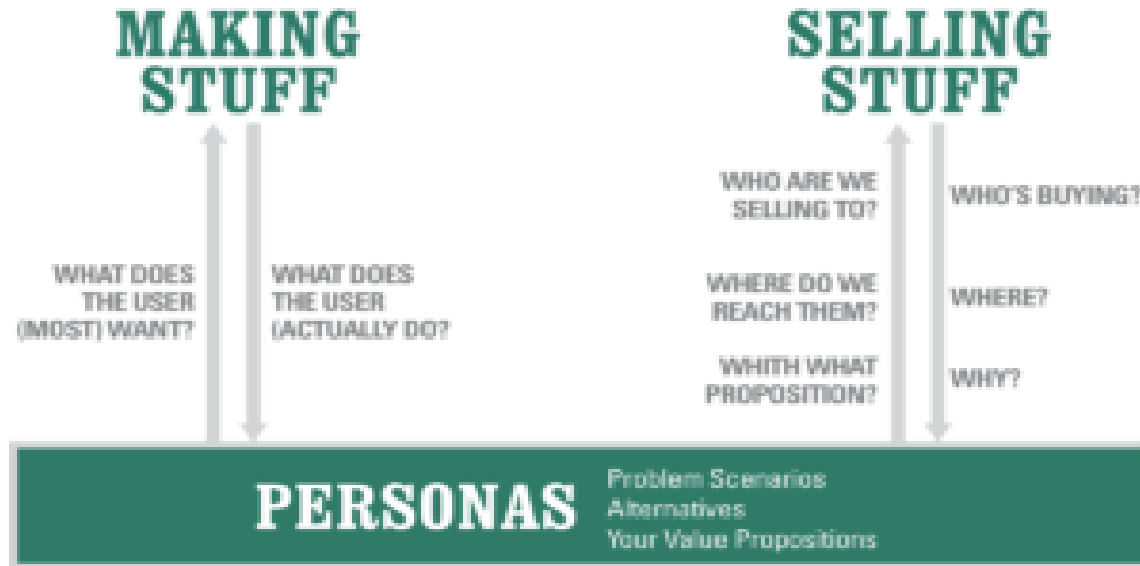


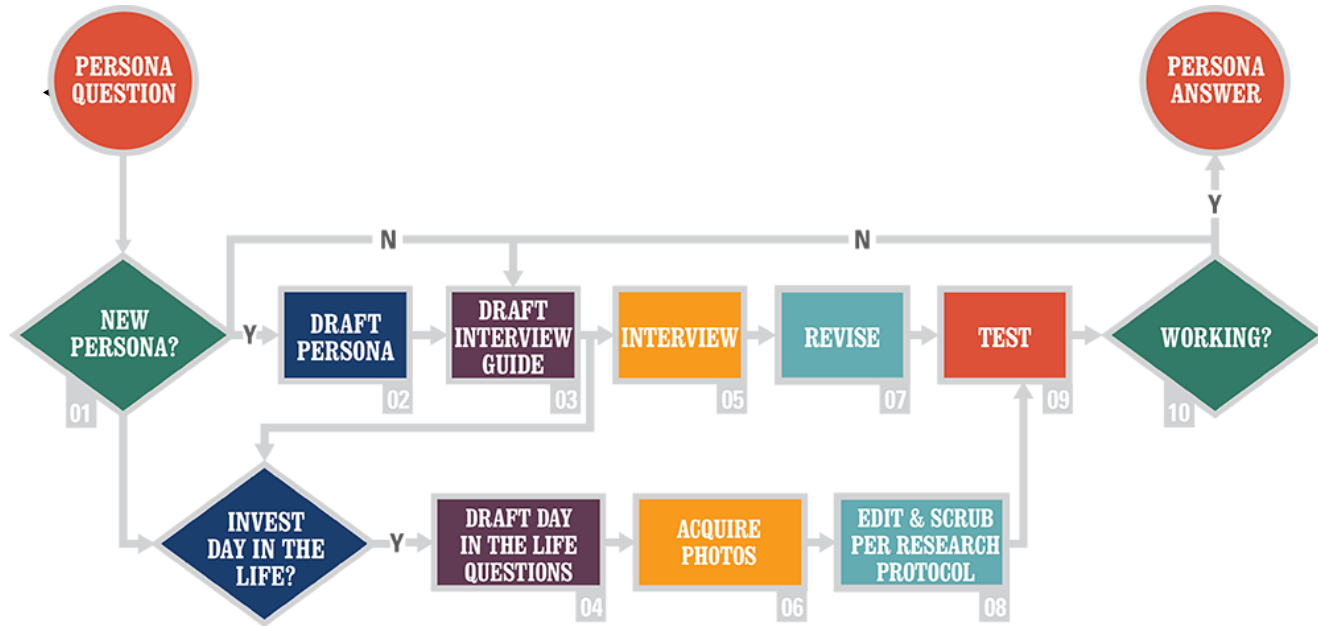
CONTD...

- ◀ Identify the right discovery questions to focus on as your project evolves
- ◀ Answer those focal questions with effective, actionable discovery work
- ◀ Present the above to your team and stakeholders for buy-in
- ◀



PERSONA & PROBLEM HYPOTHESES







USER STORIES

MEANING

- ◀ User stories are short statements *about* a feature, written from a user's perspective that describes something that the user wants to accomplish.

IMPORTANCE:

- ◀ User stories keep products user focused.
- ◀ User stories promote cooperation between team members.
- ◀ User stories help prevent feature creep and design dead-ends.



RECAP

QUESTIONS???

THANK YOU