Unlocking Successful Product Design: The 5 Key Steps You Must Take to Build the Right Product

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Remember them?
Better to Worse?
Hype...3...2...1...Fizzle?
Why did they fail?

#1 “We are the brand leader, dominant player, Numero Uno …”
#2 “Sure, the world has changed, but we’re too big to fail, we drive change, change doesn’t drive us”
#3 “We don’t need to change, our users do”
#4 “Looking cool is way more important than making life easy for our users”
#5 “We have the most unique USPs, of course it doesn’t really matter that they don’t meet real user needs”
What could have been done to prevent or minimize this?

# 1
# 2
# 3
# 4
# 5
Drawing the curtains back

SOFTWARE PRODUCT DESIGN
BUSINESS AS USUAL ...

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End Results sound familiar?

1. Over budget
2. Over time
3. Unexpected surprises
4. Resistant users
5. Not what customers wanted in the first place
What really happens ...

How the customer explained it
How the Project Leader understood it
How the Analyst designed it
How each developer integrated with others
How QA got the 1st, 2nd, and 3rd build

How the project was documented
How the Business Consultant described it
How the customer was billed
How it was supported
What the customer really needed

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What you need to do to design successful products

5 KEYS TO SUCCESSFUL PRODUCT DESIGN

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#1 Spot the Opportunity: Define the Problem

- What is the problem/opportunity?
- What problems are my users trying to solve?
- Why is it important to solve it in terms of business value?
#2 Discover User-Driven Goals: Mine User Needs

- What goals are my users trying to achieve?
- What motivates them to use my product/existing products?
- What product attributes are critical for meeting the most important user needs?
#3 Walk in Their Shoes: Identify Persona Expectations

- Identify user personas
- Who are my users?
- Identify persona expectations
- What are their needs?
#3 Walk in Their Shoes: Create Context Scenarios

- What are the contexts in which the product fits into my users’ lives?
  - Why is the product used?
  - When is the product used?
  - How will the product be used?
#4 Apply the 80/20 Rule: Identify Priority & Frequency

- What are the most critical goals achieved by the product?
- How often is the product used to achieve a given goal?
#5 Begin with the End in Mind: Create the Vision

- Create a Vision Box
- Write a trade journal review
- Apply the Kano model
#5 Begin with the End in Mind: Create the Vision – Product Vision Box

- Name it!
- Picture it!
- Sell it!
#5 Begin with the End in Mind: Create the Vision – Journal Review

- Imagine you’re the reviewer:
  - What would you say about it?
- Overarching idea
- Target market/end users
- Pros & Cons
- ROI
- Unique Selling Points/Differentiator
#5 Begin with the End in Mind: Create the Vision – Kano Model

- Apply the Kano model:
- Basic Functions
- Performance Functions
- Delighters
Case Study – Show Time for Tech Pros!

• Hi I’m an Tech Pro just like you!
• I need to chill with a movie now and then.
• I’m so fed up with trying to figure out the best comedy/thriller/drama playing right now on Netflix, Amazon Prime, Hulu, HBO.

I need ONE app to do this for me across different streaming providers!

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Your mission should you choose to accept it:

• Design an app that will solve my what-to-watch-now problem!
References