

**SEEN IT
SOLVED IT
BUILT IT**

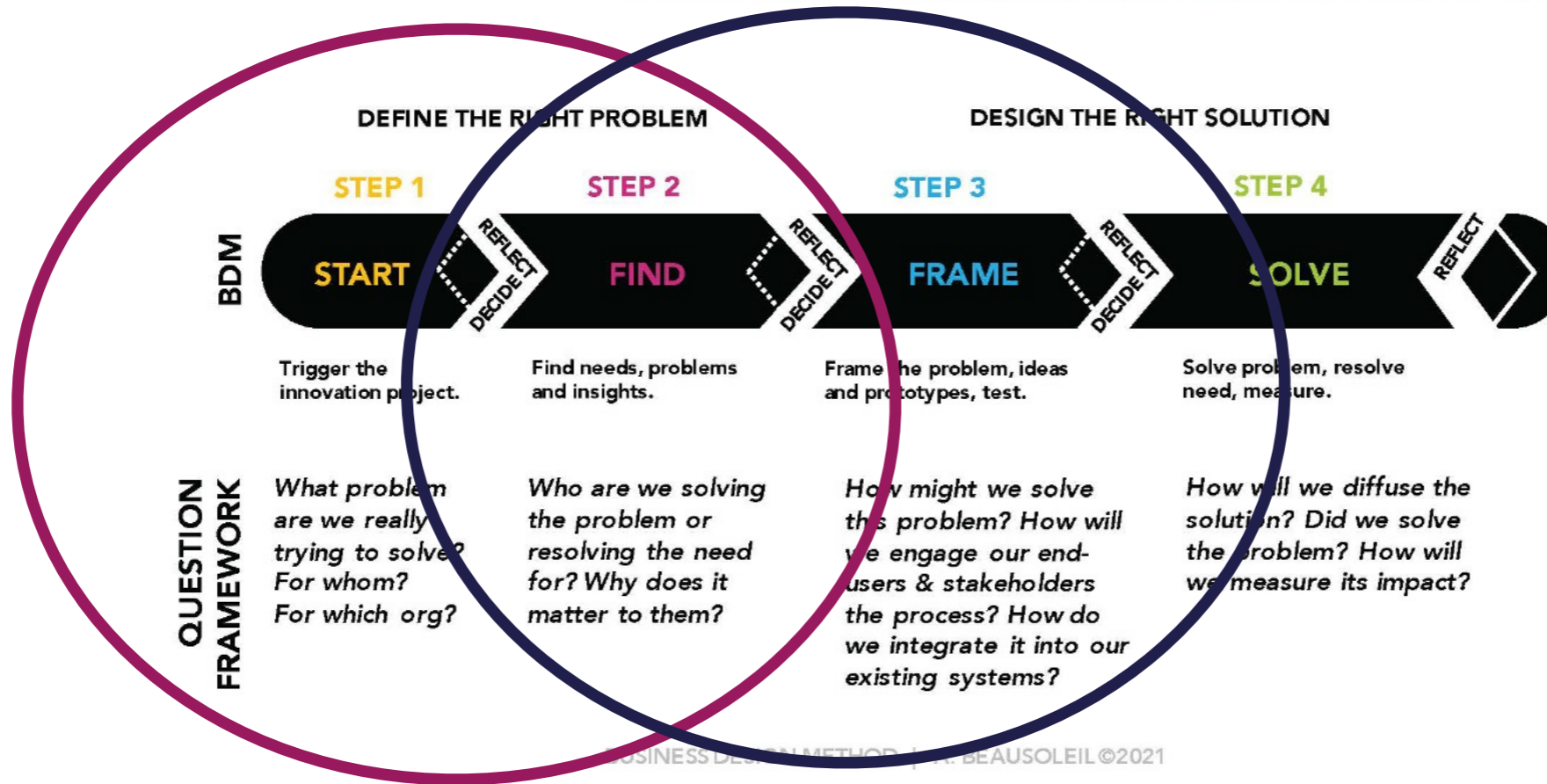
**ROTMAN
DESIGN CHALLENGE**

Prototyping

Workshop

February 18, 2023

BUSINESS DESIGN: DESIGN-DRIVEN INNOVATION PROCESS



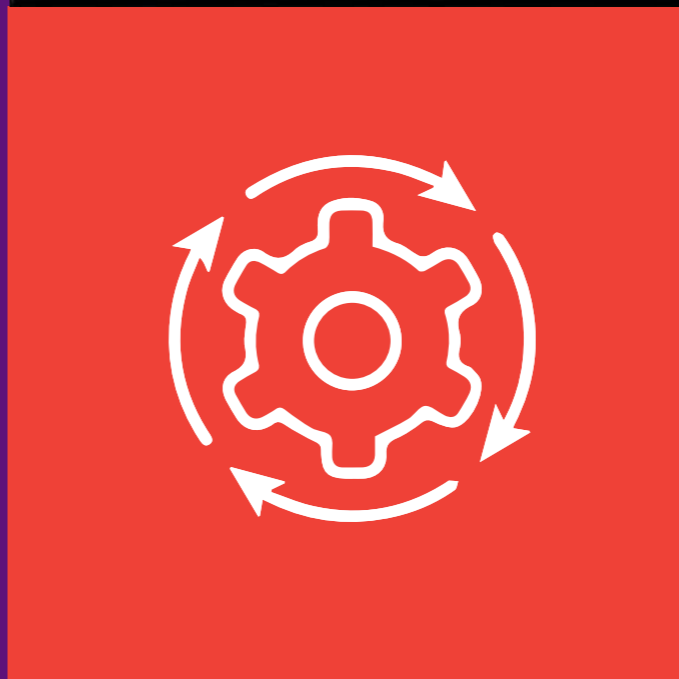
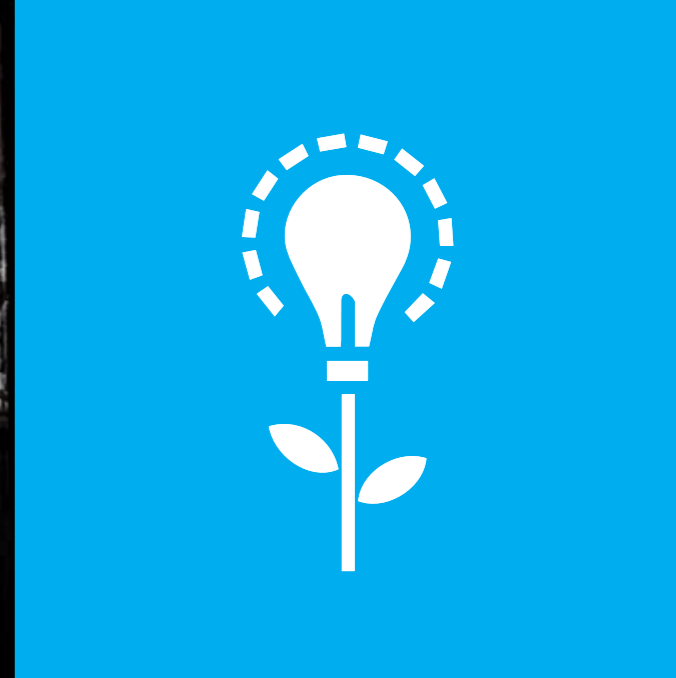


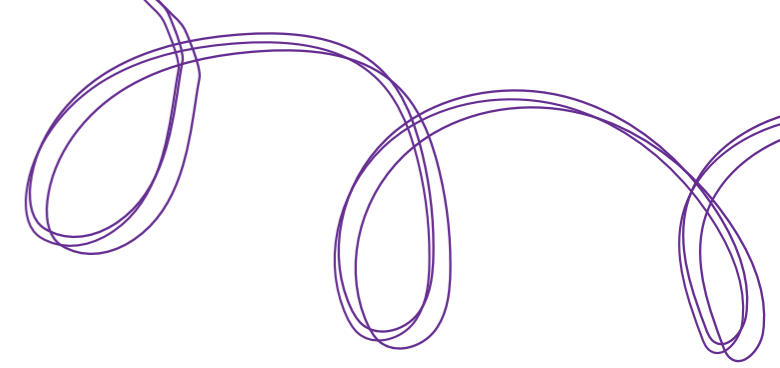
**Checking
In**

Ideas and Take Aways

Need Finding Workshop

'Business Design'





Today's Objective

'Business' Design

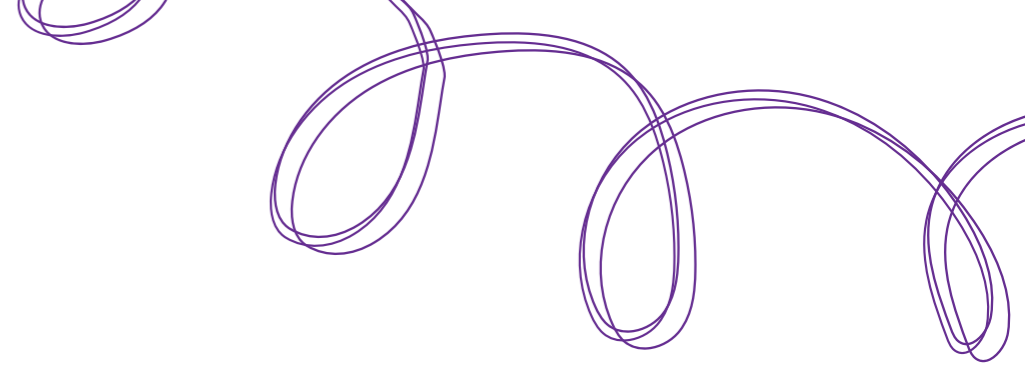
**DESIGN
PUREST**



...thinking a little
more like...

**BUSINESS
PUREST**



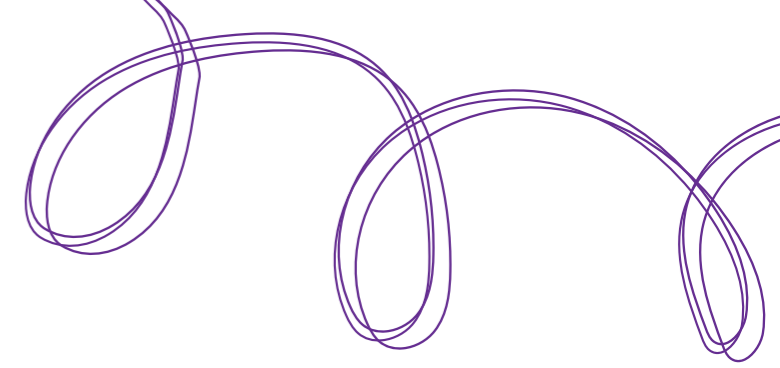


PROTOTYPING CONTINUUM

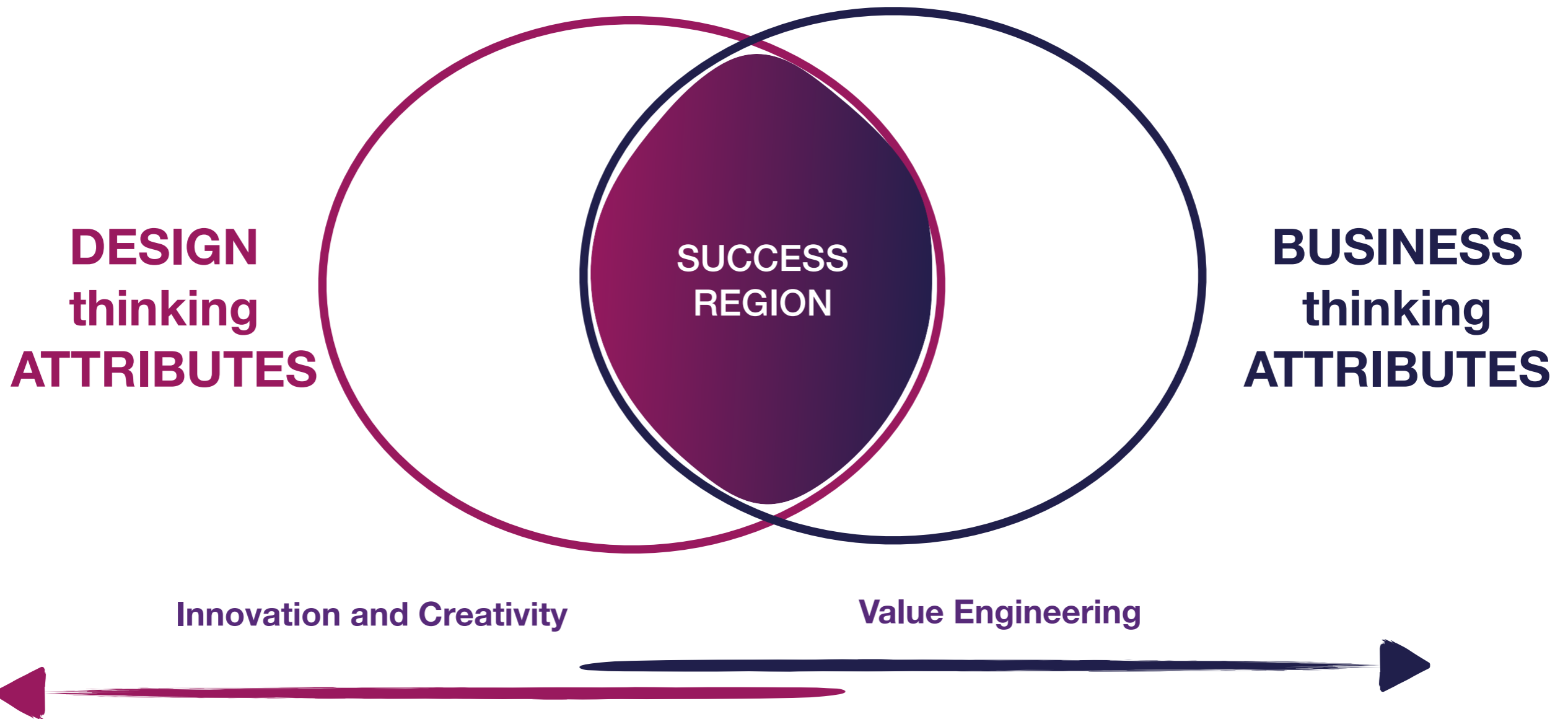
DESIGN Thinking

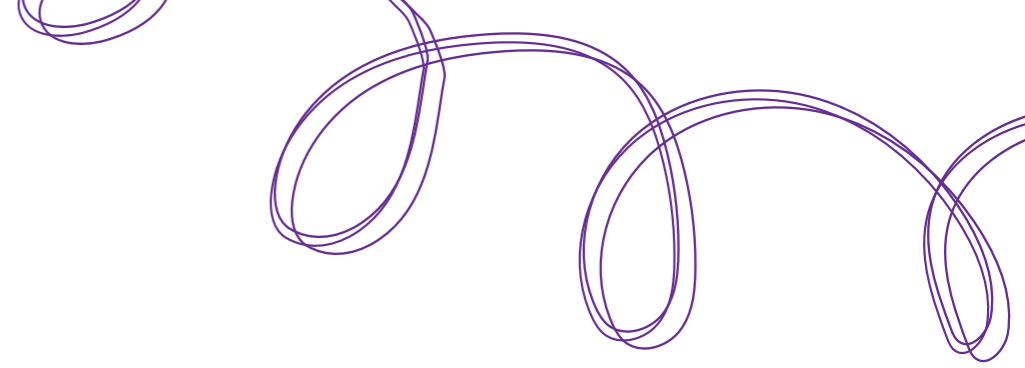
BUSINESS Thinking





'BUSINESS' SUCCESS





WHAT MAKES A GREAT DESIGN?

1	
2	
3	
4	
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6	
7	
8	
9	
10	

WHAT MAKES A GREAT BUSINESS?

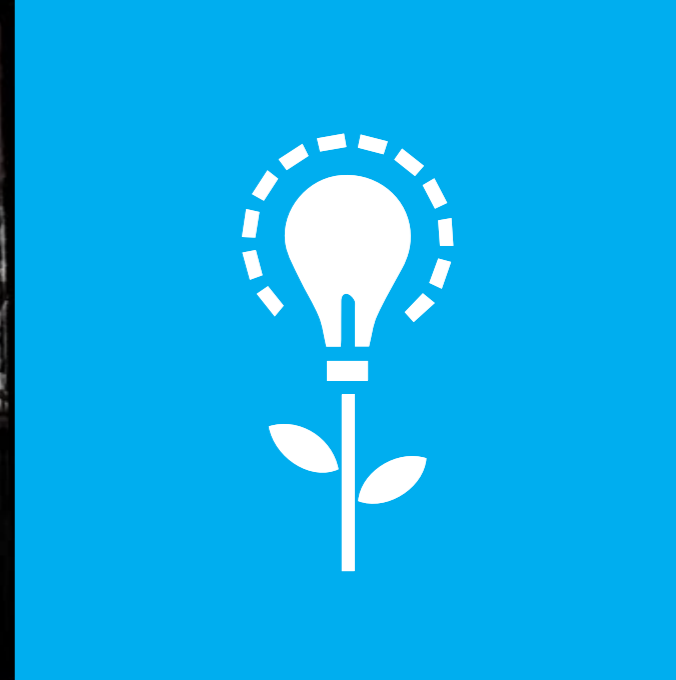
1	
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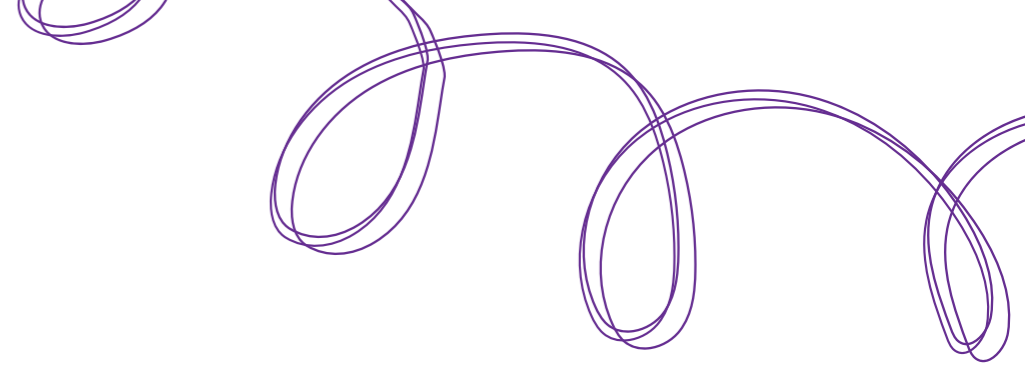


Break Out

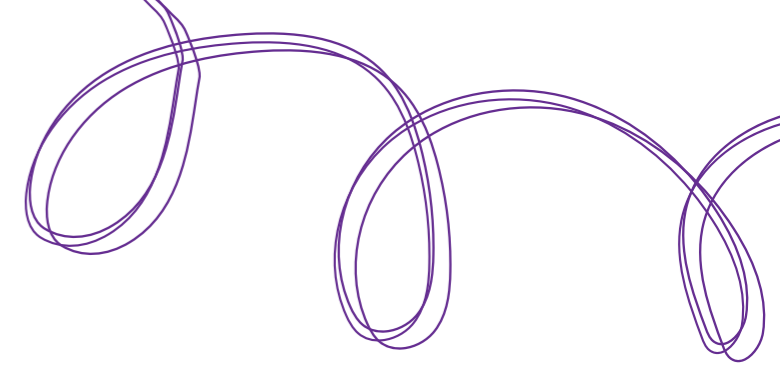
How does ‘design’ attributes and ‘business’ attributes conflict (or not conflict) with each other?

Framing & Mapping





example **TOOL 1**



WHAT DOES SUCCESS LOOK LIKE?

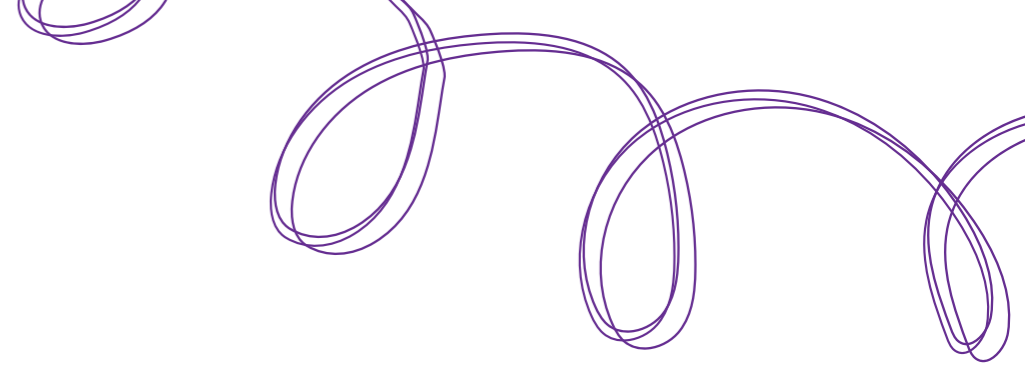
DESIGN SUCCESS	
INNOVATION SUCCESS	Define Analyze Validate
STYLE SUCCESS	Define Analyze Validate
UX SUCCESS	Define Analyze Validate
ENGINEERING SUCCESS	Define Analyze Validate
FEATURES SUCCESS	Define Analyze Validate
PROBLEM SOLVING SUCCESS	Define Analyze Validate
? SUCCESS	Define Analyze Validate
? SUCCESS	Define Analyze Validate

BUSINESS SUCCESS	
MARKET SUCCESS	Define Analyze Validate
CUSTOMER SUCCESS	Define Analyze Validate
FINANCIAL SUCCESS	Define Analyze Validate
ORGANIZATIONAL SUCCESS	Define Analyze Validate
EMPLOYEE SUCCESS	Define Analyze Validate
RISK SUCCESS	Define Analyze Validate
? SUCCESS	Define Analyze Validate
? SUCCESS	Define Analyze Validate

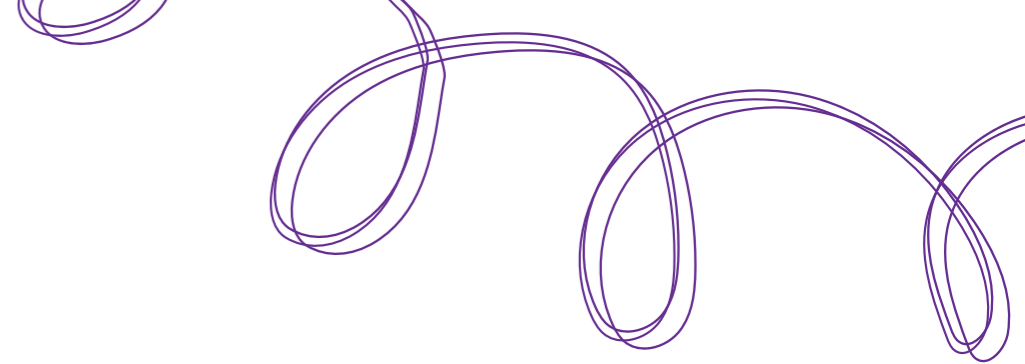
Break Out

What (i) ‘design’ success factors AND (ii) what ‘business’ success factors would you set out in framing a solution to the challenge statement ?

“How might Sun Life Financial acquire younger, first time insurance buyers and maintain them long term?”



example **TOOL 2**

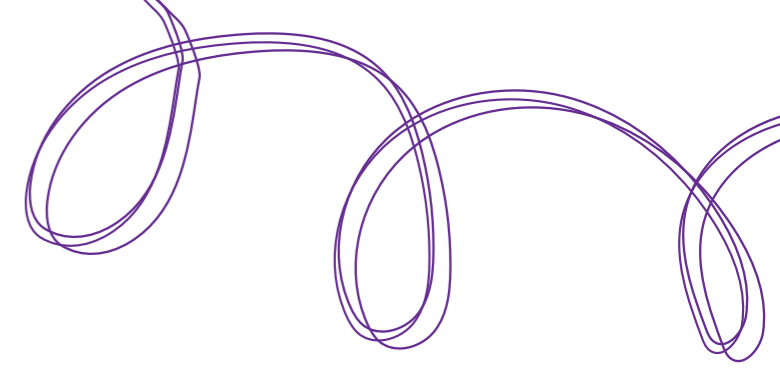


“How might Sun Life Financial acquire younger, first time insurance buyers and maintain them long term?”

‘Profitably’

FINANCIAL PROTOTYPING

If you think about and draft a financial pro forma as ‘prediction’, you are wasting your time... if you think about and draft a financial pro forma as a ‘design’ to build and mobilize, you have an economic blueprint for success.



WHAT IS AN ECONOMIC BLUEPRINT

‘WHAT’

**FINANCIAL
PRO FORMA**

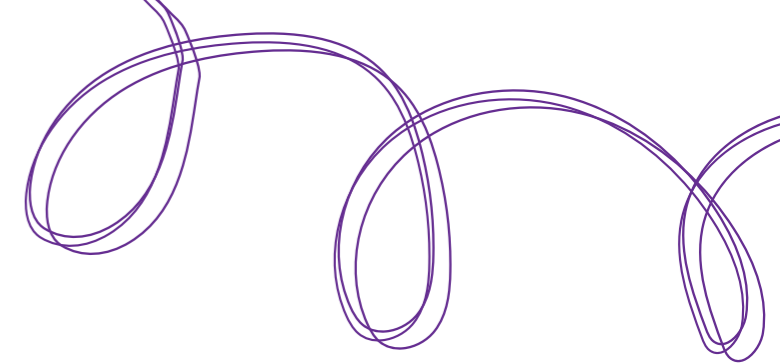


...aligned
with.....

‘HOW’

**LOGIC TRAIL
VALIDATION**





EXPLAIN YOUR PROJECTION

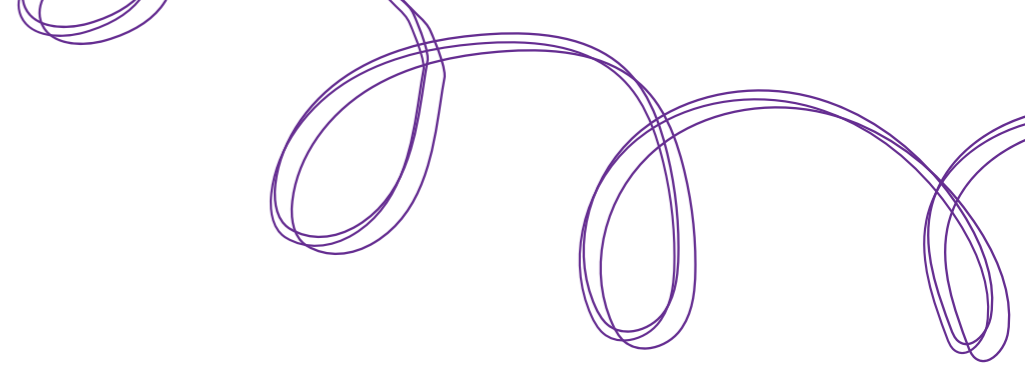
4 Buying...(m&a strategy)

3 Better Performance...(operating strategy)

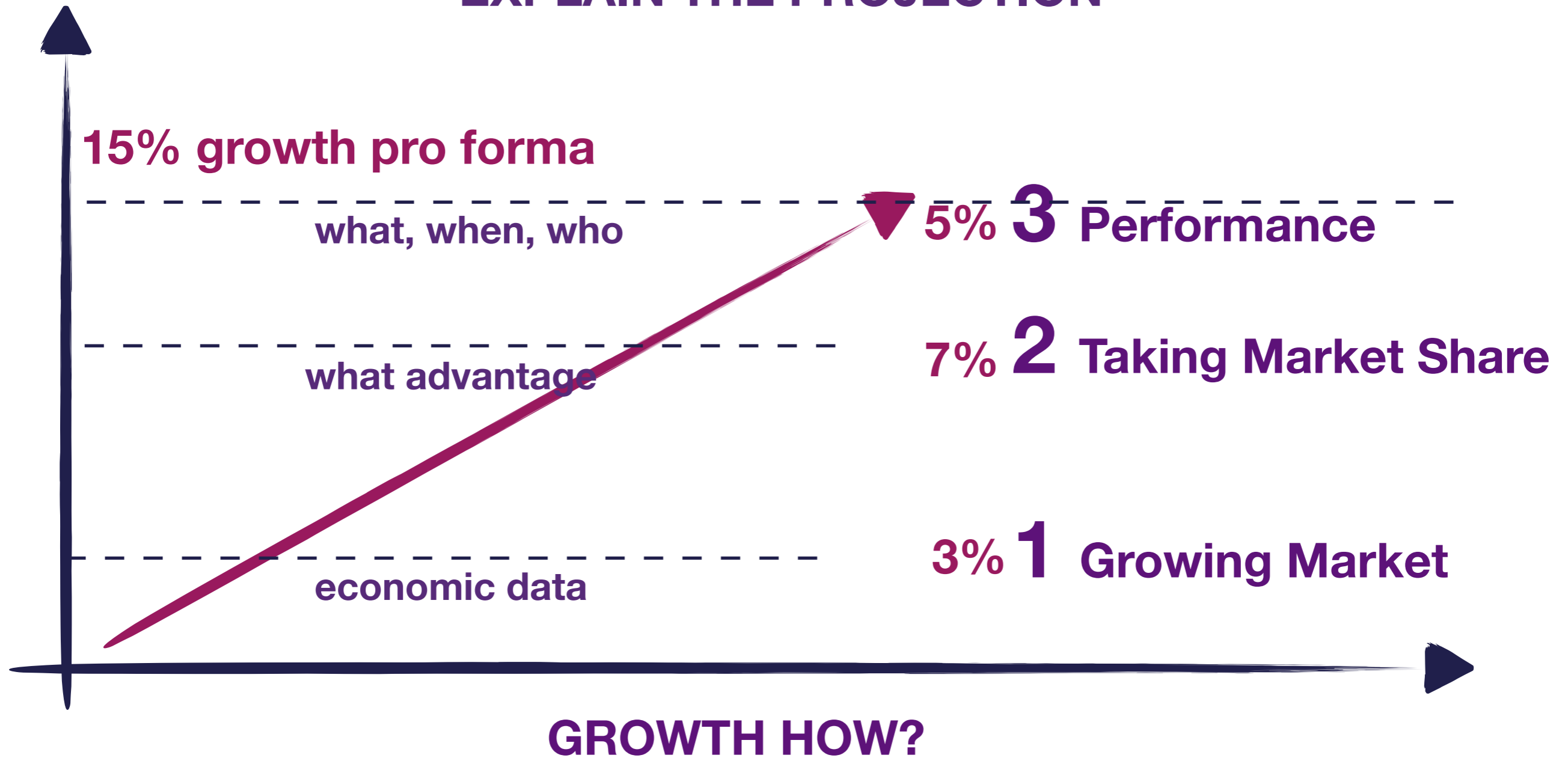
2 Taking Market Share...(offer strategy)

1 Growing Market...(participation strategy)

4 WAYS OF REVENUE GROWTH



EXPLAIN THE PROJECTION

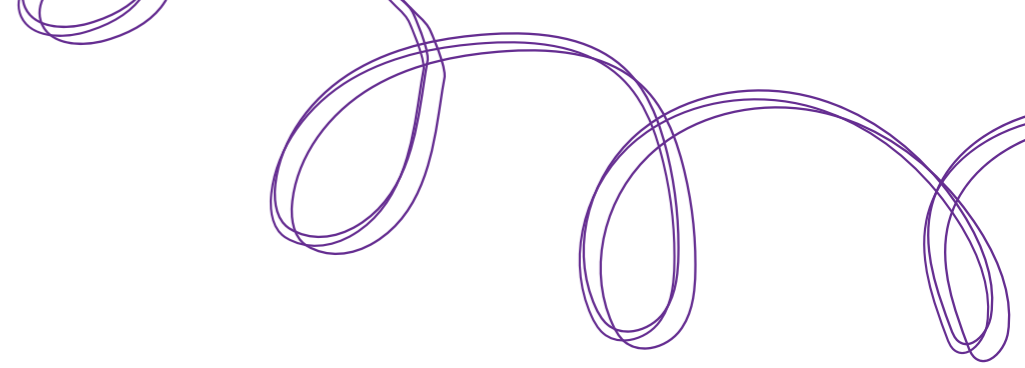




Break Out

What financial strategy (or strategies) would you set out in framing a solution to the challenge statement?

“How might Sun Life Financial acquire younger, first time insurance buyers and maintain them long term?”



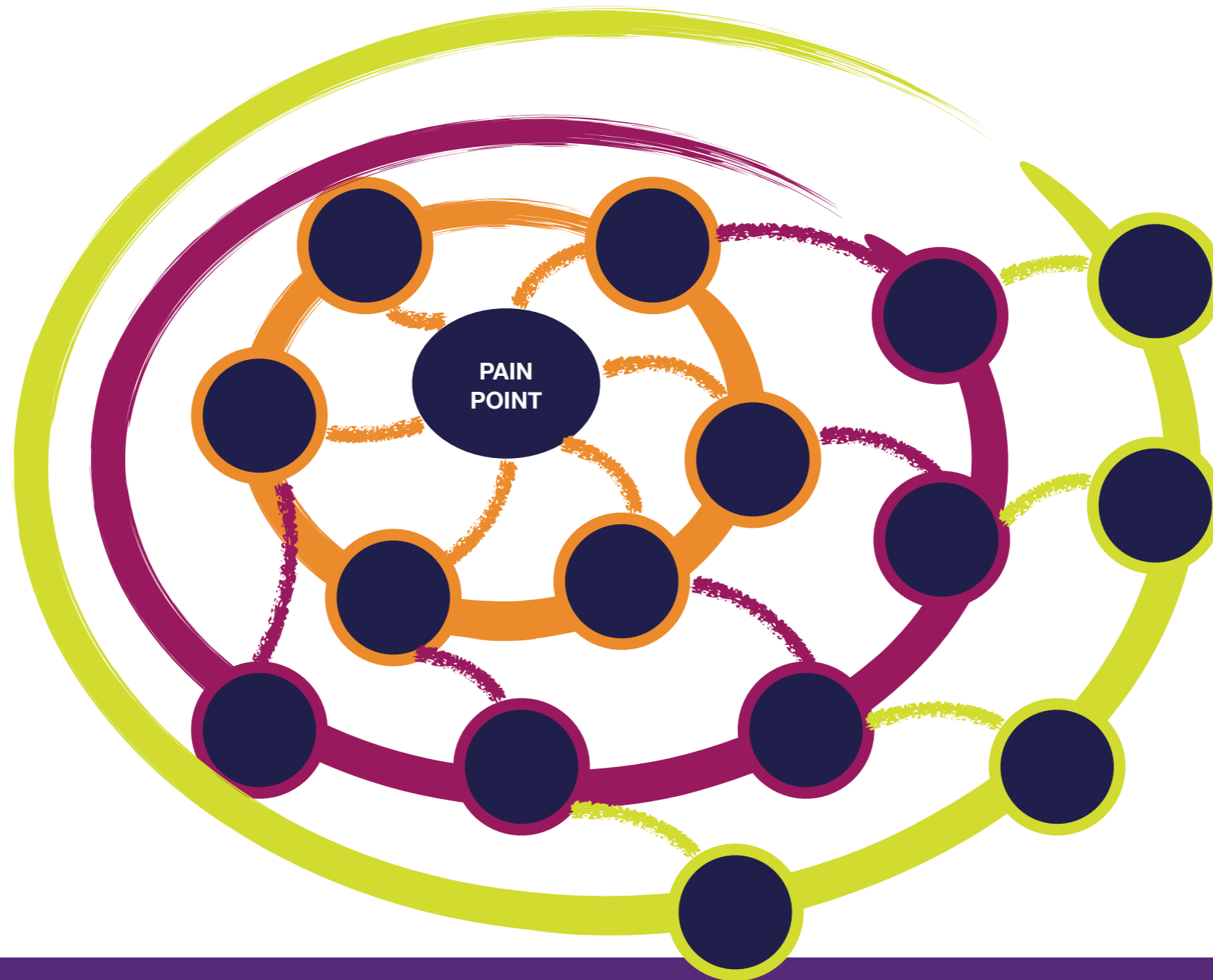
example **TOOL 3**

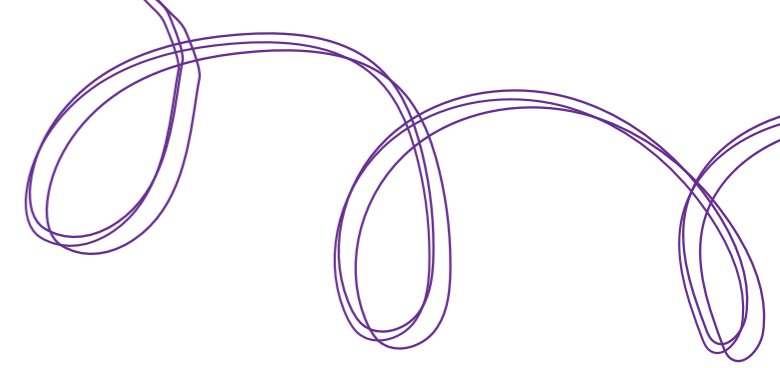
IMPLEMENTATION PROTOTYPING

A great design not executable (or poorly implemented) 'get's you nowhere'.

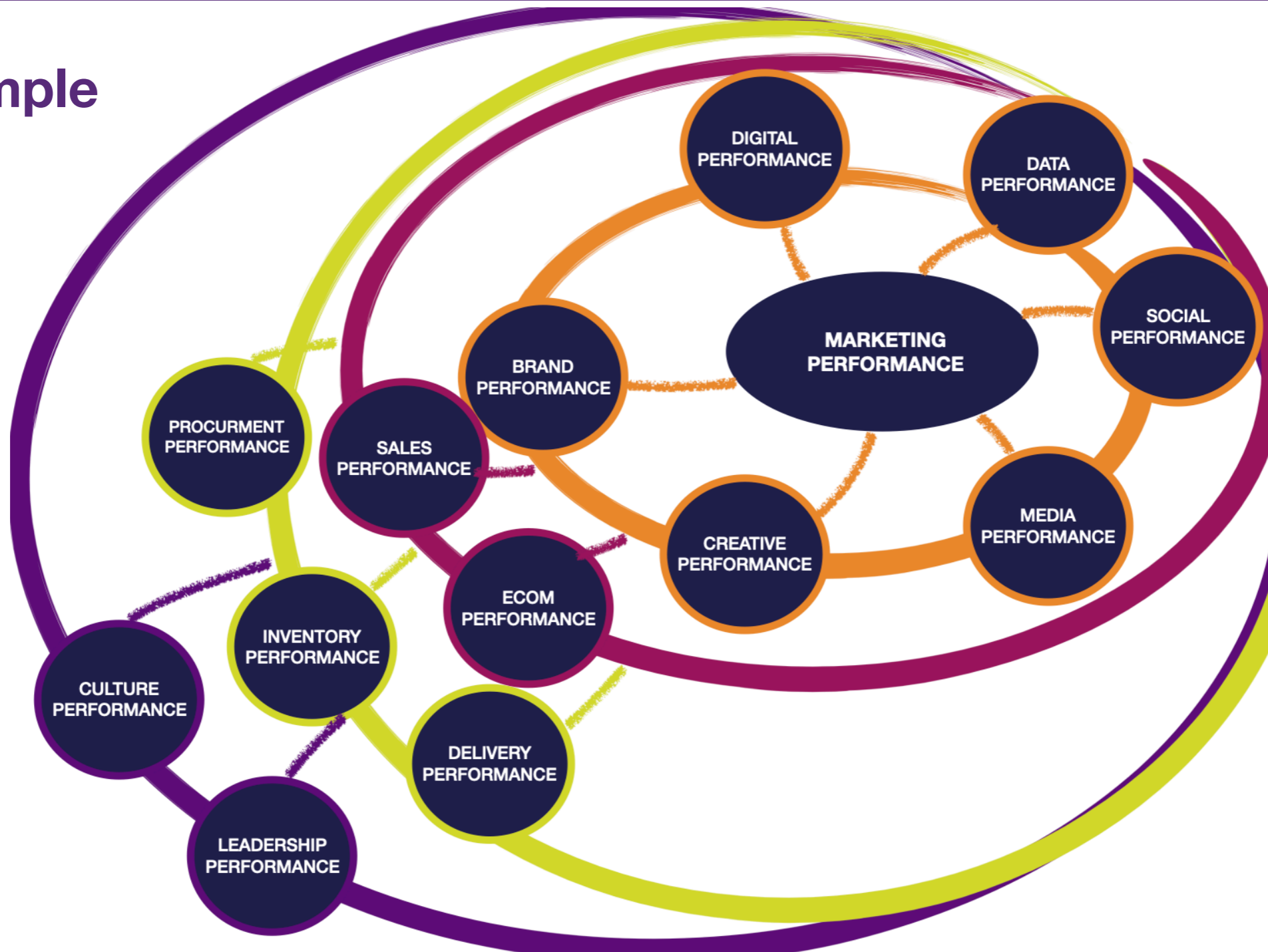
Even a mediocre design but well implemented 'get's you somewhere'.

CENTRIFUGAL PROTOTYPING





Example

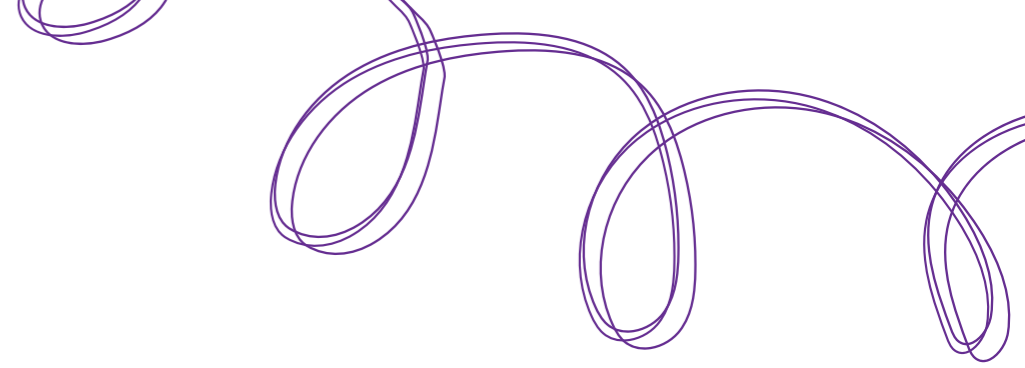




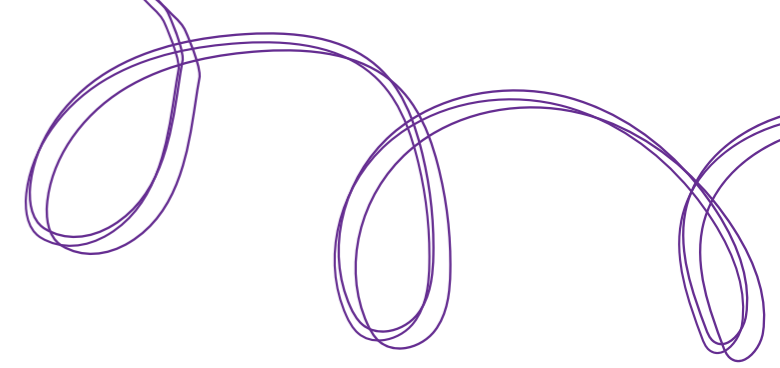
Break Out

What areas of the company would you look to reimagine and redesign to ensure a successful implementation of your solution to the problem statement?

“How might Sun Life Financial acquire younger, first time insurance buyers and maintain them long term?”



example **TOOL 4**



BEYOND DEMOGRAPHICS

DEMOGRAPHICS
AGE
GENDER
PROFESSION
INCOME
GEOGRAPHY
CHILDREN / NO CHILDREN
QUANTITATIVE TABULATED SEGMENTATION

PSYCHOGRAPHICS
ATTITUDES
OPINIONS
INTERESTS
QUALITATIVE DESCRIBED SEGMENTATION

PERSONAS
DEMOGRAPHICS and PSYCHOGRAPHICS
+ FRUSTRATIONS & COMPLAINTS
+ NEEDS & EXPECTATIONS
+ INFLUENCES
+ PATTERNS & BEHAVIOURS
BIOGRAPHICAL SEGMENTATION

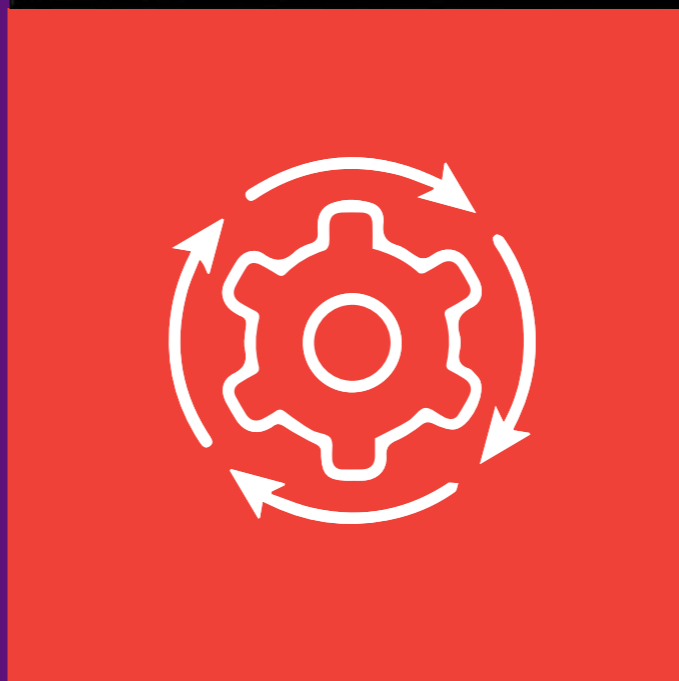
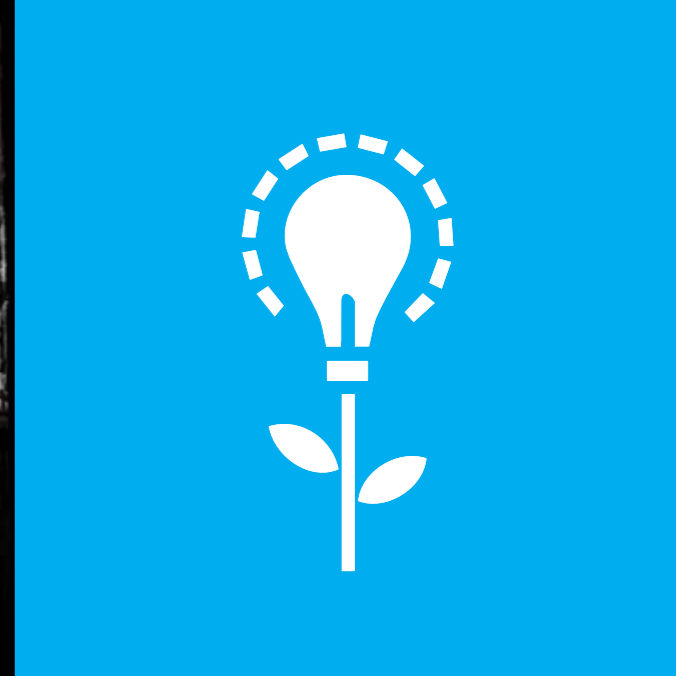
Break Out



How would you define and describe ‘younger’ in framing a solution to the challenge statement?

“How might Sun Life Financial acquire younger, first time insurance buyers and maintain them long term?”

Discussion & Q & A



Contact

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