ONEDAYONE

Using Human-Centered Design and Agile (with a little bit of Lean Startup) in Marketing to drive 10X results

(a class to tailored to small-to-medium sized businesses)

This is a participatory, highly interactive class - that will not only provide training on the concepts of HCD and Agile, but you will actually work through your own scenarios and leave with actionable plans and documents.

Agenda:

Morning session:

Human-Centered Design:

Introduction
Human-Centered Design (HCD), or Design Thinking, is a methodology creating a deep empathy with the people you are designing for in order to gain insights to create a solution that solves the pains or meets the needs customer.

Mindsets
HCD is not only a tool or a process but a mindset. It is a philosophy that at times contradicts what we have learned in traditional development settings, but in other ways complements it completely.

Methods
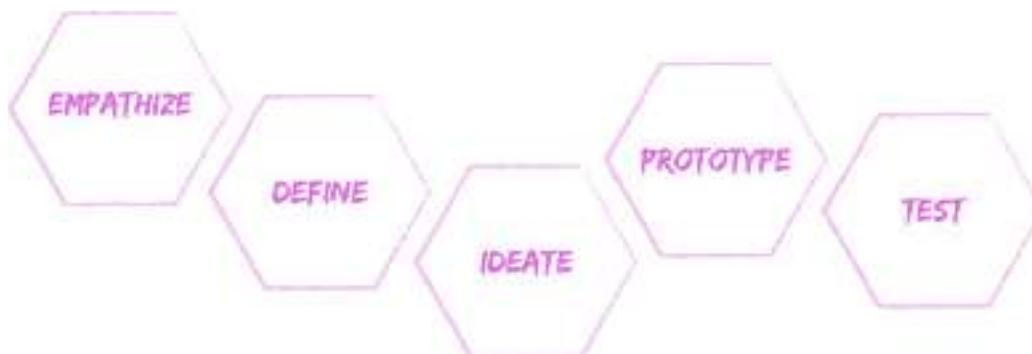
We will walk through and give highlights of the major methods in each area 'phase' of Human-Centered Design. We will provide tools and locations to get more information when designing your own sessions.

As we work through the remainder of the morning, each exercise will give the team exposure and practice to a different method.

Warm-Up Exercise - Competition
> *Start with an exercise to get the group thinking about their competition - where would they place their competitors on a matrix in comparison to their company? What are they doing well and not so well - tactically? Where is each positioned well? - Are they attacking certain niches, etc...*
>> a. *Purpose: Get them thinking strategically, get everyone engaged - safe topic talking about competitors vs jumping in to your own business. Plus it helps to see the landscape on a single visual and understand what your peers are seeing and thinking.*

Impact Metric: Work through a discussion of trying to identify the most impactful metric to the acquisition process. Being able to identify the measure that we should target to have the most impact on growth overall. This is always a challenge to really dig deep enough to identify the cause of the needle actually moving.

Buyer Persona(s): A discussion about what our target audience looks like, thinks about and cares about. Identifying the pains and challenges and mindset of the user. We get granular to identify multiple different personas based - helping drive ultimately drive a very personalized experience.

Buying Journey: Walking through the journey as one of the personas, looking at all of the detailed steps a persona may take even prior to their engagement with us. What are their pain points, what do they do on a daily basis? What steps might they take when they realize that they have an issue? What are we doing as an organization to help them realize they have an issue. This is a messy process with lots of post-it notes and rearranging, and it may not be 100% complete or sequentially accurate, but that is ok - it just gets the group thinking and envisioning all of the potential touch-points and potential mediums and topics that could be helpful.

Brainstorming and Prioritization: An exercise where you actually start brainstorming tactical, no-idea-is-a-bad-idea, wild, creative ideas to impact the business given the knowledge gained in the competitors exercise, impact metric exercise, persona and journey exercises. Prior to this point, the methods were rather high-level, but all of that leads to this brainstorming session - which makes sure you get everyone's ideas and helps create great dialogue and buy-in. The prioritization starts to limit the number of ideas that can be discussed and ultimately prioritized. There is a two-step prioritization process

- ultimately looking at impact and difficulty as one set of criteria. The prioritization helps lead to a fairly clear Roadmap.

Afternoon Session:

What is Lean Startup?
> "*We get customers involved in the development of products as soon as possible and to build everything in an experimental way so that we treat every feature, every ounce of energy that we invest in our startup as an experiment to help us understand what our customers really want.*" (Blank, 2015)

Agile Marketing Overview
Agile Marketing is not a strategy. Rather, it's a framework for implementing your strategy more effectively.

Agile Training/Workshop:

Marketing Backlog
The backlog is primarily for projects and strategic objectives. It is your prioritized to-do list.

User Stories
An example of a user story would look something like the following: As a [insert persona], I would like to [insert verb (e.g., learn, see, experience)] to [insert a description] so that [insert an outcome].

Sprint Planning
Sprint planning is an event where the team determines the product backlog items they will work on during that sprint and discusses their initial plan for completing those product backlog items.

Hypothesis
I believe [target market] will [do this action / use this solution] for [this reason].

Sprints

Sprint is one timeboxed iteration of a continuous development cycle. Within a Sprint, planned amount of work has to be completed by the team and made ready for review.

Importance of MVPs
Discussion around the concept and benefits/risks of utilizing Minimum Viable Products.

Reviews & Retrospectives
With each sprint's objective to produce a 'shippable' product. The review is meant to be an informal discussion and review of the sprint.
During the retrospective, the team reflects on what happened in the iteration and identifies actions for improvement going forward.

High Tempo Testing
HTT is based on the premise of rapid testing and experiments, learning, and iteration for continuous improvement. It's grounded in running simultaneous, multiple tests on a platform, e.g., a website, to increase your results and achieve goals.

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