

“DESIGN THINKING” DALAM PENGEMBANGAN PRODUK PANGAN FUNGSIONAL

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CONTENT



Concept



Stages



Recomendation



Concept

INNOVATION MODE

- PRODUCER BASED INNOVATION EX: HAD **INTERESTING RESOURCES** -> LOOK FOR THE USER (START WITH RESOURCES) -> ACADEMIC LOGIC
- CONSUMER BASED INNOVATION EX: WHAT IS THE **USER NEED** -> FIND THE RESOURCES THAT CAN PROVIDE THE NEED (START WITH PEOPLE) -> BUSINESS LOGIC

EX: TYPE OF BEVERAGE IS NEEDED/SENSORY PROPERTIES, NUTRITION, CULTURE, BEHAVIOR

WHAT IS THE SIGNIFICANT DIFFERENT BETWEEN THOSE APPROACH ? COMMERCIALIZATION RATE

- INNOVATION IS FINDING THE GAP
- ONE OF THE GAP ANALYSIS <-> DESIGN THINKING





Concept

Successful companies
move from...

selling
**PRODUCTS and
SERVICES**



Shifting



To selling experiences

Need a value proposition



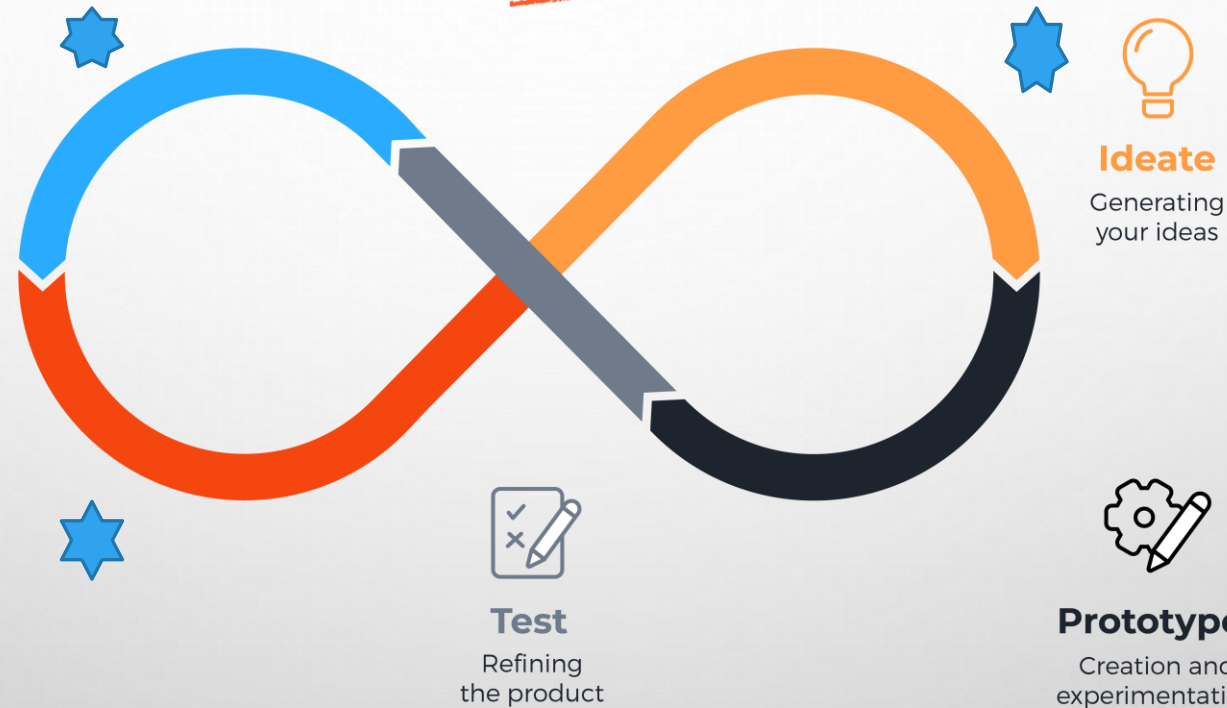
Central element
How consumer observed
Distance from Innovator to consumers

Choose the most appropriate or feasible

Is the idea can solve the problem or fulfilling the need

Not all the problem we could solved at one time

DESIGN THINKING



Problem Validation

Combine all the resources of potential

Design thinking is a process for creative problem solving (human centered core)

Most of "product development" has hasty stage and jump to Prototype

Integrative approach : problem solving by using a framework
Focus on early consumer orientation

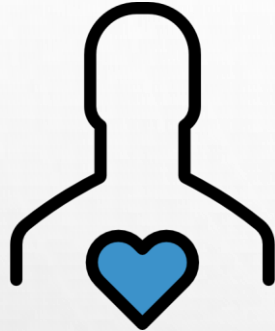
YOU START WITH PEOPLE.





Stage

ENVISIONING SESSIONS



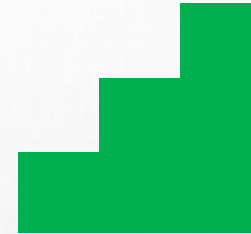
Session 1: Focus on Customers

- Who are your current and future customer?
- Who & What influence their purchase decision?
- What do customer expect?



Session 2: Initiatives Generation

- Sharing Vision Initiatives
- Drill and Explore
- Prioritize



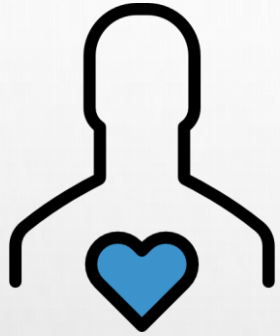
Session 3: Challenges and Obstacles

- Process?
- Health Claim?
- Data and Information?
- Regulation?



Stage

FOCUS ON CUSTOMERS - ACTIVITY 1



Activity 1:

Name your customers

Assign each customer profile to each group

My customer is _____
and he/she enjoys

Sarah
Drink during working time
Fashion designer
Taste and value for money

He/she works as a _____
_____ and make

And he/she makes purchase decisions
based on _____

Session 1: Focus on Customers

- Who are your current and future customer?
- Who & What influence their purchase decision?
- What do customer expect?

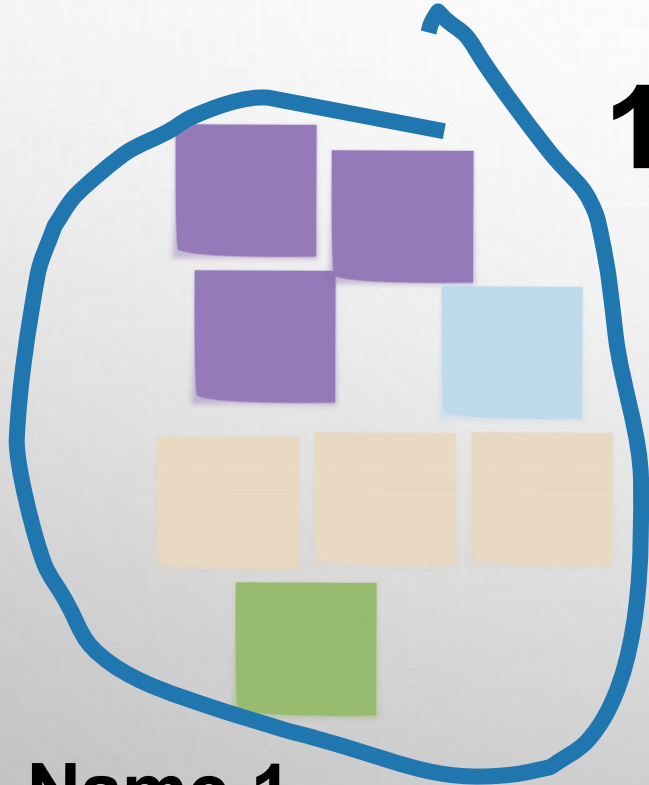


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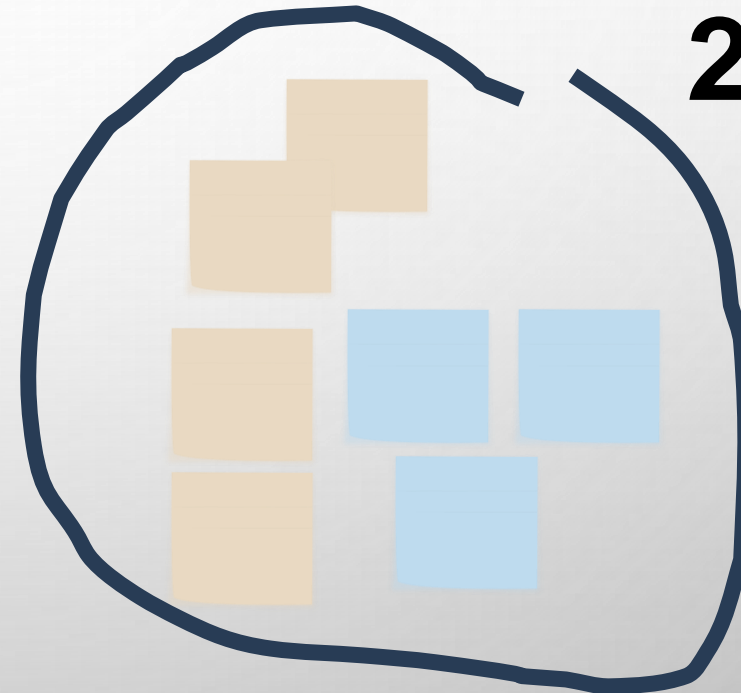
Group Similar Customers

“Persona” merupakan segmentasi berdasarkan profil konsumen

NUMBER AND NAME YOUR GROUPS (LATER WE IDENTIFY THE “PERSONA”)



Name 1



Name 2

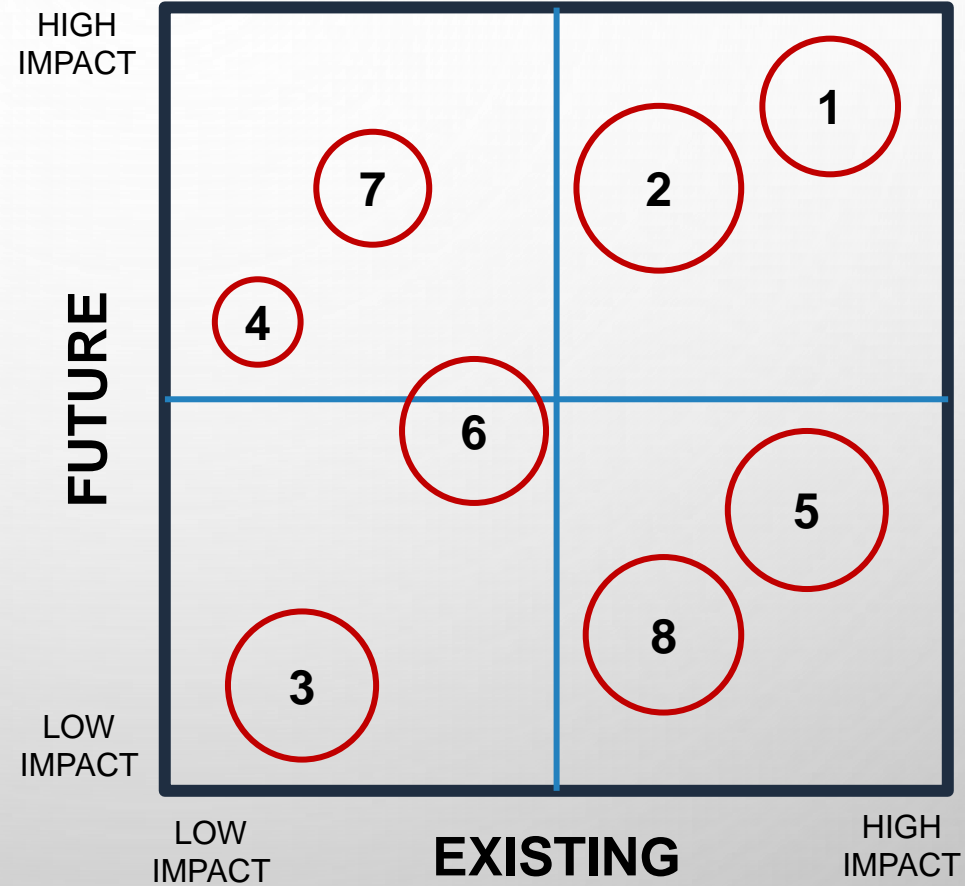


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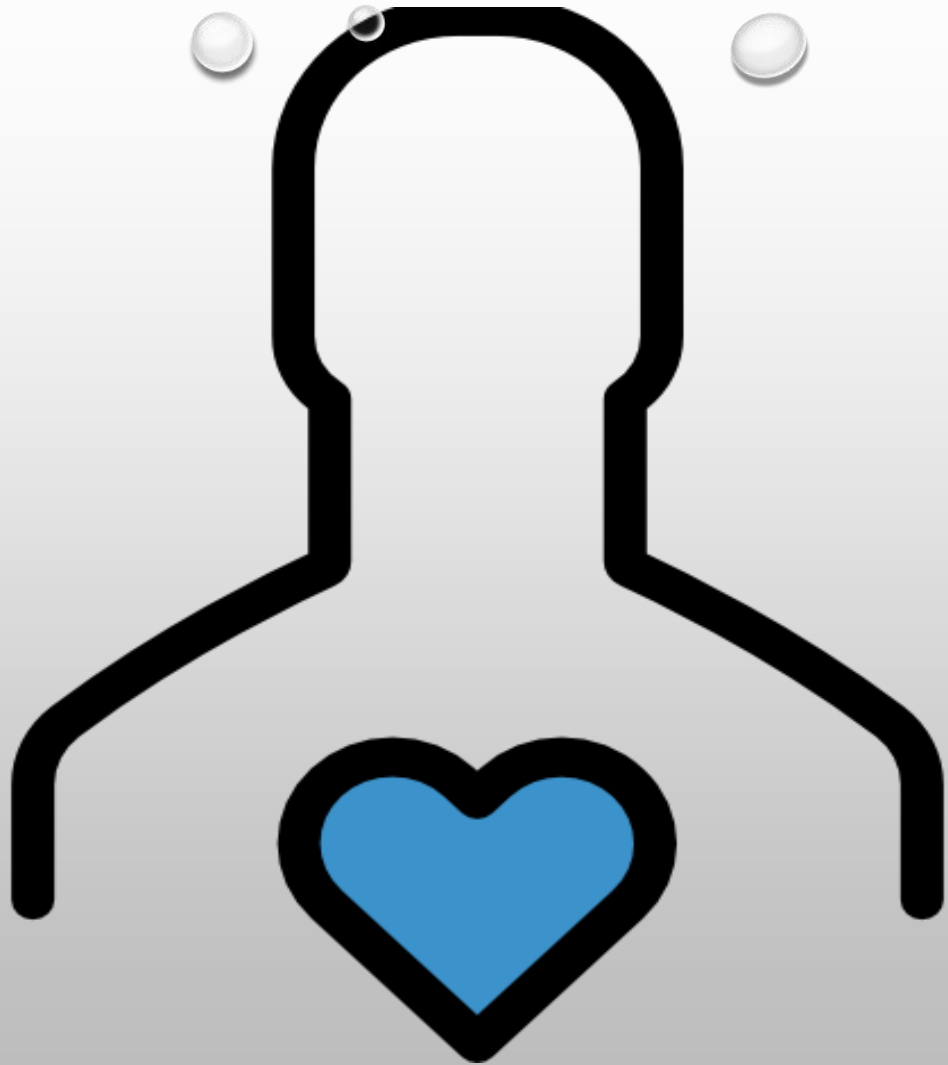
CUSTOMER MATRIX

Vote on the the most **impactful** customer groups

Place them on the matrix



Group 1
dan 2



1. EMPATHIZING



Stage

FOCUS ON CUSTOMERS - ACTIVITY 2

Buy only well-known product/brand

ACTIVITY 2:
CREATE A CUSTOMER MAP

WHAT IS CUSTOMER MAP?

- WHO
- SAY
- NEEDS & WANTS
- DAY TO DAY PROBLEMS
- INFLUENCERS

I was expecting different taste, fiber or etc

Just right portion

Don't understand to many information in nutrition fact

Why is hard to choose correct Healthy drink/diet Beverage

Empathy Mapping



Said



Did

Compare product



Thought



Felt

Excited
Unsure who to trust
Feeling guilty consuming...



2. DEFINE



Stage



FOCUS ON CUSTOMERS - ACTIVITY 3

ACTIVITY 3:

LOOKING AT THE CUSTOMER MAP, DEVELOP AN IDEA TO BENEFIT HIM/ HER.

IDEAS THAT:

- SOLVE THEIR PROBLEMS
- PROVIDES EXPERIENCE

My **Customer** is _____ and he/she enjoys

He/she works as a _____ and makes

And he/she makes purchase decisions based on

Define your customer want and deliver their need
RTD high fiber? With good taste and easy grab?

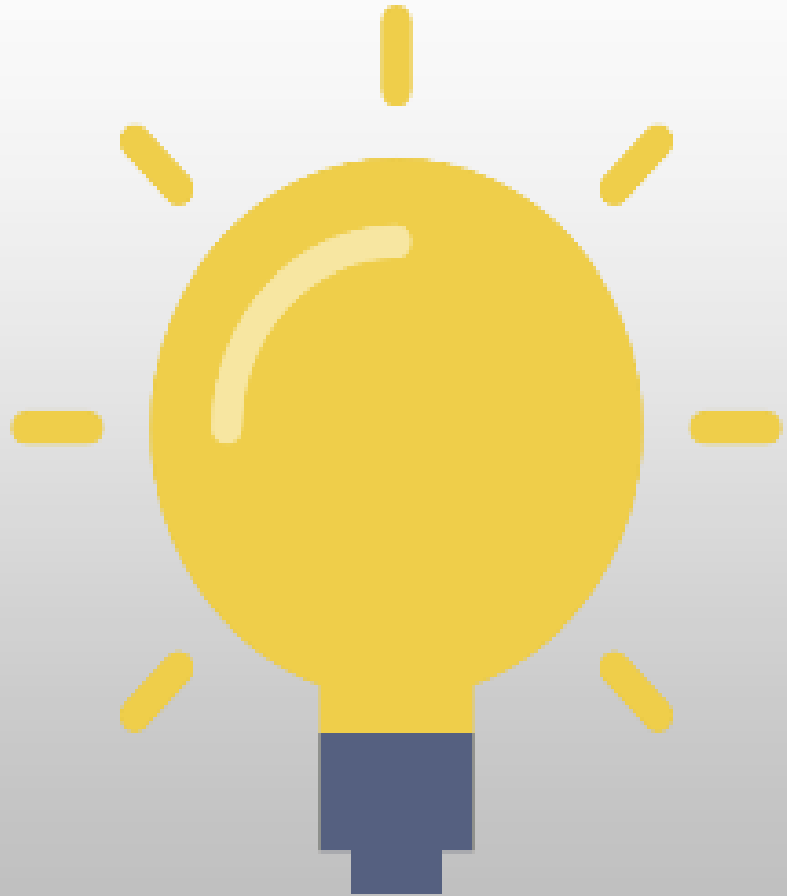
Our **Idea** is called

The person (or group) who uses it is

Currently they struggle because

In a 2 years time, they would be able to

This would be awesome for the user because



3. IDEATION

DIVERGE ON LOTS OF IDEAS



Stage

Ideation

- Each Team member, generates at least **3 ideas** to cure your user's pain
- Be visual – don't get fixated on the details.
- Grouping the similar ideas

Sketch + Headline + Caption

1. Diet/healthy drink during working time
2. The portion and packaging is handy
3. Informative about the ingredient and the value



WHICH OF THESE IDEAS ARE
MOST IMPORTANT AND FEASIBLE
WITHIN OUR PLANNING PERIOD?



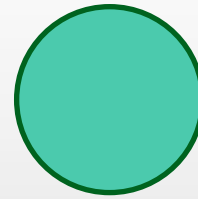
Stage

ACTIVITY: VOTING

PRIORITIZATION GRID

Instructions:

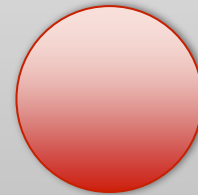
1. Each person gets the same number of votes (3 dots each).
2. Evaluate each “big idea” quickly and on your own.
3. Vote based on impact and feasibility.



Impact to the user

Lots of green dots = high impact

- Does it alleviate the pain?
- Does it expand user value?
- Does it differentiate the product?



Feasibility for us

Lots of red dots = easy to implement

- Can we do this as an organization?
- Can we take this to market? (GTM)
- Is it technically feasible?



Stage

Instructions:

1. Draw your grid

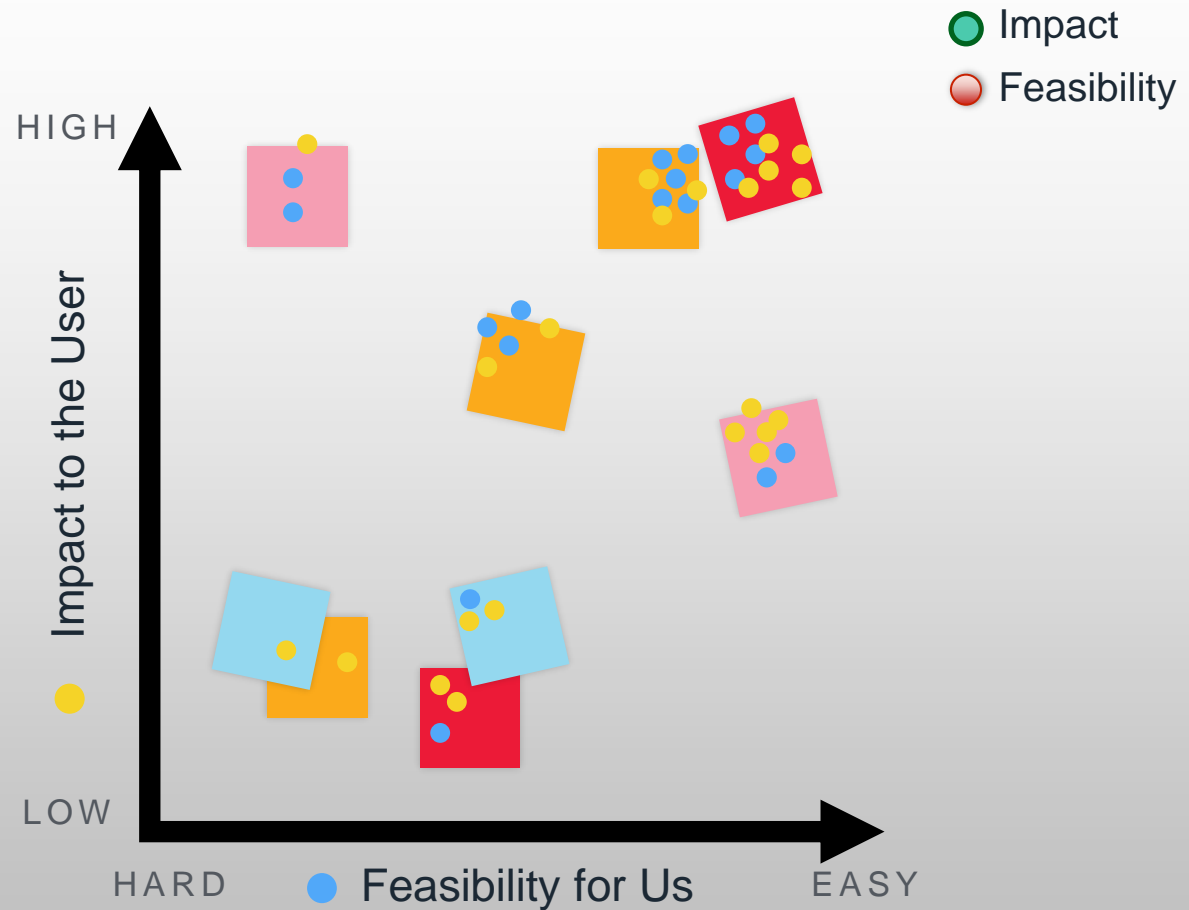
Label the x-axis and y-axis.

Be sure to mark Easy on the right and Hard on the left of the x-axis.

2. Plot your ideas

Plot your big ideas on the grid.

PRIORITIZATION GRID





Stage

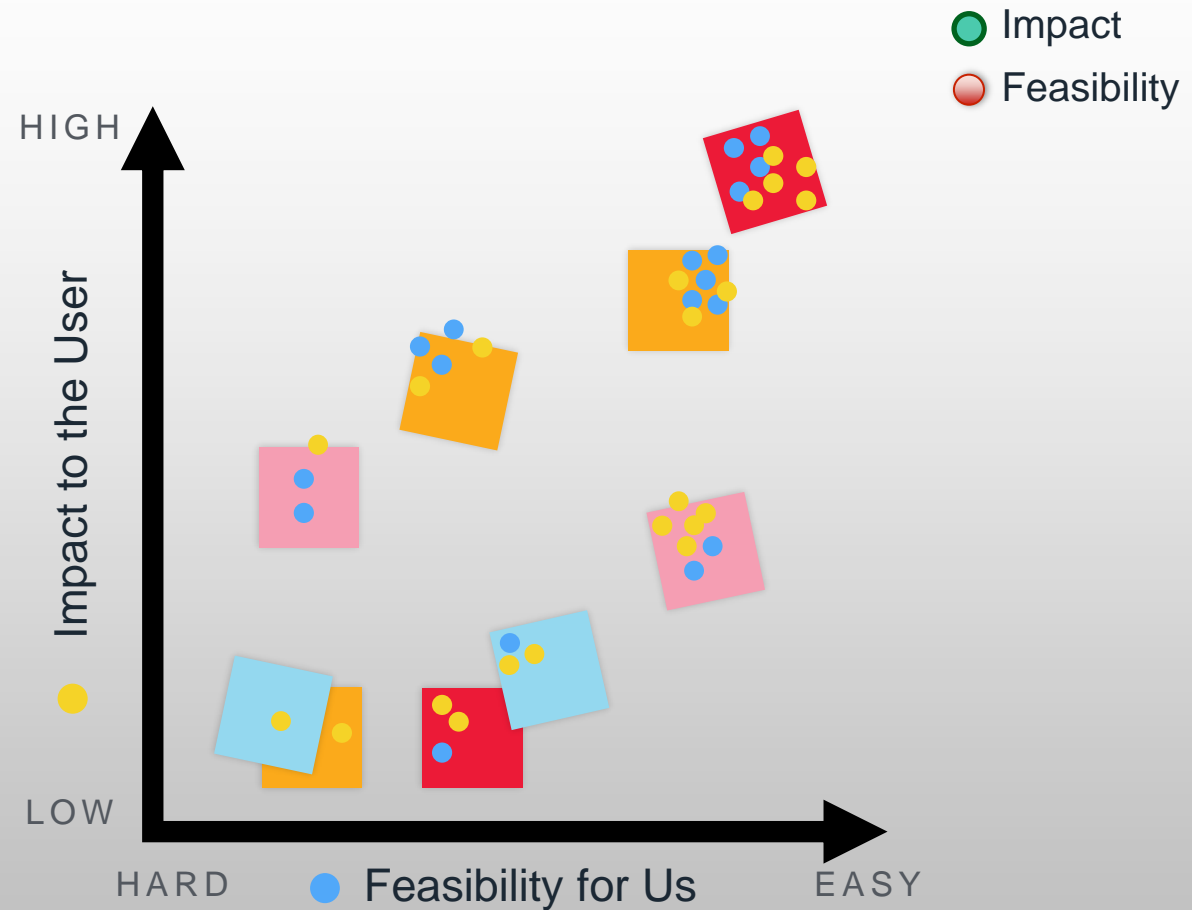
Instructions:

3. Adjust

Discuss plotting with the team.

Adjust the placement of ideas based on relative strength to each other.

PRIORITIZATION GRID





Stage

Instructions:

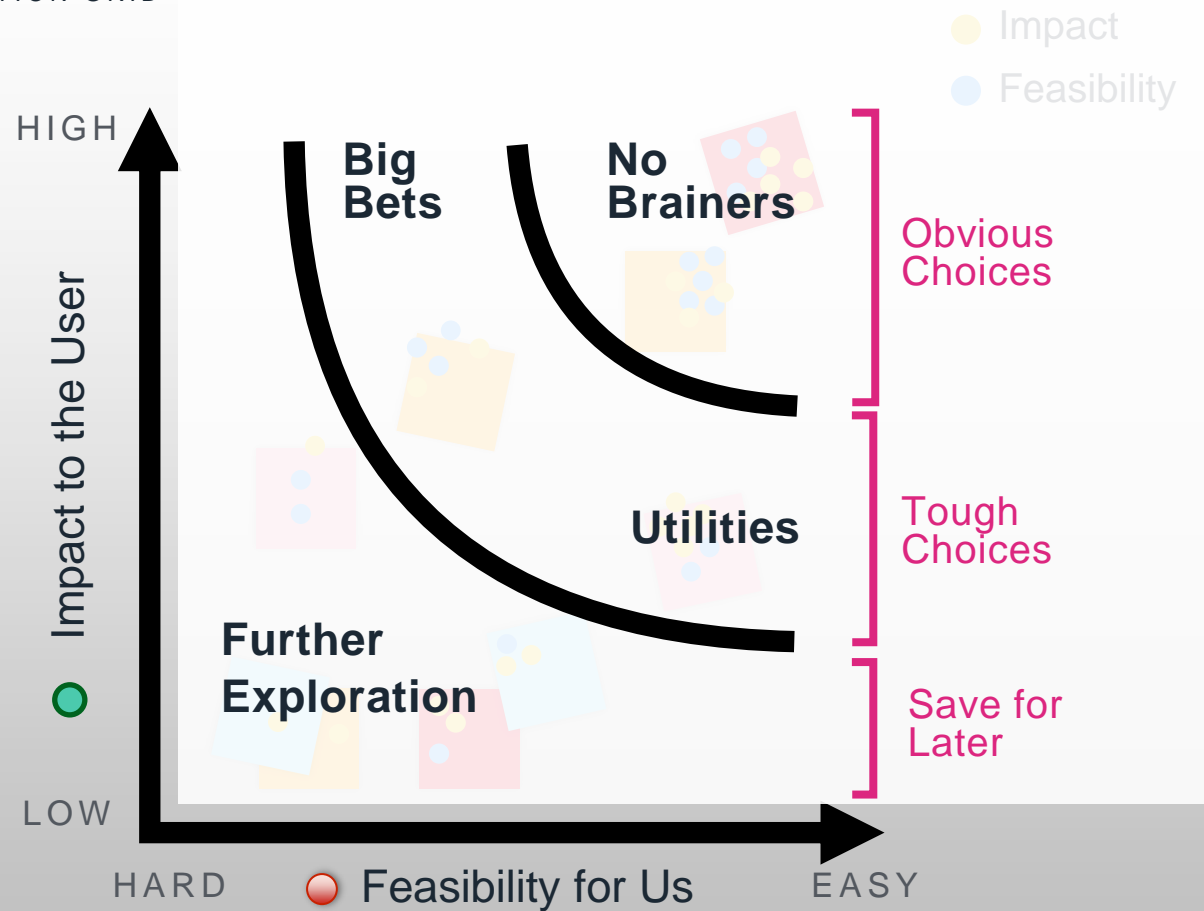
4. Assess

Draw two arcs.

Label the four quadrants:

- *No brainers*
- *Big Bets*
- *Utilities*
- *Further exploration*

PRIORITIZATION GRID



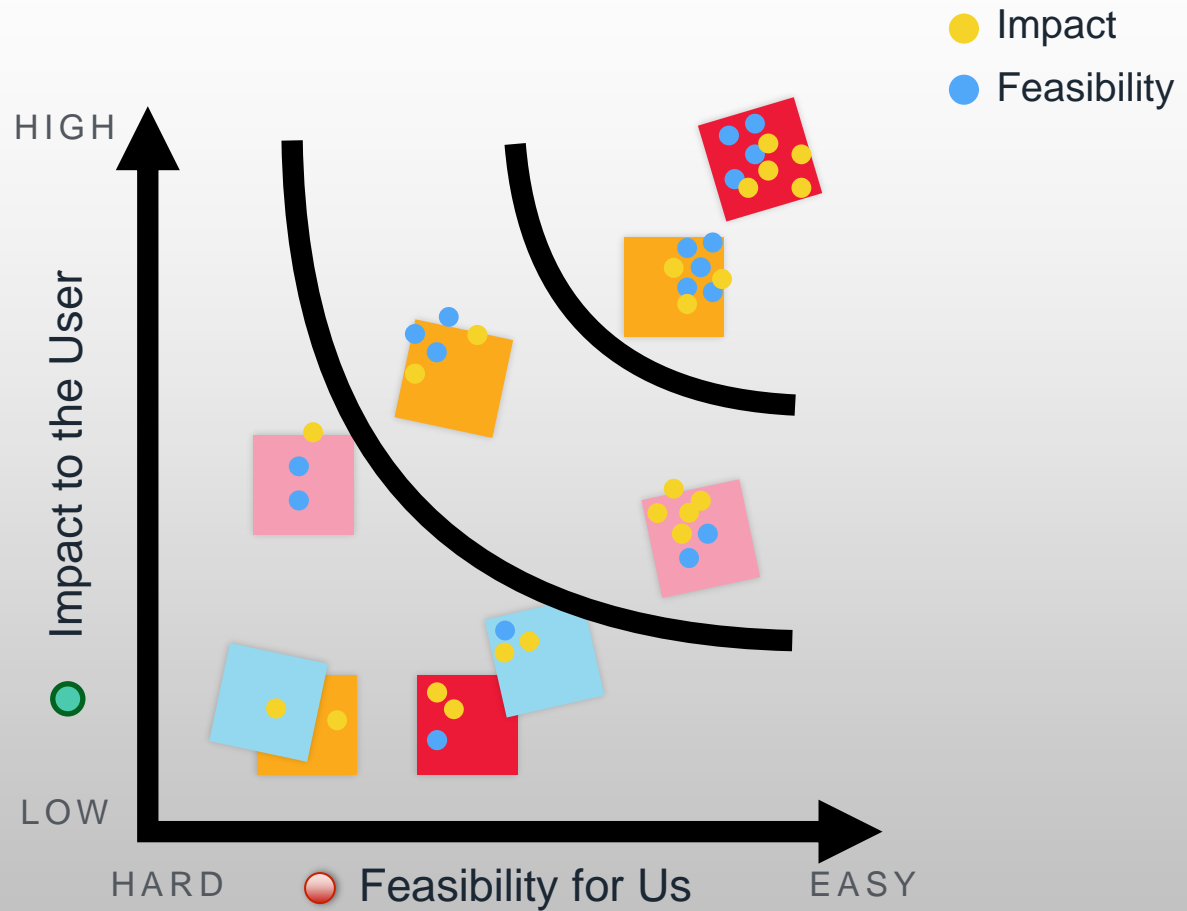


Stage

Instructions:

5. Assess

PRIORITIZATION GRID





Stage

S W O T GRID

Instructions:

1. Draw your grid for each Idea

2. Post your opinion in each SWOT box based on 5 perspectives :

- Process
- Data and Information
- Human Resources / People
- Regulation

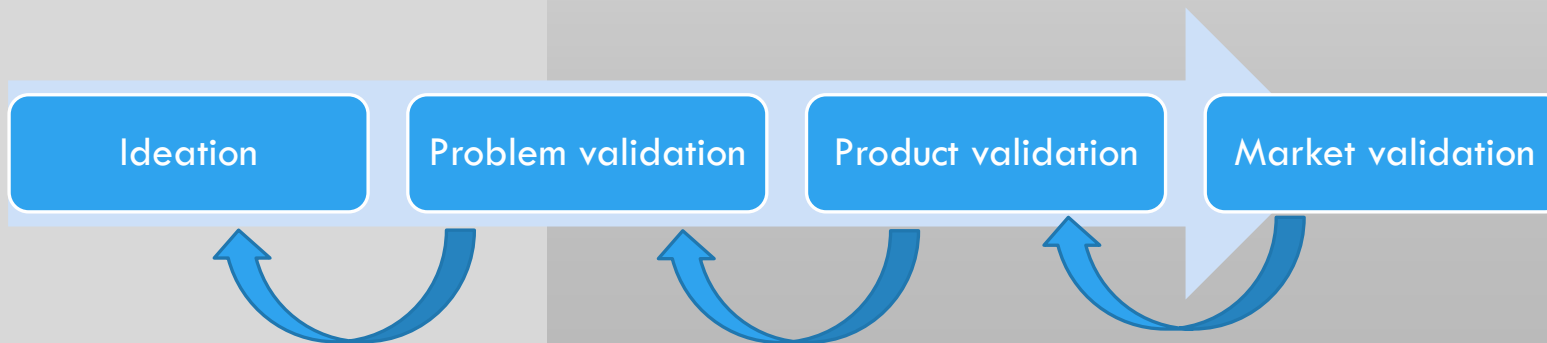
IDEA / INITIATIVE TITLE





Recommendation

1. Start to understand the current and future customer
2. Select your potential resources to meet the consumer need
3. Collaborative work/research is highly recommended
4. The best product is a product which has value proposition -> lead to product branding
5. Most of the product development has hasty stage before prototyping
6. Test the prototype and back again to the loop





THANK YOU

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