

Sesjon 4b:

Innovative digitale løsninger

teori og eksempler fra offentlig sektor

Ram Yoga
Computas

Jørund Leknes
Kantega

INNOVASJON

Desirability, Feasibility, Viability

Service Safari

MLP

RAT

Output vs outcome

Scrum

Trippel diamant

Pilotering

MVP

Kanban

Problem framing

Prototyping

Proof of Concept
(PoC)

Tjenestedesign

Agile

CAN-model

Design thinking

Dual Track Agile

Shape Up

Design sprint

Discovery vs
Delivery

Designrevet
innovasjon

Lean Startup

Lean UX

User Story
Mapping

Kultur

Eksperimentering

Hypotesedrevet

Ideation

Organisasjon

Måling

OKR

LEAN canvas

Jobs to Be Done

Innovasjonsregnskap

Fail fast

Brukerinnsikt

Growth hacking

Impact Mapping

Mission Model
Canvas

Value Proposition
Canvas

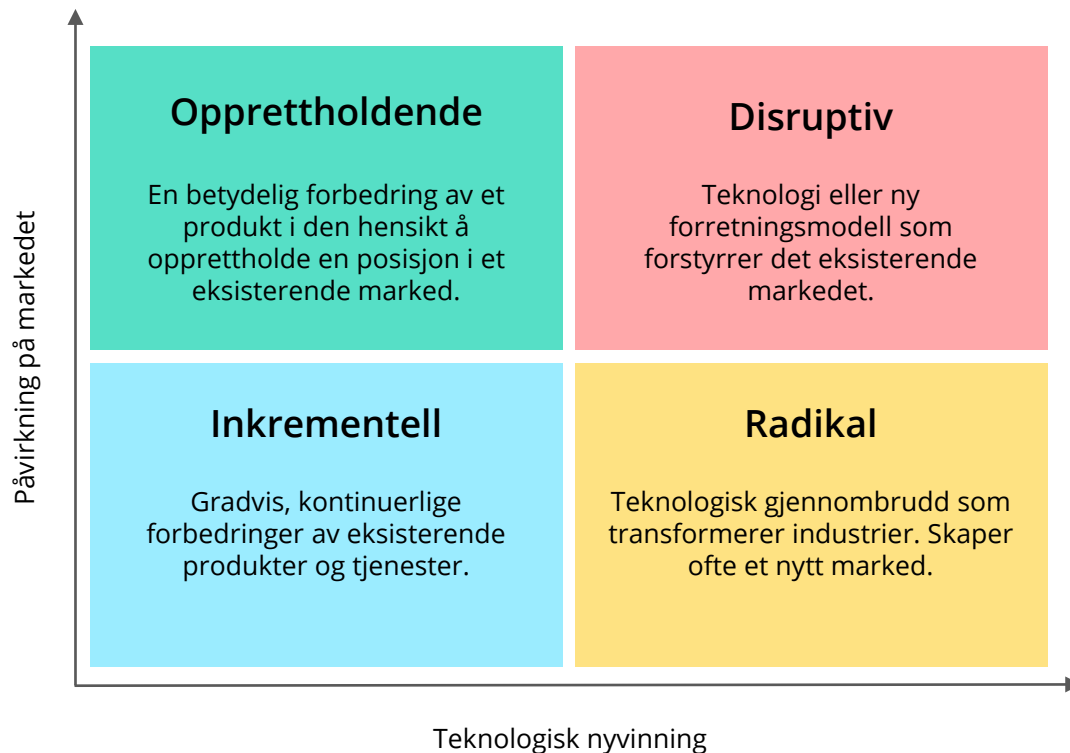
Business Model
Canvas

North Star Metric

Gevinstrealisering

HEART framework

Typer av innovasjon

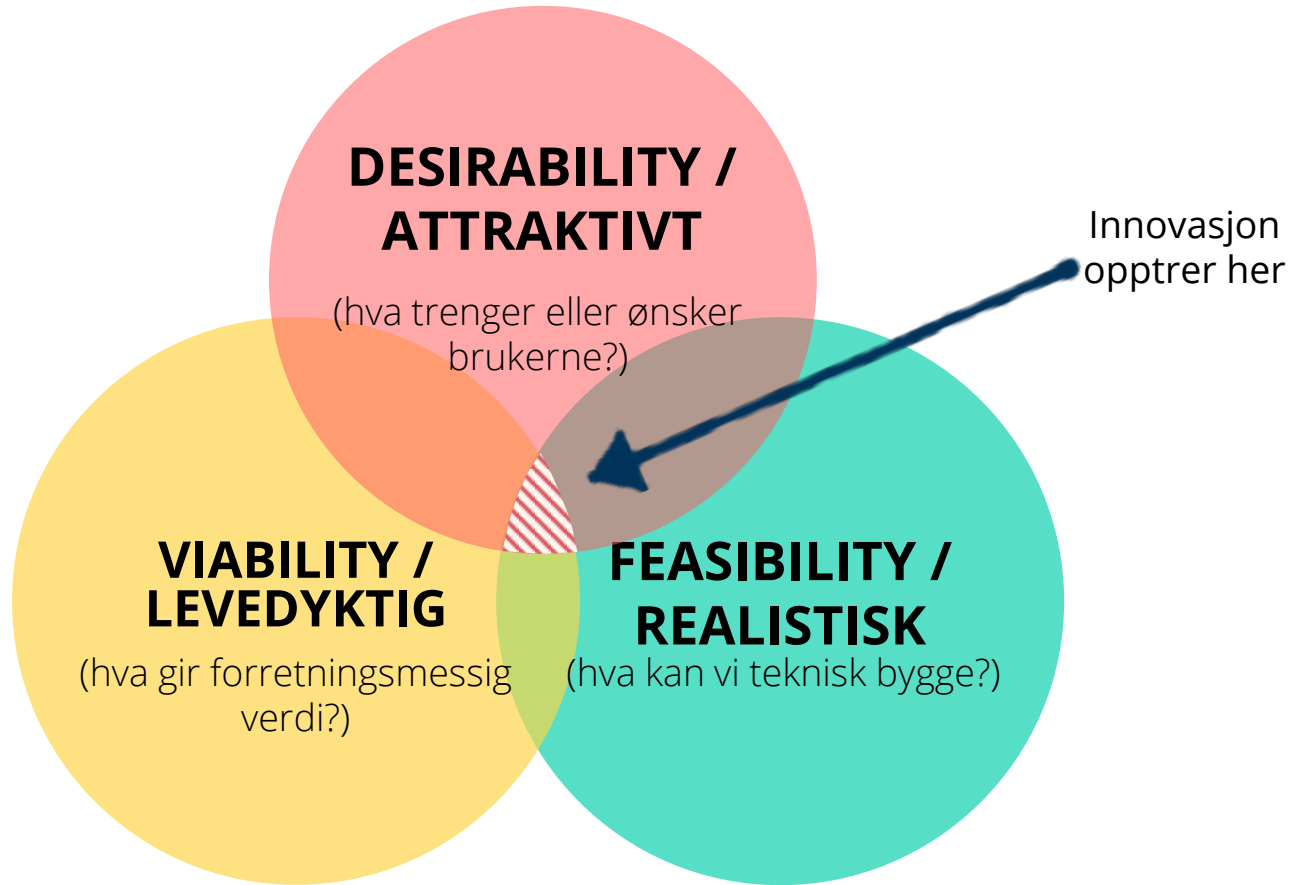


Hva mener vi med innovasjon?

Innovasjon er å fornye eller lage noe nytt som skaper verdi for virksomhet, samfunn eller innbyggere. Formen er eksperimenterende og løsningen er ikke kjent på forhånd.

– Digdir

Innovasjon



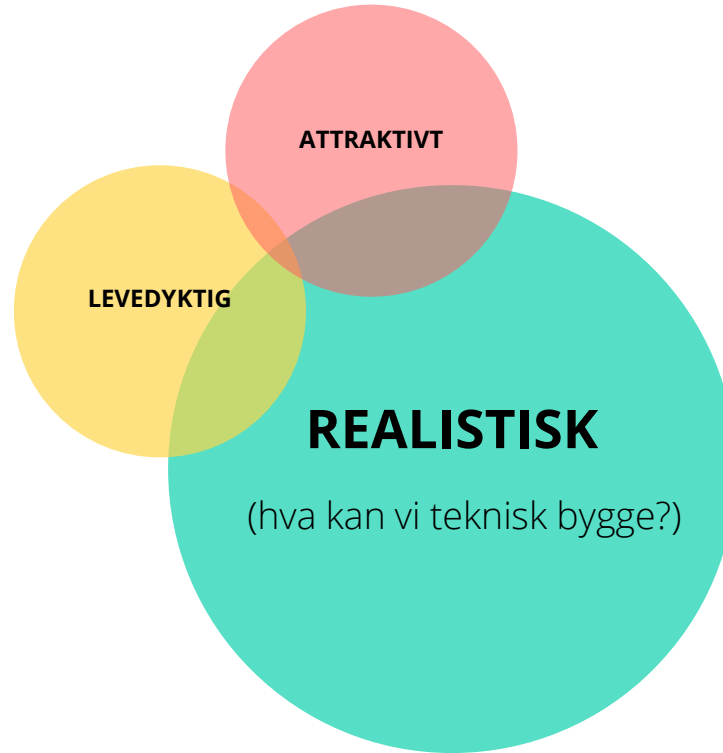
Hvor mye makt har du over de som skal bruke produktet ditt?

Ganske mye makt, dette er en løsning du må bruke/er pålagt å bruke

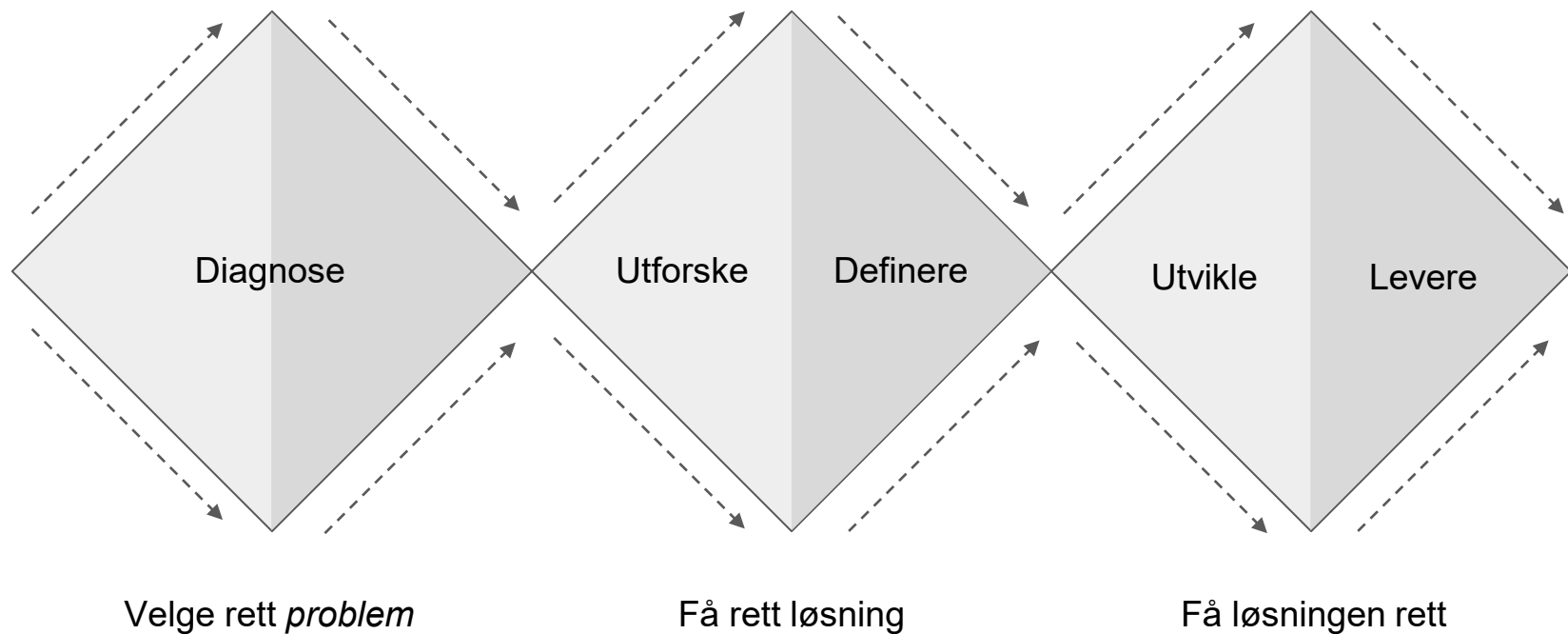
Noe makt, dette er den eneste løsningen hvis de vil være kunde av oss

Veldig lite makt, de har flere alternativer

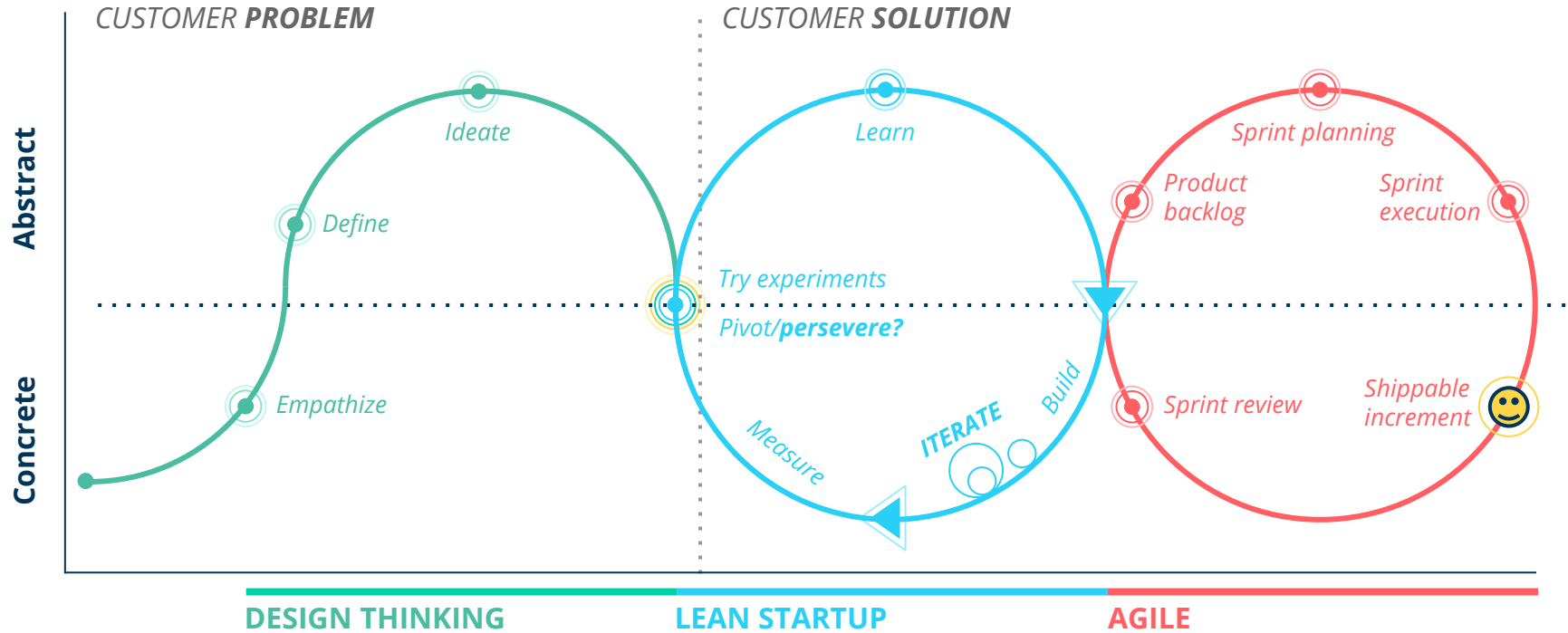
Proof of concept (PoC)



Den triple diamanten – Stimulabs metode



Brukersentrert tilnærming



PROBLEM

Kjent

Ukjent

Sekvensiell
(Vannfall)

Iterativ
(Agile)

Hypotesedrevet
(Lean Startup)

Kjent

Ukjent

LØSNING

MVP

(Minimum Viable Product)

“The term MVP is commonly used, either deliberately or unwittingly, to refer to a much broader notion ranging from a rather prototype-like product to a fully-fledged and marketable product”

–Wikipedia

Eric Ries sin definisjon av MVP

**That version of a new product
which allows a team to collect
the maximum amount of validated
learning about customers with the
least effort**



Ash Maurya sin definisjon av MVP

A Minimum Viable Product is the smallest thing you can build that delivers customer value (and as a bonus captures some of that value back i.e. gets you paid).



Josh Seiden sin definisjon av MVP

**The smallest thing you can make
to test your hypothesis.**



Hvorfor eksperimentere



MVP Types

You Can Start With Minimal to No Coding



‘Smoke Tests’

Launch an AdWords campaign with a landing page to see if people are interested.

‘Sell Before You Build’

Launch a crowdfunding campaign among potential clients and build on the money you raise, if any.

‘Concierge’

Carry out the service completely manually for every client to generate ideas and see readiness to buy.

‘Wizard of Oz’

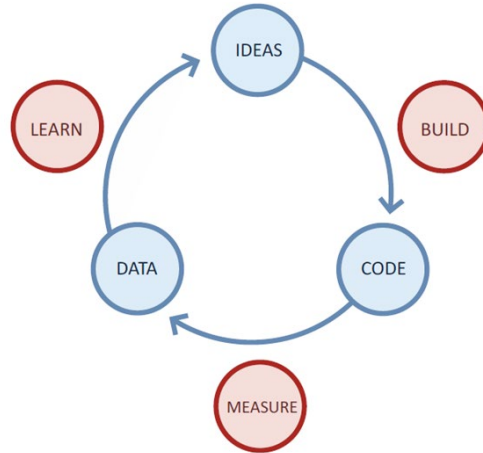
Fake the supposed to be automatic features of your product, by doing them manually to test product hypothesis.

‘Single-Feature Product’

Build your product with only one feature or minimal functionality to get the early traction and validation.

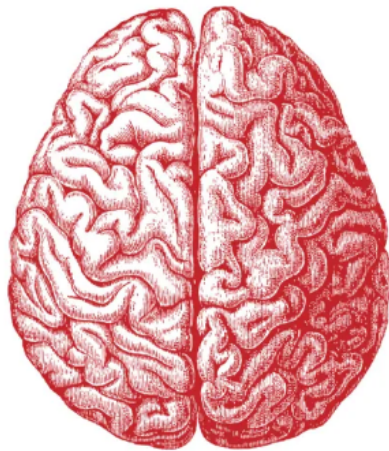
Bygge – måle - lære

*“Central to the lean startup methodology is the assumption that when startup companies invest their time into **iteratively** building products or services to **meet the needs** of early customers, the company can **reduce market risks** and sidestep the need for large amounts of initial project funding and expensive product launches and failures”*



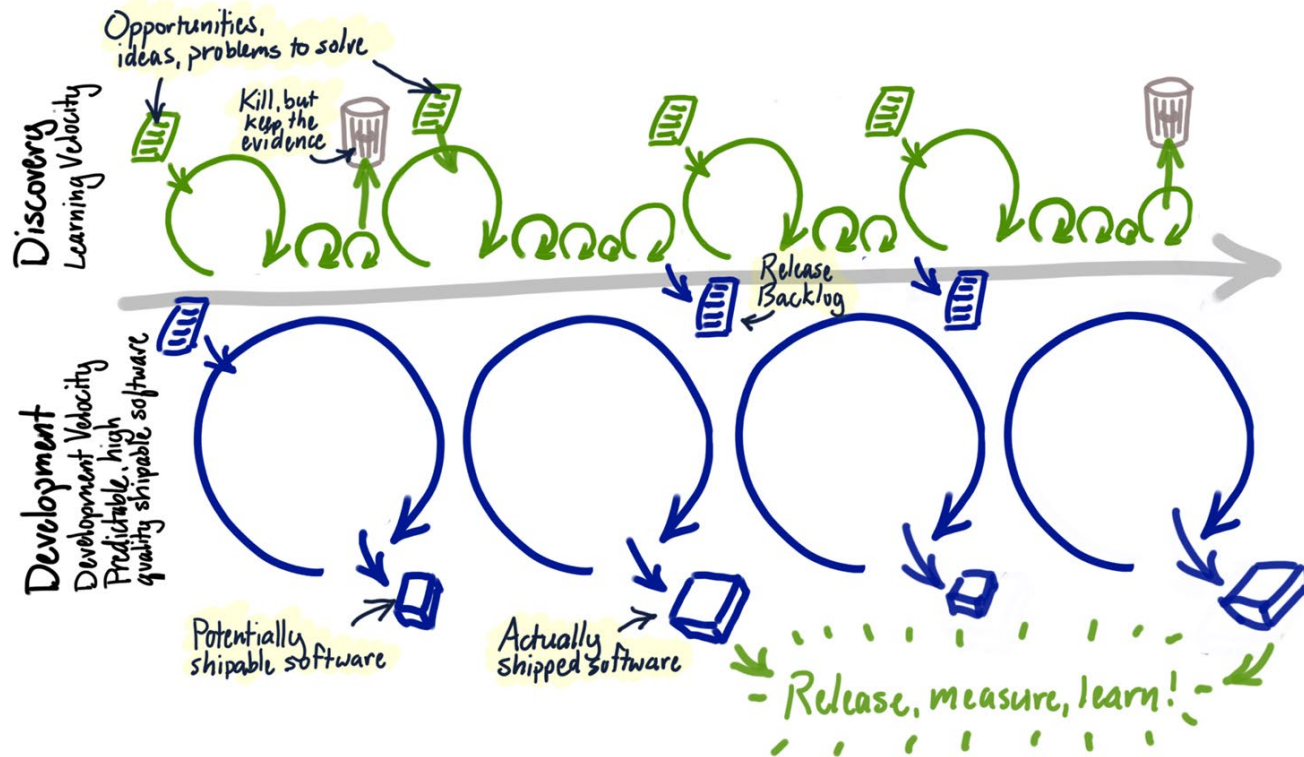
AGILE DOESN'T HAVE A BRAIN

Posted on October 6, 2014.



My friend [Bill Scott](#) once said at a conference, “Agile doesn’t have a brain.” What he meant by that is due to Agile’s software engineering roots many organizations that have adopted Scrum, XP and similar methodologies have done so through their engineering departments. This has led to the creation of amazing software development

Dual Track Agile







Råd for design sprint

- Krever at man klarer å ramme inn problemet man skal løse
- Unngå at design sprint blir svaret på alle problemer
- Veldig tett samarbeid i ei uke bygger team
- Beslutter-rollen er viktig
- Ha en egen fasilitator
- Følg prosessen slavisk (i alle fall de første gangene du fasiliterer en sprint)
- Egner seg for konsepter som skal brukes av sluttbrukere (ikke en riktig prosess for å utvikle et API)
- Alle i teamet bør forstå prosessen godt: fordel å lese boka i forkant

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Våre viktigste råd

- Eksperimenter mer og jobb hypotesedrevet
- Det holder ikke å jobbe smidig, fordi smidig utvikling sikrer ikke at du utvikler den riktige funksjonaliteten.
- Hvis dere skal snakke om MVP, vær enige om hvilken definisjon dere har
- Vær bevisst forskjellen på attraktivitet, levedyktighet og realiserbarhet
- Prøv forskjellige innovasjonsmetodikker, ikke forelsk deg i bare en



Takk for oss!

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