goto; copenhagen

GOTO Copenhagen 2017
Conference Oct. 1-3, 2017

# Build the right thing

*Gary Crawford*

*@crawfrd*

Follow us @gotocph

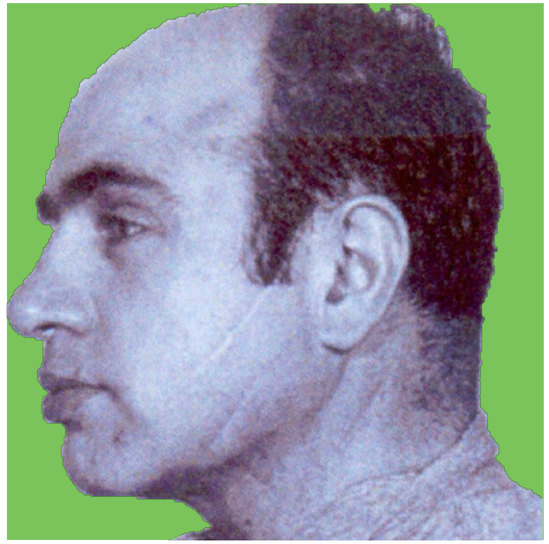
*“I never bet on an event whose outcome I’m not sure of in advance.*

**ARNOLD ROTHSTEIN**

?

*What if 1920s style prohibition happened today?!*

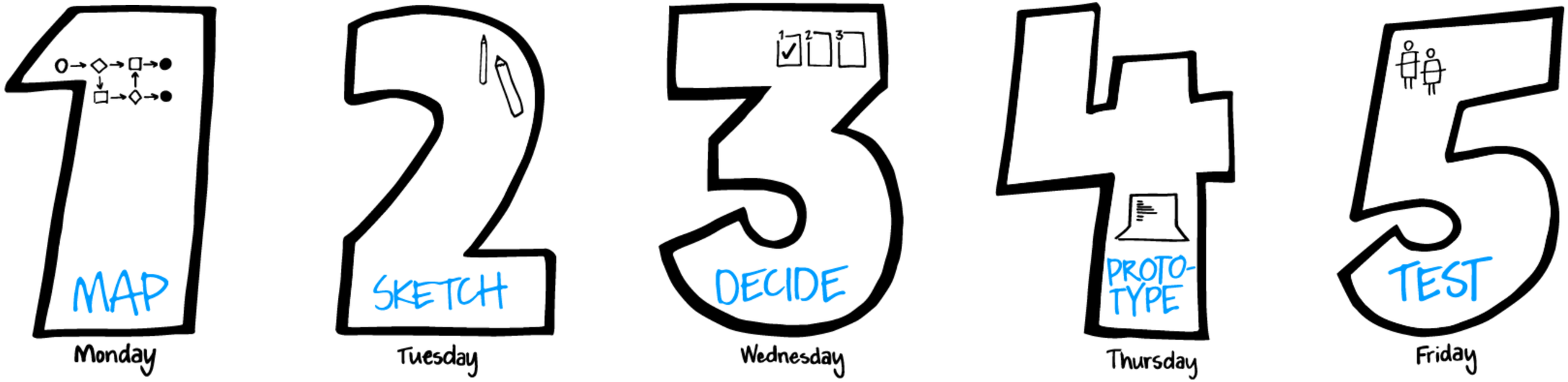
# THE SPRINT TEAM



# First design sprint

# MAPPING

# **MAPPING:** SETTING THE CONTEXT



# **MAPPING:** SETTING THE CONTEXT

There’s going to be a growing demand for good whiskey during prohibition. And when I say good whisky that is exactly what I mean. I’m not talking about the rotgut rubbish your friends are busy making in their chamber pots on the Lower East Side.

# **MAPPING:** SETTING THE CONTEXT

I’m talking about the best Scotch whiskey. From Scotland. There’s a fortune to be made from importing the stuff.

# **MAPPING:** SETTING THE CONTEXT

I know what I'm talking about, because as you know I mix with society people who have money. It's going to be the chic thing to have good whiskey when you have guests. The rich will vie with one another to be lavish with the Scotch.

# **MAPPING:** SETTING THE CONTEXT

But first I want to lay down an important principle, and this is something that I want to be very clear about: We must maintain a reputation for having only the very best whiskey.

# **MAPPING:** LONG TERM OBJECTIVE

SUPPLY HIGH QUALITY

WHISKY TO SOCIETY PEOPLE

# **MAPPING:** ASSUMPTIONS

1) THERE'S GOING TO BE A GROWING DEMAND FOR GOOD WHISKY.

2) IT WILL BE CHIC TO SERVE YOUR GUESTS GOOD WHISKY.

3) THE RICH WILL COMPETE TO BE LAVISH WITH THE SCOTCH

4) MORE & MORE PEOPLE WILL IGNORE PROHIBITION LAWS

# **MAPPING:** SPRINT QUESTIONS

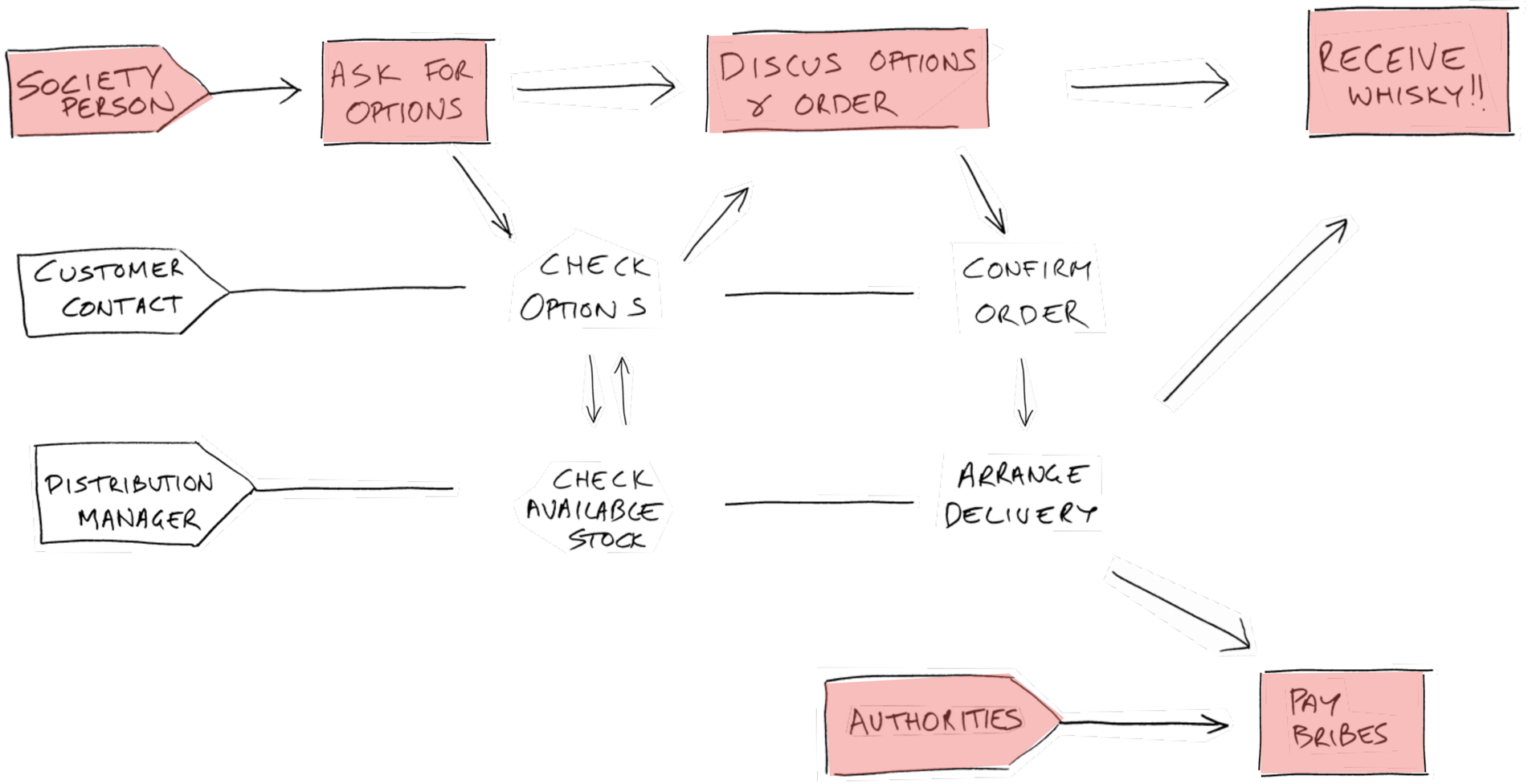
1) WILL DEMAND FOR GOOD WHISKY GROW?

2) WILL IT BE CHIC TO SERVE GUESTS GOOD WHISKY?

3) WILL THE RICH COMPETE TO SERVE LAVISH WHISKY?

4) WILL PEOPLE IGNORE PROHIBITION LAWS?

# **MAPPING:** CUSTOMER JOURNEY



# **MAPPING:** HOW MIGHT WE?

HMW Ensure customers feel they get the best whisky for them?

HMW Allow customers to sample before buying?

HMW Detect diluted whisky?

HMW Provide easy payment options?

HMW Ensure we remain exclusive?

HMW Avoid selling the same whisky to all customers?

HMW Ensure the integrity of our product?

HMW Ensure customers trust our discretion?

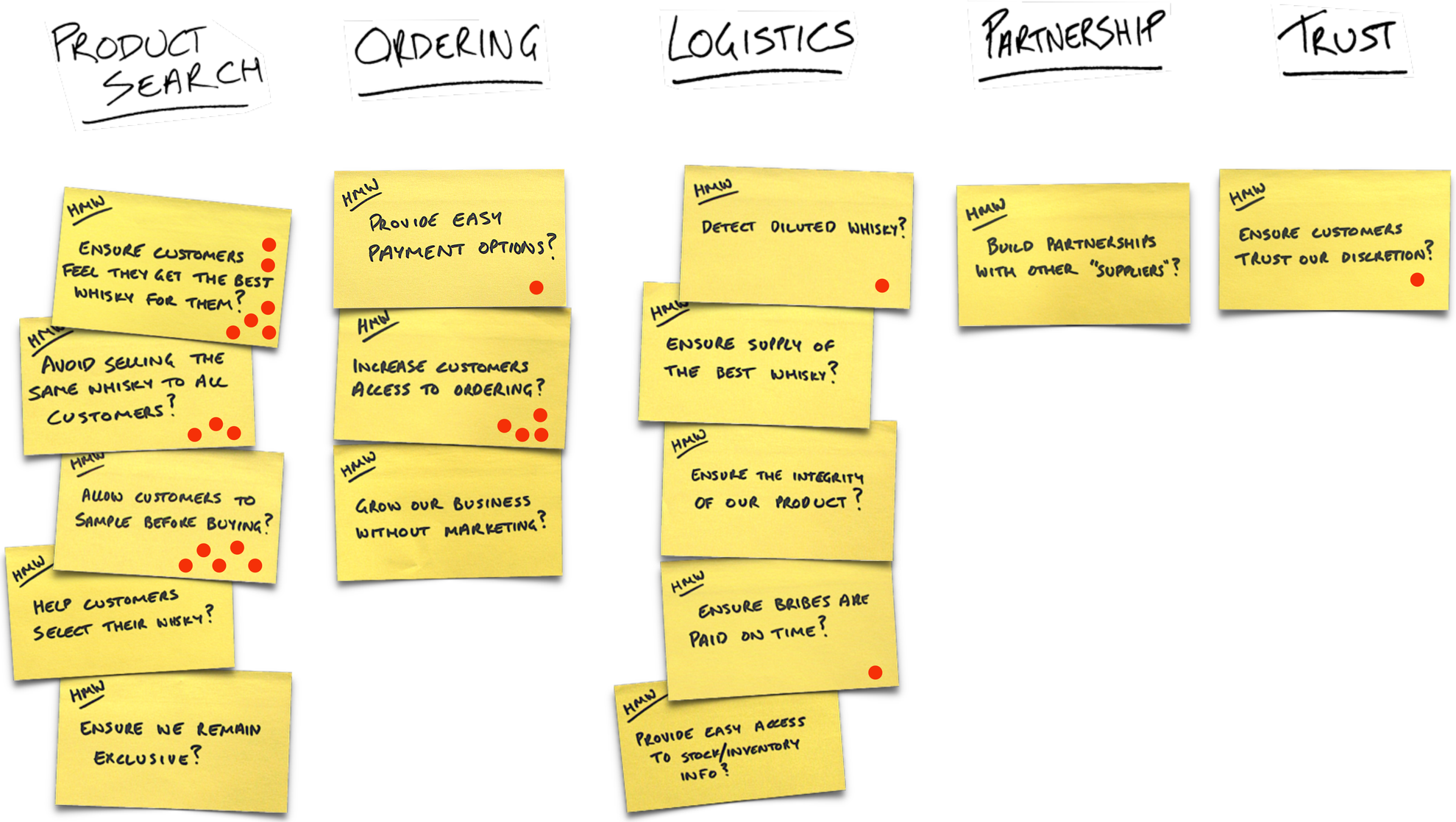
HMW Help customers select their whisky?

HMW Provide easy access to stock/inventory info?

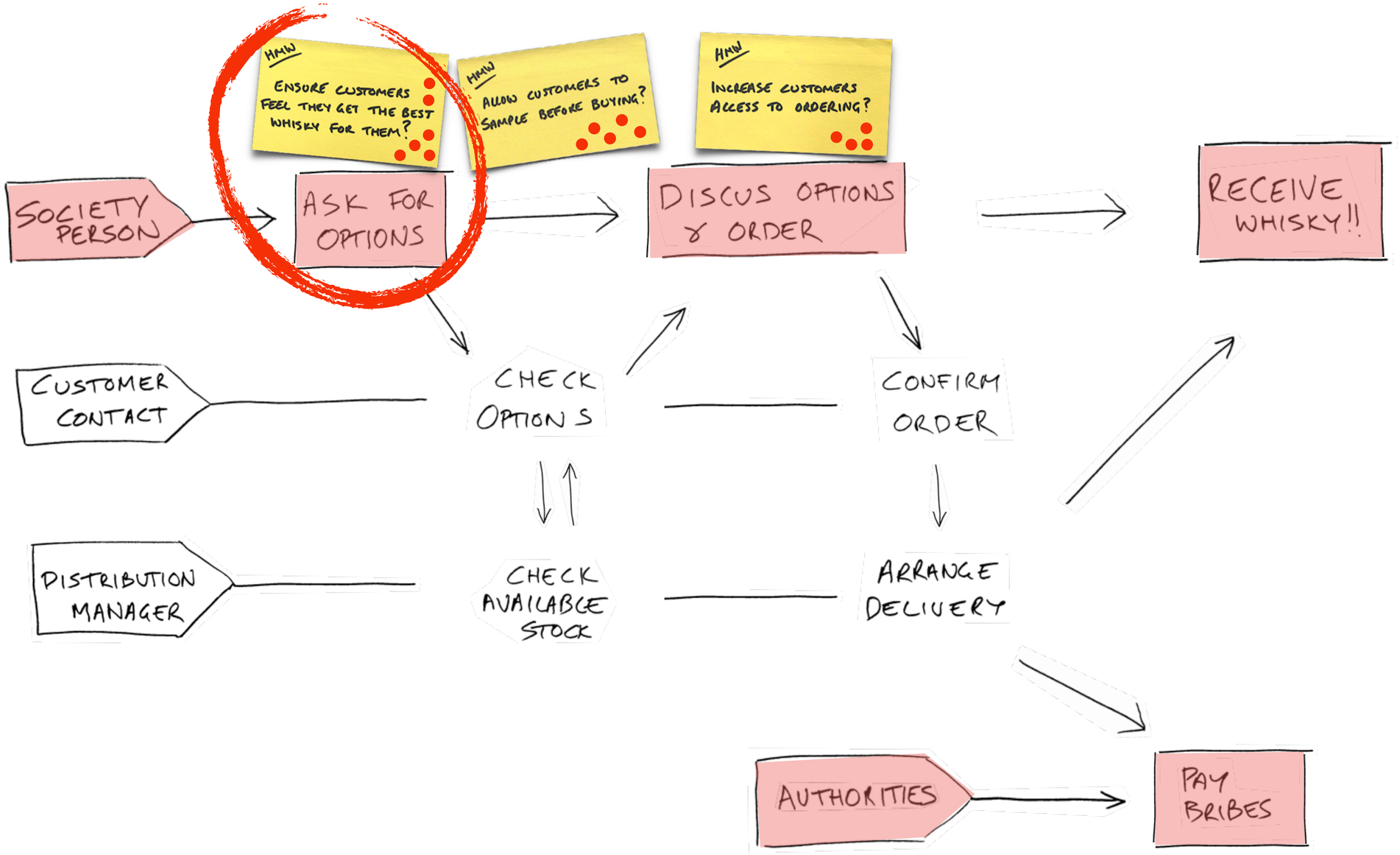
HMW Build partnerships with other "suppliers"?

HMW Grow our busine without marketing?

# **MAPPING:** HOW MIGHT WE?

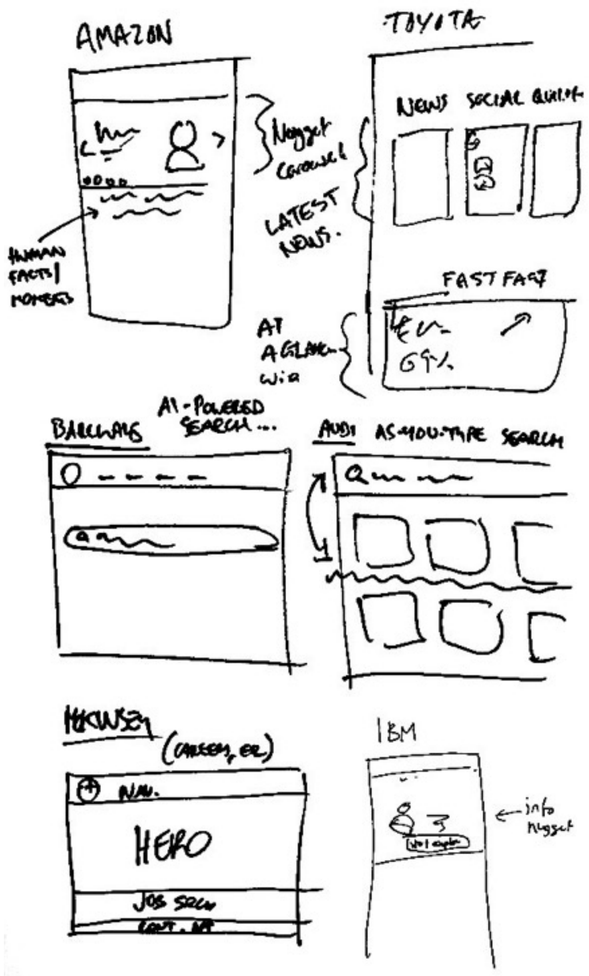


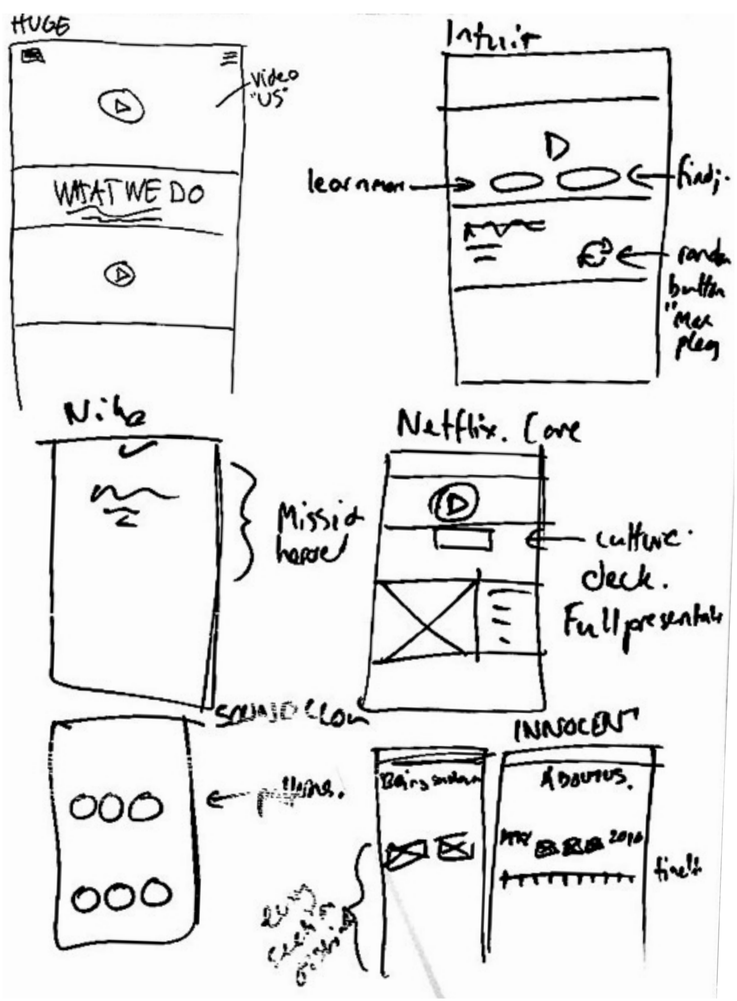
# **MAPPING:** PICK A TARGET



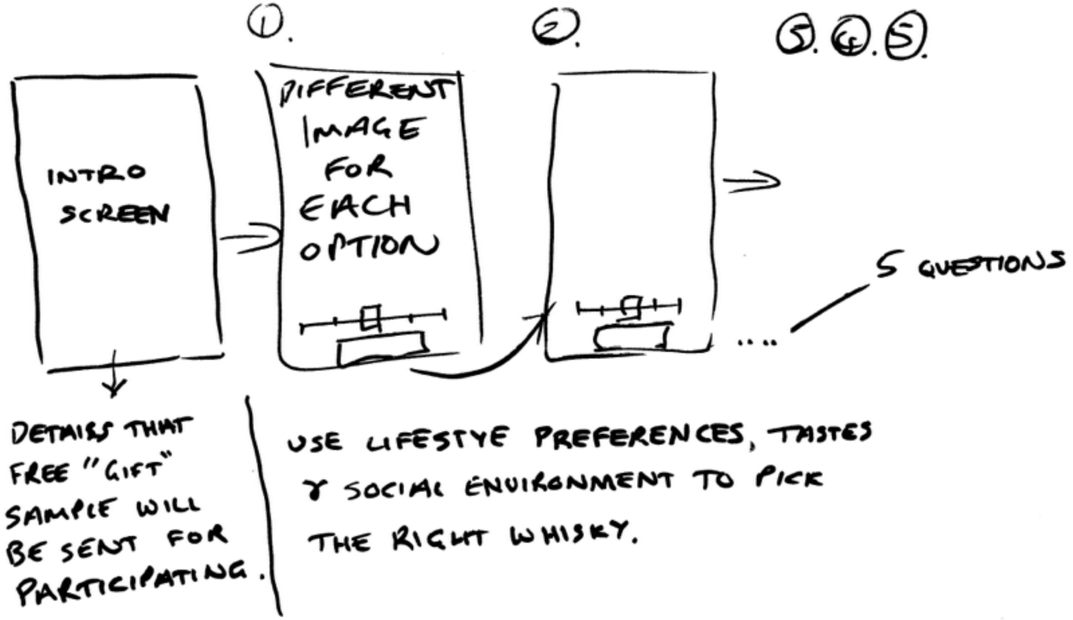
# SKETCHING

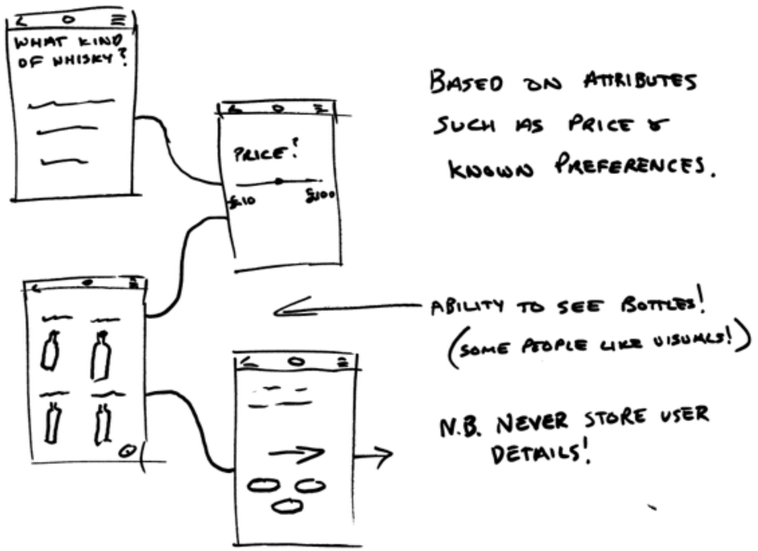
# **SKETCHING:** LIGHTNING DEMOS

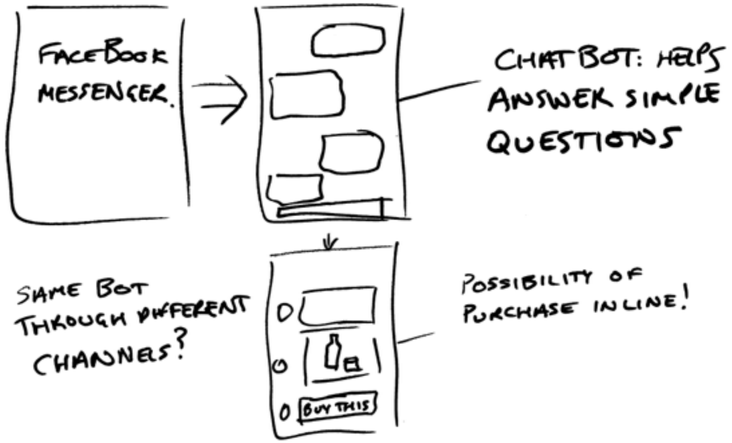


# **SKETCHING:** SOLUTION SKETCHES

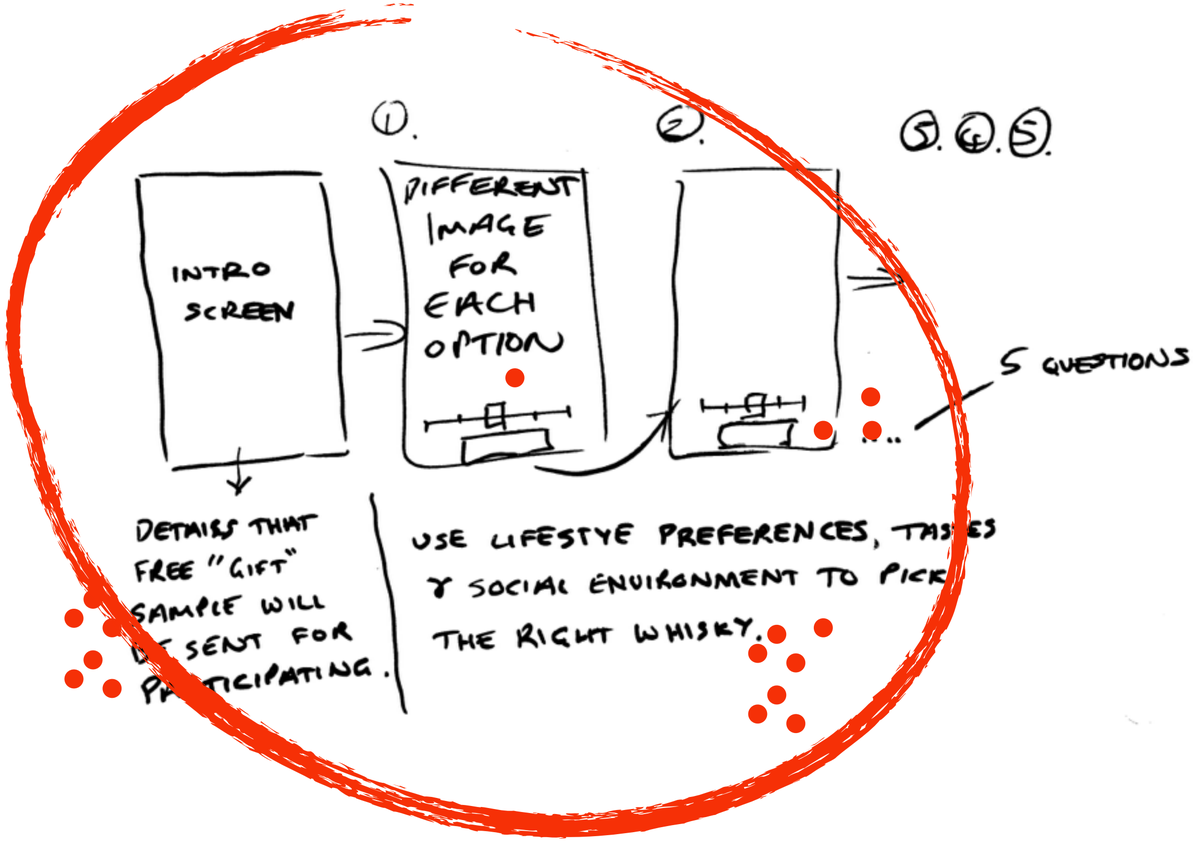


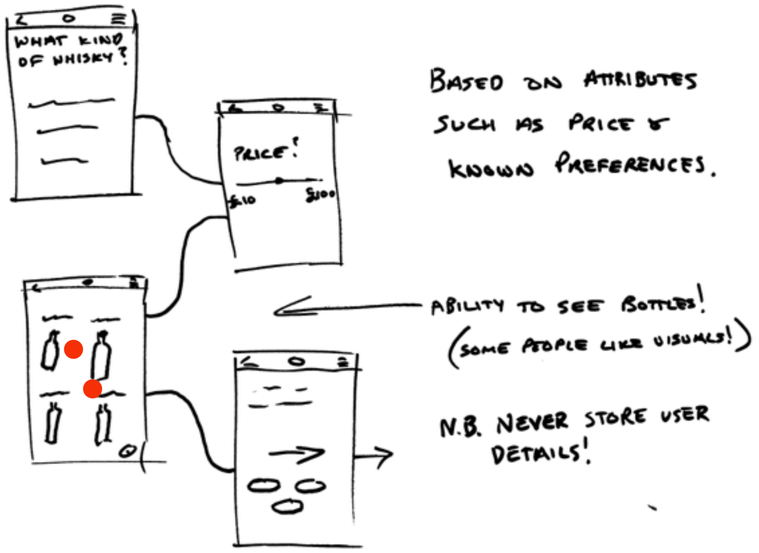



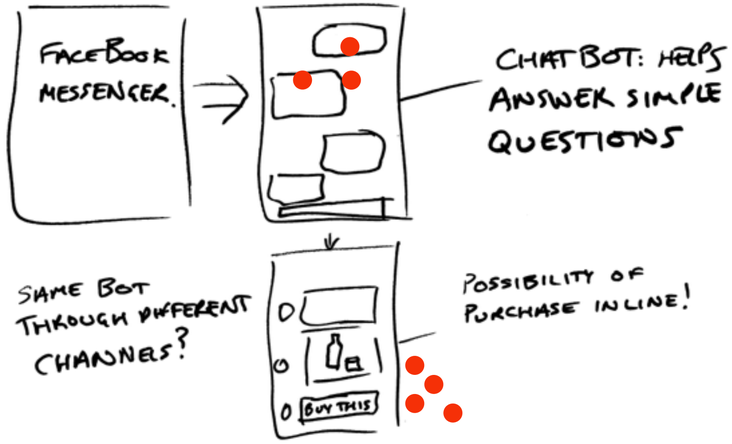



# DECIDING

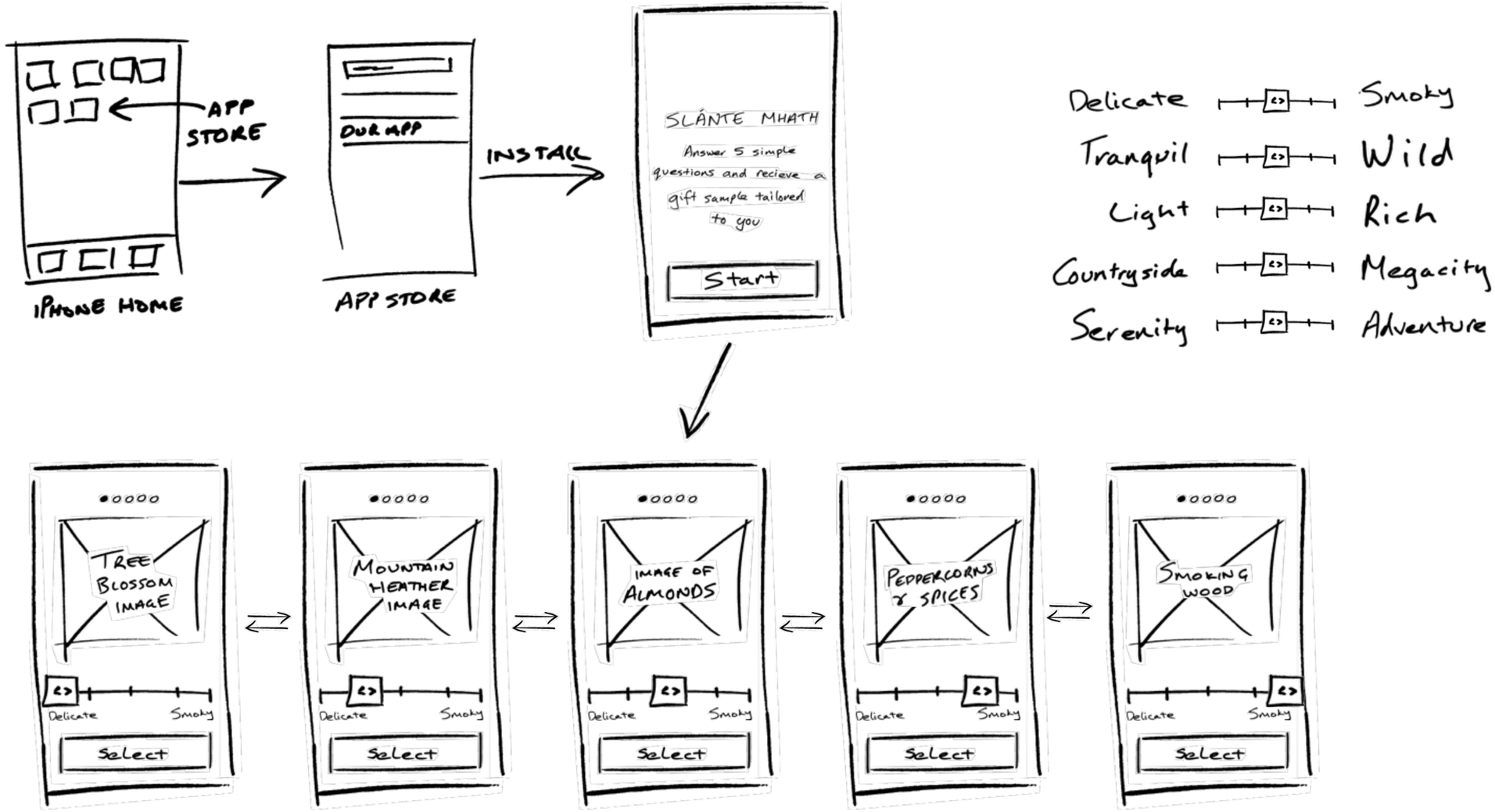
# **DECIDING:** STICKY DECISION



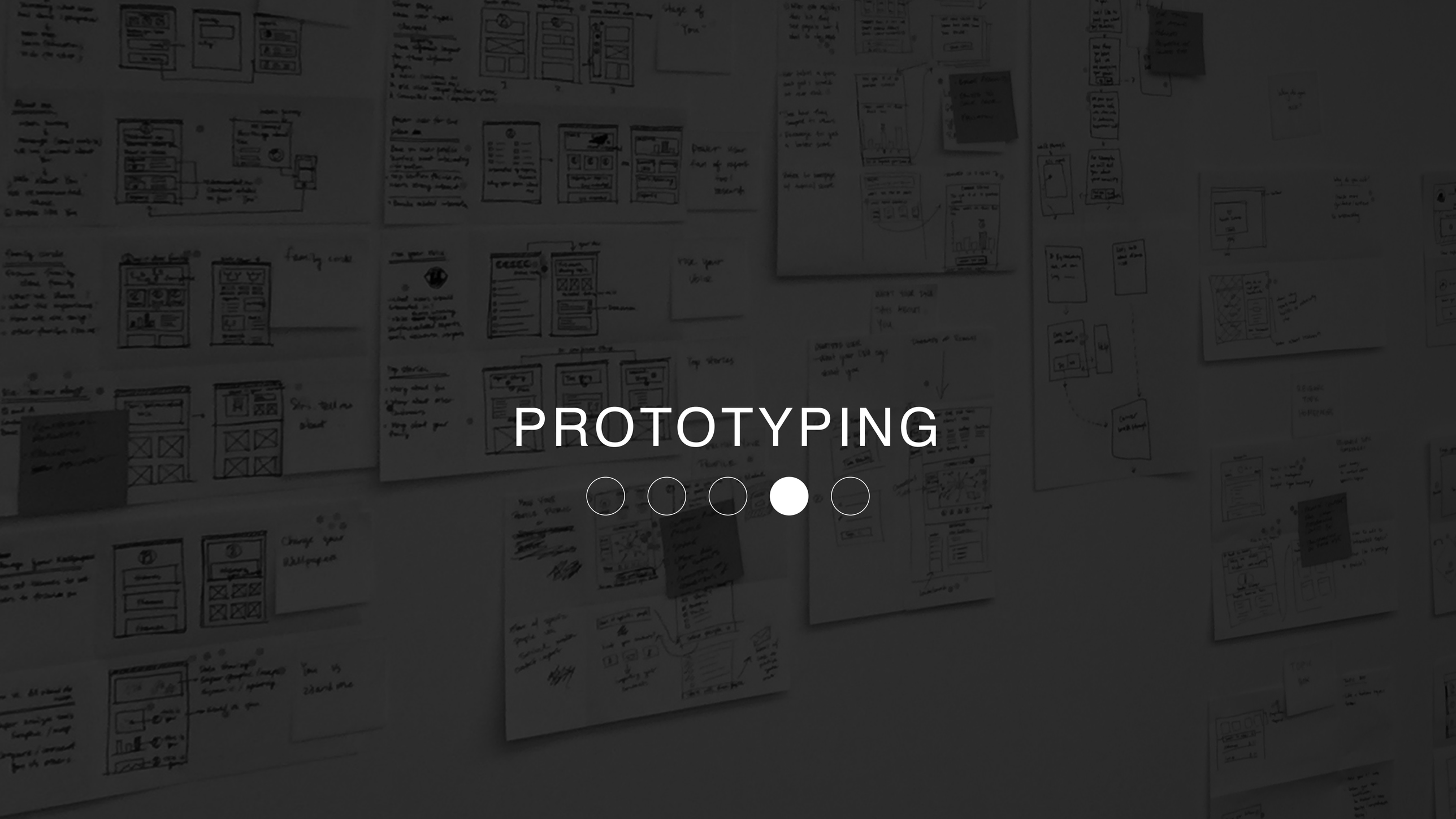



# **DECIDING:** STORYBOARD



# PROTOTYPING



# **PROTOTYPING:** PICK THE TOOLS

invision

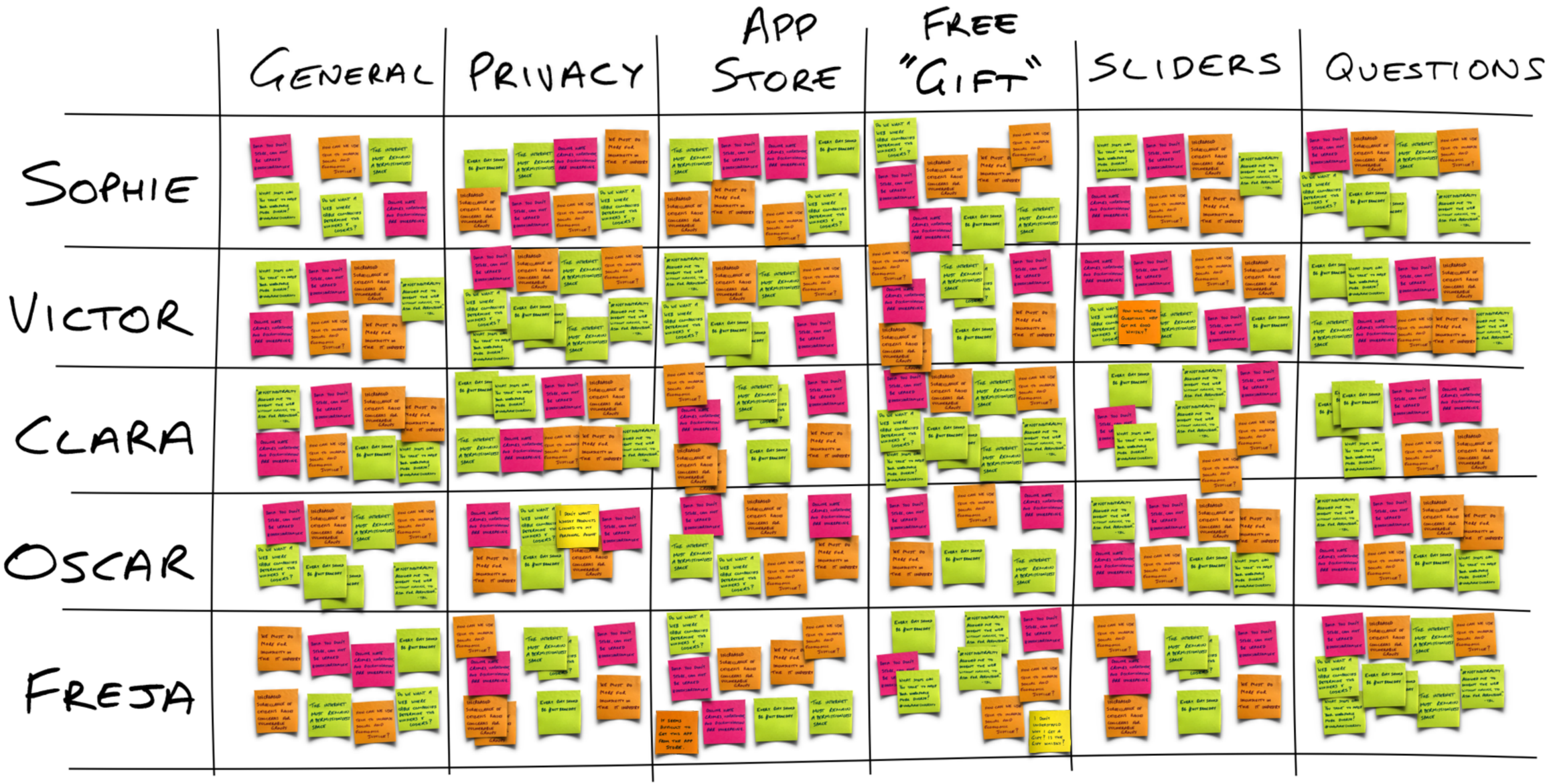
Sketch

https://unsplash.com

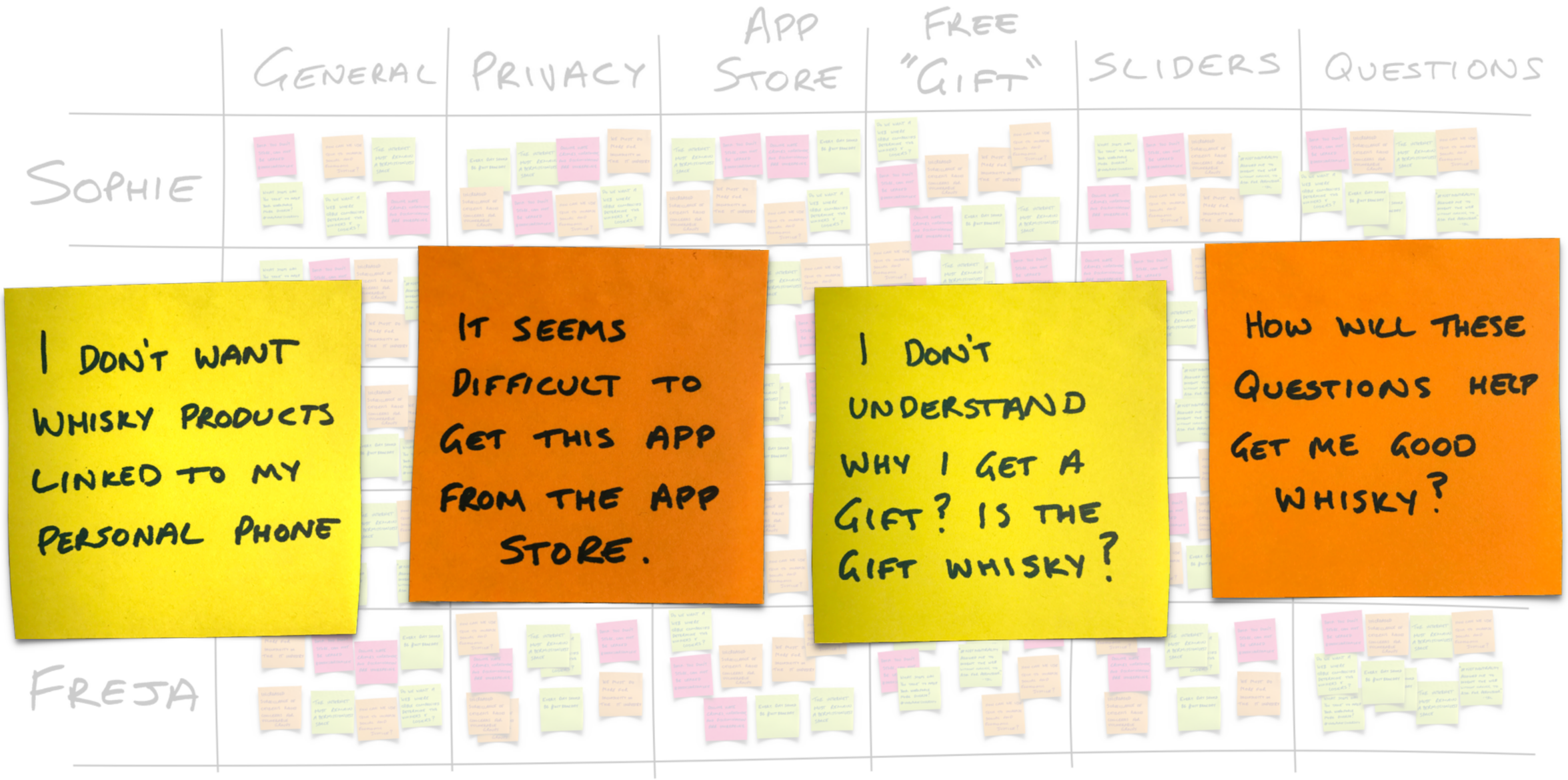
Tele2
16:35
InVision
Phone
Twitter
UP
Audible

# TESTING

# **TESTING:** RESEARCH LAB



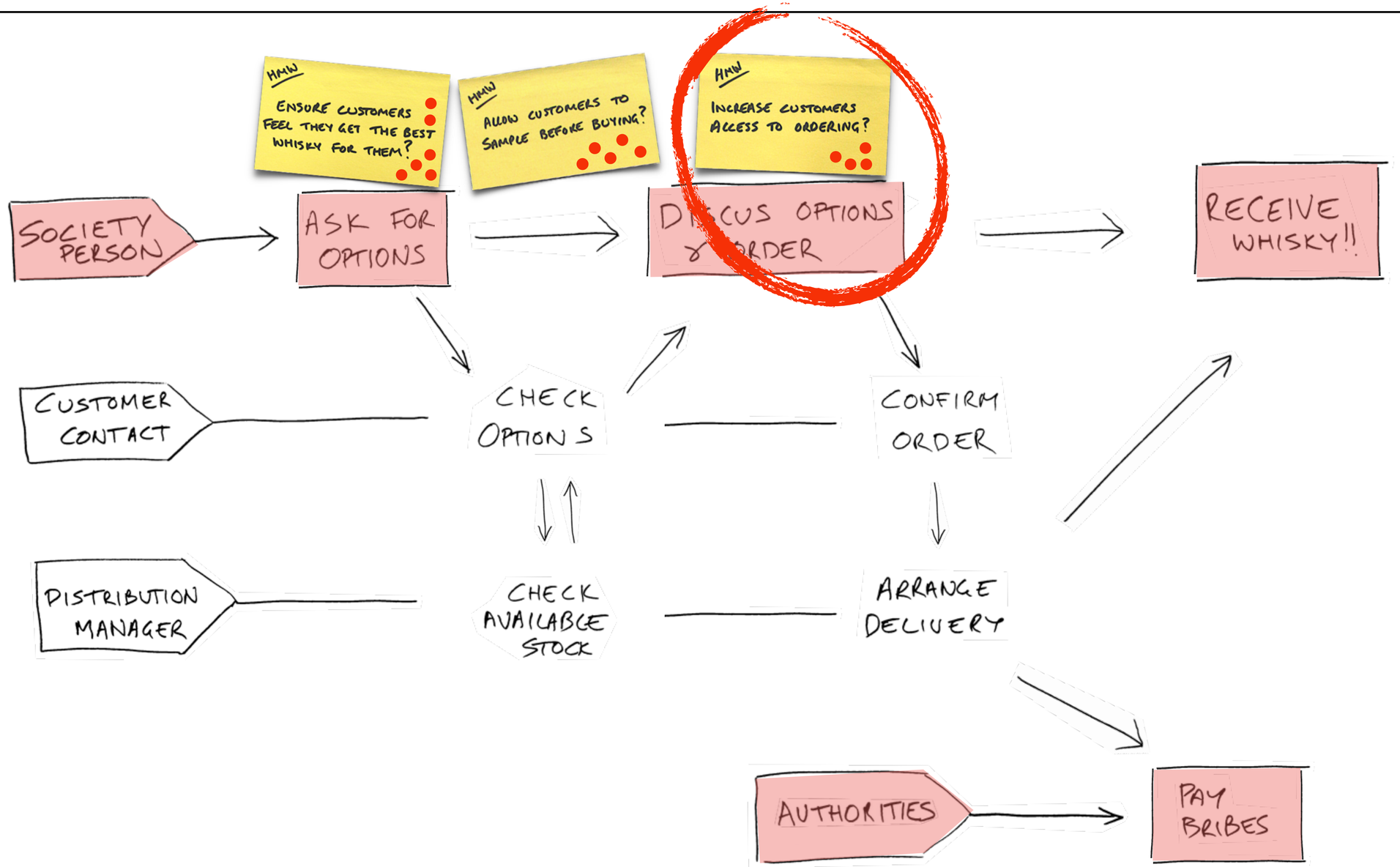
# **TESTING:** RESEARCH LAB



# Second design sprint

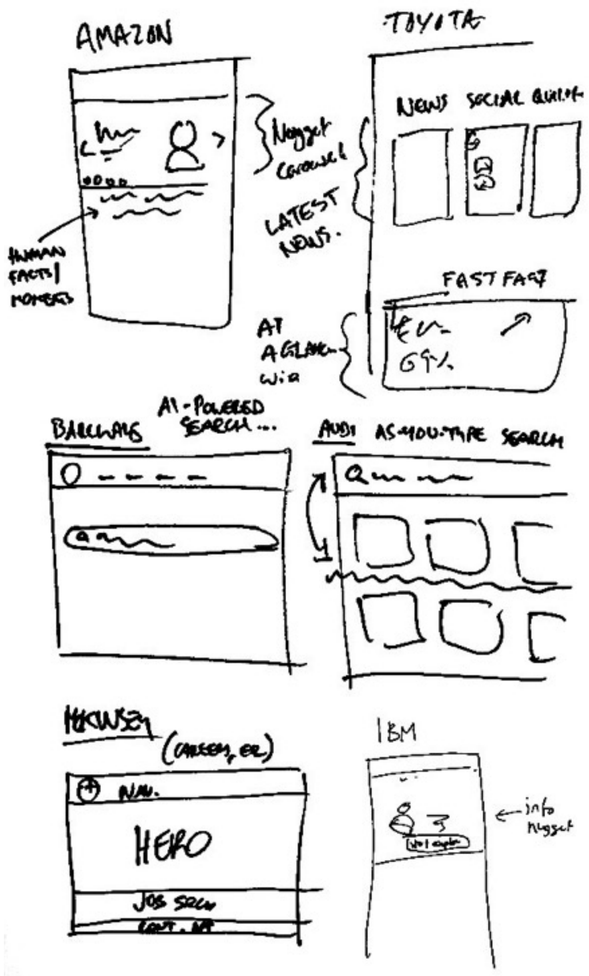
# MAPPING

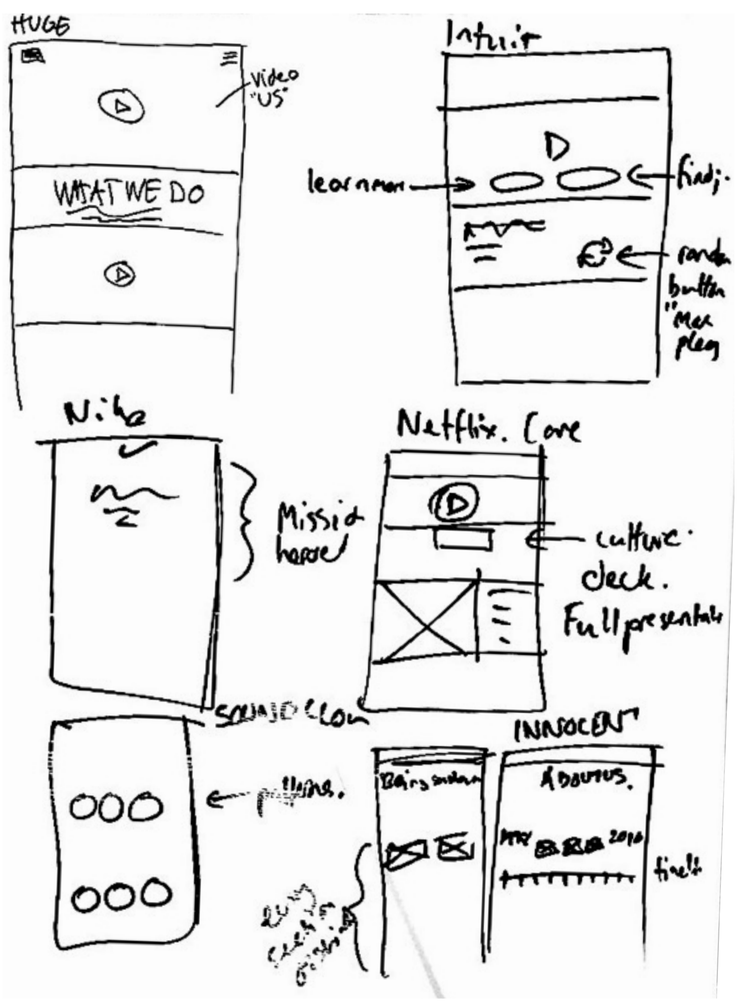
# **MAPPING:** PICK A TARGET



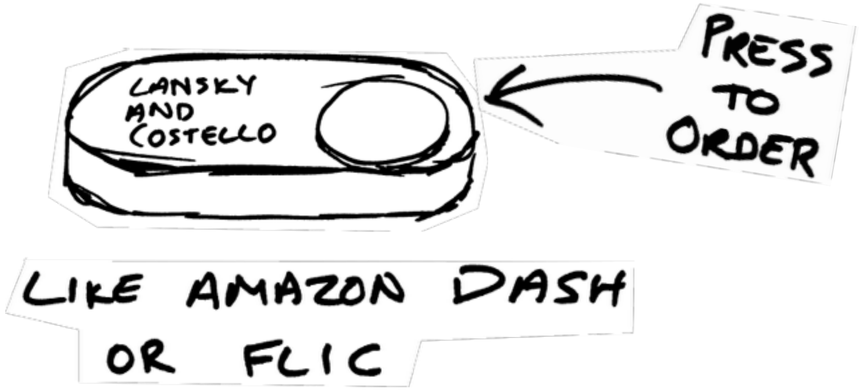
# SKETCHING

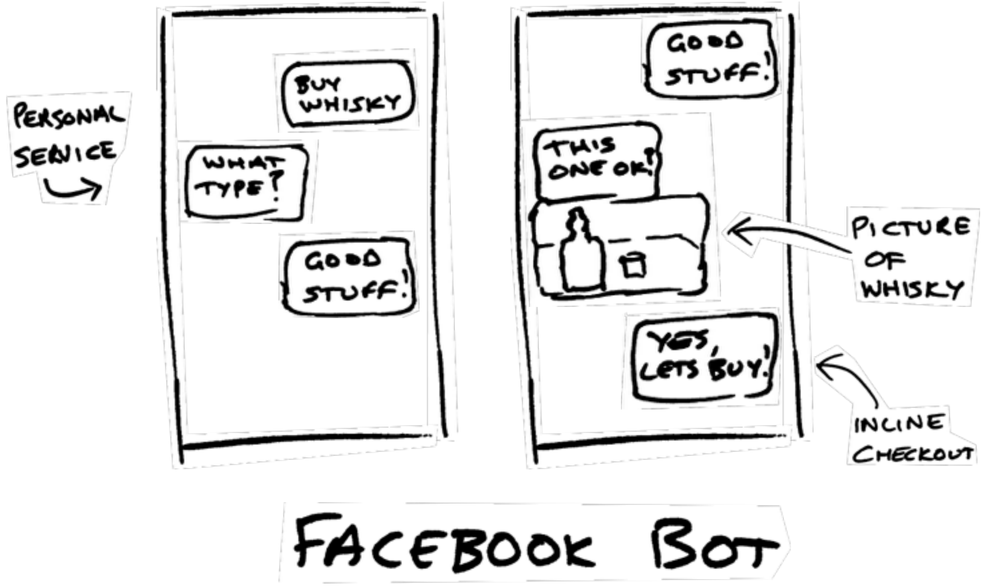
# **SKETCHING:** LIGHTNING DEMOS



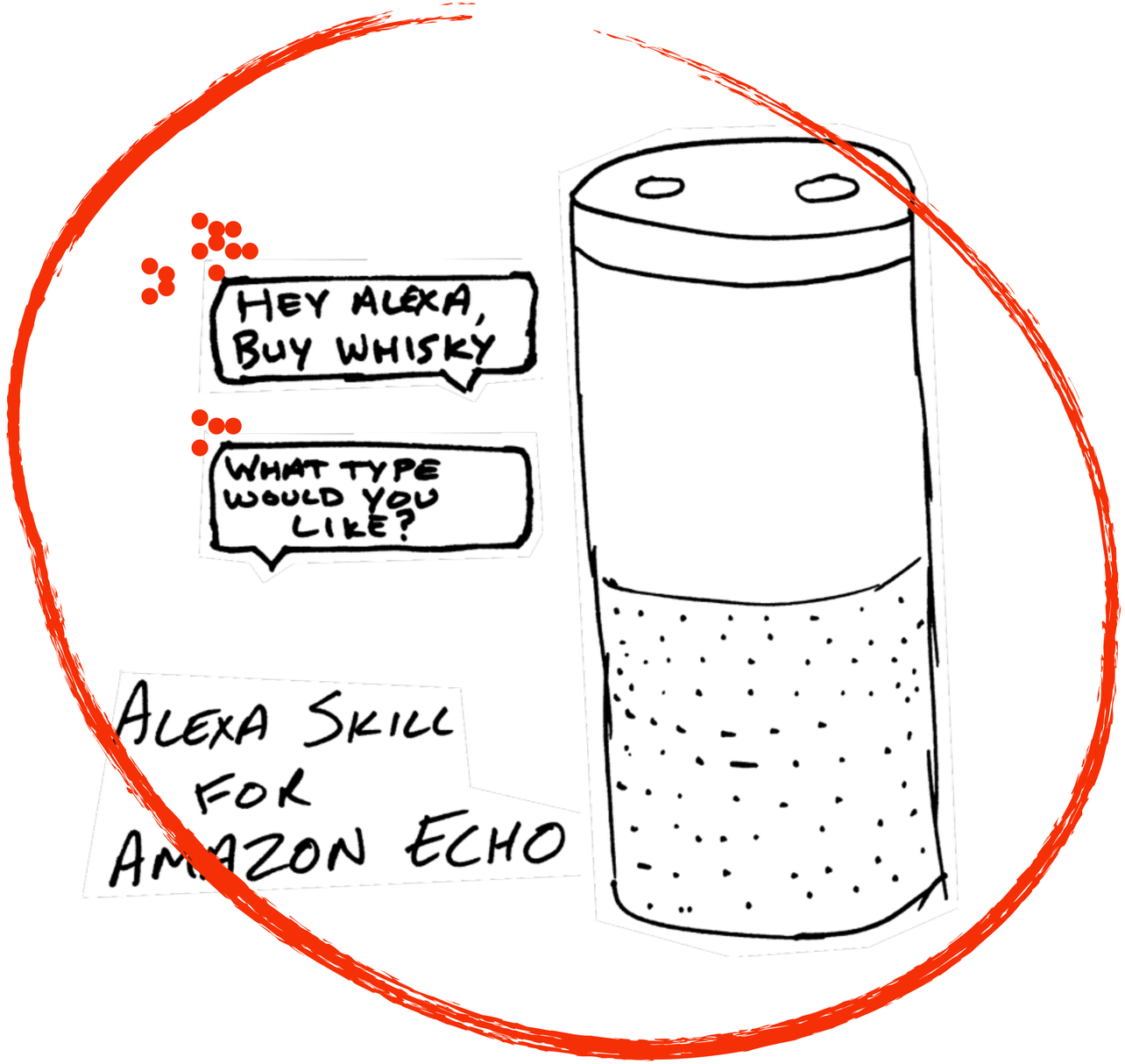
# **SKETCHING:** SOLUTION SKETCHES



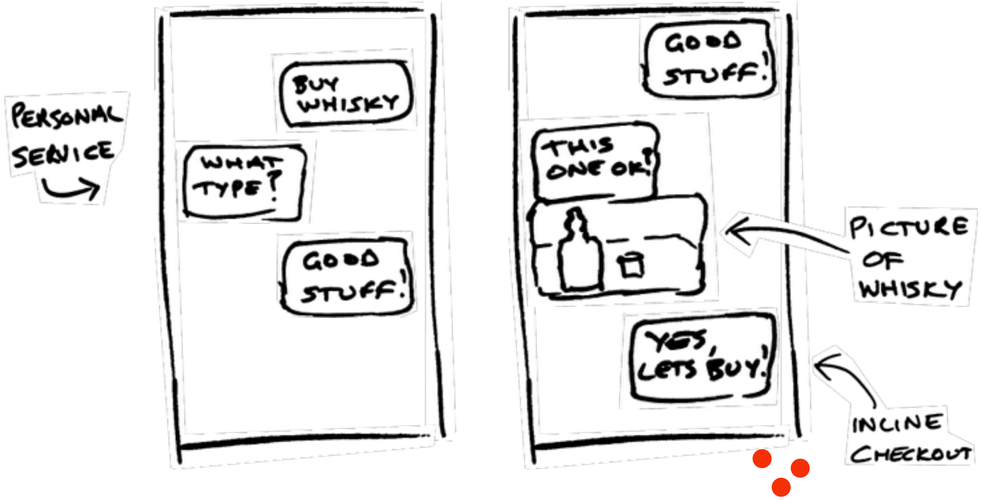



# DECIDING

# **DECIDING:** STICKY DECISION



LIKE AMAZON DASH OR FLIC

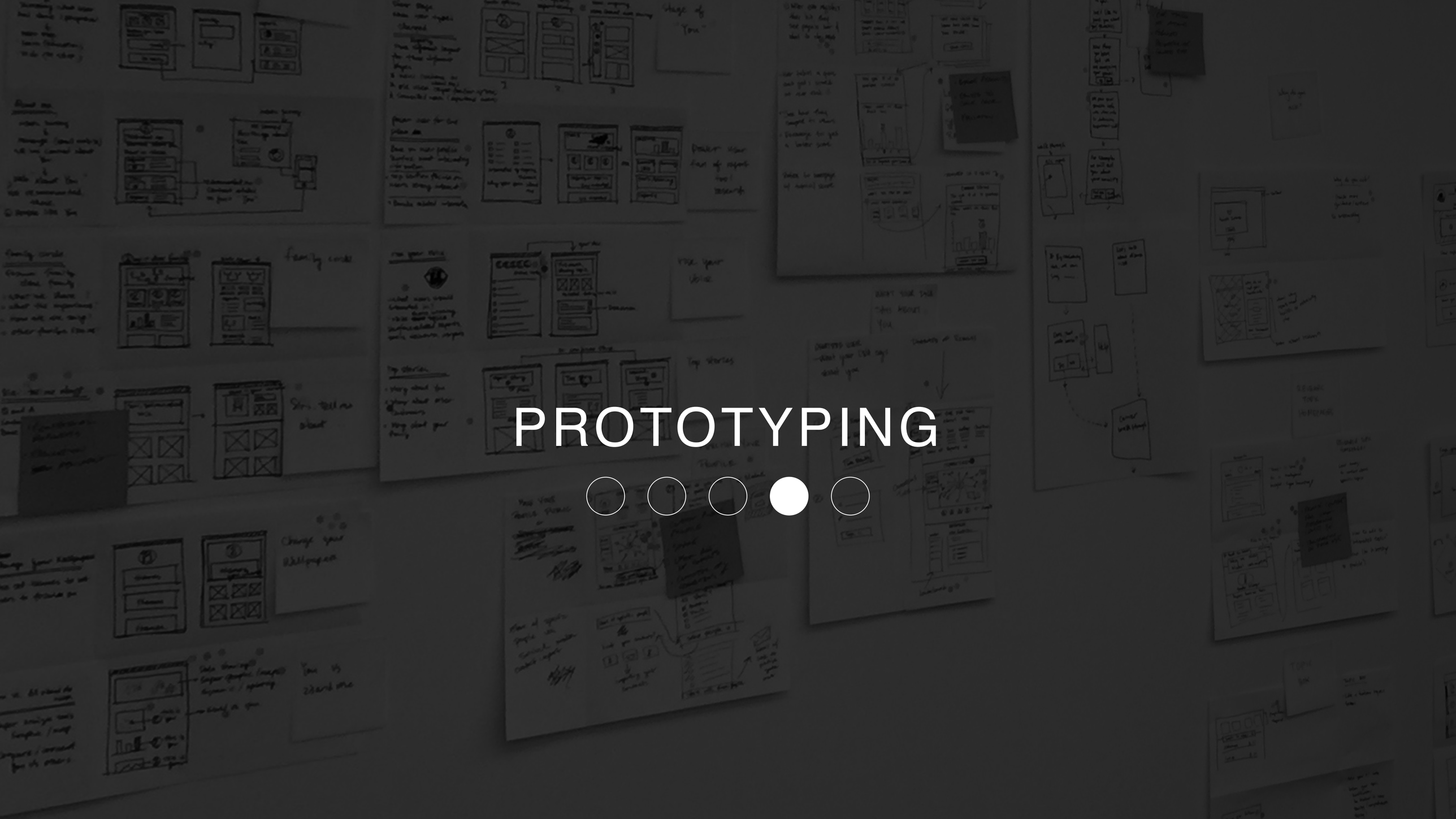



FACEBOOK BOT

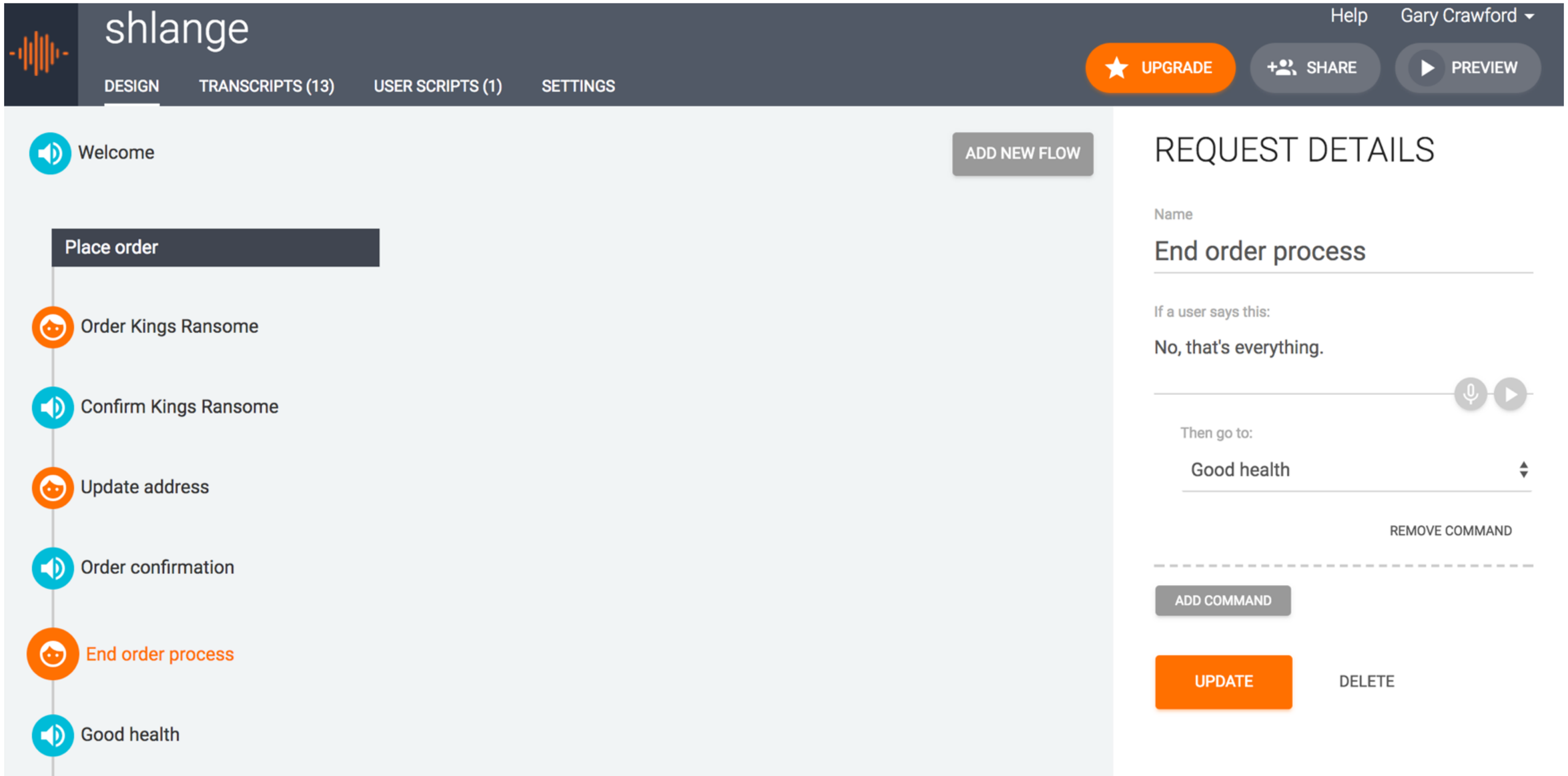
# **DECIDING:** STORYBOARD

SAYSPRING

# PROTOTYPING

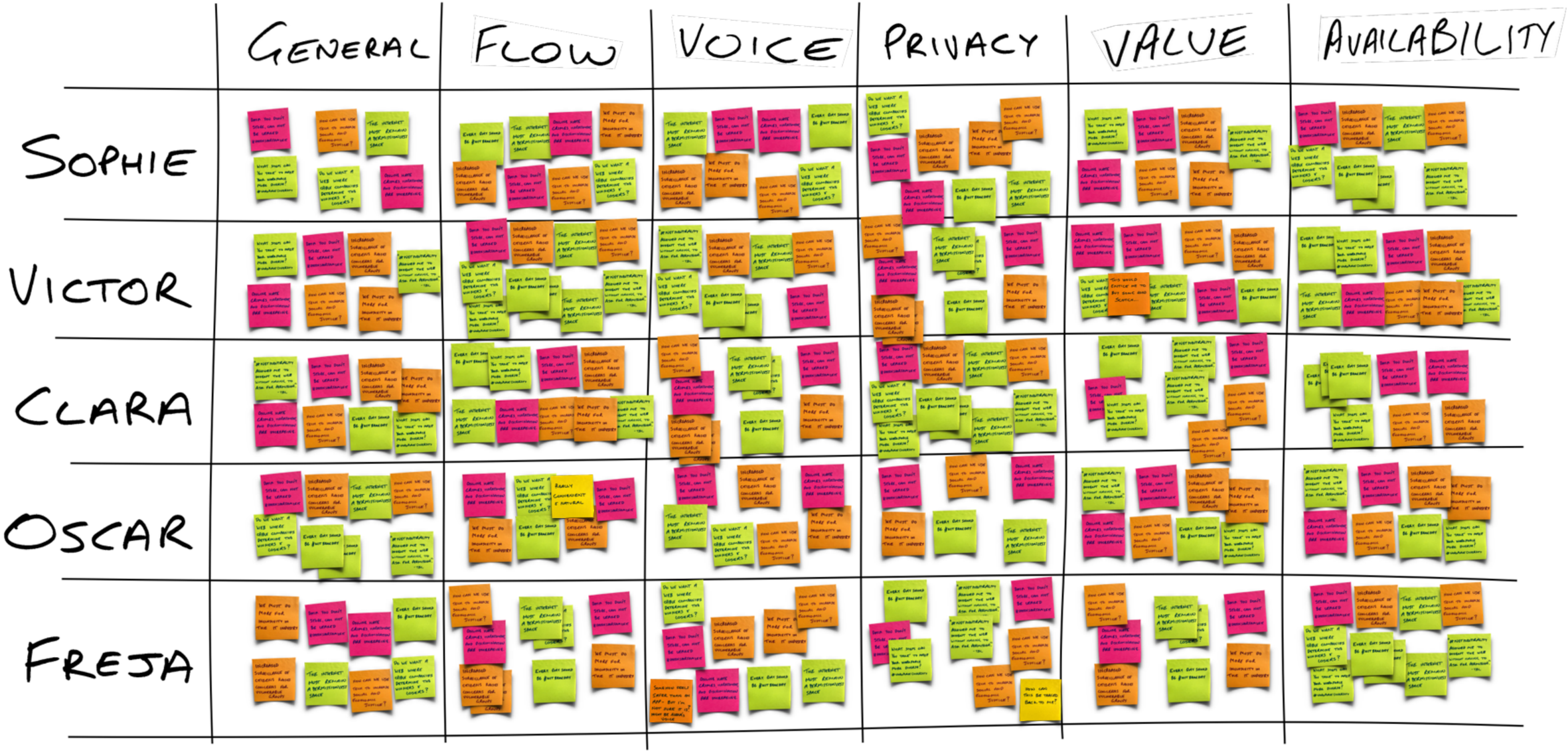


# **PROTOTYPING:** PICK THE TOOLS

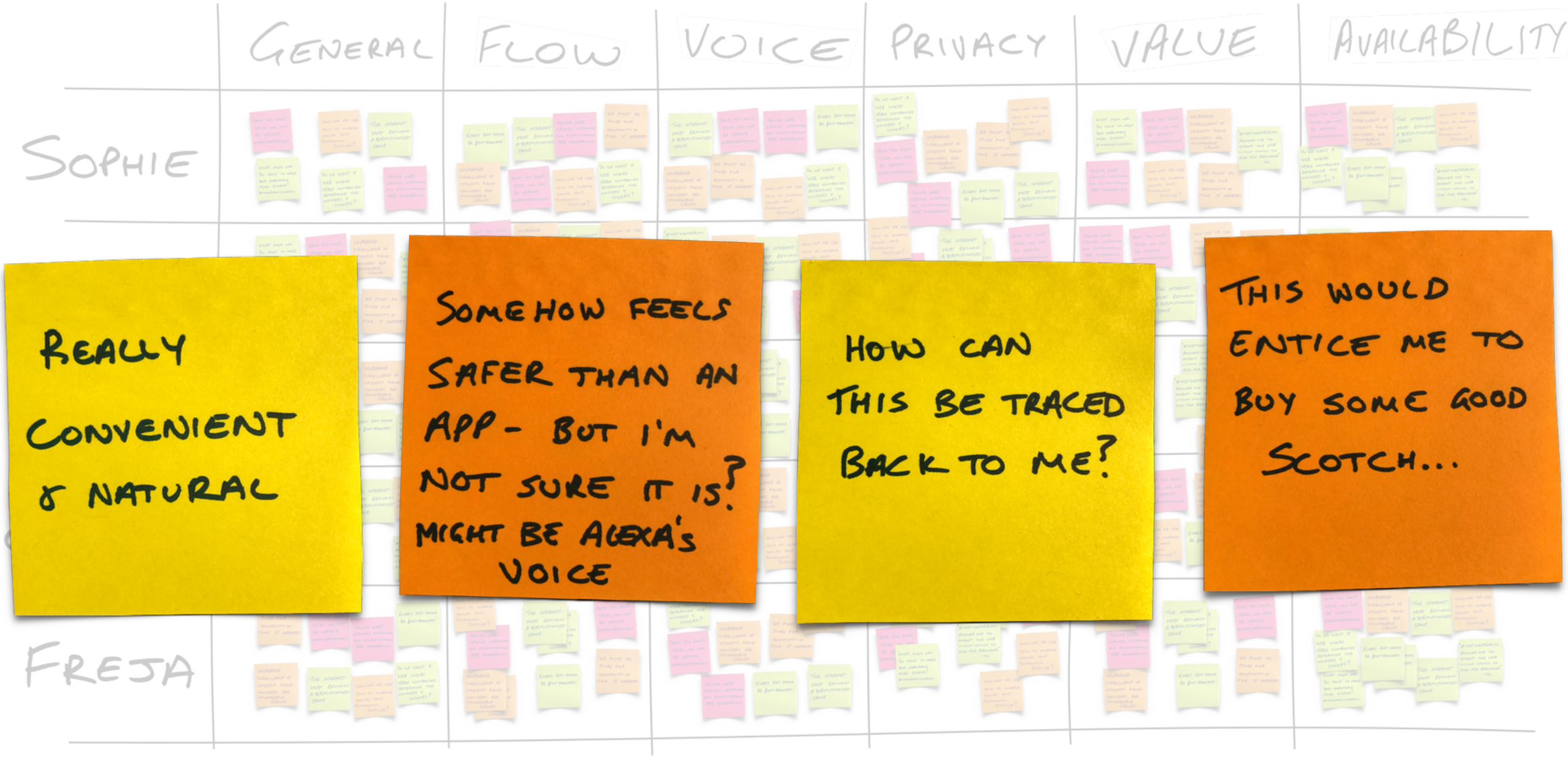


# TESTING

# **TESTING:** RESEARCH LAB



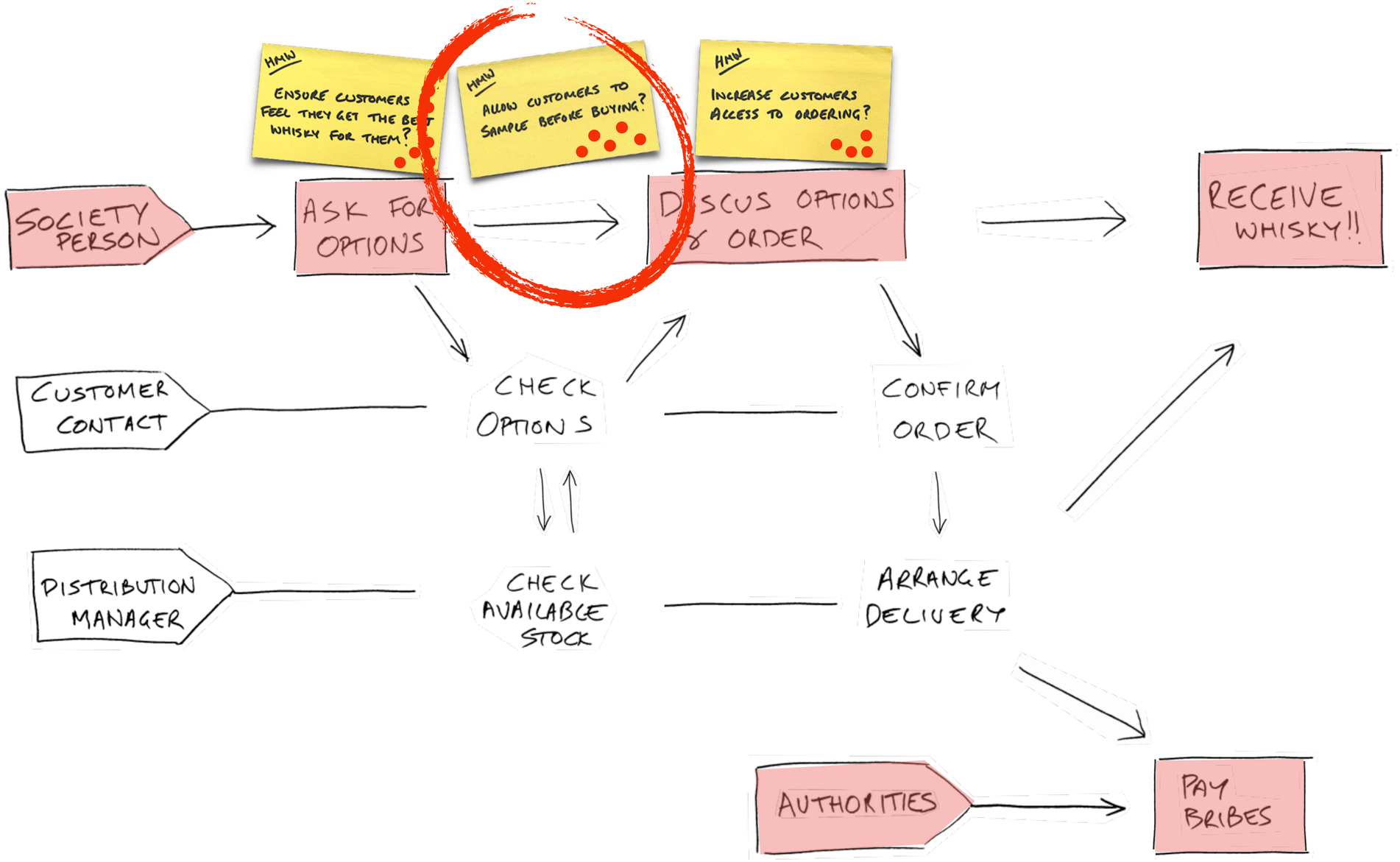
# **TESTING:** RESEARCH LAB



# Third design sprint

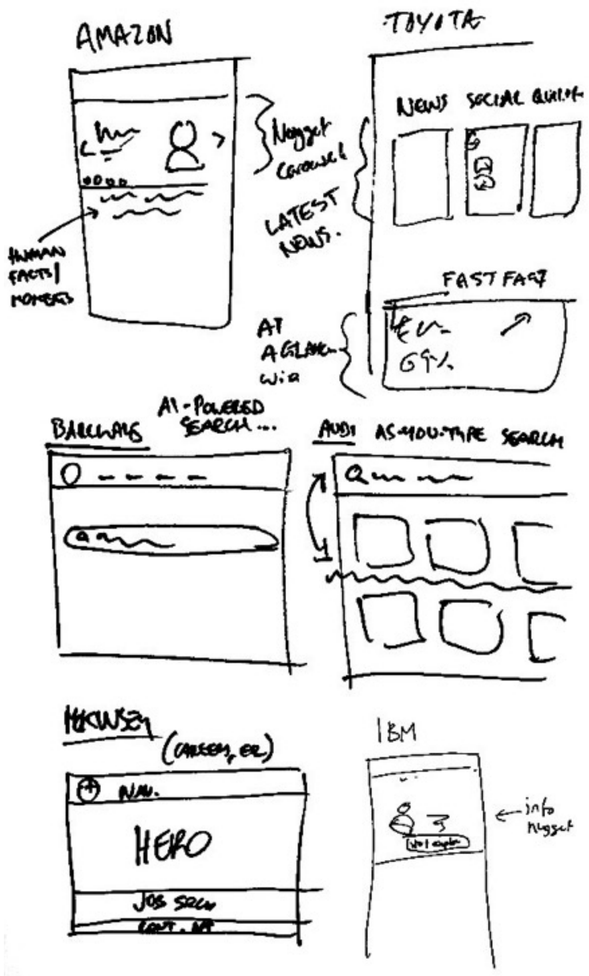
# MAPPING

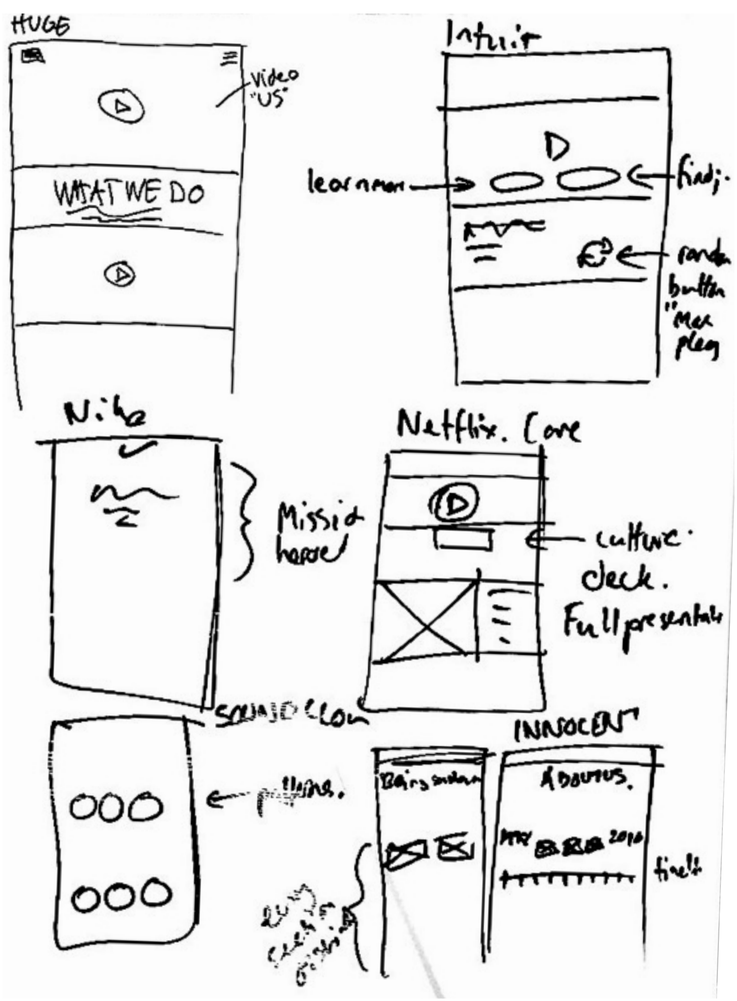
# **MAPPING:** PICK A TARGET



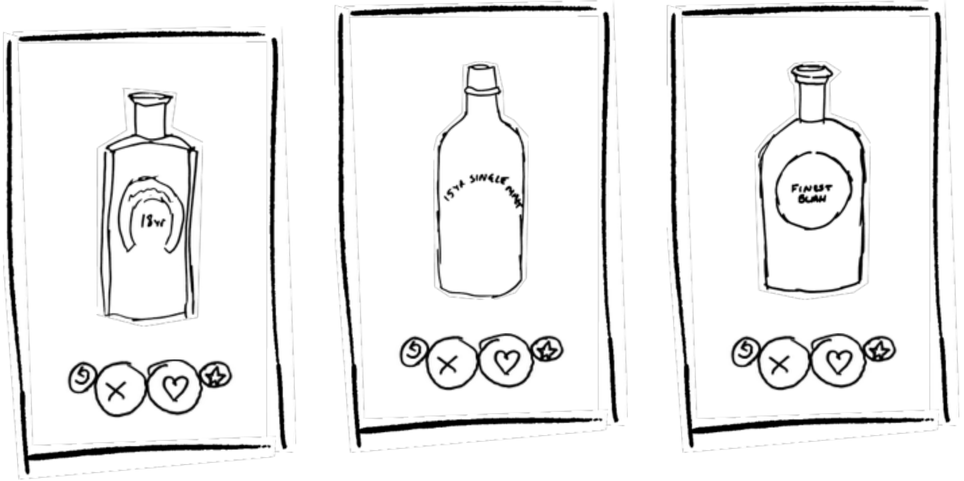
# SKETCHING

# **SKETCHING:** LIGHTNING DEMOS



# **SKETCHING:** SOLUTION SKETCHES

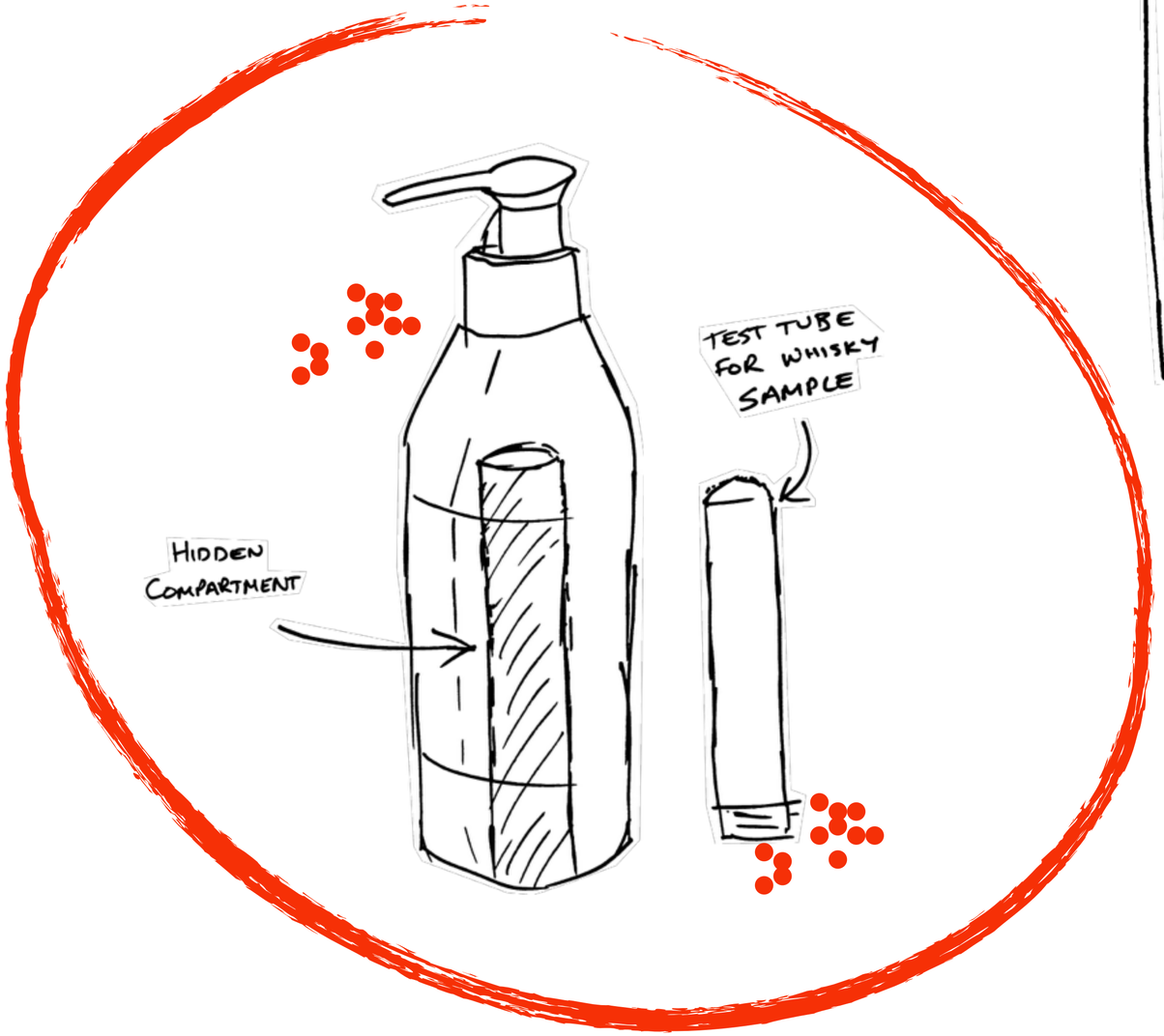


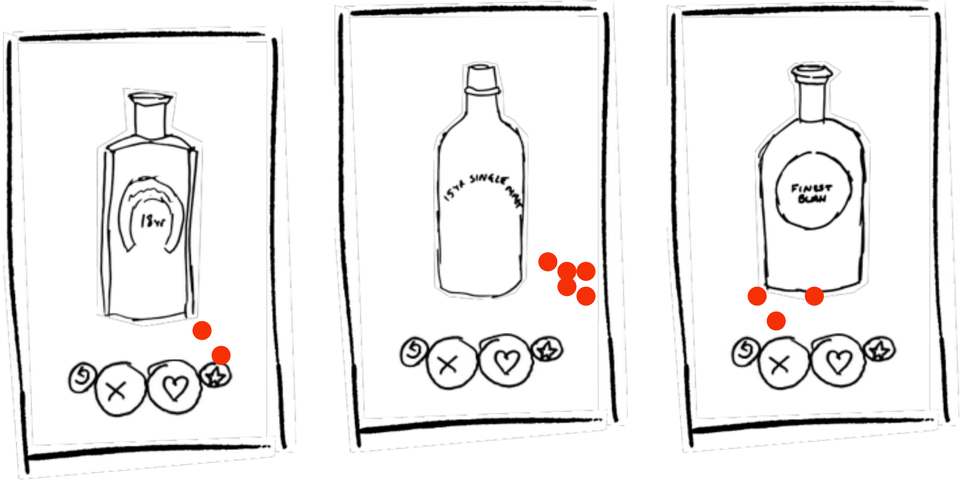

TINDER FOR WHISKY TASTING

WHISKY TASTING EVENT

# DECIDING

# **DECIDING:** STICKY DECISION

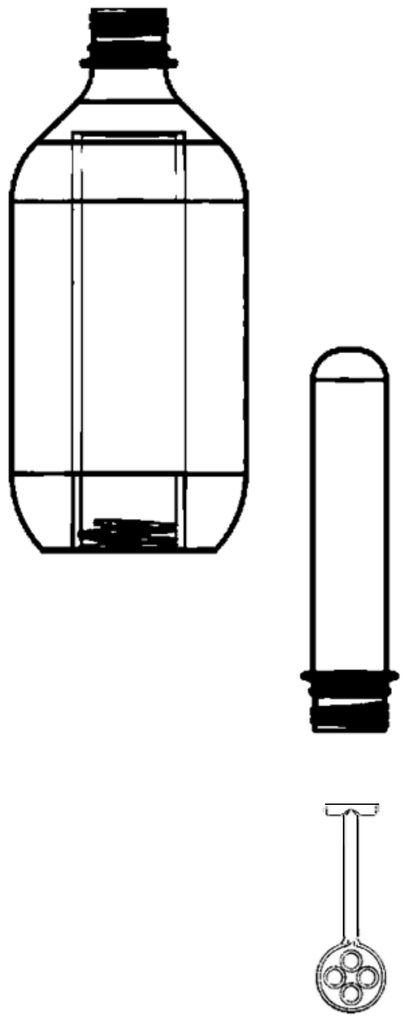


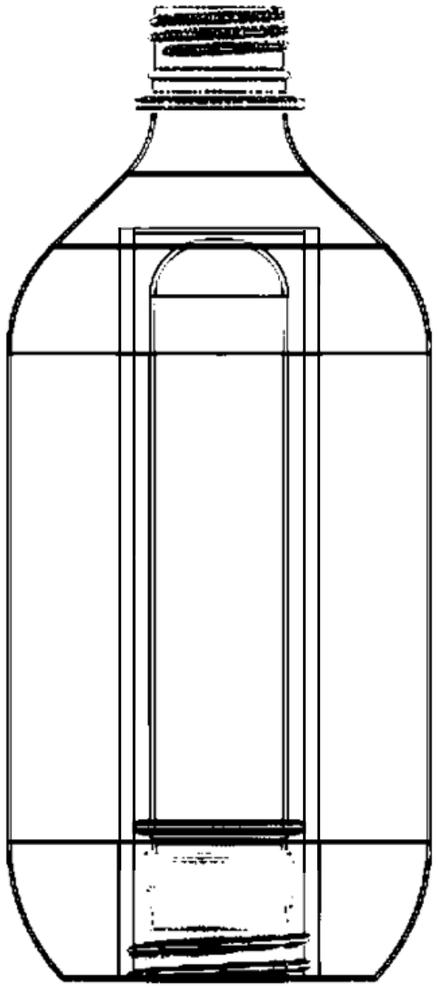



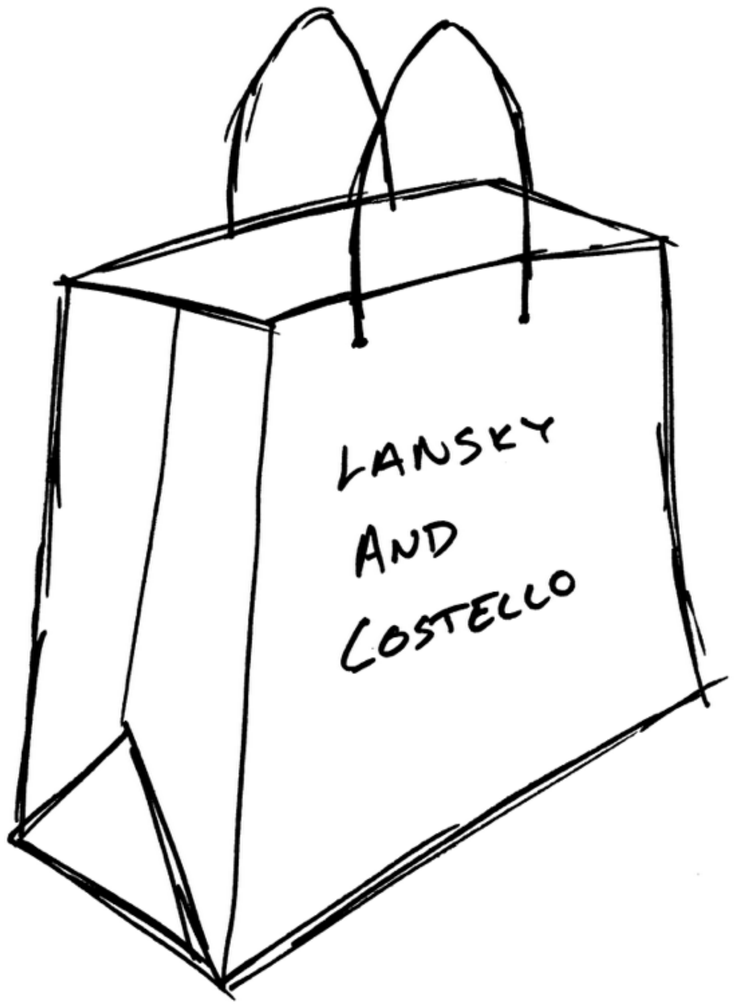

TINDER FOR WHISKY TASTING

WHISKY TASTING EVENT

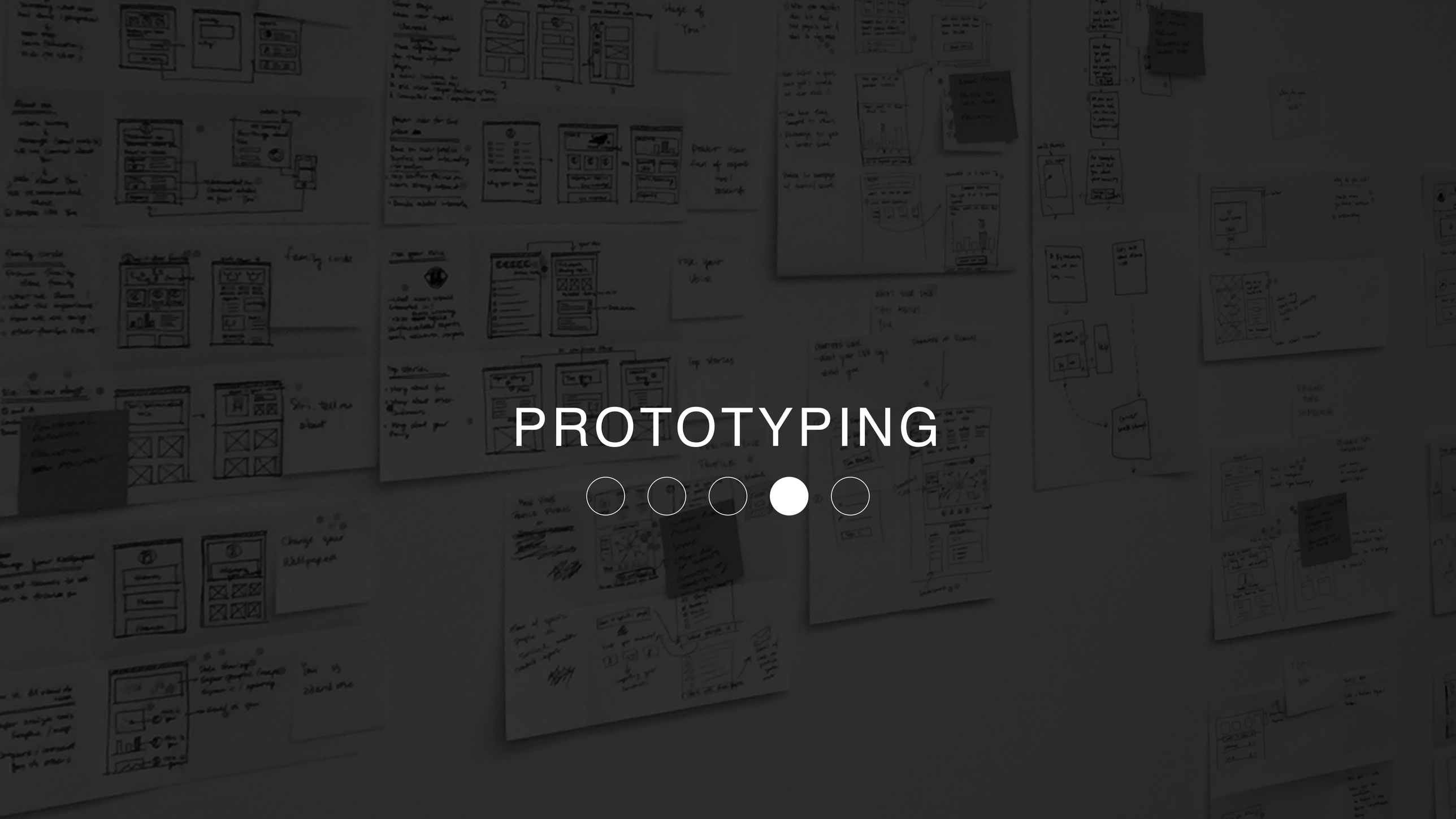
# **DECIDING:** STORYBOARD







# PROTOTYPING



# **PROTOTYPING:** PICK THE TOOLS

upwork™

Darko K.

**Industrial Designer-Solidworks & AutoCad Expert**

Skopje, Macedonia - 4:37pm local time

Mechanical Engineering ✓ | SolidWorks | AutoCAD

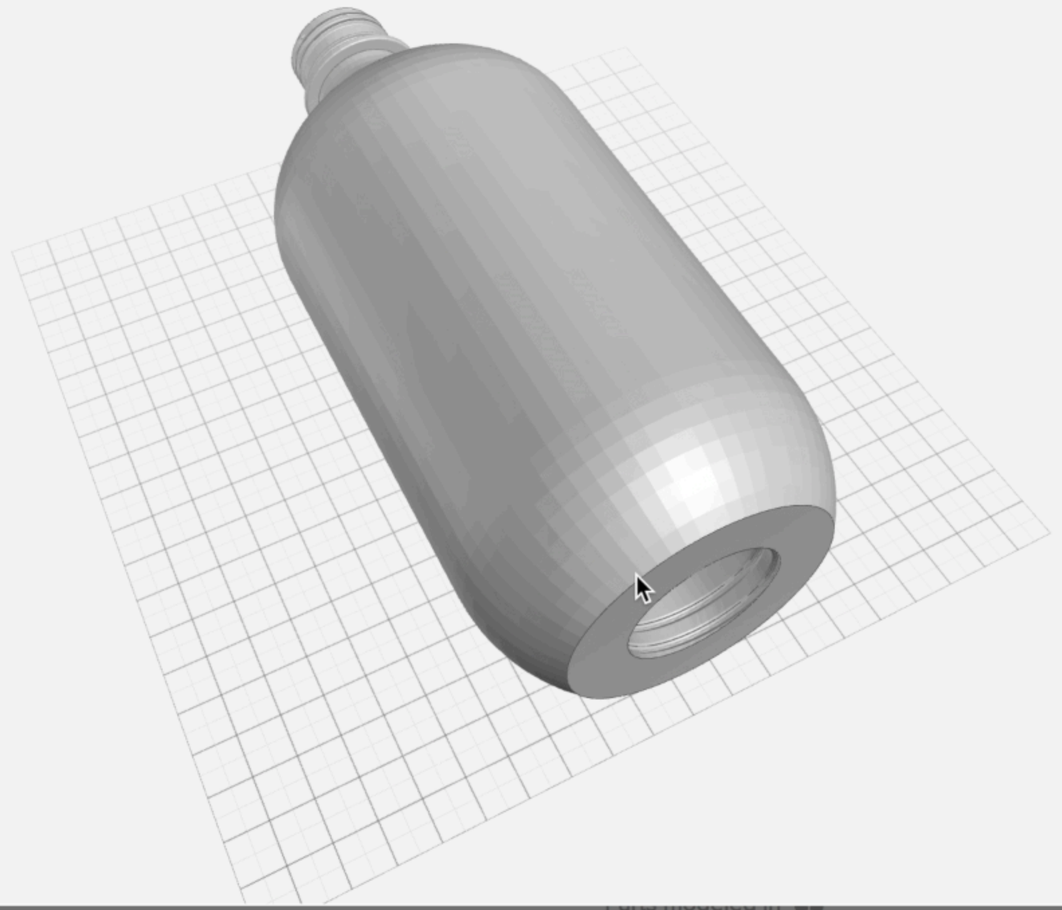
Technical Documentation | 3D Modeling | 3D Rendering

3D Printing | Adobe Photoshop ✓ | 3ds Max | Photography ✓

bottle.STL

View as image

Solid | X-Ray | Wireframe | Printability | Reset camera



## File details

Download

Name
bottle.STL

Dimensions
82.4 × 189.0 × 82.3 mm

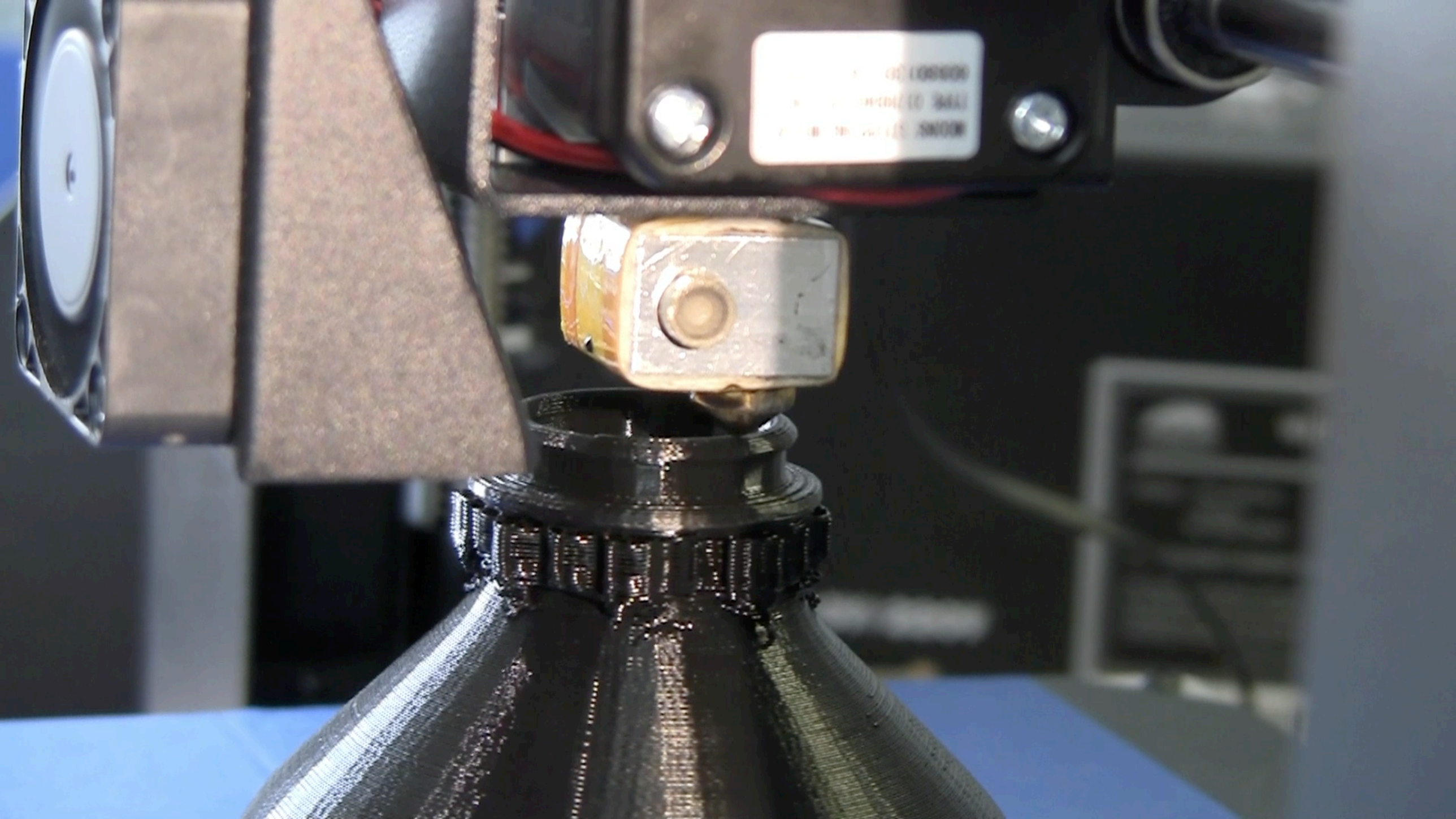
## Printability by process

FDM | SLA | SLS

Wall Thickness analysis passed. Show
All walls are thicker than 0.5 mm.

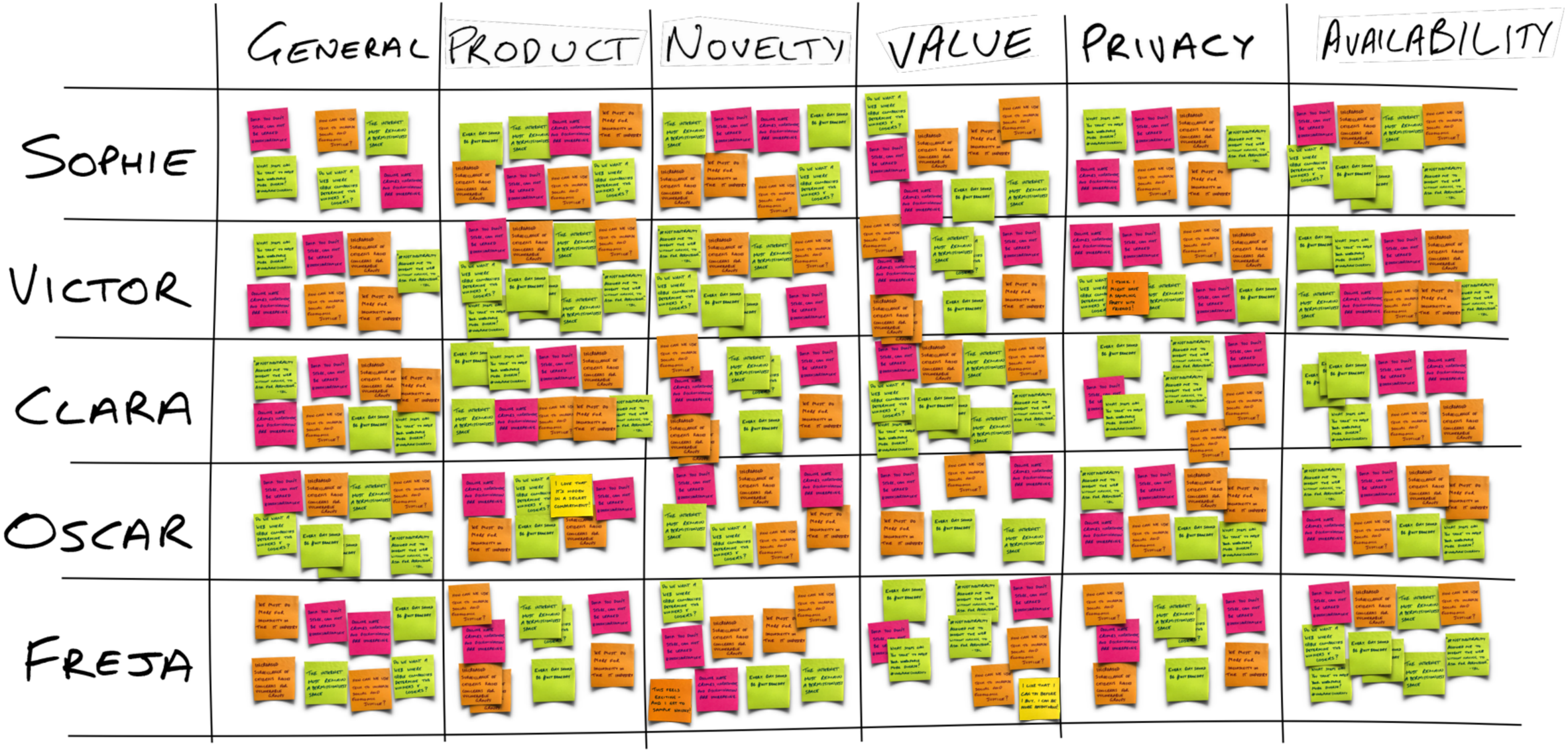
Intricate Details analysis passed. Show
This part doesn't contain intricate details.

Printability checks are in beta. Let us know any suggestions you have for improvements.

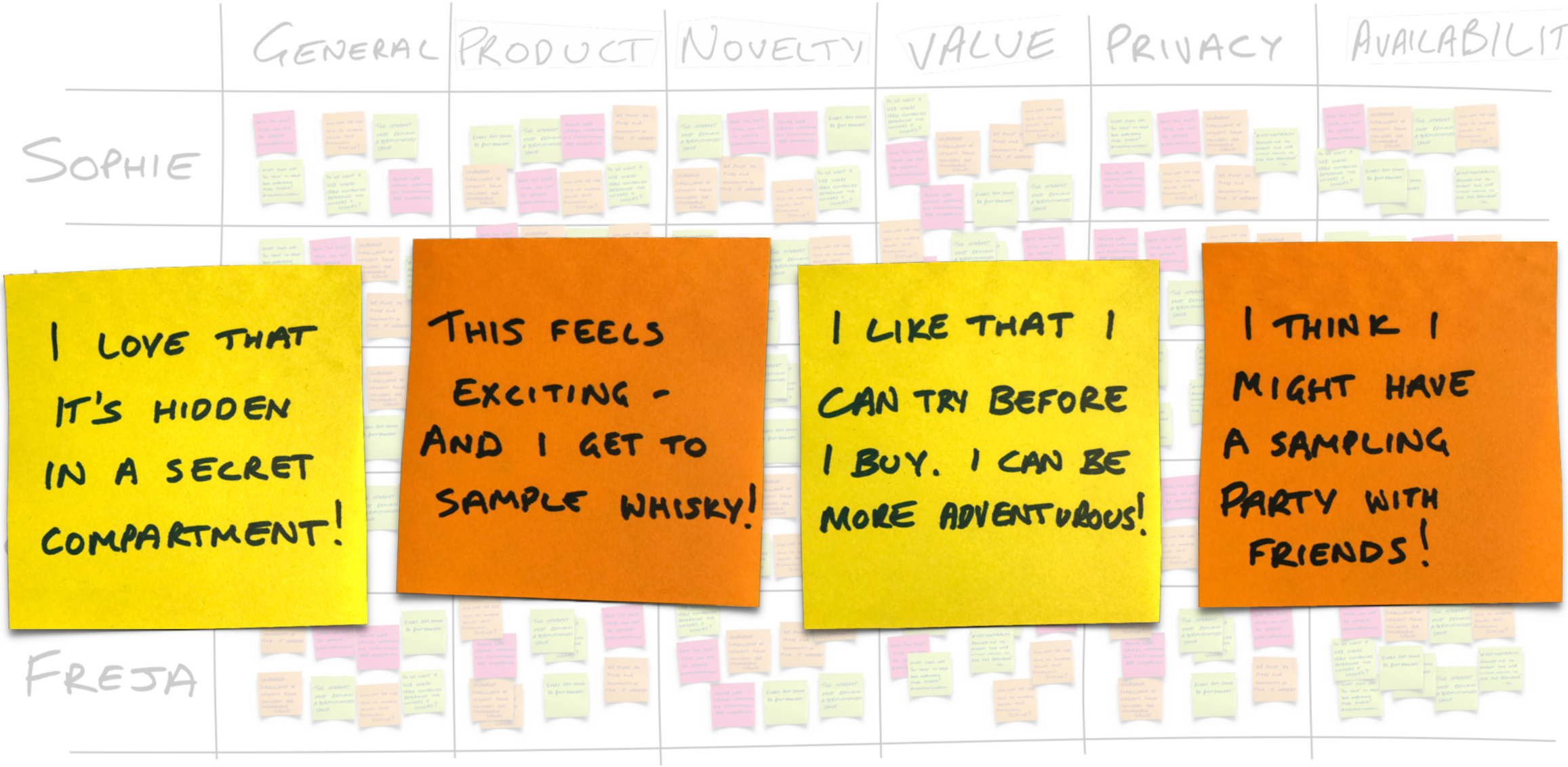


# TESTING

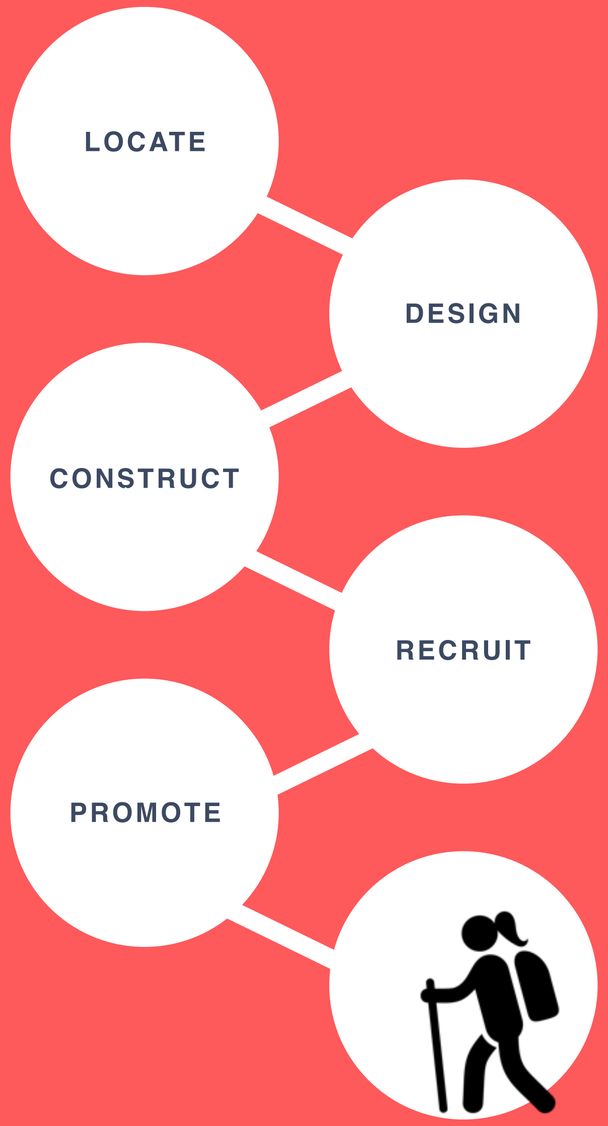
# **TESTING:** RESEARCH LAB



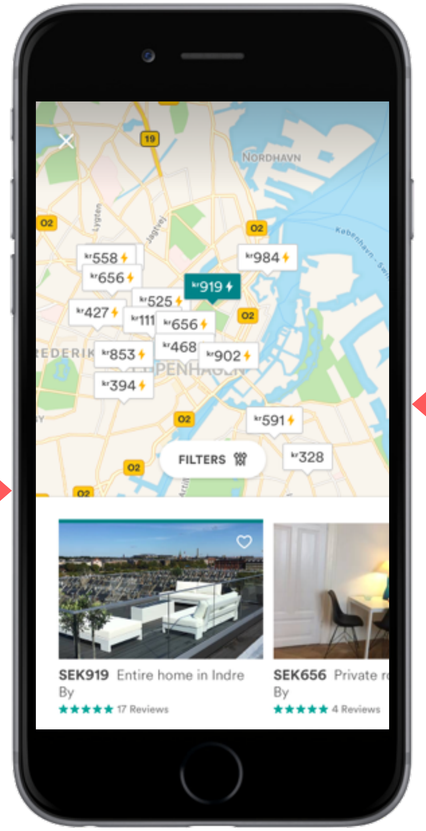
# **TESTING:** RESEARCH LAB



“ *Software is eating the world*


LOCATE
DESIGN
CONSTRUCT
RECRUIT
PROMOTE

I HAVE A ROOM




I NEED TO SLEEP

airbnb

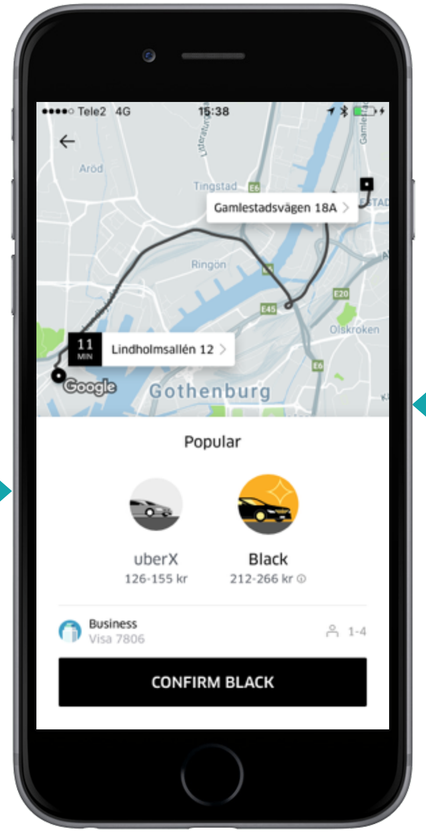
Catherine

Peter

airbnb

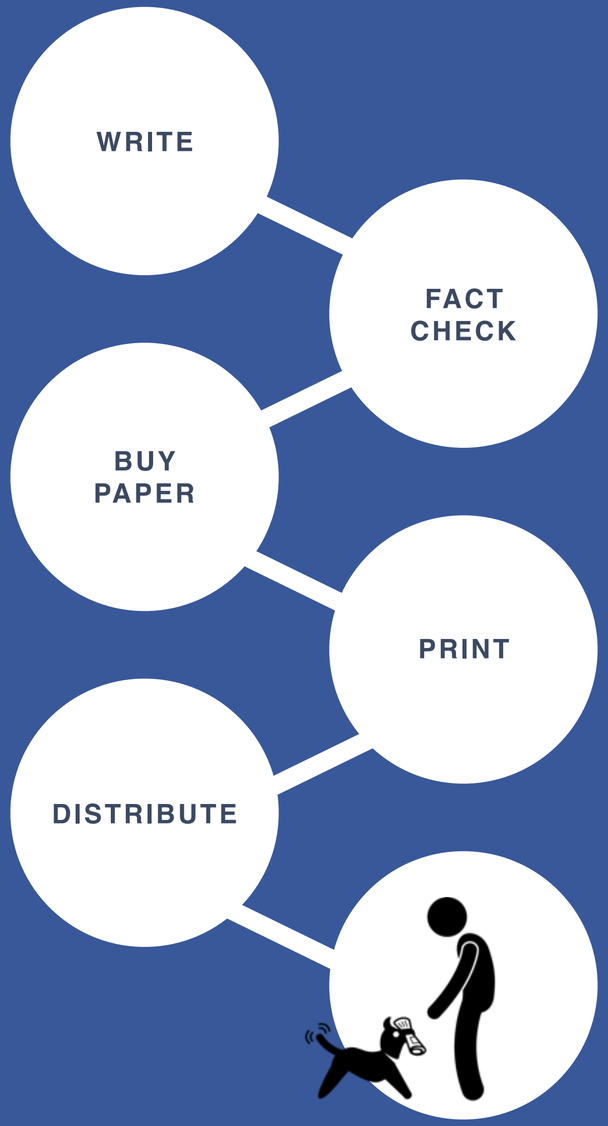
PRODUCE
PURCHASE
EMPLOY
LOGISTICS

I HAVE A CAR

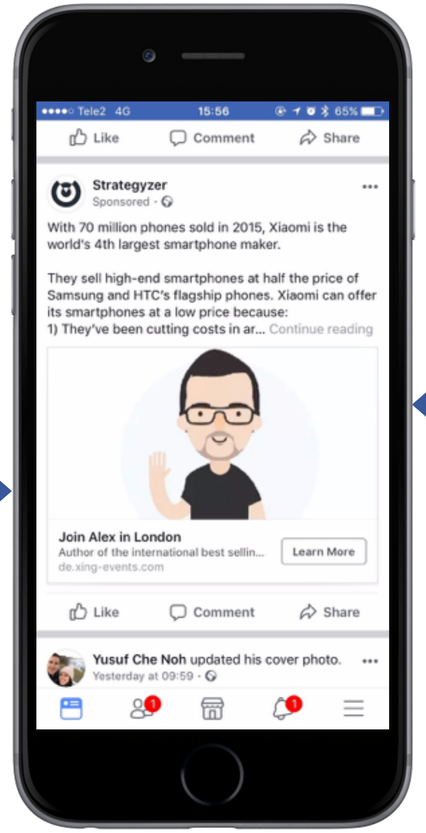



I NEED A RIDE

UBER

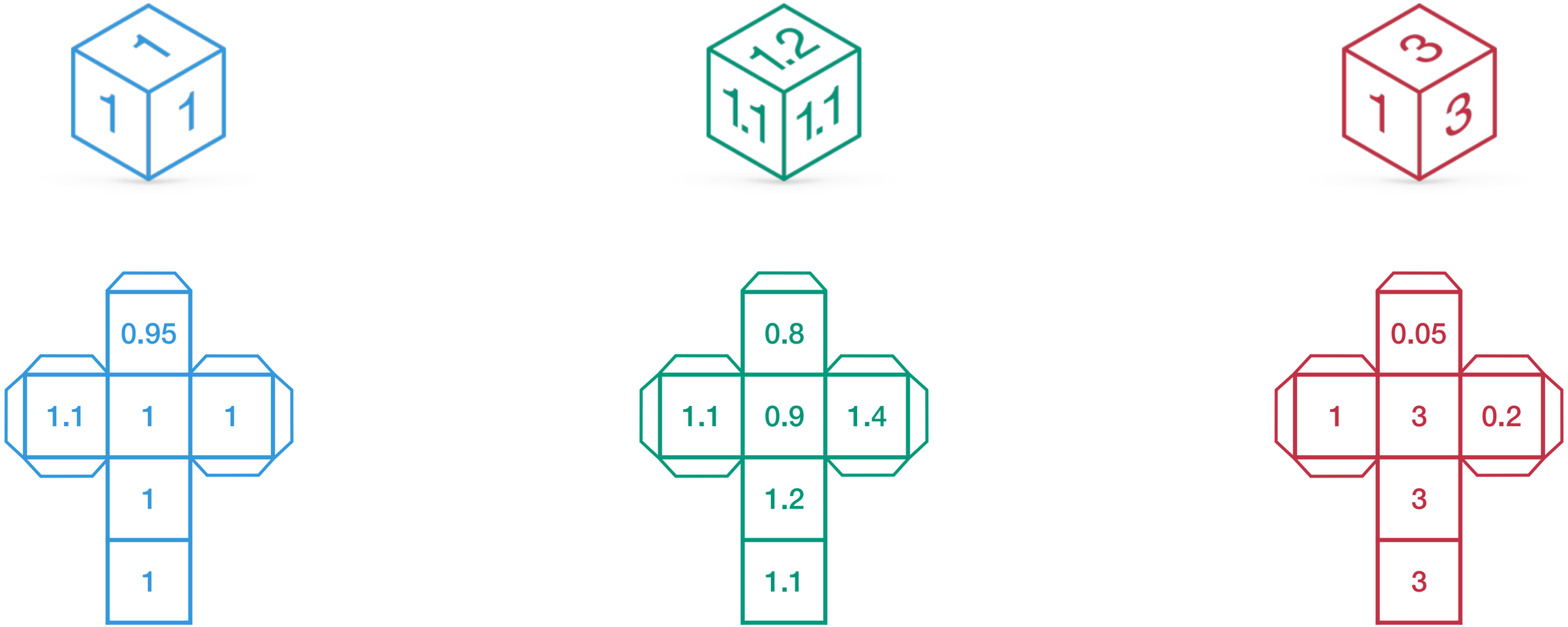

WRITE
FACT CHECK
BUY PAPER
PRINT
DISTRIBUTE

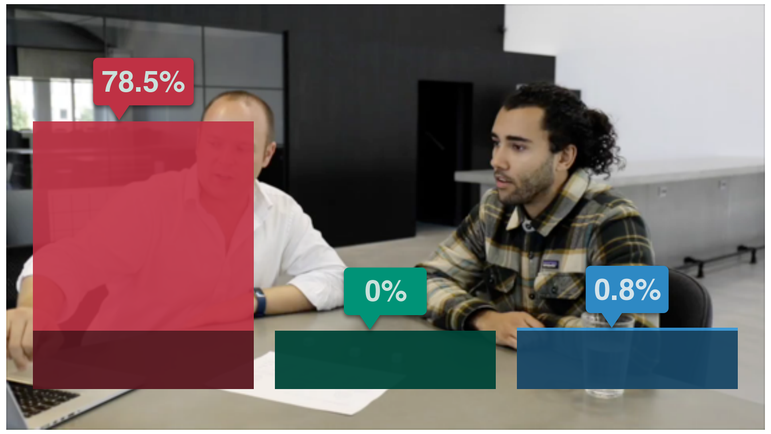
I HAVE A VIEW




I WANT TO LISTEN

# BEING WARREN BUFFETT by Dean P. Foster and Robert A. Stine, 2006

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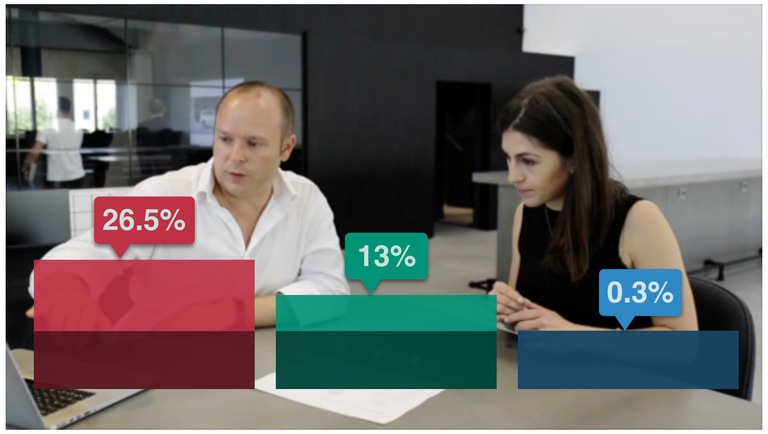
0.8%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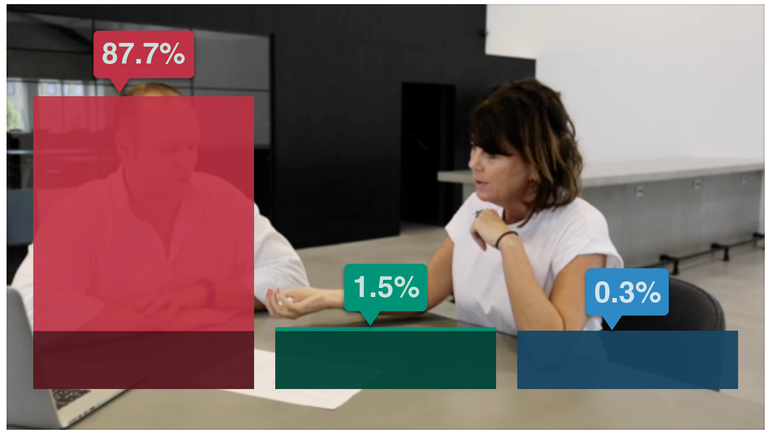
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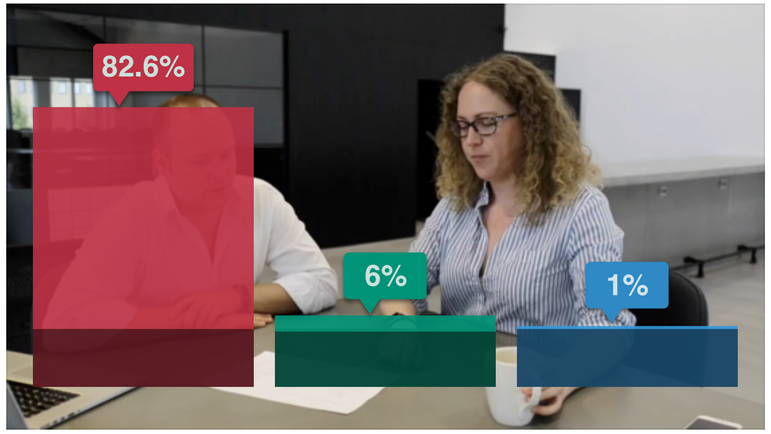
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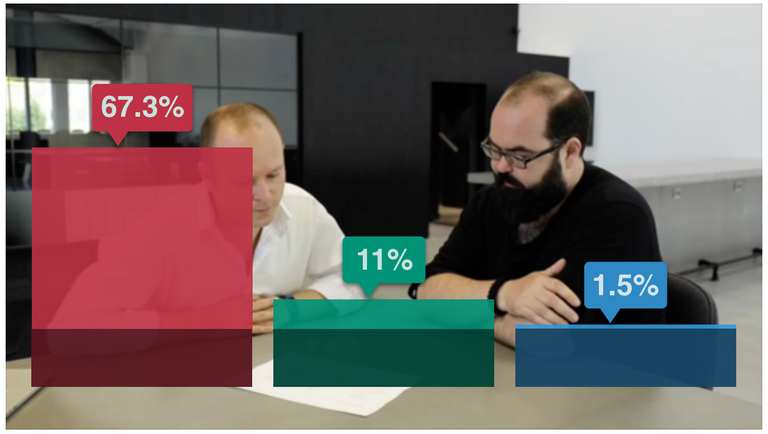
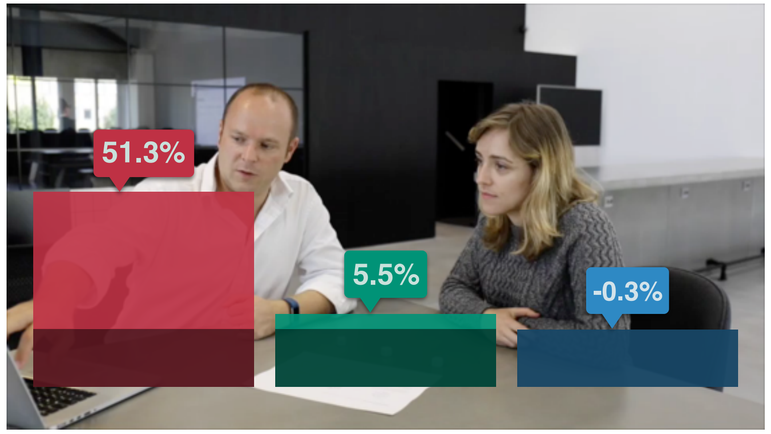
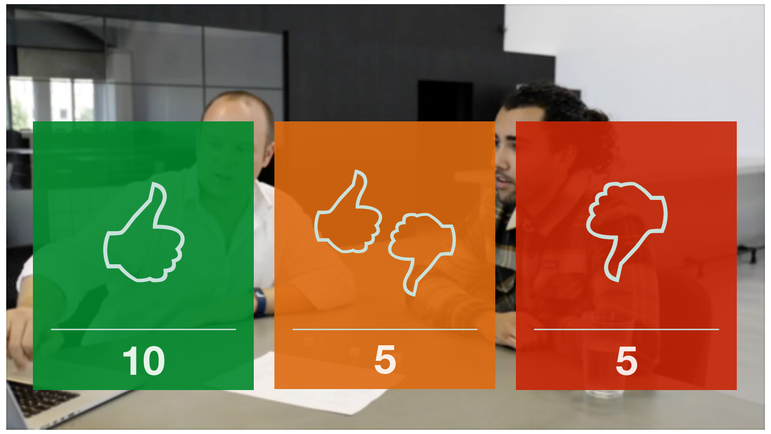
6%
1%


67.3%
11%
1.5%


51.3%
5.5%
-0.3%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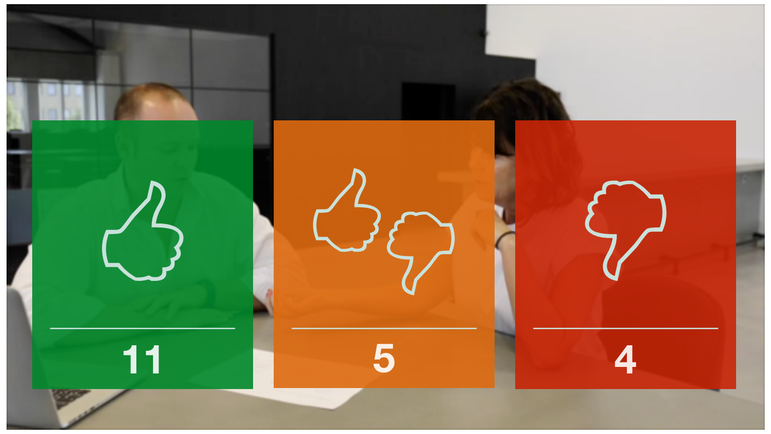
5

6
8
6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12
8
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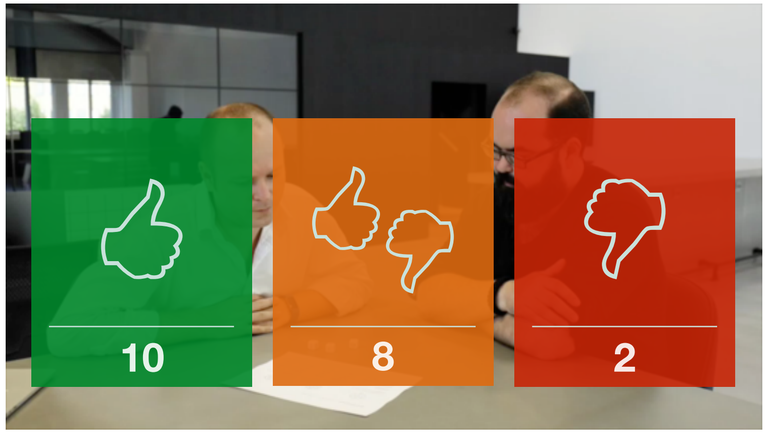
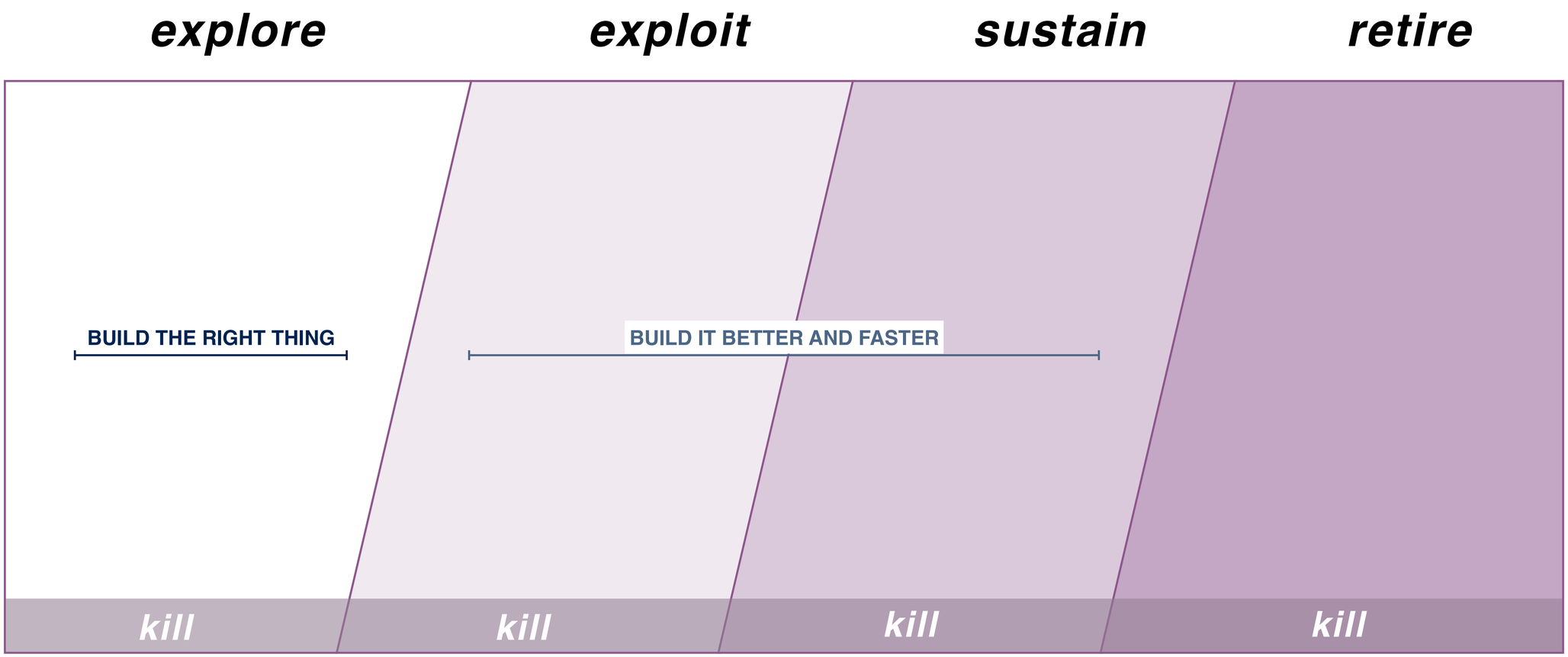

10
8
2

7
7
6



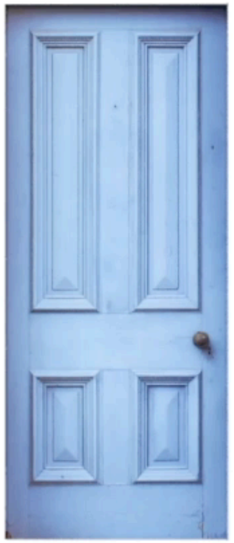

**Humble, Molesky, O'Reilly**, *Lean Enterprise: How High Performing Organisations Innovate at Scale*

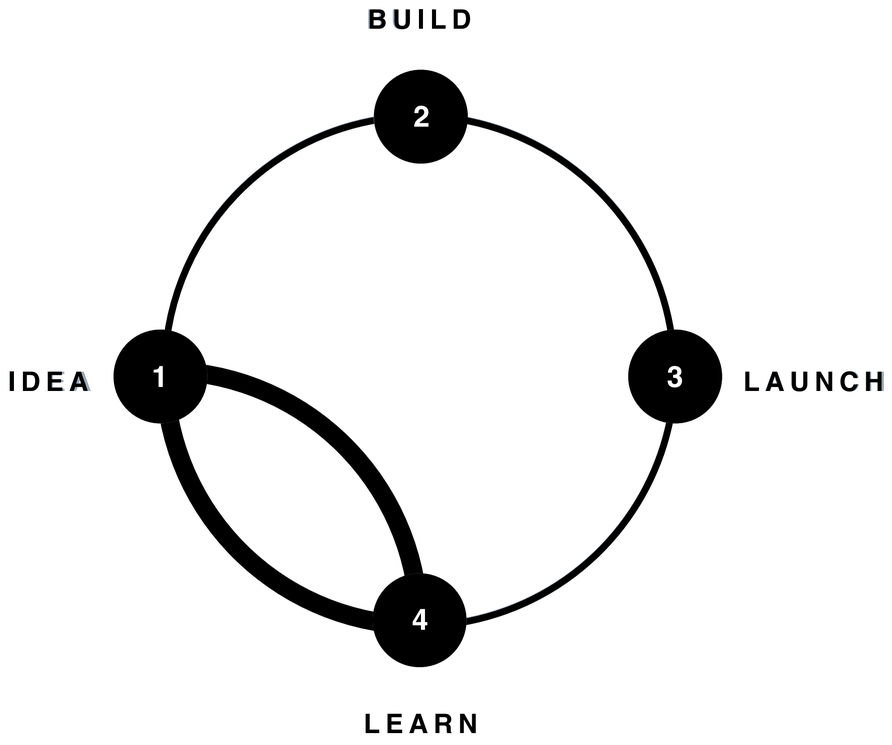
CLICKS REMAINING: 93

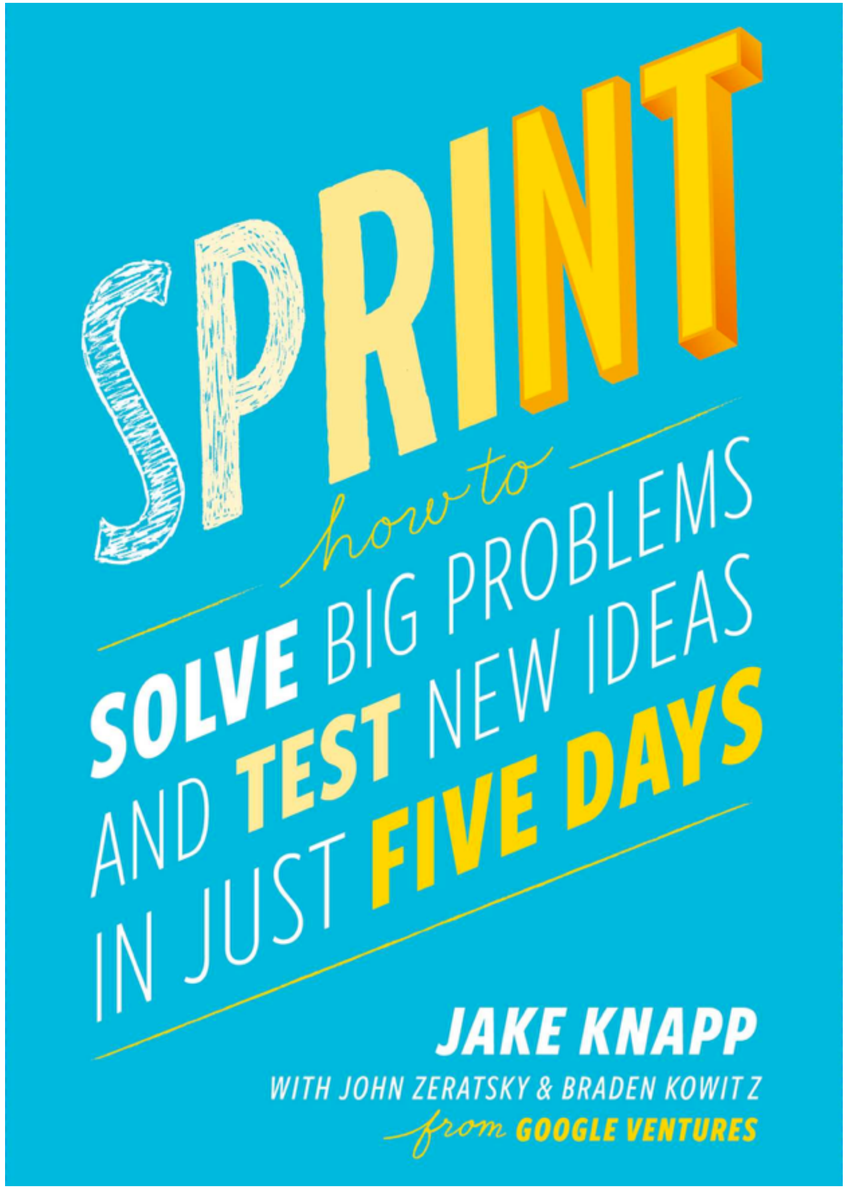
EARNINGS: $ 0.19

CLICKS REMAINING: 95

EARNINGS: $ 0.13




BUILD
2
IDEA
1
3
LAUNCH
4
LEARN


SPRINT
how to
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AND TEST NEW IDEAS
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