




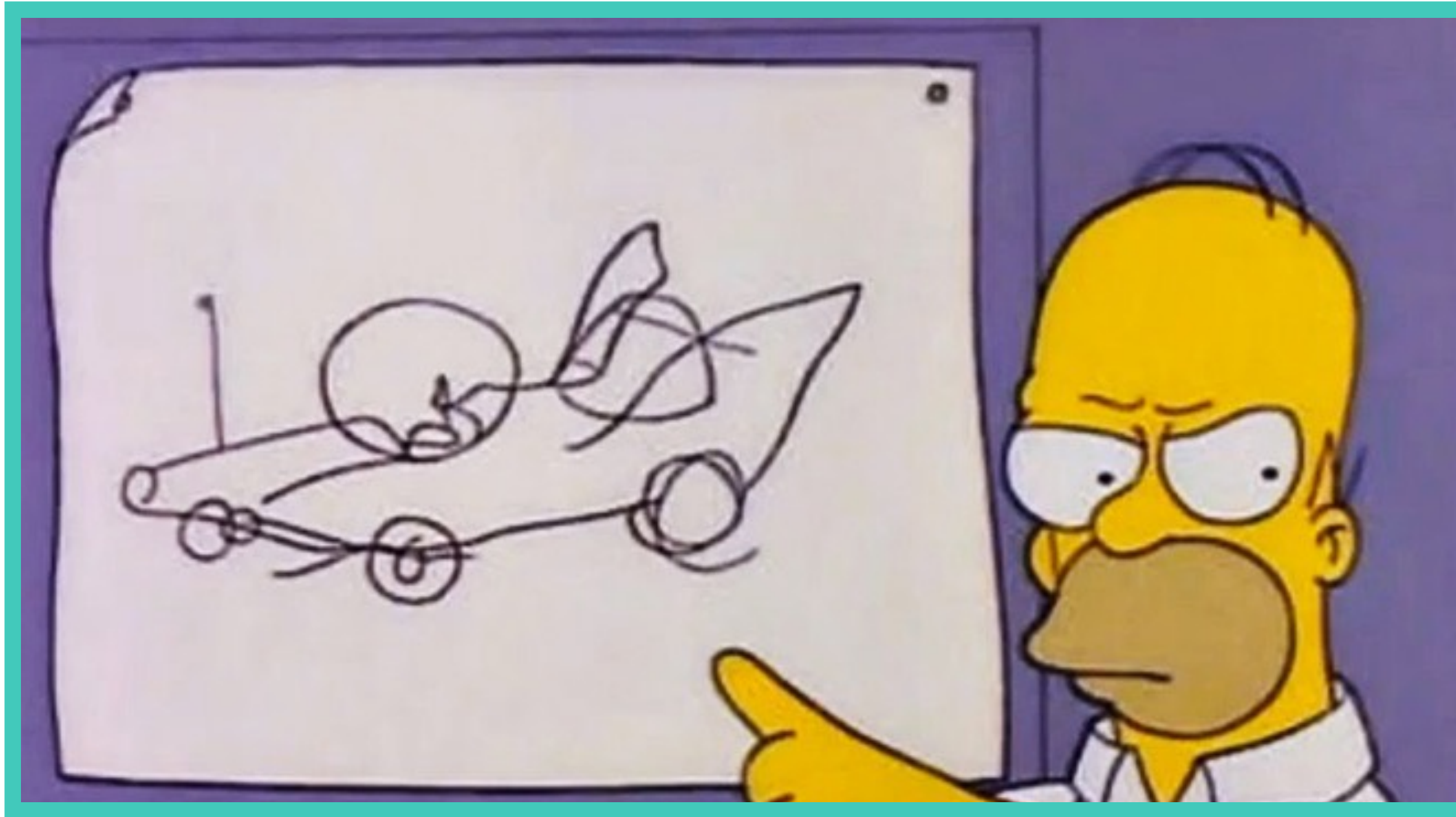
How to apply Product Thinking TO UX DESIGN

Nikkel Blaase • Product Designer at XING • @JAF_Designer

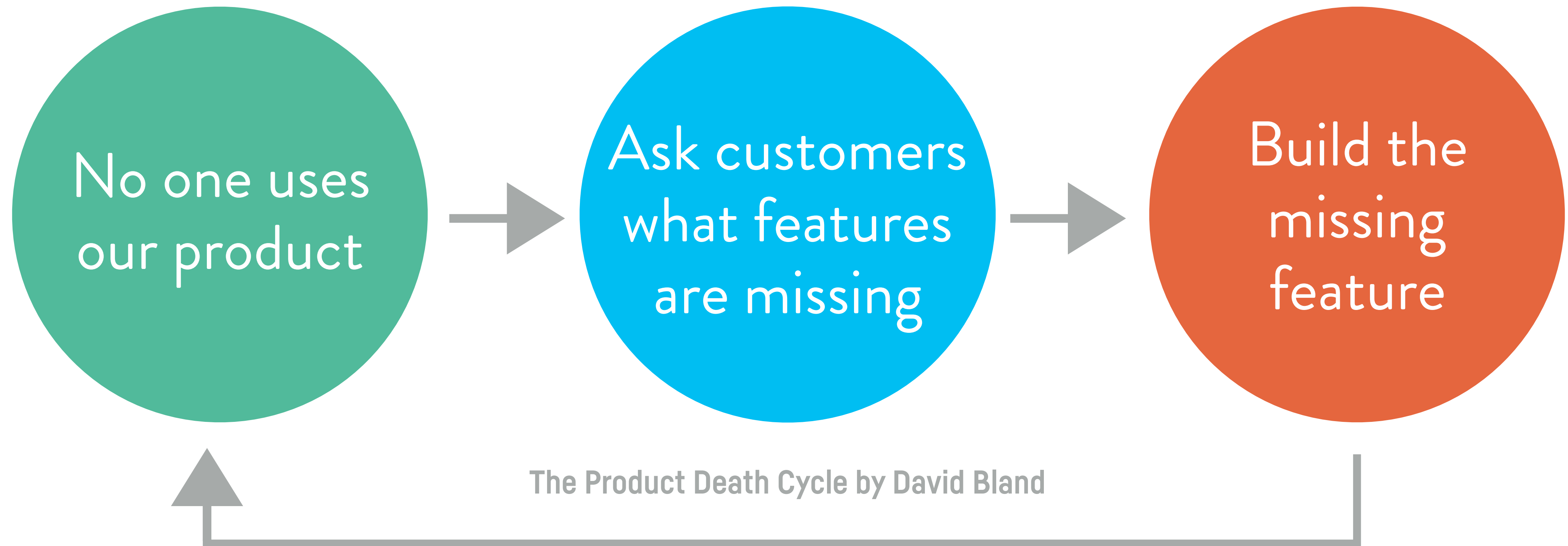
A person in a white lab coat is pointing at a computer monitor. The monitor displays a line graph with multiple data series. The entire image is overlaid with a teal color. The text 'THE FEATURE BIAS' is centered over the image.

THE FEATURE BIAS

People ❤️ to talk in solutions



The next feature fallacy



»We are just one feature away from an awesome product!«

”

PROBLEMS ARE
ABSTRACT – FEATURES
ARE CONCRETE

Products are really about solving problems

- Talking about features is easy; building the right features, serving the right problems, is challenging.

Products are really about solving problems

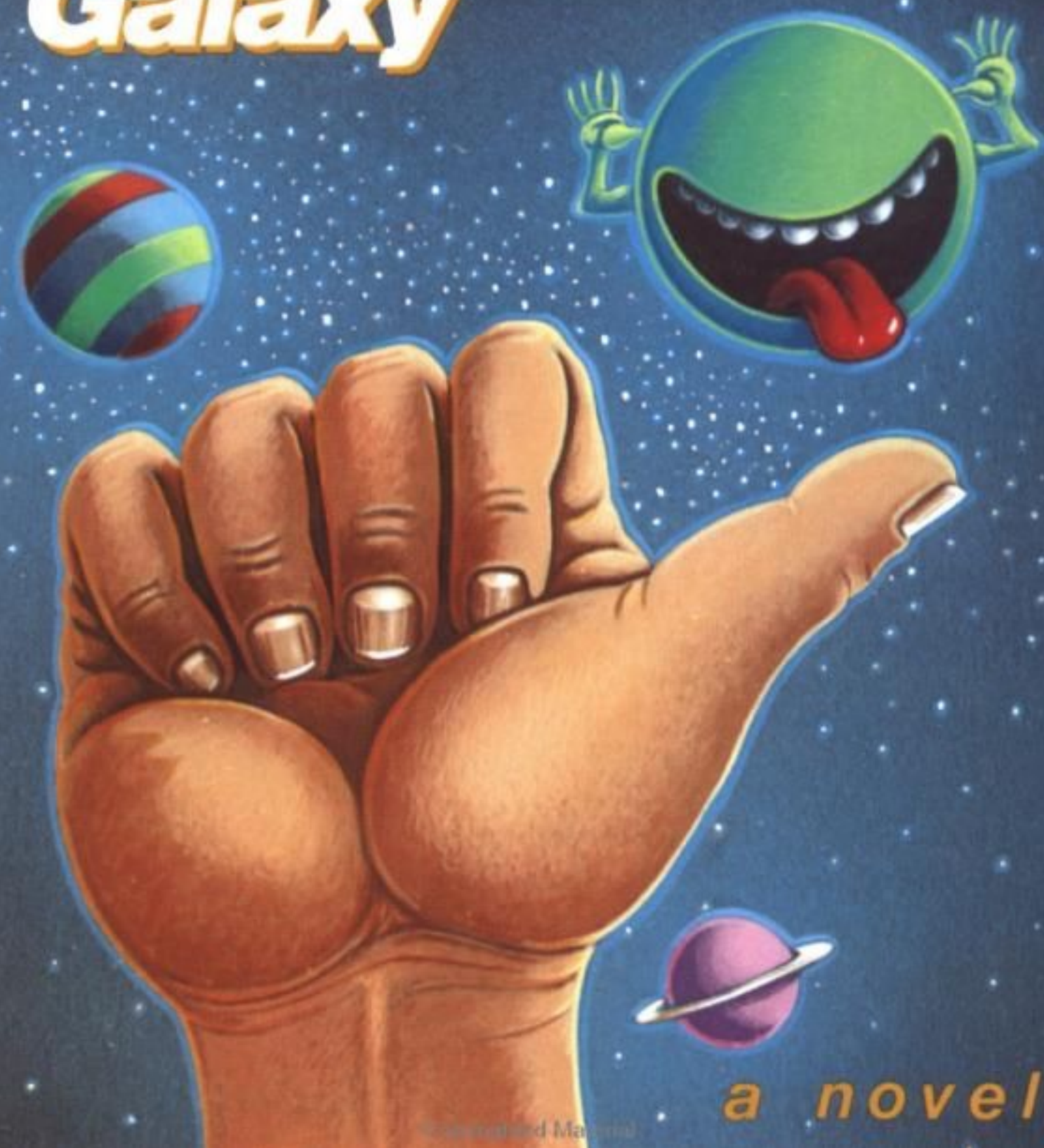
- Talking about features is easy; building the right features, serving the right problems, is challenging.
- The solution is almost never more UI.

Products are really about solving problems

- Talking about features is easy; building the right features, serving the right problems, is challenging.
- The solution is almost never more UI.
- Focus on the problem-space rather than the solution-space.

DOUGLAS ADAMS

The Hitchhiker's Guide to the Galaxy



a novel

42

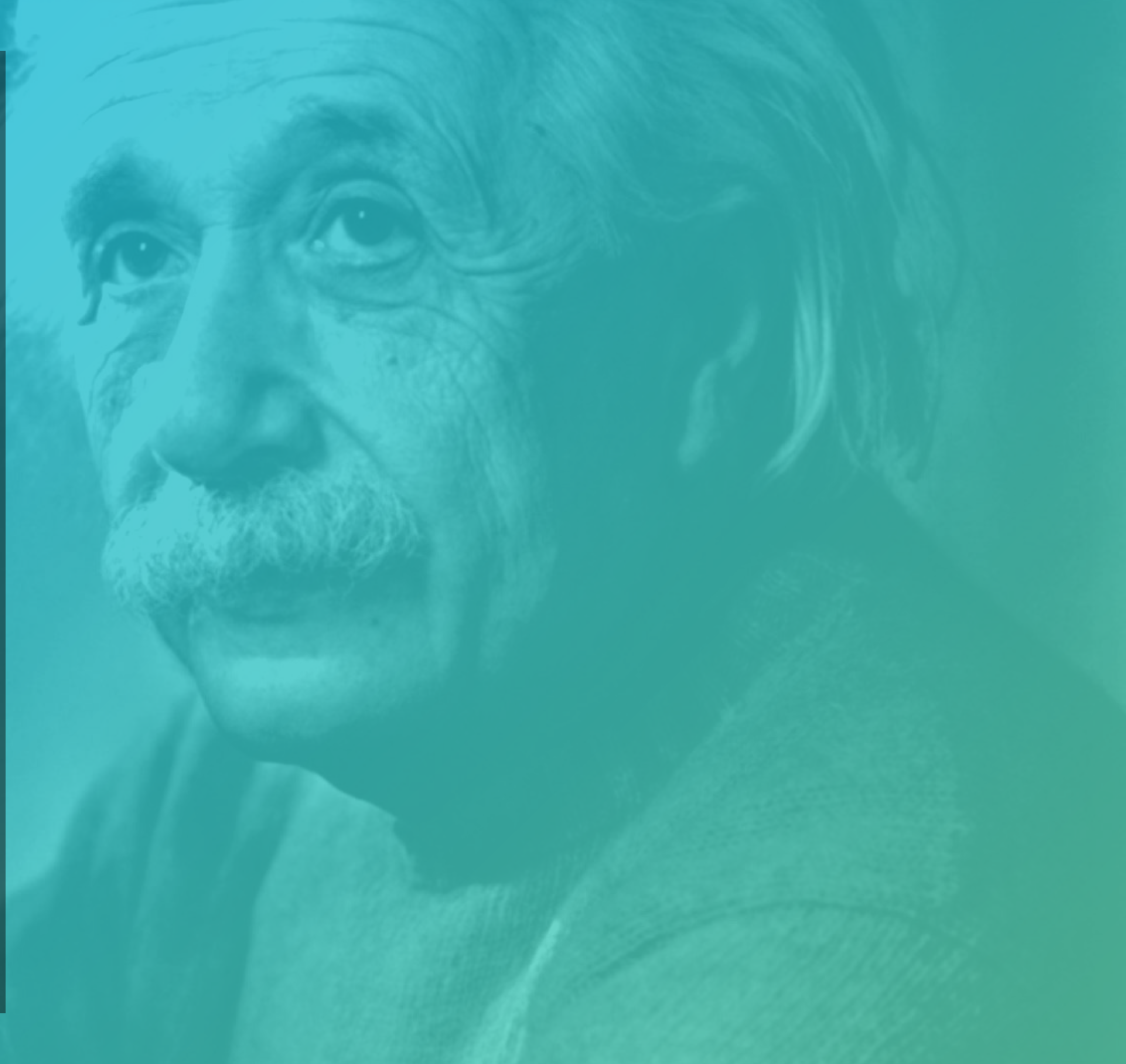
»I think the problem, to be quite honest with you, is that you've never actually known what the question was.«

–Deep Thought



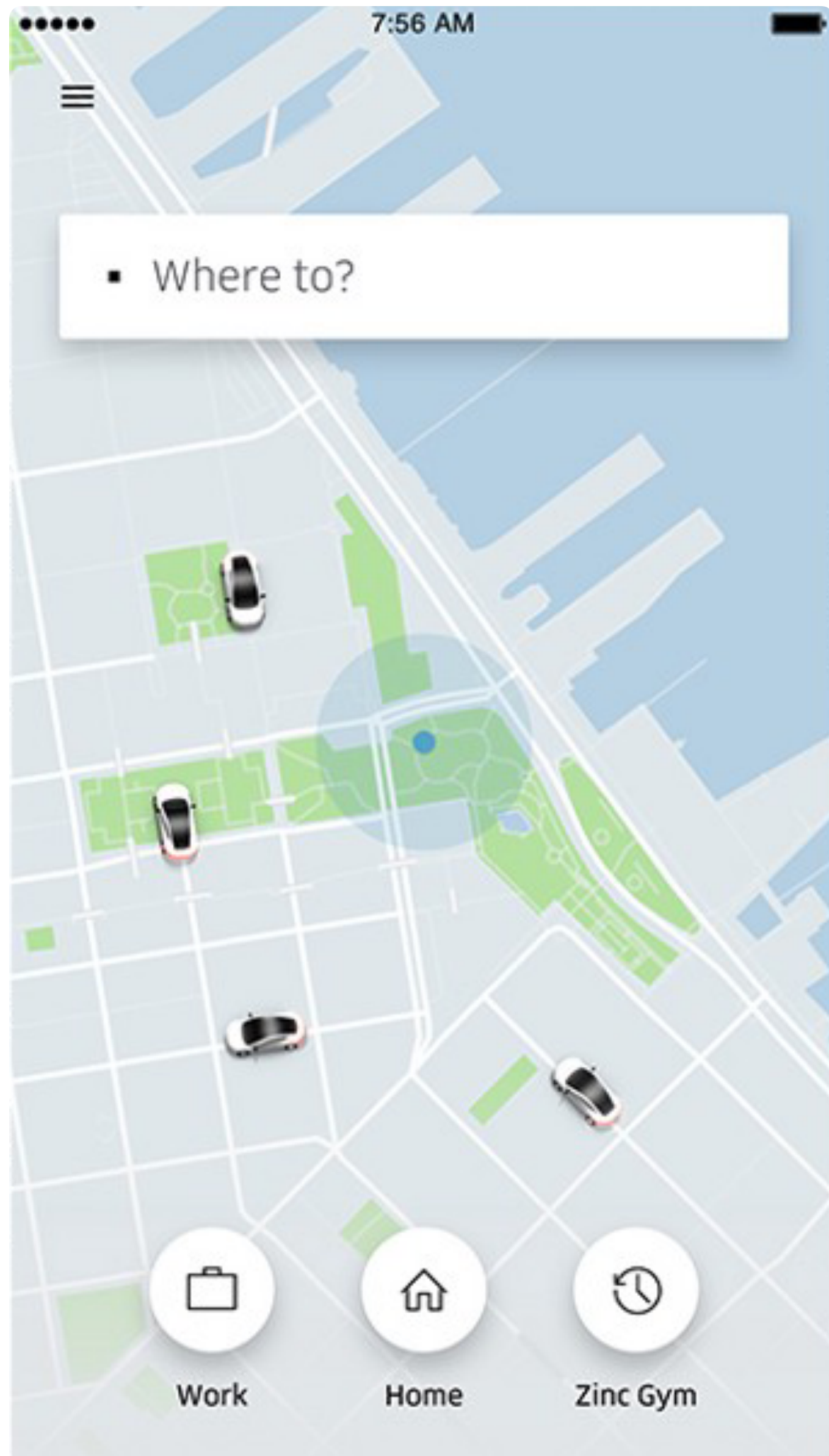
»If I had an hour to
solve a problem I'd
spend 55 minutes
thinking about the
problem and 5 minutes
thinking about
solutions.«

–Albert Einstein



”

FALL IN LOVE WITH A
PROBLEM, NOT A
SPECIFIC SOLUTION



<https://www.uber.com/>

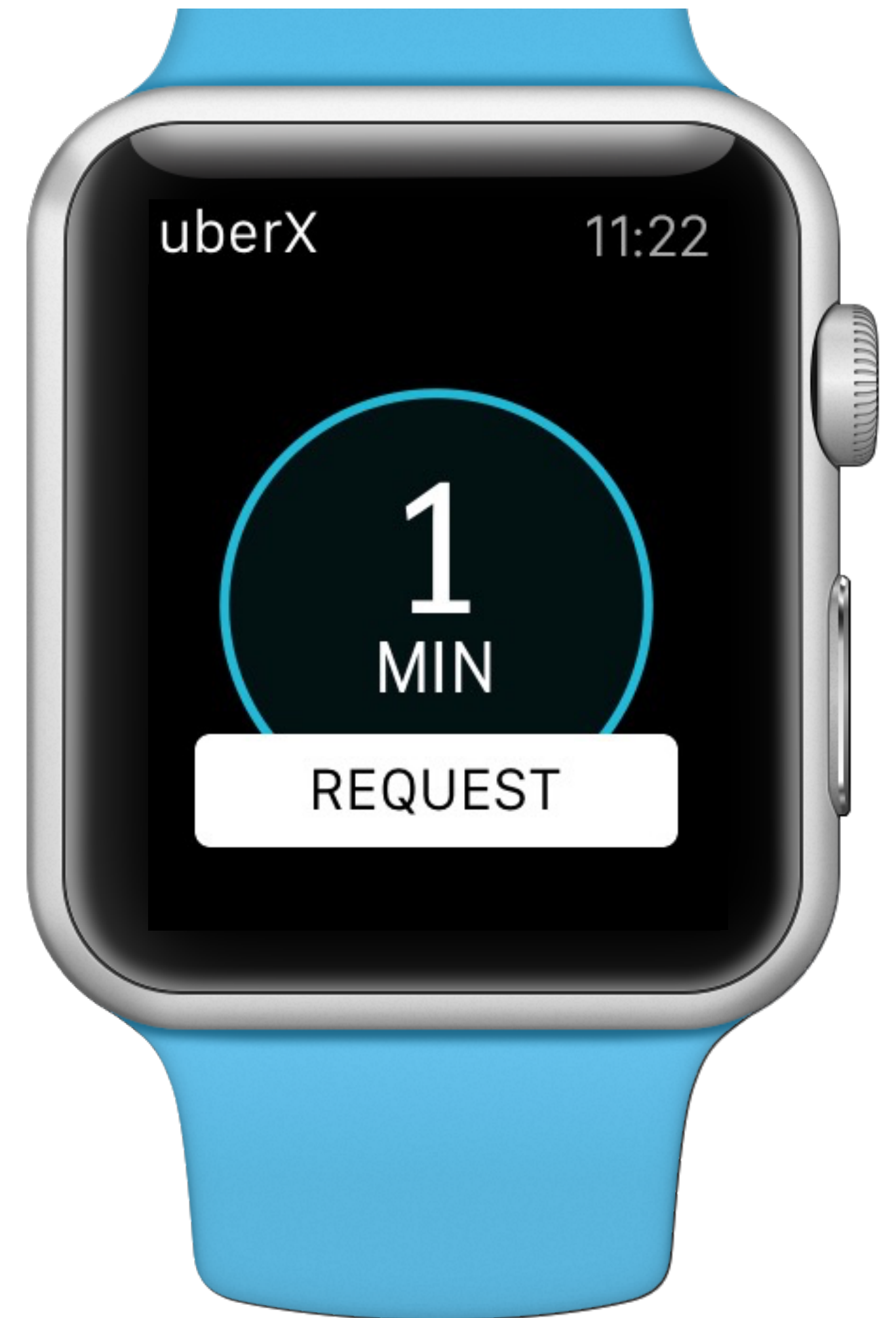
Ready anywhere,
anytime

Daily commute. Errand across town. Early morning flight. Late night drinks. Wherever you're headed, count on Uber for a ride—no reservations needed.

MORE REASONS TO RIDE >

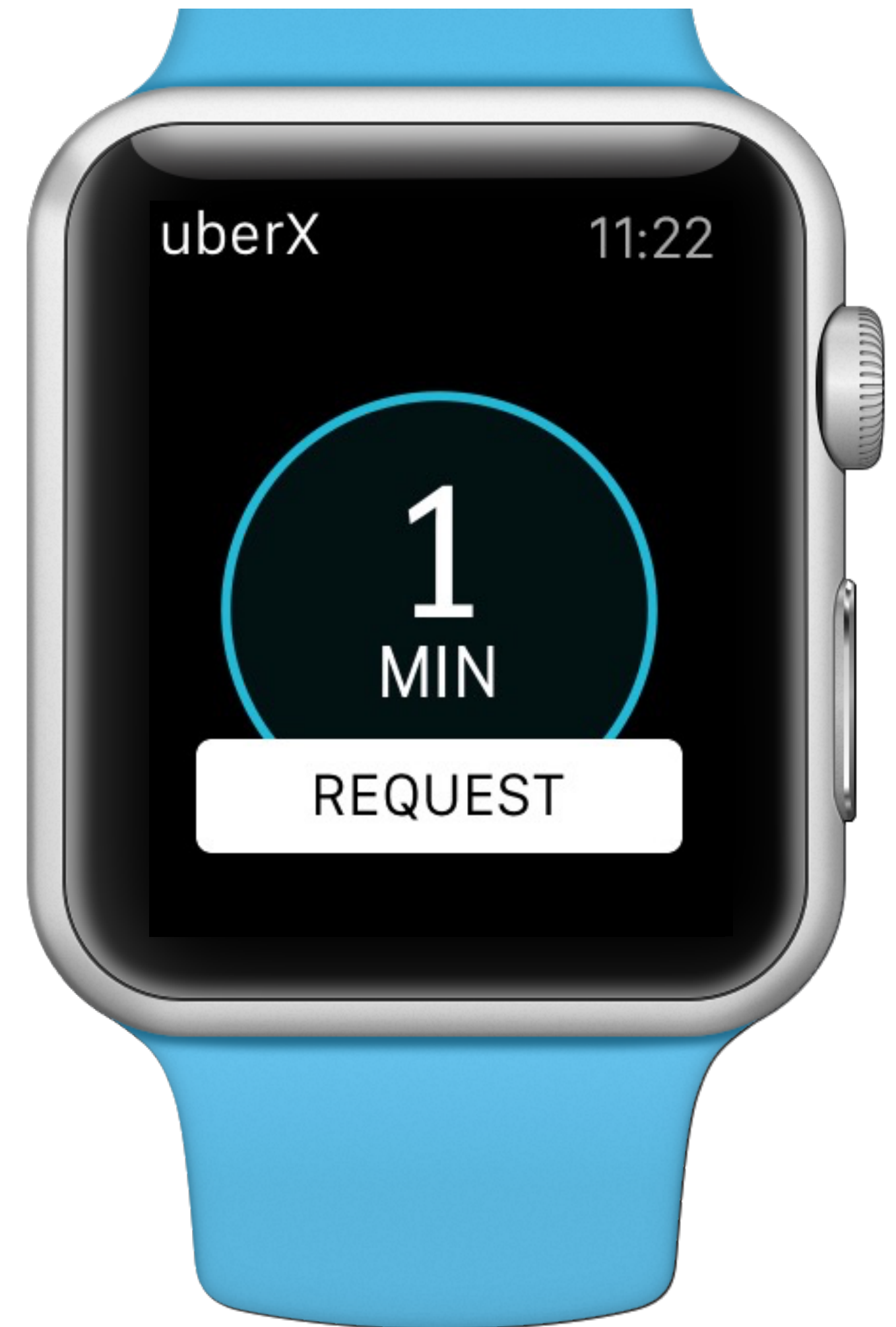
Features don't work without the product

- The estimated arrival time is a suitable feature that expands Uber's core experience.



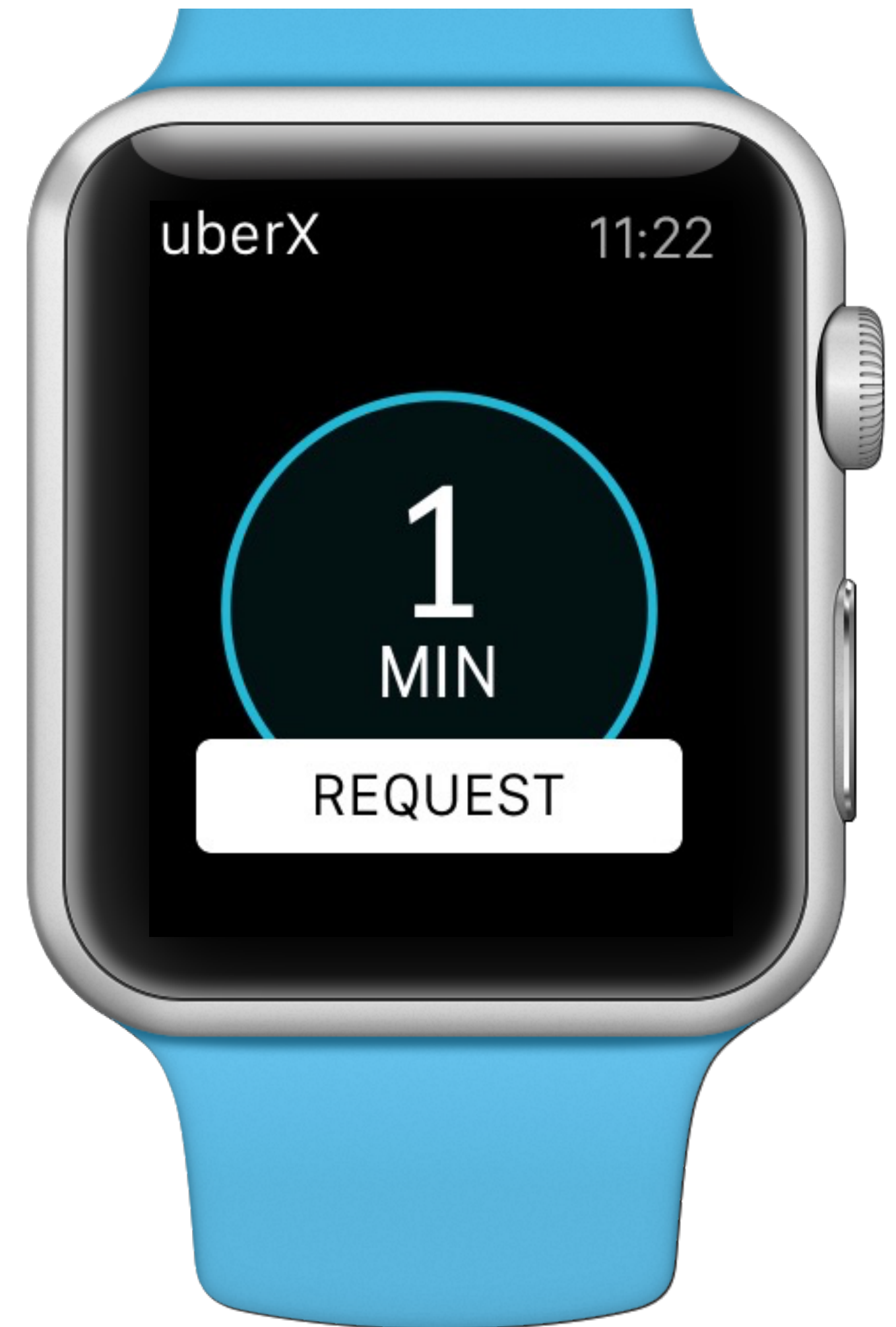
Features don't work without the product

- The estimated arrival time is a suitable feature that expands Uber's core experience.
- The product works regardless of this feature.



Features don't work without the product

- The estimated arrival time is a suitable feature that expands Uber's core experience.
- The product works regardless of this feature.
- There is a one-way interrelationship between feature and product: **Features don't work without the product.**



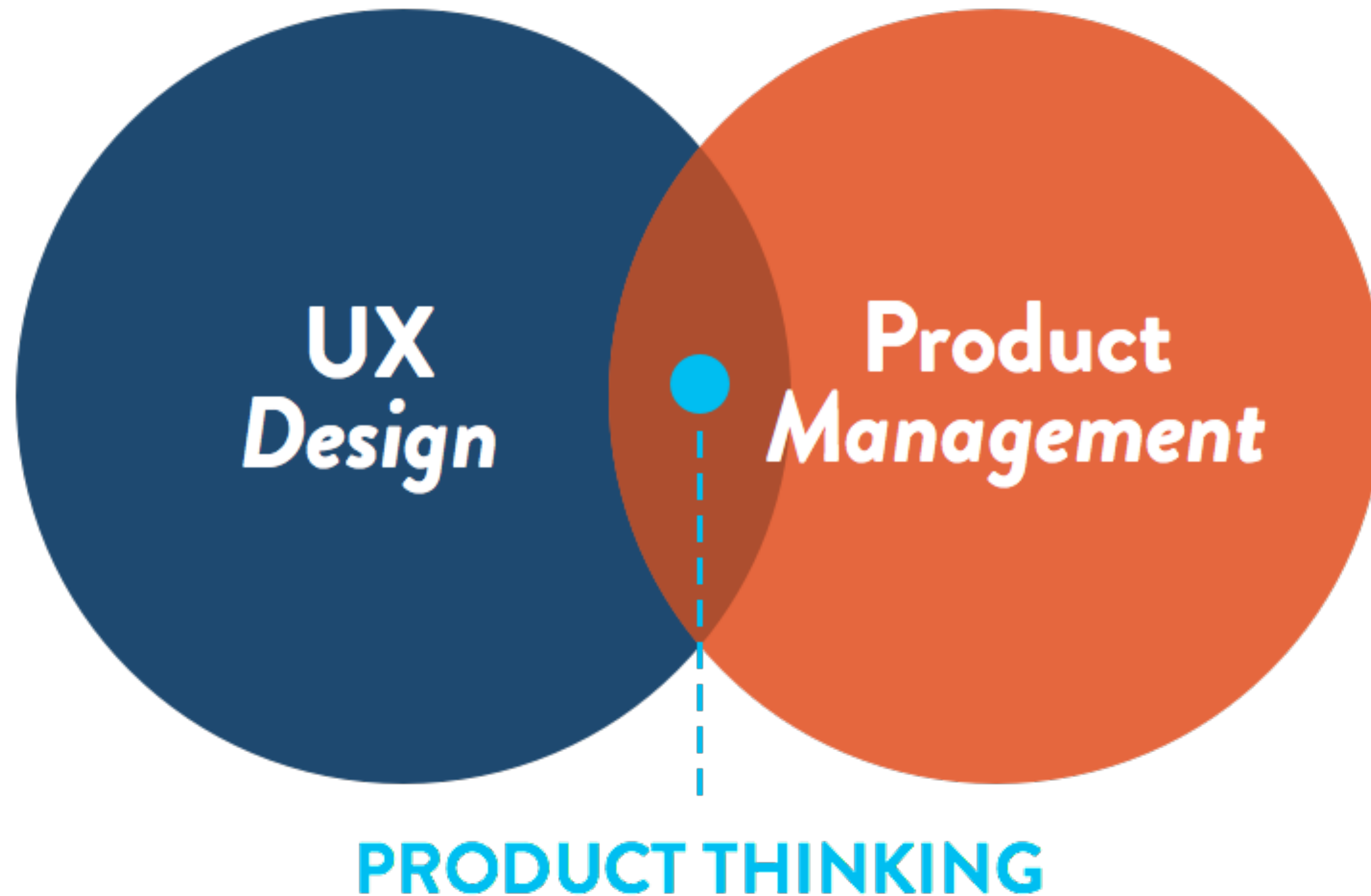
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THINK IN PRODUCTS,
NOT IN FEATURES

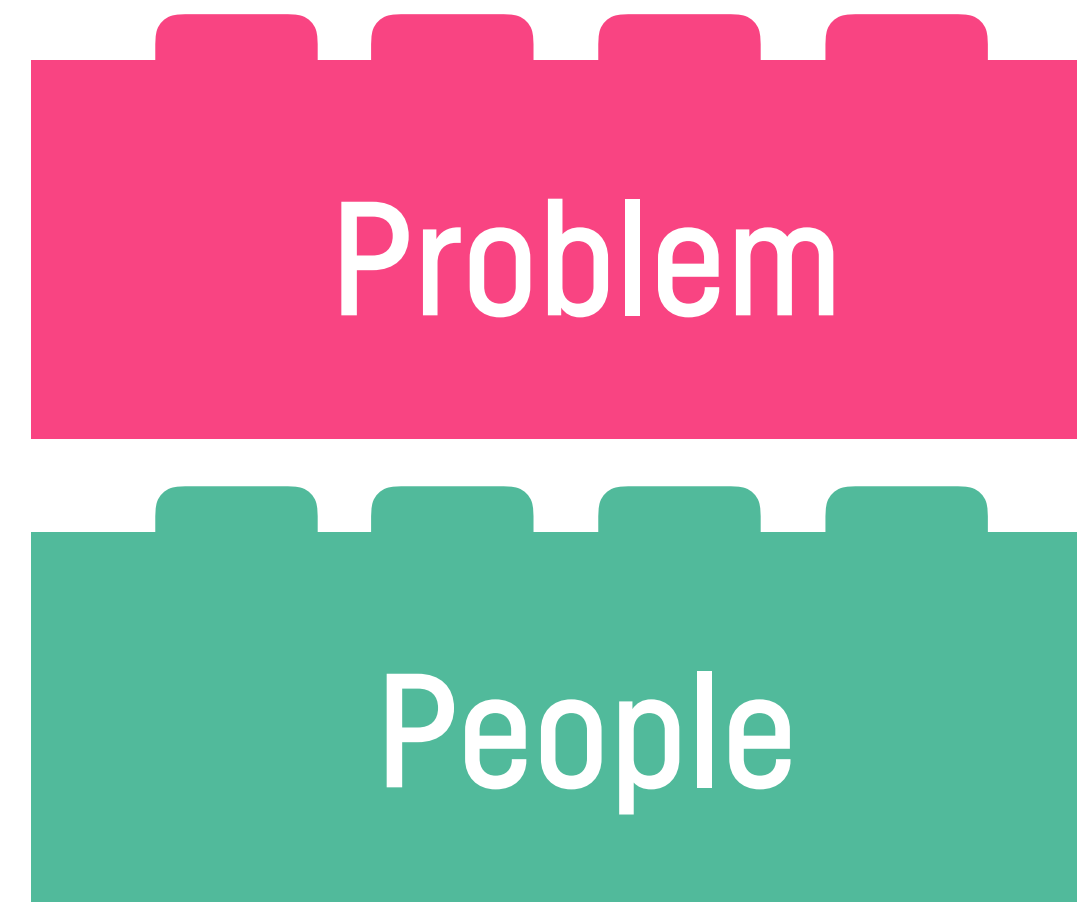


THINKING IN PRODUCTS

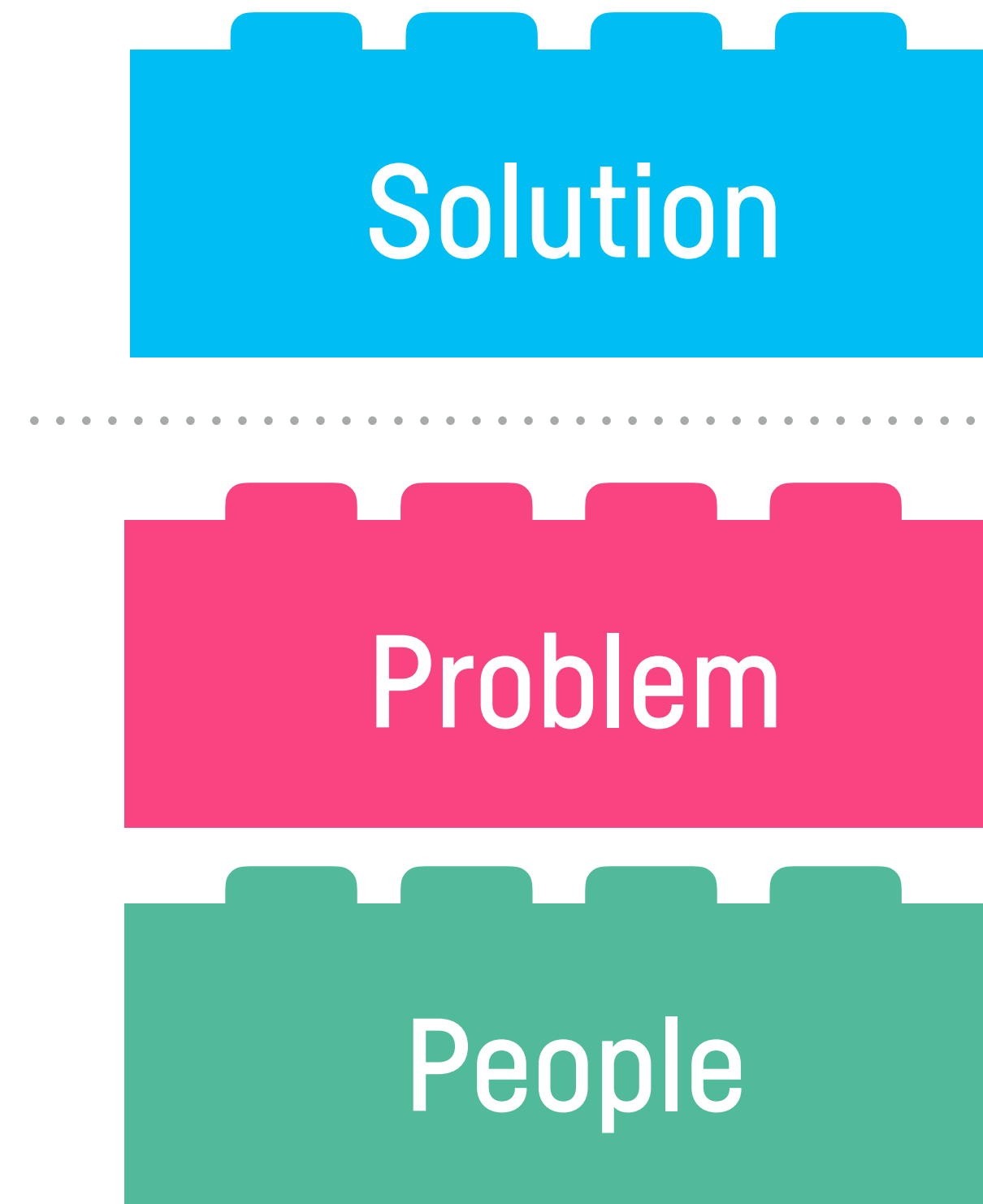
The Product Thinking mindset



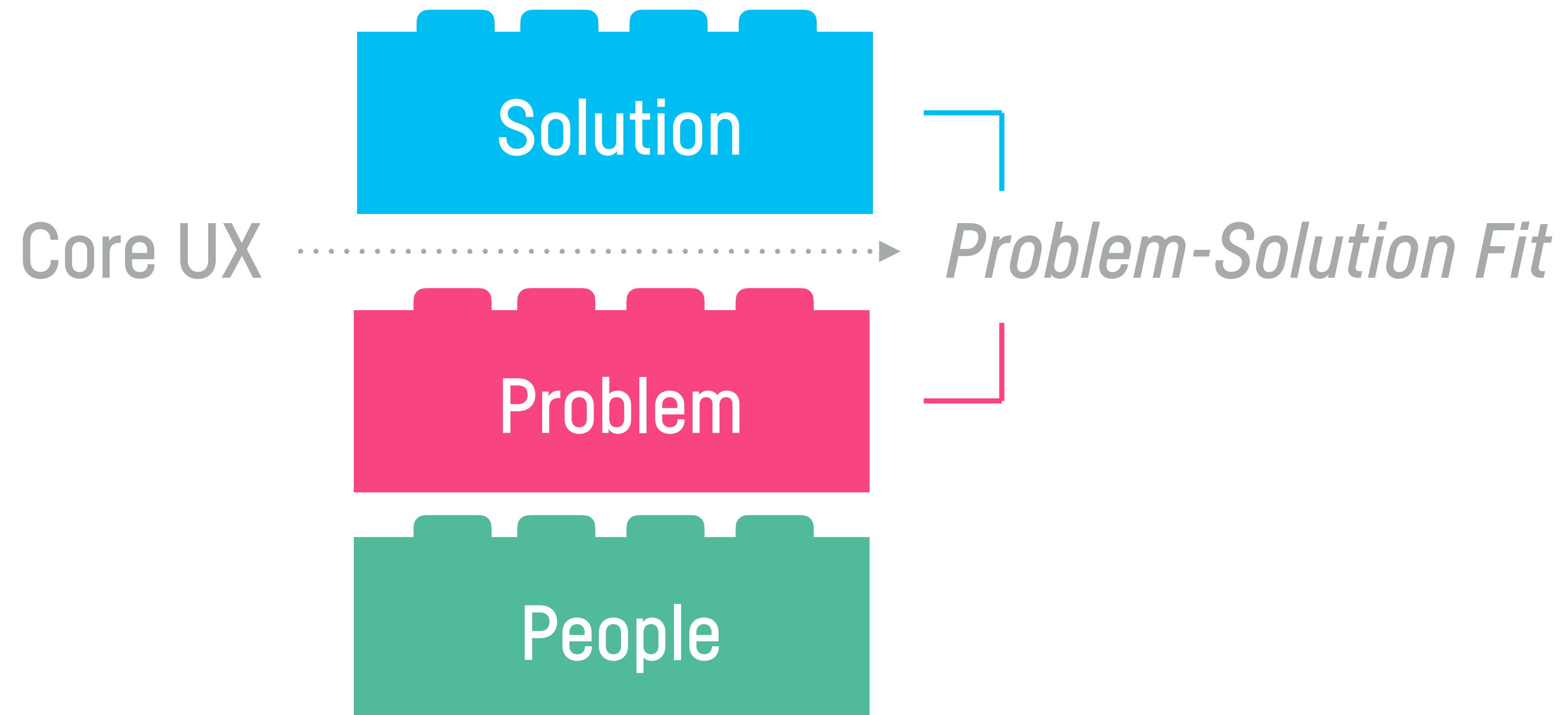
Design is about solving problems



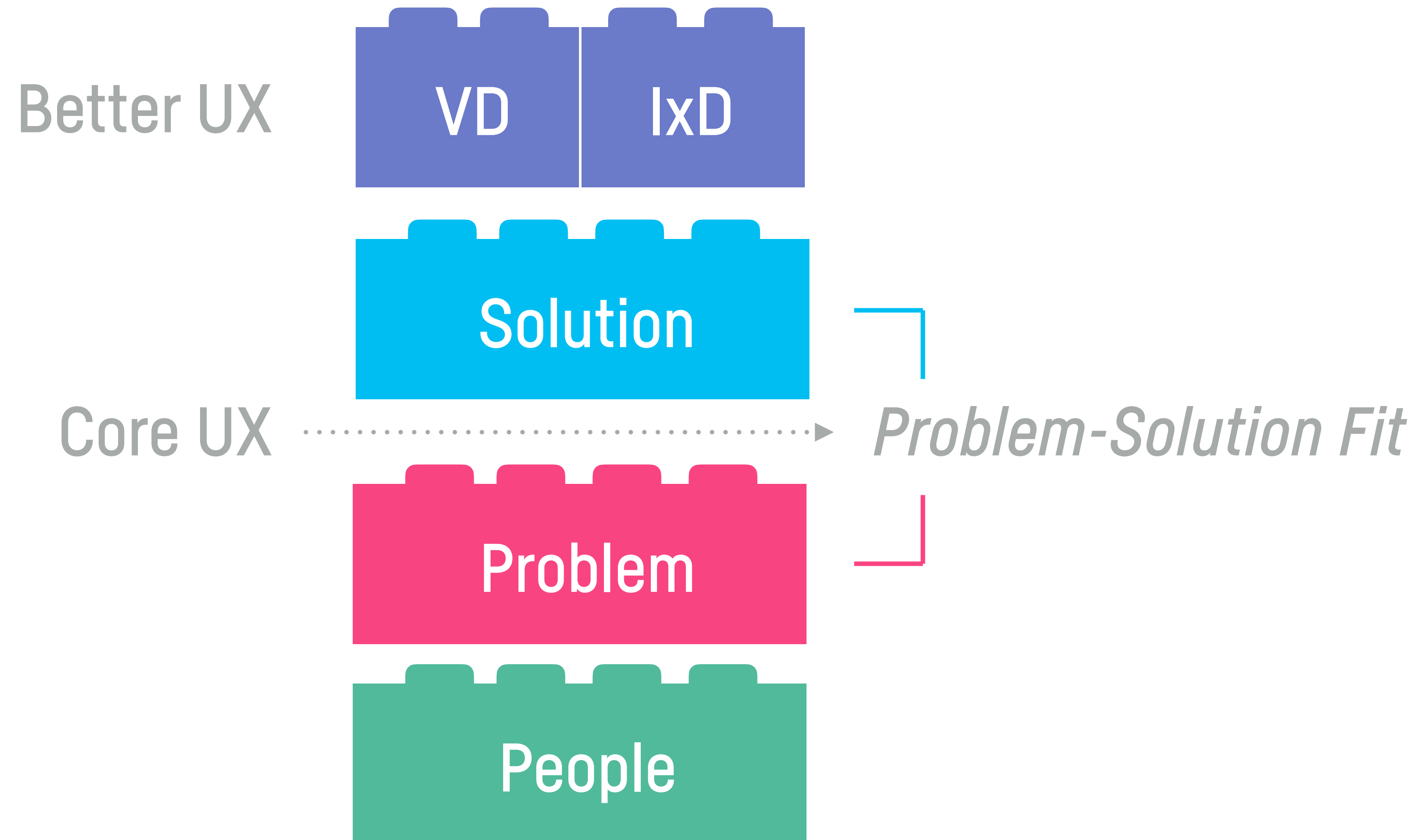
Design is about solving problems



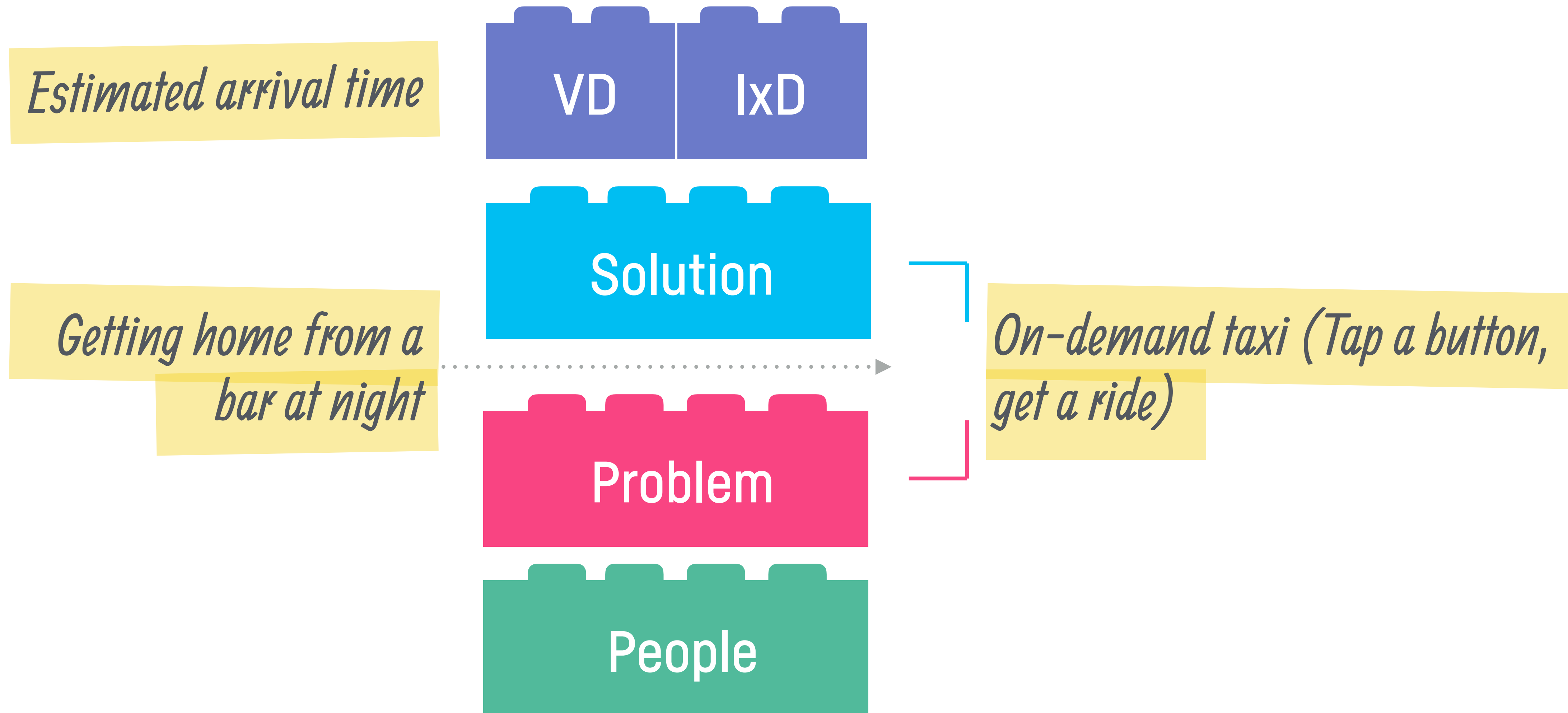
Design is about solving problems



Design is about solving problems



Design is about solving problems



Product Management is about outcome



Vision

Product Management is about outcome



Strategy

Vision

Product Management is about outcome



Business goals

Strategy

Vision

Product Management is about outcome

100k paying customers

Business goals

Strategy

A simple way to request a ride

*Get people from point A to point
B anywhere, anytime*

Vision

Good products start with good questions

- Why are we doing this?
- For whom are we doing this?
- What problem do we solve?
- How are we solving the problem?
- What do we want to achieve?



Vision

Audience

Problem

Strategy

Goals

What is your product?

In order to _____ (Vision),
our product will solve _____ (Target Audience)
problem of _____ (User problem)
by giving them _____ (Strategy).
We will know if our product works, when we see _____ (Goal)

– The Product Statement –

What is Uber's product?

In order to get from point A to point B anywhere, anytime (Vision),
our product will solve late night drinks lovers' (Target Audience)
problem of getting home from a bar at night (User problem)
by giving them a simple way to request a ride (Strategy).
We will know if our product works, when we see more new ride requests (Goal)

– The Product Statement –

The real cause behind a problem: Job-to-be-done

- PM and UX need to solve problems to create user value and outcome.

The real cause behind a problem: Job-to-be-done

- PM and UX need to solve problems to create user value and outcome.
- Uncover the root cause behind a problem:
People don't really want a taxi, they want to *get from point A to point B anywhere, anytime.*

The real cause behind a problem: Job-to-be-done

- PM and UX need to solve problems to create user value and outcome.
- Uncover the root cause behind a problem:
People don't really want a taxi, they want to *get from point A to point B anywhere, anytime.*
- When people struggle, they want to make progress against the situation.

Uncover the job people hire a product for



Uncover the job people hire a product for

*make morning commute
less boring*

stave off hunger





THE JOB-TO-BE-DONE

WHY PEOPLE USE PRODUCTS

What people really want



What people say they want

”

UNCOVER THE JOB
AND THE SOLUTION
BECOMES OBVIOUS

Jobs, not users

- Focus on the jobs people hire the product for.

Jobs, not users

- Focus on the jobs people hire the product for.
- We want to help people to accomplish their goals, not to feel comfortable in an environment adapted to their characteristics.

Jobs, not users

- Focus on the jobs people hire the product for.
- We want to help people to accomplish their goals, not to feel comfortable in an environment adapted to their characteristics.
- Jobs give context to a concrete problem people have, a way how to solve it (Strategy) and purpose why we should solve it (Vision).

Sell the product's outcome (Vision)



Why people hire a lawnmower

When *the grass in my garden is growing fast* [Context / Situation]

I want *an easy way to keep it short* [Progress]

So I can *have a beautifully cut lawn* [Job-To-Be-Done]

Product Thinking

PEOPLE FIRST

TARGET AUDIENCE

For whom are we doing this?

Garden owners

PROBLEMS

What problem do we solve?

Fast growing grass

Product Thinking

PEOPLE FIRST

TARGET AUDIENCE
For whom are we doing this?

PROBLEMS
What problem do we solve?

JOB-TO-BE-DONE

VISION
Why are we doing this?

STRATEGY
How are we solving the problem?

Have a beautifully cut lawn

An easy way to keep it short

Product Thinking

PEOPLE FIRST

TARGET AUDIENCE

For whom are we doing this?

PROBLEMS

What problem do we solve?

JOB-TO-BE-DONE

VISION

Why are we doing this?

STRATEGY

How are we solving the problem?

Fast growing grass

*Problem-
Solution-Fit*

An easy way to keep it short

Product Thinking

PEOPLE FIRST

JOB-TO-BE-DONE

OUTPUT

TARGET AUDIENCE

For whom are we doing this?

VISION

Why are we doing this?

GOALS

What do we want to achieve?

PROBLEMS

What problem do we solve?

STRATEGY

How are we solving the problem?

FEATURES

What are we doing?

*Problem-
Solution-Fit*



HOW TO APPLY

PRODUCT THINKING



3 Jahre bei Volkswagen AG

Saskia Lucas
Teamlead Marketing & Media

Robert West
Glückwunsch!

Vincent Rogers
Good to have you on board :)

Kevin Hudson
Herzlichen Glückwunsch!

Gratulieren...

12 Interessant
3 Kommentare

Sie sehen gut aus!

Ist ihr Profilbild immer noch aktuell?

Behalten Foto auswählen

Reaktionen auf einen Beitrag, den Sie interessant finden

What to expect from 2020
www.times.com

3 Kommentare 9 Interessant 1 Empfehlung

Hat ihre Kontaktanfrage akzeptiert

Cynthia Hill
Social Consultant

Danke für die Anfrage! Es freut mich Sie kennen zu lernen.

Antworten...

Dieser Artikel könnte ihnen gefallen:

Flow: Schickes Eingabegerät für Designer

SZ Süddeutsche Zeitung hat dies veröffentlicht

Folgen

SZ Süddeutsche Zeitung hat einen Artikel veröffentlicht

Flow: Schickes Eingabegerät für Designer

12 Interessant
3 Kommentare

Happy Birthday!

Manuela Lange
36 Jahre alt

Robert West
Herzlichen Glückwunsch!

Vincent Rogers
Liebe Manuela, alles Gute zu deinem Ehrentag! LG

Kevin Hudson
Herzlichen Glückwunsch!

Sag Happy Birthday...

12 Interessant
3 Kommentare

Besucher ihres Beitrages

Why I love my iPhone 6+
www.times.com

23 neue Besucher

Als Premium-Mitglied sehen Sie alle Besucher ihres Links

Flow: Schickes Eingabegerät für Designer

Beliebter Artikel

456 Interessant

34 Kommentare

Kostenloser Arbeitsplatz
50m entfernt

Domstraße 10

Als Premium Mitglied haben Sie kostenfreien Zugang zu allen „Desk Offices“ Arbeitsplätzen.

Karte anzeigen

Florian Lucas kommt in 2 Tagen nach Hamburg

Next Konferenz
01.12. – 07.12.2014

Nachricht schreiben

Besucher ihres Beitrages

Why I love my iPhone 6+
www.times.com

23 neue Besucher

in 3 Tagen

Next Konferenz Hamburg

Leute, die Sie dort treffen können

Anne Hudson folgt einem Unternehmen

Flow: Schickes Eingabegerät für Designer

Beliebter Artikel

456 Interessant

34 Kommentare

Ihr Netzwerk ist gewachsen

7 Kontakte
125 Kontakte von Kontakten
3.958 Kontakte 3. Grades

Direkte Kontakte Kontakte von Kontakten Kontakte 3. Grades

Ihre 6 neuen Kontakte

Robert West
Vertriebsassistent

Vincent Rogers
Auszubildener

Kevin Hudson hat einen neuen Kontakt

Mia Lucas
Sales Manager

Sie haben 12 neue Kollegen

Robert West
Verkaufsleiter

Vincent Rogers
Account Manger

Sariah Forster

Persönliche Daten

Berufliche Laufbahn

Ausbildung

Lebenslauf.com

Unser neuer Service erstellt automatisch Ihren Lebenslauf aus Ihrem XING Profil im PDF-Format. Wie cool ist das denn?

Schönes Wochenende!

3 Kontakte in der Nähe

Vincent Rogers
Vertriebsleiter
120m

Kevin Hudson
Geschäftsführer
400m

Gesponsert

Kevin Hudson empfiehlt einen Link

Tim und Anne sind jetzt verkontakktet

Sie haben beide einander vorgestellt

Interdisciplinary Discovery Team



Jan Milz
Product Owner



Tim Herbig
Product Owner



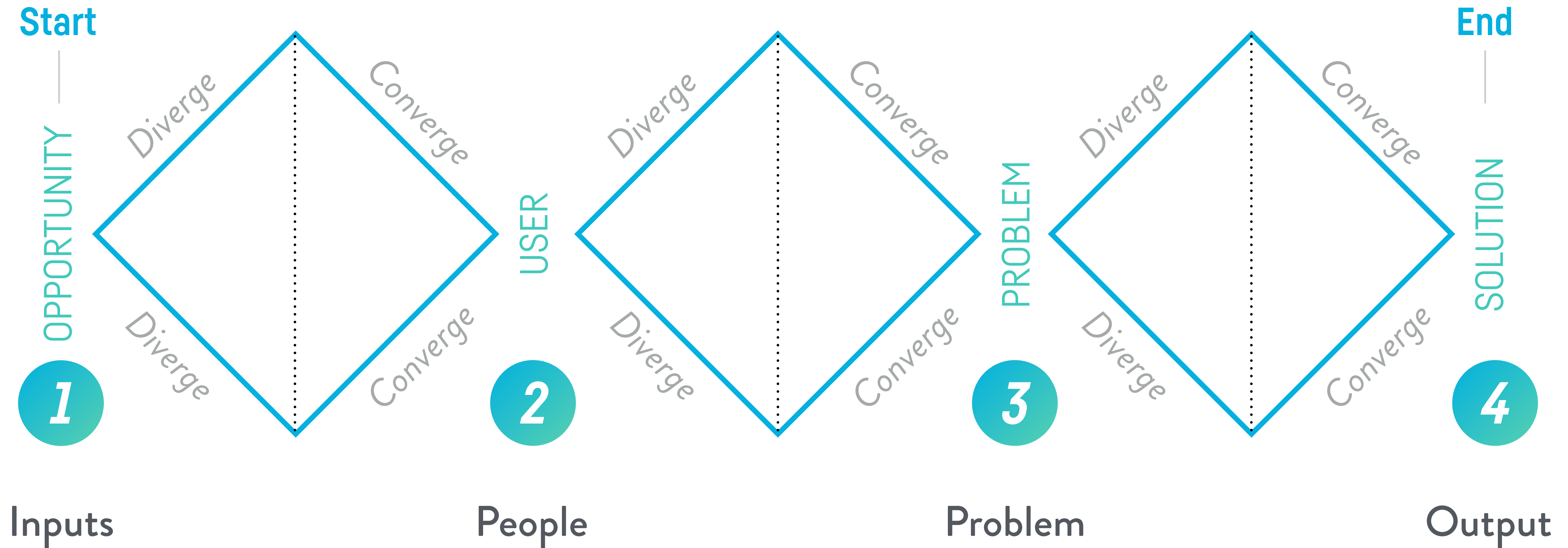
Anne Schütt
User Researcher



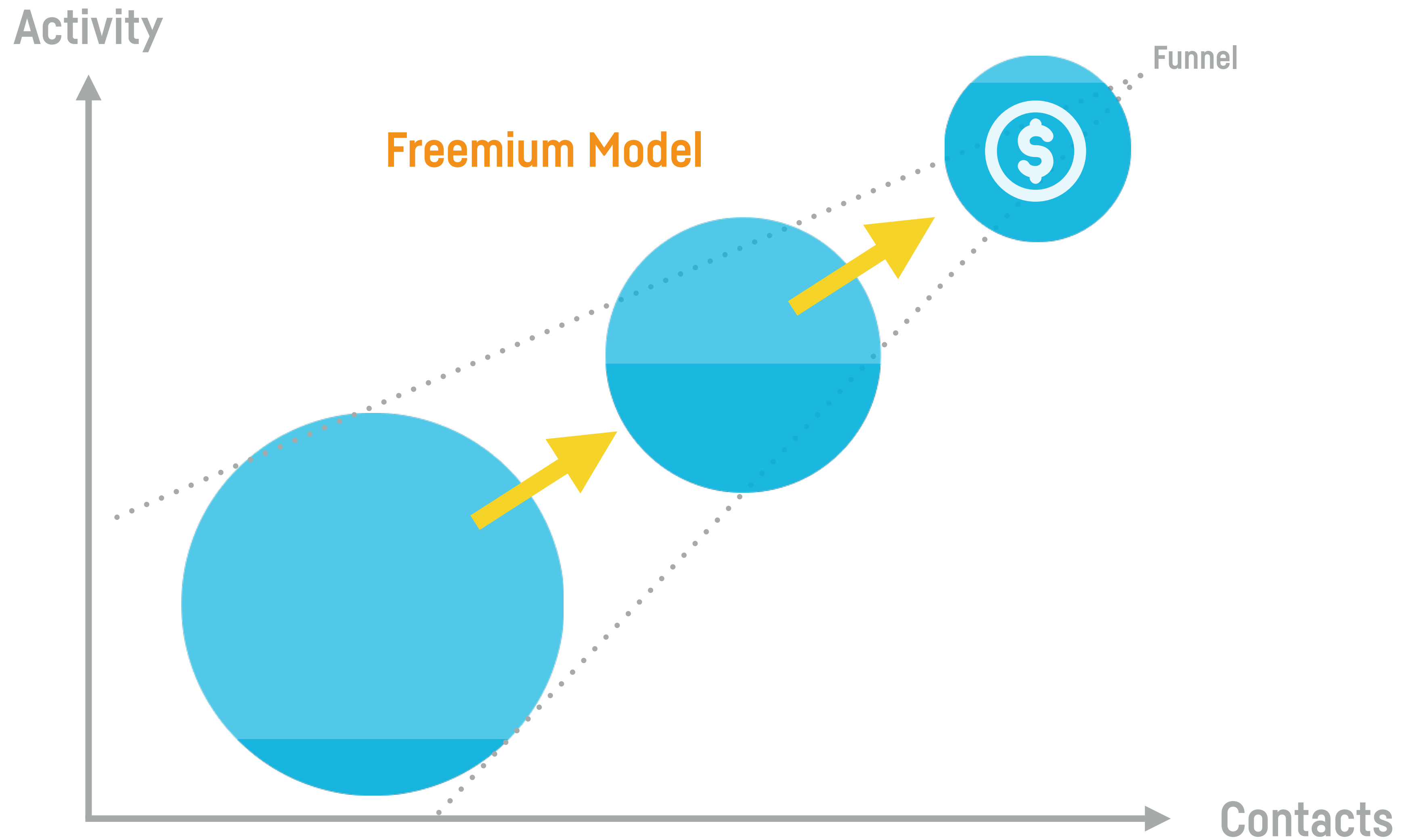
Nikkel Blaase
Product Designer

Human-centred & product-oriented

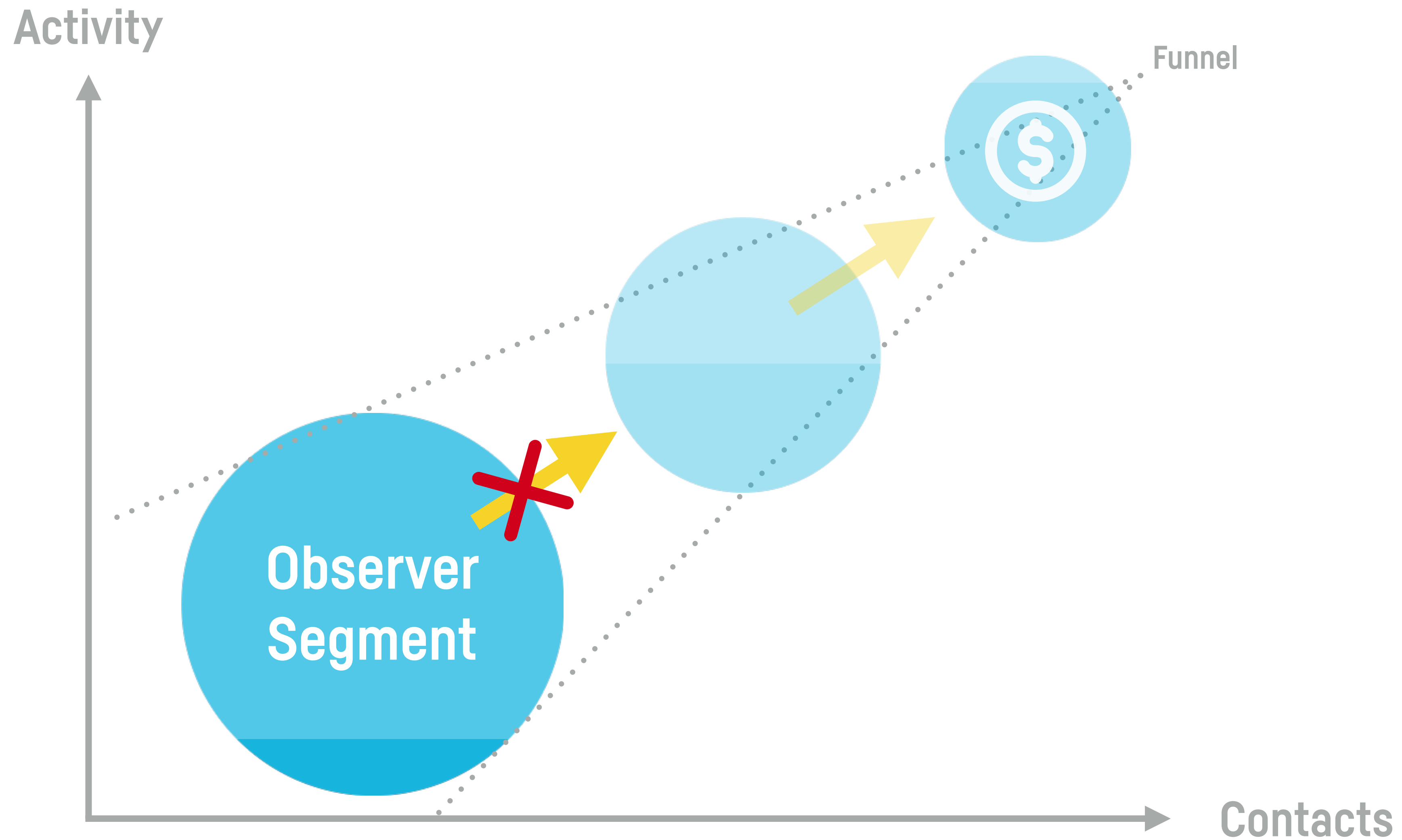
Discovery Sprints



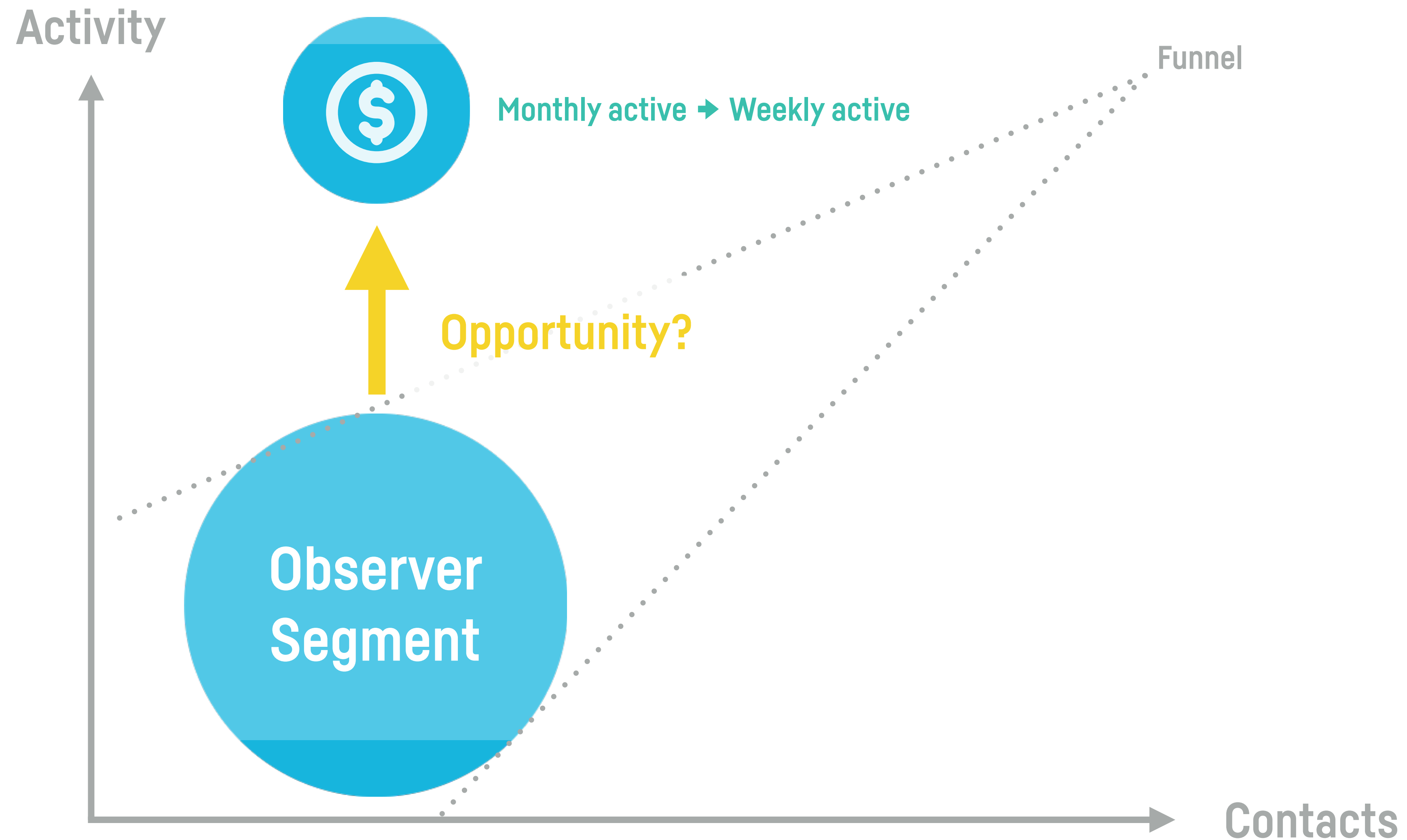
1 Understanding the opportunity



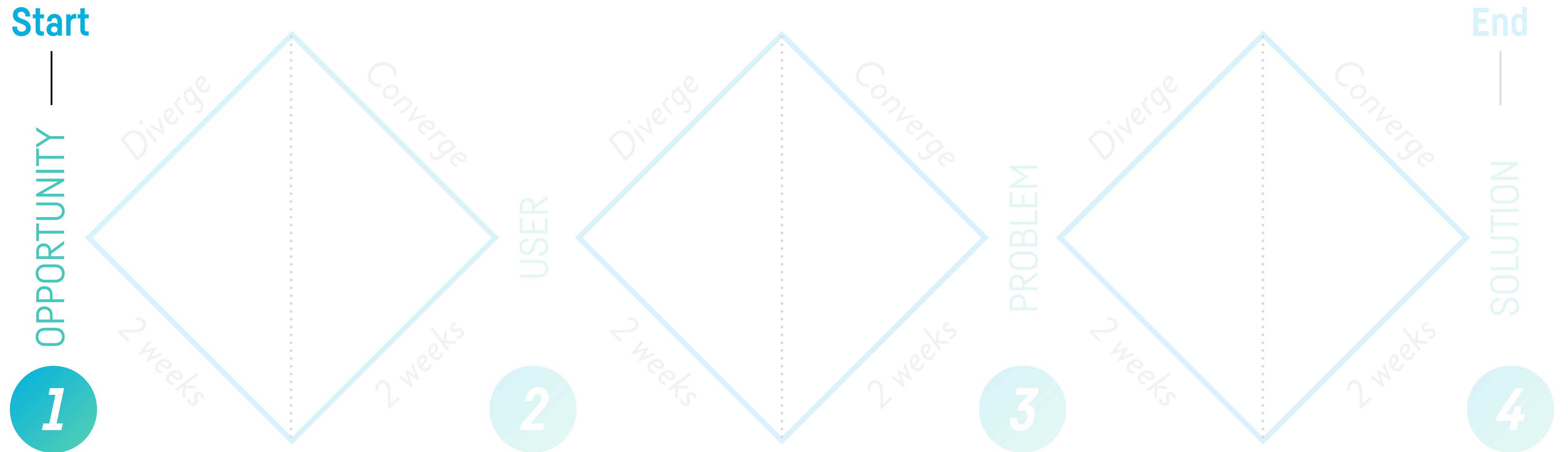
1 Understanding the opportunity



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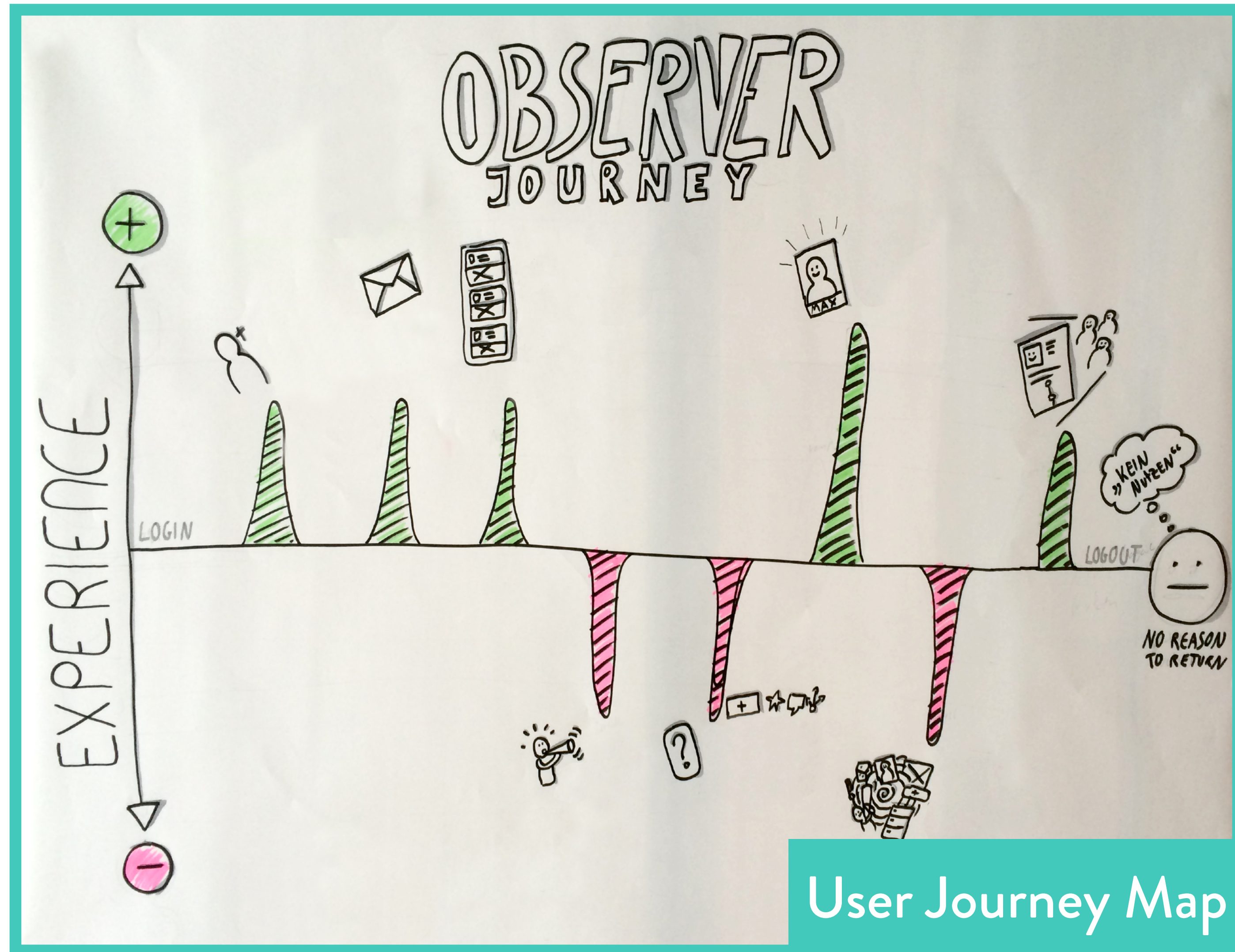
Discovery Sprints



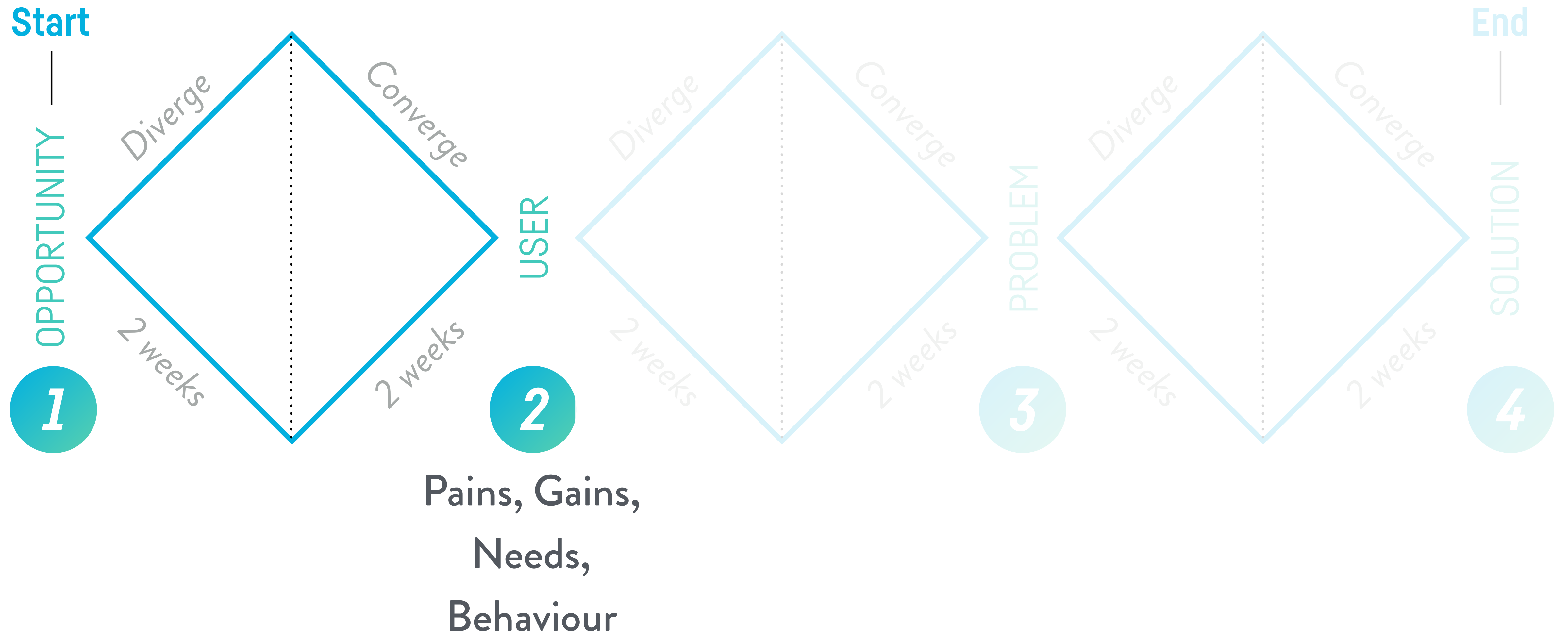
Increase activity

MAU ➔ WAU

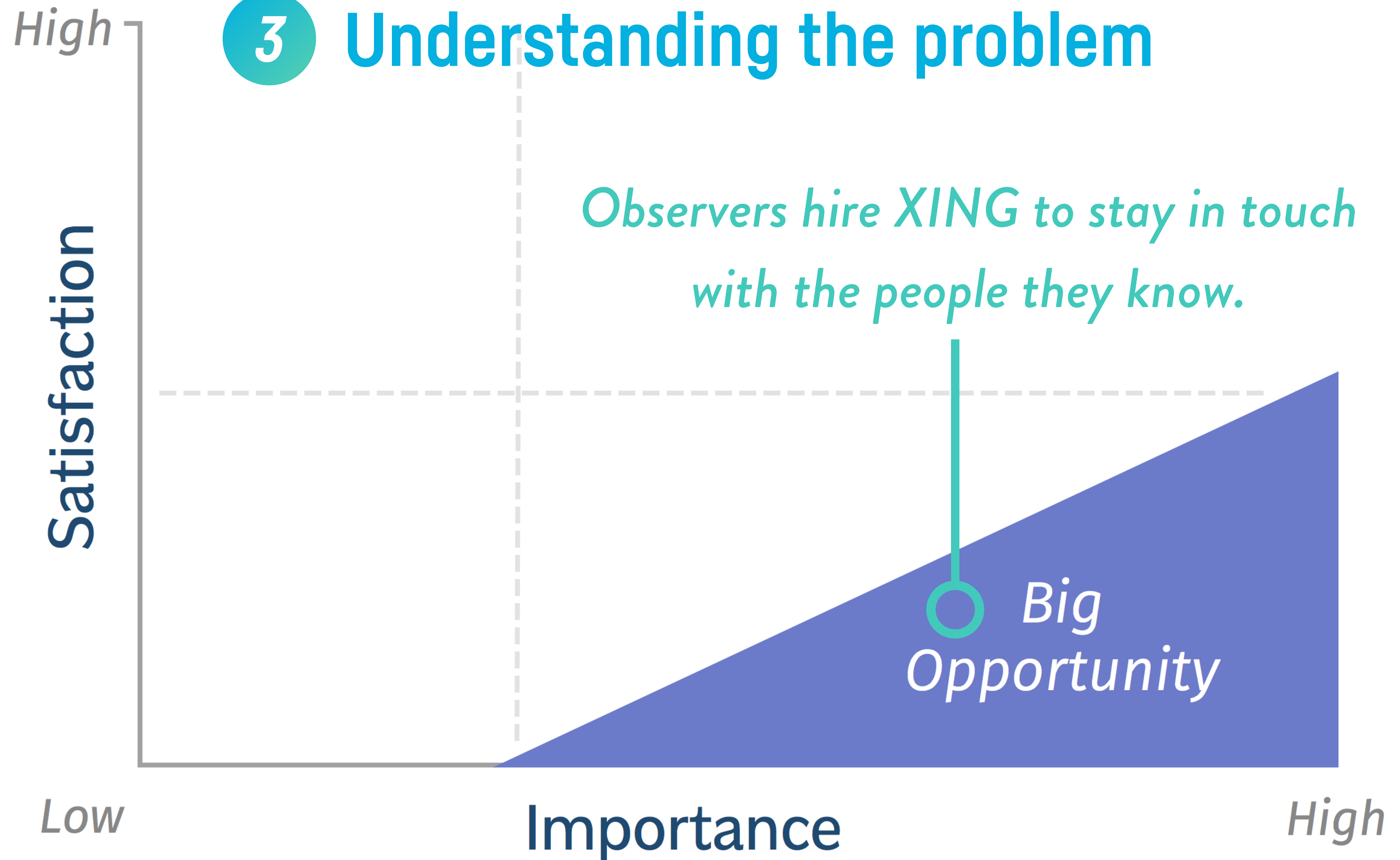
2 Understanding the user



Discovery Sprints



3 Understanding the problem



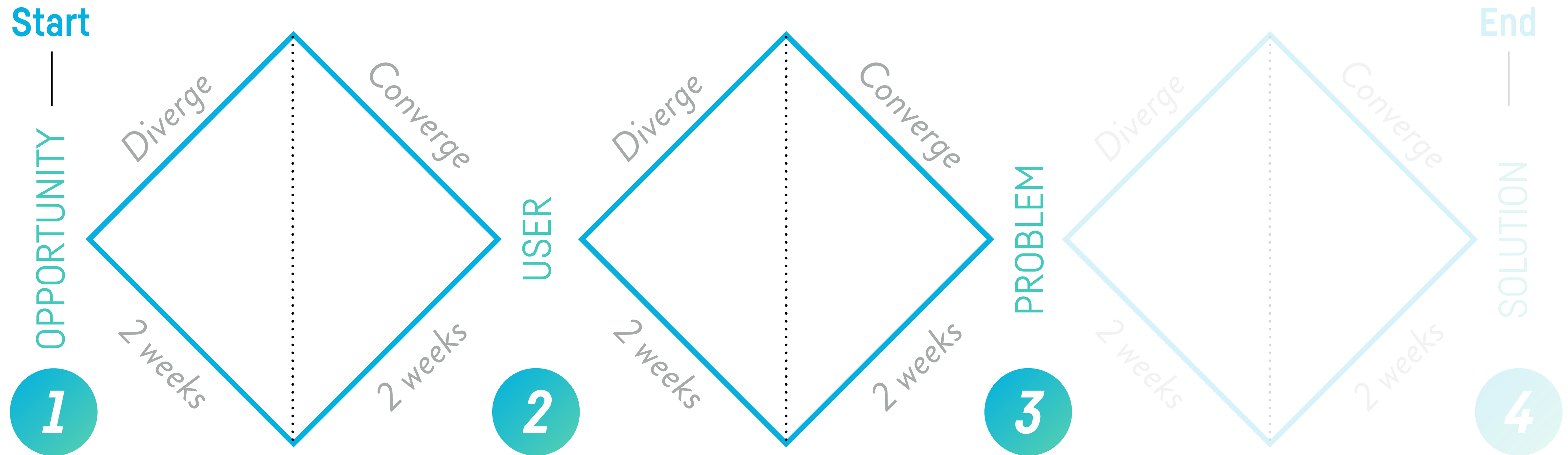
Why people will hire our product

When *I remember a former colleague I lost sight of* **[Context / Situation]**

I want *a reason to start a conversation* **[Progress]**

So I can *stay in touch.* **[Job-To-Be-Done]**

Discovery Sprints

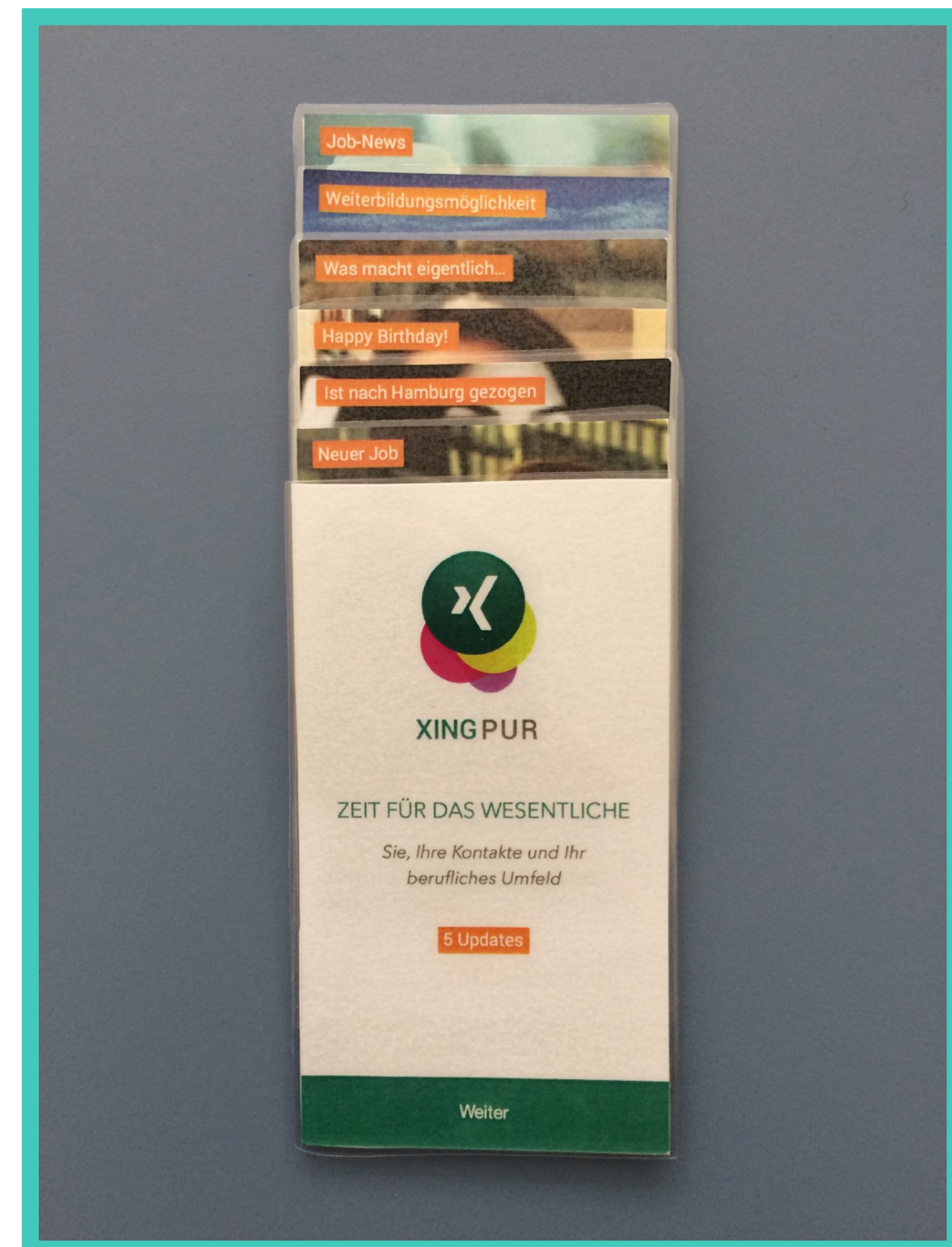


Job-To-Be-Done

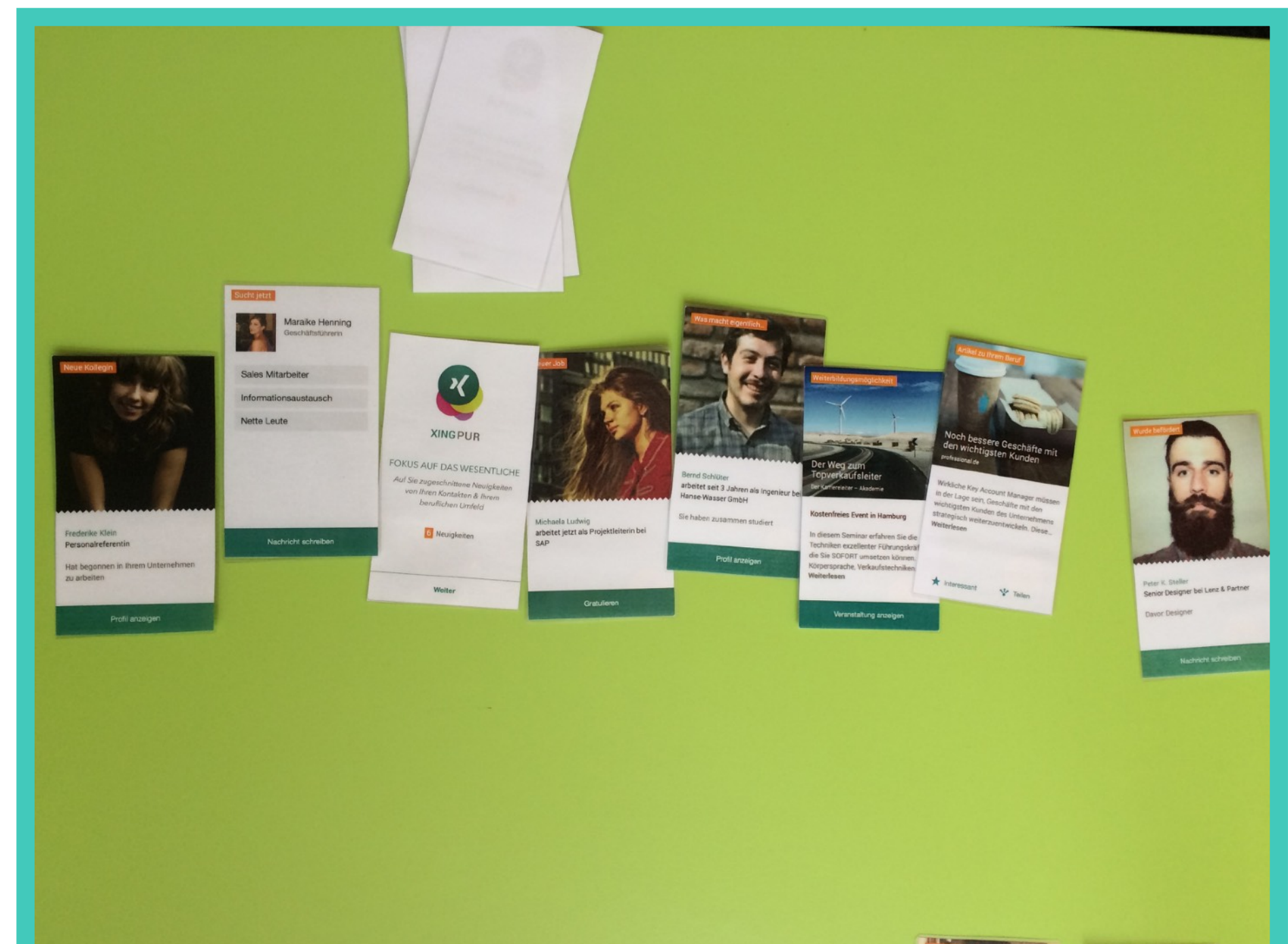
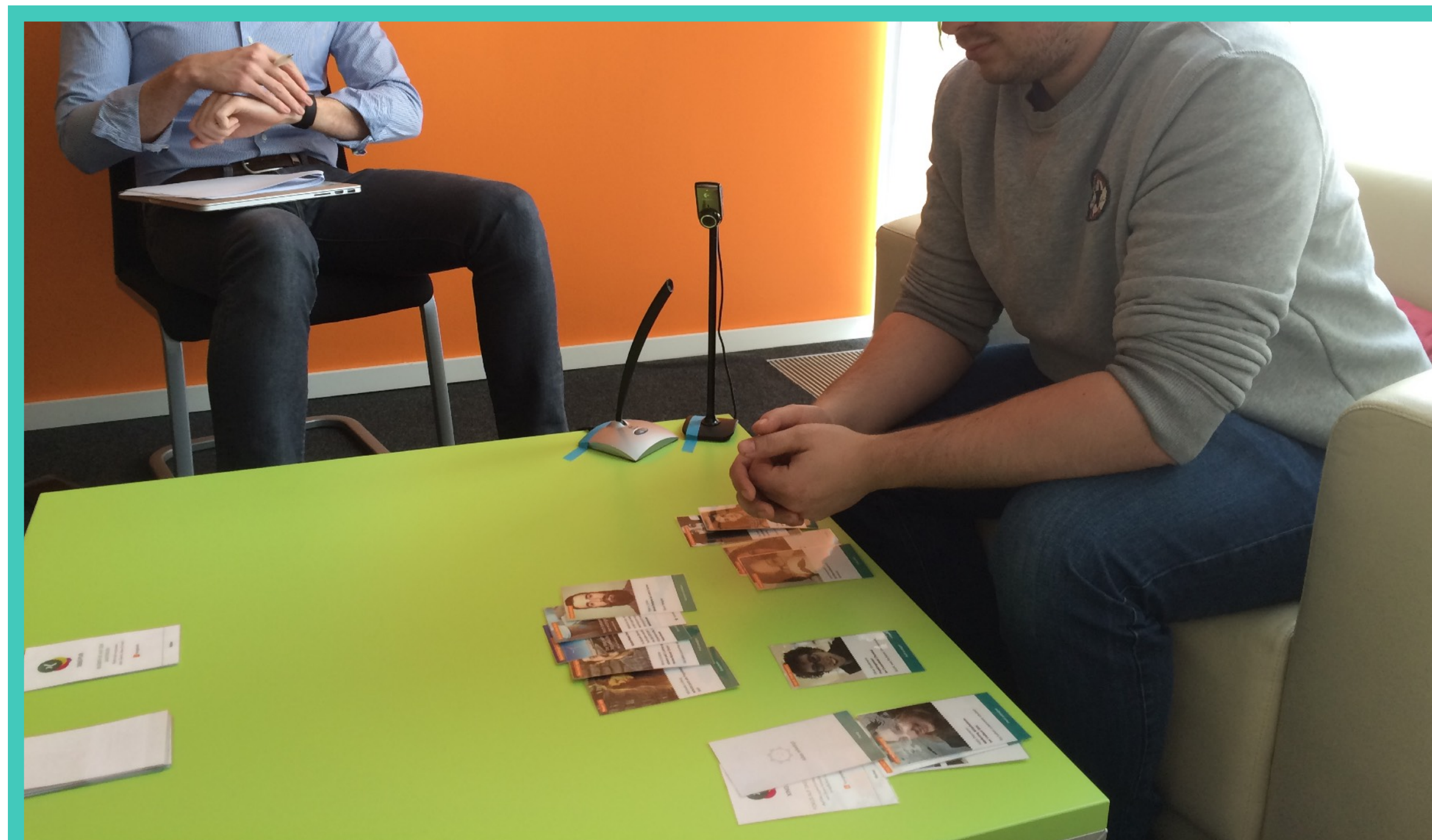
4 Building & validating the solution



Paper prototype

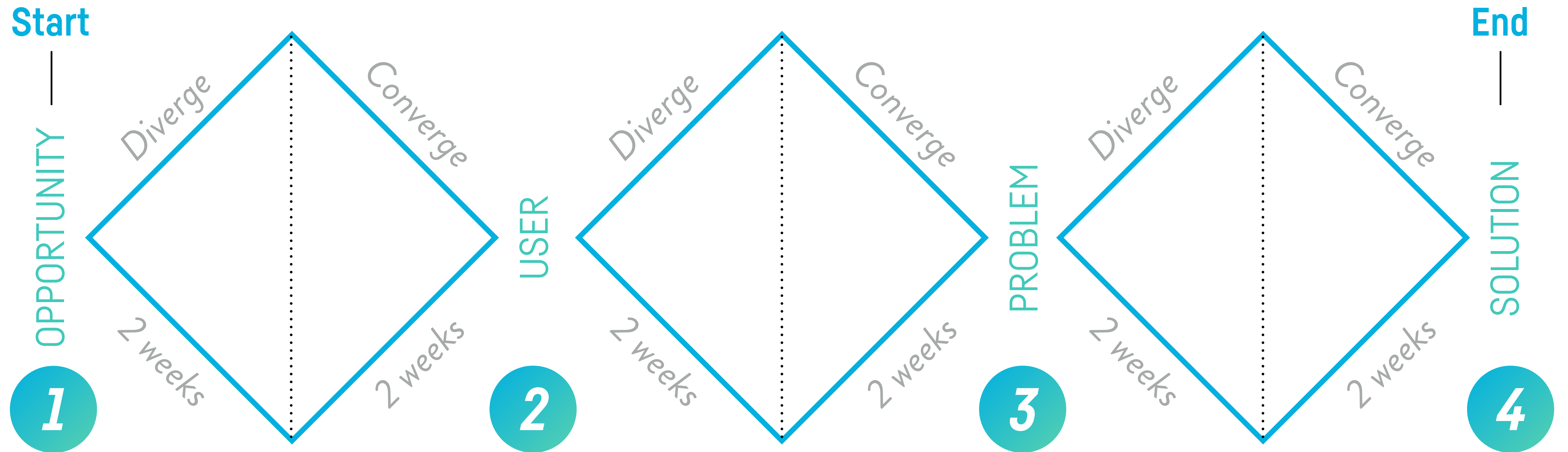


Problem-Solution Fit





Discovery Sprints

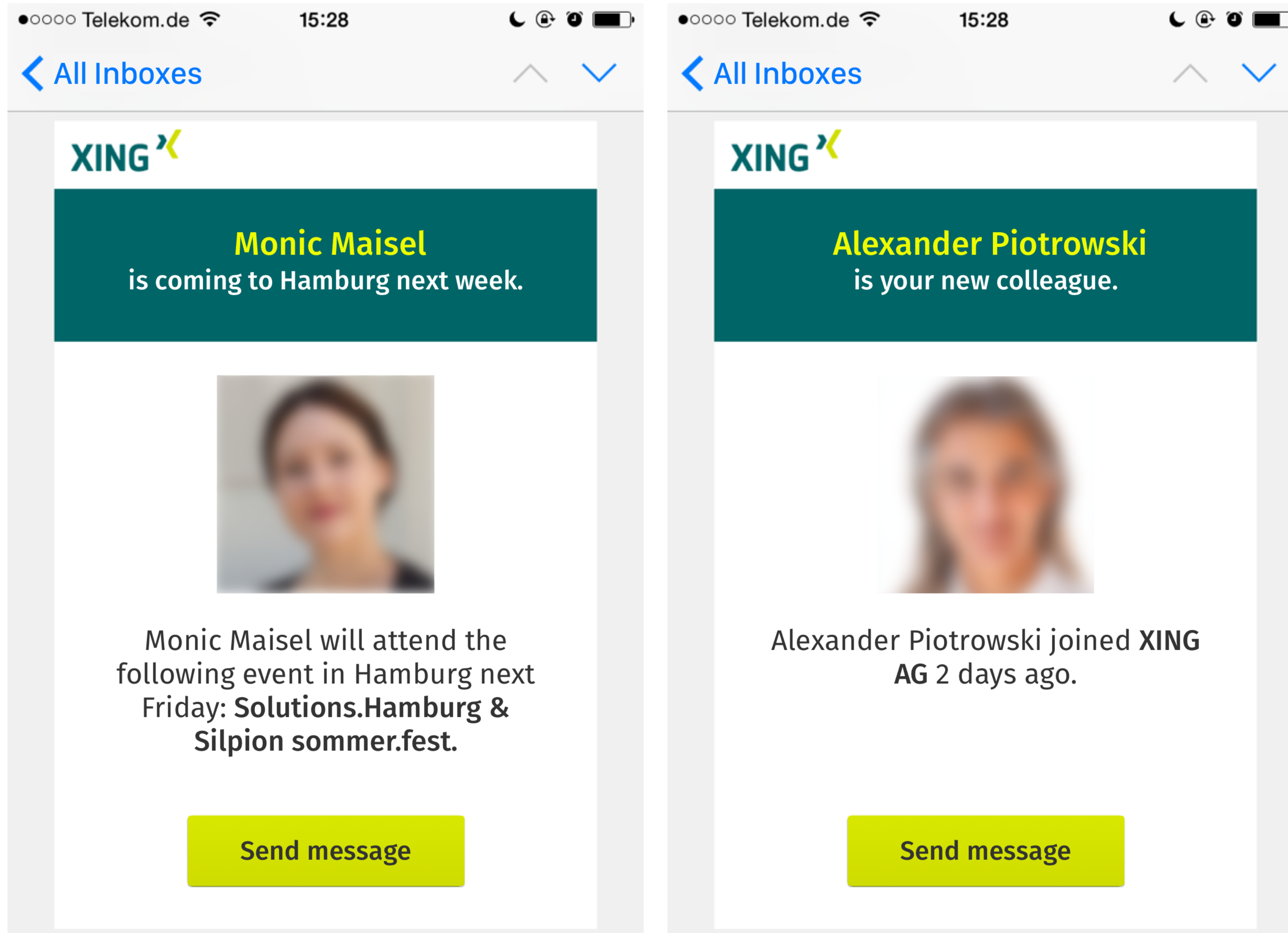


Reasons to
stay in touch

What is your product?

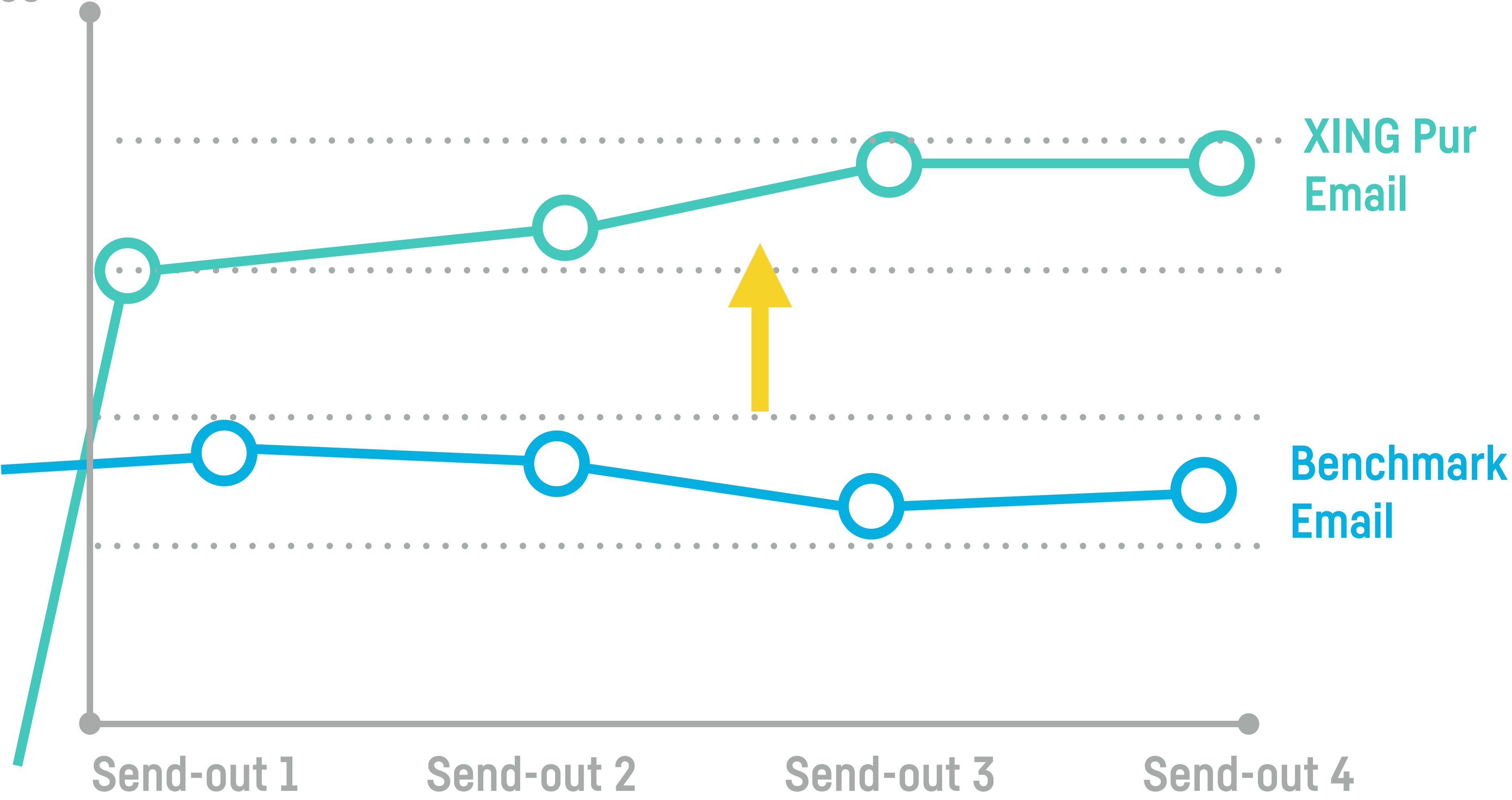
In order to stay in touch (Vision),
our product will solve the Observers' (Target Audience)
problem of loosing contact to the people they know (User problem)
by giving them reasons to start a conversation (Strategy).
We will know if our product works, when we see more sent messages (Goal)

Email MVP – Validation



Product-Market Fit

Messages
Sent





THE POWER OF

PRODUCT THINKING

Short Recap

- ✓ People don't think of products as sets of features.

Short Recap

- ✓ People don't think of products as sets of features.
- ✓ Define the product first before thinking about features.

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- ✓ Focus on real people problems.

Short Recap

- ✓ People don't think of products as sets of features.
- ✓ Define the product first before thinking about features.
- ✓ Focus on real people problems.
- ✓ Understand the user experience of a product as a whole; not purely as interaction- and visual-design of features.

#1 Why Product Thinking

- ✓ Ask the right questions, to build the right features for the right people:

»Does it fit into the product?«

»Does it serve a real user problem?«

»Do people want or need it?«

»Let's find out first!«

#2 Why Product Thinking

- ✓ Product Thinking is **human-centred**, **product-oriented** and **business-relevant**:
- ✓ *Helps to convince stakeholders with facts they care about.*
- ✓ *Enables designers to contribute to product and strategic decisions.*

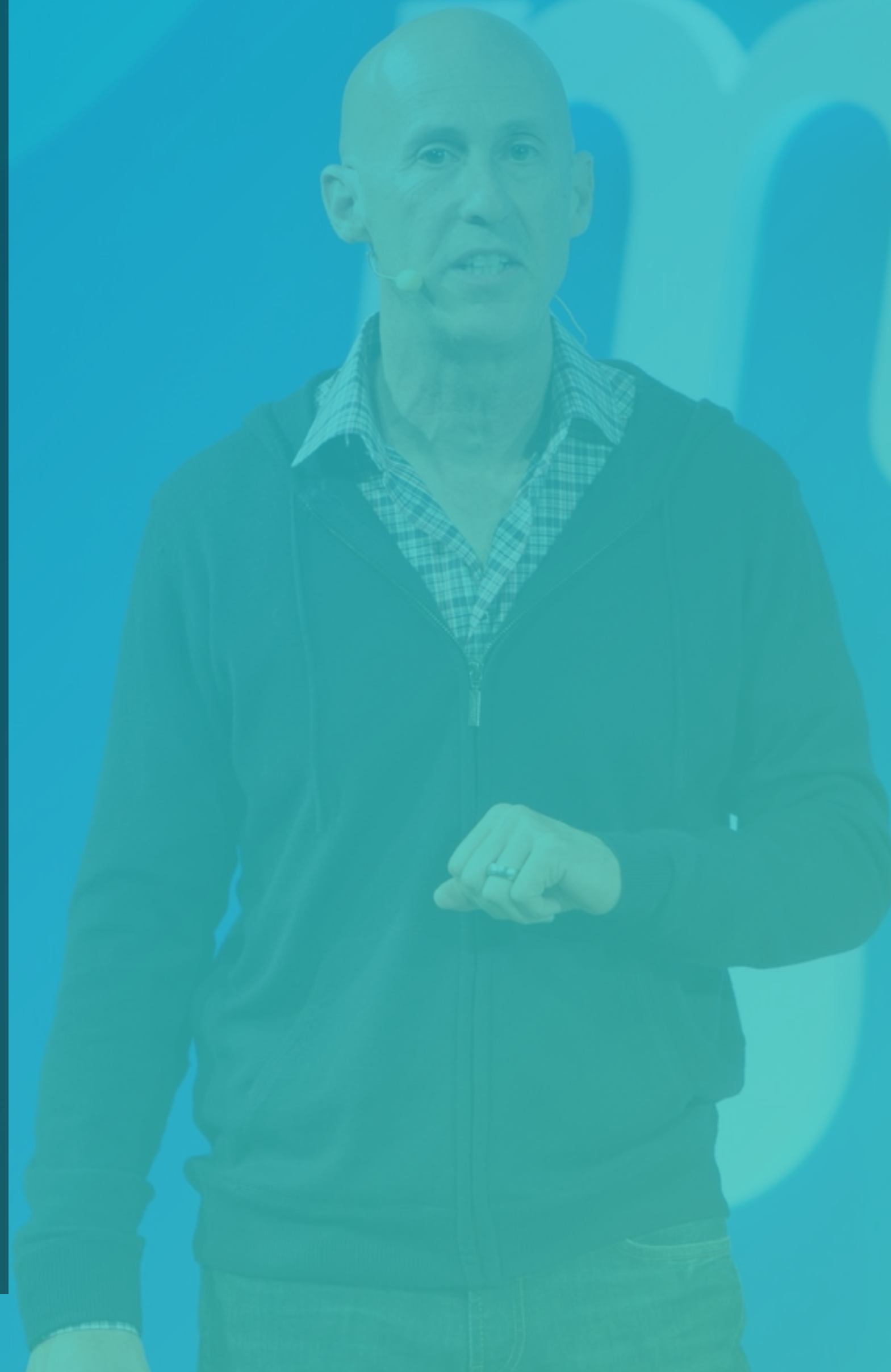
#3 Why Product Thinking



- ✓ Establishes a fruitful relationship between Product Management and UX Design and therefore leads to stronger products.

»Behind every great product, there is a great product manager«

–Marty Cagan



”

BEHIND EVERY GREAT
PRODUCT, THERE IS A
*GREAT COLLABORATION
BETWEEN PRODUCT
MANAGER & UX DESIGNER*



Thank You!

*If you like #productthinking
please help to spread the word
@JAF_Designer*

Nikkel Blaase • Product Designer at XING • @JAF_Designer

www.designmadeforyou.com • www.nikkel-blaase.com

Further Readings

- https://medium.com/@jaf_designer
- Why product thinking is the next big thing in UX design
- What people really want
- How to build successful products in a digital world
- The future of UX design