

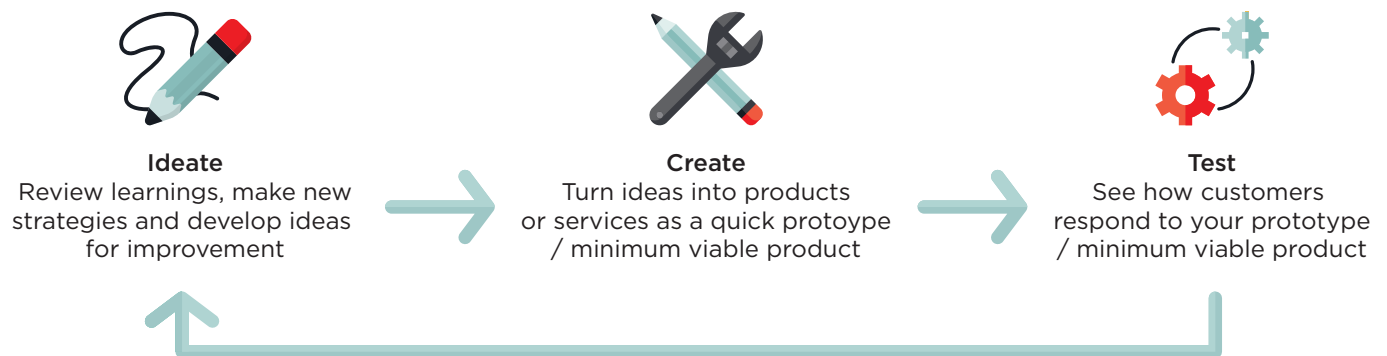


TRACK 2

How can you test features of your solution early on in order to bring it to market more quickly?

Product or service development can be a long and bumpy road! But what if you could create shortcuts to get to where you want to be? Often, companies spend a lot of time, effort and money testing a fully developed product or service. But this means that they only realize that something needs to be changed or re-developed very late into the process.

By creating and testing draft versions (prototypes) of your solution early on with potential customers, you can integrate the learnings into the design of your product or service from the start. You can then more easily integrate the feedback you receive and iterate new versions until a final product or service is ready. This will save you time, effort and, of course, money!



How do you identify elements of your product/service that don't work very well, early in the development phase?

The answer is: **by undertaking a ideate- prototyping - testing - loop!**

In this track, we will dive deeper into the Design Thinking steps that we are calling Ideate and Create & Test Loop.

Setting the Scene

Research

Ideation

Create and Test

Implement

By following this track...

You will gain knowledge on the ideate-create-test loop from design thinking and you will learn how to integrate iteration cycles within your product or service development. You will learn how to develop prototypes (or minimal viable products (MVPs)), how to test them with users by gathering and analysing their insights and feedback and how to integrate them into your solution to improve it.

You will learn practical tools for every step. For example, how to set up efficient testing processes, how to review the results and how to brainstorm and ideate solutions that address your customers' feedback and insights.

You will practice a 'creative' and 'learning from failure' mindset - where you are comfortable with testing out new ideas and solutions and see failure as an opportunity to learn and improve.

What can you expect?

Within this track, you will be taken through a learning journey that provides you with steps, tips and practical tools that you can apply yourself. The journey steps can be adapted and integrated to your own planning and milestones.

This track contains:

- 1 introduction video on the create-test-learn loop, including key learnings from experts.
- Step-by-step learning journey
- Practical tips
- Design thinking tools for each step