

Broadband Adoption Game Plan

prepared by Ian Kitajima
ikitajima@oceanit.com

For

Hawaii Broadband Assistance
Advisory Council

September 2012

What is the Challenge with Broadband Adoption?

Action: "Redesign the Broadband Experience"

An Introduction to Design Thinking
In One Hour

EXPLOIT IMPACT (EMOTION) HAVE ON PROJECT

DESIGN THINKING

INVOLVE STUDENTS

MOVEMENT

THEY'RE BE

your mission: **Redesign the broadband experience...for your partner.**

Start by gaining empathy.

1 Interview
8min (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig Deeper
6min (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat interview

As a 4 year old or an alien who just landed from Mars, name anything.

Switch roles & repeat interview

uses? fun uses? Growing uses?

outside of H&T?

did HOT notice the connection speed. or What is your

our TV, game console, media box

Lack of adoption is a symptom. The real problem maybe along the line of "I don't trust our employees and or our process to productively telecommute from home."

Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*
*use needs

e.g. to be entertained on the go vs. I need an iPhone (goal/solution)

insights: new learnings about your partner's feelings/worldview to leverage in your design*
*make inferences from what you heard

4 Define problem statement 3min

_____ partner name/description

needs a way to _____ user's need

Surprisingly // because // but ...
(write one)

_____ insight

d.○○○○○

Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs. 5min

write your problem statement above

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

Switch roles & repeat sharing.

d.○○○○○

User Problems & Insights with Broadband

(initial findings after 3 follow-on sessions with committee members over a month)

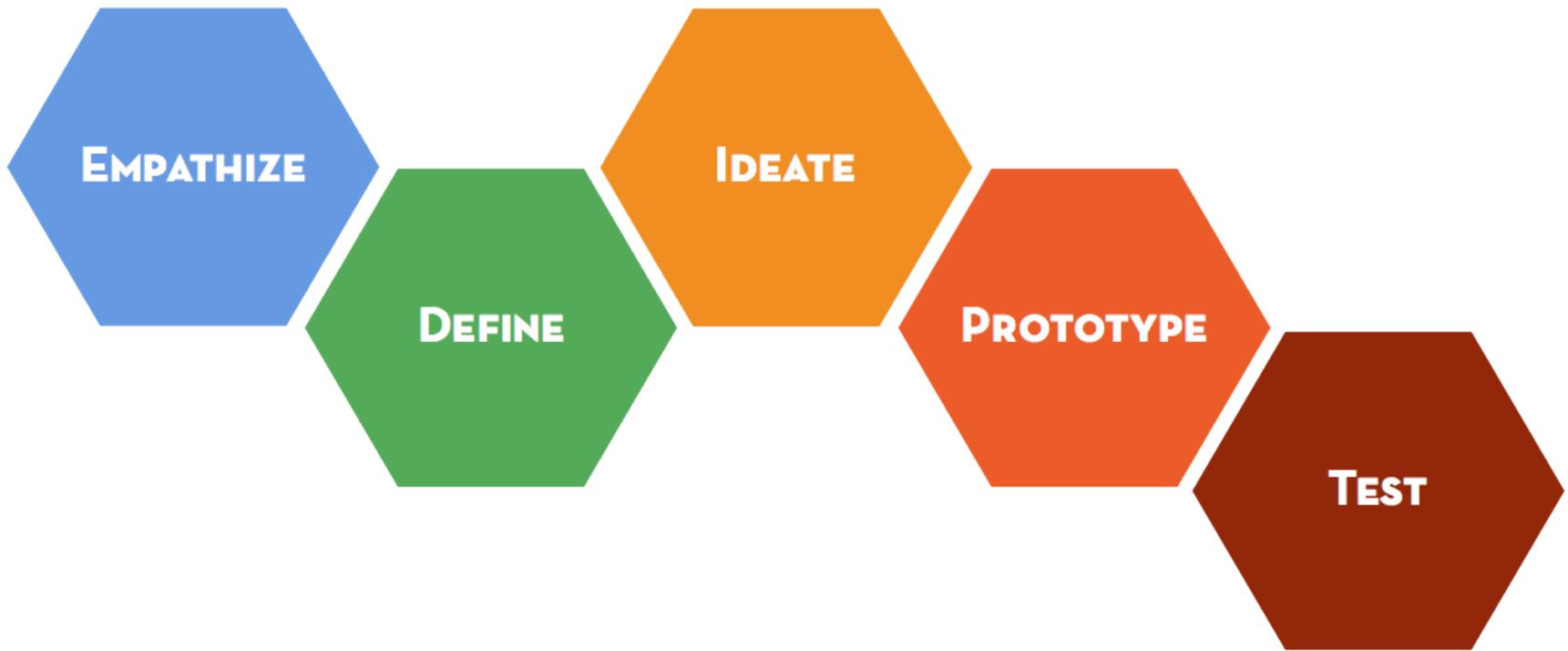
- **User Awareness Problem:** People don't know "fast" until they experience fast broadband.
- **User Application Problem:** What are the user problems such as healthcare costs, traffic / long commutes, education reform, etc...that could be solved by high speed broadband? Is the pain big enough to cause change?
- **User Adoption / Implementation Problem:** User/Organizational adoption vs. broadband adoption maybe the key challenge. For example, if we fast forward and say we have 100% adoption of 1GB broadband, would that enable or solve the adoption issues with eMedical records by doctors and their insurance companies? Would 1GB broadband spur telework/telecommuting initiatives? Insight: The adoption issue appears to be more of a user/organization adoption issue than a technology issue or broadband adoption issue. Impact: Empathy work (and prototype solutions) should focus on understanding the human and organizational barriers to adopting applications that are broadband based...

Adoption Game Plan

	To Date	October 2012	November	December	January 2013	February	March - August
D e s i g n T h i n k i n g P r o c e s s							
Stage	Problem Definition	Empathy Phase I	Empathy Phase II	Unpack Empathy	Ideate & Prototype I	Prototype II	Test (repeat)
Description	What's the real problem? Based on survey data, access and adoption doesn't appear to be a problem. So what is the problem?	Based on existing survey data create User-Need-Insight statements to direct field work in Phase II	Go into the field to gather end user stories, experiences, needs, and insights. Assemble design teams	Unpack empathy sessions and create POVs and HWM statements to drive next step	Host ideate and prototyping session based on a How Might We (HMW) statement	Build several prototypes... then select and build a final prototype for testing in next step	Test the prototype from April to August 2013
Outcomes	User Problems 1. Awareness 2. Application 3. Adoption	Point of Views	Empathy Maps Point of Views	Empathy Maps Point of Views How Might We	Lots of ideas First round of prototypes	Second round of prototypes	Final prototype to test.
Resource Req'd	<ul style="list-style-type: none"> Adoption Committee 	<ul style="list-style-type: none"> Adoption Committee 	<ul style="list-style-type: none"> DTH (Design Thinking Hawaii) Adoption Committee 	<ul style="list-style-type: none"> DTH Adoption Committee 	<ul style="list-style-type: none"> DTH Hi-Capacity Adoption Committee 	<ul style="list-style-type: none"> DTH Hi-Capacity Adoption Committee 	<ul style="list-style-type: none"> DTH Hi-Capacity Adoption Committee Testers

Design Thinking

(the process we are following)

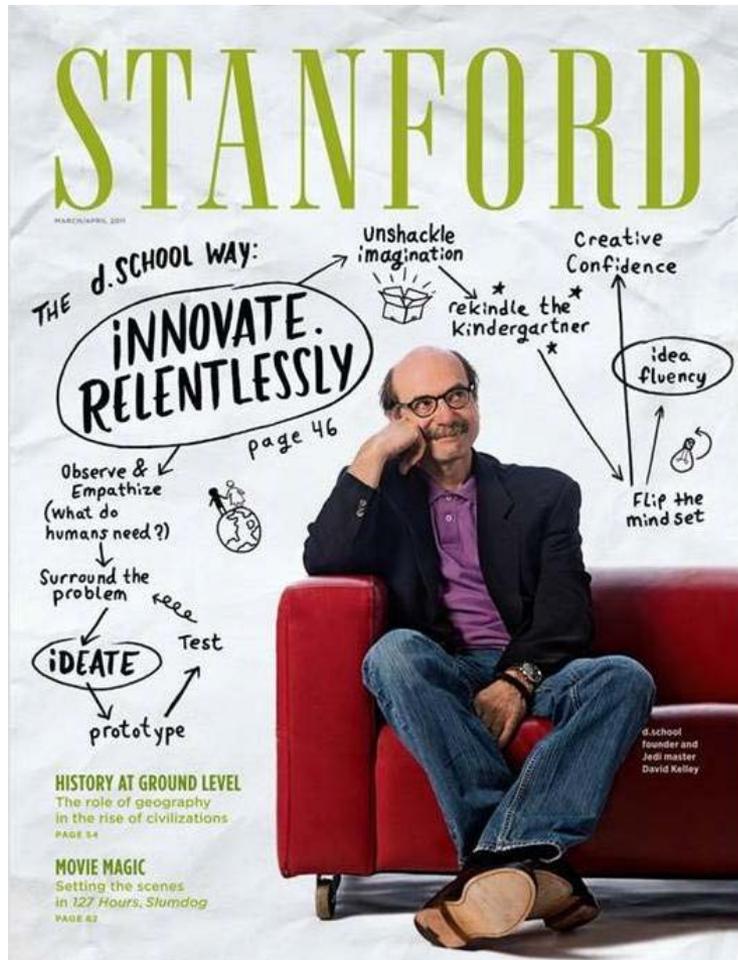




“If I had asked my customers what they wanted, they would have told me a faster horse.”

- Henry Ford

Background Design Thinking



- David Kelley
- IDEO
- Stanford d.School
- Transformational
- Process in action
<http://www.youtube.com/watch?v=M66ZU2PClCM>

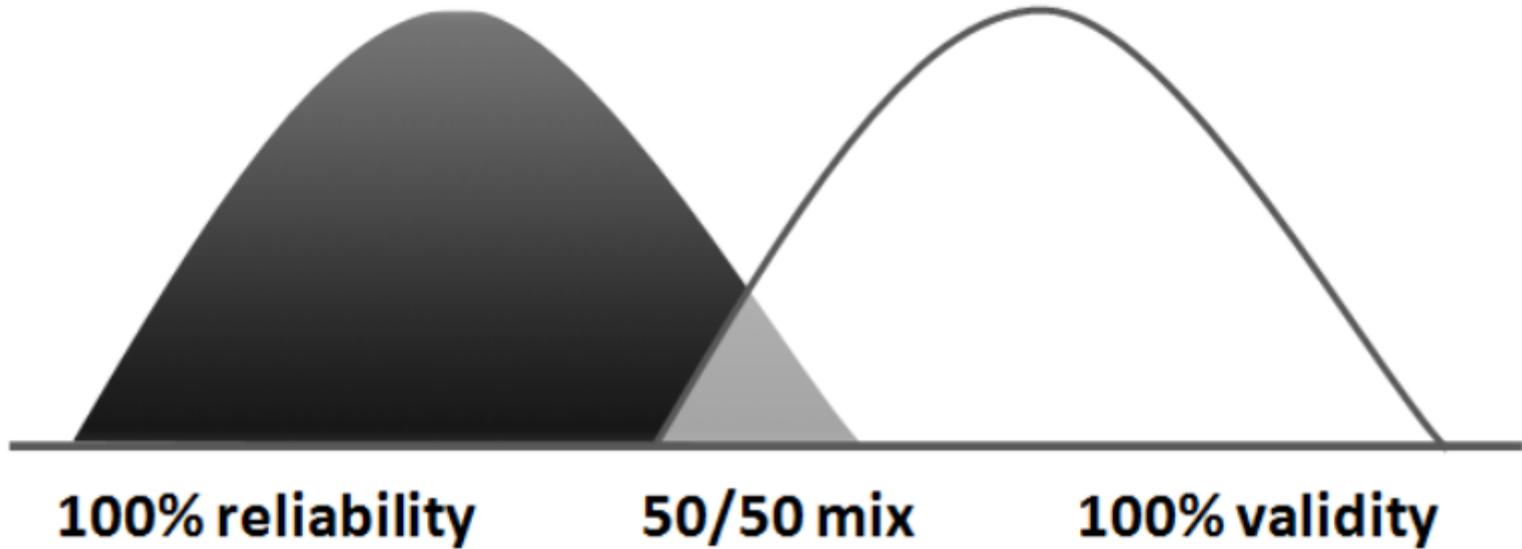
“Think with your hands,
build something or try something,
then talk about it, NOT the reverse.”

- David Kelley, Founder IDEO
& Stanford Design School

**Analytical
thinking**

**Design
thinking**

**Intuitive
thinking**



How Design Thinking is Different

Traditional

What is the right answer?
Repeatable, proven processes
Design For
Think for insight
More talk
Stuck inside
Data
Talk about Likes & Dislikes
Talk about facts
Siloed
Evolutionary (boring)

Design Thinking

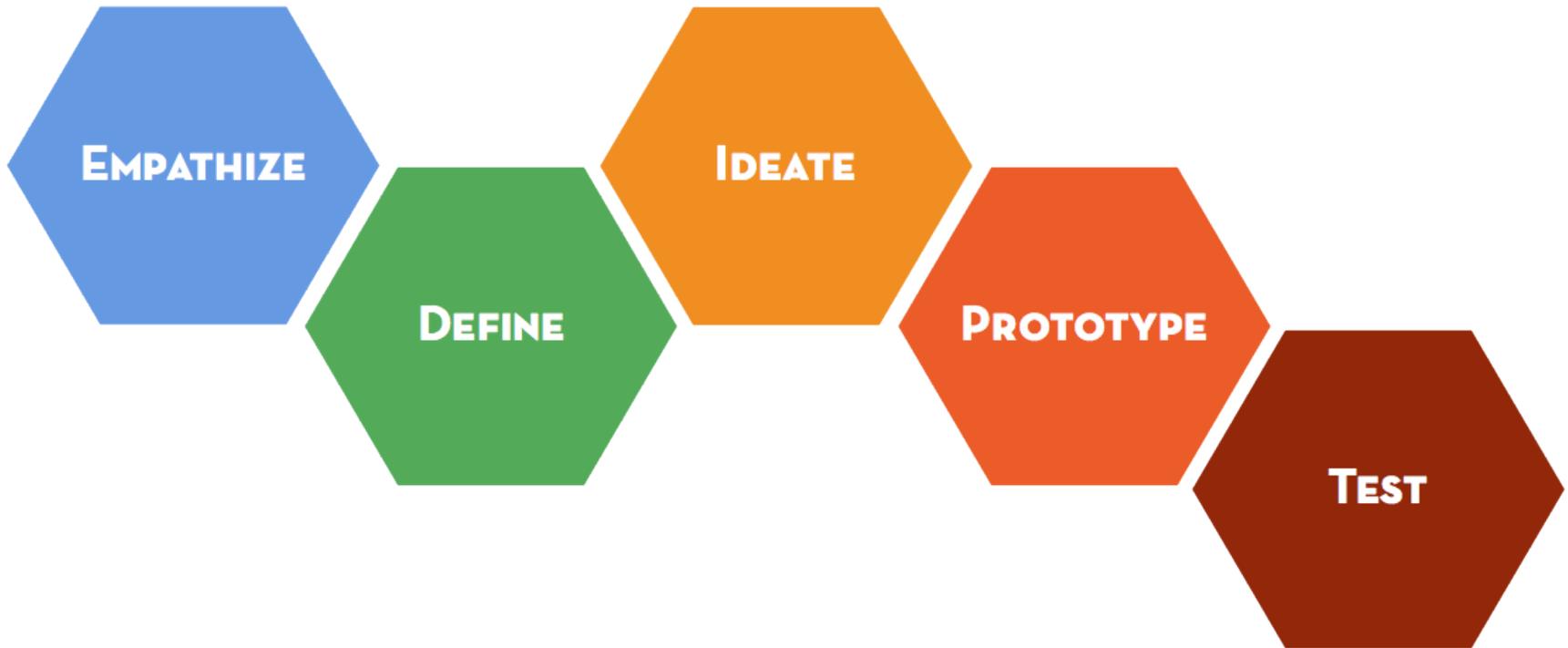
- What is the right question?
- Intuitive, responsive practice
- **Design With**
- Build for insight
- More listen
- Get outside
- Stories
- Talk about Experiences
- Talk about feelings
- **Collaborative**
- Revolutionary (inspiring)

Examples of Design Thinking



“Make the human element as important as the technical & business elements.”

- David Kelley, Founder IDEO
& Stanford Design School

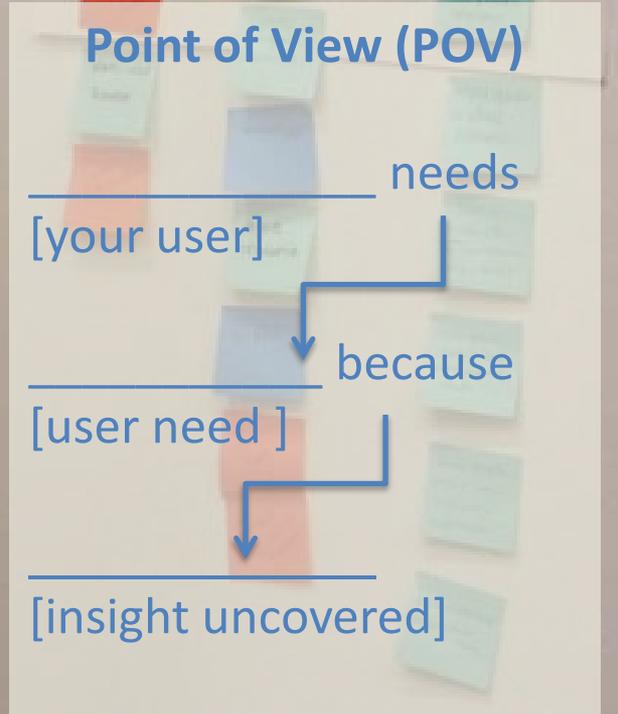
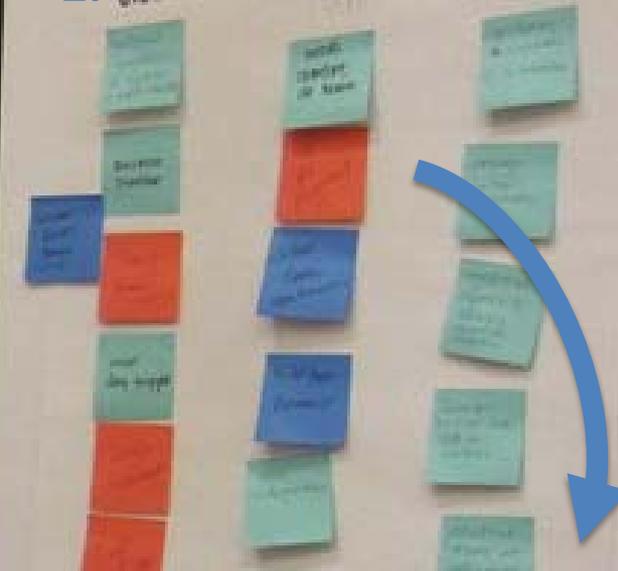


WHAT THE PROCESS LOOKS LIKE

1. EMPATHY MAP



2. USER NEEDS INSIGHT

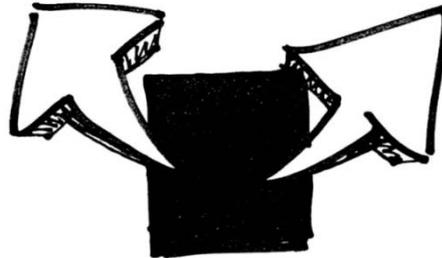




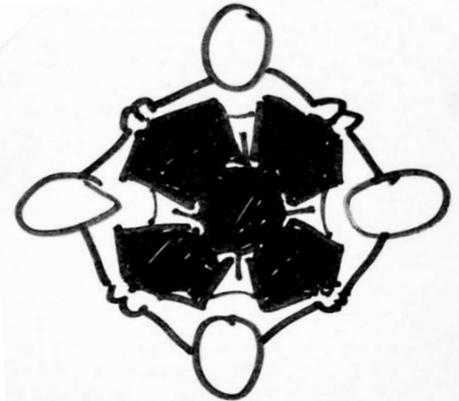
The Design Thinking Mindset



HUMAN
CENTERED



BIAS
TOWARD
ACTION



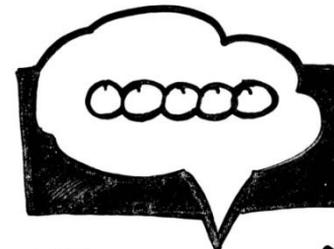
RADICAL
COLLABORATION



CULTURE
OF
PROTOTYPING

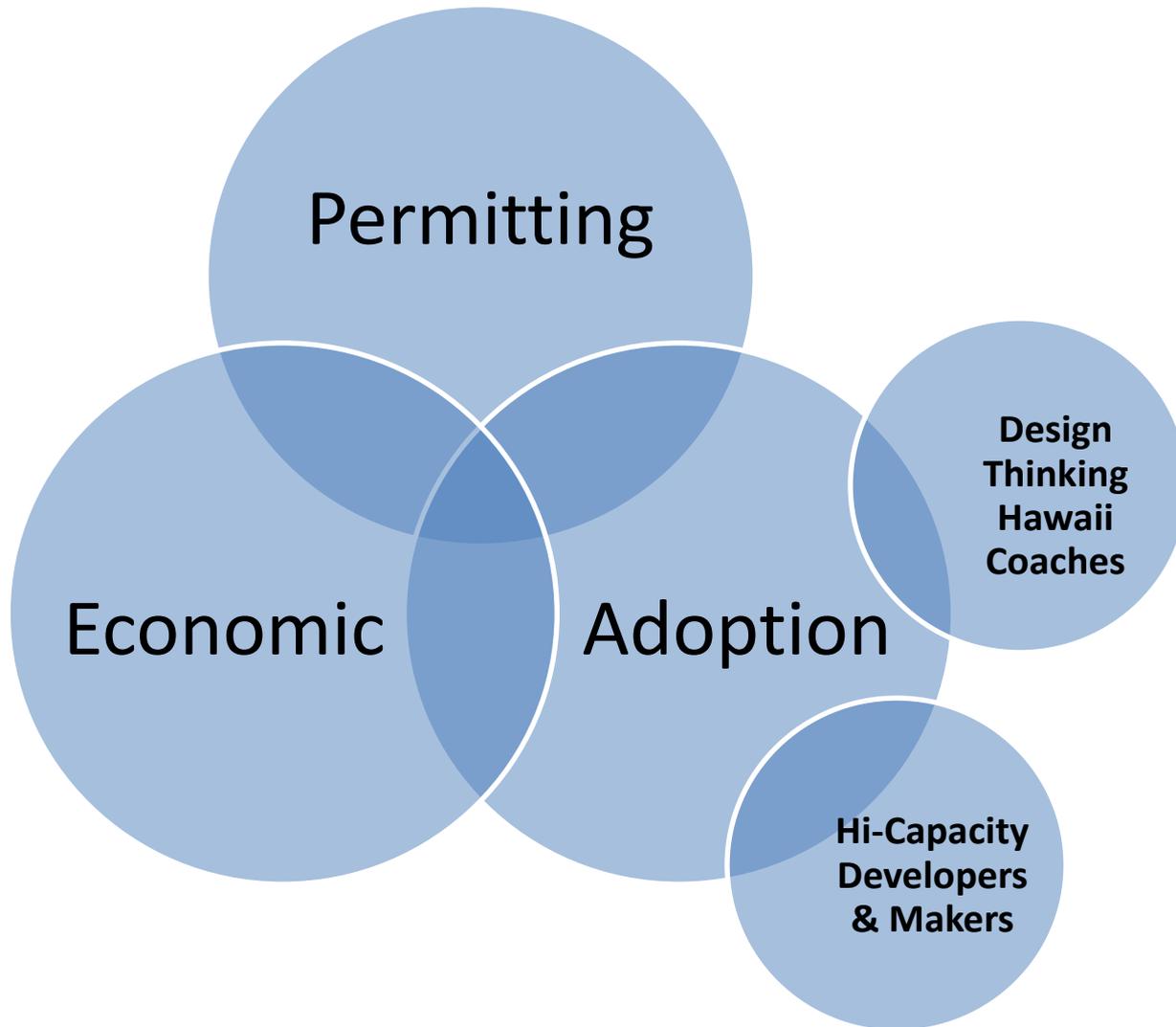


SHOW
DONT
TELL



MINDFUL of
PROCESS

The Team



Permitting

Economic

Adoption

Design
Thinking
Hawaii
Coaches

Hi-Capacity
Developers
& Makers

End Goal

Prototype and Test a Solution(s)

Success Factors

- Understand the Problem (vs. Symptoms)
- Focus & Following a Process (Design Thinking)
- Organize Support Groups (DTH and HiCapacity)
- Engagement and Buy-in from Stakeholders

Risk Factors

- Limited time (e.g., 1an)
- How to Engage (provide incentive) Support Groups
 - Follow through & implementation (scale up)