Broadband Adoption Game Plan

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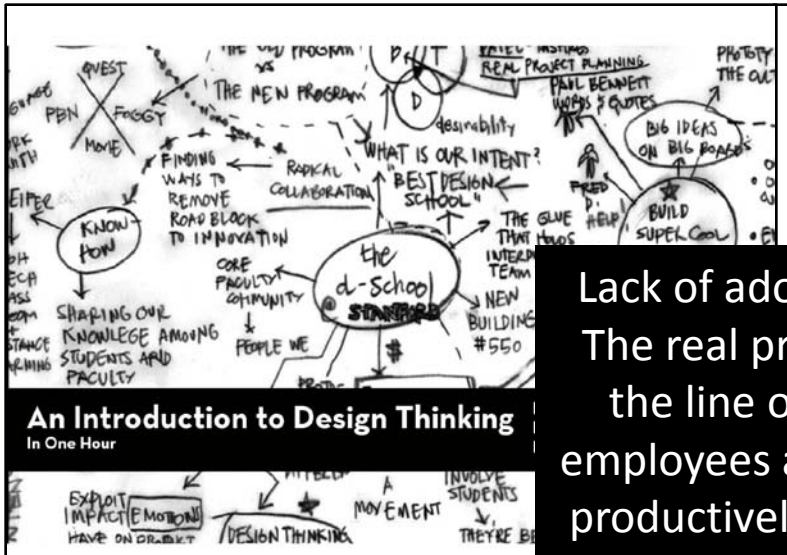
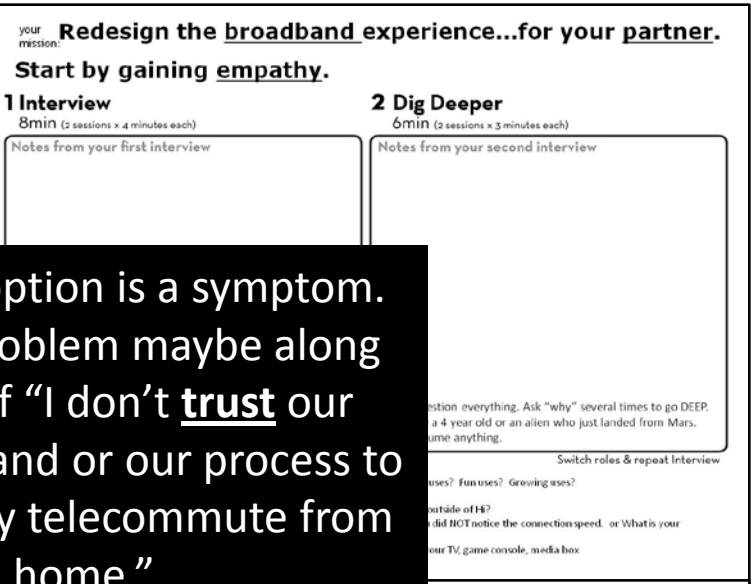
For

Hawaii Broadband Assistance
Advisory Council

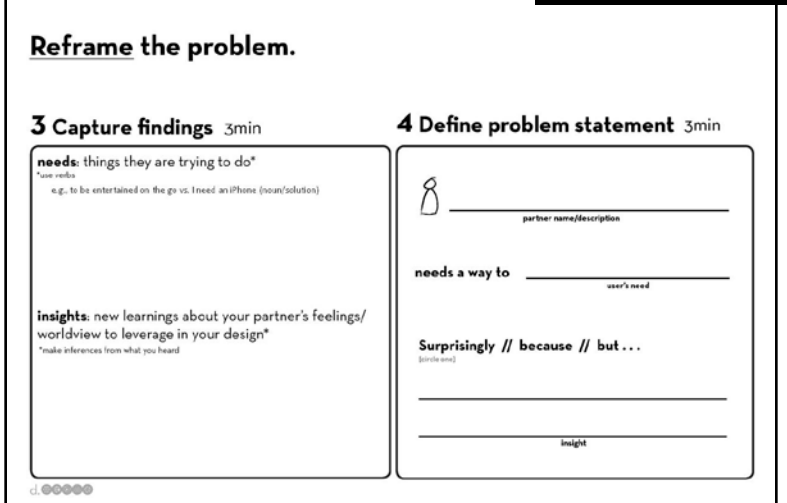
September 2012

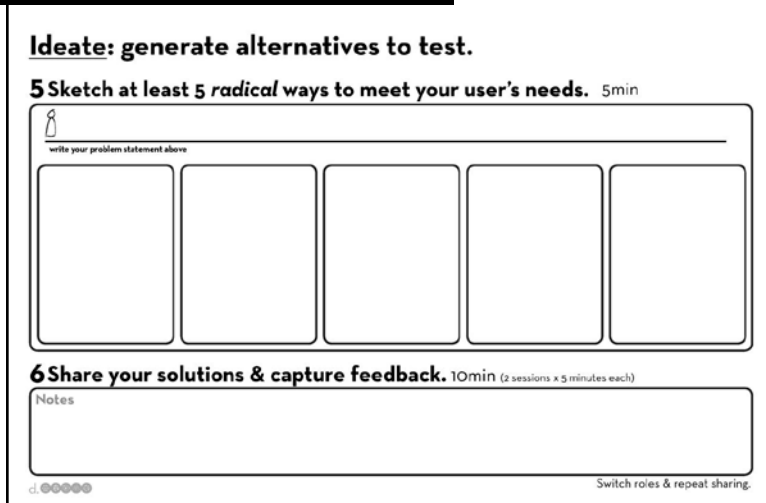
What is the Challenge with Broadband Adoption? Action: “Redesign the Broadband Experience”





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.”





User Problems & Insights with Broadband

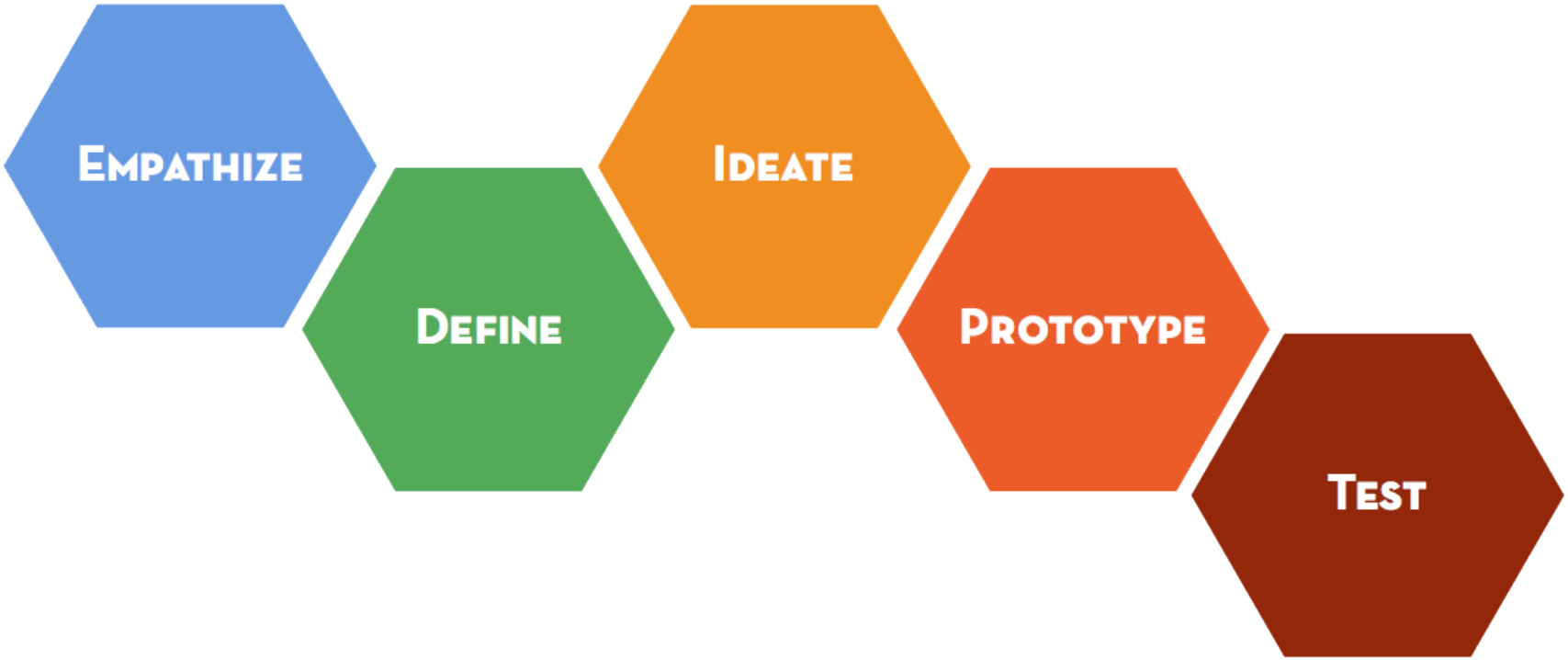
(initial findings after 3 follow-on sessions with committee members over a month)

- **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
Design Thinking Process							
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	• Adoption Committee	• Adoption Committee	• DTH (Design Thinking Hawaii) • Adoption Committee	• DTH • Adoption Committee	• DTH • Hi-Capacity • Adoption Committee	• DTH • Hi-Capacity • Adoption Committee	• DTH • Hi-Capacity • Adoption Committee • Testers

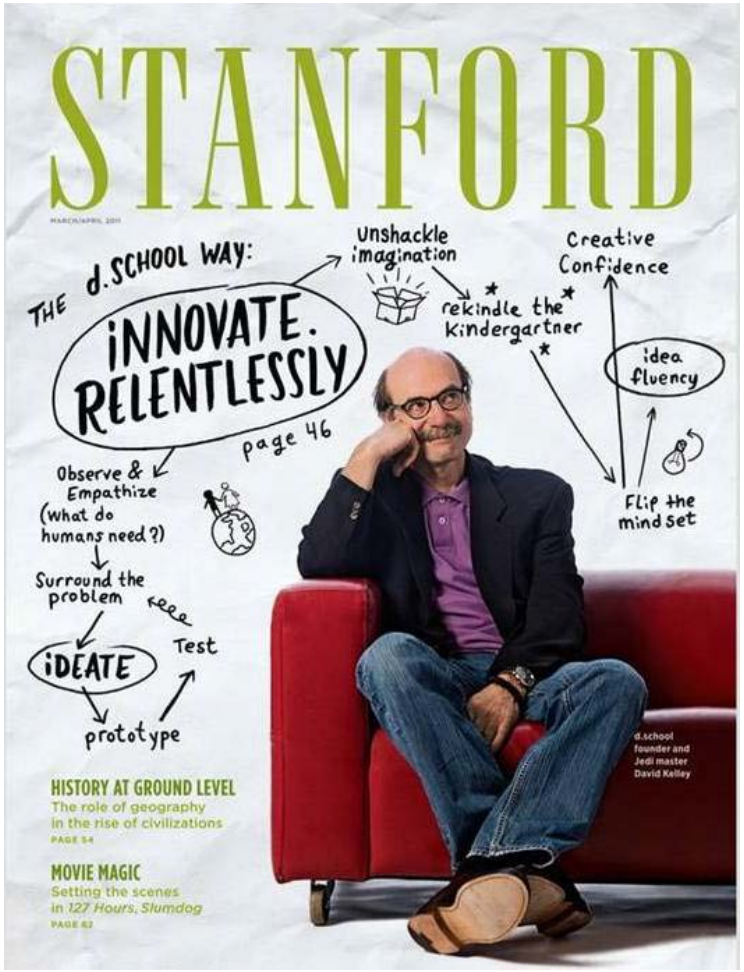
Design Thinking
(the process we are following)



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

- Henry Ford

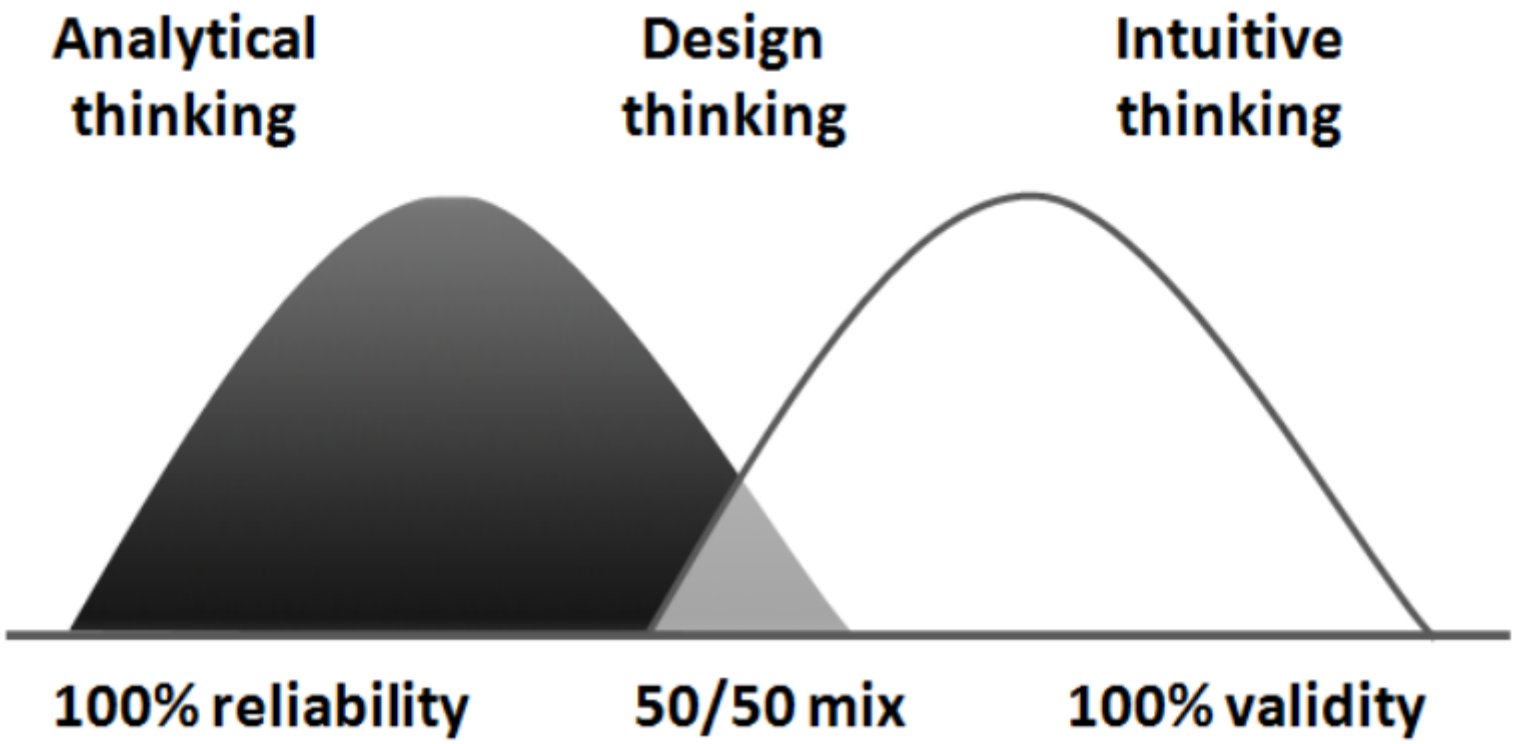
Background Design Thinking



- **David Kelley**
- **IDEO**
- **Stanford d.School**
- **Transformational**
- **Process in action**
  http://www.youtube.com/watch?v=M66ZU2PCIcM

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

- David Kelley, Founder IDEO
& Stanford Design School



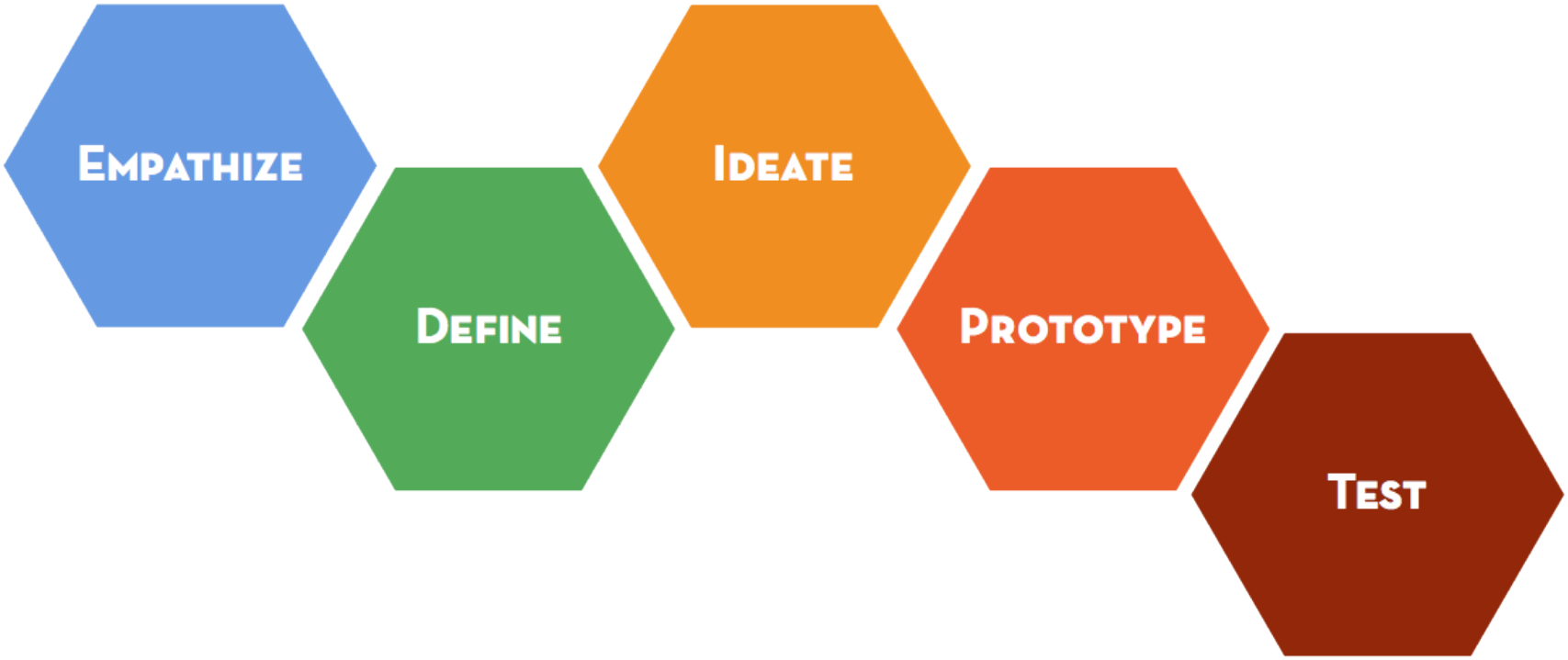
How Design Thinking is Different

Traditional	Design Thinking
What is the right answer?	• What is the right question?
Repeatable, proven processes	• Intuitive, responsive practice
Design For	• **Design With**
Think for insight	• Build for insight
More talk	• More listen
Stuck inside	• Get outside
Data	• Stories
Talk about Likes & Dislikes	• Talk about Experiences
Talk about facts	• Talk about feelings
Siloed	• **Collaborative**
Evolutionary (boring)	• Revolutionary (inspiring)

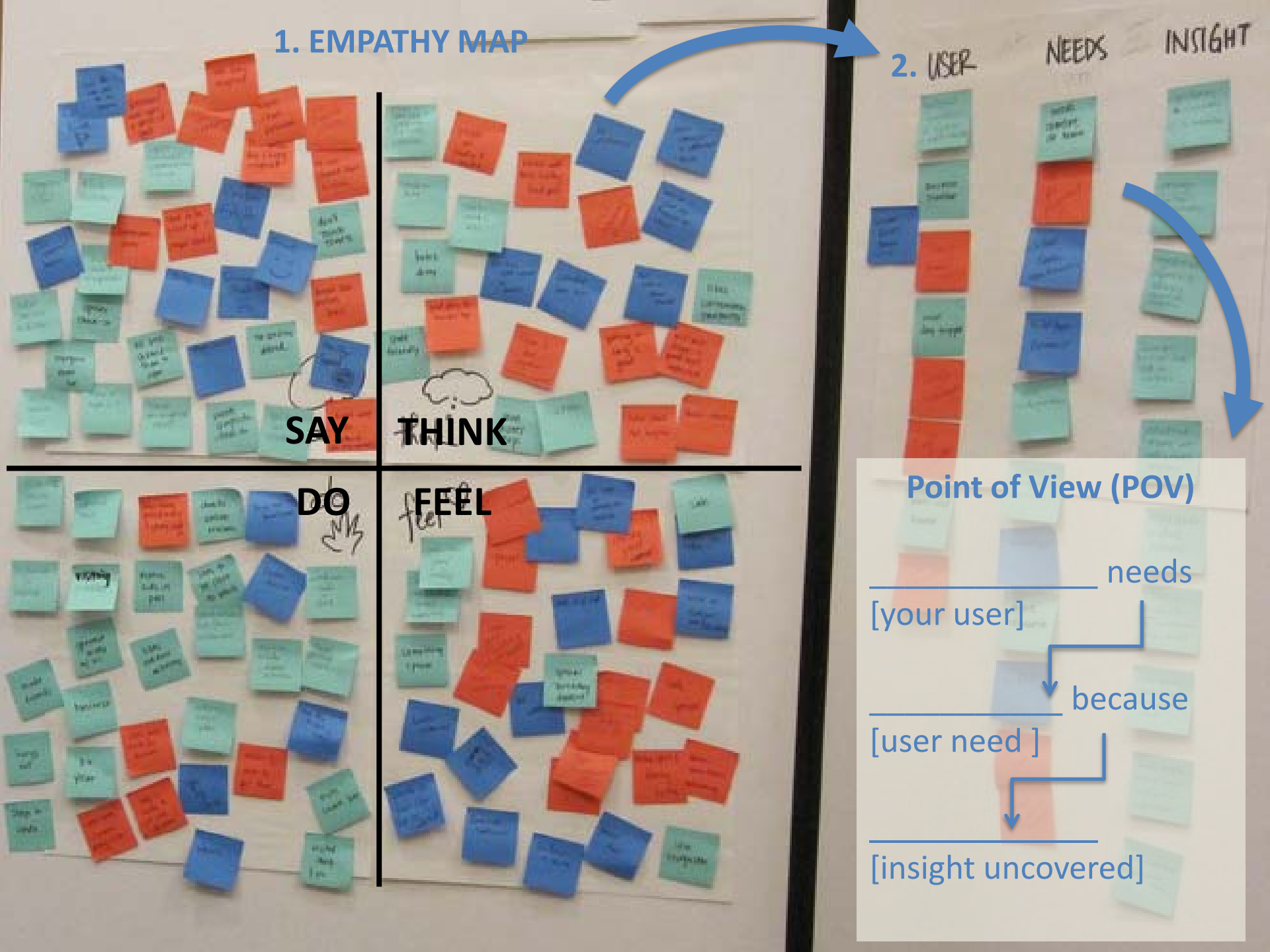
Examples of Design Thinking

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

- David Kelley, Founder IDEO
& Stanford Design School



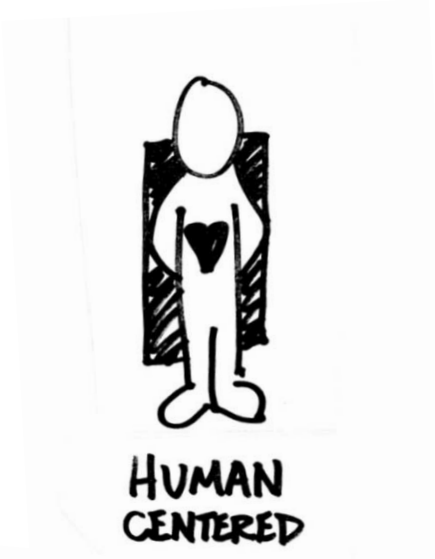
WHAT THE PROCESS LOOKS LIKE

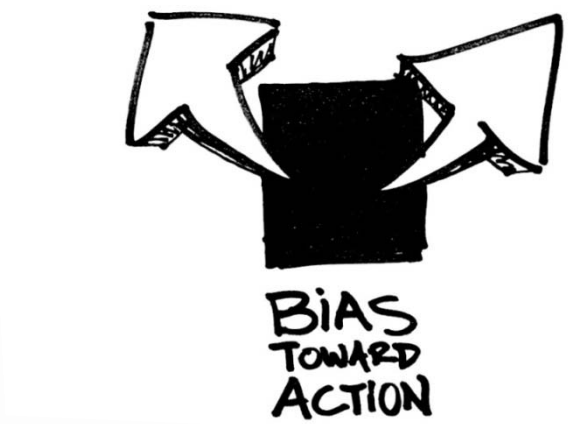

1. EMPATHY MAP
SAY
THINK
DO
FEEL
2. USER
NEEDS
INSIGHT
Point of View (POV)
needs
[your user]
because
[user need]
[insight uncovered]

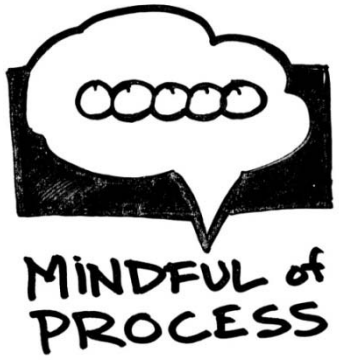

RECEIPTS
CREDIT
CREDIT CARD


the bakery
the grill

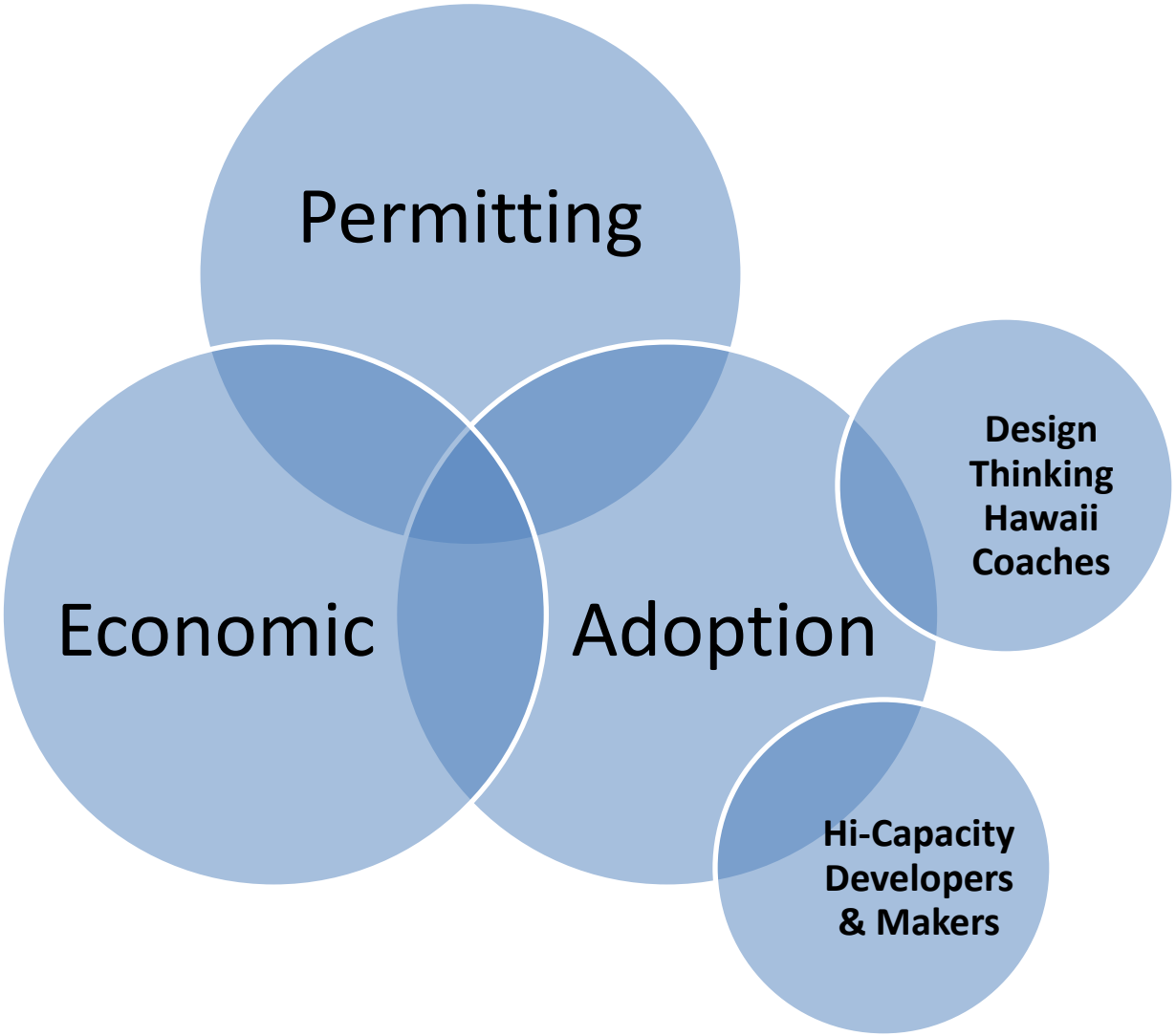
The Design Thinking Mindset







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., Ian)
- How to Engage (provide incentive) Support Groups
- Follow through & implementation (scale up)