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

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<th>Stage</th>
<th>October 2012</th>
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<th>January 2013</th>
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<tr>
<td><strong>Design Thinking Process</strong></td>
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<tr>
<td><strong>Stage</strong></td>
<td>Problem Definition</td>
<td>Empathy Phase I</td>
<td>Empathy Phase II</td>
<td>Unpack Empathy</td>
<td>Ideate &amp; Prototype I</td>
<td>Prototype II</td>
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<td><strong>Description</strong></td>
<td>What’s the real problem? Based on survey data, access and adoption doesn’t appear to be a problem. So what is the problem?</td>
<td>Based on existing survey data create User-Need-Insight statements to direct field work in Phase II</td>
<td>Go into the field to gather end user stories, experiences, needs, and insights. Assemble design teams</td>
<td>Unpack empathy sessions and create POVs and HWM statements to drive next step</td>
<td>Host ideate and prototyping session based on a How Might We (HMW) statement</td>
<td>Build several prototypes... then select and build a final prototype for testing in next step</td>
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<td><strong>Resource Req’d</strong></td>
<td>• Adoption Committee</td>
<td>• Adoption Committee</td>
<td>• DTH (Design Thinking Hawaii) • Adoption Committee</td>
<td>• DTH • Adoption Committee</td>
<td>• DTH • Hi-Capacity • Adoption Committee</td>
<td>• DTH • Hi-Capacity • Adoption Committee</td>
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Design Thinking
(the process we are following)

- Empathize
- Define
- Ideate
- Prototype
- Test
“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=M66ZU2P CLIcM
“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**

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

SAY

THINK

DO

FEEL

2. Point of View (POV)

___________ needs [your user] because [user need ] [insight uncovered]
The Design Thinking Mindset

- Human Centered
- Bias Toward Action
- Radical Collaboration
- Culture of Prototyping
- Show Don't Tell
- Mindful of Process
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)