

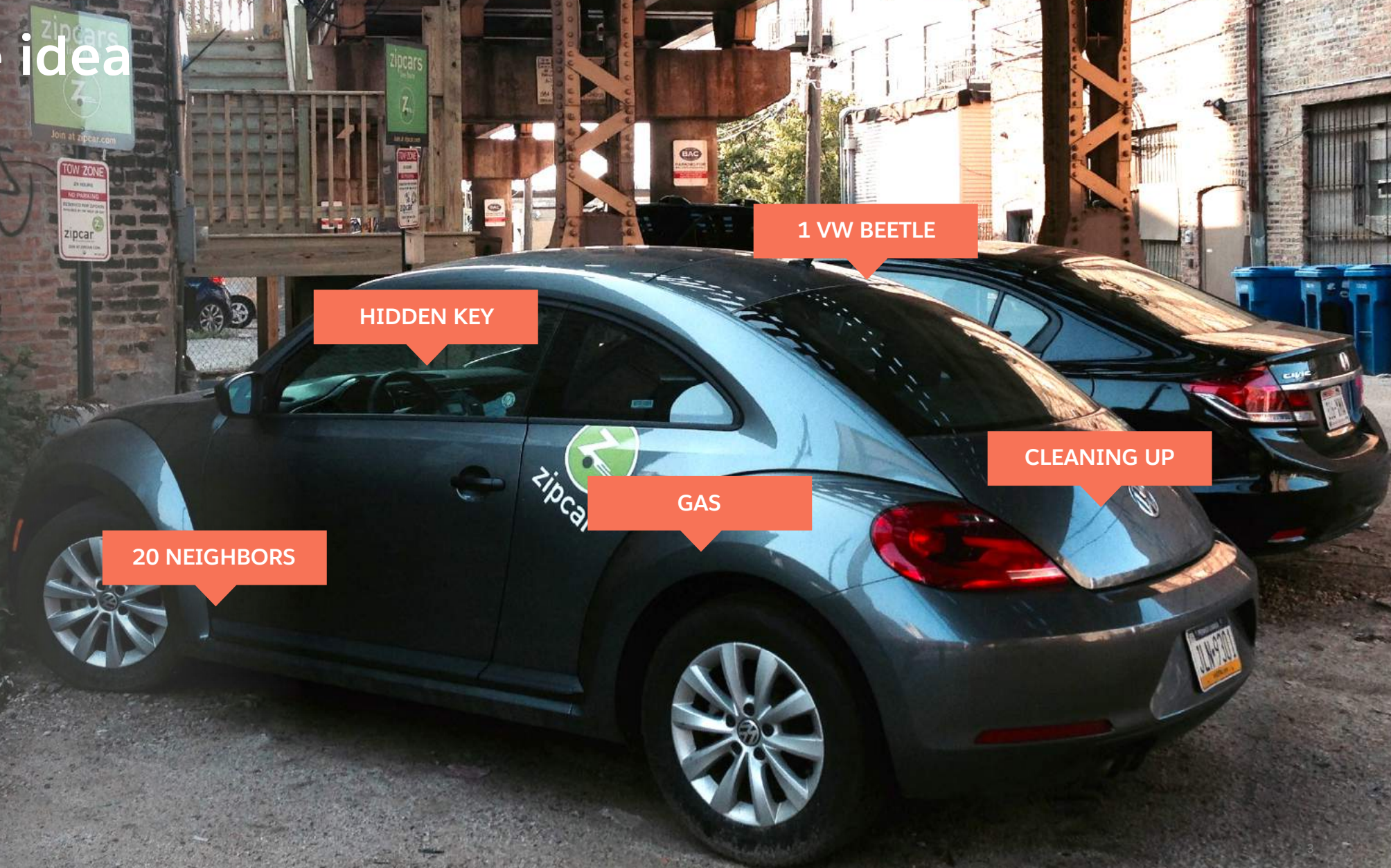
Learn to Work Differently

Test *and* Shape





Testing the idea



zipcars
Join at zipcar.com

TOW ZONE
24 HOURS
NO PARKING
EXCEPT FOR EMERGENCY
VEHICLES AND TAXIS
zipcar

zipcars

BAC

1 VW BEETLE

HIDDEN KEY

GAS

CLEANING UP

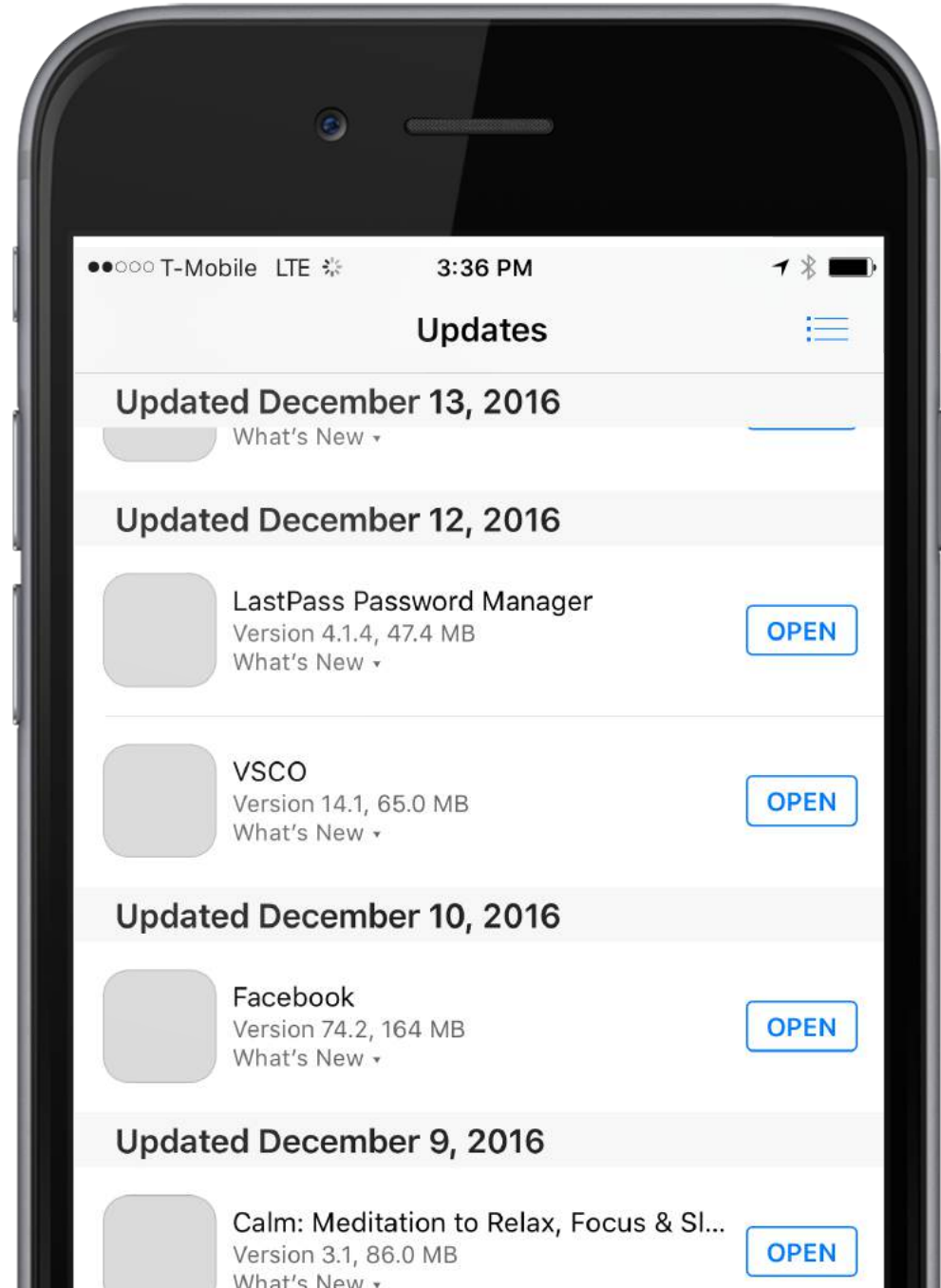
20 NEIGHBORS

zipcars

10-1-01

Testing leads to better
results, *faster*

No solution starts out perfect



It's easier to start small



Why don't we *experiment more*
in our work?

Organizations seldom encourage experimentation

Perfect

Culture of getting things perfect

Competition

Not accepting/ understanding value of failure

Resources

Lack of facility in doing it quickly, naturally



Creating something new is easier when we learn along the way

Address Assumptions

Predicting people's behavior is hard

Identify Unknowns

Engaging others surfaces unknowns and things we didn't consider

Build Conviction

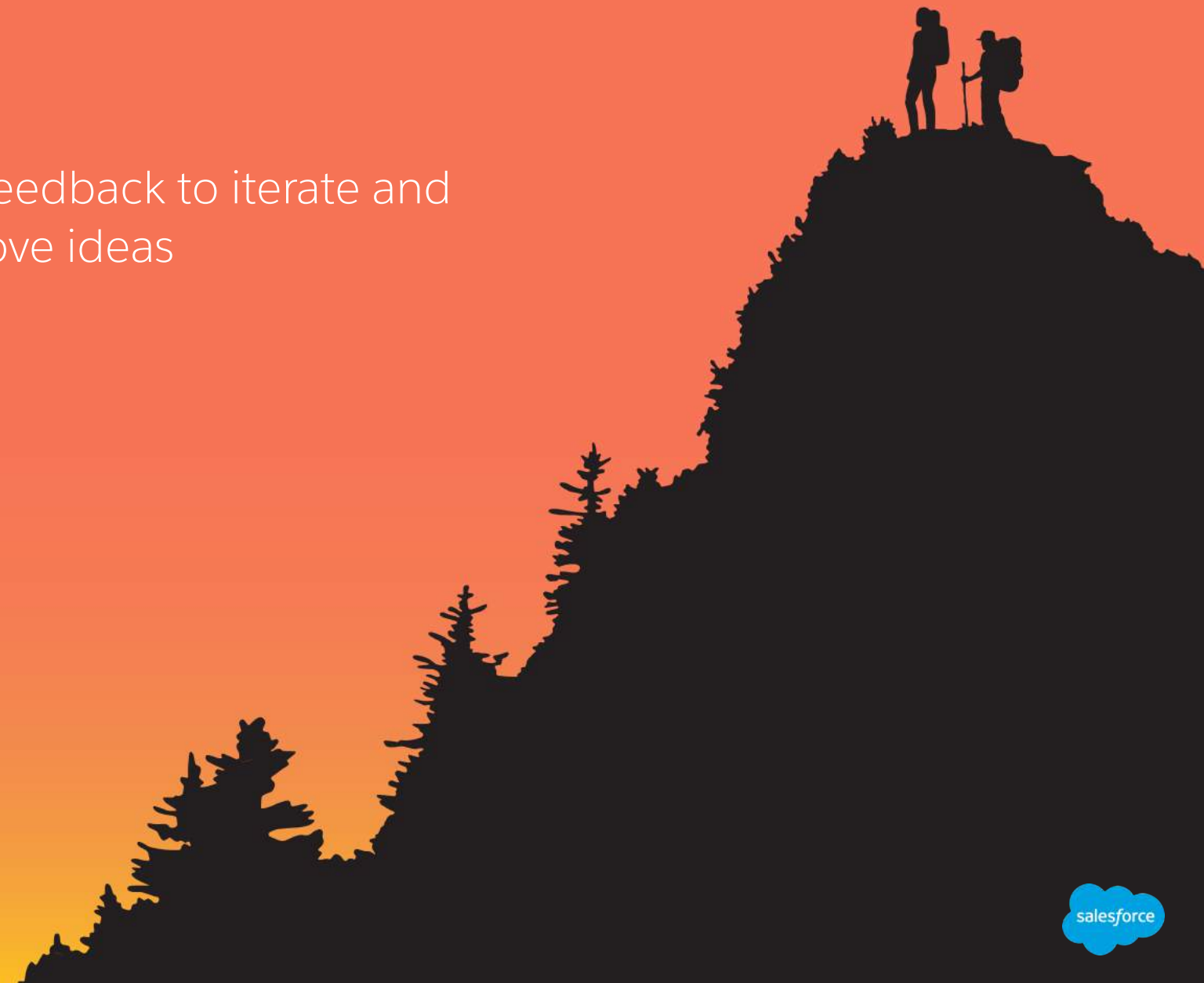
Learning and insight helps build momentum and belief in ideas



Test *and* Shape

Share ideas to gather feedback and understand assumptions


Use feedback to iterate and improve ideas



Testing to *learn*, not justify

TIP #1

Have focused learning goals



Women will rent a dress for a single occasion...

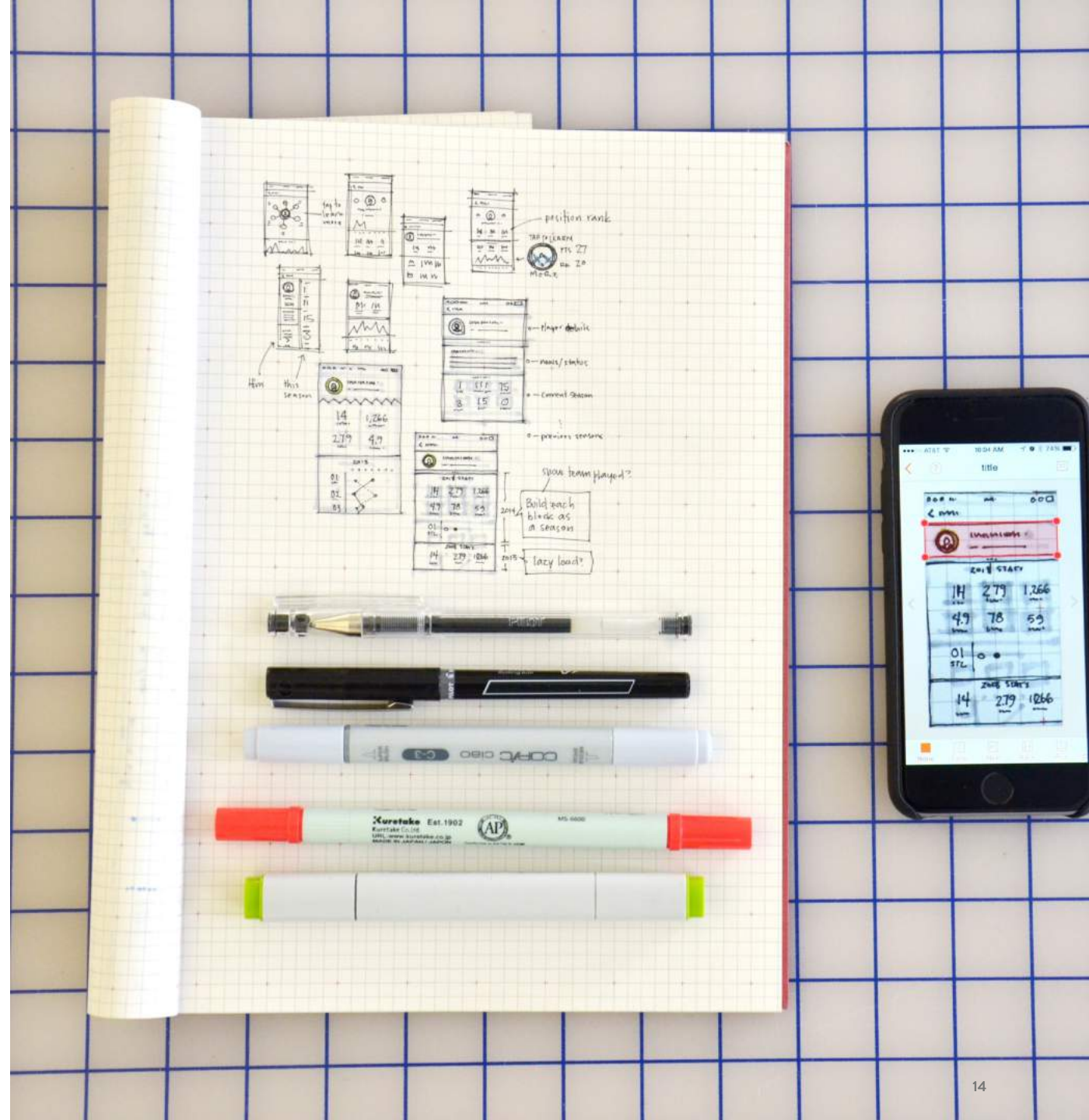
Without seeing it in person

Without trying it on

TIP #2

Keep prototypes lightweight

Production level should be as low as possible for what you need to learn.



TIP #3

Aim to learn something surprising

We don't realize our assumptions and are often blind to information gaps.



TIP #4

Translate the learning to refine the idea

What you learned must be interpreted and used to further develop ideas.



Now you try...

Thank You

