



H Y L E

Innovation management



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Chapter Director @Startup Grind
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**Workshop: market validation &
pivoting methods**



Frank Hysa

Senior Innovation Manager & Founder

- Ph.D. in Management
- 4 International universities
- Startup Advisor
- 23 countries visited
- EIT- European Innovation & Technology Institute
- Startup Weekend, Founder Institute, Lean Startup Machine Mentor



My global journey



Italia & USA, 2012-16



USA, 2015-2016



Italia, 2017-2018



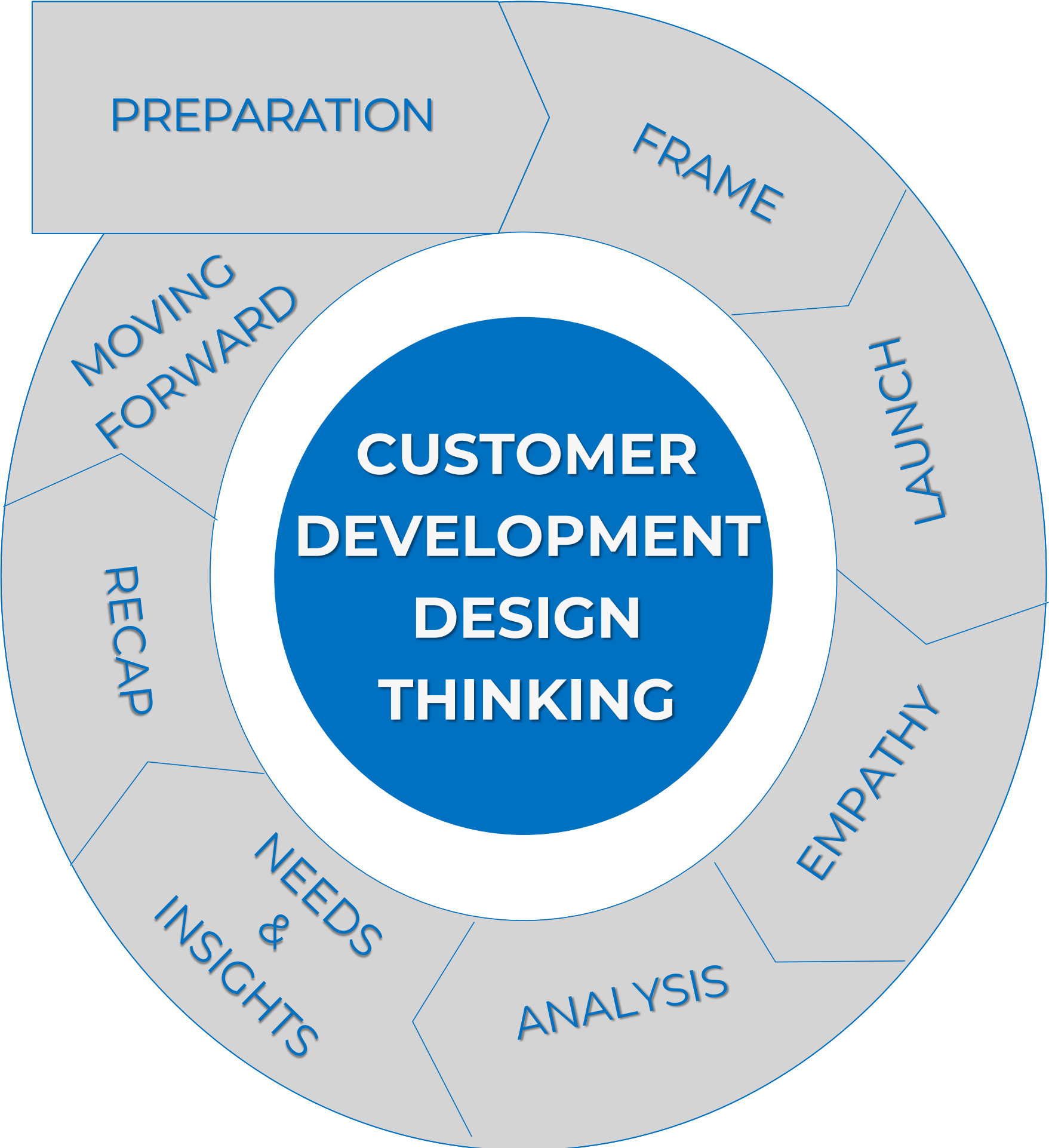
All around the world, 2017



Italia, 2018

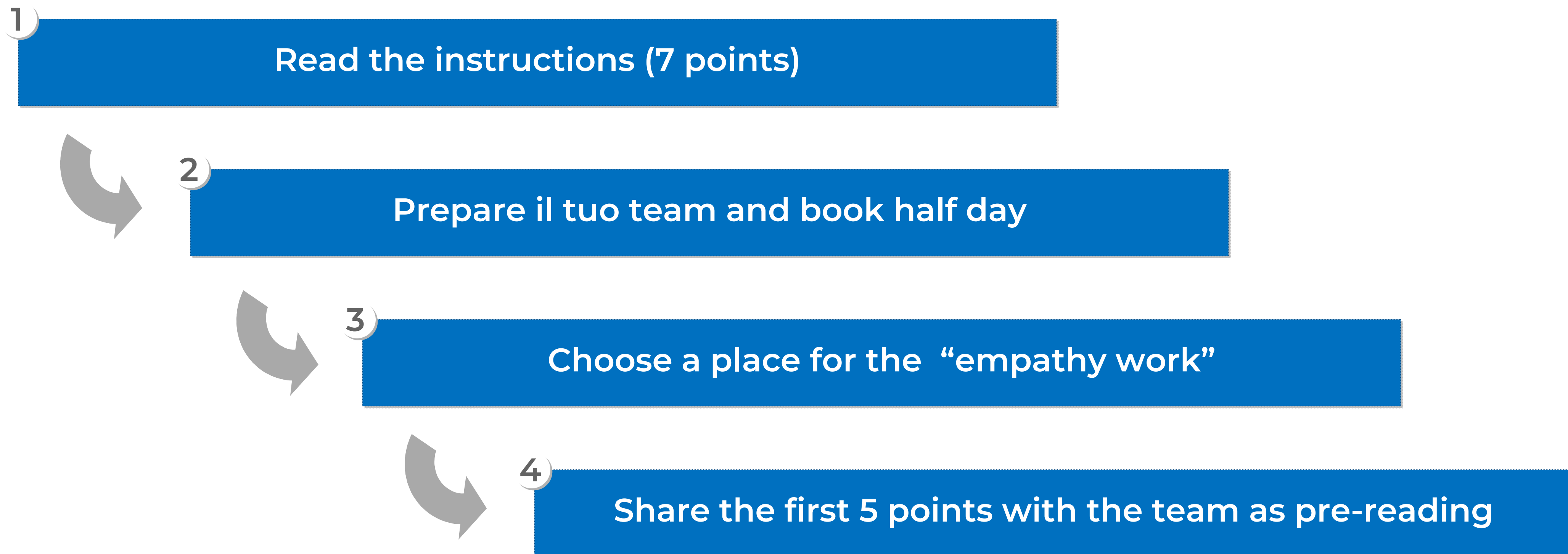


AGENDA





1. Preparation: schedule the day and get ready!

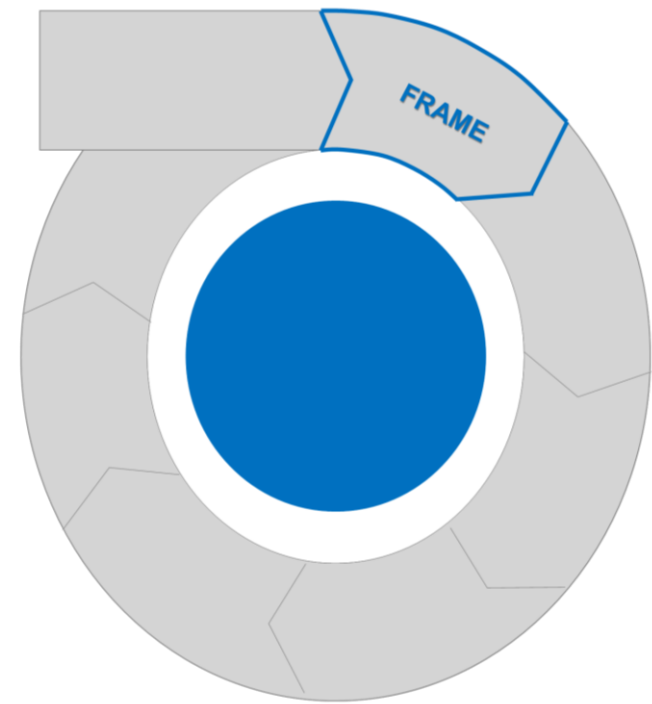


Think like a child





2. Frame: build a human-centered approach



Don't act as everyone knows your business

Don't judge: observe and involve

Put everything in discussion

Be curious

Look for "pattern"

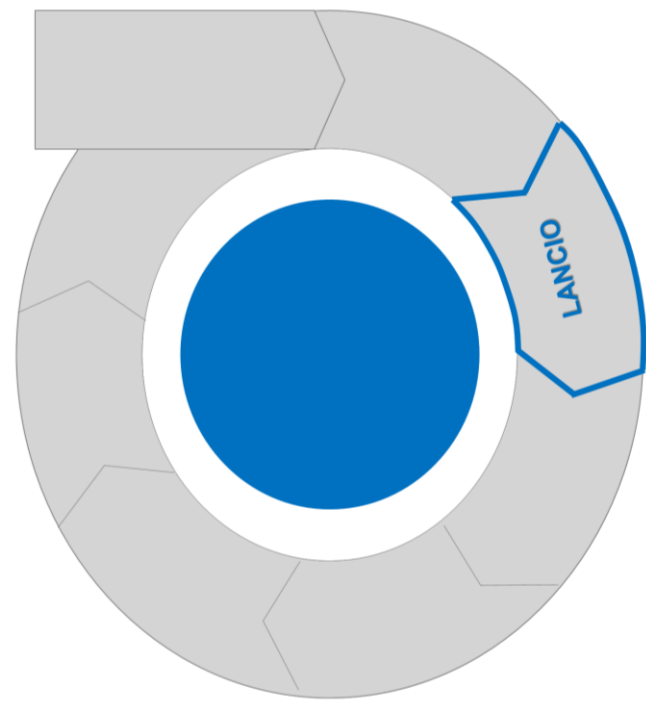
LISTEN!!

EXAMPLE

If you are building a site to connect workers with chores your search could be:
"understand the day of busy people and how they do tasks"

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3.Launch (30min): motivate & get the team ready!



Begin with a stand-up meeting

Deliver your team that they need to bring their energy and openness into the day's work

Kick-off of empathy work

Plan review: where you going, who you are talkin to and what the goals are

Prepare interview questions

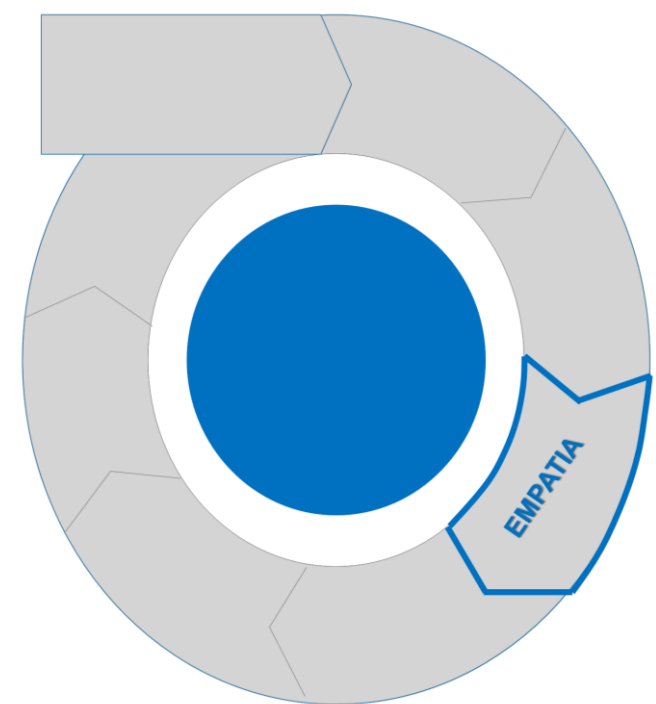
REMEMBER

You are not looking for the right answer, you are looking for inspiration

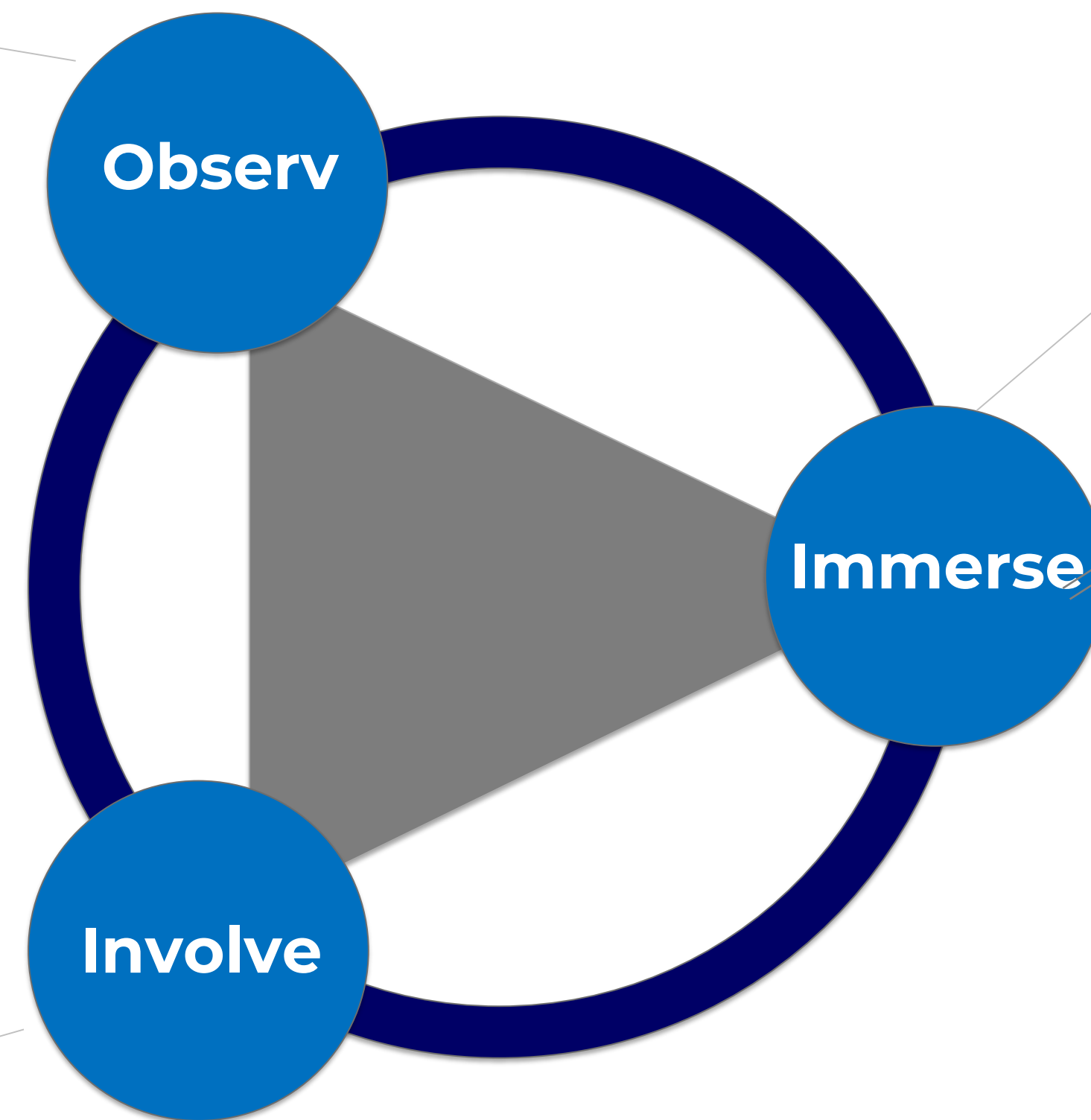
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4. Empathy (120 min): meet real people!



Users behaviour

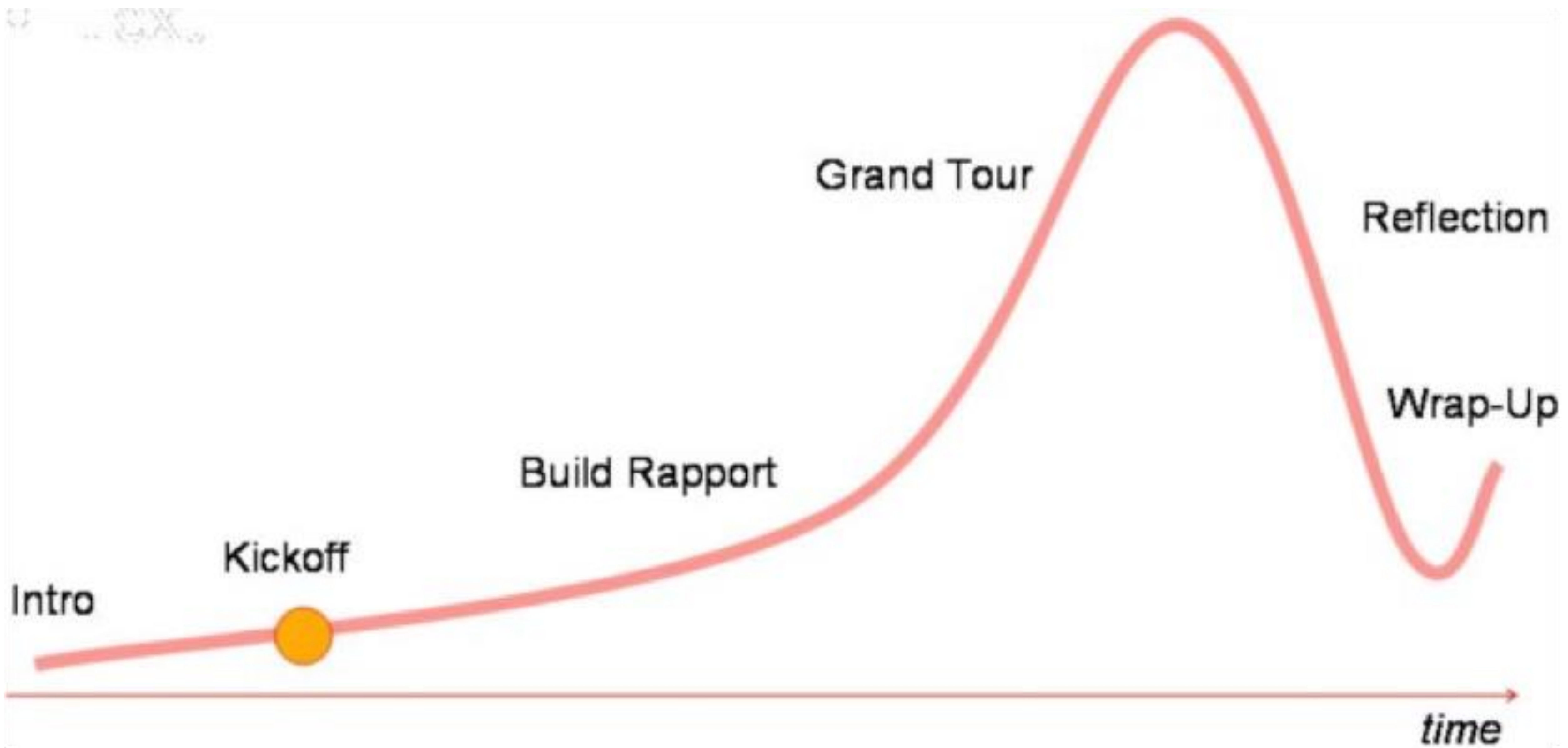


Feel the same experience of your user

Interact through questions

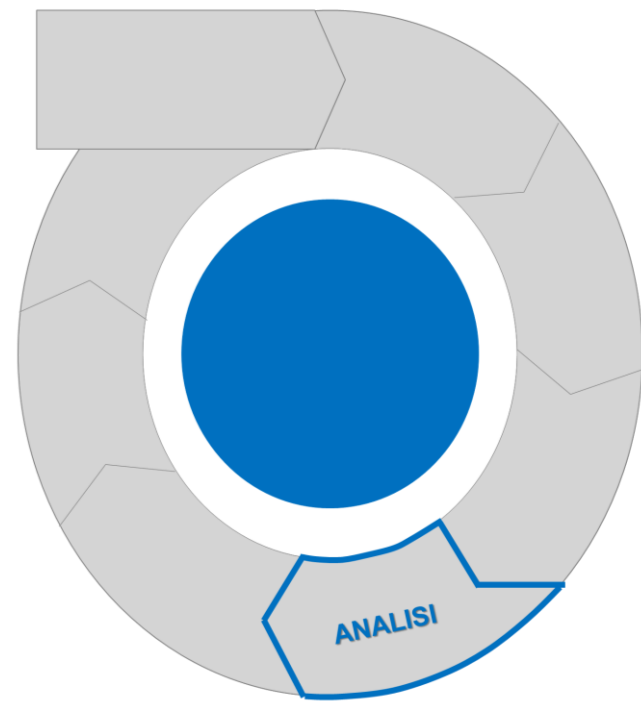
Tips&Tricks

- ✓ Take pictures
- ✓ Everyone should take notes
- ✓ Don't trust in your memory





5. Analysis (50 min): put the data on your wall!



Write down what you have seen on field (team 2-6 people)

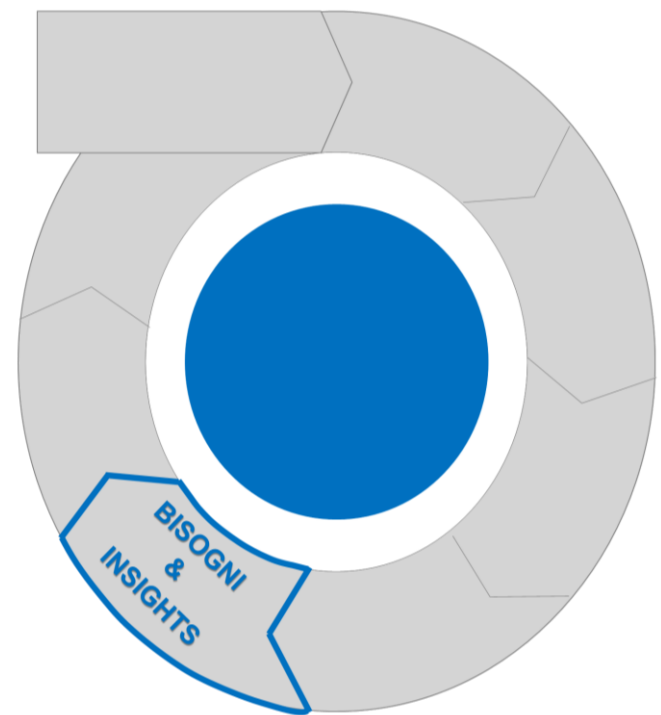
Empathy Map

Write tensions, contradictions & surprises that you notice

Tips&Tricks

It is recommended to use a large wall or a blackboard

H 6. Needs e insights (50 min): recap to find value!



Create a list of feedback & unexpected needs (team 2-6 people)

Write down ideas on a board

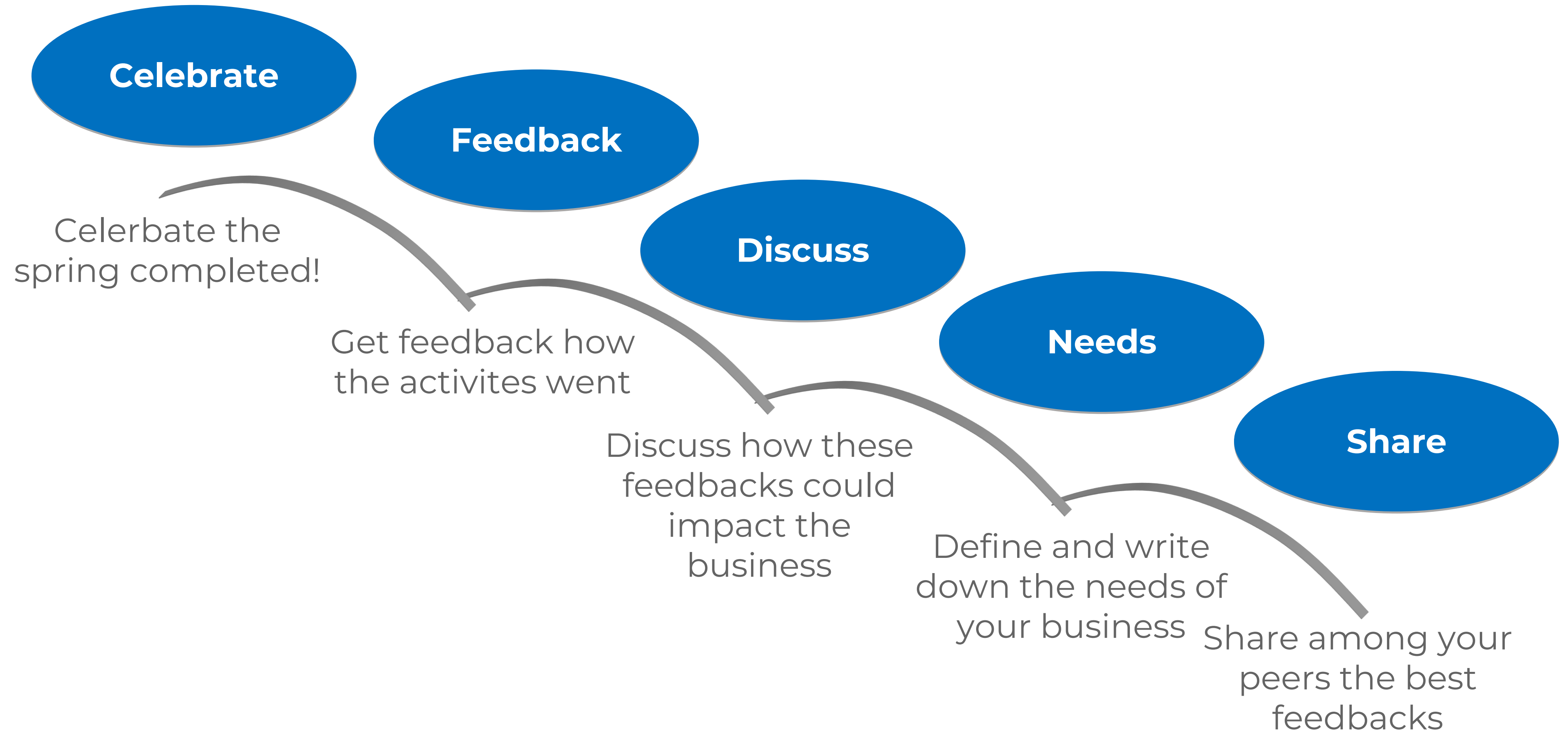
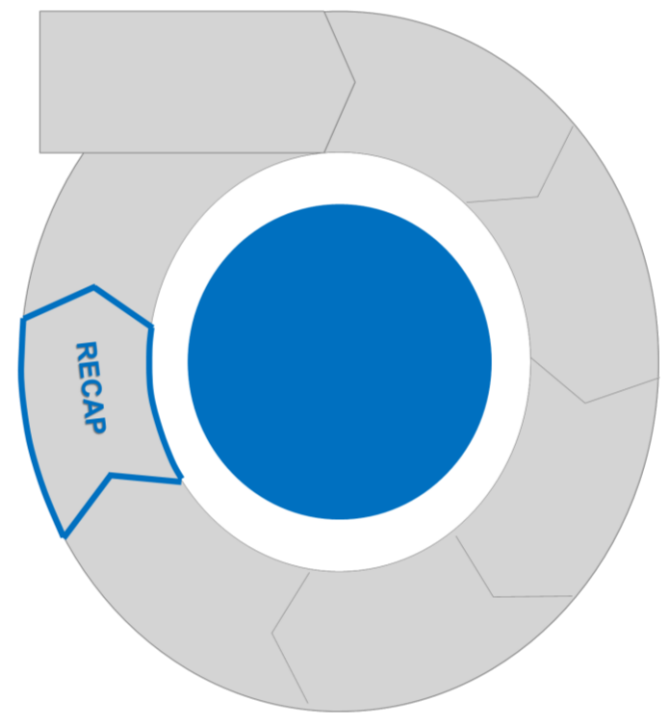
Discute and select those that bring most value

GOAL

Discover activities that could lead your business

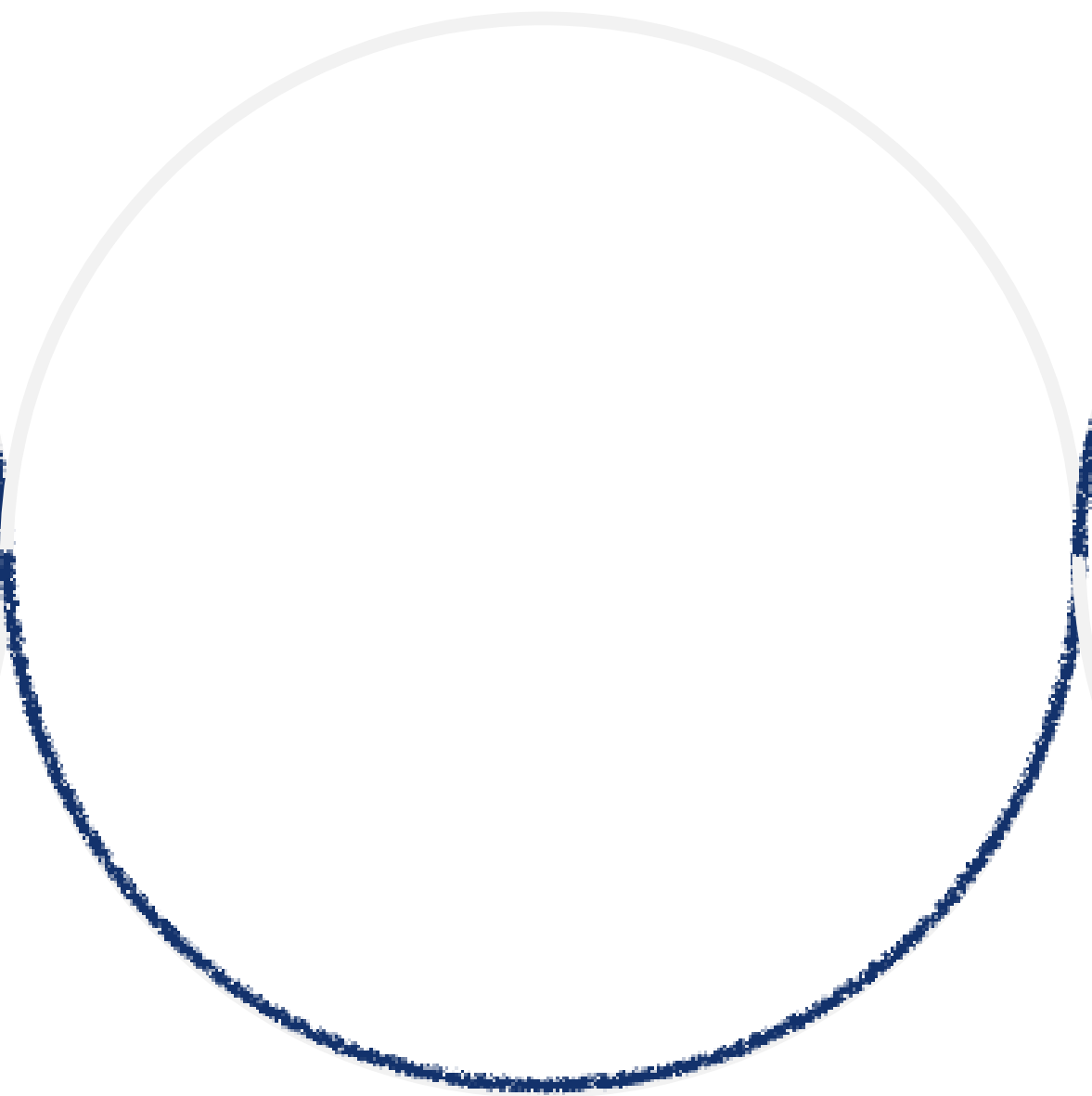
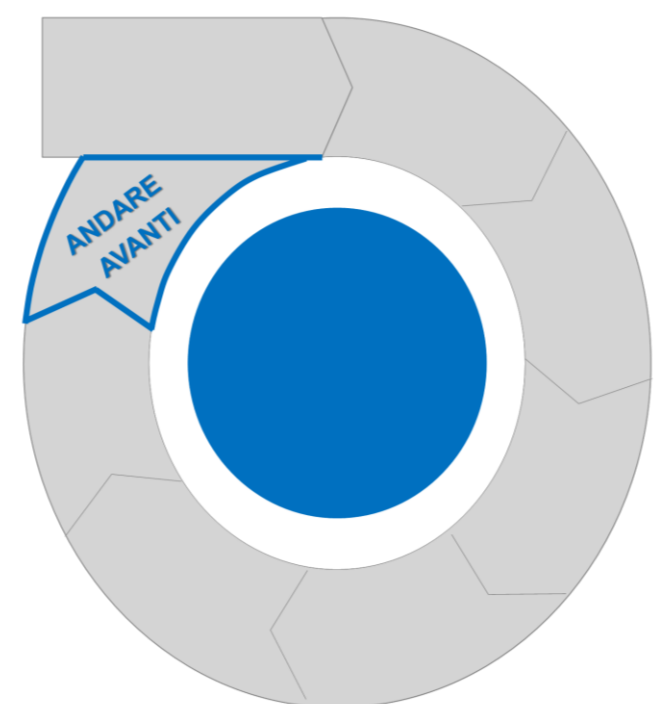


7.Recap (30 min): recap & define next stpes!





8. Moving forward:





Frank Hysa

Senior Innovation Manager & Founder

*Our failures are known,
Our successes are not*



#KEEPHYLING

**“Nothing is created, nothing is lost,
everything changes”**



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aka

Ready to answer you!