

Creating Differentiated Experiences

April 26th

<epam>

Workshop Goals



Differentiation

Build a differentiated product through the creation of a unique value proposition supported by experience principles



Persona Understanding

Explore how key users/personas experience the product and service



Service Journey & Feature Ideation

Ideate product & service features that will live up to the promises that the company is making to their customers

Agenda

- Introduction to Advanced Environmental Group (AEG)
- Experience Principle Exploration
 - Brand Positioning Activity
 - Experience Principle Creation
- Persona Understanding
 - Empathize with Key Personas
- Service Journey Mapping & Feature Ideation
 - Journey Mapping using 'How Might We'



Introduction to AEG

Advanced Environmental Group Overview

Introduction to Advanced Environmental Group

Format of Activity

Ryan, Founder and Strategist of Advanced Environmental Group, will present the vision for a new, smart environmental waste reduction product (the IoT Connect Food Waste Bin), including the value proposition of the service and of the AEG Brand.

In parallel, Design Thinking group will jot down values and adjectives on post-its and affinity map them on the whiteboard.

Goals

Begin creating experience principle clusters.



15 min.



Ryan Ferguson

Founder and Strategist
Advanced Environmental Group, Ltd.

- Stanford University Graduate School of Business
- Halifax, Nova Scotia, Canada



Experience Principle Creation

Brand Positioning Activity

Brand Positioning Activity



30 min.

Format of Activity

Group will split into teams. Each team will take one competitor and position their Brand across a multitude of relevant industry dimensions before presenting back your suggestions to the group to form a combined view of the market.

Goals

Find unique and “ownable” positions for AEG Brand values, based on how other companies seem to be positioned in the Environmental Conservation market.

1. Split into teams



2. Position a competitor against relevant dimensions



Relevant Competitors

Why we chose these companies

Although Advanced Environmental Group (AEG) provides a strongly differentiated offering, we thought the following companies were similar enough to provide market dimensions that will help AEG further differentiate.

Composting		Carbon Credits	
Geobin	Smartbin	CarbonFund	TerraPass
<p>Cheap effective compost bin. Claims to be the 'most affordable compost bin' Also very easy to set up and use.</p> <p>https://geobin123.com/</p>	<p>Composting system that provides fertilizer - analogue system</p> <p>https://www.greentechlife.in/smartbin-air/</p>	<p>Donation to CarbonFund gives you carbon credits to offset your dirty energy use (flying, driving, airconditioning) etc. Individual or Corporate offsets. Funds used for reforestation, energy efficiency and clean energy</p> <p>https://carbonfund.org/individuals/</p>	<p>Purchase Carbon credits or donate them. Individual or corporate offsets. Includes a subscription. Funds sustainable energy projects</p> <p>http://www.terrapass.com/product-category/individuals</p>

Relevant Dimensions

Dimension 1 (Product vs. Service)



Dimension 2 (Focus on Individual Contribution vs. Group Contribution)



Dimension 3 (Budget vs. Premium)



Dimension 4 (Self Service vs. Full Service/Concierge)





Geobin

Providing an entry level compost bin that can easily be added to someone's garden for quick and effortless composting.

Geobin

Main Selling Points

- An entry level compost bin
- They have wide customer base from beginners to master gardeners
- Large capacity
- Flexible diameter to meet various customer needs
- Accelerated decomposition
- Little effort
- Very affordable - \$28 each



GreenTech Life SmartBin

*The smartest, easiest, cleanest and
simplest home composting method.
Ever!*

GreenTech Life - SmartBin

Main Selling Points

- Smart kitchen dustbins that transform your food waste to healthy & fertile soil
- Gives high quality organic manure or compost for all your ornamental, flowering & vegetable plants
- Gives 'Smartbrew' – liquid organic fertilizer, drain & toilet cleaner
- Easy to use:
 - No mixing or turning
- Value for money:
 - Lasts over 10 years
- Clean & Hygienic:
 - No smell, insects or maggots



CarbonFund

Carbonfund.org is leading the fight against global warming, making it easy and affordable for any individual, business or organization to reduce & offset their climate impact and hasten the transition to a clean energy future.

Carbonfund.org achieves its goals through climate change education, carbon offsets and reductions as well as public outreach

CarbonFund

Main Selling Points

- Carbon offsets and reductions - A donation to CarbonFund gives you carbon credits to offset your dirty energy use (flying, driving, air conditioning) etc
- Non-profit organization
- Almost half the price of for-profits offering the same thing
- Transparency into the projects that they support
- Ability for donors to choose the type of project they want to support
- Individual or Corporate offsets offered
- Funds used for reforestation, energy efficiency and clean energy



terrapass

Terrapass is a multi-disciplinary team of individuals dedicated to the fight against climate change. Our mission is to provide the resources necessary for companies and individuals to understand and take responsibility for their climate impact.

terrapass

Main Selling Points

- 3 areas of focus:
 - Carbon offsets
 - Renewable energy credits
 - BEF water restoration certificates
- Individuals or corporate businesses can purchase or donate credits
- Online educational tools and resources including a carbon footprint calculator
- Help businesses & institutions prepare detailed carbon footprint analysis
- Create, implement, and operate customer-funded emissions reduction projects
- Work with businesses and institutions to develop custom renewable energy solutions for their operations
- Totally transparent about projects they work on - Know where your money is used
- Competitive prices - but not cheap
- Provide a monthly subscription option for their donors

Experience Principle Definition

Format of Activity

Now we understand the competitive landscape as well as hearing about AEG's goals and visions we need to create a set of experience principles that will form the guardrails for the future product and service.

Goals

- A clear set of experience principles
- Align these principles with the goals and vision for AEG



20 min.



1. As a whole group, discuss, cluster and create experience principles
2. Vote on the ones that resonate the most



Persona Understanding

Empathize with Key Personas

Empathize w/Key Personas

Format of Activity

Presentation of the key personas to the group to become familiar with the types of individuals who may use this service.

Goals

In-depth understanding of the needs of potential consumers of the AEG (IoT Connect Food Waste Bin).



10 min.



1. Presenting the personas to the whole group

Meet George

Actions & Behaviors

- Has an in-house composter
- Also has a compost heap in his back garden where he regularly empties his in-house bin

Needs & Motivations

- Cares about the environment and the impact that humans have on it
- Wants to understand the impact that his composting activities are having on the environment
- Would like to encourage others who live nearby to follow his example

Frustrations

- Only has intrinsic rewards for his composting efforts
- Would like to receive something back



George

“The Backyard Composter”

- Age: 42
- Home Location: Rural Countryside
- Not tech savvy

Meet Victoria

Actions & Behaviors

- Has an under the counter compost bin that she uses a lot
- Manually has to take her bin to her apartment block compost bin on an almost daily basis
- Participates in many other environment saving initiatives

Needs & Motivations

- Wants to see tangible results on her effort
- Would like to share her achievements with others
- Wants to create a community to do good
- Wants to show how great she is at composting to her network
- Is really motivated to make a social impact

Frustrations

- Isn't able to see the results of all of her work
- Manual process of composting that takes time out of her busy life
- Would like to share achievements with others to encourage them to do the same



Victoria

“The Millennial Environmentalist”

- Age: 29
- Home Location: City Living
(Apartment)
- Very tech savvy

Meet Simon

Actions & Behaviors

- Doesn't do much at the moment, but knows that he should do more
- Easier for him to throw food into his waste bin than to compost
- May use his apartment blocks compost bin if he has cooked a large dinner and has a good amount of waste, but this isn't a regular action he undertakes

Needs & Motivations

- Wants things to be more automated and easier
- Feels as though he would do more if he was incentivised to do so
- Very charitable and donates money to causes close to his heart

Frustrations

- Too much effort to fit within his busy life
- Doesn't like having food waste in his apartment
- Has other priorities that he focuses on



Simon

“The Intrigued Recycler”

- Age: 24
- Home Location: Small City
- Very tech savvy



Service Journey Mapping & Feature Ideation

Defining the Features that Make up the Service

Service Journeys & Features

Format of Activity

User journey (30 min): Using the 'How Might We' questions provided and keeping in mind the experience principles that have been created. Each team maps the user journey for their persona along with relevant features required to support that journey.

Share-out (15 min): Each team does a 5 min "share-out" of any interesting feature ideas that came to mind

Goals

- Understand the journey across the personas
- To achieve a consolidated set of features for the future service



45 min.

1. Remain in teams



2. Each team takes a persona and creates a user journey with supporting features



3. Present back their ideas to the wider group