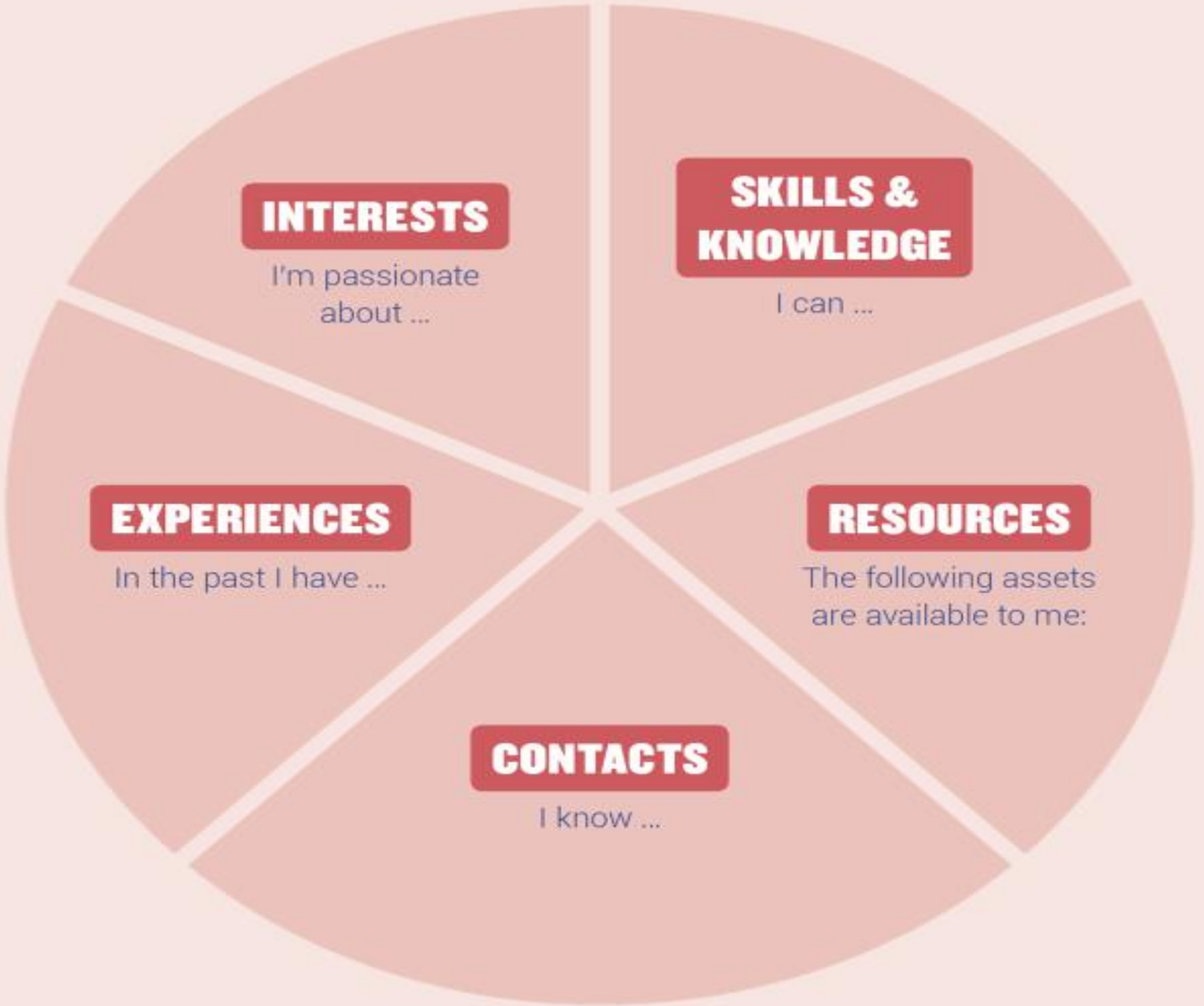
Interreg

Co-funded by
the European Union

Central Baltic Programme

Silver Entrepreneurs

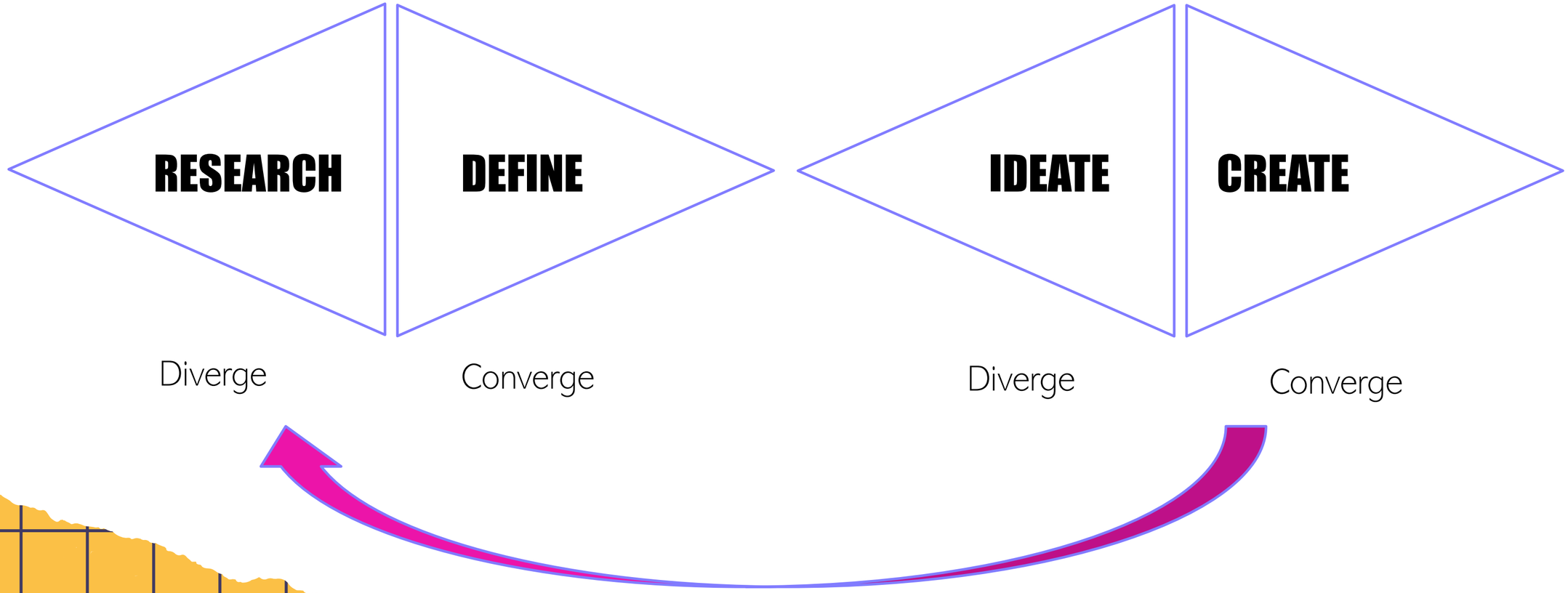
THE OPPORTUNITY MAP



Double Diamond Process

Finding the right PROBLEM/NEED

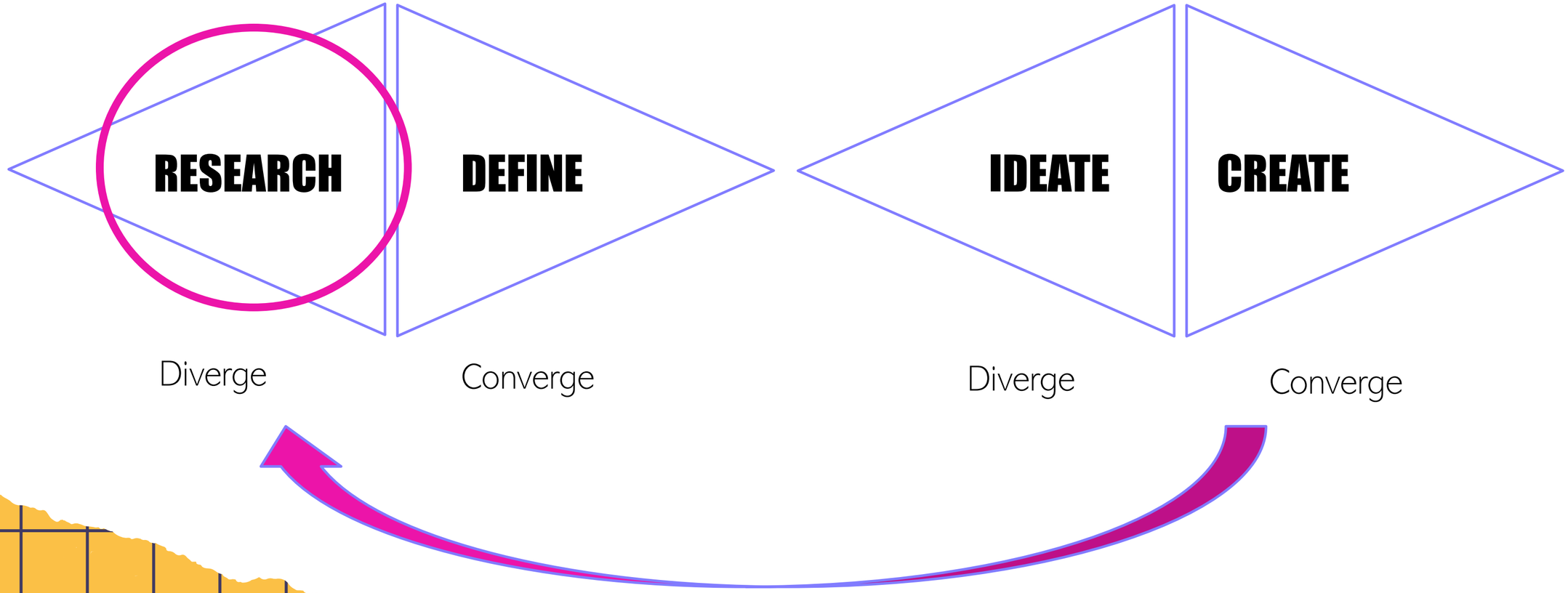
Finding the right SOLUTION



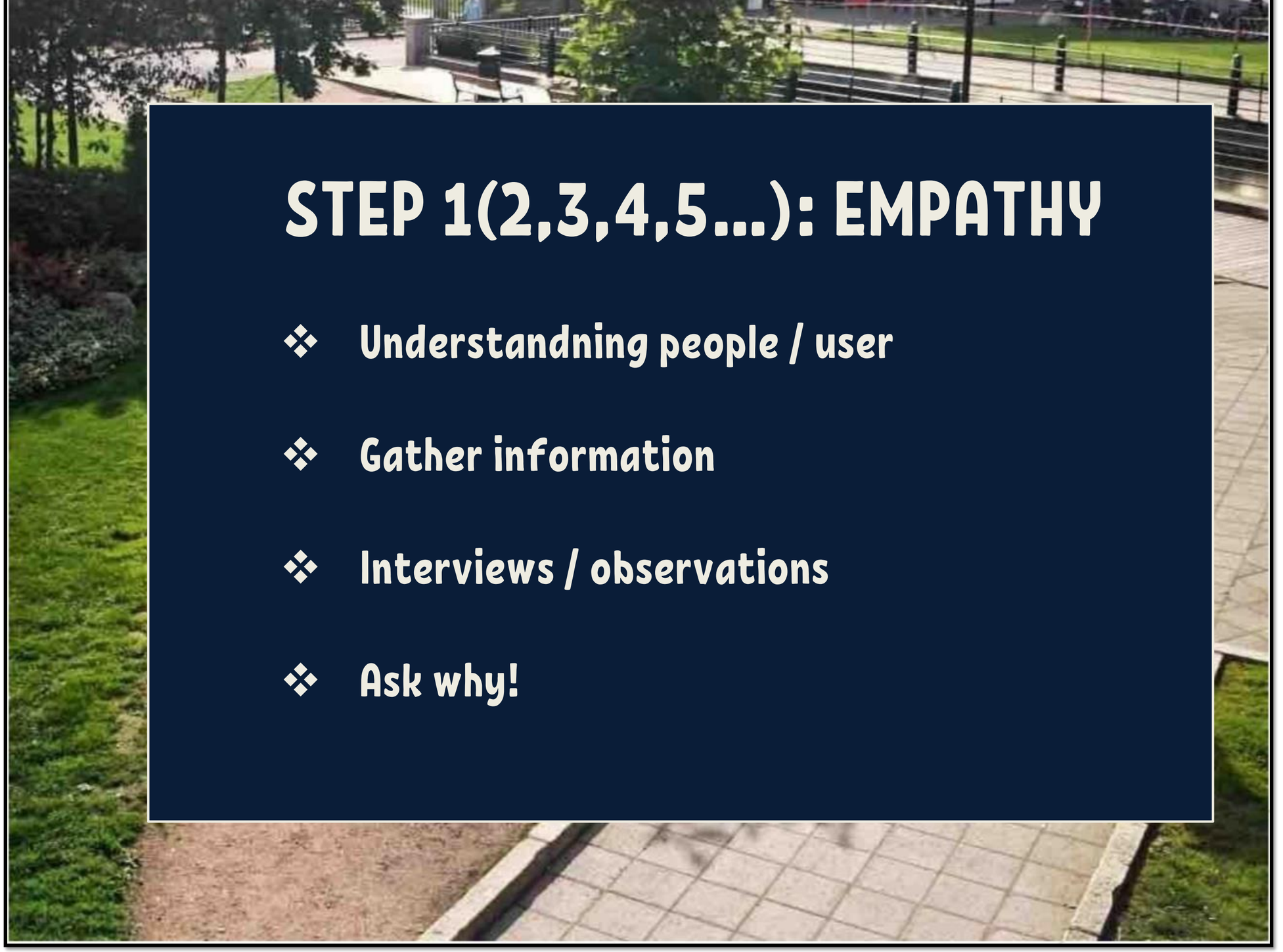
Double Diamond Process

Finding the right PROBLEM/NEED

Finding the right SOLUTION

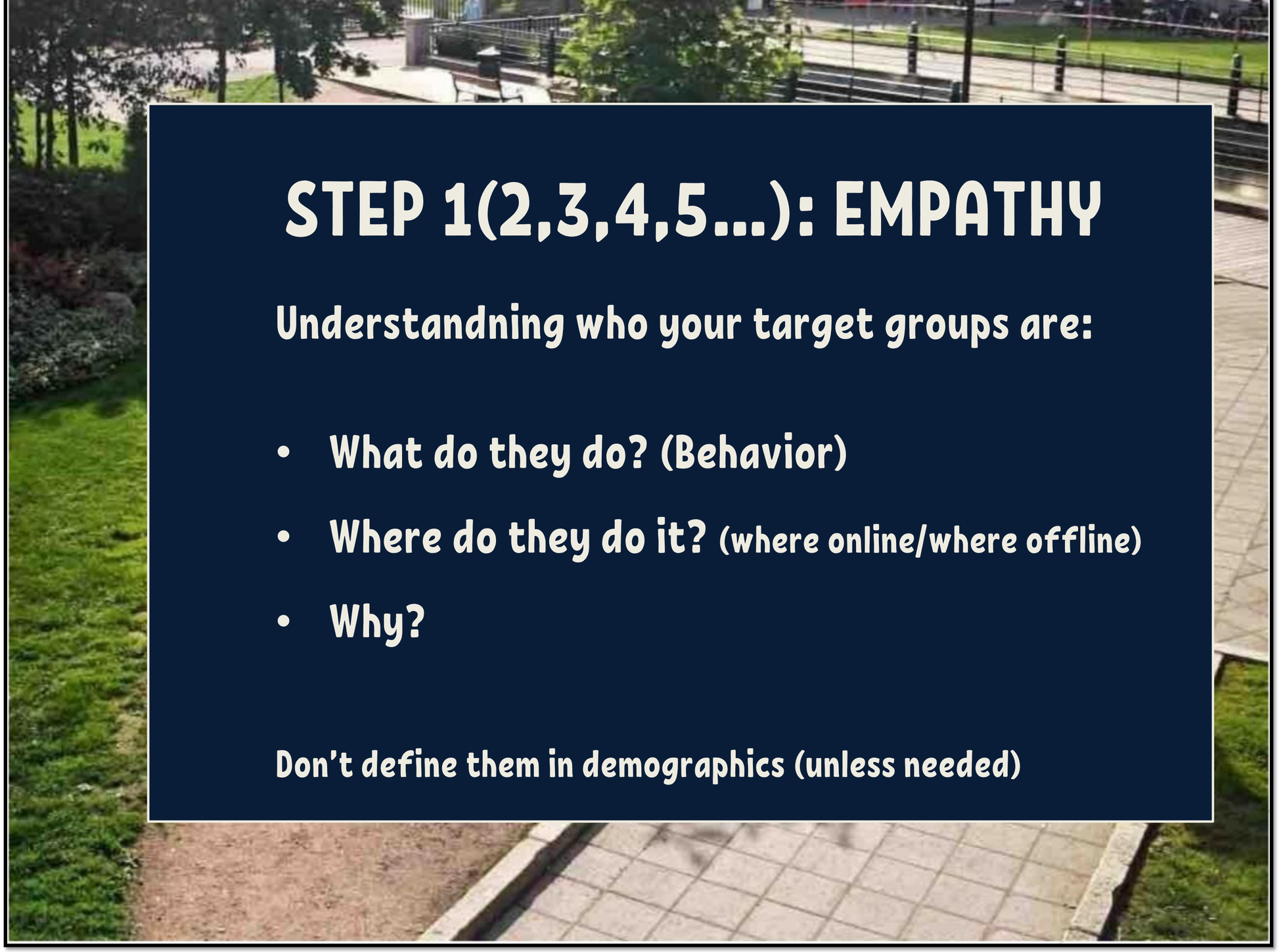


What you observe
What you expect



STEP 1(2,3,4,5...): EMPATHY

- Understandning people / user
- Gather information
- Interviews / observations
- Ask why!



STEP 1(2,3,4,5...): EMPATHY

Understandning who your target groups are:

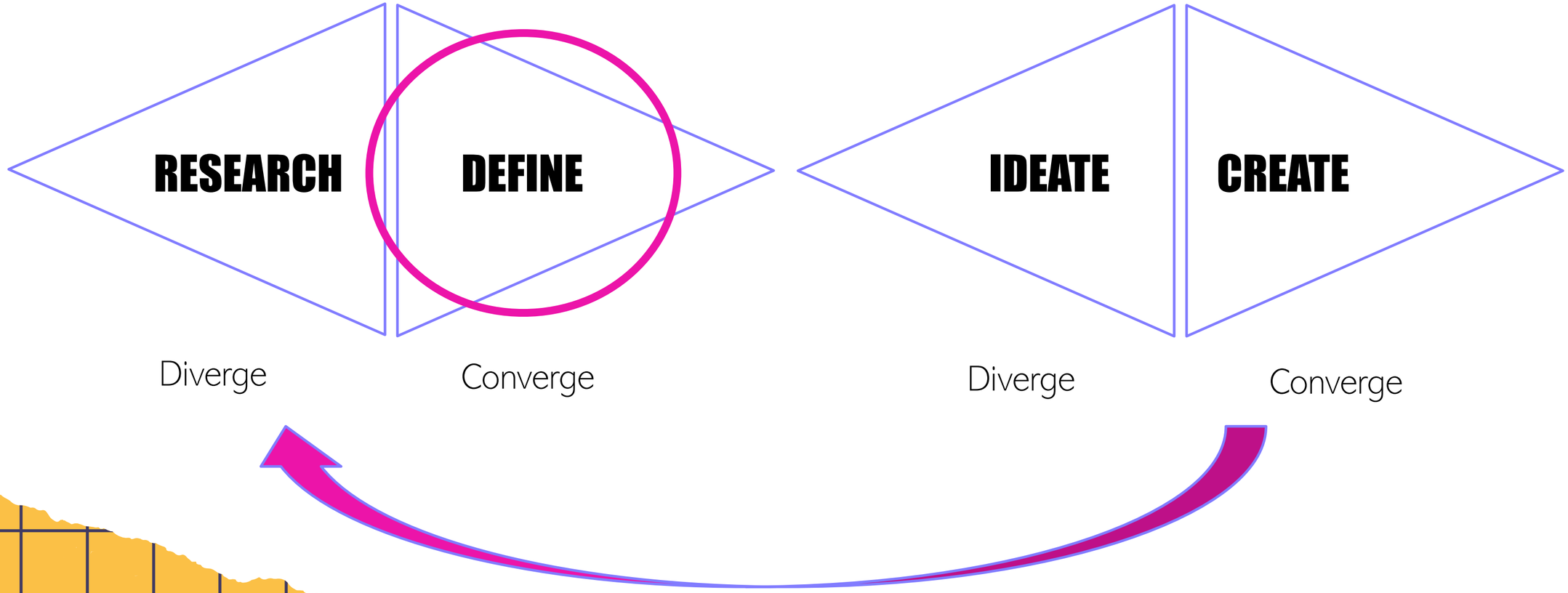
- What do they do? (Behavior)
- Where do they do it? (where online/where offline)
- Why?

Don't define them in demographics (unless needed)

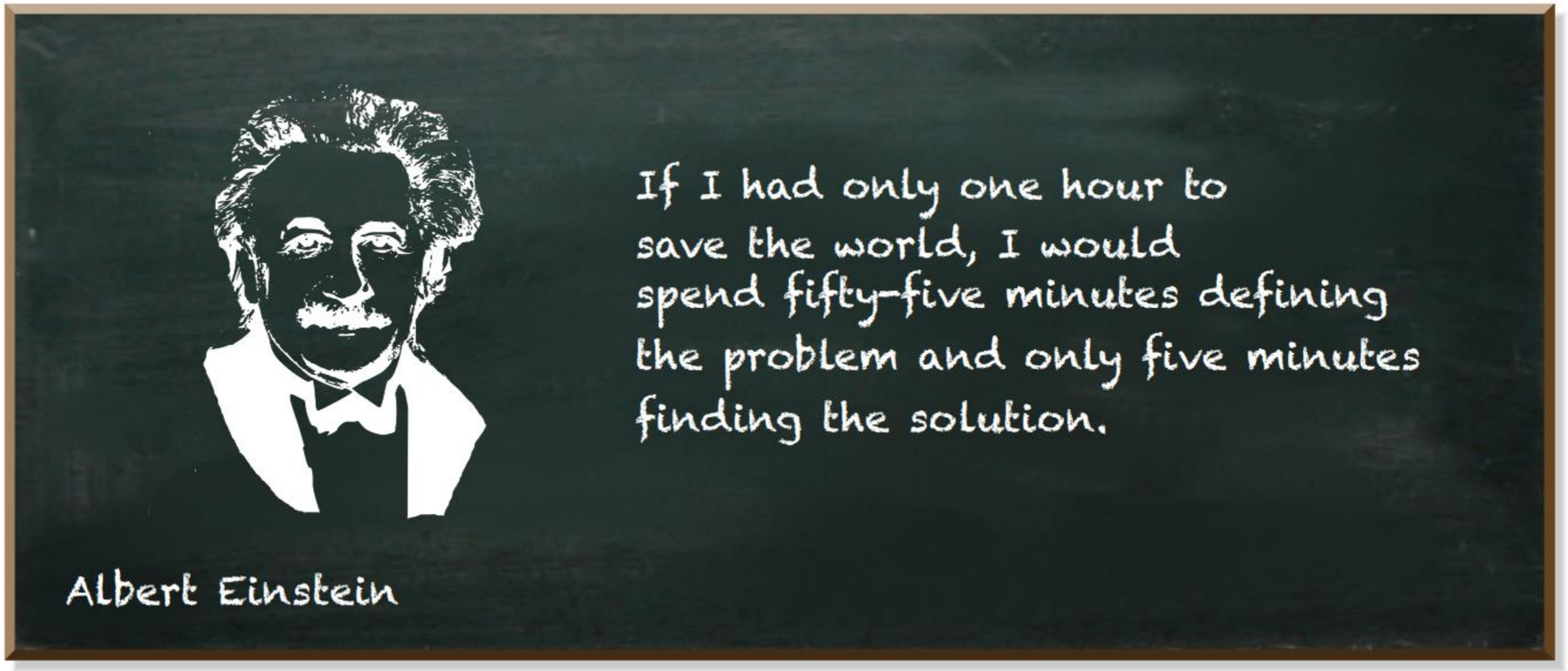
Double Diamond Process

Finding the right PROBLEM/NEED

Finding the right SOLUTION

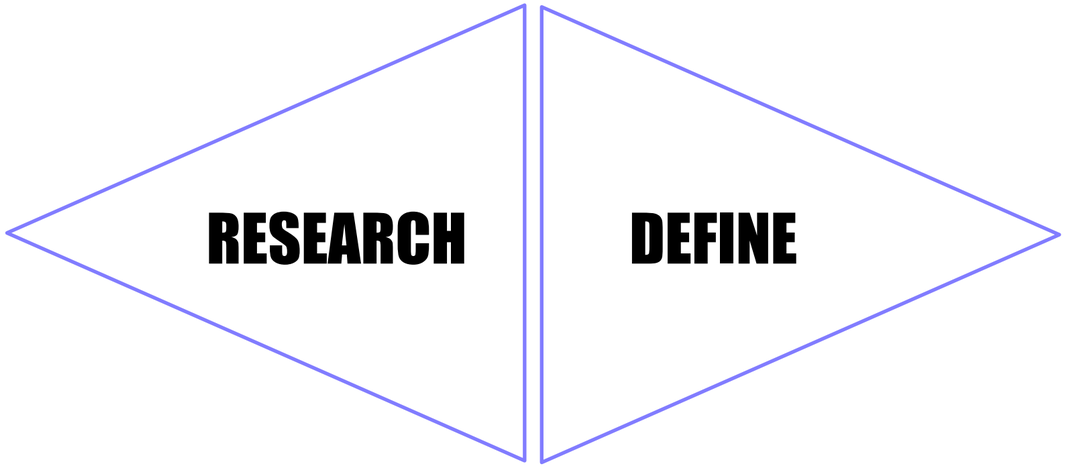


Define


If I had only one hour to
save the world, I would
spend fifty-five minutes defining
the problem and only five minutes
finding the solution.
Albert Einstein

Double Diamond Process

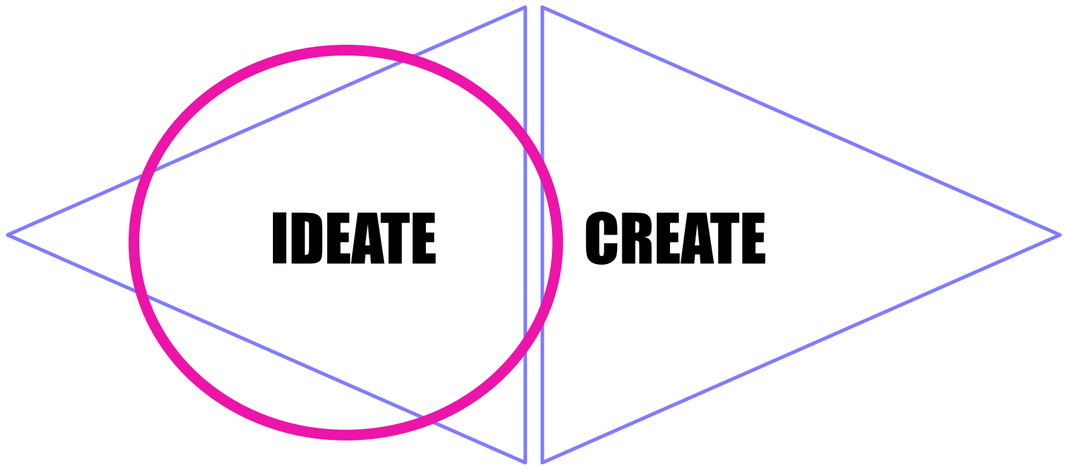
Finding the right PROBLEM/NEED



Diverge

Converge

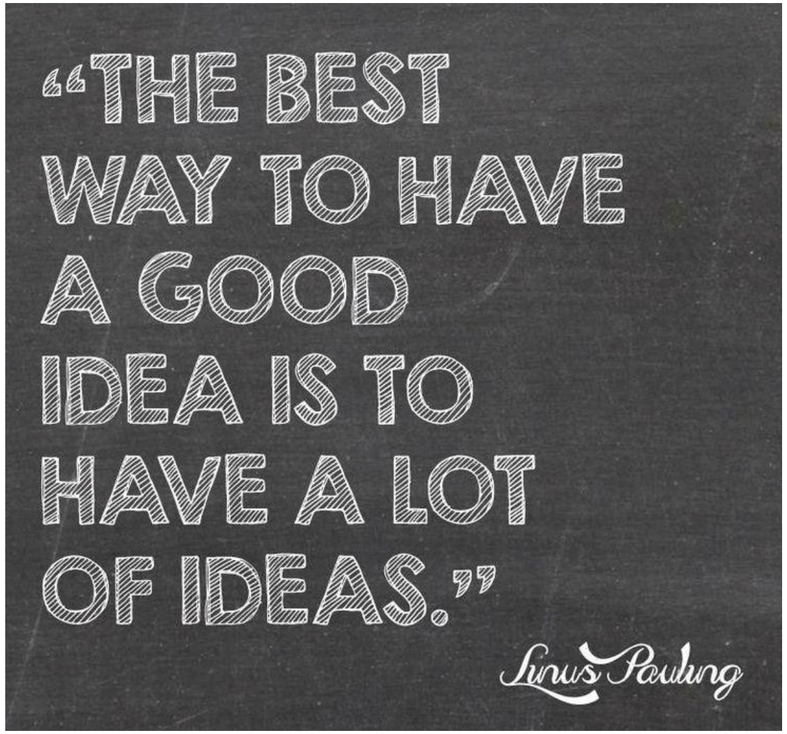
Finding the right SOLUTION



Diverge

Converge

Generating ideas



Generating ideas

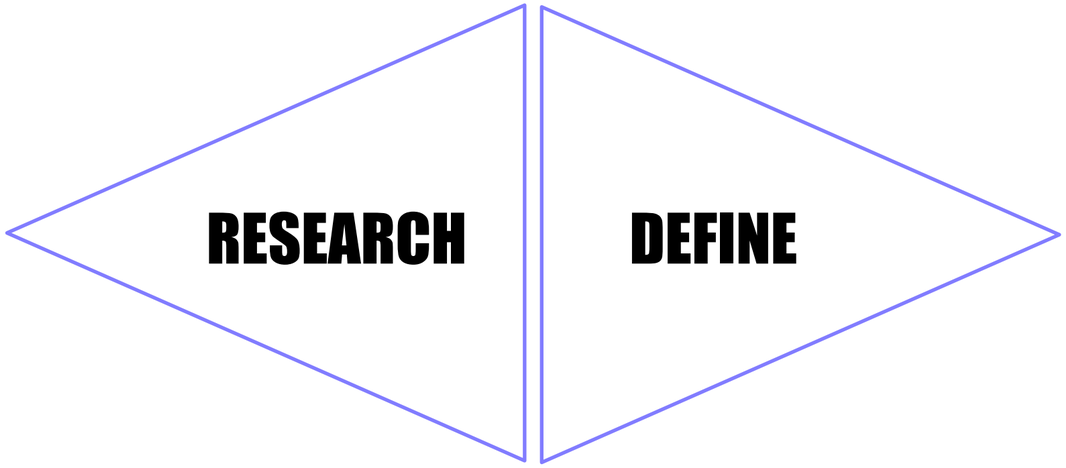
Two rules:

Maximum positive

As many as possible

Double Diamond Process

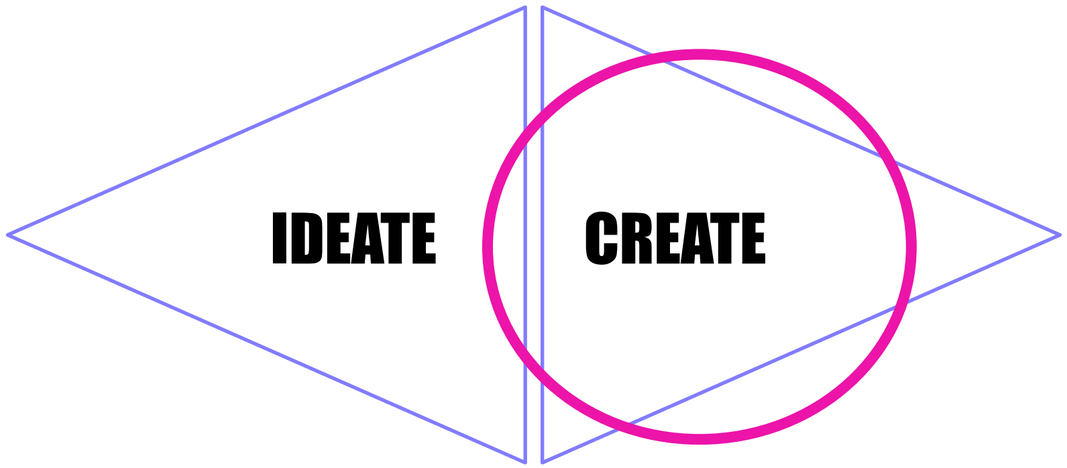
Finding the right PROBLEM/NEED



Diverge

Converge

Finding the right SOLUTION



Diverge

Converge

How do we know what idea will work?

ÄLGSPILLNING
ELCHLOSUNG
MOOSE DROPPINGS
(ALCES ALCES)
ÄLGKOLLEGIET, RÅSTAD, SWEDEN