DT Project Roadmap

Spot Opportunities

Meeting with business owner(s) to define the starting point

Define Extreme & Analogous users - create users pool

Select Core / Extended team Core team: 4-7 participants Extended team: 5-6 more people, mainly for Brainstorming Draw Insights 3. Session 4 hours to draw first insights - core team Reflect & conduct research for insights 4. Session 4 hours to finalize insights - core team (6 participants)

Observation & Research

- Observe Extreme & Analogous users (10-12, max 20)
- 1. Conduct interviews in pairs
- Conduct other research (if needed)
- Who: core team
- Train core team on how to conduct an Interview
- 2. At the end: meeting 4 hours to share interviews' input and other findings

Ideation

5. Conduct several sessions, Time 1 hour each. Who: Core team + Extended + Outsiders (non Eurobank) Spilt in teams of 5-6 persons

Prototype & Experiment



