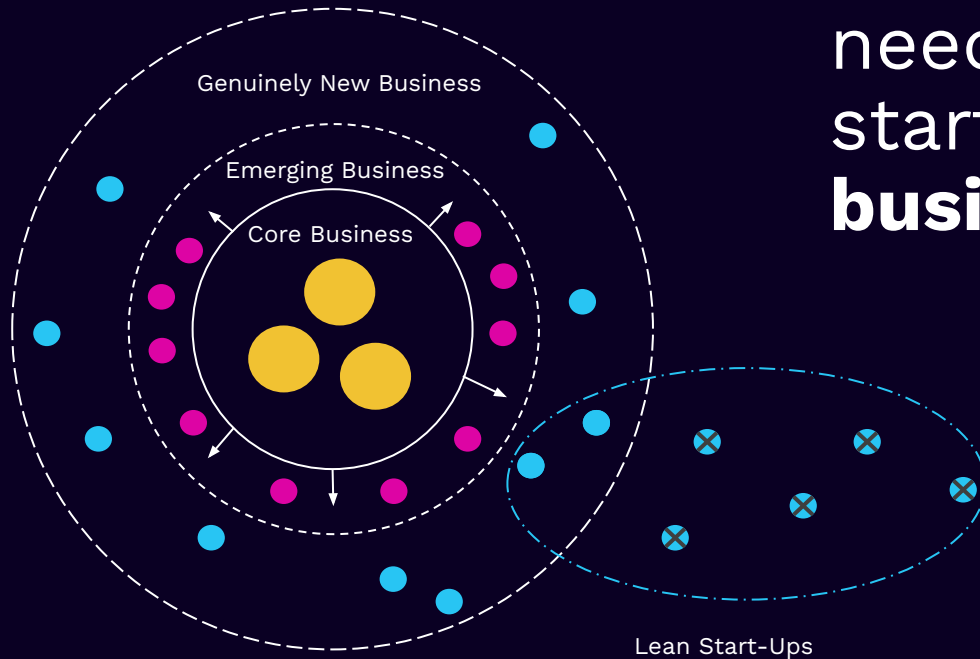**DIGITAL PRODUCT SCHOOL**

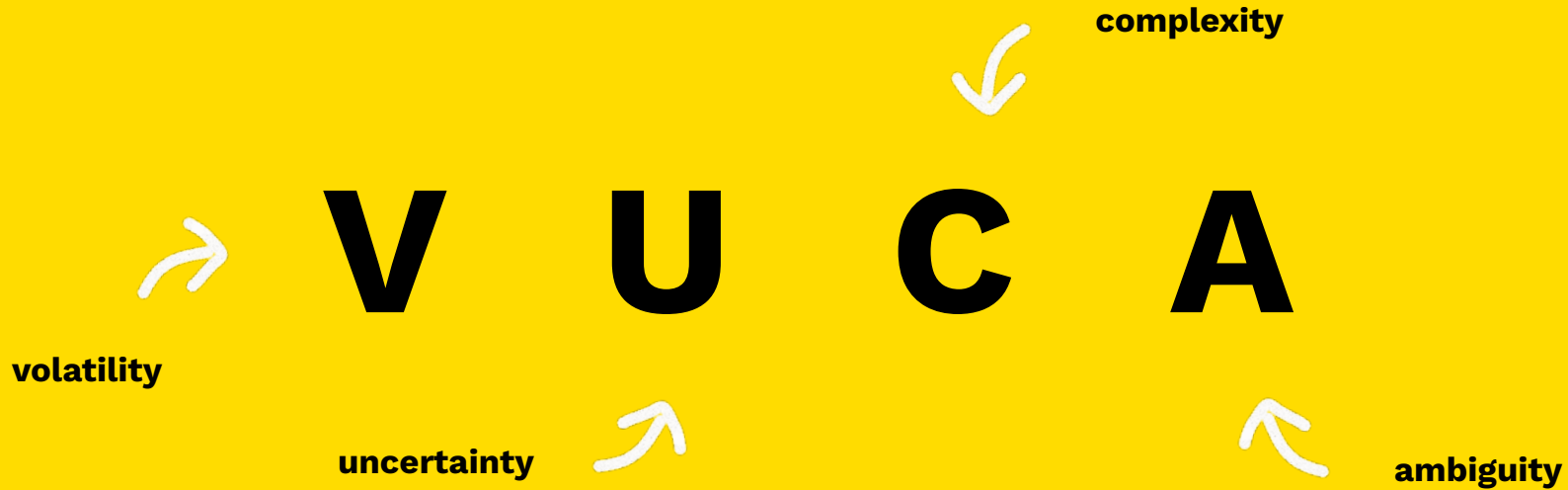# We shape the digital **products of tomorrow**

DPS connects digital professionals with businesses to work together on real world problems in a safe and agile environment.
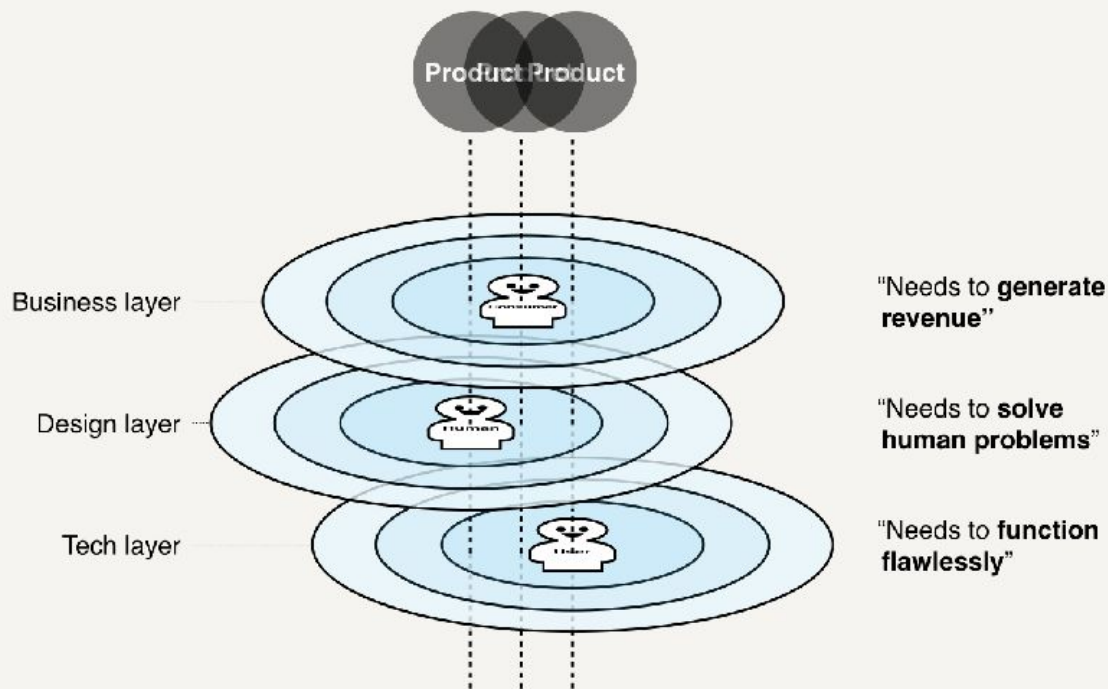
Genuinely New Business

Emerging Business

Core Business

Lean Start-Ups

Established companies need to act like a lean start-up to **discover new businesses quickly.**

For not getting disrupted and staying ahead of competition, established companies are searching for new business areas. This goes along with high uncertainties, risks and complexity.

DIGITAL PRODUCT SCHOOL

BUSINESS INNOVATION BY UNTER NEHMER TUM

It is tough to **make a proper plan** in a world of

complexity

V U C A

volatility

uncertainty

ambiguity

Today's environment is changing too fast as we could rely on a plan we started to craft a few years or even months ago.

Too often, digital products **are built in silos.**

Product Product

Business layer — "Needs to **generate revenue**"

Design layer — "Needs to **solve human problems**"

Tech layer — "Needs to **function flawlessly**"

© BERT BRAUTIGAM

Product

"Meets **human needs** and desires, is technologically **feasible**, and strategically **viable**"

Business layer — Consumer — "Needs to **generate revenue**"

Design layer — Human — "Needs to **solve human problems**"

Tech layer — User — "Needs to **function flawlessly**"

© Bert Brautigam

An **autonomous product team** can act like a lean start-up and **has all skills** to validate new business ideas quickly.

We hire talented people, graduates and students from all over the world to exclusively work as one team on your challenge.

Product Manager

Software Engineer

Viability

Desirability

Feasibility

Data

Interaction Designer

AI Engineer

DIGITAL PRODUCT SCHOOL
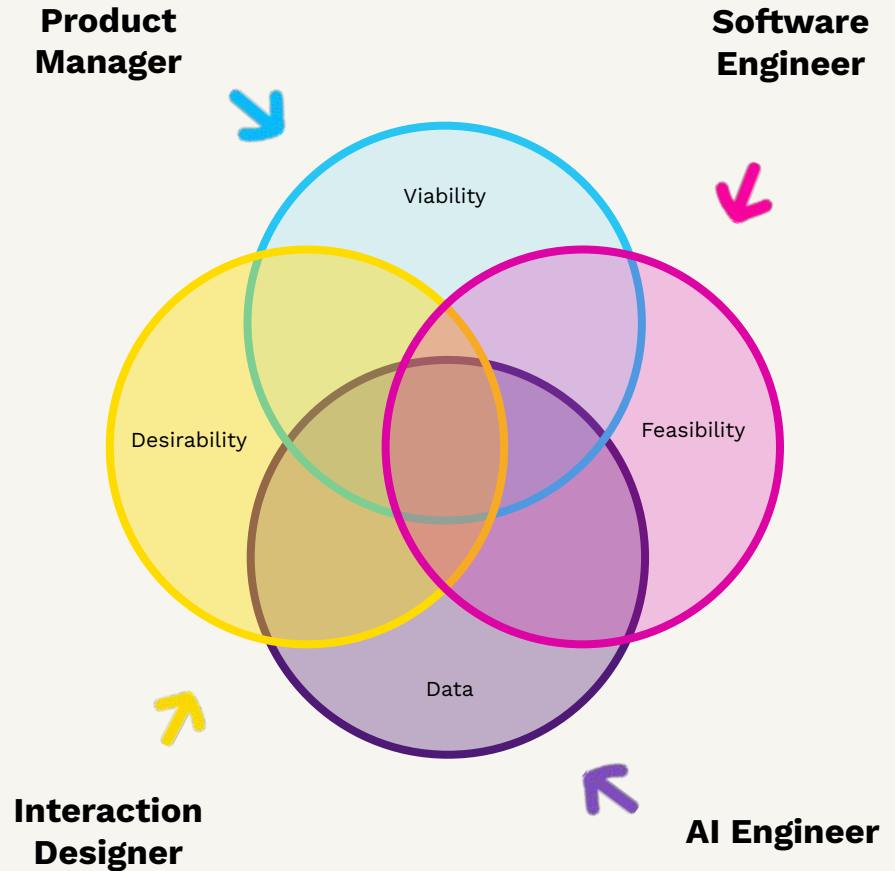
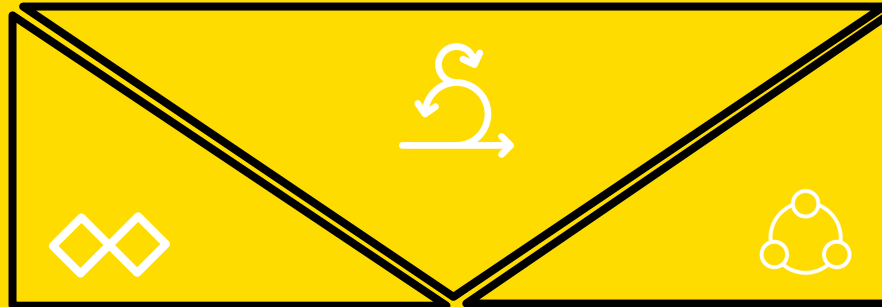# Picking the **best in class elements** from established product innovation approaches:

agile mindset

staying tight to the users, reacting on new insights and learnings, enabling the team to work effective and goal-oriented

lean startup

managing risks and assumptions, starting experiments, always striving to create a strong value proposition and serving the customer as fast as possible

design thinking

first, acquiring a crisp understandings of the users pains, desires, needs and workarounds, jumping into the shoes of our personas and ideating on solutions these individuals will love

3-Day Product Management Bootcamp

Work on your digital business idea, while learning state-of-the-art product discovery methodologies. During the bootcamp you work with our seasoned experts on:

- A deeper understanding of your target customer and their problems
- A first & concrete vision of your product

Work on your idea while learning new methodologies

	DI 6	MI 7	DO 8
	Introduction to Product Management 9:30AM bis 12PM	**Finish Press Release** 9:30 bis 11AM **Press Release Doc Read** 11AM bis 12PM	**User Story Mapping** 9:30AM bis 12PM
	Communicate your idea in a Fake Press Release 1 bis 4PM	**Generating Solution Ideas with Mini Stories** 1 bis 4PM	**Identify potential risks & assumptions** 1 bis 2:30PM **Setting up experiments to validate risks** 2:30 bis 4PM **Presentation and Q&A** 4 bis 5:30PM

Press Release

We will convert the insights of the Lean Canvas into a fictitious Press Release. The Press Release will assume that your product goes live and explain the experience from point of view of your customer.

The Press Release will help you to communicate your idea internally with all relevant stakeholders. In addition, it allows you to collect all open questions / doubts the stakeholders have about your product.

Goal:
- 1 page Press Release communicating your product
- Use it for internal communication
- Collect some questions / hypotheses, which need to be addressed

Problem Space Press Release

The Würth Group entrusts a DPS Team with reworking parts of their central 20,000-user tool.

Munich/Bolzano. The Würth Group, the global market leader in developing, producing, and selling fastening and assembly materials, announced that it will entrust one of the DPS teams of the upcoming batch with a Problem Space.

The DPS team is asked to improve parts of the company's central administration tool that handles inventory and orders, called »Speedy Touch«. »We hope that the DPS team finds ways to streamline or even rethink the search functionality and the way our salespeople document customer visits«, explains Simon Barner, Head of Omnichannel at Würth Group.

Speedy Touch is run and developed by Würth Phoenix, one of the group's software-building companies. Every day, more than 20,000 Würth employees use Speedy Touch. They work in Direct Sales, Pick-up Stores and call centres and are scattered all over the planet. »That's why we have a deep interest in DPS streamlining those essential parts of the product«, Michael Piok, CEO of Würth Phoenix, says. Over the last decades, Speedy Touch has accumulated a lot of features that might not be connected in the best way.

This results in salespeople interacting with the software too intensively when they should actually focus on the conversation with the customer. Although it is hard to measure, to Würth, it is evident that this hurts the revenue in the end.

Together with the DPS Core Team, Würth identified the use cases for »Search« and »Documentation« as promising candidates for the DPS team to rethink. Those two features represented pretty clear user journeys within Speedy Touch and can be re-invented without considering too many dependencies on other product parts. »We defined rough user journeys and decided on starting and end points that represent the team's scope«, so Barner. Within these boundaries, the team is free to explore better solutions.
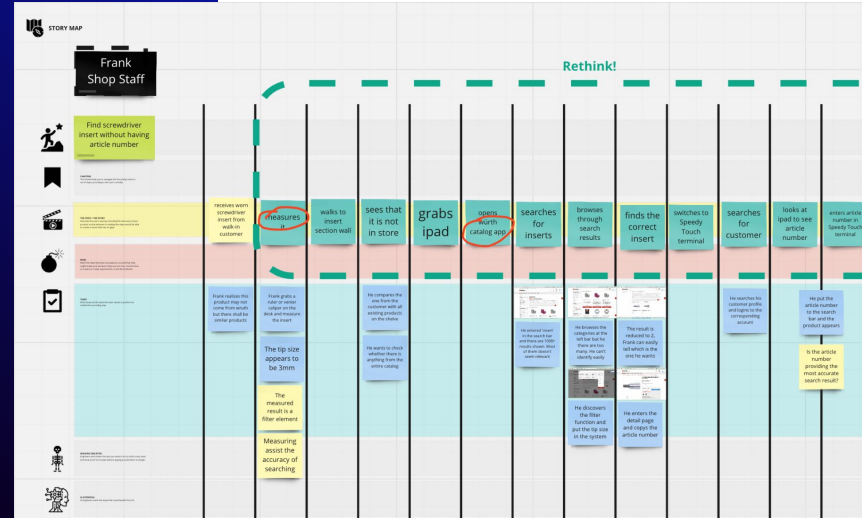
User Story Mapping

The User Story Map is like a visual map, which shows the journey of your customer through your product. With the focus on your customer, User Stories of your product are merged with a Storyboard.

The User Story Map helps to communicate and align the journey of the user in the Product Team.
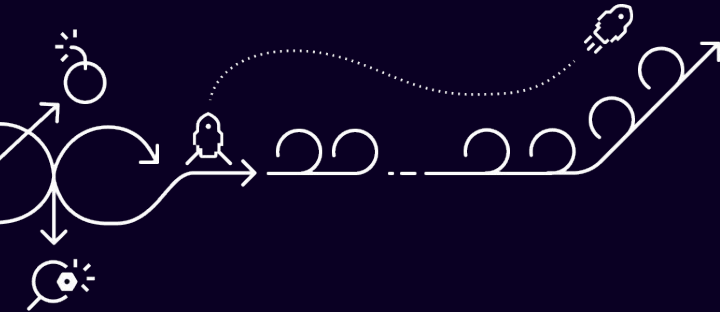
Goal:
- First User Story Map ready to be discussed with your team
- Identified potential risks / hypotheses in your solution

User Story Map of a team at Digital Product School

Get inspired by a 3-day bootcamp

+ Learn and apply state-of-the-art product discovery methods

+ Improve your digital business idea with feedback our seasoned experts

+ Identify actionable next steps for your challenge

Our seasoned experts and trainers combine decades of hands-on experience

STEFFEN KASTNER
Product Management
20+ years experience

BRIGITTE WEBER
Product Management
10+ years experience

MICHAEL STOCKERL
Director DPS
10+ years experience

ANNINA SCHAUPP
Agile Coach
10+ years experience

TOBIAS KALKOWSKY
Agile Coach
15+ years experience

MELIKE BILBEY
UX Design Expert
10+ years experience

MARCUS PAESCHKE
Head of Interaction
15+ years experience

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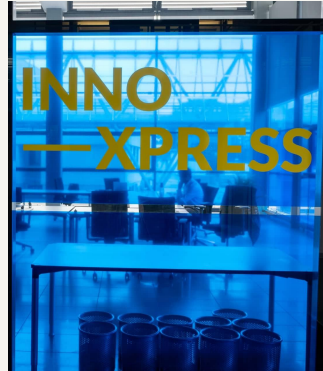
Join our
bootcamp!

May 6th to May 8th

Let's stay in touch via social media:

Carefree Cold Stores

Wouldn't it be great if we **reduced the energy consumption** by 20 % in cold stores?

A challenge provided by

Güntner
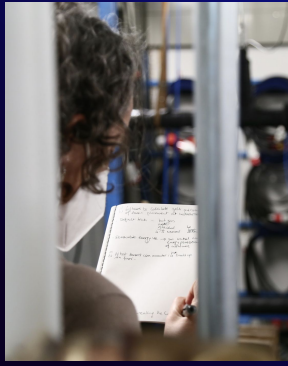
May, 2021

Carefree Cold Stores

How can we reduce energy consumption in cold rooms?

Benefit from the Digital Business Lab
- technical validation of the considered solution
- Basis for investment decisions
- sustainable growth in knowledge of product development competence

Solution
Using a real cold-cell, the team developed a proof-of-concept on how cameras observe, evaluate and assess the icing condition.

Learnings, Methods and factors for success
- Interviews with experts
- Access to hardware and hardware prototyping
- Further support of the development by 3 team members after the Digital Business Lab
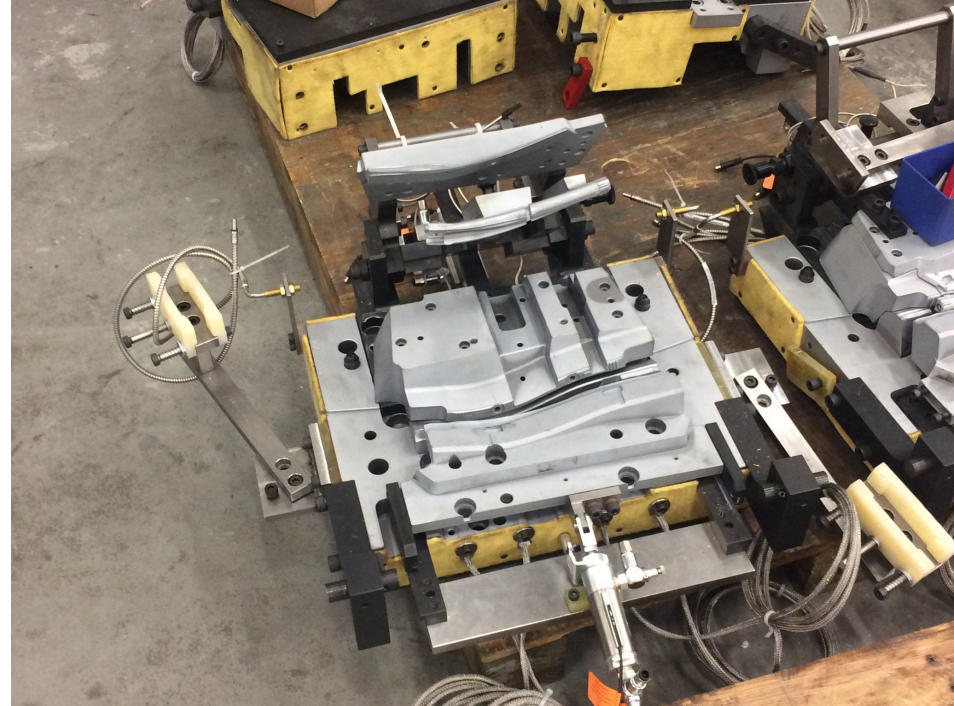

Abschlusspräsentation

Güntner

BY UNTER NEHMER TUM

DIGITAL BUSINESS LAB
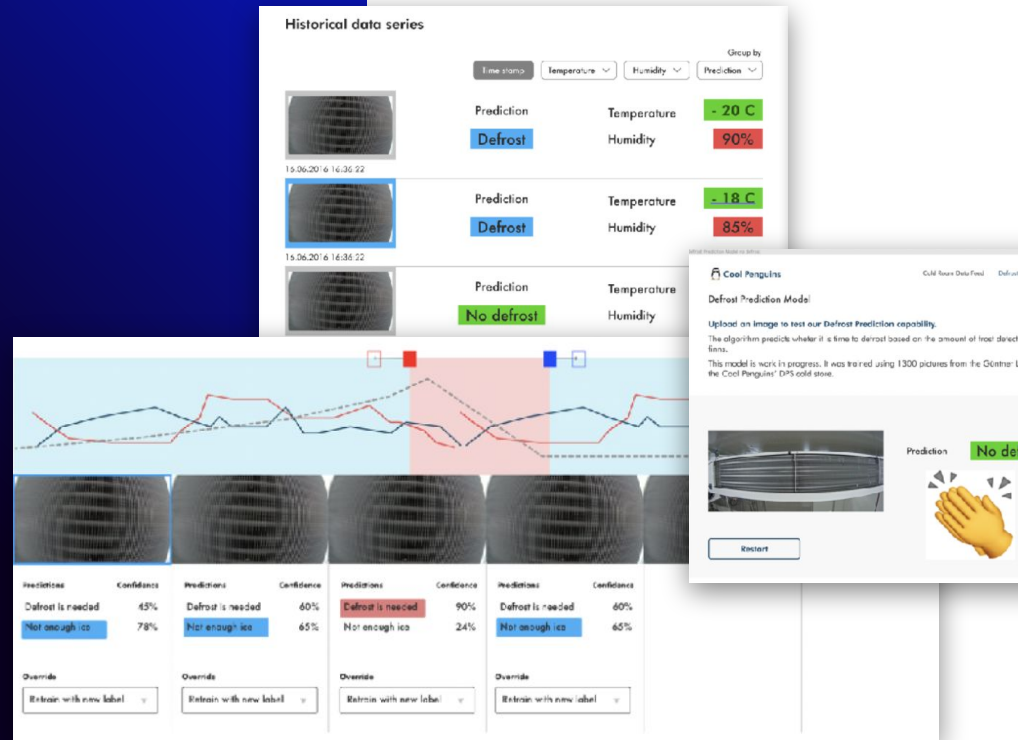
Digital Molds

Wouldn't it be great if **near-shoring** was profitable again?

A challenge provided by

September 2022

Digital Molds

How can we make near-shoring for suppliers profitable again?

Benefit through the Digital Business Lab
- test of the biggest risks (sharing of data)
- Insights on user behaviour
- Identification of key KPI's and features
- Evaluation of AI-potential in the interpretation of the available data

Solution
The team designed an effective and goal-oriented SaaS platform which made it possible to improve the processes of injection molding production. Tool parameters are continuously recorded and evaluated in order to realize performance improvements.

Learnings, Methods and factors for success
- Landing-Page experiments
- Lean Experiments, to test the biggest assumptions and risks
- User-Story-Mapping
- Low-Fidelity-Prototyping (e.g.: User Interface Sketching)

[Fokusartikel auf UnternehmerTUM](#)   [The Innovator Artikel](#)

PFAFF
Werkzeug- und Formenbau

BY UNTER NEHMER TUM

DIGITAL BUSINESS LAB

Safe Construction Sites

Wouldn't it be great if a traffic-affecting construction site **would document itself**?

A challenge provided by

fk

September 2020

Safe Construction Sites

How can we have the documentation at construction sites done independently with public support?

Benefit through the Digital Business Lab
- technical validation of the considered AI solution
- recruitment of well-trained talents after the project -> Spin-Off ''CM1''
- learning important tools and methods together

Solution
Part of the solution contains the automatic evaluation of images showing construction sites using AI. Suspicious observations are reported directly to the site manager. A further part of the solution supports the manager in carrying out the documentation duties with a well thought out workflow.

Learnings, Methods and factors for success
- Interviews with experts
- Jobs-to-be-done and monitoring processes
- Crowdsourcing of pictures showing construction sites
- Further support of the development project by 4 team members after the DIgital Business Lab
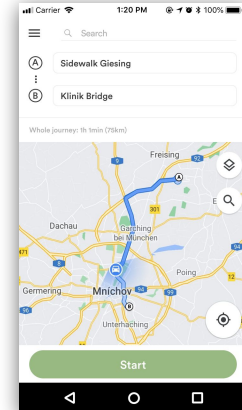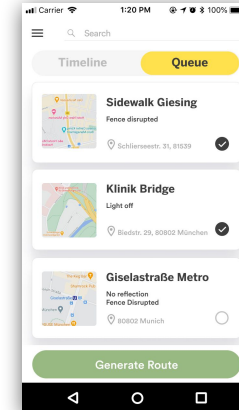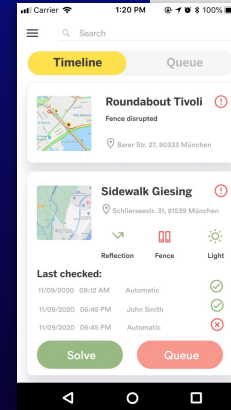
Abschlusspräsentation 1   Abschlusspräsentation 2

DIGITAL BUSINESS LAB

Predictive Maintenance

Wouldn't it be great if **the health of the machines was predicted** to the service maintenance crew to save time and money?

A challenge provided by

HÖRMANN
Gruppe

May 2021

Predictive Maintenance

How can we reduce machine downtimes?

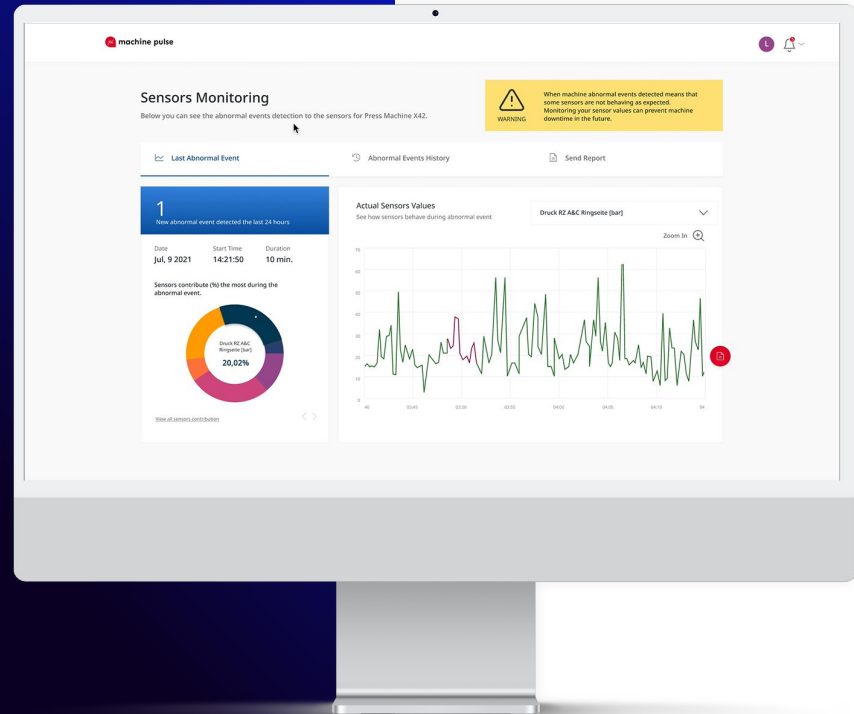**Benefit through the Digital Business Lab**
- better technical understanding of the cause of failures
- Exploration of a technical Setup
- Validation of how assistance should be provided to users

Solution
The detection of abnormalities in data by an ML-algorithm which was implemented prototypically. This feature provides real-time information on whether a machine is at risk of failure.

Learnings, Methods and factors for success
- notifications should be send to the smartphones
- take advantage of reliable offerings, such as MWS, Quick sight
- User-Story-Mapping for a better understanding of the user journey

Abschlusspräsentation