

Designing for Demand

MGMT 579

Generating “demand” is the goal of every marketing organization and is key to the success of any new product. Adrian Slywotzky in *Demand: Creating What People Love Before They Know They Want It* describes the six pillars of design for generating demand that the most successful products follow.

Learn how the most successful products generate 6 to 12 times the demand of their closest competitor through deep design.

Using the Slywotzky design frameworks and hands on practice, project teams will research, design and prototype a new product to achieve high demand. Project teams will identify a product idea and then use the tenets of human centered design to research the user’s “hassle map” to identify latent unmet needs and produce a high demand product launch plan.

“Design can be art. Design can be aesthetics. Design is so simple, that’s why it is so complicated.” Paul Rand (designer of the IBM, UPS, ABC and NeXT logos)

Monday
Evening
Summer 2012

“Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it’s really how it works.”

Steve Jobs



Observe and Research	Design and Prototype	Generate Demand Plan
Using human centered design principles, students will observe their prospective customers “in the wild” to discover latent unmet needs. The “hassle map” and “theory of constraints” frameworks will guide the user research.	From the insights generated during the user research phase, students will generate paper and behavioral prototypes to select the highest value solutions. During this phase students will identify ways to make the product “magnetic” and find the “triggers” that will lead to buying.	Based on the research and design prototypes, the students will create a demand plan that includes a go to market plan and product road map that will optimize the value capture opportunity. Value capture includes an understanding of what drives higher valuations as a result of demand.

Skip Walter is a serial entrepreneur, angel investor, and affiliate faculty member in the Department of Human Centered Design and Engineering at UW. Skip was a senior executive at Fortune 1000 companies like Digital Equipment Corporation (now HP), Aldus (now Adobe), and founding CEO of Attenex (now FTI Consulting).

Email: waltsky@uw.edu Bio: <http://skipwalter.net/about/>