

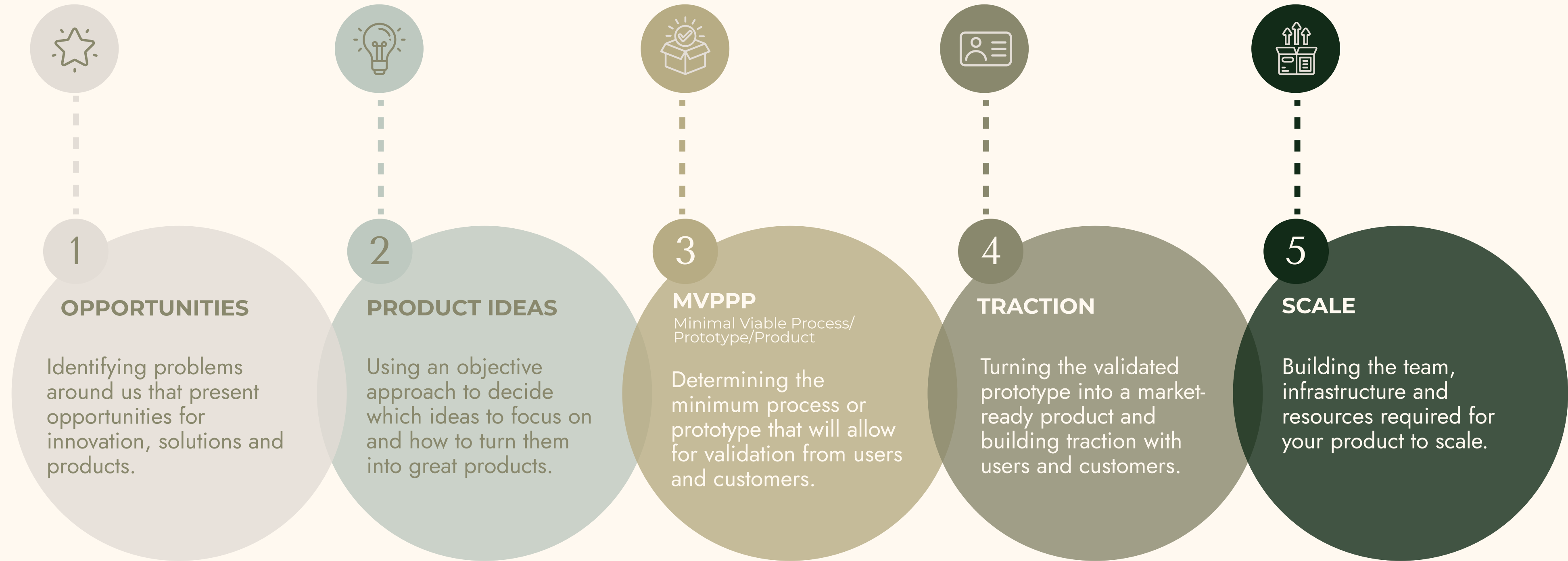


THE STRAWPATH APPROACH™

A RAPID AND AGILE PROCESS TO TURN INNOVATIVE IDEAS
INTO MARKET-READY PRODUCTS.

THE STRAWPATH APPROACH

THE 5-STAGE RAPID & AGILE PROCESS



Strawpath

The Strawpath Approach enables you to develop your ideas into innovative products using a rapid and agile process.

Our unique approach is designed to help you decide which ideas to work on, quickly validate them, build rapid prototypes then sustainably scale validated product ideas.



STAGE 1: OPPORTUNITIES

Identifying problems around us that present opportunities for innovation, solutions and products.

KEY ACTIVITIES:

Market research; Brainstorming; Listing problems and challenges that need solutions; Shortlisting problems to those you can fix.

TARGET AUDIENCE:

Internal product or innovation team.

GUIDELINES:

-  Observe around you and identify frequent and common sources of complaints, frustrations, and inefficiencies.
-  What can be made better, faster, cheaper, more accurate, safer, healthier, simpler, easier, more efficient, more exciting or more remarkable?
-  Eliminate problems not within your capability to solve either because you don't understand the industry enough or don't have access to necessary resources.

TIPS:

Focus on problems you can validate as genuine in a field of work, profession or industry that you are comfortably familiar with.

Problems in industries that you are unfamiliar with are likely to require a steeper learning curve and be more challenging to validate or solve.



STAGE 2: PRODUCT IDEAS

Using an objective approach to decide which ideas to focus on and how to turn them into great products.




KEY ACTIVITIES:

Brainstorming types of solutions, products or services for problems identified; Rating and ranking ideas; Prioritising and filtering out ideas.

TARGET AUDIENCE:

Internal product or innovation team; Industry experts and consultants.

GUIDELINES:

-  1. Against each problem identified, identify the different types of possible solutions. These could be new processes, new features, new products or new services.
-  2. Eliminate the solutions not within your capability to implement. This might be due to limited resources or simply due to limited subject-matter knowledge.
-  3. Outline how your solution will work. Will it require a new process, new behaviour, new features or new products? How will it solve the problem it is attempting to address?

TIPS:

Avoid “falling in love” with a specific idea. This will blind you from being objective.

Be ambitious with what or how you are trying to solve a problem. Easy-to-solve problems will often have many competitors.



STAGE 3: MINIMAL VIABLE PROCESS/PROTOTYPE/PRODUCT (MVPPP)

Determining the minimum process or prototype that will allow for validation from users and customers.

KEY ACTIVITIES: Prototype development; Prototype demos; User research; Product-Market Fit calculations; Basic branding.

TARGET AUDIENCE: User focus groups; Industry experts and consultants.

GUIDELINES:

1



Start by hypothetically explaining the solution to potential customers or manually solving the problem for them. This will give you a rough indication whether the solution is viable.

2



Only build what you need to build to confirm that the solution will work and will be usable by customers. It is called 'minimum' for a reason.

3



When building early prototypes focus on the core problem and the customer experience rather than necessarily building a solid foundation and product. Speed over robustness.

TIPS:

Avoid wasting time and resources making your initial prototypes unnecessarily elegant or robust.

Your MVPPP does not need to be usable or interactive. It could be concepts, mock-up designs, an explainer video or even a flowchart.

It is too early to market our products to the masses at this stage. Demo your prototype directly to potential users or focus groups.



STAGE 4: TRACTION

Turning the validated prototype into a market-ready product and building traction with users and customers.

KEY ACTIVITIES:

Branding; Product demos; Business development; Targeted sales; Demos at industry events.

TARGET AUDIENCE:

Early adopters; Core target customers.

GUIDELINES:

1



Work and refine on the messaging and market positioning that will convince potential customers to try the product.

2



Initially customers are likely to need a high level of hand-holding. Have a team ready to help users and also prepare documentation, images and How-To videos.

3



Test and refine your pricing strategy. Are customers willing to pay for your product? If not in cash then with personal information of anything else you will be need to obtain from them?

4



Track and measure user engagement with the product. How sticky is the product with initial customers? Do they try it only once or do they keep coming back to it?



STAGE 5: SCALE

Building the team, infrastructure and resources required for your product to scale.

KEY ACTIVITIES:

Operations; Customer service; Sales; Marketing.

TARGET AUDIENCE:

Existing customers; Mainstream customers.

GUIDELINES:

-  Revisit how your product has been built and start to incorporate elegance, in design and robustness of the functionality, to enable it to scale.
-  Gradually incorporate additional features that enhance the benefits users obtain from the product.
-  Build the right team and processes to support your product as a legal brand or company.

TIPS:

Products don't sell themselves, however great they are. Ramp up your sales, marketing and advertising.

Avoid overly focusing on what your competitors are doing. Your customers are your best guide on what features to develop into your product.





IMAGINATION. EXPLORATION. INNOVATION.

TURNING INNOVATIVE IDEAS INTO MARKET-READY PRODUCTS

Strawpath is an innovation, solution design and product development lab and consultancy.

Get in touch

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