"Ability To" Statements

Developing new ideas

Once we've identified a Big Idea to pursue, we need to start to define the details and articulate the value.

Rapid ideation and lateral thinking helped us identify *lots* of new ideas, and frameworks like a 2x2 helped us downselect to one or two of the very best ideas, based on an evaluation of cost and feasibility.

Now, we'll work with those best ideas in order to identify the details and discrete capabilities that help a person achieve their goals.

Features vs capabilities

Features describe what a product <u>has</u>. Capabilities describe what a product <u>helps me do</u>.

Often, products are described by the features they have; these features describe what a product has, or what a product does. But features are product-centric.

Capabilities are user-centric: they describe what someone can do with a product.

Thinking about a product from a user-centric perspective helps to build empathy with an audience, which in turn helps ensure that a person will have a positive experience using the product.

Features vs capabilities

Features describe what a product <u>has</u>.
Capabilities describe what a product <u>helps me do</u>.

Features

- Listing management

- Listing Search

- Browse

- Smart pricing tool

- Host Assist ®

- Host mentoring program

- Cross-device Continuity

- Ratings

Capabilities

- The ability to find an affordable property and learn about how it looks and feels

- The ability to see how other people felt about the property

- The ability to get in contact with the host to ask them questions

- The ability to reserve a property for a certain timeframe and at a certain price

Features vs capabilities

Features describe what a product has.
Capabilities describe what a product helps me do.

Features

- Compact design

- Powerful motor with the same torque and performance of a full sized drill

- LED light

- MagTray® magnetic holder

- 1/2 in. single-sleeve, keyless chuck with automatic spindle lock

- On-board bit storage

- 24 position clutch and 2-speed gear box

- Top-mounted bubble level

Capabilities

- The ability to drill holes in drywall, wood, cement, ceramics, and other materials

- The ability to work in a physically unconstrained manner

- The ability to work in dark spaces

- The ability to work consistently for an all-day shift

- The ability to quickly change bits with one hand

- The ability to identify if a surface is level

"Ability to" statements

A capability is framed as an "ability to" statement.

By structuring a capability as a succinct "ability to" statement, we shift from thinking about what the product has, and start thinking about what the product helps someone do.

An "ability to" statement:

- Describes what someone can do with a product (includes a verb)

- Ignores technology, and instead focuses on human wants, needs, and desires

- Doesn't describe how someone does something, leaving the mechanism for action to be defined later

"Ability to" statements

Start with one of your design ideas.

Design idea

Recall the top design idea from your 2x2 prioritization activity, and the corresponding goals.

A tool that helps students connect with alumni in order to get feedback on school work and gain tutoring and mentorship.

"Ability to" statements

Identify the user goals.

Design idea

Recall the top design idea from your 2x2 prioritization activity, and the corresponding goals.

A tool that helps students connect with alumni in order to get feedback on school work and gain tutoring and mentorship.

User goals

- A student wants to get help with their school work

- A student wants to gain confidence in their choices

- A student wants a supportive mentor

- An alumni wants to give back to their university

- An alumni wants to act as a mentor

"Ability to" statements

Answer the key capability questions.

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- An alumni wants to give back to their university

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Key questions

For each goal, ask yourself these questions:

- In order to achieve this goal, what behaviors need to change?

- In order to achieve this goal, what emotions need to change?

- In order to achieve this goal, what actions need to take place?

- In order to achieve this goal, what attitudes need to adjust?

"Ability to" statements

Identify the capabilities.

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Capabilities

- The ability to find an alumni that matches their interests and passions

- The ability to reach out to an alumni and ask for help

- The ability to explain the types of help they need

- The ability to volunteer to be a mentor

- The ability to learn how to be an effective mentor

"Ability to" statements

These questions show where the <u>human experience</u> experience will need to change for the product to be successful.

In order to achieve this goal, what behaviors need to change?

In order to achieve this goal, what emotions need to change?

In order to achieve this goal, what actions need to take place?

In order to achieve this goal, what attitudes need to adjust?

Behaviors

Emotions

Actions

Attitudes

Developing new ideas

Why are we doing this?

We've created lots of ideas, downselected them to the most important, and identified core user goals. These "ability to" statements capture and begin to define what the product actually is and does.

By focusing on capabilities instead of features, we drive product definition from the perspective of a user, rather than from the perspective of technology. This means that a customer will have a more meaningful relationship with the product, and will be able to relate on a more intimate level to the product.

Thank you!

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