

# Needfinding for Disruptive Innovation

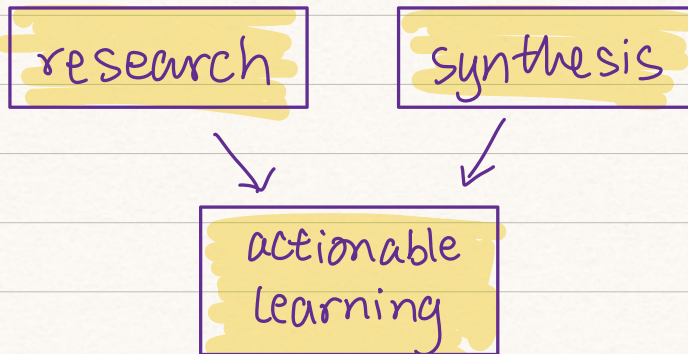
Notes by Yuchen Wang

9x

A new solution must be nine times better than the current one to get users to change

★ innovation is not enough

★ need to understand people in market much better



notes from user research

## ↓ FRAGMENTING

stand-alone insights

## ↓ CHUNKING

rearranged insights  
(similar post-its together)

First pass: by frequency

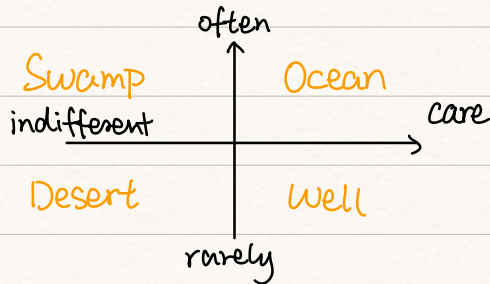
How often are themes mentioned?

Second pass: by timeline

- Is there a new opportunity?

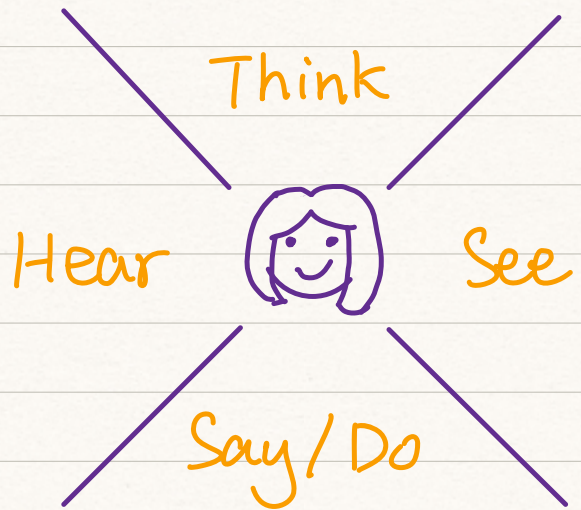
## ↓ MAPPING

Narrow down potential needs to meet by evaluating the value



## ↓ EMPATHY MAP

What is a customer's mind at a decision making moment?



## ↓ VALUE PROPOSITION

