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COUNCIL

# DIGITAL MAKERS SERIES

Hands-on Tech Skills to Build Your Startup



Every Wednesday, 5:00pm – 7:00pm.  
Liverpool Council Library - Attend  
one or all!







# Liverpool Innovation Entrepreneurship Program

Helping South West Sydney turn ideas  
into impact

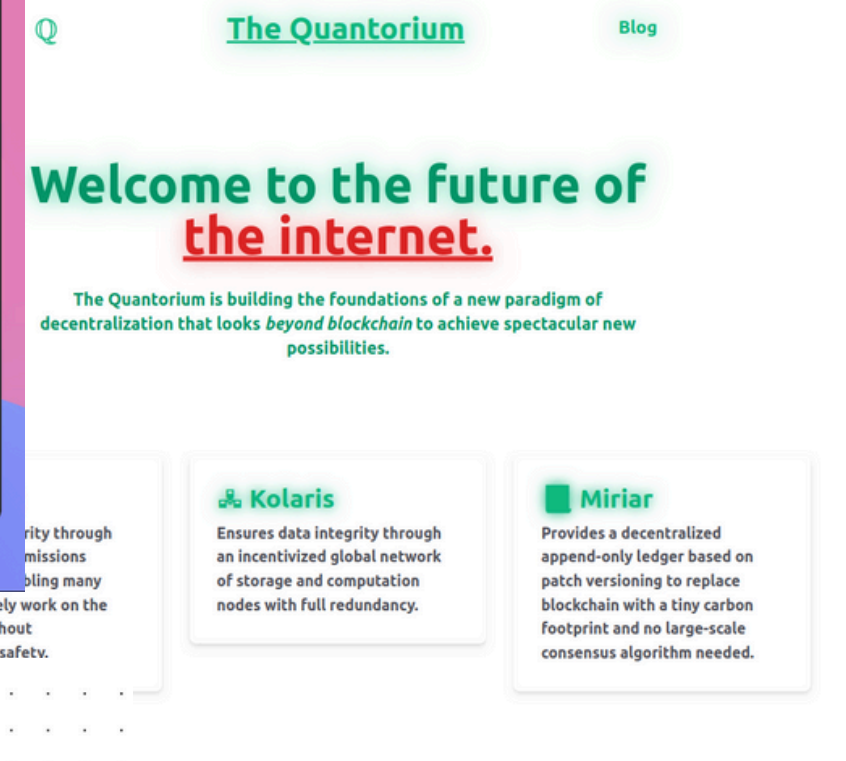
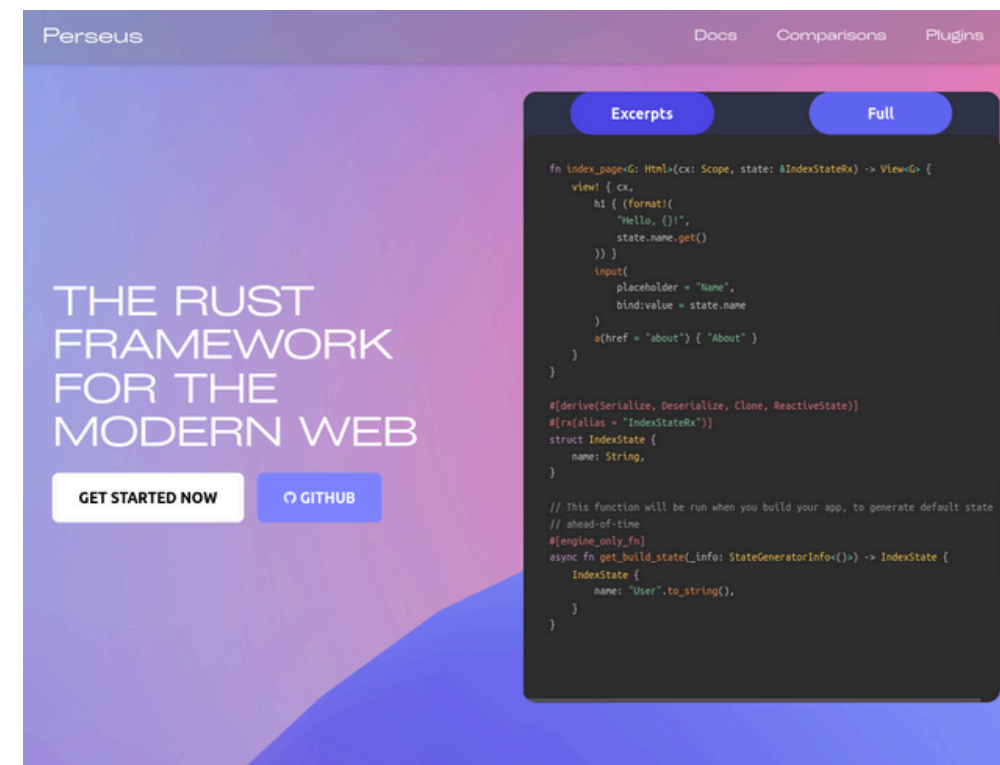






Meet  
**SAM**

Programmer, teacher  
and founder





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**It all begins with community**


The slide features a white background with two large yellow decorative elements: a semi-circle in the top right corner and a larger, more complex shape in the bottom left corner. A solid yellow rectangular box is positioned on the left side, containing the first part of the text.

**Our aim is to foster the next generation of digital  
makers across Western Sydney**



# PLAN

- Build a community
- Help you all build something!
- Give constructive feedback to each other
- Learn about designing and prototyping solutions to real problems

- 01 WELCOME!**
- 02 DESIGN THINKING AND LEAN CANVAS**
- 03 FIGMA #1**
- 04 FIGMA #2**
- 05 FRAMER**
- 06 SHOPIFY**
- 07 AI FOR ENTREPRENEURS**
-  **PITCH AT SOUTHWEST**

The background features two yellow decorative elements: a large circle in the top right corner and a large, irregular shape in the bottom left corner.

**Prototyping is the process of *testing*,  
*refinement*, and *risk mitigation***



# THE JOURNEY OF A GOOD IDEA...

*Is not linear!*

## DISCOVERY

Ideas, stories, markets, customers, personae, journeys...

## LOW FIDELITY

Sketches, drawings, illustrations, breadboarding, cardboard, ...

## HIGH FIDELITY

Simulated apps, interactive prototypes, 3D printed models, PCBs, ...

## MVP!

This is *after* prototyping!



The background features a white field with large, abstract yellow shapes. A semi-circle is in the top right corner, and a larger, more complex shape is in the bottom left corner. A solid yellow rectangle is positioned behind the text.

**Let's get a bit uncomfortable...**



***No solutions allowed!***

# DESIGN THINKING

An approach for solving complex problems.

**01** EMPATHISE

**02** DEFINE

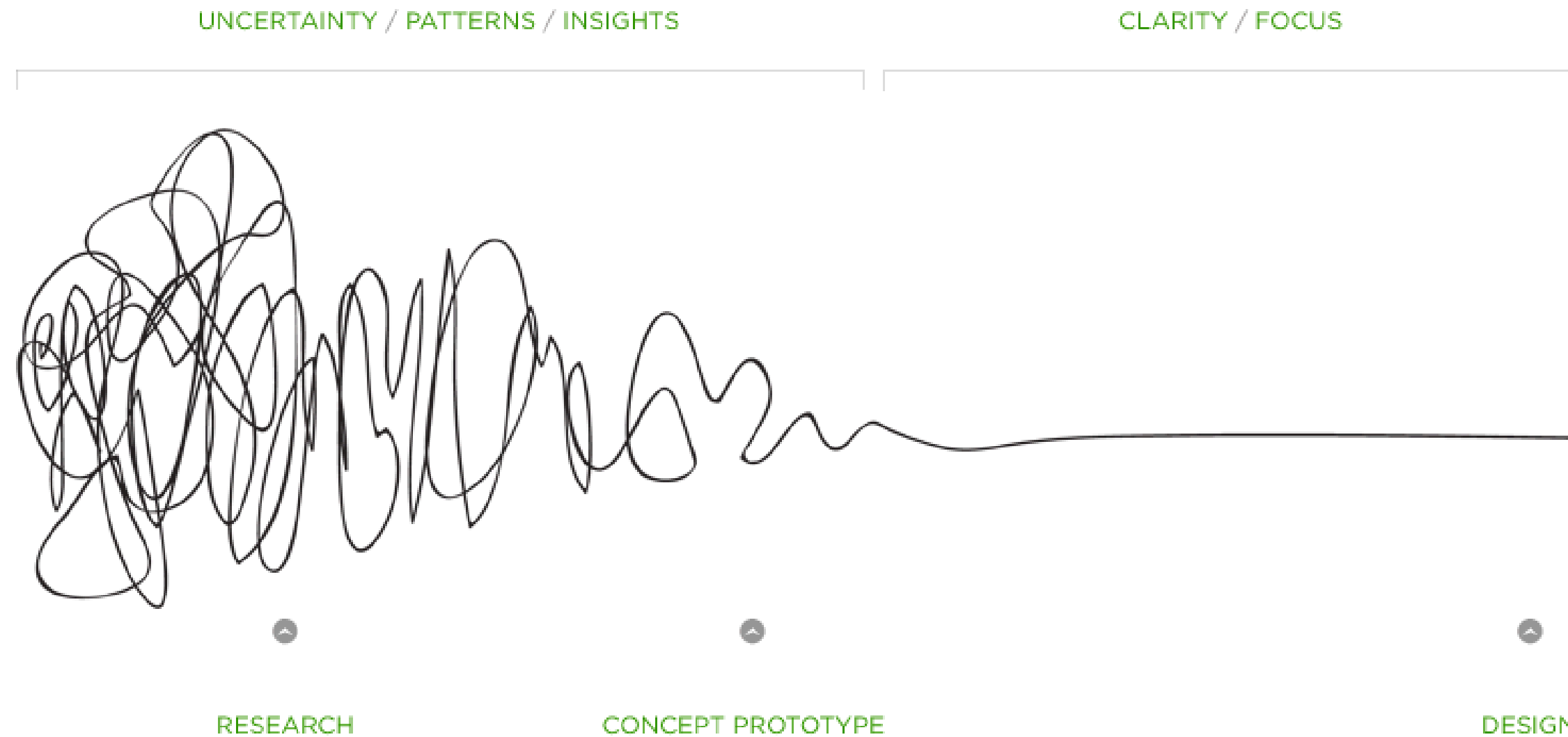
**03** IDEATE

**04** PROTOTYPE

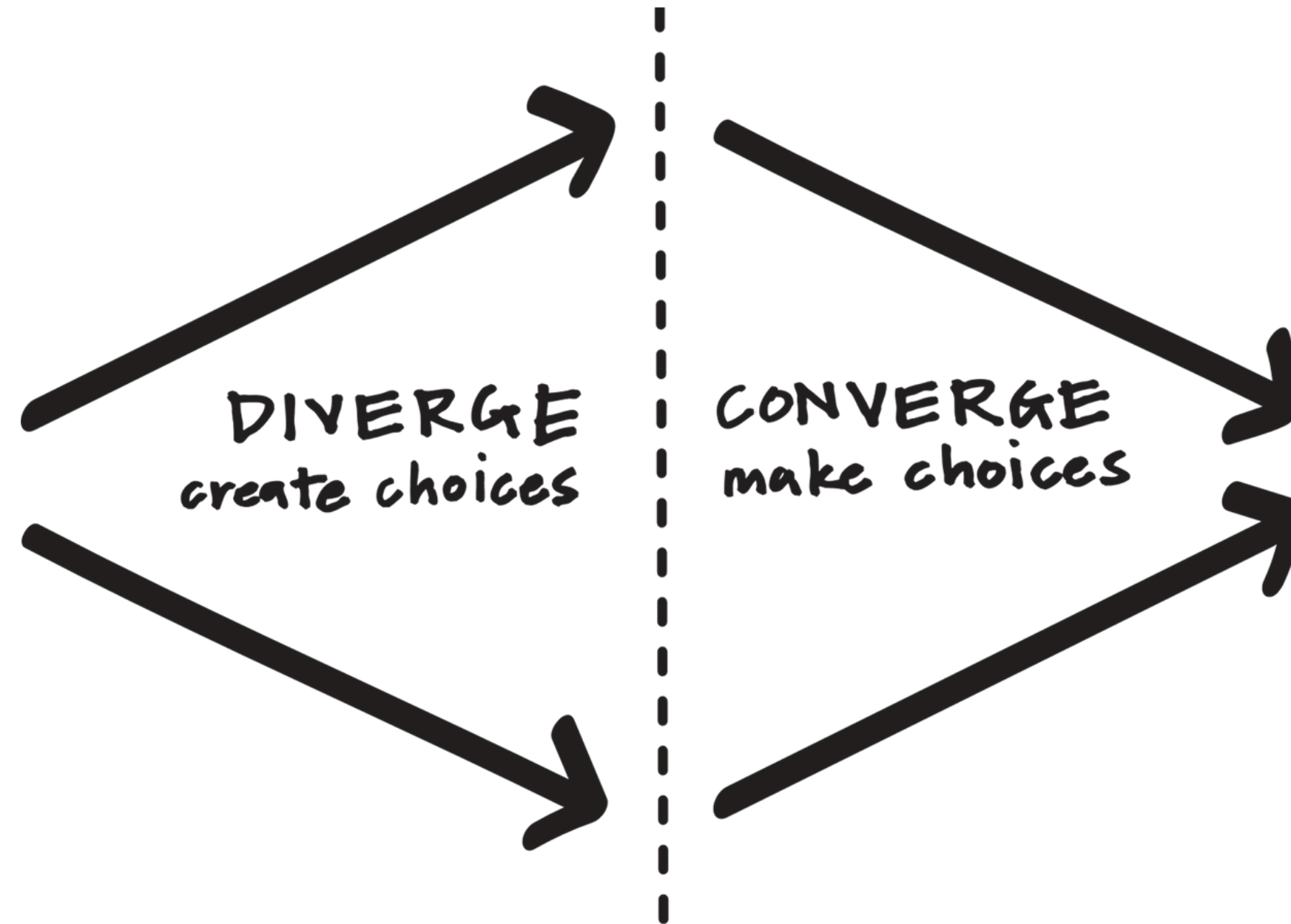
**05** TEST



# Design Thinking is a *Process*

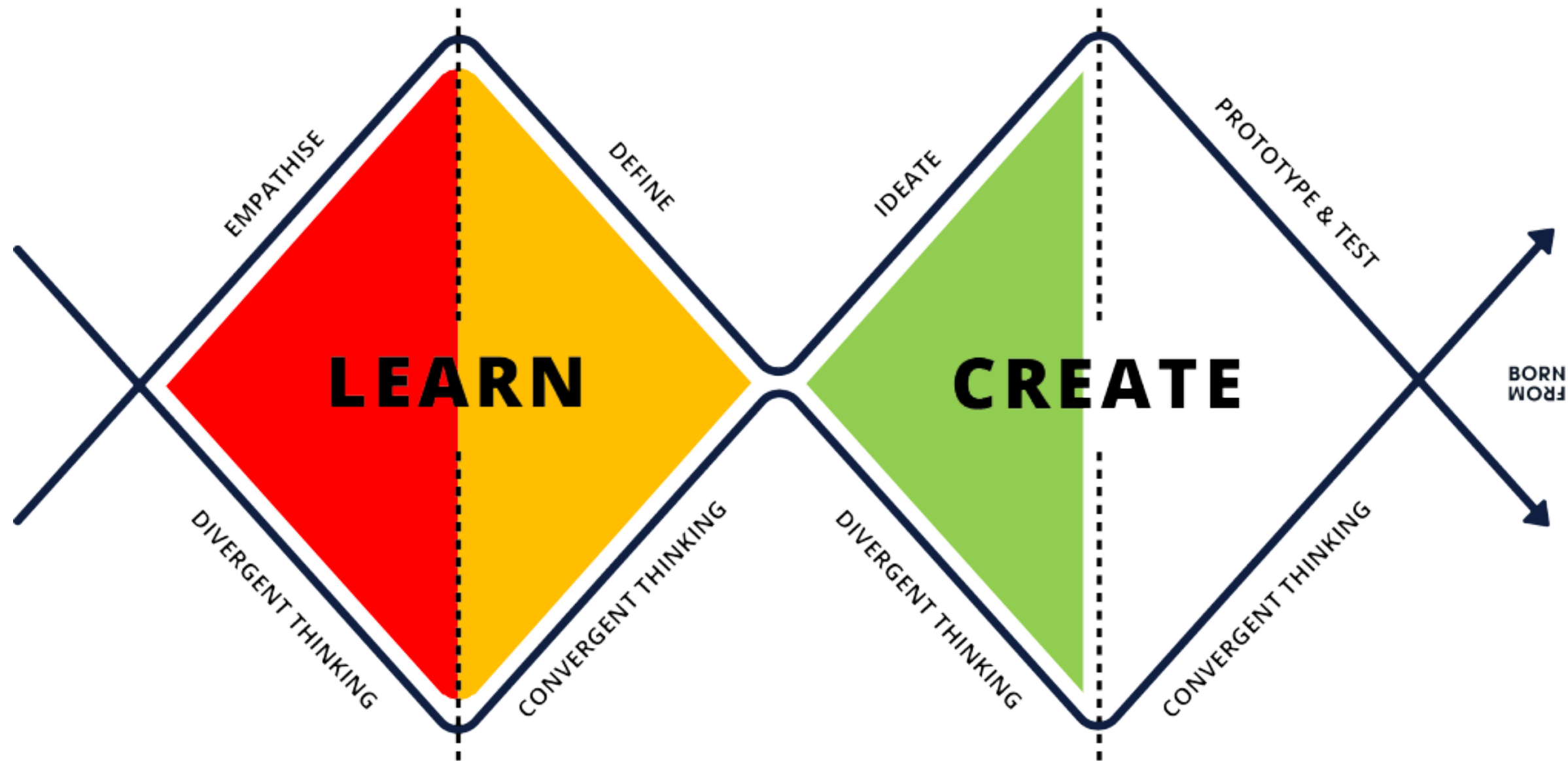


# Divergence and Convergence

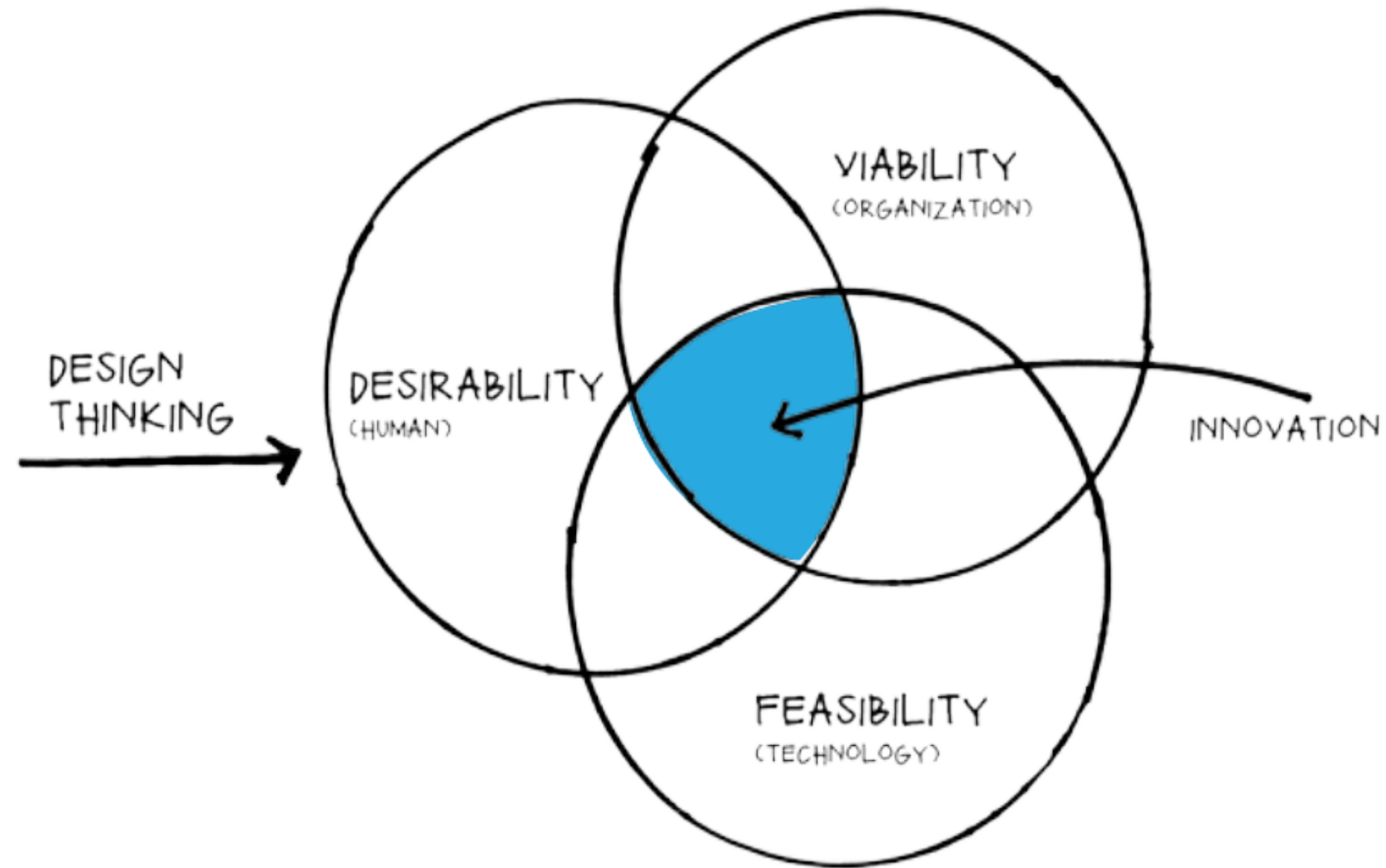




# Divergence and Convergence



# Three Lenses of Innovation



# **1. Empathise**



# What do you see?



# Customers and Users

## Customers

- Purchase your product
- Hand over actual money
- Decision-makers
- May not *use* your product
- Business motives

## Users

- Use and interact with your product
- Do *not* hand over money
- Motivated completely differently
- Probably don't even know how much it costs



# Customers and Users



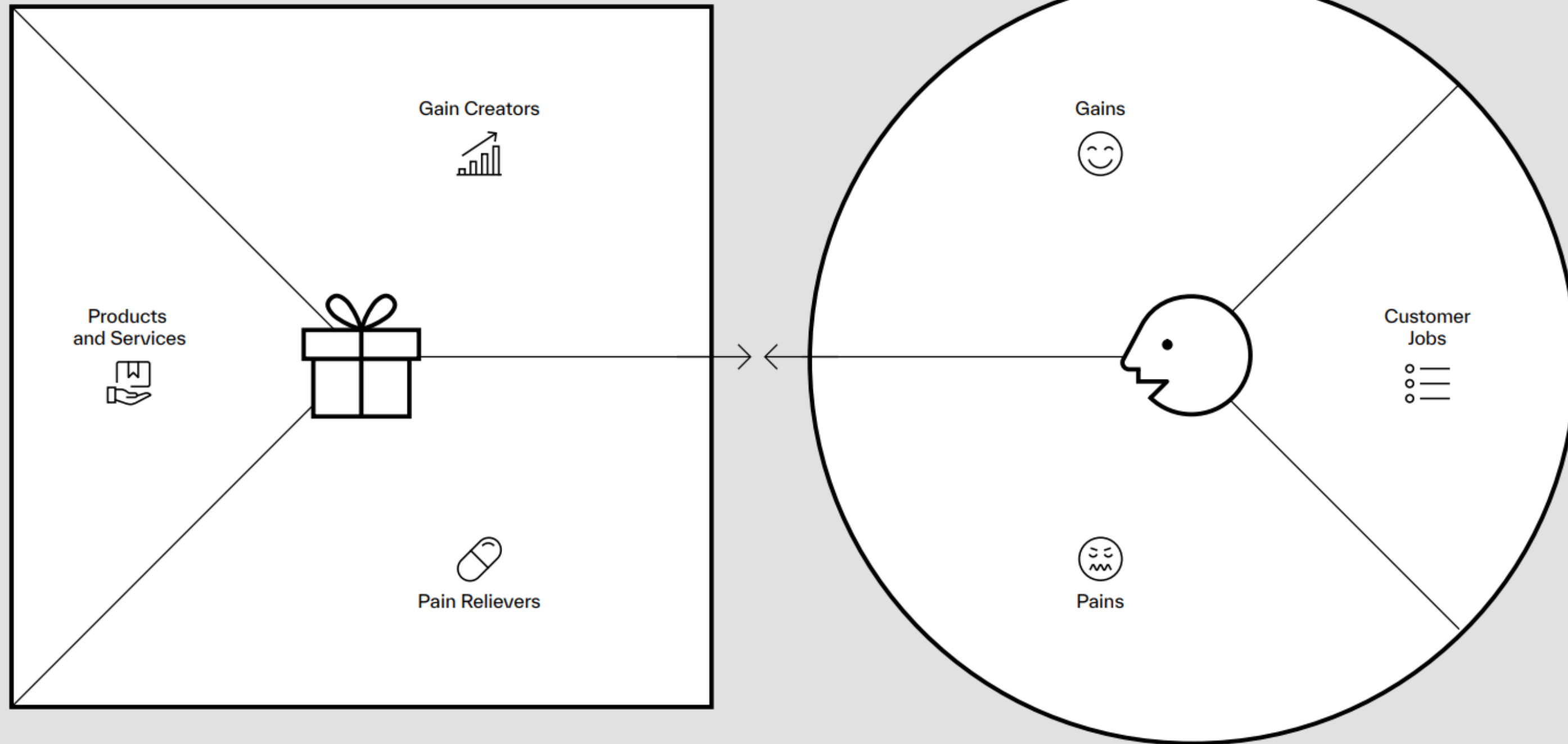
## 2. Define



# The Value Proposition Canvas

Value Proposition:

Customer Segment:



# Fill out the canvas

Fill out the value proposition canvas with the gains, pains, and jobs your customers do in relation to your problem.



**15 minutes**

# HOW MIGHT WE?

Small questions that reframe insights into opportunity areas, without jumping to a solution.

## Root problem

It is difficult and troublesome for people to keep track of their carbon footprint

## HMW Statement

How might we make people feel excited to keep lowering their carbon footprint?

# How might we?



# How might we?

How might we ***do some action*** for ***some defined users***  
so that they ***feel some emotion/effect?***

How might we *develop an easy-to-use solution* for  
*students who want to check their work for plagiarism*  
so that they *feel confident in the work they submit?*



# Write an HMW Statement

In groups, work toward a concise, but sufficiently broad, *how might we?* statement that captures the essence of what you want to do.



**10 minutes**

The image features a white background with two large, bright yellow abstract shapes. One is a curved shape in the top right corner, and the other is a larger, more complex curved shape in the bottom left corner. The text is centered and consists of two lines.

***NOW you can think about  
solutions :)***

# 3. Ideate

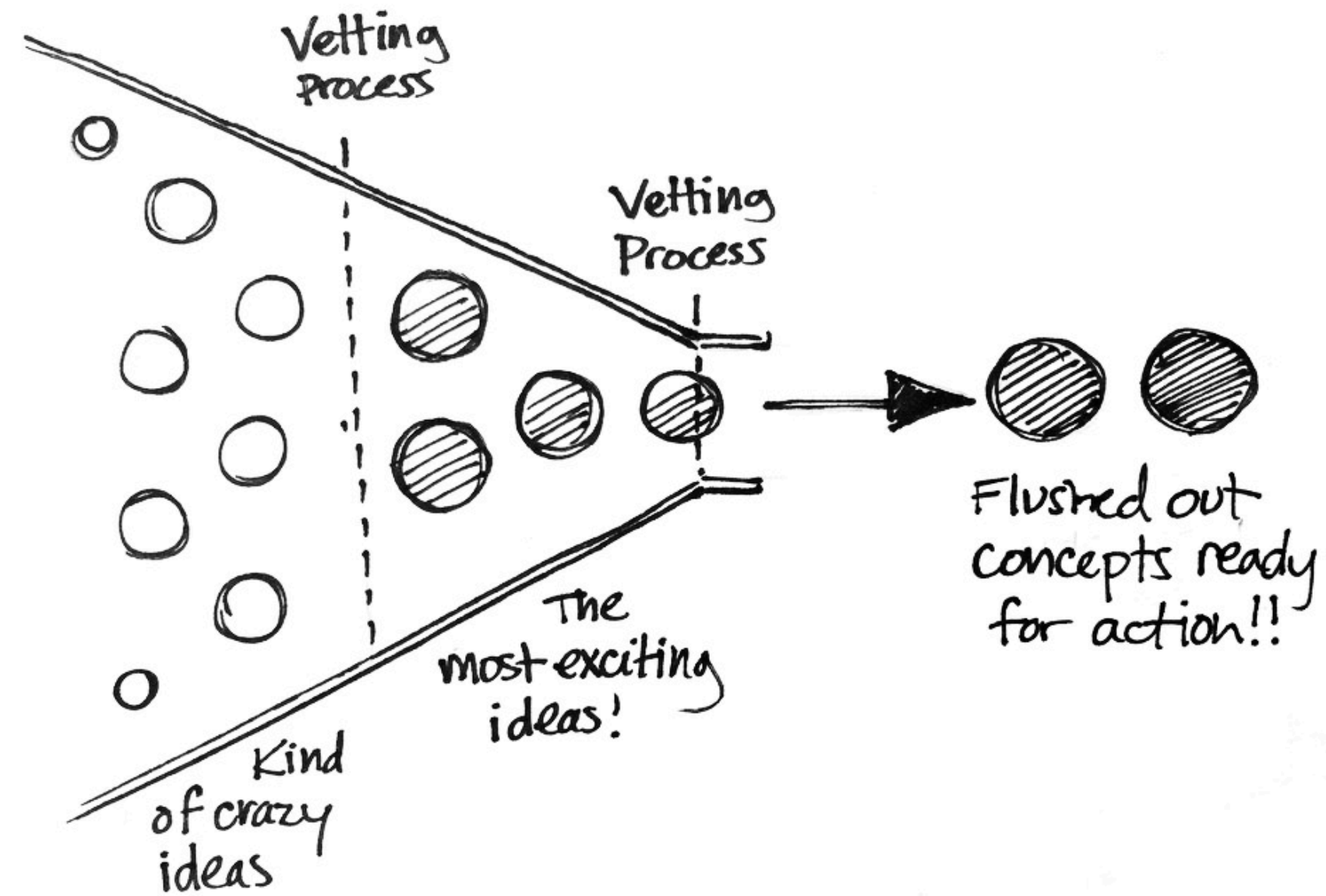
# **GOLDEN RULES OF IDEATION**

**01 THERE ARE NO BAD IDEAS**

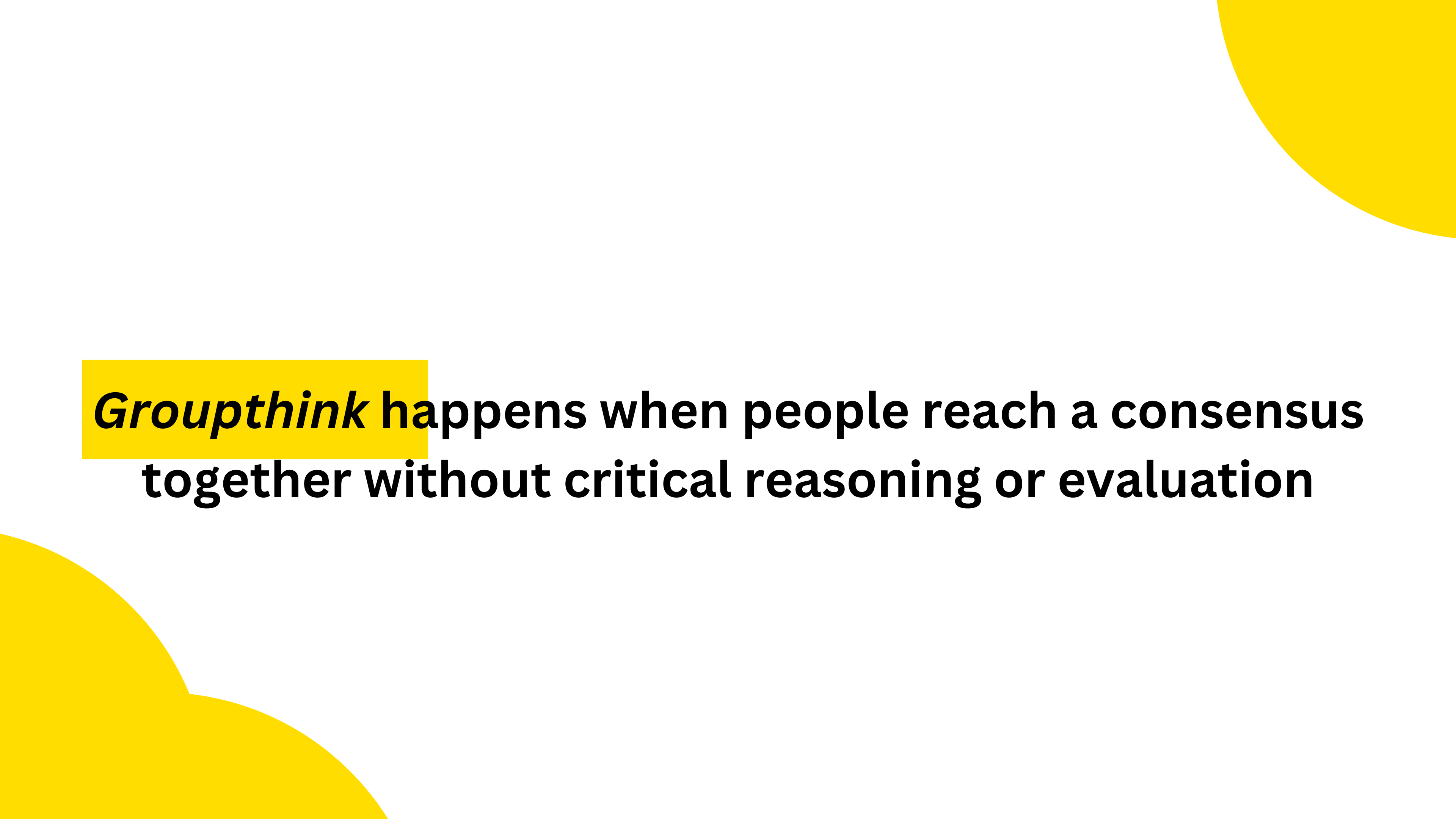
**02 QUANTITY OVER QUALITY**

**03 KEEP AN OPEN MIND**

# How might we?



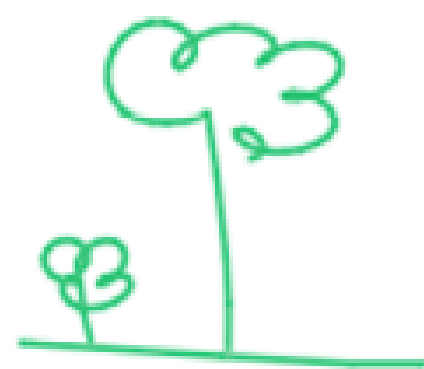


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***Groupthink* happens when people reach a consensus together without critical reasoning or evaluation**

***Ideate alone, iterate together***

Use sketches, not words



# Rapid Ideation

Individually and silently, sketch the first thing that comes to mind, forgetting about feasibility. Go crazy!

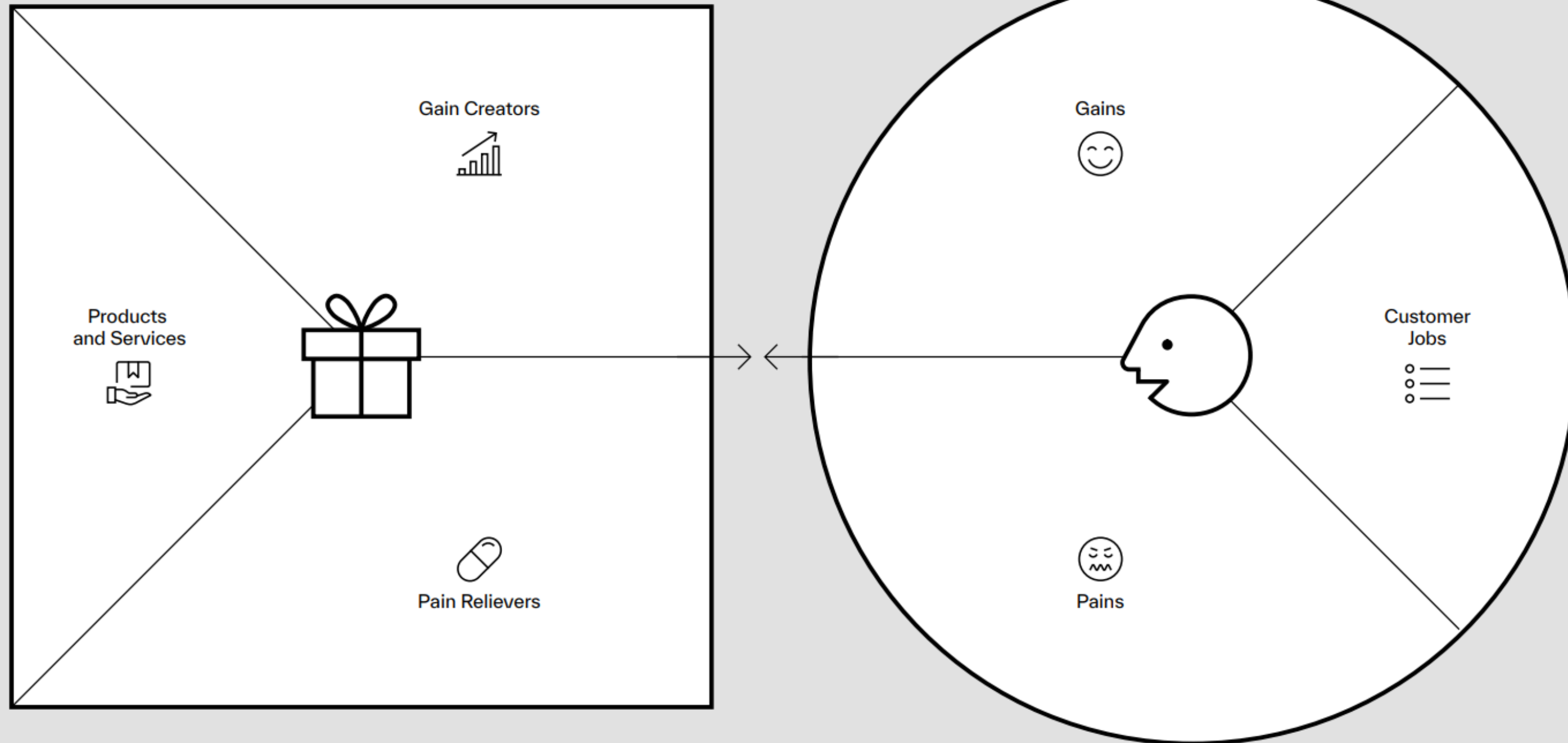


**8 minutes**

# The Value Proposition Canvas

Value Proposition:

Customer Segment:



# Fill out the (other) canvas

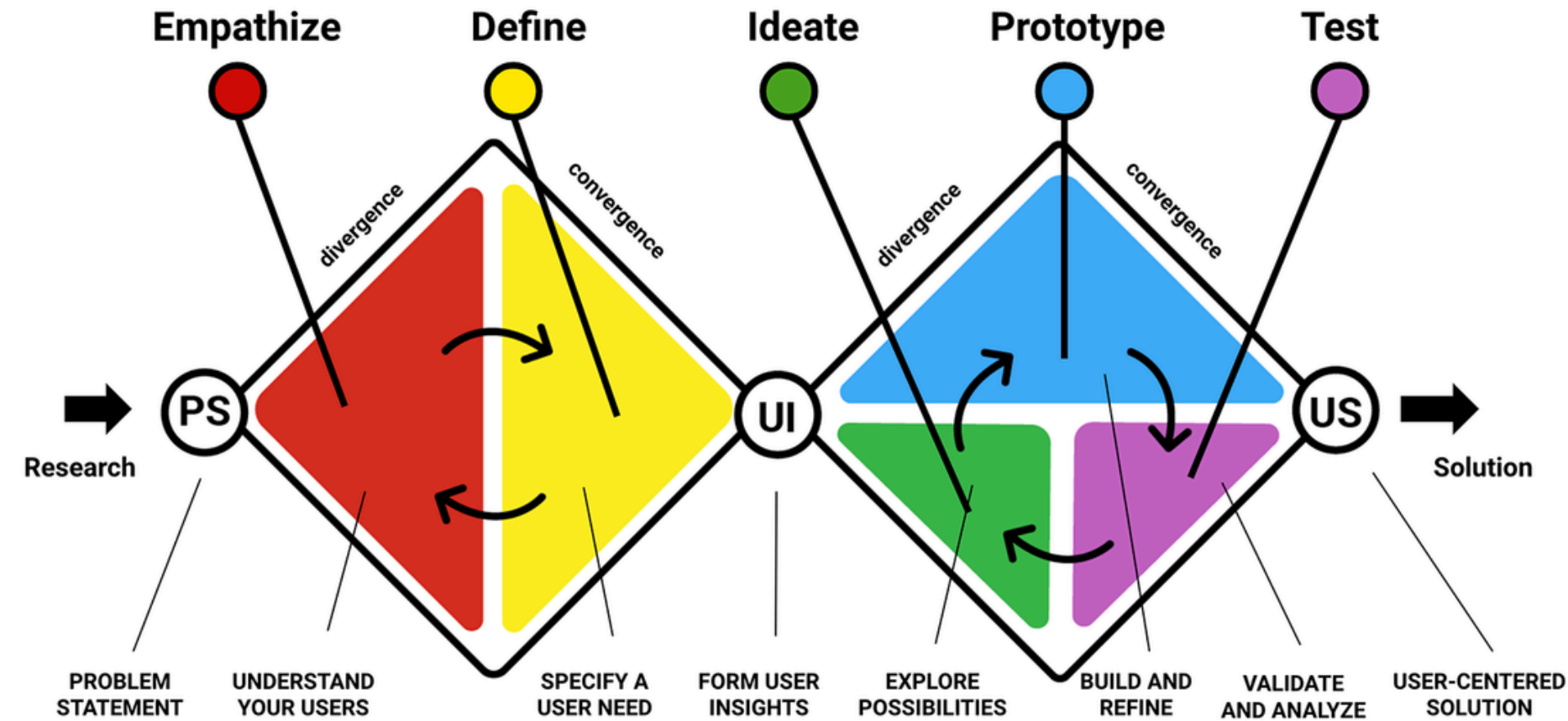
Fill out the left-hand side of the value proposition canvas to specify how your solution solves the exact problems your customers have.



**15 minutes**



# Iteration and talking to your users



# The Lean Canvas

Source: <https://www.leanfoundry.com/tools/lean-canvas>

<b>PROBLEM</b>  List your customers top 3 problems	<b>SOLUTION</b>  Outline possible solution for each problem	<b>UNIQUE VALUE PROPOSITION</b>  Single, clear, compelling that turns an unaware visitor into an interested prospect	<b>UNFAIR ADVANTAGE</b>  Something that can't be easily copied or bought	<b>CUSTOMER SEGMENTS</b>  List your target customers and users
<b>EXISTING ALTERNATIVES</b>  List how these problems are solved today	<b>KEY METRICS</b>  List key numbers telling how your business is doing today		<b>HIGH LEVEL CONCEPT</b>  List your X for Y analogy (e.g. YouTube = Flickr for videos)	<b>CHANNELS</b>  List your path to customers
<b>COST STRUCTURE</b>  List your fixed and variable costs		<b>REVENUE STREAMS</b>  List your sources of revenue		

# Fill in the lean canvas

Most should follow naturally from what we've already covered.



**10 minutes**

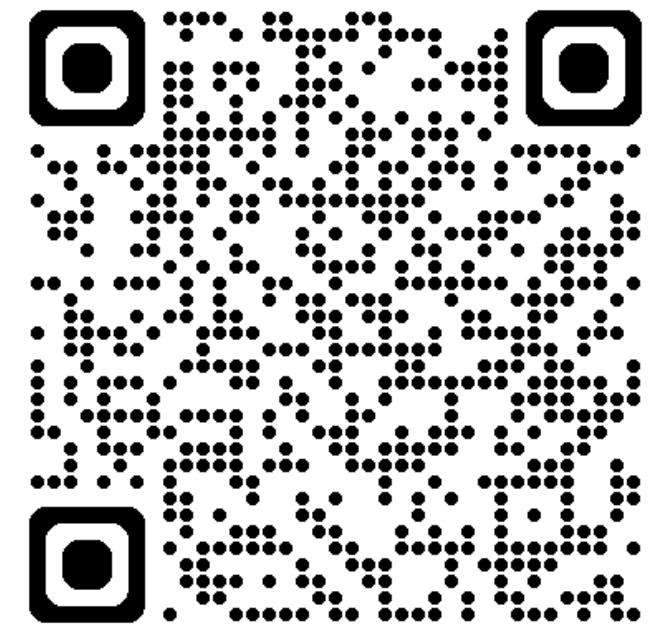
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**Talk to your customers!**



# Liverpool Innovation Entrepreneurship Program

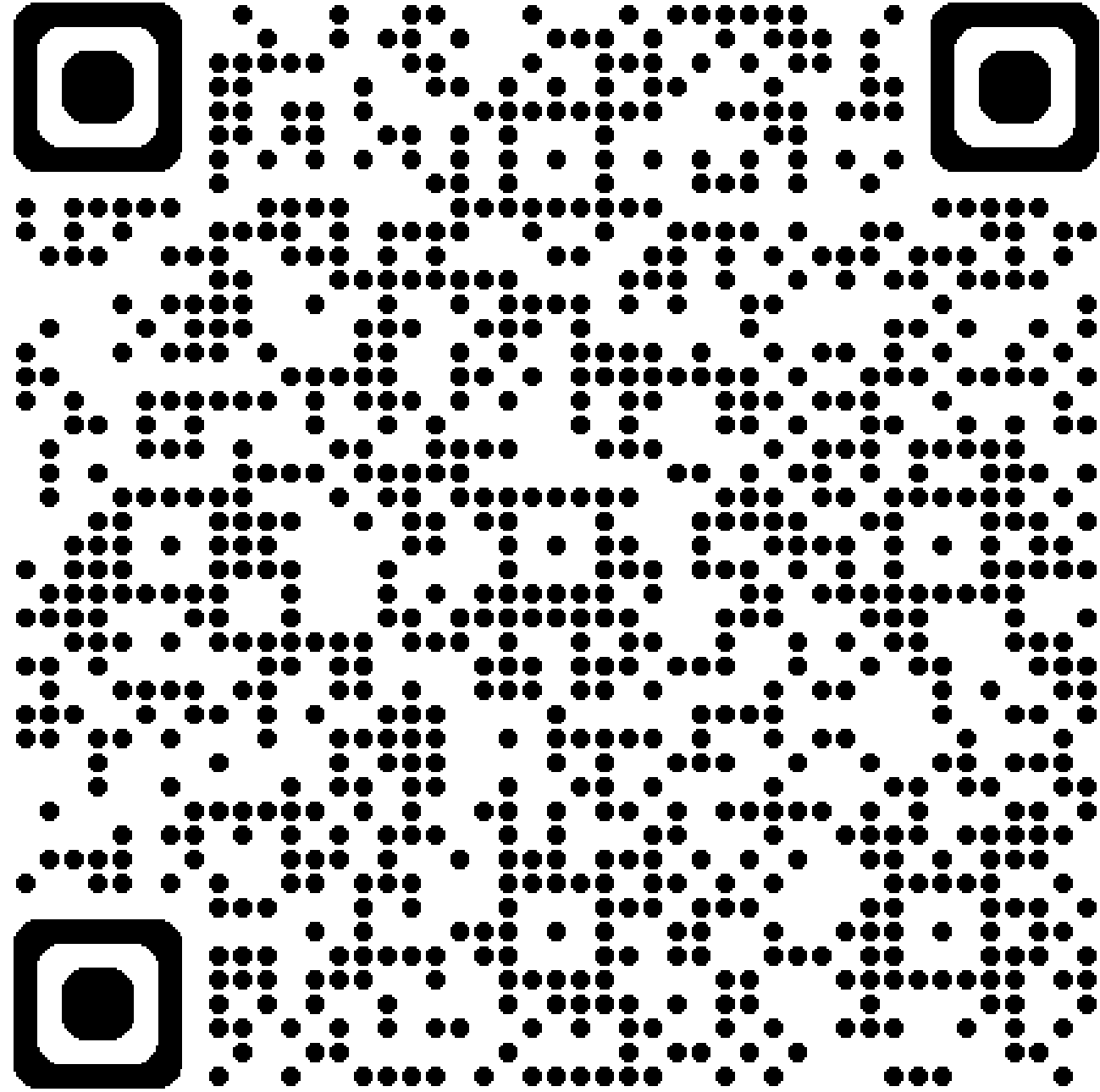
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# UNSW FOUNDERS

We are **Australia's leading university-based entrepreneurial support program.**

We help UNSW students, staff, researchers, and alumni translate ideas into great businesses and amazing start-ups, all the way **from developing an idea to raising millions.** All for ***FREE!***

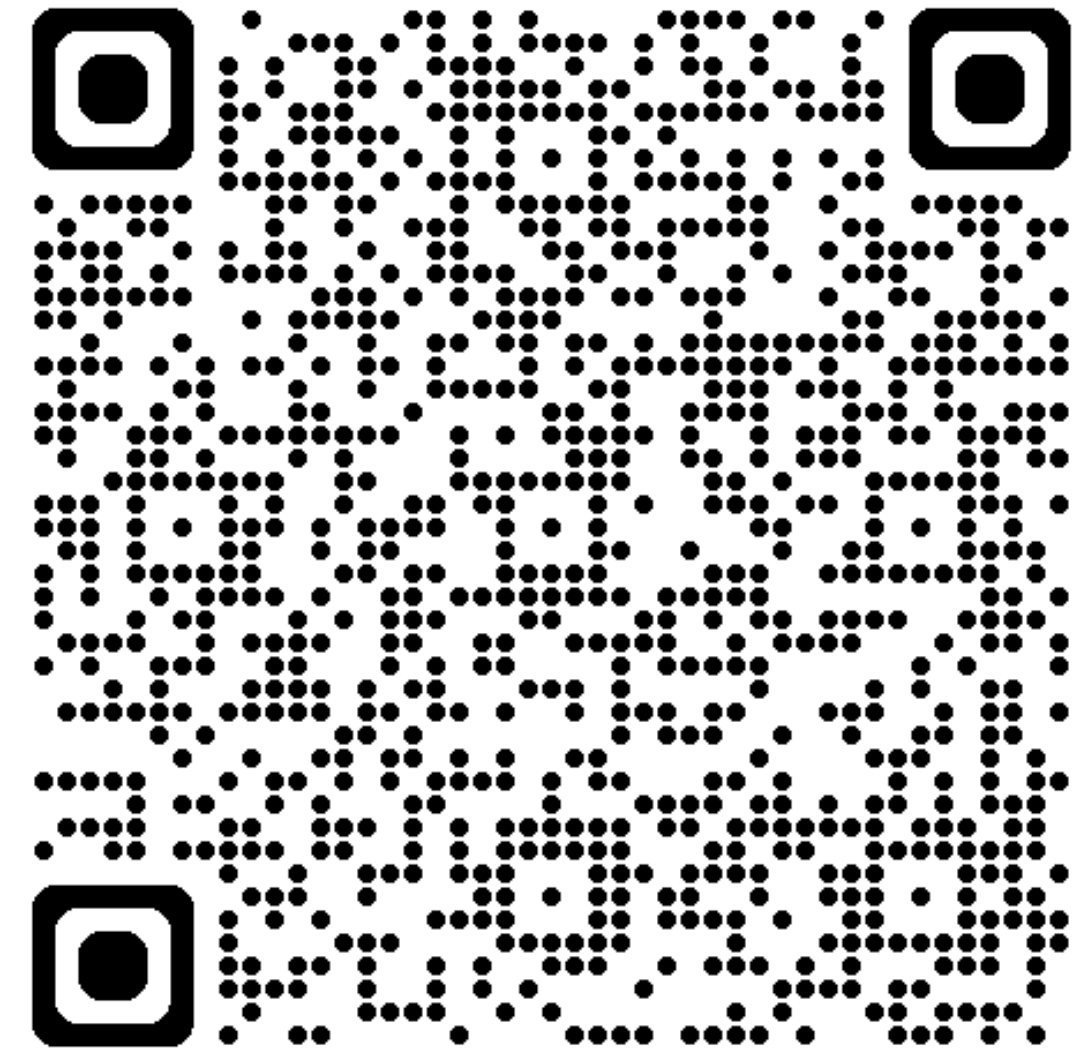


Scan to give feedback

**YOUR  
FEEDBACK  
MATTERS!**

# THANK YOU!

Next time: *Figma #1*



Scan to register for the  
next workshop!