The Problem Deep Dive Canvas for Solution-Oriented Requests

As agile practices lack a focus on understanding the actual problem, and Design Thinking is assumed to be a promising approach to complement agile practices regarding this lack, this graduation project aims to *identify opportunity areas to leverage the Design Thinking methodology in the process of agile software development.* The context of focus was a specific technology unit within Nike, Inc.

The main research question is formulated as follows:

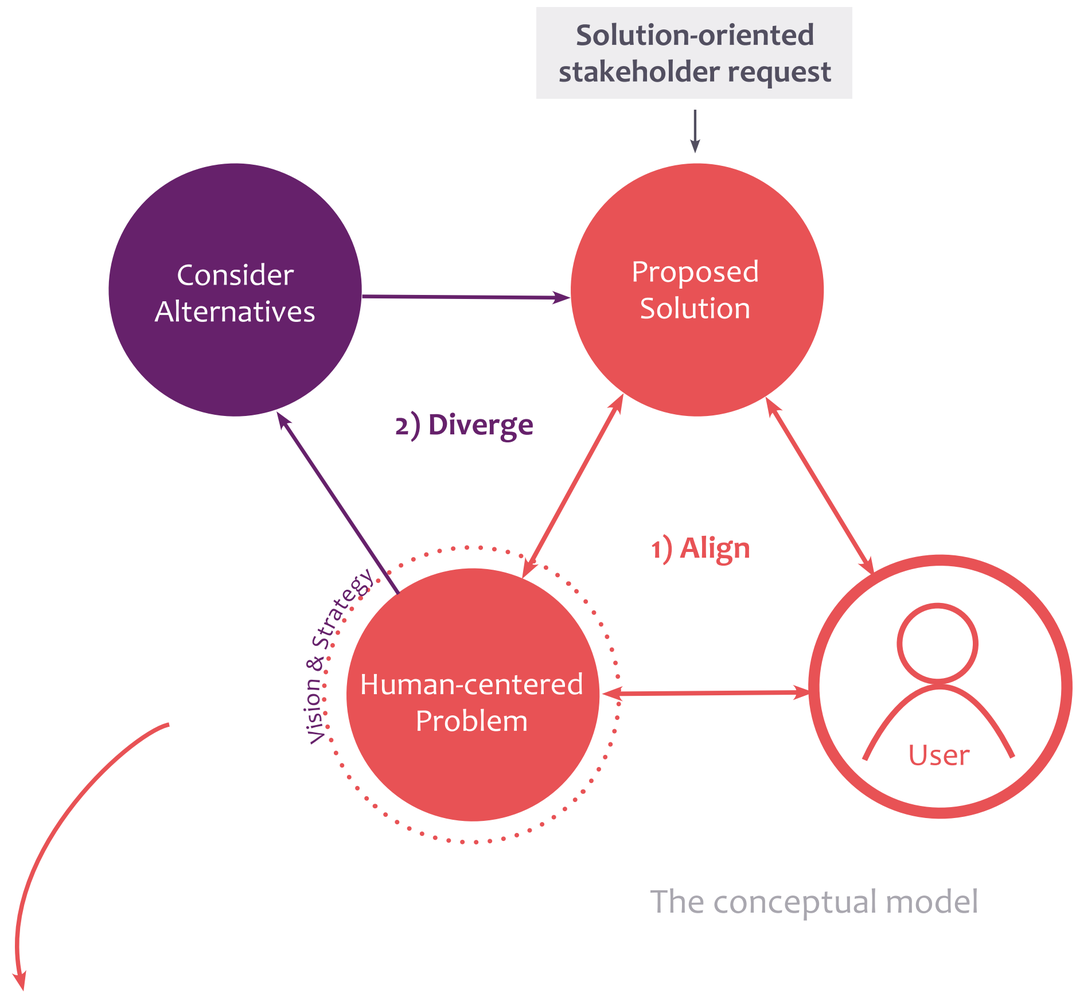
> *'How might we use Design Thinking to our advantage in the agile software development context of the targeted Nike Technology unit?'*

The research question is answered through a conceptual model covering three key principles:

Principle 1: Think human-centered and problem-oriented at the core

Principle 2: Dynamically work towards (optimizing) strategic fit

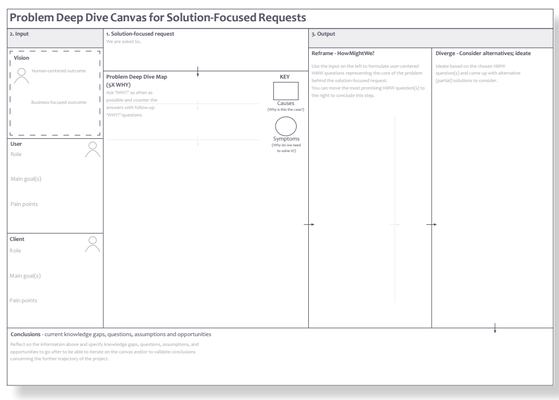
Principle 3: Continuously learn through ideation and experimentation

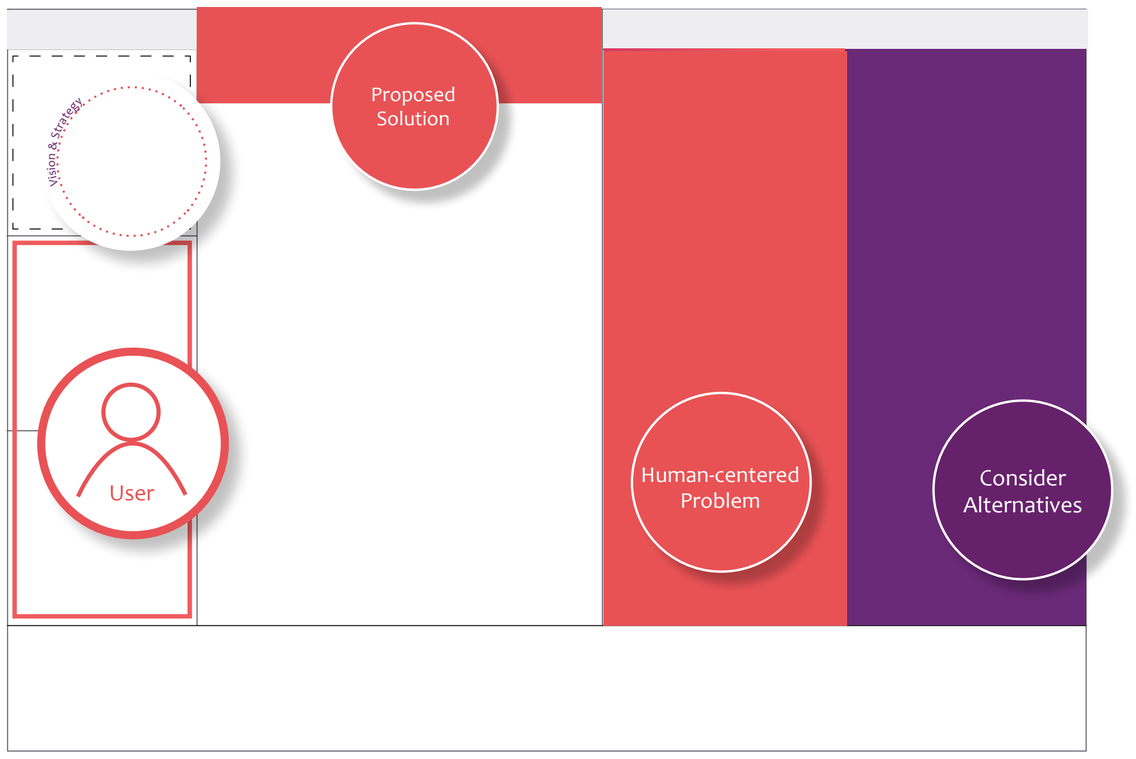


The conceptual model

Subsequently, the conceptual model is translated into a usable artifact:

A Problem Deep Dive Canvas:





The conceptual model translated into a Problem Deep Dive Canvas

Accompanied by a Problem Deep Dive Tool Guide:

The product aims to support product managers and product owners to put the key principles of the conceptual model into practice in collaboration with agile software development teams and business stakeholders.

"The value of the canvas becomes very evident by using it. So I'd recommend any team to try it out a few times to assess the value and fit for purpose."

- Product Owner

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Leveraging Design Thinking to Support Internal Agile Software Development
October 6th, 2021
MSc. Strategic Product Design

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