



Title  
[Picture]



# The problem behind the idea

- Problem:
  - What is the problem and who has it?
  - Proof: Interviews / Sources / Data which demonstrate the need that something has to be done? (e.g. statements from users, market reports etc.)
- Recommendation: use pictures to cover the questions above and underline your idea. The whole slide could be a picture of the problem at hand with some text. Only plain text and bullets may not transport your idea very well. Remove or change the title of the slide (it only marks the topic you should cover on this slide). Remember, you only have 90 seconds to convince the audience.

# Existing solutions

- What are existing solutions to your problem?
- What are their drawbacks / shortcomings?
  - Proof: Interviews / Sources / Data on shortcomings of existing solutions
- Recommendation: use pictures to cover the questions above and underline your idea. The whole slide could be a picture with some text. Only plain text and bullets may not transport your idea very well. Remove or change the title of the slide (it only marks the topic you should cover on this slide). Remember, you only have 90 seconds to convince the audience.

# The solution to the problem

- In a nutshell: your idea
- How does it solve the problem?
- Benefits and their relevance for the user?
  - Valuable? Rare? Imitable?
  - Proof: Interviews / Sources / Data on benefits of your solution & benefit relevance for the user
- Use pictures / mockups / sketches



# Key parameters & boundary conditions

- Based on statements of users
- Based on your calculations
- Limitations / boundary conditions

# Summary & Next steps

Could be something like

- With whom did you speak? What new impressions did you get? What did you learn?
- What problems / needs did you encounter?
- What is the person currently doing in order to solve the problem? What was surprising for you?
- Which new ideas or other points did you learn from your interview partner?

Next:

- Think through the whole journey your user or another stakeholder actually experiences in order to get his / her job done (e.g. to get the windows cleaned). Look at each touchpoint and identify the biggest pains and gains.