

Lectures 2.1

Solution Criteria...
Psychology of decisions





Features are
owned by
solutions

Criteria are
owned by
customers



Features are
owned by
solutions



Solution Criteria

Who is the person you plan to help and for what job?



User + Job



Financial Decision Maker + Job



Regulator



3rd Party Payers

When this person picks a solution for the job, what matters?



Use Criteria



Purchase Criteria



Regulatory Criteria



Payment Criteria

**Common
Criterion
Verbs**

***ONLY COMPARATIVE
VERBS!!!***

ON LIMITS

- INCREASE
- MAXIMIZE
- IMPROVE
- DECREASE
- MINIMIZE







Solution Criteria for THIS JOB!

Eat pizza during lunch break

High



Satisfaction

Low

Importance

High

Maximize Toppings

Maximize Type Variety

Maximize Size Variety

Maximize Cheese

Minimize Waiting Time

Minimize Cost

Solution Criteria for THIS JOB!

Eat pizza during lunch break



High



Satisfaction

Maximize
Cheese

Minimize
Cost

Maximize
Type
Variety

Maximize
Size
Variety

Maximize
Toppings

Minimize
Waiting
Time



Low

Importance

High

Solution Criteria for THIS JOB!

Eat pizza during lunch break



High



Maximize
Type
Variety

Maximize
Toppings

Satisfaction



Maximize
Cheese

Maximize
Size
Variety



Minimize
Cost

Minimize
Waiting
Time

Low



Importance

High

Solution Criteria for THIS JOB!

Eat pizza during lunch break



High



VS.



Maximize
Type
Variety



Maximize
Toppings

Satisfaction

Maximize
Cheese

Maximize
Size
Variety



Minimize
Cost



Minimize
Waiting
Time



Low

Importance

High



Solution Criteria for THIS JOB!

Eat pizza during lunch break



High

Satisfaction



VS.



Maximize Cheese

Maximize Type Variety

Maximize Toppings

Maximize Size Variety

Minimize Cost

Minimize Waiting Time

Importance

High

Solution Criteria for THIS JOB!

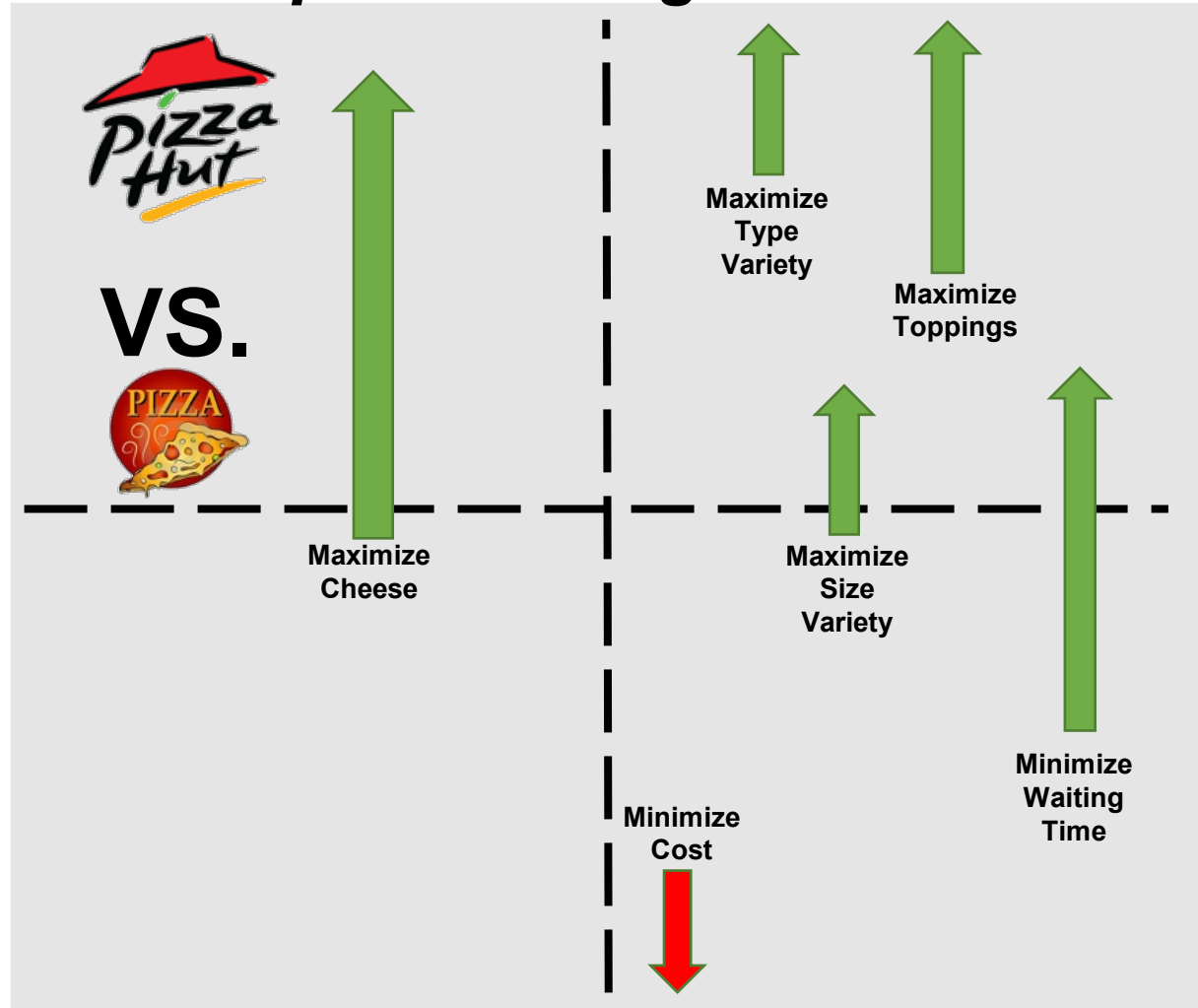
Eat pizza during lunch break



High

Satisfaction

Low



Importance

High

Solution Criteria

Who is the person you plan to help and for what job?



User + Job



Use Criteria

When this person picks a solution for the job, what matters?

Start Here

Without Users, nothing else matters.

What really drives user adoption?

Solution Criteria

Who is the person you plan to help and for what job?



User + Job



Use Criteria

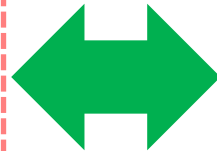
When this person picks a solution for the job, what matters?



Solution



Capabilities (Features)



Is our solution “better enough” to drive adoption given all tradeoffs?

Would they even use it if it were free?!