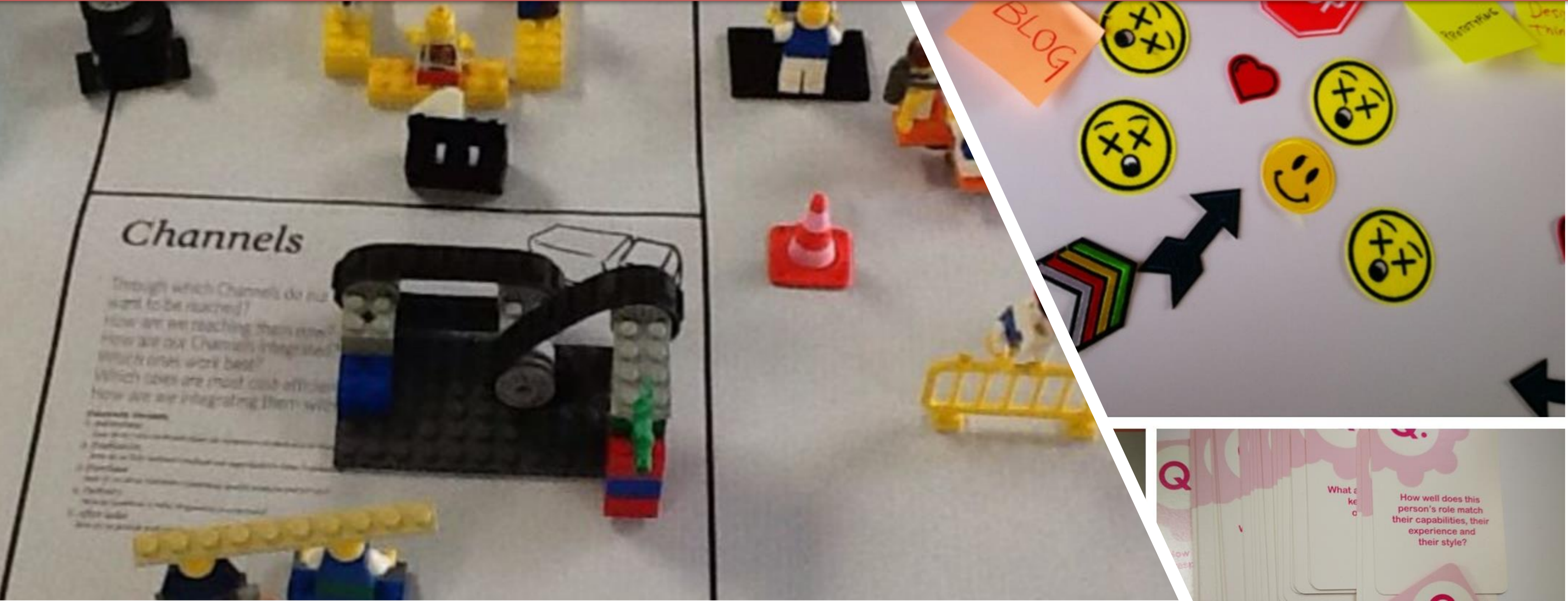


Diseñamos con vos y/o facilitamos

Design Thinking + AI

Premia logros concretos con nuestras bicicletas y accesorios



¿Para qué sirve el Design Thinking potenciado con AI?



1

Para crear nuevos negocios detectando oportunidades

2

Para lanzar productos y servicios acertados

3

Para mejorar procesos internos

4

Para descubrir y crear conceptos publicitarios clave

5

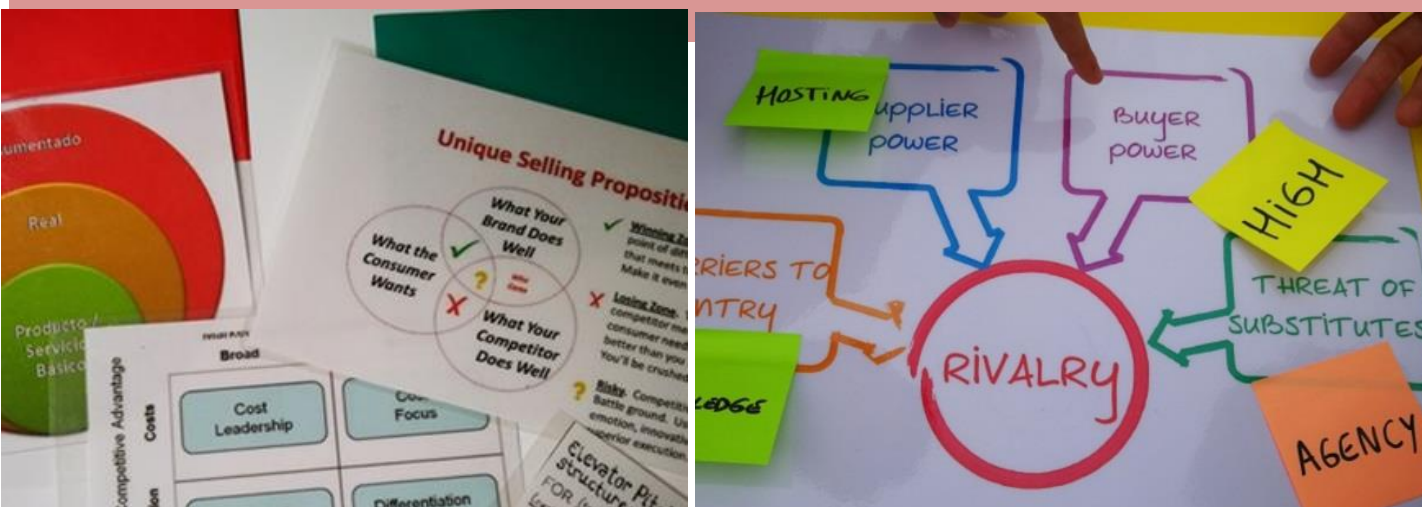
Para diseñarse uno como equipo en función mercado

Ventajas de las
bicis como
incentivos



Que hacemos?

presencial o virtual



01

Proveemos bicis y accesorios

Se utilizan bicicletas y accesorios como premios para premiar avances en las prácticas de Design Thinking.

02

Co-Diseñamos talleres de Design thinking con AI

Ofrecemos materiales físicos y digitales. Ofrecemos una planificación conjunta con la empresa de talleres para experimentar esta metodología ágil usando técnicas de creatividad, algoritmos nuestros de AI y otras herramientas de inteligencia artificial para generar ideas y prototipar. Esto en principio sin cargo con la venta de los productos.

03

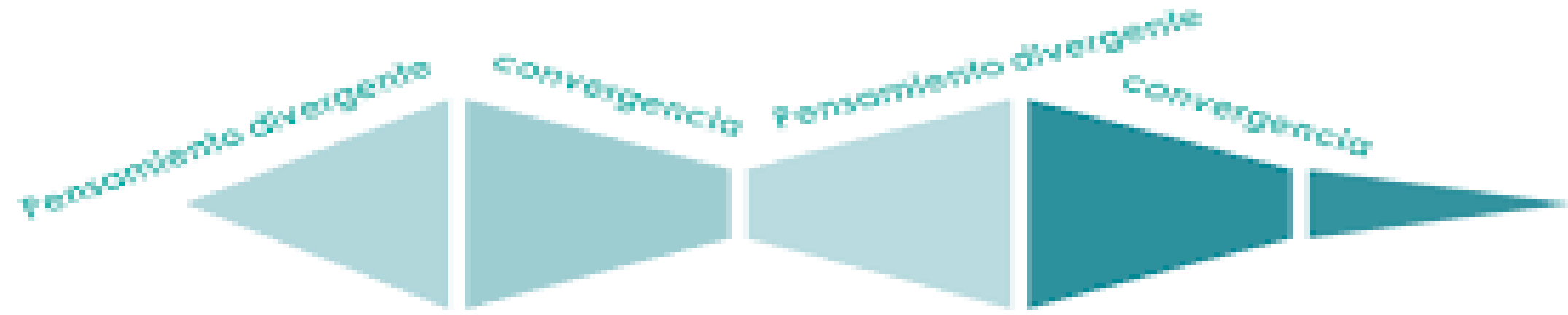
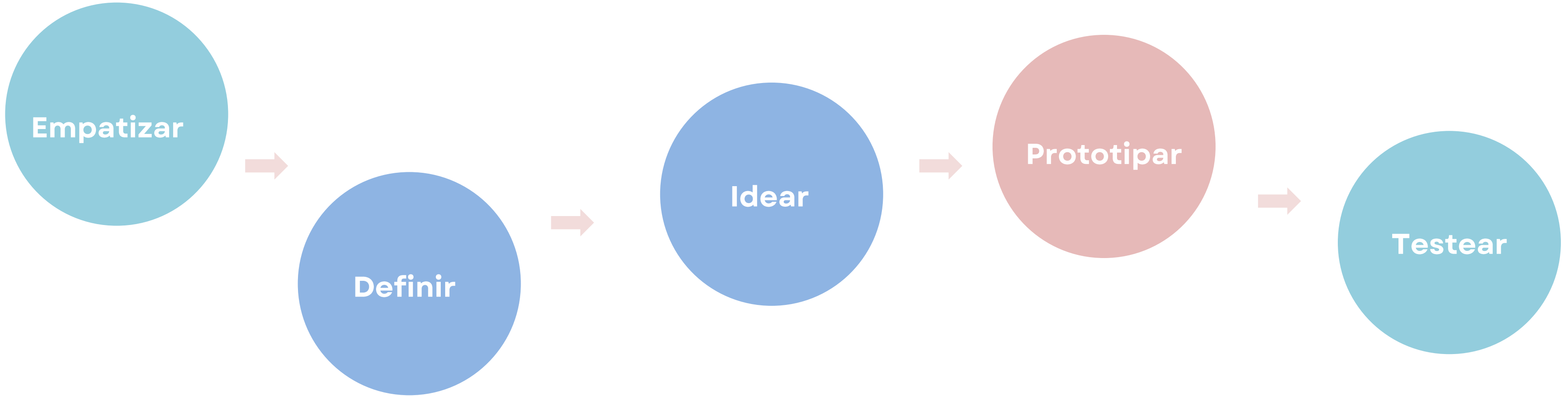
Co-Facilitamos talleres de herramientas y técnicas

Si la empresa lo deseara, también co-facilitaríamos con algún líder de la empresa las sesiones de coaching de equipo. También esto en principio sin cargo con la venta de los productos-



Design thinking

Etapas que experimentamos





Indagación profunda

PROBLEM

Evidence

Customer takes longer time than expected to decide to purchase a home

WHY?

Symptoms

The person does not find a suitable house in their preferred location for his price range and feels insecure about compromise himself.

The person is not ready or willing to commit to homeownership.

WHY?

Variables

There is or low supply of houses in the area compared to the previous year

He is receiving job offers that would involve relocation.

Laying off many workers is a new situation in the city. He is thinking of picking up part-time jobs just in case. They are more long term airbnb local options

WHY?

Reasons

Most owners in the area are tied to low interest rate mortgages

Top employers in the area just relocated to another city,

Many malls are closing due to more e commerce since pandemic times.

New constructions are mostly free of restrictions so as owner can rent it anytime

WHY?

Macro situationr

Inflation increases put pressure for the fed to raise interest rates

Pandemic forced even traditional families to try buying on line

A great proportion of buyers investing in new constructions are investing it those homes to rent and they seek freedom in case of low occupancy times..

WHY?

Origin

The inflation was provoked by pandemic printing money as an emergency

Opportunities for solution:

Find and offer owner seller financing to amplify the price range of possible properties.

Customer Persona

Friendly Clever
Go-Getter

Age: 37
Work: Software Developer
Family: Single
Location: San Jose, Barcelona
Character: The Computer Nerd



"I want to perform the calculations accurately before buying."

Motivation



Goals

- To buy quickly to have his place with his new girlfriend
- To measure aspects of buying process more scientifically
- To invest fast not to suffer the inflation consequences

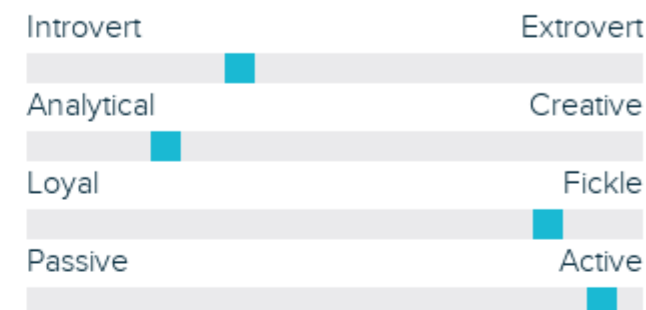
Frustrations

- Unfamiliar with tech real estate agents
- Saturated with irrelevant offers
- Manual search of properties is too time-consuming

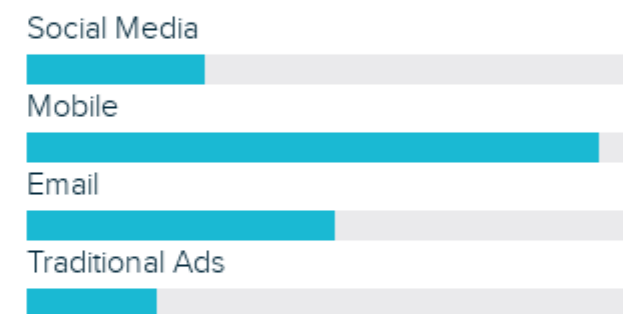
Bio

Jeff is a systems software developer, a back end expert for the past couple of years, has been very interested in tracking aspects of his home life and want to improve his working at home performance. Jeff prefers a great combination of confort and investment with some time perspective. He says his mood and happiness depend strongly on the peace, look and feel of the space he lives in. He is confident about his work but does not want to risk his saving postponing his home purchase.

Personality







Preferred Channels



Brands



Customer journey

Stages	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
 <p>Thoughts & Feelings</p>	<ul style="list-style-type: none"> • Thoughts 1 • Thoughts 2 • Feelings <p>"Type something this customer said in their interview."</p>	<ul style="list-style-type: none"> • Feelings 1 • Feelings 2 <p>"Something this customer said at this stage of the journey."</p>	<ul style="list-style-type: none"> • Thoughts 1 • Feelings <p>"This customer thoughts and feelings"</p>	<ul style="list-style-type: none"> • Feelings 1 • Feelings 2 • Thoughts <p>"A quote!"</p>	<ul style="list-style-type: none"> • Thoughts <p>"Thoughts..."</p>
 <p>Goals and Actions</p>	<p>Goal</p> <p>Action</p>	<p>Priority</p> <p>Step Taken</p>	<p>Action</p> <p>Step</p> <p>Attempt</p>	<p>Goal</p> <p>Action</p>	<p>Step</p>
 <p>Touch Points & Current Issues</p>	<p>Ads</p> <p>Points</p> <p>Channel</p> <p>Touch Point</p>	<p>Channel Name</p> <p>Touch Point</p> <p>Channel Name</p>	<p>Shopping Point</p> <p>Purchase Point</p>	<p>Delivery</p> <p>Usage Point</p> <p>Service Point</p>	<p>Channel Point</p> <p>Touch Point</p>
 <p>Improvements and Opportunities</p>	<ul style="list-style-type: none"> • Solution 	<ul style="list-style-type: none"> • Solution • Opportunity 	<ul style="list-style-type: none"> • Design Fix • Opportunity • Solution 	<ul style="list-style-type: none"> • Technical Improvement • Design Solution 	<ul style="list-style-type: none"> • Opportunity • Opportunity



Herramientas de Business Design

Key Partners

Who will help you?

Who are your key partners, suppliers, or collaborators? What are the most important motivations for the partnerships?

Key Activities

How do you do it?

What actions or activities does your value proposition require? What are the deliverables needed for your distribution channels, customer relationships, etc.?

Key Resources

What do you need?

What's needed to launch and operate the business. What key resources does your value proposition require?

Unique Value Proposition

What do you do? How is it unique?

What is your promise to your audience? What problem does your audience have and how are you solving it? How does your product or service solve your audience's need? Zero in on the heart of your service and highlight what stands out about the product you provide.

Customer Relations

How do you interact?

How can you get, keep, and grow your audience? What relationship does your audience expect you to establish?

Customer Segments

Who do you help?

What groups are you providing value for? Identify 3 to 4 user personas you envision solutions.

Distribution Channels

How do you reach them?

How will you inform them of your developments and services? Consider the most effective mediums to reach your audience.

Cost Structure

What will it cost to launch and maintain your business?

What will it cost to launch and maintain your business? Consider each stage of your company, from creating a website and acquiring users, to hiring employees and producing goods, to marketing products and getting them to consumers.

Revenue Streams

How much will you make?

What monetary sources will fuel your company? How will you generate income? Present a pricing model for your product or service, and then highlight other sources of revenue — ad sales, subscription fees, or asset sales.

Técnicas de Creatividad

Para producir en equipo.



Scamper

01

Sustituir

04

Magnificar

02

Combinar

05

Poner otro uso

03

Adaptar

06

Eliminar

07

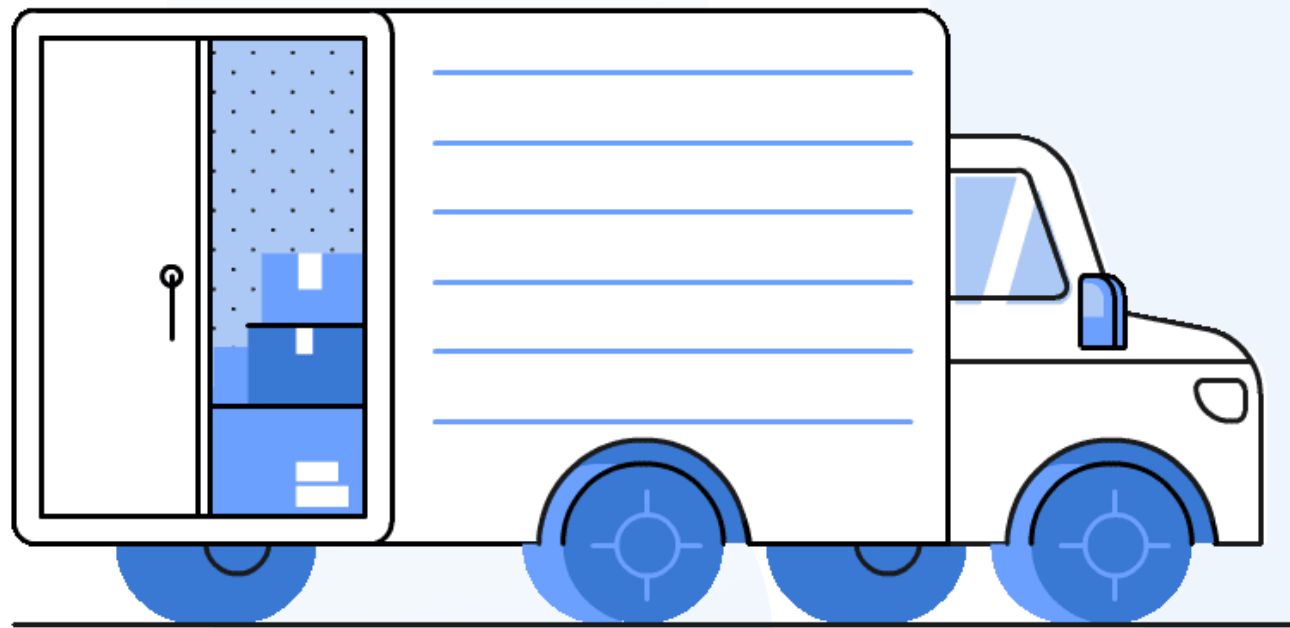
Reordenar



Proyección



Pienso algo que no tenga nada que ver con el tema que tratamos

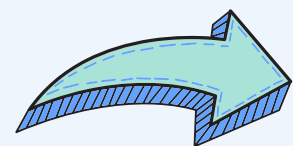


Tomo algo que nada que ver

ión



Lo traslado a mi tema,



Multipreguntas

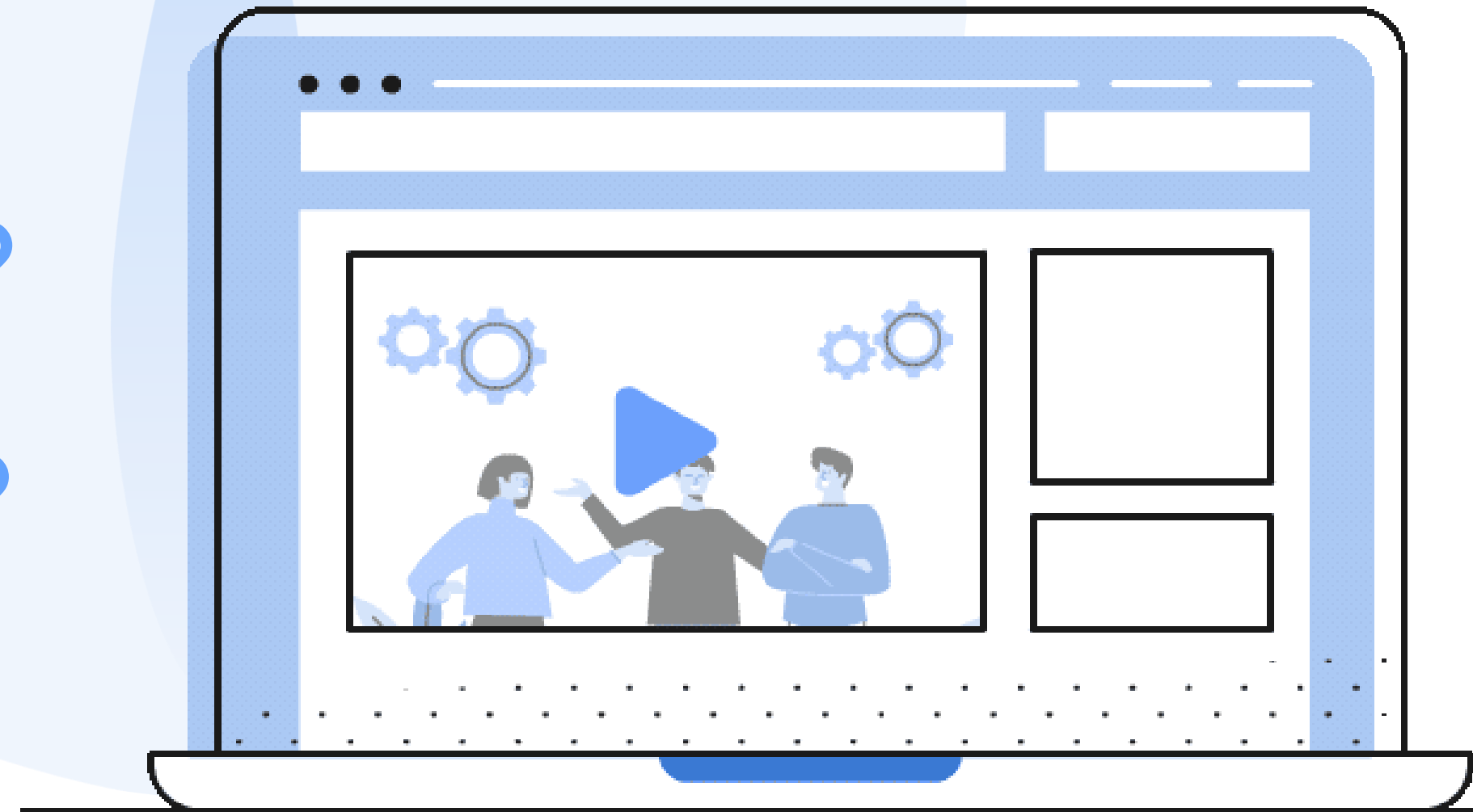
¿Por medio de
que?

¿Por cuánto tiempo?

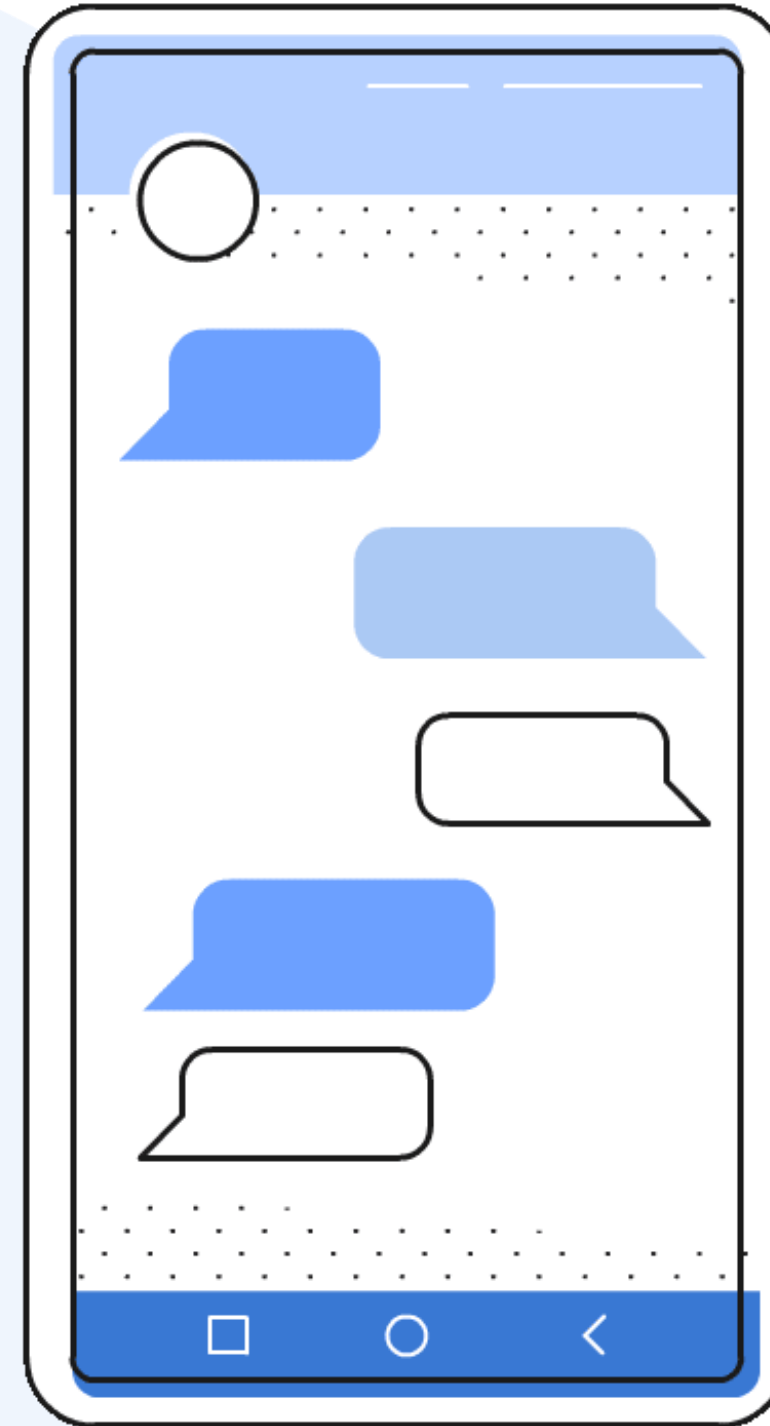
¿Desde donde ?

¿Hacia donde?

¿Con quién?



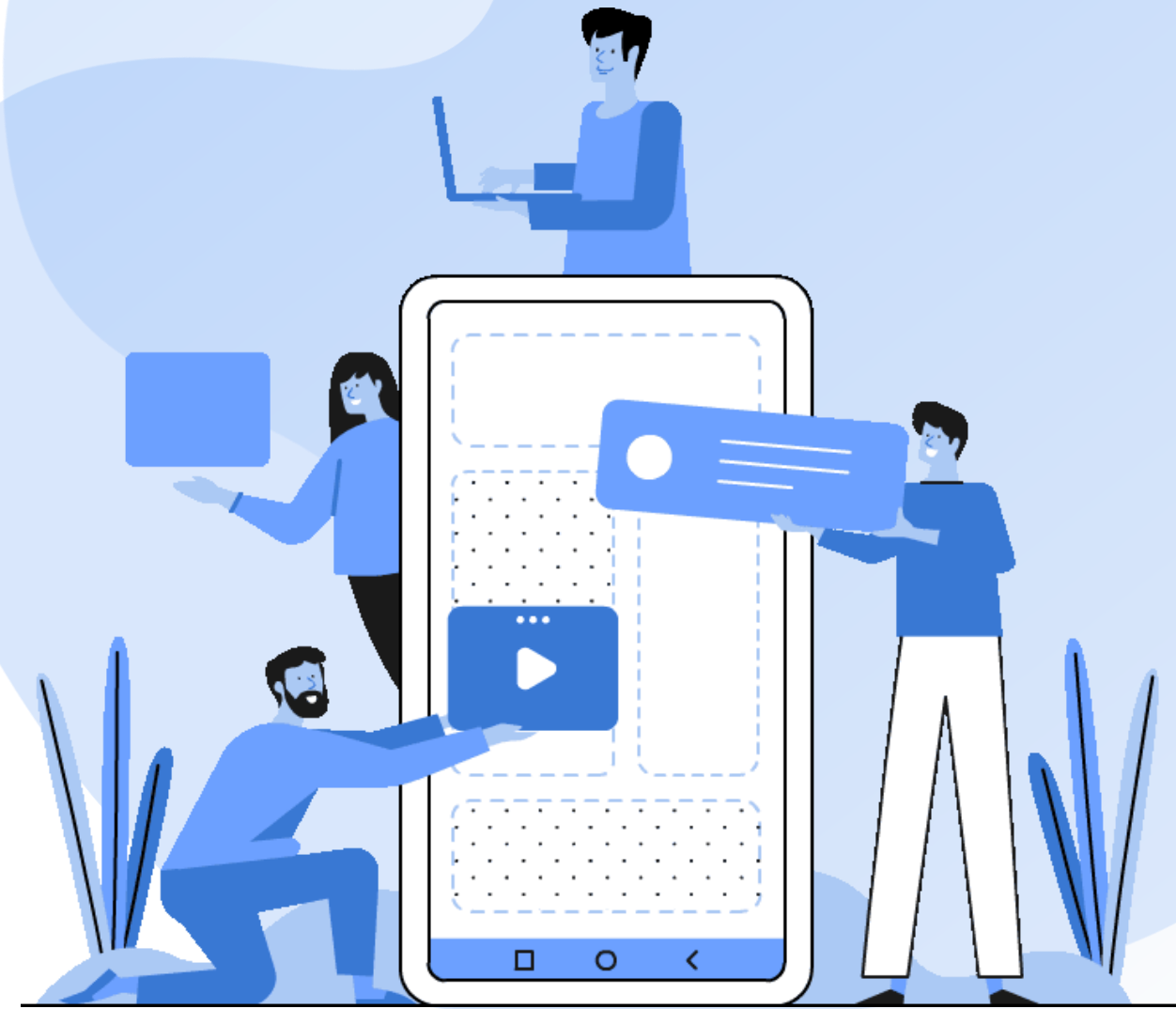
Brainwriting



Multiperspectiva

¿Como lo haría
Bill Gates?

¿Como lo haría
un japonés?



Utopía

1 Se piensa en la solución ideal

2 Se la reconvierte a lo más posible



Ejemplos:

Que toda la comida sana sea rica

Reconvertir genéticamente para que algo sano sea rico

Edificios totales con jardines
En todos lados

Balcones y terrazas jardines




Que desaparezca el ruido totalmente

Que desaparezca el ruido en horario de trabajo

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