

# Alternative Worlds

- Welcome – 5 mins
- The Exercise – 20 mins
- Case Study – 10 mins

# Who am I?

---

- Brian Utz – Director of Product Management
- Managed products and teams in different verticals
- Passionate about the experience economy
- Boy dad x 3
- Adequate youth soccer coach
- Excited to be here today



# Background

- What is “Alternative Worlds”?
- Why?
- When?
- Who?
- Where?
- How?

# What is it? What does it do?

---

- A design exercise
- Broadens the solution space
- Breaks the mold
- Offers new perspective

# ALTERNATE WORLDS

The Illustrated History of Science Fiction



# Why would you use it?

---

- Reframe your perspective
- Redefine what is possible
- Better understand consumer frameworks
- Steal ethically



# When would you use it?

---

- To differentiate yourself
- Your competition also sucks at solving the problem
- You have a large “non-buyer” group



# Who does the exercise?

---

- Get a diverse group – not just designers
- Preferably some newbies
- Some people from other verticals



# Where to do the exercise?

---

- Get out of the building
- Mix up the recipes
- Try to interview someone from your alternative world





# How to do the exercise?

---



Identify the Problem



Look at Analogous  
Problems



Research – “How would  
\_\_\_\_\_ solve this  
challenge?”



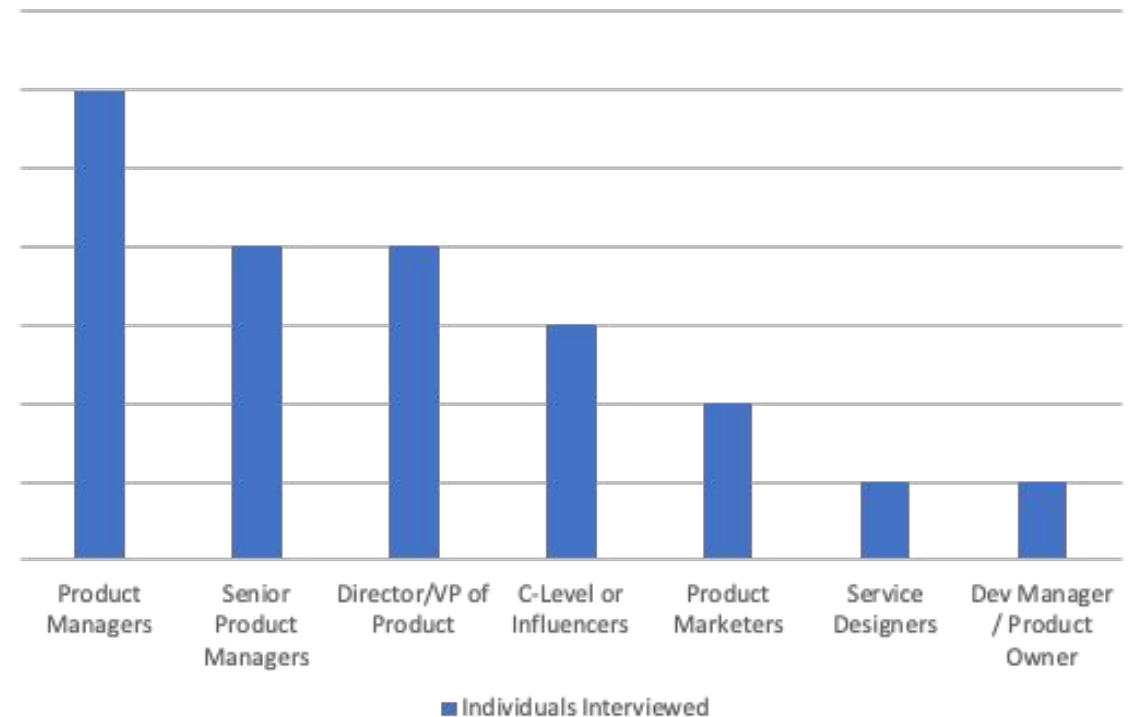
Apply

# Case Study - Genesis

---

## Acclaim Products

- PLG approach - built to address challenges of product management
- Interviewed over 100 product managers from discovery to prototype

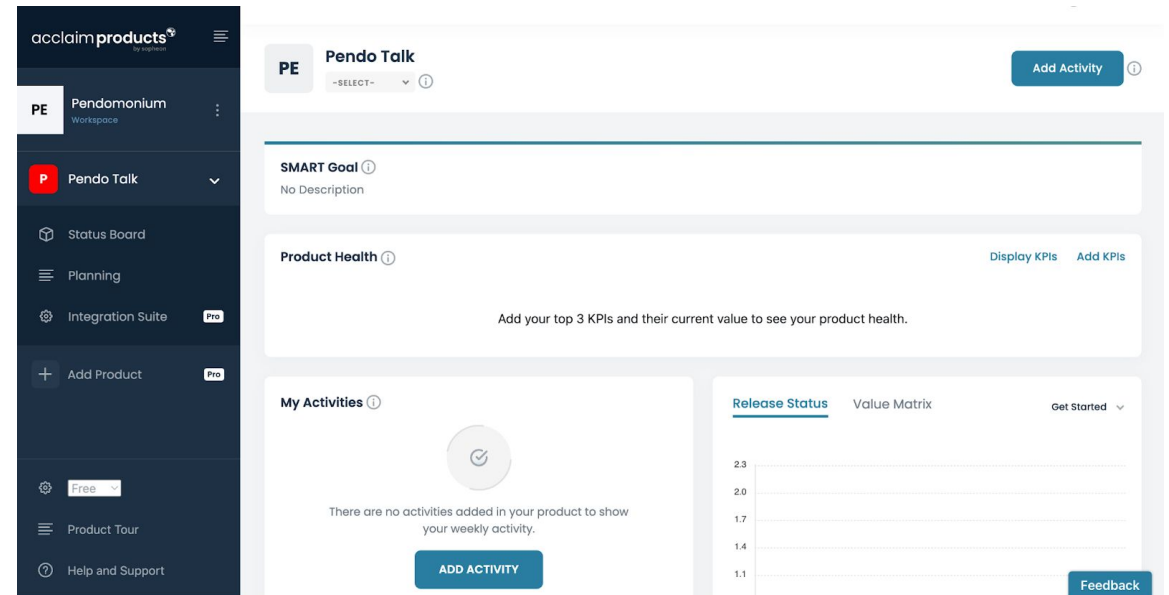


# Discovery

---

## Prototype testing

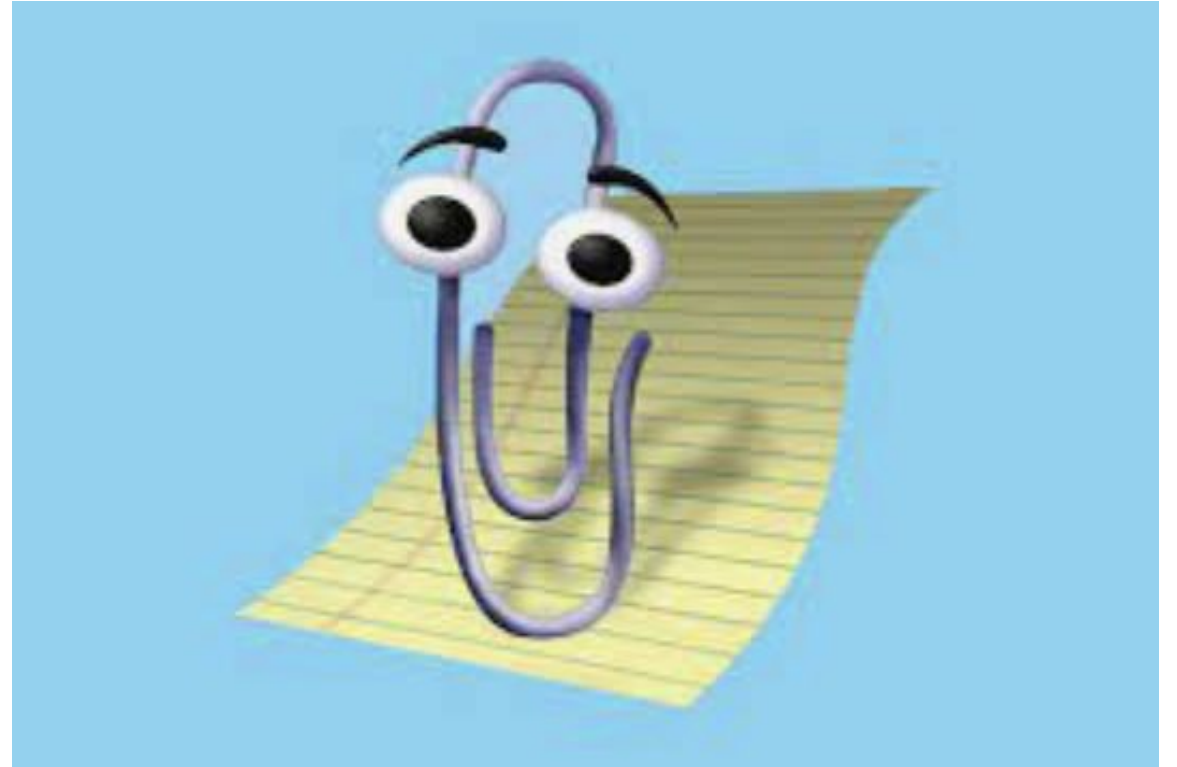
- Questions on terms “What’s a KPI? We call that...”
- Empty Excel workbook blank stare



# World Building

---

How do we help users understand how to navigate our world and translate their world into ours without recreating this guy...



# Our Alternative World

---

## Video Games – Why?

- Massive Worlds
- Human-esque qualities
- Adoption is essential



# Key Takeaways

Don't look at your competitors – every call center's queue strategy sucks.

Understand you compete in the experience economy, not your industry.

Be creative with your alternative world candidates.

**You're not limited to doing this once.**