CLEARHEAD
VIDEO TRANSCRIPT

[Young, casual male narrator's voice]

Ideas.

Companies are brimming with ideas.

The truth is, a lot of these ideas are destined to waste time and money. And, oftentimes, companies don't know if the idea worked or if they could've come up with a better product or experience for their customers.

Why do so many ideas fail, and how can we pick ideas that will succeed?

These are the questions we were asking about user experience design at Accenture Interactive: Why do some UX designs work when most others fail? And how do we know what worked and why?

Thousands of experiments and years of experience later, we created a methodology for finding the ideas most likely to work. We call this process Problem Solution Mapping.

Here's how it works.

Ideas fail when they don't solve problems.

And the opposite is true also. The more problems you solve with your design, the more VALUE you create.

But ideas that solve problems are hard to find. So instead of starting with ideas, we start by identifying clear goals.

Sounds pretty obvious, right?

From there we use data and evidence to pinpoint, prioritize and validate the largest Problems blocking these goals. THESE are what we call the Problems Most Worth Solving...

Once we have our Goals with Problems Most Worth Solving, we get to ideas. But let's call our idea a Hypothesis – because rather than assuming our ideas will succeed, we test to learn which hypotheses are most likely to solve the problem.

This tells us with statistical confidence if our idea is going to perform well, and more importantly why or why not.

We developed Problem Solution Mapping to uncover and solve the BIGGEST problems your customers face using data and continuous experimentation.

We use this for Design, Product Development, Content and, really, the entire customer experience.

So, talk to us about Problem Solution Mapping -- your new system for designing customer experiences that deliver confident performance AND happier customers.