

Strategic Design Thinking

PRESENTATION

Tarzine Jackson, CEO of Koalesce Designs



Agenda

- ➊ **Introductions**
- ➋ **Finding PMF**
- ➌ **Adapting to Market Changes**
- ➍ **AI as a Tool, Not a Solution**
- ➎ **Wrap Up + Share Back**

TARZINE JACKSON: DESIGN EXPERT & PROFESSIONAL COACH

Former **Microsoft**, **Stanford School of Medicine**, and professional coach through **Google's Tech Equity program** with proven results.

As technical/design founder of Koalesce Designs, I bring 20+ years of design and research expertise to help professionals and organizations reach their goals.

BACKGROUND & EXPERTISE

My technical background includes:

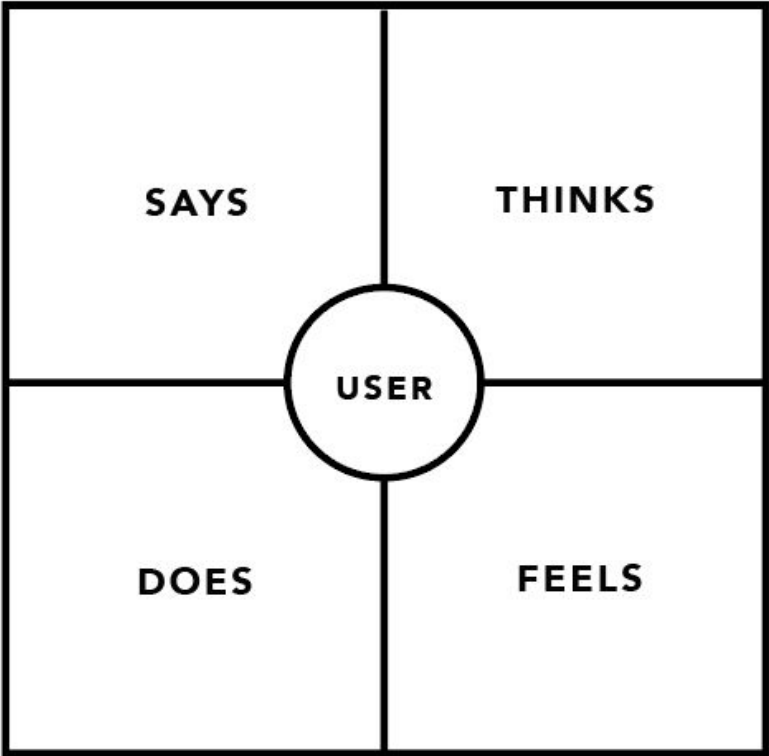
- 20+ years in UX, product, and service design 🎨
- 8+ years in development 💻
- 10+ years in leadership & mentorship 👥
- 2 years as UX/UI manager for a global company
- Specialized AUX (AI + UX) and HAI Design for 2+ years



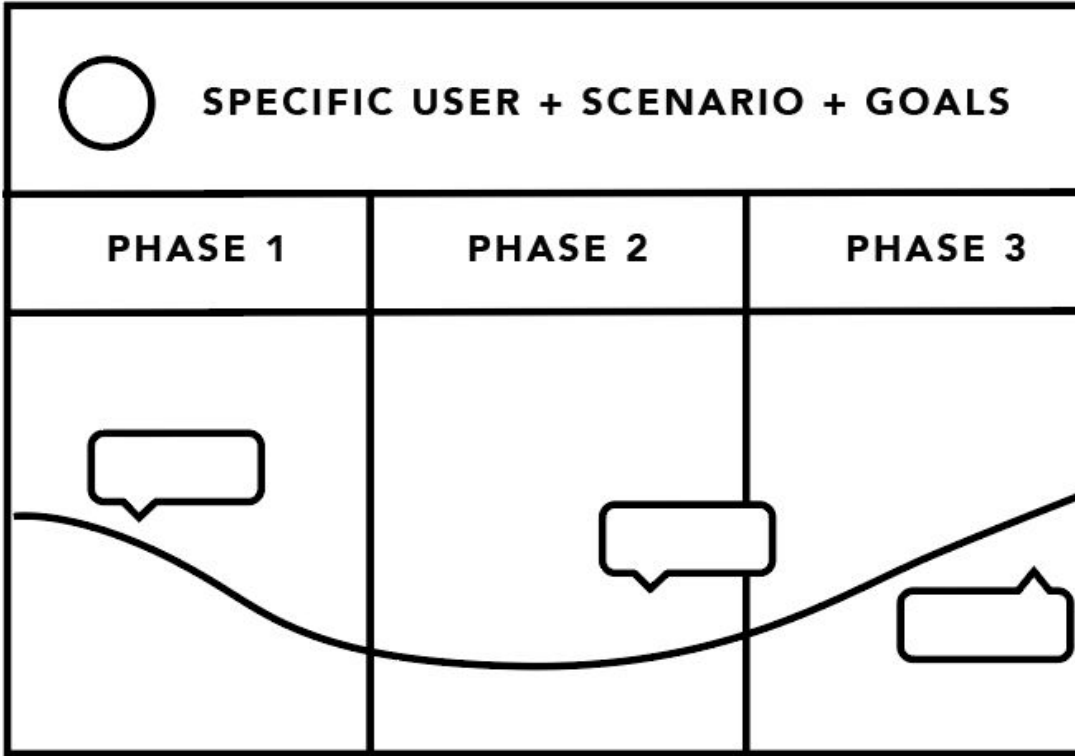
<https://www.linkedin.com/in/tarzine/>

Product Market Fit

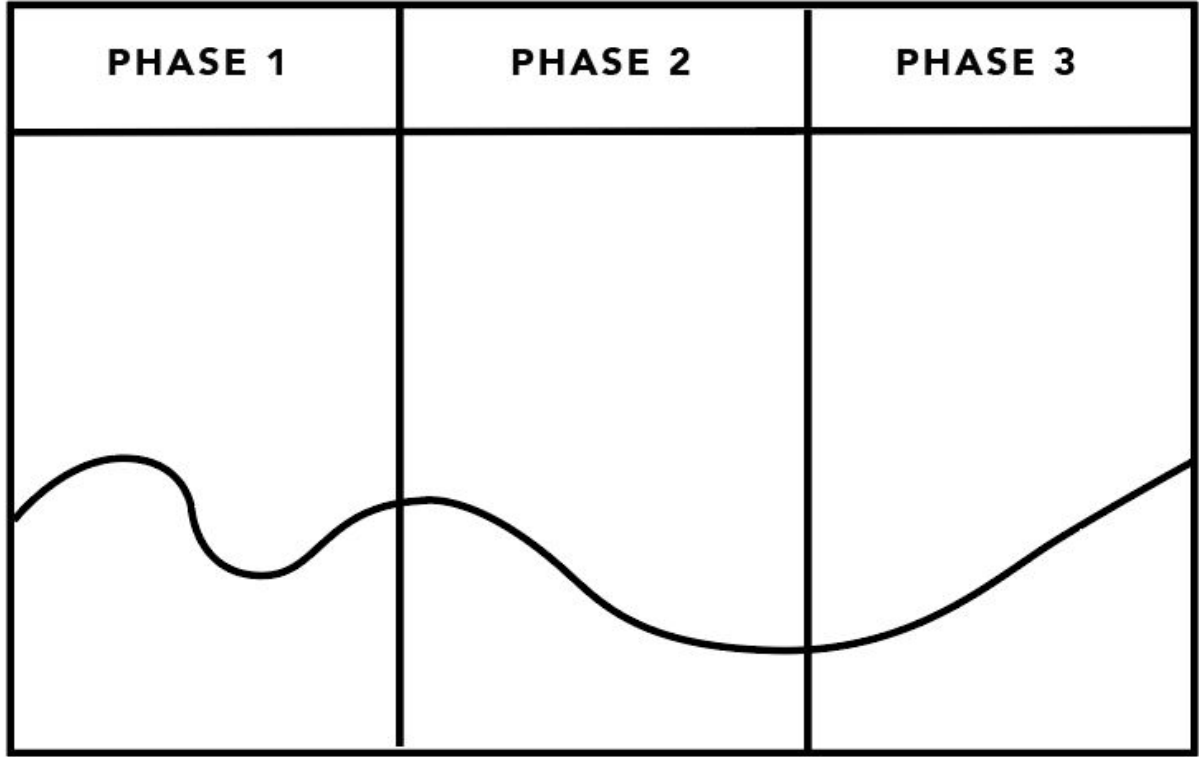
EMPATHY MAP



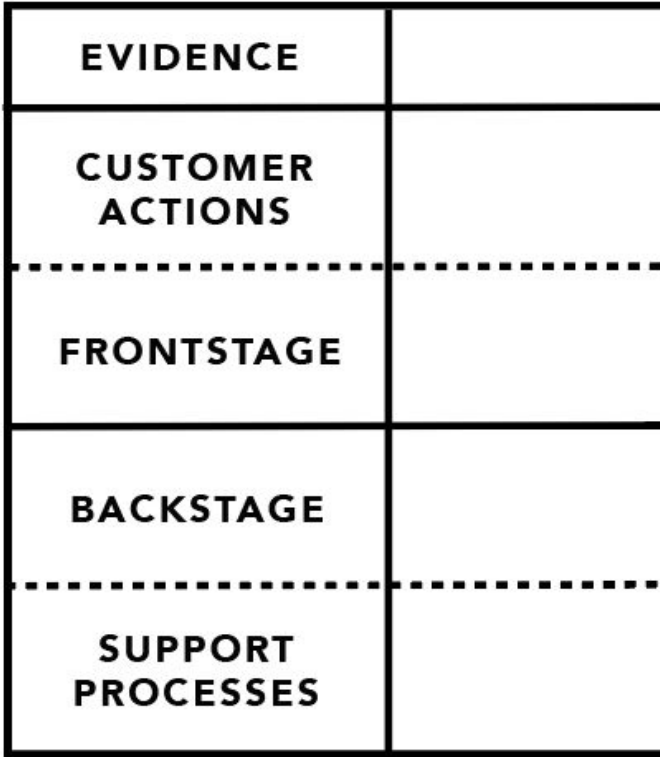
CUSTOMER JOURNEY MAP



EXPERIENCE MAP



SERVICE BLUEPRINT



Finding Product-Market Fit Through Design Research

User Goals Mapping: Know Your Users Before You Build

Most founders build products based on assumptions. This fails 90% of the time. User goals mapping shows you what people actually need.

Four Maps You Need

- 1. **Empathy Map** Shows what your users think and feel.
- 2. **Customer Journey Map** Shows every step users take with your product.
- 3. **Experience Map** Shows the bigger picture beyond your product.
- 4. **Service Blueprint** Shows what happens behind the scenes to deliver your product.

Empathy Map

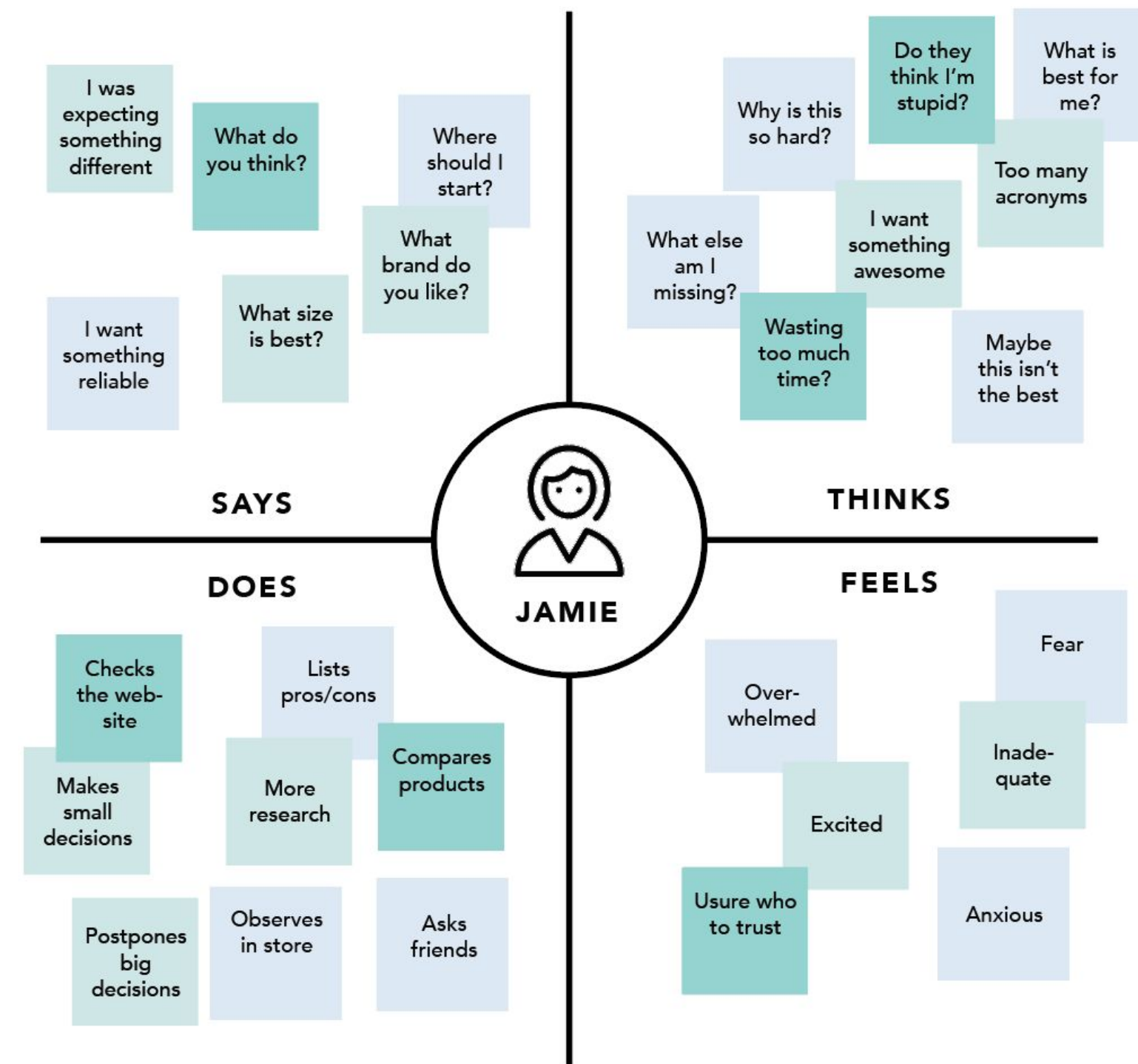
Draw four boxes:

- What they think and feel
- What they see around them
- What they say and do
- Their problems and goals

Fill these out by talking to real users. Not your friends. Not your mom. Real potential customers.

How to do it: Interview 5 people for 15 minutes each. Ask: "Walk me through what happens when [your problem] occurs."

EMPATHY MAP *Example (Buying a TV)*



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CUSTOMER JOURNEY MAP Example (Switching Mobile Plans)

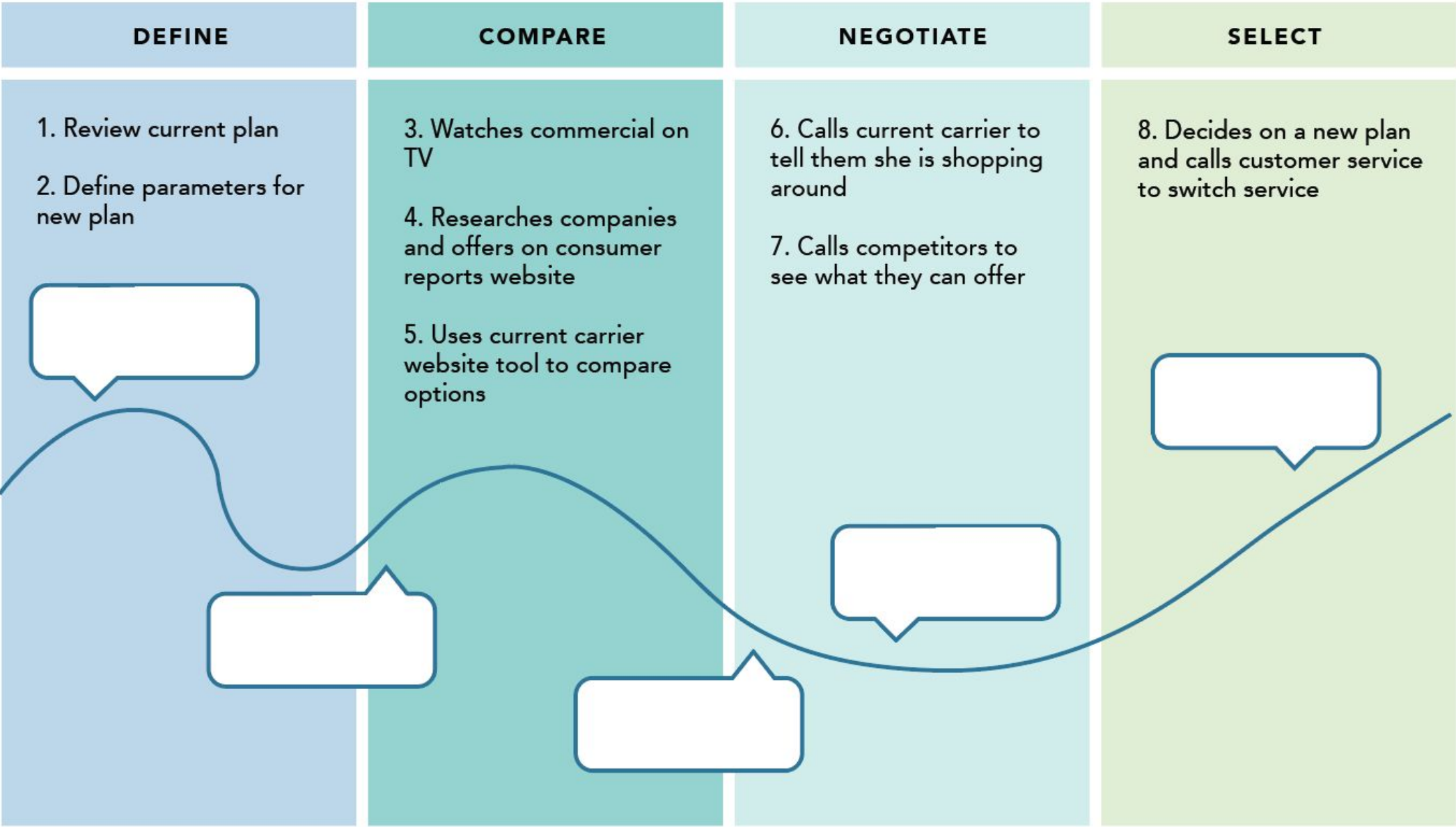


JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support



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Customer Journey Map

Five stages:

1. They learn the problem exists
2. They look for solutions
3. They choose your product
4. They use it first time
5. They keep using it (or don't)

Map what happens at each stage. Find where they get stuck or frustrated. Fix those spots first.

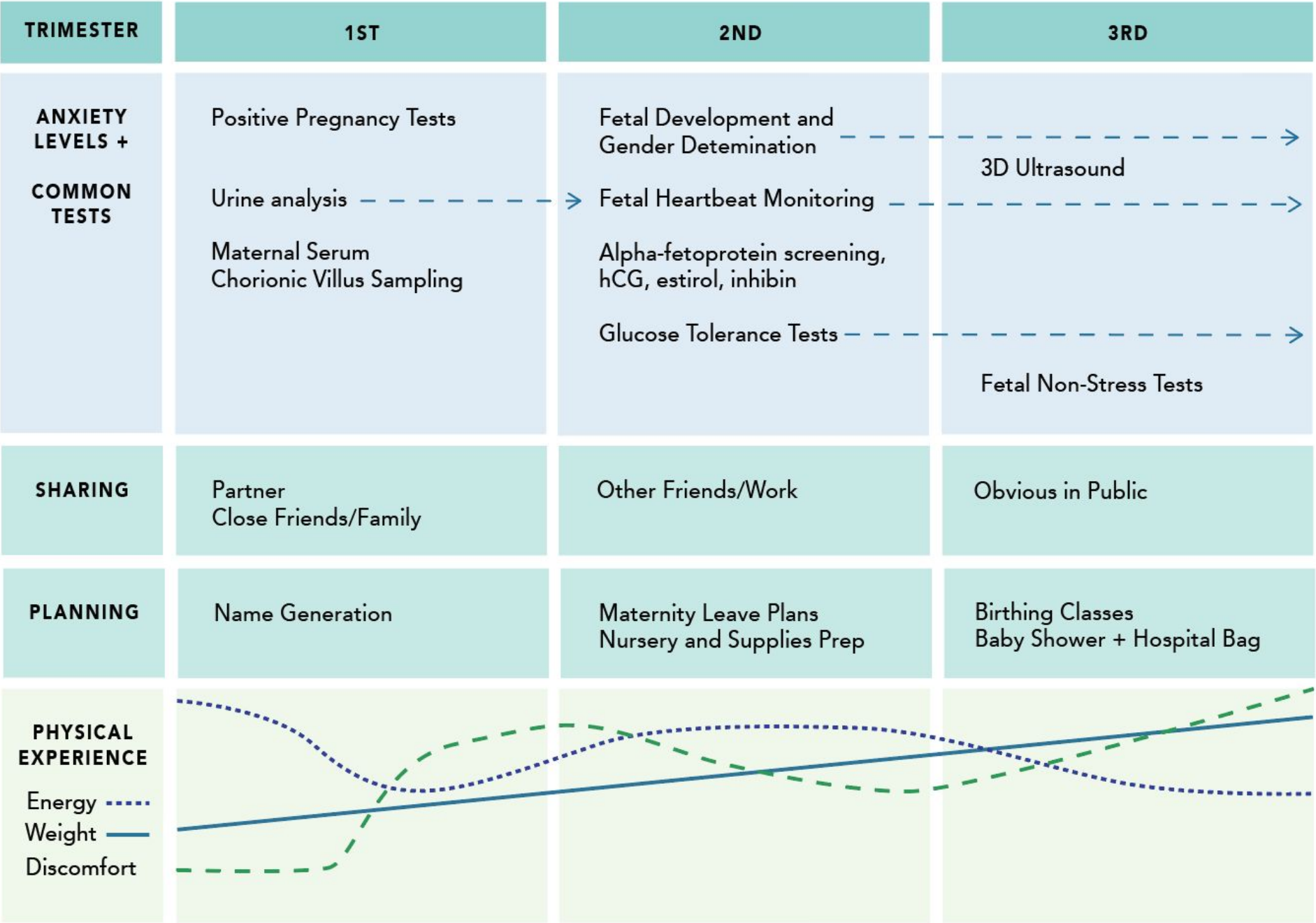
Experience Map

Include everything that affects your users experience.

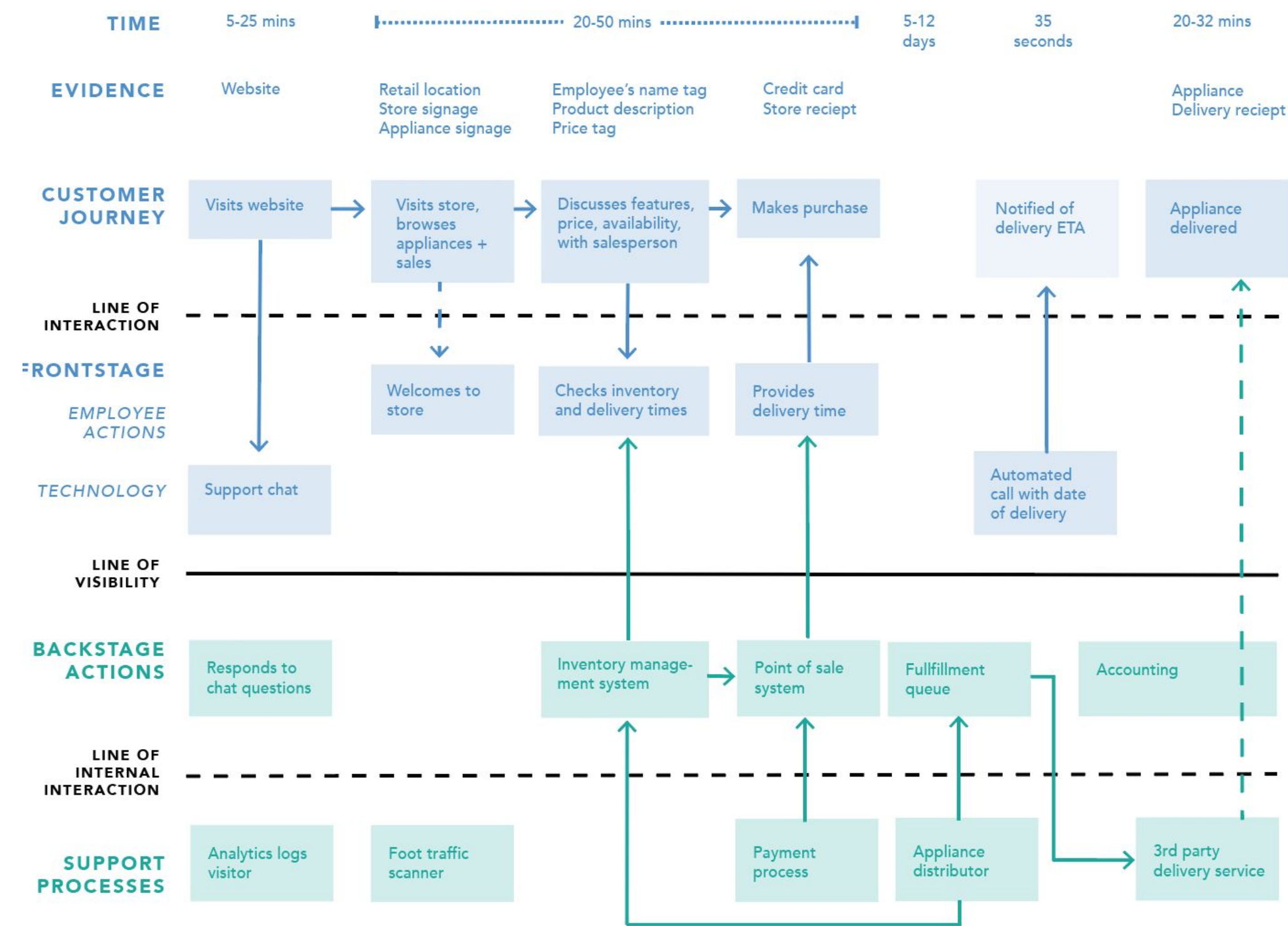
- Their mood.
- Their environment.
- Other tools they use.
- External factors you can't control.

This reveals opportunities you missed.

EXPERIENCE MAP *Example (Pregnancy)*



SERVICE BLUEPRINT Example (Appliance Retailer)



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Service Blueprint

Three layers:

- What users see and do (*front stage*)
- What your team does that users see (*on stage*)
- What your team does that users don't see (*backstage*)

This reveals where your service breaks down and where to improve operations.

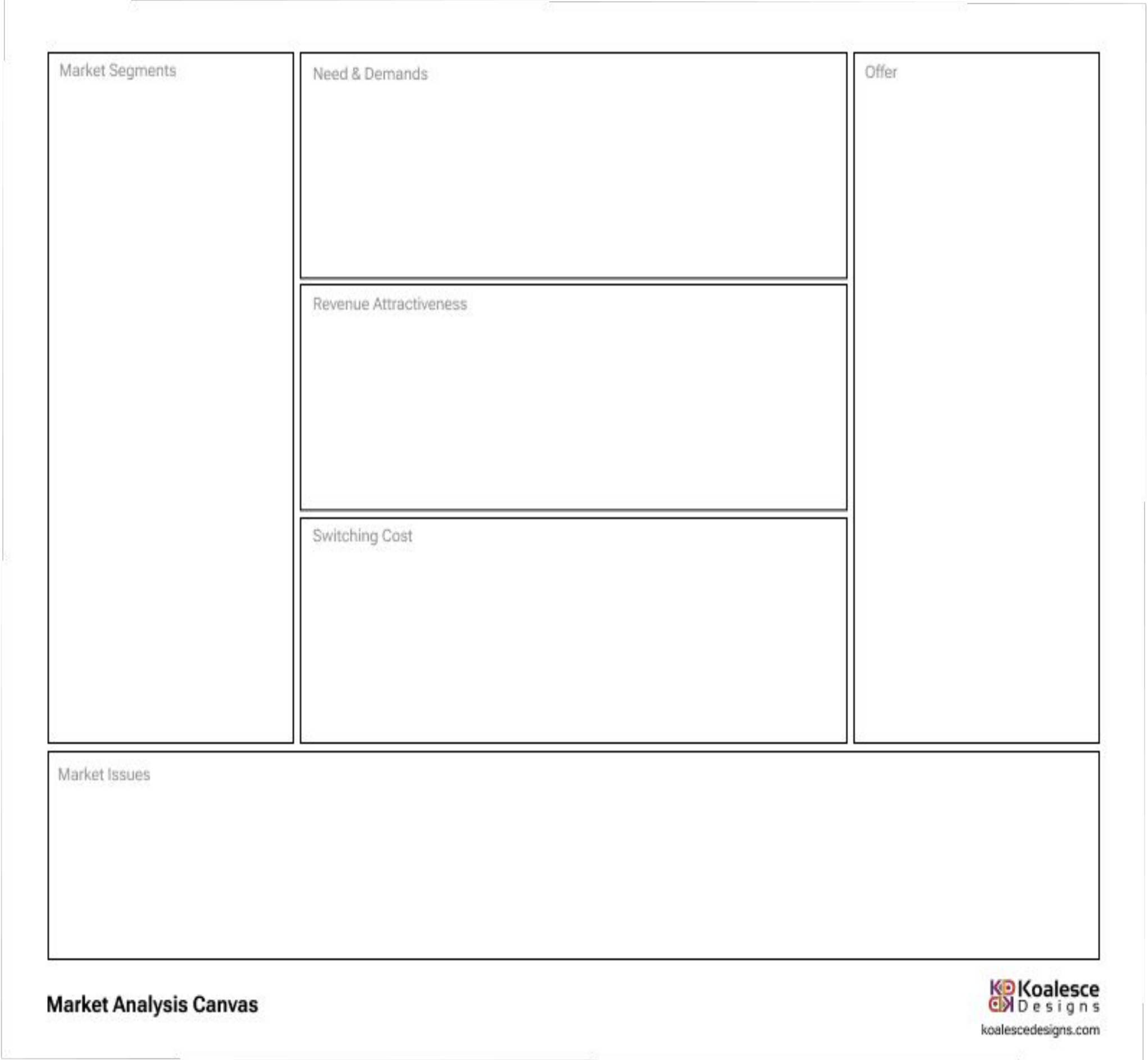
Free tools:

- **Miro/Mural:** Digital whiteboarding for collaborative mapping
- **Figma:** Free tier includes basic user journey templates
- **Google Sheets:** Simple templates for empathy maps
- **Typeform:** Easy user interviews and surveys
- **Zoom:** for interviews

Market Adaptation

Market Adaptation Canvas: Stay Ahead of Change

Markets change fast. Your product strategy must change with them. The Market Adaptation Canvas tracks what matters for your business.





The Nine Areas

- 1. Market Drivers** What forces change your industry? New technology. New regulations. Economic shifts.
- 2. User Segments** Who uses your product? How are their needs changing?
- 3. Value Propositions** What value do you provide? Is this value still relevant?
- 4. Competition** Who else solves this problem? What new competitors appeared?
- 5. Pricing** What do people pay? What are they willing to pay?
- 6. Distribution** How do users find you? Are these channels still working?
- 7. Technology** What new tech enables better solutions?
- 8. Regulations** What rules affect your product? What's changing?
- 9. Timing** Is the market ready for your solution?

Real Example: Our Innovation Studio

We started as a design firm. Design firms are struggling. No product-market fit. So we analyzed the market.

Market Position Analysis:

- Enterprise firms: Ideo, Frog Design (expensive, established companies)
- Mid-level firms: Competing for medium businesses
- Small level: Generic freelancers
- Boutique level: Us (specialized, affordable for startups)

Target Market Shift: Surge in solo founders and small businesses. They can't afford enterprise prices. They need boutique services. That's our opportunity.

Value Proposition Test: We offered six services. Clients got confused. Through interviews, we learned they want simple solutions. We cut to three core services: **Design, Validation & Growth, Development.** Plus **coaching.**

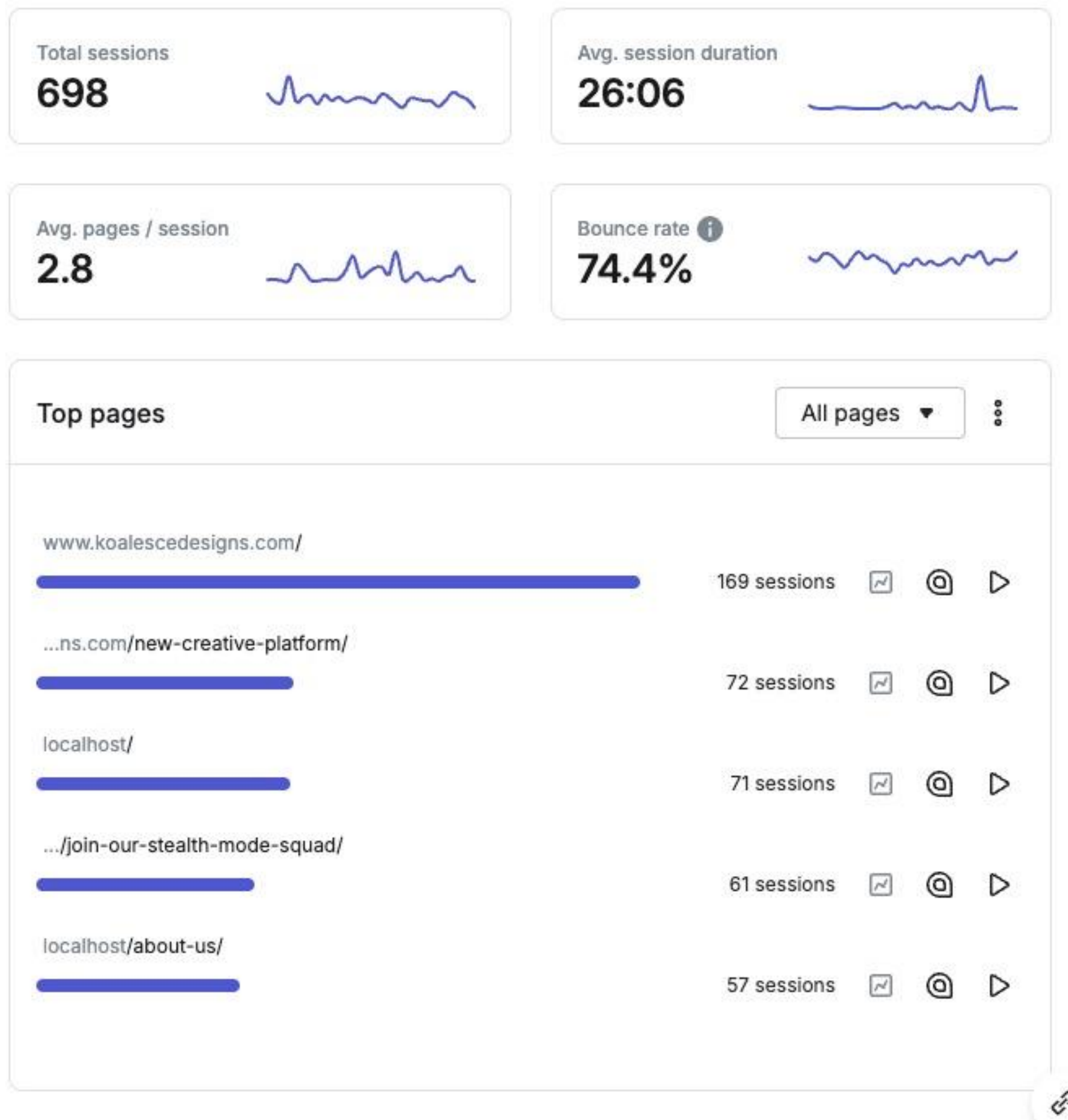
Our Market Data:

698 website sessions

26 seconds average time on site

74.4% bounce rate (people leave after one page)

Top pages: Homepage, creative survey



May 18, 2025 at 9:23 PM | Duration: 0:00:30 | 3 pages | | 402 x 874 | iOS | User ID: 11214621768931949623 Share

Filters 5 Search

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in | Light Mode

**Design with Purpose.
Results with Impact.**

We combine **design and technology** to create **impactful solutions**. Partner with us to achieve real results.

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What Hotjar Showed Us:

Users weren't converting. Session replays revealed the problem. Our messaging was unclear. Our service offerings were confusing

The Fix: Simplified our positioning from "**design firm**" to "**innovation studio**." Clear three-service structure. This is product-market fit through data, not guessing.

Quick Research Methods

- Google Trends for search patterns
- Reddit for real conversations
- LinkedIn for industry discussions
- Competitor websites for pricing changes
- Industry reports for trends
- Hotjar for user behavior data
- Google Analytics for traffic patterns

Our Process: We use the same tools for ourselves that we use for clients. Hotjar, Google Analytics, session replays. We watch what users actually do. Not what they say they do.

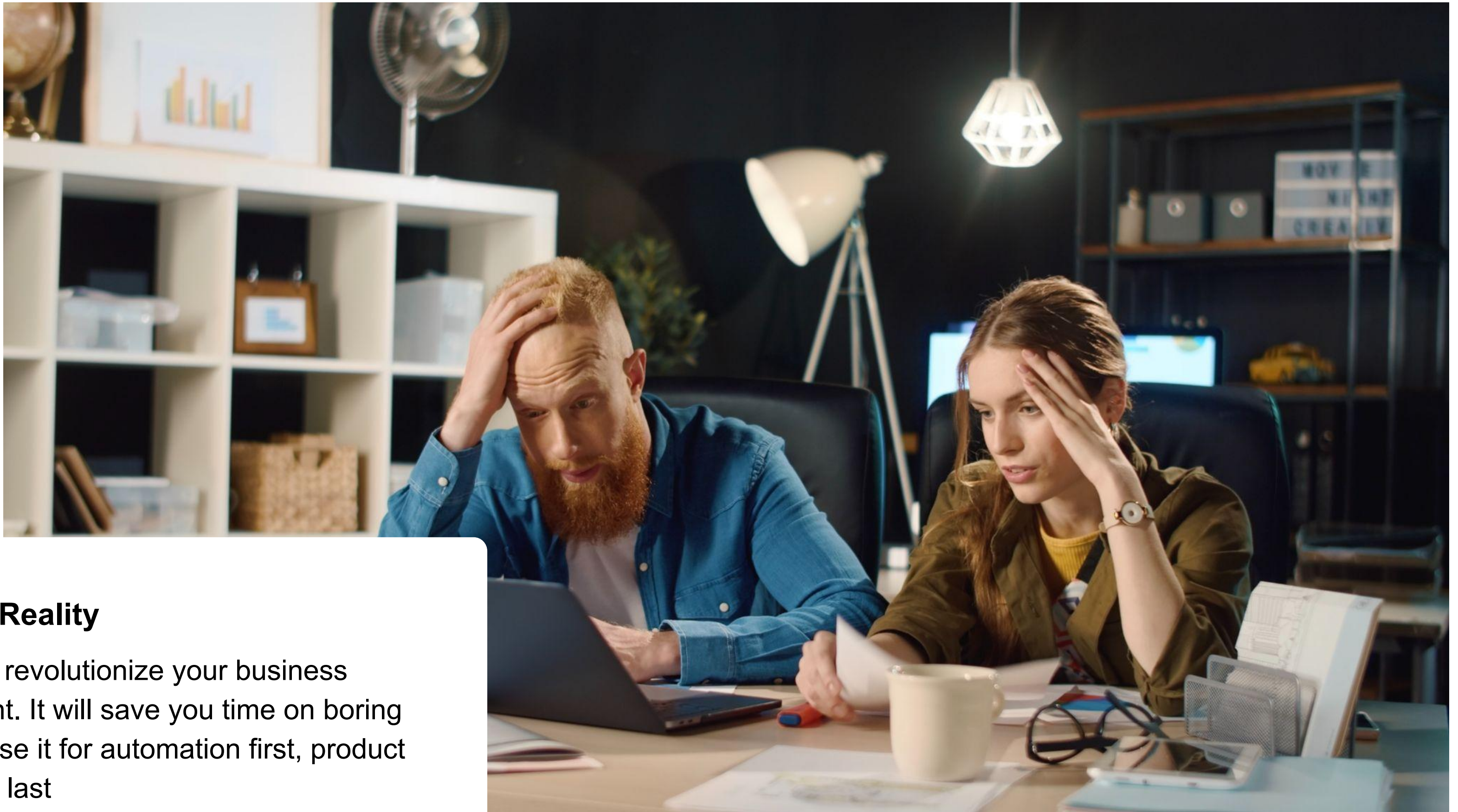
Real Data from Our Site: The heatmaps showed users clicking on non-clickable elements. They expected different functionality. Session replays revealed confusion at key conversion points.

The Result: We redesigned based on actual behavior. Simplified navigation. Clear service descriptions. Better call-to-action placement.

This is how we prove value to clients. We show them our own data. Our own improvements. Then we offer the same process for their business.

Spend 2 hours monthly on market research. It prevents expensive mistakes.

AI as a Tool, Not a Solution



The AI Reality

AI won't revolutionize your business overnight. It will save you time on boring tasks. Use it for automation first, product features last

Start with Easy Automation

1

Level 1: Admin Tasks

- Email sorting
- Calendar scheduling
- Invoice creation
- Social media posting

Tools: Calendly, Zapier, Buffer

2

Level 2: Work Enhancement

- Meeting transcripts
- Survey analysis
- Content editing
- Design suggestions

Tools: Otter.ai, Notion AI, Grammarly, Figma AI

3

Level 3: Product Features

Only add AI to your product if:

- It solves a real user problem
- It gets better with use
- Users understand how it works

Most founders skip to Level 3. This is backwards.

Implementation Plan

Week 1

Pick your most time-consuming task. Find an AI tool to automate it.

Month 1

Automate 3 administrative tasks

Month 2

Add AI tools to your work process.

Month 3

Consider AI product features (but probably don't add them yet).

The Test

Before adding any AI feature, ask: "Does this make my users' lives easier or does it just sound cool?"

If it just sounds cool - skip it!

Why This Works

- We don't just teach this process. **We live it.**
- Our website had a 74.4% bounce rate. Users spent 26 seconds on average. That's a problem.
- Hotjar session replays showed us **exactly what users were doing.**
Where **they got confused.** Where **they left.**
- We used our own **empathy mapping process.** Interviewed our target clients. Analyzed our market position.
- The result: **Clearer messaging. Better positioning. Higher conversion.**
- Same process we use for clients. Same tools. Same results.

This isn't theory. It's practice.

Key Takeaways

1. **User research prevents expensive mistakes.** Talk to users before you build.
2. **Markets change constantly.** Track changes or get left behind.
3. **AI saves time on boring work.** Use it for automation, not innovation theater.
4. **Start small and iterate.** Perfect plans fail. Tested plans succeed.

Build what users need. Adapt when markets shift. Automate what wastes time. This isn't rocket science. It's systematic thinking.

Ready to Find Your Product-Market Fit?

Get the same strategic design process we used to fix our 74% bounce rate.

We use the same process for ourselves that we use for clients.

Two ways to start:

Free 15-minute consultation - Quick assessment and one action item

<https://calendly.com/koalescedesigns/15-min-discovery-call>

Strategy audit - \$297 - Complete roadmap with action items and 90-day plan

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