



OVERVIEW

Invent with Amazon Challenge

The Invent with Amazon Challenge is a multipart, 9-hour interactive workshop series using our Working Backwards mechanism to help you and your team to define a new product, service, or experience, and then rapidly bring that solution to life. This highly collaborative engagement is inspired by the same customer-centric methods used by Amazon to develop breakthrough innovations our customers love, such as Amazon Prime, Amazon Kindle, AWS, Amazon Echo and Alexa, and Amazon Go.

How it works

We start by identifying an end-customer, and their specific problem or opportunity (see application form, and briefing session on the 6th of May for guidance). Then, continuing the Working Backwards process over the course of one week, we help you define a new solution that meets that customer's most pressing need. Together, we bring the idea to life in a future Press Release and Frequently Asked Questions document (PR-FAQ). Once the document has been iterated, we will help you determine the right next steps, and alongside partners, will be investing in multiple prototypes for the strongest ideas.

Over the course of the week, session formats will vary between large group hands-on activities, private working sessions with AWS, and internal working sessions with your colleagues.

The Invent with Amazon Challenge enables you and your team to rapidly experience Amazon's approach to innovation first-hand, and apply it in creating new solutions that delight your customers.

When is it?

Week commencing 24th May. Participants must be available for group workshops:

1) 3 hours - Monday 24th May 1-4pm

2) 2 hours - Friday 28th 10-12pm

+ dedicated one-to-one working sessions to be scheduled with each team between 25-27th May

- 1 **Engage** with the AWS Digital Innovation team to explore and align on your specific end-customer problem or opportunity
- 2 **Define** new product, service, or experience; starting with the customer and working backwards
- 3 **Build** a prototype in the cloud to bring your solution to life, and test it with customers



Framing the challenge:

Question 1: What is the problem you are trying to solve? What is the opportunity?

This often starts as a hypothesis (“we believe we could accomplish [...]”), or, a “what if?” statement (“what if we could [...]?”) In the process, we’ll reframe this into a customer-centric “How might we?” challenge, such as, “How might we provide X benefit to Y customer in order to drive Z impact?”

Clarifying Questions/Guidance:

A few questions Amazonians would ask:

- What processes exist within your organisation that seem unnecessarily complex? How could we automate or simplify for the benefit of our customers?
- Where do you see friction points for your customers? How could we make it faster, cheaper or more convenient for our customers?
- What new opportunities or new risks exist?

You can answer this as a question rather than a statement – What if...? How might we...?

Your answer:

Question 2: Given this problem or opportunity, who is your customer?

Take a stab at framing it as a problem statement:

Try to be very specific about who is a customer – a single person, a distinct persona (vs. a group or segment). There are 3 components to this statement:

- Customer - Consider who they are, where they are located, how do they spend their time?
- Problem/opportunity - What are all the tasks, responsibilities, concerns?
- Situation - where is an inflection point in the customer journey that we can explore?

The more refined your customer group, the better. A clear customer profile or persona leads to a clear customer benefit and a well-defined solution. Many problems have multiple potential customers. Do not try to amalgamate; instead, write multiple customer statements from the different perspectives. In the workshop, we will discuss the various viewpoints and dive deep on how to prioritize through further empathy.

Today (our customers)	[]
have to/cannot (describe problem/ opportunity)	[]
When (describe the situation)	[]



Challenge team:

Challenge Lead (name, title, email)	<i>Responsibility:</i> Coordinate challenge team and acts as primary AWS contact point
Executive Sponsor (name, title, email)	<i>Responsibility:</i> Approve challenge (prior page) and join final presentation session
3-4 challenge participants (name, title, email)	<i>Responsibility:</i> Join workshop sessions w/c 24 th May

AWS provides end-to-end facilitation to guide you and your team through the Working Backwards process. In addition, we can connect you to resources with relevant expertise and a strong bias for action to bring your solution to life – including your AWS account team, Solutions Architects, AWS professional services, APN partners, and others as needed.

We can accommodate 20 organisations in the first wave. Applications will be prioritised based on quality of challenge and fit with working backwards methodology.

Please email your completed form to: hodrob@amazon.co.uk

AWS Digital Innovation

AWS Digital Innovation introduces business leaders to Amazon's peculiar, customer-centric approach to innovation, provides examples and approaches for how Amazon.com has used technology to accelerate innovation, and engages with customers who want to experience Amazon's innovation mechanisms first-hand, Working Backwards from their end-customer.

