

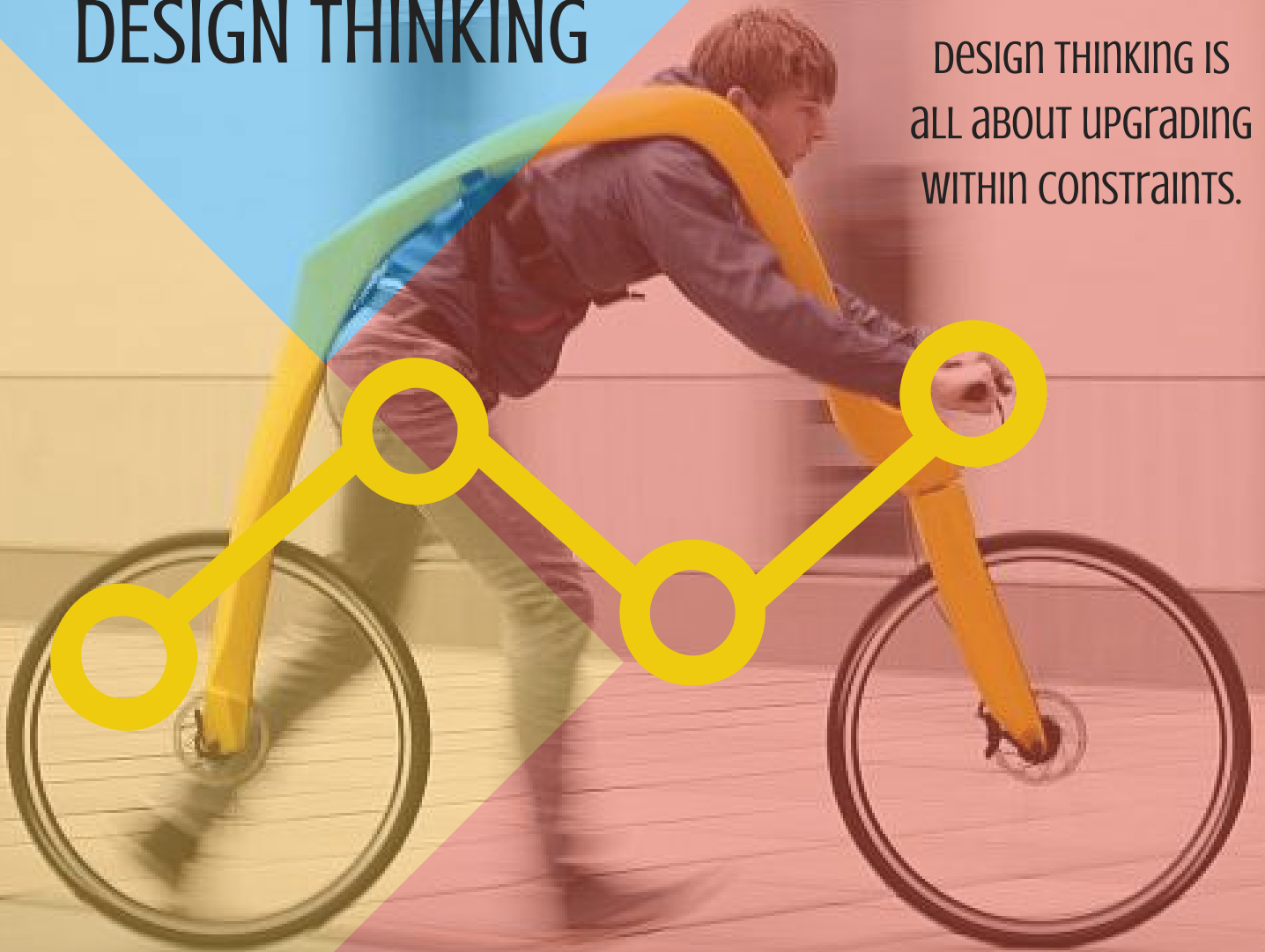
CHANGE

BY

INNOVATION AND DESIGN

DESIGN THINKING

DESIGN THINKING IS
ALL ABOUT UPGRADING
WITHIN CONSTRAINTS.



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"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

TIM BROWN, President & CEO IDEO

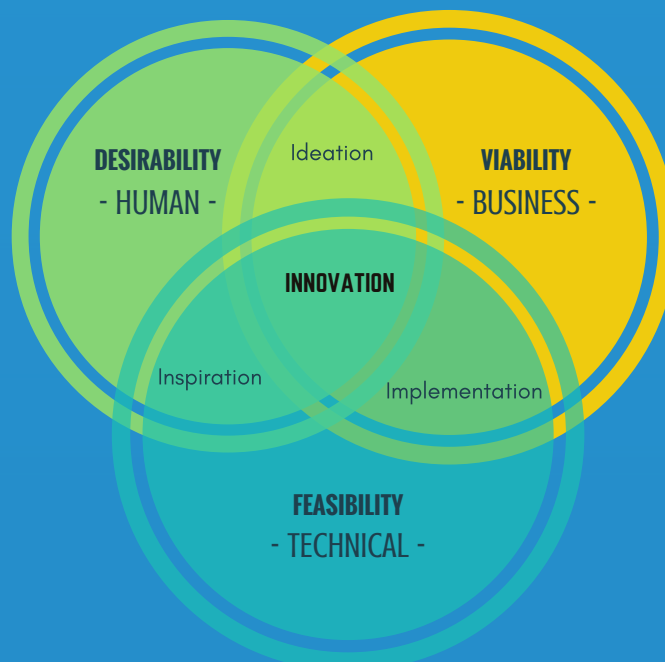
WHAT IS DESIGN THINKING

Design Thinking is a systematic, human-centered approach to solving complex problems within all aspects of life. The approach goes far beyond traditional concerns such as shape and layout. Unlike traditional scientific and engineering approaches, which address a task from the view of technical solvability, user needs and requirements as well as user-oriented invention are central to the process.

This approach calls for continuous feedback between the developer of a solution and the target users. Design Thinkers step into the end user's shoes - not only interviewing them, but also carefully observing their behaviors. Solutions and ideas are concretized and communicated in the form of prototypes as early as possible, so that potential users can test them and provide feedback - long before the completion or launch. In this way, Design Thinking generates practical results. Innovation and effective problem-solving combine three essential components: technical feasibility, economic viability and human desirability. Design Thinking approaches problems from a human perspective, with the objective of designing innovative and desirable products, services or experiences that reflect all three aspects.

DESIGN THINKING

Offers an even balance between creative and analytical methods. This combination motivates teams, coaches and project partners to define the problem and formulate the solution with a greater sense of adventure. Different perspectives and experiences consciously flow into the solution process. The solution space of design innovative opens at the crossroads of user wishes, feasibility and cost-effectiveness.



THE 5 - STEP ITERATIVE DESIGN THINKING PROCESS

combines the methodology from engineering with experimental aspects from the teaching of design. The user is seen from a social-scientific perspective, with a view that is always open to something new. Team members from very different backgrounds combine their efforts toward achieving a common goal. At the same time, mutually appreciated, innovation-inspiring communication helps to develop a common language and way of thinking that extends beyond subject-specific terminology and hierarchical borders. Only in this way is it possible to mutually overcome complex challenges. The result: convincing innovations for widely different areas of life.



BENEFITS

1. DESIGN THINKING FOCUSES ON THE END USER

Design Thinking is an approach to solving problems that puts end users at the center of the process. The goal is to develop useful products and solutions that fit the needs of the user, not the other way around. The process is inherently human-centered, getting close enough to the user to see where their frustrations lie and how we can make their lives and experiences better and more fulfilling.

2. DESIGN THINKING LEVERAGES COLLECTIVE EXPERTISE

By building multidisciplinary teams and bringing many voices to the table, we break out of our respective fields and boxes to leverage our collective wisdom, experience and expertise. .

3. DESIGN THINKING EMPLOYS EMPATHY

The very foundation of Design Thinking is empathy. Sometimes referred to as “discovery” or “understanding,” depending on the explanation, empathy requires that we seek to understand and identify with the needs and challenges of the people (or users of a product), the experience or the system..

4. DESIGN THINKING TESTS AND TESTS AND TESTS

The philosophy of “design, test and iterate” is central to the process. It allows you to have those completely unexpected breakthroughs by creating several rapid prototypes and encouraging fast feedback from actual users and customers before spending too much time, effort or money on any one idea..

5. DESIGN THINKING CREATES VALUE WHILE SOLVING REAL PROBLEMS

Design Thinking isn't just creativity and innovation for its own sake; it's specifically directed at creating value and solving problems. But instead of going about either of these in the traditional ways, Design Thinking seeks to use design principles to solve problems, from small to large, in almost any industry.

DO YOU FEEL THE NEED TO SELL THE CONCEPT OF DESIGN THINKING TO YOUR TEAM?

- Design thinking focuses on the end user. You aren't designing something because it looks good or uses a cool trend or technique, you are doing it to make users happy.
- Design thinking is rooted in teamwork, where every person brings a level of expertise to the conversation.
- Design thinking considers the human nature of empathy and emotion, and how these things can be powerful elements in the design. (You can find disaster if you don't think about the human side of it all).
- Design thinking encourages testing. Lots of it. Revisions can be the key to success. Don't be afraid to rethink things.
- Design thinking solves actual problems. It takes you back to the reason you are designing something in the first place. What are you trying to accomplish? How will you help/educate/delight the user?

HOW DO YOU CREATE A STRATEGY FOR GUARANTEEING THAT INNOVATION AND CREATIVITY FLOURISH IN YOUR ORGANIZATION?

When design principles are applied to strategy and innovation the success rate for innovation dramatically improves. Design-led companies such as Apple, Coca-Cola, IBM, Nike, Procter & Gamble and Whirlpool have outperformed the S&P 500 over the past 10 years by an extraordinary 219%, according to a 2014 assessment by the Design Management Institute.

You can design the way you lead, manage, create and innovate. The design way of thinking can be applied to systems, procedures, protocols, and customer/user experiences. The purpose of design, ultimately, in my view, is to improve the quality of life for people and the planet.

You don't have to change the way you work tomorrow, but you should think about design thinking and how it can impact you and your team

WHY IS DESIGN THINKING IMPORTANT?

TODAY'S REALITY DEMANDS INNOVATION

The times that we live in demand innovation. It is impossible for a business to really make waves without innovating. Design Thinking is the tool kit for innovation. And yet, it's laser targeted to focus on the core problem. Too many once massively successful companies have disappeared into oblivion by believing what worked before will work. Times have changed. Customers have changed. Lifestyles have changed. The way we communicate has changed. In order for a business to stay current, they must move with these changes. It's impossible to predict the future. Design Thinking is like a map...you may not know from the beginning exactly where it will take you, but you can be confident that the destination will be innovative, relevant and amazing!

FACED WITH AN INSURMOUNTABLE TASK?

Understanding the need to innovate is one thing. But being tasked with the challenge of doing it is another. It can seem insurmountable and overwhelming. Like telling a novice to climb Mt. Everest. Design Thinking takes the challenge or problem and drills it down into small bite-size pieces, enabling you to drill down to the core issues. From there, you can see clearly and piece together the most critical aspects to devise a strongly relevant solution.

WHAT IF THERE IS NO MARKET?

A common concern in developing a new product or service is "Will there be a market?" Design Thinking involves the market from the get-go. In fact, before you even think about developing a product or service, you are spending time with the market, understanding their needs and the realities of their world. In essence, your market is working in tandem with you throughout the whole process – from zoning in on the real problem, to tweaking the solution throughout development. The problem of having a market isn't a problem at all with design thinking. This is because design thinking begins with, and is rooted in, people.

Great design has that "wow" factor that makes products more desirable and services more appealing to users.

IT'S ALWAYS ABOUT PEOPLE

Statistics and market research can give you certain insights, but when an engineer gets out and spends time with the end-user, the insights become far more tangible. Beginning with a thorough understanding of the people and problems you are developing for empowers you to create and solve on an entirely different plane. Now, you aren't targeting faceless 35 year old women, but Lisa, a 35 year old professional, mother and wife, with real needs, challenges – and a real voice. Design Thinking is empathetic and personal in nature and doesn't exist without people. Design thinking keeps you in tune with the real customer with real problems, empowering you to create real solutions.

FAIL FAST

8 out of 10 businesses fail. Design Thinking eliminates the risk of ultimate failure by encouraging failure. Sound counter-intuitive? The truth is, we learn far more from failure than we could ever learn without it. Design Thinking is systematically developed to encourage experimentation, coupled with prototyping and feedback, allowing you to fail and fail fast, leading you to recognise and eliminate the weak areas so that you can ultimately succeed.

BREAKS YOU OUT OF THE BOX

Design thinking breaks your preconceptions of what a good solution would be and unleashing new undiscovered possibilities. A good example of this is Proctor & Gamble who initially set out to develop a better cleaning detergent. Design Thinking led them to realise customers didn't need another detergent on the market – but did need a faster, easier way to clean. The result was the Swiffer, a revolutionary new mop which proved to be massively successful for them.

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