



# DESIGN THINKING

INNOVATION DESIGN THINKING APPROACH

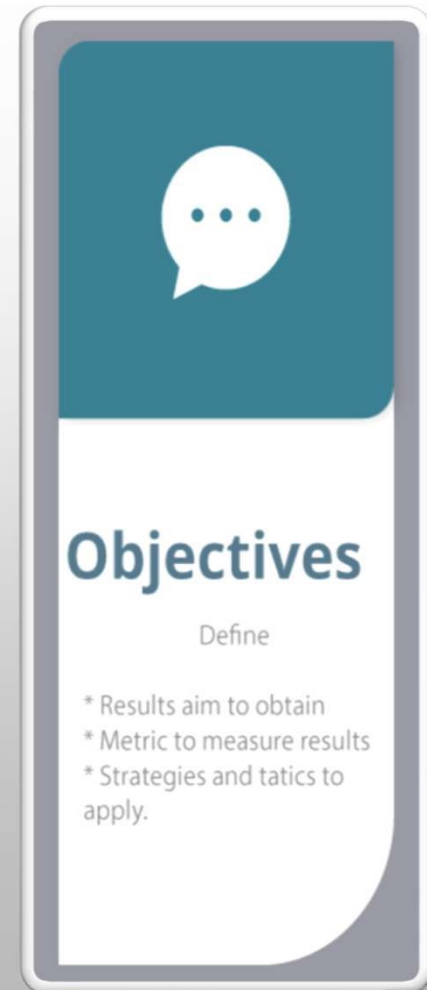
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# INNOVATION DESIGN THINKING APPROACH



# BUSINESS OBJECTIVES

- IDENTIFY AND DEFINE THE BUSINESS OUTCOMES THAT THE ORGANIZATION WANTS TO ACHIEVE
- IDENTIFY AND DEFINE THE METRICS TO MEASURE THE OUTCOMES
- IDENTIFY AND DEFINE THE CAPABILITIES NEEDED TO REALIZE THE OUTCOMES.



# BUSINESS OBJECTIVES WORKSHOP



- **WHY** Identify the goal/outcome

## OUTCOMES/GOALS

- **HOW** It will be delivered

## CAPABILITIES

Tools needed to build to enable success

- **WHAT** Value it will create

## MEASURES

success evaluation

# UNEMPLOYMENT PROJECT BUSINESS OUTCOMES WORKSHOP

**WHY** Identify the goal/outcome



**GOAL:** Find job seekers and companies searching for personnel resources.

- Do you know of existing platforms offering a similar solution?
  - What are the similarities with your solution?
  - What are the differences with your solution?
- How Will a job seeker and employer Will sign up?
  - Is there a capabilities/skills – have/look for – assessment be available?
- How Will both parties accept the match?
- How is payment process is agreed for the job Seeker?
  - Is there a disclaimer that payment arrangement is between the parties?
- How is the job initiated for both parties?

# UNEMPLOYMENT PROJECT BUSINESS OUTCOMES WORKSHOP

**WHY** Identify the goal/outcome



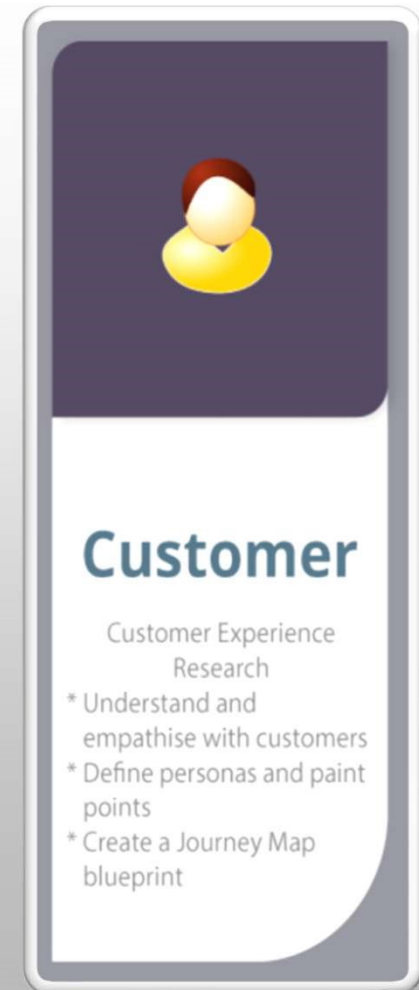
## CAPABILITIES

Tools needed to build to enable success

- Will the system match automatically?
- Will users have the capability to search and select?
- Web site or just app?
- Built on what developer platform?

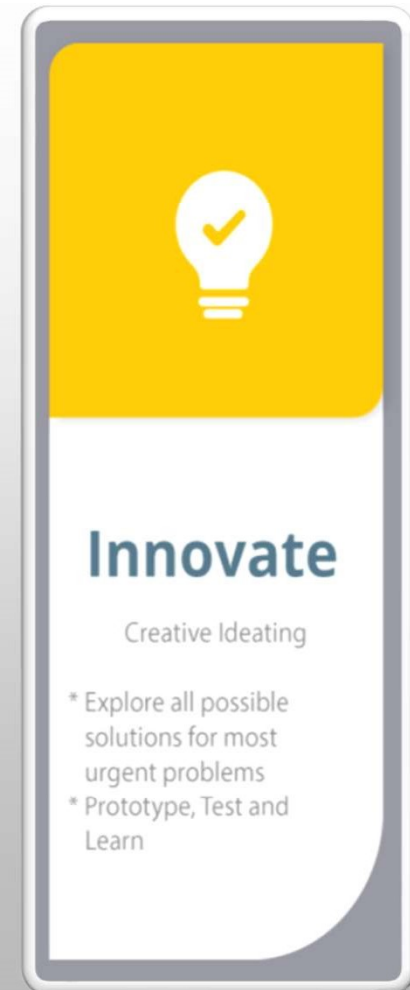
# CUSTOMER EXPERIENCE

- UNDERSTAND AND EMPATHIZE WITH CUSTOMERS AND USERS
- DEFINE AND DEVELOP PERSONAS TO REPRESENT CUSTOMERS AND/OR END USERS
- CREATE AND DOCUMENT A JOURNEY MAP AND OPERATIONAL PROCESS MAPS
- CREATE A BUSINESS SERVICE DESIGN BLUEPRINT



# INNOVATION LAB

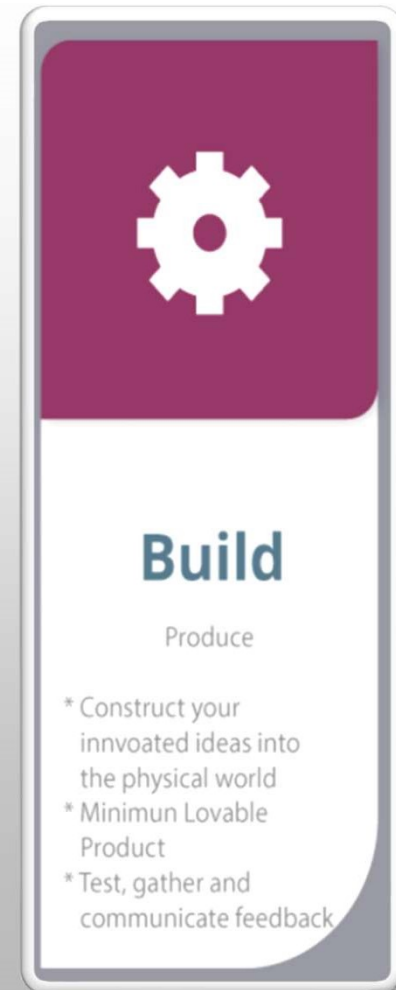
- IDENTIFY THE MOST URGENT PROBLEMS TO RESOLVE.
- RUN INNOVATION LABS FOR CREATIVE IDEAS TO SOLVE HIGH PRIORITY PROBLEMS
- PROTOTYPE, TEST & LEARN





# MINIMUM LOVABLE PRODUCT

- CO-PRODUCE MINIMUM LOVEABLE PRODUCT(S) AND A BACKLOG OF OPPORTUNITIES
- BUILD YOUR INNOVATED IDEAS
- TEST AND GATHER INFORMATION
- COMMUNICATE FEEDBACK
- ESTABLISH BEST PRACTICES AND GOVERNANCE MODEL FOR PROJECT AND BAS



# PRODUCT DELIVERY

- CONNECT WITH THE CUSTOMER/USER
- DISCOVER INSIGHTS.

