# Week 5 Discussion Forum

There are several organizations that are using the concepts and ideas of design thinking from decades. It helps in dealing with the operational problems and can prove to be an effective problem-solving approach. However, some experts claimed that it is just “another flavor of the week” trend, but there are some evidences that disapproves this claim:

One of the most basic evidence we can take to disapprove the claim of the critics is the benefit that the organizations got after implementing the concepts of design thinking. There are several improvements such as customer satisfaction, improved operations, increased innovation, etc., that organizations had reported after incorporating design thinking into their operational processes. Let’s consider an example of IBM, after adopting design thinking IBM has reported several improvements in the organizational activities and also how it helped the company to transform from a technology-based company to design-led company (Dijksterhuis, & Silvius, 2017).

Another evidence can be of the studies and researches that are conducted to check the effectiveness of the design thinking. The results or outcomes of this studies and researches had clearly shown that design thinking is a great tool to increase the productivity of the operational activities and also to scale up the growth of the organization.

Also, the design thinking model is used by a wide range of sectors such as industrial, healthcare, education, and also in the governmental institutions demonstrating its versatility and adaptability as a problem-solving approach. Hence, it can also be considered as a proof of its value and effectiveness (Liedtka, & Ogilvie, 2019).

After considering the above points, it can be concluded that the criticism for design thinking is not supported by the evidences. The impact it had on organizations in terms of effectiveness, productivity, enhancing customer experience, etc. Therefore, design thinking can prove to be great problem-solving approach.

# References

Dijksterhuis, E., & Silvius, G. (2017). The design thinking approach to projects. *The Journal of Modern Project Management*, *4*(3).

Liedtka, J., & Ogilvie, T. (2019). *The designing for growth field book: A step-by-step project guide*. Columbia University Press.

# Reply 1

Hello and welcome! It is admirable how carefully you have covered each topic. I appreciate reading your posts because you always provide clear, in-depth information about each topic, so that even those with little prior knowledge of the subject may grasp it. Definitely, the evidence you have provided is enough to understand the importance of the design thinking approach to problem solving. Many organizations have experienced the benefits of using design thinking, such as increased customer satisfaction, improved customer experiences, etc.

# Reply 2

Wonderful Article The most important project management ideas are easily understood by learners. Actually, you've covered the key points that need to be taken into consideration before drawing any conclusions on design thinking. The advantages that companies experienced after putting design thinking concepts into practice is one of the most fundamental pieces of evidence we can use to refute the detractors' claims. Organizations have experienced a number of benefits from integrating design thinking into their operational procedures, including better customer happiness, enhanced operations, and increased innovation.