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Revolutionary tools for business innovation & customer centricity

Check out Amaltama.com tools that incorporate customer centricity principles, tackle solution adoption and bring unmatched market analysis techniques. You will never look at things the same way as you did before!

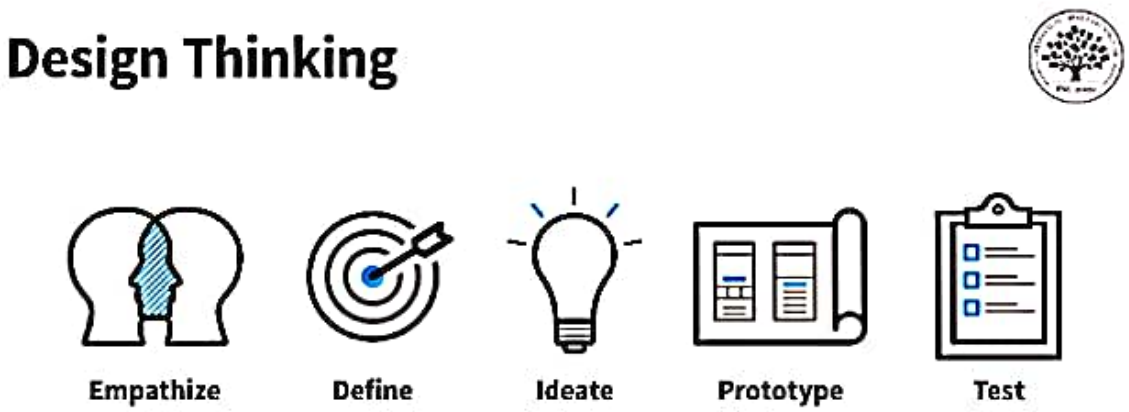
If you use Business model canvas, Lean canvas or Value proposition canvas, then Amaltama's toolkit is for you. Moreover, you also get an opportunity to ask questions directly to the author.

Become one of the first in your field to apply it!

Design Thinking is not an exclusive property of designers—all great innovators in literature, art, music, science, engineering, and business have practiced it. So, why call it Design Thinking? What's special about Design Thinking is that designers' work processes can help us systematically extract, teach, learn and apply these human-centered techniques to solve problems in a creative and innovative way—in our designs, in our businesses, in our countries, in our lives.

Some of the world's leading brands, such as Apple, Google and Samsung, rapidly adopted the design thinking approach, and leading universities around the world teach the related methodology—including Stanford, Harvard, Imperial College London and the Srishti Institute in India. Before you incorporate design thinking into your own workflows, you need to know what it is and why it's so popular. Here, we'll cut to the chase and tell you what design thinking is all about and why it's so in demand.

What is Design Thinking?



Design thinking is an iterative and non-linear process that contains five phases: 1. Empathize, 2. Define, 3. Ideate, 4. Prototype and 5. Test.

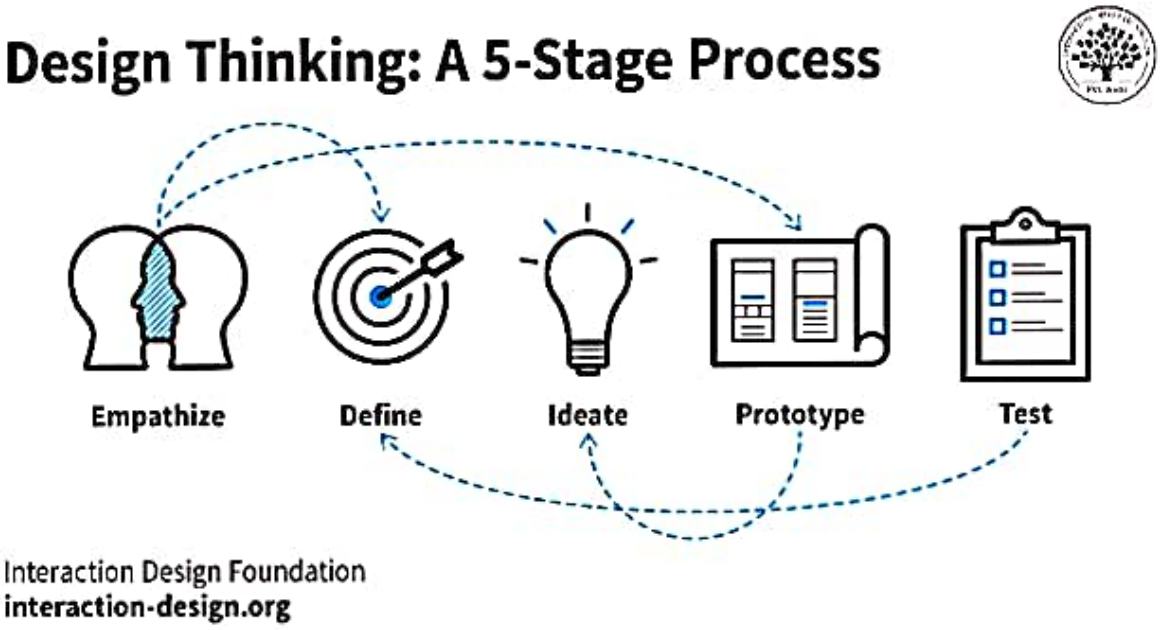
Design thinking is an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test. The overall goal is to identify alternative strategies and solutions that are not instantly apparent with your initial level of understanding.

In essence, design thinking:

- Revolves around a deep interest to understand the people for whom we design products and services.
- Helps us observe and develop empathy with the target users.
- Enhances our ability to question: in design thinking you question the problem, the assumptions and the implications.
- Proves extremely useful when you tackle problems that are ill-defined or unknown.
- Involves ongoing experimentation through sketches, prototypes, testing and trials of new concepts and ideas.

Design thinking is an iterative and non-linear process that contains five phases: 1. Empathize, 2. Define, 3. Ideate, 4. Prototype and 5. Test. You can carry these stages out in parallel, repeat them and circle back to a previous stage at any point in the process.

The core purpose of the process is to allow you to work in a dynamic way to develop and launch innovative ideas.



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Design Thinking Makes You Think Outside the Box

Design thinking can help people do out-of-the-box or outside-the-box thinking. People who use this methodology:

- **Attempt to develop new ways of thinking** —ways that do *not* abide by the dominant or more common problem-solving methods.
- **Have the intention to improve products, services and processes.** They seek to analyze and understand how users interact with products to investigate the conditions in which they operate.
- **Ask significant questions and challenge assumptions.** One element of outside-the-box / out-of-the-box thinking is to falsify previous assumptions—i.e., make it possible to prove whether they're valid or not.

As you can see, **design thinking offers us a**

Design Thinking is for Everybody

How many people are involved in the design process when your organization decides to create a new product or service? Teams that build products are often composed of people from a variety of different departments. For this reason, it can be difficult to develop, categorize and organize ideas and solutions for the problems you try to solve. One way you can keep a project on track, and organize the core ideas, is to use a design thinking approach—and everybody can get involved in that!

Tim Brown, CEO of the celebrated innovation and design firm IDEO, emphasizes this in his successful book *Change by Design* when he says **design thinking techniques and strategies belong at every level of a business.**

Design thinking is not only for designers but also for creative employees, freelancers and

leaders who seek to infuse it into every level of an organization. This widespread adoption of design thinking will drive the creation of alternative products and services for both business and society.

> *"Design thinking begins with skills designers have learned over many decades in their quest to match human needs with available technical resources within the practical constraints of business. By integrating what is desirable from a human point of view with what is technologically feasible and economically viable, designers have been able to create the products we enjoy today. Design thinking takes the next step, which is to put these tools into the hands of people who may have never thought of themselves as designers and apply them to a vastly greater range of problems."*
>
> *— Tim Brown, Change by Design, Introduction*

Design thinking techniques and strategies belong at every level of a business. You should involve colleagues from a wide range of departments to create a cross-functional team that can utilize knowledge and experience from different specialisms.

Tim Brown also shows how design thinking is not just *for* everybody—it's *about* everybody, too. **The process is firmly based on how you can generate a holistic and empathic understanding of the problems people face.** Design thinking involves ambiguous, and inherently subjective, concepts such as emotions, needs, motivations and drivers of behavior.

In a solely scientific approach (for example, analyzing data), people are reduced to representative numbers, devoid of emotions. Design thinking, on the other hand, considers both quantitative as well as qualitative dimensions to gain a more complete understanding of user needs. For example, you

> *"Design thinking taps into capacities we all have but that are overlooked by more conventional problem-solving practices. It is not only human-centered; it is deeply human in and of itself. Design thinking relies on our ability to be intuitive, to recognize patterns, to construct ideas that have emotional meaning as well as functionality, to express ourselves in media other than words or symbols. Nobody wants to run a business based on feeling, intuition, and inspiration, but an overreliance on the rational and the analytical can be just as dangerous. The integrated approach at the core of the design process suggests a 'third way.'"*
>
> — *Tim Brown, Change by Design, Introduction*

Design thinking is both an art *and* a science. It combines investigations into ambiguous elements of the problem with rational and analytical research—the scientific side in other words. This magical concoction reveals previously unknown parameters and helps to uncover alternative strategies which lead to truly innovative solutions.

The scientific activities analyze how users interact with products, and investigate the conditions in which they operate. They include tasks which:

- Research users' needs.
- Pool experience from previous projects.
- Consider present and future conditions specific to the product.
- Test the parameters of the problem.
- Test the practical application of alternative problem solutions.