

Current Step of the  
Design Thinking Continuum:

# Dissatisfaction

At this stage, I fall into the business type: I can identify a broad point of friction in personal investment management but am not entirely sure what a solution looks like...yet. 😊

Example of well applied  
Design Thinking

## **‘coil split humbuckers’**

On electric guitars, pickups typically come in two varieties, single coil or double coil (humbuckers). These yield distinctly different sonic qualities and as a result, musicians typically had to choose one sound or had to carry multiple instruments.

With the invention of the coil-split humbucker, electric guitarists no longer had to choose, and could toggle their existing pickups between each type.

I’m a huge fan of design solutions that solve problems customers didn’t even realise they had- and I think human centred design is one of the best ways to uncover insights that drive innovations like these.