

Visualisation:

Solna Solar System, a solar panel company, has faced challenges with its market growth in the past six months. During a discussion with other partners, we identified the challenge is continuous downward growth. We had some issues with the service provider & product window display showrooms. We thought about resolving those issues by creating our Showroom in the city centre area and introducing our service providing department. We were all using this service, so we had idea of what it was all about, but no technical information whatsoever.

Selection:

It was clear to us even from the beginning that this was a problem best approached through Design Thinking because we needed a deep understanding of the people who were going to use our product, and their needs, and we also needed to explore new ways of doing things and find better ways to do them. Even though there was a lot of information about how the existing service providers were working, there was a lot of uncertainty about how a change in that process would impact the customer and the business itself for it to be productive. So, the data we already had was very little relevance to what we planned to achieve. Because we were at the beginning of the creation process, we guided ourselves by the four questions:

The first Design Thinking tool we used was Visualization because it focuses on the first part of “What is?” from the entire process of design thinking.

Application and Insight:

At first, through our discussions, we were excited about brainstorming and producing current ideas, but it was when we started drawing and putting all the information altogether into images that we started connecting all the ideas we had. It felt like we could take the process to a whole next level. Having a concrete/tangible way of seeing our ideas, we found ourselves producing innovative ideas that we never thought about before,

thus, being more creative.

1. What is?
2. What if?
3. What wows?
4. What works?

It was easier for us, this way, to follow the process and the relevance of the ideas we were generating and focus on the emerging information, which came out by combining our minds into one single place.

We were able in this way to visualize:

- **Costs and product prices (explore costs of service instruments/tools, employees, showroom location, way to improve productivity, and special prices for diverse installation area types)**
- **Customers' expectations (capacity of the product, Life of a solar panel, comparative forecast estimation on saving money with current electricity setup)**
- **Advantage of using our products (compared to other products available in the market)**
- **The customer experience (imagine the way they would be treated when they walk into the location, and the way the manager talks to them.)**
- **Customers worry (product and installation cost, related to installation area and safety-related issues)**
- **Social impact (how by using our service, people can have a positive impact on the community)**

Approach:

In addition to visualization, because all design thinking tools are essential to the design thinking process, all other tools could and will be used further as follows:

- Storytelling focuses on the “What wows?” part of the process:

Presenting the product in context and telling its story will allow people to understand what is new and different and how it impacts their lives,

Taking a more sustainable approach to care for their mother earth and the future. It is the way the brand connects to the emotions, values, and needs of the people and the environment.

- Mind Mapping which focuses both on “What is?” and on “What if?”:

Information gathered from various sources will be used in this part of the process (customer diaries, observations, interview results, charts and graphs, etc). Because it is one of the most powerful tools for Design

Thinking will help us look for patterns and new insights, which would hopefully lead us to more creative solutions down the way.

- Finally, the Learning Launch focuses on “What works?”.

I find this to be a particularly key step to focus on, towards achieving the final objective, which is having a successful Start-up, because it is the part

of the process where we get to test our assumptions and see exactly what works. The best part of it is testing different approaches and ideas and realizing what does not work and changing it efficiently, with as limited costs as possible.