Tool applied: Storytelling

Challenge & Selection

The challenge I chose for applying design thinking is to enhance the onboarding process for new employees in a fast-growing tech startup. The current onboarding process is fragmented and lacks engagement, leading to a steep learning curve and decreased productivity among new hires. For this challenge, I selected the "Storytelling" tool from Module 2. Storytelling is a powerful technique that involves crafting narratives to convey ideas, experiences, and emotions. I chose this tool because it has the potential to create a compelling and relatable experience for new employees, helping them connect with the company's culture, values, and objectives. The tool resonated with me, as it aligns well with the human element of the onboarding process and can effectively address the issues faced by the startup.

Application

To apply storytelling, I began by identifying key stakeholders and conducting interviews with current employees, especially those who recently went through the onboarding process. I collected anecdotes, experiences, and insights from their journeys. I then created a narrative that centered around a relatable character's experience joining the company, including challenges, successes, and personal growth. Visual aids, such as graphics and images, were incorporated to enhance engagement and understanding.

Insight

Applying storytelling to the onboarding challenge provided a profound insight into the emotional journey of new employees. The narrative allowed me to capture their perspective, highlighting pain points and opportunities for improvement that might not have been apparent through traditional analysis. This insight broadened my understanding of design thinking's capacity to foster empathy and create a more holistic approach to problem-solving. Storytelling not only humanized the onboarding process but also emphasized the importance of emotional connection in driving innovation.

Approach

In future endeavors, I would consider applying the "Visualization" tool from Module 1 in conjunction with storytelling. Creating visual representations, such as flowcharts or diagrams, could further elucidate the onboarding process and help in identifying areas for optimization. Combining visualization with storytelling could provide a comprehensive overview of the challenges, solutions, and potential outcomes. Additionally, incorporating elements of "Learning Launch" from Module 4 could facilitate continuous improvement by gathering feedback from new hires and iterating on the onboarding experience over time.

In conclusion, the application of storytelling to the onboarding challenge provided a unique and insightful perspective that enriched my understanding of design thinking. Storytelling, with its emphasis on empathy and emotional connection, revealed the untapped potential for innovation within the startup's

onboarding process. By integrating visualization and iterative learning approaches in the future, I aim to create a more comprehensive and effective solution that addresses the challenge while embracing the principles of design thinking. Through this experience, I've come to appreciate the transformative power of design thinking tools in shaping innovative solutions.