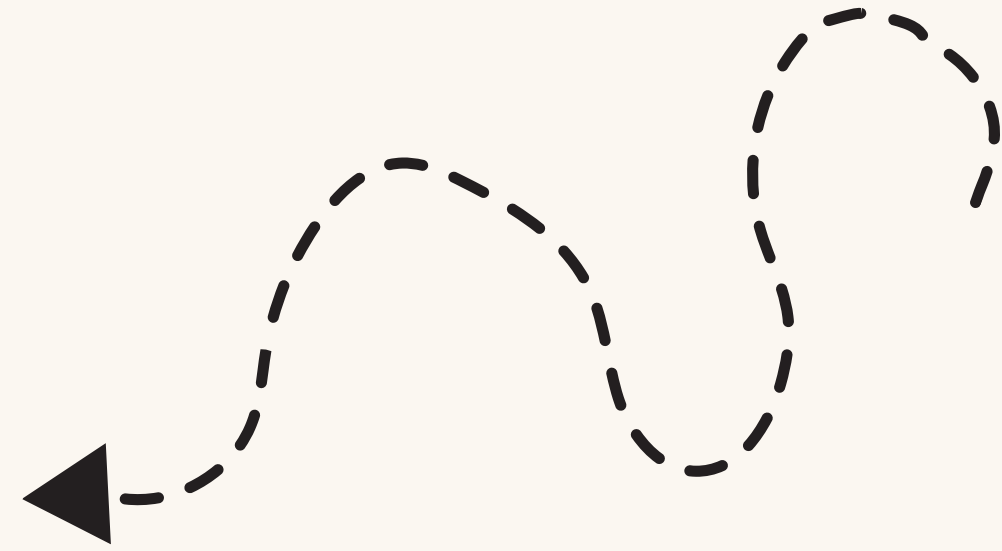# DESIGN THINKING

INSIGHT-AI (AI-POWERED BUSINESS INSIGHTS)
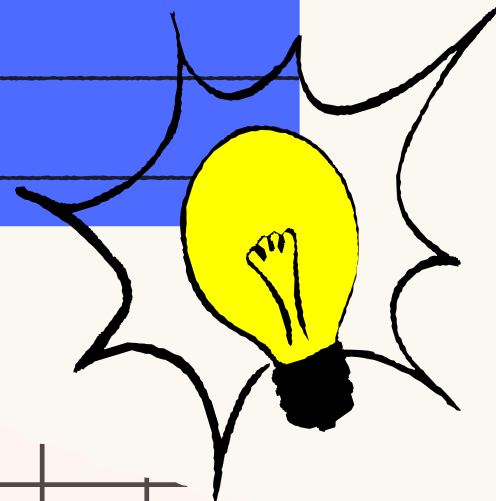
The team

Zufar

Dimas

Contents

1. Introduction
2. Empathy
3. Define
4. Ideate
5. Prototype
6. Test
7. Conclusion

INTRODUCTION

What is Design Thinking?

Design thinking is about understanding user needs and finding creative solutions to problems.

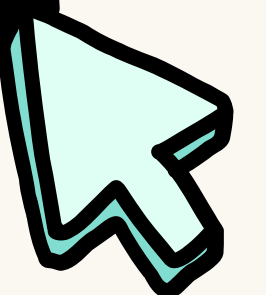## Five Stages of Design Thinking

1. Empathy
2. Define
3. Ideate
4. Prototype
5. Test

Why InsigtAI system?

InsightAI wants to leverage Big Data and Artificial Intelligence to provide help to businesses.

WIth this, companies are able to make make informed decisions, optimize operations, and enhance customer satisfaction.

Reference for study:

EMPATHY

For this stage, we need to gather views from others (user) on the problem they faced.

This is so that we may understand the user needs or requirement to create a suitable solution to the problem.

Hence, to gather views on business insight problem, we decide to conduct an interview to business owners.
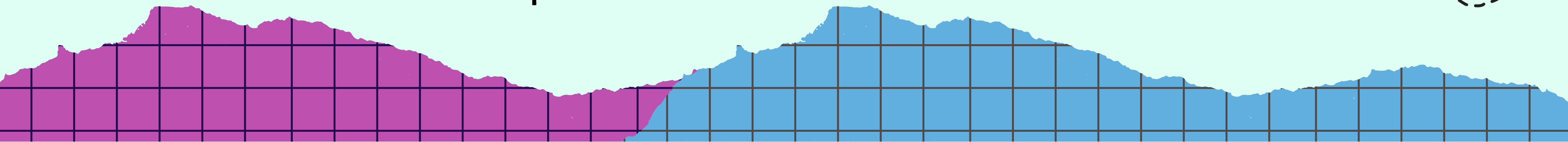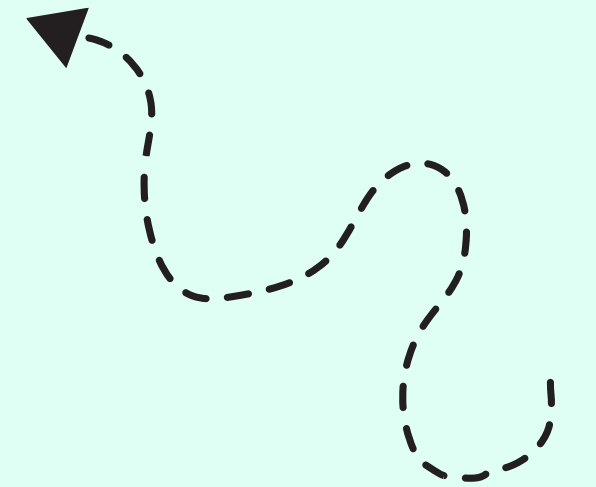
EMPATHY

Question asked:

1) What types of business decisions are the most challenging for you?

2) How do you gather and analyze data to inform your decision?

3) What kind of insights would you find most valuable but are currently difficult to obtain??

4) How do you envision AI assisting in your decision-making process?

5) What concerns or hesitations do you have about using AI to support your business decisions?

Define

Businesses face significant challenges in managing data effectively. Firstly, processing large datasets overwhelms traditional analytics tools, hindering timely decisions. Secondly, small and medium enterprises find advanced AI tools costly and complex, limiting their growth potential. Lastly, fragmented data insights create inefficiencies in decision-making. These issues highlight the need for a solution like InsightAI to address these gaps.

So for that, our solution should offer:

- Automated Data Processing: AI platform that simplifies large-scale data analysis .
- Affordable and Accessible AI Tools: Design cost-effective solutionsfor small and medium enterprises.
- Unified Data Insights: a centralized system to consolidate fragmented data sources.
- Scalable and Customizable Features: A modular AI features that businesses can scale and customize based on their specific needs.
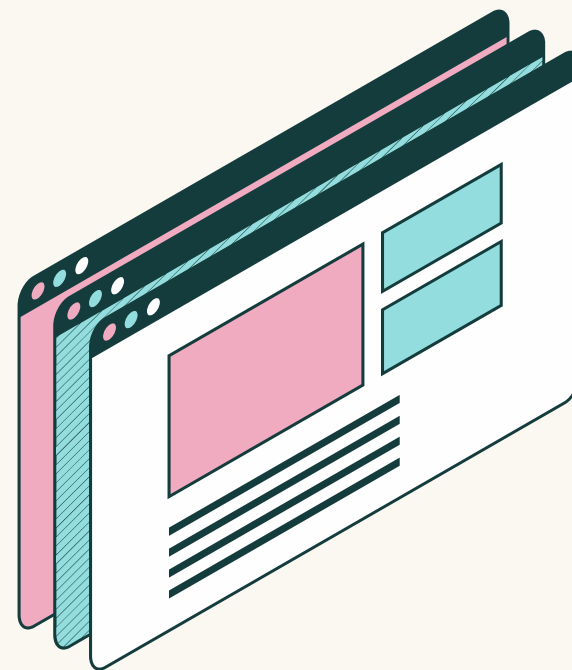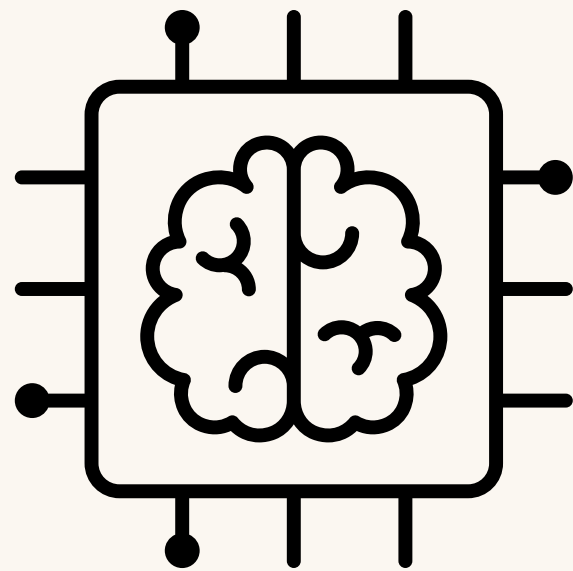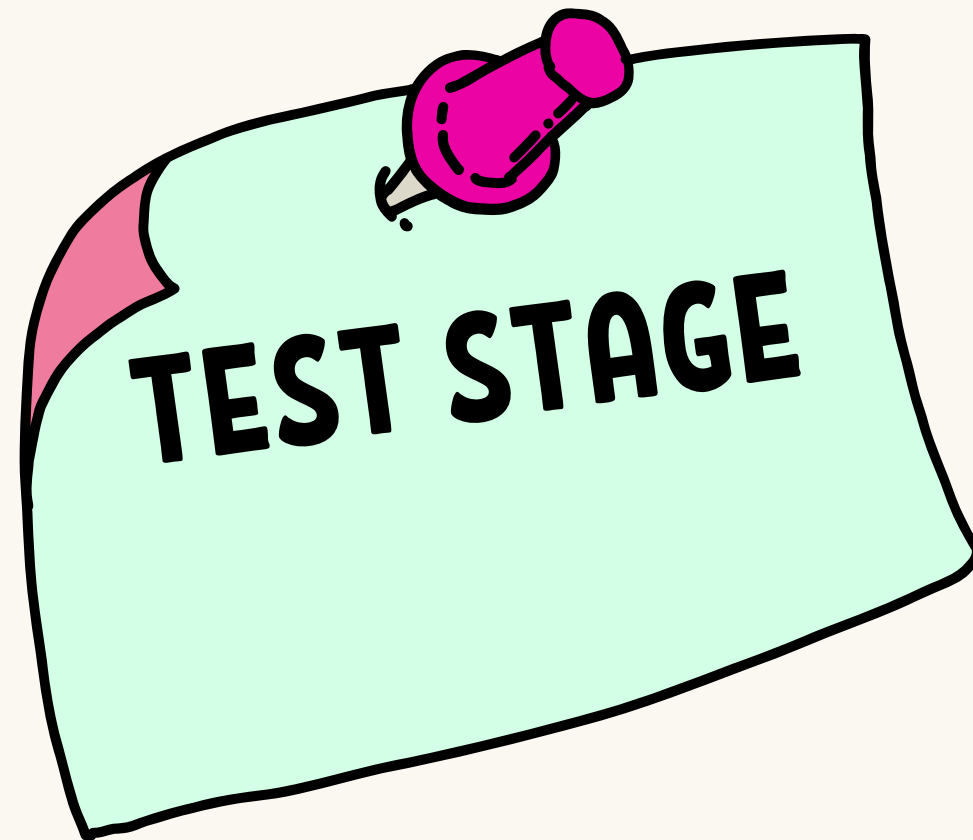
IDEATE 💡

In the ideate stage, the group held an online brainstorming session
to share and discuss ideas. we generated creative
solutions and selected the best ones for implementation.

Prototype

After brainstorming for ideas, it is time for prototype building. The prototype features include a user-friendly dashboard that offers real-time data visualization, predictive analytics designed to identify sales and operational trends, and customizable AI models tailored to meet the specific needs of various industries.

TEST STAGE

- ## EASY TO USE:
  - User found the app simple and easy to use. becuase of the user-freindly interface and the instructures inside the app

- ## DESIGN FEEDBACK:
  waild said the design was good but could improve with clearer text and better colors.

- ## HELPFUL FEATURES:
  - The AI addressed important business needs, like providing Trend Forecasting and Scenario Simulations.

- ## NEEDS MORE FEATURES:
  User suggested adding a Anomaly Detection to flag unusual patterns in the data to prevent potential issues.

CONCLUSIONS

In conclusion, the InsightAI System for business owners will be a great app to help them with their busine. By focusing on business owners needs and enhancing its features , this app will make a big positive impact for all industry.