



Design Thinking to Business Process Modelling

**Leveraging Innovative Approaches for Business
Optimization**

**Dr. Vinod H C
Associate Professor,
CSD Department,
DSCE, B'lore**



Agenda

Introduction to Design Thinking

Application of Design Thinking in Business

Introduction to Business Process Modelling

Applying Design Thinking to Business Process Modelling

Examples & Case Studies

Introduction to Design Thinking

01

Definition: Design thinking is a problem-solving methodology that involves empathy, experimentation, and iteration to find innovative solutions.

02

Design thinking steps:
Empathize, Define, Ideate,
Prototype, Test.

03

Emphasize its user-centric approach which focuses on understanding the needs and challenges of the end-users.

Application of Design Thinking in Business

Enhancing products: Design thinking helps to understand customer needs and thus improve products to meet those needs. For instance, Airbnb used design thinking to overhaul their product experience and saw significant growth.

Process optimization: By empathizing with employees and understanding their challenges, companies can optimize their processes. Example: A call center using design thinking to streamline their problem-solving process, reducing average call time.

Introduction to Business Process Modelling

Definition: Business Process Modelling (BPM) is the act of representing processes of an enterprise, so that the current processes may be analysed, improved, and automated.

Components: A model generally consists of events, activities, business rules, control flow, and actors.

Benefits: Improved communication, process standardization, enhanced control and governance, ability to automate processes, etc.

Applying Design Thinking to Business Process Modelling

1

Empathize:
Understand the needs of all stakeholders involved in the business process.

2

Define: Identify the problem areas in the current business process.

3

Ideate: Brainstorm possible solutions and improvements for the business process.

4

Prototype: Create a prototype (or model) of the improved business process.

5

Test: Test the new business process, gain feedback, and iterate for further improvements.

Example - Retail Company

