



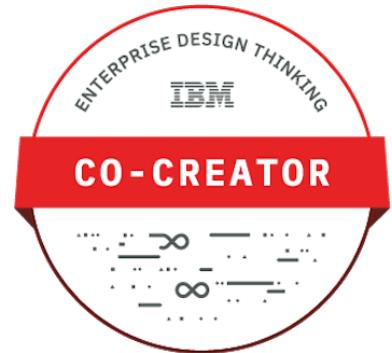
Making Sense out of Non- Sense

Muhd Zahari / Jon Jon
jonjohnnyjon@outlook.com



A little bit about me

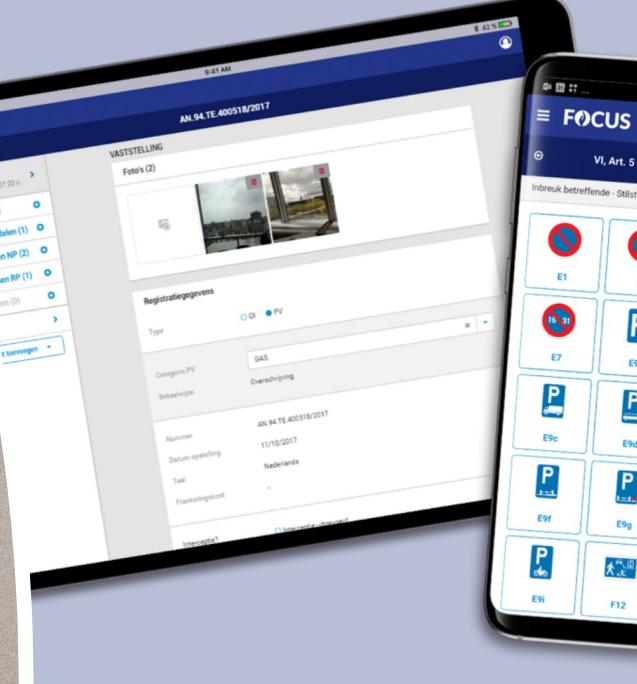
- 14 years with SPF (2007 - 2021)
- Last held posts in SPF: Product Manager, Crisis Negotiator, Imagineer
- Group Strategy Analyst at Advance Intelligence Group
- Design Thinking Evangelist
- Playwright



**SMU
Academy**

My DT journey started with...

- A visit to Antwerp Police Department in 2019
- Reported my findings to then DC I&I, and was asked to work on introducing User Experience Design and Design Thinking into SPF
- DBS and OCBC were similar organizations that had undergone transformation with Design Thinking as key driver
- Learnt design thinking under the mentorship of Jin Kang Møller



Discover

insight into the problem

Define

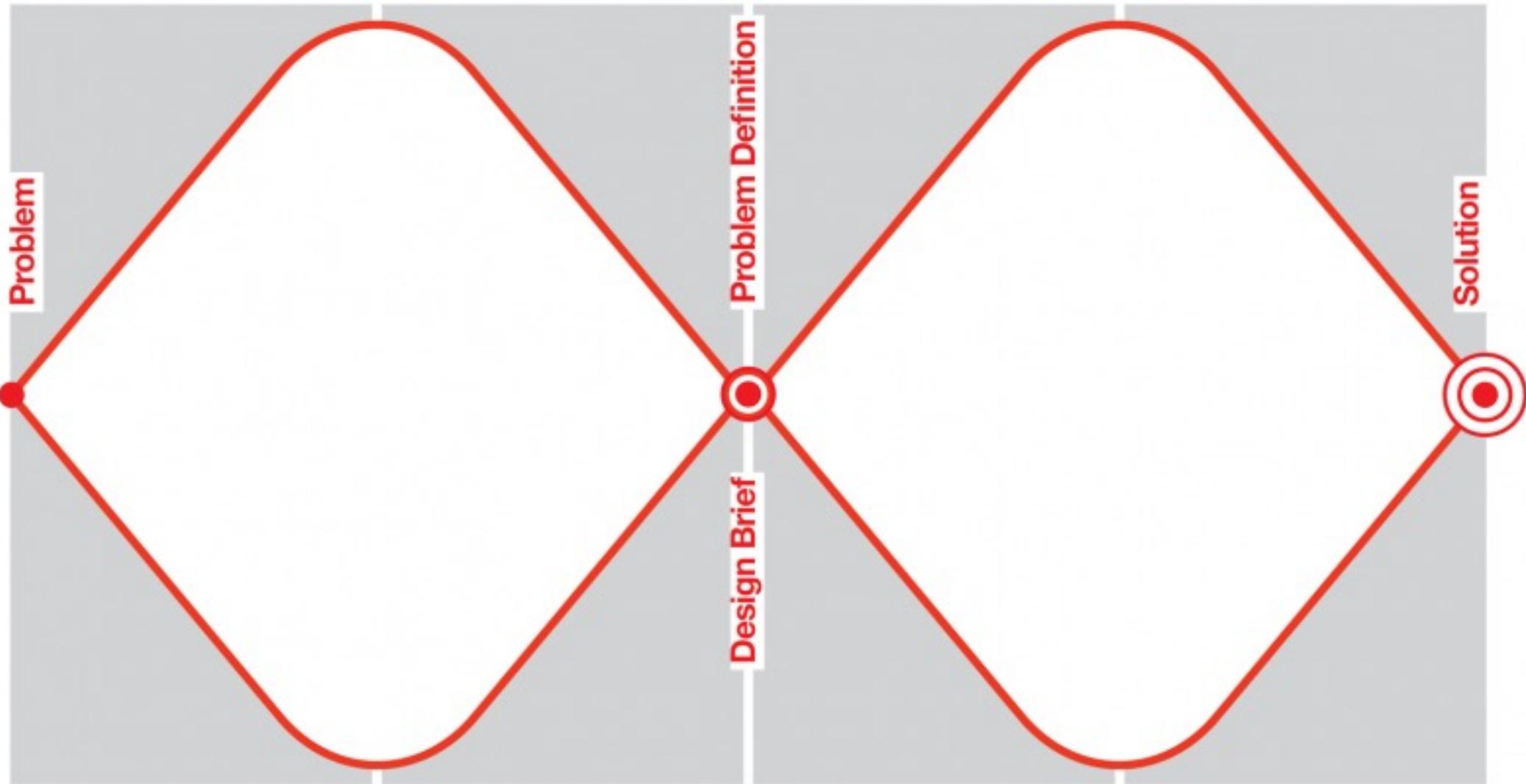
the area to focus upon

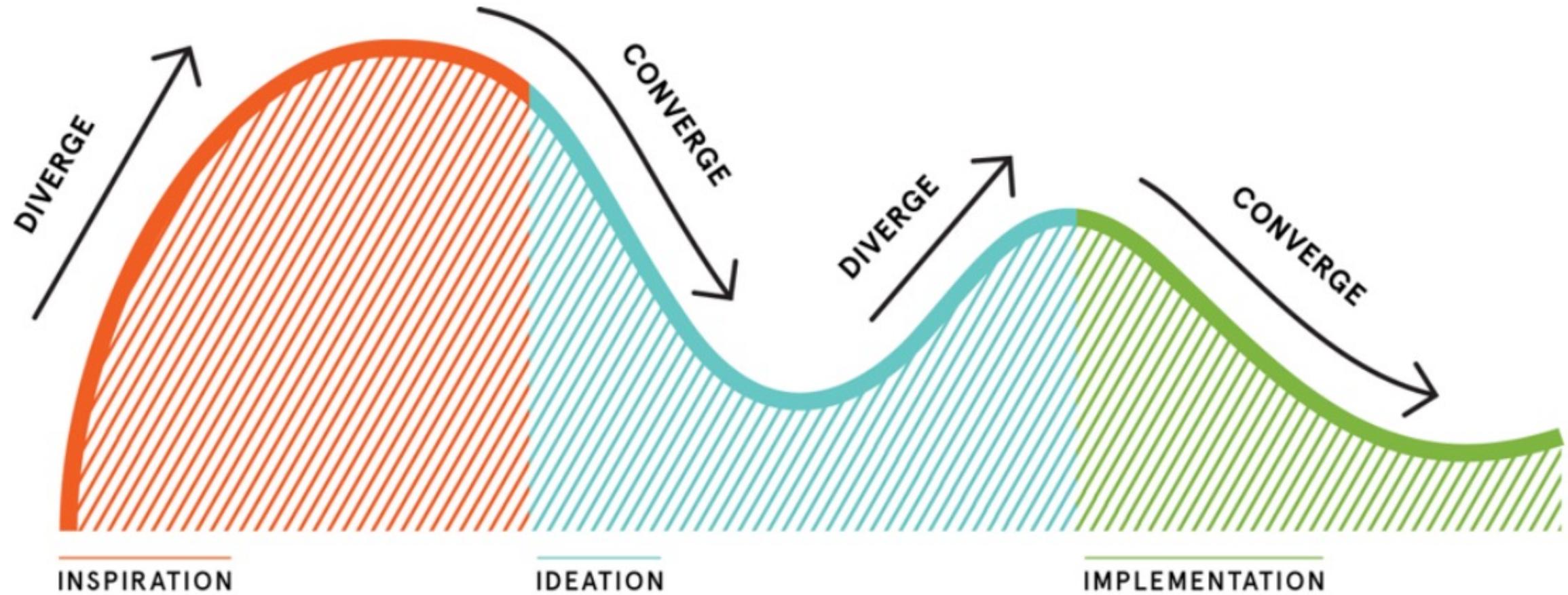
Develop

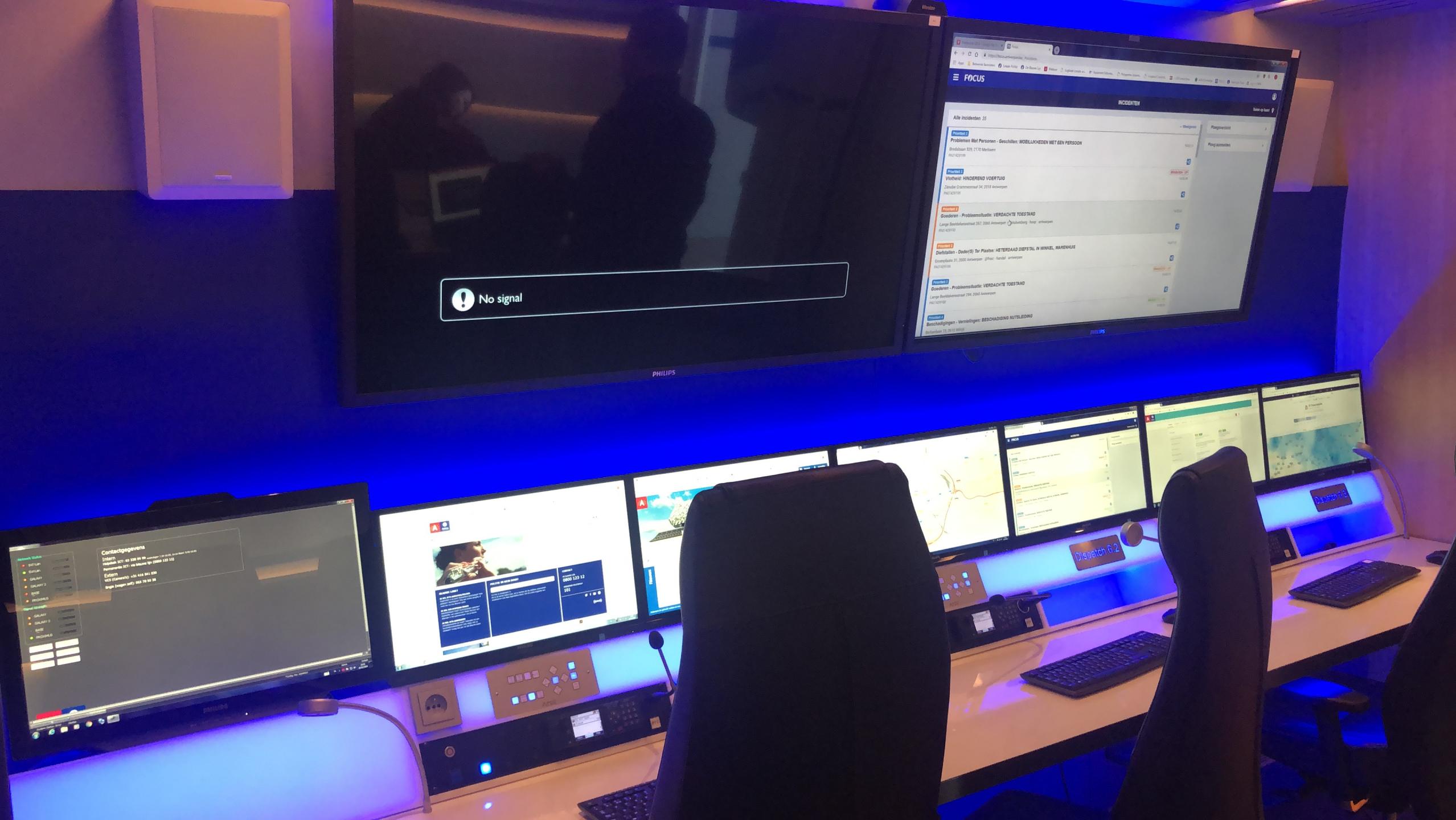
potential solutions

Deliver

solutions that work











*Explore the
problem*

*Build the
right things*

*Build the
thing right*

What I want to share with you today

Methods that:

1. Help you codify research data
2. Invite input from all team members
3. Facilitate productive discussion
4. Help you identify issues and insights

Hey, Oh, Let's Go

- **HEY** - What were the positives?
 - What did you find **INTERESTING**?
 - What did people find positive?
- **OH** - What were the negatives?
 - What did you find **SURPRISING**?
 - Were there **CONTRADICTIONS** to your own understanding/assumptions?
- **LET'S GO** - What are the opportunities to explore?
 - Are there obvious solutions?
 - Is there an area that you think should be explored further?

Crafting Insights

- First, **CLUSTER** the data points based on thematic similarities
- Then, look for **CONTRADICTIONS & CONDITIONALS** and ask **WHY**. Then, frame them in this way:
 - _____ but _____.
 - *If* _____ will _____.

Let's Give It A Try



<https://bit.ly/308ZTuP>



Thank You!

Muhd Zahari / Jon Jon
jonjohnnyjon@outlook.com

