

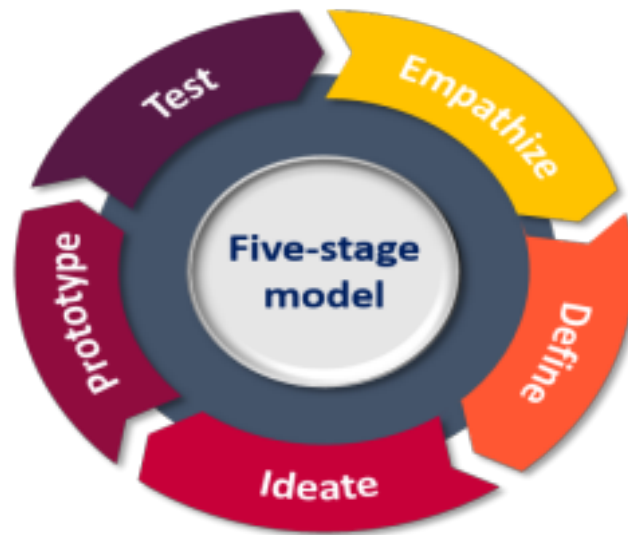
# APPLICATION OF DESIGN THINKING PRINCIPLES IN PAYMENT BANKING SECTOR

## INTRODUCTION:

By applying design thinking in the banking sector we can discover different approaches to the customer's needs. Design thinking principles can help us to create financial products, services and user-friendly experiences. In this context, the main role of design thinking is to help banks understand the needs, behaviors, and pain points of their customers, and then use that understanding to develop new products, services, and experiences that better meet those needs.

## PHASES OF DESIGN THINKING:

Design thinking is a customer-centric approach to the identification, design, development, and evolution of products and solutions. The discovery process is deeply integrated with the organization's innovation process and continuous feedback from the customers. Typically, design thinking follows four or five-stages Empathize, Define, Ideate, Prototype, and Test.



### Empathize

As banks start to develop a deep understanding of customers' needs and new paths to innovative services, empathy plays a key role. In this stage, organizations identify and engage with their customer segments to understand their pain

### What is design thinking?

Tim Brown, Executive Chair of IDEO, defined design thinking as "a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success." Therefore, desirability, feasibility, and viability are balanced to solve critical problems.

points, motivations, and needs. Conducting research based on user personas would also help in better connecting with the customer. For example, banks can look at assessing how their customers prefer to communicate.

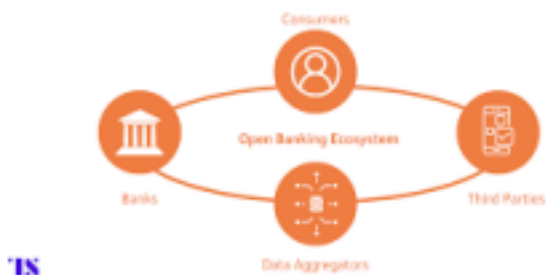
## Define

Insights from the empathize stage provide clear and focused problem statements that need to be addressed. Upon analyzing the information, organizations can define the core problems faced by the customers. Based on user feedback, financial institutions can highlight areas of improvement and define clear goals for their teams. Instead of asking "Do we need to increase customer-chatbot interactions?" Banks can define the problem as "Our chatbots technology should factor in elements of semantic-oriented systems".



## Ideate

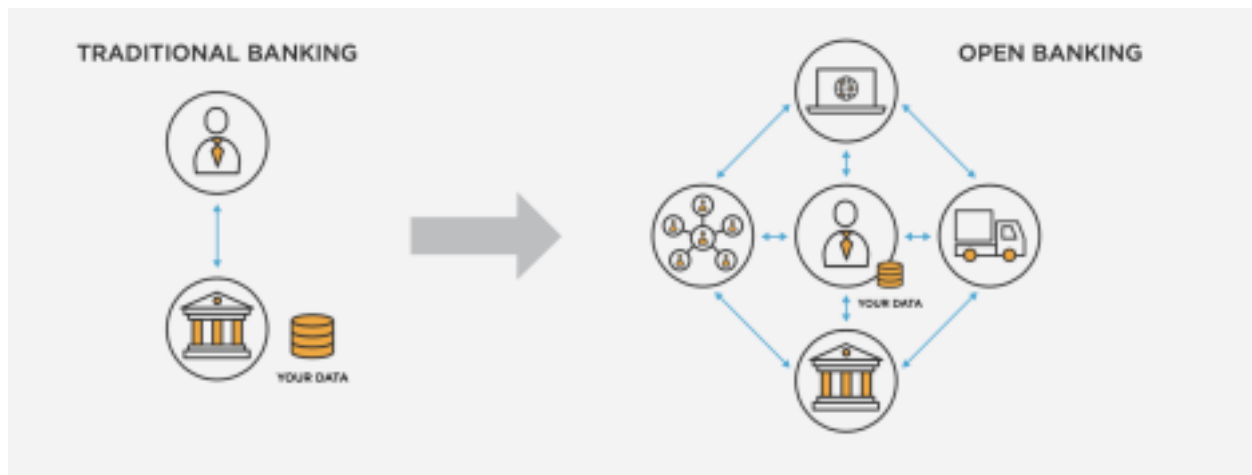
A definitive problem statement gets the ball rolling towards the ideation phase. At this stage, teams brainstorm on ideas geared toward human-centric solutions. New solutions are discussed, and the problem is assessed from all angles. A wealth of ideas can be amassed during the ideation phase from which a few can be prototyped and tested.



## Prototype

Design teams can now work on developing an inexpensive minimally viable product (MVP) based on the solutions suggested in the previous stage. In this experimental phase, the prototype can be tested across teams, departments and external validators to identify the best possible solution. The prototype stage gives

hands-on experience for teams to interact with the end product, identifying issues and going back to the drawing board to investigate further.



## Test

In the testing stage, organizations introduce their solutions to end-users. The iterative process involves the customers at an earlier stage of product development, working closely with the design team. Based on the results of this stage, banks can now evaluate or redefine problems to further enhance the product for the customer.

Figure 2 Transactional data workflow



## CONCLUSION:

Design thinking has evolved from being a scientific approach to design to a human-centered service design. Currently, design thinking is being applied to solve complex business problems, serving as a differentiator in competitive landscapes. The future of design thinking would see its application across the complex environment of human behavior and push boundaries of customer experience.

KIRUTHIGAA.K(111721107030)

Payment banking system USING DESIGN THINKING PRINCIPLES