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HCD402 Module 7: Transformational Thinking



Transformational Thinking

A New Approach to Human Centred Design

Agenda

- Introduction
- What is Transformational Thinking?
- Why is it important?
- How to apply it in human centred design
- Examples of transformational design
- Challenges of transformational thinking
- How to overcome the challenges
- Case Studies
- Conclusions
- Q&A



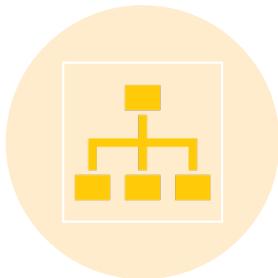
What is Transformational Thinking?



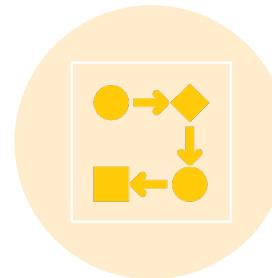
Transformational Thinking is a new approach to problem solving that focuses on creating lasting change.



It goes beyond simply fixing problems to address the root causes of those problems.



It is a holistic approach that considers the entire system, not just the individual parts.



It is also an iterative approach that allows for continuous improvement.

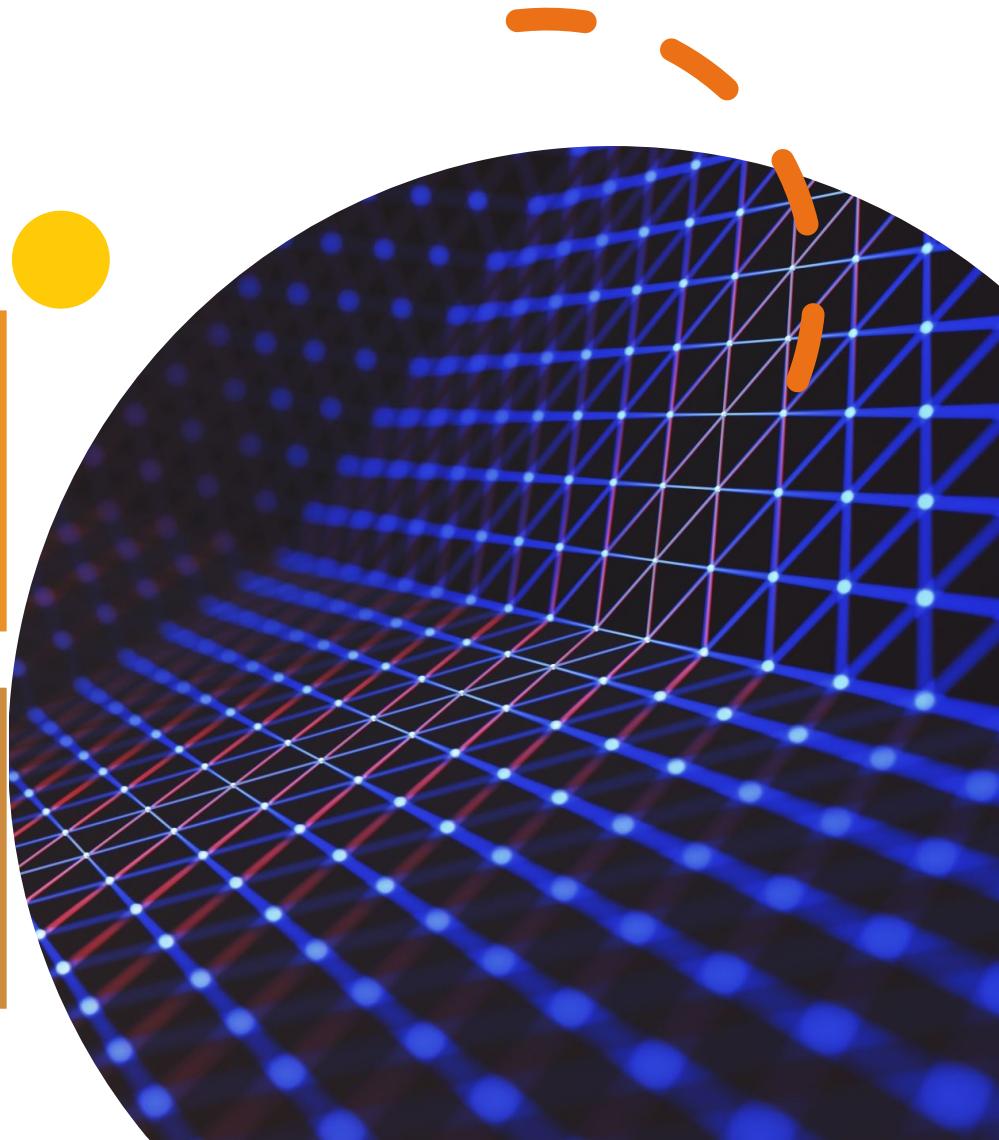
Why is Transformational Thinking important?

The world is facing a number of complex challenges that cannot be solved with traditional problem-solving methods.

Transformational Thinking is needed to address these challenges and create a better future for everyone.

It can help us to design systems that are more sustainable, equitable, and just.

It can also help us to create a more meaningful and fulfilling life for ourselves and for others.





The need for transformational thinking

Sometimes, businesses stagnate in their way of thinking.

This can lead to problems such as uninspired product launches, lacklustre support, and a downward turn in revenue.

Transformational Thinking can help businesses to change the way that they approach their design or communication processes.

How to apply Transformational Thinking in human centred design



Transformational Thinking can be applied to human centred design in a number of ways.



Here are a few examples:

Start by understanding the problem at a deep level. What are the root causes of the problem? What are the different perspectives on the problem?

Involve a diverse range of stakeholders in the design process. This will help you to get a more holistic understanding of the problem and to identify solutions that are more likely to be successful.

Think about the long-term impact of your designs. How will your designs affect people and the planet in the future?

Be open to new ideas and approaches. Don't be afraid to challenge the status quo.

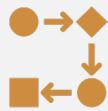
The three steps of transformational thinking



Understanding the problem.

Identify the problem that needs to be solved.

Understand the root causes of the problem.



What needs to change?

Determine what changes need to be made to the process.

Identify the resources that will be needed to implement the changes.



Implement the change.

Put the changes into place.

Monitor the changes to make sure that they are effective.



Examples of transformational design



There are many examples of transformational design in the world today.



Here are a few examples:

The development of renewable energy sources. This is a transformational solution to the problem of climate change.

The creation of social enterprises. These businesses are designed to solve social problems while also making a profit.

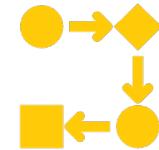
The development of new educational models. These models are designed to prepare students for the challenges of the 21st century.



Challenges of transformational thinking

- Transformational thinking can be challenging for a number of reasons.
- It requires us to think outside the box and to challenge the status quo.
- It can be difficult to get people to agree on the root causes of a problem, let alone agree on a solution.
- It can be difficult to find the resources to implement transformational solutions.

How to overcome the challenges of Transformational thinking

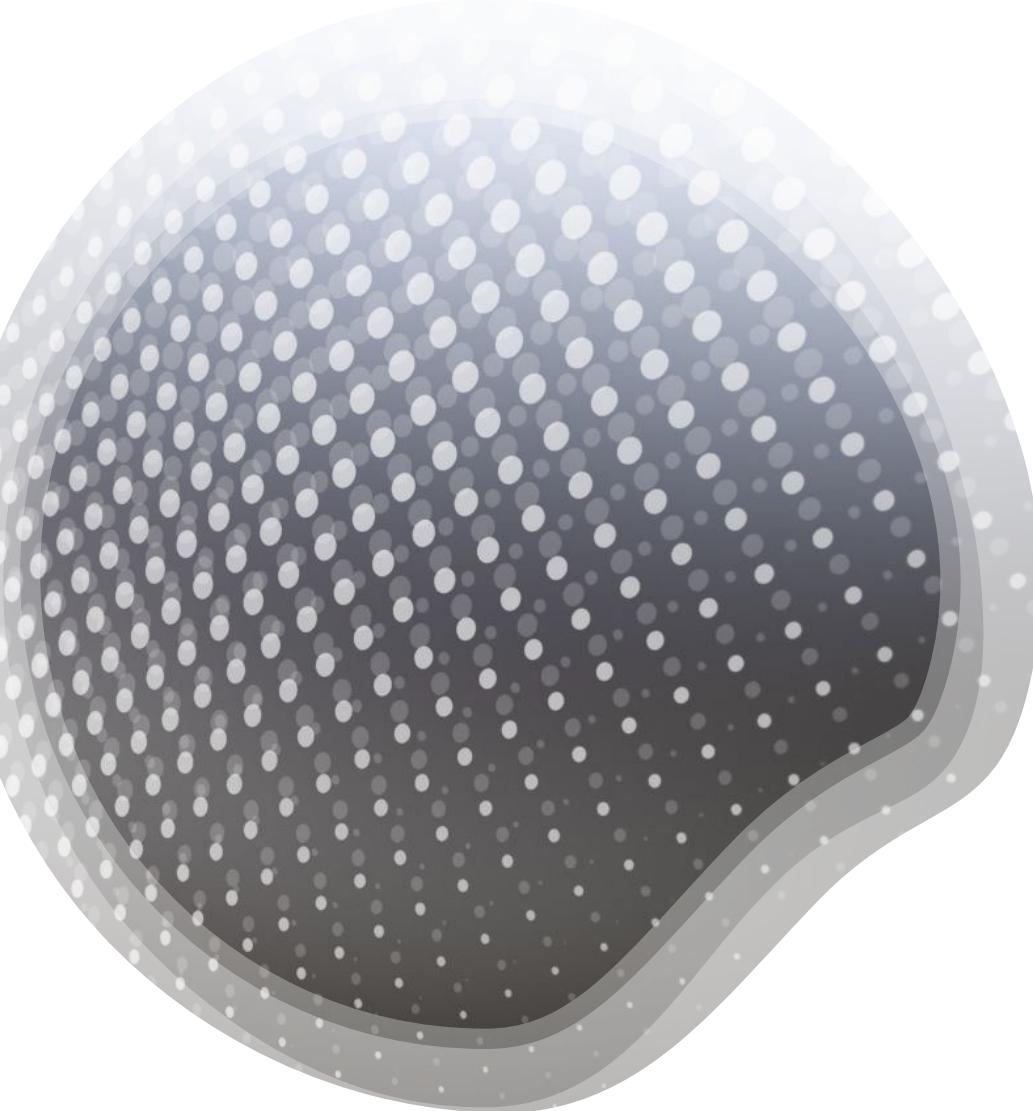


There are a number of ways to overcome the challenges of transformational thinking.

One way is to build a strong team of people who are passionate about making a difference.

Another way is to use tools and techniques that can help you to understand the problem and to generate creative solutions.

It is also important to be patient and persistent. Transformational change takes time and effort.



Tools and techniques for transformational thinking



There are a number of tools and techniques that can be used to support transformational thinking.



Here are a few examples:

Problem tree analysis
Stakeholder analysis
Backcasting
Design thinking
Systems thinking

Applying transformational thinking in human centred design



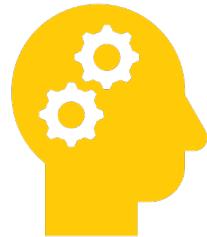
Transformational thinking can be applied to human centred design in a number of ways.



Here are a few examples:

- Involving stakeholders throughout the design process
- Using tools and techniques to understand the problem
- Generating creative solutions
- Testing and iterating on solutions
- Communicating the value of transformational design

The importance of justification



It is important to justify the need for transformational thinking.



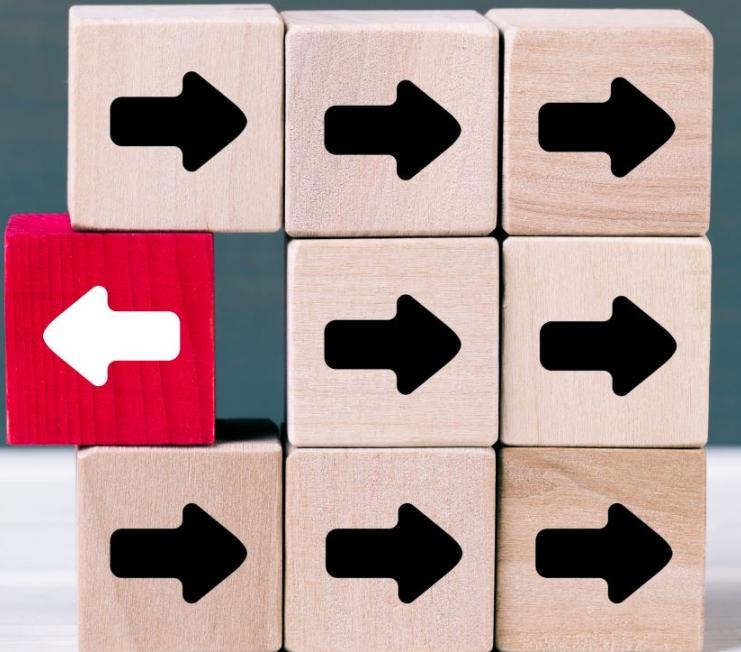
This can be done by showing how the changes will improve the business.



For example, the changes could lead to increased sales, improved customer satisfaction, or reduced costs.

The benefits of transformational thinking

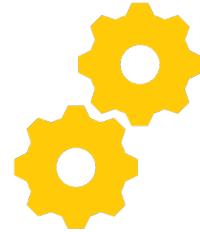
- Transformational thinking can help businesses to:
 - Solve problems that have been difficult to address in the past.
 - Create new opportunities for growth.
 - Become more competitive.
 - Improve customer satisfaction.



How to identify areas for transformation



Look for areas where the business is not performing as well as it could.



Identify processes that are outdated or inefficient.



Look for areas where the business could be more innovative.

How to find positive replacements for existing processes



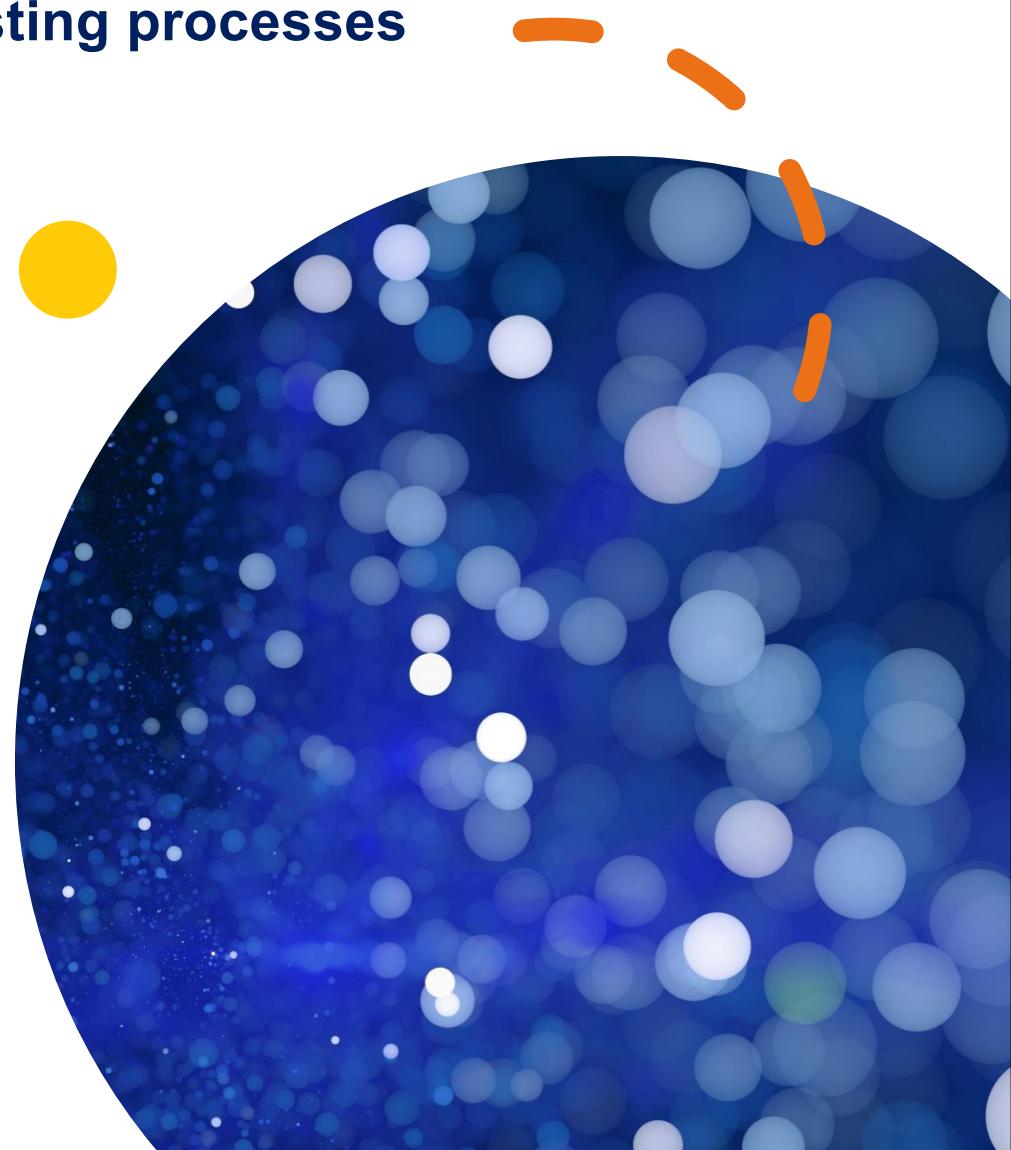
Brainstorm new ideas for how the process could be improved.



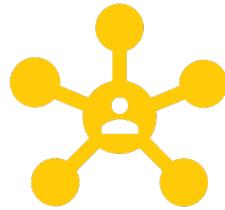
Look for examples of other businesses that have successfully transformed their processes.



Use tools and techniques such as design thinking to generate creative solutions.



How to frame improvements to a company



Communicate the benefits of the changes to the company's stakeholders.

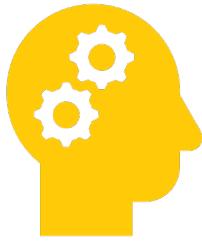


Explain how the changes will help the business to achieve its goals.

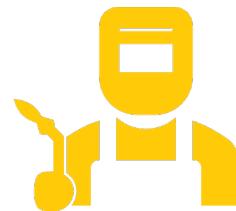


Get buy-in from the stakeholders so that they are committed to the changes.

Putting it all together



Transformational thinking is a process of changing the way that a business thinks about its processes.



The process involves understanding the problem, finding positive replacements for the existing processes, and implementing the changes.



The benefits of transformational thinking include solving problems, creating new opportunities, and improving customer satisfaction.

Real World Case Studies



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The NHS project

The NHS project was a large-scale IT project that was designed to improve the efficiency and effectiveness of the National Health Service in the United Kingdom. The project was initially met with a lot of criticism, but it was eventually successful. One of the key factors that contributed to the project's success was the change in mindset that occurred among the project's stakeholders. Initially, the focus was on the technology, but the project eventually shifted its focus to the needs of patients. This change in mindset allowed the project to be more successful in the long run.



The IT leader's mindset resource:

The IT leader's mindset resource: The IT leader's mindset resource is a book that was written by Richard Chatham. The book argues that IT leaders need to change their mindset in order to be successful in the future. The book identifies three key areas where IT leaders need to change their mindset: their focus on the future, their focus on the customer, and their focus on metrics. The book provides a number of case studies that illustrate how IT leaders have successfully changed their mindset.



The climate change resource:

The climate change resource is a report that was written by McKinsey & Company. The report argues that businesses need to change their mindset in order to address climate change. The report identifies three key areas where businesses need to change their mindset: their focus on the environment, their focus on the customer, and their focus on innovation. The report provides a number of case studies that illustrate how businesses have successfully changed their mindset to address climate change.



The Toyota Production System:

The Toyota Production System is a set of principles that were developed by Toyota to improve the efficiency and effectiveness of their manufacturing operations. The system is based on the idea of continuous improvement, and it has been used by Toyota to become one of the most successful car manufacturers in the world.





The Lean Startup:

The Lean Startup is a methodology that was developed by Eric Ries to help businesses develop new products and services. The methodology is based on the idea of iterative development, and it has been used by a number of successful businesses, including Airbnb and Dropbox.

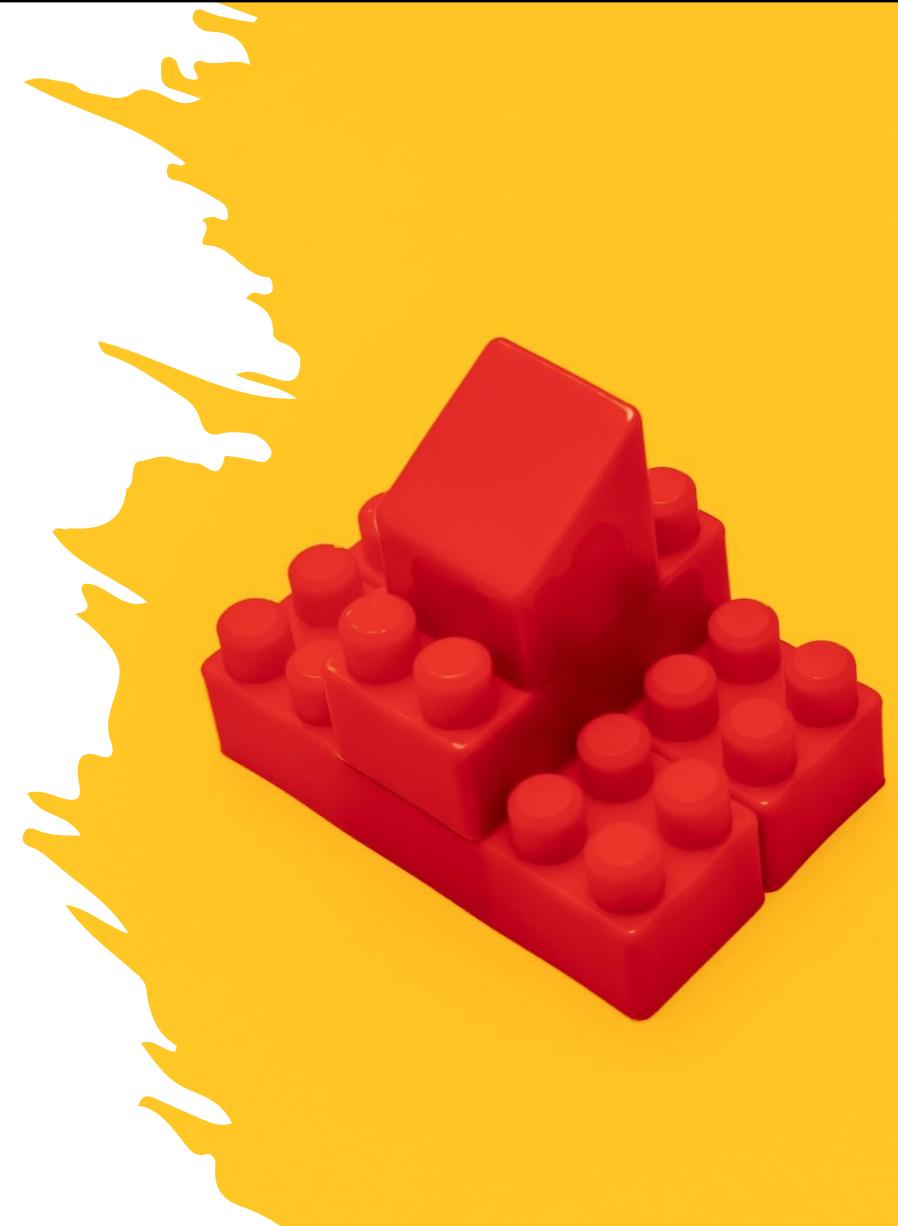


The B Corp movement:

The B Corp movement is a global movement of businesses that are committed to using their business as a force for good. B Corps are certified by the nonprofit B Lab, and they must meet certain standards of social and environmental performance, accountability, and transparency.

The LEGO Group:

The LEGO Group is a Danish toy company that has been around for over 80 years. In the early 2000s, the company was struggling. They were losing market share to competitors, and they were not innovating. The company decided to change their mindset and focus on creativity and innovation. They introduced new products, such as the LEGO Mindstorms robotics kits, and they started to focus on building relationships with their fans. The company is now back on track and is one of the most successful toy companies in the world.



The Grameen Bank:

The Grameen Bank is a microfinance institution that was founded by Muhammad Yunus in Bangladesh in 1976. The bank provides small loans to poor people, so that they can start their own businesses. The bank has been very successful, and it has helped millions of people to lift themselves out of poverty. The bank's success is due in part to its focus on transformational thinking. The bank believes that poor people are capable of being successful entrepreneurs, and it provides them with the tools and resources they need to succeed.



The Fairphone:

The Fairphone is a smartphone that was designed with social and environmental responsibility in mind. The phone is made from recycled materials, and it is assembled by workers who are paid a fair wage. The Fairphone is a good example of how transformational thinking can be used to create a product that is both ethical and sustainable.





Conclusion

- Transformational Thinking is a powerful tool that can be used to create lasting change.
- It is important to apply this approach in human centred design
- Transformational thinking is a powerful tool that can help businesses to improve their performance.
- By following the steps outlined in this presentation, businesses can transform their processes and achieve their goals.

Q&A



Thanks for your attention!

