**Data Analytics with Cognos-**

**Group2**

**1. Problem Definition:**

Clearly Define the Problem: Start by precisely articulating the problem you want to address. For instance, the problem could be related to managing employee health and safety during the pandemic, maintaining business continuity, optimizing remote work, or ensuring supply chain resilience in the face of COVID-19 disruptions.

Identify Stakeholders: Identify the key stakeholders involved, both internally (employees, management, IT, HR, etc.) and externally (customers, suppliers, partners).

Empathize with Stakeholders: Understand the needs, challenges, and concerns of the stakeholders. Gather insights by conducting surveys, interviews, and research.

**2. Design Thinking Approach:**

**a. Empathy (Understanding):**

User Research: Gather data about how COVID-19 is affecting the stakeholders, their pain points, and their current experiences. Understand their emotional and practical needs.

Persona Creation: Create personas representing different stakeholder groups to better empathize with their perspectives.

**b. Define (Problem Framing):**

Problem Statement: Refine the problem statement based on the insights gathered during the empathy phase. Ensure it's clear and actionable.

**c. Ideation (Generating Ideas):**

Brainstorming: Encourage cross-functional teams to brainstorm potential solutions without judgment. Use techniques like mind mapping or ideation workshops.

Idea Collection: Gather a wide range of ideas for addressing the problem. Consider both incremental improvements and innovative solutions.

**d. Prototyping (Experimentation):**

Develop Prototypes: Create low-fidelity prototypes of the most promising solutions. These could be process flows, digital interfaces, or physical prototypes.

Feedback Loop: Share prototypes with stakeholders to gather feedback and insights. Iterate on the prototypes based on feedback.

**e. Testing (Validation):**

Pilot Testing: Implement a small-scale pilot of the proposed solution to evaluate its feasibility and effectiveness.

User Feedback: Collect feedback from users and stakeholders involved in the pilot. Analyze the data to understand what works and what doesn't.

**f. Implementation (Execution):**

Scaling Up: If the pilot is successful, develop a plan for scaling the solution across IBM, considering factors like resources, technology, and logistics.

**Cross-functional Collaboration:**

Collaborate with relevant departments and teams within IBM to ensure a coordinated and smooth implementation.

**3. Monitoring and Evaluation:**

Continuous Monitoring: Continuously track the impact of the implemented solution. Use key performance indicators (KPIs) to assess its effectiveness.

**Feedback Mechanisms:** Establish mechanisms for gathering ongoing feedback from stakeholders. Adjust the solution as needed based on feedback and changing circumstances.

**4. Communication:**

Transparent Communication: Communicate transparently with all stakeholders about the progress, outcomes, and any changes related to the COVID-19 case analysis and solutions.

**5. Adaptation:**

Flexibility: Recognize that the COVID-19 situation is dynamic. Be prepared to adapt your solutions as needed to address evolving challenges.

**6. Learning and Knowledge Sharing:**

Document Lessons: Keep records of your design thinking process, including what worked well and what didn't.

**Knowledge Sharing**:

Share insights, best practices, and lessons learned with other teams and departments within IBM to promote organizational learning.Top of Form

Regenerate