DESIGN THINKING

For Business Growth

ELITE VISION COACHING

Design thinking is a human centered and collaborative approach to problem solving, using a designed mindset to solve complex problems.

Tim Brown (British Industrial Designer & President of IDEO)

ELITE VISION COACHING

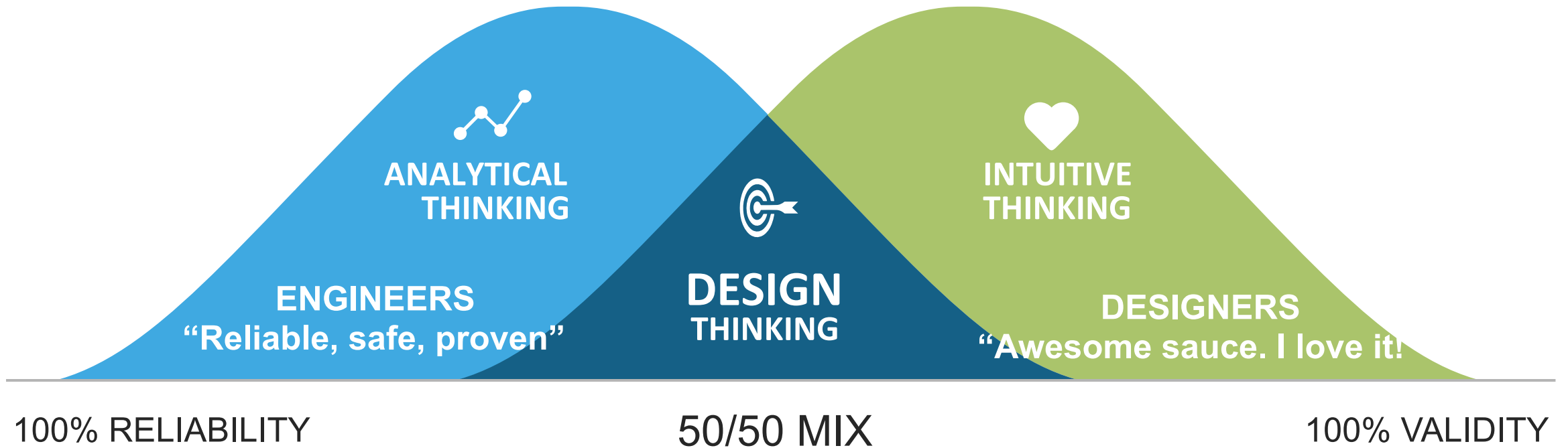# DESIGN THINKING
Key Elements

- People-Centered

- Highly creative

- Hands on

- Iterative

DESIGN THINKING

Design Thinking is the result of combining analytical thinking and intuitive thinking

ANALYTICAL THINKING

ENGINEERS
"Reliable, safe, proven"

DESIGN THINKING

INTUITIVE THINKING

DESIGNERS
"Awesome sauce. I love it!

100% RELIABILITY

50/50 MIX

100% VALIDITY

DESIGN THINKING

Design Thinking integrates
business, technology and people

Brands

**EMOTIONAL
INNOVATION**

Marketing   Relationships

BUSINESS
VIABILITY

PEOPLE
DESIRABLE

TECHNOLGY
FEASIBILITY

EXPERIENCE
INNOVATION

PROCESS
INNOVATION

FUNCTIONAL
INNOVATION

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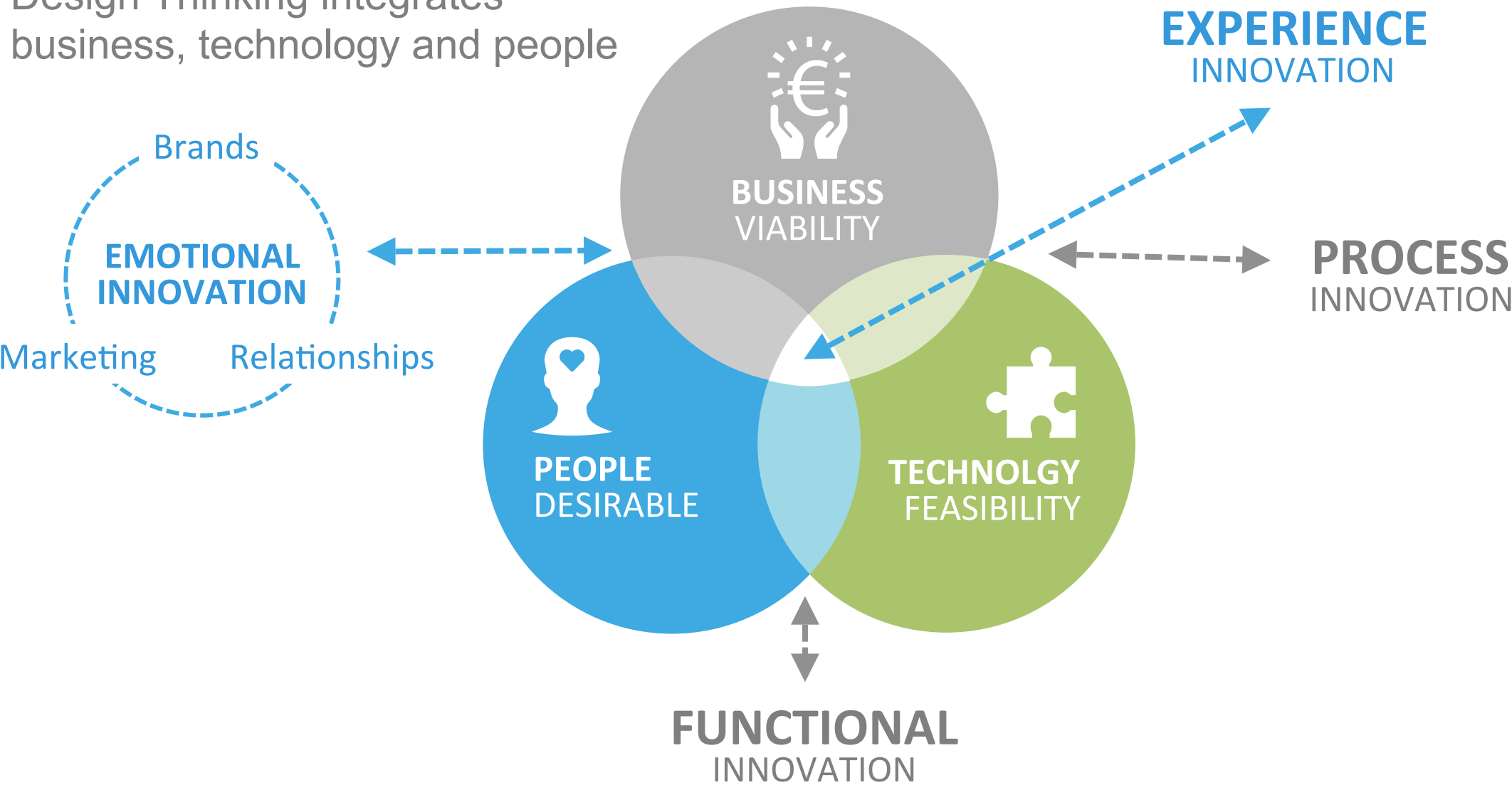
DESIGN THINKING
Traditional vs. Design Thinking

TRADITIONAL THINKING	DESIGN THINKING
Flawless planning	Enlightened trial & error
Avoid failure	Fail fast
Rigorous analysis	Rigorous testing
Presentations	Lightweight experiments
Arms length customer research	Deep customer immersion
Periodic	Continuous
Thinking	Doing

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DESIGN THINKING
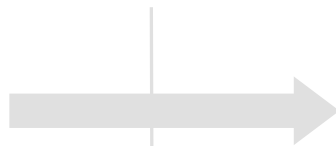
IDEA

APPLYING DESIGN THINKING IN ITERATIONS TO

☑ **KNOWLEDGE** Define the challenge you face

👤 **EMPATHY** Take the role of your end-user

📊 **AWARENESS** Know how to improve status quo

💡 **CREATIVITY** Foster ideas
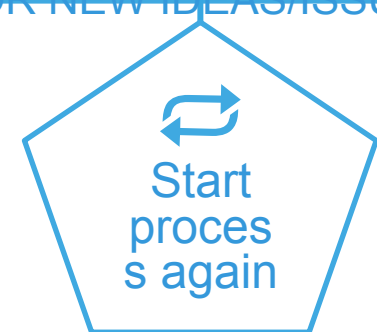
✦ **ADAPTIVITY** Learn from feedback and adapt

IMPLEMENTING USING

📋 Project management methodology

⚙ Knowledge and prototype of the design thinking phase

MONITOR (DATA) FOR NEW IDEAS/ISSUES

🔁 Start process again

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DESIGN THINKING
Design Thinking Process

PROBLEM DEFINITION

Problem solution

understand

observe

Define point of

Find ideas

Develop prototype

Test

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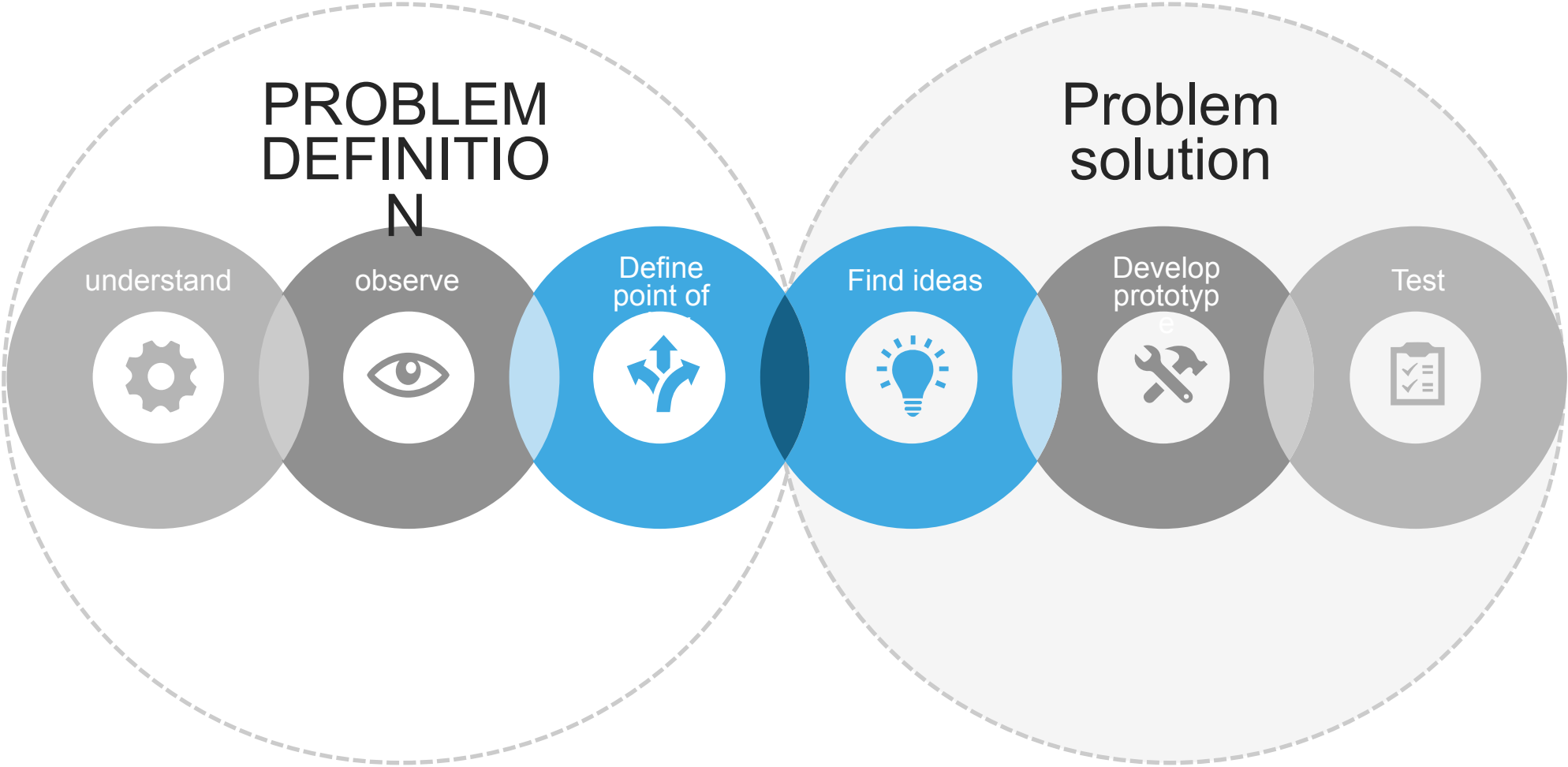
DESIGN THINKING
Learning

Uncertainty / Patterns / Insights

Clarity / Focus

Understand

Observe

Define
Point of View

Develop Ideas

Prototypes

Test

Implementation

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DESIGN THINKING
Process

empathize

Foundation of a human-centered design process Necessary to Observe, Engage and Immerse.

Define

Empathy findings are unpacked and synthesized into compelling needs and insights

Ideate

Mode during the design process in which the focus lies on idea generation

prototype

Getting ideas and explorations out of the head into the physical world

Test

Chance to refine and improve solutions

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DESIGN THINKING

Design Thinking integrates business, technology and people

EMPATHY
Only through empathy with end-users can you design solutions for them.

SHOW DON'T TELL
To bring your ideas to life, show instead of telling

EXPERIMENT
Make your ideas real and learn from peoples' reactions to your prototype.

MINDFULNESS
Have the time and space to pay attention to what is happening around you.

ACTION ORIENTED
There are more ways than ever to reach and interact with your customers.
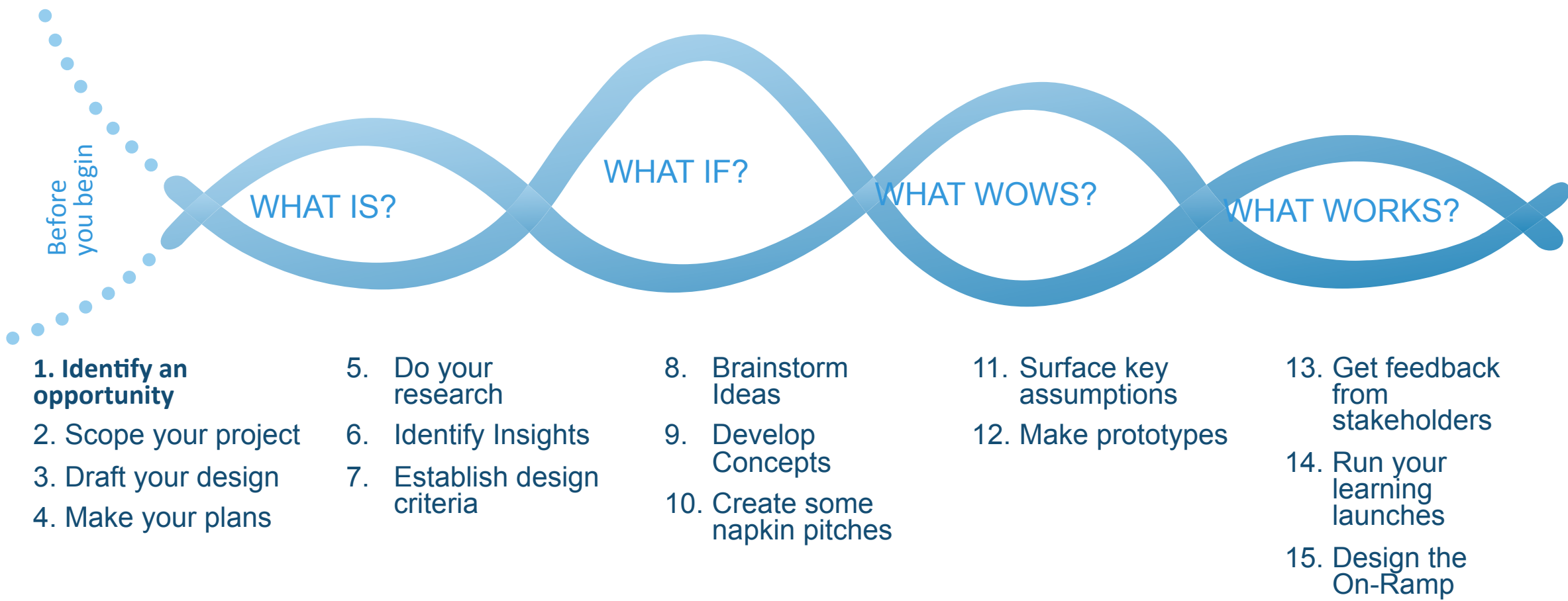
COLLABORATION
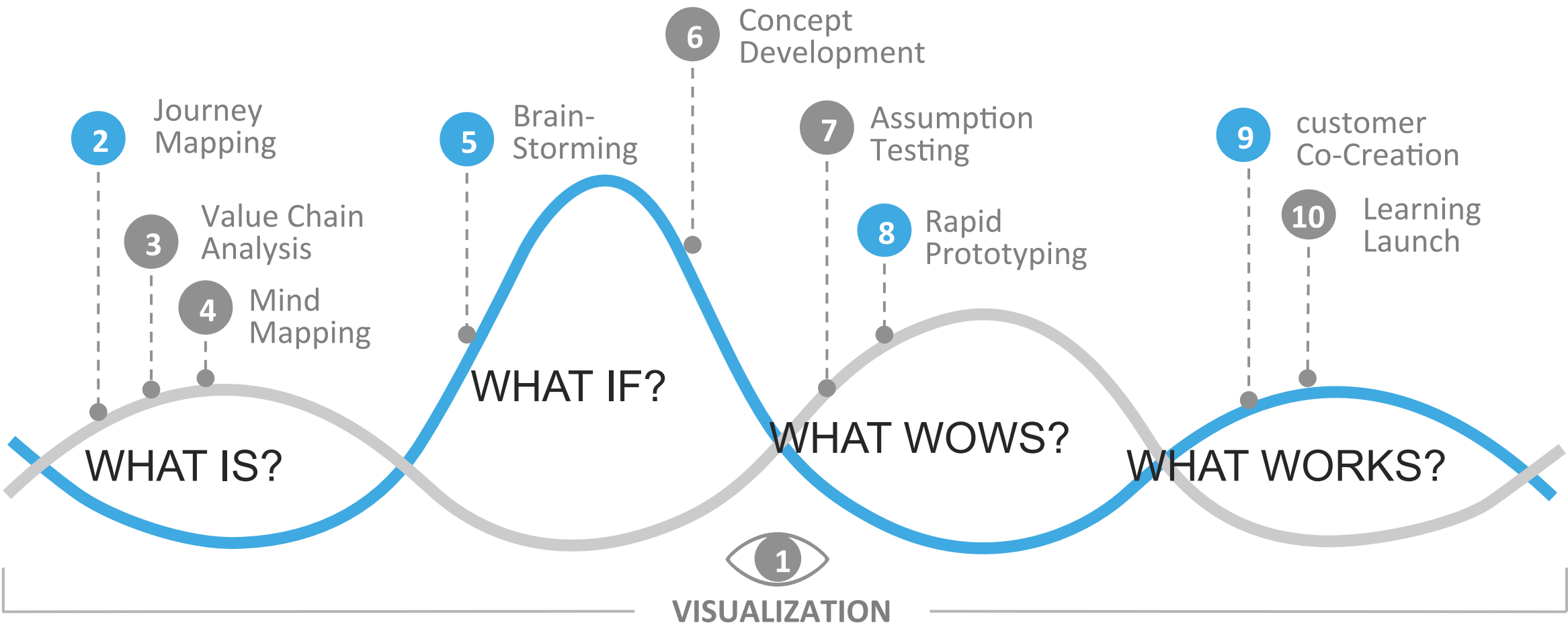Key elements are communication, support and problem solving, sharing and diversity.

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Before you begin

WHAT IS?

WHAT IF?

WHAT WOWS?

WHAT WORKS?

1. Identify an opportunity

2. Scope your project

3. Draft your design

4. Make your plans

5. Do your research

6. Identify Insights

7. Establish design criteria

8. Brainstorm Ideas

9. Develop Concepts

10. Create some napkin pitches

11. Surface key assumptions

12. Make prototypes

13. Get feedback from stakeholders

14. Run your learning launches

15. Design the On-Ramp

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DESIGN THINKING

Design a city: using Design Thinking Tools: World Café and Extravaganza Prototyping

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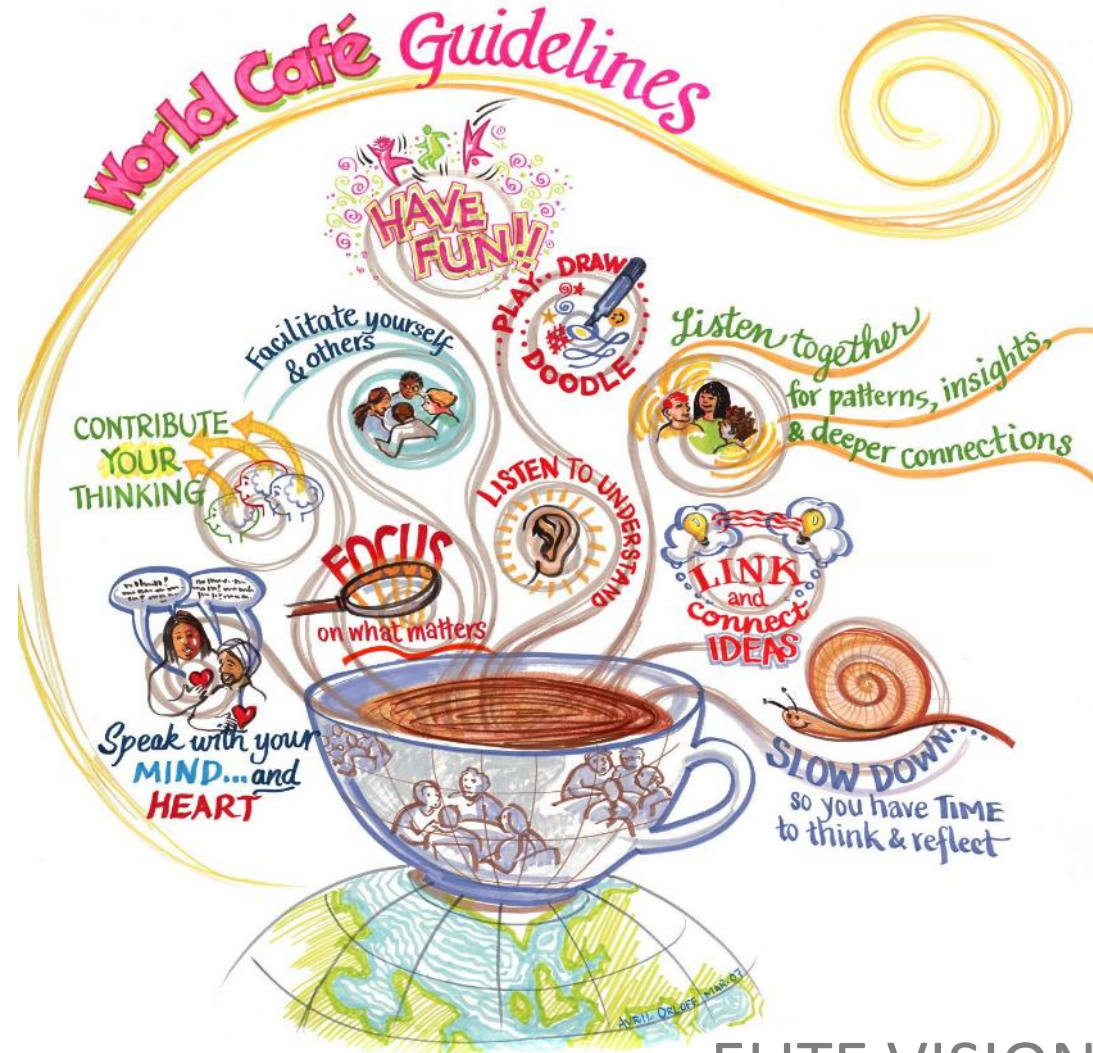
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What's next?

- Join our next "Design Thinking" Seminar on 20th of October

- Like us on Facebook: Elite Vision Coaching

- Read articles about design thinking: www.evisioncoaching.co.uk

- Book your first design consultation: info@evisioncoaching.com

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