

BACKGROUND

A detailed discussion of an innovation method

In a world where innovation drives success, understanding the competitive landscape and embracing effective innovation methods like Design Thinking is crucial for businesses aiming to stay ahead.



DESIGN THINKING

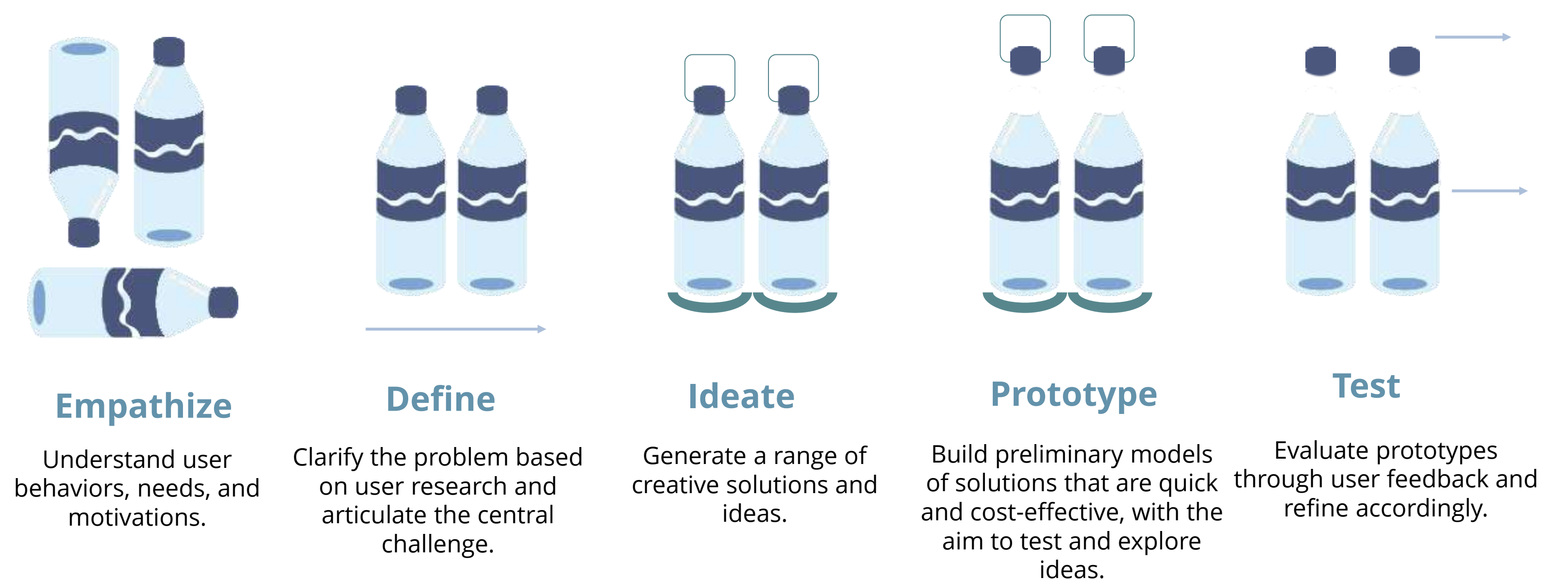
Design Thinking is an innovation framework that emphasizes a user-centered design philosophy. It involves a collaborative, multidisciplinary team approach that applies creativity, intuition, and systematic methods to tackle complex issues.

Design Thinking is a human-centered approach to innovation, focusing on understanding people's needs and developing creative solutions to meet those needs. It's about thinking outside the box and putting people first.



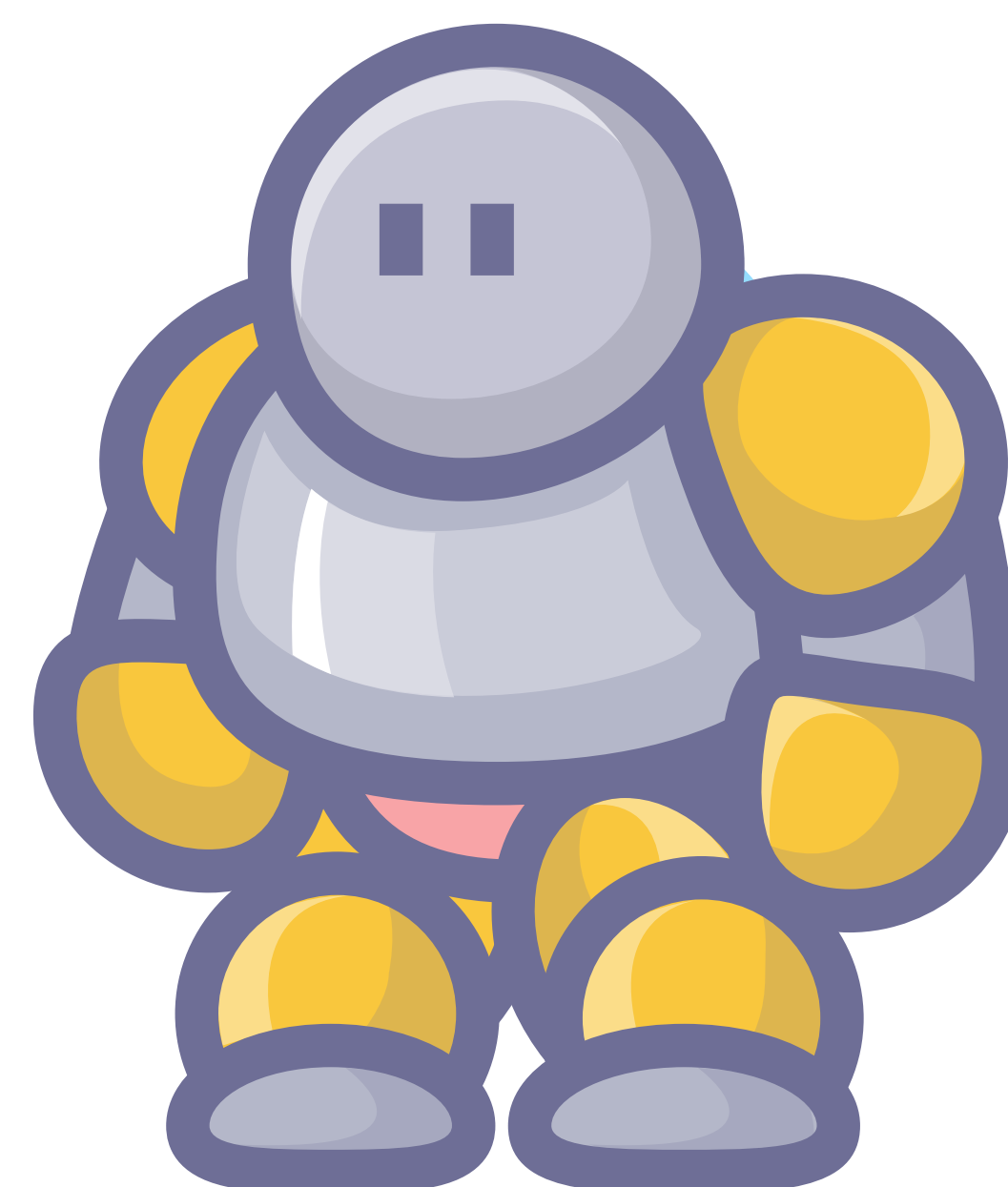
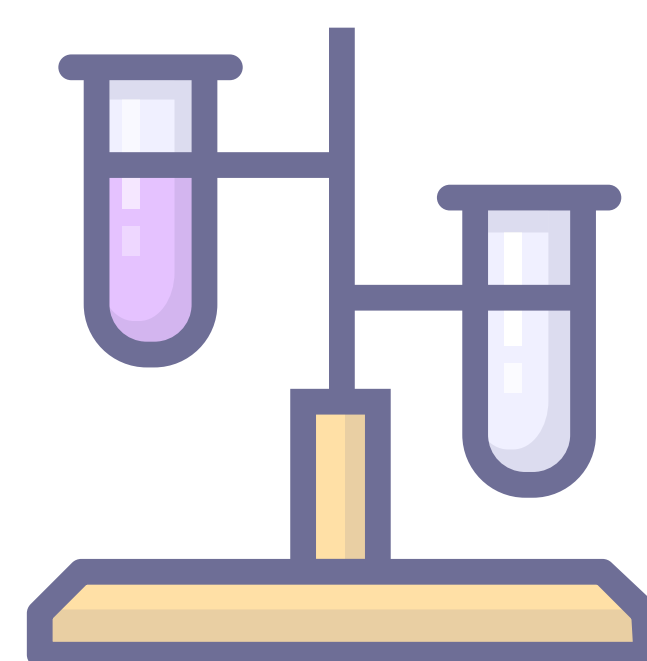
Design Thinking is not a linear process; it's flexible and iterative, often requiring designers to move back and forth between these stages. Through this cyclical feedback mechanism, solutions can be fine-tuned and more closely aligned with actual user needs.

Design Thinking process



This process encourages deep understanding, creative thinking, and iterative testing to achieve innovative solutions.

CASE



1.Apple: Apple is widely considered one of the pioneers of Design Thinking. Their deep insights into user experience and commitment to clean, intuitive design have led to massive market success with products like the iPhone and iPad.

2.IKEA: IKEA employs Design Thinking to create furniture that is simple, functional, and easy to assemble, not only fitting the lifestyle of users but also accessible in price, meeting the needs of a broad consumer base.

3.Banking Industry :Bank used Design Thinking to transform into the "Best Digital Bank in Asia," by understanding customers' everyday banking needs, simplifying processes, innovating products, and providing a more humanized banking experience.

4.Procter & Gamble (P&G): P&G shifted from traditional marketing strategies to a more consumer experience-focused approach through Design Thinking, driving product innovation and improvements that significantly increased their market share.

5.IDEO: This renowned design and consulting firm is one of the foundational proponents of Design Thinking. They have used the approach to solve various design challenges, including improving medical devices, aiding the creation of more educational school curricula, and designing more user-friendly public services.

CONTENT CHARACTERISTICS

- **User-Centric:** Design Thinking consistently places the user at the core, guiding the innovation process through a deep understanding of user needs and experiences.
- **Iterative Process:** The methodology encourages prototyping and iteration, meaning quick model creation and adjustment through user feedback for continuous improvement.
- **Multidisciplinary Teams:** It integrates team members from diverse professional backgrounds, leveraging varied perspectives and expertise to find optimal solutions.
- **Problem Reframing:** Continuously examining and reframing the problem definition to ensure the right issue is being addressed.



ADVANTAGES

Enhanced User Satisfaction: By focusing on user needs, designs are more aligned with what users want.

Innovative Thinking: It encourages looking beyond the usual to find new solutions.

Risk Reduction: Early testing helps catch and fix problems, lowering the chance of failure.

Better Teamwork: It boosts team communication and cooperation.



Main Reference

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- [3] Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2011). Design Thinking: Understand – Improve – Apply. Springer-Verlag.
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