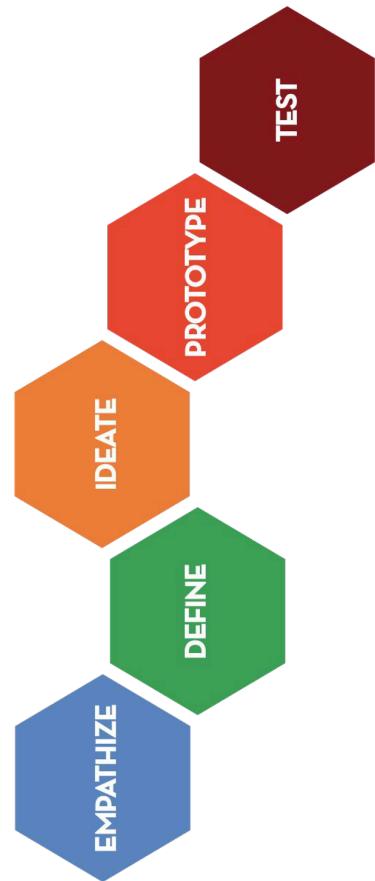


# Design Thinking for BI

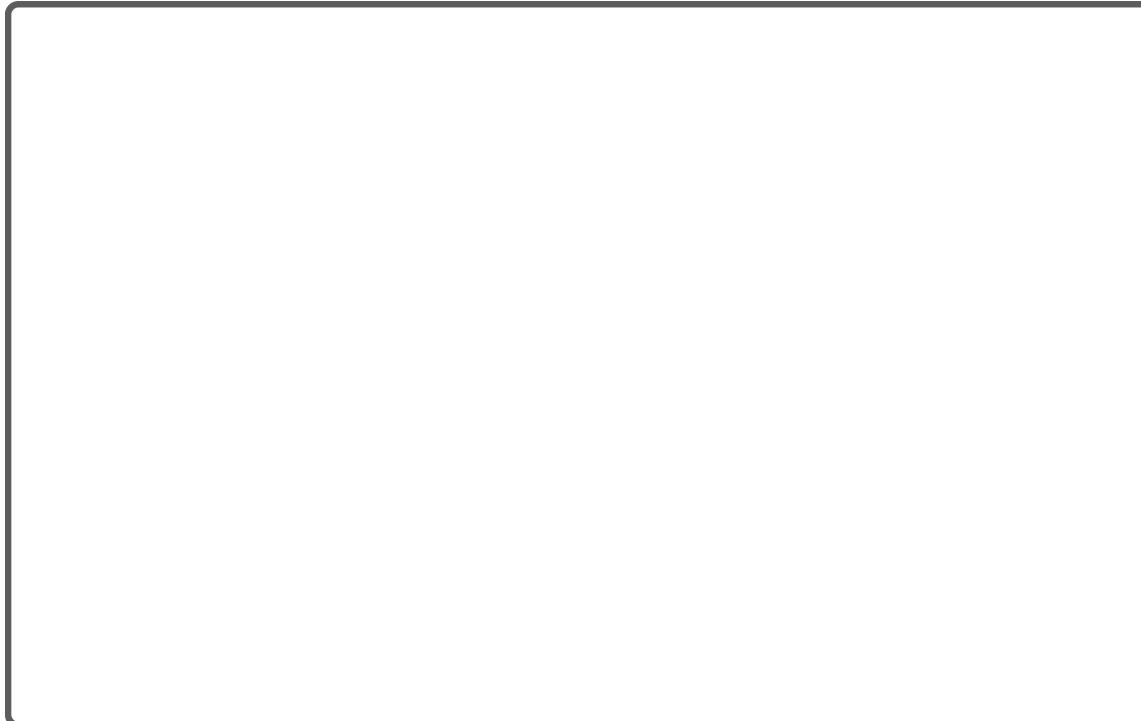


## Team Members and Roles

# YOUR BI TEAM

Create a doodle of your team - be creative!

*Design  
Thinking  
for BI*



**What's your dataset?**



**Potential Facts**



**Potential Dimensions**



# BI DESIGN SPRINT - EMPATHIZE

Design  
Thinking  
for BI

For this design sprint, AI will act as your domain expert.

**AI Prompt example:**

Act as a [job role] working in [industry or domain]. I'm a student working on a Business Intelligence project, and I want to understand your needs. Can I ask you a few questions?

**Interview questions examples:**

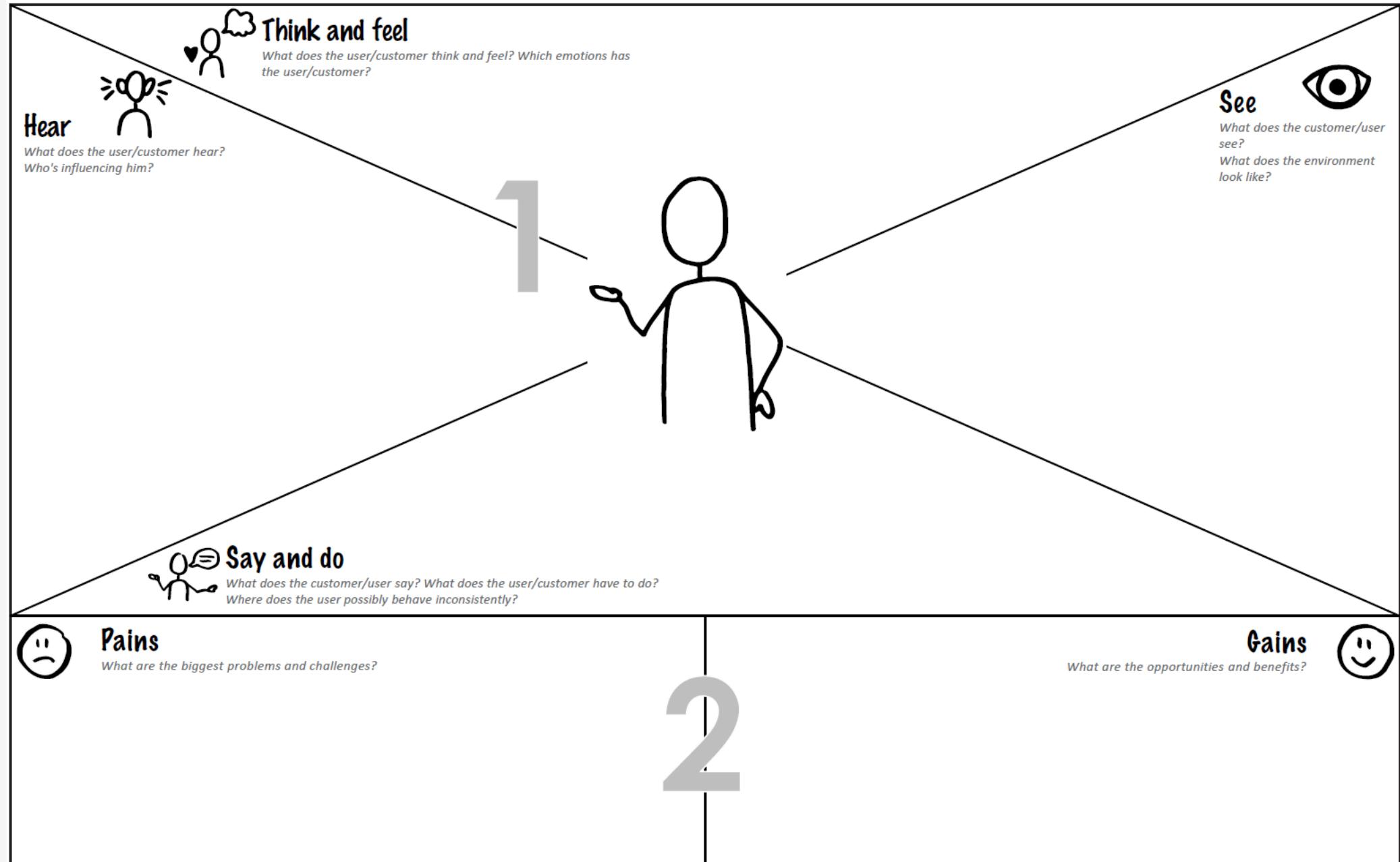
- What does your everyday looks like?
- What decisions do you make regularly in your role?
- What information or data do you usually rely on?
- What challenges do you face when trying to make data-driven decisions?
- What kind of reports or dashboards are most helpful to you?
- What would make your job easier from a BI or analytics perspective?

Come up with more questions and jot them down. Make sure to keep the chat safe as you will be submitting it.

# BI DESIGN SPRINT - EMPATHIZE

Design  
Thinking  
for BI

## Know Your Manager - Empathy Map



# BI DESIGN SPRINT - DEFINE

Design  
Thinking  
for BI

**So what's the business problem?**

"[Stakeholder], a [role] from [company], needs a way to [need] because [insight]. Fulfilling this need will help the organization [business impact]."

**How might we... (1 or 2 statements - Focus on a clear BI problem)**

# BI DESIGN SPRINT - IDEATE

Design  
Thinking  
for BI

TEAM MEMBER 1 NAME

Come up with as many ideas. One idea per sticky note.



No judgement - Go for volume - Be creative

# BI DESIGN SPRINT - IDEATE

Design  
Thinking  
for BI

TEAM MEMBER 2 NAME

Come up with as many ideas. One idea per sticky note.



No judgement - Go for volume - Be creative

# BI DESIGN SPRINT - IDEATE

Design  
Thinking  
for BI

TEAM MEMBER 3 NAME

Come up with as many ideas. One idea per sticky note.



No judgement - Go for volume - Be creative

# BI DESIGN SPRINT - IDEATE

Design  
Thinking  
for BI

TEAM MEMBER 4 NAME

Come up with as many ideas. One idea per sticky note.



No judgement - Go for volume - Be creative

# BI DESIGN SPRINT - IDEATE

Crazy 4s - Sketch ideas that might be a BI solution

Each member will create this individually.

1

Team member

Name

2

3

4

# BI DESIGN SPRINT - IDEATE

Crazy 4s - Sketch ideas that might be a BI solution

Each member will create this individually.

2

Team member

Name

1

3

4

# BI DESIGN SPRINT - IDEATE

Crazy 4s - Sketch ideas that might be a BI solution

Each member will create this individually.

3

Team member

Name

1

2

4

# BI DESIGN SPRINT - IDEATE

**Crazy 4s - Sketch ideas that might be a BI solution**

**Each member will create this individually.**

**4**

**Team member**

**Name**

**1**

**2**

**3**

# BI DESIGN SPRINT - PROTOTYPE

Design  
Thinking  
for BI

**Choose your favourite idea from the Crazy 4s. Make it as a group!**



# BI DESIGN SPRINT - TEST

Design  
Thinking  
for BI

**Upload the prototype picture & ask your AI expert for feedback!**

**What can you improve? Reflect as a team!**