WORKSHOP

IMAGINATION CLUB BRUSSELS

DESIGN THINKING as a MINDSET
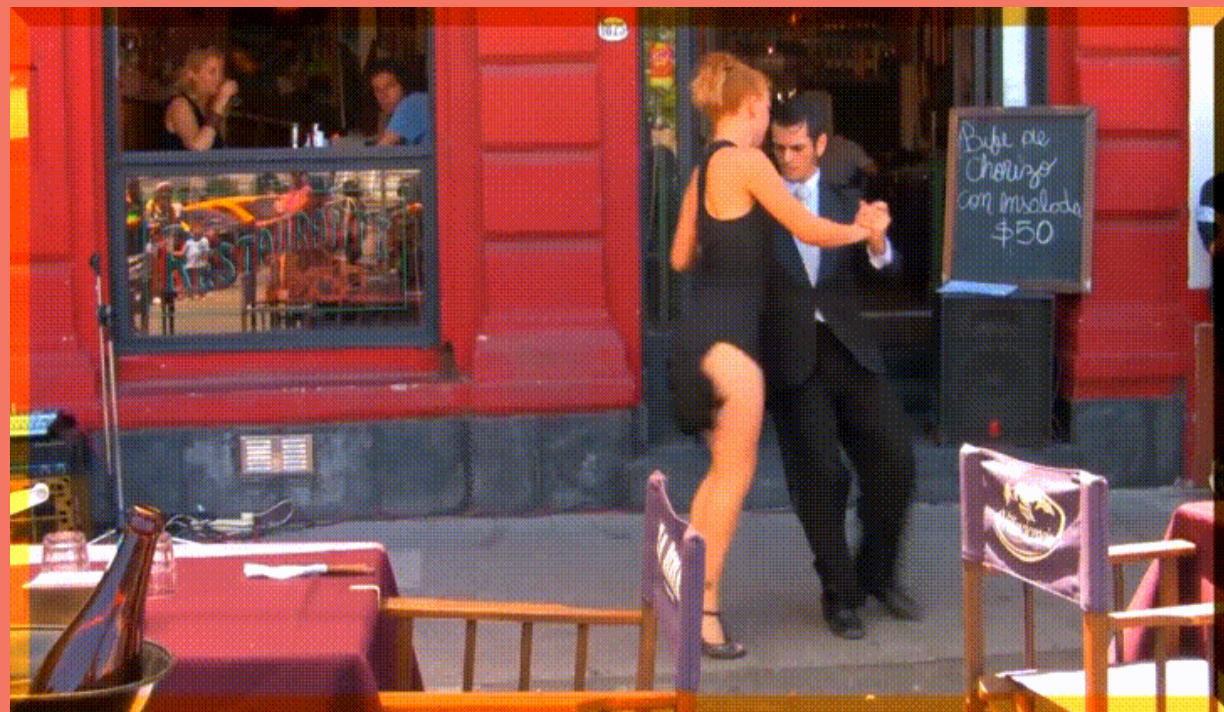
WELCOME

Will you still be **relevant** tomorrow?

INNOVATION FAILURES

Neglecting to address…

Failing to provide…

Providing insufficient…

…a broad **consumer need.**

…a satisfactory **product experience.**

…**marketing** **support.**

STAY RELEVANT IN A FAST EVOLVING WORLD

3 Threatening evolutions

1. MARKET

More market leaders with a quasi-monopoly reign the market.

2. ACCESS

Everyone can do business and threaten your business.

3. WORLD

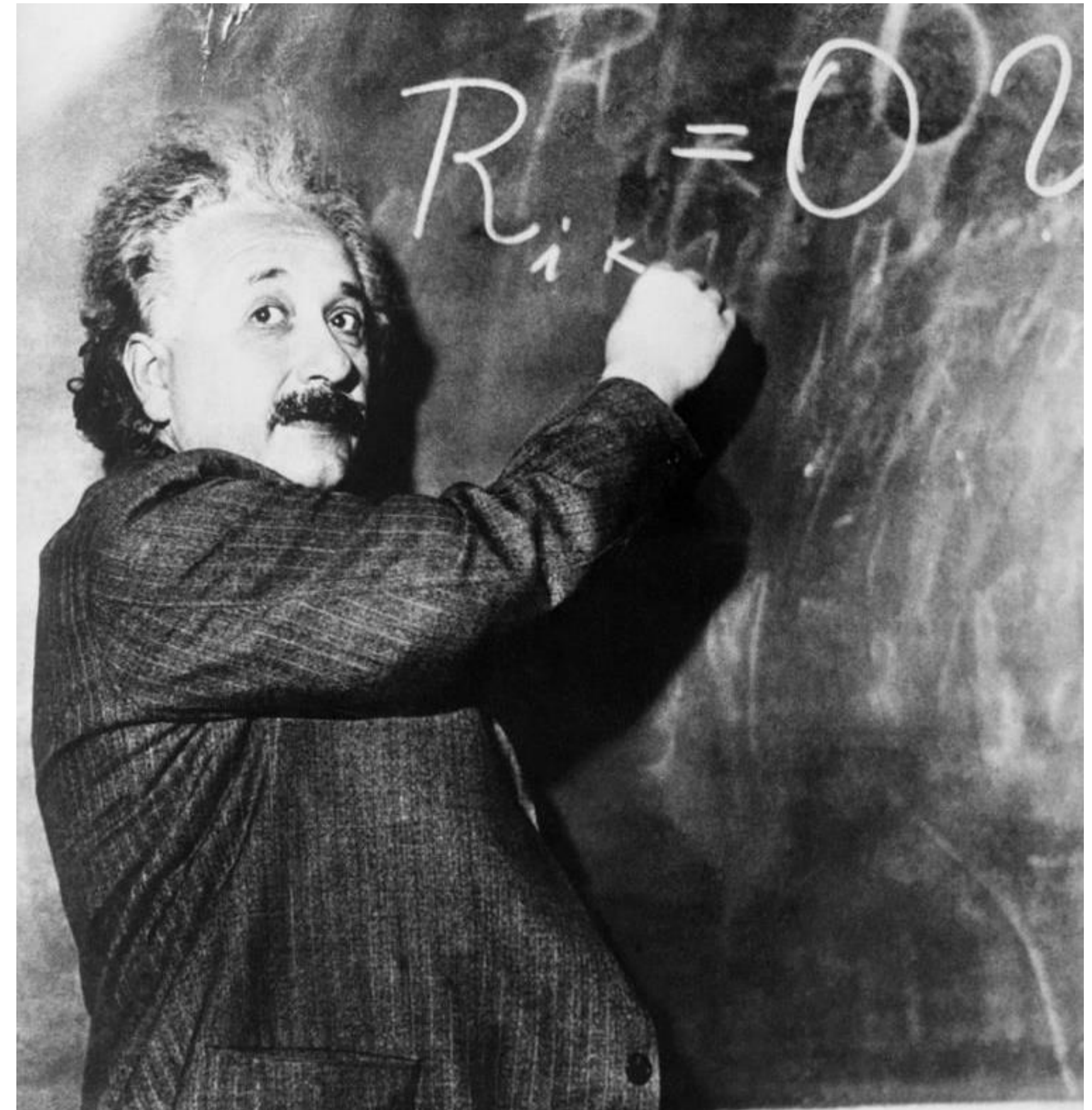Digitally everything goes much faster and distances disappear.

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From innovation → design thinking

"

We can't solve problems
by using the same kind of thinking
we used when we created them.

- Albert Einstein

"

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FROM DESIGN-TO-DESIGN THINKING?

> A human-centered approach to innovation
> that draws from the designer's toolkit
> to integrate the needs of people,
> the possibilities of technology,
> and the requirements for business success."
>
> The method focuses on three main elements
> of a product or solution:
> people, technology, and business.
> All of these aspects evolve around the customer.

David M. Kelley, founder of HPI

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THE IMPACT OF DESIGN THINKING?

71%

of respondents say

that design thinking

improved their working culture.
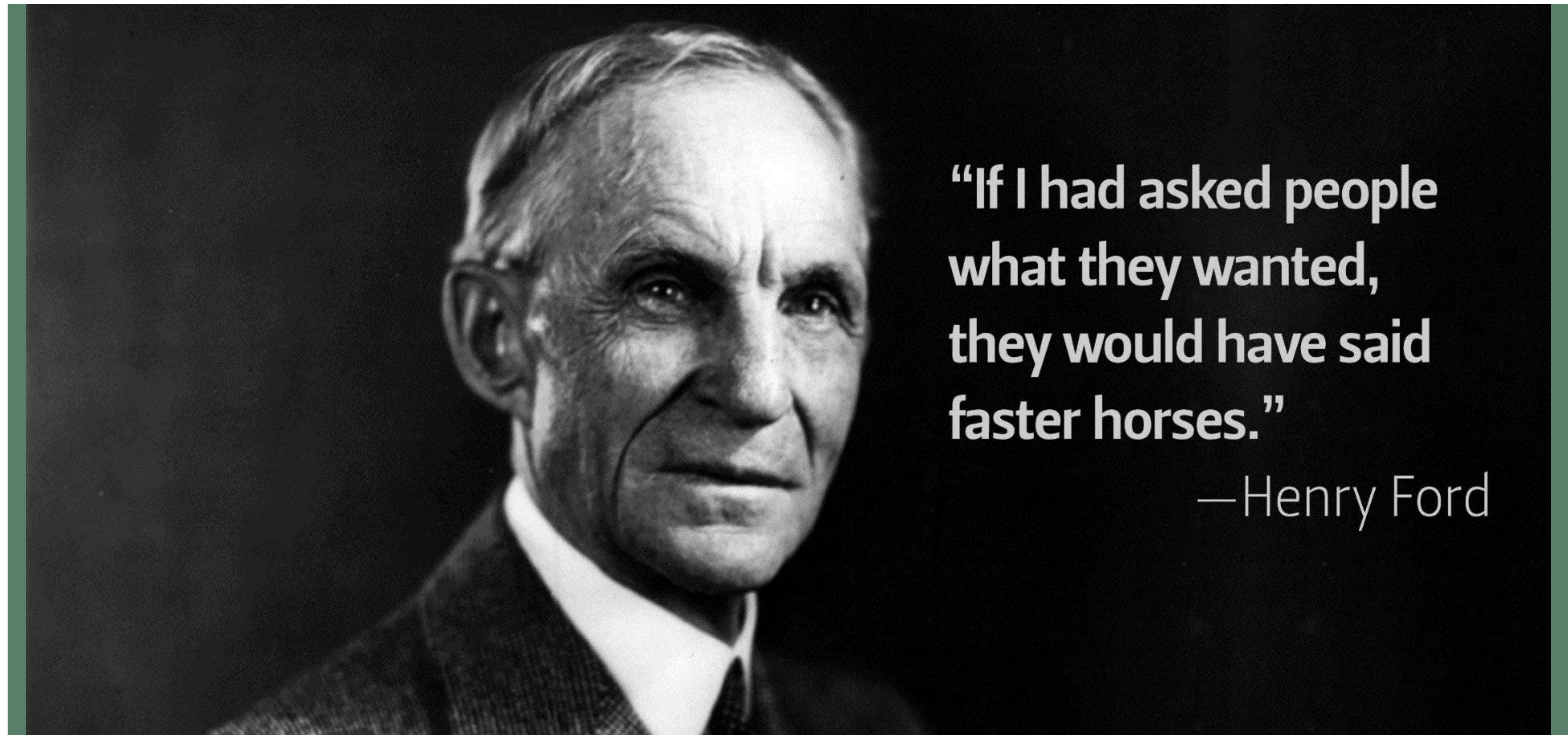
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THE IMPACT OF DESIGN THINKING?

69%

of respondents say

that design thinking

makes their innovation processes more efficient.

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THE IMPACT OF DESIGN THINKING?

29%

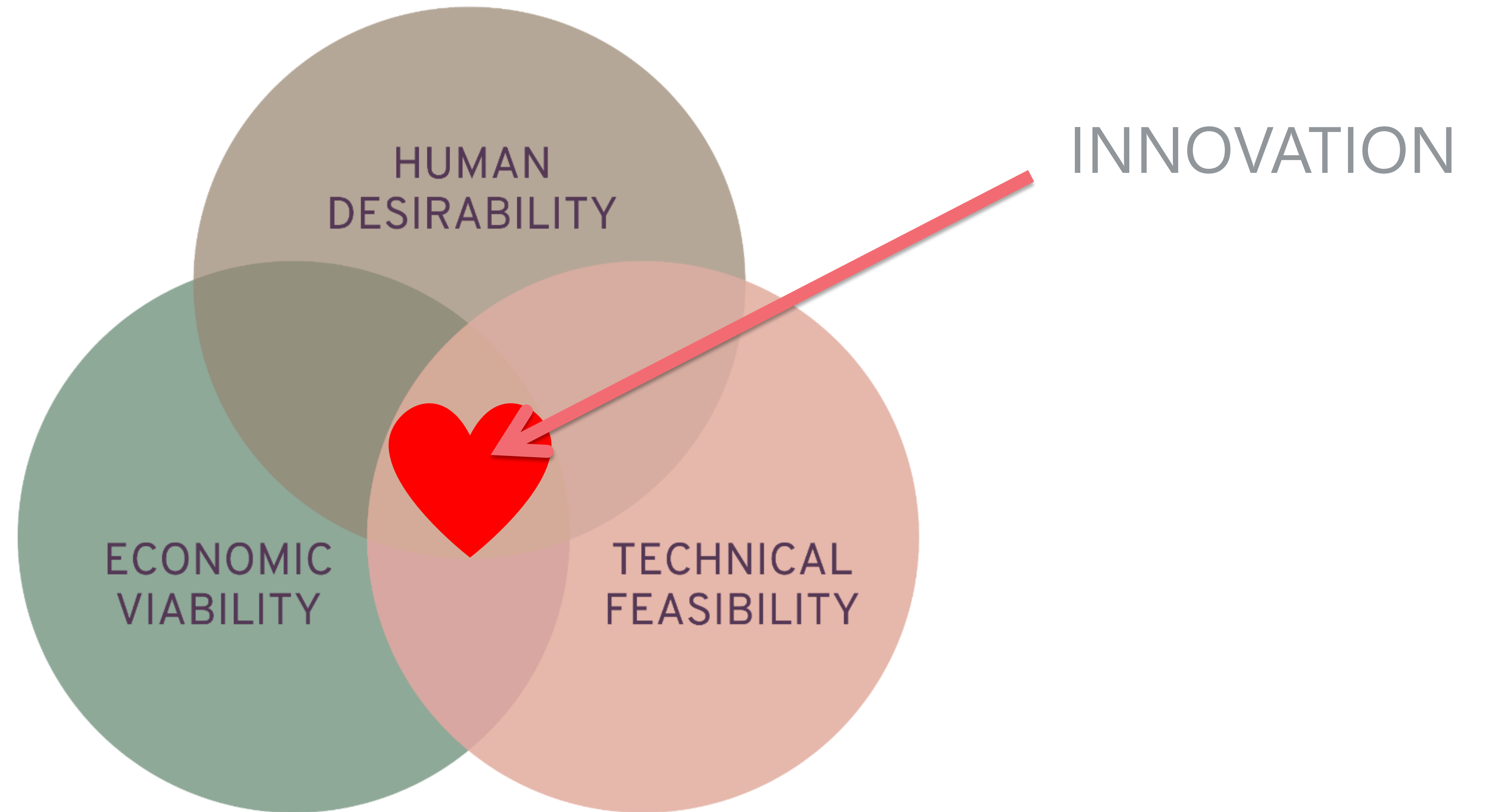of respondents say

that design thinking

helps them increasing their sales.

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AIM FOR THE UNDERLYING PROBLEM

"If I had asked people what they wanted, they would have said faster horses."

—Henry Ford

DEFINITION

"Design Thinking
as a mindset enables you
to better understand and satisfy
your customer's needs, while
making use of an iterative and creative
process."

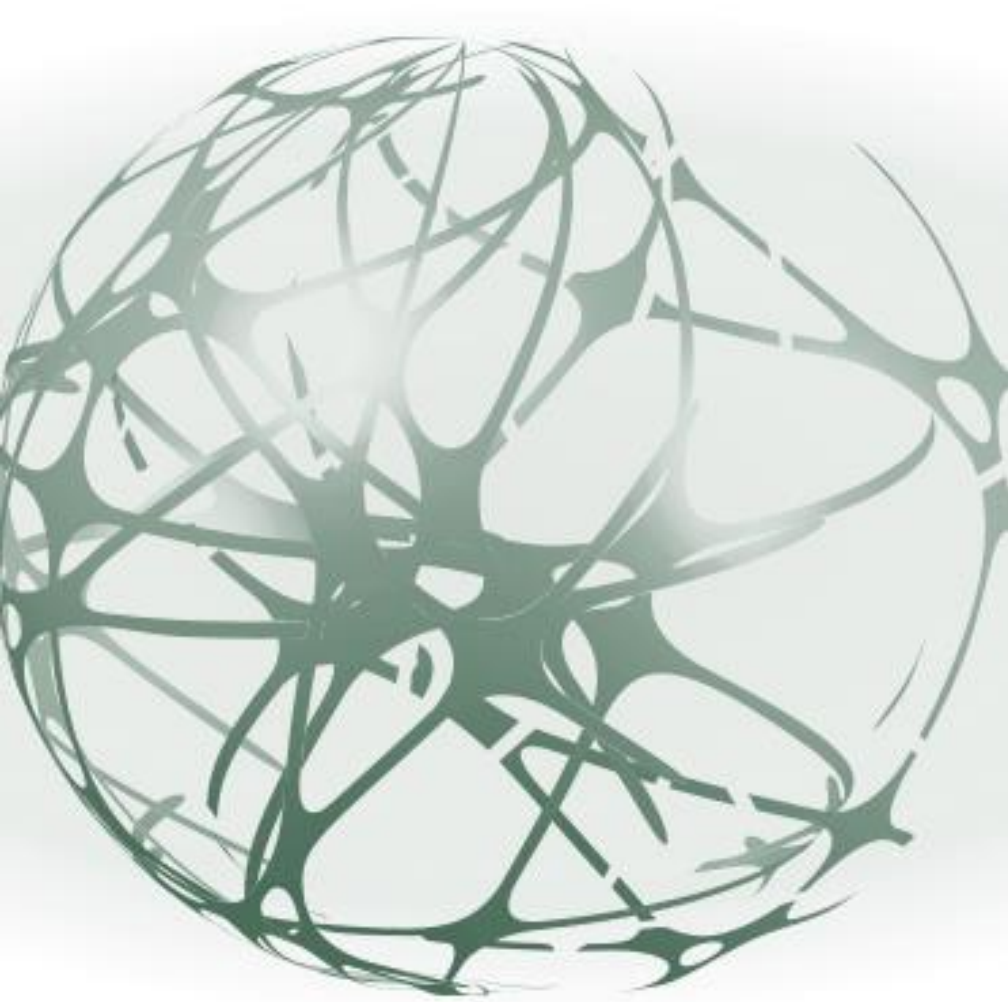# DESIGN THINKING FOCUSES ON THE SWEET SPOT

HUMAN
DESIRABILITY

INNOVATION

ECONOMIC
VIABILITY

TECHNICAL
FEASIBILITY

BE UNIQUE IN YOUR CONCEPT

PRINCIPLES OF DESIGN THINKING
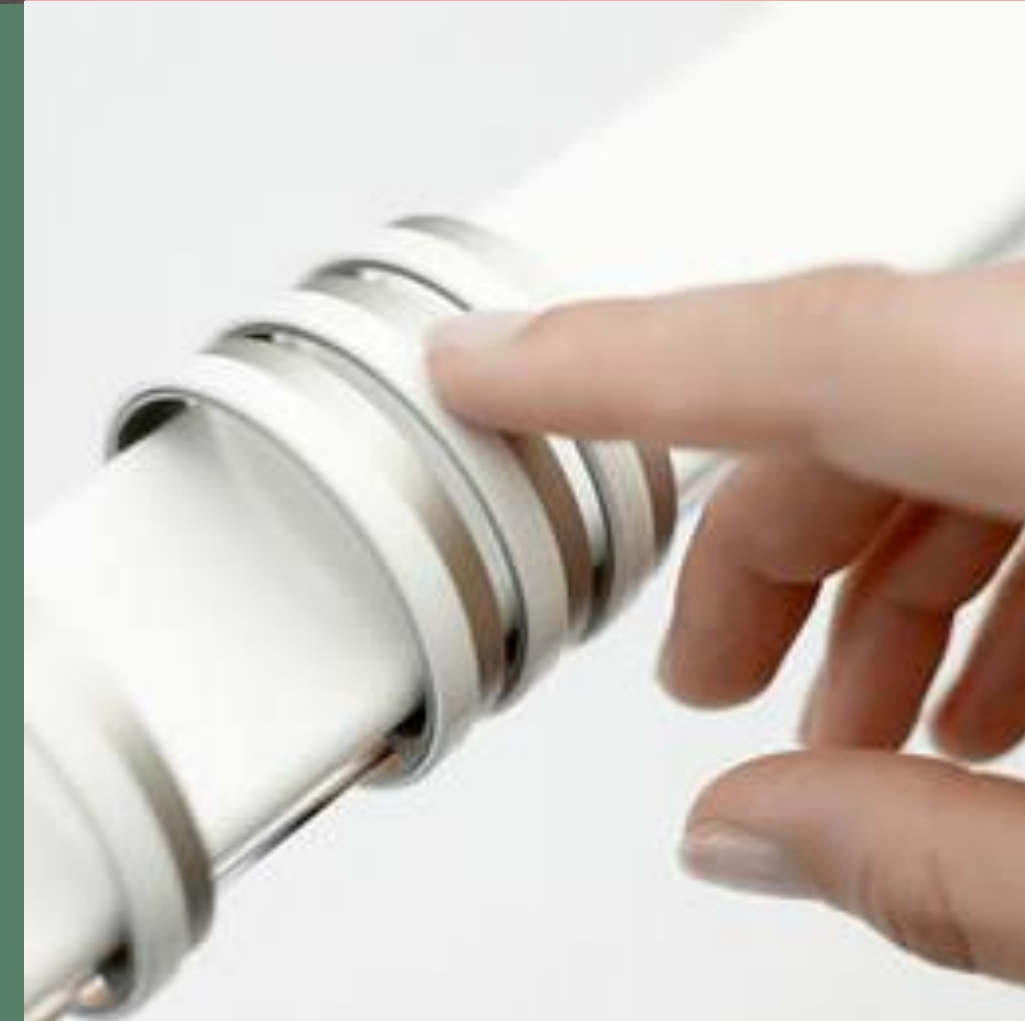
DESIGN THINKING PROCESS

Learn about users through **testing**

Empathize to help
define the problem

Testing might create new
ideas for the project

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

Learn from prototypes
To spark new ideas

Tests might reveal **insights** that **redefine the problem**

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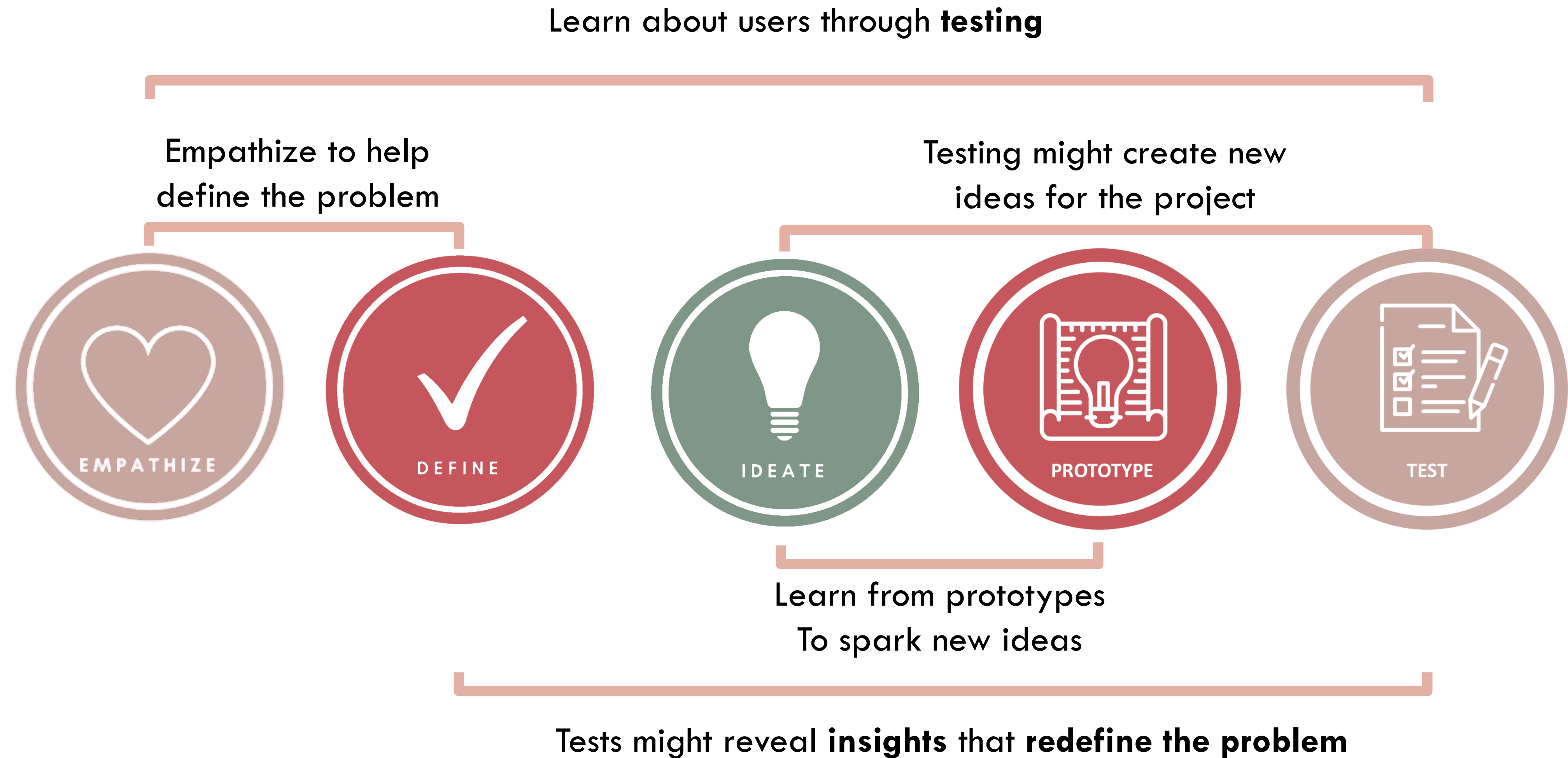
PHASE 1 – EMPATHIZE
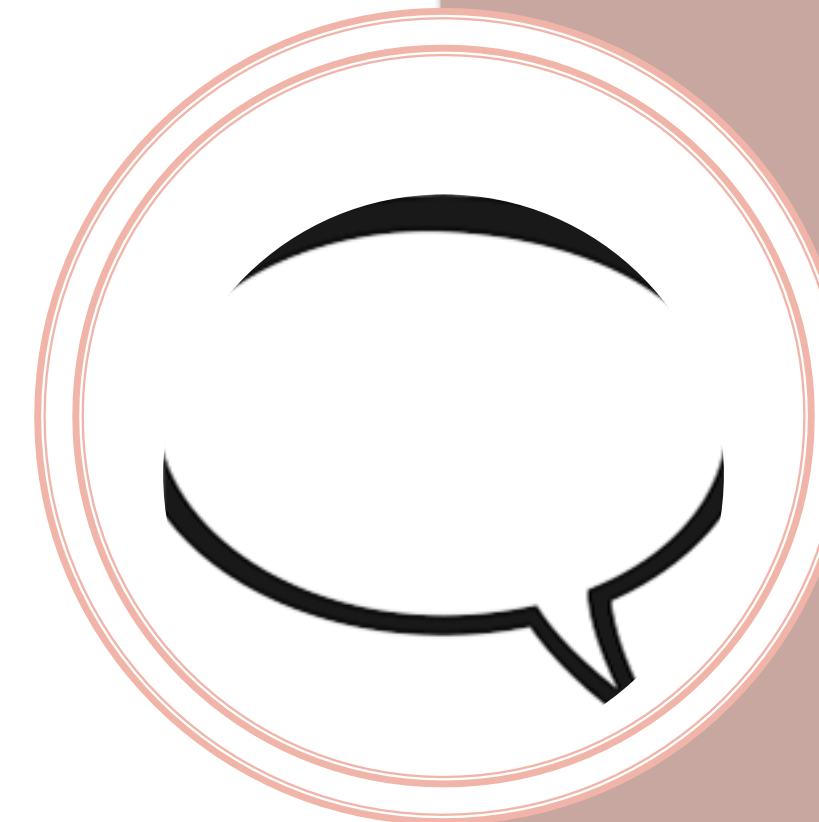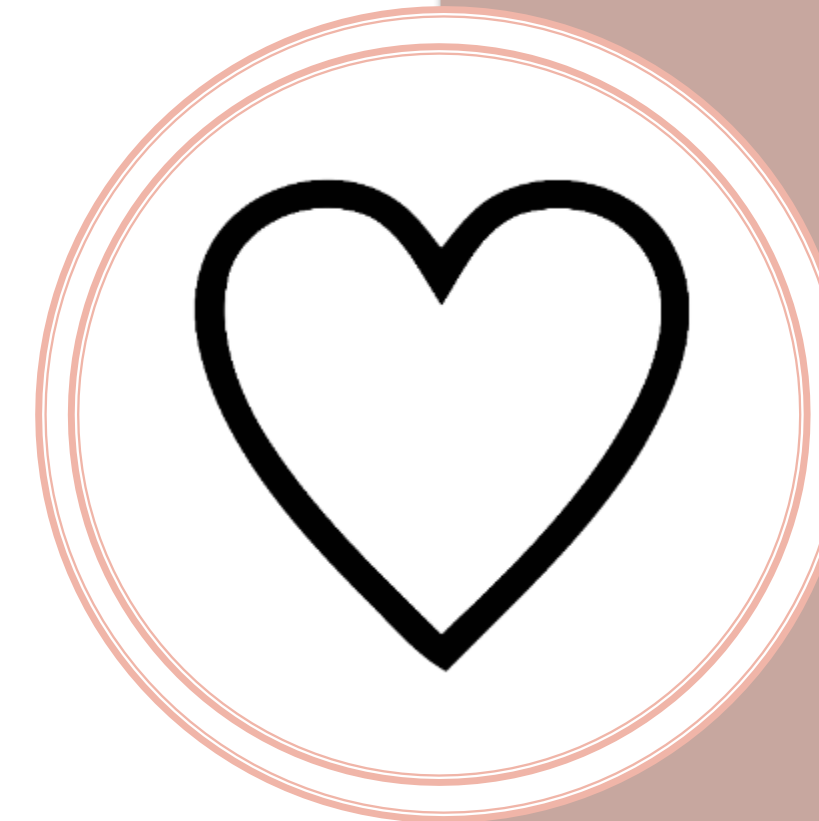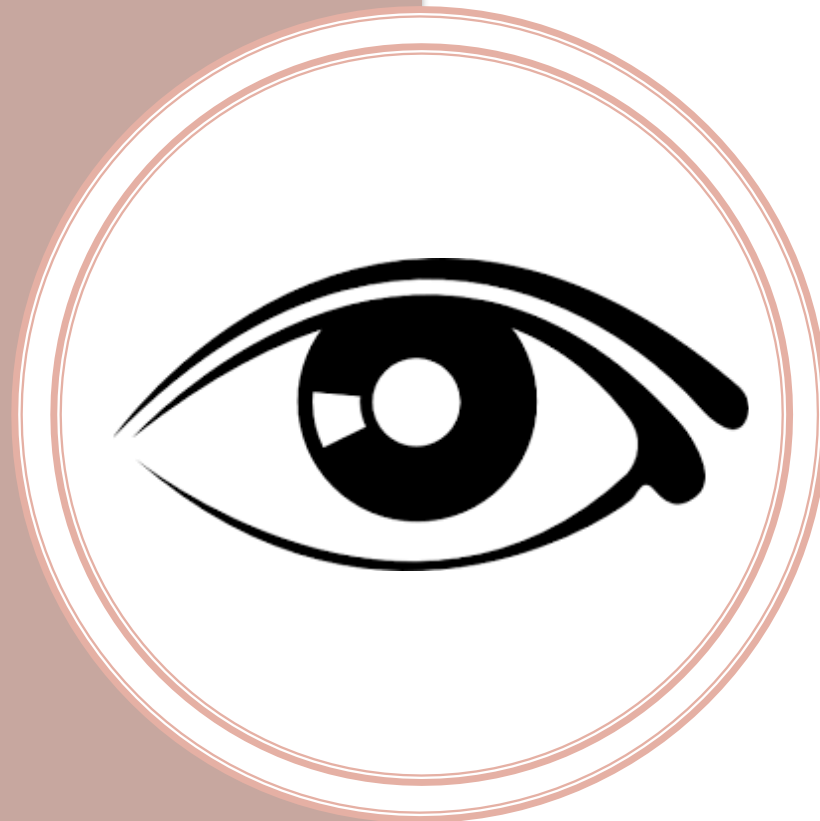
KNOW YOUR CUSTOMER

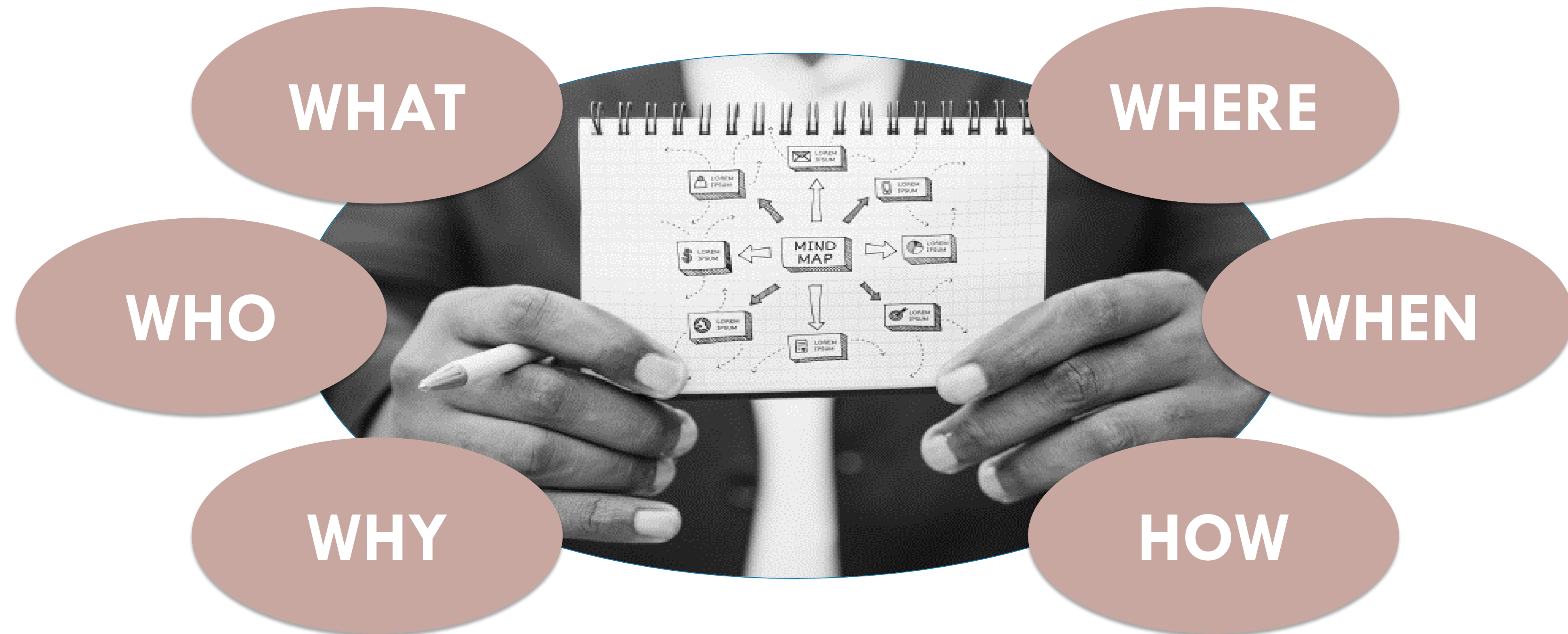## You never really understand a person
until you consider things from his point of view.

- Harper Lee

EMPATHIZE

PHASE 2 – DEFINE

DEFINE

Jill Anderson

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly ... process

Personality

Introvert ——— Extrovert
Analytical ——— Creative
Loyal ——— Fickle
Passive ——— Active

"I'm looking for a site that will simplify the planning of my business trips."

AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized | Practical
Protective | Hardworking

Motivat...
Price
Comfort
Convenience
Speed
Loyalty/Miles

Preferred Channels
Chrome
Mobile
Email
Traditional Ads

Brands
KAYA...
ACE HO...

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly | Clever | Go-Getter

"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations
Incentive
Fear
Achievement
Growth
Power
Social

Goals
- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations
- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio
Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality
Extrovert ——— Introvert
Sensing ——— Intuition
Thinking ——— Feeling
Judging ——— Perceiving

Technology
IT & Internet
Software
Mobile Apps
Social Networks

Brands

MEANINGFUL & ACTIONABLE PROBLEM STATEMENT

_____ needs to _____ because _____.

[user] [user's need] [insight]

How might we ...
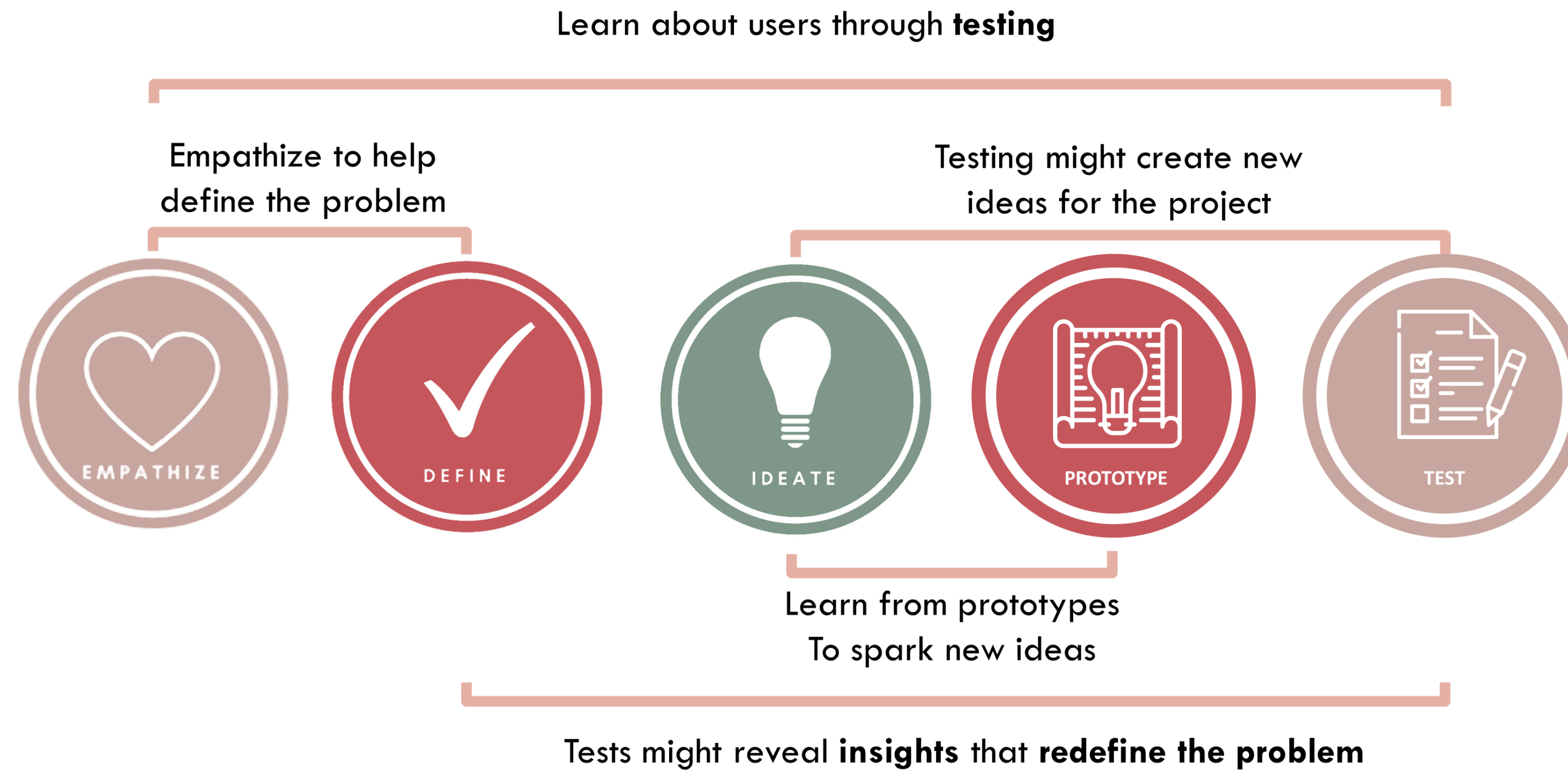
DEFINE

Source : INTERACTION-DESIGN.ORG

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GO BACK/FORWARD?

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PHASE 3 – IDEATE
QUANTITY OVER QUALITY OF IDEAS

FLUENCY

(VOLUME)

IDEATE

FLEXIBILITY

(VARIETY)

→ Large quantity of ideas

Diversity among those ideas ←

Design by David Plunkert

DANIEL KAHNEMAN'S SYTEMS OF THINKING

INSTINCTIVE

COMPLEX DECISIONS

QUICK

LITTLE/NO EFFORT

SYSTEM 1 THINKING

SLOWER

CONSCIOUS

SYSTEM 2 THINKING

EMOTIONAL

EFFORTFUL

NO SENSE OF VOLUNTARY CONTROL

AUTOMATIC

MORE LOGICAL

MORE DELIBERATIVE
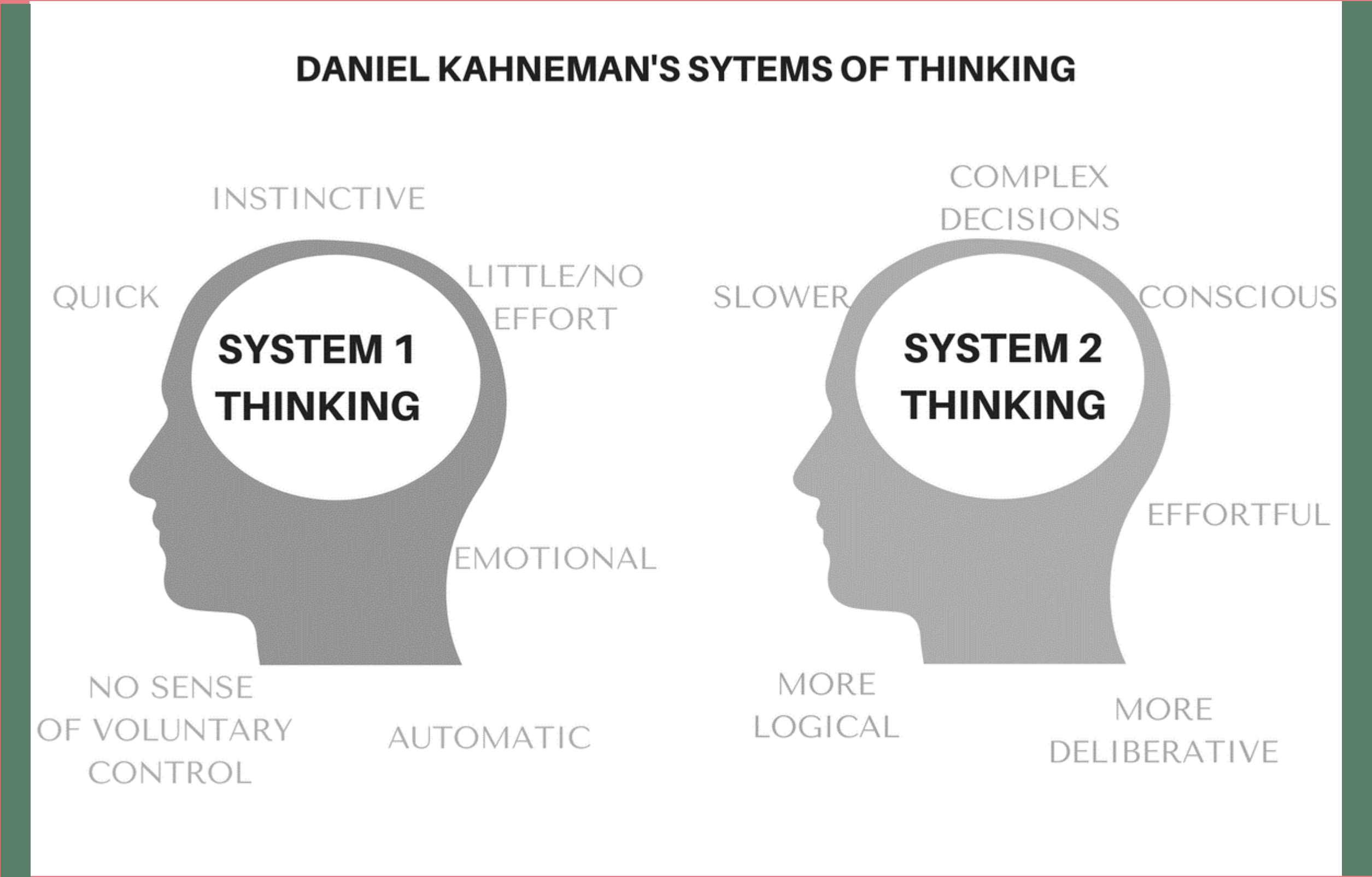
IDEATE

IDEATION TECHNIQUES

Individual brain writing, followed by brainstorming to promote mutual association of ideas.

Google is your friend – google during brainstorming to find more association.

Opposite thinking:
Any creative ideas how to scare away customers? Would the opposite actions attract them?

Analogy with competitors, other industries, nature, …
(eg. greeting customers in Starbucks, Torfs, Proximus, Carrefour, …).

Text analysis in Social Media via AI
to leverage upon your customer's pains & gains and the solutions they suggest.

IDEATE

IDEATION TOOLKIT = SCAMPER

Substitute

Combine

Adapt

Modify

Put to other use

Eliminate

Re-arrange
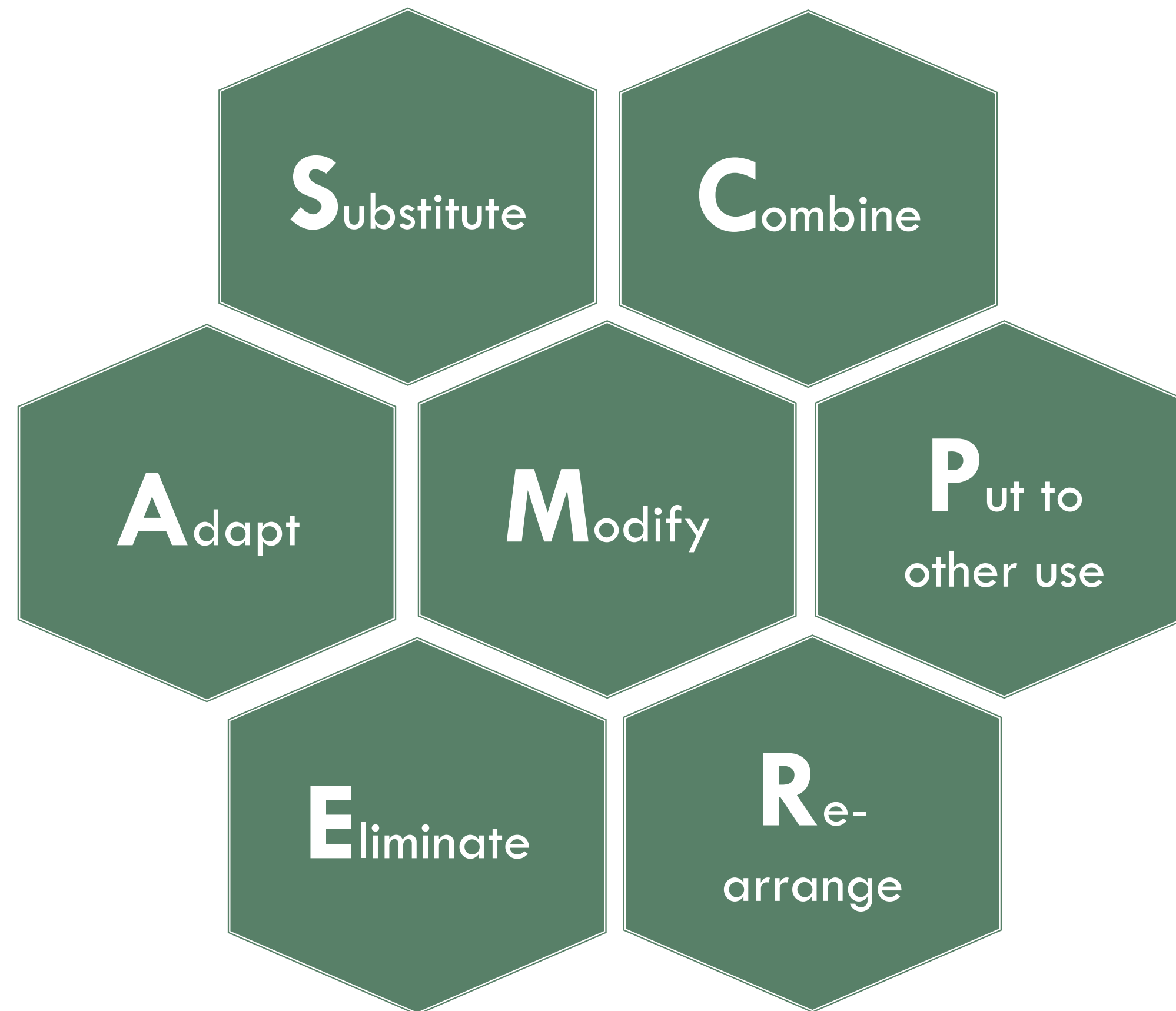
Method invented by Bob Eberle

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CHARACTERISTICS FOR A GOOD IDEATION

Adapt   **Connect**   **Disrupt**   **Dream**

IDEATE

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EMPATHIZE | DEFINE | IDEATE | PROTOTYPE | TEST

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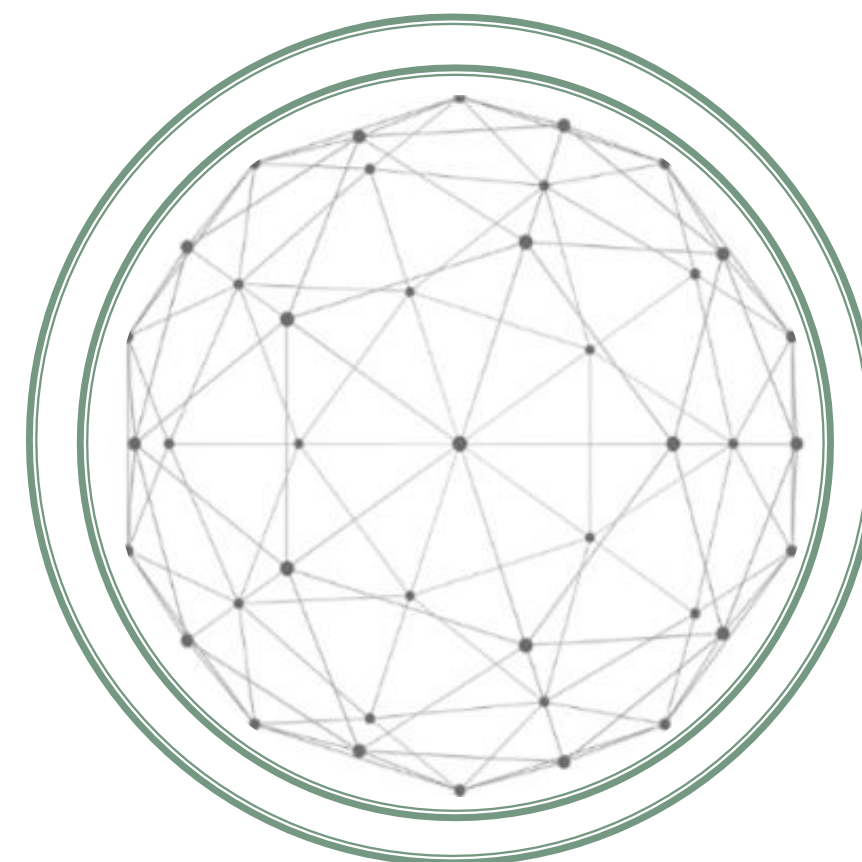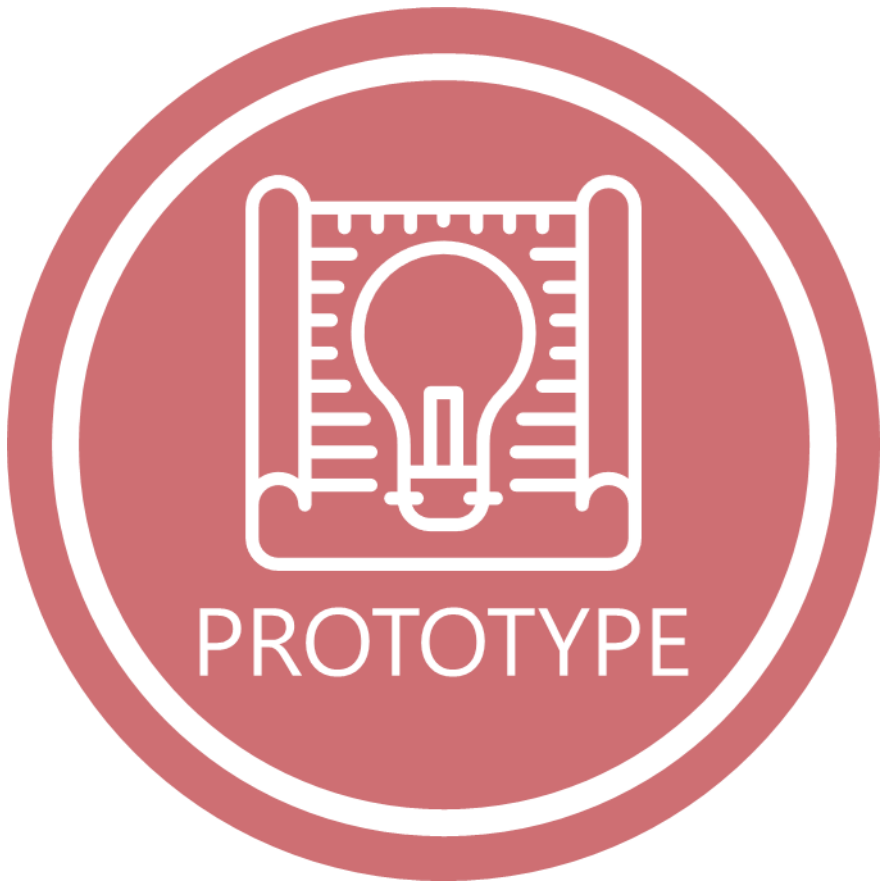
MVP OR MOCK-UPS FOR VISIBILITY

PROTOTYPE

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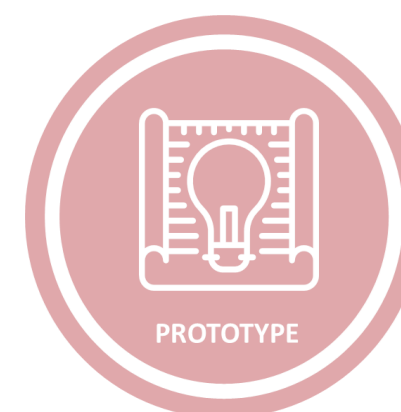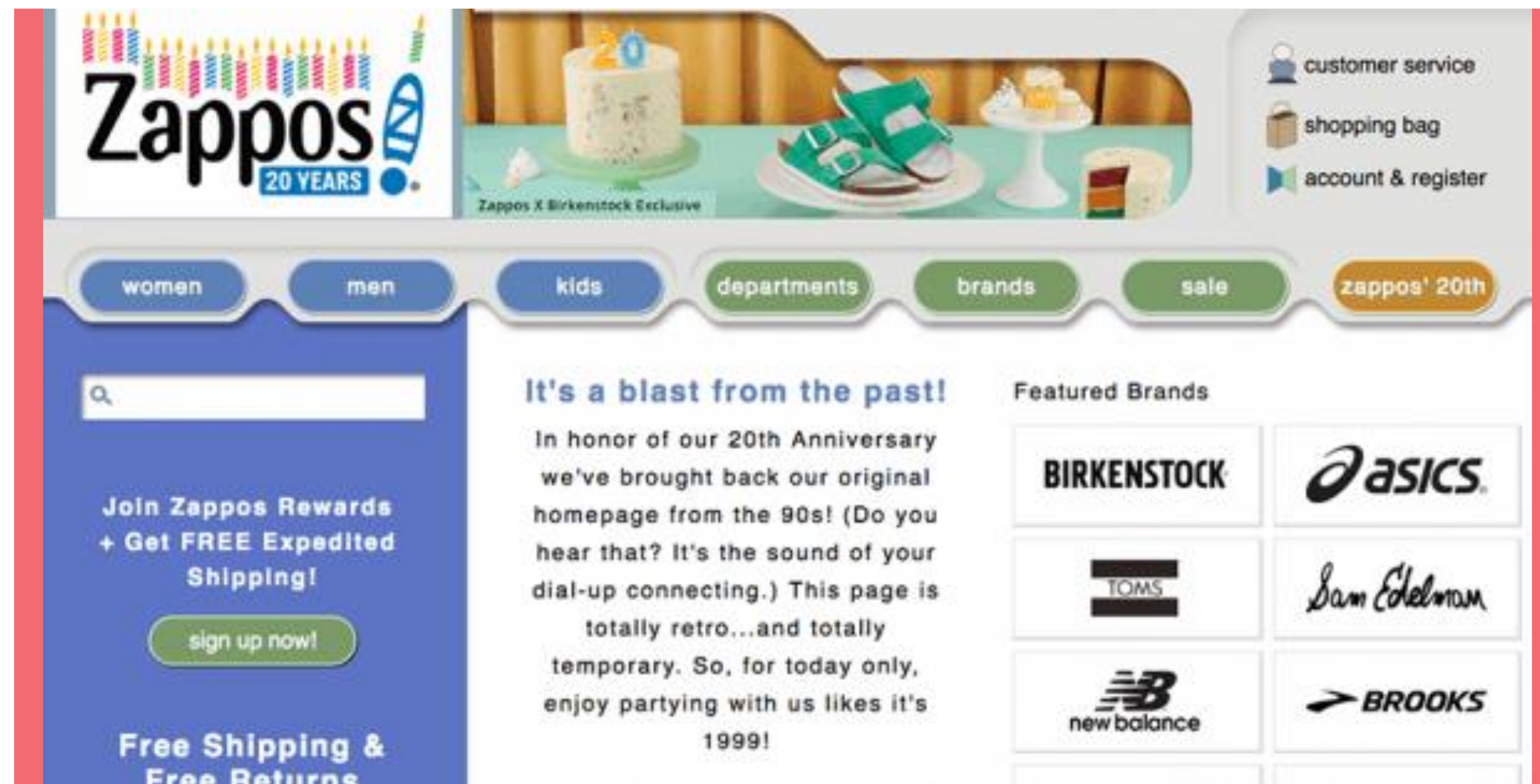
PROTOTYPING

Wireframes

for

functional aspects

GO BACK/FORWARD?

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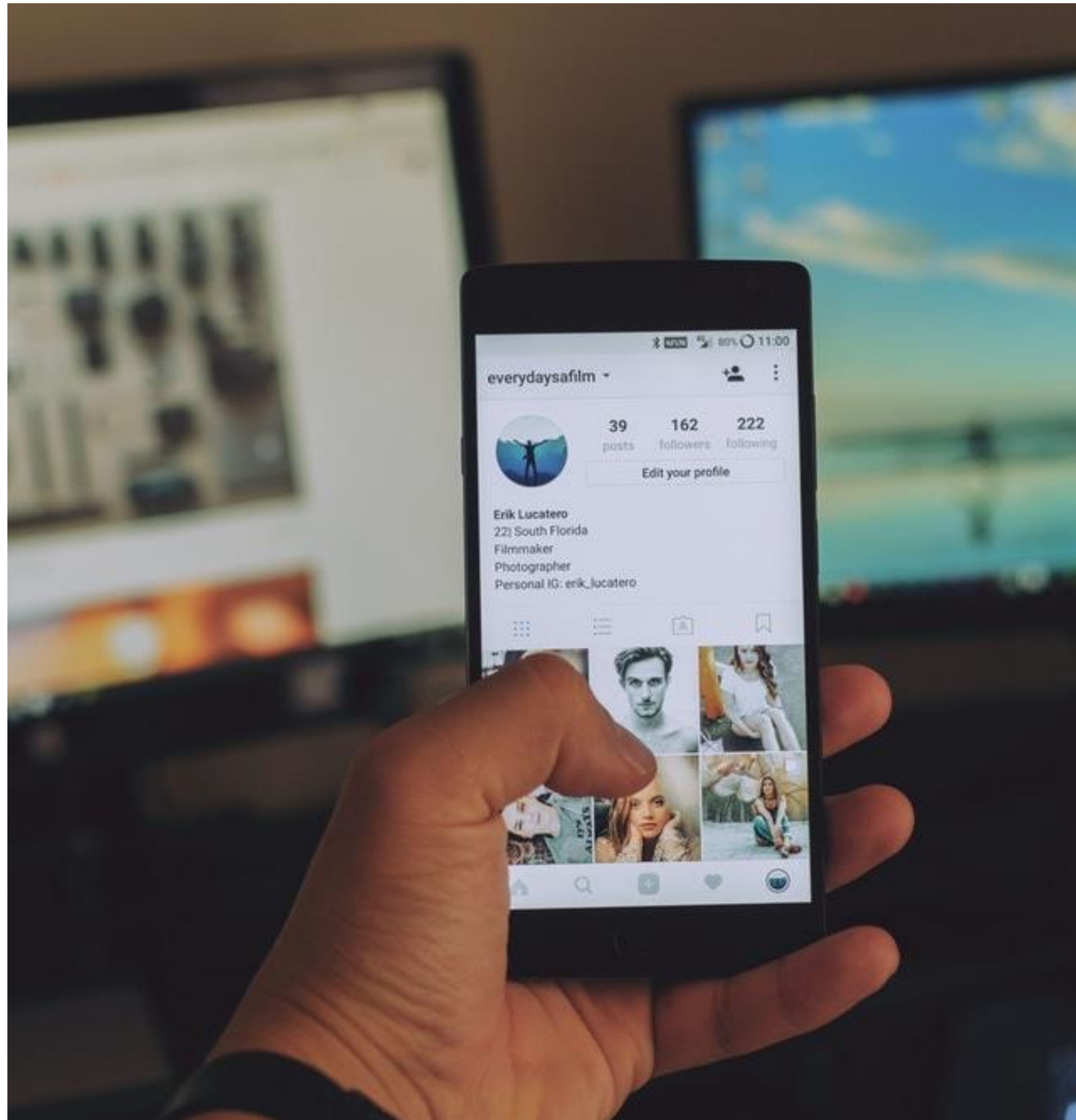
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PHASE 5 – TEST

TEST

FEEDBACK

LIKE

WISH

Q
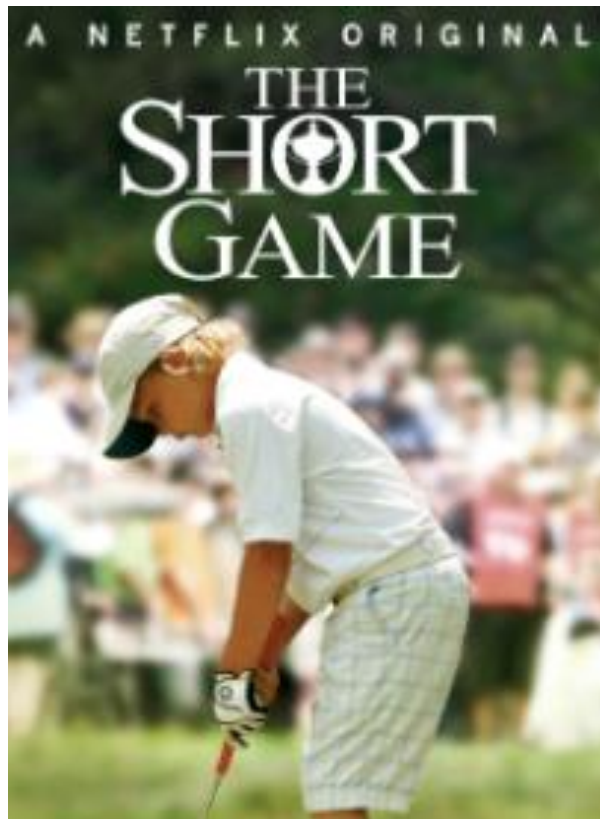
IDEA

TEST

Test by experience – show, don't tell

A/B TESTING FOR MEASURING IMPACT

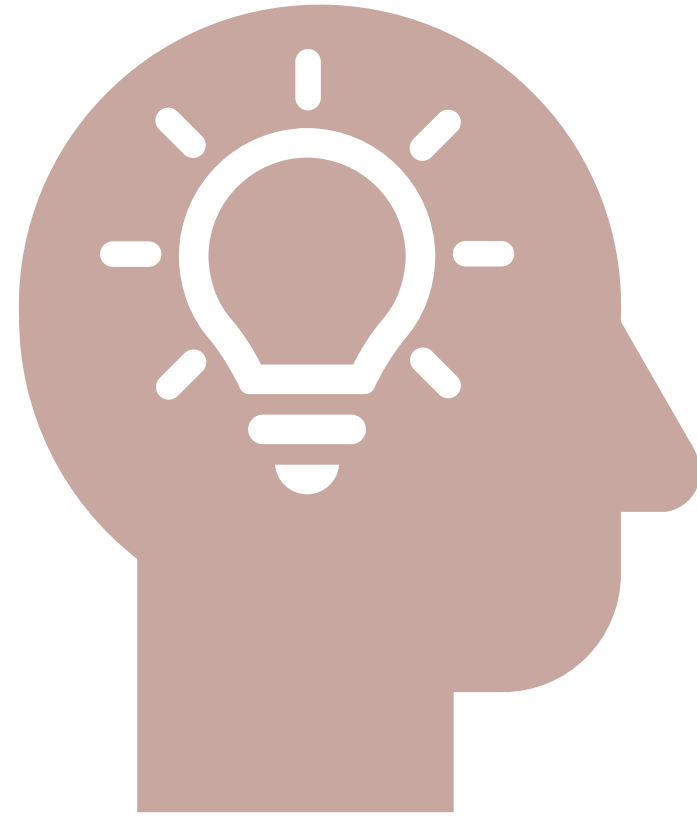| Cells	Cell 1 (control)	Cell 2	Cell 3
Box art	Default artwork	**14%** better take rate	**6%** better take rate
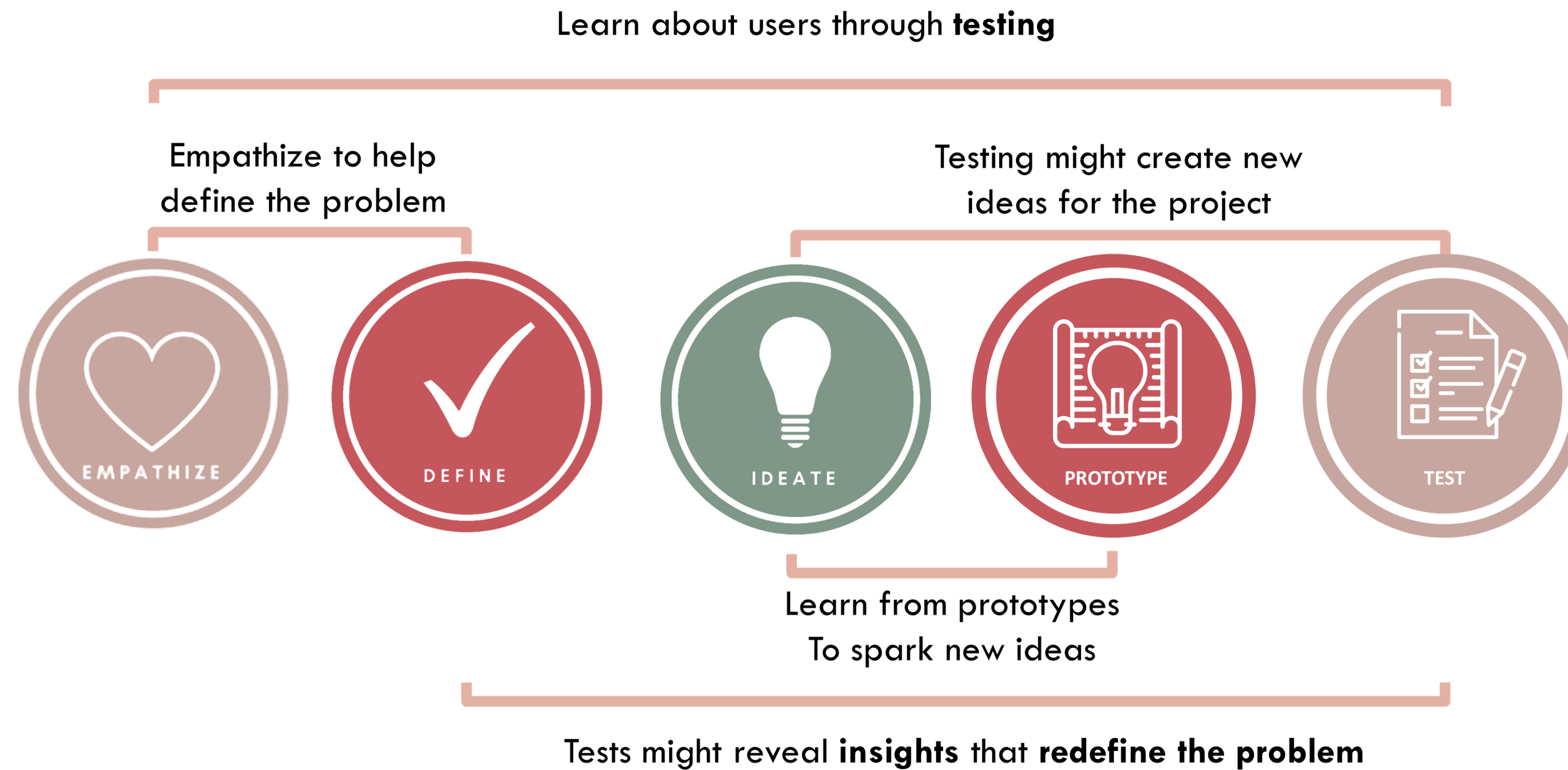
Find your USP

Know your hero

HUMAN
DESIRABILITY

ECONOMIC
VIABILITY

TECHNICAL
FEASIBILITY

Target = sweet spot

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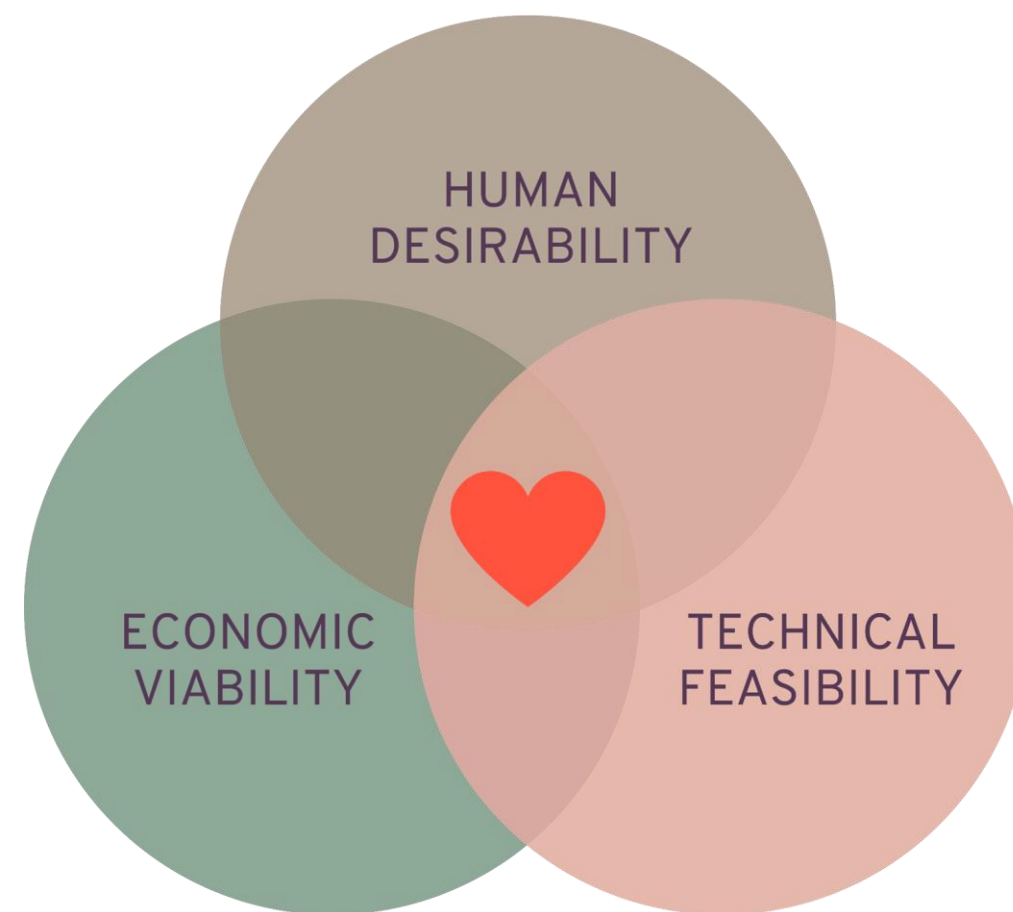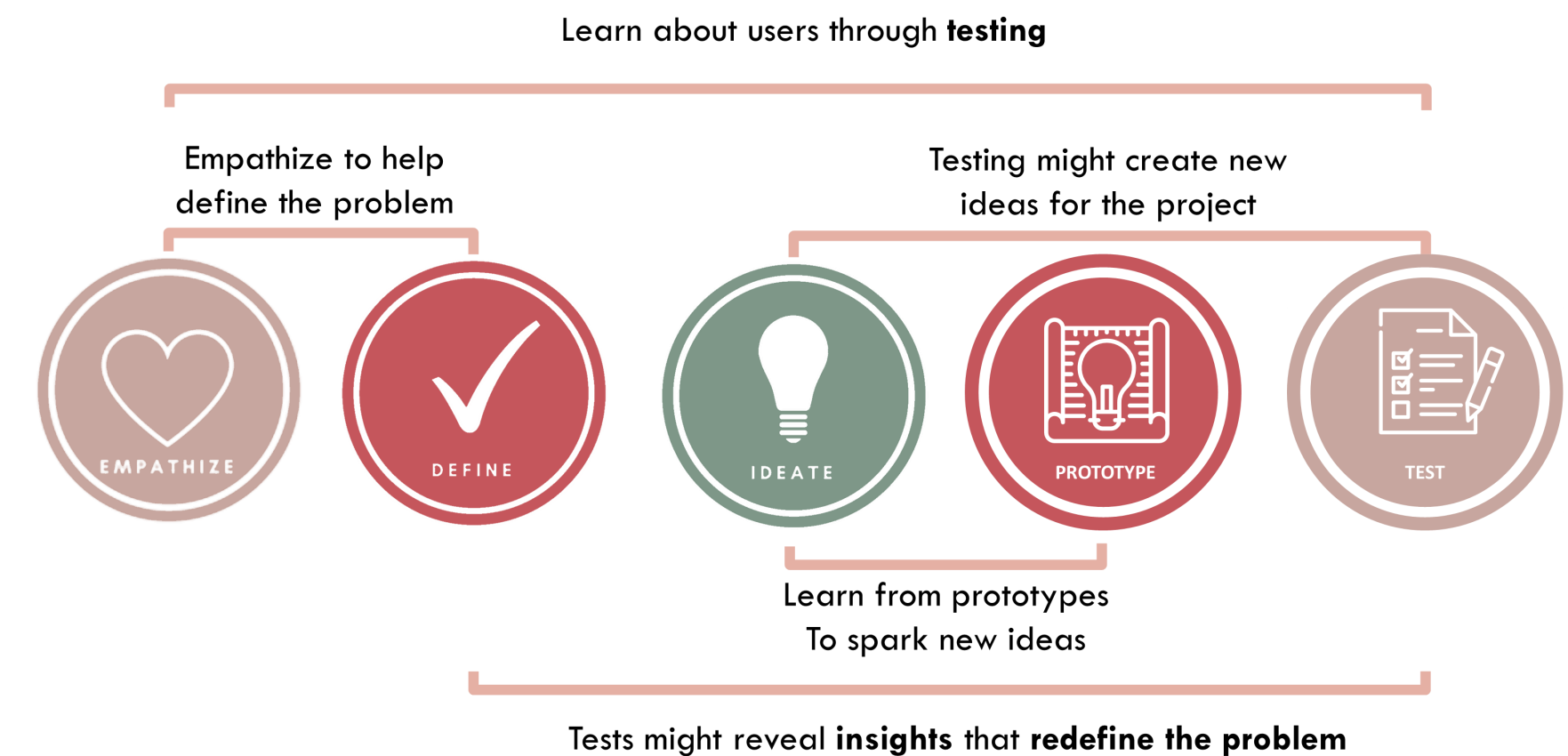
Adapt mindset - 5 step
iterative process

CONTACT ME

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"

Money never starts an idea; it is the idea that starts the money.

- William J. Cameron

"

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