

Let Go of Assumptions, Focus on Humans, and Create Better Solutions with Design Thinking

Design Thinking is a human-centric, iterative approach to problem solving. It starts with understanding people and their needs and brings together diverse perspectives. Given our current environment, putting people and their experiences at the center of problem solving will help generate solutions that directly meet today's challenges.

IS TRADITIONAL PROBLEM-SOLVING LIMITING INNOVATION?

Traditional problem-solving is oriented to solve a single, pinpointed problem and leaves little room to ensure the correct problem is being solved. Design Thinking starts with building empathy and understanding the underlying context and source of the problem in order to generate insights around what people need.

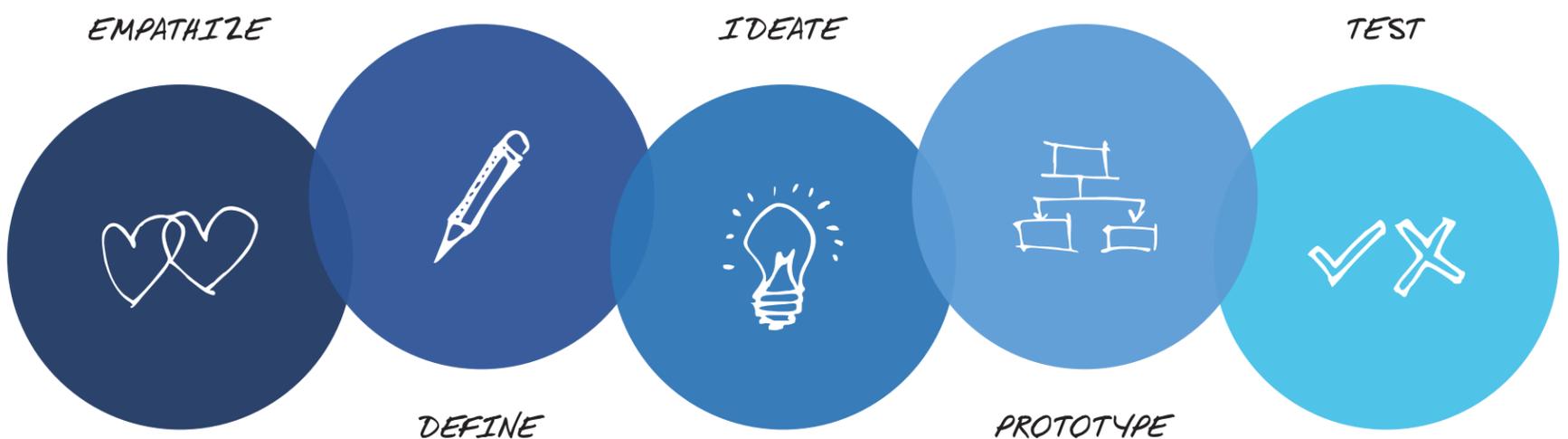
TRADITIONAL THINKING

- + Problem is dictated and accepted
- + Focus on what the customer says, not actions or behaviors
- + Potential for a biased perception of the 'right' answer
- + Dependence on only SMEs and Senior Leaders
- + Rigid planning and approach
- + Only talk out ideas
- + Product launch after internal feedback only
- + Constrained by fear of failure

DESIGN THINKING

- + Collaborative discovery of the true problem to solve
- + Determine the underlying customer need through empathetic observation
- + Ask the right questions to discover possible answers
- + Bring together a diverse set of thinkers
- + Iterative, frequent adaptations
- + Make and show ideas
- + Rigorous prototyping and testing with customers
- + Rewarded for failing fast and learning

DESIGN THINKING APPROACH



Adapted from Hasso Plattner Institute of Design at Stanford University

	EMPATHIZE	DEFINE	IDEATE	PROTOTYPE	TEST
HOW TO	Listen and observe to understand the user/customer/employee problems.	Unpack insights to define the specific problem you want to solve.	Challenge assumptions and brainstorm creative ideas that address the customer problem.	Start with many iterations of low fidelity prototypes to test and learn. Evolve and validate prototypes over time to narrow on the best solution.	Use materials available to build representations or models of the best ideas.
SAMPLE METHODS	<ul style="list-style-type: none"> + Empathy mapping + Job shadowing + User interviews + Observations 	<ul style="list-style-type: none"> + Personas + Journey Mapping + Problem statement definition + User insights and needs 	<ul style="list-style-type: none"> + Rapid brainstorm + Build on new ideas + Concept posters + Prioritized ideas 	<ul style="list-style-type: none"> + Rough models + Wireframe diagrams + Storyboards + Mockups 	<ul style="list-style-type: none"> + Usability testing + Heuristic review + User testing + Critique

APPLY DESIGN THINKING TO CREATE SOLUTIONS ACROSS YOUR BUSINESS

PROCESS DESIGN

Conduct ideation sessions and create empathy maps to evaluate the inclusiveness of existing processes.

Identify new or improve existing processes and capabilities that support new offerings.

HUMAN CAPITAL MANAGEMENT

Evolve and redefine operating models, culture, or organizational design to support new product or services.

EMPLOYEE EXPERIENCE

“Walk in their shoes” to define a safe and practical process for the return to work.

Create collaborative and productive environments remotely and in the office.

PRODUCT MANAGEMENT

Identify new product “jobs”, unrealized value, or unmet needs through ideation sessions.

Identify new pricing, promotion, or product bundles.

CUSTOMER EXPERIENCE

Uncover new Moments of Truth (MoT) and Moments that Matter (MtM) in today’s dynamic environment through empathy-based activities.

Evolve customer support models as e-commerce and self-service demands grow.

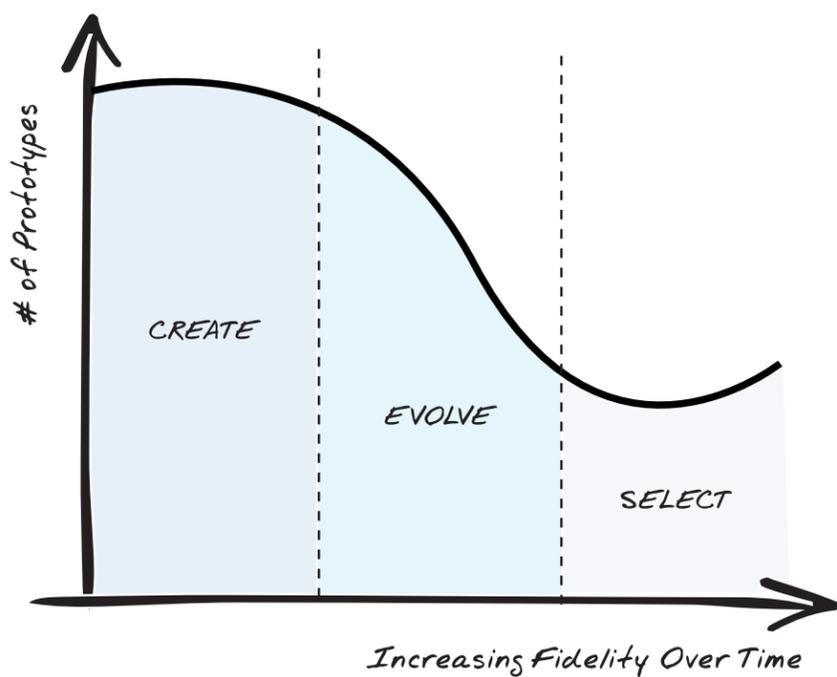
STRATEGY

Redefine your business model and strategic plans based on changing market dynamics.

Identify new growth opportunities in a shifting competitive landscape.

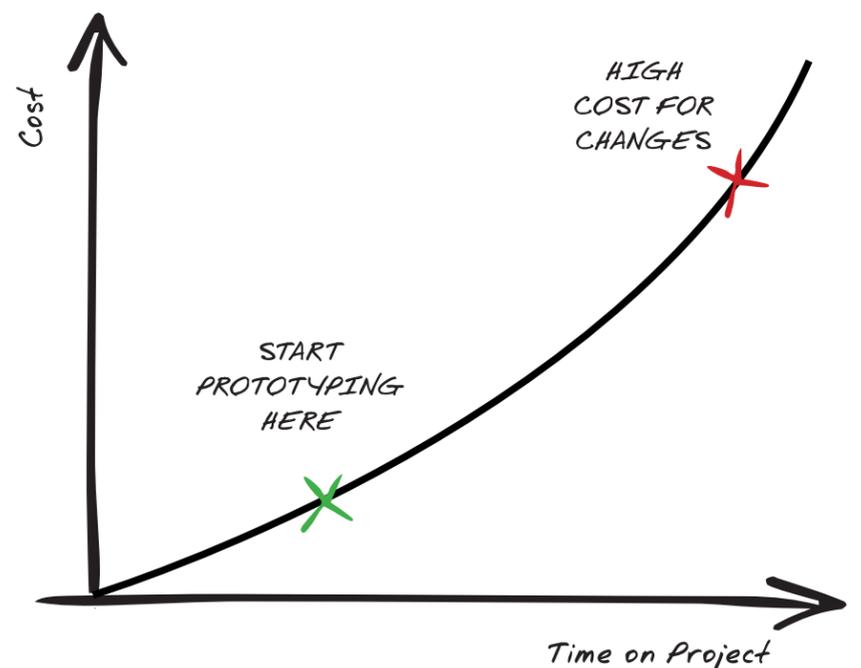
Design Thinking and its principles of rapid prototyping and failing fast will help you narrow in on the ideas that best address customer needs and save you both time and resources.

LEARN THROUGH PROTOTYPING



Start with many iterations of low fidelity prototypes to test and learn. Evolve and validate prototypes over time to narrow in on the best solution.

TEST EARLY & OFTEN



Testing prototypes early reduces the cost and negative consequences of failure.

JABIAN CAN HELP

Employ Design Thinking to create desirable, feasible, and viable solutions for today’s challenges. Jabian can help you:

- + Apply a Design Thinking, human-centric approach to solve your most pressing challenges
- + Facilitate end-to-end workshops
- + Educate employees on Design Thinking methods
- + Embed a Design Thinking mindset into your organization’s culture

Expected outcomes from applying Design Thinking to your challenges:

Structured processes and clear guardrails to focus innovation on the customer problem.

Identification of unrecognized and unexpressed customer needs and desires.

Ideation aligned to insights learned from deep immersion into the customer experience.

Reduced risk of adoption failure by gathering customer feedback early and often.

If you are interested in learning more, contact us at insights@jabian.com.