

FESTIVAL OF BUSINESS ANALYSIS

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Crafting Better Solutions: A Design Thinking Approach

TRIVENI GAJBHIYE



Why Design Thinking?



User-Centered Focus:

Focuses on understanding and meeting the needs of users to uncover hidden insights and underlying problem statements, leading to more relevant and successful solutions.



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By testing ideas early and often, Design Thinking reduces the risk of investing in solutions that may not work or resonate with users.



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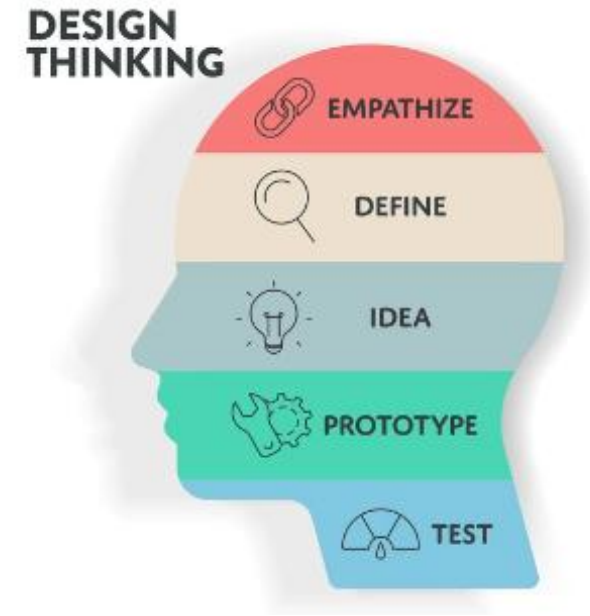
Enhances Customer Experience:

By focusing on empathy and user needs, Design Thinking creates products and services that provide a better overall customer experience.



What is Design Thinking?

"Design Thinking is 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." - IDEO



IDEO is a global design and innovation consulting firm renowned for pioneering Design Thinking

DESIGN THINKING

PROCESS



EMPATHIZE

DEFINE

IDEATE

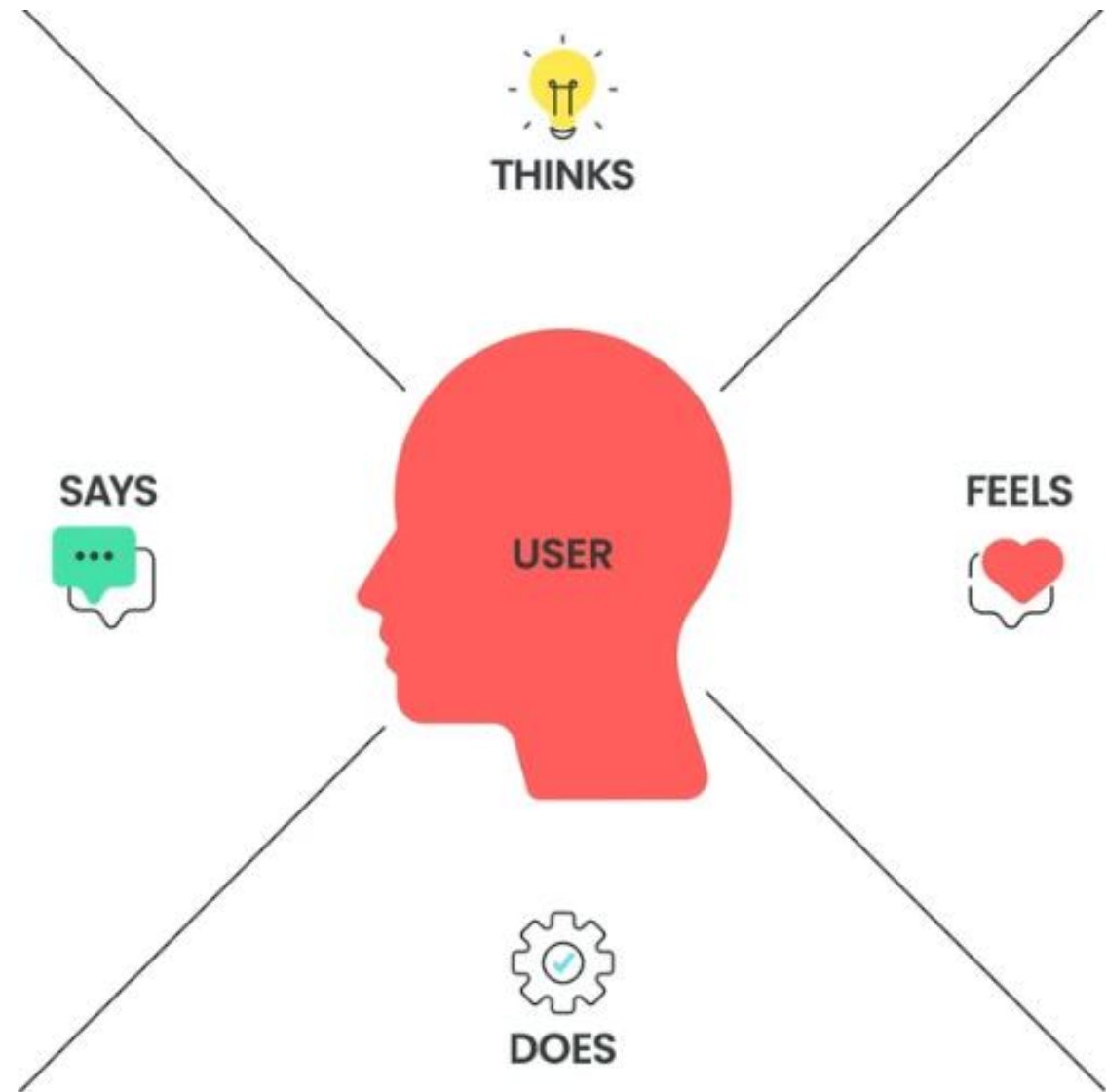
PROTOTYPE

TEST

5-Stage Process

EMPATHISE

Empathy is the foundation of design thinking. It involves putting yourself in the shoes of the user to truly understand their needs, motivations, and challenges. Techniques such as user interviews, observations, and empathy maps can help teams gain empathy and uncover valuable insights.



DEFINE

The define stage is about framing the problem statement based on the insights gathered during the empathise stage. It involves defining the problem in a way that is actionable and focused, setting the stage for ideation and solution generation.



IDEATE

Ideation is a brainstorming session where teams generate as many ideas as possible, without judgment. Techniques such as mind mapping, brainstorming can help teams think creatively and come up with innovative solutions.



PROTOTYPE

The prototype stage involves creating low-fidelity prototypes to visualize and test ideas. Prototypes can range from simple sketches to interactive mockups, depending on the complexity of the solution. Rapid prototyping allows teams to quickly iterate and refine their ideas based on feedback.



TEST

The test stage involves gathering feedback from users to validate and refine prototypes. It is an iterative process, with multiple rounds of testing and refinement. Testing helps teams ensure that their solutions meet the needs of users and are effective in solving the problem.



A stack of several books is positioned on the right side of the image, resting on a dark wooden surface. The background is a soft, out-of-focus bokeh of warm, golden-yellow light. The text 'CASE STUDY' is overlaid on the left side of the image in a bold, white, sans-serif font.

CASE STUDY

Success Stories

Australian Taxation Office (ATO) - Tax Services Redesign

Challenge: Taxpayers found the tax process complex, confusing and time-consuming.

Solution: The ATO used Design Thinking to overhaul its tax services, focusing on user research to identify pain points, prototyping simpler tax forms and digital tools, and refining these based on user feedback. Simplified tax processes and forms. Developed user-friendly digital tools.

Outcome: The redesigned tax system became more intuitive and efficient, leading to increased user satisfaction and a smoother filing process.

[Failure to Launch: Learning About Design the Hard Way › This is Design Thinking!](#)

Airbnb's User Experience Redesign

Challenge: Airbnb wanted to enhance the user experience on its platform to boost bookings and host satisfaction.

Solution: Airbnb used Design Thinking to understand both hosts and guests deeply. They redesigned the website and app, focusing on user pain points and improving the booking experience.

Outcome: The redesign led to a significant increase in bookings and user satisfaction, helping Airbnb grow into a leading global platform.

IBM: Transforming Corporate Culture

Challenge: IBM needed to foster a more innovative and collaborative culture within the company.

Solution: IBM implemented Design Thinking across its global teams, encouraging a human-centered approach to problem-solving and collaboration.

Outcome: The approach led to increased employee engagement, more innovative solutions, and a more agile organizational culture.

Bank of America: “Keep the Change” Program

Challenge: Bank of America wanted to encourage savings among its customers.

Solution: IDEO applied Design Thinking to develop the “Keep the Change” program, where everyday purchases are rounded up to the nearest dollar, with the difference saved.

Outcome: The program was highly successful, increasing customer engagement and savings rates, and became a model for similar initiatives in the banking industry.

Apple: The First Computer Mouse

Challenge: Apple needed an intuitive interface for its new computer.

Solution: IDEO used Design Thinking to design the first commercial computer mouse for Apple, focusing on user needs and ergonomics.

Outcome: The mouse became a critical element of the Macintosh computer and set the standard for future input devices.

Design Thinking Certifications



University of Sydney - Design Thinking for Innovation

- Location: Sydney, NSW.
- Website: [University of Sydney - Design Thinking for Innovation] (<https://www.sydney.edu.au/business/>)

RMIT University - Design Thinking for Business

- Location: Melbourne, VIC (online available).
- Website: [RMIT University - Design Thinking for Business] (<https://www.rmit.edu.au/study-with-us/levels-of-study/short-courses/design-thinking-for-business>)

UTS Open - Design Thinking Essentials

- Location: Sydney, NSW (online available).
- Website: [UTS Open - Design Thinking Essentials] (<https://open.uts.edu.au/uts-open/study-area/design-thinking/>)

IDEO U: Human-Centered Design Course

- Website: IDEO U
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General Assembly - Design Thinking Bootcamp

- Location: Sydney, Melbourne, Online.
- Website: [General Assembly - Design Thinking Bootcamp] (<https://generalassemb.ly/education/design-thinking>)

The University of Adelaide - Design Thinking: From Insights to Ideas

- Location: Adelaide, SA.
- Website: [The University of Adelaide] (<https://www.adelaide.edu.au/professions/degrees/mba>)

Torrens University - Design Thinking for Innovation

- Location: Online, available Australia-wide.
- Website: [Torrens University - Design Thinking for Innovation] (<https://www.torrens.edu.au/>)

Think Education - Design Thinking

- Location: Online, available Australia-wide.
 - Website: [Think Education] (<https://www.think.edu.au/>)
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thank you

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