How to use strategies of Design Thinking in a not traditional way

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My background

• PhD in Computer Science
• Facilitator in Experiential Learning
• Experiential intervention resources for working with groups and organizations
• Training Program in Ontological Coaching with NLP
• Executive Program in Design Thinking: how to create innovative businesses
¿How to use strategies of Design Thinking in a not traditional way?

Design Thinking + In-situ co-design Mobile Applications
Design Thinking

“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity” (Tim Brown, 2008)

Design Thinking as a Strategy for Innovation
Design Thinking - Innovation

https://inter-cultura.com
Design Thinking

• Design thinking draws on logic, imagination, intuition and systemic reasoning to explore the possibilities of what could be and to create desired outcomes that benefit the end user (the customer).

• A design mindset is not problem-focused, it’s solution-focused and action-oriented. It involves both analysis and imagination.
Design Thinking – Double Diamond Process

Design Thinking Framework - The Design Council (UK) - https://www.designcouncil.org.uk
Initial Insight

Stimulus - Problem
Discover - Empathise

- Diverge
  - User-Center Design
- Research Observation
Discover - Empathise

• Surveys

• Observation – Interpretation
Discover - Empathise

• Empathy Map
Discover - Empathise

• Empathy Map

My participation of a Design Thinking Experience
Define

Converge

Identify areas to focus on

Focus
Classification
Refine
Plan
An opportunity of innovation

Vision or Plan
An opportunity of innovation

My participation of a Design Thinking Experience
Develop

Diverge

Find potential solutions

Ideation

Imagination

Iteration
Develop

• Brainwriting
Develop

• Brainwriting

My participation of a Design Thinking Experience
Develop

Brainwriting

VS.

Brainstorning
Deliver - Prototype

- Deliver - Prototype
- Converge
- Find a specific solution
- Initial Prototype
- Design
- Create
- Prototype
- Present
Deliver - Prototype

• Cost-Benefit Matrix

<table>
<thead>
<tr>
<th>High Cost</th>
<th>Low Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Value</td>
<td>Do first</td>
</tr>
</tbody>
</table>

(for business and user)

High Cost (in time and resources)
Deliver - Prototype

• Value Preposition Canvas
Deliver - Prototype

• Value Preposition Canvas

My participation of a Design Thinking Experience
Deliver - Prototype

- Business Model Canvas

<table>
<thead>
<tr>
<th>Description</th>
<th>Revenue streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic introduction to your business model</td>
<td>The goals and how you measure them</td>
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<tr>
<th>Customer targets</th>
<th>Customer challenges</th>
<th>Our solution</th>
<th>Our value</th>
<th>Our pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>The top three customer challenges</td>
<td>Pain points of your customers</td>
<td>Primary way that you solve your customer’s challenges</td>
<td>Core elements of your solution that make it unique and differentiated</td>
<td>How you package your solution and what it will cost</td>
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<th>Our messaging</th>
<th>Go-to-Market</th>
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<tr>
<td>Clear and compelling message that explains why your solution is worth buying</td>
<td>Channels used to market and sell to your customers</td>
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<th>Growth opportunity</th>
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<td>Ways that you will grow the business</td>
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## Business Model Canvas

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### Customer targets
- The top three customer challenges

### Customer challenges
- Pain points of your customers

### Our solution
- Primary way that you solve your customer’s challenges
- Core elements of your solution that make it unique and differentiated

### Our value
- How you package your solution and what it will cost

### Our pricing

### Our messaging
- Clear and compelling message that explains why your solution is worth buying

### Go-to-Market
- Channels used to market and sell to your customers

### Investment required
- Costs required to make the solution a success

### Growth opportunity
- Ways that you will grow the business
Deliver - Prototype

• Business Model Canvas

My participation of a Design Thinking Experience
Deliver - Prototype

• Prototype
  • Mockups
  • Role Play
• Videos
Deliver - Prototype

• Prototype

My participation of a Design Thinking Experience
Deliver - Prototype

• Prototype

My participation of a Design Thinking Experience
Design Thinking

Discover Empathise

Define

Develop

Deliver Prototype

Initial Prototype
Design Thinking - Critical Success Factors

• **Leadership**: Link design thinking initiatives to your strategic goals. Provide direction, resources, and commitment.

• **People**: Enable champions to lead the change through successful lighthouse projects. Build up an internal design thinking community where best practices are shared.

• **Process**: Use the generic design thinking framework, but evolve the method and tools so they support your company’s objectives.

• **Environment**: Develop and create collaborative workspaces for your workforce. Use to co-innovate with your customers and partners.

https://www.creativityatwork.com/design-thinking-strategy-for-innovation
Diverge - Converge

Diverge

Create Options

Converge

Selected Options
¿How to use strategies of *Design Thinking* in a not traditional way?

**Design Thinking** + **In-situ co-design Mobile Applications**
Discover - Empathise

Diverge

User-Center Design

Research Observation
Discover - Empathise

Facilitating an in-situ co-design experience using strategies of Design Thinking
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Converge

Identify areas to focus on

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Classification
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Facilitating an in-situ co-design experience using strategies of Design Thinking
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Facilitating an in-situ co-design experience using strategies of Design Thinking
Develop

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Imagination
Iteration

Find potential solutions

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• Brainwriting

Facilitating an in-situ co-design experience using strategies of Design Thinking
Deliver - Prototype

- Find a specific solution
- Converge
- Initial Prototype
- Design
- Create
- Prototype
- Present
Deliver - Prototype

• Matrix of Cost-Beneficts

Facilitating an in-situ co-design experience using strategies of Design Thinking
Deliver - Prototype

• Prototype

Facilitating an in-situ co-design experience using strategies of Design Thinking
Design Thinking + Other approaches
Design Thinking combined with other approaches

¿How to use strategies of *Design Thinking* with a distributed teams?

**Defining a new innovation approach**

**Design Thinking** + **Distributed Teams (RUC-APS)**
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