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# What is Design Thinking?

Design Thinking is a methodology that provides a solution-based approach to solve problems, focusing on understanding the user perspective, with a human-centered point of view.

Design Thinking is particularly useful because it generates a unique and specific outcome: knowledge.

# Why is it Used?

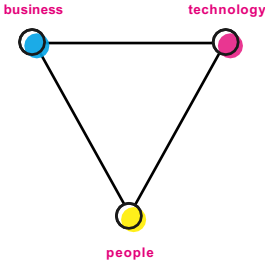
Design Thinking is a methodology that is used to kindle creativity, identify focus areas & communicate goals with clarity.

Design Thinking is an integrated planning process that is used for:

- Solving existing problems and ongoing challenges
- Determining current benefits and successes to be leveraged
- Discovering unmet client/customer needs
- Changing client/customer behaviours and attitudes
- Find emerging ideas and trends
- Uncovering opportunities to differentiate

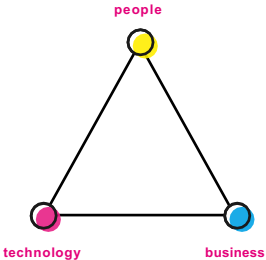
# Design Thinking Transformations – From a Business to a People Focus

FROM



BUSINESS AS PURPOSE  
TECHNOLOGY AS DRIVER  
PEOPLE AS MEANS

TO



PEOPLE AS PURPOSE  
TECHNOLOGY AS MEAN  
BUSINESS AS CONSEQUENCE

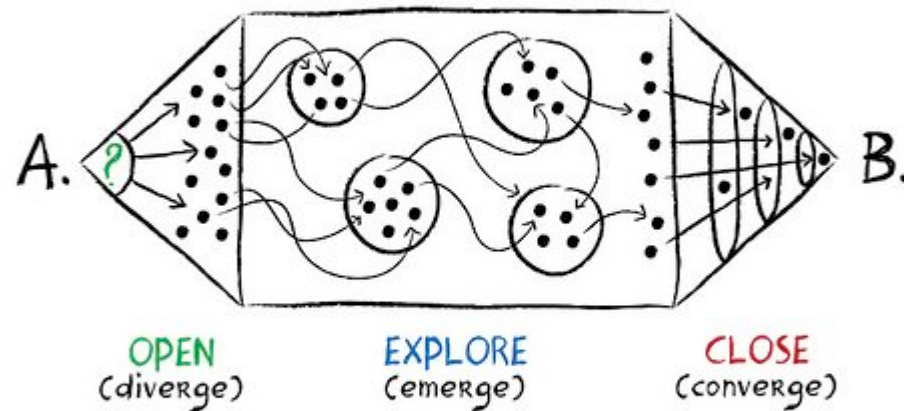


transformations in design thinking



DESIGN THINKING FOR BUSINESS

# The Design Thinking Approach



# Why Design Thinking Works

Superior solutions  
Lower risks and costs  
Employee buy-in  
The Beauty of Structure  
Customer Discovery  
Immersion  
Sense making  
Alignment  
Idea Generation  
Emergence  
Articulation  
The Testing Experience  
Learning in action

# Design Thinking – Benefits for Business

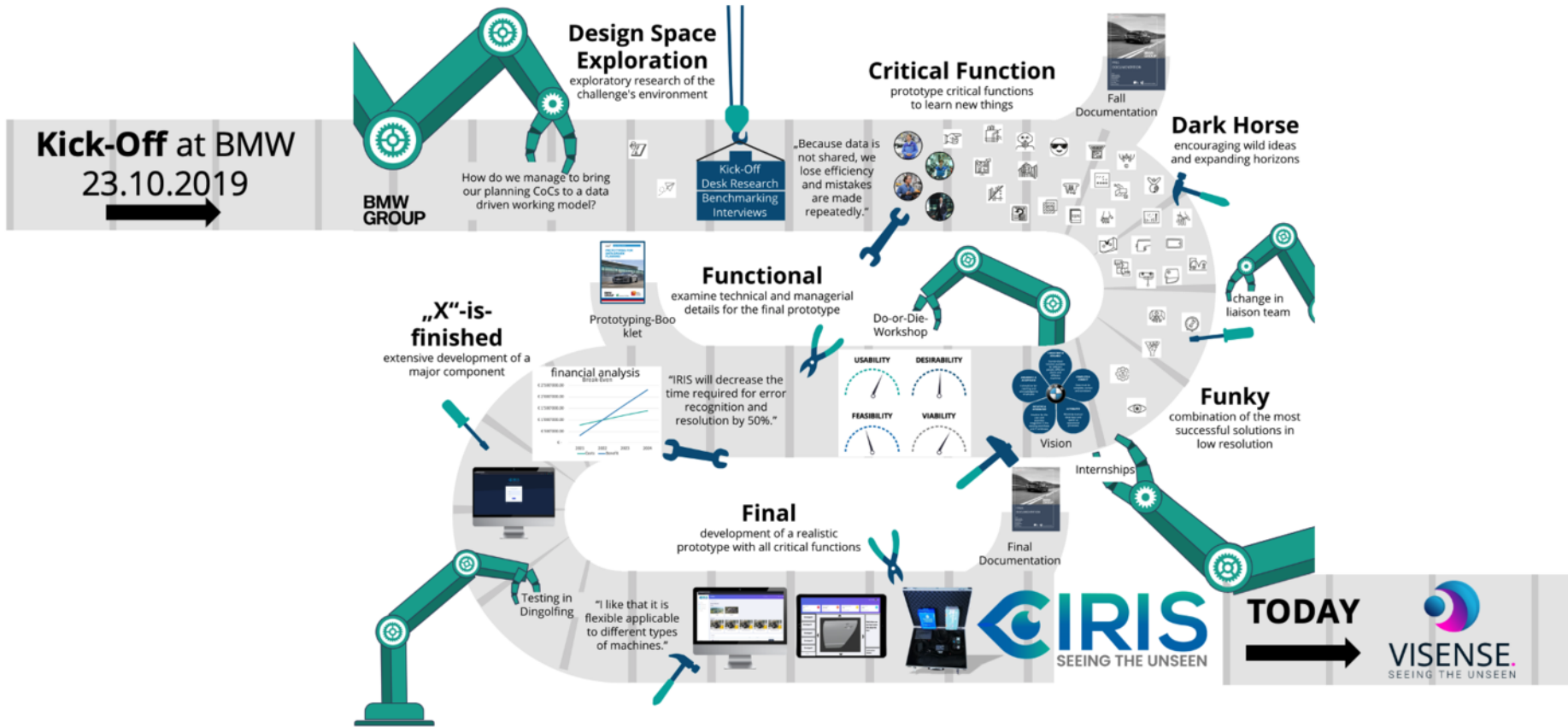
PROBLEM INNOVATORS ARE....	DESIGN THINKING	IMPROVED OUTCOME
Trapped in their own expertise and experience	<b>Provides immersion</b> in the user's experience, shifting an innovator's mindset toward...	A better understanding of those being designed for
Overwhelmed by the volume and messiness of qualitative data	<b>Makes sense</b> of data by organizing it into themes and patterns, pointing the innovator toward...	New insights and possibilities
Divided by differences in team members' perspectives	<b>Builds alignment</b> as insights are translated into design criteria, moving an innovation team toward...	Convergence around what really matters to users
Confronted by too many disparate but familiar ideas	<b>Encourages the emergence</b> of fresh ideas through a focused inquiry, shifting team members toward...	A limited but diverse set of potential new solutions
Constrained by existing biases about what does or doesn't work	Fosters articulation of the conditions necessary to each idea's success and transitions a team toward...	Clarity on make-or-break assumptions that enables the design of meaningful experiments
Lacking a shared understanding of new ideas and often unable to get good feedback from users	Offers pre-experiences to users through very rough prototypes that help innovators get...	Accurate feedback at low cost and an understanding of potential solutions' true value
Afraid of change and ambiguity surrounding the new future	Delivers learning in action as experiments engage staff and users, helping them build...	A shared commitment and confidence in the new product or strategy

# Design Thinking applied to Strategic Planning

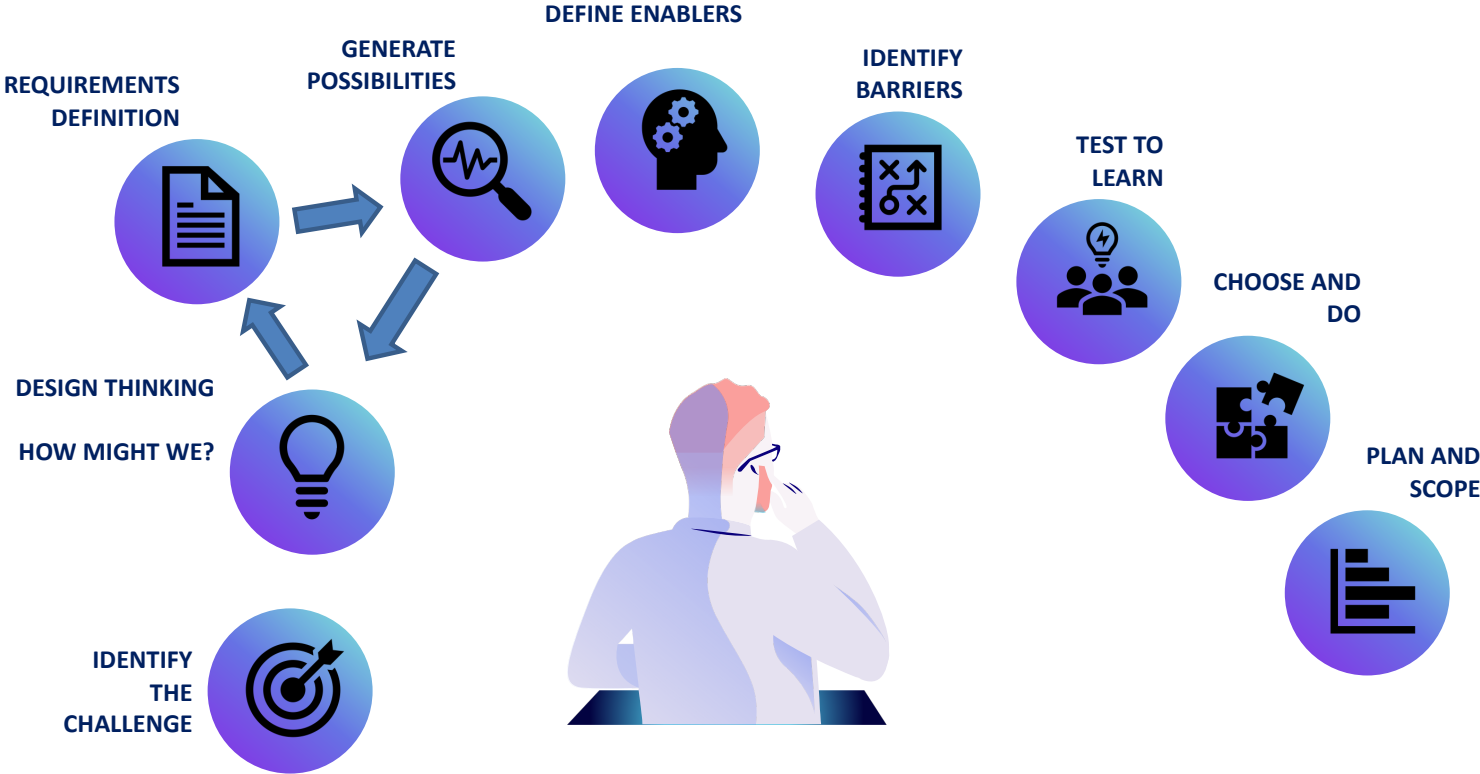
- Immersion
- Analysis and Ideation with DT tools
- Prototyping: tests and feedback of ideas
- Planning Execution



# Where to Start? Design Thinking in Manufacturing



# Where to Start? Design Thinking..



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