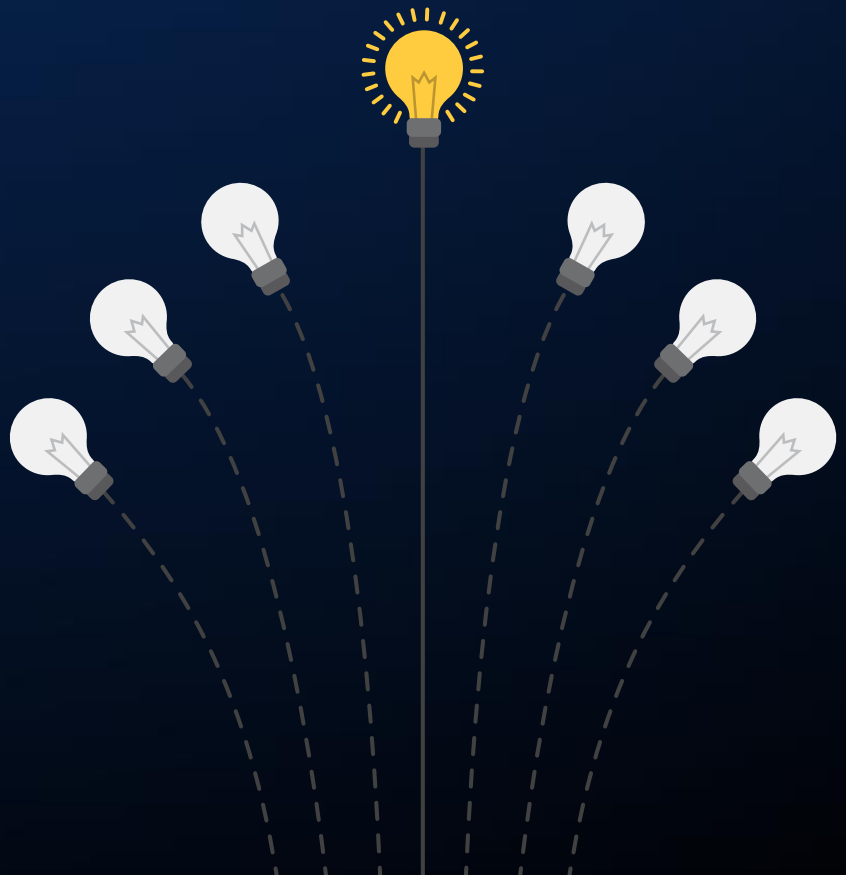




PROLINK  
Intelligence Matters

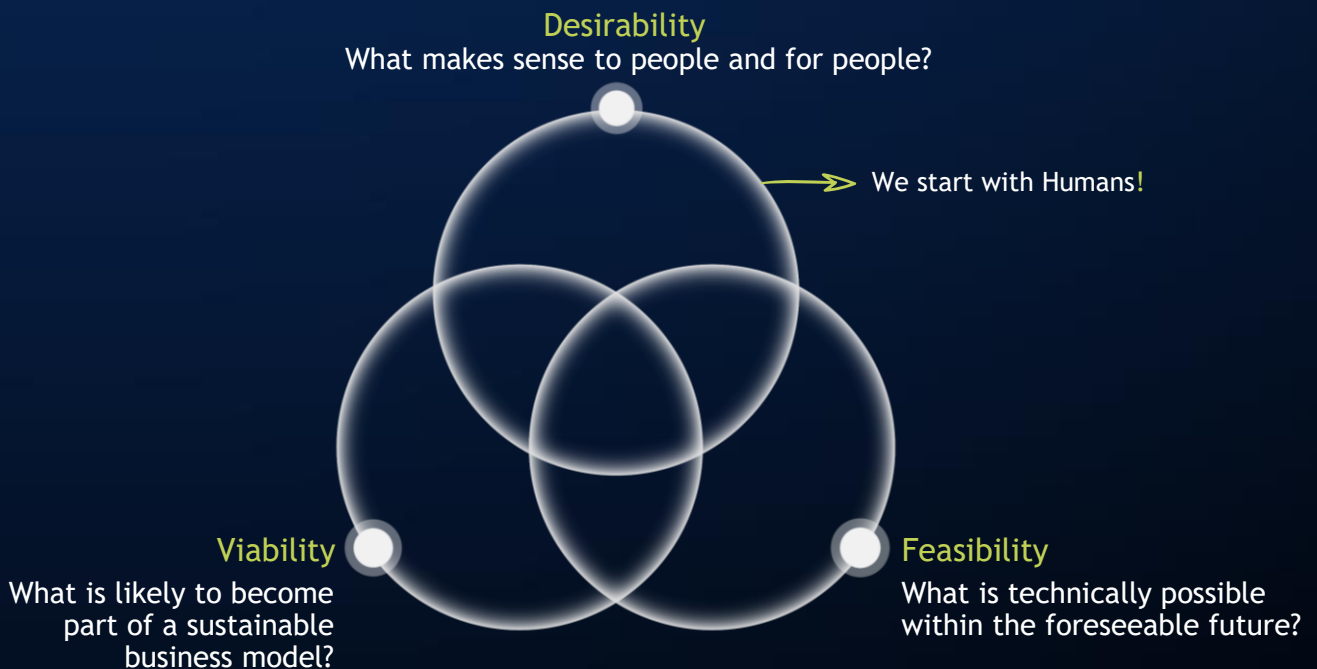
Get Started with

# Design Thinking



Design thinking is a human-centered approach to innovation—anchored in understanding customer's needs, rapid prototyping, and generating creative ideas. And it has the potential to transform gradually or radically the way you develop products, services, processes and organizations.

It originates in developing new products or services, but being rather a mindset and a set of principles instead of a fix process, it can be seen as a guiding toolbox and schemata how to proceed step by step in detecting needs and finding solutions to it - always embedded into the words “Customer Centricity” and “Human Centered Innovation” Design thinking brings together what is desirable from a human point of view with what is technologically feasible and economically viable.



The Embedded Customer Centricity means that in its main two phases of

- (1) Needfinding and
- (2) Solution Finding

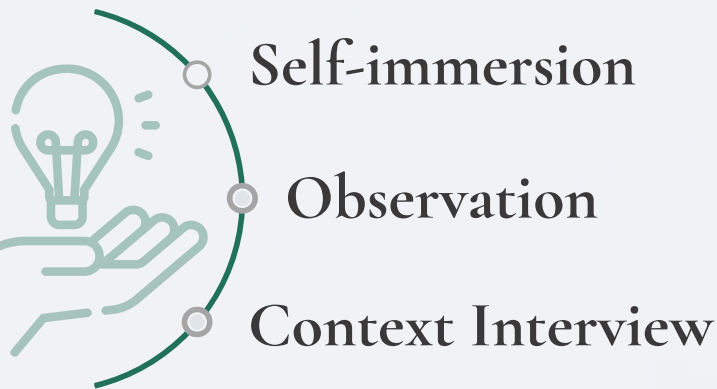
the Design Thinking team functions as creative interpreter entity.

In the **Needfinding** phase they explore aspirations, interests, behavior patterns and pain areas from human beings of all stakeholder groups that are somehow in touch with the challenge or the project. Goal is to find out what is real but not ideal. To read between the lines. To gain insights... In a nutshell: to understand the customer better than he knows himself. Because this brings us to solutions that the customer never dreamed he wanted; but when he gets it he feels like this was missing all his life time!!

So how do we get to know their deepest needs, wishes and pains? Well, there are mainly three different areas to cover your exploration phase:

# 1 Needfinding

So how do we get to know their deepest needs, wishes and pains? Well, there are mainly three different areas to cover your exploration phase:



## „Immerse yourself!”

is the very first thing that comes natural as soon as the design challenge is clear: Get yourself in the shoes of your customer! And in the perspectives from other stakeholders involved in the topic! In addition to inspiration through others, our own experiences are an important component of our empathy. This means that before we start observing selected individuals, we first of all have to observe ourselves!

**Observation (without interaction)!** means to observe situations from different sides in different manners in order to draw your own conclusions about a user’s behavior, the use of a product and the entire context.

# 1 Needfinding

## „And the context interview now is the combination of all! !”

It combines the immersion (as we always try to empathies and deep dive into the user's context) and observation (observe the user with his interaction in his context) plus talking to him. Once having prepared the main themes that shall be explored within a conversation, the art of maintaining a fruitful dialogue with the other person is the main competence of a design thinker. And this is not only happening because he sticks to the basic rules of qualitative interviews but rather sticks to some basic principles...

Never seek for answers but be keen to have a **real dialog** where curiosity leads you from one point to another.

Once people talk, **listen!** Never interrupt the flow. Only „intervene“ if the mood is going all down or you have your time nearly up and still need to cover other urgent topics.

**Never ask for solutions** but instead be curious to find out inconveniences of their lives. And if they still give you a solution as an answer then ask “why?”. And ask why again. And another time. Until you come to the core of his personal values and emotions. Until you touch the human being level.

# 1 Needfinding

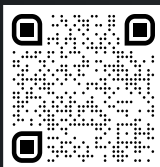
The last part of the Needfinding is now the most crucial:  
**the Synthesis!**

Here you get to the essence of everything that you have seen and heard so far! It is the interpretation of the underlying needs. Seeing the patterns and understanding the big Why behind it all.

It needs time and sometimes the application of different synthesis tools. Definition and re-definition. But finally, all the information from the research phase will be summarized in three to six „opportunity areas - your treasure for the client or for your own company! Because those opportunity areas are your big future projects. Only one of it will be taken into the solution phase right now, but also the others will be taken into consideration on the long or short term....

## Solution finding in the next post!

Join us on



PROLINK  
Intelligence Matters