Introduction to design thinking

Tomas Lindberg
10.11.2021
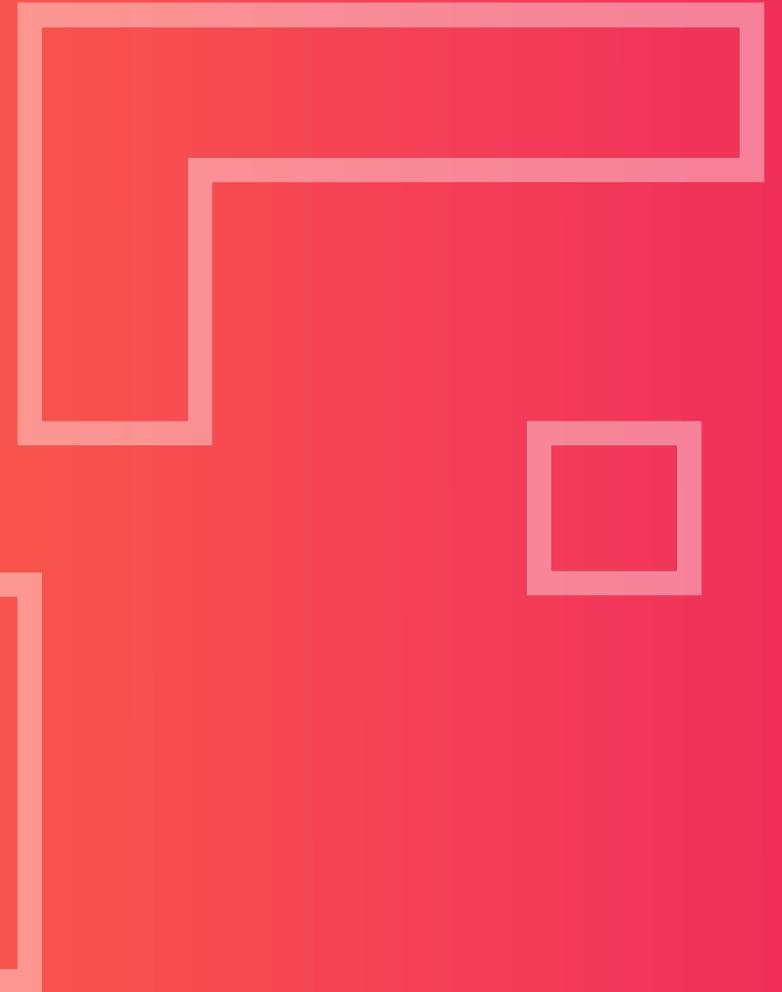
INNOVATION HUB RESIDENTS

Unique teams, delivering together outstanding work through the highest levels of collaboration and adaptability to market changes and client needs.

Accenture Interactive

FJORD™
Design and Innovation from
Accenture Interactive

Liquid Studio
HELSINKI

Our Accenture Interactive mission

We aim to design, build, communicate and run experiences that improve the quality and equality of human lives.

Don't settle for marginal improvement, instead strive to improve lives.

Deliver on the promise of technology and human ingenuity.
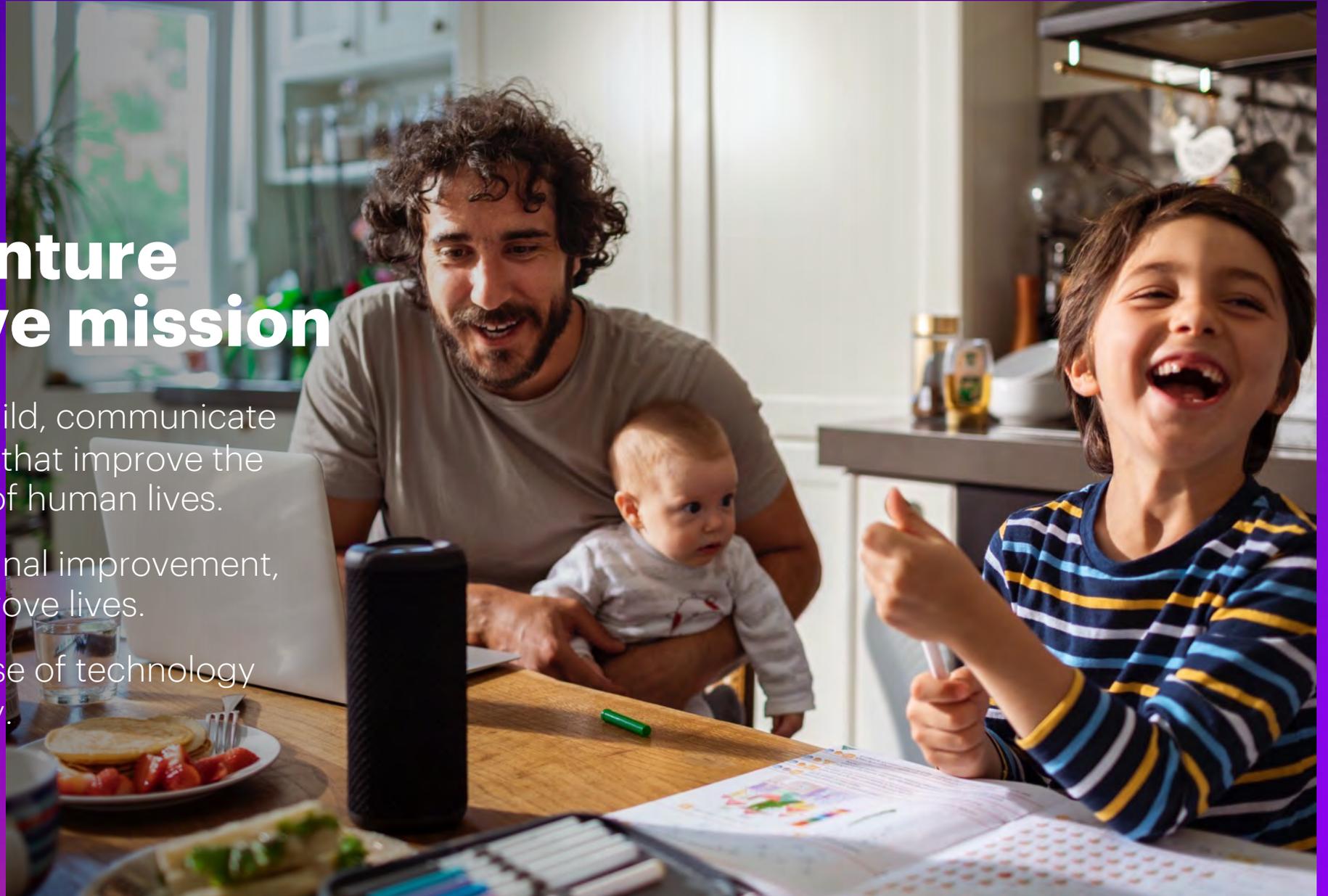
Hello!

We are Fjord.
Part of Accenture
Interactive since
2013.

We design experiences to make people's lives better
by reimagining industries, value proposition,
products and services.

We are global team of 2000+ designers working as-
one in a network of 35 studios spanning the planet,
from San Francisco to Tokyo, and Helsinki to
Johannesburg.
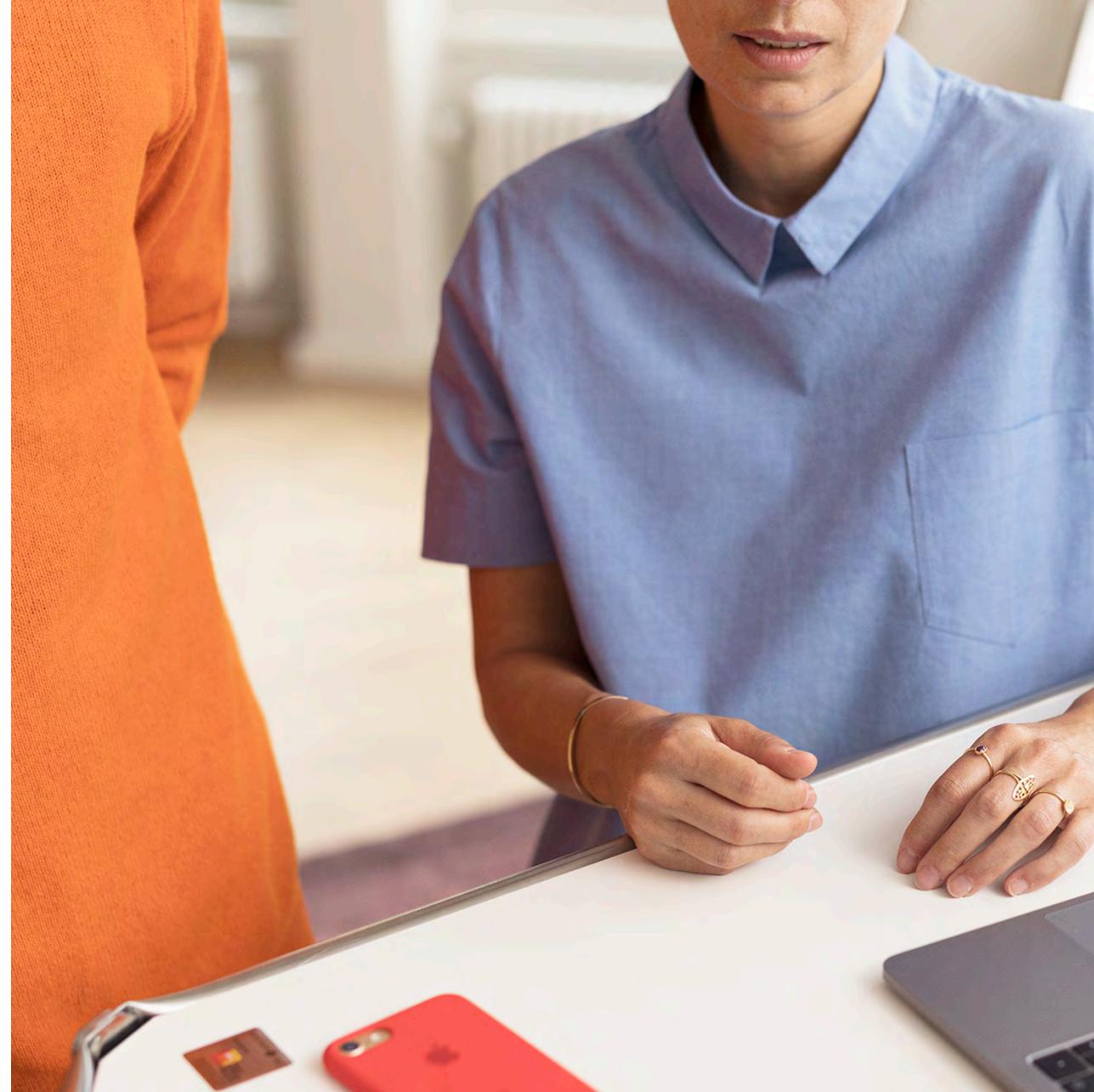
LIQUID STUDIO HELSINKI

50+ ENGINEERS, DEVELOPERS, DESIGNERS

10+ NATIONALITIES

ARTIFICIAL INTELLIGENCE

Hardcore Machine Learning, Virtual Agents, NLP, Video Analytics, Intelligent Case Processing, RPA.
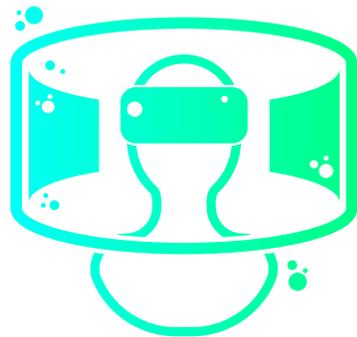
EXTENDED REALITY

Envisioning, creating and delivering cutting edge Augmented Reality and Virtual Reality solutions. Simulations

LIGHTWEIGHT ARCHITECTURES

Modern, cloud native front and backends delivered with speed of light.
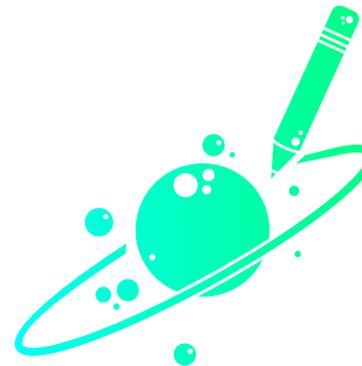
SERVICE DESIGN

User centric design, focus on real end-user value always.

HARDWARE

Custom electronics, Drones, Robots, rapid prototyping, 3d printing with true maker culture.

Design thinking

Design thinking is

HUMAN CENTERED
Look at problems through human perspective.

CREATIVE & PLAYFUL
Reframe the problem, look at it from many perspectives and explore many solutions.
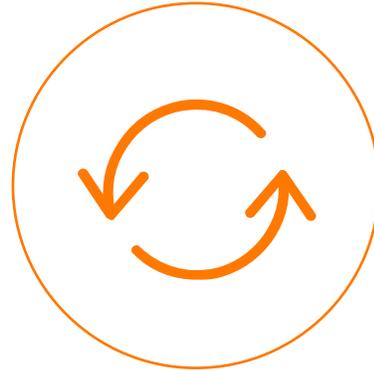
ITERATIVE
Share and test early, also work in progress so that the next version can be even better.

PROTOTYPE DRIVEN
Make it tangible early. Prototypes drive requirements, not the other way round.
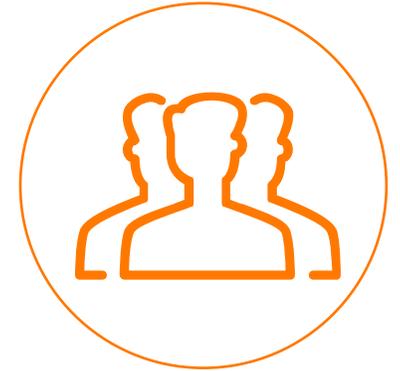
COLLABORATIVE
Multidisciplinary teams co-creating with customers and end-users.

Service design is

USER
Does anybody care?

Products
with purpose

Experiences
users love

**INNO-
VATION**

BUSINESS
Can we make money?

Big ideas
executed

TECHNOLOGY
Can we make it?
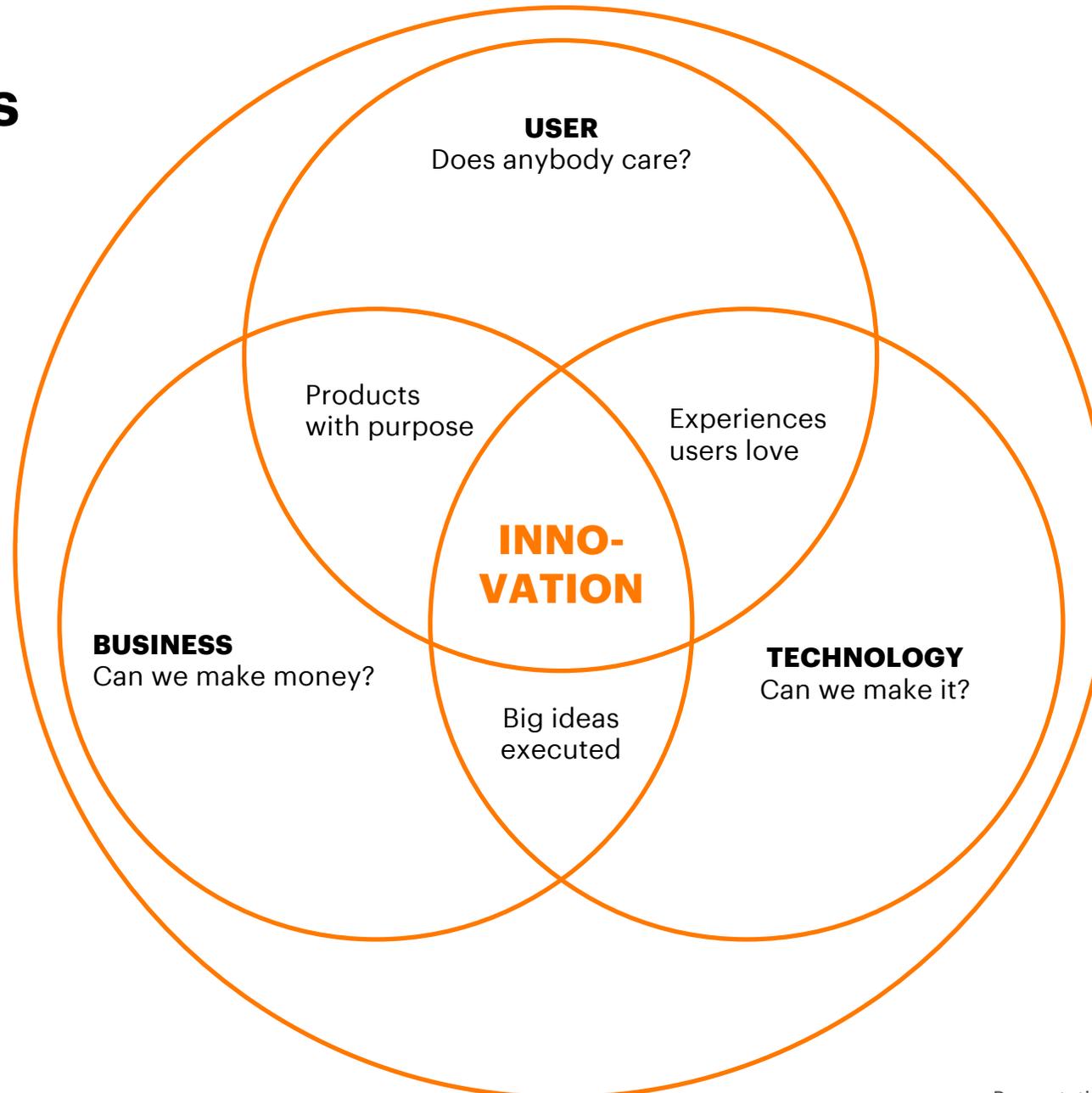
CONTEXT
Where?
What devices?
With whom?
Stakeholders & other
players
Regulation
Internal processes &
drivers

ETHICS
How does this make
the world a better
place?
How does it treat
everybody equally?

Service design approach

DOING THE RIGHT THING

DOING THE THING RIGHT

Discover

Define

Develop

Deliver

Brief

WHY & WHAT

Vision & plan

HOW

Mvp Learning

Understanding & reframing the problem

Design and implementation iteratively with prototypes
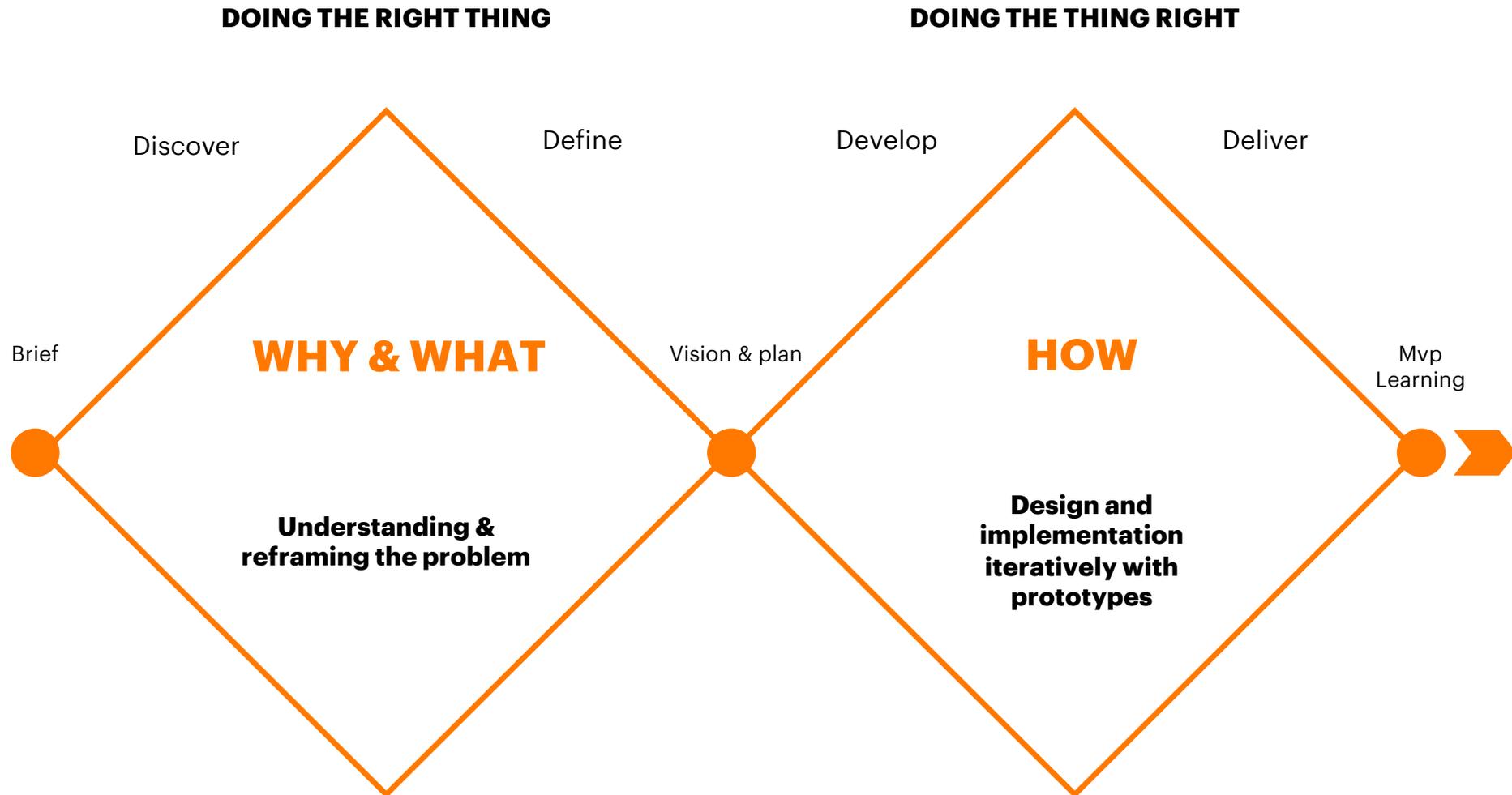
Discover & define

- Understand the current situation
- Discover needs, worries and desires
- Develop empathy for the stakeholders
- Synthesize knowledge into insights
- Define opportunities

WHY & WHAT
- Business needs & objectives
- User needs
- Personas & mindsets
- Customer journeys
- Context of use
- Stakeholders
- Kpi:s
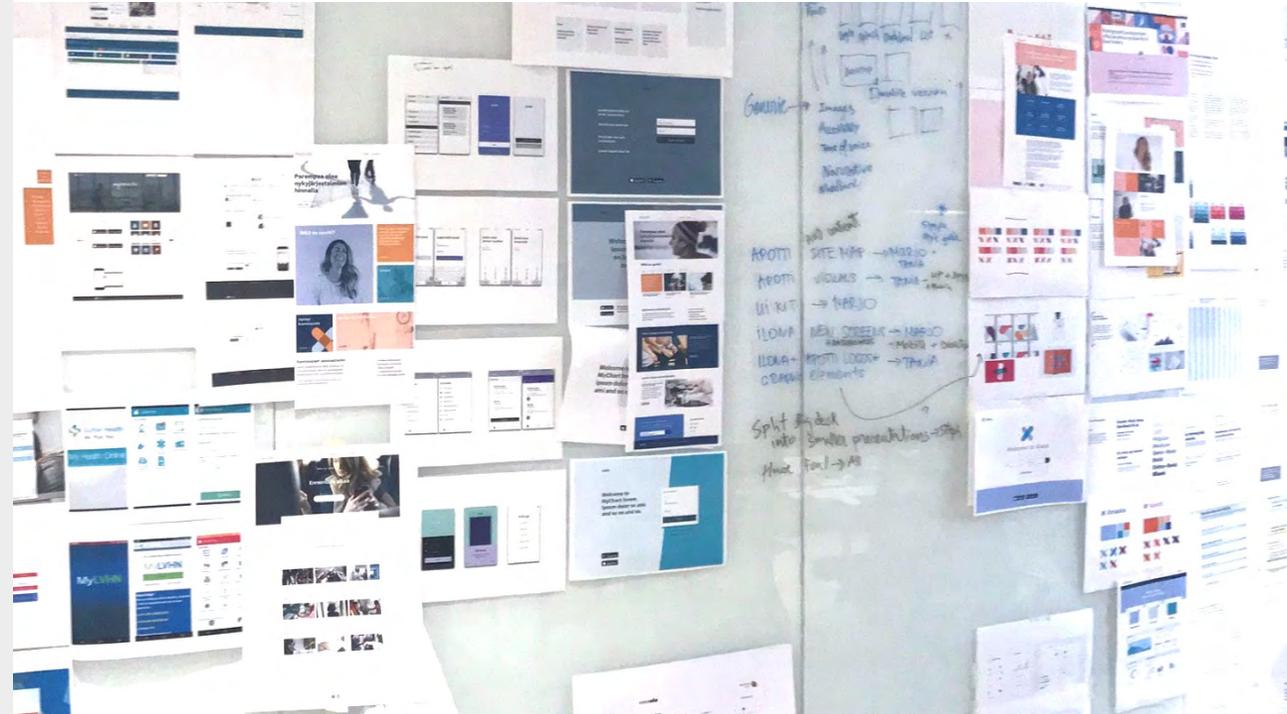
Develop & deliver

- Explore potential solutions
- Validate options
- Develop and test solutions
- Deliver and iterate
- Co-create and collaborate

HOW
- Service concept
- Service Blueprint
- Prototype
- MLP
  (minimum lovable product)
- Roadmap/Backlog
- Data & analytics
- Systems & platforms
- Technical capabilities
- Organizational capabilities
- Marketing and
  communications
- Go-to-market

# It's about dealing with uncertainty by using the right process and methods for your needs

Uncertainty

Clarity & focus
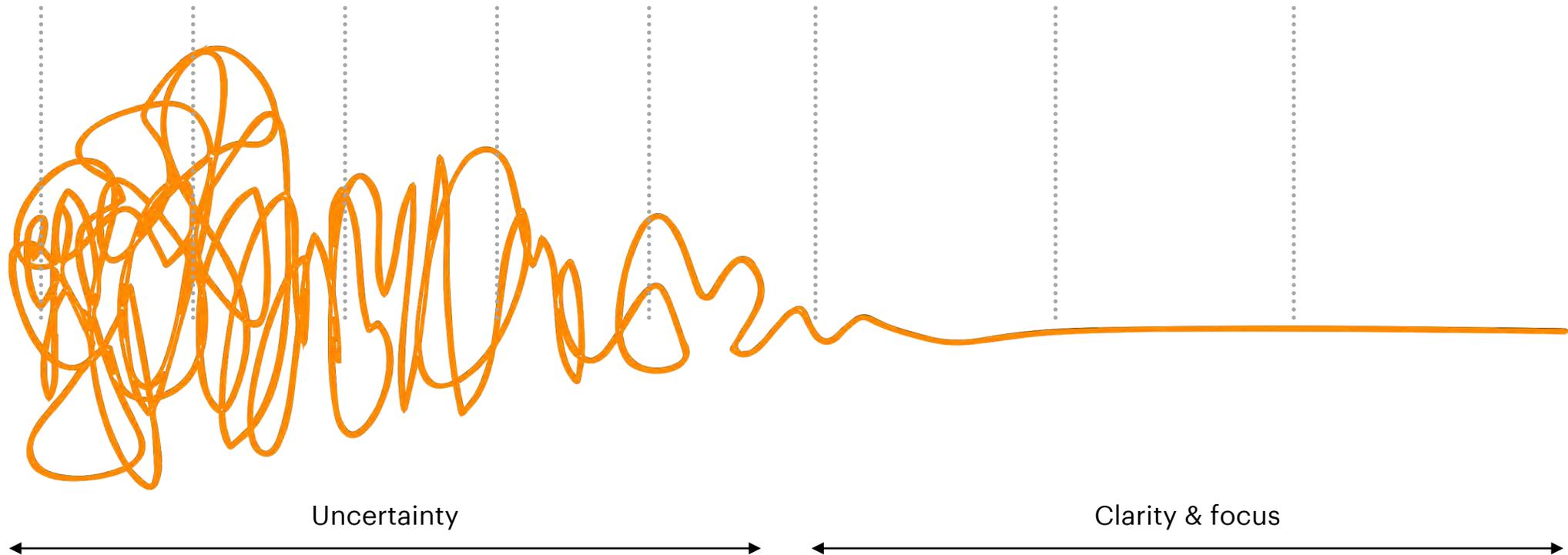
Building your MLP one meaningful step at a time, making sure you learn as you go along

Not like this....
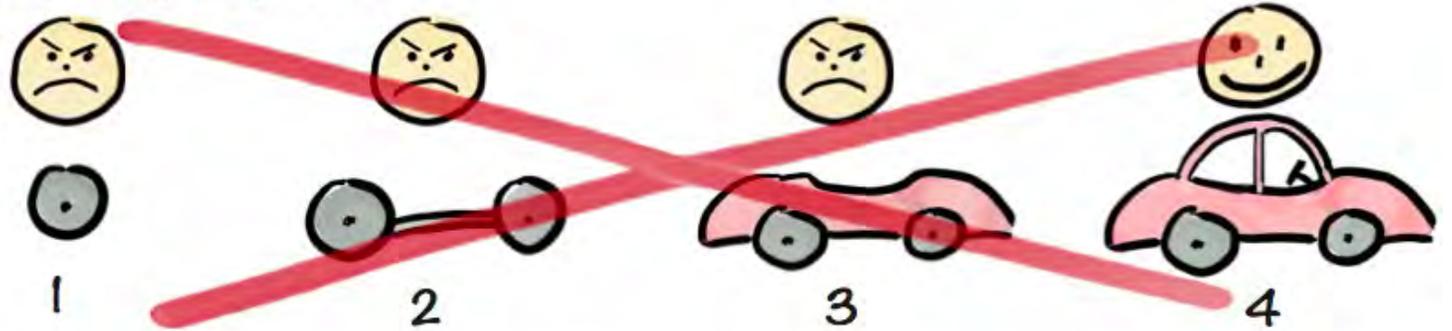
Like this!
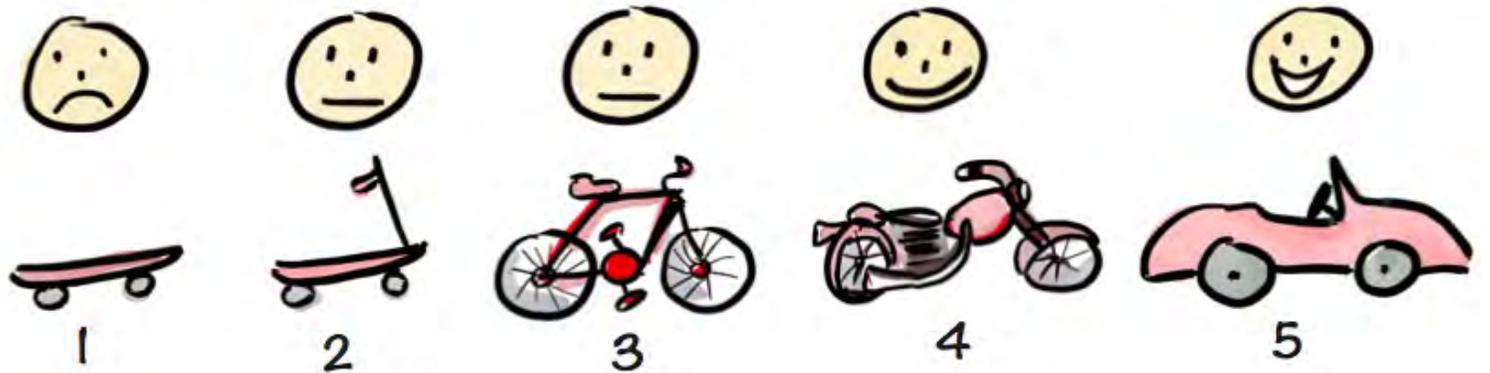
Henrik Kniberg

Remember to look at the big picture through customer journeys and service blueprints

1. User needs
A holistic understanding of the needs of your users and their meaningful moments help you understand where you can drive growth.

2. User experience
Understanding the experience of users as they experience your brand across multiple touchpoints helps you engage with them long term

3. Channel strategy
Choosing the right mix of channels to create a seamless experience helps you in creating valuable interactions with your customers

4. Needed capabilities
To deliver on the customer experience promise and your channel strategy you need the right set of capabilities

5. Technology and platforms
Your choice of technologies and platforms need to solve the customer needs of today and tomorrow

6. Measure success
Features and functionalities should drive desired outcomes and results and with the right set of KPI:s you can track your progress.
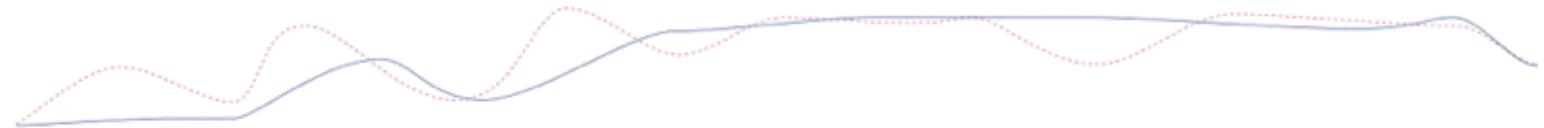
| Content production | Optimisation | Product information | Personalisation | Conversion optimisation | Order management |
| SEM / SEO | Pricing | Marketing | E-commerce | Analytics | Customer understanding | Customer service |

| CRM | CMS | Analytics platform | Marcomm platform | E-commerce platform | Order management |

What value are you creating?
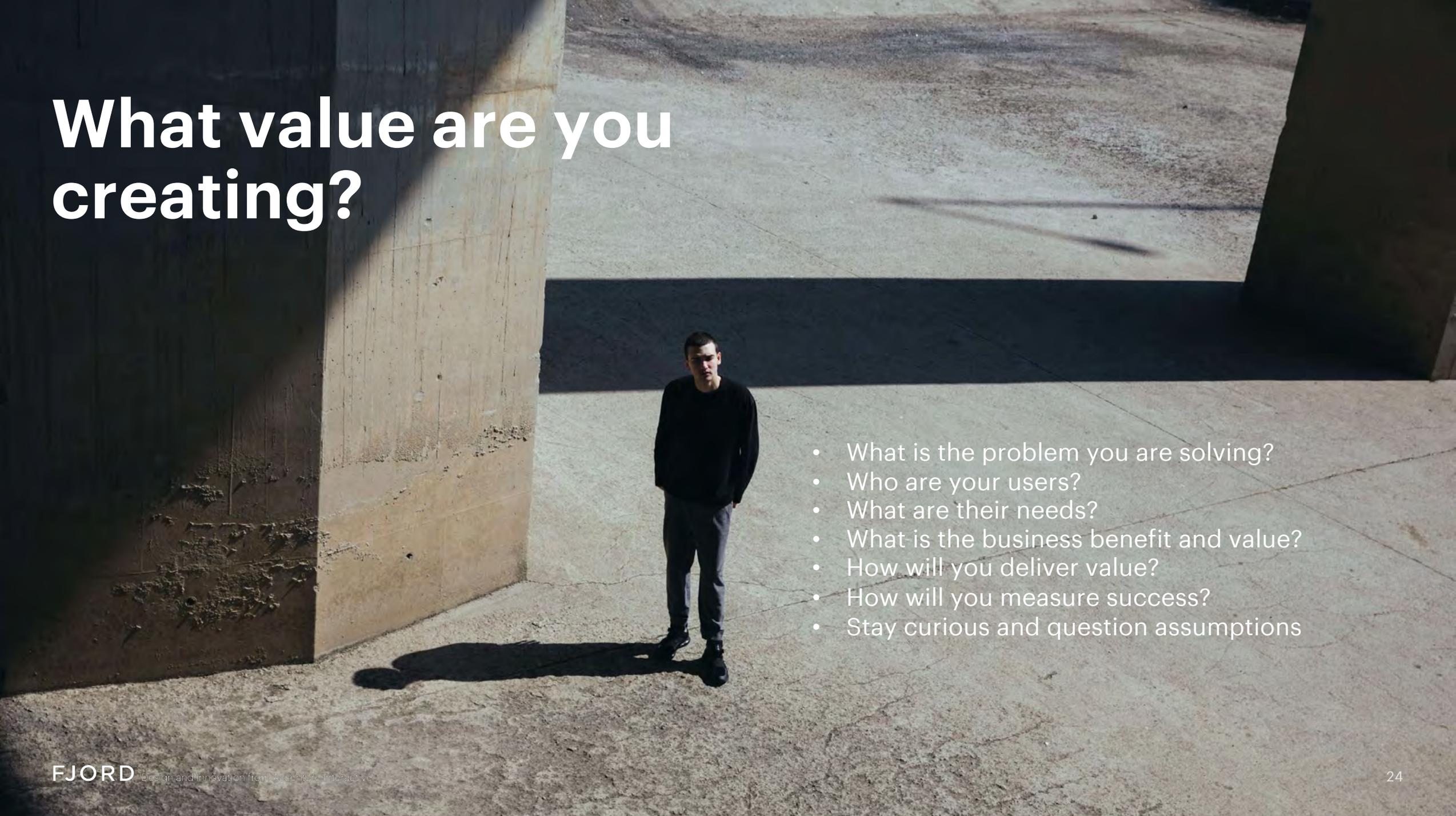
- What is the problem you are solving?
- Who are your users?
- What are their needs?
- What is the business benefit and value?
- How will you deliver value?
- How will you measure success?
- Stay curious and question assumptions
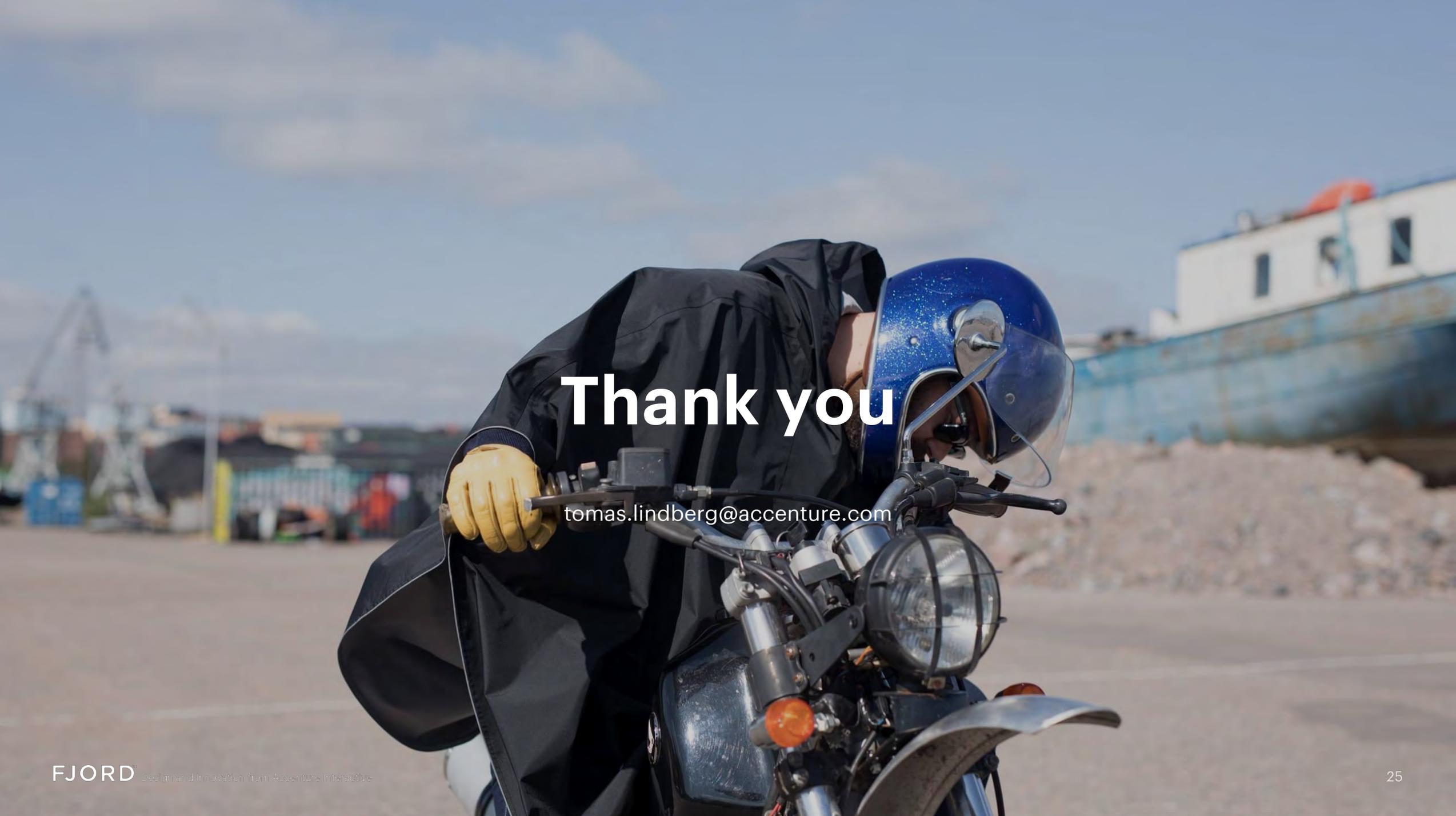
Thank you

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