

Introduction to design thinking

Tomas Lindberg

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Design Lead

Background in

- Research & ethnography
- Interaction design
- Service design



Who we are

FJORD

shackleton

KARMARAMA



MACKEVISION

Bow & Arrow



INSITUM™

HJALTELIN STAHL



ROTHCO

Adaptly

dro5a

Main type of projects



Human research

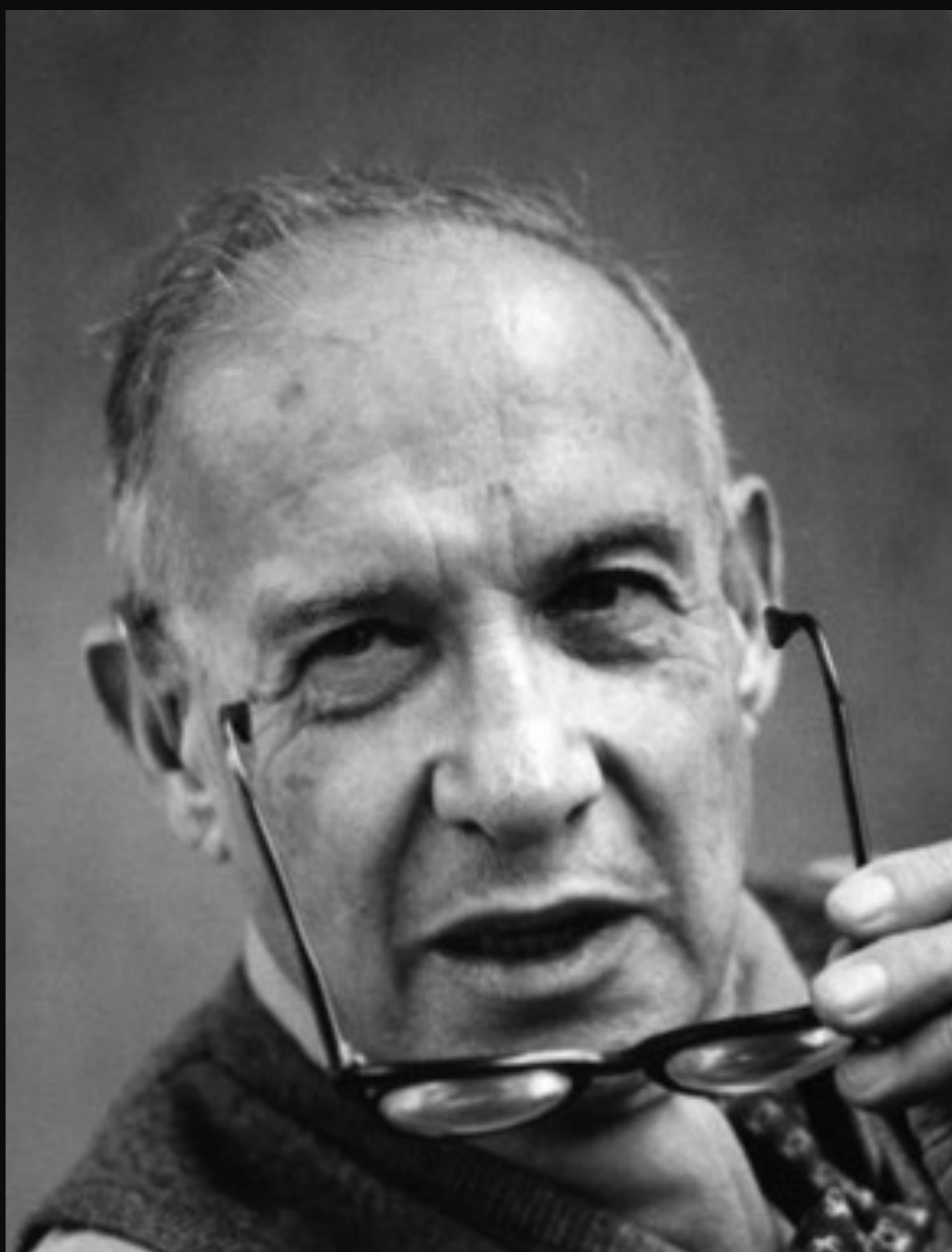


CX strategy



Product
development

Design thinking



What the customer buys and considers value is never a product. It is always utility, that is, what a product or a service does for the customer.

— *Peter Drucker* —

Design thinking is



Human centred

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

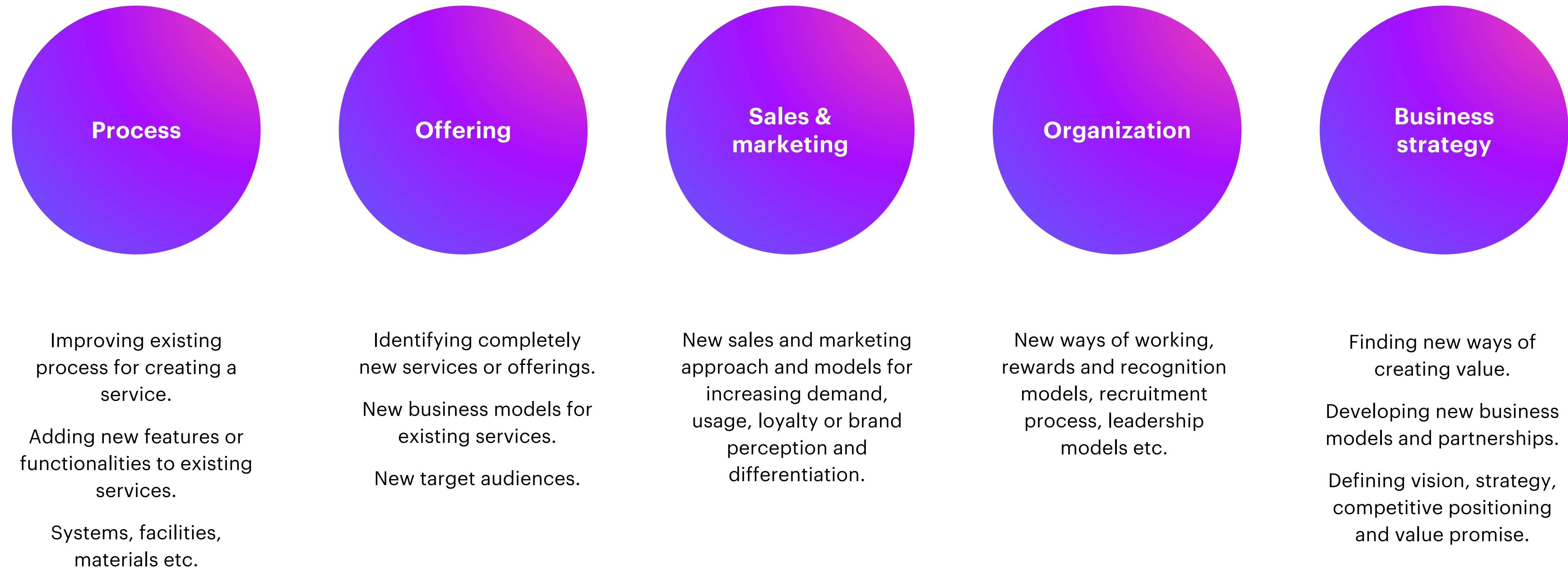
Make it tangible early. Prototypes drive requirements, not the other way round.



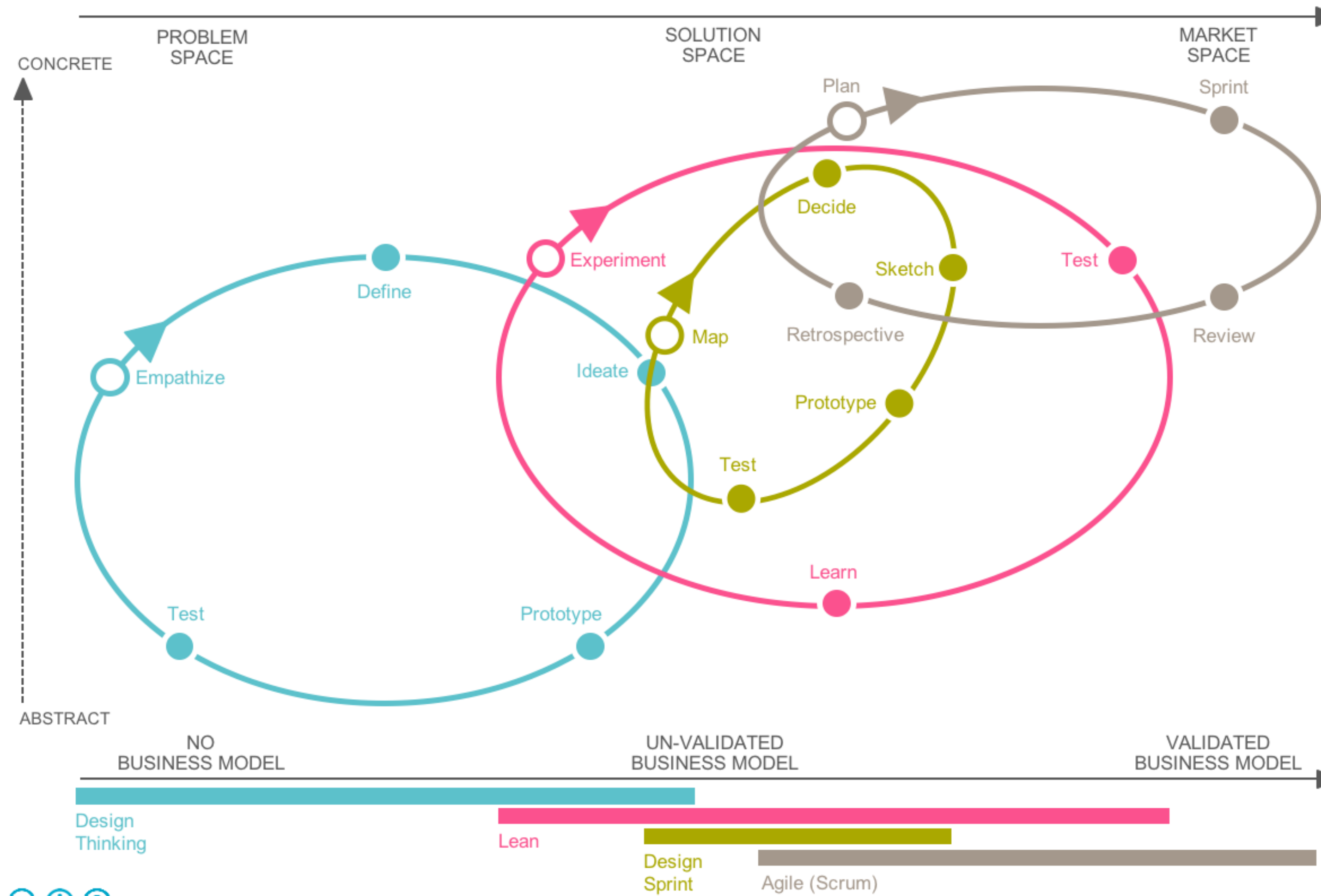
Collaborative

Multidisciplinary teams co-creating with customers and end-users.

Design thinking can be applied to



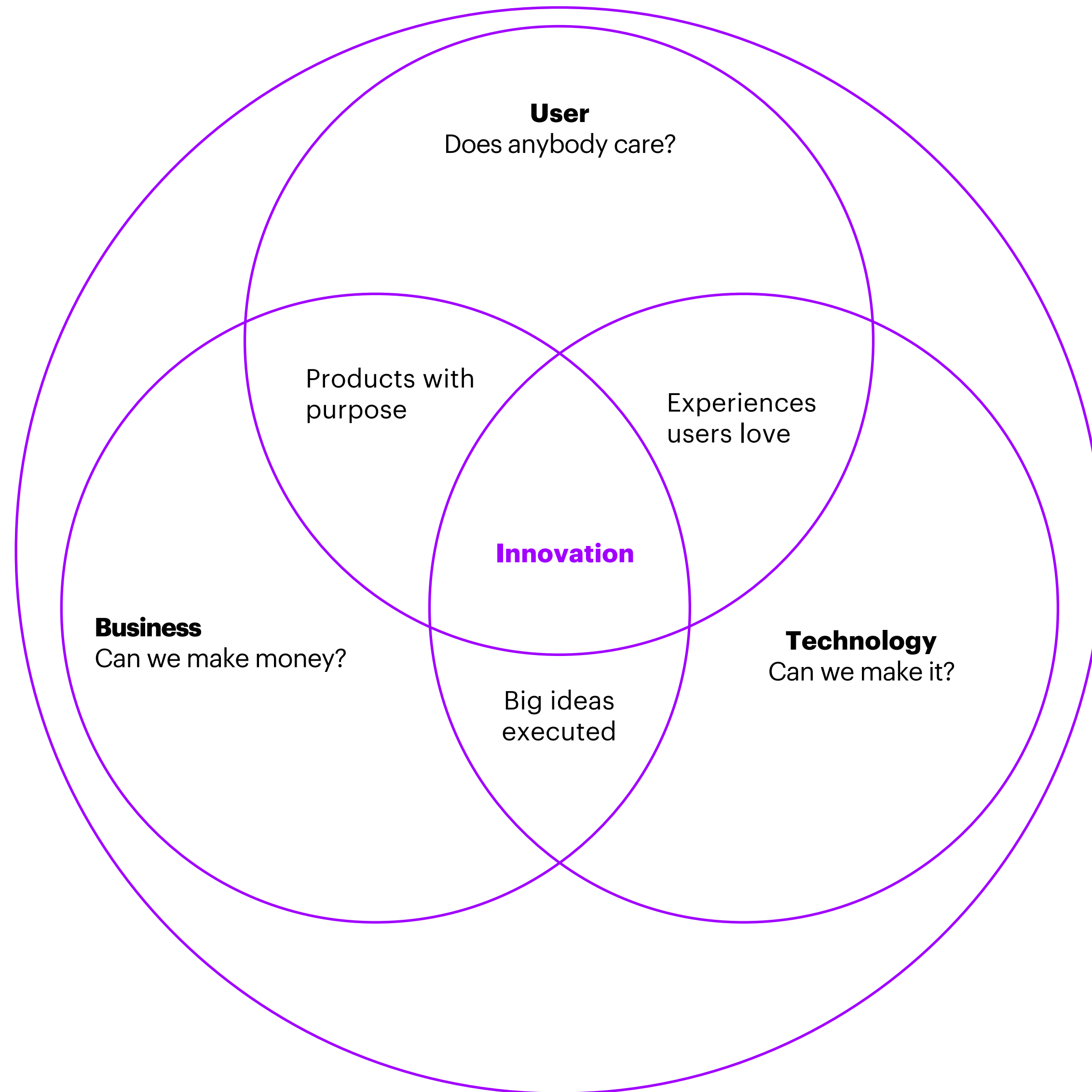
When should you use design thinking approach?



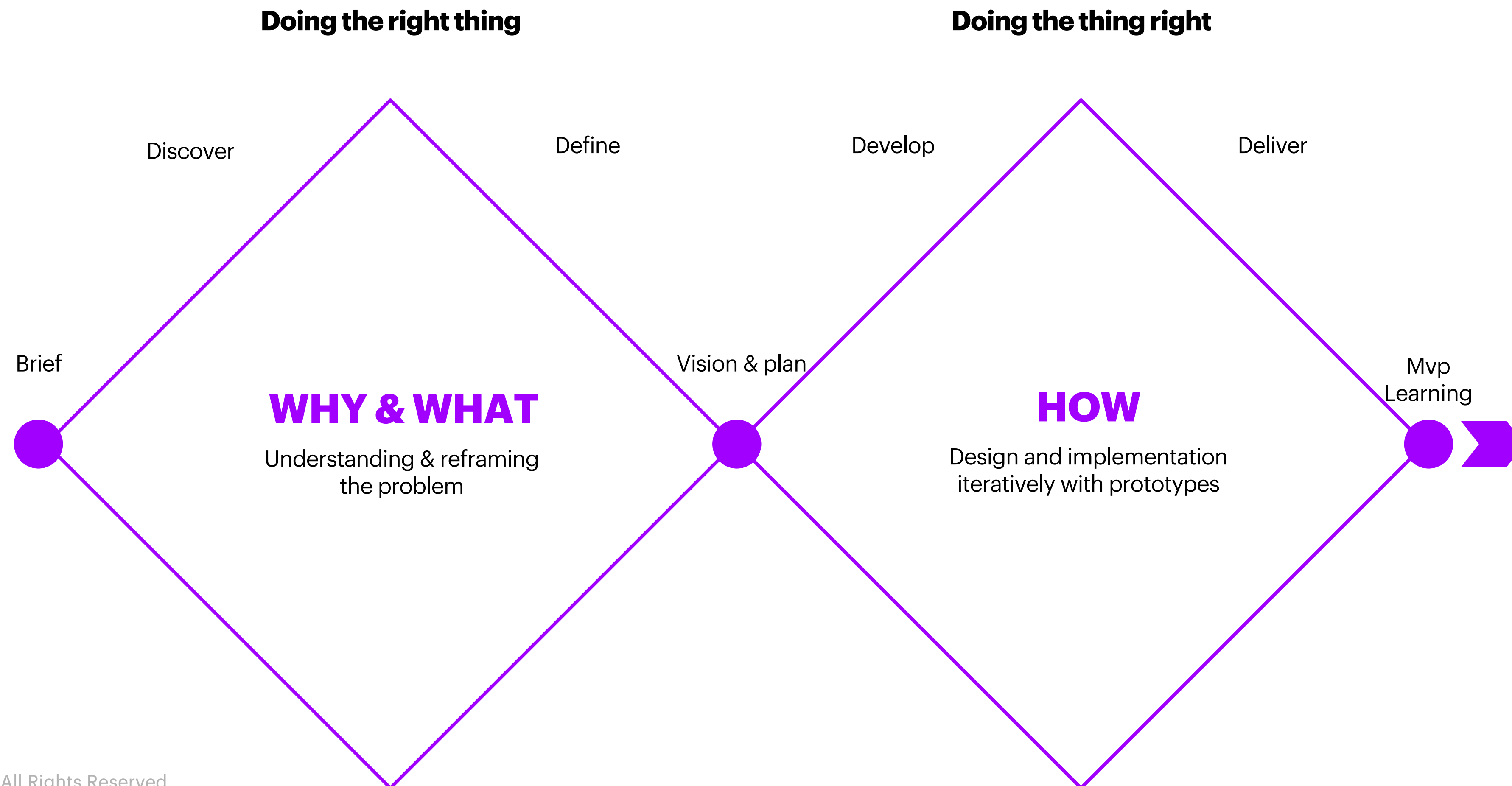
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Service design is

- 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?
 - How do we make sure it is produced sustainably?



Service design approach



Aalto tech

Design thinking

Discover & define

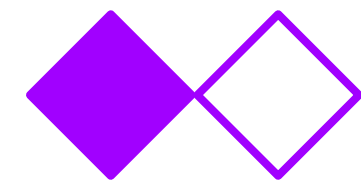
Understand the current situation

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

KPIs



Develop & deliver

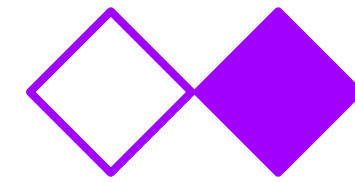
Explore potential solutions

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

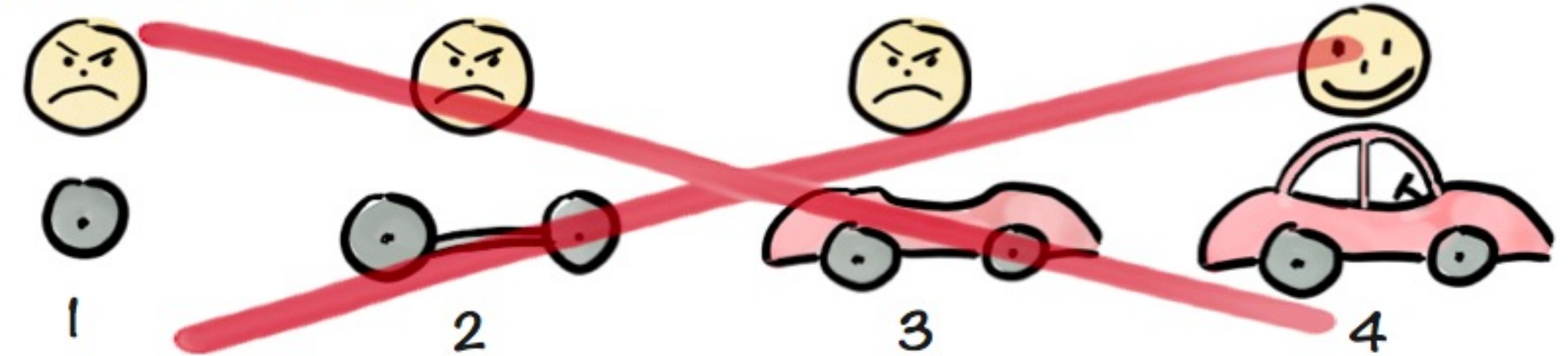


It's about **dealing with uncertainty** by using the right process and methods for your needs

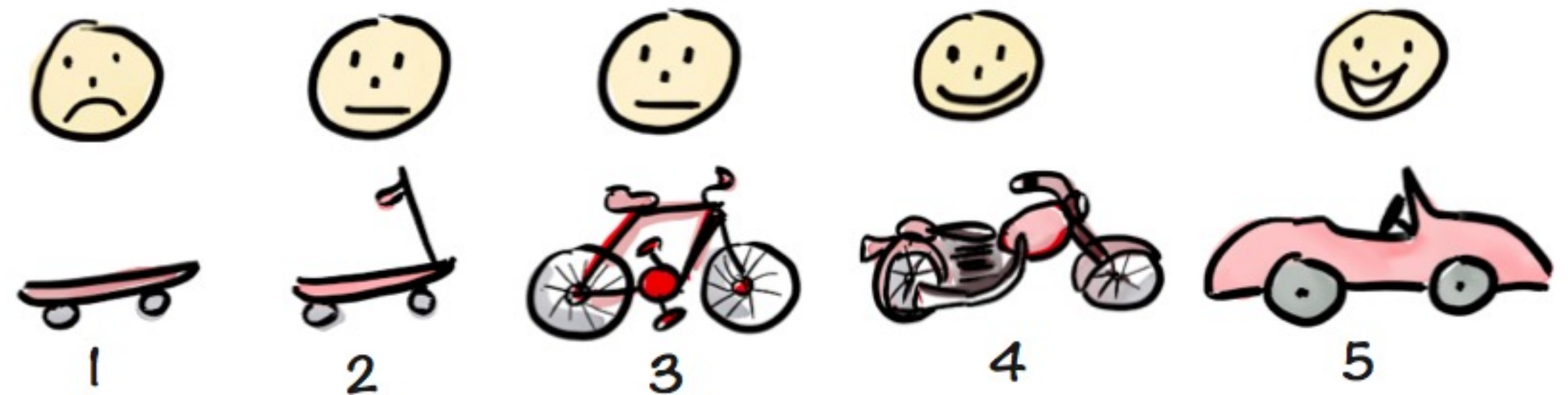


Building your
MLP **one**
meaningful step
at a time, making
sure you learn as
you go along

Not like this....



Like this!

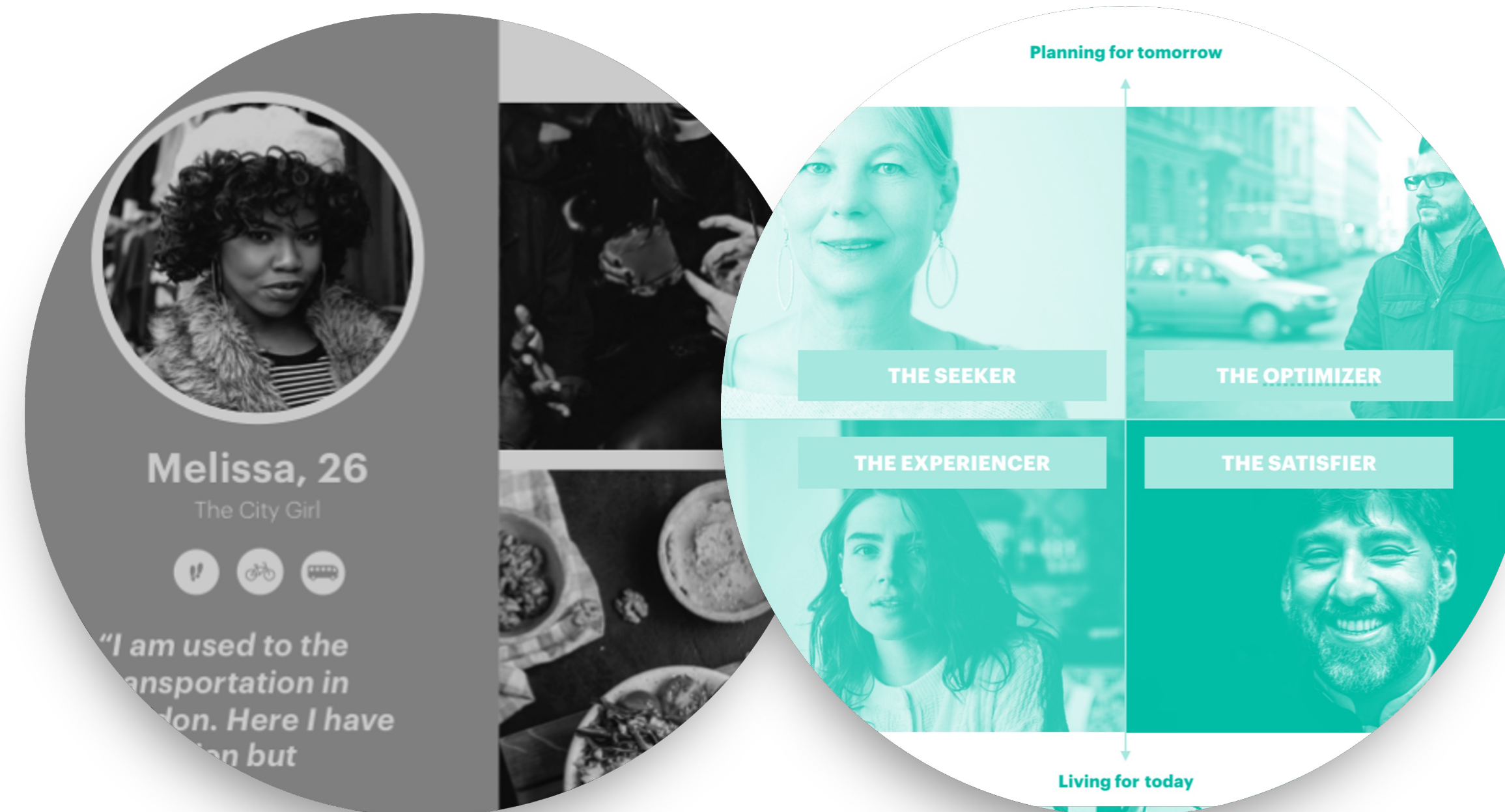


Henrik Kniberg

Personas and mindsets

A **persona** is a fictional profile that represents a groups of users with have similar service/product needs. Although fictional they help emphasize with real user groups by understanding their behaviour and goals as they are created from real user data collected.

The persona framework is effective when dealing with a clearly defined perimeter and with the detailed design or journey, to ensure user complete certain tasks on a specific touchpoints.



Mindsets are frameworks that help us understand how people think about something, and how that frame of mind informs their behaviour.

Mindsets help us to understand the differences in peoples' approach in relation to an area of interest (es. personal healthcare, electricity consumption) and how they take decisions.

They are especially good for broad topics like food, health, money or mobility. They help to ideate solutions.

Why personas



King Charles

Male

Born in 1948

Raised in the UK

Married twice

Lives in a castle

Wealthy and famous



Ozzy Osbourne

Male

Born in 1948

Raised in the UK

Married twice

Lives in a castle

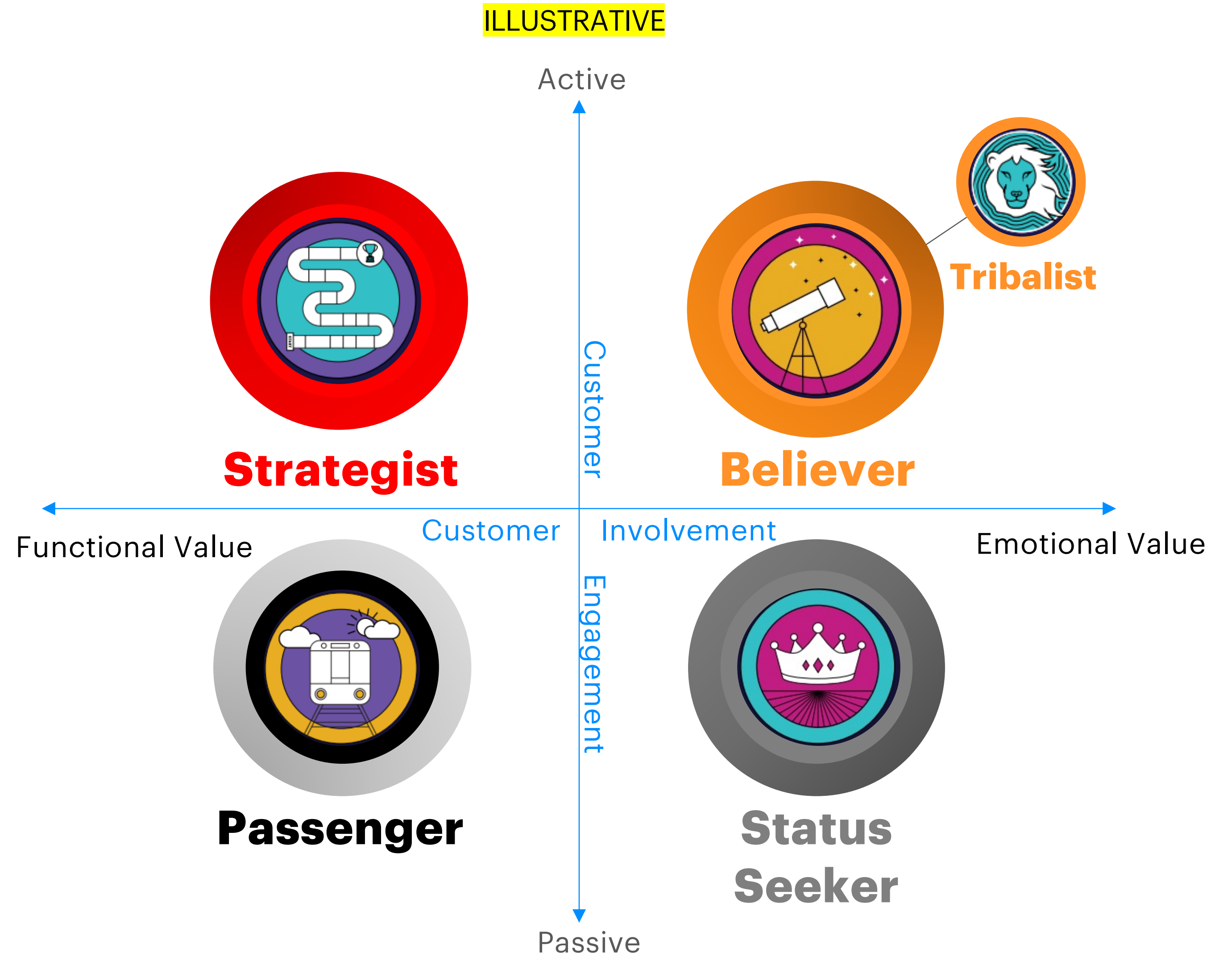
Wealthy and famous

Personas are archetypes that tell us more about the behaviour and motivations of people.

- Goals & aspirations
- Attitudes
- Needs
- Fears & challenges
- Skills & motivations
- Context in which they live and work

Why mindsets

People change over time and their attitudes, i.e mindsets, towards services and offerings change. With a mindsets approach we can make sure we are able to keep customers while their mindsets change by making sure we are offering all mindset something of value to them.



Looking 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

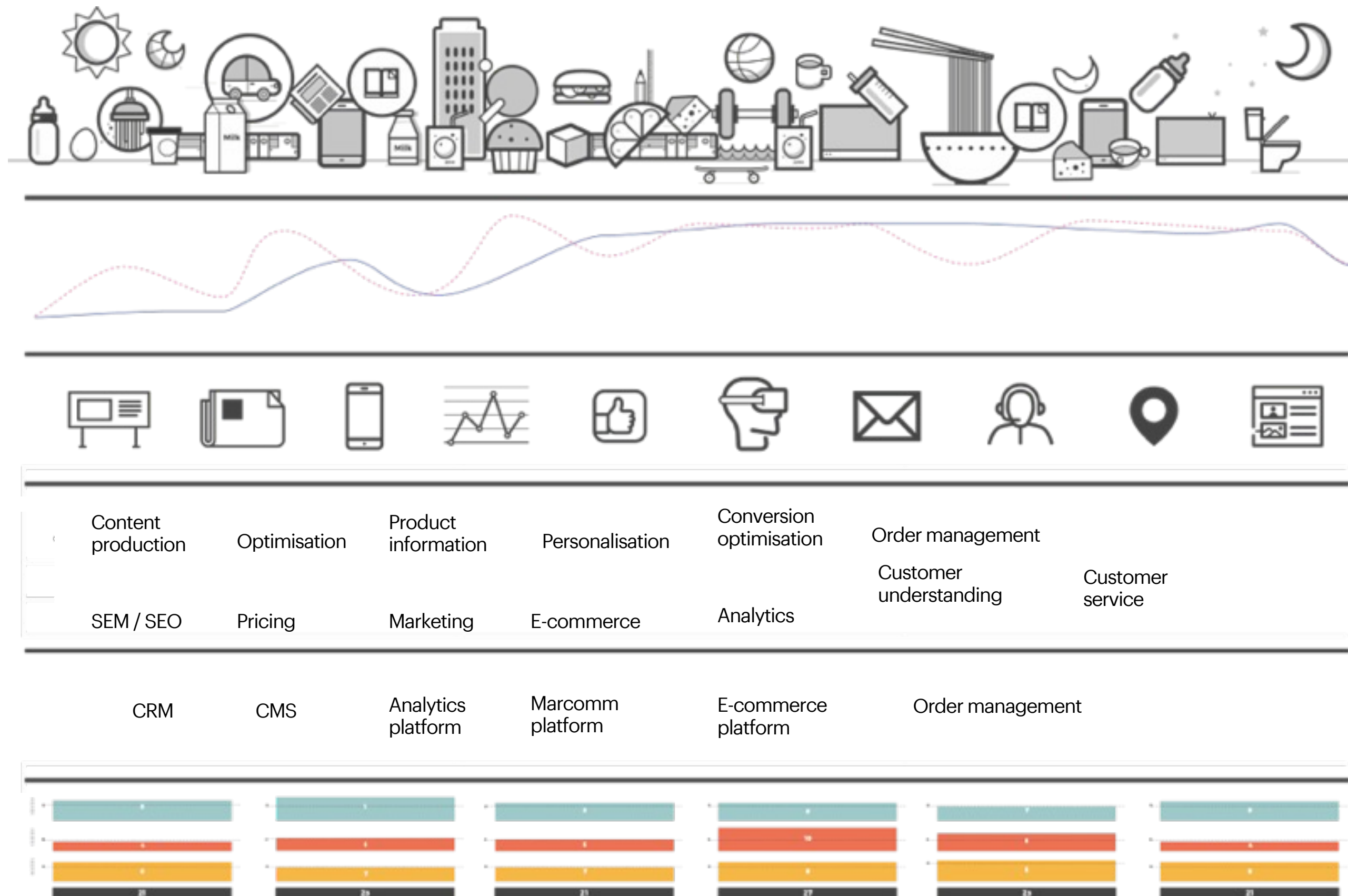
To deliver on the customer experience promise and your channel strategy you need the right set of capabilities

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.



Ask yourself: What **value** are you creating?

What is the problem you are solving?

Who are your users?

What are their needs and objectives?

Who are the stakeholders?

What is the benefit and value for them?

How will you deliver value for all?

How will you measure success?

Stay curious and question assumptions



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