

Video Transcript

What is Design Thinking? The Strategy Group

When you go to a hardware store to buy a drill, what do you want? Is it the drill? Or the hole the drill will create? What customers are interested in, and what they will remember, are outcomes and experiences. Seventy-four percent of consumers say they have spent more with a company due to a history of positive customer experiences. Eighty-six percent of buyers will pay more for a better customer experience, but only one percent of customers feel that businesses consistently meet their expectations. Design thinking is a person-centred approach to designing outcomes and experiences to delight the customer.

How does it work?

1. Empathize –it starts by putting yourself in your customers' shoes. By empathizing with people through observation or open-ended interviews to uncover what people do, rather than what they want. Because if you ask people what they want, they don't know. By immersing yourself in your customer's world, you can understand their Needs, Gains and Pains.
2. Define – Once you've empathized with your customer you need to filter out the non-obvious insights. What's the 'aha' moment from the observations? What's the problem to be solved?
3. Ideate – Now we know the problem. What are some solutions? The best way is to diverge and look at all possible solutions no matter how 'out there' then converge into solutions that are desirable, viable and feasible.
4. Prototype – Now we've got some solutions let's bring them to life in the cheapest, fastest way possible.
5. Test – Now let's go back to the customers and ask what they think. Let's test their reaction to our prototype.

Design thinking starts with the customer then offers the solution, not the other way around!

To see how design thinking can generate novel ideas to delight customers check out our video "DESIGN THINKING IN ACTION". To learn more about The Strategy Group, visit our website.