

A woman with dark, curly hair is sitting at a desk, smiling and looking towards the right. She is wearing a light-colored, patterned blouse. In front of her is a laptop. The background is a blurred office environment with a window and a potted plant. Two white circles are overlaid on the image: one large circle framing the woman and a smaller one overlapping the text on the left.

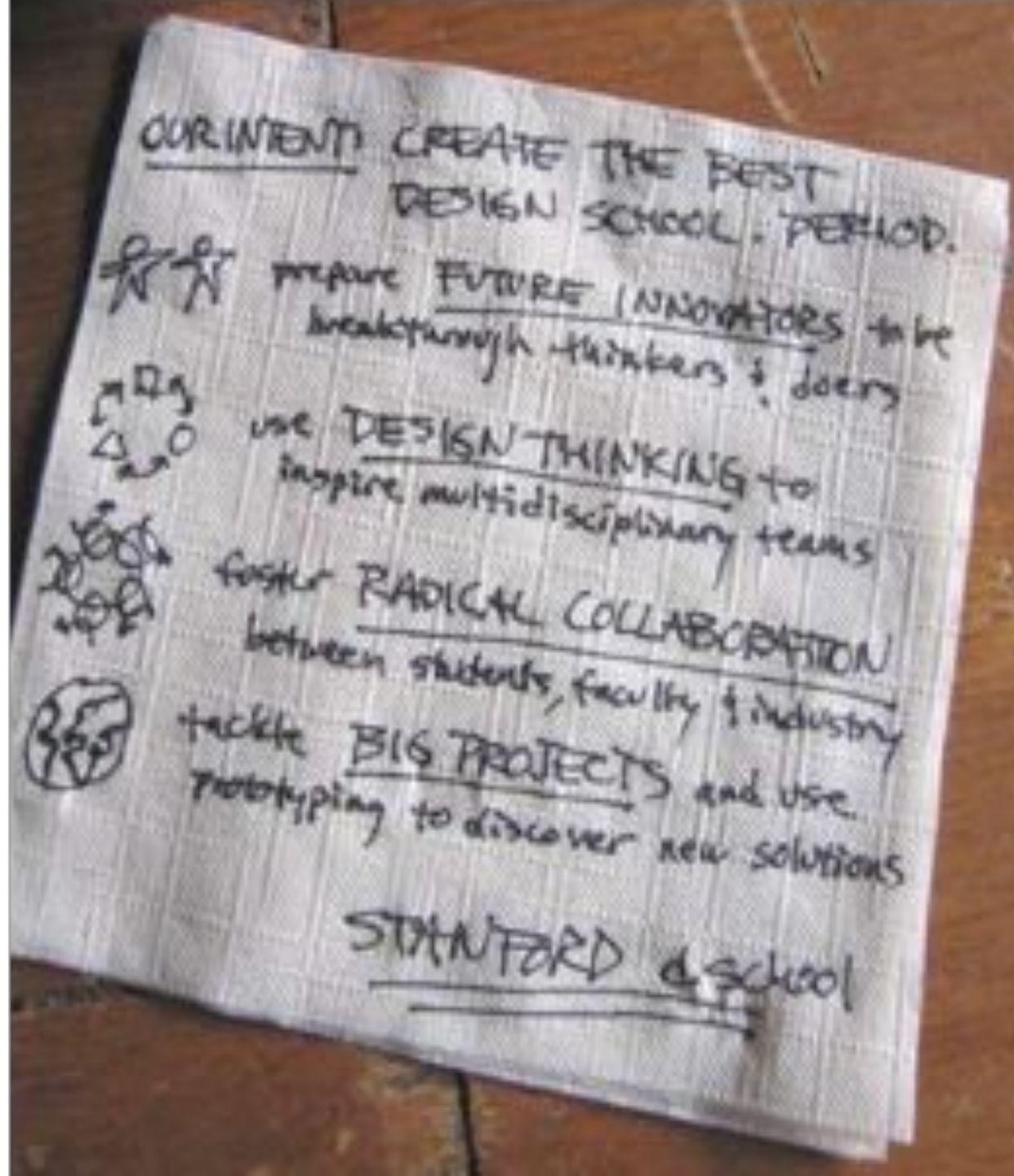
Introduction to Design Thinking

What is Design Thinking?

Design Thinking is a methodology formalized by Stanford University's d.school in the 80s.

It is a collective intelligence-based approach to problem-solving in a context of high uncertainty.

Objective: Create innovative solutions efficiently



An iterative, user-centered, results-driven approach

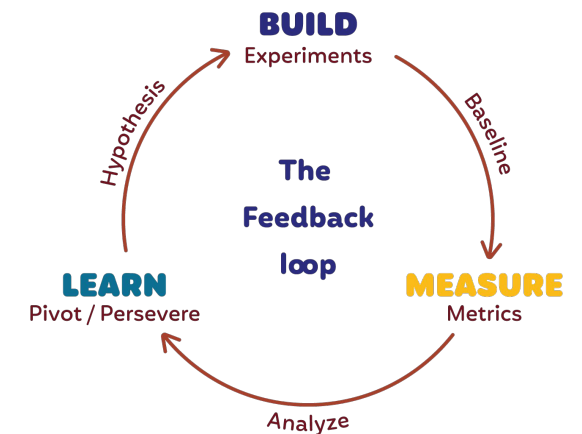
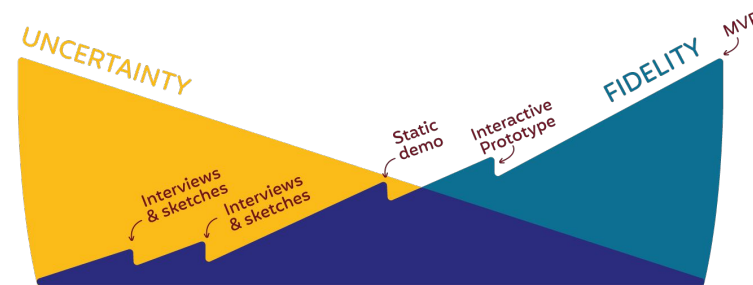
1. The user is at the heart of the development process

2. The proposal is built up in successive stages to test, adjust and refine as the project progresses

3. Recurrent customer questioning is integrated in a structured, focused approach



DE-RISKING AND VALIDATING ASSUMPTIONS PROGRESSIVE FIDELITY



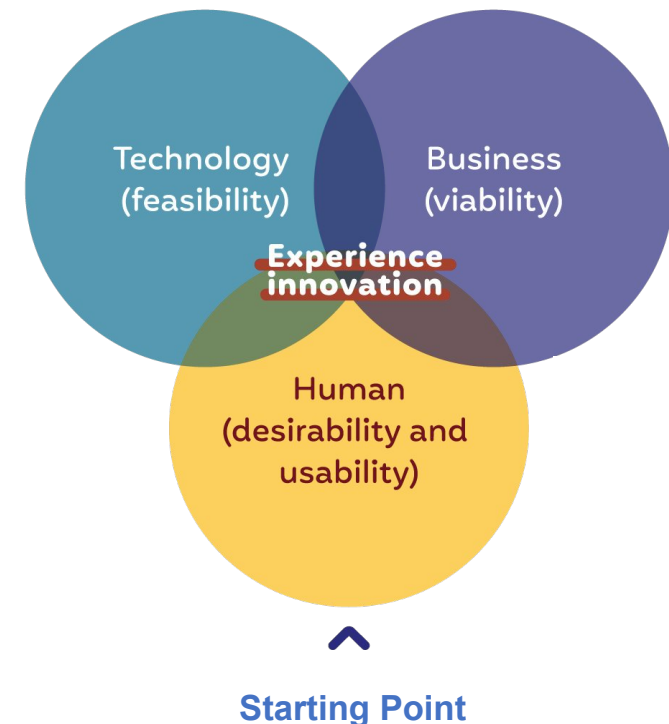
Putting people at the heart of the solution development process

« *The mission of Design Thinking is to translate observation into insights and insights into products and services that will improve lives* ». Tim Brown, IDEO's CEO

Example:

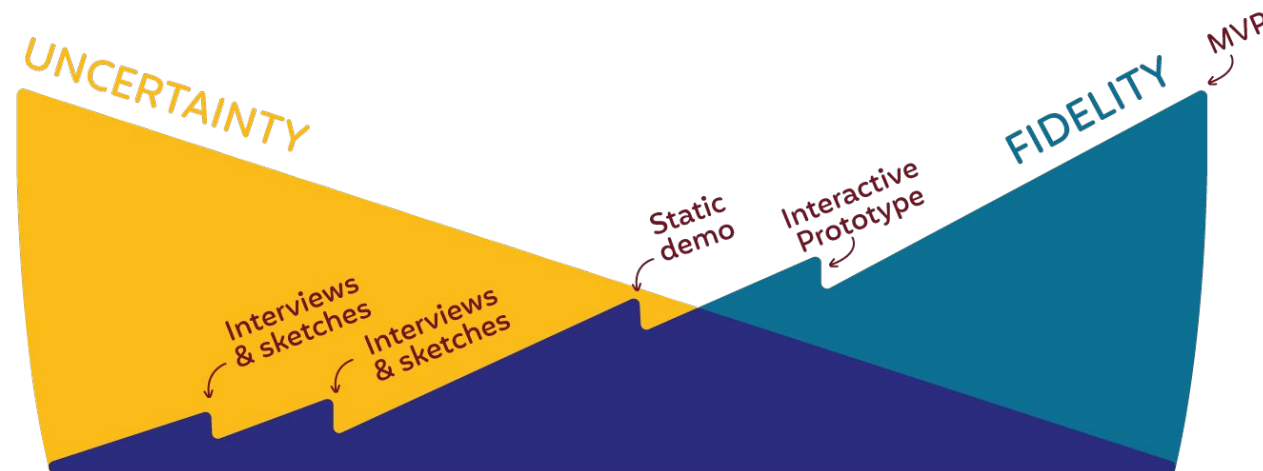
A team of d.school students had to redesign a low-cost infant incubator for developing countries, particularly Nepal. The immersion phase helped refocus the project on "how to help infants born to underprivileged families in rural areas in their first days of life".

□ Creation of the "Embrace Infant Warmer".



A step-by-step solution development approach to optimize resource allocation and manage risks

DE-RISKING AND VALIDATING ASSUMPTIONS PROGRESSIVE FIDELITY



A low-fidelity prototype is quickly put together in order to start testing hypotheses with users.

Further investment in solution development is done progressively as hypotheses are validated.

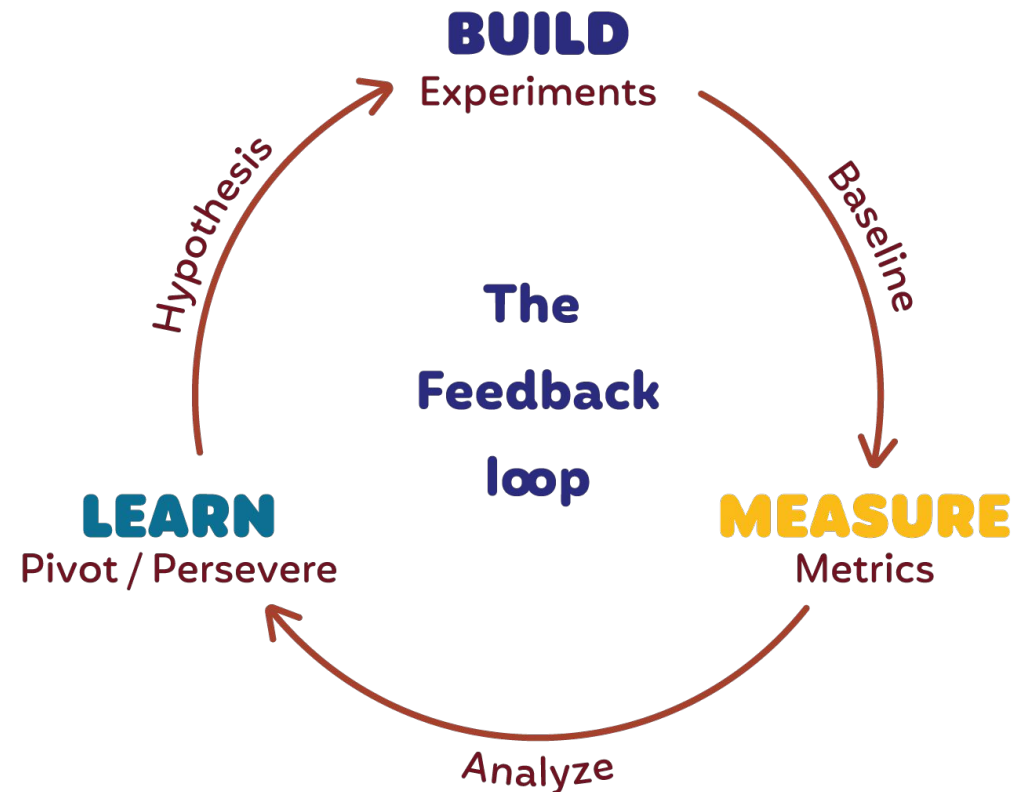
“If you are not embarrassed by the first version of your product, you’ve launched too late.” Reid Hoffman

A structured approach focused on learning and measuring results

The test-and-learn approach is embedded in the internal processes of the company.

For this to work, data is collected and analyzed in a systematic way, either through integrated dashboards or client interviews.

Agility is key to capitalize on this approach.



Design Thinking: 5 steps to efficiently develop a human-centric solution

