(Co)Design driven innovation

from design thinking, to business doing

designthinkers
Greece

INFOSTRAG 2016, 9th July

DesignThinkers Greece Team

Vasia Christoulaki, Dimitrios Mallios, Sofia Ntoulou, Natalia Papadopoulou

DT ECOSYSTEM

DESIGN THINKING IS THE GLUE BETWEEN ALL DISCIPLINES

*design*thinkers*group*
IN 18 COUNTRIES

44 PROFESSIONALS
bringing different expertises together

TEAMS
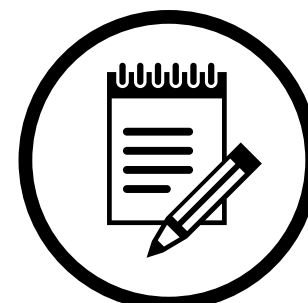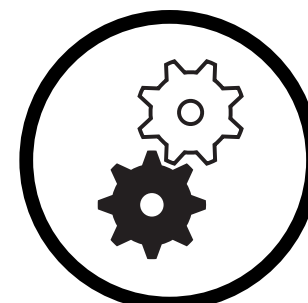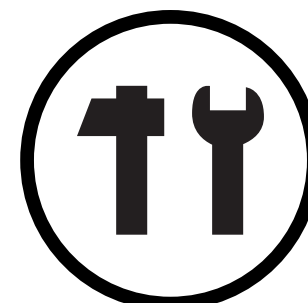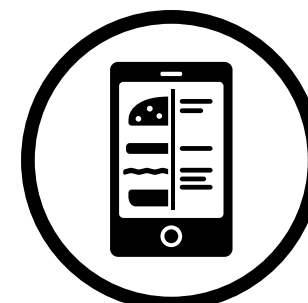
CANADA
UNITED STATES
UNITED KINGDOM
NETHERLANDS
GERMANY
AUSTRIA
SPAIN
CROATIA
CHILE
BRAZIL
URUGUAY
SOUTH AFRICA
AUSTRALIA
GREECE new member
EGYPT new member

DT ACADEMY

'LEARNING BY DOING' AS APPROACH

FOR CREATIVE PROBLEM SOLVING

GROUP · ACADEMY · NETWORK

DT GROUP

We help organisations design brands, product service systems and cultures of trust.

DT NETWORK

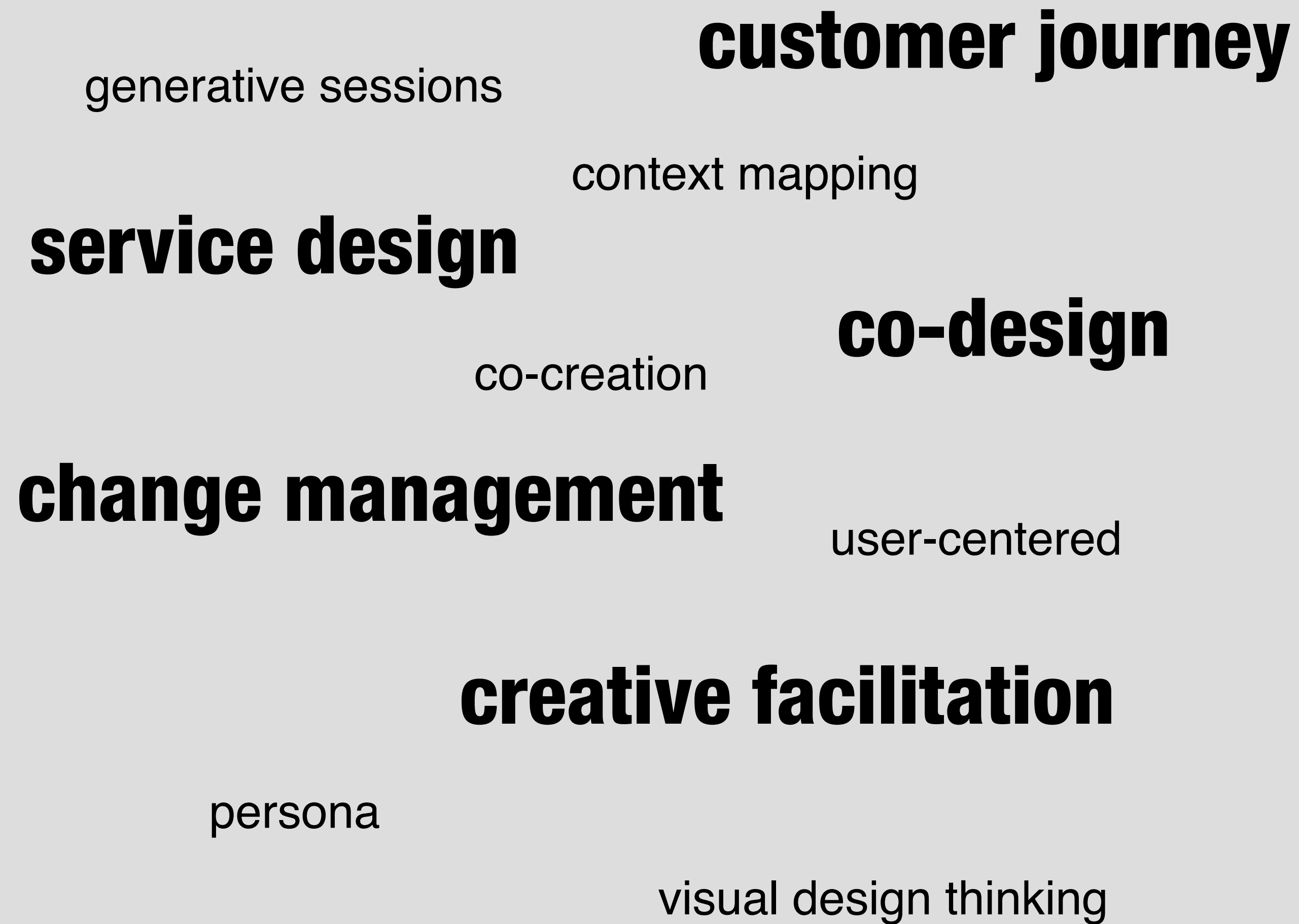designthinkers academy network

INVOLVING MORE THAN
25.000
DESIGN THINKERS

customerjourneymap valuenetworkmap stakeholdermap context map reflectiontool personamap poemsmap servicescenario service blupoemsmap customerinsightsmap serviceblueprint customerinsi ghtsmap serviceblueprint customerjourneymap valuenetworkma p stakeholdermap contextmap reflectiontool personamap poemsm

Design thinking buzzwords

customer journey

generative sessions

context mapping

service design

co-design

co-creation

change management

user-centered

creative facilitation

persona

visual design thinking

Anybody familiar with them?

Design ~~thinking~~ **doing**

"applying the principles of design to a broader set of problems or challenges"

customer journey

generative sessions

context mapping

extreme users

service design

co-design

tools > method(ology) > structure

change management

co-creation
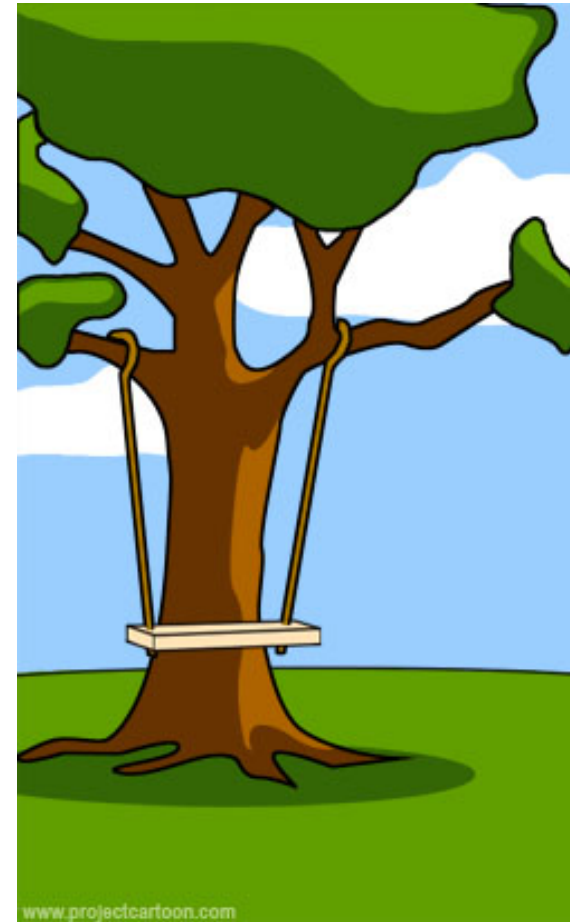
creative facilitation

persona

research

Time out.
Who is familiar with this situation?
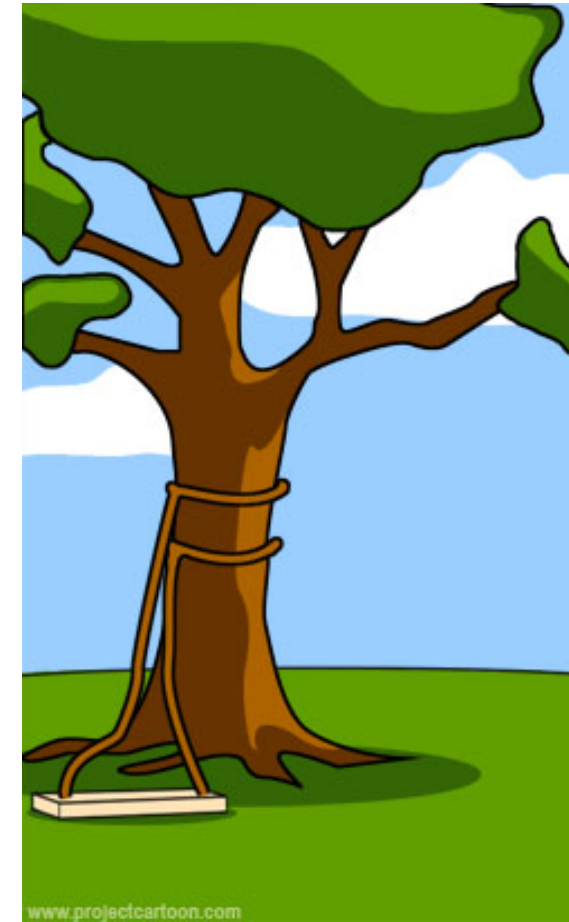
How do projects really work?
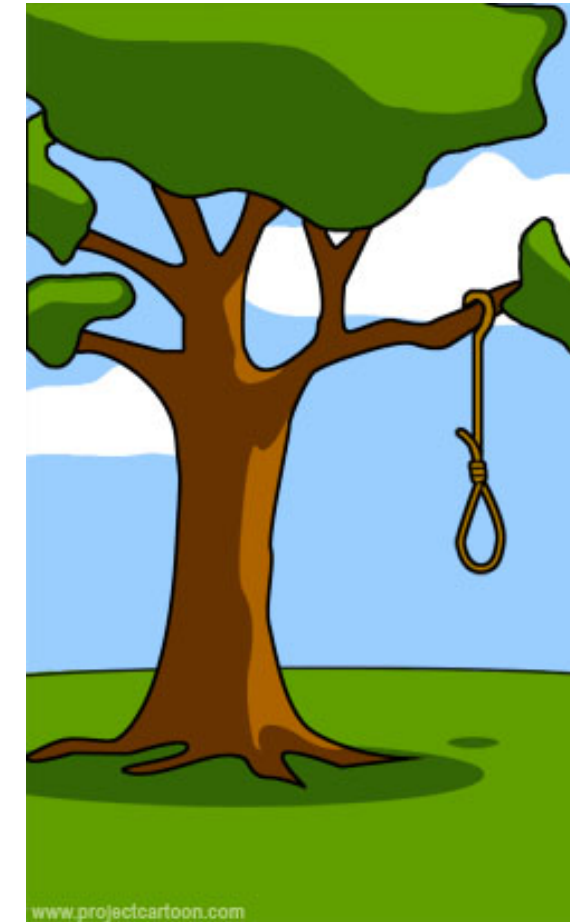

How the customer explained it

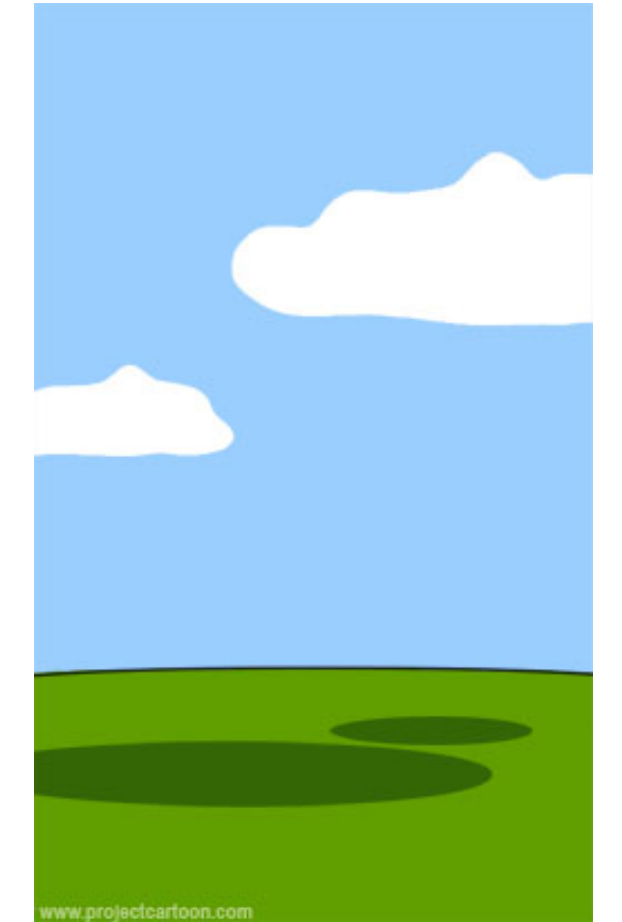How the project leader understood it

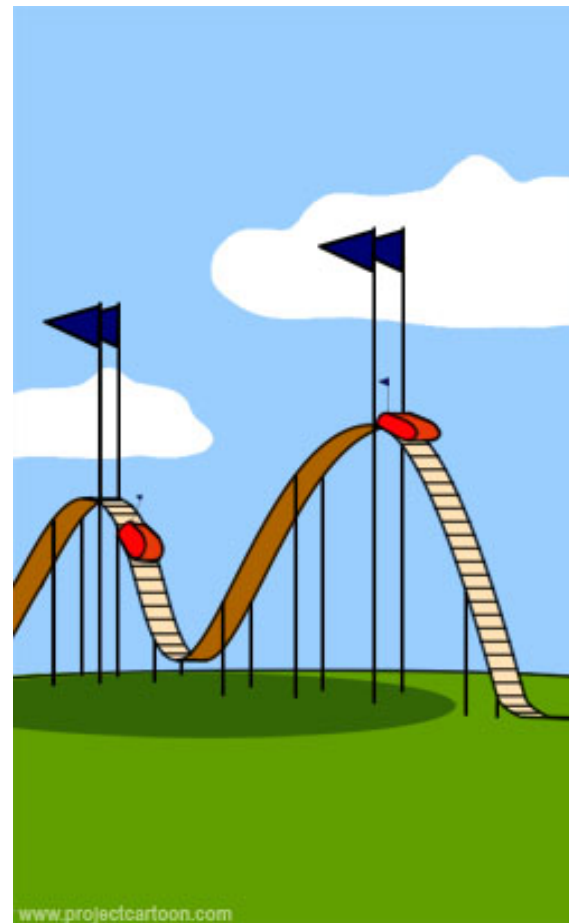How the analyst designed it

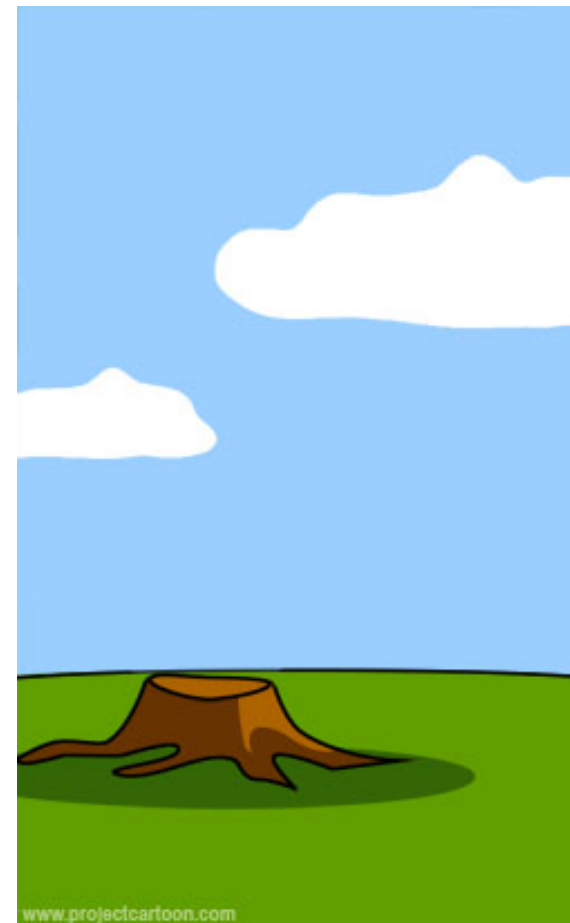How the programmer wrote it

What the beta testers received

How the business consultant described it

How the project was documented

How the customer was billed

How it was supported

What marketing advertised

When it was delivered

What the user really needed
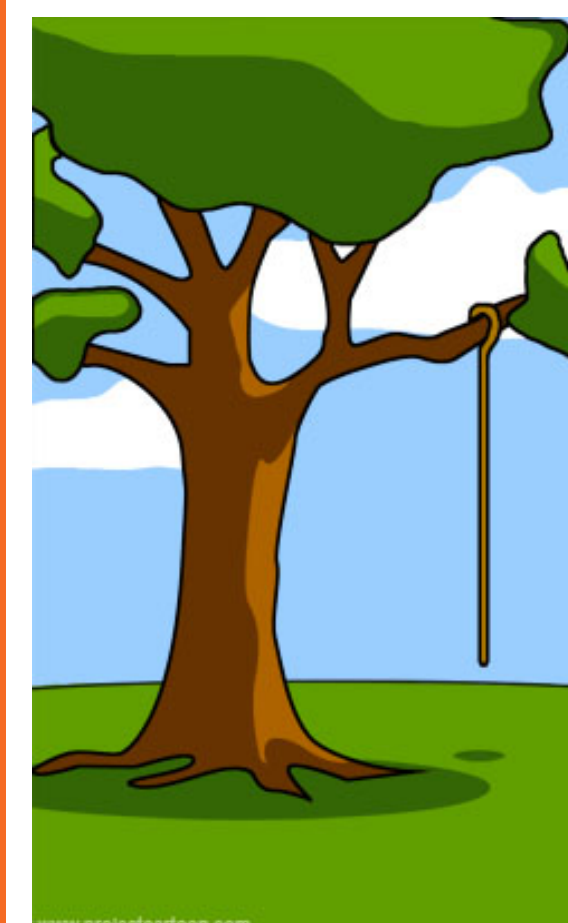
What operations installed
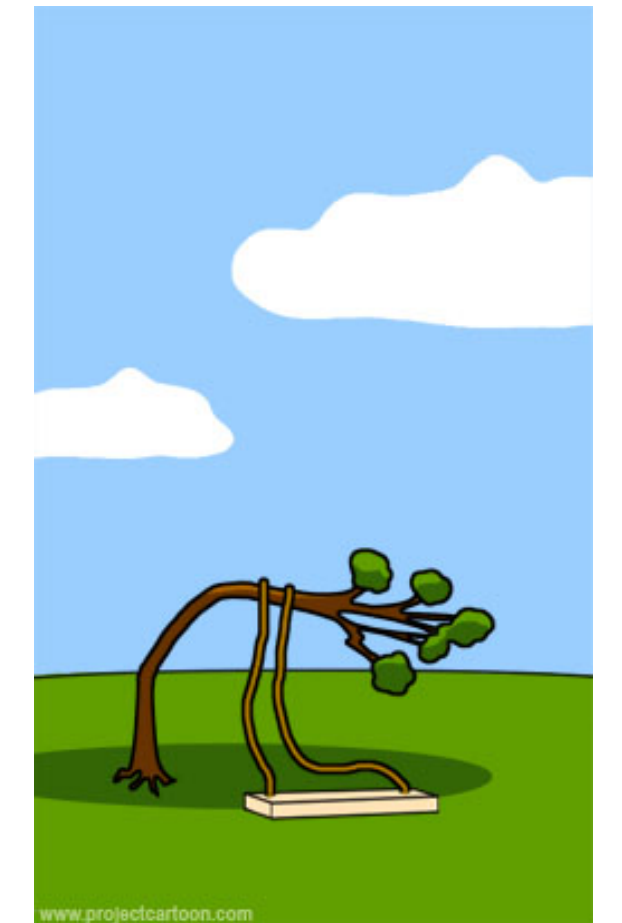
The disaster recover plan

Why is that?

Problem

Solution

How the
customer
explained it

How the project
leader
understood it

How the analyst
designed it

How the
programmer
wrote it

How the
customer was
billed

How it was
supported

What marketing
advertised

When it was
delivered

iSwing

Design Thinking

Understand

Problem

Solution

divergent
thinking

What the user
really needed

www.projectcartoon.com

Where does innovation happen?

USER
desirably

BUSINESS
sustainability

TECHNOLOGY
feasibility

innovative solutions

How to bridge the gaps?

USER
desirably

BUSINESS
sustainability

value

OLOGY
feasibility
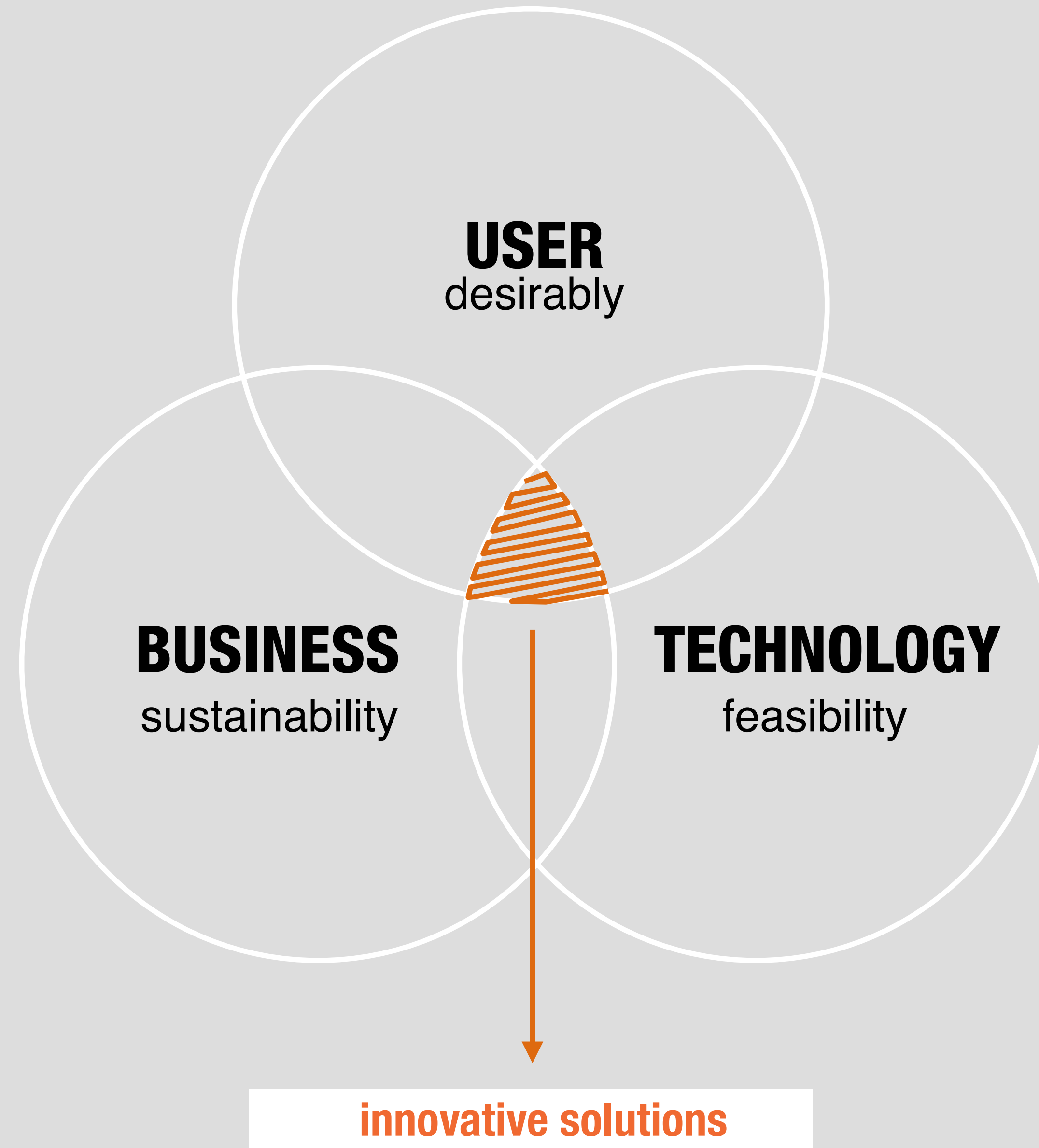
innovative solutions
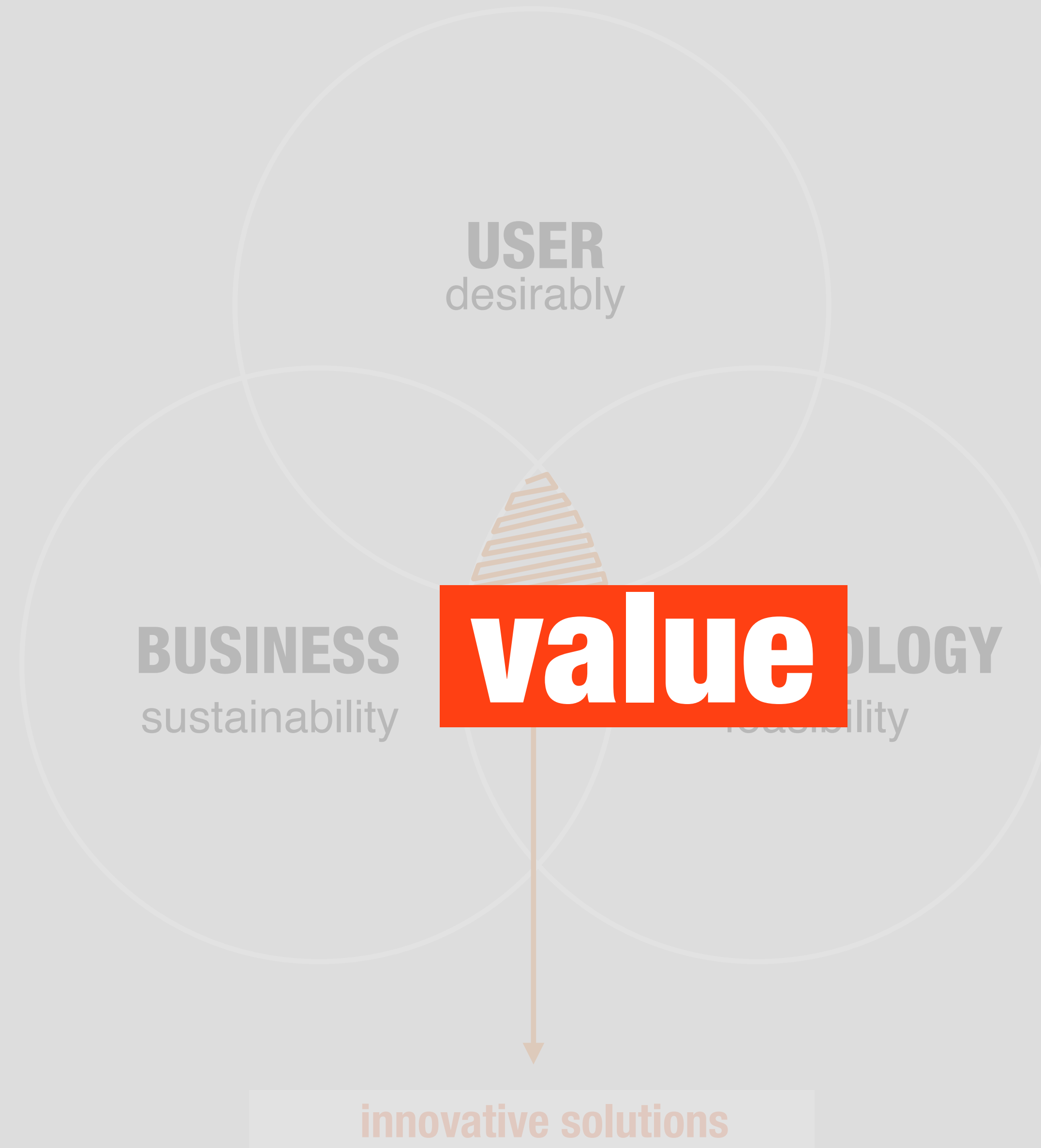
Future success in business depends on the ability of organisations to become true facilitators of value co-creation.

designthinkersgroup

bring all stakeholders together

use visual representation for alignment

TOOLS
Support in facilitating a DesignThinking mindset

STAKEHOLDER MAPPING

WHO ARE THE STAKEHOLDERS?
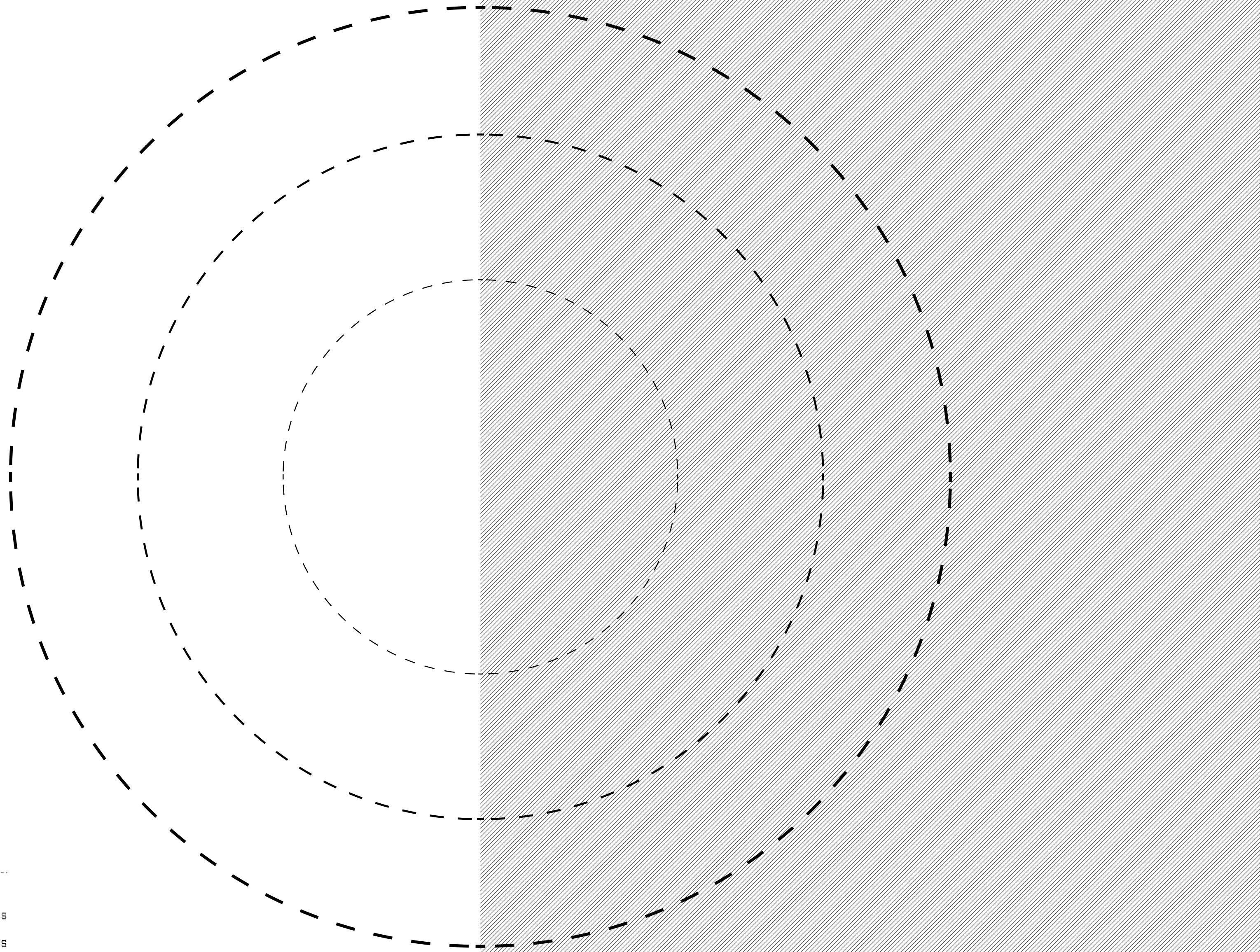
EXAMPLES OF STAKEHOLDER

👤 EMPLOYEES   👥 SUPPLIERS   💼 CREDITORS

🏛 GOVERNMENT   👥 COMMUNITY   👤 CUSTOMERS

*design*thinkersgroup

*design*thinkersacademy

VALUE NETWORK MAPPING

THE KEY RELATIONSHIPS BETWEEN STAKEHOLDERS

EXAMPLE

! ✋

♥

EXAMPLE

VALUES

$$ MONEY POWER EXPOSURE EXPERIENCE

♥ LOVE REPUTATION RIGHTS

! ATTENTION TRUST SERVICE PRODUCT

INFORMATION CREDITS

*design*thinkersgroup

*design*thinkersacademy
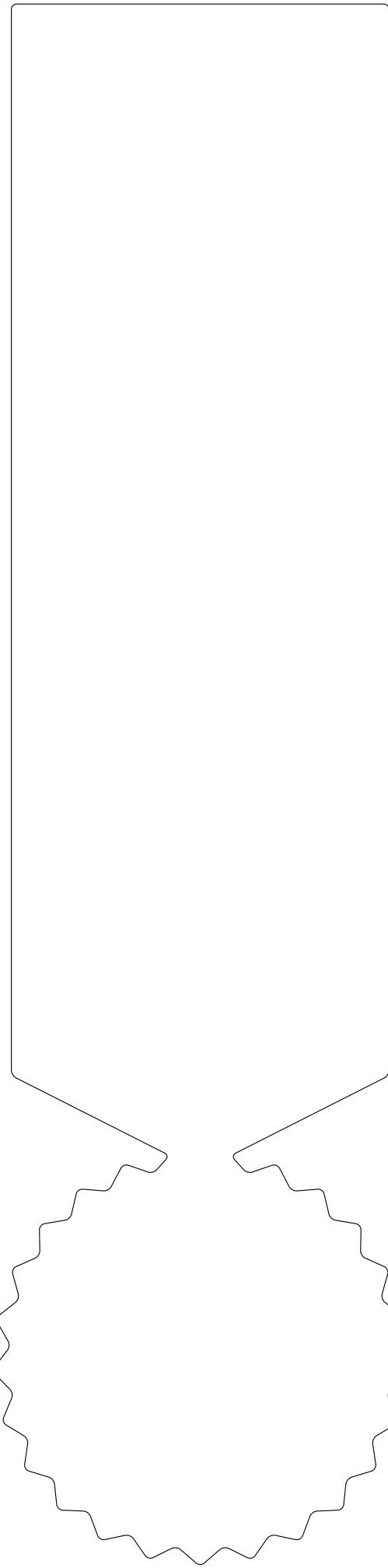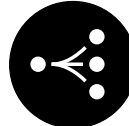
CUSTOMER JOURNEY MAPPING

COMPLETE DESCRIPTION OF THE SERVICE COMPONENTS

IDENTITY

EMOTIONAL STATUS

CONTEXT

CUSTOMER'S JOB

TIMELINE OF JOURNEY STAGES

TOUCHPOINTS

COMPANY ACTIONS

INSIGHTS & OPPORTUNITIES

PERSONA SKETCH

*design*thinkersgroup

*design*thinkersacademy

Designing with
CUSTOMER JOURNEY
MAPPING

CUSTOMER EXPERIENCE

explore » **design** » **implement**

CJM METHODOLOGY

ITERATIVE PROCESS

REFINE

BUILD

INTEGRATE
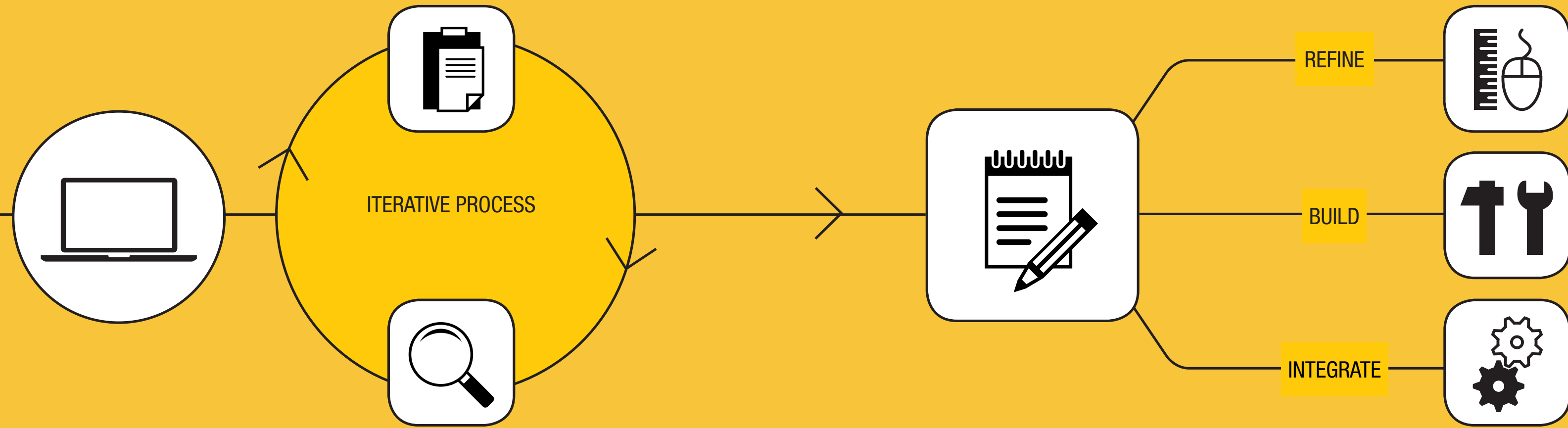
DESK RESEARCH

QUALITATIVE AND QUANTITATIVE RESEARCH

CONCEPTUALIZING AND PROTOTYPING

BUILDING AND IMPLEMENTING

TOOLS

Value Network Map
Stakeholder Map
Context Map
Reflection Tool

Persona Map
Cultural Probe
Interviews
POEMS Map
CJM Map
Customer Insights
Reflection Tool

Concept Development
Service Scenario
Service Blueprint
Design Prototypes
Business Model
Roadmap Tool
Reflection Tool

Training
Communication
System/Organization Design
Reflection Tool

OUTCOME

- Stakeholder Insights
- Context Insights
- Internal Company Data
- Stakeholder ownership

- Quantitative and Qualitative Customer Data
- Visualization Personas
- Visualization Customer Journeys
- Description Customer Insights
- Stakeholder ownership

- Service concept
- Blueprints and prototypes
- Roadmap
- Stakeholder ownership

- Platform
- Organization
- Process
- Human Resources
- Trainings
- Communication

Who is your customer, and what do they need?

STUDENT
Age: 22 years

"I like to eat whatever I want."

- Computer use
- Tablet PC use
- APP book meal use
- Smartphone use

A student in a prestigious university with a part-time job near the campus. Since she is money conscious, she checks the discount info and she keeps the coupons. She is active, easy-going and she likes to make new friends. She likes to go shopping and eating with friends.

WORKING LADY
Age: 25 years

"I look for nutricious products for a good price. I take good care of my body."

- Computer use
- Tablet PC use
- APP book meal use
- Smartphone use

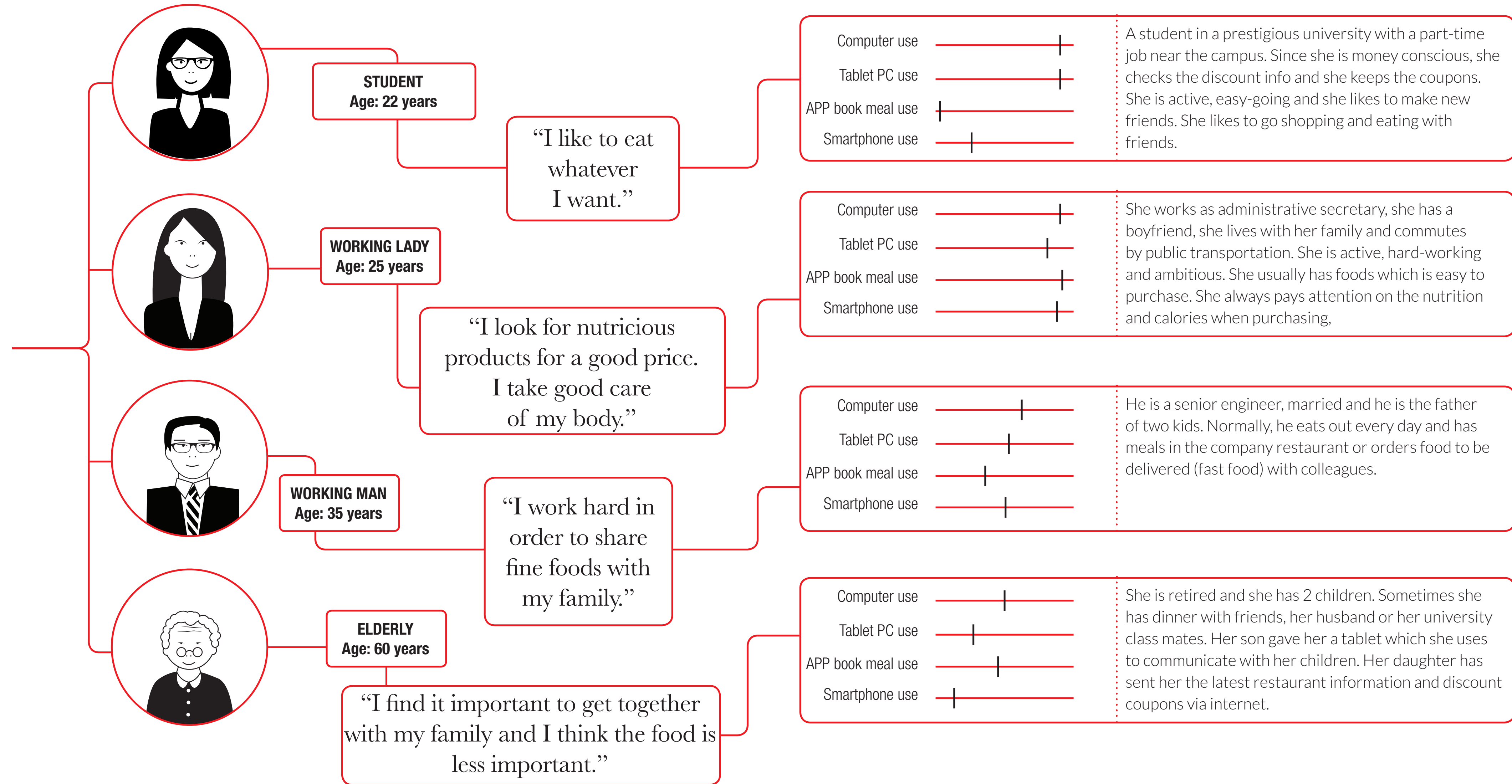She works as administrative secretary, she has a boyfriend, she lives with her family and commutes by public transportation. She is active, hard-working and ambitious. She usually has foods which is easy to purchase. She always pays attention on the nutrition and calories when purchasing,

WORKING MAN
Age: 35 years

"I work hard in order to share fine foods with my family."

- Computer use
- Tablet PC use
- APP book meal use
- Smartphone use

He is a senior engineer, married and he is the father of two kids. Normally, he eats out every day and has meals in the company restaurant or orders food to be delivered (fast food) with colleagues.

ELDERLY
Age: 60 years

"I find it important to get together with my family and I think the food is less important."

- Computer use
- Tablet PC use
- APP book meal use
- Smartphone use

She is retired and she has 2 children. Sometimes she has dinner with friends, her husband or her university class mates. Her son gave her a tablet which she uses to communicate with her children. Her daughter has sent her the latest restaurant information and discount coupons via internet.

Re-designing the full (customer) experience

Context
Inspired and energized she can go back to work happy and relaxed.

Going back to office.

7

Context
After lunch she enjoys the relaxing massage provided in the de-stress area.

Enjoying the massage

6

Context
The staff brings her the lunch and she uses the iPad on the table to get tips about health.

5

3

Entering store and wait in line.

Context
The waiting time has a negative impact on the service experience.

Staff welcomes her.

4

Context
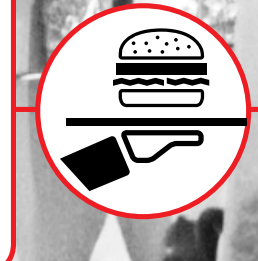The staff welcomes here and show her to the de-stress area.

1

Having meetings at work.

Context
Due to her busy schedule and stressed colleagues she starts to feel pressure. Her mood is getting worse.

2

Looking for healthy and relaxed lunch.

Context
Through the mobile website she discovers the health package of the restaurant nearby. She orders her lunch on the mobile APP.

42

High impact, low effort

sweet innovation spot
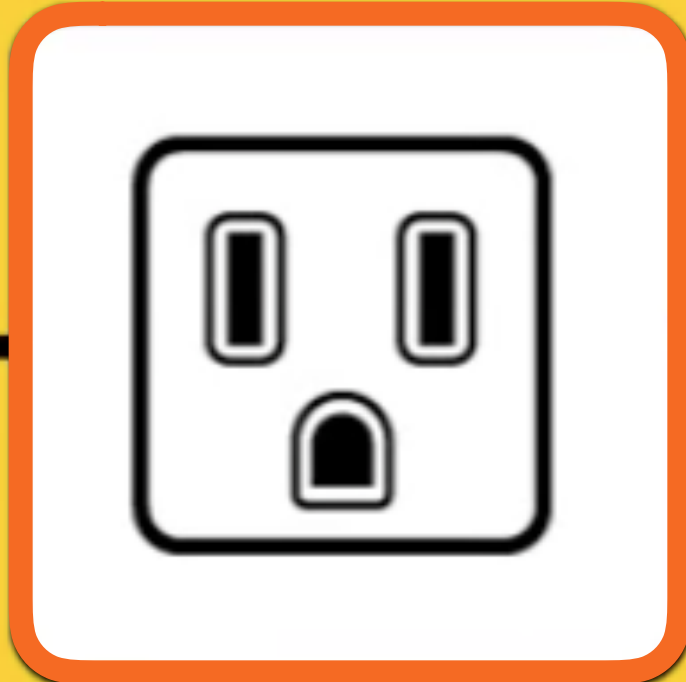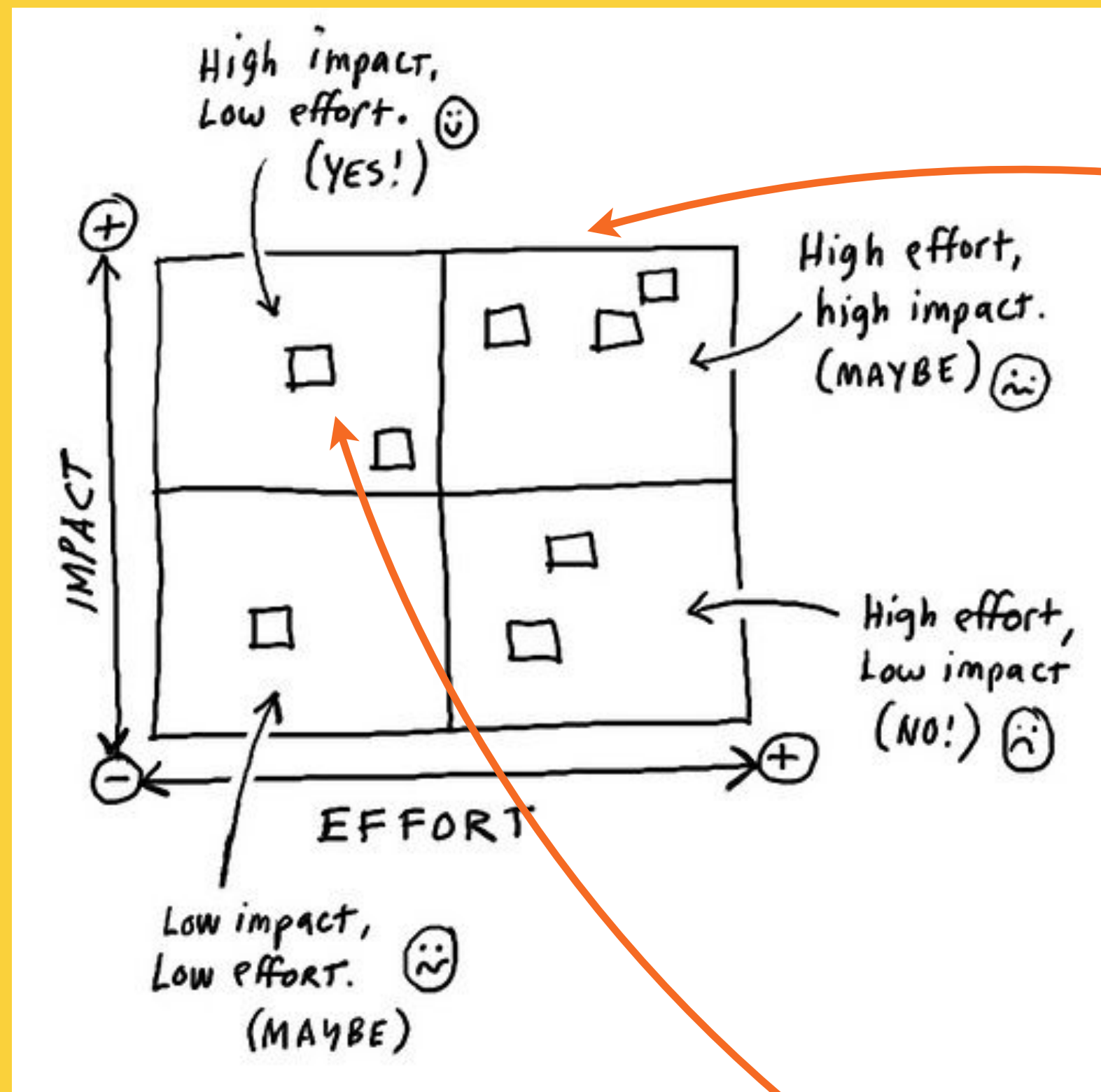
What shall we (co)design?

a.k.a. questions?

designthinkers
Greece

thank you :)