

Design Thinking !

REPORT

DESIGN THINKING

DISCLAIMER

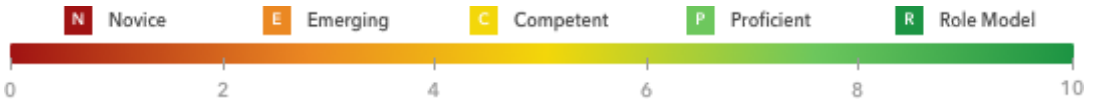
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Your Design Thinking Score

6.43

This score factors in everything you have done in the simulation. It measures your efforts to understand your customers, the quality of ideas generated, the validation exercises you have undertaken at every stage and how well you have understood the processes in Design Thinking. The higher the score (out of 10), the better your performance.



Brad
Chief Executive Officer

”

I can't say I'm very happy, but I can't say I'm unhappy either. Yes, things could have been much better - perhaps you could have understood our customers better, or maybe you could have been more creative with your ideas. Then again, your Design Thinking skills have kept Getchu afloat this long. Maybe with a bit more of it, Getchu will be back at the top of the table where it belongs, eh?

”

Your Objectives

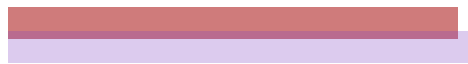
REVENUE **\$1,084,076.87**



TARGET **\$1,000,000**

That's a win! Congrats, you reached your target.

CUSTOMER EXPERIENCE (CE) **8.82**



TARGET **9**

Hard luck! You failed to achieve your target here.

EXPLORATION

43.19%

CREATION

44.19%

REFLECTION

65.7%

INNOVATION

59.99%

OVERVIEW

REVENUE

\$1,084,076.87 / 1,000,000

▲ \$298,698.62



CUSTOMER EXPERIENCE (CE)

8.82 / 9

▲ 1.41



Total Budget Spent : **\$56,650**

11

GENERATED
IDEAS



8 PROTOTYPED

\$12,950

7 IMPLEMENTED

\$40,700

4 TESTED

\$3,000

Quarter 1 Insight

Good job! With business improving, the CEO sends out an email congratulating everyone on a good quarter and singles you out for a special mention. When you next meet with your team, you remind them that you are all on the right track, but there is still a lot to do for the second quarter before Getchu can be #1 in the industry again.

Quarter 2 Insight

Congratulations! Revenue, customer experience and other indicators are up! During the next Town Hall meeting, the CEO attributes the turnaround to your design thinking approach and urges other departments to follow suit. You and your team bask in the glory of success, ready for the next set of challenges.

EXPLORATION

43.19%

This score is a composite measure of your observational and empathetic skills. A high score means that you were able to build a deep understanding of your customers.

MED

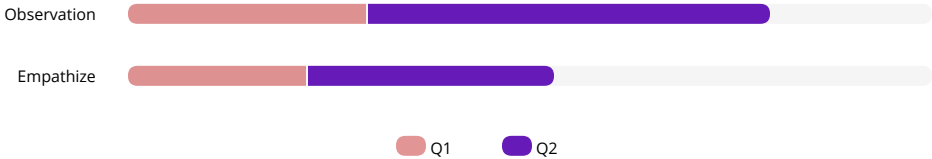
Observation

To really understand your customers, you must observe their behavior and engage with them through active means such as surveys, interviews and focus group discussions.

MED

Empathize

To know what customers feel about you, find out what they are saying about you on other channels such as social media, app stores, review pages and support forums.



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Insights



Your score indicates that you did not commit yourself fully to understanding your customers. As a result, your partial awareness of their needs and problems hindered your ability to generate genuinely effective solutions. Dig deeper next time!

CREATION

44.19%

This score is derived from the number of ideas you were able to generate, dig deeper into, prioritize, and refine. A high score means that you were able to develop a lot of ideas.

HIGH

Idea
Generation

Your ability to generate ideas stems from your understanding of the problems at hand. The deeper your awareness, the more ideas you are likely to develop or generate.

LOW

DFV Score

Using this feature helps you assess the quality of an idea in objective terms (see graphic below). How many of your ideas did you actually unlock the DFV scores for?

Design thinking functions within a framework of the following 3 intersecting "constraints."



Desirability – what do people or customers desire?
What people want or will come to want; what makes sense to people and for people

Feasibility – what is technically and organizationally feasible?
Which is what can be done; what is functionally possible within the foreseeable future

Viability – what is financially or economically viable?
What you can do successfully within a business; what is likely to become part of a sustainable business model

The ultimate goal is that the idea finds its **Sweet Spot** right in the middle of the three circles, thus being desirable, feasible and viable – all at the same time.

Insights



While you may have not generated as many ideas as was possible, or even dug as deep into each idea as you could have, you still made some progress towards your objectives. Try harder next time - perhaps you will discover that one idea that makes all the difference!

65.7%

REFLECTION

This score is a measure of how well you were able to analyze your new ideas through prototyping and testing. A high score means that you were able to generate a lot of useful insights.

HIGH Prototype

Prototyping high-potential ideas is a great way of determining their chances of success and discovering ways to improve them before you commit to them.

MED Testing

Testing is more rigorous than prototyping, but it can also yield high quality data that will help you take an informed decision on implementing or rejecting an idea.



This is a one liner text about the above graph to help the users understand the graph better

Insights



By prototyping and testing most - if not all - your ideas, you were able to generate enough data and insights about these ideas. This helped you improve these ideas before you implemented them, getting you much closer to your objectives without wasting your resources.

INNOVATION

59.99%

This score is a measure of how you've utilized creative, innovative ideas in the simulation. A high score means that you were able to build a significant number of innovative ideas.

HIGH

Execution Innovation

An innovative idea might not always seem like an obvious choice at the outset, but it might reveal itself to be a game-changer when you dig deeper. How many such ideas did you explore?

HIGH

Prototype Innovation

This is the number of innovative ideas that you were able to generate (or discover) within the simulation. The more the number of such ideas generated, the greater your chances of success.

Insights



You were able to develop and utilize innovative ideas effectively, and this helped you move closer to your objectives. Carry this spirit of innovation on to the real world as well and encourage your team members to constantly think outside the box to stay ahead of your competition.

KEY TAKEAWAYS

Having played this simulation, we are sure that you have a stronger appreciation for the Design Thinking process and how it can help you solve problems. Here are a few key takeaways for you to keep in mind as you move out of the simulation and back to real life.

- To effectively harness the Design Thinking process, start out by doing everything you can to understand your customers' needs and problems.
- At every critical juncture from observation through execution, make it a point to validate your assumptions and theories before proceeding further.
- Design Thinking is a process that's enriched by group participation. Involve the right people at the right stages to stay on the right track.
- Involve stakeholders from multiple teams to fine-tune your DFV calculations so that you can have a solution that's desirable, feasible and viable.
- Design Thinking is an interactive process where knowledge is constantly being updated. As a result, even the problem statement might be continuously revised.

