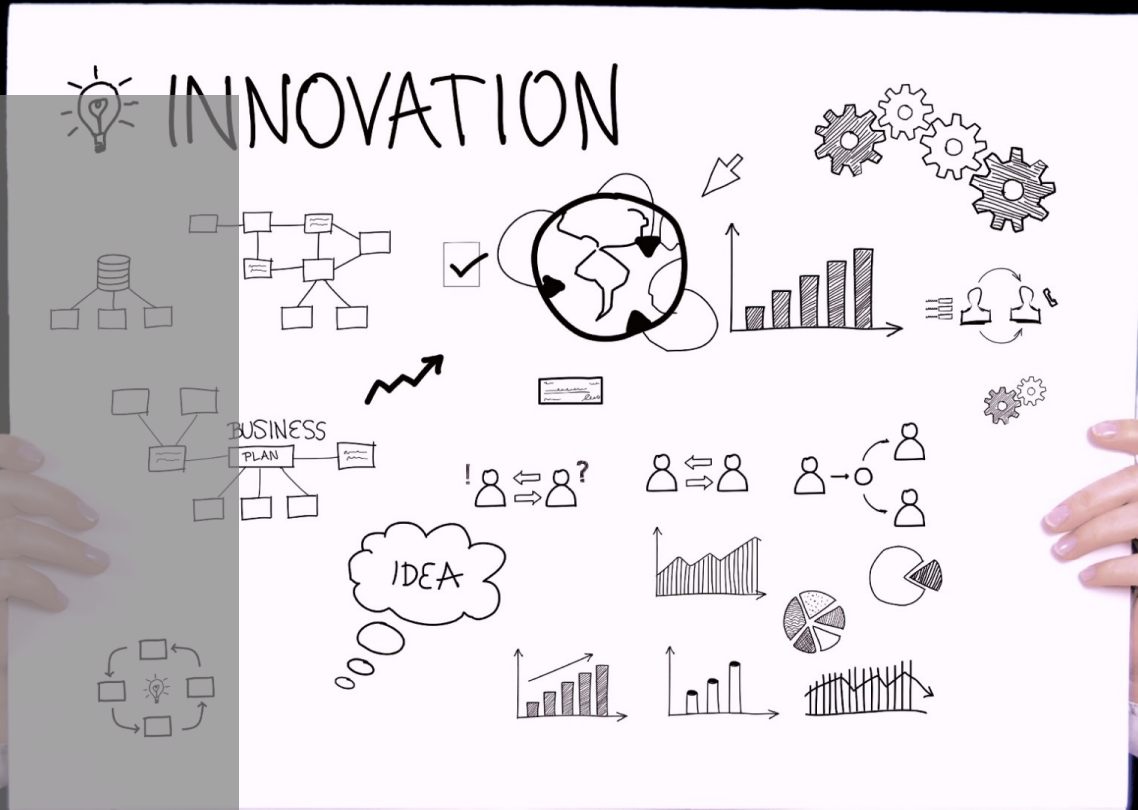


Design Thinking workshop



Design Thinking Method

Finding Opportunities



FRAME A QUESTION

Identify the right problem to solve for.



GATHER INSPIRATION

Inspire new thinking by discovering what people really need.



SYNTHESIZE FOR ACTION

Make meaning out of diverse information to identify a strategic focus.

Creating Solutions



GENERATE IDEAS

Push past obvious solutions to come up with breakthrough ideas.



MAKE IDEAS TANGIBLE

Build rough representations of your idea to help you think.



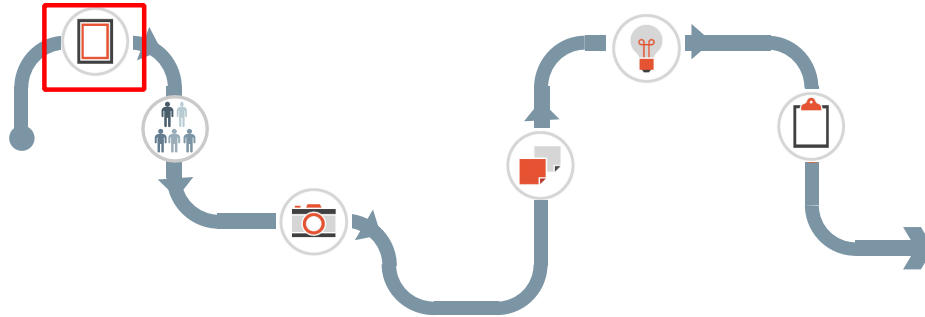
TEST TO LEARN

Experiment your way toward market through iterative prototyping.

A DT project roadmap



Phase 1: Spot Opportunities



Meetings or workshop with business owners to spot promising areas for innovation based on: need to differentiate, non-incremental improvements, a new area to enter.

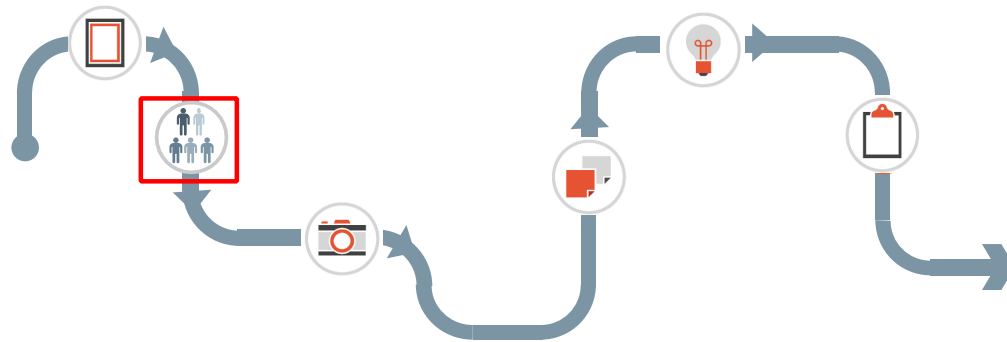
Create HMW question as a starting point for DT

Present multiple HMW statements (challenges) to the business owners → decide one to focus

Define categories of Extreme & Analogous users based on that

Create users pool (real persons to interview)

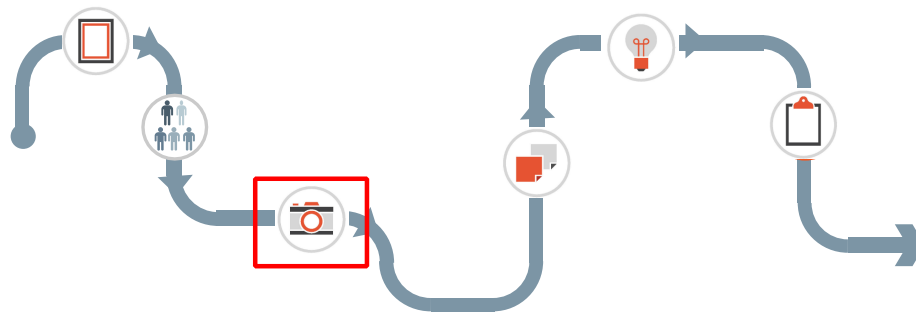
Phase 2: Select Core/ Extended team



Core team: 4-7 participants, from various functions

Extended team: 5-6 more people, mainly for Brainstorming

Phase 3: Observation & Research

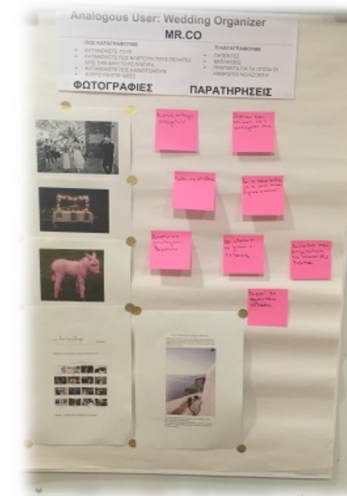


Observe Extreme & Analogous users (10-12, max 20)

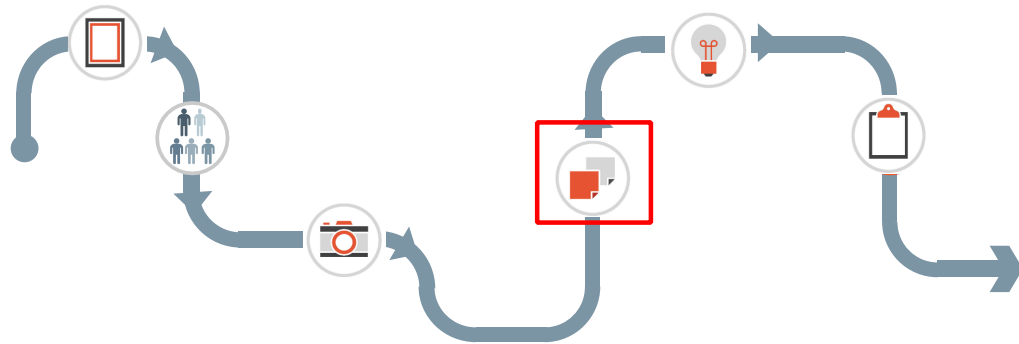
- Conduct interviews (in pairs)
- Conduct other research (if needed)
- Who: core team

DT Expert's commitment

- Training core team on how to conduct an Interview
- Prepare some questions for the interview (as a framework for the discussion)
- Conducting 1-2 interviews
- At the end: meeting 4 hours with the team to share interviews' input and other findings



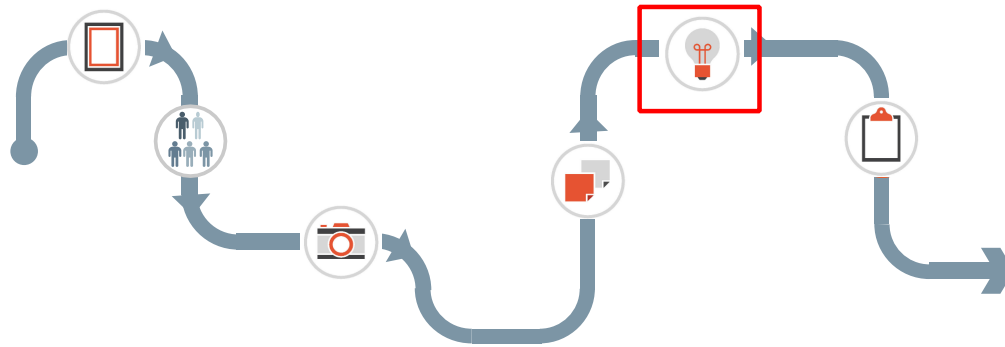
Phase 4: Draw Insights



2 sessions X 4 hours to draw insights from observations

- Who: core team
- Reflect & conduct research for insights
- Finalize insights
- Return back for some more Observations if needed

Phase 5: Ideation

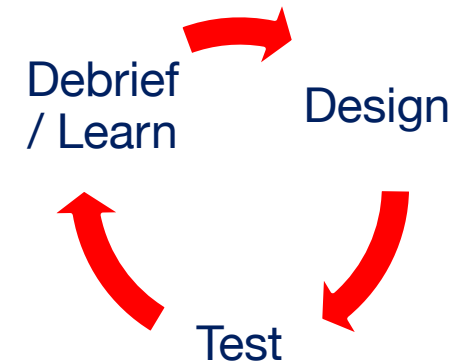
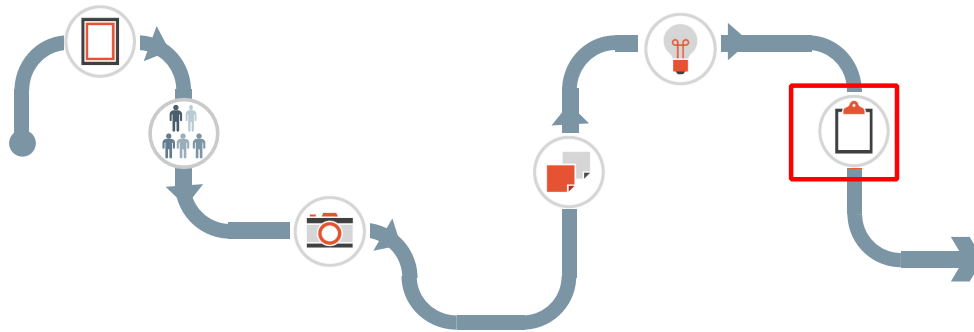


Conduct several sessions, Time 1 hour each.

Who: Core team + Extended + Outsiders (may invite non Eurobank people, e.g. students, children, other professions)

Spilt in teams of 5-6 persons

Phase 6: Prototype & Experiment



Who: Core team + Extended team

Time: allow time in the project (several weeks), locate variables to check, run as many experiments as you can

Role of DT Expert: brief Extended team members how to conduct the experiment (what to ask)

Enabling actions

Dedicated Team
(10%-20% of their time)

Management Sponsorship

Visibility

Dedicated space

Avoid idea corporatization

Thank you

