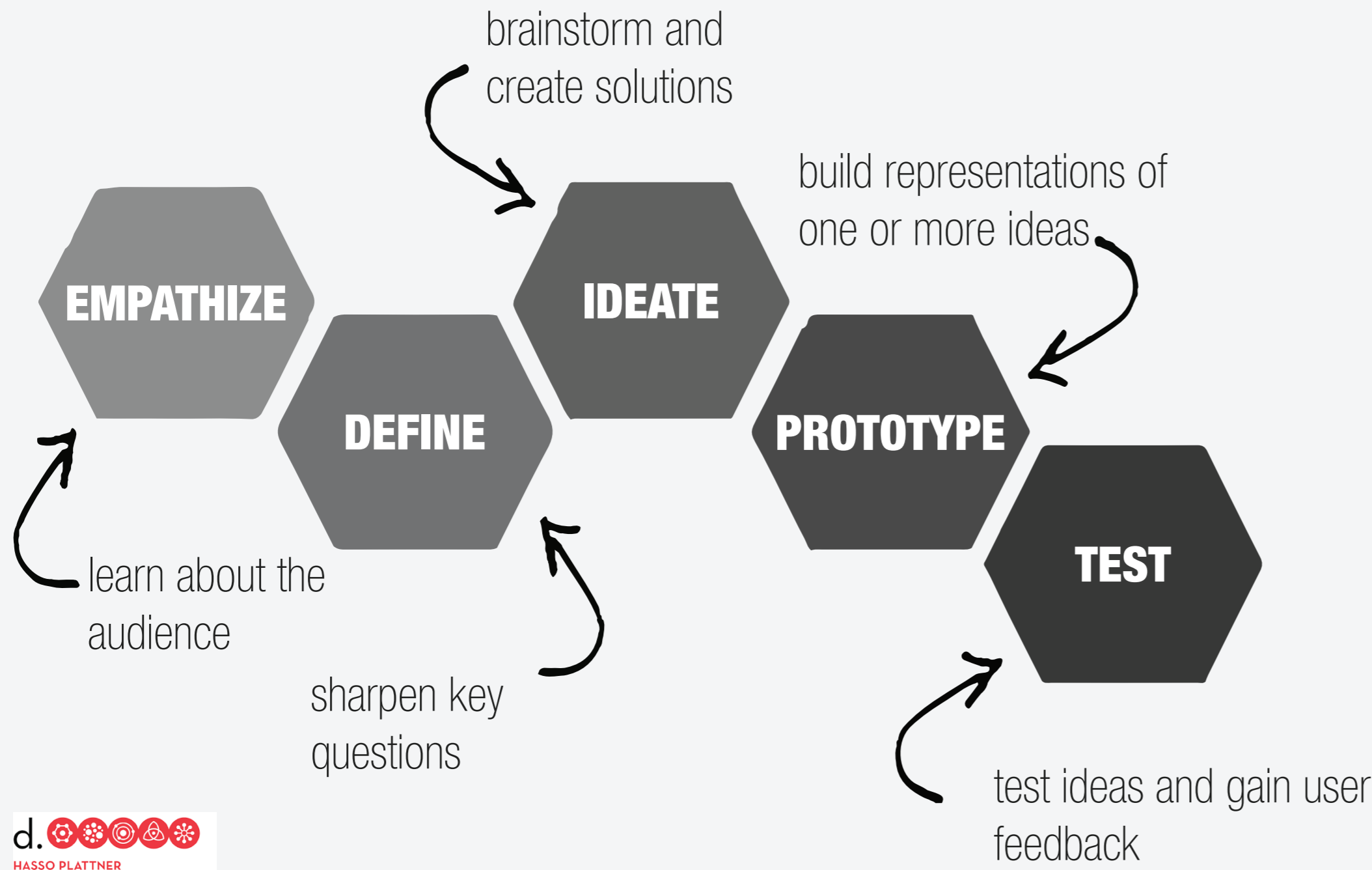


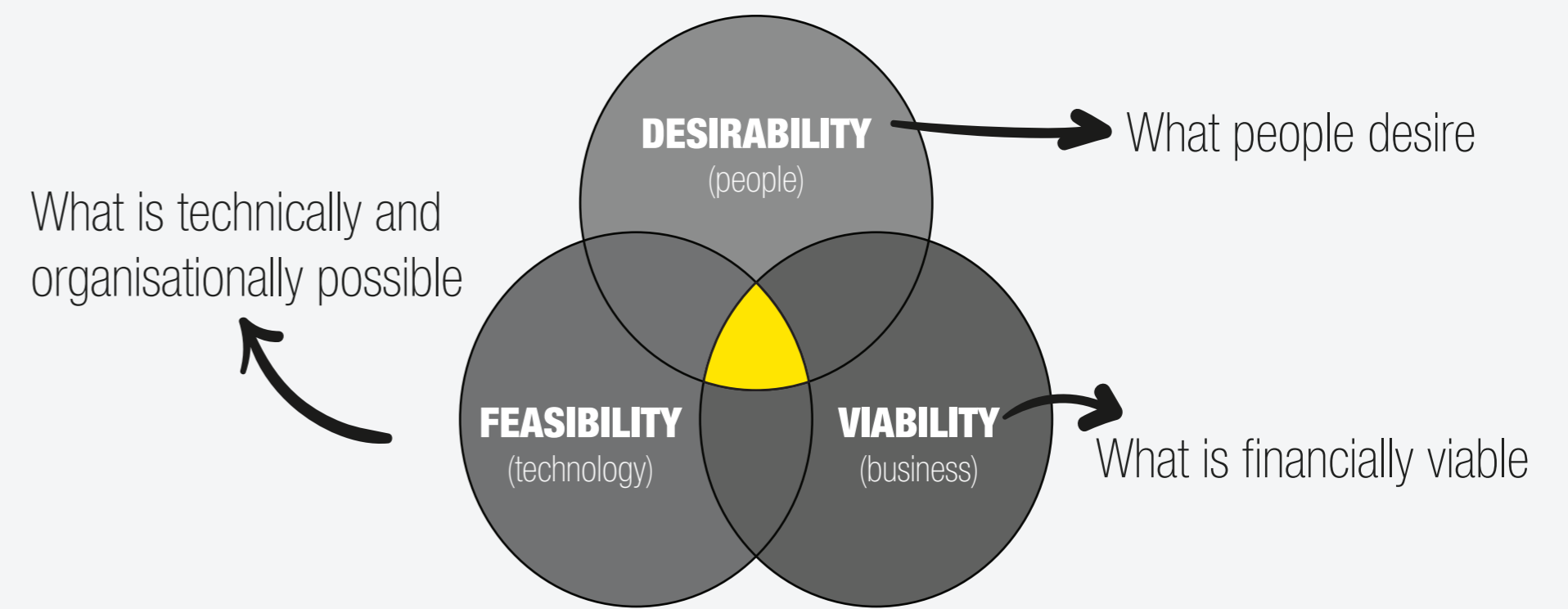
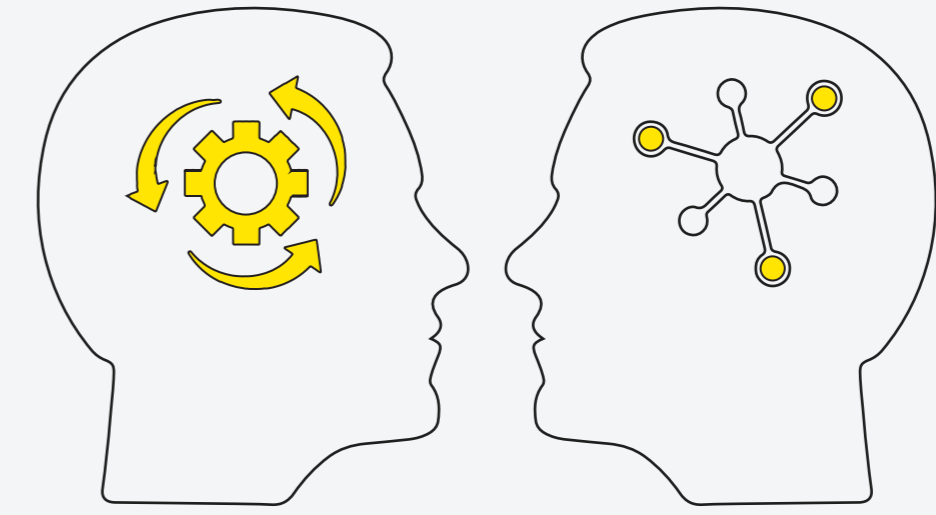
THE EXPLORATION OF DESIGN THINKING IN EUROPEAN FIRMS

This research aims to explore how organization by implementing The Design Thinking principle can improve their organizational outcomes and increase their innovative capabilities.

DESIGN THINKING is a **PROCESS** and a **MINDSET**



d. HASSO PLATTNER
Institute of Design at Stanford



DESIGN THINKING
IDEO

EFFECTIVENESS

IMPROVE THE QUALITY OF IDEA GENERATED

- Going in an iterative cycle and back to the drawing board enables concrete idea development
- DT allow experts to rethink personal choices
- Extensive ethnographic research with users assist in gaining better insights in order to understand user's needs and pain points better
- Brainstorming with people that have a unified innovative goal in trying to find solutions to wicked problems

REDUCE PROJECT RISK AND FAILURE

- Real-life testing ensures users validation for products and services
- DT concepts ensures market availability, rather than spending large budget in trying to push the product by extensive campaigns
- Prototyping certain ideas enables teams to determine hidden aspects.
- Generating multiple prototypes enable multiple options assessment

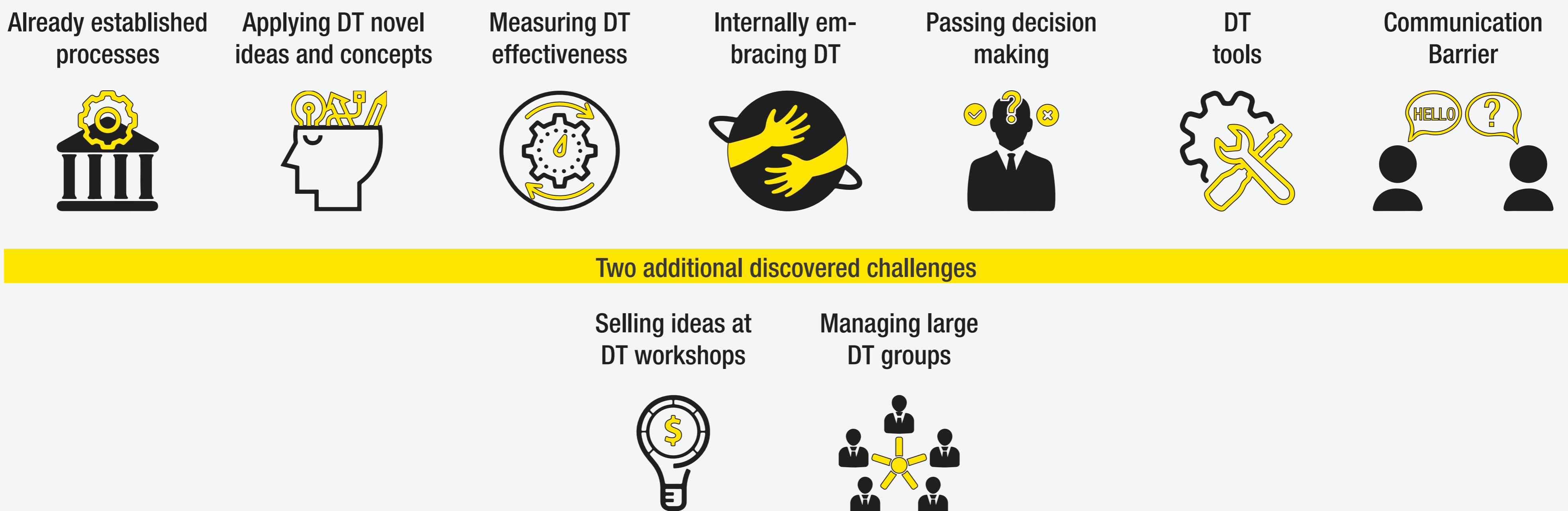
ENABLE SUCCESSFUL PROJECT IMPLEMENTATION

- DT transforms the organization rigid internal structure to a flatter and more agile
- Engaging in DT workshop with highly experienced t-shaped people and cross-functional teams
- Extensive research on users and stakeholders in the empathy step enable successful project implementation

IMPROVE PROJECT SELECTION

- DT prevents managers from making decisions based upon politics, gut feelings, and egos.
- DT effectively improve project selection and decisions on new projects delivering management with concrete insights
- DT assist middle managers in becoming more user-centric, and give validation on DT projects

CHALLENGES



By Elias Ibrahim
Supervised by Prof. Dr. Bart LETEN

elias.ibrahim@student.uhasselt.be
Master of Management - Strategy Innovation Management

