Design Thinking for Business Agility

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#WHY AGILE?

The world has never changed so fast and will never change as slow.

The new Speed of change demands new ways to run businesses

52% of fortune 500 from 90's don't exist anynore.

#WHY AGILE?

The whale was once a _____

Change or Die?
Or Worse, become irrelevant.

WHAT KIND OF CHANGE?

From control	to purpose
From value capture	to value creation
From repetition	to innovation
From competition	to collaboration
From preservation	to evolution

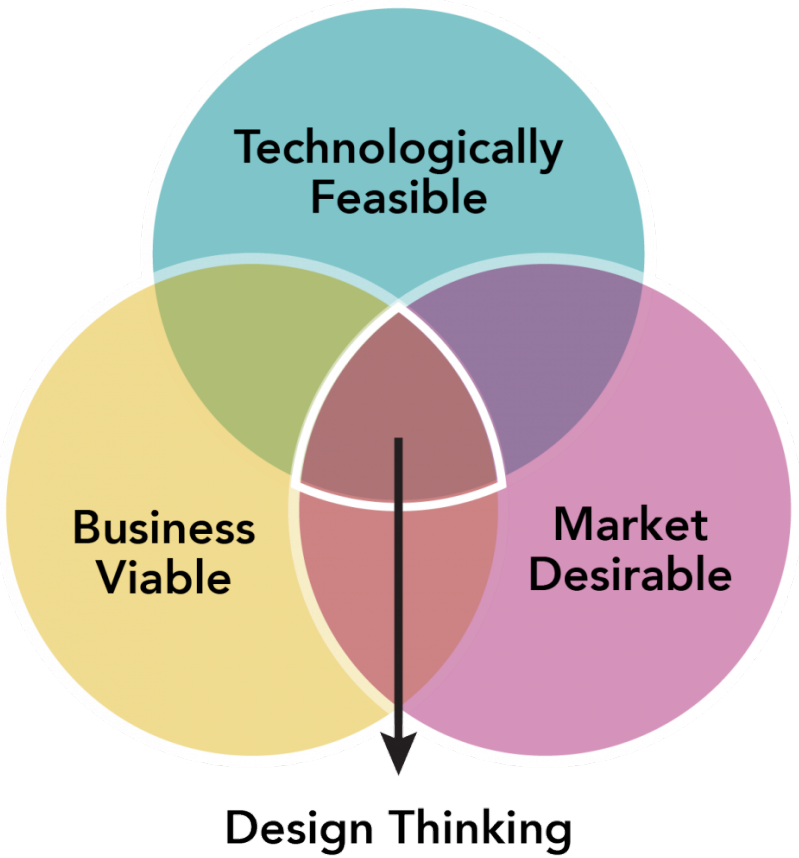
Design thinking and Business Agility.

Agility requires a business to **adopt quickly and efficiently** to **contextual changes** while it needs to keep running and growing. This is like changing a cars engine while it's running.

This kind of quick, efficient and in-action change requires **empathy and lateral thinking.**

Design thinking can help you achieve just that through these 6 key mindset's.

What?

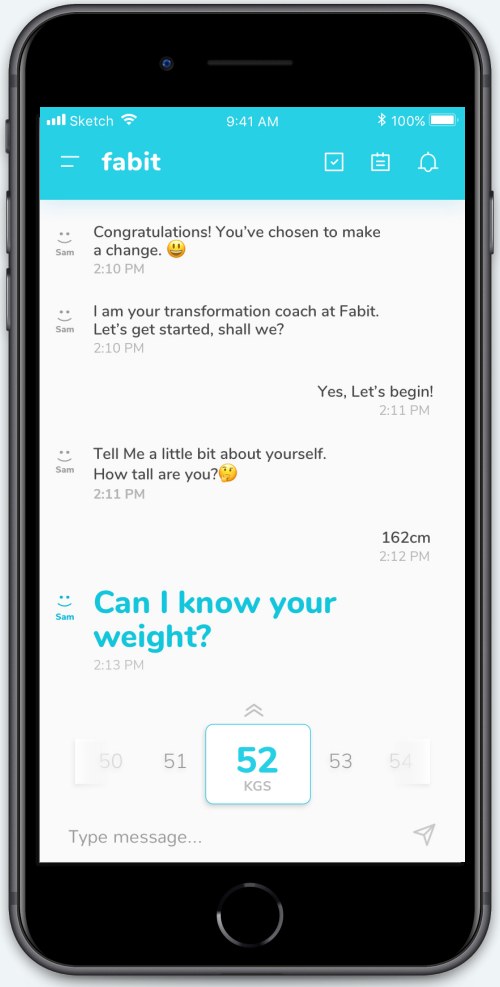

Technologically Feasible
Business Viable
Market Desirable
Design Thinking

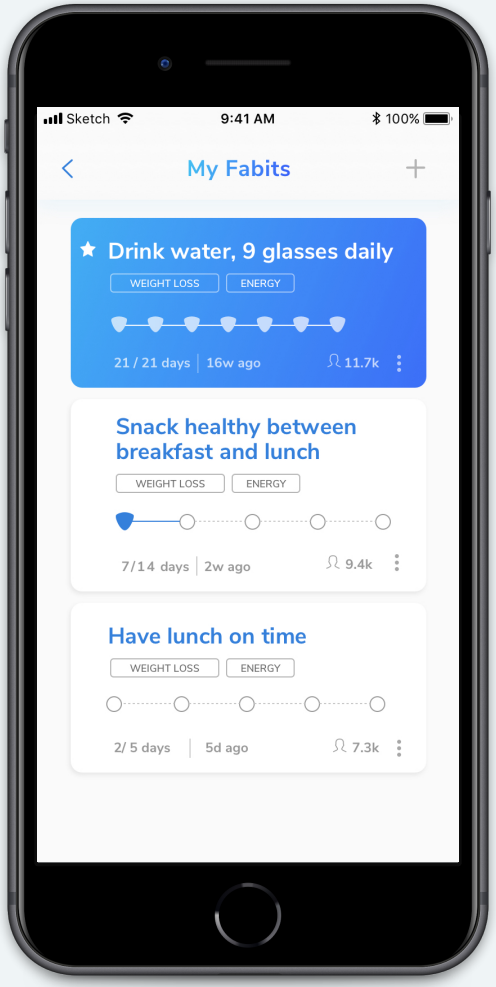
Story #1

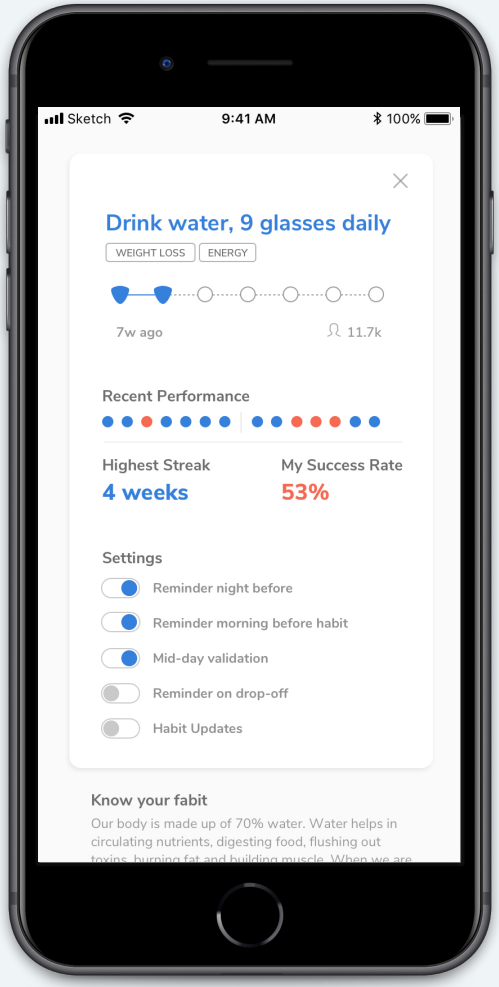
Only products that value users, are valued by the users.

From a facility booking mobile application to a habit forming tool. Getting close to users, building empathy and living their goals completely changed the product

FABIT


Sketch
9:41 AM
100%
fabit
Congratulations! You've chosen to make a change.
2:10 PM
I am your transformation coach at Fabit. Let's get started, shall we?
2:10 PM
Yes, Let's begin!
2:11 PM
Tell Me a little bit about yourself. How tall are you?
2:11 PM
162cm
2:12 PM
Can I know your weight?
2:13 PM
50
51
52
KGS
53
54
Type message...


Sketch
9:41 AM
100%
My Fabits
Drink water, 9 glasses daily
WEIGHT LOSS
ENERGY
21 / 21 days
16w ago
11.7k
Snack healthy between breakfast and lunch
WEIGHT LOSS
ENERGY
7/14 days
2w ago
9.4k
Have lunch on time
WEIGHT LOSS
ENERGY
2/ 5 days
5d ago
7.3k


Sketch
9:41 AM
100%
Drink water, 9 glasses daily
WEIGHT LOSS
ENERGY
7w ago
11.7k
Recent Performance
Highest Streak
4 weeks
My Success Rate
53%
Settings
Reminder night before
Reminder morning before habit
Mid-day validation
Reminder on drop-off
Habit Updates
Know your fabit
Our body is made up of 70% water. Water helps in circulating nutrients, digesting food, flushing out

Mindset #1

Focus on Human Values

Develop Empathy

Put yourself into the shoes of the people for whom you are trying to solve a problem

because that’s when you are able to develop a true understanding of their problem.

Mindset #2

Show, Don’t Tell

At the end of each iteration, the team shows the Product Owner, the value they produced as opposed to just talking about their accomplishments with the goal of getting timely feedback that can inform the development process.

It is essential to embrace feedback quickly (even on unfinished work).

Story #2

Collaboration

In a highly specialised world, expertise is fragmented. A product design and development process needs to have a variety of perspectives and people wearing different hats.

We worked with game designers, psychologists, behavioral economists, graphic designers, patent writers, doctors, and designers to come up with business process to change the healthcare industry

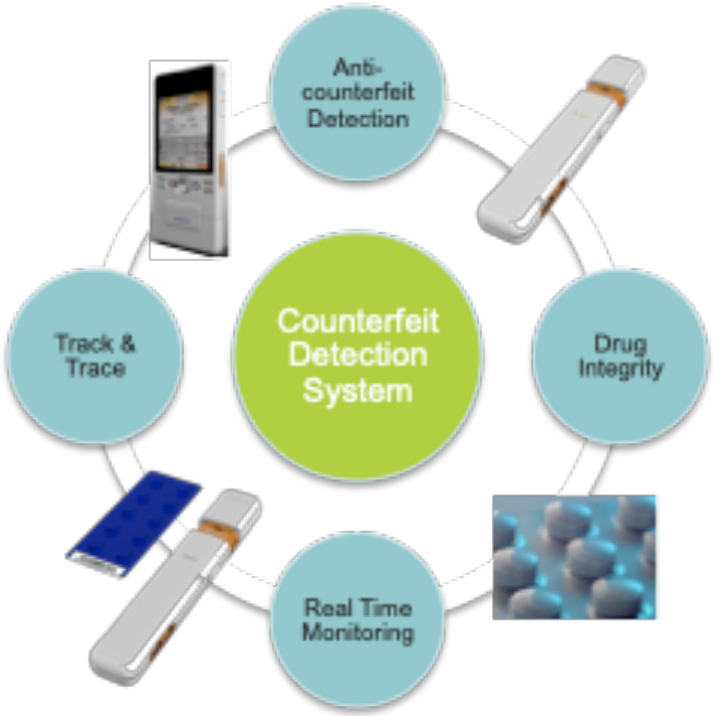
BILCARE

Story #2

Counterfeit Detection System

Drug Delivery Model

- Impossible to Duplicate
- Low costs per pack and cost of implementation
- Highly Reliable
- Discernable by Patients & Chemists
- High Brand Recall as the device would be branded by the Pharmceutical company
- Device available at incremental cost at the chemists shops



Counterfeiting in pharma, affecting health outcomes.

Story #3

Show me What you got!

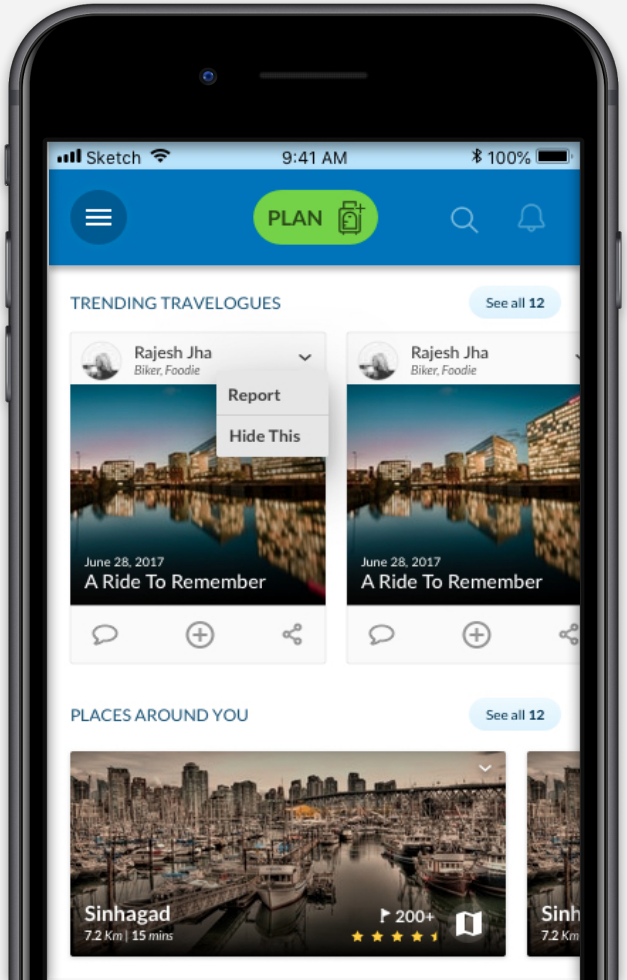
When we showed early prototypes to users we were targeting, we got great feedback and even some amazing ideas. This didn't happen when we just spoke about the product.

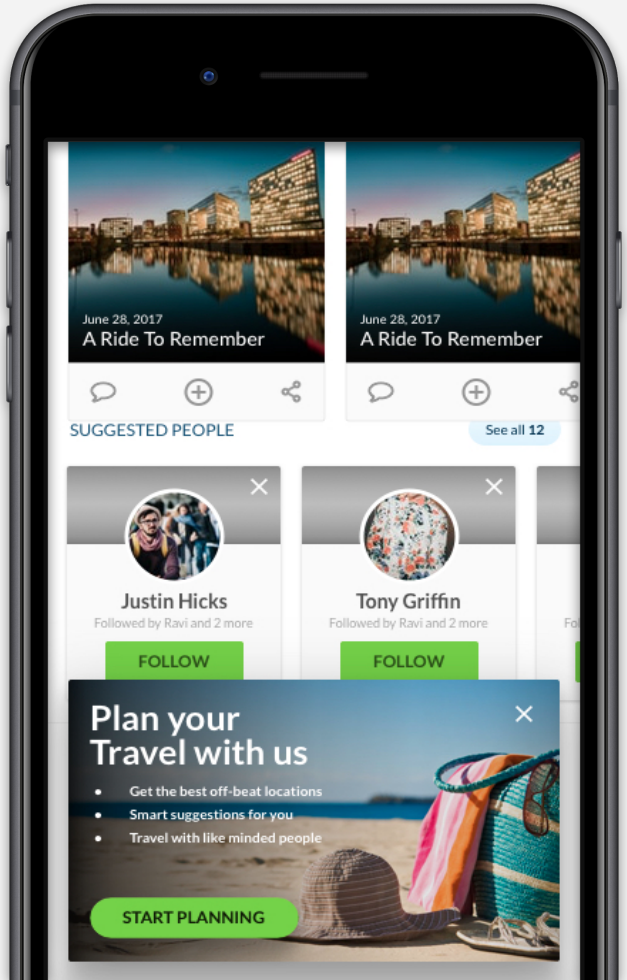
TRAVELOGUE

Get Inspired!

Home Screen

Modular home screen structure with cards allowed us to add any kind of content. Over a period of time this content would be customized based on usage.

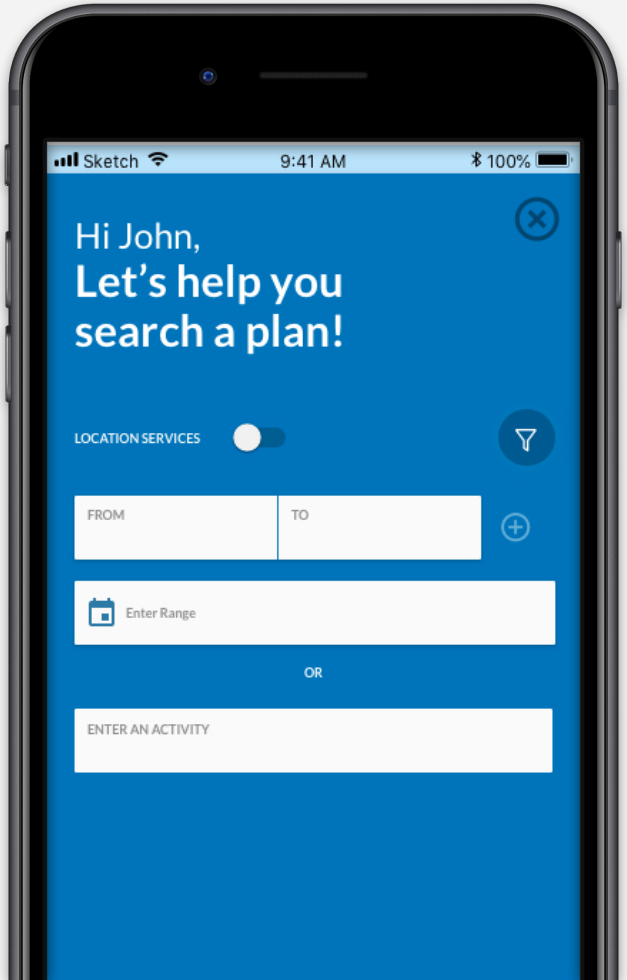


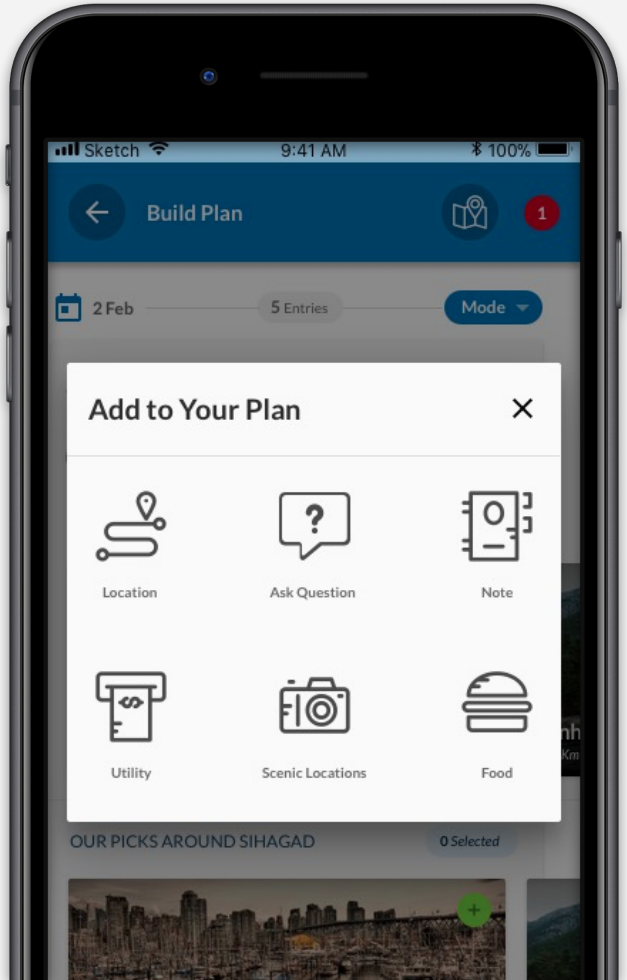


Get Moving!

Create a plan

Creating a plan based on what the user wants to do, landmarks, a date range, destination or even no destination!

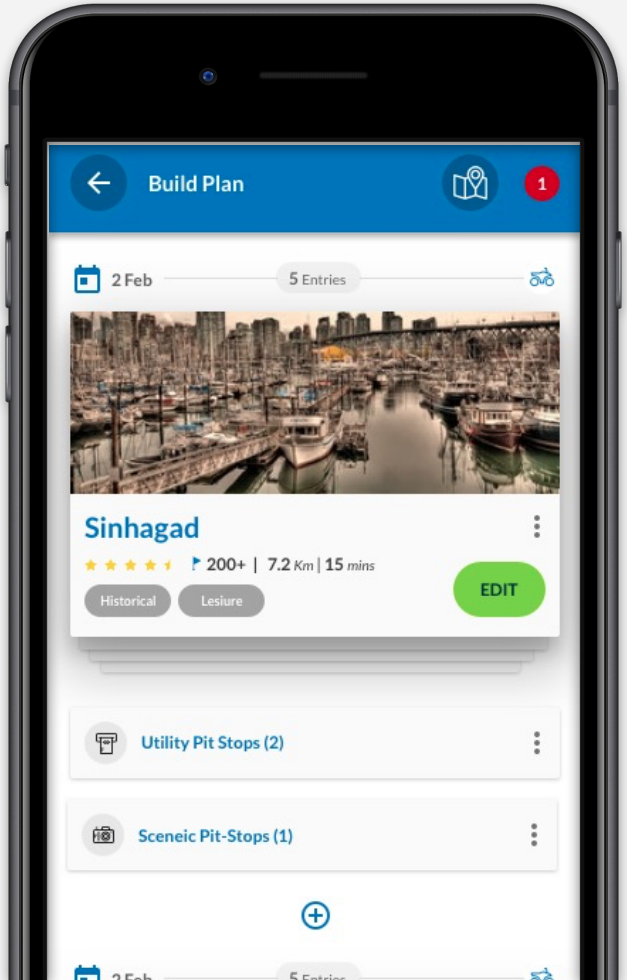


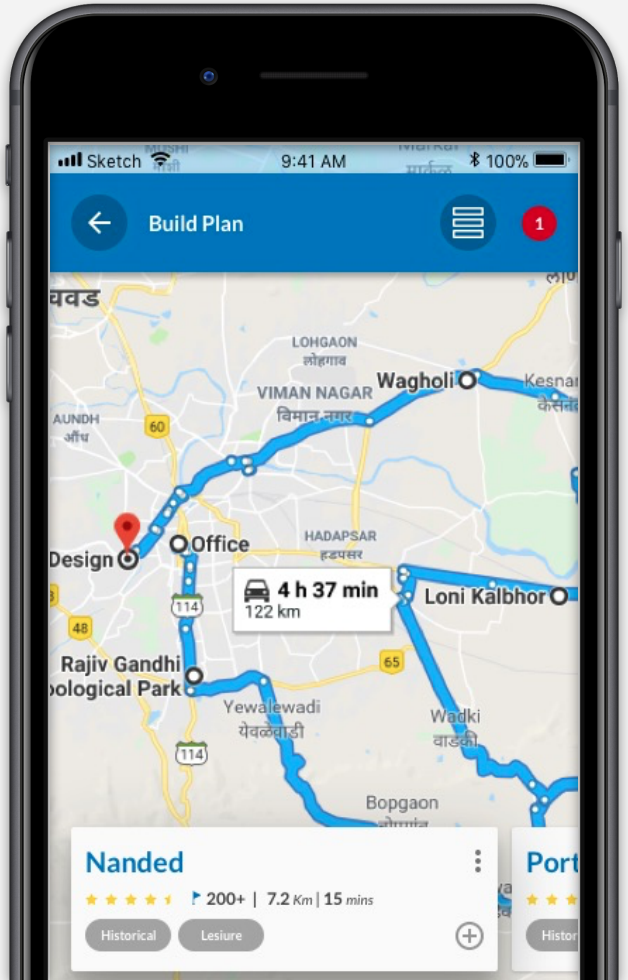


Build that plan

Create a plan

Get inspired from the existing plans or customize.

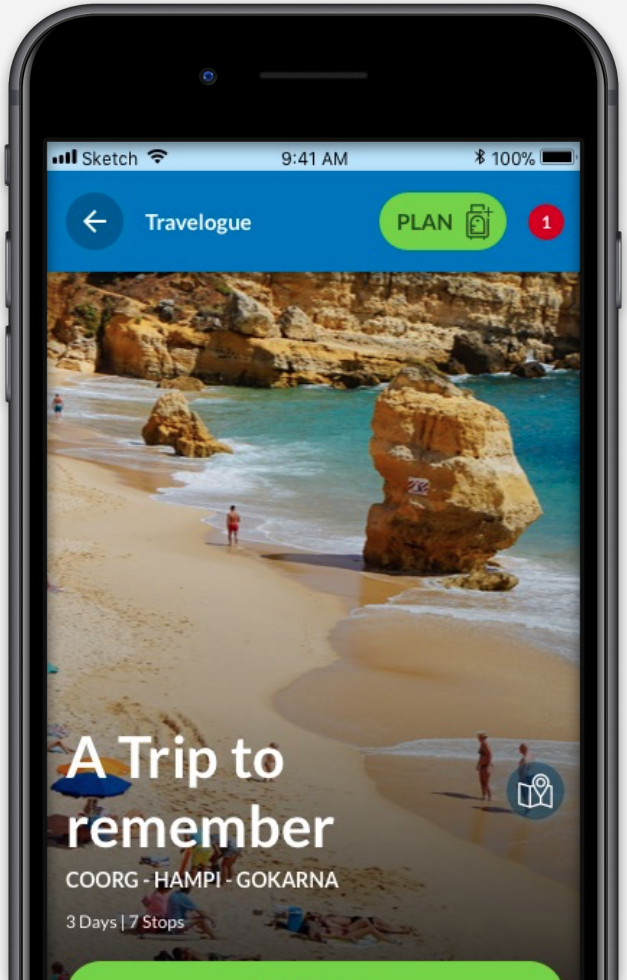


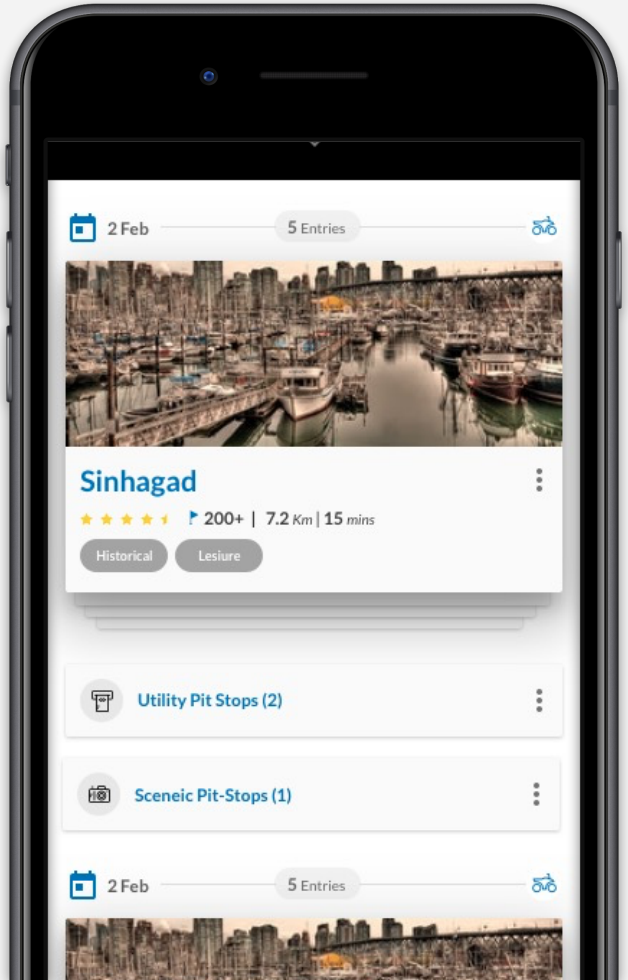


Get inspired!

View Other Travelogues

Get inspired to travel by the other users travels, stories, and posts.

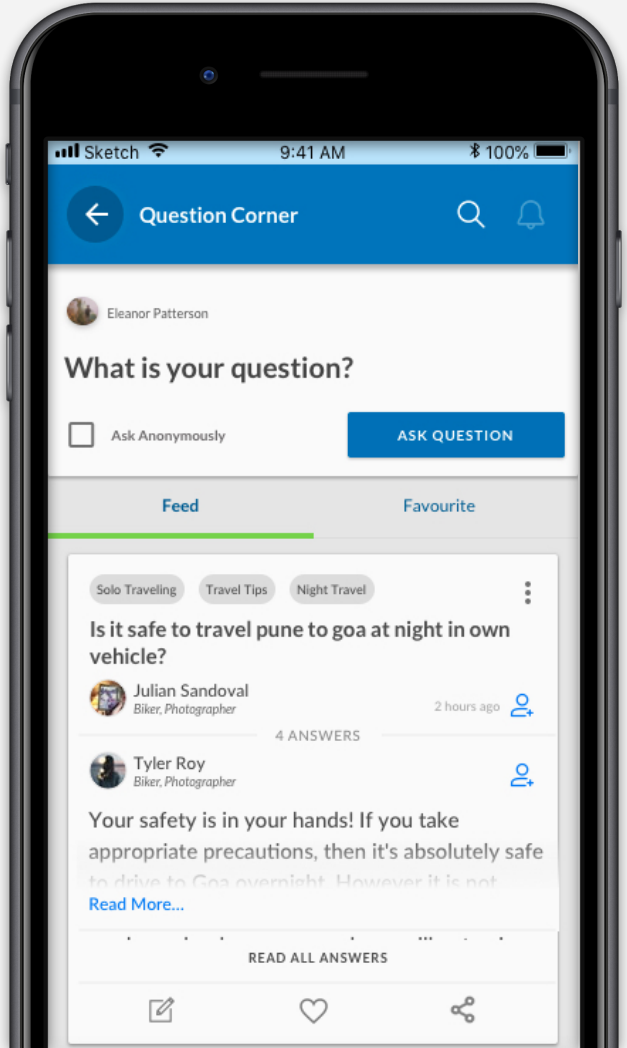




Be informed!

FAQ’s / Groups

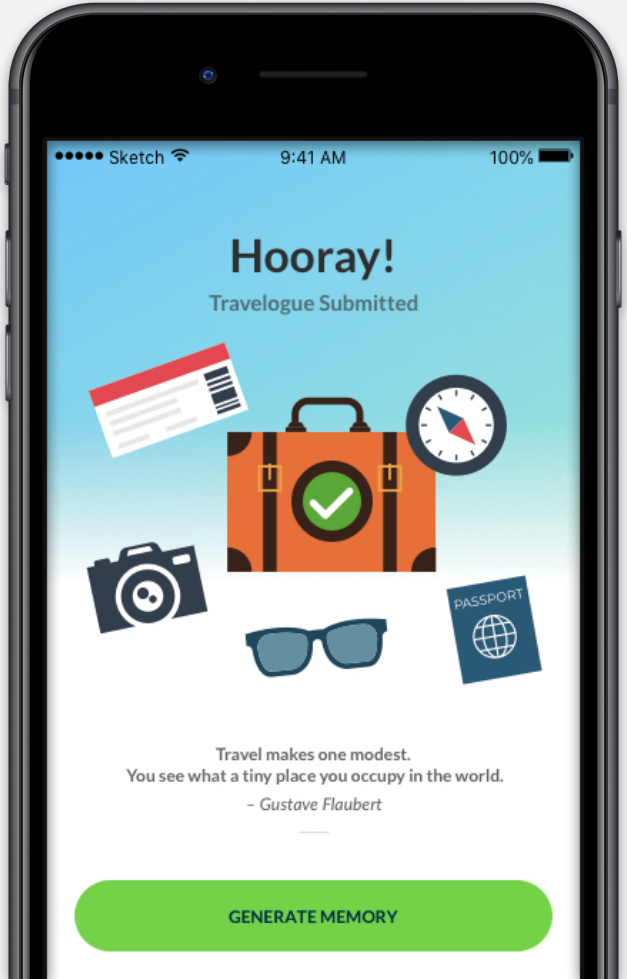
Make that perfect plan, ask the community!

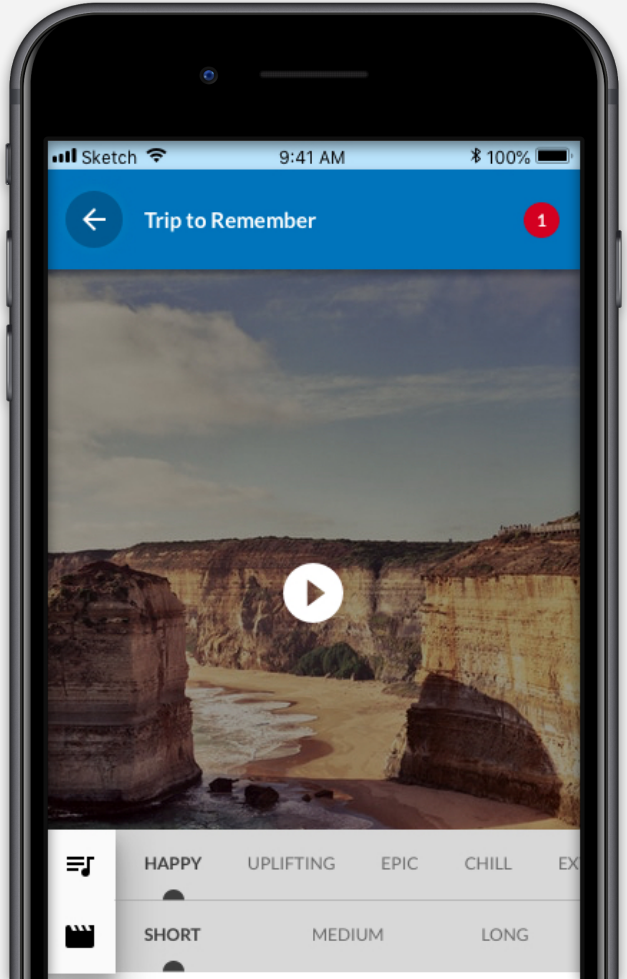


Share Memories

Compile your trip

App creates a memories for the users and users can post the memories on the platform.





Mindset #3

Culture of Prototyping

Get feedback early by showing users prototypes instead of telling them what you are trying to create.

Let’s fail fast when necessary, so one can learn from the failure and try something else.

In other words, you validate as you build.

Story #3

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Demonstrate (don’t just state) Value

We were building a product that was going to be used by a very few people, but the product had tremendous value in saving costs and time. It was great for them to see the value it was building as we kept showcasing prototypes through the process demonstratting value that was being built.

ECO AXIS IOT DASHBOARDS

Story #3

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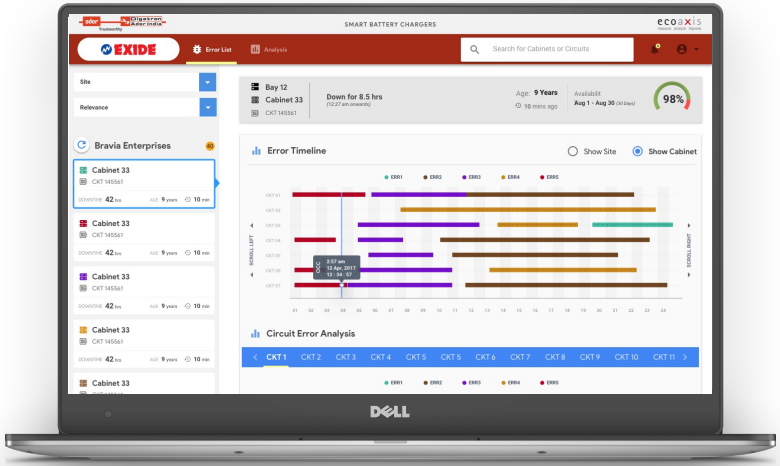
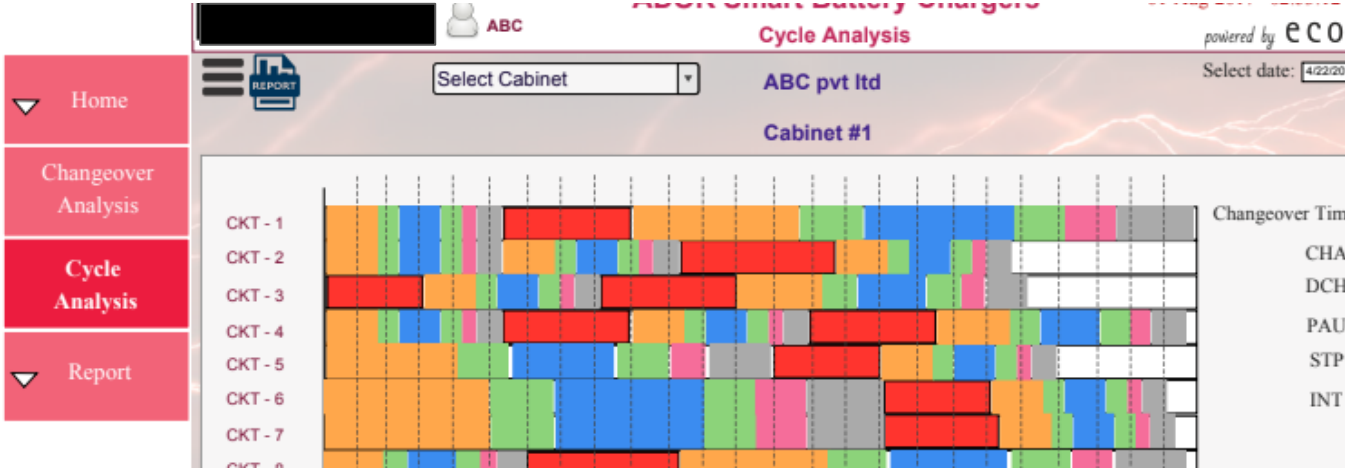
Showing the essentials brings value.

Prevent information overload, help users make the right decision.



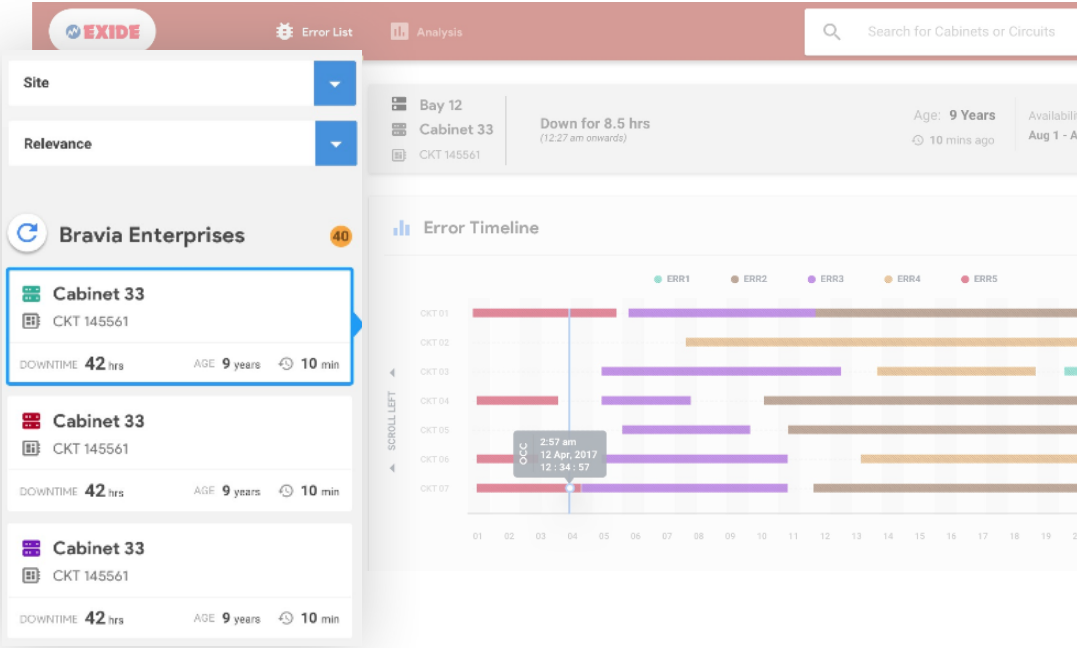
Story #3



Valuable information on cabinet errors was buried under layers of data.

Time took time & effort to identify.

Story #3



Redesigned with error info up front helped users take timely & informed decisions.

Mindset #4

Radical Collaboration

In Design Thinking, the preference is for a cross-functional team of people with creative confidence participating in the design process and bringing in their own unique perspectives and areas of expertise.

Story #5

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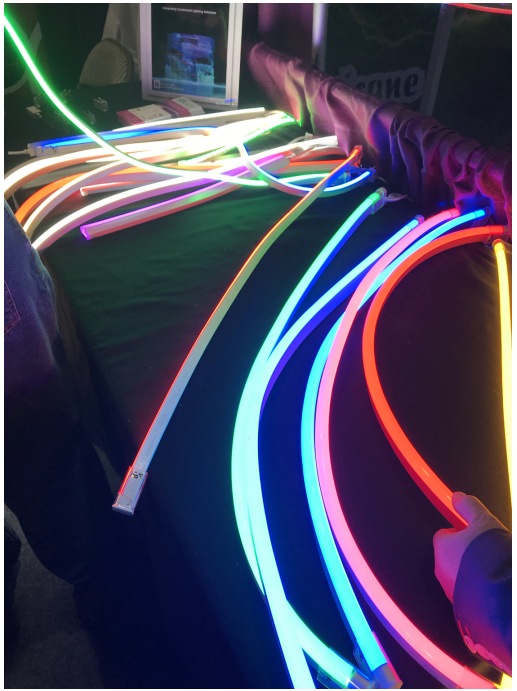
Get Out there

For a project where we were building a product to be used in a different country, manufactured in a different state, designed elsewhere and used by a specific audience, we needed to get everyone from sales, to engineering, to design, to electronics teams out there to see everything.

What came out was supreme understanding across fields and development became sensitive and effective, reducing errors.

TOUCHMAGIX

Story #5



Getting the team there, creating magic.

Mindset #5

Bias Toward Action

Get everyone out of their cubes and whenever possible out of the building so you can observe real problems in real settings. This also means taking initiative, doing more and talking less, as well as making progress even when you feel stuck.

Story #6

A method to the madness

No matter how disorganised all of this looks, there's a process to be followed. Though it's different from a traditional over the wall approach, the confusing, collaborative, co-creation, co-imagining process needs to be ingrained into the team ethic to create a real success of the agile mindset.

Mindset #6

Focus on Process

Finally, we want to iterate as much as possible, we want to be transparent in terms of our progress, and we want to encourage the team to reflect on process and improve it

#THANK YOU

Being agile, above all, needs integrity and ownership. Agility does not have time for hidden agendas.

You gotto build a team that's in there for the *purpose.*