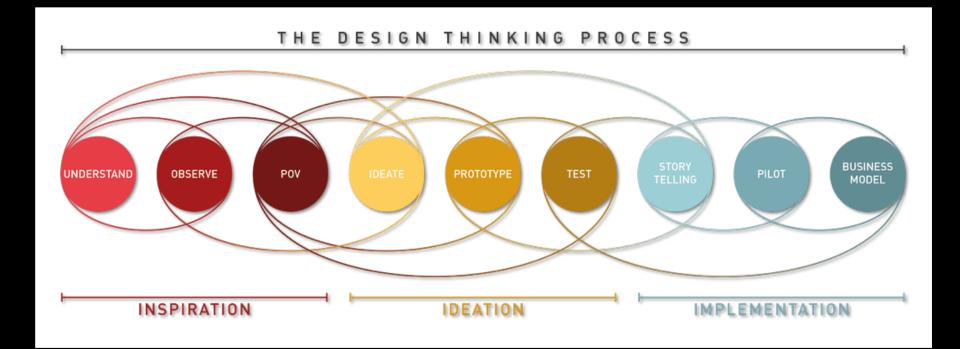
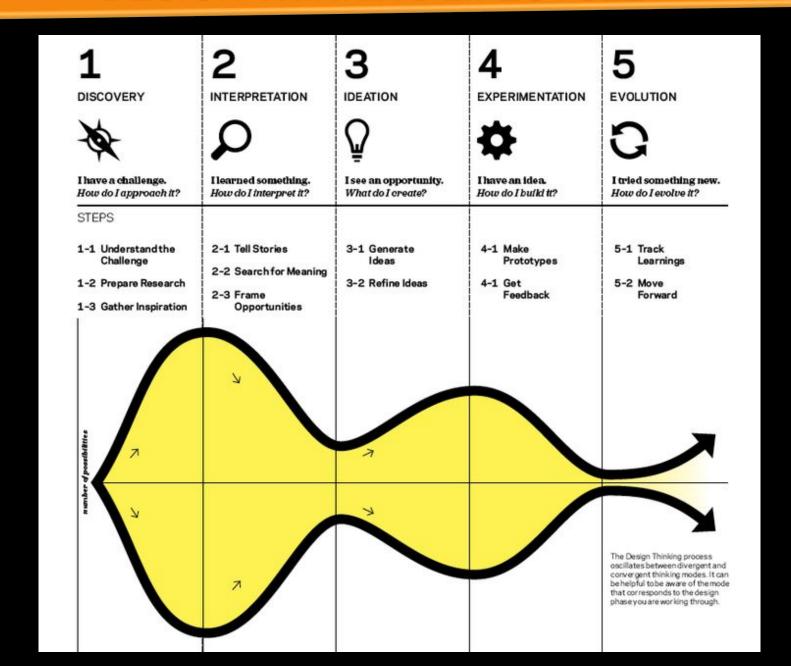


# **DESIGN THINKING PROCESS**





# **DESIGN THINKING LIFECYCLE**



# **DESIGN THINKING PHASES**

#### PHASES

COMMON GROUND

DISCOVERY

INTERPRETATION

IDEATION

EXPERIMENTATION

**EVOLUTION** 



Nested HCD Model

The Propelling HCD Model

Sustainability Principles

Understand the Challenge

Sustainability Stories/Case Studies Sustainability Team Roles

Prepare Research **Big Picture** 

**Gather Inspiration** 

**Tell Stories** 

Search for Meaning Finding Leverage Points

Frame Opportunities Generate Ideas

Out-of-the-box Sustainability **Brainstorm Questions** 

Brainstorm Improvement of Unsustainable Ideas

Prioritisation Matrix

Refine Ideas

**Enhanced Concept** Description

**Make Prototypes** 

Version'S'

Reflective Role Play with Prototypes

Get Feedback

Strategic Choice and Evaluation of Feedback

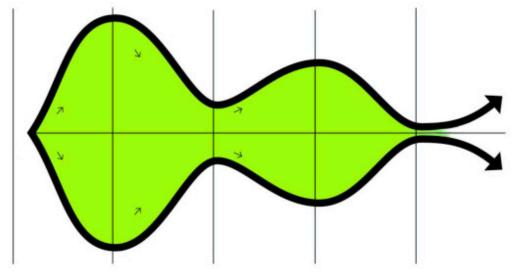
SLCA Prototype Evaluation

Track Learnings

**Define Measurements** 

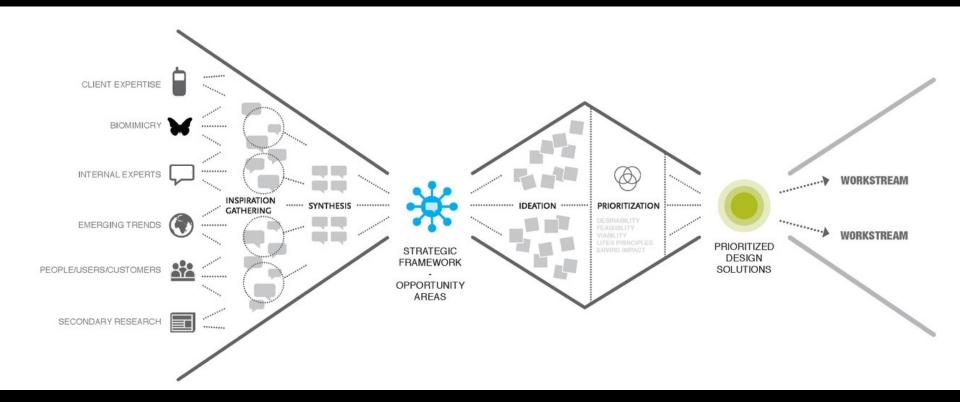
Move Forward

Document **Sustainability Progress** 



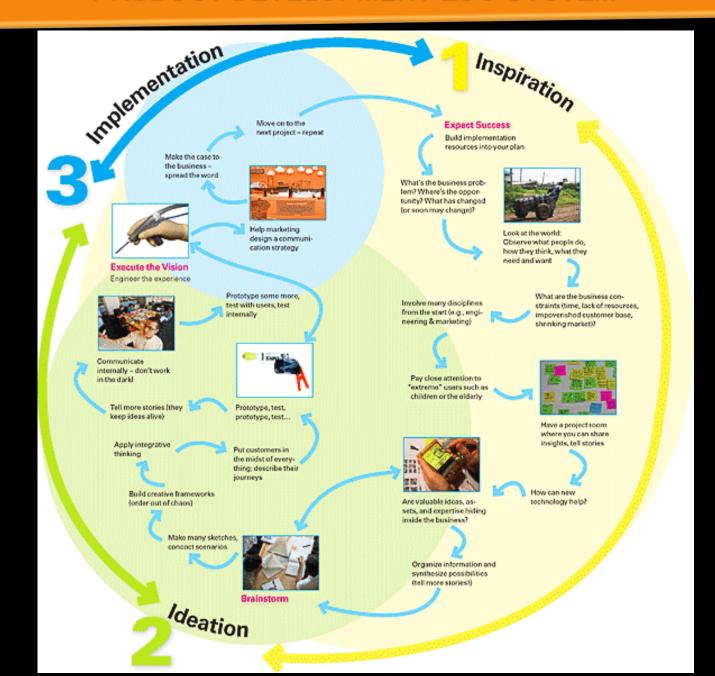


## **DESIGN THINKING PRIORITIZATION PROCESS**











# CREATING A CLIENT ECO-SYSTEM





How we plan to grow and what we hope our organisation will be in 5 years, do we plan to sell and if so to who and when?

#### **Partners**



Who will we need to partner with or the input we are dependent on in order to develop/deliver the value proposition. How does we fill the gap?

#### **Capabilities**



The skills we need in order to create the value proposition, particularly the team.

#### Cost Base

\$

How much it will cost to initially develop the value proposition and how much it will cost to subsequently market and deliver it?

### Value Proposition



The offer to the consumer, including how and why it addresses their need/fulfills their job to be done. How consumers themselves would describe the benefit.

#### Channel

How the value proposition is delivered to the customer (distribution channel) and how it is communicated to them (marketing channel)

### **Pricing Model**

How we will price the proposition, whether it be fixed, variable or subscription pricing. Includes alternative sources of revenue, particularly important if the consumer is not expected to pay.

### Market Segments



What group(s) of people benefit from value proposition, how many there are now and in the future.

#### **Competitive Strategy**



### **Client Eco-System**