

What is **design thinking?**

The design thinking approach

Design thinking is all about getting to the heart of tricky issues in a creative way. It does so via a step-by-step method that puts the needs and experiences of people first, ensuring solutions are not just imaginative but also practical and effective.

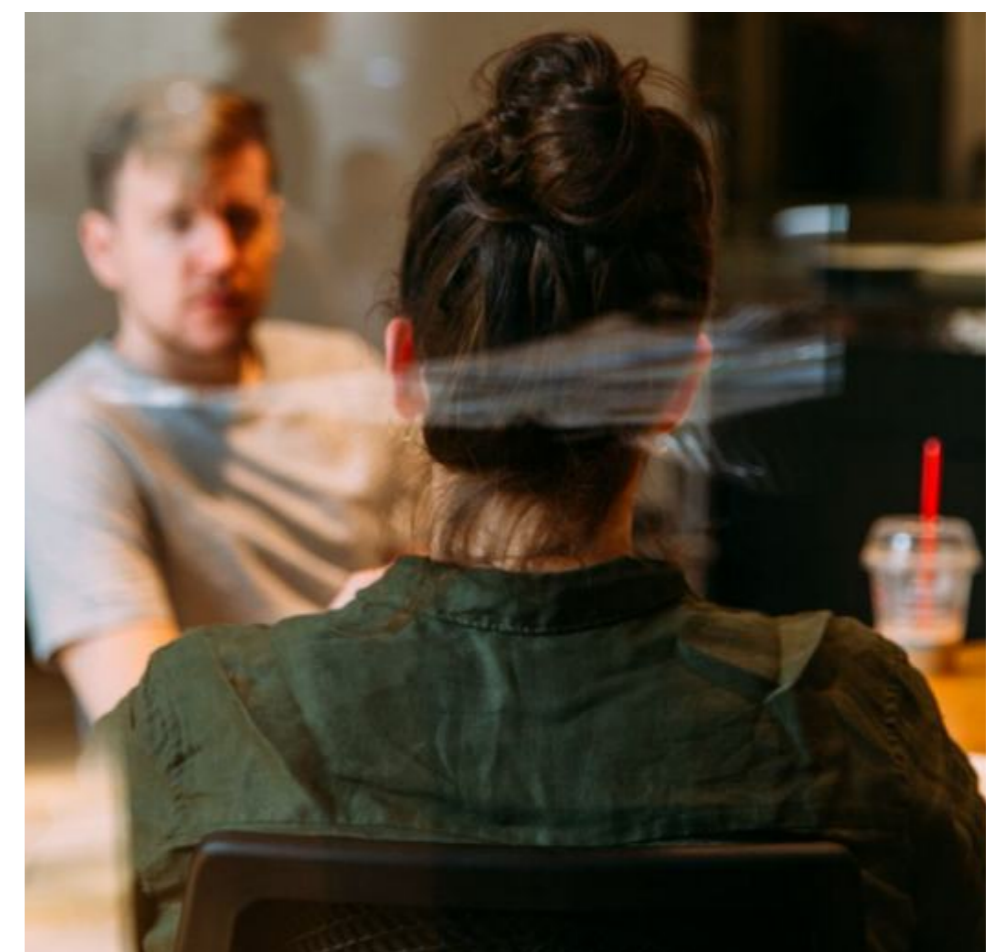
This approach involves a lot of listening, particularly to the end user, whether patients, operators or healthcare professionals. It involves brainstorming, visualising and user testing to find solutions that really work.



Brainstorming



Visualising



User testing

It's a mix of logic and creativity, aiming to develop solutions that people will love and solutions that they can be confident will be successful in their implementation.

When to utilise design thinking



Innovate and improve

Deploy design thinking when you're looking to innovate or improve products, services, or processes.

It's particularly valuable when addressing ambiguous or undefined challenges involving end users, like patients or HCPs. It can be used to arrive at effective, innovative solutions for your customers, staff and practitioners.

Design thinking shines in scenarios where fresh perspectives and a closer view of the real context are needed.



Develop new products or services



Enhance user experience



Solve complex business challenges



Drive transformational change

Design thinking offers several advantages



Enhanced Creativity

Breaks free from conventional problem-solving methods, fostering more innovative and iteratively generated ideas.



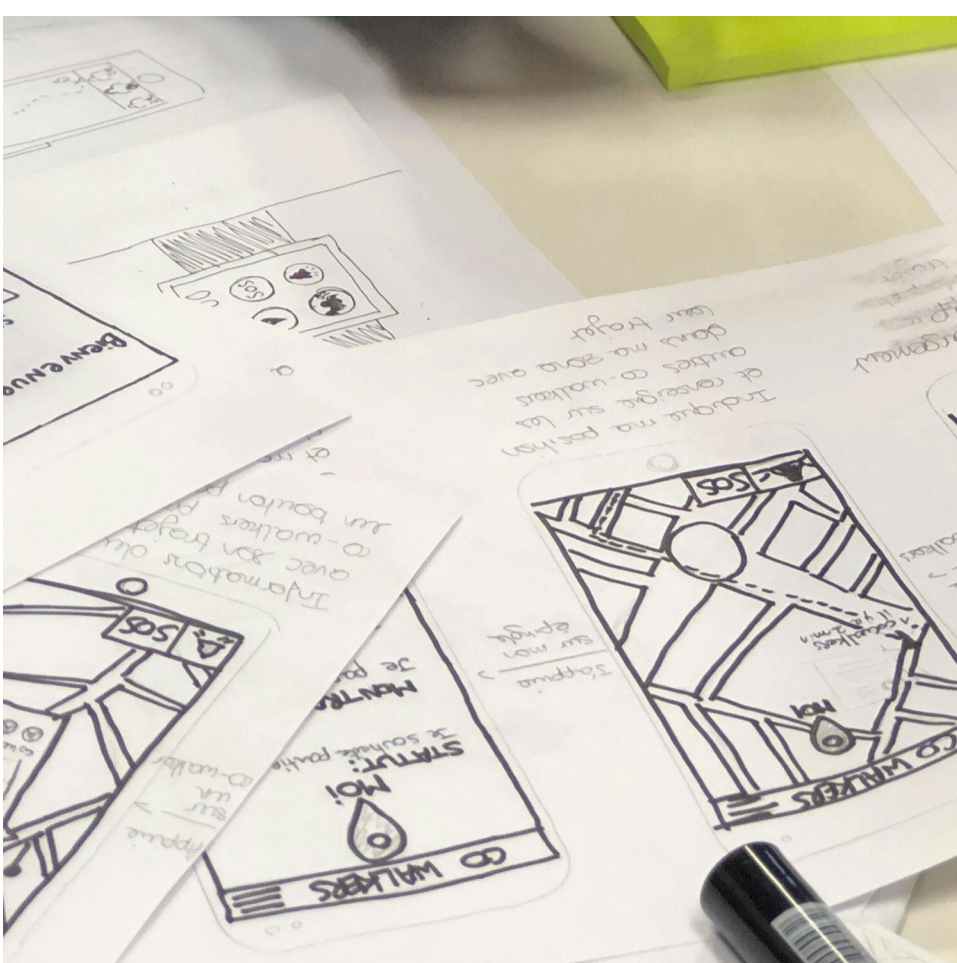
User-Centricity

Keeps the focus on real user needs, leading to more effective solutions that resonate with patients, HCPs or internal users.



Collaborative Approach

Encourages cross-functional teamwork, combining diverse insights and expertise.



Agility

Its iterative nature allows for quick adaptation and continuous improvement



Risk Reduction

Prototyping and testing ideas early often minimise costly mistakes.

Getting started with design thinking



To kickstart your design thinking journey, you need:

1

A hunch

A direction of travel, hypothesis or pointed challenge you'd like to expand, solve and validate.

2

A diverse team

Assemble a group with varied skills and perspectives that could contribute to a solution.

3

An open mindset

Be ready to challenge assumptions and embrace new ideas.

4

A creative space

Create an environment and effective facilitation that encourages creativity and experimentation.

5

User feedback

Involving real users to shape, validate and refine ideas.

Case study 1: biomedical community

Leveraging design thinking to solve a complex challenge and de-risk launching a new product with an active biomedical community.

The challenge

We worked with a biomedical body that had built up valuable data on the host cell proteins. Host cell proteins are contaminants that arise in producing new vaccines and bio-medicines; they are time-consuming to identify and remove. Our client believed that with this data and an appropriate digital product, they could speed up the process for biomedical scientists and help lead to breakthroughs.

1

We developed a deep understanding of scientists and their needs, using surveys and in-depth interviews to find out how the concept might help them and how they might use it.

2

We mapped out current workflows and areas of frustration or inefficiency.

3

Via a series of design thinking workshops, we gathered ideas and insights from a variety of stakeholders, and we translated this into a digital experience.

4

We tested our prototypes early with scientists to ensure we were designing something that would meet their needs.

5

We arrived at a viable solution that represented commercial value for our client and genuine practical value for our targeted audience.



This case illustrates how design thinking can navigate the complexities of complex subject matter and business challenges and arrive at a solution in short order.

We had confidence that the proposed solution would meet the needs of scientists because they were involved in its creation.

Case study 2 : health insurance

Enhancing user engagement and cross-selling through Design Thinking with a leading health insurance brand.



We used a design thinking approach to determine the hierarchy of features and test our thinking with real customers as we progressed.



We conducted user research to understand behaviors and needs to identify key user pain points and objectives.



We brainstormed features that addressed health engagement and product awareness, and we developed and refined prototypes based on user feedback.

The challenge

We worked with a leading health insurer to revamp their app to boost user engagement with health management features while promoting their diverse range of life, health, and car insurance products.

The main challenge was to design a user experience that encourages healthy habits, facilitates health self-assessments, simplifies healthcare management, and introduces a product range, all without overwhelming the users.

The outcome

The outcome included a unified dashboard that combined health tracking and product suggestions. Personalised and contextual product cross-sell prompts and a rewards system for engaging with health activities and exploring products.

Through a design thinking methodology, we got ideas to paper faster. We shaped them alongside the real customers, giving us confidence in the direction and derisking the path to true value.

Contact us

For more information and to discuss how we can leverage design thinking for your organisation, please contact us.



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About Hi Mum! Said Dad

We are a digital product and innovation consultancy. We uncover the ground truth to identify meaningful opportunities and create products that make a difference.

About L.E.K. Consulting

We are a global strategy consultancy working with business leaders to seize competitive advantage and amplify growth.