

DESIGN THINKING

Executive Summary

The study has identified design thinking methods that are needed for coming out of the challenges that are faced at the time of innovation. Design thinking can help in moving over the problems that are simple that and can be used for fixing the solution. The design thinking can be the combination of technologies and methodologies that can help in solving problems. This can help in overcoming the problem toward the author and scale of challenges. Design thinking can minimize the negative outcome and risk that can be found during commercial problem of communication.

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1. Identification of problem that can be identified by design thinking

Design thinking can address a large range of challenges that can be used for innovation. Design thinking can be used for addressing the problem for multiple spheres collide. Design thinking is the interaction for business and society. As mentioned by Johansson-Sköldberg, Woodilla & Çetinkaya (2013), Design thinking can help to tackle problem that are simple and can fix the known solution. Design thinking is not only a process or method that can be used for solving a set of problem collection. It is a combination of methodologies and business strategies. It can change the context for the techniques and tools for other disciplines. Design thinking is work for the making human sense think and approach of the new challenges. This is a nest suited for human regarding the scale and authority for the challenges. Design thinking starts with desire, need and intention for a better state. Risk is the downside and has a negative corner that is faced by the user. Risk can be mitigated by identification of possible risk when action is taken by the user for development of solution that can prevent risk from taking place. As mentioned by Kolko (2015), Obstacles can be defined as the blockage that can prevent progress and slow down the achievement. Negative outcome are the problems, consequences and unwanted circumstances. Negative outcome can require a solution that can help in minimizing the negative impact for turning the situation from negative to positive.

2. Use of thinking tool for development of idea for innovation

The problem of communication can have a negative impact on productivity, morality and interdepartmental working relationship. The ongoing communication problem can have a potential cut on profit. **Observation** is done to understand the usability and understanding the impact of environment change within an organization. As mentioned by Seidel, & Fixson

(2013), the study for observation can be conducted by techniques and psychology use for research of user. **Value proposition canvas** is a tool that consists of two sides. This design can help in creating a new value proposition for environment change in organization. **Sketching** can be used for capturing exploring thoughts, ideas and then sharing the idea. Sketching can be a visual tool that can be used for representing the idea and problem of environment change in environment. **Personas** are the characters that are fictional and are created based on different users or entities that are involved in environmental change in organization. The solutions can be based on the preferred design of users. **Customer journey mapping** acts as a solution for the ideas and prototype of team. As stated by Carlgren, Elmquist, & Rauth (2014), this technique can help in saving the cost of redoing the work. This tool can be used for saving organization from impact of environmental change. **Service blueprint** is the extension of customer journey map. This design can provide interaction for physical and digital support that is needed by customer for interaction and add some more detail. **Business model innovation** is related to the existing and new organization that can help in creating a new for value capturing and creating value. **Rapid prototyping** can be the effective way for making ideas flexible and ensuring that building can be enough for testing the solution for commercial problem because of communication. **Empathy** is the process of selection of right people. As mentioned by Liedtka (2014), Empathy is needed for communication for design thinking project that is can be simple. **Capability quick sheet** provided a visualization of design thinking framework that can help in understanding the commercial problem that is caused because of communication in an organization. **Creating framework** is needed to identify the steps that are needed for identification of commercial problem and finding the solution for the commercial problem caused by communication. **Project plan creation** is used for making plan and analyzing

different ways for identification problem and solution. **Question ladder** tools can be easy and quick for starting the question in different ways to find the answer for the problem. **SCAMPER technique** is a direct and easy method for creative thinking that can be used for problem solving by multiple techniques. This can be used for finding solution of commercial problem because of communication by finding answers of questions.

3.Future steps to launch innovative solution

The basic of innovation solution is the management that needs to be committed for supporting the management. As mentioned by Dalsgaard (2014), the innovation function can have a clear commitment for a clear mandate management. The first step to introduce innovative solution is to identify the purpose and objective for innovation. Based on management contract is the strategic objective for innovation that can help in defining the next step. This can require some of the sophisticated strategies of innovation and a rough strategy for guideline. The vision of innovation needs to be defined and contribution for innovation to the strategy of organization needs to be introduced. The innovation management activity can help in providing clarity for level that have a common goal. Search field are the task that is needs for strategic innovation management. Search field can have future topics that can help in finding the terms of market and technology. This can serve a thematic focus to reach the innovative goals that can give orientations. Innovation method can help in identification of search field and future analysis of innovative idea. The next step is introduction of innovation solution for the ideas that are collected. As mentioned by Carlgren, Rauth, & Elmquist (2016), the ideas can be used for arising the search field that is identified. There can be many ways for the search of idea. This is important for methodology that is used for ideas of search field. The idea finding process can be installed

for employee. Every employee can have the opportunity for submitting idea that can be done by idea management software. The innovation process can start with definition of search field and have the field that can be determined.

4.Design thinking that can be applied to the problem for innovative solution

Design thinking can be used for application of innovation solution. The commercial problem because of communication can be solved by the use of design thinking by the use of serious methods like observation, sketching and business innovation. Observation is the process of observation and development that can help in understanding and listen to the customers and identifying the commercial problem that is created because of communication. As mentioned by Welsh & Dehler (2013), Observation is the combination for engagement and observation that is needed for completion of task. This is needed for vocalization of performance of task and interacts with customers. Empathy can help in drawing the conclusion for the innovative idea and the idea. The information can be used for head and onto wall for making starting connection with customer to mitigate commercial problem caused because of communications. Designing framework is needed for process, toolkit and mindset for the innovation that can fit the technical and digital transformation of organization. As mentioned by Lammi & Becker (2013), The design thinking can be applied to the series of workshops that can help in coming out with innovative concept and ideas. The tool can be implied for understanding the creative process that can be applied for tool of design thinking and use of other methods. This created a right environment and circumstances for the role that is needed for the innovation process.

5. Challenges of implementation of design thinking in organization

Design thinking is used for problem solving for the repeated issues that can cause harm to business. The design thinking requires the participation and immersion of examining tools and procedures. As mentioned by Welsh & Dehler (2013), this can help in removing and shifting the filters from cloud that can determine the actual problem. This can be used for solving problem. In the committing stage the design thinking can have some of the critical problems that can be discovered. The chosen problem and be applied for the process and can prove the method that can be applied for the problems and be applied against the process. The design can help in creating an environment that can allow for growth, creativity and experiment. Several idea and thoughts can be provided for design thinker. People can associate the design thinking with tangible objects and products can have a redefined procedure and protocols.

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