Design Thinking for Business Process Transformation Through Collaboration

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Adarsh Halwe, Business Architect Happiest Minds Technologies
Business Case For Design Thinking

Today

"We will be launching in three months."

Three Months Later

"Introducing the Beta version of the prototype in a draft format…"

"I would like to return this chart. It didn’t perform up to our expectations."

=""WE FOUND THE "BLISS POINT" FOR IMMERSIVE 3-D HEADGEAR.

THE PRODUCT IS SO GOOD THAT 87% OF OUR CUSTOMERS STARVED TO DEATH WHILE USING IT.

WE NEVER GET THE CUSTOMER RETENTION PART RIGHT.

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“Design thinking is an approach that uses the designer’s sensibility and methods for problem solving to meet people’s needs in a technologically feasible and commercially viable way. In other words, design thinking is human-centered innovation.”

Tim Brown CEO and President of IDEO
What We Did

Worker Registration

Worker Data
- Worker Selection
- Pass Issue
- Other Applications
- Employer Data
- Worker Data
- Application Submission

Medical Center
Data Quality

Country Embassy

Data Transfer

Insurance
- New/Renewal Insurance
- Changes in Policy
- Claims Settlement

Payment
- Govt. Fee Payment
- Risk Settlement
- Reimbursements

Centralized Management System

Country Employer

Worker Data
- Biometrics Capture
- Demographic Data

Immigration Department
- Medical Status
- Worker Arrival

Medical Check in Country

Port of Entry/Exit
- Worker Arrival/Departure
- Biometrics Verification
What We Did

- BUSINESS
  - 80% compliance
  - 100% administration

- USER STORIES
  - 3 New Geographies
  - 2 New Functions

- FOLLOW UP
  - Story Card Walls
  - Other Features

- BEST PRACTICES
  - Distributed Agile
  - Wiki

Open System For All Stakeholders

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How We Did

Observation To Define

Brainstorming To Confirm

Prototyping To Design

Implementation To Launch
Observation To Define

HOW
- Research
- Collection
- Interviews
- Surveys/Workshops

WHY
- Understand Requirements
  - Active Engagement
  - Idea Sharing
  - Document Analysis
  - Iteration Planning

WHAT
- Define Business Need
- Define Context Diagram
- Define Vision

Formulate Vision to be Achieved With The End Deliverable
Brainstorming To Confirm

**HOW**
- Ideate
- Visualize

**WHY**
- Cross Functional Participation
- Information Clarity
- Ideas Iteration & Elicitation

**WHAT**
- Confirm Use Cases
- Confirm Functionalities
- Confirm Evolution

*Enable Feedback And Understanding Across Stakeholders*
Prototyping To Design

- **HOW**
  - Create
  - Build

- **WHY**
  - Tangibility
  - Functionality Discovery
  - Comparison Across Teams

- **WHAT**
  - Design Wireframes
  - Design Prototypes
  - Design Sign-Off

*Showcase Pseudo Product To Iron-Out All Ambiguities*
Implementation To Launch

**HOW**
- Test & Produce
- Launch: GTM
- Feedback to Learn

**WHY**
- Predict Outcomes
- Ideas Discovery
- Back to Drawing Board
- Training Document

**WHAT**
- Launch Experiments
- Launch Evaluation
- Launch Big-Bang

*Go-To-Market Applicability And Other SO WHAT User Stories For The End Consumer*
Critical Success Factors

- Understanding Stakeholders
- Site Visibility
- Client Buy-In
- Track
- Communicate
- Methods
- Process
- 360°
Thank You!

Learn more. www.baconvention.com