



Building the Culture Of Design Thinking



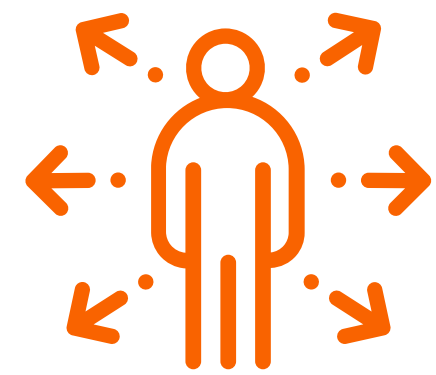
Opportunity and Value

The Design Sprint framework is a problem-solving methodology that is used to **Identify, understand and validate business opportunities across the organization.**

By investing in Design Thinking efforts we witness a cultural transformation in behavior and mindset resulting in better products and services. This allows teams to follow a proven formula to gather learnings in a quick, low risk way.



Core Behaviors



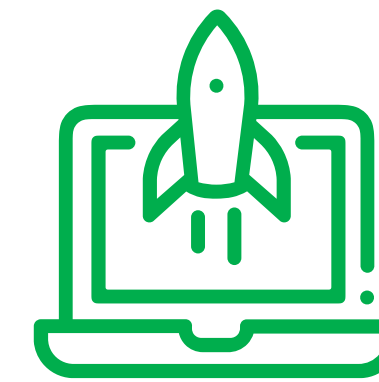
Customer-centered

Identify opportunities and unmet needs to create the best experience for our internal and external customers.



Co-creation

By fostering an interdependent environment we gather multiple perspectives to create a holistic view of the problem.



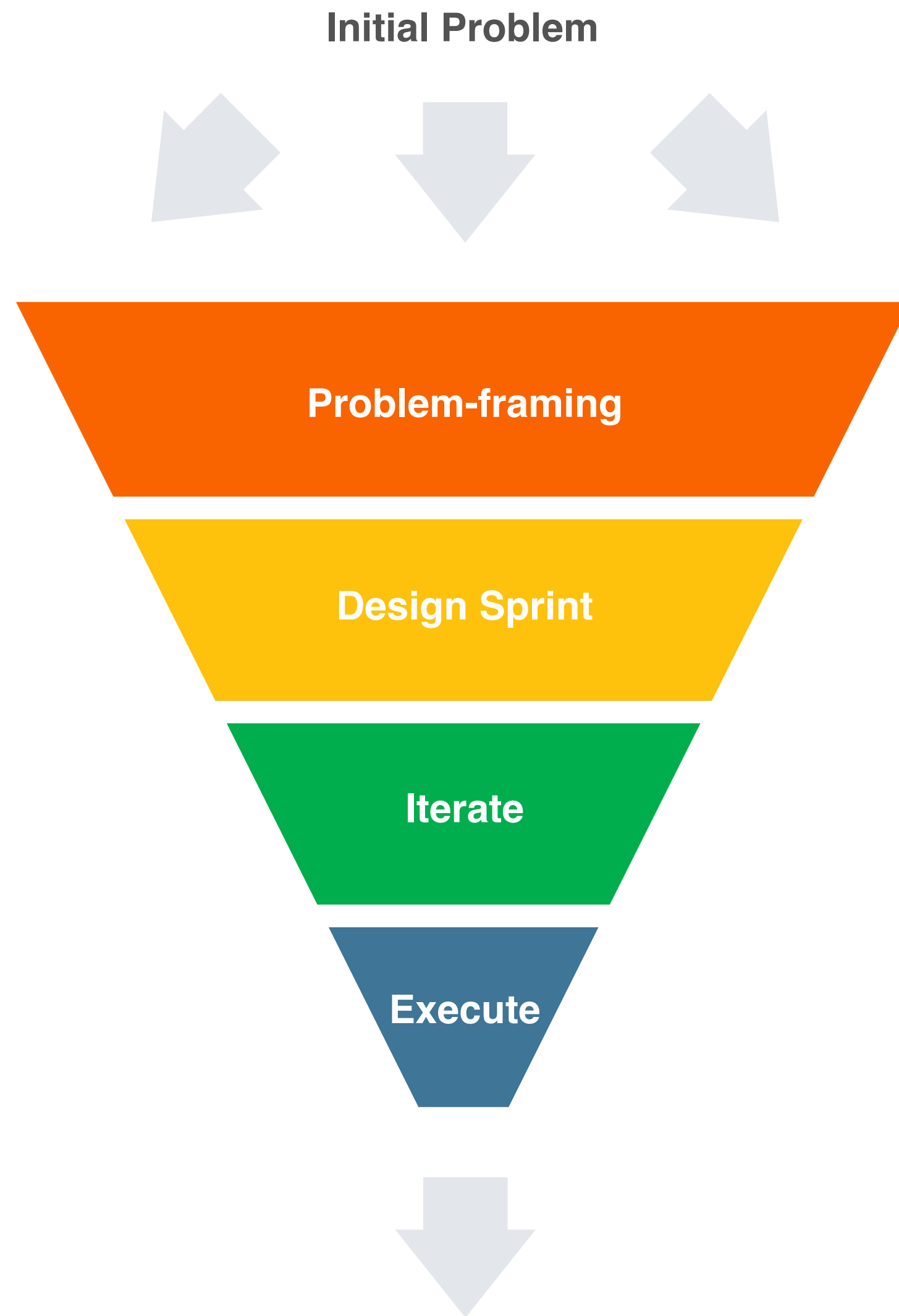
Iterative

We use a constant feedback loop to validate, learn and iterate quickly.



Autonomous

We empower and enable teams to work autonomously.



Design Thinking Strategy

Problem-reframing

Work with the business partners to identify unmet customer needs to fully understand the problem space.

Iterate

Continue to refine and iterate experiments to validate the problem.

Design Sprint

Validate experiments using the Design Sprint methodology.

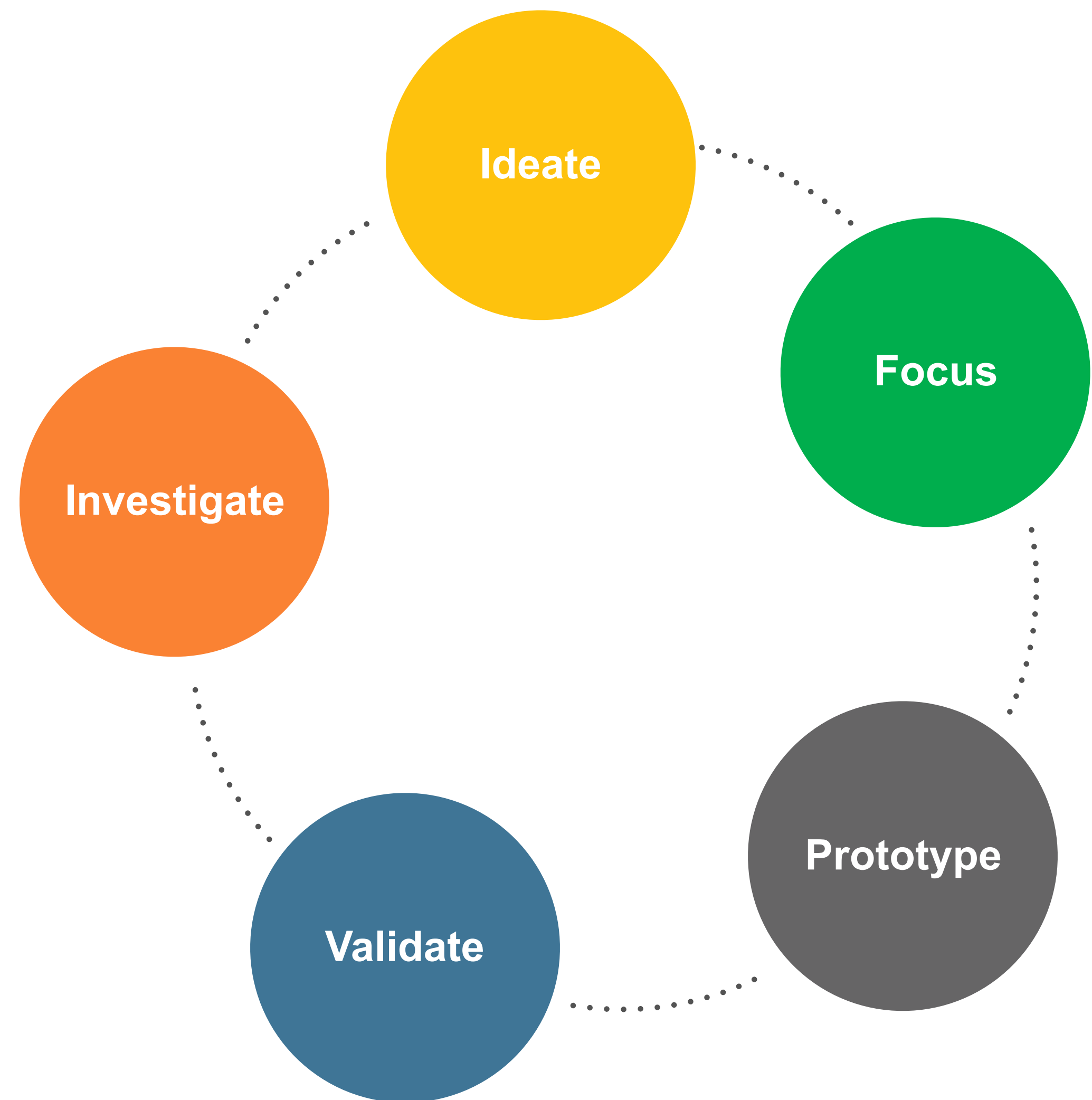
Execute

Influence existing and defining new roadmaps.



Design Sprint Process

The Design Sprint process uses a constant non-linear feedback loop to validate, learn and iterate quickly.



Barriers to Adoption

Now that we have a foundational understanding of Design Thinking and Design Sprints, let's workshop how to overcome barriers to adopting Design Thinking inside your organizations.

Break apart into groups of 5 and appoint one decider per group.





Thank You & Team



Prat Vemana

Chief Product and
Experience Officer



Brooke Creef

UX Manager,
Design Sprints

