



Design Thinking:

What is it for?

How does it work?

Why does it work?

Design Thinking at Créargie.

Vision & Strategy

Value analysis





Design Thinking:

What is it for?



Design Thinking is an approach that allows you to imagine and implement innovative solutions in agile mode in order to meet your business challenges, your internal challenges, your organisational challenges, and more.

These "Innovative Design Solutions" are in essence:



Relevant because they are based on an intimate knowledge of human beings in their eco-system (their functional needs, emotional, societal, etc.)



Effective because they are specific, tangible, pre-evaluated and precisely described (user experience/ technical characteristics /cost evaluation, etc.).



Significant because they guarantee a competitive advantage, thereby maximising the company's chances of success.

Design Thinking is practiced in agile mode because, in order to identify solutions you have to know how to challenge, to iterate, and to go backwards so that to broaden out the field of possibilities and avoid "fixating" too quickly on the first obvious paths.

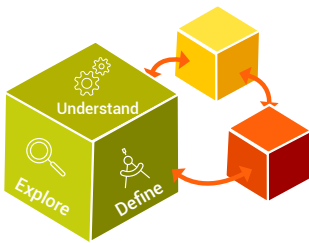
This agile attitude leads to the best use of each one's "right brain/left brain" potential by simultaneously combining unbridled creativity, curiosity, the ability to move the goal posts... all while remaining pragmatic, specific, and respectful of the time to market of deliverables and the rigour of project management.



Design Thinking:

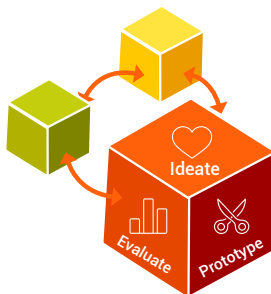
How does it work?

Design Thinking essentially combines Creativity and Method around 3 main phases:



Immersion:

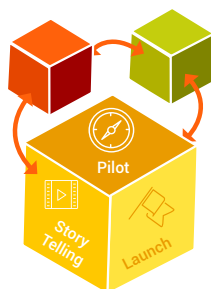
The first phase is a good way to **identify the ins and outs** of the eco-system in which the project is located. At the same time, it provides an opportunity to **set the goals and objectives to be achieved**. To do this, the knowledge acquired and required is both mapped and deepened. This is followed by the **formalisation of major issues**, the major challenges to be solved and the **identification of initial opportunities for innovation**.



Ideation:

The 2nd phase is devoted to **idea generation and concept development**. Depending on the context, the most appropriate creative methods will be chosen.

Ideas are selected, assembled, illustrated, and evaluated along with future users. There is an evolution towards increasingly precise and relevant concepts, which in turn are prototyped and evaluated. As they come up against potential users, convictions are forged and solutions are clarified.



Implementation:

The 3rd phase prepares the implementation. **The elements** comprising the **solution are gradually intertwined** in order to **describe the user experience**, which in turn becomes completely meaningful in line with the objectives that are initially set.

This work can be supplemented by the drafting of specifications, the evaluation of implementation costs, the identification of new partners, etc.

The remaining task is to support the project team with the launch, if they so wish.

Design Thinking is an "agile" approach that combines understanding, imagination and action at each step and on an ongoing basis, thus providing an opportunity to broaden out the field of possibilities, boost creativity, and optimise the solution being developed



Design Thinking:

Why does it work?



Design Thinking is an approach to innovation that is particularly relevant in the context of the transformation that our societies are going through. This explains its current development, despite the fact it was conceived more than 30 years ago.

This transition to the "experience economy" makes the success of innovation much more dependent on the accompanying user experience than on recent technology.

Design Thinking makes it possible to design innovative solutions that meet three fundamental principles:



Desirability, because the human being is at the centre of the exploration and design process, the solutions devised reflect his or her profound needs.



Feasibility, because the approach is pragmatic, solution-oriented, and implements a rapid experimentation of "learn fast, fail fast"



Economic viability, because prototyping and rapid experimentation makes it possible to optimise costs and deadlines.

Design Thinking is by nature collaborative and multi-disciplinary. It is a question of turning marketers, engineers, creatives, ethnologists, even the subjects themselves, into experts in human resources, etc... It is a question of prioritising collective intelligence and combining it for maximum analytical skills and intuitive skills, some of which might well be supplied in greater quantities than others... which remains to be seen!



Design Thinking... at Créargie.



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More recently, Créargie has enriched its offer with Design Thinking expertise, which sets to music the principles we have always followed:

- **multidisciplinary thinking**
- **user-centric thinking**
- **the collaborative logic of co-creation**
- **the anchoring of ideas through iterative loops**

Our experience has forged convictions that ensure the success of Design Thinking projects at Créargie.

Conviction No. 1: A well-articulated problem produces relevant ideas



We believe that relevance **is the power of the future solutions lie in the work undertaken prior to creativity**



We therefore place a particular emphasis on the 1st phase "Immersion": **project framing, user comprehension, expression of needs, exploration of the range of possibilities, formulation of questions to address tensions that energise the creative potential of idea generation.**



Design Thinking... at Créargie

Conviction No. 2: **Pragmatism, a principle that transforms ideas into specific "turnkey" solutions**



Innovation only exists if it happens in its market and comes face to face with its users. For some, this is obvious, but it is a principle that is too often overlooked.



Although the implementation [Implementation phase] is often taken over directly by our clients' teams, **we support them as much as they wish, remaining true to our position as a consultant and support provider.**



We want the company to **save time in its management of the project so that it can launch its innovations as soon as possible**. To this end, we are committed to **making the concepts we generate as specific as possible** (descriptions/prototypes related to usage, technical aspects, costs, identification of new suppliers or partners, etc.).

Conviction No. 3: **The appropriation of solutions by project teams is one of the keys to success.**



Our practical work is fundamentally participatory. Customer teams are very strongly involved at all stages of the project, particularly in the (re)discovery of users.



Throughout the process, both individually and collectively, **the teams will imagine, select, and deepen new concepts**. As key players in the design of solutions, teams will be all the more committed to ensuring their successful implementation.



If you would like more
information:

creargie.fr

Contact us