

A woman with long dark hair in a ponytail, wearing glasses and a dark shirt, is shown in profile from the chest up. She is looking towards the right. In the background, there is a large, glowing digital graphic of a human head in profile, facing right. The head is composed of a wireframe mesh, and the brain area is highlighted with a bright orange and red glow. The background also features faint, semi-transparent icons and data visualizations, including a line graph and various symbols, suggesting a high-tech or design thinking environment.

SOCIETY OF DESIGN THINKING PROFESSIONALS

NEWSLETTER

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FOUNDER'S SPEAK

At every curve of our lives, we swear to make a change and take steps to live an amazing life, and with life happening at a rapid pace, we fall back to living the same life all over again. We see time slipping through our fingers and keep moving forward, yet some of us sleep on, "What am I doing with my life?" Some of us wait for our dream job, a chance that can change lives for good; however that job, that chance remains elusive. Given below are the seven steps to reset your life and be a better version of yourself.



Seven Steps to Reset Life and Reinvent your Future

1. Redefine the narrative of your life - your reality is malleable
2. Be humble and accept
3. Revisit your beliefs
4. Leverage your time
5. Grow
6. Pause - reframe what you see
7. Take action

To understand these seven steps in detail, follow the links -
<https://sdtplib.co.uk/seven-steps-to-reset-life-and-reinvent-your-future/>
<https://www.youtube.com/watch?v=BIBPnnLTscY>

Application of these seven steps will be your gift to yourself, so go ahead and live an amazing life, and be a better version of yourself. Once you reset your life and reinvent your future, it's time to power your journey of perpetual reinvention and be future-ready. Let's learn about the face of tomorrow - digital transformation, to remain competitive in this rapidly changing landscape.

The New Power Couple: Design Thinking and Data Science

"We can expect an embellished digital experience to pivot to human-centered tech transformation." More organizations will design AI apps with humans at the center, rather than as an afterthought, in the coming years."

— Forrester

It represents a significant shift in thinking, particularly when it comes to developing effective AI solutions. For years, we've heard about data being the "new oil." If you have enough of it to train an algorithm, you'll be well on your way to digital transformation. However, we now see that, while data is important, that way of thinking is too literal. You can have all the data you want, but you must first know what to do with it and who will benefit from it.

Developing human-centric solutions prompts a shift in thinking beyond bits and bytes and data to include the human perspective — or design experience.

Human-centric computing will finally mature in the coming years when software engineers and data scientists collaborate with design experience professionals to understand the human problem at hand and develop a solution to address it. For example, AI solutions can now predict how many people will attend a follow-up hospital visit. That information may be helpful, but it doesn't address the main issue: why aren't they following up?

We will discuss the best five practices that combine Design Thinking backed by data science to effectively get to the heart of what's really needed through digital transformation.

Stay tuned...

Dr. Jimmy Jain
Founder
The Society of Design Thinking Professionals

Editor's Speak

In recent years, innovation has been a hot selling cake in the business world, and it will continue to be at the top of the list of business concerns. With the rapid pace of technological advancement, the abundance of information and tools at our disposal, the incorporation of more and more artificial intelligence into our daily lives, and globalization, businesses will be forced to innovate in order to remain relevant in their markets.

The number of global challenges we face to preserve our planet and natural resources, as well as provide opportunities for our ever-increasing global population to live safely, be healthy, and have a meaningful life, all put pressure on us to be innovative.

The first step of Design Thinking is to develop empathy. Once we start empathizing with people, it makes us understand their perspectives even better and offer customized solutions to their needs. You investigate how they function, what choices they make, how they live and work, and what they truly desire or require. We will develop more empathy and compassion if we learn to see things from the user's point of view. It can become an icebreaker towards our journey to innovation.

Feel free to write to me at afreen@sdtplib.co.uk, in case of feedback, or input, or if you want us to cover any specific topic.

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Society of Design Thinking Professionals





We Have Ignited The Spark
of Innovation at -

AIR
PRODUCTS

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EY

ICICI
PRUDENTIAL
ASSET MANAGEMENT

kotak
Kotak Mahindra Bank

LODHA
BUILDING A BETTER LIFE

MassMutual

Mercedes-Benz

pwc

BOSCH

YES BANK

And many more...

Despite living in a digital-first world, one thing remains constant: people. While digital transformation has enabled us to do more with less, automate mundane tasks, and foster highly productive and efficient operations, none of this would be possible without human drivers. People must be at the center of every digital initiative for algorithms to be truly effective. Let's take a deep dive into the practices that will set a pitch for digital transformation.

Develop technology for people's sake

In order to effectively address a business challenge, a creative problem-solving approach necessitates organizations understanding the "why" behind it. This entails first understanding individual users, their frustrations, needs, experiences, behaviors, and so on, and then applying that knowledge to design better solutions. Otherwise, organizations will simply develop technology for the sake of developing technology.



Data goes two ways

The significance of good data cannot be overstated. It is shared during design experience sessions, but it is also gathered by data scientists in order to arrive at a viable solution. While scientific data can help identify patterns of behavior that need to be addressed, human data helps identify potential solutions. Consider the challenges faced during the pandemic to better understand the symbiotic relationship between data and design. Human skepticism, misinformation, and fear hampered data-driven science's progress toward lifesaving vaccines. Working together, design experience and data can get to the heart of people's problems and take the lead to solve them.



Stakeholders matter

It is critical to engage all internal and external stakeholders beyond the C-suite. Internal stakeholders, such as business leaders, technology experts, creative designers, and others from across the organization, provide insight into the company's goals and challenges, as well as the desired outcomes of various departments. Companies can address customer and employee needs by providing data, perspectives, and experiences from across the organization.



Continuous testing for improvement

Once a solution is created using real-world human input and data, it must be tested on a regular basis to ensure that it is accurately addressing the business problem and effectively meeting human needs. Because human behaviors, beliefs, and experiences change over time, it is critical to constantly take the pulse of users and apply new data to improve the solution.

Break Siloes

To balance the needs of users and the business while finding a feasible technology solution to address the problem or achieve the desired outcome, software engineering, design, and development must collaborate closely. Designers cannot remain in the workshop any longer, nor can developers remain in the back office; they must collaborate to innovate real solutions based on relevant technology.



As technology is simply a tool that improves the human experience, begin with the human experience and work toward the solution. This line of thought will become more apparent, and data will become more aligned with design to drive innovation – not for the sake of innovation, but for the sake of improved human experiences.

Thought Leader Speak - Mr. Rajesh Fanda

“Design Thinking is the combination of art and science that we use with our intellect and rejig with every different case.”

Mr. Rajesh is presently heading Business Head (Consumer Division) at Globus Spirits Limited. He is a seasoned professional with over 28 years of experience in the Liquor Industry. He has held Regional Head positions both in North & East India (Diageo) and ABD/Alcobrew. He talks about being an "outside-the-box thinker."



Can we apply Design Thinking in different areas in any organization?

Definitely! We can apply Design Thinking in sales, marketing, HR, manufacturing, and accounts of any business, as every department is different. So the problems are uniquely challenging in a day-to-day business. Empathy helps us to start on the right foot by analyzing the root cause of the problem from different perspectives. Design Thinking as a holistic process helps identify the problem and fix the problem meticulously.

Post-COVID-19, as work-from-home culture evolved, a lot of new challenges were observed during live sessions. Do you think the design thinking framework can manage this challenge?

With Design Thinking on our side, we can take hybrid and remote working models to the next level. Preparation and a change of mindset is the key. For forward-looking companies, remote and hybrid work is part of an ongoing learning process. We can focus on more virtual learning sessions, virtual networking, and mentoring opportunities as the remote work culture is here to stay. We can foster an equitable environment in which both remote and in-office employees can engage and collaborate in a transparent and efficient manner, contributing meaningfully to innovation and business growth.

Have you applied Design Thinking in work-from-home or hybrid culture in your organization?

In the month of September 2020, when COVID-19 just started spreading its wings, my former organization decided to launch a new brand. At that time launching a new brand seemed arduous and the managing director of the organization emphasized learning the brand inside out. He said, "This is the right time to launch our brand." To be honest, I agreed to disagree with him at that point in time. Anyhow, we started the research by thinking differently and keeping our customers in our mind. We worked with different teams in the organization and discussed the concept and the challenges in our journey. With extensive research for months, we learned the brand well, as well as found solutions to our problems. We worked with a creative mindset and applied Design Thinking to bring out the best solution. Finally, the brand was launched in September 2020. When the brand proved to be a mega success, I realized that our Managing Director was right about understanding the brand first. Design Thinking proved to be a boon in times of crisis.

Innovative solutions are the need of the hour considering Design Thinking as a framework of innovation. What would you recommend to build this mindset?

Innovation is something that keeps the boat sailing even with minimal outlay. Start-ups don't have big pockets as multinational companies, so they have to be perspicacious to persevere in the competition. They have to think out of the box to make cost-effective launches while keeping in mind human needs. In the startup world, design thinking is a powerful tool for concentrating on a real consumer need while saving time and money hypothesizing and experimenting with various solutions.

How would you describe the Society of Design Thinking Professionals in one line?

"Different life, different design; a torchbearer for the Indian society of Design Thinking."

High Tech Yin and Yang



Google is all about data math and algorithms. Apple is known for being a "design first" company. However, when viewed as complementary opposites: Yin and Yang, Data and Design, these two companies can be the poster child of possibilities. For the end user, these two companies' products have been and continue to be complementary. When someone buys a new iPhone or iPad, the first three apps they download are Maps, YouTube, and Google Search.

The lesson here is not to seek out an ideological polar opposite and hope for serendipitous advancement. They should instead internalize the success that results from the marriage of data science and design thinking.

"The creative folks intuitively design what's best for the user, while data folks provide great insights. The true unicorns are those who can go end-to-end designing, building, measuring, analyzing, and iterating with a combination of user intuition and deep analytics."

– **Matthew Humphreys, Chief Designer at a leading automotive design consultancy.**

"There are top-level challenges while uniting data science and design thinking -

- 1. Company agility to stimulate right away in real-time or test virtual experiences in full tilt.*
- 2. Sensing and data analytics enable a continuous feedback loop to improve new designs and to adapt in real-time.*
- 3. Building these ecosystems requires some level of structure to work smoothly, a high level of flexibility, and a deep connection to the context and usage."*

– **Valerie Pegon, a design and innovation strategist for Dassault Systemès.**

"Breakthrough innovation depends on the ability to create a link between things that seem unrelatable, and while computers might process connections faster than humans, the human brain is able to create associations that wouldn't naturally appear in a given dataset. Those associations are at the heart of design thinking. Companies need to invest in human expertise as well as in machine intelligence, however, they will still fail if they don't invest in the third ingredient: a process to make those two successfully work together."

– **Kristen Van den Bergh of additive manufacturing software and services company Materialise.**