

Lunch  
& Learn

Design Thinking

# 00 | Contents



01

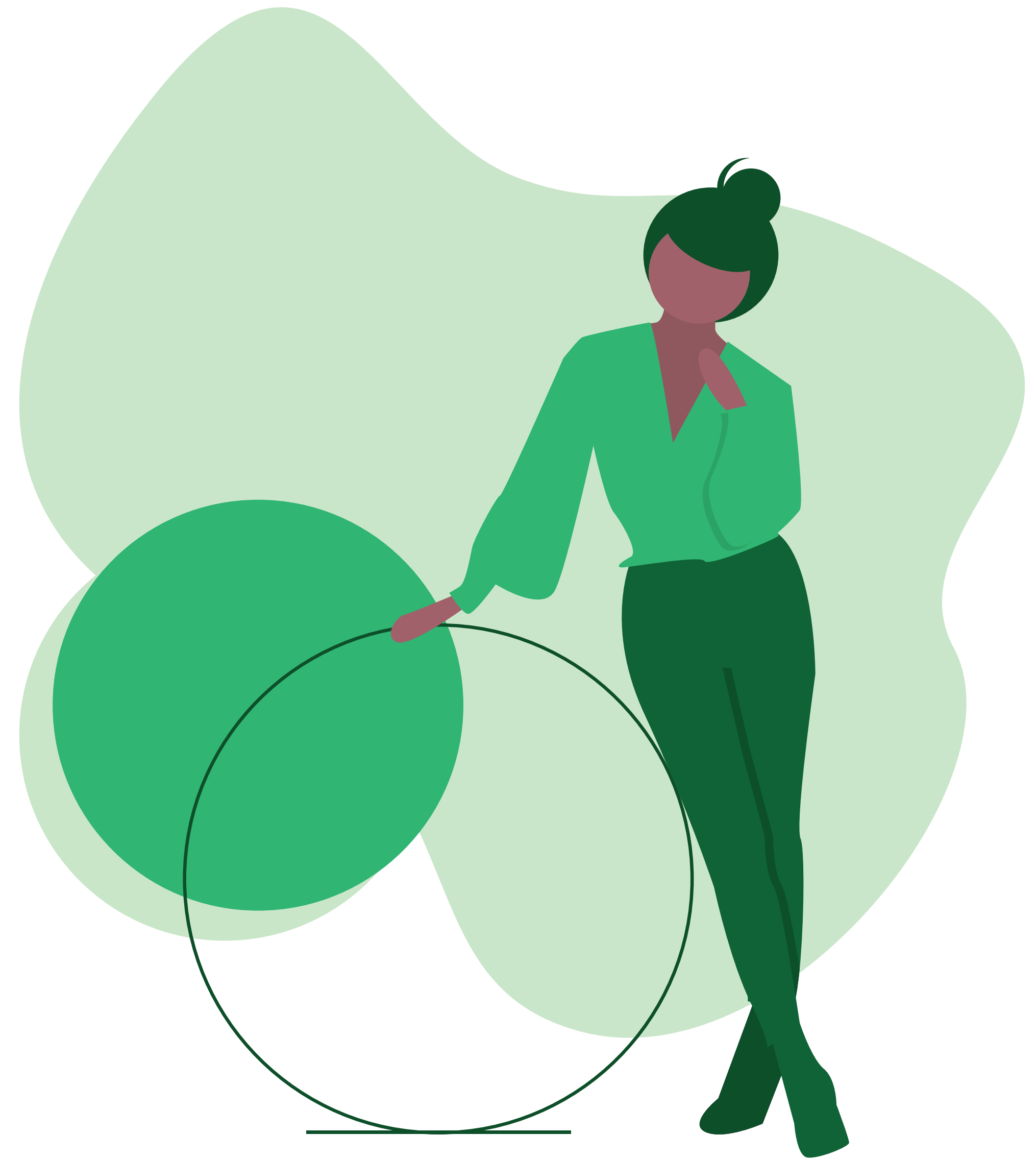
What?

# 01 | What it is

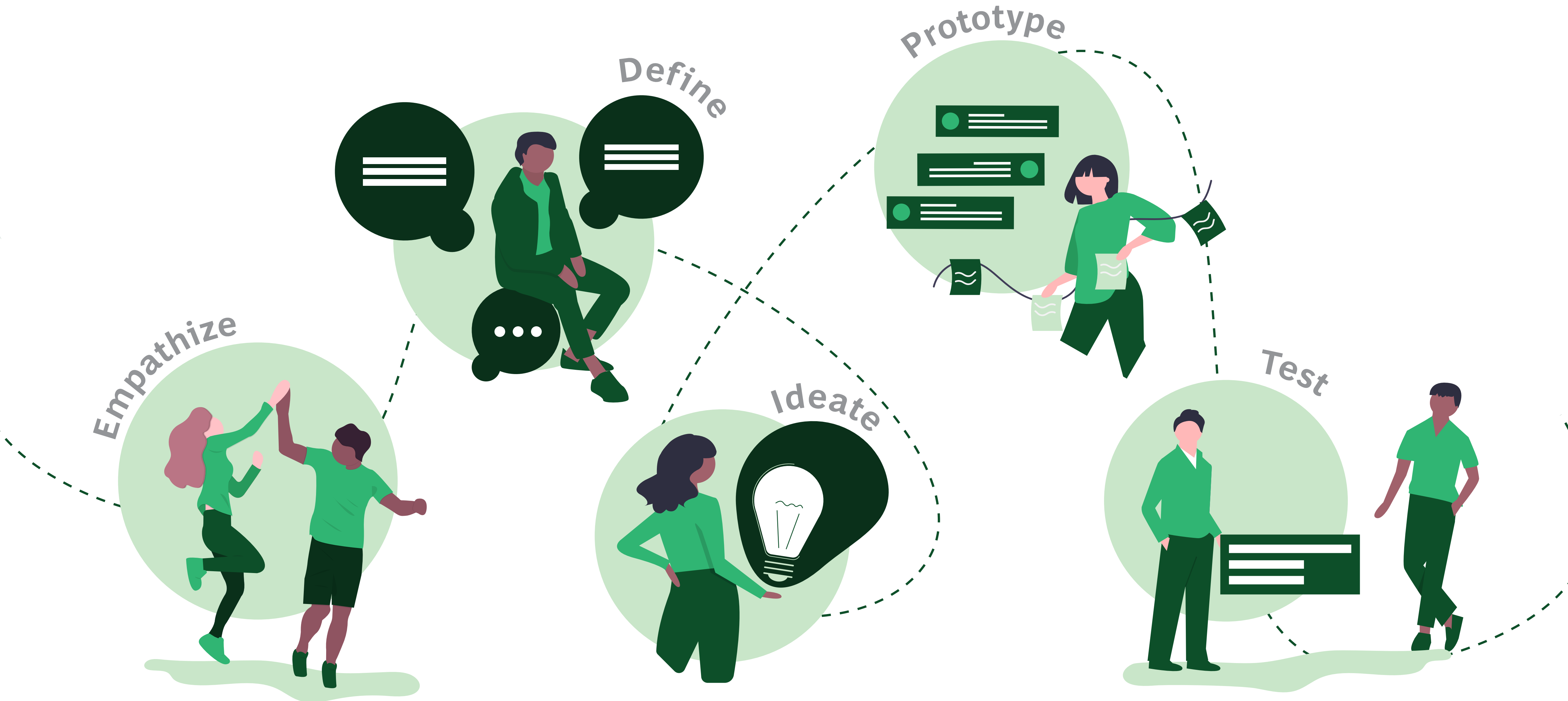
Design thinking is a human-centered process of problem solving that involves research and rapid ideation.

This aims to improve the situation of people through the experiences they have. If you're interested in solving problems for people, then you can practice design thinking.

**Design thinking at its core is the process of understanding the situation, recognizing where it can be improved, and then creating a better future for the people involved.**



# 01 | Five step process



# 01 | Five step process



## Empathize

**Research user's needs.**

Set aside assumptions and put yourself in the audience's shoes.

Put your user at the center of your work and solve for their needs. This will make your final product more relevant and marketable.



## Define

**State the user's problem.**

Research, observations, and then define the core problems identified and use this to create a statement of intent. Develop a persona that will help keep decisions user centered.

This helps shape a brief for the project, clarifying the challenge you are aiming to solve.



## Ideate

**Challenge assumptions and create ideas.**

Look for alternative ways to think outside the box and innovate new solutions.

Brainstorming sessions help to keep ideas flowing and generate a broader range of solutions. Mood boards can help create a consistent vision and keep your goal on track.



## Prototype

**Start to create solutions.**

Experimental phase, identify best possible solution for each problem found.

Produce scaled down version/ scenario of the final deliverable or specific features found within the product. Give examples of where the suggested solution has been successful. Identify why this addresses the problem and how the solution sets you apart.



## Test

**Try out your solutions.**

Put your solution to test by allowing users and focus groups to experience the deliverable.

Gather your findings and user feedback. Return to previous versions to redefine the problem so you can better address the core problem of the user.



02

How?

# 02 | How to do it

What you are creating is more than just a product. You are creating an experience.

Consider a coffee maker. Do you care how it works or how it was made while you using it?

**The user cares about the experience they will have with the coffee. They are looking for a chat in the break room, a pick me up, or maybe just something warm. They are seeking an experience that goes beyond the coffee maker itself. It is up to you to create that experience.**





## 02 | Experiment

Draw a vase.



## 02 | Experiment

The drawings all look fairly similar.

This is because the prompt is too narrow for innovation and creativity to flourish... a common problem in the enterprise world. You engage fewer senses by only focusing on the product.

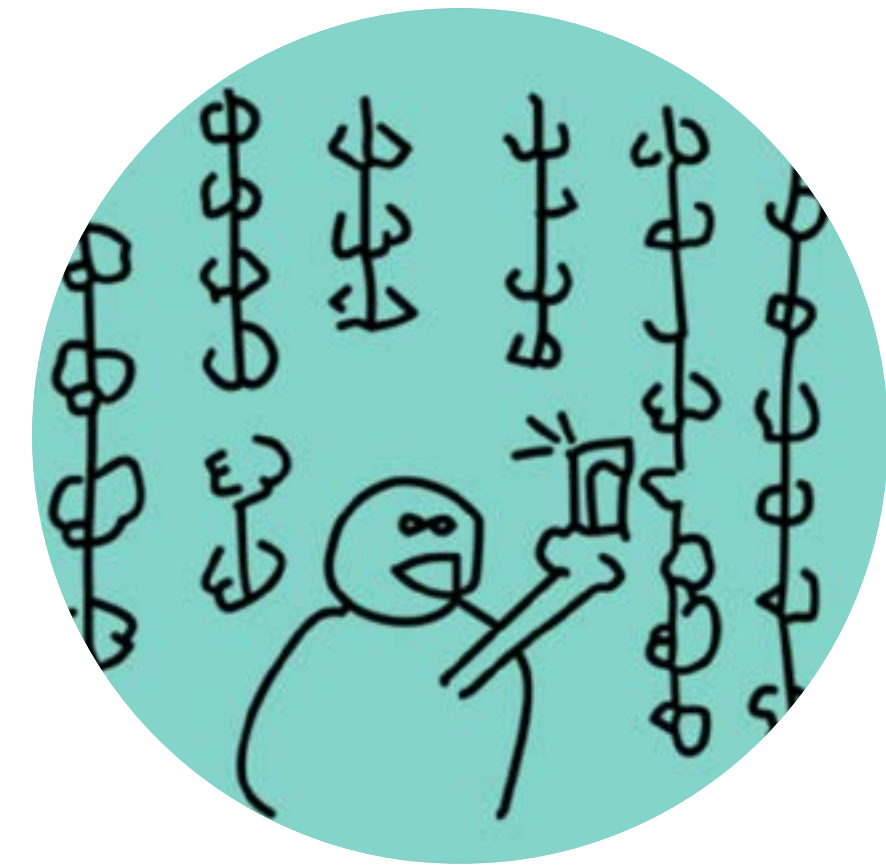
Look at the bigger picture. Why would someone buy a vase? What purpose does it serve? A vase is only one way to enjoy flowers in your home. Try the activity again, but this time think of it as an experience. What other physical senses can you engage?





## 02 | Experiment

Now design a better way for someone to experience flowers in their home.



## 02 | Experiment

The drawings are all very unique and influenced by personal experience of the person who drew it.

The second part of the activity engaged many more senses in trying to solve how someone can better enjoy flowers in their home.



## 02 | Experiment

Instead of seeking to define an idea by its structural parts, Design Thinking focuses on how an idea helps a person achieve a task and how it makes them think/feel.

*Source: IBM Enterprise Design Thinking Course*

- **Focus on real people and needs**
- **Talk to those people and understand what problems they have**
- **Come up with several solutions, be visual and experiment**
- **Emphasize the experience not the product**





03

Where?

# 03 | Where it applies

Work together with the customer to discover all the information (purpose, content, location, etc.). Collaborating will answer more questions and help the customer feel like a thought partner.

**Help elevate the experience by truly identifying what your customer is trying to provide their attendees. With a list of relevant questions and considerations at the right steps, you can apply the smallest level of design thinking and still make a large impact.**





## 03 | Creative process

### Kickoff

1. Ask about the user and do research
2. Define the goal

### Creation

3. Ideate concepts
4. Prototype iterations, test, and revise

### Delivery

5. Deliver a solution that improves the users experience

## Design thinking

### Kickoff

#### 1. Ask about the user and do research

- How will a user interact with what's being delivered?
- What brand are we working with?
- Who is the competition and what differentiates us from them?
- What opportunity will the design support?

#### 2. Define the goal

- Craft statement of intent.
- Why do they need this project?
- What is their voice/message?
- What are they telling the audience that we should be also telling the business?



# 03 | Creative process



# Design thinking

## Creation

### 3. Ideate concepts

- What are we trying to say with the deliverable exactly?
- What do we want audiences to take away?
- Are there any format parameters or limitations for the design?
- Are there any specific images you are looking for?
- What emotions/tone are we trying to evoke?

### 4. Prototype iterations, test, and revise

- Present concepts through images, storyboards, etc. ... to discuss which direction you will like to head.
- Share smaller examples and mock-ups, show client where iterations have been successful before.

## 03 | Creative process

### Kickoff

1. Ask about the user and do research
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### Delivery

5. Deliver a solution that improves the users experience

## Design thinking

### Delivery

#### 5. Solution

- Present deliverables and compile a portfolio of process and research.
- Use findings to inform future solutions.
- Make sure that final product address the statement of intent.

# 03 | Current M&E support model

Prepare			Plan				Delivery		
Purpose and parameters	Sourcing cities and dates	Invitation process	Detail agenda and content	Registration and mobile app	Event logistics set-up	Monitor budget	Prep meeting materials	On-site support	Post-event budget report
Define event purpose	Define accommodation and space needs	Identify invitation list based on budget	Select guest speakers	Provide content for mobile app and approve launch	Share objectives and vision for event	Monitoring travel spend	Create welcome packet / online equivalent	Manage all content-related changes	Issue/ analyze attendee feedback survey
Preferred dates and location	Review global calendar for bundling options	Build registration site per customer objectives	Create agenda	Build mobile app	Manage logistics on meeting space, F&B	Monitor spend for event elements	Coordinate signage needs	Coordinate onsite mobile app support	Review / approve final vendor invoices
Register event at mettings.bcg.com	Hotel RfP process and contracting	Final registration site approval prelaunch	Review agenda and optimize logistics		accommodation and attendance tracking		Work with local office for shipping/ supply needs	Coordinate hospitality desk and name badges	Actual attendance tracking
Provide budget	Hotel RfP process and contracting	Provide content/ text for attendee comms	Coordinate/ manage guest speaker logistics		evening, offsite events, activities and transportation		Create survey templates	People movement	Manage charge-back process
Develop budget	Approve contract and cancellation policies	Launch registration			Liaise IT & AV needs				Pay final vendor invoices
Define Virtual Roles	Sign contract	Identify LO contact to assist with visas			Plenary production				Report spend vs. budget to Finance; track savings
	Manage hotel deposits				Implement safety and security best practices				Debrief with suppliers / vendors
	Define travel and guidelines								Debrief with customer/future opportunities

- Customer responsibility
- M&E/ METS responsibility
- TBD based on customer/ event need

# 03 | Integrated support model

Prepare			Plan				Delivery		
Purpose and parameters	Sourcing cities and dates	Invitation process	Detail agenda and content	Registration and mobile app	Event logistics set-up	Monitor budget	Prep meeting materials	On-site support	Post-event budget report
Define event purpose	Define accommodation and space needs	Identify invitation list based on budget	Create agenda and shape content	Provide content for mobile app and approve launch	Share objectives and vision for event	Monitoring travel spend	Create welcome packet / online equivalent	Manage all content-related changes	Issue/ analyze attendee feedback survey
Preferred dates and location	Review global calendar for bundling options	Build registration site per customer objectives	Select guest speakers	Build mobile app	Manage logistics on meeting space, F&B	Monitor spend for event elements	Coordinate signage needs	Coordinate onsite mobile app support	Review / approve final vendor invoices
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Develop budget	Approve contract and cancellation policies	Launch registration			Liaise IT & AV needs				Pay final vendor invoices
Define Virtual Roles	Sign contract	Identify LO contact to assist with visas			Plenary production		Select an item to view Design Thinking integration		Report spend vs. budget to Finance; track savings
	Manage hotel deposits				Implement safety and security best practices				Debrief with suppliers / vendors
	Define travel and guidelines								Debrief with customer/future opportunities

- Design Thinking collaboration
- Customer responsibility
- M&E/ METS responsibility
- TBD based on customer/ event need



04

Why?

# 04 | Why it matters

You don't have to be a designer to think like a designer. Design thinking can provide anyone the creative tools they need to understand the goals of their customers and the needs of their audience. A continuous cycle of ideation, iteration, and communication will deliver a solution that is strategic and actionable.

**For BCG, Design Thinking provides human centered solutions through a process that employs an already existing infrastructure of collaboration, strategy, and driving transformation. With Design Thinking we can challenge established thinking and truly create solutions that better the experiences of our clients.**





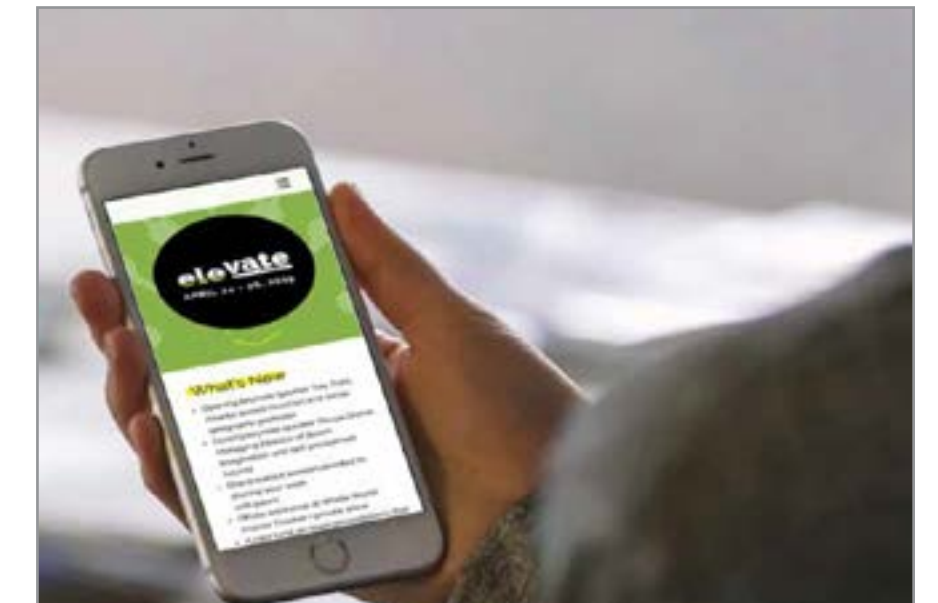
# 04 | Elevate

Challenge: Develop and execute an experience for the North American Design Studios that inspires the team and fosters affiliation.

Solution: An inviting and uplifting event that encouraged connection through strategic activities and structured downtime and energized attendees with inspiring content

## Key elements:

- Event logistics
- Communication plan
- Visual strategy
- Content development
- Environmental design
- Way finding
- Event guide
- Digital
- Video
- Personal touches





# 04 | WWOM Virtual

Challenge: Create a memorable branded environment and way finding in a virtual conference space that engages the audience as much as a physical space would. Help user to feel the excitement they would experience in-person only virtually.

Solution: Created an evergreen brand. The chosen theme was called Confluence —utilizing line forms to illustrate the diversity and convergence of people and business who merge together and move as one unit to expand their reach. Allowed the user to feel connected to the conference and their colleagues regardless of location.

## Key elements:

- Visual strategy
- Environmental design
- Brand package





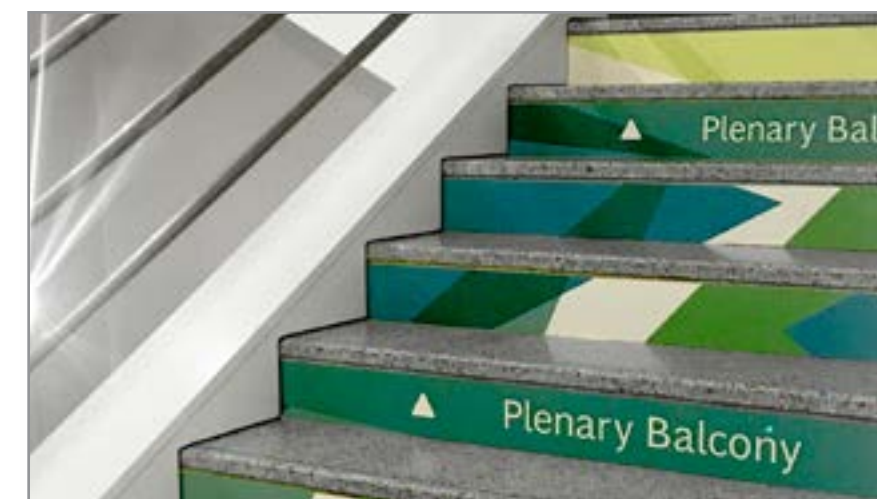
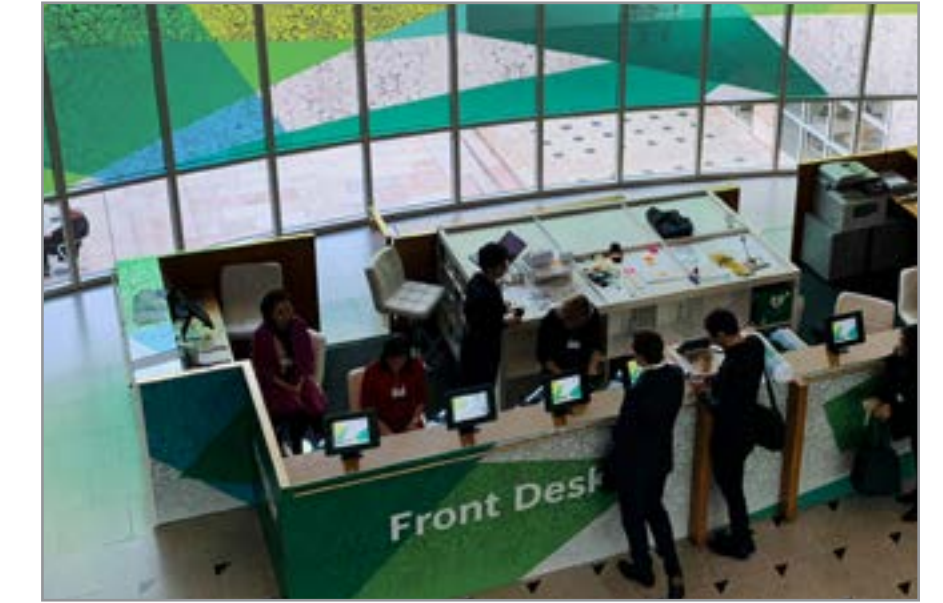
# 04 | WWOM Lisbon

Challenge: Create a memorable branded environment and way finding in a complex, multi-level space.

Solution: Using angular shapes and color blocks, the graphics system reflects the bold and colorful Lisbon environment. The various configurations of geometric shapes point attendees in the right direction and communicate a methodical approach to BCG projects.

## Key elements:

- Visual strategy
- Traffic flow
- Way finding
- Environmental design





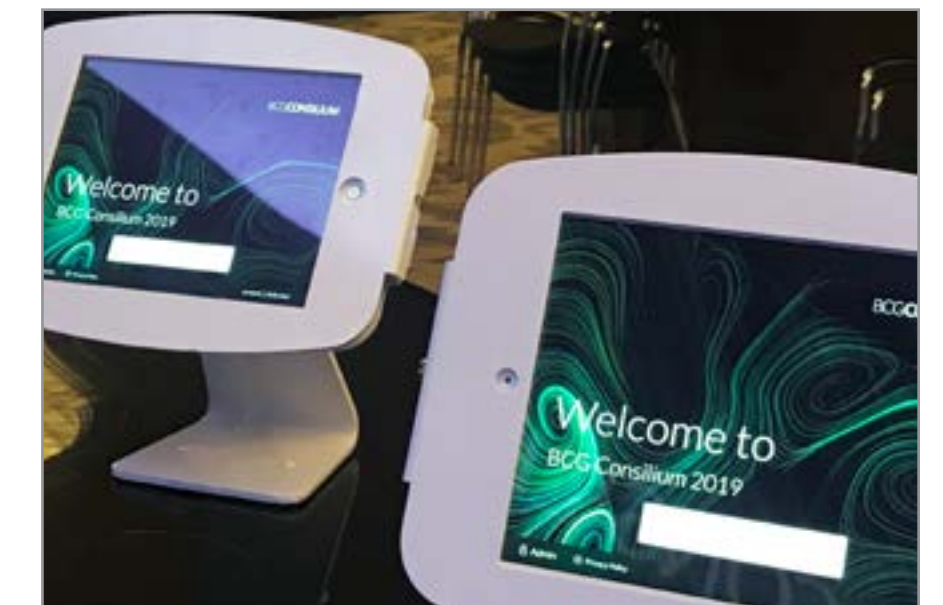
# 04 | Consilium

Challenge: Create anticipation and a sense of awe among attendees. Foster affiliation and a memorable experience.

Solution: A dynamic visual system that activated spaces encouraging connection, strategic collision points, and professional growth.

## Key elements:

- Visual strategy
- Digital
- Video
- Way finding
- Set backdrops





# Sources

[Creative Problem Solving with Design Thinking at BCG](#)  
[Class ID: IPTG101-01](#)

[Interaction Design Foundation](#)

[IBM Enterprise Design Thinking](#)