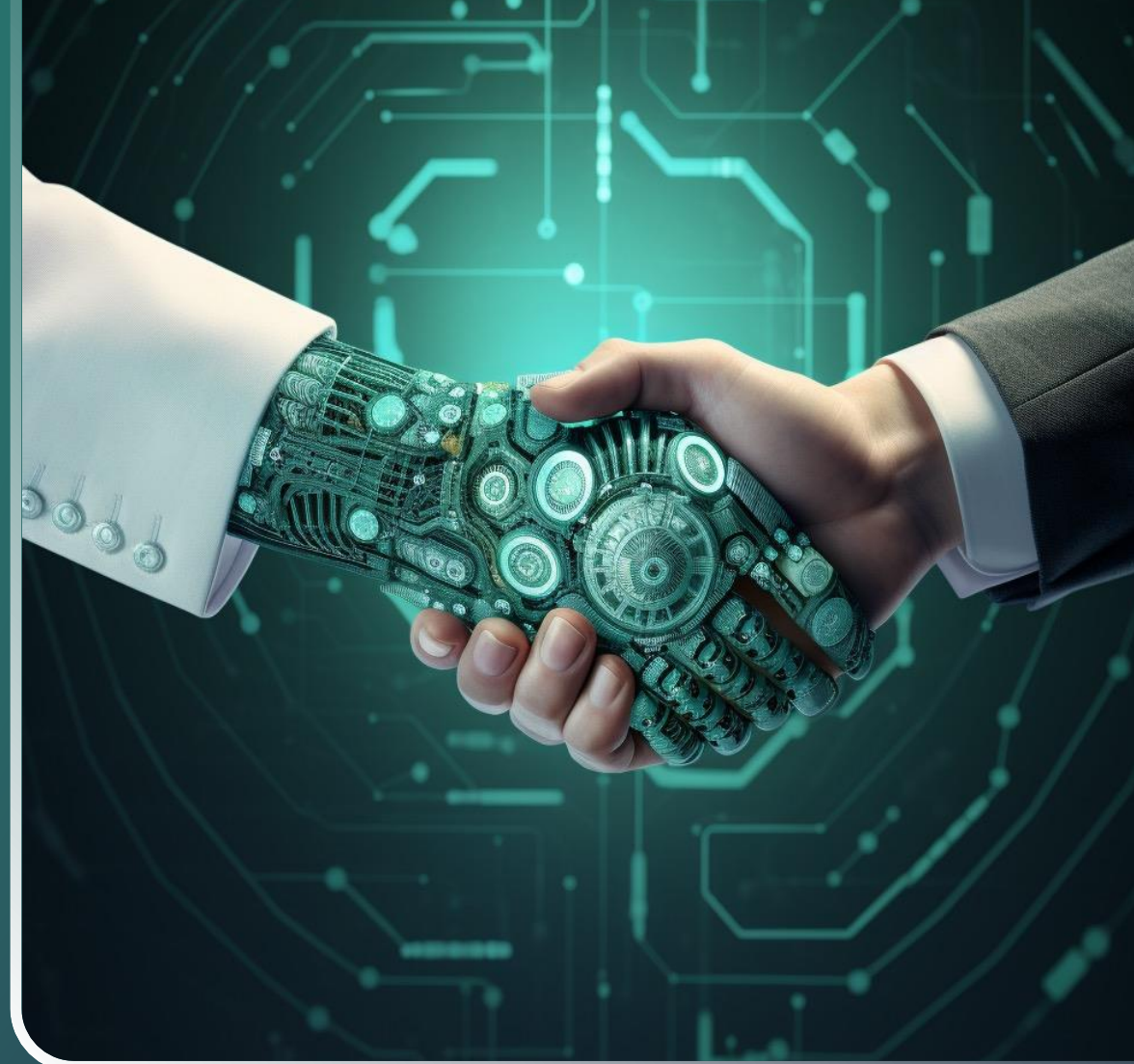


intellias

# Intellias Design Thinking for AI

We breathe life into **great ideas** with the power of **digital technology**



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IAOP THE BEST OF  
The Global  
Outsourcing 100

Forbes  
Best IT employer in Ukraine

EY  
Building a better  
working world



Imagine if you could  
**ADDRESS**  
the following challenges:



**Uncover customer insights:**

Design thinking enables you to deeply understand your customers' needs and preferences and craft innovative, user-centric solutions that set you apart in the market



**Evaluate AI's viability for problem-solving**

Design thinking assesses whether AI is a suitable solution for specific needs through a user-focused approach. It ensures an efficient technology integration based on unique requirements, challenges, and possible solutions.



**Successful AI adoption from the start**

Design thinking provides a structured customer-centric approach to AI adoption by helping to identify relevant use cases, understand user needs, and develop actionable strategies for a successful launch.

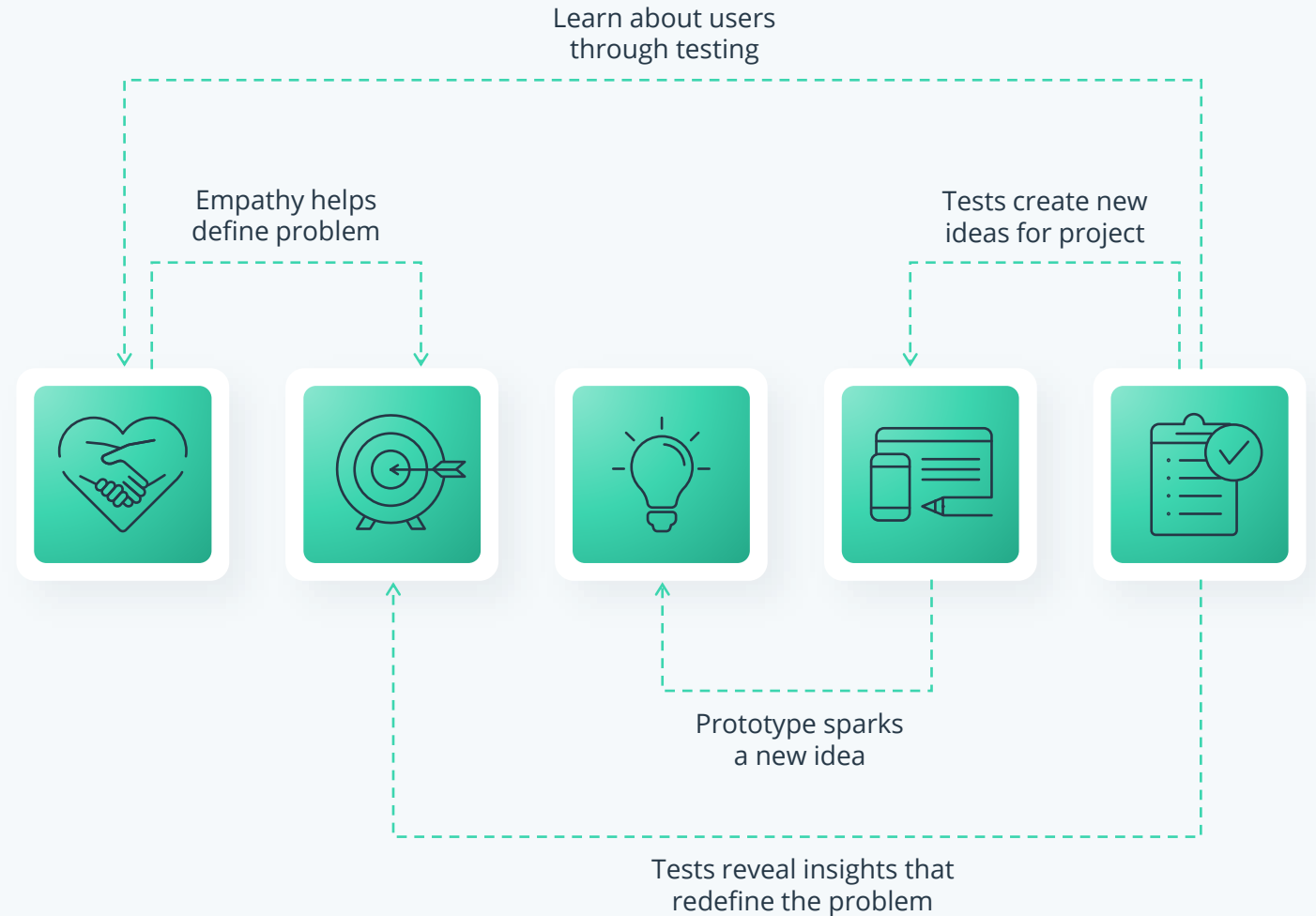
# Design Thinking Service Overview

## Exploring innovation with FREE Design Thinking workshops

- Our Design Thinking workshops are designed to guide your team through an interactive process in order to uncover insights, challenge assumptions, and spark innovative ideas.

## Introducing Design Thinking:

- It's a problem-solving methodology that emphasizes a human-centered approach to help businesses develop products, services, and processes that are more user-friendly, effective, and innovative, ultimately driving competitive advantage and customer satisfaction



# Our Approach to Design Thinking Solutions



## Empathic Exploration

We begin with immersing participants in their clients' viewpoints,, fostering a deep understanding of their pain points, desires, and aspirations



## Ideation & Brainstorming

Participants freely brainstorm to come up with ideas, encouraging unconventional thinking and generating innovative concepts



## Solution Drafting

Participants ideate and visualize potential solutions, transforming concepts into tangible forms, bringing ideas to life



## Feedback & Refinement

We fine-tune ideated solutions through iterative feedback loops during workshops, ensuring they align with the genuine needs of the customers

# Strategy Implementation & Provision

## Clearly defined user personas



Detailed profiles of potential users or customers, providing a deeper understanding of their needs, behaviors, and preferences.

## Ideas catalog



A collection of innovative ideas generated during brainstorming sessions, showcasing a range of potential solutions to address the identified challenges.

## Ideated solutions



Visual representations or workflows of the most promising concepts, allowing stakeholders to visualize and interact with ideas for potential solutions.

## Presentation Deck



A visually engaging presentation summarizing the workshop process, findings, and the proposed solution, suitable for sharing with stakeholders.

## Actionable recommendations



Clear suggestions for next steps, whether it's starting with strategy phase, preparation or implementation.

## Enhanced understanding



While not a tangible deliverable, the enhanced understanding of user needs, problem areas, and potential solutions gained during the workshop is invaluable and guides future decisions.



# Business Outcomes

- **User-centric solutions:** By placing users at the heart of the process, our workshops lead to solutions that genuinely address their needs and preferences.
- **Innovation catalyst:** Design Thinking is a proven method for sparking innovation and finding breakthrough solutions that set you apart from competitors.
- **Collaborative advantage:** Our workshops foster collaboration across diverse teams, combining a range of perspectives for holistic problem-solving.
- **Iterative approach:** The iterative nature of Design Thinking means that solutions evolve and improve through ongoing feedback, ensuring a refined final product ideas.
- **Enhanced decision-making:** Design Thinking empowers informed decisions by grounding them in a deep understanding of users and contexts.



# AI Design Thinking Workshop

## Pre-Discovery

- Ignition Workshop
- Planning & sizing
- Questioner config
- Discovery roadmap

## Research

- Info gathering
- Business model
- Data collection
- Data synthesis
- Problem/opportunity definition

## Workshop

- Insights
- Ideation & solution discovery
- Problem/opportunity statement definition
  - What
  - Why
  - How
- Limitations & advantages
- Solution(s) overview
- Business case & Value proposition
- Prioritization & Validation scenarios

## Report & conclusions

- Discovery results
- Draft requirements
- Gap analysis
- Estimates & requirements
- Retro perspective
  
- Next step(s)



# Success Stories

CLIENT	Company that is just starting with AI	Company that has a new AI product to build	Company that is using AI for long time, but wants to optimize and modernize it
PROBLEM	Client doesn't know where to start, for what business use cases they could utilize AI and is it feasible for them to start with AI	Client is building new product, but they are not sure what technologies are best for them to use to easily integrate into existing solution	Client is utilizing AI for prolonged period of time, noticed that different teams are slow in cooperation and performances of models are slower and slower
BUSINESS OUTCOME	<ul style="list-style-type: none"><li>• Identified possible use cases that can benefit from AI</li><li>• Identified what steps have to be implemented from data and resource side for successful jumpstart</li><li>• Results of workshop saved client expenses that would be initially spent on consulting services</li></ul>	<ul style="list-style-type: none"><li>• Identified what are needs and based on that suggested possible technical solutions that should be explored further</li><li>• Helped client to understand what they currently have inhouse that could be potentially utilized and what are next steps in the journey</li></ul>	<ul style="list-style-type: none"><li>• Identified what are main bottlenecks and challenges business is facing with current solution</li><li>• Ideated possible workflows and defined what are the next steps to work it on</li></ul>



# Thank you!

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