



Design Thinking – 2 Weeks

Maximize Value from your Azure Cloud, DevOps and Infra Automation Roadmap

The challenge when building any new solution is that decision makers have strong pre-conceived notions of end-user problems. This in turn limits the efficacy and impact of the solutions that are designed.

What is design thinking?

Design thinking is a fresh approach to thinking which challenges assumptions, and helps you gain a deep appreciation of the needs and aspirations of your users. With this fresh understanding, you can now identify alternative strategies and solutions, that might not have been obvious with your initial level of awareness.



Why customers use Design Thinking?

- Reduce time spent on product design and feature definition
- Stakeholder Alignment to expectations and roadmap
- Connect user problems to solutions, thereby reducing development cycles
- Generate fresh innovative ideas using a time-tested approach to solving problems

Explore

What to prioritize on?

- Dissecting the challenge
- Segmenting Users and Personas
- Empathy Study
- Shortlisting Focus Areas

Ideate

Are they feasible and viable ?

- Generating Ideas
- Impact Rankings
- Group Work to enhance ideas
- Big Idea Sketch

Test

What do our customers think?

- User Research Workshops
- What do they love?
 - Areas of Improvement
 - What needs addressing?
 - Fresh ideas from customers

Evolve

What would it take to build this new vision?

- Design Economics
- Risk Assessment
- Implementation Roadmap

We helped design the World’s Smartest Campus on the MS Azure platform and have expertise in design thinking for SaaS and Cloud Products. Our design thinking sessions are KPI-driven – tagged to specific ROI metrics.