

goals remain, the way these goals are achieved are transformed dramatically with design thinking. This is a marked shift from product or service design to designing for the entire organization. Today organizations are increasingly applying design thinking principles for innovative process, building a culture of innovation and for collaborative problem solving.

The Wow Factor in the Pursuit of Design Thinking

Design thinking is gaining in popularity among large organizations as well as nimble start-ups. The culture of design seemingly a start-up culture, has turned out to be a success for large organizations - despite the fact that one cannot look around for quantitative ROI with design thinking. A company can cut costs, optimize productions and improve the top-line and bottom line with the same set of products or services. However, when the same company relooks the way its products help create a unique customer experience and aligns its organization-wide processes to this experience, there surely is an impact on the top line and bottom line over a period. Design helps to relook and understand the way an organisation

interacts with the customer and enhance his experience. Optimisation and enhancements only go so far. A radical re-look at the product or service through design thinking results in innovation. For instance, no customer insight told Samsung that customers were looking for a smart phone. Design thinking radically changed the way phones are being used and the large phablets and tablets came into being.

In today's world, companies are dealing with extraordinary levels of complexities and design thinking helps look at the problem in totality. When customer or market needs change, and changes happen very quickly, a new(user) customer experience has to be created in tandem. More importantly, in a technology-enabled, convergent world there is a call for a global focus that makes it important to revisit existing processes and align to new cultural mindset.

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