

DESIGN THINKING: HOW MIGHT WE ... ?

DRIVE
INNOVATION



SOLVE COMPLEX
PROBLEMS



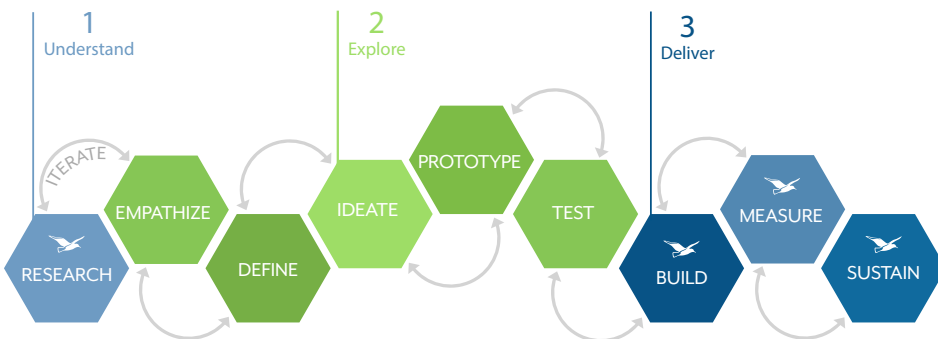
CONNECT
WITH CUSTOMERS



Design Thinking is a flexible framework and set of processes that has evolved out of the designer's "toolkit" of delivery. It marries human-centered design with relevant business value and the delivery of meaningful end user experiences, answering the question of WHY people need products and services, not HOW or WHERE.

Unlike traditional solution delivery methods and product development, which start with an end state in mind, Design Thinking revolves around empathy and problem framing, with a focus on developing a true understanding of the people the solution is being designed for. Solutions are then crafted via an unencumbered approach that fulfills the audience's needs through iterative product delivery.

NAVIGATE'S DESIGN THINKING FRAMEWORK



This process focuses on designing and delivering impactful solutions that delight end users and achieve holistic outcomes, in contrast to traditional methods that deliver isolated solutions.

The typical Design Thinking framework leverages the following steps: Empathize, Define, Ideate, Prototype, Test, and Iterate. We take this proven framework and expand it in both directions, while embedding the concepts of empathy and iteration at every step. Our unique, expanded approach to Design Thinking ensures we deliver creative, impactful solutions for complicated problems. We prioritize upfront research to ensure that we are focused on solving the right problem and delivering the right solution.

EMPATHY

A focus on the user's experience and needs – an "empathetic approach" – is what sets Design Thinking apart. Rather than establishing an end-state vision and feverishly working to achieve it, you instead start by understanding your end users and what will resonate with them. You then design a solution to achieve their desires, minimize their pain points, and drive real value for your company.

ITERATION

The first version of a product, service, or strategy is never perfect, but it's a step in the right direction. Embrace this first step and get your ideas into the hands of your end users and stakeholders as quickly as possible. Let them experience your idea, live with it, and provide you feedback so that you can make as-needed adjustments to improve on what you've done. Then repeat that development and feedback loop until your end users are truly satisfied.

WHY NAVIGATE?

We have a proven track record of helping our clients achieve their desired results because we don't believe in prescriptive methodologies or a "one-size-fits-all" approach. Instead, we apply the Design Thinking process as a flexible framework and use proprietary tools to uncover key insights that drive breakthrough solutions.

Furthermore, we not only value empathy but weave it into all that we do and how we work with our clients. We understand that every problem is unique; our offerings are all completely customizable and tailored to meet your company's needs – and the needs of your end users.

Our outcomes are designed to change minds, change behaviors, and change your business.



ACADEMY Change Minds

We will equip your team with the Design Thinking mentality through our hands-on, application-based training program. Your team will learn and internalize an empathy-led approach to problem solving. Attendees will leave with the mindset – and tools – they need to apply Design Thinking in their day-to-day work.



ADVISORY Change Behaviors

We will provide on-site support to instill an empathy-led discipline across your team, with buy-in from leadership. We will deliver strategic guidance on integrating Design Thinking practices into your existing business processes, applying the rigor to bring your organization along.



CONSULTING Change Your Business

We will help you transform your business with Design techniques that focus on encouraging innovation and problem solving to meet the needs of your end users. We will stand up in-house capabilities and enable you to create best-in-class products or services on an on-going basis, resulting in better outcomes across your organization.

CONTACT US TODAY TO GET STARTED



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