What is design thinking?

Innovate through user insights

Design Thinking is a human-centred approach that tackles complex problems through collaborative methods.

Typically, Design Thinking involves a multidisciplinary team diving deep into a problem and developing practical solutions with customer involvement.

This means understanding your target audience, whether patients, HCPs, or back-office staff, by exploring their perceptions, thoughts, and behaviours to identify pain points and opportunities.
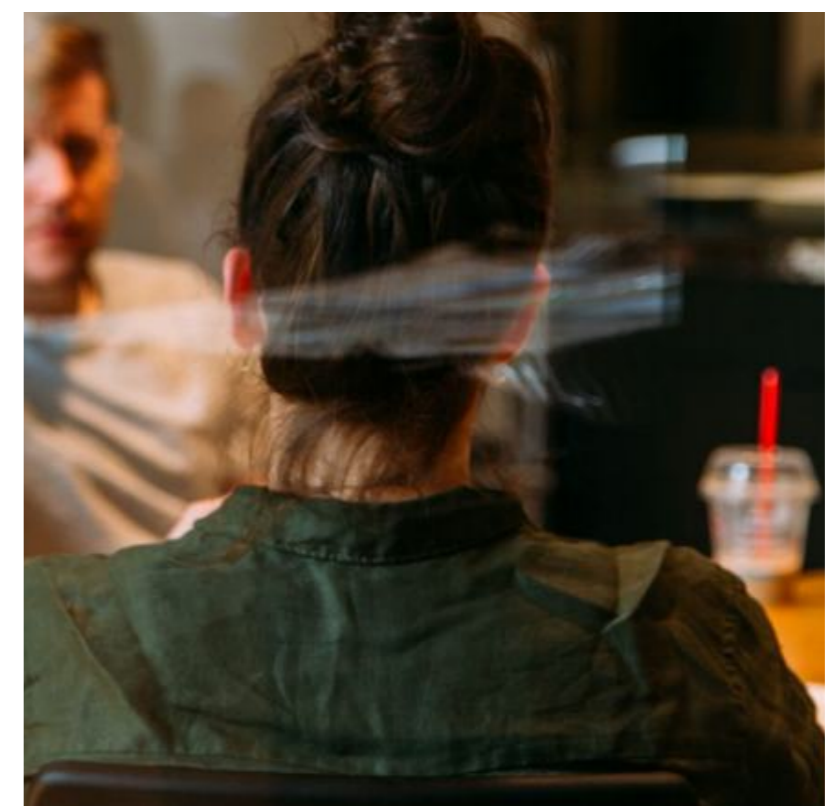
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Brainstorming

Visualising

User testing

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When to use design thinking

Drive growth through empathy

As you pursue growth strategies, you're undoubtedly considering where to allocate your resources and efforts.

A traditional analytical approach helps establish foundations, including identifying where to play, the commercial opportunity, the addressable market, the customer value proposition, and the cost-to-serve.

This approach is proven and familiar. But once you've identified your landing zone, there's more to uncover. This is where Design Thinking excels.

Design Thinking provides nuanced insights for executing your strategy. It uncovers crucial human factors for your target customers, whether patients or practitioners and how to leverage these insights during implementation.

Ethnographic research, co-creation, prototyping, and user testing reveal true pain points and opportunities, enabling effective action. These human elements rely on empathising with users and understanding their behaviours, needs, and attitudes.

Through the process, we determine:

How user types navigate touchpoints

Solutions that meet business and user needs

User needs, attitudes and behaviours

How patients feel using your product

Why patients prefer you over the competition

Key factors to execute within your organisation

Design thinking offers many advantages

User–centricity
Keeps the focus on real user needs, leading to more effective solutions that resonate with patients, HCPs or internal users.

Enhanced creativity
Breaks free from conventional problem-solving methods, fostering more innovative and iteratively generated ideas.

Collaboration
Encourages cross-functional teamwork, combining diverse insights and expertise.

Agility
Its iterative nature allows for quick adaptation and continuous improvement

Risk reduction
Prototyping and testing ideas early often minimise costly mistakes.

Getting started with design thinking

To kickstart your design thinking journey, you need:

1

A hunch
A direction of travel, hypothesis or pointed challenge you'd like to expand, solve and validate. Typically driven by your growth strategy.

2

A diverse team
Assemble a group with varied skills and perspectives that could contribute to a solution.

3

An open mindset
Be ready to challenge assumptions and embrace new ideas.

4

A creative space
Create an environment and effective facilitation that encourages creativity and experimentation.

5

User feedback
Involving real users to shape, validate and refine ideas

Case study 1: biomedical community

Leveraging Design Thinking to solve a complex challenge and launch a new product with an active biomedical community.

The challenge

We worked with a biomedical body that had built up valuable data on the host cell proteins. Host cell proteins are contaminants that arise in producing new vaccines and bio-medicines; they are time-consuming to identify and remove. Our client believed that with this data and an appropriate digital product, they could speed up the process for biomedical scientists and help lead to breakthroughs.

We used Design Thinking to help determine the potential value of this data and the digital experience that should support it.

1
We developed a deep understanding of scientists and their needs, using surveys and in-depth interviews to discover how the concept might help them and how they would use it in practice.

2
We mapped out current workflows and areas of frustration or inefficiency.

3
Via a series of Design Thinking workshops, we gathered ideas from a variety of stakeholders, and we translated these insights into a digital experience.

4
We tested our digital experience with scientists using visual prototypes to ensure we met their needs.

5
We arrived at a viable solution that represented commercial value for our client and genuine practical value for our targeted audience.

This case illustrates how Design Thinking can navigate complex subject matter and business challenges and arrive at a solution in short order.

We had confidence that the proposed solution would meet the needs of scientists because they were involved in its creation.

Case study 2 : health insurance

Enhancing user engagement and cross-selling through Design Thinking with a leading health insurance brand.

We used Design Thinking to determine the hierarchy of features and test our thinking with real customers as we progressed.

We conducted user research to understand behaviours and needs and to identify key user pain points and objectives.

We brainstormed features that addressed health engagement and product awareness, and based on user feedback, we developed and refined prototypes.

The challenge

We worked with a leading health insurer to revamp their app and boost user engagement. We aimed for engagement with health management features while promoting their diverse range of life, health, and car insurance products.

The main challenge was to design a user experience that encouraged healthy habits, facilitated health self-assessments, simplified healthcare management, and introduced a product range without overwhelming the users.

The outcome

The outcome included a unified dashboard that combined health tracking and product suggestions. Personalised and contextual product cross-sell prompts and a rewards system for engaging with health activities and exploring products.

Through a Design Thinking methodology, we got ideas to paper faster. We shaped them alongside the real customers, giving us confidence in the direction and derisking the path to true value.

Contact us

For more information and to discuss how we can leverage design thinking for your organisation, please contact us.

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About Hi Mum! Said Dad
We are a digital product and innovation consultancy. We uncover the ground truth to identify meaningful opportunities and create products that make a difference.

About L.E.K. Consulting
We are a global strategy consultancy working with business leaders to seize competitive advantage and amplify growth.