

# Intrapreneurship Forum

**Crash Course in design thinking**

A man with a beard and glasses, wearing a blue jacket and a black scarf, is leaning forward and pointing towards a group of people. He is smiling and appears to be engaged in a discussion. In the background, several other people are standing and talking in a bright, modern office or workshop environment with large windows. The overall atmosphere is collaborative and creative.

**BUSINESS  
MODELS INC**

**Welcome**

**@SuhitAnantula**



**Suhit Anantula // Humanomics**

# Shreya

**Sentence  
Starter**





**Alexander Osterwalder – Thinkers 50**

A black and white portrait of a man, Patrick Van Der Pijl, smiling. He is wearing a dark jacket over a light-colored collared shirt. The background is dark and textured. A red banner at the bottom contains his name in white text.

**Patrick Van Der Pijl**





**1.000.000+**  
*copies sold*  
*in 30 languages*

The Business Models Inc.  
approach is inspired by  
the book Business Model

**Crowdfunded // Self published**

MODELS INC. JOURNAL  
Patrick van der Pijl.



**BMI** ●

# Our Global Presence



# Model Generation

WRITTEN BY  
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY  
An amazing crowd of 470 practitioners from

DESIGNED BY  
Alan Smith, The Movement

NEW TOOLS, SKILLS AND MINDSET  
FOR STRATEGY AND INNOVATION

# DESIGN A BETTER BUSINESS

Written by Patrick van der Pijl, Justin Lokitz, and Lisa Kay Solomon  
Designed by Erik van der Pluijm & Maarten van Lieshout

WILEY

# Business Model Generatie

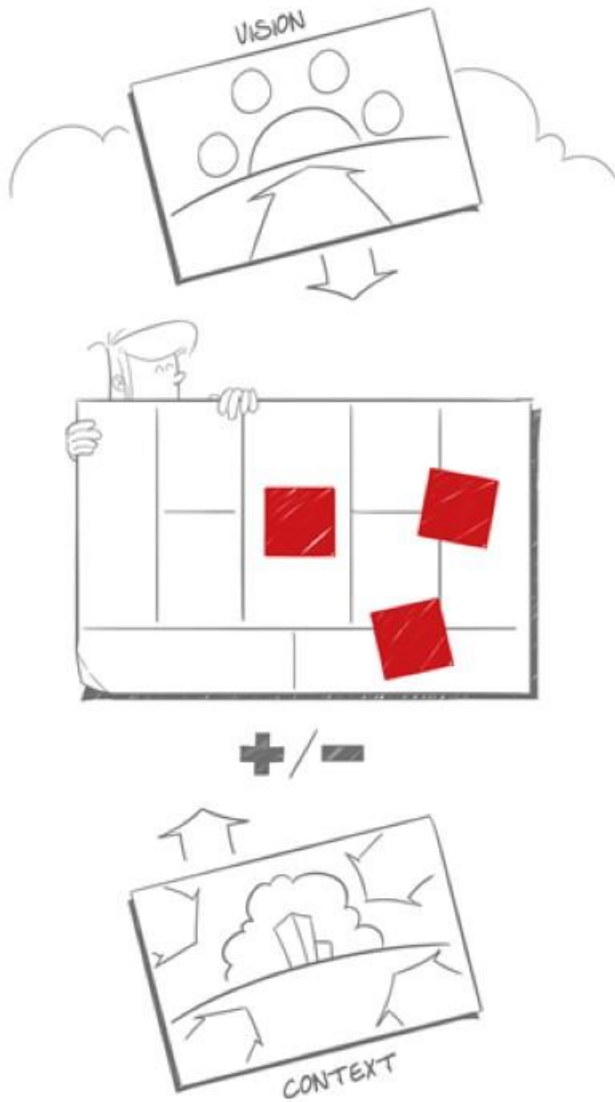
gemaakt door  
Yves Pigneur

Zie ook het  
vervolg op  
Business Model  
Generatie:  
**Waarde  
Propositie  
Ontwerp**

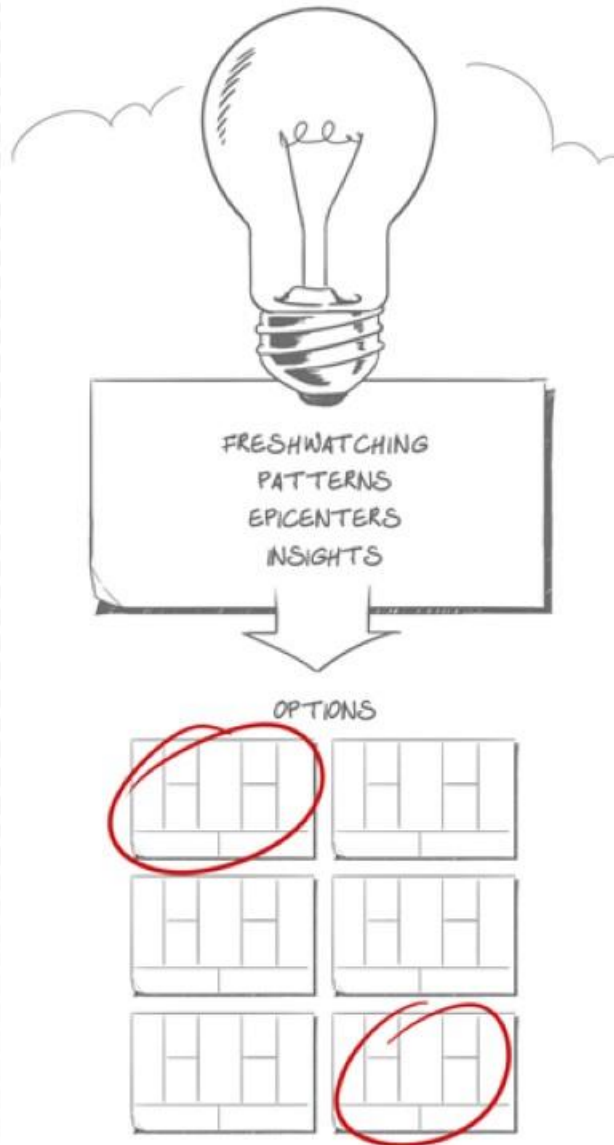
# How we work



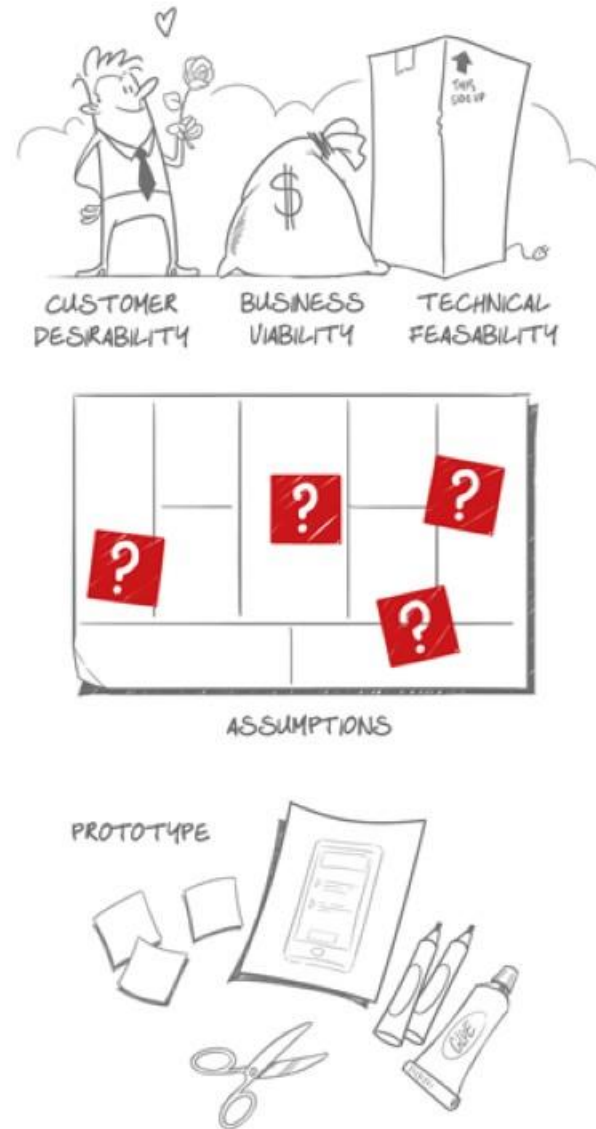
# UNDERSTAND



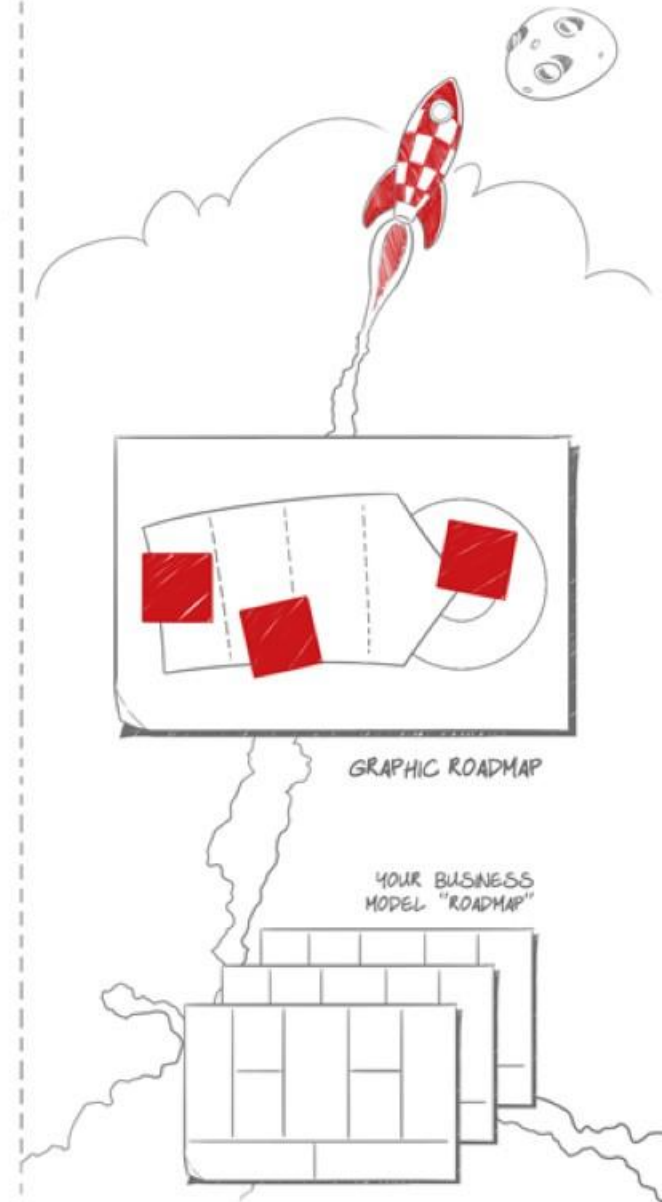
# IDEATE



# VALIDATE



# SCALE



# Where we play

# **SVIP/Impact Accelerator**



# T-Hub

India's Largest Startup Incubator Hub

**India market access**



A medium shot of Ralph Hamers, CEO of ING, speaking. He is a middle-aged man with dark, wavy hair, wearing a dark suit, white shirt, and a patterned tie. He is gesturing with his hands as he speaks. In the background, a large, stylized orange lion logo is visible on a light-colored wall.

**RALPH HAMERS (CEO) ING**



GROWTH  
&  
COMMERCIALISATION

**Growth Lab**





# POLICY BY DESIGN

HOW USER CENTERED DESIGN HELPED THE DEPARTMENT

**Governments**



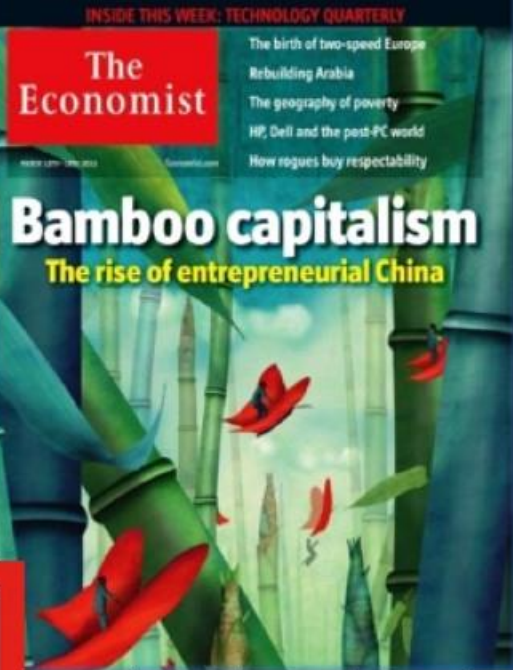
in the  
ation.

**Blah  
Blah  
Blah.**





**VUCA**





WHAT COMPUTERS ARE GOOD AT

# certainty & uncertainty

WHAT MOST  
GOVERNMENT  
ORGANISATIONS ARE  
DESIGNED FOR

WHAT HUMANS NEED TO BE GOOD AT

**Rules of the game  
has changed**



**Understanding  
where humans are  
moving is a key  
concern.**

**How might we  
innovate the policy  
and service  
delivery?**

# **What is policy?**



**Policy is about  
solving a problem  
or a way of meeting  
an aspiration**

***– Lisa Paul***

**Design is now at the heart  
of an organisation's  
ability to create new  
valuable solutions.**

**– Christian Bason**

**Design Offers Devices –  
Concepts, Identities,  
Graphics, Products, Service  
Templates, System Maps –  
That Can Help Give Form And  
Shape To Policy In Practice.  
– Christian Bason**

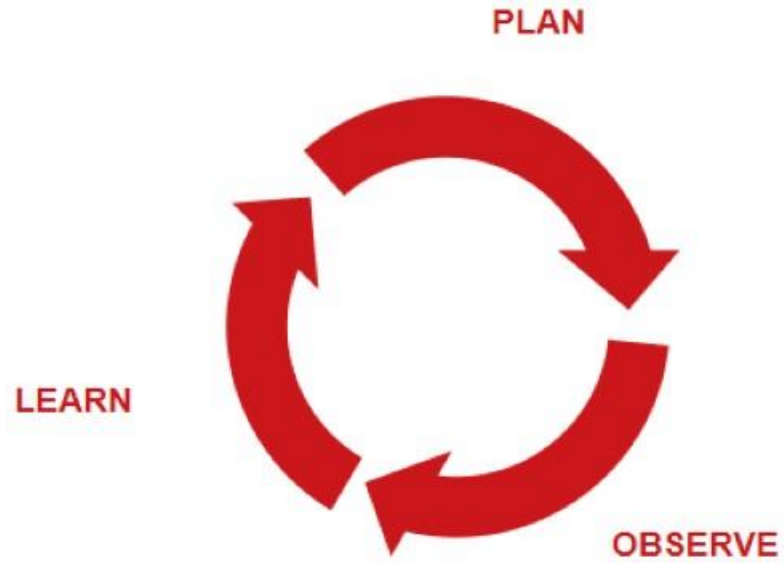


**4. SYSTEMS & ENVIRONMENT**  
**(STRATEGY, POLICY & ORGANISATION  
DESIGN)**

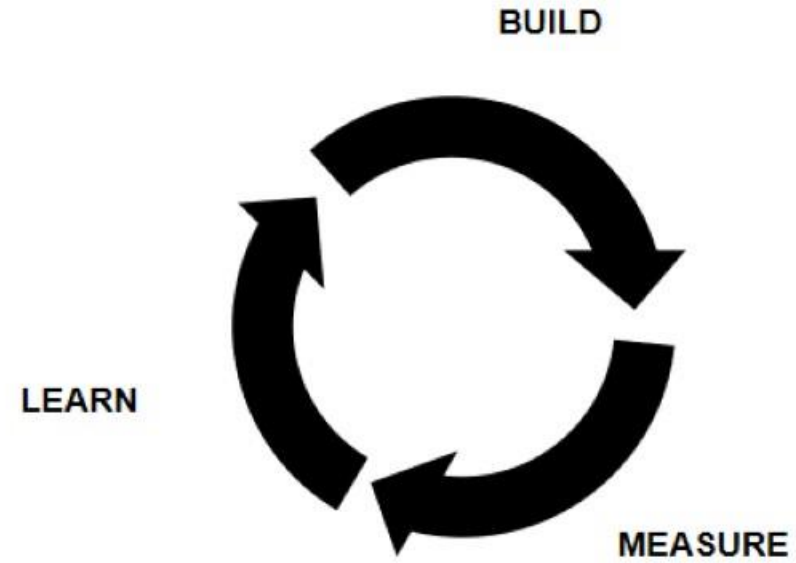
**3. INTERACTIONS**  
**(SERVICE & UX DESIGN)**

**2. OBJECTS & ARTEFACTS**  
**(PRODUCT DESIGN)**

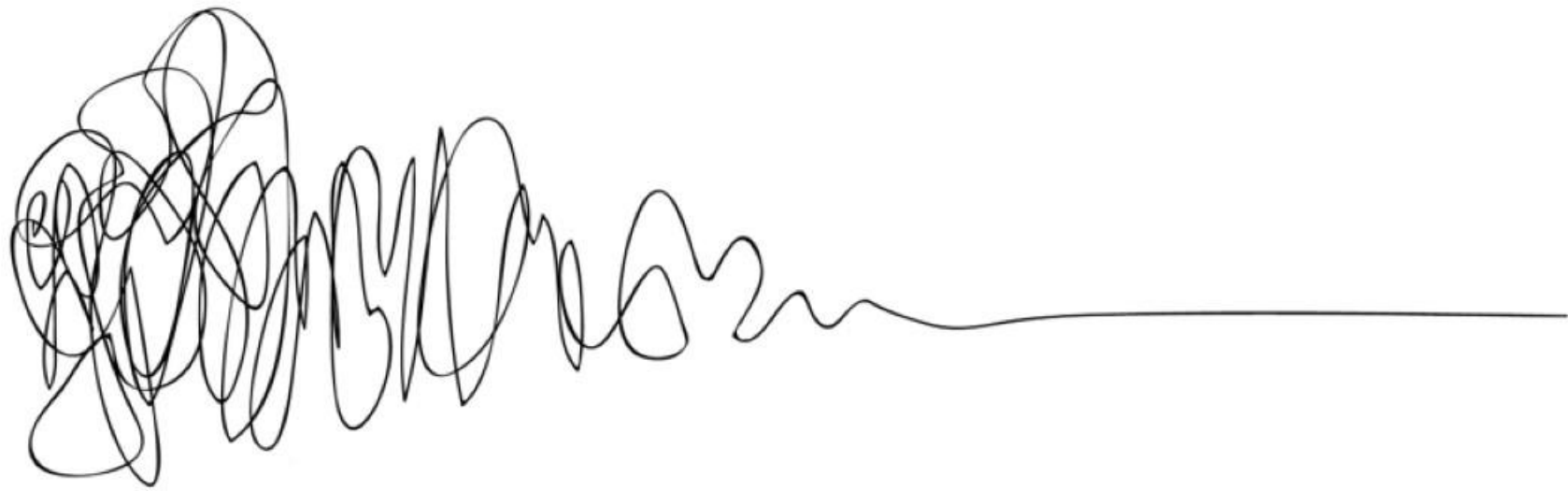
**1. COMMUNICATIONS**  
**(SIGNS & SYMBOLS / GRAPHIC DESIGN)**



**PROBLEM**  
**SPACE**



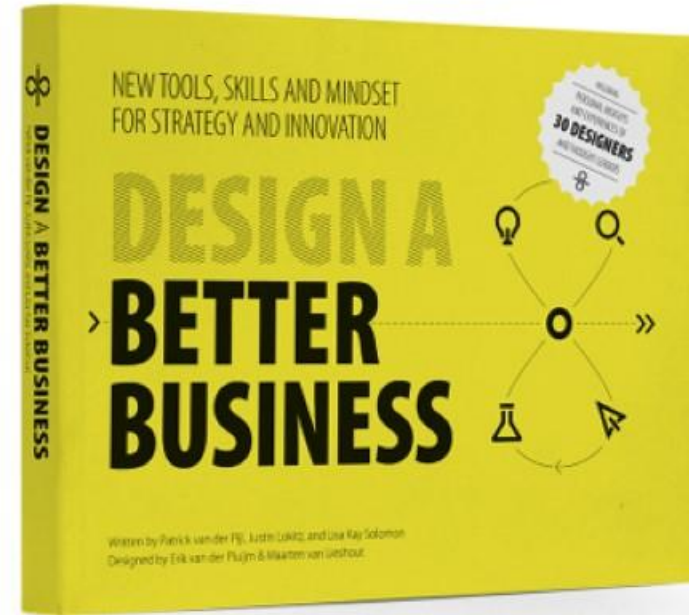
**SOLUTION**  
**SPACE**





**BMI** ●

# DESIGN A BETTER BUSINESS



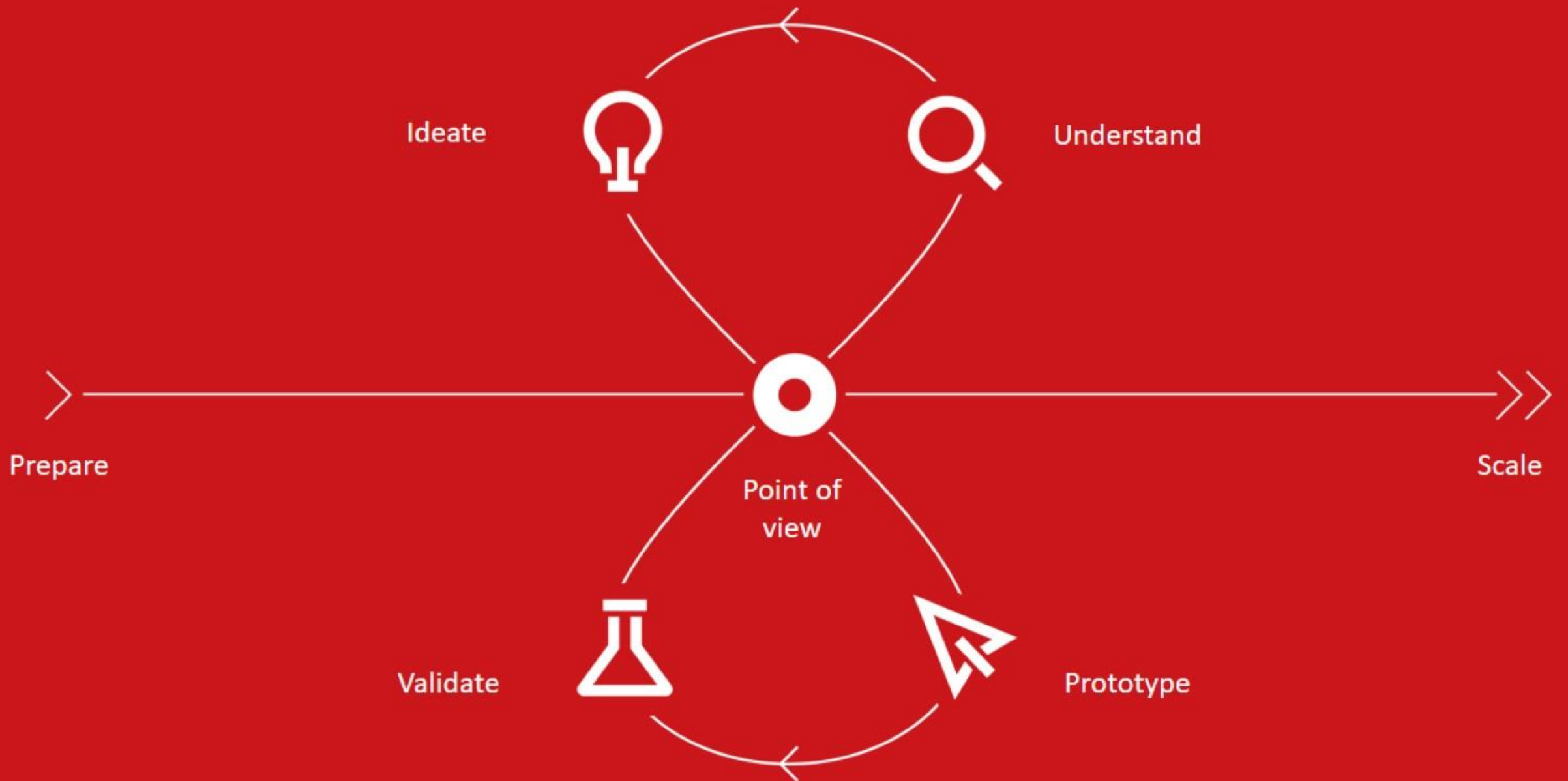
TURN UNCERTAINTY INTO OPPORTUNITY.

[www.designabetterbusiness.com](http://www.designabetterbusiness.com)

 @howtodbb

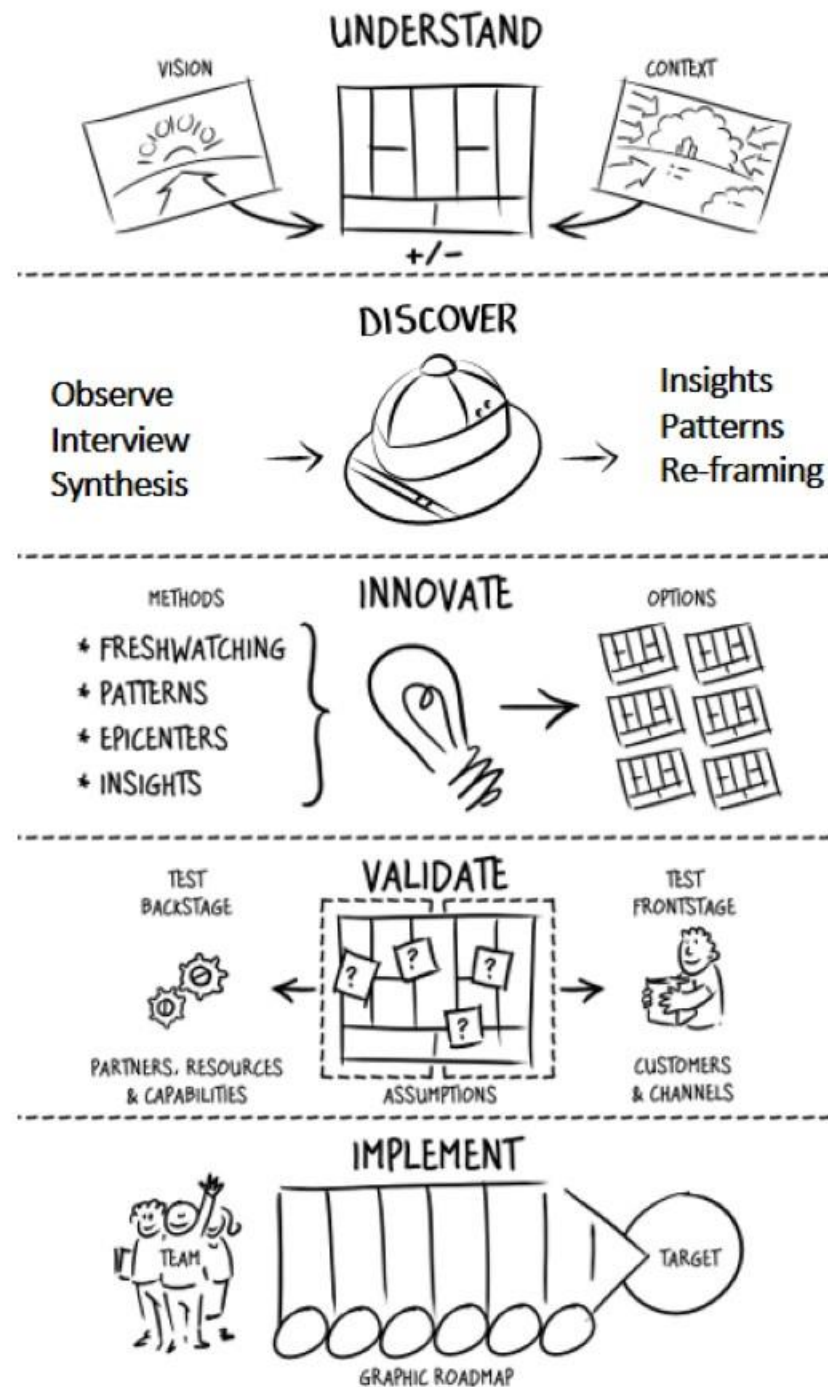
 designabetterbusiness

 groups/8507569





# 5 steps



READY?

**Our challenge for  
today**





LOOKING  
FOR A  
JOB

A person is sitting on a wooden bench, holding a large, rectangular piece of cardboard. The person is wearing a grey V-neck sweater over a white collared shirt and a dark tie. They are also wearing dark trousers. The cardboard sign has the words "LOOKING FOR A JOB" written on it in large, black, hand-painted capital letters. The person's left hand is visible, wearing a black ring and a black bracelet. The background is a blurred wooden bench.

**You are both  
designers and  
users**


**CONTEXT:  
DESIGN THE  
IDEAL JOB**





# 1. Design the IDEAL job

*Sketch your best idea here:*

A large, empty rectangular box with a thin black border, intended for sketching a job design. It occupies the majority of the lower half of the slide.

**That was a typical  
problem solving  
approach**

**AKA: cold turkey design**

# UNDERSTAND: THIS TIME LETS DESIGN USING EMPATHY

*Building understanding of the problem space,  
and the user we're designing for. Empathy as the  
foundation principle for designing something useful  
and meaningful.*





## 2. Empathize

### INTERVIEW 1

*Example: Ask your partner to introduce themselves by describing their job (what they do)? Ask some more questions eg. What do they love most about their job? And remember to ask "why?" as they give you answers.*

### REFLECT

*What stood out to you? What are you curious about? Capture some key points below.*

DISCOVERY:  
DIG DEEPER



# 3. Empathize

## INTERVIEW 2

*Go deeper. Find out more about your partner by asking questions that reveal feelings. Forget about their current job. What was their favorite job ever? What do the things they like doing on the weekend tell you about their life? Dig for life stories and memories.*

## REFLECT

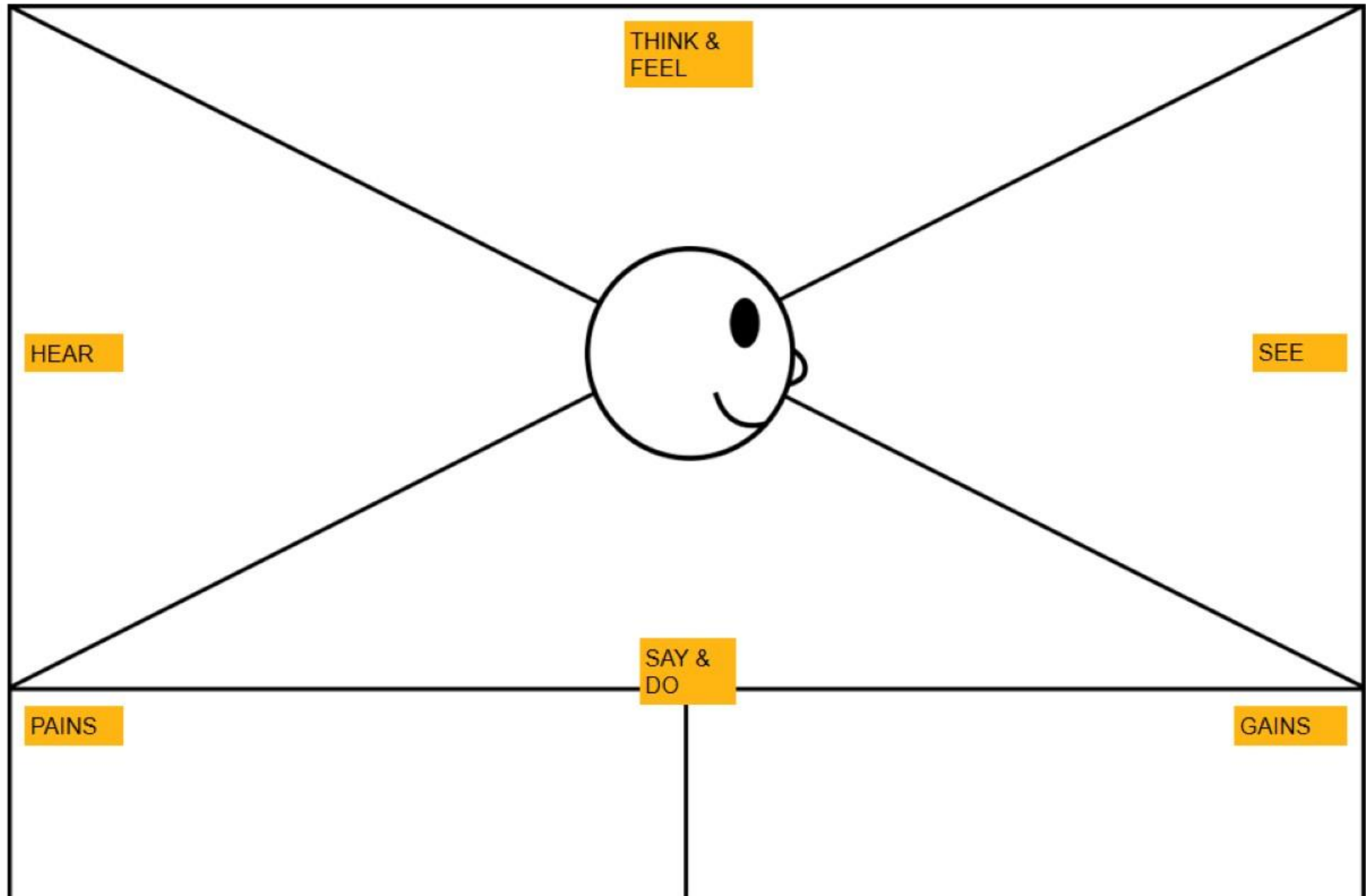
*What surprised you? Did you hear any contradictions? Did you hear a story you could tell a friend?*

EMPATHY MAP

4



## 4. EMPATHY MAP USER



# MAD LIB

*Reflect on what you have learned from the empathy map. Articulate a Mad Lib that will define your design challenge moving forward.*



## 4. Mad Lib

---

*[USER'S NAME]*

NEEDS A WAY TO

---

*[USER'S NEEDS]*

THAT MAKES HIM/HER FEEL

---

*[INSIGHT / MEANING]*

**TIME TO IDEATE**

6



# 6. IDEATE

*Sketch at least 3 radically different solutions.*

*Draw at least one that is not a "job". Your solutions should address the Mad Lib you just articulated. Allow your ideas to be far fetched. These are the ones that are often innovative or lead to compelling solutions. Don't worry about feasibility right now, you can evaluate them later!*

Three empty rectangular boxes arranged horizontally, intended for sketching solutions. Each box is outlined with a thin orange border and occupies approximately one-third of the width of the ideation area.

**VALIDATE**



# 7. VALIDATE

***Share your solutions and capture feedback.***

*Walk your user through your solutions. Capture feedback below (and/or) on the sketches page. Note likes/dislikes and build on the idea, but also listen for new insights. Go beyond a 'thumbs up' or 'thumbs down' approach to the feedback. See what else you can learn about your user needs, feelings and motivations.*

ITERATE





# 8. ITERATE

*Reflect and generate a new solution or a iteration on a previous one.*

*Based on the feedback you received, sketch and provide details with a story to explain it. Incorporate new things that you've learnt from the feedback to find the best "problem-solution-fit".*

REFLECTIONS



# 9. REFLECTIONS

*Jot down some thoughts about your experience.*

*How did empathy contribute to design?*

*Where did you get your ah-ha moments?*

*What was the most challenging part of the process for you?*

*How would you improve your process?*

“

**Where to from  
here?**



**Thank You**

A black and white portrait of a man with a beard and glasses, smiling. He is wearing a dark shirt. The background is dark.

**Suhit Anantula**  
**suhit@businessmodelsinc.com**

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