

During the first period of the project research we addressed many innovation actors. According to the received feedback it's clear that SMEs lack:

1. customer-oriented innovation
 2. Innovation-friendly settings
 3. Prototyping
 4. Tool for measuring innovation
 5. true open-innovation
 6. co-creation
- = eminent need for DT training and services

Did you know, that

80 %

of companies are sure that they provide high-quality customer services.

8 %

of their customers agree.

59 %

of respondents to the online DesAlps questionnaire are not totally confident in using or providing service with Design Thinking methods/tools on a regular basis and

67 %

wish to be contacted by DesAlps Project partners to get more about DT.

58%

of the respondents use Design Thinking methods/tools knowledge or provide it as a service on a regular basis.

What actually is Design Thinking?

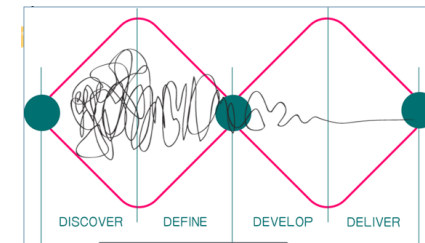
INNOVATION REQUIRES METHOD.

Whether innovation development, further education or consulting: "Designification" is the basis for most of our business areas. Designification means design as a culture; that is to transfer design processes, methods, and mental attitudes to a problem solving attitude that is not part of the design discipline.

Design Thinking is a methodology used by designers to solve complex problems, and find desirable solutions for clients. A design mindset is not problem-focused, it's solution focused and action oriented towards creating a preferred future. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user (the customer).

Design thinking places its greatest emphasis on getting to know people and their behaviour. Design thinkers empathize with people by identifying and understanding pain points that uncover opportunities to better meet their often unspoken needs.

The Design Thinking (DT) process can by combining technological and non-technological elements help start a new wave of business innovation through collaboration, new decision making process and more sustainable value added creation.



How can Design Thinking help you?

It can help you design products focused on customers' needs and reduce the risk in launching new products or new version of old ones.

Industry 4.0 offers new opportunities to companies as well as new challenges for their business. It is bringing disruption to many companies, impacting how customers are engaged, how technologies are employed and how value is created. The design thinking methodology aims to guide you to discover key insights and define the correct course of action when developing new innovative products and services.

How can DesAlps support you?

Our aim is to foster your innovation capacity and competitiveness through different tools and methods.

We will give you:

- guidelines and methods.
- practical insight of the usability of the DT method.
- practical cases from all partner countries as well as enable coaches to be available for training companies.