

DESIGN THINKING → DESIGN ACTION

OUR JOURNEY (SO FAR)

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Why bother?



Expectations +
behaviours

Technology-driven
disruption

Inside-out
thinking

Challenges
of size

What is Design Thinking in Fidelity International?

Human centred design

A six-month old baby (now 3 people)

Designing tomorrow's customer experiences

Practical application of common sense

We need to take a long hard outside – in look at ourselves, and our sector



https://www.youtube.com/watch?v=_U2MZGNaCkA

Key Principles

**BUILD
EMPATHY**



Key Principles

**BUILD
EMPATHY**

**WORK
TOGETHER**



**There's no such thing as a hole in the
other guy's end of the boat**

Key Principles

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GO EXPLORE



Key Principles

**BUILD
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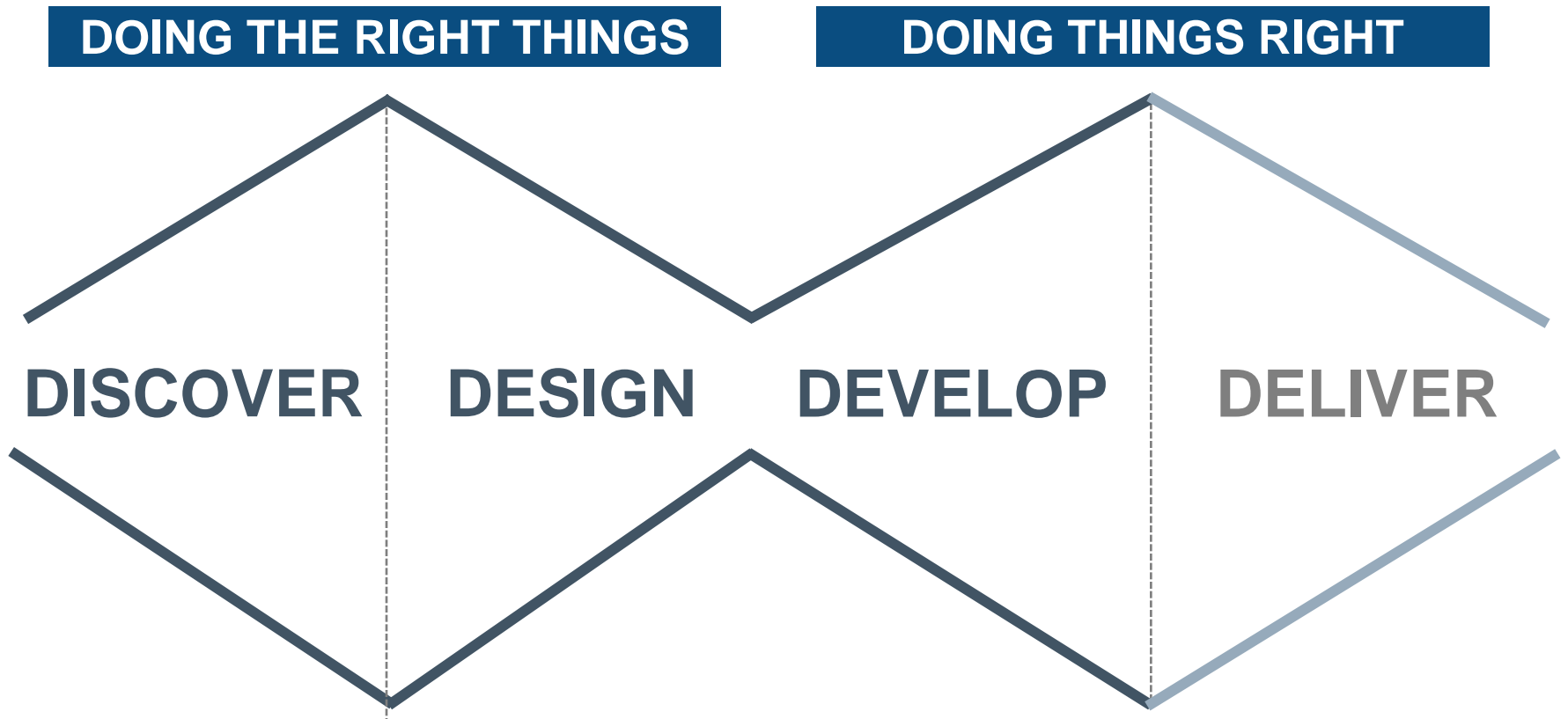
GO EXPLORE

**ACT
DIFFERENTLY**



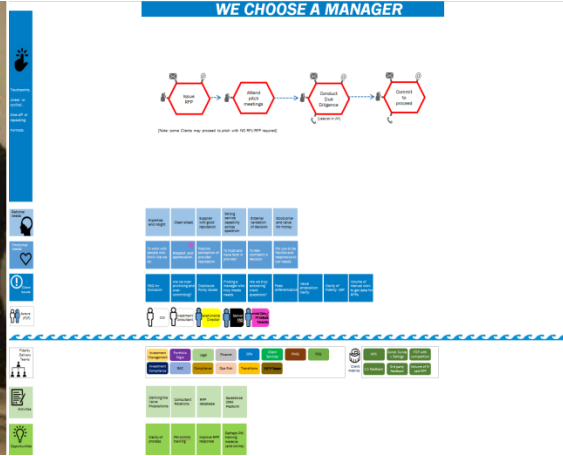
The best way to kill an idea is to take it to a meeting

How we do it



How we do it

DISCOVER



Customer immersion

Front line engagement

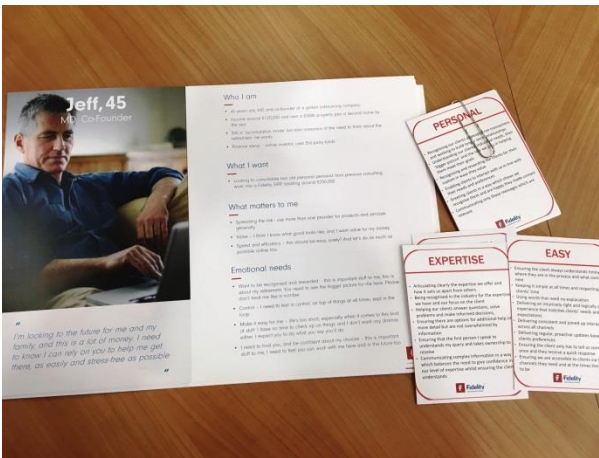
Stakeholder Interviews

Catalytic Questioning

Journey Mapping

How we do it

DESIGN



North Star



Persona/s



How Might We?



Challenge Cards



Storyboards

How we do it

DEVELOP



**Iterate and
test**



Peer review



**Customer
input**




**Dive
underwater**



**Case for
action**

Rules of Engagement

- 
- Q** what's the customer problem?
 - Q** do you fully support the approach?
 - Q** will you make change happen, and how?
 - Q** will you build the muscle?
 - Q** will you shield and protect the seedlings?

So What?

“We can do this”

“This isn’t very Fidelity”

“Never compromise”

The virus spreads

Quick wins spin off



Go faster

Deliver

Measure

External Challenger Board