

## Case Study

# Design Thinking For Better Visual Communication

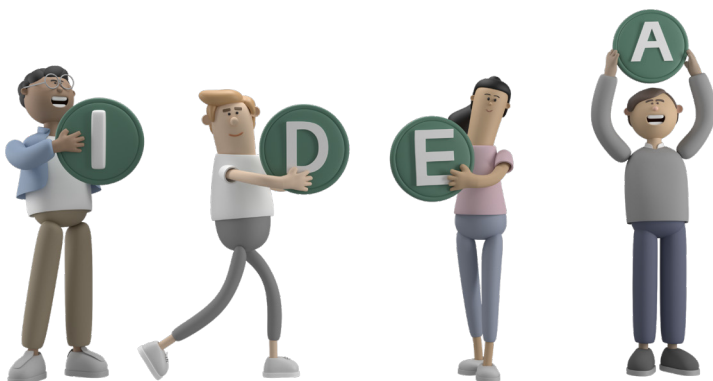
### About Client

A global consulting firm founded in 1963 that collaborates with leaders in business and society to address their most pressing issues and seize some of the biggest opportunities available.



### Objective

The program's aim is to investigate how Design Thinking led Innovation can be fostered and supported to offer practical solutions to tactical and strategic problems as well as for improved visual communication for a generation that is growing more discerning about its online and offline consumption.



### Challenges

To integrate user-centricity, that will ensure that the visual language is developed through co-creation and inclusive processes. As a result, the organization can maximise within the threshold of varied perspectives.

To be able to build an internal network that resonates with the desired and common message by using a design-led, client-centric language. Enabling simpler cross department communication using user friendly and effective modes of communication. There is a need for expeditious and unambiguous forms of communication for exchanging ideas that cause the least amount of distortion in an organization.

To introduce a sustainable culture of innovation and creativity that will permeate through various levels within the organization.

To create a team of professionals who have a high and similar level of motivation to drive visual communication for the new generation.

# Design Clinic Methodology

A Clinic approach requires that the participants bring problems and possibilities to focus upon during the Design Thinking sessions. These could be tactical or strategic in nature.

At Level I, a design thinking program was implemented that employed experiential learning for a human-centric, problem-solving approach, engaging particular phases and using specific tools and techniques for each stage relevant to the visual communication domain. This education and sensitization focused on:

- Design Thinking specific to the Big 4 in the context of Visual Communication
- Design Thinking stages for creative and richer content
- Tools, techniques, methods and processes for each stage through assignments & mini projects.
- Creativity through structured ideation methods such as assignments and mini projects
- Raw data to graphical representation through rapid prototyping & expert sessions
- Data to filtered Information to knowledge to accurate, differentiated and contextual content
- Advanced visualization through expert sessions

## Conclusion:

Based on the conducted study and workshops, at organizational level, several challenges within different departments were highlighted.

The workshop to familiarize and train personnel/ staff with Design Thinking resulted in a 96% success rate as per the internal assessment.

The effectiveness of cross-departmental cooperation was closely correlated with the significance of group efforts in creating a consistent visual language.

This case highlights the versatility of the Design Thinking Approach implemented through the Design Clinic methodology, enhanced at Explorra, to resolve complex issues of communication. Establishing firmly that Design Thinking is not just for designers.

