

***Desirable : Feasible : Viable
Designing Human Centred Systems”***

James Rock

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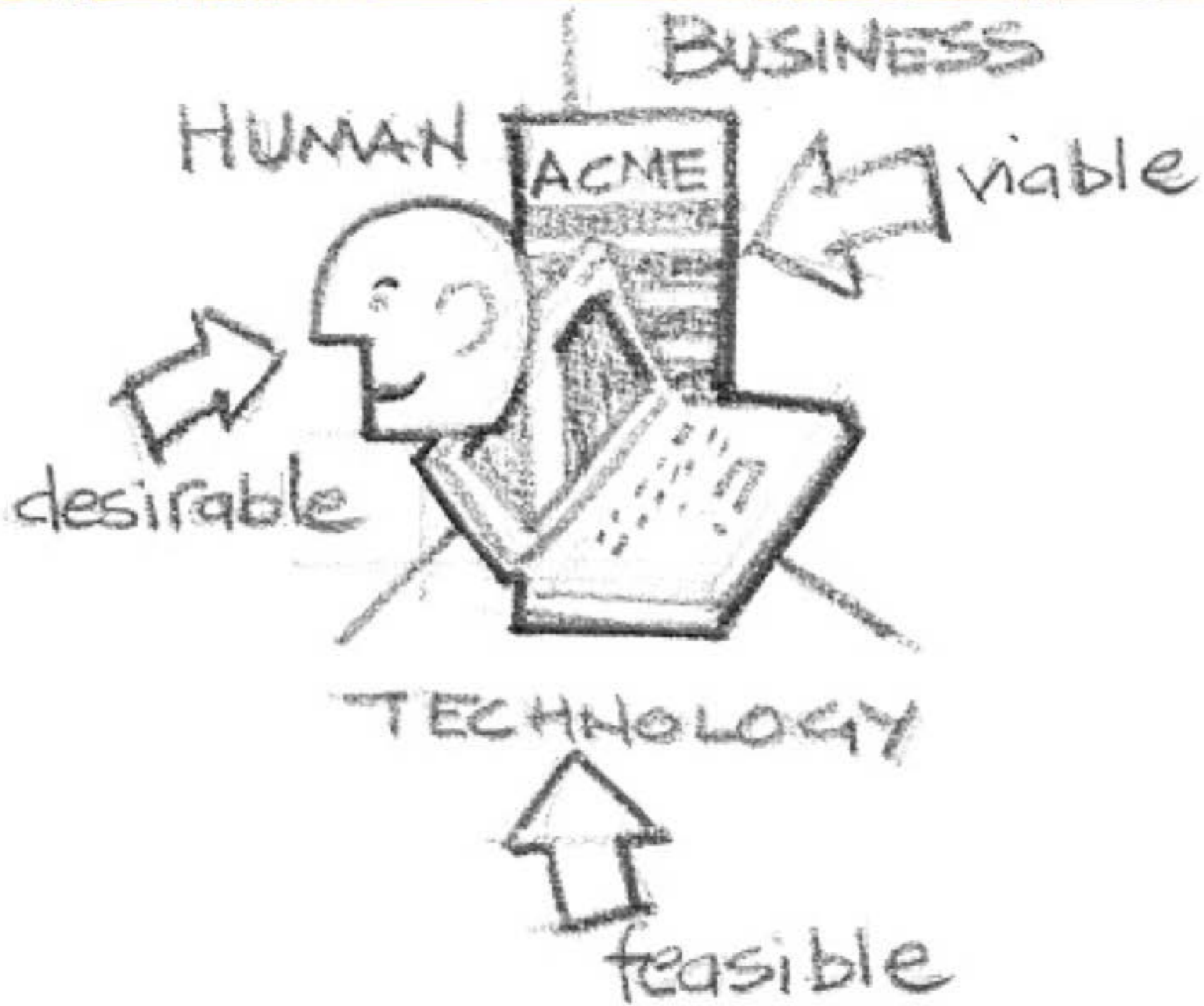


Systems Thinking



I told Philips, ‘Listen, I need so many hours of light in my premises every year. If you think you need a lamp, or electricity, or whatever – that’s fine. But I want nothing to do with it. I’m not interested in the product, just the performance. I want to buy light, and nothing else.

- Thomas Rau

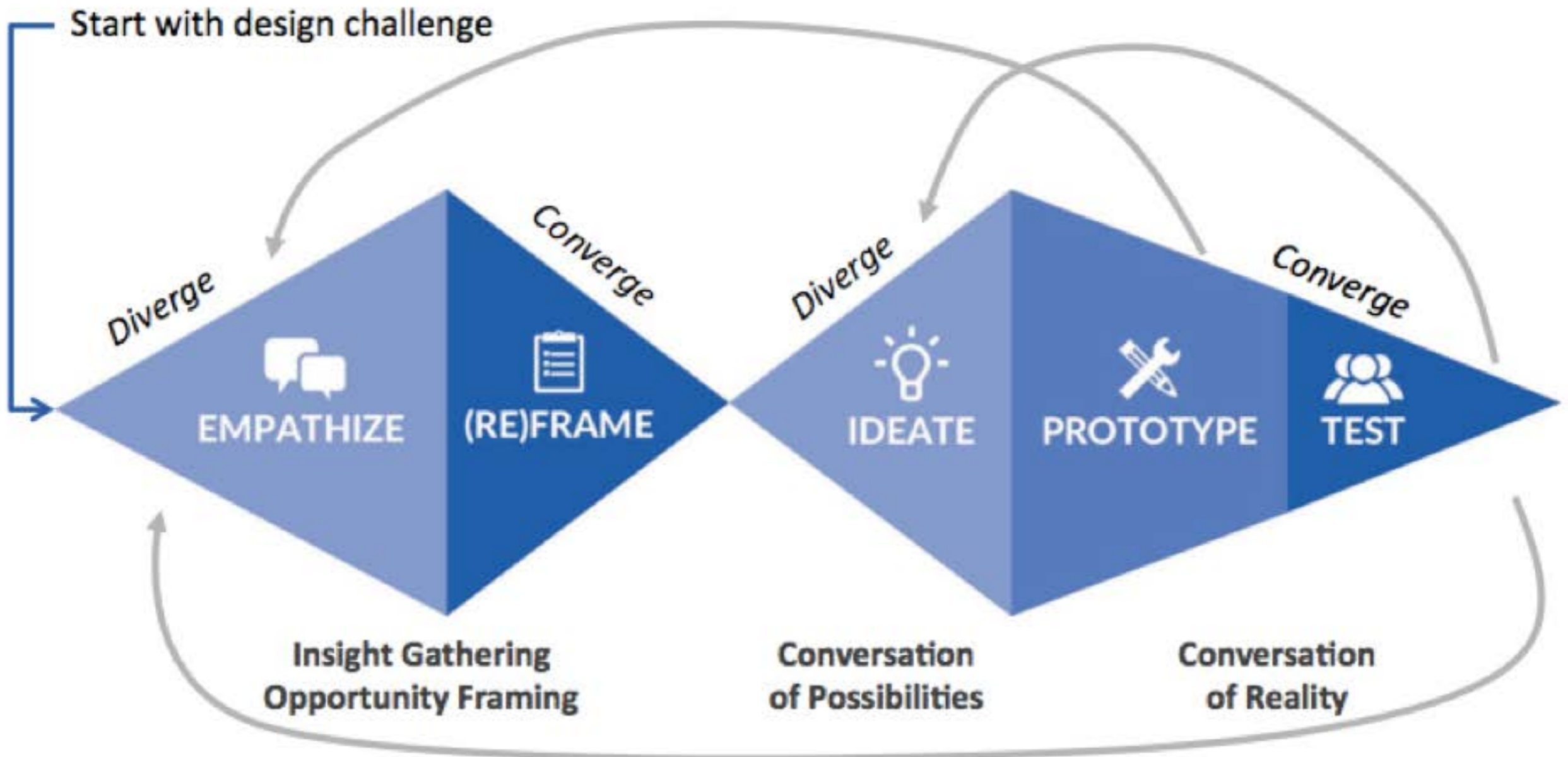


EMPATHY

(n.) the ability to step into the shoes of another person, aiming to understand their feelings and perspectives, and to use that understanding to guide our actions.



Design Thinking Framework



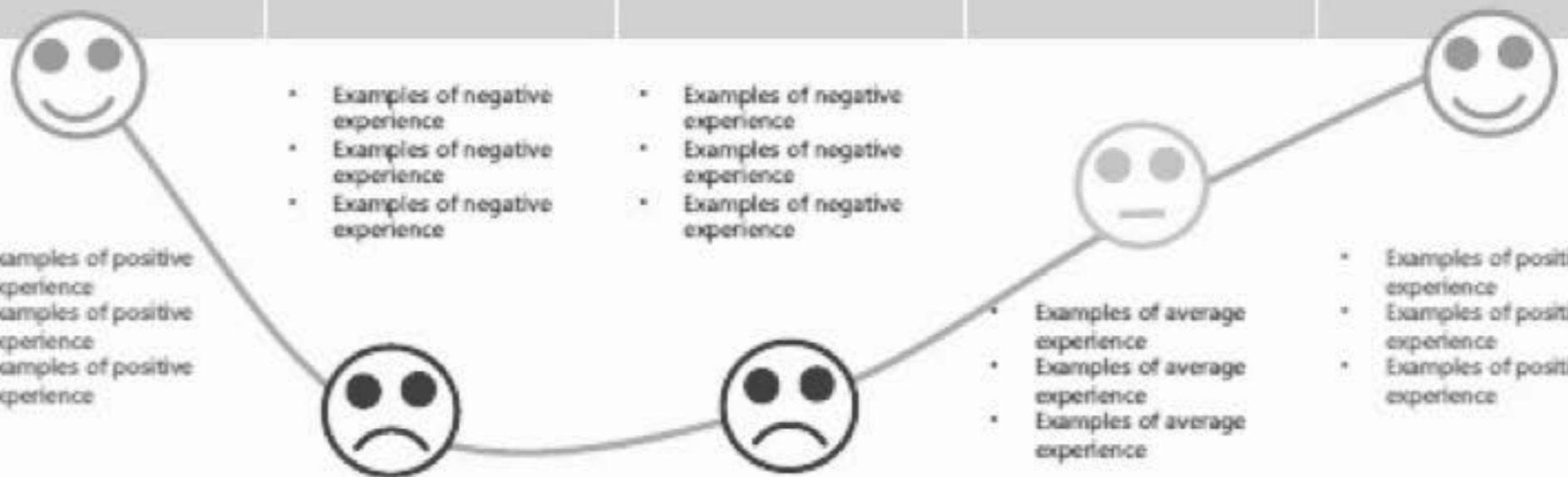
How the Process Feels



**Insight Gathering
Opportunity Framing**

**Conversation
of Possibilities**

**Conversation
of Reality**

	Navigate website	Visit FAQ section	Submit a request	Follow up from customer service	Resolution
Customer process	<ul style="list-style-type: none"> • Arrive at website • Navigate for help section 	<ul style="list-style-type: none"> • Look for relevant question • Look for topic answers • Search for contact numbers 	<ul style="list-style-type: none"> • Find query form • Enter personal details • Find account number • Submit query 	<ul style="list-style-type: none"> • Wait for call back or email from customer services • Can it be dealt with, or does it need to be referred? 	<ul style="list-style-type: none"> • Problem is solved by customer services
Internal Process	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example 	<ul style="list-style-type: none"> • Internal process example • Internal process example
Experience	 <ul style="list-style-type: none"> • Examples of positive experience • Examples of positive experience • Examples of positive experience 	<ul style="list-style-type: none"> • Examples of negative experience • Examples of negative experience • Examples of negative experience 	<ul style="list-style-type: none"> • Examples of negative experience • Examples of negative experience • Examples of negative experience 	<ul style="list-style-type: none"> • Examples of average experience • Examples of average experience • Examples of average experience 	<ul style="list-style-type: none"> • Examples of positive experience • Examples of positive experience • Examples of positive experience
Improvements and key learnings	<ol style="list-style-type: none"> 1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Reduce the form down to Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Reduce the form down to Improvement, or learnings to improve average performance? 2. 3. 4. 5. 6. 	<ol style="list-style-type: none"> 1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6.







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