

Planbox Design Thinking

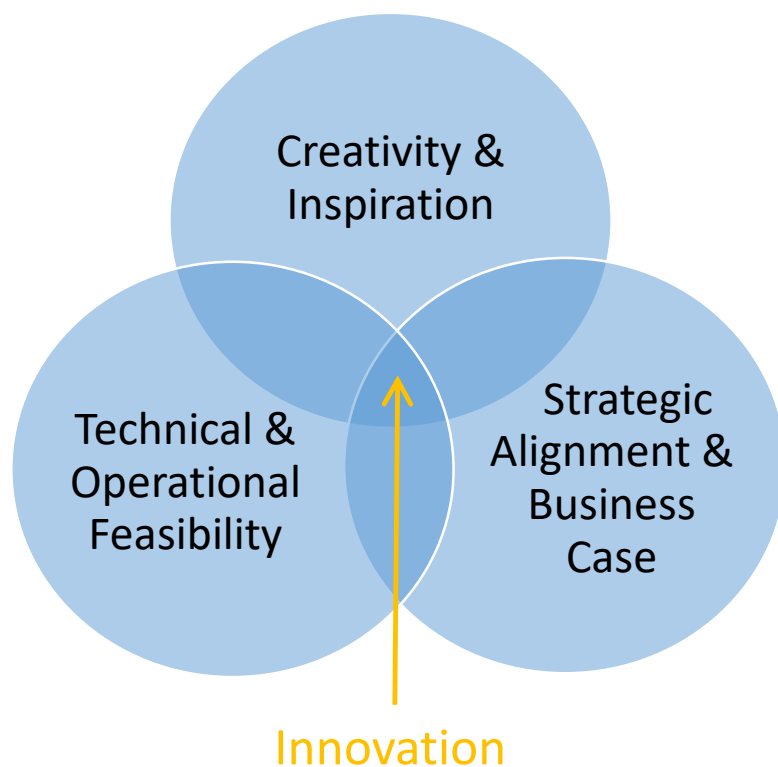
Planbox - A Design Thinking Platform for Innovation

What is Design Thinking?

Design Thinking is a structured framework for creative problem solving based on design principles. It uses a 6 step human-centered approach that pulls customers and partners into the problem definition, information discovery and solution design process.

Why Design Thinking?

Design Thinking is not problem-focused. It is solution focused and action oriented towards creating a planned outcome. This approach brings together creativity, human inspiration, business-case development, and feasibility. It empowers people who are not trained designers to apply a structured framework to discover and develop actionable solutions that benefit all stakeholders and participants.



Design Thinking helps you:

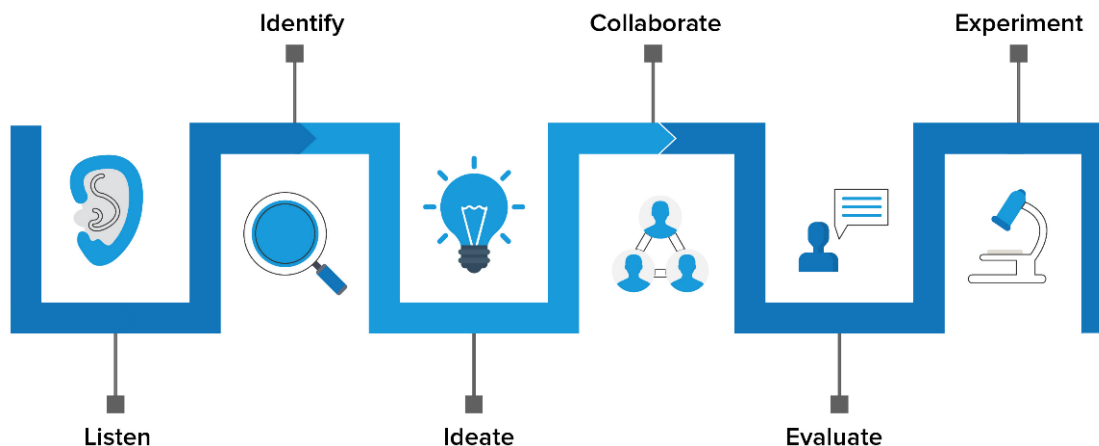
- Discover hidden opportunities for innovation
- Gain insights from your customers and stakeholders
- Leverage online collaboration, visual thinking, and rapid prototyping to create and assess value
- Learn how to communicate and get buy-in for new concepts using visuals and user-stories combined with data analysis

"The age of continuous innovation as a business necessity is upon us. Organizations face incredible demands to change, adapt and transform faster than ever before. Our collaboration with Planbox provides our customers access to a powerful agile innovation platform they can invest in to address these challenges."

Nicole Herskowitz - Senior Director of Product Marketing, Microsoft Azure, Microsoft

Planbox Design Thinking

Design Thinking



Design Thinking reduces the uncertainty and risk of innovation by directly engaging customers and partners in developing a series of prototypes to learn, test and refine concepts through an iterative process to identify and address unmet needs. Design thinking relies on end-user insights gained from real-world hands-on collaborative experiments, not just historical data or market research. This approach is used iteratively and consistently until the realization of the breakthrough. Design thinking is about combining human-centric models to identify critical problems with your current models and offerings then leveraging collaborative technology to develop actionable information that leads to better decisions.

A Design Thinking mindset is not about focusing on problems - it is about blending a solution-based and action-oriented approach towards creating a preferred future state for your customers - exploring how your customers use your products/services and what inferences you can make by co-creating solutions that positively impact their experience with your brand.

Operationalize the Design Thinking Framework to Power Your Next Great Leap Forward

Whether you're envisioning a new customer experience, improving your current offering, or just planning your next major product launch, Planbox Design Thinking for Innovation keeps you focused on what matters most to you and your customers as you lead your team from discussing ideas to developing solutions and realized outcomes.



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Planbox Design Thinking Platform Benefits

- Lead online brainstorming sessions to generate creative crowdsourced ideas
- Identify and discover customer needs - receive feedback early and often
- Launch new products and services that are better aligned with customer requirements
- Deliver your ideas with clarity and confidence through real world experiments
- Attract new talent and reduce attrition with higher employee engagement and customer satisfaction
- Decrease development time with user stories and rapid prototyping

Operationalizing Design Thinking Stages

LISTEN	IDENTIFY	IDEATE	COLLABORATE	EXPERIMENT
<ul style="list-style-type: none">- Leverage innovation activities to identify focus areas.- Choose a strategic topic that has impact on your business.- Research to discover new information- Engage customers in the process to understand and identify their unmet needs	<ul style="list-style-type: none">- Select participants from employees, partners, suppliers, customers, universities, experts, start-ups or the community at large - to elicit the right conversations and insights- Frame the opportunity as a challenge and share it with selected participants	<ul style="list-style-type: none">- Generate crowdsourced ideas- Quickly route and evaluate ideas using defined criteria- Build business cases for approved ideas- Shortlist the best ideas that have the most potential	<ul style="list-style-type: none">- Develop a business model for shortlisted ideas- Prioritize the best concepts using scorecards- Co-create solutions- Develop prototypes for the best concepts and begin testing them early with your customers	<ul style="list-style-type: none">- Learn fast, fail cheap and experiment often- Use feedback loops and analytics to evaluate the outcomes of every test- Capture feedback and identify additional opportunities to iterate- Use an agile project approach to learn what works and what doesn't in collaboration with your customers

Leapfrog Your Competition and Build a True Business Advantage

Planbox Design Thinking platform helps you find and develop killer ideas by extending a unique opportunity for your customers to collaborate creatively with you through an online gamified innovation management portal.

- Connect more deeply with your customers to discover opportunities for innovation
- Experiment with idea generation, critical thinking, problem-solving and rapid-prototyping all in one platform
- Overcome barriers to discovering, designing and developing new products and services
- Generate ideas and solutions that align with your strategy to build a healthy sustainable innovation pipeline
- Foster a culture that embraces creativity, diversity, inclusion and innovation



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Tools for Design Thinking

Stages and Activities	Planbox Features
LISTEN	
<ul style="list-style-type: none">- Plan and launch online innovation activities and collaborate with customers to identify unmet needs:<ul style="list-style-type: none">• Jam session• Innovation day• Decision sessions- Research and gather data on focus areas	<ul style="list-style-type: none">- Fully configurable innovation portal- Platform to plan, launch and support online innovation activities- Advanced search and AI technology auto discovers new ideas and supporting information in all private and public data sources you have access to including RSS feeds, USPTO database, Twitter, helpdesk tickets, and enterprise social networks.
IDENTIFY	
<ul style="list-style-type: none">- Setup communities for internal and external participants - employees, suppliers, customers, researchers, experts, start-ups or the public- Run challenge-driven innovation campaigns	<ul style="list-style-type: none">- Create user communities- Setup community- and challenge- specific security and notifications- Gamification: Define point/badge system, rewards and recognition (can be challenge specific)- Create, launch and manage challenges
IDEATE	
<ul style="list-style-type: none">- Evaluate ideas- Build business cases for the best ideas- Co-create solutions- Workflows and business rules to manage the idea funnel	<ul style="list-style-type: none">- Submission forms: design UI that can be community or challenge specific to capture the initial minimum required information.- Evaluation forms: every stage of the evaluation builds on the information collected in the previous one- Business rule engine to manage workflows and processes
COLLABORATE	
<ul style="list-style-type: none">- Analytics to prioritize the best concepts using templated scorecards- Business model canvases (BMC).- Develop prototypes for the best concepts- Social collaboration and co-creation	<ul style="list-style-type: none">- Voting and comments- Idea scorecard- Idea manager for quick criteria-based evaluation- Gamification engine to track and report on rewards and engagement- Business model canvas
EXPERIMENT	
<ul style="list-style-type: none">- Capture feedback and identify additional opportunities to iterate- Use agile project management and Kanban boards to learn what works and what doesn't in collaboration with your customers	<ul style="list-style-type: none">- Agile project management- Assign and work on tasks- Optional task estimates, time tracking and burndown charts- Kanban idea boards



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