Design Thinking

Design thinking is a process used to identify ways to create new experiences, innovations, processes or products and services that are desirable, feasible and viable.

The sweet spot is right in the middle where you have "experience innovation". This is where you take your experience to the next level and create Super Fans.

First you must determine if what you are trying to do is desirable. Your customers must have a need or want for what you are creating.
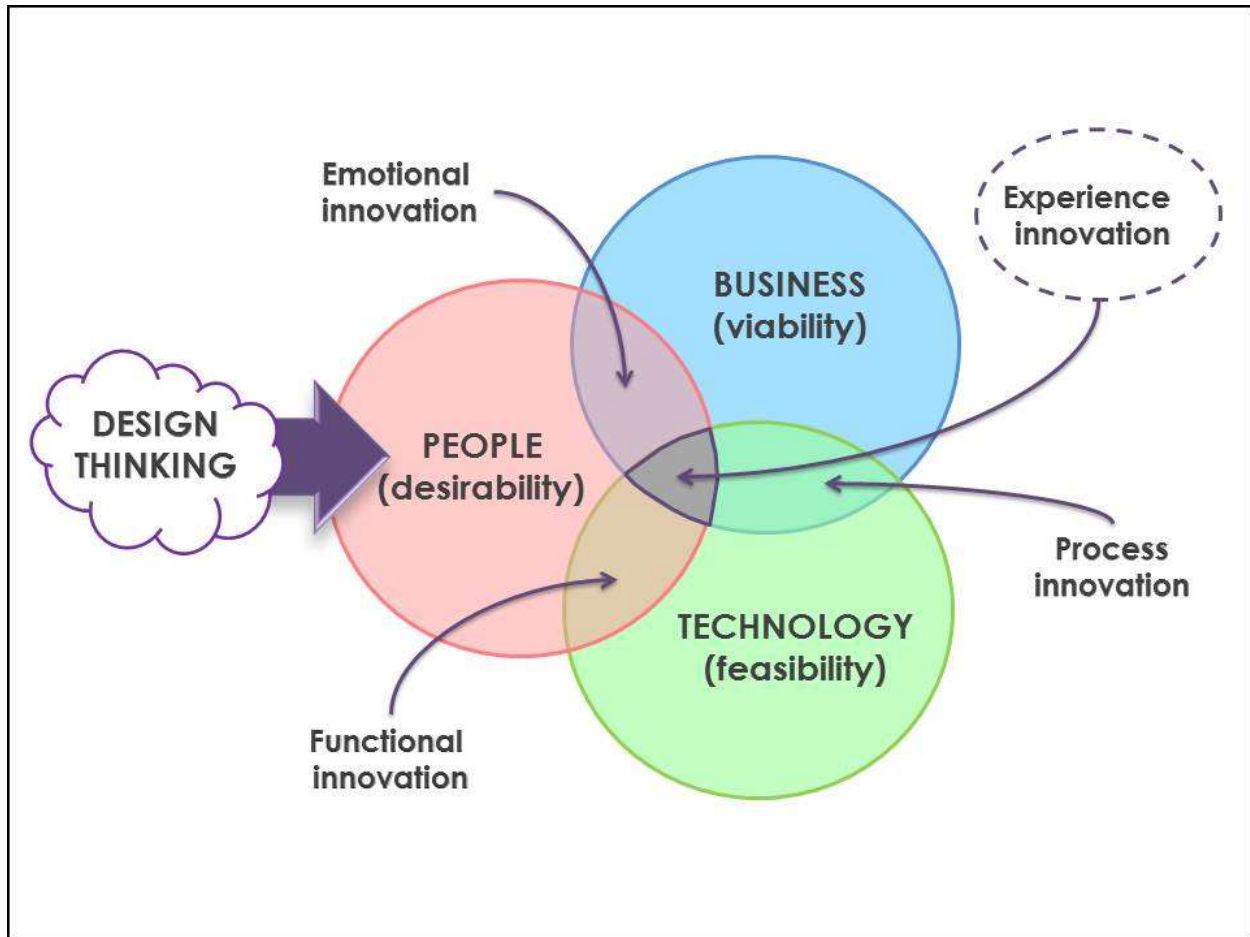
Second, is it feasible? Can you develop what you are trying to create? Sometimes you have a wild idea that might not be possible. For example, shrinking yourself down to the size of an ant. The possibility of this happening is slim, well probably for the next few decades at least.

Third, if you make it past the desirability and feasibility stage, you must determine if it's viable. People create many great inventions and experiences that don't make financial sense. Your goal is to add value so that you can earn profit or if it's a social cause at least maintain enough profit to continue operations.

If you have nailed all three areas, **JACKPOT!**

Although this process seems linear, it really isn't. All three stages might overlap at some points in time. You may even have to go through each step numerous times before you get to your end goal. Chances are you will have to go through it many times.

The goal is to "rapid prototype" meaning that you go through each stage as quickly as you can with minimal effort and resources so that you are continuously improving. It's a method that many start-ups use to get up and running as fast as possible. The goal is to learn as much as you can along the way and improve.

I specialized in innovation leadership within my EMBA and I also learned from MIT, Stanford, Disney and Toyota to create a method to help you implement this system into your business. I call it the VIIPPR system. It's used to implement new ideas and create better products or services or experiences within businesses to generate higher profits.

V ision

I nvestigate

I deate

P rototype

P ilot

R eview

If you're interested in finding out more, I do include this in my Super Fan Business Coaching Program and you can participate as well. Please contact me at coach@purdeepsangha.com if you want to create even more Super Fans and higher profits.