CompuCom® Digital Design Thinking
**Design Thinking** is one of the hottest topics to hit the global business stage, and top of mind for organizations invested in driving innovation. Design Thinking helps businesses create solutions that keep the user at the forefront of the design. While traditional processes often refine existing solutions based on what we think the user needs, Design Thinking’s human-centered approach allows you to truly understand and empathize with the user, which often results in completely new solutions that become strategic competitive advantages.

Design Thinking focuses on solutions and actions that leverage your creative vision for growth and innovation. Through research, empathy, logic, imagination, intuition and reasoning, Design Thinking explores the art of the possible. It gives you a structured framework to pursue innovation in unique ways that create measurable value.

Human-centered design is at the heart of Design Thinking, and it begins with user requirements – whether known or unknown, met or unmet. It also minimizes the risks and uncertainties of innovation by taking you through a series of prototypes that help you learn, test and refine concepts. Using Design Thinking, you can develop products and services based on real-world experiments and user feedback rather than historical data and market research.

In short, it’s a different way to achieve business results. For example, design-led companies like Apple®, Coca-Cola®, IBM®, Nike®, Procter & Gamble® and Starbucks® have outperformed the S&P 500® by 211% over the last 10 years.¹

¹ “Design-Driven Companies Outperform S&P by 228% Over Ten Years – The ‘DMI Design Value Index,’” Design Management Institute, March 10, 2014


“Most people make the mistake of thinking design is what it looks like. That’s not what we think design is. Design is how it works.”

— Steve Jobs²
A Game-Changing Journey
CompuCom® Digital’s Design Thinking can help you reframe problems, develop new insights and conceptualize game-changing solutions. We utilize a standardized Design Thinking methodology that encompasses five phases to facilitate your journey. CompuCom starts with research designed to gain user empathy. We then work with you to define the problem, ideate possible solutions, prototype ideas, and test and refine the prototypes until the business is satisfied that the solution will deliver value. During the Design Thinking process, we will collaboratively:

1. **Empathize** — Determine who the customer is and identify what really matters to them. Observation and interviews are just some of the tools we use to understand the audience.

2. **Define** — Create a point-of-view based on customer needs and the insights gained during the Empathize phase. The focus is on determining what the customer really needs.

3. **Ideate** — During a two-day workshop with a diverse group of stakeholders, we work to come up with as many creative solutions as possible to meet the customer’s needs. Divergent thinking encourages out of the box ideation from a cross-functional set of perspectives.

4. **Prototype** — Build representations of one or more of the ideas. The goal is to build a physical entity that can show – rather than simply tell – the ideas that have the highest potential.

5. **Test** — Show the prototyped idea to users and capture feedback. We examine what worked and what didn’t, and iteratively incorporate this feedback into the prototypes.
It’s Fast!
CompuCom delivers Design Thinking in four-week sprints, providing business and design research, a workshop, and post-workshop production where the final prototypes are created. All deliverables are presented at an executive readout. Your schedule allowing, CompuCom can take your team from inception to delivery in as little as 20 working days, providing potential results much faster than the standard months-long duration of most innovation projects.

CompuCom’s Design Thinking sprint produces a set of prototypes that help you communicate and visualize the solutions within your organization. Deliverables include:

- **Personas** — Developing empathy starts with Personas. They provide an understanding of the consumer of the solution so that the rest of the Design Thinking process can take place from their perspective.

- **Storyboards** — Storyboards serve as the visualization of the solution from beginning to end, helping represent all team members’ perspectives. Rapid iteration of the solution changes the Storyboard during the workshop.

- **Clickable Prototypes** — If an app is part of the proposed solution, a Clickable Prototype is created to help you visualize how the app will look and work — a preview of the potential solution in action.

- **Vision Video** — The Vision Video helps the stakeholders who will eventually make the go-forward decision see the solution in action. Almost a commercial in tone, the Vision Video provides a visceral, high-impact vision of the story, supporting tools and the overall solution.

"Design Thinking doesn’t focus on solving a problem — it focuses on reaching a goal. This subtle shift opens up the opportunity space, and allows designers to derive more creative solutions than they otherwise would constrained by the bounds of traditional problem solving."³

— Gartner®

Start Design Thinking With CompuCom!
CompuCom Design Thinking delivers human-centered design using empathy, collaboration and creative problem-solving techniques to build game-changing solutions. It delivers solutions for brand loyalty and employee retention. Learn how CompuCom Design Thinking can help you transform the service experience, boost productivity, optimize engagement and accelerate digital transformation. Visit [www.compucom.com](http://www.compucom.com) or contact your CompuCom Account Executive.

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