



Design Thinking

creating stuff that makes people happy
(or at least doesn't annoy them)
and how you should help doing it



**Design
is on
steroids**



2004 – 2012	2013	2014	2015	2016
<ul style="list-style-type: none"> ■ FLEXTRONICS +acq. Frog Design 2004 ■ MONITOR +acq. DOBLIN 2007 ■ RIM +acq. TAT 2010 ■ FACEBOOK +acq. Sofa 2011 ■ GLOBALLOGIC +acq. Method 2011 ■ ONE KING'S LANE +acq. Helicopter 2011 ■ GOOGLE +acq. Mike & Maaike 2012 ■ FACEBOOK +acq. Bolt Peters 2012 ■ SQUARE +acq. 80/20 2012 ■ GOOGLE +acq. Cuban Council 2012 	<ul style="list-style-type: none"> ■ FACEBOOK +acq. Hot Studio 2013 ■ ACCENTURE +acq. Fjord 2013 ■ SHOPIFY +acq. Jet Cooper 2013 ■ DELOITTE +acq. Banyan Branch 2013 ■ INFOR +acq. Hook & Loop 2013 ■ GOOGLE +acq. 17FEET 2013 ■ GOOGLE +acq. Hattery 2013 	<ul style="list-style-type: none"> ■ OCULUS / FACEBOOK +acq. Carbon Design 2014 ■ GOOGLE +acq. Gecko Design 2014 ■ CAPITAL ONE +acq. Adaptive Path 2014 ■ ACCENTURE +acq. Reactive 2014 ■ DELOITTE +acq. Flow Interactive 2014 ■ PWC +acq. Optimal Experience 2014 ■ KPMG +acq. Cynergy Systems 2014 	<ul style="list-style-type: none"> ■ FACEBOOK +acq. Teehan+Lax 2015 ■ BBVA +acq. Spring Studio 2015 ■ MCKINSEY +acq. Lunar Design 2015 ■ CAPITAL ONE +acq. Monsoon 2015 ■ WIPRO +acq. DesignIt 2015 ■ ERNST & YOUNG +acq. Seren 2015 ■ DELOITTE +acq. Mobiento 2015 	<ul style="list-style-type: none"> ■ AIRBNB +acq. lapka 2015 ■ COOPER *consolidation +acq. Catalyst 2015 ■ SALESFORCE +acq. Akta 2015 ■ ACCENTURE +acq. Chaotic Moon 2015 +acq. PacificLink 2015 ■ FLEX *medical design +acq. Farm Design 2015 ■ PIVOTAL +acq. Slice of Lime 2016 ■ IBM +acq. Resource/Ammirati 2016 +acq. ecx.io 2016 +acq. Aperto 2016 ■ KYU COLLECTIVE *minority +min. IDEO 2016 ■ CAPGEMINI +acq. Fahrenheit 212 2016 ■ DELOITTE +acq. Heat 2016

Investment flows into expanding design capabilities faster and faster

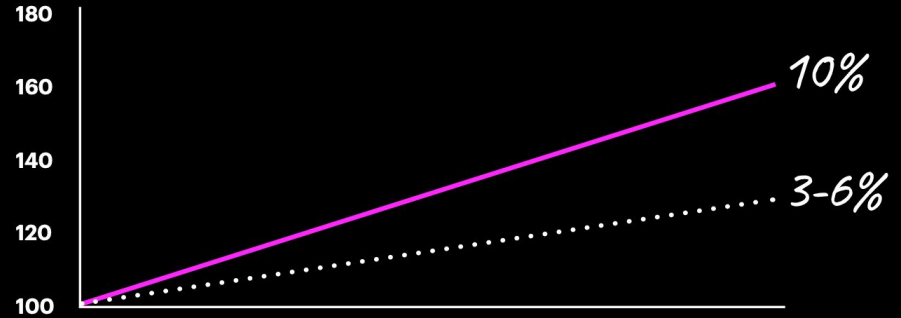
2017 JAN - FEB	MARCH	MAY	JUNE	JULY	AUGUST	OCTOBER	SEPTEMBER	DECEMBER
Idean acquired by Capgemini Unity&Variety acquired by Salesforce Sequence acquired by Salesforce Dribbble acquired by Tiny DeviantArt acquired by Wix	JWalk acquired by Shiseido	The Monkeys and Maud acquired by Accenture	Market Gravity acquired by Deloitte Intrepid acquired by Accenture	Maya acquired by BCG Clearhead acquired by Accenture	Wire Stone acquired by Accenture Acne acquired by Deloitte	Cooper acquired by Designit/Wipro Telepathy acquired by ServiceNow (CEO: John Donahoe) Brand.ai acquired by InVision YARD acquired by Kyu Collective.	Matter acquired by Accenture VLT Labs acquired by McKinsey & Co TandemSeven acquired by	Rothco acquired by Accenture

Design in Tech Report 2018
#DesignTech M&A Activity

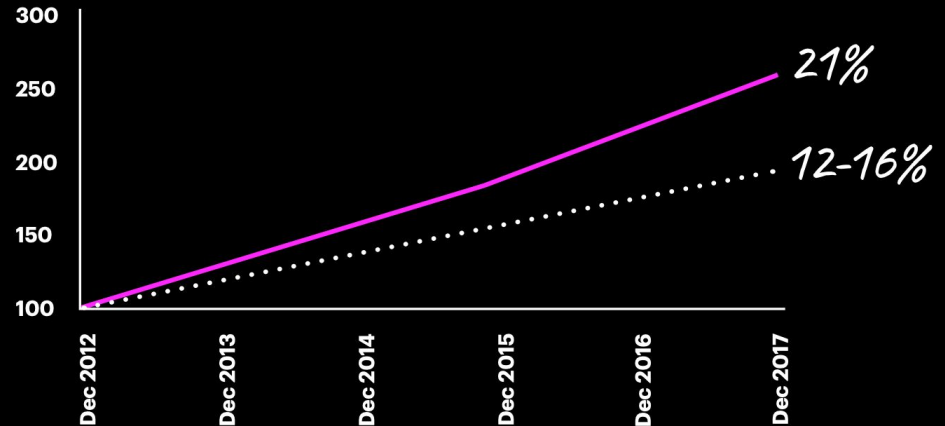
John Maeda
Kleiner Perkins

Companies with
high **Design Index**
outperformed
industry
benchmark
growth by as
much as
two to one.

Revenues



Total returns to shareholders



89%

“of companies believe that **customer experience** will be their primary basis for competition by 2016, versus 36% four years ago.”

— *Gartner*

81%

“of executives surveyed place the personalized **customer experience** in their top three priorities for their organization”

— *Accenture*

89%

“of executives surveyed agreed that **customer experience** and engagement are objectives of their corporation's digital strategy.”

— *MIT Sloan /
Deloitte*



Design thinking
is promoted as
the remedy
to all
organizational
problems.





**Cyborgs have
wicked
problems.**

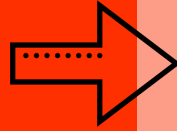
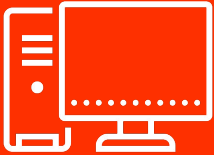
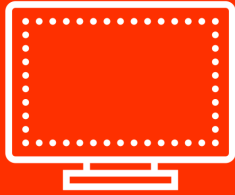


A portrait of a woman with short, spiky blonde hair, looking slightly upwards and to the right. She is wearing a dark top. The background is a solid dark blue.

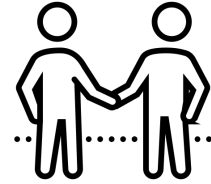
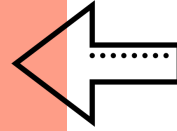
***“We are all
cyborgs now”***

**A cyborg is
an organism
whose
abilities are
enhanced or
extended by
technology.**





CX



**Digital and Physical
realities merge**



**Customer Journey of
meeting with my wife**



**Ensuring good experiences in
such a complex environment is a
wicked problem.**

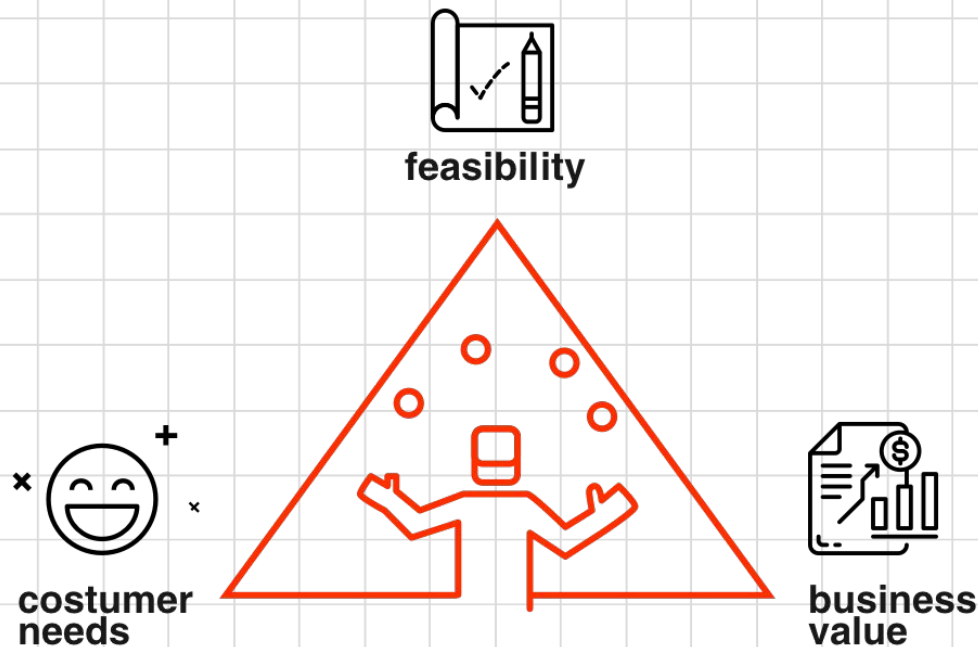




**Design
thinking is just
smart thinking.**



**Design
means
defining
problems
and finding
viable
solutions.**



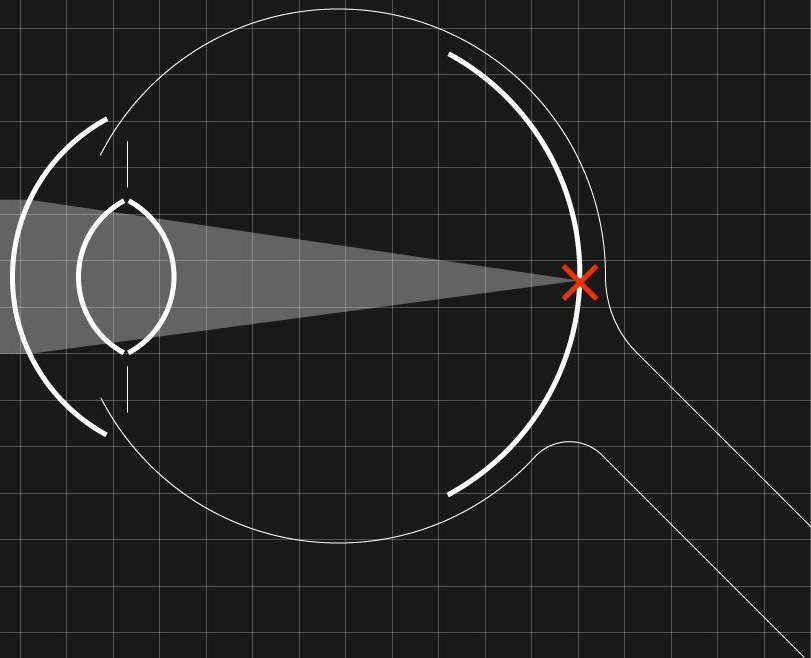
Clarity

- of what customers need
- of what we need and want
- of what are we able to do

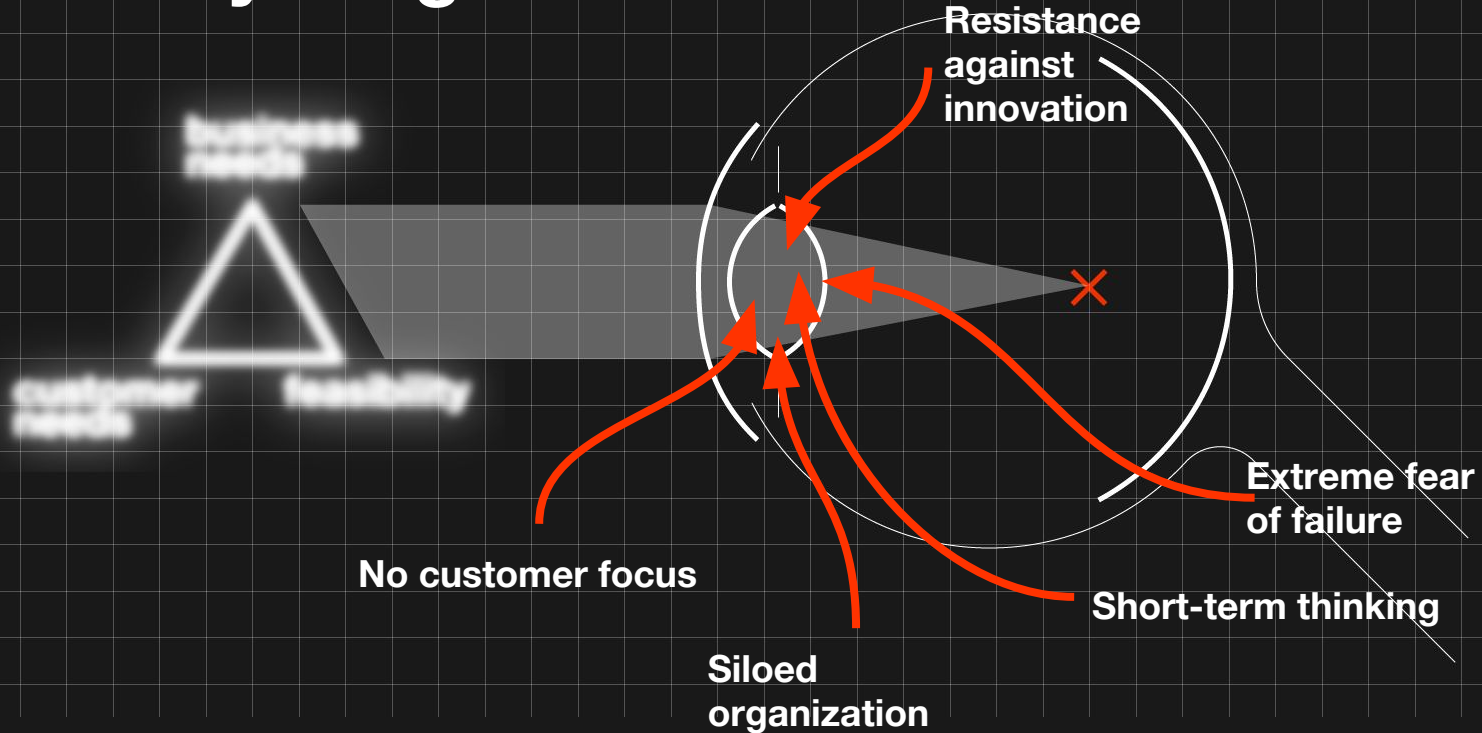


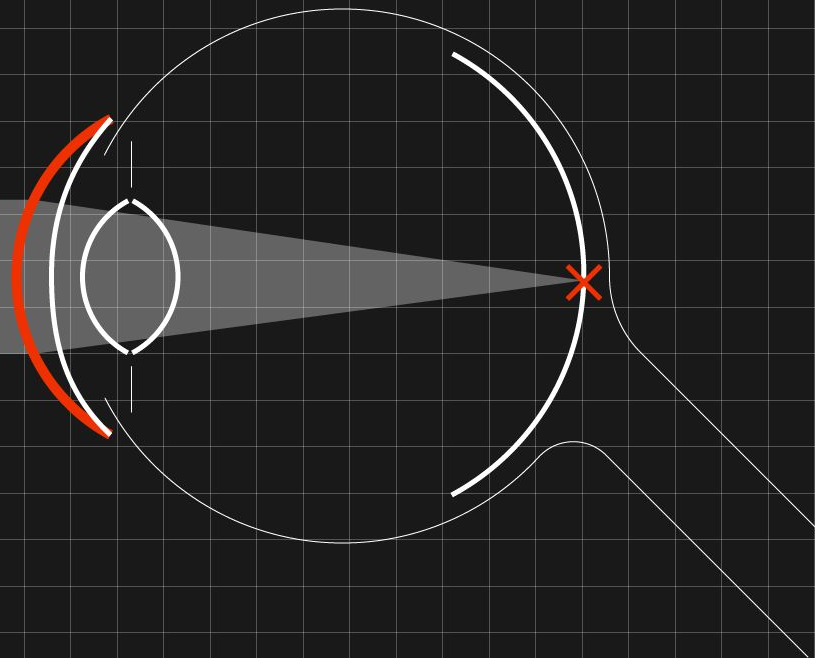
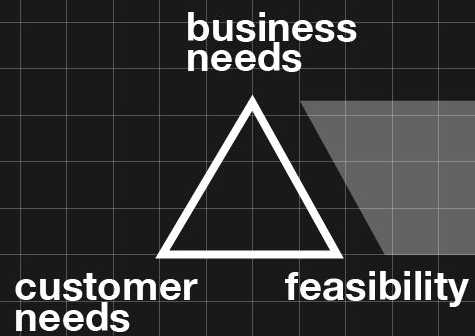
**business
needs**

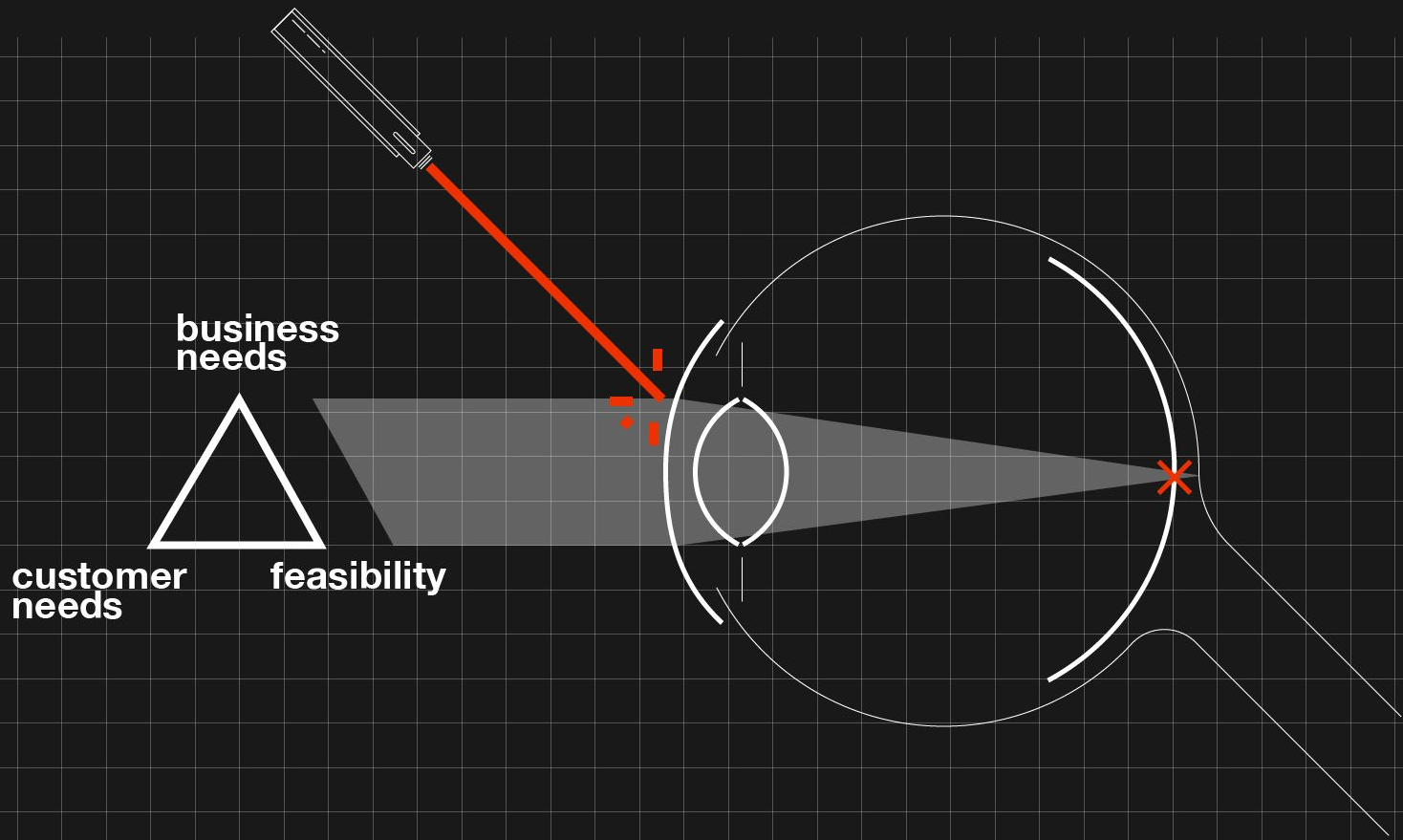
**customer
needs** **feasibility**



Lack of **clarity** derailed more products than anything else.





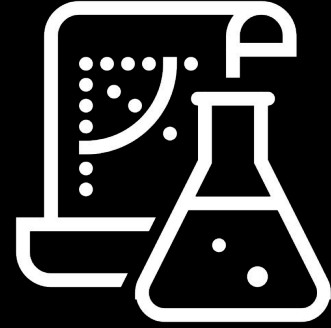




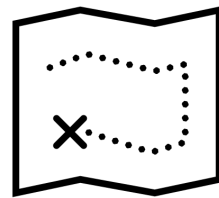
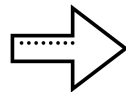
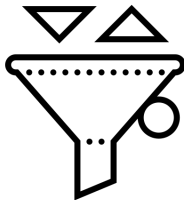
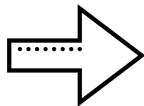
Empathy



**Total focus on
customers' needs**



Curious mindset



Learn

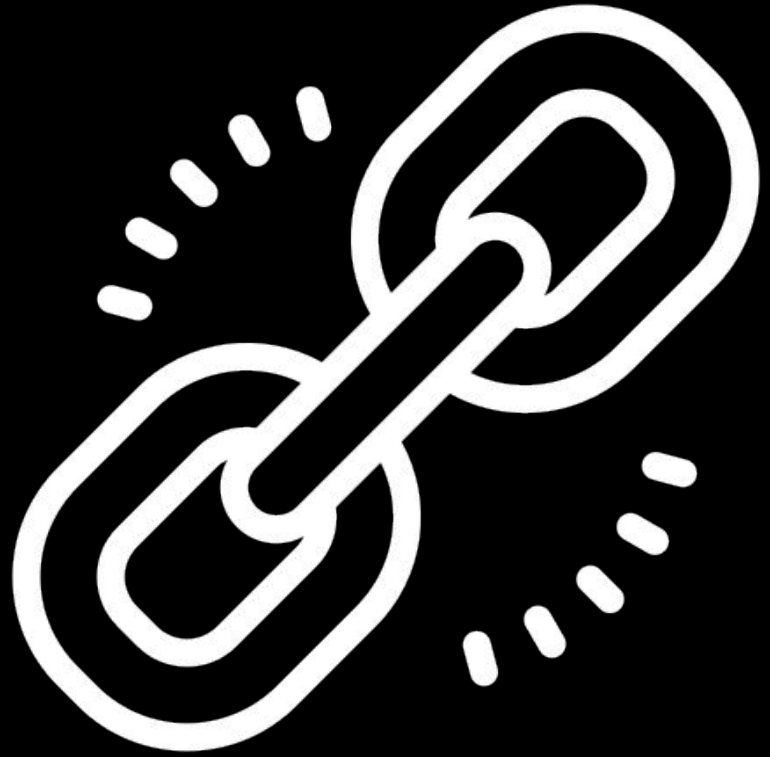
Make sense

**Create
solutions**



TEST

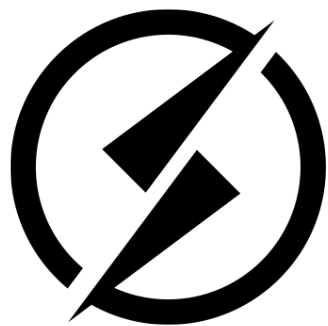
Collaboration and co-creation



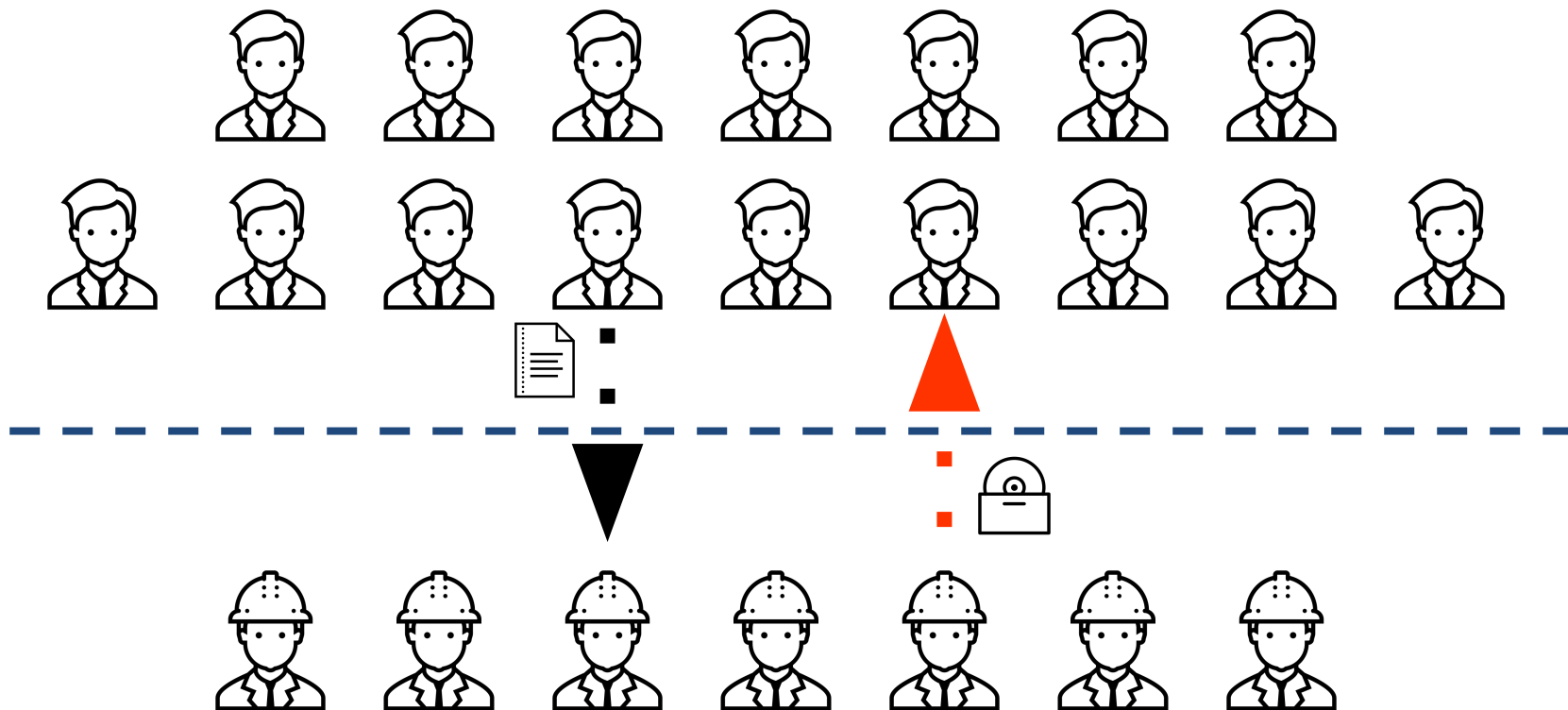
**Thank you for
your attention!**

Balázs Fónagy
Head of Product Design
Supercharge



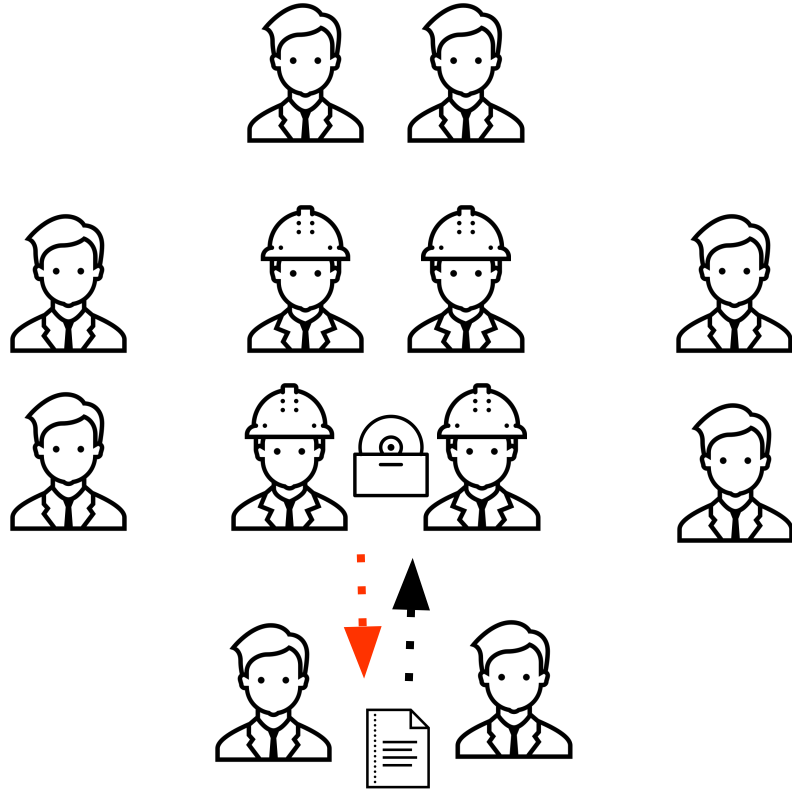


**SUPER
CHARGE**



IT as support function





**IT as a core
function**



**IT as integrated
activity**

