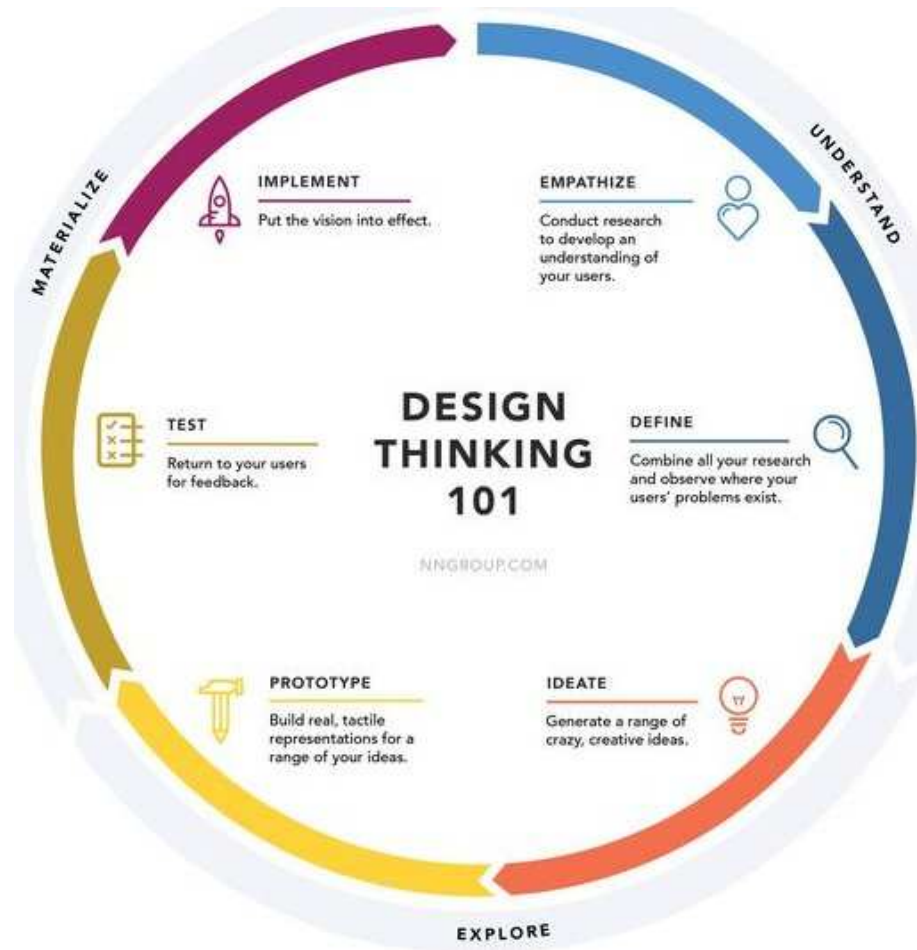


# How to identify a mediocre approach – Eg 6

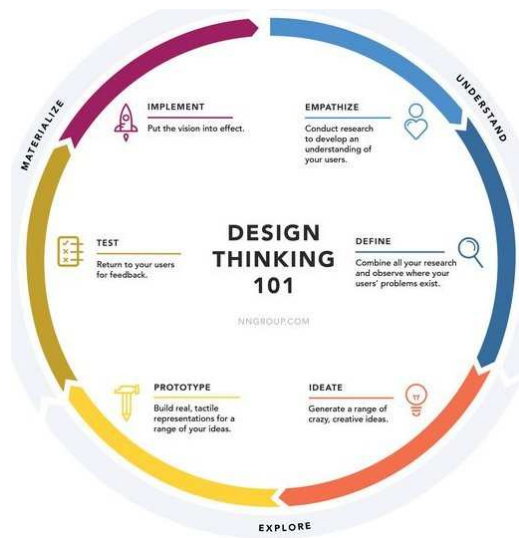
Imagine that you use (or want to use) the following approach to Design thinking



Source: Pinterest - <https://www.pinterest.com.au/>

# How to identify a mediocre approach - Eg 6

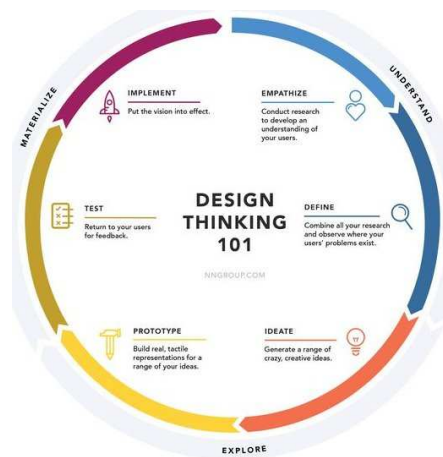
## Diagnosis 1



Domain	Step	Action	Beliverable	Class	Mitigation	
Business	1	Don't know; Could be	None	?		
	1.1	Discover	Research	Client brief		Too implicit
				Defined research areas & methods		
	1.2	Define	Build	Themes & clusters		
Insights						
Opportunity areas						
Technology	1.3	Develop	Ideate	Designs		2 prev mediocre steps
	1.4	Deliver	Prototype	Prototypes		Irrelevant as last deliverable was pointless
			Do know; Should be			

**Conclusion: Find a better approach**

# How to identify a mediocre approach Eg 6 - Explanation



Why is it pointless?

1) Step 1 – Discover

Deliverables such as ‘Client brief’ containing Defined research areas & methods are far too implicit. Will require multiple brain storming sessions. Hence mediocre

2) Step 2 – Define

Deliverables such as ‘Themes & clusters’, ‘Insights’ and ‘Opportunity areas’ are far too implicit. Will require multiple brain storming sessions. Hence mediocre

3) Step 3 – Develop

Pointless as too many mediocre previous steps

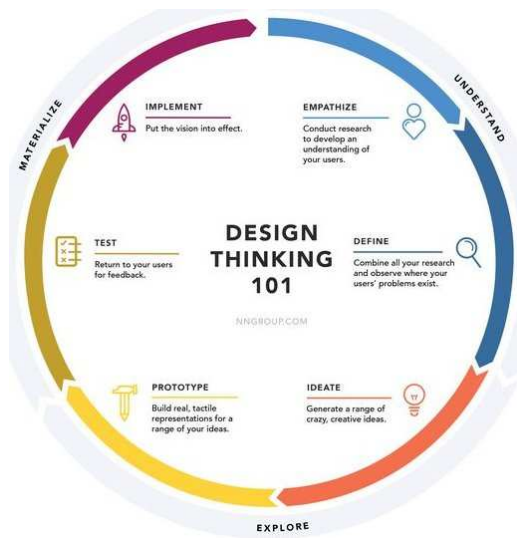
4) Step 4 – Deliver

Irrelevant step as previous step was pointless

**Conclusion: Find a better approach**

# How to identify a mediocre approach - Eg 6

## Final Diagnosis



Domain	Step	Action	Beliverable	Class	Mitigation	
Business	1	Don't know; Could be	None	?		
	1.1	Discover	Research	Client brief		Too implicit
				Defined research areas & methods		
	1.2	Define	Build	Themes & clusters		
Insights						
Opportunity areas						
Technology	1.3	Develop	Ideate	Designs		2 prev mediocre steps
	1.4	Deliver	Prototype	Prototypes		Irrelevant as last deliverable was pointless
			Do know; Should be			

**Conclusion: Find a better approach**