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The biggest mistakes when digitalizing your business and how to avoid them

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The Importance of Design Thinking in Software Projects

Imagine embarking on the construction of a house without consulting the future inhabitants on the number of rooms, floors, and interior design. What if the construction begins without having all the floor plans and design renderings available, relying solely on written requirements?

In such a scenario, one can only hope that the resulting house will be attractive and perfect for its intended occupants.

However, this approach defies common sense, and it is unlikely that the house will meet the needs of future inhabitants. Strangely enough, a similar approach is often taken in the digital world, where software products are developed without consulting end-users on features, functionality, and user interface design.

This is where the importance of design thinking in software projects comes in.

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The Pitfalls of Traditional Approach to Software Projects

When businesses embark on digital transformation to achieve specific goals like automating, monitoring, and streamlining processes, they often follow a traditional approach:

- Assigning one or two project leaders to write the software requirements
- The people involved in writing the specifications are often different from those who will ultimately use the software solution
- Targeted end-users are not consulted about what they need to perform their jobs better and more efficiently
- Lack of consultation and collaboration often leads to software that fails to meet the needs of its intended users
- Ignoring the importance of user interface design, focusing solely on functionality

Unfortunately, this approach overlooks the crucial role that user interface plays in delivering a successful software product.

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The Biggest Mistakes and Their Consequences (1/3)

One of the biggest mistakes in traditional software development includes creating specifications that do not align with the needs of the targeted users. The consequences of such mistakes include:

- Users cannot use the software tool to perform an easier and more efficient job

- The users will have a poor adoption rate of the final software tool because they will still have to use additional software helpers like Excel to complete the required tasks

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The Biggest Mistakes and Their Consequences (2/3)

Another common mistake in traditional software development is not optimizing user interaction with the software solution for the targeted audience. The consequences of such mistakes include:

- Users go back to their old ways of doing things and stop using the provided software solution
- The process of learning the software tool is difficult because it's not intuitive to work with, despite the available functionality being correct

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The Biggest Mistakes and Their Consequences (3/3)

Another critical mistake in traditional software development is when the software solution does not impact valuable business goals. The consequences of such mistakes include:

- Businesses fail to gain value from their investment in the new software solution
- There is no ROI (Return on Investment) due to the failure to meet targeted business goals
- Sometimes, the failure of a software solution to bring profit or additional gains to a business can make future developments of the current project impossible or financially unfeasible

Benefits of Design Thinking Process for Every Software Project

Design thinking is a proven methodology that can significantly improve the outcomes of software projects. By integrating a design thinking approach into your software development process, you will have the following benefits:

1. Gain a deeper understanding of user needs and expectations, resulting in solutions adapted to their requirements
2. Identify key problems and pain points while exploring potential solutions that are more effective and efficient
3. Align software development efforts with the business goals and test hypotheses before committing significant resources
4. Improve business-related indicators such as profit and revenue by delivering more impactful solutions
5. Develop user-friendly solutions that are easy to adopt, resulting in higher user satisfaction and adoption rates

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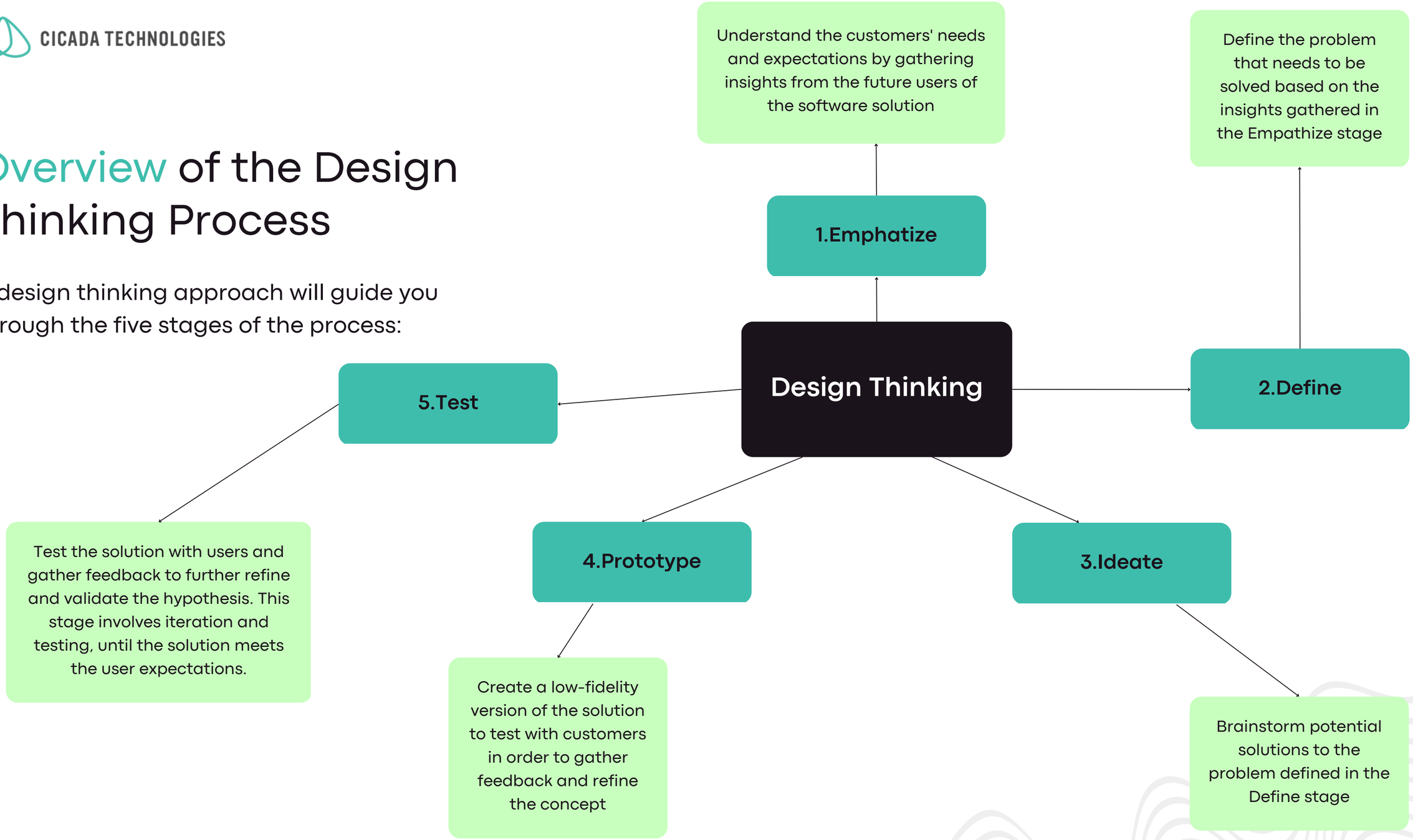
Overview of the Design Thinking Process

A design thinking approach will guide you through the five stages of the process:



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How our Design Thinking Workshop Works?

Our design thinking workshops are a collaborative and immersive experience.

During the workshop, you will work in teams to apply the design thinking process to a real-life situation, starting from the business goals and ending with sketching the actual solution to be implemented.

We will provide you with guidance, tools, and techniques to help you tackle the challenge and ensure that you leave with a deeper understanding of how to apply design thinking to your own projects.

By the end of the workshop, you will have a clear understanding of the steps to take in developing a successful software solution.

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Run Design Thinking Workshops in your organisation

By participating in our design thinking training, you will gain the skills and knowledge needed for you to run such a process by yourselves within your organization.

Running design thinking workshops can be a valuable investment for any organization that is looking to improve its software development process and deliver high-quality solutions while benefitting of the following advantages:

- Develop a deeper understanding of your customer's or future users' needs and expectations
- Identify the key problems you need to solve and determine the best approach to solving them
- Manage software solutions more effectively and efficiently
- Increase collaboration and communication among team members
- Drive innovation and creativity in software development
- Maximize ROI (Return on Investment) by delivering software solutions that meet the needs of the targeted users and business goals

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Design Thinking is like a magic wand that turns complex digitalization projects into successful endeavors. It allows you to see the project from the perspective of the end-user and create solutions that truly meet their needs.

Make it a part of every project, and we can guide or train you on this path.

Contact us and let's work together to create remarkable digital solutions that drive your business forward.

Bogdan Rus

bogdanr@cicadatech.eu

www.cicadatech.eu