



Design Thinking as a New Method For Solving Marketing Challenges

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Abstract The article is devoted to design thinking as a new method for solving marketing challenges. Design thinking is a human-centered process. It allows marketers to achieve a deeper understanding of the consumer, placing the client in the center. Design thinking is a technique of searching solutions. Consists of 5 stages: understanding the problem, formulating the problem, generating ideas, prototyping, testing. In practice, the effective application of design thinking gives incredible results. The user receives not just a convenient product adapted to modern needs, but also a solution to important life problems. The article is of interest to marketers, managers and smm-managers. Fundamentally the relation between top marketers and design thinking, is the human-centered approach. Design thinking requires customer centrality, both internal and external feedback, and an open- minded culture. A closer look at design thinking in the light of marketing shows the large extent to which a marketing team can benefit from applying a design approach.

Keywords: design thinking, method, marketing challenges, marketing, marketing research, prototyping, business niches.

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Conflict of Interest

Statement:The author [s] declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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Introduction

Design thinking is a technique of searching solutions which is people-oriented and based on creativity. Consists of 5 stages: understanding the problem, formulating the problem, generating ideas, prototyping, testing.

Computer scientist and Nobel Prize winner Herbert A. Simon was the first who mentioned design as a science or way of thinking in his book "The Sciences of the Artificial". Stanford's Hasso-Plattner Institute of Design describes Design Thinking as a five-stage process. These stages are not always sequential; nor do they require design teams to approach them thus. Designers will find the stages often occur in parallel and see repeated use on an iterative basis. Consequently, designers should consider these not a "recipe", but different modes that contribute to a project *Foundation (2019)*.

Since the 1970s, design thinking has been steadily developed in the design community, and in 2000 it became popular. Using their creative strategies, professionals in areas that go beyond what we traditionally consider as design also began to apply design thinking. Similar mechanisms are used by Apple in conjunction with other approaches, achieving great success in business *Kotler (2007)*.

Progress is an insurmountable process, its speed and pace will never be slower than we can today. In this way, in this era of unprecedented changes in the brand, it is necessary to meet the growing expectations of consumers, while remaining relevant.

Marketing is a type of human activity which focused on needs and requirements satisfaction through the exchange *Kotler (2007)*.

One of the lead management theorists, Peter Drucker, says: "The goal of marketing is to make sales efforts unnecessary. His goal is to know and understand a customer so well that a product or service will exactly fit the latter and sell themselves" *Kotler (2007)*.

Design thinking is a human-centered process. It allows marketers to achieve a deeper understanding of the consumer, placing the client in the center.

Marketing is not only money, but also communication with people on the receiving side. Successful marketing campaigns affect the hearts and souls of customers. Instead of simply identifying the opportunities, economic benefits and benefits of the product, it is necessary to build a relationship with a customer on a more personal, friendly level. It is enough to analyze the biggest marketing destroyers of recent years: Amazon, Uber. They sold emotions and solutions of customer problems *Nussbaum (2019)*.

Stages of design thinking

The classic marketing research scheme is similar to design thinking. In practice, this method shifts the focus of attention of the marketer from the task "to sell as much as possible" to the task "to understand the client and find a solution that will close his pains"

The first step of design thinking is a clear definition of the problem. Marketing often focuses on a new product features as a way to attract and retain customers, forgetting which problem is necessary to solve. The key is sympathy: the ability to listen and observe. In design thinking the research of is based on empathy.

It is important to abandon online surveys and interact with customers directly. The audience wants more control, interaction and maximum transparency from brands. Using design thinking tools such as empathy, marketers can identify pain points and opportunities, and then prioritize budget and resources in order to change the perception of customers *443 (????)*.

At the stage of generating ideas and prototyping, problem-solving solutions are created. From a deeper understanding of customers, more creative and targeted ideas can come. It is necessary to avoid too many restrictions in the early stages of the creative process and open this stage to as many people as possible. By including one or several buyers in the team, it is possible to track how the consumer's desires correspond to the ideas generated.

It is important to listen to how people would like to share their thoughts, and offer several ways to do this. Some prefer discussions in large groups, someone is familiar with the format of the interview, and some consumers prefer to leave their ideas anonymously.

One should not disregard the importance of involving the team of other departments in the process of generating ideas. Design thinking recommends increasing the value of different points

of view.

One of the biggest barriers to solving marketing problems is the conscious need to improve something before it is put into practice.

Prototyping is a way to test an idea before spending too much time and energy, only to find out that the marketing decision was wrong. Prototyping saves time, so we can spend more time perfecting what has been tested.

One of the successful ways to perform the prototyping steps is to launch private beta versions. In this case, prototyping becomes an exclusive process. As a sign of honor, customers can offer a private beta version of a product or service to a specific circle of people. This approach will allow to collect the first feedback about the decision, as well as to increase the loyalty of a certain circle of the company's clients.

In practice, the effective application of design thinking gives incredible results. The user receives not just a convenient product adapted to modern needs, but also a solution to important life problems.

Criticism

The method of design thinking received a public criticism. Journalist Bruce Nussbaum published the conversation with Tim Brown, the owner of "IDEO", who introduced design thinking into his work. Tim pointed out that from the very beginning the process of design thinking was the basis for a real result - creativity. But by adapting it to the business culture, the process has lost its confusion and emotion, which is an integral part of the creative process. Brown admitted that the effect of design thinking desertion in a consulting company was low.

The journalist believes that the design thinking process should remain within the scope of design, as it was originally. Marketing remains a science that requires clear research, analysis and numbers.

Lee Winsel, an associate professor at the Department of Science, Technology, and Society in Virginia, wrote a whole article in which he believes that design thinking is basically meaningless, and also eats the mind of man.

Natasha Jen, a partner of "Pentagram", in her lecture calls design thinking as a pointless fashion word. The main problem is that the method is considered as a linear process, forgetting about its cyclicity.

Each of the authors is confident that design thinking is inherent only in the field of design.

Conclusion

The application of design thinking in the field of marketing is a complex process, and in view of a certain number of criticisms, it requires testing in various niches. The success of the implementation of the method must be verified in practice, carefully monitoring each stage in order to avoid returning to the usual marketing and research calculations. With strict adherence to the concept of design thinking, even in cases of its small deformation and deviations from the rules, you can get unusual and effective results.

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