

TDG  
★DC  
process

**How TDGDC can future-proof design for your business**



Listen



Discover



Decode



Define



Create



Realise

**Listen**

- Initiate our purpose-built intrapreneur approach
- Get to know the leaders' and stakeholders' vision, aspirations and concerns
- Build collective understanding the challenges in order to define the problem well

**Discover**

- Prepare an inside-out, design-led inquiry
- Conduct tailor-made research
- Orchestrate user-centric immersions, classroom sessions, subject matter Q&A and other creative methodologies to tap into existing intelligence

**Decode**

- Filter key attributes vital for the future goals, with the help of visual mapping
- Identify and connect relevant pieces that help define new opportunities

**Define**

- Carefully analyze and interpret the data to arrive at the need to create, innovate or disrupt
- Craft design briefs and scope of work with clear impact & growth objectives

**Create**

- Convert design briefs into concepts those are fit to purpose/growth/impact/user/future
- Create prototypes with well-integrated, cross-functional intelligence, ready to be tested

**Realize**

- Refine and prepare prototypes to scale up
- Introduce standardization to make new ideas sustainable and reach full potential
- Hand over new codes in the operating systems with comprehensive report and feedback

**Manifest your different.  
Make it your distinctive.**

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Process

## TDGDC way of Design thinking

For TDGDC,

design thinking is a practice

driven by purpose, and anchored in human sciences.

It is a continuous, iterative process where we understand the user needs, challenge status quo and redefine problems so we can reimagine solutions

that might not be obvious to us at first. It is the fastest way

to architect a hypothetical yet pragmatic future.

At the same time, design thinking is a calculated approach

towards solving problems.

It involves a balanced "jugalbandi" of hands-on,

minds-on and hearts-on methods

with prototyping being the eventual outcome.