

# Capelle FOCUS

An eNewsletter by Capelle Consulting



As professionals, we spend a lot of time and effort to understand our clients. If an external consultant told you that you may not know your clients' needs well enough, you might dismiss that as an invalid statement. But we all tend to have blind spots, and the world has changed in radical ways since the pandemic happened. Perhaps some of our assumptions are no longer valid.

We throw the spotlight on Design Thinking and how Capelle has applied that in different sectors. Come along for a walk with us, in the shoes of the other.



## IN THE SPOTLIGHT:

# OVERCOMING OUR BLIND SPOTS THROUGH DESIGN THINKING

Recently, one of our consultants accompanied a friend on crutches to a place of worship. Our consultant arrived earlier and walked the path from the lift lobby to the central hall. An inclined ramp linked the two parts of the building together, and our able-bodied colleague decided it was a safe route for her friend. Door to door, it was less than a 20-metre walk.

After the time of worship, our colleague asked her friend how the overall experience was for her, in terms of accessibility and safety. What her friend shared shocked her.

“First, the material used for the floor changes from section to section. Each time the type of tiles changes, I have to mentally prepare myself to be extra alert because it affects the grip of my crutches. You notice the shiny tiles right outside the main hall. They are beautiful but very slippery. If the ground is wet, I will slip.

The incline ramp is also a challenge to walk up and down on crutches. Usually, when people think about accessibility, they are thinking about wheelchair users, not people on crutches.

There are many right-angle turns when I go to the washroom. Each one is a blind spot. If I collide into someone coming from the other direction, like children running around, or people looking down at their phones, I would definitely fall over. So I need a friend to walk in front of me and clear the way.”

Our able-bodied consultant was totally surprised by this long list of safety hazards, and in that moment, the importance of Design Thinking hit home in a new way. Unless there is an intentional and systematic process to understand the unique needs of each group of users, it is unlikely that any one person will have the knowledge and understanding to design a solution that meets everyone's needs.

This episode is a powerful reminder to all of us that we cannot assume that we know everything about the diverse users whom we serve daily. A healthy dose of humility, patience, and curiosity goes a long way in creating service user experiences that are truly positive and uplifting.

CAPABILITY  
CIRCLES

TechUP  
Series



Click to watch  
the webinar!

Design Thinking was in the spotlight in the recent Tech Up webinar hosted by NCSS in partnership with Capelle Consulting.

The event featured Capelle consultants Lee Su Min and Dr Yee Lai Fong, who shared their extensive expertise in Design Thinking in training and coaching SSA clients.

Representatives from Rainbow Centre and Montfort also shared their experiences applying Design Thinking methodology to their digital transformation journey.

Sign up for a pre-scoped consultancy clinic [here](#) if you would like to explore consultancy support to implement an IT solution for your SSA.

Capelle Consulting and ThunderQuote are the appointed consultants for the Innovation and Productivity pillar of the Community Capability Trust.

## DESIGN THINKING IN ACTION

Recently, Capelle had the privilege of helping a bank distil their service values and embed it in their service journey at their branches. We applied the ADEPT framework that we use in Design Thinking.

*\*ADEPT stands for: Ask, Define, Explore, Prototype & Test*



### ASK

We start by understanding the current challenges faced by customers and hence their key pain points.

We also wanted to understand what has been done well, so we could do more of it.



### DEFINE AND EXPLORE

We worked with a group of branch managers to co-design a customer journey that presents users with the desired experience at each touchpoint.



### PROTOTYPE AND TEST

We got the branch staff to role-play the experience and the bank captured this in a video that will be shared with the rest of their staff.

They will continue to get feedback on this and refine the experience.

# DESIGNING THE FUTURE

The importance of design in tackling complex challenges has been affirmed by Singapore's Design Education Advisory Committee (DEAC). It outlined a 30-year vision to develop the next generation of creative thinkers and problem solvers in August this year.



Learning by Design is a strategic initiative by DesignSingapore Council, in collaboration with the Ministry of Education, to drive the adoption of Design Thinking in our schools. Recently, Capelle attended a briefing and networking event organised by DesignSingapore Council, to showcase our expertise in Design Thinking to a group of educators. We were excited to share ideas on how Capelle can contribute to innovation and problem solving through Design Thinking consultancy and coaching.

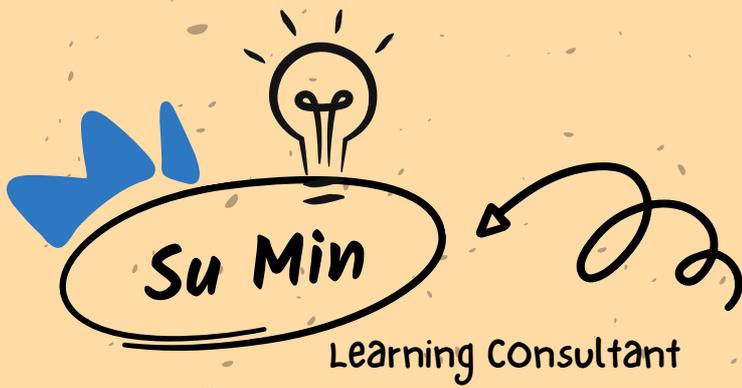
## YOU RAISE ME UP!

In partnership with RAISE, Capelle used Design Thinking to help six social enterprises brainstorm and develop new products and services to create value while achieving social outcomes. Through a combination of coaching and training, we took participants on a Design Thinking journey using our ADEPT framework illustrated above.

### “ Client Testimonial

I liked the customer journey in particular - mapping out the emotional experience of a client. Su Min is a skilled trainer who has good knowledge of the subject matter and is able to connect with participants in an engaging and authentic manner.

-Samantha Lo,  
HCSA Community Services



Learning Consultant

"Design thinking is a structured process that allows us to listen to our customers, reflect on insights and test potential ideas to create better solutions for them. Listening to service users gives us a chance to validate our understanding and sometimes resulting in aha moments of realizing how our existing services frustrate them. Taking on service users' perspectives in the design phase ensures tech solutions implemented enhance both the SSA's productivity as well as service users' experience."

## GET TO KNOW OUR DESIGN THINKING CONSULTANTS



Learning Consultant

"My favorite part of Design Thinking are the stories. When my learners pause in this busy world we live in, and listen attentively to the people, stay curious about each of those stories, I know they are closer to designing a better world."

## A DEEP DIVE INTO DESIGN THINKING

Is there a problem you're trying to solve, or a certain experience you want your clients to have?

Learn more about Design Thinking as a human-centered, problem-solving approach [here](#).

