



“ A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is. ”

— S C O T T C O O K

# Discovering innovative solutions using Design Thinking for Legal Team of one of the top 5 Software and IT companies globally

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## Case Studies of Company

# The Ask

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Apply some fast paced methodology like a design sprint to generate insights and innovative ideas to solve current departmental challenges. To apply and experiment with a Human centered approach.

**Need and Problem Discovery**

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**Ideation**

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**Co-creation**

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**Outcome**

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# Need and Problem Discovery

- The Legal team wanted to generate some innovative ideas for a few challenges they faced using the Design thinking methodology.
- An DT sprint was conducted for a core legal team along with the All India head were teams of 4 worked on specific problems identified prior to the session
- These challenges looked specifically at -
  - How to better co-ordinate between Legal and other teams like compliance and special projects.
  - Methods to work under constraints of compliance needs, internal filters and yet be focussed on value adding to the teams with faster processing

- Improving throughput of the process.
- Innovative ways to manage conflicts

The teams conducted stakeholder analysis to identify the critical stakeholders- individuals and teams and how they interact. They also roleplayed conducted interviews and derived key insights using Empathy maps. The problem now flipped to a Human centred problem – a revelation.



# Ideation

- Ideation sprint using Focused brainstorming 7 / 3 / 5 technique resulted in a more the 50 ideas generated by the team
- These ideas were then enhanced using the Innovation probes and concept fan- an Edward de Bono technique
- Multivoting technique was used to identify and select the key ideas.

# Co-Creation

- Details concept was shared with the Legal team head for his inputs and feedback.
- Post this a service prototype along with the new journey map was created to get further feedback.
- The teams could experience an accelerated approach to generating empathy, human based solutions and a focused approach to get implementable solutions.

# Outcome

- Initial trials and implementation is underway currently.
- New insights for key stakeholder needs.

# About QGLUE

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centered approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable. We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

# LET'S CONNECT!

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