Accelerating the Process of Digital Content Publishing with Human Centric Approach in Design Thinking for a Publishing Company

Overview

The client is a publishing company based in the Netherlands, a leading global provider of professional information solutions in the science, medical, legal, risk management and business sectors. They wanted to focus on improving the hidden points in the publication process of their digital content related to healthcare. Using a human-centric approach to design thinking, TechM created a product backlog that could provide the client's customers with actionable health information.

Client Background and Challenge

Tech's first consulting engagement with the client's business was the shared services arm of the group that provides business process services for operations in content, customer support, technology, finance, sales, marketing, and business optimization. During the first engagement with the client's Asian division, TechM's consultants provided design thinking led recommendations to improve efficiency and quality of the customer service team through digital interventions and process changes.

Based on the value delivered by TechM, the leadership team recommended a similar approach to their American division,

Based on the value delivered by TechM during the engagement, the leadership team recommended similar approach to them where the focus was to unearth hidden pain points in the curation, storage, maintenance, and publication processes of healthcare related digital content.

Our Approach and Solution

TechM firmly believes in the human-centric approach of design thinking to unearth hidden pain points, which sometimes even the end users might be unaware of. It is therefore very important to first understand the end user's ecosystem, empathize with them by living their day-in-life, and then feel their pain points. Without such deep discovery sessions, the recommended end solution could have potential loopholes. To put an analogy to it, design thinking-led discovery is a kind of full body check-up of a patient before conducting a surgery on the specific body part.

TechM's design thinking consultants follow a proven framework to deliver actionable insights to their customers. We used a high-level framework that is customized contextually based on every engagement. The two parts to the framework: the first part comprise imprinting sessions where the ground is set up to understand the day-in-life of the key stakeholders. It is followed by a 3-day design thinking workshop to derive persona maps, journey maps, pain points, ideas, and prototypes. Lastly, to further drill down to the deepest possible root of the identified pains, follow-up interview/focus group sessions are conducted. The result is a product backlog, which is a consolidated spreadsheet of all identified pain points linked to actionable recommendations.

Business and Community Impact

TechM has successfully delivered more than 4 design thinking led consulting engagements involving over 40 stakeholders from over 10 departments which led to the discovery of 400+ unique pain points and 1000+ unique ideas for people, process, and technological improvements.

It also included 19+ automation avenues which could lead to potential savings of 14000+ clinical hours.

To know more, reach us at **DigitALL@techmahindra.com**

TECH mahindra