Reverse Logistics Program Design: A Company Study
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What is Human Centered Design?

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A formal creative process to problem solving; identifying issues and/or problems, designing and delivering services and/or products that begins with the people you're designing for and ends with innovative solutions tailor-made to suit their needs.
What's it all about?

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It’s about building a deep empathy with the people you’re designing for; generating tons of ideas; building a bunch of prototypes; sharing what you’ve made with the people you’re designing for; and eventually putting your innovative new solution out in the world.
What's The Benefit of Human Centered Design?

1. It fuels engagement in the process by end users and ensures that when solutions are implemented, target audiences are receptive and respond favourably.
2. It creates more effective, innovative problem solvers.
3. It eliminates the possibility of spending time, effort and money creating solutions to a problem only to find end users don't share your perception of the problem.

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The 3 Phases:
Phase 1

INSPIRATION

- Opening yourself up to others ideas, letting go of the ‘We are the experts’ mentality
- Accepting that what you set out to resolve may be re-defined by what end users experience as problematic thus changing your focus

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The 3 Phases:  
Phase 2  
IDEATION

- Brainstorming, imagining the practical and the fantastic
- Prototyping, testing and rolling out ideas, gathering feedback from the people you’re designing for, revising and checking

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The 3 Phases:
Phase 3

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IMPLEMENTATION

- Partnering and getting the idea out
- Here the best ideas generated in the Ideation Phase are morphed into concrete fully developed action plan
- Prototyping is at the core of this stage moving ideas to actual services/products that are tested, iterated and refined
Impediments to Human Design Thinking

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- The approach isn't adopted by the entire organization
- It can be difficult for an organization to accept that there is nothing wrong with experimentation and failure, as long as they happen early and are a source of learning
- Prototyping has to be more than a way of validating finished ideas