

# Design Thinking

By

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Chief Executive Officer of Persada Indonesia

## Experienced :

- **Professional Freelancer Tour Leader**  
(West Europe, USA Specialized), 2012-2016
- **Sales Executive PT. Persada Duta Beliton,**  
2013-2015
- **Sales & Marketing Manager PT. Persada Duta Beliton,**  
2015-2017
- **Co-Founder & COO Jannah Corp**  
(15 brands FnB), 2016-2020
- **Founder & CEO MyDuma**  
(Financial Services Tech-Base for Umrah Journey), 2020-2022
- **CEO PT. Persada Duta Beliton**  
(Persada Indonesia), 2022-current time



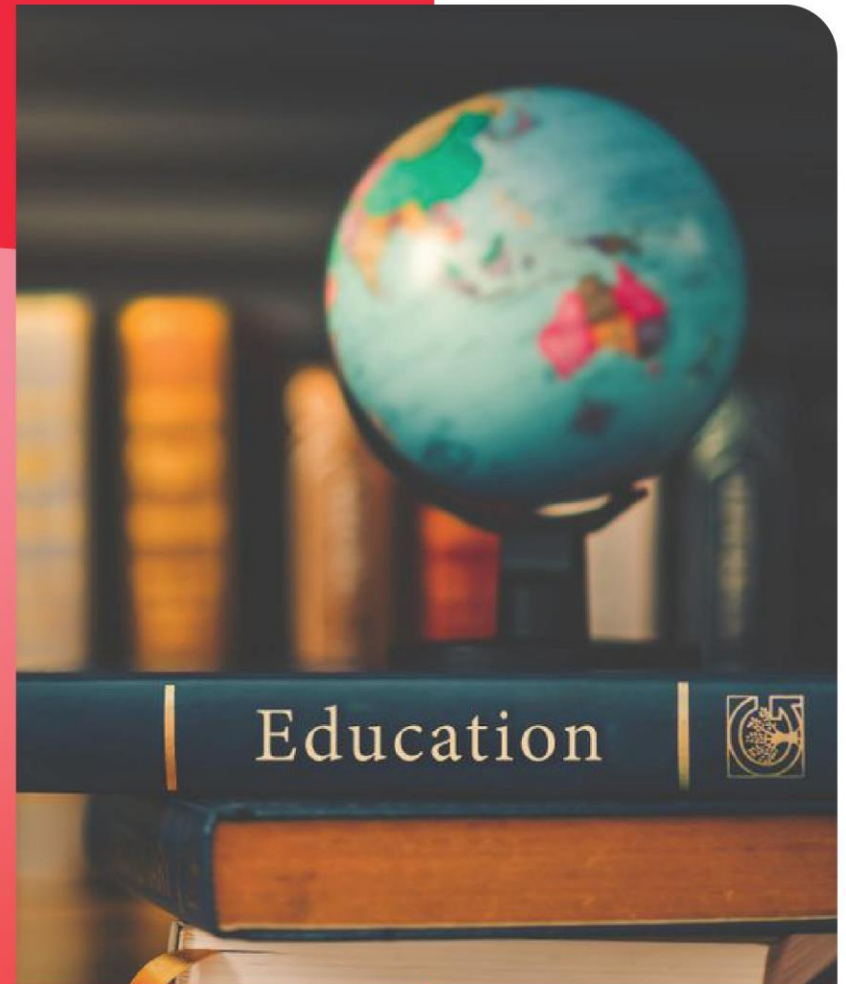


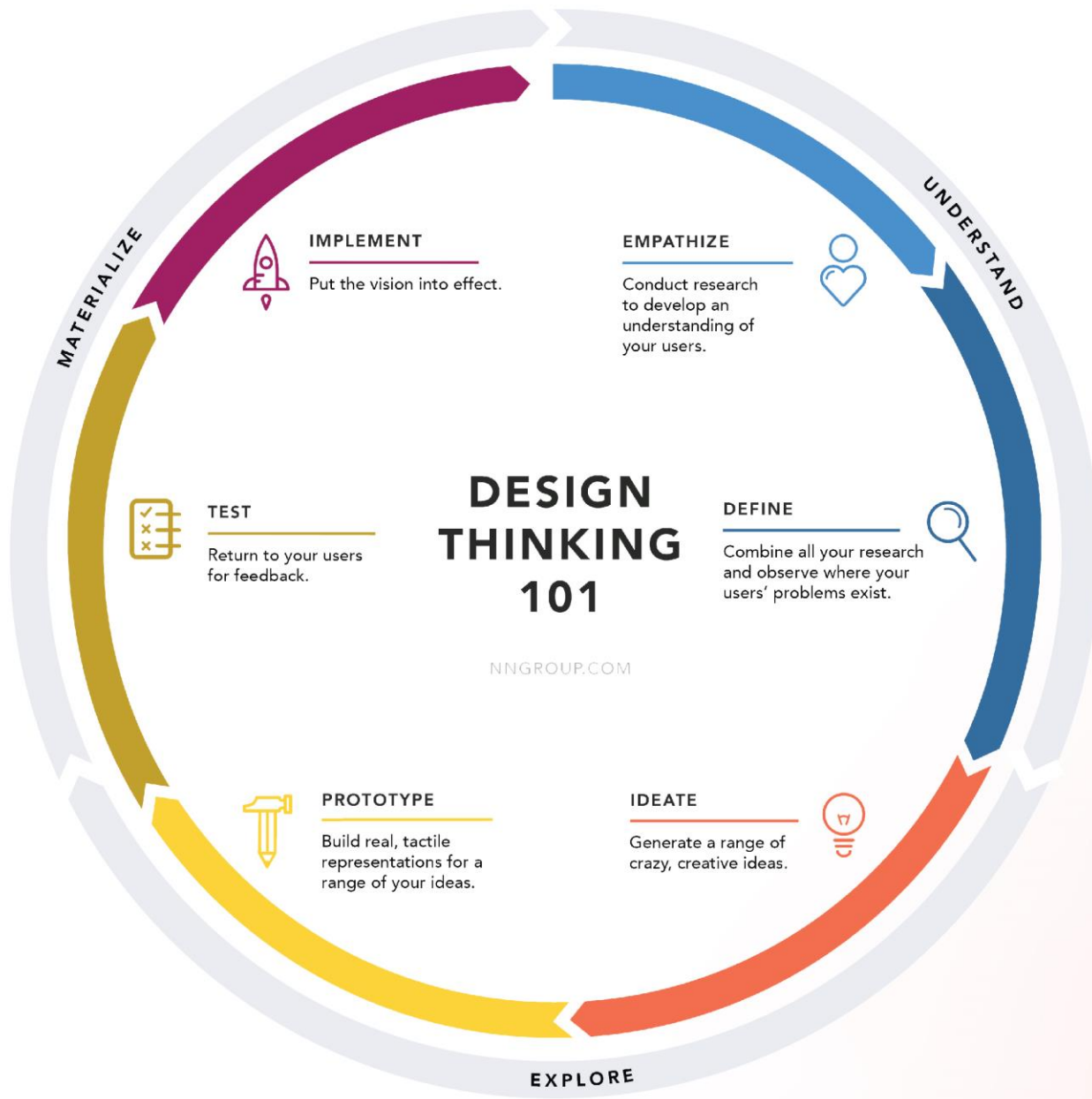




# Hari ini Kita Belajar

- 01 Memahami bagian terpenting dari design thinking
- 02 Mengapa design thinking menjadi penting bagi bisnis





## Empathize

Conduct research to develop an Understanding of your users.

## Define

Combine all your research and observe where your users' problems exist.

## Ideate

Generate a range of crazy, creative ideas.

## Prototype

Build real, tactile representation for a range of your ideas.

## Test

Return to your users for feedback.

## Implement

Put the Vision into Effect.



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mana bagian yang terpenting ?**



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**Understand**

(Empathize, define)



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(Empathize, define)

***“Empathy is more valuable  
than accuracy”***



A person's hands are shown holding a glowing, futuristic digital interface. The background is a server room with blue lighting and server racks. The text is overlaid on a red rectangular area with rounded corners.

**Without data, all we have is an opinion.**  
*Empathy is about getting the data.*

# The Golden Circle

## WHAT

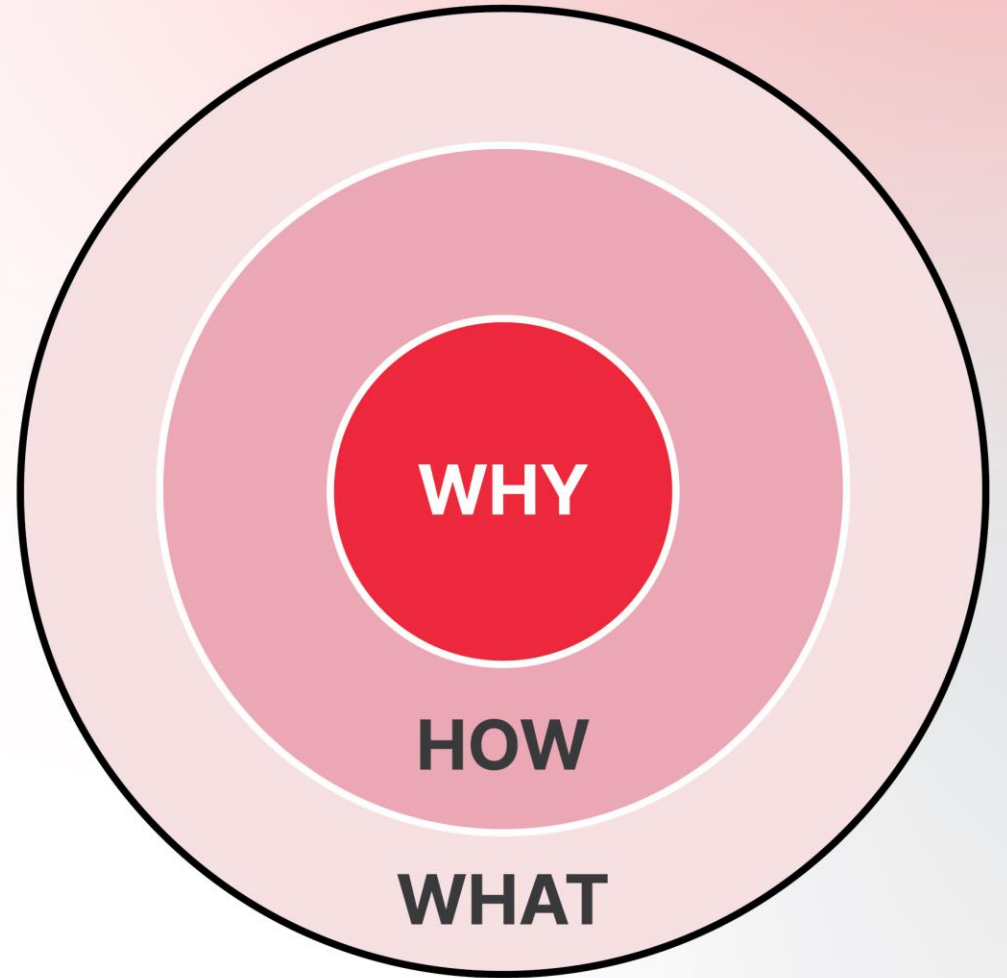
Every organization on the planet knows WHAT they do. These are the products they sell or the services.

## HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists



# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

## 1 WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

## GOAL

## 2 What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

## 7 What do they THINK and FEEL?

### PAINS

What are their fears,  
frustrations, and anxieties?

### GAINS

What are their wants,  
needs, hopes and dreams?

## 3 What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

## 6 What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

## 4 What do they SAY?

What have we heard them say?  
What can we imagine them saying?

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

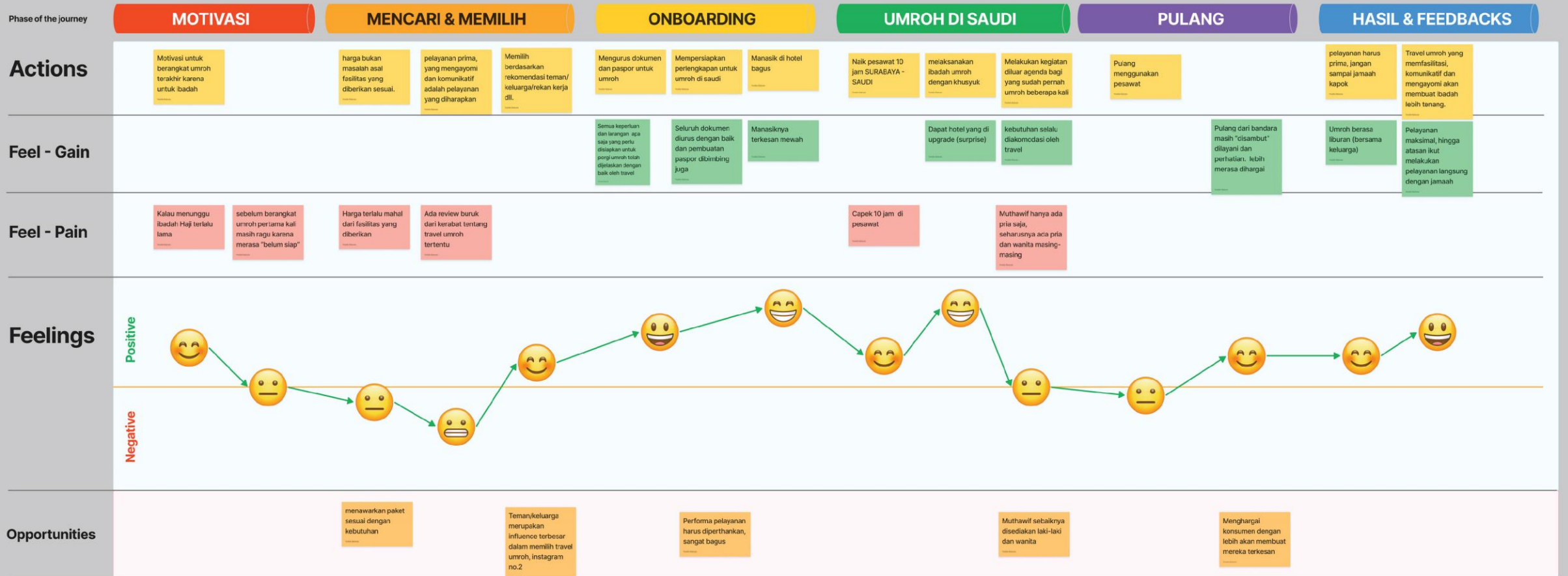
What other thoughts and feelings might motivate their behavior?



# User Journey 1

User Journey Map of

**User Persona 1 ingin berangkat umroh menggunakan travel umroh**





**Bisnis saya gagal karena tanpa menggunakan design thinking.**



# Kenapa Gagal ?



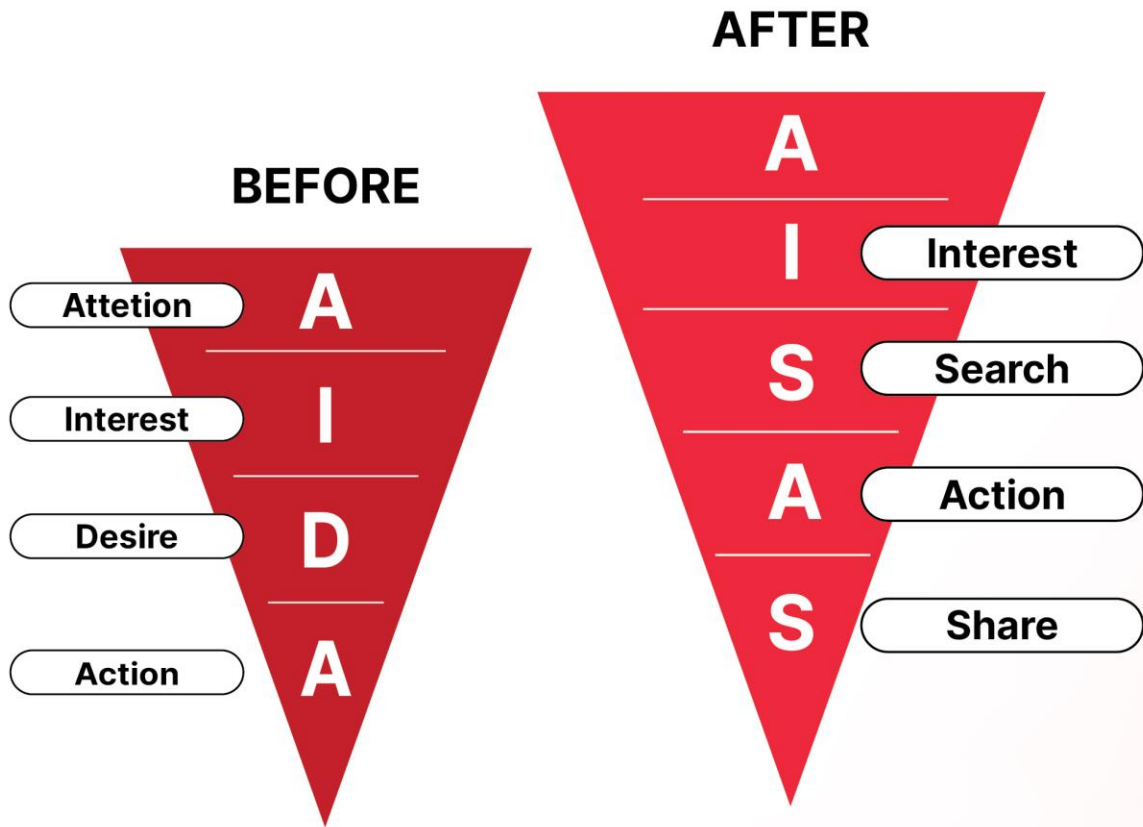


# Kenapa Gagal ?

Karena saya tidak memahami jika inti dari semua framework bisnis adalah manusia (people)

# Framework Pengembangan Bisnis dan Marketing

## Marketing



## Bisnis



### Pirate Metrics :

Acquisition

Activation

Retention

Revenue

Referral

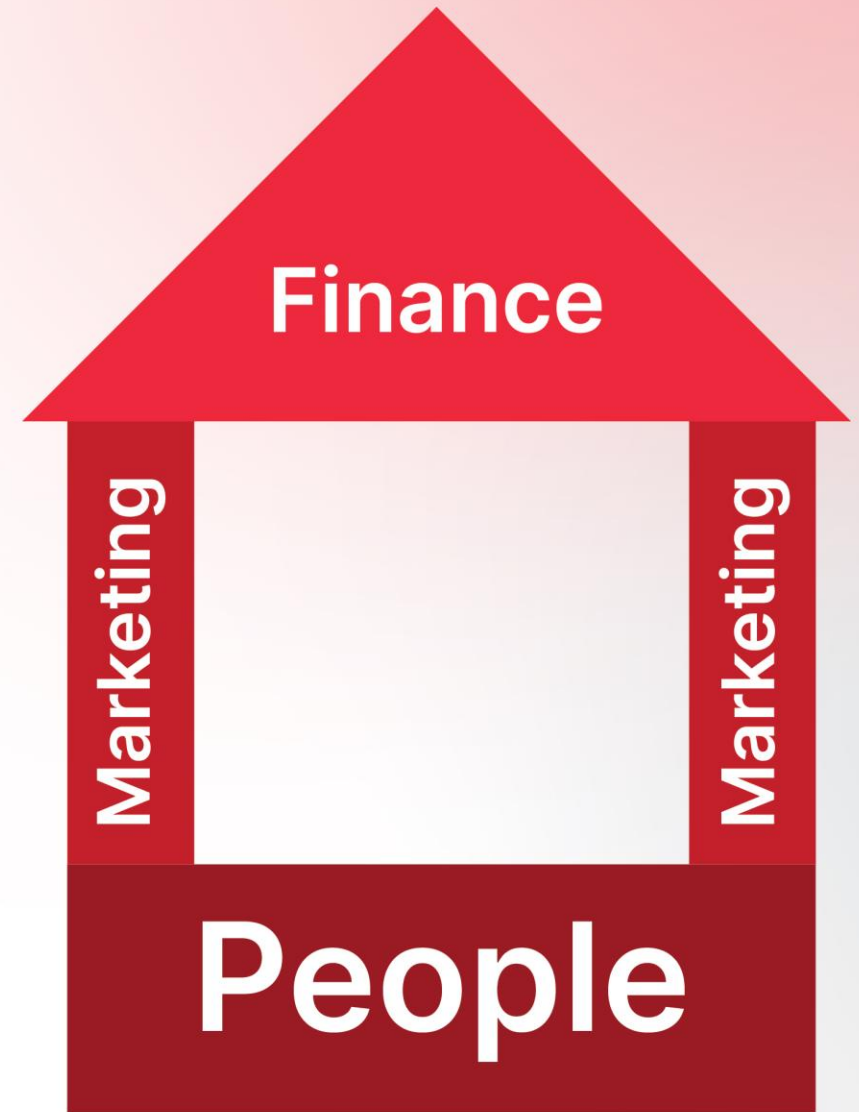
A close-up photograph of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are positioned in the lower-left quadrant of the frame. The background is a soft-focus office setting with a laptop and papers on a desk. The image is overlaid with a large, semi-transparent white and light pink graphic that tapers from the top-left corner towards the right, framing the text.

**Bisnis itu inti-nya pada profitability dan memiliki daya sustainability.**



# Profitability & Sustainability

Dalam bisnis kunci-nya adalah manajemen perusahaan (corporate governance) yang baik.



**Business is about people, if you don't understand people then you don't understand business.**