

# Design Thinking

By

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CEO of Persada Indonesia



# Syarif Hidayatullah

Chief Executive Officer of Persada Indonesia

## Experienced :

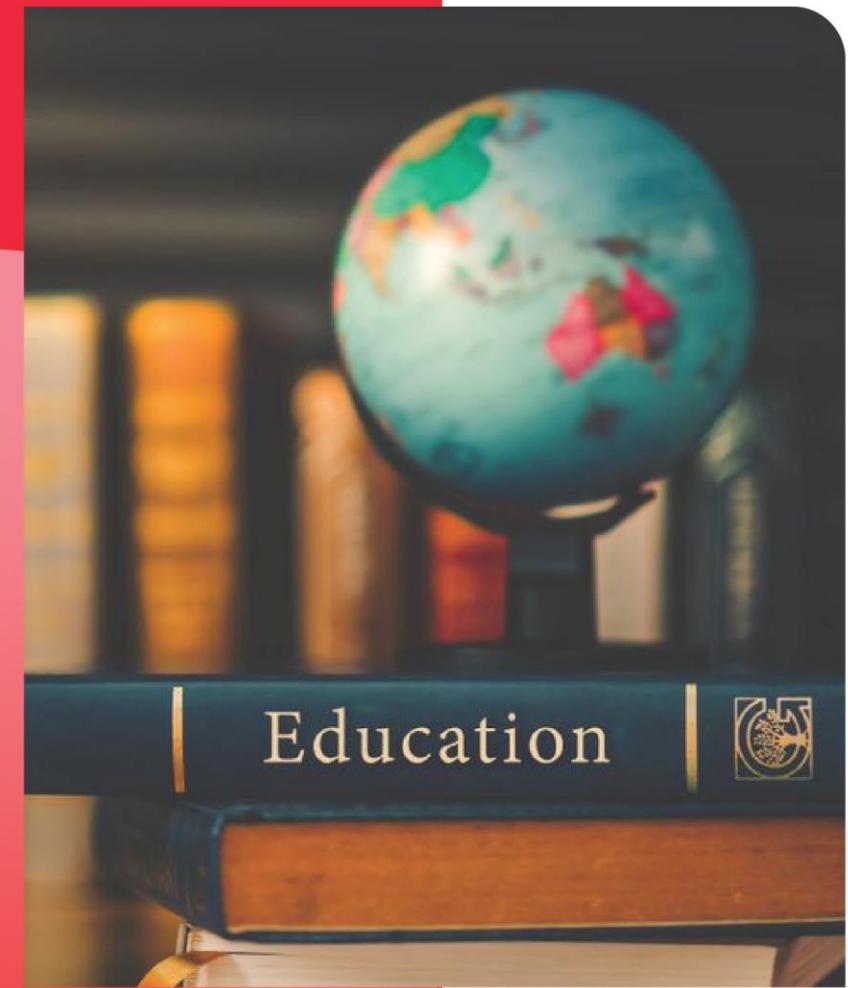
- Professional Freelancer Tour Leader  
(West Europe, USA Specialized), 2012-2016
- Sales Executive PT. Persada Duta Beliton,  
2013-2015
- Sales & Marketing Manager PT. Persada Duta Beliton,  
2015-2017
- Co-Founder & COO Jannah Corp  
(15 brands FnB), 2016-2020
- Founder & CEO MyDuma  
(Financial Services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

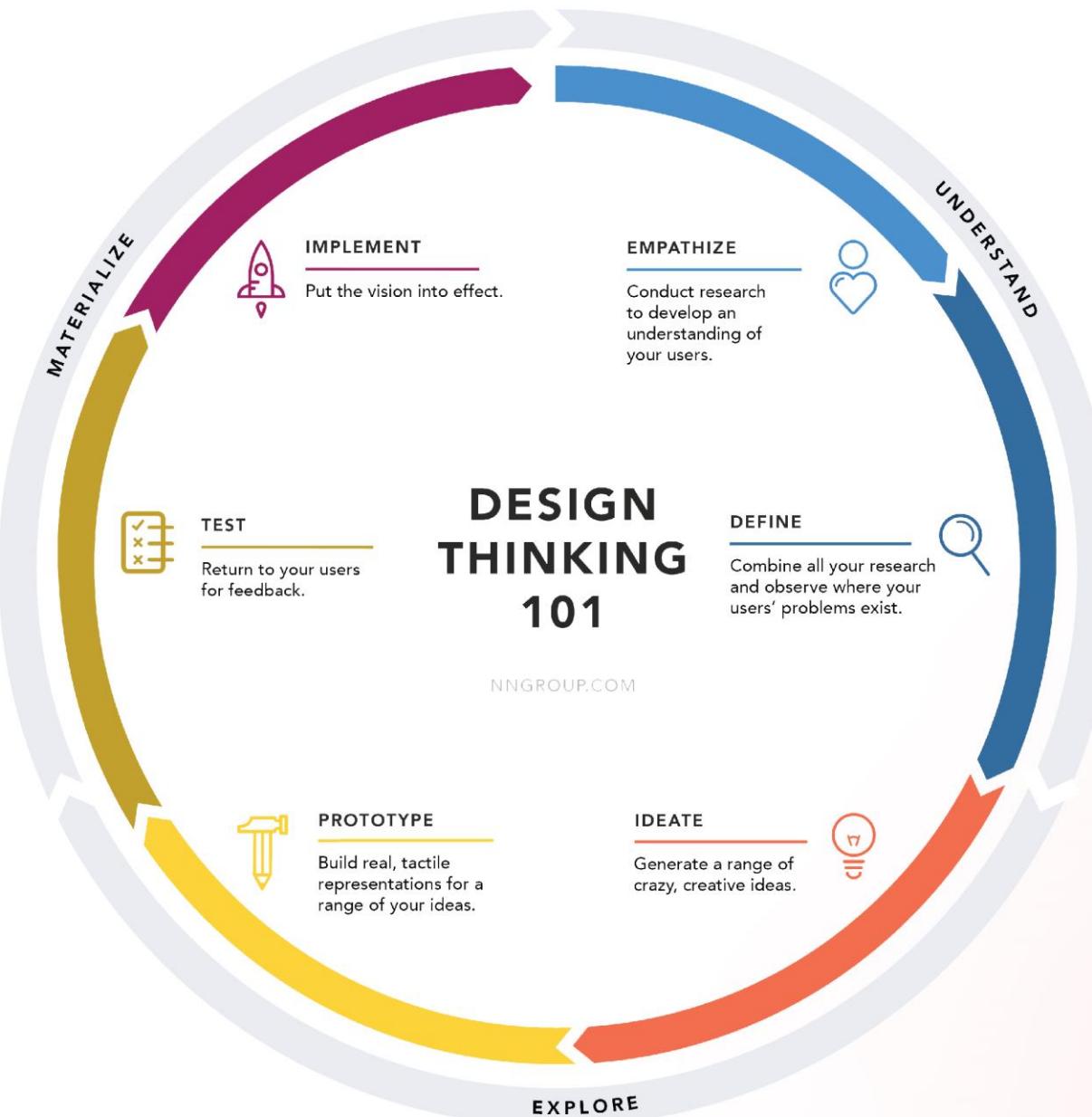




# Hari ini Kita Belajar

- 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.



**Dari 3 bagian besar,  
mana bagian yang terpenting ?**



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**Understand**  
(Empathize, define)

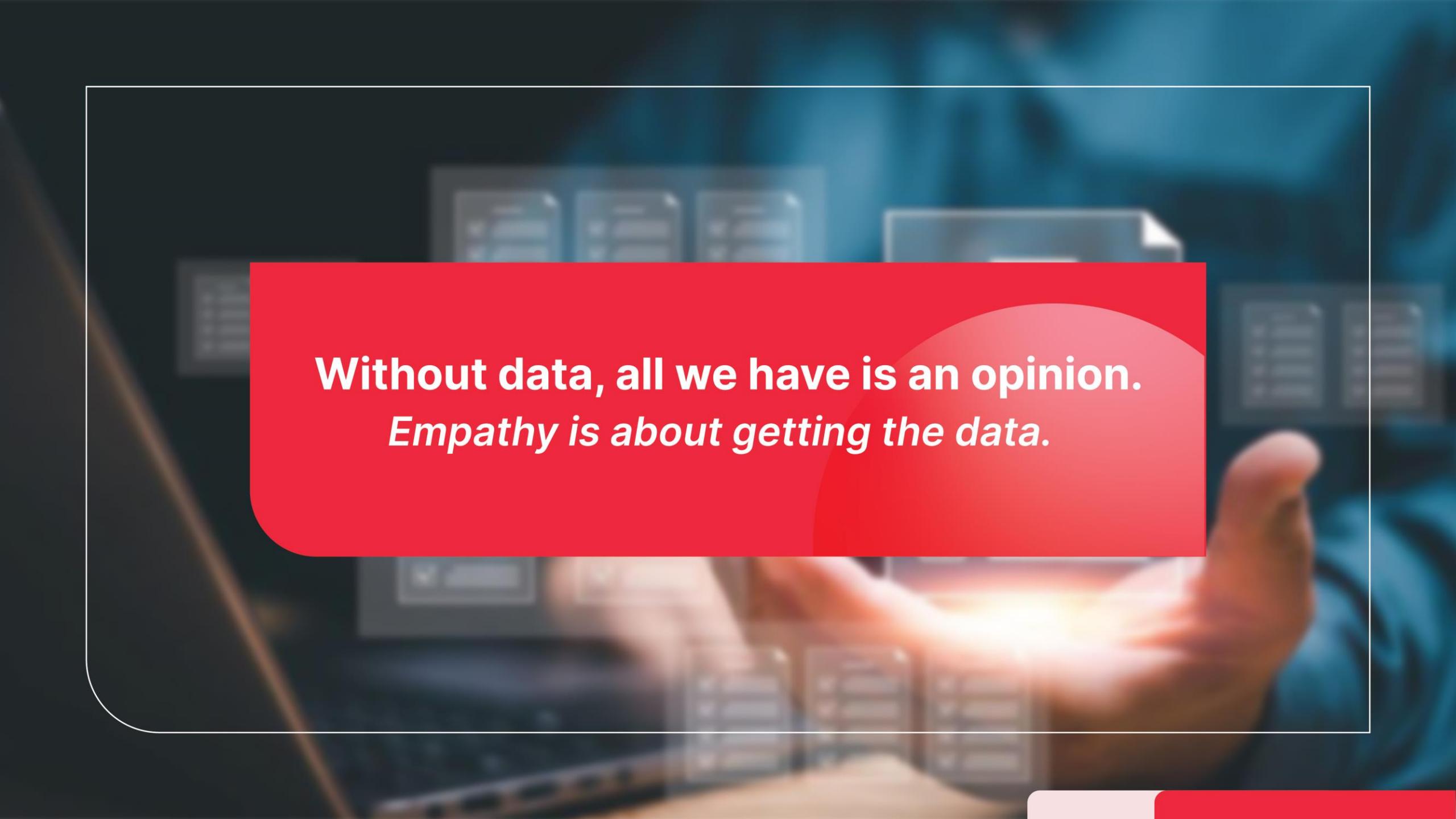


**Dari 3 bagian besar,  
mana bagian yang terpenting ?**

## **Understand**

(Empathize, define)

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

A close-up photograph of a person's hand holding a smartphone. The phone's screen is visible, showing a blurred background of what appears to be a server room or a data center with multiple server racks. A large, semi-transparent red callout box is overlaid on the image, containing the text.

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

# The Golden Circle

## WHAT

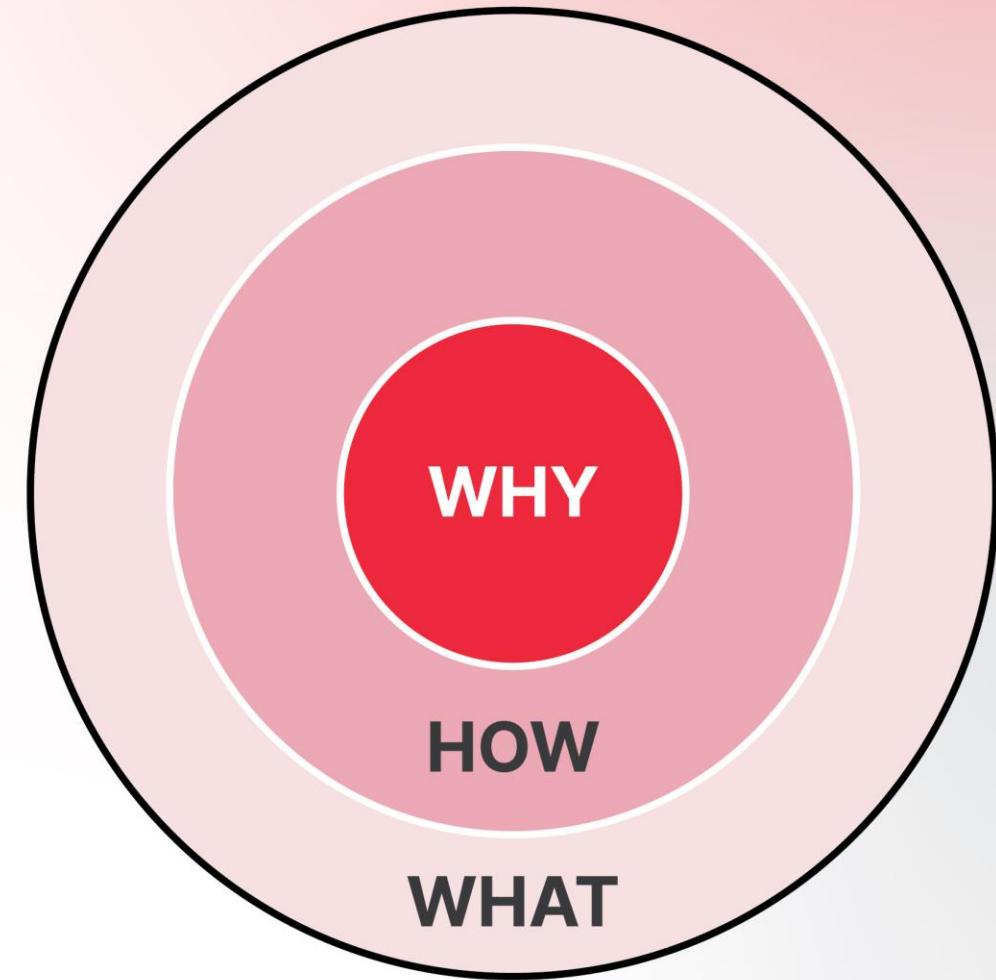
Every organization on the planet knows WHAT they do. These are the products they sell or the services.

## 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?

## 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?

## 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?

## 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

Phase of the journey	MOTIVASI	MENCARI & MEMILIH	ONBOARDING	UMROH DI SAUDI	PULANG	HASIL & FEEDBACKS
<b>Actions</b>	Motivasi untuk berangkat umroh terakhir karena untuk ibadah harga bukan masalah asal fasilitas yang diberikan sesuai.	pelayanan prima, yang mengayomi dan komunikatif adalah pelayanan yang diharapkan Memilih berdasarkan rekomendasi teman/ keluarga/rekan kerja dll.	Mengurus dokumen dan paspor untuk umroh. Mempersiapkan perlengkapan untuk umroh di saudi	Manasik di hotel bagus Naik pesawat 10 jam SURABAYA - SAUDI	meiaksanakan ibadah umroh dengan khusuk Melakukan kegiatan diluar agenda bagi yang sudah pernah umroh beberapa kali	Puang menggunakan pesawat pelayanan harus prima, jangan sampai jamaah kapok
<b>Feel - Gain</b>			Semu keperluan dan larangan apa saja yang perlu dipersiapkan untuk pergi umroh telah diberikan dengan baik oleh travel	Seluruh dokumen diperlukan dengan baik dan pembuatan paspor dibimbing juga Manasiknya terkesan mewah	Dapat hotel yang di upgrade (surprise) kebutuhan selalu diakomodasi oleh travel	Pulang dari bandara masih "ciasambut" dilayan dan perhatian, lebih merasa dihargai Umroh bersama liburan (bersama keluarga)
<b>Feel - Pain</b>	Kalau menunggu ibadah Hajj terlalu lama sebelum berangkat umroh pertama kali masih ragu karena merasa "belum siap"	Harga terlalu mahal dari fasilitas yang diberikan Ada review buruk dari kerabat tentang travel umroh tertentu		Capek 10 jam di pesawat Muthawif hanya ada pria saja, seharusnya ada pria dan wanita mesing-masing		Pelayanan maksimal, hingga atasan ikut melakukan pelayanan langsung dengan jamaah
<b>Feelings</b>						
<b>Opportunities</b>	menawarkan paket sesuai dengan kebutuhan	Teman/keluarga merupakan influencer besar dalam memilih travel umroh, instagram no.2	Perfoma pelayanan harus diperbaiki, sangat bagus	Muthawif sebaiknya disediakan laki-laki dan wanita	Menghargai konsumen dengan lebih akan membuat mereka terkesan	



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



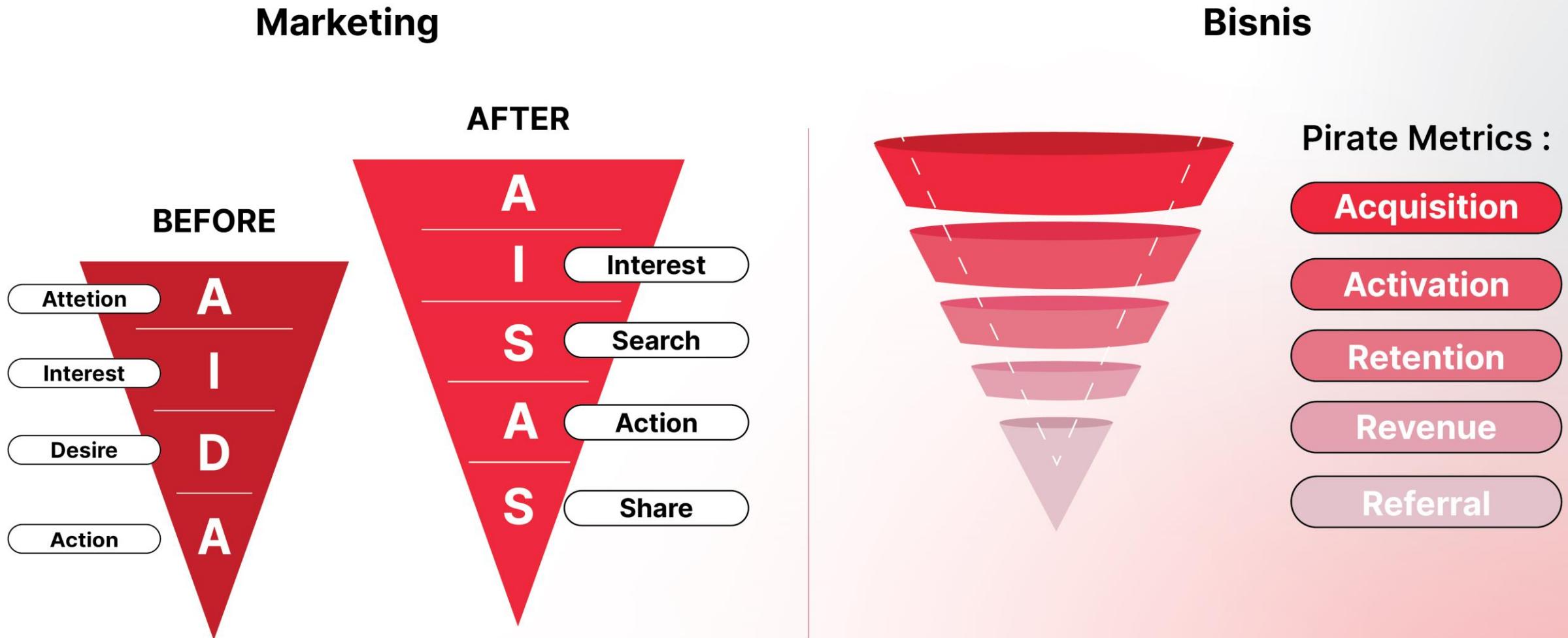
# Kenapa Gagal ?



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

# Framework Pengembangan Bisnis dan Marketing

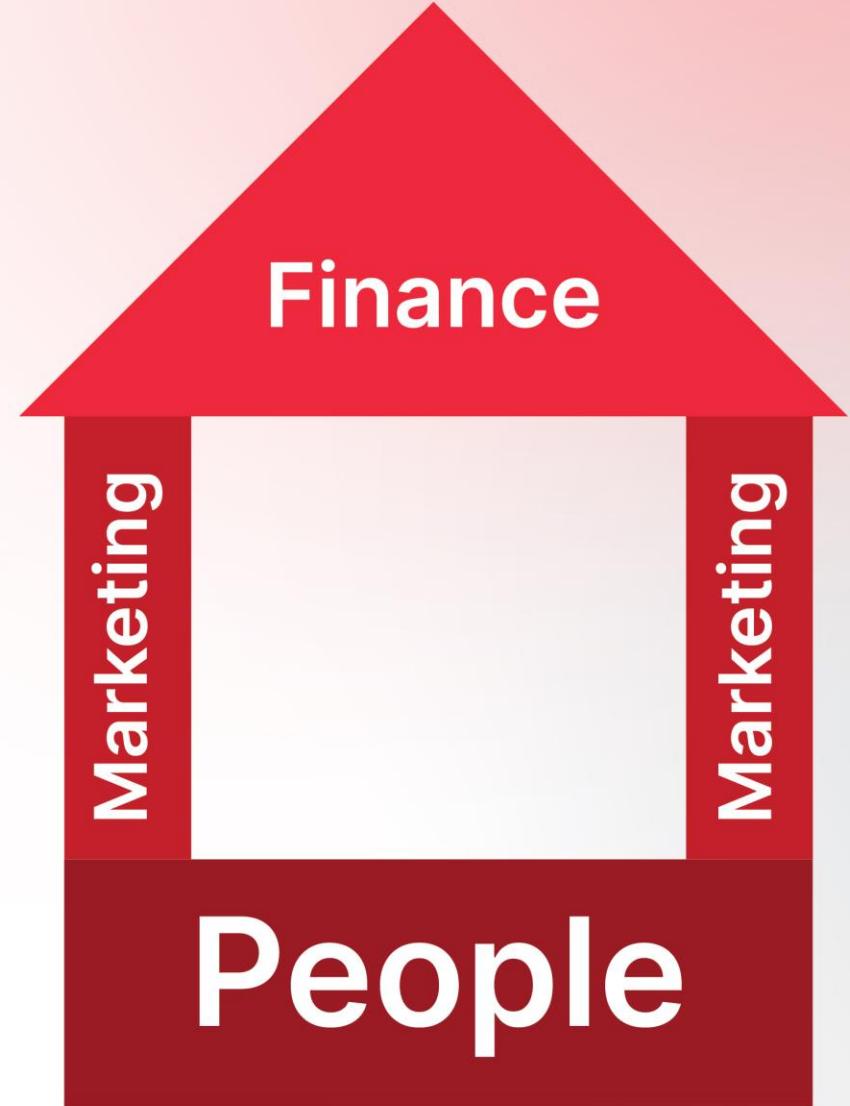


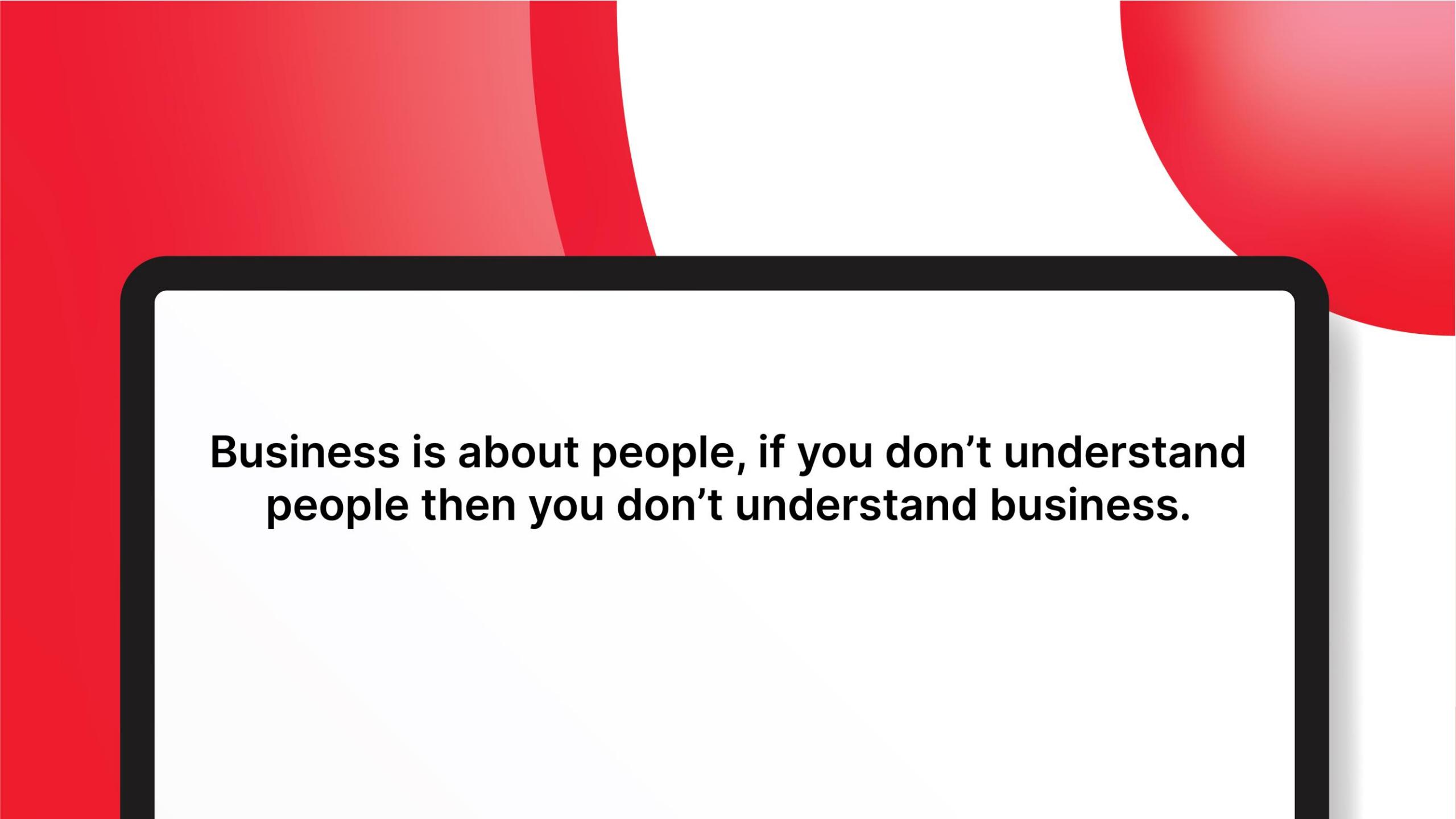


**Bisnis itu inti-nya pada profitability  
dan memiliki daya sustainability.**

# **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.**