

# Elevating the Design Capability of Organizations

## Problem

This project addresses the challenge of integrating design thinking into the established marketing frameworks at ktc Mexico. Despite recognizing the value of design thinking for driving innovation and meeting complex market demands, the organization faces difficulties in the practical application of these methodologies. The core problem lies in translating theoretical design principles into actionable strategies that align with and enhance ktc's current marketing practices, without disrupting existing workflows or diluting the effectiveness of the design thinking approach.



## Solution

To tackle the challenges of implementing design thinking, this project introduces a strategic roadmap and a design playbook. The roadmap outlines a plan to integrate design thinking into ktc's marketing efforts, informed by business objectives and market insights. The playbook offers teams actionable tools and methodologies to apply design thinking effectively in their daily work. Together, these solutions are crafted to ensure a seamless incorporation of design principles that enhance ktc's marketing approach and foster ongoing innovation.

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