1. WHAT IS IT?
Design Thinking is an innovation process centred on the customer (or service user) in which observation is key. Used as a project management method, Design Thinking principally involves identifying needs, rapid prototyping, and continuous iteration with a view to improving use in a given situation. This is the method used by all the most innovative companies of recent years: Apple, Google, start-ups.

2. WHAT DESIGN THINKING BRINGS
Design Thinking offers Gares & Connexions various advantages:
- Placing the customer centre-stage
- Daring to challenge current practice
- Seeing the big picture
- Thinking collectively
- Being responsible

3. OUR RESULTS
A LARGE NUMBER OF INNOVATION PROJECTS RUNNING CONCURRENTLY
In 2015
- 55 projects initiated in the sector
- Over 400 participants
In 2016
For Challenge 2016
- 52 projects launched since the start of the year
- Over 250 stakeholders involved

TANGIBLE ACHIEVEMENTS
- EVA – centralised customer information system
- WORKBOX – digital maintenance applications
- G ENVIE – mobile app
- Signage
- Tests with waiting-room furniture

HR BENEFITS
- Strong employee engagement
- Demonstrates "the right to make mistakes"

4. HOW TO DEPLOY THE METHOD
SET OUT THE DIRECTION OF TRAVEL
2015 - Impetus from HQ – incorporation into managers’ targets
2016 - Creation of the Design Thinking challenge

RAISE EMPLOYEE AWARENESS
- Presentation to various directors’ committees
- Distribution of the Design Thinking map

OBTAIN RESOURCES TO RUN PROJECT GROUPS
- First with suppliers
- Then by training Design Thinking project leaders

DEVELOP NEW TOOLS
- Design labs: the place to experiment
- Provide workspaces for all teams involved in a project
- Badges for customer interviews