



Freedthinkers

Freedthinkers is a partnership that generates insights, strategies and actions to build purpose-driven cultures, strong brands and resilient places.

Agenda



- Intro- Who is Danielle?
- What is design thinking and how can it help your business become more innovative in uncertain times?
- Case Studies
- Questions



*Danielle
Ehrlich*

**Creative Director
Serial Problem Solver**

Shared Space
Shared
Opportunities

Productive spaces
Meaningful rituals
Genuine collaboration
Sense of belonging



The Loop Sweden

We are building a collaborative culture for big businesses around future solutions in Sweden

Purposeful brands & experiences

Purpose-led experiences
Collaborative Vision
Employee & Customer Experiences



Bryanston Market

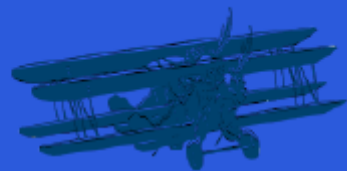
We are re-invisioning & re-purposing the Bryanston Market

Problem

- Lack of purpose
- Our customers needs are changing- we don't understand them
- Old solutions in a new world- how do we adapt to be more relevant?



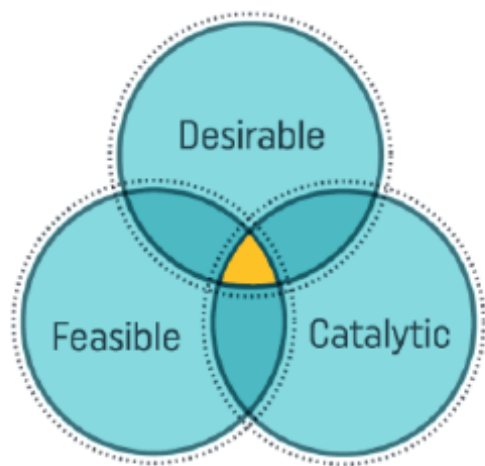
Solution



Ask your customers what they truly desire and find a creative way of testing this in real time. Make it happen in a way that can positively highlight your business purpose.

Process

design thinking

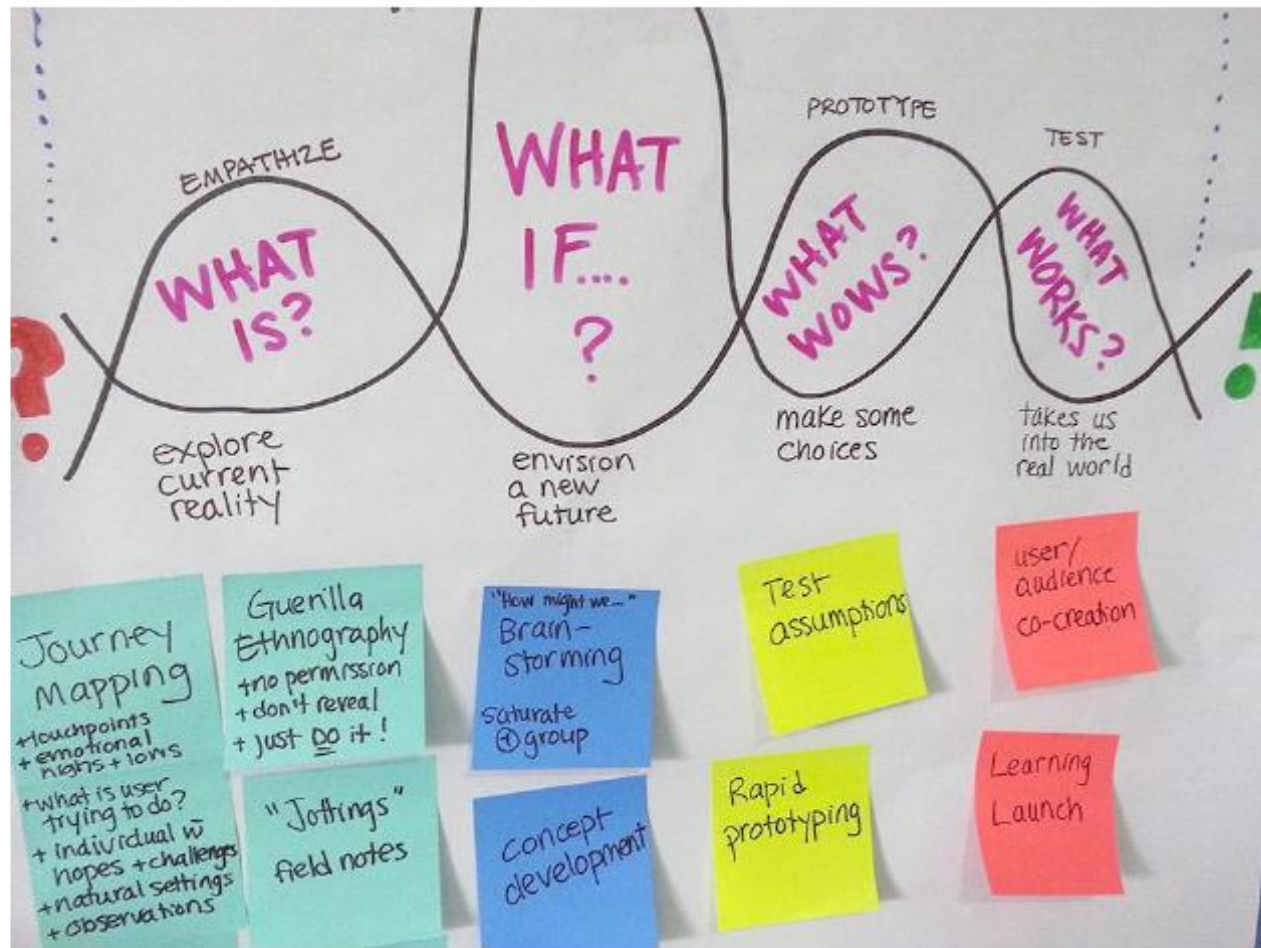


Design thinking has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes. When you sit down to create a solution for a business need, the first question should always be what's the human need behind it?

— Tim Brown, chair of IDEO.

Don't design for brands.

Design for people interacting with brands.



DT Steps

Frame a Question—Identify a driving question that inspires others to search for creative solutions.

Gather Inspiration—Inspire new thinking by discovering what people really need.

Generate Ideas—Push past obvious solutions to get to breakthrough ideas.

Make Ideas Tangible—Build rough prototypes to learn how to make ideas better.

Test to Learn—Refine ideas by gathering feedback and experimenting forward.

Share the Story—Craft a human story to inspire others toward action.



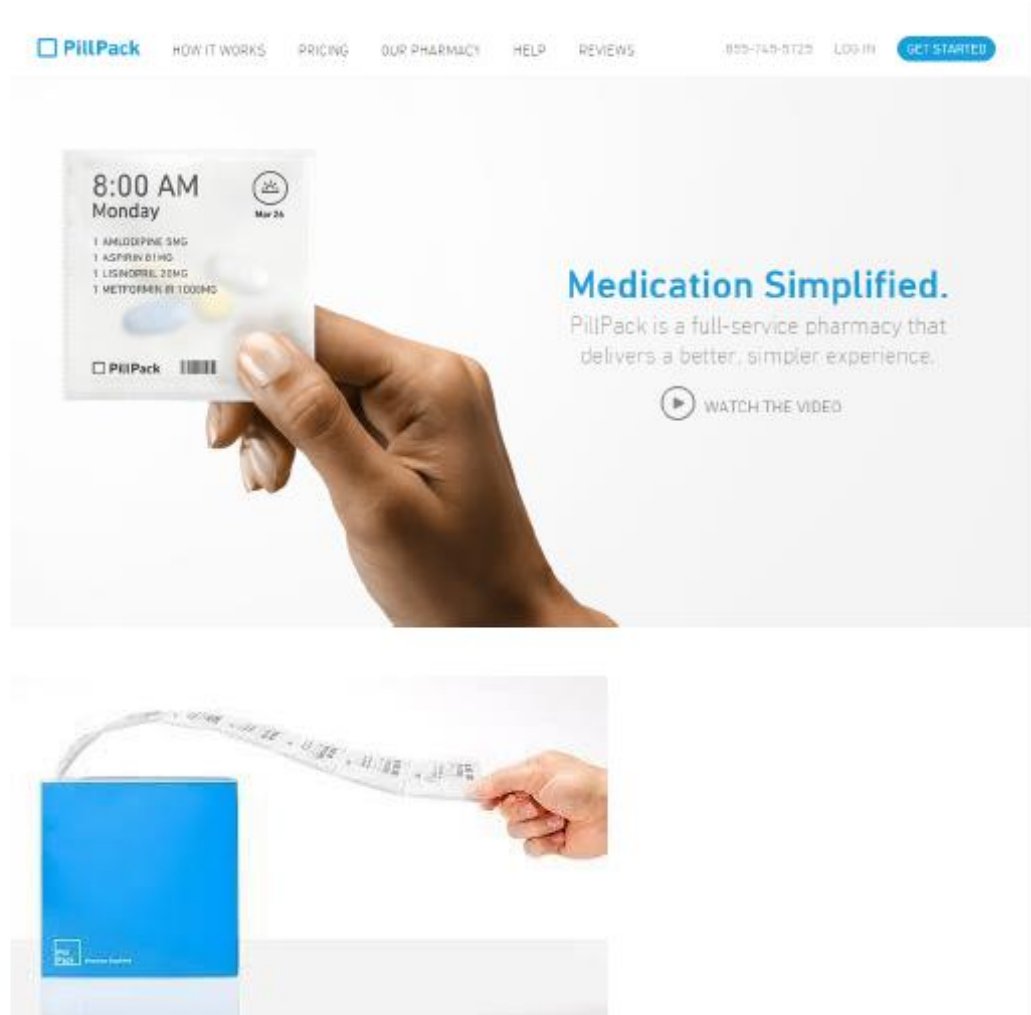
Evolution of Air BnB

Design thinking is a part of Airbnb's success; in particular, they built a culture of experimentation: "It was only when they gave themselves permission to experiment with non-scalable changes to the business that they climbed out of what they called the 'trough of sorrow.'"



Birth of Pill pack

PillPack started as a startup-in-residence at IDEO Cambridge. Working with designers and using a human-centered approach, PillPack refined their brand vision, strategy, and identity across channels. PillPack was called one of the best inventions of 2014 by Time Magazine and Amazon bought PillPack for \$1 Billion in 2018. I think you could safely say that their design thinking approach was successful.



The image shows a screenshot of the PillPack website. At the top, there is a navigation bar with the PillPack logo and links for HOW IT WORKS, PRICING, OUR PHARMACY, HELP, REVIEWS, 855-749-9125, LOG IN, and GET STARTED. The main content area features a large image of a hand holding a pill pack. The pill pack is white and displays the following information: 8:00 AM Monday, Mar 26, and a list of medications: 1 AMLODIPINE 5MG, 1 ASPIRIN 81MG, 1 LISINAPRIL 20MG, and 1 METFORMIN 8500MG. Below the list are two pills, one blue and one yellow. The PillPack logo and a barcode are also visible on the pack. To the right of the hand holding the pill pack, the text reads: Medication Simplified. PillPack is a full-service pharmacy that delivers a better, simpler experience. Below this text is a play button icon and the text WATCH THE VIDEO. At the bottom of the screenshot, there is another image showing a hand pulling a strip of pills from a blue PillPack dispenser.

Re-invisioning Bryanston Market

We worked with the extended community to identify challenges, opportunities, new services and things that no longer served the heritage brand. We reimagined the brand, experiences and physical spaces to make the market more relevant to new and emerging markets. Covid accelerated this- Online shopping, daily shop, mini market, community corner.



ancient knowledge + traditional medicine + teachable craft + indigenous skills

BRYANSTON MARKET

Est 1976
at MICHAEL MOUNT

Mini market on Fridays

11.30 – 14.30

Venue: next to the On-the-Go coffee shop in the school parking

Here's a great opportunity to pick up your weekend staples while collecting the children from school. Fresh bread, organic veggies, happy milk and free-range eggs will be on sale every Friday from 11.30 to 14.30. And this is just the start. Anything else you need? Please let Marlen know marlen@bryanstonorganicmarket.co.za



Coffee shop open for business



Photo credit – thank you, dear parents and teachers, for sharing these photos.

BRYANSTON MARKET

Est 1976

at MICHAEL MOUNT

On-the-go shop – 7am to 12.30pm weekdays

's back! Our lovely school coffee shop is open and trading – and for longer hours. Look out for the market stall with a hatch in the drop off area of the car park. Grab great coffee or speciality tea and choose from the daily offering of delicious sandwiches, muffins, brownies, cakes.



Community store

The market has created a stall especially for the Michael Mount community. And they invite anyone from the community to use it to promote their product or service. The market is open on Thursdays and Saturdays.

Book your space with Marlen Bohn
Marlen@bryanstonorganicmarket.co.za
It's free! No cost to use this space.

Opportunity knocks! Use this centrally placed stall to advertise your business

COMMUNITY CORNER

We're supporting small businesses run by entrepreneurs in our community by offering free advertising on the Community Corner page on the Michael Mount website. This week, joining the growing band of fantastic businesses out there, we welcome:

Launch Factory – making powerful video content

Cloth Nappy Collections 4 Change – a charity supplying cloth nappy stashes

Pro Décor – well known for their outstanding collection of décor for all kinds of events

Quirky & Cool – a start-up enterprise for quirky handmade gear

To find out more please click on this link
<https://www.michaelmount.co.za/community-corner/>

Member Engagement Workshop 17

We used creative methods to gather valuable insights from the members of how to improve their experience.

We nurtured a spirit of curiosity and sparked a community building culture. The new offerings really met the needs of the members and resulted in happier and more productive spaces.



W17 WORLD

**Welcome to your world.
A world of colearning, coworking and cowellbeing**

Your world, because this is where you can find an online yoga class or productivity app; where you can contribute a good way to keep your kids happy at home, or a playlist to give members music while they work. Born in a pandemic, w17.world is here to keep our community close, even while we're apart. And when the lockdown ends, this world will still be with you, day and night.

[JOIN OUR COMMUNITY CHAT](#)

Toolkit for After School practioners

We co-designed the way that after school practitioners responded to their learners, environment and themselves.

This practical resource teaches empathy and emotional intelligence to improve the overall classroom experience in under resourced areas.



From surviving to thriving

A handbook for nurturing learners' social and emotional wellbeing in after-school programmes



what are you
curious
about?



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How can we enable you to:



Adapt?
Transform?
Repurpose?
Co-create?



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