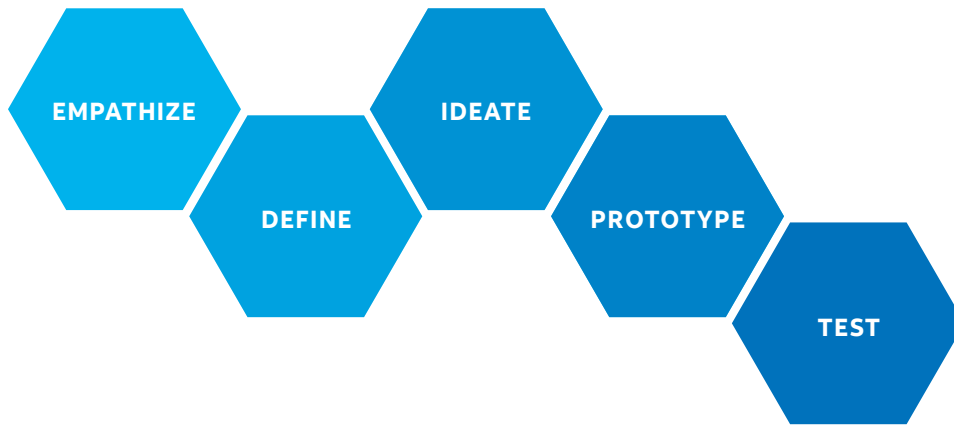


Design Thinking



Design Thinking is a way of solving complex problems utilizing a designer’s toolkit and customer empathy as key ingredients for innovation. Traditional enterprise design processes incent companies to build the products based on business need and technical capability, then monitor success with users after launch. Design Thinking, on the other hand, adds a human-centered approach to solving problems. It is a creative, problem-solving methodology that seeks to make customer desirability as important as business viability and engineering feasibility. It focuses on what customers actually want, and uses their insights as a starting point to develop the foundation of a great experience. These insights become a source of inspiration for design and inform the entire product development lifecycle.



As AT&T’s workforce transformation and reskilling initiative evolves, AT&T is going beyond technical skills. We want to change how we create products and services by using design as a fire-starter to our process, and incorporate it all the way through. We’re retrofitting Design Thinking for a 142-year-old brand by incorporating design into everything we do. By the end of 2018, we plan to collaborate with our internal clients to develop 20% of AT&T’s projects with Design Thinking.

Although Design Thinking is a design methodology used across industries, there are aspects that make our approach different.

- **Scalability:** As part of our workforce transformation initiative, we plan to train our more than 250,000 employees in Design Thinking. By exposing internal teams to successful design thinking outcomes, offering training at scale, and engaging in AT&T-wide community events and outreach, we are transforming AT&T’s approach to product and experience creation.
- **Design Tech Studio:** We’re building an AT&T Design Tech Studio — a hub for design and center for innovation — as a cornerstone for AT&T’s commitment to design.
- **Workforce Transformation:** Our company is going through a major workforce transformation and reskilling effort. As employees gain technical skills to evolve in this fast-changing world, we want to equip them with design skills to provide customers with standout and personalized experiences.

It’s our responsibility to change how we work for the future. We are modernizing our technology, development, and business processes. We also need to modernize our design approach.