

African Utility Week



How to ensure your
solution/product is market
ready

SWT^UH

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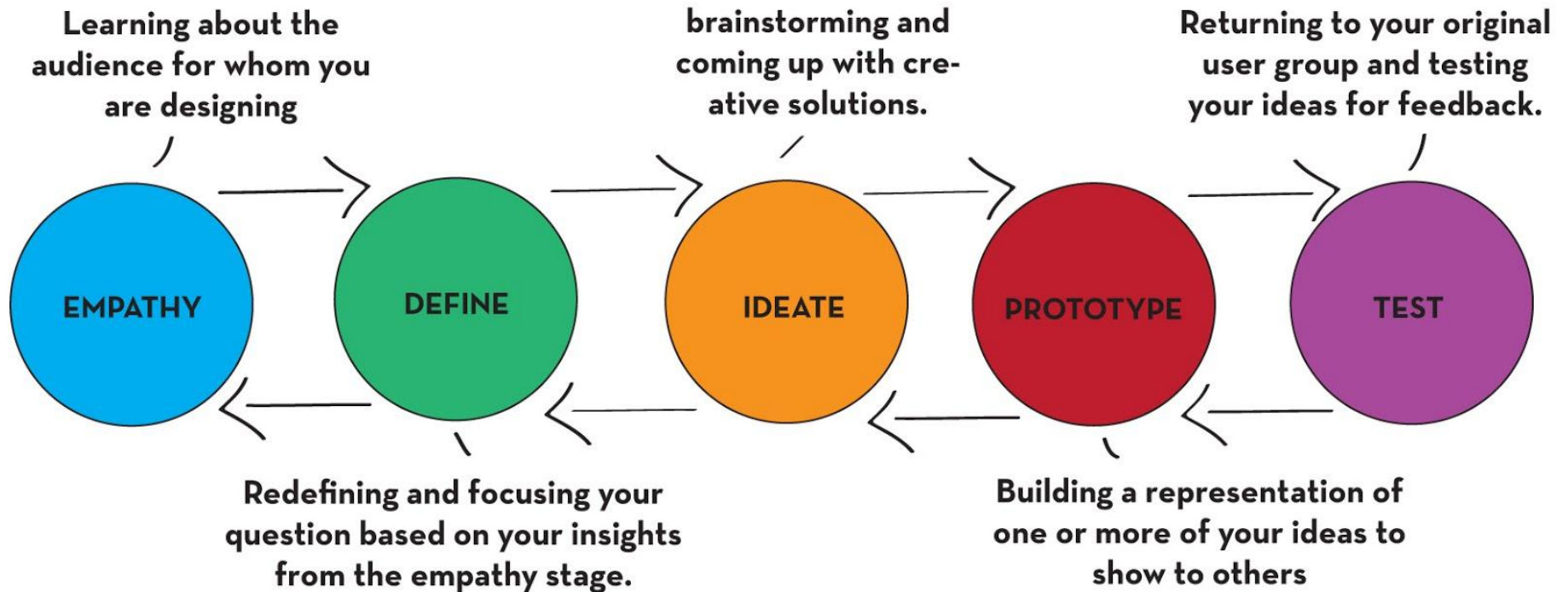


15 - 17 May 2018

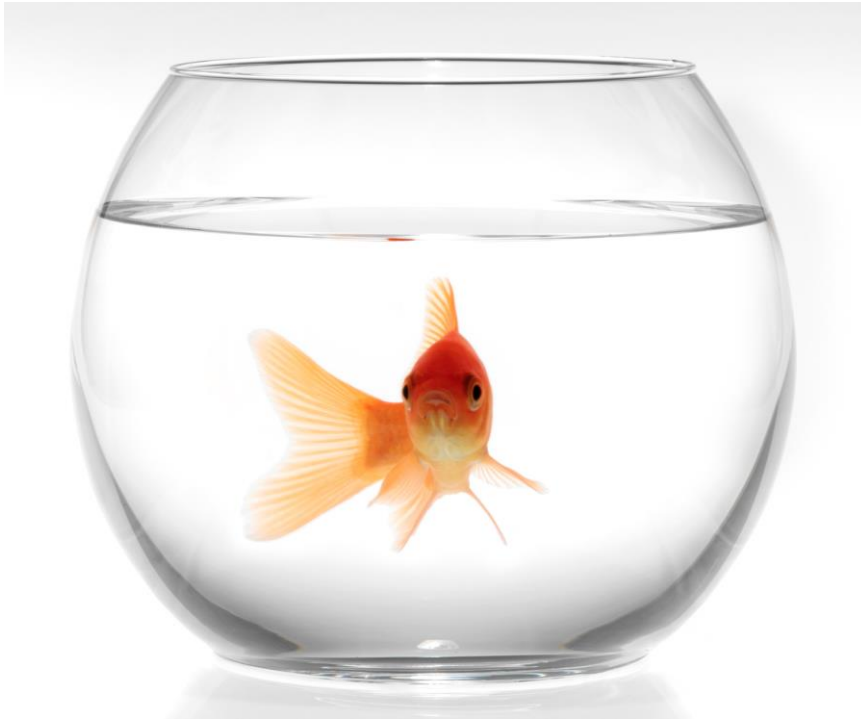
CTICC, Cape Town, South Africa

www.african-utility-week.com

WHAT IS DESIGN THINKING?



KEY TO REMEMBER



**“See the
water”**

A fish doesn't
know its wet!

TALKING TO HUMANS



HAVING THE RIGHT CONVERSATIONS

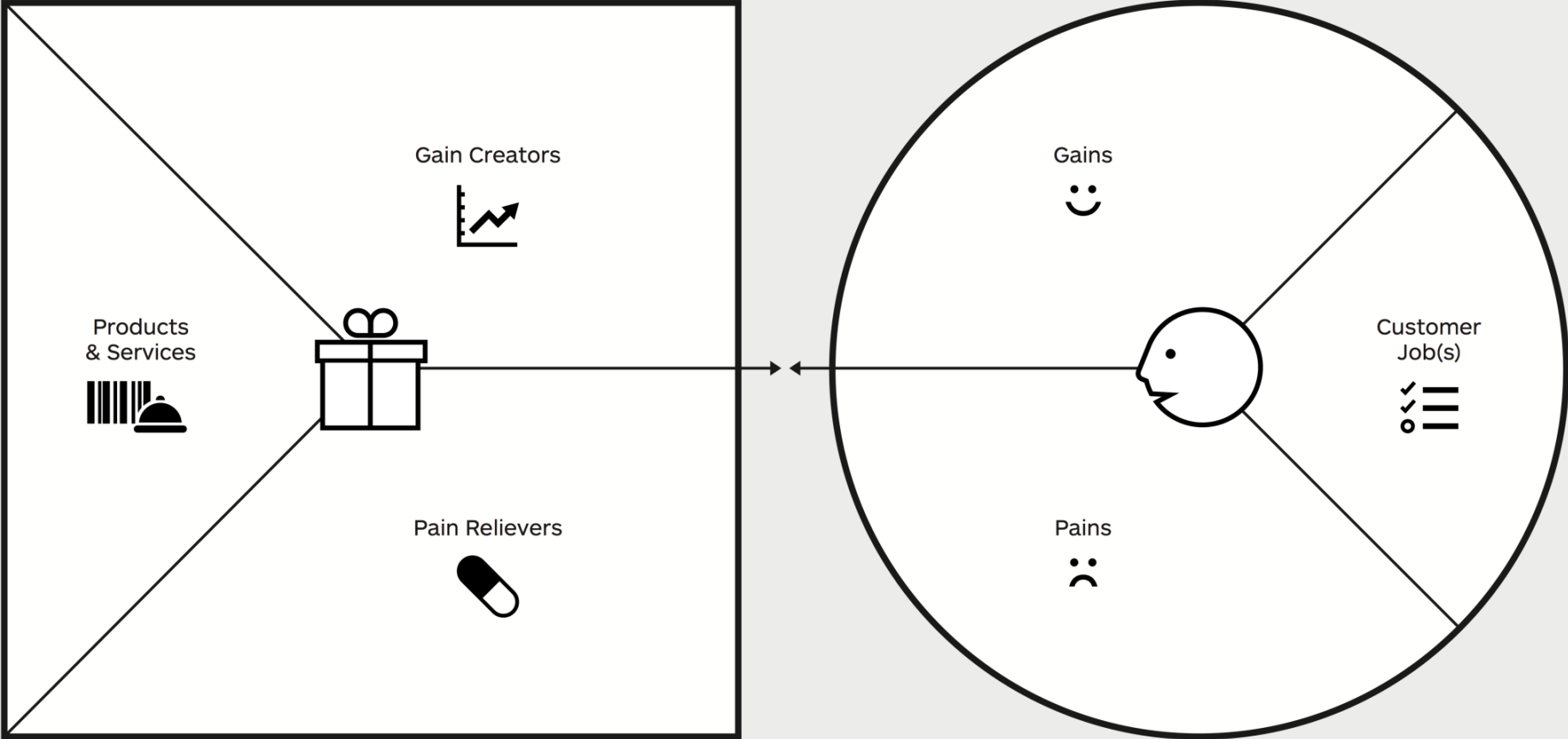


What do you think of my shirt?

HOW IT'S APPLIED



KEY PRINCIPLE



IN CLOSING

