WE SEE PROBLEMS DIFFERENTLY

People are at the heart of nearly every challenge in your organization—people using tools, people navigating processes, and people filling roles. We start there, building a rich understanding of their experiences to identify strategic opportunities for innovation and build solutions that matter to people, but also fit with the business and are technically feasible.

DESIGN THINKING is a rigorous human-centered innovation methodology that looks at the problem through the eyes of the people who experience it, provides actionable insights about unmet needs and untapped opportunities, generates unexpected ideas for change, and learns by testing rather than guessing.

The design thinking approach is ideally suited to understanding not just what people are doing, but why—discovering unmet emotional, psychological, and functional needs that shape behaviors—setting the stage for breakthroughs and building the foundation for new products, systems, services, and more.
We start by studying the people at the heart of the experience—we want to transform—their values, behaviors, perceptions, and desires—to develop a fresh perspective of the problem and a richer understanding of their needs. We look past the “what” and figure out “why.”

We collect data. Lots of it. We follow the data, connecting the dots with an open mind, and a story emerges—along with new discoveries that generate meaningful insights.

**CASE STUDY**

SAPRO: HOW DO YOU STOP THE INITIATION AND CYCLE OF ABUSE?

Faced with a growing trend of sexual assault in the military, the Department of Defense turned to Booz Allen to challenge their perceptions of the problem and develop an innovative approach.

Our team set out to identify behaviors and environments that lead to or prevent someone from becoming a victim, interviewing rape victims, family members, military leaders, psychologists, and a former prison inmate. We uncovered insights that changed how the client looks at the problem, and suggested new ways to stop the initiation and cycle of abuse.

**OUR PROPOSED SOLUTIONS INCLUDED:**

- **Unbreakable Warrior**
  A Web tool to help survivors connect with others in similar situations and chart their path forward

- **Pulse**
  A biometric tracker to increase Service members’ awareness of their physical and mental state in real time

- **Unwritten Rules**
  A training module to externalize the unwritten rules of sexual behavior
WE ENVISION POSSIBILITIES

WE IMAGINE GREAT IDEAS AND MAKE THEM REAL

Our team, your organization, the stakeholders—we’re all in this together.
We work with you to develop the right solutions for you.

Here’s where we really roll up our sleeves.

We’re inspired by diverse backgrounds and collective creativity. We draw on everyone’s knowledge, experience and ideas to explore the possibilities of what the future can be.

FUTURE HEALTH: HOW DO PEOPLE BECOME TRULY HEALTHY, AND HOW MIGHT THE HEALTH CARE SYSTEM SUPPORT THEM IN THAT JOURNEY?

To answer this question, our design thinking team immersed itself in the patient experience to develop principles and ideas for change.

OUR PROPOSED SOLUTIONS INCLUDED:

**CareFinder**
A Web-based service that matches patients’ values, lifestyle, and needs to a provider they’re likely to trust

**CareCoach**
Mobile guide for outpatients and caregivers, providing step-by-step guidance and information when and where it’s needed

**HealthStory**
A permissions-based approach to handling health data, creating a more complete picture by mixing medical system and consumer product sources
HELPING VETERANS FIND JOBS: HOW DO VETERANS TRANSITION FROM ONE IDENTITY (MILITARY) TO ANOTHER (CIVILIAN)?

Many Service members have never held a civilian job, so when they leave the military, they’re overwhelmed at the options. More than a million Service members will face this situation over the next four years, and Booz Allen wanted to help them find sustainable second careers.

Our team learned that military transition goes far beyond career transition. We delivered low-fidelity prototypes for potential service and technology solutions that addressed many transition anxieties—with some showing promise for use beyond the Veteran employment problem.

CASE STUDY

**My Military Journey**
A Web-based tool to help Service members record and share their service experience through rich media

**Reverse Reserves**
A program to help Service members understand their transferable skills and “try on” civilian careers

**Walk a Mile**
A 15-minute immersion to give employers an appreciation for military service and experiences
WHO WE ARE

From educators to enterprise architects to filmmakers to business strategists, we’re a diverse group of curious and creative professionals who love to understand people and transform their experiences and your organization.
Booz Allen Hamilton is a leading provider of management consulting, technology, and engineering services to the U.S. government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs approximately 23,000 people, and had revenue of $5.76 billion for the 12 months ended March 31, 2013.