



**dthinkr**

# Platform Introduction

## Drive Innovations for Real-World Challenges

Accelerate Innovation with AI + Design Thinking

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**dthinkr**

Democratize Innovation with Assistive Technology

## About DxLab Limited

A **UX design consultancy** that, over the past 2 years, has **empowered small businesses** to innovate in software product development through comprehensive customer research and strategic product innovation.

By focusing on human-centered design principles, we ensure user-centric solutions that enhance customer engagement and **drive business growth**.

**Mission:** Be a community where people can learn and apply the latest tech skills in work and life.

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Bridging Education and Culture to Ignite Innovation

ETIC is a vibrant and collaborative platform dedicated to advancing the fields including but not limited to EdTech and CultureTech. Our mission is to foster dynamic connections between academics and industrialists, driving innovation and creating practical solutions to address real-world challenges.



### dthinkr.ai: Cyberport Startup Project



- A **SaaS Platform** developed by DxLab Limited
- Combines the **Power of AI** with **Design Thinking**
- An AI tool that help companies discover the **real needs of their customers** and develop **value innovation solutions**





**Paint-Point:** businesses need to **innovate** their products and services to face **fierce competition** and **everchanging market**...

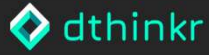
Dashboard design of dthinkr

## Solution: dthinkr.ai

A **SaaS platform** designed to:

- Empower individuals & small businesses
- **Uncomplicate** and **supercharge** the way companies **ideate** and **innovate**
- Enable users to develop feasible business or product concepts that **effectively addresses real-world challenges**





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## International Recognition: Inventions Geneva



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## Vision: To Democratizing Innovation with Assistive Technology

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## Why You Need AI + Design Thinking

**Individuals** and **SMEs** are faced with **significant barriers** to business and product innovation.

Key challenges includes:

1. Resource constraints
2. Lack of expertise
3. Time-intensive processes
4. Difficulty validating ideas
5. Bias and limited perspectives
6. High cost of tools and services
7. Lack of collaboration tools
8. Bridging ideas with implementation
9. Limited access to market insights
10. Finding the right partners or investors



Case Study:

### Google Glass

\$1.5 billion losses from  
2013-2015 🤔

Why did it fail?



Case Study:  
**Apple Vision Pro**

Undisclosed losses  
(estimate \$500M+)  
from 2024-2025 🥹

**Why did it fail?**



Case Study:  
**Facebook Metaverse**

\$88 billion cumulative losses  
from 2019-2025 😱

**Why did it fail?**




Case Study:  
**Amazon Fire Phone**

\$170 million losses in 2014 🤯  
**Why did it fail?**

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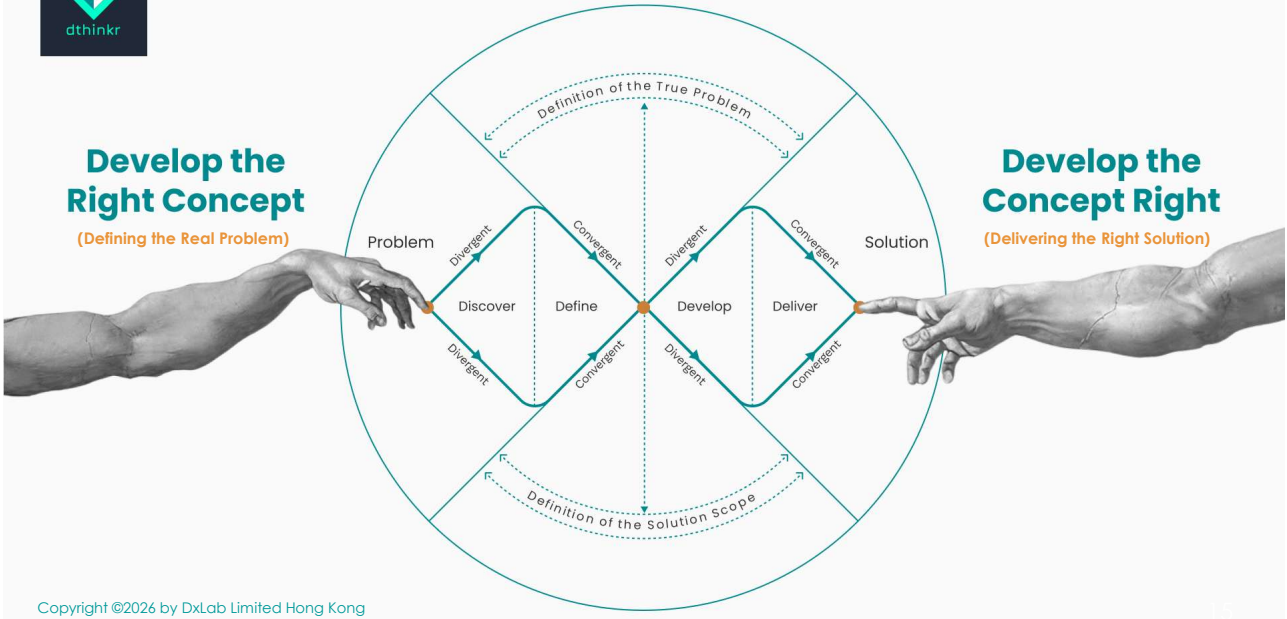
**Reason:** They all failed to capture the real user needs or did not test the product concept before launching to the public market.

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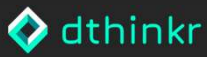


### Why the Design Thinking Methodology Matters?



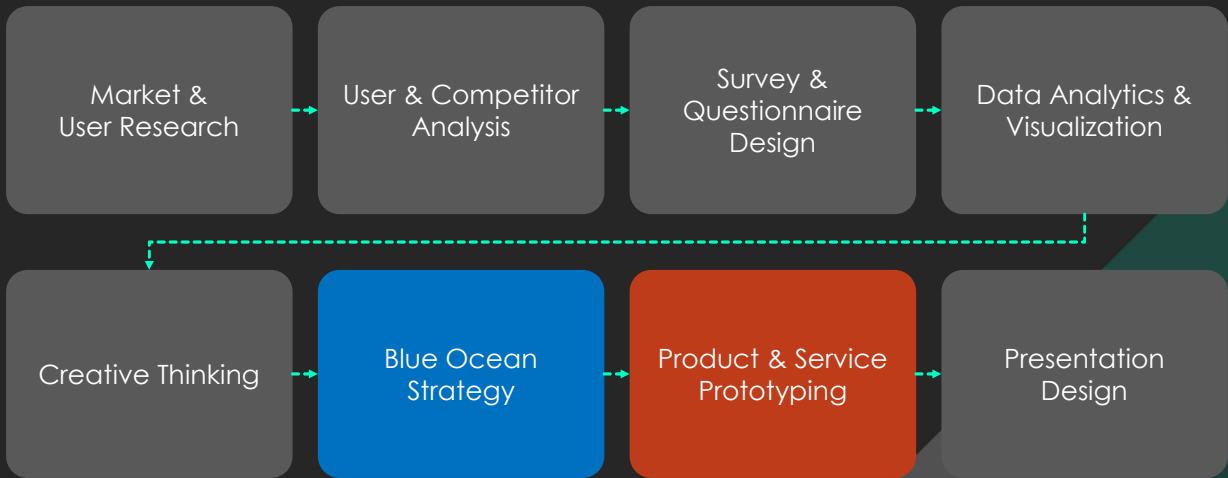
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### Applications of dthinkr.ai



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# Ai-Agent: Competitive Analyst

Brands	GARMIN	SUUNTO	CASIO	APPLE WATCH
Feature/ Aspect	Garmin	Suunto	Casio	Apple
Popular Models	Garmin Instinct 2 Solar, Fenix Series	Suunto 9 Peak Pro	Pro Trek Series (e.g., PRW3500-1)	Apple Watch Ultra 2
Strengths	Advanced GPS, solar charging, multisport capabilities	Precision instruments, rugged build	Durability, essential features (ABC: Altimeter, Barometer, Compass)	Integration with Apple ecosystem, outdoor durability
Target Audience	Hikers, runners, adventure seekers	Outdoor enthusiasts, multisport users	Practical outdoor adventurers	Outdoor activity enthusiasts and Apple users
Technological Features	Solar charging, comprehensive GPS	Accurate tracking, long battery life	ABC sensors, solar-powered options	Enhanced tracking, connectivity, robust build
Price Range	Premium to high-end	Mid to high-end	Affordable to mid-range	High-end
Differentiators	Multisport focus, innovation in GPS tech	Rugged design, niche precision	Cost-effective durability	Advanced smartwatch functionality tailored for outdoors
Challenges	High price point	Limited ecosystem integration	Less emphasis on innovation	Expensive; shorter battery life compared to competitors

For product innovation, it require a thorough understanding of competing products on the existing market.

**Example Case:**  
The AI-Agent Competitive Analyst can perform a competitor analysis for an outdoor wrist watch within minutes, which would require hours of manual searching before.



# Ai-Agent: Survey Designer + Data Visualizer + Persona Compiler

draft me a 10 question survey on eyebrow and eyelashes beautician. I'm conducting a research on the motivation, pain-points and practices of beautician in Hong Kong.

Here is a 10-question survey designed to gather insights into the motivations, challenges, and practices of eyebrow and eyelash beauticians in Hong Kong:

- What inspired you to become an eyebrow and eyelash beautician?
  - Passion for beauty and aesthetics
  - Desire for a flexible career
  - Influence from peers or family
  - Other (please specify)
- How many years of experience do you have in eyebrow and eyelash beautician?
  - Less than 1 year
  - 1-3 years
  - 4-6 years

**Survey Designer**

**Persona Compiler**

**Sophia**

**ABOUT:** Sophia is a skilled beautician who offers eyebrow and eyelash services to clients, looking to enhance their features. She operates independently and values building strong relationships with her clients. Sophia is dedicated to staying updated on the latest beauty trends and techniques to provide the best service possible. Despite the challenges of managing her schedule and meeting client expectations, Sophia has got it all sorted and the positive impact is her top priority.

**PAIN POINTS:**

- Struggles with work-life balance due to long hours at the salon.
- Faces challenges in managing inventory and supplies efficiently.
- Seeks ways to attract new clients and retain existing ones.

**GOALS:**

- Passionate about enhancing natural beauty.
- Dedicated to providing exceptional customer service.
- Keeps staying up-to-date with the latest beauty trends.

**KNOW-N HABITS:**

- Brush eyebrows with a spoolie in the direction of their growth to maintain shape and prevent eyebrow hair loss.
- Using gentle products and techniques to maintain the health of eyebrows and eyelashes.

**PREFERENCES:**

Salon: Lush  
 Professional: Gel Lash  
 Makeup: Clinique  
 Skincare: La Mer  
 Cosmetics: Pat McGrath

**FAVORITE BRANDS:**

CHARM, SEVENTY SEVEN, LUSH

**Data Analysis & Visualizer**

In the past, it would **require weeks of work** to conduct a user research, in-depth **user analysis** and to compile a user profile for understanding the target market.

**Client Case:**  
With the appropriate AI-Agents, a beauty salon company can now conduct and process research data and understand target users **in a matter of days**, saving both time and cost.

# Ai-Agent: Rapid Prototyper



Pencil sketch



Photo generation



3D Prototyping

**Rapid Prototyper** allows users to visualize their concept in **2D** or **3D**, depending on the type of project they are developing.

**Client Case:** A jewelry design company can now visualize the design concept in a **matter of minutes**, from pencil sketch to photo mockup to 3D rendering, and even 3D printing.



**Creative Thinking:** finding the Blue Ocean markets and compete on a new track...

**DxLab** Be Future Ready

## Unique Selling Proposition

- AI-Enhanced Ideation
- Data-Driven Insights
- Personalized User Journeys
- Automated Prototyping
- Scalability and Flexibility
- Collaborative Space

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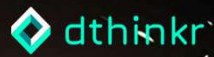
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## Market Gap Analysis

Several organizations are actively conducting **design thinking/UX consultancy services** and **training** that incorporate AI technology (see table below).

Attribute	InnoEdge	IDEO U	Magnetic	Fractal Analytics Academy	UX Studio	Nielsen Norman Group	R/GA
<b>Services Offered</b>	Design thinking consultancy & training	Online courses & workshops	Design consultancy	Training in generative AI & user research	Customized training workshops	UX research & education	Consulting in innovation & design
<b>Key Features</b>	AI integration for efficiency (e.g., persona development)	AI x Design Thinking Workshop Series	AI for deeper insights & accelerated workflows	Focus on ethical implications of AI in design	Emphasis on optimizing product design processes	Data-driven insights enhanced by AI	Combines design thinking with data science
<b>Target Industries</b>	Banking, Retail	Various	Various	Technology, Business	Technology, Startups	Technology, E-commerce	Marketing, Digital Products
<b>Notable Clients</b>	Apple, Airbnb	Public	SMEs	Public	Netflix, Bosch, Samsung, Cisco	Public, Visa, amazon, adobe	Various major brands

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## Advantages of dthinkr.ai

SaaS platform: Easy-to-use, Accessible, Borderless

- Fully integrated design thinking framework
- User-centric solution that combines the power of AI-agents
- Cost-effective methods for product innovation
- Improves student creativity and critical thinking

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