

Summary and Objective

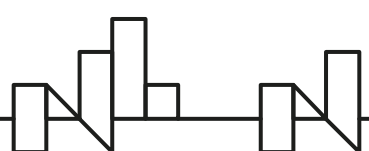
Understanding Design Thinking

Design Thinking is a powerful process of problem solving that will enable you to create new products and services as well as help to adapt existing ones. You will learn how this approach can help you solve problems creatively in a range of different situations. This is an excellent introductory course

Session Objective

You will gain confidence from a greater understanding of how to use and deploy the Design Thinking method

You will learn practical design thinking tools and approaches that you can apply to your current and/or future projects



Understanding Design Thinking

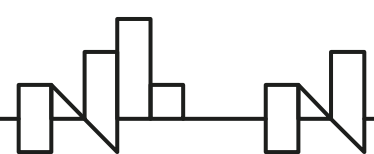
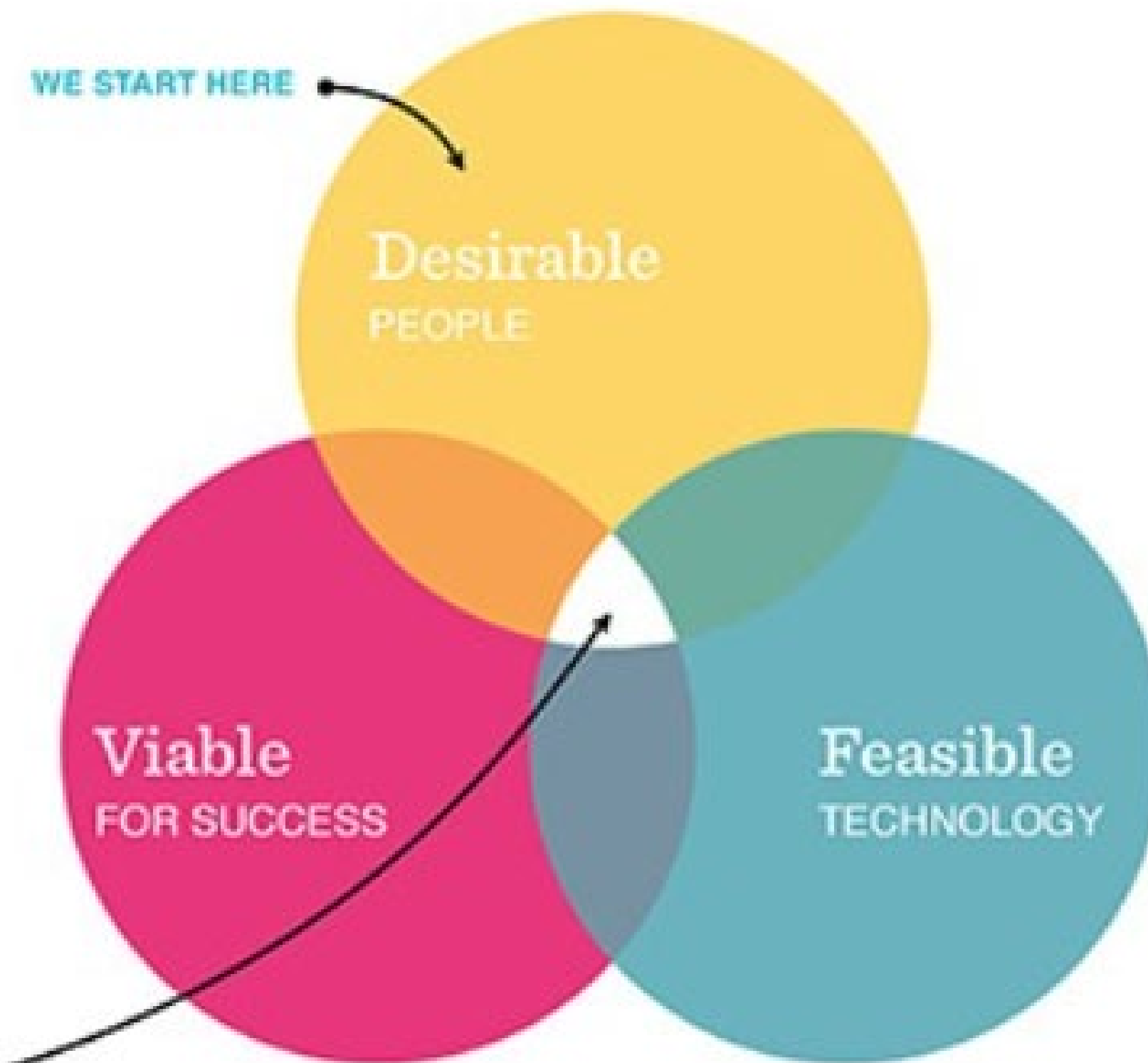


They key to success

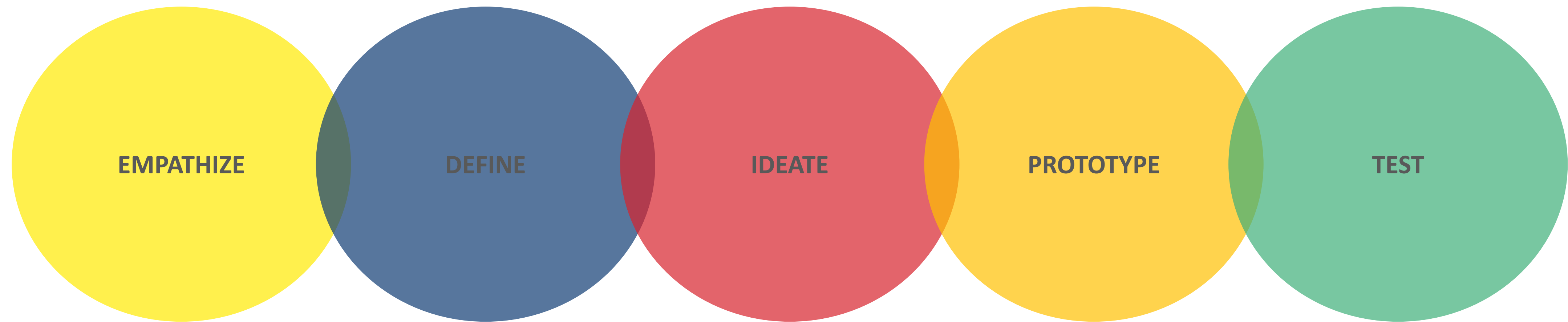
What is Human Centered Design

- the needs of people
- the possibilities of technology
- the requirements for success

THE ANSWER



KEY PHASES OF HUMAN CENTERED DESIGN



EMPATHIZE

Learn about people and the context of the problem.

DEFINE

Synthesize learnings from discovery and create actionable insights.

IDEATE

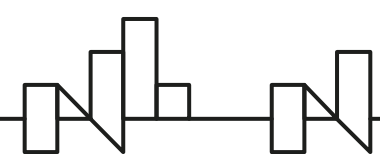
Ideate and explore new ways to solve the problems.

PROTOTYPE

Create prototypes to communicate your ideas.

TEST

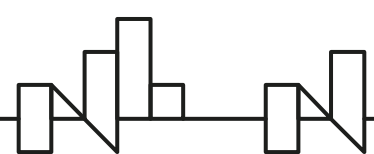
Test your prototype with users.



KEY PHASES OF HUMAN CENTERED DESIGN

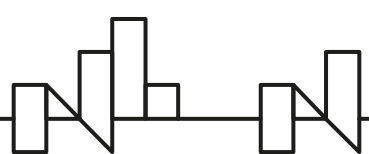
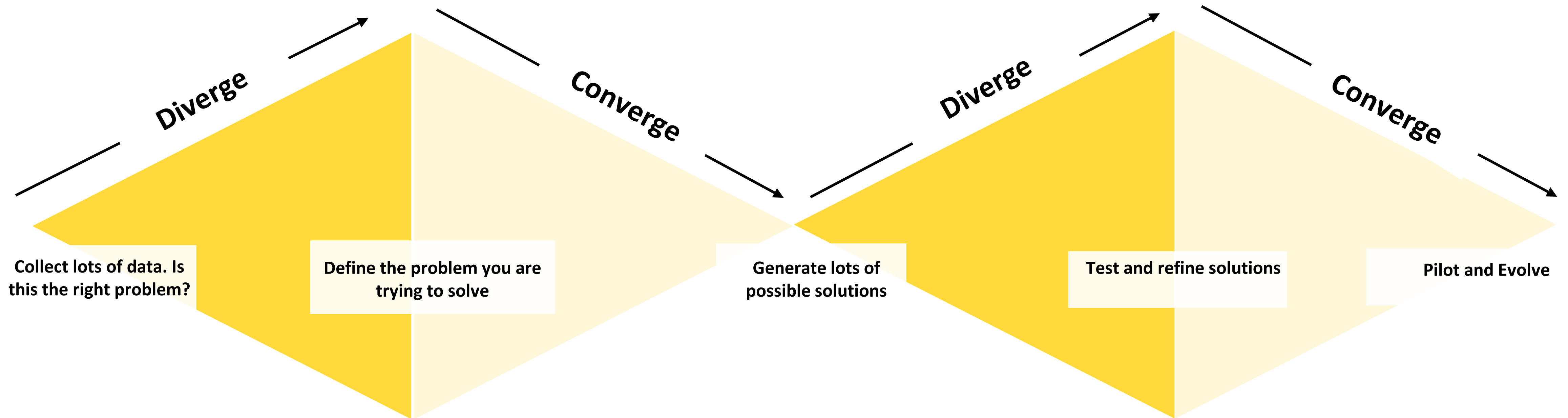
These stages are different modes which contribute to the entire design project, rather than sequential steps. You can go back and forth between stages

The goal throughout is to gain the deepest understanding of the users and what their ideal solution/product would be



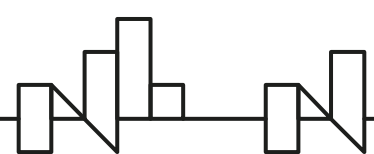
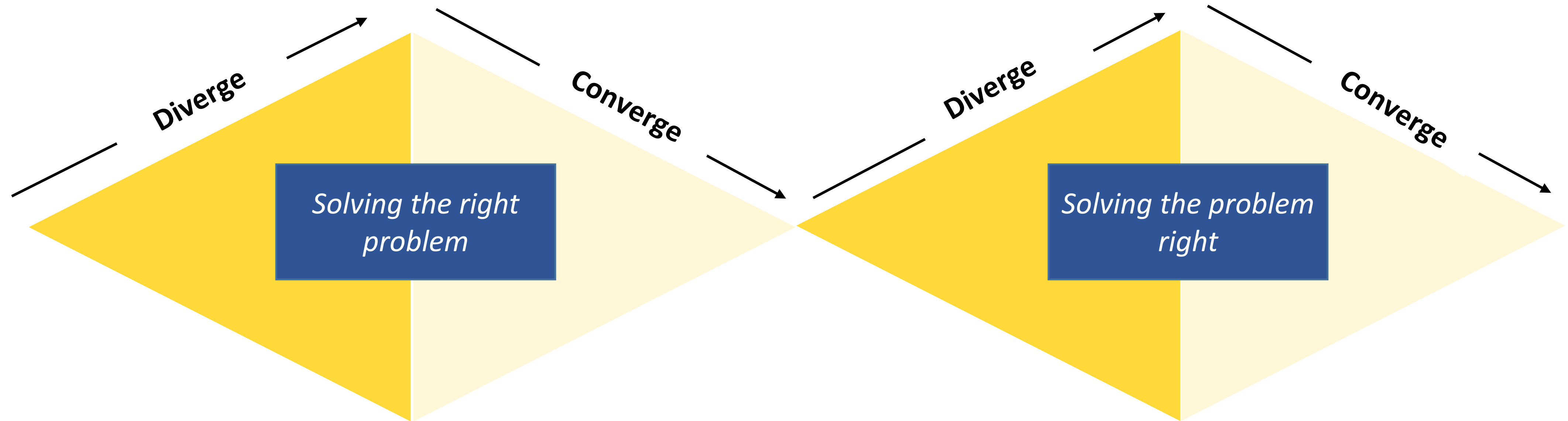
Design thinking IS A CONTINUOUS PROCESS

Of divergence and convergence



Design thinking IS A CONTINUOUS PROCESS

Essentially.....



WITH MANY METHODS AVAILABLE

Collect lots of data. Is this the right problem?

Define the problem you are trying to solve

Generate lots of possible solutions

Test and refine solutions

Pilot and evolve

Diverge

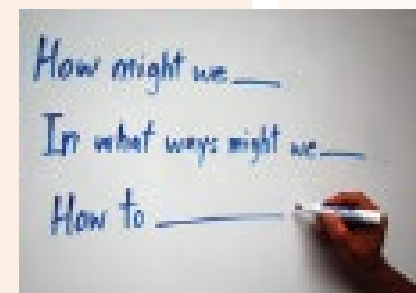
Converge

Diverge

Converge



INTERVIEWING



STATEMENT STARTERS



CREATIVE MATRIX



PROTOTYPING



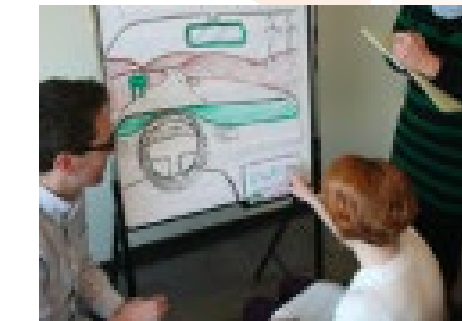
FLY ON THE WALL OBSERVATION



ABSTRACTION LADDERING



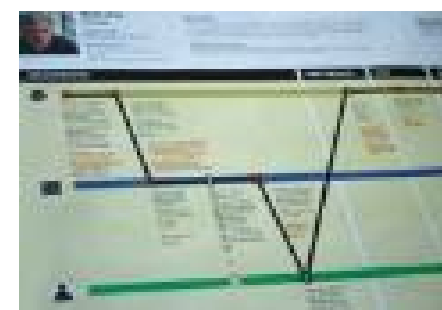
CONCEPT POSTER



THINK ALOUD TESTING



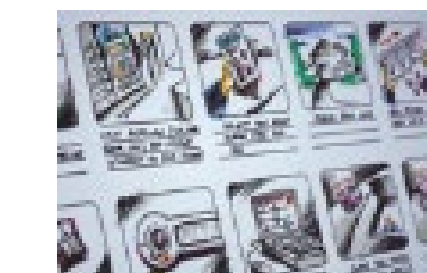
Walk-a-mile immersion



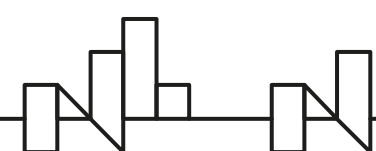
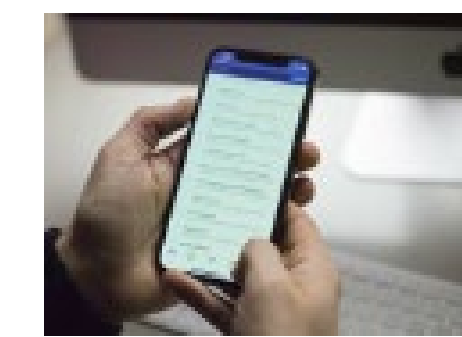
EXPERIENCE DIAGRAMMING



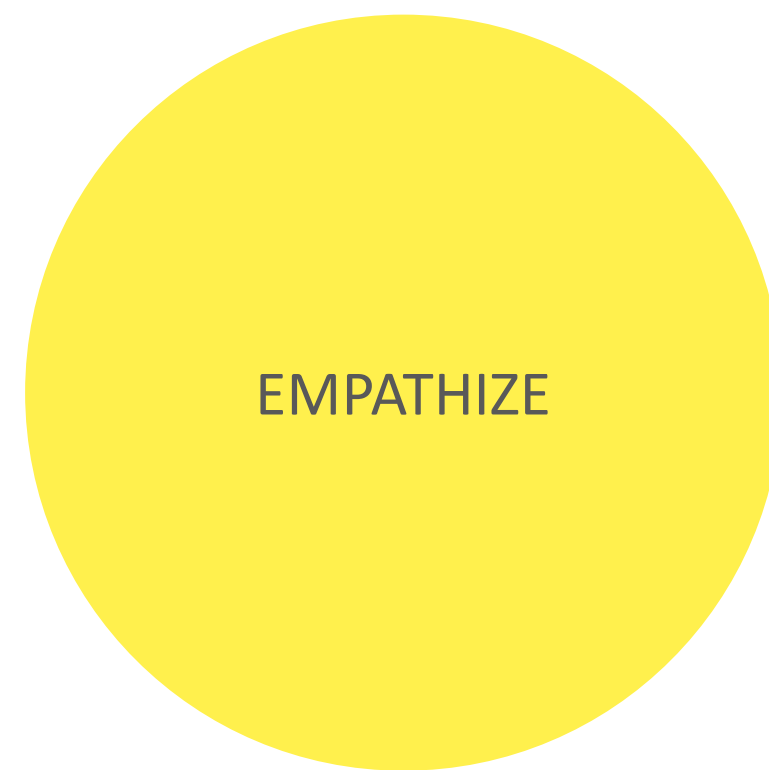
ROUND ROBIN



STORYBOARDING



Empathize



What

Observation!

Conduct research to understand users or customers and the challenges they may have in a certain area

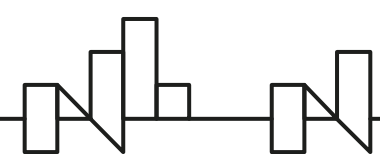
Why

Understand rather than assume

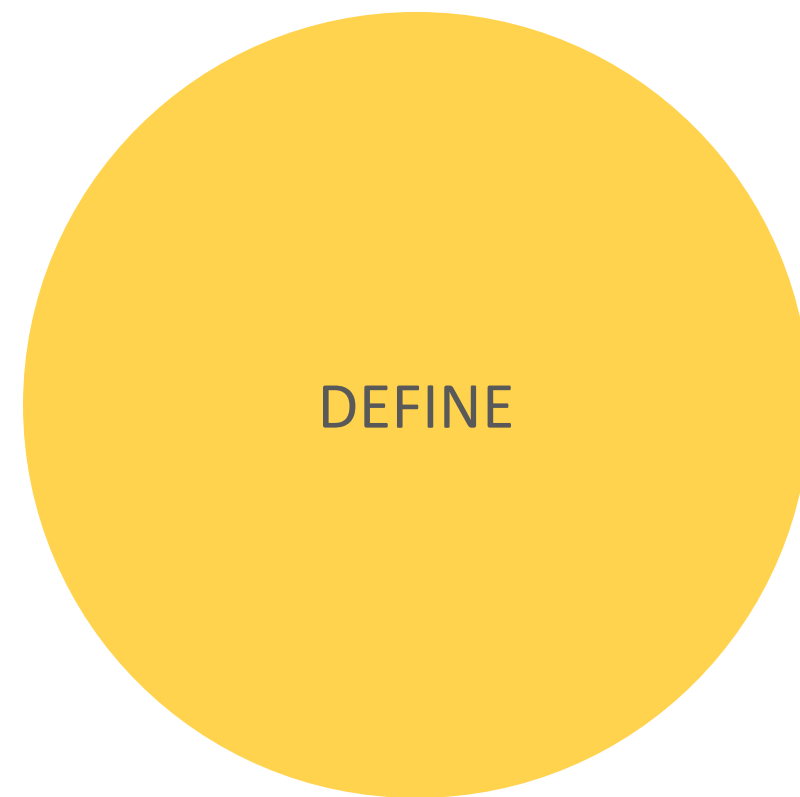
Focusing on the human being first creates a strong foundation for defining the problem properly

How

- Interviewing
- Surveying
- Observation
- Personas



Define



What

Analyze and make sense of data (synthesize) collected in the previous phase

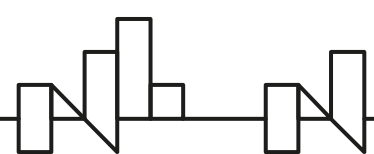
Why

Packaging and then using the insights from observation, a powerful problem statement can be created:

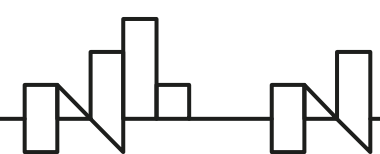
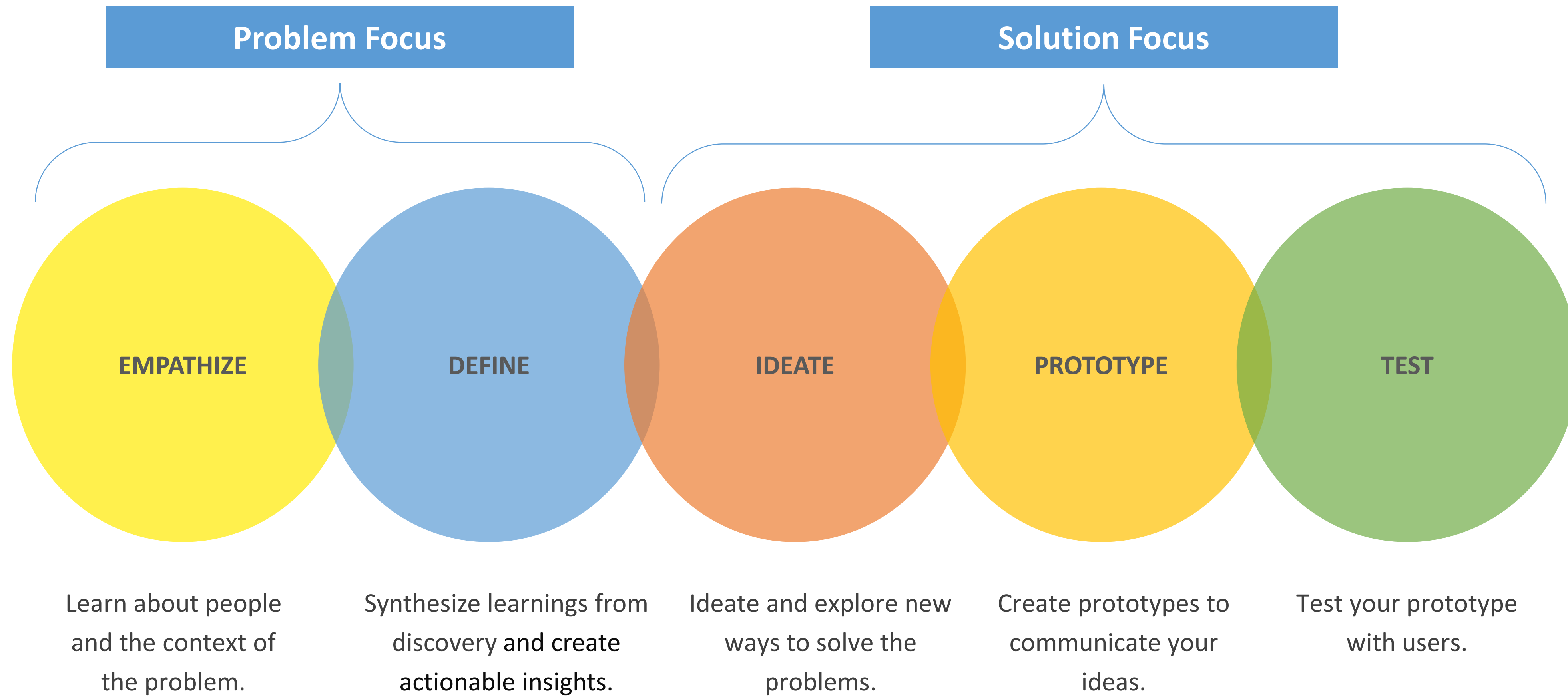
“User (description) needs (verb, ability to) because (insight, compelling)”

How

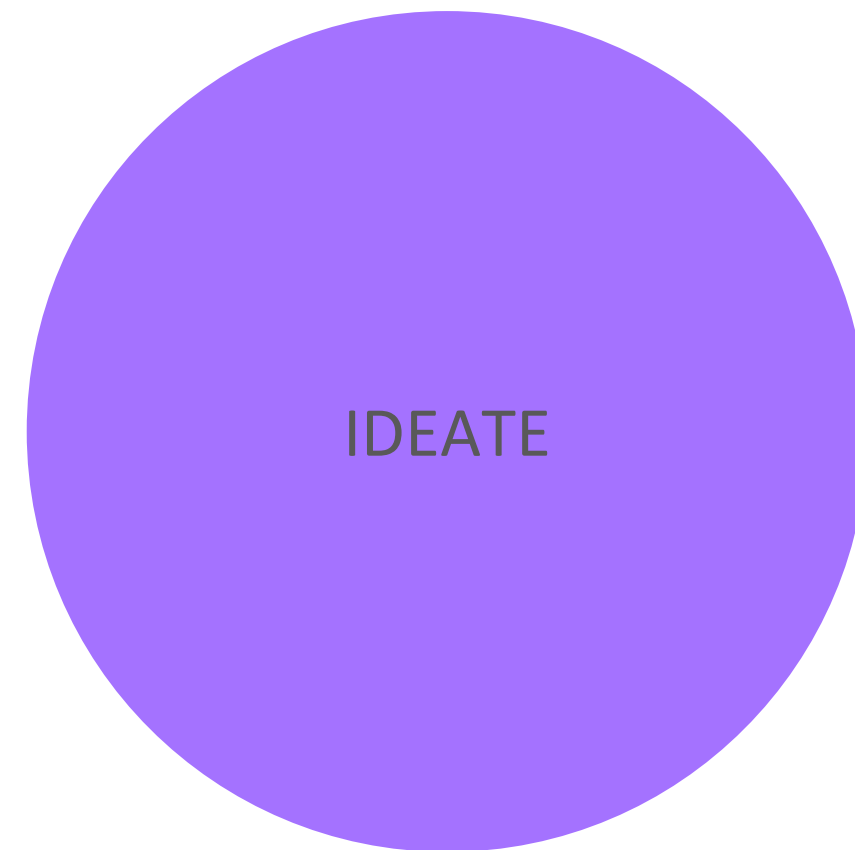
- Rose, Bud, Thorn & Affinity Clustering
- As-is user journey
- 5 why
- SET* factors
- How Might We opportunity statements



A quick reminder



Ideate



What

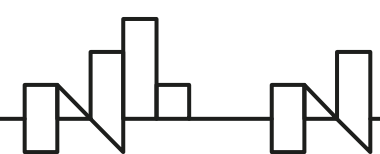
Generate many ideas for how to address the problem we are trying to solve

Why

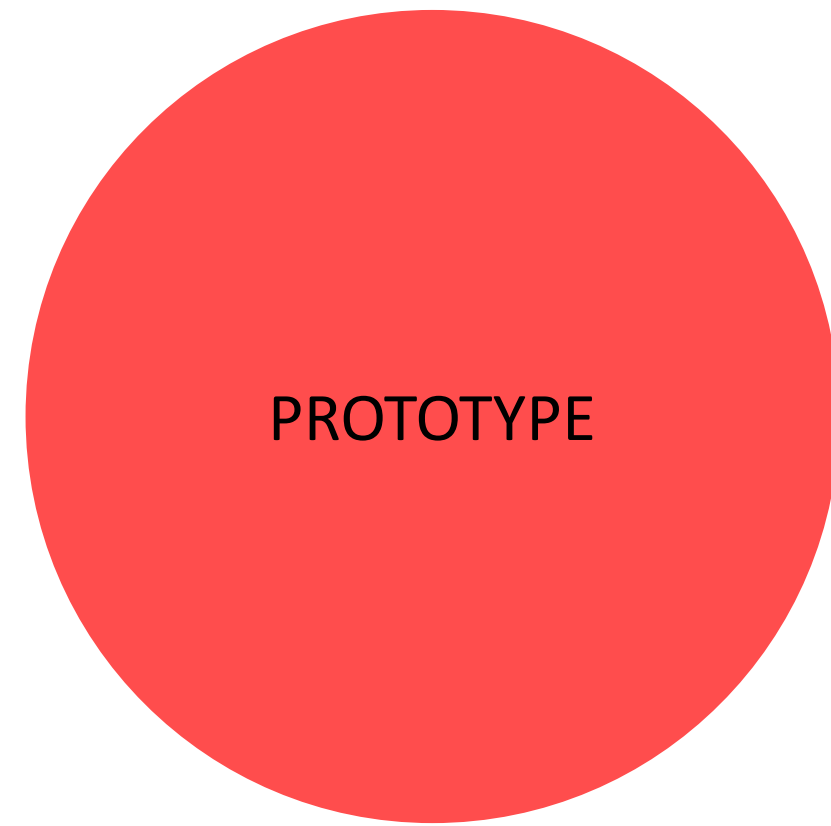
Before starting to narrow down to something we want to test with users, it's key to think wide and big – this is where innovation happens!

How

- Brainstorming
- Analogies
- Creative matrix
- Crazy 8
- Round robin



Prototype



What

Quickly create a prototype that you can test with users to learn more about their needs

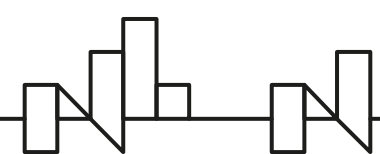
Why

Making your idea tangible will force you to think about the problem with a new lens. The process of making itself gives new insights

It will save you time and money

How

- Concept poster
- Storyboard
- To-Be User Journey
- Sketch/drawing
- Physical prototype
- Digital prototype (clickable)



Test



What

Let real users experience the prototype and provide feedback to the design team

Why

The users will be able to find gaps as well as strengths with your idea, allowing you to quickly adapt with low investment

How

- Problem interviews
- Show and tell
- User observation
- Pre-sell
- Fake door
- A/B test

