



# DESIGN THINKING



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INTRODUCTION

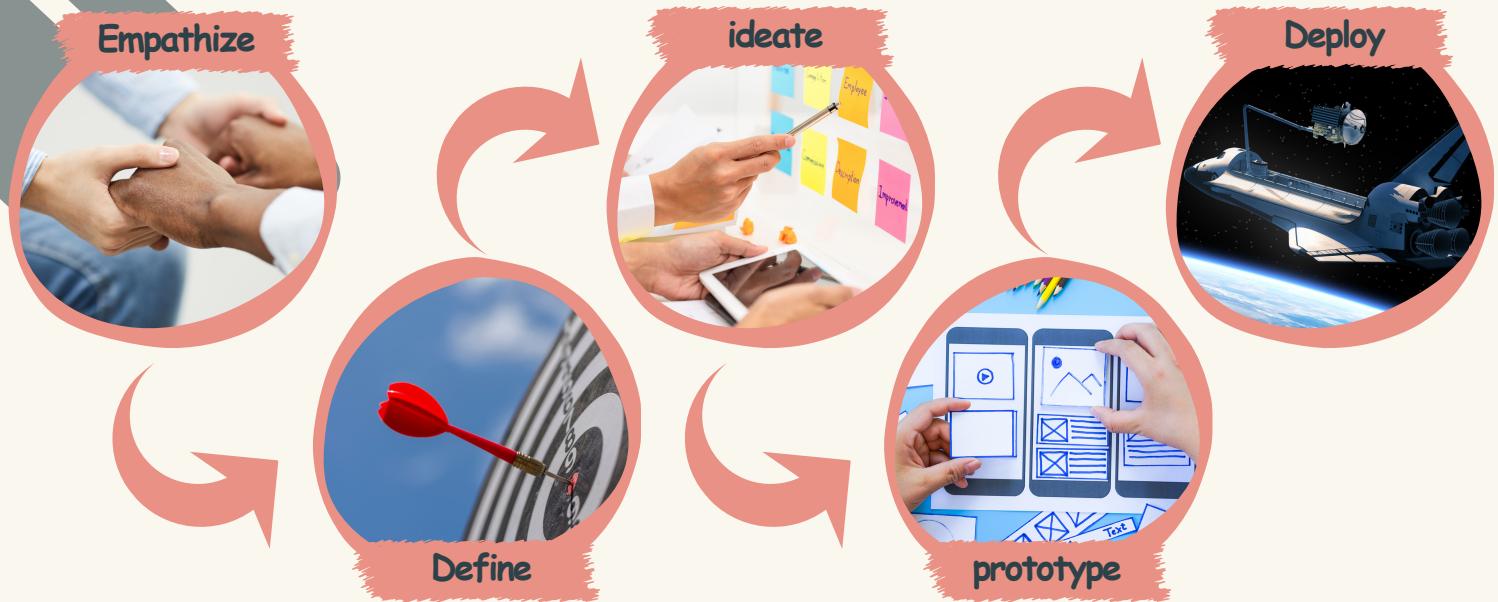
The process of design thinking is not just to come up with designs but it helps in being innovative.

In this report, we walk through the ideation into a prototype and testing journey to address real-world problems.

Find out how empathy, collaboration and iteration combine in addressing challenges as well opportunities.



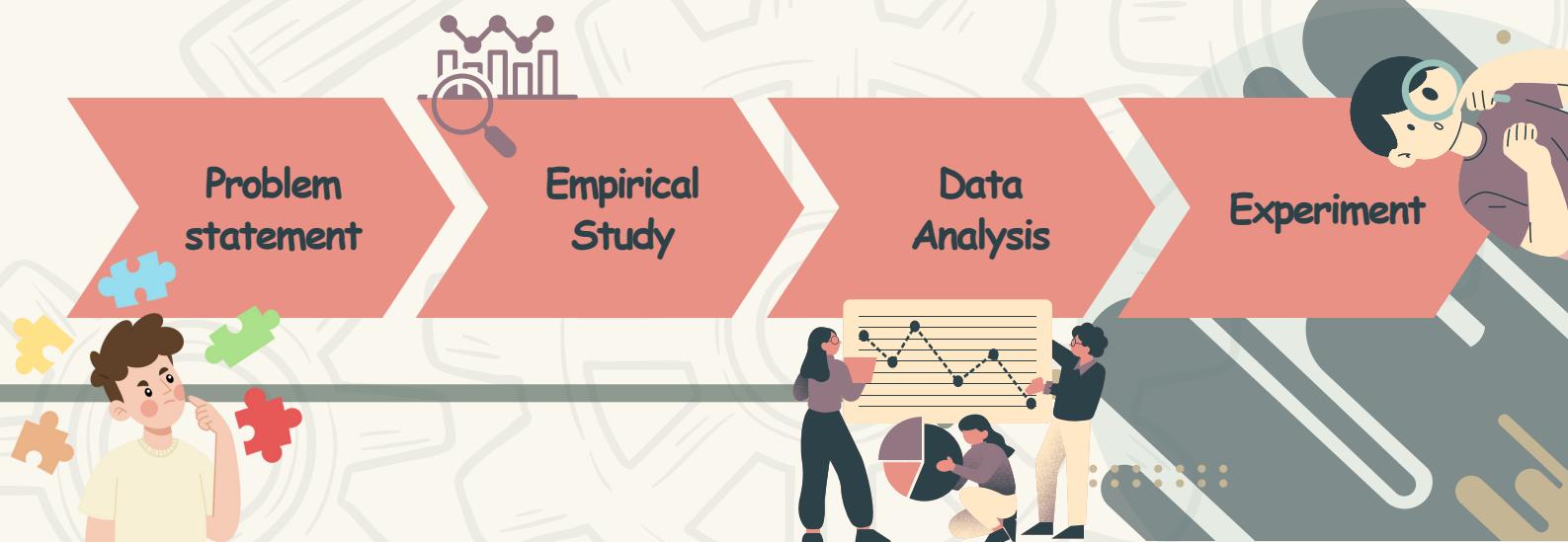
Design thinking has five phases which are:

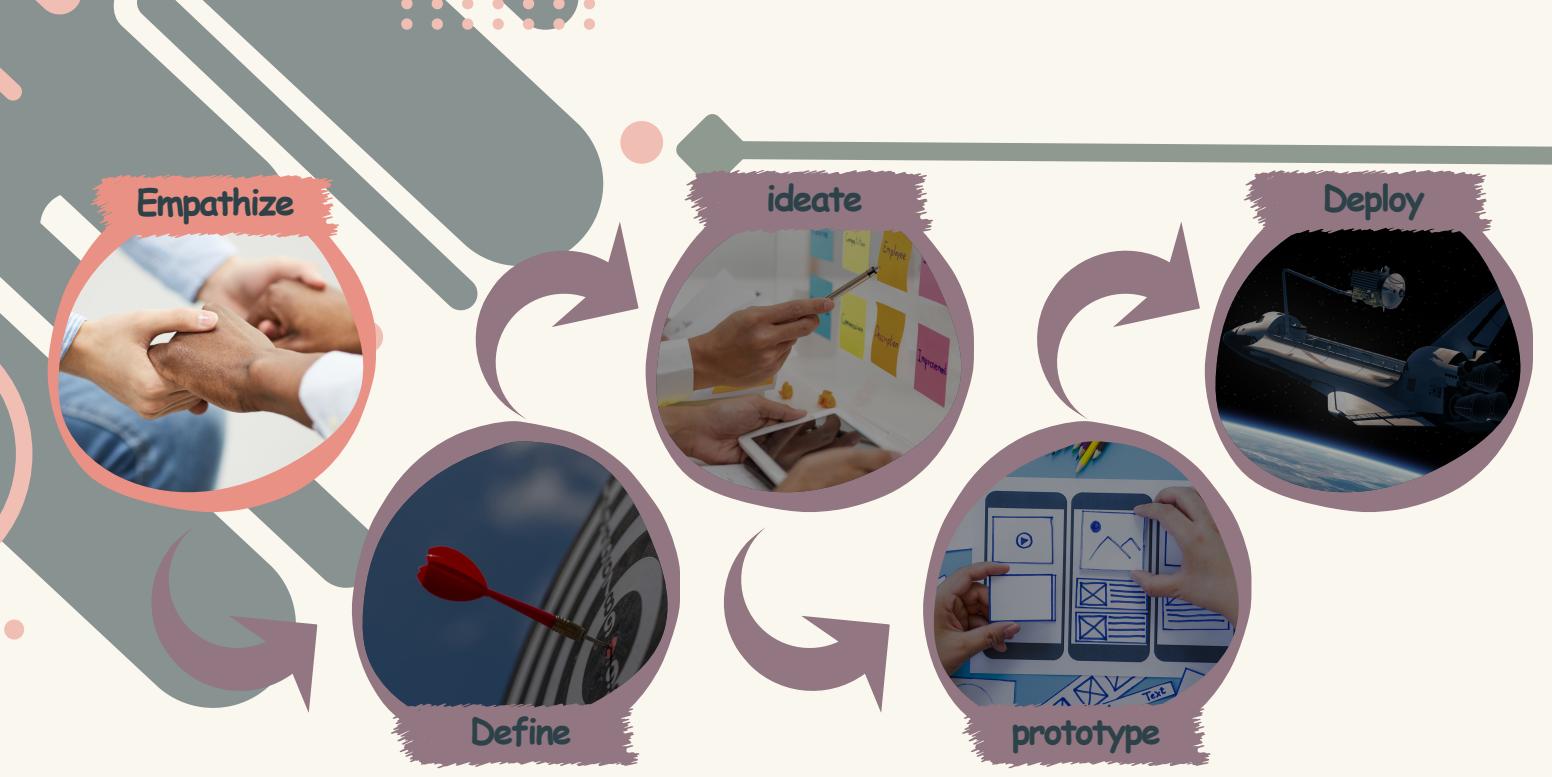


What this involves is determining user needs, ideation, prototyping and iterative solution design. By being human-centered, this collaborative approach helps develop creative solutions based on experiences; hence it is user-focused and effective when it comes to tackling the challenges.



Its quite similar to Research Methodology:





## Empathize

First, during this phase the emphasis is placed on understanding what needs and aspects users or stakeholders have, who you are offering a solution for . Through interviews, observations , and surveys qualitative data is gathered.

### Steps

- Observe users in their natural environment to identify pain points.
- Gather relevant data through surveys or other research methods.
- Immerse ,experience what your user experiences



## Evidence



By conducting interviews and observations, user personas were created.

Alongside these, empathy maps were crafted to shed light on user needs, emotions, and areas of difficulty.

### List of possible questions and answers

Could you share with me a recent work experience that sparked a strong emotion in you?



well, just completed a major marketing campaign, I couldn't help but feel a tinge of disappointment despite its success. Perhaps there was a missing element that prevented me from fully relishing.

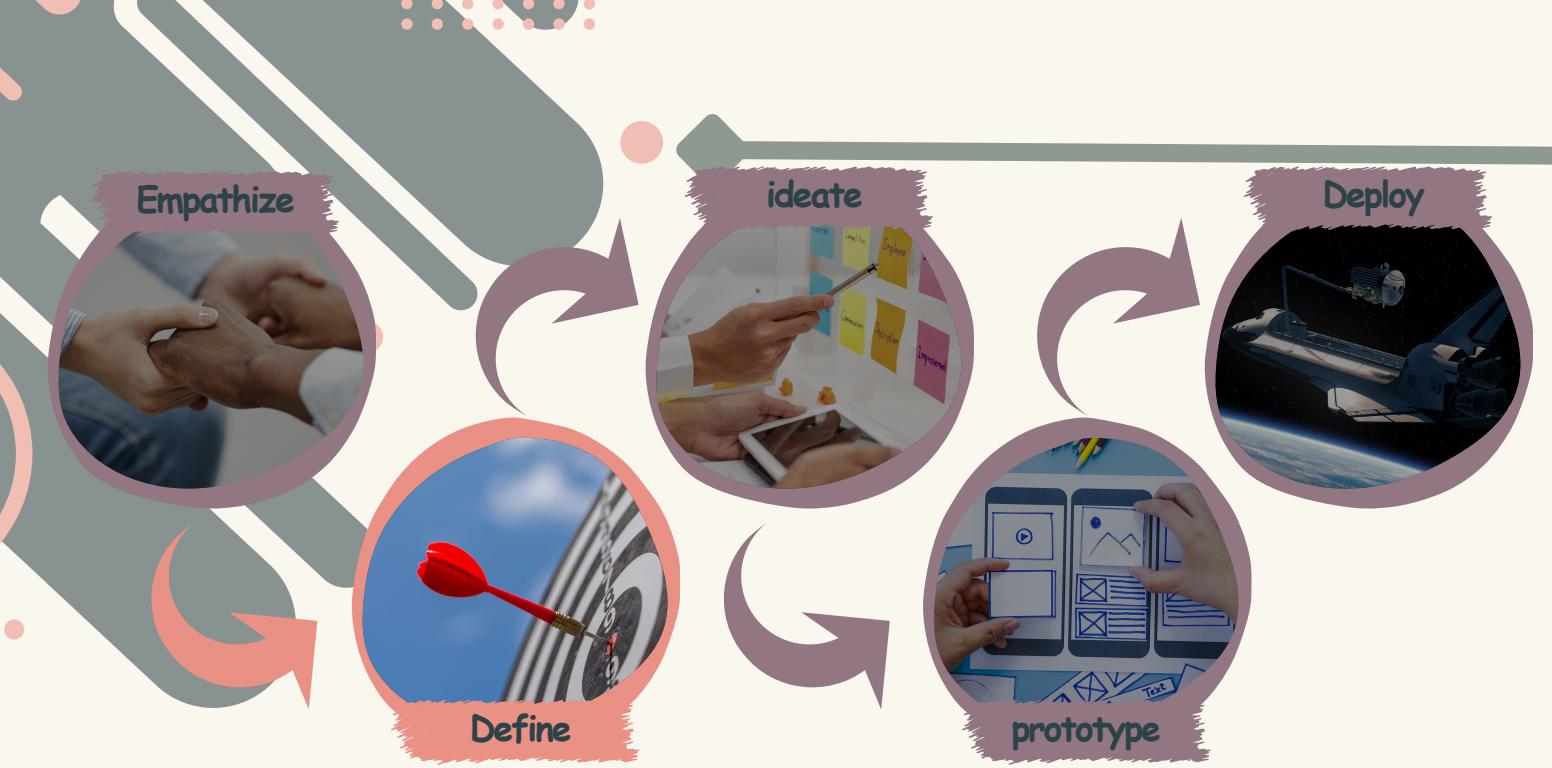
Can you share a challenge you've faced in your career that had a significant impact on you?



One challenge was working on a project that didn't align with my values. It made me realize the importance of finding a job that resonates with my beliefs.



if we jump deep into the other individual feelings, goals, and struggles, these inquiries and responses offer valuable discoveries. During the "Empathy" stage, these queries assist teams in comprehending the user's point of view, allowing them to customize their design.

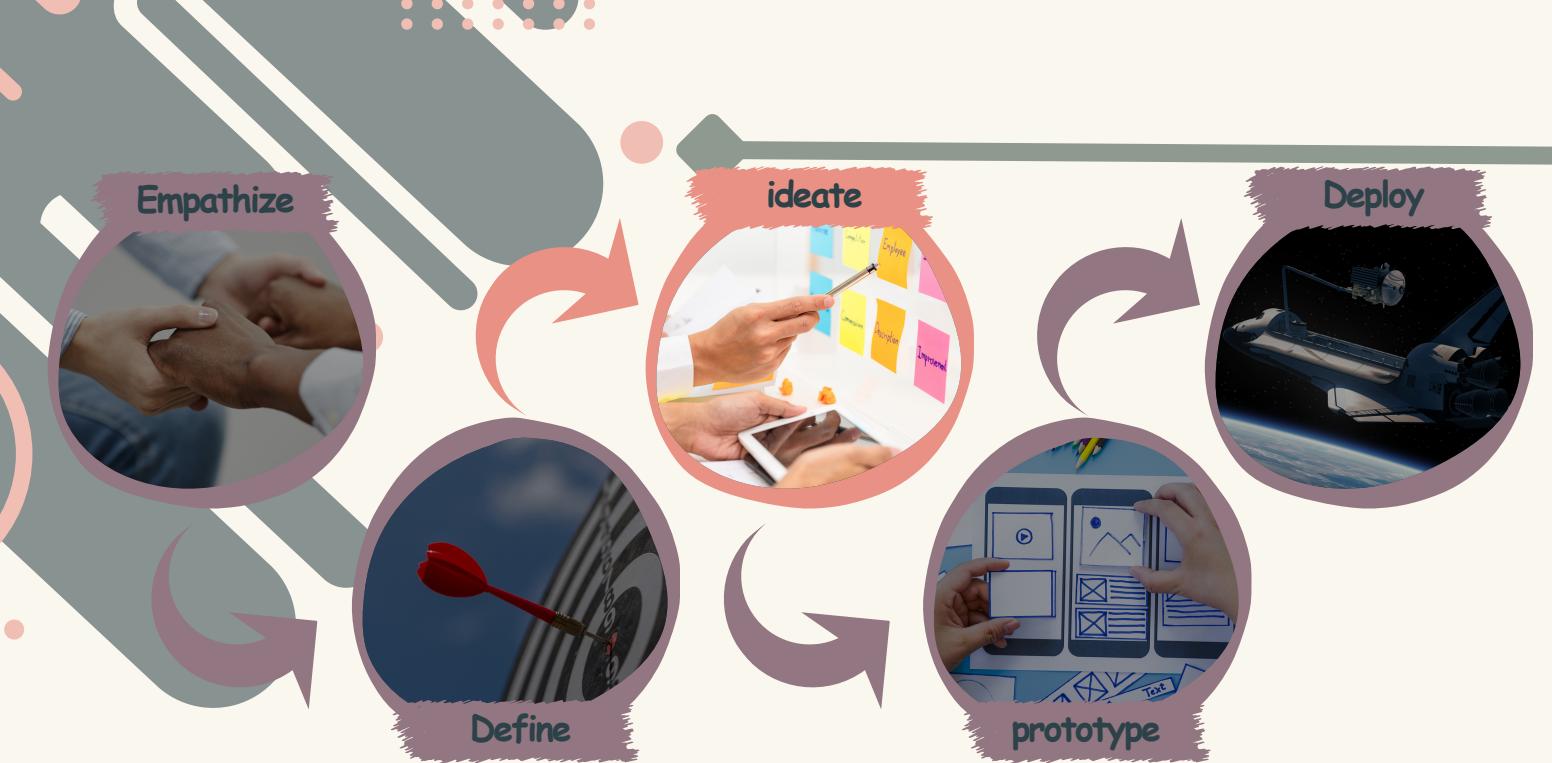


## Define ??

During the "Define" phase of design thinking, our goal is to identify the central issue that needs to be tackled. This is preceded by the "Empathize" step, where we delve into people's needs and gain a deeper understanding. We then gather and analyze data to formulate a concise and well-defined problem statement. This critical step provides us with a clear direction to seek out solutions that effectively meet the challenges faced by users.

## Steps ?

- Look at Data: Examine the information gathered about users.
- Find Main Problem: Identify the most important issue to work on.
- Create Problem Statement: Clearly express what needs to be solved.
- Set Direction: Build a viewpoint focused on users' needs.



## Ideate

- + This phase involves generating a extensive variety of innovative ideas to resolve the defined hassle.
- + It encourages brainstorming and ideation classes to discover diverse possibilities.

## brainstorm

Brainstorming is a group activity where people share ideas freely without judgment to generate creative solutions for problems.

### The rules of brainstorming

+ + One convo at the time

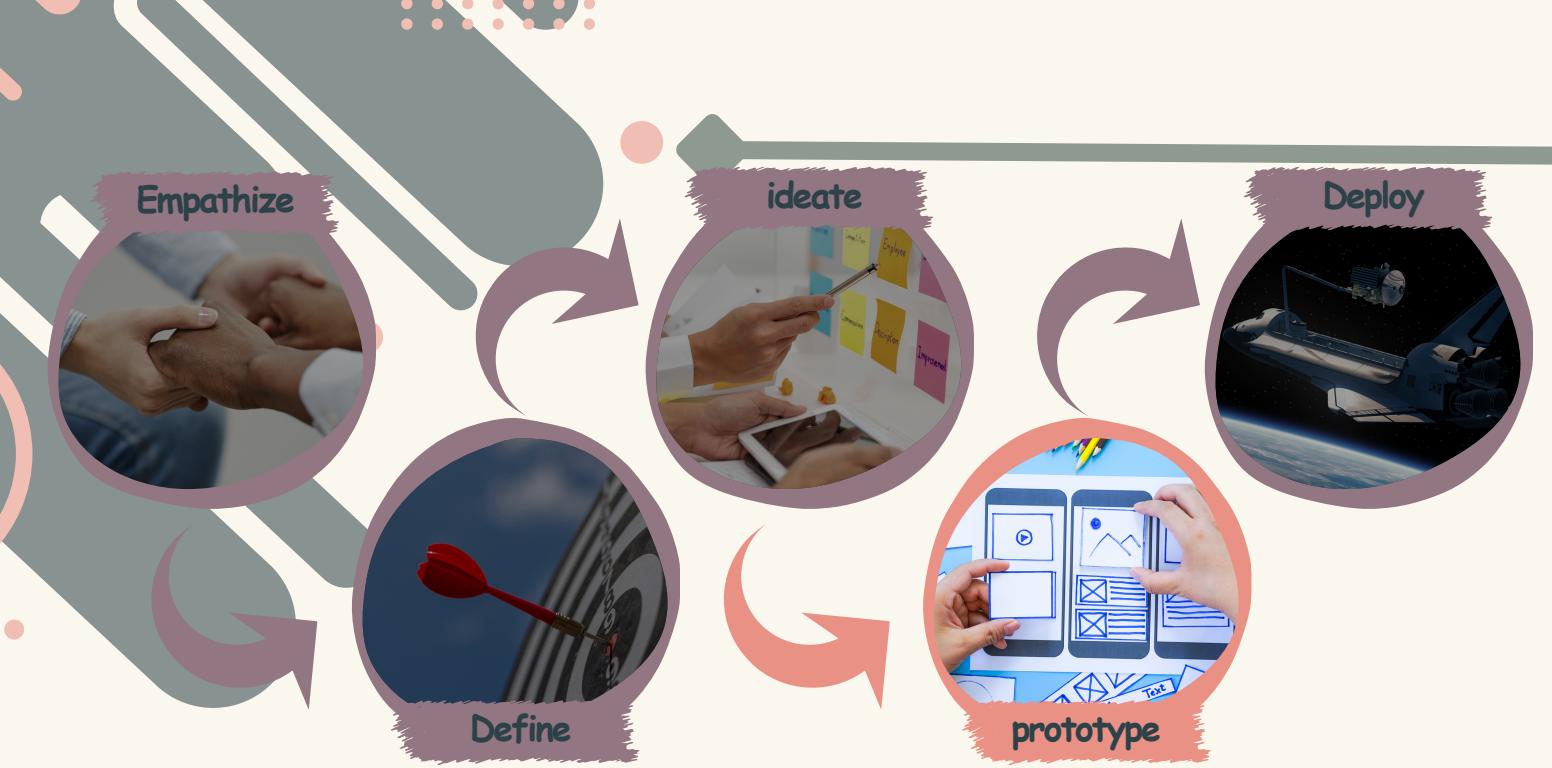
+ + Go for quantity

+ Build on the ideas of others

+ Stay one topic and defer judgement

+ Be visual and encourage wild ideas





## Prototype

In design thinking, during "Prototyping" phase it is about producing experimental versions of the ideas that are swift and straightforward so as to test them for improvement. There is a nine-step statistical process designed to work best when seeking user feedback in order to refine and enhance solutions before finalizing them. This hands on approach of a product development ensures the end ones satisfied users' need effectively.

## Tips for Pitching & Presentation

### Start building

Even if you aren't sure what you're doing. The act of picking up some materials will be a good starter

### Build with your group in mind

Answering questions that help focus on an idea/solution and help receive a helpful feedback

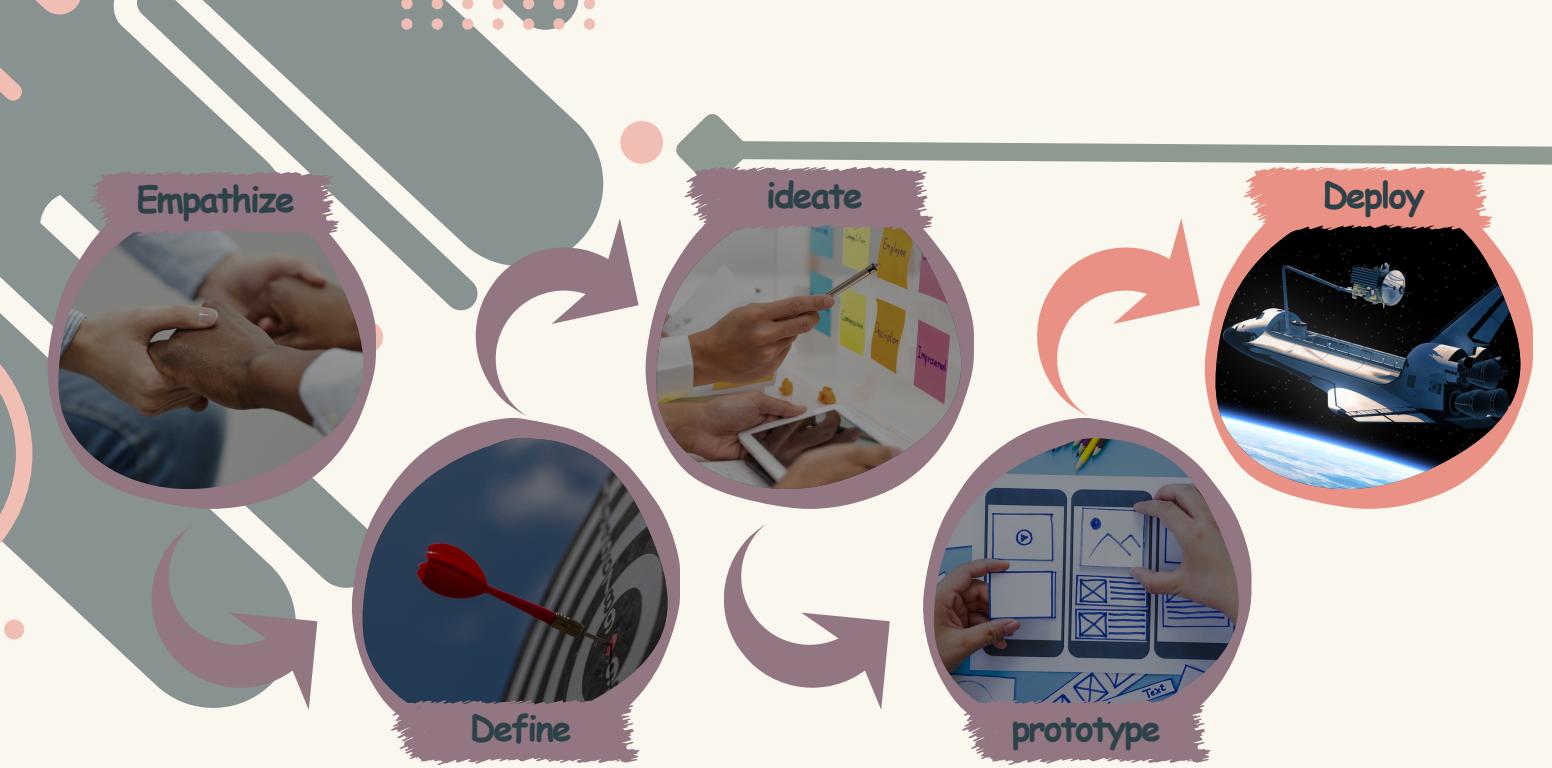
### Label your POV

Identify what is being solved for with your idea

Testing and reviewing

Make the idea tangible

Idea



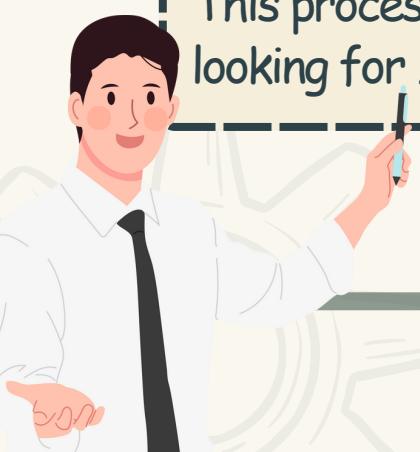
## Deploy/Test ???

During the "Testing" stage of design thinking, users test prototypes. So feedback is gathered to fine-tune and enhance solutions before implementation. Making sure the final product meets user needs effectively is tested.

During the whole process of developing using design thinking, documentation is very important and visualization helps to ensure that everyone involved in the process contributes their inputs.

Tools including journey maps, empathy maps, and design briefs are commonly utilized by the teams in various phases to help communicate and share insights.

This process could be repeated till we find the solution we are looking for .



## Lets use design thinking to solve a problem for example



### The problem

Organizing a Community Event:

How to organize and carry out a community event if it can be engaging for the residents and help them feel at home?

1

### Empathize

Interviews and surveys with the community members to know their interest, choice and concerns.

Observe the community and try to find common interests.

### Evidence

Empathy maps summarizing the main takeaways from the interviews and observation carried out.

User personas concerning heterogeneity of community actors.

2

### Define



Proceed with analyzing the collected data to single out prevalent themes and wishes.

For instance, you may create a problem statement like "We require an activity or event for our community that builds an atmosphere of peerage among all residents."

## Evidence

Clearly defined problem statement.

List of most important things to be paid attention in the affair of a community.

3

## Ideate



Organize brainstorming sessions in a group with different people for coming up with creative event concepts.

Engage attendees in the discussion of their ideal community event.

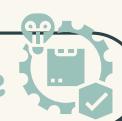
## Evidence

+ List of varied event concepts and ideas.

+ Representations of brainstorming sessions in a graphic way, such as mind maps or sketches..

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## Prototype



Select a few promising event ideas and create rough prototypes or mock-ups.

Consider aspects such as event layout, activities, and engagement strategies.

## Evidence

Physical or digital prototypes showcasing key features of potential community events.

Development notes based on feedback from a small group of community members.

5

## Test



Pilot-test the prototype events with a sample group of community members.

Collect feedback through surveys, interviews, or feedback sessions.

## Evidence

User feedback on the prototype events.

Analysis of feedback to refine and improve the community event concept.

- + By following these design thinking steps, you ensure that the community event is not only well-planned but also aligns with the genuine needs and desires of the residents, spreading a sense of security and comfortability .

## Conclusion



To sum up design thinking is an approach, to problem solving that centers around comprehending the needs of people developing solutions and validating ideas through user feedback. By empathizing with users defining problems clearly generating ideas creating prototypes and conducting testing design thinking enables the creation of solutions that genuinely address users requirements. It's an imaginative process that promotes collaboration and continuous enhancement. Whether it involves tackling challenges or addressing issues design thinking offers a structured yet adaptable framework, for crafting user centric solutions that have a positive impact.

## The Reflection of design thinking on our team members

A What is your goal/dream with regard to your course/program?

B How does this design thinking impact on your goal/dream with regard to your program?

C What is the action/improvement/plan necessary for you to improve your potential in the industry?

Maarof  
Saqr

A23MJ4006

To contribute to the advancement of technology and use it to improve various aspects of our lives.

It encourages collaboration, It fosters creativity and experimentation, It reduces risk and uncertainty.

- Learn new technology skills and update your old ones.

- Ask for feedback and advice from others who know more than you.

- Be ready to change and learn from new situations.

B

C

Mugtaba  
Abdulla

A23MJ0010

To understand and master the use of computers, software, and information systems in order to solve problems, create solutions, and make a positive impact on the world.

by Understanding Users, Solving Problems Creatively, Teamwork and Different Skills, Thinking Ahead and Innovating

B

Keep Learning, Make Friends in the Industry, Have a Plan, Try New Things.

C

Gana  
Dokmak

A23MJ0004

To explore the creativity and passion through developing and designing original and useful products and services.

-Connect with others in the same field.

-Keep up with tech trends.

-Build your professional network and personal brand.

Design thinking can stimulate creativity and passion by allowing to explore own ideas and express through prototypes and tests

B

C

Ma  
Yiman

A23MJ4005

To contribute to the digital transformation and social impact of organizations and communities.

Design thinking can increase the job satisfaction and career opportunities by enabling to work on meaningful and challenging projects that address real user needs

A

B

- Learn constantly
- Work on real projects
- Improve your soft skills
- Use your technology skills to make things that solve problems.

C