



MSc Digital Marketing

School of Business and Management

Royal Holloway, University of London

"MN5614 Design thinking 100%"

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Declaration of Authenticity

The linked submission has been prepared on the basis of our own work and that where other published and unpublished source materials have been used, these have been acknowledged:

Link to video portfolio: <https://youtu.be/ZB84fpW9xIc>

I give permission for the School of Business and Management to retain a copy of the linked video file to embed into future versions of the MN5614 Moodle page. I understand that my video will be viewable by future module participants.

Signed: 2402644

Date: 04/12/2023

Video portfolio:



Transcript

1 Introduction:

Myself Aarzin M. Todiwala, Let's learn more about design thinking.

Design thinking methodology suggests a different approach. Instead of making assumptions, design thinking begins with showing empathy toward users and finding out what problems or challenges prevent them from using a product or service. (Stickdorn, 2018)

2 H.M.W:

Students generally use AI for personal use, careers, assessments, and many more. There is deep concern about how AI will impact education. The bigger issue, in my opinion, is that a future in which students rely on AI-generated responses is a future without learning.

3 Flow Chart:

We were given a flow chart with an initial problem, with some research questions, we also made an empathy map which made ideas and redefined the problem statements. After collecting data and merging all methods we create some key insights through which ideation is formed and from that ideation, we can figure out certain types of prototyping methods.

4 Research

4.1 Research Wall

While researching for our research wall we came across 4 major questions.

1. Accuracy of AI, as we know AI has only 98% Accuracy.
2. Different types of tools AI used by students like OPEN AI, CHAT GPT, Google Board, Foto AI, and many more.
3. Careers like Software Engineering, Data Engineering, AI Engineering, and many more. It can encourage students to stay updated on AI.
4. Advantages of AI: Time Saving & Provide resources for assessment.

Disadvantages of AI: Avoid using AI, and don't depend on AI, AI will replace humans.

4.2 Preparatory Research

The aim is to identify concrete needs and emotions associated with a task. The method exists to collect data that helps us move from initial problem recognition to clarifying "Problem statement" (Stickdorn, 2018)

We discussed in groups by adding our ideas and preparing a research wall accordingly.

4.3 In-Depth Interview

Researchers conducted several in-depth interviews with relevant customers. In this method, the researchers can learn more about the problems, needs, attitudes ideas and many more. We discussed with different groups and found out the proper examples and ideas about research. (Stickdorn, 2018)

5 Empathy Map

5.1 Define

The team can utilize an empathy map as a collaborative tool to learn more about their customers. It is composed of six pieces near an image of the customer. Different types of tasks trying to complete by the user? Which question had to be answered? Feelings about experience. People, Places, and things may inspire users. Pain points experienced by the user. The ultimate goal for the user. (Boag, 2015)

5.2 Study

Feelings like convenience, laziness, help, efficiency, guilt, lethargy, and many more. Tasks like assignments, Essays, mathematical problems, programming, and personal questions. Influences like students, friends, alumni, professors, and classmates. Goals like improving careers and getting quick and efficient answers. Pain points like lack of learning and no heartships.

6 Ideation:

Ideas are the foundation of creativity and countless methods, to create, filter, and select them. (Stickdorn, 2018)

6.1 Brainstorming (Ideation)

Brainstorming is a group exercise that has simple rules to help participants stay in a productive, non-judgemental, highly divergent mode while producing many ideas. (Stickdorn, 2018)

Using Brainstorming we found straight points for our work.

6.2 Brainwriting (Ideation)

Individual participants work in parallel, they write their ideas or observations on sticky notes, which are kept on one side of a board. This method gives us vast ideas and more thoughts. When ideas are more complex diversity is key, to empower less extroverted participants. This is the best ideation method used by us. (Stickdorn, 2018)

6.3 Ideas (Definition)

Ideas are not particularly valuable in themselves, they are neither good nor bad, but they might be useful. Service design doesn't set a single idea as a starting point. Instead, ideas are generated in mass at various stages in the process. (colleagues, 2023)

The aim is to generate lots of ideas rather than searching for that great idea. This mindset enables us to work towards great solutions over time.

6.4 Ideas(In my research)

Ideas like

1. Share the limited things, which you want to share.
2. Ask for advice.
3. Give its context.
4. Seek clarification.
5. You have to be responsible for your work.
6. Universities should be seminars by which students understands, that how to use AI responsibly.

7 Insight

An insight is a remarkable realization that can help you solve the research problems we are facing.

Major insights, especially between two user problems. You can synthesize insights by asking yourself "why" when you notice certain type of behaviors. Insights in my research are. Some students gain knowledge from AI and only take some data for information and it improves the knowledge gain. (Siang, n.d.)

Students have become lazy by using AI, they ask AI to do assignments and don't use their brain for the assignments but due to AI detection makes it worse and fails them.

8 Prototyping

Prototyping is an exercise to reduce uncertainty by helping the team to:

1. Matter to identify quickly and available solutions.
2. Evaluating what would work systematically.
3. Mutual understanding between team and customer

Prototyping is the cheapest and quick way of testing. It helps us confirm and reject ideas, identify the need for additional idea or research. (colleagues, 2023)

8.1 Process of Prototyping

Process of Prototyping (colleagues, 2023)

1. Purpose of the Prototype
2. Questions the Prototype helps to answer.
3. Assess which parts of a service to make.
4. Planning the Prototype.
5. Building the Prototype
6. Reviewing
7. Visualising

8.2 Prototyping Method

Prototyping method used in my research is sketching is inexpensive, quick and flexible visualisation. Sketches are prepared using pen and paper by making quick fidelity visualisation of an initial idea or concept within seconds. (Stickdorn, 2018)

In my research, I have used sketching by sketching the test result which is the feedback. (Stickdorn, 2018)

Steps:

- Review scope and clarify prototype questions.

- Decide whom to invite
- Decide on quantity investigation
- Prepare sketching tools
- Create sketches

9 Conclusion:

In conclusion, supporting students in using generative AI responsibly in their future careers demands a comprehensive approach that encircles educational reform, interactive learning experiences, and community engagement. By embracing it, we can empower students to harness the potential of generative AI while contributing to a more responsible and viable AI-driven future.

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