



# Agile Methods v. Design Thinking

By: Elanta Slowek

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# About Myself:



- Chicago, Ill., USA
- Fulbright ETA
- B.A. Marketing
- MSc Business Design and Innovation
- Experience in: Marketing, Communications, Graphic Design, & Design Thinking



# Agenda

1. History of Design Thinking
2. Is your product/service valuable?
3. Design Thinking in Context
4. A Closer Look at Design Thinking
5. Design Thinking and Agile Development
6. Design Thinking v. Human-Centered Design (HCD)
7. HCD Methods using the LUMA Toolkit



1950-60



Creative techniques and new design methods popular approach to solving problems

1991



**IDEO:**  
International design and consulting

2010



**Luma Institute**  
Human-Centered Design methods  
"Helping Everyone Be More Innovative"

2020



# Design

Synonyms: Plan, Blueprint, Outline, Build, Arrangement

\*Not just visual, this is an all-encompassing method\*



A comprehensive approach to problem solving and transformation — Bevan et al., 2007

A way of looking at the world with an eye toward changing it — Berger, 2009

The human capacity to plan and produce desired outcomes — Mau, 2004

Ongoing expectation that each project is a new opportunity to create something remarkable — Boland and Callopy, 2004

A solution finding approach utilizing collective creativity to strengthen individuals, teams, and organizations — Madden, 2015



# Designers

Synonyms: Architect,  
Builder, Creator,  
Producer, Inventor



Must be able to see  
not just what is, but  
what might be.

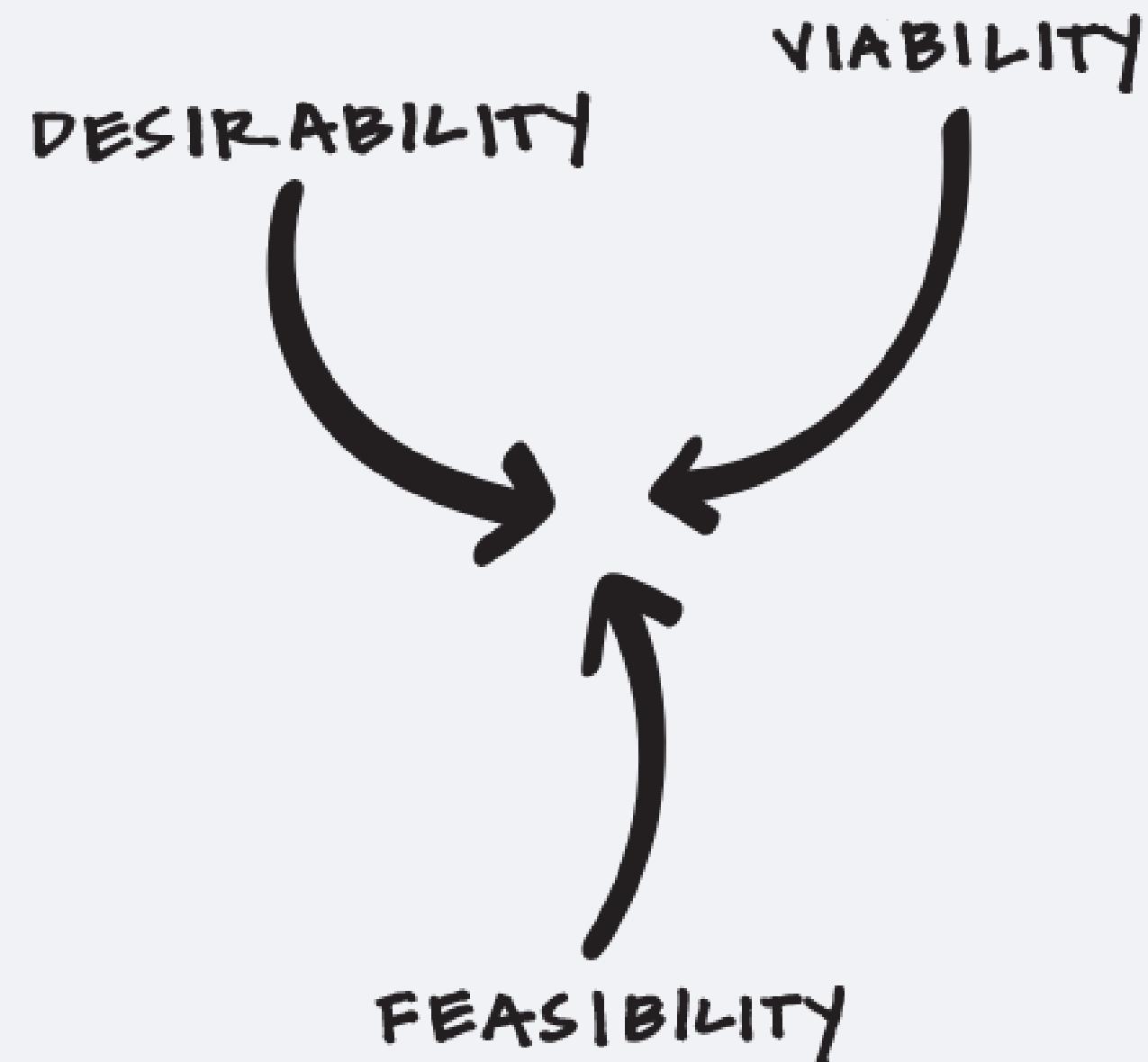
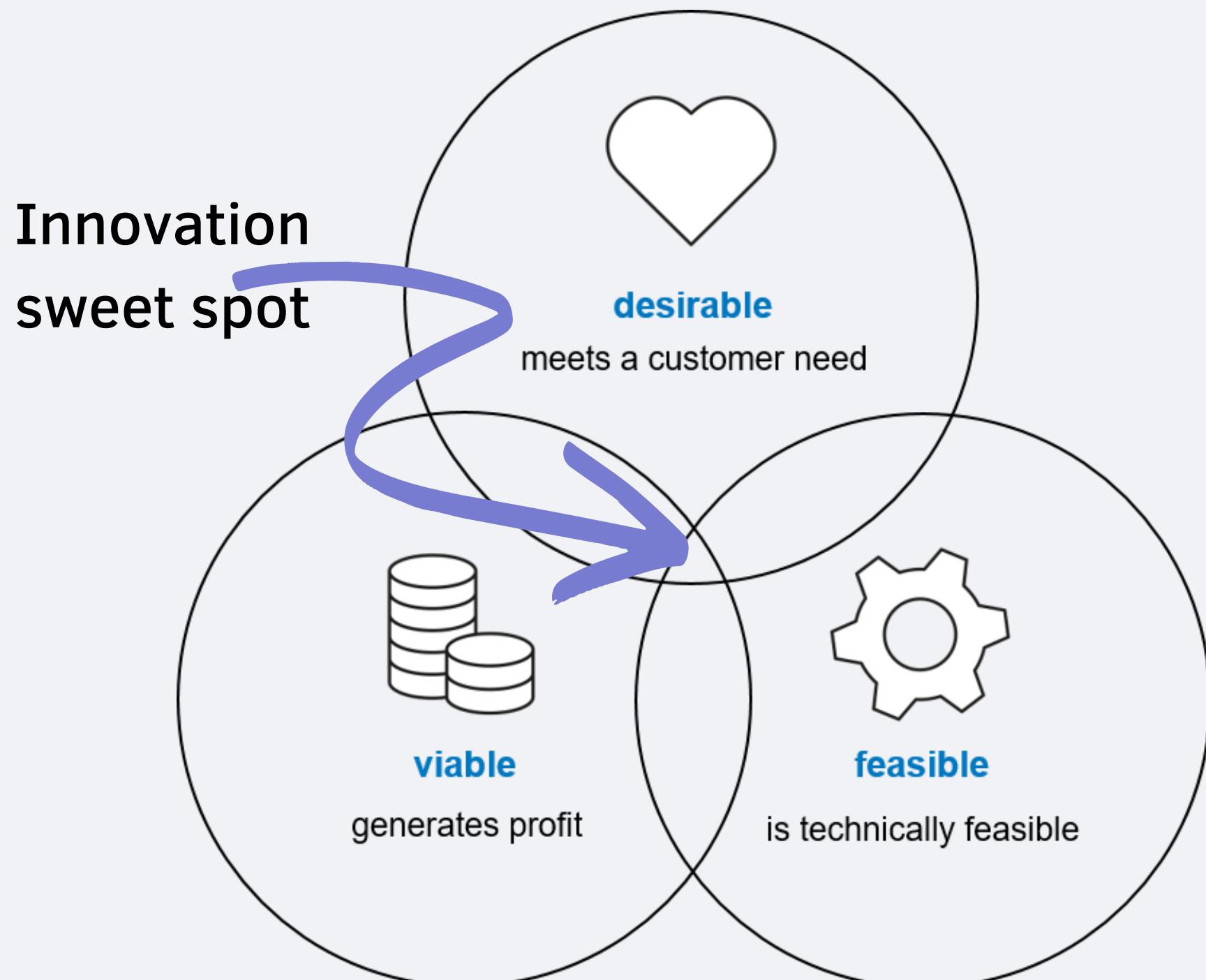


Designers are also  
makers — They  
sketch and build,  
giving form to ideas.



They take that faint  
glimmer of  
possibility and make  
it visible and real to  
others.

# Is your product/service value\*



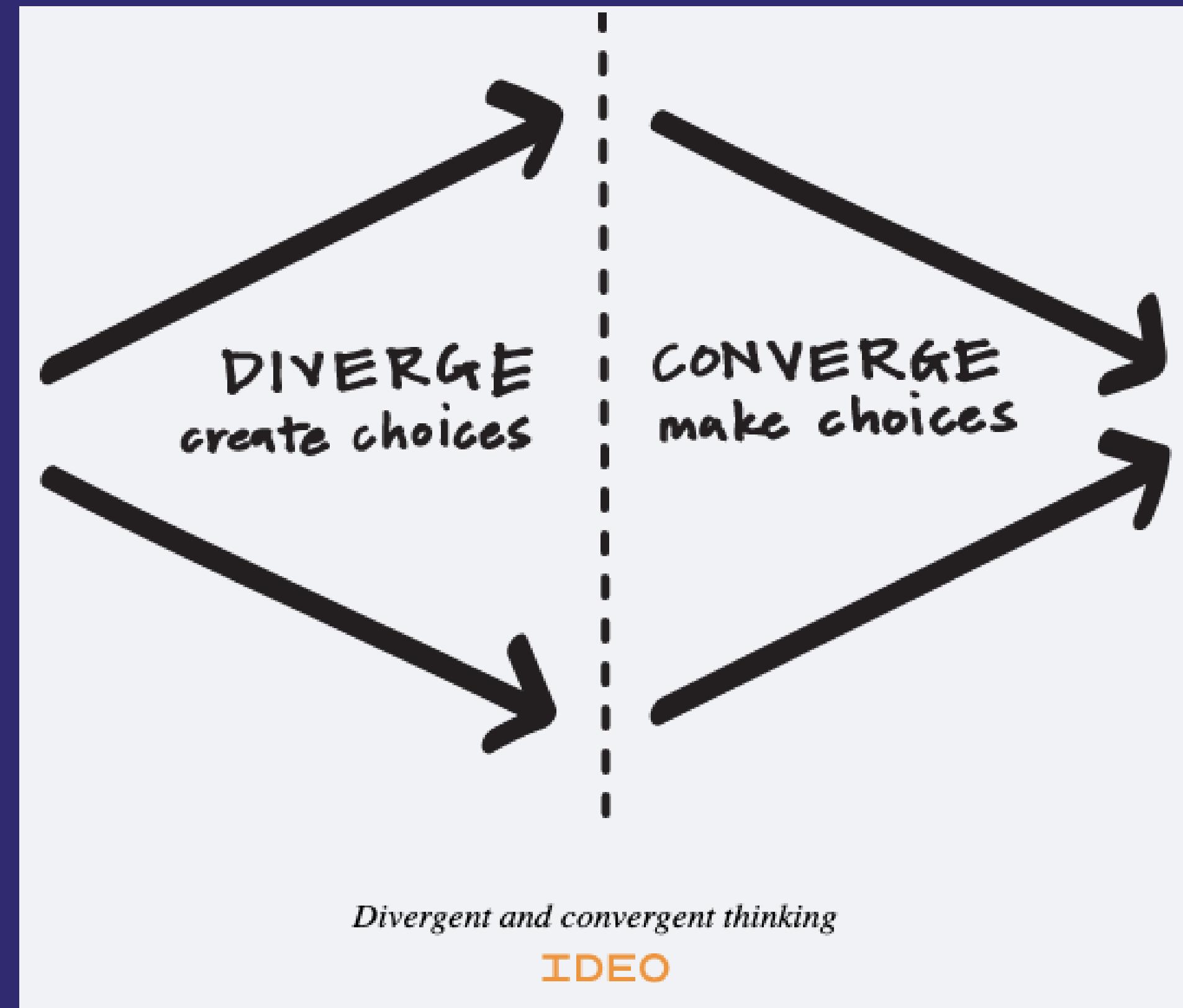
*The intersection where design thinking lives*

IDEO

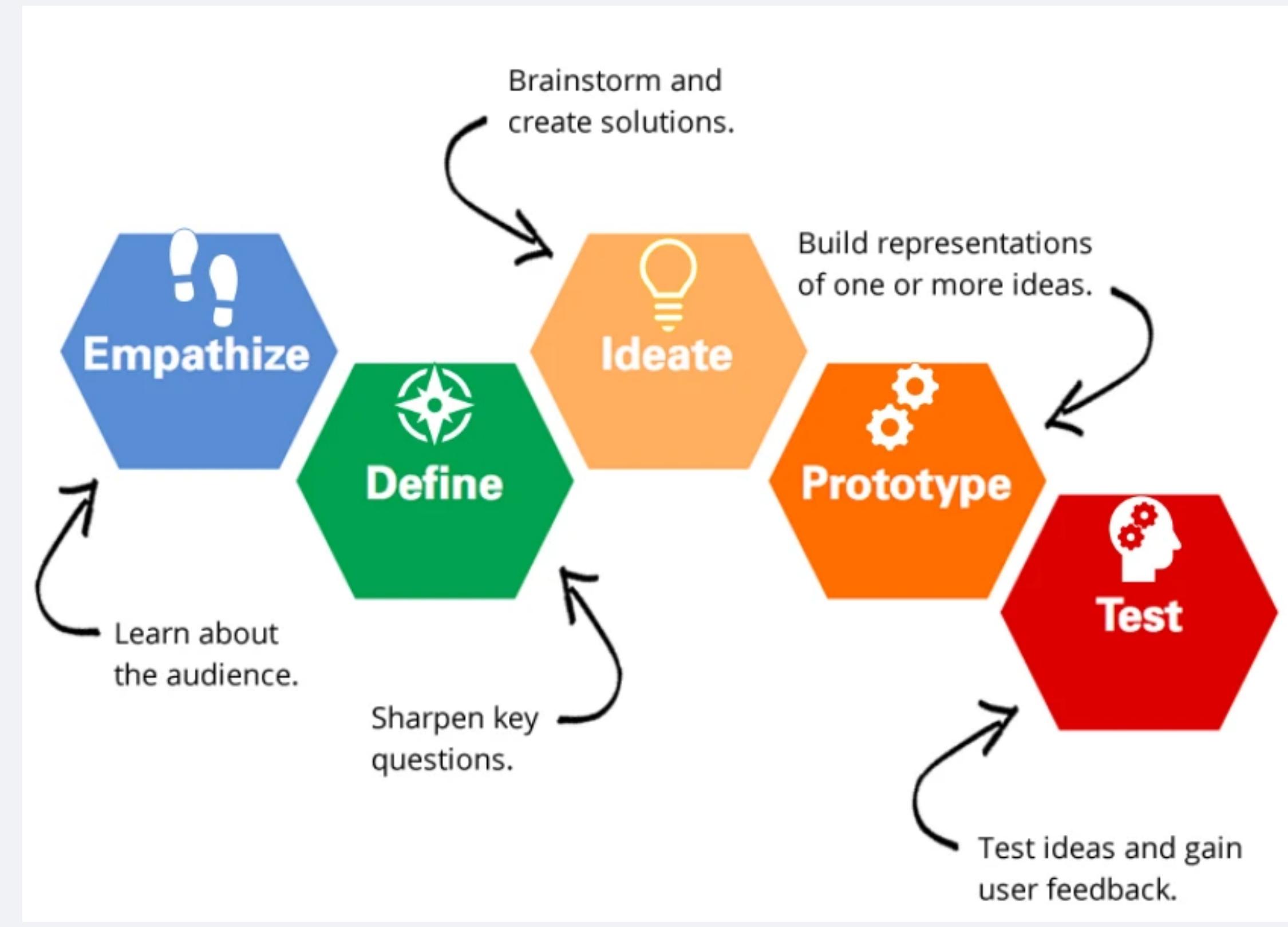
# Design Thinking in Context

Addressing the big questions

- Explores multiple possible solutions to generate creative ideas
- Web-like, focus on connections between ideas



- Linear and systematic
- Process of figuring out a concrete solution

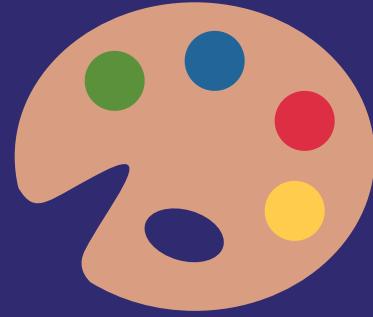
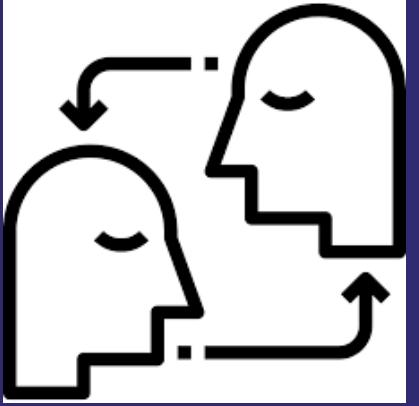


# Design Thinking

Process that you go through to create solutions that will actually be adopted by people



# A Closer look at Design Thinking



## Empathize

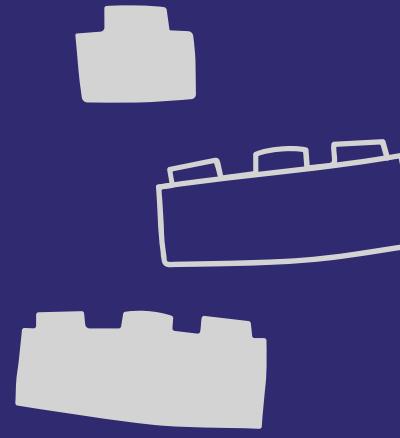
- Focus on a definable problem this group of people has
- Don't rush, fully understand the people being served

## Define

- Converge stakeholders to better understand their needs, assets, and opportunities to align around one common, shared problem.

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# A Closer look at Design Thinking



## Ideate

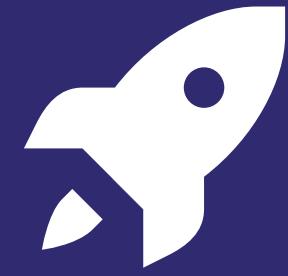
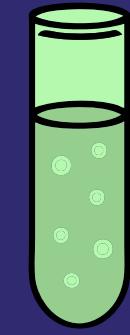
- Come up with as many ideas as possible
- Generate more ideas in partnership with those we are serving.

## Prototype

- Minimum viable prototype to see if the solution will actually be adopted by the market
- Prototypes be built in partnership with key stakeholders and end-users

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# A Closer look at Design Thinking



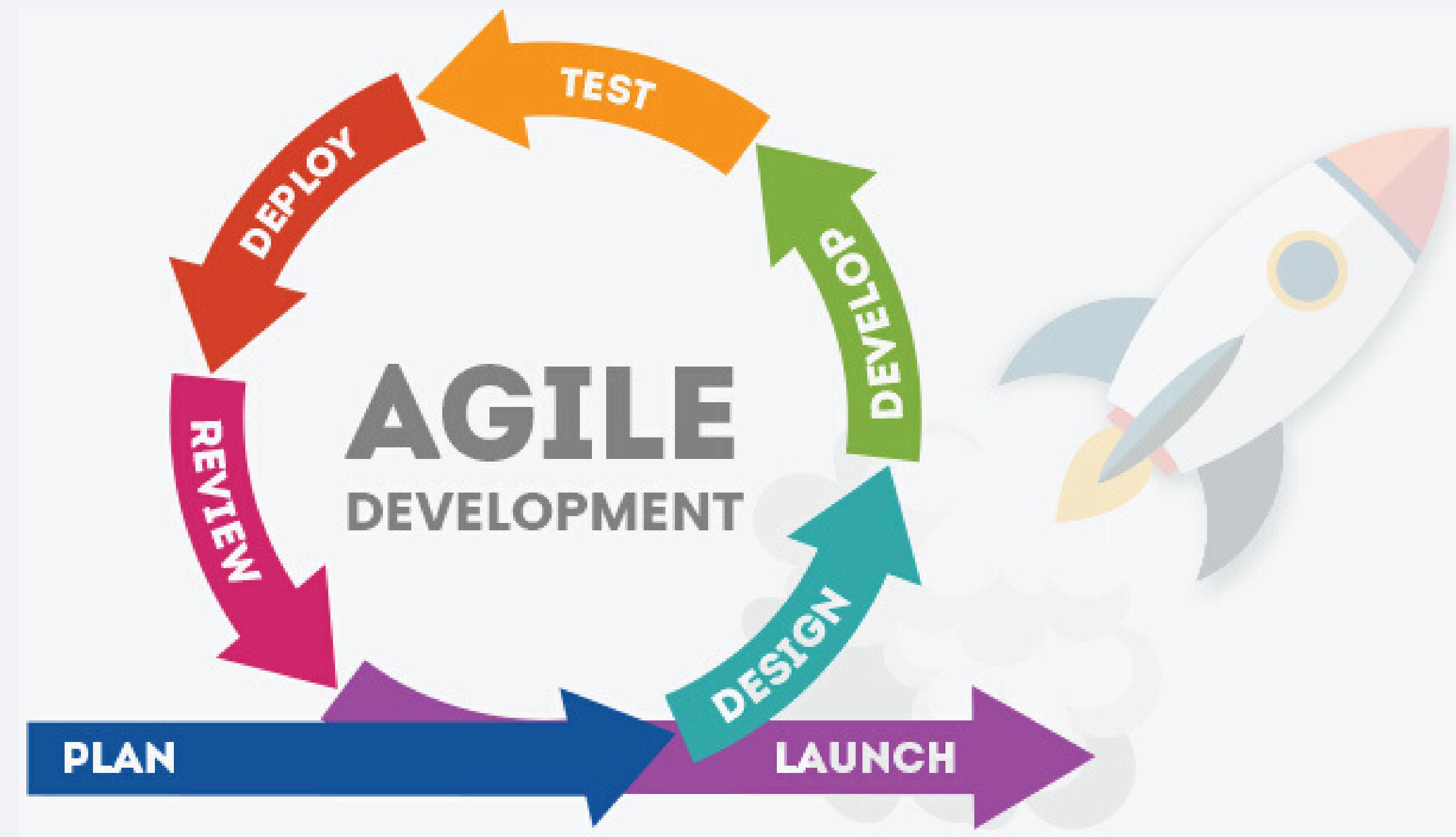
## Test

- Test the prototypes in order to first identify if they will be adopted
- Population will adopt the solution, and it actually creates impact of identified goals

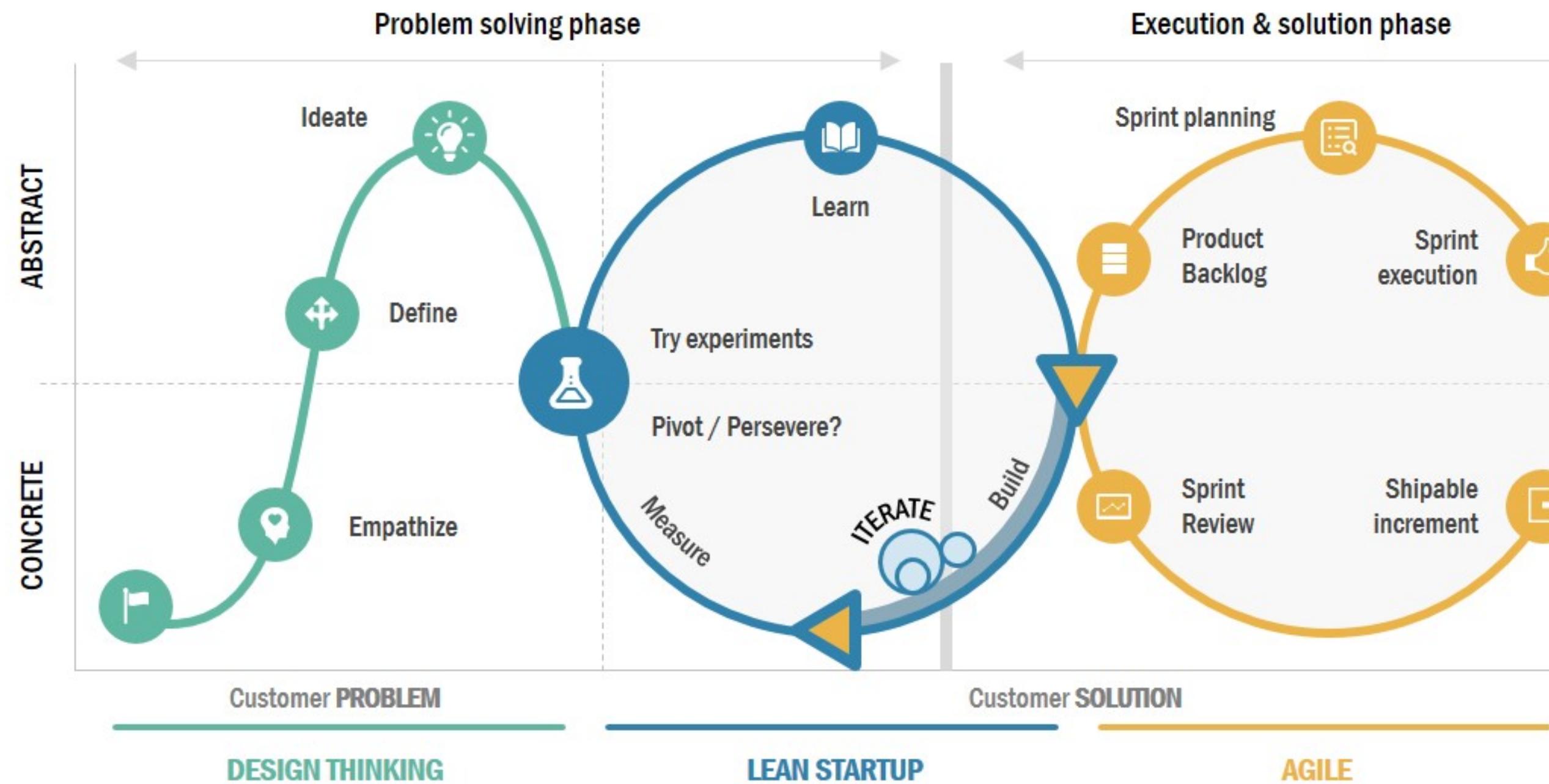
## Launch

- Send the product or service to the consumer

# Design Thinking and Agile Development



# Design Thinking + Lean Startup + Agile Diagram



# Enhancing Agile Development

@jonnyschneider



*Explore the  
problem*



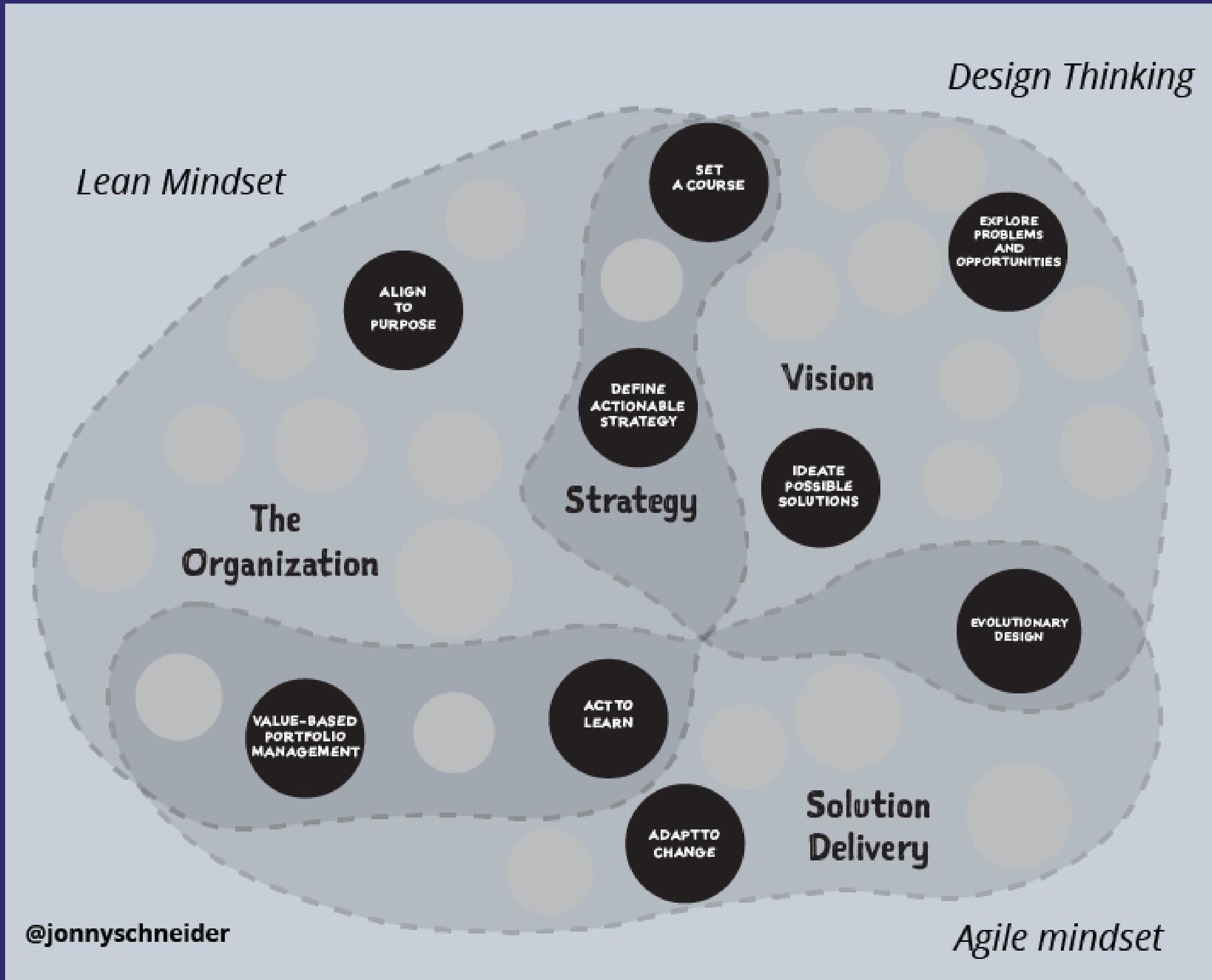
*Build the  
right things*

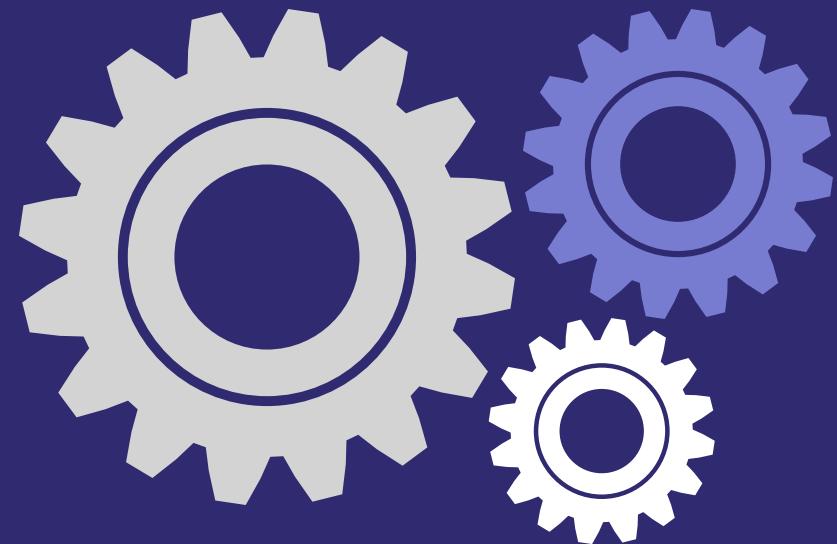


*Build the  
thing right*

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# Overlapping Mindsets





## Design Thinking

An iterative, 5-step process that leads to the effective development of products/solutions that will be adopted by the desired end beneficiary.

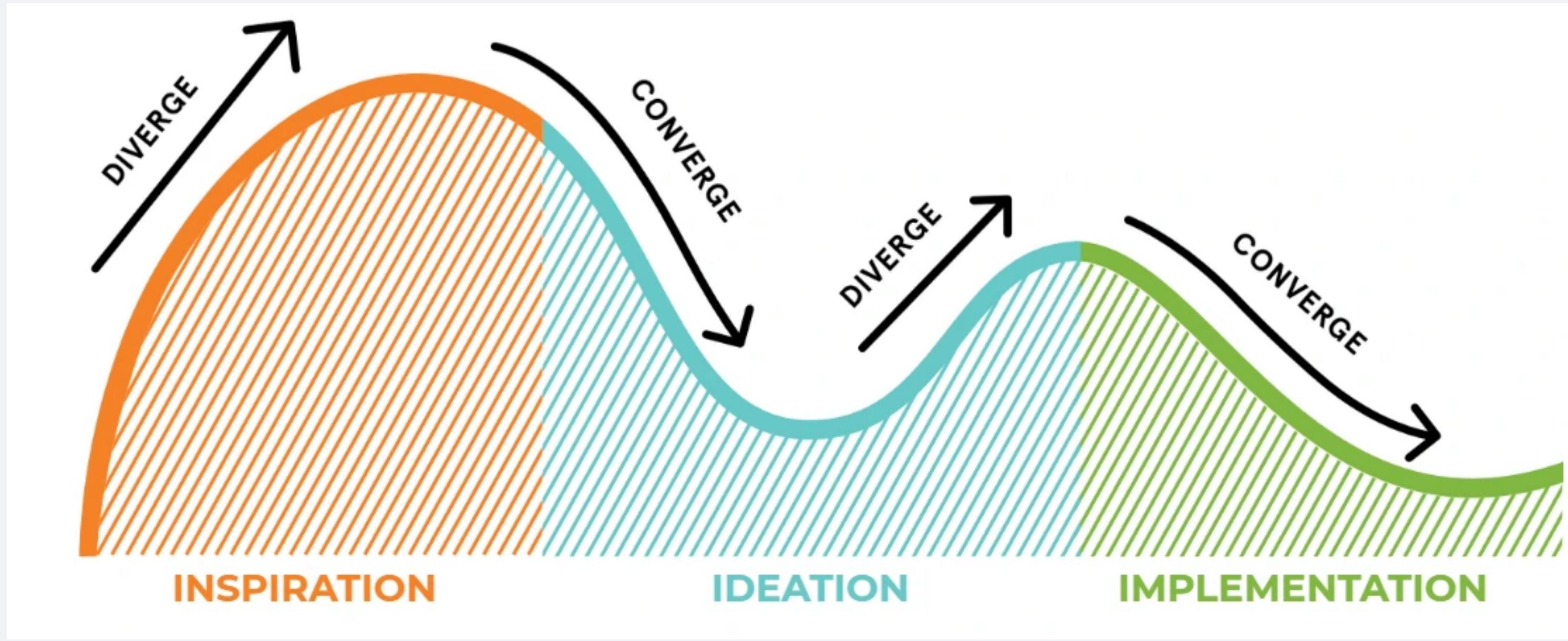


## Human-Centered Design

A mindset and tool to be applied alongside *Design Thinking* that creates a positive, long-term impact for the users of the solution.

# Human-Centered Design (HCD)

Mindset that overlays design thinking to ensure that the products are actually relevant and beneficial in the long run for the people they are intended to serve.



# HCD Methods using the LUMA Toolkit

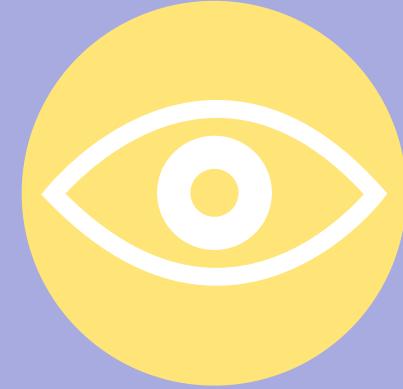
This toolkit provides methods of innovating for people by applying the discipline of Human-Centered Design to create new value and drive sustainable growth.



## Inspiration=Looking

Methods for observing  
human experience

- Interviewing



## Ideation=Understanding

Methods for analyzing challenges &  
opportunities

- Persona Profile



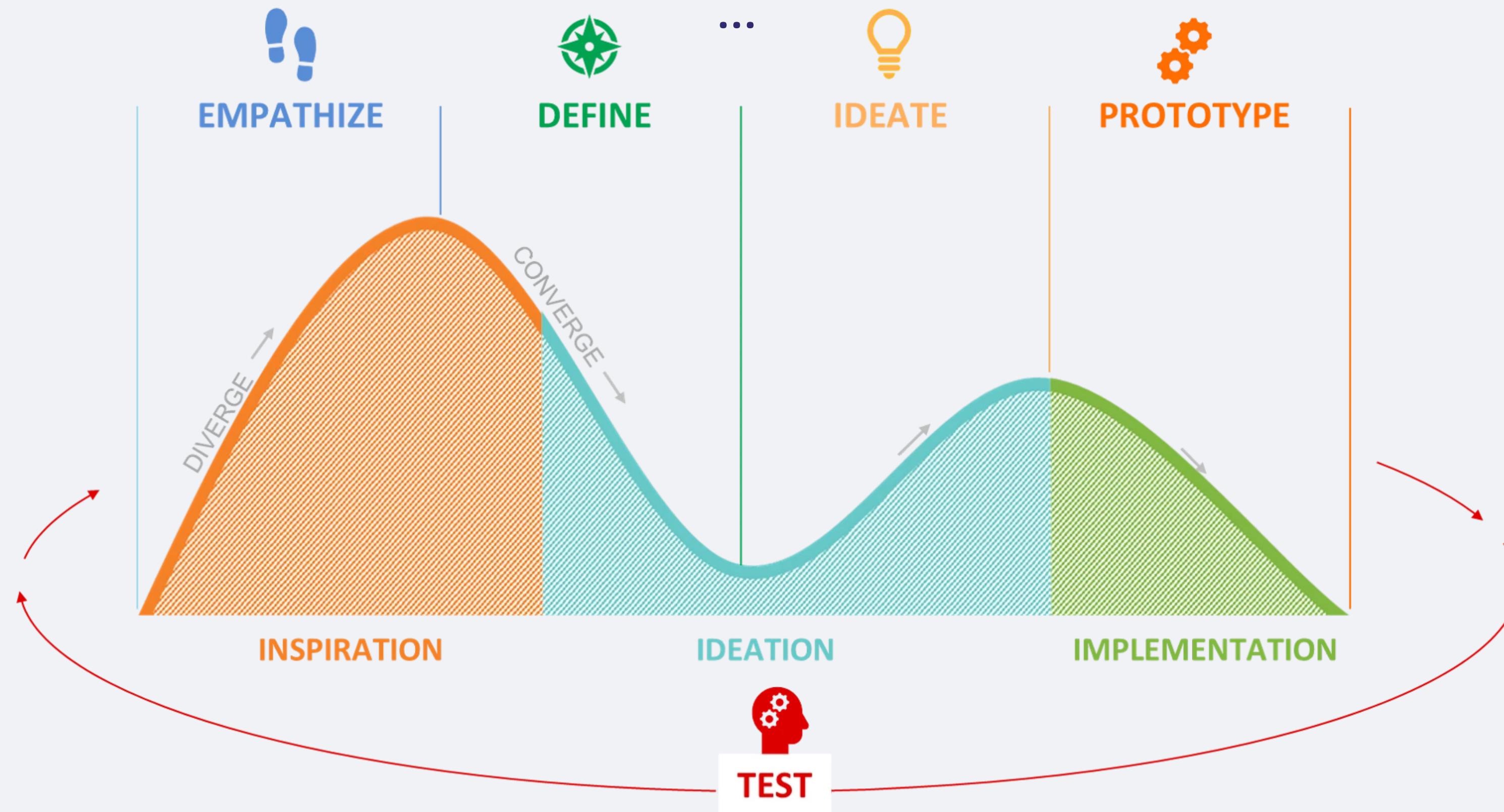
## Implementation=Making

Methods envisioning future  
possibilities

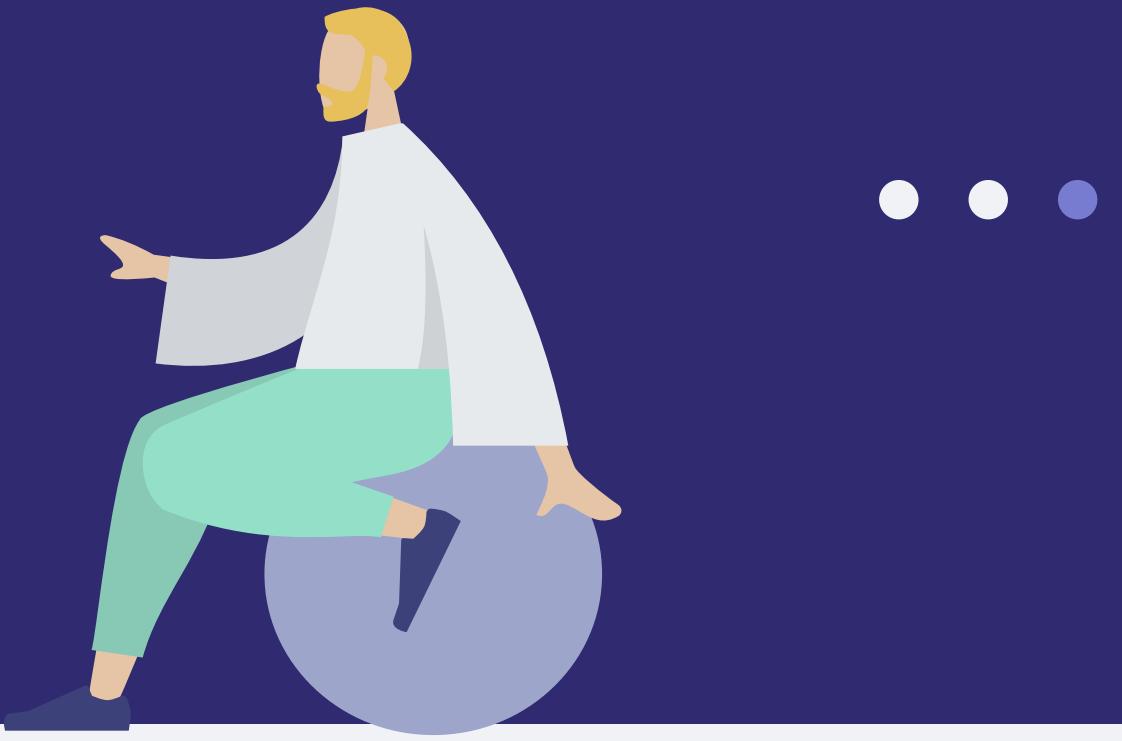
- Video scenario



# Design Thinking in HCD



# Key Takeaways



Are you keeping the end-user in mind as a human being, when creating your solutions?

Is your product/service hitting the 'innovation sweet spot'?

Are you really focusing on the root of the problem and creating sustainable, long-lasting solutions?

Are you willing to create as many ideas as possible and sacrificing superficial beliefs about the ideation process?



# Thank You for Your Attention!

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<https://www.linkedin.com/in/elantaslowek/>

<https://eslowek.myportfolio.com/>

# Work Cited

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