Design Thinking

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DESIGN THINKING

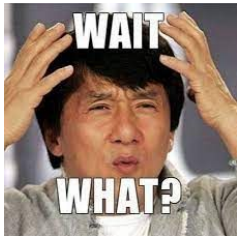
Empathize
Understanding people

Ideate
Generating your ideas

Define
Figuring out the problem

Test
Refining the product

Prototype
Creation and experimentation



What is design thinking?

Originating in the realm of design, design thinking is a problem-solving and innovation technique that has been widely adopted across sectors and disciplines. It places a strong emphasis on using an iterative, user-centric approach to address challenging issues and produce creative solutions.

Among the fundamental ideas of design thinking are...

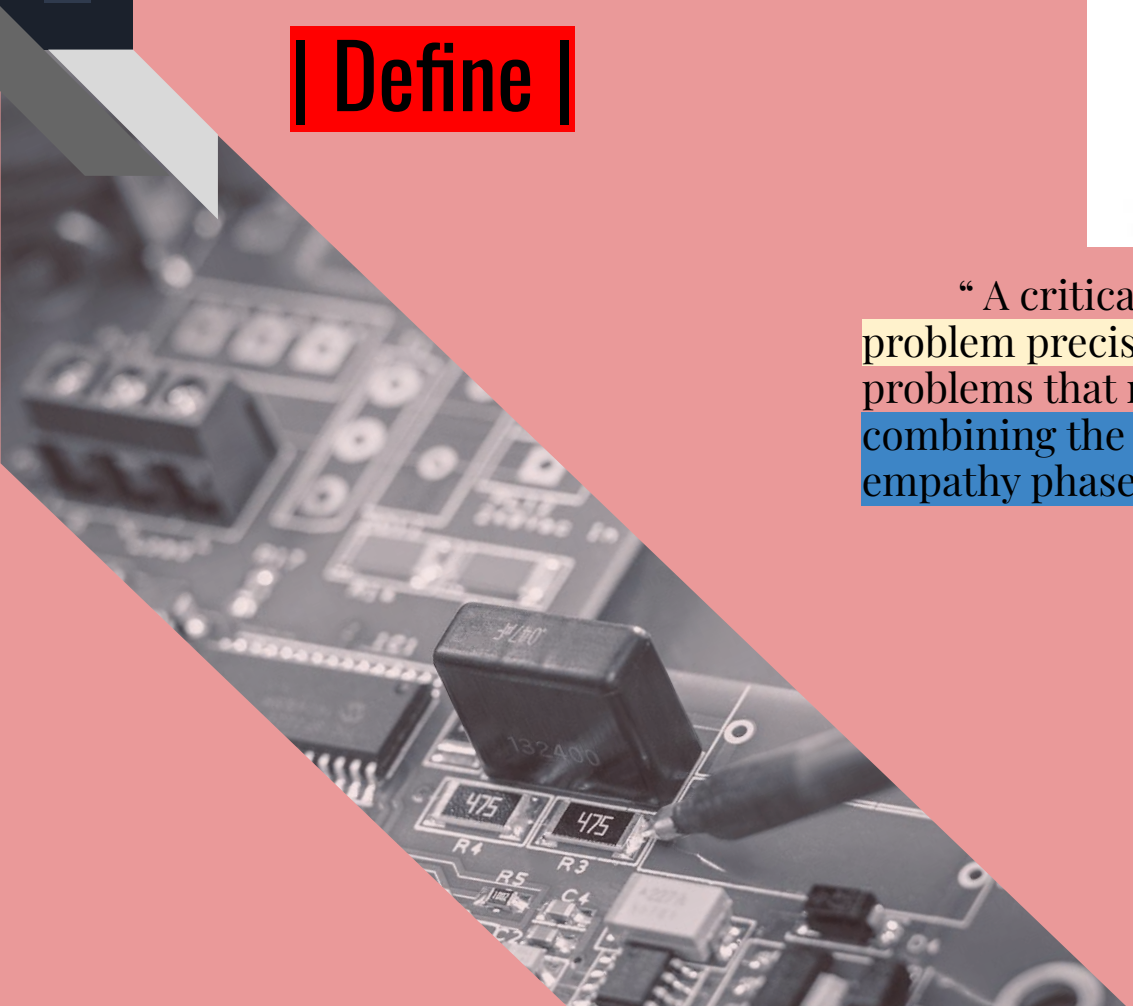
| Empathize |

01 It is essential to comprehend the requirements, emotions, and viewpoints of the stakeholders or end users. To understand their experiences, you must put yourself in their position.

02 To understand their experiences, you must put yourself in their position.

~ *“ The customer is always right :) ”* ~

| Define |



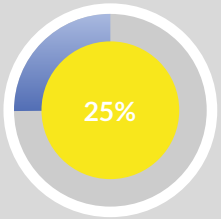
“ A critical first step is to define the problem precisely. To determine the main problems that require attention, it entails combining the data acquired during the empathy phase. ”

| Ideate |

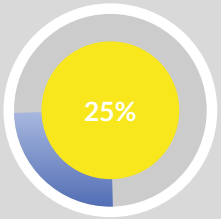
The ideation phase involves coming up with a wide range of original ideas without passing judgement. This promotes the free exchange of creative ideas, frequently through brainstorming sessions.

| Prototype |

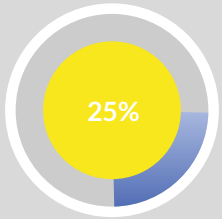
It is possible to test concepts or solutions quickly and affordably by creating physical representations of them. Prototypes can be digital simulations, real models, or even drawings.



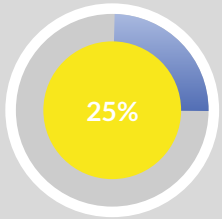
Testing and Evalutation



Feedback



Iterative Development



Communication

Testing and Evaluation

Prototypes allow designers and engineers to assess the performance, functionality, and user experience of a product before investing in full-scale production.

Feedback

Prototypes provide a platform for gathering feedback from users, stakeholders, or team members. This feedback is crucial for making informed decisions and refining the design.

Communication

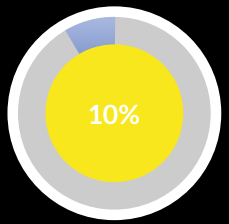
Prototypes serve as a visual and tangible means of communication between different stakeholders involved in the design and development process. They help convey ideas and concepts more effectively than abstract descriptions

Iterative Development

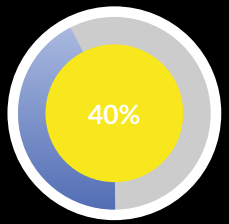
Prototyping supports an iterative development process where designers can make improvements based on feedback and testing, leading to a more refined and successful final product.

| Test... |

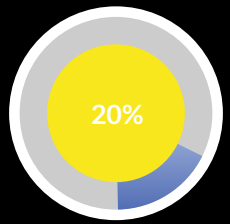
Testing the prototypes on real users or stakeholders facilitates feedback collection and solution refinement. This iterative procedure enables ongoing development and enhancement.



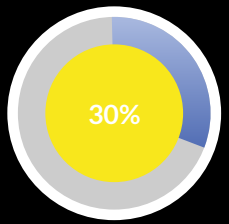
Gather Feedback



Understand solution fit



Make adjustment



Iterate

Gather Feedback

During the testing phase, it's crucial to involve actual users or stakeholders who represent the target audience. This could involve conducting usability testing, interviews, surveys, or other methods to collect qualitative and quantitative feedback.

Make Adjustments

Based on the feedback received, designers and teams must be willing to make adjustments to the prototype or solution. This could involve refining features, improving usability, addressing pain points, or even pivoting to an entirely different approach if necessary.

Understand Solution Fit

The primary goal of testing is to assess how well the proposed solution addresses the identified problem or need. It's essential to evaluate whether the solution resonates with users, meets their expectations, and provides a positive experience.

Iterate

The testing phase often leads to iterations of the design. Designers go back to the ideation and prototyping phases to refine and enhance the solution based on the insights gained from user testing. This iterative process continues until a well-refined and validated solution is achieved.

| Example of a design thinking problem: |

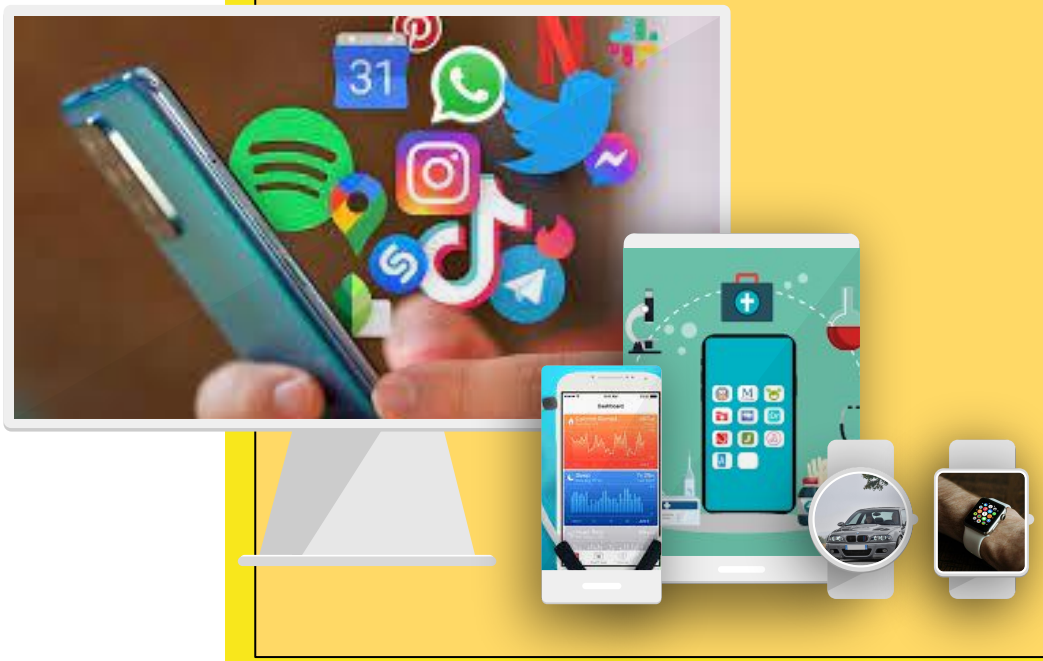
Design an app that helps users become healthy

Utilizing the design thinking process...

This is among the simplest illustrations of the design thinking methodology.

Let's say you wish to develop a mobile app that encourages individuals to maintain their physical health. You must first comprehend the clients who will utilise your offering. Potential users, such as adults between the ages of 18 and 50, will be the ones you speak with. You will talk with the team and stakeholders about their health-related needs and challenges after learning about them.

You will identify the specific issues that the potential consumers are facing based on the information provided. For instance, most people struggle to maintain their motivation and consistency when exercising on a daily basis. You will now solve specific problems with original thoughts. For example, rewarding yourself after completing a workout



| Empathize |

- Interview and survey prospective users, with an emphasis on individuals between the ages of 18 and 50.

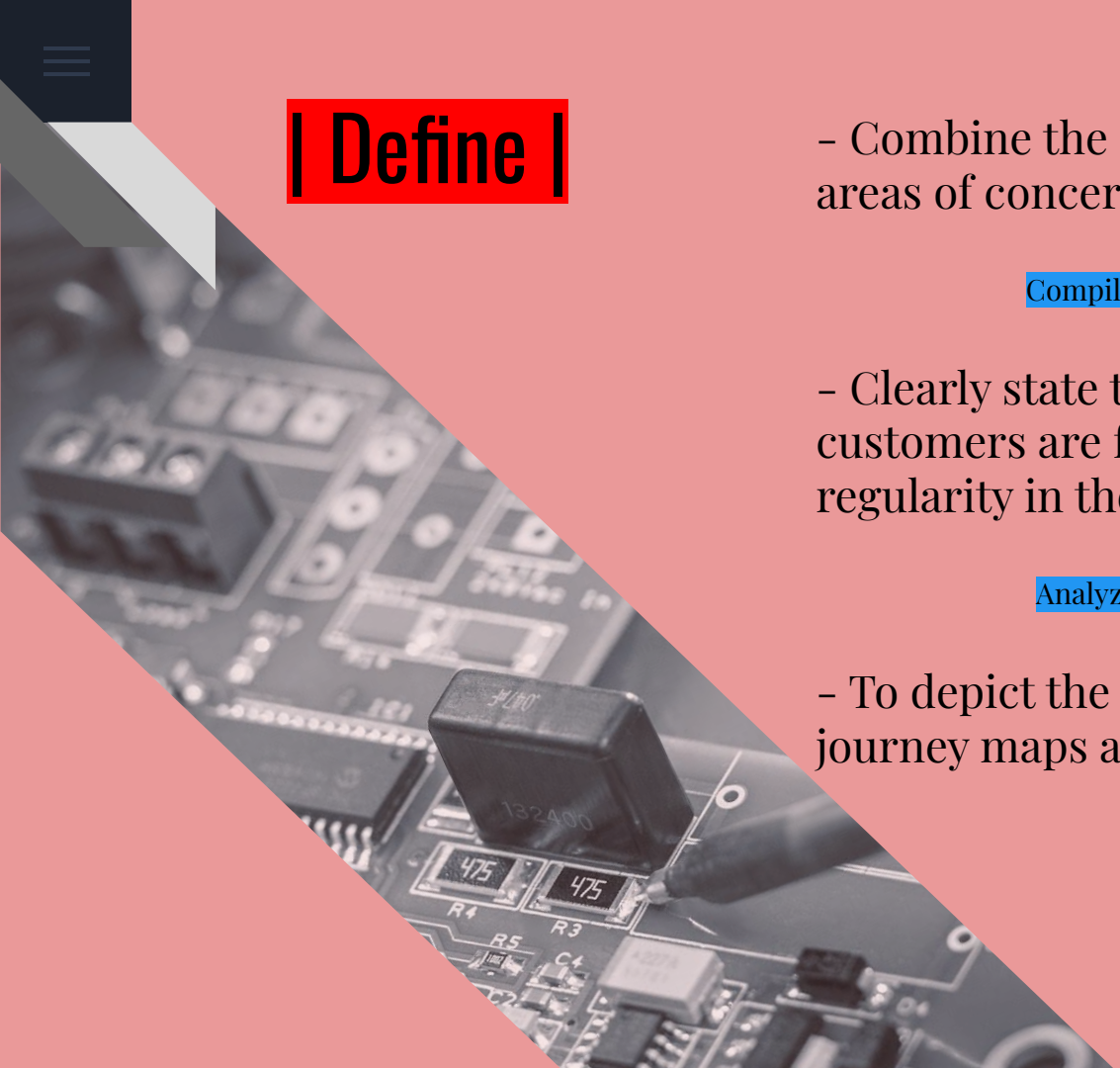
“ How old are you? ” or “ Where do you live? ” or “ Do you have any allergies? ”

- Learn about their daily routines, motivations, obstacles, and health-related requirements.

“ How regularly do you do physical activities? ” or “ How long do you spend on your personal devices? ”

- Interact with stakeholders and the development team to learn about their viewpoints on fitness and health.

| Define |



- Combine the data to find recurring patterns and areas of concern.

Compile a list of your previously acquired data

- Clearly state the challenges that potential customers are facing, such as motivation and regularity in their daily exercise routines.

Analyze the data to find relevant information

- To depict the typical user's experience, create journey maps and user personas.

| Ideate |

- Hold brainstorming meetings with the group to produce original solutions to the problems that have been highlighted.

- Promote unconventional thinking and investigate different approaches.

- Take into consideration cutting-edge strategies like gamification, social incentives, or customised challenges to inspire consumers and improve their consistency with exercise.

| Prototype |

How the prototype is developed:

- Create a low-fidelity mobile app prototype using the chosen concepts.

- Concentrate on designing a user interface that complements the suggested fixes.

- Add elements such as an online rewards programme for users who finish their routines.

| Test... |

- Test the usability of a sample of prospective users.

- Get opinions on the usability, functionality, and efficacy of the suggested fixes of the app.

- Iterate the prototype in response to user input, modifying it as needed to increase the overall efficacy of the app.

| THE PRODUCT IS NOW READY FOR BETA-TESTING TO OBTAIN REAL-WORLD FEEDBACK |


Thank you!