

Design Thinking

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PERSONAS

“Existem diferentes maneiras de criar personas. É importante imaginar o usuário típico como uma "pessoa real". As pessoas têm experiência, carreira de vida, preferências e interesses privados e profissionais. O objetivo principal é descobrir quais são suas verdadeiras necessidades. Frequentemente, os usuários potenciais são esboçados em uma iteração inicial, que se baseia no conhecimento dos participantes. Deve então ser verificado que um usuário que foi esboçado como este realmente existe no mundo real. Entrevistas e observações muitas vezes mostram que os usuários em potencial têm necessidades e preferências diferentes das inicialmente assumidas.” LEWRICK et. al., 2018

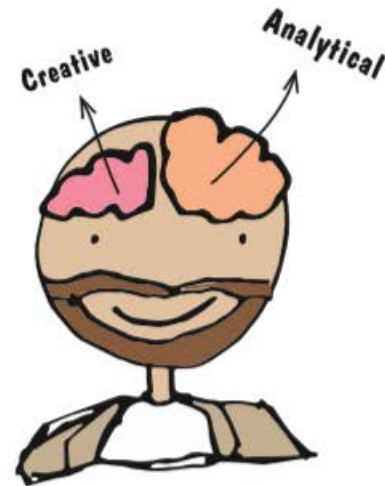




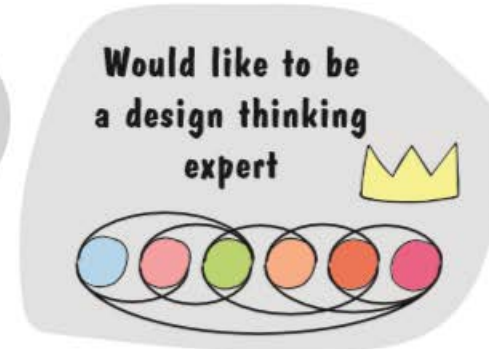
Building up community & exchange of knowledge with other design thinkers



Peter,
Innovation &
Co-Creation
Manager



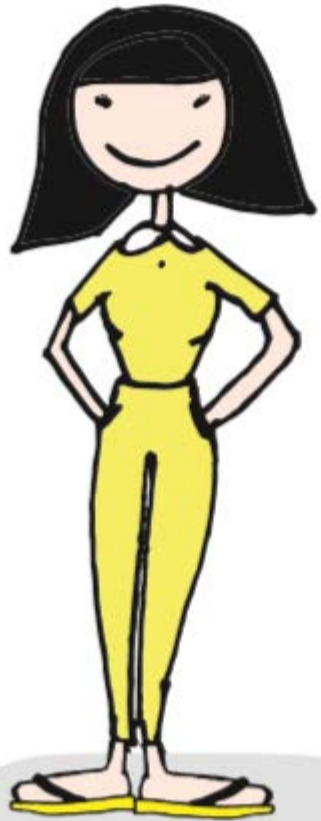
MSc in Electrical Engineering,
Technical University, Munich.
ICT, media and entertainment



Development of new
product, process,
and service ideas in the
information and communications
industry



Developing digital
business models and imple-
menting digitization strategies

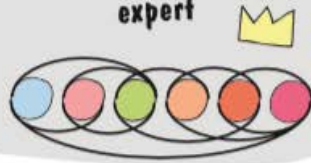


*Research in
the field of agile methods*



**Doctoral thesis
"Design of Powerful
Business Ecosystems in a
Digitized World"**

**Is a design thinking
expert**

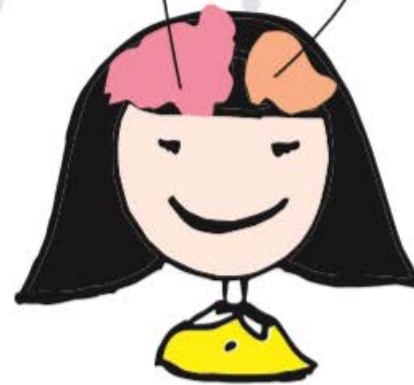


**Lilly,
a design thinking &
lean start-up coach**

**Baby
or start-up?**

Creative

Analytical



**Enterprise Management,
Zhejiang University
School of Management**

**Set up and maintain
contact
with other design
thinking experts**



**Further development of
methods and mindset**

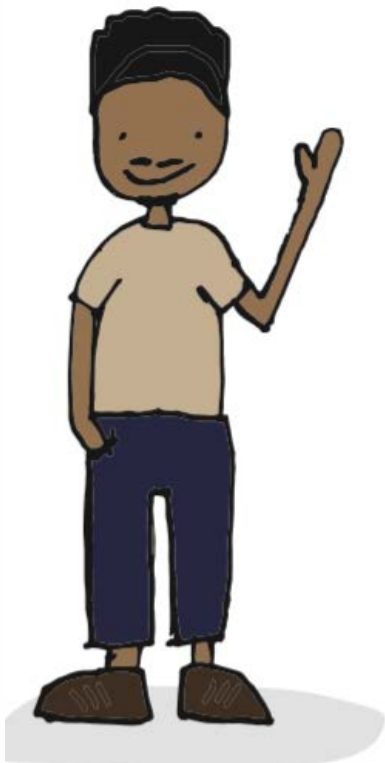
**Coaching student
teams**



**More examples from
actual practice**

Ideas  **Innovation**

LEWRICK et. al., 2018



Visualization of the team

User profiles of a typical start-up team:

The "brain" (Beatrice)



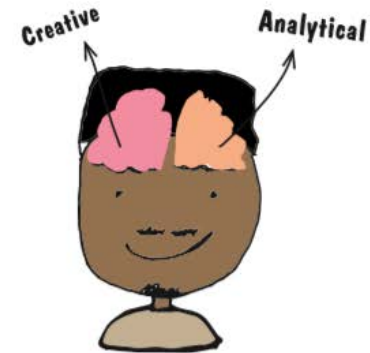
- creative problem solver
- natural sense for business
- broad knowledge

The mover and shaker (Vadim)



- technical expertise
- implements
- reliable

Marc, innovator, entrepreneur, tech founder



MSc in Computer Science,
Bachelor in Mechanical Engineering
PhD candidate at Stanford University,
Design Research & Innovation

The visionary (Tamara)



- creative and visionary
- thinks in terms of future opportunities
- sees the big picture

The strategist (Stephan)



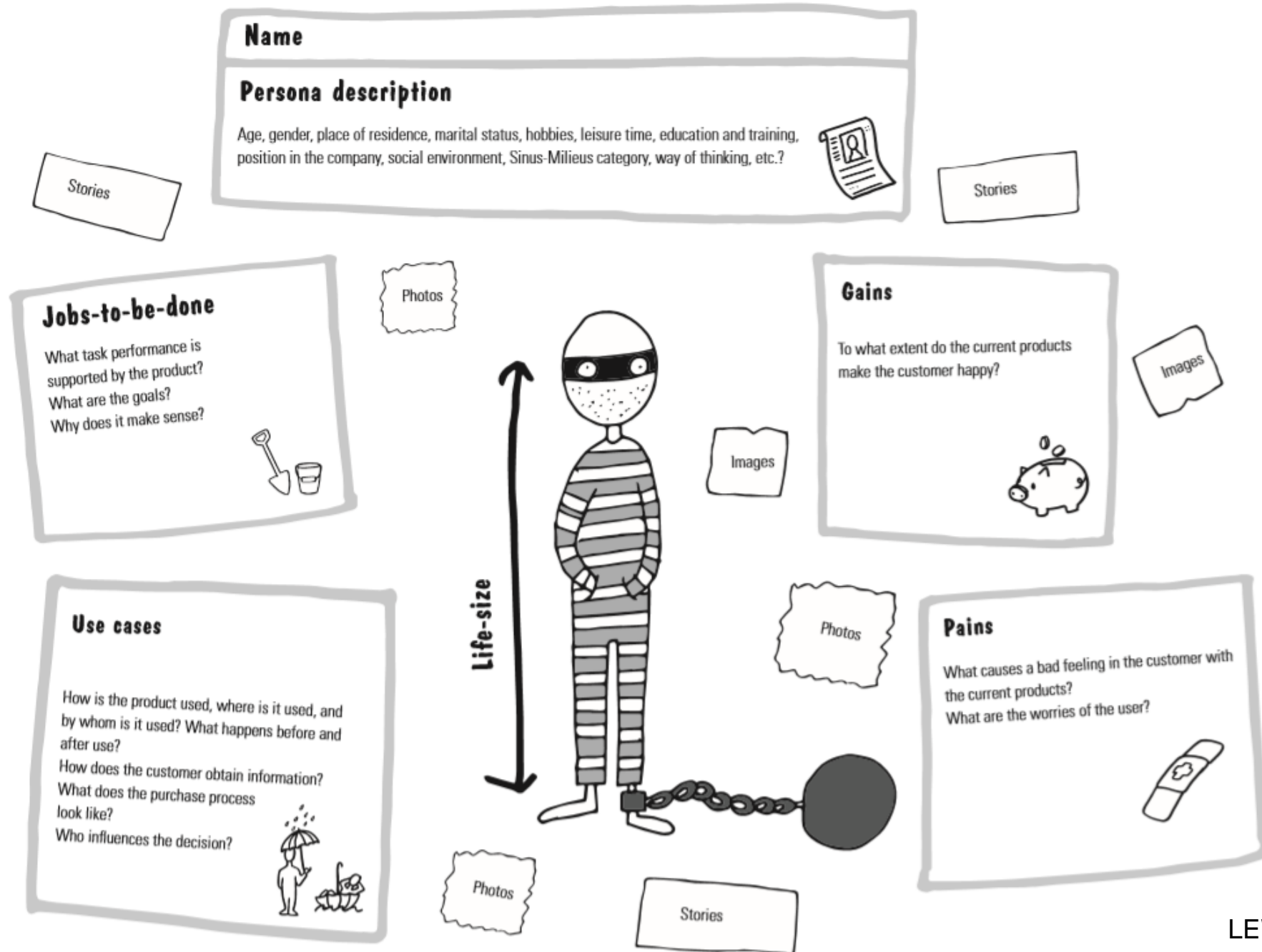
- creative and strategic
- thinks in real options
- identifies risks

The salesman (Alex)



- powerful personality
- convincing
- customer-oriented and extroverted

USER PROFILE CANVAS

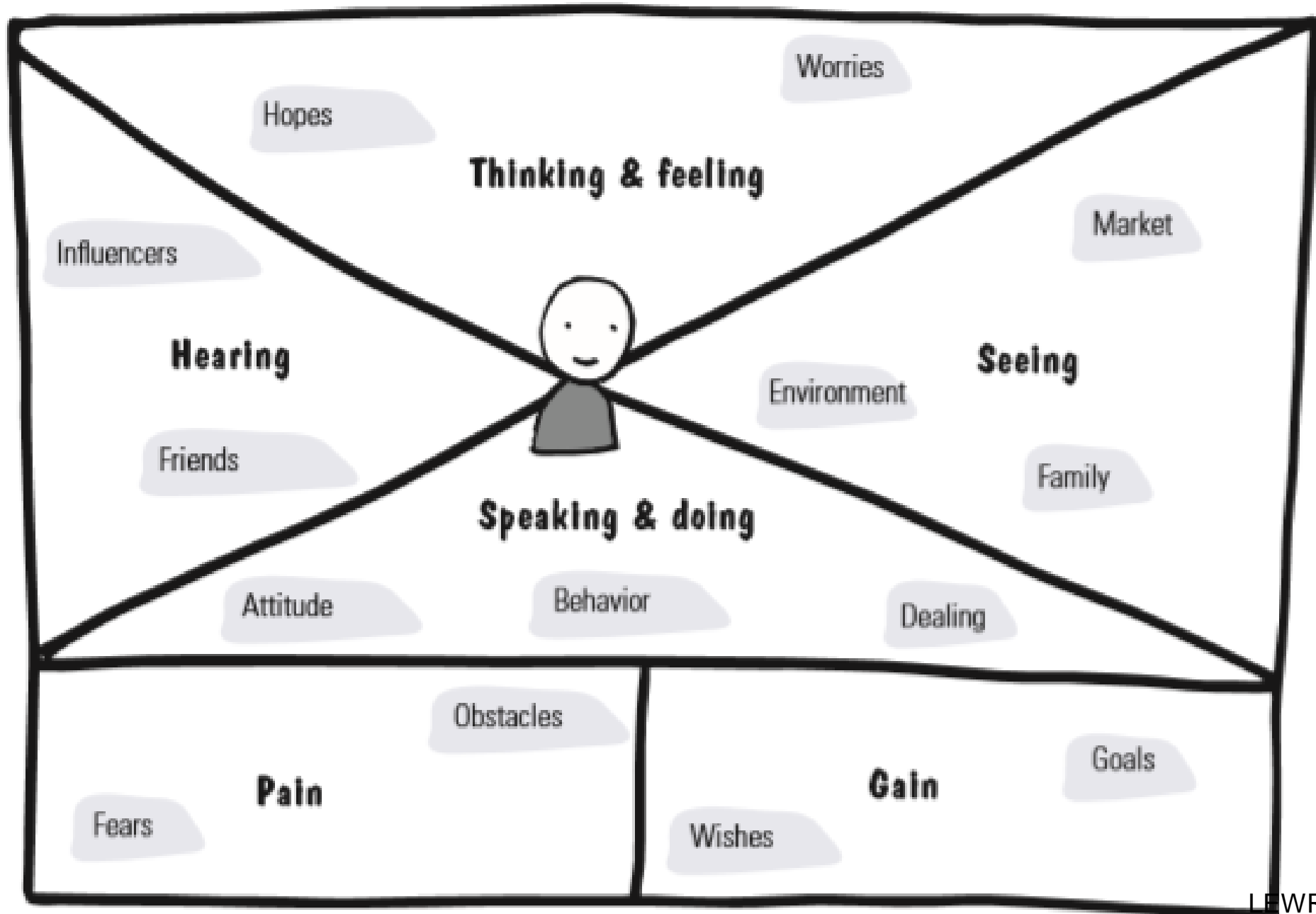


Mapa de empatia

“Em um primeiro passo, o usuário deve ser definido e encontrado. Idealmente, vamos sair logo no início e conhecer um potencial usuário. Observamos, escutamos e criamos empatia. Os insights são bem documentados, na melhor das hipóteses usando fotos e vídeos. [...] Um chamado cartão de empatia pode ser usado aqui que aborda as seguintes áreas: ouvir, pensar e sentir, ver, falar e fazer, frustração e desejo. Também sugerimos falar com especialistas que conhecem bem a persona e, claro, ser ativo e fazer o que o usuário está fazendo.” LEWRICK et. al., 2018



Empathy map



Referências

- [1] VIANNA, Maurício; VIANNA, Ysmar; ADLER, Isabel K.; LUCENA, Brenda; RUSSO, Beatriz; **Design Thinking: inovação em negócios**. MJV Press, 2012.
- [2] LEWRICK, Michael; LINK, Patrick; LEIFER, Lerry. **The Design Thinking Playbook: mindful digital transformation of teams, products, services, businesses and ecosystems**. Wiley, 2018.
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- [4] BURNETTE, Charles. **A Theory of Design Thinking**. 2009.
- [5] GONSALES, Priscila. **Design Thinking e a ritualização de boas práticas educativas**. Instituto Educadigital, 2017.

