



Design Thinking

STEPS IN DESIGN THINKING



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST



WHAT IS DESIGN THINKING ?

LET'S DISCUSS

UNDERSTANDING THE USER



Design Thinking is an iterative process



The first step is to identify the target audience which in simple terms is the user



The next phase is empathising and understanding the user



Here the practitioners interact with the users to get an in depth view of their lifestyle, need, requirements, challenges etc.

HOW DO THESE STAGES HELP A DESIGNER?

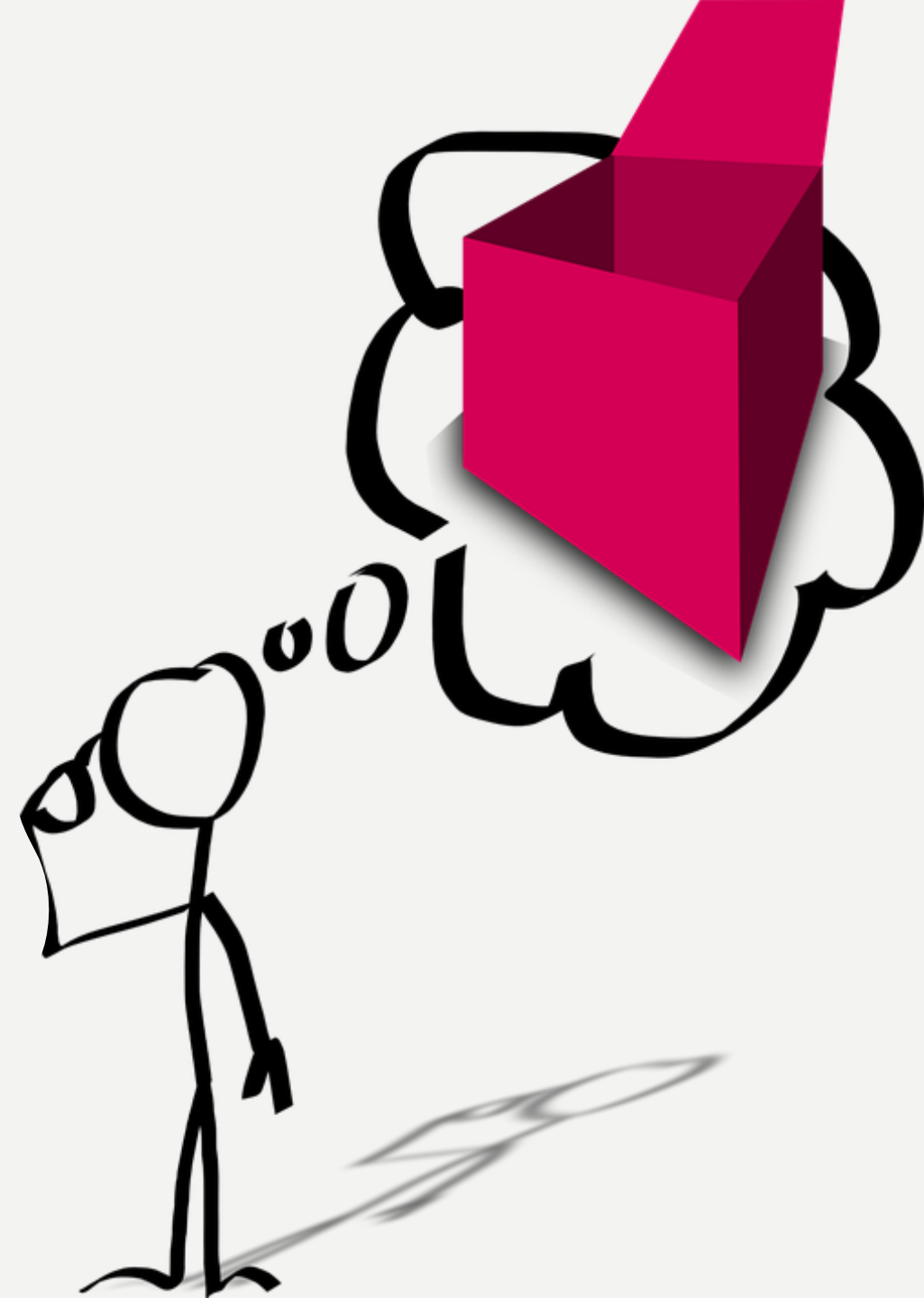
In order to design a good product/solution, it is very important to step into the shoes of the user



DEFINING THE PROBLEM

- Define the problem clearly and succinctly
- Perform brainstorming.
- Think out of the box.

Can you tell me why thinking out of the box help the design thinkers?



WHAT IS IDEATION?

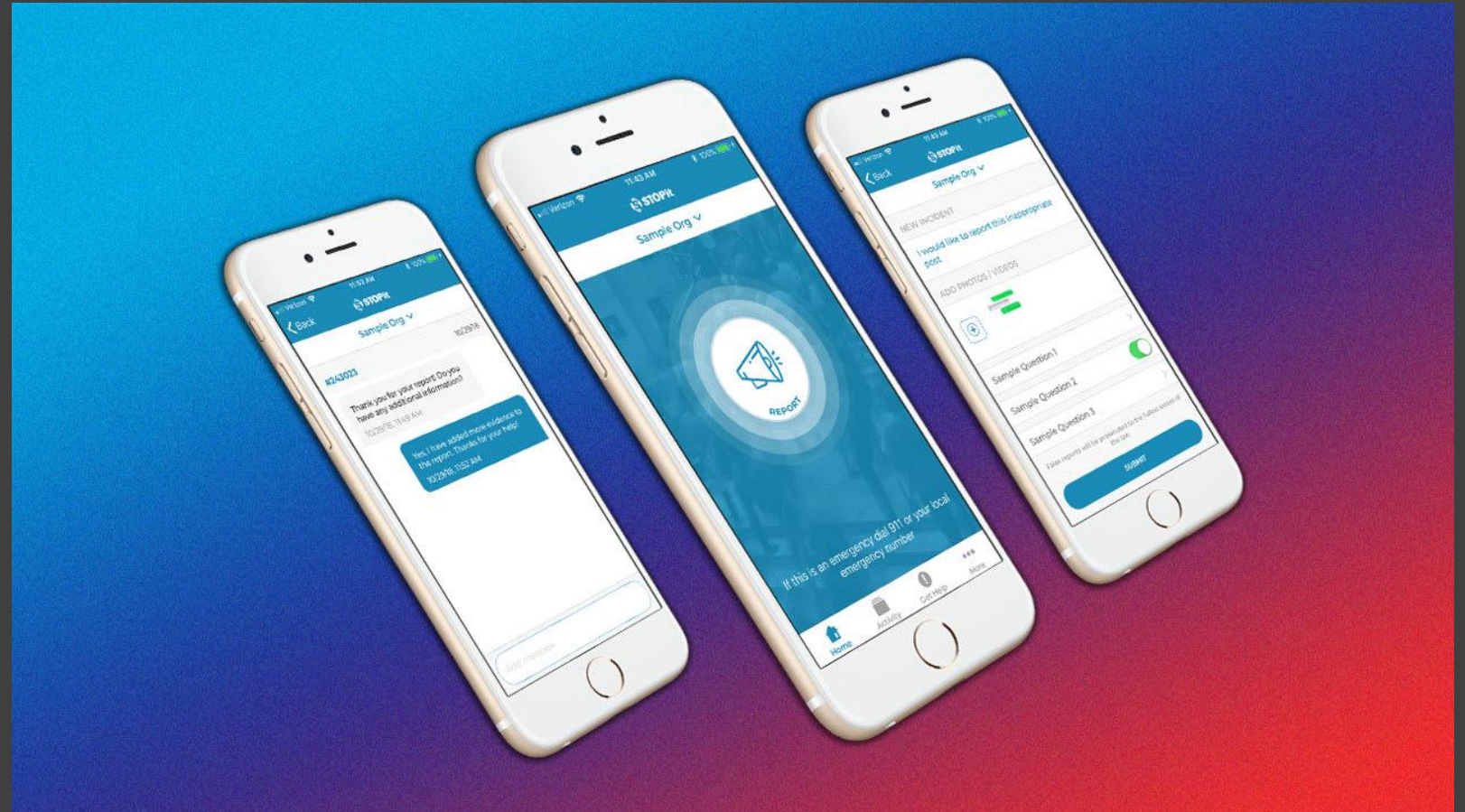
IDEA + CREATION = IDEATION



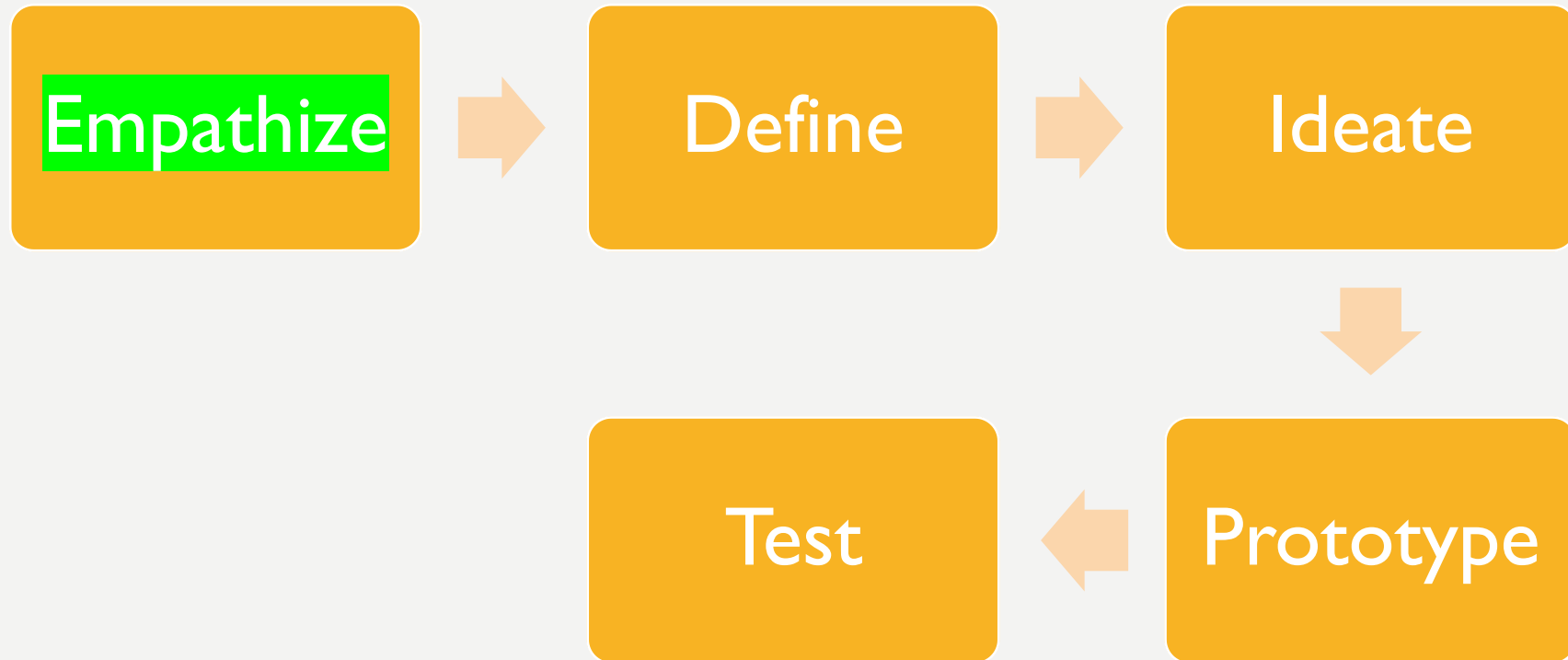
HOW DOES A LITTLE GIRL DEAL WITH BULLIES?

LET'S FIND OUT

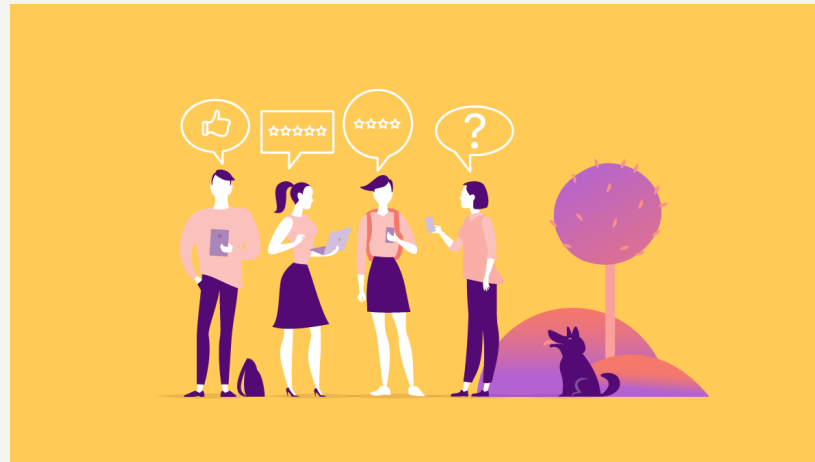
MEADAIBAHUN MAJAW'S IDEA



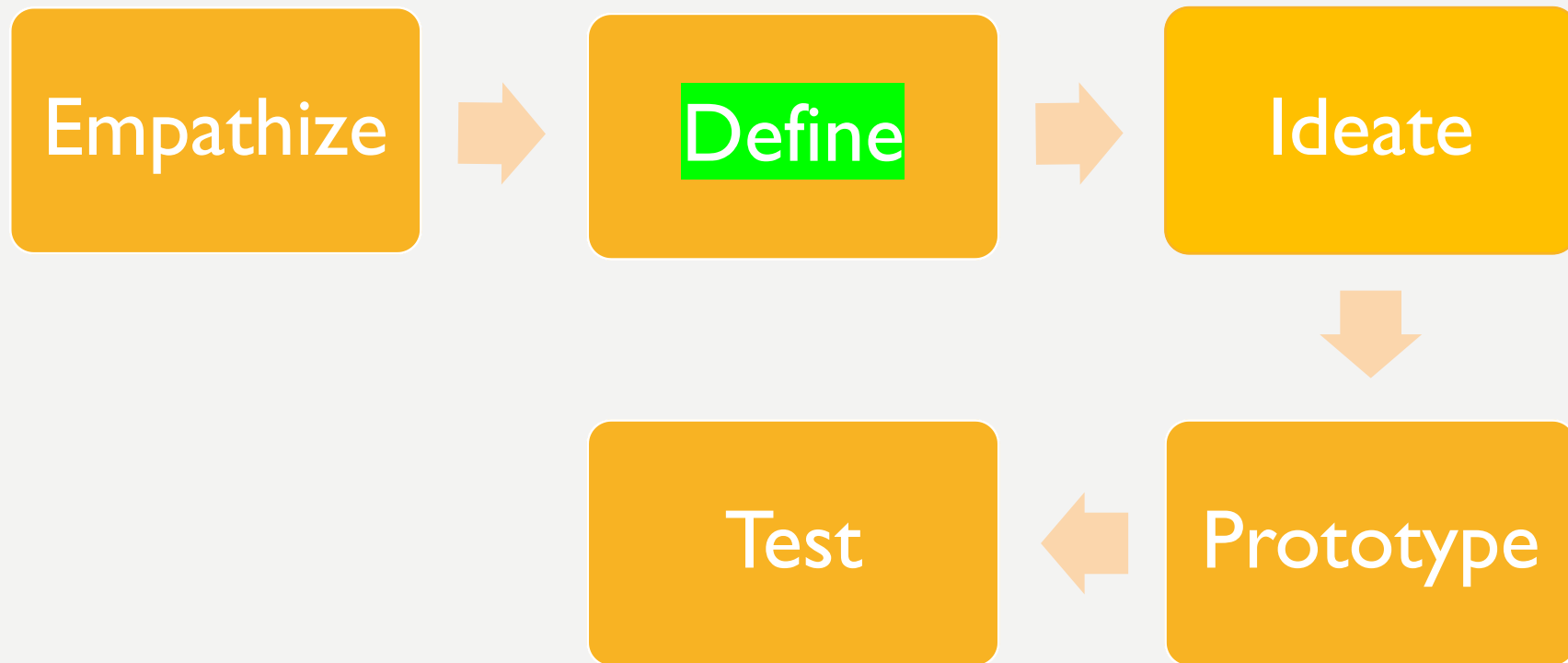
STANFORD DESIGN THINKING MODEL



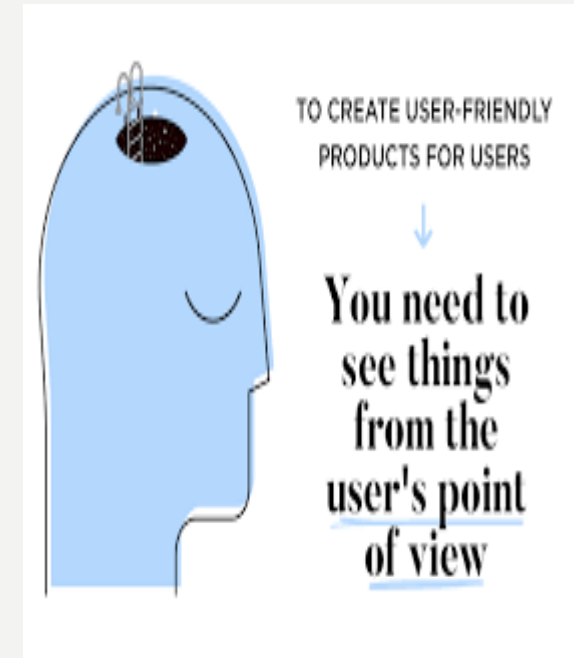
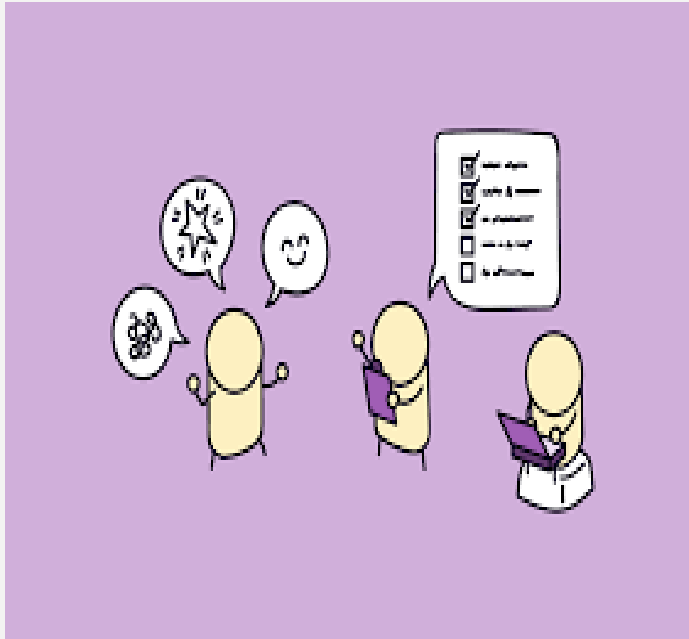
DESIGN THINKING: EMPATHY



STEPS IN DESIGN THINKING



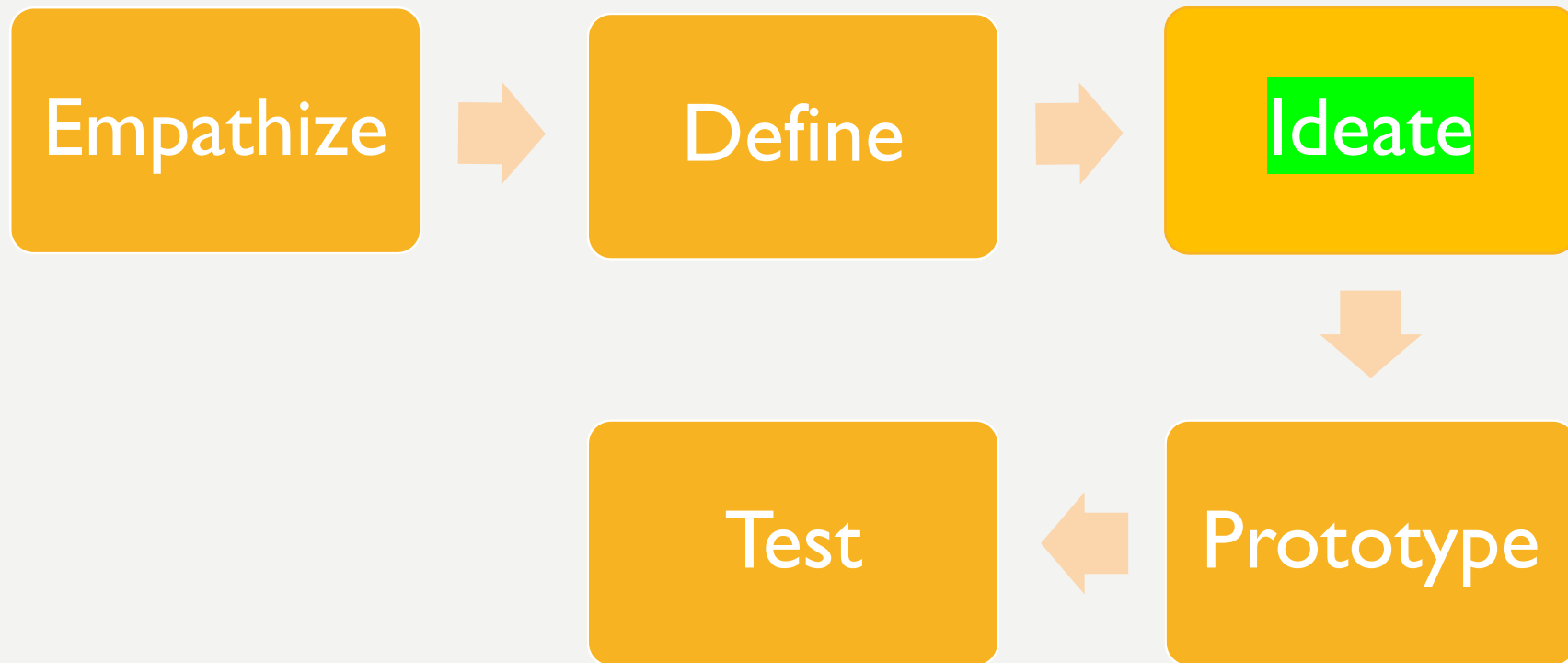
DESIGN THINKING: DEFINE



PROBLEM STATEMENTS

- A problem which is expressed from the organisational point of view is as follows “ The organisation must increase the market share of instant coffee so they will include the teenagers in the scope of their target customers.”
- A design thinker would define it from the user's point of view, “Teenagers should be given a feel of an energising cup of coffee to help them keep awake and energetic during long hours of exam preparation”
- In the Define stage the designers try and answer questions like, “ Can we think of a cup of coffee which would have a taste and toppings to attract the young generation to choose it ?”

STEPS IN DESIGN THINKING



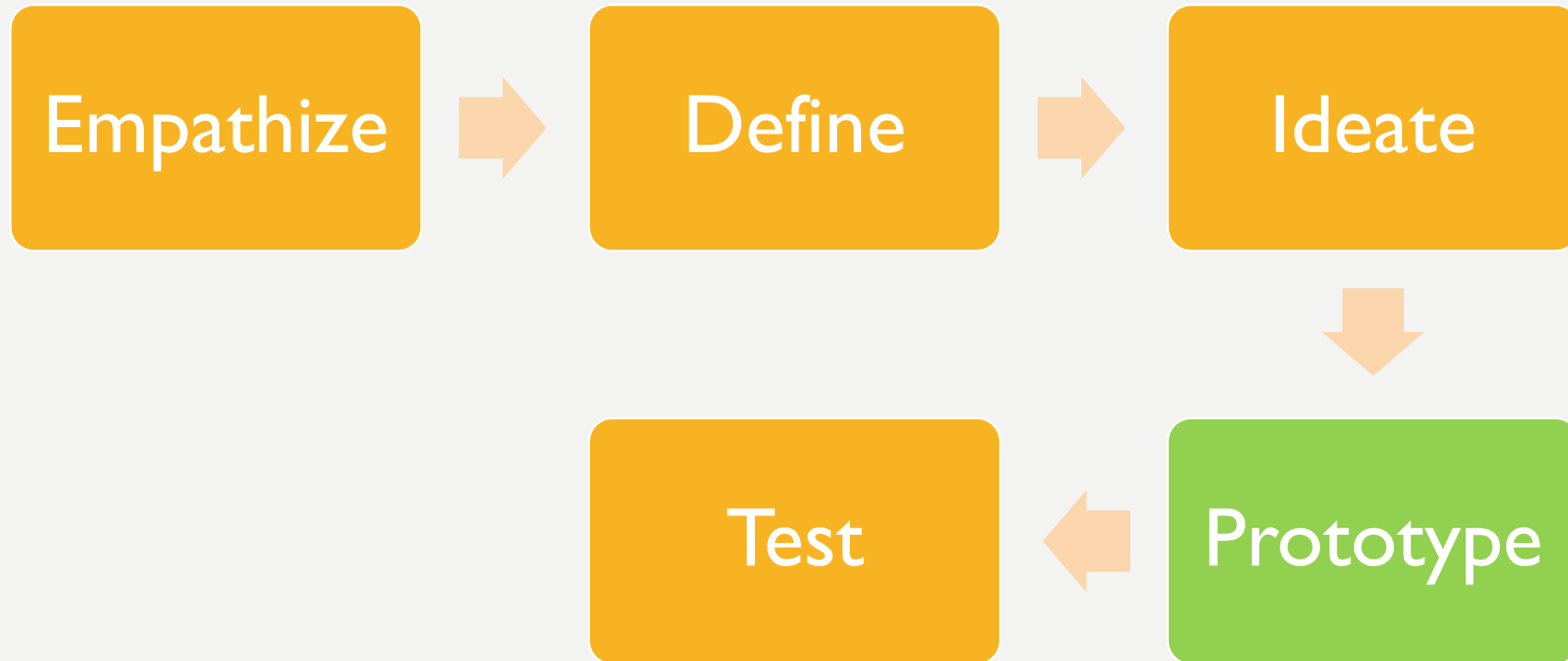
DESIGN THINKING: IDEATE



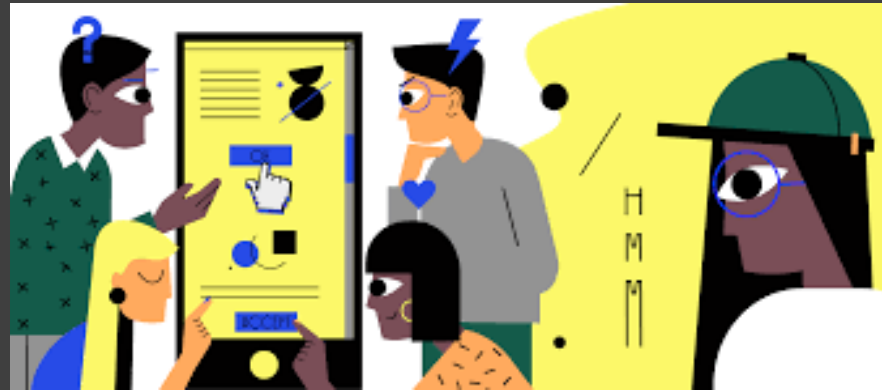
PROBLEM



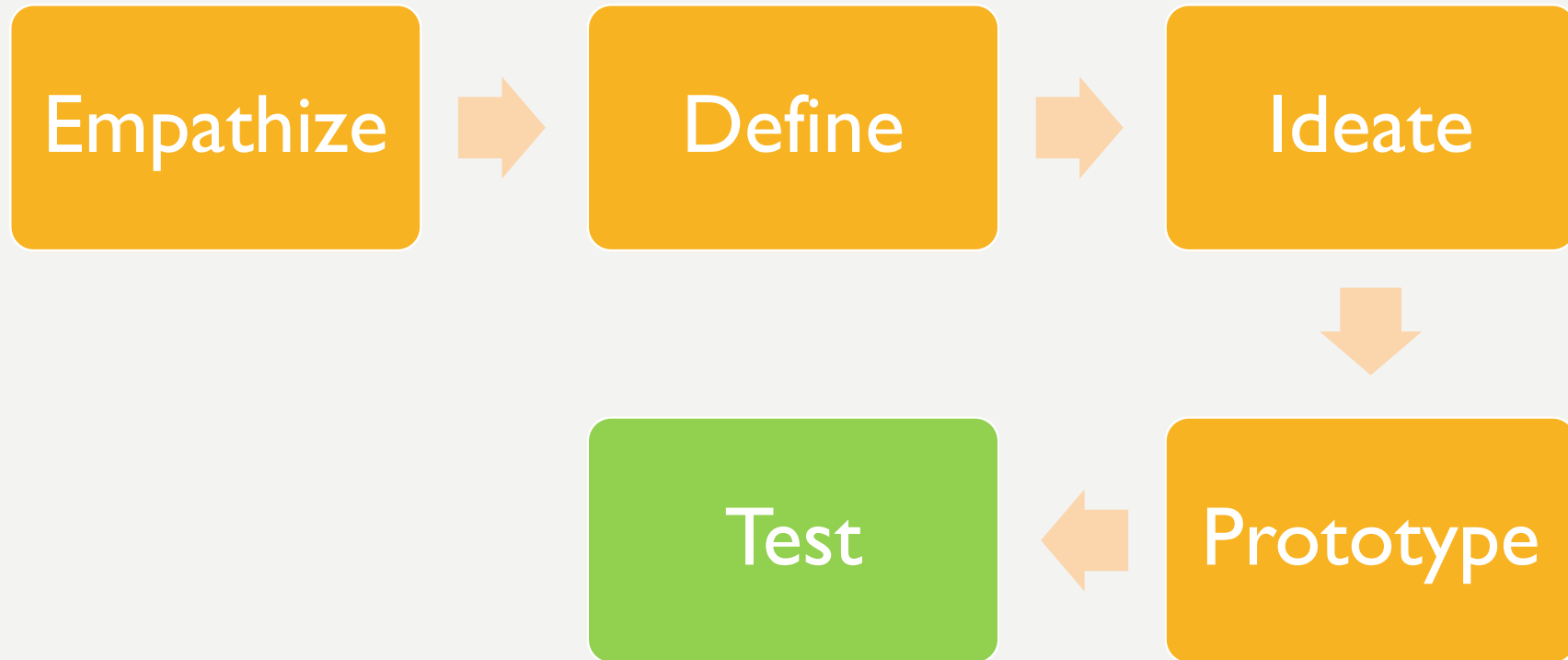
STEPS IN DESIGN THINKING



PROTOTYPE

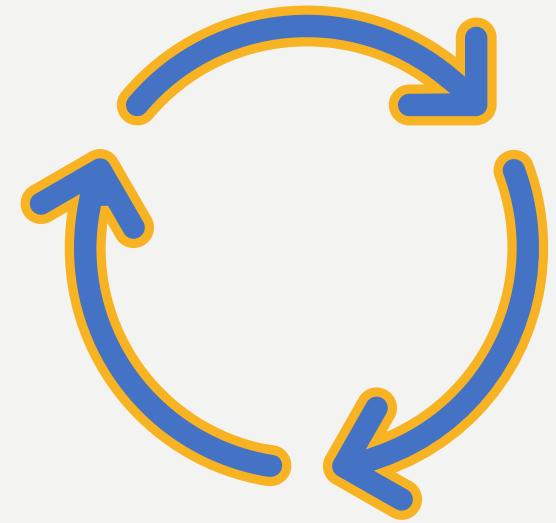


STEPS IN DESIGN THINKING



TEST WITH USERS

- **Test** is the last stage of the 5 stage-model, all these steps indicate clearly that Design Thinking is an iterative process. The final product is designed on the basis of the observations given by the users during the prototype stage.
- In the Test stage also the product goes through quite a few changes and the team continuously refines it to make the product more suitable for the users.



THANK YOU