Design Thinking

Introduction Design Thinking

More information

This slide deck
https://docs.google.com/presentation/d/1epI_kXiVoO-kpV2o6GA73wlTBAvSUcGRYvMGQAKjzA4/edit?usp=sharing

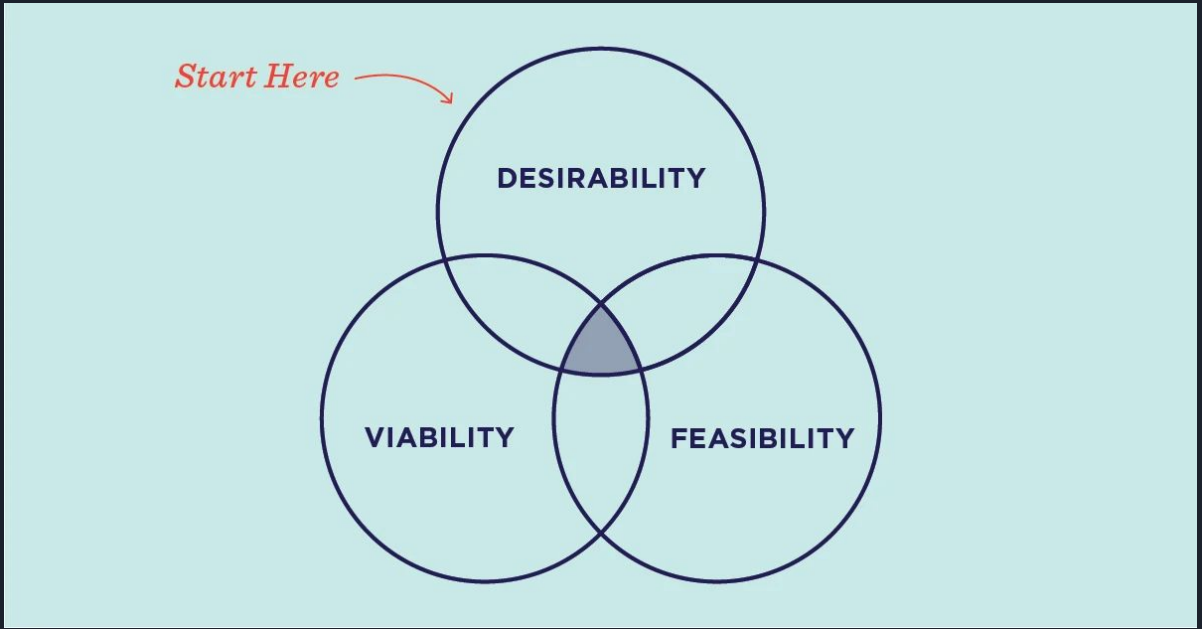
dSchool Design Thinking Bootleg

https://dschool.stanford.edu/resources/design-thinking-bootleg

Design Thinking

Human centered

Encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes.



https://www.ideou.com/blogs/inspiration/what-is-design-thinking

Why do design thinking?

Mindset

- Better understand the unmet needs of the people you're creating for.
- Reduce the risk associated with launching new ideas, products, and services.
- Generate solutions that are revolutionary, not just incremental.
- Learn and iterate faster.

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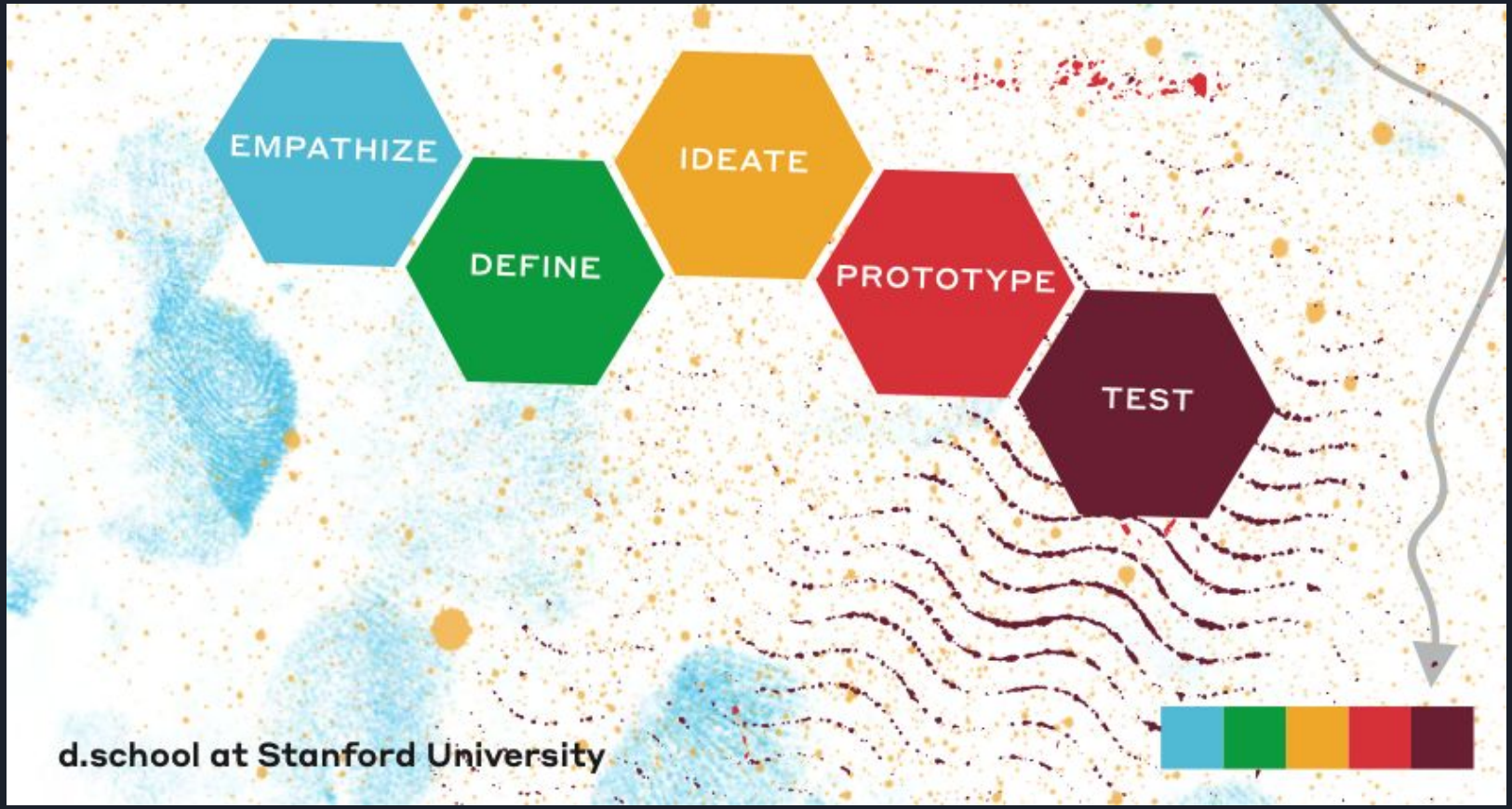


Design thinking “modes”

https://medicaldesign.pl/en/computed-tomography-lab-poznan/#iLightbox[g1]/1

ลดความน่ากลัว

ใช้กับเด็ก

Stokes

Squiggles

https://www.youtube.com/watch?v=vK3yQBouzNs&feature=youtu.be

Learn from others

Reflect on how that stoke make you feel

>> share your thoughts by writing one or two sentences in the chat

Uncomfortable >> good designers are comfortable with being uncomfortable

Making a mess >> it's a normal part of design work.

Not ready >> Good designers start before they are ready!

Empathize - รู้ลึก รู้สึก

Empathy is the foundation of human-centered design. The problems you’re trying to solve are rarely your own, they’re those of particular users. Build empathy for your users by learning their values.

Empathize

Observe. -- View users and their behavior in the context of their lives.

Engage. -- Interact with and interview users through both scheduled and short ‘intercept’ encounters.

Immerse. -- Wear your users’ shoes. Experience what they experience for a mile or two.

Empathize

Engage users directly—interact with and interview them. Engaging users reveals deeper insights into their beliefs and values.

>> clear needs

>>>> the right problem to solve

Assume a beginner’s mindset

Don’t judge

Question everything

Be truly curious

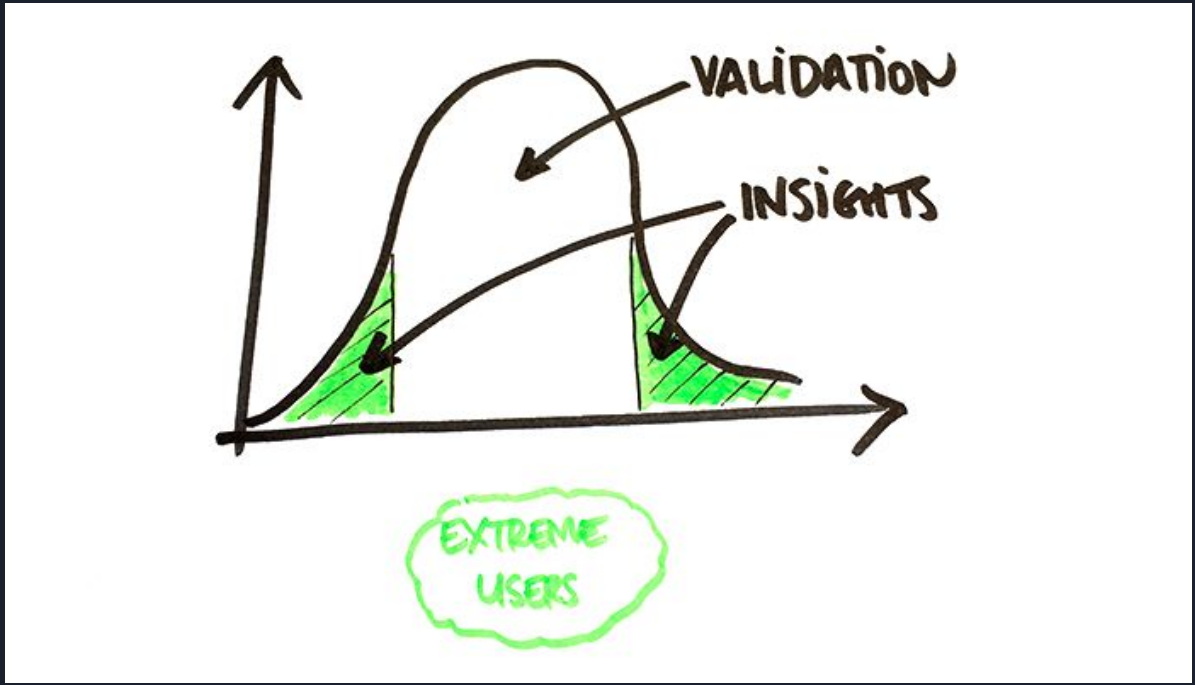
Find patterns

Listen. Really.

Extreme users

Spark inspiration and uncover insights

Validation >> with primary users



https://uxplanet.org/why-use-extreme-users-345e97719e52

Interview for empathy

Ask why.

Never say ‘usually’ when asking a question.

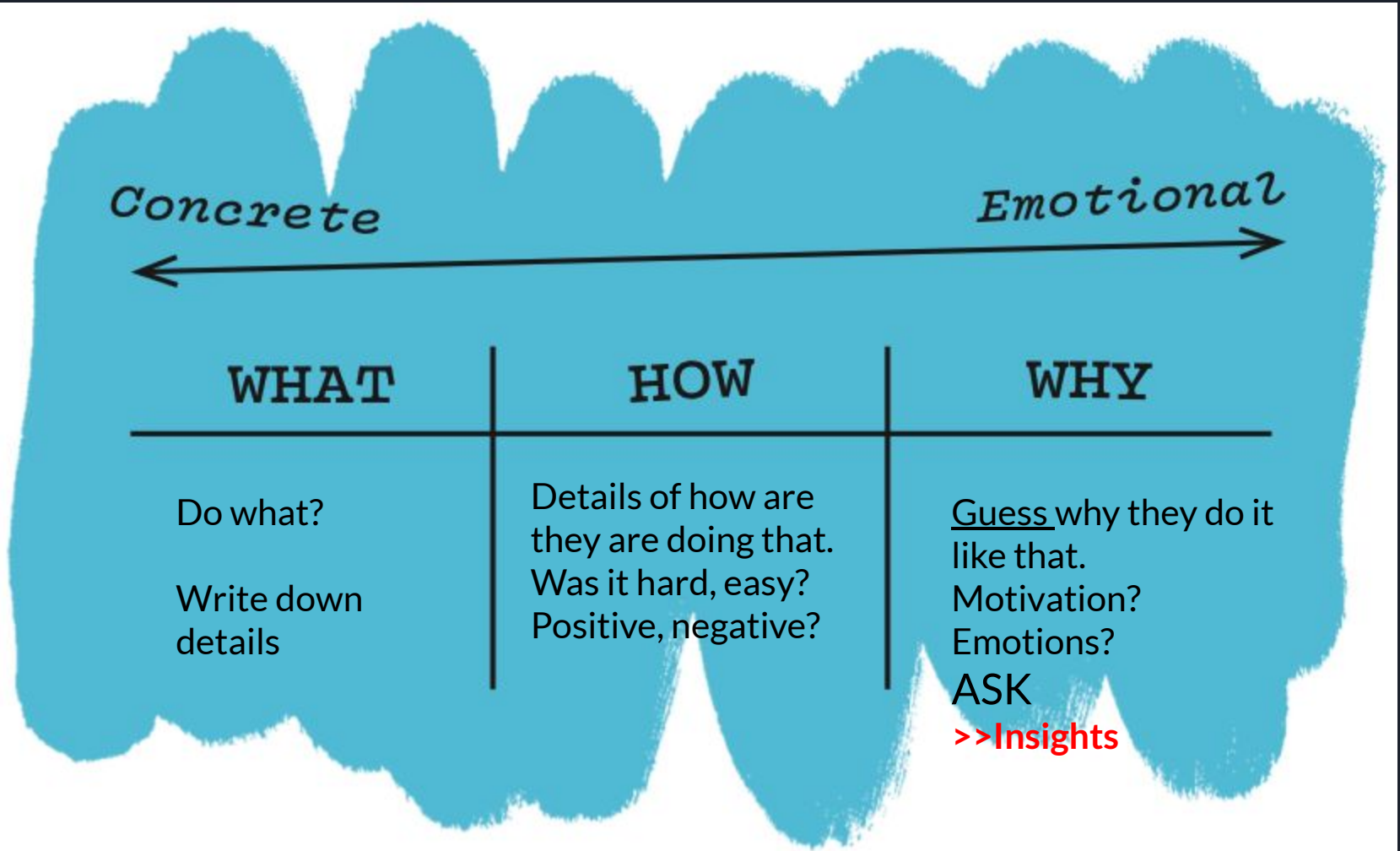
Encourage stories.

Look for inconsistencies.

Pay attention to non-verbal cues.

Don’t be afraid of silence.

Ask questions neutrally and don’t suggest answers.


Concrete
Emotional
WHAT
HOW
WHY
Do what?
Write down details
Details of how are they are doing that. Was it hard, easy? Positive, negative?
Guess why they do it like that. Motivation? Emotions?
ASK
>>Insights

Stokes

https://www.artsy.net/article/artsy-editorial-blind-contour-drawing-help-better-artist

Blind Contour Drawing

4 minutes
Pen
3 pages of paper

https://docs.google.com/presentation/d/1epl_kXiVoO-kpV2o6GA73wlTBAvSUcGRYvMGQAKjzA4/edit#slide=id.gf04c3f2053_0_35

Breakout - Interview 2 team members (15 min.) Last time going out to eat during New Normal.

2 Extreme users

2 interviewers

Pen and paper/tablet

Deliverables: on Google Slide

What - How - Why notes (3 members)

1 person present

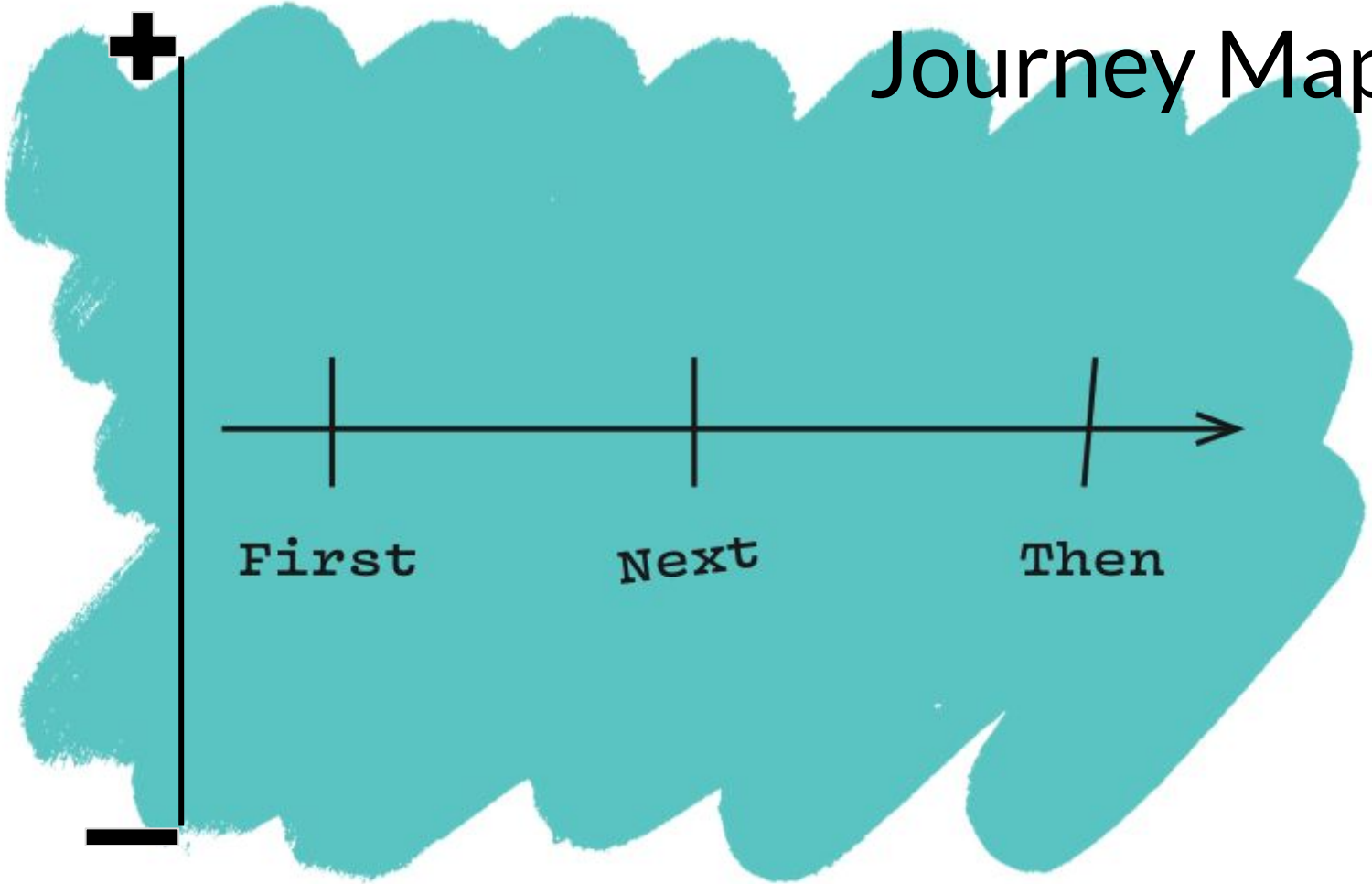
https://docs.google.com/document/d/1VkDpZF6KkgVKudLGIQkhEm-AD87US1XDlT_NcZZ9wAw/edit

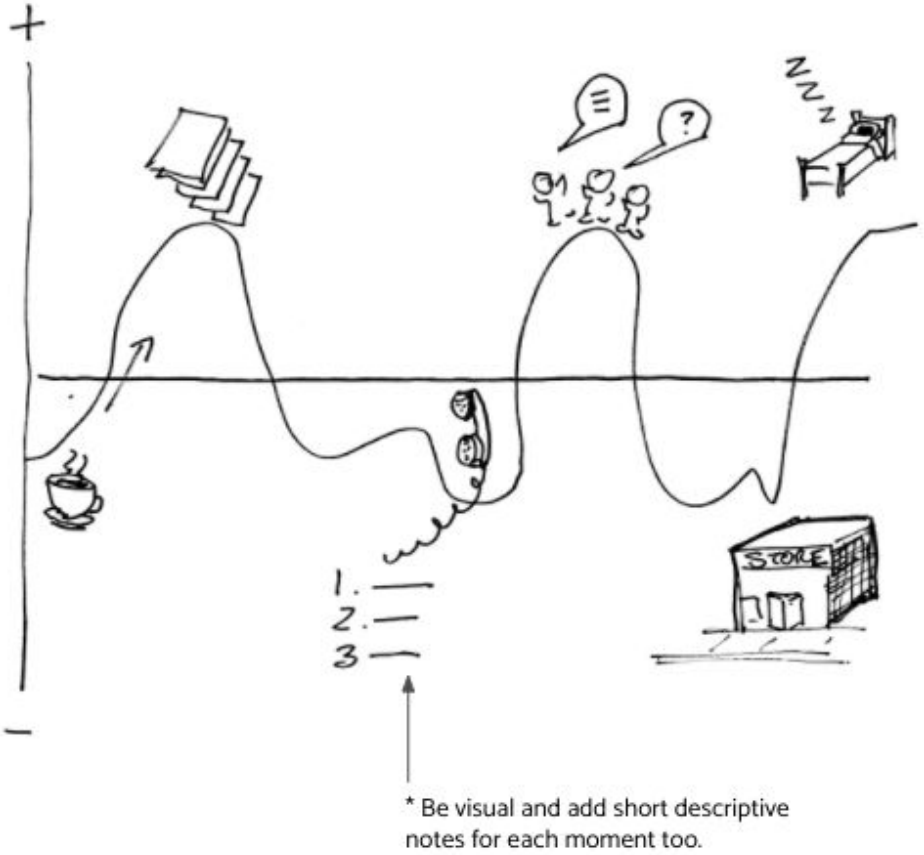
Define

The define mode is when you unpack your empathy findings into needs and insights and scope a meaningful challenge. Based on your understanding of users and their environments, come up with an actionable problem statement: your Point Of View.

>> reframe your challenge based on new insights gained through empathy

Journey Map





* Be visual and add short descriptive notes for each moment too.

Your “day in the life” map might look a bit like this.*

https://docs
=id.g82e11

Breakout -; **mirror map**
10 minutes

Giving Feedback (2 groups)
Share your experience and results

I like

Positives

Potentials

I wish

Concerns

Overcome

Point of View

- Describe your user in colorful language
- Choose your favorite need and insight that represents the most powerful shift in your perspective
- Articulate what would be *game-changing* for your user, assuming your insight is correct

Needs and Insights

Needs and insights

Needs

- Are human physical and emotional necessities
- Capture goals and motivations of the person
- Are verbs, not nouns (opportunities, not solutions)

Insights

- Reframe the challenge
- Give you an actionable direction to go in
- Lead to novel solutions

1. We met: _____

2. We were surprised to notice: _____

3. We wonder if this means: _____

4. It would be game-changing to: _____

Breakout-PoV
10 minutes

Giving Feedback (2 groups)
Share your experience and results

I like

Positives

Potentials

I wish

Concerns

Overcome

Define: PoV

POV musts.

· Make sure your POV flows sensically (so a stranger could comprehend it).

· Specifies an insight that's focused on a specific user (rather than a demographic)

· Articulates a game-changing direction, without dictating a particular solution.

Ideate

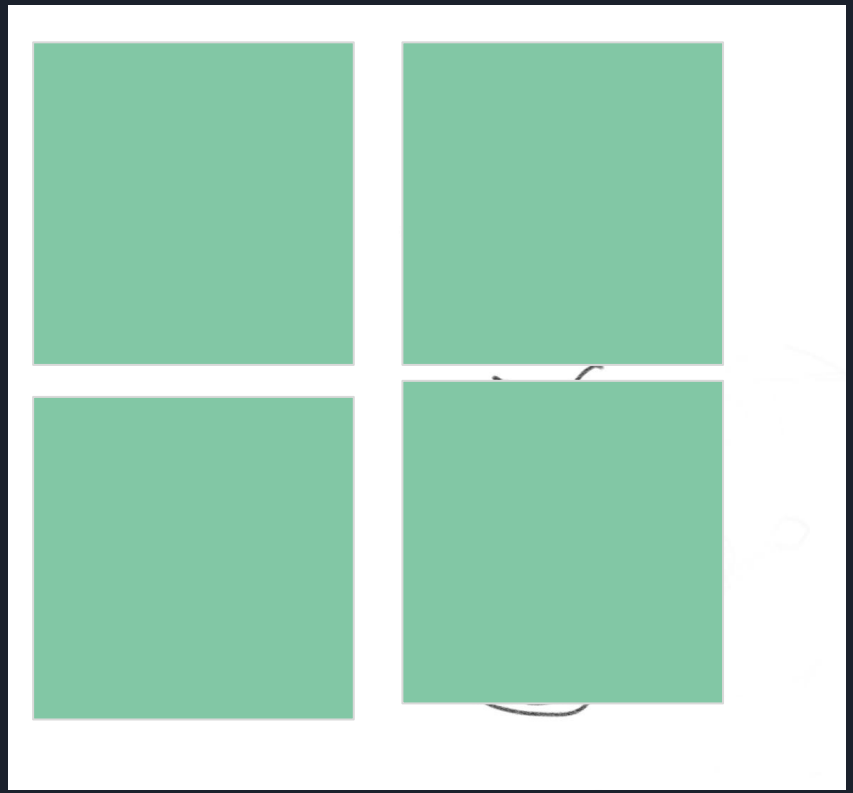
Ideate is the mode in which you generate radical design alternatives. Ideation is a process of “going wide” in terms of concepts and outcomes—a mode of “flaring” instead of “focus”. The goal of ideation is to explore a wide solution space—both a large quantity and broad diversity of ideas. From this vast repository of ideas, you can build prototypes to test with users.

>> volume, variety

Brainstorming

- One conversation at a time
- Go for quantity
- Headline!
- Build on the ideas of others
- Encourage wild ideas
- Be visual
- Stay on topic
- Defer judgment - NO blocking

Constraints to spark ideas: 2 minutes each



Selecting a brainstorm idea

Four categories: elect one or two ideas in each category: rational choice, most likely to delight, the darling, the long shot

Post-it voting - each member gets 3 votes, the idea with the most votes is chosen

Break out: select 2 Ideas
10 minutes

Ideate

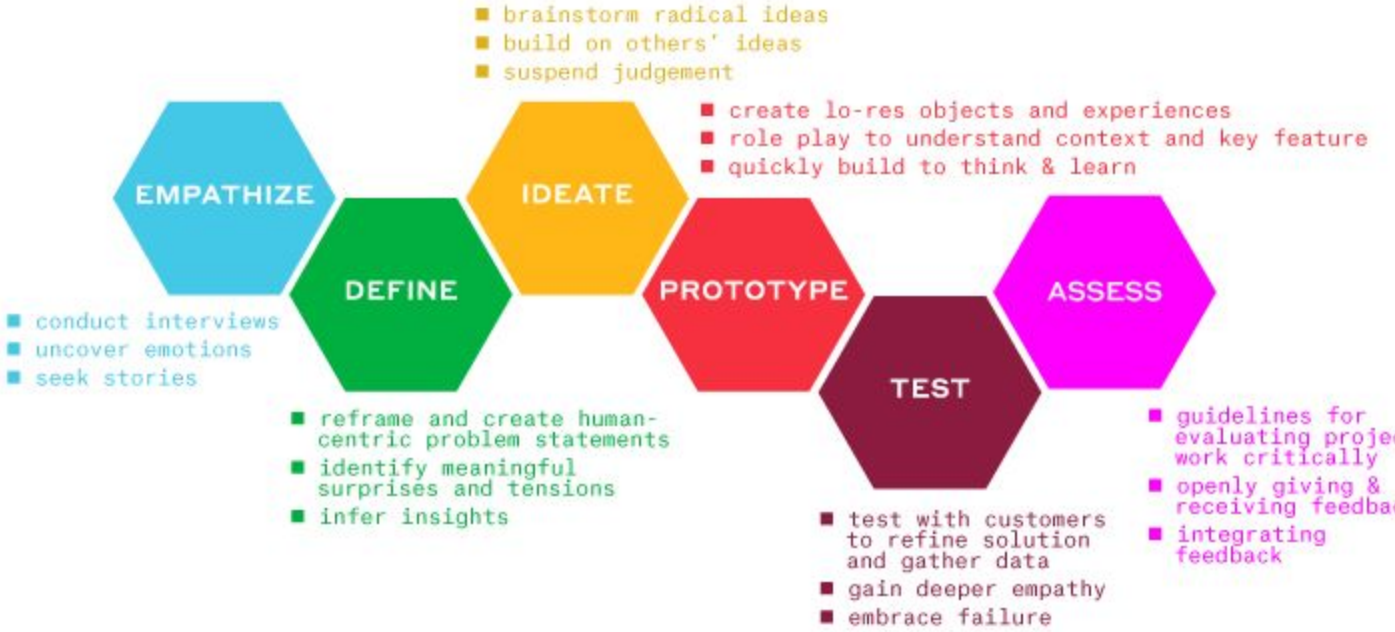
Innovative - game changing

Categories

Prototyping constraints: pick ideas inspired by physical prototypes, digital prototypes, experience prototype

If idea is very difficult to test, ask what you like about it and try to integrate that into other ideas

Design Thinking Process Diagram*



d.school Executive Education

Hasso Plattner Institue of Design at Stanford University

*not necessarily linear, apply as needed ©2019