basics

WHAT IS DT?

Collection of **SIMPLE, PRACTICAL METHODS** that help you find creative solutions to any kind of problem.
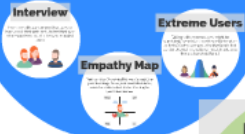
PRINCIPLES

1.
2.
3.
4.
5.
6.

DESIGN THINKING

phases

EMPATHIZE

Observe, engage and immerse. You can only solve a problem if you see it with your users' eyes and feel their pain.

- Interview
- Extreme Users
- Empathy Map

DEFINE

These methods would help you to unpack and synthesise what you have learned in the empathize phase. It helps you to find your own point of view on the problem.

- Design Principles
- Personas
- Journey Map
- Storyboards

IDEATE

This is the time to go broad with ideas first without feasibility concerns. From many you will more likely to find inspiring and great ways to tackle your problem.
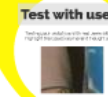
- Brainstorming

PROTOTYPE

Once you have a lot of great ideas, you can choose those few that are worth to try out. Build prototypes to fail early rather than stick with a non-working one that is hungry for resources.

- Prototype for testing

TEST

And finally feedback is what makes every idea even better. Test your prototype and improve it.

- Test with users
- Feedback Capture Grid

d. **HASSO PLATTNER Institute of Design at Stanford**

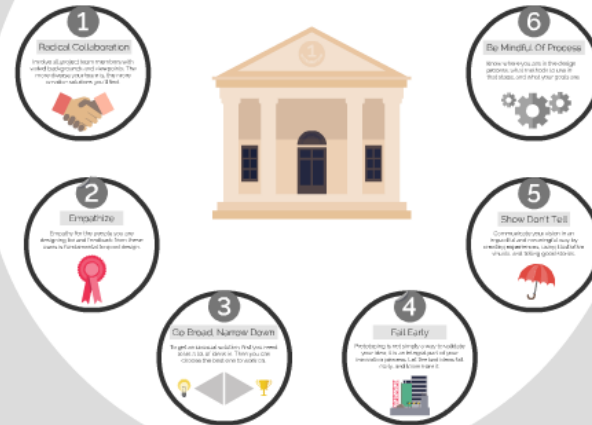# Zsuzsa Kovács

Senior UX Researcher

basics

DESIGN THINKING

WHAT IS DT?

Collection of
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PRINCIPLES

1. Radical Collaboration
2. Empathize
3. Go Broad, Narrow Down
4. Fail Early
5. Show Don't Tell
6. Be Mindful Of Process

phases

EMPATHIZE

PRINCIPLES

1 Radical Collaboration

Involve all project team members with varied backgrounds and viewpoints. The more diverse your team is, the more creative solutions you'll find.

2 Empathize

Empathy for the people you are designing for and feedback from these users is fundamental to good design.

3 Go Broad, Narrow Down

To get an unusual solution, first you need to let a lot of ideas in. Then you can choose the best one to work on.

4 Fail Early

Prototyping is not simply a way to validate your idea; it is an integral part of your innovation process. Let the bad ideas fail early, and learn from it.

5 Show Don't Tell

Communicate your vision in an impactful and meaningful way by creating experiences, using illustrative visuals, and telling good stories.

6 Be Mindful Of Process

Know where you are in the design process, what methods to use in that stage, and what your goals are.

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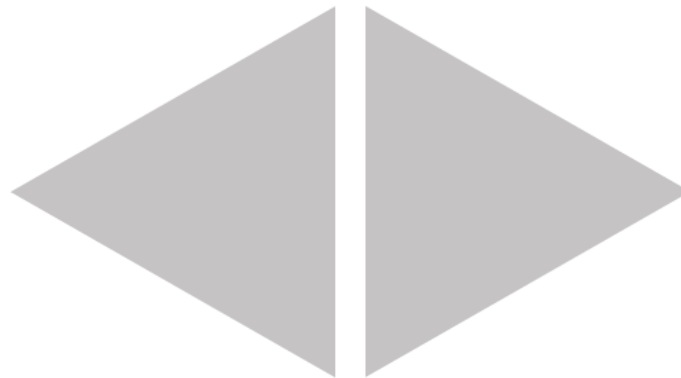
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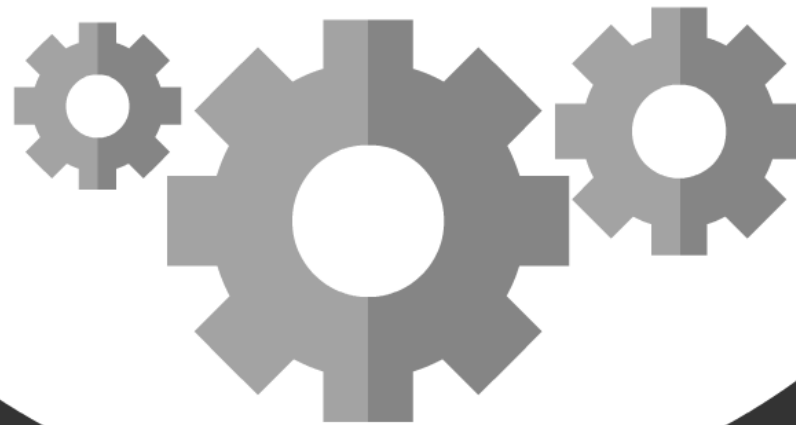
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EMPATHIZE

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Interview

Interview with users or possible users to learn about their problems, to feel their pain. Share your learning with the whole project team.

Extreme Users

Talking with extreme users might be surprisingly beneficial since they might explain us their problems or special workarounds that can be of great inspiration or result in add-ons that are beneficial for all.

Empathy Map

You can use the empathy map to capture your learnings from your user interviews, even to make notes while listening to your interviewee.
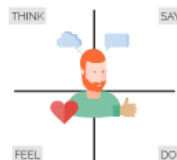
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Strategic principles that articulate how you would like to solve your issue or achieve your mission independent of technology or specific solution directions.
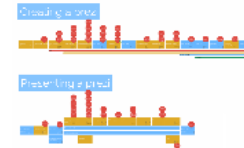
Personas

Creating personas from your user interviews help you to discover patterns, to focus and make other team members feel empathy for your users.

Never create fake personas (without real interviews)!

BRANDI TYLER

TOBI DAY

Journey Map

To understand and empathize with your users it is essential to understand their journey through your product or service. Once you map it out you can find delights, gaps, pain points that can give perfect clues for your team's long term goals.

Storyboards

Storyboarding is a fun way to visualize a scenario, to introduce your personas and make the team members empathetic towards them and their problems.

Journey Map

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Creating a prezi

Presenting a prezi

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The intention of brainstorming is to leverage the collective thinking of a group by building on each other's ideas.

An effective brainstorming session has 4 elements:
- individual idea gathering
- verbally sharing ideas with the team
- grouping ideas
- voting for the best ideas

Focus on quantity, not quality - by trying to produce as many ideas as possible you will spend less time in forming the individual ones, also it might help the team to come up with more radical, less everyday solutions.
There's no bad idea - to encourage participants sharing their craziest, even unusual ideas, you should withhold criticism and stay open.
Welcome the unusual - there are special brainstorming techniques to get a new viewpoint that helps to see your problem in an unusual way and so move you out of the box.
Combine and improve ideas - two good ideas combined might form an even better one.

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Prototype for testing

Creating a real-life prototype will help you to evaluate whether the idea is worth continue with or not. You should also use it to test with users or people matching your personas.

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Test with users

Testing your prototype with real users will highlight the issues you haven't thought about.
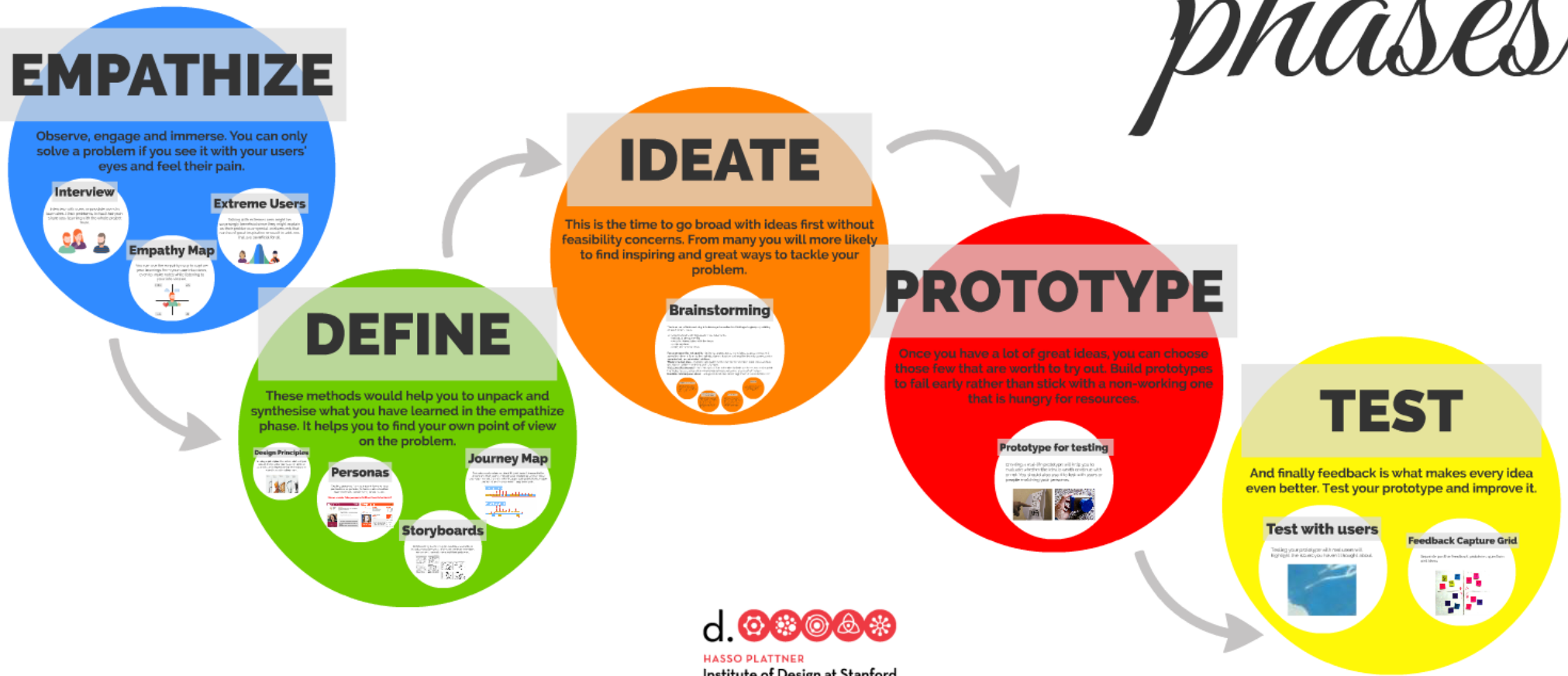
Feedback Capture Grid

Separate positive feedback, problems, questions and ideas.

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Learn more about Design Thinking

The d.school bootleg (methods explained in detail):

http://dschool.stanford.edu/wp-content/
uploads/2011/03/BootcampBootleg2010v2SLIM.pdf

SAP's Design Thinking Site:

https://experience.sap.com/skillup/introduction-
to-design-thinking/

Stanford's Virtual Crash Course:

http://dschool.stanford.edu/dgift/