**Design thinking approach to AI product development**

**Step 1: Empathize – Understand the User (10 mins)**

**Goal:** Understand what your users really need.

**Task:**

* Choose a familiar digital product relevant to your work.
* On sticky notes, capture:
  + Who is the user?
  + What are their challenges or frustrations?
  + What emotions do they feel when using this product?
* Use color codes (for example, yellow for “needs,” pink for “pain points”).

**Example:**  
User: Frequent traveller  
Pain point: Hard to manage multiple bookings across apps  
Need: Unified travel assistant that keeps everything in one place

**Step 2: Define – Frame the Problem (10 mins)**

**Goal:** Turn your insights into a clear problem statement.

**Task:**  
Write your problem in this format:

“Users need a way to \_\_\_ because \_\_\_.”

**Example:**  
“Frequent travellers need a way to see all their bookings in one dashboard because switching between apps causes stress and confusion.”

**Step 3: Ideate – Generate AI-Based Solutions (10 mins)**

**Goal:** Brainstorm creative AI, GenAI, and Agentic features.

**Task:**

* Add as many ideas as you can — no judging yet.
* Focus on AI-driven enhancements such as:
  + Predictive assistance (what will happen next)
  + Generative AI (creating personalized content or summaries)
  + Agentic AI (AI acting on behalf of the user)
  + Smart automation (auto-filling, auto-scheduling)

**Example:**  
“An AI trip planner that automatically suggests the best route, hotel, and activities based on your calendar and preferences.”

**Step 4: Prototype – Visualize Your Idea (10–15 mins)**

**Goal:** Turn your idea into something people can see and discuss.

**Task:**

* Use Miro’s shapes, text boxes, and connectors to sketch a quick mockup.
* Show where the AI or agent appears in your design — for example, chatbot, auto-suggestion box, or summary panel.
* Keep it simple — focus on flow and experience, not visual polish.

**Example:**  
A dashboard with an “AI Travel Assistant” chat bubble that updates bookings automatically.

**Step 5: Test & Reflect (10 mins)**

**Goal:** Get quick feedback from peers.

**Task:**

* Share your Miro board with another team.
* Ask:
  + Does this solution clearly address the problem?
  + Is the AI component valuable or overcomplicating?
  + What would make it better?
* Add their responses as sticky notes in your **Feedback** column.

Sample o/p: <https://www.researchgate.net/figure/Decision-points-on-Miro-board_fig3_357777664>