Total Experience

Guidebook

CEEN™
Citizen-Centric Experience Excellence Navigator.

هـيـئـة الحكومة الرقمية
Digital Government Authority

Version 1.0

01

Design Thinking

Design Thinking

What is Design Thinking?

Design Thinking is a practical, human-centered approach to solving problems and fostering innovation. It focuses on understanding people's needs, defining their requirements, brainstorming creative ideas, designing solutions, and testing those solutions for effectiveness and simplicity. This iterative, non-linear process helps ensure that services are genuinely aligned with public needs.

When to Use Design Thinking

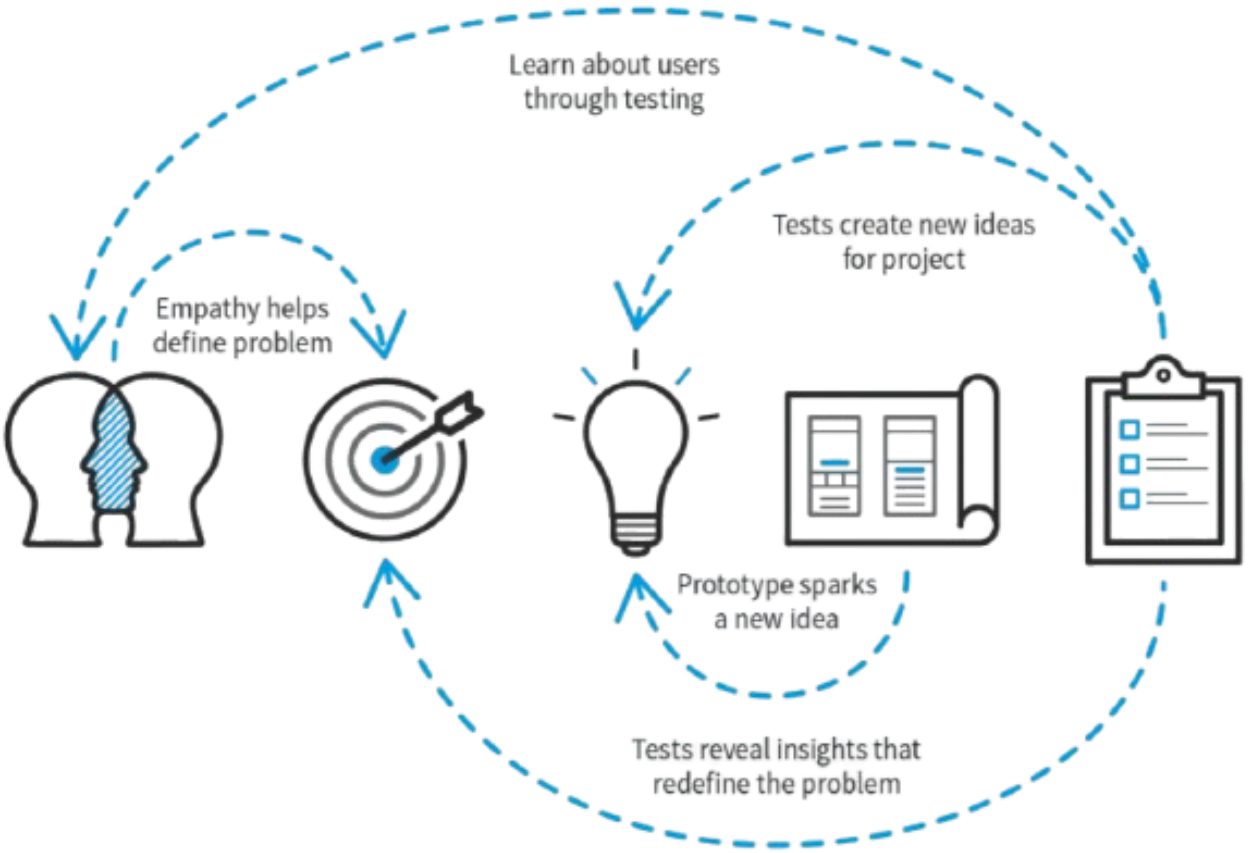
Design Thinking should be applied whenever there's a need to enhance the beneficiary experience. This approach is beneficial at all stages of service development, from initial policy design to refining digital interactions. By focusing on experience, Design Thinking allows government entities to respond proactively to changing public needs, particularly during significant transitions or crises. Continuously applying this approach ensures that services evolve based on real beneficiary feedback, making interactions smoother, more intuitive, and aligned with public expectations.

The Significance of Design Thinking

01 **User-Centered Solutions:** Design Thinking helps governments understand the needs and constraints of beneficiaries, enabling the creation of solutions that are truly user-centered and accessible.

02 **Continuous Innovation:** By promoting a cycle of improvement, Design Thinking enhances efficiency, fosters collaboration, and establishes a culture of ongoing innovation across public services.

Design Thinking Process



Empathize (Design Thinking)

What ?

The Empathize phase involves understanding the desires, difficulties, and objectives of beneficiaries through qualitative research techniques, including user interviews, focus groups, and observations. This phase allows a profound understanding of the values and experiences of beneficiaries.

How?

01 Initial Phase of Design Thinking: The Empathize phase is the foundational step in the Design Thinking process, establishing the foundation for all later phases.

02 Qualitative Research conducts: User interviews, focus groups, and in-person observations to provide immediate feedback regarding beneficiary experiences.

03 Identify Pain Points: Use empathy mapping methodologies to identify and understand the challenges, frustrations, and unfilled needs of beneficiaries.

04 Create Empathy Profiles: : Create beneficiary personas derived from the collected insights to help with visualization and understanding of different beneficiary demographics.

05 Regular Re-Evaluation: : Constantly revisit this phase when beneficiary demographics or habits evolve to ensure that solutions stay congruent with their changing demands.

Outcomes?

The phase of understanding beneficiary needs involves identifying pain points, motivations, and preferences, which informs the design process and informs the next steps.

When?

Initial, and Revised frequently

Channels?

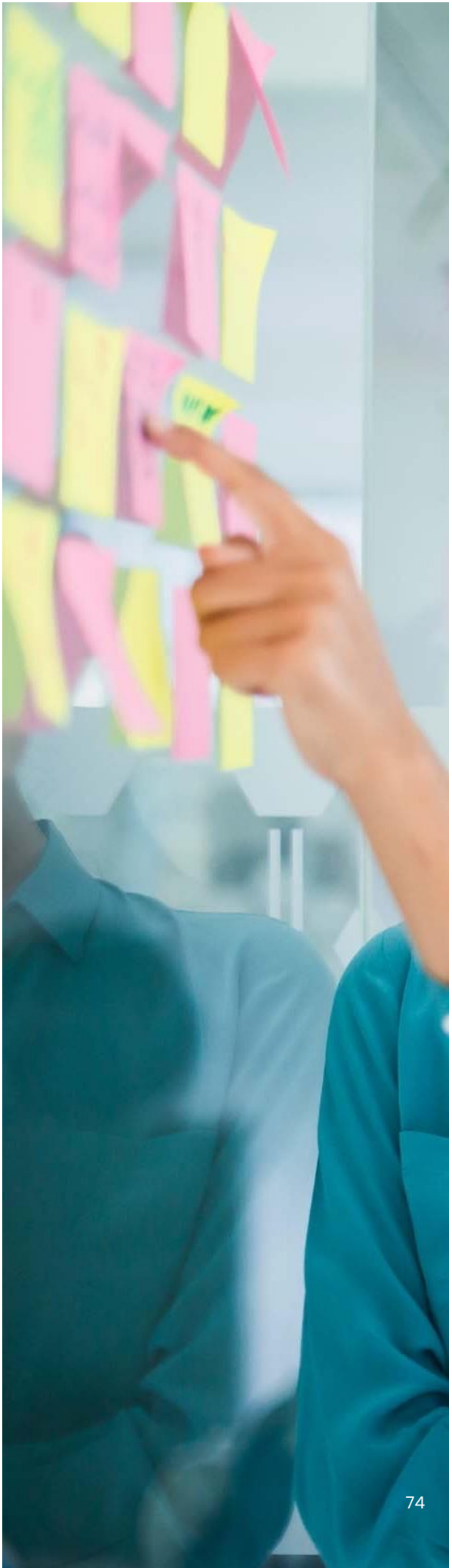
Offline/Online

Duration?

1-2 Weeks

Who?

2-3 Members.



Define（Design Thinking)

What ?

The Define step involves clearly communicating the issue statement or opportunity from the beneficiary's viewpoint. It requires the analysis of data gathered during the Empathize phase to discern critical concerns and obstacles that must be addressed.

How?

01 Define the Problem: Empathize, proceed to Define and formulate an accurate problem description.

02 Analyze Data: Consider patterns and issues from the data that is qualitative.

03 Craft the Statement: Develop a practical, beneficiary-centric problem statement.

04 Engage Stakeholders: Work together to guarantee that the statement is practical and consistent with their requirements.

05 Refine as Needed: Consistently evaluate and modify the statement to remain consistent with goals.

Outcomes?

The problem statement clearly addresses beneficiaries' needs and expectations, while aligned team goals ensure a shared understanding of the core challenge.

When?

Continually refining

Channels?

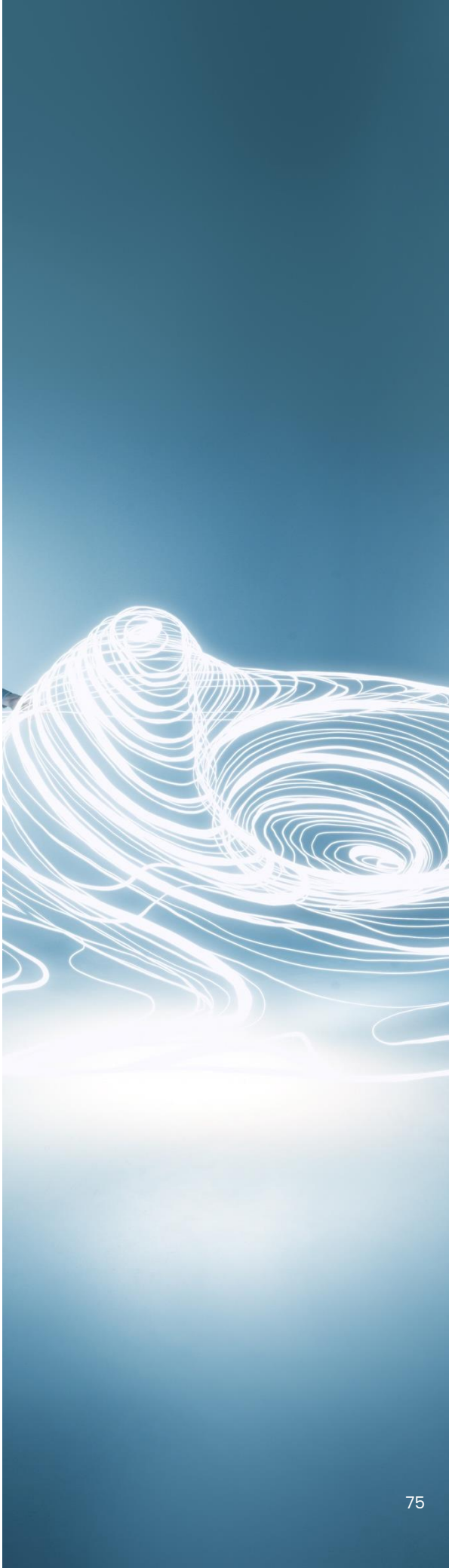
Offline/Online

Duration?

1-2 Weeks

Who?

2-3 Members.



Ideate (Design Thinking)

What ?

Ideation is the stage in which innovative solutions and concepts are developed to address the specified issue. The emphasis is on generating a diverse array of unique ideas without constraints to promote creative thinking.

How?

01 Start After Define: Start the Ideate process following the problem description.

02 Brainstorm with Teams: Organize brainstorming meetings with teams from different fields.

03 Use Creative Tools: Use tools such as virtual whiteboards to document and organize concepts.

04 Encourage Open-Mindedness: Create an environment that allows for the development of ideas.

05 Refine and Cluster: Identify and categorize the optimal concepts for the following Design Thinking step.

Outcomes?

A diverse range of potential solutions to address identified challenges, fostering enhanced creativity among team members by encouraging unconventional thinking.

When?

Continuous Innovation

Channels?

Offline/Online

Duration?

1-2 Weeks

Who?

2-3 Members.

Prototype (Design Thinking)

What ?

The Prototype phase includes the development of concrete representations or simulations of the suggested solutions. This allows the team to assess the feasibility of their concepts and obtain early feedback from stakeholders or beneficiaries.

How?

01 After Ideation: Begin the Prototype phase on the establishment of a shortlist of feasible concepts generated during the Ideate phase.
the solution.

02 Create Tangible Representations: Create prototypes as digital designs, wireframes, or real models, dependent on the solution's criteria.

03 Tools and Techniques: Use digital tools like as Figma or Sketch for developing interactive prototypes or construct physical models to illustrate actual objects.

04 Gather Feedback: Show prototypes to stakeholders and intended consumers to gather feedback on accessibility, design, and functionality.

05 Iterative Refinement: Continuously improves and perfect prototypes in response to feedback, moving through various iterations to maximize

Outcomes?

Early validation of concepts, which allows teams to assess feasibility and alignment with beneficiary needs. Creating tangible representations of ideas to enable stakeholders and beneficiaries to provide valuable feedback, leading to refinements that better meet user expectations.

When?

Begins after creating acceptable concepts

Channels?

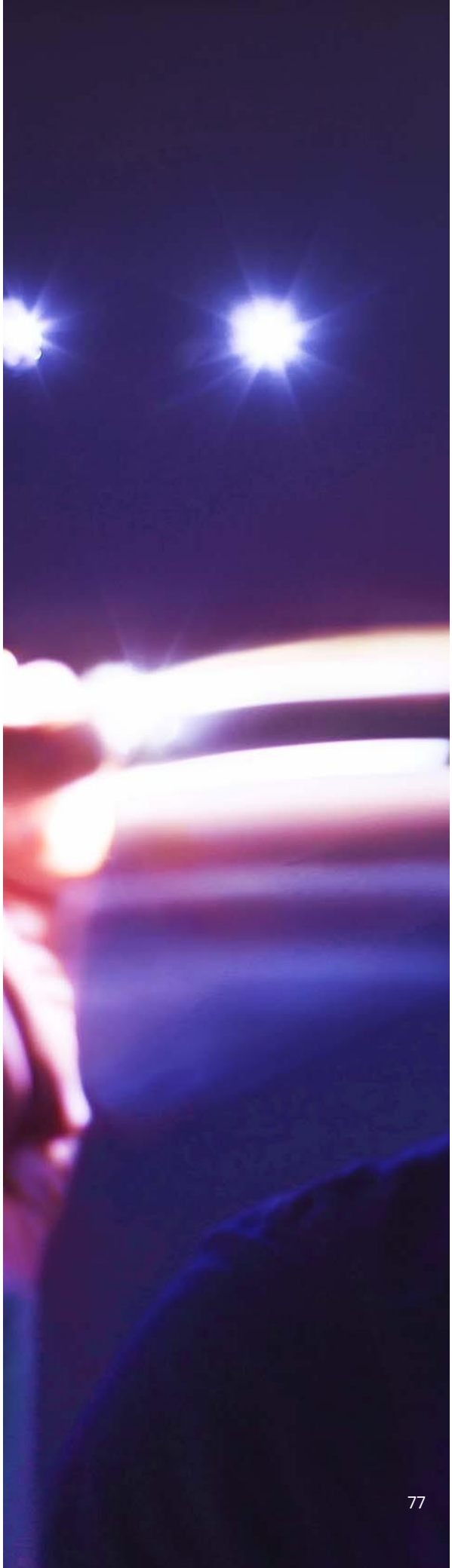
Offline/Online

Duration?

1-2 Weeks

Who?

2-3 Members.



Testing (Design Thinking)

What ?

The Test phase involves evaluating prototypes through the collection of input from beneficiaries or stakeholders. This stage is crucial for evaluating the solution's effectiveness in addressing the problem and identifying areas for additional improvement.

How?

01 Continuous Testing: Conduct testing as a continuous iterative process with prototyping, allowing constant feedback and improvements.

02 Collect User Feedback: Use platforms such as User Testing for online feedback or arrange in-person focus groups to collect personal views from beneficiaries or stakeholders.

03 Analyze Insights: Analyze the comments to identify which elements of the prototype are effective and where gaps or opportunities for improvement exist.

04 Refinement Loop: Integrate the feedback into the prototype, refining and iterating the solution to better align with the needs of the beneficiaries.

05 Real-World Scenarios: Test the prototype in everyday situations to assess its viability, usability, and overall effectiveness.

Outcomes?

Direct feedback validates solutions, while continuous testing and iterations refine products, ensuring they effectively address beneficiaries' needs and require no further adjustments.

When?

After the prototype phase

Channels?

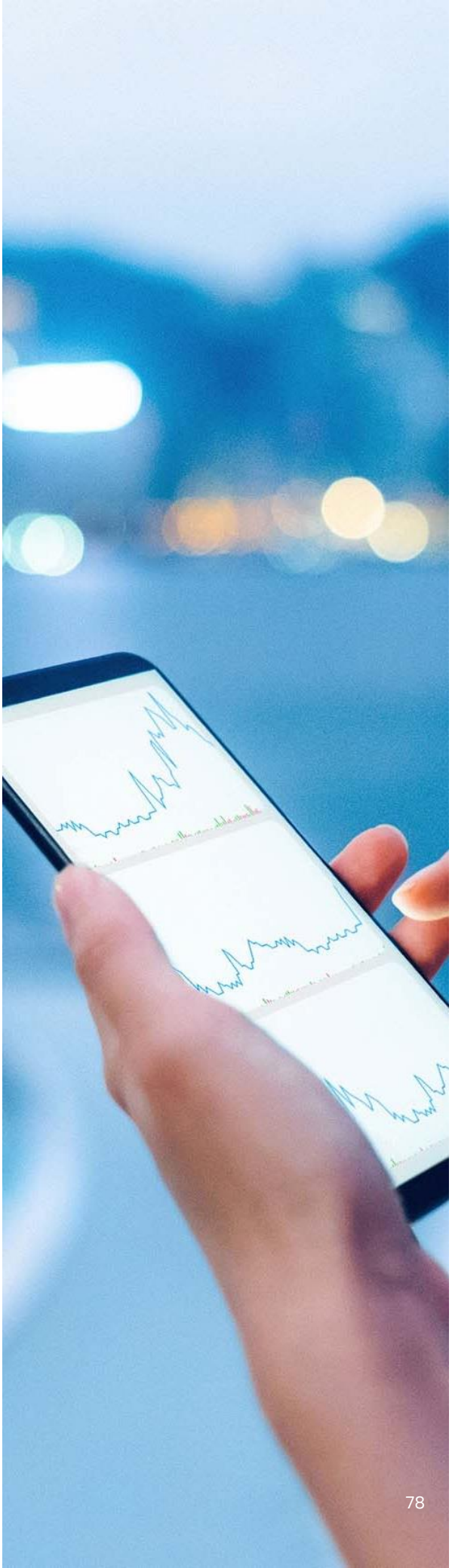
Offline/Online

Duration?

1-2 Weeks

Who?

2-3 Members.



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