



DESIGN  ODYSSEY

# 3-Day Design Innovation Program with Thammasat University

// 2 May - 4 May 2018 //

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## Learning Mindsets

*Be beautiful,*  
*Be Yourself*

*Dare to try*

*Respect One another*

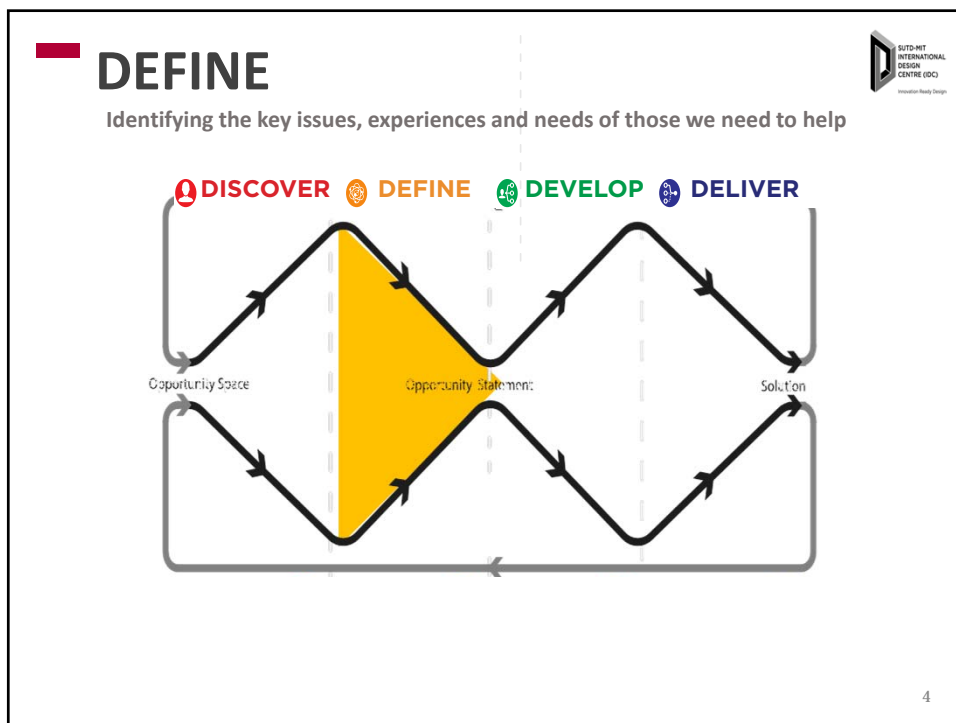



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## Thammasat University: Agenda for Day 2


DEFINE: Lecture Segment	9:00am-10:00am
DEFINE: Project Time (including lunch)	10:00am-1:00pm
DEVELOP: Lecture Segment	1:00pm-2:00pm
DEVELOP: Project Time	2:00pm-4:30pm
DEVELOP: Present Prototype	4:00pm-4:30pm
Wrap – Up	4:30pm-5:00pm

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# POST-INTERVIEW DOWNLOAD



## WE INTERVIEWED OR OBSERVED...

Write down their real name. But include their profile including relevant demographics, interests, etc

## HE/SHE IS...

List down interesting facts about him/her. Motivations, behaviors, pain points, etc.? what are highlights or delights for him/her?

## HE/SHE SAID...

Quotable Quotes that surprised you or got you thinking.


## HIS/HER NEEDS ARE...

What did they reveal about their needs?  
How did you validate their needs?  
What are your interpretations of their needs?


## ONE INSIGHT ABOUT HIM/HER

What's one insight, about this person?  
" \_\_\_\_\_ but/yet \_\_\_\_\_ "

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## ONE INSIGHT ABOUT HIM/HER

What's one insight, about this person?  
" \_\_\_\_\_ but/yet \_\_\_\_\_ "

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## STRUCTURE

Of a typical insight

**BUT**

HOWEVER / YET

A good insight invokes a  
reframe and encourages  
problem solving

**HOW MIGHT WE?**



### ***Project Time Until 1pm***

Download your users research findings to the “Post-Interview Download” template. Use Flipchart! Share your user interviews/observation findings with each other

Have questions to clarify with your users? Go and find them to ask more questions!

Refine and frame your project scope using “How Might We...” based on your user needs findings

Take your break, lunch.  
Present your team’s “How-Might-We” Statement at 1pm

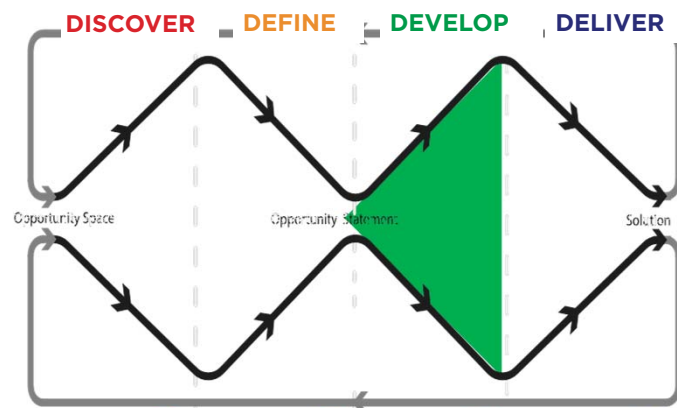
Tip: Start to prepare your presentation slides

### **Let’s hear from you**

Present your  
“How-Might-We” Statement

## DEVELOP

Using your Opportunity Statement to then generate many ideas & build them into strong solution concepts



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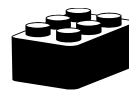
## BRAINSTORMING RULES



DEFER  
JUDGMENT



ENCOURAGE  
WILD IDEAS



BUILD ON THE  
IDEAS OF OTHERS



STAY FOCUSED  
ON THE TOPIC



ONE CONVERSATION  
AT A TIME




BE VISUAL  
& SKETCH!



GO FOR  
QUANTITY

# CONCEPT SHEET



**OPPORTUNITY STATEMENT**


*How might we ....*

**WE ARE DESIGNING FOR...**

**THEY NEED**

List down the needs that you have heard and specify which needs you are targeting to meet.

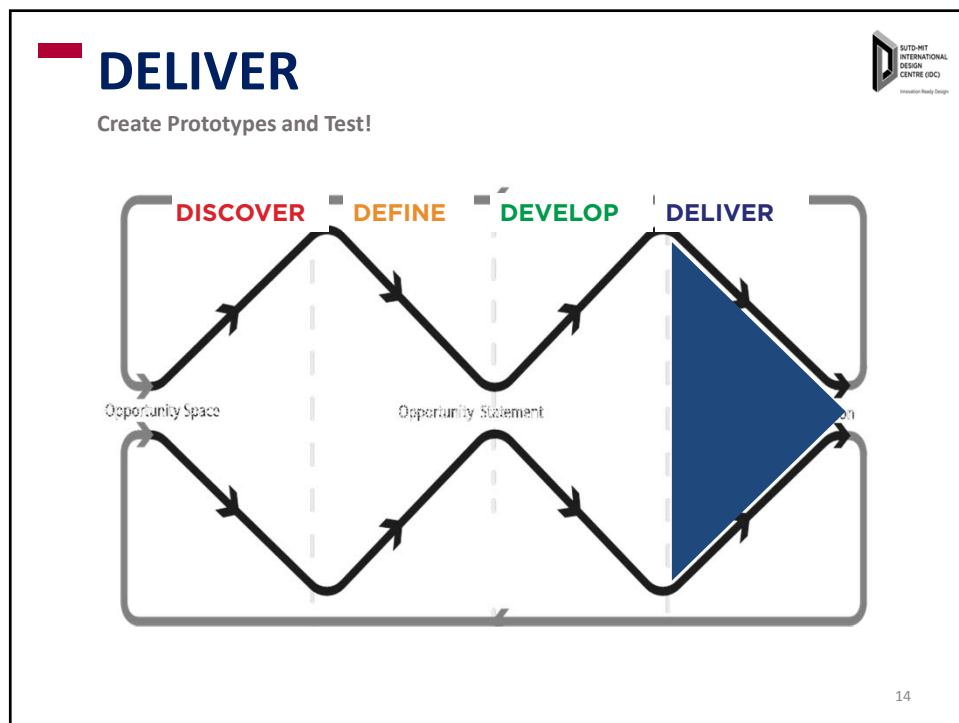
**THAT IS WHY WE HAVE THIS IDEA**

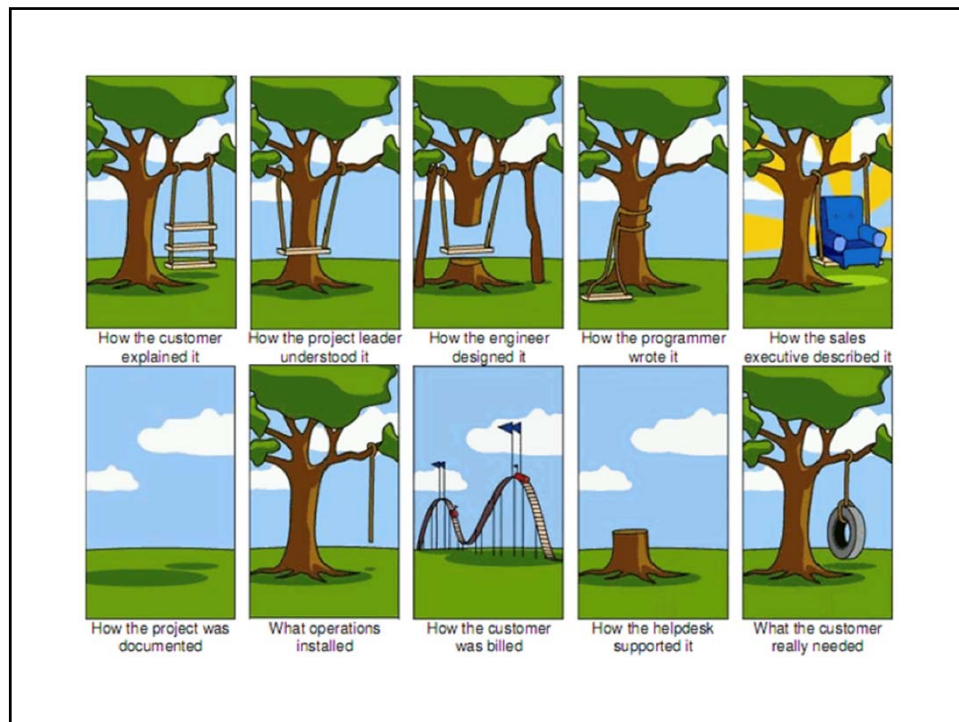


**THE BENEFIT OF OUR IDEA IS**

How will it meet the needs you mentioned?

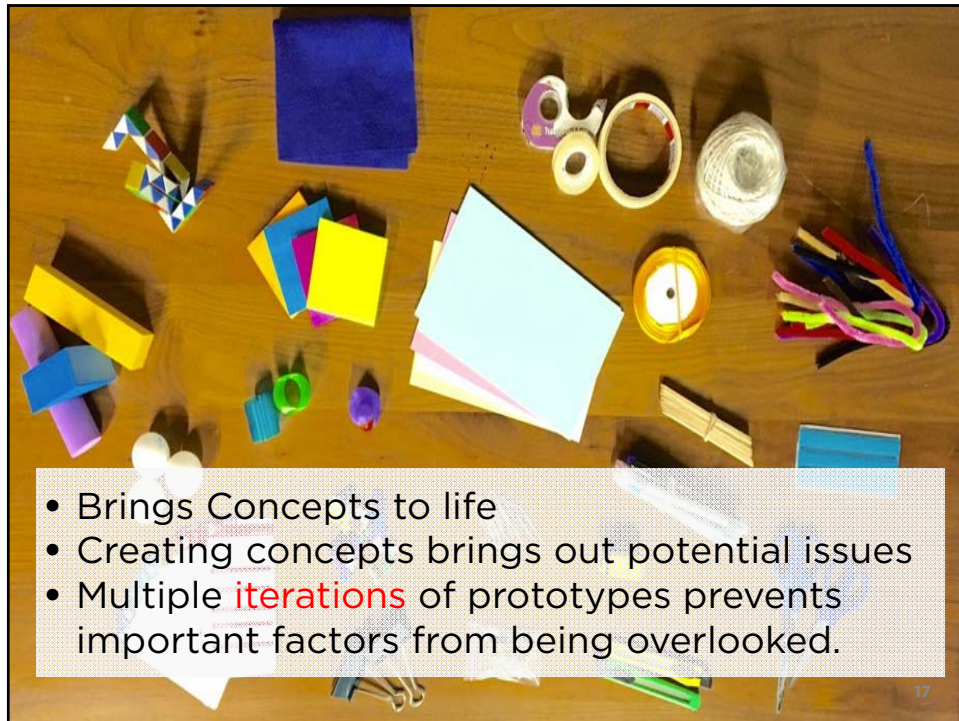
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The Best Way  
to **experience**  
an **experience** is  
to **experience** it...  
...by **Prototyping**





## PAPER PROTOTYPING

A prototyping method

Great for digital concepts. You don't need coding!

# STORYBOARDING

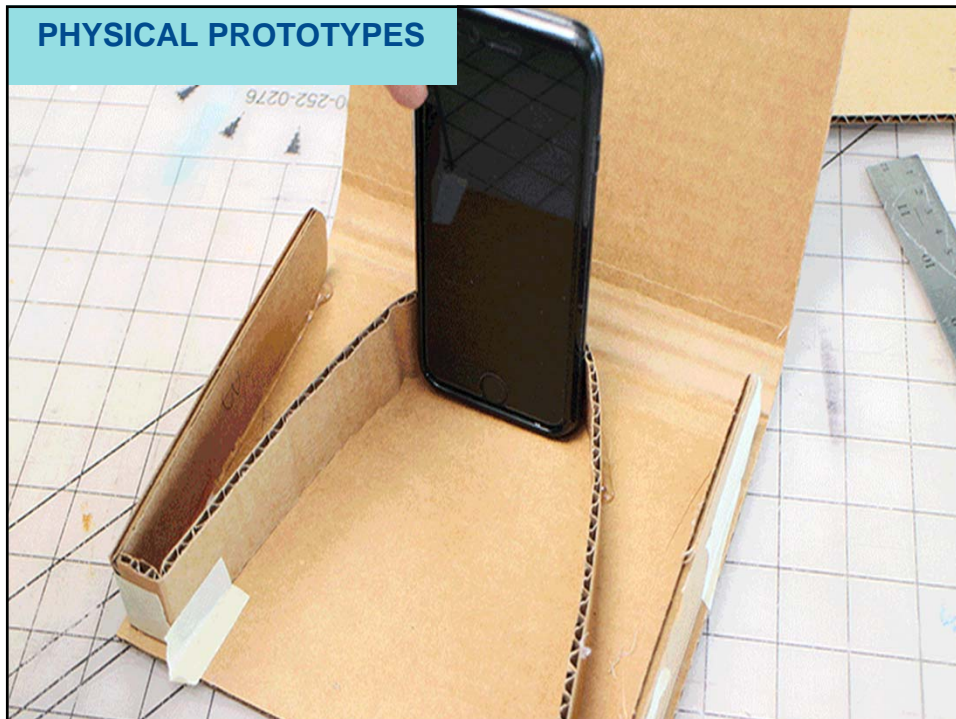
A prototyping method



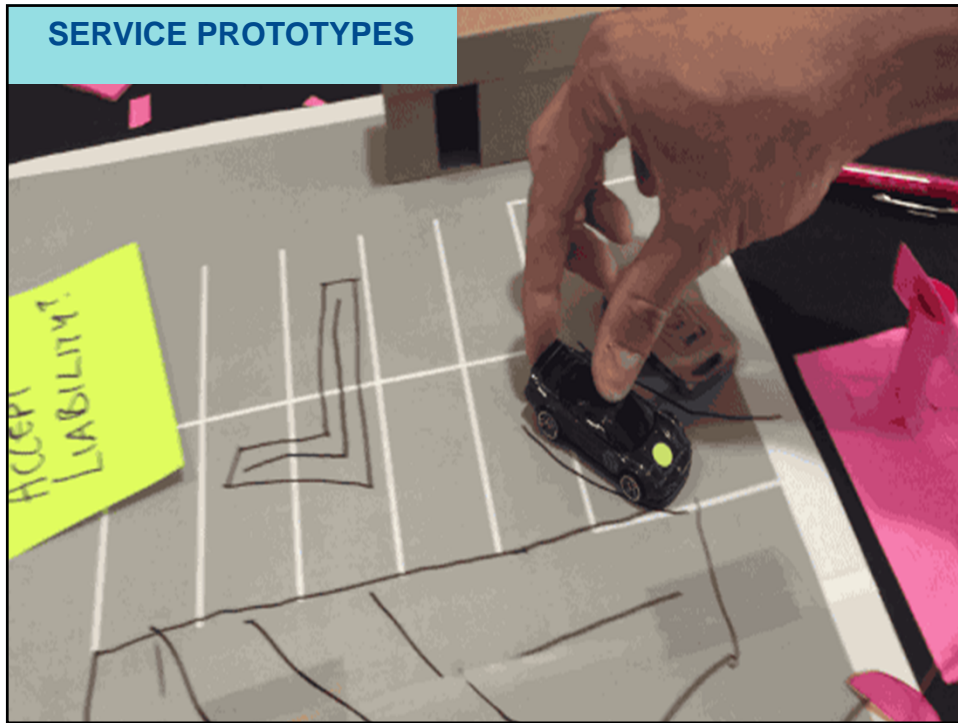
Illustrate how your digital concepts will be used along the user journey.

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## PHYSICAL PROTOTYPES



## SERVICE PROTOTYPES

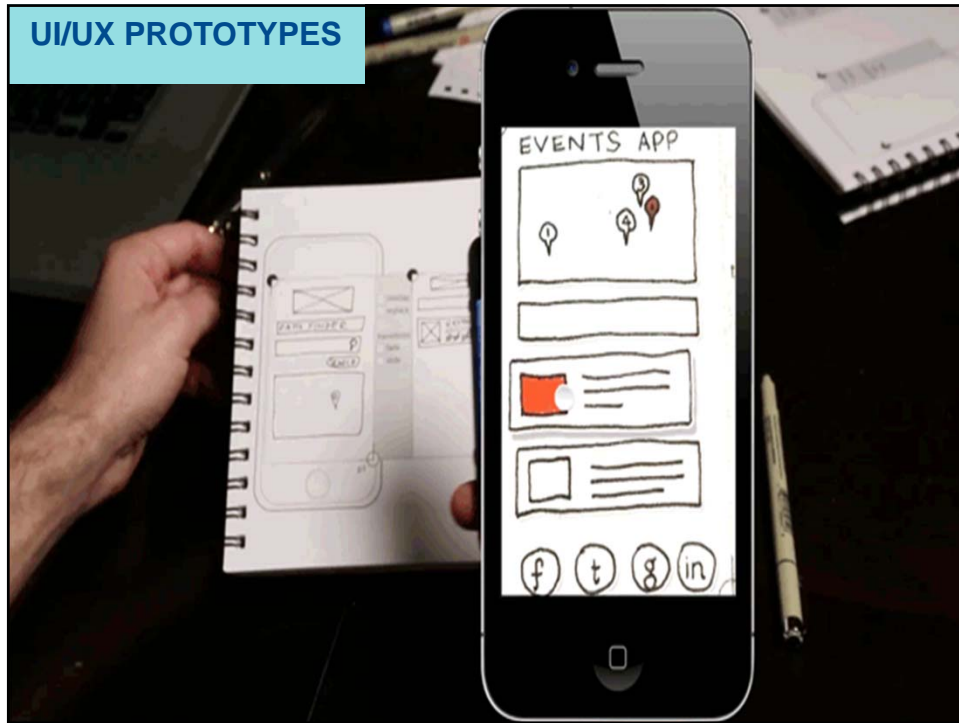


## EXPERIENCE PROTOTYPES





## UI/UX PROTOTYPES



### ***Tip!***

Some users may come in from  
2pm-4.30pm for  
co-creation with you.  
Welcome them as they are your gems!

### ***Project Time Until 4pm***

(1) From the “How-Might-We” statement, Ideate at least 50 ideas using brainstorming rules

(2) Come up with a concept stringing your ideas together

(3) Build your prototype today (as you are testing it with users tomorrow morning!)

(4) Make an appointment with your users to test your prototype tomorrow (9am-1030am)

(5) Present your prototype (2-minutes) at 4pm

### ***Ideation ...***


*Draw / Sketch / Write with at least 10 ideas per person to solve the HMW statement.*

*Share your ideas and build upon each other’s ideas with “yes and”.*



*Share your ideas and cluster similar ideas together. Continue to refine on each other’s ideas*

# CONCEPT SHEET



**OPPORTUNITY STATEMENT**

*How might we ....*

**WE ARE DESIGNING FOR...**

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~

**THEY NEED**

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~

List down the needs that you have heard and specify which needs you are targeting to meet.

**THAT IS WHY WE HAVE THIS IDEA**



**THE BENEFIT OF OUR IDEA IS**

~

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How will it meet the needs you mentioned?

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Let's hear from you  
(4:00pm-4:30pm)

Present your  
Prototype in 2 minutes

## First thing tomorrow...

- You can invite your user to come in anytime from 9:15am-10:30am to test your prototypes and give you feedback

