## Design Thinking

## What is design thinking

* A human-centered and collaborative approach to problem-solving that offers creative, iterative & practical solutions.
* Innovation is technically feasible, economically viable and humanly desirable.
  + Always start with social desirability
* Have ideation sessions with the direct users of the end product.

## The process

1. Empathize and find out “what” is happening with the user
2. Define
   1. Take all the observations to shape the understanding the problem and direct the brain storming.
   2. Insight -> Problem Statement -> “How might we?” Question
      1. Insight is the reason for the problem
      2. Problem statement include the insight and the user
         1. Why is this behavior happening?
         2. What are our users’ needs?
         3. What are they trying to do?
      3. How might questions be a general way to ask a question to brainstorm.
   3. [User] needs \_\_\_\_ because [insight]
3. Ideate
   1. Goal is to come up with as many ideas as possible
      1. Focus o the problem statement and brainstorm LOTS of ideas and focus on the “How might we?” questions
      2. Rules during brainstorming
         1. Defer judgement
         2. Encourage wild ideas
         3. Build on the ideas of others
         4. Stay focused on the topic
         5. One conversation at a time
         6. Be visual
         7. Go for quantity
      3. Select top idea
4. Prototype
   1. Gain feed back from user
      1. MVP is lowest resolution version of solution that still allow feed back
      2. Prototype more closely resemble the solution
      3. Piolet is the complete developed product.
5. Test
   1. Test the assumption with an experiment
   2. Use story boards to tell a story
   3. Reflect on the idea
      1. Social desirability
      2. Economical viability
      3. Technical feasibility