Design Thinking

A presentation by Veronika Gazarek

Upcoming Topics

- ✧ Definition of Design Thinking
- ✧ The 5 stages of Design Thinking
- ✧ Examples of real companies applying this method
- ✧ Conclusion & Video

How do you define Design Thinking?

Design thinking is a methodology which provides a solution-based approach to solve problems. It is a **non-linear**, **iterative** process that can have 3-7 phases depending on whom you talk to.

✧ **First mention of the term**: *The Sciences of the Artificial*, Herbert A. Simon, 1969

The 5 stages of Design Thinking:

✧ **Emphasize**: research your user‘s needs

✧ **Define**: state your user‘s needs and problems

✧ **Ideate**: challenge assumptions and create ideas

✧ **Prototype**: start to create solutions

✧ **Test**: try your solutions out

Emphasize

“User-centric research”

Engage & empathize

View things from the user‘s perspective

Understanding the user‘s needs

Define

Organize the collected information

State the user‘s wish, not the company‘s

“We need to increase our food-product market share among young teenage girls by 5%” 👎

“ Teenage girls need to eat nutritious food in order to thrive, be healthy and grow.” 👍

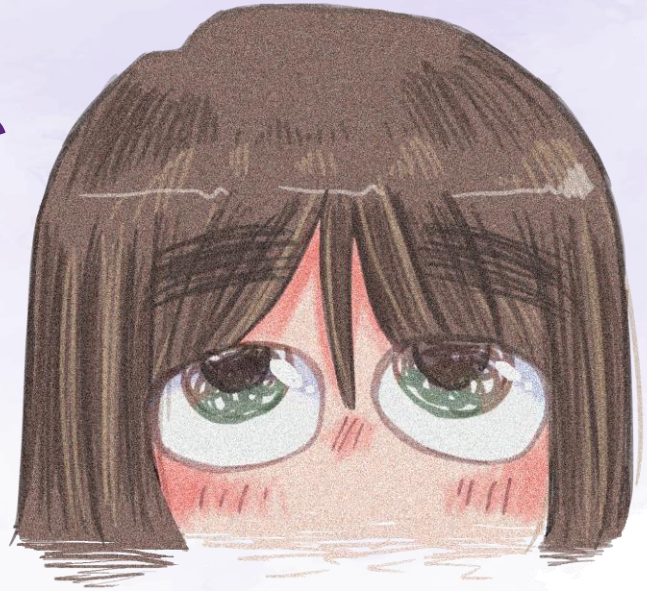
Ideate

Start collecting possible solutions

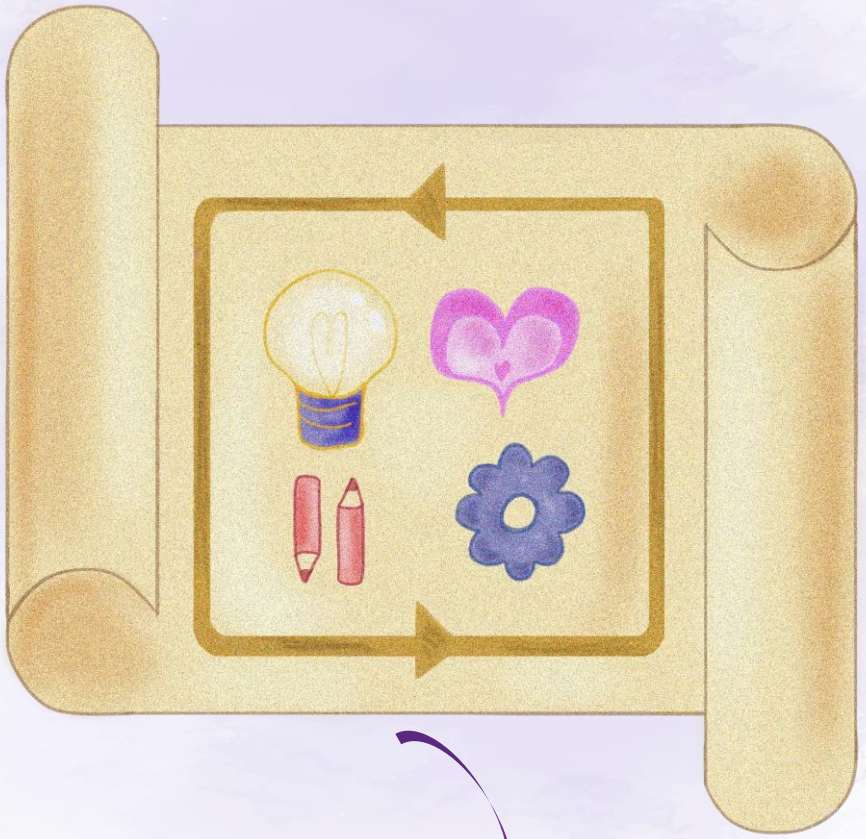
“Worst possible idea”

Choose best solution at the end and

move forward



Prototype



Test scaled down version

Find solutions for issues that came up previously

Implement solutions into the prototype

Test

Thoroughly test product

Goal : Fully understand the product

and its users

Examples of famous companies

Netflix

✧DVD rental service

✧Provided delivery for customers

✧Change to on-demand streaming platform

✧Added short trailers to the interface

Oral B

✧Hired designers Kim Colin and Sam Hecht

✧Brushing teeth = neurotic act

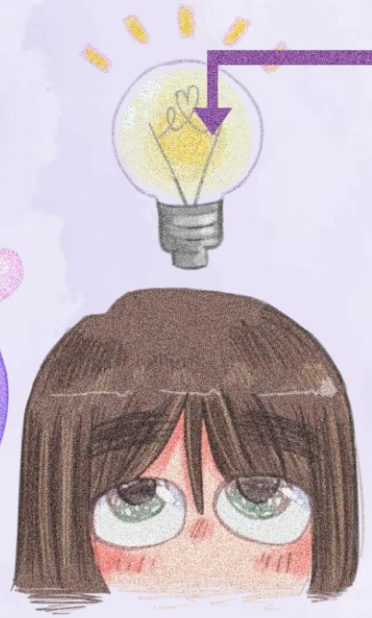
✧Charging toothbrush & ordering replacement heads

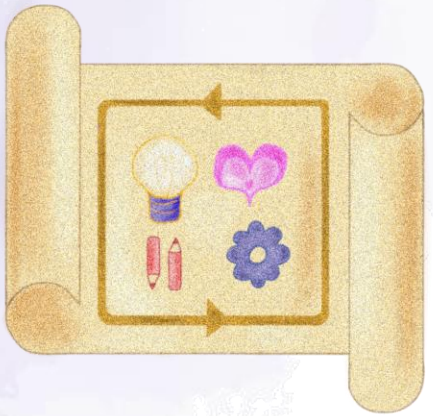
Conclusion

Learn about users through testing

Empathy helps define problem

Tests create new ideas for project





Prototype sparks a new idea

Tests reveal insights that redefine the problem

Thank you!

References

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