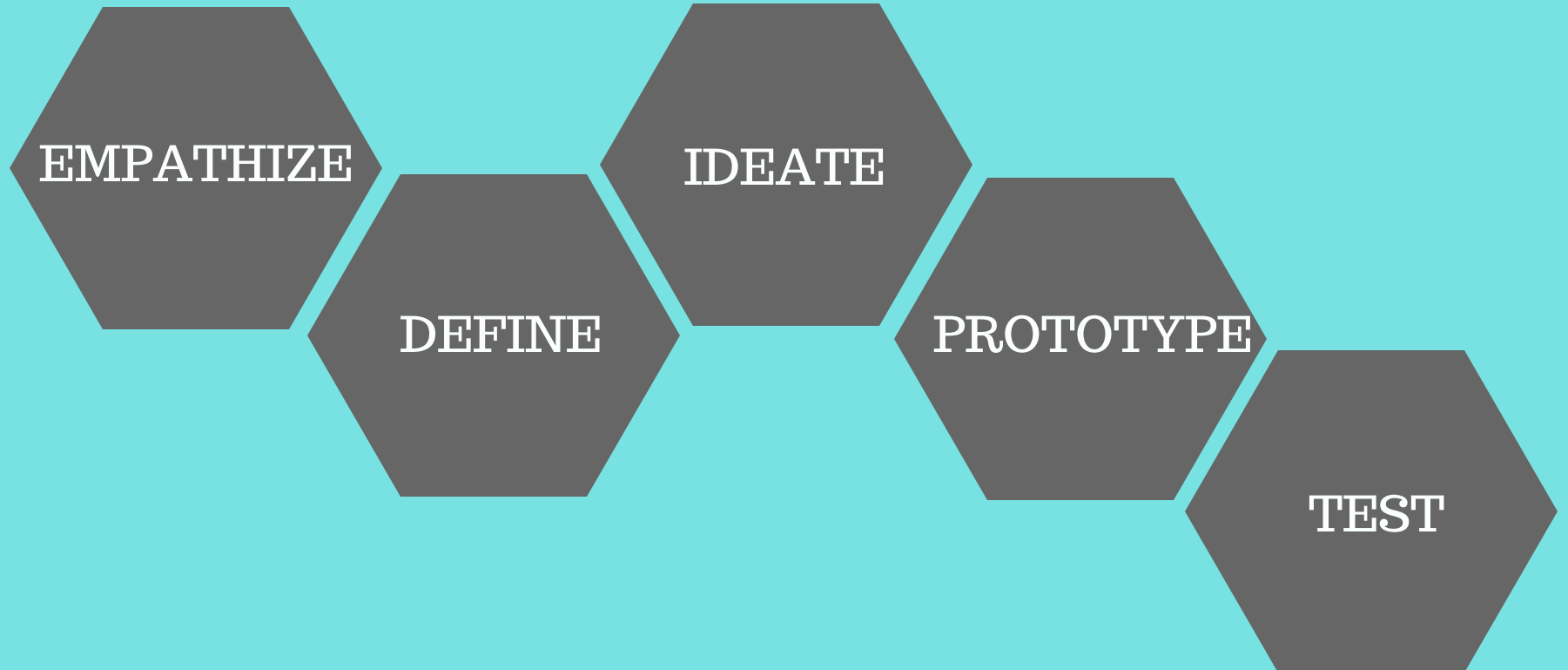




DESIGN THINKING -101



Design Thinking Principles

- Defer Judgement
- Quantity over quality
- Encourage wild ideas
- One conversation at a time
- Build on the ideas of others
- Be visual
- Stay focused

Design Challenge

Redesign the classroom
experience for youth

01



EMPATHIZE 





DEVELOP A DEEP
UNDERSTANDING OF
THE CHALLENGE

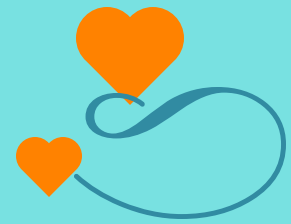




OBSERVE.
ENGAGE.
IMMERSE.

- Keep questions open - How, What, Why, When?
- Avoid closed Yes/No questions - Have you...? Is this...? Can you...?
- Be curious, you want information
- Get the user to tell you stories - Tell me about a time...

EMPATHY MAP



What does the interviewee:

- think and feel?
- say and do?

02

DEFINE





CLEARLY **DESCRIBE**
THE PROBLEM YOU
WANT TO SOLVE





THEMES

identify and
group similar
topics

You might see the following:

"Cindy struggles to study
when she is feeling
anxious."



HMW

How might we
create/change/improve
[the problem/need]
for [user] because [insight]?



HMW

How might we reduce
[anxiety]
for [Cindy] because [it will
help her study]?




HMW




03

IDEATE





BRAINSTORM
POTENTIAL ANSWERS
TO YOUR HMW.
SELECT A TOP IDEA



BRAINSTORM



- Quantity over quality
- Build on each other's ideas
- **EVERYONE** has a say
- One idea per note
- Short and specific
- Be visual

THINK DIFFERENTLY

Bend Break Stretch

TV nooooooRm AT

- INVERSION - turn common practice upside down
- INTEGRATION - integrate the idea with other ideas
- EXTENSION - extend the idea
- ADDITION - add a new element
- SUBTRACTION - take something away
- EXAGGERATION - push something past its limits


BRAINSTORM




04

PROTOTYPE





DESIGN A PROTOTYPE
TO REPRESENT YOUR
SOLUTION





CREATE
QUICK &
ROUGH
MODELS

A prototype should be **interactive**

LET GO
so you can
FAIL EARLY AND OFTEN

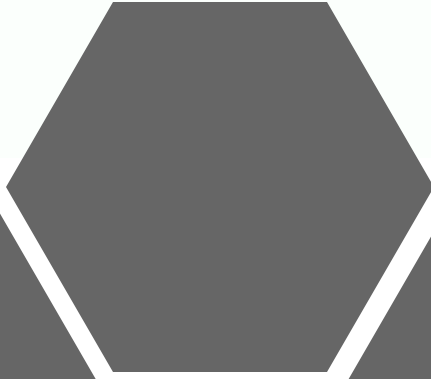
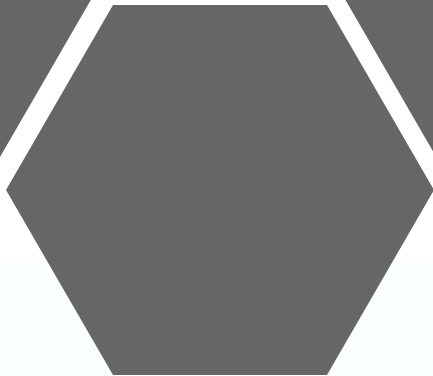
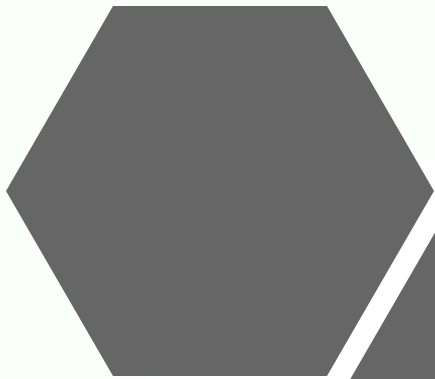
"What I hear I forget.
What I see, I remember.
What I do, I understand!"

-Chinese philosopher Lao Tse



05

TEST





GET OTHERS TO TRY
OUT YOUR IDEA TO GET
USER-FEEDBACK





TEST user's experience

Put
yourself
out
there

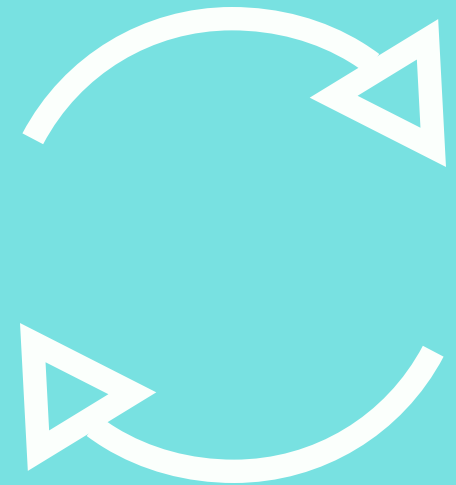
改善
改善
改善

KAI=Change

ZEN=Good

KAIZEN

(Continual
Improvement)





THANK YOU!
& HAVE FUN CREATING
