

Group Project

DESIGN THINKING

Introduction

THE PROCESS DESIGN

The process of design thinking is not just to come up with designs but it helps in being innovative. In this report, we walk through the ideation into a prototype and testing journey to address real-world problems. Find out how empathy, collaboration and iteration combine in addressing challenges as well opportunities.

Design thinking has five phases which are :

Empathize

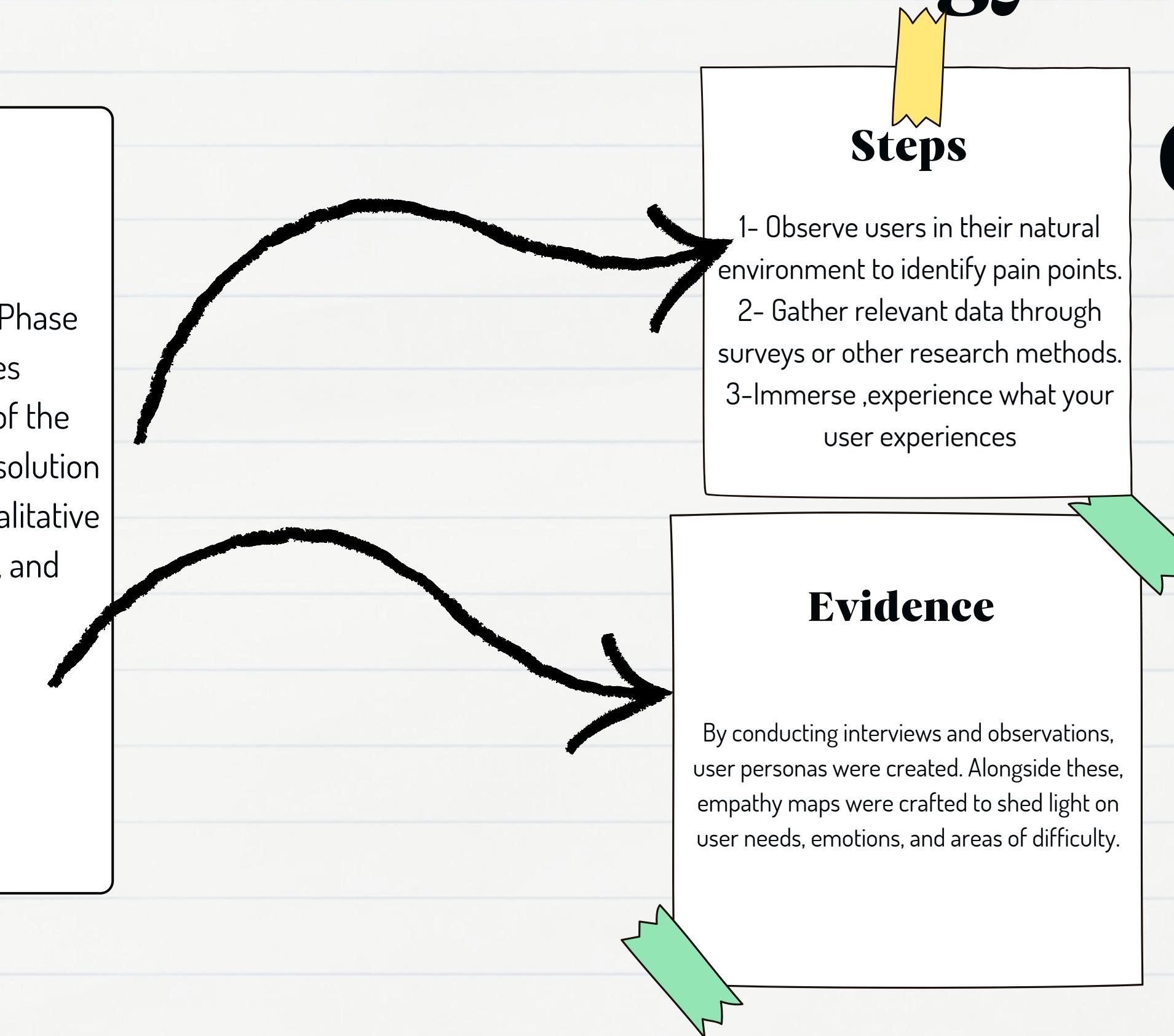
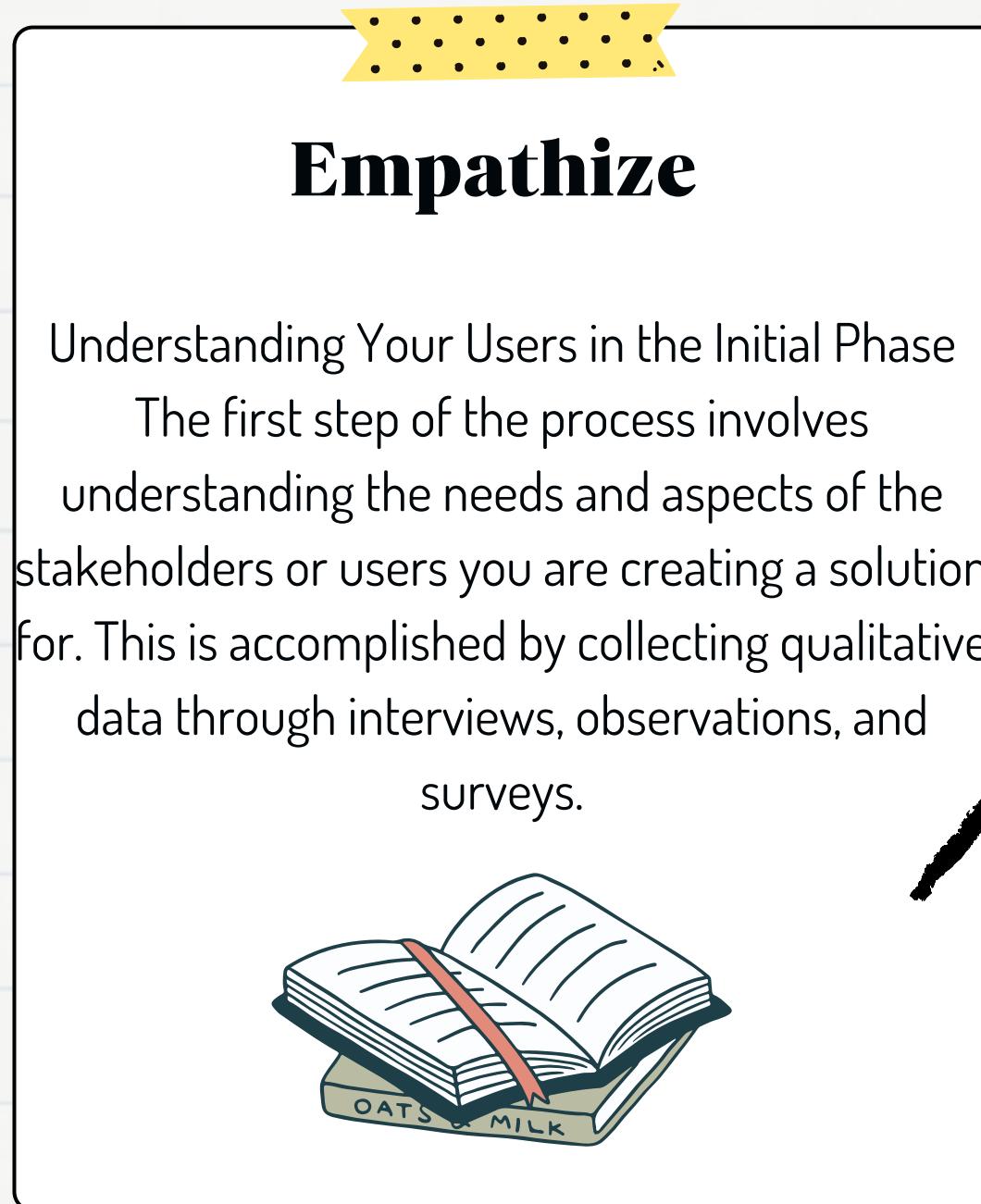
Define

Ideate

Prototype

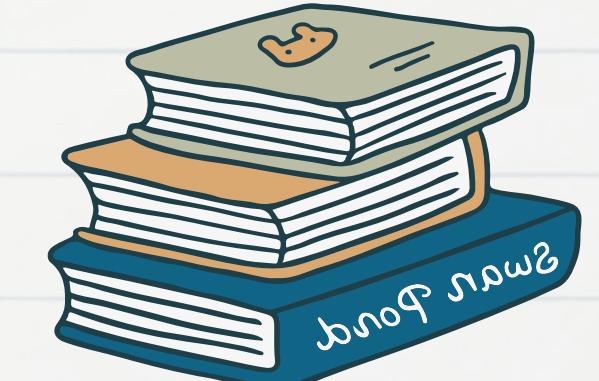
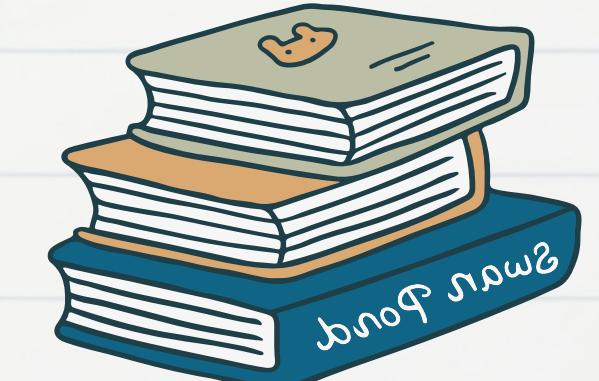
Deploy

Its quite similar to Research Methodology:



Overview

- Problem statement
- Empirical Study
- Data Analysis
- Experiment





Question and answers?

Could you share with me a recent work experience that sparked a strong emotion in you?

well, just completed a major marketing campaign, I couldn't help but feel a tinge of disappointment despite its success. Perhaps there was a missing element that prevented me from fully relishing

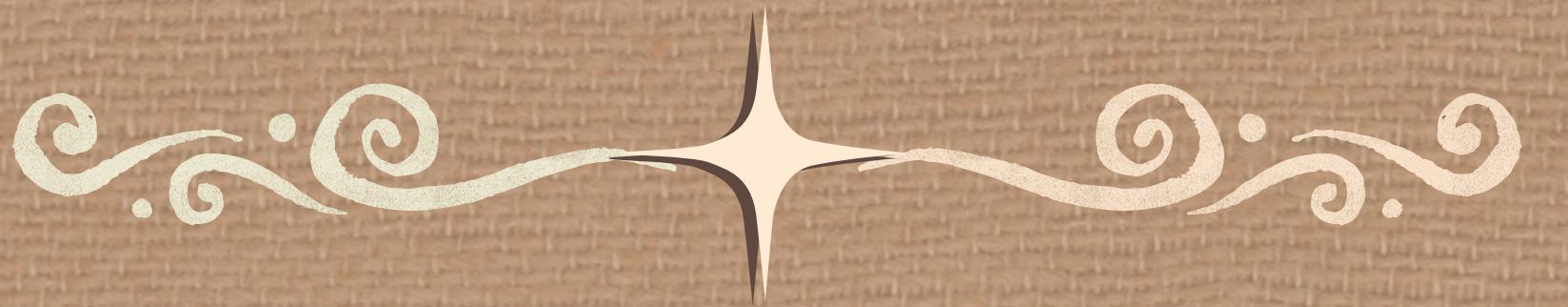


SUMMARIES QUESTIONS AND ANSWERS

if we jump deep into the other individual feelings, goals, and struggles, these inquiries and responses offer valuable discoveries.

During the "Empathy" stage, these queries assist teams in comprehending the user's point of view, allowing them to customize their design.

Define



During the "Define" phase of design thinking, our goal is to identify the central issue that needs to be tackled. This is preceded by the "Empathize" step, where we delve into people's needs and gain a deeper understanding. We then gather and analyze data to formulate a concise and welldefined problem statement. This critical step provides us with a clear direction to seek out solutions that effectively meet the challenges faced by users.



Steps

- 1-Look at Data: Examine the information gathered about users.
- 2-Find Main Problem: Identify the most important issue to work on.
- 3>Create Problem Statement: Clearly express what needs to be solved.
- 4-Set Direction: Build a viewpoint focused on users' needs.



Methodology

Ideate

This phase involves generating a extensive variety of innovative ideas to resolve the defined hassle. It encourages brainstorming and ideation classes to discover diverse possibilities.

brainstorm

Brainstorming is a group activity where people share ideas freely without judgment to generate creative solutions for problems.

The rules of brainstorming

- A-One convo at the time
- B-Go for quantity
- C-Go for quantity
- D-Stay one topic and defer judgement
- E-Be visual and encourage wild ideas

Tips for Pitching & Presentation

Start building:

Even if you aren't sure what you're doing. The act of picking up some materials will be a good start

Build with your group in mind:

Answering questions that help focus on an idea/solution and help receive a helpful feedback

Label your POV:

Identify what is being solved for with your idea

Prototype

In design thinking, during "Prototyping" phase it is about producing experimental versions of the ideas that are swift and straightforward so as to test them for improvement. There is a nine-step statistical process designed to work best when seeking user feedback in order to refine and enhance solutions before finalizing them. This hands on approach of a product development ensures the end ones satisfied users' need effectively.



DEPLOY/TEST

During the “Testing” stage of design thinking, users test prototypes. So feedback is gathered to fine-tune and enhance solutions before implementation. Making sure the final product meets user needs effectively is tested.

During the whole process of developing using design thinking, documentation is very important and visualization helps to ensure that everyone involved in the process contributes their inputs. Tools including journey maps, empathy maps, and design briefs are commonly utilized by the teams in various phases to help communicate and share insights. This process could be repeated till we find the solution we are looking for .

LETS USE DESIGN THINKING TO SOLVE A PROBLEM FOR EXAMPLE :

THE PROBLEM

Organizing a Community Event:
How to organize and carry out a
community event if it can be
engaging for the residents and help
them feel at home?

EVIDENCE

Empathy maps summarizing the
main takeaways from the interviews
and observation carried out. User
personas concerning heterogeneity of
community actors.

EMPATHIZE

Interviews and surveys with the
community members to know their
interest, choice and concerns.
Observe the community and try to
find common interests.

DEFINE

Proceed with analyzing the collected data to
single out prevalent themes and wishes. For
instance, you may create a problem
statement like “We require an activity or
event for our community that builds an
atmosphere of peerage among all residents.

Analysis and Findings



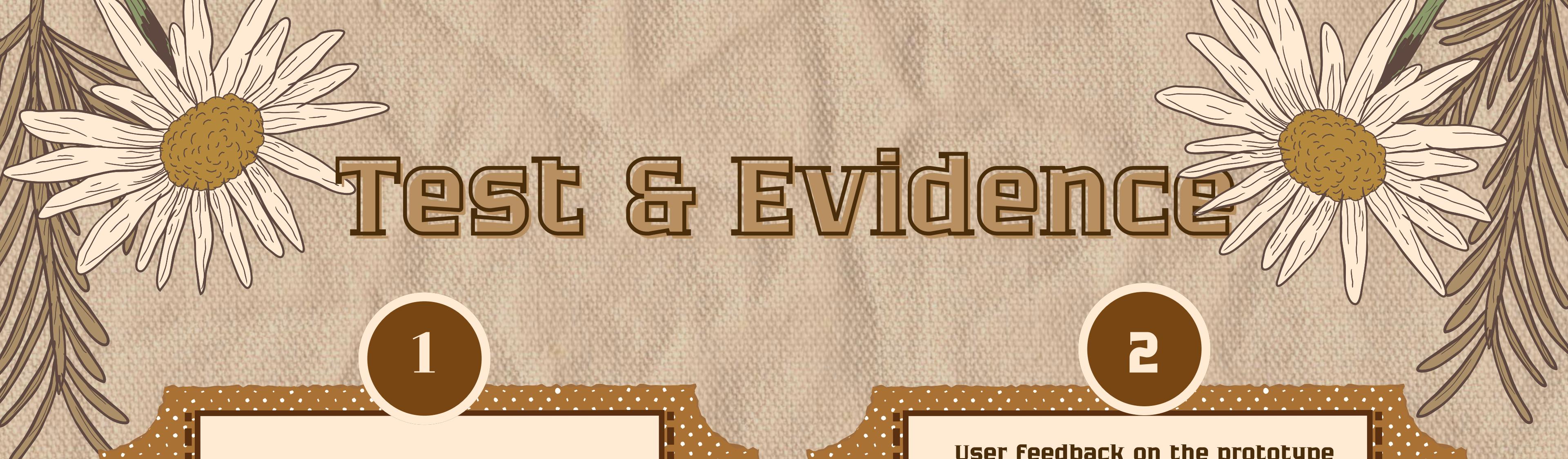
Clearly defined problem statement. List of most important things to be paid attention in the affair of a community.

Organize brainstorming sessions in a group with different people for coming up with creative event concepts. Engage attendees in the discussion of their ideal community event.

List of varied event concepts and ideas. Representations of brainstorming sessions in a graphic way, such as mind maps or sketches..

Select a few promising event ideas and create rough prototypes or mock-ups. Consider aspects such as event layout, activities, and engagement strategies.

Physical or digital prototypes showcasing key features of potential community events. Development notes based on feedback from a small group of community members



Test & Evidence

1

Pilot-test the prototype events with a sample group of community members. Collect feedback through surveys, interviews, or feedback sessions.

2

User feedback on the prototype events. Analysis of feedback to refine and improve the community event concept.

By following these design thinking steps, you ensure that the community event is not only well-planned but also aligns with the genuine needs and desires of the residents, spreading a sense of security and comfortability .

CONCLUSION

To sum up design thinking is an approach, to problem solving that centers around comprehending the needs of people developing solutions and validating ideas through user feedback. By empathizing with users defining problems clearly generating ideas creating prototypes and conducting testing design thinking enables the creation of solutions that genuinely address users requirements. It's an imaginative process that promotes collaboration and continuous enhancement. Whether it involves tackling challenges or addressing issues design thinking offers a structured yet adaptable framework, for crafting user centric solutions that have a positive impact.

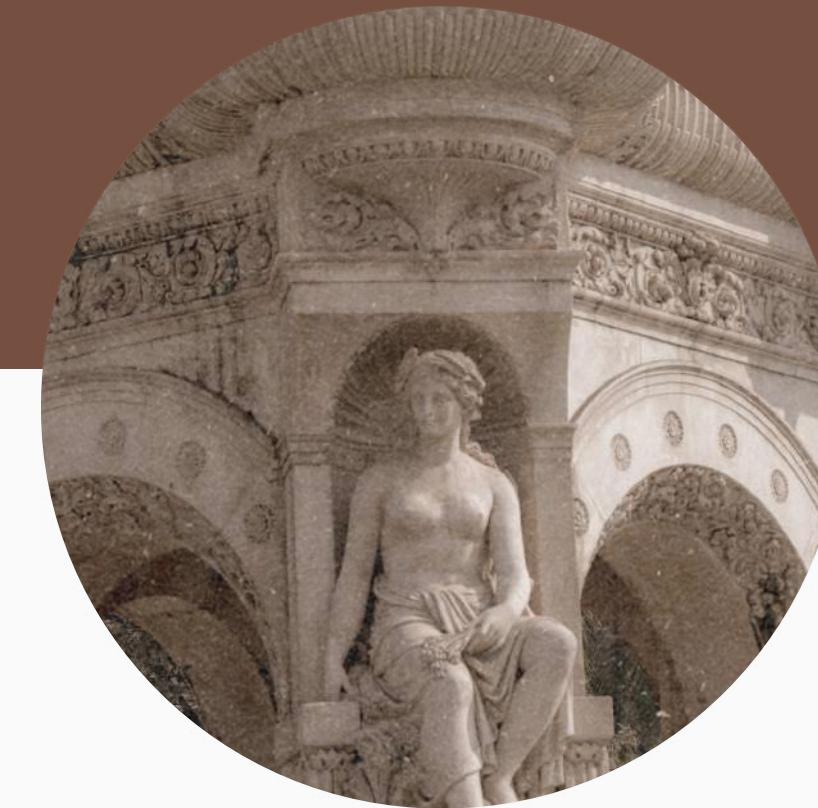
Team work



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Thank You!

AT SYRACUSE, N. Y.

Including 2 Electric Head
Lights, Tail Light, Lug-
gage Rack and Tools

NERACAR in five minutes

Clean—can be ridden in
any clothes. Mud guard
and deck 18 inches wide.
The hood encases the

NERACAR—per
with every car for
lateral ride you
can you ever to the
basic nature of the
out-door club and
regales everyone.
Get the NERACAR
in wheels. Have
abounding health.
—descriptive catalog
ILLUSTRATION
street

Men and Women
boys and Girls
Ride in any cloth
—Keep clean
—

Dealers write for