BReakiN PoInT
MANSOURA UN

# Design Thinking

# HELLO Folks !

- I’m Ahmed Mohammed Elsayyad.
- Third year @ Computer and information science.
- Cyber security Passionate
- Attended Phopos camp 2024
- Business instructor @ BReaken Point.

# AGENDA


what is startup?
who ?
How it works?
1

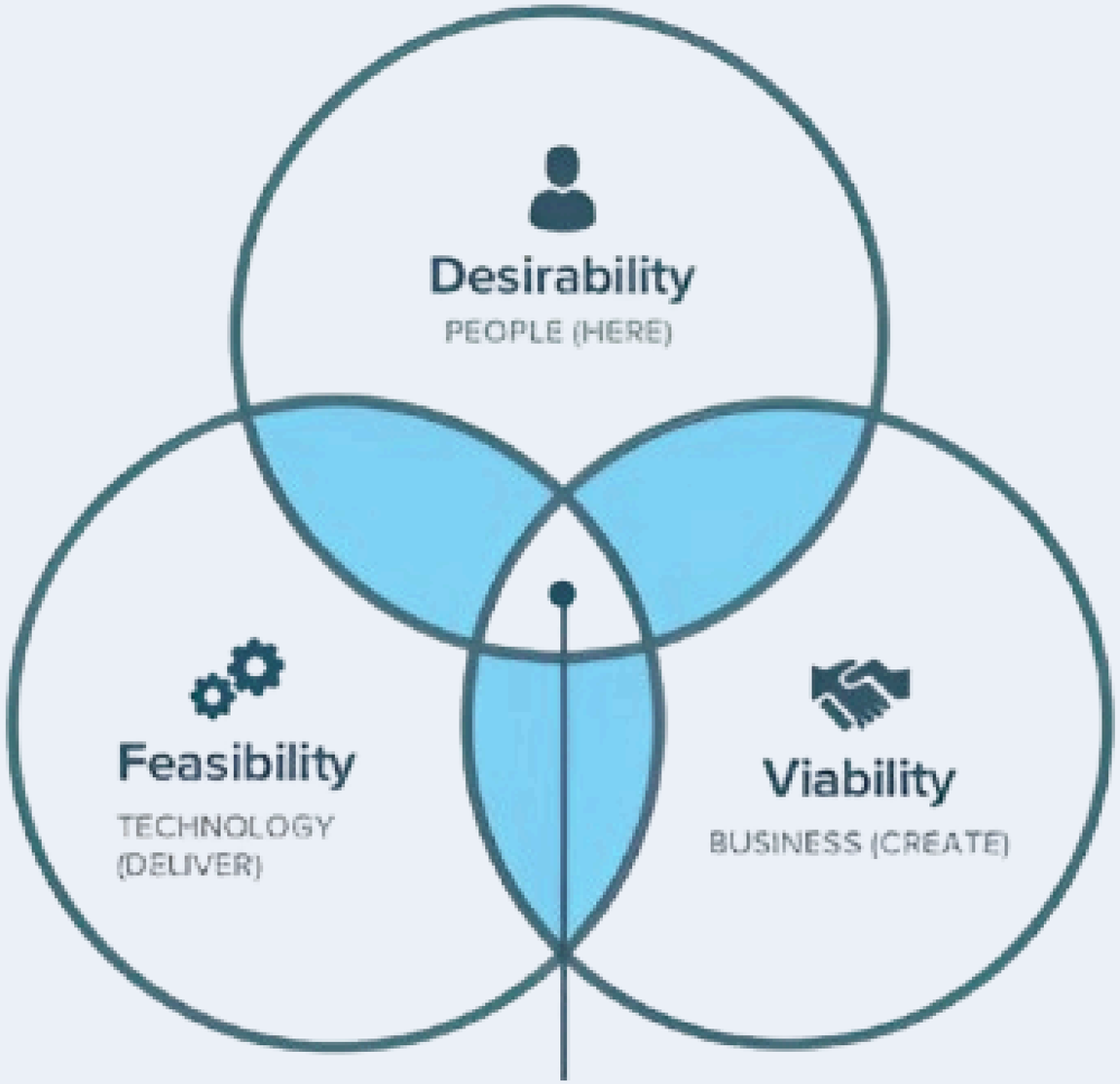
Problem Criteria
4

2
What is
Design Thinking

5
Empathy Map

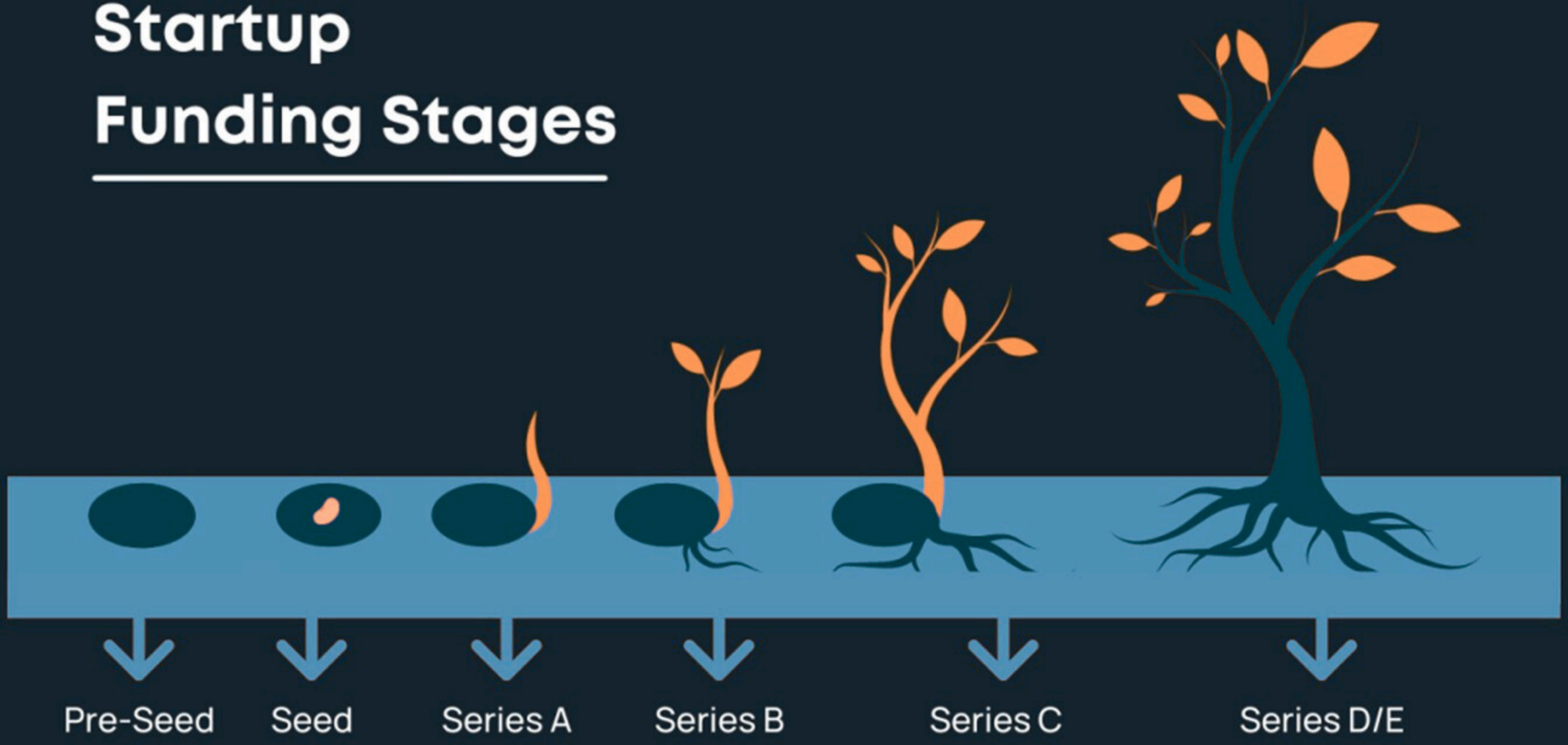
Problem statement
3

Activities
6




# Human Center Design

# Startup Funding Stages



## عندك فكرة ؟!

# حطها على جنب دلوقتي
# و جاوب على الـ 7 اسئلة دول

# The 7 leaves

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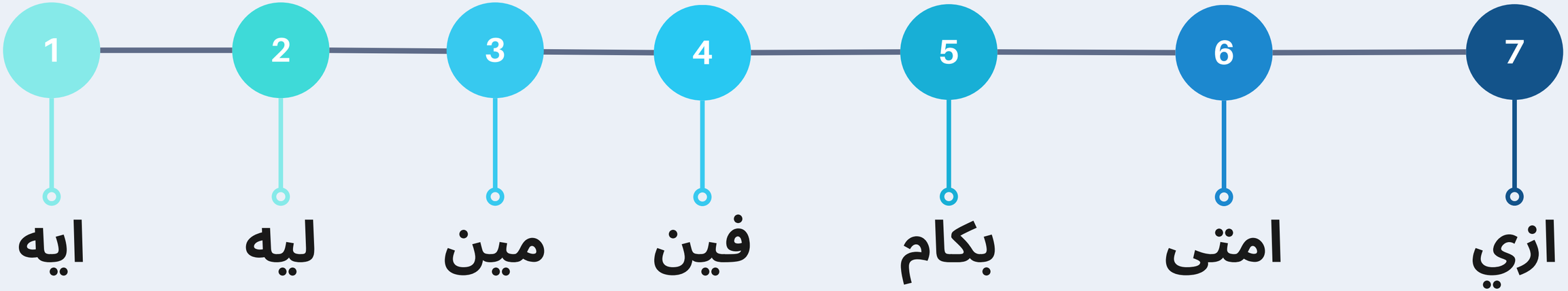
## To launch a business you must know



# What is Design Thinking

# التفكير التصميمي Thinking Design

أسلوب لحل المشكلات يركز على **الإنسان**
ويشمل فهم **احتياجات** المستخدم، وإعادة تعريف المشكلة
وابتكار **حلول إبداعية** من خلال العصف الذهني والنمذجة والاختبار

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

—Tim Brown

# DESIGN THINKING

Empathize

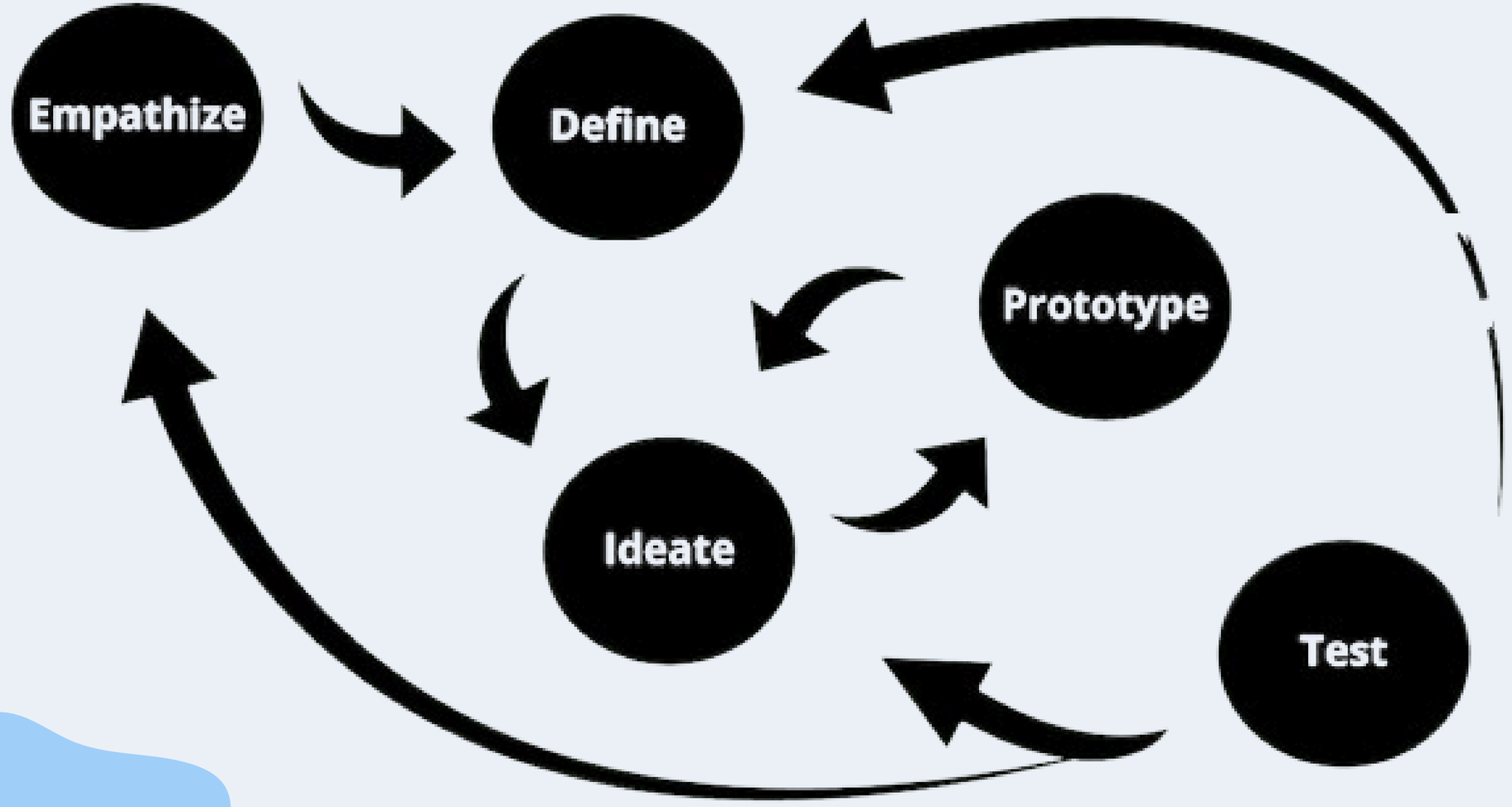
Ideate

Define

Test

Prototype

# Thinking Design is not a linear process



# عندك فكرة ؟!

حطها على جنب دلوقتي
و اوصف المشكلة صح الأول

# Problem statement

**Clarity starts with defining the problem**
**— let’s do it together.**

“

**Your startup isn't about you;**
**it's about solving a real problem for your target audience.**

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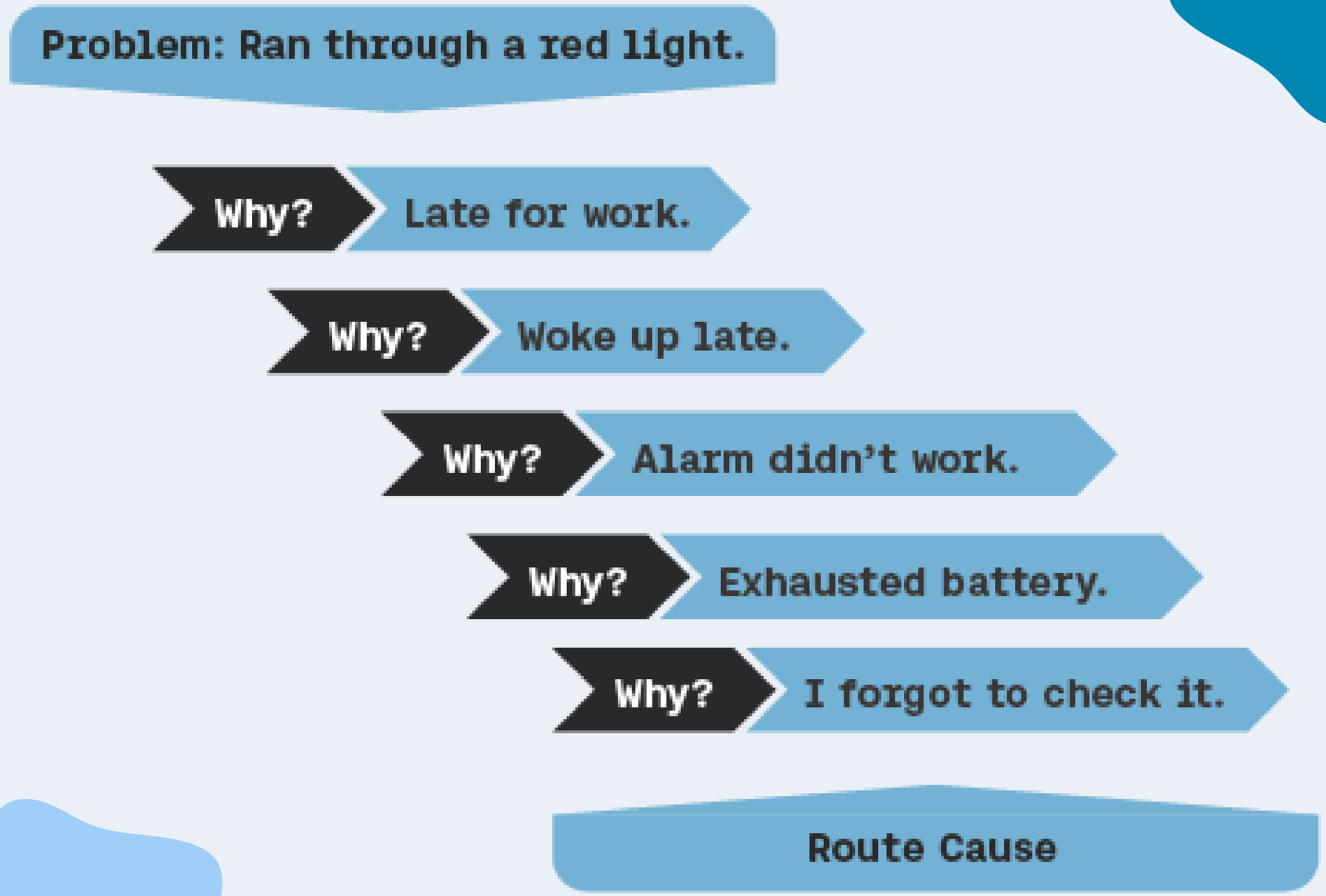
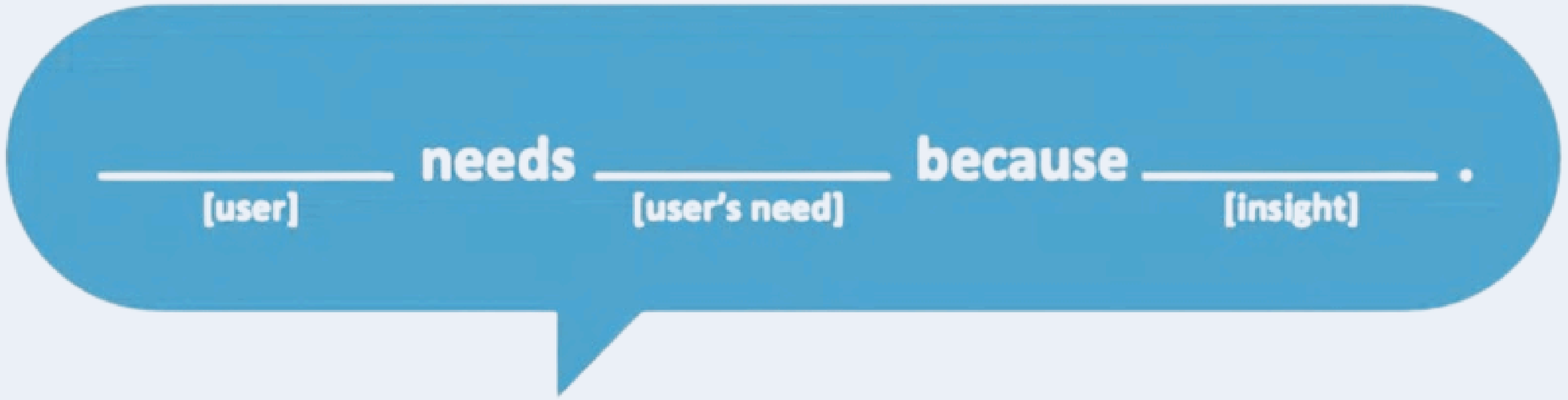

Problem: Ran through a red light.
Why?
Late for work.
Why?
Woke up late.
Why?
Alarm didn't work.
Why?
Exhausted battery.
Why?
I forgot to check it.
Route Cause

# POV Statement



# POV Statement

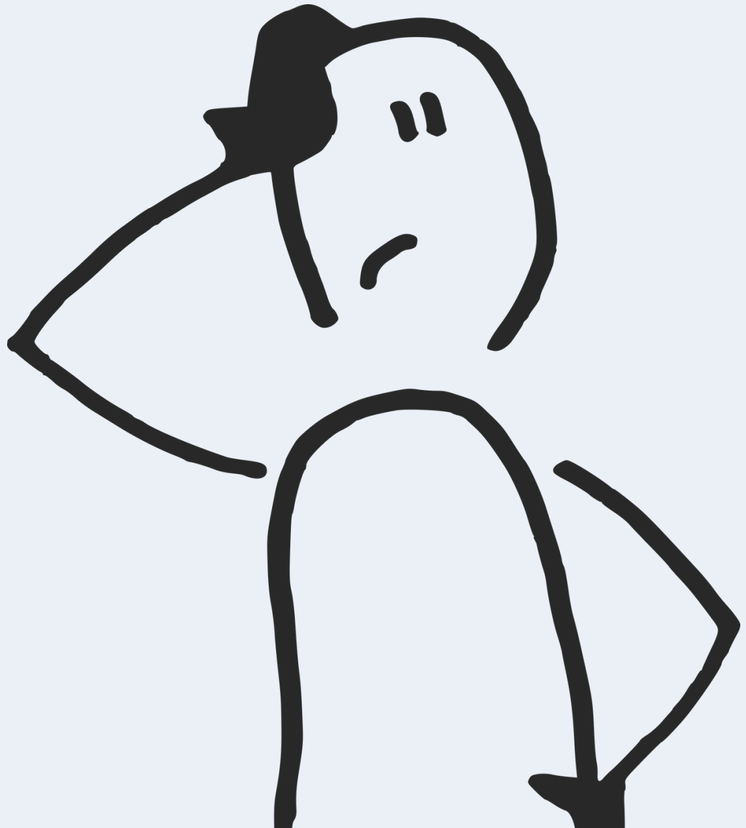
1. I’m
2. I’m trying to
3. but
4. because
5. Which makes me feel

# Activity Time

1- Five Whys for your problem

2- POV Statement

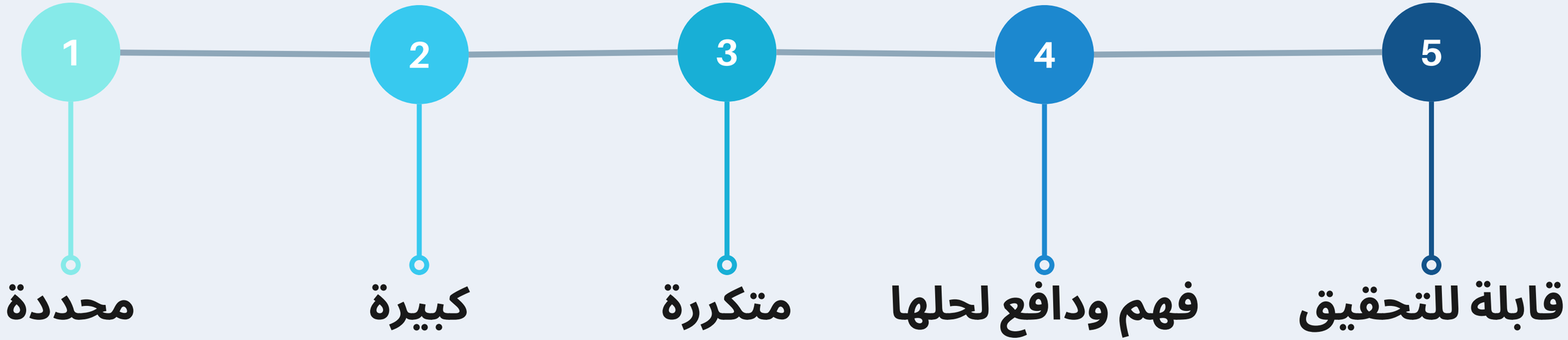
# Is any Problem is valid ??



# عندك فكرة ؟!

حطها على جنب دلوقتي
و اوصف المشكلة صح الأول

# Problem Criteria



# Activity Time

**Create a problem statement for your target customer**

**Remember 7 leaves ??**

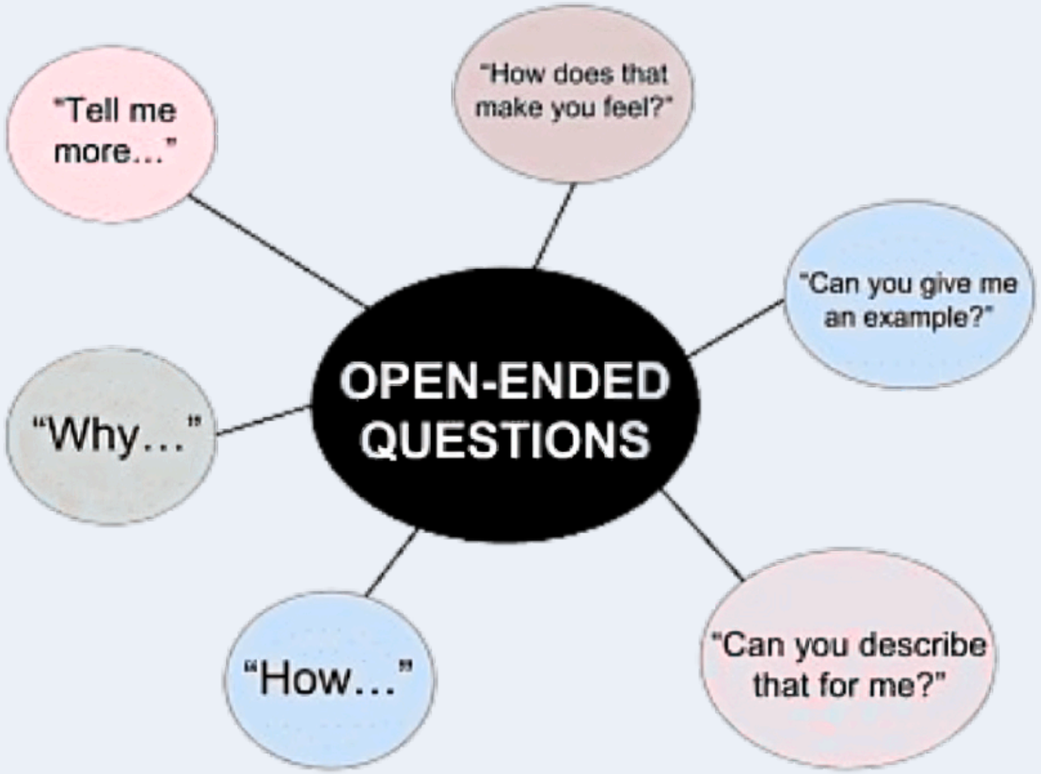
# Real life informations

Empathy Interviews

Monitoring

Forms & Statistics

# Empathy interview




**A closed-ended** questions
to check if someone belongs to the target audience.

**A Open-ended** question
for collecting detailed responses.

# Activity Time

## Let’s do interview

# GOALS

## WHO

Teenager

Kid

No Mental Health

Cyberullying

Unsafely

Victim

## DO

Switch off for a while

Don't stay quiet

Find support

Report issue

Block person

Keep evidence

## THINK & FEEL

### PAINS

Fear of not having it taken seriously and being dismissed
Headaches and stomachaches
Negative feelings on their selfs
Upset after using internet
More lonely or distressed
More anxious, sad or angry

### GAINS

Feel secure
Make the person that was bullying me to be responsible for his bad actions
Mental Health

## SEE

Oder people commenting or participating online
Something harmful about himself on internet
Schoolmates making fun of her
Oders suffering the same issue

## HEAR

Friends gossiping
Schoolmate making fun of him
People want to hear negative things instead of positive ones

## SAY

Don't want to talk much about the issues
Have problems in learning
Feel unsafe
The guy that bullyied me has problem at his house
He was jelous about me

## DO

Isolate themselves
Don't talk about the issue
Reduce their time on social media
Avoid school or clubs
Change their personality, becoming more withdrawn, anxious, sad or angry
Low academic achievements
Talk with their parents or school about the situation
Find support

# Last Activity Time

## Empathy Map for your Customer

# Thanks,
# Folks !!