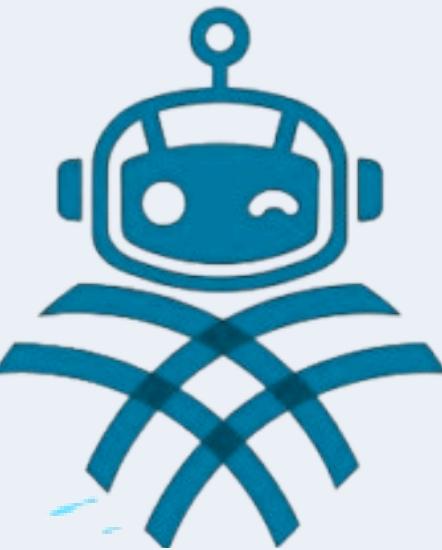




**BReakiN PoInT**  
MANSOURA UN



# 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

Recap

1

SCAMPER

4

2

Ideation Phase

5

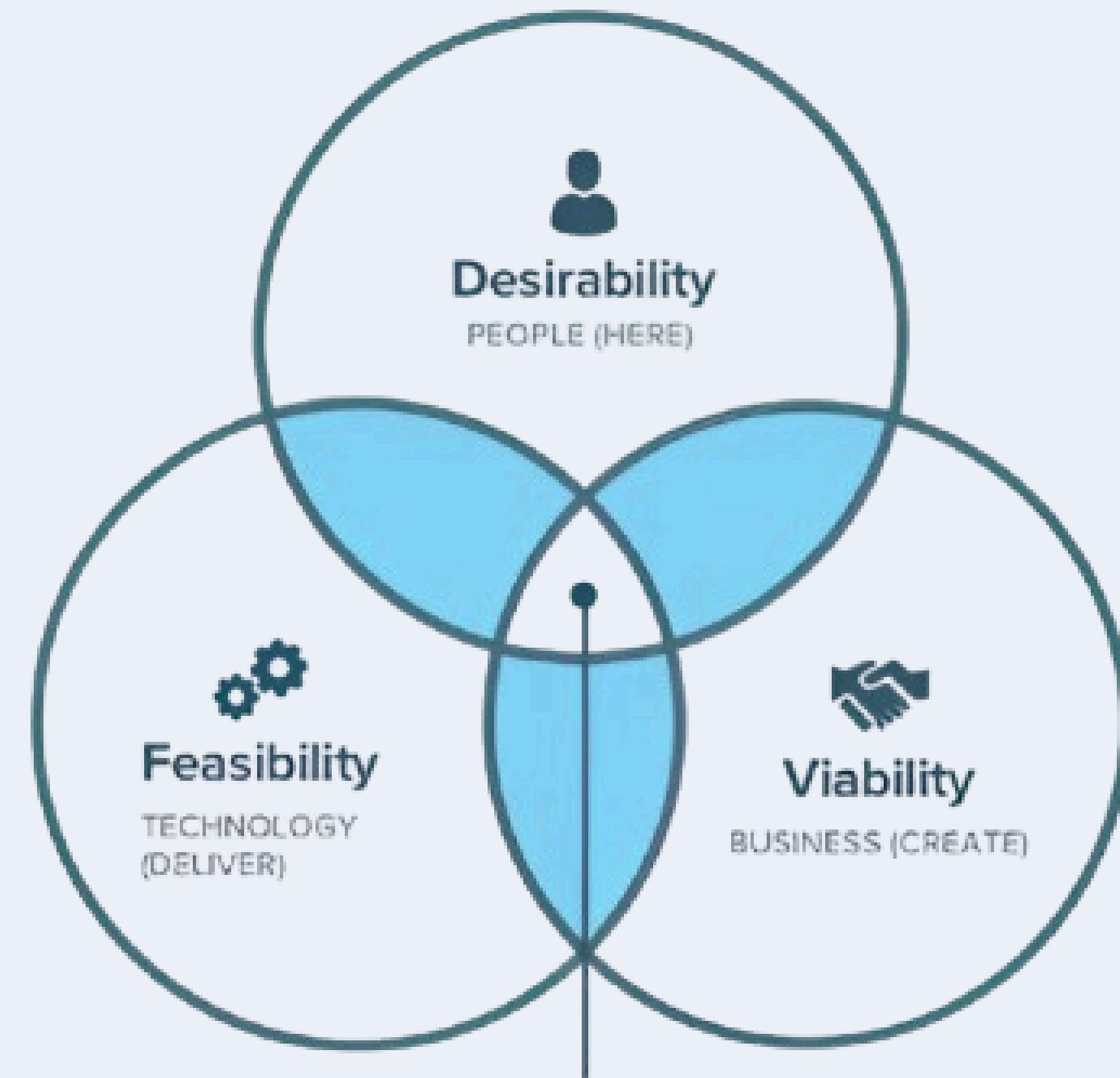
Prototype &  
MVP

Brainstorming

3

Idea Validation

6



## Human Center Design

# HEAR

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

# WHO

Teenager

No Mental Health

Unsafely

Victim

# PAINS

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

# 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Change their personality, becoming more withdrawn, anxious, sad or angry  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

# GOALS

Kid  
Cyberbullying

Switch off for a while

Report issue

# DO

Don't stay quiet

Block person

Keep evidence

Find support

# SEE

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

# 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

# THINK & FEEL

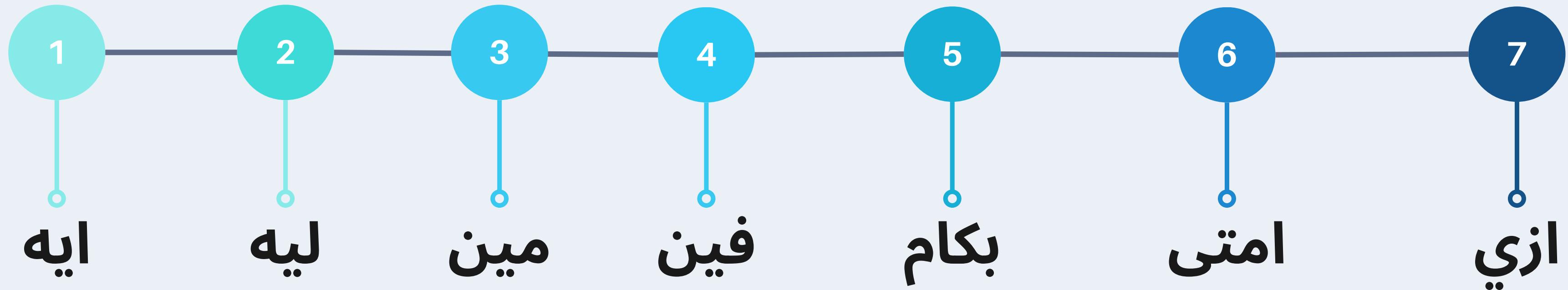
# GAINS

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

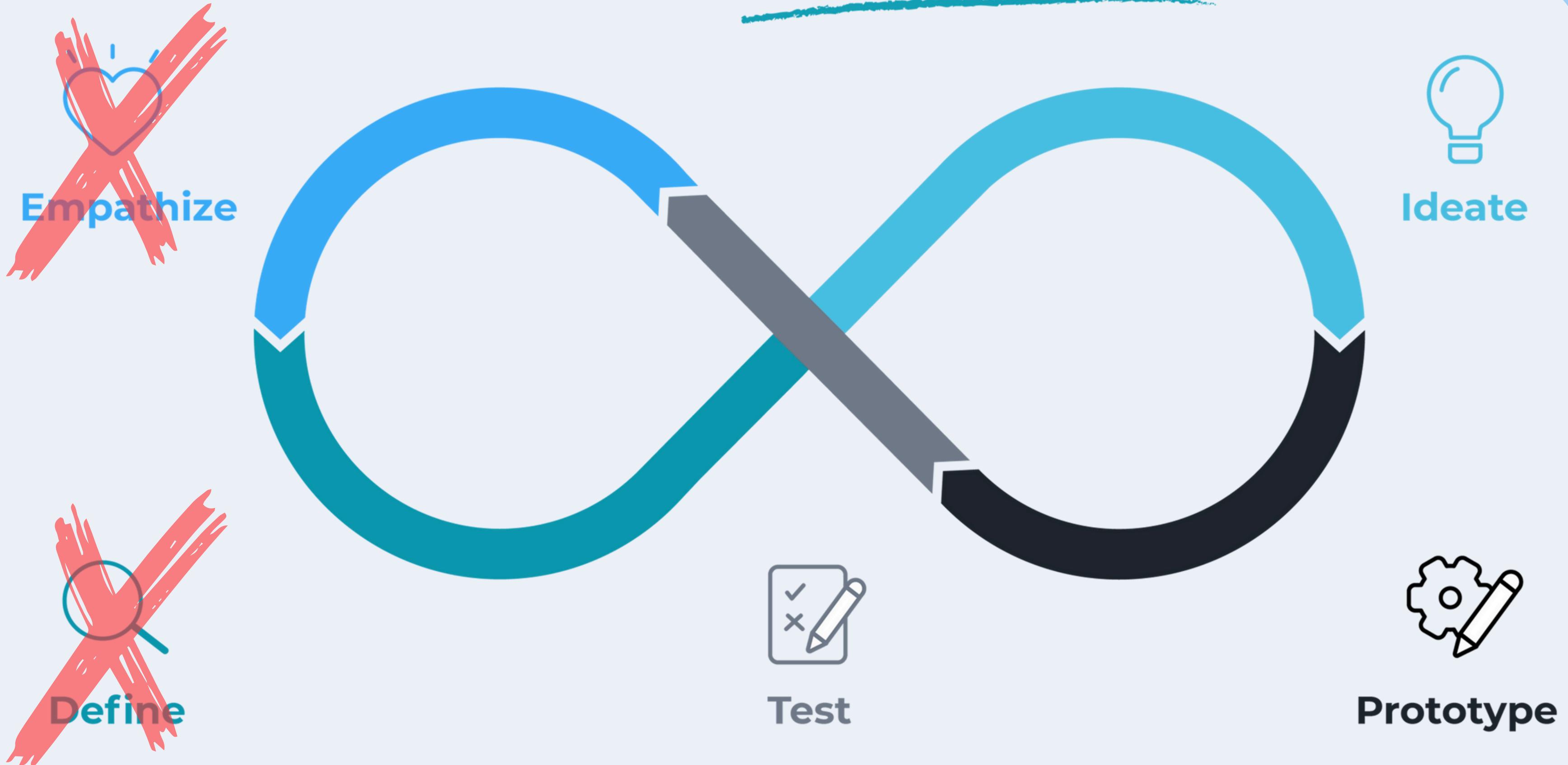
# The 7 leaves

©Ahmed M Elsayyad

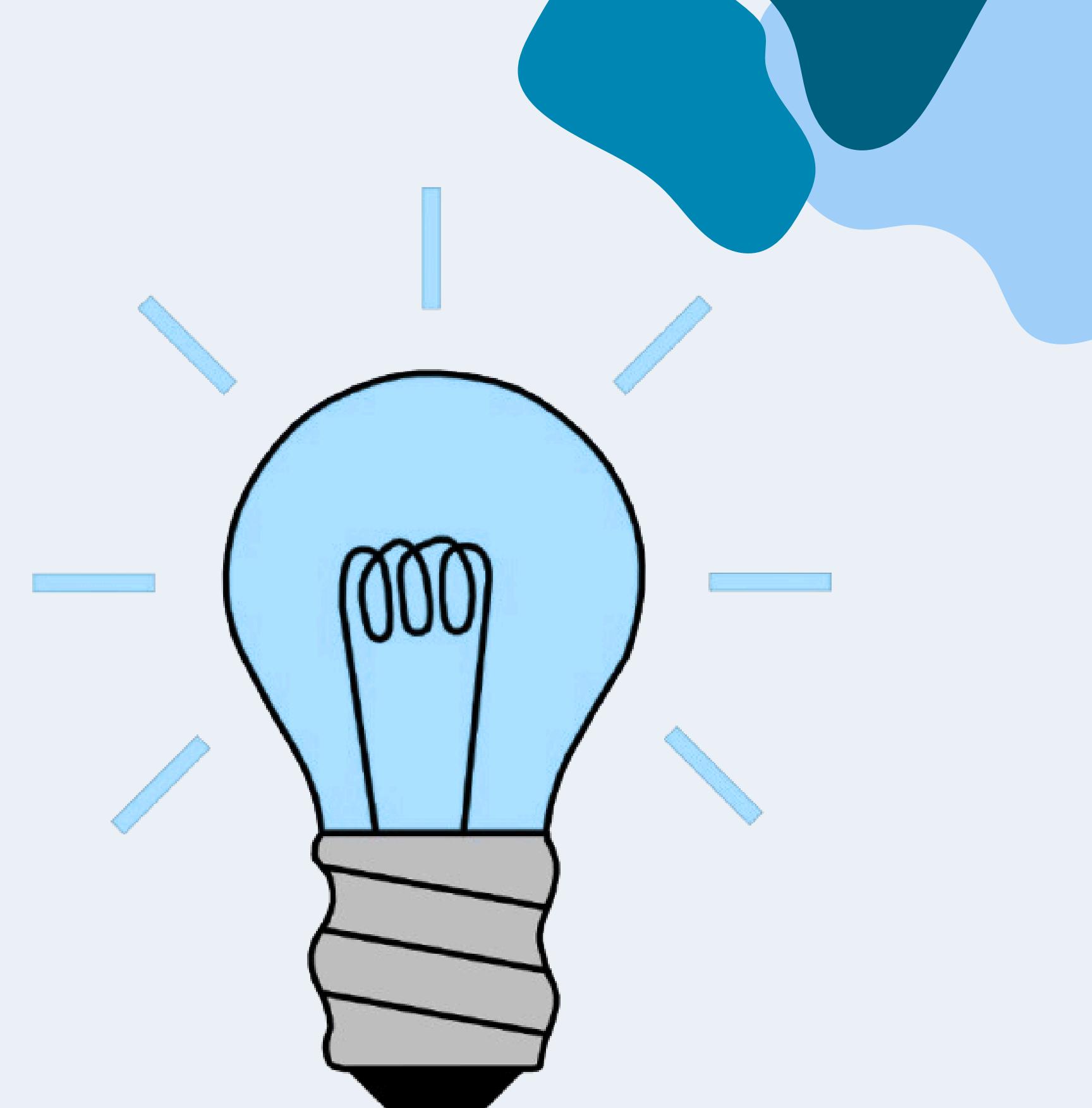
To launch a business you must know

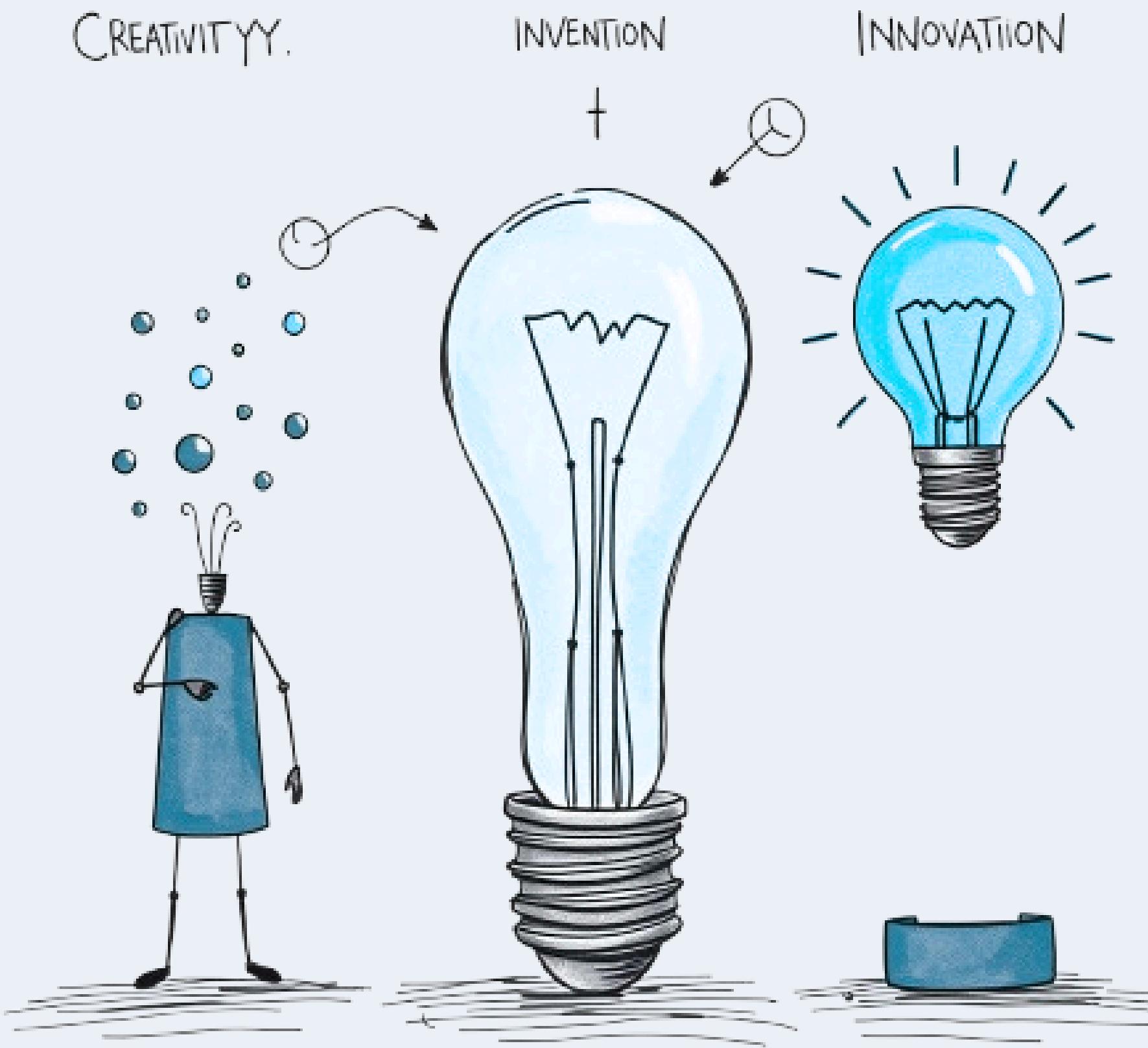


# DESIGN THINKING



# Ideation





# Creativity

---

vs

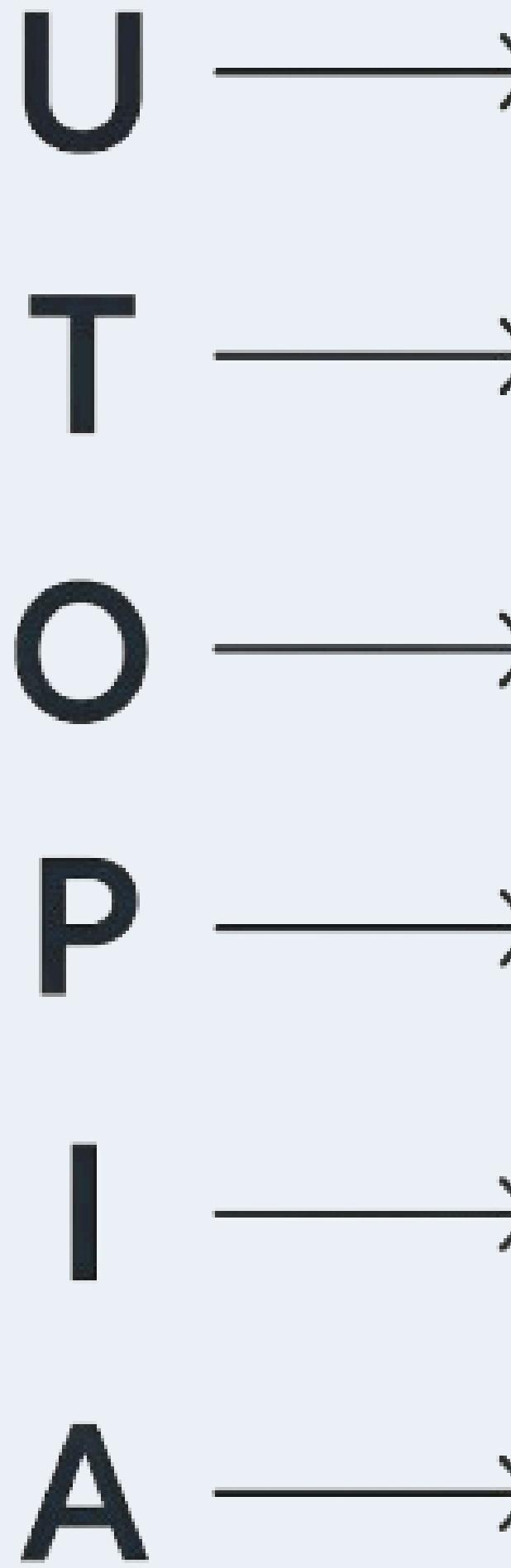
# invention

---

vs

# innovation

---



افهم

حدد

لاحظ واستكشف

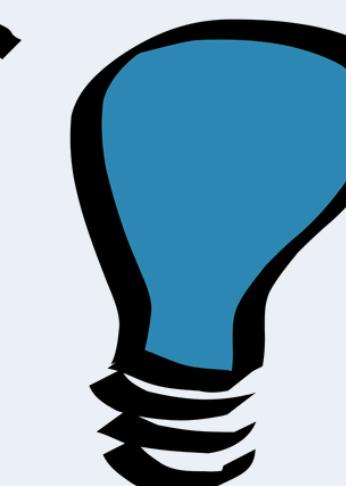
نماذج

كرر

وحسن

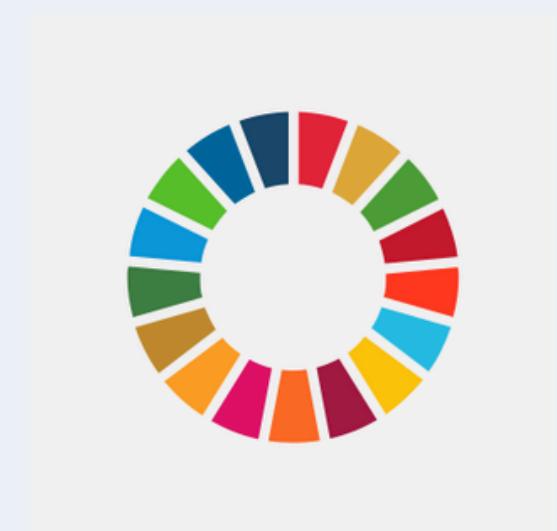
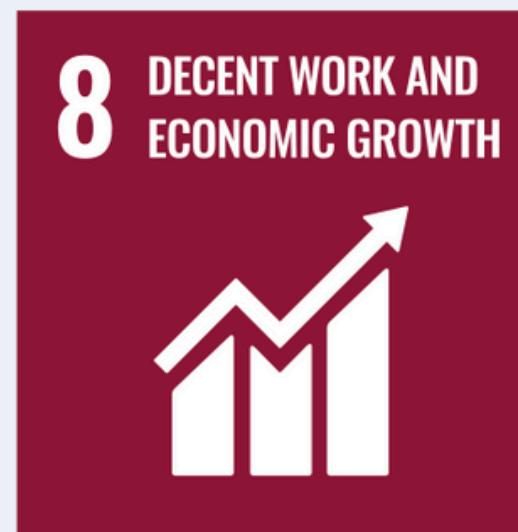
طبق

U.T.O.P.I.A

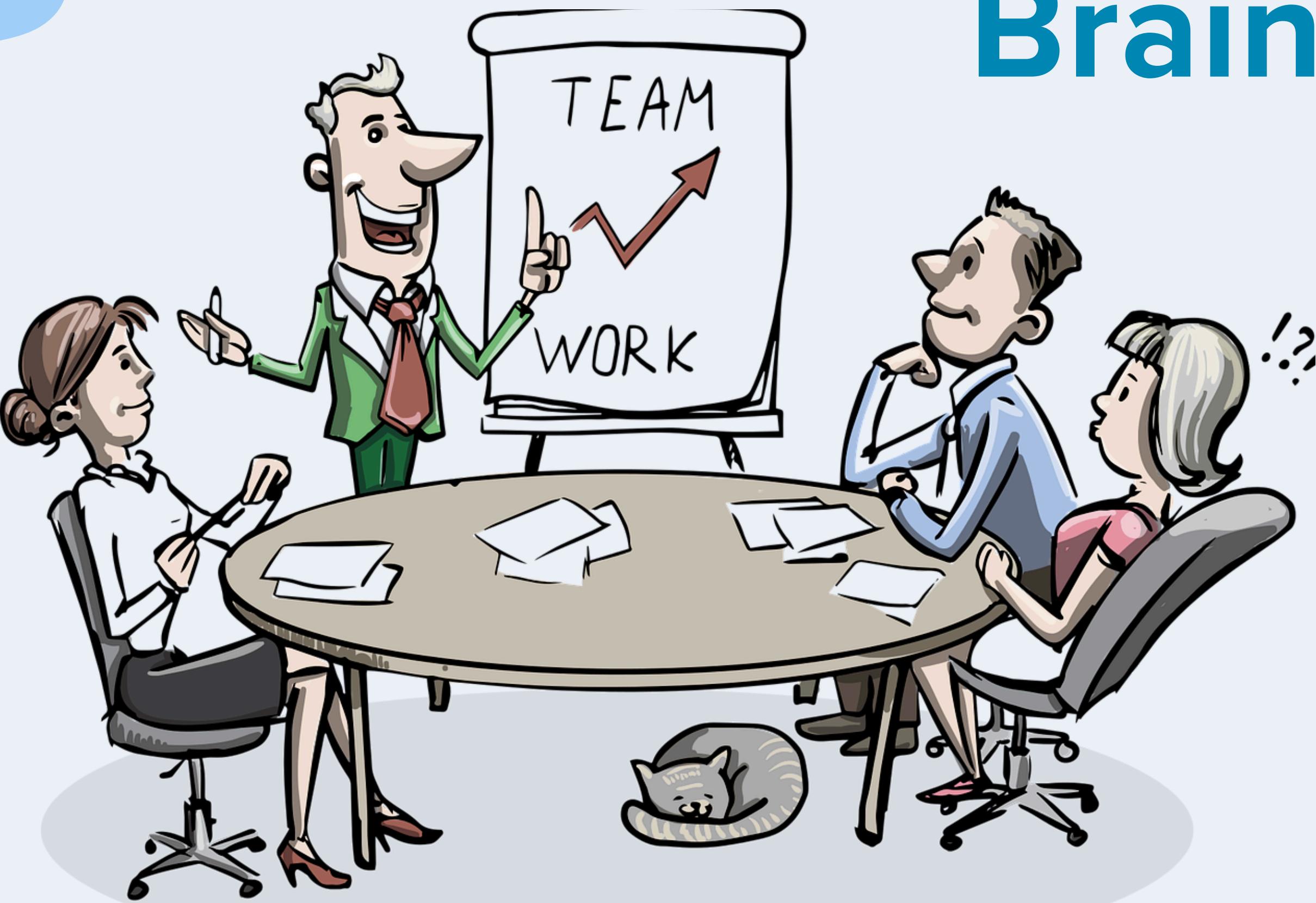




# SUSTAINABLE DEVELOPMENT GOALS



# Brainstorming



# Brainstorming Rules

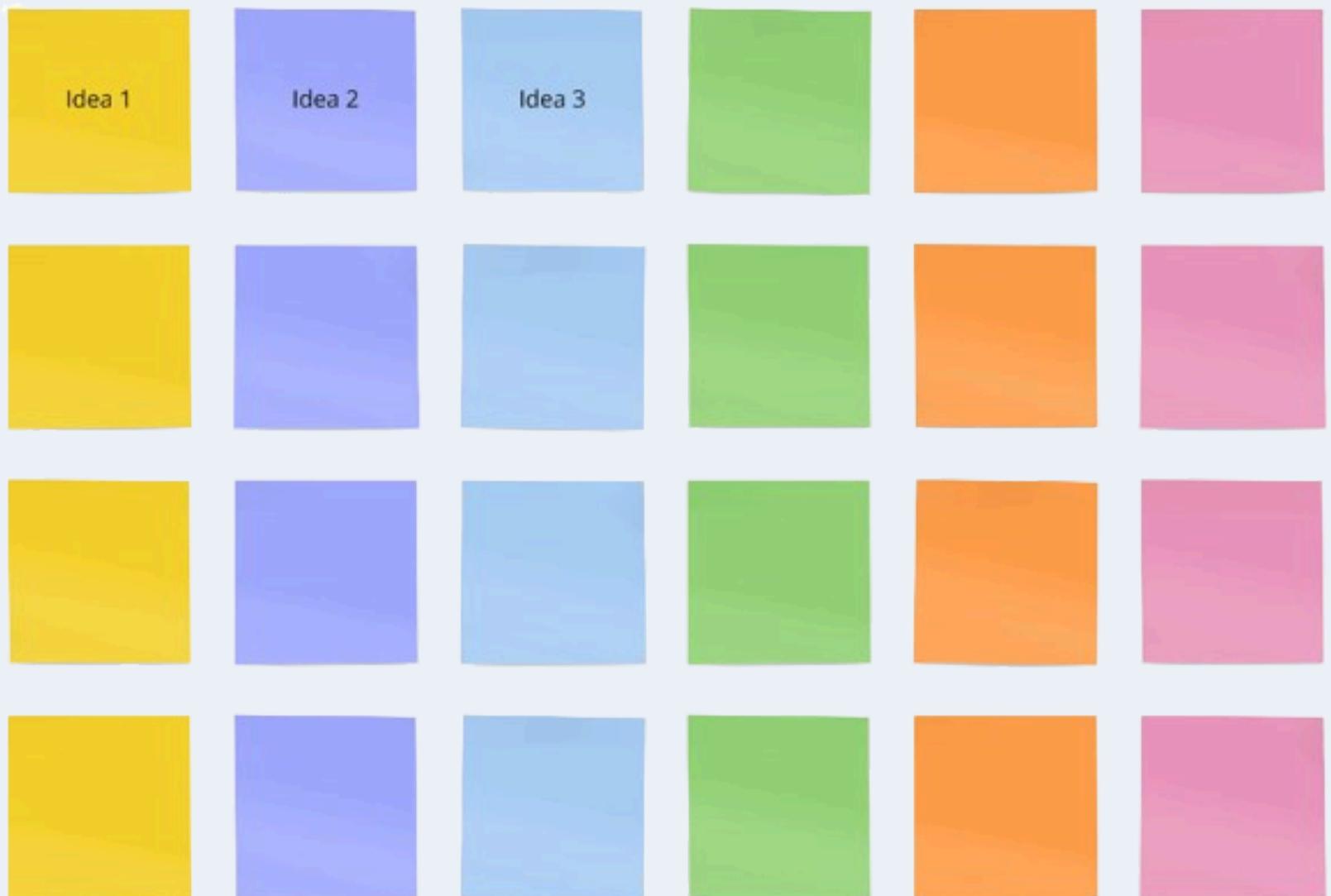


- **بدون حكم مسبق**: أي فكرة مقبولة حالياً حتى لو شكلها مجنونة
- **التراكم الكمي يولد الجودة**: يعني كل ما زاد عدد الأفكار، زادت فرص الوصول لفكرة احسن
- **البناء على أفكار الآخرين**: تقدر تقول فكرة مبنية على فكرة غيرك
- **نقبل العصف**: الهدف مش أن كل واحد يطلع فكرة لوحده، بل نولد ونركب ونجرب مع بعض
- **نعمل Sprints**: بعد كل فترة نعمل هجمات عصف سريعة

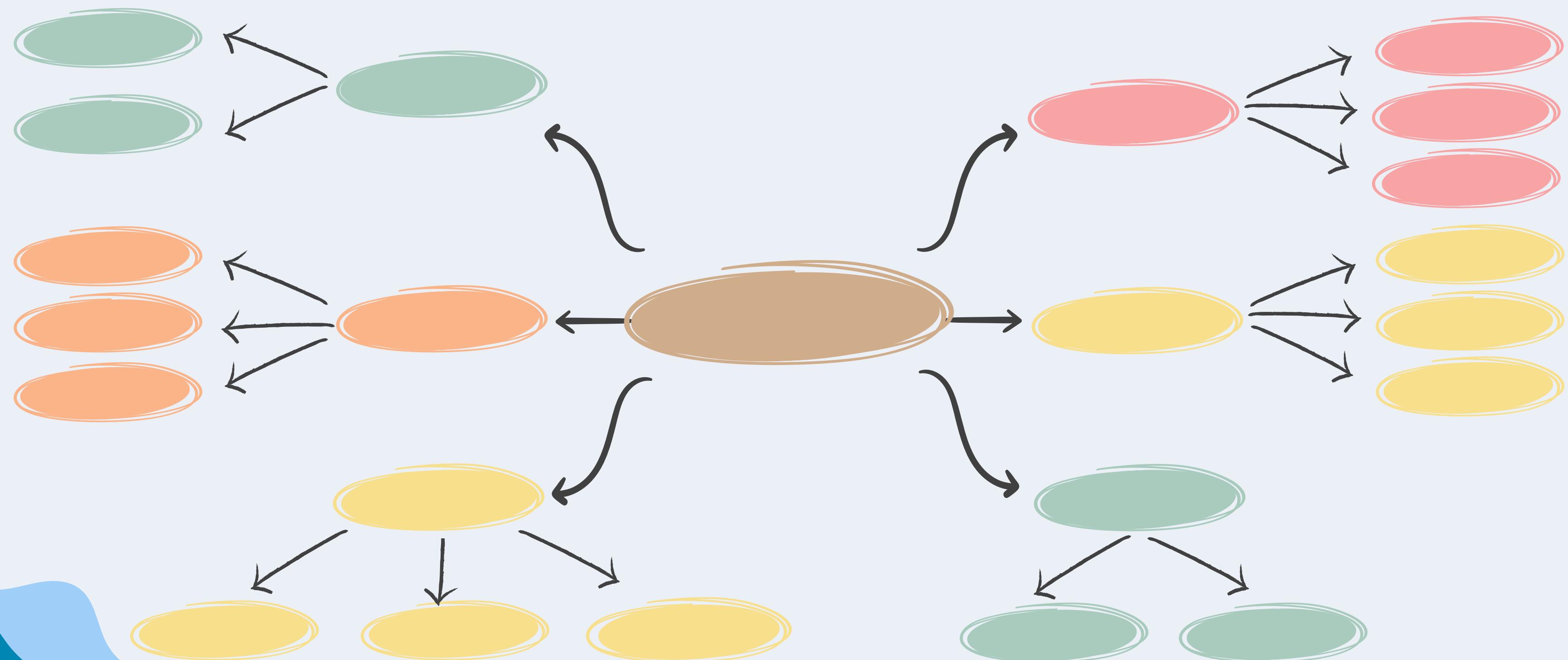
# Brainstorming tools

**1- board**

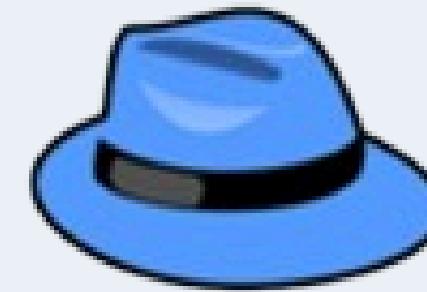
**2- Sticky notes**



# Brainstorming tools

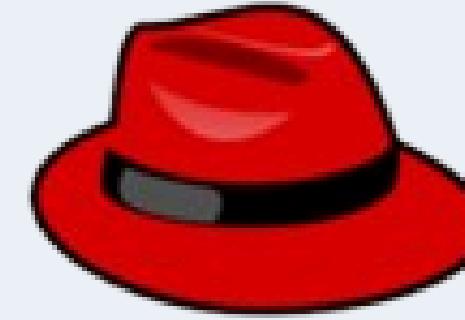


# Brainstorming Techniques



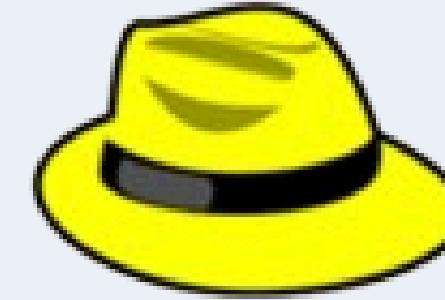
**Blue Hat**

Successful reflection process



**Red Hat**

Intuition and feelings



**Yellow Hat**

Optimistic judgment,  
Benefits and Hope



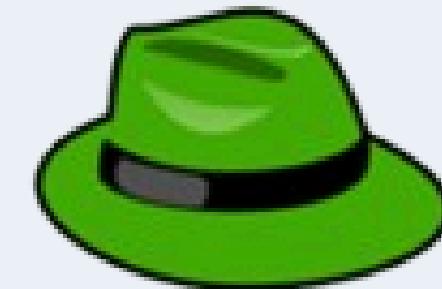
**White hat**

Available and required information



**Black Hat**

Critical judgement, Risks and Weaknesses



**Green Hat**

Creative and Alternative Ideas

# Brainstorming Techniques

If **nine** people agree on a decision,  
**the tenth** must **disagree** – intentionally – to  
challenge assumptions and prevent groupthink.



## PRE-MORTEM

"Imagine we launched this idea,  
and it was an epic failure.

What went wrong?"

We built  
something that  
nobody needed

The interface  
was too  
complicated

Customers didn't  
understand the  
value of it

Our technology  
stack was not  
scalable

We overlooked legal  
requirements and  
faced giant penalties

A catastrophic  
data breach  
occurred



Substitute

- Use plant-based meat instead of regular meat.



Combine

- Offer meal + drink bundles.



Adapt

- Introduce a subscription meal plan.



Modify

- Use a drive-thru for healthier food options.



Put to Another Use

- Offer customizable portion sizes.



Eliminate

- Use restaurant space for cooking classes.



Rearrange

- Remove cash payments for digital-only transactions.

بدل

ادمج

تكيف

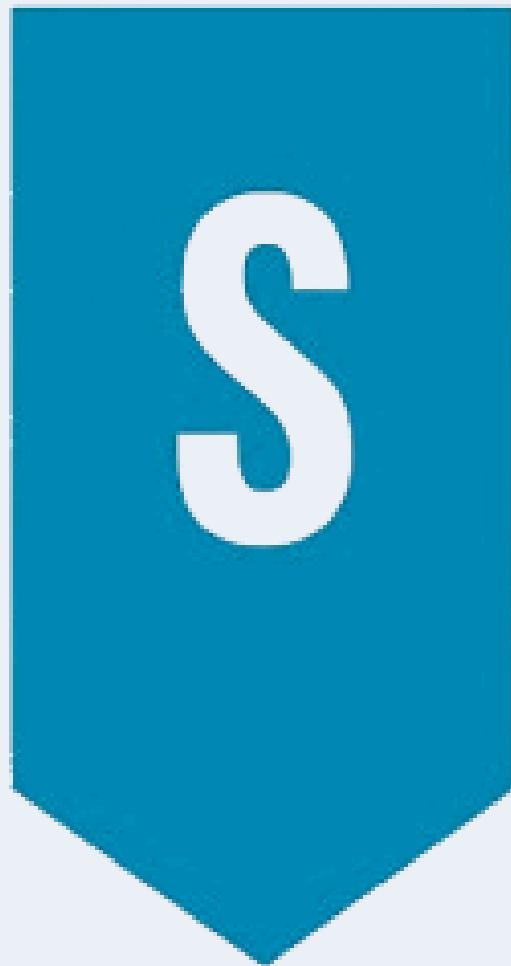
عدل

إعادة التوظيف

إزالة

إعادة الترتيب



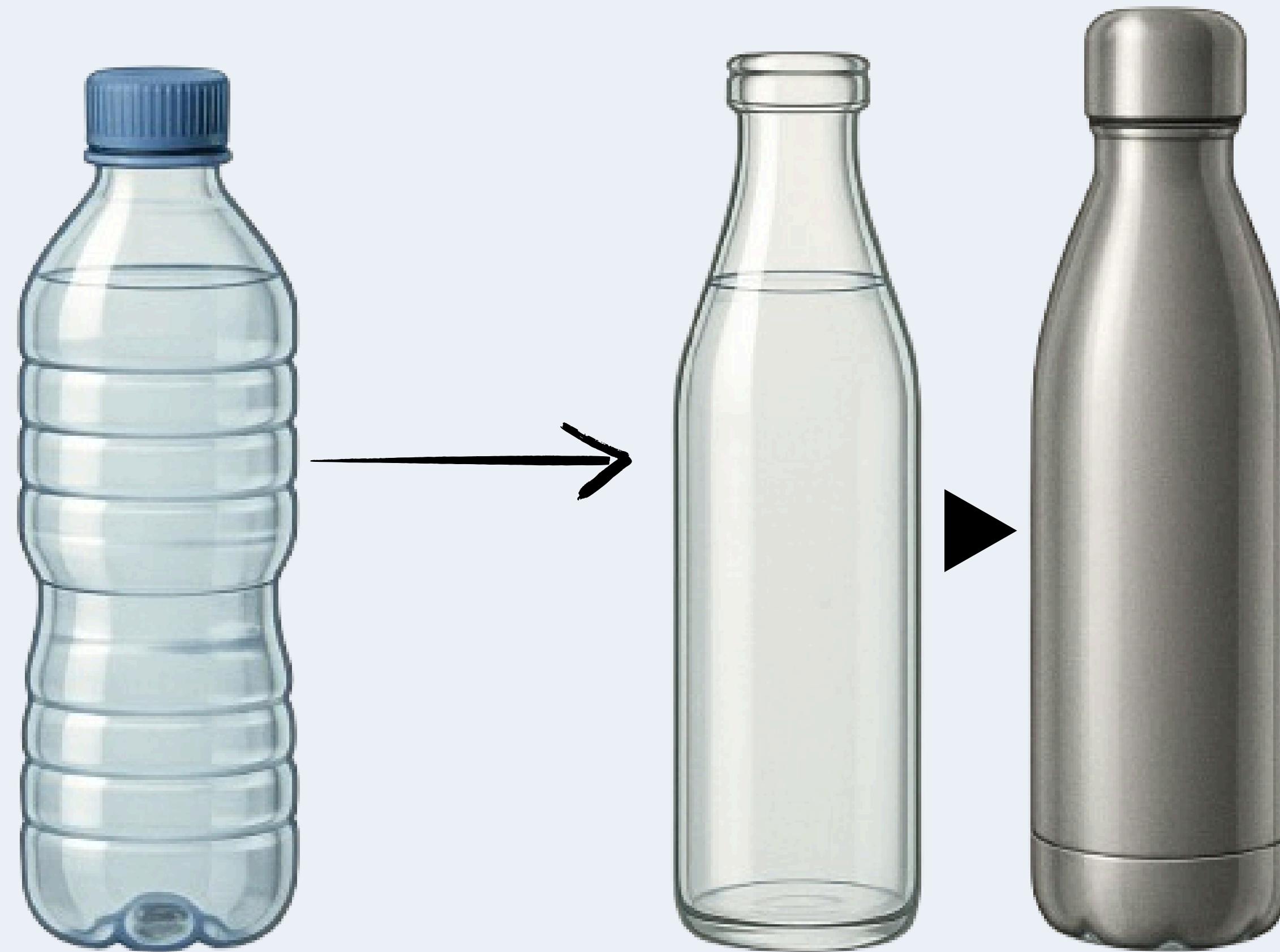


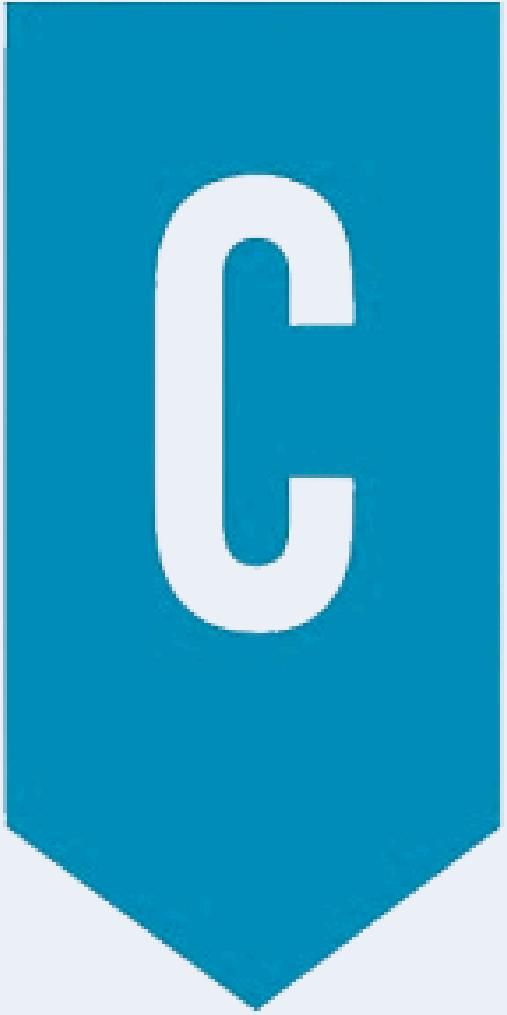
S

# SUBSTITUTE

Replace a think or concept  
with something else

**بدل ما الإِرَازَةِ بِالْأَسْتِيكِ، خَلِيهَا إِرَازَةُ مِيَاهِ زَجَاجِ أوْ مَعْدَنِ.**





C

# COMBINE

Bring together  
different elements

ادمج الإزازة مع فلتر مياه صغير عشان تنقي المياه وانت بتشرب.



A

# ADAPT

Adjust to new conditions  
or purposes

**كيف الإزازة عشان تبقى إزازة مياه رياضية بتعلق في العجلة.**





# MODIFY

Change, alter, or improve

**اعملها بتصميم جديد وألوان مختلفة.** : **Modify**

**كبر حجمها لـ إزازة مياه 5 لتر.** : **Magnify**

**صغر حجمها لـ إزازة مياه صغيرة للأطفال.** : **Minify**

# Modify



# Magnify



# Minify



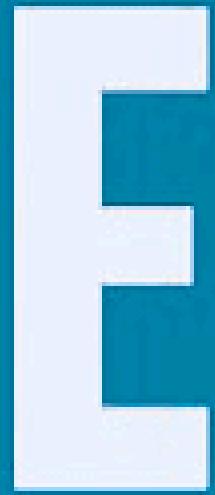
P

# PUT TO ANOTHER USE

Find new applications or purposes

استخدم الإِزارَة الفاضِيَّة ك مقلمة للأقلام أو وعاء لزراعة نباتات صغيرة.





E

# ELIMINATE

Remove or simplify  
elements

**شيل الغطا خالص وخليها إزازة مياه مفتوحة للاستخدام مرة واحدة**



R

# REVERSE / REARRANGE

Change order or sequence

اعمل إزازة بتملى نفسها تلقائياً من الرطوبة: **Reverse**

غير ترتيب مكونات الإزازة عشان تبقى سهلة  
الفك والتركيب للتنظيف.



# Activity Time

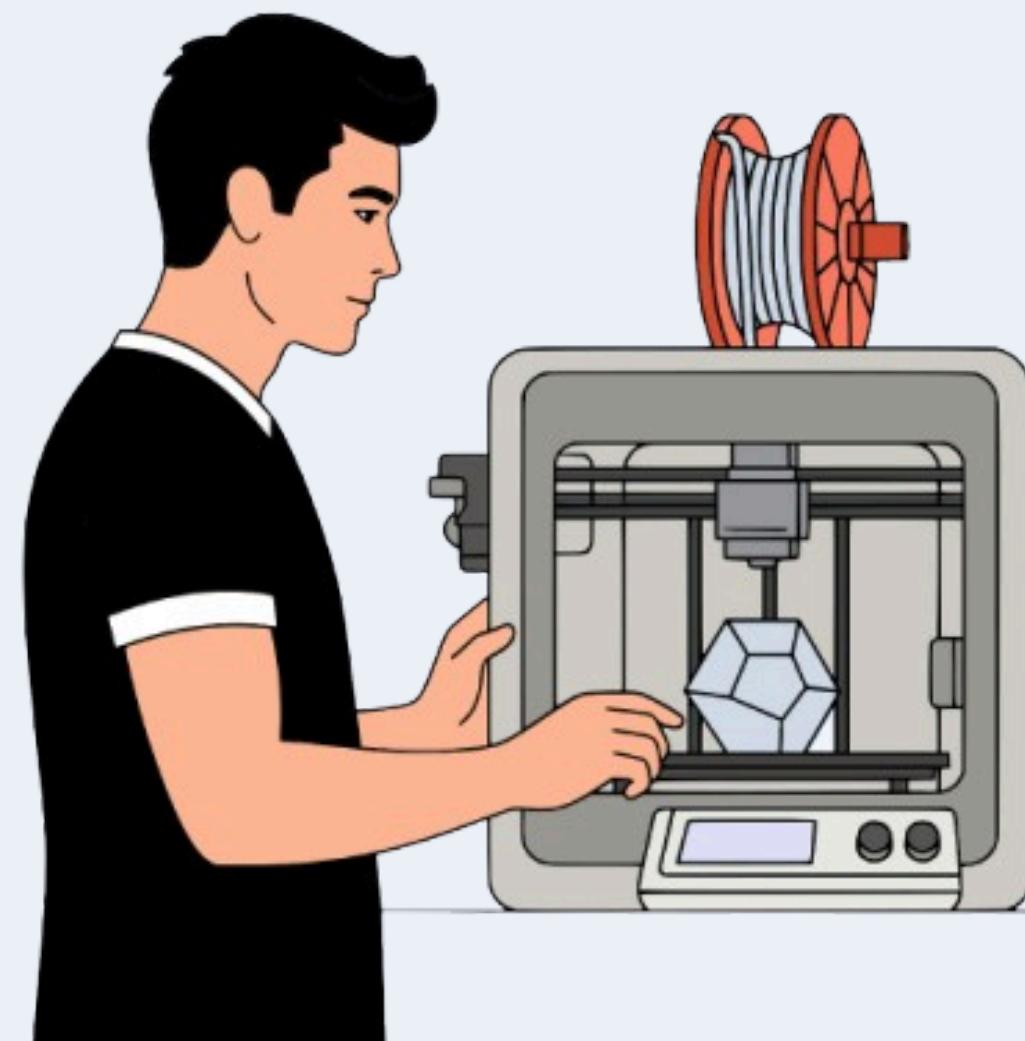
Apply SCAMPER tool on your Idea



# **Test the validation of the idea**



# Prototype

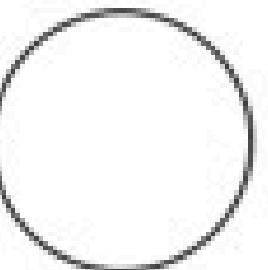


.XD أو Figma

- Sketch
- صورة أو Storyboard
- فيديو توضيحي
- نموذج ورقي أو كرتوني
- باستخدام أدوات زي Figma أو XD.
- نموذج حقيقي بسيط
- لـ المنتج فعلي أو فизيائي.

# Prototype

**LOGIN SCREEN**



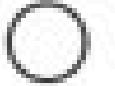
EMAIL

PASSWORD

**LOGIN**

[FORGOT PASSWORD?](#)

**HOME SCREEN**



CATEGORIES

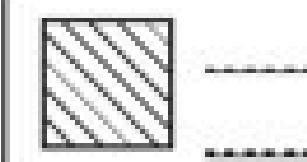
**PIZZA**  


**BURGERS**  


**SUSHI**  

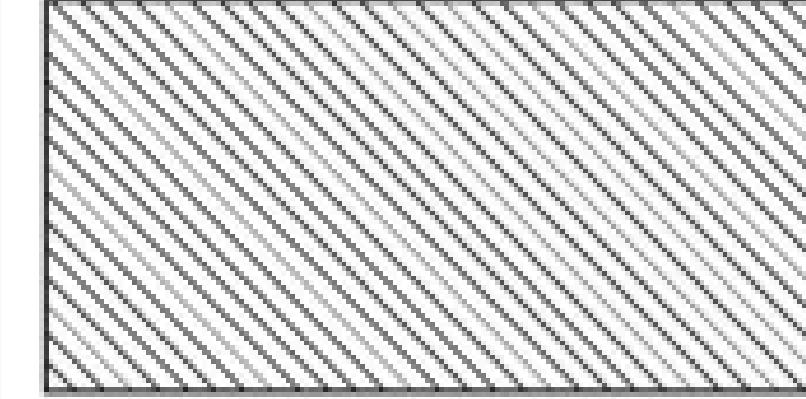

**DESSERTS**  


POPULAR ITEMS



**ITEM DETAIL**

**- BACK**



**1**

**-** **+**

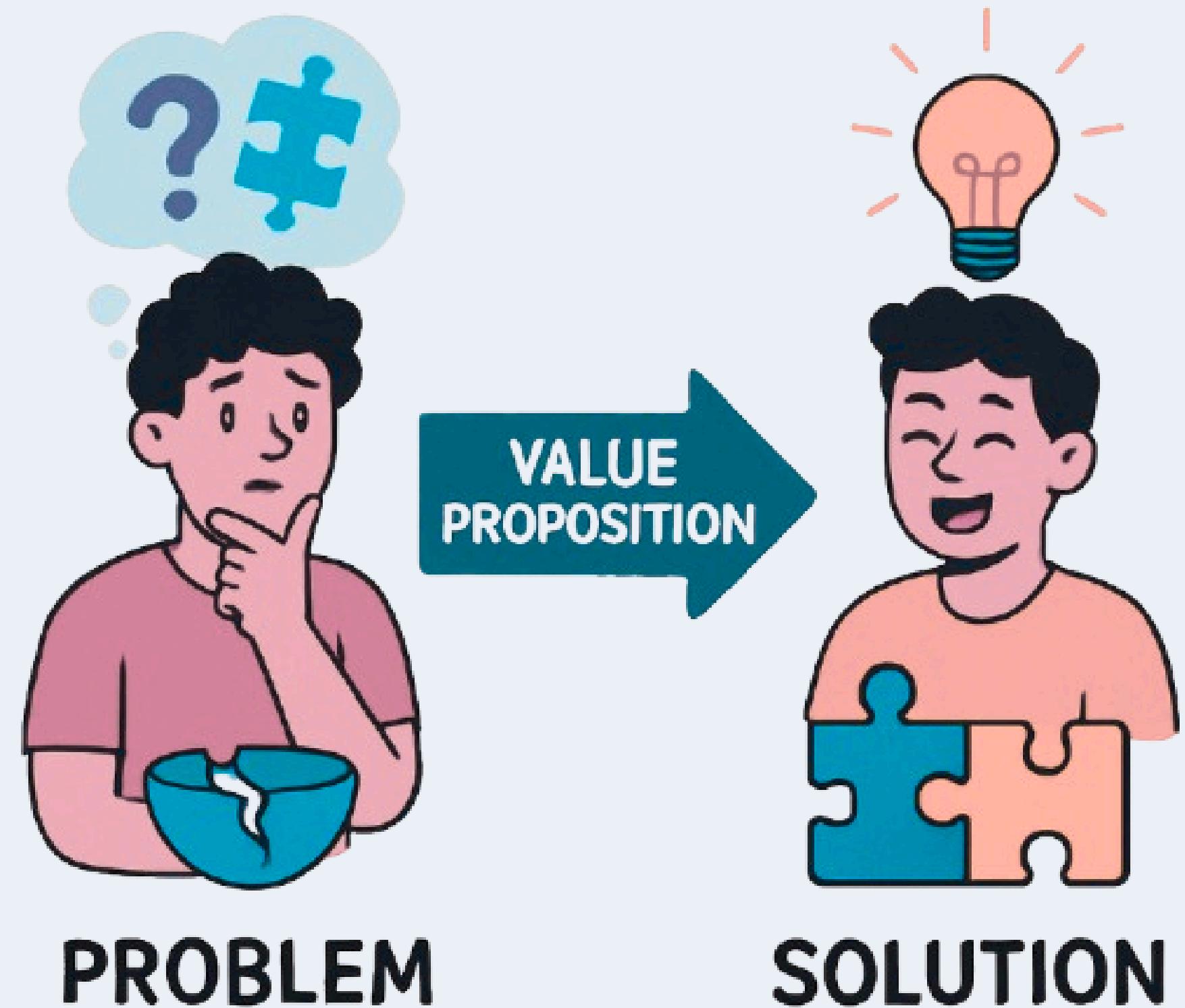
**ADD TO CART**

# Activity Time

أَحْنَا ..... فَكِرْتُنَا هِيَ ..... ،  
كَانَ فِيهِ مُشْكَلَةٌ ..... وَهُنَا يَجِي دُورُ .....  
وَالَّذِي بِتَقْدِيمِ .....



# Value Proposition

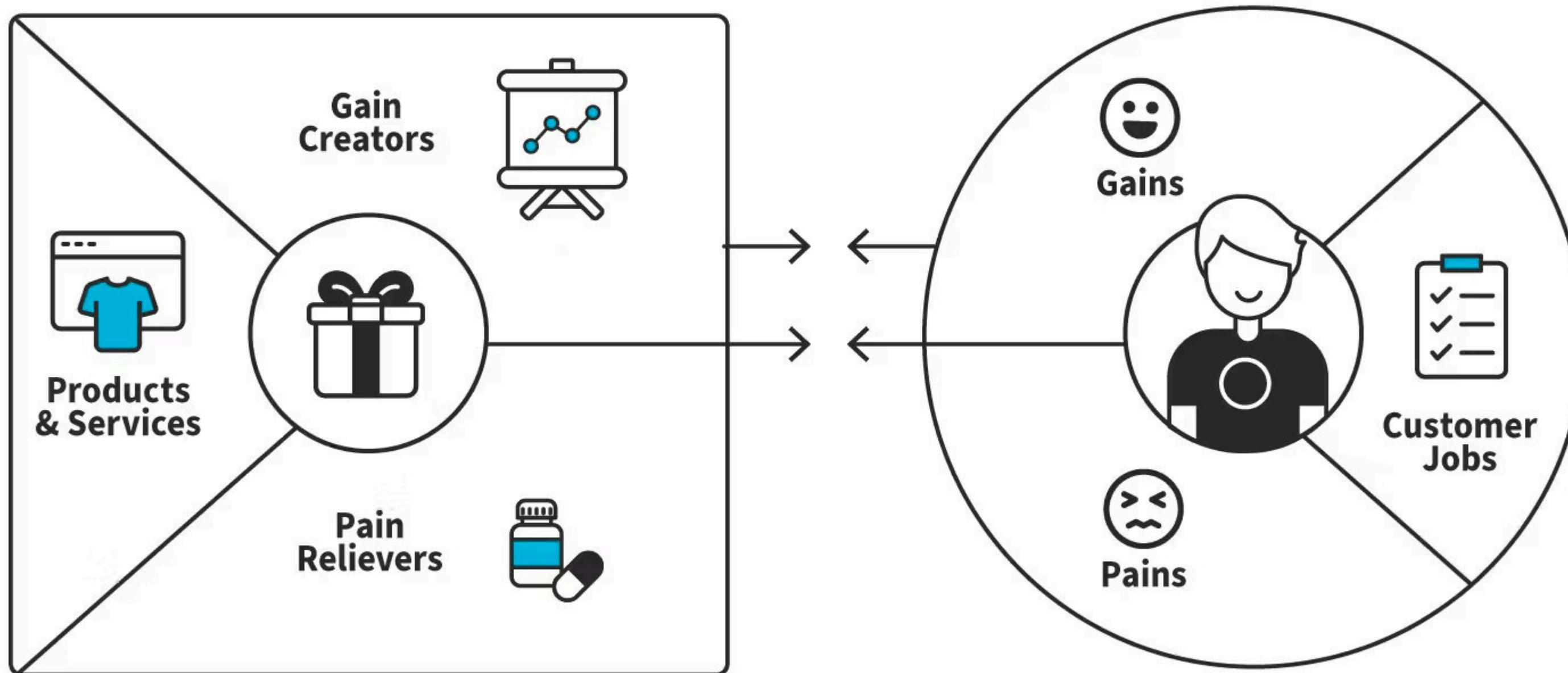


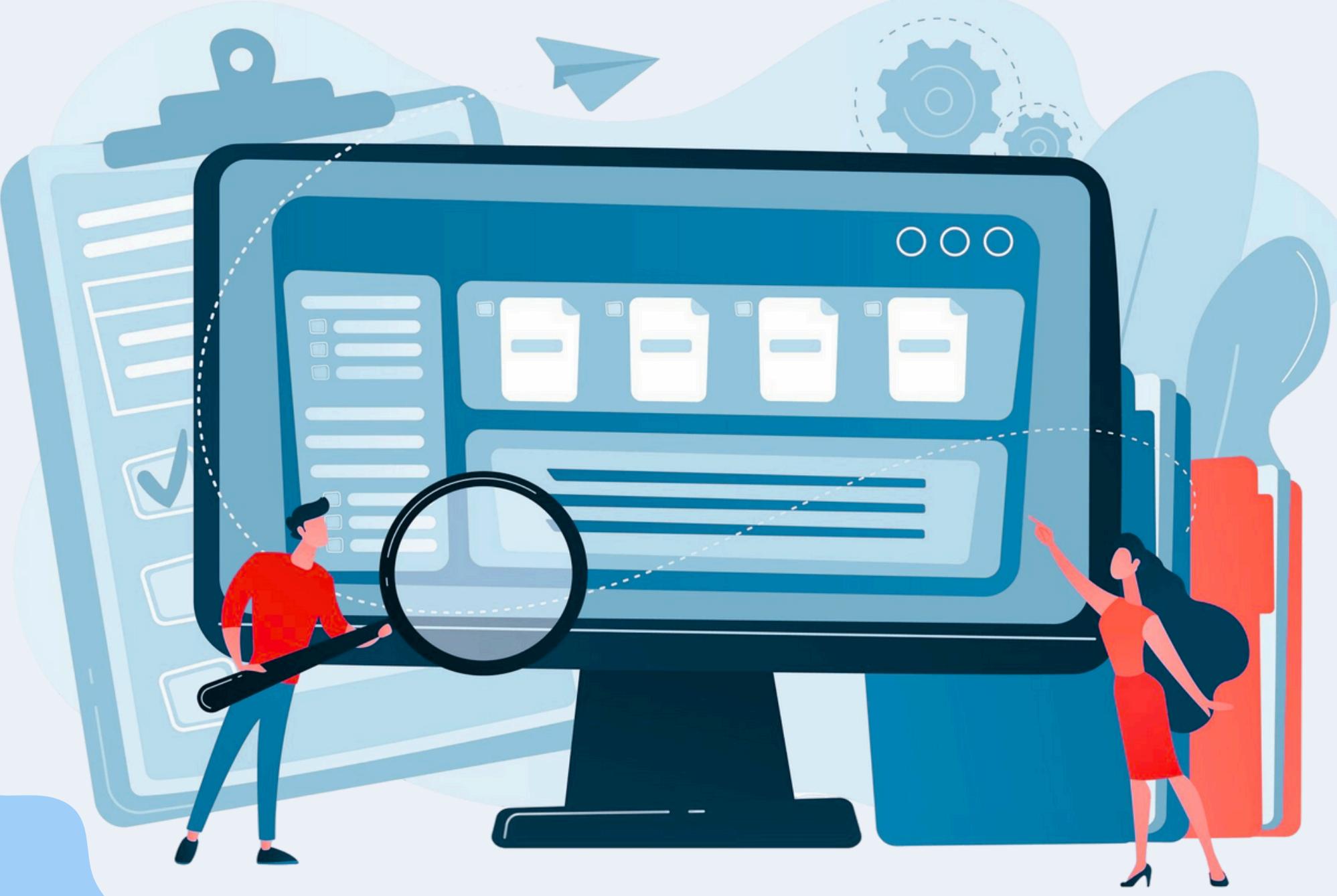
الوعد الواضح والمحدد **بالمقدمة الفريدة**  
التي سيحصل عليها العميل إذا اختار  
**منتجك** أو خدمتك،

مع تبرير لماذا أنت الخيار الأفضل  
مقارنة بالمنافسين.



# The Value Proposition Canvas





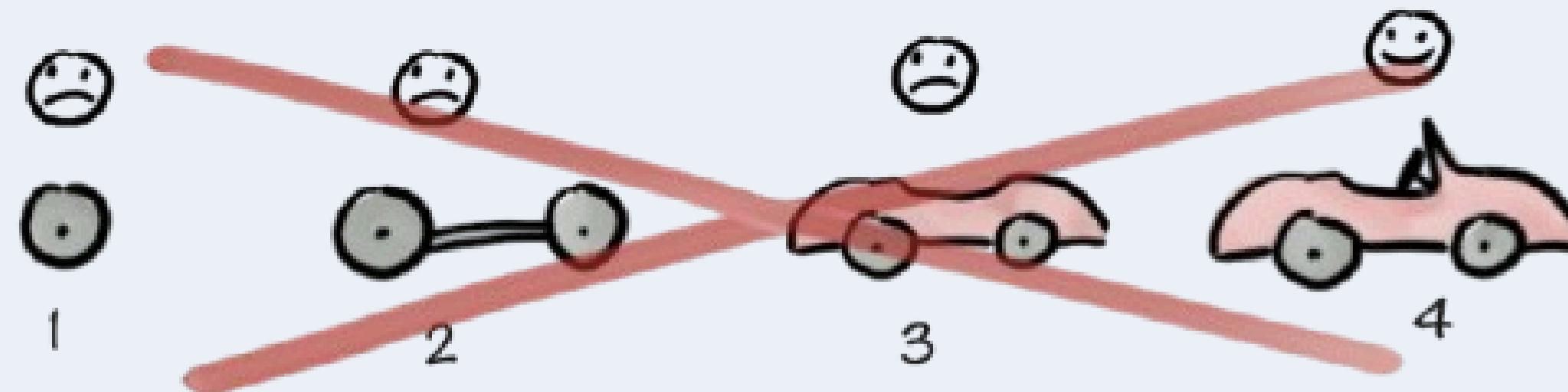
# MVP & lean Methodology

# Why MVP ??

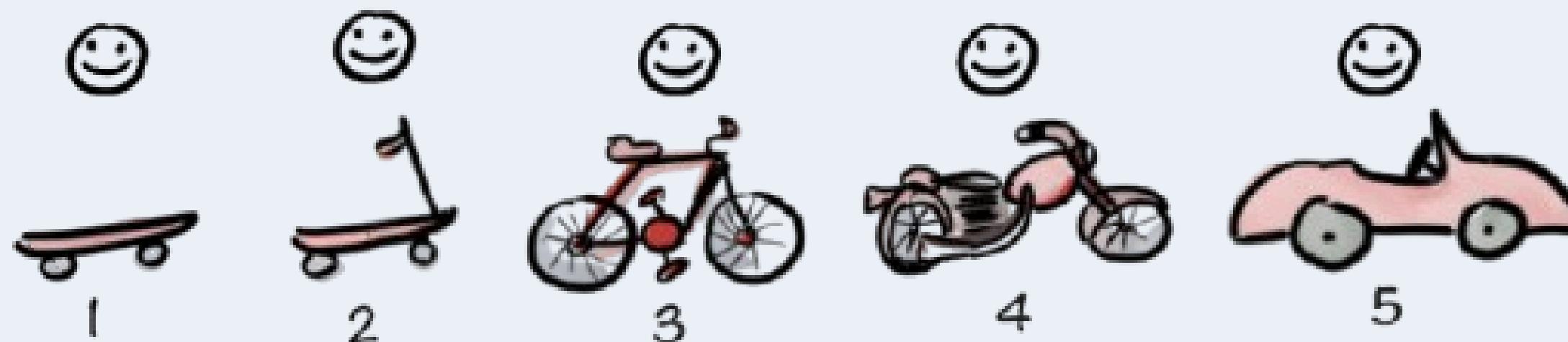


- إيه رأيك في النموذج دا؟
- إيه اللي عجبك؟
- إيه اللي ماعجبكش؟
- إيه اللي ناقص؟
- هل حسيت إنه بيوفر لك اللي كنت تحتاجه فعلًا؟
- إيه اللي كان نفسك تشففه موجودش؟
- هل واجهت أي صعوبة في استخدامه أو فهمه؟

Not like this....

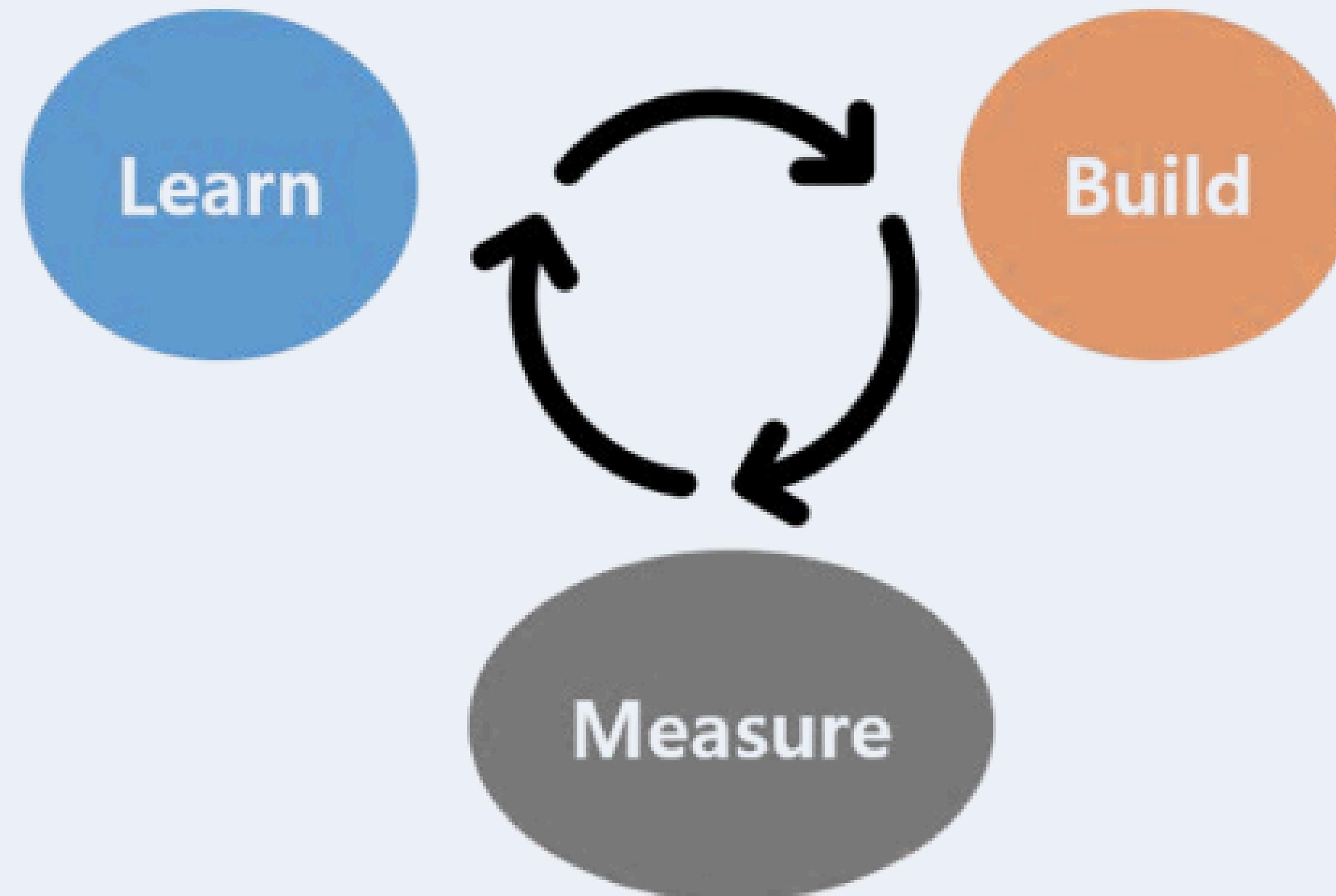


Like this!

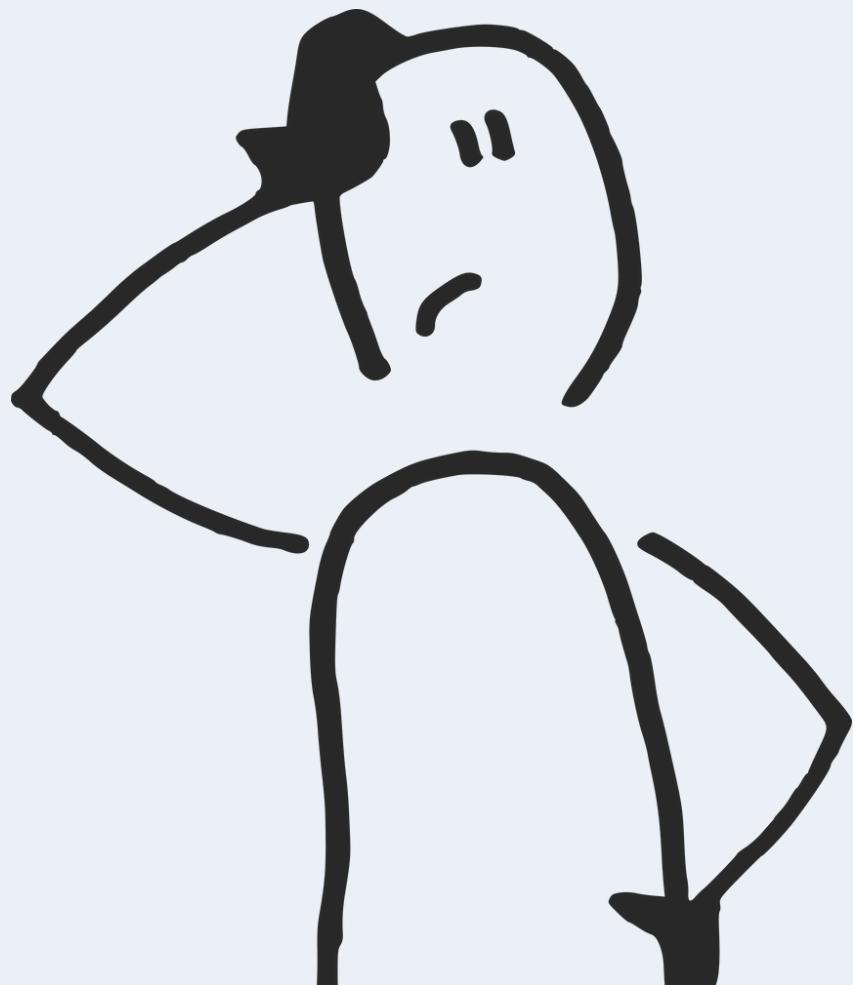
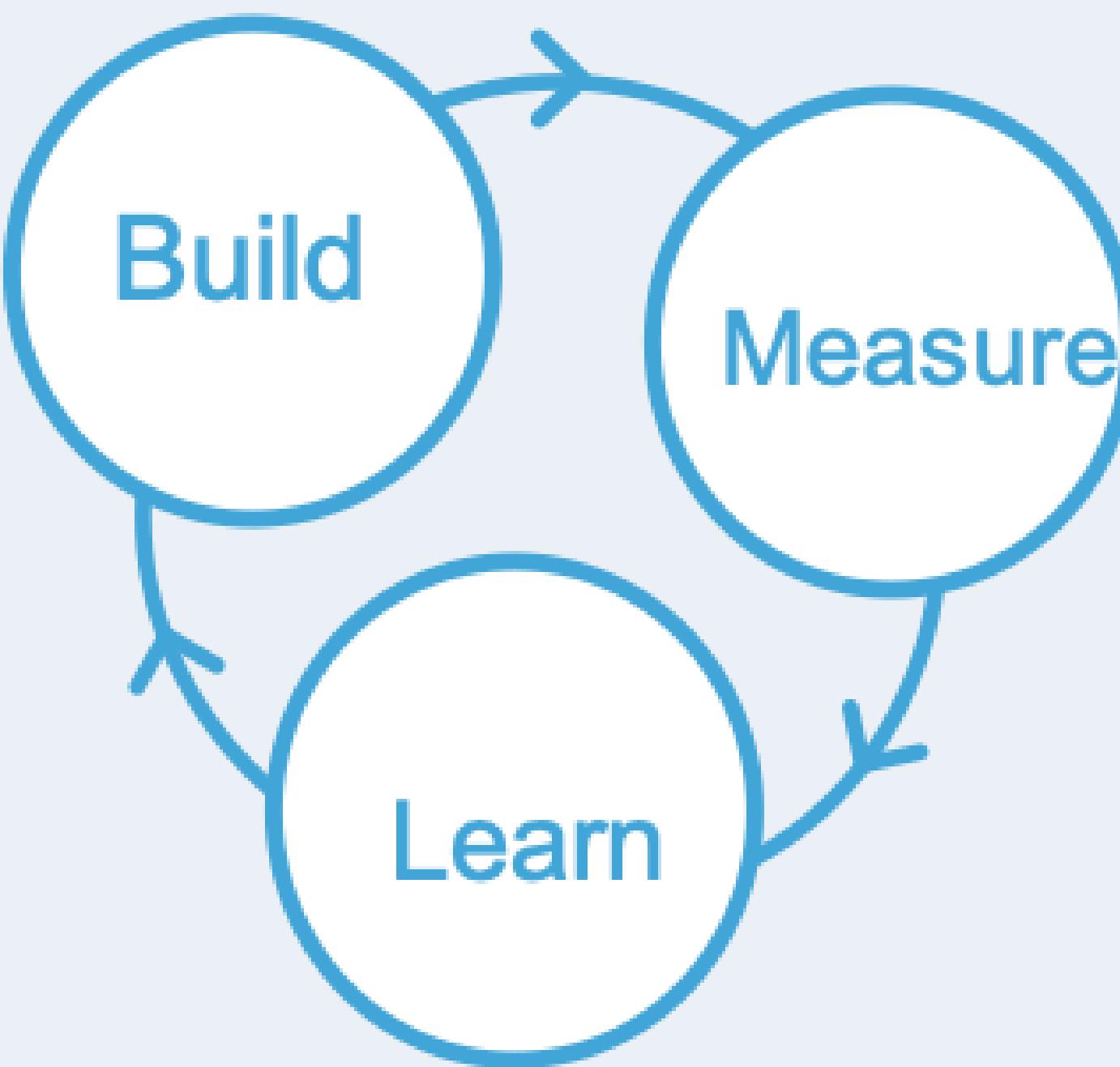


# Example

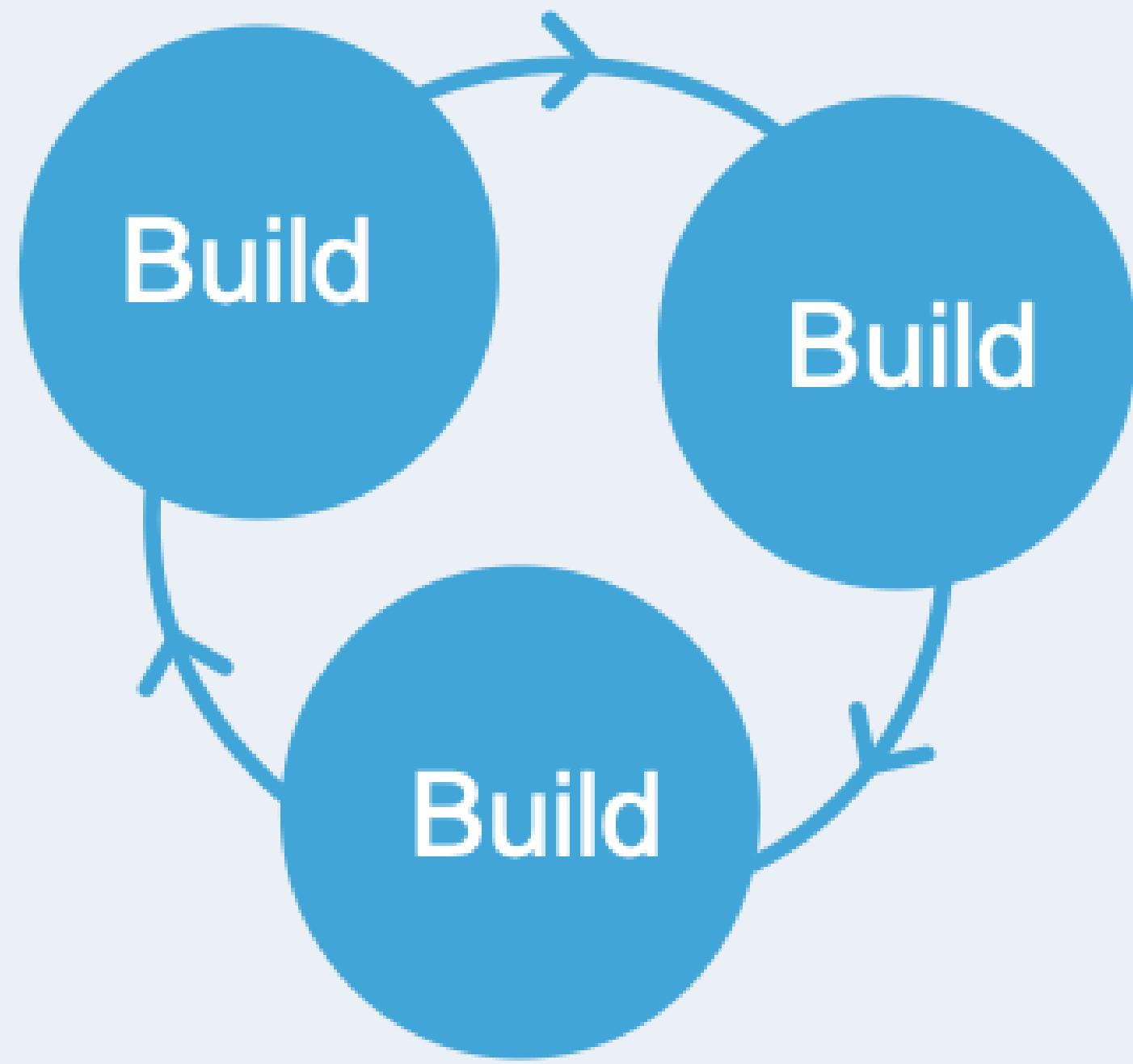
# Lean Methodology



*this ...*



*NOT this ...*





**Everybody Has A Plan Until  
They Get Punched In The Face**

**Mike Tyson**

اعمل

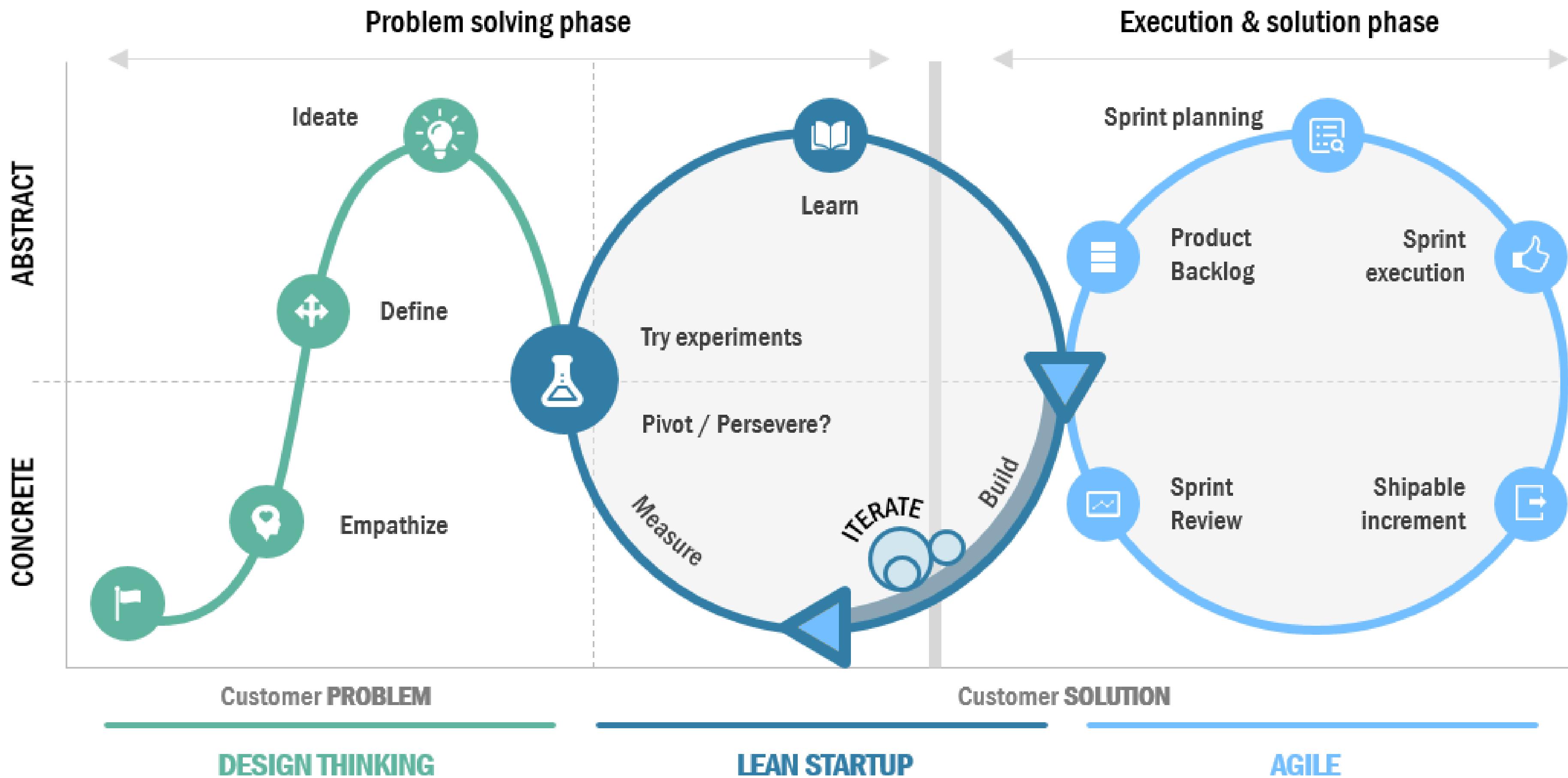
اهم حاجة نفس الغلط ميتكررشن مرتبين



عدل

جرب





# 5 Essential Elements that Lead to Success



Ideas



Team



Business  
Model



Funding



Timing

# chatGPT

ChatGPT

sk....

**Thanks,  
Folks !!**

