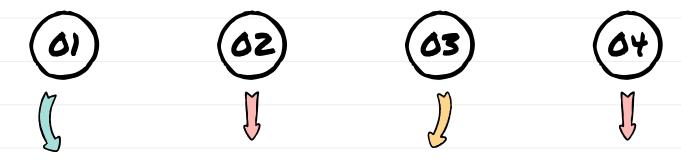


## CAPAIAN PEMBELAJARAN

- Explain the steps to scope design problems
- Build a problem statement
- Build a hypothesis statement
- Explain design ideation
- Create a competitive audit
- Demonstrate how to ideate before choosing one approach





Define problem and hypothesis statements

Understand Design Ideation

Practices

Assignment

## PROBLEM STATEMENT

a clear description of the user's needs that should be addressed.

## A STRONG PROBLEM STATEMENT

- human-centered
- · broad enough to allow for some creative freedom,
- narrow enough that it can actually be solved by a design solution

# THE CONNECTION BETWEEN PAIN POINTS + PROBLEM STATEMENTS

- Financial, or money-related pain points.
- Product, which are pain points related to quality issues.
- Process, which are pain points related to the user's journey.
- Support, which are pain points related to getting help from customer service



Problem statements provide

 a clear description of the
 user's need that should be
 addressed.

## THE PROBLEM STATEMENT FORMULA

			<u>PROB</u>	LEM STATEMENT		
Click to add text		is a/an	Click to add text			
user name			user characteristics			
who needs		Click to add text				
				user need		
because	Click	to add text				
				insight		

## EXAMPLE

Arnold is in his late fifties, and his kids have encouraged him to upgrade to a smartphone. Arnold is a leader at his company, and not used to admitting he's uncomfortable with technology. After his wife died, Arnold became the primary caregiver of the family's animals. But, he works over sixty hours per week, and is unable to take his three dogs on twice-daily walks. Arnold is turning to the dog walker app for help.



#### **Arnold Jones**

Age: 58 Education: PhD

Hometown: Boston, Massachusetts Family: Widowed, four adult kids Occupation: Pharmaceutical executive

### EXAMPLE

- Who: A busy executive
- What: Arnold wants to hire a daily dog walker for his three dogs.
- Where: Arnold is likely using the app at work, on the go.
- When: Arnold gets frustrated when he opens the app, starting from the very beginning of the user journey.
- Why: Arnold doesn't have a lot of experience with phone apps or similar technology.
- How: Arnold wants to go easily from the home screen of the app to the list of dog walkers to the confirmation screen.



#### **Arnold Jones**

Age: 58 Education: PhD

Hometown: Boston, Massachusetts Family: Widowed, four adult kids Occupation: Pharmaceutical executive

Arnold user name	is a/an <sub>.</sub>	busy executive user characteristics		
who needs	an ea	an easy app experience to hire a dog walker		
because		user need he's not technologically savvy		
		insight		

## HYPOTHESES STATEMENT

 A hypothesis statement is an educated guess about what you think the solution to a design problem might be.

#### if / then format

- If Arnold downloads the dog walker app, then they can utilize the "simplified" mode setting to view only the basic app functions.
- **If** Tobias signs up for the dog walker app, **then** they will quickly and easily pick a walker that fits their schedule.

#### we believe format

- We believe that a simplified mode of the dog walker app for Arnold will allow them
   to hire dog walkers efficiently.
- We believe that easy access to available dog walkers for Tobias will increase the amount of walks they choose for their pets.

## **PROBLEM STATEMENT**

Anika		is a/an	busy marketing intern user characteristics
user name			
	o needs a faster, more collaborative way to take many coffee orders from co-worke		
who needs	a faster, more col	laborative way to ta	ake many coffee orders from co-workers at one tim
who needs	a faster, more col	laborative way to ta	user need

insight

## **IF/THEN STATEMENT**

If Anika uses the CoffeeHouse app to collect orders and submit them

action

then they can get coffee for everyone in the office quickly and easily

outcome



## "UNDERSTAND DESIGN IDEATION

Ideation can be defined as the process of generating a broad set of ideas on a given topic with no attempt to judge or evaluate them.

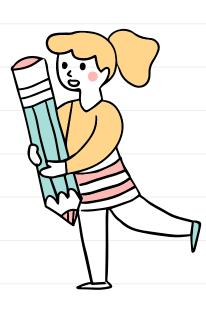


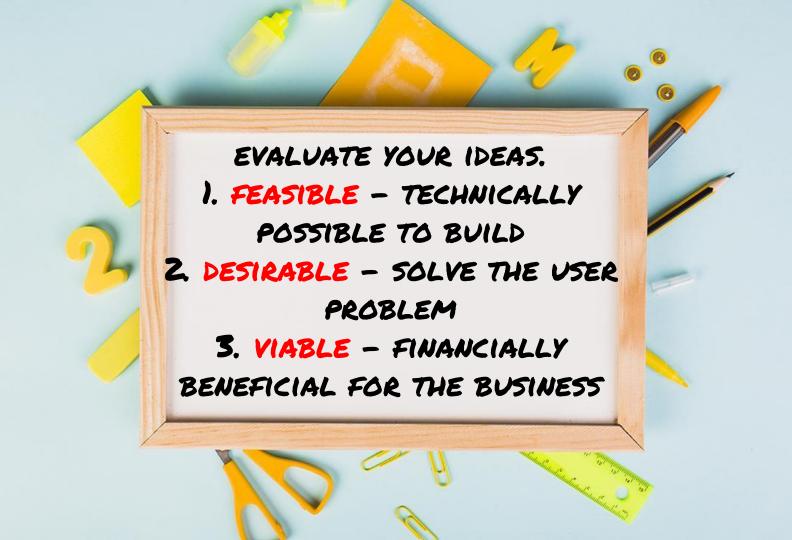


## IDEATION IN THE REAL WORLD



- · Brainstorms out loud.
- · Document all ideas
- Focus on quantity of ideas
- · Do not allow evaluation
- · Gather a diverse team
- · Question the obvious.
- · Evaluate the ideas





## CONTOH



## CREATE A COMPETITIVE AUDIT

- A competitive audit is an overview of your competitors' strengths and weaknesses.
- Analyzing the brands and products of competitors, or the companies who offer similar products as you do, can give you a well-rounded foundation of knowledge about the market your product will enter.



#### HOW MIGHT WE

- 1. "How might we" (HMW) is a design thinking activity used to translate problems into opportunities for design.
- Amp up The good → How might we make keeping track of tickets a fun competition among friends?
- 3. Explore the opposite → How might we create a way to lose tickets?
- 4. change the status quo → How might we make a non-paper concert ticket?

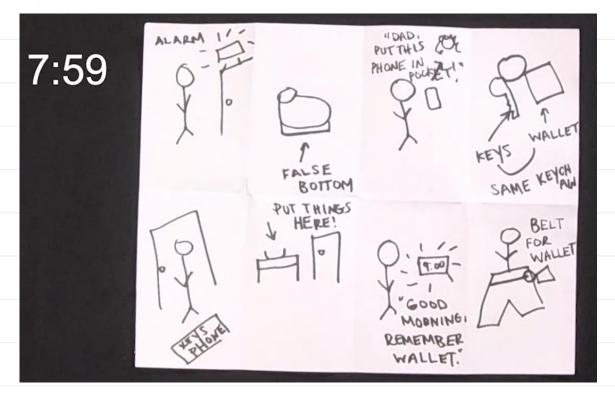


## CRAZY EIGHTS SKETCHING

- the point of sketching is to move as quickly as possible to record lots of ideas
- 8 ideas in 8 minutes
- Paper
- Timer
- Drawing pen
- Problem statement



Charles is a retired grandfather who needs a way to keep his essential belongings with him because he often loses track of his wallet.



# **slides**go