

DESIGN THINKING WORKBOOK.



DESIGN THINKING PROCESS.



” Design the right thing

” Design things right

DESIGN THINKING

Space for your first ideas, inspirations & notes

DESIGN THINKING MINDSET.

Design thinking focuses on **people** and creates solutions that are convincing from the **user's point of view**.

- Being empathetic - Empathy Mindset
- Early failure is intentional - Growth Mindset
- Enduring contradiction and daring - Ambiguity Mindset

DESIGN THINKING PROCESS.



01

UNDERSTAND -
Define your design challenge.

Which problem would you like to solve?
Do a research and specify the design challenge.

DESIGN CHALLENGE MAP.

What is the problem?



For whom we would like
to solve the problem?



DESIGN CHALLENGE.



Help Box: Design Challenge

- Challenge wording does not enforce a "right" or "wrong" answer.
- Open question, no reference to solutions.
- A Design Challenge should be inspiring and motivating.
- Thinking from the user's perspective!
- Tip: Start your Design Challenge with "How might we...?"

Was ist our motivation as a team for the Design
Challenge?



Design team members?



STAKEHOLDER MAP.

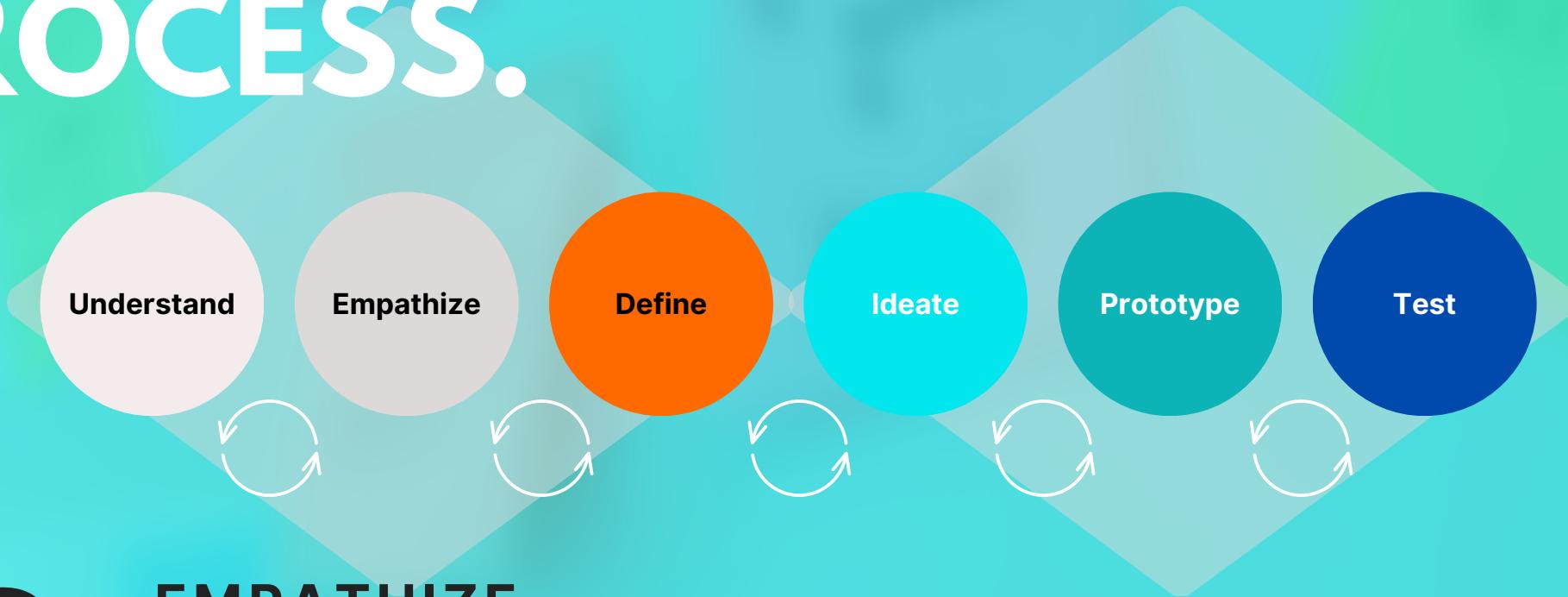


01

UNDERSTAND -
Define your design challenge.

Space for your ideas, inspirations & notes

DESIGN THINKING PROCESS.



02

EMPATHIZE -
Feel into your customers.

What does your customers really need?
Find it out.

BE EMPATHIC. INTERVIEW BEST PRACTICE.

Empathize and understand the needs.

Ask "why" ?

Ask for **reasons & causes**

Use **open questions** for more story & emotions

Ask **short questions**

Never say "usually" 

Don't communicate assumptions or values

Follow up **inconsistencies**

Pay attention to **body language & emotions**



Hold on breaks & don't be afraid of silence - don't help by suggesting an answer



Don't interrupt up your interview partner

Mirror same words of your opposite



Ask questions neutrally

Detach from the interview guide

Gesture approvingly

1 question to 1 person at a time



10 QUESTION CATEGORIES.

Association

What comes to your mind when you think about WERK:RAUM?

Story

Tell me about your last journey!

Emotions

How did it feel, not to be noticed?

Problems

What is the biggest difficulty working on the train?

Anker

Which topic is giving you a headache?

Functional

What has to be done to use the product?

Social

Do you have fear to loose your face?

Context

Which hobbies do you have?
What are your friends talking about it?

Jobs

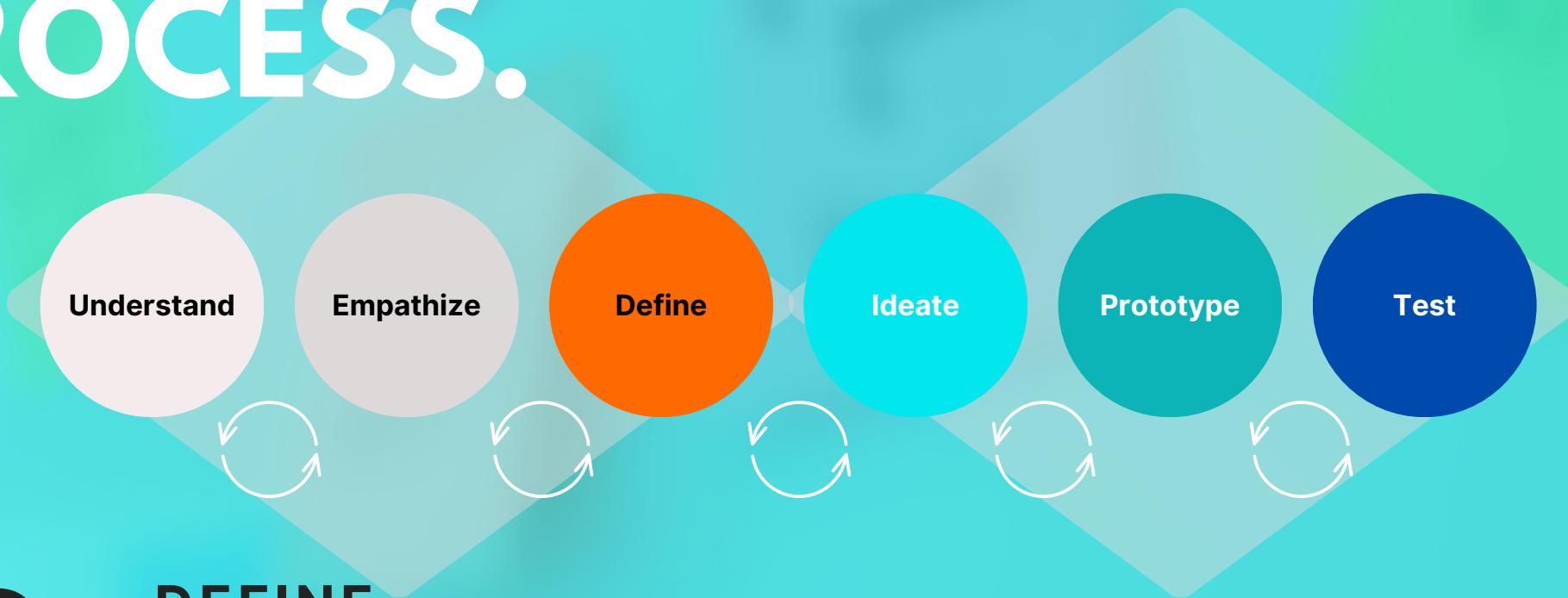
How will it feel to when you have finished the work package?

02

EMPATHIZE - Feel into your customer.

Space for your ideas, inspirations & notes

DESIGN THINKING PROCESS.



03

DEFINE -
Get your Point-of-View.

**Get to the heart of your customers'
key messages.**

INSIGHT MAP.

Who did we meet?

Which story was told?

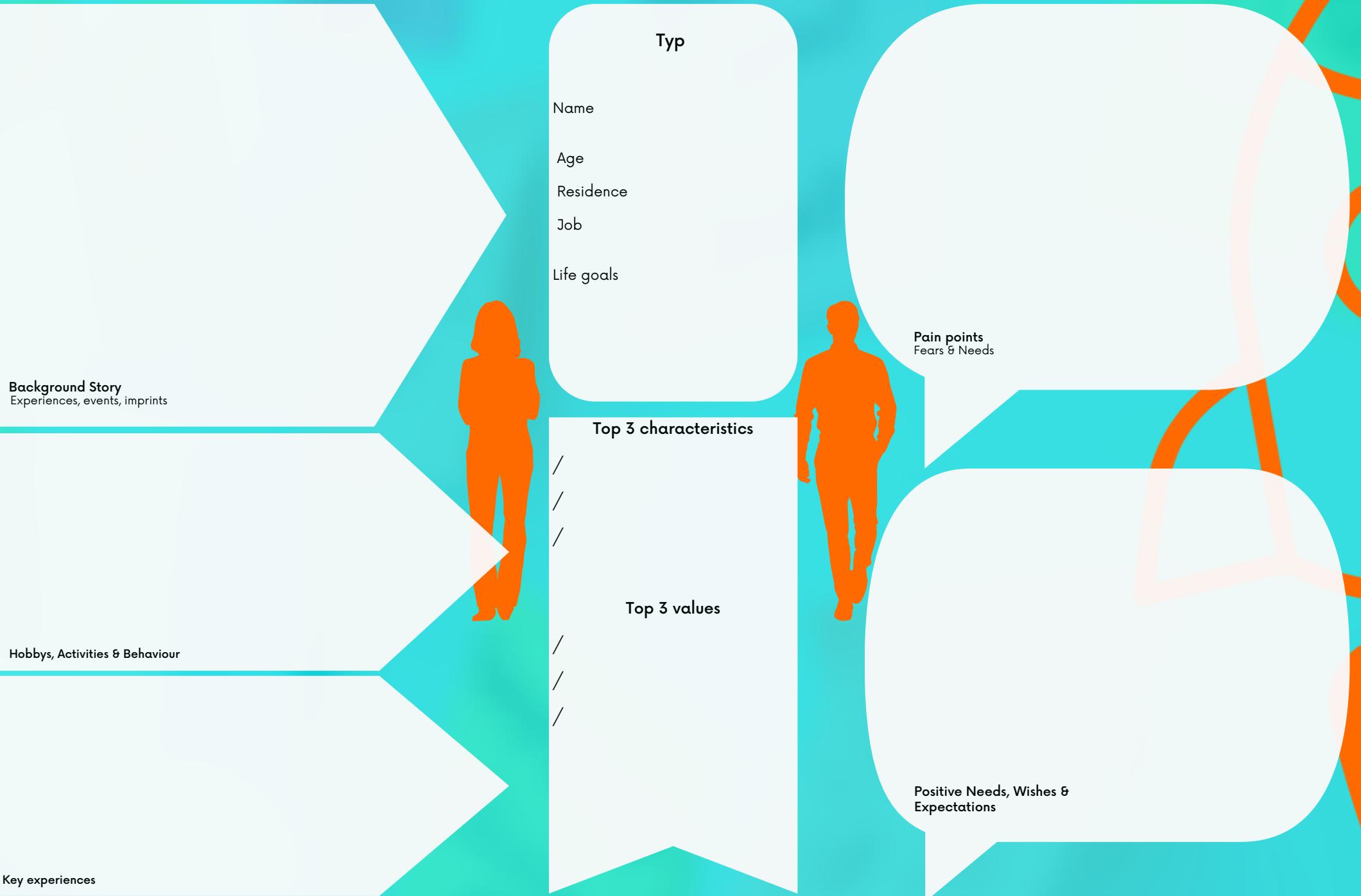
Which details have been important?

What was surprising?

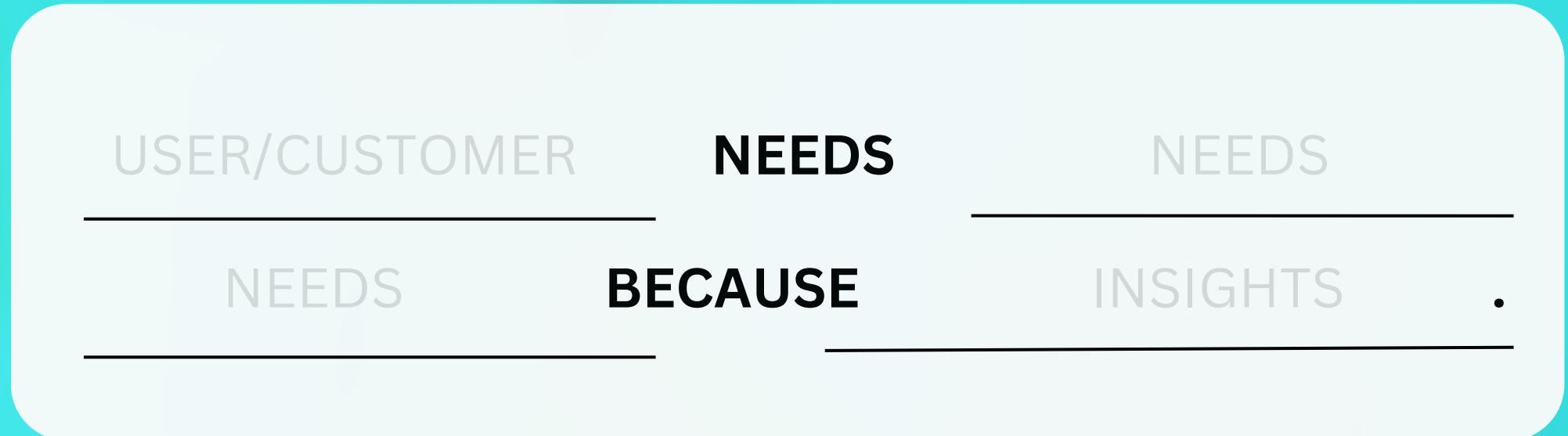
What problems were discussed?

What frustration became clear?

PERSONA.



POINT OF VIEW.

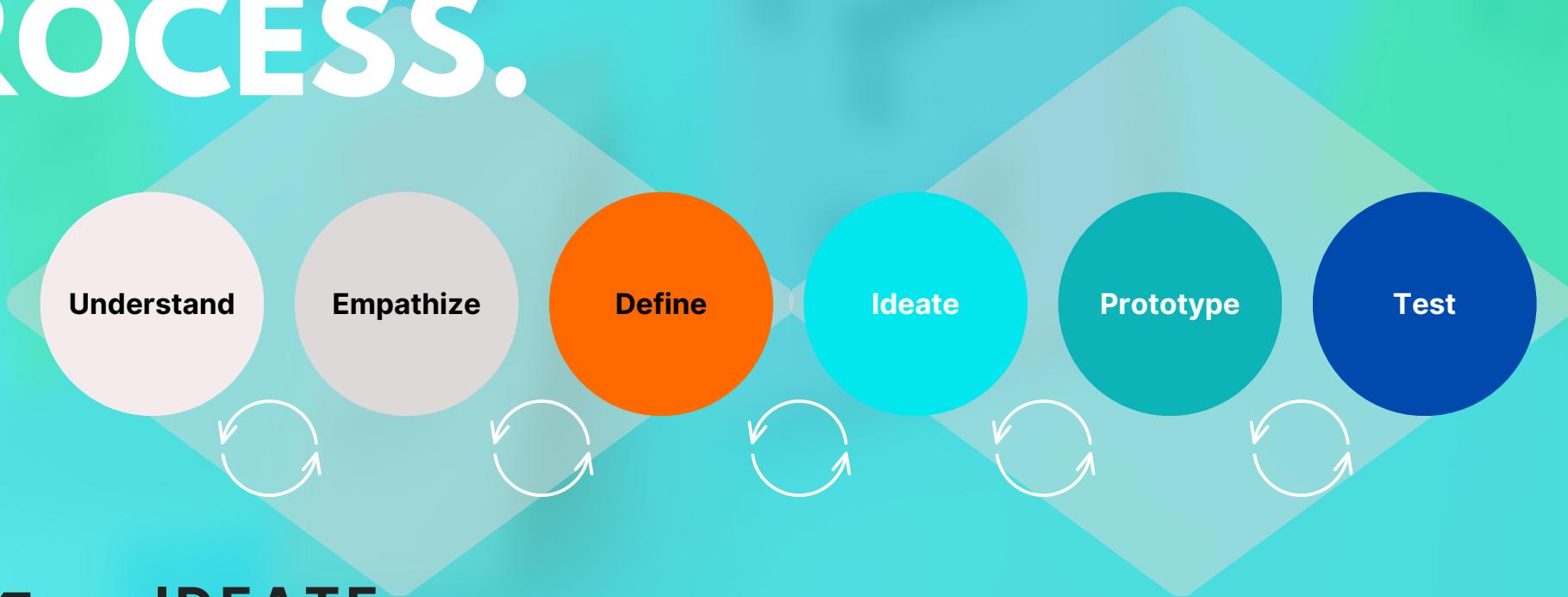


03

DEFINE -
Get your Point-of-View.

Space for your ideas, inspirations & notes

DESIGN THINKING PROCESS.



04

IDEATE -

Be creative and develop ideas.

How can we solve the problem?

Ideate ideas by using different creativity techniques.

CREATIVITY METHODS.

EXAMPLES.

Walt Disney Method: An individual or a group puts themselves in one of three roles, one after the other: The Dreamer, the Realist, the Critic.



SCAMPER: An acronym for Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. It is a technique that helps generate new ideas by asking questions about how a product or service could be modified.

635 Method: 6 participants - 3 ideas - pass them on 5 times.

Challenging Assumptions: A technique that involves questioning assumptions and constraints to generate new ideas.

Morphological Analysis: Breaking a problem down into its individual components and then systematically varying each component to generate new solutions.

Concept Mapping: A technique that involves creating a visual representation of the relationships between ideas and concepts.

CREATIVITY METHODS.

EXAMPLES.

Brainstorming: Generating a large number of ideas in a short amount of time, without judging or evaluating them.

Mind Mapping: A graphical technique that uses branching to represent relationships between ideas and concepts.

Creative Matrix: A technique that involves combining two or more ideas to generate new ones.

Reverse Brainstorming: A technique that involves generating ideas for how to make a problem worse, with the intention of finding ways to prevent those things from happening.



Attribute Listing: Breaking down a problem into its individual attributes or components and then generating ideas for each one.

De Bono - Six Thinking Hats: Approaching a problem from six different perspectives, each represented by a different "thinking hat."

CREATIVITY METHODS.

CRAZY EIGHT & HEADSTAND METHOD.

8

"Crazy Eight"

Involves sketching eight different ideas in eight minutes, with the goal of generating a large quantity of ideas in a short amount of time.

Set a timer for eight minutes.

Sketch 8 crazy ideas on Post-It's.

Draw your ideas! And use as few words as possible.

Be brave and paint the craziest ideas you can think of.

Don't worry about the quality of your sketches. The goal is to get as many ideas down as possible within the time limit.

Don't judge or critique your ideas during the sketching phase. Just let the ideas flow and focus on quantity rather than quality.

Once the timer goes off, present your ideas to the group. For each idea you have 3 sentence to explain.

Discuss & select the most promising ideas to explore further.



Headstand method (also called reverse method or flip-flop method)

The problem is literally turned upside down.

To do this, the Design Challenge is first reversed into the opposite formulation.

In a brainwriting session, each participant writes down his or her ideas on a piece of paper and presents them to the group.

They are then reversed again to come up with solutions to the initial question.

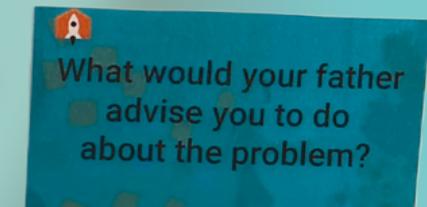
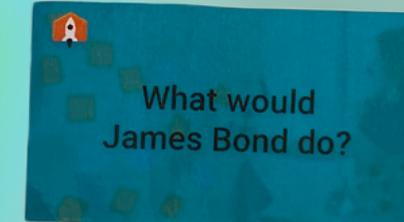
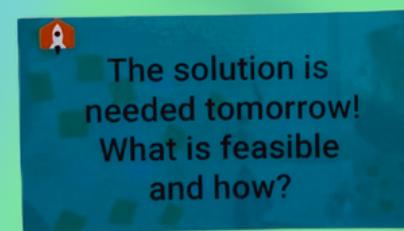
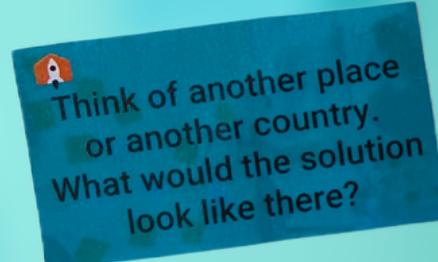
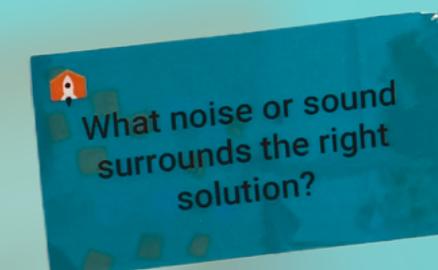
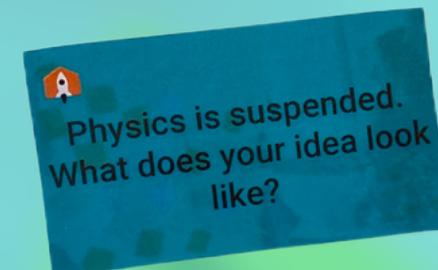
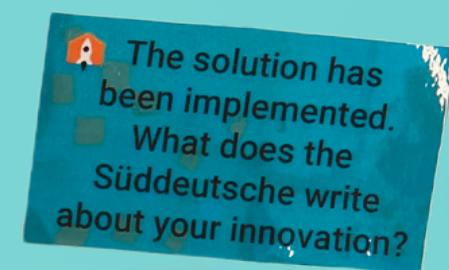
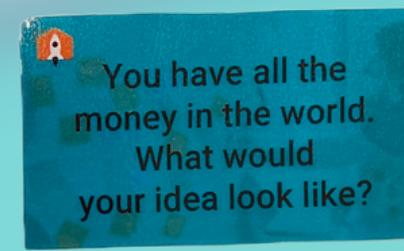
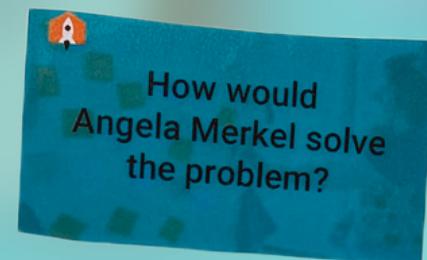
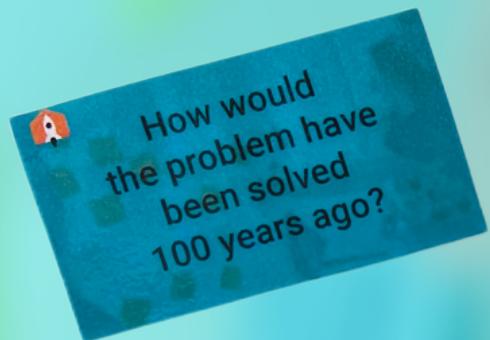
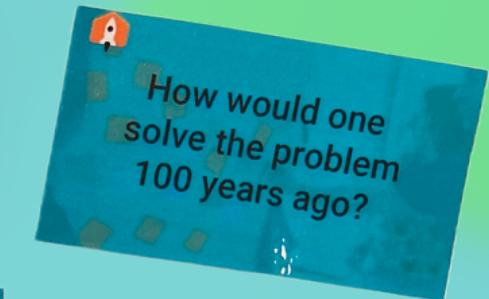
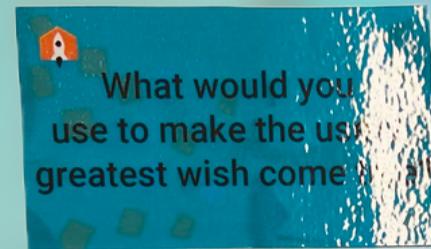
Discussion, evaluation and joint sorting.

The best ideas will be added to the idea board.

The idea behind this method is to break out of your usual way of thinking about a problem and look at it from a completely different angle. By flipping your assumptions on their head, you can often come up with creative and innovative solutions that you might not have considered otherwise.

CREATIVITY METHODS.

GET INSPIRED BY OUR INSPIRATION CARDS.



CREATIVITY METHODS.

GET INSPIRED BY OUR INSPIRATION CARDS.

- How would you solve the problem, if money is not matter?
- You want to get into the low-cost segment! What is the solution?
- How would Superman solve the problem?
- Children are the target group. What would the solution look like then?
- How would Elon Musk solve the problem?
- What is the most important thing? Develop the idea from it!
- What would Apple's solution to the problem be?
- IKEA advises you on the problem. What would IKEA suggest?
- What emotion should absolutely be created for the user? What is the right solution for this?
- What solution would Tupperware offer?

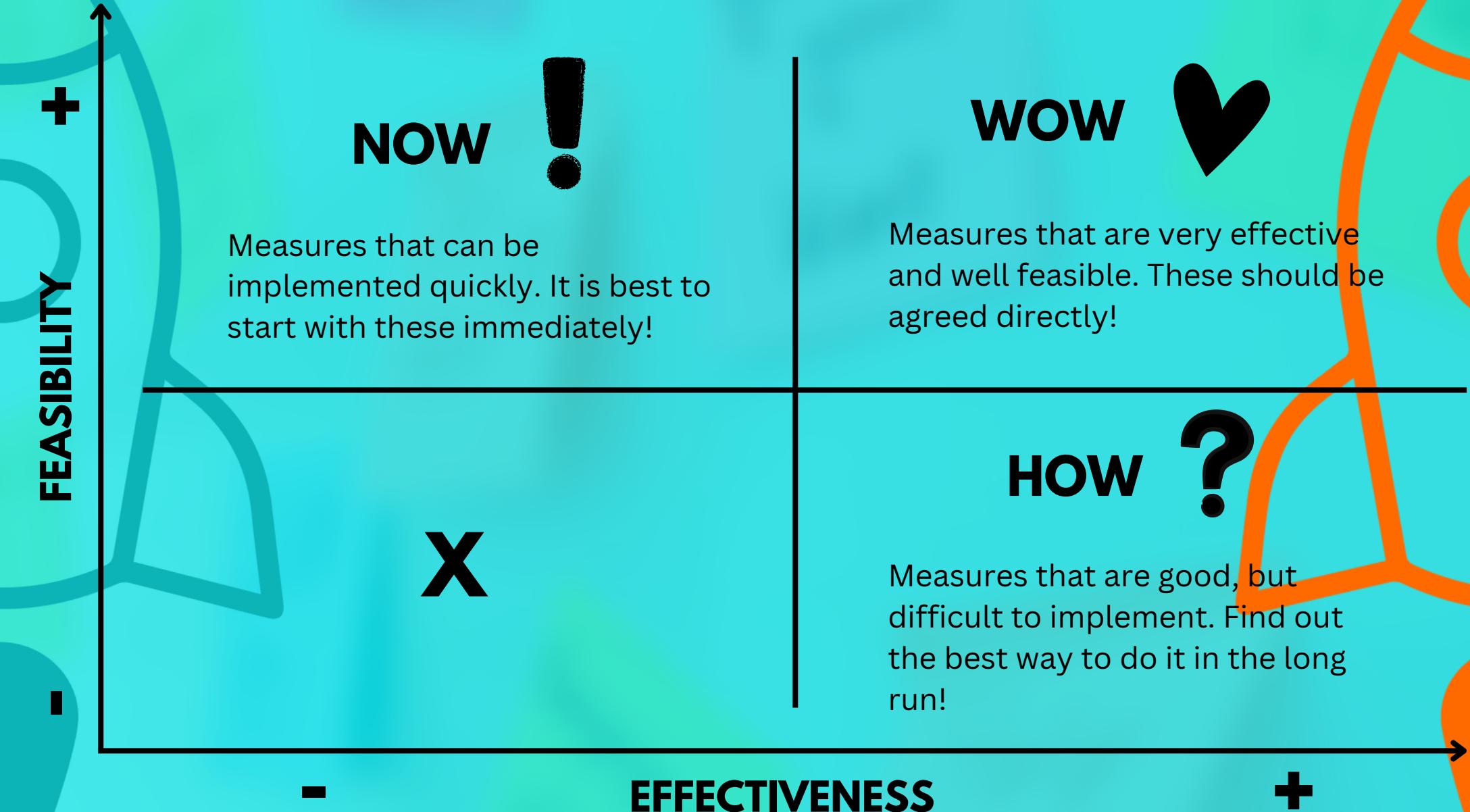
04

IDEATE -

Be creative and develop ideas.

Space for your ideas, inspirations & notes

NOW-HOW-WOW MATRIX.



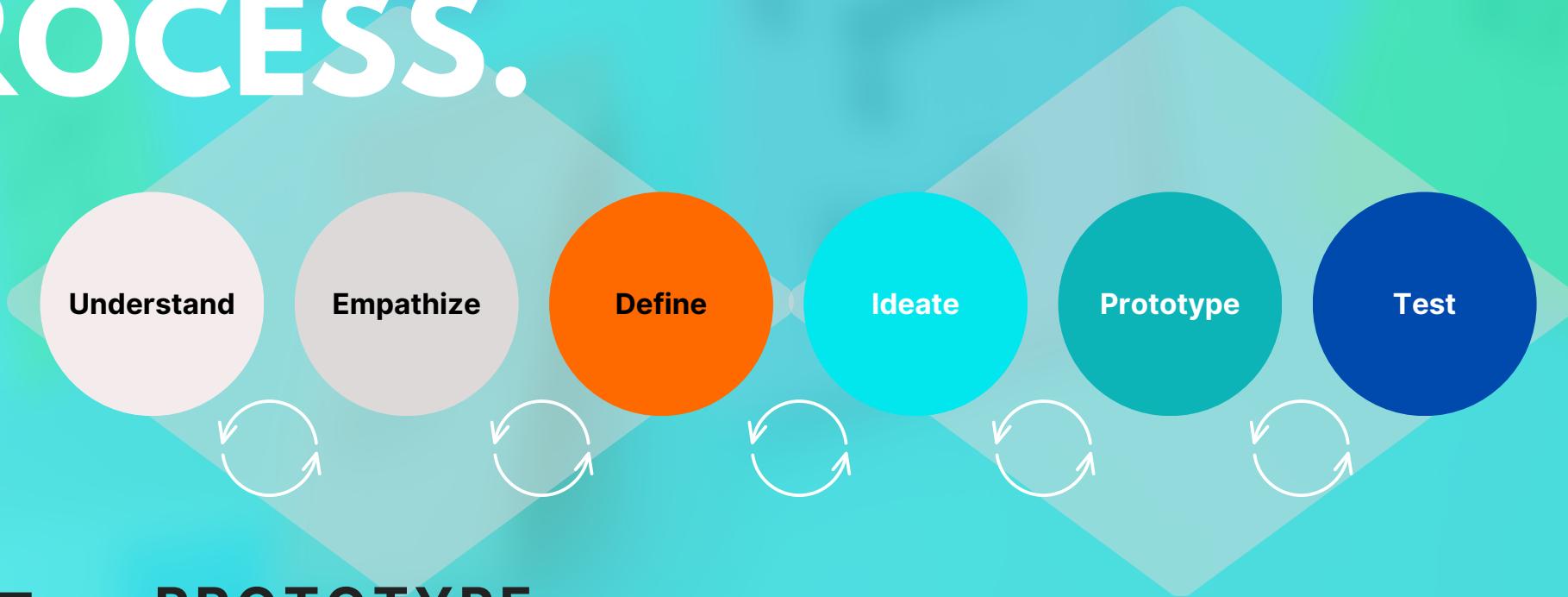
04

IDEATE -

Be creative and develop ideas.

Space for your ideas, inspirations & notes

DESIGN THINKING PROCESS.



05

PROTOTYPE -
Built your first prototype.

How can the solution look like?
Create your first test model.

PROTOTYPING. EXAMPLES & INSPIRATIONS.

Creativity Boxes - pen & paper, craft

Wireframes & Mock-ups

MVP

Klick Dummies

Roleplay

Built in the laboratory - wood, metal, fabric etc.

Augmented & Virtual Reality

A/B Testing

3D Printing

Lego

Wizard of Oz

Landing Pages & Call-to-Action

Crowdfunding

Pop-up store

Laser Cutting

Explainer videos

Concierge Prototype

Simulation & Presales

Analog Prototypes versus Digital Prototypes | Low-Fidelity versus High-Fidelity Prototypes

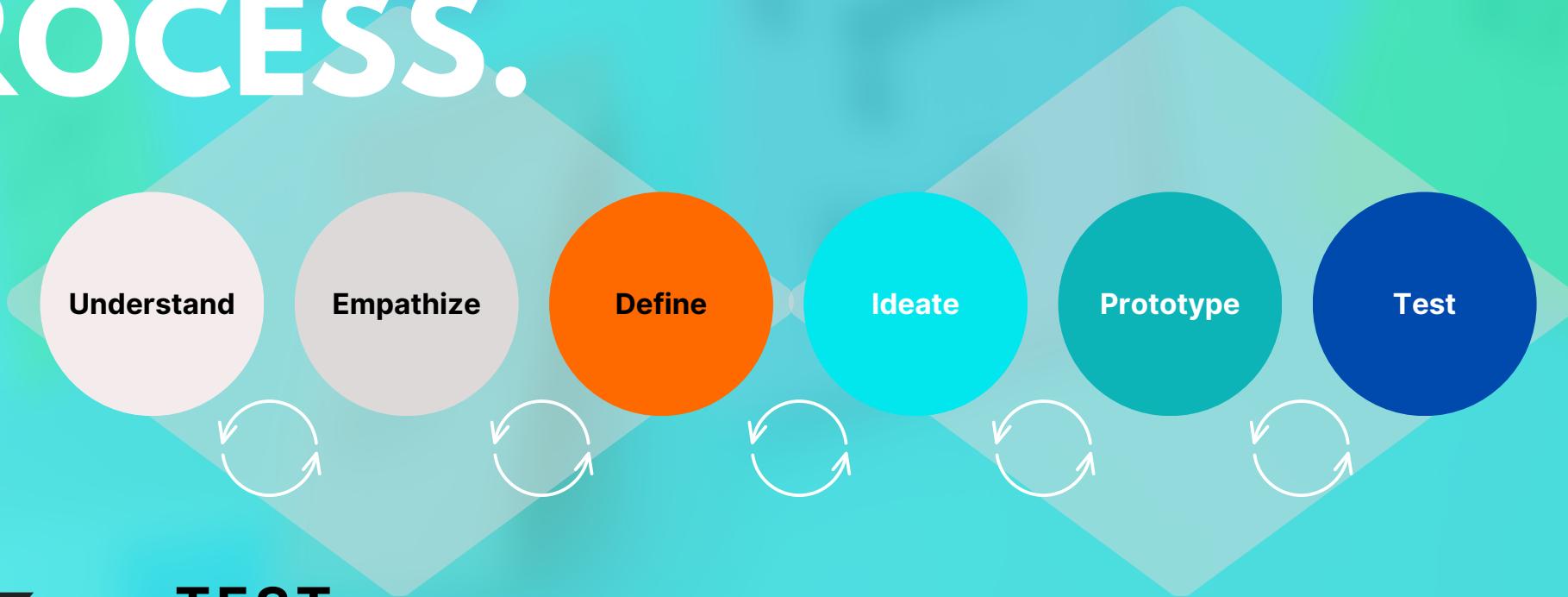
Do you think of any other types of prototypes? If so, write them down here:

05

PROTOTYPE - Built your first prototype.

Space for your ideas, inspirations & notes

DESIGN THINKING PROCESS.



06

TEST -
Test your solution and ask your customers.

What does your target group think about your solution? Present your idea and get feedback.

TEST YOUR IDEA.

EXAMPLES FOR USER TESTING METHODS.

A/B testing.

A/B testing compares two different versions of a design. This method can be used at any stage of the design process, whether you have paper prototypes or fully clickable digital prototypes.

Usability testing.

Usability testing should be used repeatedly throughout the entire design process. This is the only way to find out how user-friendly your design is.

Usability testing is usually an observational exercise: you ask users to perform certain tasks, and you observe them as they do so.

Concept testing.

Show your prototypes to your target audience (whether low or high fidelity prototypes) and then survey your users to find out what they think of the concept.

Pitch & feedback.

If you want to inspire and convince e.g. (first) investors of your idea, a pitch is exactly the right choice.

TEST YOUR IDEA.

GUIDELINES FOR CONDUCTING A TEST.

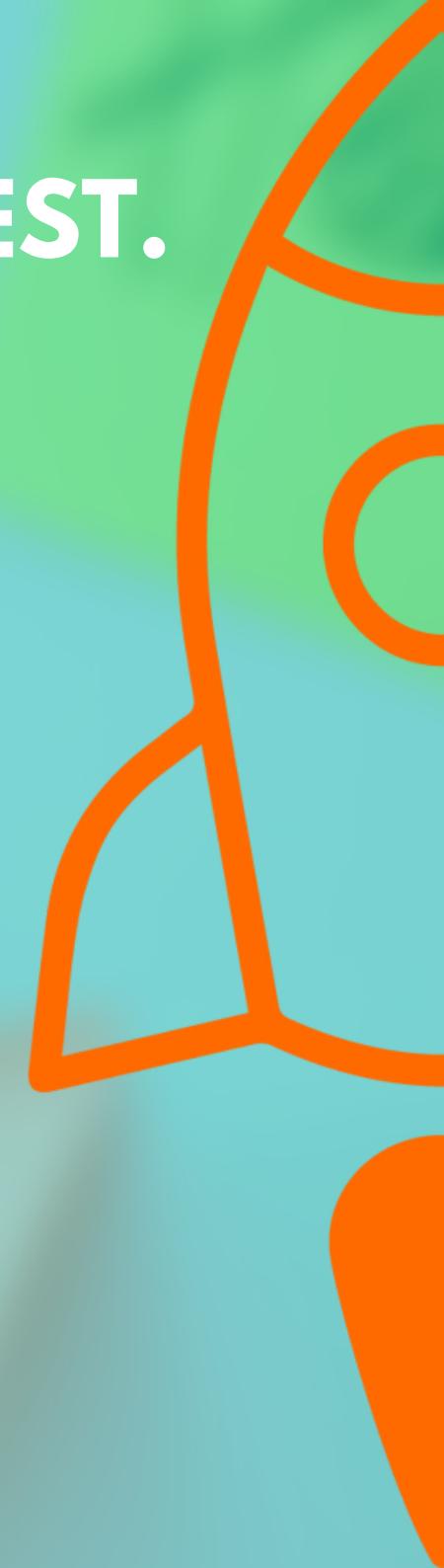
Show, don't tell: let your users experience the prototype.

Encourage the participants to talk about their **experiences**.

Observe your participants.

Ask **follow-up questions** and "why".

Consider **negative feedback** as a way to learn and **improve**.



PITCH YOUR IDEA.

EXAMPLE: THE ELEVATOR PITCH.



Capture
attention



Introduce
yourself



Describe the
problem



Present
your
solution



Share your
value
proposition



Include a Call-
to-Action

Tip: Tell a story and use storytelling to release emotions and empathy in the listeners in order to promote identification with the product or service. In addition, a convincing story makes what is told much more memorable than a simple presentation.

An effective, concise elevator pitch setup is about one minute.

PITCH YOUR IDEA.

HOW DO YOU MAKE A GREAT PITCH? TIPS & TRICKS.

Use the AIDA formula.

A for Attention: Create attention; I for Interest: Interest the audience; D for Desire: Arouse desire; A for Action: Let's go!

#2 Preparation is everything.

#3 Sweep the audience along!

#4 Involve your audience!

#5 No technical jargon.

#6 Test different media.

#7 Free speech is gold.

#8 Present a strong team.

#9 Don't forget storytelling.

#10 Keep it short! Brevity is the spice of life.

06

TEST -

Pitch your solution & ask your customers.

Space for your ideas, inspirations & notes

FEEDBACK CARD.

 **Worked**

Change 

Questions?

Ideas?