DESIGN THINKING

FOR POLY GRADUATES & ASPIRING PROFESSIONALS

DESIGN thinking

Ground Rules for Workshop

- There are no stupid questions ~ all sincere questions are welcomed and celebrated
- Only ONE conversation at a time
- We are completely religious about adhering to TIME
- I agree to step out of my COMFORT ZONE, even if it might mean that I need to speak up audibly in a group
- I choose to participate whole-heartedly, learn deeply and enjoy myself thoroughly

GROUP HUDDLE

8 Mins

YOUR TURN

Discuss and establish your own team's Ground Rules!

The One about Checking in . . .

30 Mins

WHAT DOES DESIGN THINKING (DT) MEANS TO ME?

The Kick-Off !

Design the IDEAL wallet.

Draw 3min

Sketch your idea here!

3 Mins

HUMAN-CENTERED DESIGN THINKING APPROACH

Then just **What is** Design Thinking (DT)?!

Trainers for the sessions ~

WHO ARE WE?

Passionate professionals who believe in equipping the next generation of talents ...

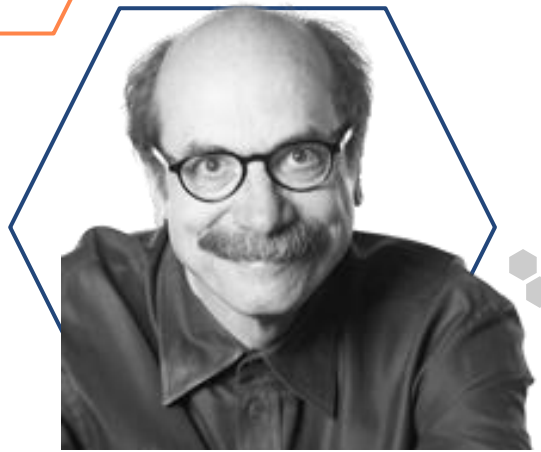
AGENDA FOR THE DAYS AHEAD

Day 1 AM	**Introductions** Introducing the subject matter Design Thinking (DT)	**PM**	**Workshops** Learning the theory of DT through hands-on activities
Day 2 AM	**Prototyping** Learning by doing, learning by building	**PM**	**Testing** Understanding the overarching DT Framework for workplace implementation

01

INTRODUCTIONS

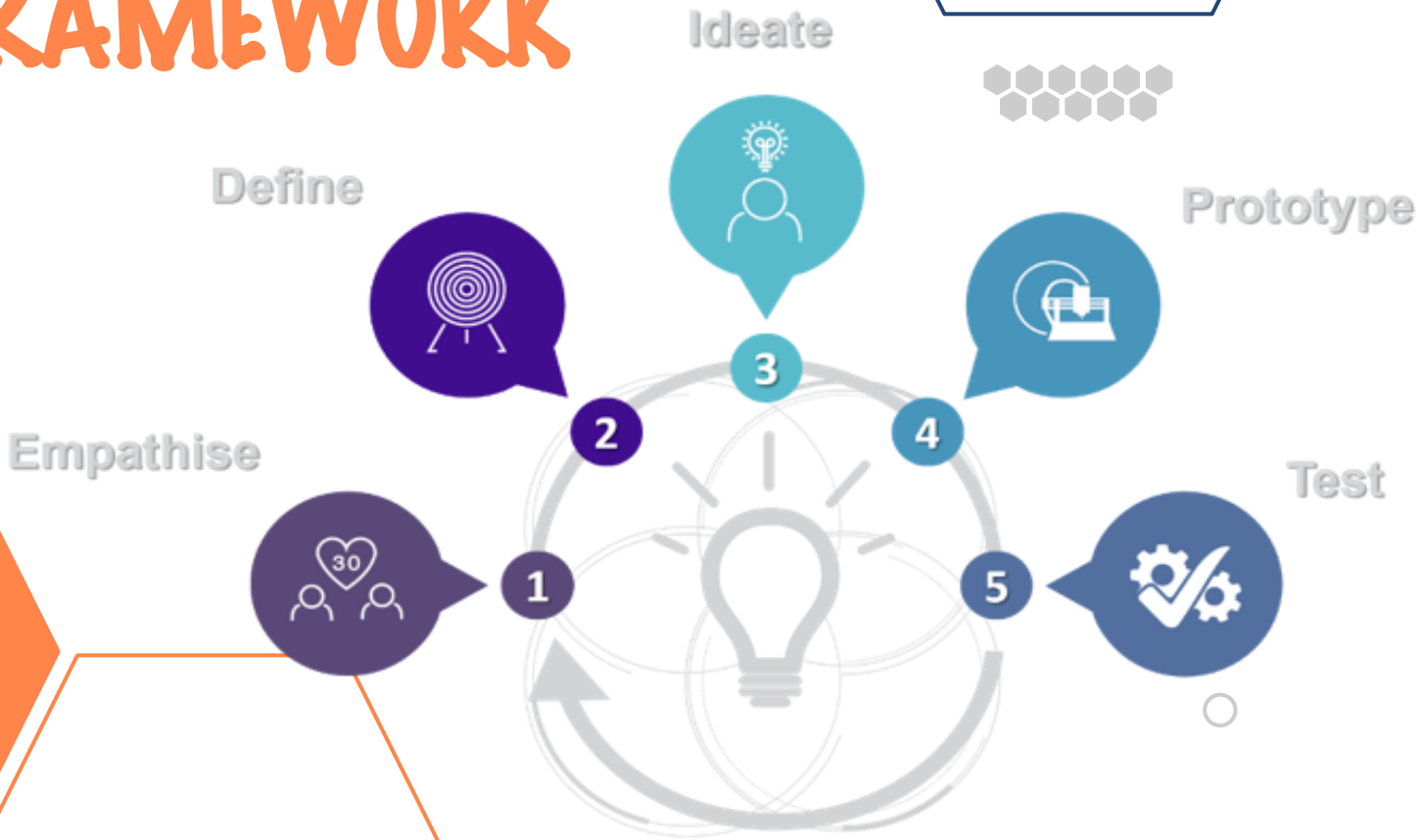
An introducing into Design Thinking (DT)



"The main tenet of design thinking is **empathy** for the people you're trying to design for. Leadership is exactly the same thing - building **empathy** for the people that you're entrusted to help."

— DAVID M. KELLY
CEO/IDEO

DT FRAMEWORK



KEY DESIGN THINKING CONCEPTS

EMPATHY

The ability to understand and share the feelings of another, putting ourselves in another's shoes

DEFINE

The definition of a meaningful and actionable problem/opportunity statement to be focused on for solving

KEY DESIGN THINKING CONCEPTS

IDEATION

Ideation is a creative process where as many ideas that can address a problem statement are being generated in a facilitated, judgment-free environment

PROTOTYPING

Prototyping is where we translate ideas from a conceptual form into something tangible for better communication with users

KEY DESIGN THINKING CONCEPTS

TESTING

Testing, in Design Thinking, involves generating user feedback as related to the prototypes you have developed, as well as gaining a deeper understanding of your users.

SO NOW, WHAT DOES DESIGN THINKING (DT) MEANS TO ME?

02

WORKSHOP

Let us take a deep dive into
DT through the workshop

CONTEXT: THE WALLET COMPANY

https://www.instagram.com/thewalletscompany/?hl=en

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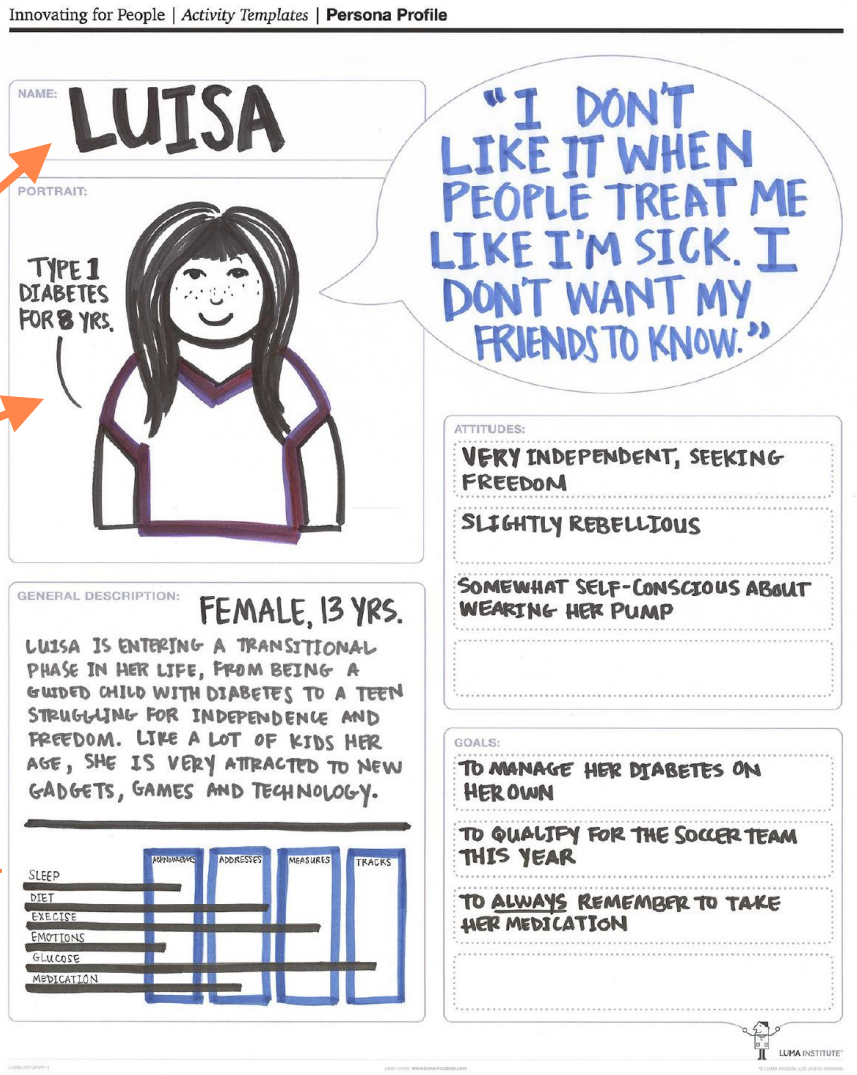
User Persona

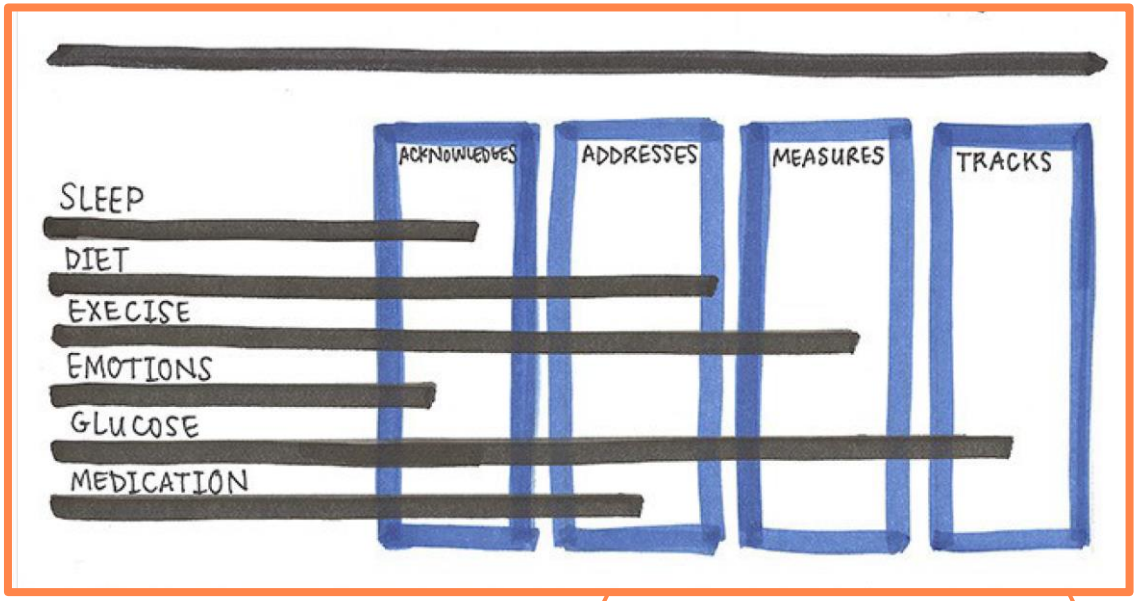
Give your Persona a name

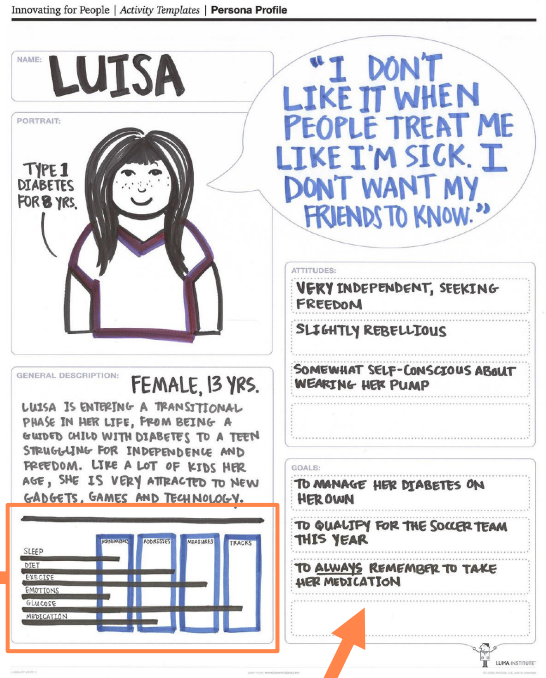
Either draw or find an appropriate representation of your Persona



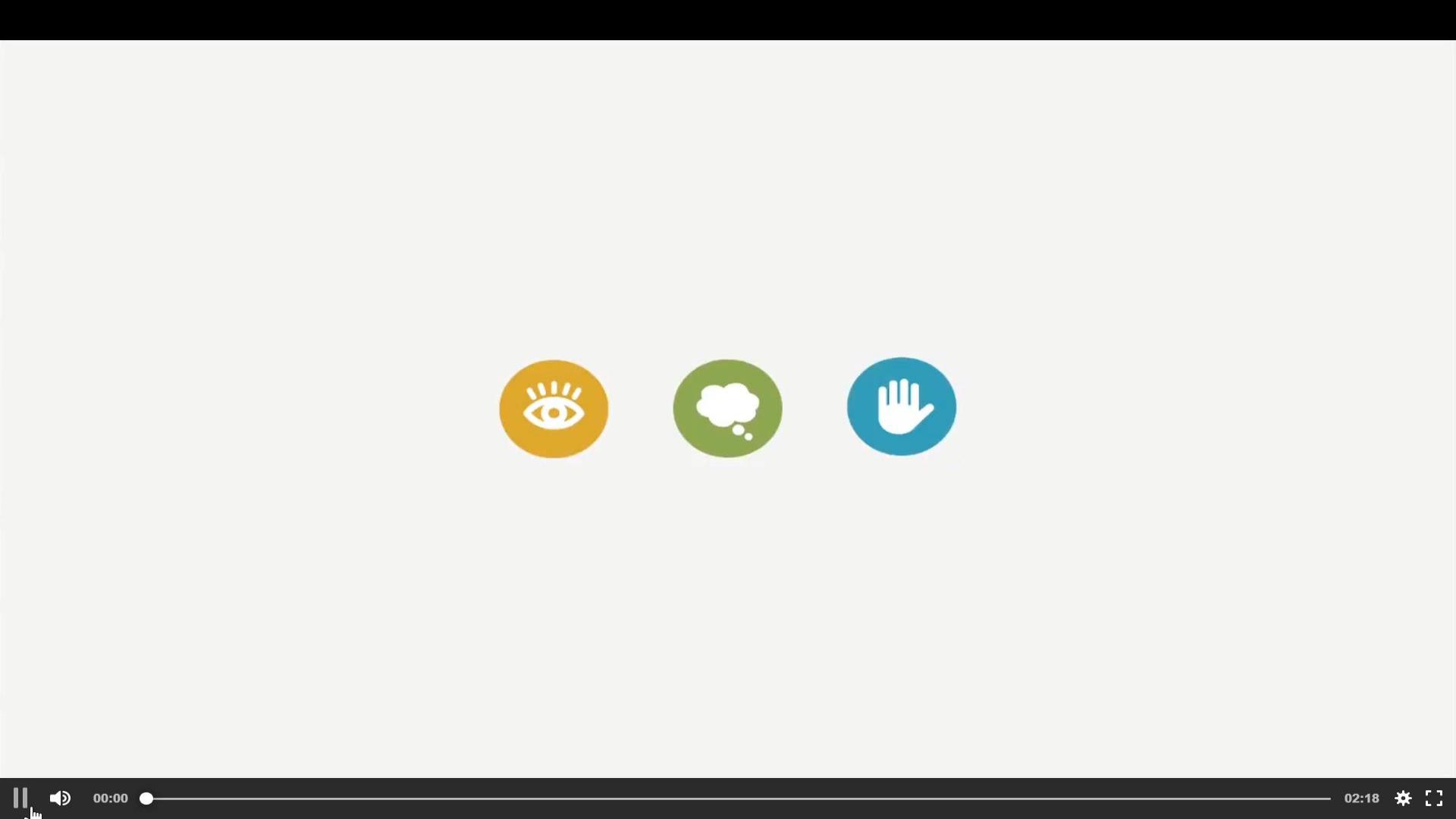
User Persona

After capturing the General Description of your Persona, capture what are some activities or things he/she acknowledges, addresses, measures and tracks …





And then capture his/her Attitudes and Goals, taking note of what affects or motivates him/her. And finally see how you can best capture a Quote that best represents your Persona.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Your NEW mission: **Design something useful and meaningful for your partner. Start by gaining empathy.**

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

Switch roles & repeat Interview

2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat Interview

USEFUL & MEANINGFUL

Crucial Conversations

The aim is to ask as much questions to find out how you can design something that is ...

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

Some prompting questions you may use …

- When would you carry a wallet?
- How do you use your wallet?
- What are important things you keep inside your wallet? Why are they there?
- What is the most interesting/surprising thing about your wallet?
- How many wallets do you have? Why?
- What do you like about your wallet?
- What are important features you must have in your wallet?
- What does your wallet means to you?
- If you were to loose your wallet what is the first feeling you think you will encounter?
- What aspects of your wallet stirs the strongest feeling? What feelings are these? Why?

Switch roles & repeat Interview

d.

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d.

4 Mins

TIME TO SWITCH

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

Some prompting questions you may use …

- What do you like about your wallet?
- How many wallets do you have? Why?
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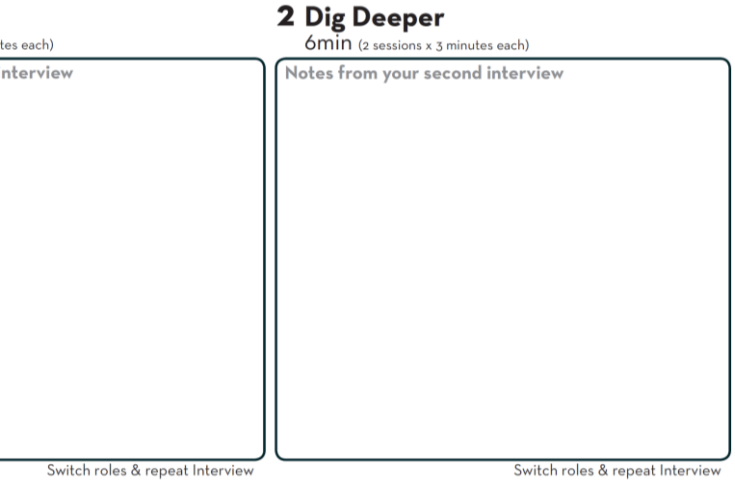

2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

Some prompting questions you may use …

- How old are you?
- When was the last time you carried a lot of cash?
- What do you remember most about your first paying job?
- How can you be best described?
- How would you describe your attitudes towards your belongings? How about descriptions about your own personality or character?
- What are some goals you have in life?
- What are some activities or things you do regularly in your life?
- If there's a way to get a short quote from you, what can I capture that best represents your personality or style?

3 Mins

Switch roles & repeat Interview

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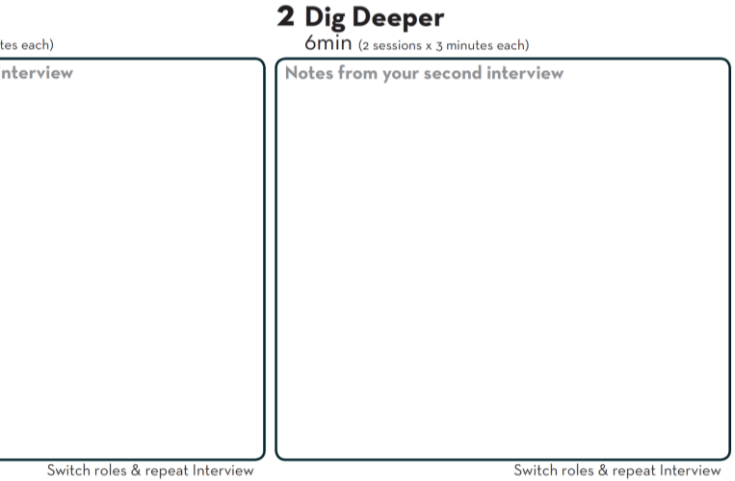

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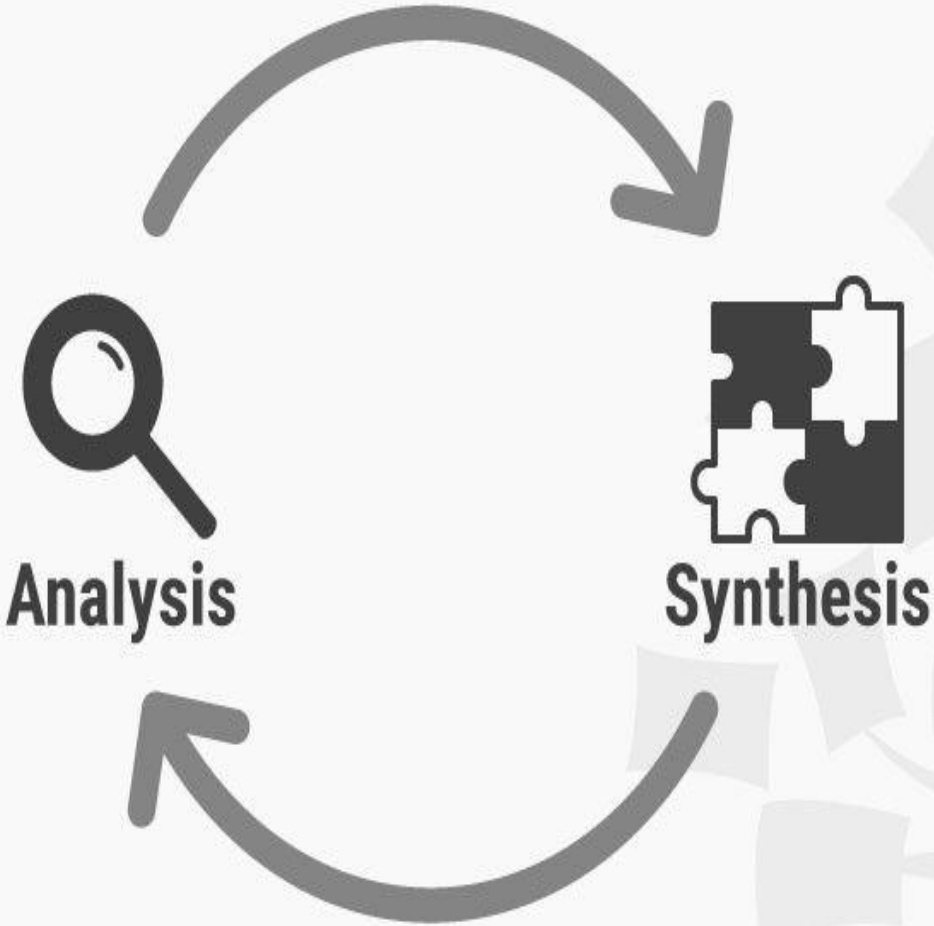
Create Your User Persona

GROUP HUDDLE

4 Mins

Discuss what insights each of you gained about Empathy?

Moving from Empathy to Define



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EMPATHY

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DEFINE

The definition of a **meaningful** and **actionable** problem/opportunity statement to be focused on for solving

DEFINE

An integral part of the Design Thinking process is the definition of a **meaningful** and **actionable** problem statement, where we as DT practitioners will focus on solving.

This is perhaps the most challenging part of the Design Thinking process, as the definition of a problem (also called a **design challenge**) will require us to synthesize our observations about our users from the Empathy stage of the Design Thinking process.

DEFINE (cont'd)

When we learn how to master the definition of our problem, the problem statement, or the design challenge, it will greatly improve our **DT process and result** because a great definition of our problem or opportunity statement will guide us and our team's work and kick start the ideation process in the **right direction**.

It will bring about **clarity** and the **right focus** to the design space. On the contrary, if we don't pay enough attention to defining our problem, we will work like a person stumbling in the dark.

Reframe the problem.

3 Capture findings 3min

Goals and Wishes:
What is your partner trying to achieve?
*use verbs

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?*
*make inferences from what you heard

4 Take a stand with a point-of-view 3min

_____
partner's name/description

needs a way to _____
user's need

because (or "but . . ." or "Surprisingly . . .")
[circle one]

_____

_____
insight

3 Capture findings 3min

Reflect Individually

Synthesize your learning into two groups:

1. your partner's **goals and wishes**, and
2. insights you discovered.

- Use **verbs** to express the goals and wishes.
- These are his/her **needs** related to his/her wallet and life. Think about both physical and emotional needs.

"For example maybe your partner needs to minimize the number of things he/she carries . . . or needs to feel like he/she is responsible for supporting the local community and economy."

Goals and Wishes:
What is your partner trying to achieve?
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3 Mins

3 Capture findings 3min

Reflect Individually

- **Insights**' are discoveries that you might be able to leverage when creating solutions.

"For example, you might have discovered the insight that buying with cash makes your partner value the purchase more and take more care with decisions."

"Or, that he/she sees a wallet as a reminder and organizing system, not a carrying device."

Goals and Wishes:
What is your partner trying to achieve?
*use verbs

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_____

_____
insight

Reflect Individually

- Now select the most compelling need and most interesting insight to articulate a point-of-view.
- This is your own point of view.
- Take a stand by specifically stating the meaningful challenge you are going to take on as a DT practitioner.
- This is the statement that you're going to address with your design, so make sure it's juicy and actionable!

4 Take a stand with a point-of-view 3min

_____
partner's name/description

needs a way to _____
user's need

because (or "but . . ." or "Surprisingly . . .")
[circle one]

_____

_____
insight

Reflect Individually

- It should feel like a problem worth tackling!
- Your point-of-view might be: "Janice needs a way to feel that she has access to all her stuff and is ready to act. Surprisingly, carrying her purse makes her feel less ready to act, not more."
- Or "Arthur needs a way to socialize with his friends while eating healthy, but he feels like he isn't participating if he isn't holding a drink."

HOW MIGHT WE ...

ALTERNATIVELY WE MAY ALSO USE HMW STATEMENTS

4 Take a stand with a point-of-view 3min

_____
partner's name/description

needs a way to _____
user's need

because (or "but . . ." or "Surprisingly . . .")
[circle one]

_____

_____
insight

HOW MIGHT WE...
HELP/IMPROVE/TRANSFORM/SIMPLIFY/
ELIMINATE/REDUCE (User's Need)

SO THAT ...
(Achieve User's Goals based on Insights)

4 Take a stand with a point-of-view 3min

_____
partner's name/description

needs a way to _____
user's need

because (or "but . . ." or "Surprisingly . . .")
[circle one]

_____

_____
insight

For Example:

"Janice needs a way to feel she has access to all her stuff and is ready to act. Surprisingly, carrying her purse makes her feel less ready to act, not more."

How might we enable Janice to access all her stuffs in her purse so that she can feel more ready to act and be able to respond better to various situations.

4 Take a stand with a point-of-view 3min

_____
partner's name/description

needs a way to _____
user's need

because (or "but . . ." or "Surprisingly . . .")
[circle one]

_____

_____
insight

For Example:

"Arthur needs a way to socialize with his friends while eating healthy, but he feels like he isn't participating if he isn't holding a drink."

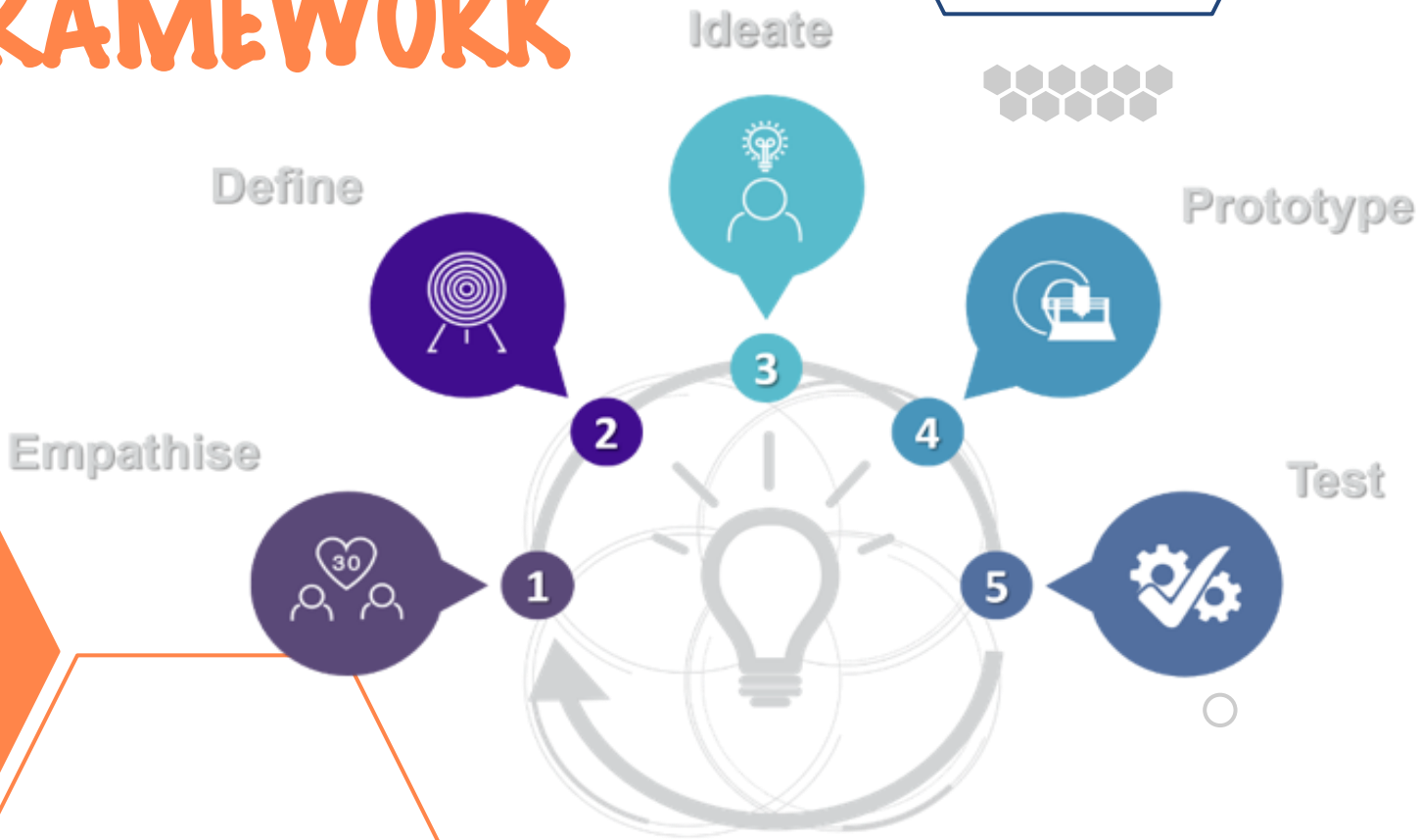
How might we help Arthur to socialize with his friends while eating healthy so that he can feel that he is still participating without holding an alcoholic or unhealthy drink.

GROUP HUDDLE

8 Mins

Discuss what insights each of you gained about Define?

DT FRAMEWORK



CONGRATULATIONS !!!

You all survived DAY 1!

TOOLS AT A GLACE

EMPATHY	Interview, Dig Deeper, User Persona
DEFINE	Reframe the Problem, Capture findings, Take a stand with a point-of-view, HMW Statements

Reflections for Day 1

Thoughts about my DT Learning Journey for Participants

- What are some fresh insights I managed to draw today?
- Anything that surprised me or seems new to me or even interesting for me, through today's session?
- If there is one thing I'm grateful for, for today's session, what would that be?