



DESIGN THINKING.

FOR POLY GRADUATES
& ASPIRING
PROFESSIONALS

Day 2



DESIGN
thinking

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

Ideation & Prototyping

Coming up with ideas,
Learning by doing,
Learning by building



PM

Testing

Understanding the
overarching DT
Framework for
workplace
implementation



GROUP HUDDLE

4 Mins

REVIEW

**Discuss and
review your
own team's**

**Ground
Rules!**

The One about Checking in ...

2 Mins



YOUR ROLE

RECALL

You are all design interns in the Wallet Company, an up and coming start-up, that makes excellent quality bespoke wallets.

THE WALLET
COMPANY

[Link to TWC Website](#)



With this as a context, we will be going through Design Thinking from the perspective as **design interns**.

With their current success they are considering looking for new designs to breakthrough into new international markets.

Through you (interns) TWC wishes to identify suitable talents to spin off new startups in the Industry to cater to different market segmentation

DT FRAMEWORK



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



partner's name/description

needs a way to

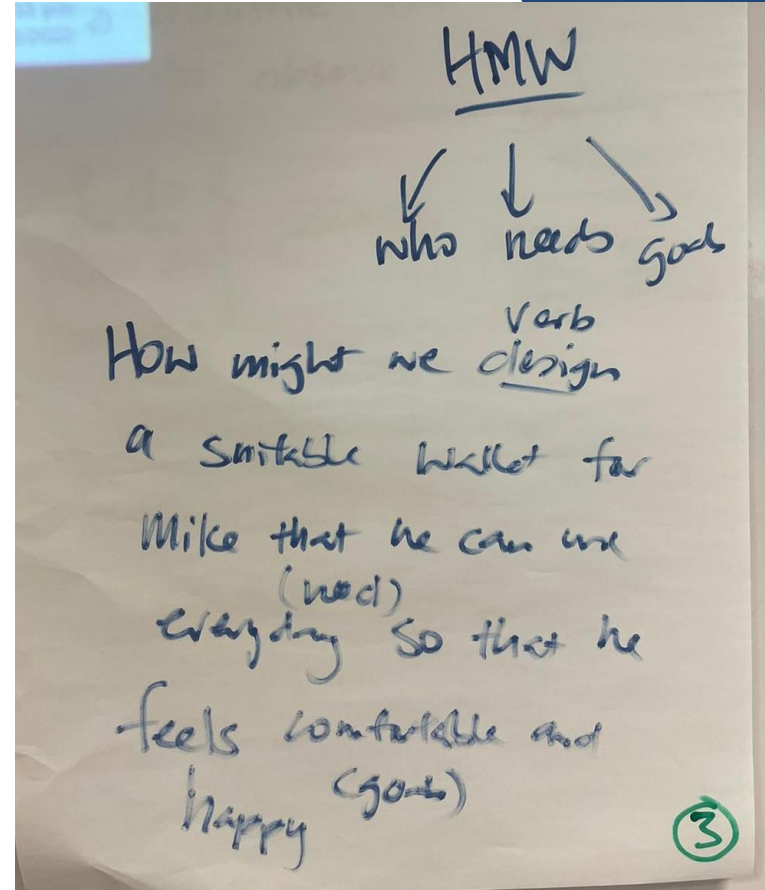
user's need

because (or "but ..." or "Surprisingly ...")

[circle one]

insight

Revising Concepts



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 ...”)

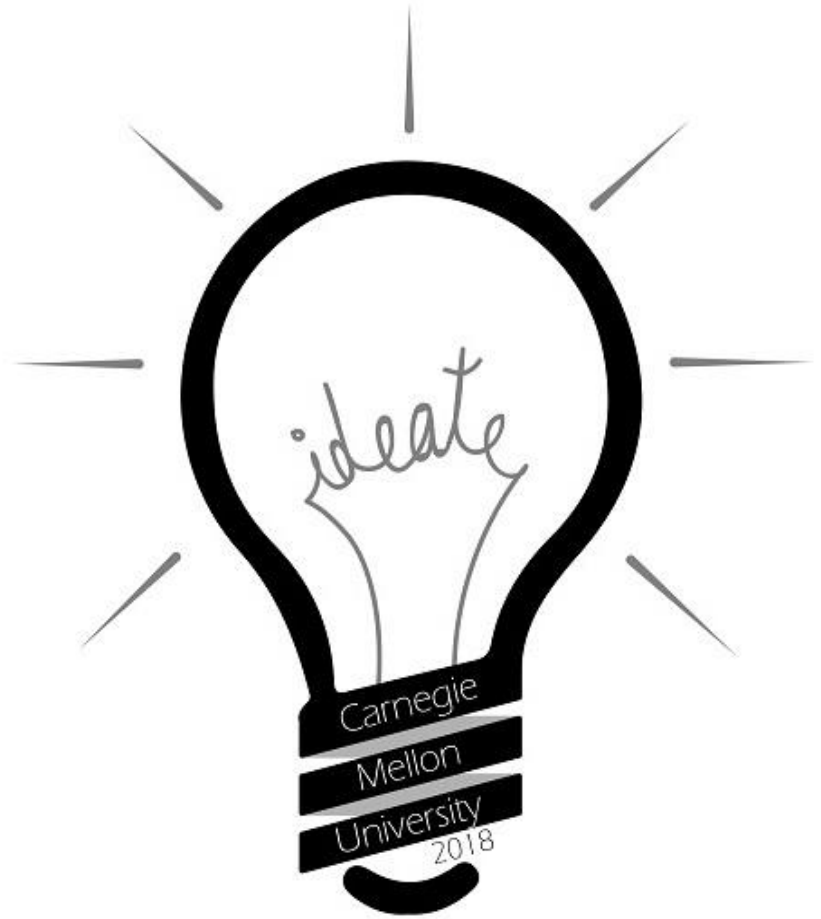
[circle one]

insight

Revising Concepts

- HMW (**verb**) design a solution/help/come up with a way/make better improvement (choose one) to help (**Who: partner's name**) ...
- To be able to better meet/improve his (her) experience/transform his (her) life/make things better/faster/cheaper/more efficient/radically change (**Needs: user's needs**)
- so that ... (**Goals: meeting deeper goals** of user or **deeper emotions** of user)

Moving from Define to Ideation



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

Brain rules
Sartre
Sartre
Sartre
Sartre
Sartre
Sartre

Ideate



CONCEPT

QUANTITY

QUALITY

Quantity vs Quality
Quantity vs Quality
Quantity vs Quality
Quantity vs Quality

Quantity vs Quality





CONVERGENT
THINKING

VERSUS



DIVERGENT
THINKING



SCAMPER

Ideate: generate alternatives to test.

5 Sketch at least 5 *radical* ways to meet your user's needs. 5min



write your problem statement above

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)


Notes

| |
|--|
| |
|--|



Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs. 5min

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| | | | | |
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Notes

d. 

Switch roles & repeat sharing.

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

5 Mins

d. 

Switch roles & repeat sharing.




TIME TO SWITCH



Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs. 5min

 write your problem statement above

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

d. 

Switch roles & repeat sharing.

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

5 Mins

d. 

Switch roles & repeat sharing.

Iterate based on feedback.

7 Reflect & generate a new solution.

Sketch your big idea, note details if necessary!

8 Mins



GROUP HUDDLE

4 Mins

**Discuss what
insights each
of you gained
about
Ideation?**



PROTOTYPE

Now we
move on to
the **FUN**
part ?!

Prototype

Moving from
Ideation to

Prototyping



KEY DESIGN THINKING CONCEPTS



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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



03

PROTOTYPING

Learning by doing, learning
by building





Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

10 Mins

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)





GROUP HUDDLE

4 Mins

**Discuss what
insights each
of you gained
about
Prototyping?**

Moving from Prototyping to Testing

Test





04 TESTING

Understanding the
overarching DT Framework
for workplace
implementation



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.



Solve
Learn
Repeat
Design
Self
Improve
Release
Etc.

Test ∞



Some people say
Fourth Thread

Some threads are
invisible & learnable
We say so, they
don't.



Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

9 Share your solution and get feedback.

✚ What worked...

▬ What could be improved...

? Questions...

! Ideas...

4 Mins

8min (2 sessions x 4 minutes each)



TIME TO SWITCH



Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

4 Mins

8min (2 sessions x 4 minutes each)



GROUP HUDDLE

4 Mins

**Discuss what
insights each
of you gained
about
Test?**



TOOLS AT A GLANCE

EMPATHY

User Persona, Interview, Dig Deeper

DEFINE

Reframe the Problem, Capture findings, Take a stand with a point-of-view, HMW Statements

IDEATE

Divergent Thinking, Convergent Thinking, SAMPER, Evaluation Matrix

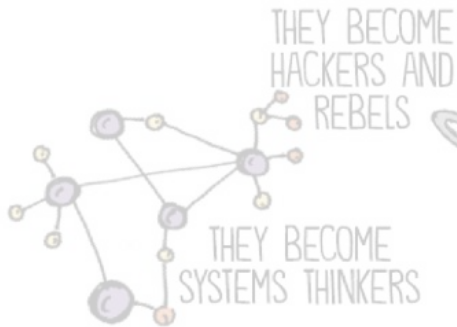
PROTOTYPE

Fail fast, fail cheap, Test concepts

TEST

Coming Back to the Crucial Conversations, Understanding the Whys





THEY BECOME WILDLY
IMAGINATIVE

THEY ARE
FULLY ENGAGED
IN THE LEARNING

Why Design Thinking?



THEY ARE READY FOR
THE CREATIVE ECONOMY



THEY THINK DIVERGENTLY
(THINKING OUTSIDE THE BOX BY
THINKING DIFFERENTLY ABOUT THE BOX)

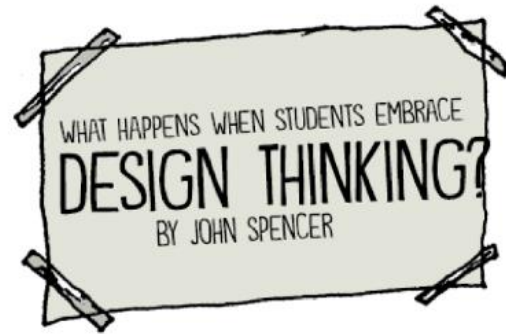


THEY MAKE DEEP
CONNECTIONS BETWEEN
IDEAS



THEY LEARN TO TAKE
CREATIVE RISKS





The One about Checking out ...

25 Mins





THANKS!

Do you have any questions?

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maxlam-np/](https://www.linkedin.com/in/maxlam-np/)



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Reflections for Day 2



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 powerful take-away for today's session, what would that be?

