THE

DESIGN THINKING PROGRAM

Join the revolution of design–driven innovation!

LEVEL 1 - DESIGN THINKING BASICS

MEET THE DESIGN THINKING PROGRAM TEAM!

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AGENDA

Training introduction.

Design Thinking basics and Agile.

Discover phase + task 1.

Define phase + task 2.

Develop phase + task 3.

Deliver phase + task 4.

Present your results to all.

Summary, additional resources, and feedback.

RULES OF ENGAGEMENT

Everyone is equal.

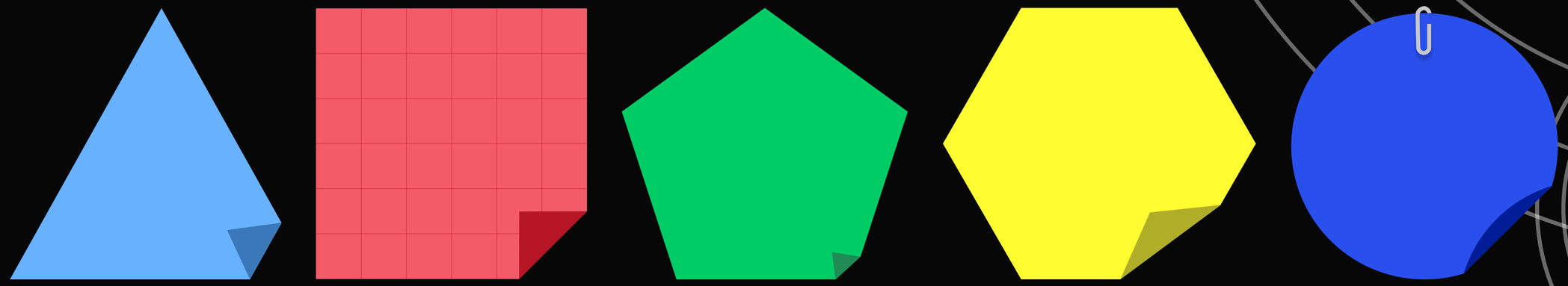
Share the air.

Be present be respectful.

When speaking share your face, if comfortable!

Ask questions during dedicated times.

DESIGN THINKING BASICS AND AGILE



WHAT WILL WE LEARN:

ABOUT DESIGN THINKING

What is design thinking and how it can help companies grow.

TYPES OF DESIGN THINKING PROCESSES

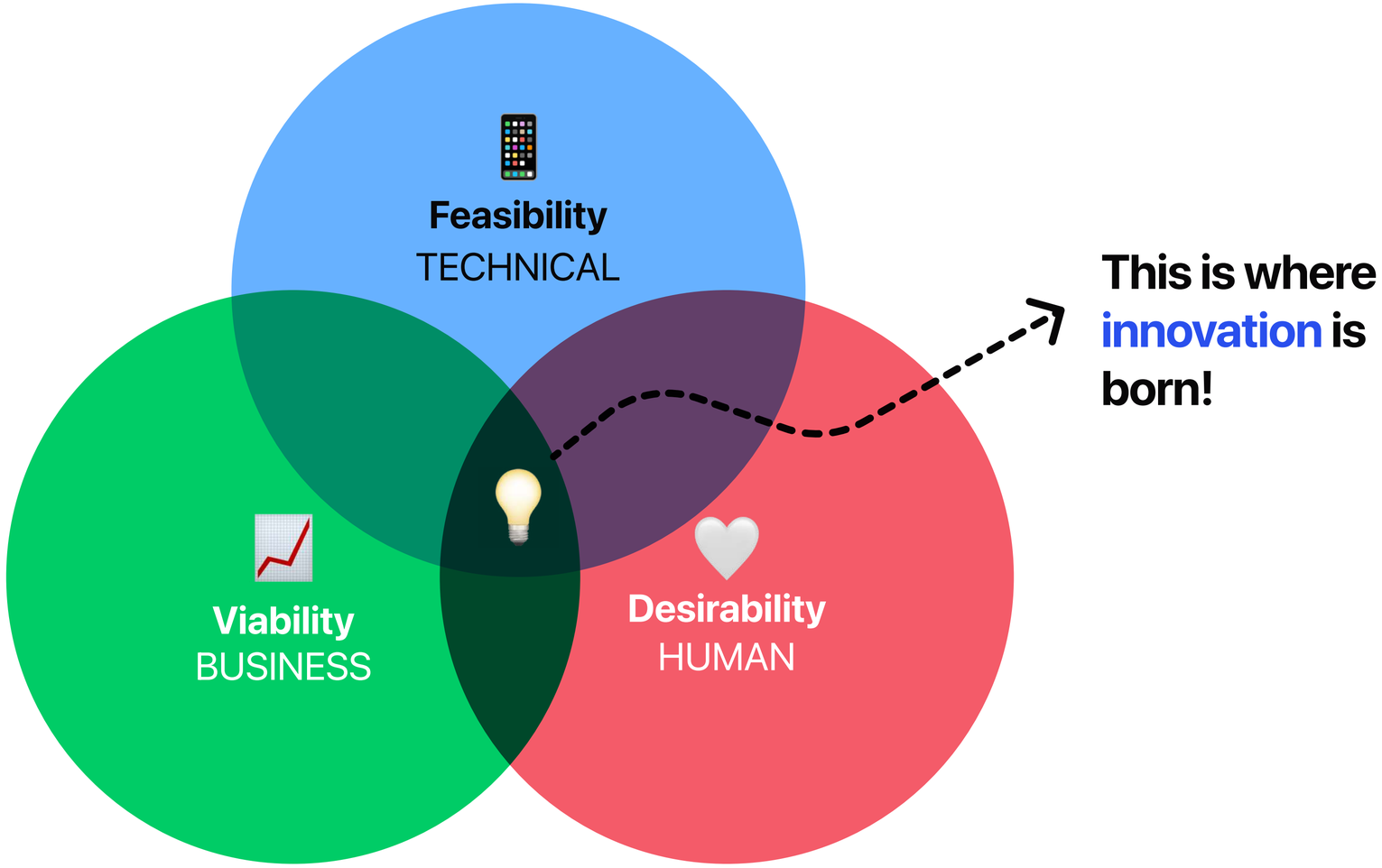
Double diamond and IDEO, key differences.

DESIGN THINKING X AGILE

How to marry the two in an effective way and how we can leverage it in order to streamline our processes.

WHAT IS DESIGN THINKING?

Design Thinking is a collaborative and strategic problem-solving framework that considers people, business profitability, and technological feasibility when solving complex problems.



HOW DESIGN THINKING HELPS COMPANIES GROW

IN NUMBERS

219%

S&P Index outperformance over 10 years

2,494.83 mln $

Design thinking market value by 2028

1.5x

Greater market share in companies fostering design thinking

1,847.69 mln $

Large enterprise revenue in Design Thinking market value by 2028

Source: Design Thinking Market Report 2023 (Global) & Forrester Consulting Thought Leadership Paper commissioned by Adobe (2016)

HOW DESIGN THINKING HELPS COMPANIES GROW

REAL LIFE STORIES

Implemented by Steve Jobs in 2007, helped bring the first IPhone to the market.

Deutsche Bank

Implemented in three stages is a success story of applying Design Thinking within a big company.

Revolut

Thanks to DT, Revolut quickly launched their product in various countries.

IBM

Implementation and creation of the renowned IBM Design Thinking Framework.

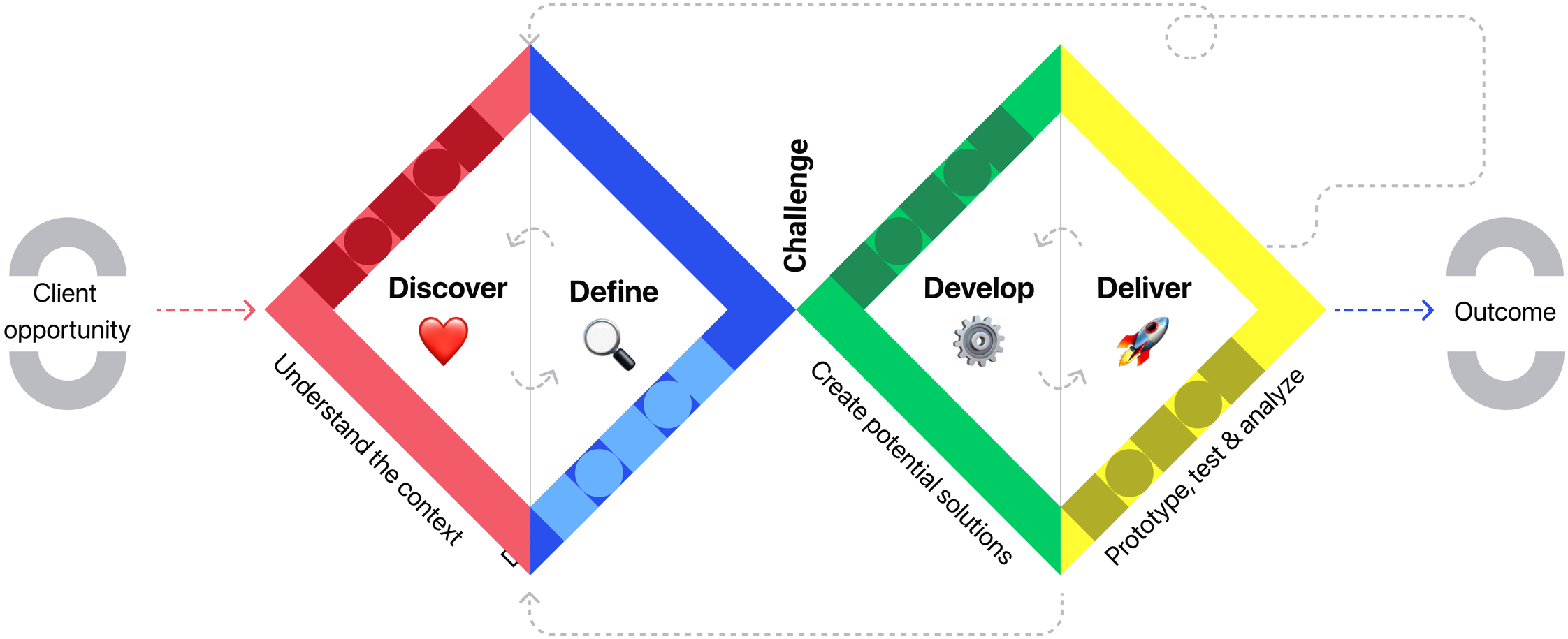
BANK OF AMERICA

They lauched the famous “Keep the change” program in 2005, attracting over 12 million customers.

Source: Fabrica 360; University of St. Gallen; Cyber Duck; Oliver Wyman

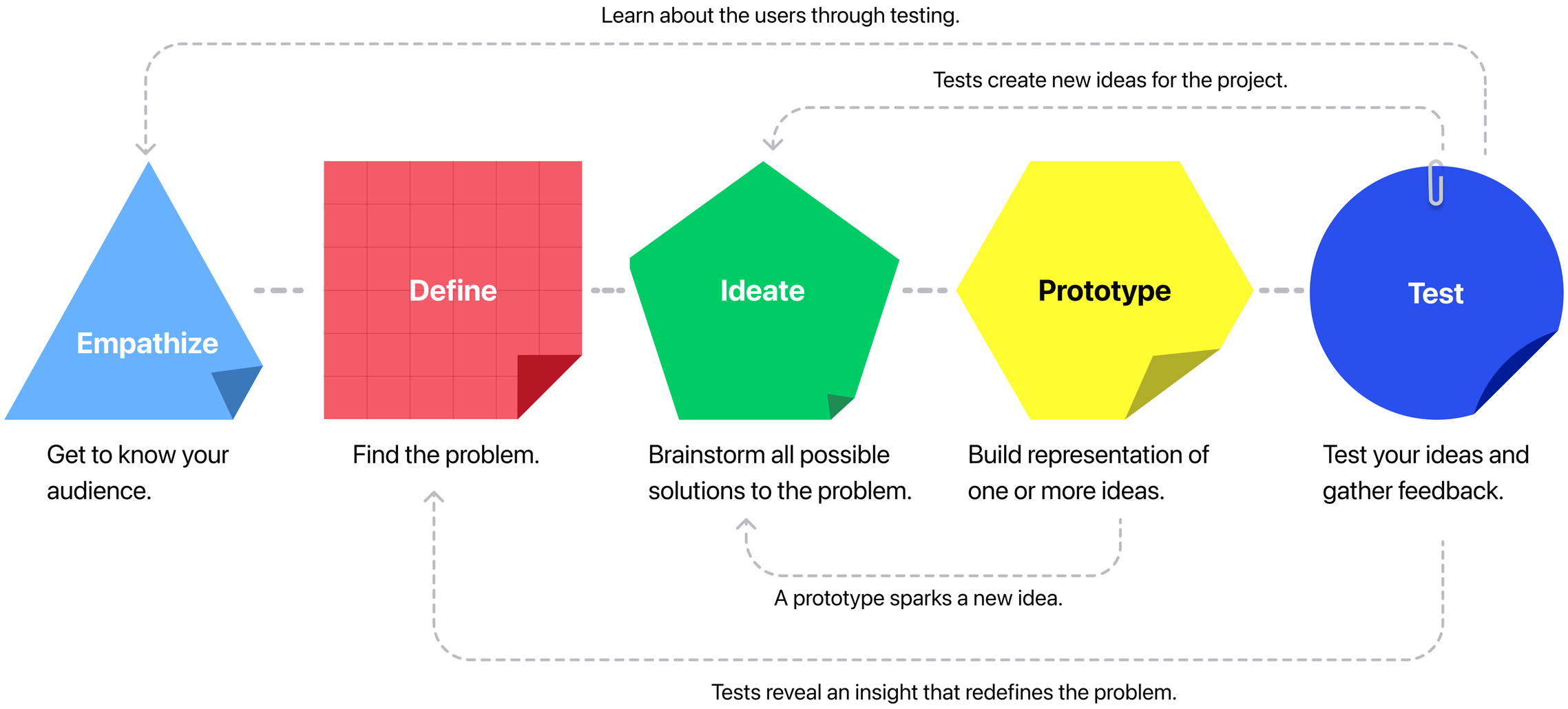
THE DOUBLE DIAMOND DESIGN THINKING PROCESS TYPE 1

The Double Diamond framework is a design process that represents a process of exploring an issue more widely or deeply (divergent thinking) and then taking focused action (convergent thinking).



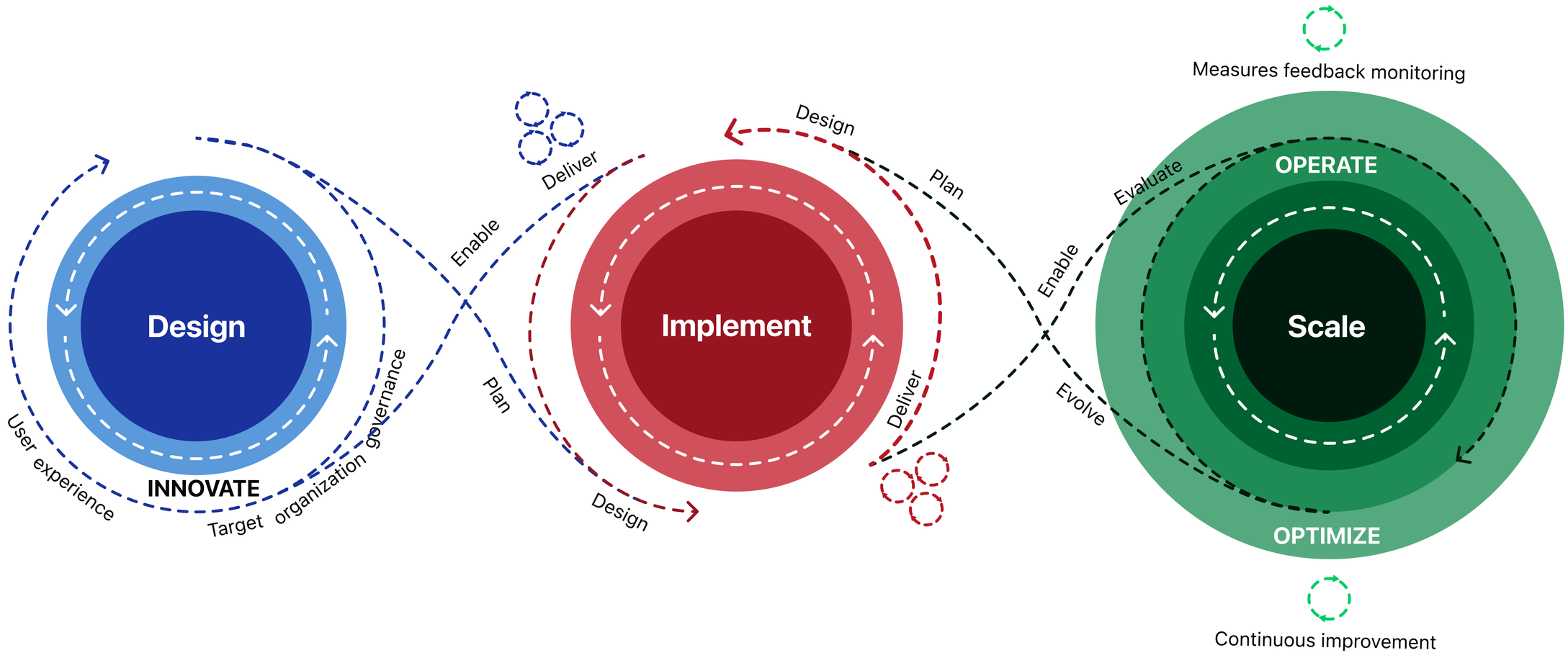
AN IDEO DESIGN THINKING PROCESS TYPE 2

This process is an iterative approach that can be adapted for each specific challenge. Although it is taught sequentially, it is practiced non-linearly.



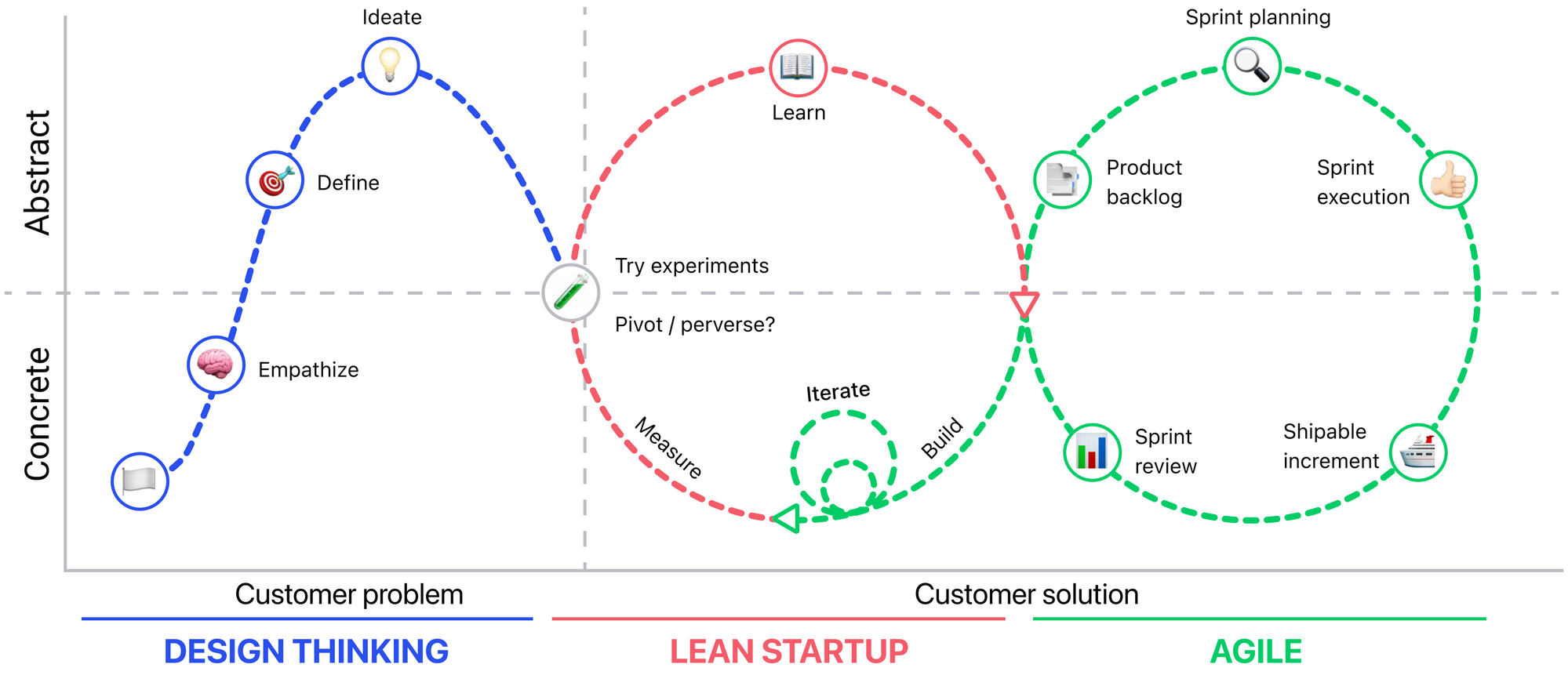
HOW DOES CAPGEMINI APPLY DESIGN THINKING IRL?

Our work is segmented, with a consultant tackling each phase and each of us embedded into client teams where every outcome is closely tied to our expertise of technological feasibility in each project. Thus, creating tangible products for real people and clients.



DESIGN THINKING & AGILE - BETTER TOGETHER

Together, design thinking and Agile create a user-centric environment focused on rapid, frequent iterations to reach optimal outcomes. Use design thinking to identify the correct problems and use Agile to build solutions to solve those problems iteratively.
The principles of design thinking bring a strong user focus, while Agile is an excellent way to deliver solutions incrementally. The dev and design teams keep user needs front and centre throughout the process.



HOW TO LEVERAGE DESIGN THINKING AND AGILE?

1

Start small

Focus on high-value, low-risk opportunities to gain experience using design thinking and Agile together. Then, as your capability matures, take on more challenging initiatives.

2

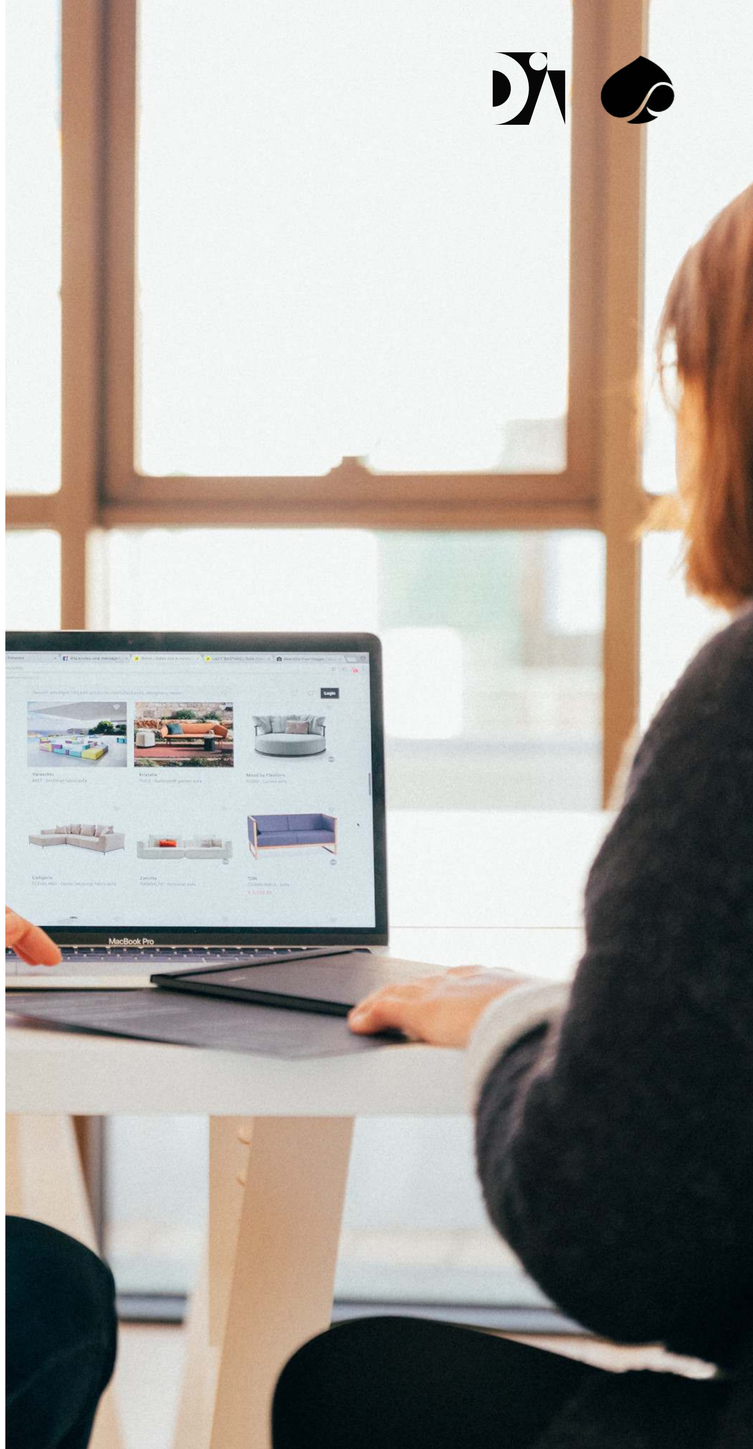
Create cross-functional teams

To facilitate the required creativity, create cross-functional teams that work together to design and develop solutions. The team should be physically co-located with end users to promote frequent collaboration.

3

Balance design and development

Agile teams are often inclined to “just start coding,” mixing two methodologies for the first time may create tension. Plan how much time to spend on design thinking before beginning development.



RECAP - DESIGN THINKING BASICS + AGILE

Design thinking - a definition.

Design Thinking and Agile

An IDEPO 5 step design thinking process.

The double diamond process.

PICK A TOPIC / TEAM

10 minutes

Training is conducted in teams, where you learn the process by actively identifying and solving a challenge as a team.

Choose a topic of interest and meet your team.

Take the next 5 minutes to introduce yourself to your team and share why you chose this topic.

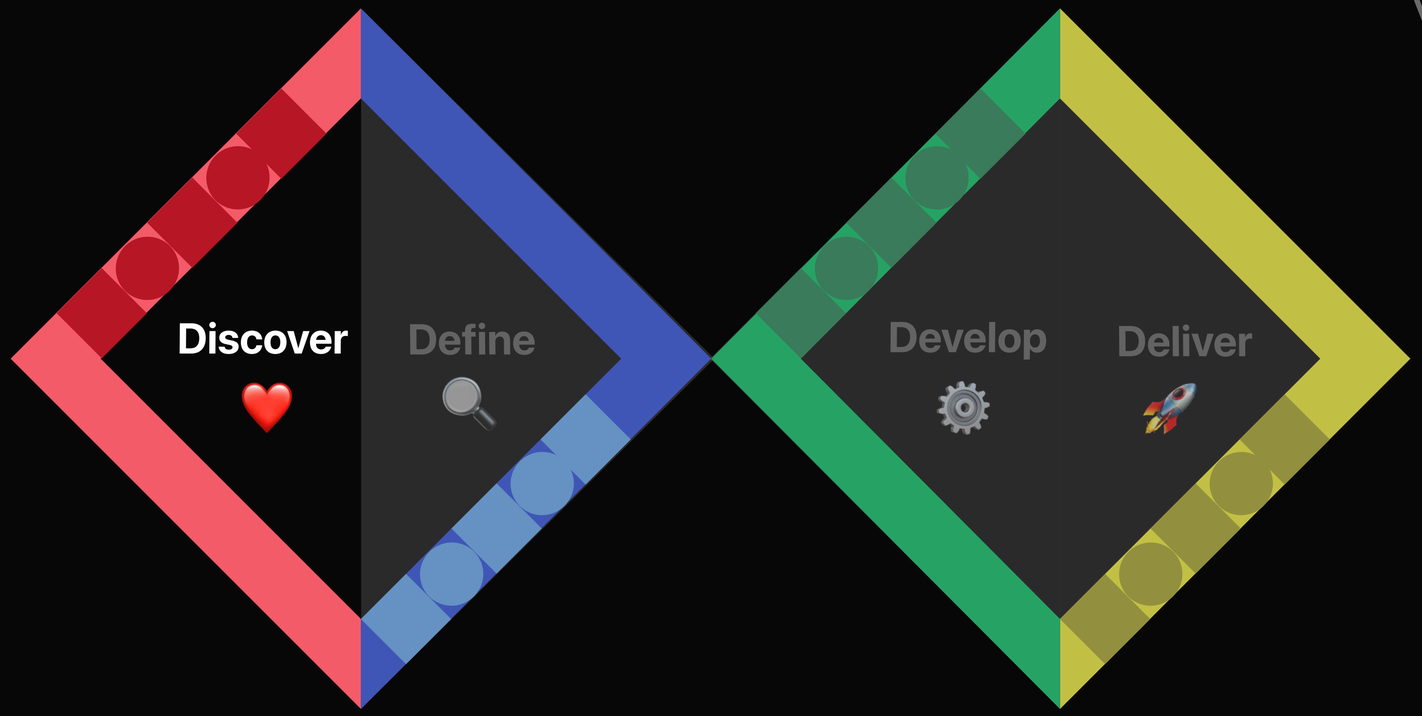
REAL ESTATE
+
BLOKCHAIN

ROBOTICS
+
SUSTAINABILITY

BICYCLE
+
AI

DIET
+
NANOTECHNOLOGY

PHASE 1 DISCOVER - DATA GATHERING



THIS PHASE ALLOWS US TO:

UNDERSTAND THE CHALLENGE

Review the problem from all its facets (impact, affect, etc) and identify what information is needed + how to collect it.

EXPLORE THE CONTEXT

Deep dive into the environment of the problem and the user by documenting current market trends, scoping out the competition and more.

TALK WITH USERS

Learn about the user and their needs and motivations by observing, interviewing or playing the user.

DEFINE YOUR RESEARCH SCOPE

WHAT IS IT THAT YOU WANT TO ACHIEVE?

DEFINE RESEARCH OBJECTIVES AND KPI'S

Identify the specific goals and metrics of success.

DEFINE BOUNDARIES AND FOCUS

DETERMINE TARGET AUDIENCE

Define whom you're creating your product for.

SELECT RESEARCH METHODS

Choose what feels right - surveys, usability tests or desk research?

ESTABLISH NECESSARY RESOURCES

Ensure that resources such as budget, time and access to participants have been agreed upon.

DIFFERENT TYPES OF RESEARCH

DESK RESEARCH

- Market analysis
- Competitors analysis
- Gap analisys
- Latest news
- Industry conferences
- Trend reports
- Websites and social media
- Databases and datasets

FIELD RESEARCH

- User Interviews
- Benchmarking
- Surveys
- User observation
- Dogfooding

source: https://www.nngroup.com/articles/field-studies/

CLIENT BRIEF

A document or a set of instructions provided by a client, can serve as a roadmap and help meet all client's needs.

TOOLS WE CAN USE

Google Docs

WHAT TO INCLUDE

1. Project summary - what needs to be done, when, and who will complete the task.
2. Target audience - who are you creating the product for.
3. Timeline and milestones - set realistic expectations for when you deliver.
4. KPI's - how do you measure and track performance.
5. Scope and deliverables - all the specific things that need to be done and delivered.

PROS AND CONS

✅ Ensures both the client and you understand processes and manage expectations.

✅ Helps you stay on track and follow the steps agreed upon.

🚩 A detailed brief may leave little room for flexibility, so treat it as a starting point rather than a rigid framework, allowing for iteration.

source: https://blog.bit.ai/how-to-write-a-client-brief/

HOW TO WRITE QUESTIONS?

OPEN ENDED QUESTIONS

Questions that should be answered with long responses.

Answers are often descriptive and explanatory.

Questions begin with words like how, why, explain, describe, etc.

Essay Questions.

Take a long time to answer.

✅ PROS

They generally provide more details and new insights.

Give you sentiment and opinions.

❌ CONS

Time consuming and difficult to analyse.

Lower response rate.

CLOSE ENDED QUESTIONS

Questions that should be answered with short responses.

Answers are often short and factual.

Questions begin with words like is, would, do, what, etc.

Multiple choice questions.

Can usually be answered quickly.

✅ PROS

Higher response rate.

Easier to analyse and replicate.

❌ CONS

Respondents with no opinion or no knowledge can answer any way.

They lack detail .

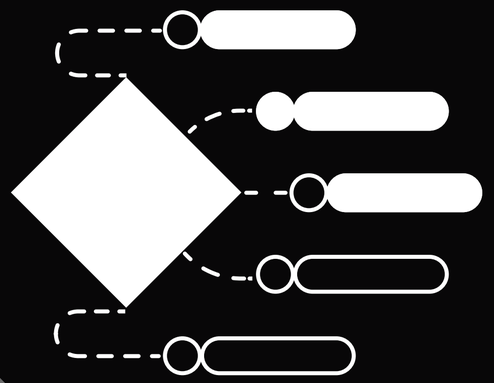
RESPONSIBILITY ASSIGNMENT MATRIX

	DEVELOPERS	MANAGEMENT	UX RESEARCHER
DEFINE RESEARCH SCOPE	ℹ️	⚖️ ☎️	✏️
PREPARE CLIENT BRIEF	☎️	✏️ ⚖️	☎️
CONDUCT RESEARCH	ℹ️ ☎️	⚖️	✏️
CONDUCT MARKET RESEARCH	ℹ️	⚖️	✏️

✏️ Responsible (who does it?) ⚖️ Accountable (who approves?) ☎️ Consulted ℹ️ Informed

RECAP AND QUESTIONS - DISCOVER PHASE

KEY TAKEAWAY: UNDERSTAND THE CHALLENGE, CONTEXT, AND USERS



Desk vs Field research

How to write Questions?

What is a client brief and how to write it?

TASK 1

UNDERSTANDING THE CONTEXT AND USERS

15 minutes
+ 10 minutes reflection

WHAT WILL YOU BE DOING?

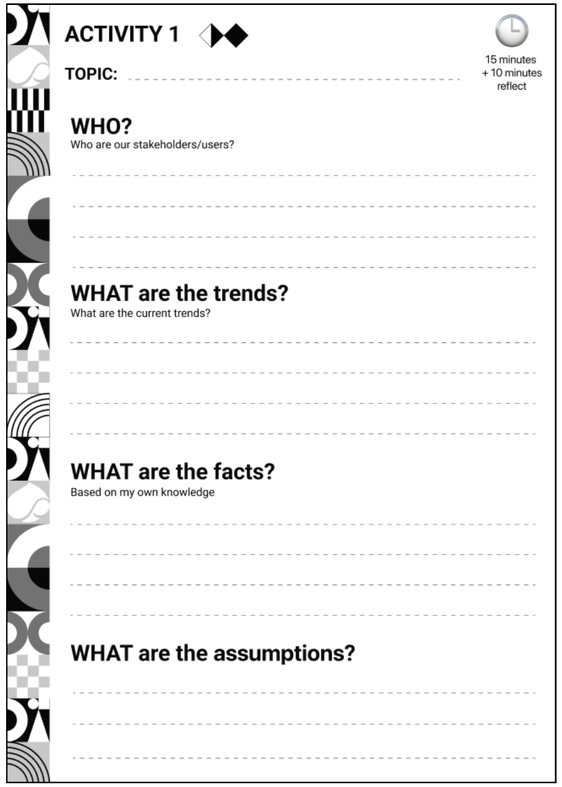
Document the stakeholders impacted, contextual trends, and assumptions based on your factual knowledge and experience of the space.

HOW & WHERE?

Work with your team on a worksheet.

WHAT WILL YOU LEARN

How to research the problem space and learn about the user?



ACTIVITY 1

15 minutes
+ 10 minutes
reflect

TOPIC:

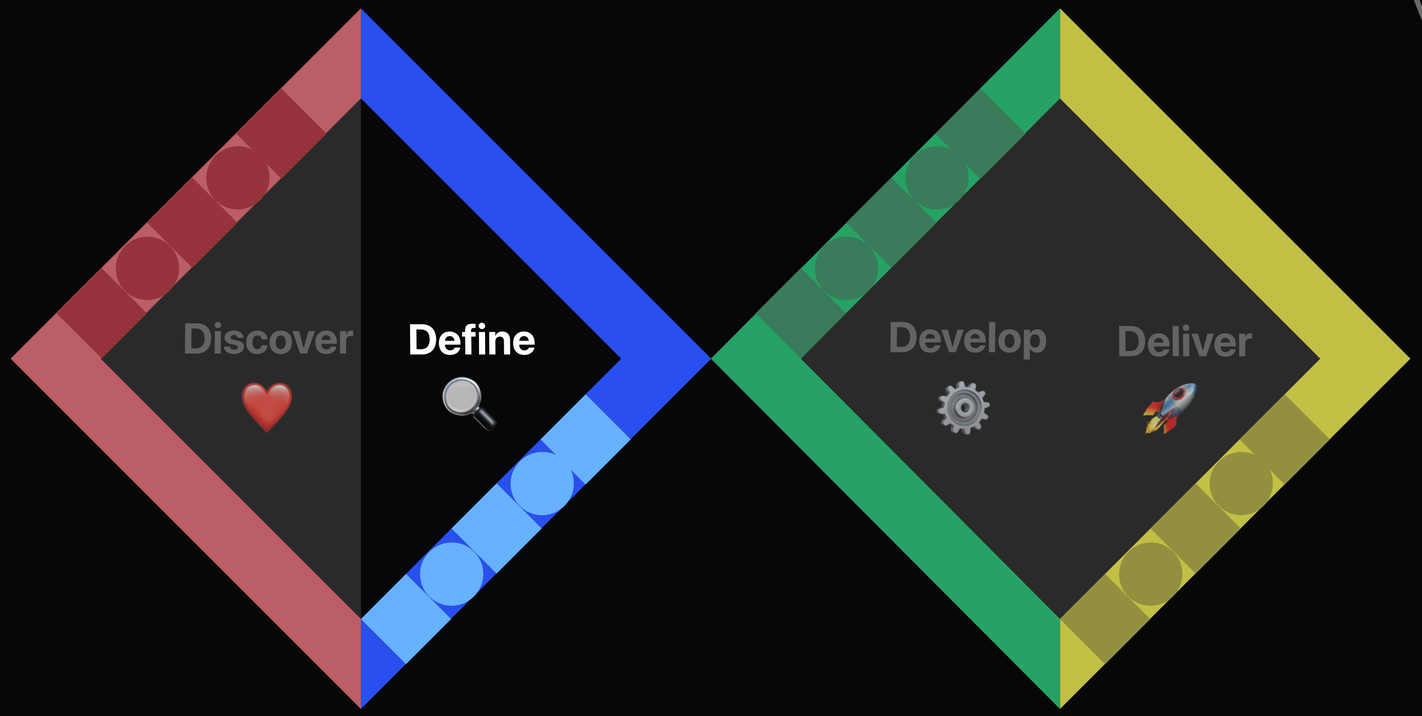
WHO?
Who are our stakeholders/users?

WHAT are the trends?
What are the current trends?

WHAT are the facts?
Based on my own knowledge

WHAT are the assumptions?

PHASE 2 DEFINE - THE SYNTHESIS PHASE



THIS PHASE ALLOWS US TO:

SCOPE OPORTUNITY

Look for opportunities within the competitive analysis aligned to the insights from the user research.

EMPATHIZE WITH THE USER

Document user journeys and lifecycles to comprehend users and create a user persona representing the archetypal user.

UNCOVER THEMES AND INSIGHTS

Unpack user empathy findings and research into needs and insights.

USER PERSONA

A persona is a fictional representation of a typical user, buyer, etc, that describes the target audience.

TOOLS WE CAN USE

miro

STEPS TO FOLLOW:

1. Take research findings from the previous phase.
2. Define personal attributes - age, occupation, education etc.
3. Create a persona profile - add a short description, a quote that defines them, their goals and frustrations.
4. Add visual elements, such as a photo or illustrations of your persona.
5. Validate through research and iterate.

PRO'S AND CON'S

✅ Personas help everybody empathize with the user.

✅ Enhance the likelihood of creating successful products.

✅ Keep focus on key experiences.

🚩 Fail to showcase the diversity of the end users.

🚩 Might not be used the way it was intended.

Nina

Nina works as a cosmetologist in Warsaw. She is a single parents of two kids, for whom she always tries to make time despite working long hours. As money and time is tight she would love to have a loyalty card and all the benefits that come with it. She is also anxious about paying for things online, as she is not super familiar with using tech.

"I'm on a tight budget, but I always look for ways to spend quality time with my kids"

Age: 🎂 45 Occupation: 👮‍♀️ Cosmetologist Family: 💗 Two school-age children

Goals

- 💚 Getting information about promotions and new family movie releases
- 💚 Being able to pay for tickets in cash at the cinema
- 💚 Signing up for a loyalty card

Frustrations

- 🚫 Complicated and slow ordering process
- 🚫 Being flooded with useless information that don't concern them
- 🚫 Anxious while paying online

source: https://www.nngroup.com/articles/persona/

EMPATHY MAP

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user.

TOOLS WE CAN USE

miro

STEPS TO FOLLOW:

1. Gather any qualitative research data, personas, and your team and sketch your map.
2. sketch empathy map or print worksheets from free templates available online.

PRO'S AND CON'S

✅ Empathy maps help the stakeholders empathize with the users.

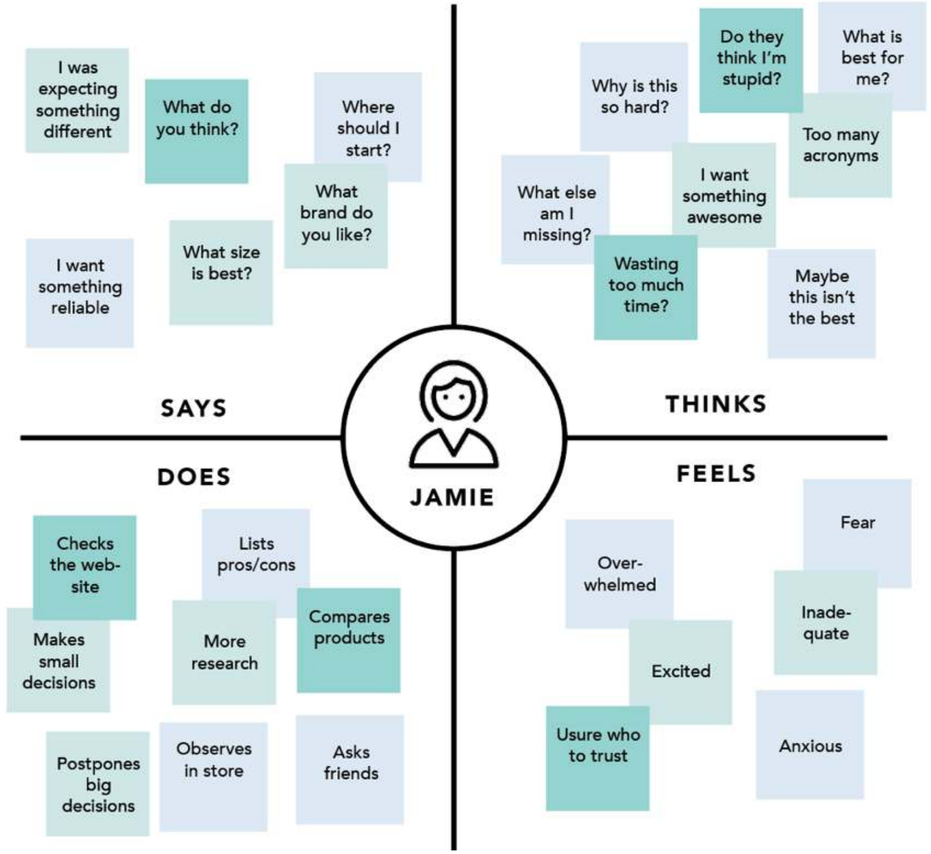
✅ They help identify pain points of the user.

🚩 The scope of the map is limited, because they capture the needs of a specific audience.

🚩 Can be unrealistic if you base it on unreliable data.

Says quadrant contains what the user says out loud in an interview or some other usability study.

Thinks quadrant captures what the user is thinking throughout the experience.



Does quadrant encloses the actions the user takes.

Feels quadrant is the user's emotional state, often represented as an adjective plus a short sentence for context.

source: https://www.nngroup.com/articles/empathy-mapping/

CUSTOMER JOURNEY MAPPING

A user journey map is a diagram that illustrates user's journey using your product.

TOOLS WE CAN USE

STEPS TO FOLLOW:

1. Set an objective and the persona for the map.
2. List users interactions/steps in accordance to the journey followed.
3. Map customer's: actions, emotions, thoughts and pain points along the journey.
4. Analyze the journey to identify opportunities during each step.

PRO'S AND CON'S

✅ Understand how users will interact with your product.

✅ Identify opportunities addressing specific user's pain points.

🚩 Multiple maps for multiple personas.

🚩 Doesn't account for the variations of steps users might take.

Persona: Nina

Goal: Going to the cinema with her children

Action	Check the repertoire online	Go to the cinema and buy the tickets	See the movie
Task List	1. Check schedule for free time 2. Open the cinema's website 3. Search for movies playing that day	1. Go by car 2. Arrive to the theatre 3. Wait in line to the counter 4. Pay for the tickets in cash	1. Buy snacks 2. Go to the designated room 3. Seat through commercial break 4. Watch the movie
Feelings	• Excited to spend time with kids 🤩 • Hopeful to find the time 😌	• Anxious she's will be late to the movies 😟	• Anxious about spending too much money 😟 • Excited to have fun 🤩
Improvement Opportunities	Create a dedicated cinema app	Make it possible to book tickets online and pay onsite without queueing	Create a loyalty program with discounts

Source: https://miro.com/templates/customer-journey-map/, https://www.mural.co/templates/customer-journey-map, https://www.atlassian.com/team-playbook/plays/customer-journey-mapping

HOW MIGHT WE QUESTIONS

Define your problem:

💡 **“Users often call us because they’re unsure about the application process.”.**

Start with "How might we". Be specific, actionable and keep your questions positive.

🚫 **“How might we stop users from calling us?”.**

💙 **“How might we make users feel confident they have all the information they need?”.**

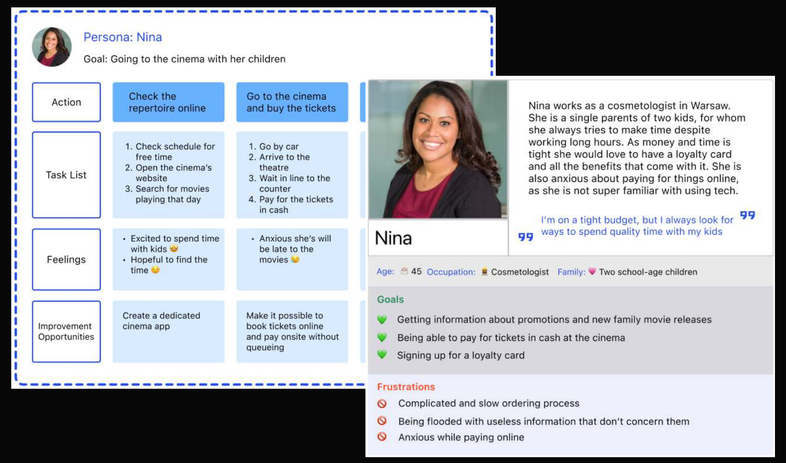
https://www.nngroup.com/articles/how-might-we-questions/

RESPONSIBILITY ASSIGNMENT MATRIX

	👩🏾‍💻 DEVELOPERS	👨🏽‍💼 MANAGEMENT	👩🏼‍🔬 UX RESEARCHER
DEFINE THE PROBLEM AND INSIGHTS	ℹ️	ℹ️	✏️
FORM “HOW MIGHT WE QUESTIONS”	ℹ️	ℹ️ ☎️	✏️ ⚖️
PREPARE USER PERSONA	ℹ️	ℹ️	✏️ ⚖️
MAP THE CUSTOMER JOURNEY	ℹ️	ℹ️	✏️ ⚖️

✏️ Responsible (who does it?) ⚖️ Accountable (who approves?) ☎️ Consulted ℹ️ Informed

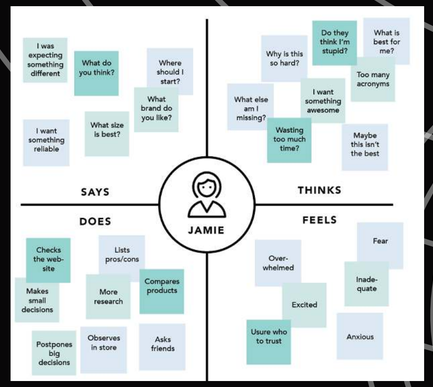
RECAP AND QUESTIONS - DEFINE PHASE



User Persona's and customer journey mapping.

?

Forming "how might we?" questions.



Empathy maps

TASK 2

20 minutes
+ 10 minutes reflection

HOW MIGHT WE'S AND USER PERSONAS

WHAT WILL YOU BE DOING?

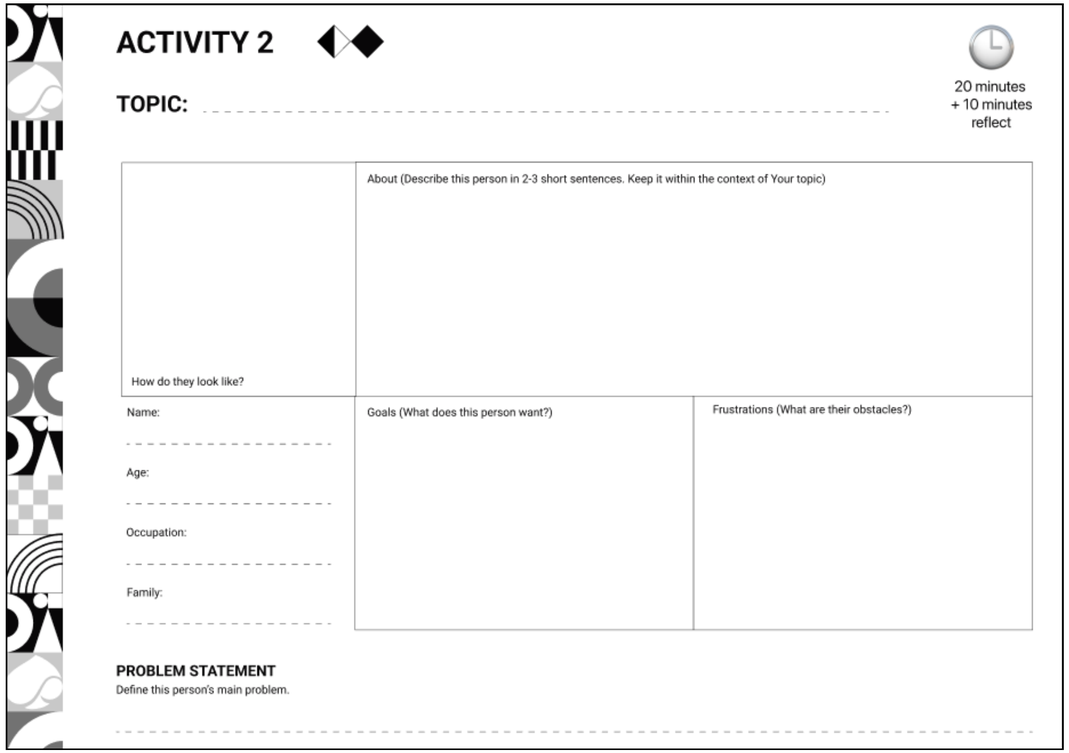
Fill the "User Persona" template based on research from the discover phase. Create "How might we questions".

HOW & WHERE?

Work with your team on a worksheet

WHAT WILL YOU LEARN

Identify the root of the problem and empathize with your user.



ACTIVITY 2

TOPIC:

20 minutes
+ 10 minutes
reflect

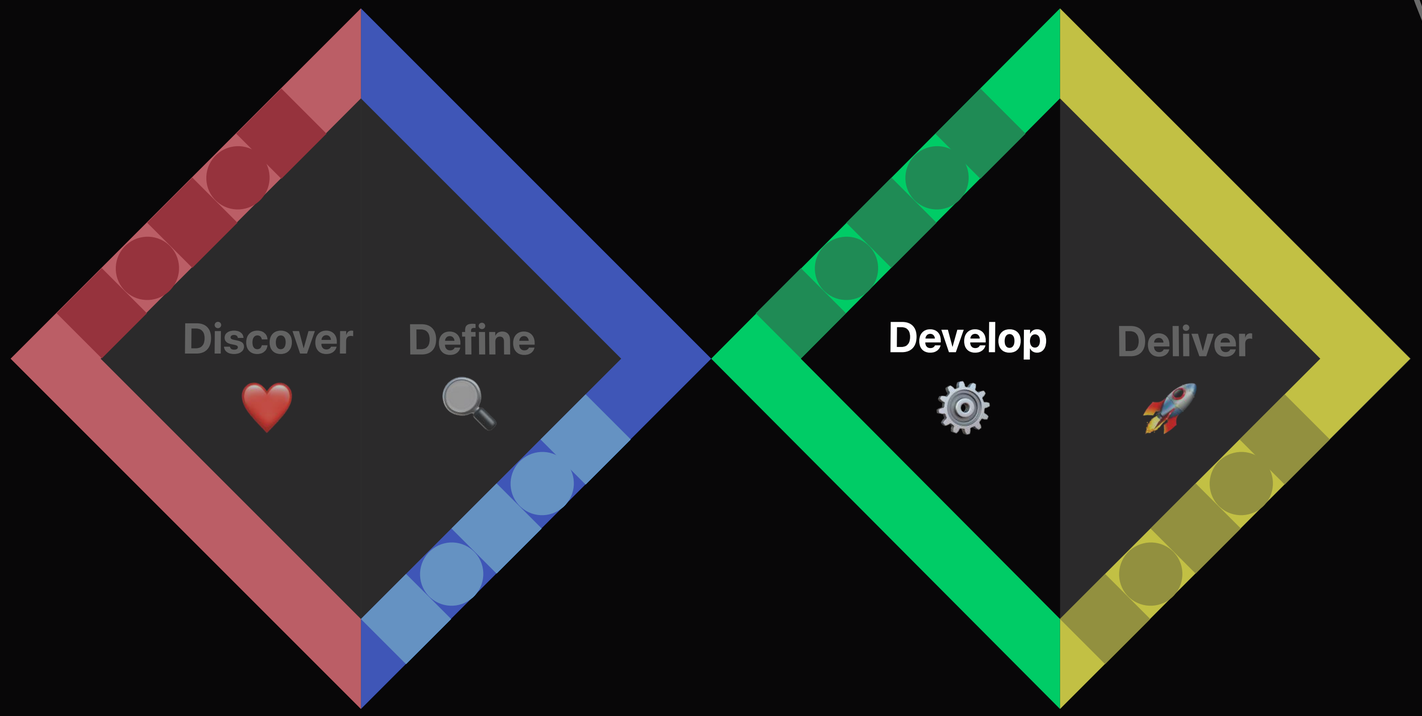
How do they look like?	About (Describe this person in 2-3 short sentences. Keep it within the context of Your topic)	
Name: Age: Occupation: Family:	Goals (What does this person want?)	Frustrations (What are their obstacles?)

PROBLEM STATEMENT
Define this person's main problem.

TIME FOR A BREAK

Time for a break! See you in a while.

PHASE 3 DEVELOP



THIS PHASE ALLOWS US TO:

PREPARE TO IDEATE

Gather all resources from previous phases and establish a creative environment to energise teams.

IDEATION

Explore solution space to come up with large quantities and broad diversity of ideas.

CHOOSE THE BEST IDEAS TO PROCEED

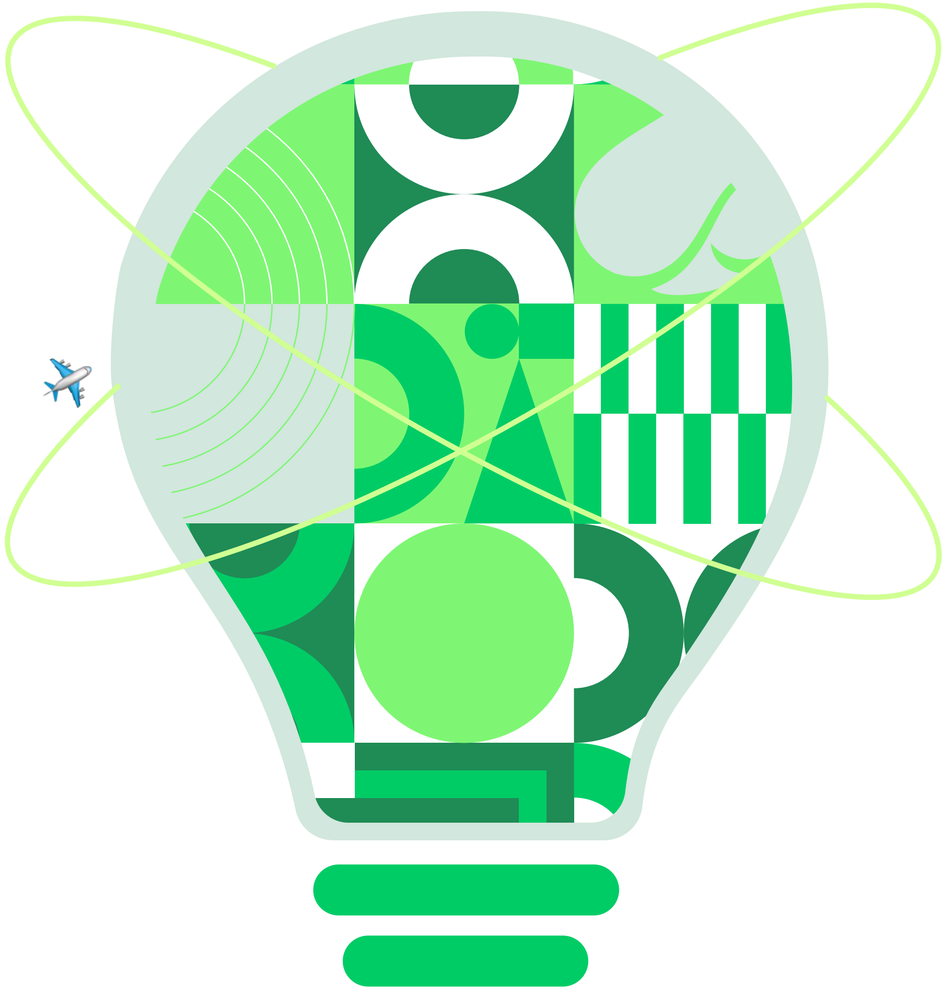
Evaluate your ideas and choose the ones you will bring to life.

BRAINSTORMING

PRINCIPLES

The more the better - quantity over quality of ideas.

No criticism - Allow people to speak their minds freely without judgment from superiors or other team members.



HOW TO BRAINSTORM?

1. Define your topic and choose an appropriate methods such as mind mapping, word association, crazy 8's, etc.
2. Remind yourself of the insights and challenge uncovered from the previous phases to generate ideas - Quantity over quality.
3. Encourage collaboration - share, discuss and listen.

source: https://app.uxcel.com/courses/workshop-facilitation/activities-for-brainstorming-042

CRAZY 8'S

Crazy 8's is a fast sketching exercise that challenges people to sketch eight ideas in eight minutes.

STEPS TO FOLLOW:

1. Gather your team in a place where you can work uninterrupted.
2. divide a sheet into 8 sections.
3. Set the timer for 8 minutes.
4. Sketch Away! You have 1 minute for each section. Each section can be a new idea or can build off the previous one.
5. Share ideas with your team.

PRO'S AND CON'S

✅ Generate ideas in a time efficient manner.

✅ Pushes team to think outside the box and come up with innovative ideas.

🚩 Usually suited for early ideation, as the time constraints don't allow for in depth ideation.

🚩 Time limit can stress people stressed and limit creativity.

source: https://alice-tian01-17830.medium.com/crazy-eights-3df0e218d68a

OTHER BRAINSTORMING METHODS

BRAINWRITING

Take turns writing three ideas each on a piece of paper and swapping it after several minutes. After a few rounds discuss the ideas and evaluate them.
You can also use templates available on Miro or Figjam!

ROLE-PLAYING

It involves you and your team taking on another perspective, such as the users' or team members'. The participants essentially play certain roles in a skit or a conversation.

SCAMPER

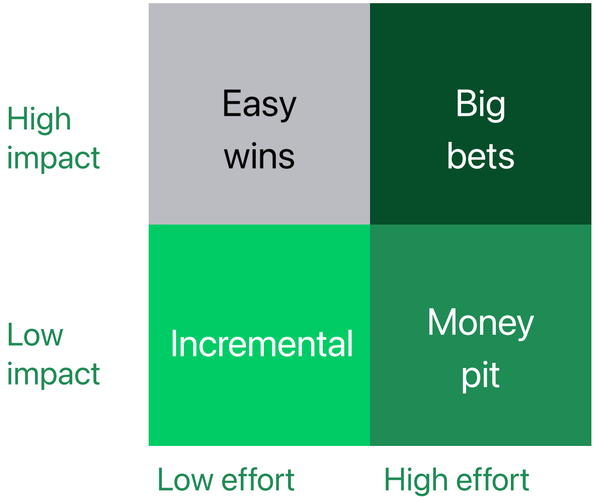
Substitute Combine Adapt Modify / Magnify Put to another use Eliminate Reverse

SCAMPER

SCAMPER is an acronym, with each letter standing for a way of modifying a product. For example:
Substitute (S): Can you substitute a part of your product with something else?
Combine (C): Can you combine any your existing features?

source: https://app.uxcel.com/courses/workshop-facilitation/activities-for-brainstorming-042

EVALUATION METHODS



IMPACT AND EFFORT MATRIX

An impact effort matrix is a decision-making tool you can use to prioritize tasks based on their potential impact and the amount of effort required to implement them.

THE DEMOCRATIC METHOD

Discuss and then vote on the best ideas. The idea with the most votes is selected. This approach proves valuable when evaluating ideas that target a wide audience or necessitate mass appeal.

source: https://app.uxcel.com/courses/workshop-facilitation/activities-for-brainstorming-042

FACILITATE AN IDEATION WORKSHOP

ASSEMBLE YOUR TEAM

Gather a diverse team in a room or online. Establish some ground rules.

SUMMARIZE CHALLENGE AND INSIGHT

Remind the team of outputs from the previous phase (define).

GENERATE AND COMBINE IDEAS

Generate and combine ideas.

EVALUATE IDEAS

Apply methods tailored to the KPIs established in the client brief for evaluating and choosing ideas.

VALIDATE IDEAS IN RESEARCH

The chosen ideas can be evaluated by user testing.

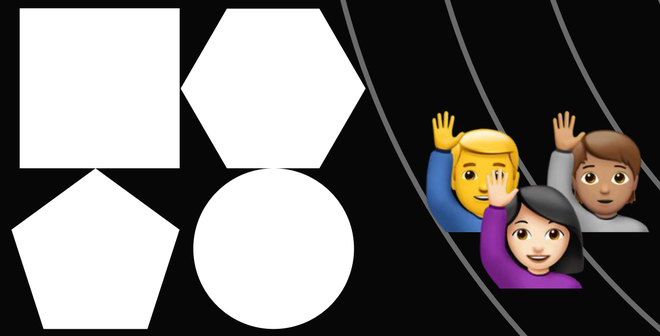
RESPONSIBILITY ASSIGNMENT MATRIX

	DEVELOPERS	MANAGEMENT	UX RESEARCHER AND DESIGNER
IDEATION	✏️	✏️ ⚖️	✏️
EVALUATION OF IDEAS	✏️	✏️ ⚖️	✏️
DOCUMENTATION	ℹ️	✏️ ⚖️	✏️
PREPARE STORYBOARDS	ℹ️	⚖️	✏️

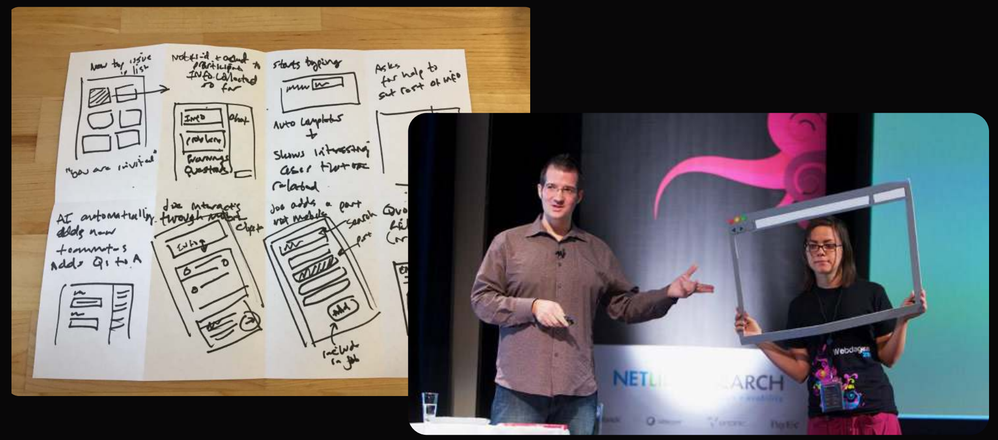
✏️ Responsible (who does it?) ⚖️ Accountable (who approves?) ☎️ Consulted ℹ️ Informed

RECAP AND QUESTIONS - DEVELOP PHASE

How to ideate collaboratively.



How to evaluate ideas using different methods.



Ideation tools: Crazy 8's, Brainwriting, Scamper, role-playing.

TASK 3

IDEATION

20 minutes
+ 10 minutes reflection

WHAT WILL YOU BE DOING?

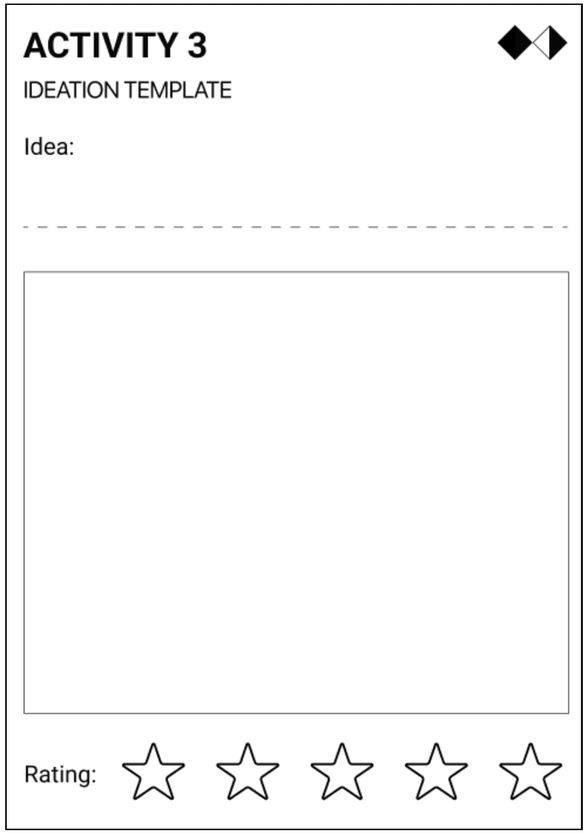
1. Individually - write down or draw out as many ideas as possible. You have 5 minutes to do this.
2. Individually - Evaluate each idea by rating it on a scale of 1 to 5. Try to think how well your idea solves the problem at hand.
3. In a group - discuss your highest rated ideas - only the ones that were rated 4 or above.
4. Choose an idea your team will develop, based on customer impact and satisfaction.

HOW & WHERE?

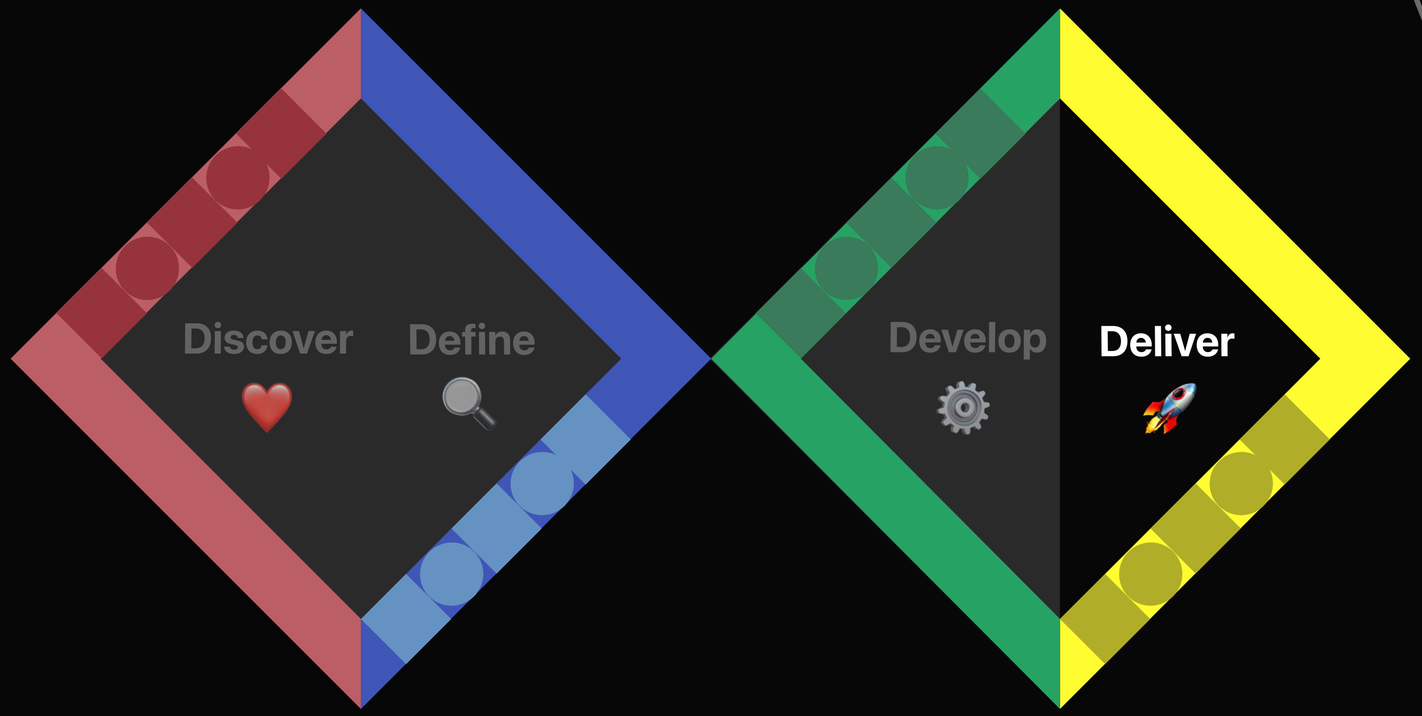
Work with your team.

WHAT WILL YOU LEARN

How to generate many legible ideas in a short time.



PHASE 4 DELIVER



THIS PHASE ALLOWS US TO:

TURN IDEAS INTO ACTION

Develop the idea into tangible concepts by considering the business, context, and user.

PROTOTYPE

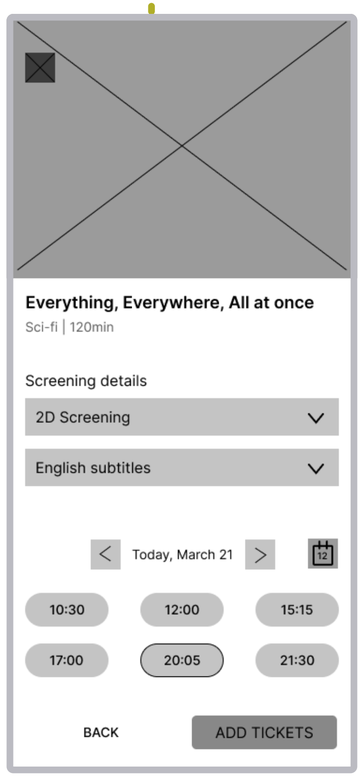
Convert ideas into low or high-fidelity prototypes.

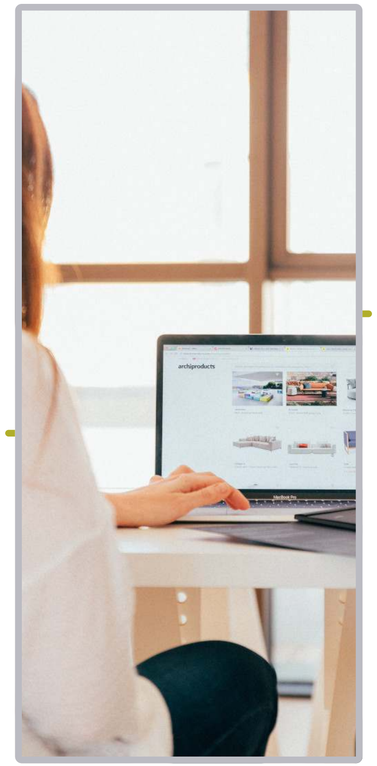
TEST WITH USERS

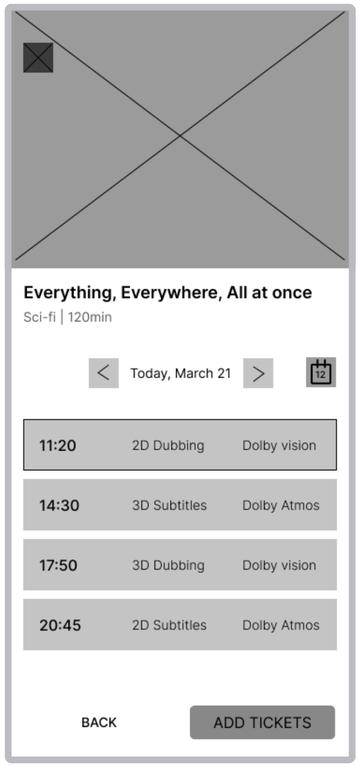
Test solutions with the user and iterate to reflect insights uncovered.

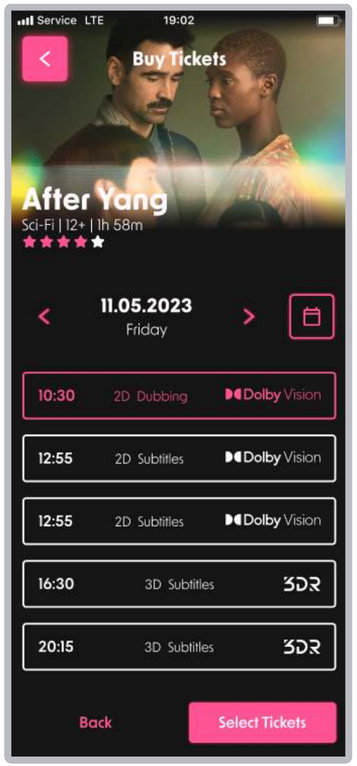
PROTOTYPE, TEST & REPEAT!

Need more feedback? Back to the beginning!









PROTOTYPE

Create a preliminary version of your product (low fidelity version).

TEST AWAY!

Shadowing, Surveys or User Interviews - choose the right tool and target group.

CREATE ITERATIONS

Using insights uncovered, brainstorm solutions to improve your product. Development can begin alongside this step.

THE FINAL PRODUCT

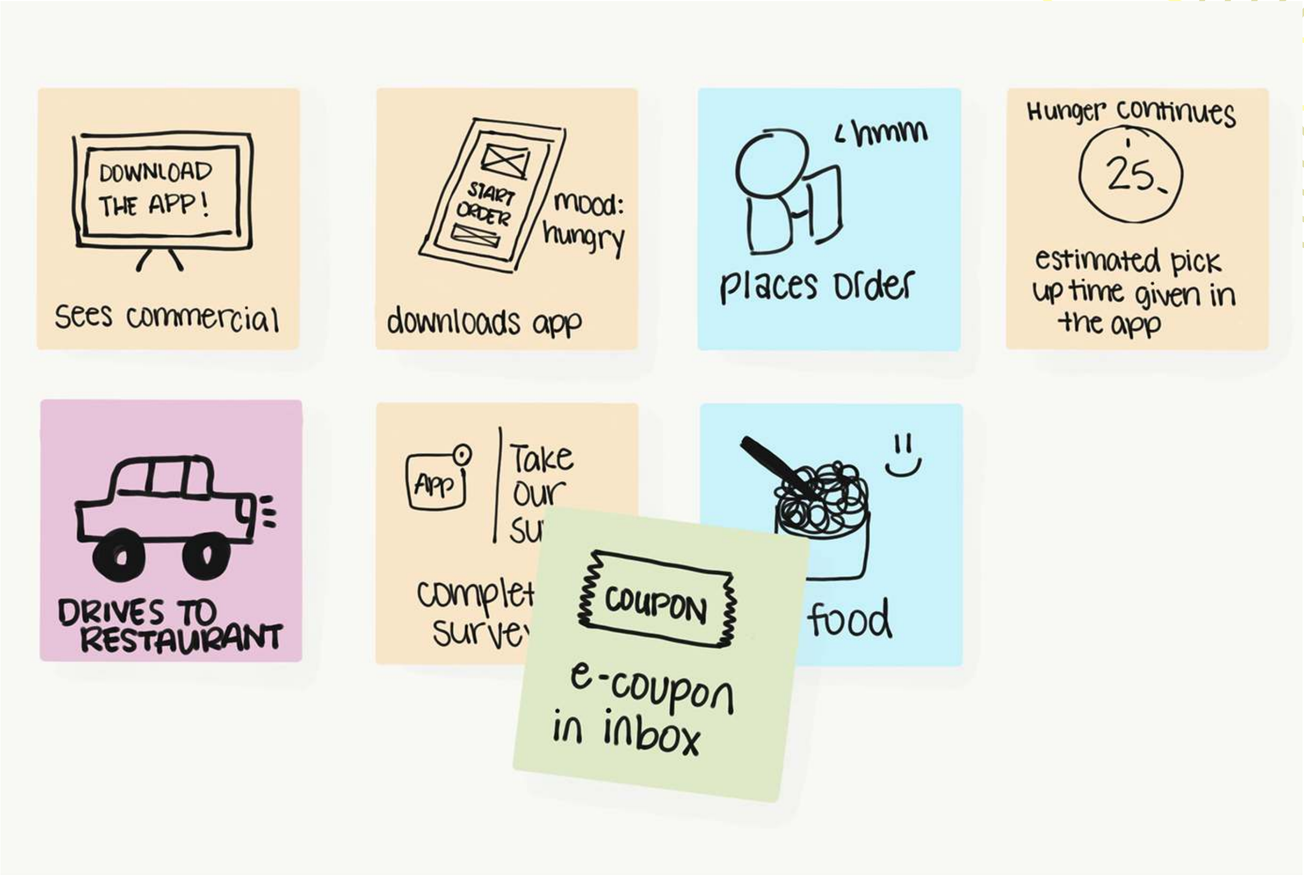
Ready for launch!

STORYBOARDING

Storyboards are used to visually map out the user's experience with a product or service. They consider the different steps a user might go through when interacting with the product, predicting likely scenarios and sketching out what happens at each stage.

STEPS TO FOLLOW:

1. Craft a scenario within which your ideal user will use the product or service.
2. The number of story frames will depend on how detailed you would like the scenario and how it best serves your product.
3. Write out each step in the story, focusing on the actions the user takes.
4. Add visuals to depict the action within each frame which could be stick figures, collages or even AI generated images.
5. Accompany each visual with a brief text explaining the action within the frame.



Source: https://www.uxdesigninstitute.com/blog/storytelling-in-ux-design/, https://www.nngroup.com/articles/two-tips-better-ux-storytelling/, https://uxplanet.org/every-designer-should-have-this-skill-storytelling-in-ux-b1fa0ba9915b

WIREFRAMING

A low-fidelity outline of the product is visualising the core functionality.

TOOLS WE CAN USE

STEPS TO FOLLOW:

1. Map out the user flow of the product or service.
2. Create wires of each screen representing features and formats
3. Keep it simple (use basic shapes and text).
4. Connect according to how the user would interact with the screens using arrows

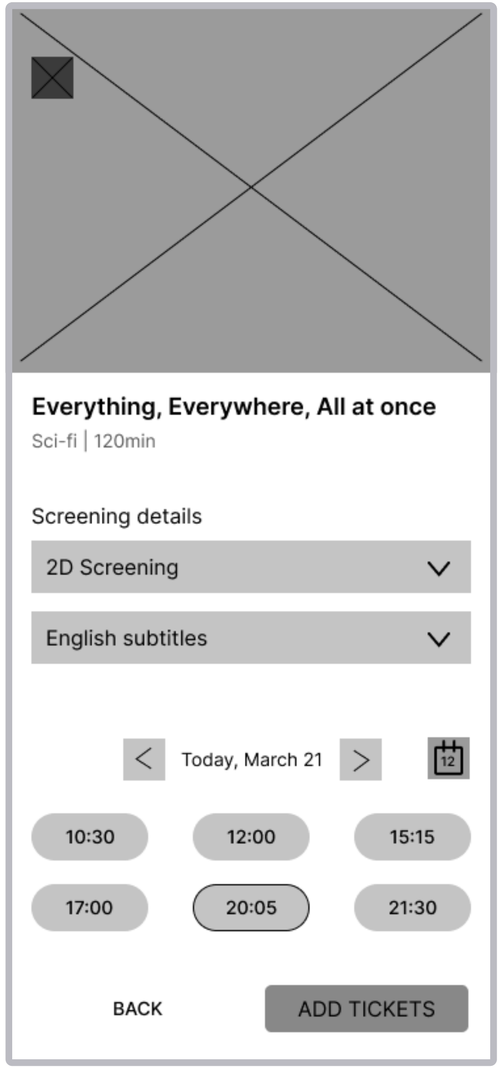
PRO'S AND CON'S

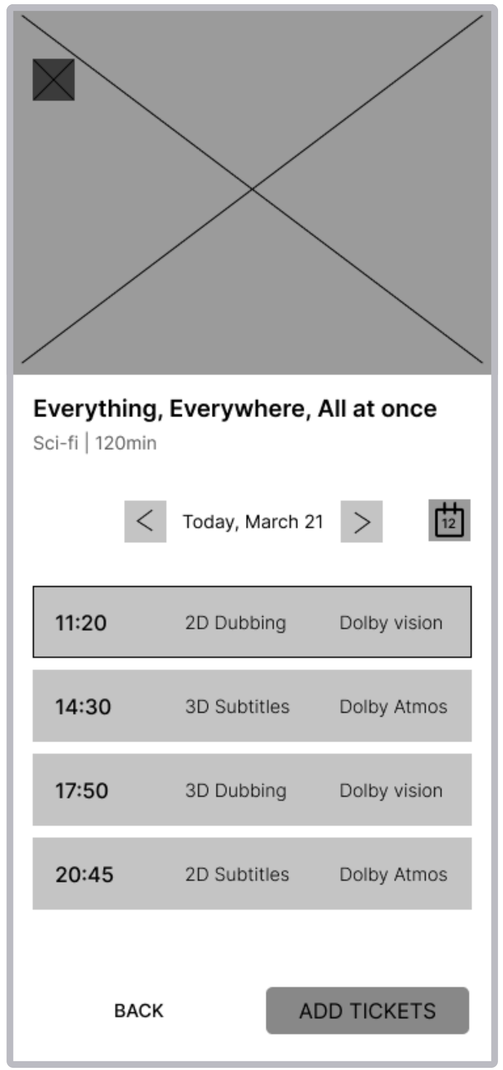
✅ Allows to quickly visualize and test various ideas.

✅ Facilitates exploring different options and pinpointing potential issues in a low-risk manner.

✅ Keeps the cost low.

🚩 May be difficult for the client or user to grasp a low level concept.





source: https://www.linkedin.com/pulse/advantages-disadvantages-wireframing-mohammed-mubeenuddin/

HI-FIDELTY PROTOTYPES

A high-fidelity prototype presents a final product, ready to be showcased to stakeholders and consumed by the developers.

TOOLS WE CAN USE

STEPS TO FOLLOW:

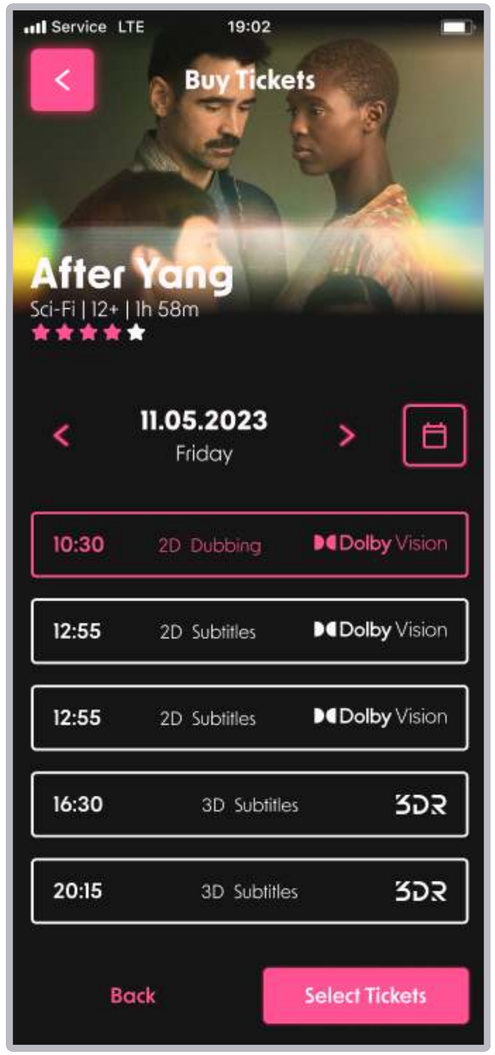
1. Create a graphic style guide / design system accounting for accessibility and usability guidelines to.
2. Create high-fidelity prototypes.
3. Prepare handover to development.

PRO'S AND CON'S

✅ Detailed specifications for development will decrease effort during development.

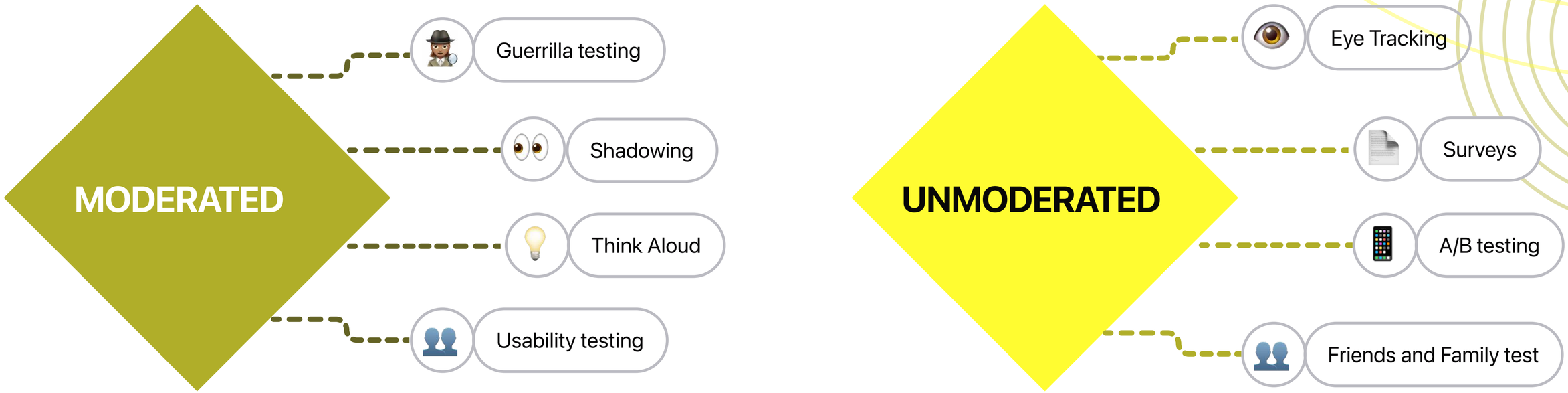
🚩 Less flexible while implementing the changes.

🚩 High Cost and high effort.



source: https://www.linkedin.com/pulse/advantages-disadvantages-wireframing-mohammed-mubeenuddin/

DIFFERENT TYPES OF USER TESTING



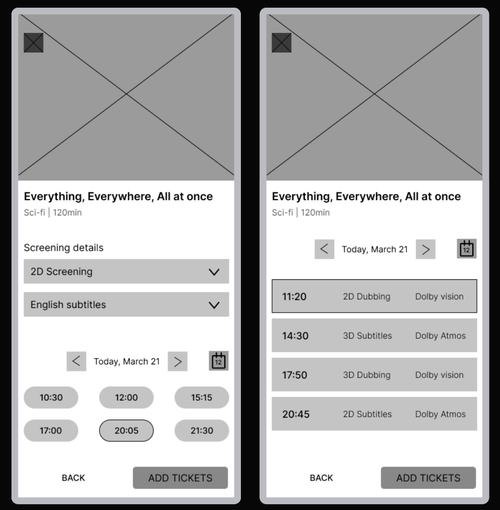
source: https://www.nngroup.com/articles/field-studies/

RESPONSIBILITY ASSIGNMENT MATRIX

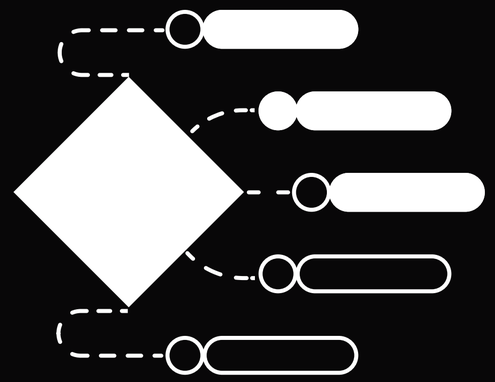
	DEVELOPERS	MANAGEMENT	UX DESIGNERS
PROTOTYPE	☎️	ℹ️ ⚖️	✏️ ⚖️
SOLUTION TESTING	✏️ ⚖️	ℹ️	✏️ ⚖️
USER TESTING	ℹ️	ℹ️	✏️
DEVELOPMENT	✏️ ⚖️	ℹ️ ⚖️	☎️

✏️ Responsible (who does it?) ⚖️ Accountable (who approves?) ☎️ Consulted ℹ️ Informed

RECAP AND QUESTIONS - DELIVER PHASE



Low and high fidelity prototyping



Types of user testing

Storyboarding

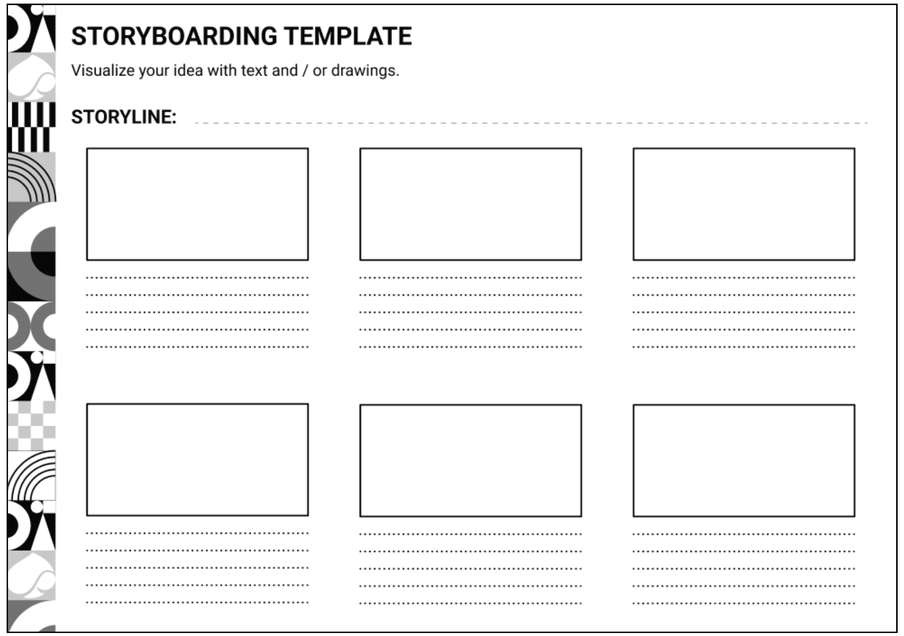
TASK 4

CREATE A SOLUTION

20 minutes
+ 10 minutes presentation

WHAT WILL YOU BE DOING?

1. Use any of the following tools to showcase the essence of your solution: a storyboard of your user using the product, a short UI flow, role playing or even generative AI.
2. After you're finished, you will present your solution to the entire group.
3. After each presentation we will be rating by raising our hands for
   a. Satisfaction: Has the product satisfactorily solved the problem?
   b. Impactful: how impactful is the product? Impact to user / business


STORYBOARDING TEMPLATE

Visualize your idea with text and / or drawings.

STORYLINE:

HOW & WHERE?

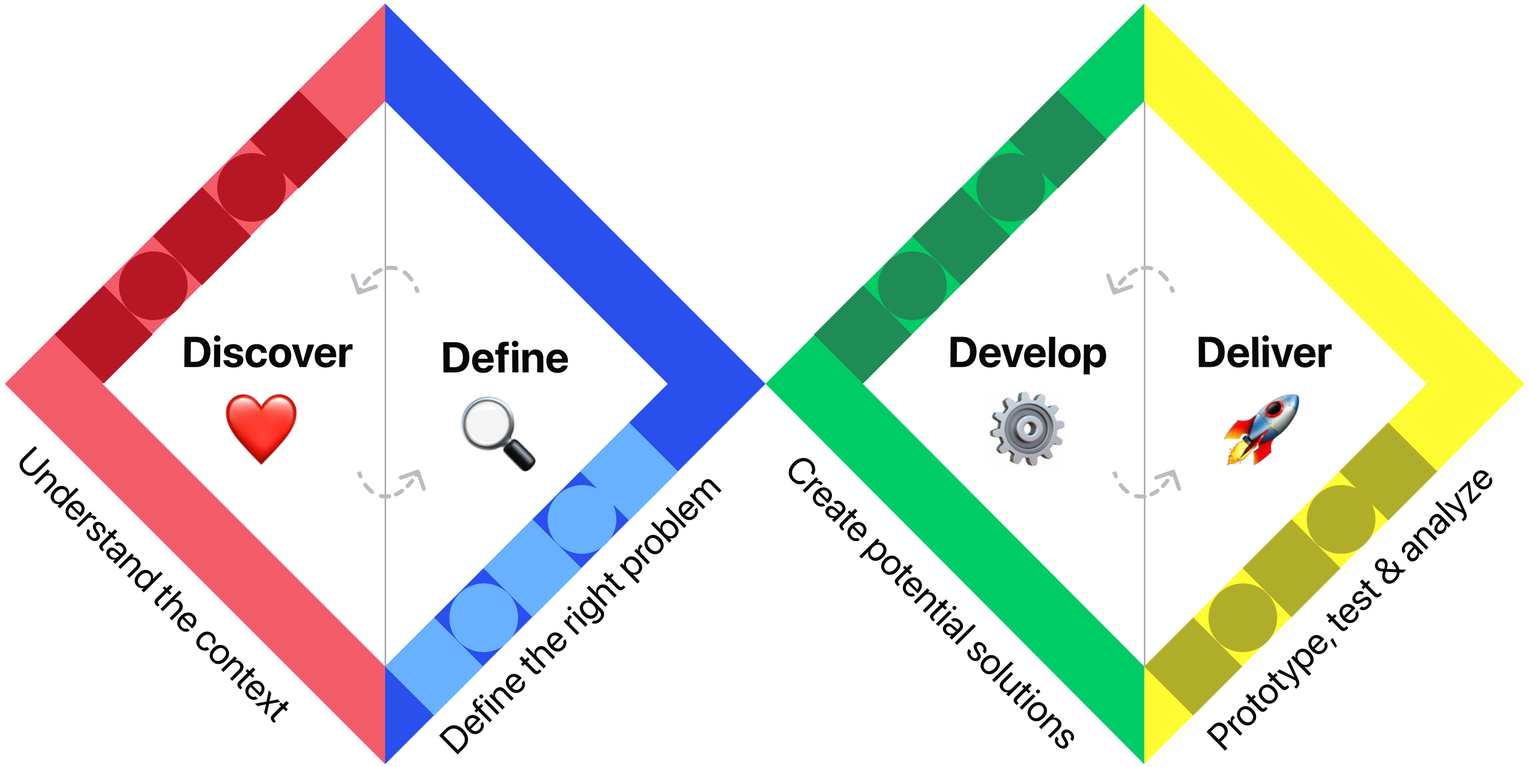
Work with your team using resources provided.

WHAT WILL YOU LEARN

Collaborate with your team to create a user centric product.

RECAP

Potential Next Steps: test your solution with real customers, pitch your solution to get buy in, soft launch to gain customer traction, etc.



MATERIALS ON DESIGN THINKING

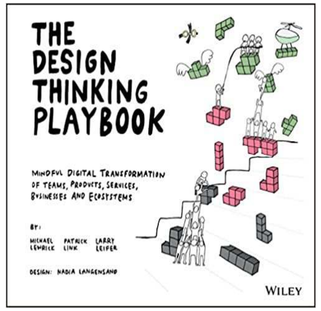
The Nielsen Norman group website .

Articles and videos and on Design Thinking

The Interaction Design Foundation group website .

Design Thinking: the Ultimate Guide course.

Problem Solving: The Complete Guide (1,5 hours of videos) - a course.

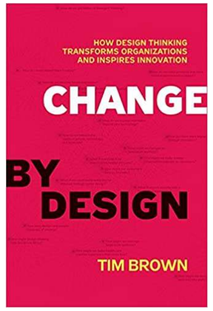


The Design Thinking Playbook by Michael Lewrick

An actionable guide to the future of business. This guide gives you the tools and frameworks you need to kick off a digital transformation.

This Is Service Design Doing by Marc Stickdorn, Markus Hormess

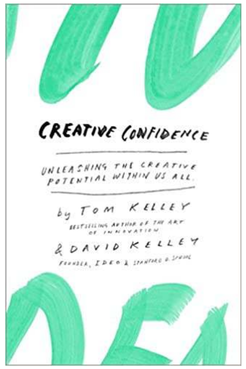
How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually improve the quality and the interaction between service providers and customers.



Change by Design - Tim Brown

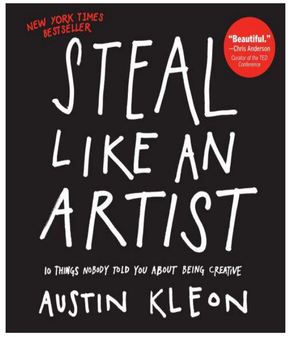
This book introduces the idea of design thinking, the collaborative process by which the designer's sensibilities and methods are employed to match people's needs not only with what is technically feasible and a viable business strategy.

BOOKS TO BOOST YOUR CREATIVITY



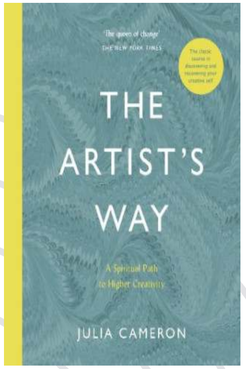
Creative Confidence by Tom Kelley, David Kelley

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us.



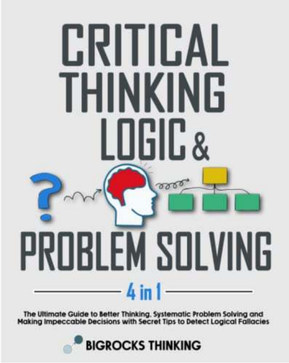
Steal like an artist by Austin Kleon

An inspiring guide to creativity in the digital age, Steal Like an Artist presents ten transformative principles that will help readers discover their artistic side and build a more creative life.



The Artist's Way by Julia Cameron

Julia Cameron guides readers in uncovering problems and pressure points that may be restricting their creative flow and offers techniques to open up opportunities for growth and self-discovery.



Critical thinking, Logic & Problem Solving by Bigrocks Thinking

This Guide was built with the objective to put an end to this problem and to give you the most effective tools to establish the habit of thinking critically and logically and solving any problem that you may face in the best way possible.

THANK YOU!

Your feedback matters!
Please take a few moments to add a couple of sticky notes onto the board on what you liked and can be improved.