

*marvel*



*Workbook*

# The Design Thinking Workshop Kit

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*About the kit*

# Solve problems together with Design Thinking.

Design is changing the world. Putting users and experiences first is the key to unlocking the potential of any idea, product or business.

But you don't need to be a designer to apply the principles of Design Thinking to the way you work with your team.

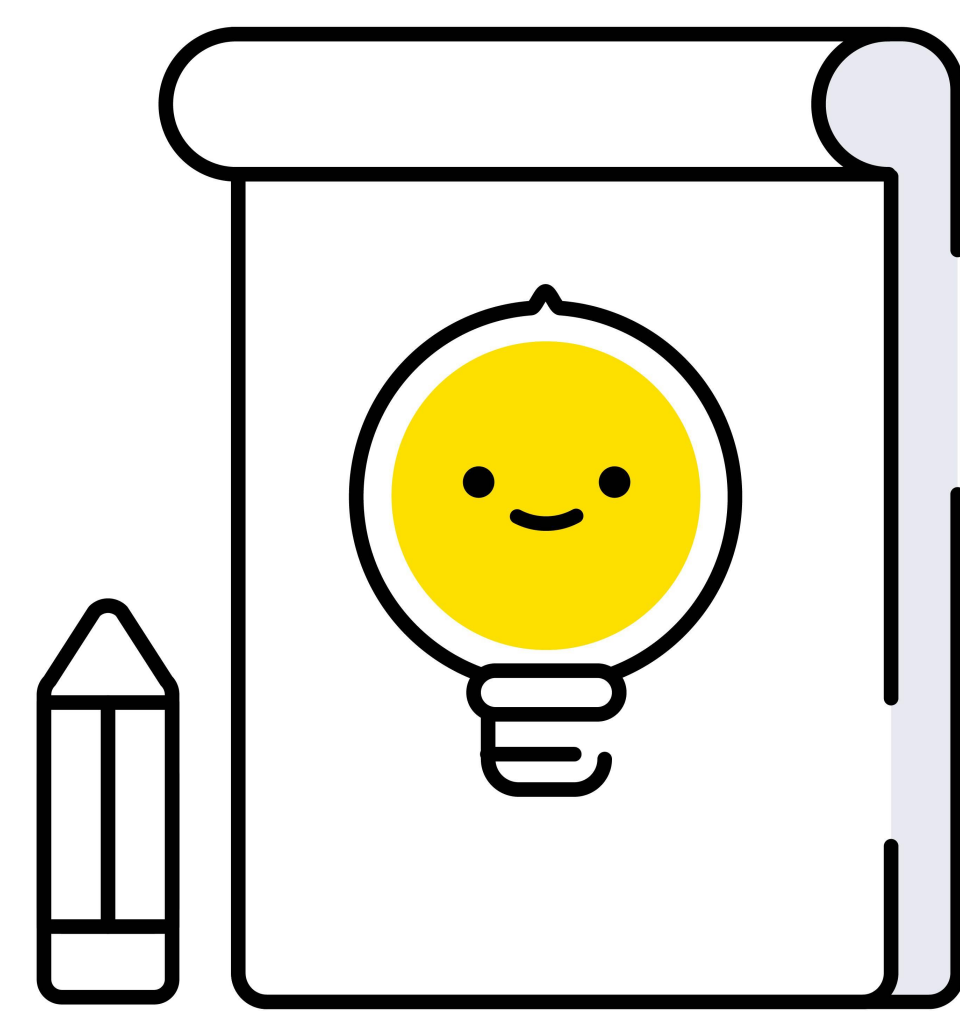
This hands-on workshop will give you, or your team, a simple, inclusive and reusable process using the basic principles of Design Thinking. It will take you from idea generation, right the way through to sketching and creating interactive prototypes.

Now, let's get started in bringing your ideas to life!



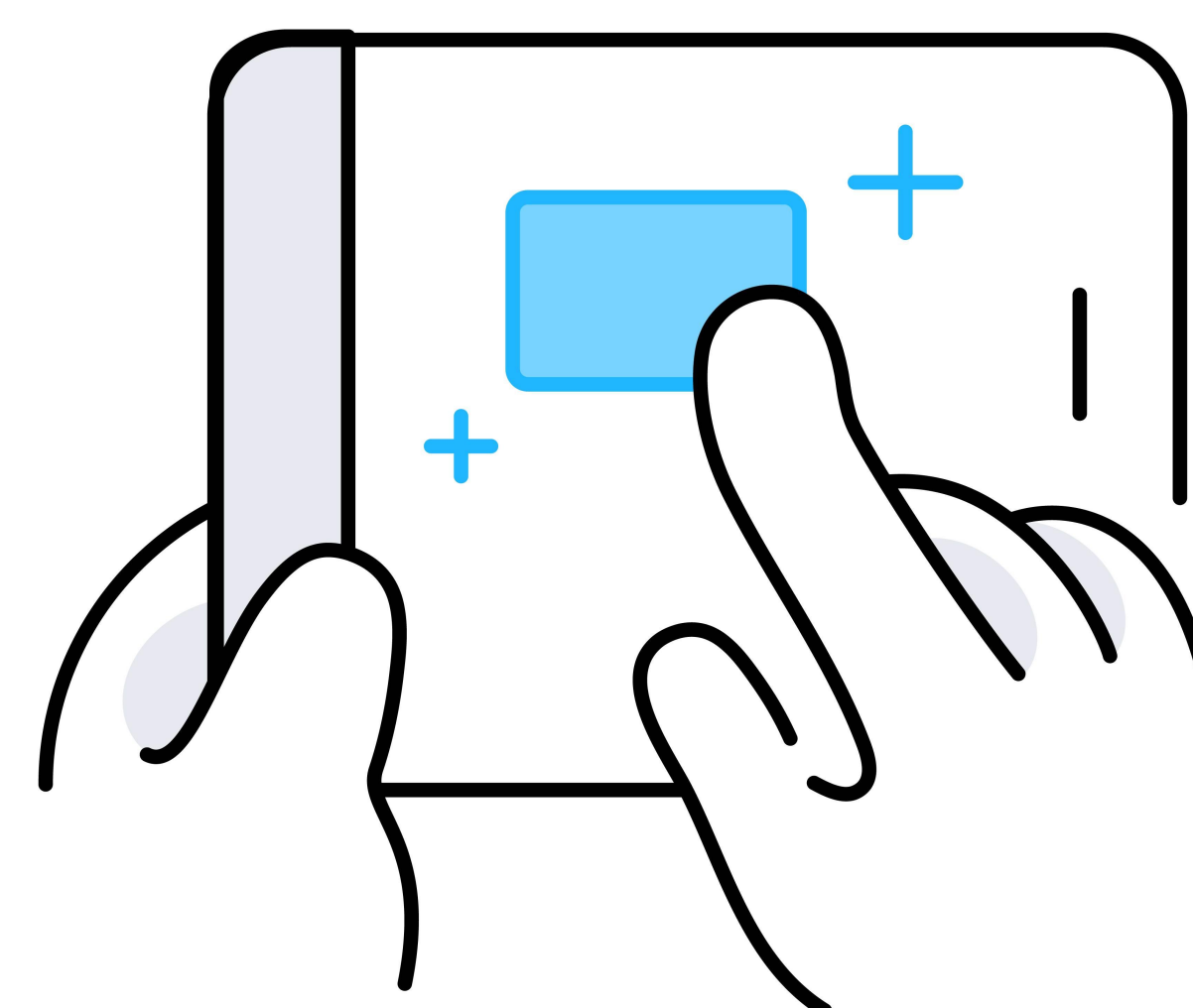
## *Introduction*

# In this workshop kit you will:



### **Understand Design Thinking**

Learn how to apply the process to any problem your team or business is facing; whether it's a new product, feature, or marketing campaign.



### **Design solutions**

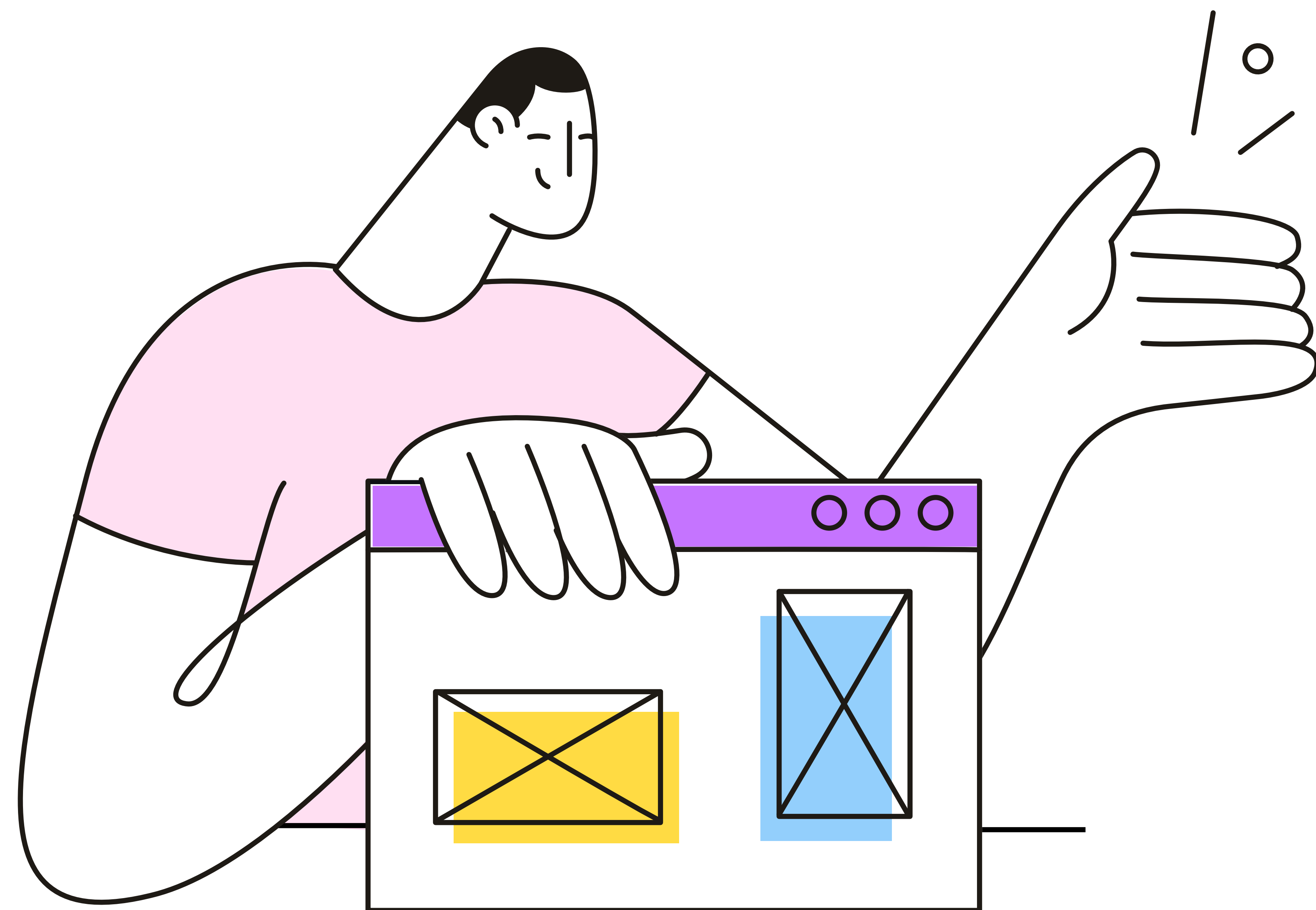
Define, empathise and target your end-user so you can ideate solutions with them in mind before sketching, wireframing or designing screens.



### **Prototype and test**

Turn your designs into interactive prototypes (no coding required) and produce a real, testable solution to a challenge you've defined.





*First up*

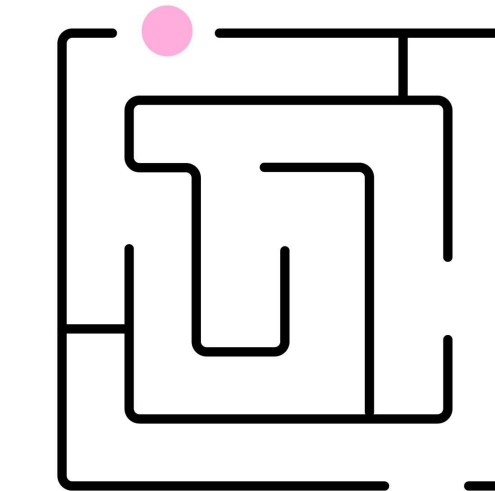
# What is Design Thinking?

Design Thinking is a set of principles that helps you go from an idea right the way through to a testable prototype, with the user's needs at the center of every decision.



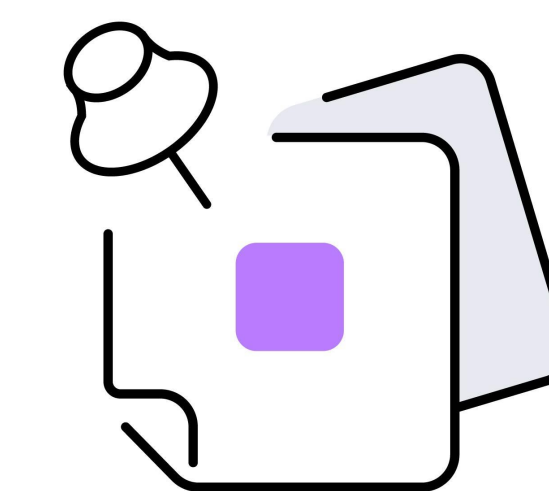
## Empathise with people

Know the people you're designing for, so you understand their needs better.



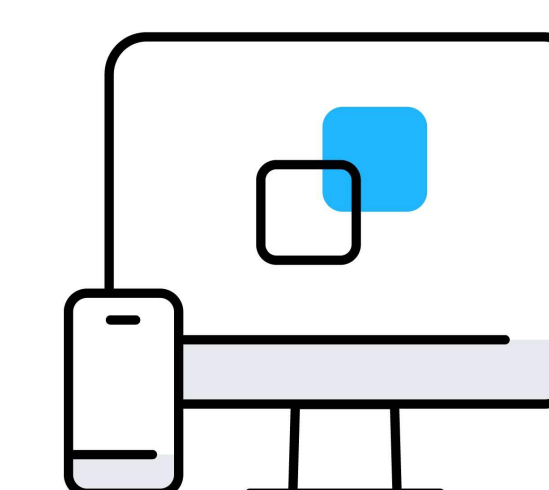
## Define a challenge

Decide on who you want to design for and what you want to help them do.



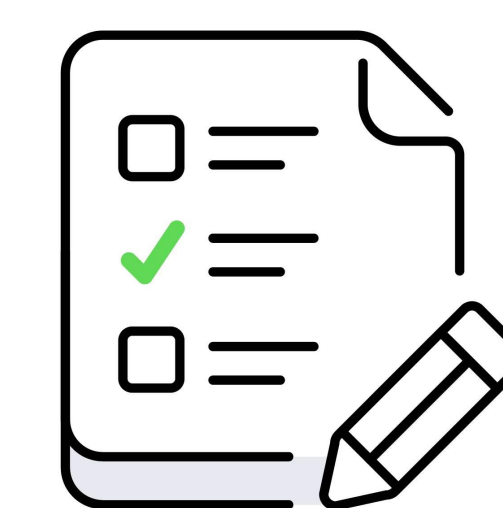
## Ideate possibilities

Come up with different solutions that might be useful to people - remember there are no bad ideas!



## Prototype your design

Create a user flow and turn your ideas into interactive mockups.

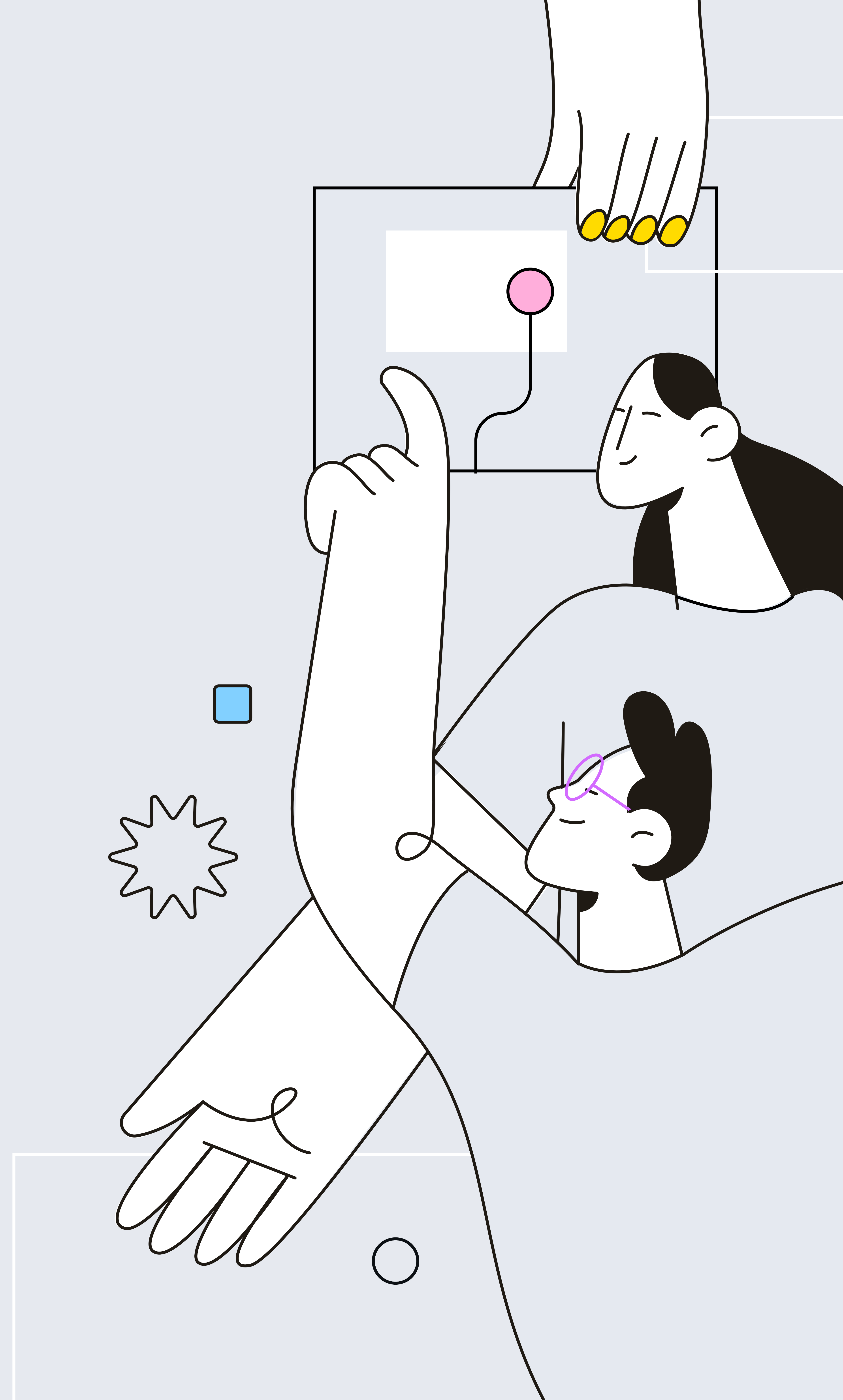


## Test your design

Take your prototypes to your audience and get feedback.

“User-centered design means understanding what your users need, how they think, and how they behave – and incorporating that understanding into every aspect of your process.”

**Jesse James Garrett** — User Experience Designer



*Before we start:*

# Workshop checklist

To make sure you won't lose time during the workshop, let's make sure you have the following:

- Pens, pencils and erasers
- Plenty of paper for sketching
- A laptop or Android/iOS device
- A Marvel account (sign up free at [www.marvelapp.com/signup](http://www.marvelapp.com/signup))







# Workshop Agenda



○ **Stage 1:** Empathise

Aim to use 10% of your session time

○ **Stage 2:** Define

Aim to use 10% of your session time

○ **Stage 3:** Ideate

Aim to use 10% of your session time

○ **Stage 4:** Prototype

Aim to use 50% of your session time

○ **Stage 5:** Test

Aim to use 20% of your session time

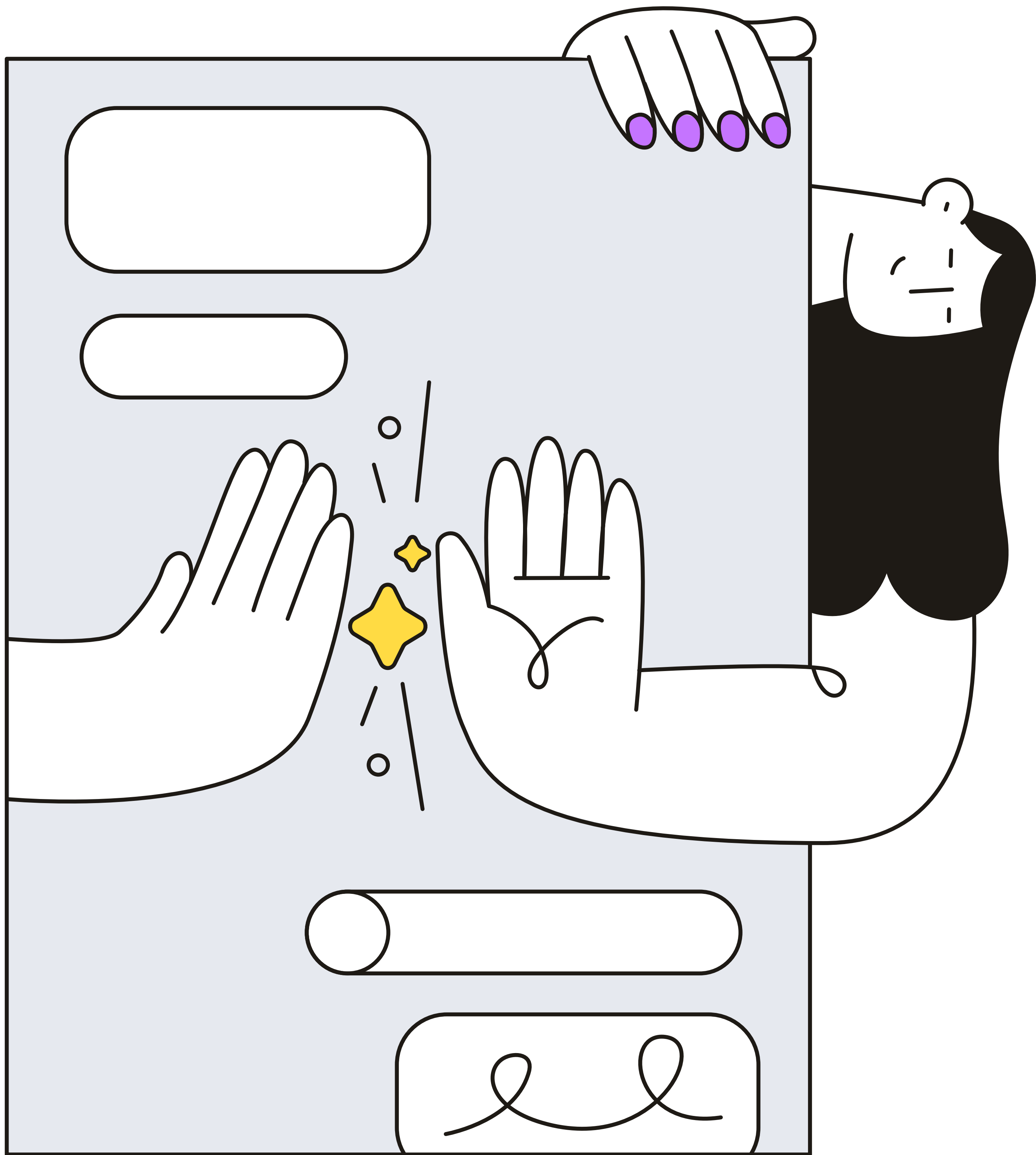
○ **Stage 6:** Present

It's now time to share you project!



Let's get started

# Create a team



+ Your name/team name

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+ Team members

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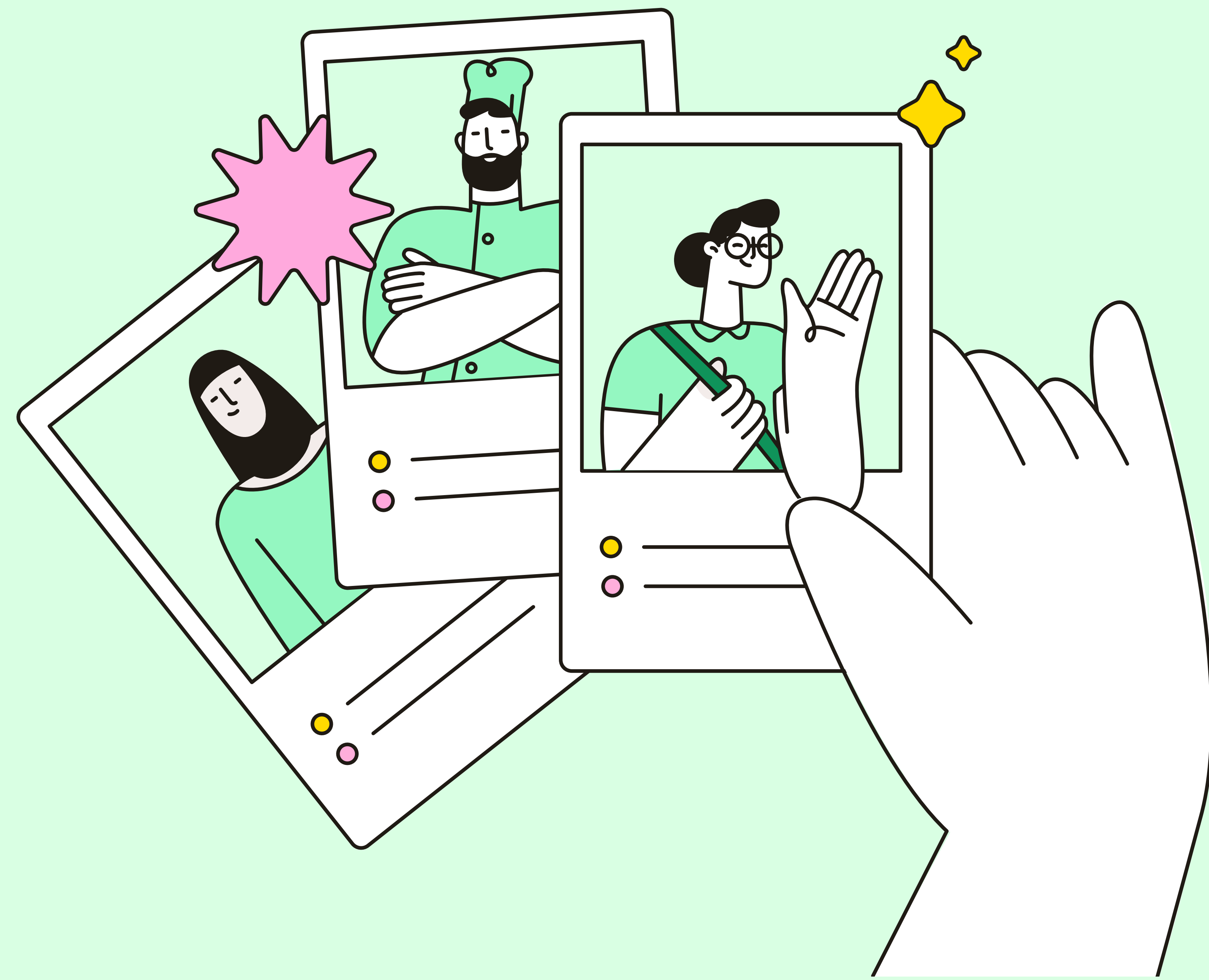
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*Stage 01*

# Empathise with people

Know the people you are designing for, so you can understand their needs better.

## Build the profile of your end-user and try to see the world through their eyes

The first stage of Design Thinking helps develop empathy towards your potential end-user and will be the guiding light when you move toward brainstorming solutions.

You'll be asked to record the basic details of the person you are designing for, such as:

- What is their daily routine?
- Where do they live?
- What are their goals?

Each answer takes you a step closer to finding the right solution whilst also giving you a deeper understanding of user needs.

Empathy is at the heart of great design. Without it, the solutions you create can never truly solve the problems of your users.

# Define the user you are designing for

The purpose of this profile is to frame all of your ideas and solutions around the individual that is most likely to use it.

○ Example



Jules, 31  
Music Teacher in London  
Married

+ Name

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+ Age

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+ Occupation

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+ Location

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+ Relationship Status

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# Create the profile of your end-user

Capture the basic details about the person you are designing for and build a deeper understanding of their personality, wants and needs.

✚ Personality map

Outgoing

Serious

Generous

Academic

Shy

Fun

Selfish

Creative


✚ Likes

✚ Goals

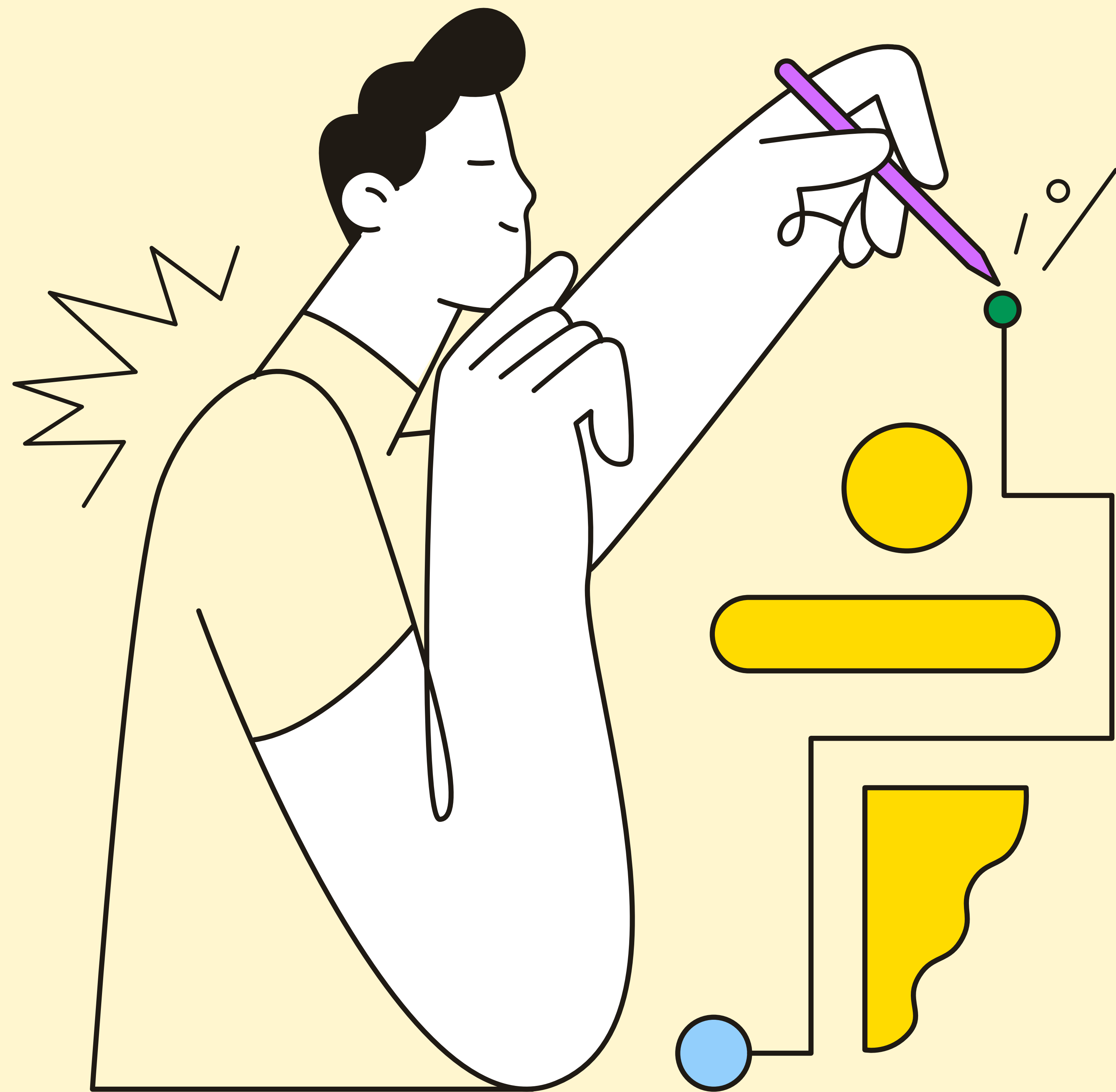


# Map out a typical day

Imagine what your end-user spends their day doing. What do they prioritise? What do they care about? You can then use this to design something that fits into their daily routine.



Morning	Afternoon	Evening
7am	1pm	7pm
8am	2pm	8pm
9am	3pm	9pm
10am	4pm	10pm
11am	5pm	11pm
12pm	6pm	12am



*Stage 02*

# Define a challenge

The big, meaty problem you want to solve for your business, customer and end-user.

Good design solves problems.  
What will you solve for your user?

Using what you learned in the last stage, it's time to discover a pain point to form a clear challenge that you can tackle.

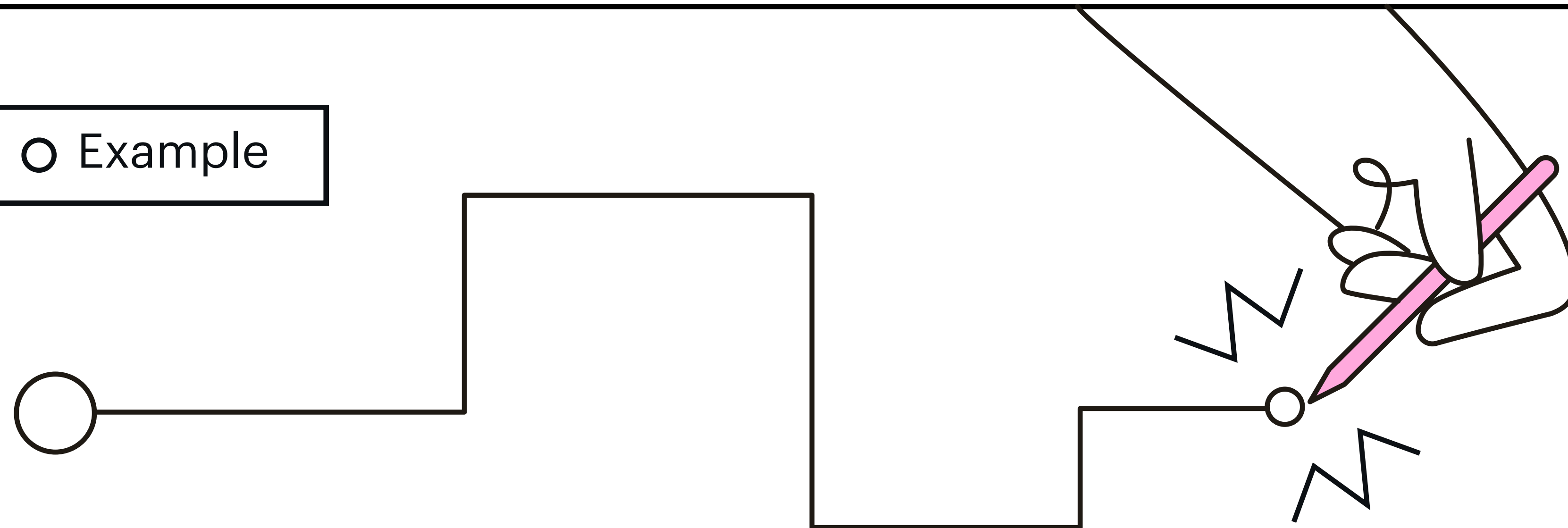
- **It's all about the end-user:** Remember this is more about the people you're trying to help than technology
- **Keep it focused:** Make sure the problem you are trying to tackle isn't too broad or vague
- **Check it against the Empathise stage:** Refer back to the user profile to make sure you're on the right track.

Once you've established a meaningful problem, you'll be able to brainstorm better solutions around it. Onwards!

# Choose your challenge

Define the problem you are trying to solve for the end-user and why it's going to be important to them. Keep referring back to this as you go.

○ Example



✦ What problem are you trying to solve for your end user?

Find freelance teaching jobs on her phone

✦ Why is this important to them?

As a freelance teacher Jules is often working in classrooms away from her laptop. That means she needs to quickly find and apply for new teaching slots on her phone before they get filled.

✦ What problem are you trying to solve for your end user?

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✦ Why is this important to them?

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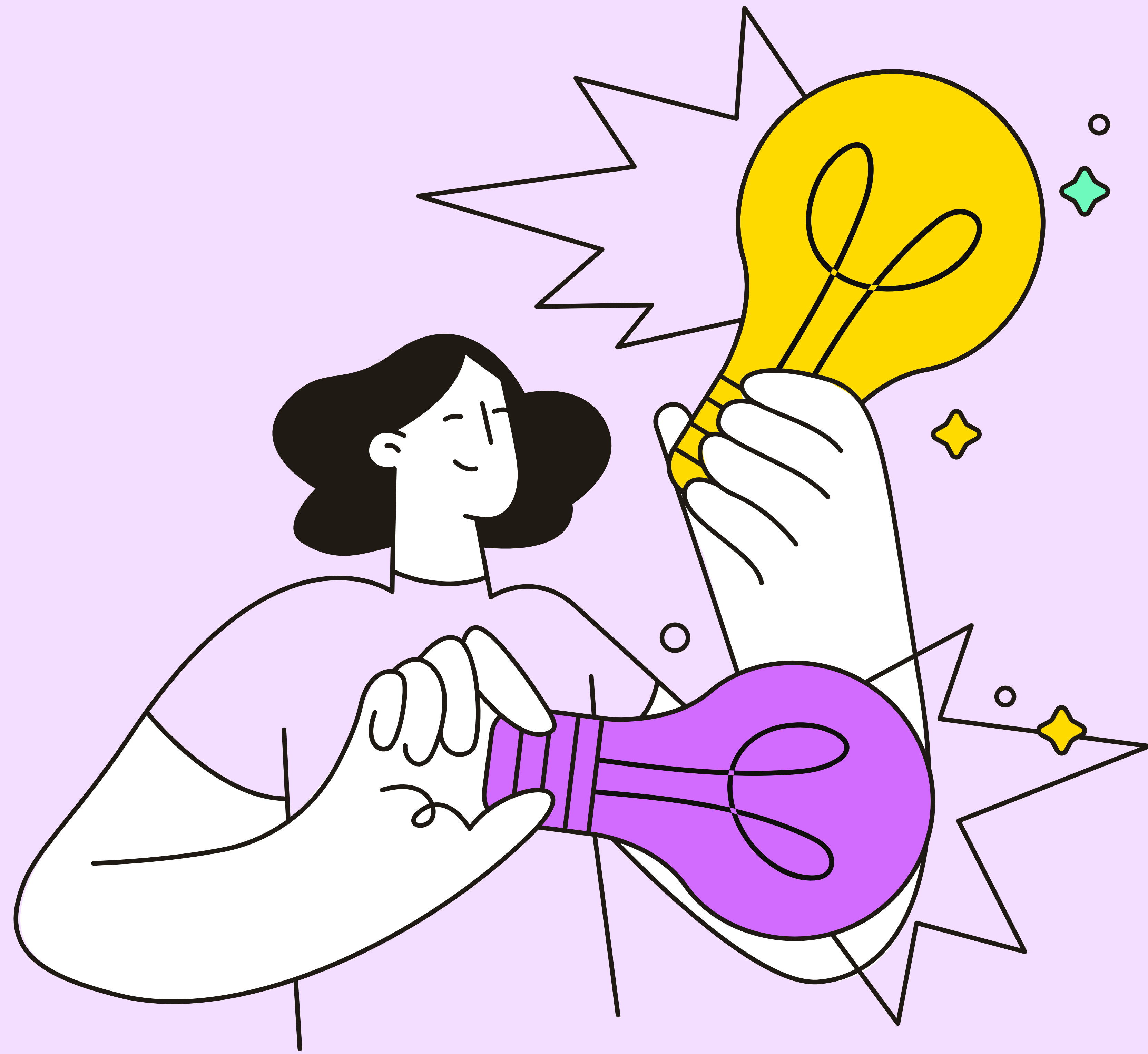
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*Stage 03*

# Ideate possibilities

Generate ideas that might be useful to the end-user.

Now for the fun part! You know your user and the problem that needs to be solved. Let's start to brainstorm possible solutions.

The goal of ideation is to rapidly create enough simple and crazy ideas that apply to the problem so you can have a discussion to pick the best one.

- Generate as many ideas as possible
- Even the craziest ideas count!
- Anchor everything to the user profile and problems you defined in the previous stages

Remember to explore each idea with an open mind and that nothing is off the table!

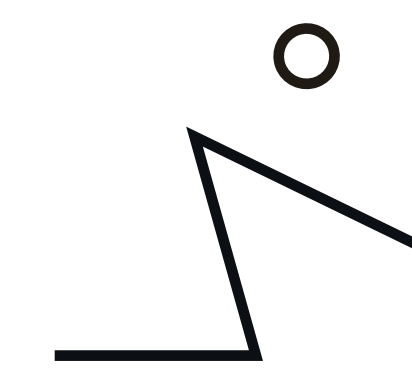
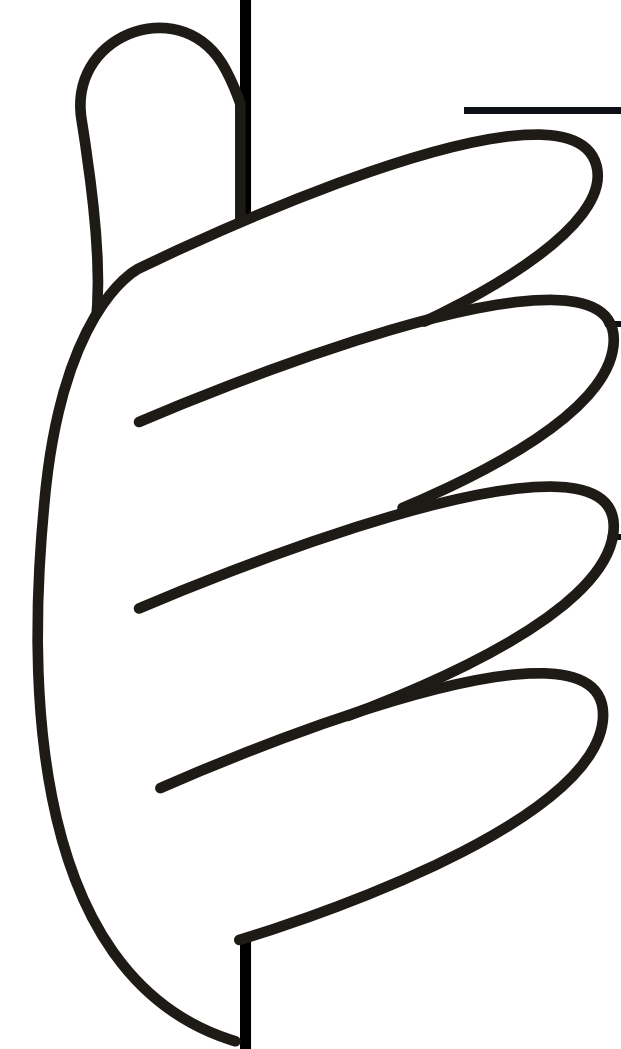
Let's get started!

# Simple ideas

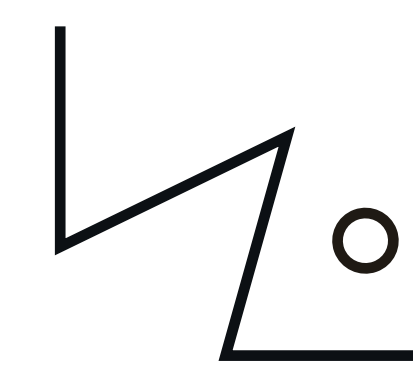
Practical, straightforward ideas that solve the problem.

- Example

## Notifications when new jobs are live

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. At the top left corner, there is a small black cross symbol (+). The paper appears to be a template for writing or drawing.

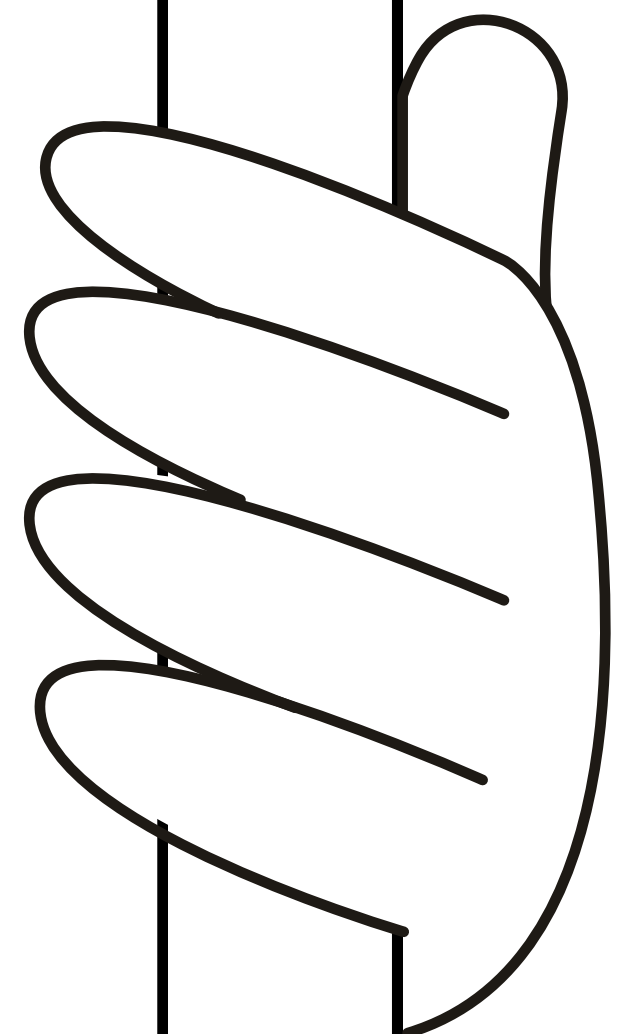
# Crazy Ideas



Sometimes the wild ideas pave the way to amazing solutions.

- Example

## A Virtual Reality job board

[illegible]

# List the user needs and features

This forces you to apply the ideas you created to real user needs. How many solve the problem your user is facing?

Our target user needs to be able to...	Therefore our design needs these features...
<div>○ Example</div> <p>Get to new jobs before anyone else lands them</p> <div>+ _____ _____ _____</div>	<p>Real-time notifications when jobs are available and saved CV and experience info</p> <div>+ _____ _____ _____</div>
<div>+ _____ _____ _____</div>	<div>+ _____ _____ _____</div>
<div>+ _____ _____ _____</div>	<div>+ _____ _____ _____</div>

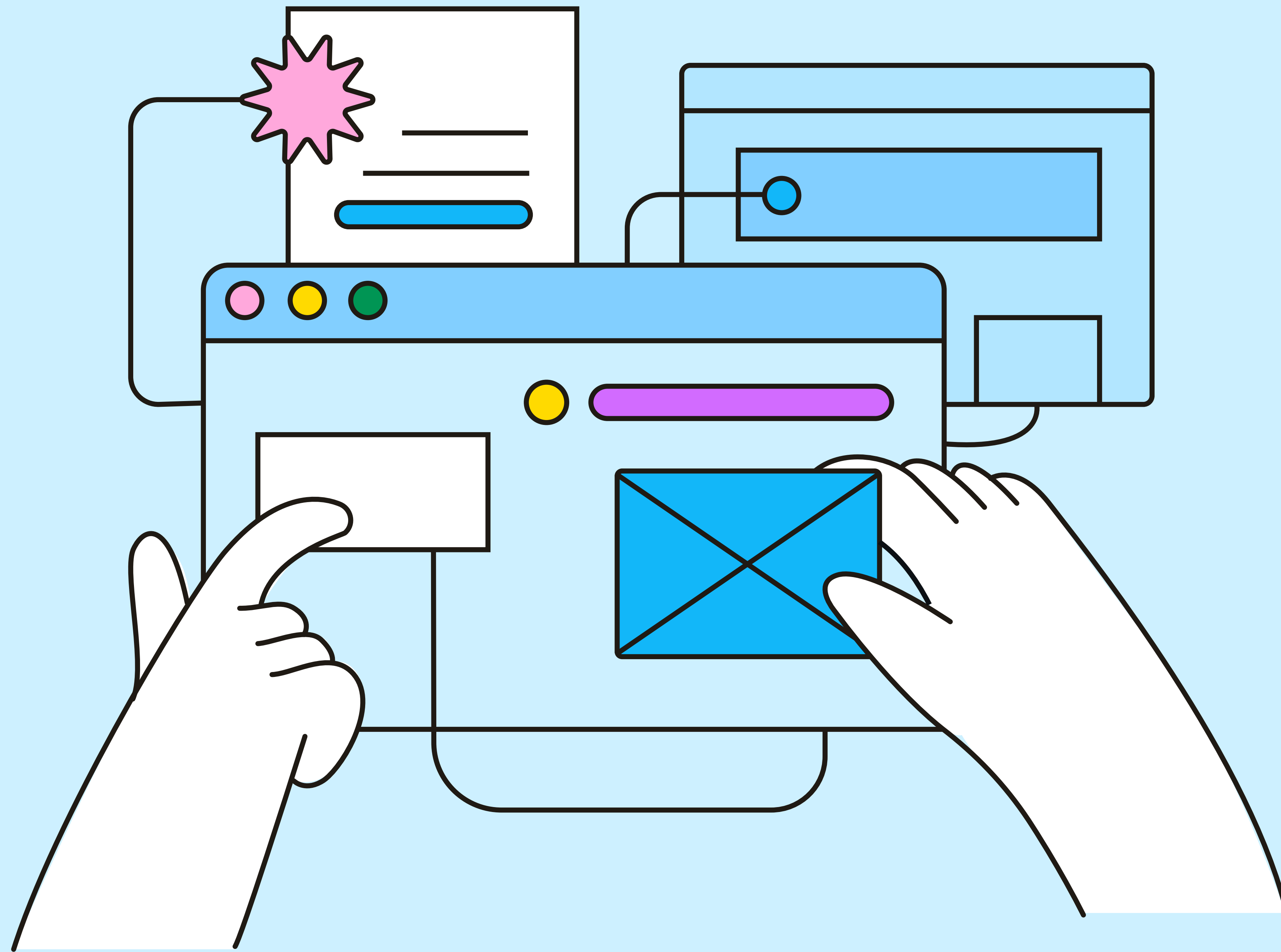


# Give your idea a name and tagline

Here’s the fun part - what will you call your product, feature or idea?

Create a tagline too!

Name of your product, feature or idea	The super-catchy tagline
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*Stage 04*

# Prototype your design

Turn ideas into realistic mockups  
that you can test.

Bring your ideas to life and create interactive prototypes, for mobile or web, using Marvel.

The best way to test ideas with users and start a conversation is to show them how the solution works. Prototyping with Marvel is perfect for building your product ideas at speed and making them tangible.

Design your ideas through sketching on the paper templates provided or use Marvel to design and wireframe, then it's a simple few clicks to make everything interactive.

- Just start building, don't get hung up on visuals
- Don't spend too much time on one idea - move fast!
- Design only the screens that matter for testing

By the end, you'll have a working prototype that you can test on your phone or in a browser.

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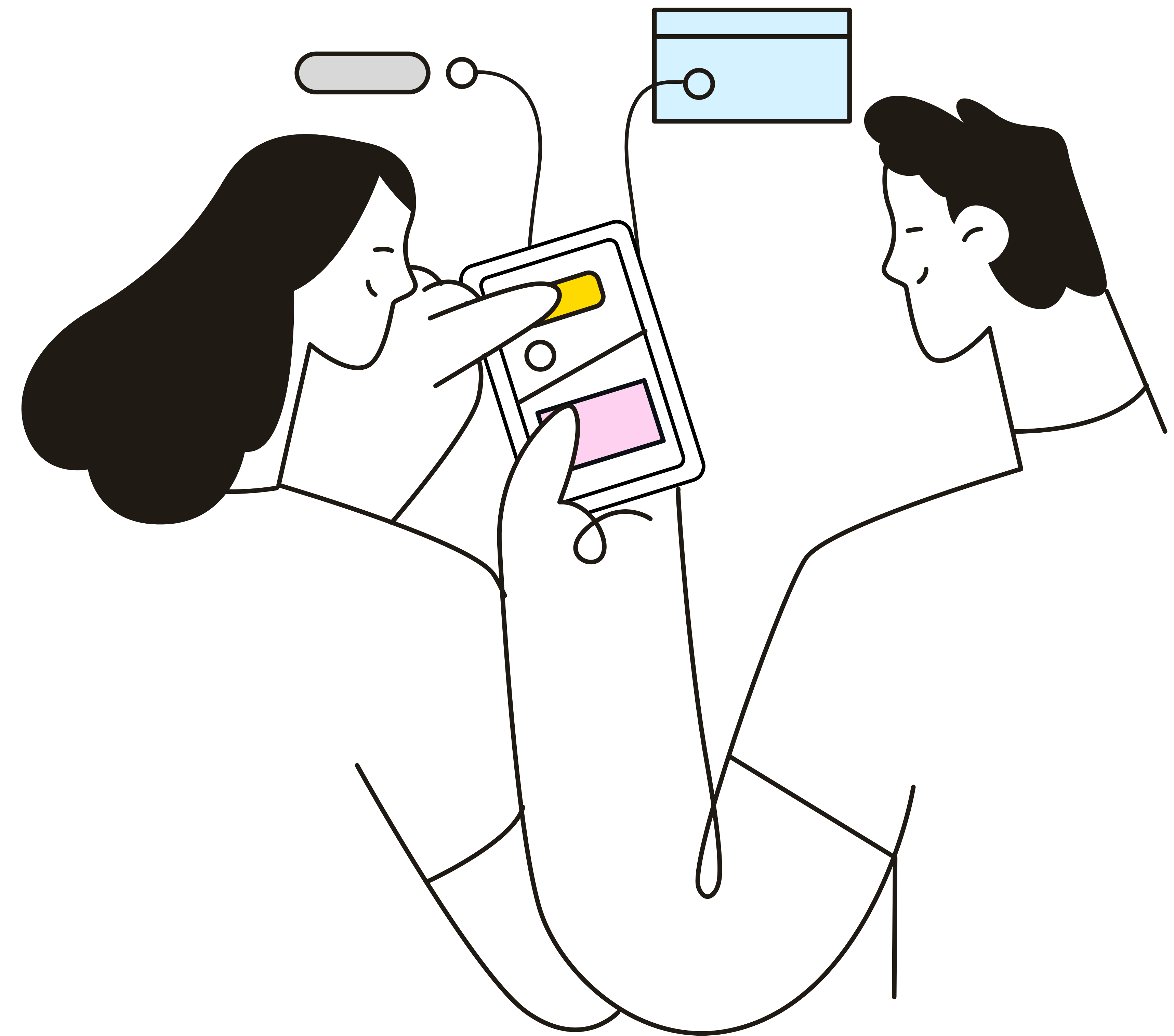
*About the platform*

# Marvel, in a nutshell...

Marvel is a design and prototyping platform that enables you to create realistic, interactive mockups of apps, websites and digital products.

It's super simple to use, you can go from idea to working prototype in a matter of seconds, no design or technical experience required.

Our apps allow you to take pictures of your sketches and



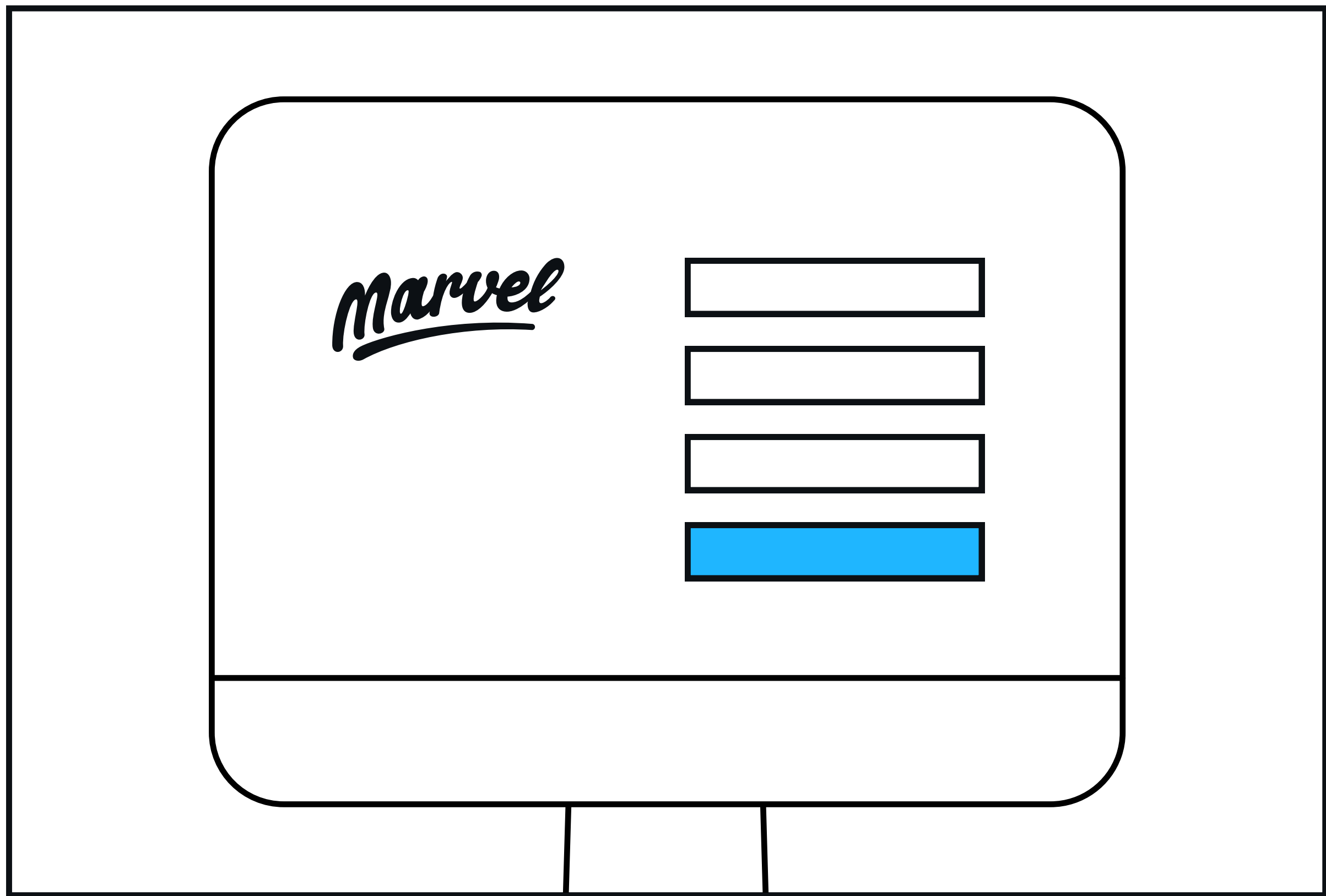
upload them to your Marvel project and then add hotspots to create links between screens. Then, just hit play.

If you're using a computer, our web app can help you wireframe, design and prototype for any device including iPhone, Android and browsers from scratch.

Head to: **<https://marvelapp.com/apps>** on your laptop or phone to start.

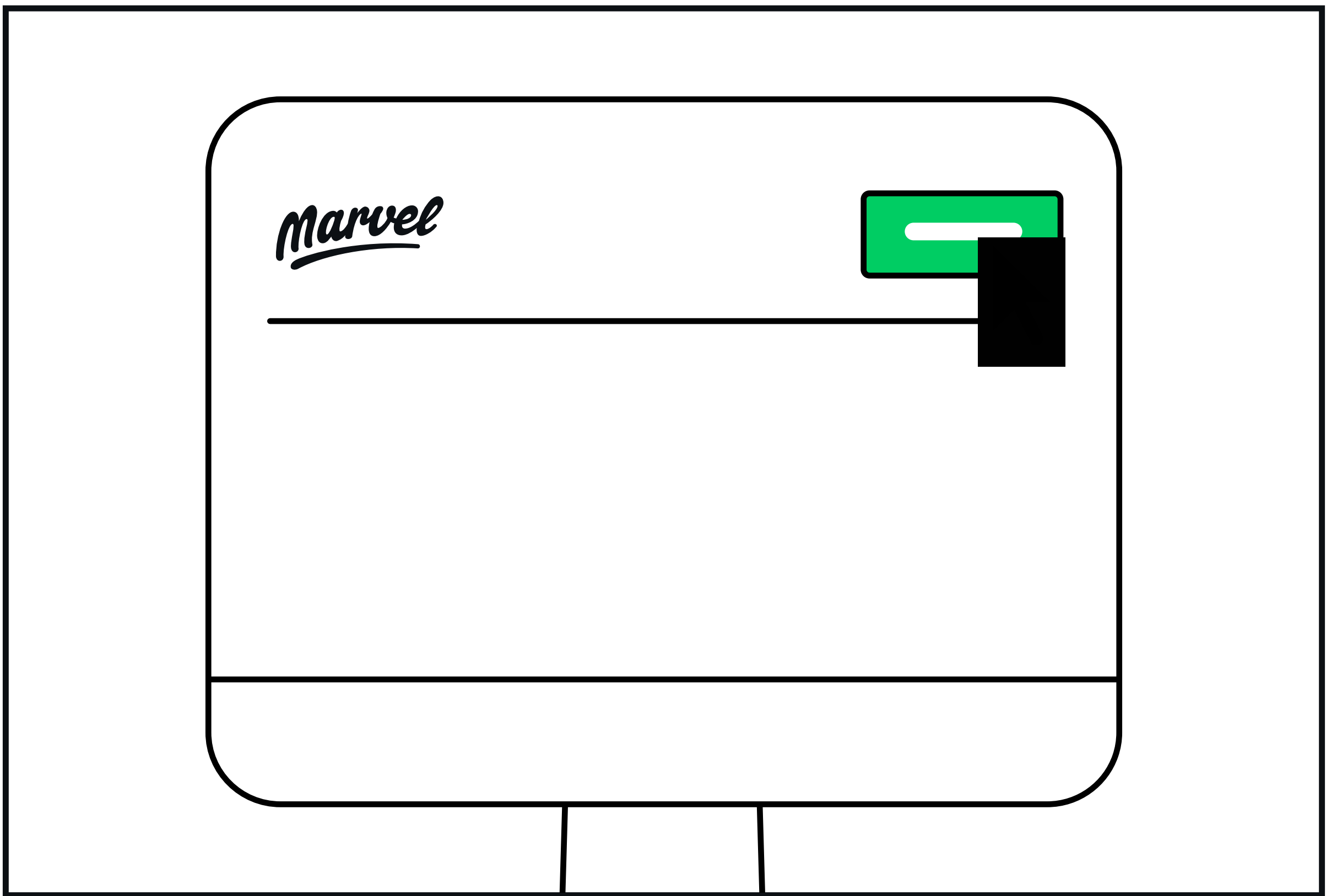


# How to use Marvel for desktop prototypes



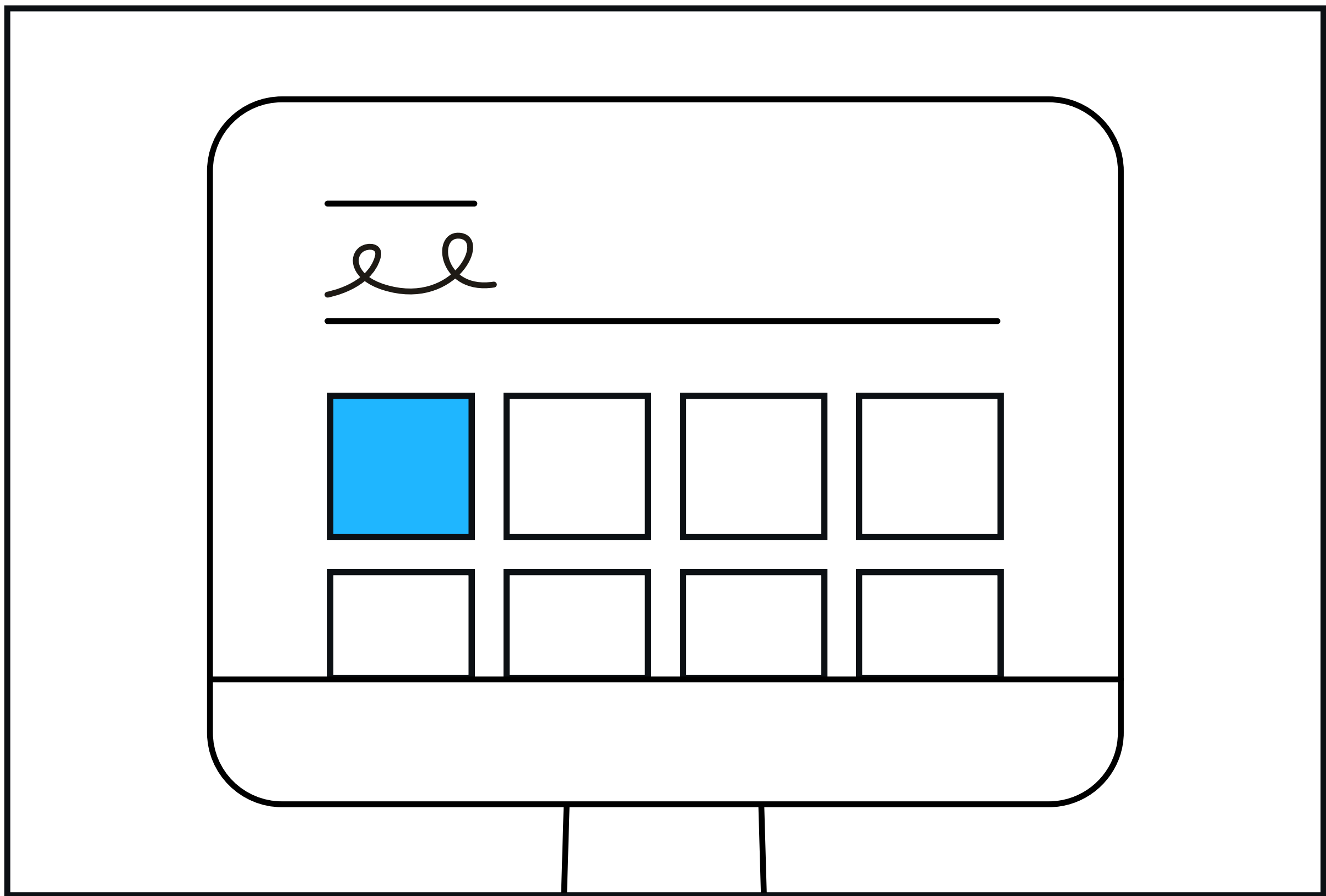
## Create an account

Head over to [marvelapp.com/signup](https://marvelapp.com/signup) and sign up for a free account



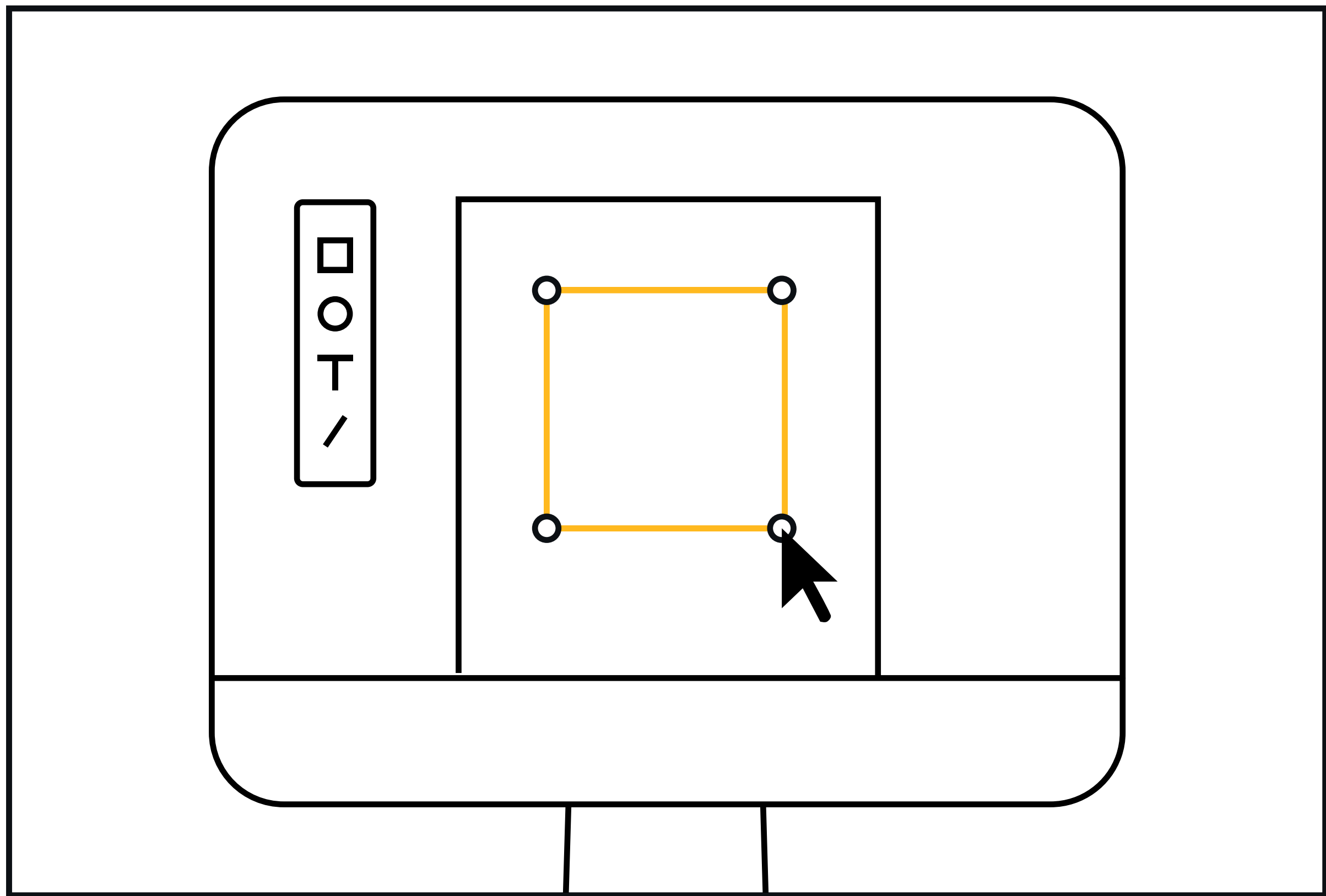
## Create a project

Login to your account and hit 'Create Project' in the top right corner of the screen



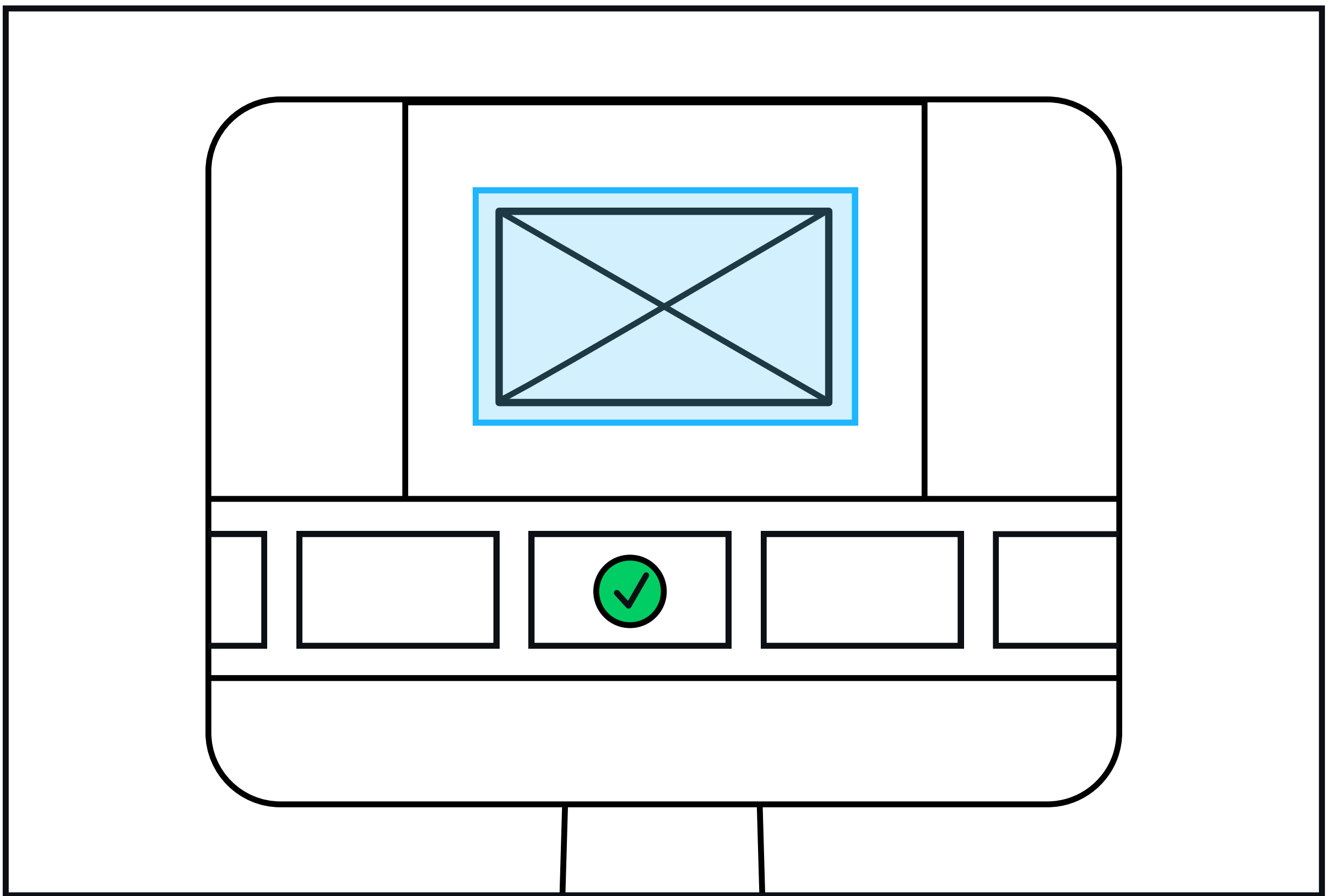
## Select your project type

Give your project a name and select the device you're designing for



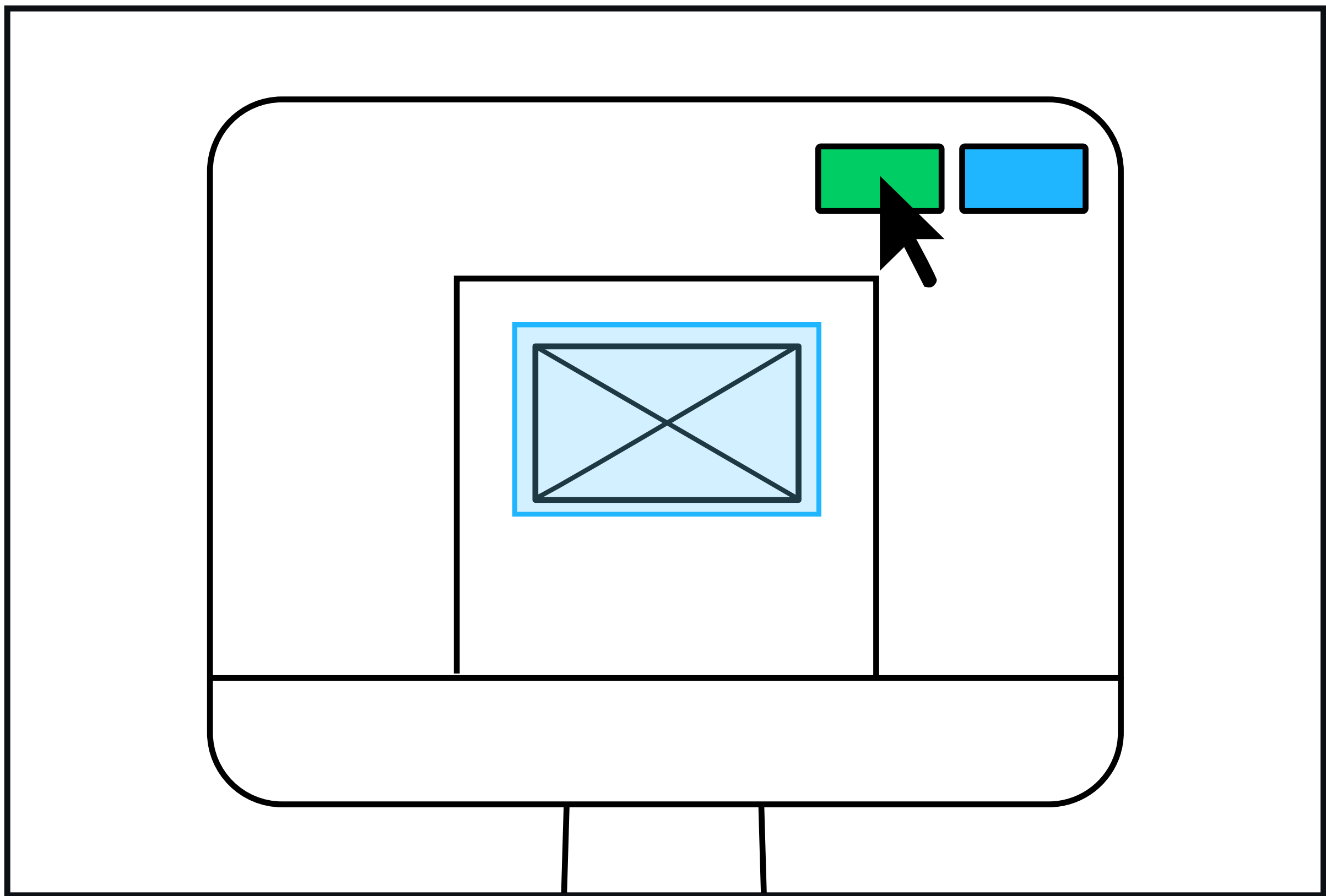
## Add your design

Upload existing files or start from scratch by clicking 'Design'



## Link your screens

To make your project an interactive prototype, add hotspots to create links between screens.

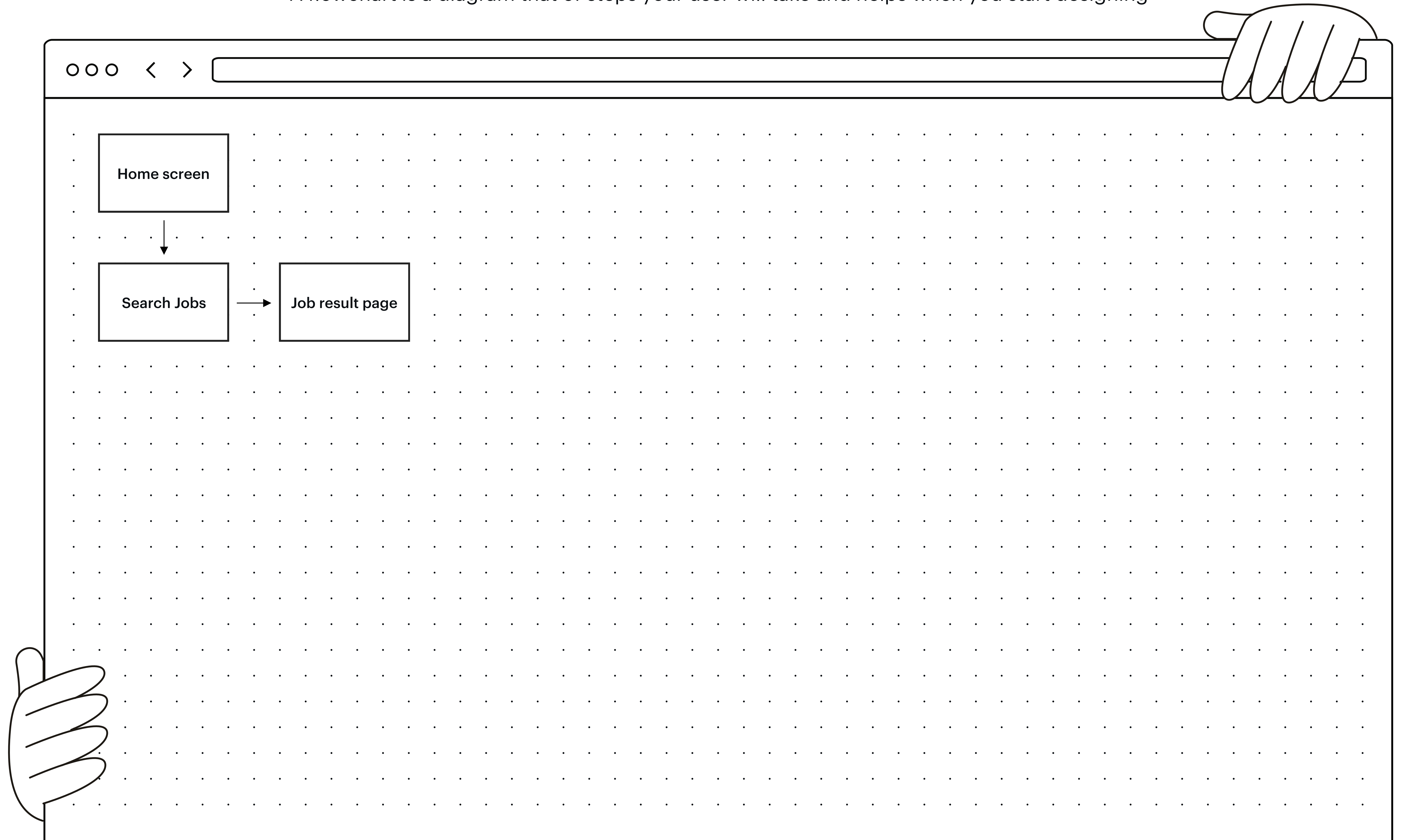


## Hit play!

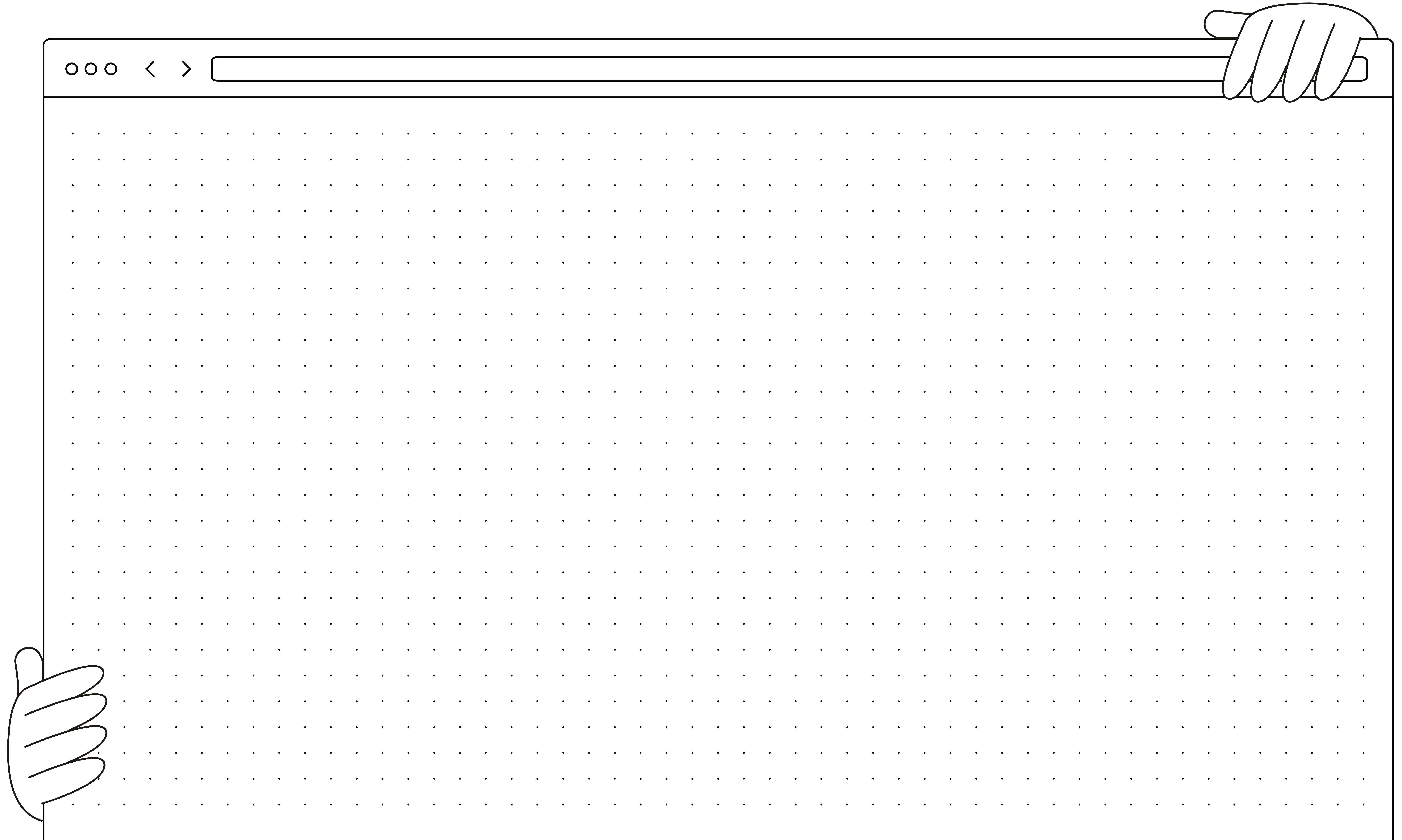
Time to preview your prototype and see whether it looks and flows the way you want it to.

# Sketch a flowchart of the user journey

A flowchart is a diagram that of steps your user will take and helps when you start designing

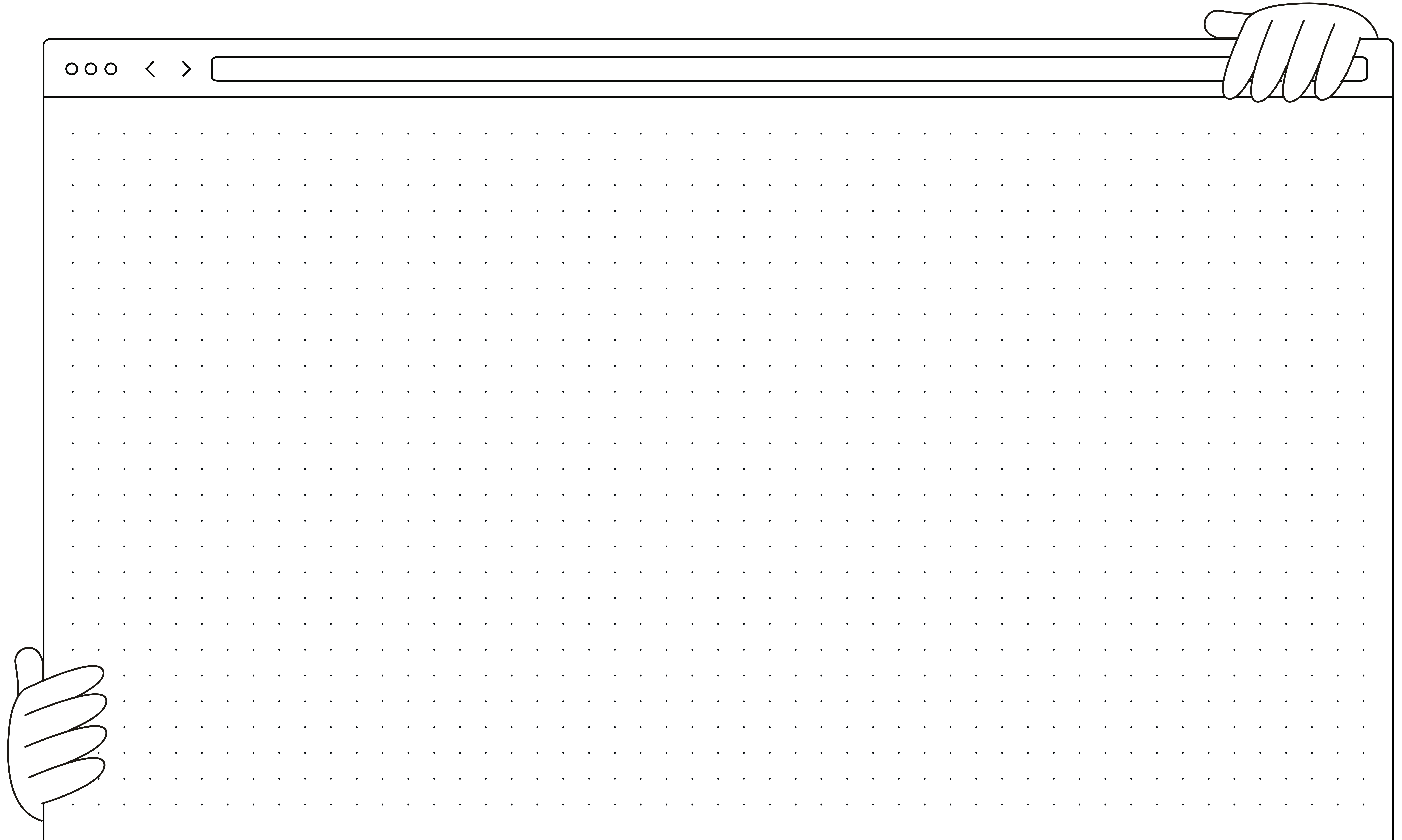


# Sketch out your screens

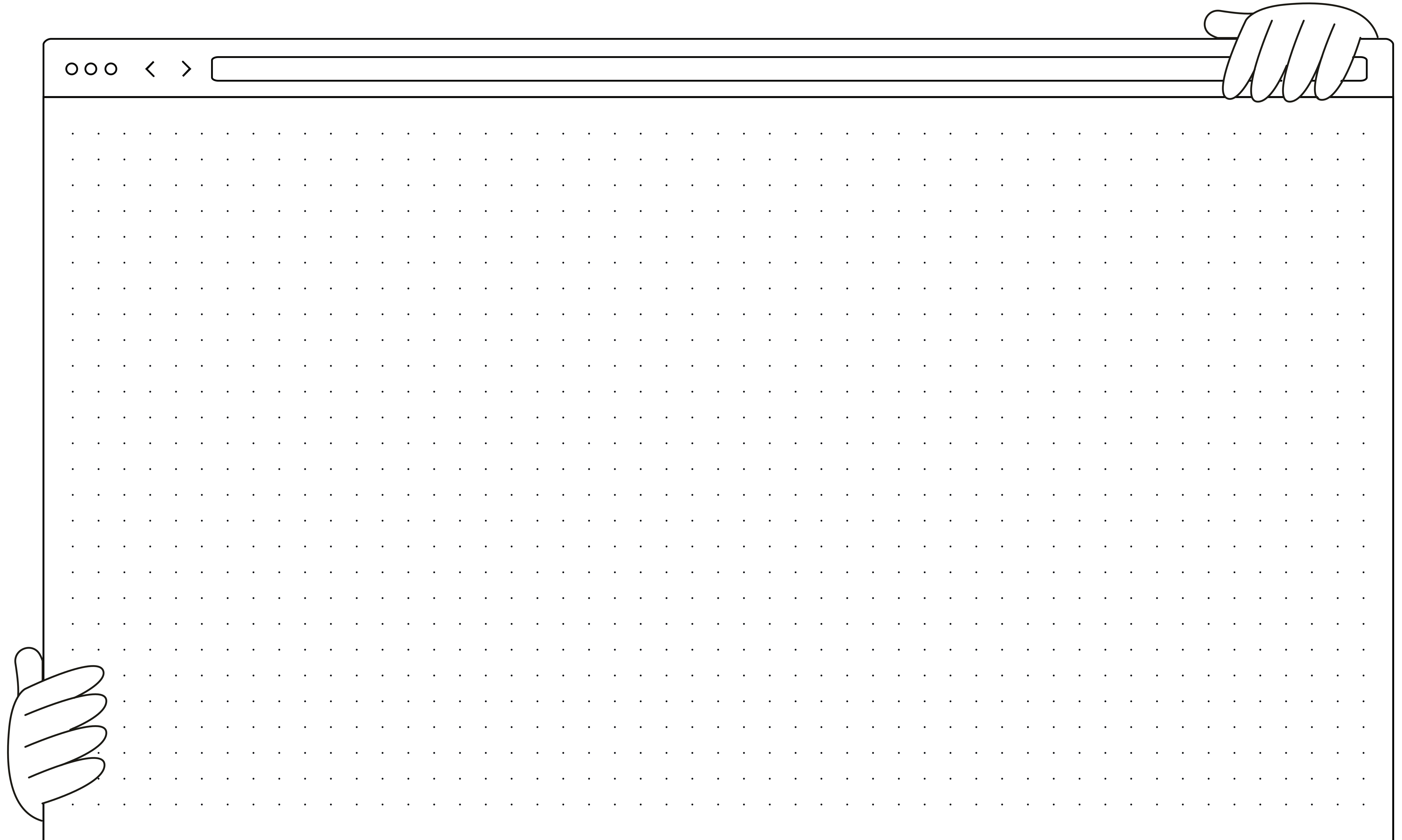




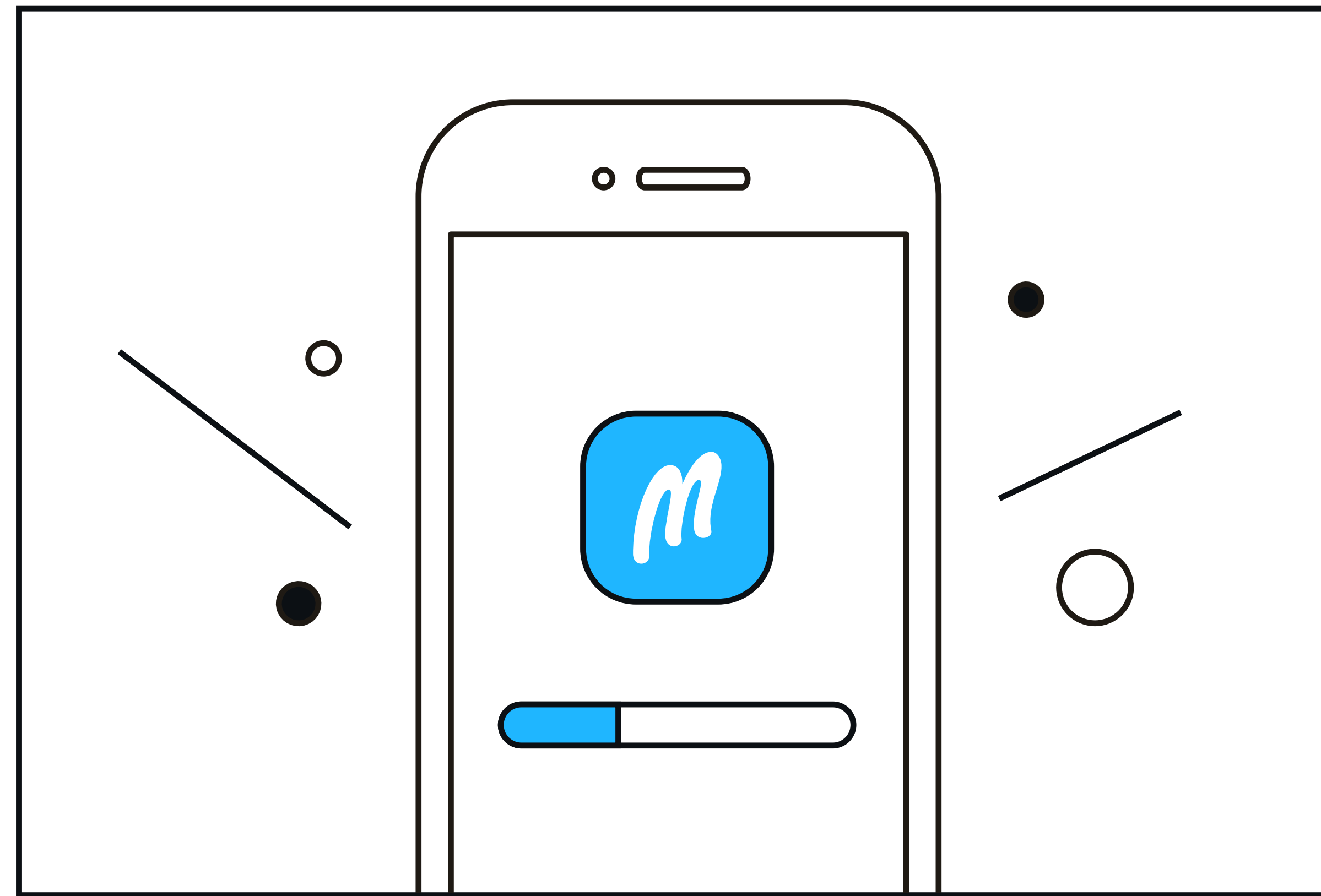
# Sketch out your screens



# Sketch out your screens

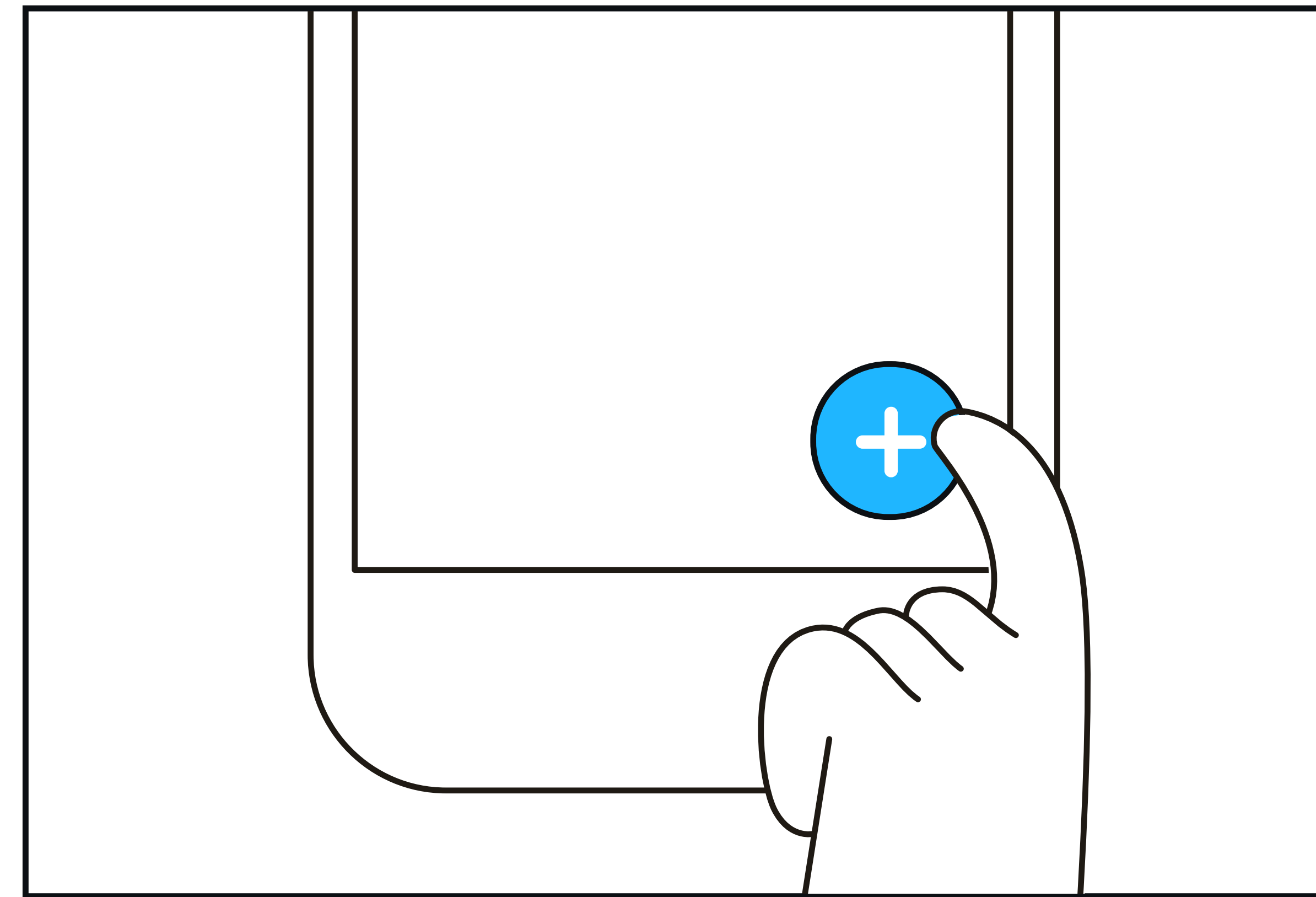


# How to use Marvel for mobile prototypes



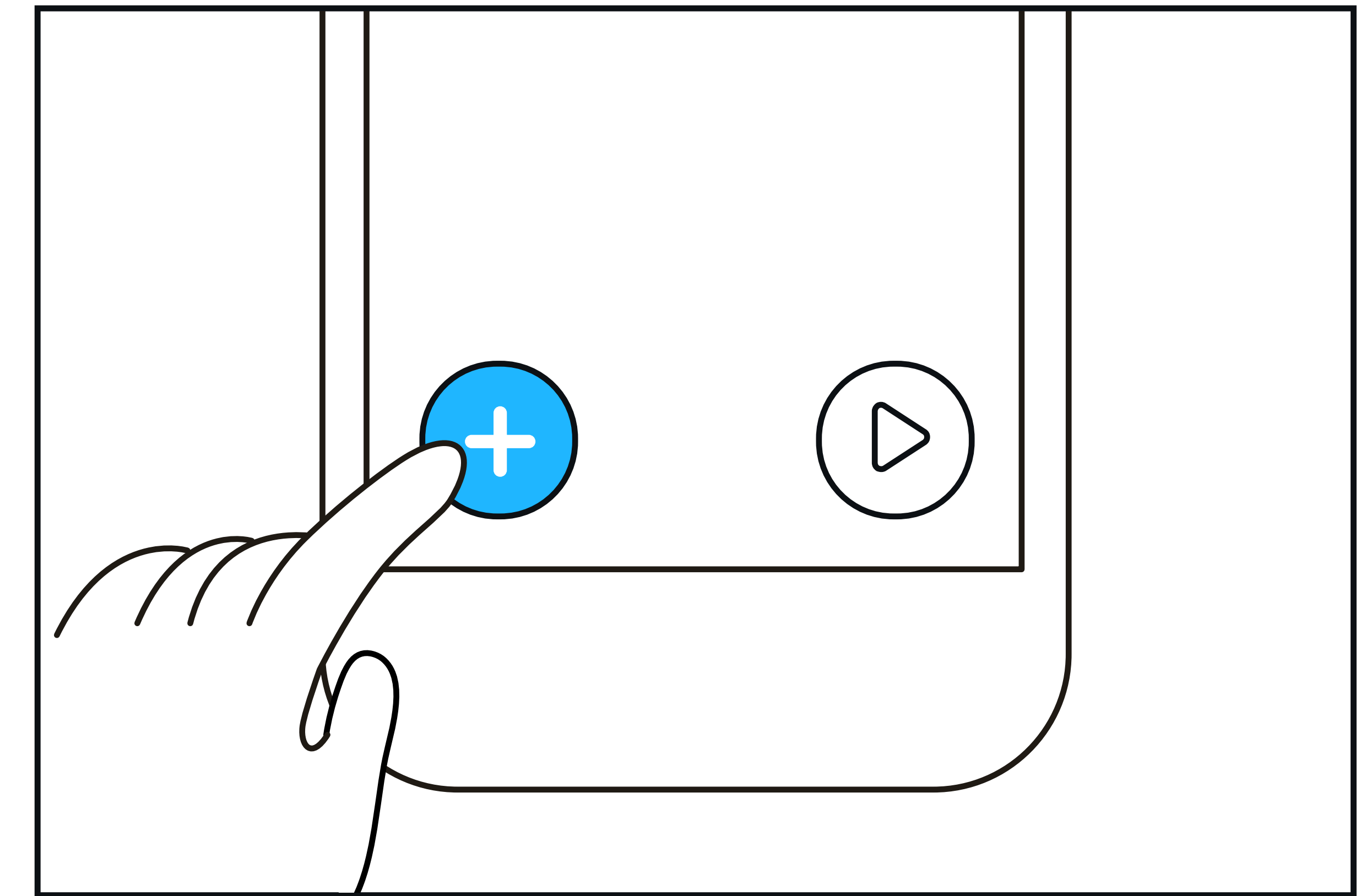
## Download the app

Search for Marvel App in your Android or iOS App store, and install it on your phone.



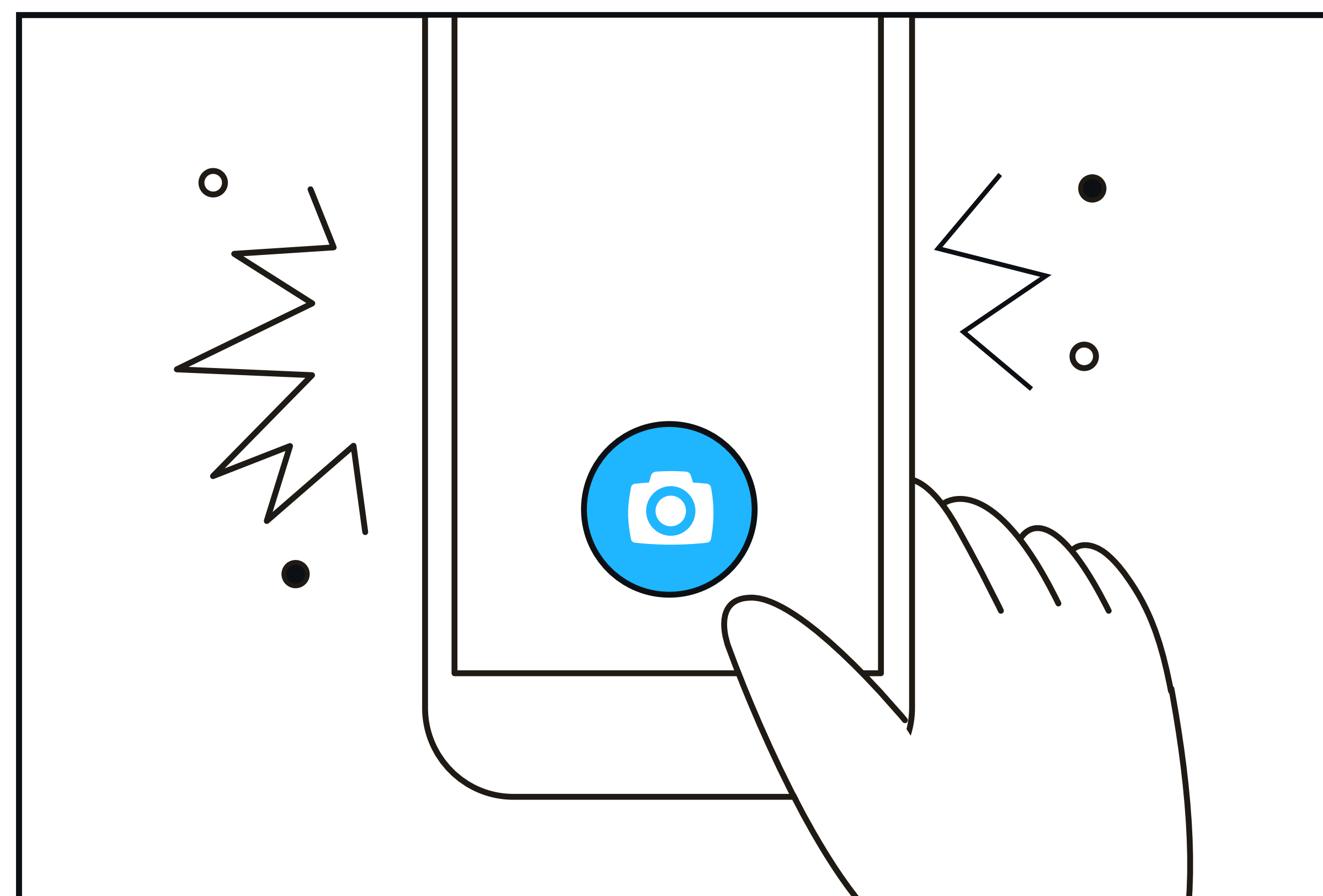
## Create a project

Sign up for a free account, and then hit the plus button on the bottom left of the screen.



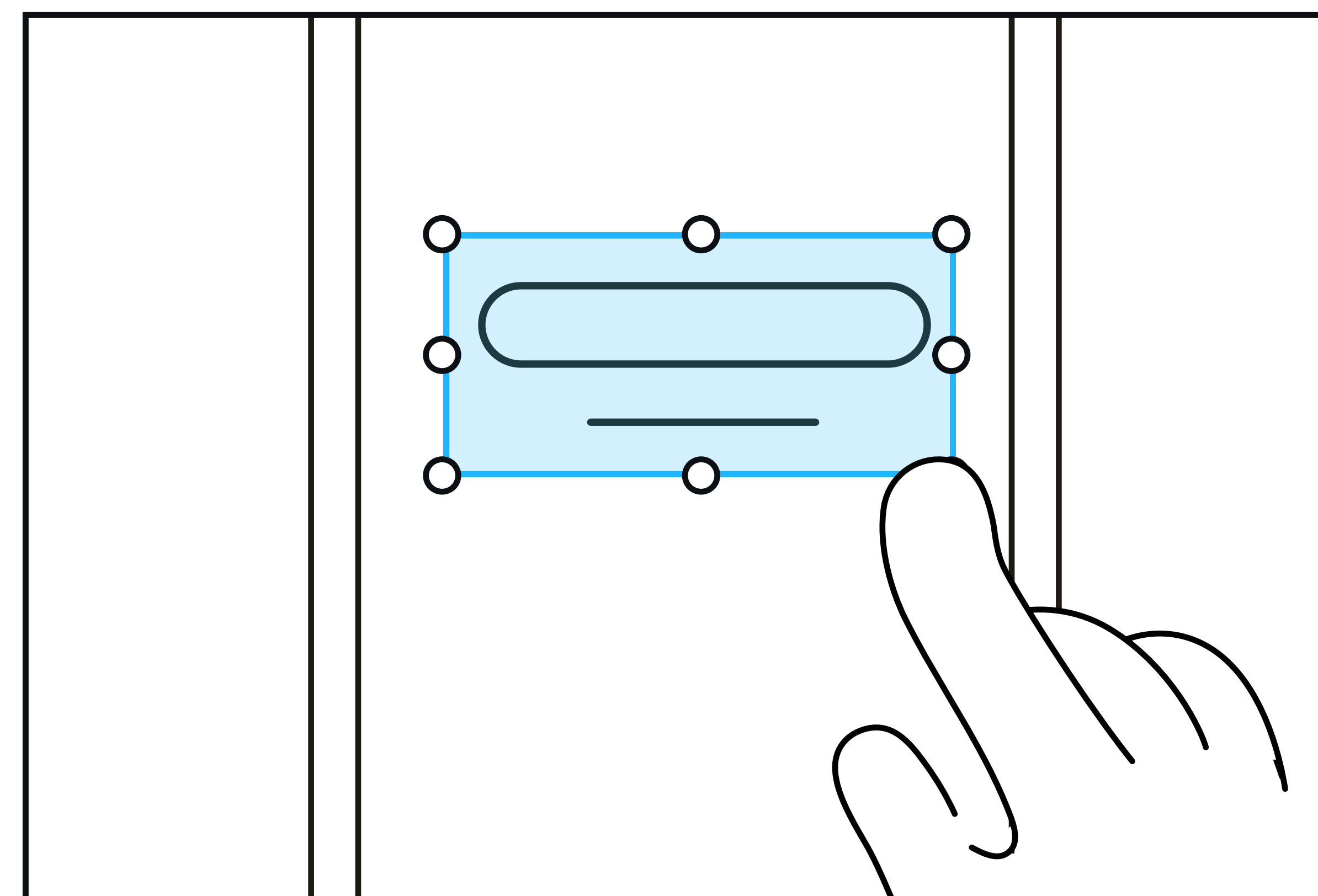
## Add images

To add sketches to your project, add them as images by simply clicking the plus button.



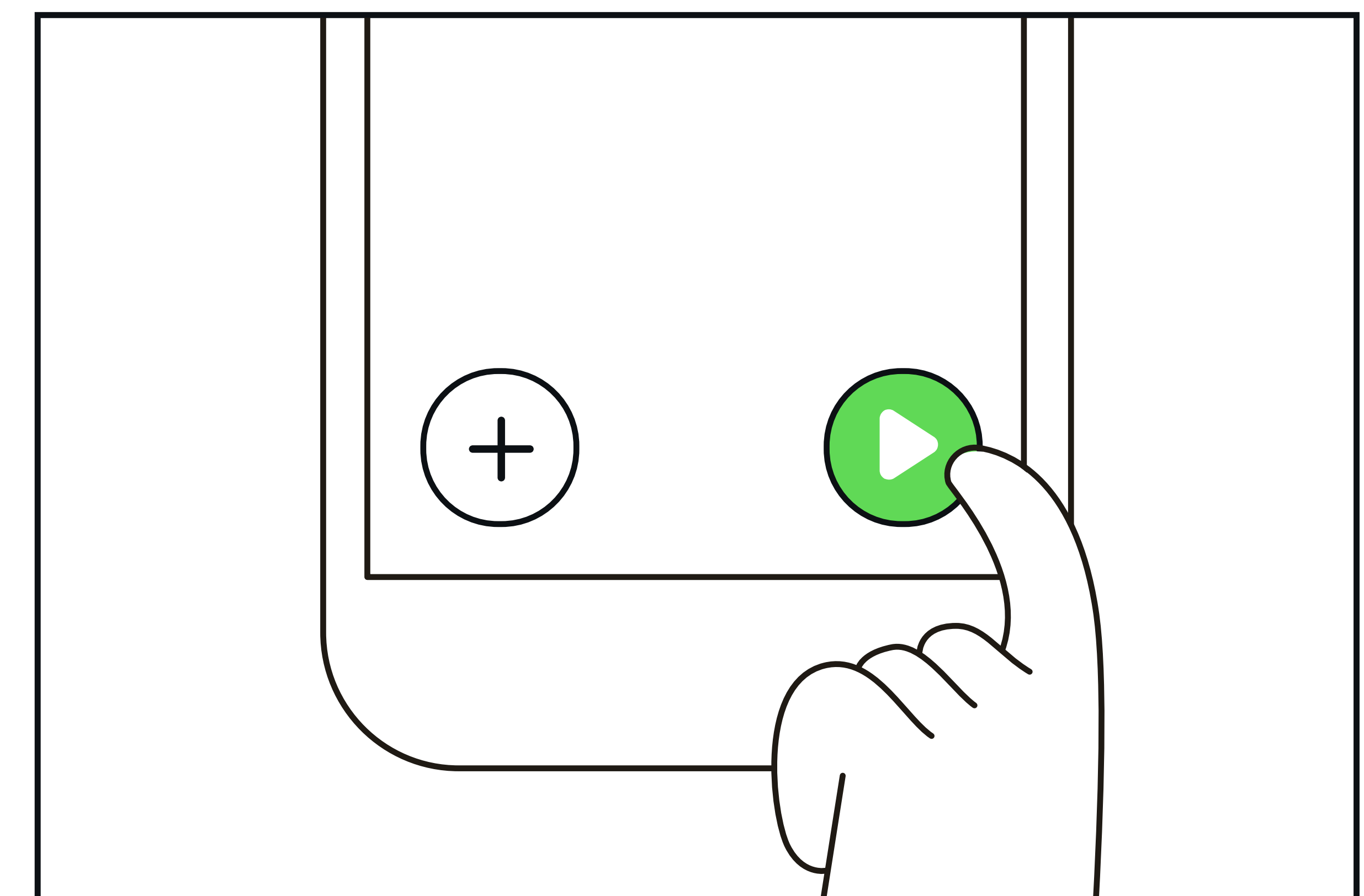
## Photograph your sketches

Take pictures of your sketches, crop them as you wish and upload to your Marvel project.



## Link your screens

Add hotspots to create links between screens. You can even add transitions, gestures and more!



## Hit play!

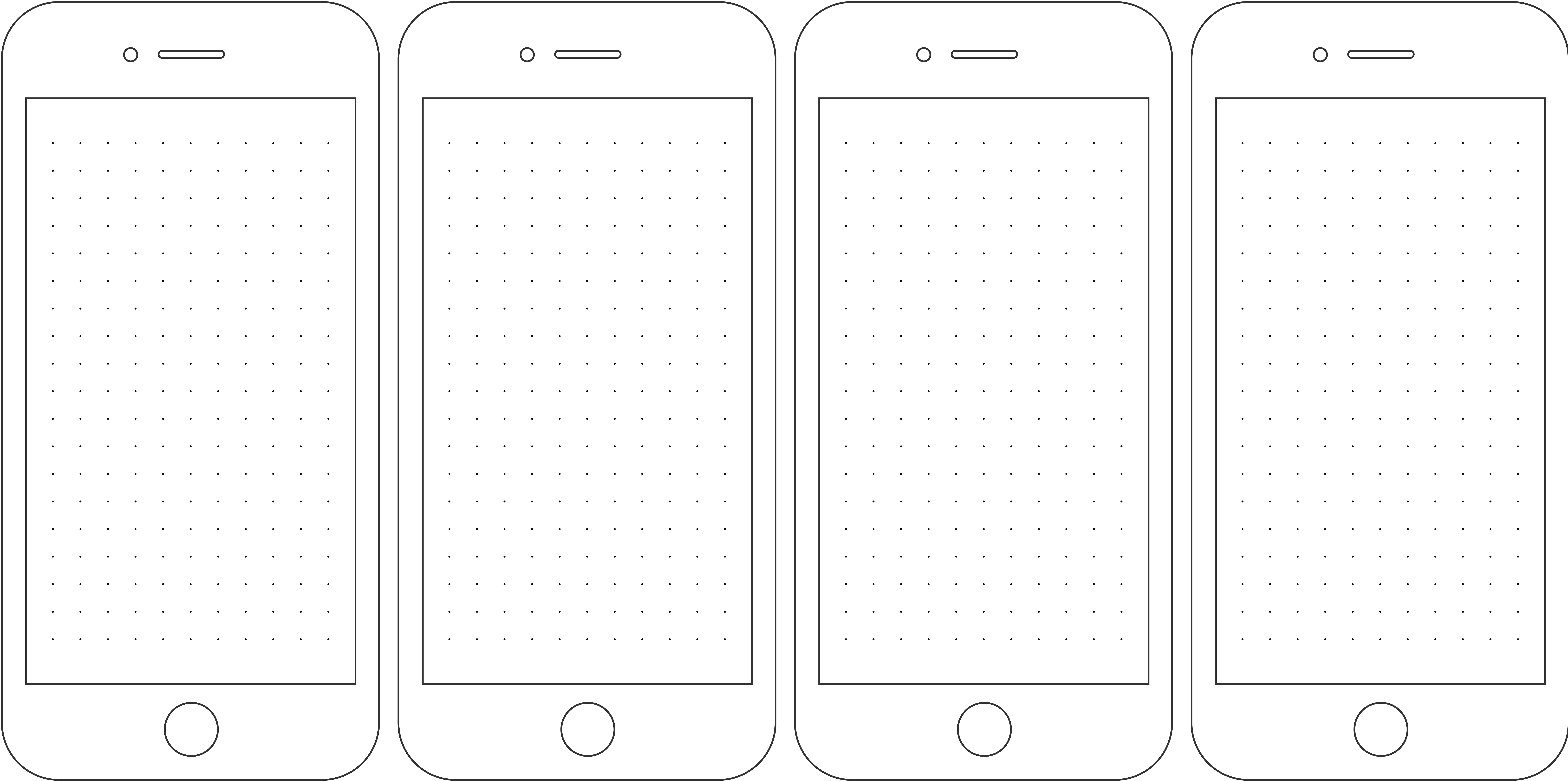
Time to preview your prototype! Hit play and make sure your prototype flows nicely.



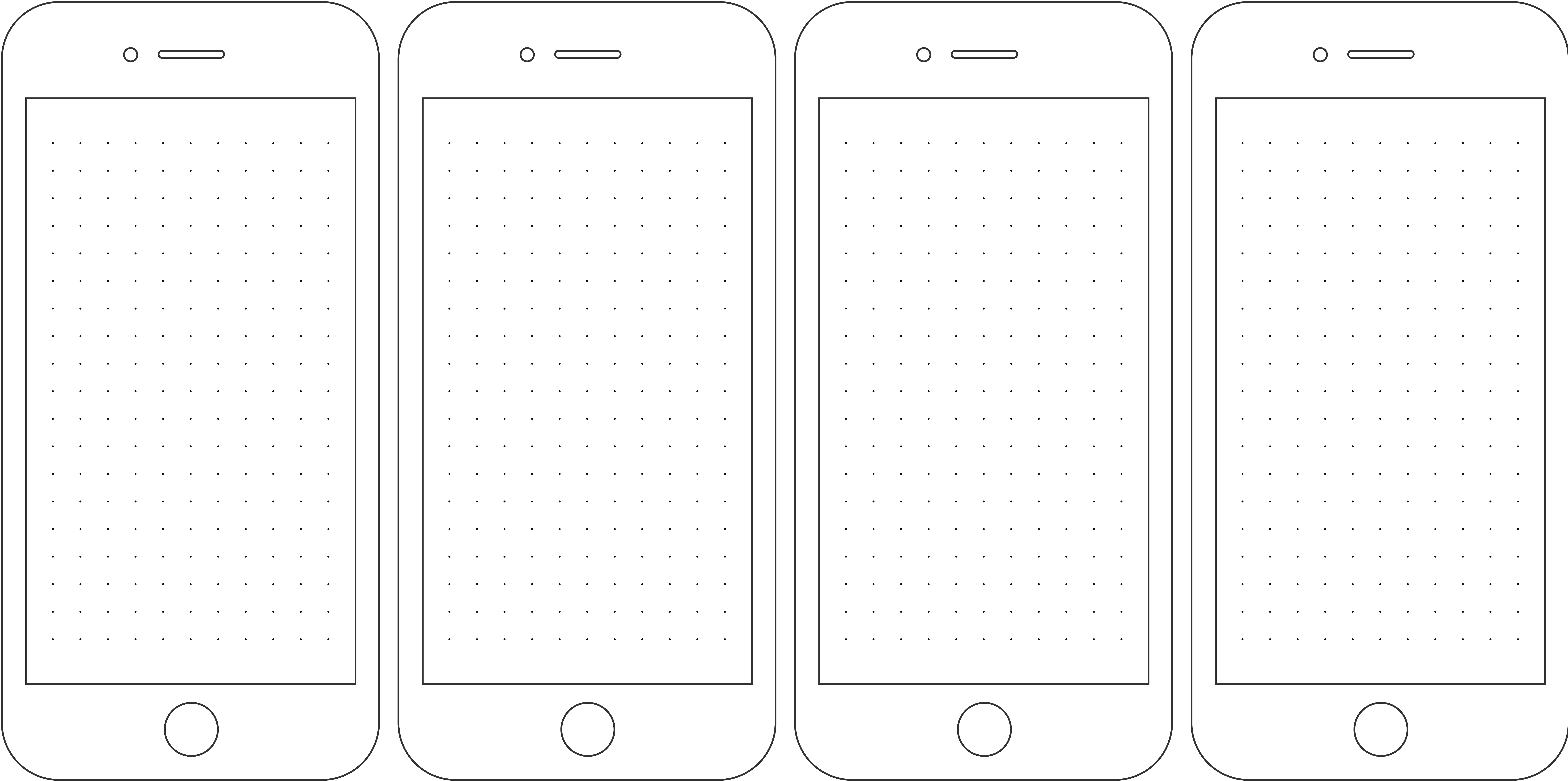
# Sketch a flowchart of the user journey



**Sketch your app or feature, then take photos using Marvel**

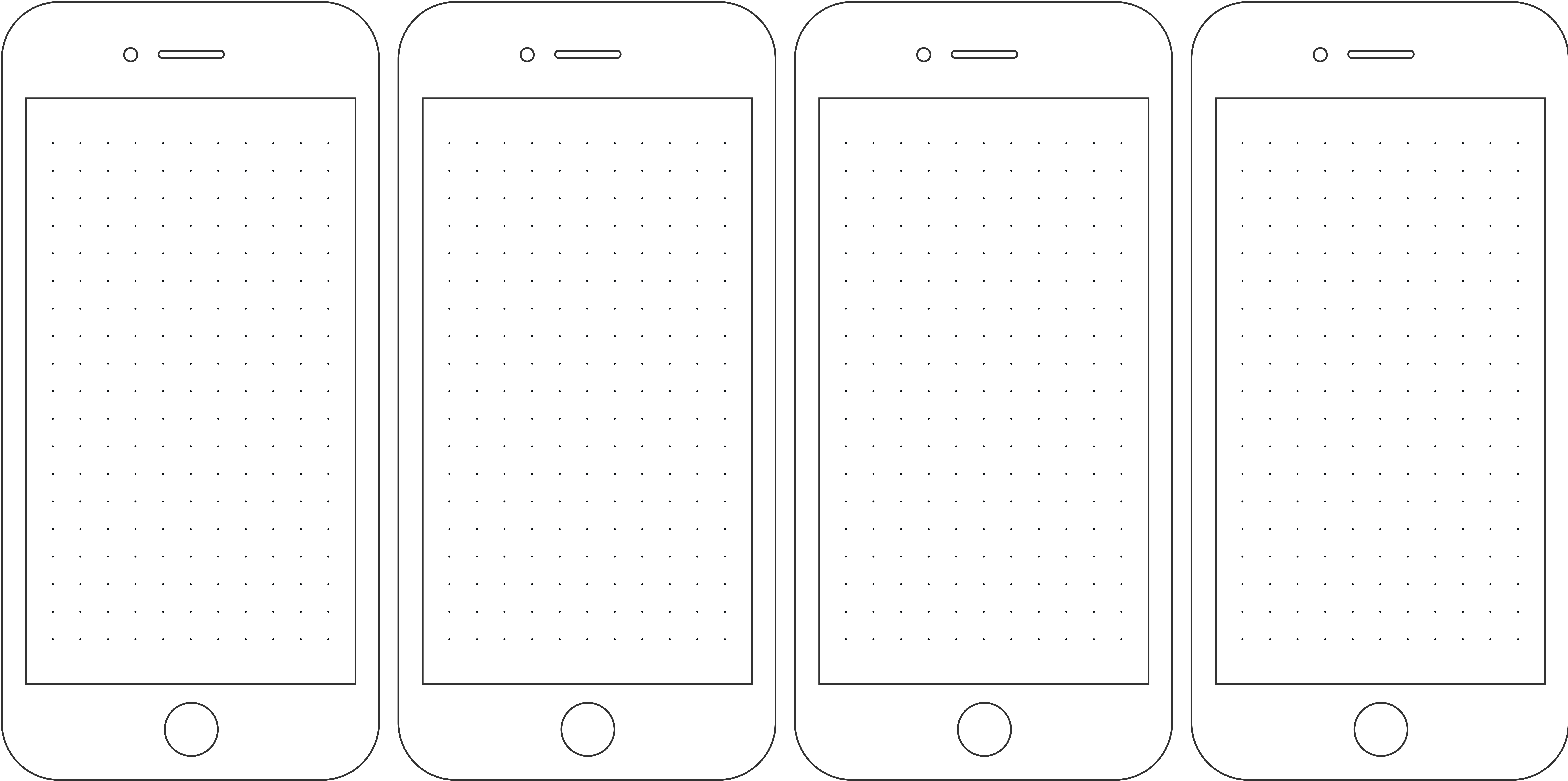


**Sketch your app or feature, then take photos using Marvel**





**Sketch your app or feature, then take photos using Marvel**





*Stage 05*

# Test your design

Share your prototype and gain invaluable feedback from the people that matter.

## Test your prototype with your end user or simply others in the room

The Test stage helps you answer the question, 'how well does your prototype solve the problem you initially defined?'

The goal is to observe your user's reactions and behaviour with the prototype without giving instructions, then gather feedback that can be used to iterate and improve the experience.

Remember:

- Give them the sales pitch before using the prototype!
- Don't interrupt or try to take over, watch and learn!
- Identify where they hit issues or look confused

By the end, you should have a list of suggestions and next steps to take to improve your solution's overall experience.

# Prepare your test

**Closed questions:**

Can be answered by a “yes” or “no”

Did you enjoy using this app?

Would you use this app again?

+

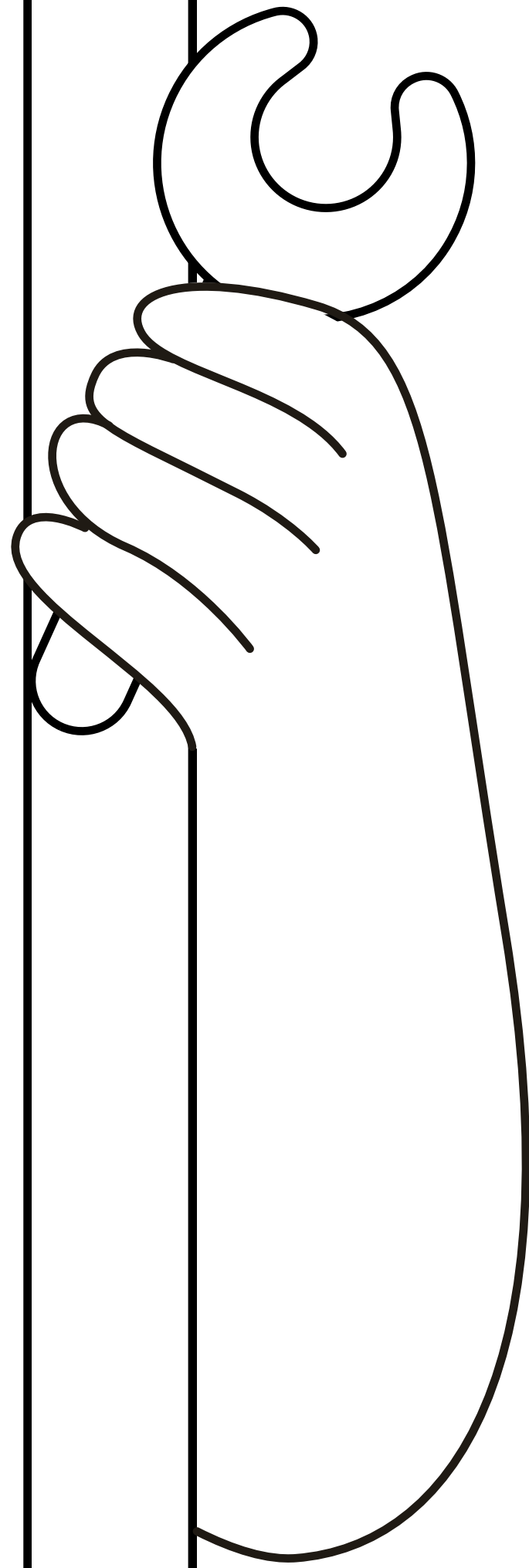
**Open questions:**

Should drive an answer that is more than a simple one-word reply

How did you navigate to the payment screen?

What could have made the checkout process easier?

+





# Conduct your test

Person you're testing with \_\_\_\_\_

## Positives

Found it easy to get to the account balance

Completed the onboarding successfully

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## Negatives

Confused on how to exit the account balance screen

Tap on the text instead of the icon thinking it was a button

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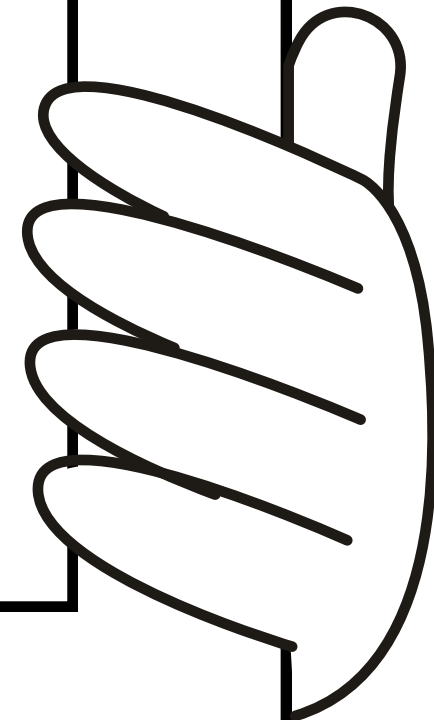
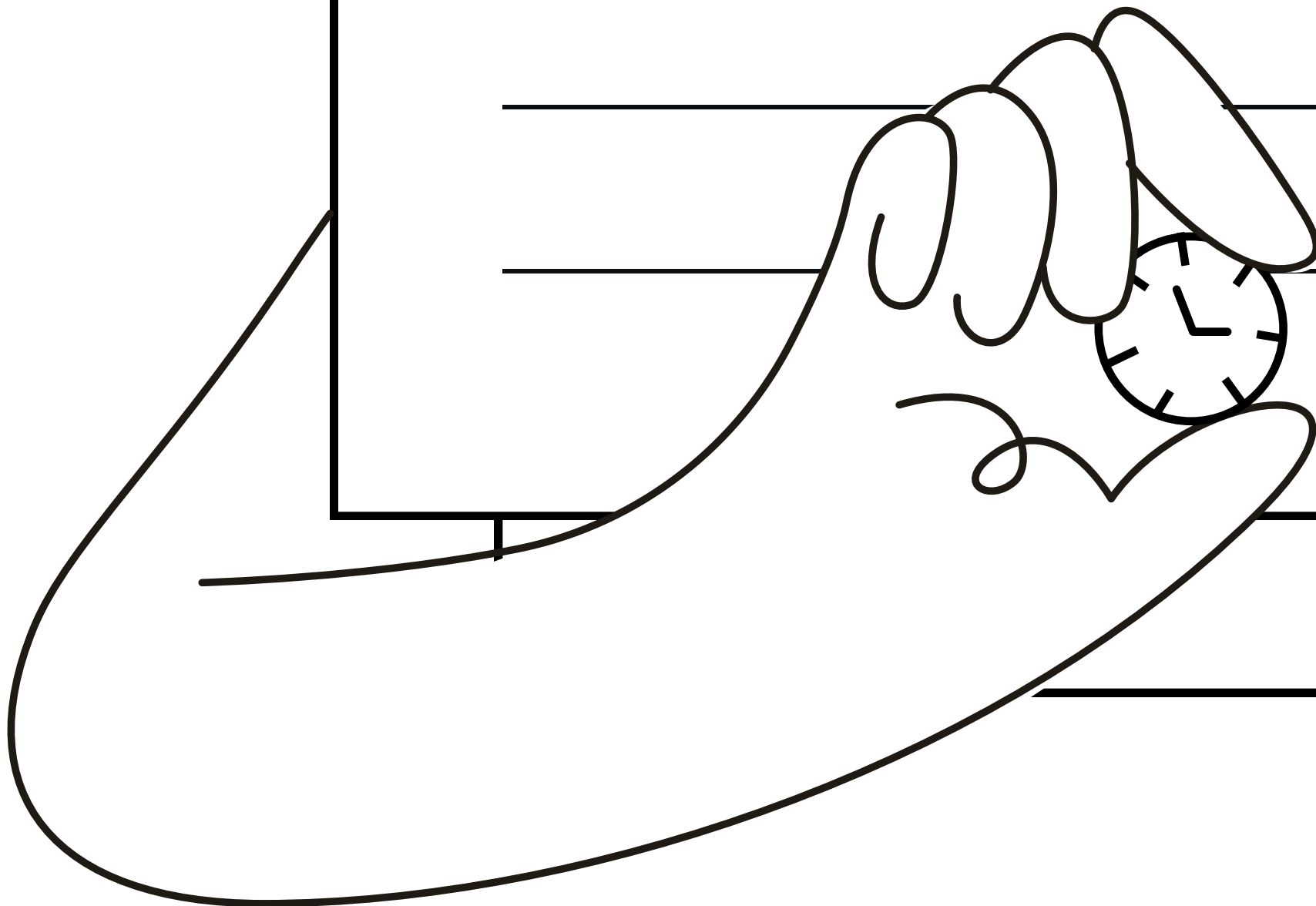
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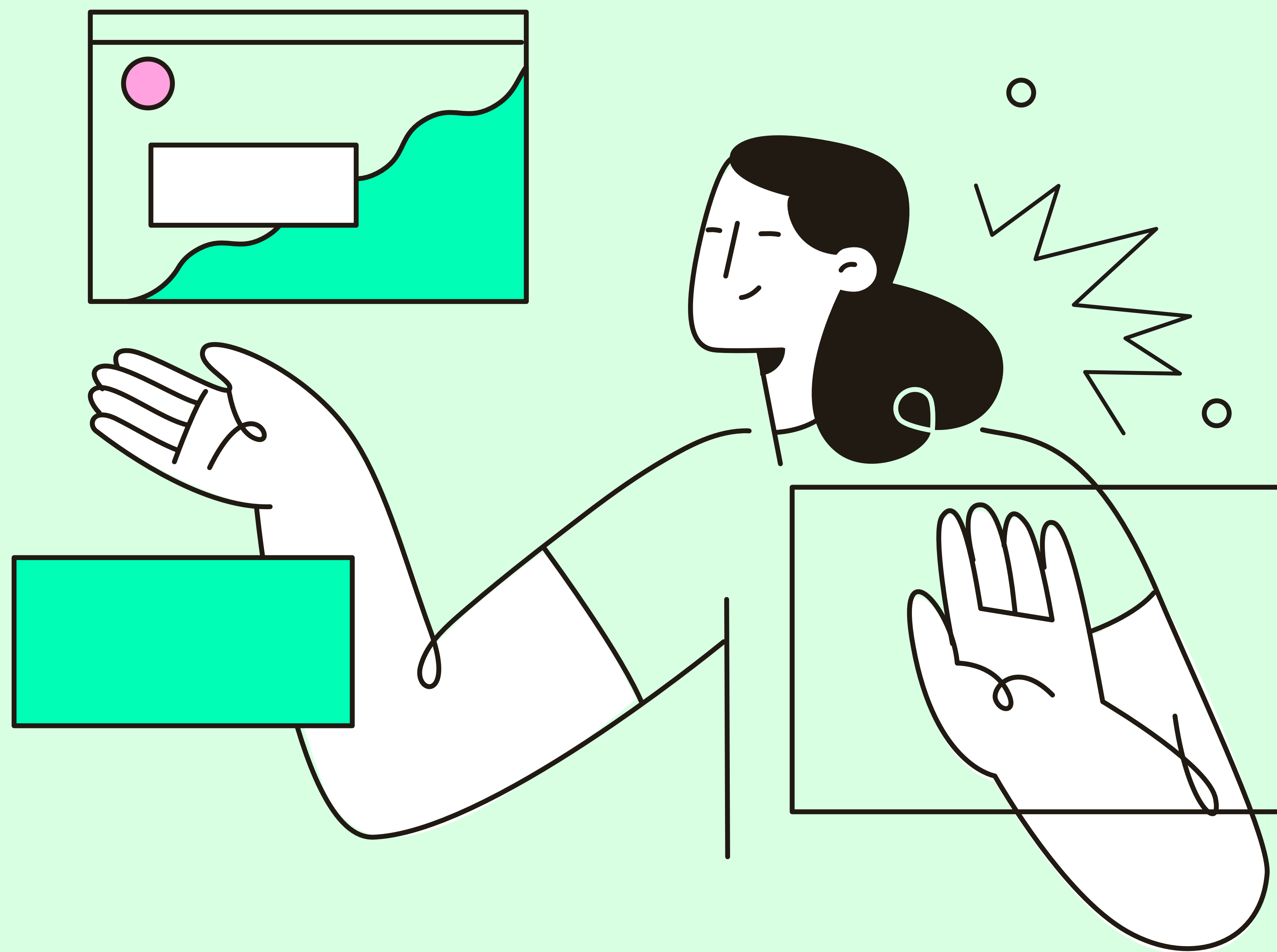
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*Stage 06*

# Present your work

Show off your prototype and  
the process you used to create it.

## How to present using Marvel

Now that you have your finalised solution, it's time to share it with the rest of your team or any relevant stakeholder.

Simply open the presentation template slides at <http://bit.ly/designthinkingpresentation> , click “File” > “Make a copy” and fill in the details including your prototyping link.

- **Every Marvel prototype has a sharable link** which you can send to any device or screen to present.
- **Simply click or tap ‘Share’ in Marvel** and grab the link to give to your facilitator to put on the screen.
- Use the **left and right arrow keys** to quickly go through your designs or click on the hotspots.

Presenting is easier with Marvel - in the words of IDEO, “If a picture is 1000 words, a prototype is worth 1000 meetings.”



*Congratulations!*

# You've completed your first workshop using Design Thinking!

What ideas will you bring to life next?

Head to: <https://marvelapp.com> to keep going!

