



MVPop & S4F



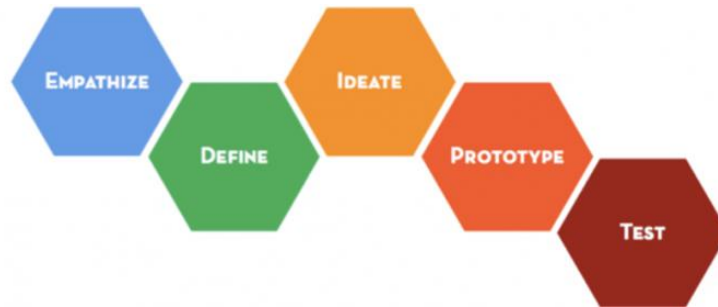
Old vs. New

Thinking	Design Thinking
Focuses on the subject/topic and trying to brainstorm	Focuses on attributes and characteristics of the subject
Rarely connects with similar topics/situations	Create metaphors with similar characteristics and attributes
Work on solutions but move farther away from the problem	Finds solutions through metaphors
Not a very wide variety/range of ideas	Apply metaphor solutions to original subject, giving a very broad and wide range of ideas from “thinking outside the box”

What is Design Thinking?

Design thinking is a very effective way of problem solving. The process begins by creating metaphors that have similar characteristics as the problem you're trying to fix, defining characteristics of those problems, and figuring out how those problems were resolved. The solutions that are deemed useful are then applied to the original problem, creating several different possible hypothetical solutions.

The great thing about design thinking is that there are no restrictions because you can literally brainstorm and interconnect anything you want. This also means design thinking is much faster than traditional thinking because solutions already exist, and are proven.



Design Thinking

**1.
Empathize**

Develop a deep understanding of the problem/challenge

Clearly identify the problem you want to be solved

**2.
Define**

Brainstorm metaphors and potential hypothetical solutions

**3.
Ideate**

**4.
Prototype**

**5.
Test**

Engage in innovative processes to continually improve the problem

Design prototypes to tell every part of your solution. Repeat if necessary

Example: Airbnb

Thinking	Design Thinking
<p>Define: Nobody was using Airbnb</p> <p>Test: Keep trying to advertise more and more so people will see it</p> <p>Result: Airbnb was improving on the same solution for the problem, not actually brainstorming other methods. Only focusing on advertising did not improve sales - they flatlined to \$200 in revenue per week</p>	<p>Empathize: People were not using Airbnb</p> <p>Define: The place is private, they try to rent out property, they take pictures of the properties and upload it, it is owned by someone else etc.</p> <p>Ideate: Hotels, motels, real estate agents, etc. all have one thing in common: they take good quality pictures of the property</p> <p>Prototype: Airbnb can take also take really nice pictures to clearly show their customers what they'd be renting</p> <p>Test: Go to each property being rented out, take professional pictures, upload it</p> <p>Result: This was the turning point for the company - now they are a multi-million dollar company with over 2,000,000 listings in 34,000 cities and 191 countries</p>