

Design Thinking Workshop

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What Is Design?

Design is the intentional and purposeful process of creating solutions that are meaningful, functional, and aesthetically pleasing.

Purpose: Addresses the deeper purpose for experience, and the impact on individuals and society.

Functionality: Focuses on usability, practicality, and performance.

Aesthetic: Concerned with the visual appeal, harmony, and emotional response.

you always have a purpose; designing is about trying to achieve that purpose.

Example Of Smartphone Design

Purpose: Smartphone design goes beyond aesthetics and functionality. It considers the deeper purpose of connecting people, providing access to information, and enhancing communication. It addresses the impact on individuals and society by considering factors like accessibility, inclusivity, and sustainability.

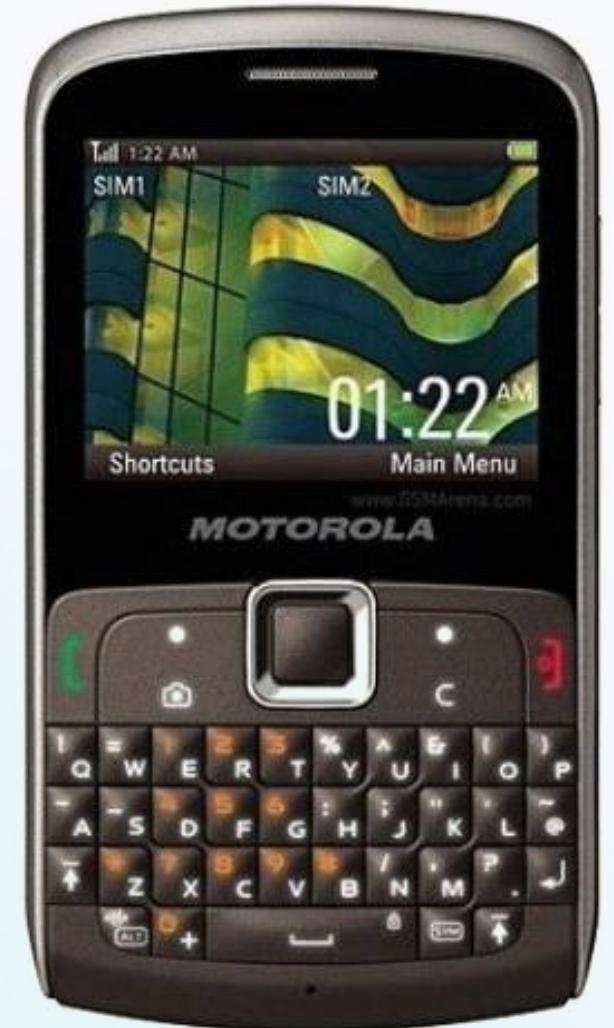
Functionality: Smartphone design focuses on usability and practicality. It involves creating an intuitive user interface, optimizing ergonomics for comfortable use, and ensuring reliable performance. Features like touchscreens, fingerprint sensors, and voice assistants enhance functionality.

Aesthetic: Aesthetically pleasing smartphone design considers visual appeal and emotional response. It involves carefully selecting materials, defining sleek and ergonomic shapes, and creating visually engaging interfaces. Designers pay attention to color schemes, typography, and iconography to create a cohesive and visually pleasing experience.

Design: An Ever-Evolving And Innovative Journey.



The model achieved its purpose but lacked refinement in functionality and aesthetics.



This model successfully incorporates various functionalities, including portability, improved user interface, and other notable features, enhancing the overall user experience.



Over time, the design has evolved, allowing us to successfully achieve the purpose, functionality, and aesthetic aspects of the product.

Overall, smartphone design has had a significant impact on how we communicate, access information, work, entertain ourselves, and lead our lives. The evolution of smartphone design has empowered individuals with unprecedented connectivity, convenience, and possibilities, making them an integral part of our daily routines and shaping the way we interact with the world.

Why Do We Need Design?

Problem-solving

Design helps us identify and solve problems effectively. Whether it's designing a product, a service, or a system, the design process allows us to understand user needs, analyze challenges, and develop innovative solutions.

User experience

Good design enhances the user experience by considering usability, functionality, and aesthetics. Designers strive to create intuitive interfaces and engaging experiences that make products and services enjoyable and efficient to use.

Communication

Design is a powerful communication tool. It helps convey complex ideas, messages, and information in a visually compelling and easily understandable manner. Through graphic design, visual communication, and information design, design helps facilitate effective communication across various mediums.

Differentiation and branding

In a competitive marketplace, design plays a vital role in differentiating products, services, and businesses from their competitors. Well-designed branding, packaging, and visual identities help create a distinct and memorable image that resonates with customers.

Efficiency and optimization

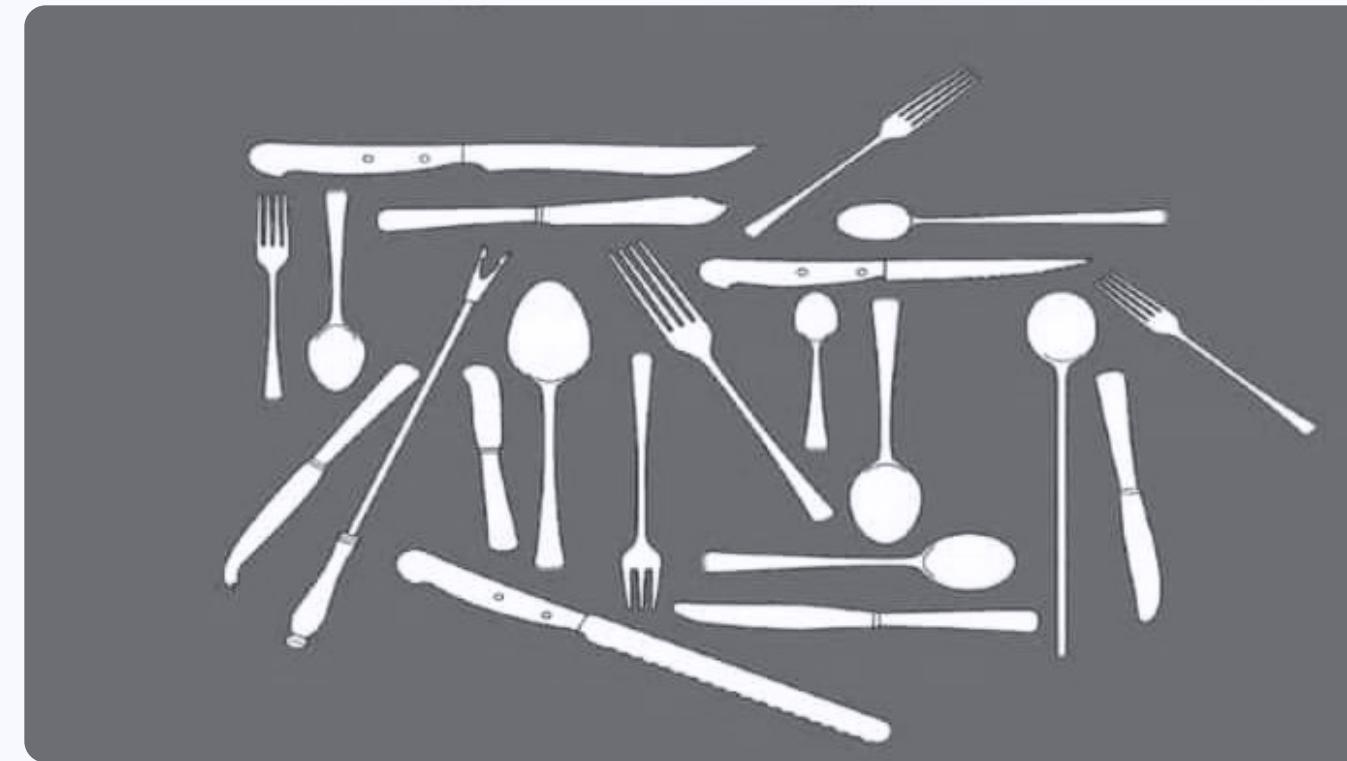
Design can improve efficiency and optimize processes. By analyzing workflows, ergonomics, and user interactions, designers can streamline processes, reduce errors, and enhance productivity. Design also helps eliminate unnecessary complexity, making systems and interfaces more intuitive and efficient.

Emotional connection

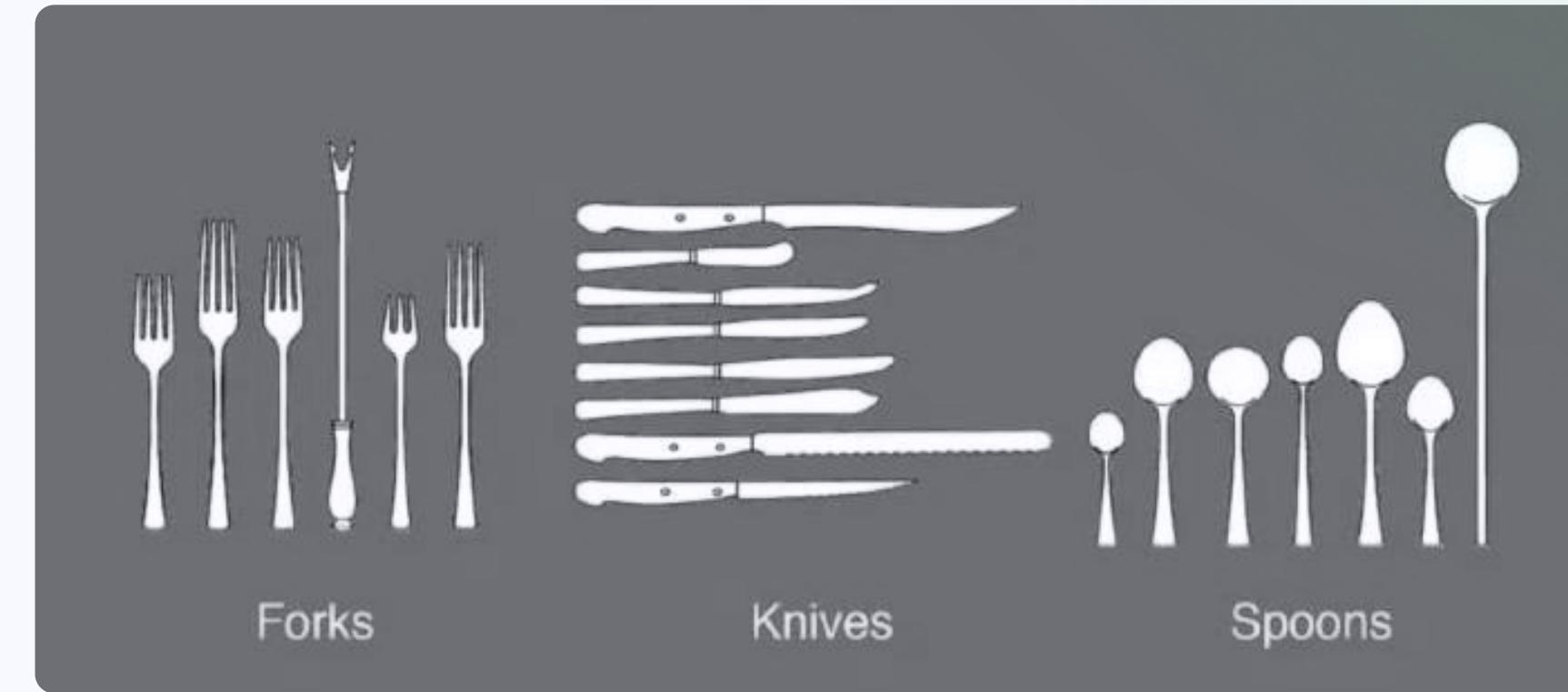
Design has the power to evoke emotions and create meaningful connections. Whether it's through visual aesthetics, interactive experiences, or human-centered design, well-executed design can evoke positive emotions, build trust,

What Is User Experience Design?

User Experience (UX) design refers to the process of enhancing user satisfaction and usability when interacting with a product, system, or service. It involves understanding users' needs, goals, and behaviors, and then designing intuitive and meaningful experiences that fulfill those needs.



If you have this..



then as a common man you will do this.



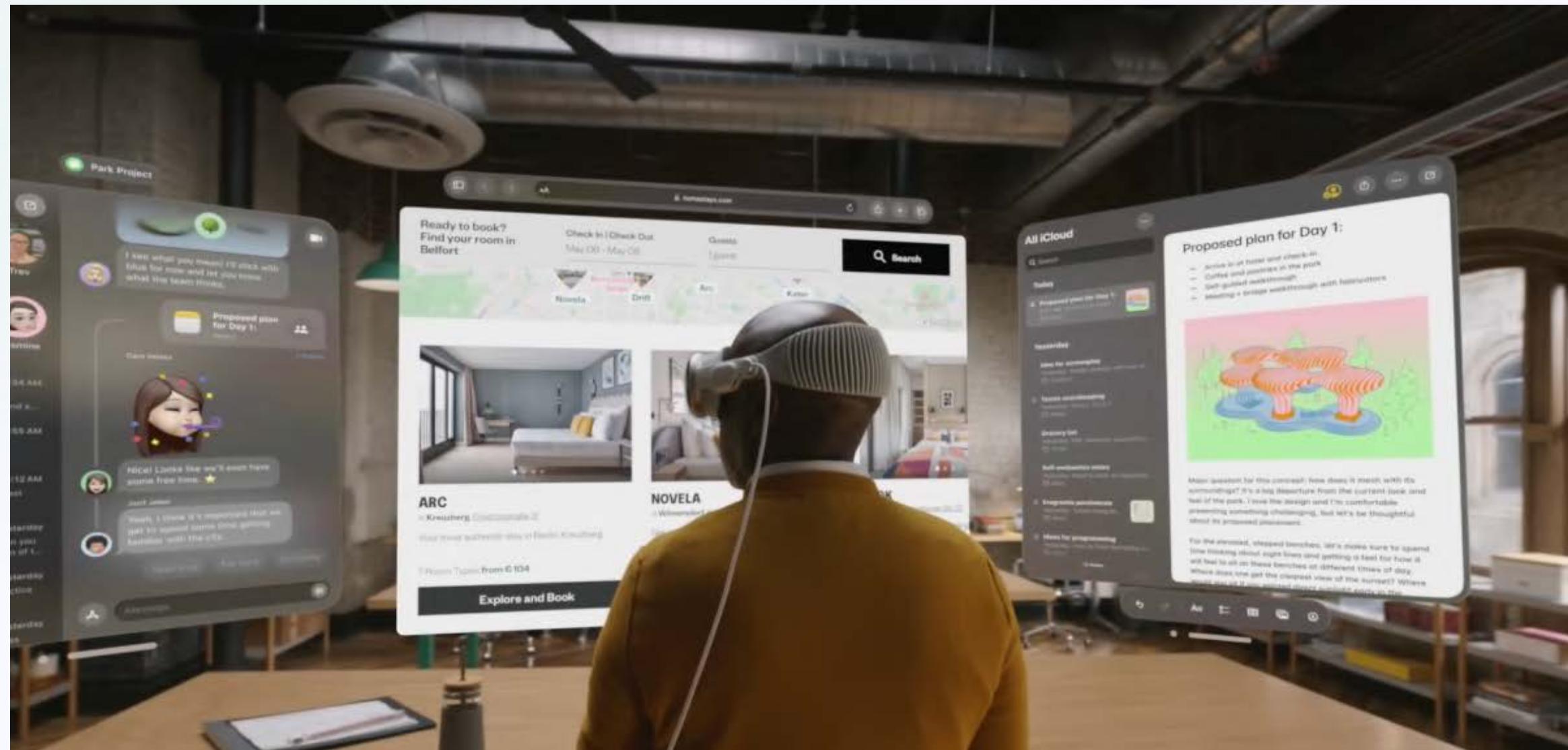
But as a UX designer, you will think of experience and will do this.

- The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother.
- Next comes simplicity and elegance that produce products that are a joy to own, a joy to use.
- True user experience goes far beyond giving customers what they say they want.

User Experience In Digital World

- User Experience (UX) is a critical aspect of designing digital products, focusing on creating meaningful and enjoyable interactions between users and technology.
- UX design aims to craft intuitive and engaging experiences.

The future of UX design holds boundless possibilities as it continues to evolve. It encompasses advancements like artificial intelligence, voice technology, virtual reality, and even design without interfaces, opening up new horizons for creating immersive and seamless user experiences. The journey ahead promises exciting innovations that will shape the way we interact with technology and redefine the boundaries of user-centric design.



WhatsApp Has Changed Our Experience Of Communicating

- WhatsApp is a prime example of how UX design enhances the communication experience in a digital product.
- UX designers meticulously craft WhatsApp's interface to prioritize simplicity, convenience, and effective communication.
- With an intuitive and user-friendly design, WhatsApp allows users to easily send text messages, make voice and video calls, and share multimedia content with contacts.
- WhatsApp's UX design also incorporates end-to-end encryption, enhancing privacy and security, instilling trust among users.

Features That Has Changed Our Live!!

- Instant messaging
- Group chats
- Voice and video call
- Personalization
- Sharing Media
- WhatsApp Business

Through thoughtful UX design, WhatsApp has transformed the way people communicate globally, fostering connections, and facilitating effortless communication across distances.



Design Thinking

To create impactful designs which have a pleasant user experience, designers usually follow 'Design Thinking Process.'

The design thinking process is a human-centered approach to problem-solving and innovation.

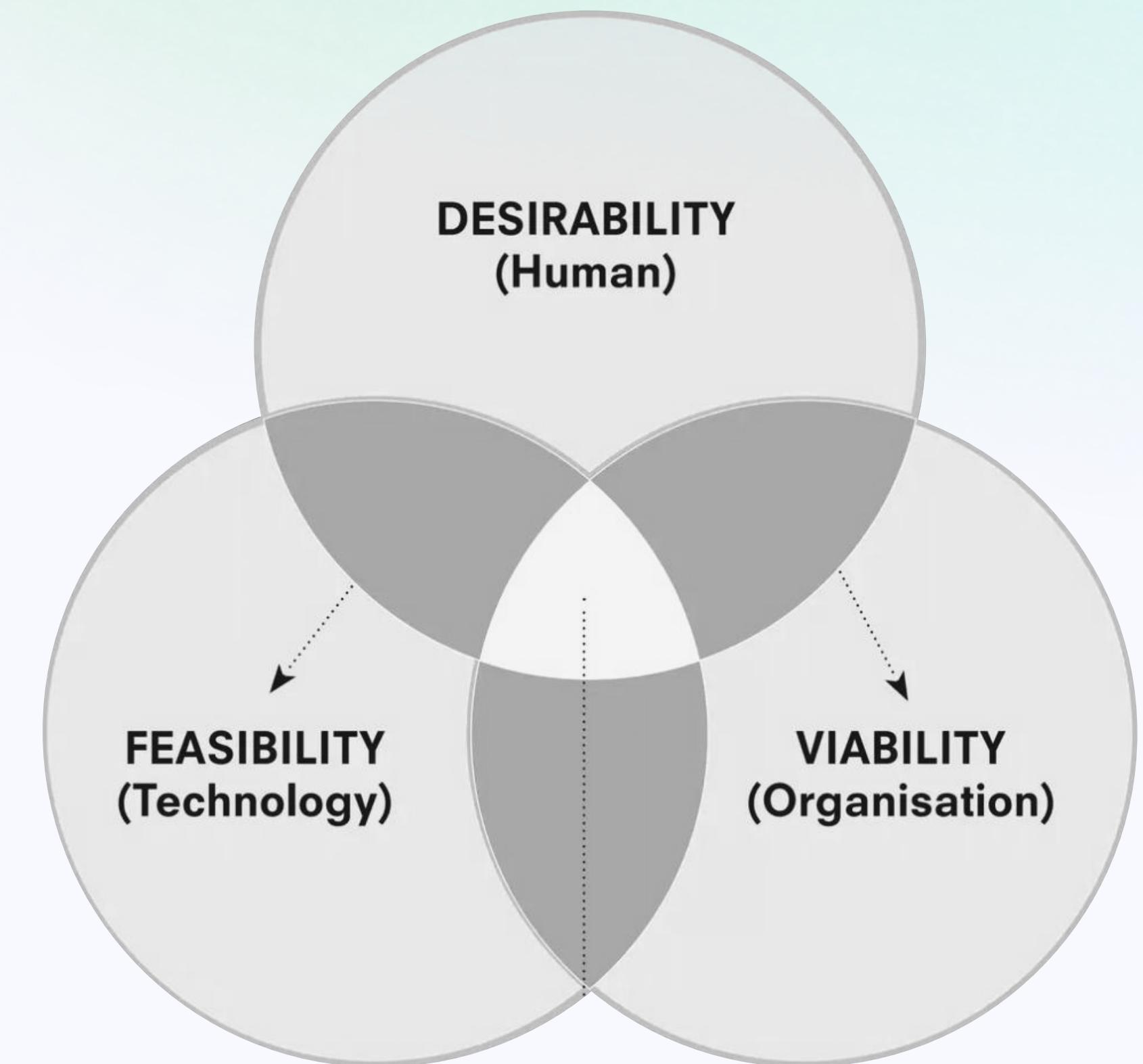
Desirability: What makes sense to people and for people?

Feasibility: What is technically possible within the foreseeable future

Viability: What is likely to become part of a sustainable business model?

"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

—Tim Brown, Executive chair of IDEO



Why Is Design Thinking Important?

Human-Centered Solutions

Design thinking puts the focus on the needs and experiences of users. It encourages empathy and deep understanding of people's problems, enabling the creation of solutions that truly meet their needs.

Problem Framing and Identification

Design thinking emphasizes the importance of framing and identifying the right problems to solve. It helps uncover underlying challenges and root causes, enabling a more targeted and effective problem-solving approach.

User Experience and Engagement

Design thinking prioritizes user experience and engagement. It aims to create meaningful and enjoyable experiences for users, ensuring that solutions not only solve problems but also resonate with and delight the intended audience.

Collaboration Approach

Design thinking promotes collaboration and a multidisciplinary approach. It brings together diverse perspectives, expertise, and skills to tackle complex problems collectively, resulting in more comprehensive and robust solutions.

Innovation and Creativity

In a competitive marketplace, design plays a vital role in differentiating products, services, and businesses from their competitors. Well-designed branding, packaging, and visual identities help create a distinct and memorable image that resonates with customers.

Iterative and Adaptive Process

Design thinking embraces an iterative and adaptive process. It involves prototyping, testing, and continuous feedback, which eventually helps us to get into the right solution.

The Process



1. Frame A Question

In the design thinking process, starting with a curious mindset and asking the right questions is crucial. A prime example is the creation of the Polaroid Instant Camera, sparked by a four-year-old's question, "Why do we have to wait for the picture?" Crafting good questions inspires teams and generates ideas that truly meet customer needs. Questions drive learning, with "What if?" encouraging brainstorming and "How?" guiding implementation. Throughout the design thinking journey, revisiting and asking questions at various stages enhances the process.

Why?

To decide what to work on, we often gather the leadership teams to brainstorm on the problem topics. Unlike the brainstorm used later in the approach, this one is focused on topics and not solutions

What?

- Understand the context
- Secondary Research
- Competitive Landscape
- Identifying Business Objectives
- Identifying User Objectives
- Definition of a 'wow' Outcome

How?

- Framing the problem statement
- Planning the workshops



2. Gather Inspiration

Design thinking involves gathering inspiration by understanding people's needs through observation, interviews, and surveys. Actively listening and empathizing with others helps incorporate diverse ideas and perspectives, fostering creativity. Staying open to different contexts and using analogous inspiration from unrelated fields can bring new insights. Brainstorming ideas based on the research findings allows for innovative solutions to emerge.

Why?

To understand the users to build relevant personas followed by preparing the team to spend time in doing relevance based research that can be applied to this problem.

What?

- Primary research
- Create Personas
- Contextual Enquiry
- Competitor Analysis
- Analyse and synthesise the collected data

How?

- Gathering Contexts
- Persona Development
- Competitor Analysis and Trend Analysis



3. Generate Ideas

During brainstorming, the design thinking process involves both divergent and convergent thinking. Divergent thinking focuses on generating a large quantity of ideas, even if they seem wild or unfeasible. Convergent thinking is used to narrow down and select the best ideas. Throughout the ideation process, the 7 rules of brainstorming are applied, including deferring judgment and building on the ideas of others. The magic circle activity allows for unconstrained creative thinking, followed by evaluating and refining ideas based on constraints.

Why?

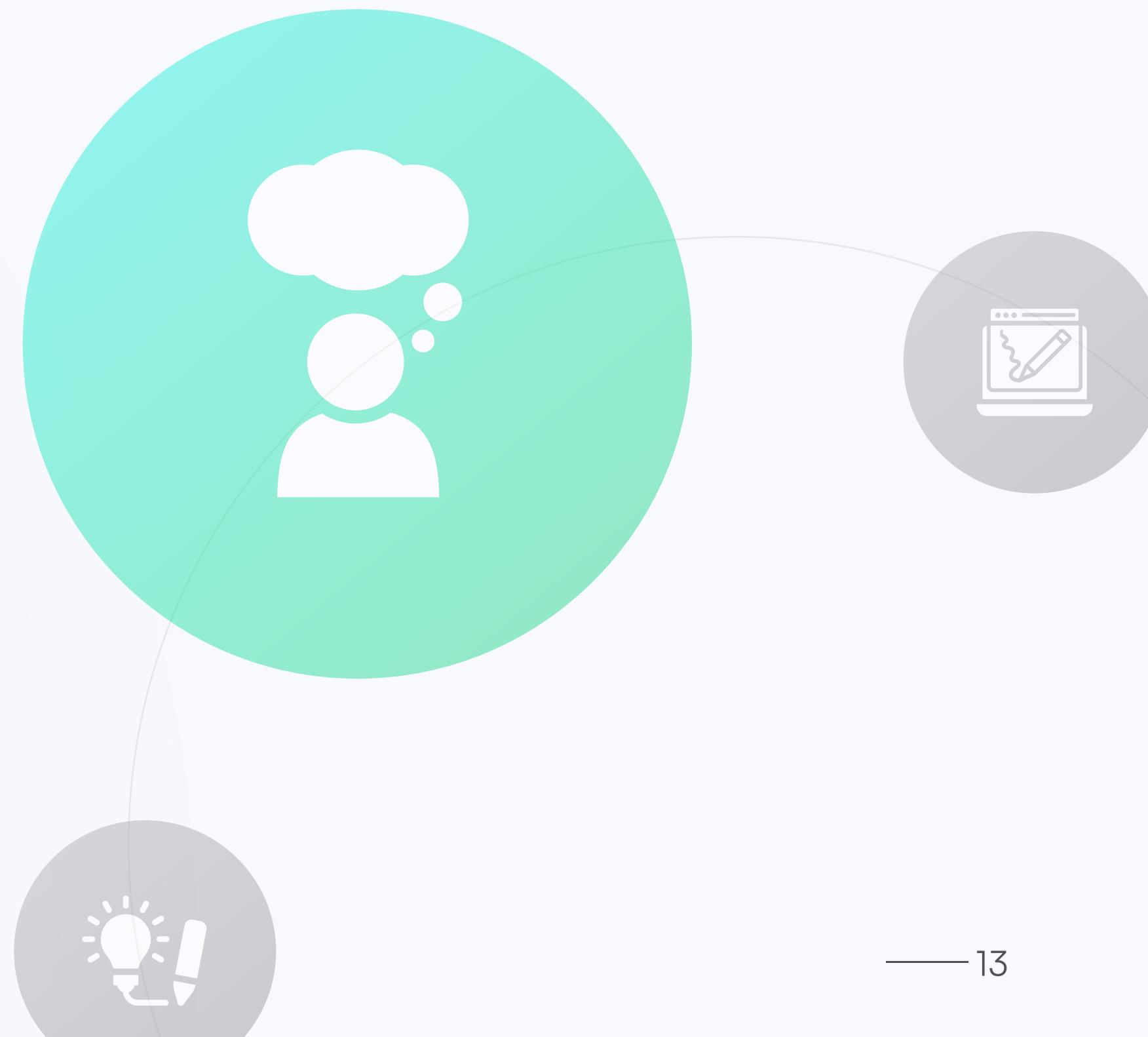
This allows for the exploration of diverse ideas, bringing us closer to the solution phase. By considering a range of possibilities, we can make informed decisions and ultimately arrive at the best solution.

What?

- SCAMPER
- Storyboarding
- Attribute Listing
- Opportunity Mind Map
- Top 5 Voting etc...

How?

- Concept & Story Boarding
- Journey Mapping
- Framing the solution direction



4. Make Ideas Tangible

Prototypes make ideas tangible and facilitate communication. They can be simple sketches or models, allowing for feedback and iterative learning. Building prototypes uncovers new ideas and enables testing with users, leading to improvements and refinements in the design process. Be resourceful and agile when creating early prototypes, leveraging user feedback to enhance their effectiveness.

Why?

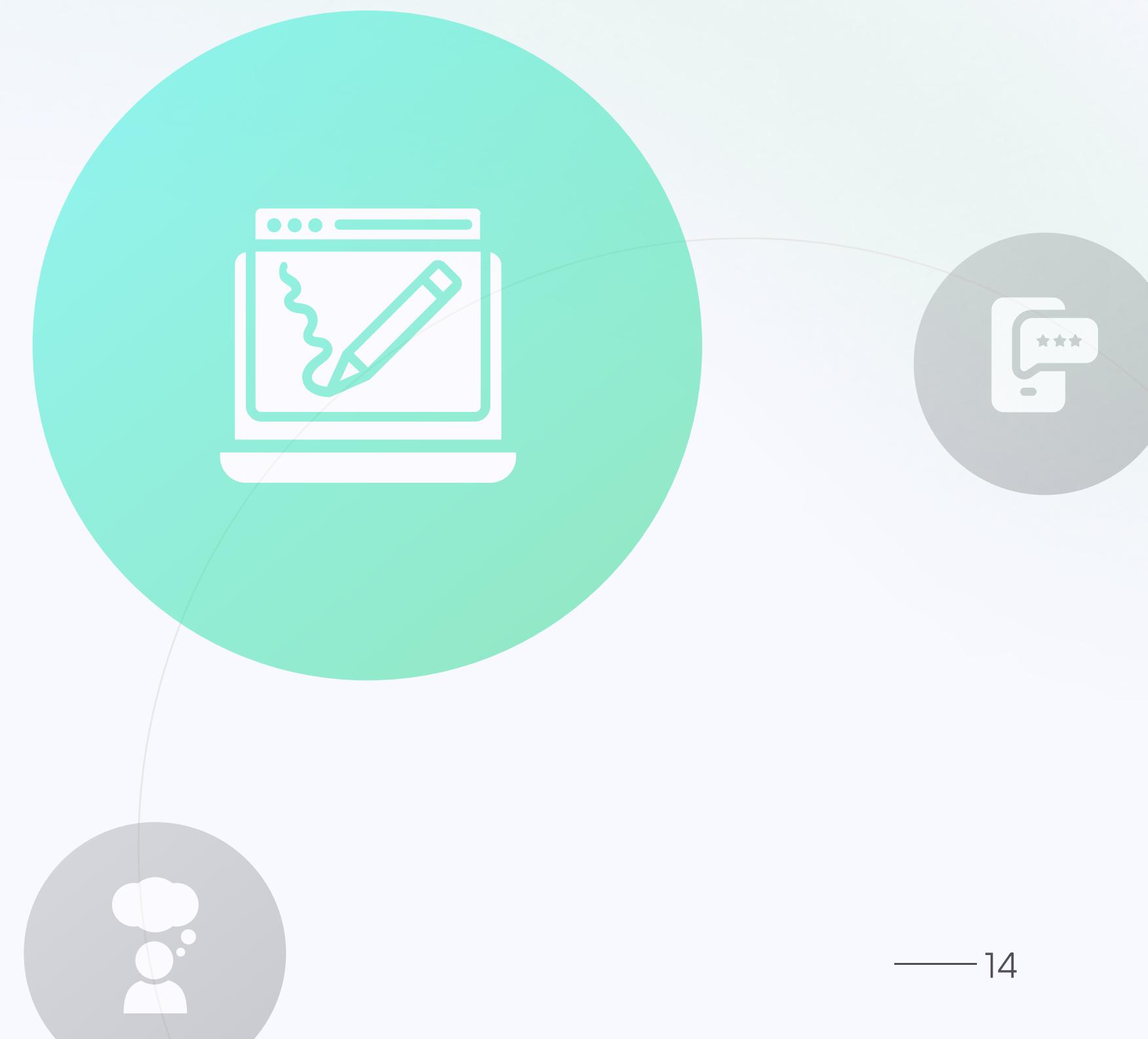
To understand the users to build relevant personas followed by preparing the team to spend time in doing relevance based research that can be applied to this problem.

What?

- Ideate and brainstorm
- Create wireframes
- Quick prototyping

How?

- Hi / Low Fidelity wireframes
- Quick sketching
- Customer Journey maps



5. Test To Learn

Testing prototypes provides valuable insights into user interactions and real-world feasibility. Various test methods, ranging from low-cost guerilla tests to more detailed evaluations, offer both quantitative metrics and qualitative feedback. Test findings inform the iterative process of prototyping and guide the development of the final solution. Iteration is a crucial aspect of design thinking, allowing for continual refinement and progression towards the desired product or service.

Why?

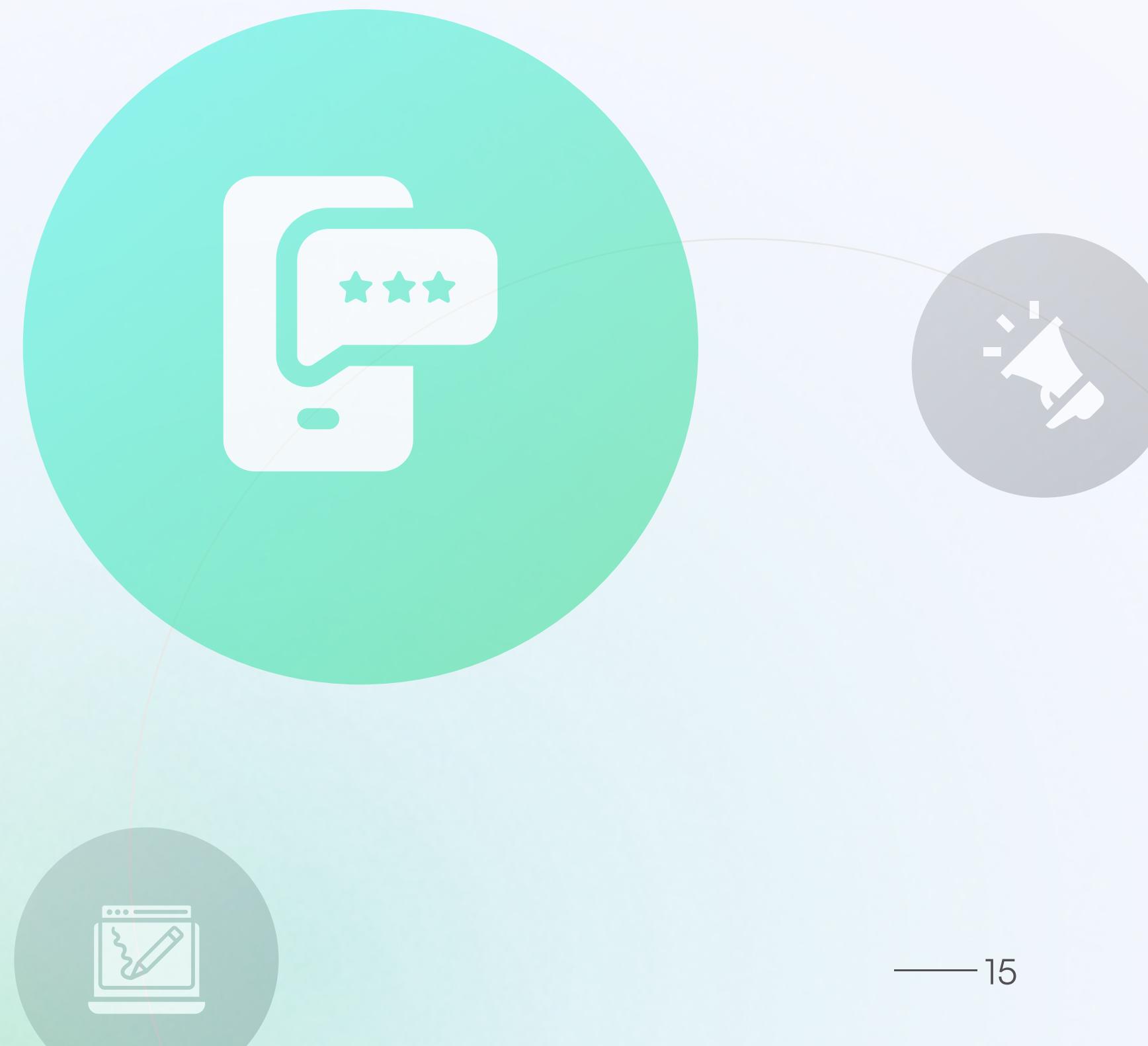
Look at options on what would be the ideal solution and empathy that needs to be valued. Revisit to ensure that it is well validated and tested to deliver the promise to the end customer

What?

- Now, How and Wow
- Feedback
- Usability Testing
- Heuristics Evaluation

How?

- Hi / Low Fidelity Prototypes
- Field Testing
- Feedback Forms
- Learning cards
- Journey Maps



6. Share The Story

Crafting a compelling story is crucial in design thinking as it connects people to your idea on a human level. By putting your audience at the center, you can effectively convey the big idea and highlight the significance of your work. Sharing your design thinking journey not only engages others but also facilitates reflection and improvement.

Why?

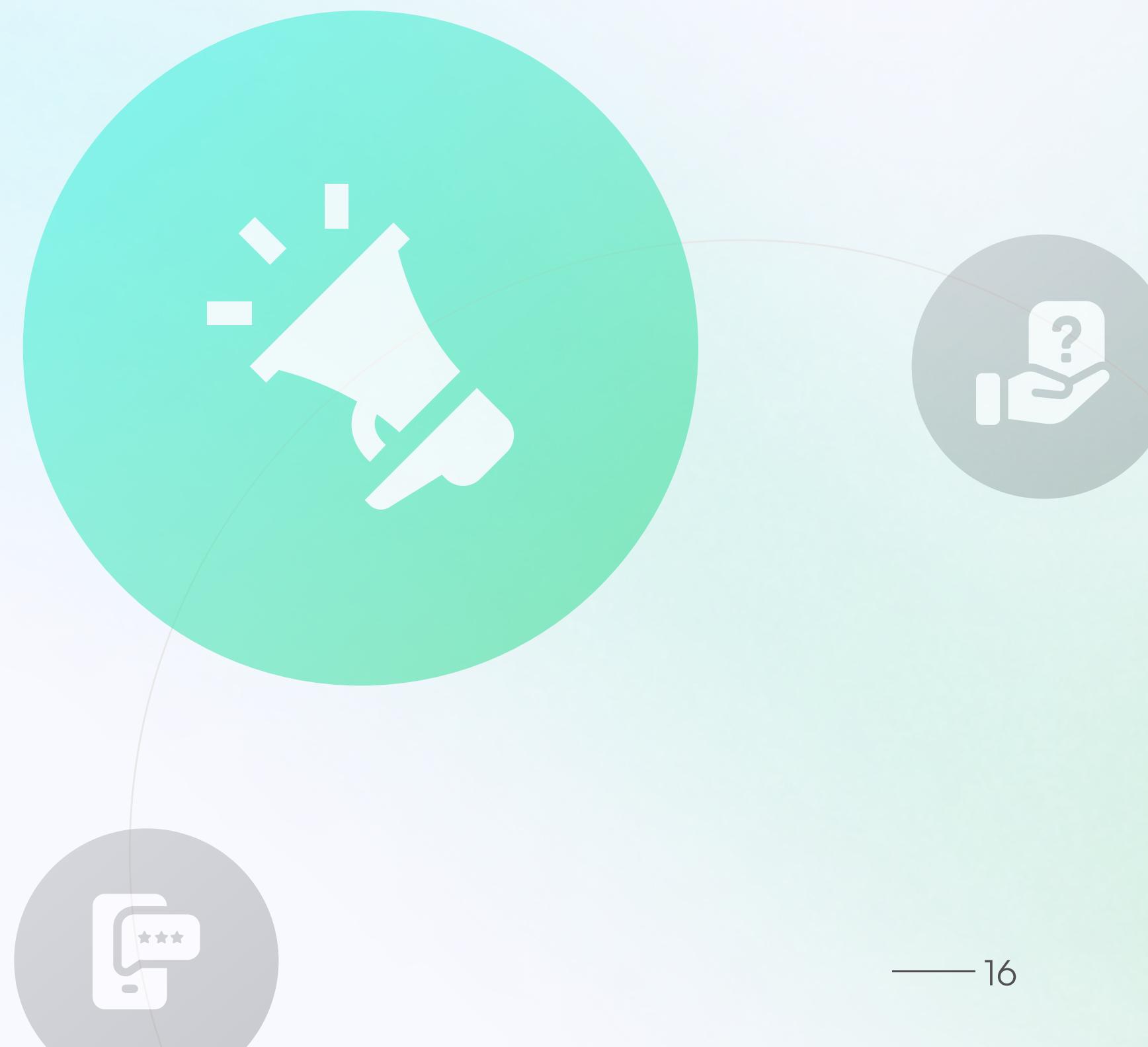
By sharing your story, people will get to know your purpose and thought process. It will help people to understand your design more.

What?

- Storytelling
- Marketing
- Branding
- Know if actually your is doing good

How?

- Communication
- Reflection
- Connect with people



Case Study

One example of impactful user experience design is the UPI (Unified Payments Interface) payment system.

Problem

In India, people faced difficulties with scattered payment options and the hassle of carrying cash or relying on traditional bank transfers. They needed a simpler and safer way to handle transactions seamlessly.

Goal/ Objective:

The objective was to design a digital payment platform that simplifies and streamlines peer-to-peer transactions, providing a convenient and user-friendly solution for sending and receiving money instantly.



Impact Of Design Through UPI



Simplified Payments

The design of the UPI system addressed the problem statement by enabling users to link their bank accounts to a single UPI ID. This eliminated the need to remember complex account details or share sensitive information for every transaction.



Enhanced User Experience:

UPI's user-friendly interface and intuitive design made it easy for individuals to initiate payments, verify transactions, and manage beneficiaries. The hassle-free experience transformed the way Indians conducted transactions, promoting financial inclusion and empowering small businesses.



Environmental Impact

The shift towards digital payments through UPI has a positive environmental impact. It reduces the need for the production and transportation of paper currency, resulting in lower energy consumption and a decrease in carbon emissions.



Financial Inclusion

UPI's impact extended to millions of people, enabling them to participate in the digital economy. It empowered individuals from diverse backgrounds and regions to access and benefit from various financial services and government initiatives.



Push Towards a Cashless Economy

UPI's design innovation played a significant role in India's push towards a cashless economy. It provided a convenient and secure method for digital payments, reducing reliance on cash and traditional banking methods.



Economic Growth

UPI has contributed to the growth of the digital economy by facilitating quick and secure transactions. It has boosted business activities, especially for small and medium enterprises, by providing them with a reliable and efficient payment infrastructure.

What Is A Design System?

Design system is a collection of reusable components, guidelines, and assets that ensure consistent and cohesive design across different products and platforms.

Design systems include components like buttons, forms, typography, and color palettes, as well as guidelines for their usage.

Benefits

- Consistency

Design systems establish a consistent look and feel, ensuring a seamless user experience.

- Efficiency

Reusable components and guidelines save time and effort in the design and development process.

- Scalability

Design systems allow for rapid product adaptation and iteration, enabling growth and expansion.

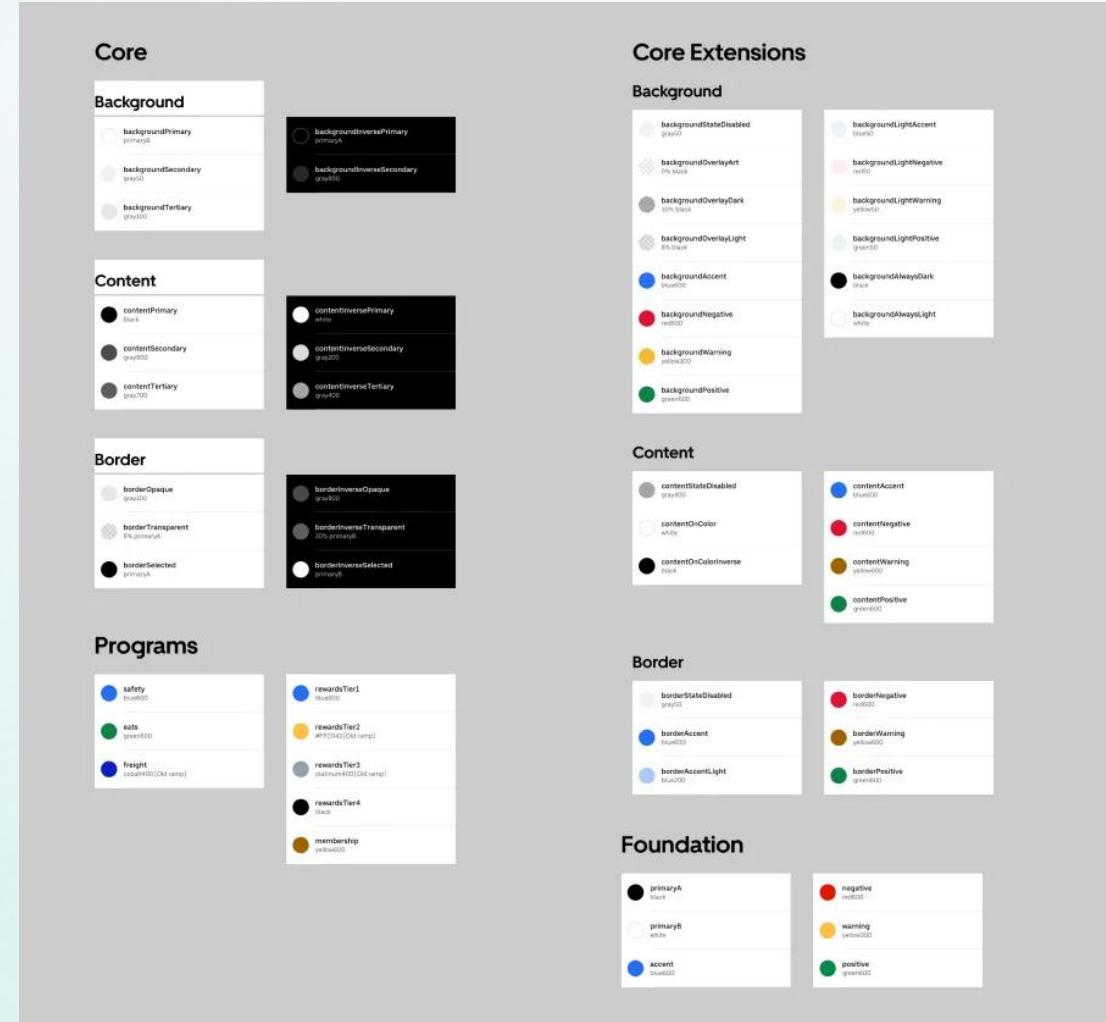
- Collaboration

They foster better collaboration among designers, developers, and stakeholders, creating a shared understanding and vision.

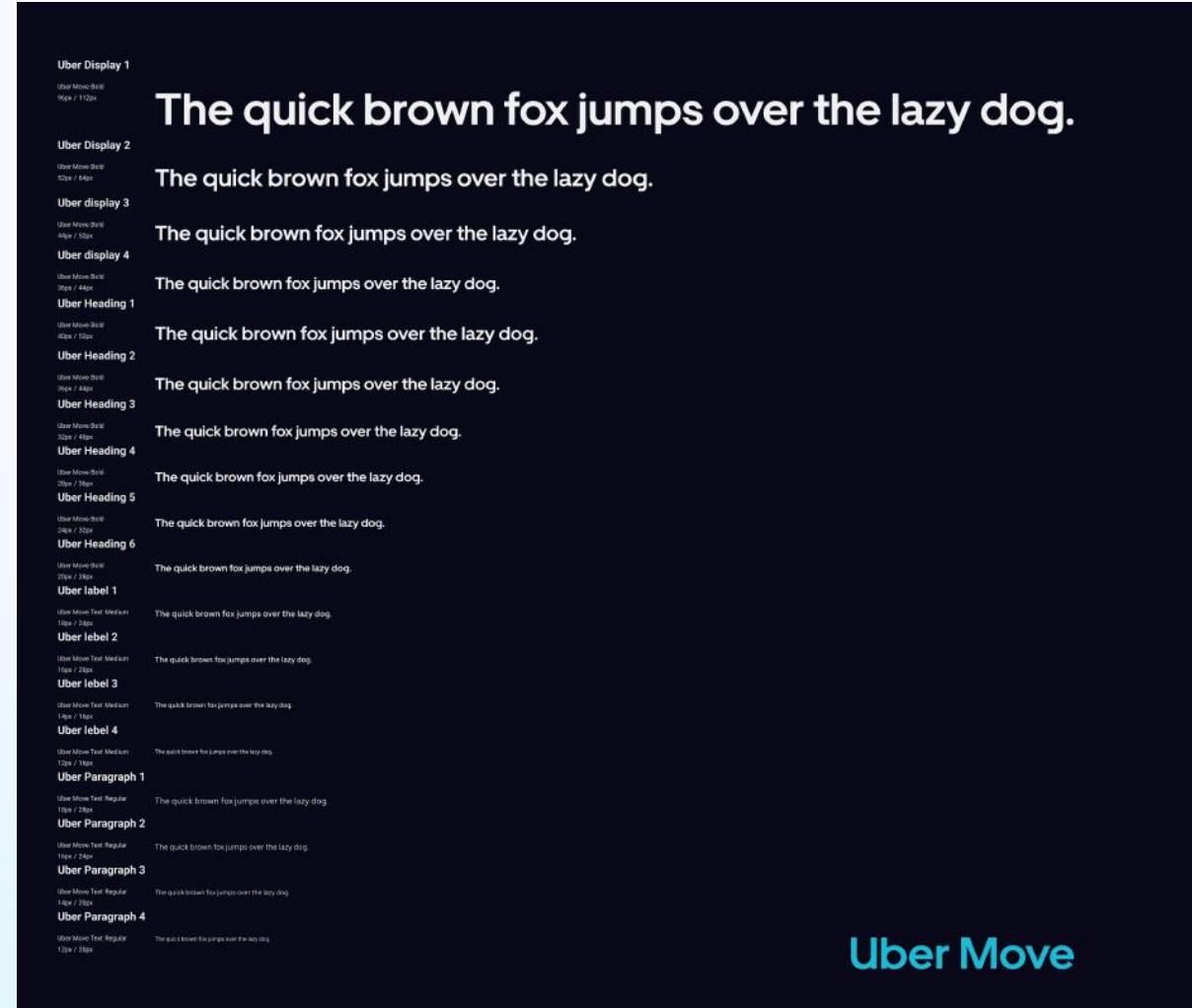
- Strong Brand Identity

By enforcing consistent design elements, design systems reinforce brand identity and recognition.

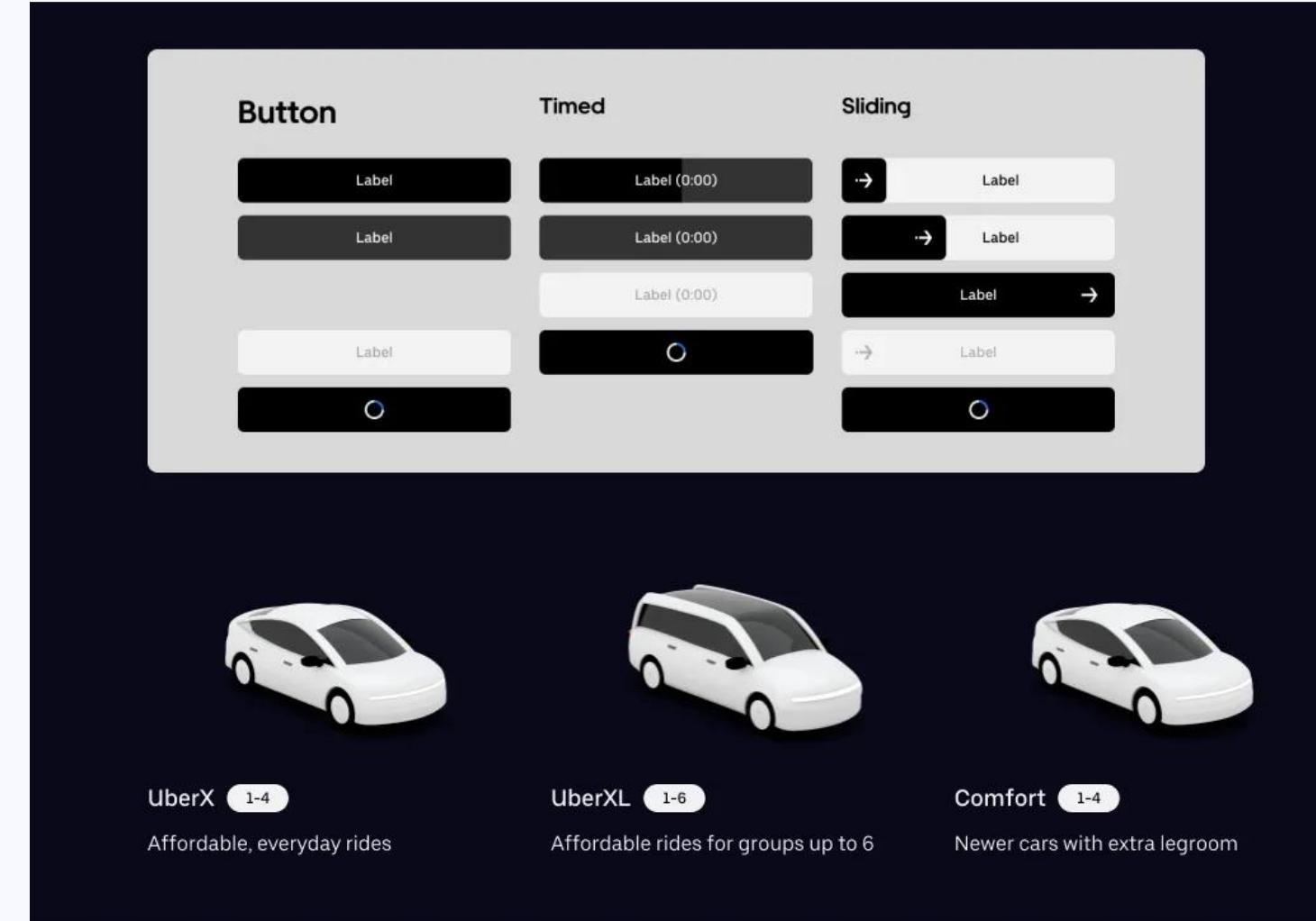
Example Of Design System



All the colours has been defined here



Text



Buttons and other components

Apart from text, color, and buttons, a design system encompasses various components that assist in creating screens while maintaining consistency. This systematic approach streamlines the process of screen creation and enhances efficiency.

Business Aspects Of Design

A design-centric company is a company that takes its time to design every aspect of the business — recruiting, customer services, sales, marketing, operations, product, etc based on data and insight from customers, people within the company, experimenting with processes, and trying new things.

Different Possibilities

- Design opens up valuable opportunities for businesses. Its importance is often underestimated, but good design can bring some significant business benefits.
- The research and prototype stages of the design process can generate new product ideas and allow you to discover your customers' needs and preferences.
- Design can then help you turn these ideas into innovative and competitive products and services that are suitable for your market. You can also use design to make your business processes more efficient and to strengthen your marketing approach.

Make Design Part Of Your Business Strategy

Successful businesses include design as part of their business strategy from the outset. This is because involving design at an early stage can save you money and result in a better offering and a better experience for your customers.



Anything that won't sell, I don't want to Invent. Its sale is proof of utility, and utility is success.

— Thomas Edison

How Does Design Contribute To The Growth Of A Business?

Faster product delivery to the market

Applying problem-solving techniques and finding solutions through design thinking reduces the design and development timeline, enabling faster product delivery.

Cost reduction and increased ROI

Efficient and timely product delivery leads to decreased expenses and higher return on investment, benefiting the business financially.

Cultivating customer loyalty and relationships

Design thinking, with its human-centric approach, fosters effective customer communication, trust, and loyalty, expanding the customer base.

Effective fulfillment of customer requirements

Design thinking involves prototyping, iterative testing, and customer feedback implementation to ensure that the product effectively meets customer needs.

Company-wide implementation of design thinking

Design thinking is not limited to designers; it can be adopted by all teams to enhance collaboration, idea generation, and employee engagement, making work more interesting and impactful.

While design was once largely thought of as a way of making products more attractive, it is now a way of thinking: a creative process driven by the desire to better understand and meet consumer needs.

- McKinsey.



ROI Of Design

Measuring the return on investment (ROI) of design thinking can be a challenge in any organization. Product innovation thrives when desirability, business viability, and technological feasibility converge. Design thinking, with its proven ROI, integrates these three crucial elements and delivers significant business value.

But How?

- Improving your UX saves you money

A little up-front UX research can save you hundreds of engineering hours and thousands of dollars. Decreases the cost of customer support.

- Focusing on UX increases your revenue

Increases conversion rates and improves customer retention and loyalty

“Most people make the mistake of thinking design is what it looks like. People think it’s this veneer — that the designers are handed this box and told, ‘Make it look good!’ That’s not what we think the design is. It’s not just what it looks like and feels like. Design is how it works.”

— Steve Jobs



Measuring Success Of Design

The return on investment (ROI) of design in business can be significant and impactful. Here are some key aspects of design that contribute to ROI:

Enhanced User Experience

Investing in design ensures that products or services are intuitive, user-friendly, and aesthetically pleasing. This leads to increased customer satisfaction, loyalty, and repeat business.

Differentiation and competitive advantage

Well-designed products or services stand out in the market and differentiate a business from its competitors. Design can create a unique brand identity and positioning that attracts customers and sets the business apart.

Market share and revenue

Design can drive customer acquisition and retention, leading to increased market share and revenue growth. Intuitive and visually appealing designs can attract a wider audience and expand the customer base.

Cost savings and efficiency

Design thinking can identify and solve usability issues, streamlining processes and reducing costs associated with customer support, maintenance, or rework. Well-designed systems or interfaces can increase productivity and operational efficiency.

Creates New opportunities

Design fosters creativity and innovation, allowing businesses to identify new opportunities and develop innovative solutions. Design-driven innovation can lead to the creation of new products, services, business models that open up new markets or revenue streams.

Overall, investing in design can result in a positive ROI by improving customer satisfaction, driving revenue growth, reducing costs, fostering innovation, and providing a competitive edge in the market.

How Apple Successfully Leveraged Design Thinking

When Steve Jobs comes to mind, Apple's exceptional user experience and meticulous design approach immediately stand out. Jobs prioritized creating high-quality products and services that excelled in simplicity and user-friendliness.

With design thinking at the core, Apple soared to unprecedented heights in the market, revolutionizing technology across usability, design, and user interface.

Apple is renowned for its unique approach to innovation and thinking differently. Let's know some of their key aspects that sets them different from other brands.



Apple – Think Different



Well designed products through innovation

It's not just about how it looks but also how it works. Apple also focuses on beautiful products through innovation and development. Their products tend to create a statement and are bold, and trendy.



Product strategy

Apple has organized its products into a product family in such a way that there is product dependability. AirPods were connected to the iPhone, and an iPhone is connected to the Apple Watch. This creates a hype as soon as the product is launched, thus connecting the dots backward.



Feedback from customers

Since customer experience is a huge part of Apple's mantra, they have integrated it into the design and development stages as well, with the help of testing and feedback processes.



Customer experience

It ensures that all their customers are satisfied with the product and have an unforgettable customer experience. From product designs to stores to packaging design everything is focused on creating delightful experiences.



Excellent execution

The quality of the product was focused on while coming up with the designs. They release limited product but with nearly perfection.



Brand and Marketing

Apple excels in building a strong brand image and captivating marketing campaigns. The company creates a sense of aspiration and desire around its products, fostering a loyal and enthusiastic customer base.

Design Creates Culture.
Culture Shapes Values.
Values Shape The Future.

Robert L. Peters, Designer, And Author