Design Thinking Activity Template

Objective: Walk through the steps of design thinking to solve a simple, real-world problem.

# Step 1: Empathize. Goal: Understand the problem from the user's perspective.

Guiding Questions:

- Who is experiencing the problem? Customers of a local online store and the store’s delivery team.

- What are their needs and goals? Customers want fast and reliable delivery. The store wants to maintain customer satisfaction and reduce complaints.

- What challenges or frustrations do they face? Late deliveries, poor communication on delivery status, and lack of tracking updates.

- What emotions are involved? Frustration, anxiety, disappointment, distrust.

- What would success look like from their perspective? On-time delivery, real-time tracking, clear updates, and better communication.

User needs, feelings, frustrations, and observations:

- Need: Timely and transparent delivery process

- Feeling: Frustrated with delays and uncertainty

- Frustration: No real-time updates or clear contact

- Observation: Delivery delays occur mostly during peak hours or bad weather

# Step 2: Define

**Goal: Create a clear and focused problem statement.**

Problem Statement:

“Online store customers need a reliable and transparent delivery tracking system because they often face uncertainty and frustration due to late or untrackable deliveries.”

# Step 3: Ideate

**Goal: Generate a wide range of possible solutions.**

Ideas:

- A mobile app with real-time delivery tracking

- SMS alerts for each stage of delivery

- A chatbot to answer delivery-related questions

- Delivery route optimization software for drivers

- A “track your driver live” feature

- An interactive dashboard for customer service

- Gamification: reward customers for feedback on delivery experience

# Step 4: Prototype

**Goal: Create a simple representation of your best idea.**

Chosen Idea: A mobile delivery tracking app with driver live-location feature and push notifications

Prototype Description:

The app shows:

- Order status (Packed > Out for Delivery > Delivered)

- Driver's live location on a map

- ETA with weather/traffic alerts

- “Message your driver” button

- Push notifications at key delivery milestones

User Interaction:

Customer opens app > sees live driver location > gets ETA updates > receives package > rates experience

# Step 5: Test

**Goal: Get feedback and improve your idea.**

Feedback from another group:

- Liked: Live map is helpful; push notifications are great

- Questions: What if the customer doesn’t have a smartphone?

- Suggestions: Add a backup SMS feature and offline delivery confirmation

Our Response:

We’ll add optional SMS alerts and delivery confirmation via phone call or SMS for users without smartphones.