Phases of Design Thinking

DESIGN THINKING: A NON-LINEAR PROCESS

Learn about users through testing

Empathise to help define the problem

Tests create new ideas for the project

Empathise → **Define** → **Ideate** → **Prototype** → **Test**

Learn from prototypes to spark new ideas

Tests reveal insights that redefine the problem
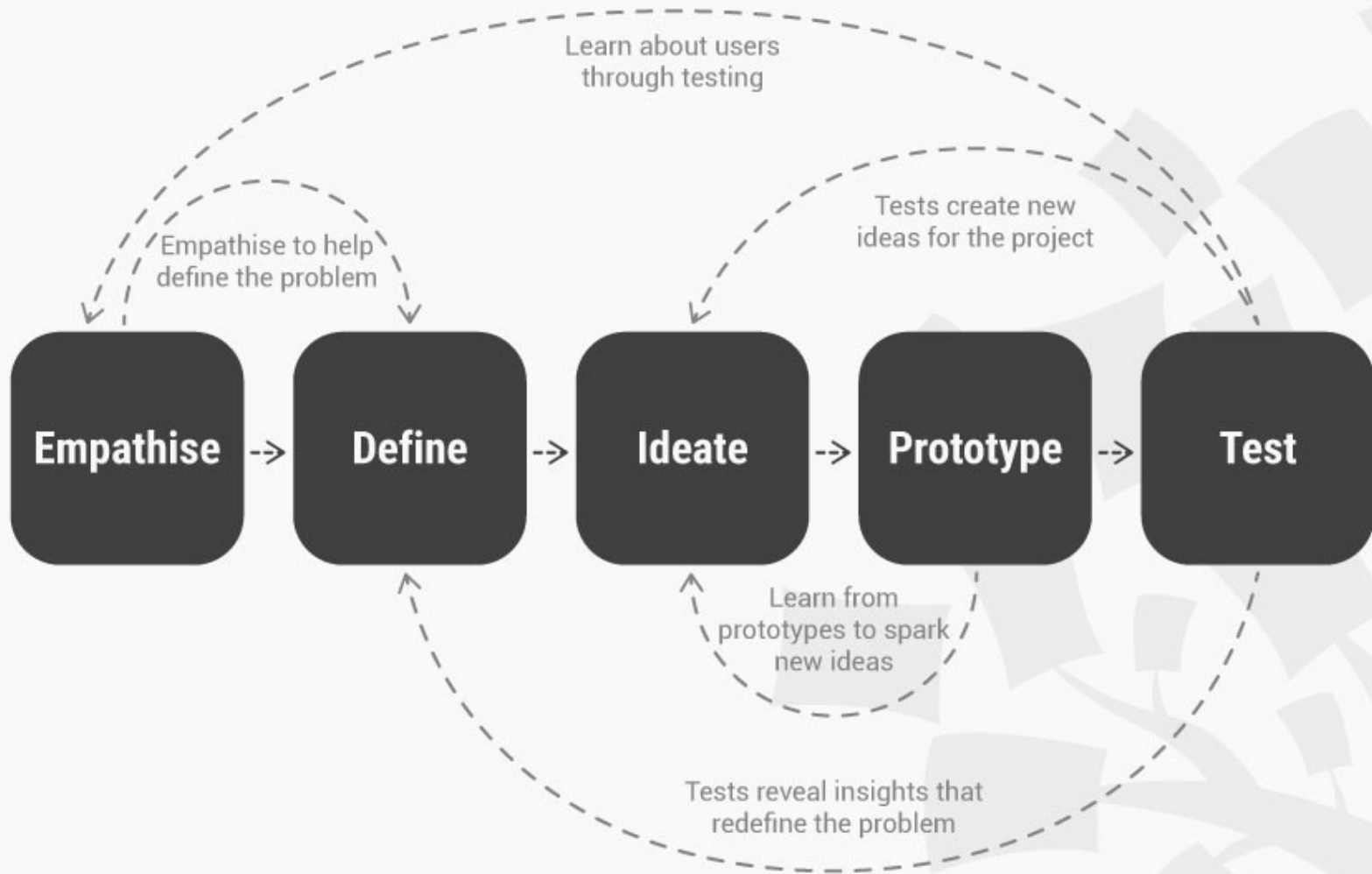
Phase 0: Understand/Observe

- Study current market
    - Current users
        - Likes
        - Dislikes
    - Current techniques
    - History
    - Cost structure
- Understand how things are
    - Create feasibility record
    - Other creative firms avoid this process

Phases of Design Thinking

- Empathise – with your users
- Define – your users' needs, their problem, and your insights
- Ideate – by challenging assumptions and creating ideas for innovative solutions
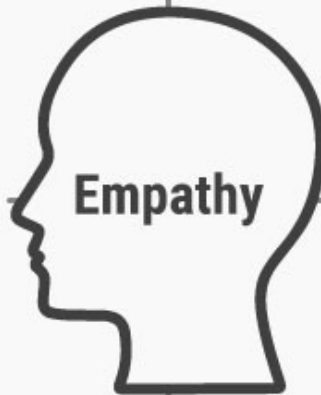- Prototype – to start creating solutions
- Test – solutions

Empathise

- In a general sense, empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do.

- Design Thinking revolves around a deep interest in developing an understanding of the people for whom we're designing the products or services.
- It helps us observe and develop empathy with the target user.

- In Design Thinking, empathy is a "deep understanding of the problems and realities of the people you are designing for".

- It involves learning about the difficulties people face, as well as uncovering their latent needs and desires in order to explain their behaviours.

- To do so, we need to have an understanding of the people's environment, as well as their roles in and interactions with their environment.

- Empathy is crucial to a human-centered design process.

- It allows design thinkers to set aside their own assumptions about the world in order to gain insight into users and their needs.
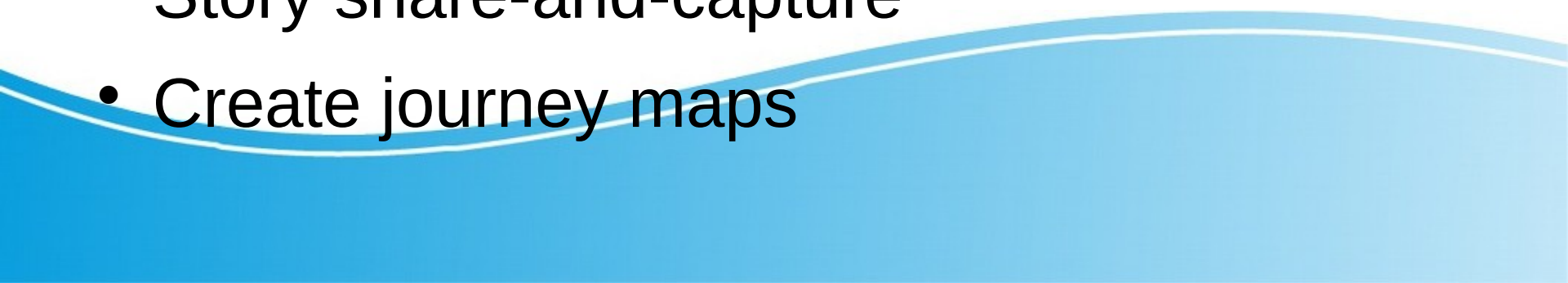
- Empathy helps us gain a deeper appreciation and understanding of people's emotional and physical needs, and the way they see, understand, and interact with the world around them.

- It will also help us to understand how all of this has an impact on their lives generally, specifically within the contexts being investigated.

- Unlike traditional marketing research, empathic research is not concerned with facts about people (such as their weight or the amount of food they eat), but more about their motivations and thoughts (for instance, why they prefer to sit at home watching TV as opposed to going out for a jog).

- It's inherently subjective, since there is a fair amount of interpretation involved in finding out what people mean rather than what they say.

- Depending on time constraints, a substantial amount of information is gathered at this stage to use during the next stage and to develop the best possible understanding of the users, their needs, and the problems that underlie the development of that particular product.

Empathise methods

- The following are our favourite Empathise methods:

- Ask What-How-Why

- Empathy interviews

- Use photo and video user-based studies

- Engage with extreme users

- Story share-and-capture

- Create journey maps

Designing Without Empathy: Google Glass

- Google launched its first wearable product, the Google Glass, with much fanfare in 2013. The head-mounted wearable computer, while being technologically impressive, failed to perform well, and a lot of that comes down to a lack of empathy towards the users.

- The commercial failure of Google Glass can be traced to Google's lack of empathy towards users: voice-activated actions are socially awkward, the camera creates a privacy concern for people around the Glass user, and the device doesn't seem to solve any specific user needs.

Designing With Empathy: Embrace warmer

HUMAN
CENTERED

embrace

An infant thermoregulator
designed for extreme affordability

Entrepreneurial Design
for Extreme Affordability

In developing countries, 80% of all premature
and low-birth-weight infants are born far away
from hospitals and traditional incubators.

Embrace is a $25 thermoregulator designed to save premature and low birth weight
babies. Our mission is to help the 20 million vulnerable babies born every year around
the world, who can't access traditional incubators that cost up to $20,000.

- A team of postgraduate students at Stanford were tasked with developing a new type of incubator for developing countries.

- Their direct contact with mothers in remote village settings who were unable to reach hospitals, helped them to reframe their challenge to a warming device rather than a new kind of incubator.

- The Embrace Warmer is capable of going where no incubator could go before, due to its portability and dramatically reduced production costs. The Embrace Warmer is an ultra-portable incubator which can be wrapped around an infant and be used while the infant is held in the mother's arm.

Designing With Empathy: Canon EOS Digital SLR camera

How would a beginner photographer know what to choose?

- To help beginners, fully automatic modes are represented with icons on the dial, which makes it easy for a non-expert to guess what they mean.

- Icons are also universal – i.e., independent of language.

- More advanced (expert) modes are shown with abbreviations