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The Problem

UX design students need a tutorial on design thinking which covers all five (5) stages and associated tools and techniques, concisely in clear, simple language. The tutorial should allow them to access more detail if they wish and should be free without requiring signing up for an account.

The Solution

Create content for a free online handbook for students which uses clear and simple language to describe the Design Thinking Process.

Present the handbook as a responsive, easily navigable, accessible website with clean and minimalist design, built using HTML (content), CSS(style), JavaScript(logic).

Technical Solution

[nic-dgl409-wi24/dgl-409-capstone-project-Jan-elle-Chan at mvp \(github.com\)](https://github.com/nic-dgl409-wi24/dgl-409-capstone-project-Jan-elle-Chan)

The MVP was built using Bootstrap 5.3.2 which allows for the rapid development of a responsive website.

Features that demonstrate idea

- Clear and simple language
- Clean and minimalist design since there will be diagrams etc
- Responsiveness
- List/ show the five (5) stages of the design thinking process:
Empathize, Define, Ideate, Prototype, Test
- For one of the five (5) design thinking stages provide

- Concise one-line description of what the stage accomplishes

*Example: In the **Empathize** stage you try to understand the user and their needs.*

- Brief description explaining the role in the overall process, activities undertaken, techniques used and any deliverables produced.

Example: During the empathize stage you try to get to know the user and the problem/s they are facing. This will involve observation, immersion, interviews, surveys...

- List techniques used
- Provide an example of a technique/ stage deliverable from successfully completed school project.

Alternative Solutions

- YouTube Videos – narrated video split into chapters for each design thinking stage or a series of videos, each of which covers a different stage. The video will walk the user through the stage, the techniques used and how to develop the associated graphics and tools.
- Pros – videos appeal to some learning styles
- Cons - even though videos can be organised into chapters, it may be difficult to pinpoint where in the chapter required information is located.
- Interactive PDF – Similar to the online handbook, it will outline each stage at a higher level and provide links to more detailed descriptions,

lists of techniques which also link to more detailed guides on how to apply the techniques.

Pros - Can be used when student does not have Internet access, at work or on the bus, relatively small file

Cons - Requires some knowledge of software such as InDesign or Adobe Acrobat, Development languages, HTML, CSS, JavaScript are available within the Visual Studio environment for free, both e-book and interactive PDF require access to different software.

- E-book, published via Kindle – Can be created like a regular book that provides information on each stage in separate chapters
- Pros – It can be free to benefit students or sold at a small price to offset development costs
- Cons – the user will need to have an Amazon Kindle account, this restricts its market somewhat

The online handbook is the best solution because:

- Online handbook requires no account setup like a Kindle e-book would.
- Online handbook displays content as text and images, can be used anywhere unlike YouTube video which has audio and may not play well in some areas due to network security restrictions or bandwidth
- Online handbook allows user to quickly jump to relevant parts,

Building on the MVP

In order to fully deliver the solution as described previously, the following (at a minimum) must be done


- Review wireframes
- Improve site accessibility
- Improve SEO
- Add depth to content, that is build out each stage further
 - Explain step-by-step, how graphics and other deliverables (affinity diagrams, user stories, POV (point of view statement), low-fidelity wireframe, high-fidelity wireframe, test plan and tests) should be developed
 - Provide examples of deliverables, some of which are from successfully completed school projects that would have been vetted by a lecturer.
 - Provide a form for users who wish to contribute, request information on a particular topic or provide general feedback
 - For each graphic/ stage deliverable list resources required to develop: actual material, equipment, information
Example: Notepaper, pencils, voice-recorders, cameras
- Complete other design thinking stages

Given adequate time

- Add dual navigation/ refine navigation
- Add circular logo/ navigation
- Provide other examples
- Provide links to creative tools
- Consider creating or linking to tests or quizzes

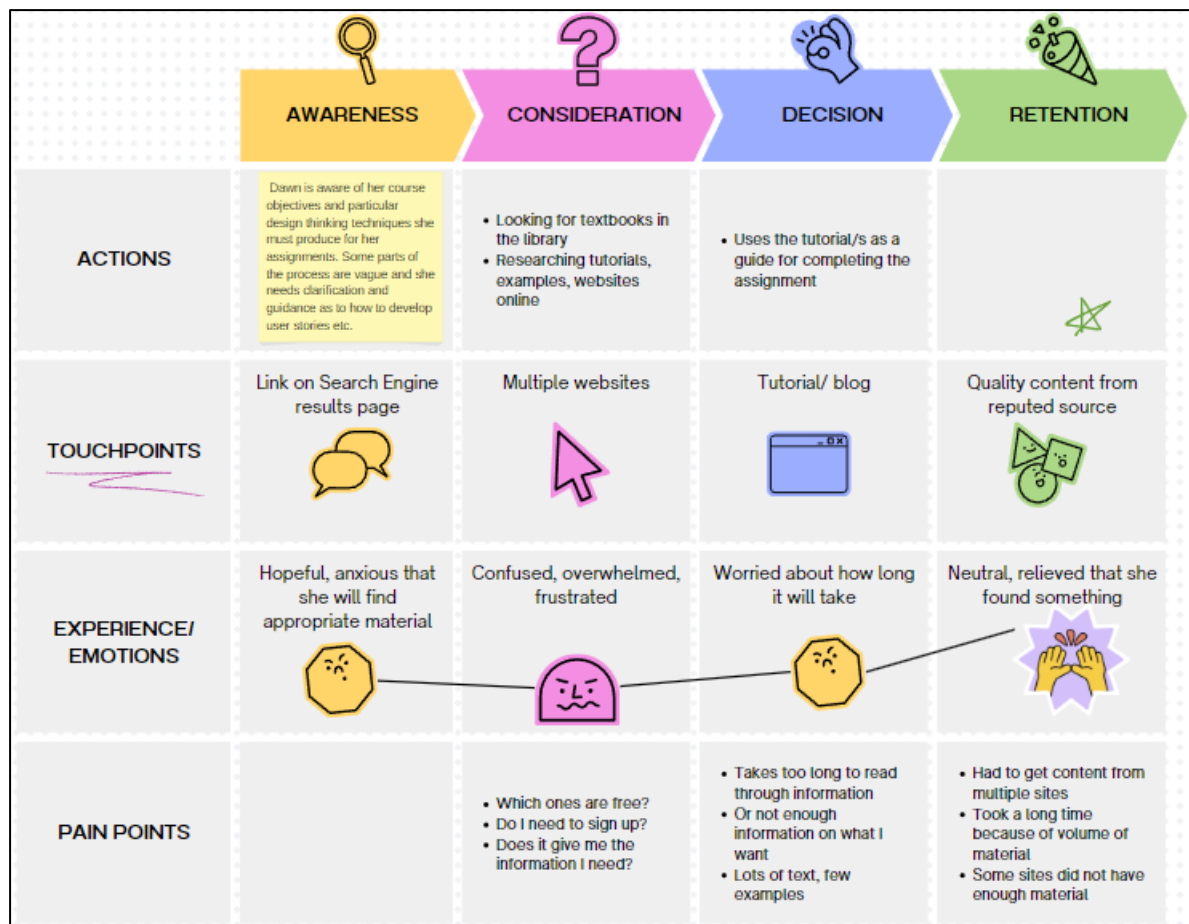
The User

User Persona

 <div>Dawn</div>		A SHORT DESCRIPTION			
		<ul style="list-style-type: none">• Dawn is a fun-loving design student, who loves her school experience.• She enjoys puzzles, visiting art galleries and photography			
KEY ATTRIBUTES					
Inquisitive <ul style="list-style-type: none">• Likes challenges Outgoing <ul style="list-style-type: none">• Interacts with peers		Ambitious <ul style="list-style-type: none">• Works hard at her courses, wants to do well Talented/ Artistic <ul style="list-style-type: none">• Designer and photographer			
NEEDS		CHALLENGES			
<ul style="list-style-type: none">• User-friendly, easy to understand design thinking tutorial• Wants it to be concise without lengthy explanations, in clear simple language• Wants practical examples and exercises with feedback or answers		<ul style="list-style-type: none">• Little to no free time to research multiple tutorials and complete assignments• Finding quality content that is free			
OPPORTUNITIES					
<ul style="list-style-type: none">• A free tutorial• Put everything about design thinking in one place so there is no need to research multiple sites• Provide practical examples• Use clear, simple language, free of jargon, explain jargon if it must be used					

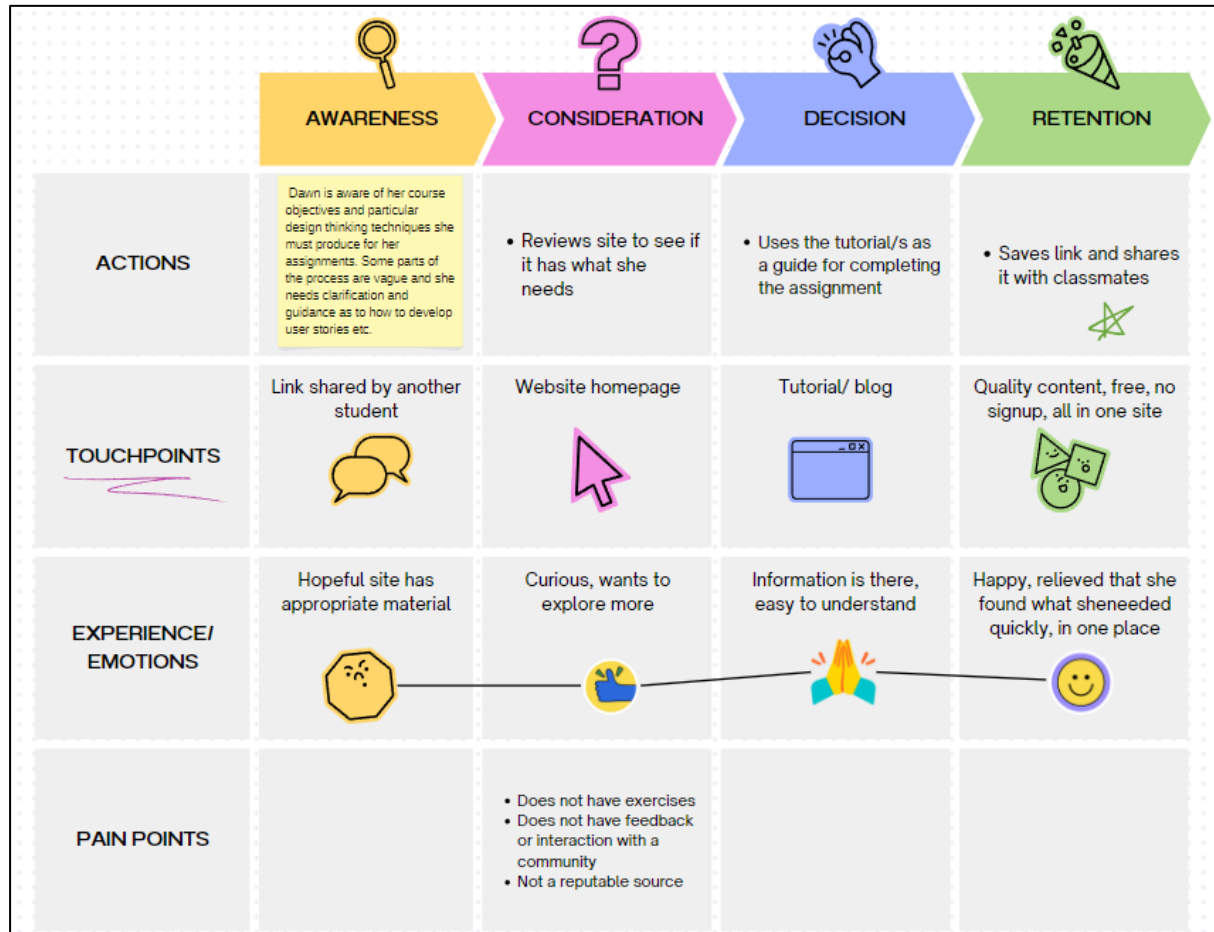
Journey Map

This journey map is a map of the experience students currently face when trying to find tutorials or guidelines on Design Thinking.



The Solution

User Journey with MVP



Similarities with current User Journey

- Student is aware of availability of tutorials online, as well as other resources such as books
- Both online options
- Both have potential to provide the student with the information they need
- Like some other existing tutorials, this online handbook is not reviewed or from a reputable source

Differences with current User Journey

- Free
- All information in one place, step-by-step
- Clear, concise language appropriate for a beginner
- No sign-up or course registration

Feedback

Are there any features or topics that can be added to the handbook?

Do you find the guidelines clear, easy to understand and concise?

Is this something a UX design student would use?