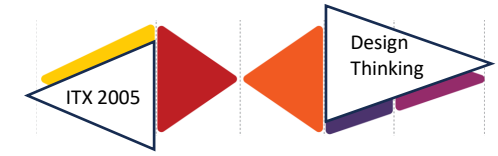


Learning to Define and Explore

ITX 2005 Design Thinking

Content of Learning

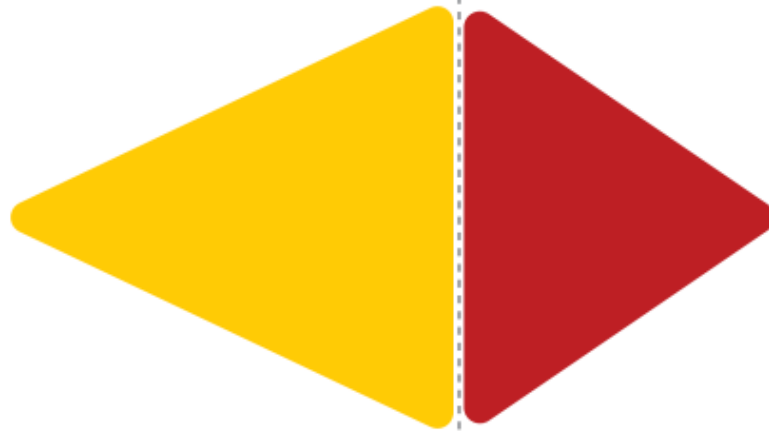


- Define
 - Concept
 - Define Tools and Techniques
 - Persona
 - Persona + Journey Map
- Ideate (Explore)
 - Concept
 - Ideate Tools and Techniques
 - How Might We? (HMW?)
 - HMW? + Brainstorm

[1]

UNDERSTAND

Understanding ends in Insight



EMPATHY

DEFINE

CREATE

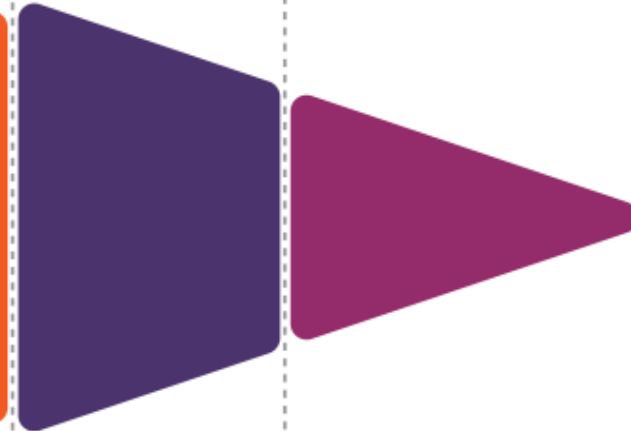
Creation ends in ideas



IDEATE

DELIVER

Delivery ends in reality

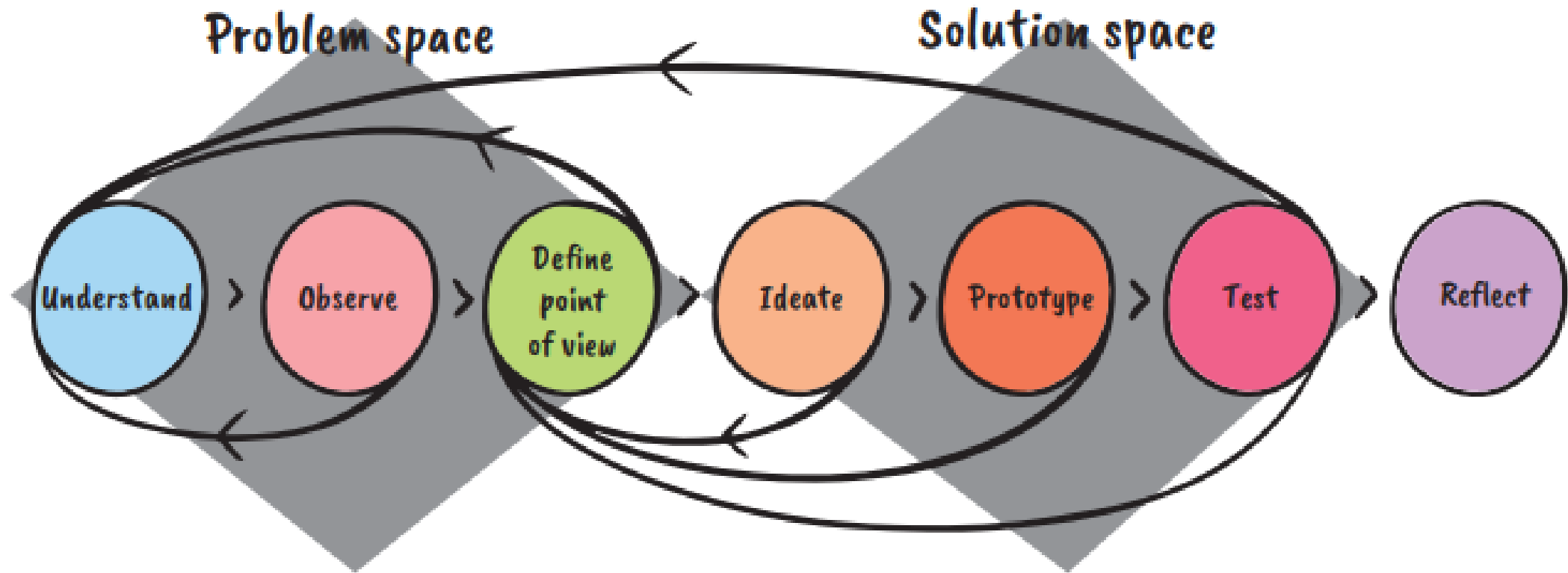


PROTOTYPE

TEST

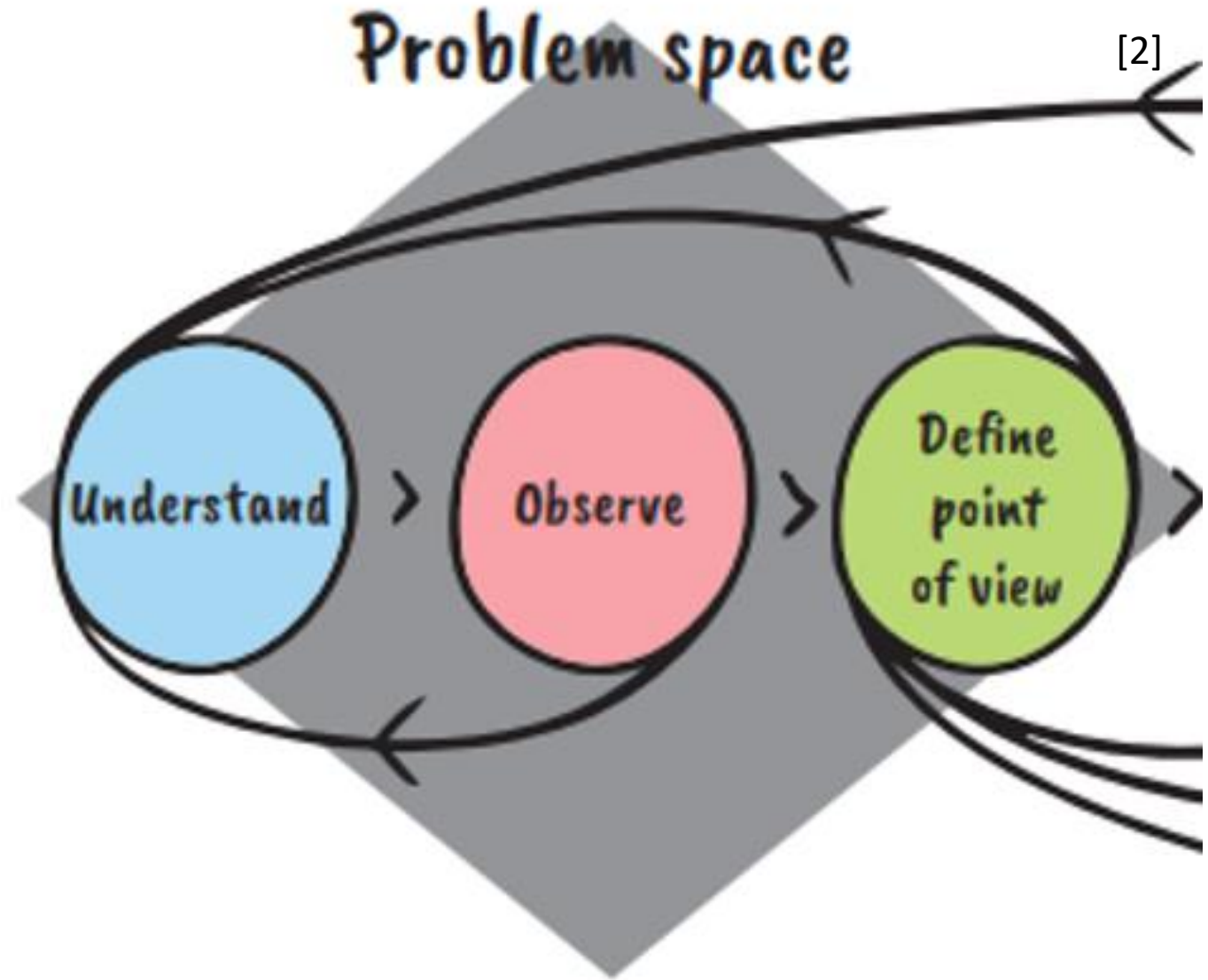
◆ Source: <http://designthinking.co.nz/design-thinking-for-execs/>

[2]



Define

- Point of View (PoV) → we focus on evaluating, interpreting, and weighting the findings we have gathered.
- Team analysis delivers various point of views.



Define Tools and Techniques



PERSONA



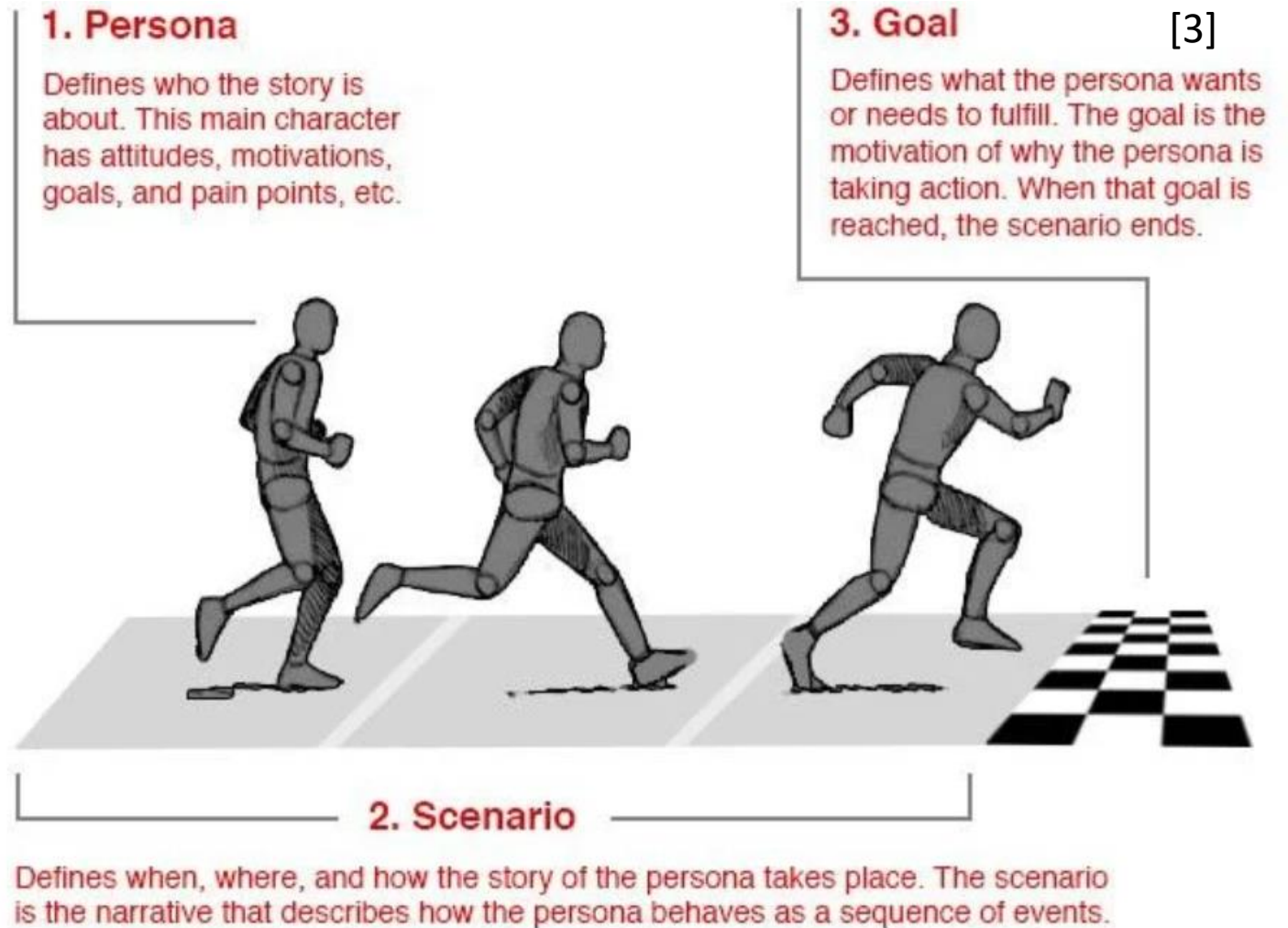
JOURNEY MAP

Persona

(User Typology, Customer Segment Profile)

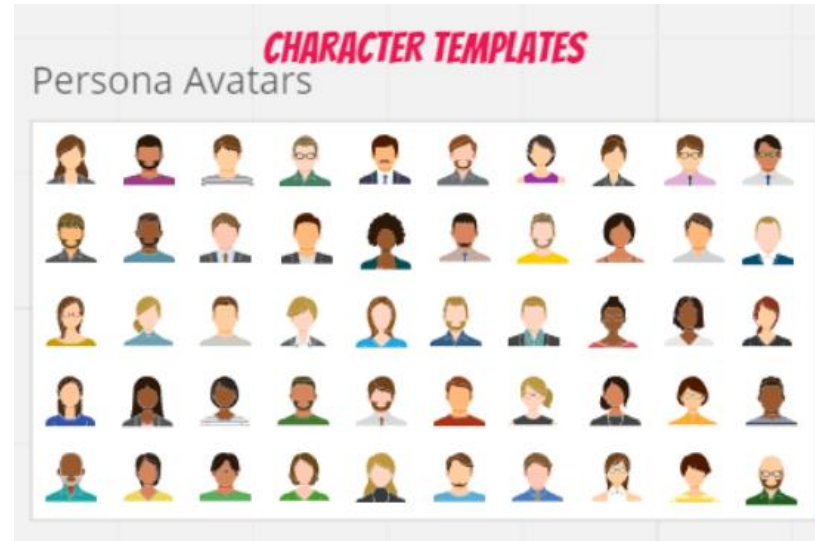
To obtain insights - including

- How many concerned target groups or roles,
- The personality (1-Character), motivation (2-Goal), perception and attitude (3-Pain/Gain), and
- Scenario → When/Why/How the persona's story take place.




Persona

1. Define target groups and their representatives
2. Define their characteristics, motivations and attitudes – such as
 - Name and Role
 - Demographic
 - Personality
 - Goals
 - Gain and Pain Points
3. Define a brief story



SOME EXAMPLES

User Persona 1



Adrie
Occupation: School District IZ Program Director
Education: Bachelor's Degree
Location: CA
Tech Skills Level: 7/10
Age/Generation: Gen X

Calm, diligent, strict and genuinely cares a lot about the standings of the schools she handles in the district

Goals


- Complete all school immunization reporting for the whole district before the second half of the semester.
- Get my job done quicker to transition into more urgent matters.
- Be able to send reminders and recalls efficiently from the system.

Pain Points

- It takes too much time and manpower to complete all school immunization reporting.
- Inaccuracies makes achieving tasks in time much more difficult.
- Current Systems are not user friendly

During the start of every school year, I have to go through a list of students that have incomplete status for vaccinations then I'll go to the Student Information system to find them. After exporting, I will plug the export data to the immunization registry system, which will then generate a CSV file for me to work on. This is very tedious. It is the last step that I actually needed help in making more streamlined.

User Persona 2



Kris
Occupation: Public Health System Administrator
Education: Bachelor's Degree
Location: CA
Tech Skills Level: 8/10
Age/Generation: 40-45

"I think it will be great if more schools use our system. It will make our lives and their lives easier."

Goals

- Encourage schools to use our IZ Registry System
- Able to manage Schools and School district accounts freely from our system
- Keep the providers connected as well to inform schools faster.

Pain Points

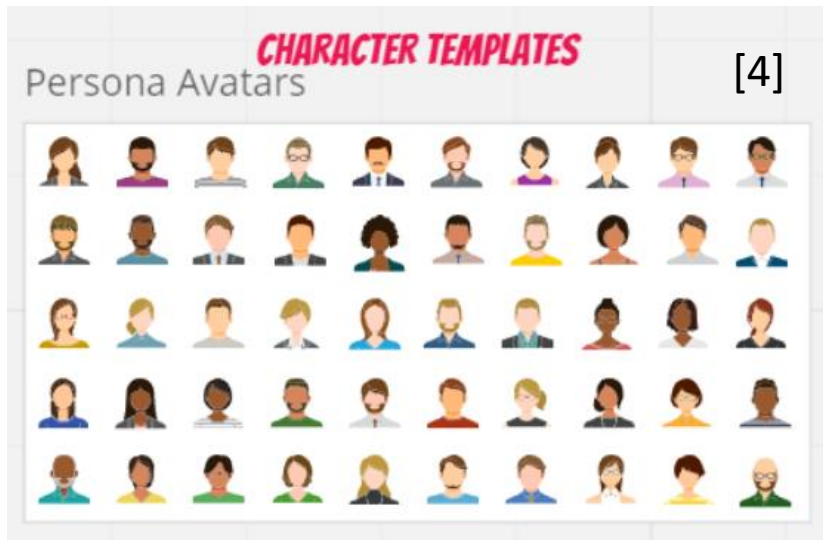
- The current system is hard to use.
- Our data are on different places and it's not integrated.
- Enrollment is too manual and tedious.
- No way for us to tell if the schools updated a data that we should have some oversight

When we need to enter a new provider or school into the system, we will have to deal with the tedious approval and verification process. Then, we will have to check other systems if they are already in there, so we will have to copy or update any information that are outdated. This is more annoying, because we will have to do a back-and-forth with the people trying to enrol to get their details. When we are trying to view the reporting data, the only problem we have is the routine management in the system. I think it could use way less clicks than it currently does.

[4]

Persona

1. Define target groups and their representatives



ROUTINIST



FLEXIBLE JOBBER



Time Squeezer



[1]


Persona

2. Define their characteristics, motivations and attitudes

- Name or Role
- Demographic
- Goals
- Pain/Gain Points

3. Define a brief story how to achieve the goal

[4]



Name

Occupation: **Working**
Education: **Educated**
Location: **Somewhere**
Tech Skill Level: **10/10**
Age/Generation: **##/Gen**

“Relevant personal quote that captures the persona’s attitude and personality”

Goals

- The related objectives this person wants to successfully complete
- Goal 2...
- Goal 3, and so on...

Pain Points

- The issues or frustrations that they encounter or try to avoid
- Pain Point 2...
- Pain Point 3, and so on...

Brief story or scenario that conveys the persona’s user journey, highlighting their goals, frustrations, and other relevant context.

Persona + User Journey

- Each Target group have his/her experienced in the service or product.
- Experience will then be expressed with the Journey map.
- Define the experience by extract the point of view with the user journey.



5 Es/Steps of Journey Map



A representative from a target group

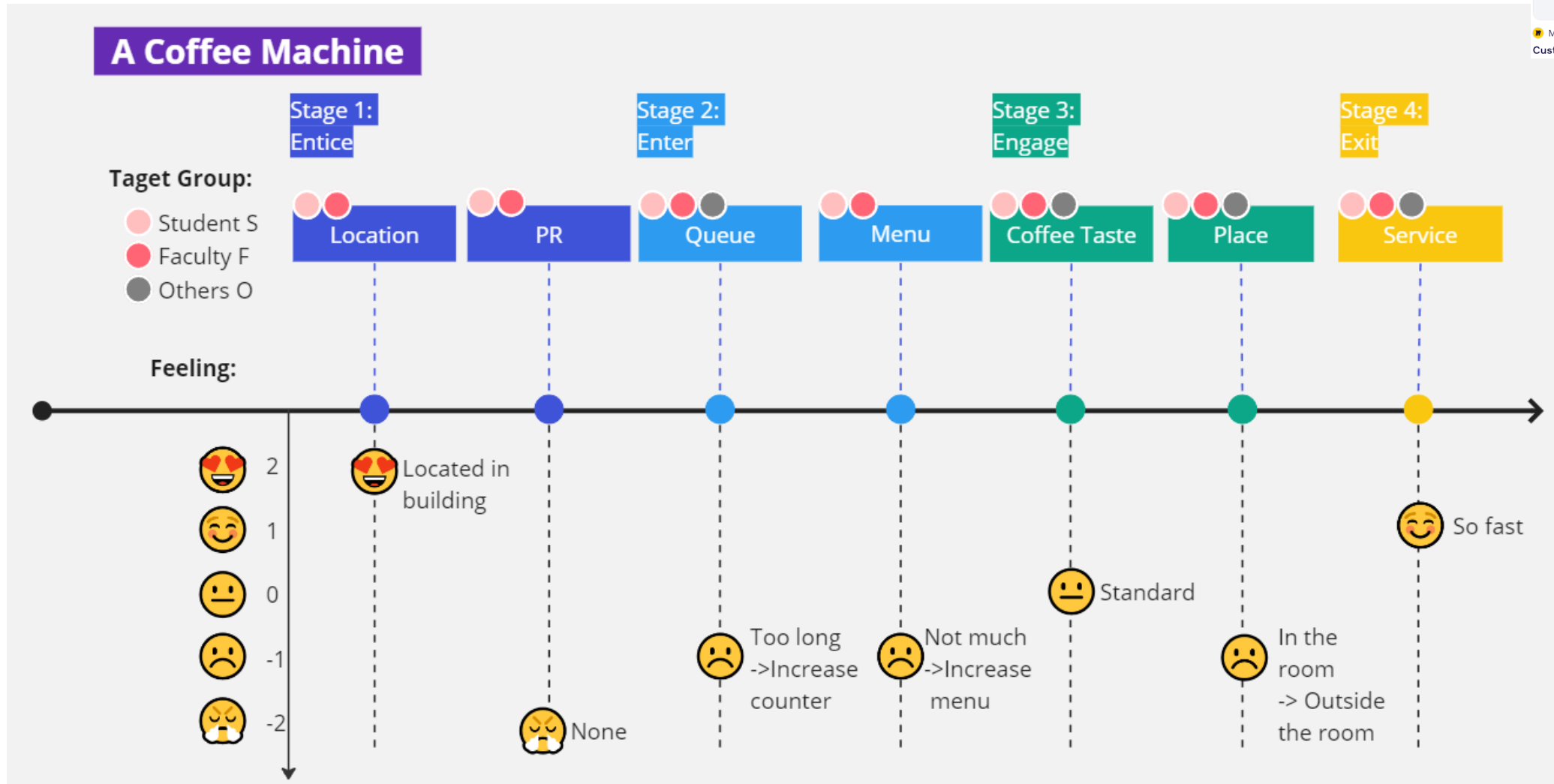
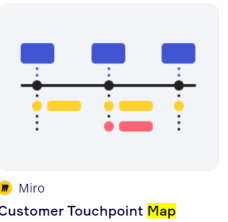
The advertisement features a large red vending machine with the 'true' logo and 'Point & Pay' branding. The machine displays various beverages and snacks. A man in a white long-sleeved shirt and blue jeans stands on the left, holding a smartphone. A woman in an orange t-shirt and light blue skirt stands on the right, also holding a smartphone. Both individuals have blue circular markers on their chests and knees. The background is a solid orange color. In the bottom left corner, a large white circle contains the text 'true VENDING MACHINE'. At the bottom center, a black banner displays the 'true' logo and the website 'truemoney.com'. The top right corner of the image contains the text '[5]'.

true
VENDING
MACHINE

truemoney.com

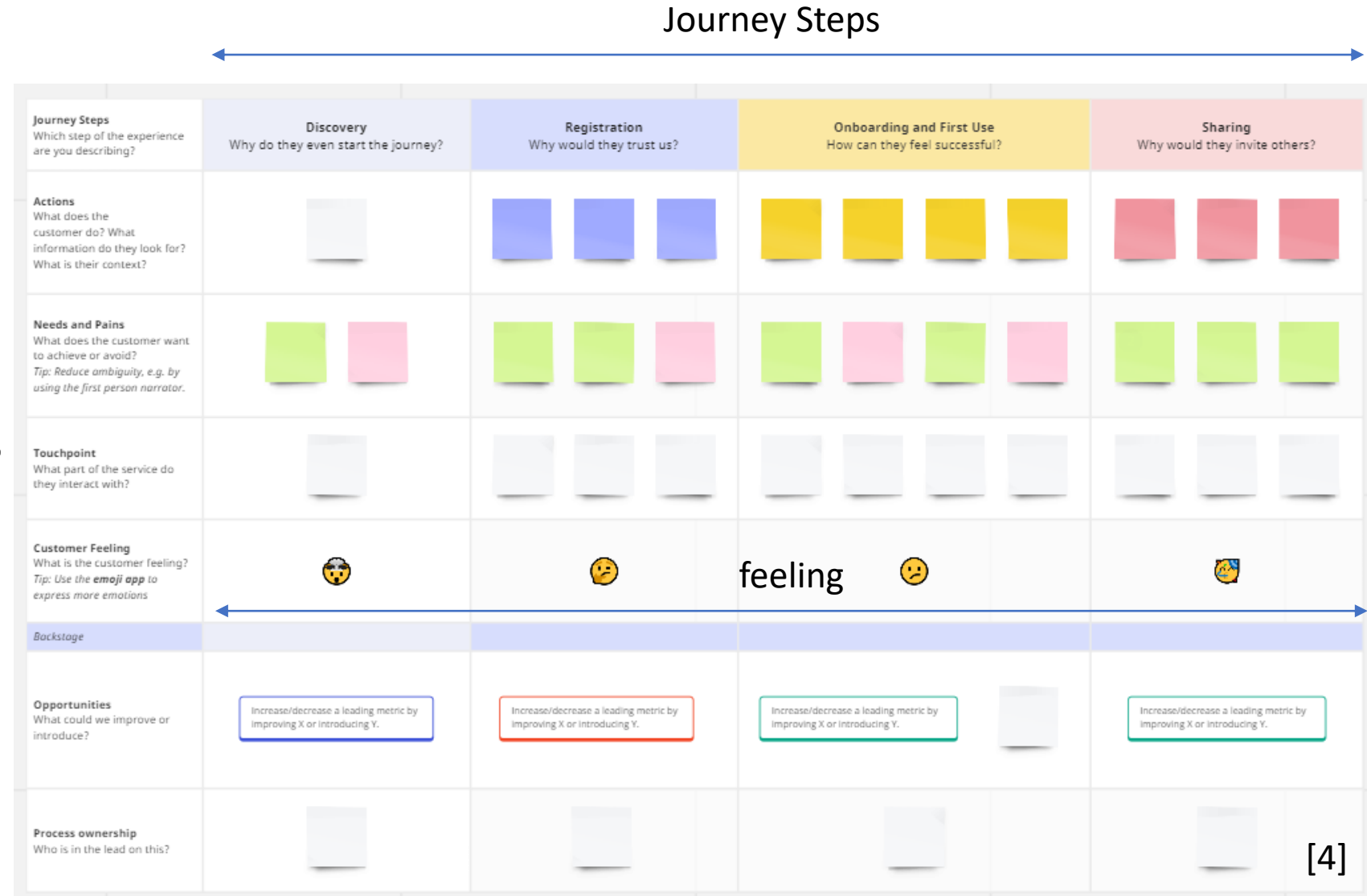
Case 1

[6]

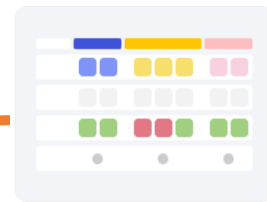


4 Steps of Journey Map

1. Discovery:
Why do they start the journey?
2. Registration:
Why do they trust us?
3. Onboarding and First Use:
How can they feel successful?
4. Sharing
Why do they invite others?







Miro
Customer Journey Map

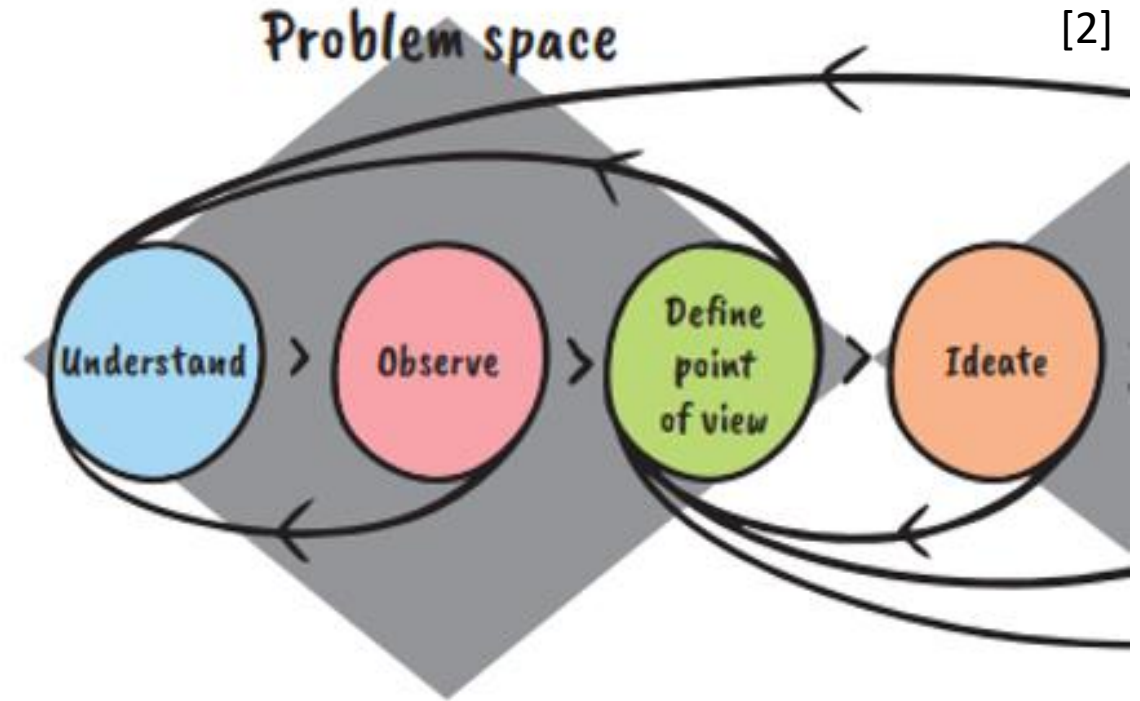
A Coffee Shop					
Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Registration Why would they trust us?		Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Entice		Enter		Exit
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Nearby the building	Provided only member	Too long at lunch	Vary and Too much	Good Too much Fair
Touchpoint What part of the service do they interact with?	Location	Promotion	Queue	Menu	Coffee Taste Seat Service
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊 😞		😡 😍	😊 😍	😐
Backstage					
Opportunities What could we improve or introduce?	Increase or PR for the location		Increase counter at lunch time		

WS1: School Vending Machine

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div data-bbox="670 347 805 475">Entice</div>	<div data-bbox="1207 347 1342 475">Enter</div>	<div data-bbox="1712 347 1847 475">Engage</div>	<div data-bbox="2099 347 2234 475">Exit</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>				
Touchpoint What part of the service do they interact with?				
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
<i>Backstage</i>				
Opportunities What could we improve or introduce?				

Ideate

- Idea will be generated by several techniques – such as dig-deep question in HMW?, brainstorming.
- Team analysts synthesize a solution for a particular problem defined.



Ideate Tools and Techniques



HOW MIGHT WE?



BRAINSTORM

How Might We?

- Initiate question to fire various perspective
- Encourage team to think out of the box of traditional solution
- Expand scope to find out a new solution



[1]

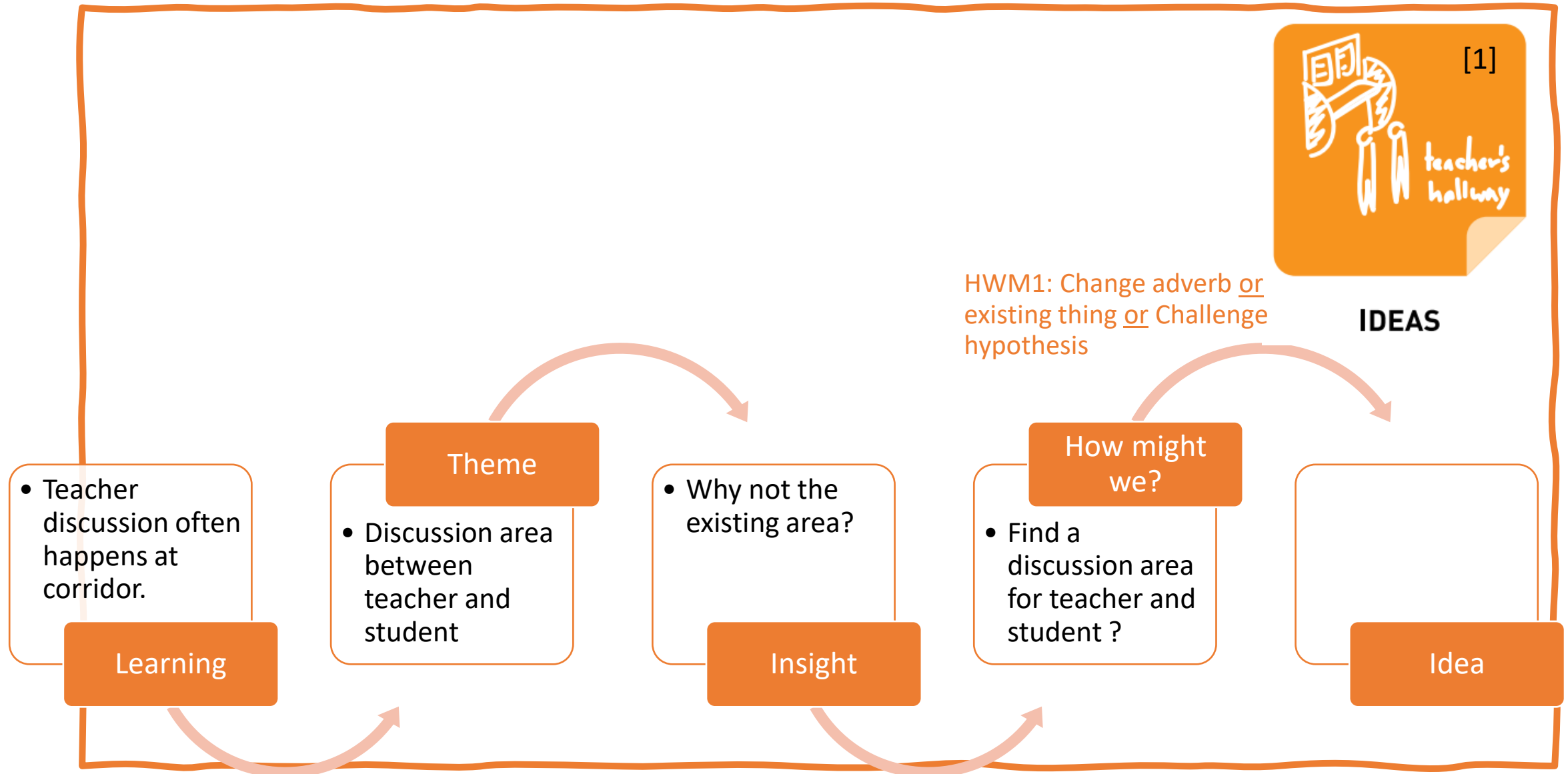
How Might We?

1. Change adverb or existing thing or Challenge hypothesis
2. Reverse Idea (Extend the good thing or Reduce the bad thing)
3. Find the comparative context



[1]

Case 3



Case 4



2. Reverse Idea
(Extend the good thing or
Reduce the bad thing)

- We want the drink machine to

Learning

Theme

- Variety menu creation

- Why not the existing menu?

Insight

How might we?

- This menu should not be filled in

Idea

Case 5



3. Find the comparative context

- We want the drink machine to

Learning

Theme

- Variety menu creation

- Why not the existing menu?

Insight

How might we?

- Fill in un-liked menu

Idea

HMW? + Brainstorm

Generally, brainstorming is open-source,
non-systematic in finding out a solution.

→ the efficient brainstorm should be
well planned.



[1]

HMW? + Brainstorm

1. Choose the first 2-3 HMW? → to brainstorm
2. Invited a representative from the target groups to co-create idea or solution together.

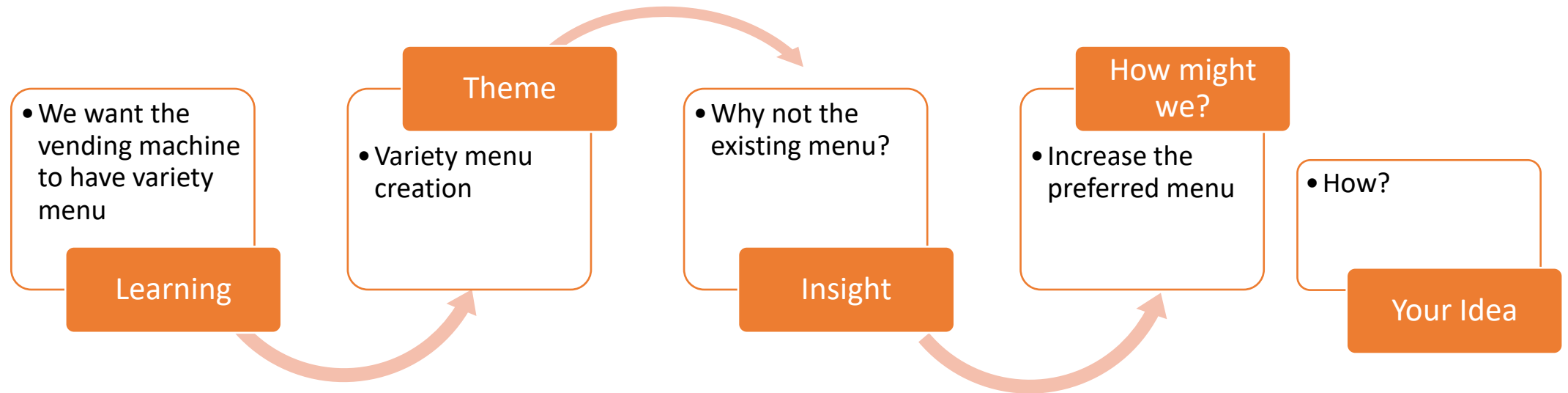


Brainstorm Rules

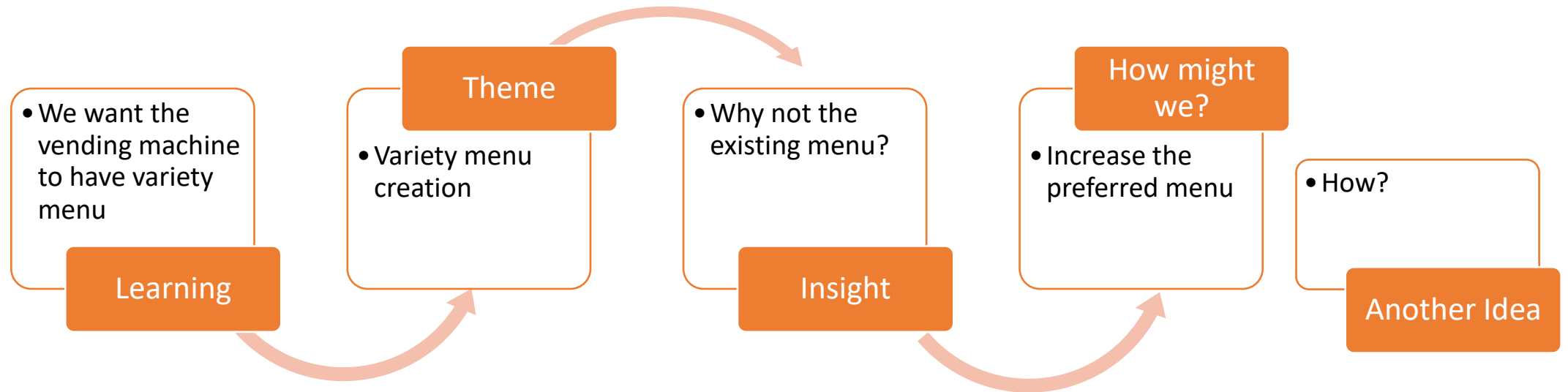
1. Raise new and various idea
2. Respect other opinions
3. Pay attention and extend the best idea
4. Issue by Issue and Step by step Thinking
5. Visualize for understanding together



WS2: School Vending Machine: Raise new and various idea when brainstorm

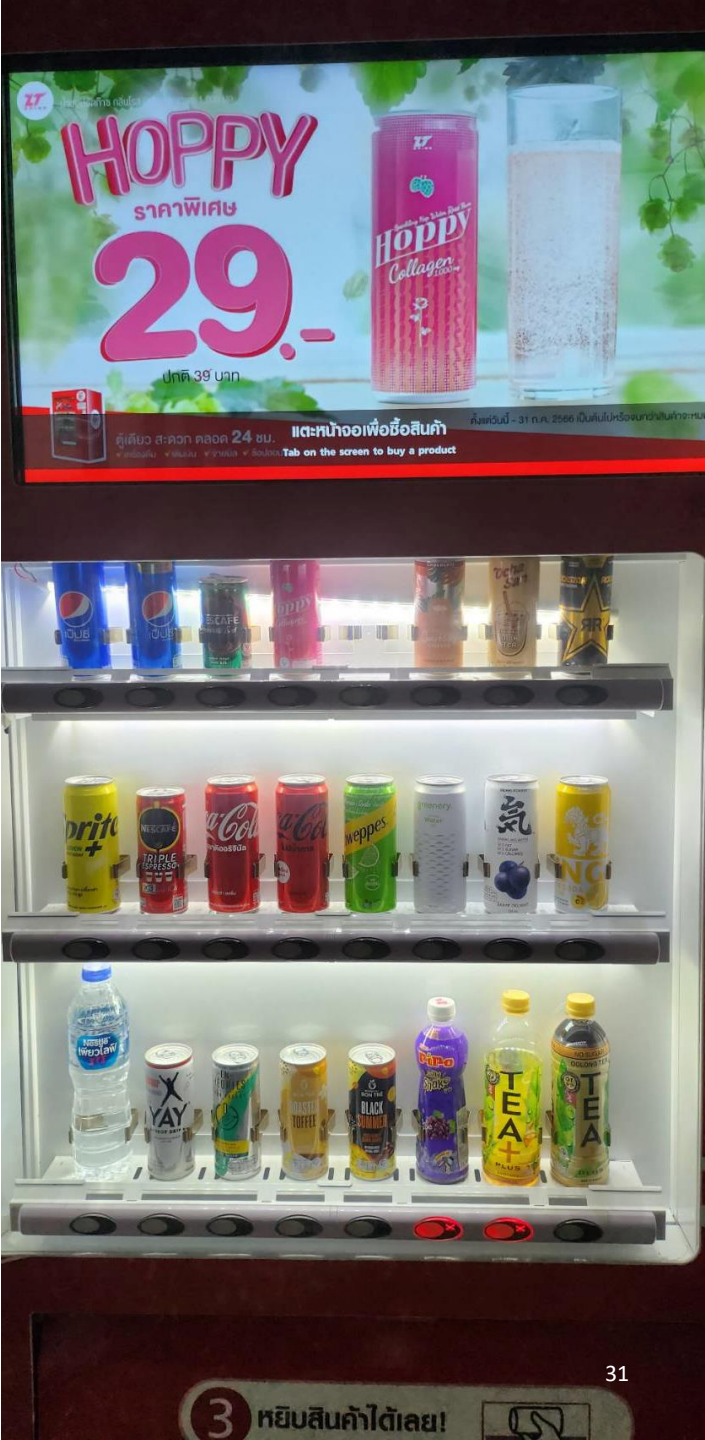


WS3: School Vending Machine: Respect other opinions, pay attention and extend the best idea when brainstorm



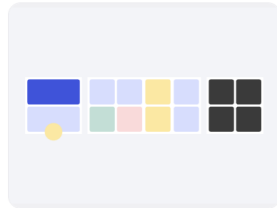


How Might We?

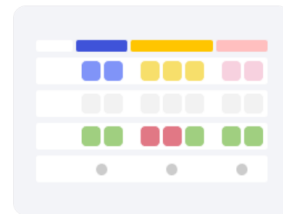
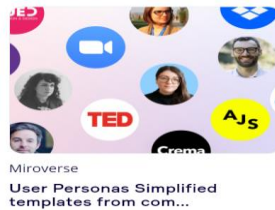


Credits & References

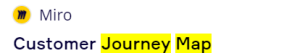
- Tools: <https://miro.com/>



Miro
User Persona



Miro
Customer Touchpoint Map



Miro
Customer Journey Map

1. TCDC, "Design Thinking : Learning by Doing"
2. M. Lewrick, P. Link, L. Leiger "The Design Thinking Toolbox" John Wiley & sons, Inc., Hoboken, New Jersey, Canada, 2020
3. www.smashingmagazine.com
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6. <https://shorturl.at/aflP9>

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