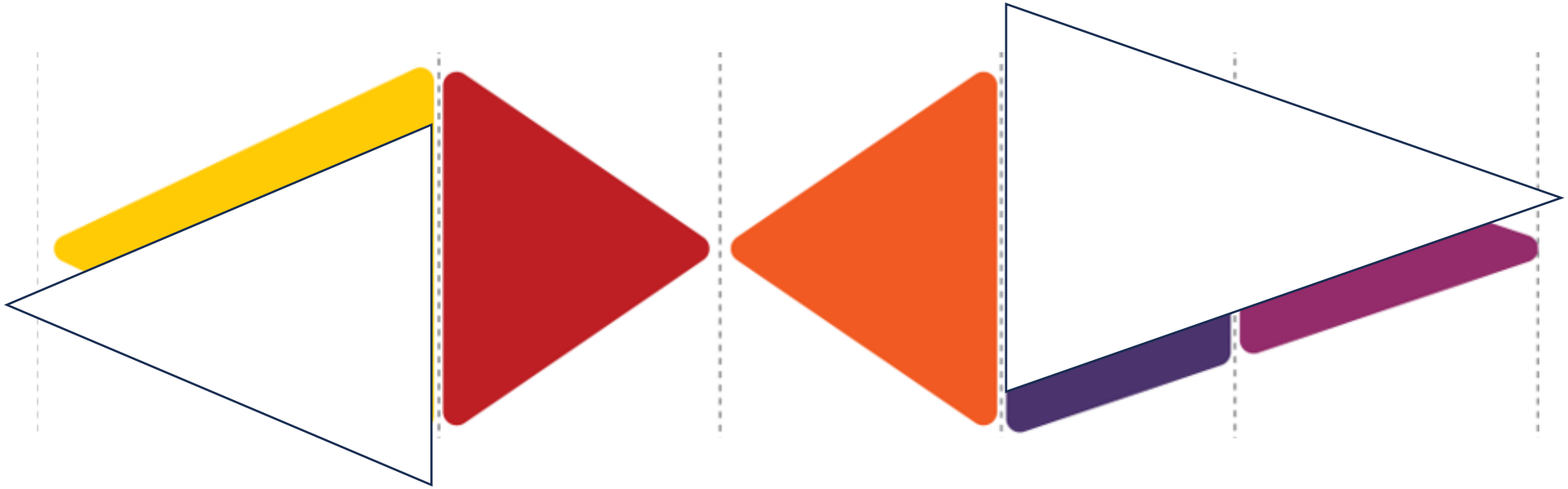


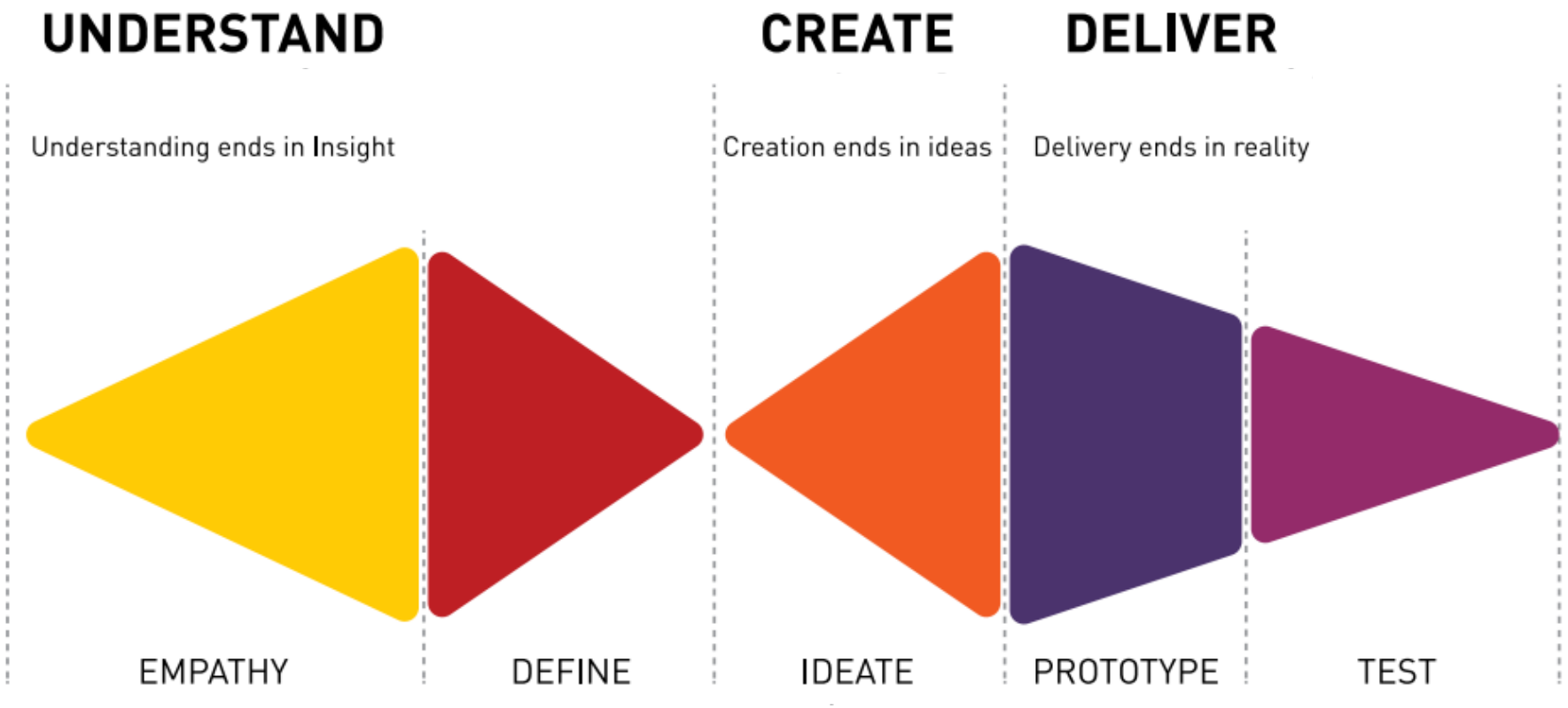
Learning to Define and Explore

ITX 2005 Design Thinking

Content of Learning

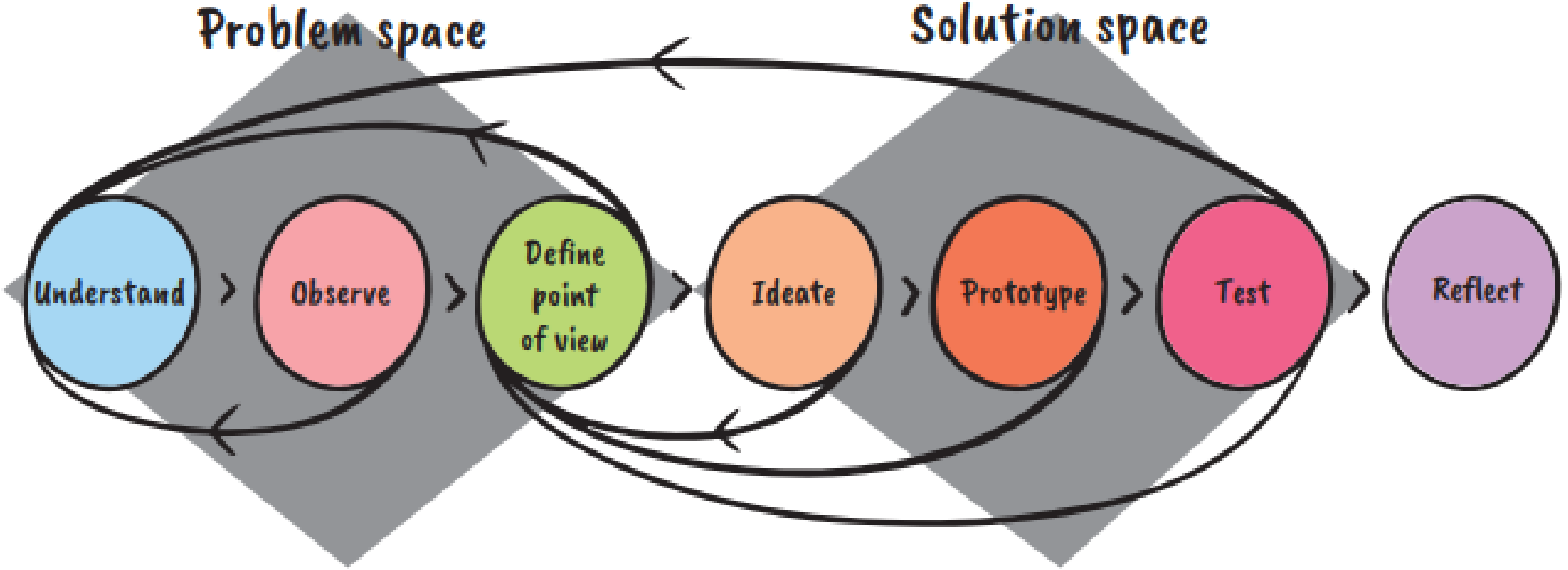
- Define
  - Concept
  - Define Tools and Techniques
  - Persona
  - Persona + Journey Map
- Ideate (Explore)
  - Concept
  - Ideate Tools and Techniques
  - How Might We? (HMW?)
  - HMW? + Brainstorm

[1]



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

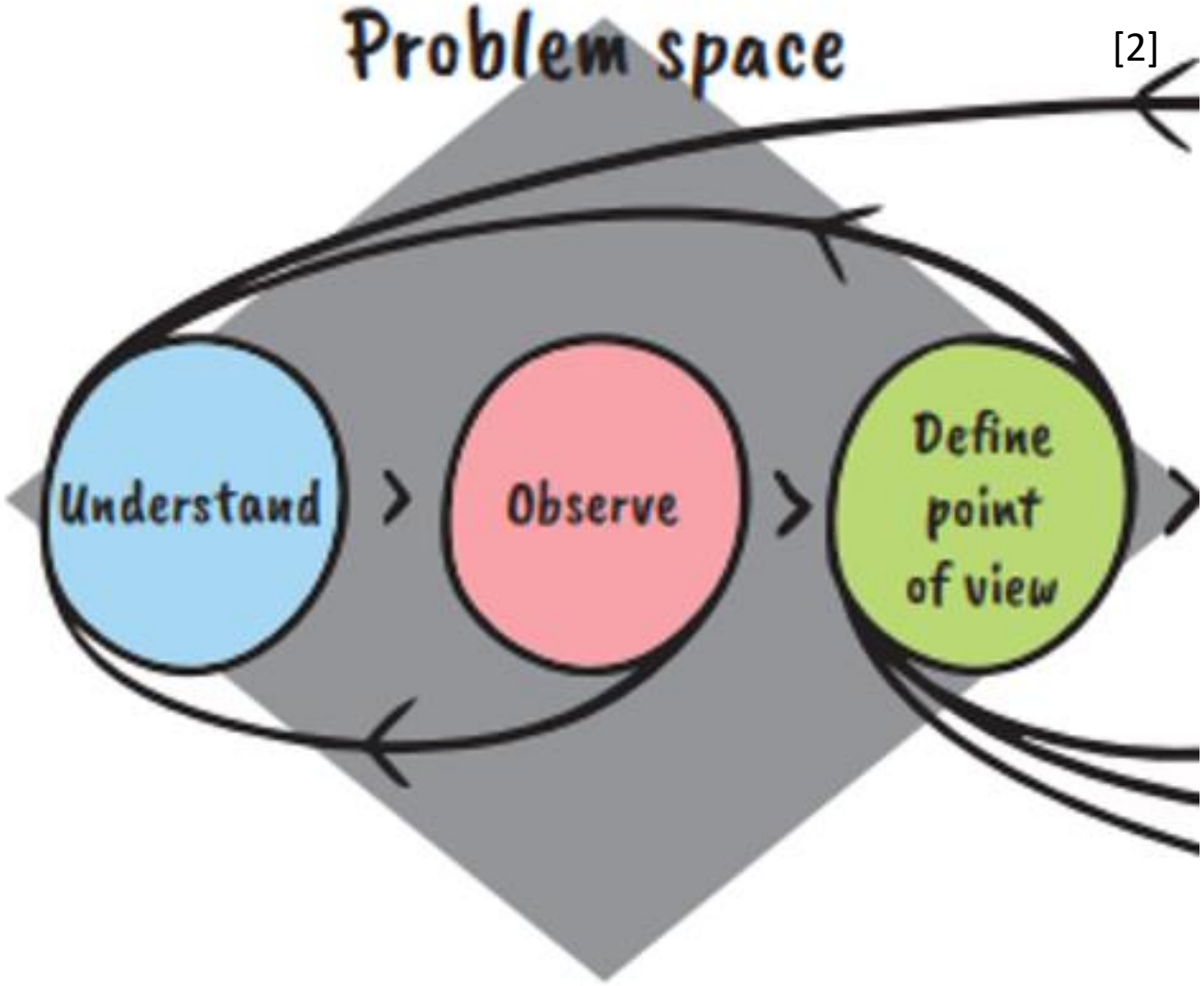
[2]


Problem space
Solution space
Understand
Observe
Define point of view
Ideate
Prototype
Test
Reflect

Define

- Point of View (PoV)→ we focus on evaluating, interpreting, and weighting the findings we have gathered.

- Team analysis delivers various point of views.



[2]

Define Tools and Techniques

PERSONA

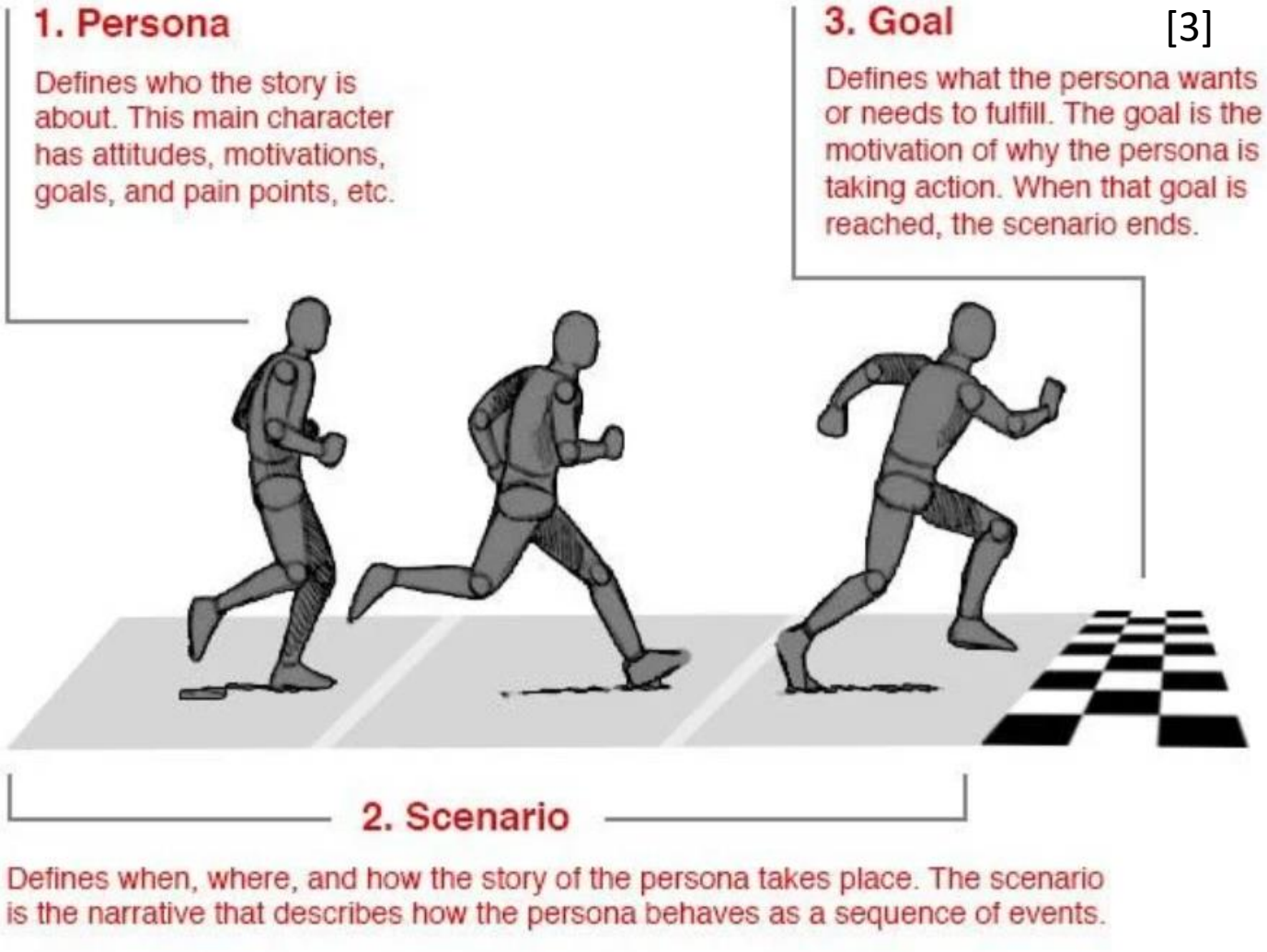
JOURNEY MAP

Persona

(User Typology, Customer Segment Profile)

To obtain insights - including

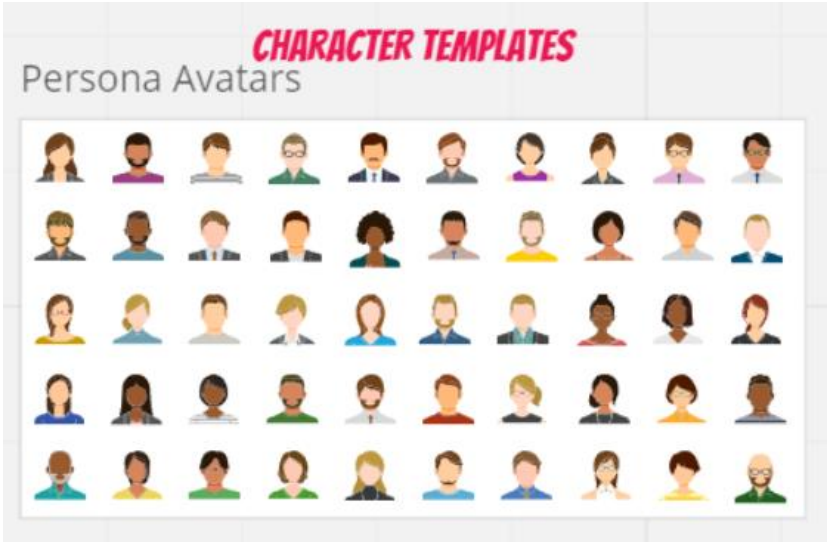
- How many concerned target groups or roles,
- The personality (1-Character), motivation (2-Goal), perception and attitude (3-Pain/Gain), and
- Scenario → When/Why/How the persona's story take place.

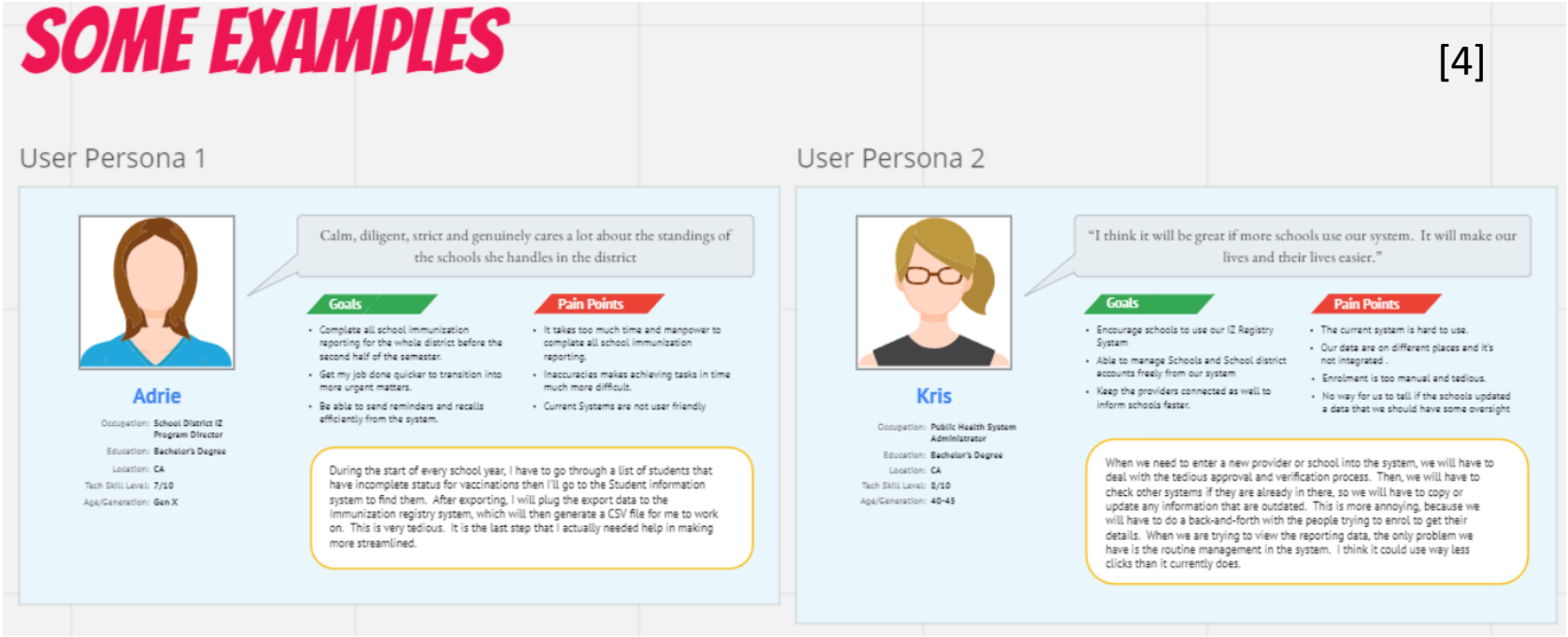


[3]

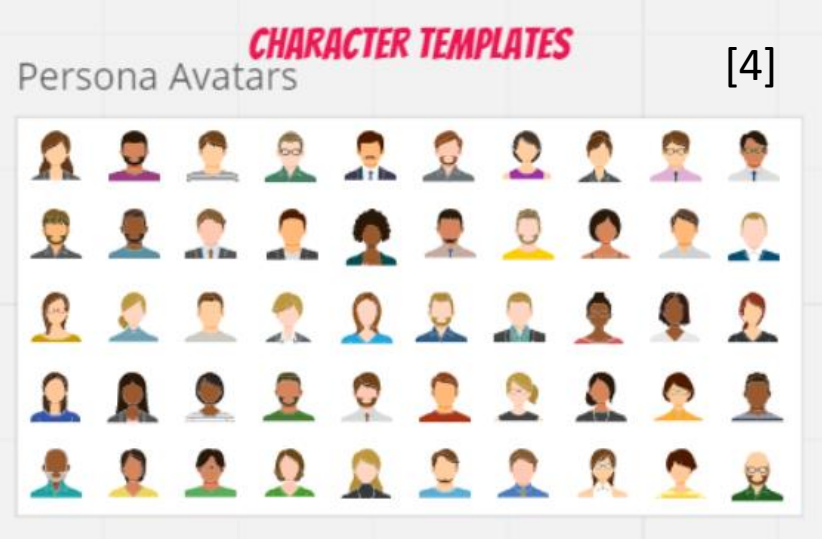
Persona

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





Persona



[4]

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]

"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...

Name

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

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

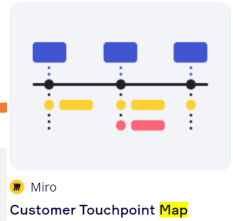
1. Entice
2. Enter
3. Engage
4. Exit
5. Extend

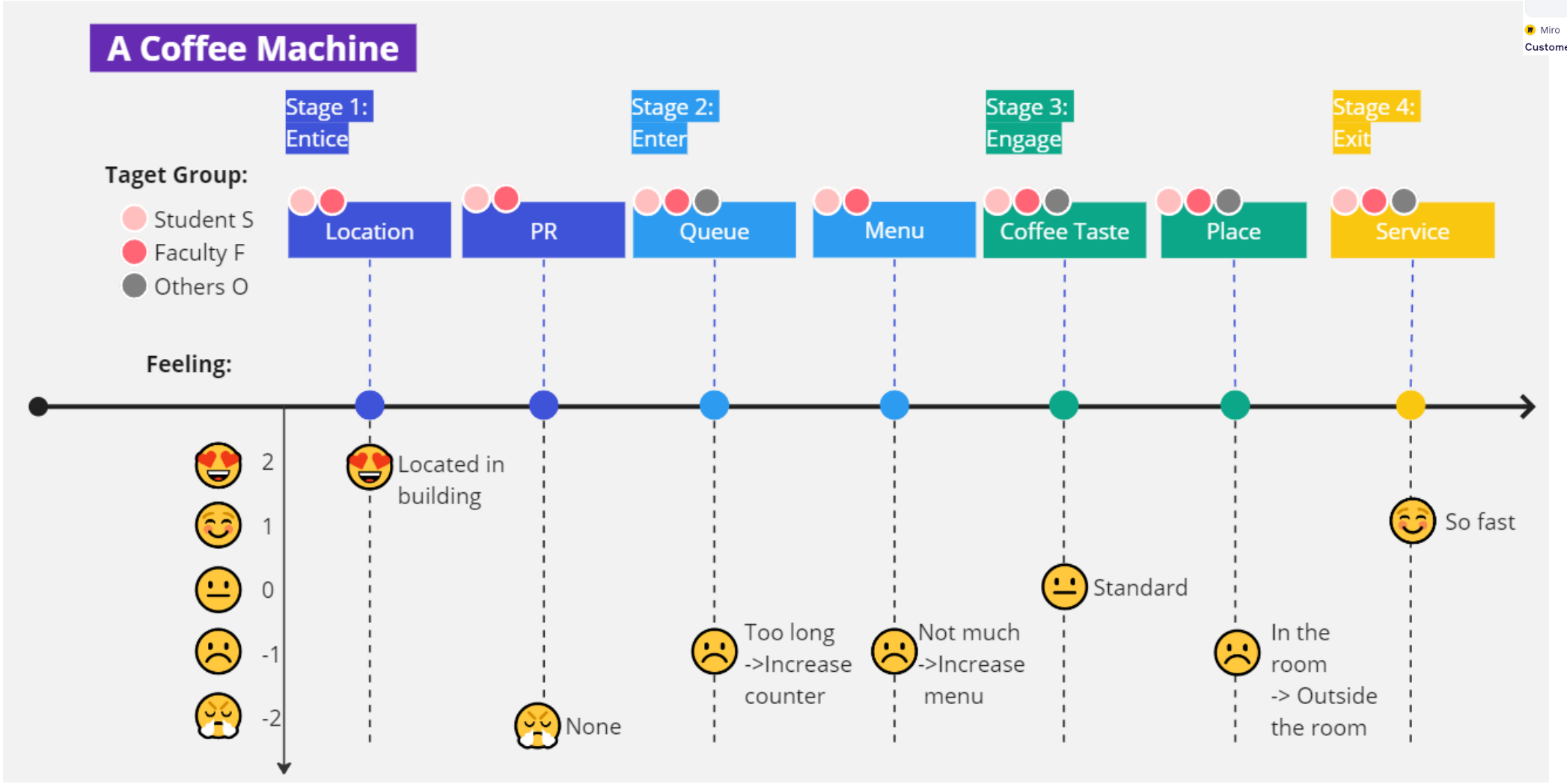
A representative from a target group

[5]

Case 1

[6]


Miro
Customer Touchpoint Map


A Coffee Machine
Stage 1: Entice
Stage 2: Enter
Stage 3: Engage
Stage 4: Exit
Taget Group:
Student S
Faculty F
Others O
Location
PR
Queue
Menu
Coffee Taste
Place
Service
Feeling:
2
1
0
-1
-2
Located in building
None
Too long ->Increase counter
Not much ->Increase menu
Standard
In the room -> Outside the room
So fast

4 Steps of Journey Map

1. Discovery:

Why do they start the journey?

2. Registration:

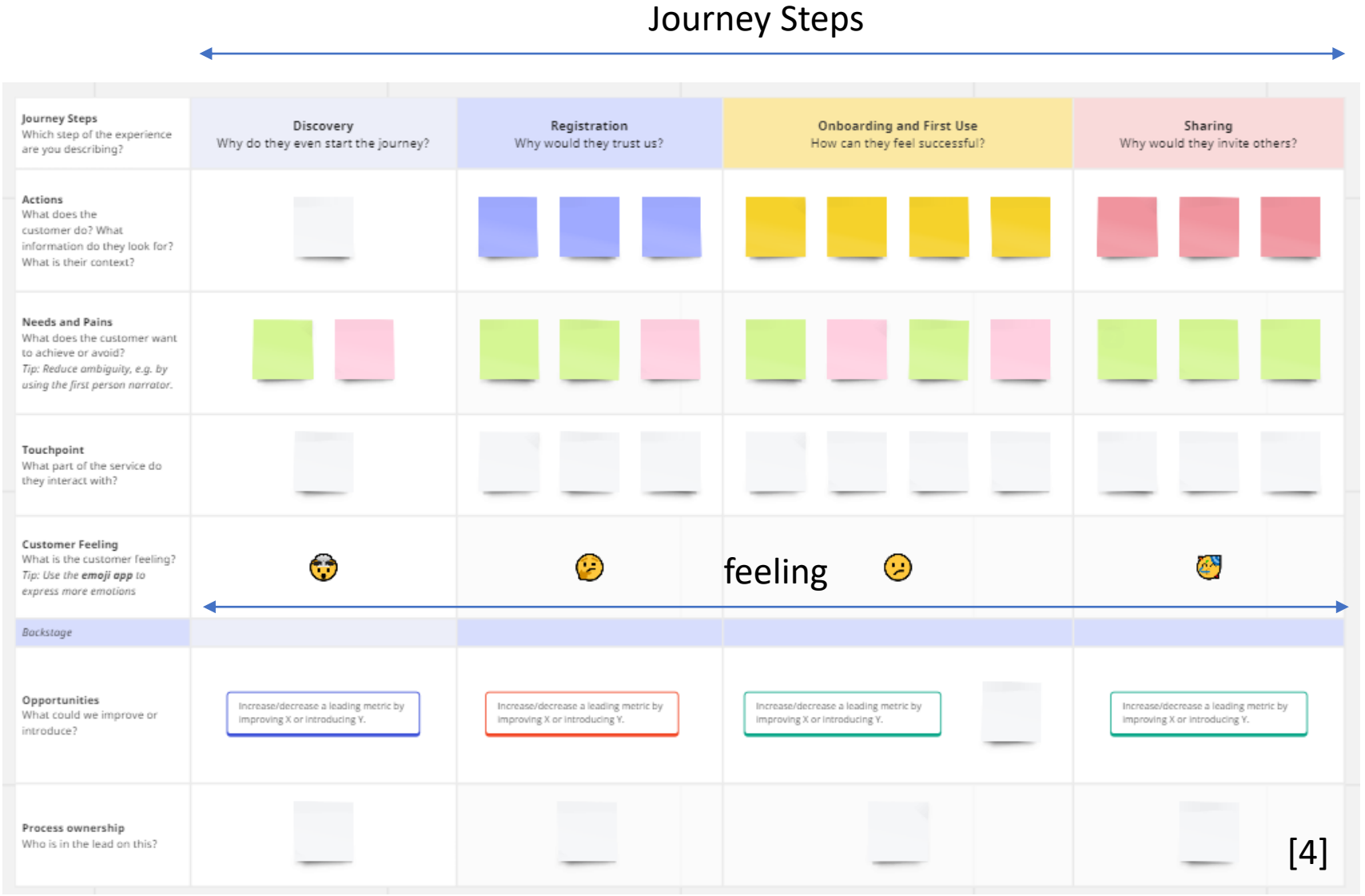
Why do they trust us?

3. Onboarding and First Use:

How can they feel successful?

4. Sharing

Why do they invite others?



true coffee

Case 2

[6]

Miro
Customer Journey Map

A Coffee Shop

	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?
Journey Steps Which step of the experience are you describing?				
Actions What does the customer do? What information do they look for? What is their context?	Entice	Enter	Engage	Exit
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	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? *Tip: Use the **emoji app** to express more emotions*	😊 ☹️	😤 😍	😊 😍	😐
Backstage				
Opportunities What could we improve or introduce?	Increase or PR for the location	Increase counter at lunch time		

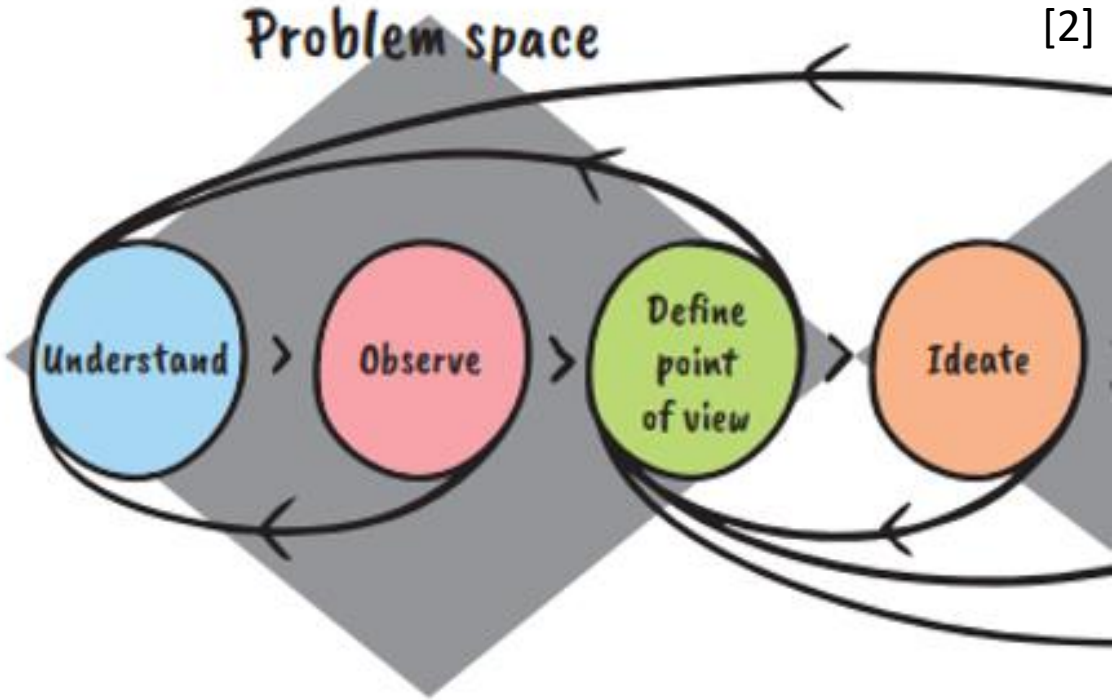
WS1: School Vending Machine

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?	Entice	Enter	Engage	Exit
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*				
Touchpoint What part of the service do they interact with?				
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*				
Backstage				
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.



[2]

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

IDEAS

HWM1: Change adverb or existing thing or Challenge hypothesis

- Teacher discussion often happens at corridor.

Learning

Theme

- Discussion area between teacher and student

- Why not the existing area?

Insight

How might we?

- Find a discussion area for teacher and student ?

Idea

Case 4

[5]

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

[5]

[6]

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]

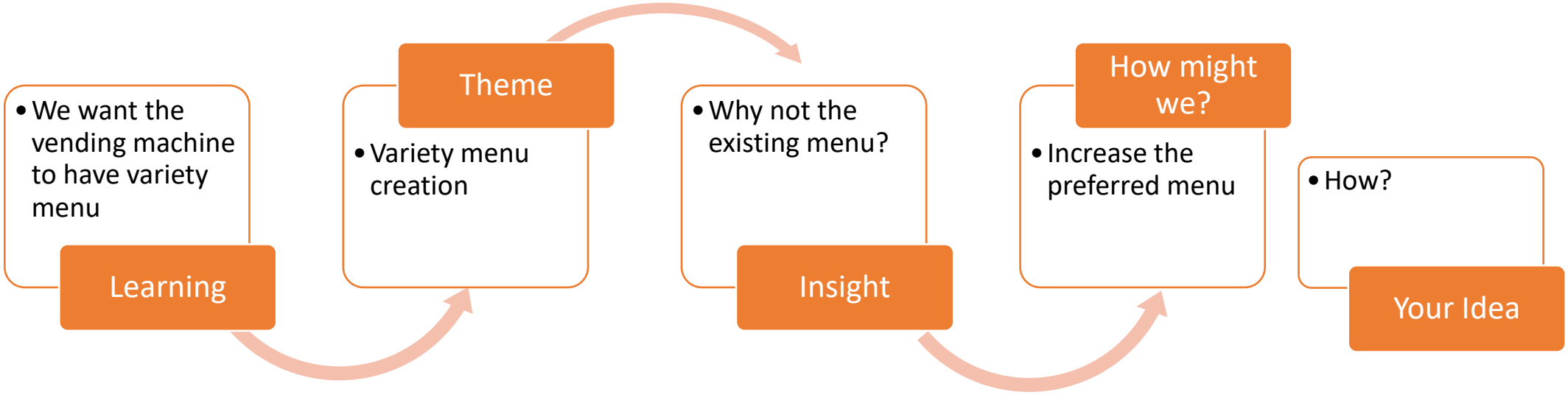
HMW? + Brainstorm

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

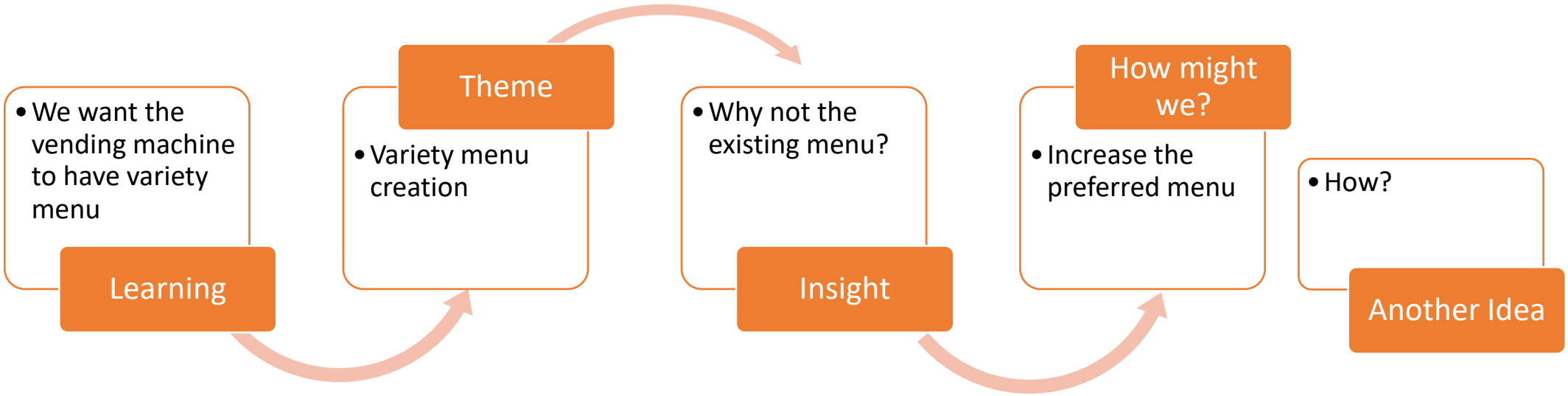
Brainstorm Rules

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



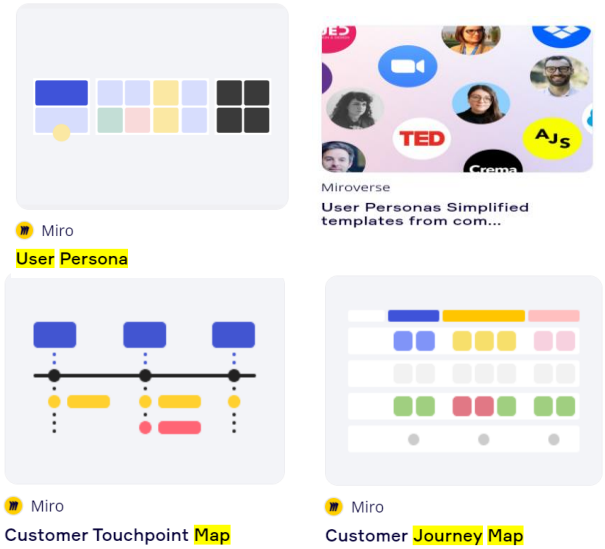
ชาอู่หลง TEA
เมื่อซื้อ
ชาอู่หลงทีพลัส ขนาด 500 มล.
ครบ 2 ขวด
ลดทันที 4.-
แตะหน้าจอเพื่อซื้อสินค้า
Tab on the screen to buy a product
Add LINE
โทร Call Center
3 หยิบสินค้าได้เลย!
Powered by WE MALL

How Might We?

HOPPY
ราคาพิเศษ
29.-
ปกติ 39 บาท
แตะหน้าจอเพื่อซื้อสินค้า
Tab on the screen to buy a product
3 หยิบสินค้าได้เลย!

Credits & References

- Tools: https://miro.com/



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Case Study: https://shorturl.at/hmtJW