



# DESIGN THINKING

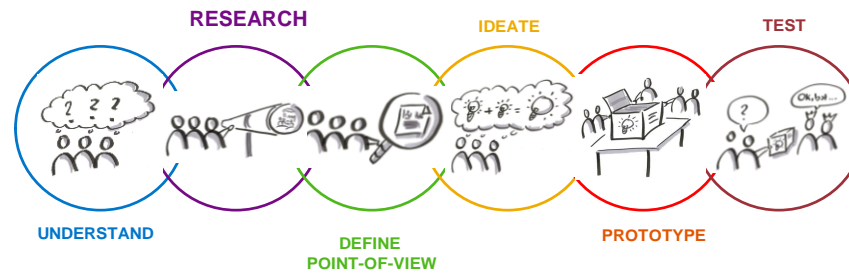
POCKET  
SIZE

# Design Thinking

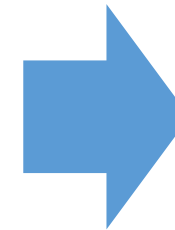


**People**

**Space**



**Approach**

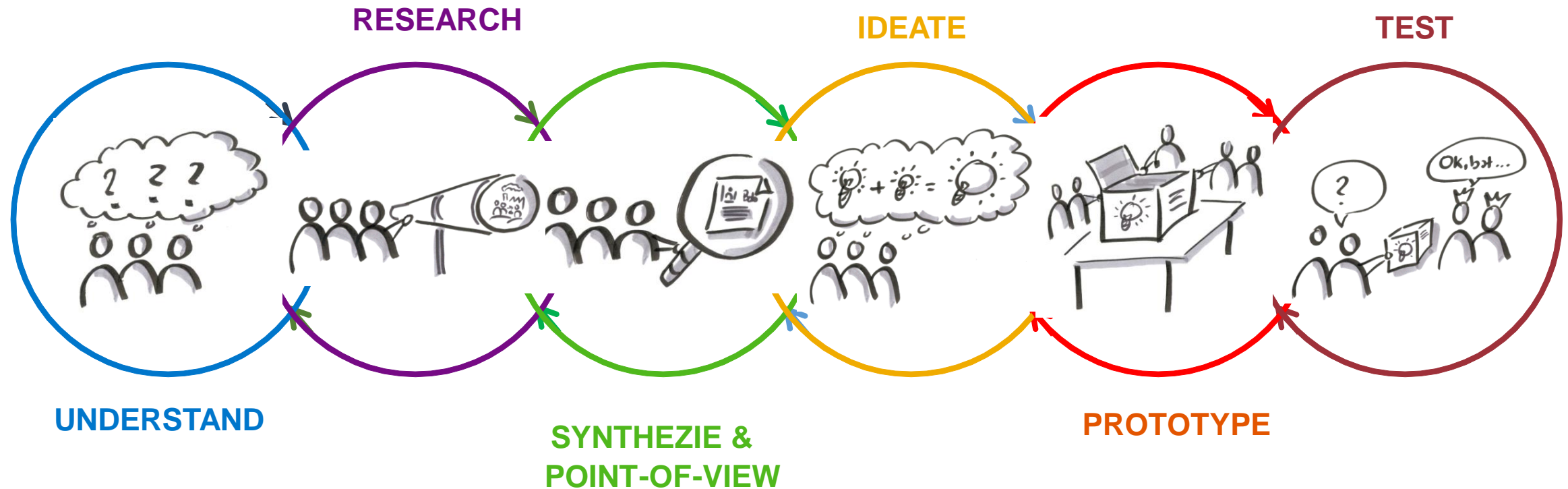


**Innovation**

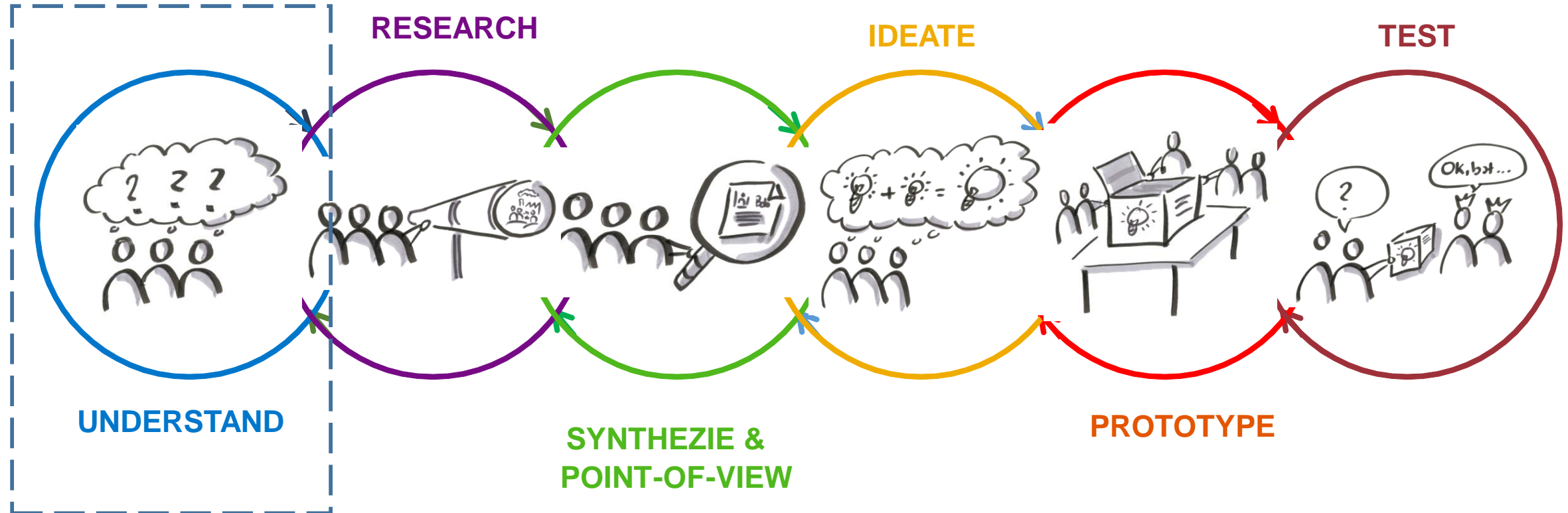




# Design Thinking Process



# Design Thinking Process



# Challenge for today

**Redesign.....**

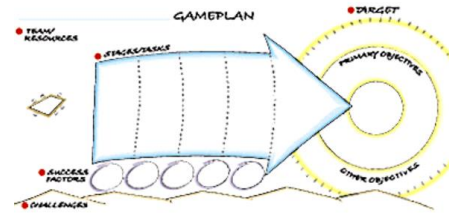
# Understand



**Create a common understanding of the challenge**  
– if necessary reframe challenge and focus on a specific aspect



**Understand the question**  
**/ challenge**

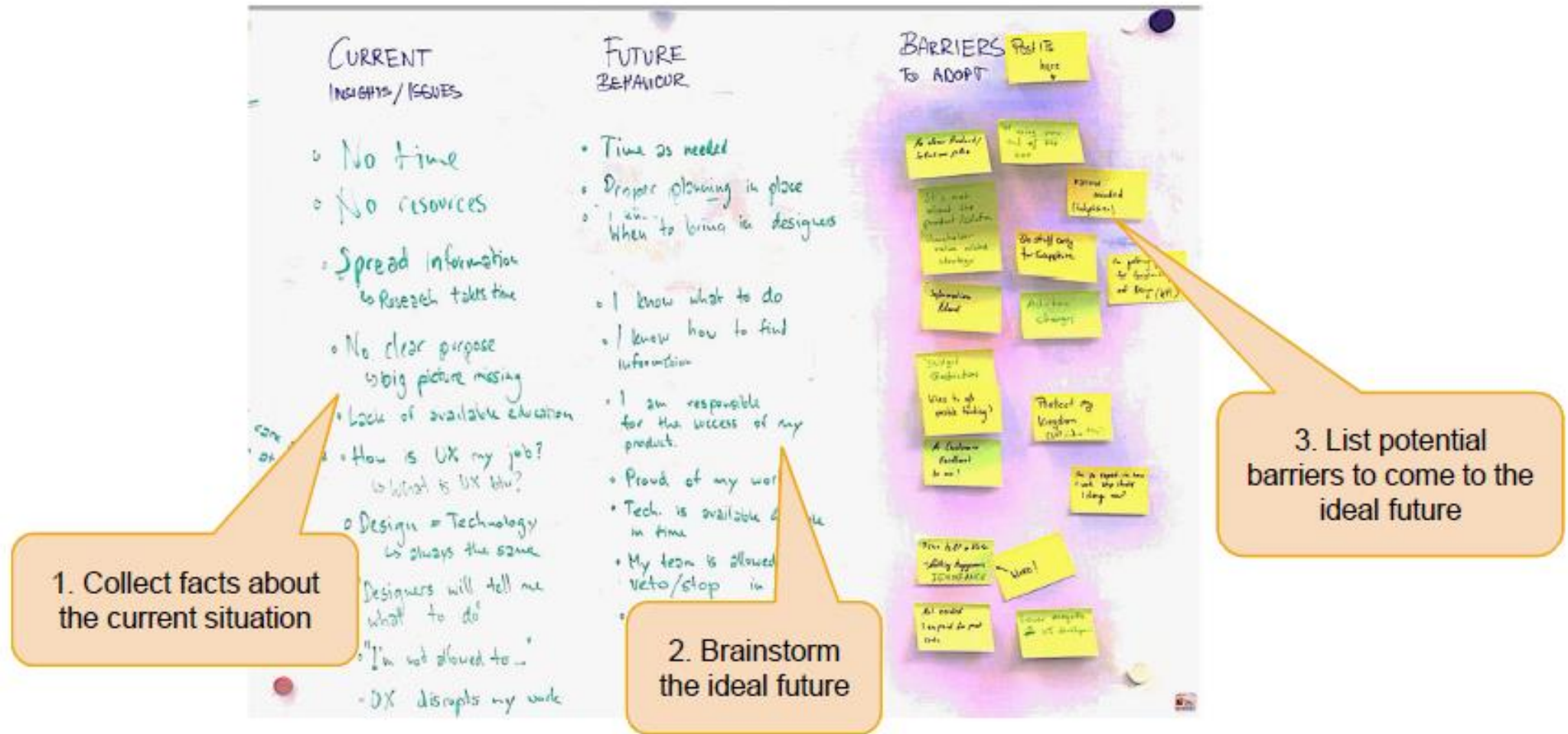


**Create a project plan**



**Shift/sharpen the project focus**

# Current / Future / Barrier - Example



# Method CFB

## Current

What does it look like today?

## Future

How should it be in the future?

## Barrier

What holds us back, which barriers exist?

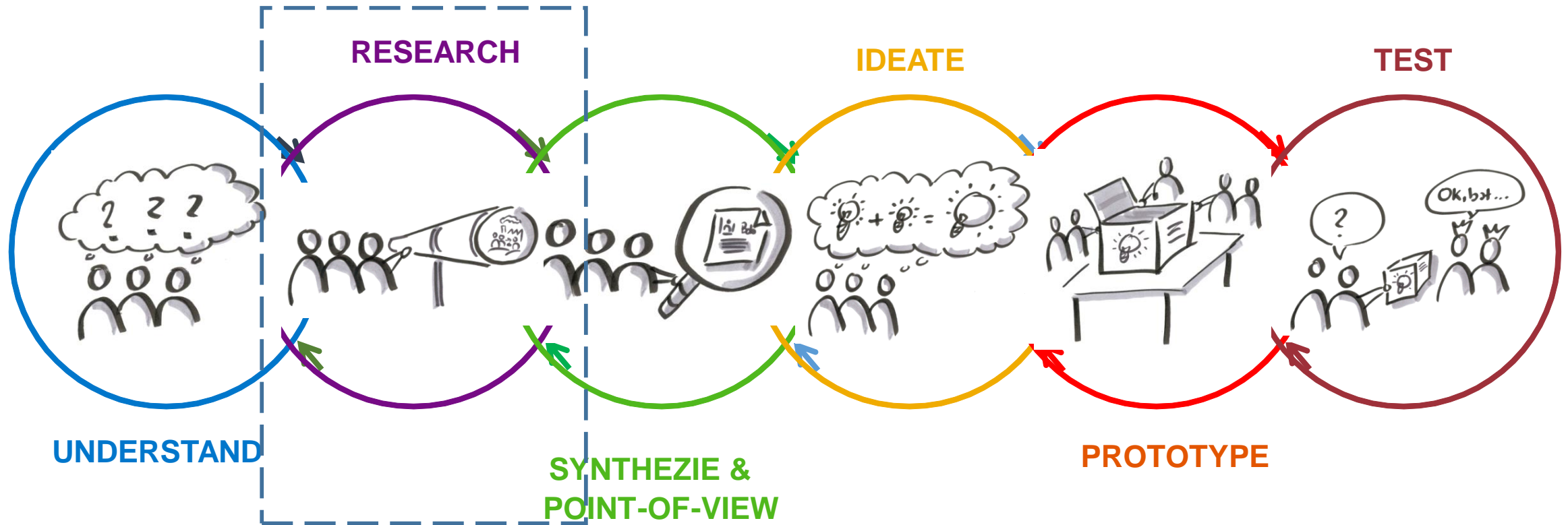


# Results of Understanding

**Reframed Challenge:**

**Open Questions:**

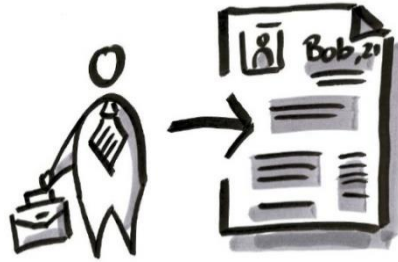
# Design Thinking Process



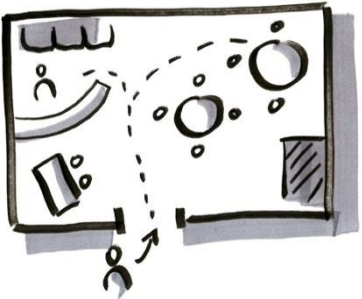
# Research



**Identify people to speak with**



**Create a questionnaire**



**Make a plan & define roles**



**Watch and observe**



**Ask and listen**

# Example Interview Questions

**Tell me about your experience?**

**Why?**

**Why?**

**What are the best/worst parts about...?**

**Why?**

**Why?**

**Can you help me to understand about...?**

**Why?**

**Why?**

**If you had 3 free wishes, what would they be?**



# Plan and Conduct Interviews



# Summary of Interview

Name:

Role:

Mood:

**What was surprising / unexpected?**

**What was irritating / contradictory?**

**What was the most important point? +/- ?**

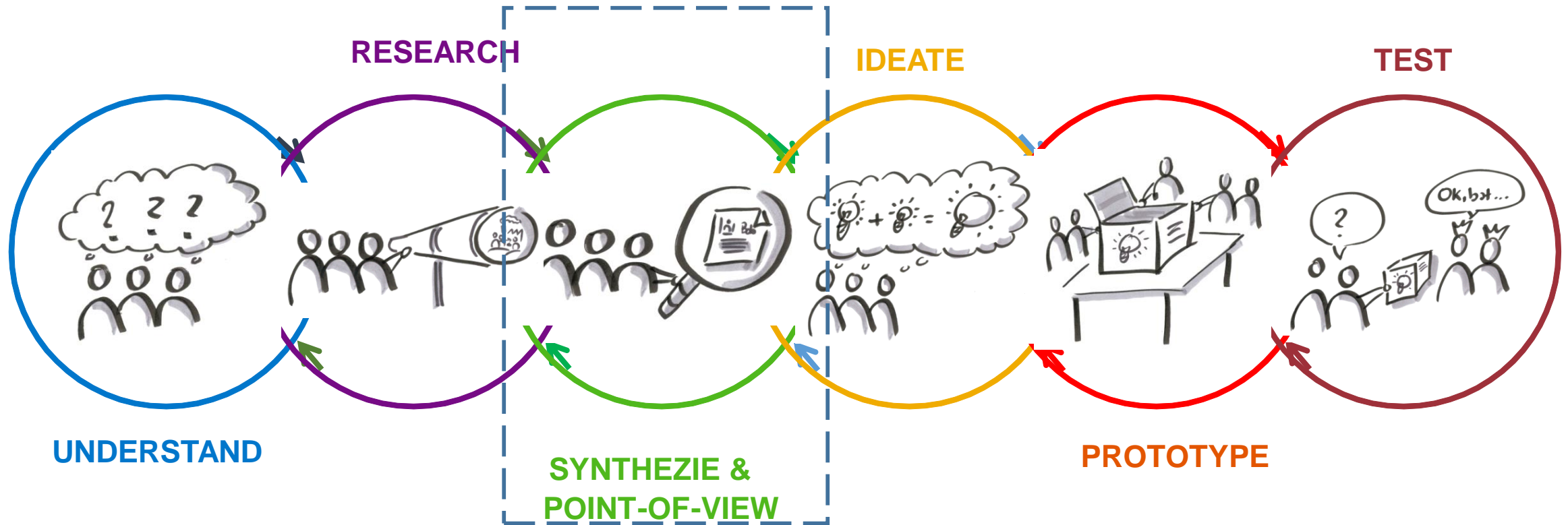
**Write down some quotes**



# Energizer



# Design Thinking Process

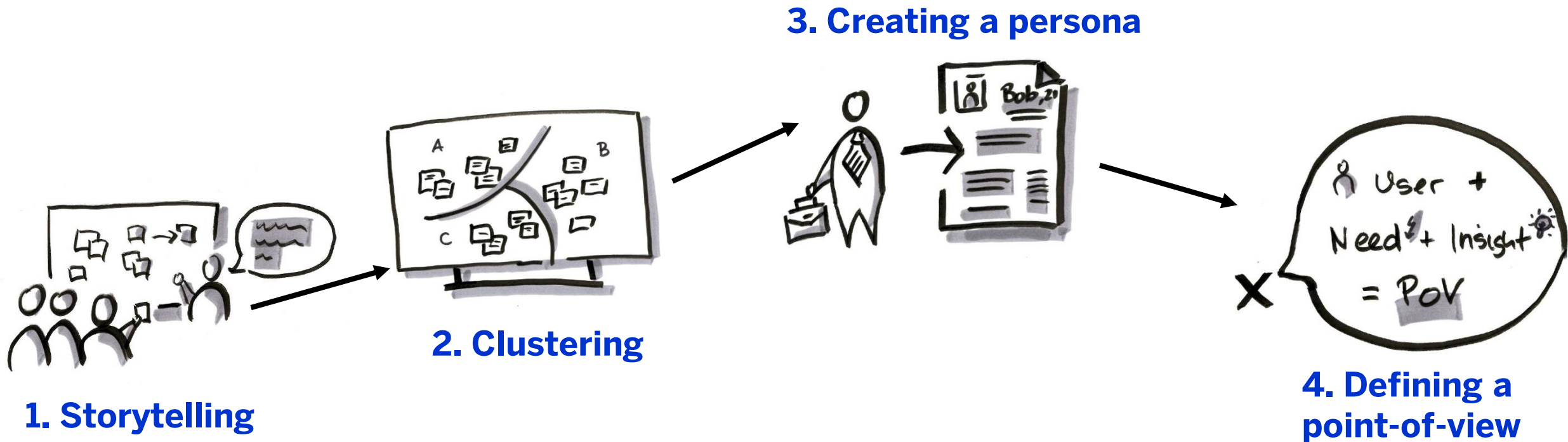




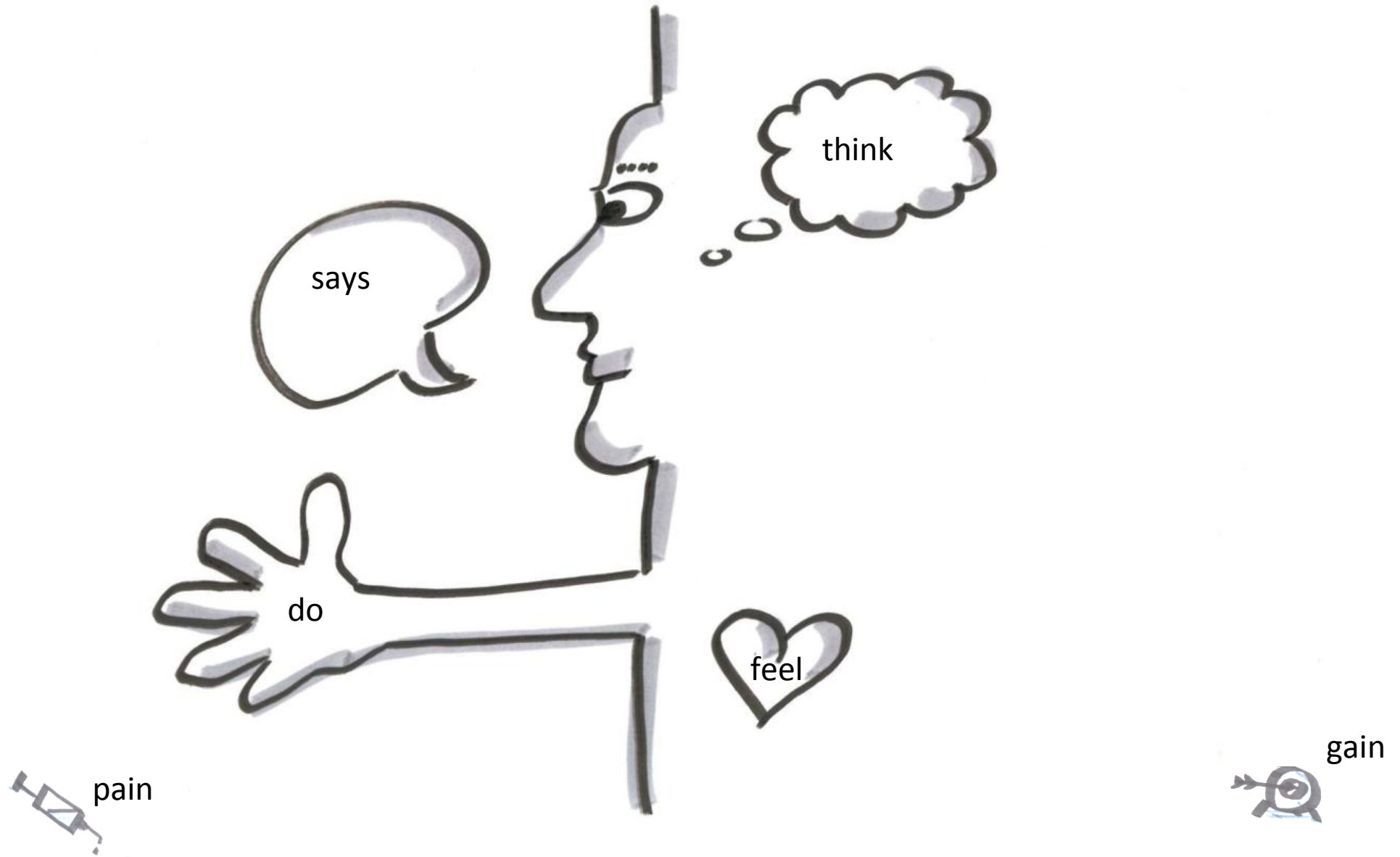
# Synthesize, Persona, PoV

Address the right question

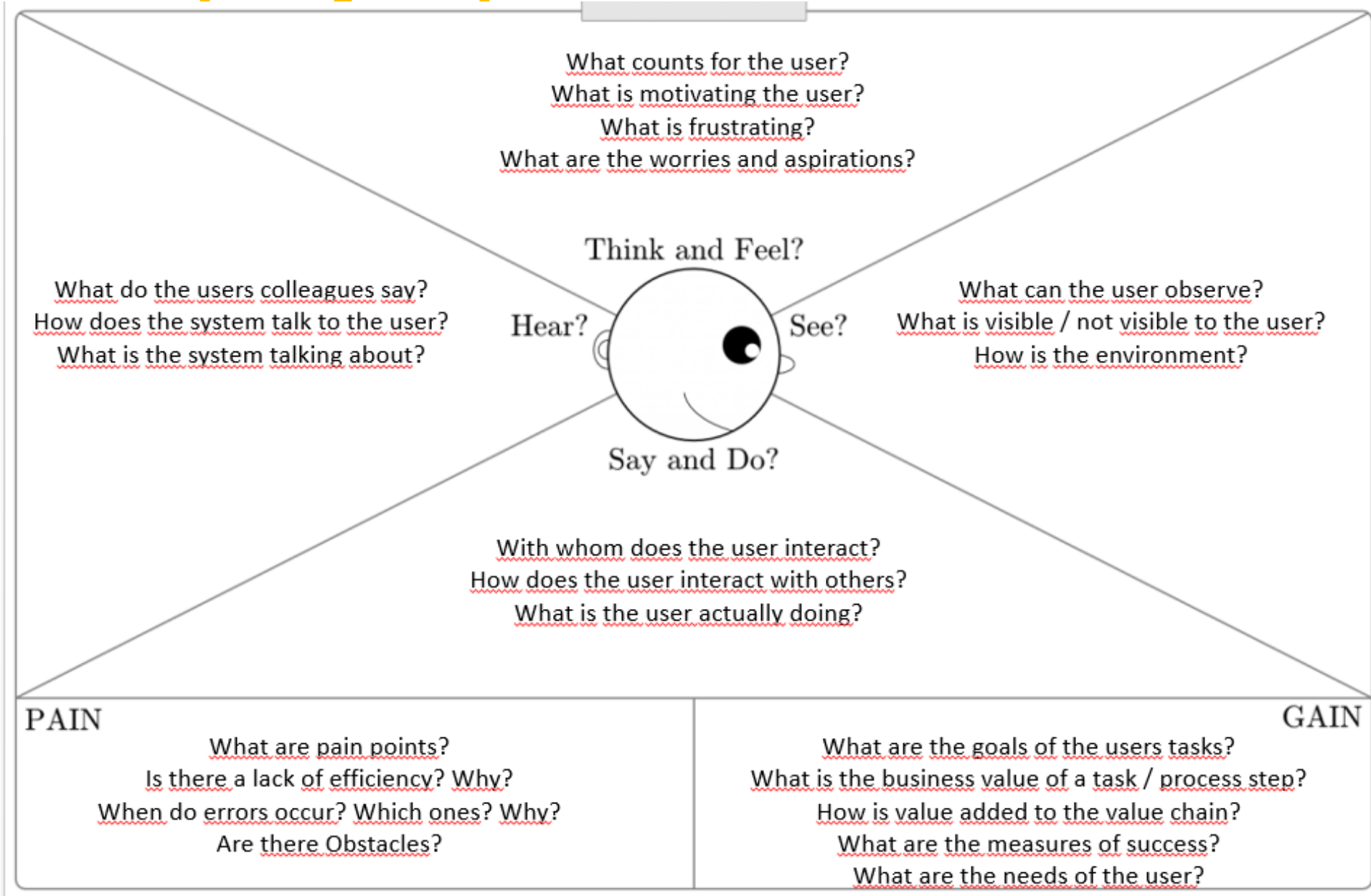
...and create the right solution



# Empathy Map



# Method Empathy Map



# Method PoV

The point-of-view is **one sentence that creates an image in your mind.**



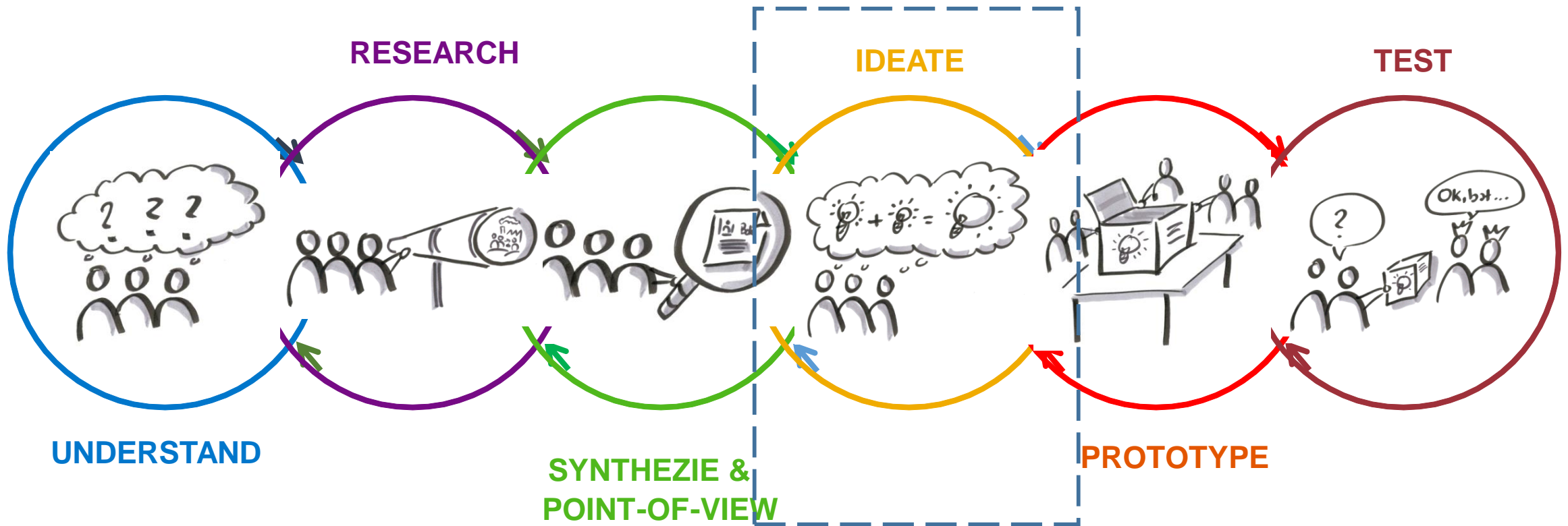
E.G. 'I as' John.....needs a way to...because or surprisingly.....



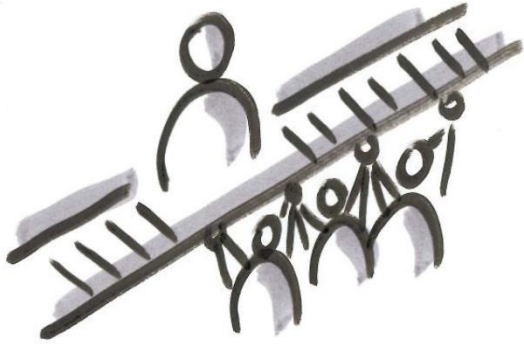
# Energizer



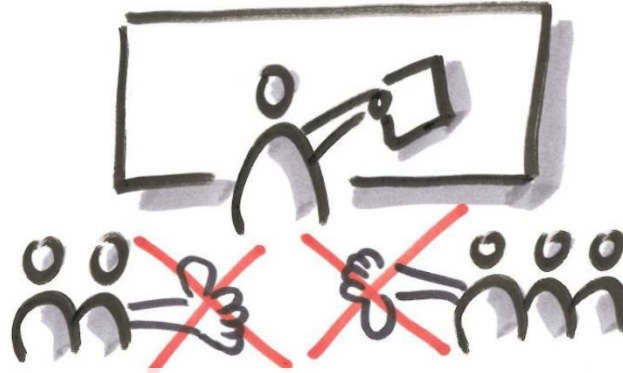
# Design Thinking Process



# Brainstorming Rules



**Build on the ideas of others**



**Defer judgement**



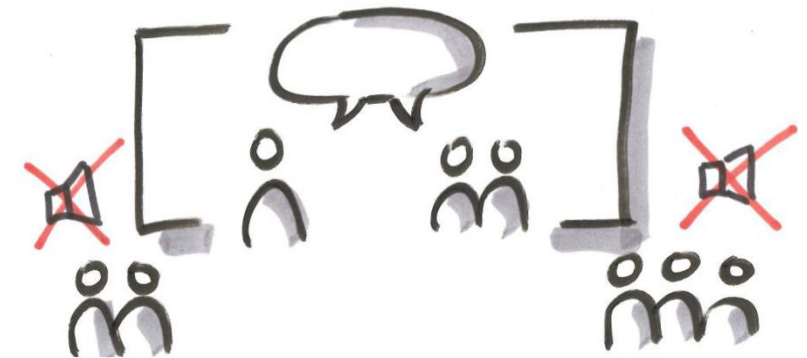
**Stay focused on topic**



**Fail early and often**



**Be visual**



**One conversation at a time**

# Ideation

- We create ideas for our persona using creative methods
- Each idea counts – it can be a crazy, wild or abstrusely one
- Don't comment – all ideas are allowed

## Creative Methods:

6-3-5

Play with constraints

Step into different roles





# Method: How might we help...

HOW MIGHT WE HELP ....



Who are you trying to help? (the persona name)



**TO**

What does the persona want to achieve? (the persona's goal)



**WHILE**

What did you learn from the UX Journey Map? (moment of truth and/or pain points)

# Ideation Methods (2)

## 6-3-5 Build on the Ideas of Others

Idea 1



Idea 4



Idea 2



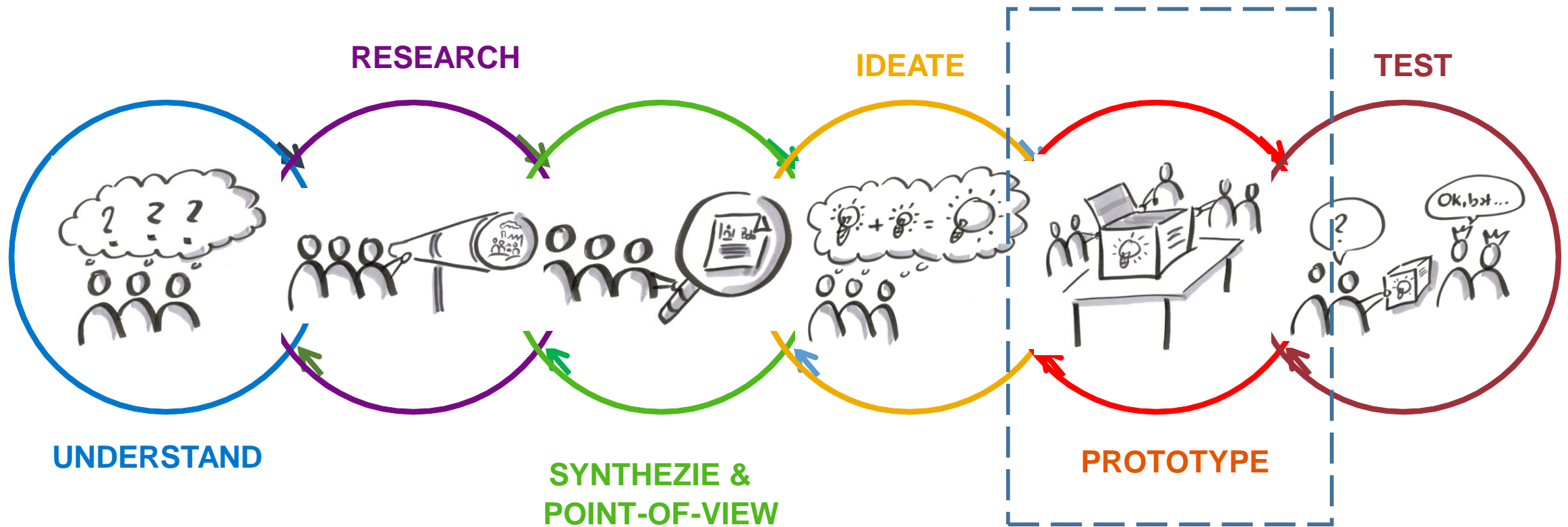
Idea 5



Idea 3



# Design Thinking Process



# Prototype

Prototypical implementation of the idea – combine, expand and refine ideas. Select the **most powerful** idea.

Role play



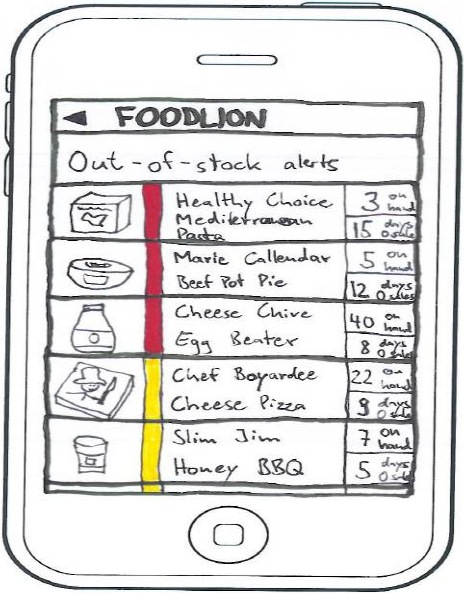
Model



Storyboard



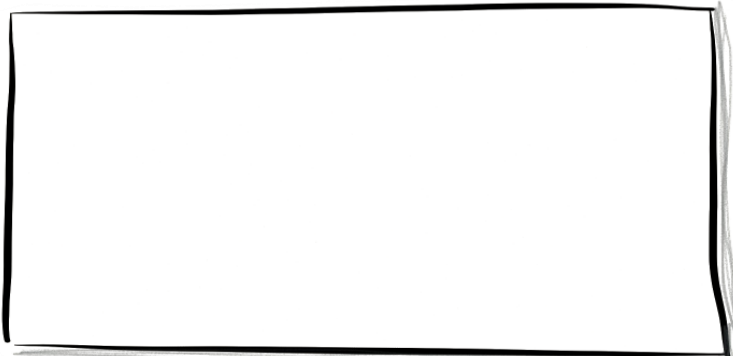
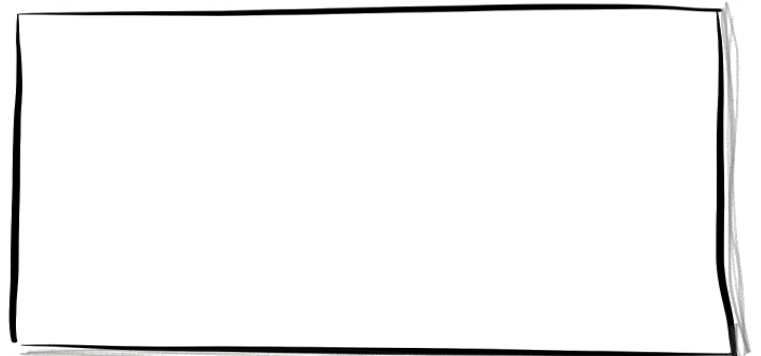
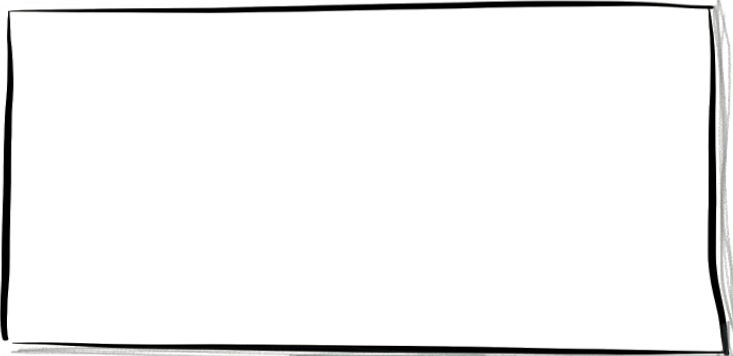
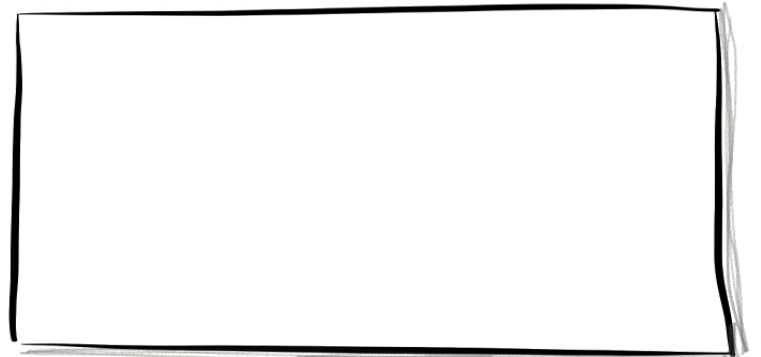
Paper Prototype



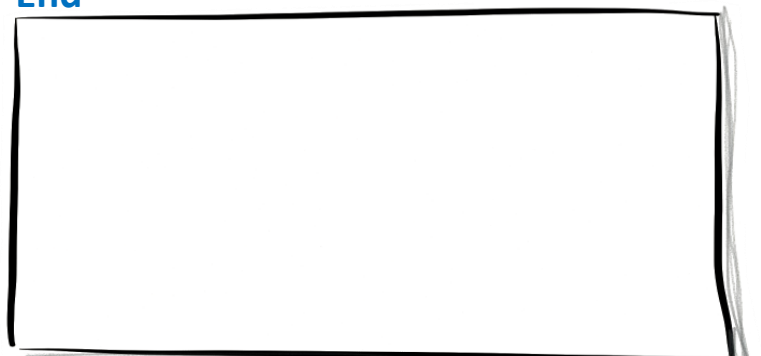
# Storyboard Example



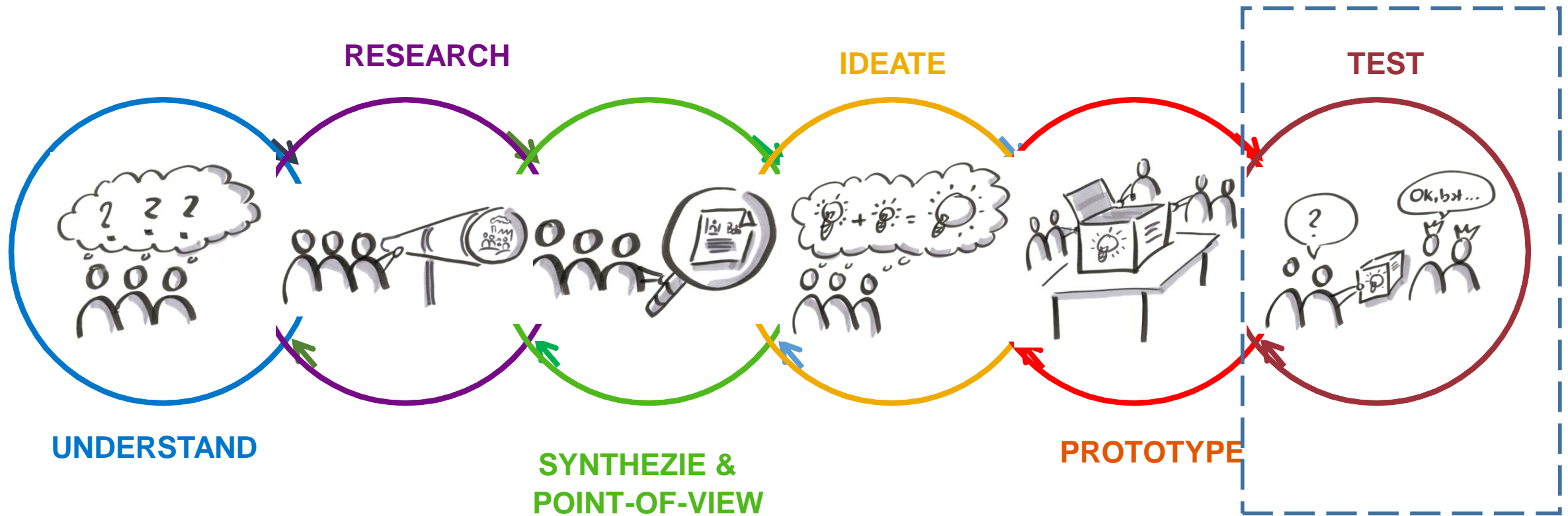
Start



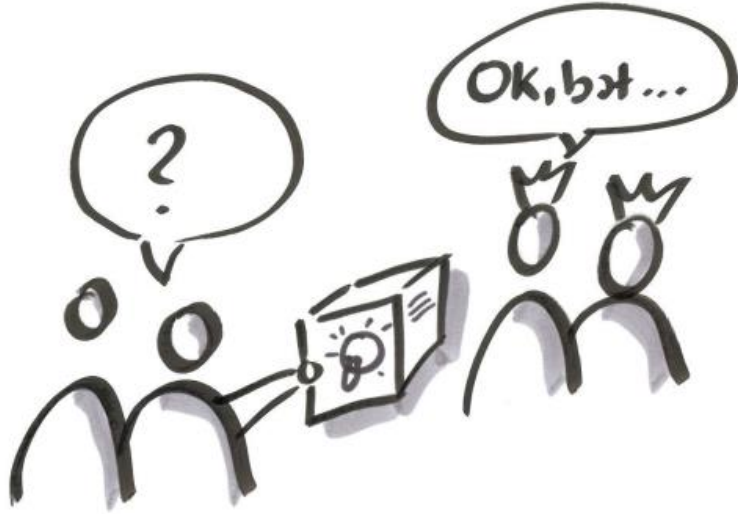
End



# Design Thinking Process



# Test







## Why Test?

- To **gather early feedback** from users, stakeholders and experts, to be able to iterate
- To learn about your ideas strengths and weaknesses
- To fail early



# Test

Seek feedback from a diverse group of people, include your target group members to gain new insights

 <b>What was good?</b>	 <b>What was bad?</b>
 <b>New questions?</b>	 <b>New ideas?</b>

**I wish / I like**