



DESIGN THINKING

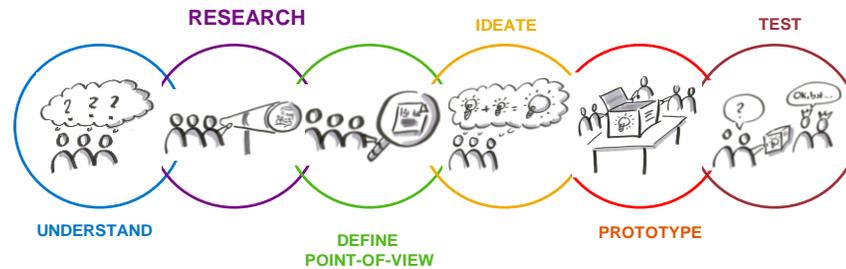
POCKET
SIZE

Design Thinking

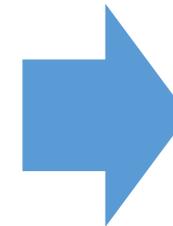


People

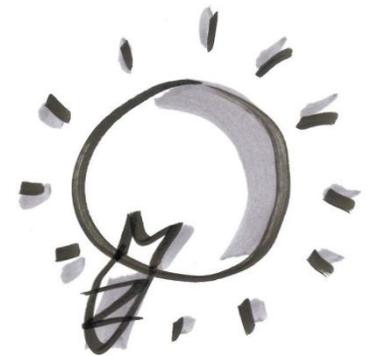
Space



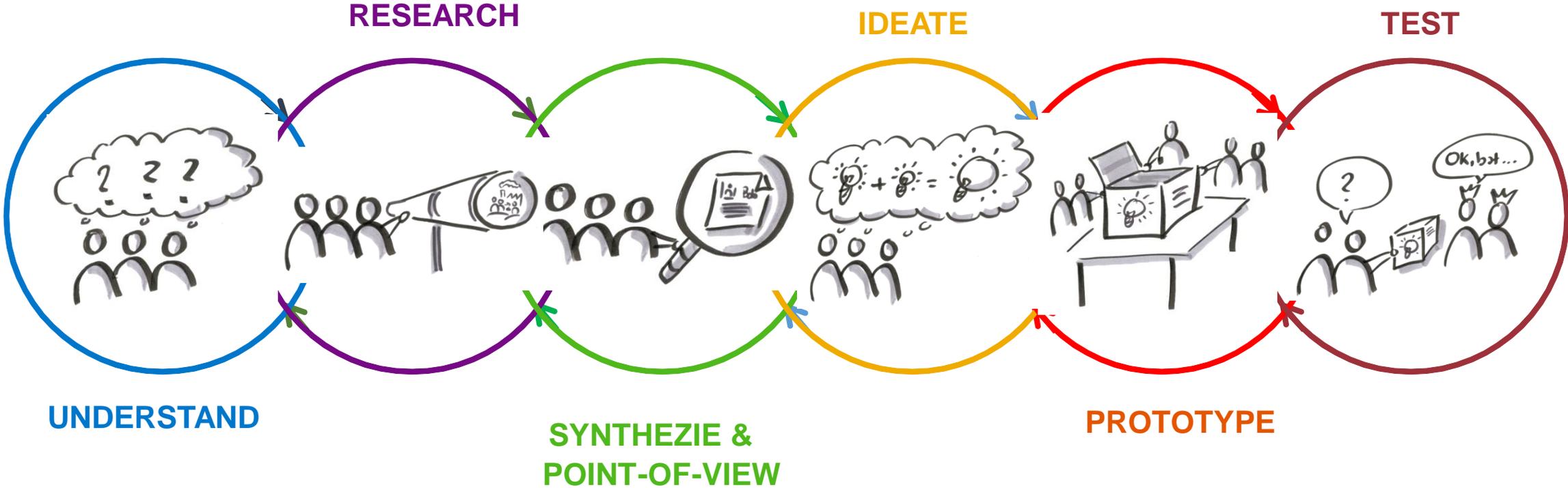
Approach



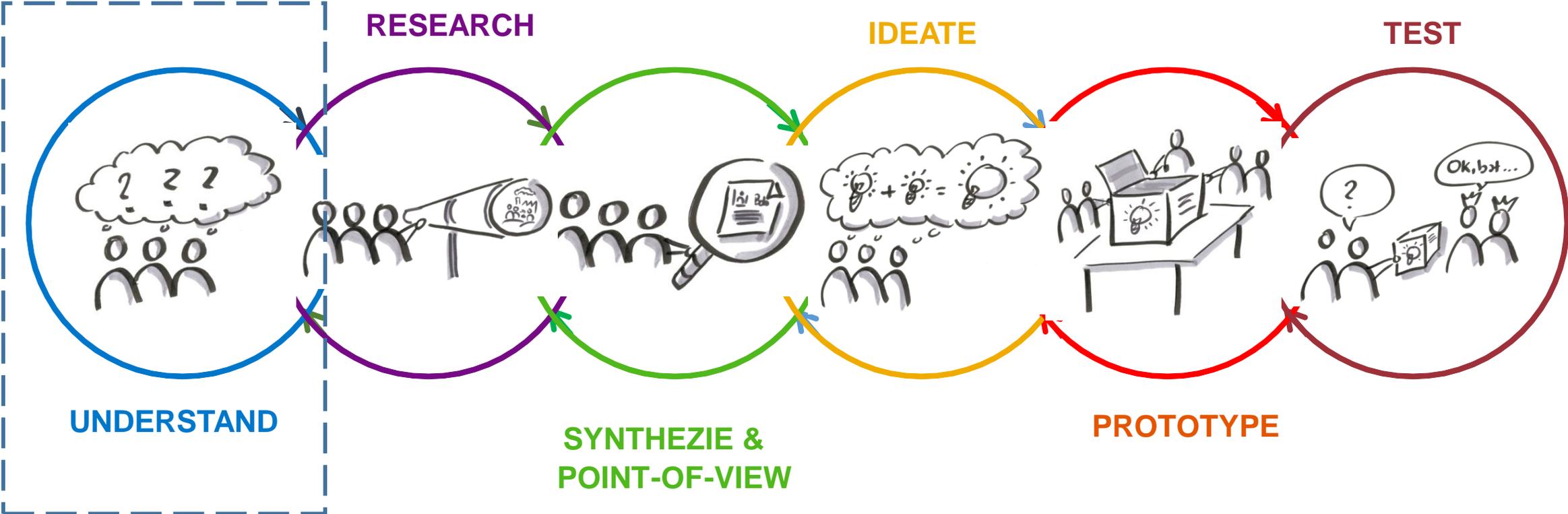
Innovation



Design Thinking Process



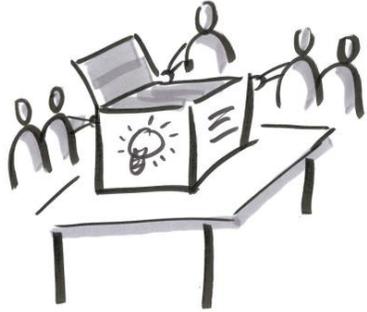
Design Thinking Process



Challenge for today

Redesign.....

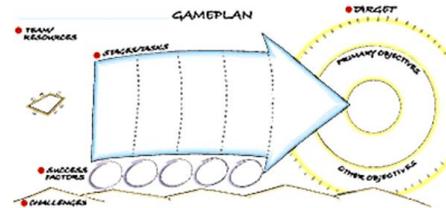
Understand



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

CURRENT INSIGHTS/ISSUES

- No time
- No resources
- Spread information to Research takes time
- No clear purpose
↳ big picture missing
- Lack of available education
- How is UX my job?
↳ what is UX for?
- Design = Technology is always the same
Designers will tell me what to do
- "I'm not allowed to..."
- UX disrupts my work

FUTURE BEHAVIOR

- Time is needed
- Proper planning in place
- I am...
↳ When to bring in designers
- I know what to do
- I know how to find information
- I am responsible for the success of my product.
- Proud of my work
- Tech. is available & available in time
- My team is allowed veto/stop in

BARRIERS TO ADOPT

- No time
- No resources
- Spread information to Research takes time
- No clear purpose
↳ big picture missing
- Lack of available education
- How is UX my job?
↳ what is UX for?
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Callout Box 1: 1. Collect facts about the current situation

Callout Box 2: 2. Brainstorm the ideal future

Callout Box 3: 3. List potential barriers to come to the ideal future

Method CFB

Current

What does it look like today?

Future

How should it be in the future?

Barrier

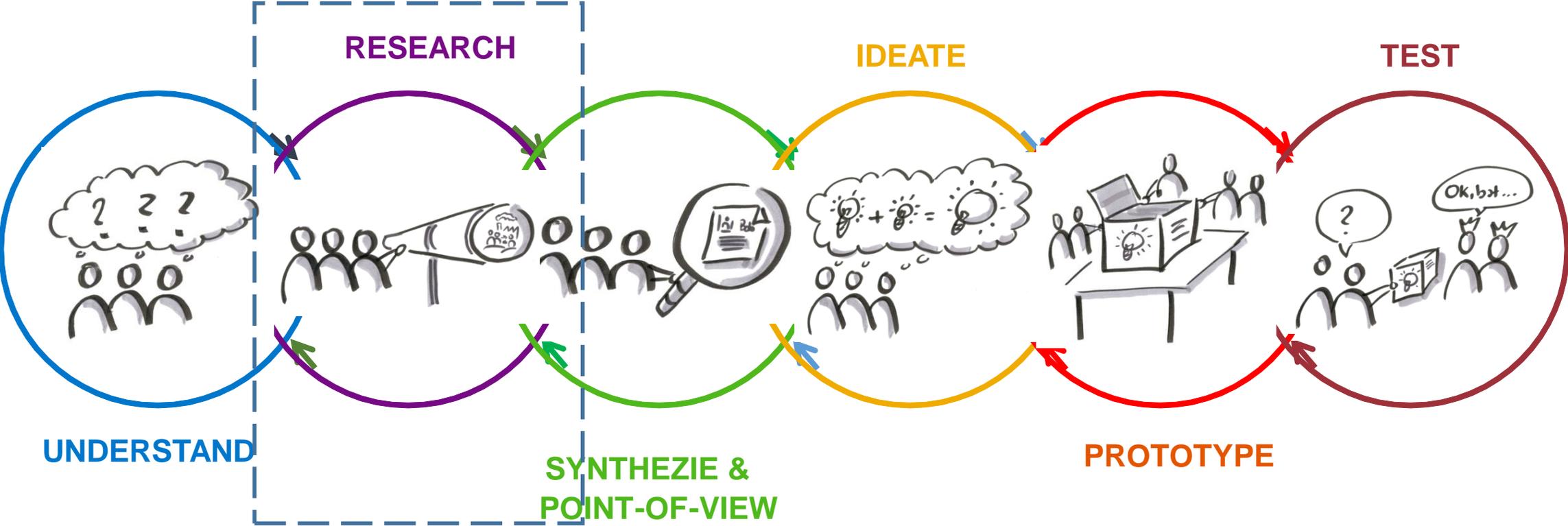
What holds us back, which barriers exist?

Results of Understanding

Reframed Challenge:

Open Questions:

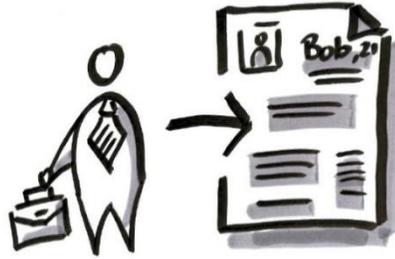
Design Thinking Process



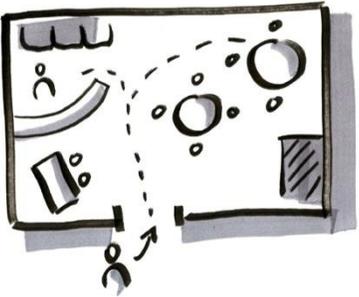
Research



Identify people to speak with



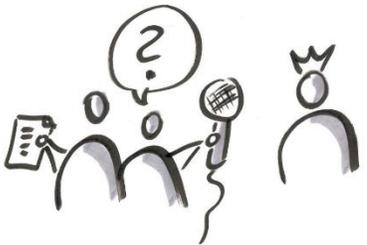
Create a questionnaire



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:

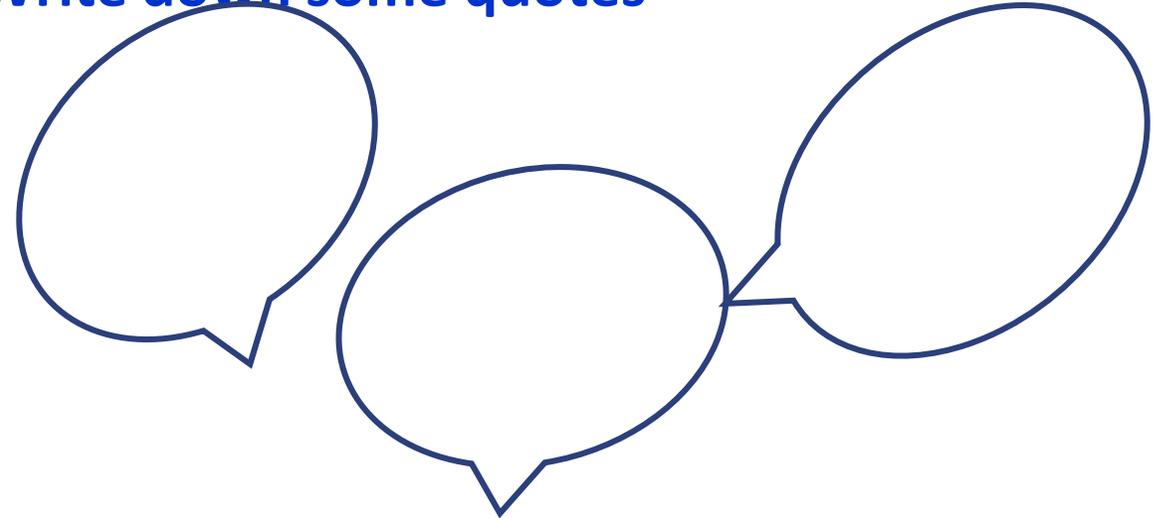
Mood:

What was surprising / unexpected?

What was irritating / contradictory?

What was the most important point? +/- ?

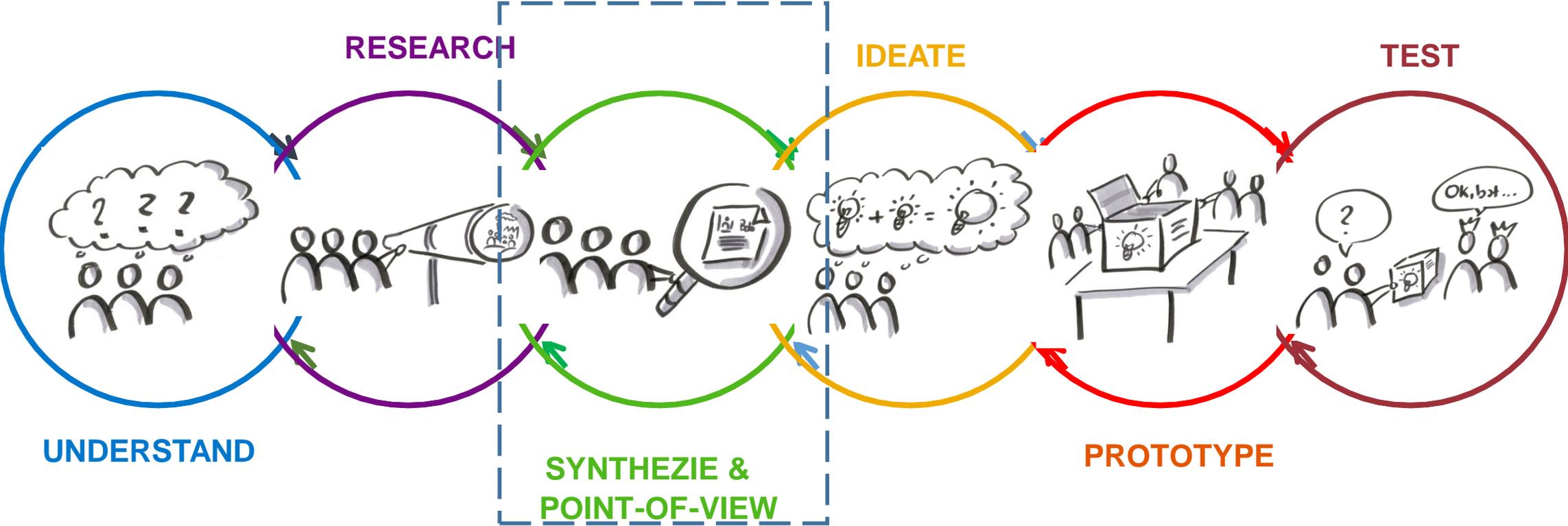
Write down some quotes



Energizer



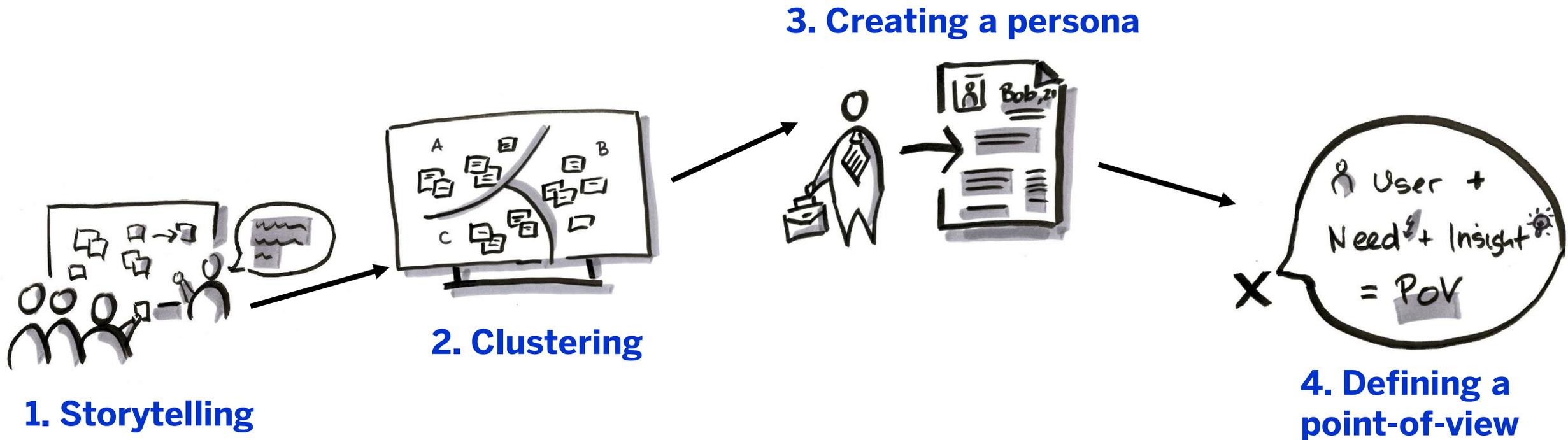
Design Thinking Process



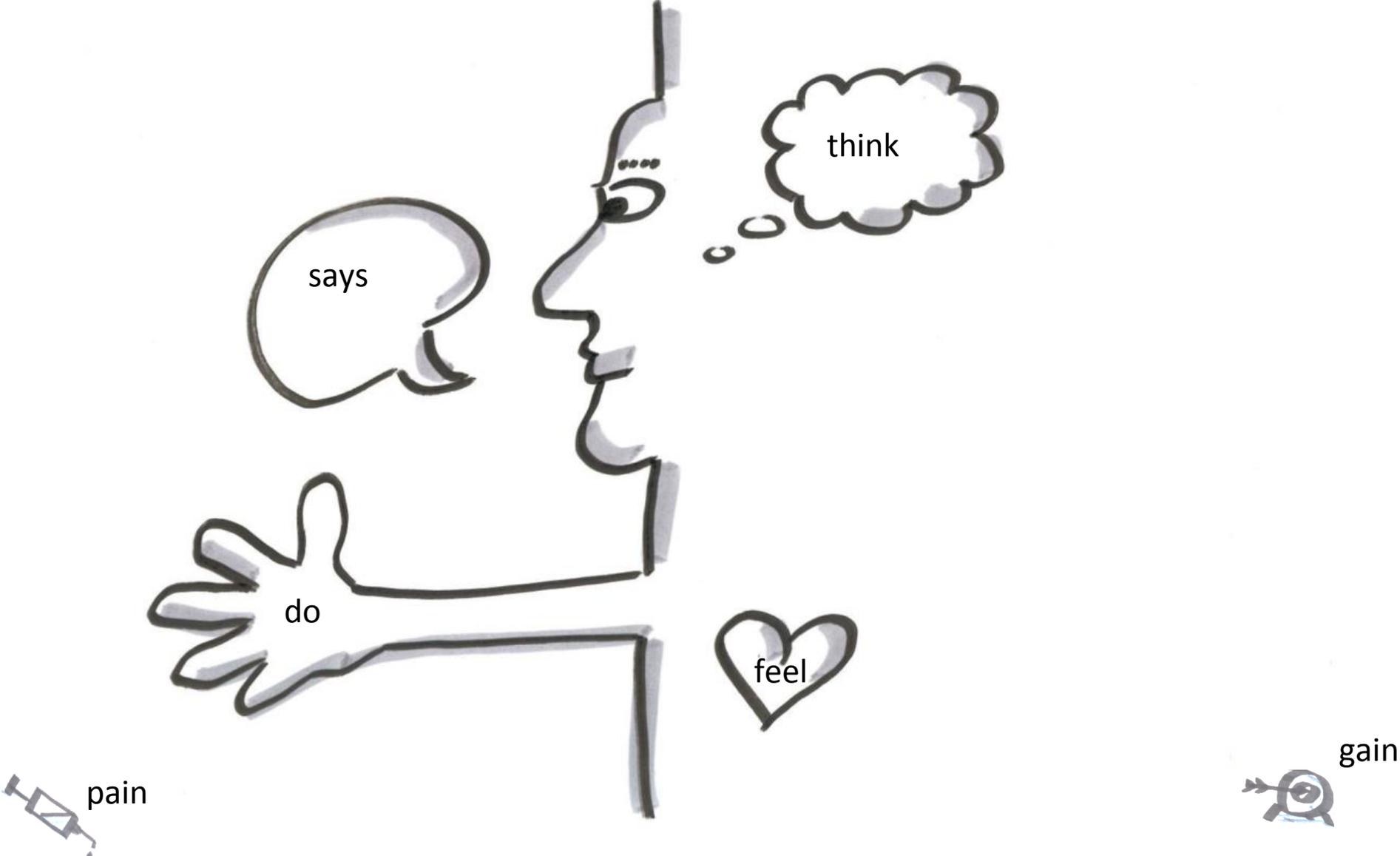
Synthesize, Persona, PoV

Address the right question

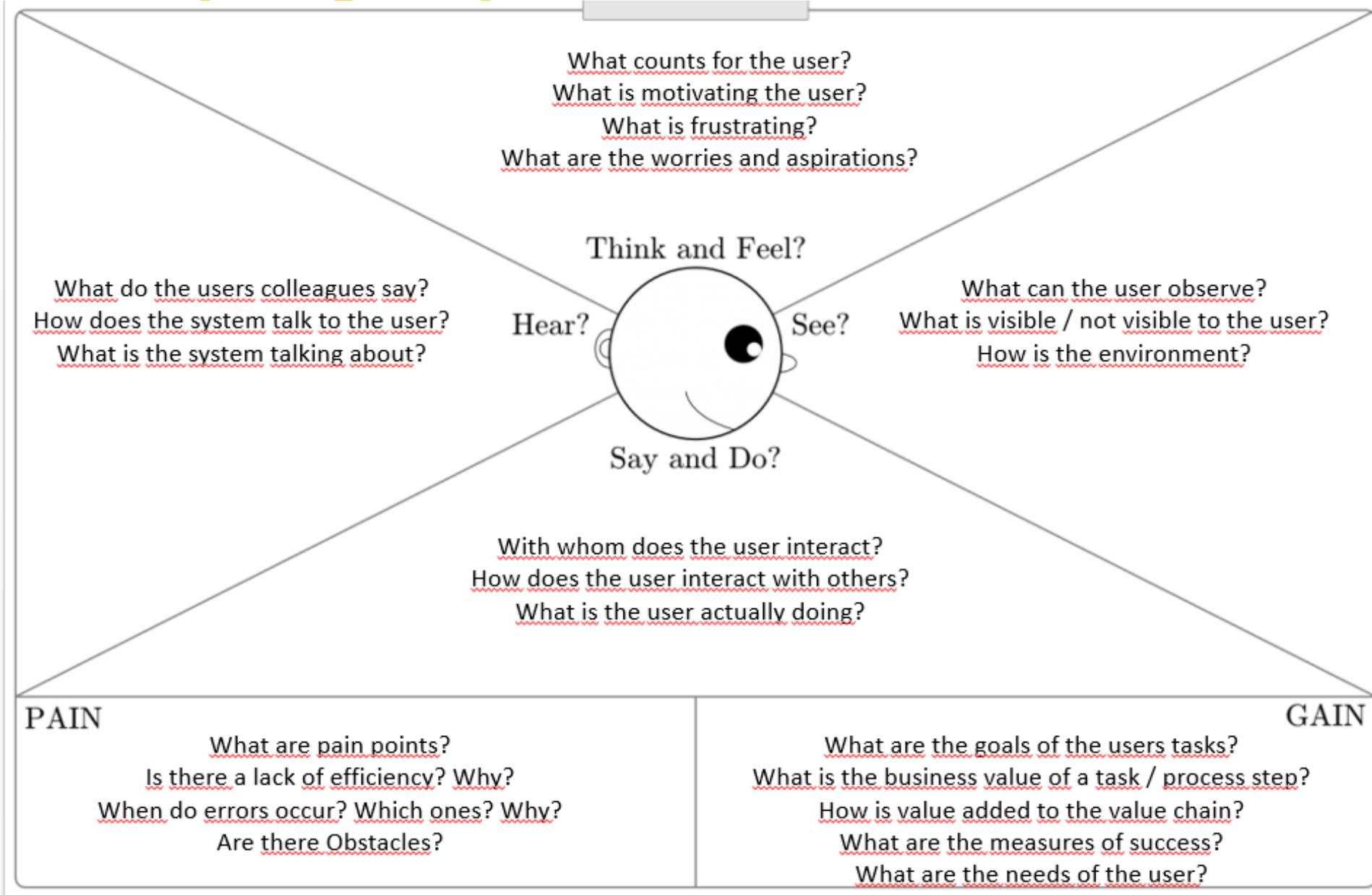
...and create the right solution



Empathy Map



Method Empathy Map



Method PoV

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

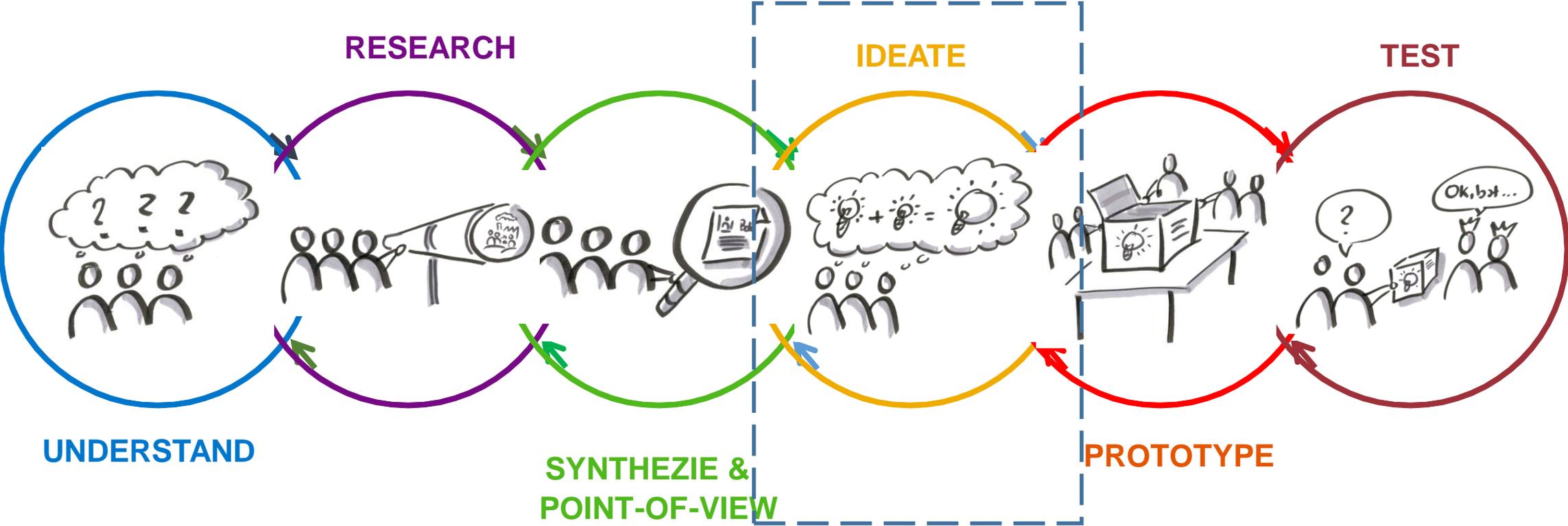


E.G. 'I as' John.....needs a way to...because or surprisingly.....

Energizer



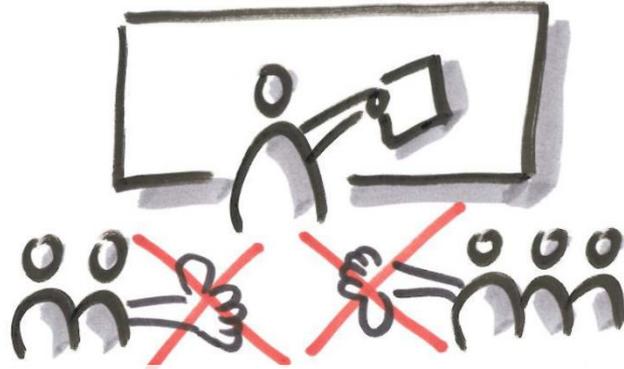
Design Thinking Process



Brainstorming Rules



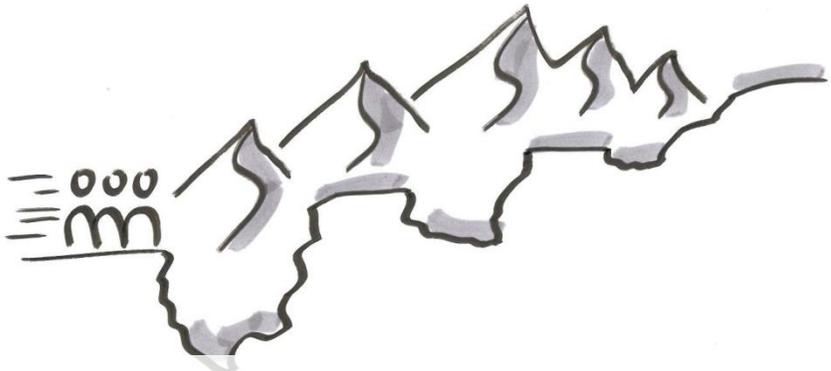
Build on the ideas of others



Defer judgement



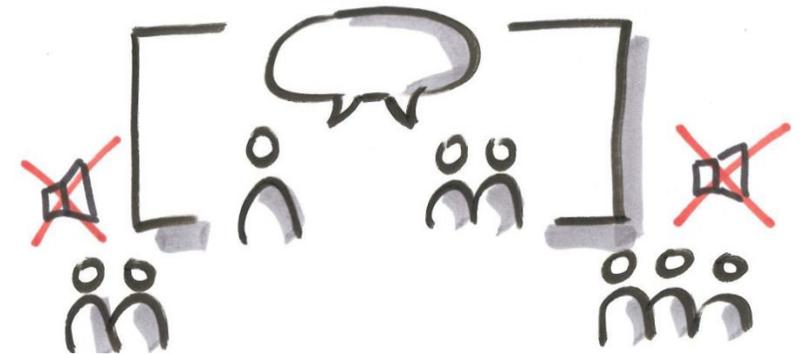
Stay focused on topic



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 constrains

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



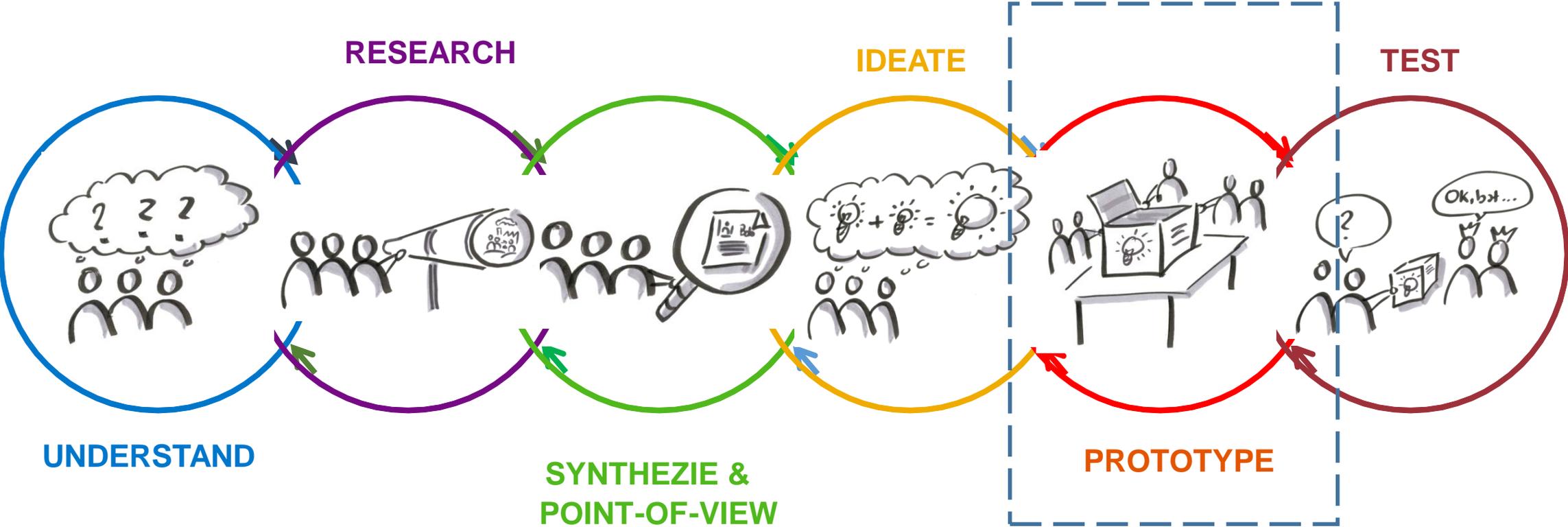
Idea 5



Idea 3



Design Thinking Process



Prototype

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

Role play



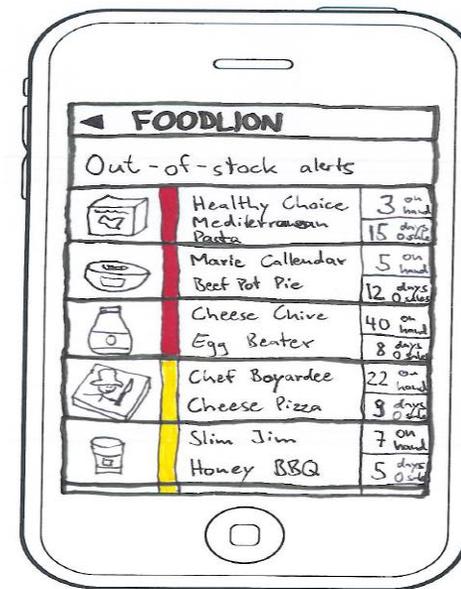
Model



Storyboard



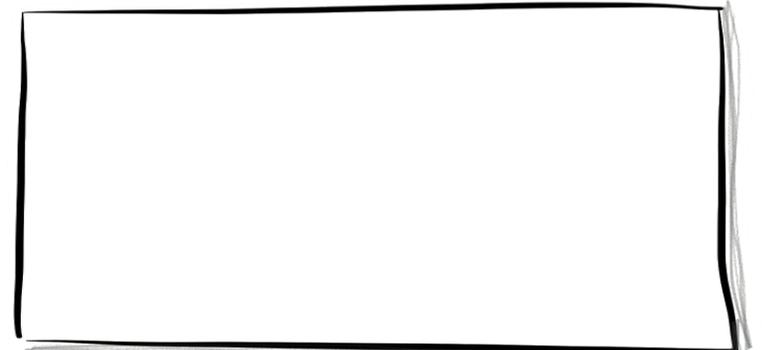
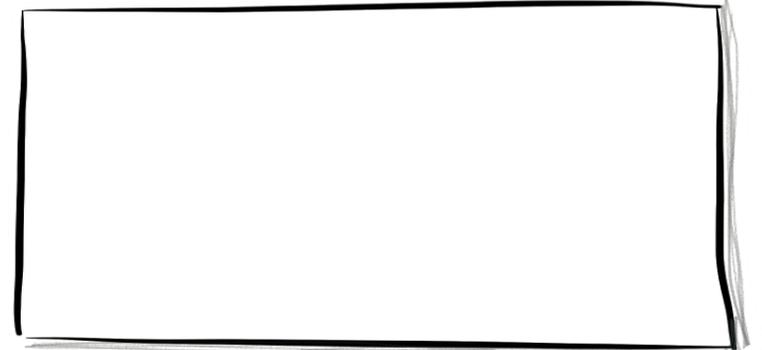
Paper Prototype



Storyboard Example



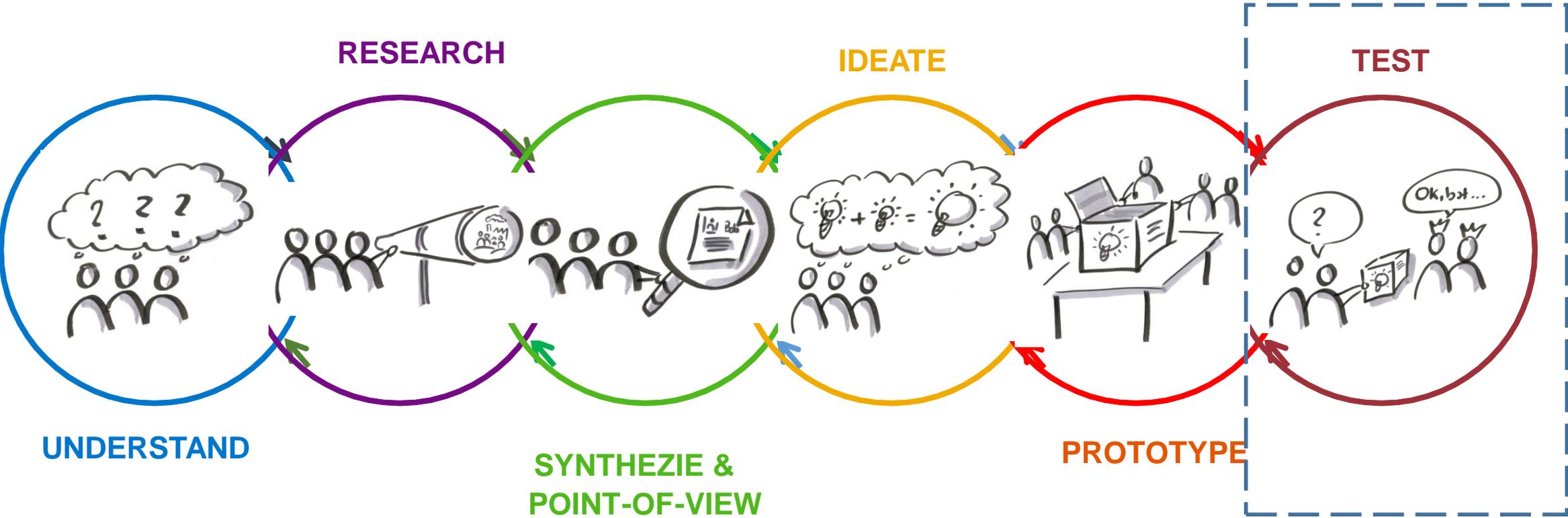
Start



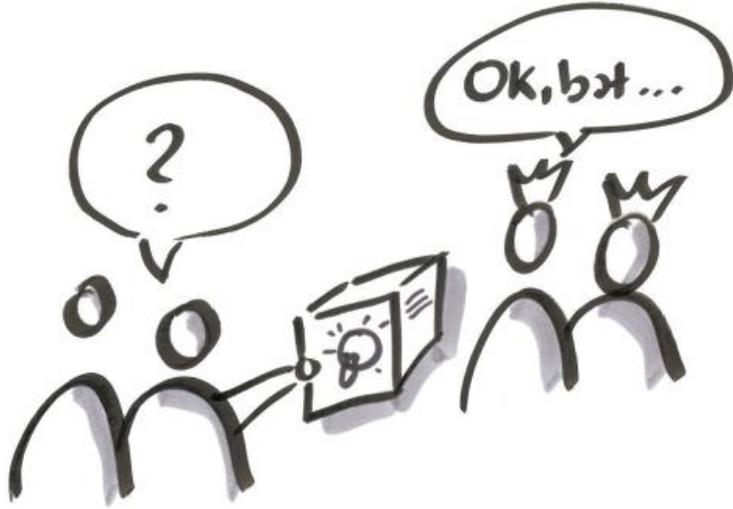
End



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

<p>+</p> <p>What was good?</p>	<p>-</p> <p>What was bad?</p>
<p>?</p> <p>New questions?</p>	<p></p> <p>New ideas?</p>

I wish / I like