



DESIGN THINKING

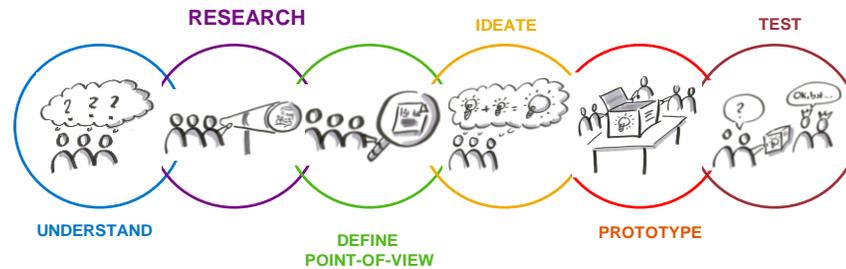
POCKET
SIZE

Design Thinking

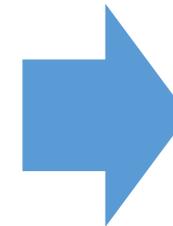


People

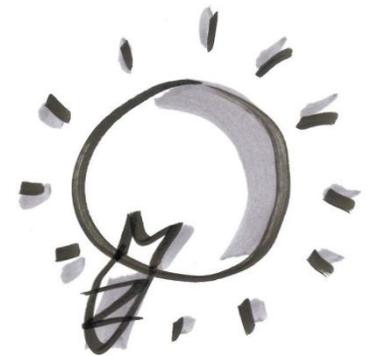
Space



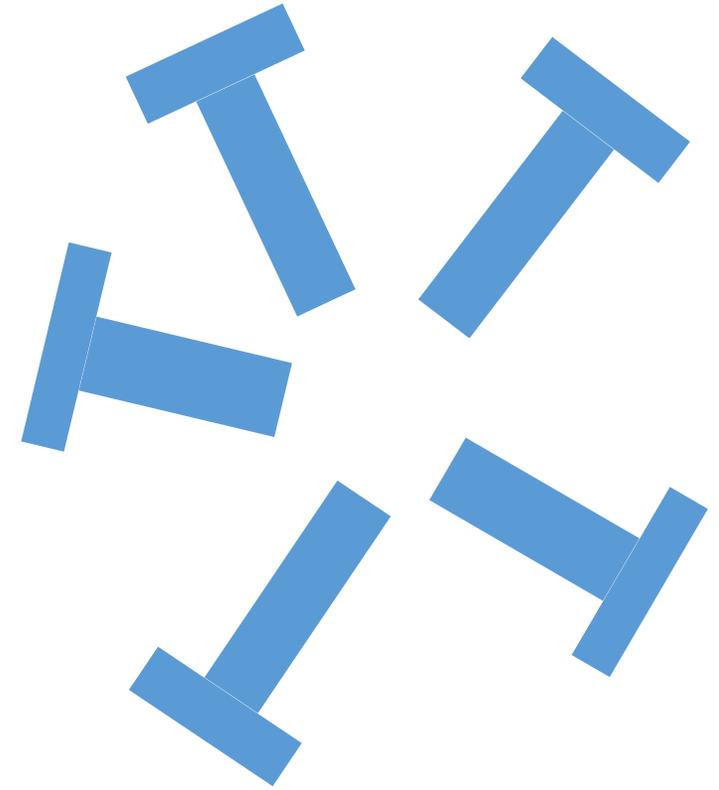
Approach



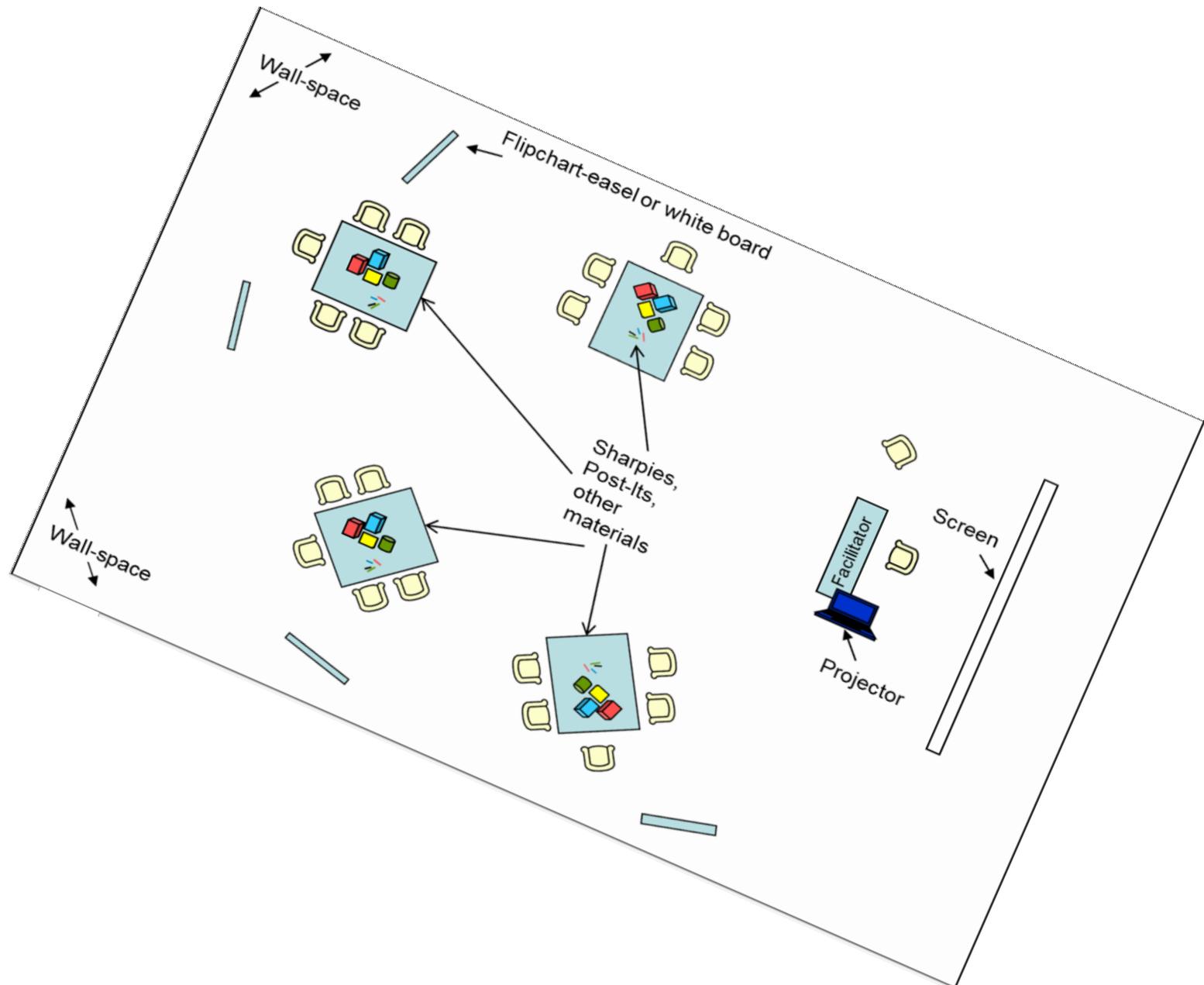
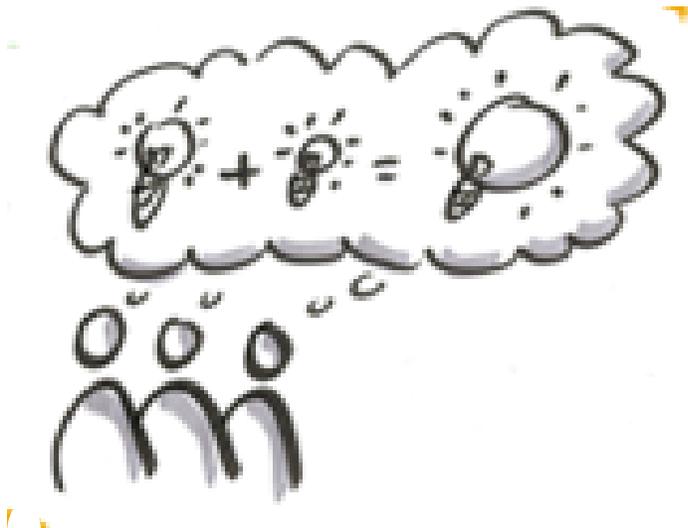
Innovation



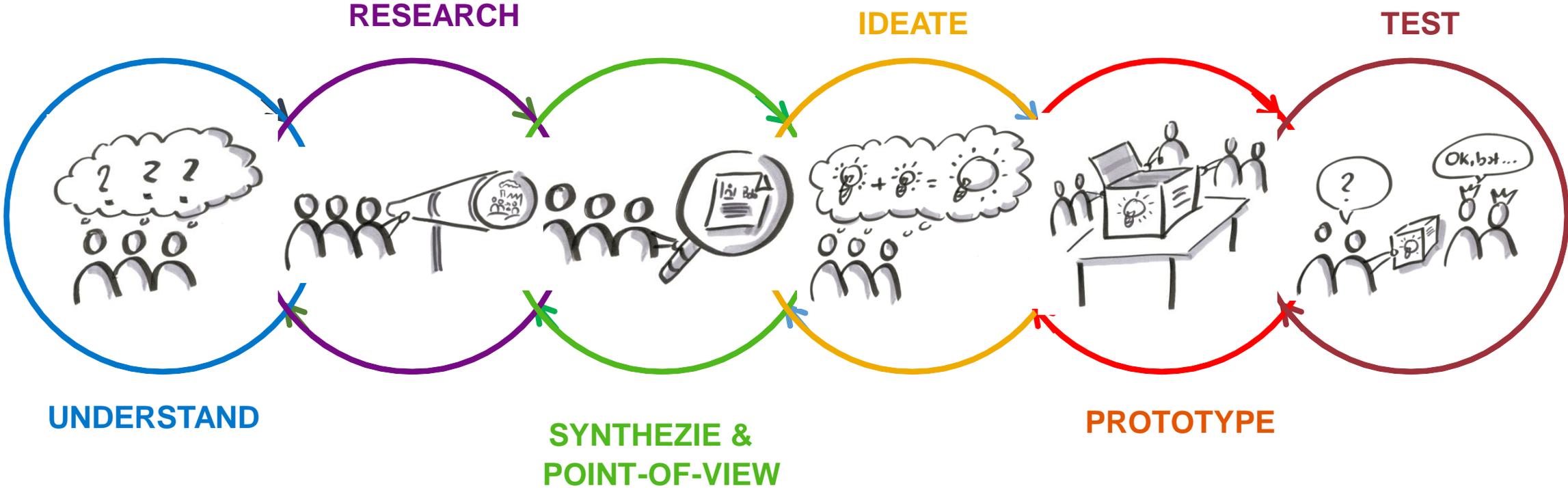
Design Thinking - the Right People



Design Thinking - Space

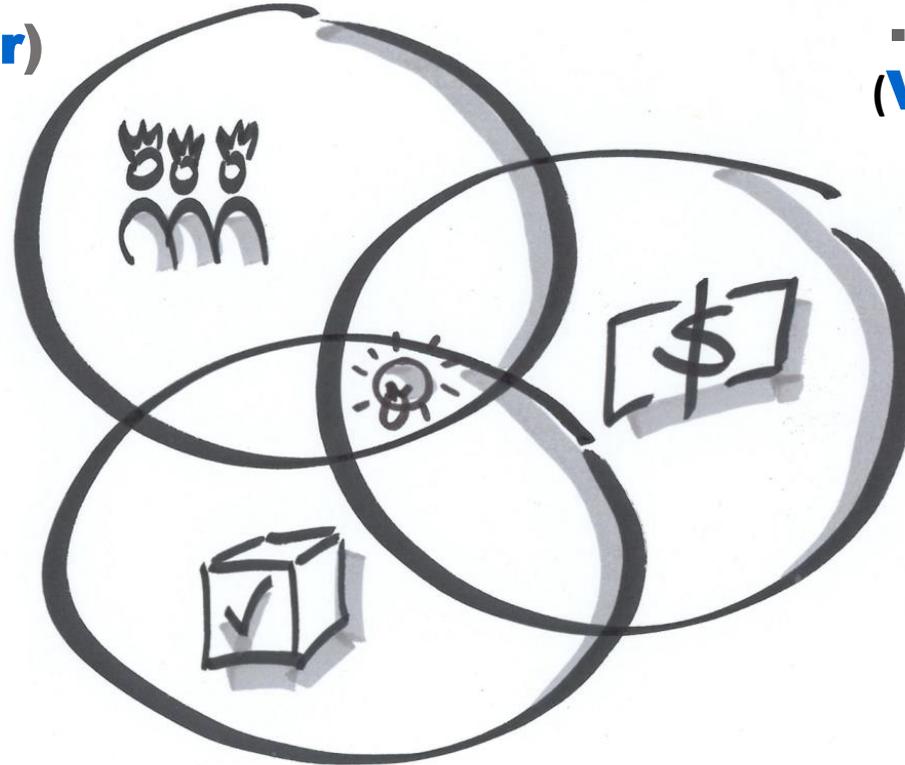


Design Thinking Process



Design Thinking & Innovation

Customer will love it..
(**Desireability / Wow Faktor**)



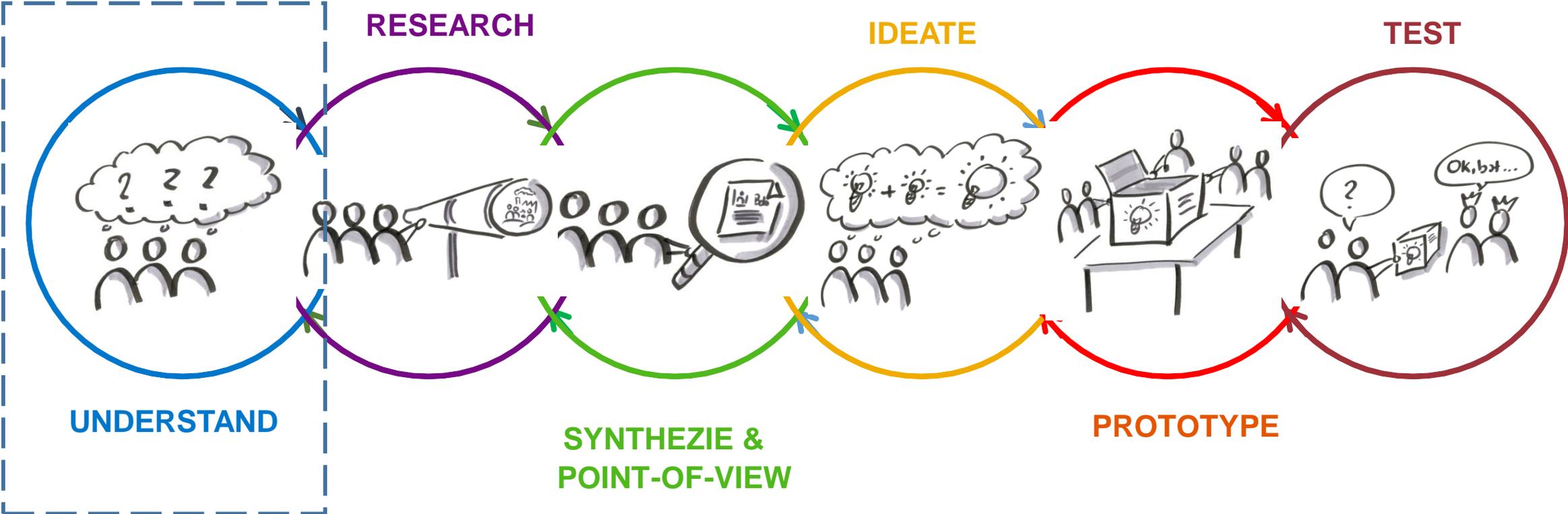
.. You get money for it..
(**Viability/ customers are willing to pay for it**)

.. It is makeable!
(**Feasibility/ solution can be build**)

Energizer



Design Thinking Process



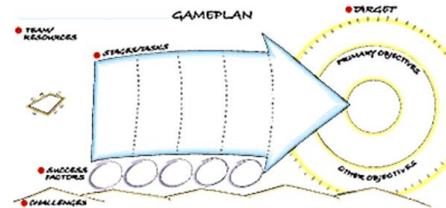
Understand



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

Team Rules



Take care about loudness



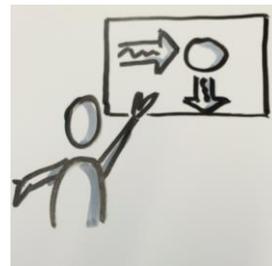
Accept Timboxing



Stay focused on topic



Fail early and often

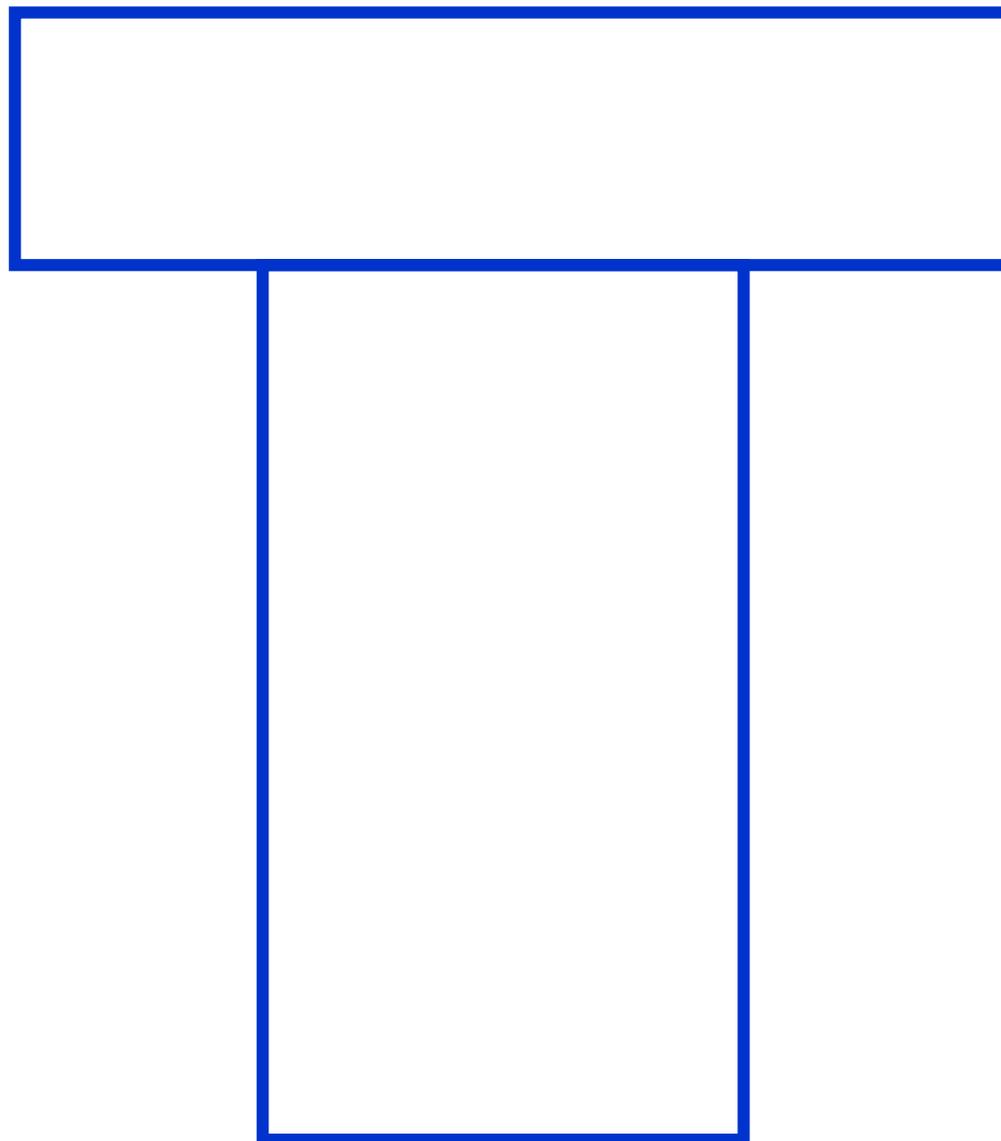


Be visual



Clean Office

T-Shaped People



Challenge for today

Redesign.....

Method CFB

Current What does it look like today ?	Future What should it be like in the future ?	Barrier What withholds us, which barriers exist ?

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 & cheap in time
- My team is allowed veto/stop in

BARRIERS TO ADOPT

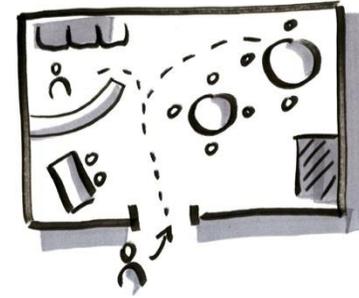
- No clear purpose
- Lack of available education
- How is UX my job?
↳ what is UX for?
- Design = Technology is always the same
- "I'm not allowed to..."
- UX disrupts my work
- No time
- No resources
- Spread information to Research takes time
- No clear purpose
↳ big picture missing
- Lack of available education
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- Tech. is available & cheap in time
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- I am responsible for the success of my product.
- Proud of my work
- I know what to do
- I know how to find information
- Proper planning in place
- Time is needed

1. Collect facts about the current situation

2. Brainstorm the ideal future

3. List potential barriers to come to the ideal future

Prepare your Research Plan



Date	Place	Activity	Team Leads	Details	Status

Results of Understanding

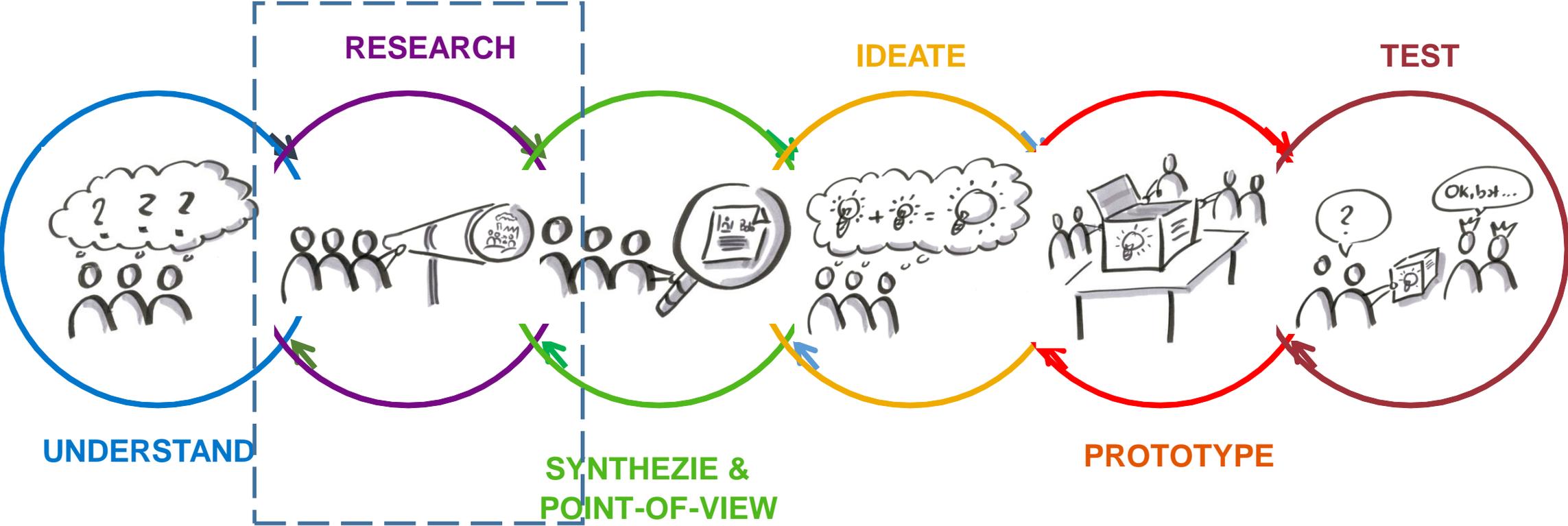
Reframed Challenge:

Open Questions:

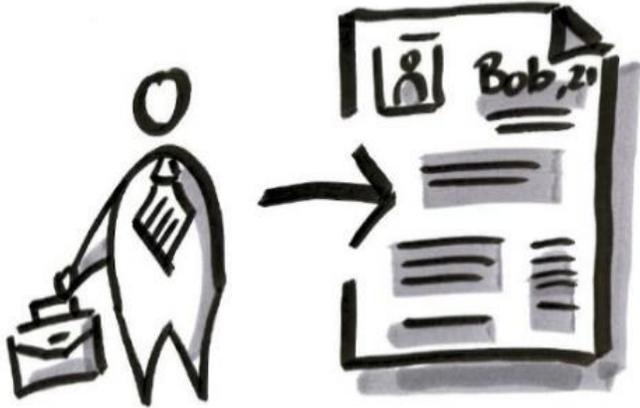
Energizer



Design Thinking Process



Build a question Guide

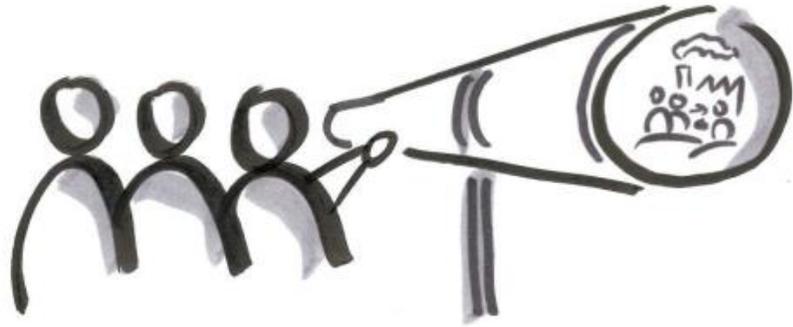


Ask open questions and don't hesitate to ask 2-3 times 'WHY' after receiving an answer



Identify people to speak with

Research



20 % Asking / 80 % Listening



Watch and observe

Ask and listen

Prepare for Field Work

20 % Asking / 80 % Listening



Summary of Interview

Name:

Role:

Mood:

What was surprising / unexpected?

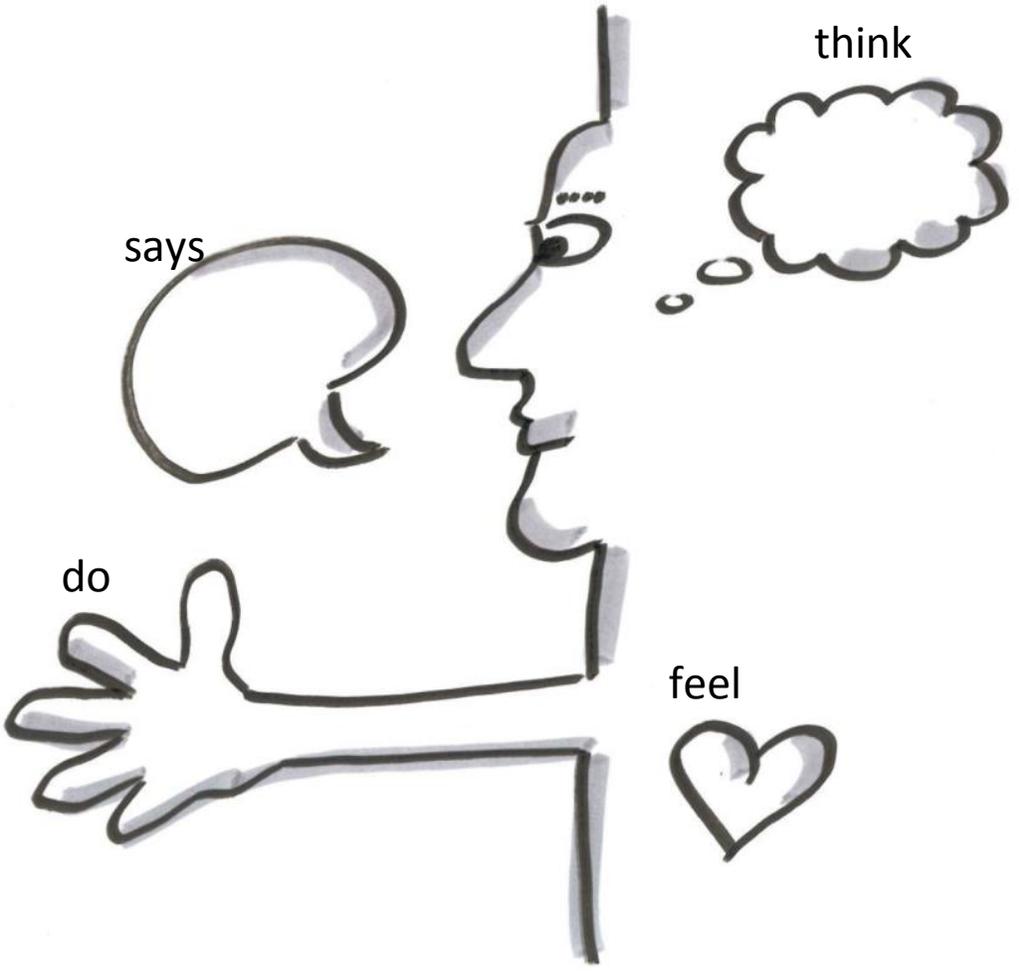
What was irritating / contradictory?

What was the most important point? +/- ?

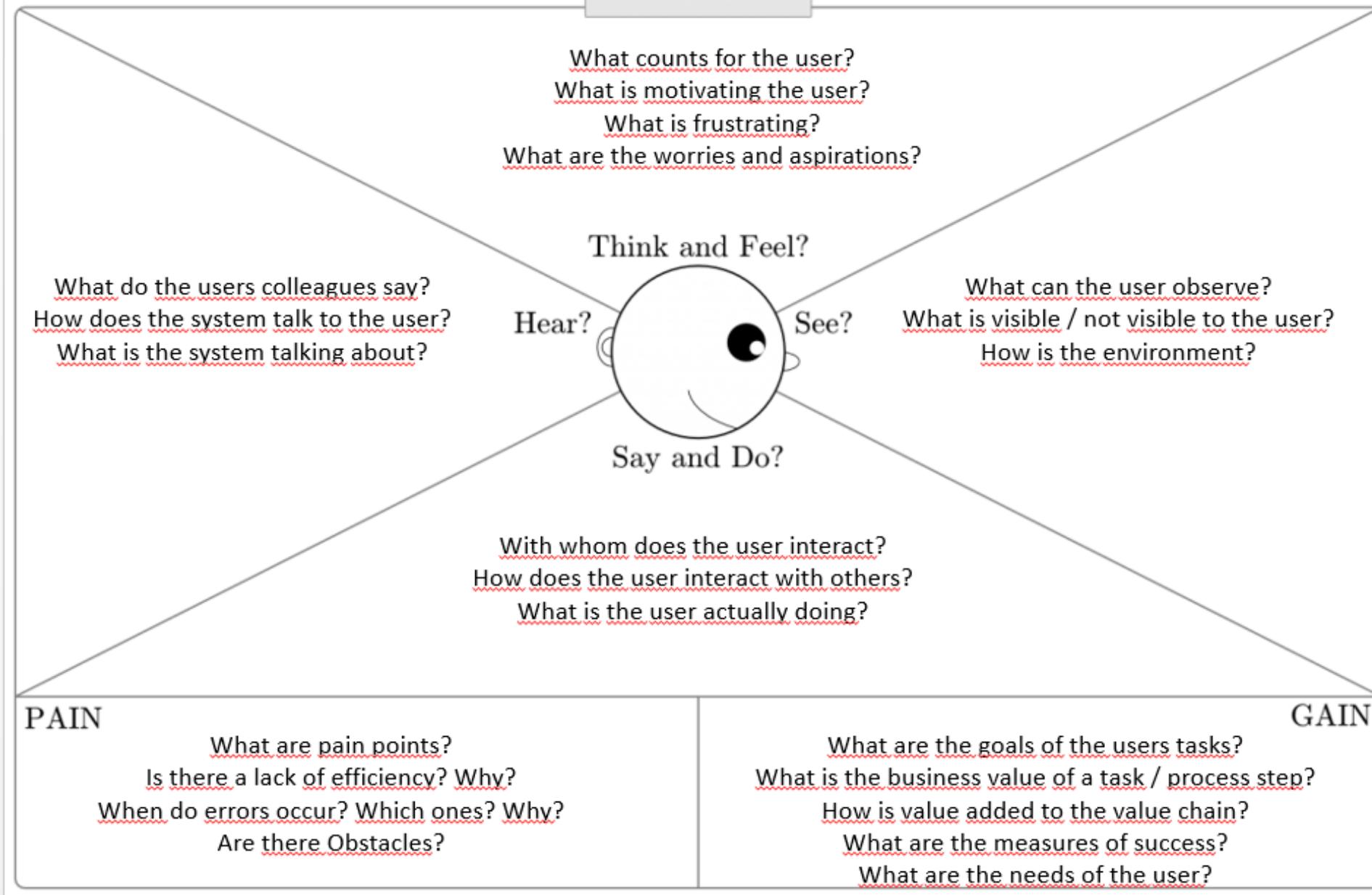
Write down some quotes



Empathy Map



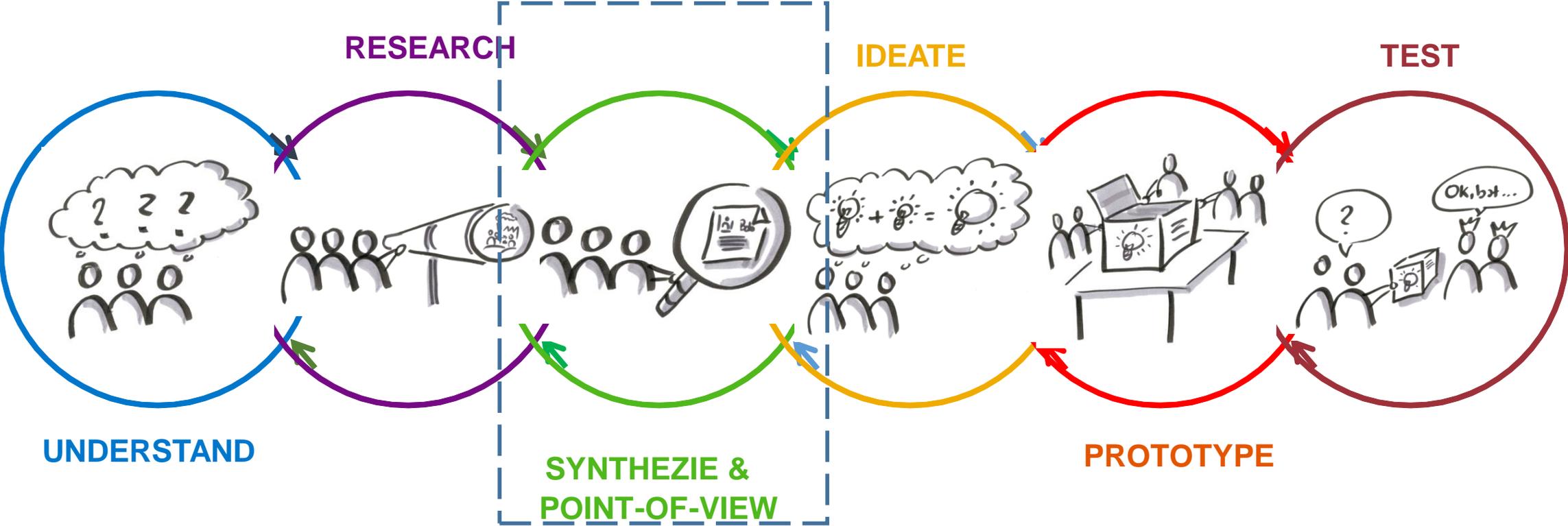
Method Empathy Map



Energizer



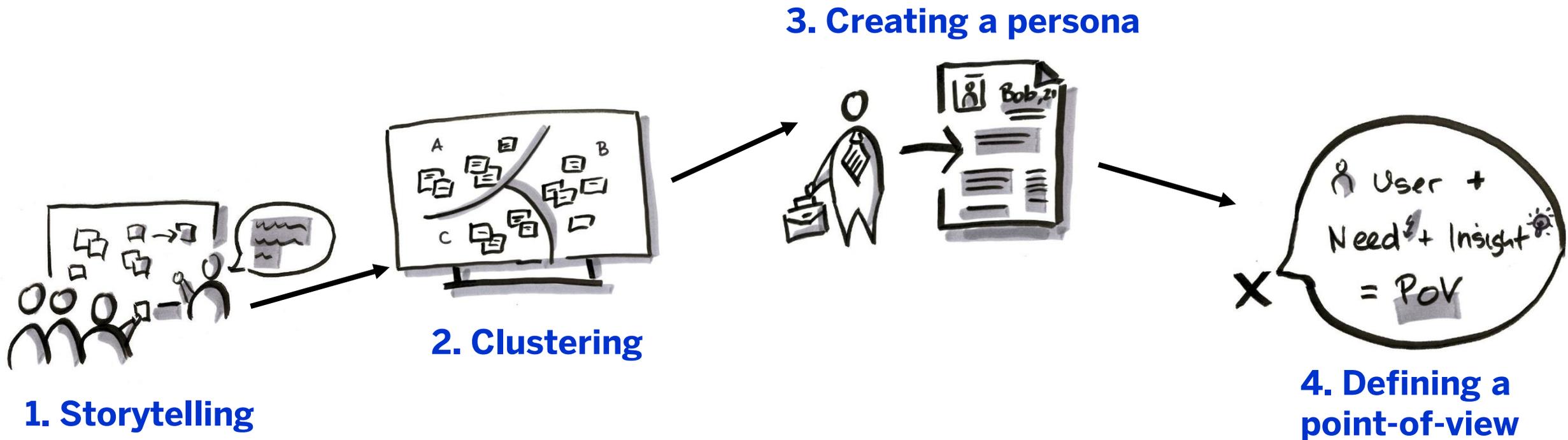
Design Thinking Process



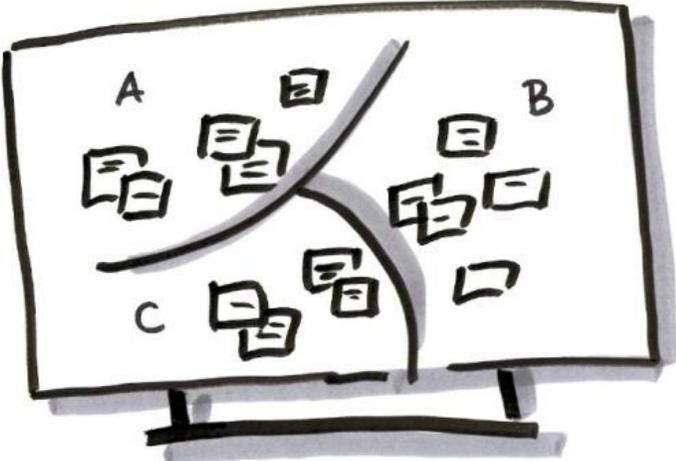
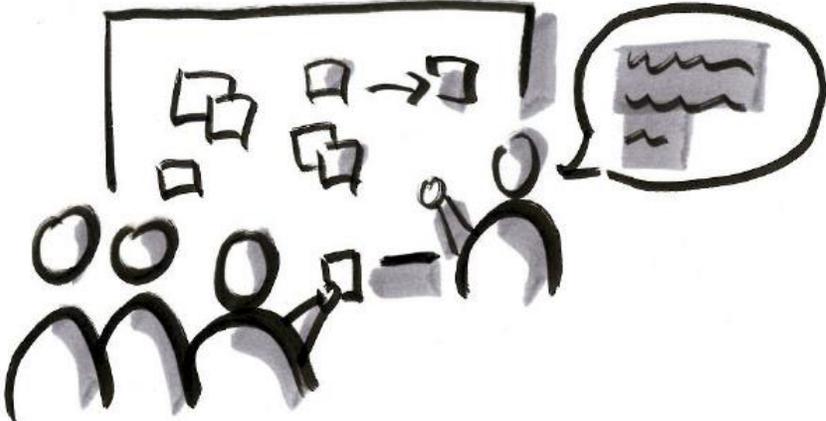
Synthesize, Persona, PoV

Address the right question...

...and create the right solution



Storytelling & Clustering



Persona Grid

Name: _____

Picture _____

Background: _____ 

Job Title / Role: _____ 

JOB RESPONSIBILITIES 

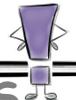
Main tasks and frequency: _____

MAIN GOALS 

PAIN POINTS 

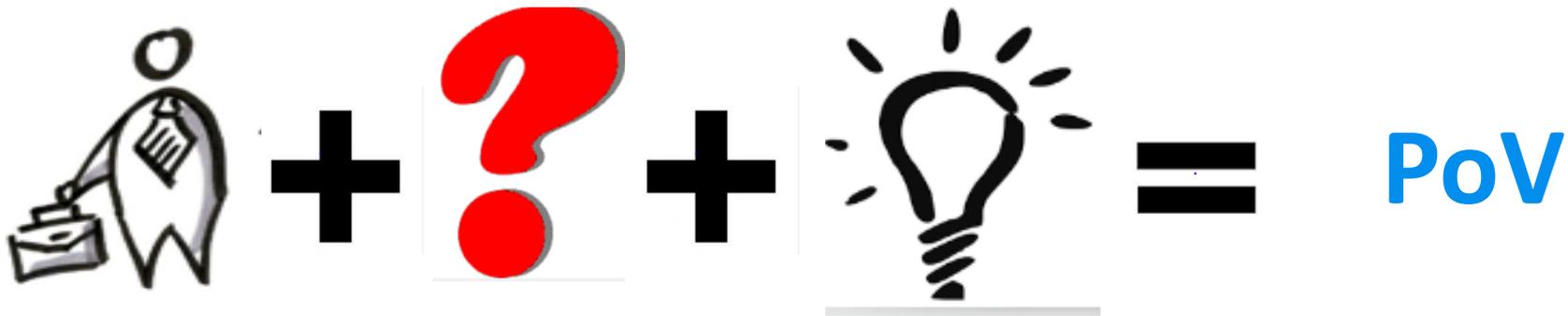
NEEDS 

STAKEHOLDERS 

COMPETENCIES 

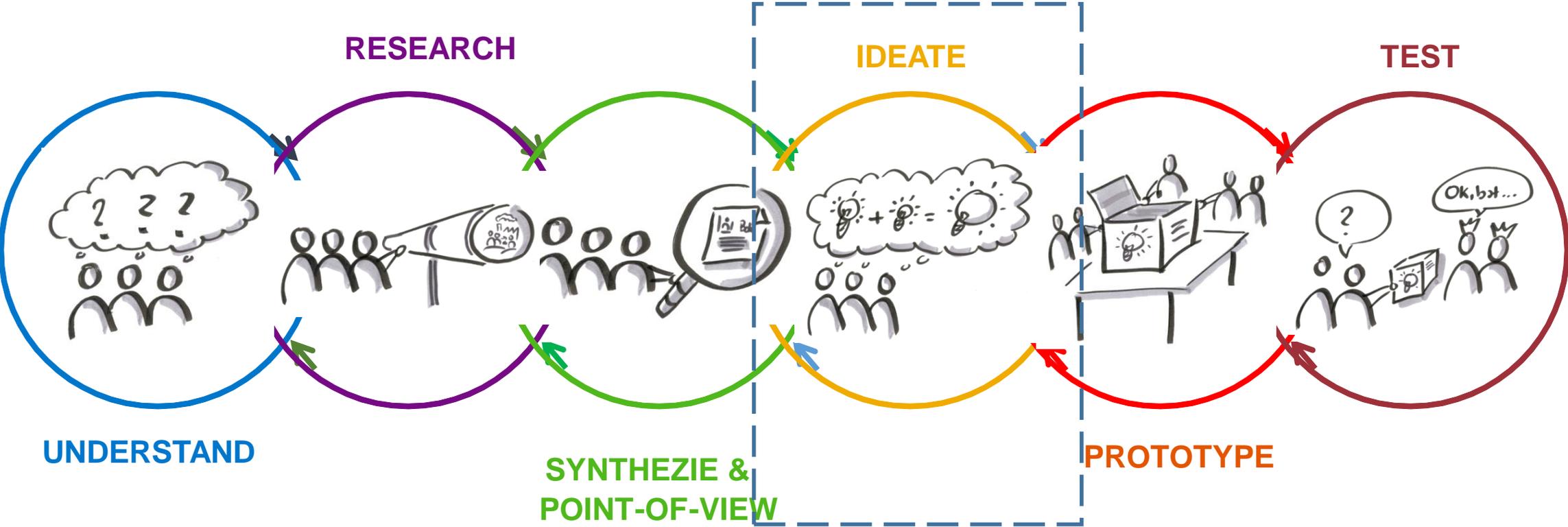
Casual User	Power User
Proactive	Reactive
Work in team	Lone Fighter
Global focus	Local focus
Innovative	Conservative

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



E.G. “I, John.....needs a way to...because or surprisingly.....”

Design Thinking Process



Energizer



Brainstorming Rules



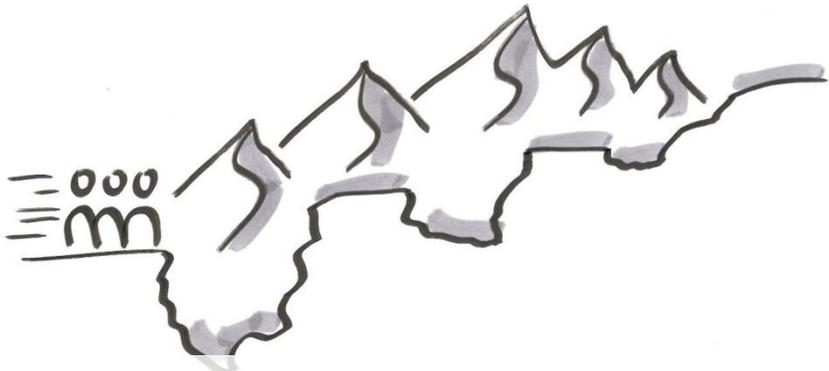
Build on the ideas of others



Defer judgement



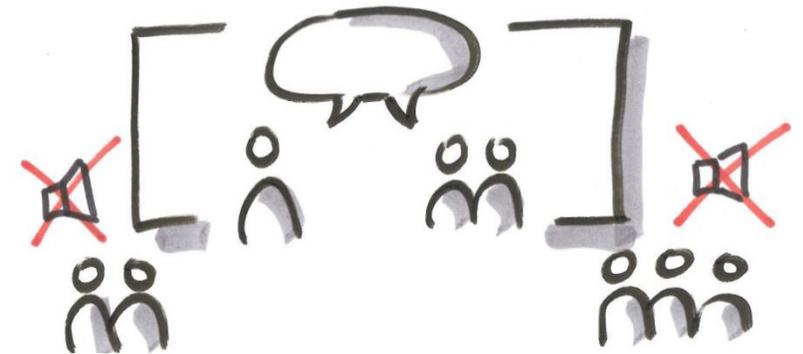
Stay focused on topic



Fail early and often



Be visual



One conversation at a time

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 2

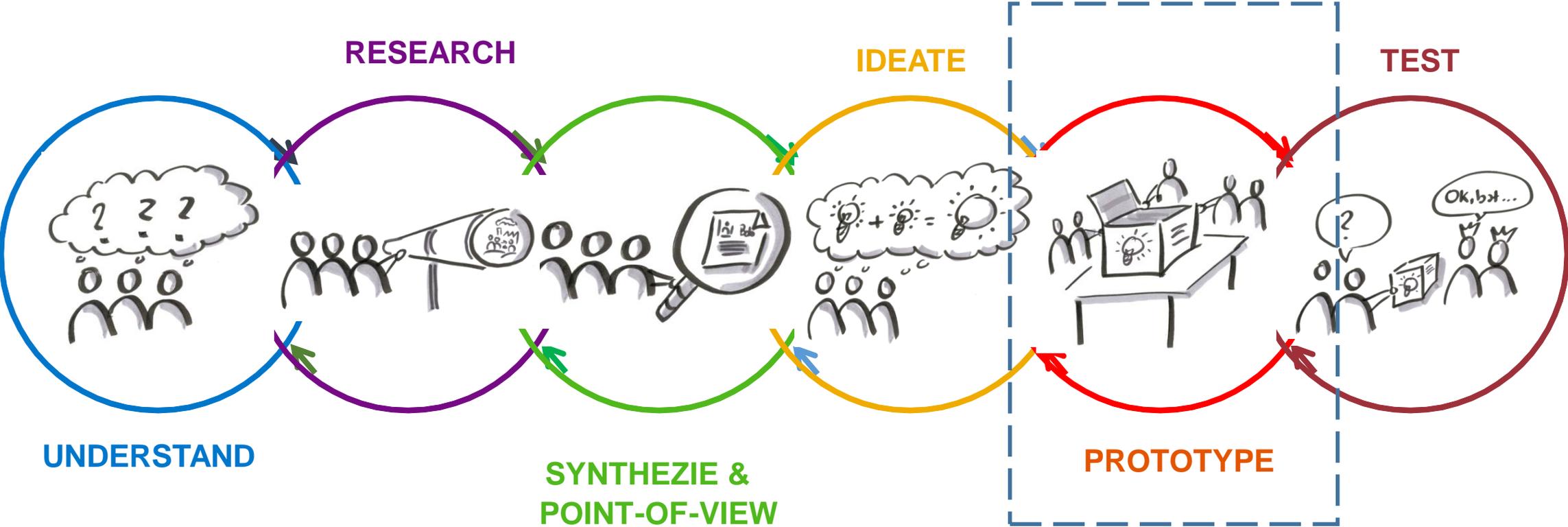
Idea 3

Idea 4

Idea 5



Design Thinking Process

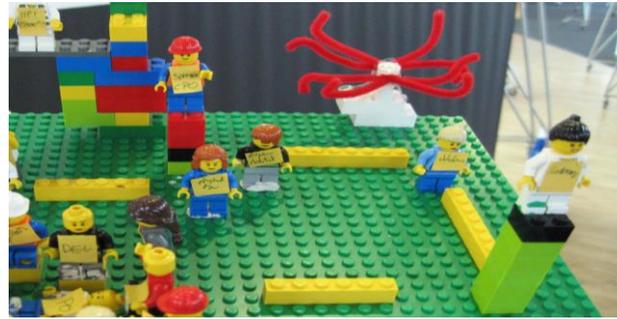


Examples of Different Prototypes

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

Model

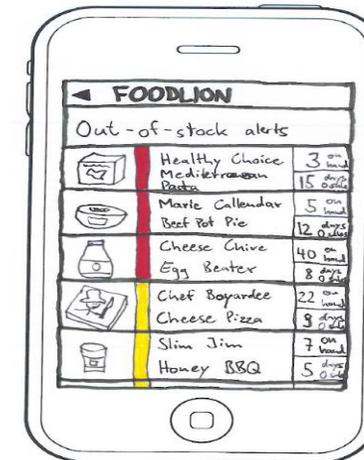
Role play



Storyboard



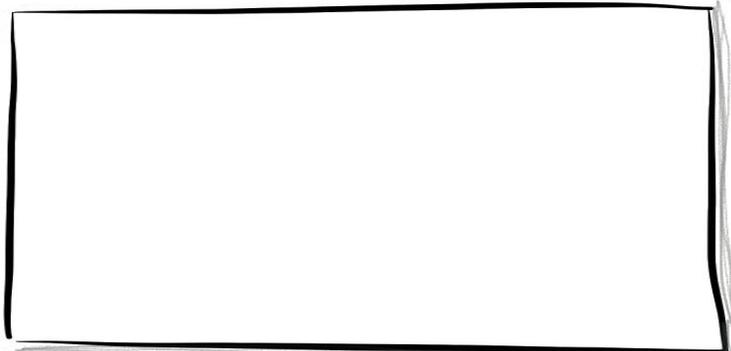
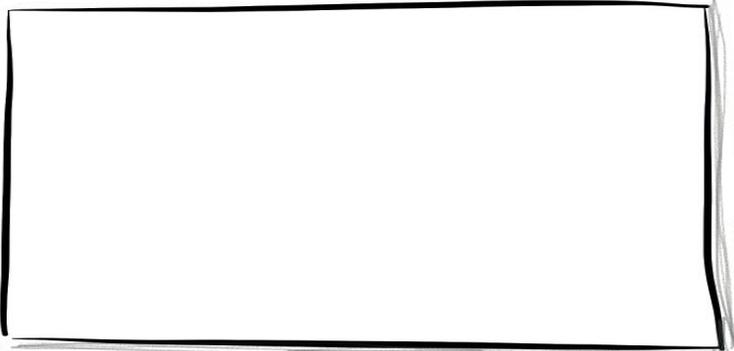
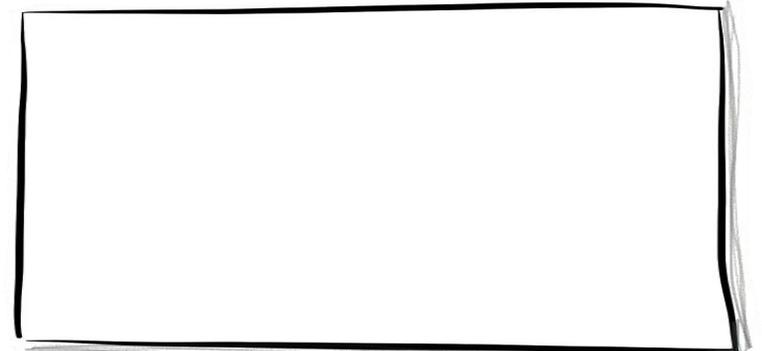
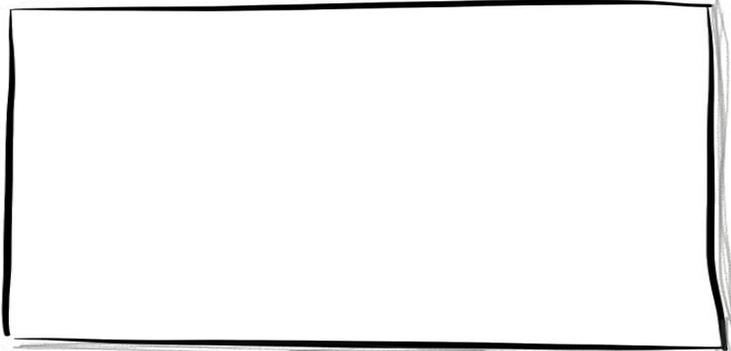
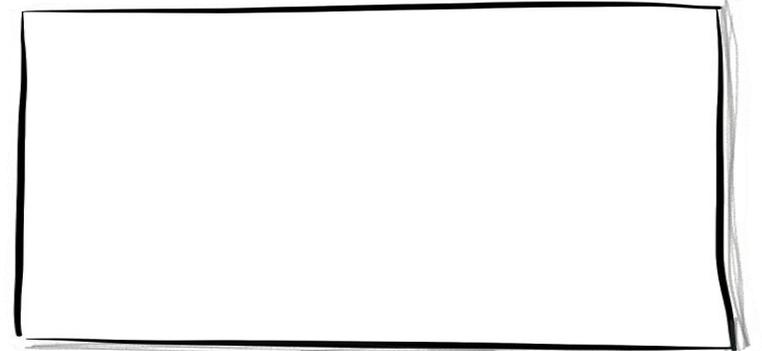
Paper Prototype



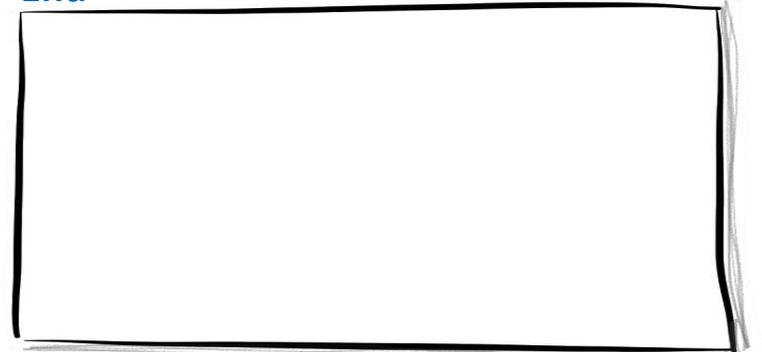
Storyboard Template



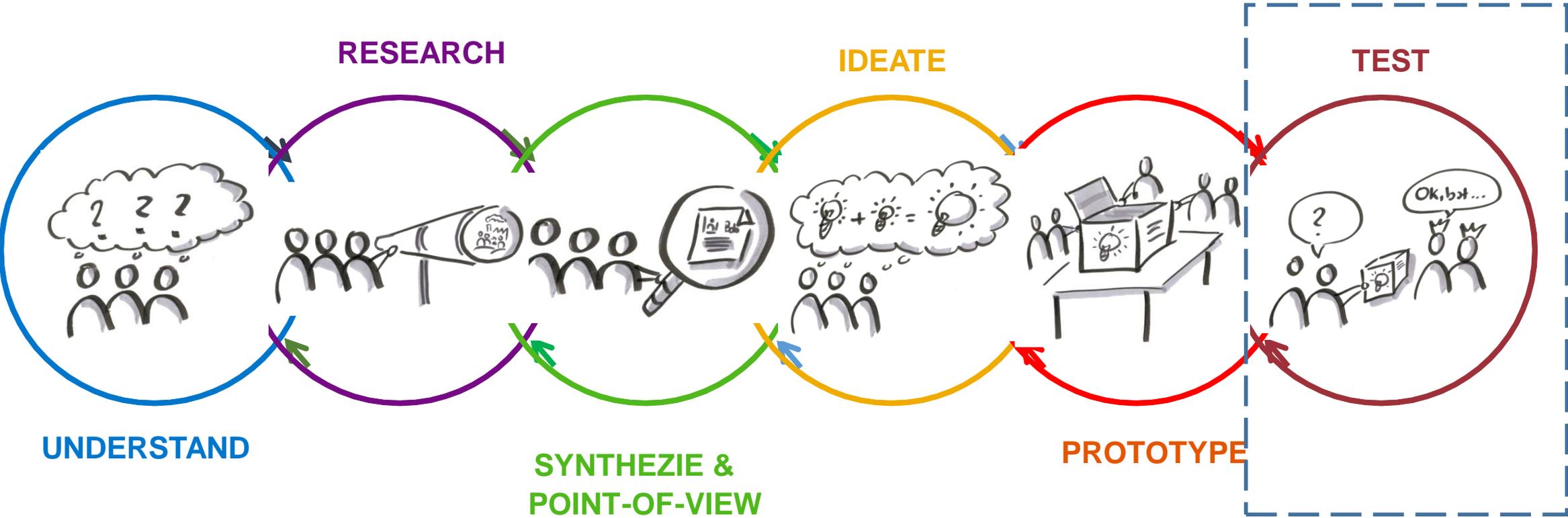
Start



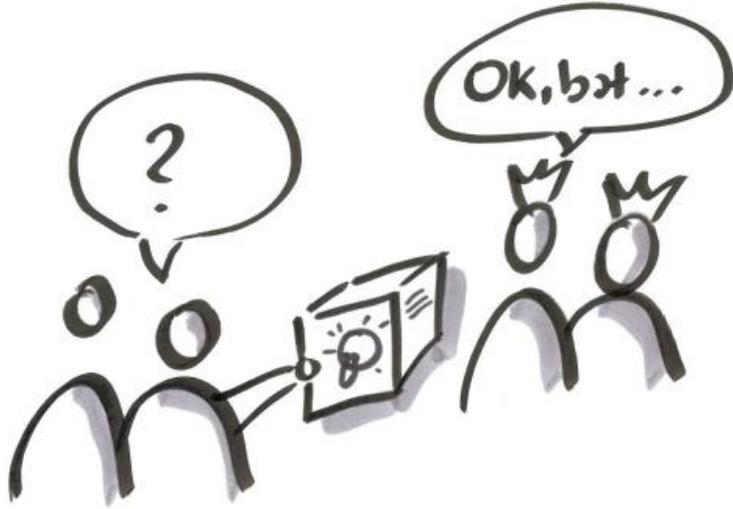
End



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