



DESIGN THINKING

POCKET
SIZE

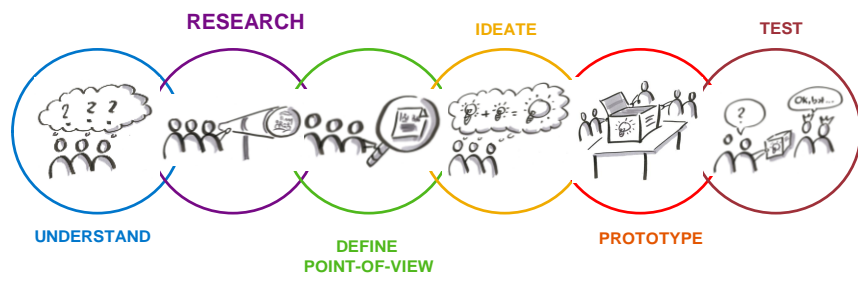
Design Thinking



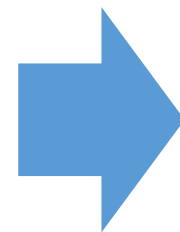
People



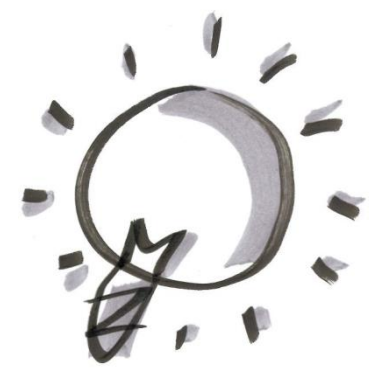
Space



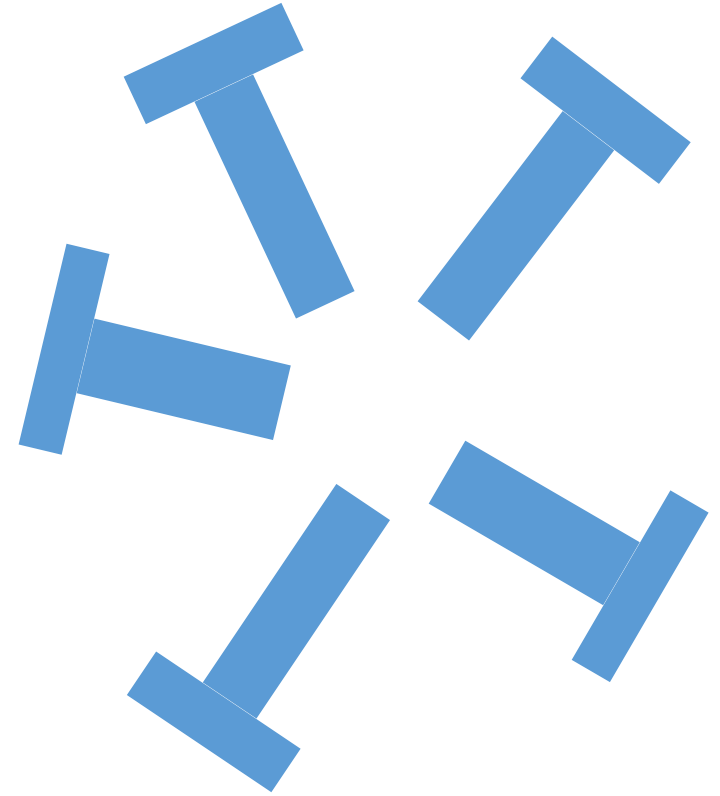
Approach



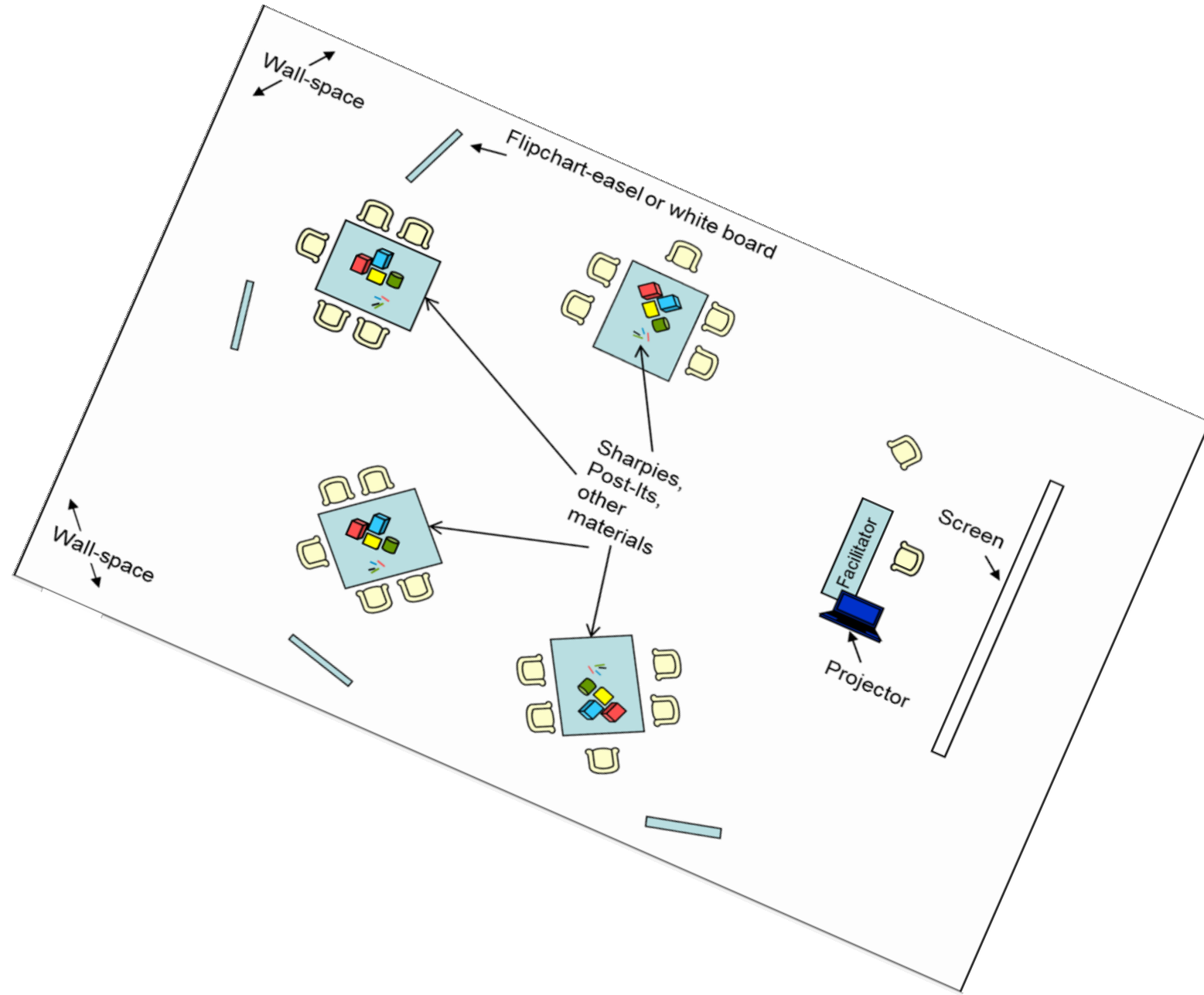
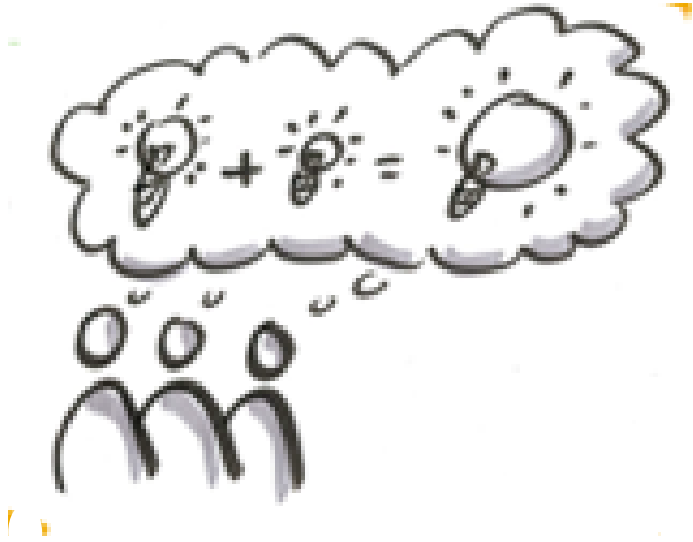
Innovation



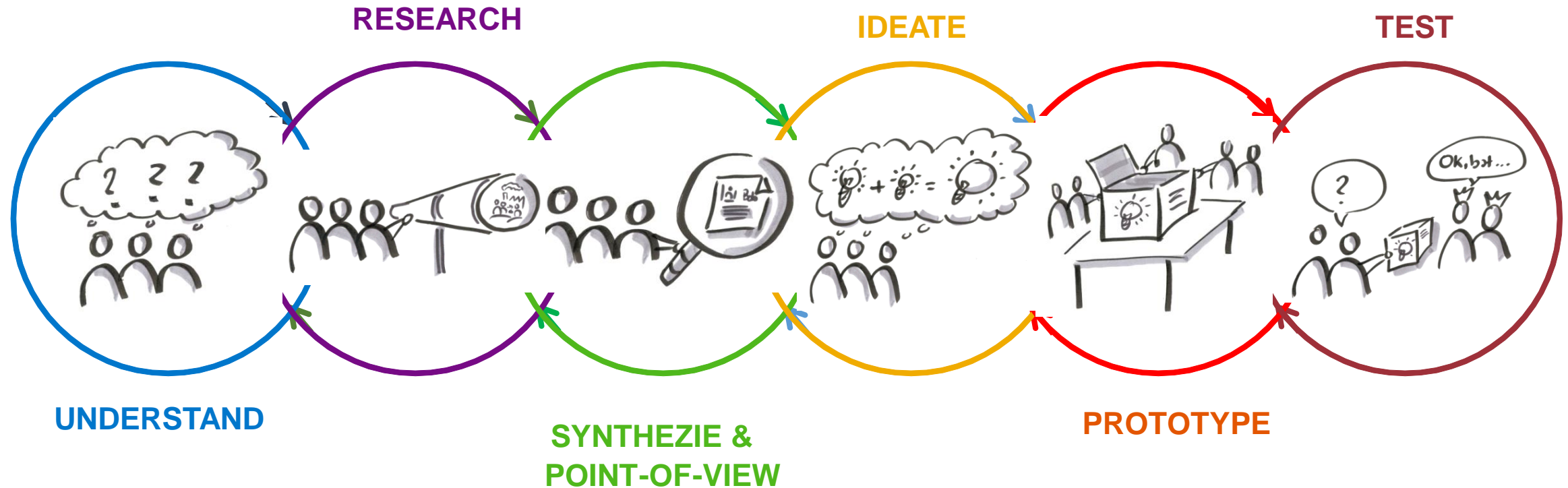
Design Thinking - the Right People



Design Thinking - Space

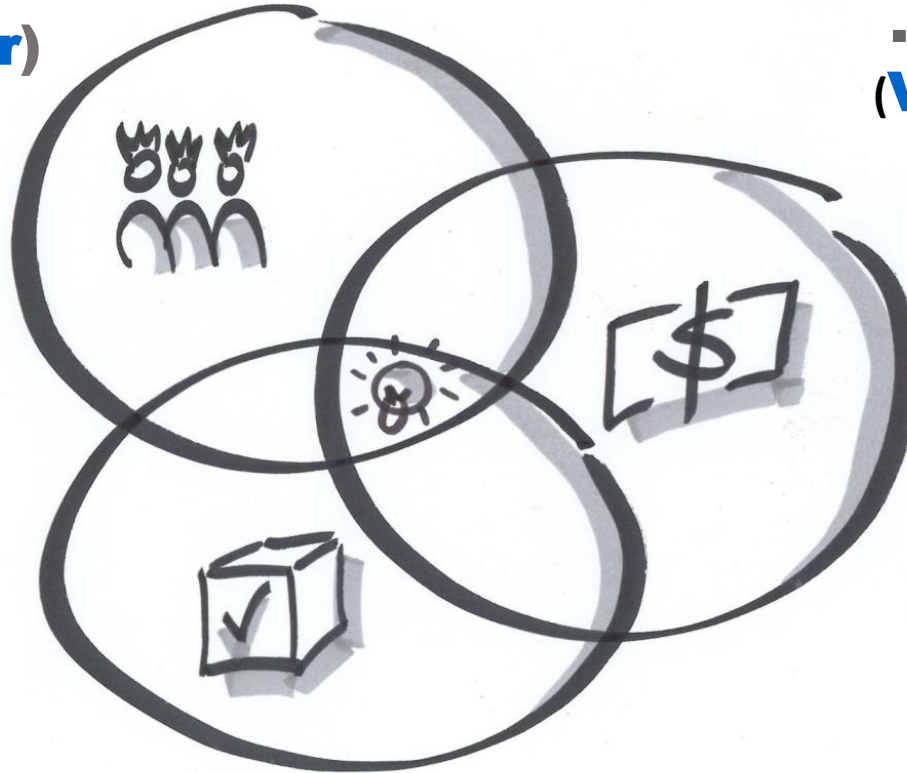


Design Thinking Process



Design Thinking & Innovation

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



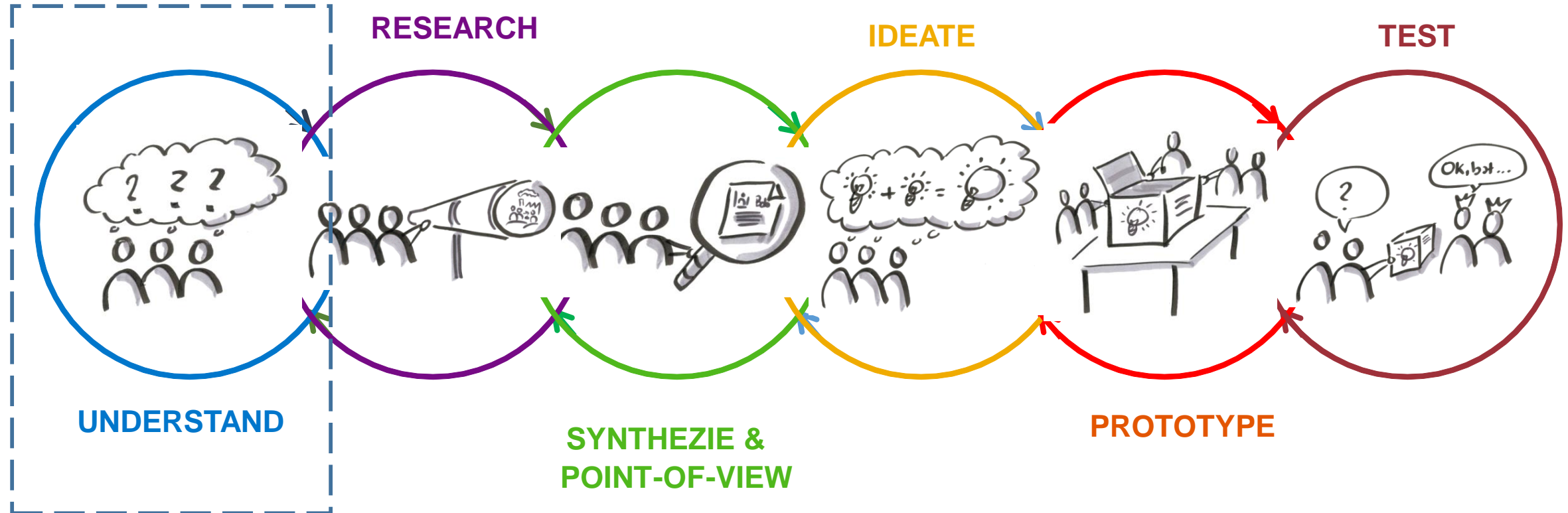
.. You get money for it..
(**Viability**/ customers are willing to pay for it)

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

Energizer



Design Thinking Process



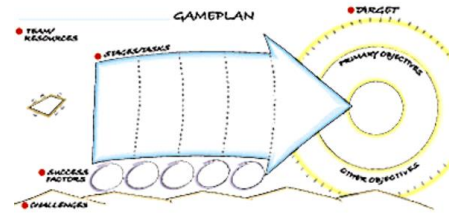
Understand



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

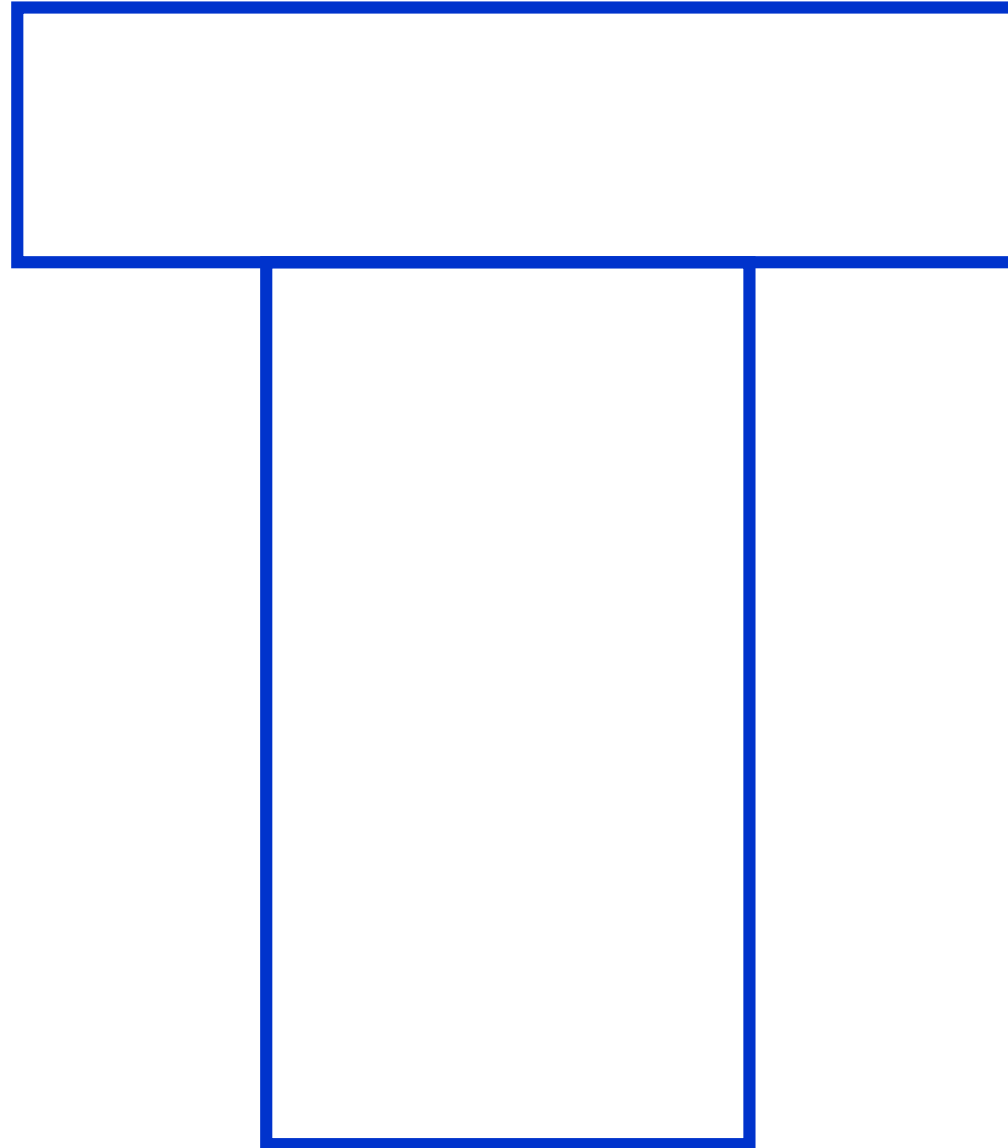


Be visual



Clean Office

T-Shaped People



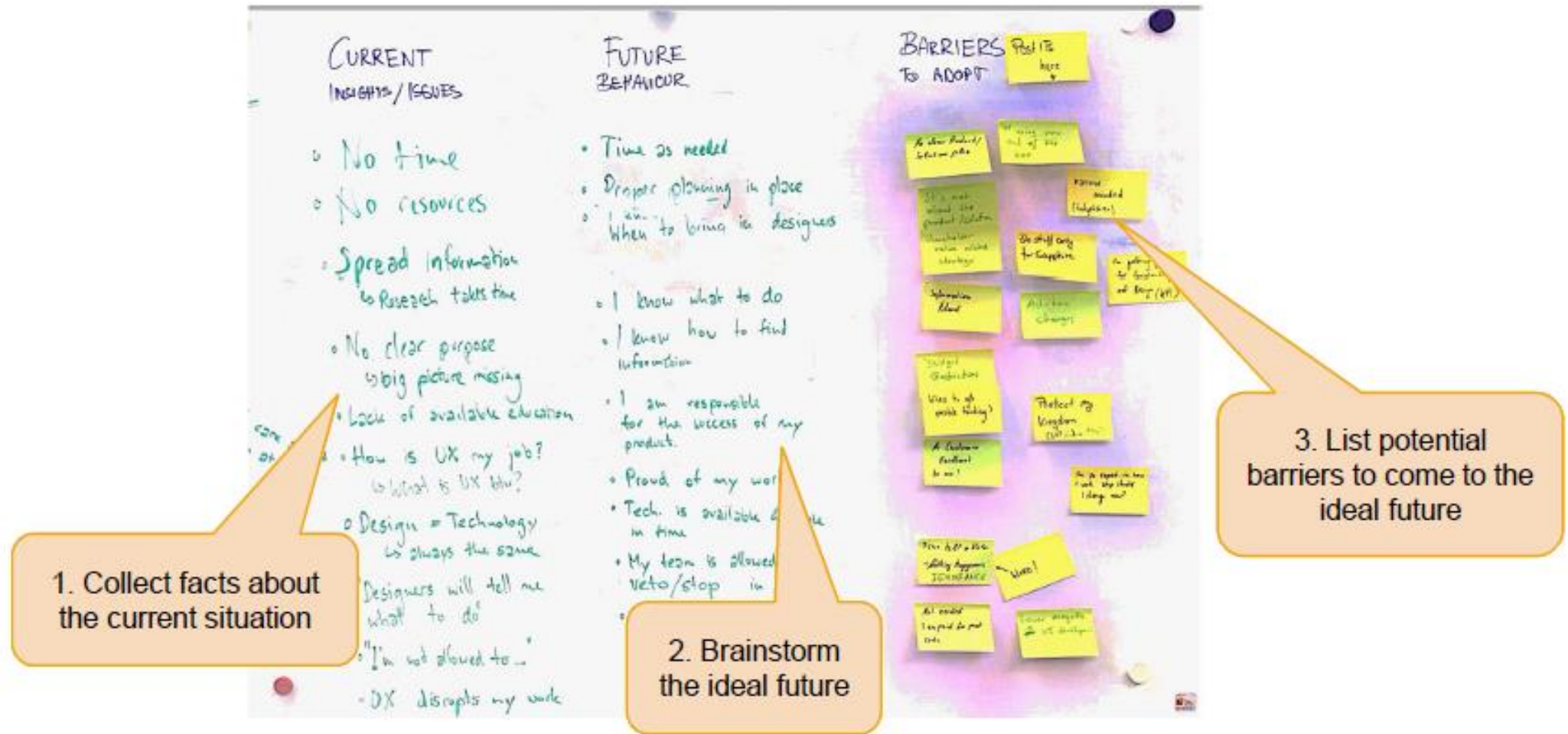
Challenge for today

Redesign.....

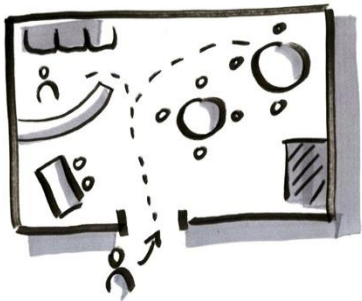
Method CFB

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



Prepare your Research Plan



Date	Place	Activity	Team Leads	Details	Status

Results of Understanding

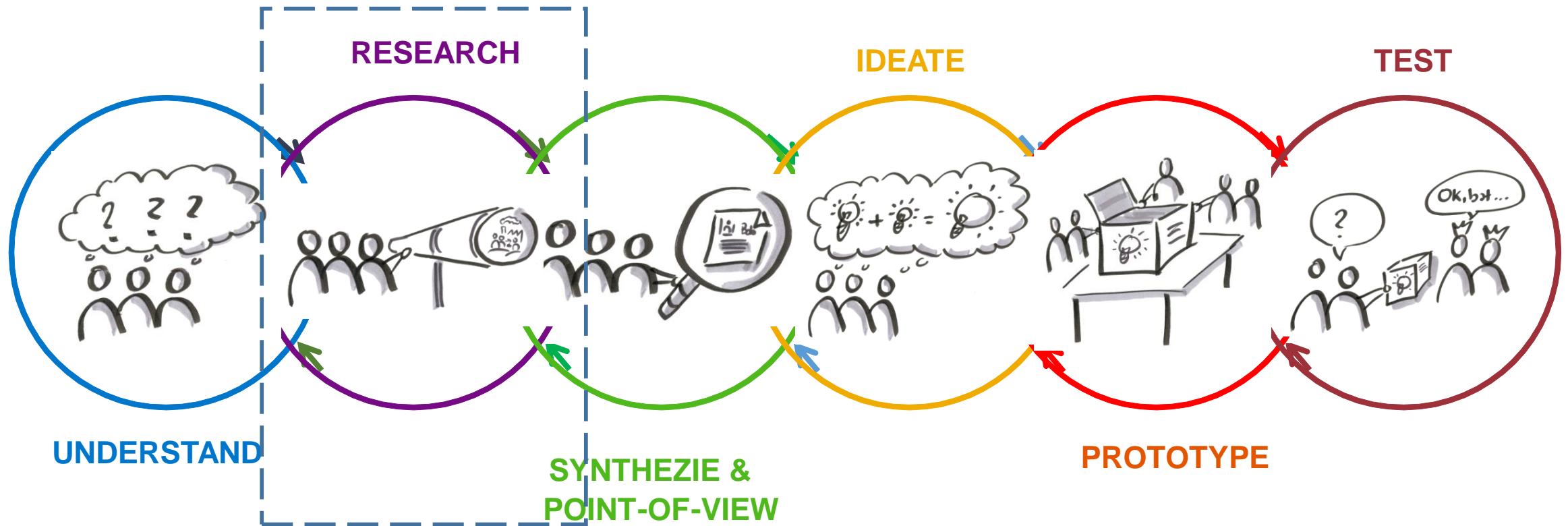
Reframed Challenge:

Open Questions:

Energizer



Design Thinking Process



Build a question Guide

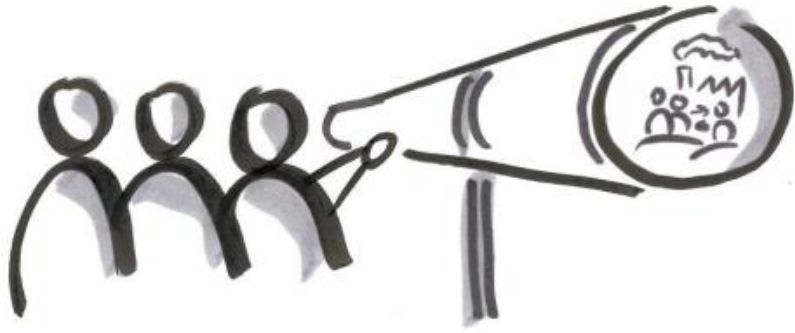


Ask open questions and don't hesitate to ask 2-3 times 'WHY' after receiving an answer



Identify people to speak with

Research



Watch and observe

20 % Asking / 80 % Listening



Ask and listen

Prepare for Field Work

20 % Asking / 80 % Listening



Summary of Interview

Name:

Role:

Mood:

What was surprising / unexpected?

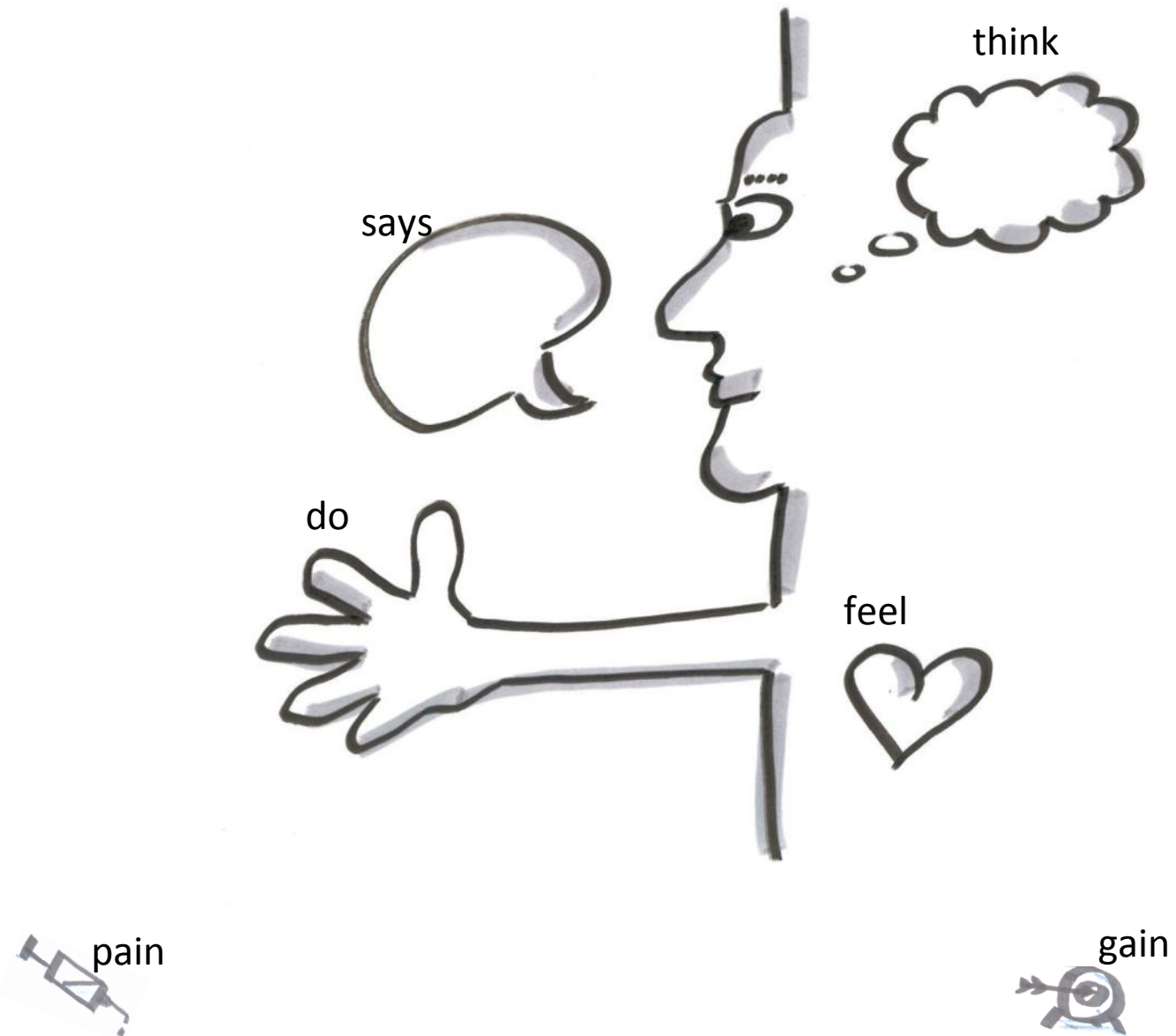
What was irritating / contradictory?

What was the most important point? +/- ?

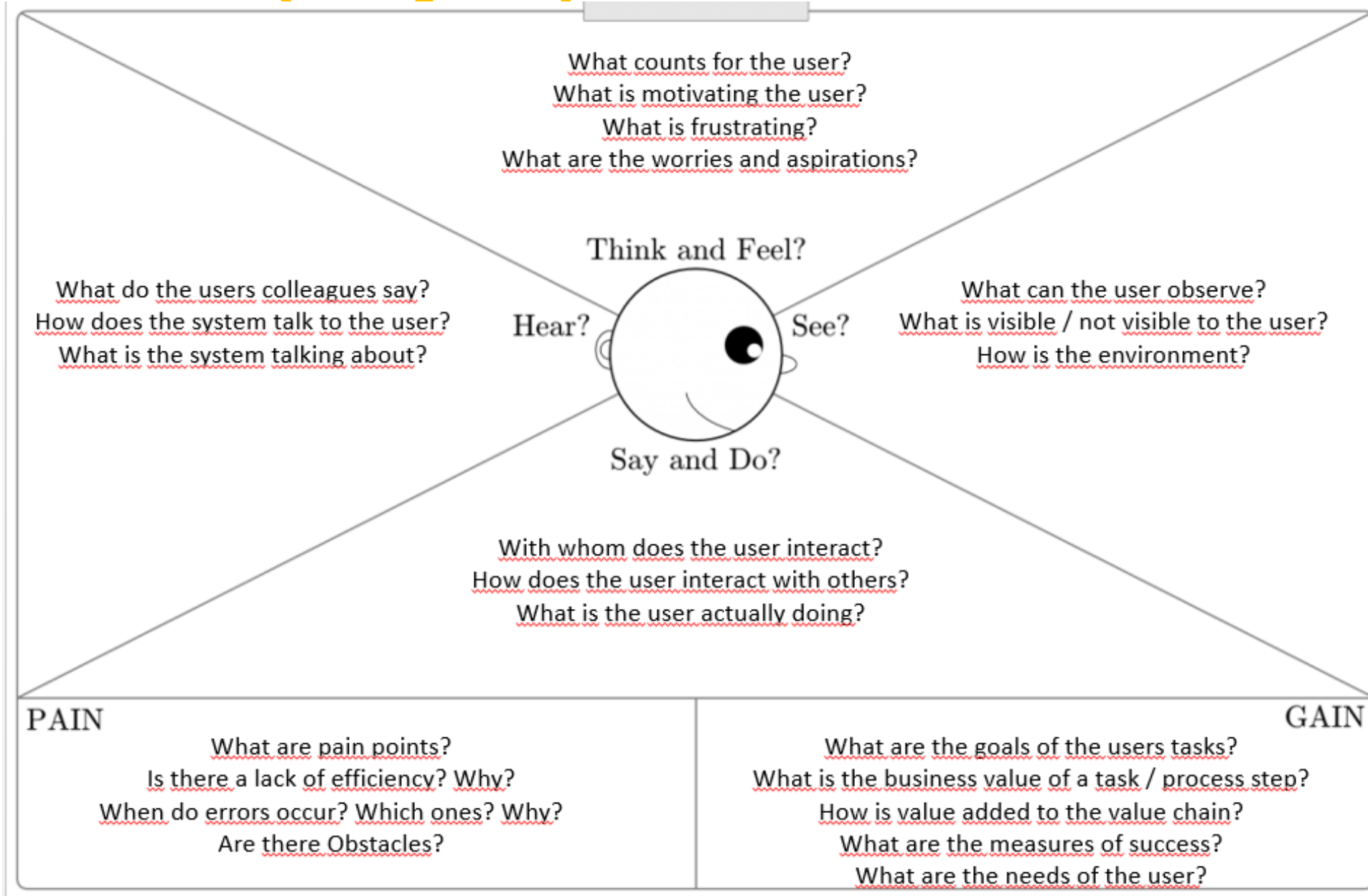
Write down some quotes



Empathy Map



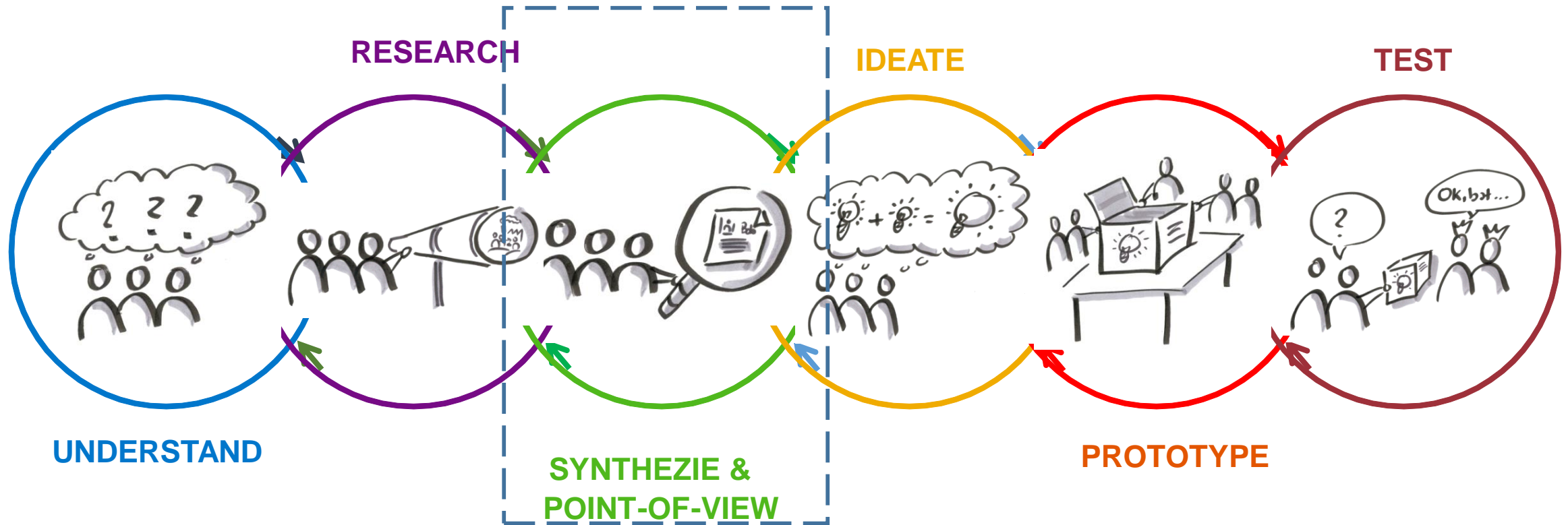
Method Empathy Map



Energizer



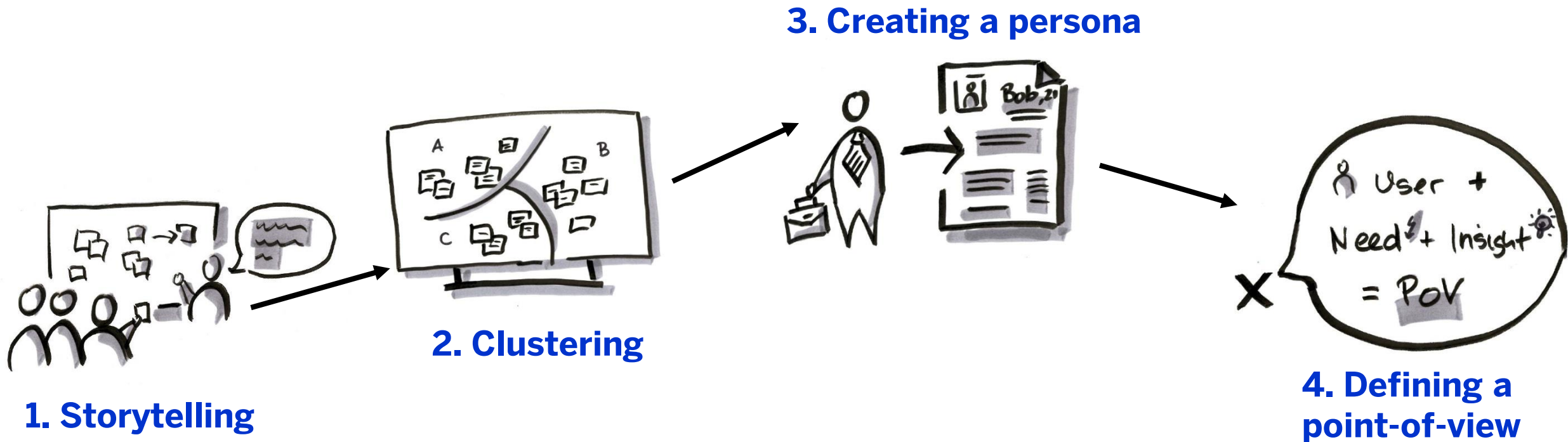
Design Thinking Process



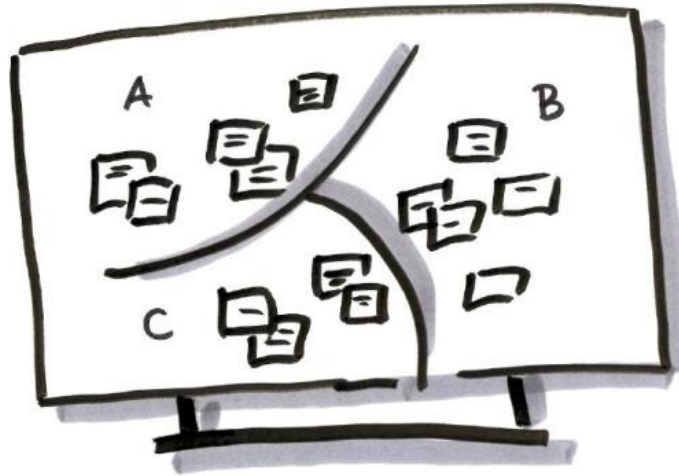
Synthesize, Persona, PoV

Address the right question...

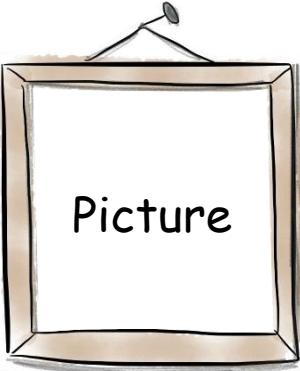
...and create the right solution



Storytelling & Clustering




Persona Grid



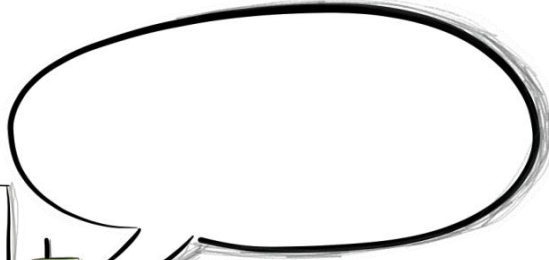

Picture


Name:

Background:




Job Title / Role:






JOB RESPONSIBILITIES


Main tasks and frequency:



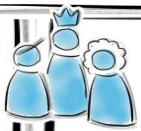
MAIN GOALS




NEEDS



PAIN POINTS



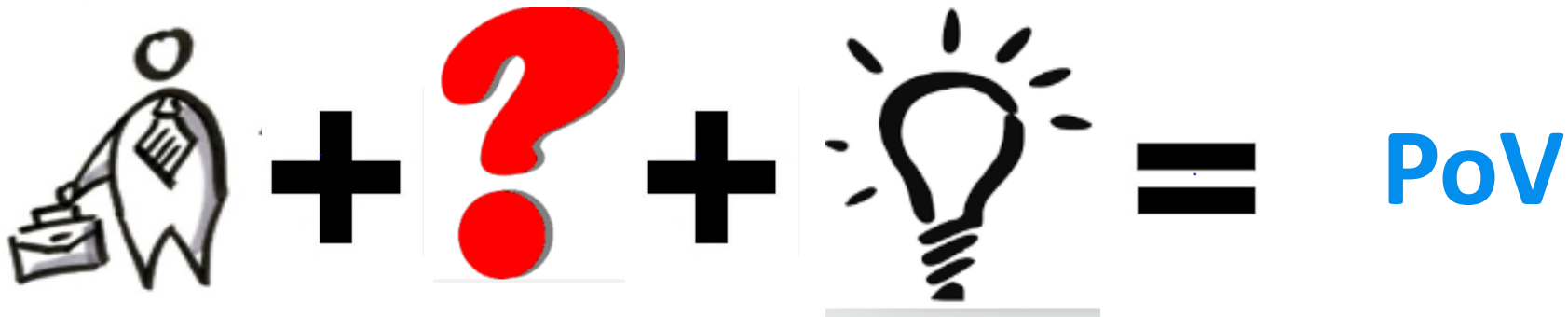
STAKEHOLDERS



COMPETENCIES

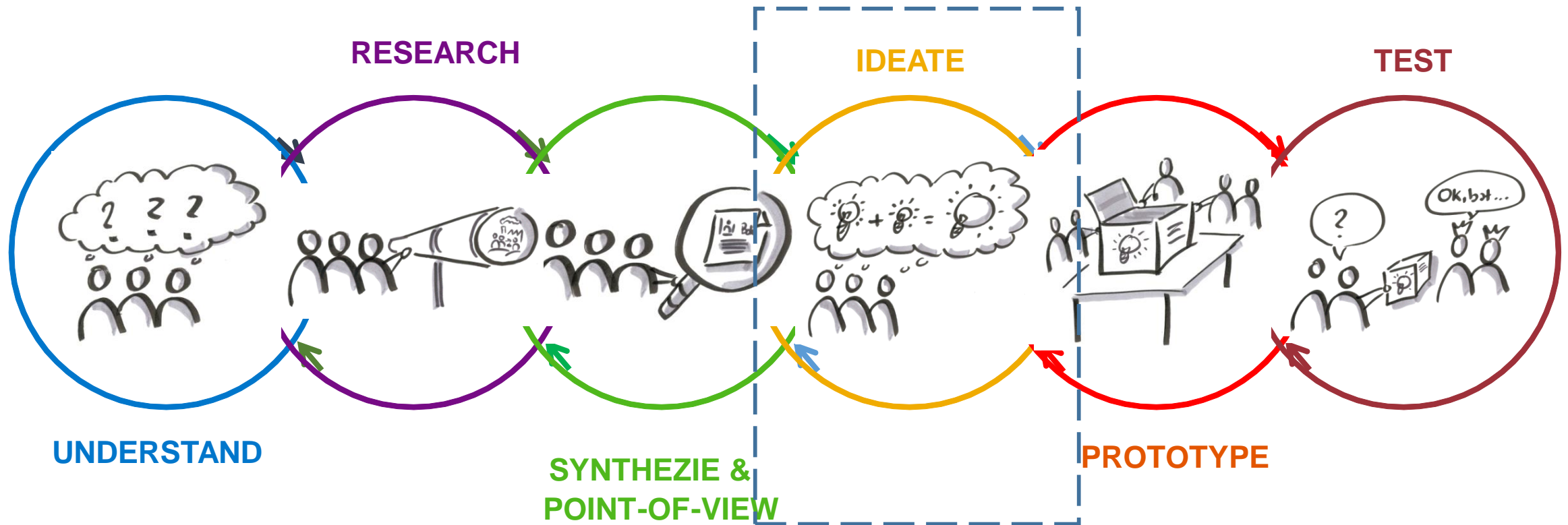
Casual User	Power User
Proactive	Reactive
Work in team	Lone Fighter
Global focus	Local focus
Innovative	Conservative

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.....”

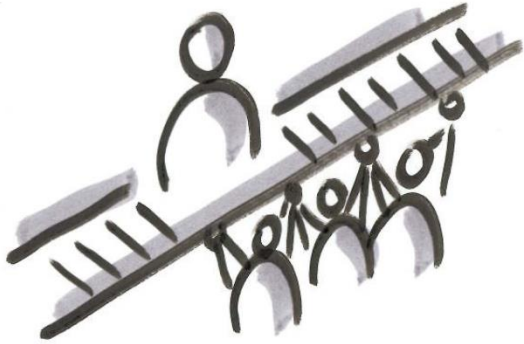
Design Thinking Process



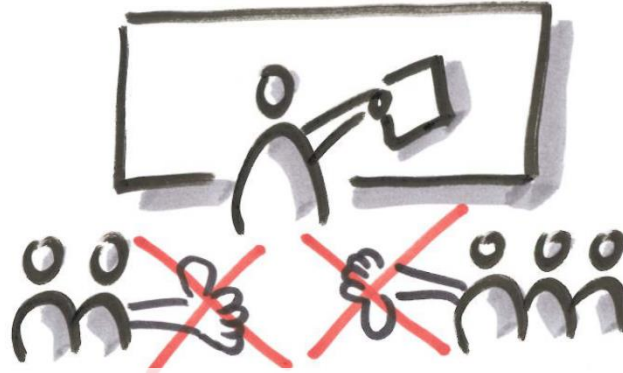
Energizer



Brainstorming Rules



Build on the ideas of others



Defer judgement



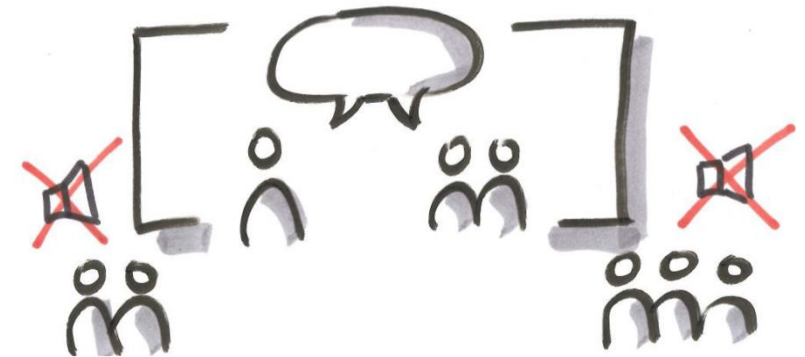
Stay focused on topic



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)

Go for Quantity



Ideation Methods (2)

6-3-5 Build on the Ideas of Others

Idea 1

Idea 2

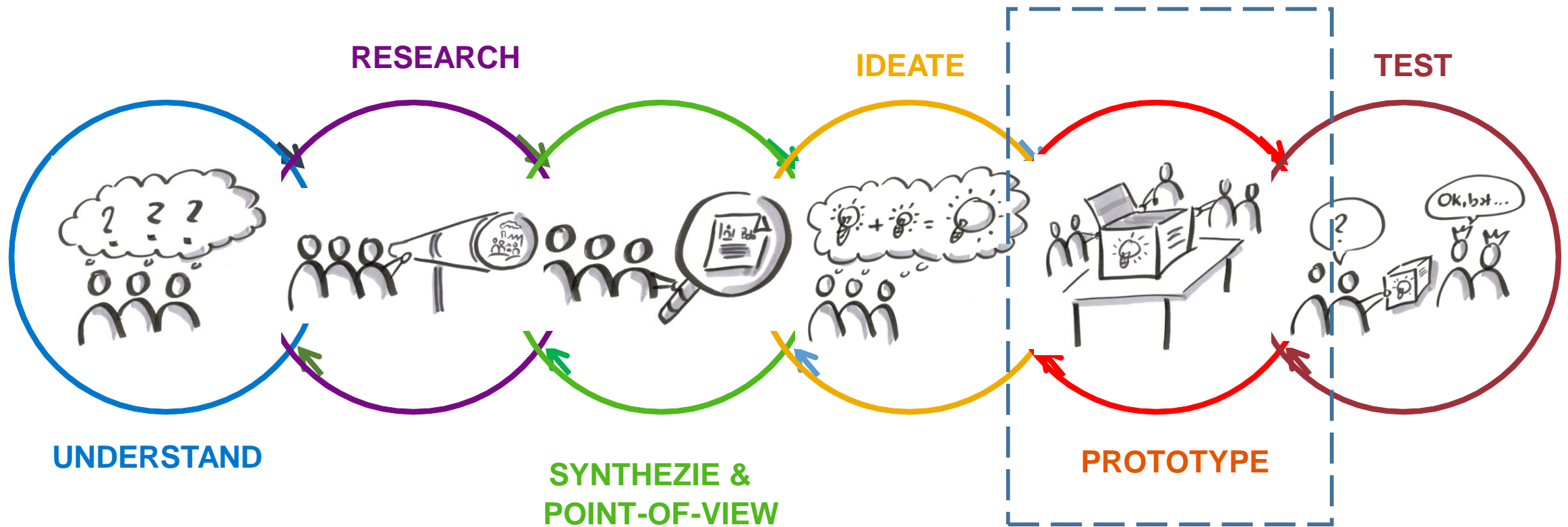
Idea 3

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



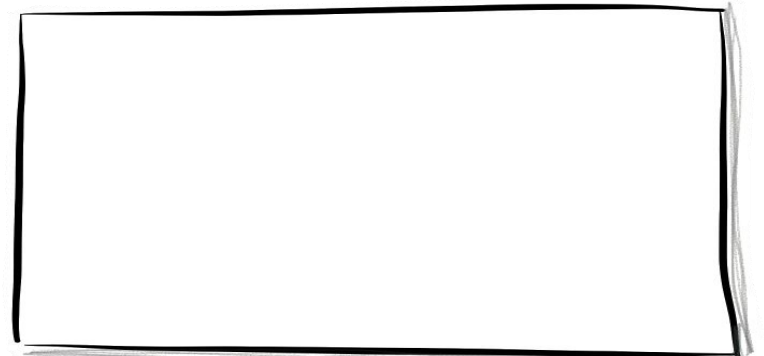
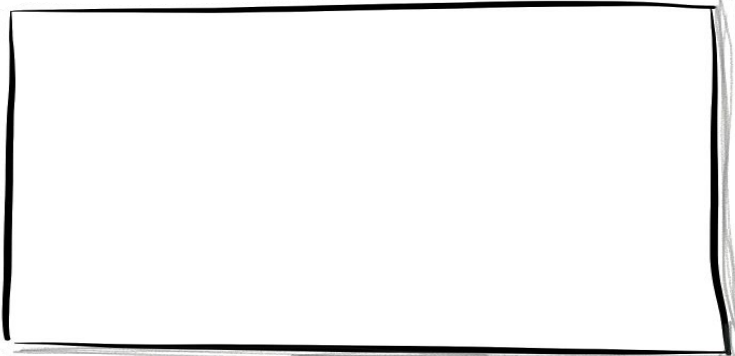
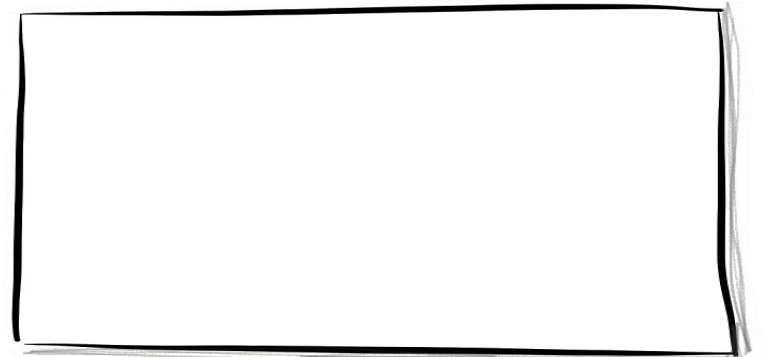
Paper Prototype



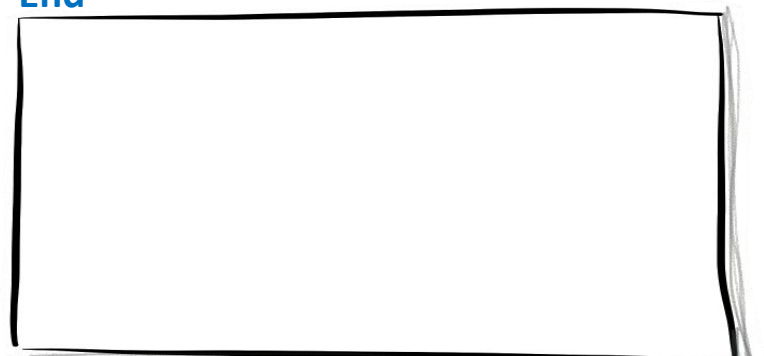
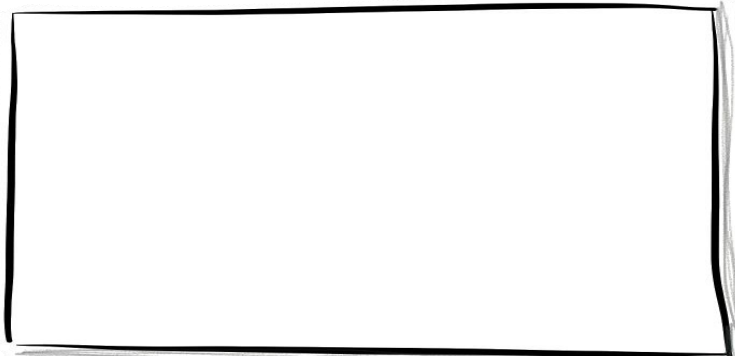
Storyboard Template



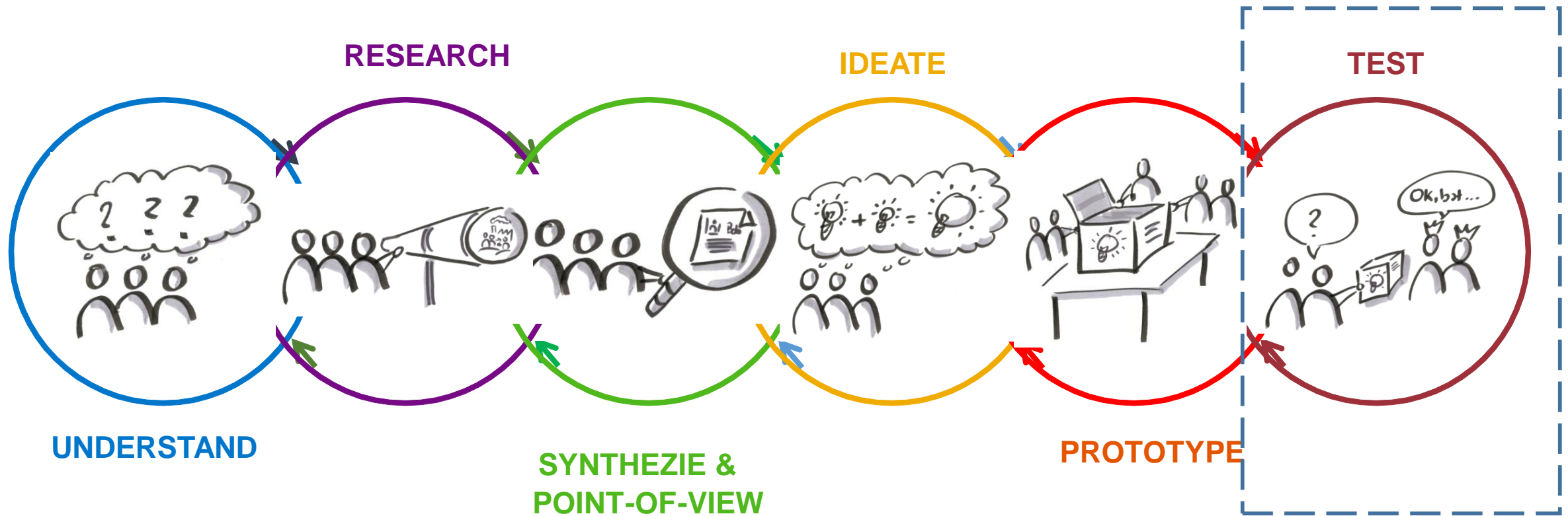
Start



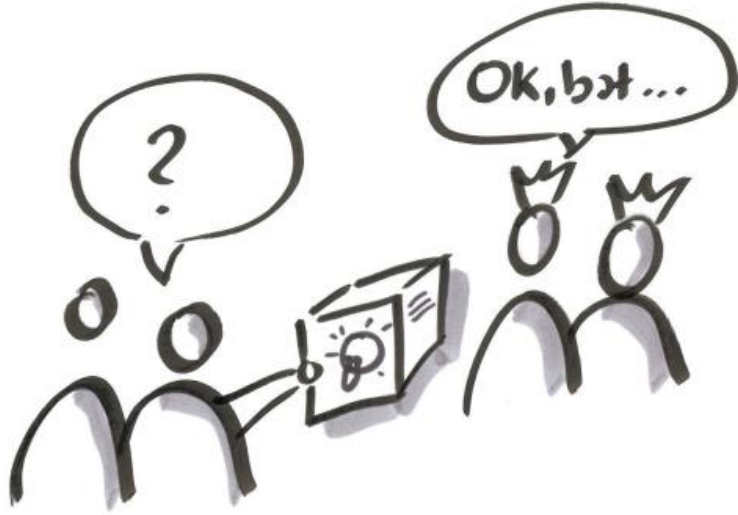
End



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

 What was good?	 What was bad?
 New questions?	 New ideas?

I wish / I like