



CRASH COURSE IN DESIGN THINKING

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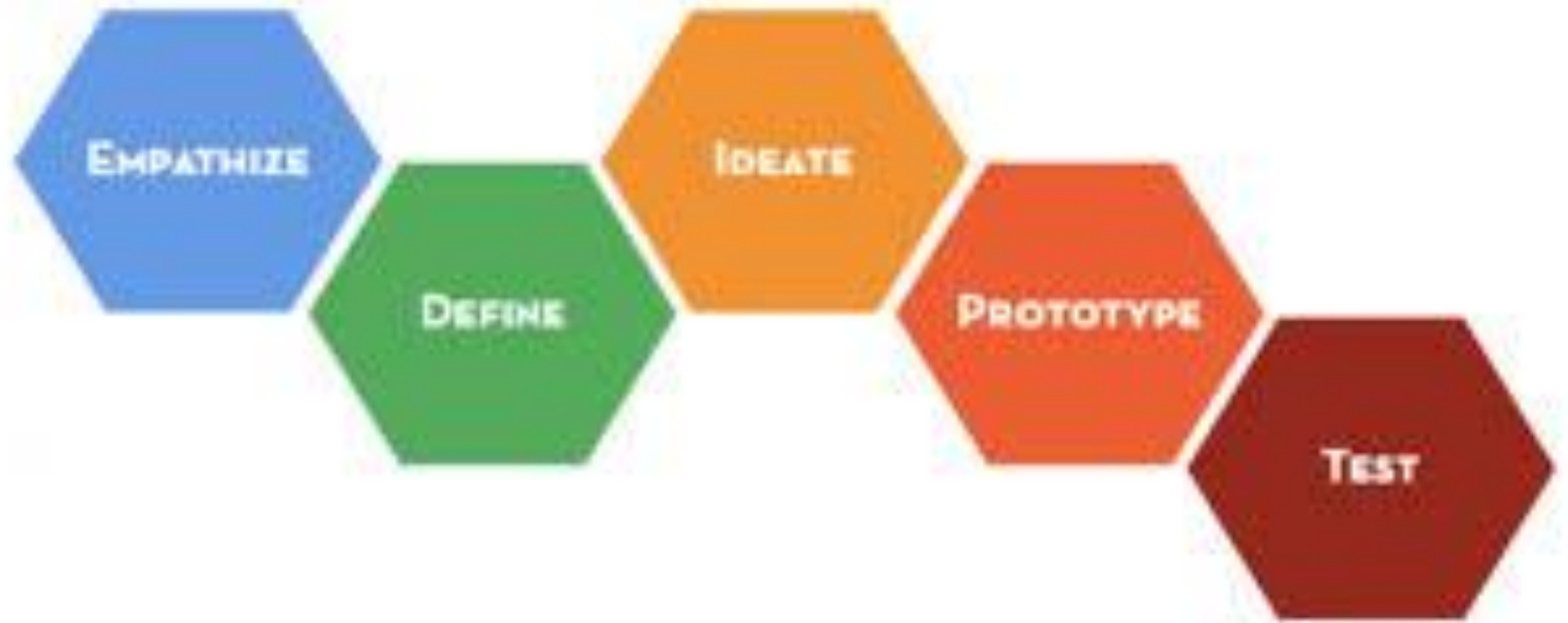
HOUSE RULES

1. Show up as a student again.
 2. Pay attention to YOU as an innovator.
 3. Get a print-out of the Gift Giving Experience.
 4. Get a partner.
 5. Have writing materials.
 6. Prototype materials- scrappy prototypes
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OBJECTIVES

- 1. Gain a deep understanding of the methodology.**
 - 2. Develop fluency in the language of Design Thinking**
 - 3. Introduce the process of Design Thinking**
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PROCESS OF DESIGN THINKING



Empathy- knowing your user and understanding them by talking to them directly

Define- coming up with a problem statement based on what the user told you

Ideate- brainstorming or getting a lot of ideas to solve the problem

Prototype – build and make things to test the concept

Test- try the product with your user




It is taught in a linear way, but people are encouraged to use it in a non linear way.

Do and engage in the process. Reflect afterwards.



REDESIGN THE GIFT GIVING EXPERIENCE

- 1. Think about the last gift you gave.**
 - 2. We will redesign the gift giving experience.**
 - 3. When we design, we are not designing for ourselves.**
 - 4. We are designing for the user.**
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REFLECT

What is the last gift I gave?

Redefine the gift giving experience, we will talk about everything

Process of gift giving



Redesign the experience and not the gift you gave

Goal: Redesign the experience of your partner in giving a gift

Not to find a better gift, but to redesign the experience of gift giving so that it can be a better experience for them.



Person on the left is A and person on the right is B.



Partner A, ask your partner about the gift giving experience. Dig in, ask questions.

Ask WHY? You have four minutes.





4 minute Countdown Timer.mp4

Partner B interviews A.





4 minute Countdown Timer.mp4

STEP 2

Probe into areas which you find interesting.

Getting into your partners' emotion.

Get into their motivation.



A INTERVIEWS B AGAIN



4 minute Countdown Timer.mp4

B INTERVIEWS A AGAIN



4 minute Countdown Timer.mp4

STEP 3

Individual reflection

Catalog the **NEEDS**, what does the user want to accomplish? Usually expressed in verbs

Ex. Show appreciation, express self, feel important

Catalog the **INSIGHTS**- or assumptions that you make based on what the user said

Ex. Handmade gifts are better than store bought gifts



SYNTHESIZE NEEDS AND INSIGHTS



4 minute Countdown Timer.mp4

STEP 4

Articulate the problem statement. Your statement of the empathy that you gave to your user.

Find the most interesting in the needs or insights and put it on the right side

What does the gift giving experience mean to your user?

WRITE YOUR POV



4 minute Countdown Timer.mp4

PROBLEM STATEMENT

Short, specific and sexy

Step 5

Illustrate as many answers and possibilities for the problem. The challenge is to exceed 5 and be creative with the answers.



STEP 5

Sketch 5 or more solutions



4 minute Countdown Timer.mp4

SHOW OF HANDS



SWITCH SEATS WITH YOUR PARTNER

Leave your sketches and switch seats with your partner.

Partner A share your sketch with Partner B. Partner B keep your paper B.

Partner B, say anything positive or negative. The point here is to learn.



B GIVES FEEDBACK TO A

Partner A, don't say anything. It does not matter if they like it or not. Take this as a learning opportunity.



4 minute Countdown Timer.mp4

A GIVES FEEDBACK TO B

Partner B, do not say anything. Make this a learning opportunity.



4 minute Countdown Timer.mp4

STEP 7 REFLECT AND GENERATE SOLUTIONS

Incorporate what you have learned from what your user said.

Deeper understanding of your user. Use that understanding and the solution that you have made and create a single solution sketch.



REVISE YOUR SKETCH-ITERATE

Illustrate- avoid words and numbers



4 minute Countdown Timer.mp4

STEP 8 BUILD AND TEST

Build a physical tangible prototype that your user can engage on
You have 12 minutes to do this.

BUILD YOUR SOLUTION!!!!



4 minute Countdown Timer.mp4

STEP 9- FEEDBACK GRID

PROBE AGAIN

PARTNER A PUT YOUR PROTOTYPE ON YOUR PARTNER'S HAND. JOT DOWN THE FEEDBACK. YOU HAVE 4 MINUTES. KEEP AN OPEN MIND. YOU ARE HERE TO LEARN.



B GIVES A FEEDBACK ON PROTOTYPE



4 minute Countdown Timer.mp4

A GIVES B FEEDBACK ON PROTOTYPE

PARTNER B SHARE PROTOTYPE TO PARTNER A. PARTENR A GIVE YOUR FEEDBACK. B SHOULD WRITE THE FEEDBACK.

YOU HAVE 4 MINUTES.



4 minute Countdown Timer.mp4

IN AN HOUR, YOU WERE ABLE TO ENGAGE IN THE WHOLE PROCESS.

Refocus your energy on how you were able to learn. Innovation has a different way of thinking. It is human centered.

Attitude of protoyping.

Be more collaborative

Work as a team.

Bias towards action.

End up in a better way.

Get up and engage people.



1. How did engaging with a real person, testing with a real person, change the direction your prototype took?

Pause and reflect.



2. What was it like showing an unfinished work to another person?

Pause and reflect.



3. How did the pace feel? Quick iterative cycles. How did that feel relative to how you normally work?

Pause and reflect.



4. Design thinking is an iterative, self-directed process. Based on what you learned, what would you go back and do next? What would you do over again?

Pause and reflect.



5. What principle, what tool, would you try or infuse in your work tomorrow?

Pause and reflect.



Thank you.

