

A red line that starts as a complex scribble on the left side of the image and then extends as a straight horizontal line across the middle of the page.

DESIGN THINKING



Design thinking is a human centered and collaborative approach to problem solving, using a designed mindset to solve complex problems.



EMPATHIZE

FOUNDATION OF A
HUMAN-CENTERED
PROCESS. NECESSARY
TO OBSERVE,
ENGAGE AND
IMMERSE.



DEFINE

EMPATHY FINDINGS ARE
UNPACKED AND SYNTHESIZED
INTO COMPELLING
NEEDS AND INSIGHTS



IDEATE

MODE DURING THE DESIGN
PROCESS IN WHICH
THE FOCUS LIES ON
IDEA GENERATION



PROTOTYPE

GETTING IDEAS AND
EXPLORATIONS OUT
OF THE HEAD INTO
THE PHYSICAL WORLD



TEST

CHANCE TO REFINE
AND IMPROVE SOLUTIONS

UNDERSTAND

UNDERSTANDING
ENDS IN INSIGHT.

CREATE

CREATION ENDS
IN IDEAS.

DELIVER

DELIVERY ENDS
IN REALITY.

DESIGN THINKING

What is the Empathize Mode?

- Foundation of a human-centered design process
- Necessary to:
 - **Observe:** View users and their behavior in the context of their lives
 - **Engage:** Interact with and interview users through both scheduled and short “intercept” encounters
 - **Immerse:** Experience what your user experiences



DESIGN THINKING

What is the Define Mode?

- Empathy findings are unpacked and synthesized into compelling needs and insights
- Mode of “focus” rather than “flaring”
- Goals: develop a deep understanding of the users and the design space; come up with an individual statement or point of view
- Point of view should be a guiding statement that focuses on specific users, and insights and needs
- Understanding the meaningful challenge is fundamental to creating a successful solution



DESIGN THINKING

What is the Ideate Mode?

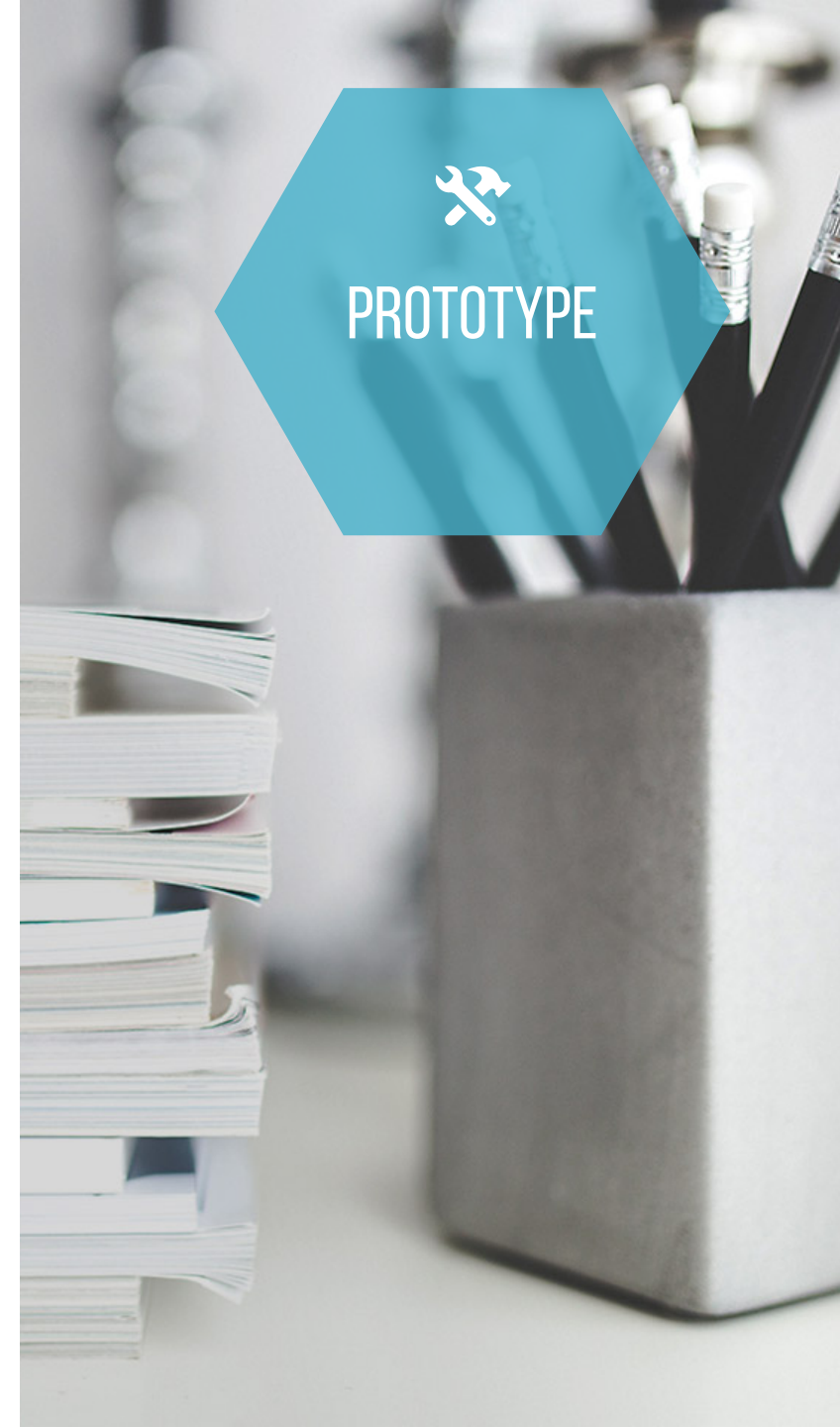
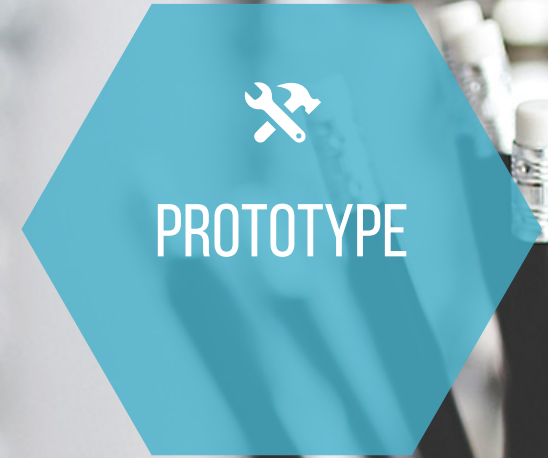
- Mode during the design process in which the focus lies on idea generation
- Represents process of “going wide” in terms of concepts and outcomes – mode of “flaring” rather than “focus”
- Goal is to explore a wide solution space; a large quantity of ideas and a diversity among those ideas
- From this depository of ideas prototypes can be build to test with users



DESIGN THINKING

What is the Prototype Mode?

- Getting ideas and explorations out of the head into the physical world
- A prototype can be anything with a physical form: a wall of post-it notes, a role-playing activity, a space, an object, an interface, a storyboard
- Keep prototypes rough and rapid to learn quickly and investigate a lot of different possibilities
- Prototypes are most successful when people (design team, user, etc.) can experience and interact with them
- What you learn from those interactions drive deeper empathy and shape successful solutions



DESIGN THINKING

What is the Test Mode?

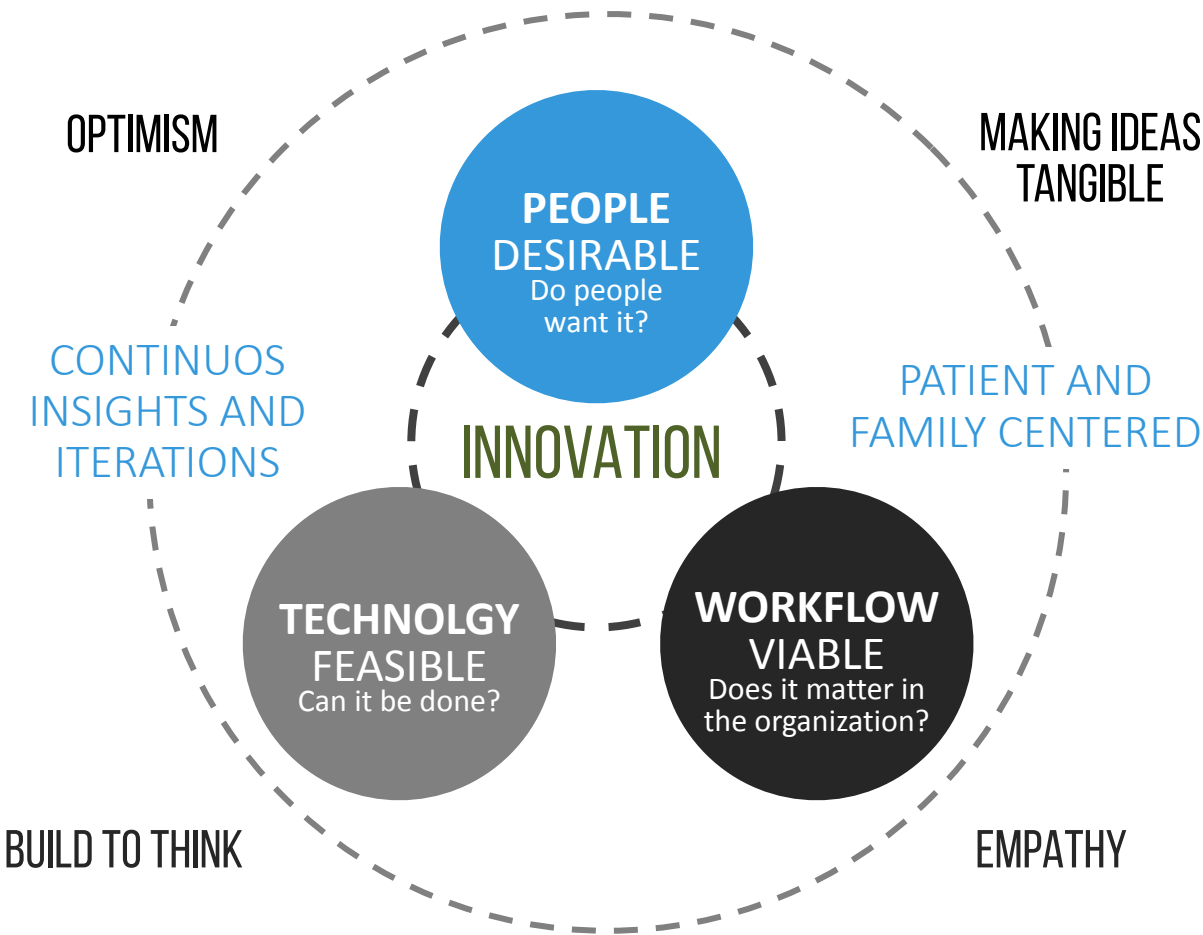
- Chance to refine and improve solutions
- Another iterative mode in which low-resolution artifacts are placed in the appropriate context of the user's life
- Prototype as if you know you're right, but test as if you know you're wrong!





DESIGN THINKING

Design Thinking integrates business, technology and people



LEARN



DEFINE



IDEATE



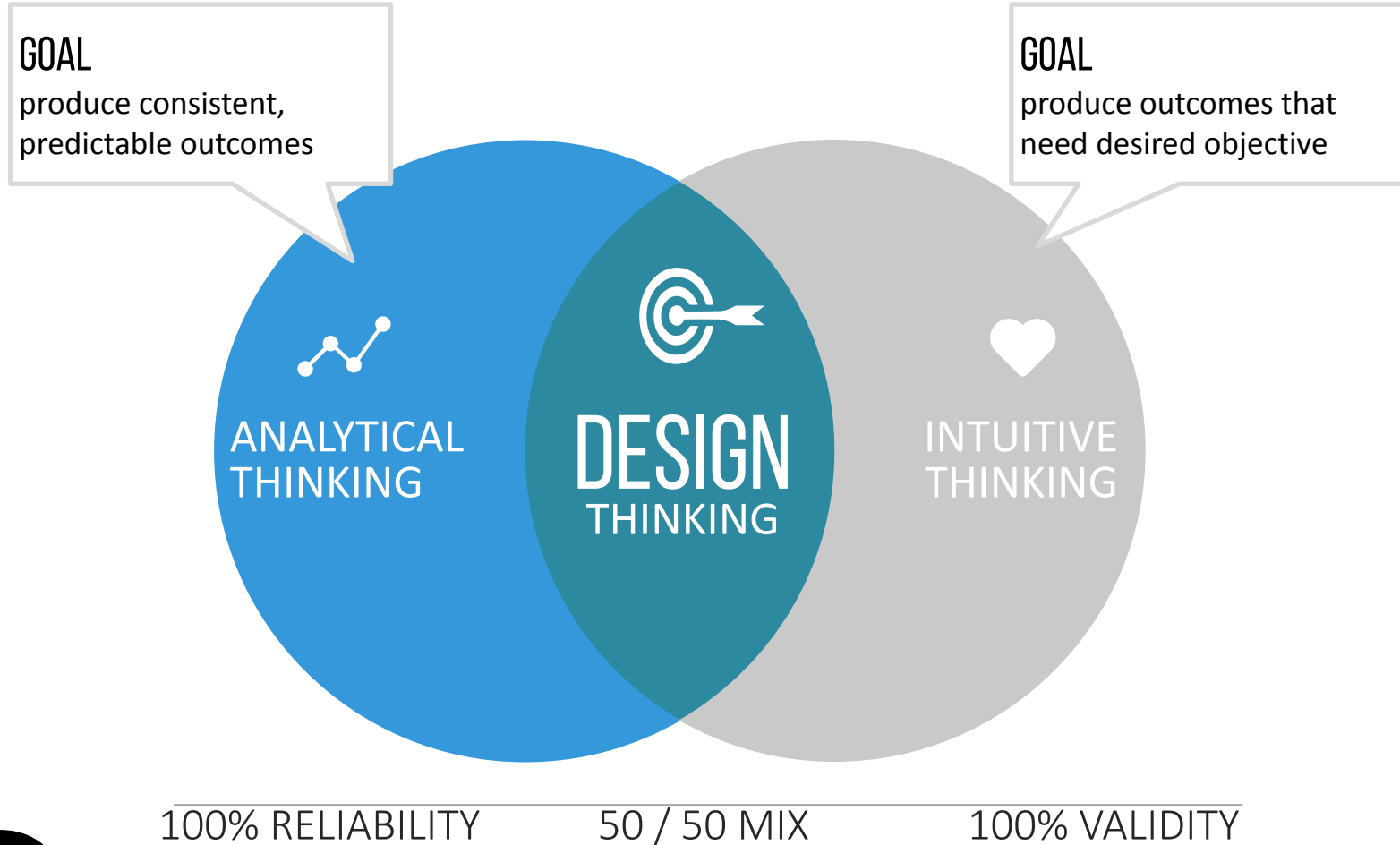
PROTOTYPE



TEST

DESIGN THINKING

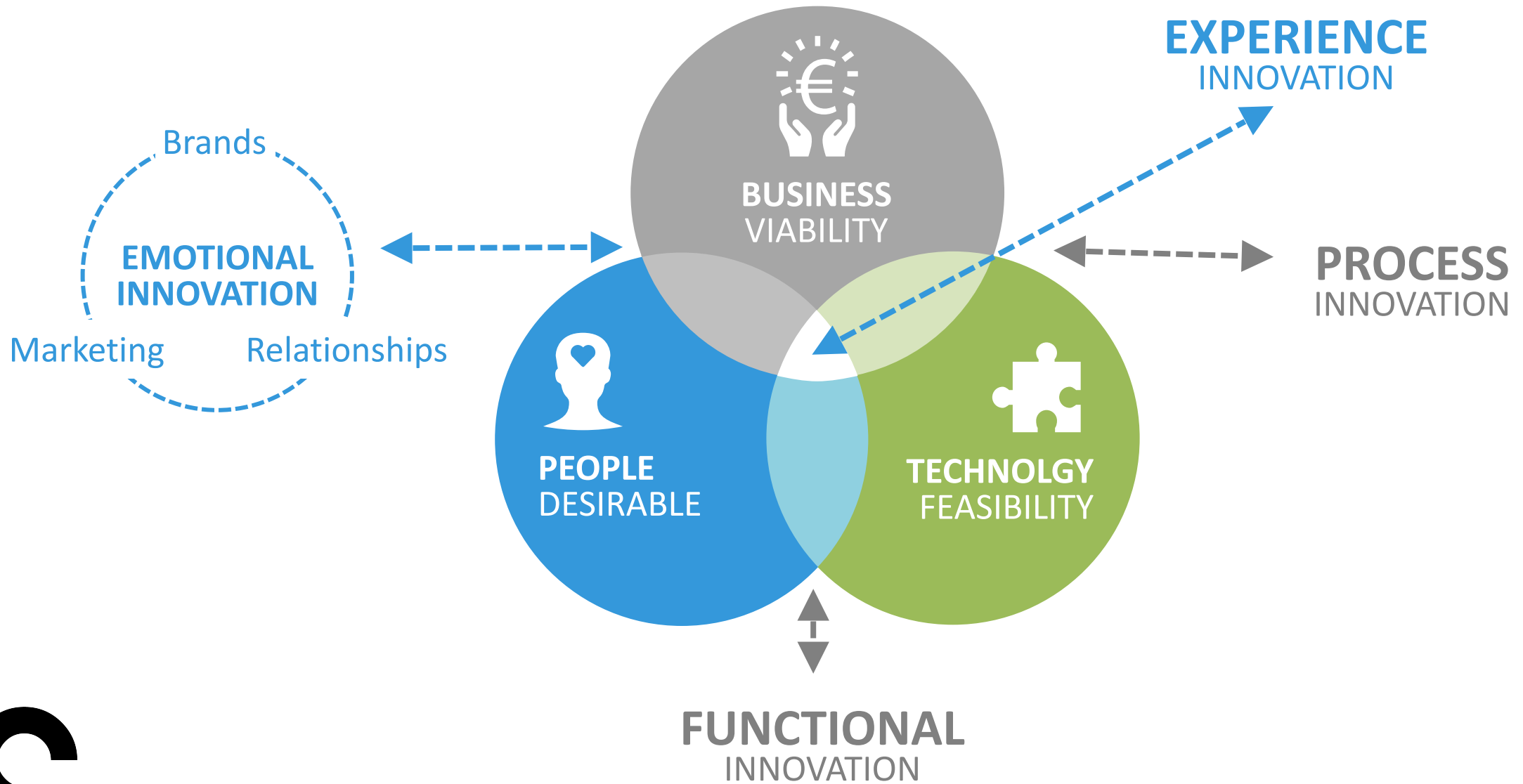
Design Thinking is the result of combining analytical thinking and intuitive thinking



DESIGN THINKING

is a methodology that is fast becoming a mainstay in business strategy all around the world.

Centered around creativity, empathy, and putting the user's needs as the heart of the problem, Design Thinking is seen as an **important tool** for driving innovation and sustained business growth.



DESIGN THINKING



IDEA



APPLYING
DESIGN THINKING
IN ITERATIONS TO



IMPLEMENTING
USING



KNOWLEDGE Define the challenge you face



EMPATHY Take the role of your end-user



AWARENESS Know how to improve status quo



CREATIVITY Foster ideas



ADAPTIVITY Learn from feedback and adapt



Project management methodology



Knowledge and prototype of
the design thinking phase

MONITOR (DATA)
FOR NEW IDEAS/ISSUES



START
PROCESS
AGAIN

DESIGN THINKING

Traditional vs. Design Thinking

TRADITIONAL THINKING

Flawless planning

Avoid failure

Rigorous analysis

Presentations

Arms length customer research

Periodic

Thinking

DESIGN THINKING

Enlightened trial & error

Fail fast

Rigorous testing

Lightweight experiments

Deep customer immersion

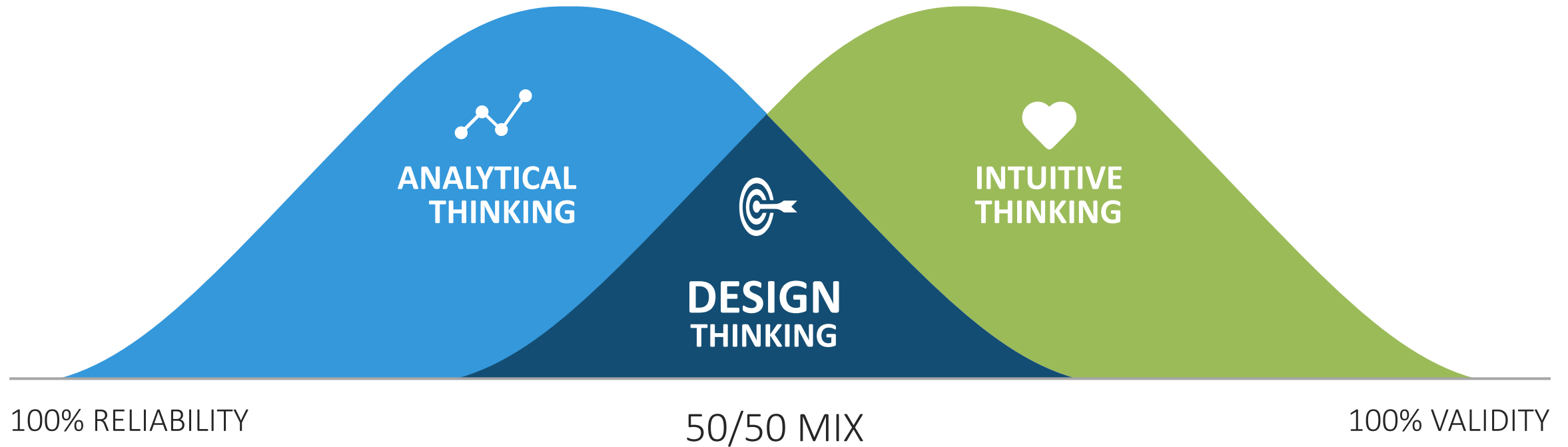
Continuous

Doing



DESIGN THINKING

Design Thinking is the result of combining analytical thinking and intuitive thinking



DESIGN THINKING

Design Thinking integrates business, technology and people



EMPATHY

Only through empathy with end-users can you design solutions for them.



SHOW DON'T TELL

To bring your ideas to life, show instead of telling



EXPERIMENT

Make your ideas real and learn from peoples' reactions to your prototype.



MINDFULNESS

Have the time and space to pay attention to what is happening around you.



ACTION ORIENTED

There are more ways than ever to reach and interact with your customers.

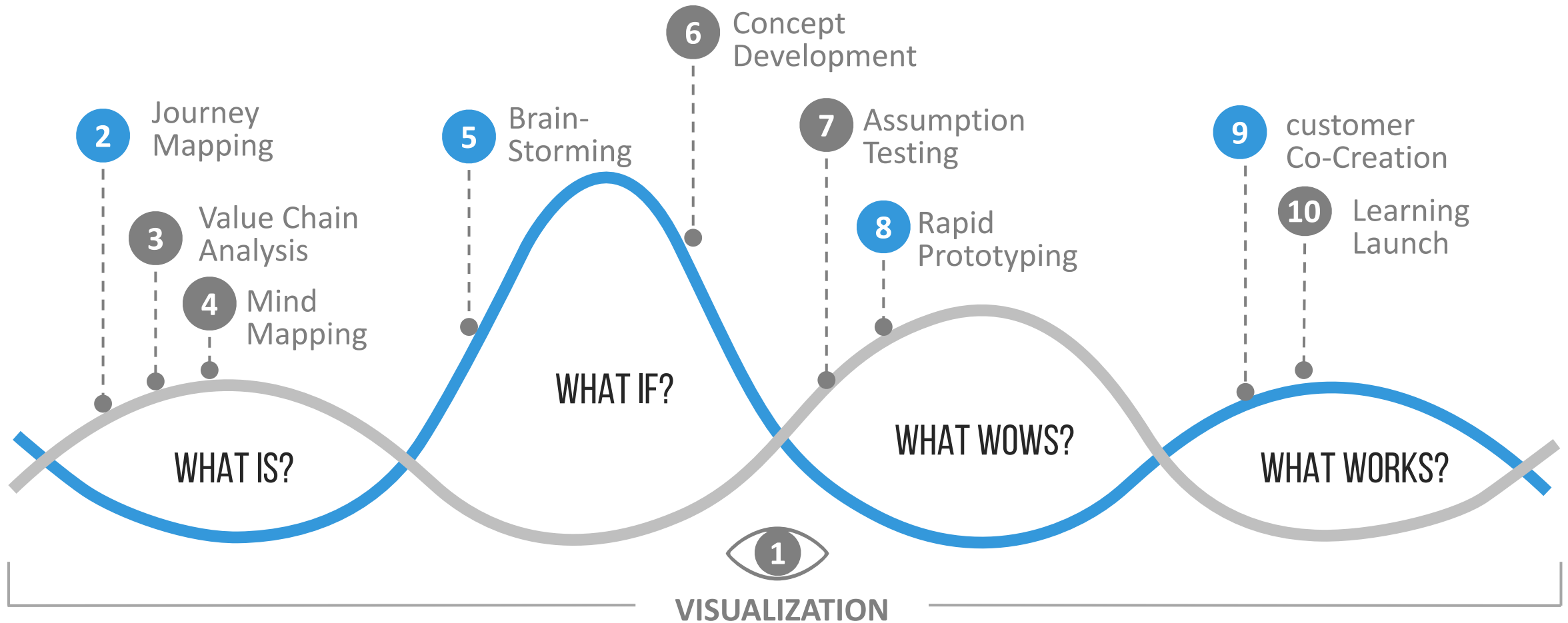


COLLABORATION

Key elements are communication, support and problem solving, sharing and diversity.

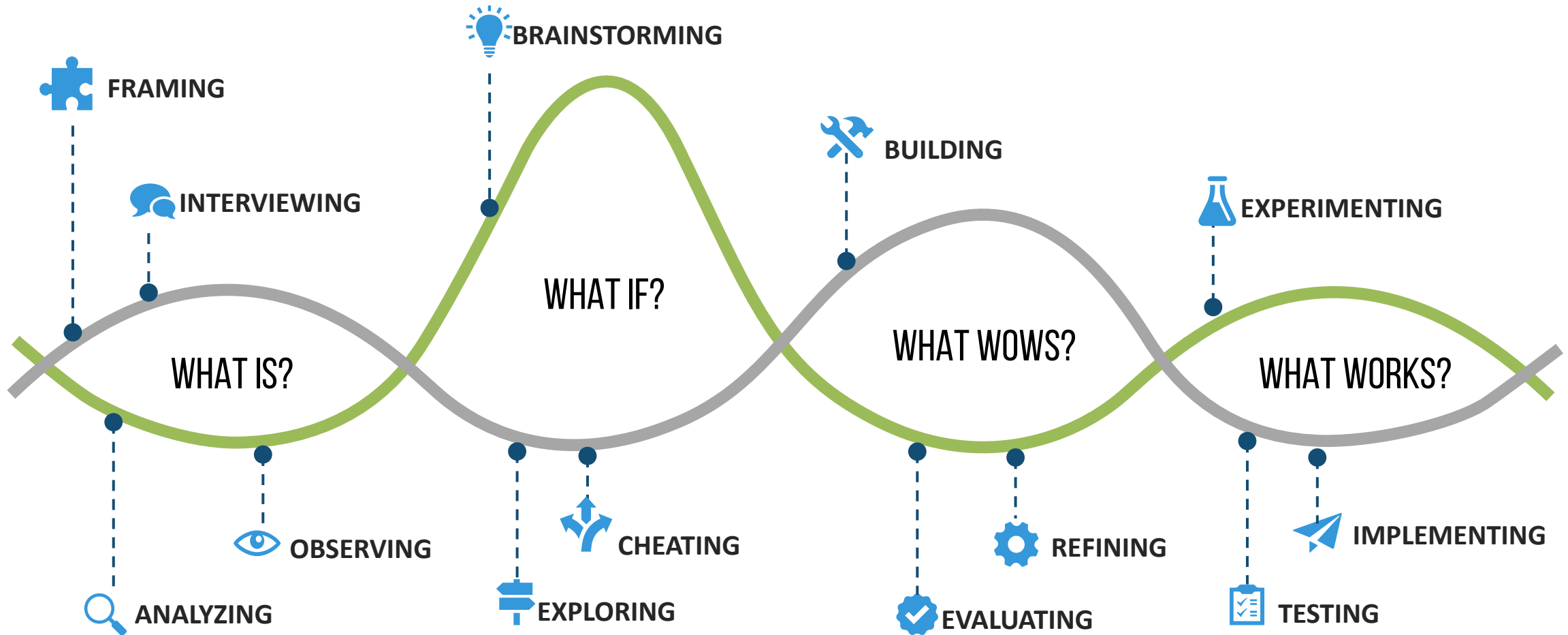
DESIGN THINKING

Design Thinking integrates business, technology and people



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DESIGN THINKING

Before
you begin

WHAT IS?

WHAT IF?

WHAT WOWS?

WHAT WORKS?

1. Identify an opportunity
2. Scope your project
3. Draft your design
4. Make your plans

5. Do your research
6. Identify Insights
7. Establish design criteria

8. Brainstorm Ideas
9. Develop Concepts
10. Create some napkin pitches

11. Surface key assumptions
12. Make prototypes

13. Get feedback from stakeholders
14. Run your learning launches
15. Design the On-Ramp

DESIGN THINKING

Design Thinking for Innovation

1. DEFINE THE CHALLENGE

2. GATHER DATA

Audit / benchmark trends,
understand customers

3. REFRAME THE CHALLENGE

4. INCUBATE

5. IDEATE / ILLUMINATE

6. EVALUATE / REFINE

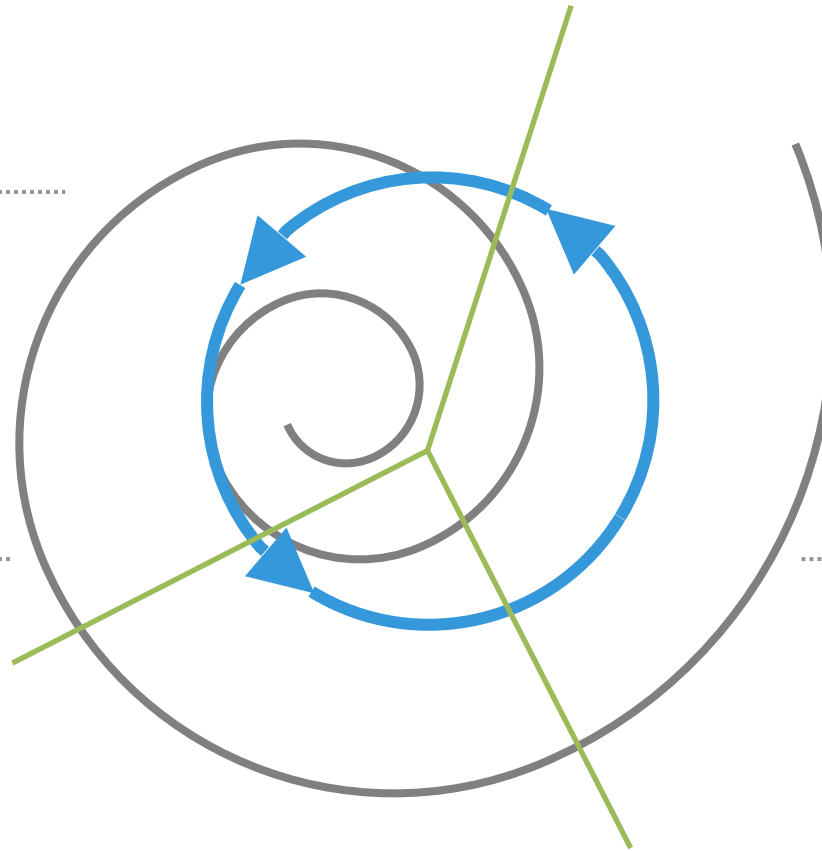
Co-creative, multi-disciplinary visual
brainstorming, future scenarios

7. PROTOTYPE / TEST

8. ASSESS OUTCOMES / REFINE

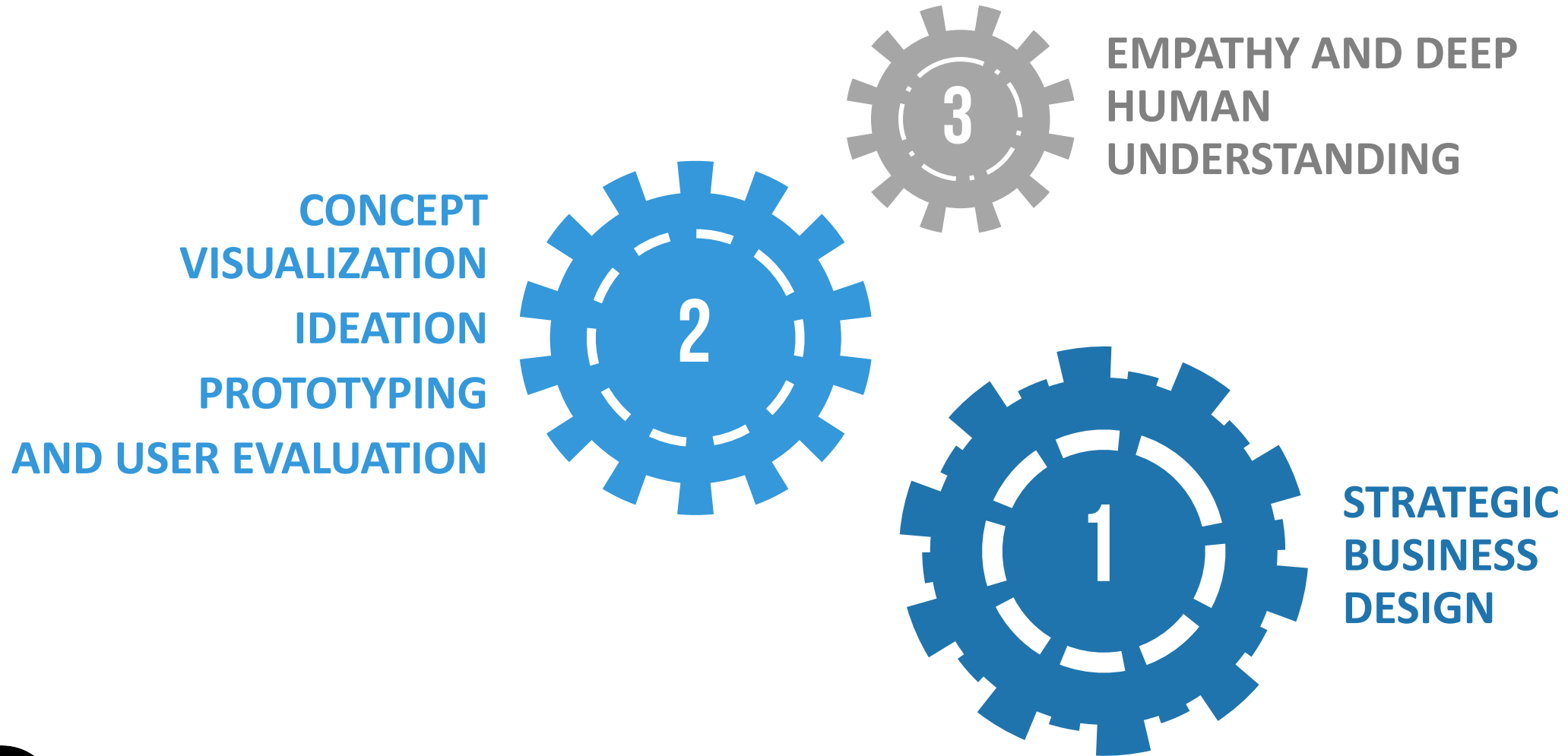
9. IMPLEMENT

10. ITERATE



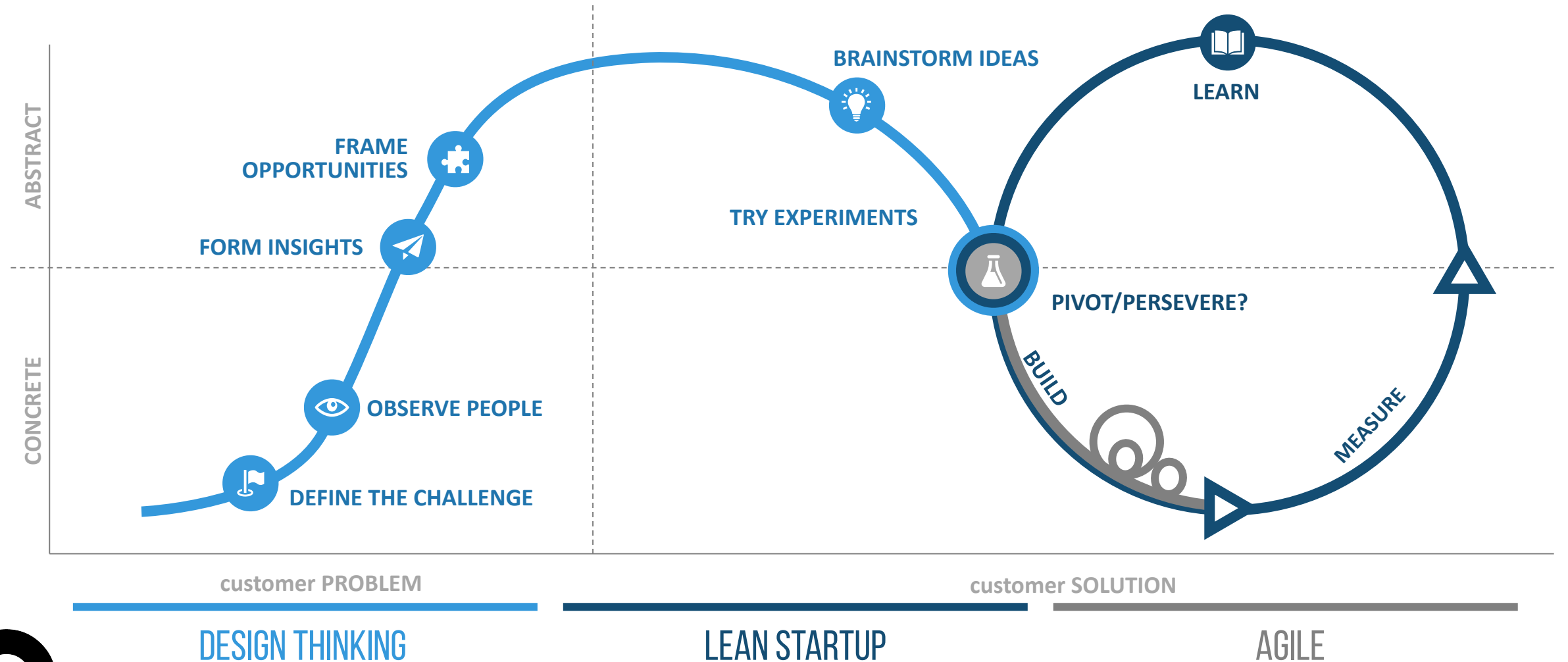
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Design Thinking for Innovation



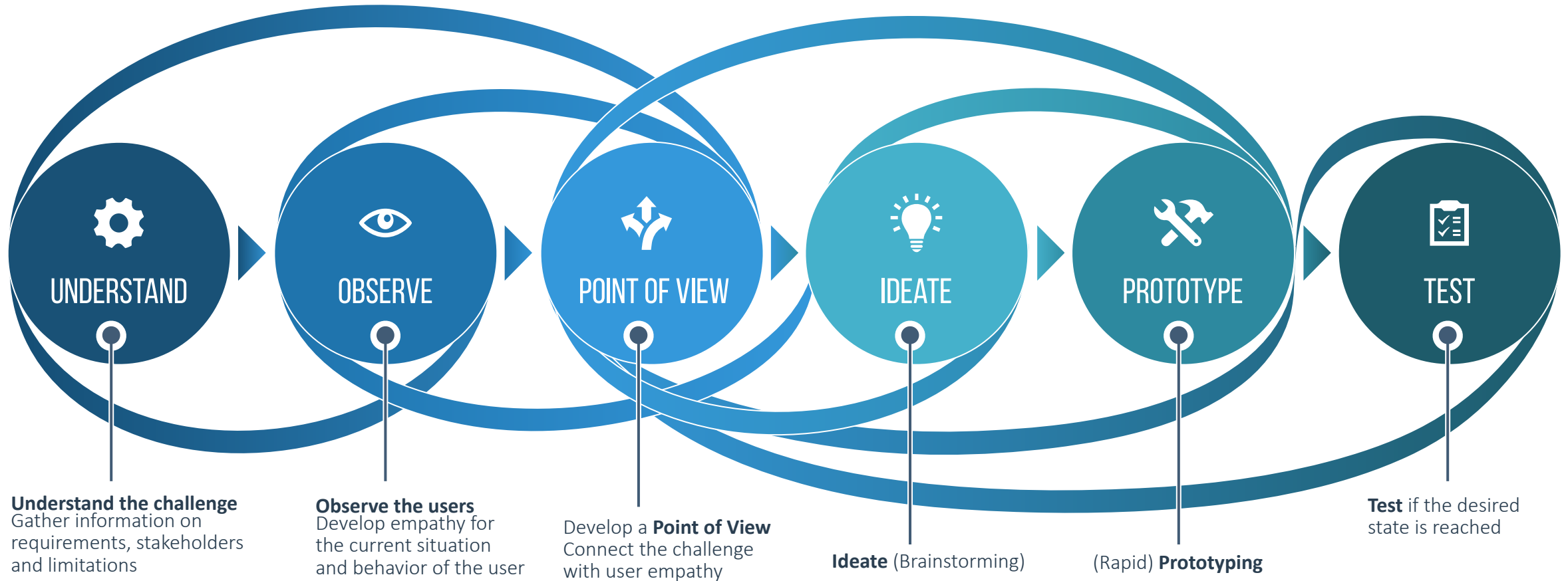
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Design Thinking for the customers



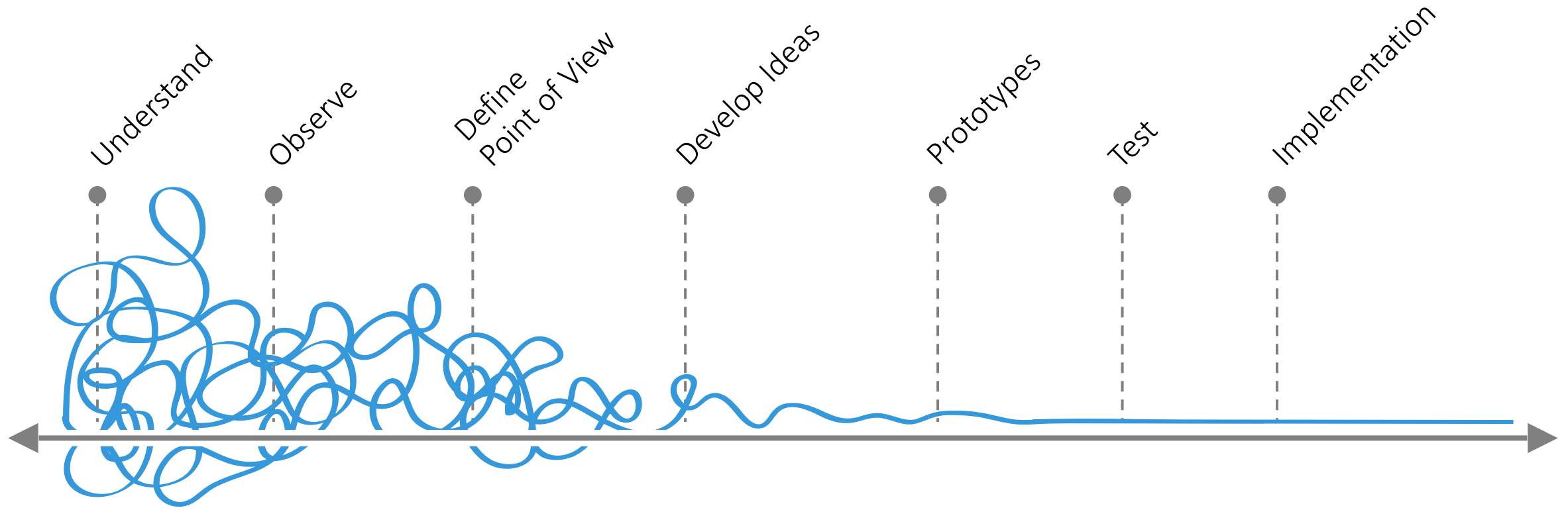
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Design Thinking Process



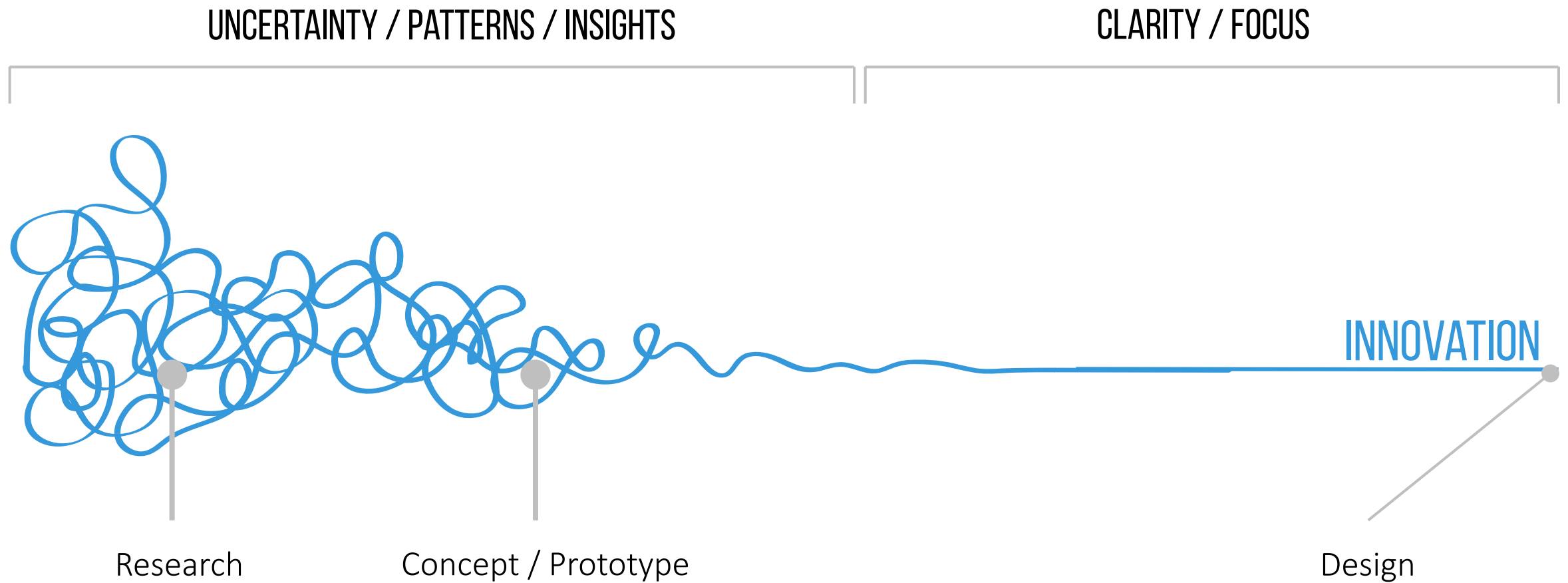
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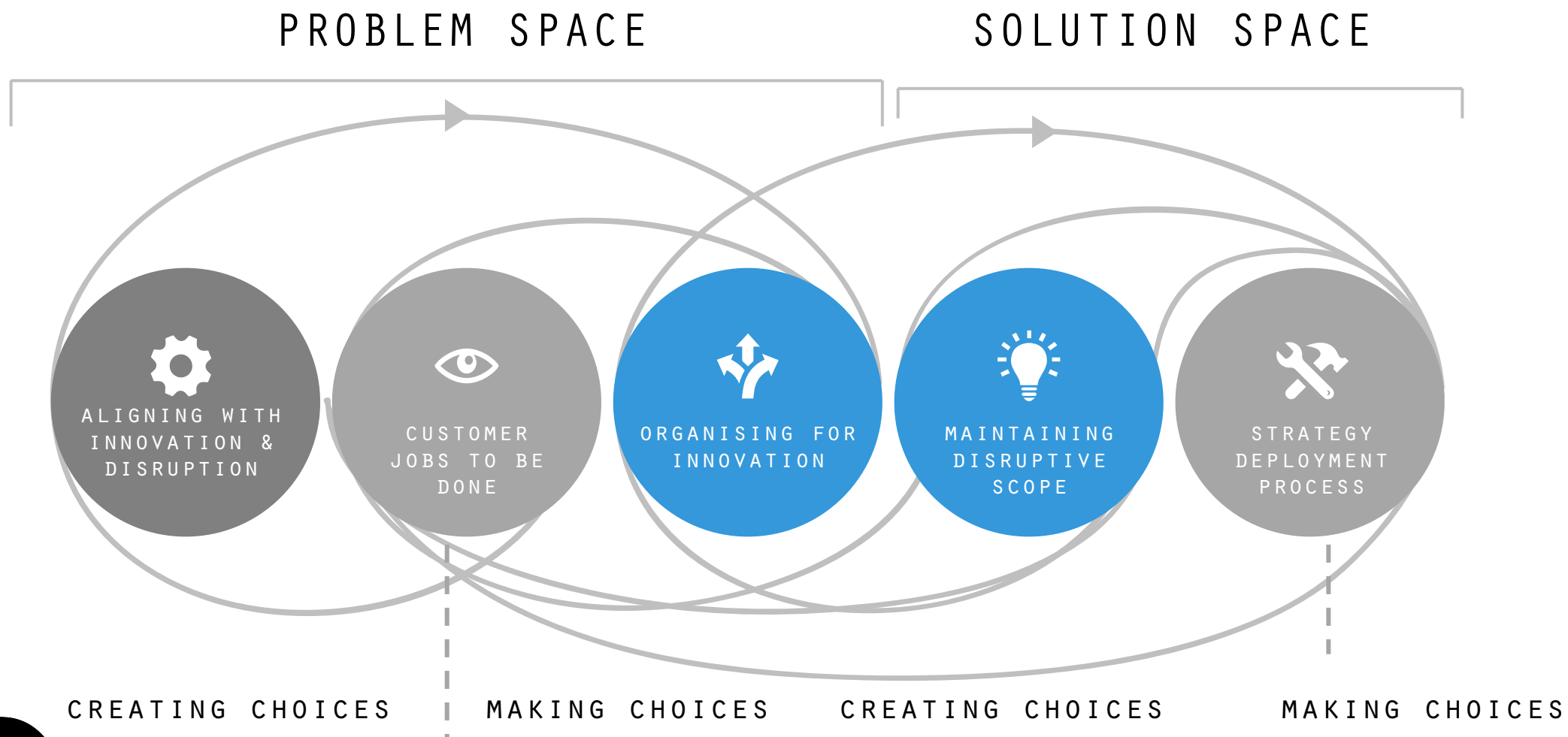
Learning



DESIGN THINKING

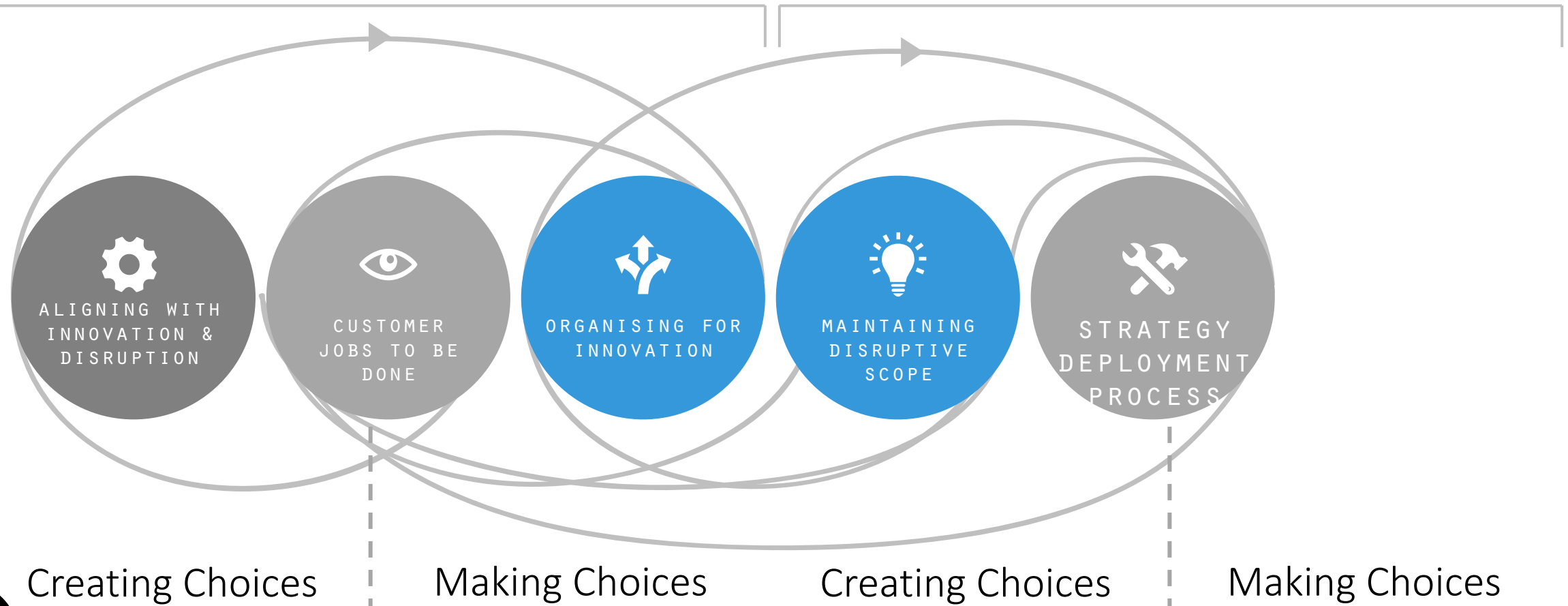
Design Thinking Process

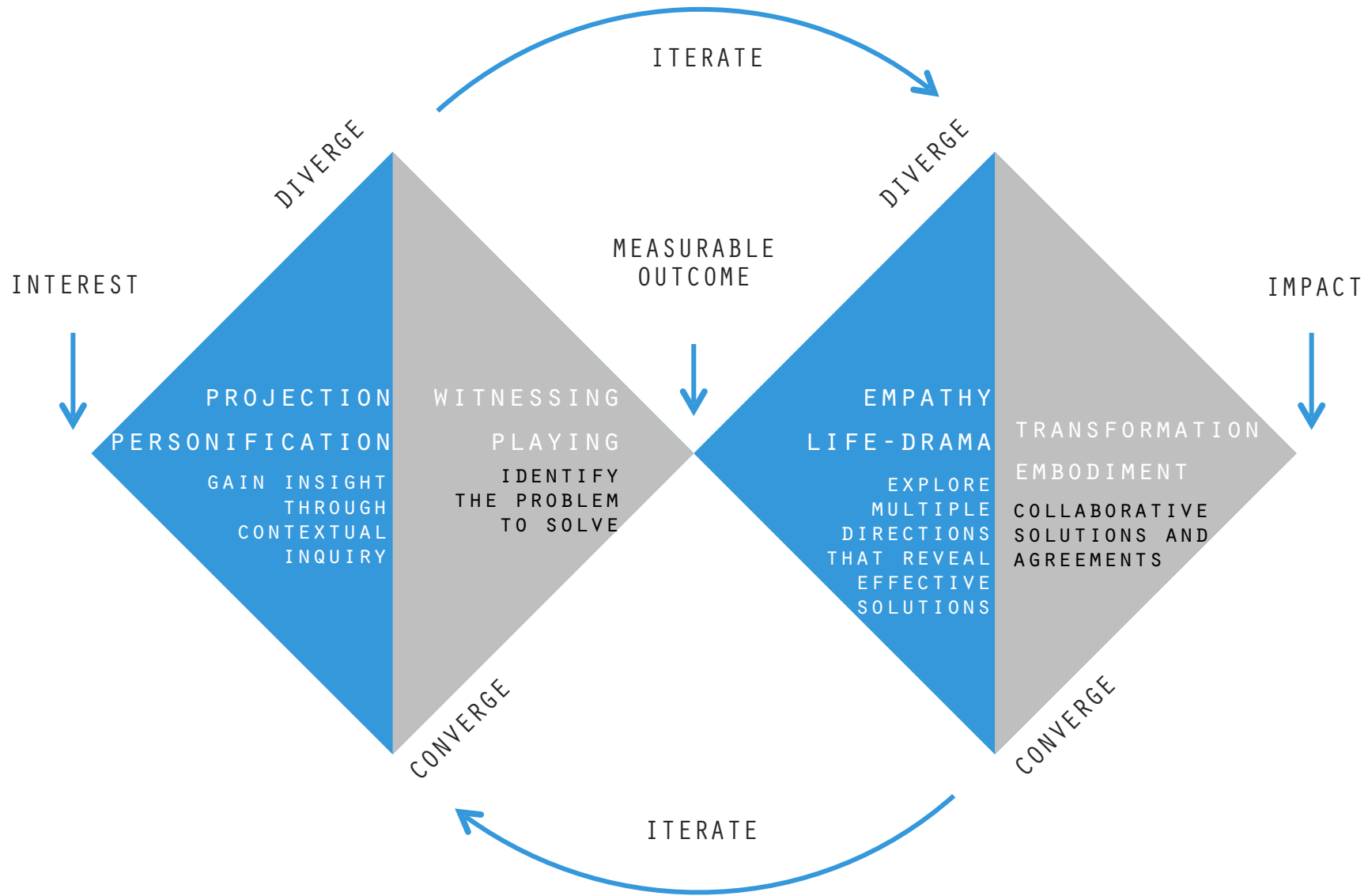




PROBLEM SPACE

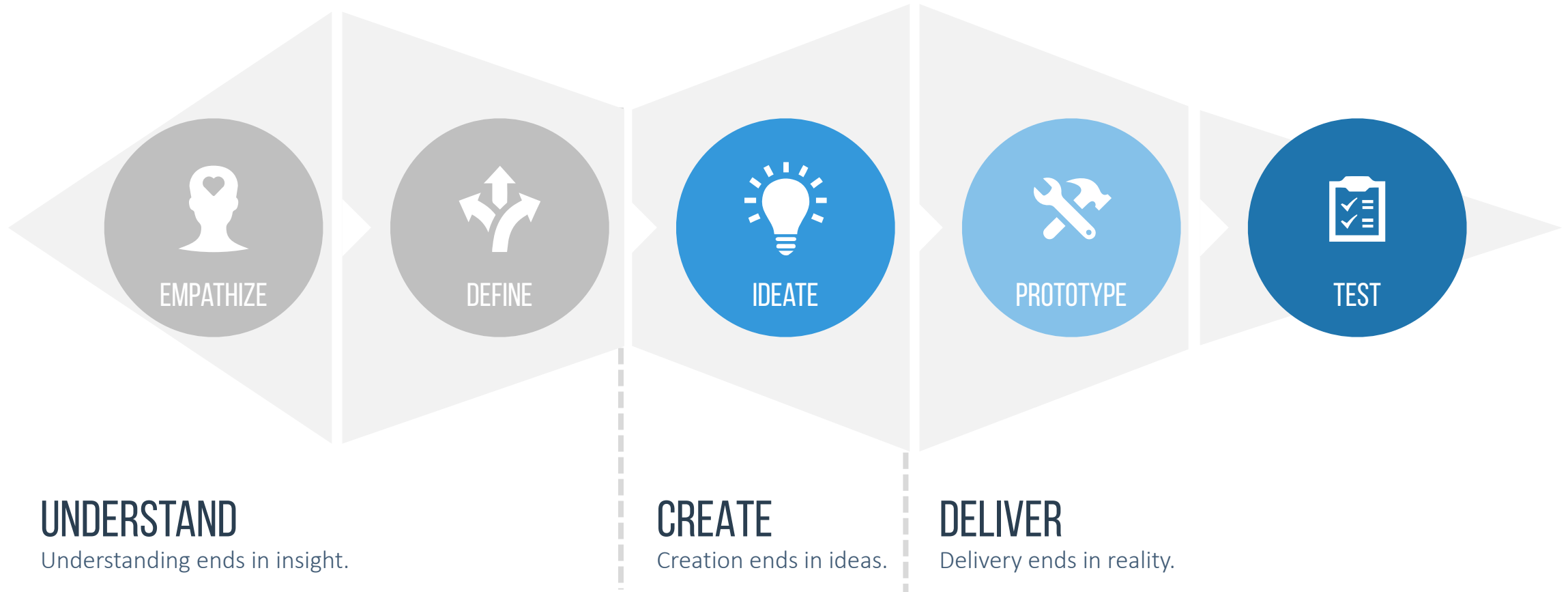
SOLUTION SPACE





DESIGN THINKING

Learning



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