

DESIGN THINKING

Design Thinking is a design methodology. It is a process that structures your natural creativity to arrive at innovative solutions by using designer's toolkit like empathy and experimentation. Instead of relying only on historical data, with design thinking you create meaningful innovations by knowing your users and care about their lives. There are five stages of Design Thinking: Empathise, Define (the problem), Ideate, Prototype, and Test. Let's take a closer look at each stage.

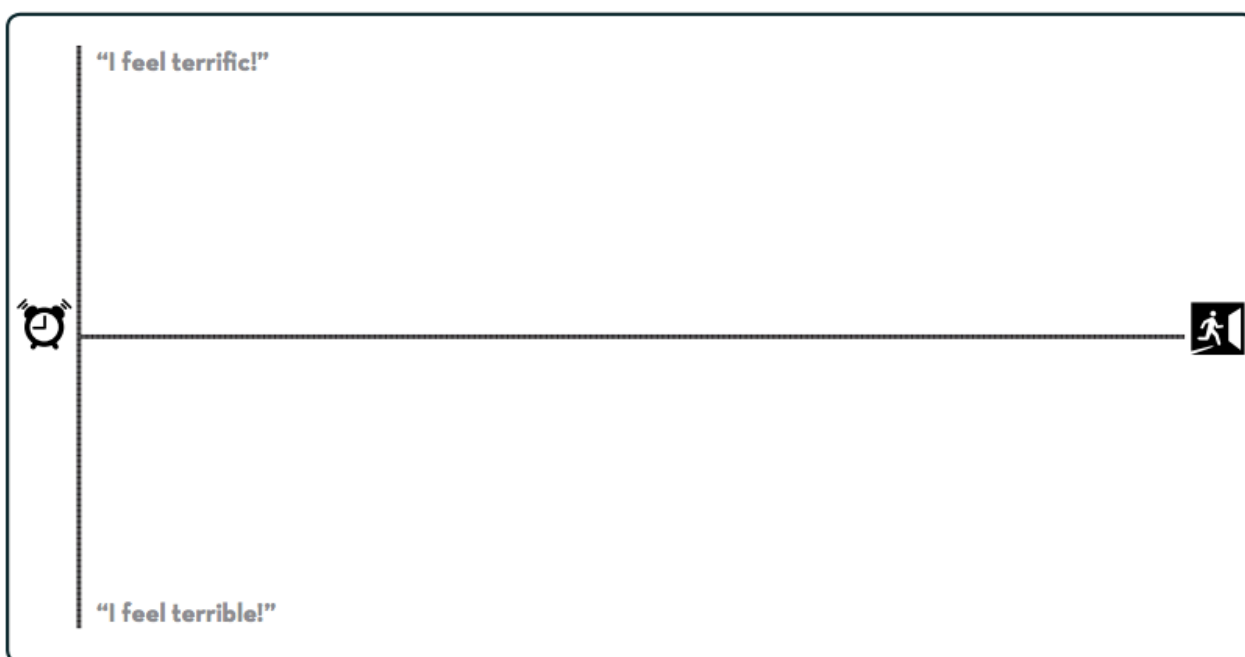
Empathise

The first stage of the Design Thinking process is to gain an empathic understanding of the problem by understanding the people, within the context of design challenge. It is your effort to develop holistic understanding of the issue and to get answers for related questions i.e. the way people interact with the issues and why, their physical and emotional needs, how they think about world, and what is meaningful to them.

Exercise 1:

Step1 : Interview your partner: 15 minutes

Begin by understanding their one of the commute (challenging/interesting). Ask not just about logistics, though: find out how things make them feel, what they wish could be different, what they enjoy, what gets in their way. Your job is to listen and learn, so don't be afraid to ask "Why?" At the seven minute mark, start transitioning—if you were interviewed first, now take a hand at being the interviewer, and vice versa.



Guidelines: To empathize you;

-Observe. View users and their behavior in the context of their lives. As much as possible do observations in relevant contexts in addition to interviews. Some of the most powerful realizations come from noticing a disconnect between what someone says and what he does. Others come from a work-around someone has created which may be very surprising to you as the designer, but she may not even think to mention in conversation.

-Engage. Sometimes we call this technique ‘interviewing’ but it should really feel more like a conversation. Prepare some questions you’d like to ask, but expect to let the conversation deviate from them. Keep the conversation only loosely bounded. Elicit stories from the people you talk to, and always ask “Why?” to uncover deeper meaning. Engagement can come through both short ‘intercept’ encounters and longer scheduled conversations.


-Watch and Listen. Certainly you can, and should, combine observation and engagement. Ask someone to show you how they complete a task. Have them physically go through the steps, and talk you through why they are doing what they do. Ask them to vocalize what’s going through their mind as they perform a task or interact with an object. Have a conversation in the context of someone’s home or workplace – so many stories are embodied in artifacts. Use the environment to prompt deeper questions.

Define

The Define mode of the design process is all about bringing clarity and focus to the design space. It is your chance, and responsibility, as a design thinker to define the challenge you are taking on, based on what you have learned about your user and about the context. After becoming an instant-expert on the subject and gaining invaluable empathy for the person you are designing for, this stage is about making sense of the widespread information you have gathered.

The goal of the Define mode is to craft a meaningful and actionable problem statement – this is what we call a point-of-view. This should be a guiding statement that focuses on insights and needs of a particular user, or composite character. Insights don’t often just jump in your lap; rather they emerge from a process of synthesizing information to discover connections and patterns. In a word, the Define mode is sense making.

Step 2: Interpret the needs of your partner: 20 minutes

<p>Goals and Wishes: what does your partner need to accomplish in the morning? *use verbs</p> <p>Insights: new learnings about your partner's feelings and motivations. what's something you see about your partner's experience that maybe s/he doesn't see?*</p> <p><small>*make inferences from what you heard</small></p>	 <hr/> <p>partner's name/description</p> <p>needs a way to _____</p> <p style="text-align: right;"><small>user's need</small></p> <p>because (or "but..." or "Surprisingly...")</p> <p><small>[circle one]</small></p> <hr/> <hr/> <p style="text-align: center;"><small>insight</small></p>
--	--

Ideate

Ideate is the mode of the design process in which you concentrate on idea generation. You ideate in order to transition from identifying problems to creating solutions for your users. Ideation is your chance to combine the understanding you have of the problem space and people you are designing for with your imagination to generate solution concepts. Mentally it represents a process of “going wide” in terms of concepts and outcomes. Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions into the hands of your users.

Step 3: Sketch at least 5 radical ways to meet your user's needs. 15min

Now's your chance to imagine some new solutions that might address your partner's needs. Work with your partner and sketch four to six radical new ways to improve his/her experience.

write your problem statement above

Prototype

The Prototype mode is the iterative generation of artifacts intended to answer questions that get you closer to your final solution. In the early stages of a project that question may be broad. In later stages both your prototype and question may get a little more refined. A prototype can be anything that a user can interact with – be it a wall of post-it notes, a gadget you put together, a role-playing activity, or even a storyboard. Ideally you bias toward something a user can experience. Walking someone through a scenario with a storyboard is good, but having them role-play through a physical environment that you have created will likely bring out more emotions and responses from that person.

Step 4: Reflect & generate a new solution: 15 min

You should focus on ideas for your partner and your partner should focus on ideas for you. However, work collaboratively and try to come up with a few ideas that might improve the commute for both of you. Don't worry about being perfect, draw your ideas quickly to capture them.

Sketch your big idea, note details if necessary!

Test

The Test mode is when you solicit feedback, about the prototypes you have created, from your users and have another opportunity to gain empathy for the people you are designing for. Testing is another opportunity to understand your user, but unlike your initial empathy mode, you have now likely done more framing of the problem and created prototypes to test. Ideally you can test within a real context of the user's life. For a physical object, ask people to take it with them and use it within their normal routines. For an experience, try to create a scenario in a location that would capture the real situation. If testing a prototype in situ is not possible, frame a more realistic situation by having users take on a role or task when approaching your prototype.

Step5: Share your solution and get feedback.

Make something your partner can interact with!

[not here]

7min

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)