

DESIGN THINKING

Participant Workbook



Copyright© Skalent Consultancy Services Pvt. Ltd. All rights reserved.

This publication is intended to be used only for this workshop and no part of this publication may be reproduced, stored in retrieval system or transmitted in any form, or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written consent from M/s Skalent Consultancy Services Pvt. Ltd.

PROGRAM OBJECTIVE:

- Acquire a deep understanding of the Design Thinking principles, process and tools.
- Apply the Design Thinking framework as a structured process to solve problems, generate breakthrough ideas and co-create an improved customer experience journey.
- Improve personal effectiveness by becoming a more empathetic service provider.

FOCUS AREAS:

Module 1:
Main Principles of
Design Thinking

Module 2:
EMPATHIZE Stage

Module 3:
DEFINE Stage

Module 4:
IDEATE Stage

Module 5:
PROTOTYPE Stage

Module 6:
TEST Stage

Module 1: Main Principles of Design Thinking

My learnings from the video:

Creativity

A way of thinking. A mindset in which thought transcends existing boundaries and creates something new.

Innovation

When creativity is applied to produce a solution that can be useful to society, then it is called innovation.

Design thinking is a human centered & collaborative approach to problem solving that is creative, iterative & practical.

“ Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.
Tim Brown, president and CEO of IDEO ”

DESIGN MINDSET:

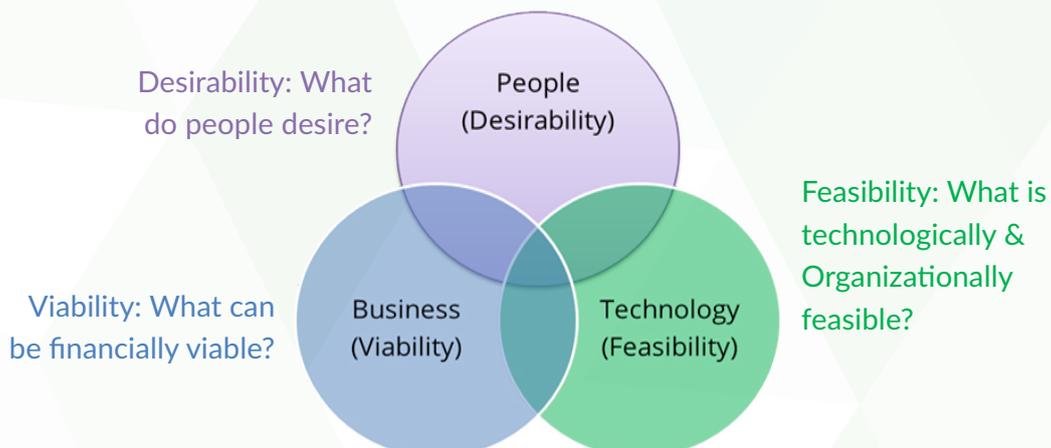
Qualities:

- Innovative
- Problem-solver
- User-centric
- Simple to understand
- Sustainable

How designers think in their mind:

- Understand the need
- Creative thinking (out of the box)
- Product utility
- Impressive structure

3 LENSES OF HUMAN-CENTRED DESIGN



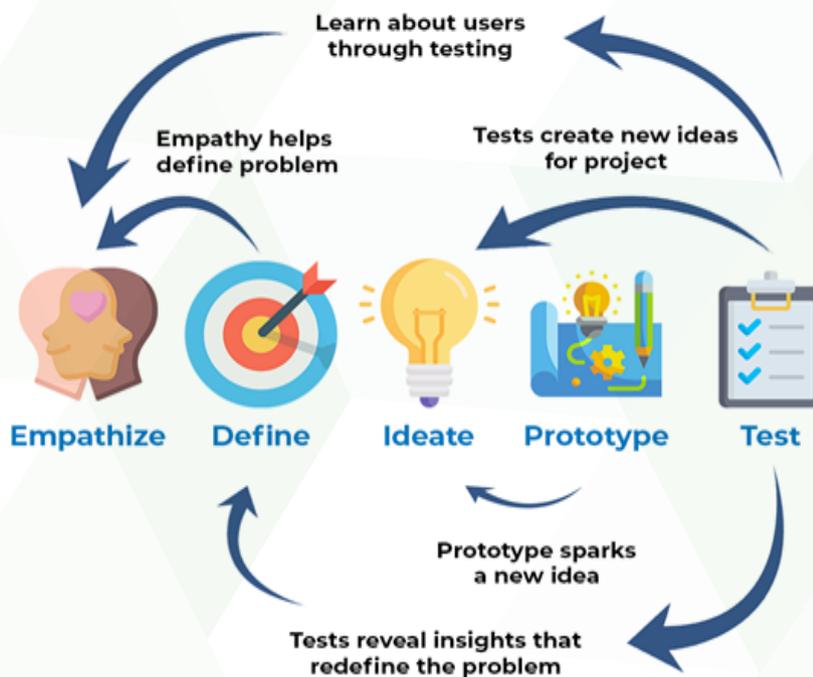
ADVANTAGES OF DESIGN THINKING:

- Helps companies to understand and deal with massive changes
- Keeps strong focus on changing user and buyer preferences
- Drives future goals for the business

TRAITS OF A DESIGN THINKER:

- Able to step into the shoes of your customers
- Have empathy on users and stakeholders
- Like to challenge the status quo
- Able to ask the right questions
- Draw and sketch instead of writing an email
- Like to collaborate instead of working in silo
- Able to look at the big picture and think holistically
- Generate many new ideas and not afraid to share
- Find and re-iterate alternatives to approach your desired goals
- Willing to fail early and often

DESIGN THINKING – AN ITERATIVE CYCLIC PROCESS



1. DEFINE THE PROBLEM STATEMENT

a) What are some human problems that you face every day in the professional space? Please draft the problem statement in your group.	
b) How will design thinking help you to solve the problem?	

2. MY INSIGHTS:

--

Module 2: EMPATHIZE Stage

EMPATHY:

When you feel what the other person is feeling and can mirror their expression, their opinion, and their hopes.

POWER OF EMPATHY

People with higher EQ have:

- *More self-awareness*
- *Ability to self-regulate*
- *Better understanding of others*
- *Better social skills*

To understand the experience, situation, and emotion of the user for whom you are designing:

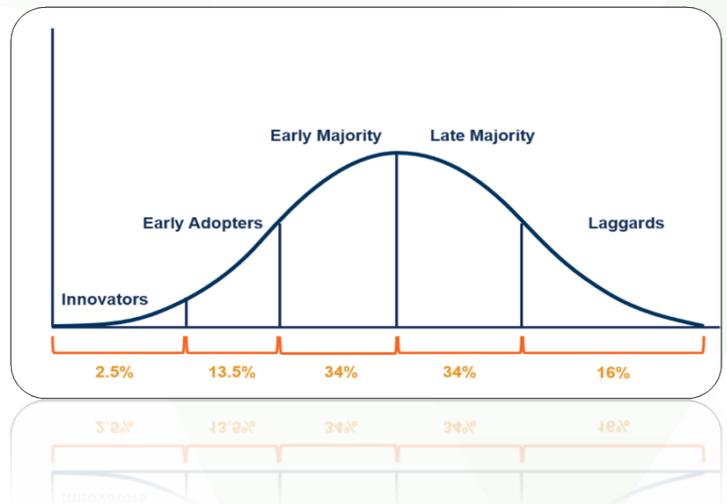
- **Observe:** View users and their behavior in the context of their lives. Do not judge.
- **Engage:** Interact with people in conversations and interviews.
- **Immerse:** Experience what your user experiences.

DIFFUSION OF INNOVATION THEORY:

Diffusion of Innovation (DOI) theory, developed by E.M. Rogers in 1962, is one of the oldest theories in social science.

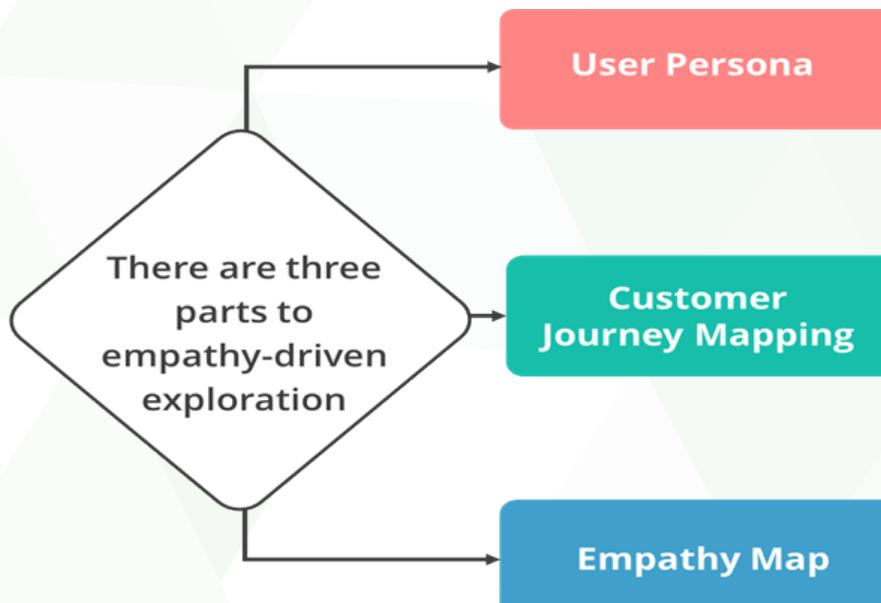
It originated in communication to explain how an idea (or product) gains traction and diffuses (or spreads) through a specific population or social system over time.

Diffusion results in people adopting a new idea, behavior, or product as part of a social system. An adoption is when someone does something different than what they had previously done (e.g., buys a new product, acquires, and performs a new behavior, etc.).



Not all segments of the population are equally excited by a new idea or product. Some segments are keener to adapt to something new.

Empathy-driven exploration helps us understand user’s world better so we can define the problems as they see it.



USER PERSONA:

- A persona is a description of a fictional person that represents one target customer segment that you are developing a product/service for.
- Each persona represents a significant portion of people in the real world and enables the designer to focus on a manageable and memorable cast of characters, instead of focusing on thousands of individuals.

Nerdy Nina
"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS
Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: QA at Indie Game Company
Family: Lives with her boyfriend

TECH
Internet
Social Networks
Messaging
Games
Online Shopping

GOALS
• Discovering new books / authors to read
• Finding unique stories
• Cataloging book collection

FRUSTRATIONS
• Keeping track of different series
• Forgetting a book launch date
• Finding space for more books

READING HABITS
• Fast pace reader
• Never lends books
• Likes hardcovers and boxed collections
• Pre-order books to get them first
• Reads eBooks, but prefer physical copies
• Always finishes a book
• Loves binge reading and re-reading

FAVORITE BOOKS
American Gods
Harry Potter
Ready Player One

Identify different roles of user for the chosen project and create personas for one of them.

NAME Use a realistic name. Don't use names of colleagues.

DESCRIPTOR What type of persona is it. Describe the most prominent differentiator.

QUOTE Capture the essence to one or two points that could come out of the persona's own mouth -- so to speak.

WHO IS IT ? Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

WHAT GOALS? What is the supreme motivator? What are (latent) needs and desires?

WHAT ATTITUDE? What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

WHICH BEHAVIOUR? What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

Which Trends, mindsets or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?

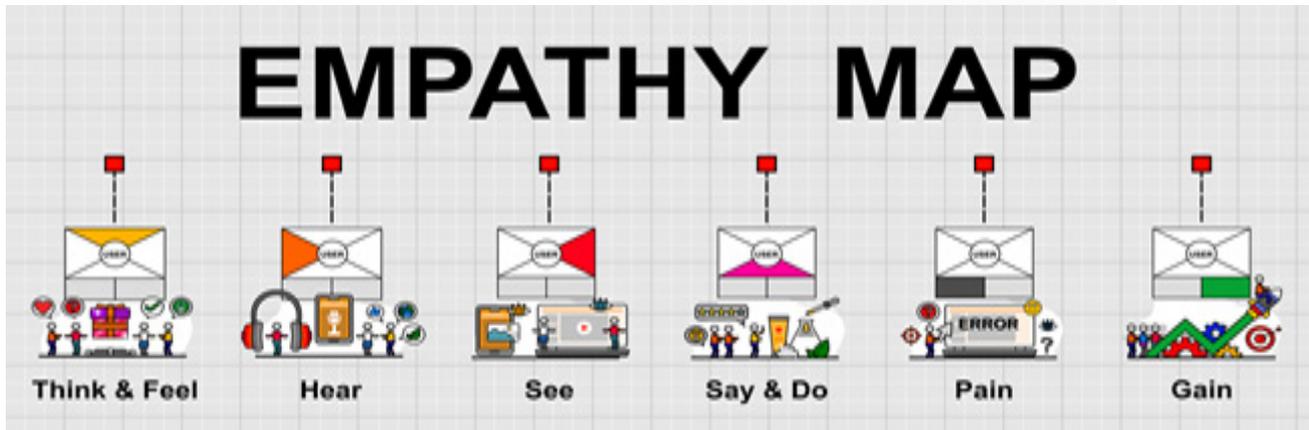
EDUCATED GUESS

ASPIRATIONAL

ACTUAL

Just sketch your first impression!

EMPATHY MAP:

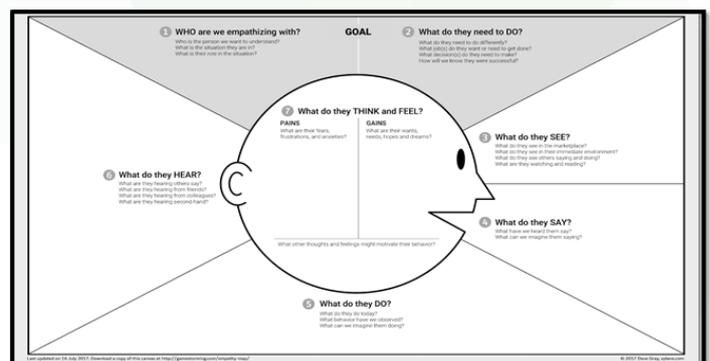


- Empathy map helps to collect information about users, make decisions, and uncover hidden needs and insights.
- It helps to relate with ideal users in the right way.
- It supports enterprises using design thinking practices.

EMPATHY MAP CANVAS:

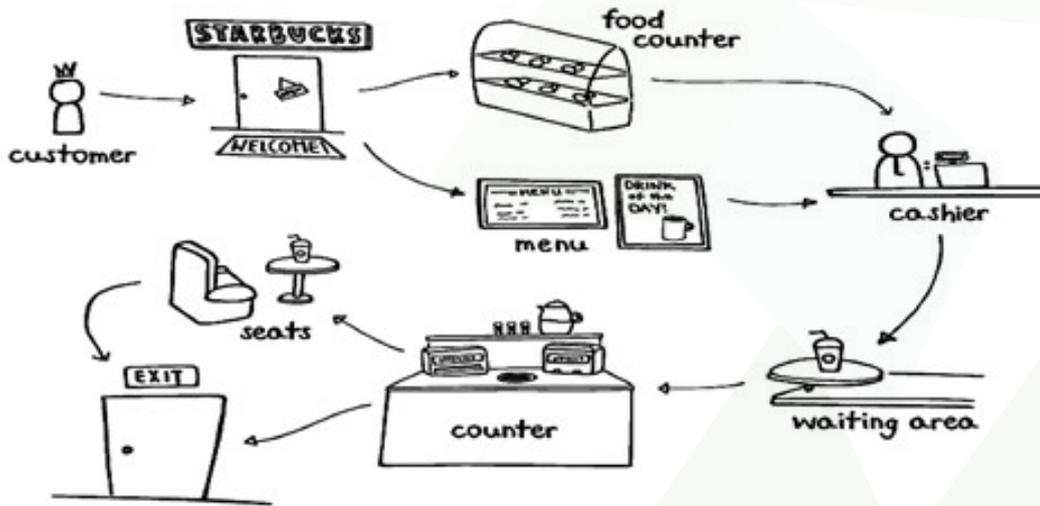
Have a conversation and capture the findings in the Empathy map canvas.

- Step 1: Define your key question/ Problem Statement for your chosen project
- Step 2: Assemble your script
 - Who you want to test (age, gender, or other demographics)
 - What you want to know (completing a task or reacting to a design)
 - Why they answer (include prompts why did you do this? Why do you feel that way?)
- Step 3: Collect data directly from the user (Here you can guess user views)
- Step 4: Individually generate sticky notes for each quadrant
- Step 5: Converge to cluster and synthesize
- Step 6: Polish and plan



CUSTOMER JOURNEY MAP:

Customer journey maps are also referred to as UX maps, UX journey maps, user journey maps, or experience maps. A Journey Map is a visual representation of the process a customer or prospect goes through to achieve a goal with your company / product.



CREATE A CUSTOMER JOURNEY MAP FOR YOUR CHOSEN PROJECT.

Module 3: DEFINE Stage

Defining the problem using a unique, concise reframing of the problem that is grounded in user needs & insights.

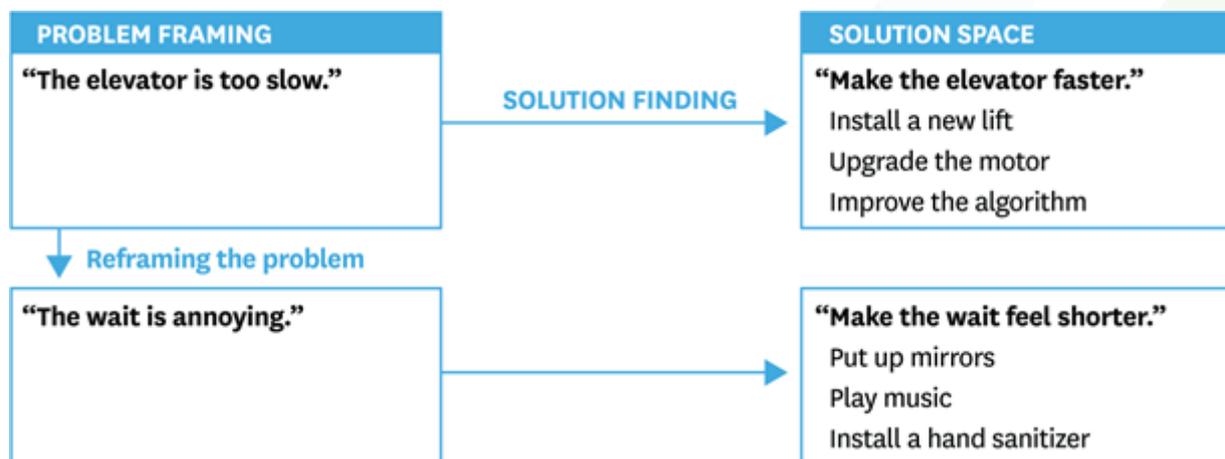
To process and synthesize the findings in order to form a user Point of View (POV) that you will address:

User: Develop an understanding of the type of person (persona) you are designing for.

Needs: Synthesize and select a limited set of needs that you think are important to fulfill. Remember that needs should be verbs.

Insights: Express insights you developed and define principles.

PROBLEM REFRAMING:



You can frame an actionable statement from the template in the following sentence:

<User – describe the persona> needs <need – verb> because <insight – compelling insight>

HOW MIGHT WE:

The first step to build a solution is to frame opportunities for the problem by using a structure called How Might We. It is a simple framework to help teams look at the opportunities.

- How implies that there are more possible ways to solve the question. That is, although we don't know the answer yet, but we believe this problem can be solved.
- Might creates a safe space in which we know that a potential idea might work. That is, not every solution will work, but it's still ok to discuss and explore ideas that might not pan out.
- We reminds us! That is our team is invested in solving this problem together.

The statements should focus on experience, user, and the desired effect.

- be open ended and support multiple solutions
- not be too broad

GROUP ACTIVITY – POINT OF VIEW (POV) & HOW MIGHT WE (HMW) STATEMENTS

POV:

HMW:

Module 4: IDEATE stage

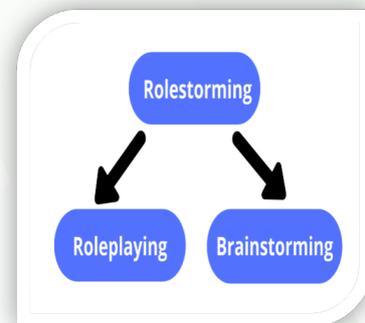
Ideate: Generating many possible solutions to a problem.

BRAIN STORMING



ROLE STORMING

- Identify and assign roles
- Get into character by analyzing its strengths & weaknesses.
- Start the show
- Record the Ideas
- Review the ideas



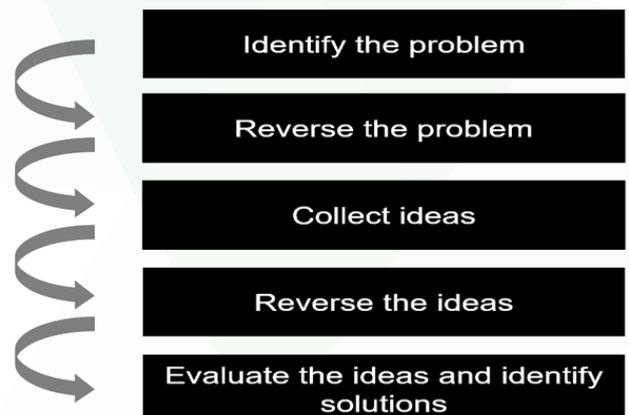
REVERSE BRAINSTORMING

This technique is build based on our natural tendency to see problems more easily than solutions.

A group brainstorms ideas instead of looking for ways to make a plan successful; they brainstorm all the ways they can to make it fail.

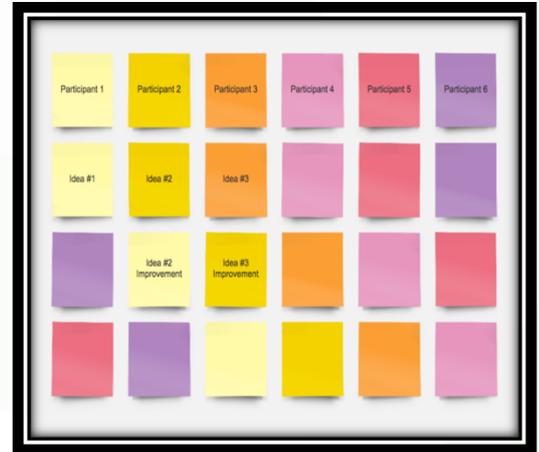
Could come in to rescue when:

- there is trouble coming up with good ideas quickly;
- people are stumped on how to solve a problem;
- there is a high need to let go of their pre-conceived ideas about a topic



BRAIN WRITING

- Brainwriting is a version of brainstorming that works well if the team members are slightly introverts.
- Each person has a post-it and five minutes to write down as many solutions.
- After 5 minutes, they will pass their piece of paper to another participant, who will build upon the ideas they had written down.
- You will repeat this process until everyone has contributed, then a facilitator collects all the papers and displays them.



SCAMPER

Substitute: Mobile phone companies started to Substitute little keyboards with Touch Screens.

Combine: A mobile phone was combined with a camera and then an MP3 player.

Adapt: The roll-on deodorant was an idea adapted from the ballpoint pen.

Modify: When Apple Introduced their iMac, it did not look like a computer, but a designer piece of furniture. They replaced the design later.

Put to another use: De Beers put industrial diamonds to other use when they launched engagement rings.

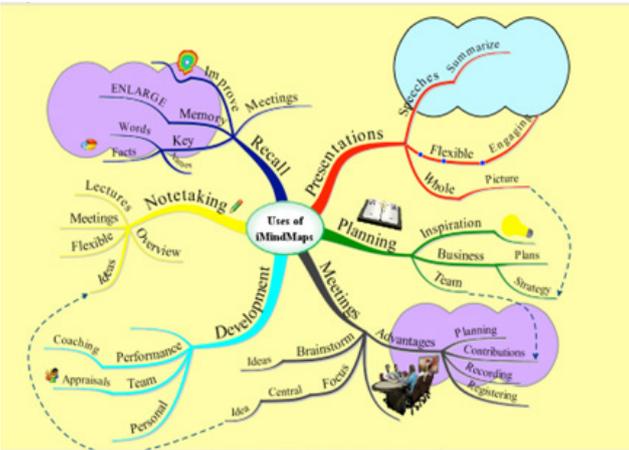
Eliminate: Dell Computers and Amazon eliminated the intermediary.

Reverse: McDonalds rearranged the restaurant by getting customers to pay first and then eat.



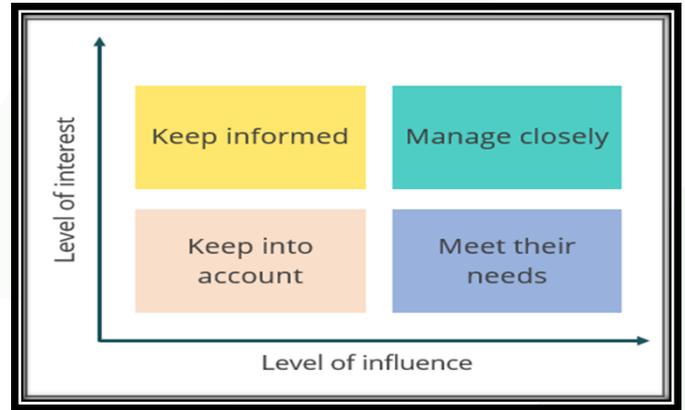
MINDMAPPING

Mind map as a idea generator.



STAKEHOLDER MAPPING

Stakeholders maps are used to identify key stakeholders of a Project.

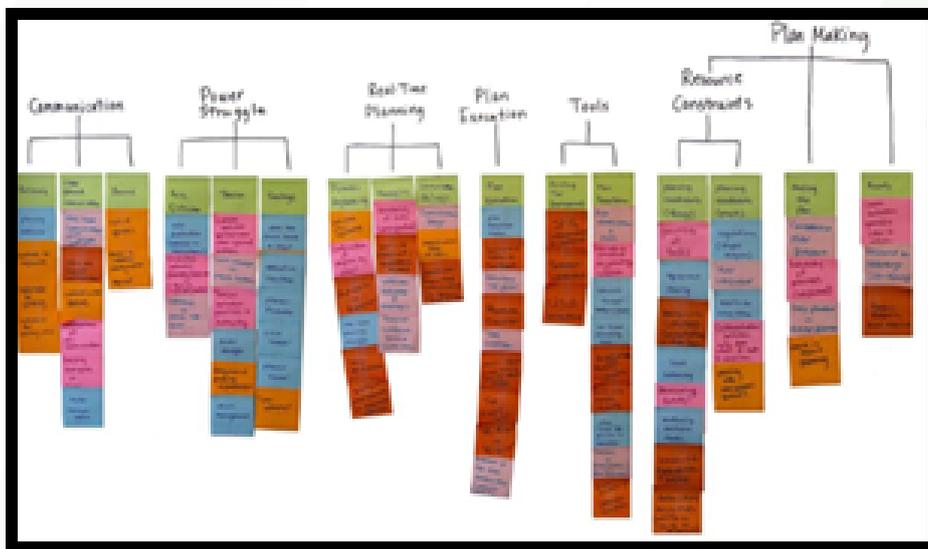


**PERFORM BRAINSTORMING FOR THE PROJECT THAT YOU HAVE ALREADY CHOSEN.
COPY PASTE YOUR HMW STATEMENT ON CHART & START GENERATING IDEAS!**

AFFINITY DIAGRAM

- Used to put related ideas together into categories and themes
- Go through each idea/insight and then place onto the board in such a way that all similar sticky notes are placed next to each other
- All these sticky notes, over time, will form as clusters
- Related clusters will create themes
- Any odd item can be placed in parking lot

To prepare the Affinity diagram and use the dots and vote as per the priority.

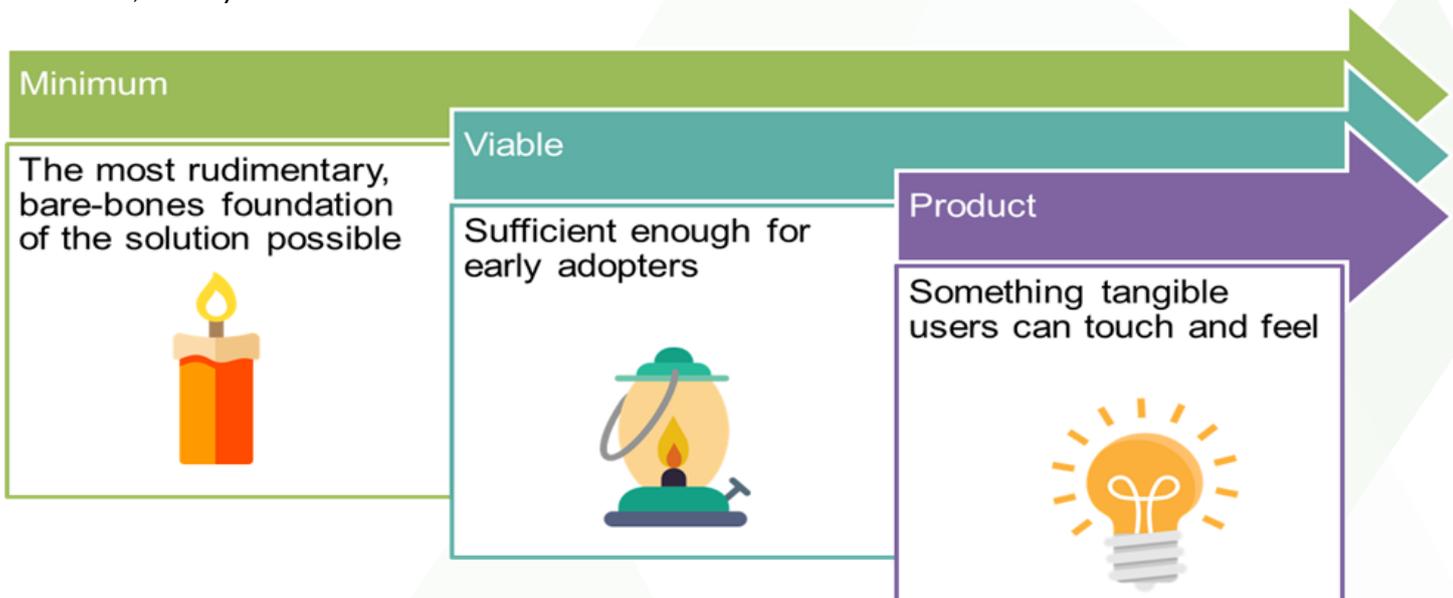


Module 5: IDEATE stage

Prototype is creating a concrete embodiment of a concept which becomes a way to test your hypotheses get you closer to your final solution.

A simple, economical, and fast way to shape ideas so you can experience and interact with them.

A prototype can be any physical form: A wall of post-it notes, role-playing activity, a space, an object, an interface, a storyboard.



TYPES OF PROTOTYPE – LOW FIDELITY:

- Initial view of a future site/platform/application
- Carried out at an early stage of the design process to confirm that the concept of the product is correct
- Helps designers to validate if their vision of the product is correct

BENEFITS:

- Involves less efforts, less costs
- Easy to edit
- Less pressure on the designer (he/ she can express their views openly without worrying about the cost/ time burden)
- Provides a good understanding on the product to the users/ stakeholders

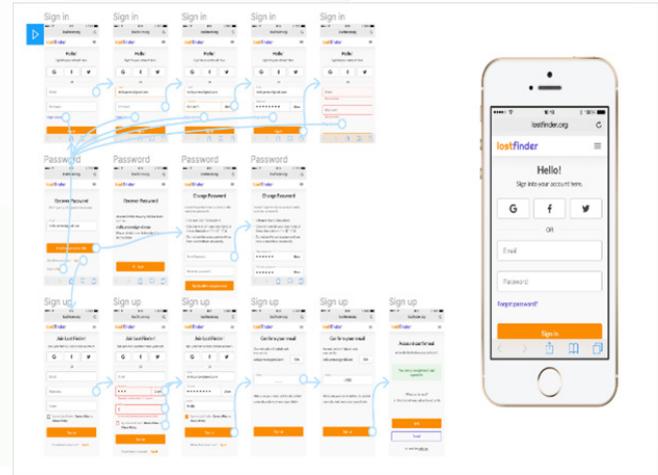


TYPES OF PROTOTYPE – HIGH FIDELITY:

- Looks like a finished product with pixel-perfect elements
- Will have all interactivity, features as the final product

BENEFITS:

- Not just the functionality but also UI components (menus, filters, input fields, graphic elements) can be tested
- Possibility to get more detailed conclusions & feedbacks
- Ability to test all current hypotheses



Physical Prototype: A simple handmade model to a fully operational model representing how the conceptual design will correspond to real-world conditions.

Storyboarding: A Storyboard is used to sketch out the interface ideas that you have and organize those sketches.

360 Story Board: Good for storyboarding in 360 around the user.

Wireframing: If the sketches developed are a little bit more precise than usual, they are called as wireframes.

Digital Mockups: Digital mock-ups are representations of digital interfaces with their look, feel and properties but without the programming.

Interactive Digital Prototyping: These are integrated with programming (at least partially ready) and graphical interfaces.

**Module 6:
TEST Stage**

Test is a second round of empathy to get user feedback on your prototype.

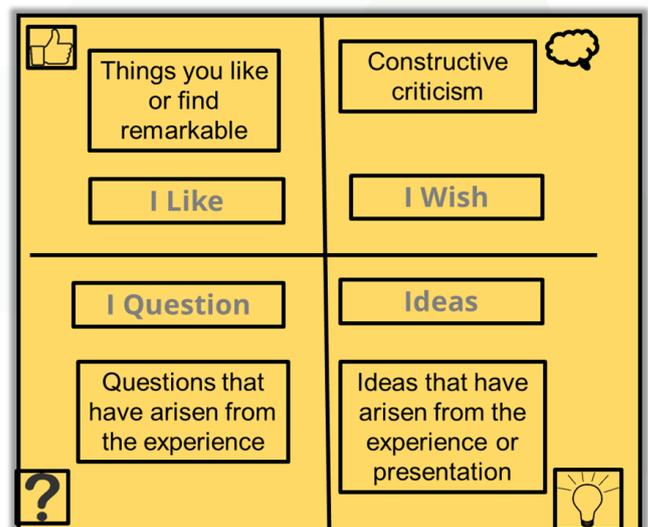
To ask for feedback on your prototypes. To learn about your user, reframe your POV and refine your prototype.

Show: Let people use your prototype. Give it in their hands and let them use it. Listen to what they say.

Create Experiences: Let people talk about how they experience it and how they feel.

Compare: Let users test and compare multiple prototypes.

Feedback capture grid: To test prototyped ideas and jot down the results for further development in a simple, yet organized way.



STEPS	WHAT I NEED TO DO?
EMPATHIZE	
DEFINE	
IDEATE	
PROTOTYPE	
TEST	

Contact us:

Visit us:

