

DESIGN THINKING TIS 2020/2021



Human Centered Design Thinking Introduction

Show Don't Tell

Communicate your vision in an impactful and meaningful way by creating experiences, using illustrative visuals, and telling good stories.



Focus on Human Values

Empathy for the people you are designing for and feedback from these users is fundamental to good design.



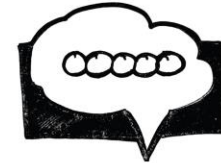
Craft Clarity

Produce a coherent vision out of messy problems. Frame it in a way to inspire others and to fuel ideation.



Embrace Experimentation

Prototyping is not simply a way to validate your idea; it is an integral part of your innovation process. We build to think and learn.



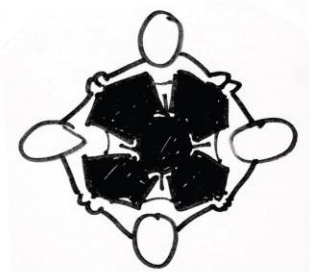
Be Mindful Of Process

Know where you are in the design process, what methods to use in that stage, and what your goals are.



Bias Toward Action

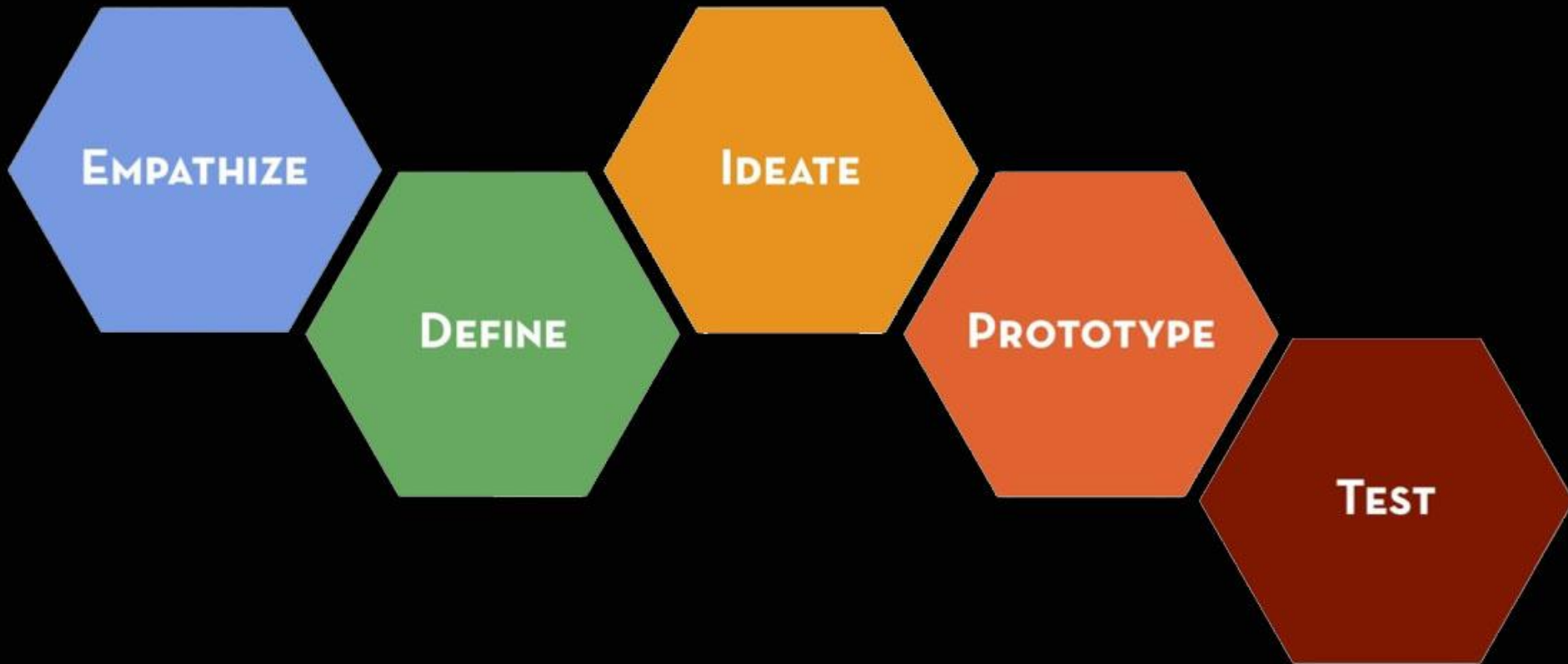
Design thinking is a misnomer; it is more about doing than thinking. Bias toward doing and making over thinking and meeting.

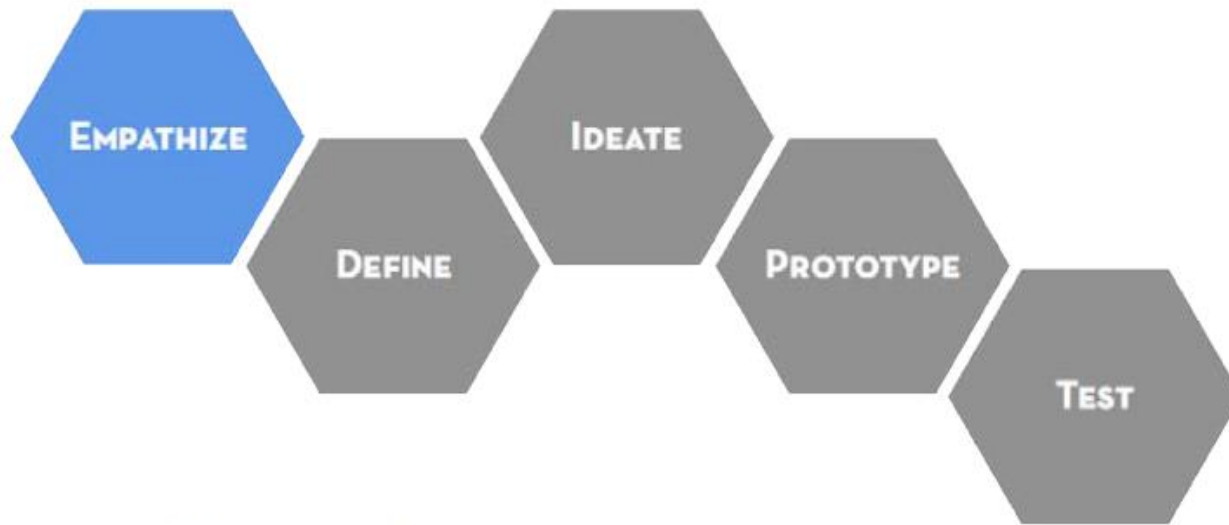


Radical Collaboration

Bring together innovators with varied backgrounds and viewpoints. Enable breakthrough insights and solutions to emerge from the diversity.

THE PROCESS



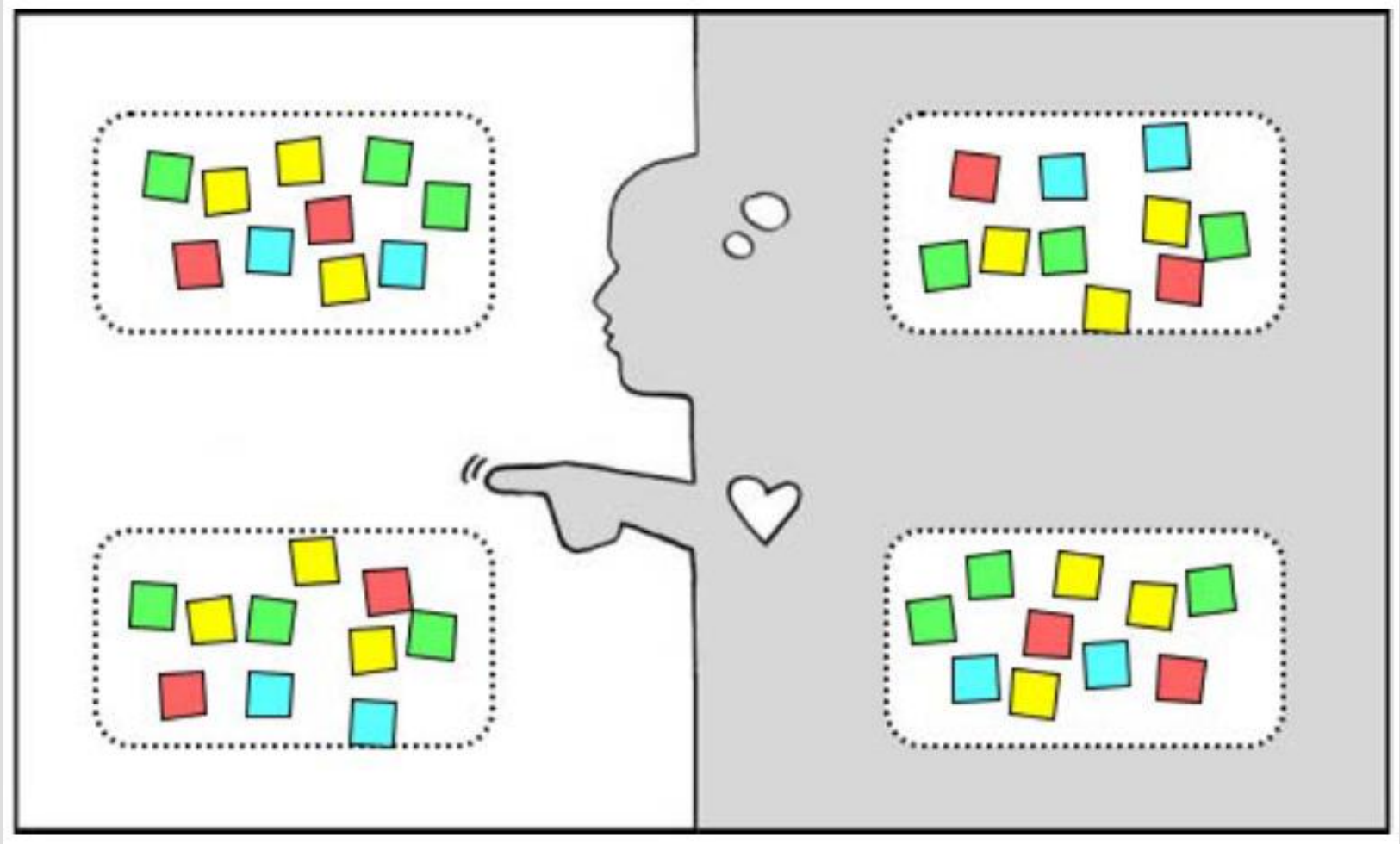


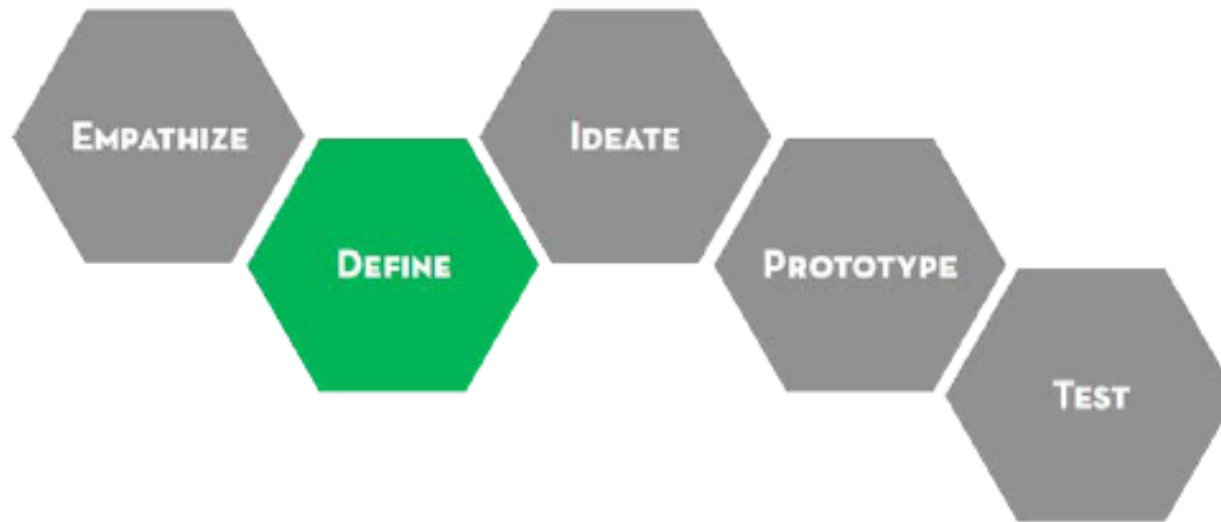
WHAT is the empathize mode

Empathy is the foundation of a human-centered design process. To empathize, we:

- **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.

EMPATHY MAPPING





WHAT is the define mode

The define mode is when you unpack and synthesize your empathy findings into compelling needs and insights, and scope a specific and meaningful challenge. It is a mode of “focus” rather than “flaring.” Two goals of the define mode are to develop a deep understanding of your users and the design space and, based on that understanding, to come up with an actionable problem statement: **your point of view**. Your point of view should be a guiding statement that focuses on specific users, and insights and needs that you uncovered during the empathize mode.

More than simply defining the problem to work on, your point of view is your unique design vision that you crafted based on your discoveries during your empathy work. Understanding the meaningful challenge to address and the insights that you can leverage in your design work is fundamental to creating a successful solution.

POINT OF VIEW

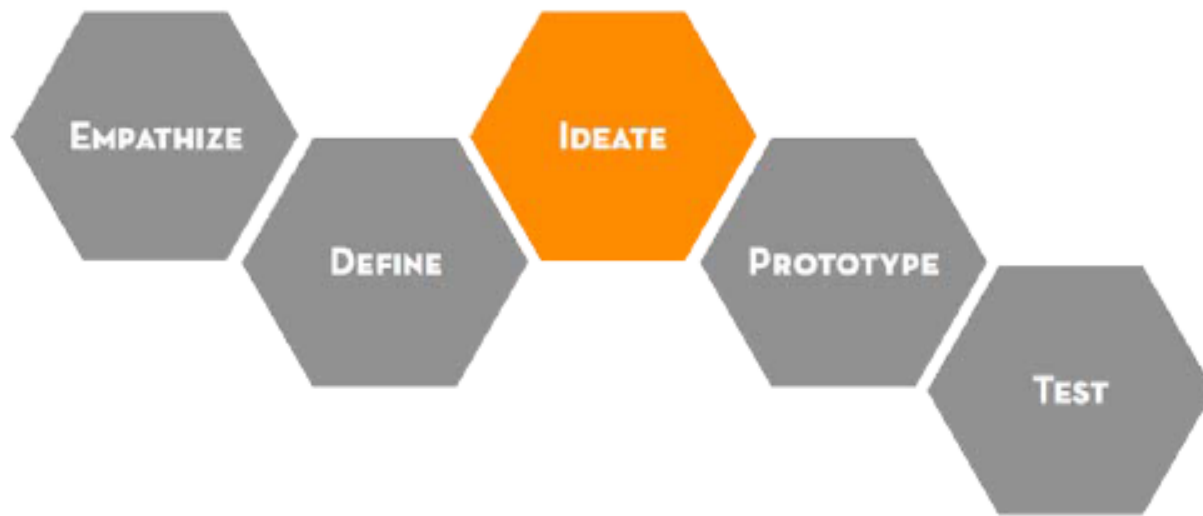
Create a point of view mad-lib.

**[GROUP] needs to [GROUP'S NEED]
because [SURPRISING INSIGHT]**

The design challenge is to improve the National Direct Consultation process:

- Who is your group?
- What are their needs?
- What are some surprising insights?

Use flip chart to try out a number of options, playing with each variable and the combinations of them.



WHAT is the ideate mode

Ideate is the mode during your design process in which you focus on idea generation. Mentally it represents a process of “going wide” in terms of concepts and outcomes—it is a mode of “flaring” rather than “focus.” The goal of ideation is to explore a wide solution space - both a large quantity of ideas and a diversity among those ideas. From this vast depository of ideas you can build prototypes to test with users.



BRAINSTORMING VIDEO



One Conversation at a Time

Go for Quantity

Headline!

Build on the Ideas of Others

Encourage wild ideas

Be Visual

Stay on Topic

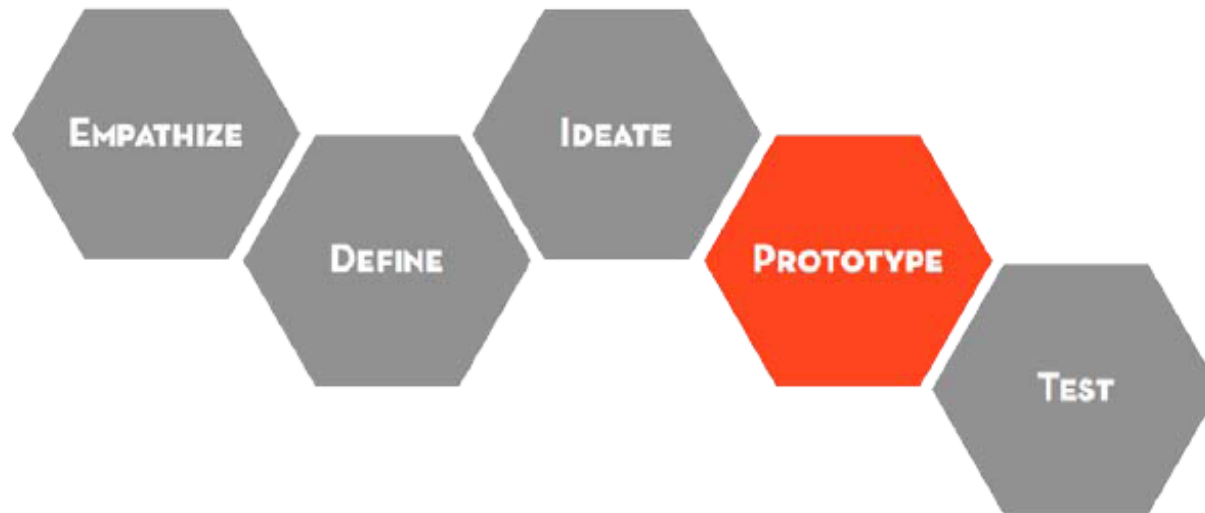
**Defer Judgement -
NO Blocking**

IDEA SELECTION

Each team member will select their favorites in the following categories:

1. The rational choice
2. The most likely to delight
3. The darling (your favorite)
4. The long shot

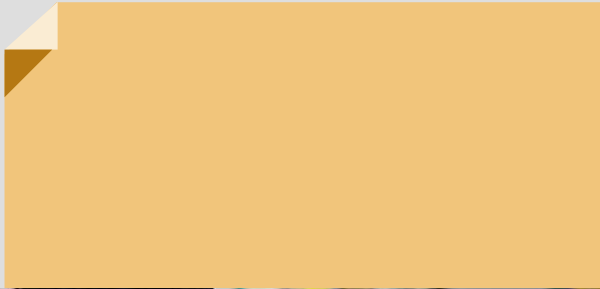
The idea with the most votes (regardless of category) is what we will prototype!



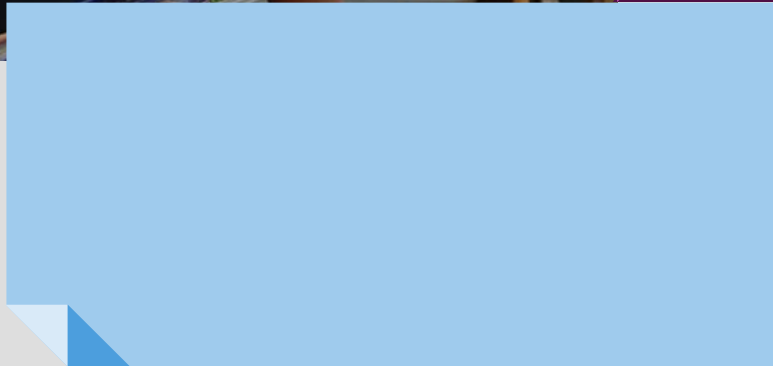
WHAT is the prototype mode

Prototyping is getting ideas and explorations out of your head and into the physical world. A prototype can be *anything* that takes a physical form - be it a wall of post-it notes, a role-playing activity, a space, an object, an interface, or even a storyboard. The resolution of your prototype should be commensurate with your progress in your project. In early explorations keep your prototypes rough and rapid to allow yourself to learn quickly and investigate a lot of different possibilities.

Prototypes are most successful when people (the design team, the user, and others) can experience and interact with them. What you learn from those interactions can help drive deeper empathy, as well as shape successful solutions.



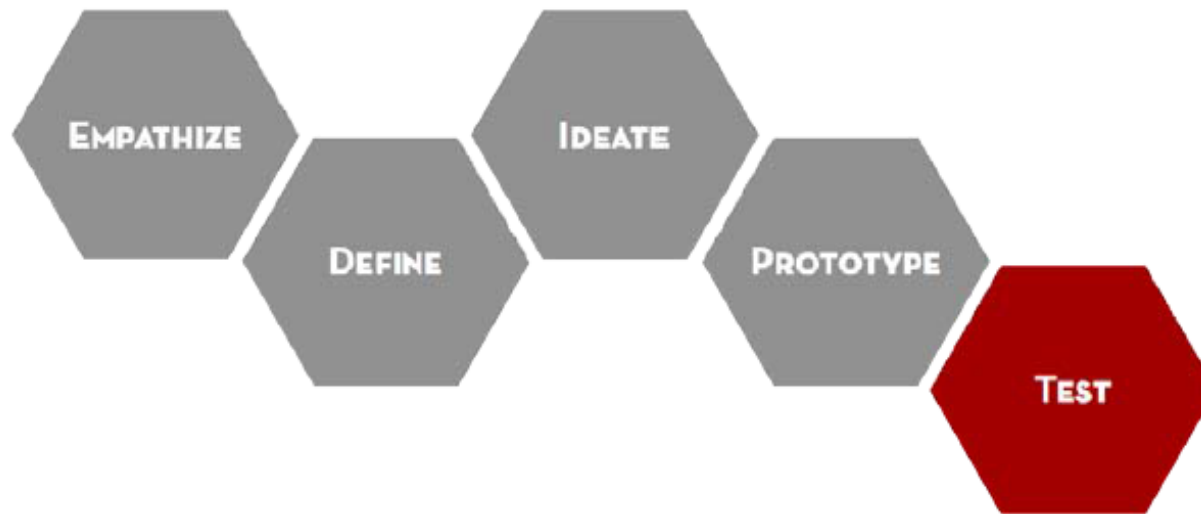
PROTOTYPING VIDEO



PROTOTYPE TO TEST

TIPS FOR PITCHING & PRESENTATION

- **Start building.** Even if you aren't sure what you're doing, the act of picking up some materials (paper, markers, other objects are a good way to start!) will be enough to get you going. .
- **Build with the your group in mind.** What do you hope to solve for the group? What sorts of questions do you expect? Answering these questions will help focus your idea/solution and help you receive meaningful feedback in the feedback phase.
- **Label Your POV.** Identify what's being solved for with your idea. It would be helpful to your audience if you wrote down and presented what need your are addressing (your POV statement).



WHAT is the test mode

Testing is the chance to refine our solutions and make them better. The test mode is another iterative mode in which we place our low-resolution artifacts 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.



THANK YOU!