

Workshop

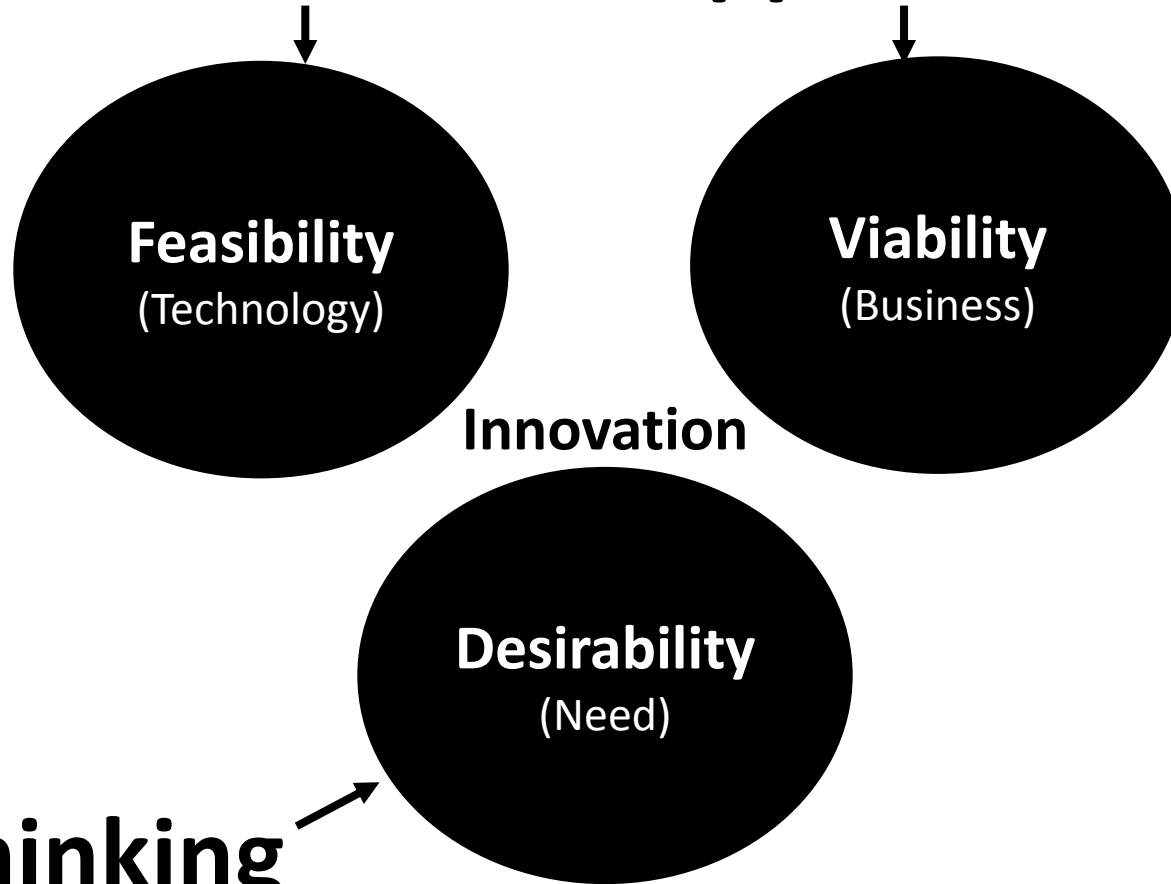
DESIGN THINKING

EMN Annual Conference 2019

By Toni Chung | toni.chung@mdi-training.com



Traditional Approach



Design Thinking Approach

A driving force behind Design Thinking:

IDEO

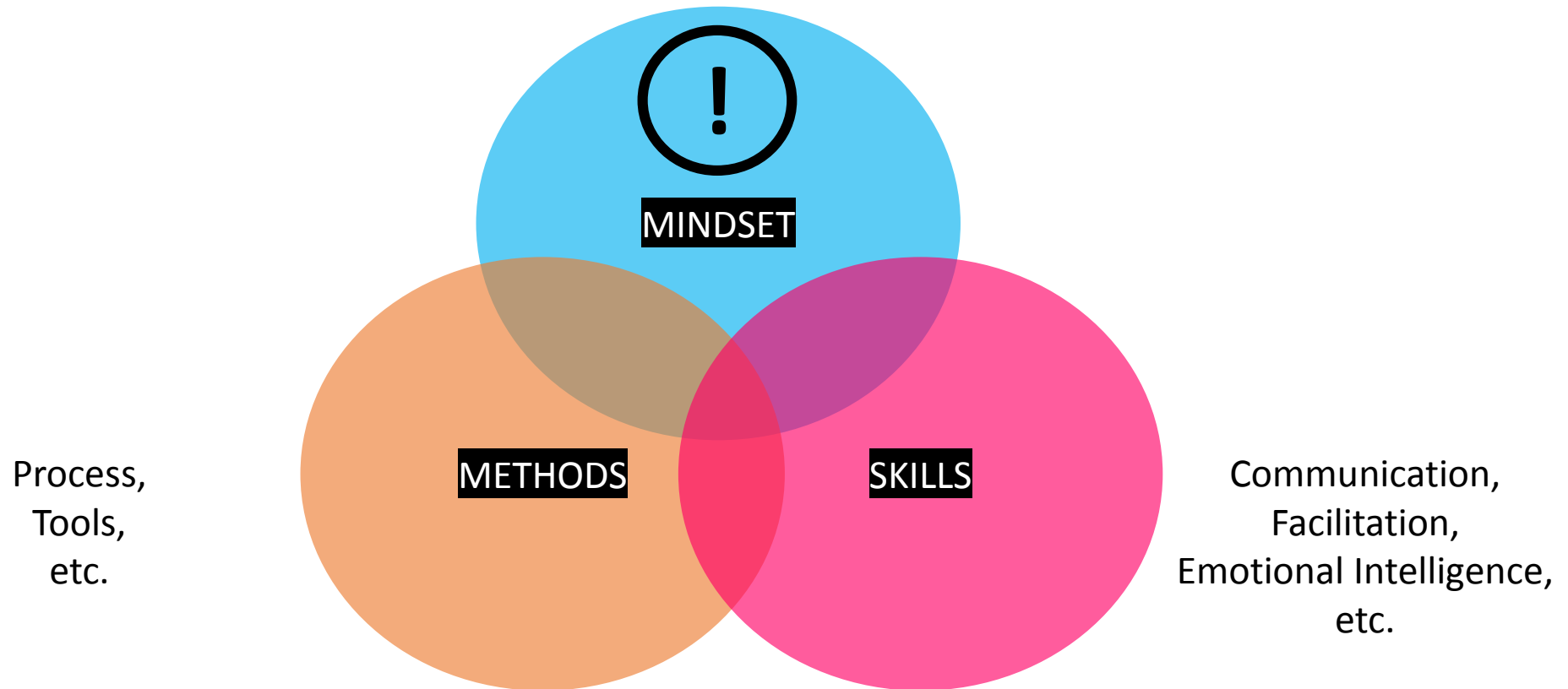
www.ideo.com



David Kelley (founder)

DESIGN THINKING:

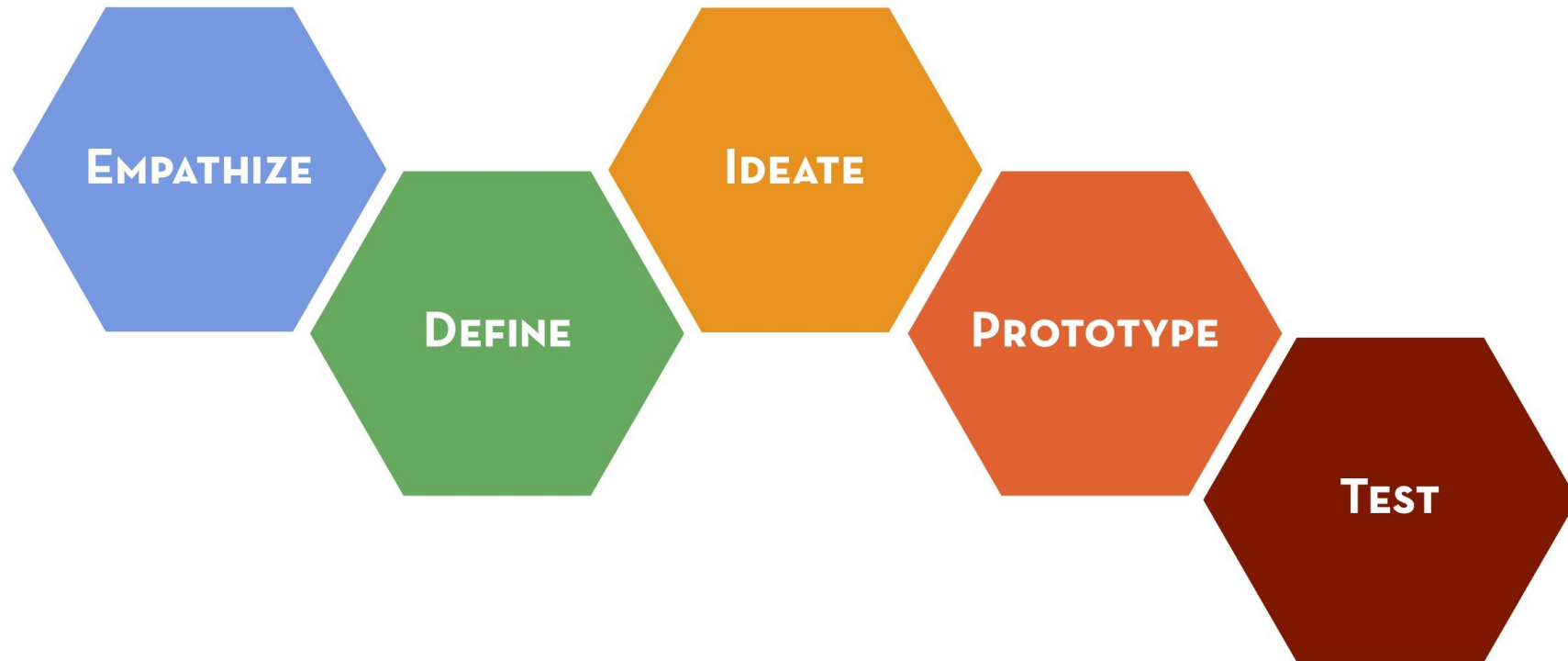
„A structured, practical and human-centered approach to complex problem solving“



DESIGN THINKING MINDSET



DESIGN THINKING PROCESS



(d.school / stanford)

EMPATHIZE

FURTHER METHODS:

- Interviews & observation
- Data research
- Experiencing
- Etc.

PURPOSE:

- Get a „feel“ for a problem or situation
- Adopting views of other users & stakeholders
- Generate deep insights

Mini-Hack Nr.1

Invite colleagues for „**coffee-interviews**“ and find out more about their opinions, needs, attitudes

DEFINE

„Asking the right question is half of the solution.“

FURTHER METHODS:

- Empathy Maps
- Personas
- Customer / User Journey
- Etc.

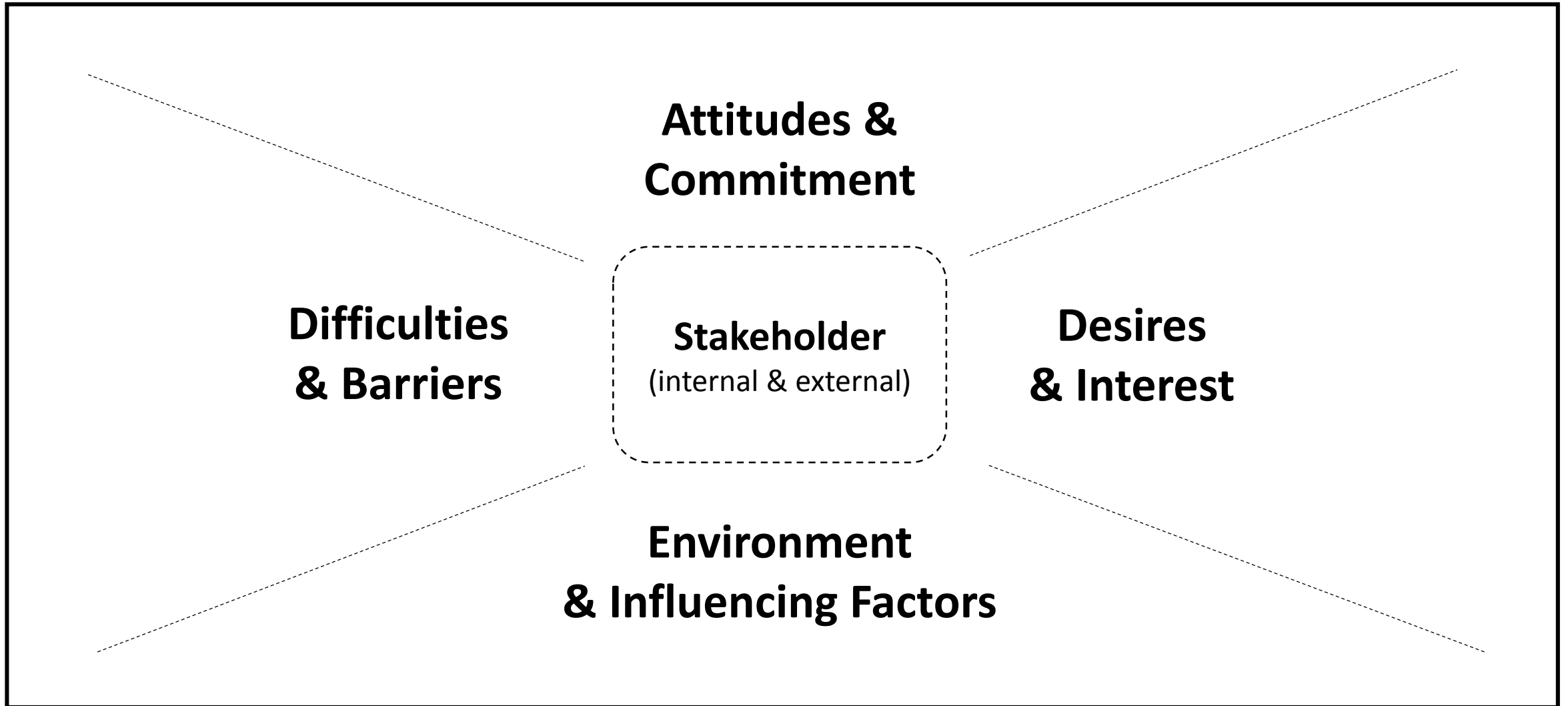
PURPOSE:

- Find the „right“ frame for the challenge
- Identify „blind spots“
- Setting the direction for further (solution) development

Mini-Hack Nr.2

Next time you're discussing ideas & solutions
with your colleagues, ask
„Actually, what exactly do we want to solve?“

Empathy Map



IDEATE

„Don't fall in love with an idea!“

FURTHER METHODS:

- Brainstorming
- Whatever creative thinking / visualization method you want 😊

PURPOSE:

- Find novel solutions
- Find solutions with high impact potential
- Advancing fast with first ideas

FURTHER METHODS:

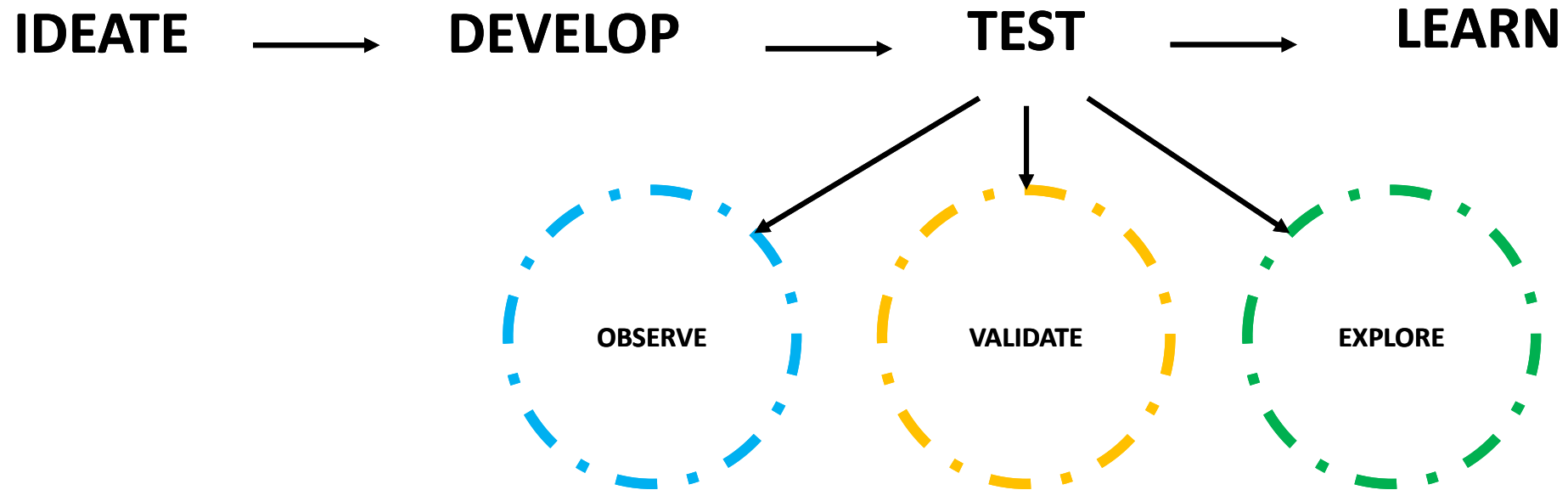
- Storyboards
- Role plays
- Etc.

PURPOSE:

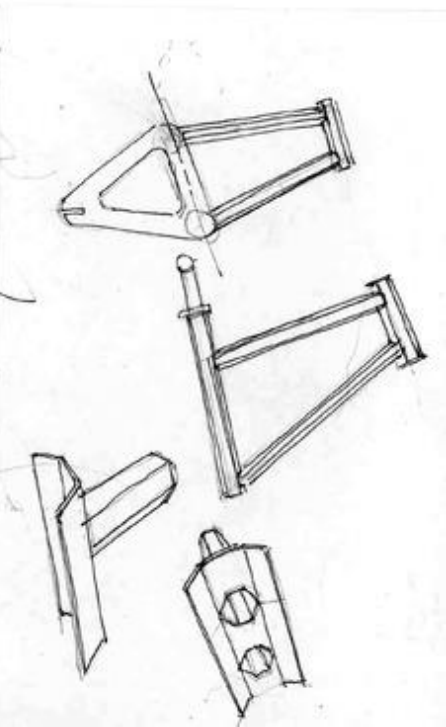
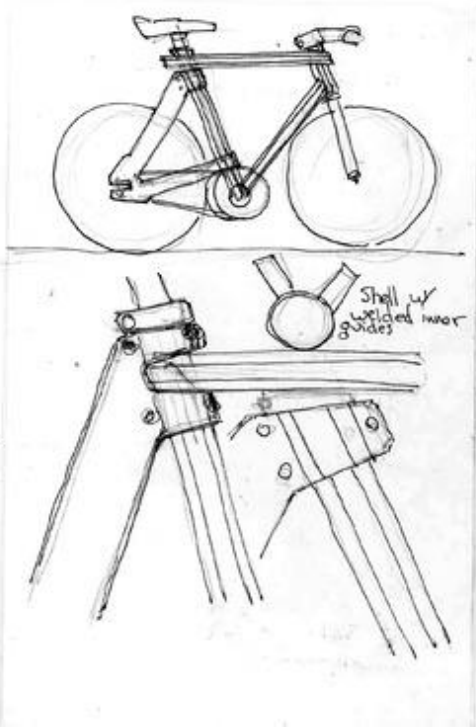
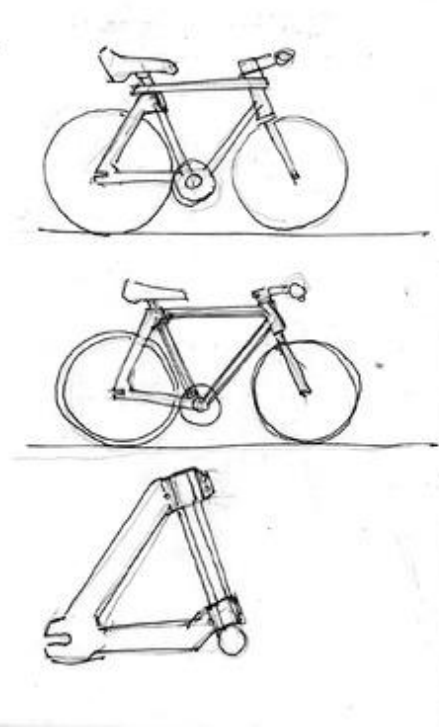
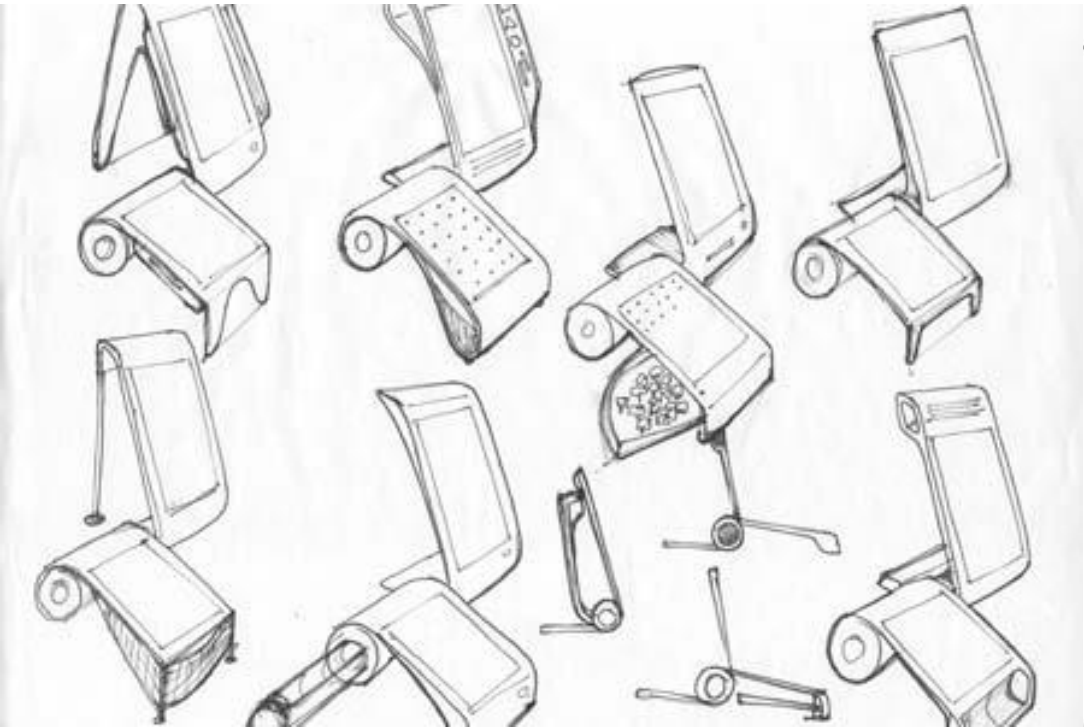
- Learn from experience & feedback
- Test important assumptions
- Make ideas tangible & support group think

PROTOTYPE & TEST

„Fail fast, fail forward!“



Different Prototypes

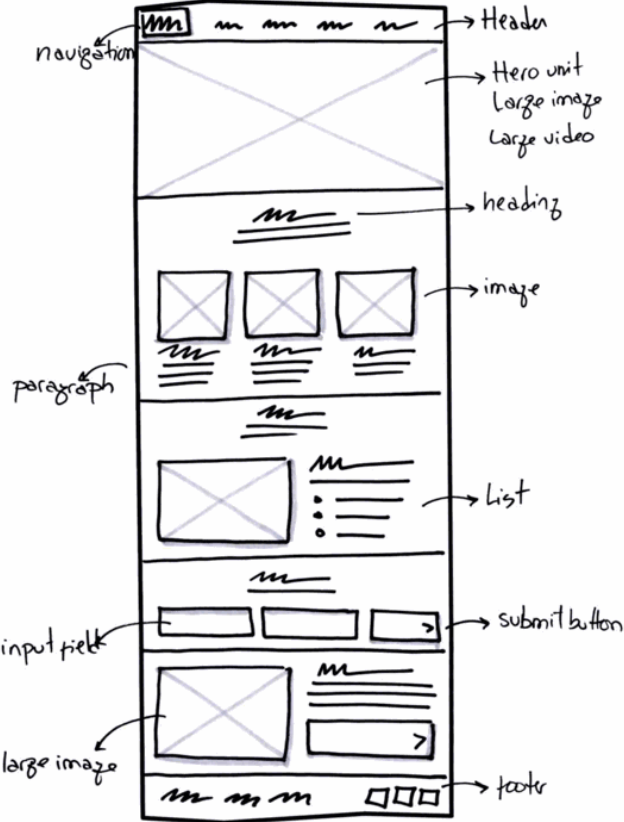


Different Prototypes

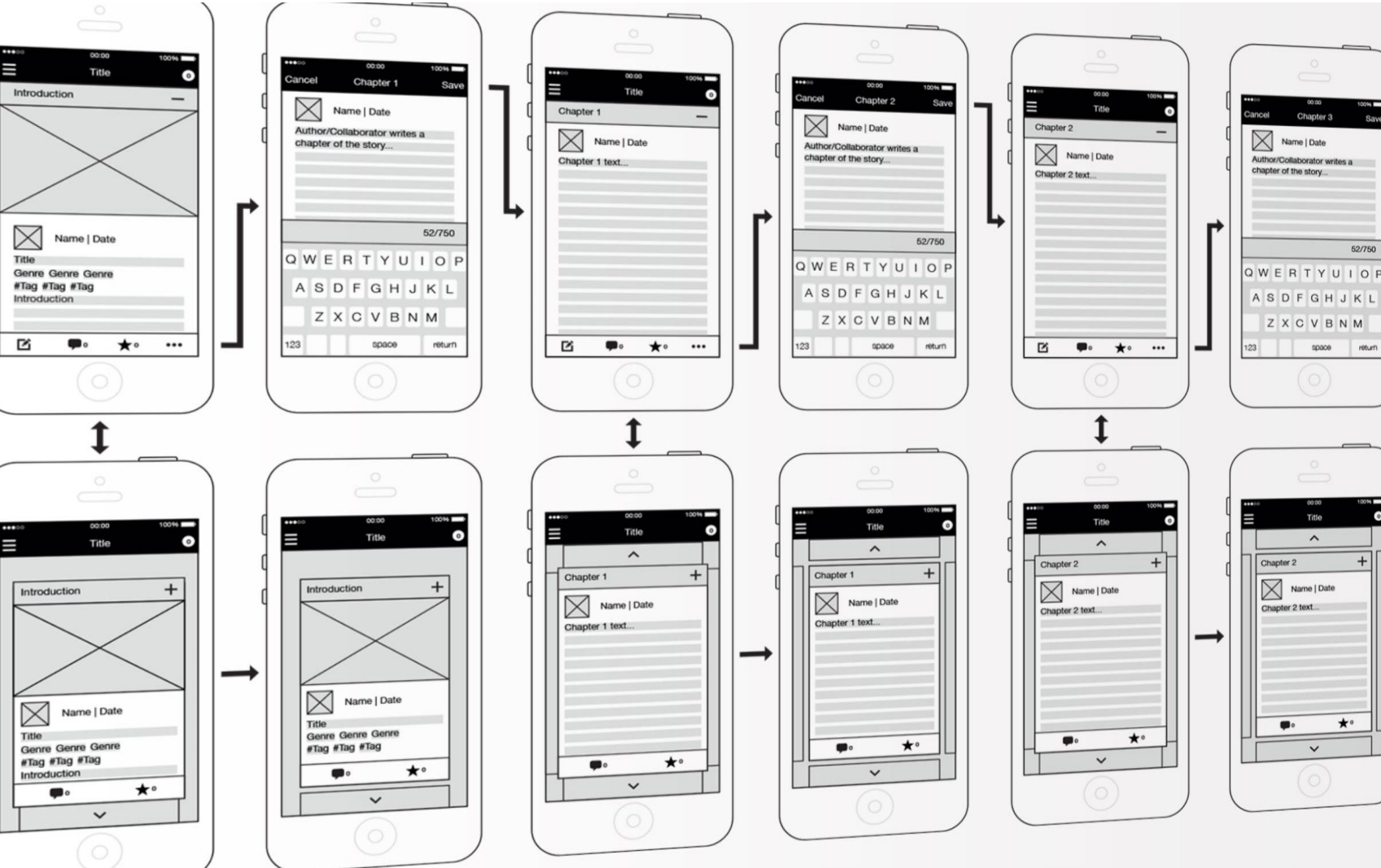


ZURB

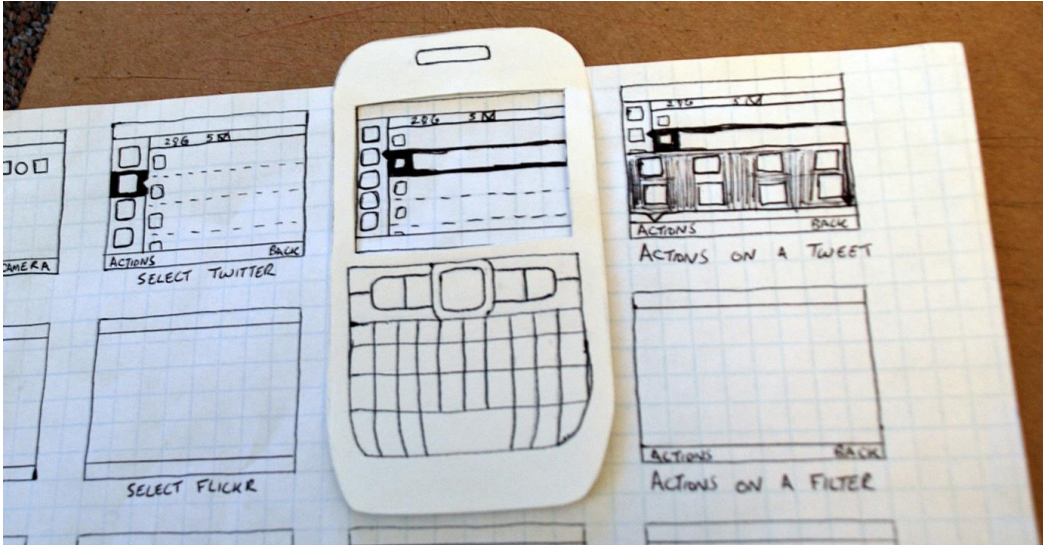
Sketches



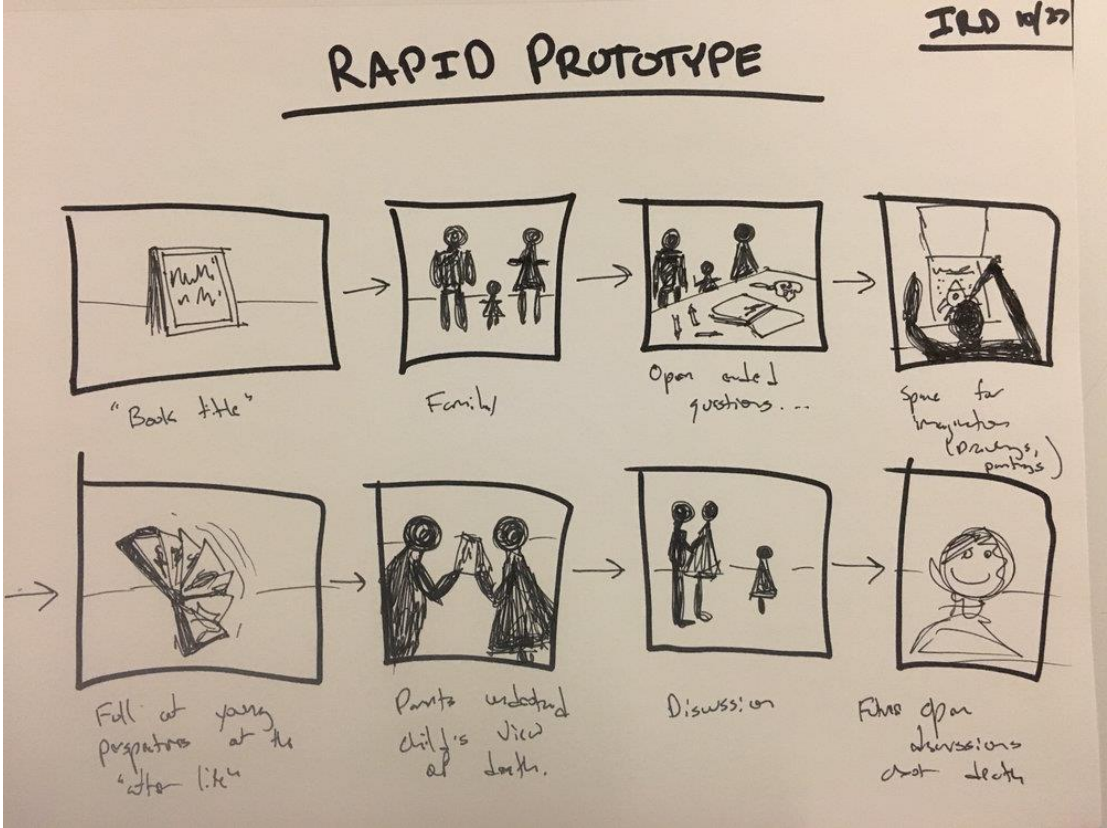
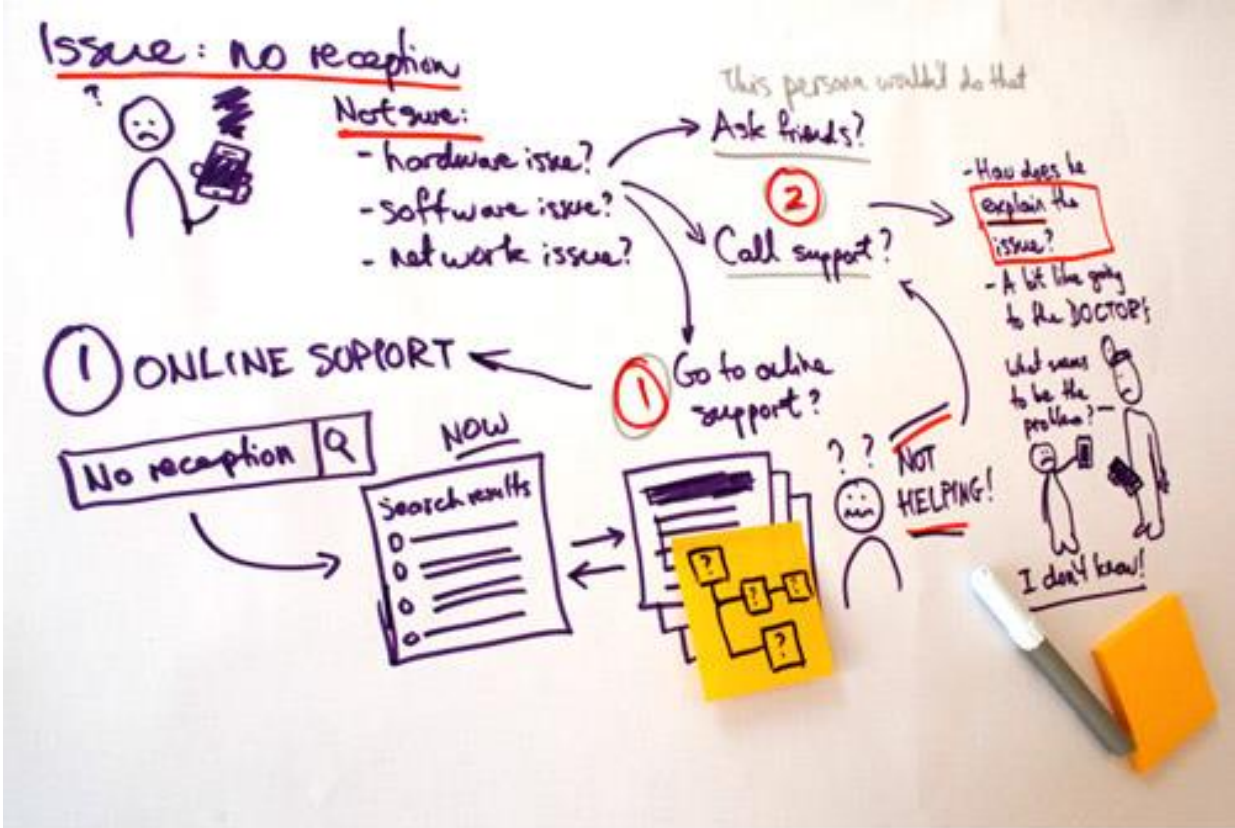
Different Prototypes



Different Prototypes



Different Prototypes



Different Prototypes



Mini-Hack Nr.3

Bring pen & paper (or something similar) to your next meeting and **ask your colleagues to start drawing / visualizing** their ideas or just start drawing on your own.

To think about...

- There is no „one-size fits all“ approach
- Design Thinking is not an isolated methodology
- Context / situation determines possibilities
but principles are universal
- Impact comes out of the quality of interaction/doing

Implementing Design Thinking within organizations

Possible fields of application

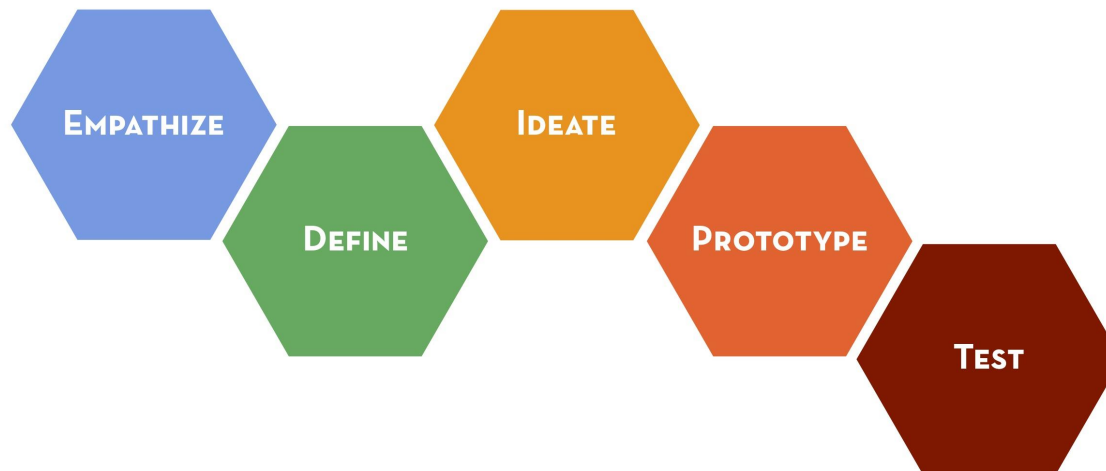


Underlying Challenges

- Work overload → slow progress
- „Human Factors“ – fear, insecurity, distrust → resistance & non-comittment
- People don't feel heard
- Little ambition / „play-it-safe“ mentality

Implementing Design Thinking

- Integrate Design Thinking into existing processes
- Train teams on practical Design Thinking skills → start small
- Try design sprints / hackathons → create positive experiences



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