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Social Innovation Brokers

WE FOR YOU

Course for Youth

MODULE 3: Design Thinking Workshop

Slide 2: Introduction and agenda

- Definition
- History
- Short case study
- Practical exercise
- 5 steps of Design Thinkxzing
- Useful resources
- Conclusion and Q&A

Slide 3: Definition

VIDEO
https://www.youtube.com/watch?v=-ySx-S5FcCI

Slide 4: Definition

As you could hear in the video, design thinking is a problem-solving and innovation methodology that emphasizes a human-centered approach to address complex challenges. It involves understanding the needs and perspectives of users, generating creative ideas, and prototyping and testing solutions.

The method encourages a mindset that combines analytical thinking, creativity, and empathy to solve problems and create meaningful experiences for users. It also encourages collaboration and experimentation.

Slide 5: History of design thinking

Early glimpses of design thinking date back to the 1950s and 1960s. The foundation of design thinking can be attributed to the work of design theorists and practitioners such as Herbert A. Simon, Horst Rittel, and Christopher Alexander. They emphasized the importance of understanding user needs and involving users in the design process.

Then, as you can see in the picture, the idea and theory behind design thinking was progressing through the 70s and 80s. In the 1990s we saw the rise of IDEO, a renowned design consultancy, which played a significant role in popularizing and refining the design thinking methodology.

In the 1980s and 1990s, IDEO's approach to design thinking gained prominence through their successful collaborations with companies like Apple, Polaroid, and Steelcase.

In 2004, Stanford University established the Hasso Plattner Institute of Design, also known as the Stanford d.school. The d.school became a leading institution for design thinking education and research, further popularizing the methodology. It began to spread across different Industries, beyond traditional design fields. It began to be applied in various industries, including technology, healthcare, education, and social entrepreneurship.

Nowadays, design thinking continues to evolve and adapt to new contexts. As organizations recognize the value of user-centric approaches, design thinking has become more ingrained in business practices, product development, and service design.

Today, design thinking is recognized as a powerful methodology for understanding user needs, generating innovative solutions, and addressing complex challenges across various domains.

Slide 6: Design thinking Process

Design thinking helps to develop innovative ideas which are desirable for people (represented by the heart in the diagram), feasible (represented by the wheel), and valid (represented by the dollar sign).

We basically start with a question, what do people want? Once we find that out, we go to the next question - can we do it? So, do we have the technologies, tools, resources to deliver such a solution? Then we answer the question about the validity of our solution - does it meet our goals?

Slide 5: The 5 key steps

Having those questions in mind, let's get to know the phases of the design thinking process. There are 5 main phases in the design thinking process. Although they appear to be sequential, it’s important to point out that design thinking doesn’t follow a strictly linear process. At each stage in the process, you’re likely to make new discoveries that require you to go back and repeat a previous step.

Having that in mind, let’s jump into the meaning behind each of these phases.

● Empathize - The aim of this step is to paint a clear picture of who your end users are, what challenges they face, and what needs and expectations must be met.

The aim of this phase is to learn about people, to learn from people. Remember, just listen, don’t judge. In this phase we often use methods such as surveys, interviews, and

observation sessions.

● Define - After the empathize phase, we are likely to have a lot of data. In the second phase we want to define what is the *real problem* of the people we interviewed. Not the problem we think they have or even they think they have. But the problem they actually have.

To do so, we cluster the data about people's needs into categories by looking for the patterns. Then we decide which of these needs we want to address - taking into consideration whether we are able to address it and if addressing it aligns with our overall goals as an organization.

So as you can see, this phase will guide the entire design process from here, giving you a fixed goal to focus on during the entire journey.

● Ideate - This is the part where you create new ideas. With a clear problem statement in mind, you should come up with *as many ideas and potential solutions as possible.*

The ideation phase gets you thinking outside the box and exploring new angles. By focusing on **quantity** of ideas **rather than quality,** you're more likely to free your mind and stumble upon innovation!

Be creative! You can use different ideation techniques such as brainstorming or worst possible idea.

● Prototype
● Test

Steps 4 and 5 go well together. We take the ideas we've created in step 3 and we do not start working with them right away. We start with creating prototypes and testing them. To see whether our idea actually works.

Having narrowed your ideas down to a select few, you'll now select the
product or concept you want to test. Creating a prototype is the easiest way to visualize our idea.

PROTOTYPES SHOULD BE QUICK TO CREATE, CHEAP and MESSY.

The aim of the prototype is to show other people your idea, first - within your own team, then to a bigger group.

Showing your prototype to a bigger group of the potential users is the TESTING phase. In the testing phase, ask the questions, but focus on listening to people's reactions and opinions. What questions do they have? What comments do they have?

Take those comments and feedback and improve your solution. With everything you learn from the testing phase, you can make changes to your design or come up with a completely new idea altogether!

Slide 8: Practical exercise

I have a practical exercise for you which I hope will help you understand the process of design thinking better and also experience why it is something worth using in your businesses.

You will work in pairs. The overall task is to design unique gifts for each other. I will randomly put you into break rooms and you will work with the same person throughout the session. Please prepare a pen and some paper which you can write on. I will give you one minute to grab those!

Overall, I will give you short tasks, one per each phase of the design thinking model. We will start with the first phase - empathy.

Are you guys ready??

Slide 9: Empathy

The first task is for you to come up with 3 things that you have in common. They sould be not so obvious. For example, do not say that you are both ukrainian, or that you both wear glasses. Dig deeper!

You have 5 minutes for this task. Remember to write down the 3 things you agree you have in common!

Slide 10: Define

The next task which corresponds to the Define phase of the design thinking method is to write down the phase from the slide and fill it in so it is relevant to the person you;re working with. So “How could I give ……. (name) who …… (one of the 3 things you have in common / the thing you’ve learned about them) a gift she/he will love?”

You have 3 minutes to write this sentence down and fill it in. We will stay together in the main room for this task.

Slide 11: Ideate

Time for the next task! Come up with 5 different ideas for a gift that answer the question you wrote down in the last task.

On a clean piece of paper draw a table that looks like this. 2 rows, 5 cells. Your task is to make simple drawings representing your ideas for the gifts in the top row of this table. Do not write, draw the images representing your ideas!

You have 5 minutes for this. We will stay together in the room for now.

Slide 12: Prototype and Test

Now, I'll put you back to your rooms. You will have 10 minutes, 5 minutes each, to tell the other person your gift ideas.

In the bottom row of your table, write down the feedback you receive for each of the ideas. Ask what they like in each of the gifts and what could be changed or improved! SO basically focus on listening and gathering feedback.

Slide 13: Final idea

Based on what you've learned, prepare the final image representation of your gift. You'll have 5 min to do this.

Slide 14: Gift giving

Slide 15: Impressions

- Did you like your gifts?
- What did you like about them?

Slide 16: Resources

Slide 17: Thank you