

Introduction to Design Thinking

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What is Design Thinking?

Design Thinking is a **non-linear, iterative process** that puts understanding **humans** at the **center** of its problem solving approach to **challenge assumptions, redefine** problems, and **create** innovative **solutions** to **prototype** and **test**.

Today We'll Learn

- Design Thinking Mindsets
 - An attitude that influences how you approach things
- Design Thinking Methods
 - A particular way of accomplishing something



Stoke (Brain Warm ups)

Why do we warm up our brains with a stoke before jumping into a session?

- Sets the vibe (camaraderie, creativity, communication, etc.)
- Primes us for the kind of thinking we're about to engage in

5 Stages of Design Thinking

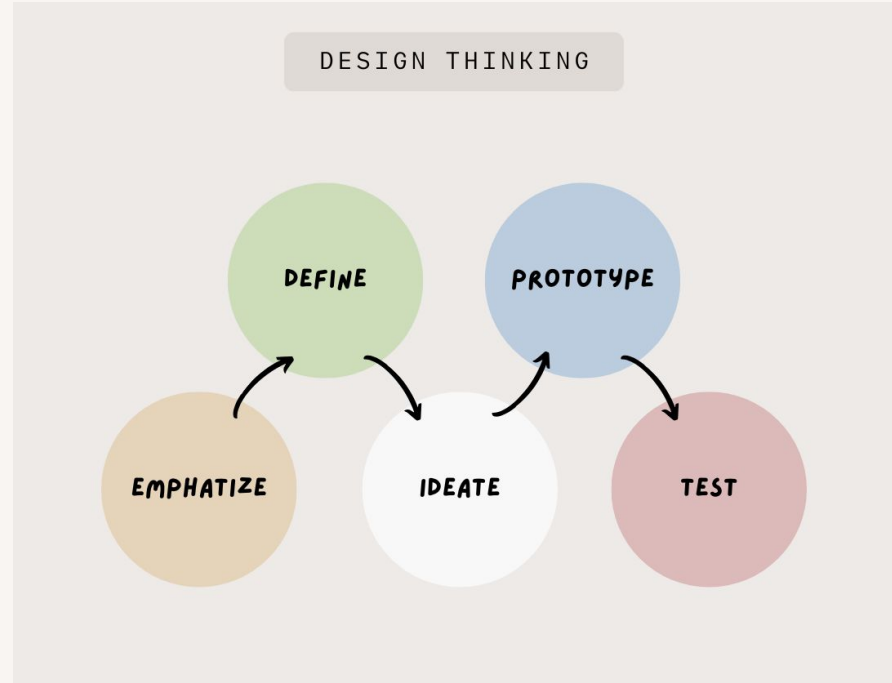
Empathize

Define

Ideate

Prototype

Test



Empathize

Empathy is the foundation of human-centered design. Before solving problems, we need to understand **who** we're solving for with a **beginner's mindset**.

We want to understand their values, their beliefs, their pain points, their actions.

How do we do this? Observe, Interact, Immerse

Many Ways to Empathize

- 1-1 Interviews
- Focus Groups
- Shadowing users in their environment
- Observing Group Dynamics
- “Walking in their shoes”
- User “diaries”

In the Field Examples:

- Patient Healthcare Experiences
- Accessible Gaming
- Urban and Transit Planning
- Financial Apps
- Marketing Campaigns

Define

After analyzing your users' needs and challenges, redefine the problem more clearly. Your aim is to create an actionable Point of View that serves as a challenge statement:

(User) needs (User's need) because (insight you gathered)

An ideal challenge for Design Thinking is

- Human-centered
- Broad enough for creative solutions
- Narrow enough to be actionable
- Based on real insights (not assumptions)
- Meaningful impact

Ideate

Explore a wide variety of solutions by generating a large quantity of ideas without judgement.

Divergent thinking aims to generate a large number of ideas without strictly adhering to the logical constraints.

However, creative thinking *can* be enhanced by introducing creative constraints or provocations in the ideation phase.

Convergent thinking allows us to narrow down and eliminate alternatives to focus on a solution.

Many Ways to Ideate

- How Might We questions
- Mind-Mapping
- Crazy 8s
- Analogies and Metaphor Exercises
- SCAMPER
- Six Thinking Hats
- Brain-Writing
- Worst Possible Solution



Prototype

Prototyping gets ideas out of your head and into a physical form so they can be discussed. Low-fidelity prototyping allows for quick testing and feedback before putting a lot of development into the idea.



Many Ways to Prototype

- Pencil and Paper
- Storyboards
- Wireframes
- Digital Mockups
- Role Playing
- Flow Diagrams

Digital Prototype Tools to Explore:

- Canva
- Figma
- Miro
- Claude

Test

Gather feedback by testing and refining your solutions.

Continue to learn about your users and ask questions.

Iterate on your findings.



Example of one type of testing

Design Thinking Resources

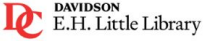
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Asynchronous Online Courses

- How to Read a Scholarly Article
This workshop will be available beginning October 1, 2024.

Workshop Registration

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