Design Thinking

University of Applied Sciences Zweibrücken
Dr. Holger Wittmer, Sascha-Heiko Magold
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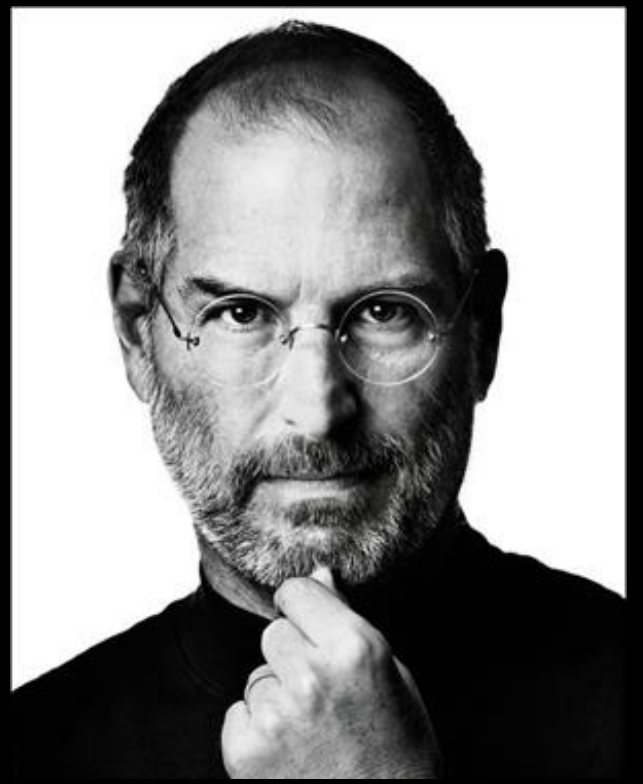
WHAT IS DESIGN THINKING?

"DESIGN is not just what it looks like and feels like. Design is how it works." – **Steve Jobs**

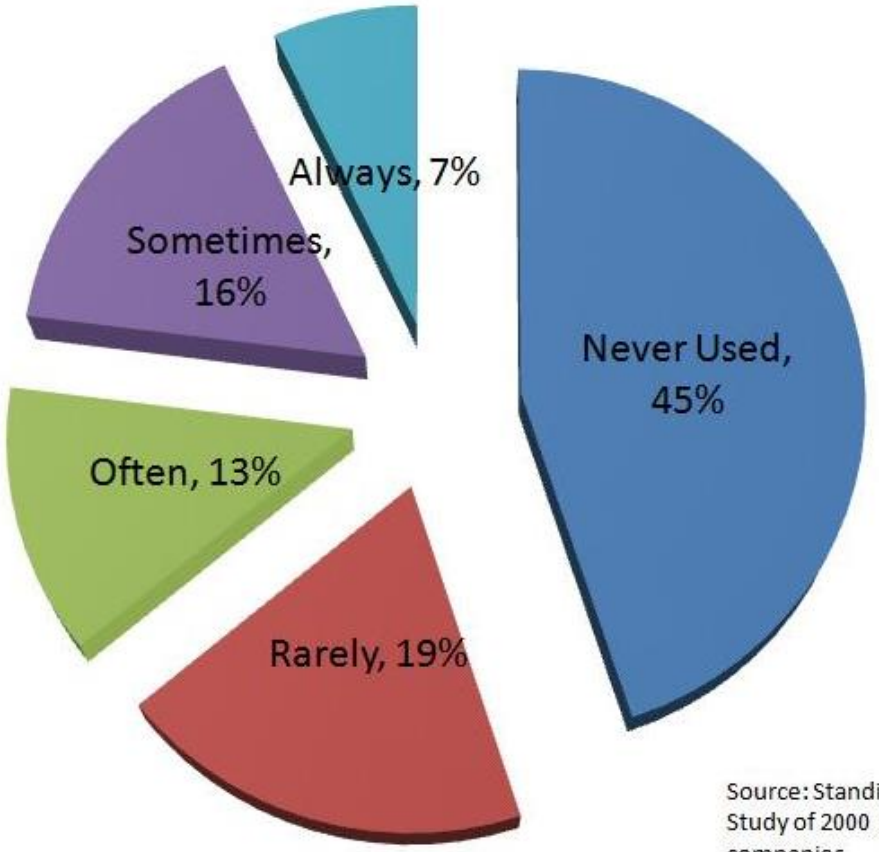


"If I'd asked people what they wanted, they would have said a faster horse."

- Henry Ford, shown here with the Model T

DESIRABILITY ***Create something your users need.***

Usage of Features and Functions in Typical System



Source: Standish Group Study of 2000 projects at 1000 companies

64 % of Software is unused !

DESIGN THINKING means…

…creating INNOVATION by combining diverse PEOPLE, creative SPACE and an iterative APPROACH.

WHAT IS INNOVATION?

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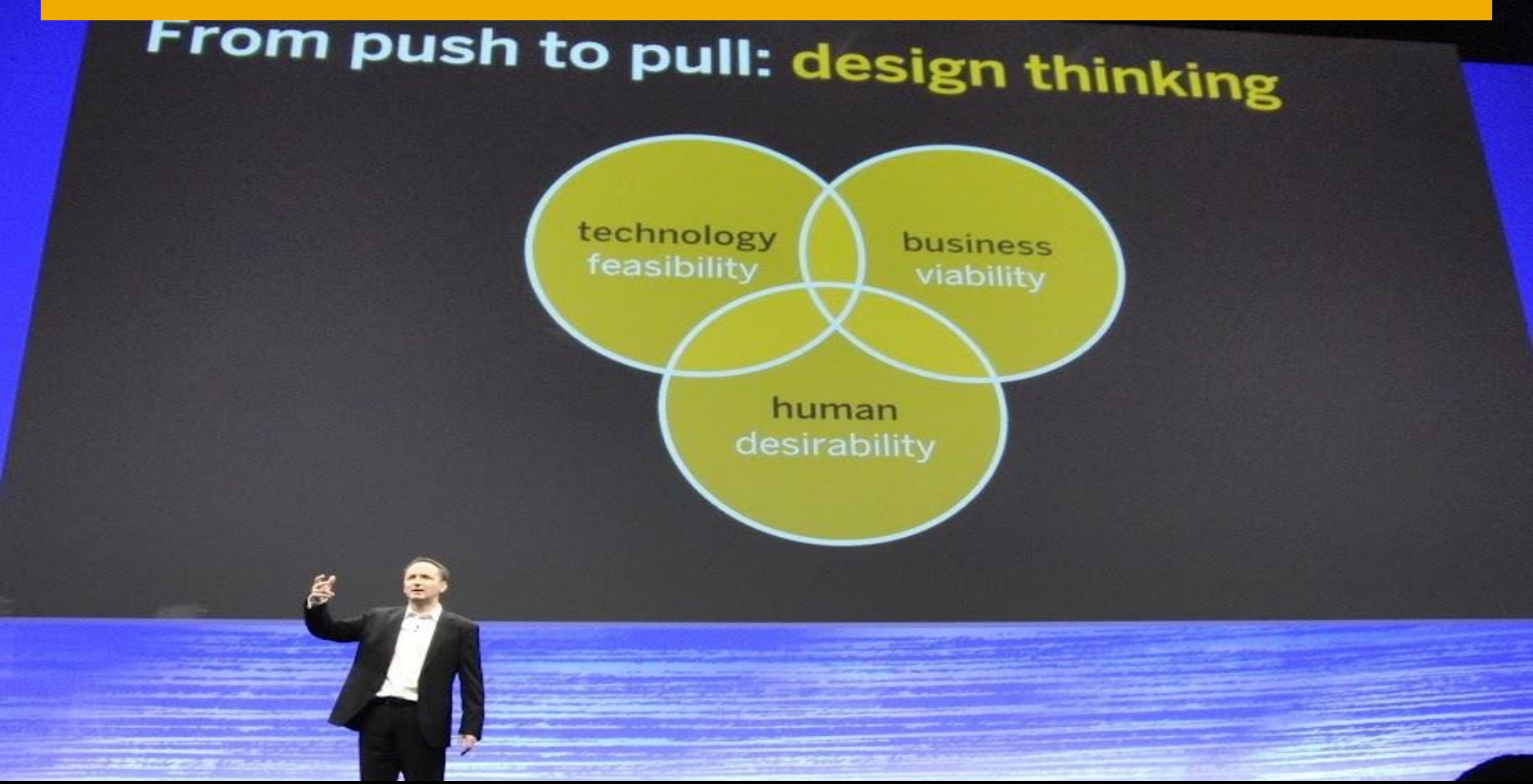
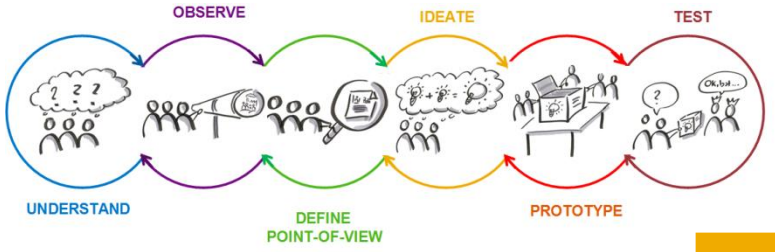


INNOVATION ***Desirability + Feasibility + Viability.***

DESIGN THINKING

People

Space

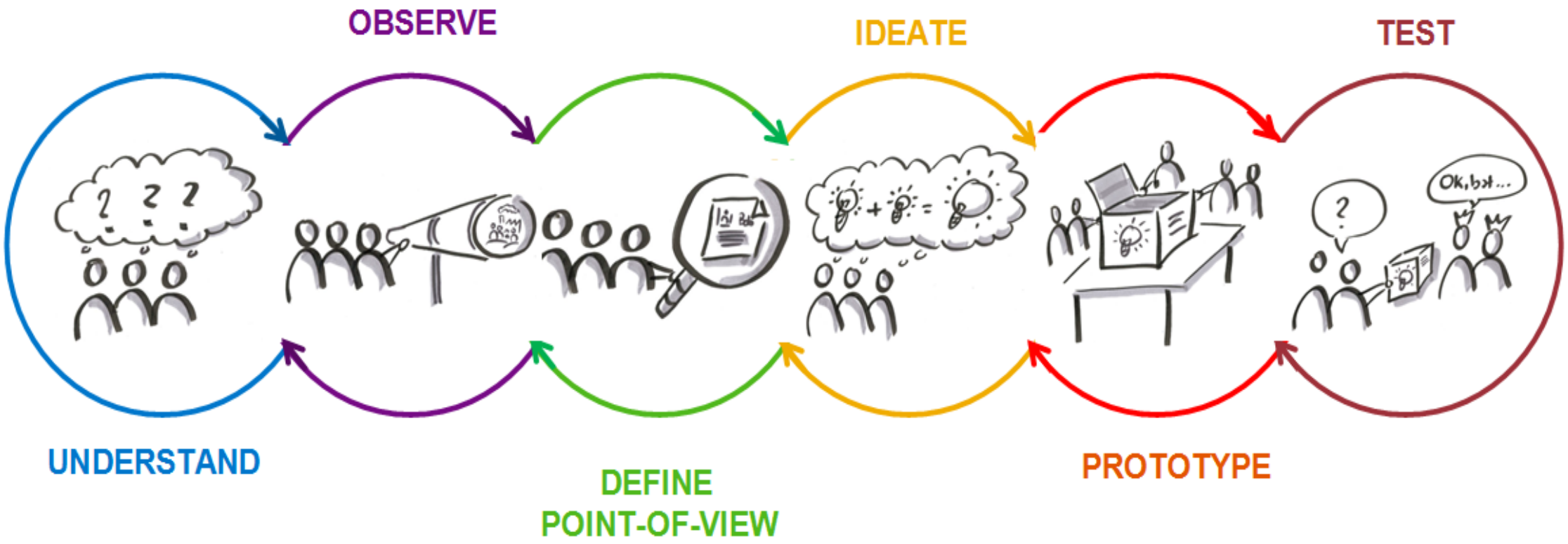


Approach

Innovation

“Ingredients” for Design Thinking

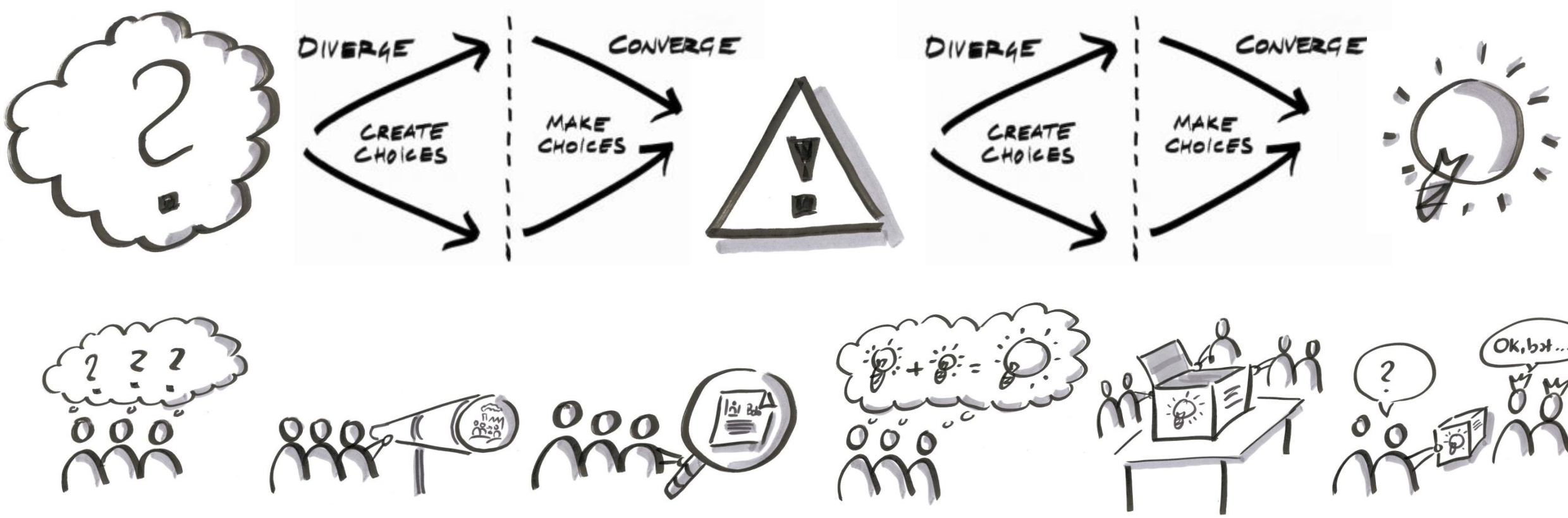
…and the freedom to explore.



THE DESIGN THINKING STEPS.

PROBLEM SPACE

SOLUTION SPACE

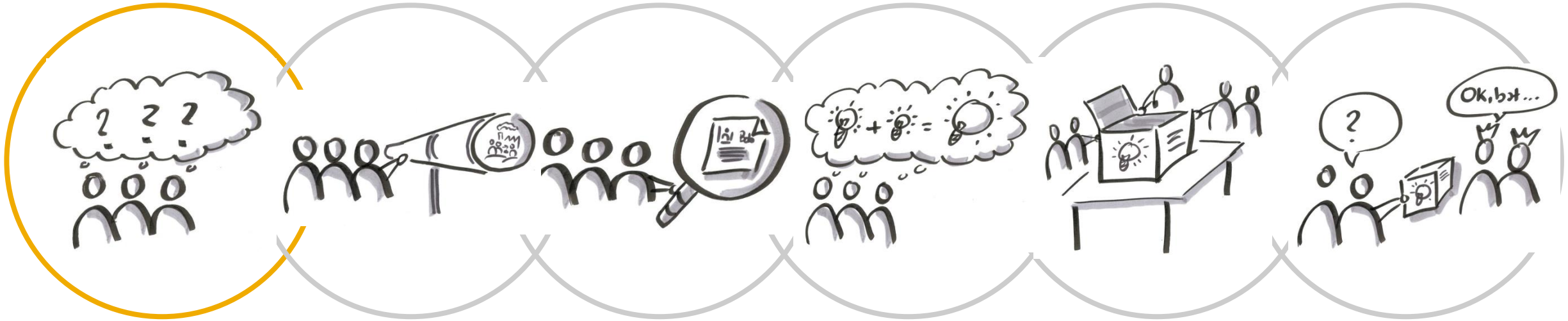


THINK LIKE A DESIGNER ***Go broad first and focus later.***

OBSERVE

IDEATE

TEST

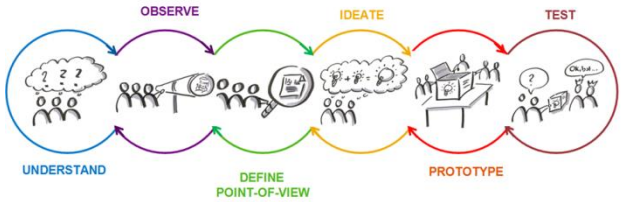


UNDERSTAND

DEFINE
POINT-OF-VIEW

PROTOTYPE

WHERE ARE WE AT THE MOMENT?



WHY UNDERSTAND?

"Building something nobody wants is the ultimate form of waste." **– Eric Ries**

1. Write the design challenge on a white board		
2. Brainstorm relevant users/context. Pick the most important user.	3. Brainstorm about potential insights/issues we can learn from the user. Pick one issue/insight.	4. Brainstorm potential solutions based on the insight/to solve the issue.

5. Repeat 3 and 4 for two to three important users.

6. Ask yourself: What have we discovered? Which aspects are most interesting.

7. Rephrase your design challenge(s).

Redesign the _____ for _____ in a world where _____

You are now much better prepared to start your project.

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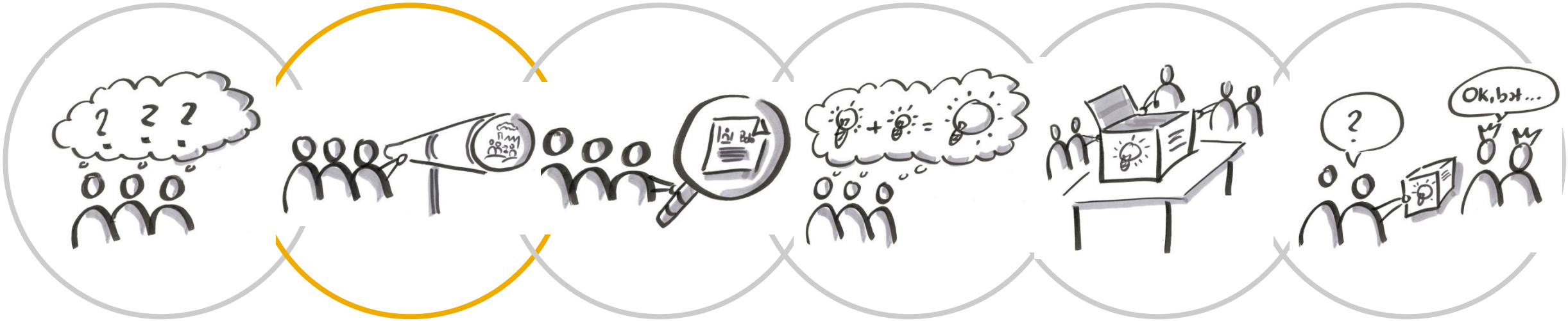

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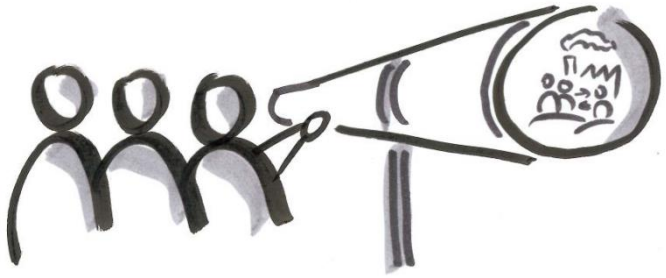
WHERE ARE WE AT THE MOMENT?

*“There Are No Facts Inside Your Building, **So Get Outside**.” – Steve Blank*

TRY AND DO

ASK AND LISTEN



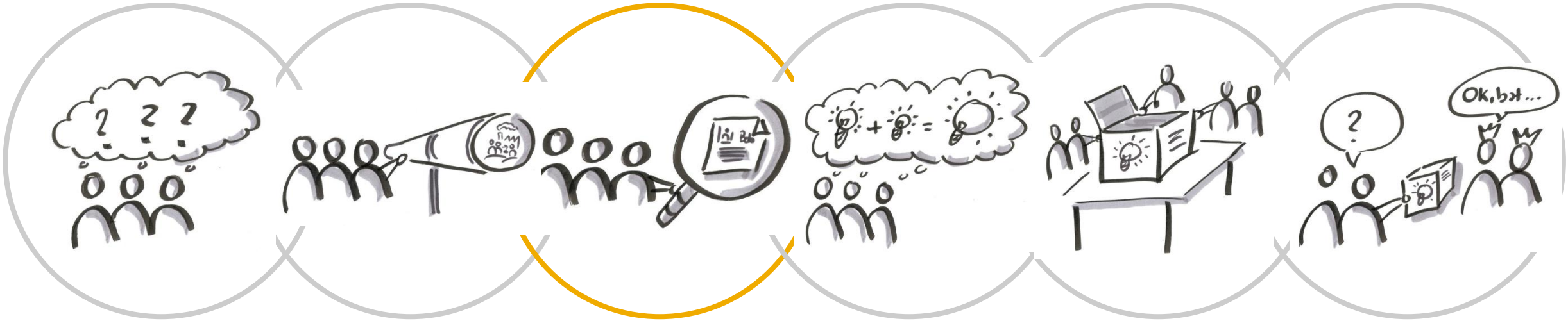
WATCH AND OBSERVE

DIFFERENT METHODS OF OBSERVATION TO GET EMPATHY.

OBSERVE

IDEATE

TEST



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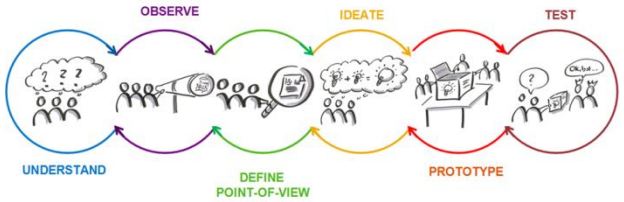

WHY DEFINE POINT-OF-VIEW?

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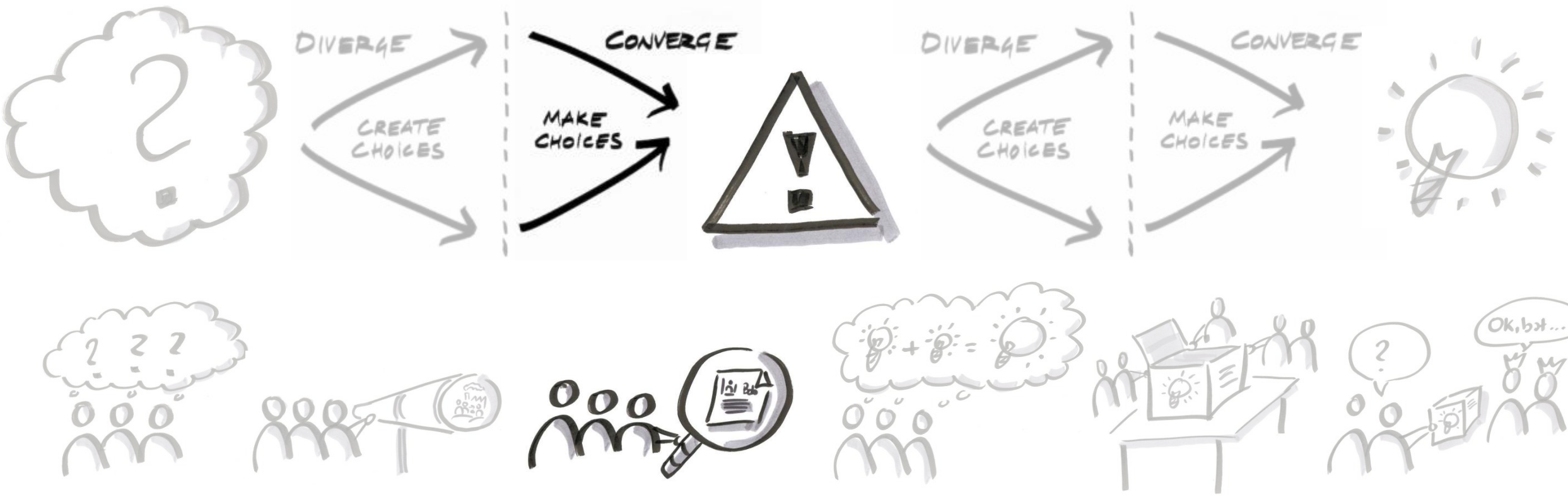
PROBLEM SPACE

SOLUTION SPACE

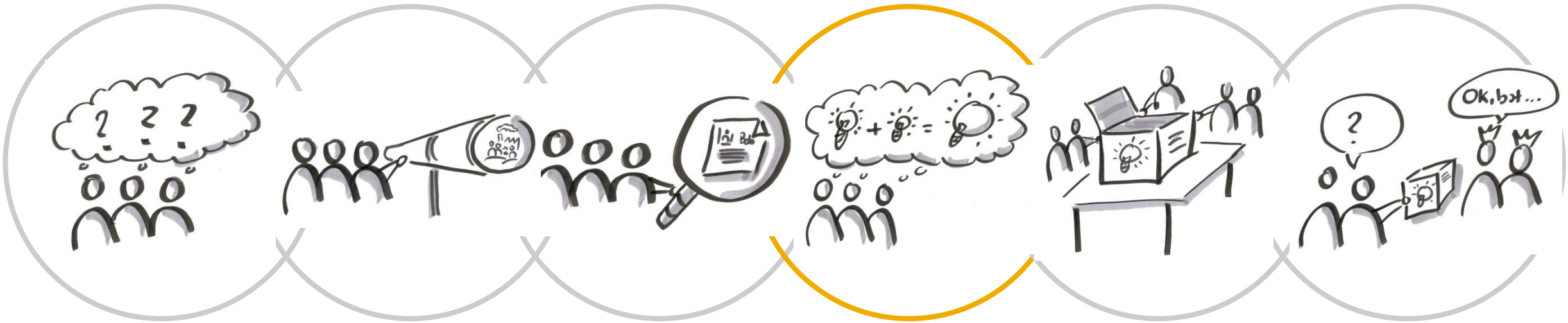


Define what YOU want to achive: Stay focused

OBSERVE

IDEATE

TEST



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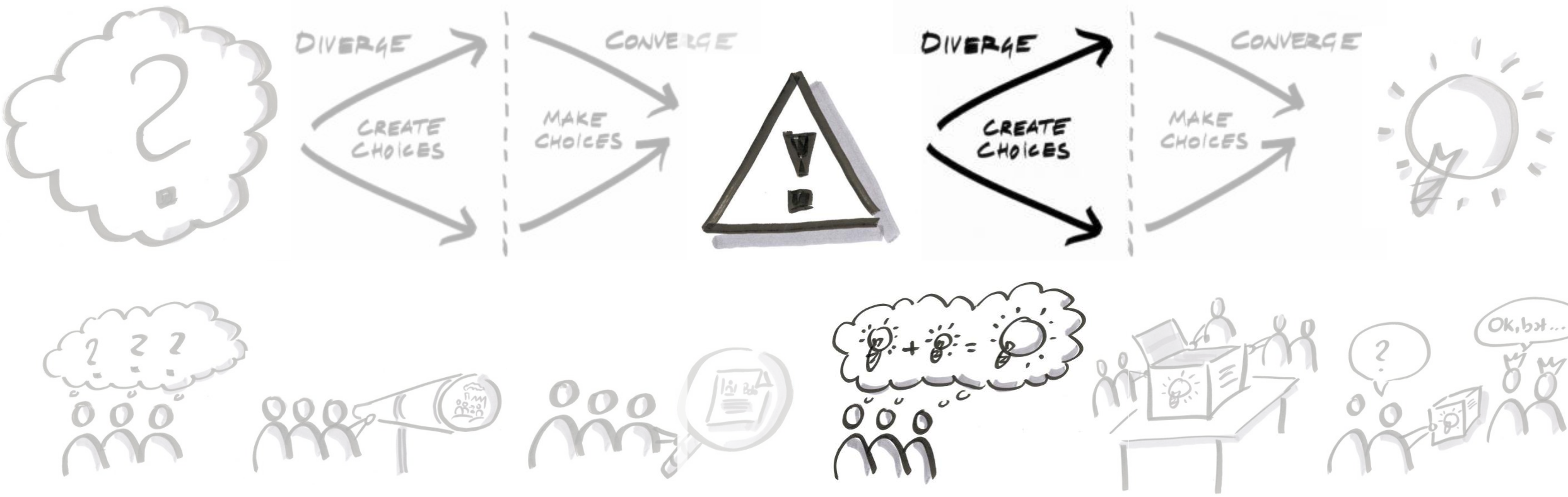
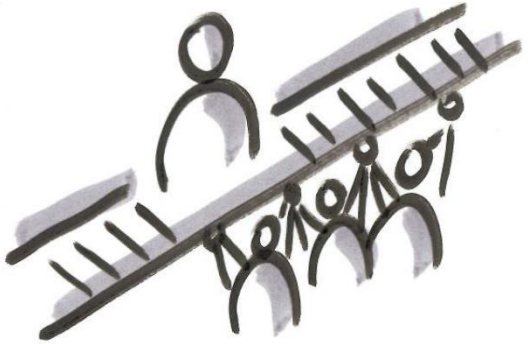


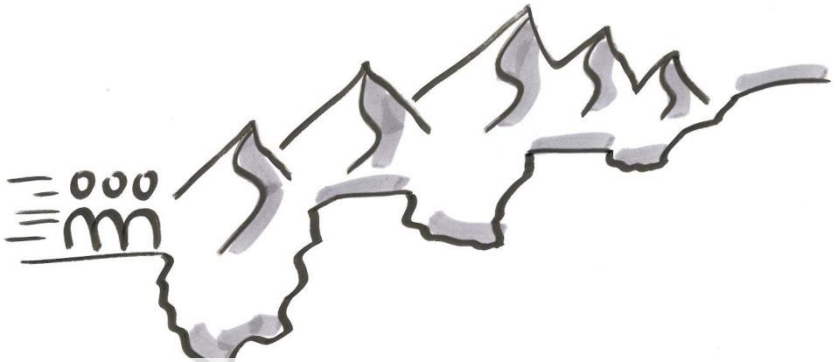
Create lots of ideas bases on your focus



BUILD ON THE IDEAS OF OTHERS

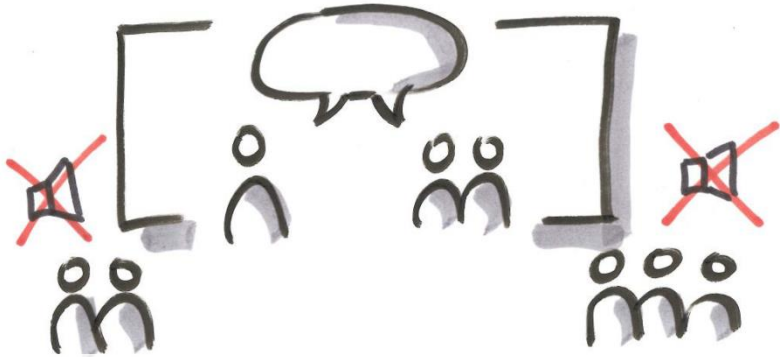
DEFER JUDGEMENT

STAY FOCUSED ON TOPIC



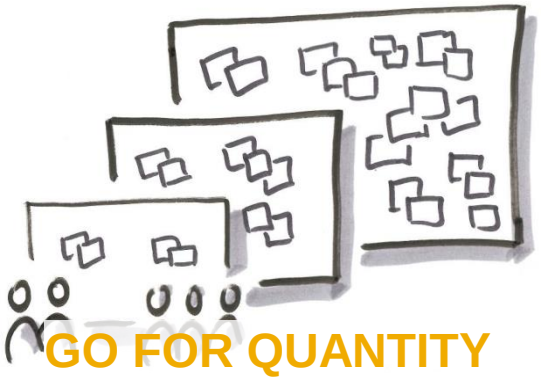
FAIL EARLY AND OFTEN

BE VISUAL



ONE CONVERSATION AT A TIME

THINK USER-CENTRIC



GO FOR QUANTITY

GO FOR WILD IDEAS

BRAINSTORMING RULES.

BRAINSTORMING.

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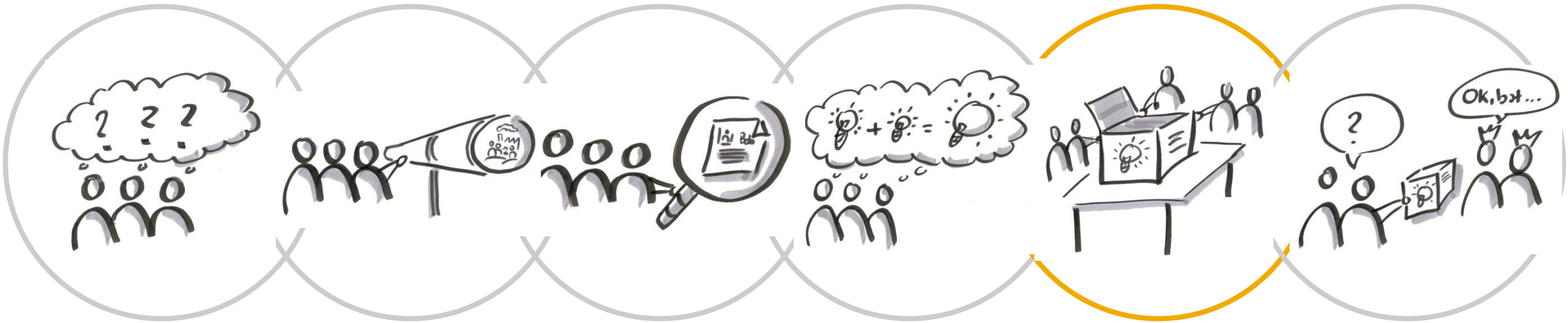

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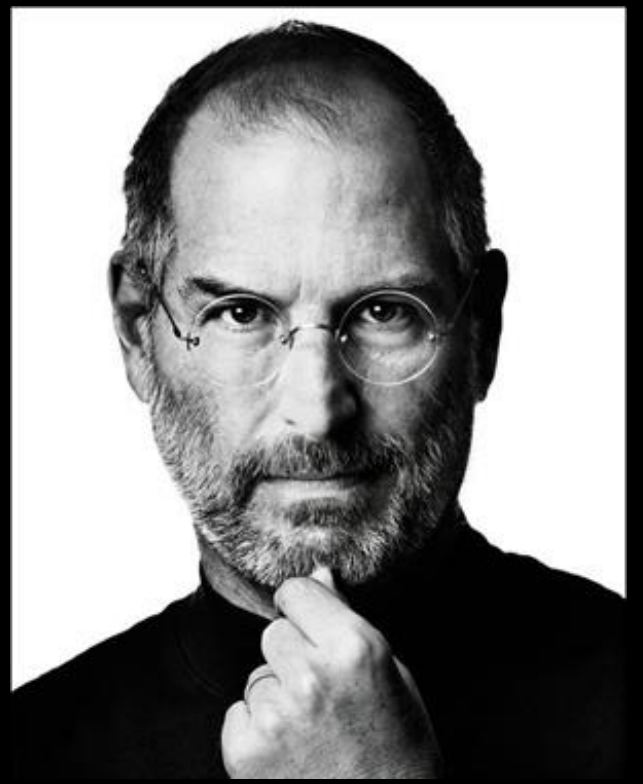

- DEVELOP AND ITERATE IDEAS.
- FIND HIDDEN ISSUES.
- CREATE COMMON UNDERSTANDING.
- DEFINE THE PROBLEM.

.. THE BEST WAY TO EXPERIENCE AN EXPERIENCE IS TO EXPERIENCE IT ..

WHY PROTOTYPING?

Ulf and Heike exchange virtual business cards.

Be creative!

Prototyping is problem solving.

It's a culture and a language. You can prototype just about anything – a new product or service, or a special promotion. What counts is moving the ball forward, achieving some part of your goal. **Not wasting time.**

Kelley, Tom (2001): "Predicting and Evaluating Design Outcomes", Design Management Journal Vol. 12, No. 3, S. 36.

OBSERVE

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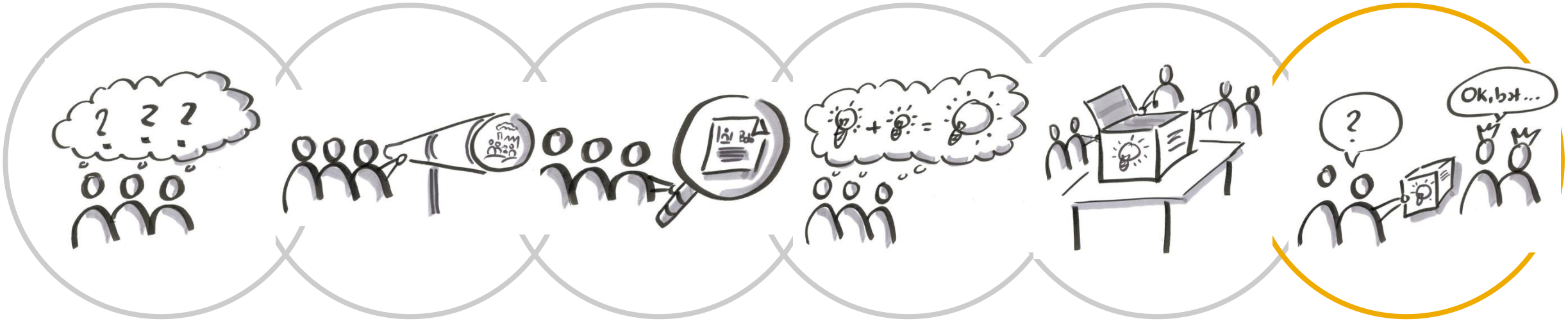

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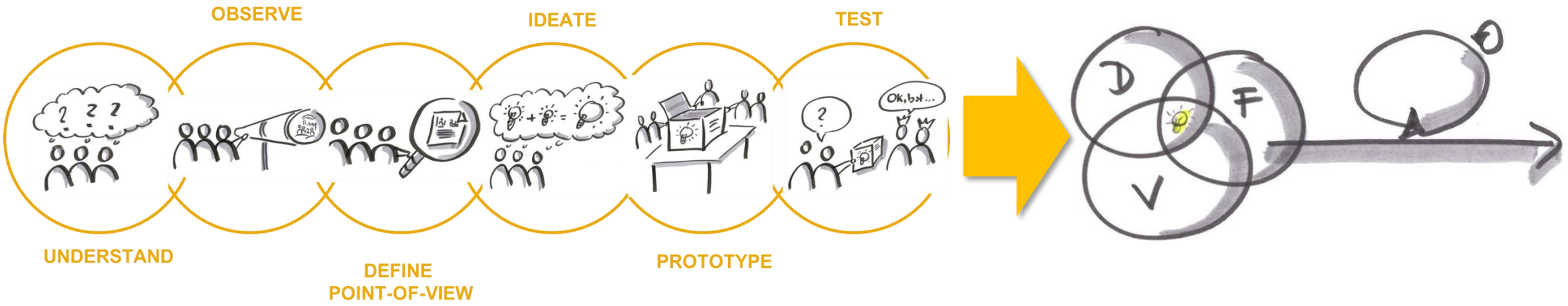
WHERE ARE WE AT THE MOMENT?

TEST.

- TO GET EARLY FEEDBACK FROM END-USERS.
- TO GET EARLY FEEDBACK FROM EXPERTS & STAKEHOLDERS.

TO FAIL EARLY.

HOW TO CAPTURE FEEDBACK FROM YOU USERS?



THERE'S NO INNOVATION WITHOUT IMPLEMENTATION.