MIS3506 - USER EXPERIENCE DESIGN

Design Thinking Approach

Overview and Toolkit
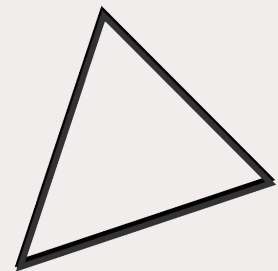
What We'll Discuss

TOPIC OUTLINE

What is Design Thinking?

Rationale

Practical Applications

Tools

DESIGN THINKING

A PROBLEM-SOLVING APPROACH THAT ENACTS INNOVATION CENTERED ON CUSTOMER NEEDS. IT'S BOTH USER-CENTRIC AND SOLUTIONS-BASED, WHICH SETS IT APART FROM OTHER PROBLEM-SOLVING FRAMEWORKS.

"USER-CENTRIC" MEANS THE PROCESS FOCUSES ON CUSTOMERS' WANTS AND NEEDS INSTEAD OF WHAT PROFESSIONALS BELIEVE WOULD BE THE BEST PRODUCT. THIS REQUIRES EMPATHIZING WITH THE PRODUCT'S END USER AND IS WHERE DESIGN THINKING OVERLAPS WITH THE HUMAN-CENTERED DESIGN PROCESS.

"SOLUTIONS-BASED" MEANS THAT THE PROCESS FOCUSES ON IDENTIFYING POTENTIAL SOLUTIONS TO A PROBLEM RATHER THAN THE PROBLEM ITSELF. THIS SLIGHT, YET CRUCIAL, DISTINCTION CAN ENABLE YOU TO AVOID PRECONCEIVED NOTIONS OF HOW TO SOLVE PROBLEMS.

Effective Design Satisfies...

- SHAPE AND FORM
- COST AND EFFICIENCY
- RELIABILITY
- EFFECTIVENESS
- UNDERSTANDABILITY & USABILITY
- PLEASE OF APPEARANCE
- JOY OF ACTUAL USE
- PRIDE OF OWNERSHIP

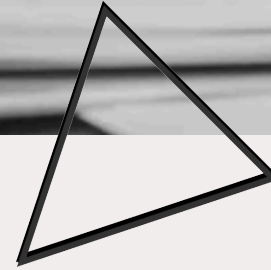# Before we begin

HOW DO YOU APPROACH PROBLEMS?

PROBLEM

An issue **that is preventing**
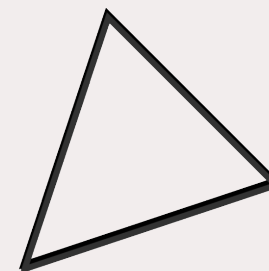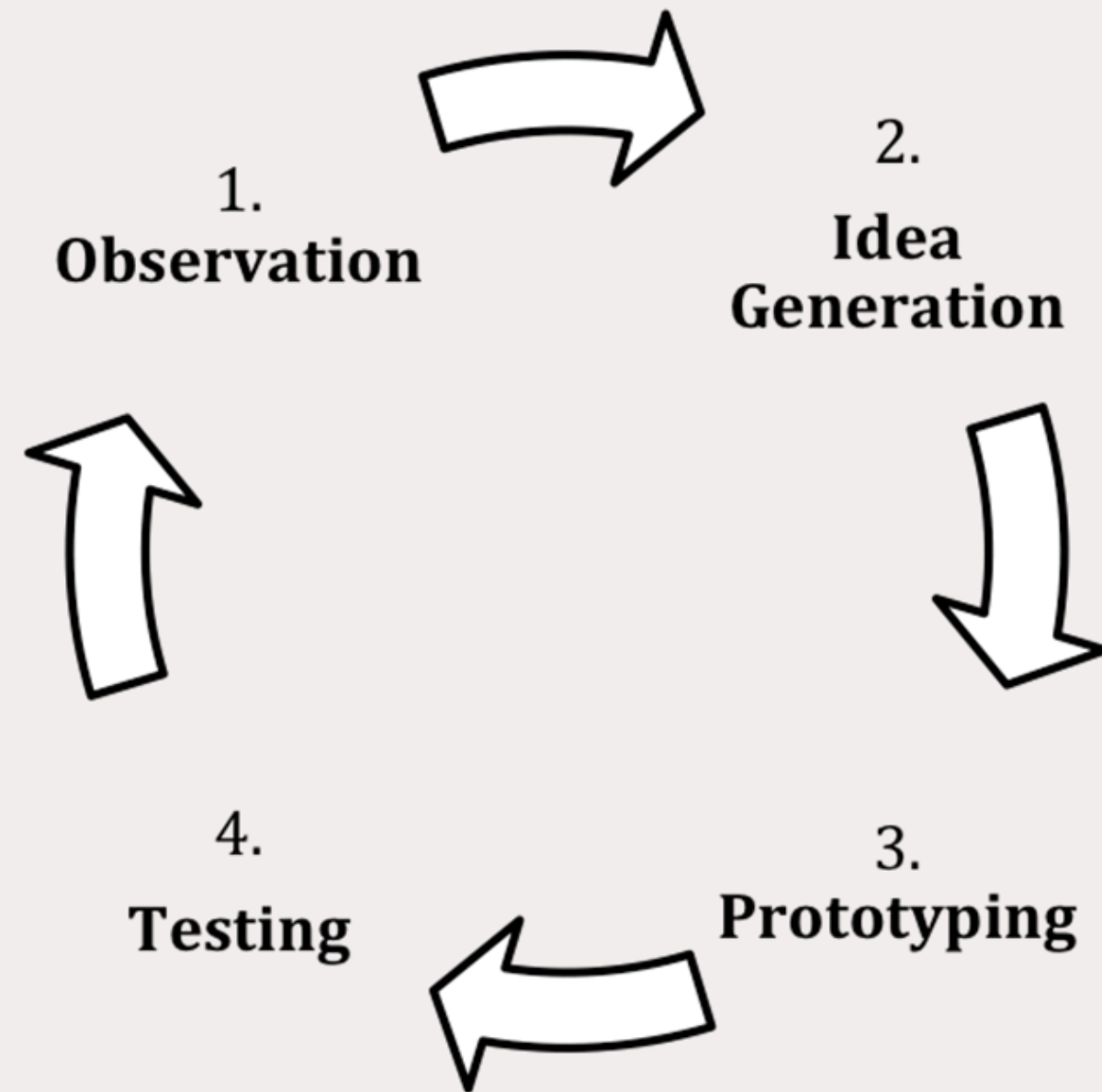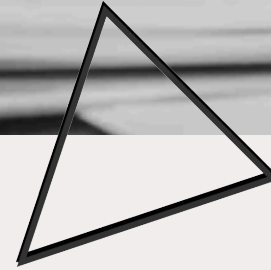the achievement of goals and objectives.

VS

OPPORTUNITY

Initiatives **that will assist** in reaching
goals and objectives
if implemented appropriately.

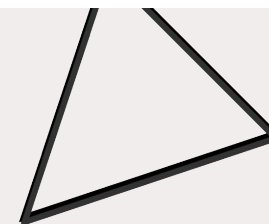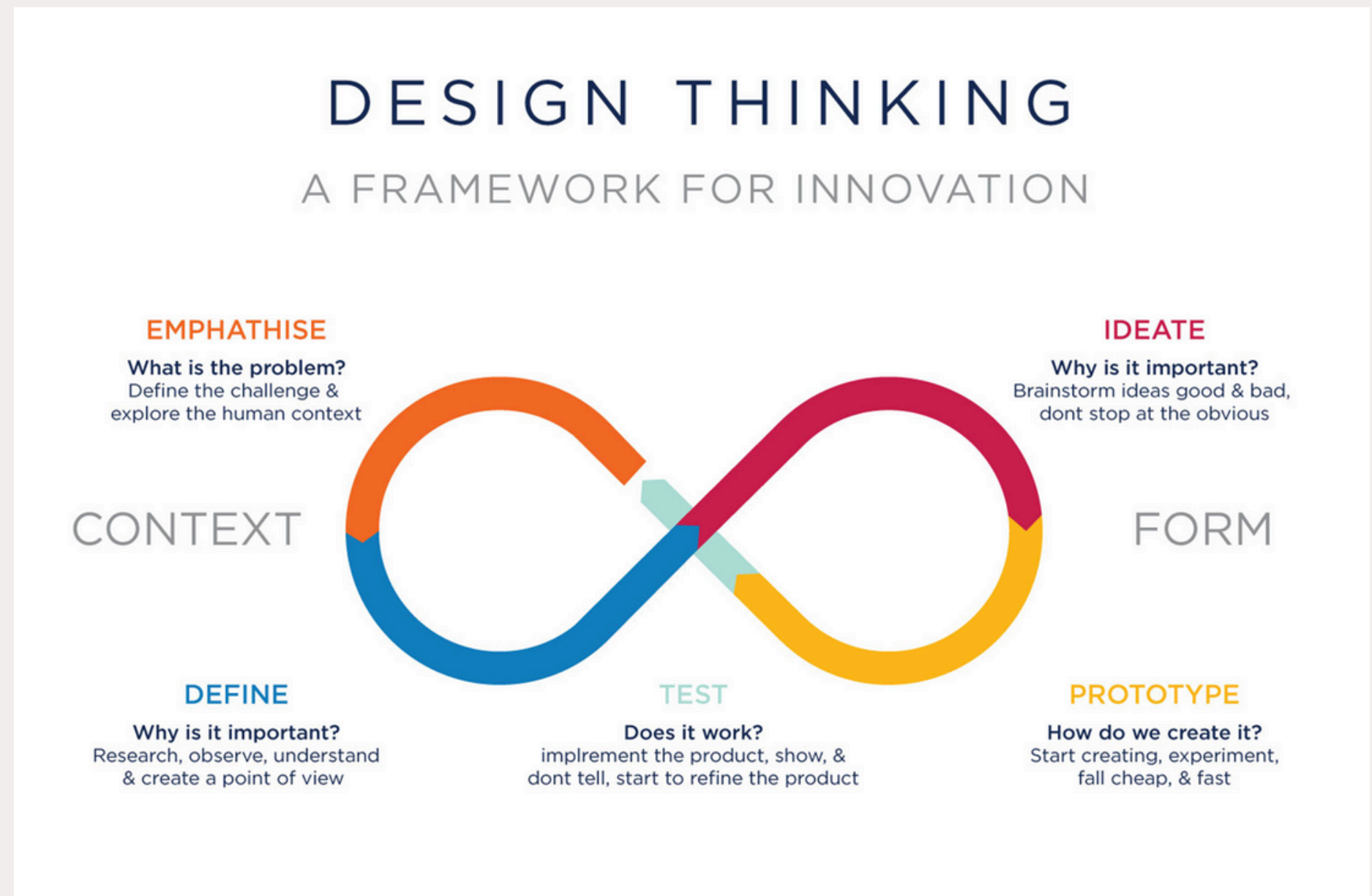# What is Design Thinking?

1. **Observation**

2. **Idea Generation**

3. **Prototyping**

4. **Testing**

What is Design Thinking?

DESIGN THINKING
A FRAMEWORK FOR INNOVATION

EMPHATHISE
What is the problem?
Define the challenge & explore the human context

IDEATE
Why is it important?
Brainstorm ideas good & bad, dont stop at the obvious

CONTEXT

FORM

DEFINE
Why is it important?
Research, observe, understand & create a point of view

TEST
Does it work?
implement the product, show, & dont tell, start to refine the product

PROTOTYPE
How do we create it?
Start creating, experiment, fall cheap, & fast

Practical Applications

HOW TO USE DESIGN THINKING

Defining the Problem

TAKE IT FROM YOUR CUSTOMERS.

WHAT CUSTOMERS SAY

HOW CUSTOMERS BEHAVE

Project Research

How do we learn about problems/opportunities?
- Leadership
- Social Media
- Customer Service
- Market Research
- ...What else?

Listen/Look for statements like...
- I can't complete...
- This is so easy!
- This product sucks!
- Where can I find?
- How do I?
- ...What else?

Start with questions.

WHO ARE YOU DESIGNING FOR?

WHAT IS THE DESIGN PROBLEM?

WHAT RESOURCES DO YOU HAVE?
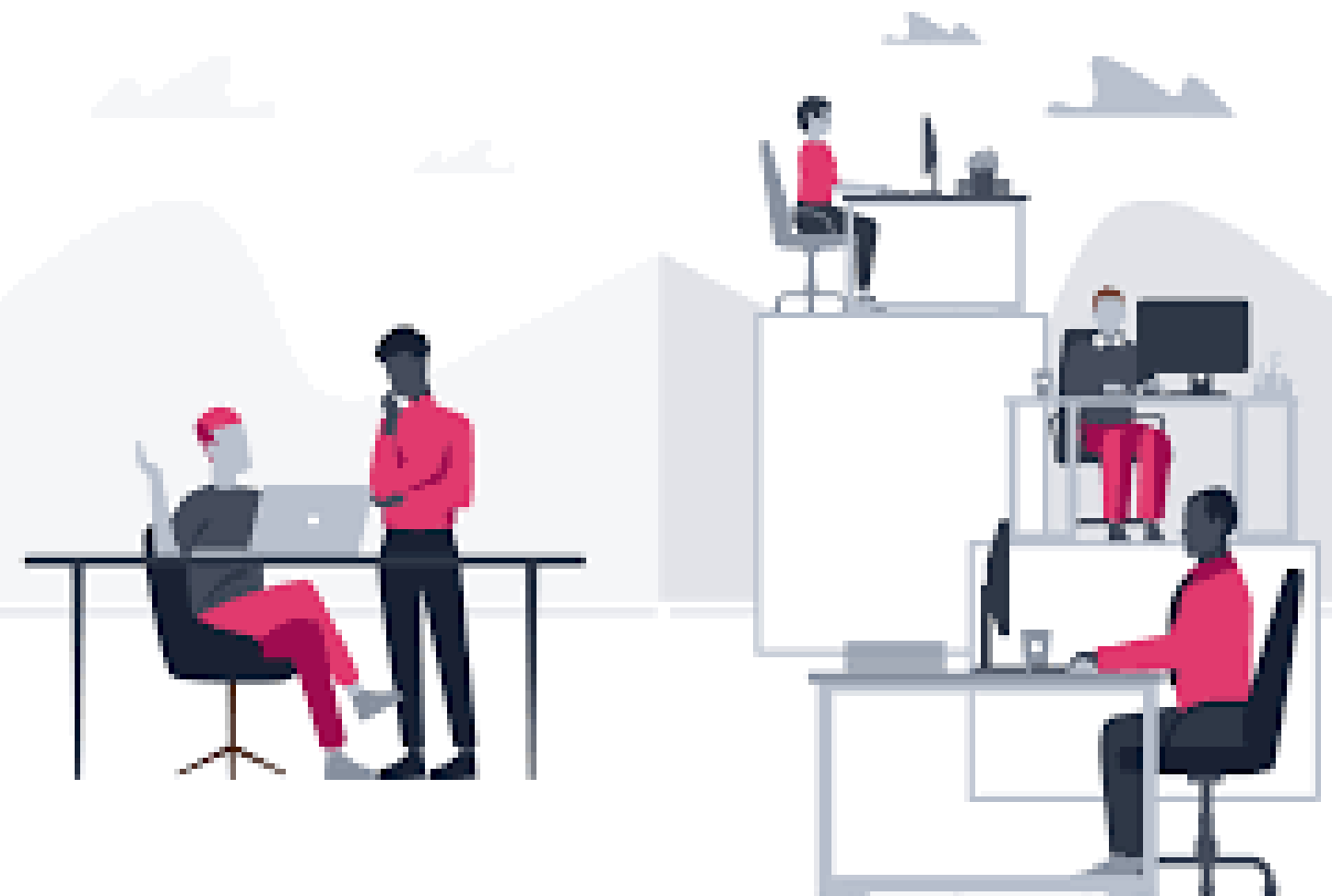
OBSERVE

Usability Testing
Research the People
Understand the interests, needs ,motivations
Better in a Natural Environment?

In-Person

Remote

Design thinking is not solely for designers.

IT'S A PROCESS EVEN THE MOST TRADITIONAL THINKERS CAN ADOPT.

SOME TOOLS - POST OBSERVATION

▼

CUSTOMER JOURNEY MAPPING

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EMPATHY MAPS

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VALUE CHAIN ANALYSIS

▼

STORYBOARD CREATION

IDEATION PHASE
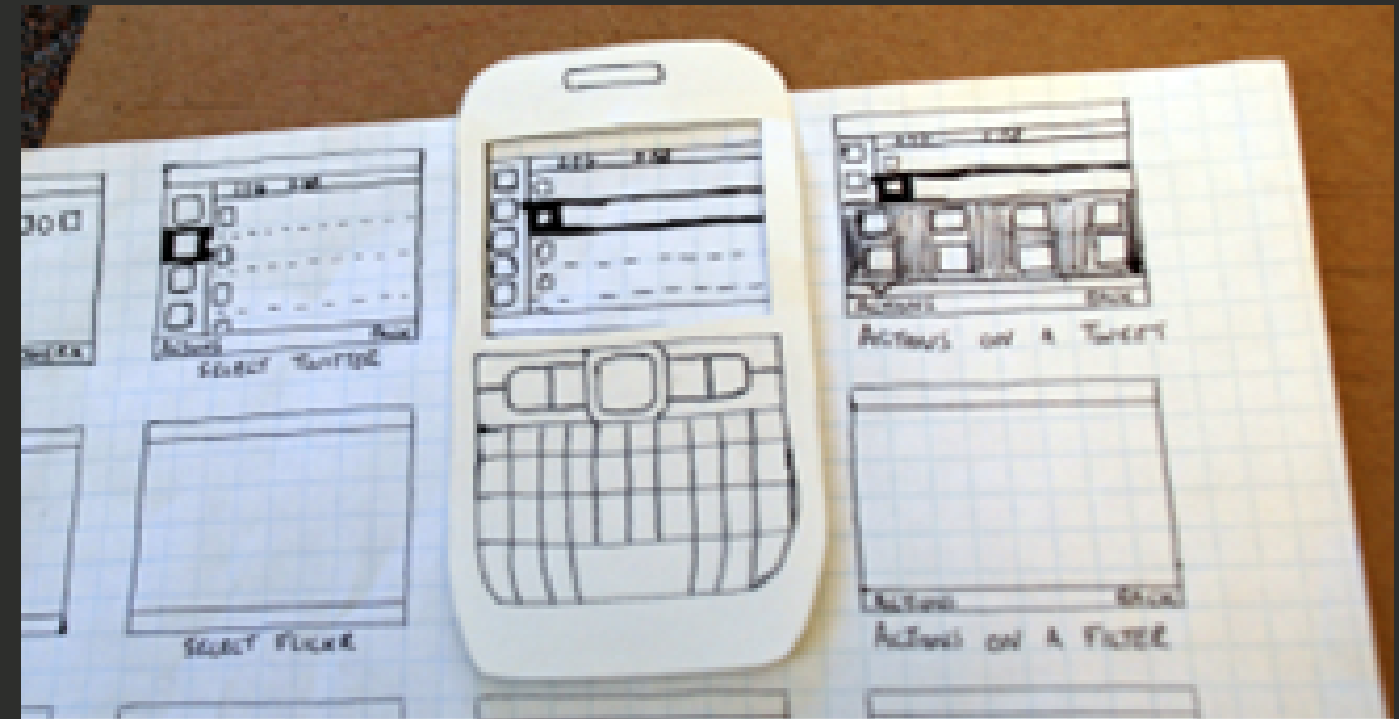
AVOID JUDGMENTS

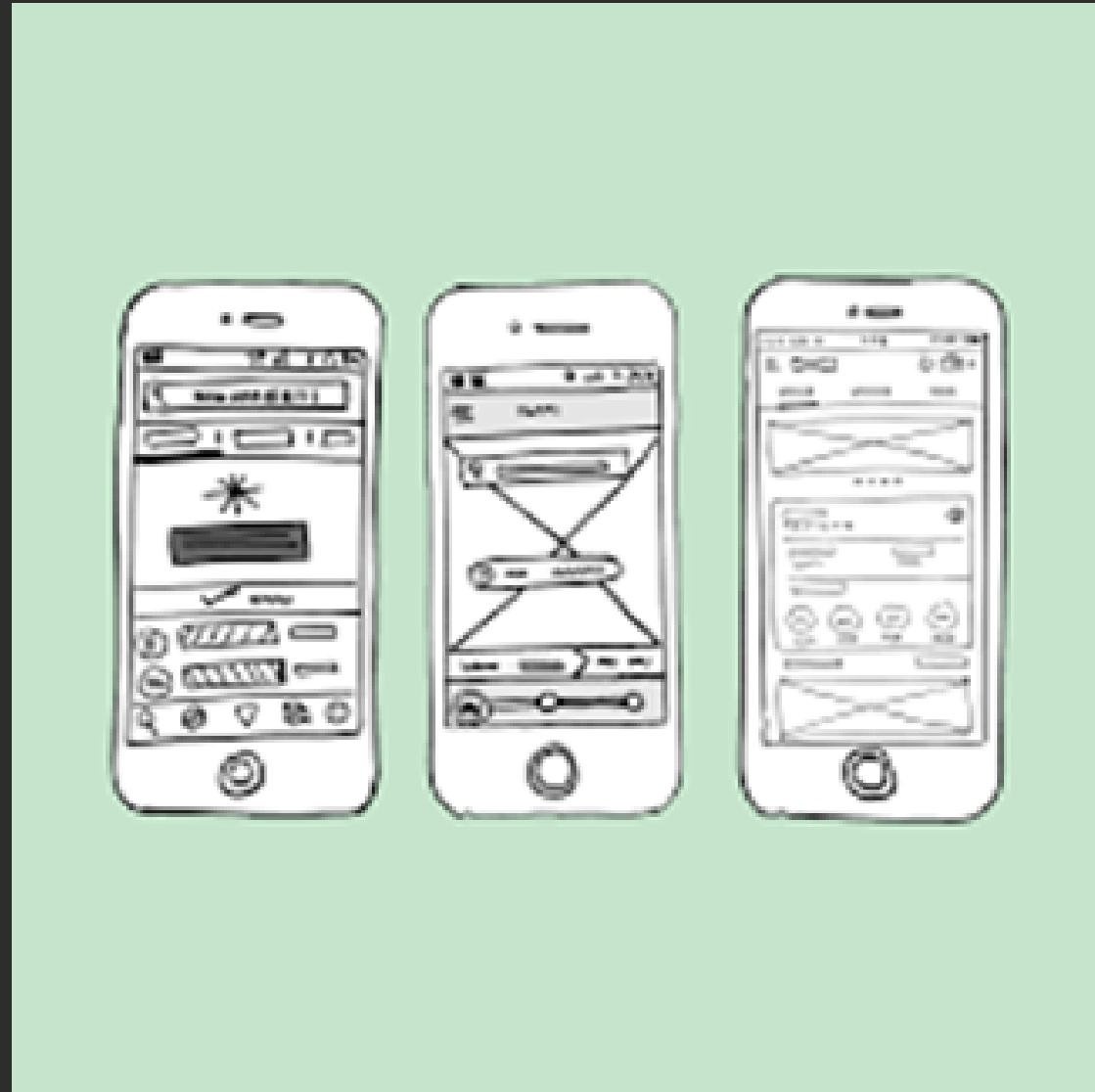**AIM FOR QUALITY, NOT QUANTITY**

ENCOURAGE WILD IDEAS

Rapid Prototyping

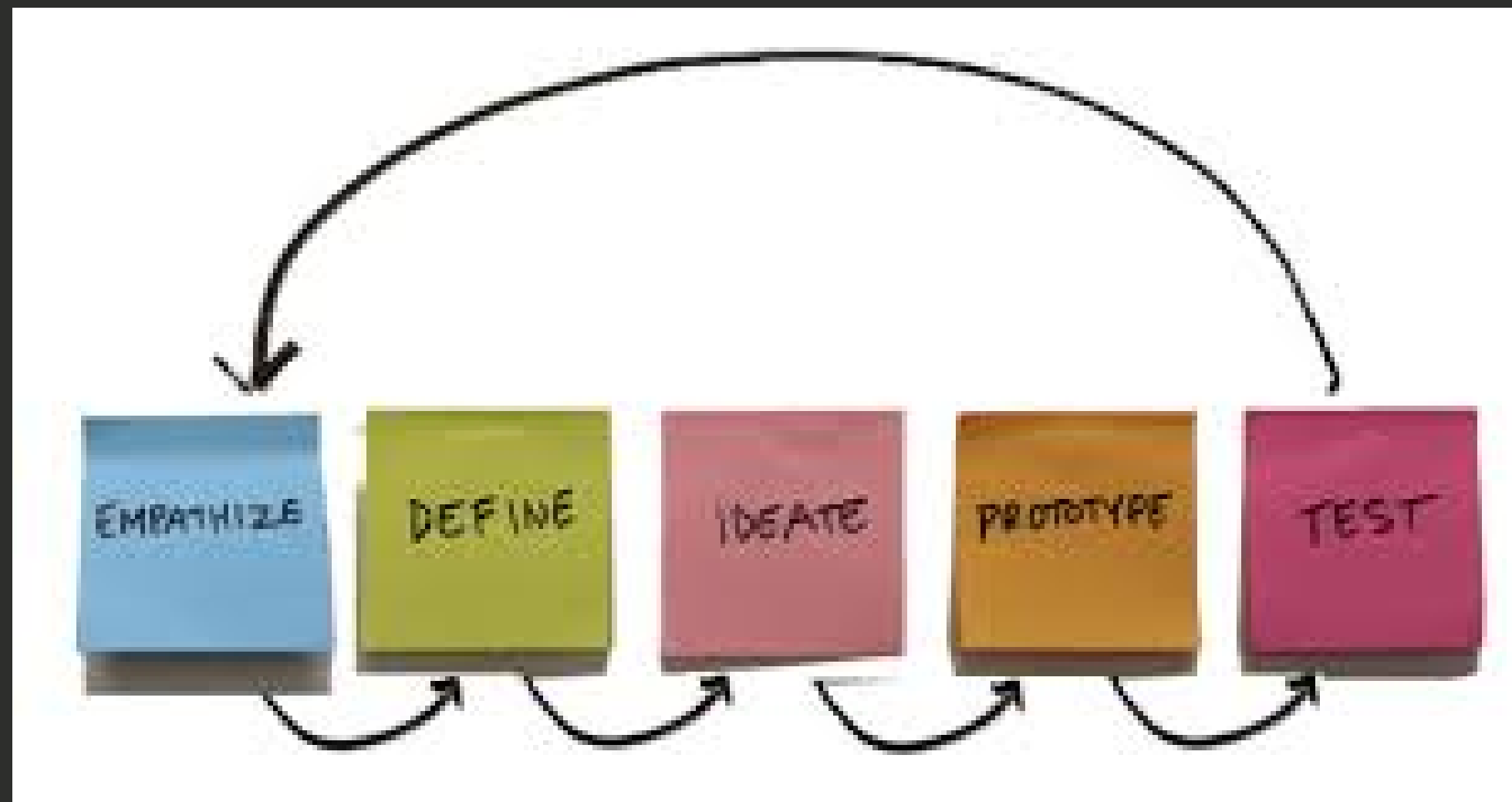SHORTEST TIME

LEAST COST

SIMPLEST MODEL

Prototyping

Testing

Usability
Testing

Iteration
Each Cycle removes the fog, gain clarity
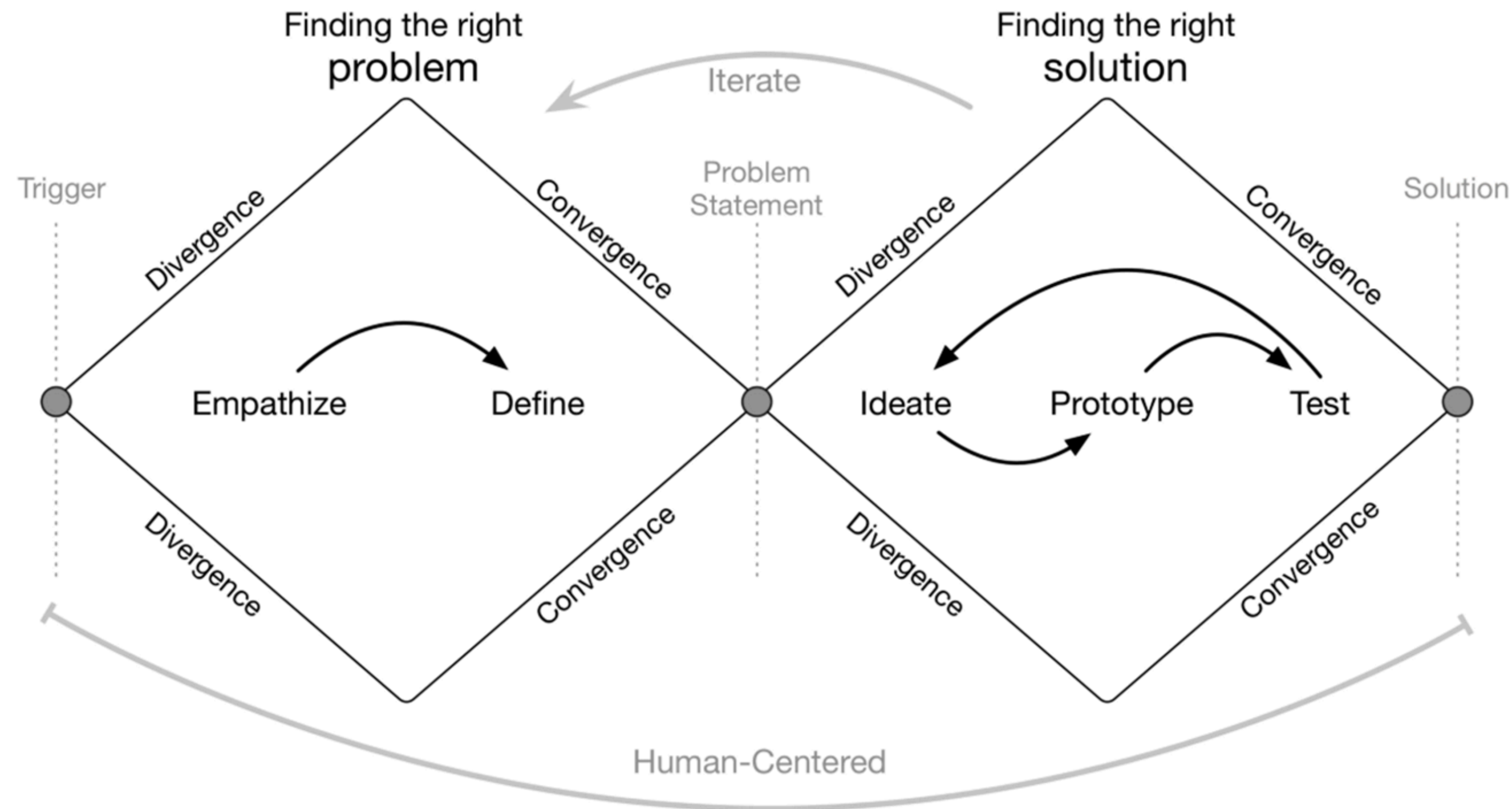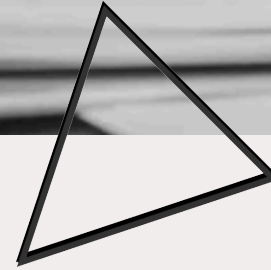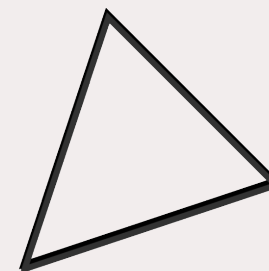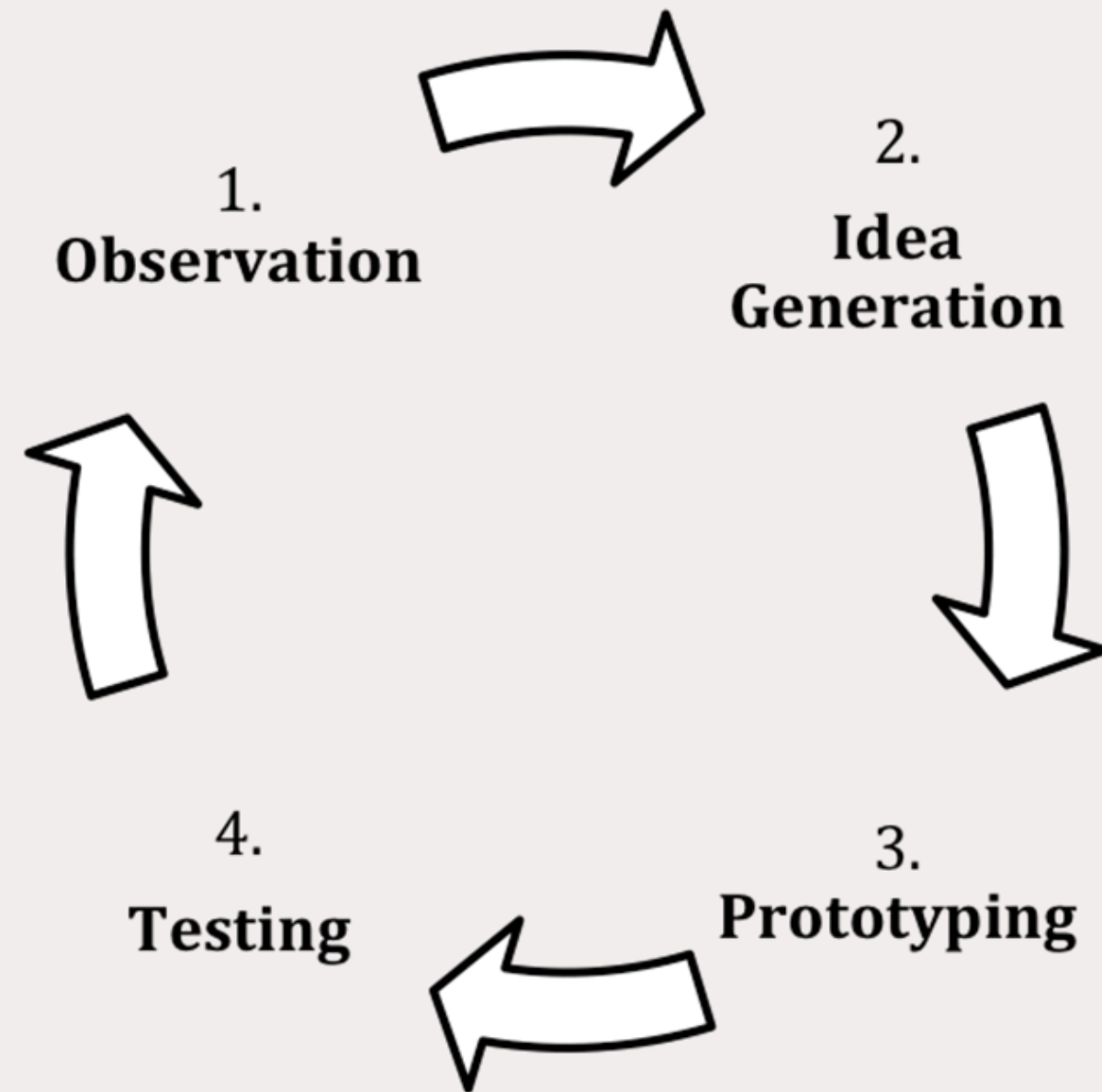
Consider:

Needs

versus

Wants

Consider:

Company Guidelines & Standards

The New Double Diamond Model of Design Thinking

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WE CAN'T SOLVE PROBLEMS BY USING THE SAME KIND OF THINKING WE USED WHEN WE CREATED THEM.

- ALBERT EINSTEIN

Free Resources

USE THESE FREE, RECOLOURABLE ICONS AND ILLUSTRATIONS IN YOUR CANVA DESIGN.