

Design Thinking Process

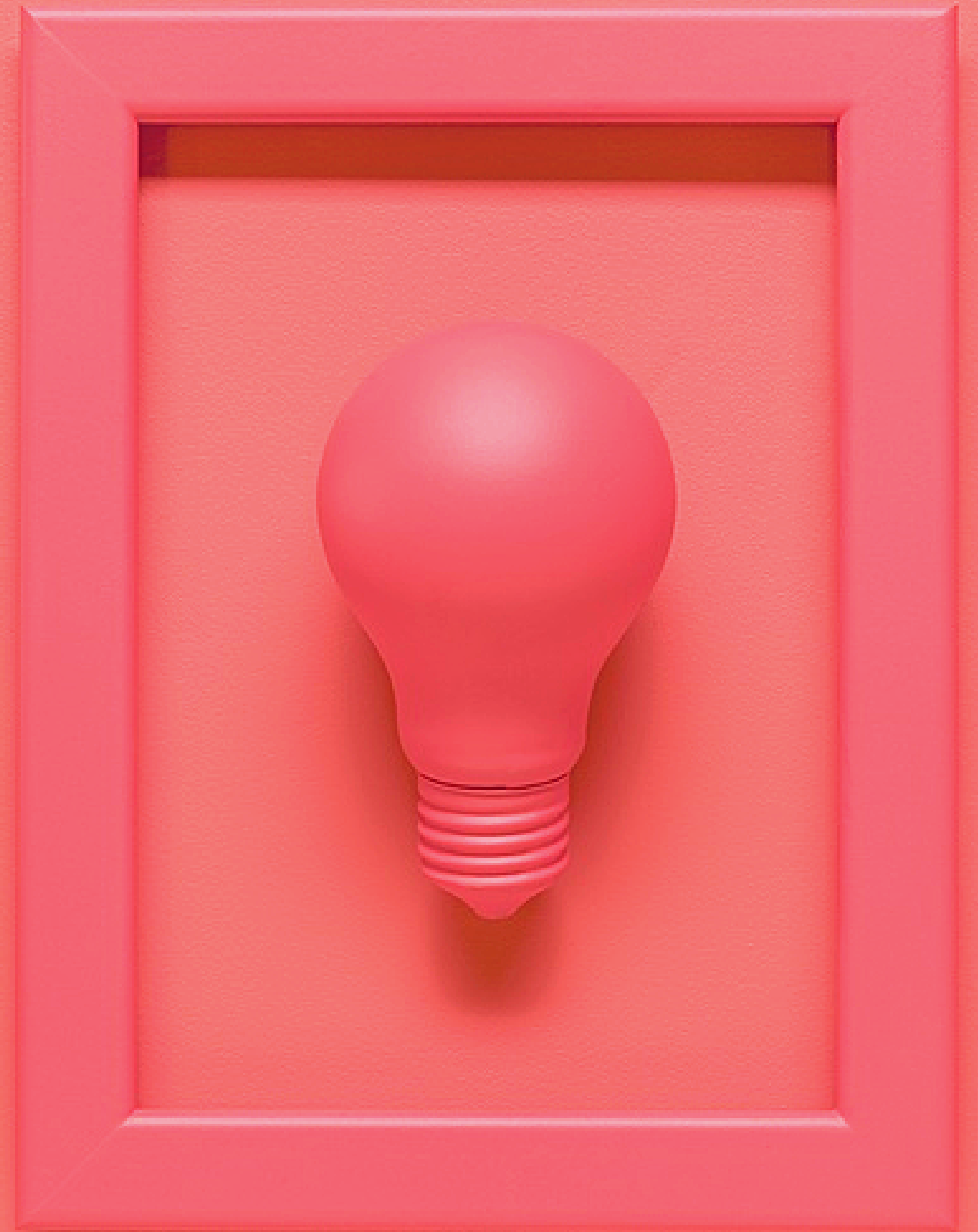
New ways to
Help - Teach - Innovate



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What? Design Thinking

- To understand the user
- To redefine problems
- To find solution





Why? Design Thinking

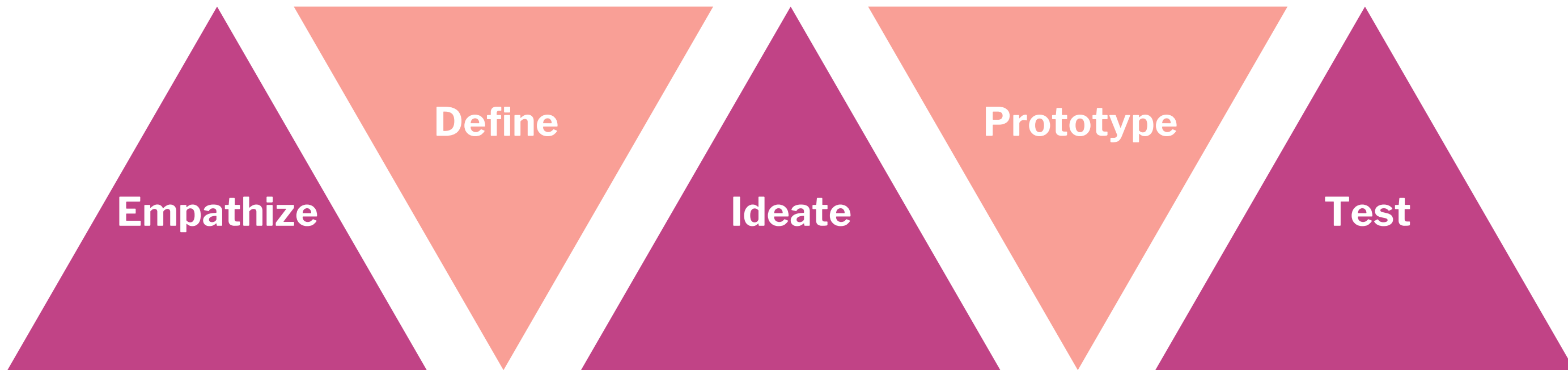
- To having a systematical process of work
- To learn, and apply these techniques to solve problems
- To solve the problems on the spot



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How? Design Thinking

5 stages of process



Advantage of Design Thinking Process



bias toward action



collaborate across boundaries



focus on human values



be mindful of process



prototype toward a solution



show don't tell



Empathize

- Objective of Empathise
 - To enquire deep information from users, then designers will get opportunities to creatively create solutions that efficiently fits users' issues
- Keys of Empathise
 - To understand users' emotions and feelings that affect their behaviors.
 - To understand every aspect of users' needs.
 - To focus on our real target.



Empathize

- Research your users' needs to understand their pain-point
 - If we won't, there won't be an efficient solution for users
- Empathize is the key to Human-Centered Design
- We can empathize with people by using
 - Observe
 - Engage
 - Immerse



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Empathize -Observe

- Observe our targets, especially on our focused behaviours which defined by users' contexts



Empathize - Engage

- Engage (asking)
- Interact with our targets, include interviewing our targets
- Types of Interview
 - Structured Interview
 - Semi-Structured Interview



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Empathize - Immerse

- Immerse as someone who was our target, to explore directly from users' problems in their aspects.



Define

- To analyze your observations and synthesize them in order
- Define Problem Statement which is actionable
- We create definitions from understanding users' experiences and pain points or a point of view
- Point of View is the aspect that we as designers are design something to help or to support specific users.



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Ideate

- Ideate is to find a possible solution from what we define or the point of view
- We should design diversely and remark that there might be achievable solutions out there
- The main objective of this step is to explore viable ideas of the solution, so we must think about those solutions as much as possible.



Prototype



- The prototype is to present our ideas in a realistic and sensible, such as Role Play, Models
- Try to develop low cost or low-resolution prototype, to learn how the prototype works
- When we collect feedbacks from prototype presented to the audiences, then we can understand their insights and able to develop our prototype more effective.



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Type of Prototype

- Storyboard
- Role-Play
- Physical Prototype





Designer

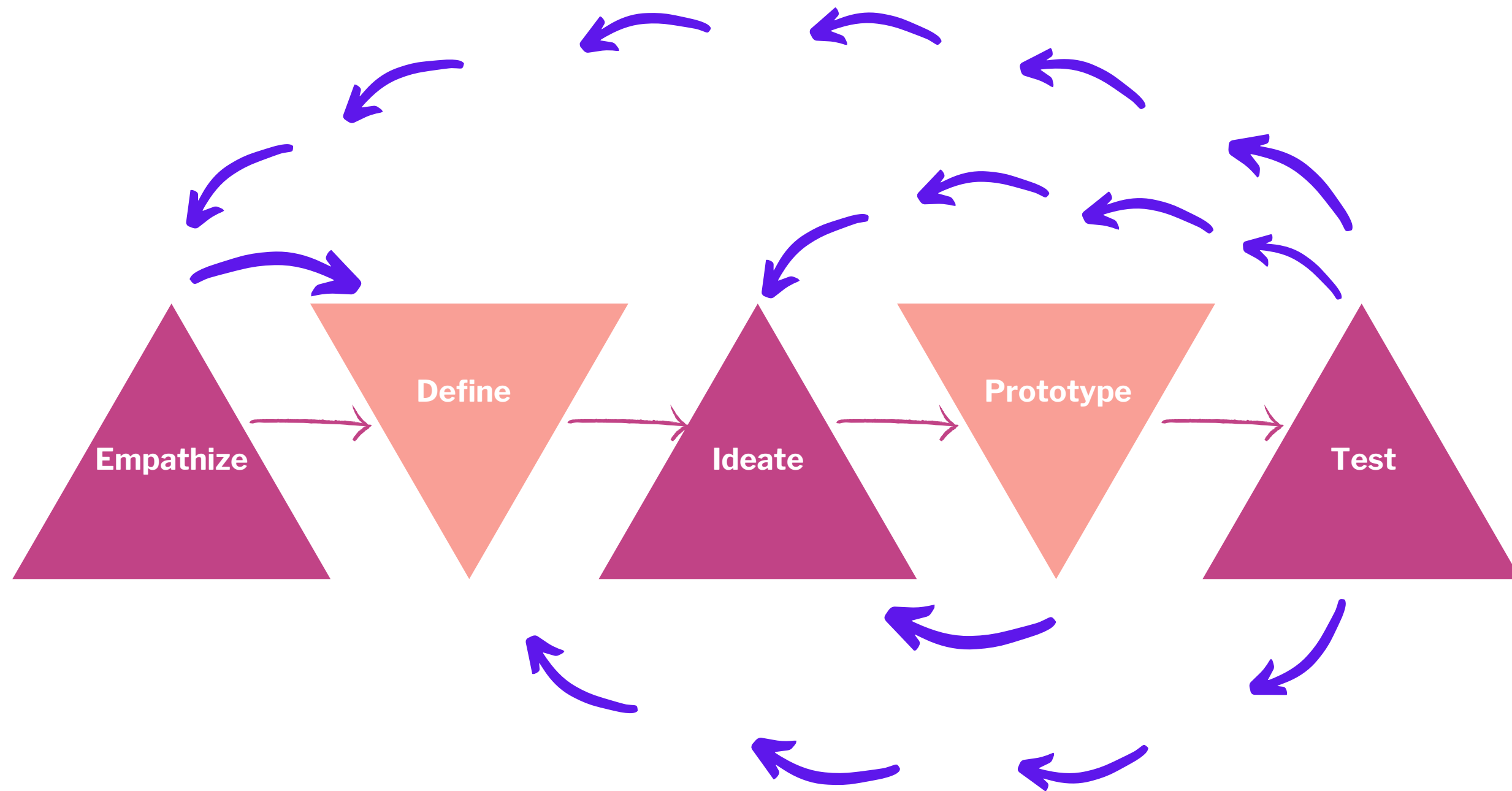
Test

- We seek feedback from testing, to develop better ideas of the solution, and better understand audiences' insights
- Testing is a repeat process, by using low-resolution prototypes with audiences in a real-world environment.



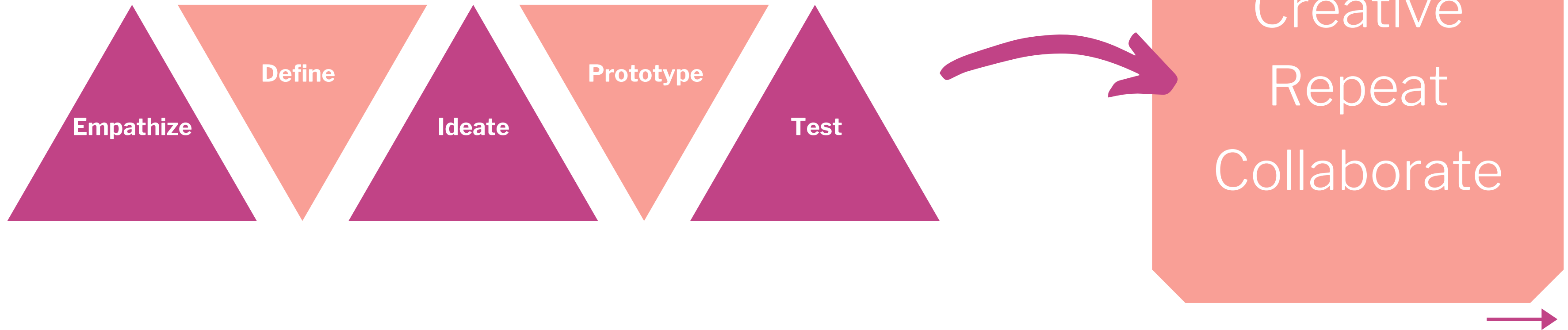
Real user

Design Thinking is a reversible and repeatable process



Summary

Design Thinking Process



Design Challenge

How might we *design a logo, mascot, and souvenir* for *Albert Laurence School of Communication Arts' alumni and current students* so that they will buy from the 30th anniversary of the Albert Laurence School of Communication Arts event?





Thank you!