

# Design Thinking

# worksheet for Innovation

Design Thinking is a comprehensive customer-oriented innovation approach that aims to generate and develop creative business ideas or entire business models.

# EMPATHIZE

*Empathize is considered the starting point for any design project.*

*The empathize phase is for you to spend time getting to know the user and understanding their needs, wants, and objectives.*

**Discuss the below questions with your customer and take notes on observation.**

## **What is the customer (persona) thinking and feeling?**

- What is the customer concerned about or afraid of?
- Is the customer satisfied? Why or why not?
- What are his priorities, dreams, and aspirations?
- What causes an emotional reaction for the customer?

## **What is the customer hearing?**

- What or who influences the customer?
- Is your customer easy to influence?
- Where does the customer get their information?
- What information channel does your customer use the most?

## **What is the customer seeing?**

- Does your customer spend more time in the public or in private?
- What does your customer's environment look like?
- How does the customer interact with their environment?

## **What is the customer saying and doing?**

- How does the customer portray themselves in front of others?
- Words he uses when talking?
- Information withhold or leave out when sharing with others?
- What is the gap between what they say and how they act?

## **What are the customer's pains?**

- What obstacles does the customer need to overcome?
- Why hasn't the customer been able to reach their goals?
- What frustrations are on the horizon for the customer?

## **What does the customer gain?**

- What methods does the customer use to achieve success?
- How a success measured and what does it look like?
- What are the short and long term goals of the customer?

# DEFINE

Identify the problem designers are trying to solve.

The main goal of the define stage is to club all the answers together and convert them into a coherent single statement.

**With all your findings from the empathize phase in one place define: Who, what, where, and why?**

## Who is experiencing the problem?

Who is your target user?

## What is the problem?

Based on the observations you made during the empathize phase, what are the problems and pain-points that frequently came up? What task is the user trying to accomplish, and what's standing in their way?

## Where does the problem present itself?

In what situation or context is the user when they face this problem?

## Why does it matter?

Why is it important that this problem be solved? What value would a solution bring to the user, and to the business?

# IDEATE

*The main objective of ideation is to generate new ideas.*

*It is only in this phase that the actual brainstorming process takes place.*

## Define an objective

- The main objective of ideation is to generate new ideas. Before you can start looking for a good idea, it is important to have a defined problem statement or Point of View(POV).
- Once we have a workable Point of View statement we can say, from this statement we need to develop How Might We statement for ideation that will help fuel the brainstorms.

## Invite the right people

- What or who influences the customer?
- Is your customer easy to influence?
- Where does the customer get their information?
- What information channel does your customer use the most?

## Define rules

- **No Judgment** - Let ideas flow so people can build from each other's great ideas.
- **Encourage Wild Ideas** - Embrace the most out-of-the-box notions. There's often not a whole lot of difference between outrageous and brilliant.
- **Build on the Ideas of Others** - Try to use "and" instead of "but," it encourages positivity and inclusivity and leads to tons of ideas.
- **Stay Focused on the Topic** - Try to keep the discussion on target.
- **One Conversation at a Time**
- **Be Visual** - Use colored markers and Post-its. Stick your ideas on the wall so others can visualize them.
- **Go for Quantity** - Crank your ideas out quickly. For any 60-minute session, you should try to generate 100 ideas.

**You may use sticky notes for ideas. After this session you have to have "cloud" of sticky notes.**

## Cluster the ideas you got

- Use logical groups, headers where similar ideas may be grouped.

## Select ideas by voting

- Each person is allowed to make a **fixed number of votes**; some – times they are allowed to "spend" multiple votes on the same item.
- At the end, you can easily see which items have the most votes.

# PROTOTYPE

*The Prototype mode is the iterative generation of artifacts intended to answer questions that get you closer to your final solution. Don't spend too long. The point of the stage is to answer a particular question. The prototype should be built with the user in mind.*

**When an idea will be prototyped an assumption is always included and can be tested.**

- service solutions could be demonstrated by a story or a sketch/video;
- more technical solutions as a Paper sketch or as a cardboard construction.

# TEST

*The Test mode is when you solicit feedback, about the prototypes you have created. Show them to your users and have another opportunity to gain empathy for the people you are designing for.*

## Introduce your prototype to your users

### Preparation

- Create a realistic environment where distractions are not eliminated
- Create test scenarios
- Plan test questions, may reuse from Empathize section

### Tips

- Don't explain or name specific buttons, elements or concepts
- Don't guide or help the participant perform the task
- Remain objective throughout and avoid jumping to conclusions
- Record the session

### Observation

- What are their thoughts and feelings while they interact with the prototype?
- What is their experience as they interact with the prototype?
- Take structured and unstructured notes including what you see, hear, and the time they spend on a task
- Ask follow-up questions

**Design Thinking is an iterative process.**

**Pivoting between modes can create a better solution for our users.**