

# DESIGN THINKING

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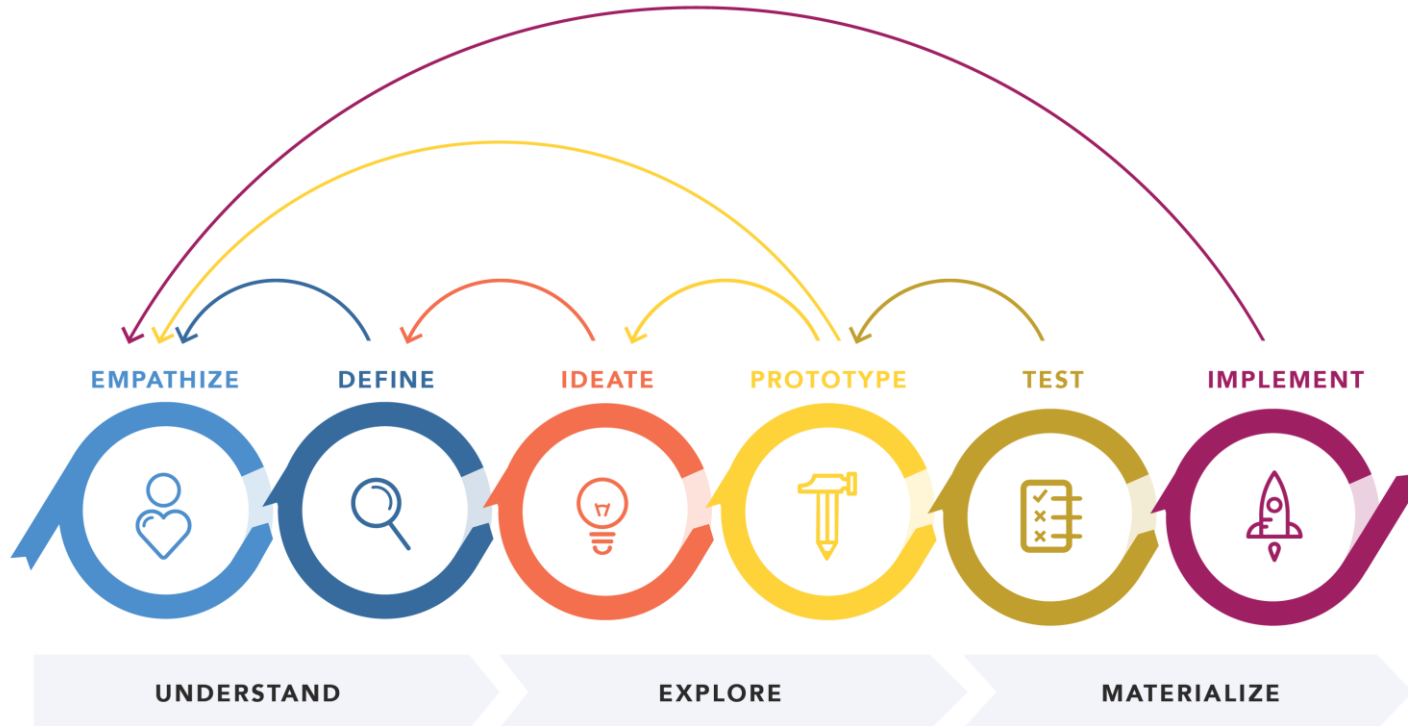
## WHAT IS DESIGN THINKING

- User centred process
- Iterative process
- Challenge assumptions
- Redefine problems

## WHERE YOU CAN USE DESIGN THINKING

- New service
- Improve product or service
- If you don't know where to start
- Developing a policy
- Developing a new product or service

## DESIGN THINKING PROCESS



# EXPLORE

In process we discover user needs,  
behaviour, challenges

- User research
- 5 why?
- The organization as a person
- Interview
- Survey



### 2-4 user profiles:

- Name
- Profession
- Age
- Short life story
- Interests
- Assets
- Values
- Needs



# PERSONA CANVAS

**NEGATIVE TRENDS**  
Negative trends from the environment

**POSITIVE TRENDS**  
Positive trends from the environment

**HEADACHES**  
Professional and work related issues

**OPPORTUNITIES**  
Professional and work related positive outcomes

**FEARS**  
Personal issues

**HOPES**  
Personal goals and hopes

**NEED**  
What does this person really want?

NAME \_\_\_\_\_

ROLE \_\_\_\_\_

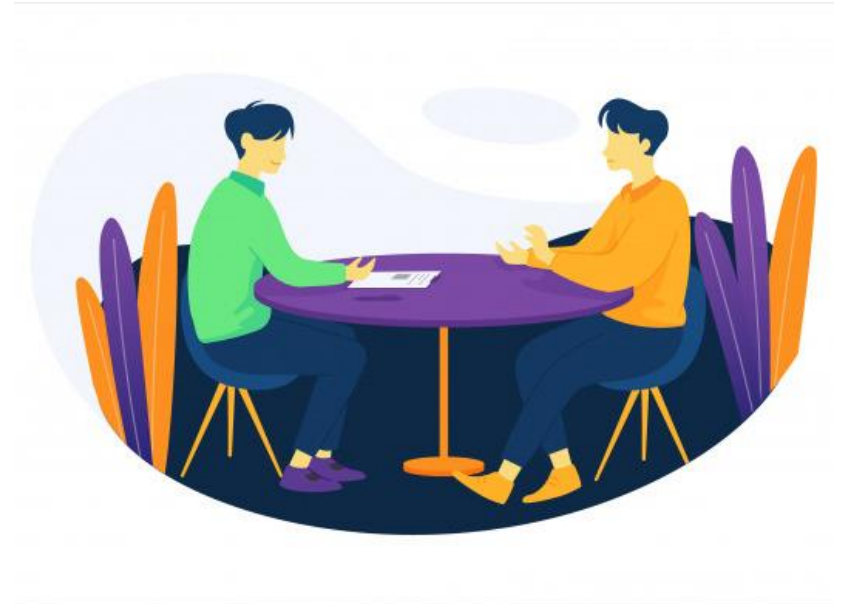
## USER OBSERVATION

- Find a potential user
- Observe there behavior
- Write down your observation
- Ask your self a questen «interesting why...»



## INTERVIEW

- Choose interview location
- Don't defend your product
- Follow the interview plan
- Do not give your opinion or any answers
- Always ask – why?
- Ask the interviewee to draw the answer
- Avoid «closed» questions





## SURVEY

- The purpose of the survey
- Start with simple questions
- You can ask more open-ended questions during the personal interview
- Use more «closed» questions during the online interview



# DEFINE

Dig deeper to see the problem route

- Context exploration
- Problem tree
- Secondary research
- SWOT analysis
- User journey map



# IDEATE

Create solutions for your ideas. Do not be afraid of several and different options for your ideas

- Brainstorm
- Drawing storm
- Act-storming
- Solve it as...
- Ask a friend



## BRAINSTORM

- Together with the team, create ideas for your product
- Be creative
- Share your ideas
- Come to one common denominator



## DRAWING STORM

- Imagine your possible product variants
- Creates quick drawings without going into details 5 min for one drawing
- Gather the drawings made by the team and choose the three best options



## ASK A FRIEND

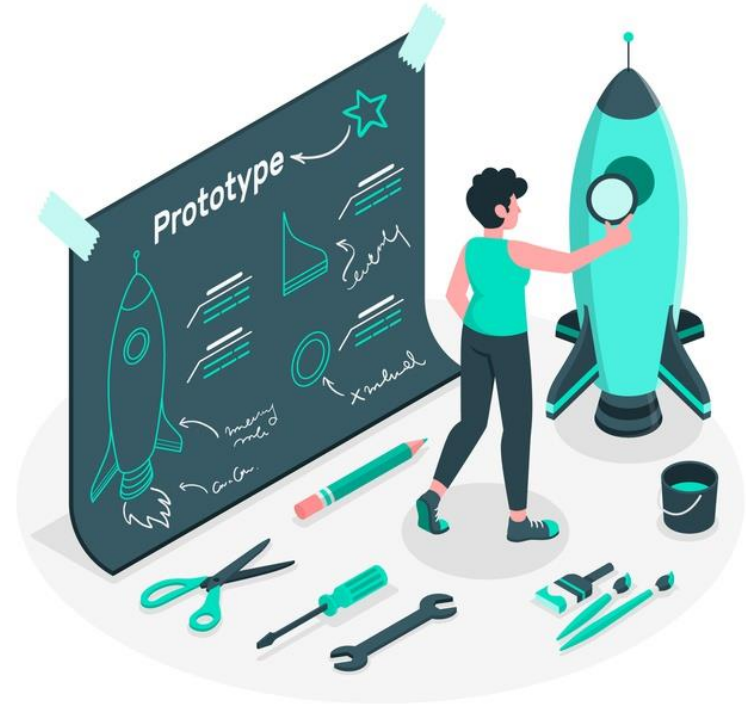
- Ask for opinions from colleagues / friends
- Listen to opinions, suggestions, solutions
- If necessary, adjust the idea based on this research



# PROTOTYPE

The first prototypes are created quickly without going into details. Each prototype can be tested by asking the opinions of their colleagues or users

- Paper prototype
- 6 prototypes in 60 min
- Digital prototype, brochure
- Prototype



## PROTOTYPE

- The final prototype is created by gathering information
- Create a prototype that you can give users to test
- Try a prototype or simulate its use
- Discuss what you and your team can improve on the prototype





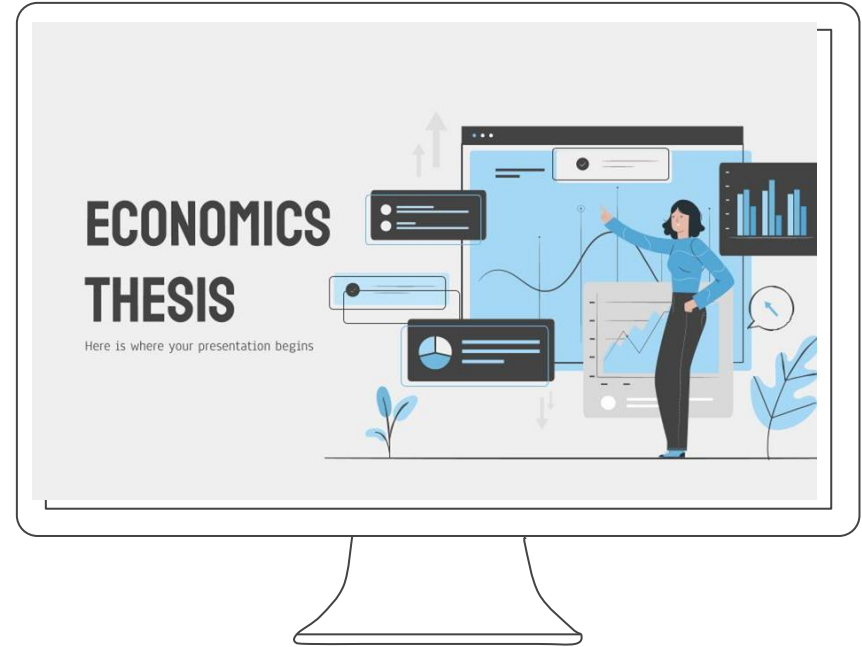
## PAPER PROTOTYPE

- Create a simple prototype from paper
- Don't go into details
- A prototype can be an object, a questionnaire, a product
- Present the product to your colleagues
- Learn from the information gained



## DIGITAL PROTOTYPE

- Defines which part of the idea requires a digital prototype (app, website, etc.)
- Write a script for how your idea should look in digital format
- Creates a layout
- Try your layout
- Create a user test to get an opinion



# TEST

Find out how your product works in reality. It is important to get an honest opinion about the product.

- Try a prototype
- User testing
- Vision for the future
- Audience testing
- Extreme user research



## VISION FOR THE FUTURE

- Create 4 or more potential future scenarios
- Choose a few potential users and reveal your vision for the future
- Write down their thoughts, feelings and visions on these ideas



## USER TESTING

- Define what you want to test
- Create a test description
- Make a test plan Invite potential users to the test If possible, film how the test is performed
- Describe the test results obtained and discuss them with your team



## AUDIENCE TESTING

- Determine the place of the performance Invite potential users to this test
- Play the solution in front of the audience
- Ask your users questions to find out what they think



## EXTREME USERS

- Identify opposing users and invite them to test
- Observe how users test the prototype.
- Don't defend your prototype to get the real point of view
- Allows team members to watch the process from another room (Skype, Zoom)
- Summarize the test results



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