

Design thinking workshop

1/11/2021



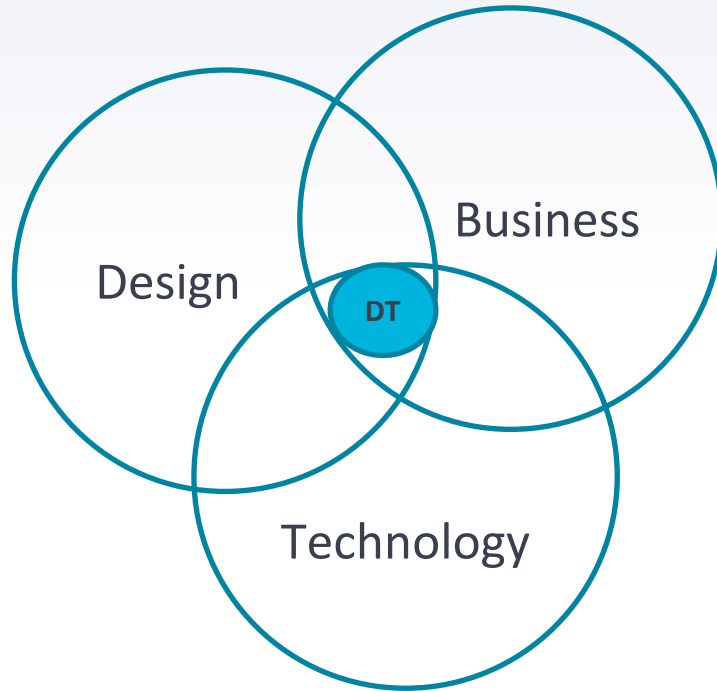
Purpose

- ▶ To understand the basic concepts of design thinking
- ▶ To deploy design thinking in a quick workshop
- ▶ To understand some of the practical tools used in design thinking

Design thinking

- ▶ Design human centred solutions
- ▶ Goes beyond classic “user-centered” design
- ▶ Tries to understand actual needs, the experience of the user, feelings
- ▶ To define accurately the problem
- ▶ Which allows the introduction of a solution even in “wicked” problems

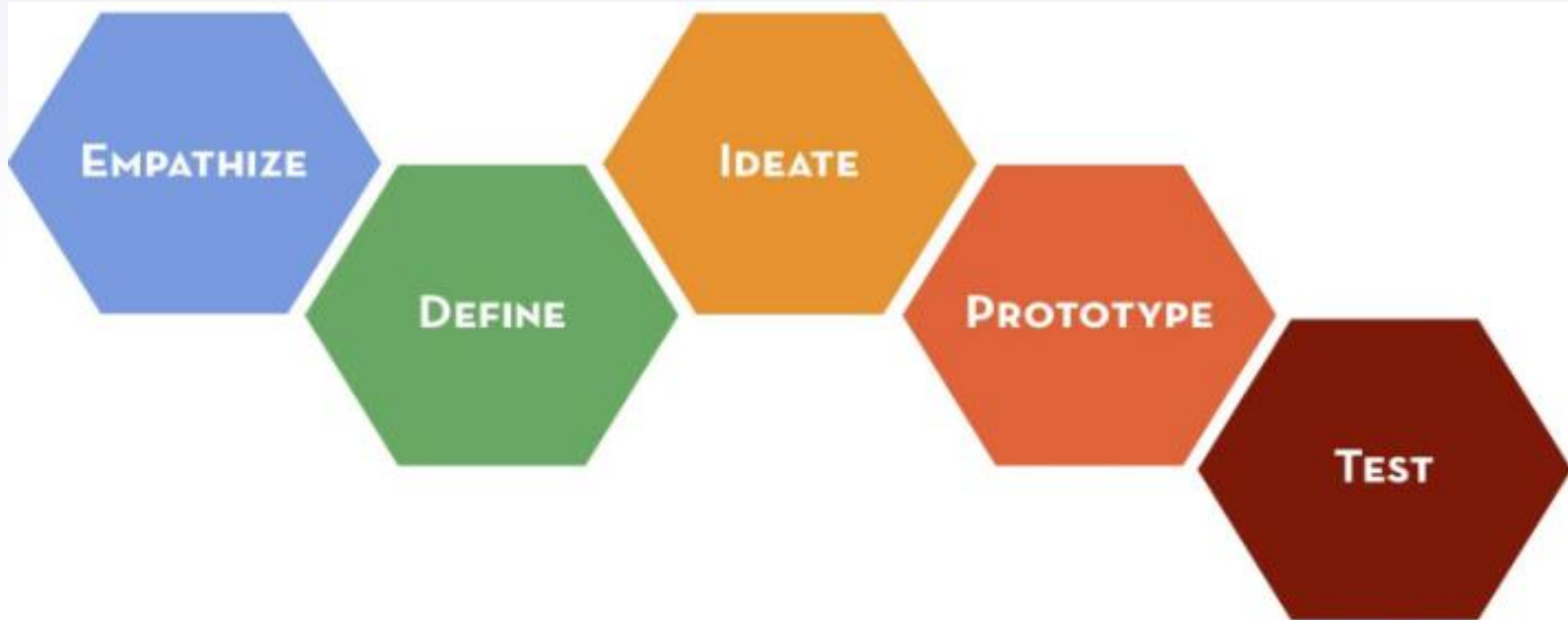
Design thinking



What is feasible.

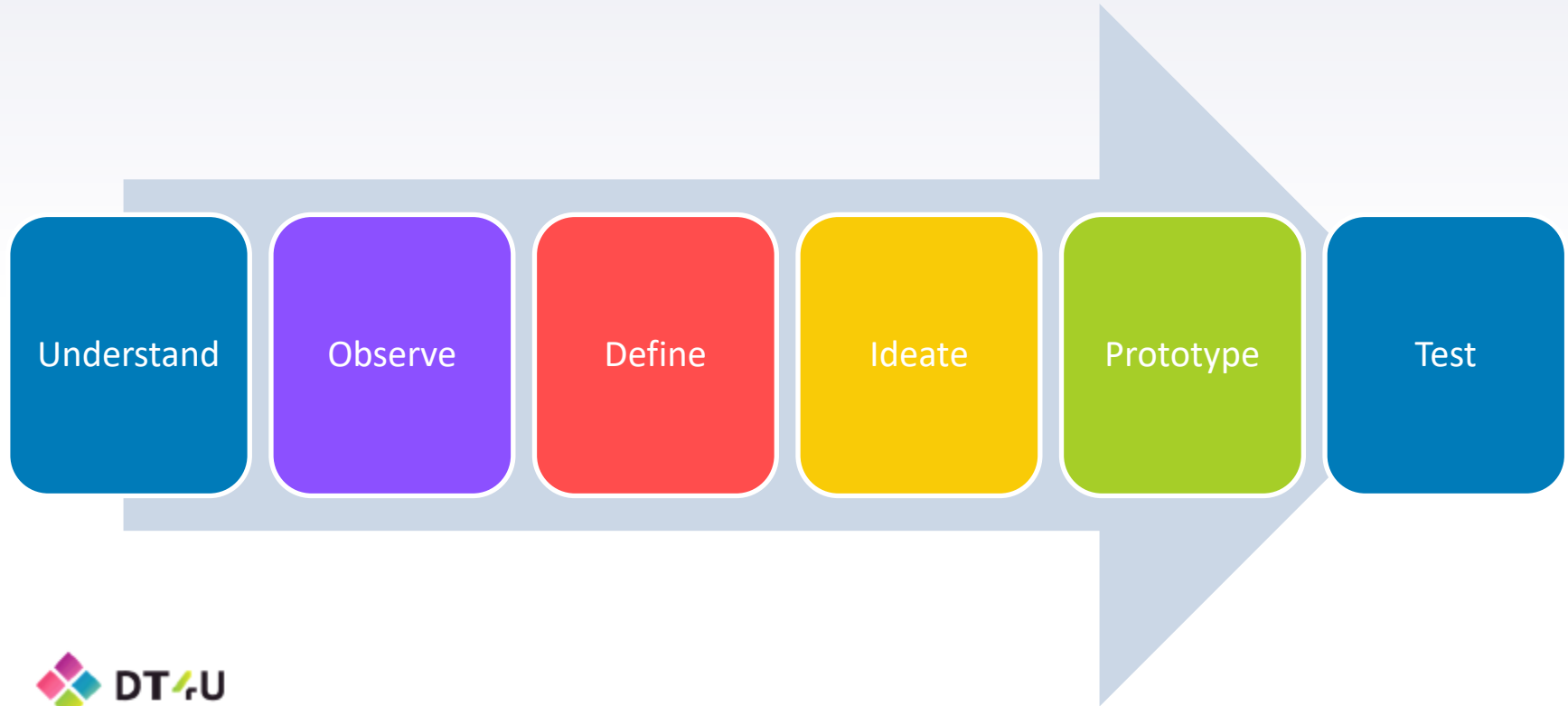
The intersection of design,
business, and technology.

Design thinking model



IDEO

Design thinking model



The project

50% of the world does not have access to internet

Think of ways to bring internet to the world

Think about how individuals will use the internet

For communication, education, health, crisis management, etc.

Teams

Team A

Moderator: Hariklia

Hazleen, Michela,
Irum, Carlos

Room:

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Team B

Moderator: Olivier,
Christina

Raja, Triinu, Nguyet,
Tri, Kamran

Room:

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Team C

Moderator: Costas,
Sotiris

Dhiraj, Manish, Huy,
Alden

Room:

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0. Warm-up

Team name and logo

- ▶ Decide on your team name
- ▶ Create a team logo

Team canvas

Team Canvas Basic

Version 0.8 | theteamcanvas.com | hello@theteamcanvas.com

Most important things to agree on to kick off effective team project
and get members to know each other better

Team name

Date



GOALS

What you as a group really want to achieve? What is our key goal that is feasible, measurable and time-bounded?

What are our individual personal goals?



ROLES & SKILLS

What are our names? What skills and strengths do we have on board of our group?
What composition of roles would help us get where we want to be?

What are we called as a group?

PURPOSE

Why we are doing what
we are doing in the
first place?



VALUES

What do we stand for? What are guiding principles? What are our common values that we want to be at the core of our team?



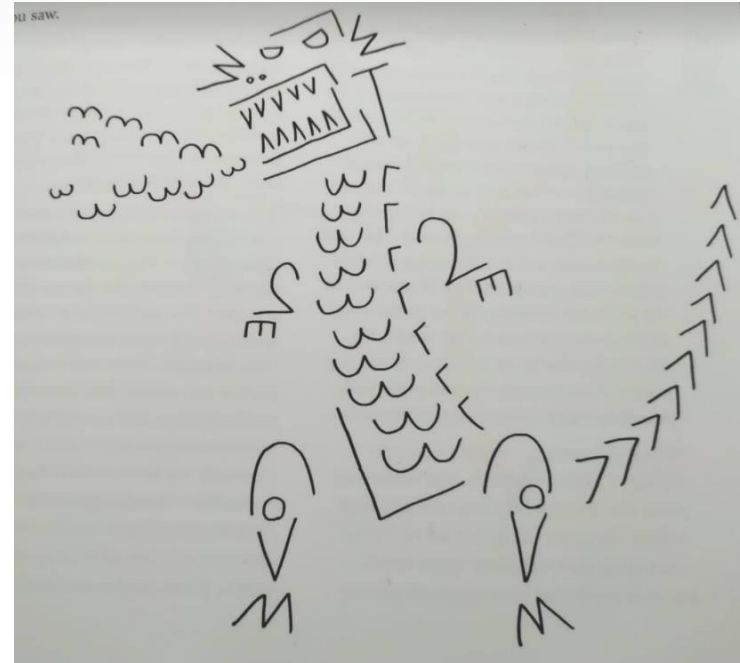
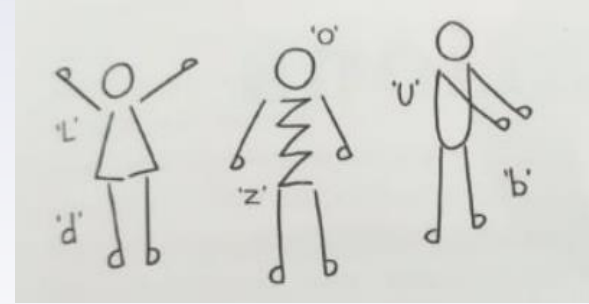
RULES & ACTIVITIES

What are the rules we want to introduce after doing this session?
How do we communicate and keep everyone up to date?
How do we make decisions?
How do we execute and evaluate what we do?

ABC sketching

** Creative arts for curious people, Ashish Goel

- ▶ Write Latin letters
 - ▶ AAA, BBB, CCC, LLL, OOO, ZZZ, WWW, ddd, UUU, ooo
- ▶ Sketch stick people
 - ▶ Z-people, U-people, L-people
- ▶ Look in the mirror
- ▶ The more you complement text with visuals, the more people will remember your ideas



Warm-up sequence

**Creative arts for curious people, Sarah Stein Greenberg

- ▶ The story of your name
 - ▶ Find someone you don't know well and exchange stories on your name
 - ▶ How you got your name, what the name means, etc.
- ▶ Zombie apocalypse prep
 - ▶ Find another pair and discuss your unique skills you bring to the room that will aid in your survival in the zombie apocalypse
 - ▶ This brings people out of their comfort zone
- ▶ Round three
 - ▶ In the same group, discuss you are seen in your field, work, school

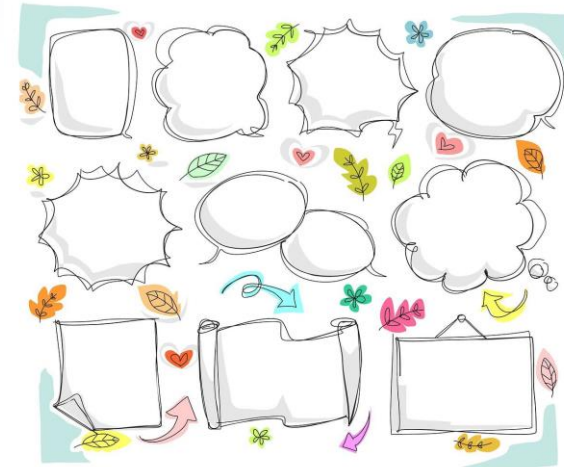


Understand

1. Associations

Activity 1: Understand Associations

- ▶ Write down 5 ideas that come to mind in relation to using the internet



Activity 1: Understand Associations

- ▶ Write down 3 more associations related using the internet and people



Activity 1: Understand Associations

- ▶ Write down 3 more associations related using the internet and places



Activity 1: Understand Associations

- ▶ Write down 3 more associations related using the internet and feelings



Activity 1: Understand Associations

- ▶ Write down 3 more actions related to using the internet





Understand

2. Empathy

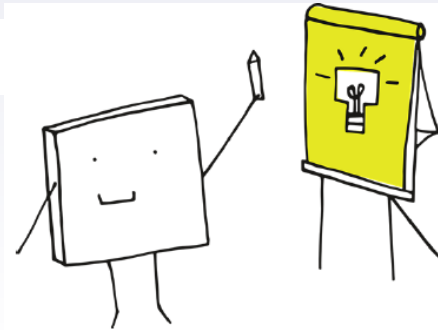
Activity 2. Empathy

- ▶ Look for problems
- ▶ Which areas in a process are problematic?



Activity 2. Empathic research

- ▶ Select **1 problematic area**
- ▶ Perform short research
- ▶ Try to answer the following questions:
 - ▶ **Find 3 pictures demonstrating the problem**
 - ▶ Find an article on the problem
 - ▶ Find a short video on the problem
 - ▶ **Present the problem and the proof to the group**





Observe

3. Interviews

Activity 3. Interviews

- ▶ Prepare a list of questions to ask potential users
- ▶ Think about:
 - ▶ Who you will ask
 - ▶ Where the interview will take place
 - ▶ What will be the interview questions
 - ▶ Conduct at least 5 interviews
 - ▶ Each interview should be about 30 minutes

Activity 3. Interviews

- ▶ Tips
 - ▶ Plan the location
 - ▶ Think about who will give the most valuable information
 - ▶ Need 3 team members: to interview, observe, take pictures
 - ▶ Come to the interview with predefined questions, but don't focus on the order
 - ▶ Remember that you cannot predict how the interview will evolve, be prepared to adapt

Activity 3: Observe Interview cards

Interview preparation

WHO?

(Why that group?)

WHERE? (Interview surrounding)

(Why there?)

QUESTIONS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
-
-

Tips

1. Plan the location where you conduct interview
2. Plan who can give you the most valuable information.
3. 3 team members are needed: one who conducts interview, one who takes notes, one who observes the interviewee/take pictures.
4. Come to interview with pre-defined questions, but don't focus of their order.
5. Remember that you can't predict the whole course of the interviews, be prepared but open to.

Activity 3: Observe Interview cards

Interview card

Picture / Photo



Name:
Sex:
Age:
Occupation:

Tips

1. Note everything!
2. Ask questions WHY?
3. Be curious as a child!
4. Observe your interlocutor!

WHERE? (Interview surrounding)

Notes

Activity 3. Interviews

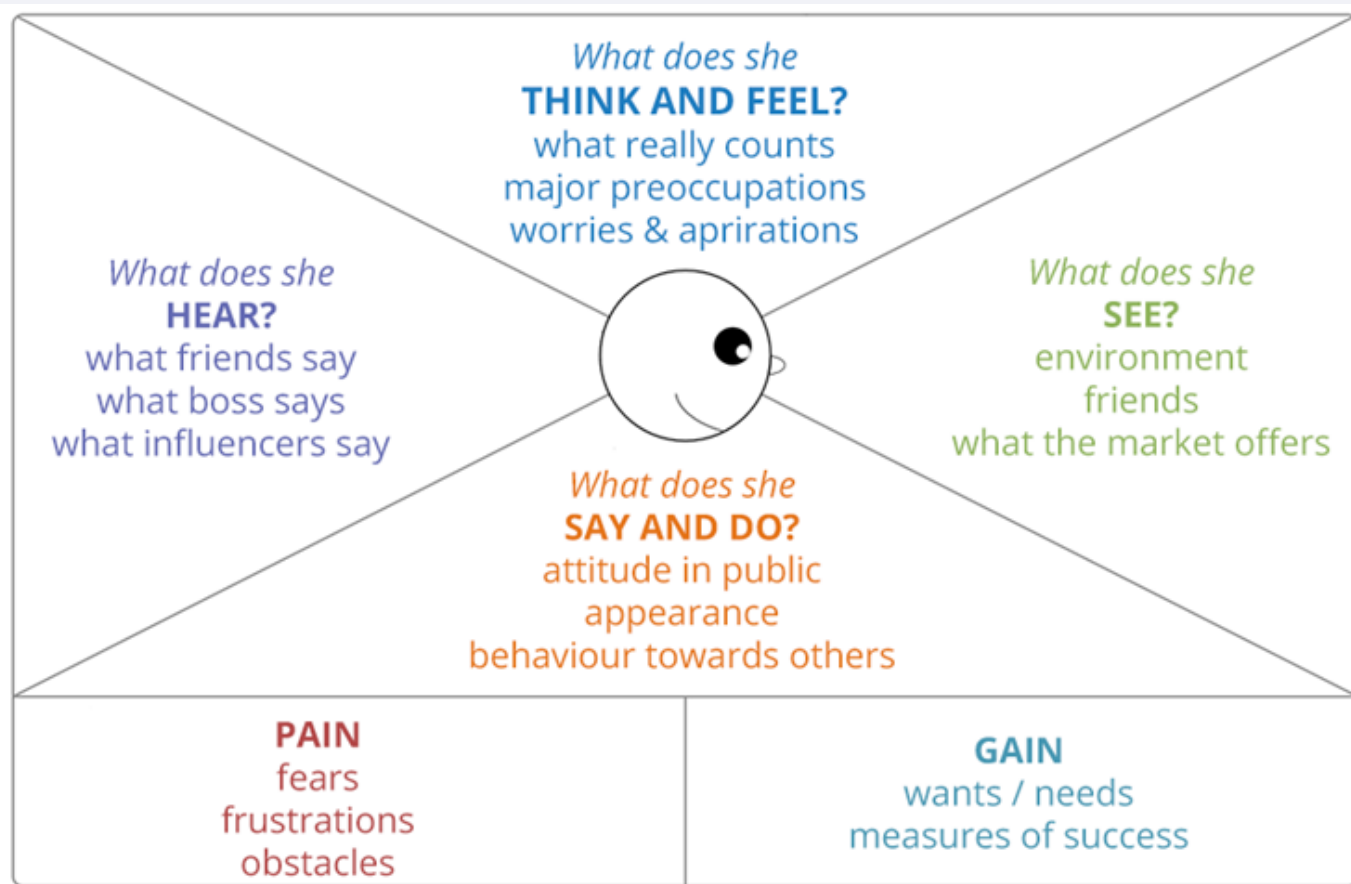
- ▶ Make an empathy map
- ▶ Share with your team all findings gathered in the interviews



Create a user persona

1. **Picture + features**, not very creative, just a draft
2. **Roadmap - journey or story for a person**, where they come from, education, what they do now, etc. Use age of the person, how they became what they are now, what is their experience. Visualize it with pictures, etc.
3. **Mindmap**. In the middle is the picture of the person, then around make notes with information
4. **Empathy map**. What this person or group does, what they hear, what they feel. Make it visual by drawing or finding pictures to put on a paper
5. Or make our own template using elements from above

Create an empathy map





Define

4. Point of view

Activity 4. Point of view

Who

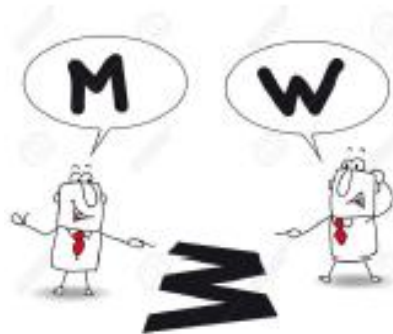
- The user

What

- ... needs a way to ...
(use verbs)

Why

- ... because ...
(insight)



Activity 4. Point of view

- ▶ **How might we** ... find a way to ... allow the user to ...
- ▶ **What are the ways we could** ...
- ▶ **What kind of scenarios could we imagine?**

How might we **ACTION**
WHAT for **WHOM** in
order to **CHANGE**
SOMETHING



Ideate

5. Ideation

Ideation rules

- ▶ From quantity to quality
- ▶ We are the team
- ▶ One conversation at a time
- ▶ Never criticize the ideas of others
- ▶ There are no stupid ideas!
- ▶ Build on the ideas of others
- ▶ Encourage wild ideas
- ▶ Constructive feedback

Activity 5. Ideate

- ▶ **Part 1:**
- ▶ Think about ideas the implementation of which costs at least 1m Euros

Activity 5. Ideate

- ▶ **Part 2:**
- ▶ Think about ideas the implementation of which costs 1 Euro

Activity 5. Ideate

- ▶ **Part 3:**
- ▶ Avalanche
- ▶ One idea starting with each letter of the alphabet



Activity 5. Ideate

- ▶ **Part 4:**
- ▶ Think of something that is uncomfortable for someone

Activity 5. Ideate

- ▶ **Part 5:**
- ▶ If you could solve it with magic, what would you do?



Prototype

6. Selecting an idea

How to select an idea

- ▶ Make a short list of the ideas produced in ideation
- ▶ Select
 - ▶ The most innovative
 - ▶ The craziest
 - ▶ The most straightforward
- ▶ Select an idea that can be prototyped
- ▶ Users will experience the solution and provide feedback

Create a poster with your solution



TEAM

Authors
Be proud of your work! Add the names of the people involved in this work!

Affiliations
We are also proud of the institutions that we are coming from. Let's let them know by adding their names and logos here.

LOGO
A place for
the team logo!

POSTER TEMPLATE

INTRODUCTION TO THE TOPIC

Posters are popular method of presenting research findings in a concise and visually pleasing manner. Start by introducing the subject of your research and/or your hypothesis. Try to answer briefly these questions:
What are the questions about this topic that you want to answer? What new things can it contribute to the existing literature?
What is the background for the topic in real world?



OBJECTIVES

It is important for your audience to know what you want to achieve with your research. State this as clear as possible.



ICT IN YOUR PROJECT

Let people know how ICT enriches your solution. This may vary depending on your project. Highlight the areas of application (e.g. education, health, communications, etc.) and discuss ICT benefits.



TARGET GROUPS

State the target audience of your proposed solution. Think about:

- Their description
- Their motivation
- Their surrounding
- Their possibilities to use the solution



SOLUTION

Expand on your findings by discussing constraints and all the details of your proposed solution. Keep it simple and direct to the point. Use bullets for emphasis. Include key graphs, tables, illustrations, and other images that support the presentation and show a visual representation of your work.



Graphs are great in helping make numbers easier to understand



Write a caption that will clearly explain what this graphic is about and how it relates to the study.

MARKET IMPLEMENTATION POTENTIAL

Summarize your study and let the viewers know two to three key findings. You can also add a description of a possible market implementation potential of your solution.