Design Thinking is a Process

Input – Transformation – Output

What to do in **Design Thinking**?

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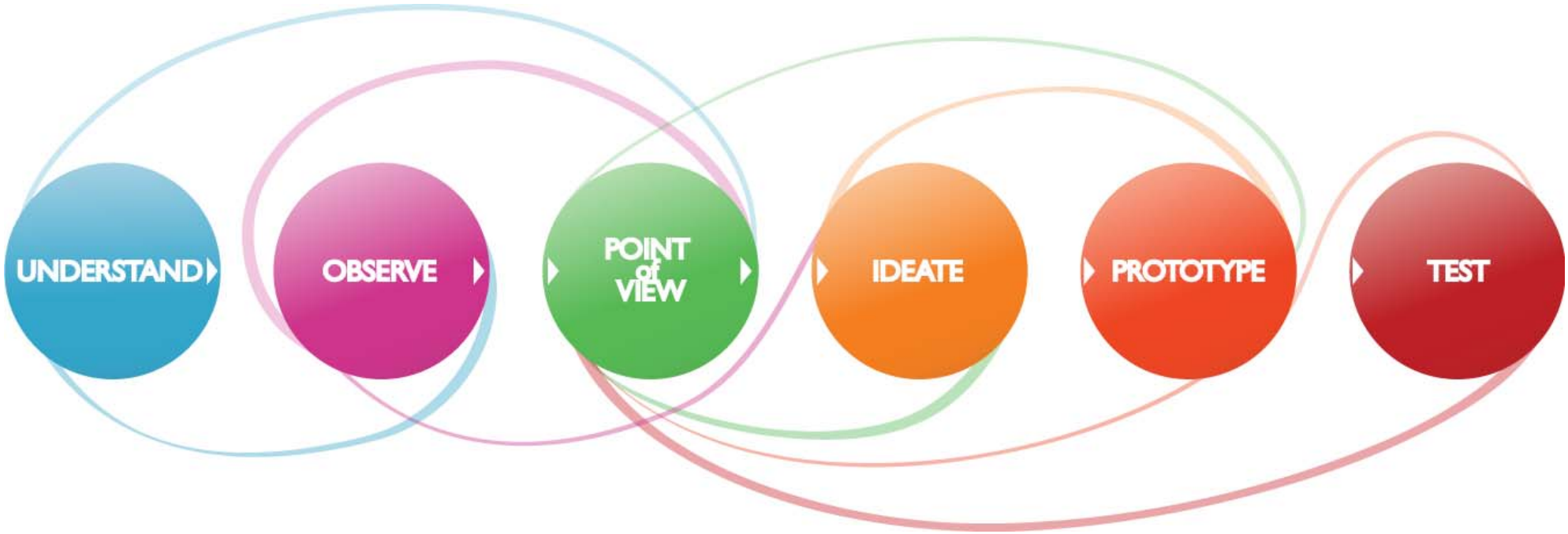
They did it in Bukarest

They did it in Arnhem

They did it in Laheema

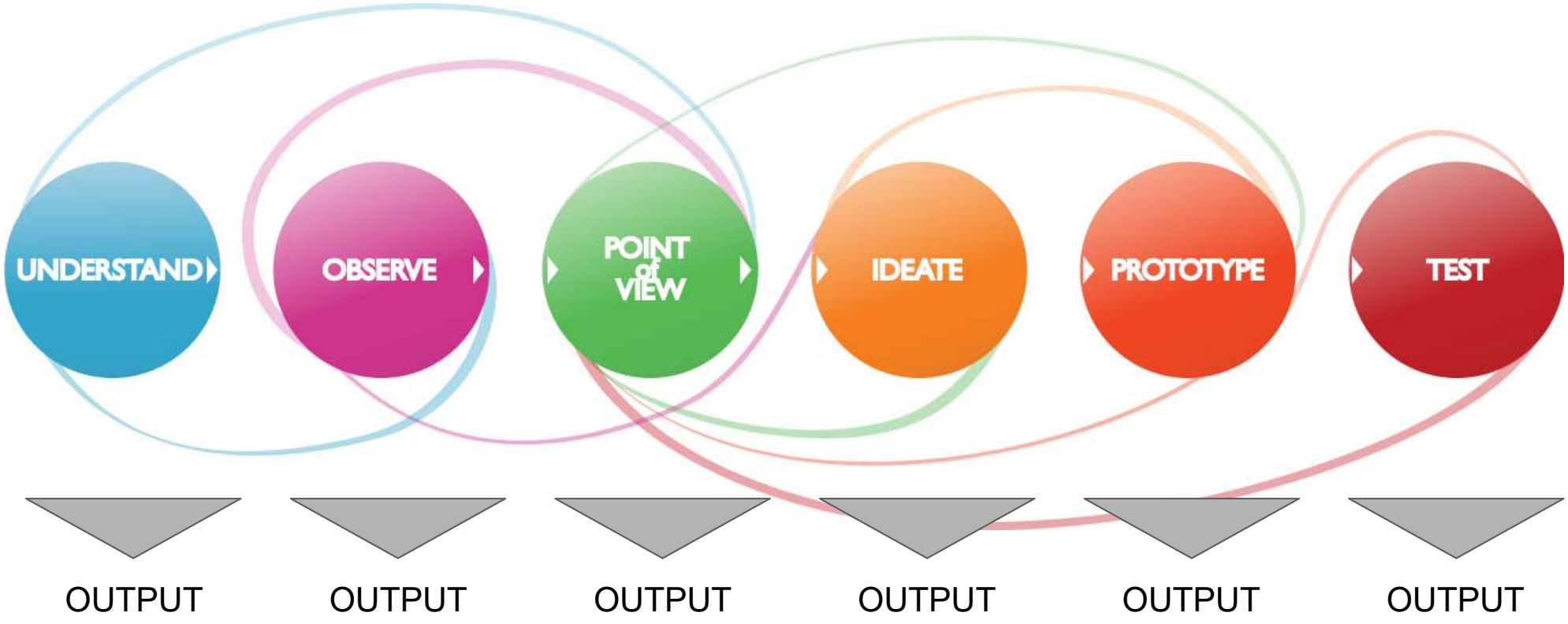
But what to do in Design Thinking?

The Design Thinking Process



Source: https://dschool-old.stanford.edu/groups/k12/wiki/17cff/

The design process generates OUTPUT



Source: https://dschool-old.stanford.edu/groups/k12/wiki/17cff/

UNDERSTAND OBSERVE POINT of VIEW IDEATE PROTOTYPE TEST

Go to „Safari“
Listen
Watch
Smell
Taste

Output: e.g.
Empathy-Map,
Persona Form,
Fotos,
Sketches,
Recorded Interviews,
Ishikawa-Diagram.

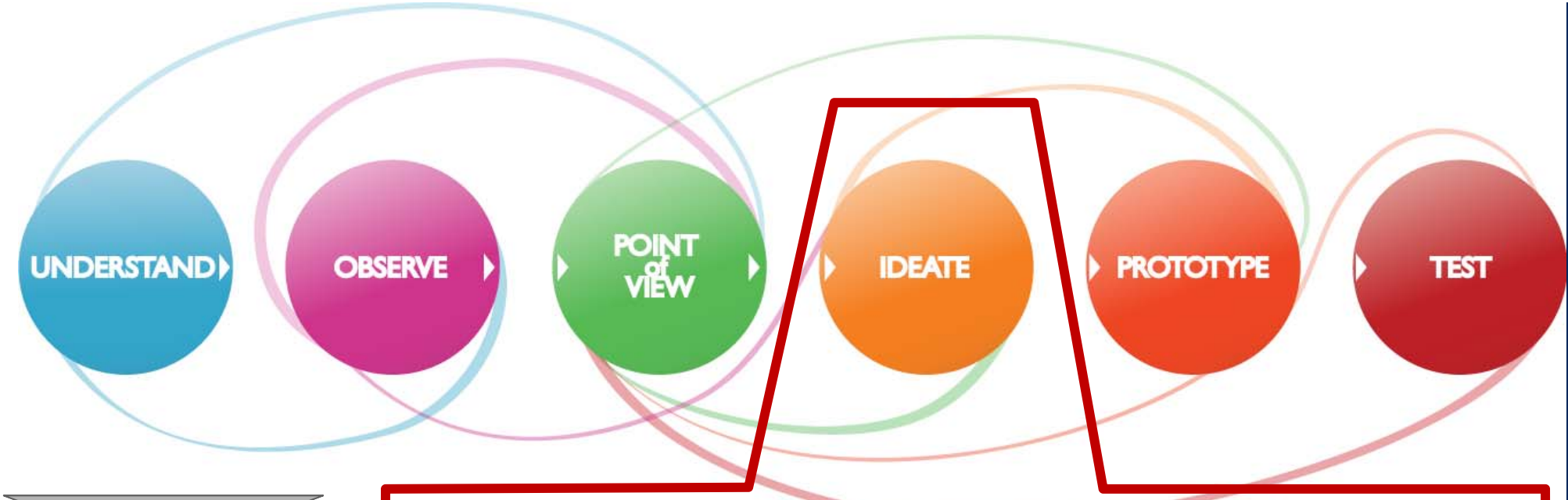
Ask WHY 5 x times

UNDERSTAND → OBSERVE → POINT of VIEW → IDEATE → PROTOTYPE → TEST

Gather Data. Document all ideas. Visualize. Find patterns … Go out, ask again.

Output: e.g.
Statistics out of surveys, interviews, data warehouses, …with graphs. Different structures, like hierarchies, priorizations,…of the data

Define the challenge form.

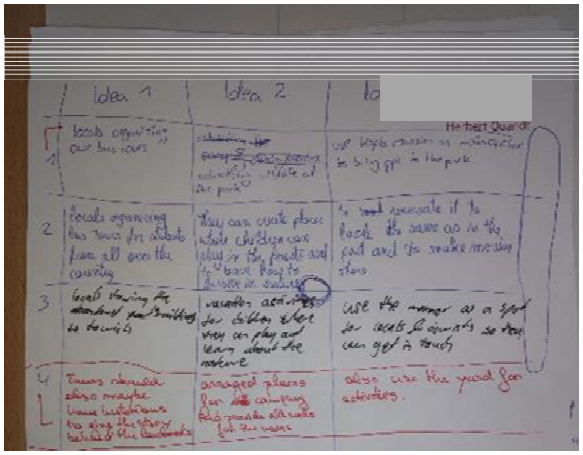


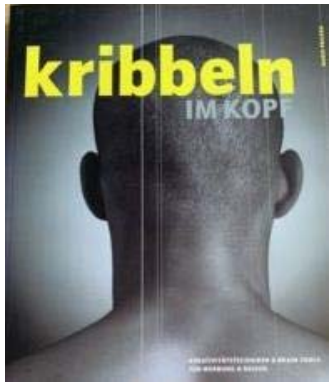
Output: e.g.
Brain-writing results:
6-3-5 Method….

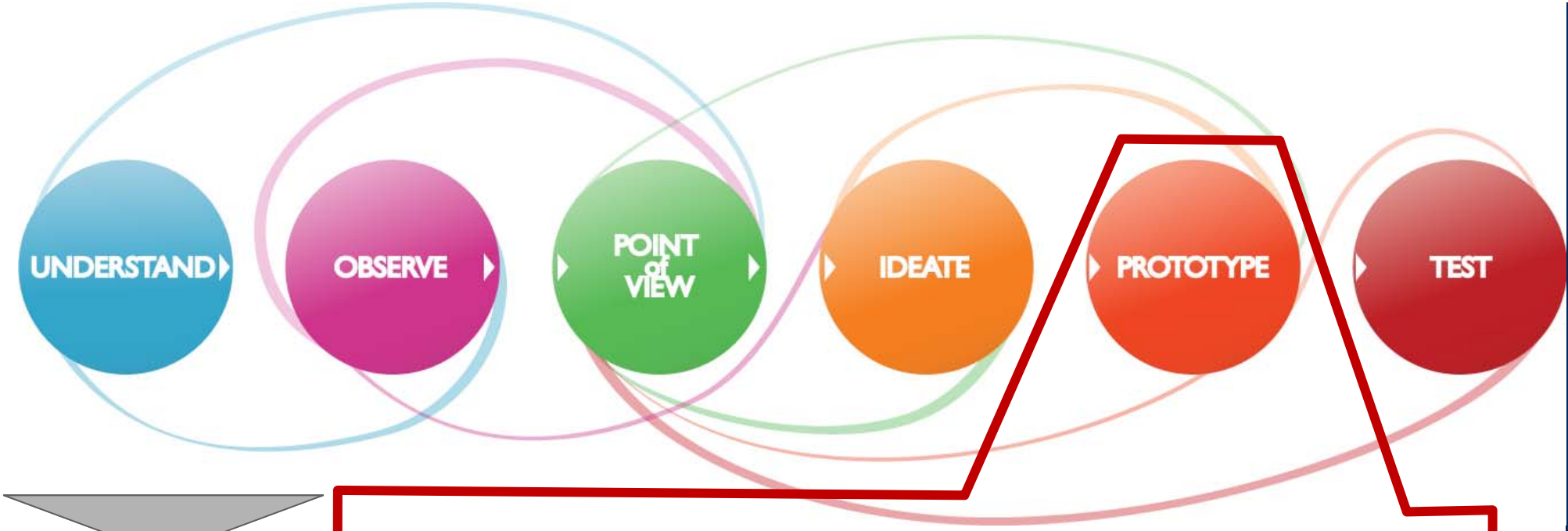
Post-it‘s….

Dream, dream, dream

If people aren‘t calling you crazy, you are not dreaming BIG enough



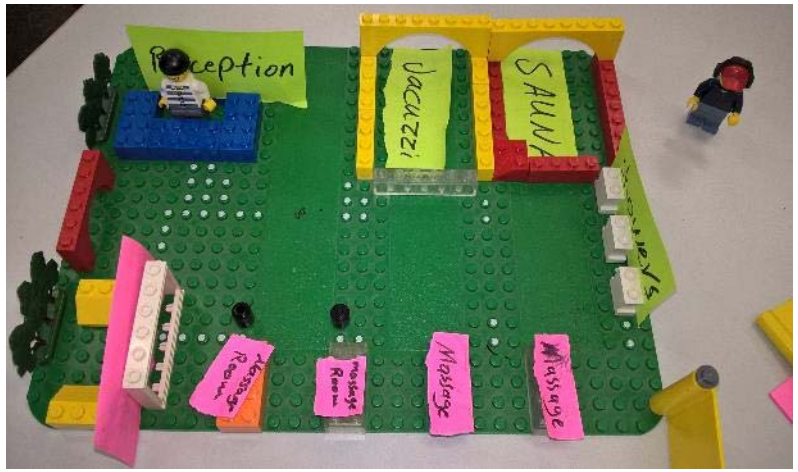




Output: e.g.
Paper-Model,
LEGO-Model,
Fake-Homepage,
Fake-Flyer,
Fake-Poster,
Presentation
…with fake-pictures.

Prototype
Syrian Food Truck

Prototype Syrian Bath
(like Hamman)

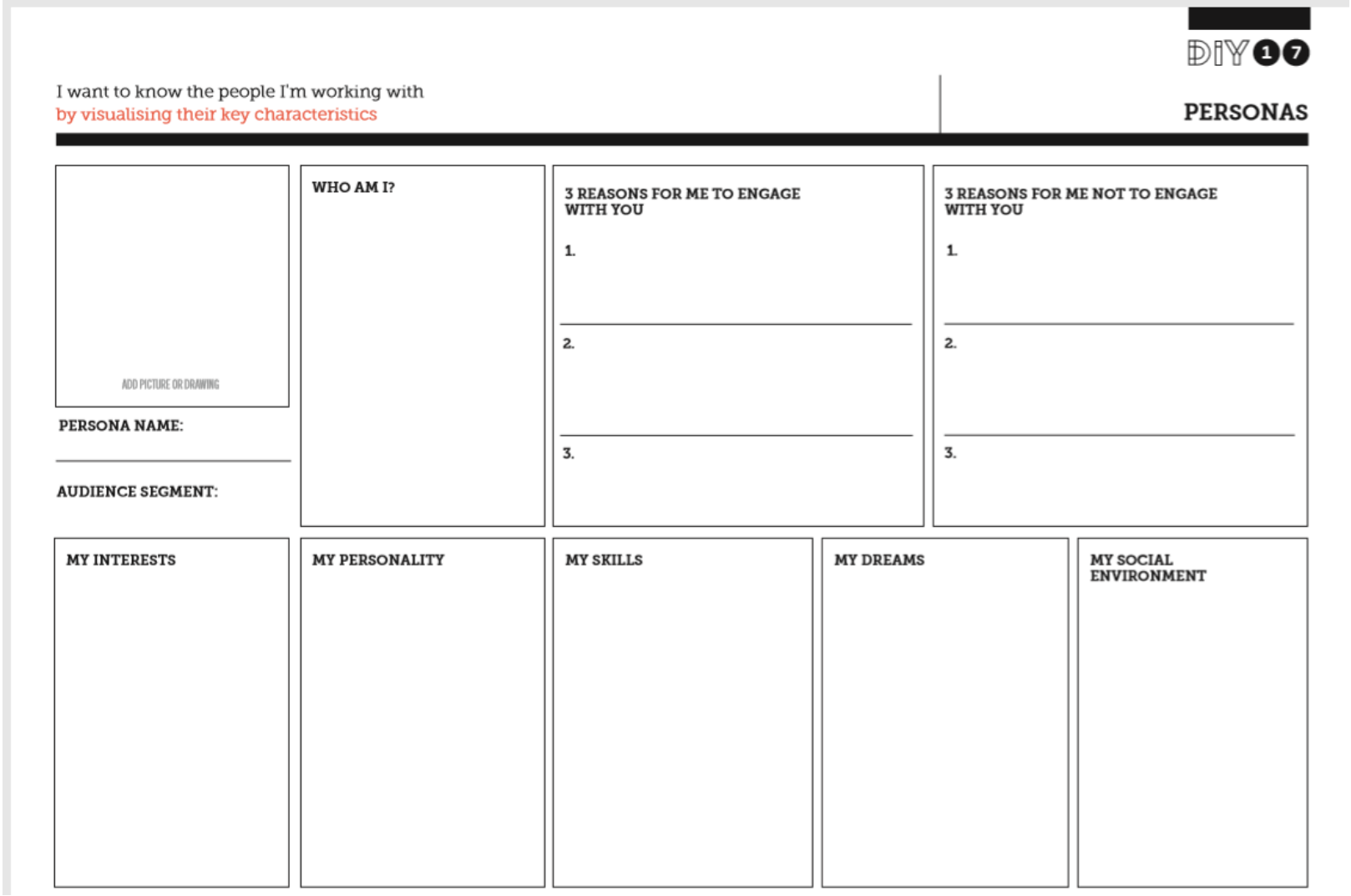


UNDERSTAND → OBSERVE → POINT of VIEW → IDEATE → PROTOTYPE → TEST

Possible OUTPUTS based on forms….

4 Forms & Templates DT

Persona 1



DIY 17

I want to know the people I'm working with
by visualising their key characteristics

PERSONAS

ADD PICTURE OR DRAWING

PERSONA NAME:

AUDIENCE SEGMENT:

WHO AM I?

3 REASONS FOR ME TO ENGAGE WITH YOU

1.

2.

3.

3 REASONS FOR ME NOT TO ENGAGE WITH YOU

1.

2.

3.

MY INTERESTS

MY PERSONALITY

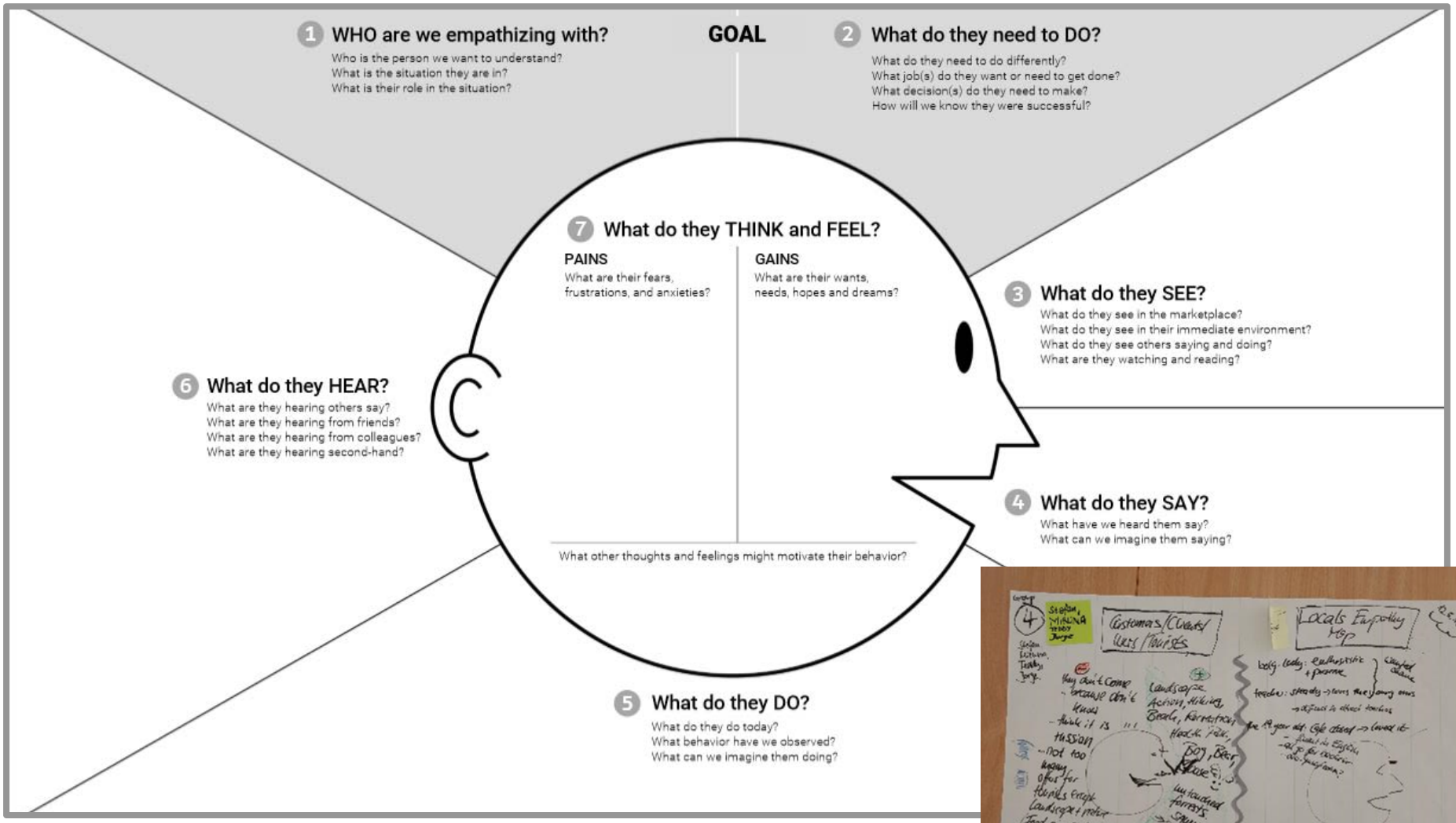
MY SKILLS

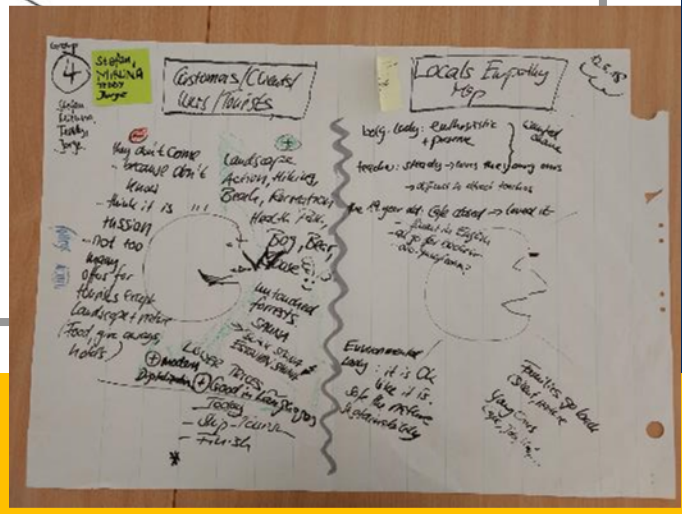
MY DREAMS

MY SOCIAL ENVIRONMENT

4 Forms & Templates DT

Empathy Map 3….





4 Forms & Templates DT
Define a Challenge Template

Dreams & Wishes…

Jeder studienberechtigte Schüler im Raum Stuttgart-Ulm-Freiburg weiß, dass es einen coolen VWL-Studiengang in Nürtingen gibt, mit dem man was im Leben anfangen kann.

Den Studierenden ist es eine Freude und Ehre an der HfWU VWL zu studieren.

How might we…

- *Wie könnten wir …die Information vom coolen VWL-Studiengeang in einen Slogan packen.*
- *Wie könnten wir …den VWL-Slogan finden, der sich verbreitet.*
- *Wie könnten wir …das Bewusstsein schärfen, daß es eine Freude und Ehre ist an der HfWU VWL zu studieren.*

Erst nach dem Studienabschluss wächst die Erkenntnis bei den Studierenden, dass es eine besondere Zeit war. Die Alumni kommen zum Sommerfest, die aktuell Studierenden nicht.

Fruits that could be better…

Wie könnte man Studierenden klar machen, dass das VWL-Studium eine tolle Chance ist!
Wie könnte man Leute dazu bringen, einen VWL-Sticker aufs Auto zu kleben!

How might we…

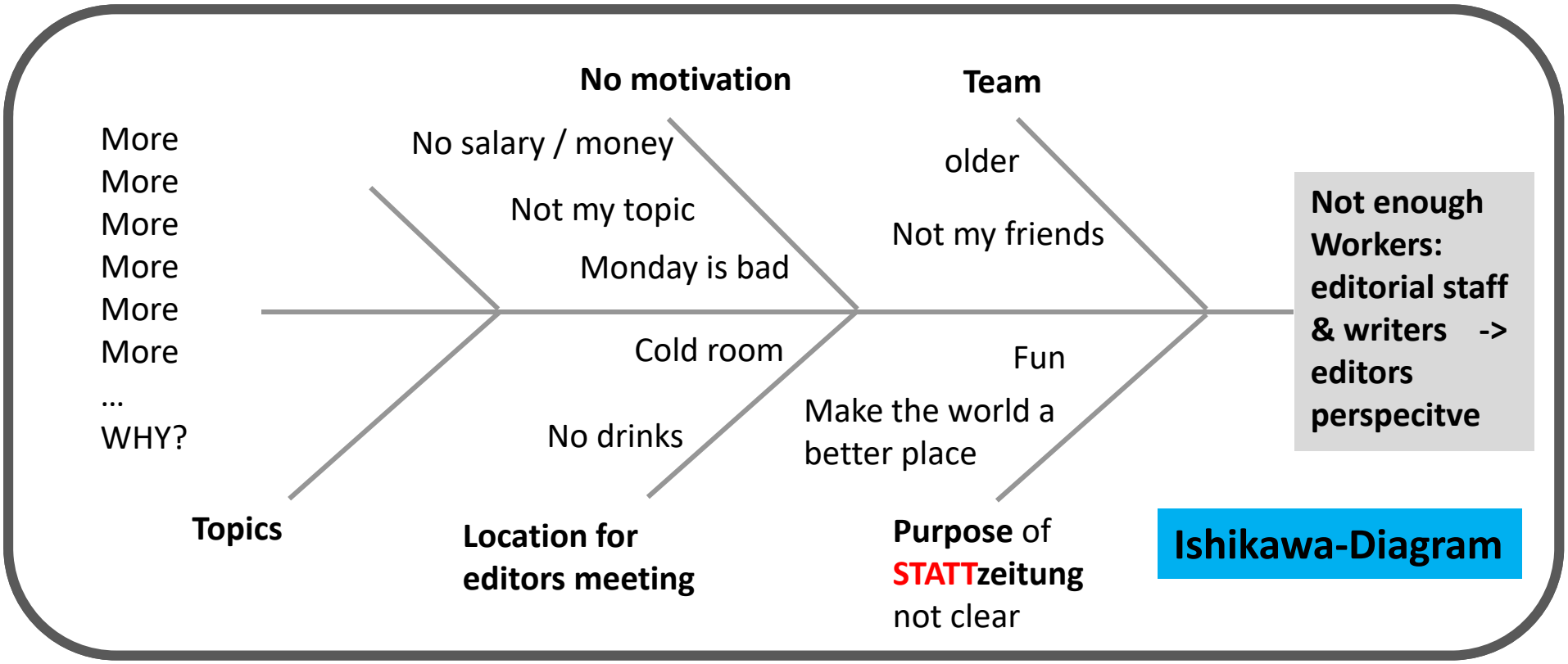
4 Forms & Tamplates DT

Define the challenge….

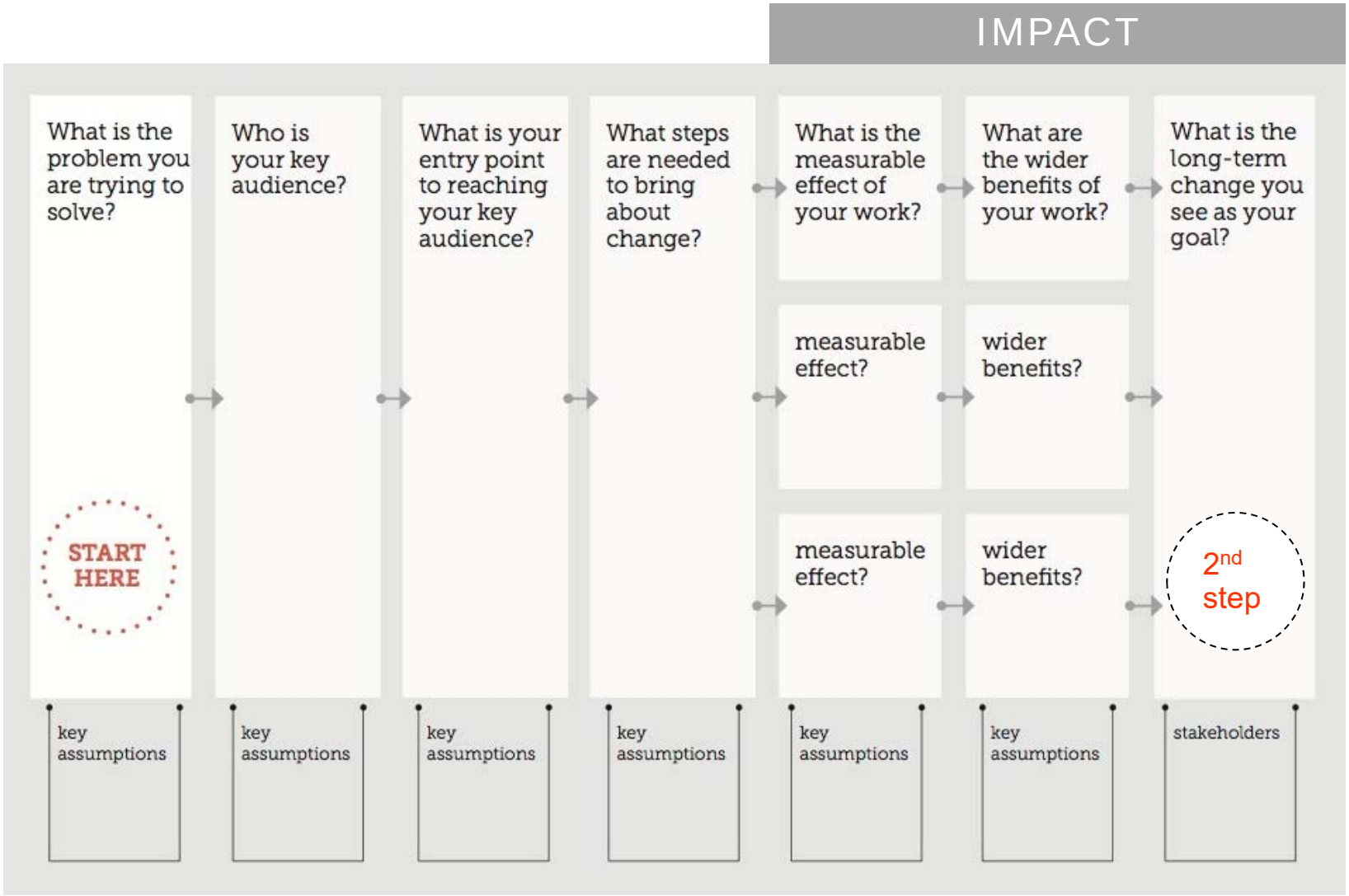
What are the challenges? ….go deeper – understand better – ask WHY

Do not go into solutions too early

Ask 5 x times WHY: WHY? WHY? WHY? WHY?



4 Forms & Templates DT
Theory of Change Template



Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen

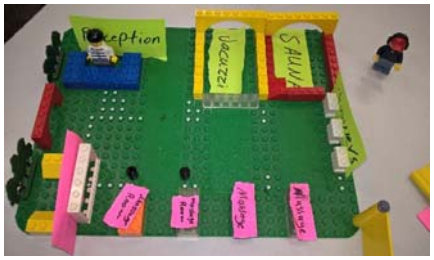
4 Forms & Templates DT
Give structured feedback

+ likes	Δ changes
? questions	new ideas

PROTOTYPE

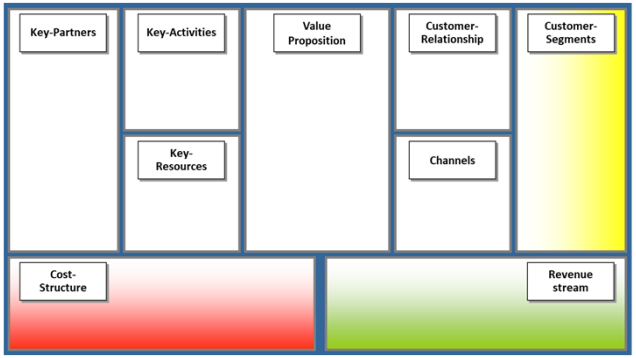
4 Forms & Templates DT
Prototypes

Paper Models



LEGO-Paper Models

Posters & Flyers



Business Model Canvas

Business Plan

Literatur Design Thinking
Books and Sources

Brown, T. (2009). Change by Design. How Design Thinking transforms organizations and inspires innovation. New York.

Stickdorn, M., Schneider, J. (2016). This is Service Design Thinking. 6th edition. Amsterdam.

Dark Horse Innovation (2016). Thank God it's Monday. 3rd edition. Berlin.

Platforms/pages

https://diytoolkit.org/tools/theory-of-change/	London (UK)
https://dschool.stanford.edu/	Stanford (US)
https://www.designthinkersacademy.com/	Amsterdam (Netherlands)
https://hpi.de/school-of-design-thinking.html	Potsdam (Germany)