Craft Solution using Design Thinking

Presented on RGB Training – UI/UX Workshop, a collaboration between Software Engineering and Database Research Laboratory, Telkom University

@afnizarnur
Hi there 👋, I’m Afnizar
Table of Contents

- What is Design Thinking
- Why we learn Design Thinking?
- Design Thinking Process
- Hands on Design Thinking
What is design thinking?
“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown, president and CEO, IDEO
Design Thinking is a foundation, a philosophy, a toolkit for innovation💡
The truth about innovation is that it’s all about people. We’re people creating things for people.
Why learn design thinking?
To create a product, service, or experience that **people want** (desirability), has real potential to **become useful** (viability), and can **easily or conveniently** be built in terms of technology (**feasibility**).
It’s important to stay focused on one phase at a time. And iterate fast.
“Creativity is the habit of continually doing things in new ways to make a positive difference to our life”

Dan Nessle, Hyper Island, 2015

https://medium.com/digital-experience-design/design-thinking-creativity-at-hyper-island-53d41fc359cc
Design Thinking
Process
https://blogs.adobe.com/creativecloud/design-thinking-a-manual-for-innovation/
But before that
Every participants unite as a group, do introduction again, it’s okay if you’re already know each other.
Empathize
Empathize is the ability to put yourself in someone else's shoes to start “seeing” things through his/her eyes.
Why we empathize
Information is gathered at this stage to use during the next stage and to develop the best possible understanding of the users, their needs, and the problems.
Build **Empathy**

1. Interviews
2. Observation
3. Experience
5 Whys
5 Whys is an iterative interrogative technique used to explore the cause-and-effect relationships underlying a particular problem.

https://en.wikipedia.org/wiki/5_Whys
It states that if you ask “Why?” 5 times, you can get to the root of any problem.
Aku putus sama pacarku. *(the problem)*

1. Why? - Dia nggak bales chatku. *(First why)*

2. Why? - Dia sibuk dengan kegiatannya. *(Second why)*

3. Why? - Dia ingin fokus. *(Third why)*


5. Why? - Prioritas utamanya adalah kegiatannya. *(Fifth why, a root cause)*
Let’s start conducting the Interviews!
After that, let’s discuss about the need and get insights!
5 Minutes
Define has 2 stages

- Define the point of view
- Define the key problem
Define the point of view

To define, or re-define, the problem or challenge, a point of view (PoV) formula can help: $\text{PoV} = \text{persona} + \text{need} + \text{insight}$
Example of point of view

“Ara, a senior data scientist who loves to delight stakeholder with a well-designed report, because she felt the reports that have been there before is very uninteresting and hard to read.”
4 Minutes
Define **Key Problem**

Example:

- Easy to use app
- Design at the speed
- Performance and quality
- Meaningful workflows
Why we define
The Define stage will help the designers in your team gather great ideas to establish **features, functions**, and any other elements that will allow them to solve the **problems** or, at the very least, allow users to resolve issues themselves with the **minimum of difficulty**.
The ideation has 2 stages

- Diverge (Make as many choices / solutions as possible)
- Converge (Select an option)
Diverge (Make as many choices / solutions as possible)

Example:
- Create an app with built-in graphical chart template
- Create an AI that understand the report needs
5 Minutes
Write down all ideas and please keep silent!
5 Minutes
Discuss the ideas
Converge (Select an option)
Please, thinker master guide your friend to **choose the best idea.**
"If a picture is worth 1000 words, a prototype is worth 1000 meetings."

- John Maeda
Prototype
A prototype is an amazing tool to help you fail fast to learn fast.
We build prototypes to learn, solve conflicting ideas, start conversations and manage the building process.
Crazy Eights
When you want people to ideate quickly on an theme, Crazy Eights is a fantastic technique!
Start by sketching the ideas we got from ideate process!
Don’t cheat your friends 😜
10 Minutes
After that, every people start to explain the prototype.
10 Minutes
Test will help to understand what actually works and what does not.
Test to refine prototypes and solutions, to learn more about the user, and to test and refine our PoV.
Usability Testing
Step 1

Choose **goal-based tasks**
Write down the top five user goals on your solution
5 Minutes
Step 2
Write scenarios
Example

Task: Search an item you want to buy

Scenario: Imagine you are a student from Telkom University. You’ve decided to create an social event for your class. Try to find some item that you need for your event.
5 Minutes
Step 3
Find the Participants
Step 4
Start **Testing**!
10 Minutes
When testing is complete go back to one of the previous phases and keep iterating, one phase at a time.
trust the process and have fun!
Thank you
Feel free to ask me any question

@afnizarnur    afnizarnur.com