DESIGN THINKING WORKSHOP

Welcome.

6th Hellenic Forum for Science, Technology and Innovation

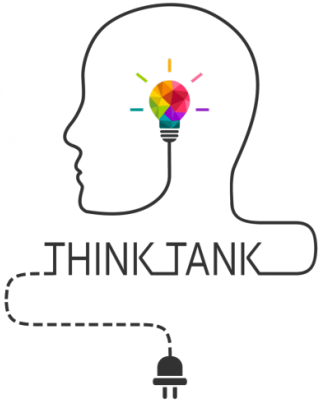
Athens, July 13th 2018

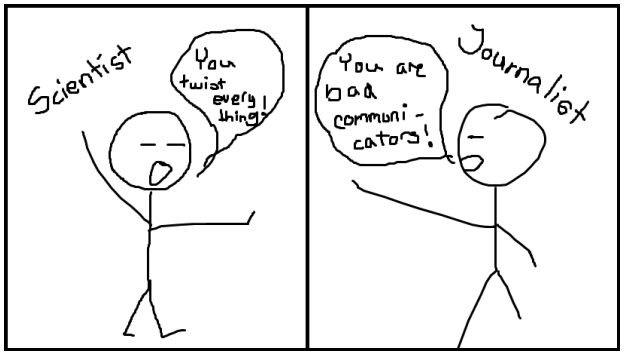
INNOVATION ACADEMY UCD

UCD DUBLIN

ABOUT ME

LONDON SCHOOL of HYGIENE &TROPICAL MEDICINE





DFG
Deutsche Forschungsgemeinschaft

ESOF
EuroScience Open Forum

It's a pleasure to be here!
Thank you for having me!

NATIONAL CENTRE FOR
SCIENTIFIC RESEARCH "DEMOKRITOS"

DESIGN
THINKING

DESIGN THINKING - INTRODUCTION

How would you design a child's tooth brush?

DESIGN THINKING - INTRODUCTION

You would most likely jump straight into ideation!

DESIGN THINKING - INTRODUCTION

Until we used ‘design thinking’ we forgot that children are not just scaled down versions of ourselves
– they have chubby little fingers and less dexterity…!

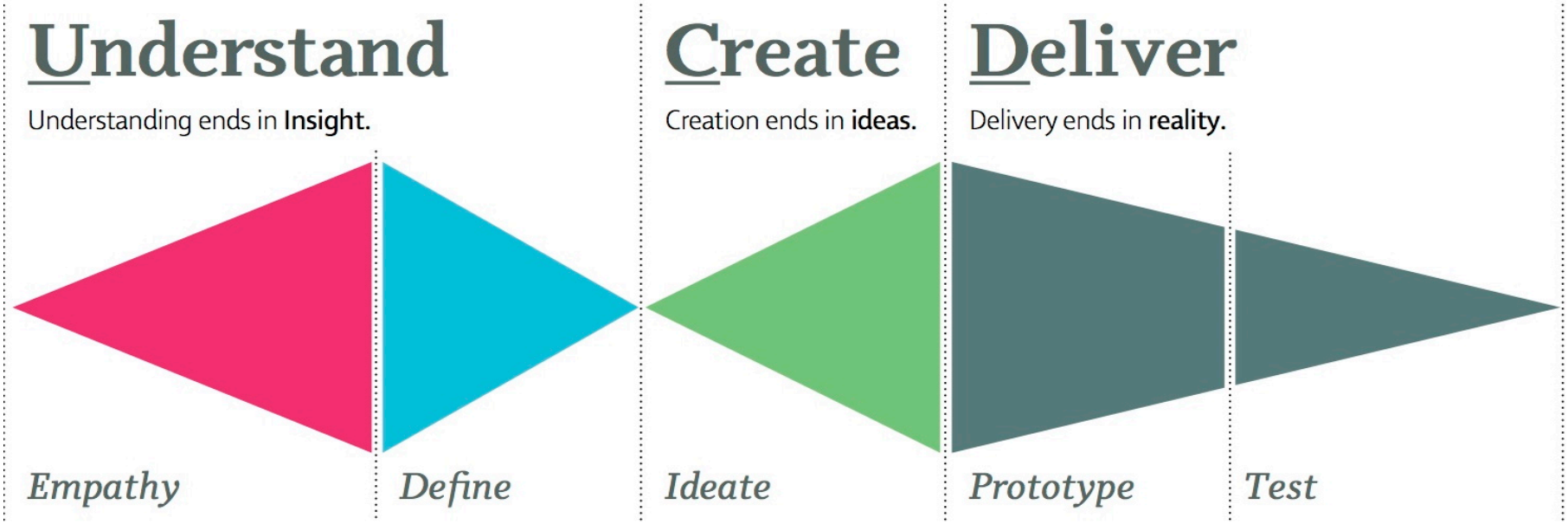
ENTER DESIGN-THINKING

With design thinking, instead of starting with 'ideation', you begin with the processes of ‘empathy' and 'defining'.

Together, these are intended to give you a better understanding of the user and their needs before thinking of possible solutions.

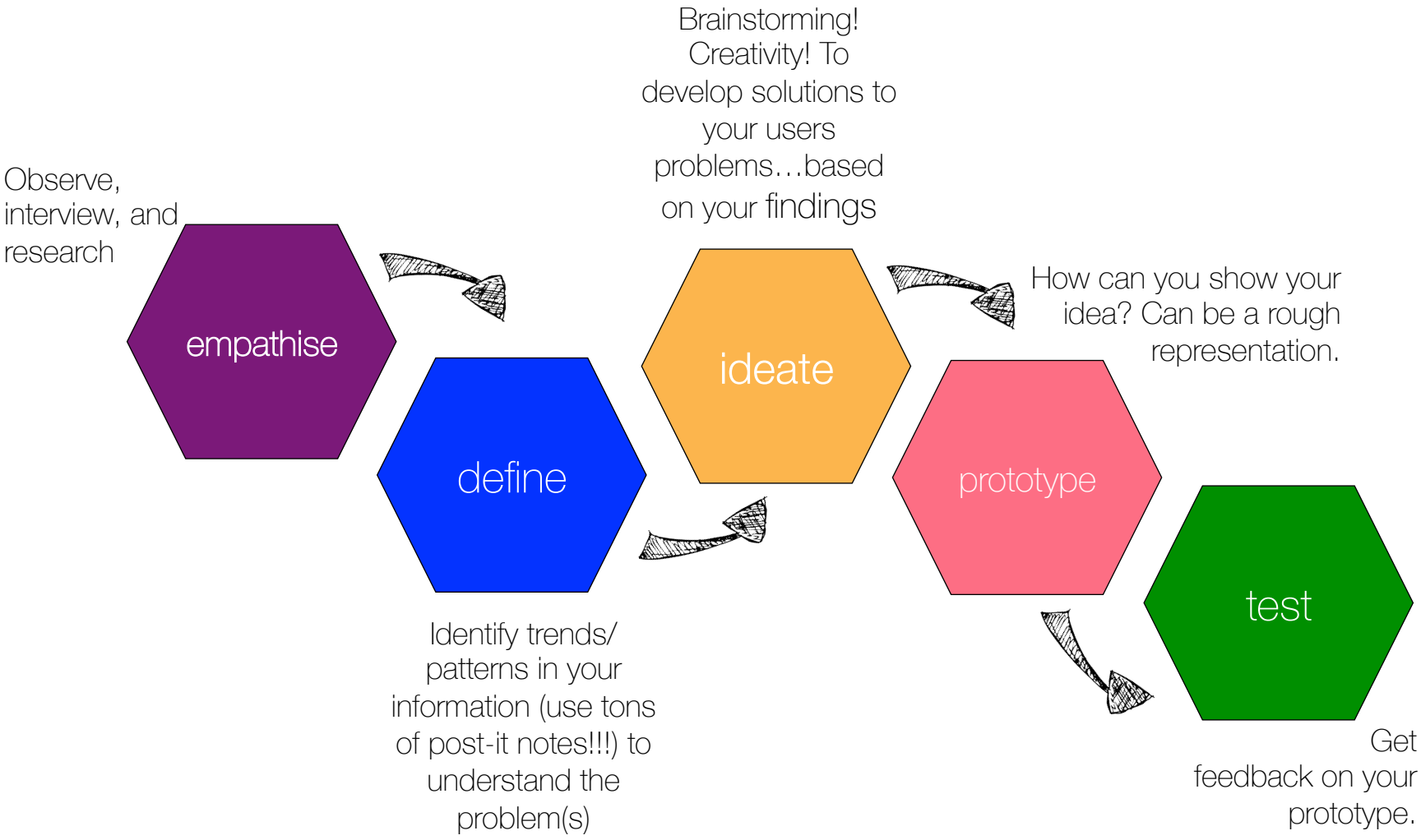
DESIGN-THINKING

Understand first, ideate later (for better products or services!)



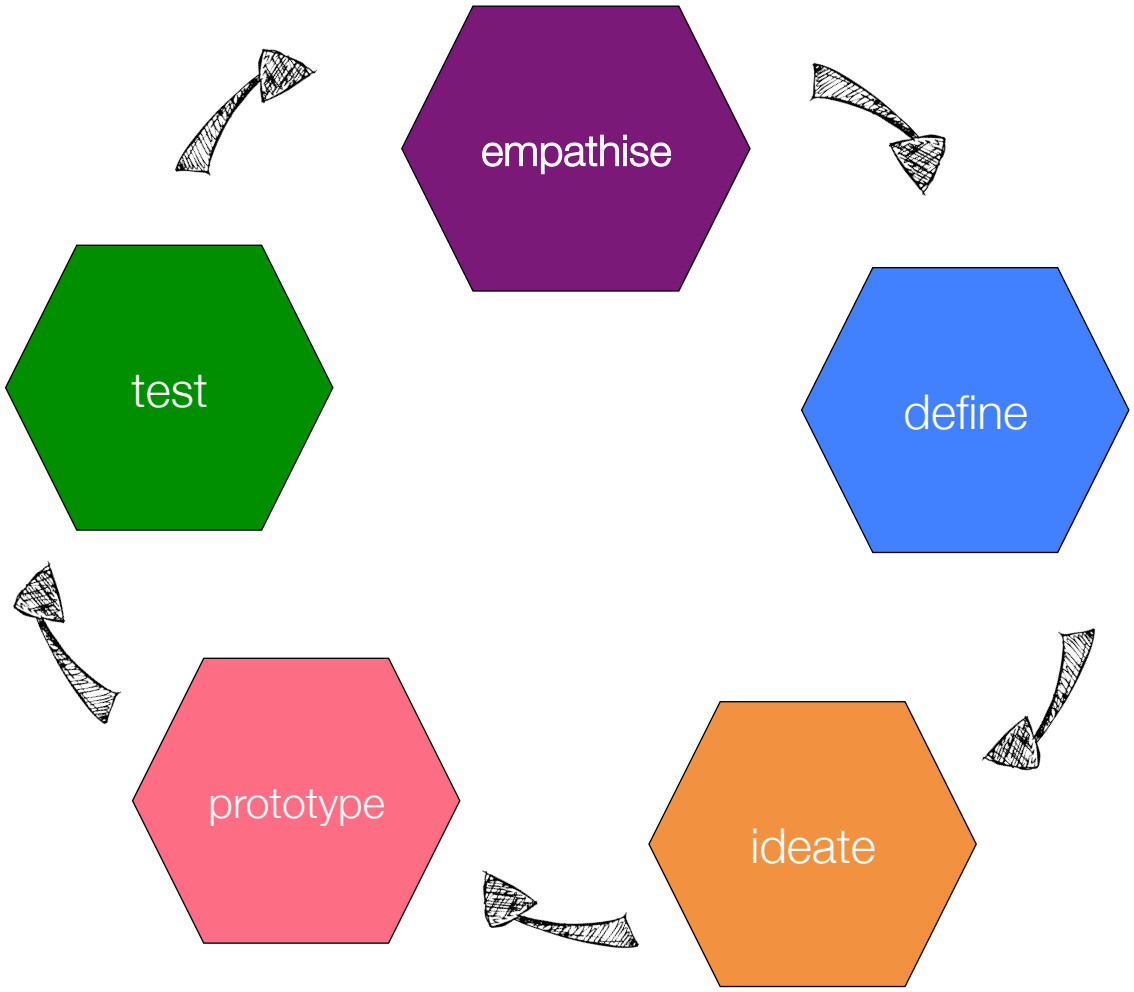
DESIGN-THINKING

There are 5 stages of the design-thinking process



DESIGN-THINKING

Based on feedback, you'll likely have to start the process over. So - in reality, design thinking is cyclical.



DESIGN-THINKING - DEFINITION

Design-Thinking is a framework that can be used to solve problems. Its structured approach provides a methodology for developing solutions that meet the needs of those we are designing them for.

DESIGN THINKING IS A TOOL

For products or services or processes or life!

Learning by doing
Your challenge for today...

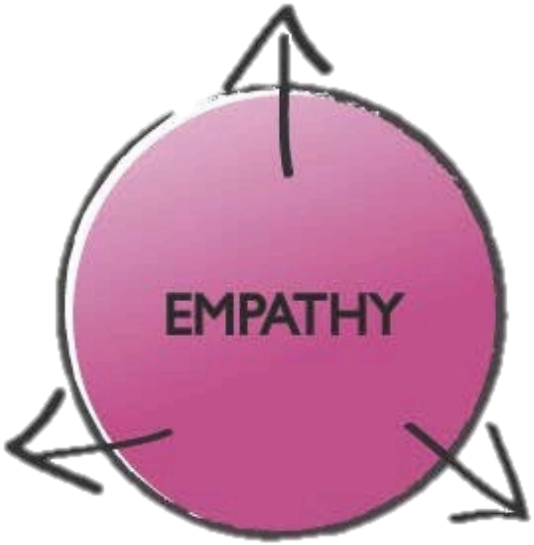
DESIGN-THINKING – YOUR CHALLENGE

Design the perfect luggage

YOUR APPROACH
Explore the problem(s)

DESIGN-THINKING - EMPATHY

Observation & Listening



Bodystorm

Research

DESIGN-THINKING

SEEING and OBSERVING: What's the difference?

"When I hear you give your reasons," I remarked, "the thing always appears to me to be so ridiculously simple that I could easily do it myself, though at each successive instance of your reasoning, I am baffled until you explain your process. **And yet I believe that my eyes are as good as yours.**"

"Quite so," he answered, lighting a cigarette, and throwing himself down into an armchair. "You see, but you do not observe. The distinction is clear. For example, you have frequently seen the steps which lead up from the hall to this room."

"Frequently."

"How often?"

"Well, some hundreds of times."

"Then how many are there?"

"How many? I don't know."

"Quite so! You have not observed. And yet you have seen. That is just my point. Now, I know that there are seventeen steps, **because I have both seen and observed.**"

Maria Konnikova: Don't Just See; Observe: What Sherlock Holmes Can Teach Us About Mindful Decisions

DESIGN-THINKING

Understanding - what makes empathy difficult?

Observation vs assumption

- Take photos, draw things, write notes.
- Use 'stealth-mode' to observe behavior.
- Record what you see, not your interpretation of what you see

DESIGN-THINKING

Capture…(notes + photos)

Notes, drawings, photos,…whatever you can show your team.

DESIGN-THINKING

Talk to people

DESIGN-THINKING

Talk to many

DESIGN-THINKING

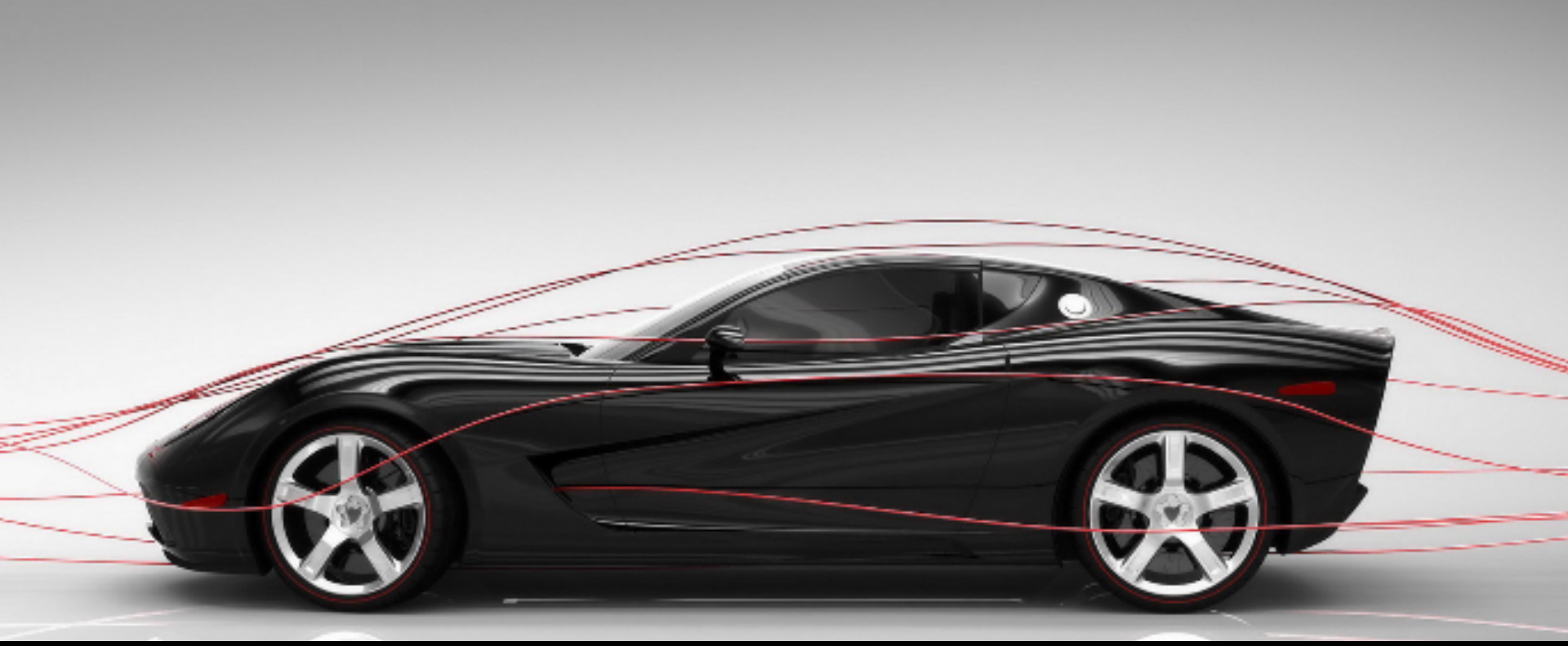
In different situations

DESIGN-THINKING

Capture diversity

What do people really think and feel?

Why?



“If I had asked people what they wanted, they would have said faster horses.”
- Henry Ford

Open questions
will reveal more

Conversations and
observations provide
insight

DESIGN-THINKING

Bodystorming

Bodystorming: What is it?

- Direct personal experience with object
- Role play
- Simulation

DESIGN-THINKING

Bodystorming

Let's Experience Design Thinking…

DESIGN-THINKING – YOUR CHALLENGE

Design the perfect luggage

DESIGN-THINKING

Who is it for?

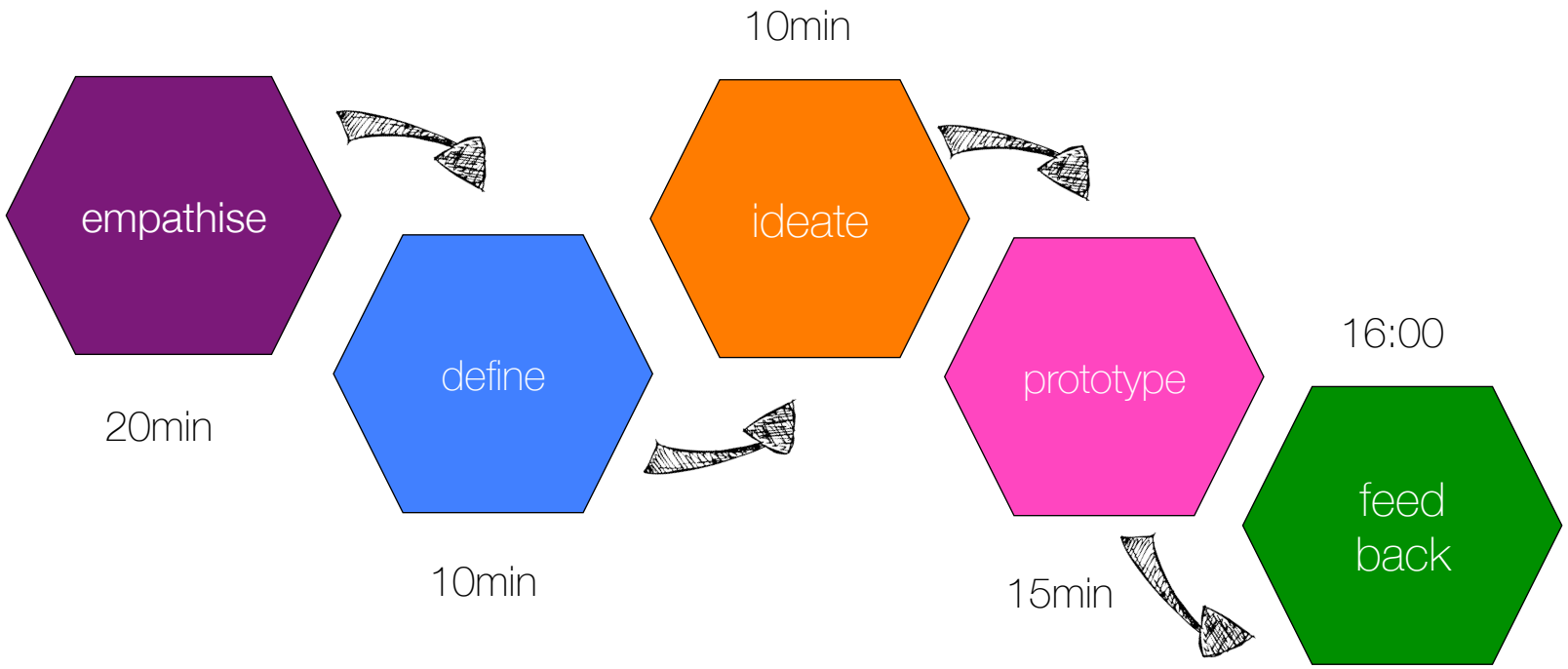
Put the user first

DESIGN-THINKING

Needs…?

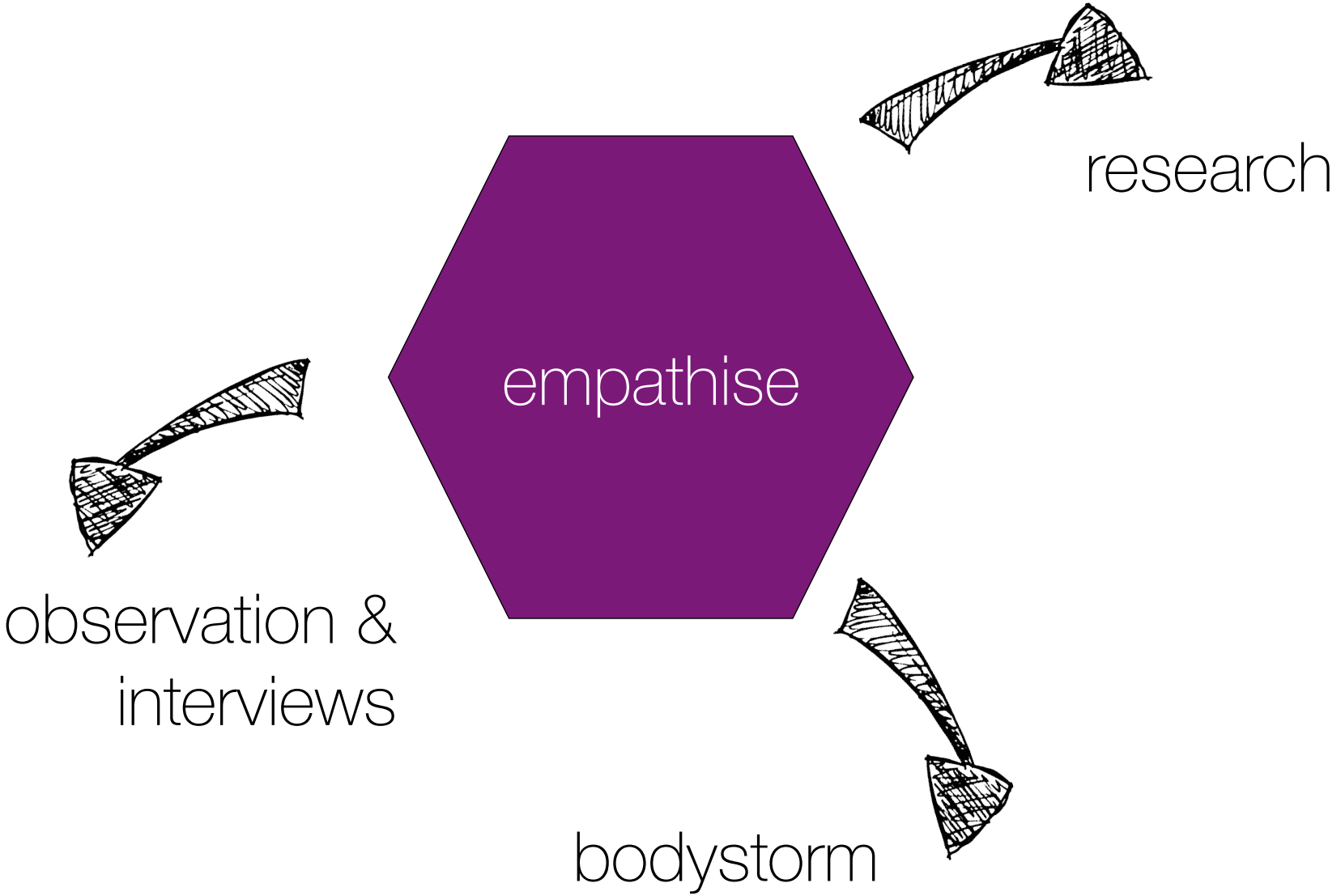
What problem can you solve for them?

SCHEDULE – “Times no later than”



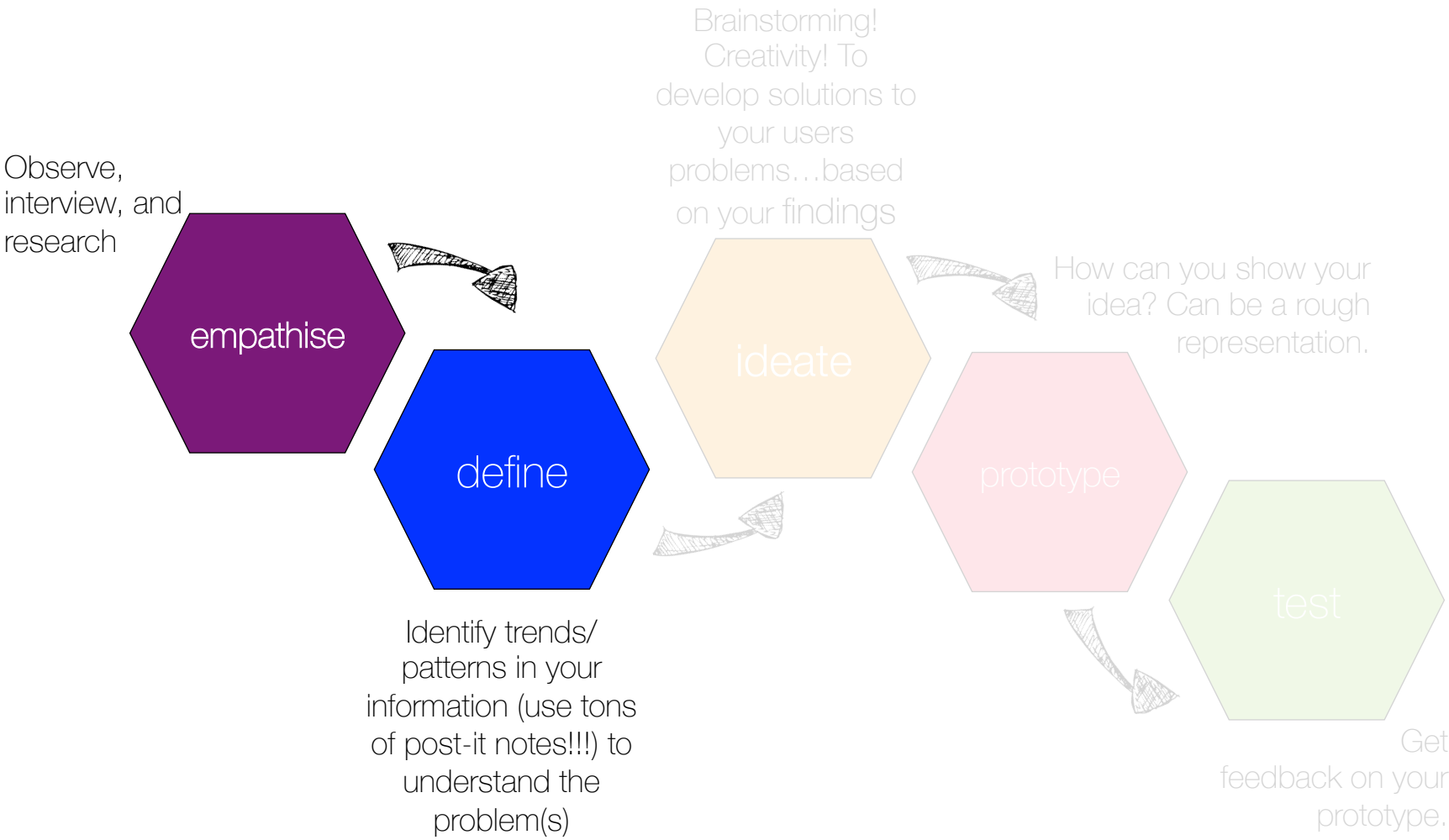
Present at 16:00 (1 minute pitches)

DESIGN-THINKING – 20min for Empathy



DESIGN-THINKING

5 stages of the design-thinking process



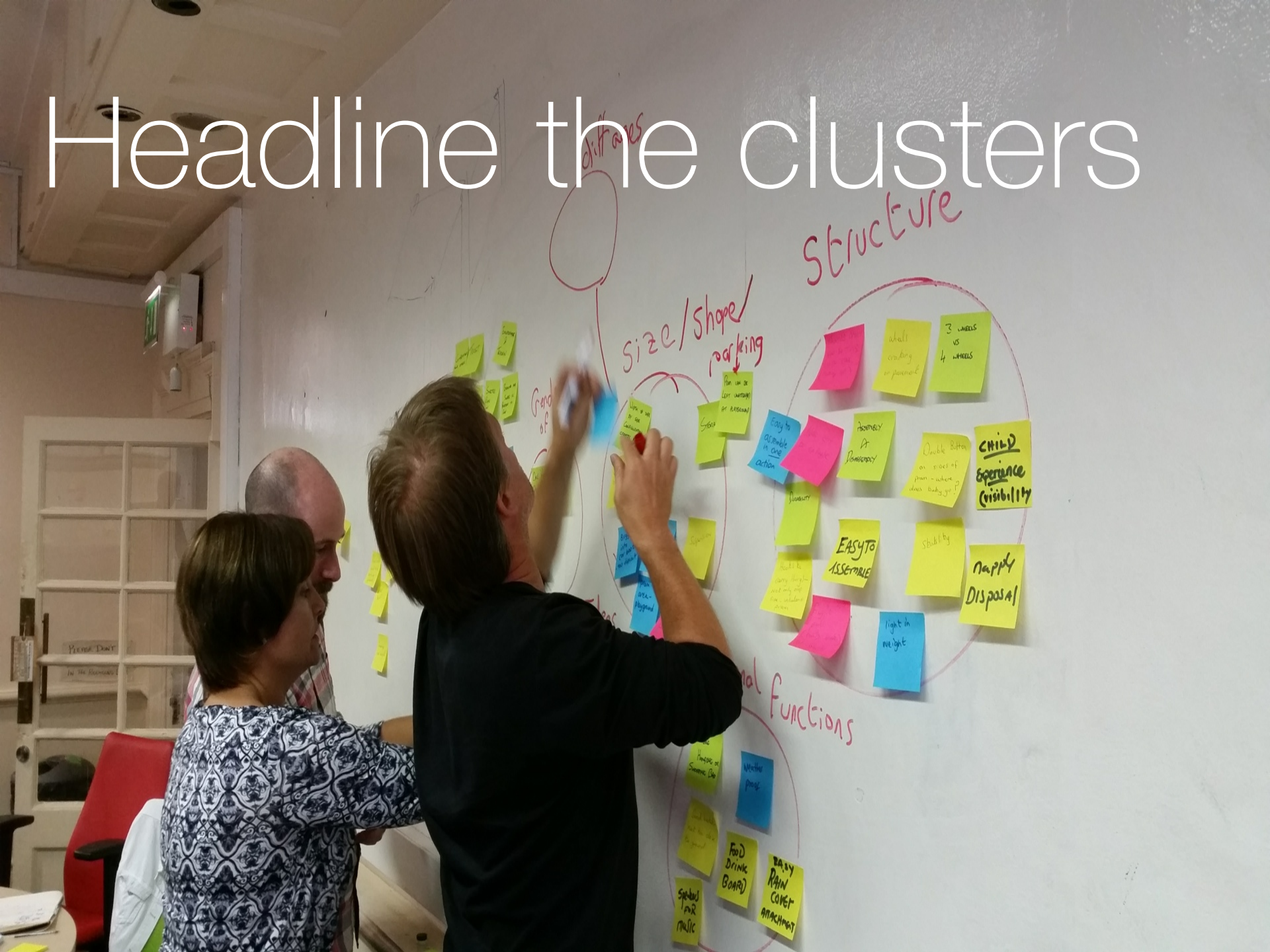
DESIGN-THINKING

Sharing - what information have we got? Put on post-its! One observation per note!

ALTERNATIVE MEDIA
NEWS
Positive!
COMMENTS ON IRISH MEDIA
POPULAR SECTIONS
TECH
SPORT
IRISH NEWS
COMPETITION
FT
As many as possible
go for >50!

Find patterns

Headline the clusters



DESIGN-THINKING

Sharing & space saturation

Find patterns, cluster, & headline

Identify your user & define the problem

Make sure you are focusing on your user and define the problem.

DESIGN-THINKING

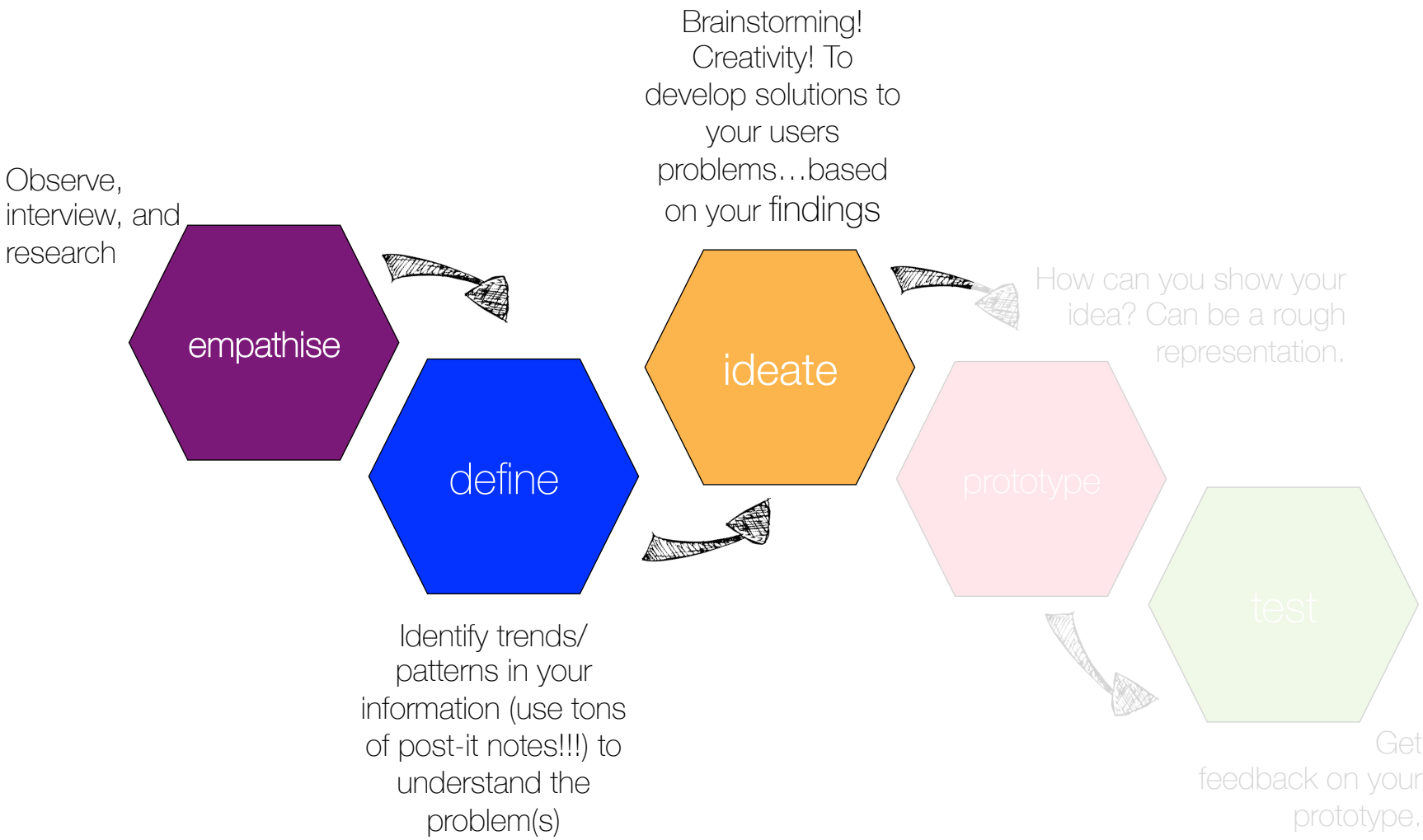
People don't want to buy a quarter-inch **drill**.

They want a quarter-inch **hole**.

DESIGN-THINKING - Define

[USER] needs a better/ cheaper/more convenient way to [DO SOMETHING] because [PROBLEM].

DESIGN-THINKING



DESIGN-THINKING – 10min

Ideation

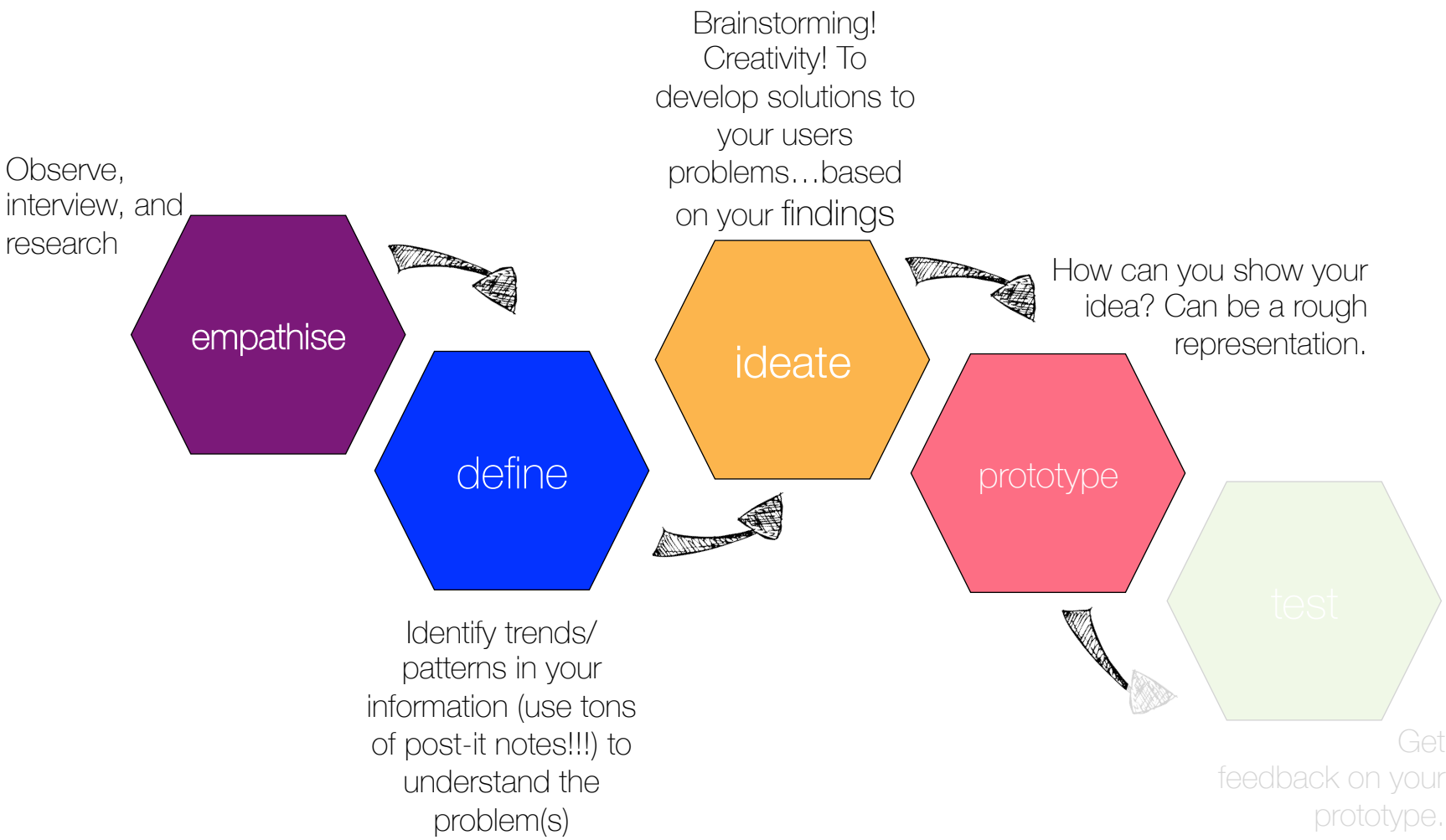
- Select one problem to focus on
- It doesn't need to be the perfect for everyone – solving one problem for one group is great

Ideation

- One idea per post-it
- Refer to insights you've gained
- Defer judgment – no bad ideas!
- Go for volume
- Encourage wild ideas
- Build on the ideas of others

Vote on the idea you want to present

DESIGN-THINKING



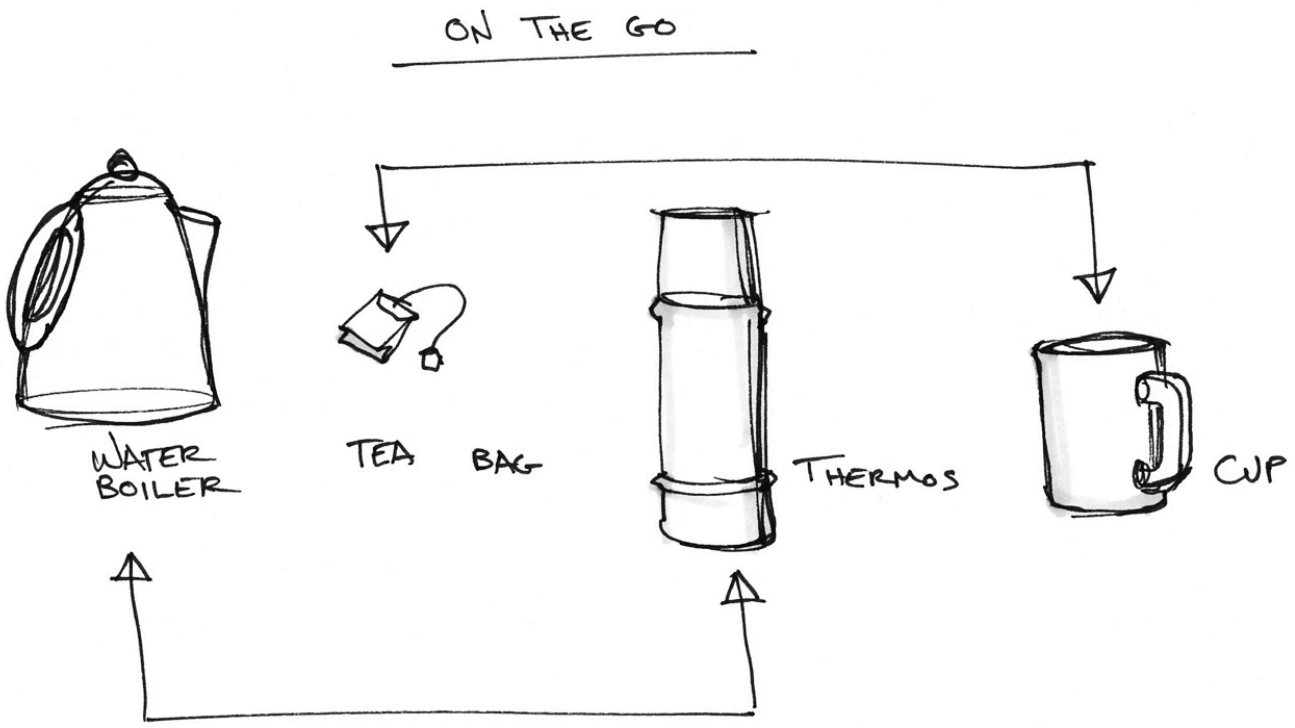
DESIGN-THINKING – What is a prototype?

DESIGN-THINKING

An early stage prototype of this...

DESIGN-THINKING

DESIGN-THINKING



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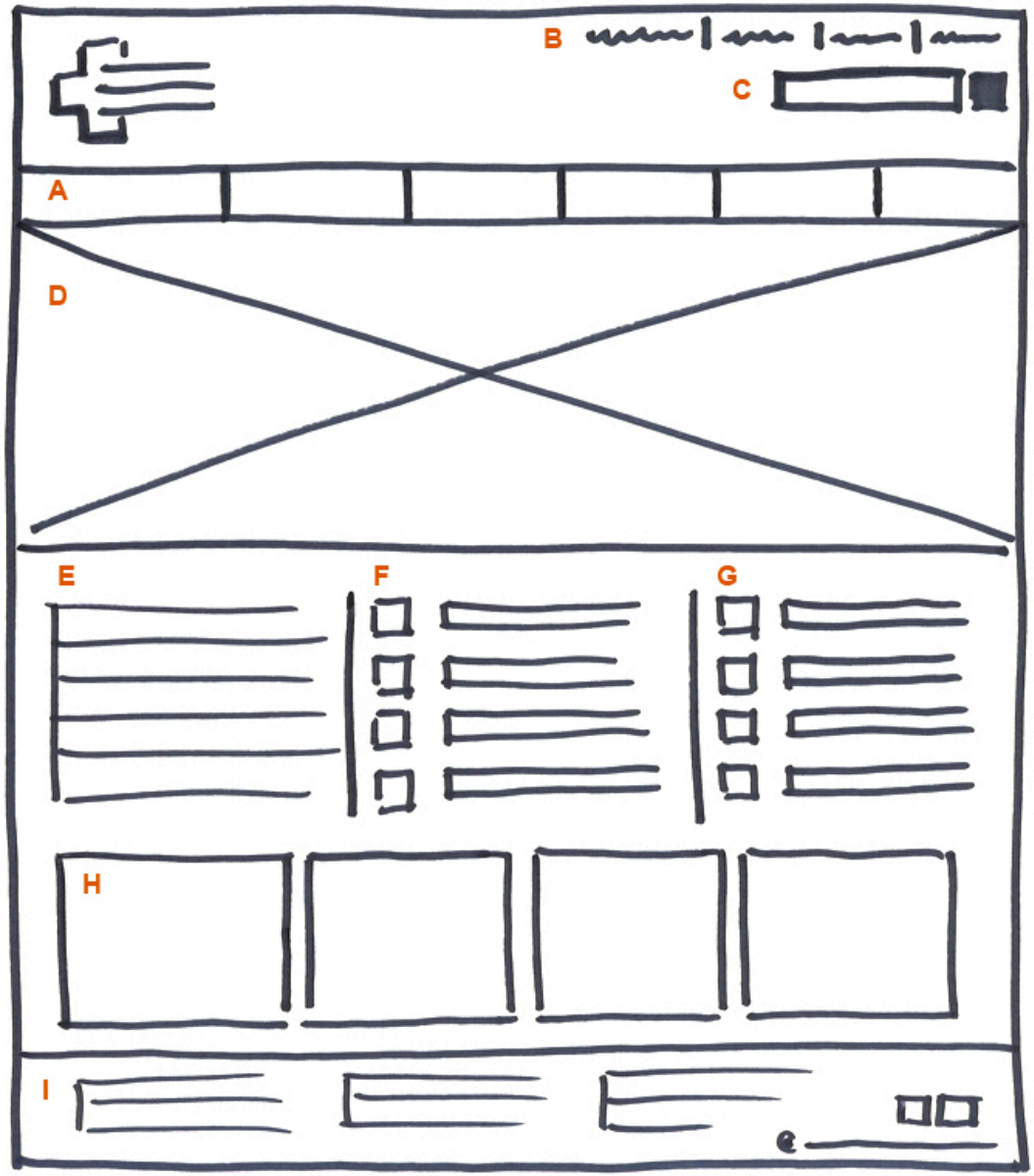

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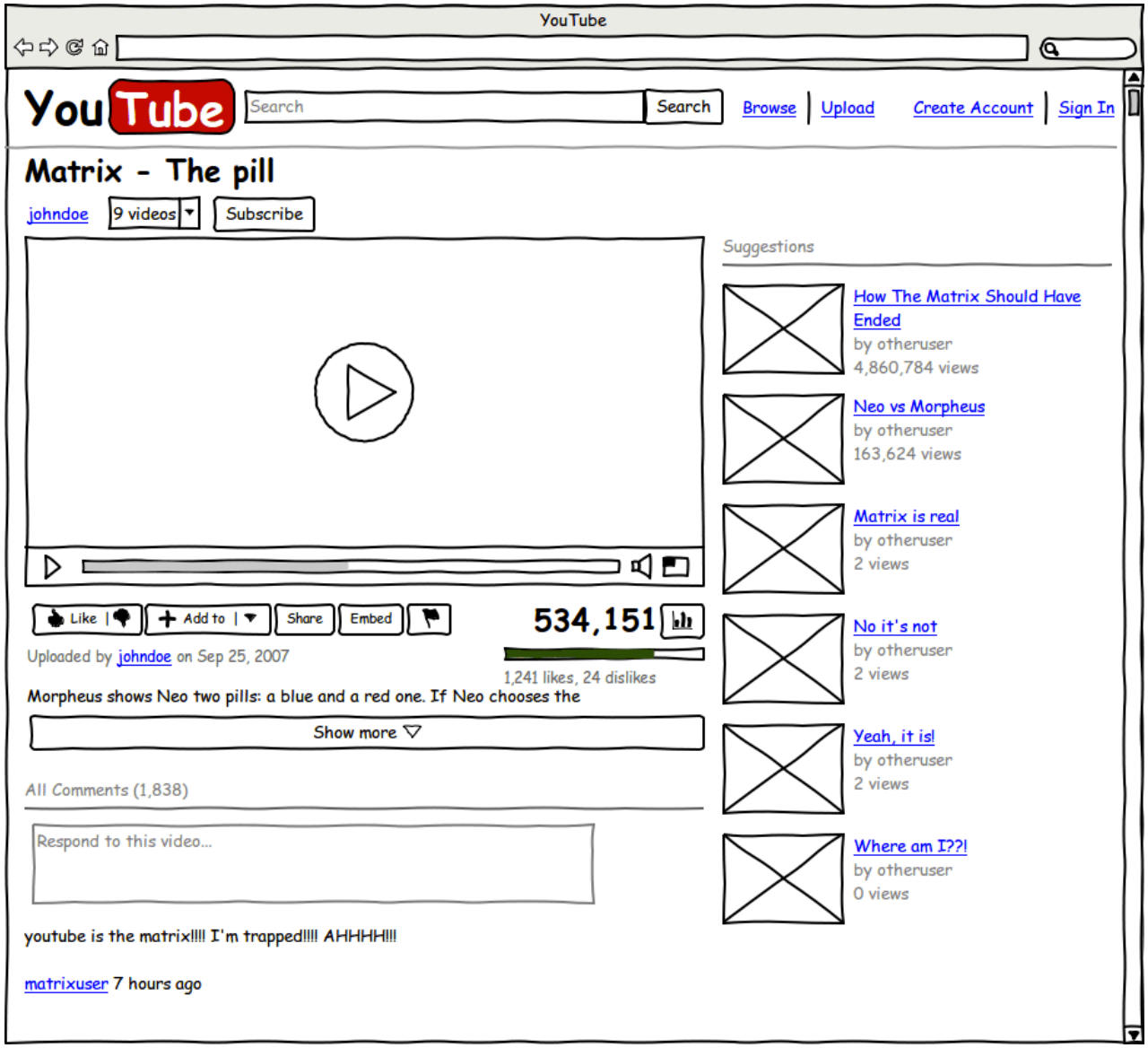


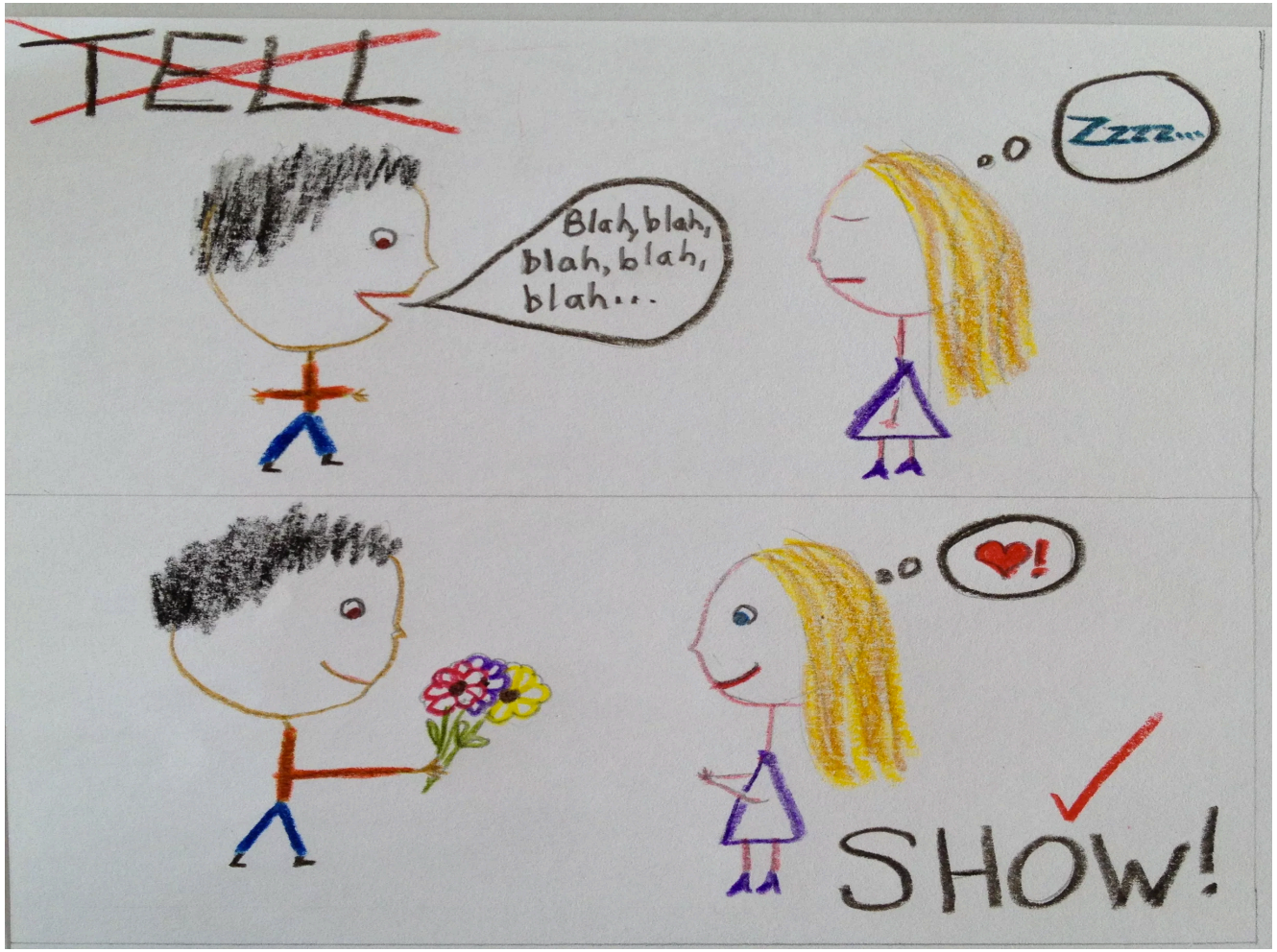
DESIGN-THINKING

Prototyping

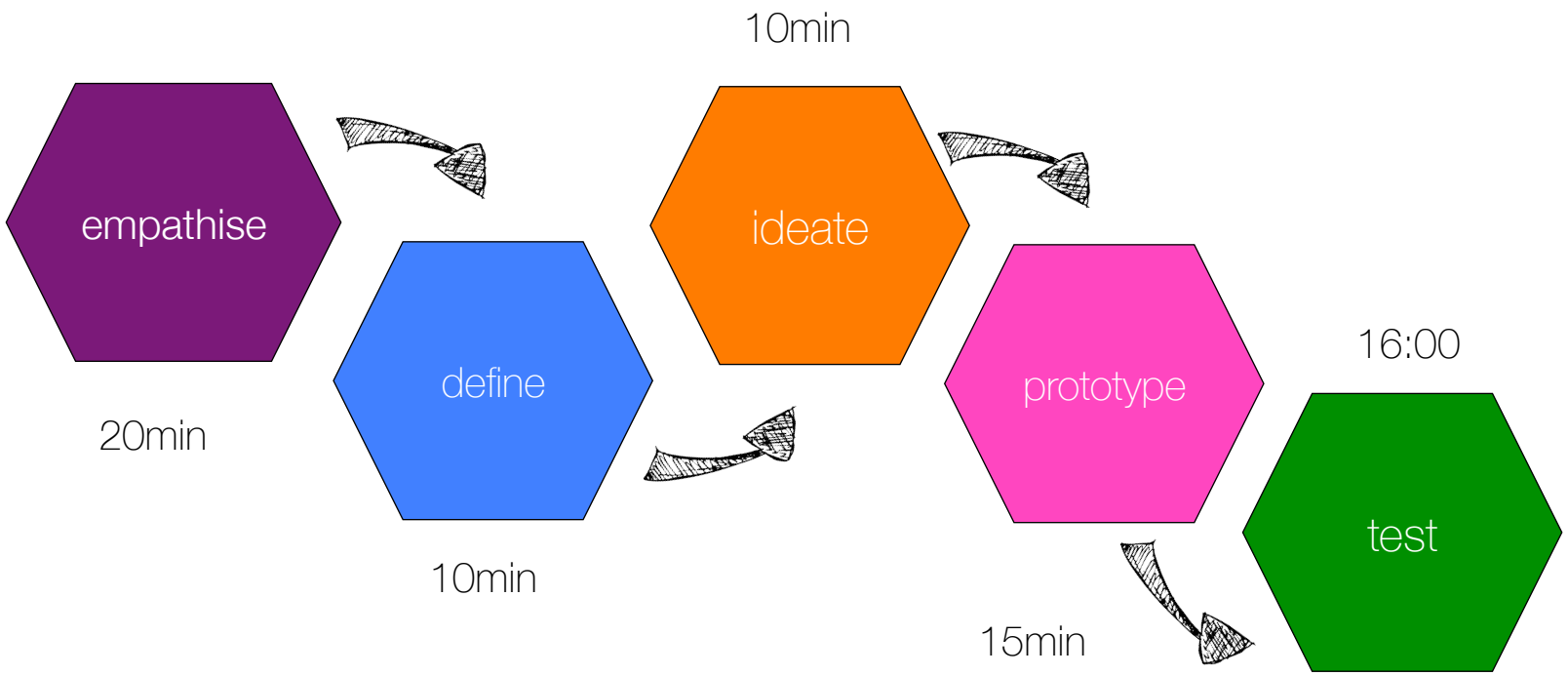
- Rough and rapid
- Build to think
- Communicate at every stage
- Test early, fail often, succeed faster
- Various prototypes for various purposes

- Test with real users

SHOW DON'T TELL



SCHEDULE – “Times no later than”



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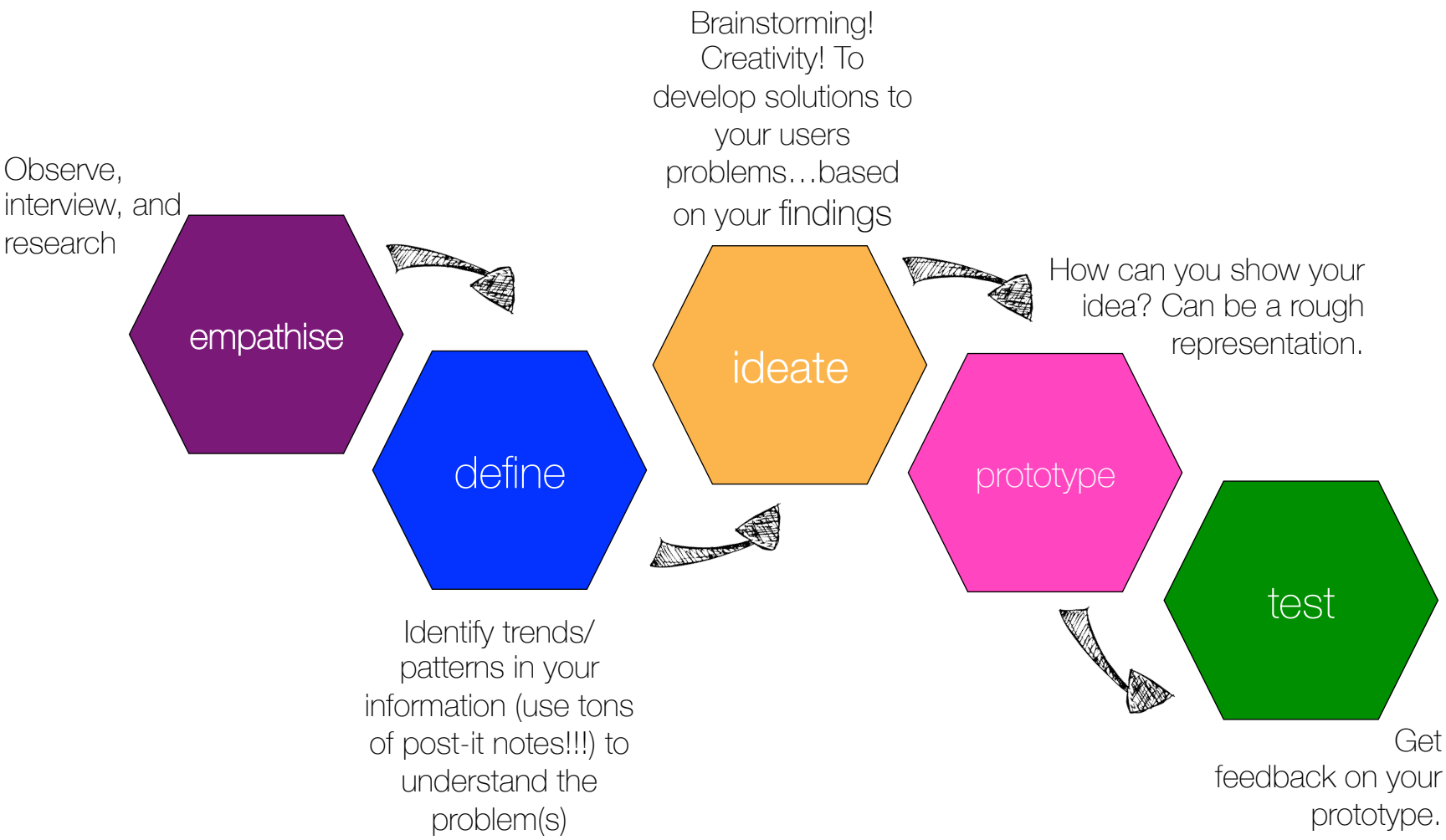

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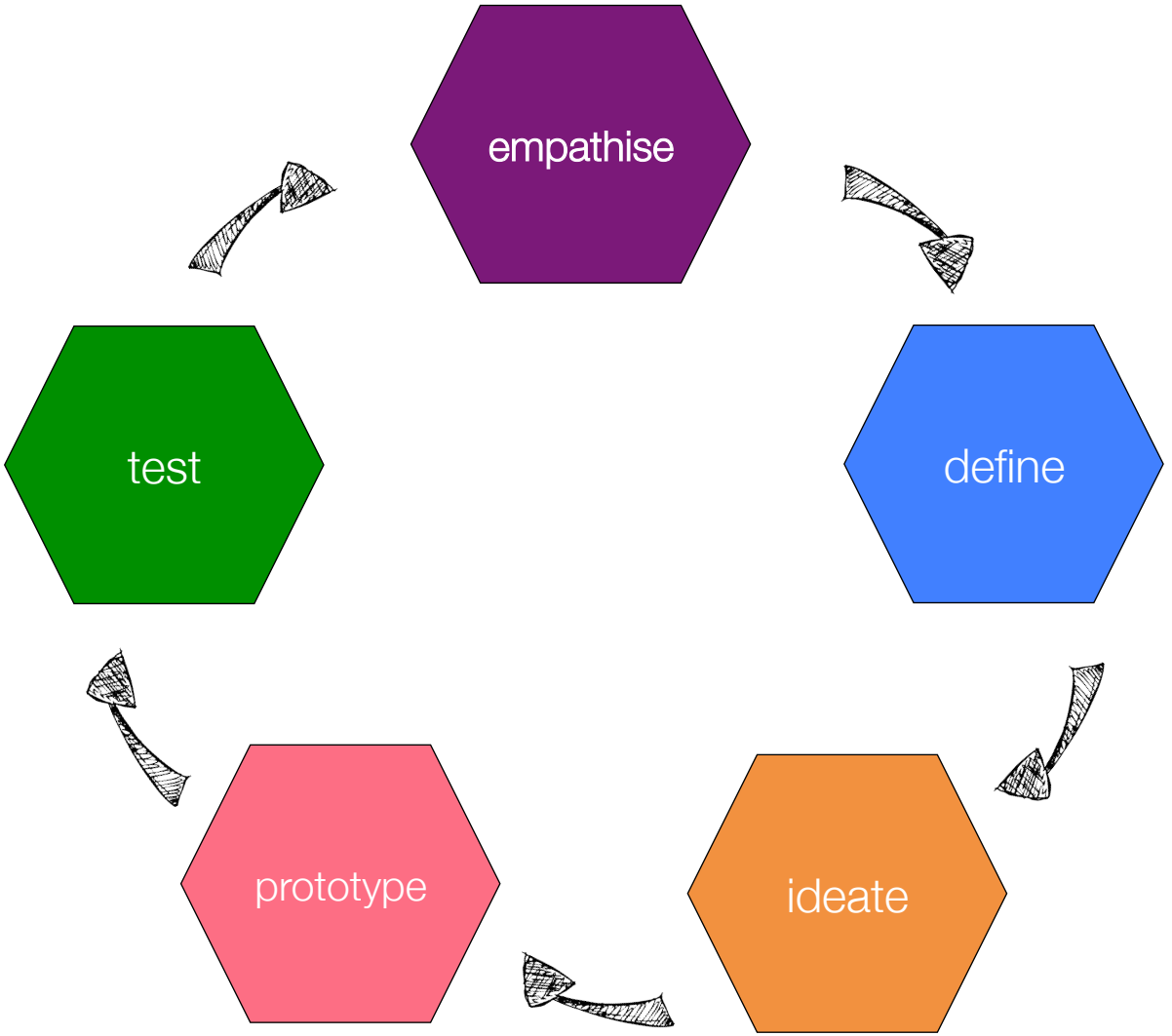

DESIGN-THINKING

DESIGN-THINKING – Thank you!

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