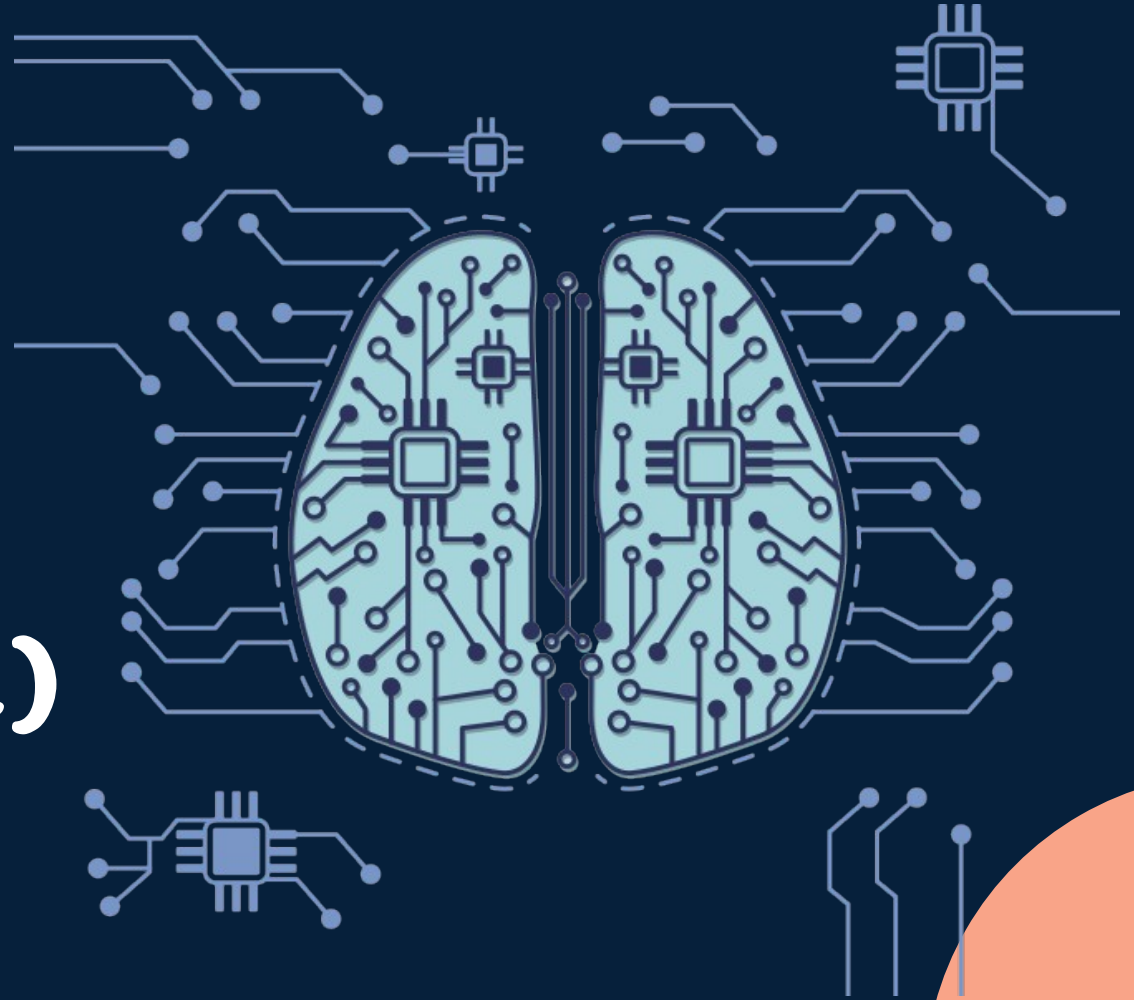


Design Thinking (Empathize)



Design Thinking

Steve Jobs



Design Thinking isn't about "Art"

It's about understanding what people need.

Most people make the mistake of thinking design is what it looks like....

It's not just what it looks like and feels like. Design is how it works.

Tim Brown

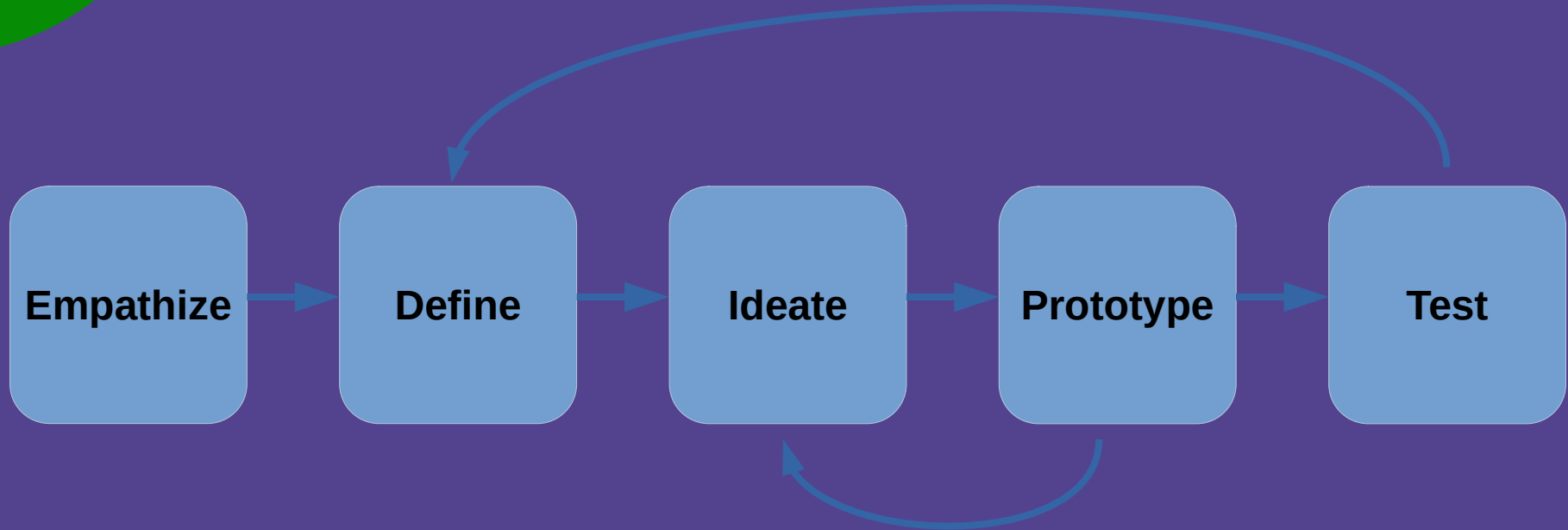


Design thinking can be described as a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible...

Design Thinking

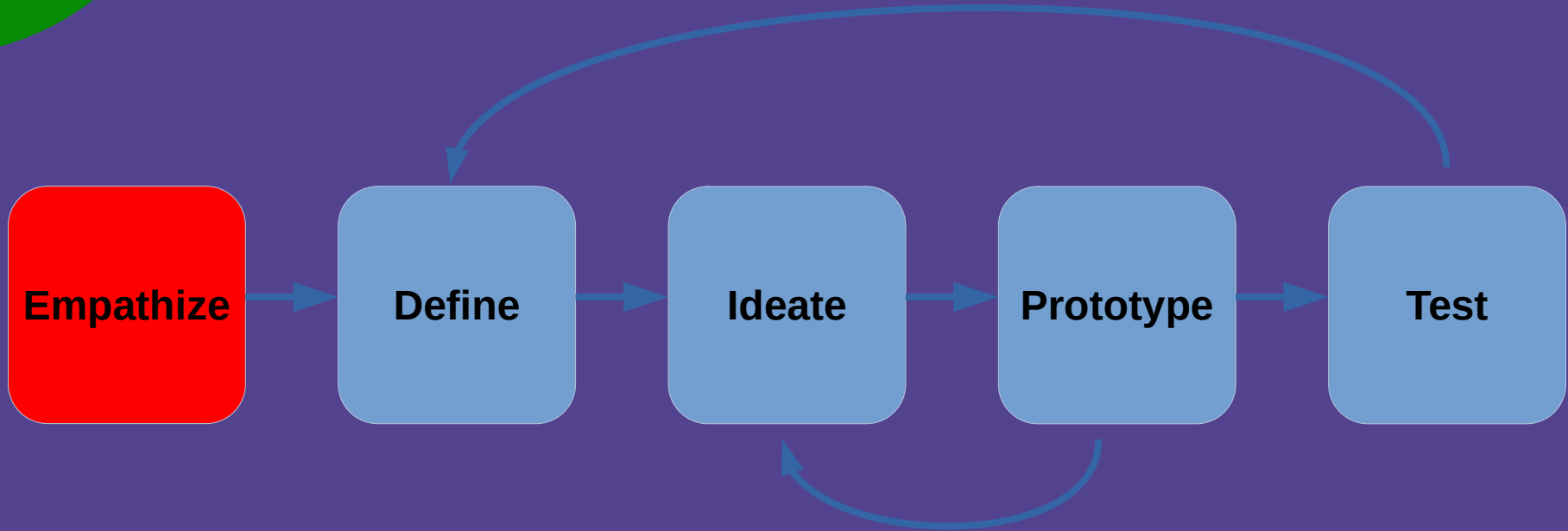
Design Thinking is an iterative process...
...in which we seek to understand the user...
...challenge assumptions...
...and redefine problems...
...in an attempt to identify solutions.

Design Thinking Process



5 Phases of Design Thinking

Empathize



Empathize

Understand the human needs involved.

Empathize Techniques

- Research and consult experts
- Observe, engage, empathize with users
- Immerse yourself in the same environment as the user (body storming)

Observe & Engage

- Observe
 - Observe the day-to-day life of the target audience (eg. Disabled, elderly)
 - Time consuming, but often more accurate than interviews
 - People don't always know why they do things, or what they really need

Observe & Engage

- Engage
 - Interviews
 - Prepare questions: How? What? Why?
 - Test your questions on a team mate before actual interview
 - Avoid negative questions
 - Bad: Why don't you exercise more?
 - Good: What did you enjoy most from your last exercise session?

Body Storming

- Act out the situation or role that you are targeting
- Understand the problem and avoid assumptions
- Examples:
 - Using exercise equipment while seated to understand difficulties faced by wheelchair users
 - Try jogging with foggy glasses to simulate the difficulties faced by people with poor vision

Body Storming

- <https://www.youtube.com/watch?v=FoygAHTGPRU>
- Useful for understanding audiences with special physical needs (eg. Disabled, elderlies)
- ...but also useful for understanding the those without special needs (eg. Why are people not using the recycling bins?)

Exercise

Discuss and fill in...

Who?

Who is your target group. (eg. teens, elderly, adults)

How?

How do you plan to understand them. (eg. interviews, observation, bodystorming)

Plan!

Prepare your interview questions, observation plan, etc.



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