DESIGN THINKING

PARTICIPATION MANAGEMENT

Tools for Citizens Engagement & Community Empowerment

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DESIGN THINKING
in a nutshell

Magdalena Weinle | Hochschule der Medien Stuttgart

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“GUYS, WE HAVE A SOLUTION. BUT WE DON`T HAVE A PROBLEM.”

GOOD IDEAS

are solutions for relevant problems

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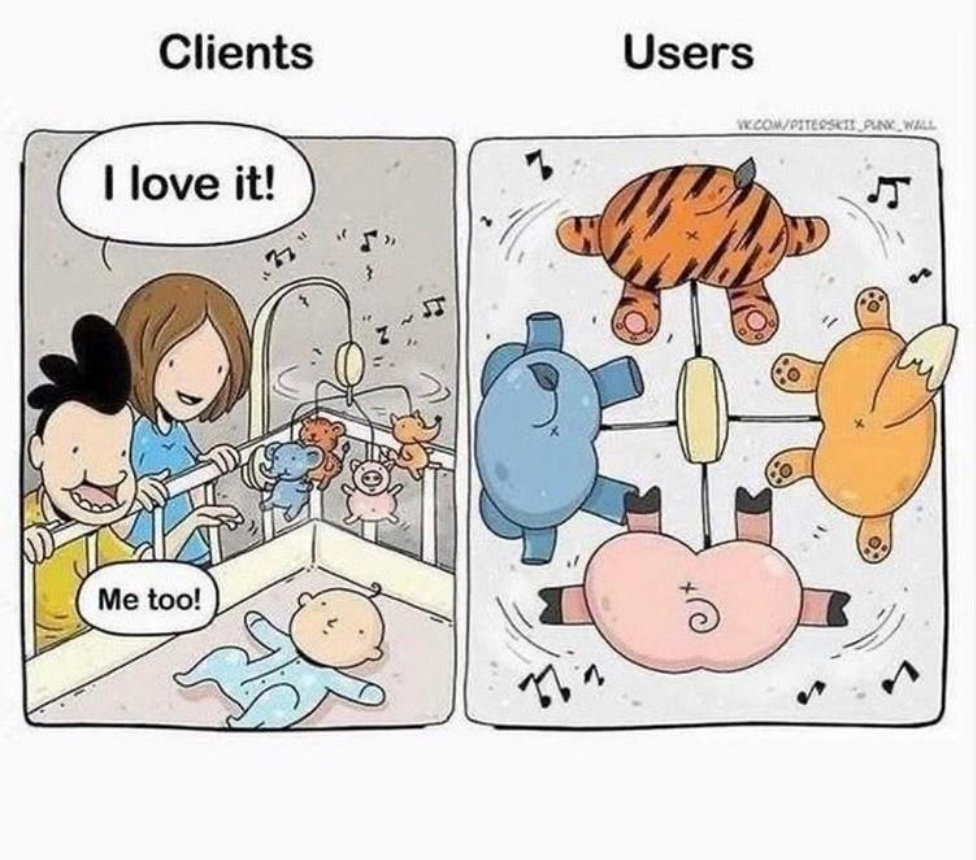
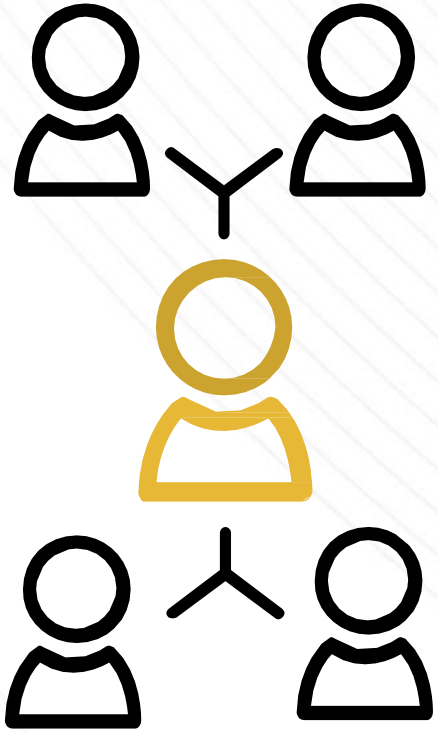
How do we develop solutions for relevant problems?



By responding to the needs, wishes and problems of the users.

DESIGN THINKING



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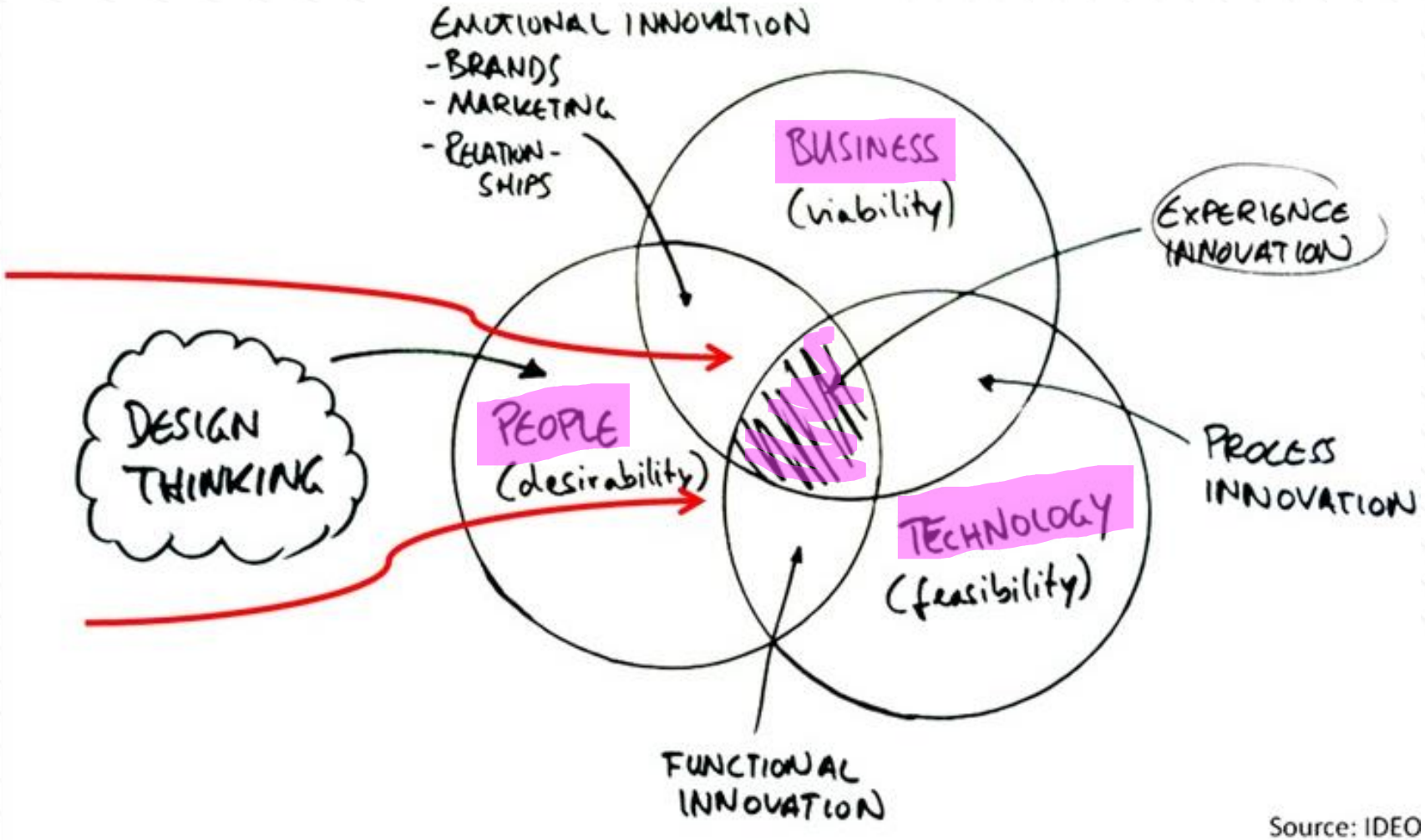
Tim Brown
IDEO

DESIGN THINKING

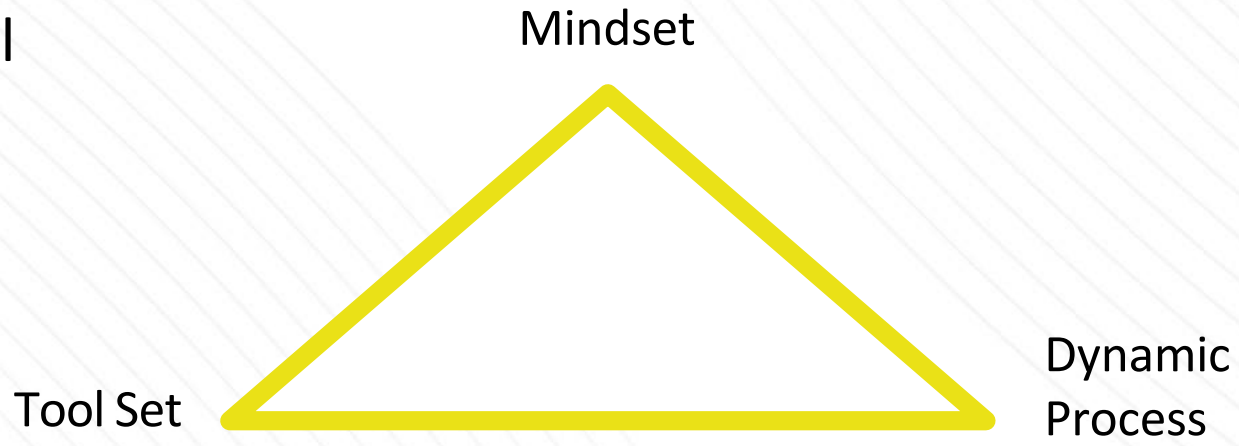
- … is an approach that aims to solve problems and develop new ideas.
- The aim is to find solutions that are convincing from the user's point of view.


EMOTIONAL INNOVATION
- BRANDS
- MARKETING
- RELATION-SHIPS
BUSINESS
(viability)
EXPERIENCE INNOVATION
DESIGN THINKING
PEOPLE
(desirability)
PROCESS INNOVATION
TECHNOLOGY
(feasibility)
FUNCTIONAL INNOVATION

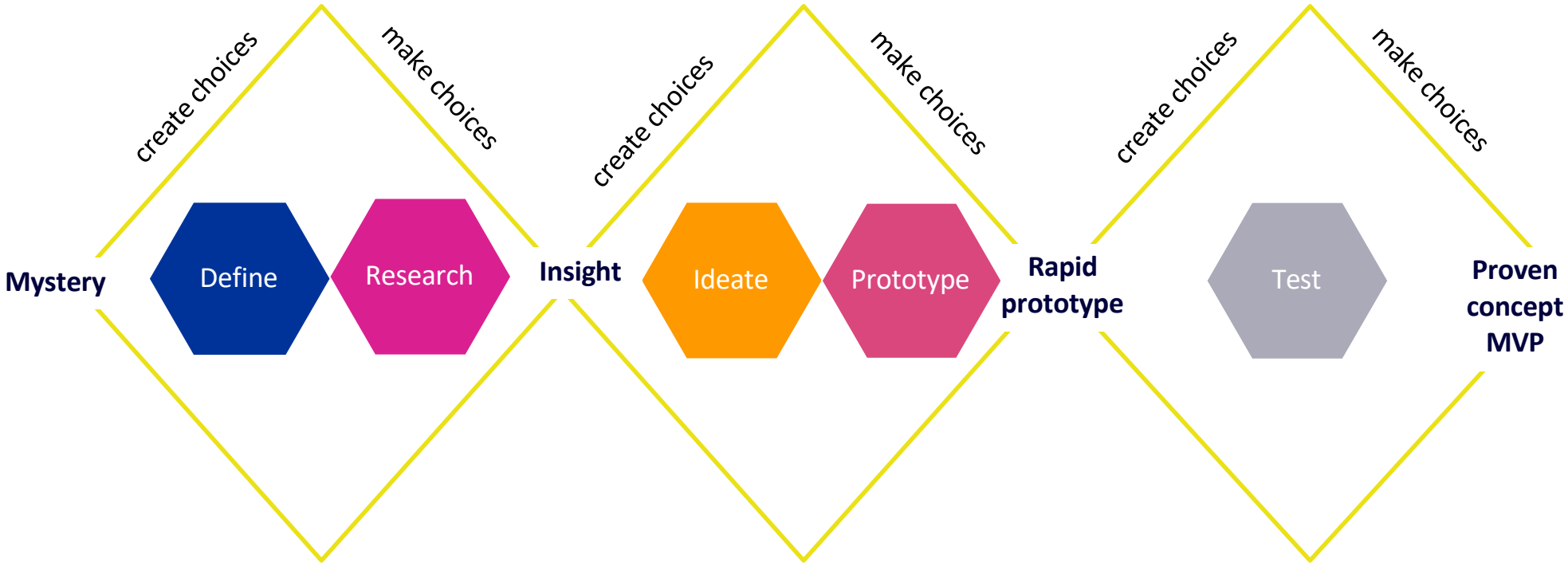
Source: IDEO

BUT BEWARE!

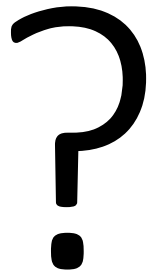
Design thinking is not just about simply playing around with creative tools in cool rooms!



THE DESIGN THINKING PROCESS



DEFINE



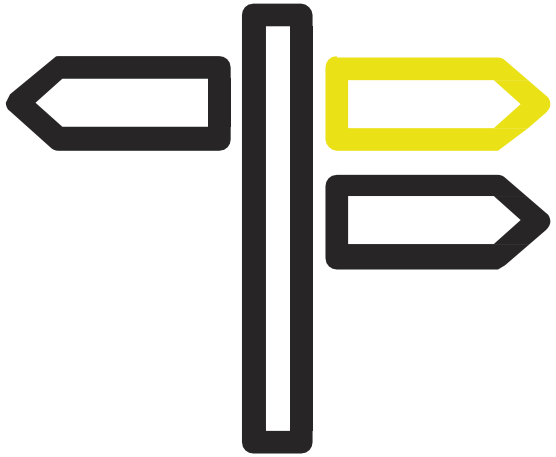
The DEFINE phase is about defining a ("wicked") problem and developing a task for the design thinking project. In some design thinking projects, this problem area is predefined (e.g. when it comes to optimising a specific product or application scenarios for a new technology).

How to

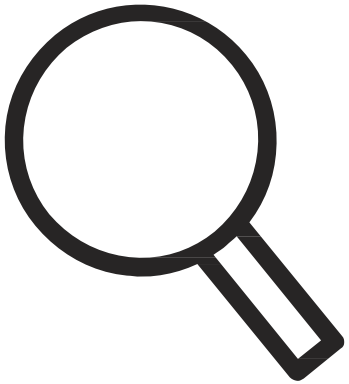
- Dreams & Gripe session, Observations
- Definition of the challenge ("How might we" questions)
- Choosing a challenge
- Problem Canvas

Result

- Design Challenge in the format of HMW questions



RESEARCH



In the RESEARCH phase, the aim is to analyse the problem area and the people affected by the problem area. Ethnographic methods (field research) are used to gain a sound understanding of the living environment and (latent) needs of the people affected or potential users.

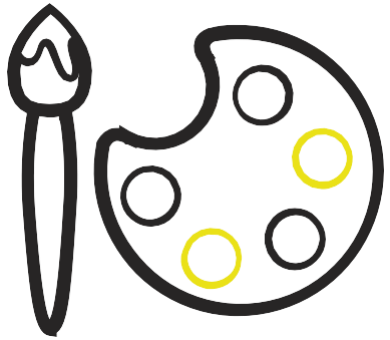
How to

- Getting ready and putting yourself in context
- Interview users/stakeholders and record observations
- Cluster and prepare the most important findings of the research (empathy map, persona)

Result

- Deeper understanding of the users and consensus on key results in the team
- Revision/specification of the design challenge

IDEATE



In the IDEATION phase, creativity techniques are used to generate ideas that could serve as a solution for the user's (latent) needs.

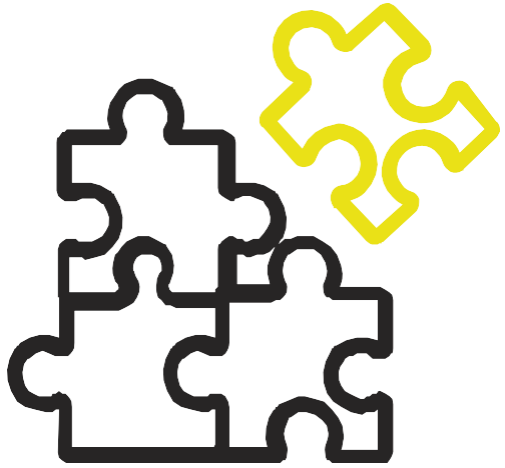
How to

- Clarify the problem once and for all (problem statement)
- Apply a creativity technique to develop a solution (e.g. brainwriting)
- Evaluate and select ideas

Result

- One or more (raw) ideas and prioritisation of the ideas

PROTOTYPE



The raw ideas are quickly turned into PROTOTYPEs in order to be able to test the ideas and their feasibility and attractiveness for the user as early as possible.

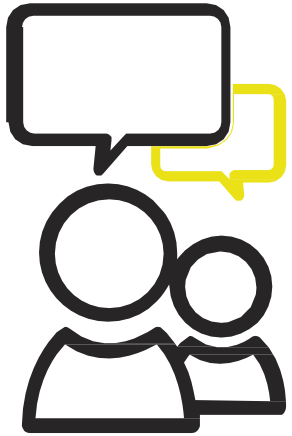
How to

- Pretotyping or rapid prototyping: using simple materials to produce affordable samples
- Storytelling: develop a credible and memorable story about the idea

Result

- Prototype & Story

TEST



In the TEST stage, the commercial viability and (technical) feasibility of the product or service is tested in addition to the advanced solution.

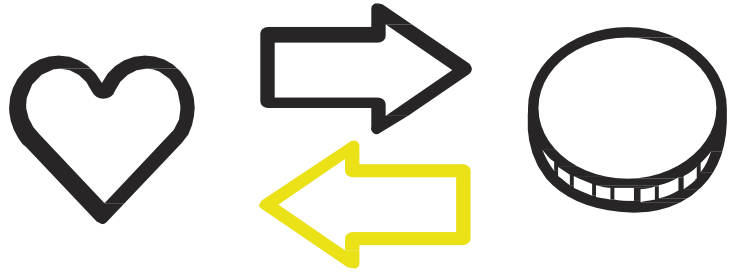
The product or service is also tested with regard to the commercialisability and viability of the business model.

How to

- Talk to a critical mass of "real customers".
- Define success factors and analyse the results.
- Use the Lean Canvas, for example, to analyse all areas of your project.

Result

- Minimum Viable Product and (initial) Business Model



CONDITIONS & FRAMEWORK

- Interdisciplinary teams
- Curiosity, courage, patience
- Leave the comfort zone
- Observational skills
- Sensitivity & Empathy
- Imagination & Creativity

- Listening
- "Democratic" brainstorming methods
- Mind wandering phases
- Discipline
- Combination skills
- Agreement Potential
- Ability to give and to take feedback

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”

Fall in Love with the píoblem. Not the solution.

Questions?

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