

A Crash Course in Design Thinking

With Maggie Koops

Online Whiteboards

[Miro.com](https://miro.com)

[Mural.co](https://mural.co)

Parking Lot

We should
have pizza
for lunch

I have a
structures
test Tuesday

My car
needs an oil
change

The first thing to do is set up the Parking Lot.

Design Thinking takes a lot of focus. When you think of something that doesn't pertain to what you are doing, write it down and put it in the parking lot.

You can come back to this later.

Stakeholders

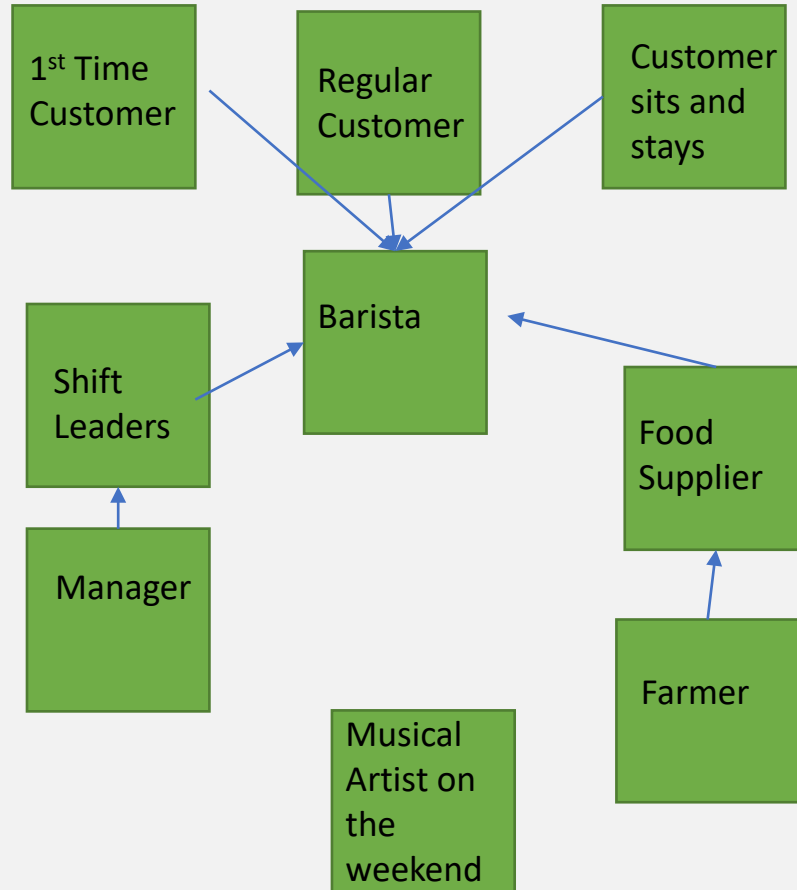


Everyone who interacts with your product is a stakeholder. Identifying who is involved in the entire process will help design the product and the process to implementation.

How:

- Write down each stakeholder on a post-it.
- On a separate post-it, identify the role each stakeholder plays.
- Connect stakeholders on how they interact with each other, how products flow through them, and how decisions are made.
- Identify key stakeholder. Keep these in mind for the rest of the process.

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How Might We...

Now that you understand the stakeholders and the current process being used, let's dig deeper to define the problem we're going to solve.

Spend some time to identify the question you are asking. It needs to be broad.

THE SOLUTION CANNOT BE IN THE STATEMENT.

How might we transport goods across the country?

Vs.

How might we use 50 lb quadcopters to fly packages across the country?

Needs Statement

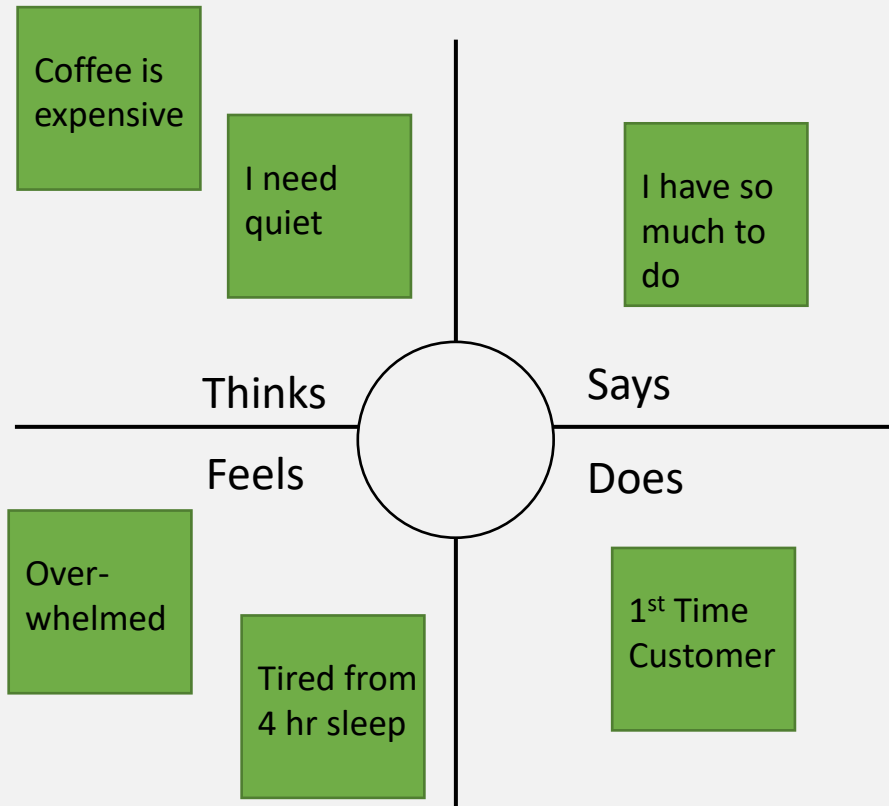
Alternative to How Might We.

Easier to identify than How Might We.

_____ needs a way to _____ so that _____

The user needs a way to do something to address their need so that reason.

Empathy Map



To make a worthwhile product for your customer, you need to understand your customer. You can do an empathy map for as many users as you have time for.

How:

- Draw your user in the middle circle. Name him/her. Give her a life story – age, background, interests, etc.
- With one idea per post-it write down what the user thinks, says, feels, and does while they are using the product/doing the process.
- Each team member will write down as many ideas as possible. Quantity over quality.
- Once you're done, converge and playback.

Journey Map

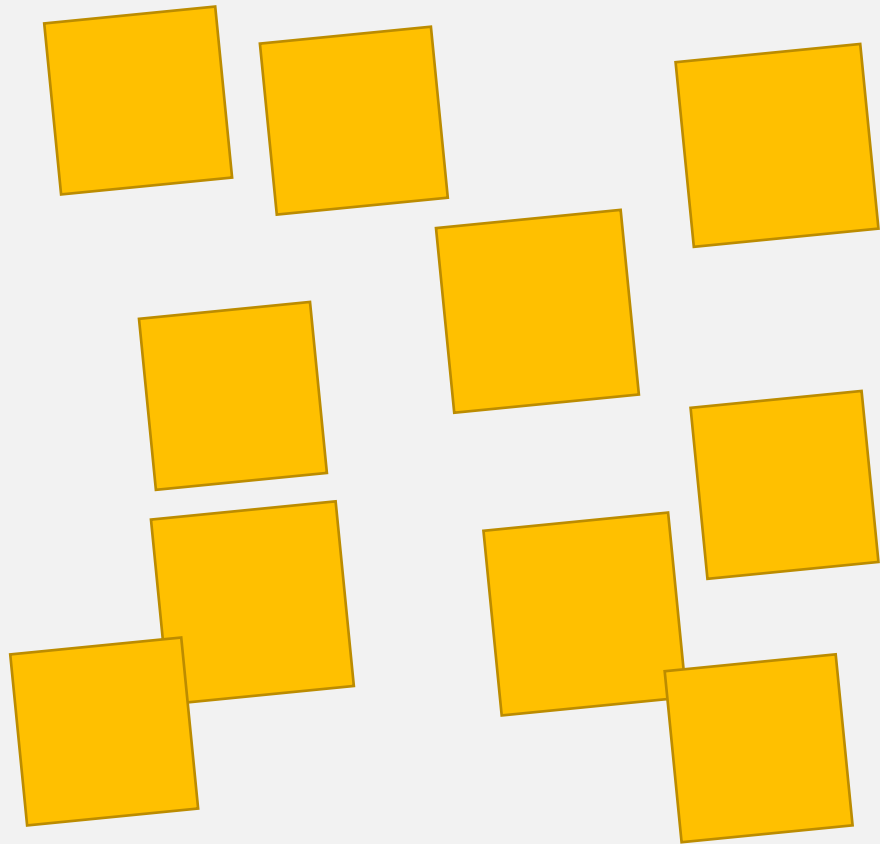
Customer, Amy, walks into store	Amy smells fresh ground coffee	Amy is in line behind 1 customer	Amy looks at menu
Amy usually get latte	Amy is tired and needs caffeine	Amy wonders if latte is enough	Amy wonders about new drink
Amy needs more than 1 drink	It's her turn to order	Amy asks about new drink	Barista happily explains
Amy is interested	Amy orders medium	Amy pays with credit card	Amy finds table with outlet

By mapping out the user's step by step interaction with the product you can easily identify pain points in the process. These pain points are what you should focus on when designing your new product.

How:

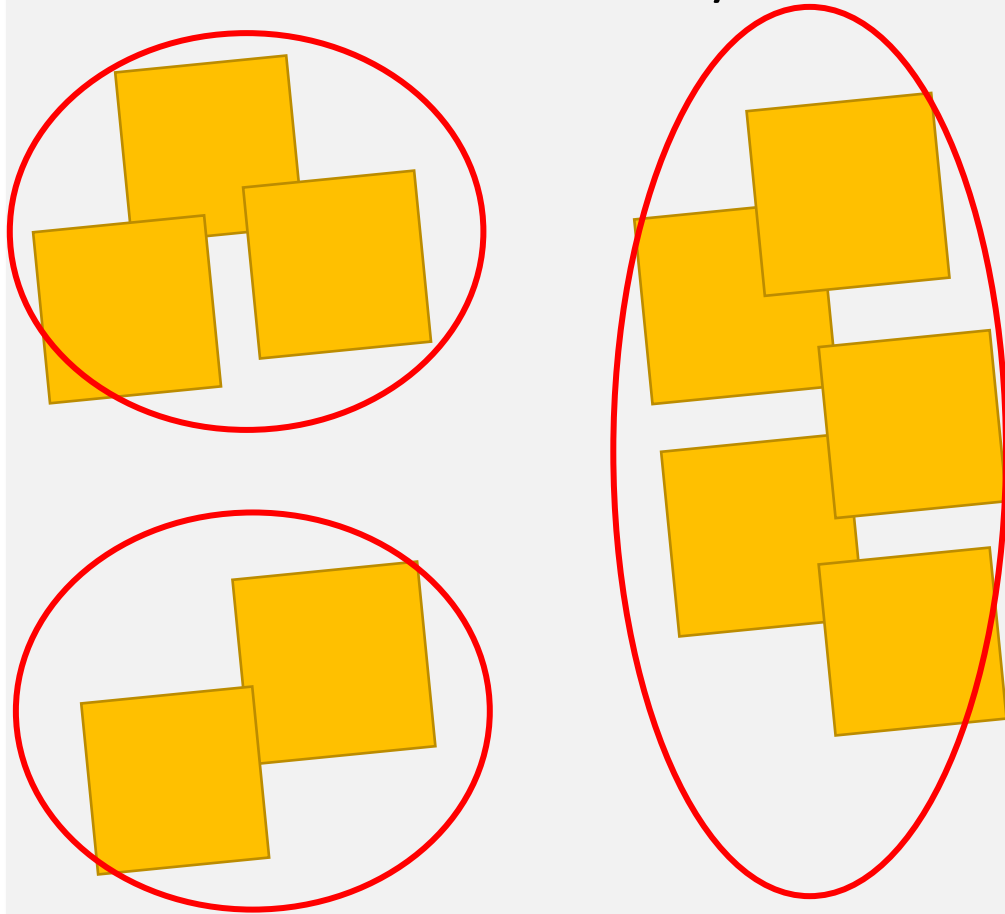
- Write down each step on an individual post-it.
- Really focus on the nitty-gritty details.

How might we improve
our coffee delivery



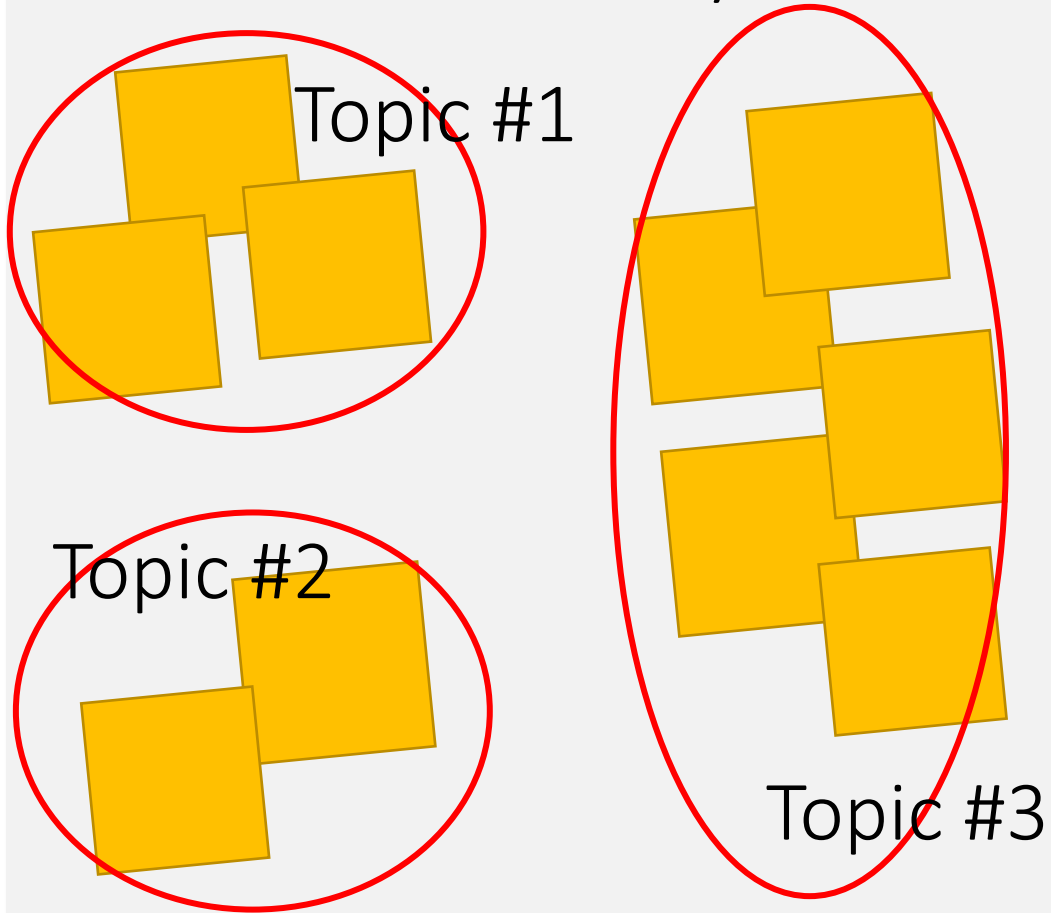
Ideation - Diverge

How might we improve our coffee delivery



Ideation - Converge

How might we improve
our coffee delivery



Ideation - Playback

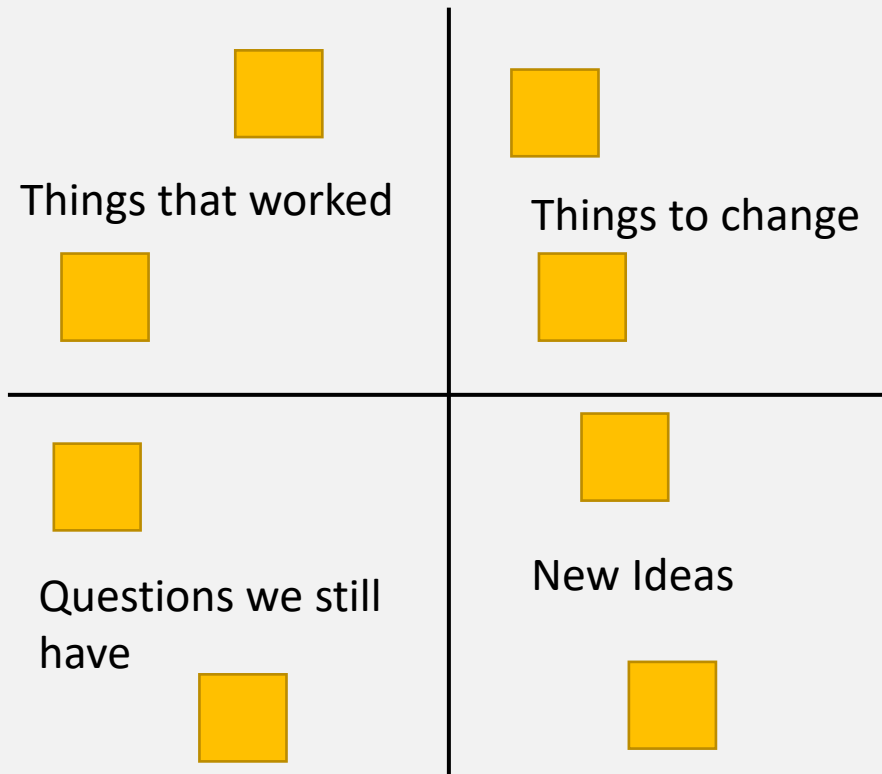
Prototype

- Prototyping is vital to designing the best product possible.
- Prototypes can be:
 - Drawings
 - Cardboard & tape
 - Storyboard (like a journey map)
 - Low fidelity – 3D print, pipe cleaners and clay, etc.
 - Working model

User Tests

- Once you have a prototype, it must get into the hands of potential users.
- If you have drawings, explain to users what the product does and answer questions.
- If you have an operation model, have the user try it out and give feedback.
- All feedback is good. Constructive criticism is the best thing you can receive.

Feedback Grid



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Next Steps

Milestones	Steps
Update Menu	Research recipes and try out Train baristas Change menu
Improve seating layout	Measure table and room size

It is important to make a detailed plan moving forward.

How:

- Start with major tasks or milestones.
- Identify every detailed task you need to take to successfully complete each milestone.
- One detail per post-it.