Workshop.

Introduction to Design Thinking

September 2018
It’s nice to meet you.

Workshop is a design-thinking practice with a mission-bent. **We help purpose-driven teams design new products and services.** We work with innovators in health and sustainability.

Workshop takes a human-centered, insight-driven approach to innovation. We use agile methodology to move an idea quickly through the process of research > strategy > roadmap.

We work around the world, but we are based at American Underground in downtown Durham.
Here’s what to expect.

+ Introduction to Design Thinking
  + Problem statement
  + Human-centered
  + Agile iteration

+ Break-Out Exercise in Teams
  + Problem Statement Worksheet
  + Research Planning Worksheet

+ Reconvene

+ Next Time
Design Thinking
Principles + Tools
Understand the problem you’re trying to solve.

“*A problem well-stated is a problem half-solved.*” - Charles Kettering

+ Hold off from jumping to solutions right away
  + Let the problem be your inspiration
  + How might we...?

+ Explore your user’s perspective
  + What problem are they experiencing?
  + Learn from their current workarounds

+ Focus your work, contain your scope
  + What are we going to tackle?
  + What are we not going to tackle?

+ Tools to use:
  + Problem Statement worksheet
  + User research
Put people at the center your process.

- Design with empathy
  - Design for end-users (not yourself or your clients)
  - Product success = solving a problem for the user

- Challenge your assumptions
  - F.O.G. ? (Is it a fact, opinion or guess?)
  - Test and validate your assumptions with users

- Design along with users
  - Early research to inform requirements
  - Check in regularly and test prototypes with users

- Tools to use:
  - User research (at the beginning)
  - Personas
  - Journey maps (experience in and around the application)
  - User testing (during prototyping, design and development)
Design and build in an iterative way.

+ **Design > Test > Learn > Refine**
  + Assume you won’t get it right the first time (or even the second time)
  + “You don’t know what you don’t know.”

+ **Progress from low-fidelity to high-fidelity**
  + Concept note > paper sketch > wireframe > clickable prototype

+ **Feedback loops with users**
  + Test your prototypes and refine based on feedback
  + Observe how they interact with your application

+ **Tools to use:**
  + Pen-and-paper!
  + Rapid prototyping
  + User testing
  + UX applications for prototyping (e.g., Sketch, InVision)
Design thinking
Case study
Our assignment (and our assumptions.)

+ Children in Tanzania aren’t getting the immunizations they need.
+ Immunization Managers in Tanzania need training on how to store, dispense and track immunizations in their district.
+ Training is currently human-intensive, costly, inconsistent and not repeatable.
+ We need to build a video-based learning platform to provide consistent, accessible training to immunization managers on-demand, no matter where they are in Tanzania.

So, we went to Tanzania, and what did we discover?
Breakouts
Your assignment today

1. **Problem Statement** worksheet (15 minutes)
2. **Research Plan** worksheet (15 minutes)
3. Reconvene to share and ask questions (15 minutes)
Your assignment for 9/19

1. Updated problem statement worksheet (ready to share)
2. User research complete (ready to share)
   - One-page summary of key themes and findings
   - How is your user research informing your solution?
   - What assumptions did you have before user research?

IDEO offers many excellent (and free!) resources on Design Thinking.

For user research, check out this guide on interviews.
Thank you!
Meaningful innovation in a faster, smarter way.

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