Design Thinking
Quick overview
What’s app
Maps & GPS on Mobile
How do we stay on course in such a world?
Technology isn’t necessary THE answer
Problems to solve
Design Thinking

✓ Do not jump directly in ideas generation
✓ Solve problems and create innovative and unique solutions that answer to customer needs
✓ Interdisciplinary work, open mindset, co-creation
✓ Customer-centric, go on the field from day one, focus on tangible results (prototypes)
Design Thinking is a human-centered methodology based on the principles and processes that designers use to solve problems.
It all starts with a challenge

How

Might

We?
And an interdisciplinary team
A variety of tools & technics can be used inside each process step
“Double Diamond”

Problems

Discover
Define

Problem definition/design brief

Develop

Solutions

Deliver
You have to **understand** a problem before you can **solve** it.

→ Go on the field, observe & collect insights, bring back stories
The solutions we arrive at are directly influenced by how we **focus** and **frame** the challenge.

→ Synthetize, refine the challenge & problem to solve and identify barriers
The goal of the ideation phase is first to come up with as many potentials solutions as we can, no matter their validity.

→ Brainstorm & generate ideas
This phase is about determining the details of a creation through structured descriptions and the creation of a representation that people can interact with.

→ Make the idea concrete and tangible
Get immediate & first market feedback before going further
An iterative approach
The best way to learn Design Thinking is to practice it.
**Example**

**Session I**
- Field exploration: xx interviews

**Field exploration preparation**
- Team creation
- Common understanding of the initial challenge
- Organization of field exploration & interviews

**Session II**
- Challenge reframing
  - Share insights gathered on the field
  - Challenge reframing / reformulation

**Session III**
- Ideation
  - Develop ideas
  - Describe and structure the selected concept

**Session IV**
- Feedback & prototype
  - Get feedback on the selected idea / concept
  - Integrated feedback and prototype the concept

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