Design Thinking in a nutshell

Alexander Götze

25.10.2019
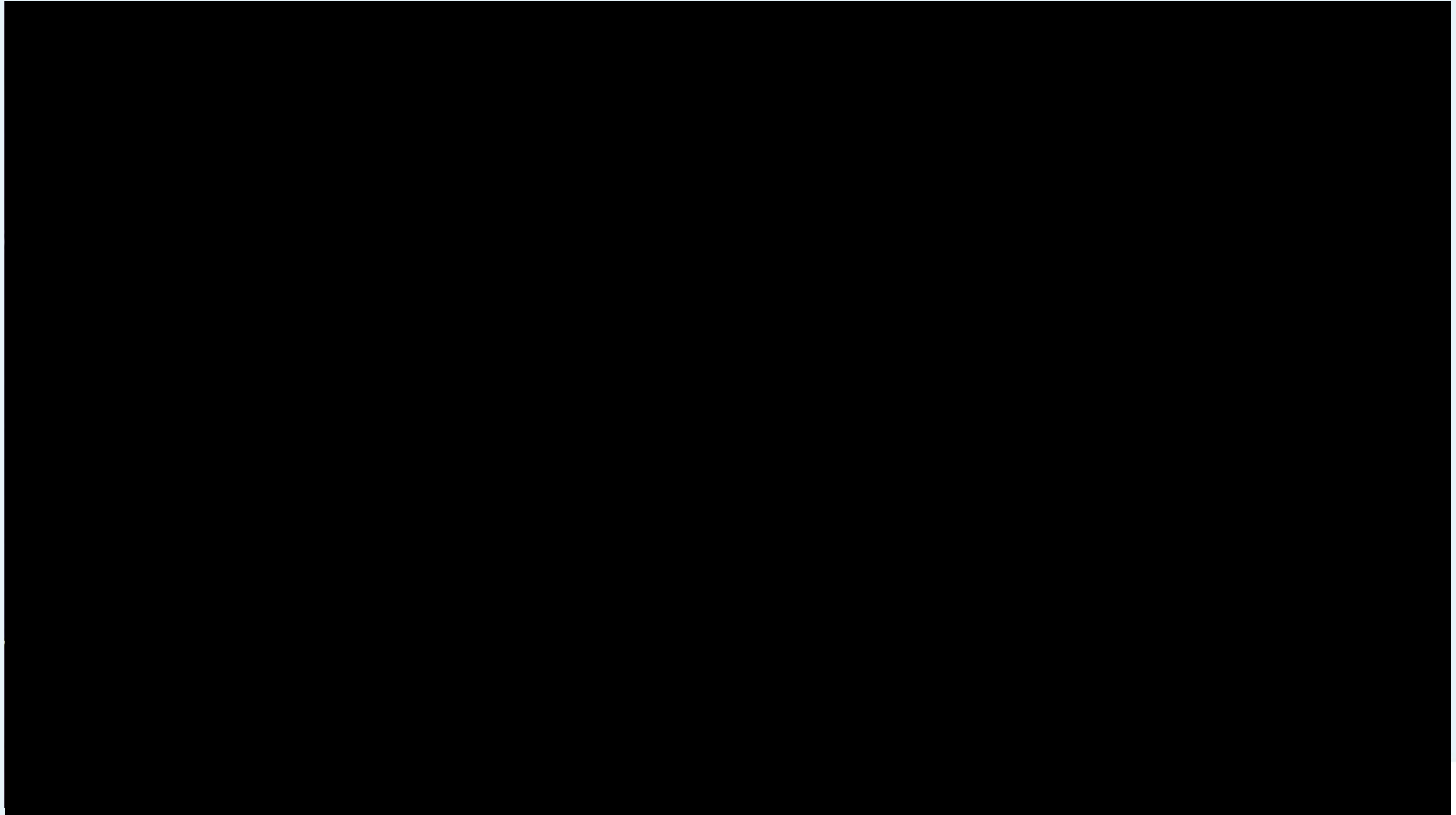
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WISSEN. GRÜNDEN. UNTERNEHMEN.
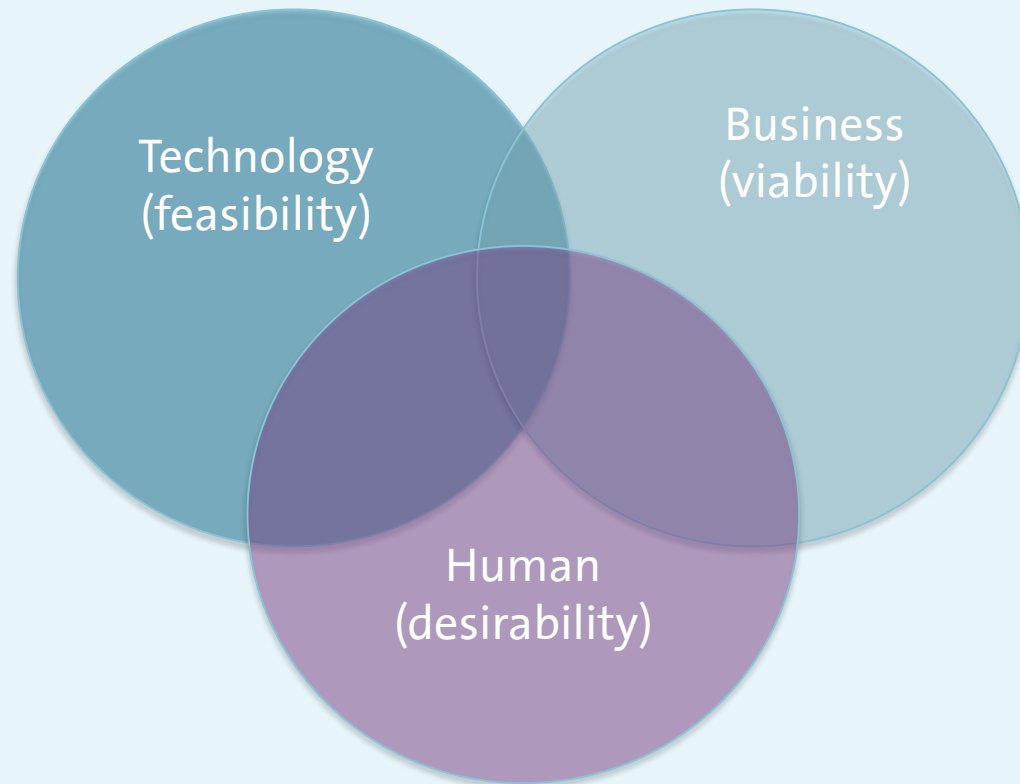
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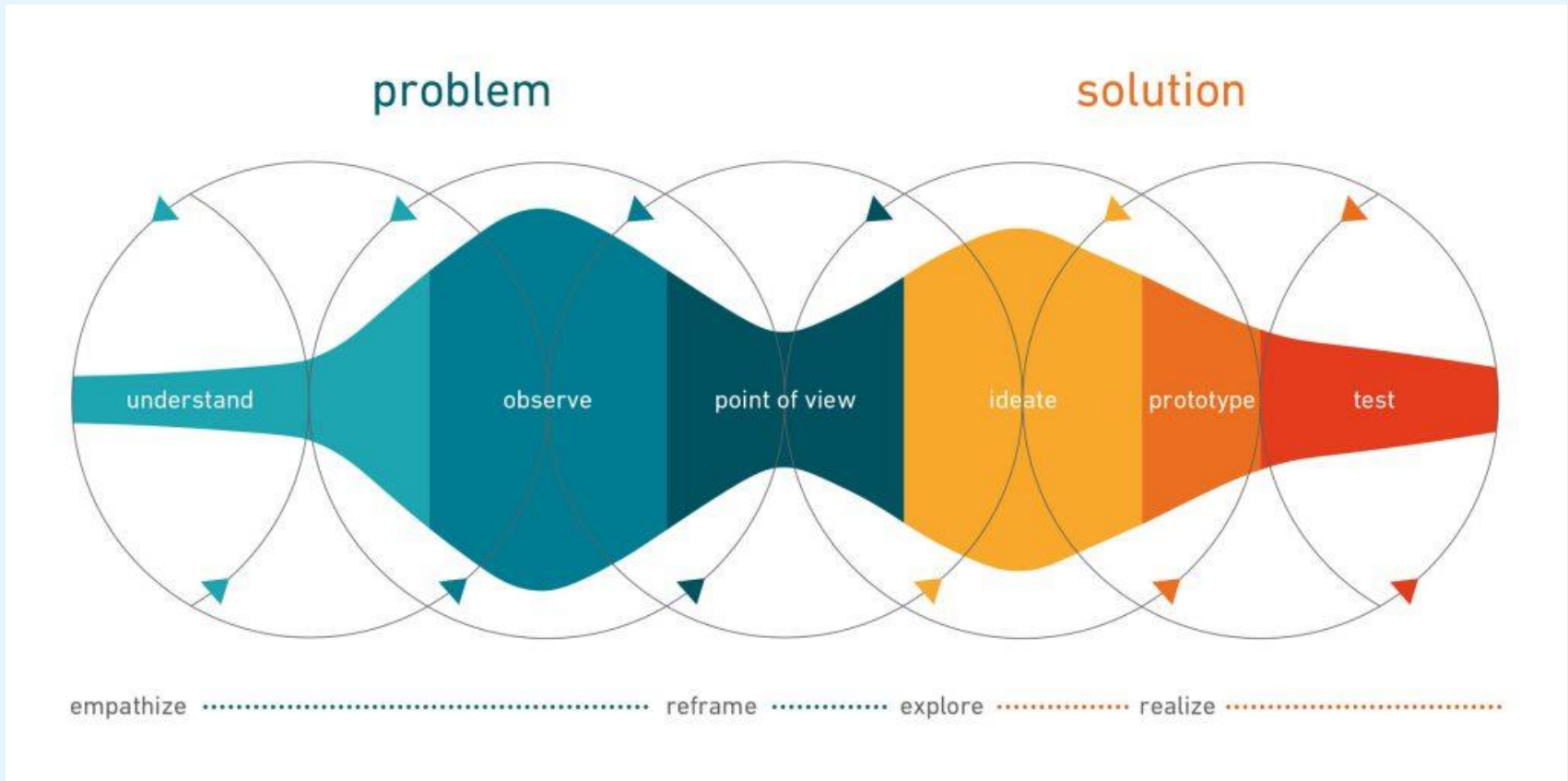## Introduction

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Introduction

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Process

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Design Thinking in a nutshell

Methods

understand | **observe** | **point-of-view** | **ideate** | **proto-type** | **test**

Research Mindmap

Storyboard

Value Proposition Canvas

Video

Stakeholder Map

Brainstorming

Interview

Letter to grandma

Persona

Interview

How might we …

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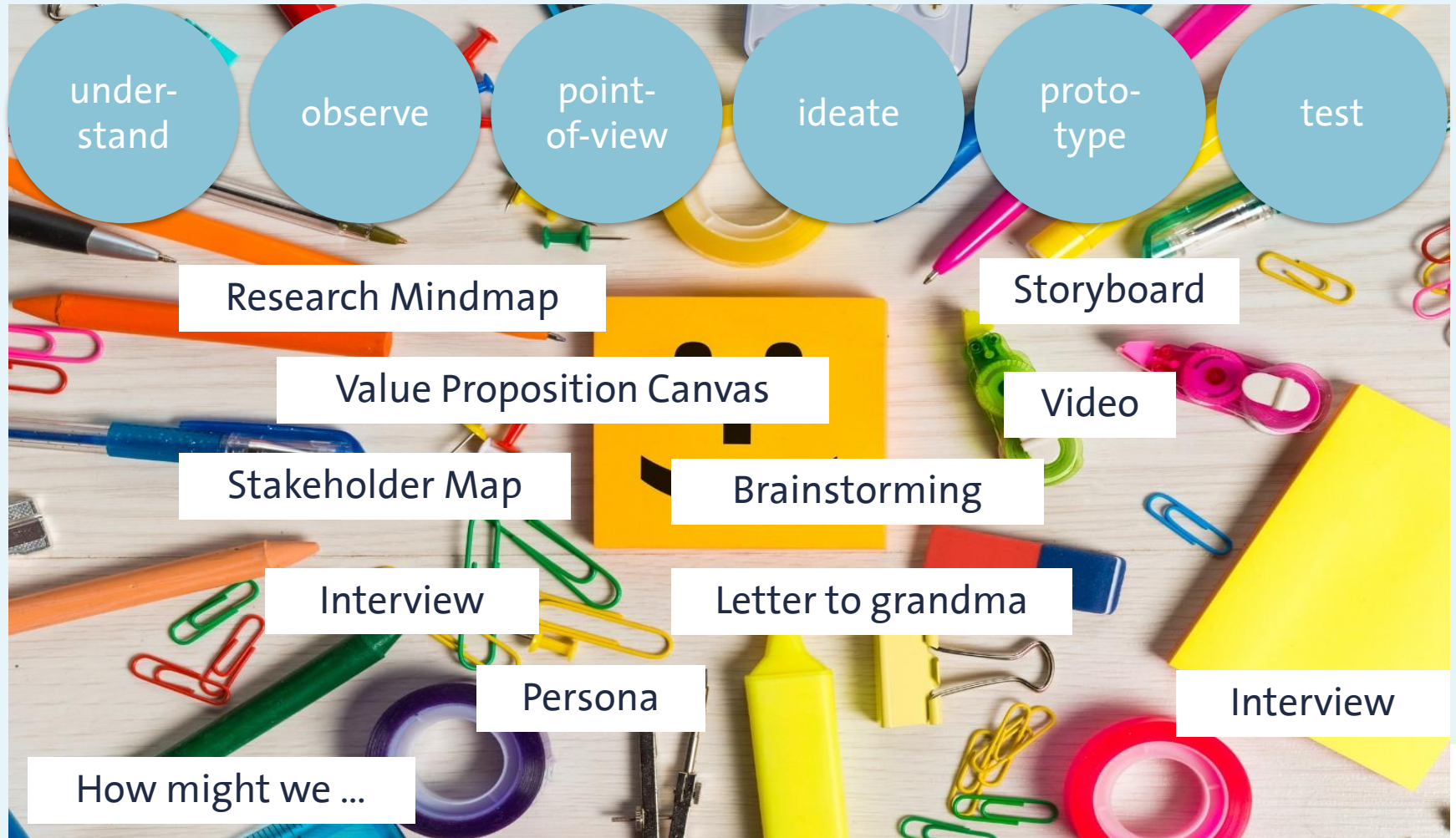
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Rules

Fail offen and early – be iterative.

Leave titles at the door.

Don't talk. Do!

Build on ideas of others.

~~Yes but~~ - YES AND

Avoid criticism and judgement.

Stay focused – stay on topic.

Dare to be WILD and encourage WILD ideas!

Be visual. **Think human centered.**

Let's have fun.

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Understand: problem statement

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Problem statement

„If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute to resolve it"
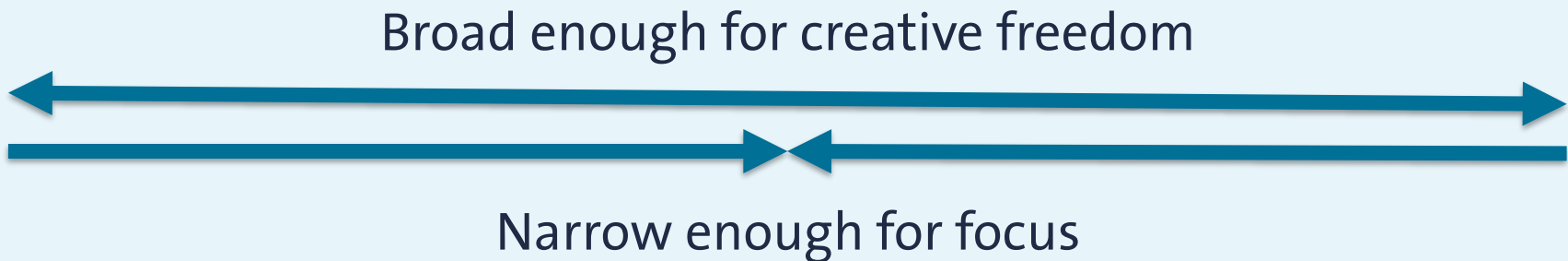
- Albert Einstein –

„Love the problem, not the solution"

- Ash Maurya -

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Problem statement
requirements

- ☐ It should be phrased in a question
- ☐ It should not impose limitations
- ☐ It should be actionable
- ☐ It should be succinct
- ☐ It should be human centered

Broad enough for creative freedom

Narrow enough for focus

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Problem statement

Why – how - ladder

1. Talk about the area of application
   (10 minutes)

2. Define a first problem statement like: HOW might we …
   (5 minutes)

3. Discuss the WHY and the HOW
   (20 minutes)

4. Conclude the final problem statement
   (5 minute)

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Problem statement

Design brief (20 Minuten)

- Why
- Who
- What
- With what
- Who else

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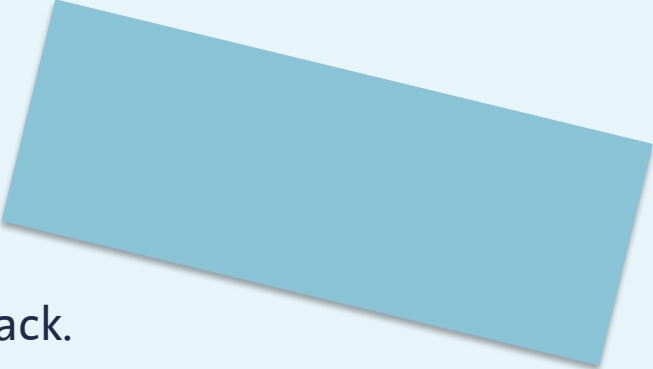dresden | exists

Problem statement

Wrap-up

The first step of human centered innovation is to identify and to explain a problem.

Defining the desired condition provides an overall vision for the product or service.

To define the project scope keeps the project concentrated on the overall goal.

The problem statement is referenced throughout the project to establish focus within the project team and verify they stay on track.

And now you can go for research to get insights.

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