DESIGN THINKING JAM

Poznań University of Technology

Poznań, 02.09.2024

Design Thinking Institute

Since 2012, we have been working with the design thinking method and implementation in organizations.

1600	graduates of Design Thinking Moderator Course	**300**	Design Thinking Jam workshops	**30**	companies with full design thinking implementation

Our clients

Hello!

Sara Kapela
Director of projects implementation

- process and service designer
- facilitates design thinking workshops
- cooperates with business and public administration, e.g. PwC, Otomoto, Swiss Krono, T-mobile, IKEA, Kielce City Hall, GovTech and Gov_lab Inno Lab
- creates new tools and programs for innovation management

Ania Andrychowska
Design Thinking Moderator

- trainer and educator in Central Technology Hub in Warsaw
- design scripts and tools for tech education
- facilitates design thinking and STEAM workshops
- implements educational projects, e.g. Google, Warsaw Stock Exchange, Allegro, Warsaw City Hall

DESIGN THINKING INSTITUTE

Schedule

11:00 - 14:00 Module I + coffee break

14:00 - 15:00 lunch break

15:00 - 18:00 Module II + coffee break

How we will work?

- **workshops goals:** get inspiration to how use needs of users in different projects & experience design thinking in practise

- feel free to ask questions about exercises, what is the task, what to do

- summary with Q&A at the end

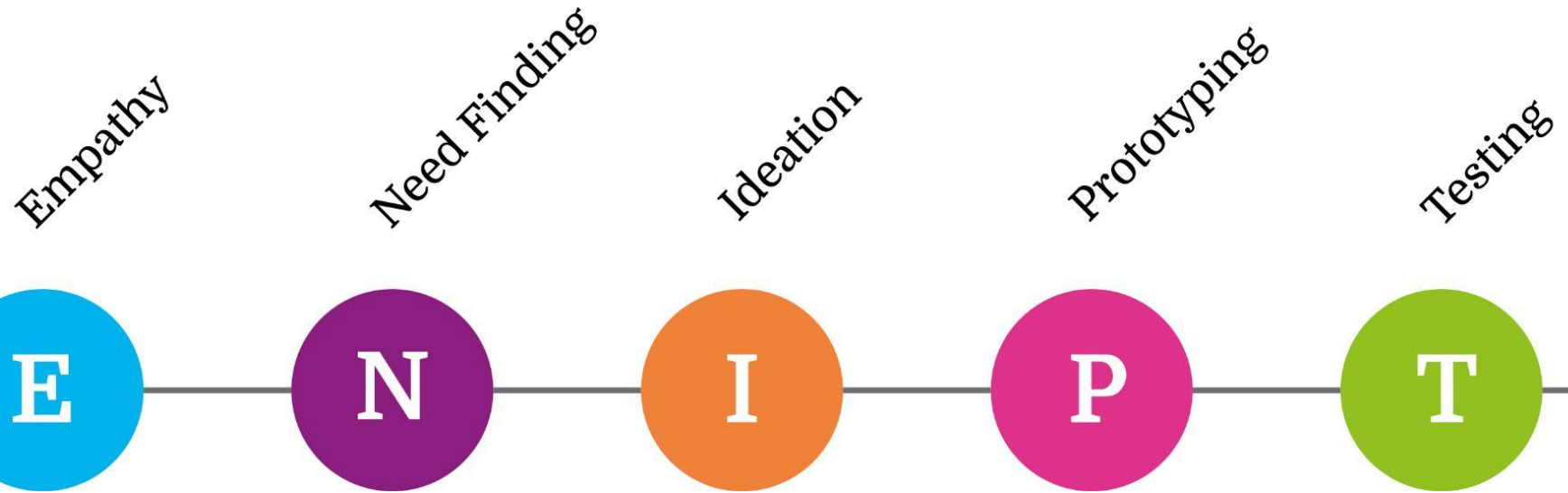- we will be working whole day in teams of 6 people
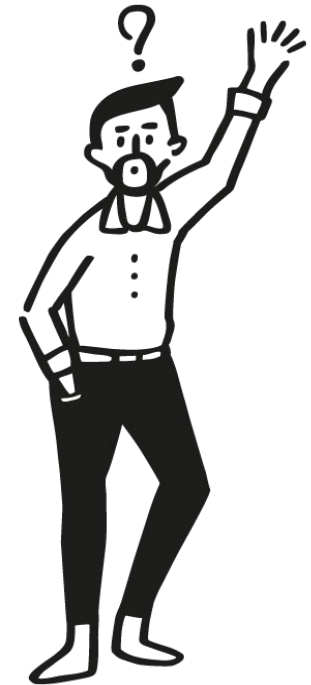
Design Thinking method of solving needs-based problems

- established at the junction of the design and IT
- FRAMEWORK + MINDSET
- focused on finding innovative solutions

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Design Thinking Process

Empathy

Need Finding

Ideation

Prototyping

Testing

E **N** **I** **P** **T**

Case study − 25$ incubator

MSLBI01

Case study − 25$ incubator

Our challenge

Cities of the future

small or big cities, 1000 or 1 mln people is ok
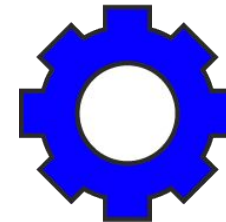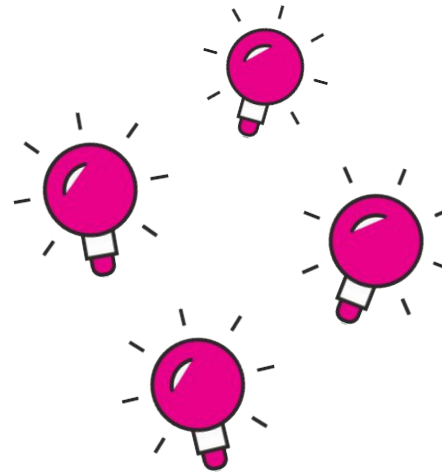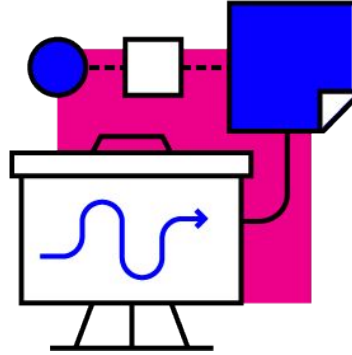
How to combine design thinking and technology?

problem

user needs

a LOT of
ideas
+
technology

solution

Inspirations

innovations can be simple

Inspiration no 1 - New/old connections - children read to seniors

Inspiration no 2 - Small steps for bigger issues of not cutting grass in the city - chessboard lawn

Inspiration no 3 - Keep it fun! Library and lawn near seashore

Inspiration no 4 - Transportation, simple improvements

Let's create teams!

Poznań - what to eat? where to go?

1. great place to eat
2. great vegan place
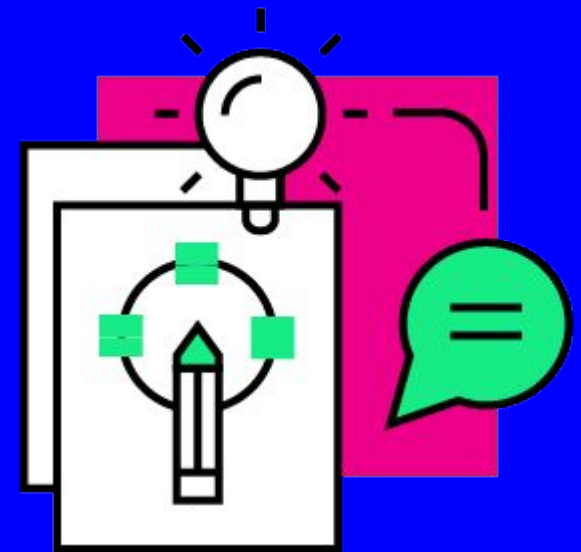3. sightseeing walk
4. cool spot!
   (not food related ;)

Let's start our journey with design thinking!

Topics to choose from

1. relations, generations
2. green solutions
3. keep it fun - recreation
4. commuting, transportation

EMPATHY

Empathy

- get to know the user's world
- we do not judge
- do not overanalyze
- what brings joy and what frustrates user?

Goal: "to step into the user's shoes,
look at the challenge through his eyes "

Empathy

—

Task:
Make a list of the questions for the interview (about 10-15).
Arrange the questions in the order to be asked.

Time: 10 min

Goal: "to get into the user's shoes /
look at the challenge through his eyes "

Empathy

—

Try this some of this questions for a good start and more yours:

1. **What places in the city do you enjoy and why?**

2. **Imagine you have and hour to relax after work in the city centre - what do you do? Why?**

3. **What feelings do you associate with being the city center, in the park, at a cool new bar/restaurant?**

4. **How do you plan your time with other people in the city? And with whom, family, friends?**

NEED FINDING

Needs diagnosis

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- we bring out the individual needs of the user
- specific user's need, not ours
- follow the quotes from the interviews

Needs selection criteria:
- specific
- inspiring for you
- combined with a workshop challenge

Goal:
define 1 specific need that you want to work with further

Specific challenge - "How might we…" tool
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Task:
Write the challenge using this formula:

How might we help (user) (selected need) so that (metaphor/analogy/users insight)?

Time: 10 min

Specific challenge - "How might we…" tool
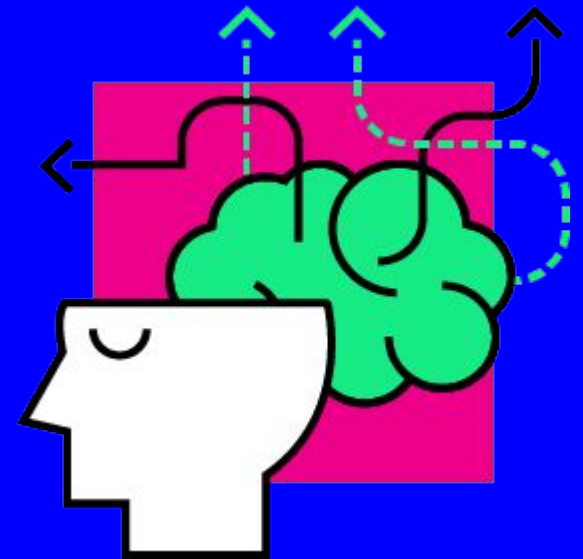—

How might we questions examples

How might we help Basia to take care of her body and mind so that she feels like the queen of her studio apartment?

How might we help Marek feel so cosy & comfortable at the restaurant like Winnie the Pooh eating honey?
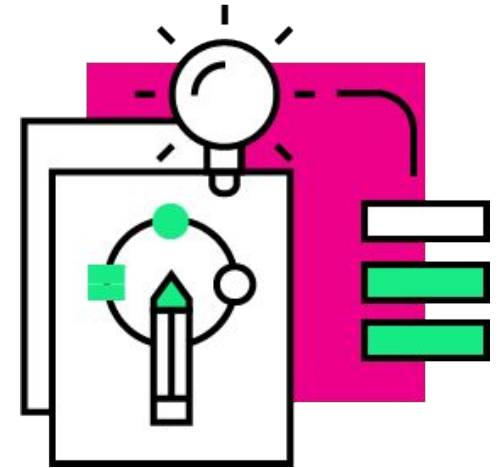
IDEATION

Let's brainstorm!
—

- go for quantity
- write down all ideas → 1 post-it = 1 idea
- specific solutions
- address the challenge
- do not criticize
- one conversation at a time
- build on associations
- we encourage crazy ideas!

Goal: as many ideas as possible

Ideas selection

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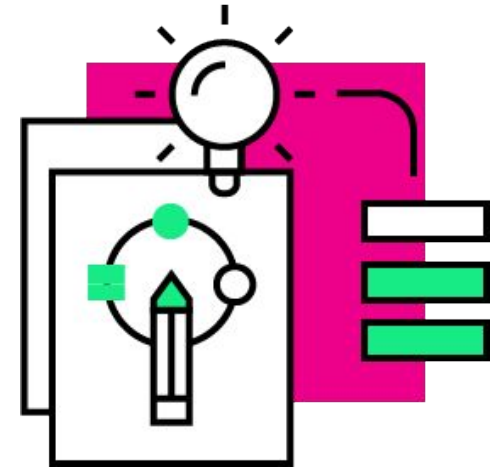**Task:**

Choose 2 ideas for further work

How?

step 1: Two dots method
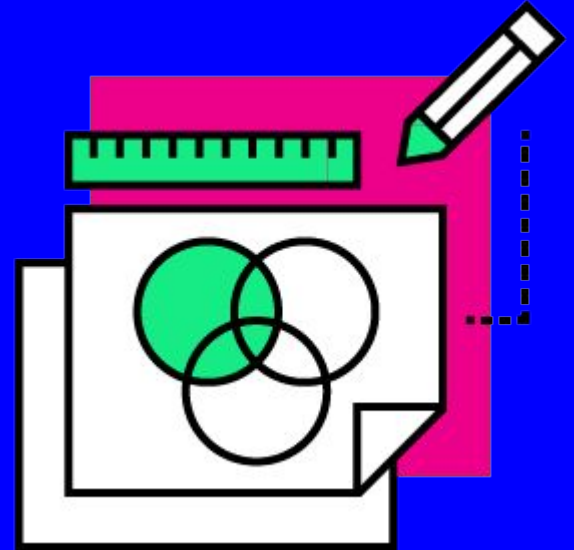
step 2: Discuss and choose two ideas per team

Criteria:

- new ideas

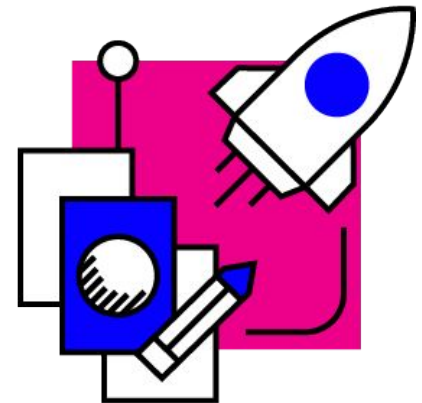- not ordinary, innovative

- AI related

PROTOTYPING & TESTING
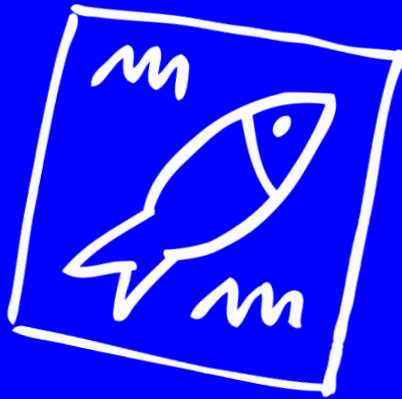
Prototyping - introduction

- The question at this stage is: **How the user will interact with the prototype?**

- Let the idea speak for itself!

- Best prototypes are fast and simple

- Types of prototypes - mixing desirable!

Goal:

develop ideas selected during the selection,

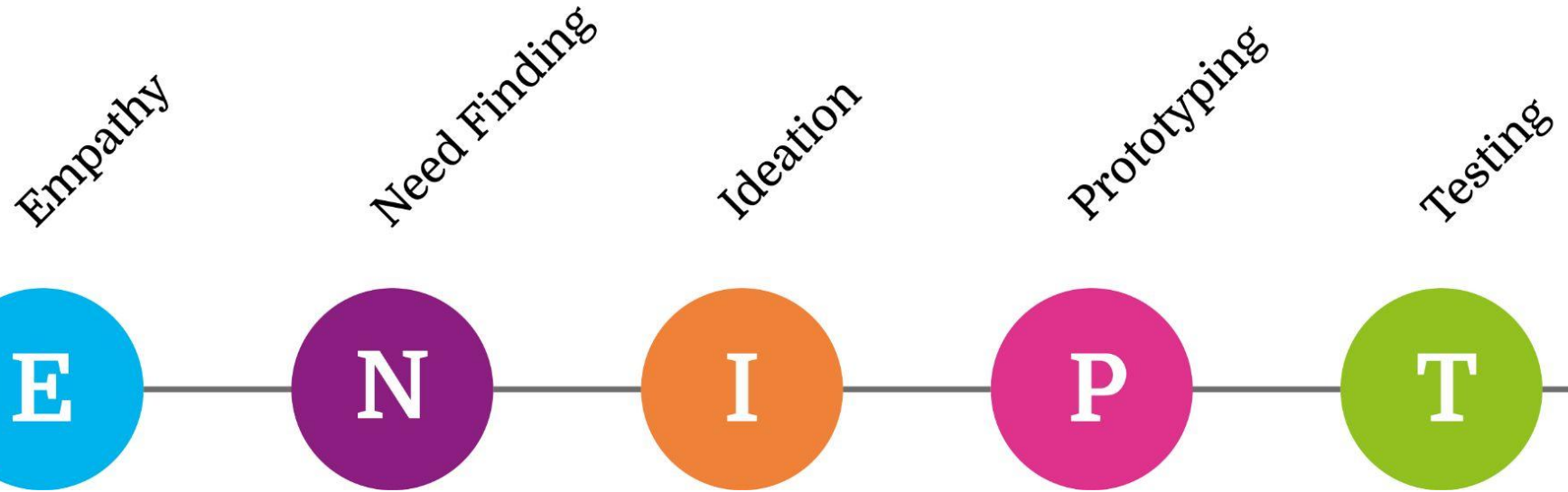check their potential

Lunch Break 14:00 - 15:00

Testing

- don't defend your ideas

- do not analyze the feedback, just listen carefully

- write down all comments!

- improve after the testing session

Goal: develop the idea, make it better

Design Thinking Process - retrospective

Empathy

Need Finding

Ideation

Prototyping

Testing

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Design Thinking Jam - summary

What happened? What's behind us?

How can I use design thinking to discover new ideas, to research, to combine AI and my field and user needs?

Thank you and good luck ♥

Thank you