

## MODUL 5 Getting started with Design thinking – step 1 FEEL

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### Introduction

In this module, we will walk you through the main steps of design thinking, namely **Feel, Imagine, Do and Share**. You will also have the opportunity to examine number of design thinking tools.

At the end of this module, you are required to determine a sustainable development goal you want to contribute to. In the coming weeks, we will elaborate other steps of the design thinking and you will be developing your own solution accordingly.

### Essentials of Design Thinking

What is design thinking?

Design thinking or human centered design is described as a process for solving problems by prioritizing the consumer's needs above all else. It relies on observing, with empathy, how people interact with their environments, and employs an iterative, hands-on approach to creating innovative solutions.

There are number of variants of the Design Thinking process in use today, and they have from three to seven phases, stages, or modes. However, all variants of Design Thinking are very similar. All variants of Design Thinking embody the same principles. Here, we will focus on the four phase model.

## The four phases of Design Thinking

The four phases of Design Thinking are as follows:

**Feel (Step 1):** Empathize with your users, define your users' needs, their problem, and your insights

**Imagine (Step 2):** Developing an idea for solution or improving the current situation by challenging assumptions and creating ideas for innovative solutions

**Do (Step 3):** Working on the solution, developing a prototype and testing the solution to make sure it works

**Share (Step 4):** Sharing and storytelling the solution with the interested audience.

Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

At the same time, Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods. Design thinking is a mindset encompassing ;

1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism

## Tools of Design Thinking

There are various tools of design thinking for each step you can make use of according to your need. For instance, mind mapping refers to representing how ideas or other items are linked to a central idea and to each other. Mind maps are used to generate, visualize, structure and classify ideas to look for patterns and insights that provide key design criteria.

On the other hand 'Value chain analysis' examines how an organization interacts with value chain partners to produce, market and distribute new offerings. Analysis of the value chain offers ways to create better value for customers along the chain and uncovers important clues about partners' capabilities and intentions. Please study carefully the table below illustrating a bunch of design thinking tools.

Mr Motivation Research 1.1										Rs Reflective Storytelling 5-4
Io Immersive Observation 1.2	Tb Trust Building 1.6					Cc Customer Cocreation 4.1	Ar Assumptions Reassessment 4.2	He Hands-on Experience 5.1	Ce Continuous Engagement 5.2	Dr Desirability Review 5.5
Ci Contextual Interviews 1.3	Ds Deep-dive Shadowing 1.7	Ic Insight Capture 2.1	Ps PoV Statement 2.4	Yb "Yes, and..." Brainstorming 3.1	Ws What-If Scenarios 3.4	Me MVP Evaluation 4.3	Id Interactive Demos 4.4	Fl Feedback Loops 5.3	Fr Feasibility Review 5.6	
Va Value Chain Analysis 1.4	Sr Staging & Roleplay 1.8	Rv Rapid Visualization 2.2	Cd Concept Development 2.5	Pr Pattern Recognition 3.2	Ls Lean Sketching 3.5	Cv Clustering & Voting 3.7	Bc Business Model Canvas 4.5	Os Opportunity Scaling 4.6	Vr Viability Review 5.7	
Mm Mind Mapping 1.5	Jm Journey Mapping 1.9	Rs Risk Sharing 2.3	Aa Ambiguity Acceptance 2.6	Hf Holistic Framing 3.3	Sa SWOT Analysis 3.6	Tc Tribal Co-opetition 3.8	Md Multi- Disciplinary 3.9	Tm Tangible Mockups 4.7	Li Learning Iteration 5.8	

■ Empathize   
 ■ Define   
 ■ Ideate   
 ■ Prototype   
 ■ Test

You can find a list of design thinking tools at: <https://overlapassociates.com/ideas/design-thinking-tools-and-resources/>

## Step 1: FEEL

**Step 1:** Now it is time to pick one of the sustainable development goals which resonates most with you. In order to do that, you can get back to previous sessions and look at the details of each SDGs.

Among others, you can choose one of the methods below to better understand the challenge you are addressing:

**Exploratory research:** preliminary field research for the team to understand the context surrounding the problem.

**Desk Research:** search for information on the project’s theme from different sources: websites, books, magazines, blogs, articles, etc.

**Interviews:** obtaining information through dialogue, mainly with users/developers about the product/service/process.

**Awareness Notebooks:** instruments used to obtain data, usually when the user is physically distant.

**A Day in the Life:** Simulation of a person’s life or specific situation.

**Generation Sessions:** meetings with team members and stakeholders to carry out activities to present their views and share their experience with the project thus far.

**Shadowing:** monitoring a user over a certain period that includes their interaction with the product or service under analysis. Talk to people involved in the situation to look at the opportunity from their perspective.

Main aim of this session is to learn user’s perspective. In human-centered design, we always start by understanding the people we're designing for—their hopes, fears, and needs—to quickly uncover what’s most DESIRABLE for them.

You will start exploring this challenge not by leaping to ideas, but by first taking some time to better understand the space through design research.

Design research can include learning from existing research to get a sense of current thinking, but it differs in that it seeks to provide new insights into a challenge, rooted deeply in understanding the people you are designing for.

### Assignment

Please pick one of the SDG goals and specify the challenge you want to address. Don’t forget to look at the “outcome targets” of the each sustainable development goals for inspiration.

It might be a service you want to offer, a product, a mobile app or a new policy framework. You can also look at the booklet of best practices for inspiration (see the respective booklet in the Module 3).

Write up a short “brief” that clarifies the challenge you’d like to address. Write it as if you were handing it to someone else to design with. Capture thoughts on why this is a problem, and what the opportunity for design will be.

In summary,

- Define one Global Goal as the problem
- Choose one of the targets for that goal to address
- Identify the point-of-view to frame the problem
- Craft a meaningful, actionable problem statement

After doing that, please also answer following questions:

Who are the people involved in this opportunity of change?

What do you know about their behaviour?

What kind of environment exist at these places ?

What is THE ROOT cause of the problem? (see the example below)

