

A Crash Course in Design Thinking

With Maggie Koops

Online Whiteboards

[Miro.com](https://miro.com)

[Mural.co](https://mural.co)

Parking Lot

We should
have pizza
for lunch

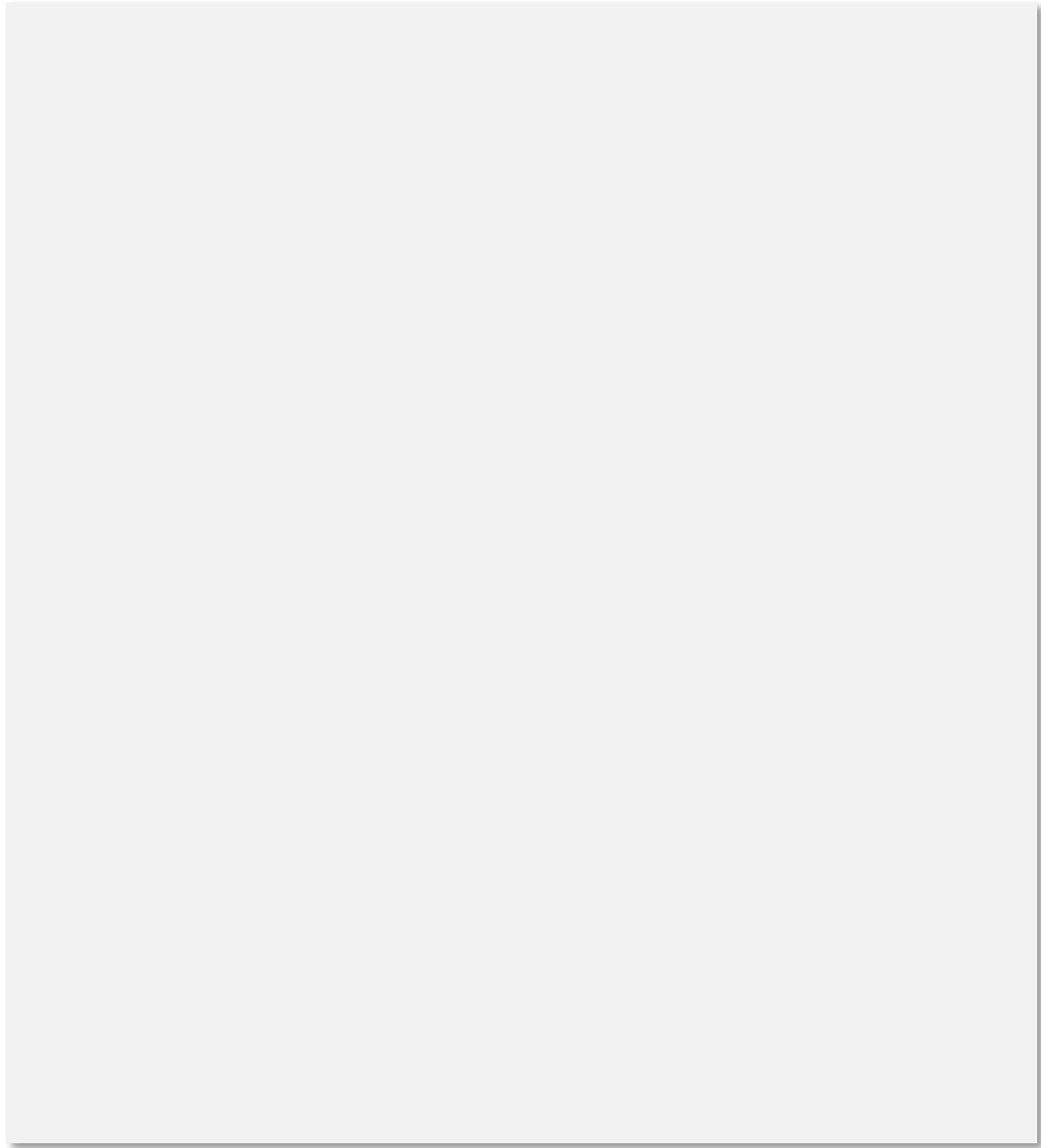
I have a
structures
test Tuesday

My car
needs an oil
change

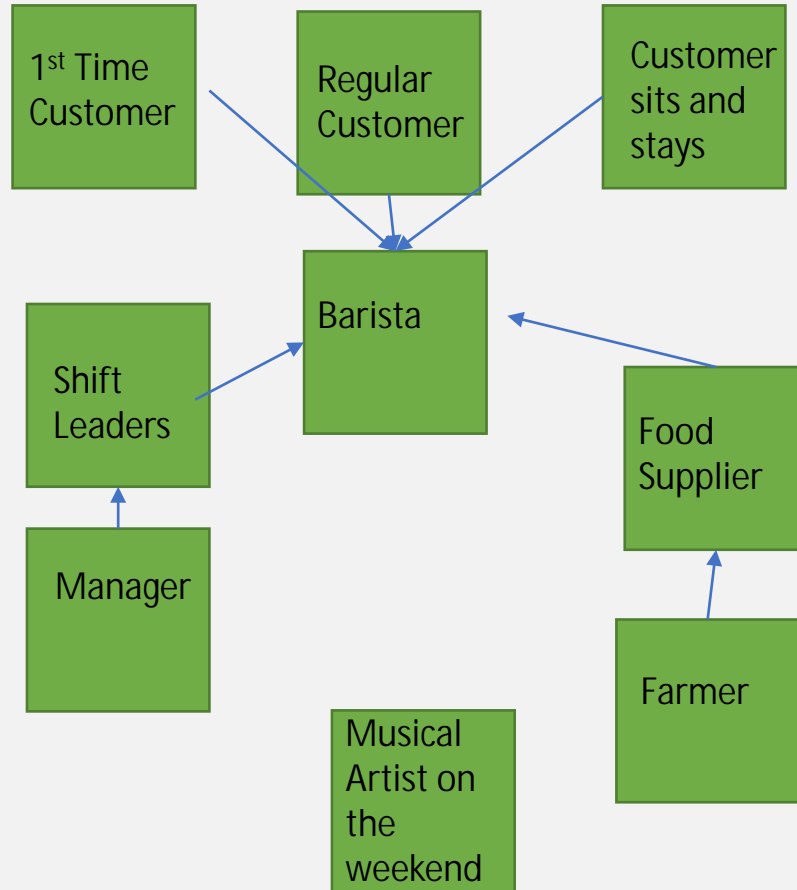
The first thing to do is set up the Parking Lot.

Design Thinking takes a lot of focus. When you think of something that doesn't pertain to what you are doing, write it down and put it in the parking lot.

You can come back to this later.



Stakeholders



Everyone who interacts with your product is a stakeholder. Identifying who is involved in the entire process will help design the product and the process to implementation.

How:

- Write down each stakeholder on a post-it.
- On a separate post-it, identify the role each stakeholder plays.
- Connect stakeholders on how they interact with each other, how products flow through them, and how decisions are made.
- Identify key stakeholder. Keep these in mind for the rest of the process.

How Might We...

Now that you understand the stakeholders and the current process being used, let's dig deeper to define the problem we're going to solve.

Spend some time to identify the question you are asking. It needs to be broad.

THE SOLUTION CANNOT BE IN THE STATEMENT.

How might we transport goods across the country?

Vs.

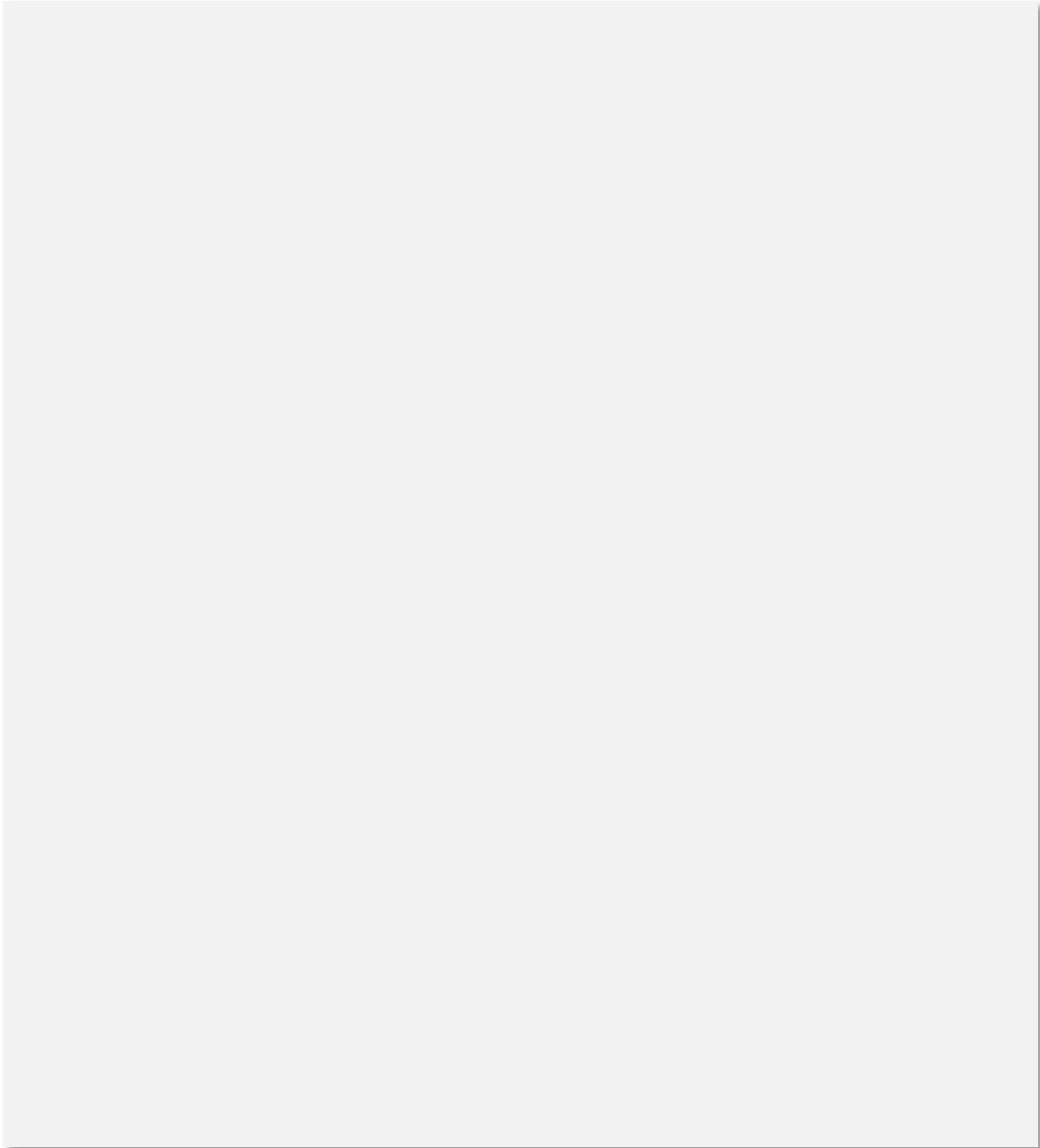
How might we use 50 lb quadcopters to fly packages across the country?

Needs Statement

Alternative to How Might We.

Easier to identify than How Might We.

_____ needs a way to _____ so that _____

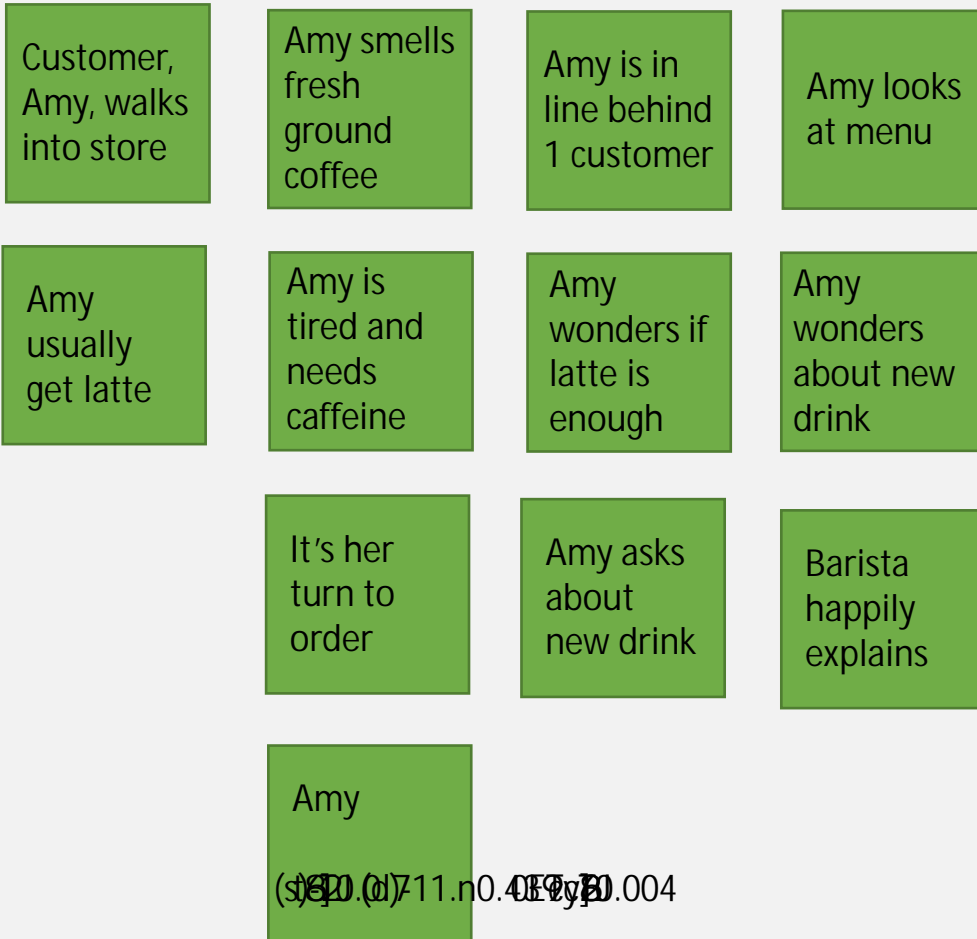


To make a worthwhile product for your customer, you need to understand your customer. You can do an empathy map for as many users as you have time for.

How:

- Draw your user in the middle circle. Name him/her. Give her a life story – age, background, interests, etc.
-

Journey Map

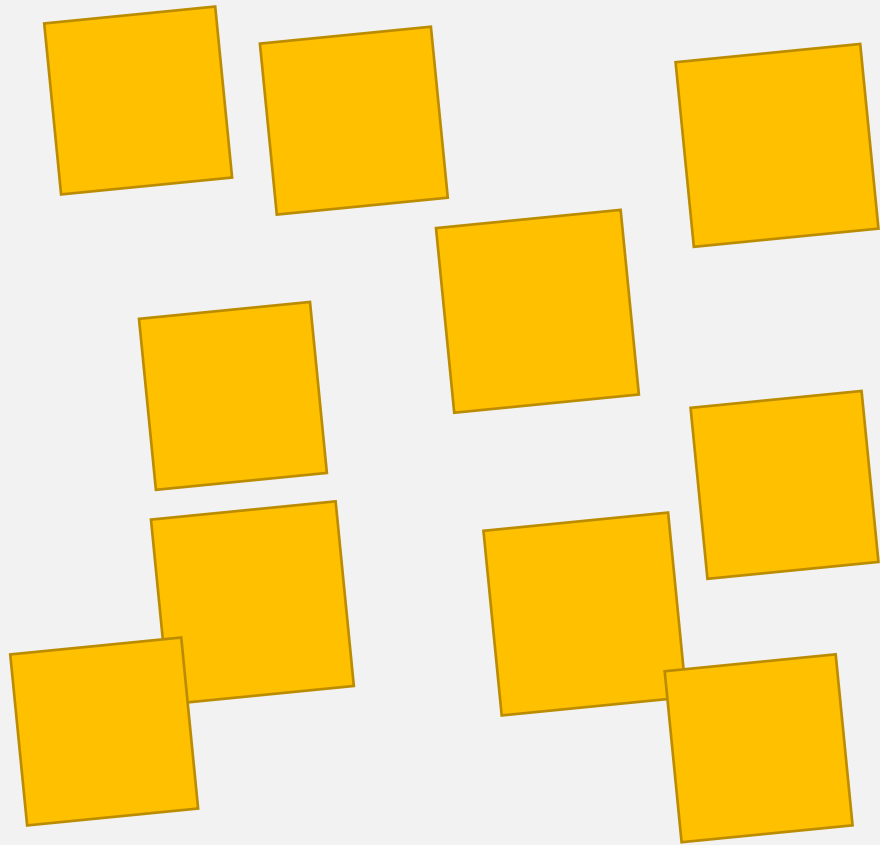


By mapping out the user's step by step interaction with the product you can easily identify pain points in the process. These pain points are what you should focus on when designing your new product.

How:

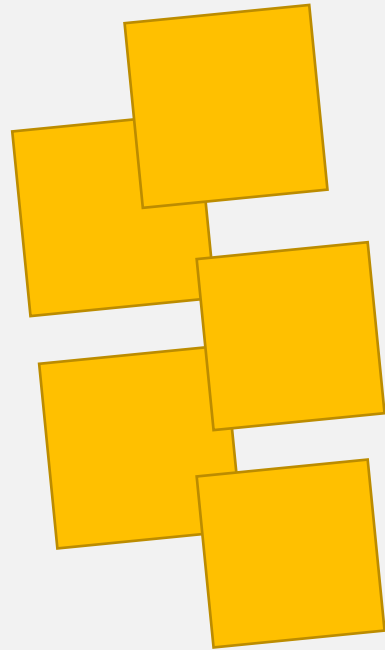
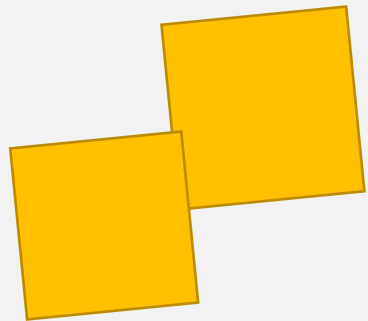
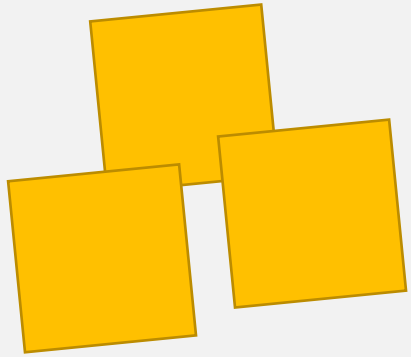
- Write down each step on an individual post-it.
- Really focus on the nitty-gritty details.

How might we improve
our coffee delivery



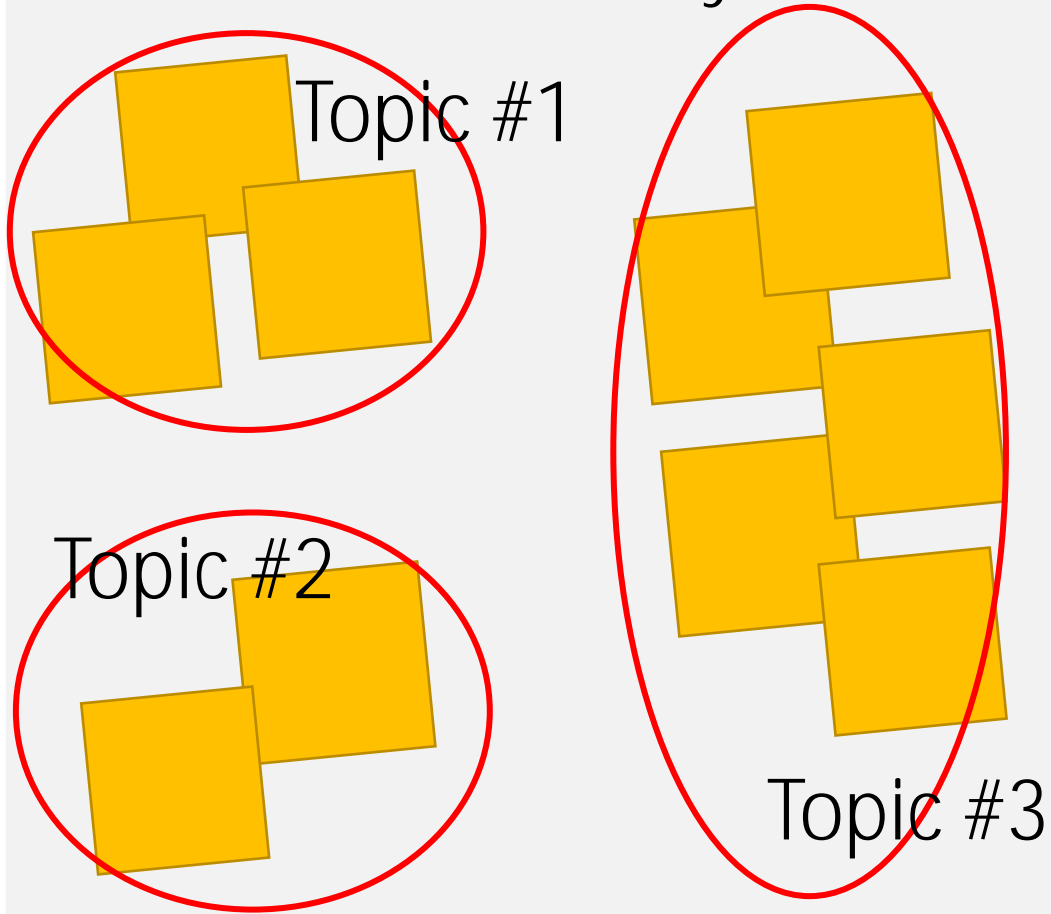
Ideation - Diverge

How might we improve
our core processes



Ideation - Converge

How might we improve our coffee delivery



Ideation - Playback

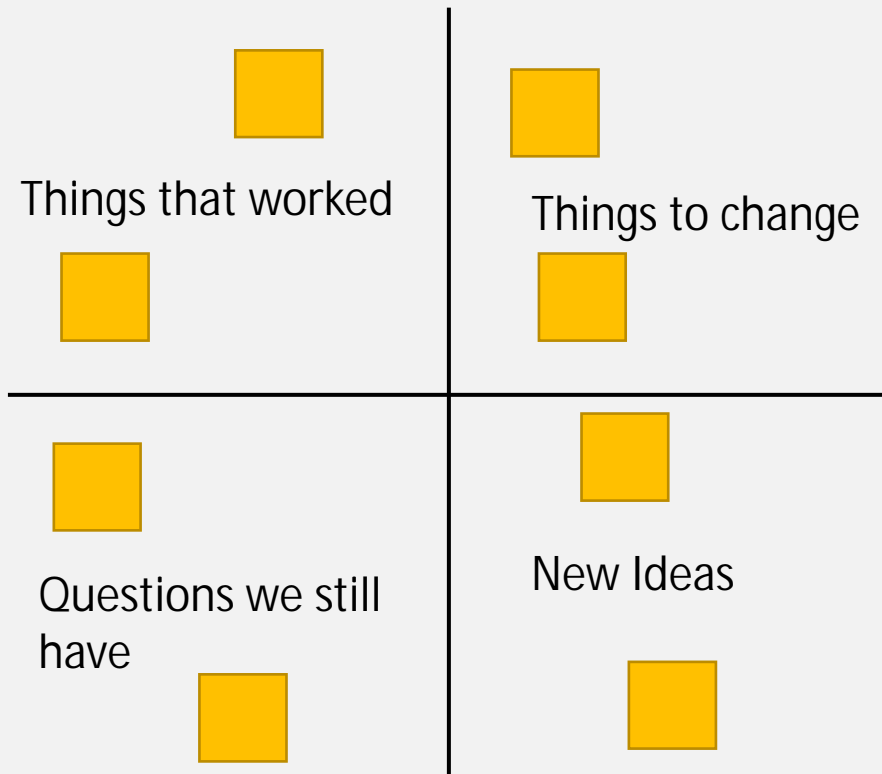
Prototype

- Prototyping is vital to designing the best product possible.
- Prototypes can be:
 - Drawings
 - Cardboard & tape
 -

User Tests

- Once you have a prototype, it must get into the hands of potential user tvts

Feedback Grid



To make a worthwhile product for your customer, you need to understand your customer. You can do an empathy map for as many users as you have time for.

How:

- Draw your user in the middle circle. Name him/her. Give her a life story – age, background, interests, etc.
- With one idea per post-it write down what the user thinks, says, feels, and does while they are using the product/doing the process.
- Each team member will write down as many ideas as possible. Quantity over quality.
- Once you're done, converge and playback.

Next Steps

Milestones	Steps
Update Menu	Research recipes and try out Train baristas Change menu
Improve seating layout	Measure table and room size

It is important to make a detailed plan moving forward.

How:

- Start with major tasks or milestones.
- Identify every detailed task you need to take to successfully complete each milestone.
- One detail per post-it.