Design Thinking/

The innovation focused on the user

Developed in Stanford University in 70's

Greatest exponent: Tim Brown, chairman of IDEO

What is?

Design Thinking is a methodology to **solve problems**

How?

Approaching the problem by keeping the focus on the **user's need**

Real user's needs are pretended to be **solved** through **creativity** & **innovation**
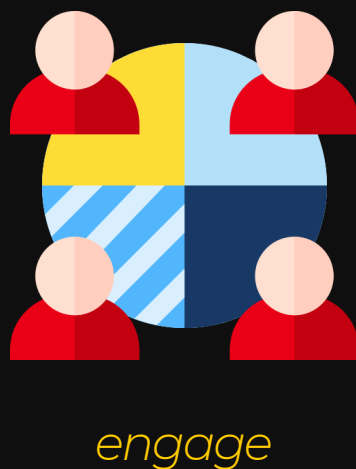
Design Thinking/
Basis

1. Empathy

Understanding what
the user needs is the
main point

imagine

2. Collaboration

Multidisciplinar teams
provides different
point of views to
approach the solution

engage

3. Experimentation

From ideas to reality:
test them on the field

analyze

visualize

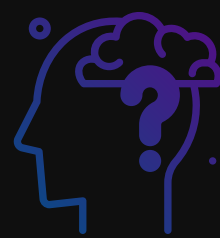*related concepts to visual communication main points

Design Thinking/
Process

Empathize

Learn from users until you get a fully
understanding from them.
Techniques:
– Observation
– Customer journey (from need to purchase)

Define

Analyze your empathize study.
Synthesize
Objective: determine the state of the user's needs
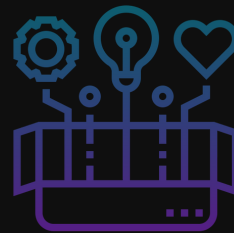You get a POV of the solution

Ideate

Find potential solutions
No restrictions: let your minds fly!
Think out of the box
No prejudice

Prototype

From the idea to real (as fast as possible)

Test

Is the problem solved?
Anything to improve?

and start again...

Design Thinking/
Developing creativity

Brainstorming

- ✔ Group sessions
- ✔ No limit to ideas
- ✘ Sometimes domineering voices
- ✘ Hive mentality

Brainwriting

- ✔ Skiping domineering voices
- ✔ Plurality of ideas
- ✔ Voice to introverted
- ✘ Not end-model thoughts

Ideation sessions

- ✔ Exploring mental models
- ✔ Evaluating ideas from differents POV
- ✔ Converge and consolidate to something **DOABLE**

Design Thinking/
Real world application

Pittsburgh children's hospital

Improving the children's MR scanner experience by using paintings and storytellings

Pittsburgh children's hospital. [Photography].

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