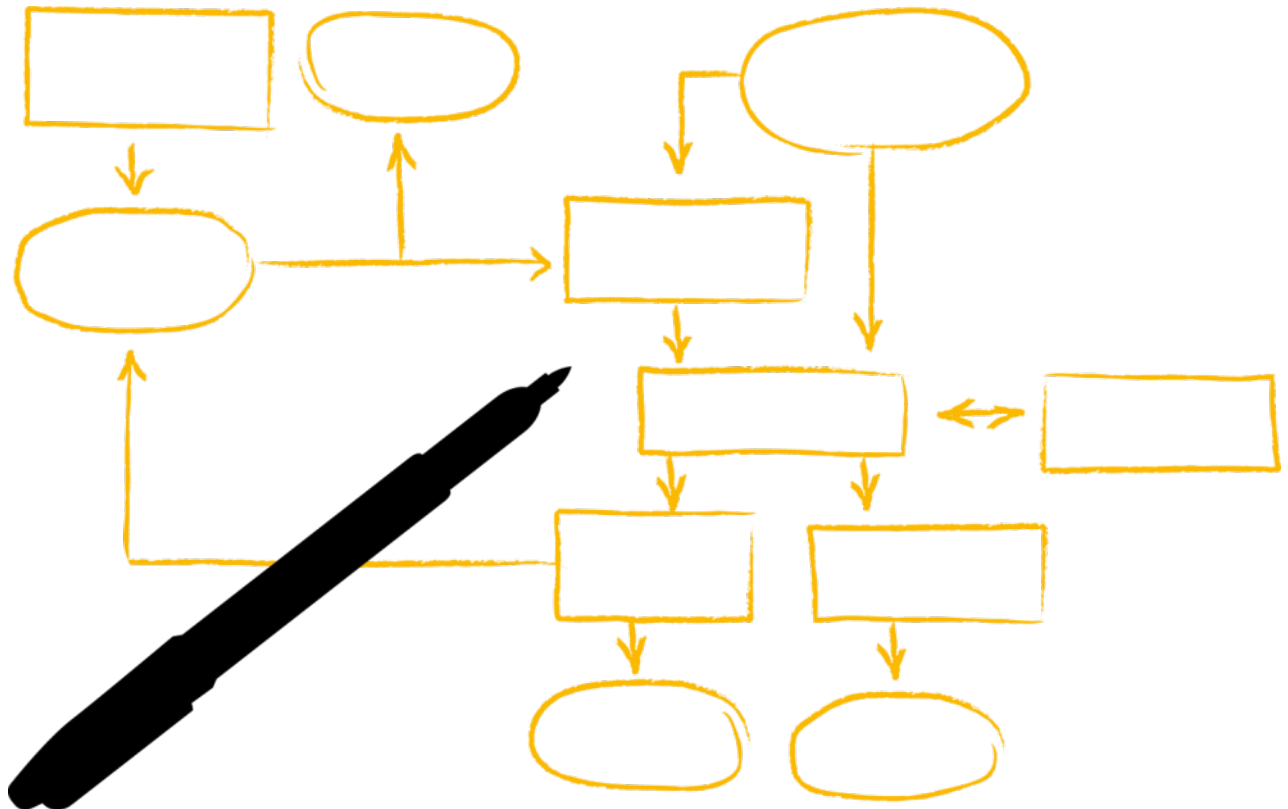


Design Thinking

Jody Kruger
November 2014



Start with an initial Challenge - “Perfect Wallet”

Design your perfect wallet (3 minutes)

Sketch or write your ideas here:

Source: Wallet Exercise, Stanford d.school, 2006

Conduct Research to find out more about the topic

Pair up in groups of two people and interview each other (10 minutes in total)

Interview with your partner and gain empathy (2 x 5 minutes)

- Find out what your partners wallet currently is like (ask him/her to show it!) and what his perfect wallet is
- What is your partner trying to achieve with it? (keeping money? Carrying ID? Carrying his/her whole life? 😊)
- What is important for your partner regarding his / her wallet?

=> Identify your partner's need!

Source: Wallet Exercise, Stanford d.school, 2006

Create a prototype that meet your partner's need

Build a prototype from the material available (or sketch it) (10 minutes)

Source: Wallet Exercise, Stanford d.school, 2006

Validate your Prototype

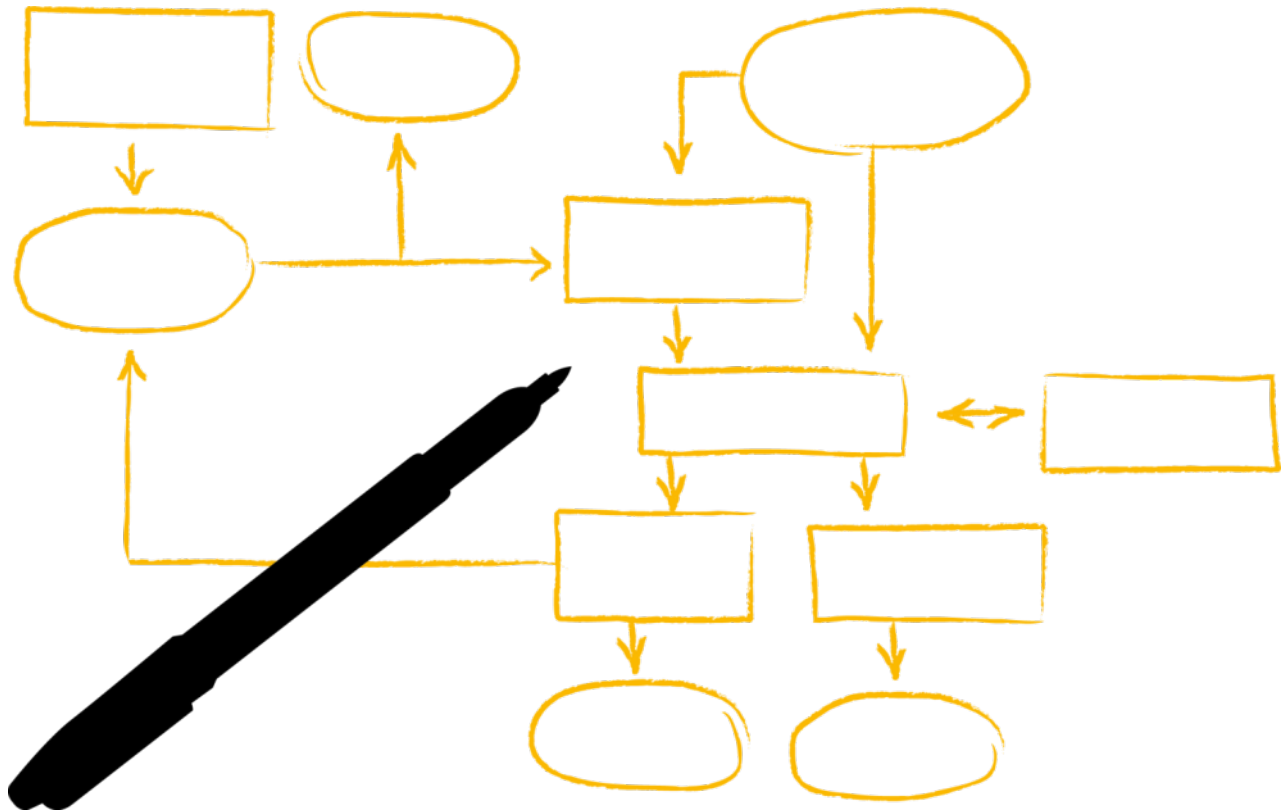
Share the prototype and test it with your partner (2x3 minutes)

Share the prototype with your partner and capture his/her feedback - switch roles and repeat sharing

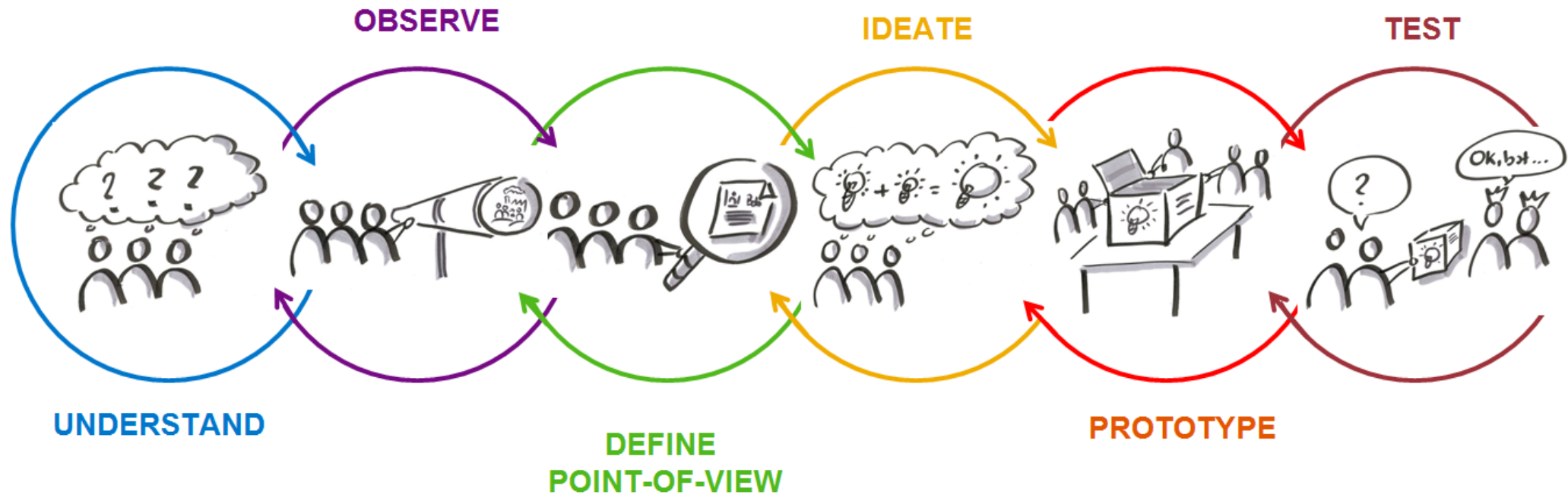
Capture and note down his/her feedback! (what does he/she like, what not → ask “why”!; questions he/she has; new ideas;...ask “why”, “why”.)

Source: Wallet Exercise, Stanford d.school, 2006

Design Thinking Process at SAP

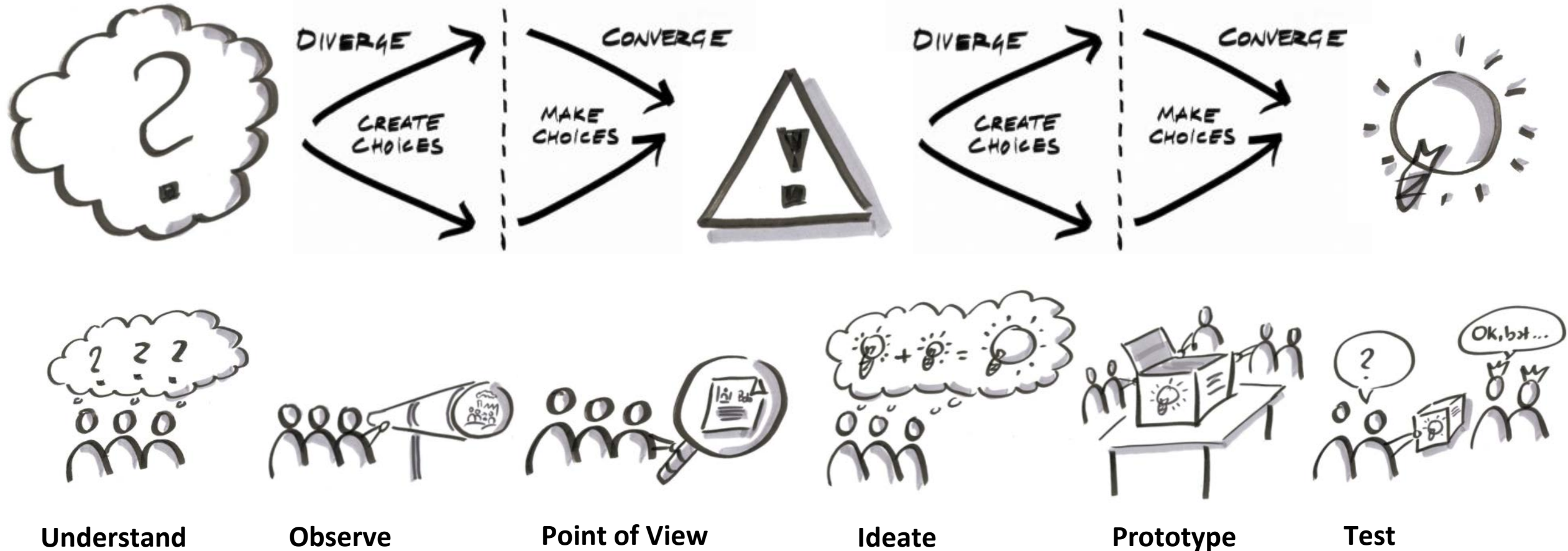


Design Thinking Process

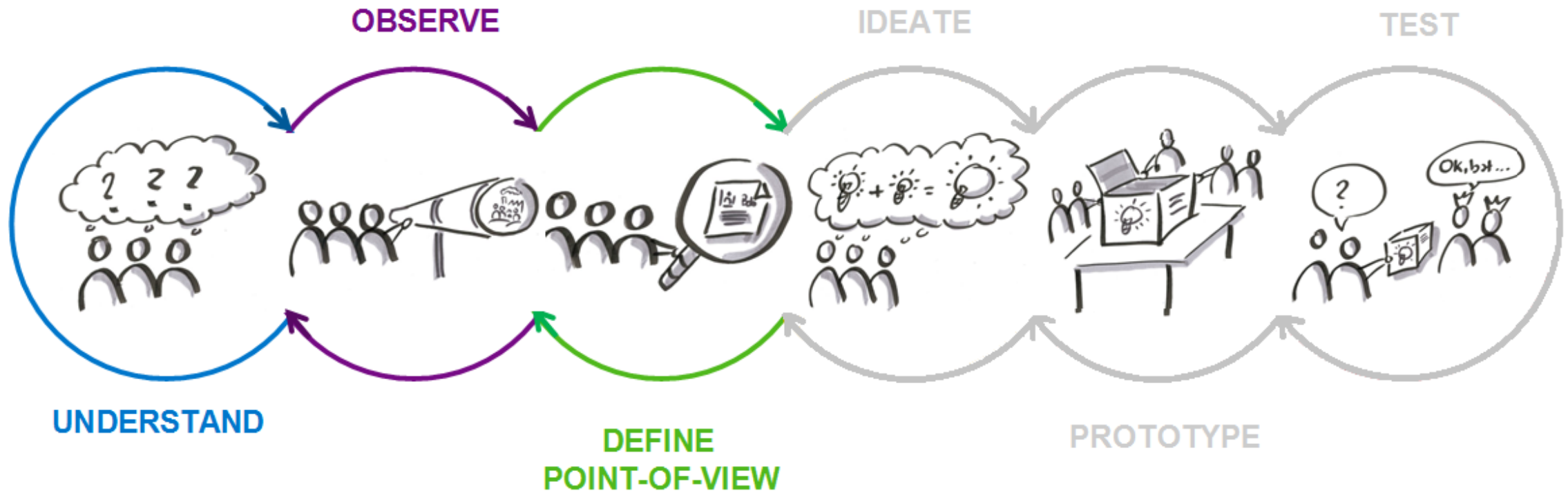


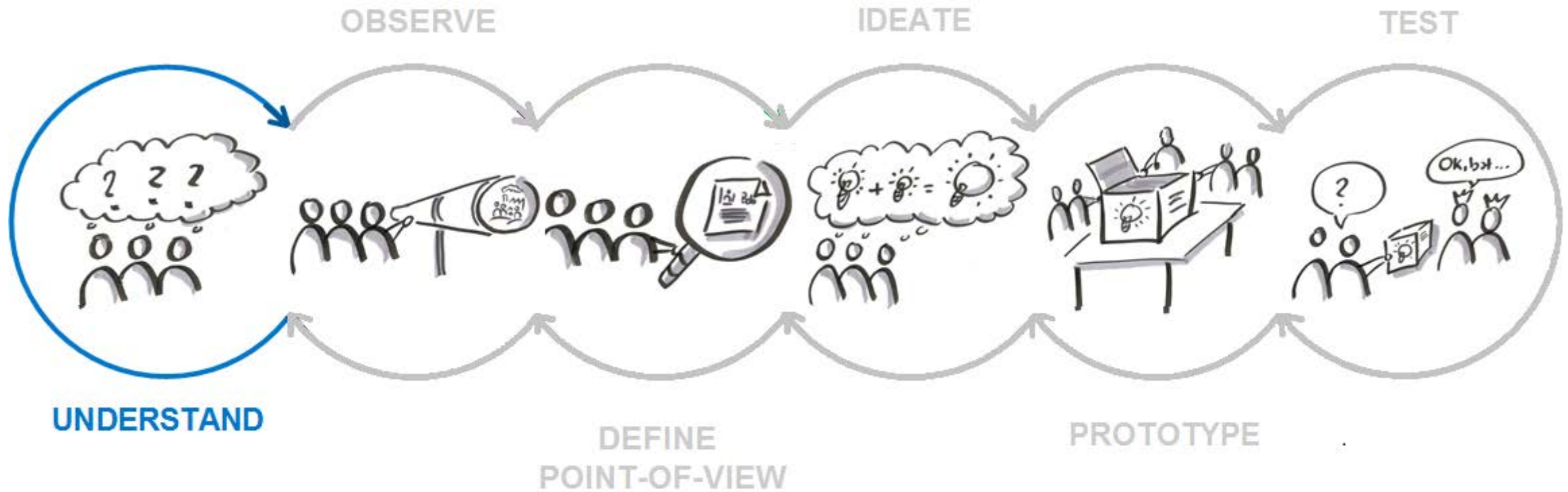
PROBLEM SPACE

SOLUTION SPACE

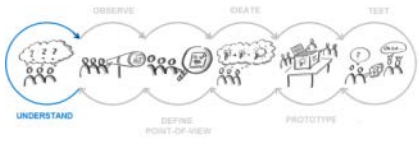


THINK LIKE A DESIGNER *Go broad first and focus later.*

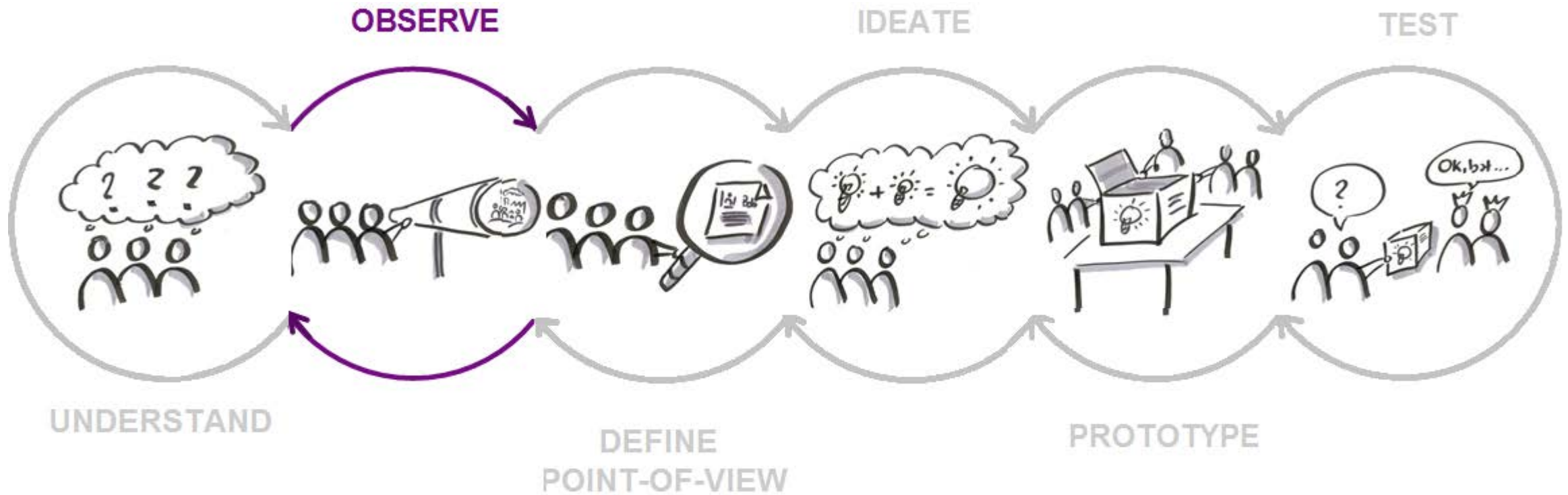




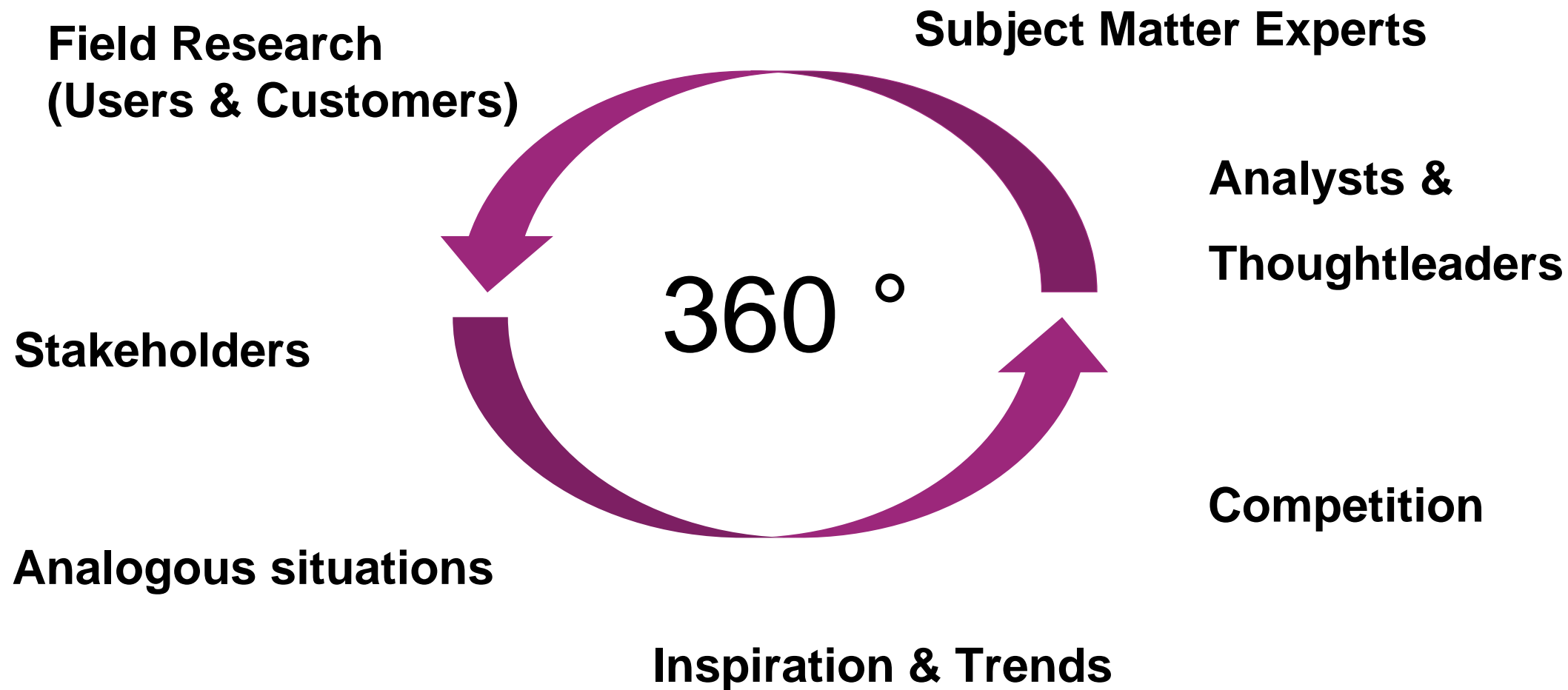
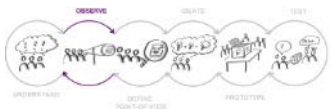
Where are we in the process?



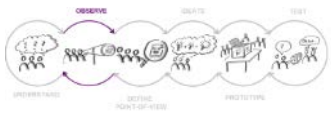
WHY UNDERSTAND?



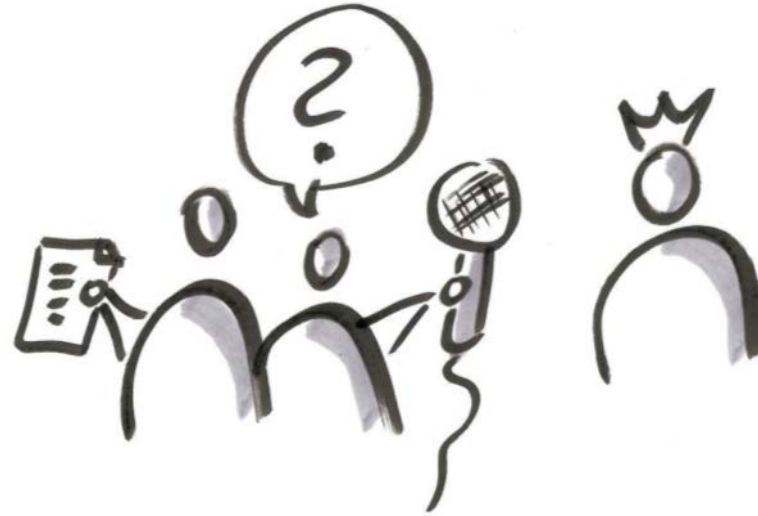
Where are we in the process?



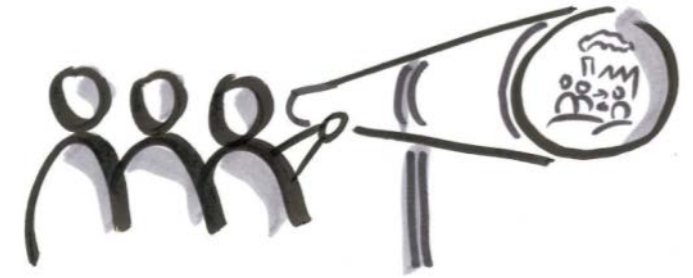
HOW TO RESEARCH, DISCOVER, EXPLORE AND CAPTURE?



TRY AND DO

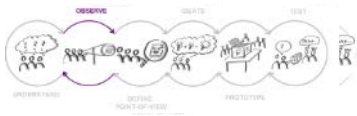


ASK AND LISTEN



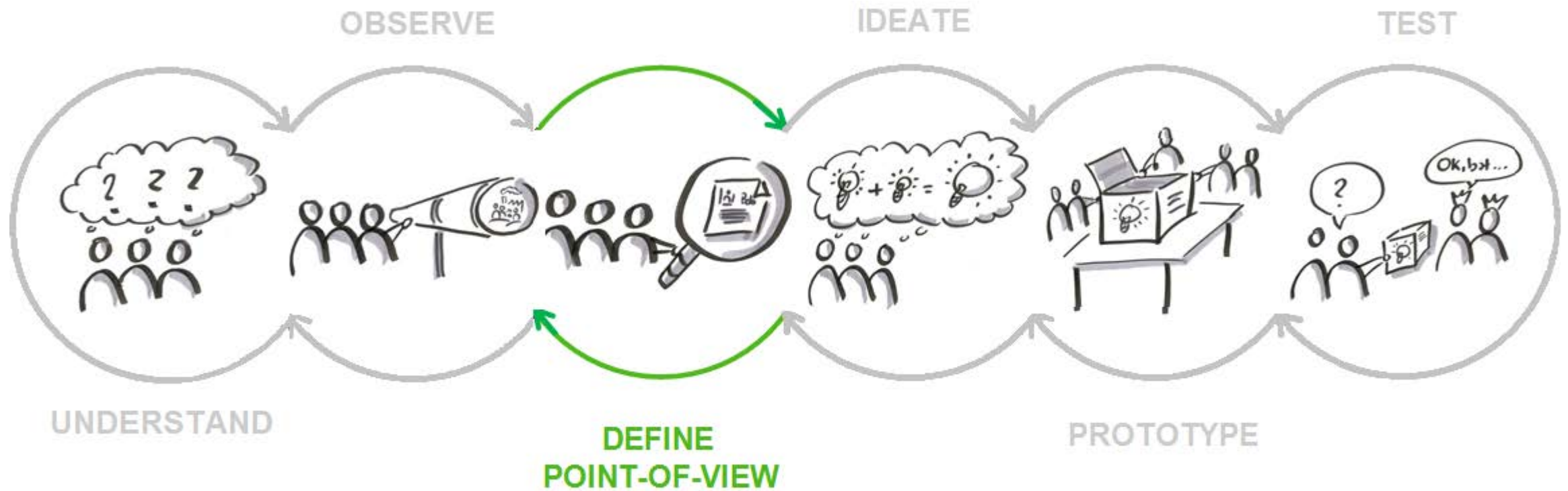
WATCH AND OBSERVE

DIFFERENT METHODS OF OBSERVATION TO GET EMPATHY.



say \neq do \neq think \neq feel

THE BASIC PRINCIPLE: EMPATHY.

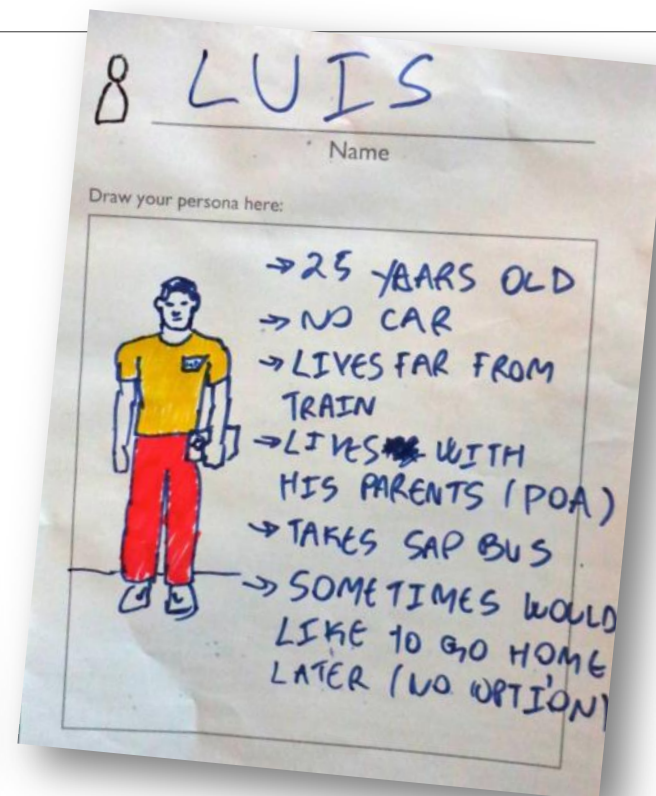
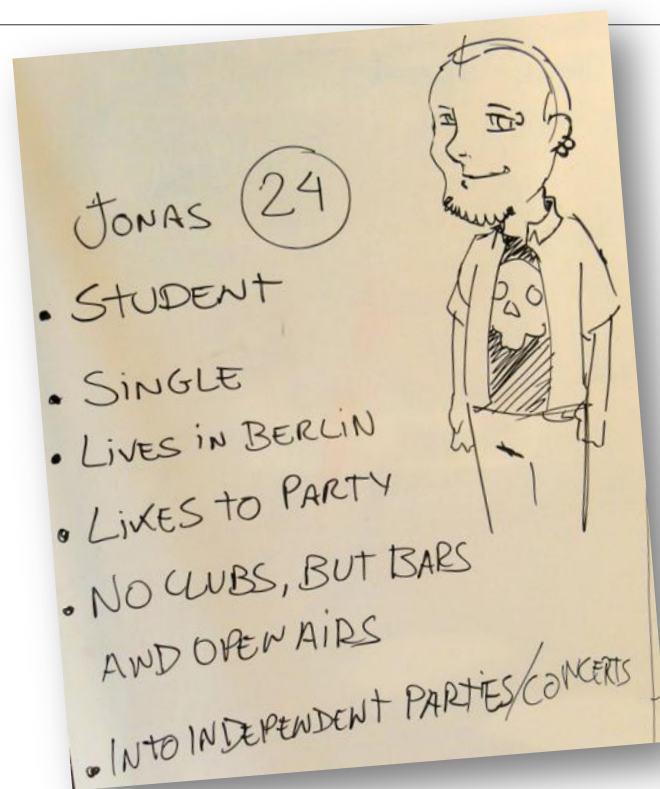
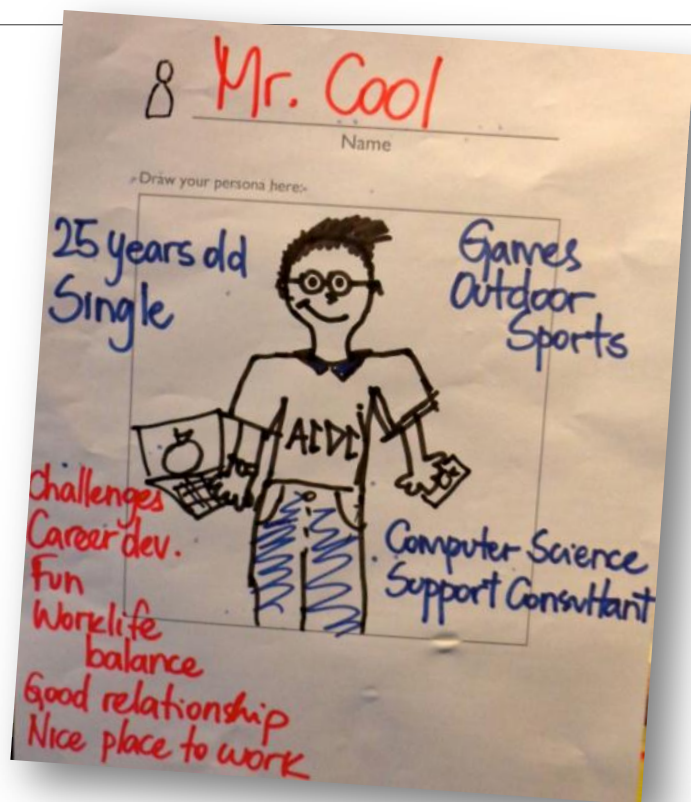


Where are we in the process?



WHY DEFINE POINT-OF-VIEW?



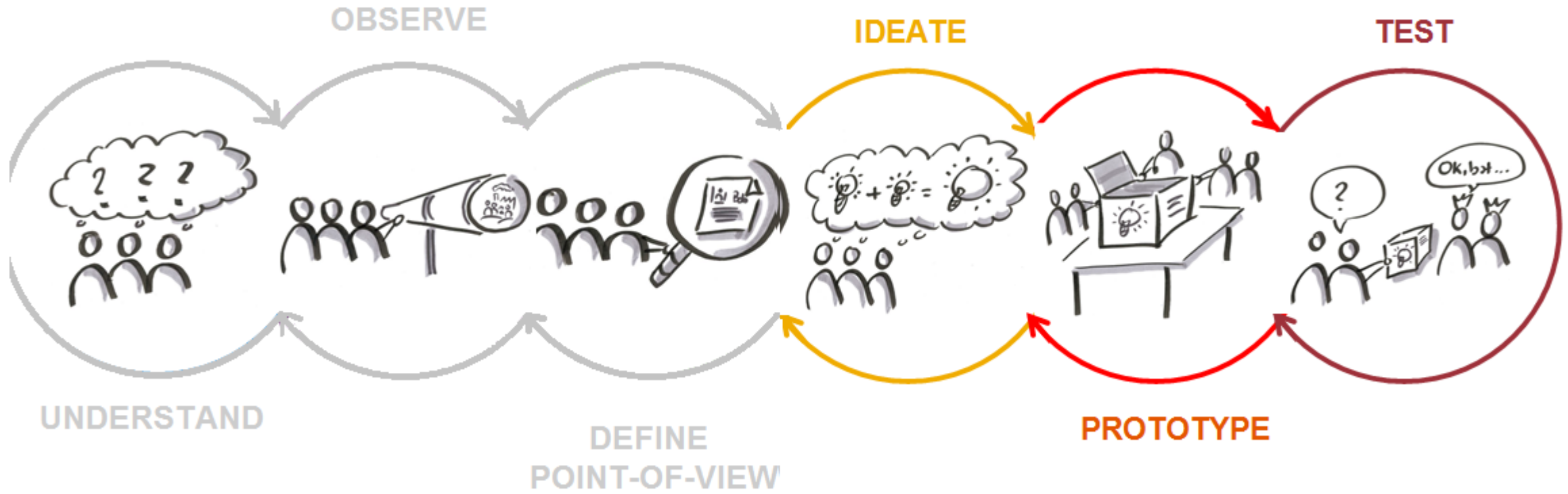


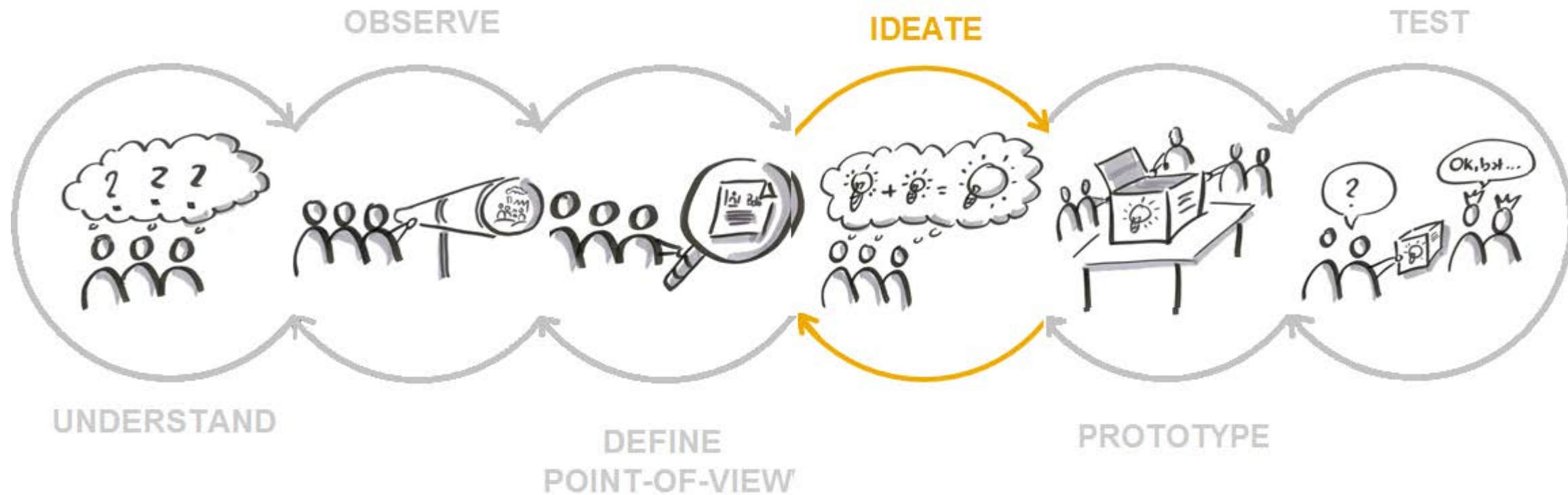


X

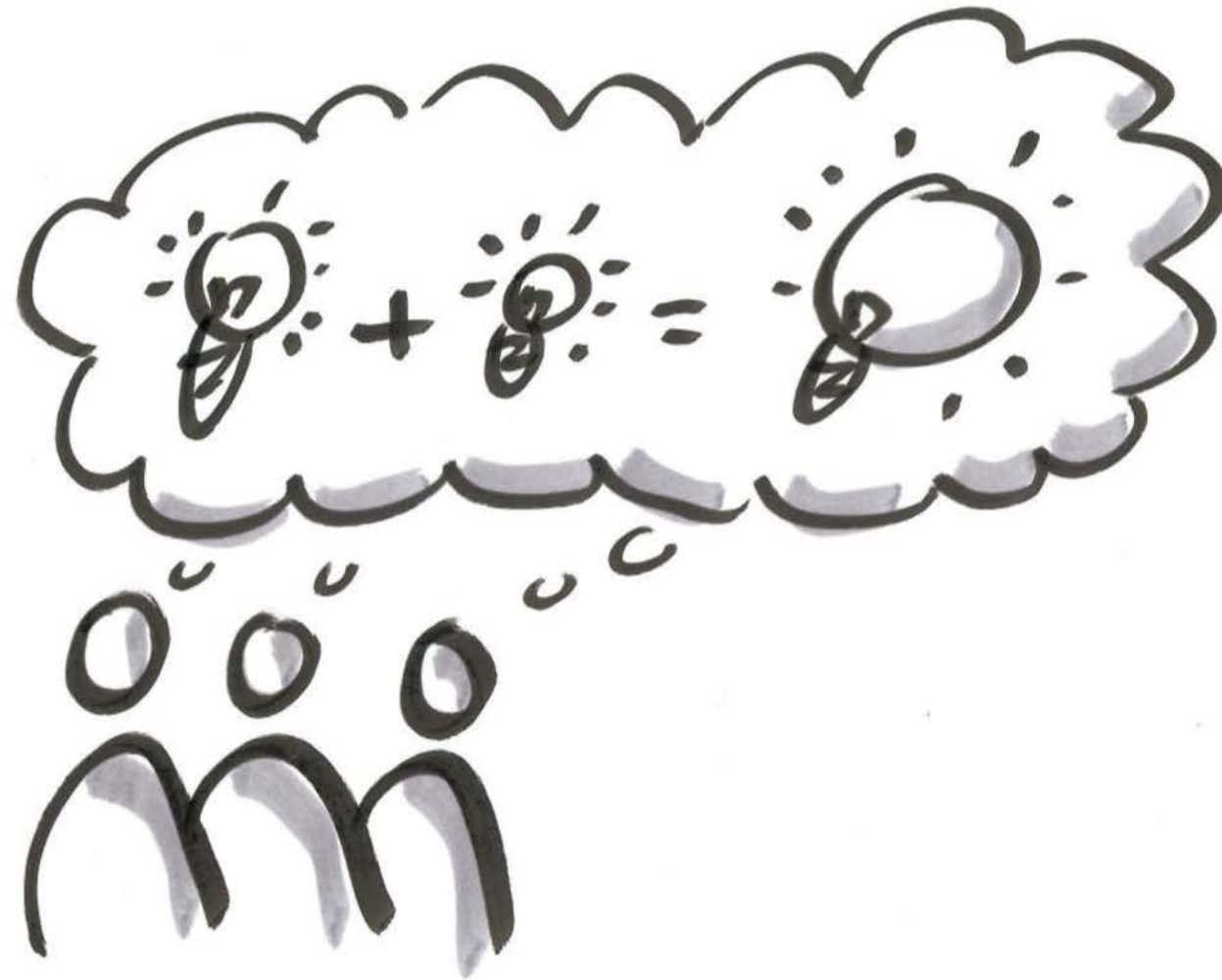
$$\begin{aligned} & \text{User} + \\ & \text{Need} + \text{Insight} \\ & = \text{POV} \end{aligned}$$

WHAT IS A POINT-OF-VIEW?

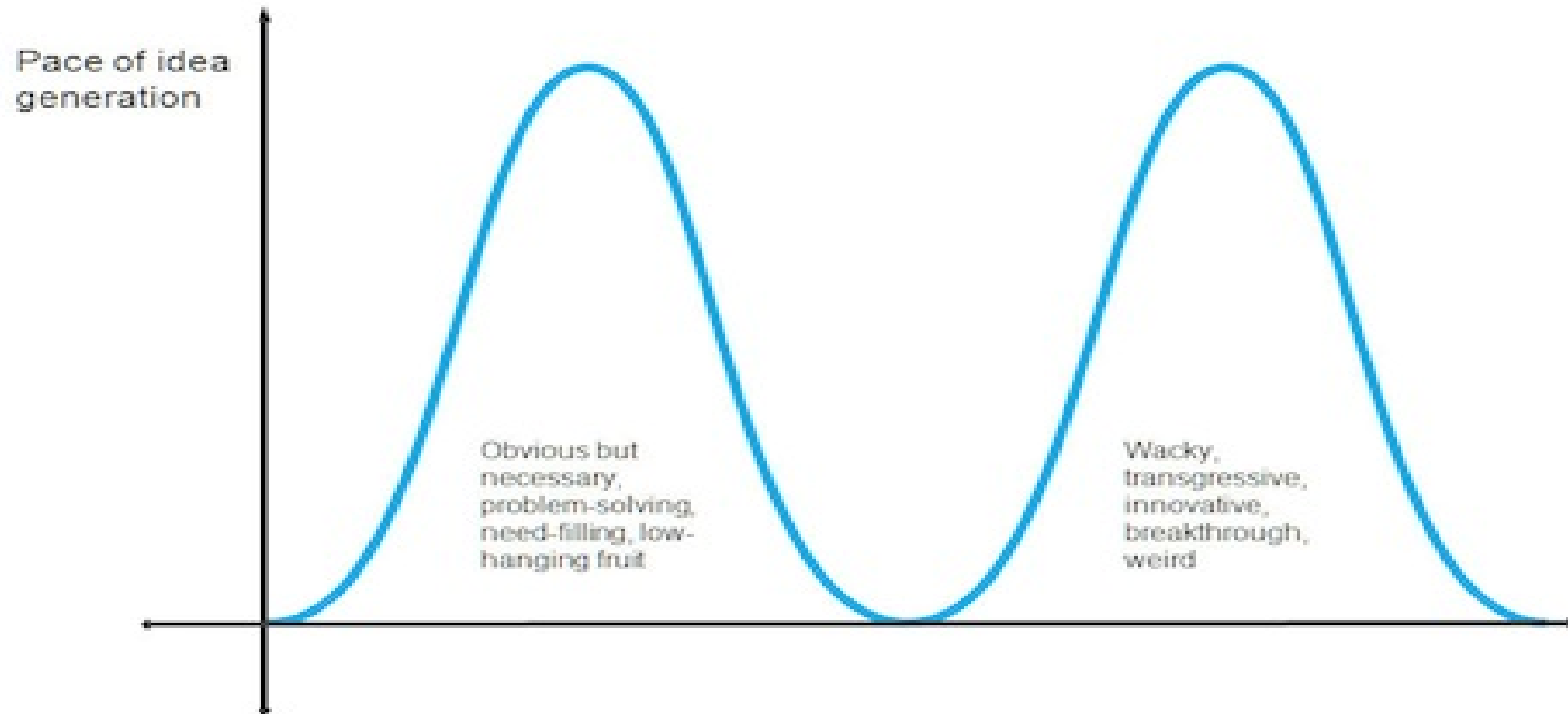




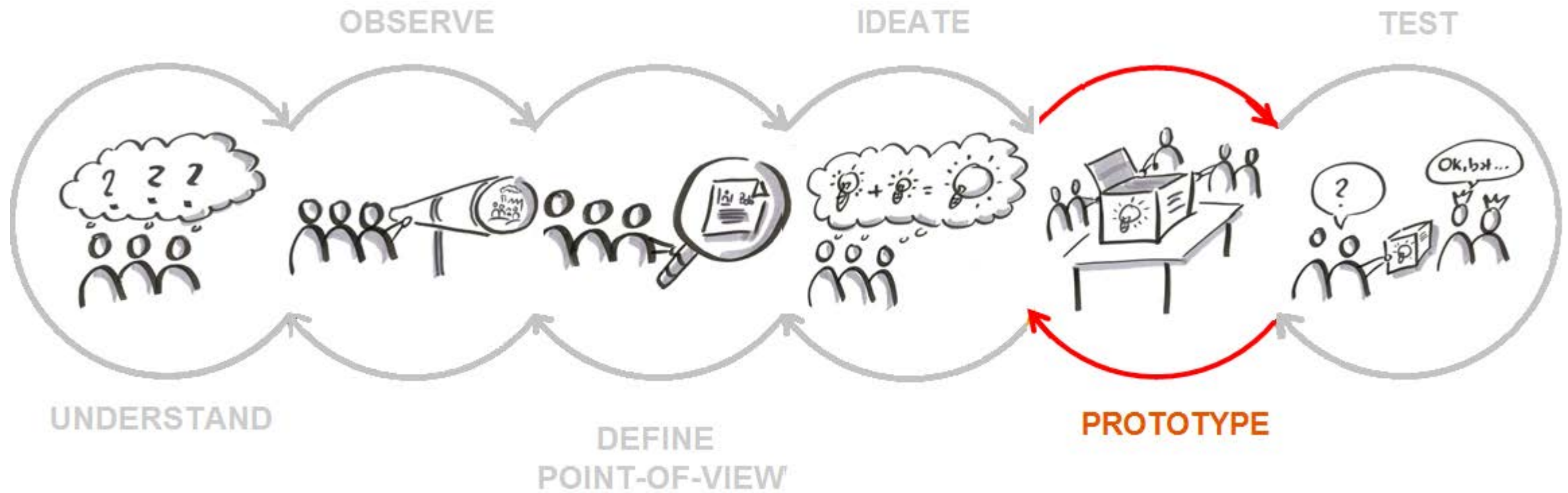
Where are we in the process?



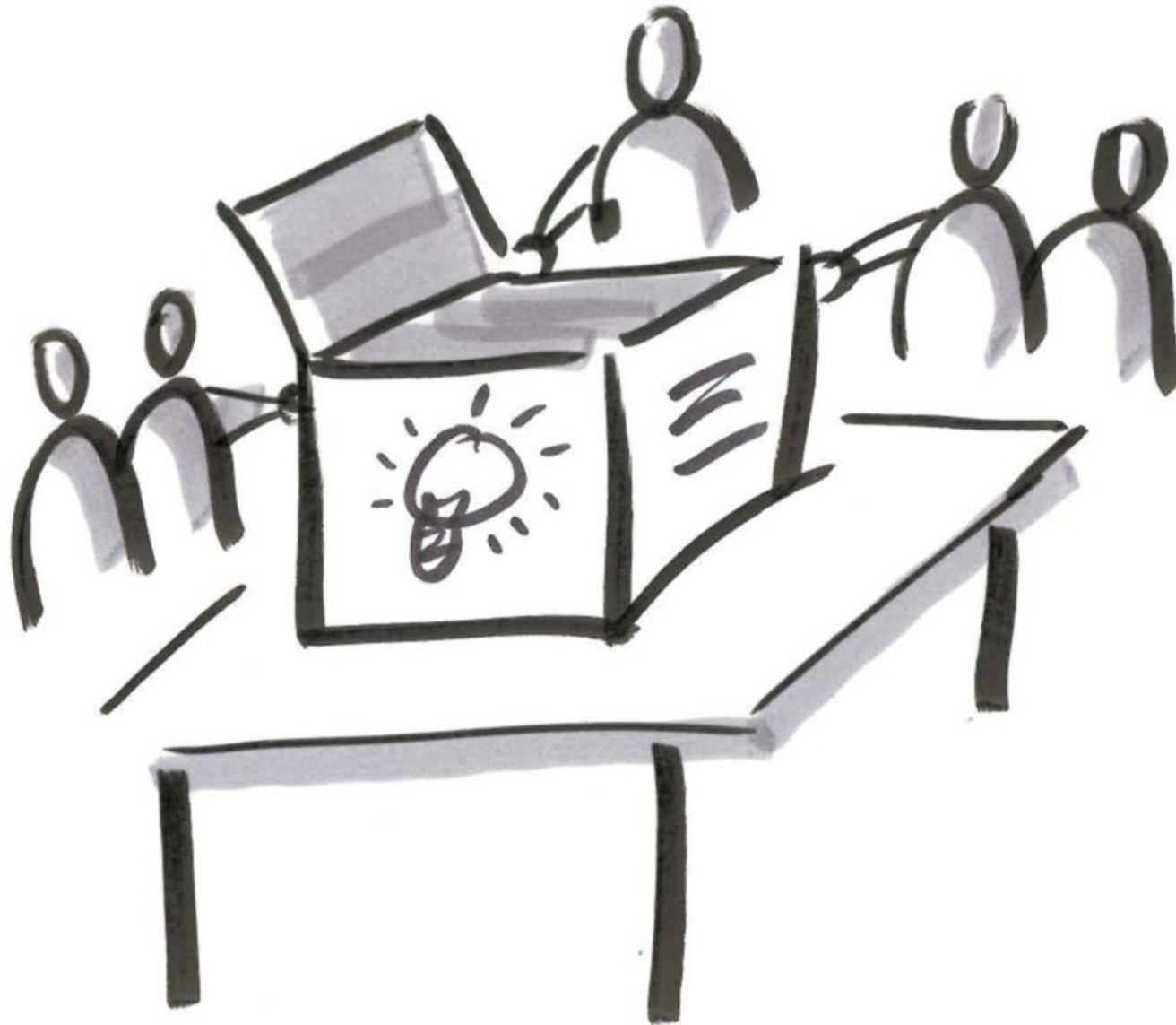
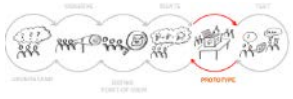
WHY IDEATE?



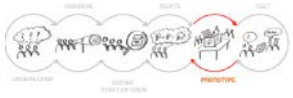
Steve Portigal: [The power of bad ideas](#)



Where are we in the process?



WHY PROTOTYPE?

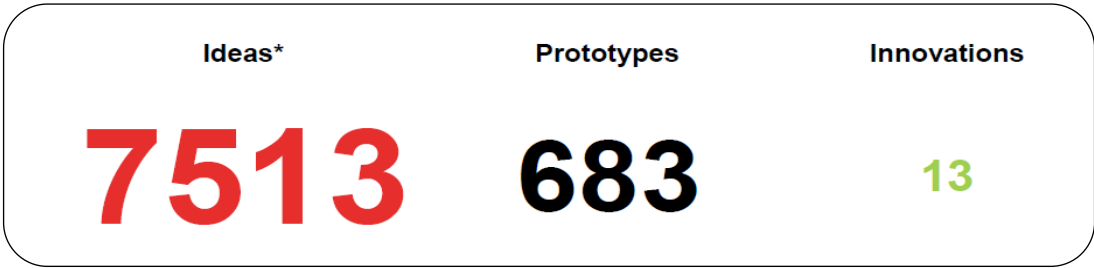


1. Acting
2. Physical
3. Paper (e.g. wireframes)
4. Storyboards
5. Dark Horse Prototype
6. Low Fidelity Prototype
7. High Fidelity Prototype



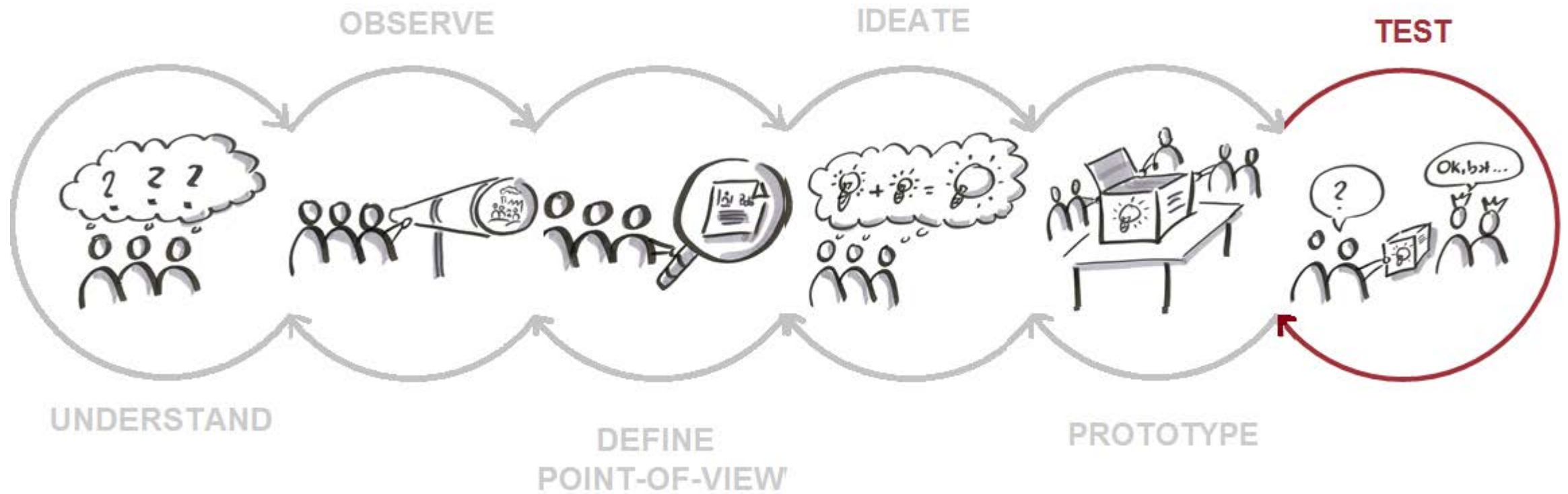


It might need hundreds of ideas, umpteens of prototypes to come up with very few innovations!

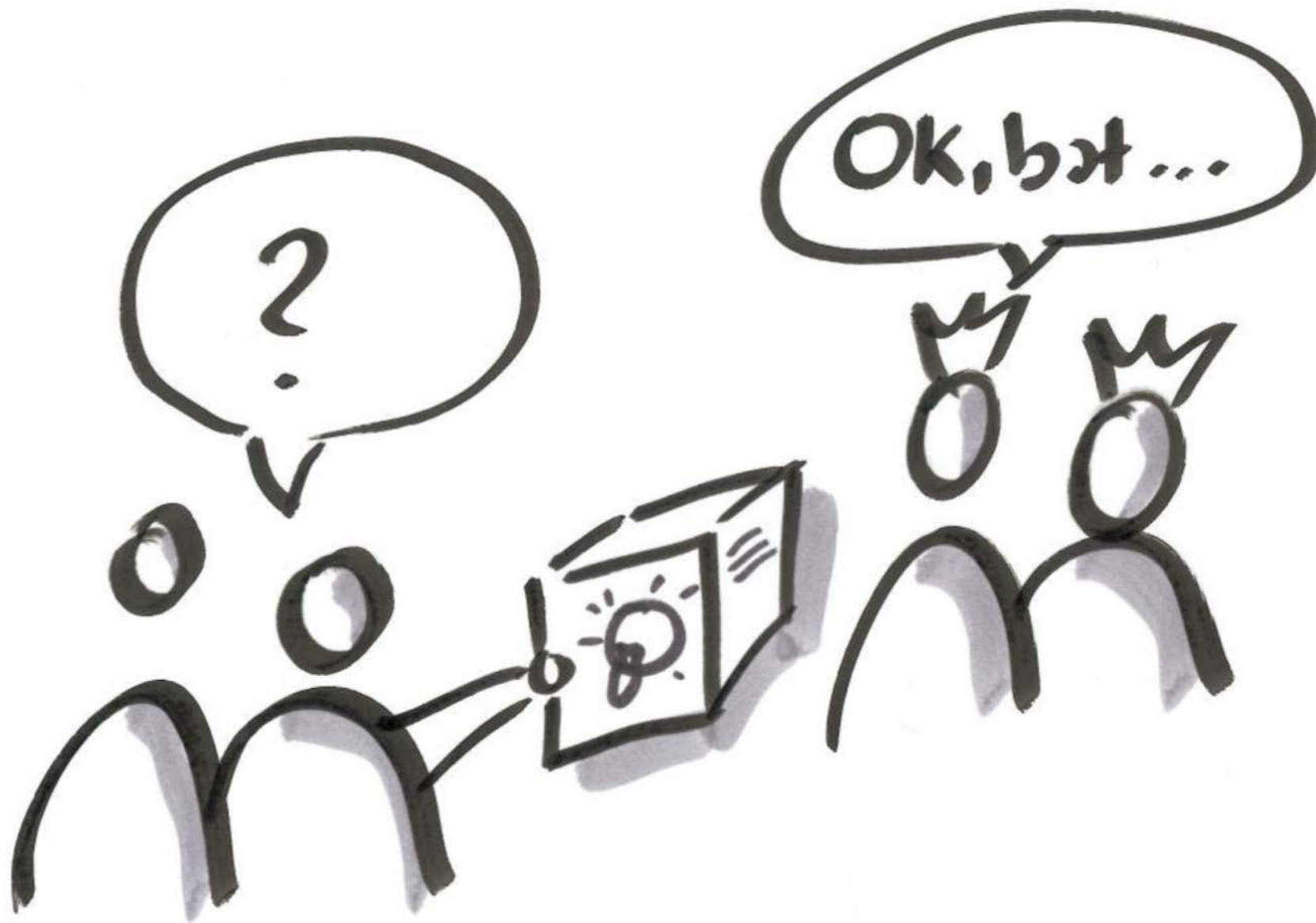


Source: Institute of Information Management, University of St. Gallen, DT Projects 2011

Evolution of PROTOTYPES. Some figures ...



Where are we in the process?



WHY TEST?

FREE COUPONS

H&M

DEICHMANN

DEPOT

CHOOSE

COUPON

LEN

GET FEEDBACK FROM YOUR USERS.

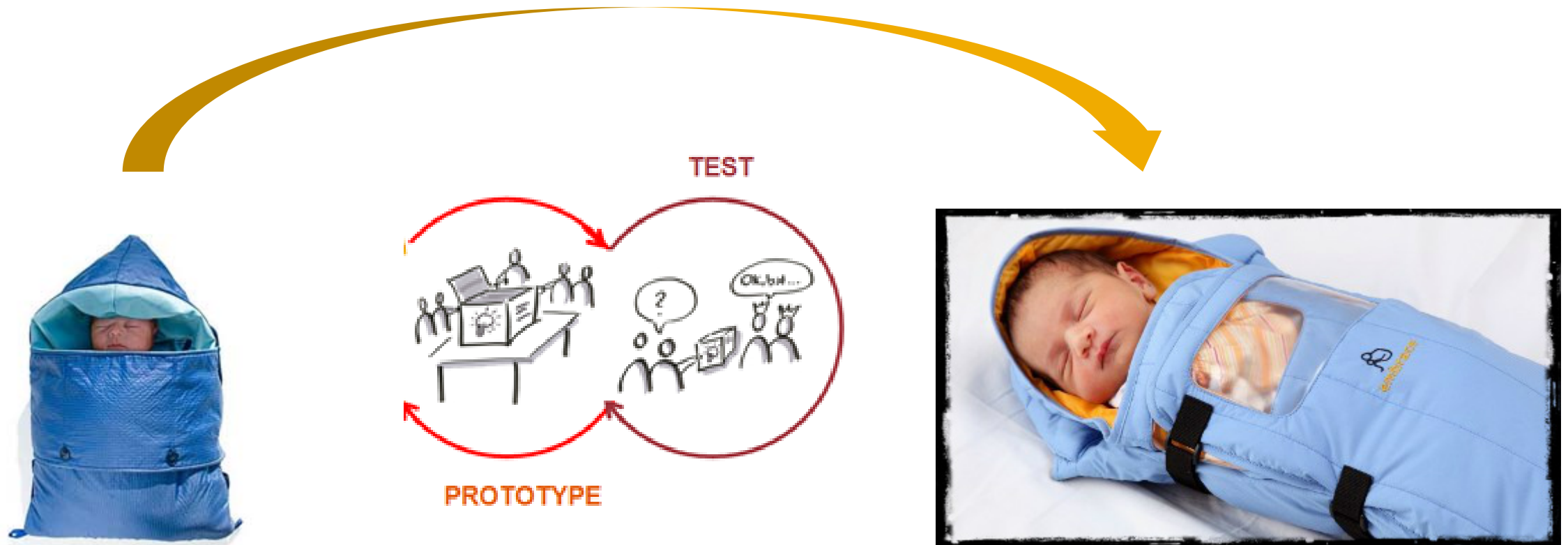
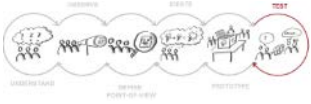


Image source: <http://embraceglobal.org/>

EMBRACE BABY WARMER



Traditional development

Design thinking

Customer Goal

Customer Goal

DESIGN THINKING KEEPS YOU IN SYNC WITH CUSTOMERS

Case Study on combining agile development and Design Thinking (SAP Sail Better):

→ <http://www.springerlink.com/content/978-3-642-31370-7/#section=1129121&page=1>

External Stanford DT Course

Embrace/Warm baby project (Stanford)

The warm baby“ project at Stanford has evolved into an innovative and revolutionary product called *Embrace*.

Stanford's overview – 3:42

<http://vimeo.com/9968640>

ABC news story -- 6:04

<http://www.youtube.com/watch?v=-PyY94ssSww>

Teleboard - Online space for sticky notes (could be used for virtual design thinking teams)

<https://sap.tele-board.de/>

For more info, e-mail teleboard@sap.com

THANK YOU!



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