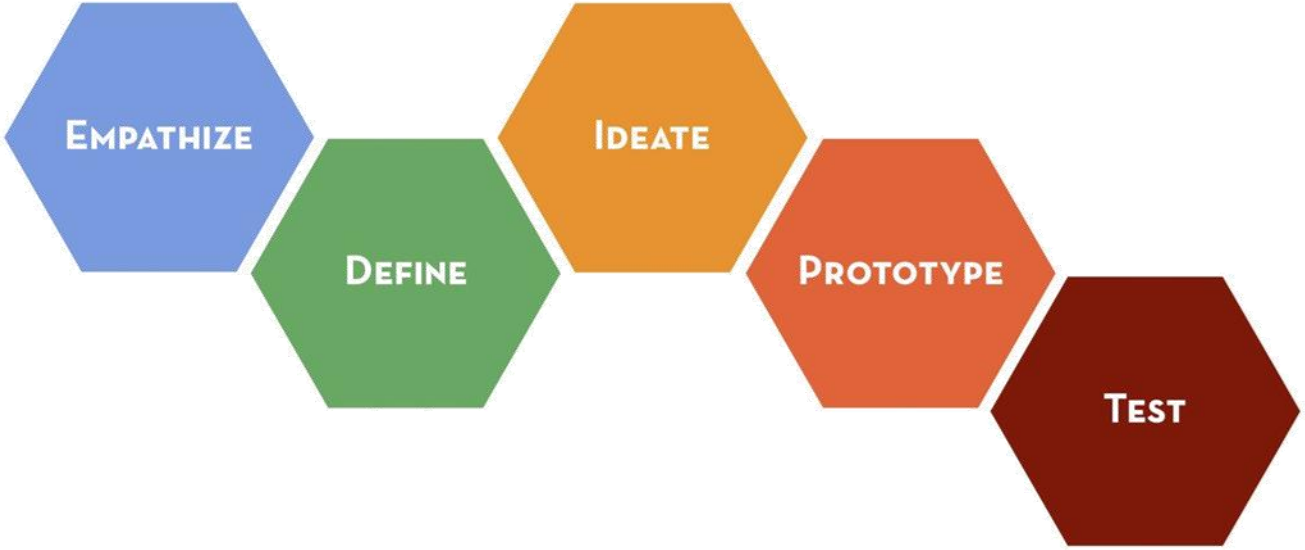


An Introduction of

Design Thinking

Prepared By:

Amal Alhassani – Design Thinking Expert

Presented By:

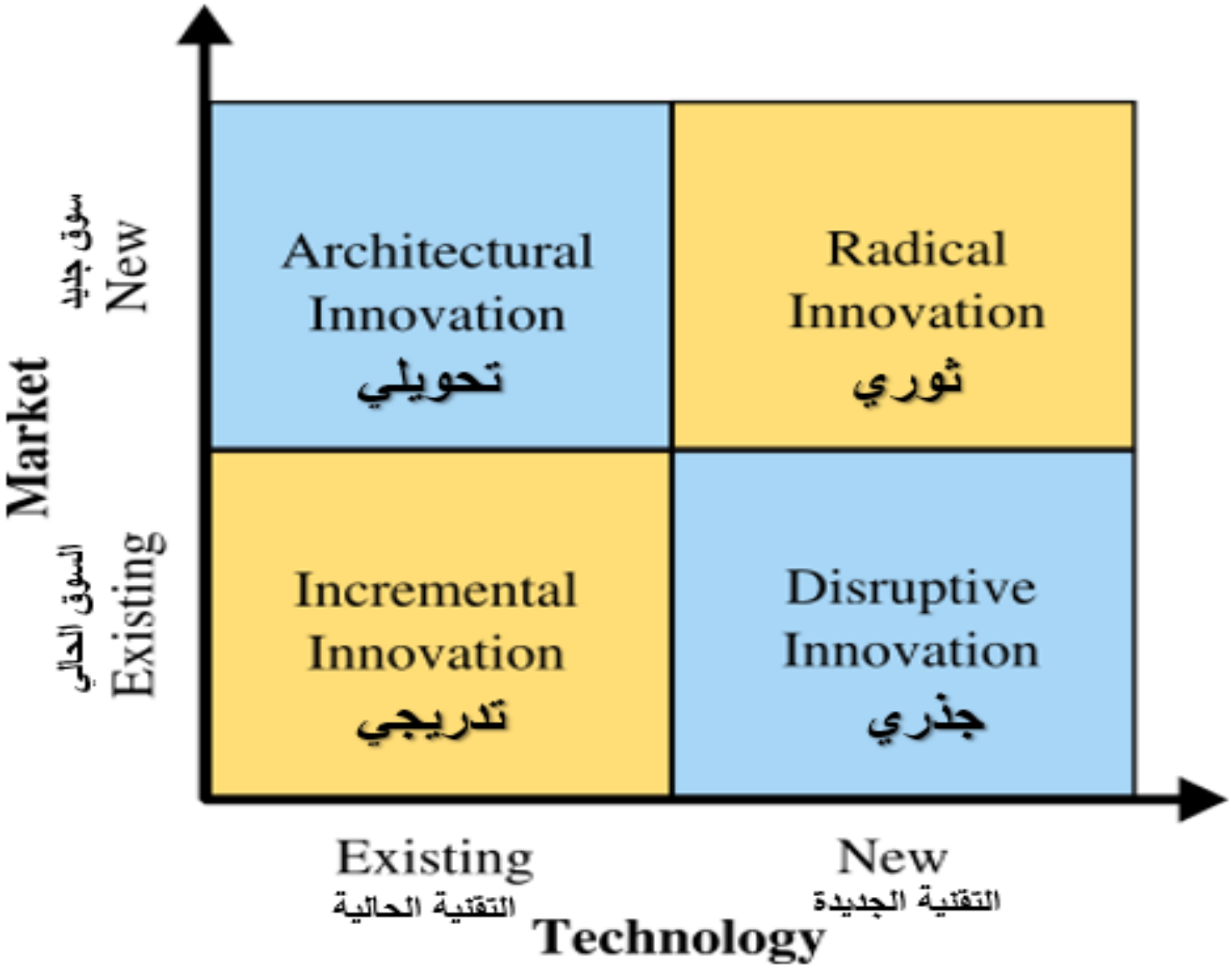
Rawan Alharbi– Initiatives and Acceleration Officer

Workshop Agenda

#	Topics
1	Welcoming
2	What is Design Thinking?
EMPATHIZE PHASE	
3	Teamwork program Challenge
4	Exercise (1): Start by gaining empathy
DEFINE PHASE	
5	Exercise (2): Reframe the problem
IDEATE PHASE	
6	Exercise (3): generate alternatives to test
PROTOTYPE AND TEST PHASE	
7	Exercise (4): Iterate based on feedback
8	Exercise (5): Reflection and takeaways
9	Conclusion and Discussions

Objectives

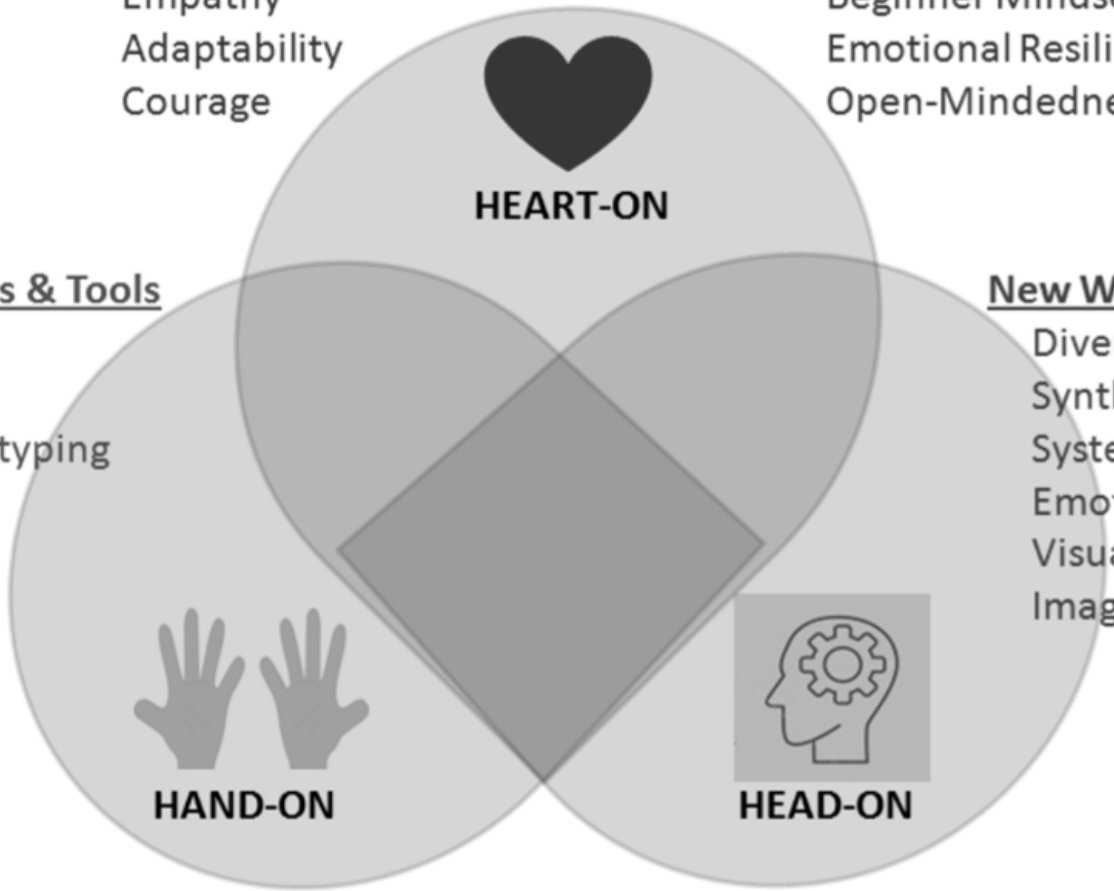
1. To introduce **the Design Thinking** methodology.
2. To apply Design thinking into **Healthcare Challenges.**


Market
سوق جديد
New
السوق الحالي
Existing
Architectural Innovation
تحويلي
Radical Innovation
ثوري
Incremental Innovation
تدريجي
Disruptive Innovation
جذري
Existing
التقنية الحالية
New
التقنية الجديدة
Technology

Mindset & Attitudes

Empathy
Adaptability
Courage

Beginner Mindset
Emotional Resilience
Open-Mindedness



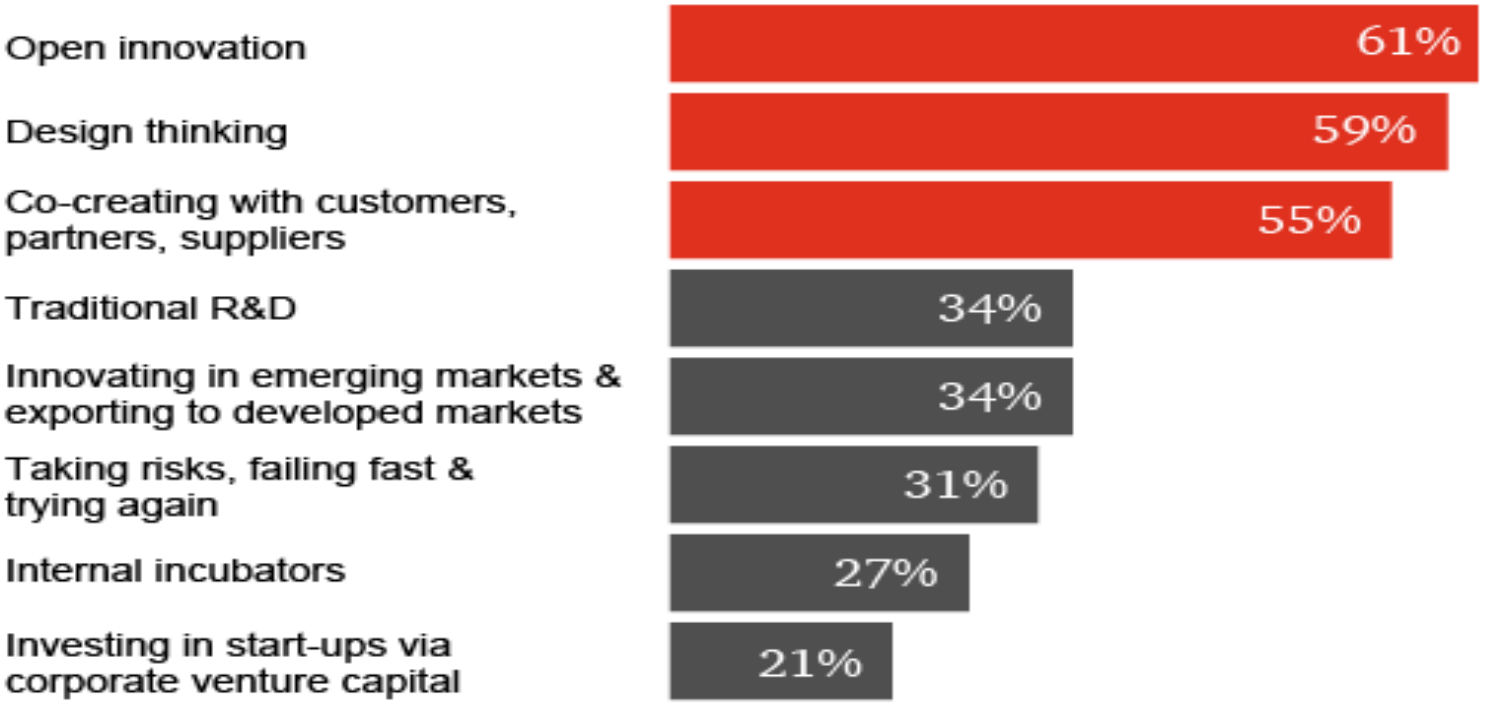
Skills: Methods & Tools

Reframing
Ideation
Iterative Prototyping
Sense making
Facilitation
Co-creation
Collaboration

New Ways of Thinking

Divergent Thinking
Synthesis
Systems Thinking
Emotional Intelligence
Visual Thinking
Imagination

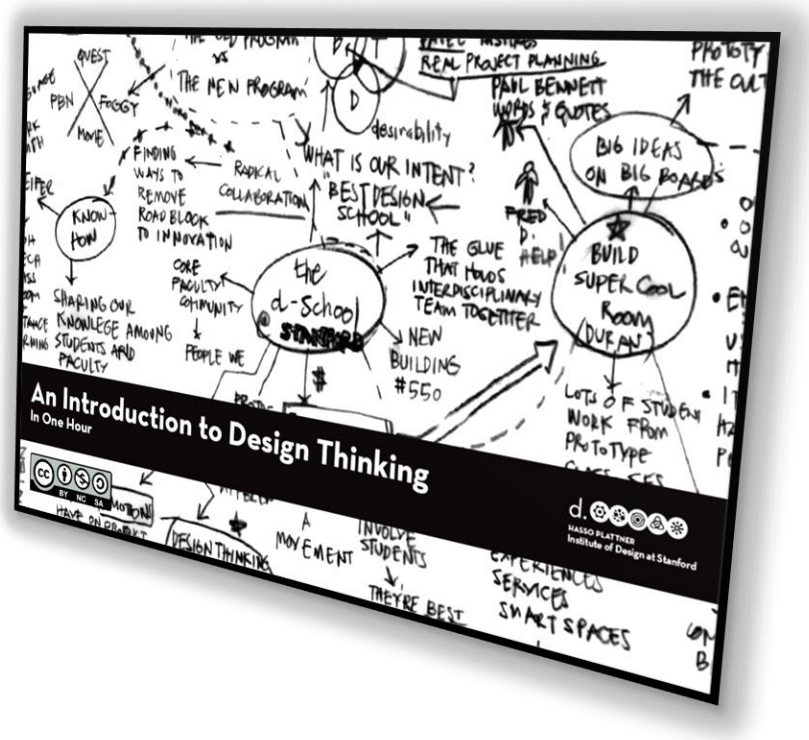
More collaborative operating models outpace traditional R&D



Q: What operating models does your organization currently use to drive innovation?
Percentages denote the number of companies using these innovation models.
Source: PwC's Innovation Benchmark
Base: 1,222

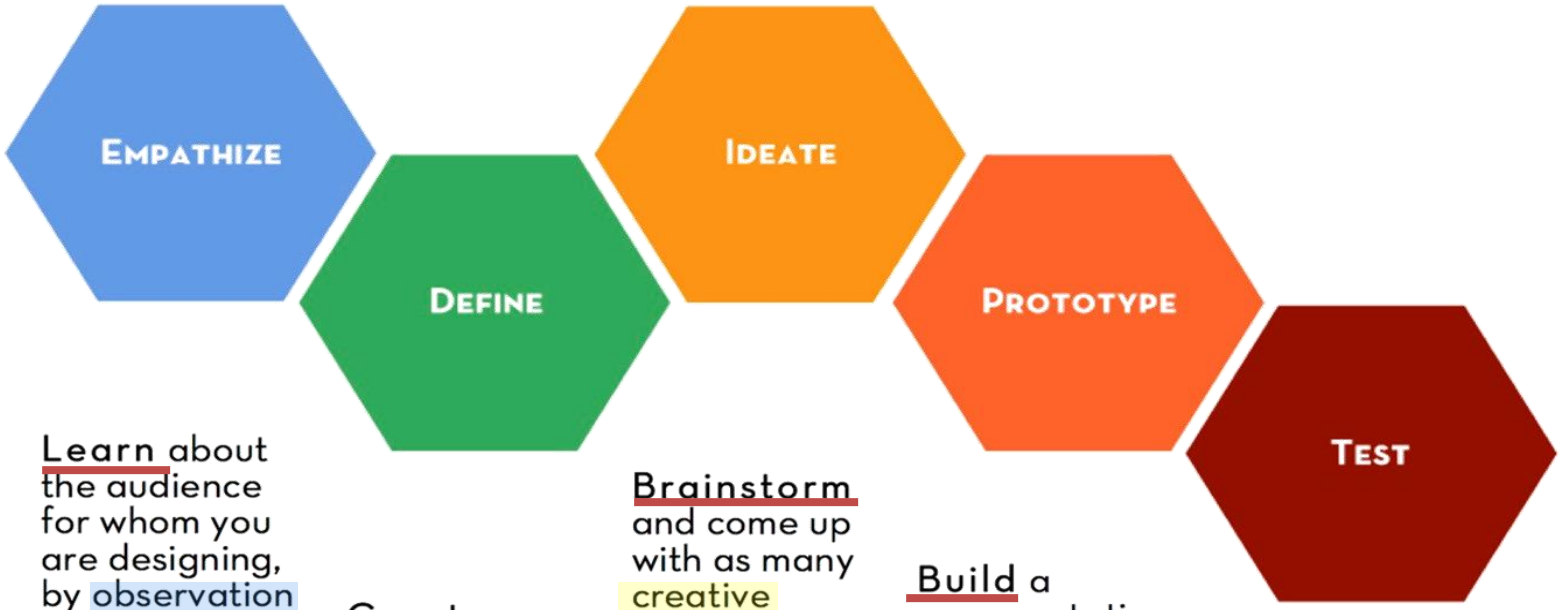
السبل الأكثر استخدامًا في مجال الابتكار بحسب استبيان PWC لعام 2017م
PwC's 2017 Innovation Benchmark

Our Method



D. School – Stanford University, bootcamp bootleg
http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf

Design Thinking in 5 Steps



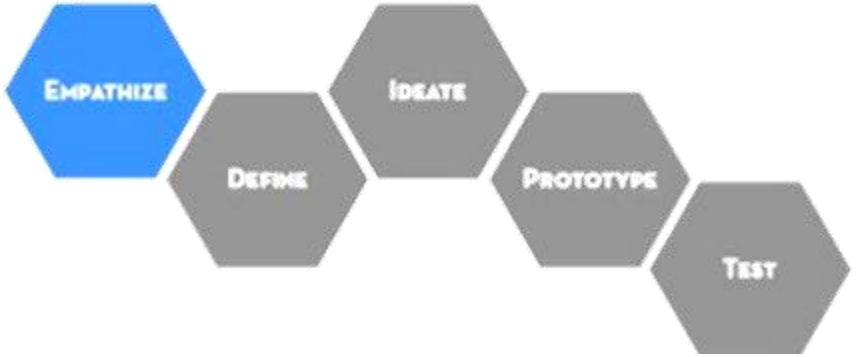
Learn about the audience for whom you are designing, by observation and inteview. *Who is my user? What matters to this person?*

Create a point of view that is based on user needs and insights. *What are their needs?*

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*



EMPATHIZE

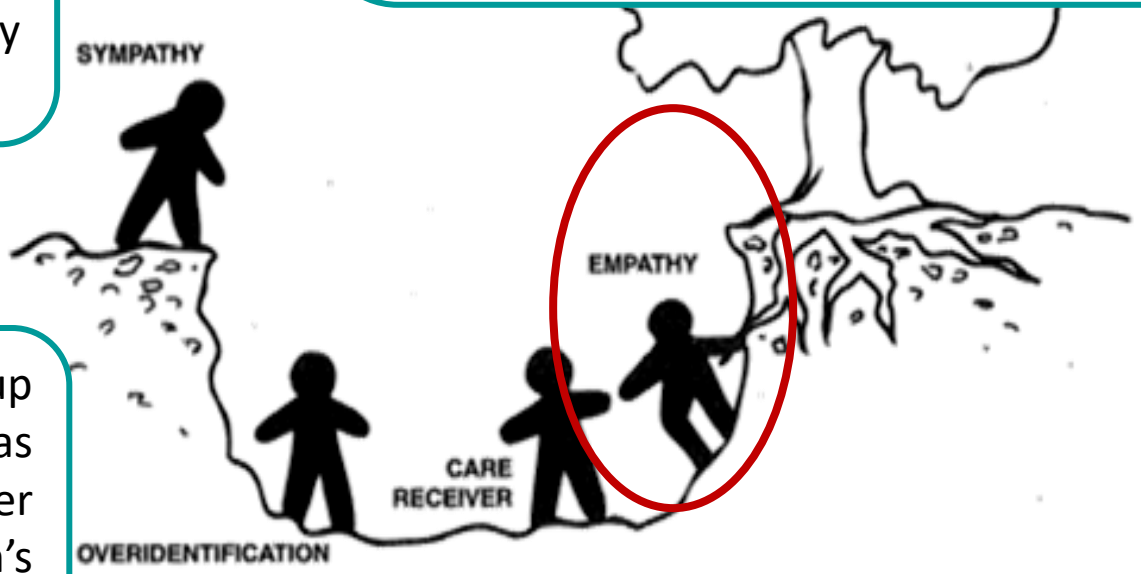
*"To create meaningful innovations, you need to **know your users** and **care about their lives**."*

What are the differences between Sympathy and Empathy?

Not completely down in the mud hole and stuck there with the Care Receiver. But also not merely above the scene feeling sorry for the care receiver.
hanging on to **some firm foundation** from which he or she can offer a **helping hand** to the care receiver.

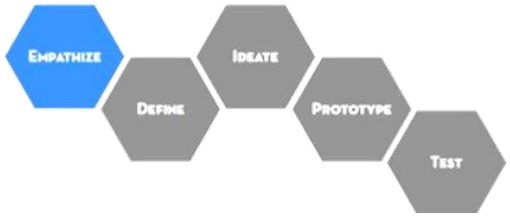
Observing the scene, aware of the pain of the person in the mud hole…but not being very helpful.

The Mud Hole



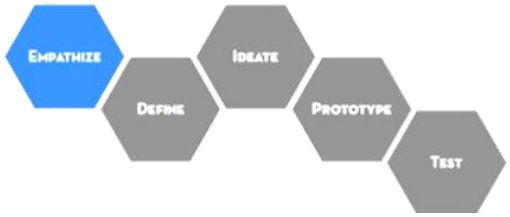
the caregiver ends up **stuck in the same mud** as the care receiver to over identify with a person's situation.

http://soth.net/sermon-tag/sympathy/



EMPATHIZE

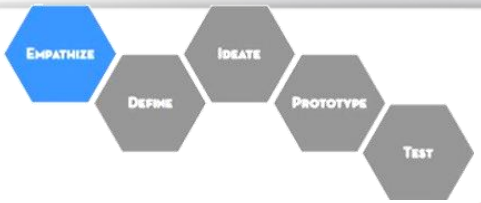
Empathy is the foundation of a **human-centered design** process.



Advantages

Good designs are built on a solid understanding of peoples' beliefs and values. **Engage to**:

1. **Uncover needs** that people have which they may or may not be aware of.
2. **Guide** innovation efforts.
3. Identify the **right users** to design for.
4. Discover **the emotions** that guide behaviours.



Your NEW mission: **Design something useful and meaningful for your partner. Start by gaining empathy.**

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

Write an Open Ended Questions

Switch roles & repeat Interview

2 Dig Deeper

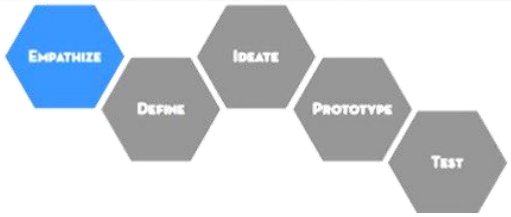
6min (2 sessions x 3 minutes each)

Notes from your second interview

Write "Why?" Questions

Switch roles & repeat Interview

d.



To empathize, you:

- View **users** and **their behaviour** in the context of their lives.

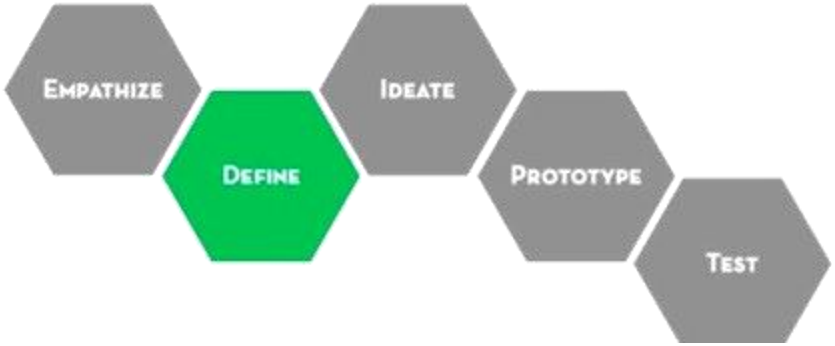
Observe

Engage

- **Interact with** and **interview users** through both scheduled and short 'intercept' encounters.

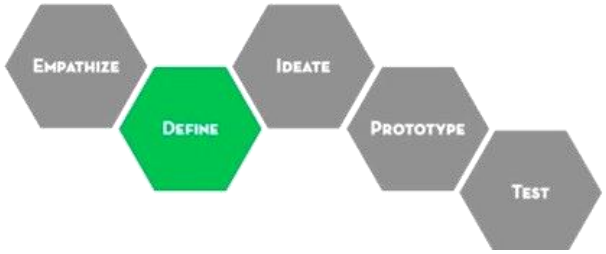
- Experience what your **user experiences**.

Immerse



DEFINE

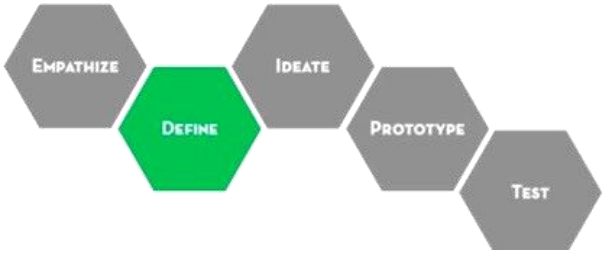
*"Framing the right problem is **the only way** to create the right solution."*



DEFINE

The define mode is when you unpack and synthesize your empathy findings into **compelling needs** and **insights**, scope a specific and meaningful challenge.

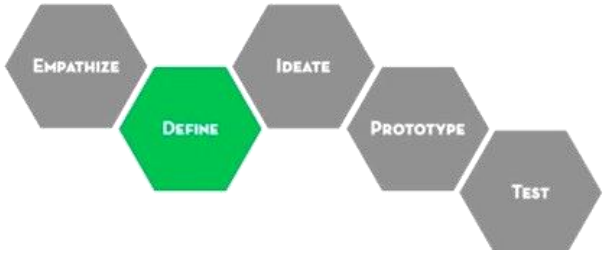
- It is a mode of "**focus**" rather than "flaring."



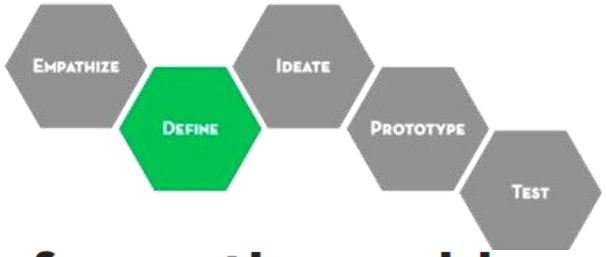
DEFINE

The goal of the define mode is

To develop a deep understanding of your users and the design space. And based on that understanding, to come up with an actionable problem statement: **your point of view**.



Reframe the problem



Reframe the problem.

3 Capture findings 3min

Goals and Wishes:
What is your partner trying to achieve?
*use verbs

Needs – that you have discovered.
Insights – that you find of interest.

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?*
*make inferences from what you heard

4 Take a stand with a point-of-view 3min

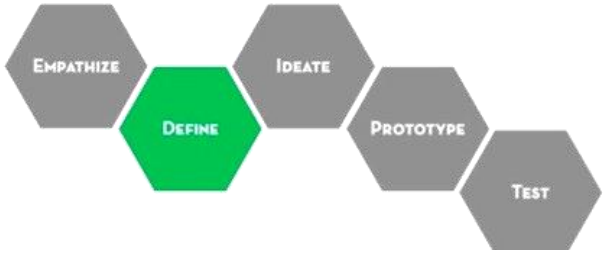
_____
partner's name/description

needs a way to _____
user's need

because (or "but . . ." or "Surprisingly . . .")
[circle one]

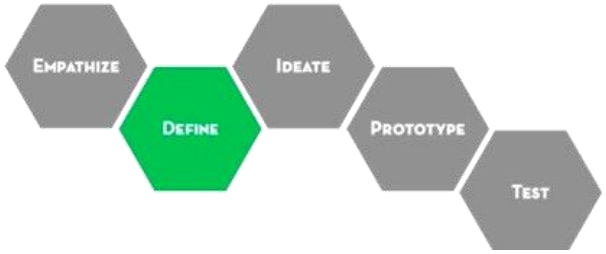
_____

_____
insight



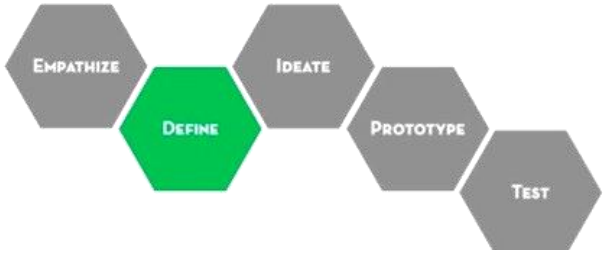
Infection Prevention and Control Challenge

How might we design a reminder for medical staff to do hand hygiene before first contact with inpatients at their room?



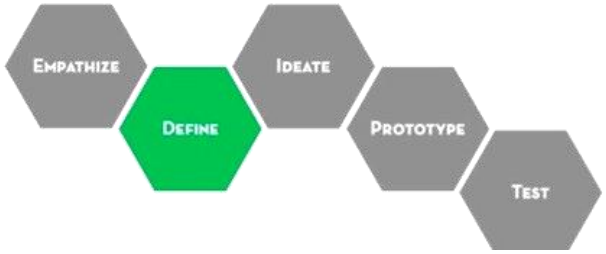
Teamwork Challenge

How might we design a product or service which will encourage KAMC staff to work as a team to increase patients safety culture?



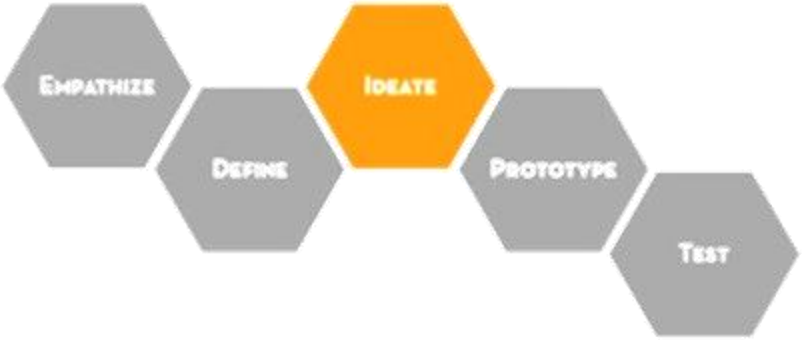
Effective Communication Challenge

How might we design a reminder which will remind the medical staff to identify their patients before the first contact with them in outpatient clinics?



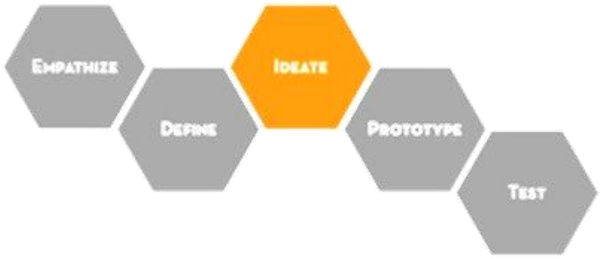
Patient and Family Engagement Challenge

How might we design a tool (product) which will encourage physicians to include Infection diseases' advice in prescribing Antibiotics for their patients?



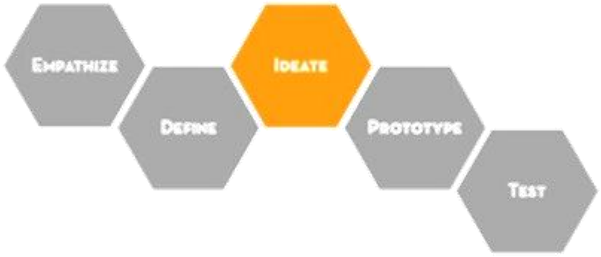
IDEAT

*"It's not about coming up with the **'right' idea**, it's about generating the broadest range of possibilities."*



IDEATE

- Ideate is the mode during your design process in which you focus on **idea generation**.
- Mentally it represents a process of “going wide” in terms of concepts and outcomes—it is a mode of “**flaring**” rather than “focus.”

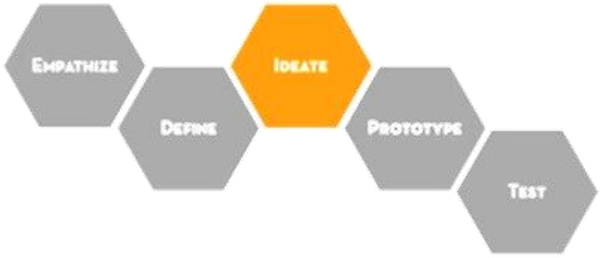


IDEATE

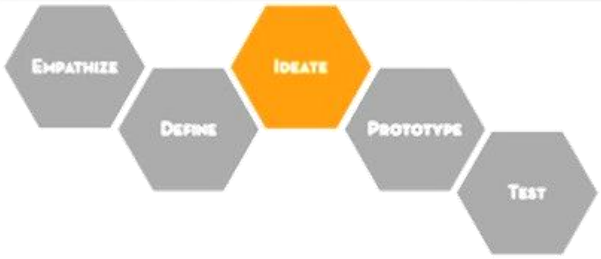
The goal of ideation is

To explore a wide solution space – both a **large quantity** of ideas and a **diversity** among those ideas.

From this vast depository of ideas you can **build prototypes to test with users**.



Generate Alternatives to Test



Ideate: generate alternatives to test.

5 Sketch at least 5 *radical* ways to meet your user's needs. 5min

write your problem statement abo

Draw a Sketch or write an idea (one idea in each box)

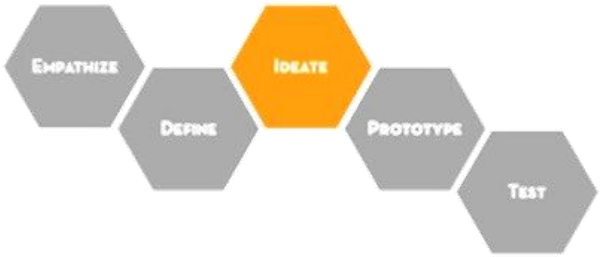
Individually

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

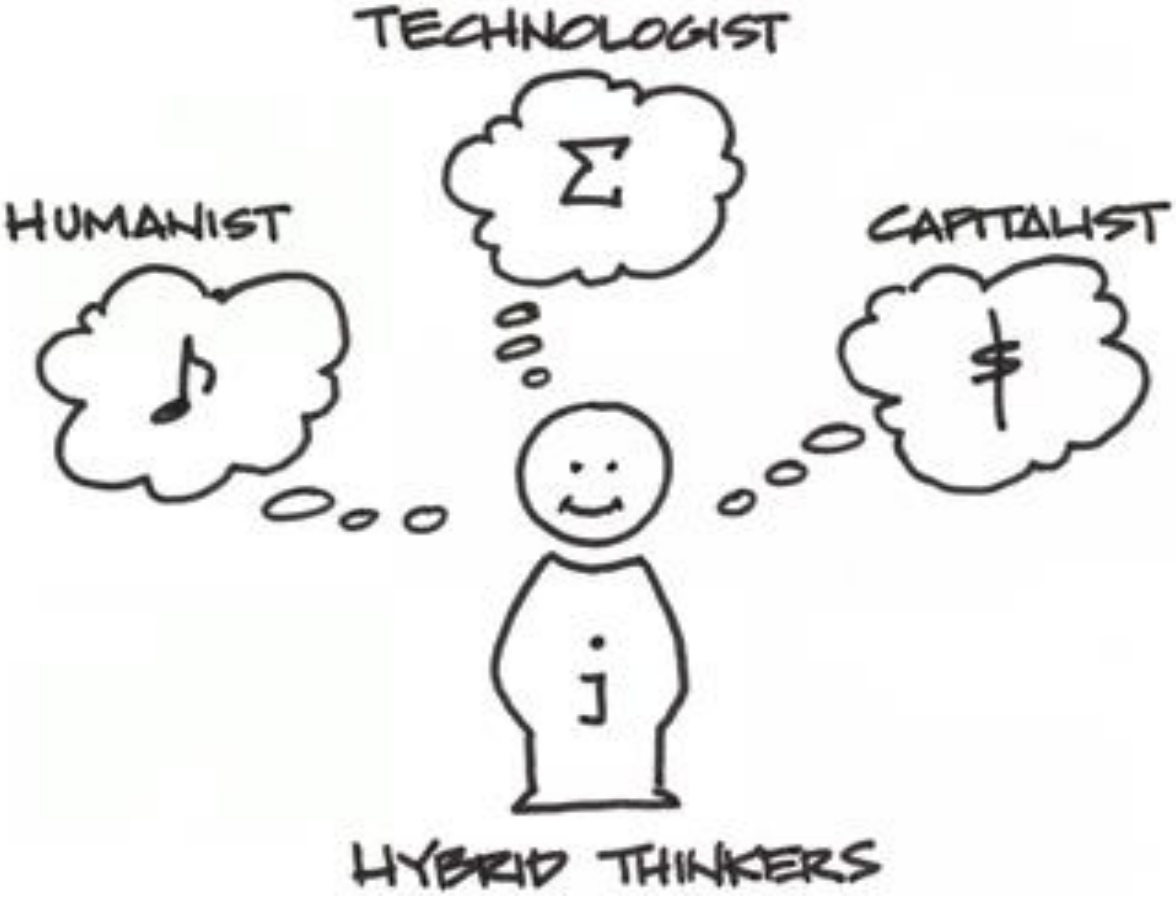
Notes

Discuss each Idea with team and write your feedback

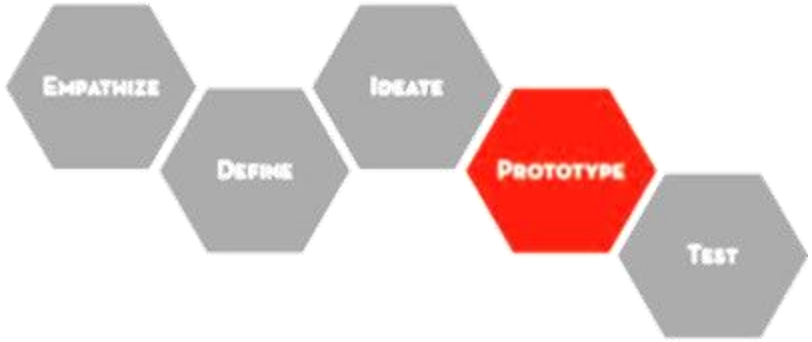
Switch roles & repeat sharing.


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

WHO

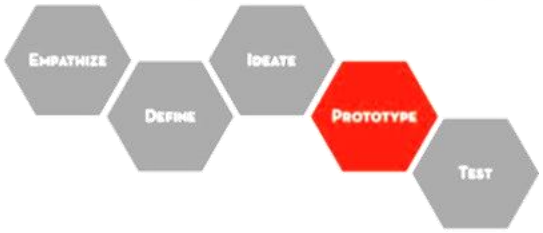

TECHNOLOGIST
HUMANIST
CAPITALIST
HYBRID THINKERS

Empathize
Define
Ideate
Prototype
Test



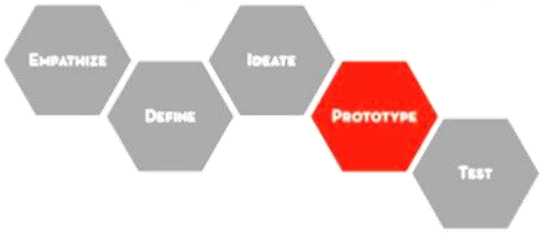
PROTOTYPE

"**Build** to **think**
and **test** to **learn**."

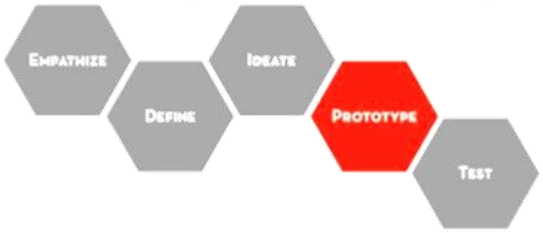


PROTOTYPE

- Prototyping is getting **ideas** and explorations out of your head and into **the physical** world.
- A prototype can be anything that takes a physical form – be it a wall of **post-it notes**, a **role-playing activity**, **a space**, **an object**, **an interface**, or even **a storyboard**.



PROTOTYPE


Empathize
Define
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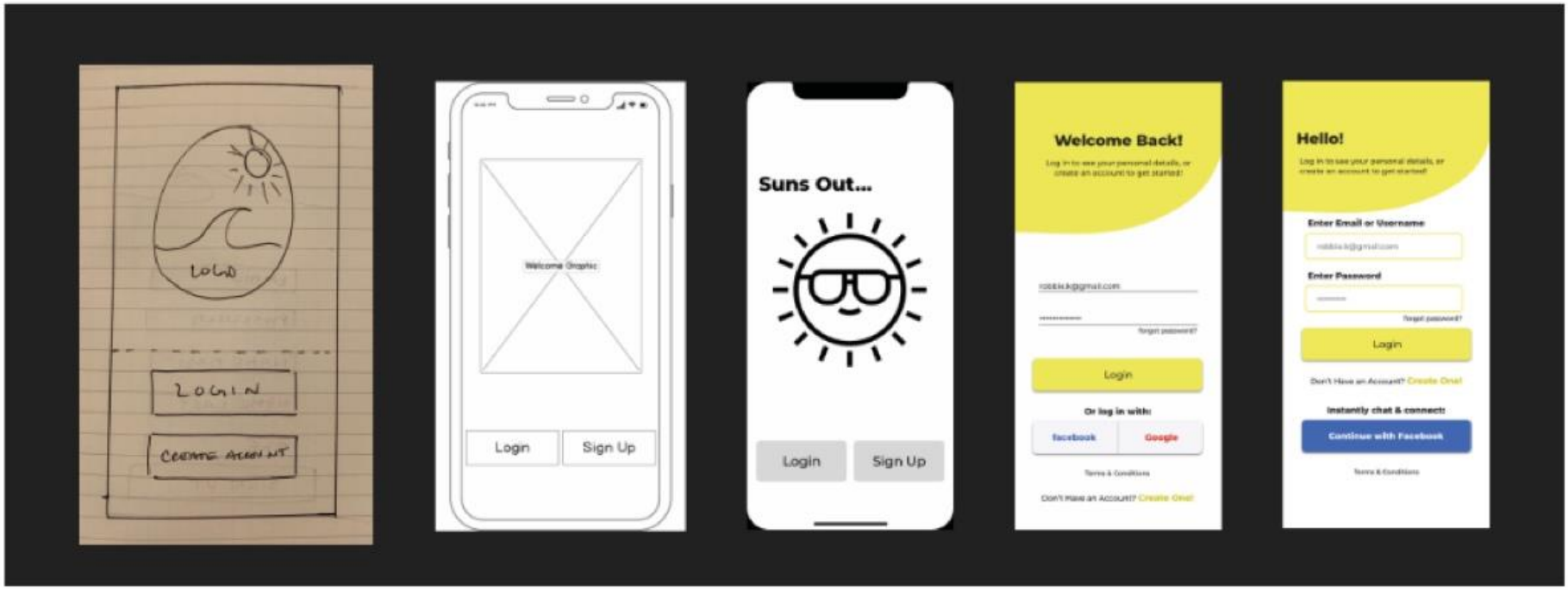
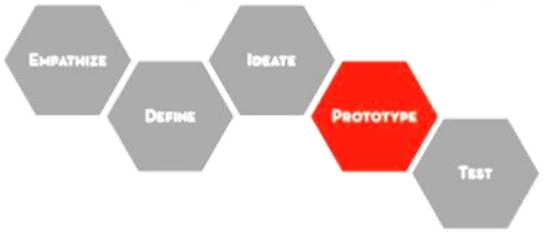
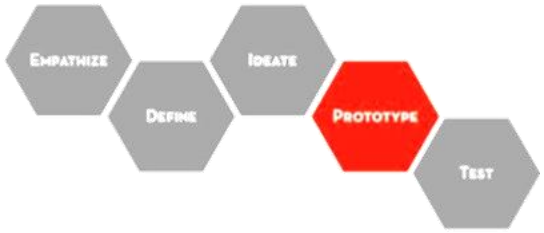
PROTOTYPE


LOGIN
Login
Sign Up
Suns Out...
Login
Sign Up
Welcome Back!
Login
Or log in with:
facebook
Google
Hello!
Enter Email or Username
Enter Password
Login
Instantly chat & connect:
Continue with Facebook


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

PROTOTYPE

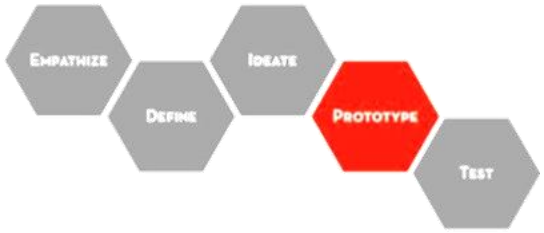
Luis FINISHED WORK EARLY TODAY AND WANTS TO PLAY FOOTBALL
I FINISHED WORK EARLY, FEEL LIKE PLAYING FOOTBALL
LET'S CHECK WHAT'S AVAILABLE NEXT ME
FOOTBALL 1
BASKETBALL 2
TENIS 3
2 AVAILABLE GROUPS OF FOOT AVAILABLE!
FOOTBALL 1
I'M GONNA CHECK THE GAME PLAYERS
THE GAME PLAYERS
FREE
1 Mile
THE
GAMERS
25
3 Miles
THE GAME PLAYERS
AVAILABLE SPOTS 3
FREE
FINSBURY PARK
JOIN
MAP
GREAT!
I'M IN



Advantages

Prototypes are most successful when people (the design team, the user, and others) can **experience** and **interact with them**.

What you learn from those interactions can help drive **deeper empathy**, as well as **shape successful solutions**.



Iterate Based on Feedback

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

7min

9 Share your solution and get feedback.

✚ What worked...

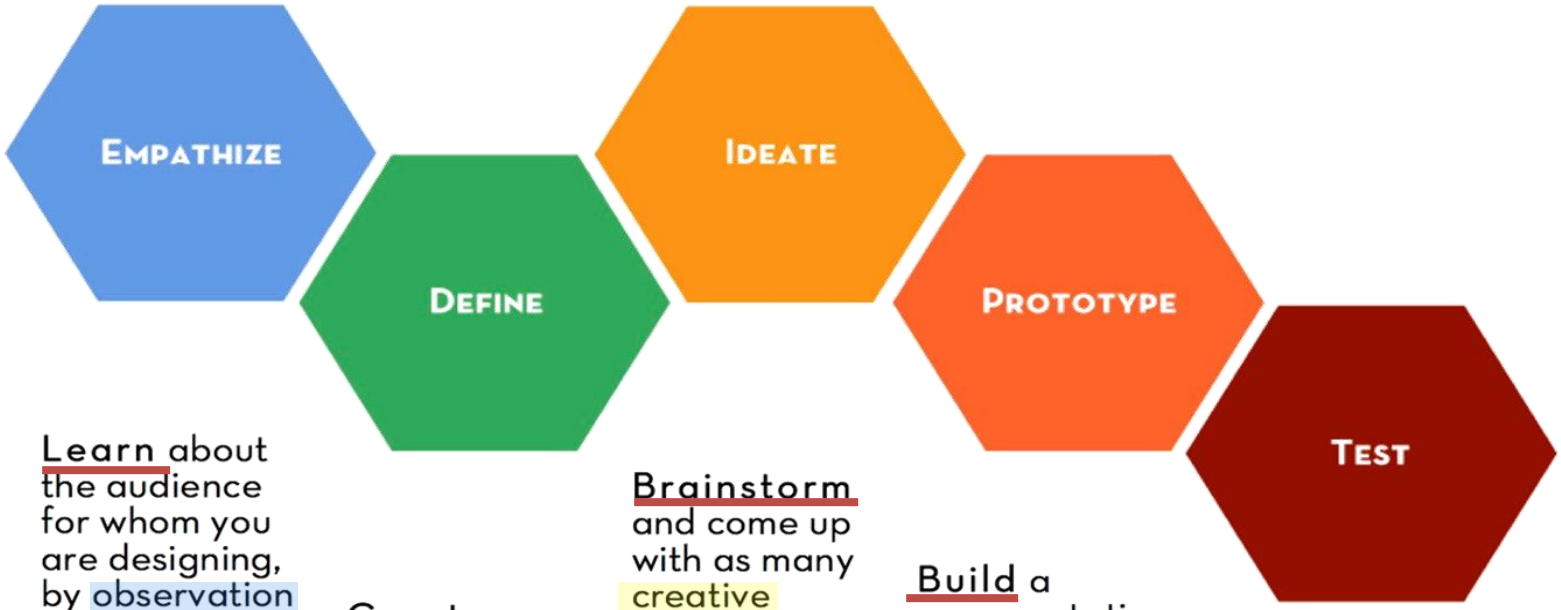
− What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

Design Thinking in 5 Steps



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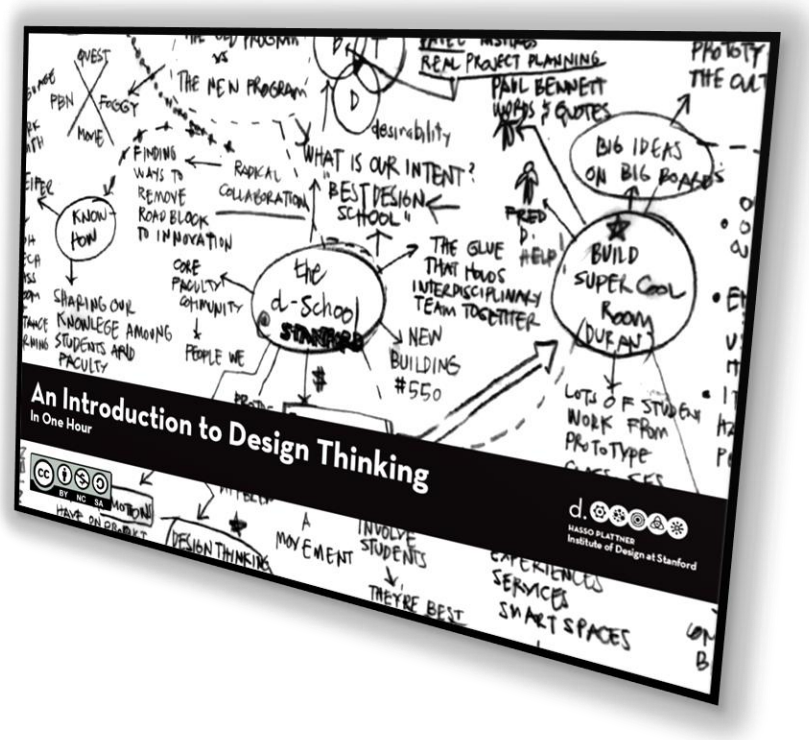
Create a point of view that is based on user needs and insights. *What are their needs?*

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

Our Method



D. School – Stanford University, bootcamp bootleg
http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf

تقييم المدربة أ. روان الحربي

Thank You