DT4SI

Design Thinking For Social Innovation

Anne-Laure Fayard

Session 8

1

Discover
insight into the problem

Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work

Problem

Problem Definition

Design Brief

Solution
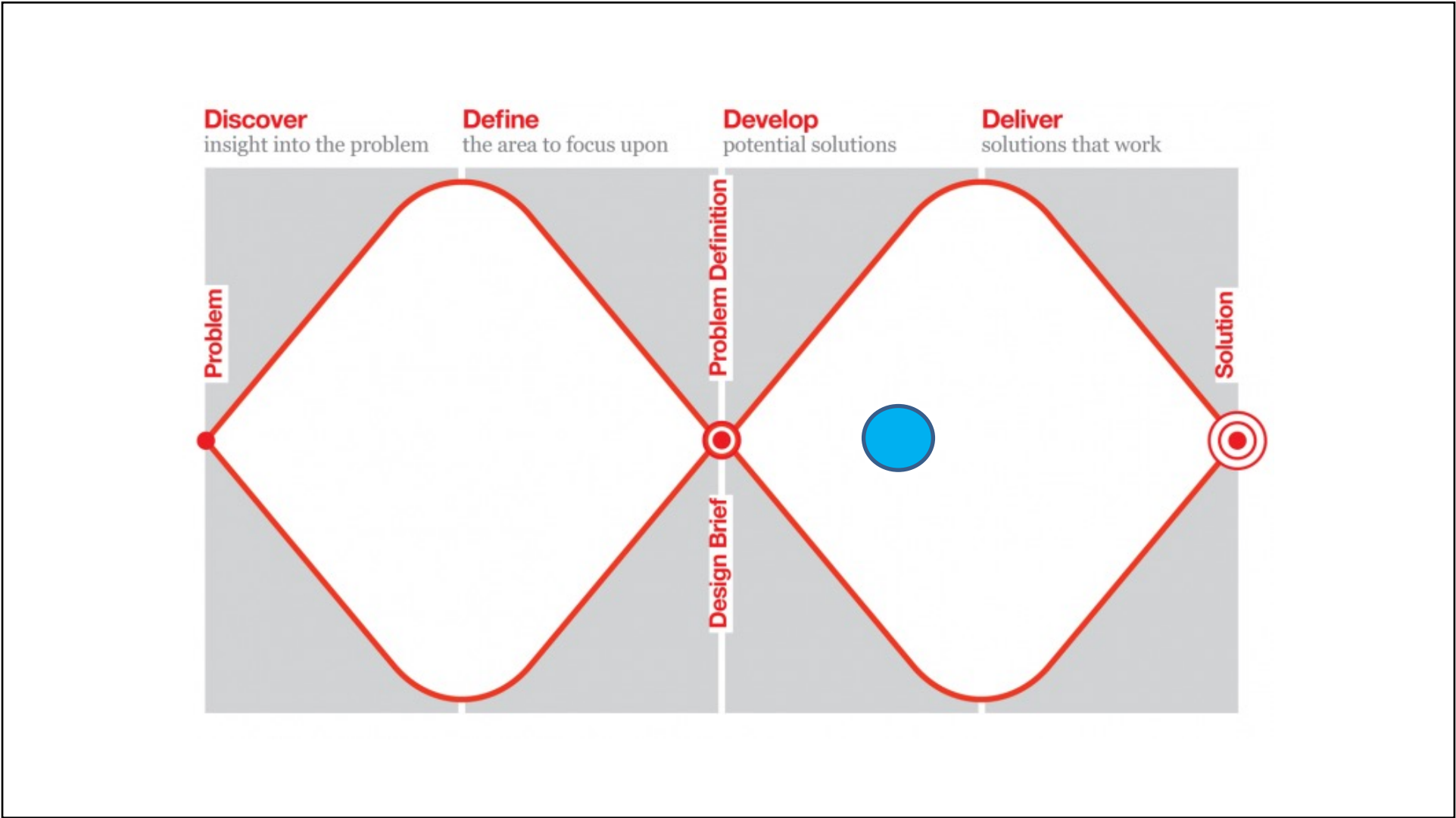
2

Today's agenda

- But what will the final outcome look like?
  - What will happen on May 6th?
  - Final report? How "far" / developed shall the final project be?
- Building to think and learn
- Prototyping: a mindset and a craft
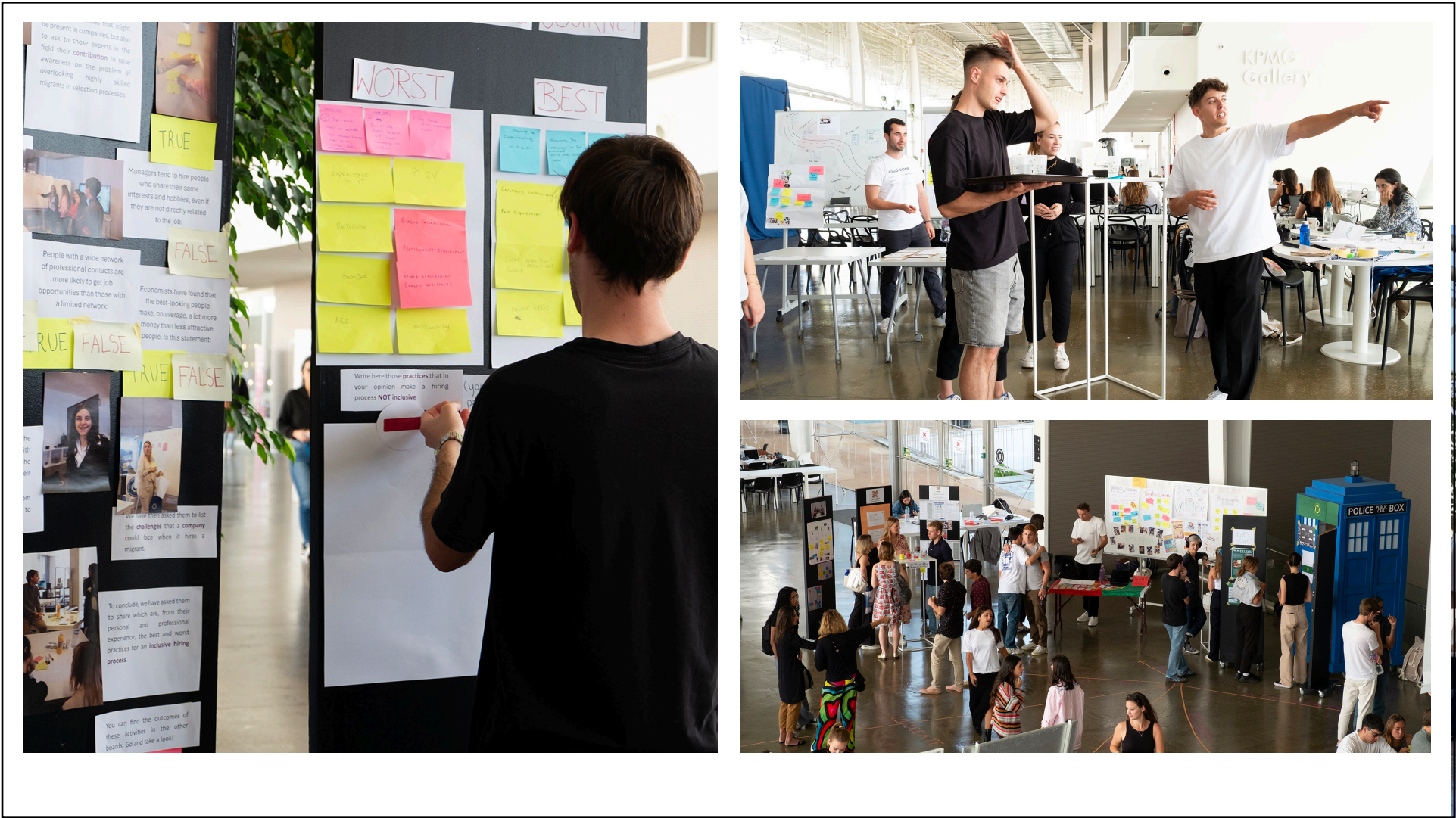- Studio
  - Experience journey map
  - User testing

3

Final report

- Check guidelines

- General overview: on content and process (3 to 6 pages)

- Table of content with connections to all different documents and folders.

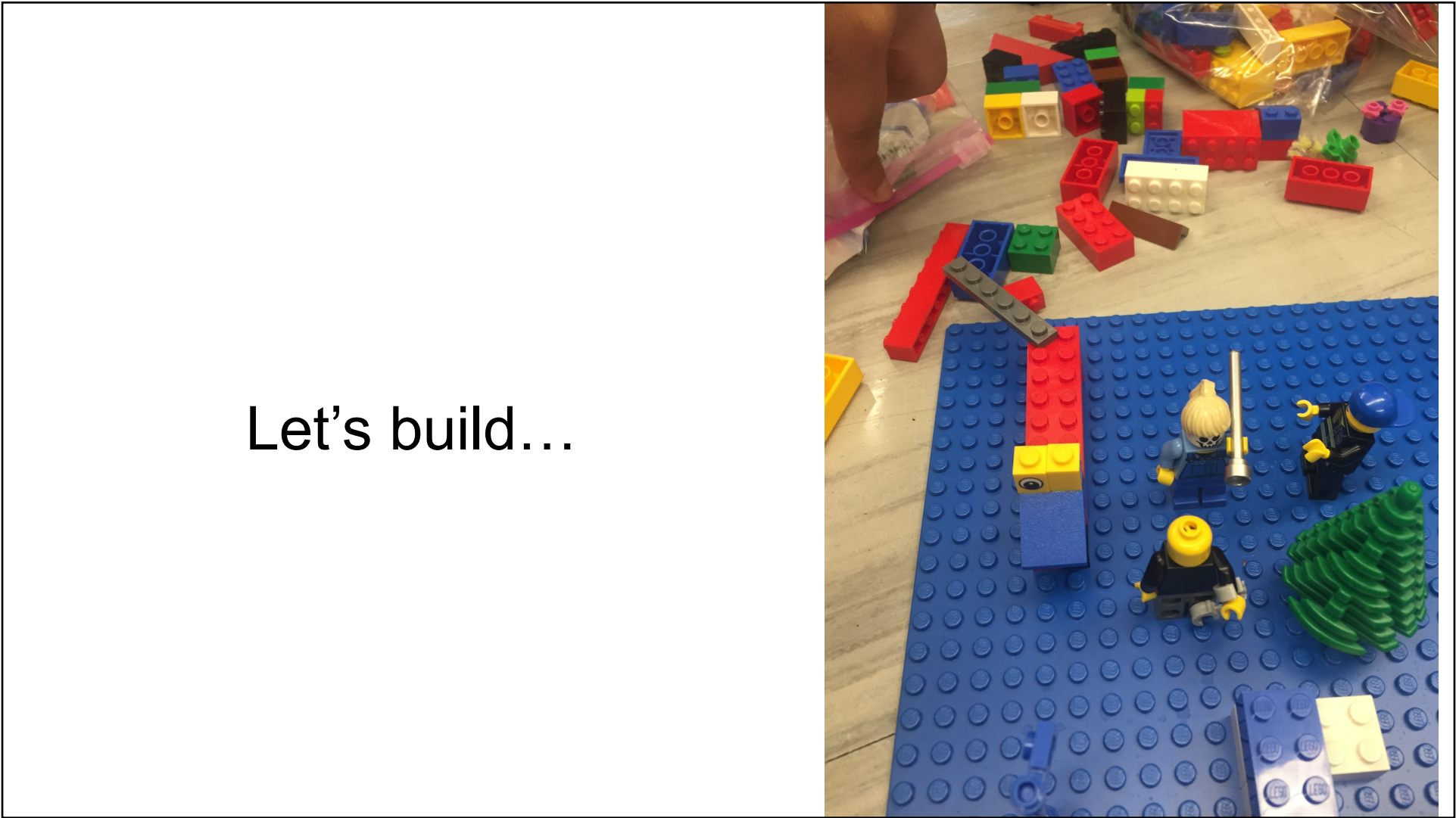- Make sure to document!

4

Show don't tell

5

6

7

Let's build…

8

Stories · · · · · · · · Insights · · · · · · · · Opportunity Areas · · · · · · · · Ideation · · · · · · · · Prototyping/ Testing Concepts

9

Research as an ongoing process and prototyping is research!

Foundational

Help us to understand needs

Generative

Help us to create the right design

Evaluative

Help us to get the design right

10

Design principle

- H*ow might we design with the heart in mind — crafting solutions that address not only practical needs, but also the emotional realities of the people we're designing for? (Aaron)*

11

Studio time

- Experience journey map
- Scenarios (and personas) for feedback

12

It's a question embodied…

- Start with a question (hypothesis, assumption)
  – First question is: Does your idea have legs?

- Ask yourself how (i.e. with what prototype) can you answer this question

- Build your prototype (s).

- And test them… with users!

13

User testing with Prototypes

Tasks & scenarios:
What hypotheses do you validate?
What tasks allow you to validate these hypotheses?
What core tasks will you test, what's top priority?

Scenario:
Set the context for the user
Give them prompting questions (but don't always stick to them word for word)
Give them tasks to complete

Observe:
Watch what they do
Adapt on the fly

14

Define Metrics

Metrics are idiosyncratic to your prototype

- ◆ Answers key questions:
    - ◆ Start by asking your question
    - ◆ State your assumptions / hypotheses
    - ◆ Define your expectations "what success will look like?"
- ◆ Forces you to draw a line in the sand

15

15

16

Prototyping is a mindset
- experimental, iterative

17

Next week

- Post in Teams: a prototyping grid/ dashboard + experience journey
- Readings, video and podcast
- As a team, develop a couple of prototypes to further test your idea (and
  assumptions) and plan some more "testing" sessions (with consultants or
  other stakeholders)
- Be ready to share learnings from user testing and next steps (5 minutes):
  – What have you prototyped? What have you learnt? Have a visual.
  – Think of where you might need help.

18

See you next week

19