

How To Do DESIGN THINKING

STEP 1

LEARN



BEFORE YOU START COMING UP WITH IDEAS, SPEND SOME TIME LEARNING ABOUT A TOPIC, AND THE PEOPLE RELATED TO THAT TOPIC. THE BEST IDEAS COME FROM INSIGHTS YOU CAN UNCOVER THROUGH CAREFUL OBSERVATION.

How CAN YOU LEARN MORE ABOUT A TOPIC?



OBSERVE PEOPLE
INTERVIEW PEOPLE
RESEARCH ONLINE
TRY IT YOURSELF

WHAT MIGHT THEY LOOK LIKE?

WHAT KIND OF PERSON ARE THEY?

WHAT DO THEY SPEND THEIR TIME DOING?

WHO ARE YOU DESIGNING FOR? CREATE A PERSONA DESCRIBING THEM

FACTS AND FIGURES ABOUT THEM

WRITE THEM A BIOGRAPHY

WHAT ARE THEIR GOALS? WHAT FRUSTRATES THEM?

SALLY THE STUDENT

CAPTURE, ANALYSE AND SHARE WHAT YOU HAVE LEARNED



USE A MINDMAP TO MAP YOUR TOPIC, BRANCHING OUT TO NEW AREAS TO EXPLORE.

LIST THE AREAS YOUR RESEARCH UNCOVERED THAT ARE CURRENTLY WORKING BEST. THEN LIST THE BIGGEST BARRIERS AND PAIN POINTS YOU HAVE FOUND.



CHOOSE A QUESTION YOU WANT TO FIND A SOLUTION TO

YOUR QUESTIONS SHOULD BE BASED ON THE INSIGHTS YOU HAVE UNCOVERED.

TRY BEGINNING YOUR QUESTIONS WITH 'HOW CAN WE...'

How can we convince other kids to save their pocket money?

STEP 2

IMAGINE



NOW THAT YOU HAVE A PROBLEM TO SOLVE, IT'S TIME TO USE YOUR CREATIVITY AND IMAGINATION TO THINK OF SURPRISING AND ORIGINAL WAYS TO SOLVE IT. REMEMBER, IMAGINING IS HARD WORK TOO. THE HARDER YOU WORK, THE BETTER THE IDEAS!

THERE ARE LOTS OF DIFFERENT EXERCISES AND TRICKS TO HELP GET YOU THINKING OF NEW SOLUTIONS

WHAT'S THE MOST OBVIOUS SOLUTION YOU CAN THINK OF? WHAT CAN YOU CHANGE TO MAKE IT MORE INTERESTING?



Trade stock market shares at school

WHAT'S THE CRAZIEST IDEA YOU CAN COME UP WITH? DOES IT SPARK AN IDEA THAT MIGHT ACTUALLY WORK?

GET YOUR BRAIN REALLY FIRING. DRAW EIGHT DIFFERENT SOLUTIONS IN TEN MINUTES!



TAKE A DIFFERENT PERSPECTIVE



TRY LOOKING AT IT FROM ANOTHER PERSPECTIVE. HOW MIGHT SOMEONE ELSE SOLVE THE PROBLEM?

WHAT ABOUT A THREE YEAR OLD? OR SOMEONE'S GRANDMOTHER? A FAMOUS MUSICIAN? AN INFAMOUS CRIMINAL? WHAT ABOUT A ROBOT? WHAT OTHER PERSPECTIVES MIGHT BE INTERESTING?

TRY AND DEVELOP AS MANY DIFFERENT IDEAS AS YOU POSSIBLY CAN. ARE THERE OTHER AREAS THAT HAVE SOLVED A SIMILAR PROBLEM? HOW DID THEY DO IT?

WHEN YOU HAVE EXHAUSTED YOUR IMAGINATION, DECIDE ON THE BEST IDEA.

Let's use peer pressure and create shared piggy banks for friends.

STEP 3

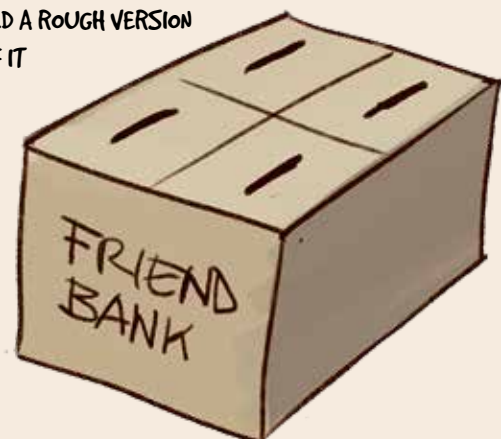
MAKE



NOW THAT YOU'VE GOT AN IDEA, IT'S TIME TO ACTUALLY MAKE IT. YOU CAN LEARN A LOT FROM TRYING TO CREATE A ROUGH MODEL OF YOUR SOLUTION AND GETTING PEOPLE TO USE IT. WATCHING AND LISTENING WILL SUGGEST LOTS OF WAYS TO IMPROVE IT.

CREATE A PROTOTYPE OF YOUR IDEA

IF YOUR INVENTION IS A PRODUCT OR OBJECT, BUILD A ROUGH VERSION OF IT



IF YOUR INVENTION IS AN INTERFACE OR A PROCESS, CREATE A PAPER PROTOTYPE



How CAN YOU MAKE A VERSION OF YOUR IDEA THAT PEOPLE CAN INTERACT WITH?

WHAT MATERIALS CAN YOU EASILY MAKE IT OUT OF?

A PROTOTYPE DOESN'T HAVE TO BE PERFECT, IT JUST NEEDS TO DEMONSTRATE HOW YOUR IDEA WORKS.

TEST YOUR PROTOTYPE

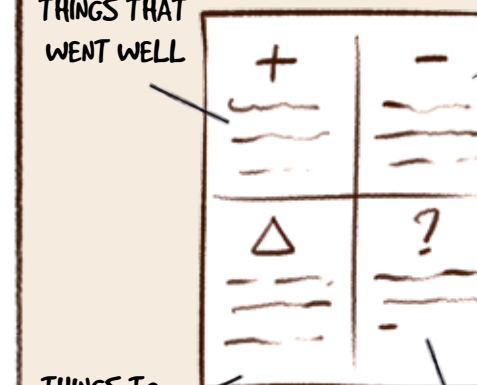


GET SOME PEOPLE TO TRY OUT YOUR PROTOTYPE, IDEALLY PEOPLE WHO WOULD REALLY USE IT. OBSERVE WHAT THEY DO CLOSELY. MAKE NOTES AND ASK THEM QUESTIONS.

How CAN YOUR IDEA BE BETTER?

THINGS THAT WENT WELL

PROBLEMS YOU HAD



THINGS TO CHANGE

QUESTIONS THAT HAVE COME UP

DON'T STOP NOW! WHAT WILL YOUR NEXT PROTOTYPE LOOK LIKE?

THERE ARE ALWAYS WAYS TO IMPROVE EVEN THE MOST AMAZING IDEAS. WHAT ARE THE MOST IMPORTANT THINGS YOU HAVE LEARNED FROM BUILDING AND TESTING YOUR PROTOTYPE? HOW COULD YOU EVOLVE YOUR IDEA SO THAT THE NEXT ITERATION ADDRESSES SOME OF THE PROBLEMS, OR INCORPORATES NEW THOUGHTS?

