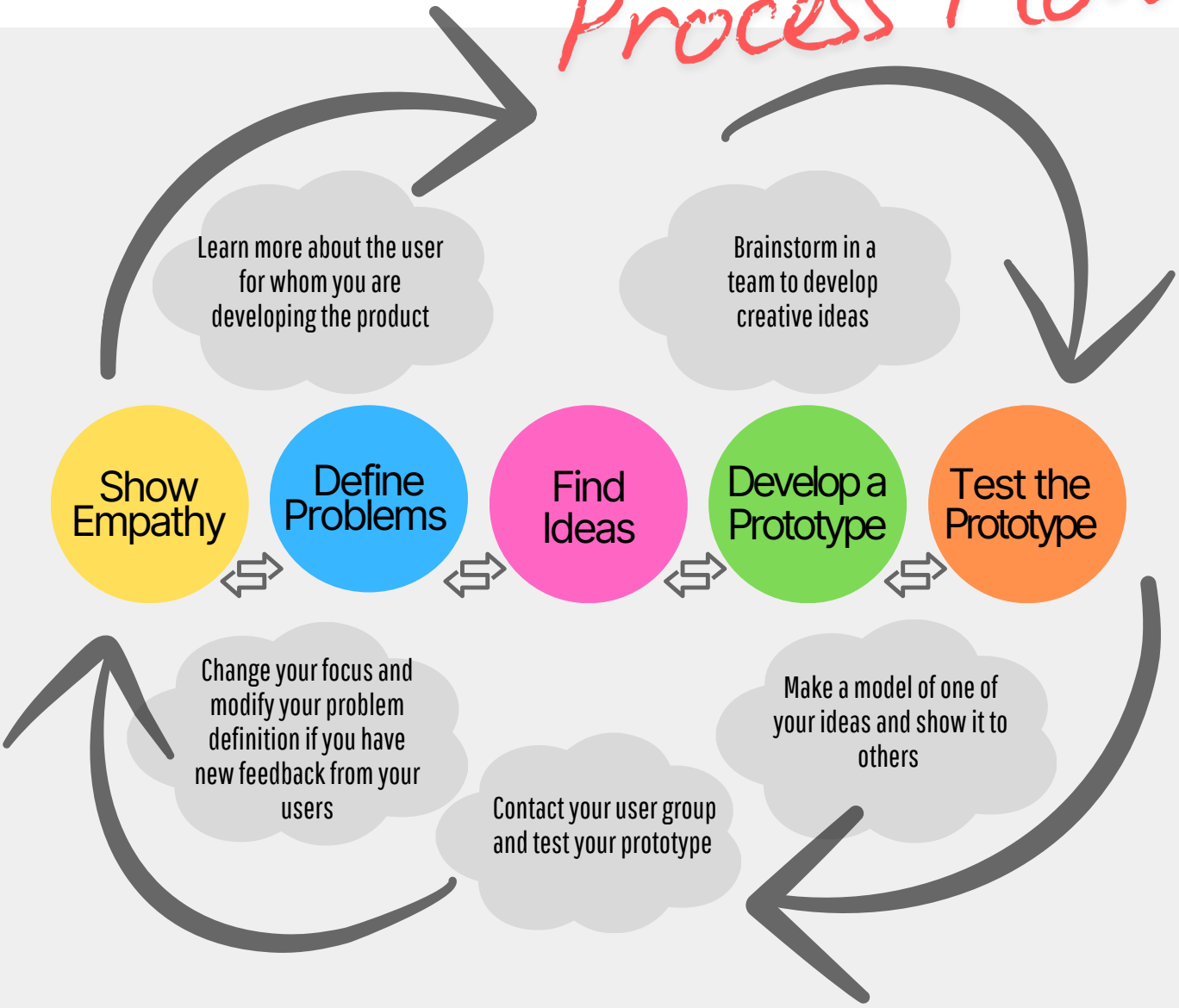
Design thinking>

Process Flow



Design Thinking is a creative approach to problem-solving. It focuses on people's needs and experiences. The structured process helps teams to overcome complex challenges through empathy, creativity and innovation.

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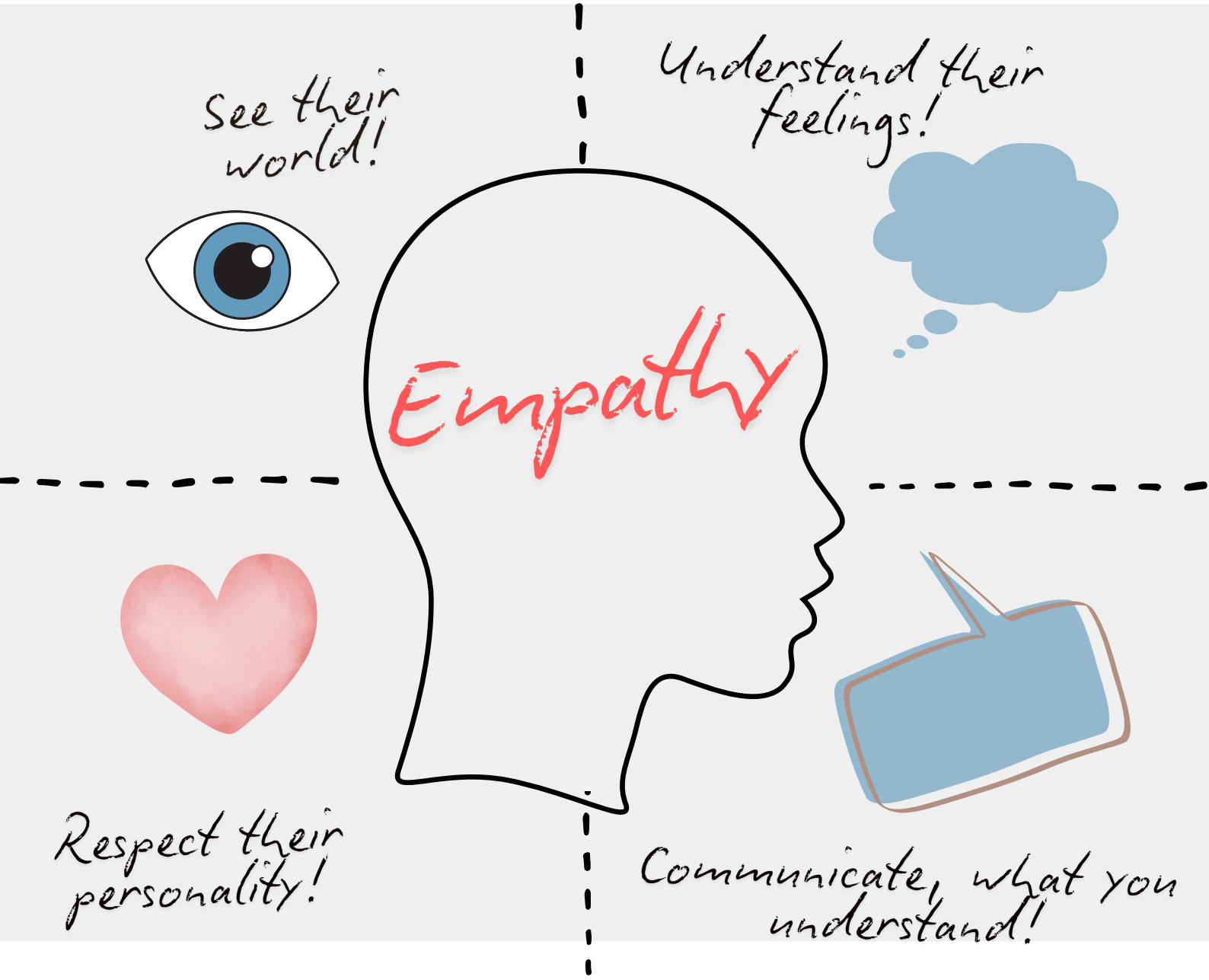
1



EMPATHY aims to develop a deep understanding of the needs, problems and realities of the people you are designing for. It is about understanding users' perspectives, recognizing their challenges and discovering their latent needs.

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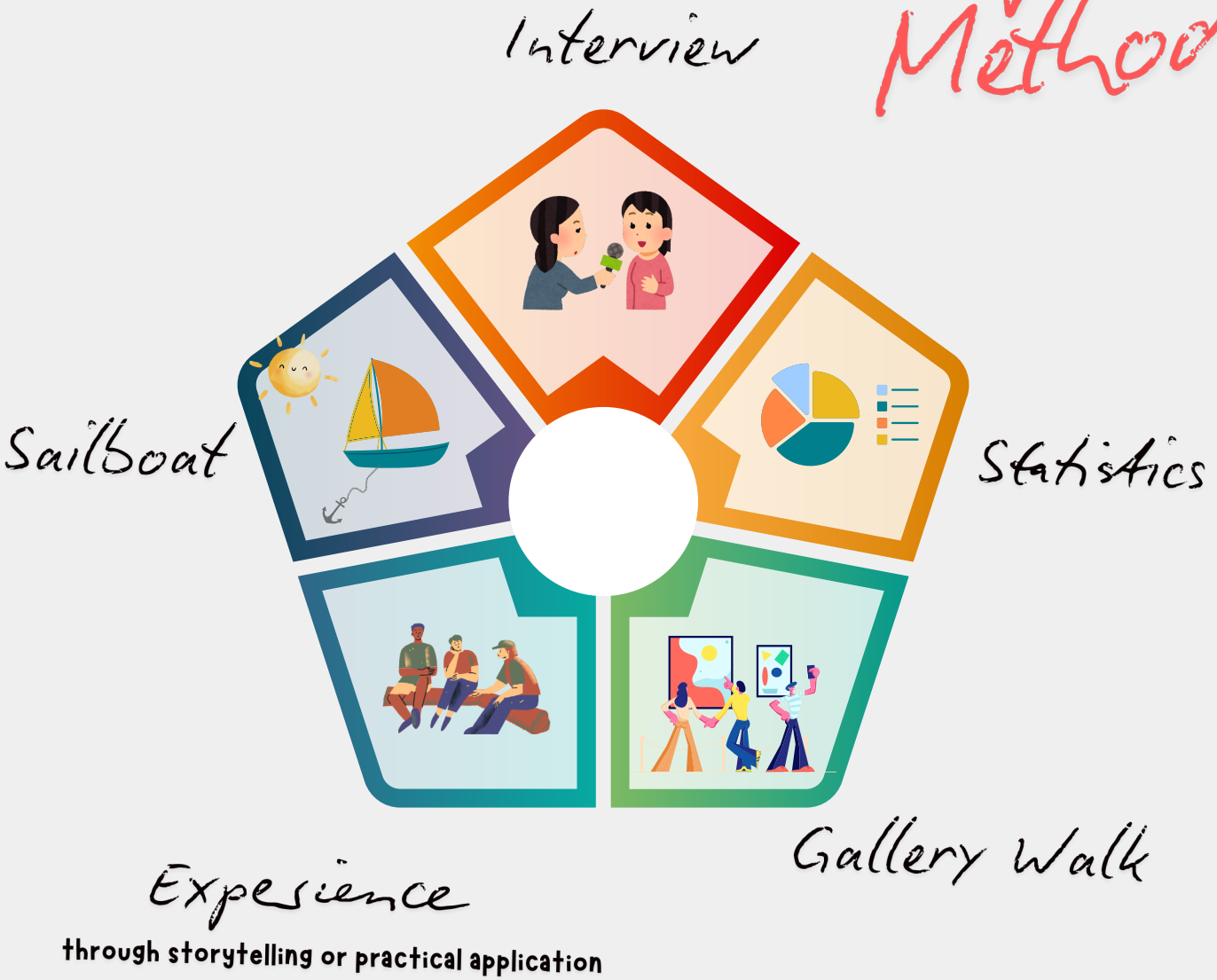
1

Empathy Methods



Methods to develop **EMPATHY** can be different. You can **interview** your users to gain a deeper understanding of people's needs, problems and realities. But you can also use the **sailboat method** to ask about experiences that strengthen or hold you back. **Re-experiencing** through storytelling or your own experiences can create a new awareness. Different perspectives can be shown in a **gallery. Statistics** can underpin experiences.

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Story telling>

1

Empathy Methods

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Storytelling is the art of sharing information in the form of stories. They take the audience on a journey that reveals a meaning. They create a connection between the storyteller, the audience and the topic. Storytelling is perfect for putting yourself in the user's shoes as well as explaining the opportunities and challenges of the product to the users.

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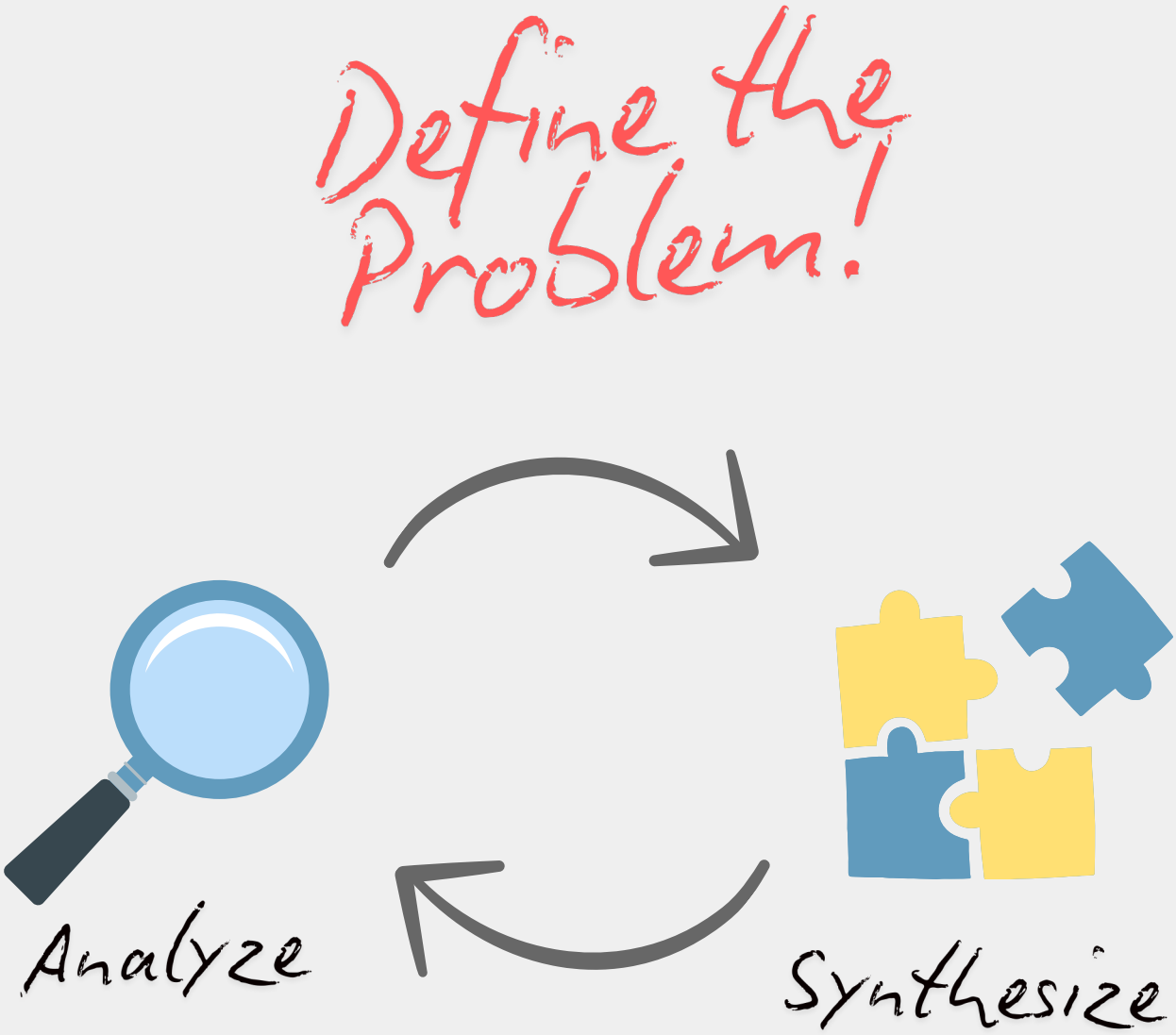
2



In the **DEFINE PROBLEM** phase, the information collected in the empathy phase is analyzed and combined into new structures (synthesis). Patterns and important information are identified in order to develop a precise problem definition.

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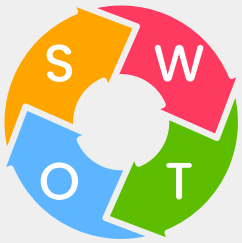
2

Define the Problem!

Problem Tree



SWOT Analysis

Gap Analysis

Methods for **DEFINING PROBLEMS** break down the information and reorganize it in a new way. They reveal relationships. One method for this is the **problem tree**. The **Gap analysis** examines where you are and where you want to go. In the **SWOT analysis**, you examine your own strengths and weaknesses and the opportunities and risks of the market. This helps to avoid developing ideas that ignore the problem.

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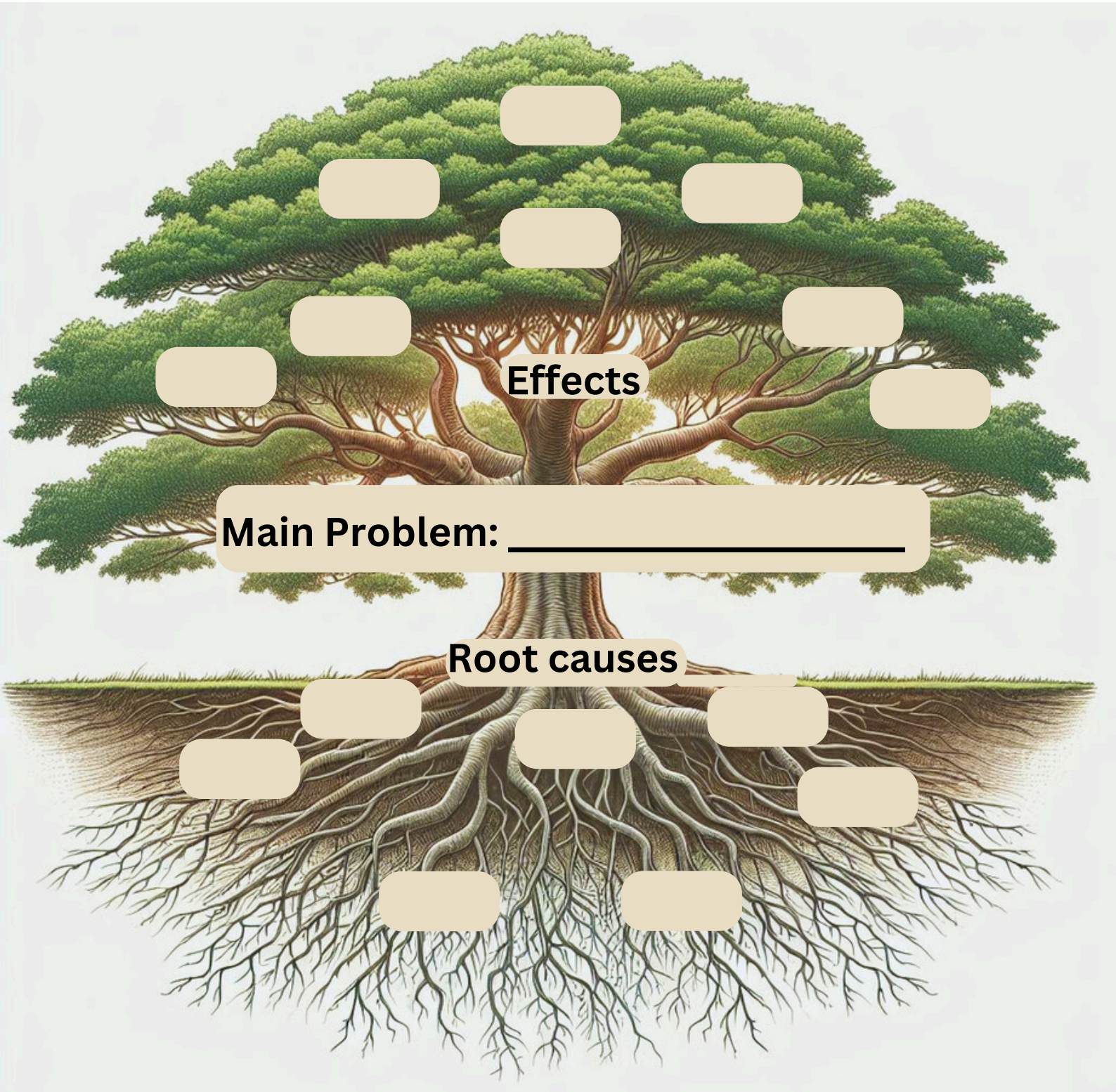
Problem tree>

2



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Gap analyse>

2

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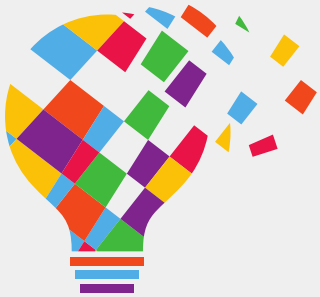
3

Ideen finden!

be supportive

no judgement

ideas



OUT OF THE BOX

The **FIND IDEAS** phase enables the team to develop creative solutions to the problem. In this phase, it is important to encourage creativity, apply out-of-the-box thinking and create a supportive atmosphere.

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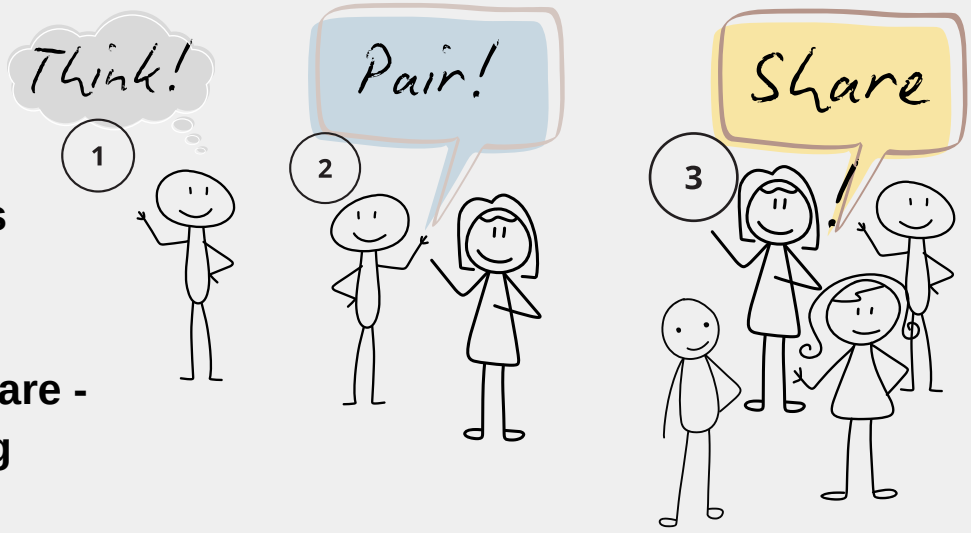
3

Methods for finding ideas!



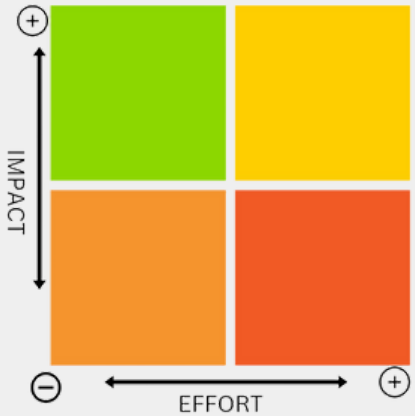
1

Develop ideas together

Think-Pair-Share - Brainstorming

2

Choosing ideas for implementation together



How do you find the most creative ideas? In a team, of course. One method that brings many ideas to light is the **Think - Pair - Share** method. The **Impact-Effort Matrix** helps to agree on an idea at the end. This is a solution that is as practicable as it is effective. The next step is to realize this idea as a prototype.

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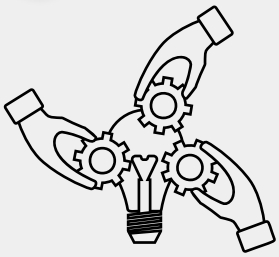
4

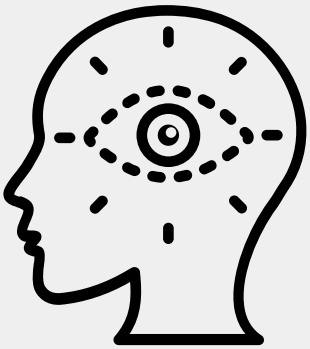
Develop a Prototype!

experiment



Accept errors as a chance to learn

Develop simple ideas further



Visualize

The **PROTOTYPE DEVELOP** phase is about **visualizing** ideas to make them clear and understandable. It is important to **allow for mistakes**, as they offer valuable learning opportunities and help to improve the concepts. Simple ideas are **further developed** in the process by testing and refining them through various prototypes. **Experimenting** with different approaches makes it possible to discover innovative solutions and optimize the user experience.

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4

Develop a Prototype!

Method Crazy 8s

Lisa

Can

Lydia

The **Crazy Eights technique** is a creative method for quickly developing a number of variations on an idea. The process only takes eight minutes: During this time, each team member notes down eight variants of a prototype idea on a special template.

This method encourages creative thinking. The participants think beyond the initial, “normal” idea. The prototype idea becomes livelier and more diverse. Since time is limited, designers have no time to question or refine their ideas; they simply have to write down everything that comes to mind quickly and can elaborate on the ideas later.

Overall, Crazy Eights is an effective technique for generating innovative ideas and unleashing the creative potential of the team.

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5

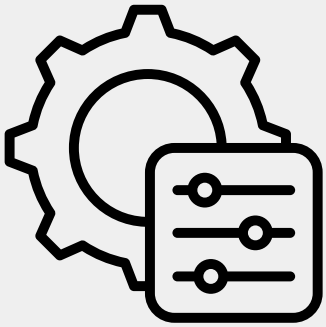
Testing Prototypes!

What do users say?

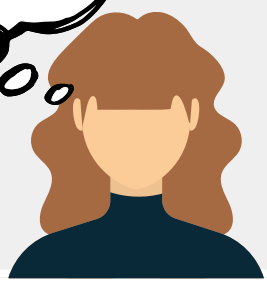
LEARN

Allow mistakes

<test>
<adapt>
<develop>



Done



The **PROTOTYPE TESTING** phase is about getting feedback from users on the prototype. The team understands and learns what is already good about the prototype and what needs to be improved. This is an ongoing development process. With each iterative pass, the team gains valuable new insights to improve the user experience and the prototype

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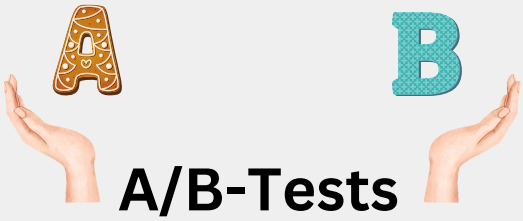
5

Prototype testing!



A/B-Tests

Goal: Compare two variants of the prototype.
Method: User groups each test one variant. The feedback helps to find out which one is better received.

Methods

Cognitive Walkthrough

Goal: Test the usability of the prototype.
Method: A person slips into the role of a typical user persona and goes through the tasks while sharing their thoughts and challenges.

Feedback Rounds

Goal: Receive continuous feedback.
Method: Organize regular feedback sessions to collect users' opinions on different version versions of the prototype

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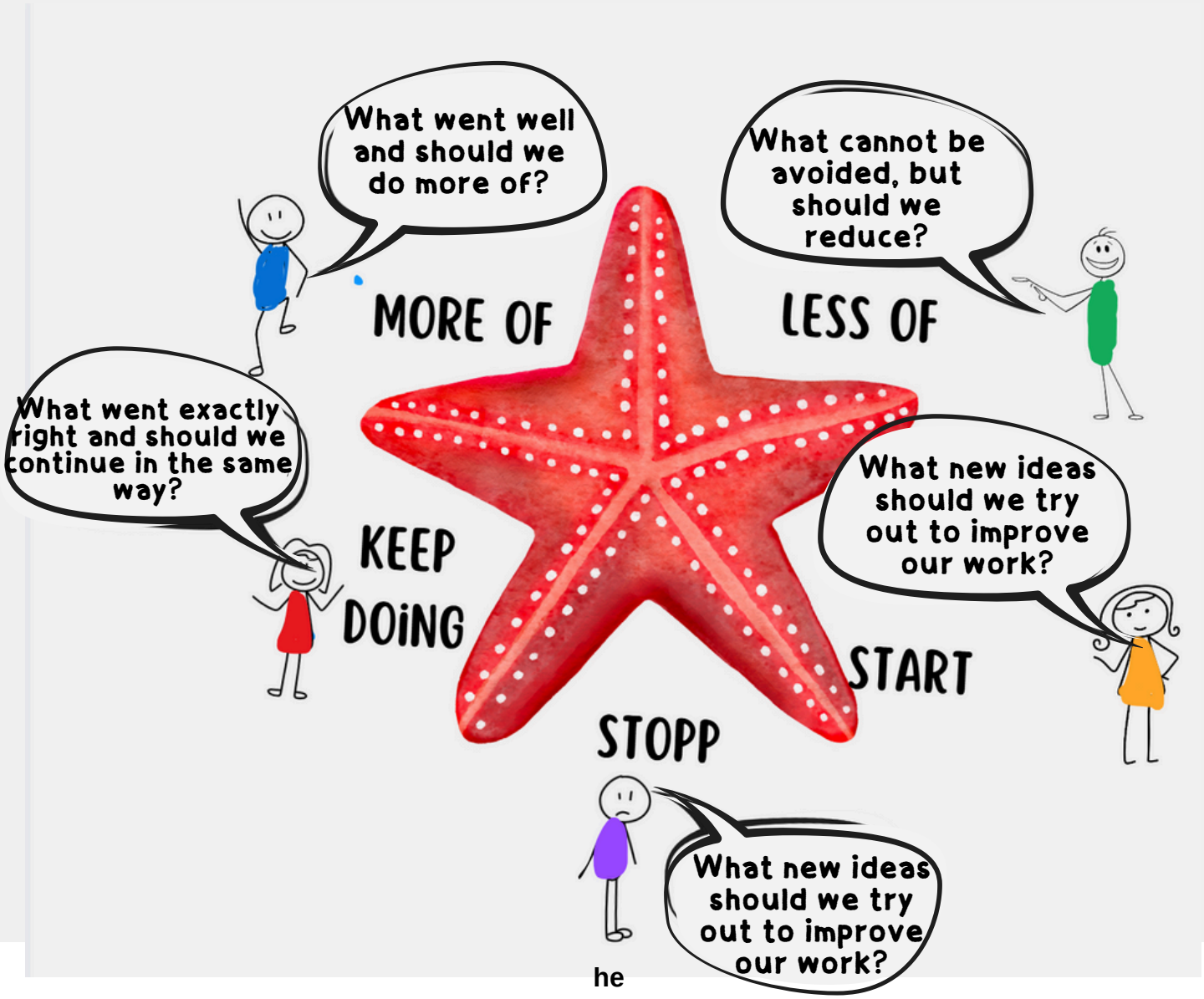
Method Starfish - Evaluation und Retrospective of Processes



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The **Starfish method** is a valuable tool in the Design Thinking process to improve the working atmosphere and collaboration. It enables teams to collect feedback in a structured way and take various aspects into account. By categorizing feedback into “More of”, “Less of”, “Keep going”, “Stop” and “Start”, teams can specifically identify which aspects of the prototype are working well and which need to be improved.

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