

Design Thinking Fundamentals

設計思考工作坊

MEDIUM : English / Cantonese / Putonghua COURSE CODE : DT

Organizations often need to design products, processes or events for their clients or staff. While the resulting products may meet the specified requirements, very often they may still fall short of users' expectations once they are rolled out. One common problem many designers face is that requirements are rather ill-defined, often focusing on solving a "problem" instead of providing a solution to users.

This workshop gives an overview to Design Thinking, a 5-stage design methodology that provides a solution-based approach to solving problems. The approach is especially useful in tackling complex problems that are ill-defined. Adopting this methodology can enable managers and professionals design human-centric products and programs both for internal or external applications.

Audience All staff

Methodology Games, discussions, interactive mini-lectures, simulation exercises

What participants will learn

At the completion of the course, participants will be able to:

- Identify the benefits of adopting Design Thinking Methodology in your organization
- Describe the process and key events in Design Thinking
- Identify users' needs and wants
- Define a problem from users' perspectives
- Generate solution ideas to meet users' needs and wants
- Develop prototypes rapidly
- Develop and test a product

It is expected that, by applying the tools and techniques in the program, participants can adopt a strategic yet innovative approach to problem solving, thereby improving their overall productivity in the workplace.

Course Outline

1. Understanding Design Thinking

- What is Design Thinking?
- The 5-stage Design Thinking Model
- Advantages of a solution-based approach to problem solving
- Applications
- The iterative process

2. Emphatise

- The "number 1 sin" of many designers
- The need to understand users' world, experience and motivation
- How to understand users' concerns
- Key questions to ask users

3. Defining a problem

- From empathy to problem definition
- The problem with traditional problem statements
- Defining a problem from users' perspective
- Benefits of a human-centered problem statement

4. Ideation

- The need to think out of the box
- Principles of creative thinking
- There are more ways to think than just doing brainstorming
- Some tools in generating creative ideas
- Let your creative juice flow

5. Prototyping

- Rapid prototyping
- Benefits of multiple prototypes
- Testing a prototype
- Making adjustment, improvement and refinements

6. Testing

- Why rolling out is not an end?
- How to test a solution?
- The iterative process