

**DESIGN  
THINKING  
(part 2)**

**Quick RECAP**

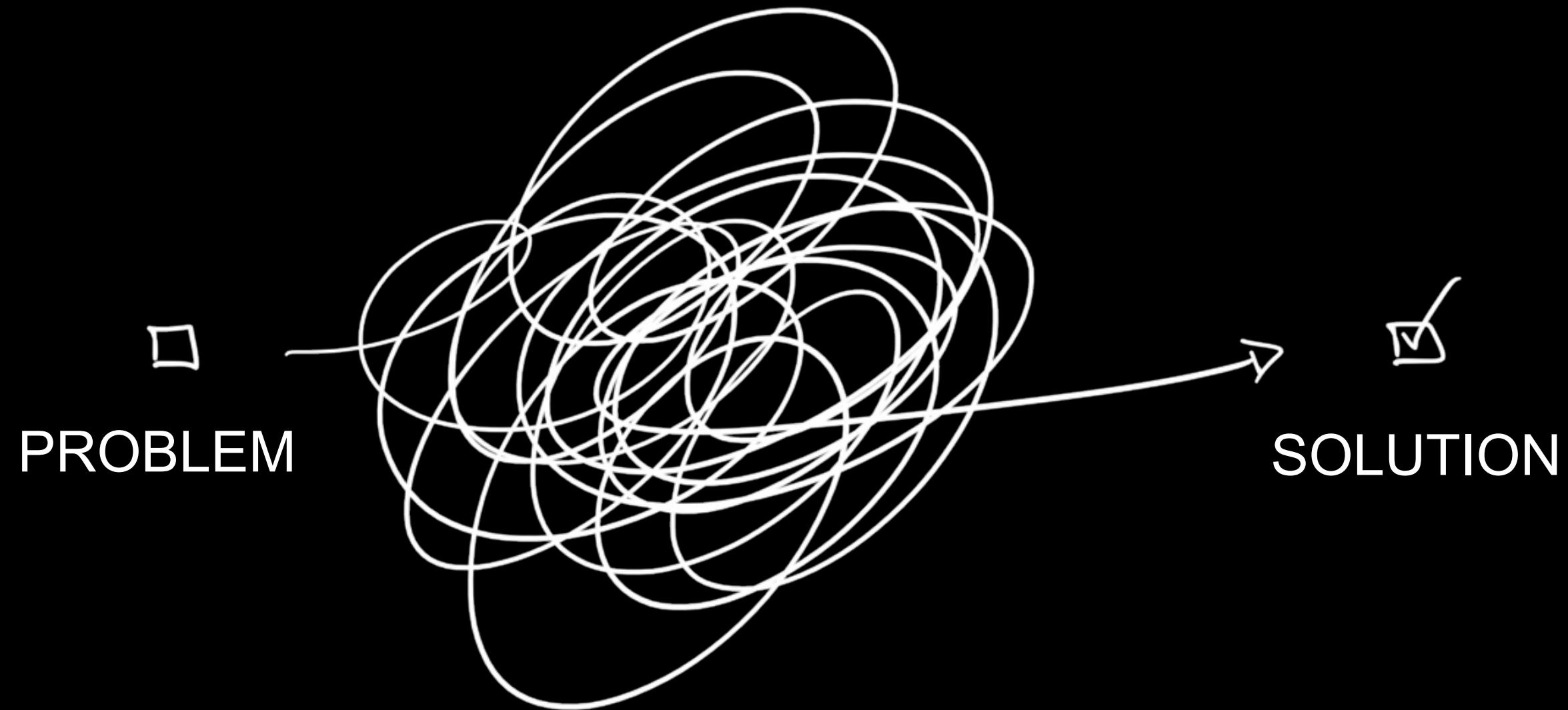
# Solving problems

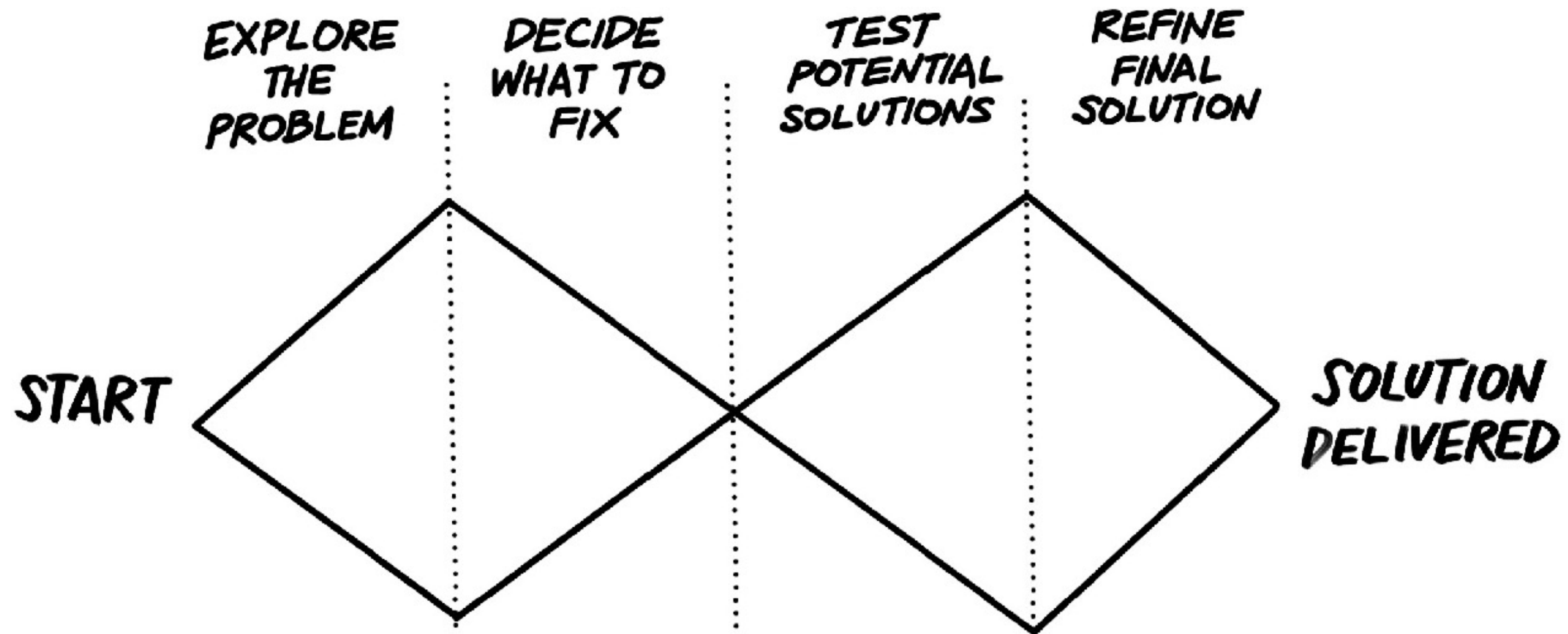
Perception 



# Solving problems

Reality





# Design Thinking

*Proven process & way of thinking*

**1. Focus on the right  
problem.**

**2. Focus on the right  
solution.**

**1. Who is our target group?**

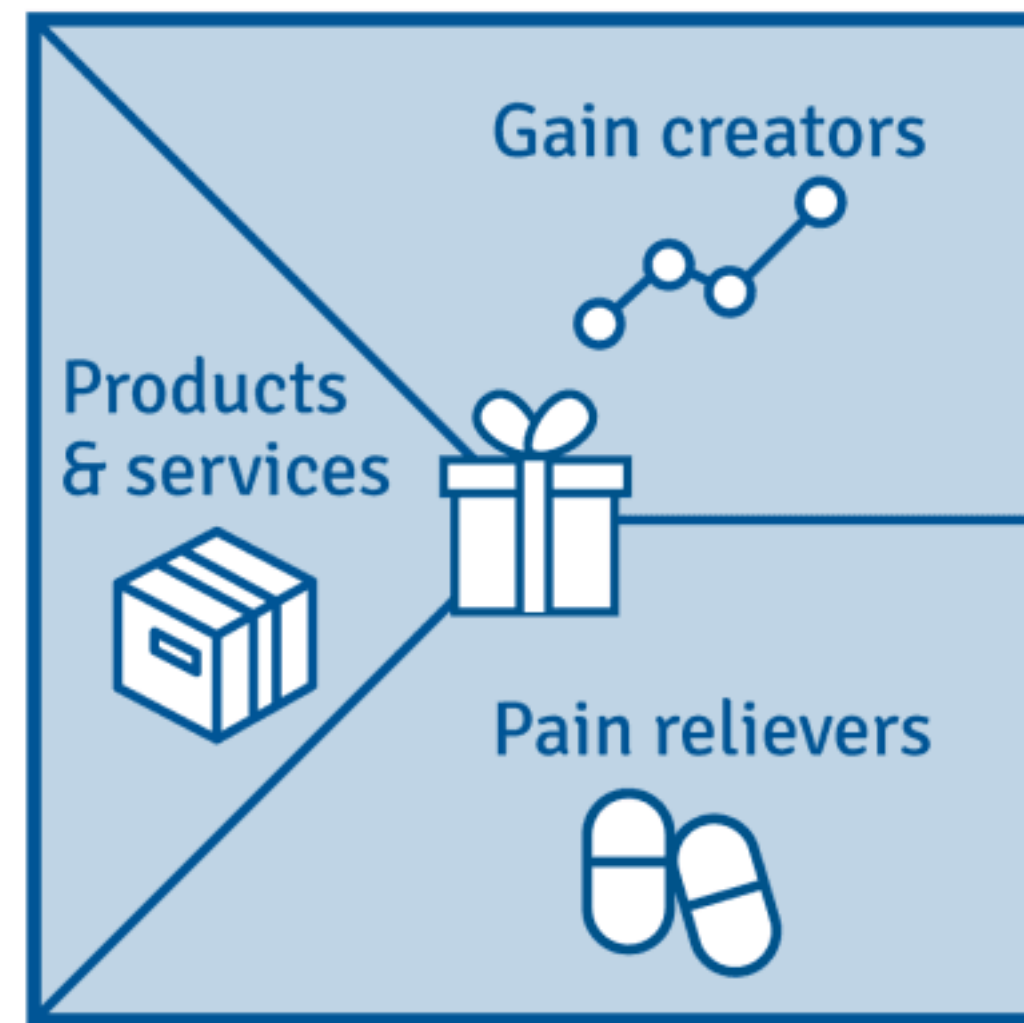
# Empathy + Active listening

- Be curious
- Talk to your customers
- Put on the shoes of your customer

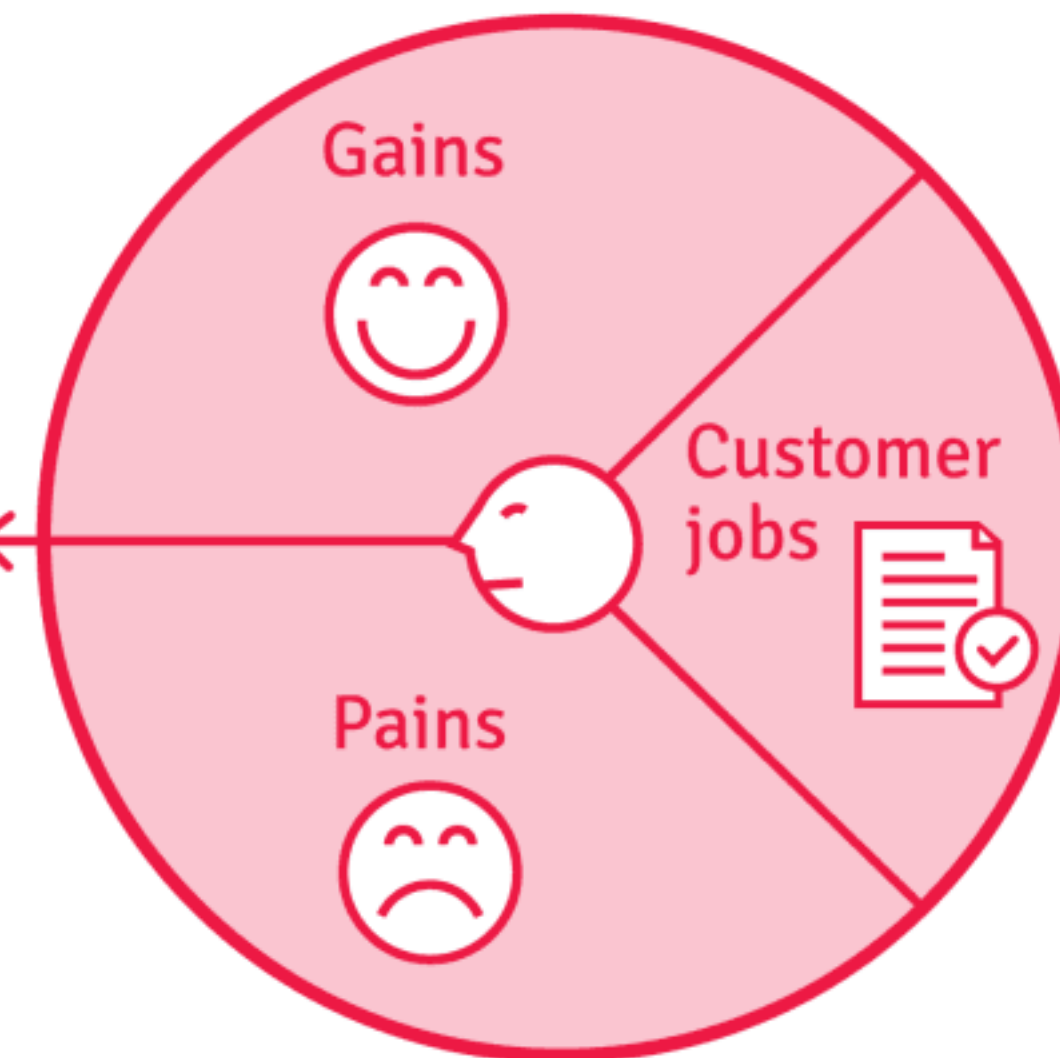


**2. What do they really  
need?**

## Value Proposition

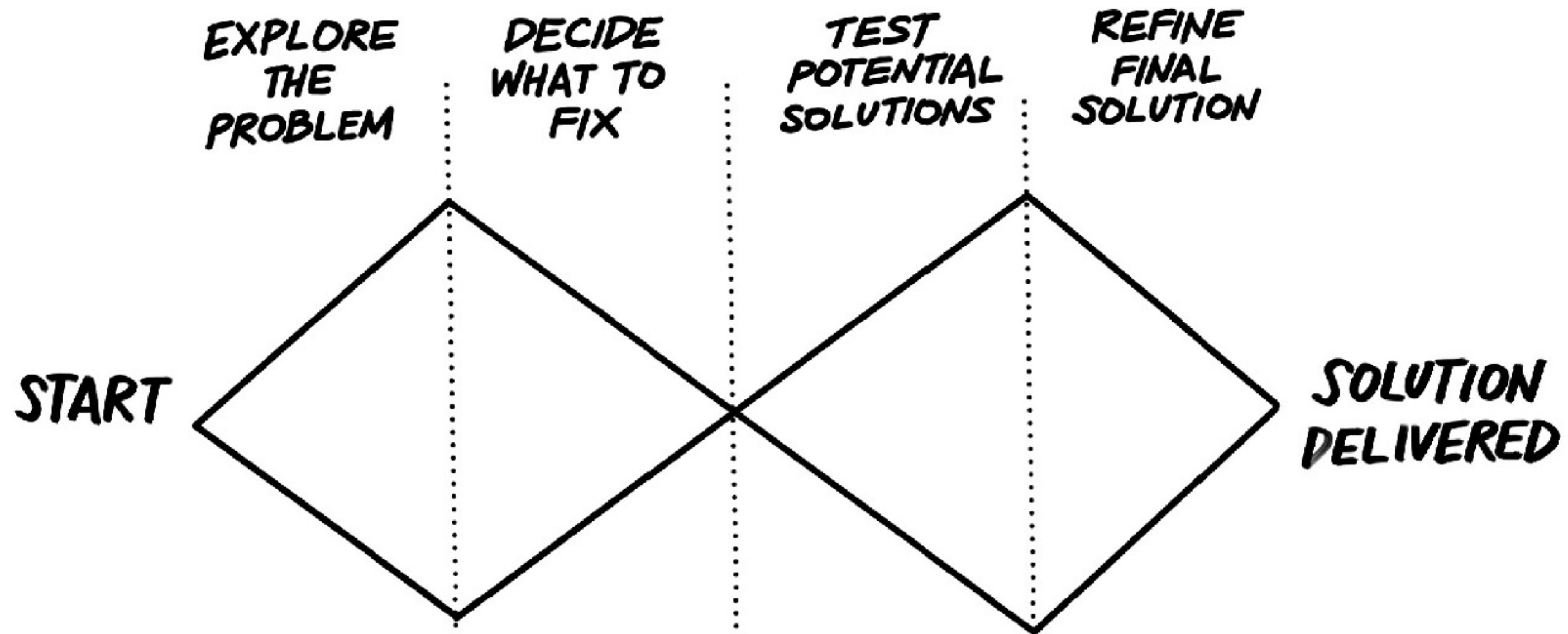


## Customer Profile



*\*Value proposition canvas.*

**3. How might  
we solve it?**



# Design Thinking

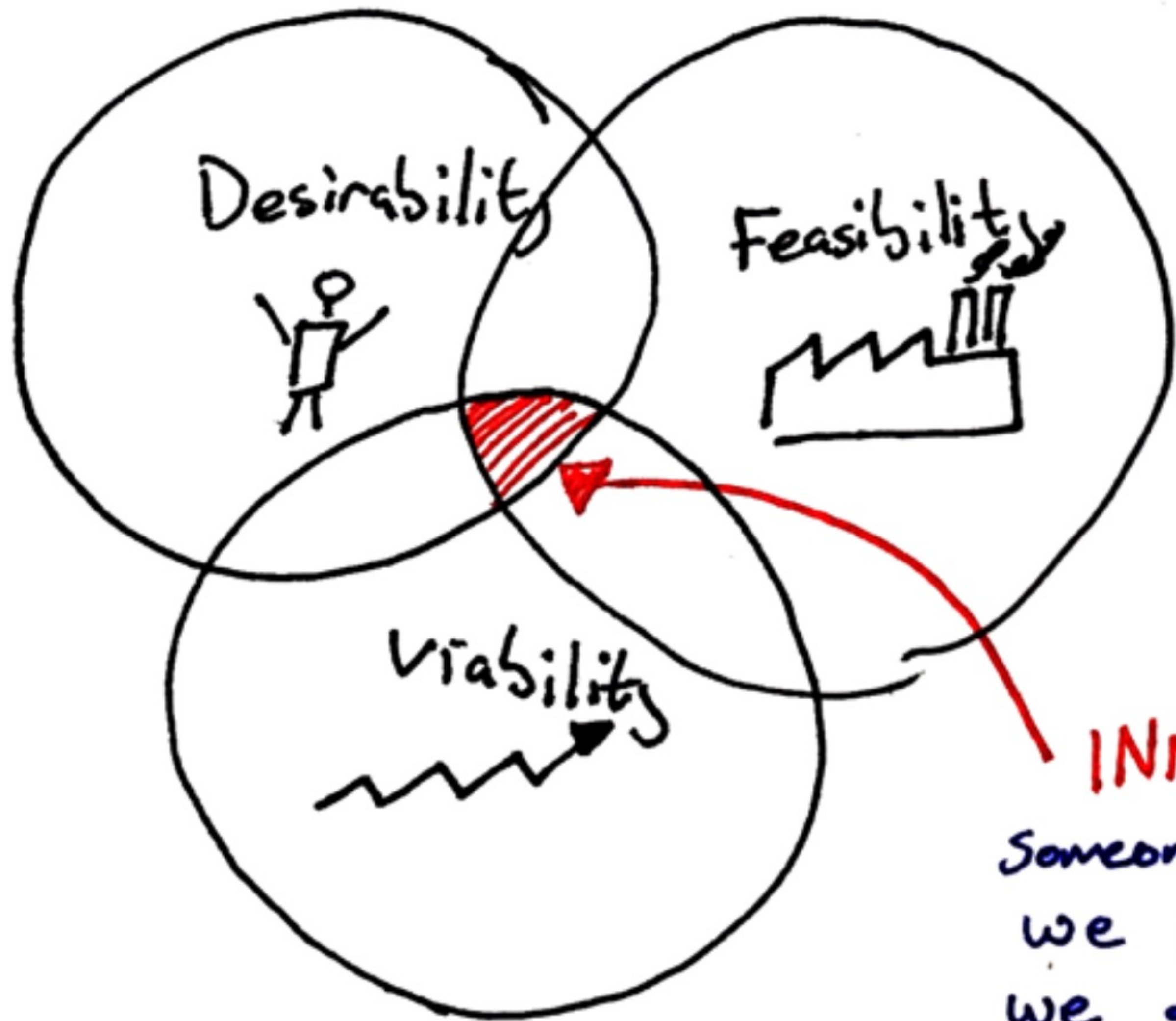
*Proven process & way of thinking*

Limits

**4. How to test  
your idea?**

**Visualize your solution,**  
**so that you can test it**  
**with your customers**

**Come up with**  
**questions you need**  
**answers to**



**INNOVATION!**

Someone wants it  
we can do it  
we should do it



**This was a recap**

**Now let's work**

# Final assignment:

Prepare a powerpoint presentation outlining an innovative solution to a problem. The presentation should include:

- **Problem** statement
- Definition of **target group** and a **persona**, including an **empathy map**
- **POV + How might we question?**
- Description of a **solution** and an MVP (visualization of your solution) – how is it solving the problem?
- Summary of **insights** from users (both in the problem definition phase and in solution validation phase) – conduct at least 3 interviews with users
- Summary of **learnings** from the process

**1. What are 'your'  
problems?**

“If I had an hour to solve a problem,  
I’d spend 55 minutes thinking about  
the problem and 5 minutes thinking  
about solutions.”

Albert Einstein

- **Avoid proposing solutions.**
- **Ask why.**
- **Be specific.**

**1. Problem:** Individuals find grocery shopping to be time-consuming and overwhelming due to crowded aisles, long lines, and difficulty in locating items.

**2. Problem:** Many school lunch options lack nutritional value and appeal, leading to children making unhealthy choices and potentially impacting their health and academic performance.

**3. Problem:** Existing public transportation systems suffer from inefficiencies, lack of accessibility features, and environmental concerns, resulting in inconvenience for users and negative impacts on urban areas.

**3. Problem:** Restaurants generate excessive single-use plastic waste, contributing to environmental pollution and harming ecosystems, while consumers increasingly demand eco-friendly alternatives.

**4. Problem:** Online learning platforms lack engaging and interactive features, hindering student participation and comprehension, as well as teacher-student interaction.

**5 min**

**2. Who are your  
customers and what  
do you want to learn  
from them?**

*Min. 10 questions*



**Define a persona**

**Think and Feel?**  
What really matters  
Worries/Aspirations?

**Hear?**  
What friends say  
What family say  
What boss/peers say  
What influencers say



**See?**  
Environment  
Social Media  
Websites  
Magazines  
What the markets offers

**Say and Do?**  
Appearance  
Attitude in public

**Pains**  
Fears  
Frustrations  
Obstacles

**Gains**  
Wants/Needs  
Measure of success  
Goals



'I want to be seen as sophisticated and well put together'  
I want to be known as the woman who  
'smells amazing'



'Fragrance is the final touch  
on any outfit'  
"How can you spend that  
much on perfume?"  
'You always smell so nice!'  
'Men like women who smell  
nice'

Instagram  
Grazia Magazine  
Stylist Magazine  
Friends  
Influencers  
Beauty blogs

'If it smells amazing, then I must have it'  
Stylish and well-dressed  
Wants to be seen as a unique/trendsetter

Cost  
Lack of confidence  
Self-conscious  
High postage prices

Wants be seen as sophisticated  
Be complimented  
To feel confident and be remembered  
Have a beautiful and Instagram worth vanity

# POINT OF VIEW STATEMENT

\_\_\_\_\_ needs a way to \_\_\_\_\_  
(User name) (Verb)

because \_\_\_\_\_.  
(Surprising Insight)

**How might we...**

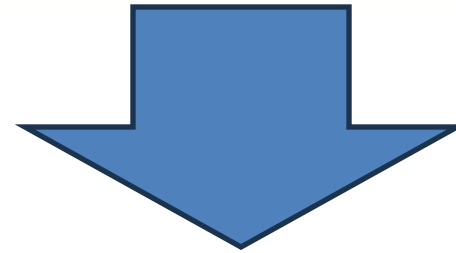
## What is the problem you're trying to solve?

*Improving the lives of children.*

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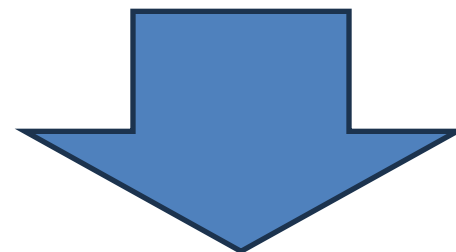
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### 1) Take a stab at framing it as a design question.

*How might we improve the lives of children?*

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***INSIGHTS***

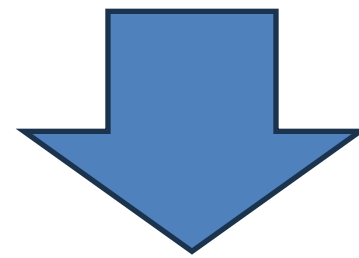
### 5) Does your original question need a tweak? Try it again.

*How might parents in low-income communities ensure children thrive in their first five years.*

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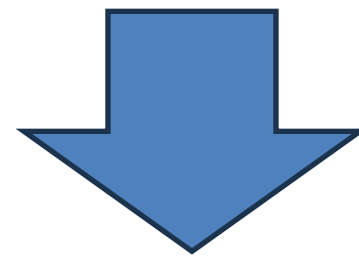


**Problem:** Individuals find grocery shopping to be time-consuming and overwhelming due to crowded aisles, long lines, and difficulty in locating items.



**How might we:** Improve the grocery shopping experience to make it more enjoyable and efficient for busy individuals?

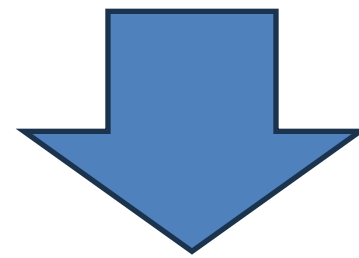
**Problem:** Many school lunch options lack nutritional value and appeal, leading to children making unhealthy choices and potentially impacting their health and academic performance.



**How might we:** Create healthier and more appealing school lunch options to encourage children to make nutritious choices?



**Problem:** Existing public transportation systems suffer from inefficiencies, lack of accessibility features, and environmental concerns, resulting in inconvenience for users and negative impacts on urban areas.



**How might we:** Redesign public transportation systems to be more accessible, user-friendly, and environmentally sustainable?

- 1. How might we:** Improve the grocery shopping experience to make it more enjoyable and efficient for busy individuals?
- 2. How might we:** Create healthier and more appealing school lunch options to encourage children to make nutritious choices?
- 3. How might we:** Redesign public transportation systems to be more accessible, user-friendly, and environmentally sustainable?
- 4. How might we:** Develop solutions to reduce single-use plastic waste in restaurants without compromising convenience or hygiene?
- 5. How might we:** Improve the online learning experience for students and teachers to make it more engaging and effective?

**3. How do we  
solve it?**

No limits  
vs  
limits

**What if you only  
had 1 week and  
1,000 EUR for the  
design?**

**Visualize your solution,**  
**so that you can test it**  
**with your customers**

**Come up with**  
**questions you need**  
**answers to**

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