

What is design thinking?

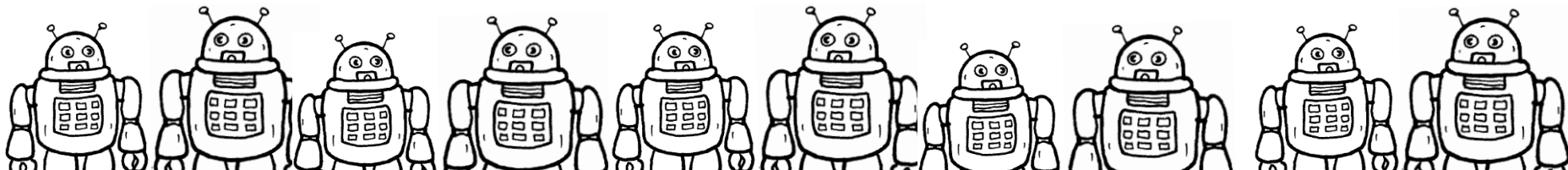
A Methodology for Innovation

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So, you need to design a senior project...

- Independently designed, driven, and executed
- No directions
- Nobody telling you what to do next
- Displays your expertise, takes risks
- Creates its own requirements based on needs

Traditional instructional styles **do not** make this possible: info >> process >> instruct >> comply =



CREATIVITY and INNOVATION
require unique, independent thinking!

Still, it's *not* a free for all... there's a method
to the madness.



And that method is a type of thought-
experimentation and refinement called...

DESIGN THINKING.

Design Thinking is a blend of **EMPATHY** (ability to understand/respond to the feelings of self and others), **CREATIVITY** (the ability to think without self-imposed boundaries or to think around outside restrictions), and **RATIONALITY** (the ability to apply new solutions within given parameters of time, money, or other resources.) Essentially, it's a process that identifies a need, and then envisions and creates the best possible solution.

Oh... so THAT's what it means...

How can we learn design thinking?

The only way to learn design thinking is by doing!
To get you trained up for the massive undertaking that will be the design thinking needed for your senior project, we're going to practice the process on a smaller scale.

Since this is a practice run, Ms. J and Ms. H have envisioned the beginning of an idea for a service project to reflect the idea of social action embodied by Hosseini in his novel *A Thousand Splendid Suns*... This assignment will be your first design thinking ride (with training wheels).

What steps does the process of design thinking entail?

1. Gain empathy for your audience/clientele, identify a problem or need.
2. Prototyping (come up with initial rough idea of how to meet the needs at hand).
3. Test, capture findings, and refine point-of-view.
4. Iterate (come up with several new, possibly radical approaches, share, consider feedback).
5. Reflect and generate final(?) solution.
6. Build the solution.
7. Share/publish/display!

Note: This is a
living process.

There will be start-overs,
back-to-the-drawing-boards,
what-if-we-did-this-insteads,
and well-that-ain't-gonna-works...



This is the nature of design thinking.

We experiment, we fail, we learn, we re-
attempt, we solve, we create.

Wait... Did you say something about a smaller project we're going to be doing?

Yep. Here's the scoop.

Writing a novel is a design project in itself. When Khaled Hosseini wrote *A Thousand Splendid Suns*, he needed to iterate and revise to meet a need--the need to tell the story of the citizens of modern Afghanistan. We are going to imitate his process by creating our own mini-project to address the stories of our own school community.

What's the assignment? What are the requirements?

These are questions that we need to answer together. Design thinking is not about me telling you what to do. What we can do is start the process together.

Since this is a training round, I'll give you this much: the final product will be a public service announcement in some form to be shared with our student population that addresses an important, relevant issue.

Getting started: gaining empathy

What messages do our students need to hear? What methods could we use to get our message out?

Start a brainstorm, where all ideas are accepted and recorded without judgment. Get as many down in writing as possible.

Take the perspective of your audience—ask them about what they need. What are the concerns of freshmen? Sophomores? Juniors? Seniors?

NEEDS

/

MESSAGES

Freshmen need...

Sophs need...

Juniors need...

Seniors need...

What messages or
information addresses
these needs?

Moving into Prototyping

Within your group, select a specific audience and a specific need among those we have identified. Create a prototype that includes initial ideas for the following...

- What message and information will be included in the PSA? (Sketch or write out initial idea)
- What will be the method of communicating the information?
- How will the audience be reached?

Remember, good design thinking will demonstrate these core elements.

EMPATHY: Show an understanding of the audience's genuine needs and emotions. Your message should inform, empower, influence, uplift.

CREATIVITY: The craft should be your own. Create something original. (I.e. If this message is already on a sign in the locker room or if it's a saying about something like an apple a day, it's not original.)

RATIONALITY: It's feasible and not in violation of school expectations (I.e. Hate/profanity/vulgarity free)