

# Design Thinking Workshop



# Design Thinking Workshop

## Chapter 1

### Facts, focus and the story



# Startup failures

No market need

No cash

Not the right team

Being outcompeted

Pricing/cost issues

Poor product

Wrong/no business model

Poor marketing

Ignoring customers

Product mistimed

Loosing focus

Disharmony of team/investors

Pivot gone bad

Lack of passion

Bad location

Legal challenges

Dont use network / advisors

Burnout

Failure to pivot

Scaling too quickly

# Our focus

Ignoring customers



No market need / Poor product



No product-market fit

# Welcome to Productboard



HUBERT PALAN

03/01/14

COMPANY & PRODUCT

Since you are reading this blog post, I assume you are either:

- a good friend showing support—thank you so much!
- an investor looking for an awesome investment opportunity—congrats, you’ve just found it!
- a competitor watching us—good luck, you won’t catch us...
- a brilliant product mind looking to build better products—that’s our mission too and it’s why we’re building Productboard!

Simply put, at [Productboard](#) we believe in smarter product management.

We believe that the traditional feature-driven approach to product management is flawed. Long lists of feature requests, and a non-transparent prioritization process based on gut, power, and politics result in features that nobody uses. At best that leads to mediocre products. At worst it leads to failed companies.

Smart product management focuses on your target audience, their goals, and a thorough understanding of the solutions they’re already using to address their needs. Sometimes those solutions are competing products. Other times they’re a hodgepodge of solutions hacked together by the user herself, to address a need where no formal solution yet exists.

# Design Thinking Workshop

Chapter 2  
Why us?



# Who will guide you through?



Michal Štefan

Product and  
Innovation Leader

Ex Head of Project  
Implementation and  
Communication



Vojtěch Jíra

Project Manager of  
Innovation Days and  
educational  
programmes



Adam Červenka

Project Manager of  
SCI-IF programme  
and other Ph.D. and  
research  
programmes



We improve societies through digital innovation and research.



FUNDRAISE



CO-CREATE

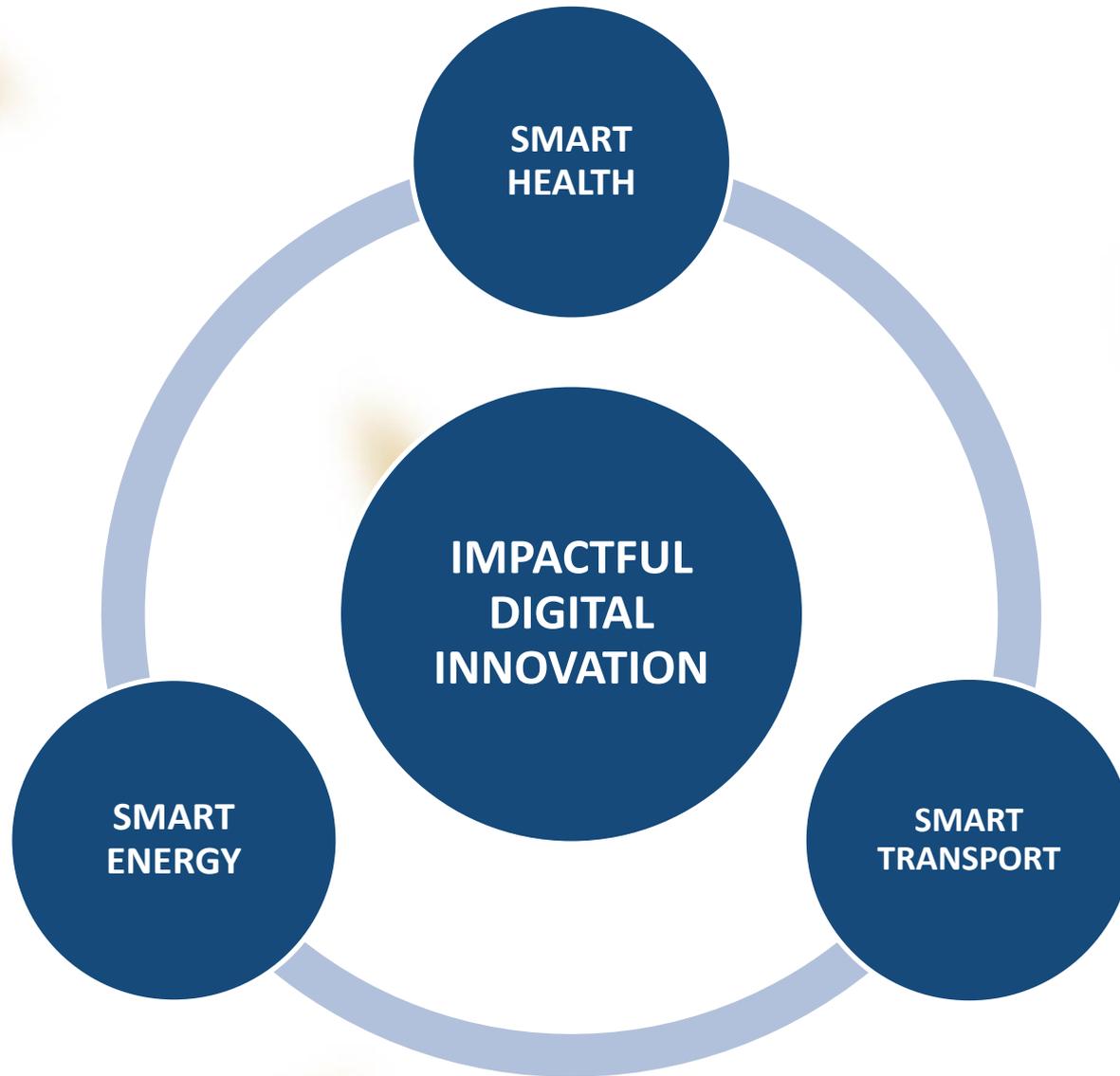


BUILD



EDUCATE







eit Health Co-funded by the European Union

Intranet In Your Region

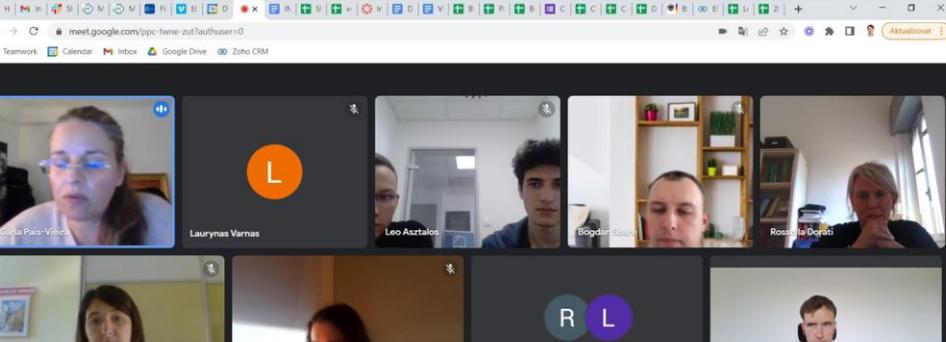
Who We Are What We Do Our Network Our Impact Get Involved News Ukraine

# BRIDGE THE GAP

## ACADEMIA THE INDUSTRY

### SciFi: From Scientists to Innovators for Industry

If you are a young life scientist, SciFi can give you the skills you need to thrive as an innovator in the healthcare industry.



Protected View

## The Deal - Template 1: - Product or Service-

Product Photo

Your product / service

Your startup's name ↔ Who is your customer?

Price for your product / service

37

# InnoSchool

Access code / e-mail

Password

Login

[Forgotten password](#)  
[We don't have password yet](#)



# Design Thinking Workshop

Chapter 3  
Why you?



# Why you?

- *What is your name?*
- *Where do you work and on what do you work?*
- *What is your expectation?*
- *What is your superpower?*

# Design Thinking Workshop

## Chapter 4

### Design Thinking - why and what?

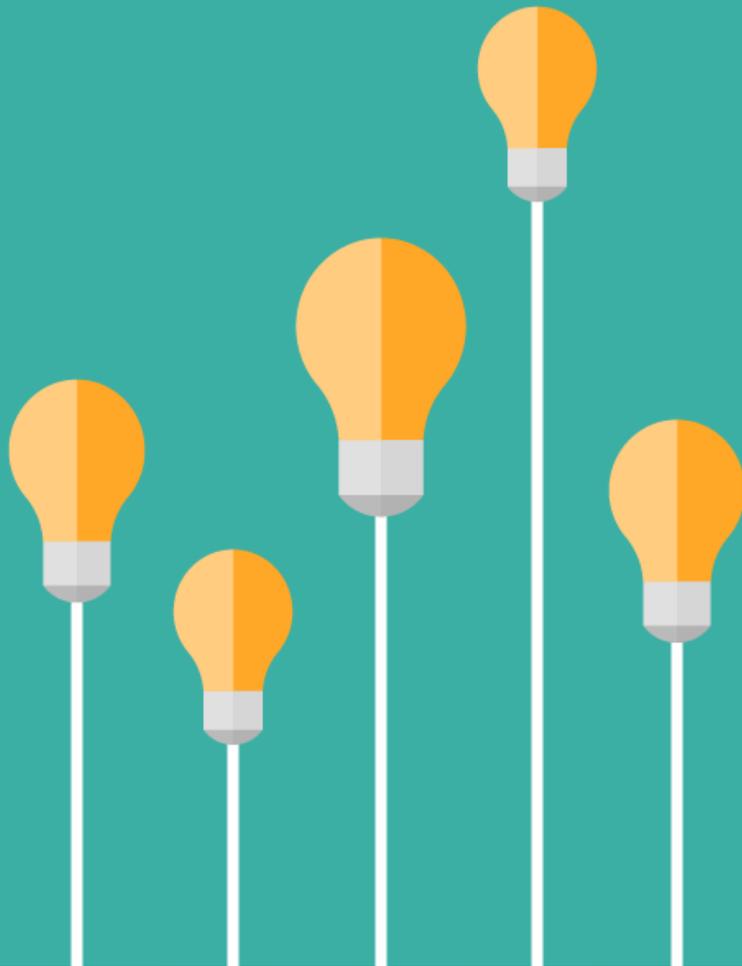


# SCI FI



Let me tell you a story of a product which was actually developed with this methodology and where the company tried to improve

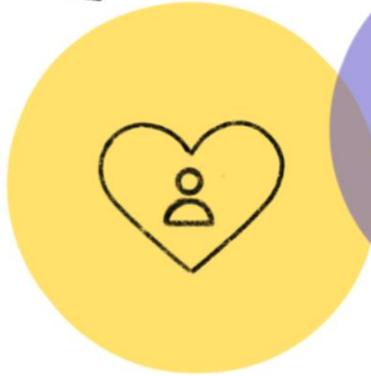
# Design Thinking



**Design Thinking** is a creative approach to solving problems.

Approach, that starts with people and ends with innovative solutions that target their needs.

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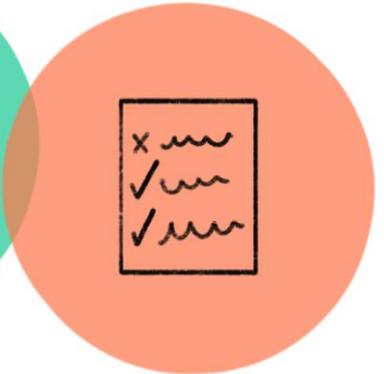
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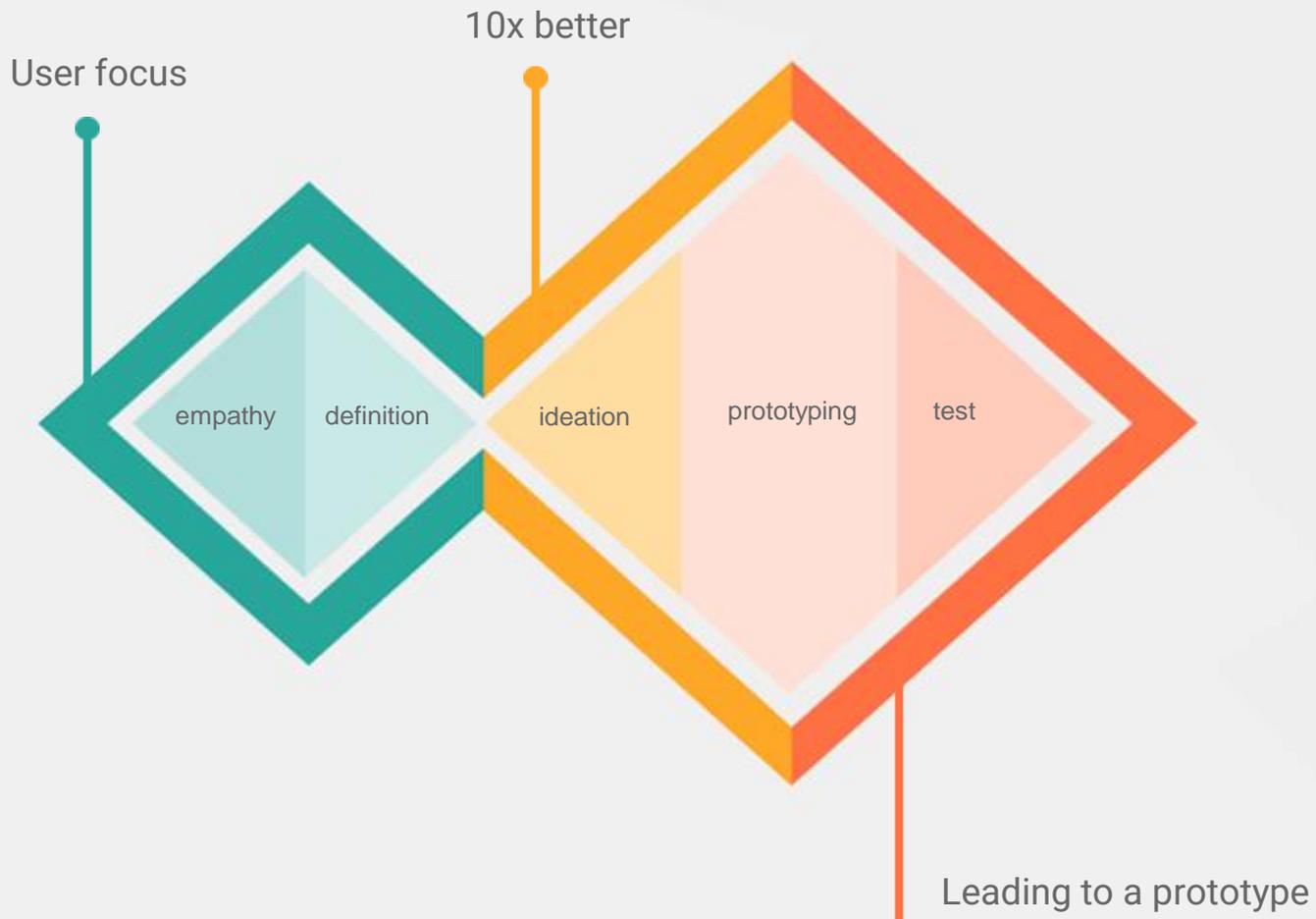


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PROTOTYPE



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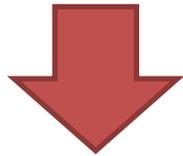


# Design Thinking

- *human-centered approach to innovation*
- *structuring the way how to come up with an innovative solution to a given problem*
- *integrating the needs of people, the possibilities of technology, and the requirements for business success*
- *bringing the real value to user/customer*

**Look back at our focus**

**Ignoring customers**



**No market need / Poor product**



**No product-market fit**





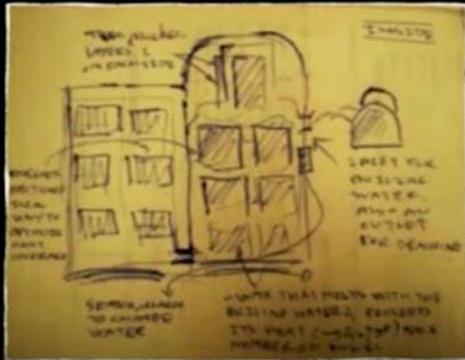
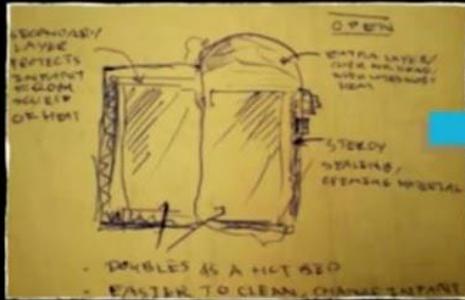
Portable

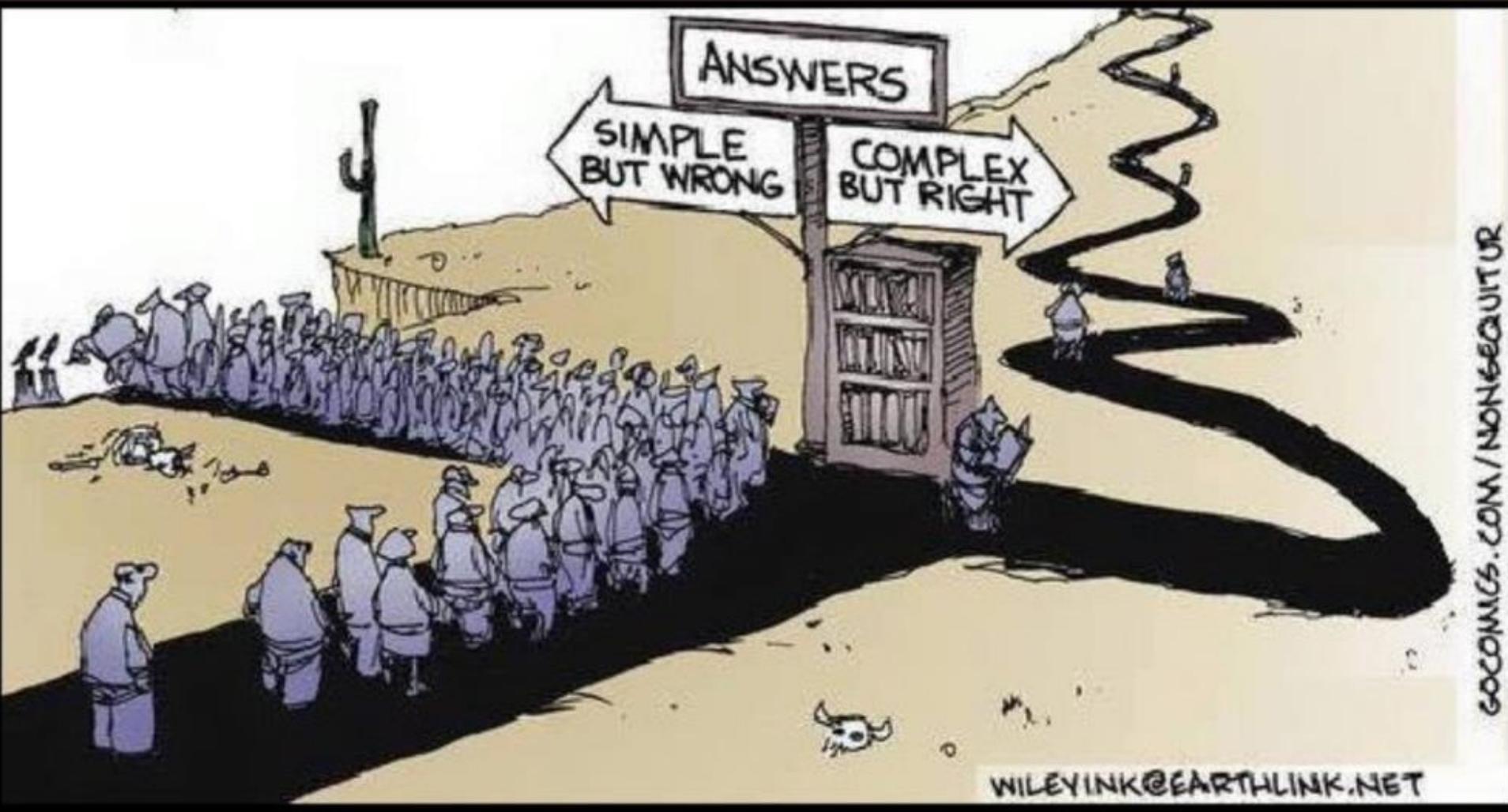
Allows for close mother-child interaction

Reusable

Intuitive to use

Does not require stable electricity





GOCOMICS.COM / NON SEQUITUR



# Design Thinking Workshop

## Chapter 5 Teams set up



# Hipster?



# Hustler?



**Hacker?**



# Let's form teams!



# Problem areas

Transport in overcrowded cities

Loyalty of young generation with employers

Recruitment of talents

Tax collection

Interoperability of ICT tools

Adoption of ICT solutions by senior people

Lifetime of food without chemical conservants

Motivation of people to care for their health not only based on  
current health problems

Availability of home care

Connection of home care to hospitalization

Availability of senior homes

Wasting of food

...

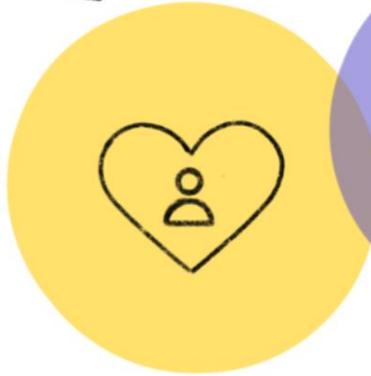
(your own)

# Design Thinking Workshop

## Chapter 6 Empathize



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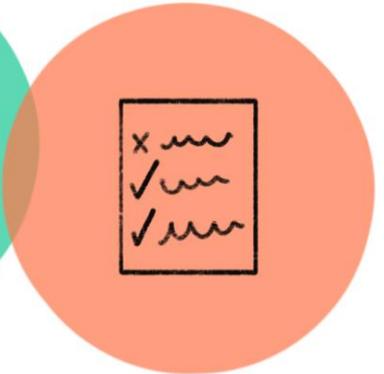
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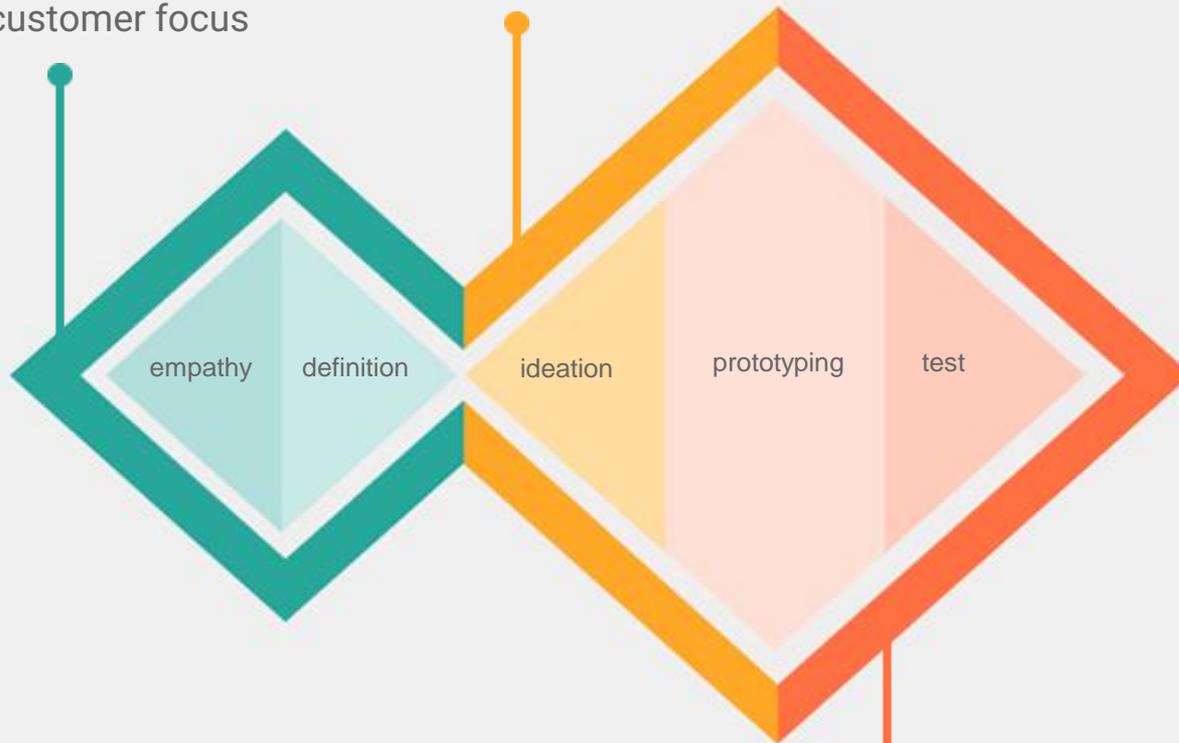


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User/customer focus

10x better



Leading to a prototype

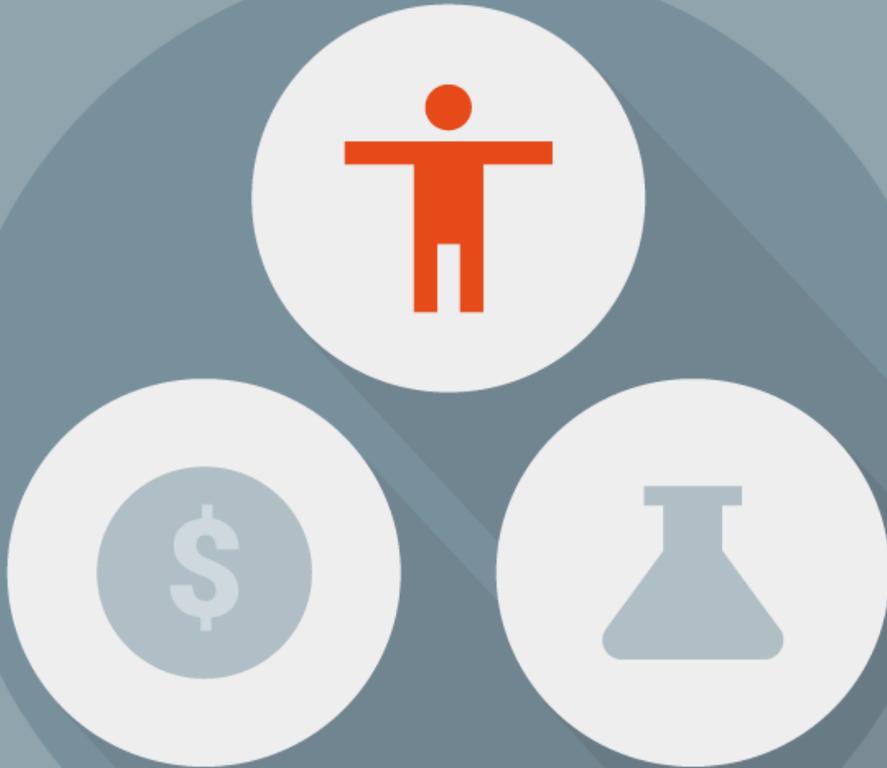
# SCI FI



So let me start with a little story of where I will try to explain you why all this is very important and why it's important to understand

Focus on the User

and all else follows.



# Empathy methods/tools

- desk research
- observations
- interviews (individual/group, mainstream/extreme users, conversation starters, cards, 5x why?, drawings)
- ...

# Interviewing

- Get stories, emotions, insights
- Listen!
- Open questions

*„Tell me about a time ...“*

*„Walk me through your last experience ...“*

*„Tell me more about ...“*

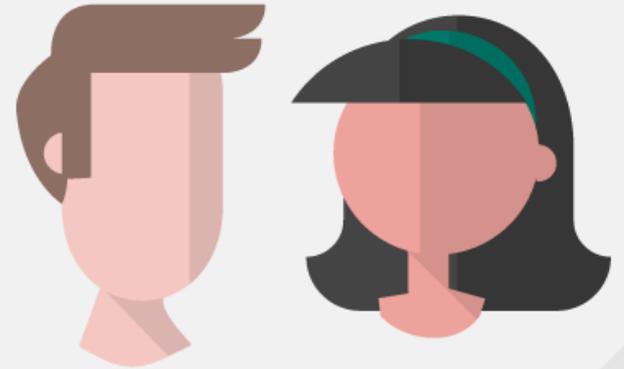
*„How did you feel the last time you have ...?“*

*„Why, why, why?“*

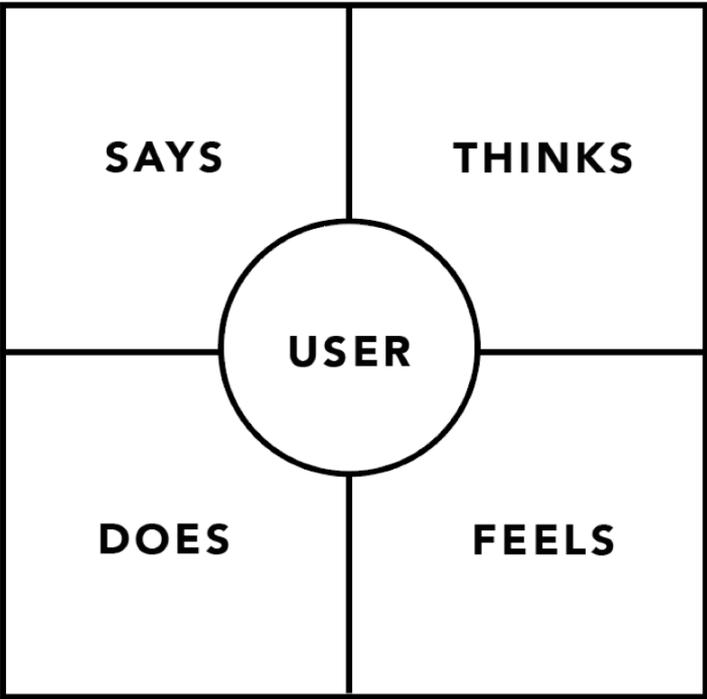
- No suggesting questions (would it be better ...?)
- At least 2 people

# Empathy conversations

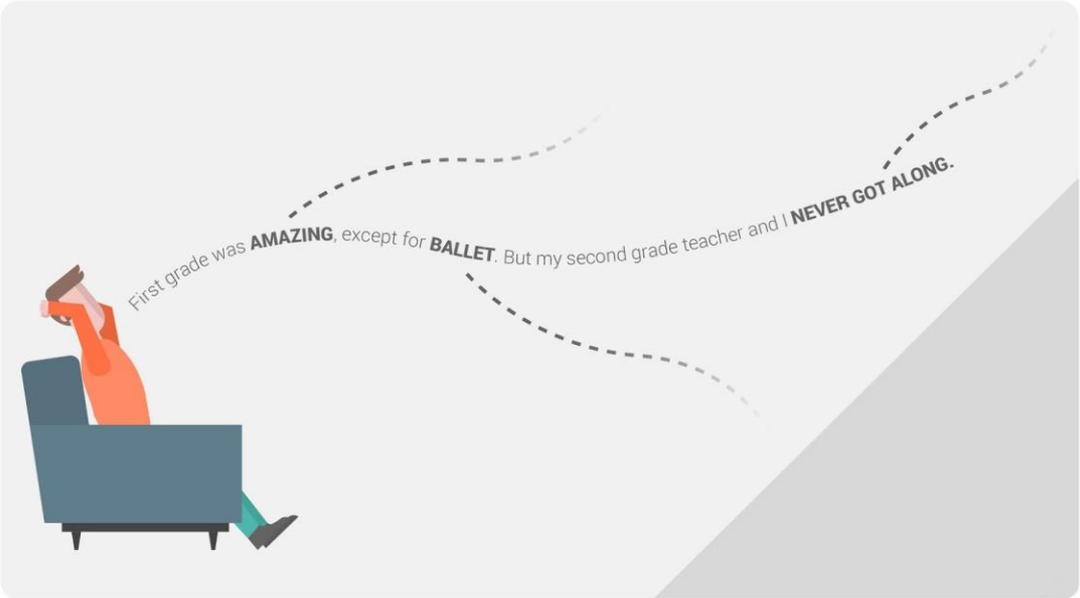
- Uncover the needs of your users through **stories, emotions, and insights**.
- Your goal is **not to think** up new ideas or find solutions — this prevents you from seeing their reality.
- Listen and ask for feedback (don't jump to conclusions).



# EMPATHY MAP



NNGROUP.COM NN/g







LET'S  
DO IT!



# Design Thinking Workshop

## Chapter 7 Define



EMPATHIZE  
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DEFINE



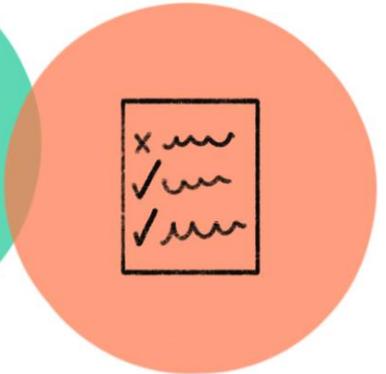
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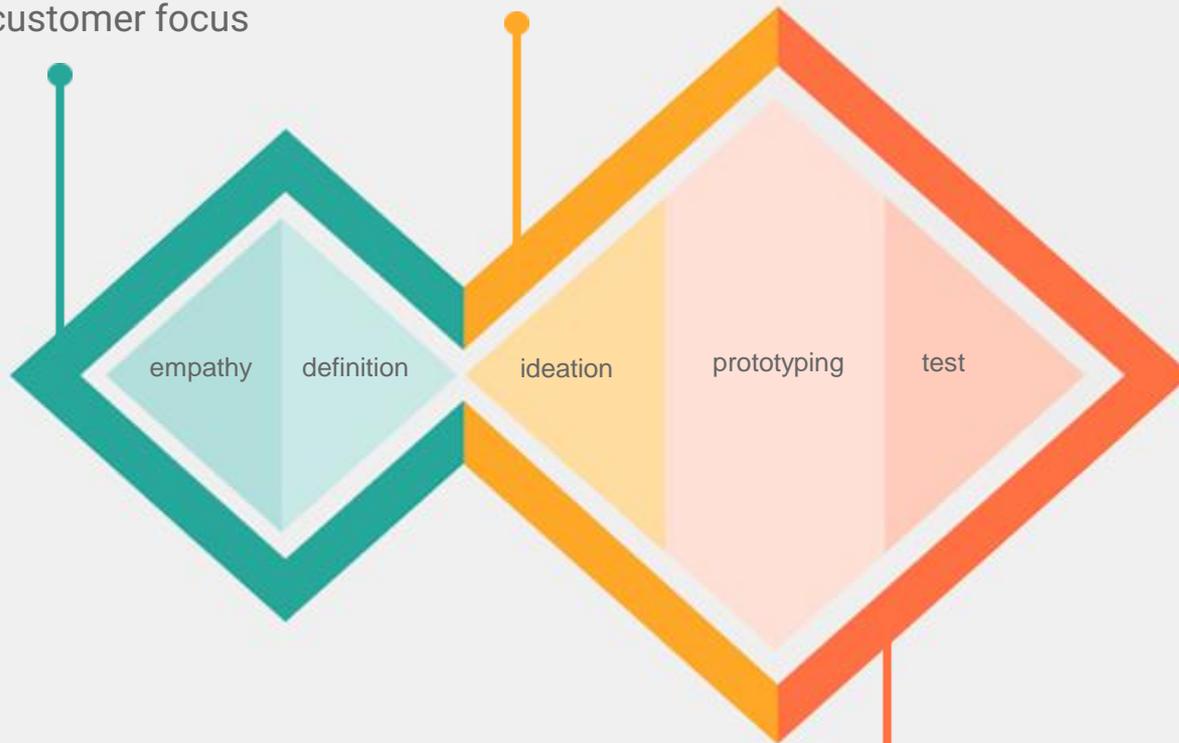


TEST  
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User/customer focus

10x better



Leading to a prototype

# Defining design challenge

- For whom?
- No solutions, no answers
- Open, generating ideas, inspiring

# How might we ...? definition

- HOW – discovery question
- MIGHT – safe space for suggestions
- WE – building on ideas, competences of the team
  
- How might we ...?

## How might we ...? example

- Joseph needs to have in a restaurant menu a selection from healthier food so he feels more satisfied with his eating
- Joseph is a busy manager that wants to eat healthier without the feeling of being on a diet
- How might we help Joseph, a busy manager, to eat healthier without him having the feeling of being on a diet?

## How might we ...? example

- How might we get a newborn to incubator the fastest? (too specific, only transport solution)
- How might we reduce the mortality of early born babies? (too broad for targeted brainstorming)
- How might we help parents in Nepal villages to save lives of their early born babies?





LET'S  
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# Design Thinking Workshop

## Chapter 8 Ideate



EMPATHIZE  
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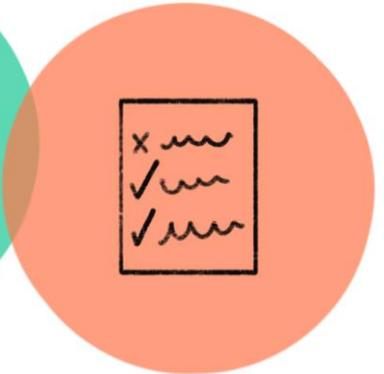
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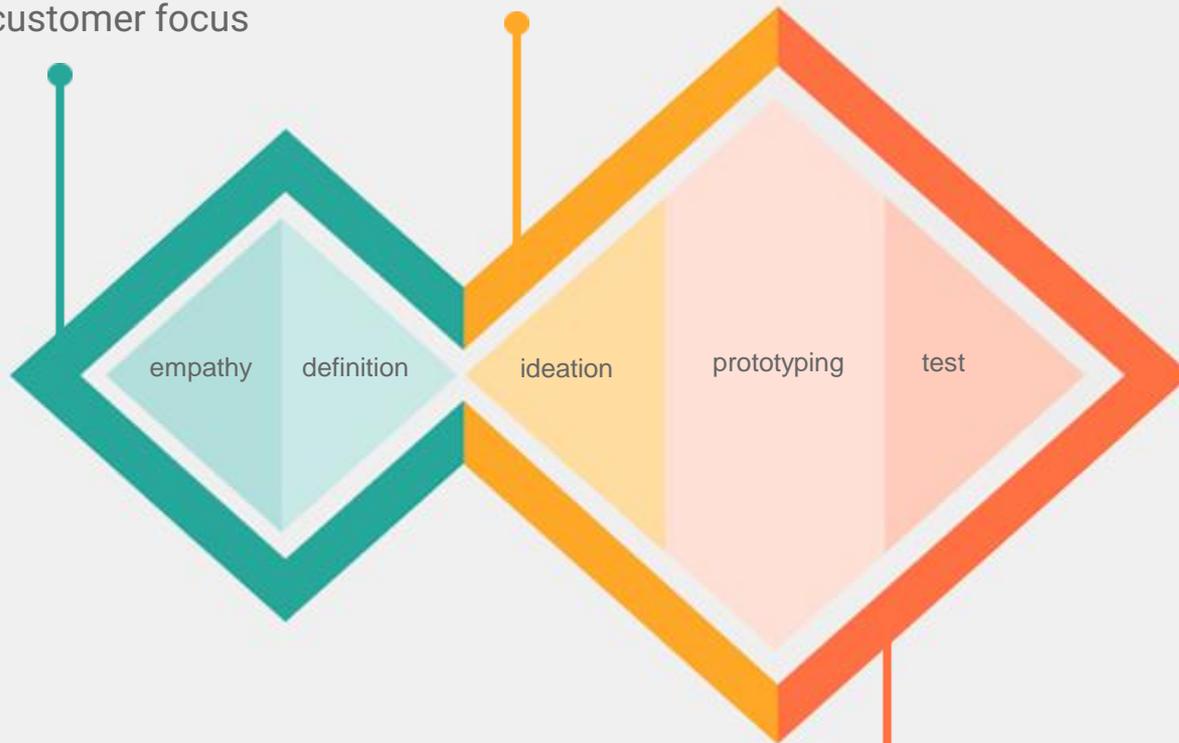


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User/customer focus

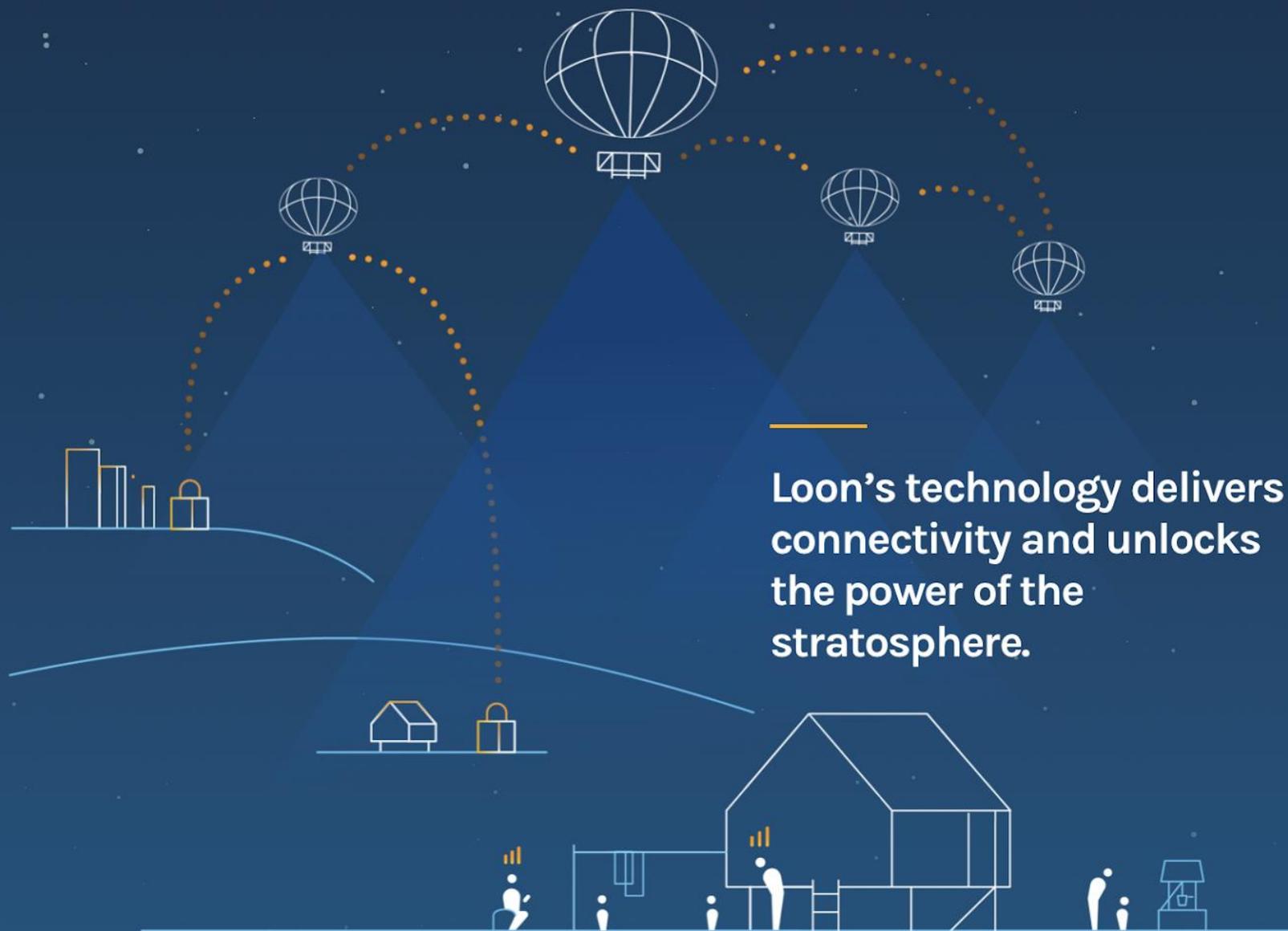
10x better



Leading to a prototype

# Brainstorming rules

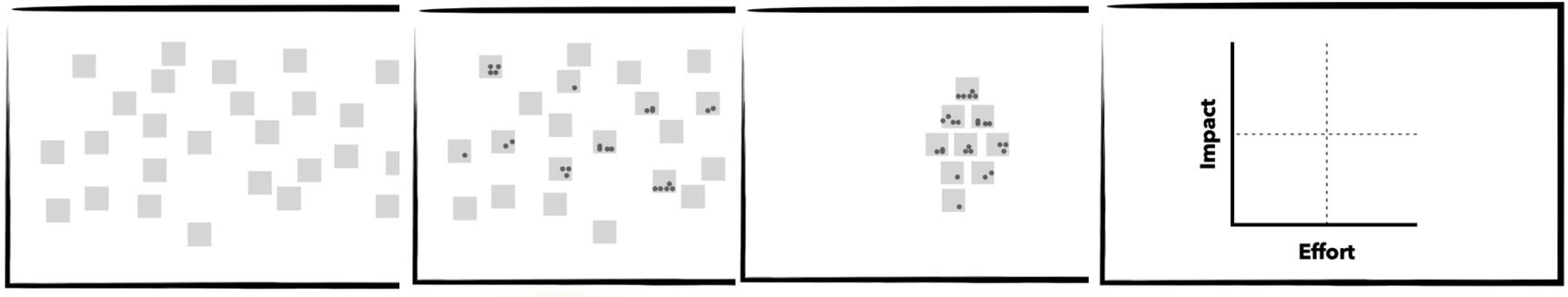
- No judgements and negative comments
- Shouting ideas as they come
- Building on ideas of others
- Quantity of ideas matters
- Only headlines for ideas
- Think big (10x better)



**Loon's technology delivers connectivity and unlocks the power of the stratosphere.**

# Selecting the best idea method

- Generating own ideas
- Curating the best own ideas
- Putting them together and voting
- Arranging the best voted
- Placing best voted on effort/impact scale







LET'S  
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# Design Thinking Workshop

Morning Warm up



# Design Thinking Workshop

## Chapter 9 Prototype



EMPATHIZE  
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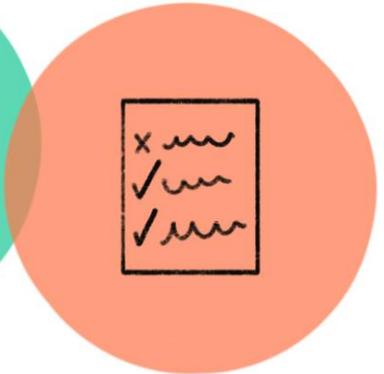
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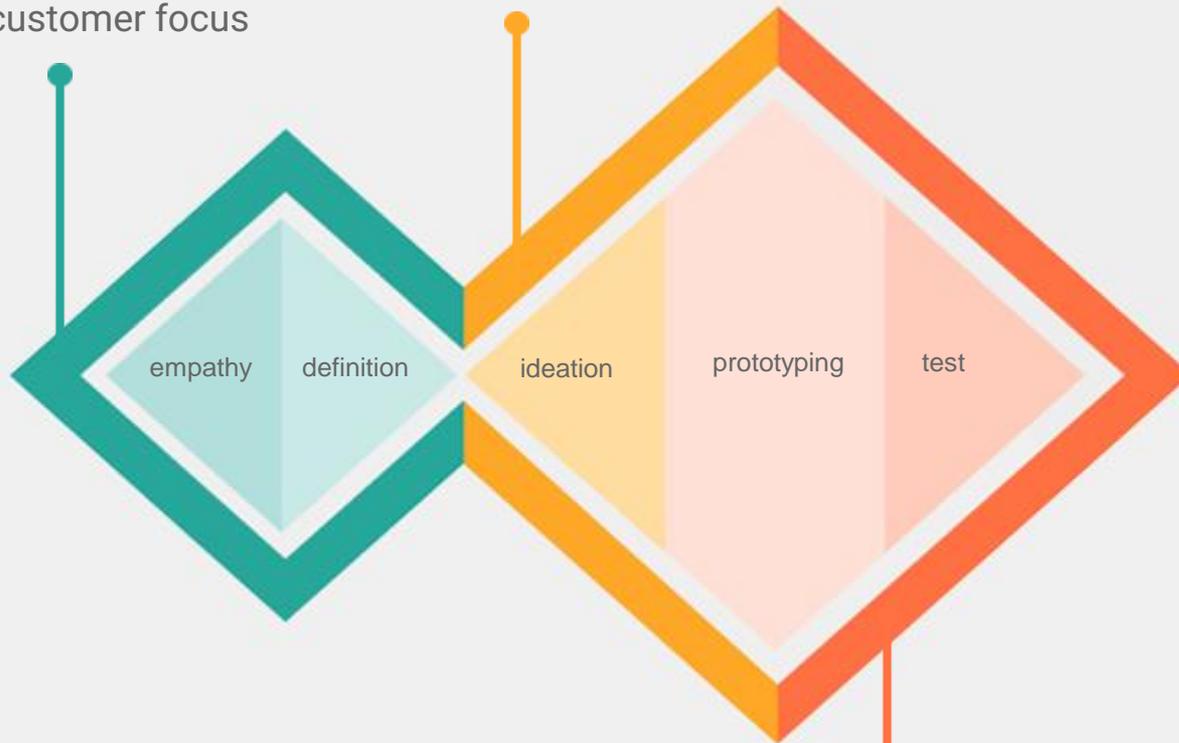


TEST  
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User/customer focus

10x better



Leading to a prototype

# Prototype

Early version of the idea created with the goal of **stating assumptions** and **answering questions.**



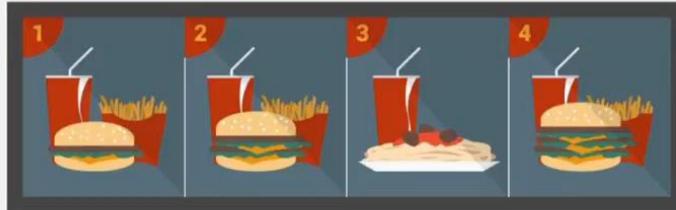
# Validation

- Do people want it? (would they use it, buy it, prefer it among others)
- How should it work? (can they do it, how do they feel doing it, do they understand the process)

# Fake it or Make it ...

- Fake it – complex, too expensive, risky and/or time demanding
- Make it – small, quick, partially done solution

## FAKE IT

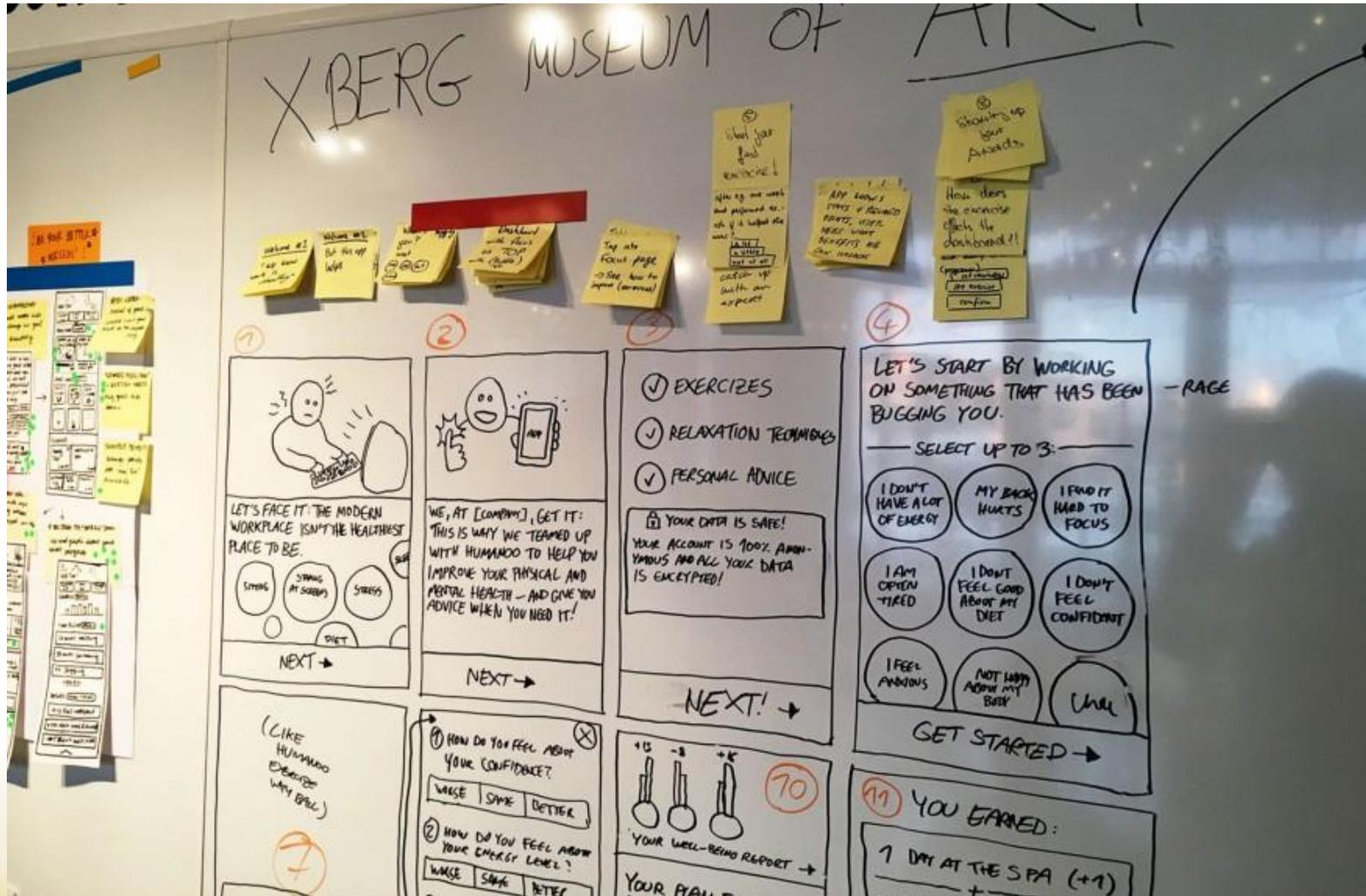


*Will people order McSpaghetti?*



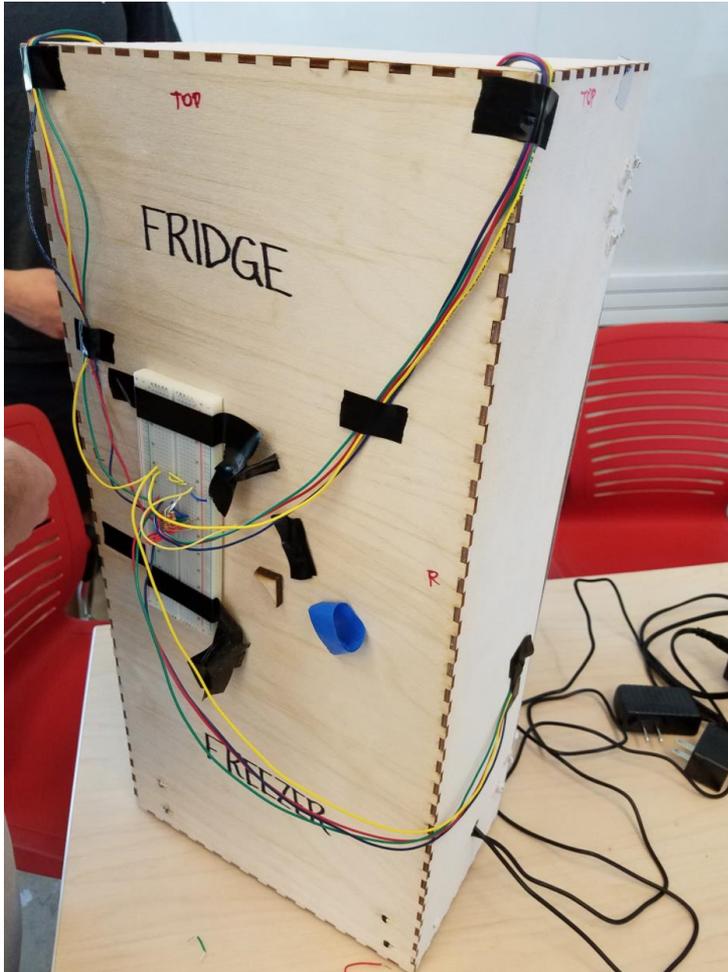
the prototyping phase with fake or with actual making it. And the first one is a story about McDonald's

# Storyboards

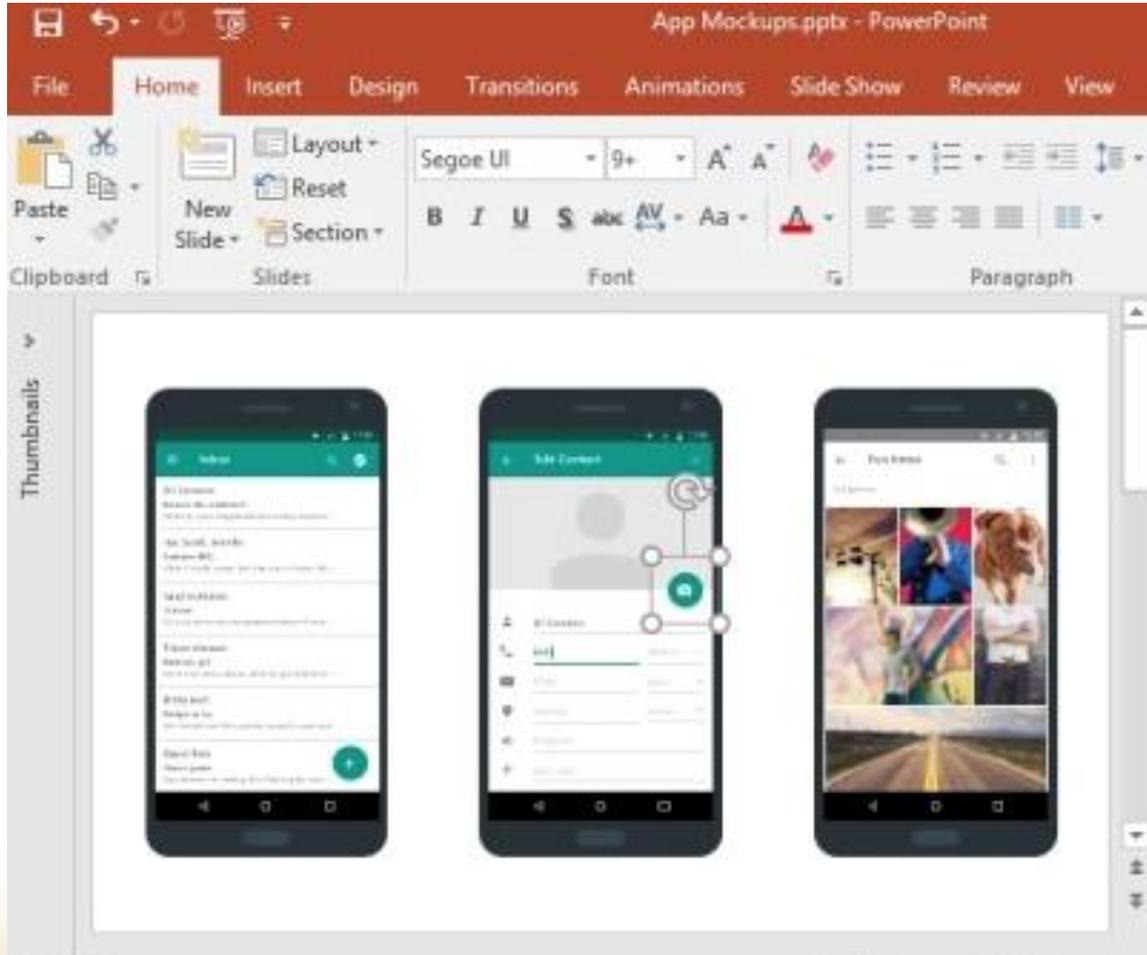


Sprint stories: <https://sprintstories.com/storyboarding-2-0-4e282b2da94d>, Canva: <https://www.canva.com/learn/how-to-build-a-storyboard/>

# Models



# Presentations



# Wireframes



# Mock-ups

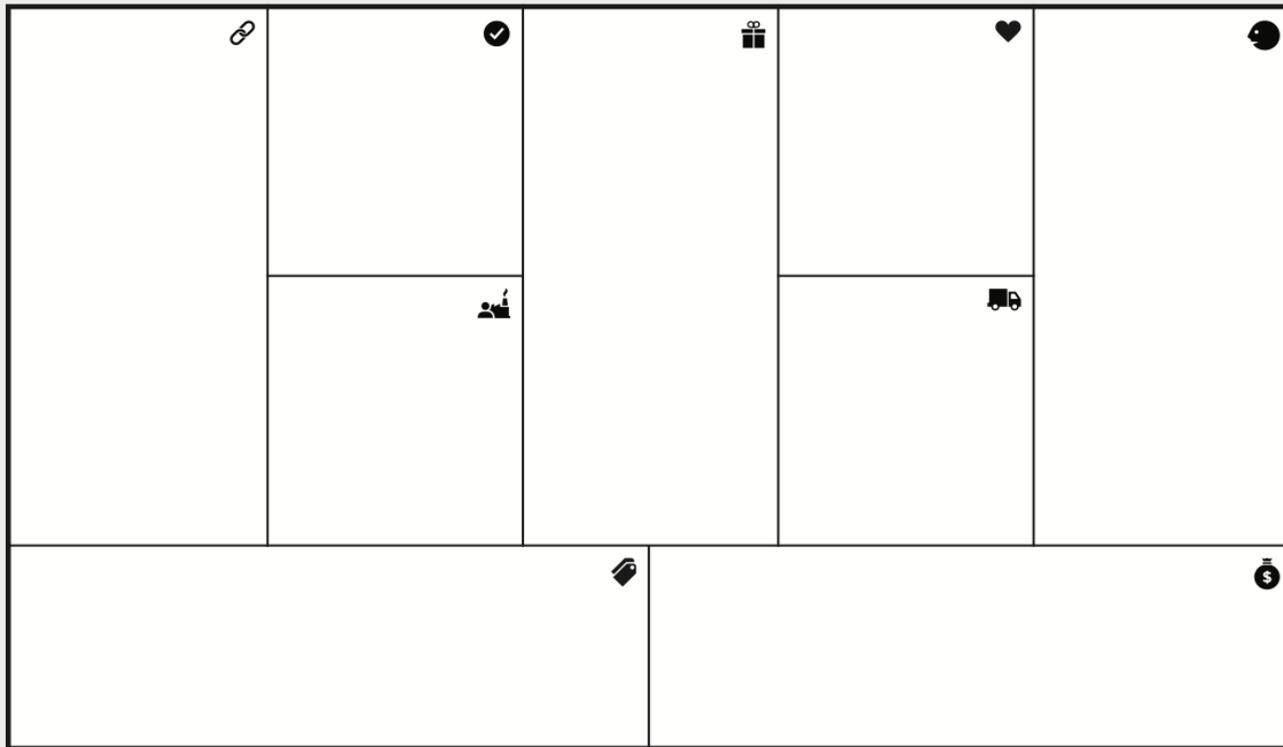


# Product Pitches

DEXIC Innovator is a portfolio of design thinking, innovation and presentations skills events that helps universities and research centres and their bachelor/master/Ph.D. students and teachers to understand, try in practise and incorporate into their daily practice knowhow in design and innovation thinking and pitching for the sake of their work by using any or a combination of short seminar, 1-day integrated innovation days, and full scale 2(+1) days workshops. More information at [www.dex-ic.com/innovator](http://www.dex-ic.com/innovator)

# Business model canvases

## The Business Model Canvas



🕒 Strategyzer

# Beta versions



## Bite-sized lessons to better your business

Google Primer is a free mobile app that offers quick, easy-to-understand lessons to help business owners and individuals grow skills and reach their goals. Download the app and choose from a variety of business and digital marketing topics to find lessons relevant to you or your career.

# Other prototype formats

- Visuals
- Website
- Videos
- illustrations
- Role plays
- Real technical prototypes





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# Design Thinking Workshop

## Chapter 10 Test



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DEFINE



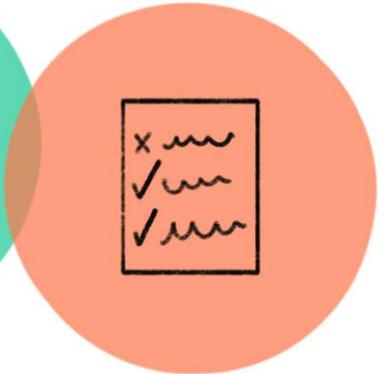
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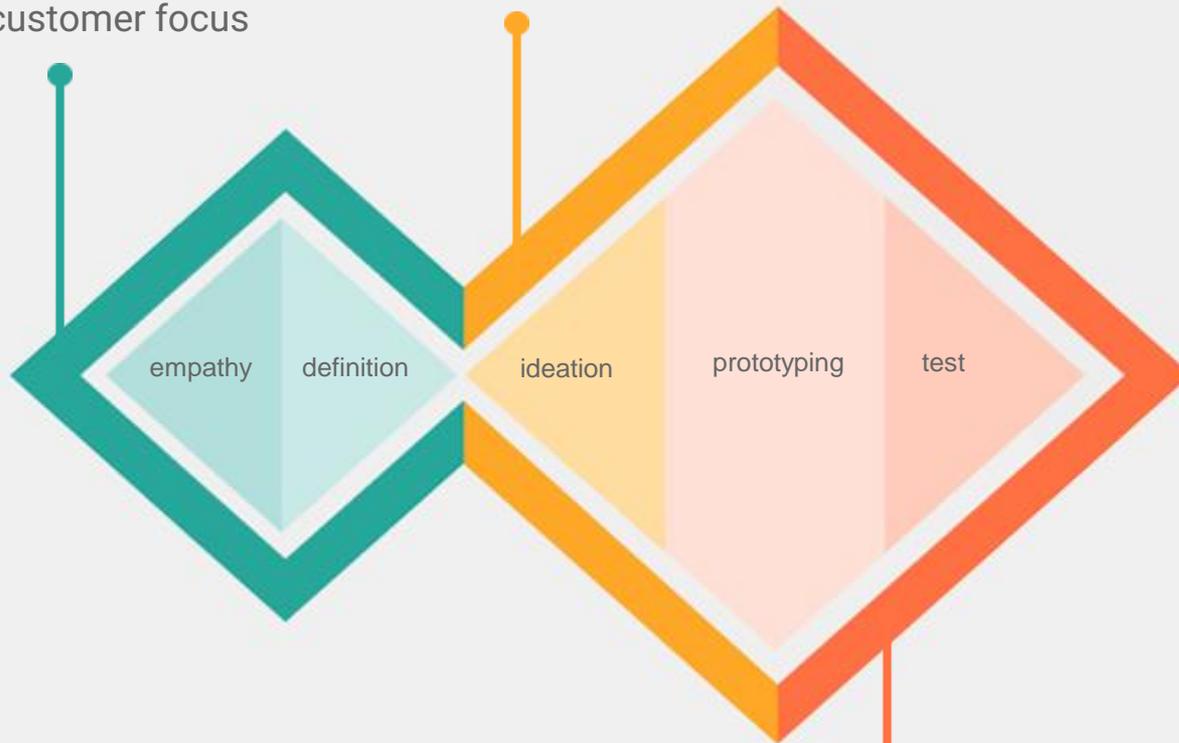


TEST  
↓



User/customer focus

10x better



Leading to a prototype

# Get feedback!

- Show the prototype to the target user.
- Let the user give you a feedback.
- Get answers to your selected 3 learning questions.
- Learn from it.

# Testing ways ...

- User testing
- Product Reaction cards
- Pitching + feedback
- fake campaigns (+A/B testing)
- Pilot implementation of the prototype

# Gathering test feedback

- Show / present it
- Stop talking, listen!
- No comments, no persuasion
- Build scenario for feedback gathering
- Take notes and gather answers – what worked, what didn't work, what should be changed, new inspiration
- Use Prototyping report card before test





LET'S  
DO IT!



# Design Thinking Workshop

## Chapter 11 Loop back



EMPATHIZE  
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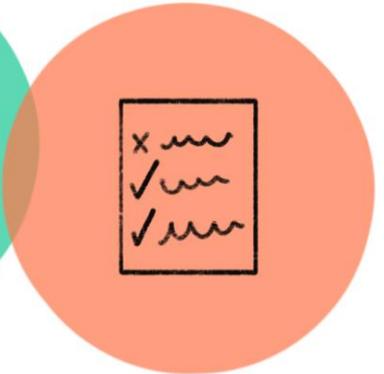
IDEATE  
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↑  
PROTOTYPE



TEST  
↓





LET'S  
DO IT!

# Incorporating feedback

- Use Prototyping report card after test
- Implement into prototype/decide if to go back in the design thinking process



# Further information

CB Insights: <https://s3-us-west-2.amazonaws.com/cbi-content/research-reports/The-20-Reasons-Startups-Fail.pdf>

IDEO Design thinking: <https://designthinking.ideo.com/>

Design Kit: <https://www.designkit.org/methods>

The Workshopper Playbook – chapter Create + Commit: <https://www.workshopperplaybook.com/book-choice>

SciFi: From Scientists to Innovators for Industry - <https://eithealth.eu/programmes/sci-fi/>

Embrace: <https://www.embraceglobal.org/>

Medium: <https://medium.com/design-research-methods/12-design-research-methods-to-get-inspired-by-users-cae4789a094b>

Envato Tuts +: <https://business.tutsplus.com/articles/top-brainstorming-techniques--cms-27181>

Sprint stories: <https://sprintstories.com/storyboarding-2-0-4e282b2da94d>,

Canva: <https://www.canva.com/learn/how-to-build-a-storyboard/>

Wireframes: <https://www.justinmind.com/>

Mock-ups: <https://www.mockupworld.co/>

UX Design: <https://uxdesign.cc/7-tips-for-efficient-prototyping-acbfd096fe18>,

Design Kit: <https://www.designkit.org/methods/role-play>

**Thank you**  
**for your attention**



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