DESIGN THINKING

HOW TO USE THE PRINCIPLES OF DESIGN THINKING FOR BETTER UX AND MARKETING RESULTS
WHAT EXACTLY IS GOOD DESIGN?

DEFINING GOOD DESIGN.
GOOD DESIGN RESPONDS TO YOUR AUDIENCE’S NEEDS

GOOD DESIGN IS TAILORED TO ATTRACT & SPEAK TO YOUR CORE AUDIENCE.
GOOD DESIGN LEADS THE VISITOR BY THE HAND.
GOOD DESIGN SHOWS CAREFUL CONSIDERATION AND INSTILLS TRUST

GOOD DESIGN SHOWS YOUR VISITOR THAT YOU ARE A TRUSTWORTHY BRAND.
GOOD DESIGN SIMPLIFIES COMPLEX INFORMATION.

IT'S ALL ABOUT NOT MAKING THEM THINK.
NO NEED FOR MUCH BRAIN POWER.

GOOD DESIGN COMMUNICATES WITHOUT EXPLANATIONS.
GOOD DESIGN SOLVES USERS’ PROBLEMS.
JUST HOW?

HOW CAN WE ACHIEVE GOOD DESIGN?
GOOD DESIGN IS NOT ACHIEVED WITH THE TOOLS WE USE.
GOOD DESIGN IS NOT ABOUT MAKING THINGS LOOK PRETTY AND TRENDY.
YOU DON'T NEED TO BE A VISUAL ARTIST TO HAVE CREATIVE IMAGINATION.

GOOD DESIGN IS NOT EVEN, OR NOT ALWAYS, ABOUT CREATIVITY.
DESIGN IS NOT A LUXURY OR AN ADD-ON.
“MOST PEOPLE MAKE THE MISTAKE OF THINKING DESIGN IS WHAT IT LOOKS LIKE. PEOPLE THINK IT’S THIS VENEER — THAT THE DESIGNERS ARE HANDED THIS BOX AND TOLD, ‘MAKE IT LOOK GOOD!’ THAT’S NOT WHAT WE THINK DESIGN IS. IT’S NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. DESIGN IS HOW IT WORKS.”

Steve Jobs
AND I WON’T WAVE IT.

THERE IS NO MAGIC WAND.
DESIGN IS A THOUGHT PROCESS.

DESIGN IS A THOUGHT PROCESS THAT MUST HAVE THE END USER AT ITS CENTRE.
A SOLUTION-BASED APPROACH TO SOLVING PROBLEMS.

INTRODUCING THE DESIGN THINKING METHODOLOGY
DESIGN THINKING IS A PROCESS FOR CREATIVE PROBLEM SOLVING.
DESIGN THINKING CAN BE USED IN A VARIETY OF SITUATIONS – NOT JUST UX DESIGN.
“THE MISSION OF DESIGN THINKING IS TO TRANSLATE OBSERVATION INTO INSIGHTS AND INSIGHTS INTO PRODUCTS AND SERVICES THAT WILL IMPROVE LIVES.”

Tim Brown
DESIGN THINKING FOCUSES ON AN OVERALL GOAL, RATHER THAN A SPECIFIC PROBLEM
DESIGN THINKING IS A HUMAN-CENTRIC PROCESS, AND IT STARTS WITH EMPATHY.
EMPATHISE → DEFINE → IDEATE → PROTOTYPE → TEST

- EMPATHISE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST
EMPATHISE: RESEARCH YOUR USERS, UNDERSTAND THEIR PROBLEM, BECOME THEM.

PROBLEMS ARE HUMAN NEEDS, NOT COMPANY REQUIREMENTS.
IT'S NOT THAT DIFFICULT TO ACHIEVE EMPATHY WITH YOUR USERS.

EMPATHISE TOOLS: FIELD STUDIES, PERSONAS, INTERVIEWS, USER MAPS
EMPATHISE → DEFINE → IDEATE → PROTOTYPE → TEST
DEFINE A HUMAN-CENTRED PROBLEM STATEMENTS BASING IT ON THE USERS.
DEFINE TOOLS: THE ‘HOW MIGHT WE...’ APPROACH
EMPATHISE → DEFINE → IDEATE → PROTOTYPE → TEST
IDEATE: STIMULATE FREE THINKING TO COME UP WITH SOLUTIONS.

IDEAS COME OUT OF EMPATHY AND DEFINITION OF USER PROBLEMS
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IDEATE TOOLS: LET THE FUN COMMENCE
Design Thinking

What?
- Systems at Scale
- The Shift to Services
- Sustainability
- Designing Organizations
- A New Generation of Design Thinking
- Design Thinking Meets the Corporation
- The New Social Contract
- Design Activism
- Design Thinking Tomorrow
- Designing for Education
- Design Thinking for Your Organization
- Design Thinking for You
- The Project + the Brief
- Smart Teams
- The Innovation Environment
- 9 Spaces of Innovation

How?
- How a Good Story Created a Movement
- Design Thinking + Marketing
- Design Thinking at the 4th Dimension
- Returning to the Surface
- Consumption to Participation
- Building an Experience Culture
- Experience Engineering
- Building an Experience
- The Story of an Experience
- Thinking with Your Hands
- What is a Prototype?
- Extreme Prototyping
- Prototyping Organizations
- Integral Thinking
- Introducing Thinking
- Elements of Design Thinking
- Prevaling Conditions
- Tools
- Intro
- Getting Under Your Skin

Inspiration
- Observation
- Empathy
- Back to Inspiration
- Beyond the Individual
IDEATE TOOLS:
TAKE NOTES & KEEP A JOURNAL

IDEAS COME OUT OF EMPATHY AND DEFINITION OF USER PROBLEMS
UP YOUR GAME WITH YOUR CLIENTS AND MAKE THEM DO THIS IN A DISCOVERY SESSION.
PROTOTYPES ARE AN EXPERIMENTAL PHASE.

PROTOTYPE: CREATE AN INITIAL BASIC SOLUTION TO THE PROBLEM, TO BE SHARED AND TESTED.
Prototypes are an experimental phase.

Prototype tools: from pencil and paper to wireframing tools.
TEST THE SOLUTION TO REVEAL INSIGHTS THAT HELP RE-DEFINE THE PROBLEM AND LEARN ABOUT USERS. TESTS ALSO CREATE NEW IDEAS FOR THE PROJECT.
Tests also create new ideas for the project.

**TEST** tools can be simple usability tests and continued feedback.
DESIGN THINKING IS NOT A LINEAR PROCESS

DESIGN THINKING IS A JOURNEY OF MANY DISCOVERIES, WITH MANY STEPS BACKWARDS AS WELL AS FORWARDS.
DESIGN THINKING IS NOT A LINEAR PROCESS

THE ENDLESS BENEFITS OF DESIGN THINKING
BENEFITS OF DESIGN THINKING

- It’s human-centred. It makes your users love you.
- It minimises uncertainties and risks by considering a wide range of potential solutions.
- It’s solution-focused. The prototyping and the testing ensure that the product hits the mark.
- This inevitably results in great user experience, because the solution is based directly on the user.
- Another inevitable by-product is better sales.
ANYONE CAN BE A DESIGN THINKER.
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Introducing Airbnb Plus

A new selection of homes verified for quality & comfort.

Explore Airbnb Plus homes

Homes around the world

CYCLADIC HOUSE - OIA
Unique Architecture Cave House
$618 AUD per night - Free cancellation
★★★★★ 125 - Superhost

ENTIRE APARTMENT - KOBENHAVN
Penthouse, 4-5 rooms + 5 balconies
$321 AUD per night - Free cancellation

PRIVATE ROOM - CANICATTI
House in countryside (30 km dal mare)
$64 AUD per night - Free cancellation

ENTIRE LOFT - MEXICO CITY
Apartment 1 of 4 with green terrace in Roma Norte
$109 AUD per night - Free cancellation

ENTIRE APARTMENT - HVAR
The best position in Hvar!
$85 AUD per night - Free cancellation
★★★★★ 280 - Superhost
Think different.
IF ANYONE CAN, YOU CAN.

BE A GOOD DESIGN THINKER.