

HOW TO USE THE PRINCIPLES OF DESIGN THINKING
FOR BETTER UX AND MARKETING RESULTS

DESIGN THINKING

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.**

GIVE THEM AS LITTLE AS POSSIBLE TO THINK ABOUT

**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.**

IT'S ALL ABOUT NOT MAKING THEM THINK.

**GOOD DESIGN
SIMPLIFIES COMPLEX
INFORMATION.**

NO NEED FOR MUCH BRAIN POWER.

**GOOD DESIGN
COMMUNICATES
WITHOUT
EXPLANATIONS.**

THE MOST IMPORTANT BIT OF ALL.

**GOOD DESIGN
SOLVES USERS'
PROBLEMS.**

JUST HOW?

**HOW CAN WE ACHIEVE
GOOD DESIGN?**

WHAT DESIGN IS NOT:

**GOOD DESIGN IS NOT
ACHIEVED WITH THE
TOOLS WE USE.**

SO MUCH MORE THAN JUST A PRETTY FACE.

**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 OPTIONAL.

**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

MAKE DECISIONS BASED ON WHAT FUTURE CUSTOMERS REALLY NEED

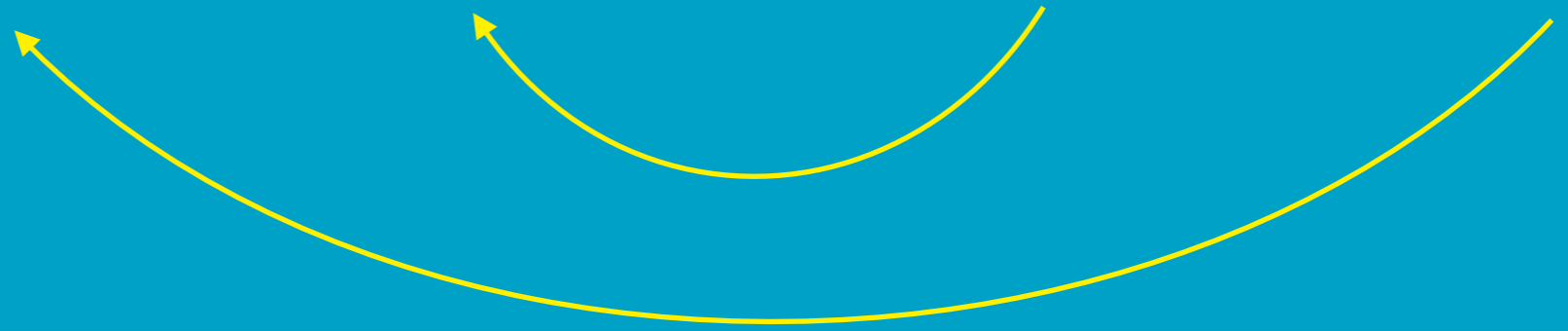
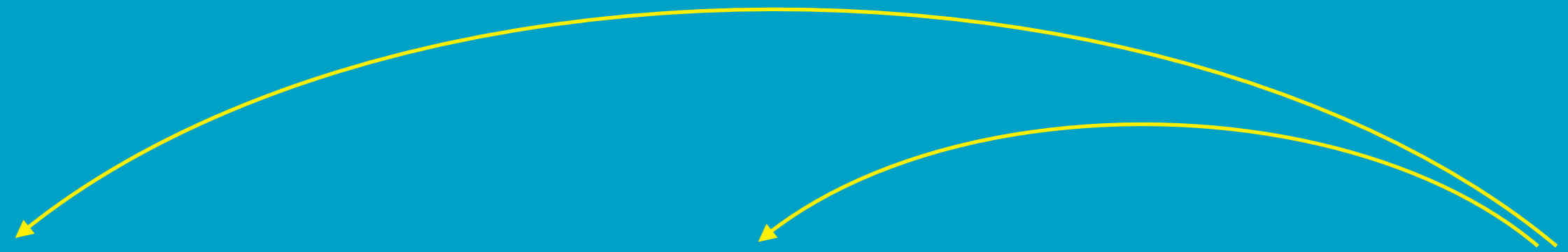
**DESIGN THINKING IS A
PROCESS FOR CREATIVE
PROBLEM SOLVING.**

**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.”

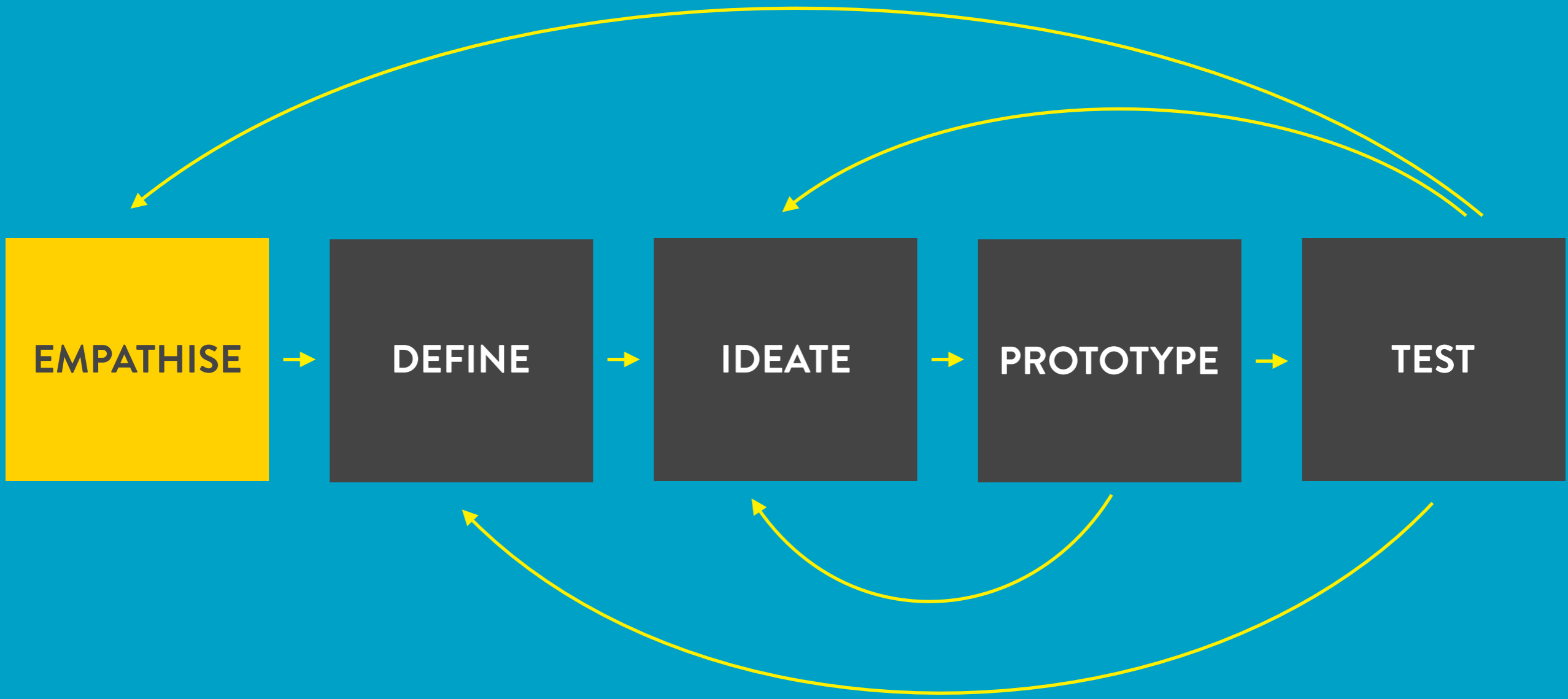
Tim Brown

**DESIGN THINKING
FOCUSES ON AN OVERALL
GOAL, RATHER THAN A
SPECIFIC PROBLEM**



EMPATHISE WITH YOUR USERS.

**DESIGN THINKING IS A
HUMAN-CENTRIC
PROCESS, AND IT STARTS
WITH EMPATHY.**



EMPATHISE

DEFINE

IDEATE

PROTOTYPE

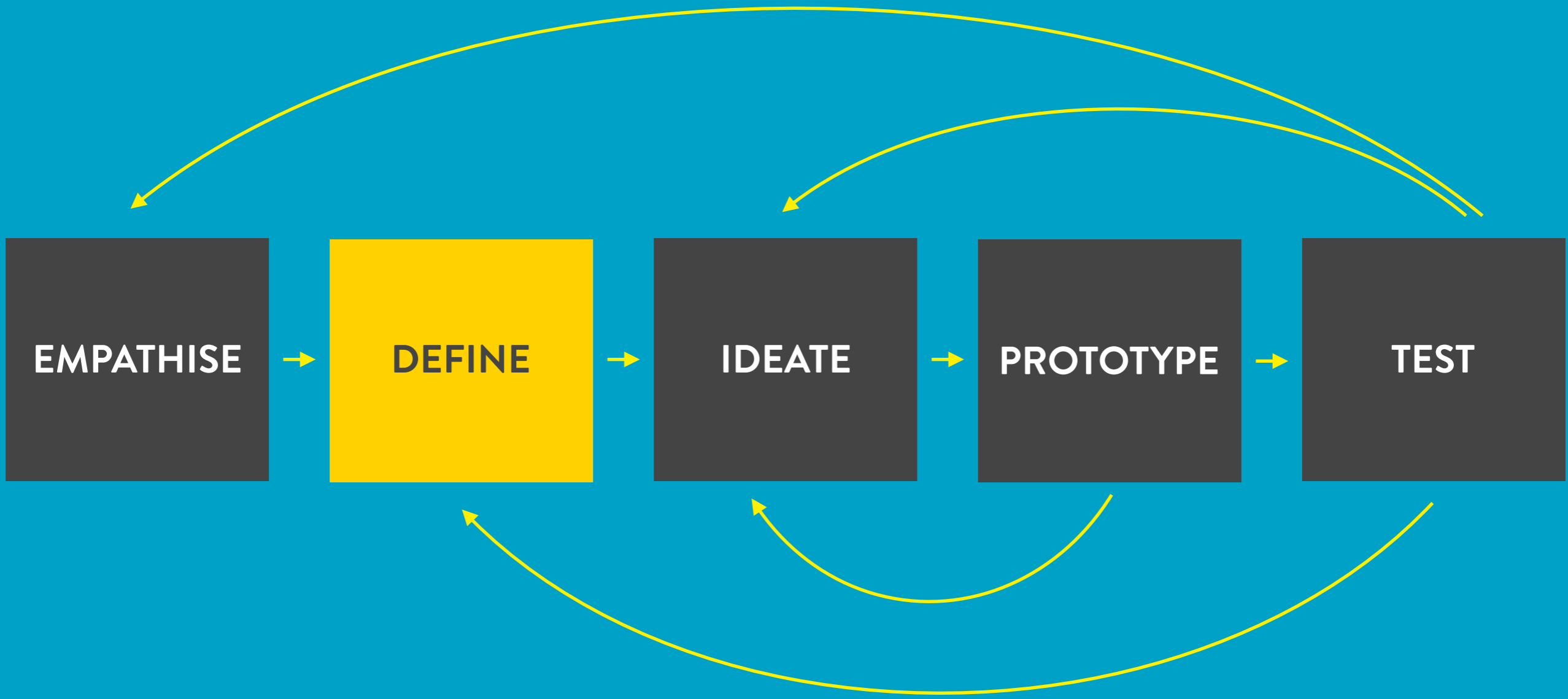
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PROBLEMS ARE HUMAN NEEDS, NOT COMPANY REQUIREMENTS.

EMPATHISE: RESEARCH
YOUR USERS,
UNDERSTAND THEIR
PROBLEM, BECOME THEM

IT'S NOT THAT DIFFICULT TO ACHIEVE EMPATHY WITH YOUR USERS.

EMPATHISE TOOLS:
FIELD STUDIES, PERSONAS,
INTERVIEWS, USER MAPS



EMPATHISE

DEFINE

IDEATE

PROTOTYPE

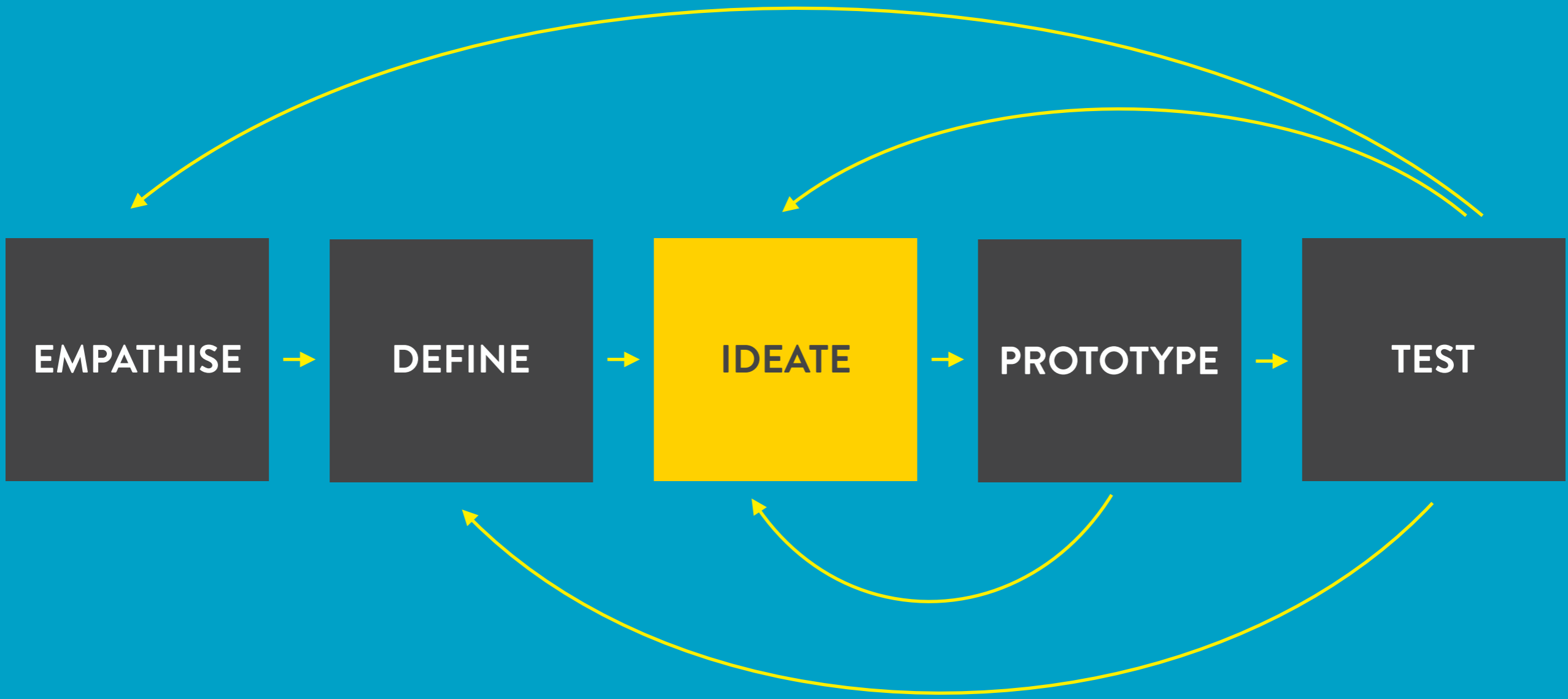
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DEFINE THE HUMAN-CENTRED PROBLEM.

DEFINE A HUMAN-CENTRED PROBLEM STATEMENTS BASING IT ON THE USERS.

DEFINE THE HUMAN-CENTRED PROBLEM.

DEFINE TOOLS:
THE 'HOW MIGHT WE...'
APPROACH



EMPATHISE

DEFINE

IDEATE

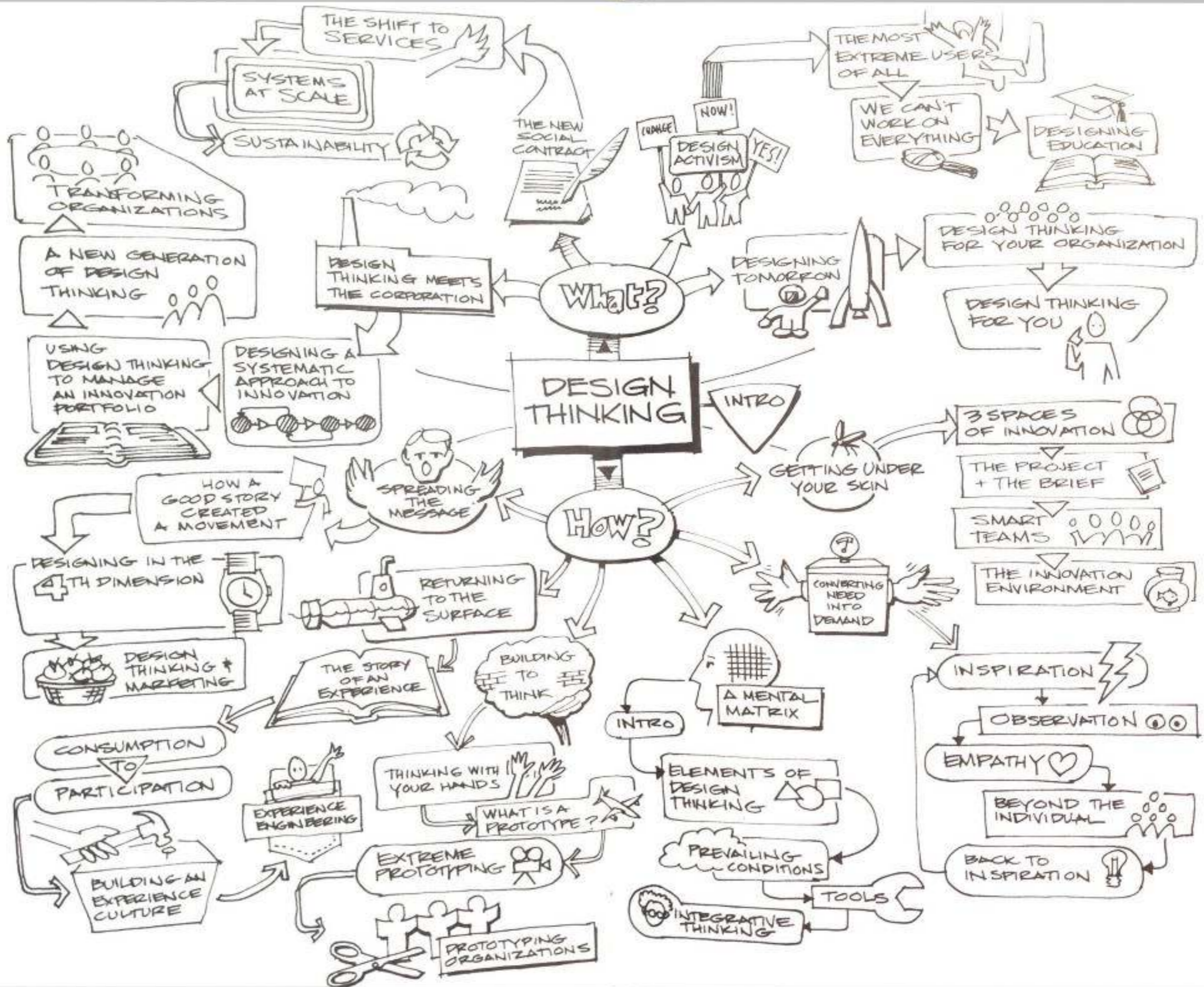
PROTOTYPE

TEST

IDEATE: STIMULATE FREE
THINKING TO COME UP
WITH SOLUTIONS.

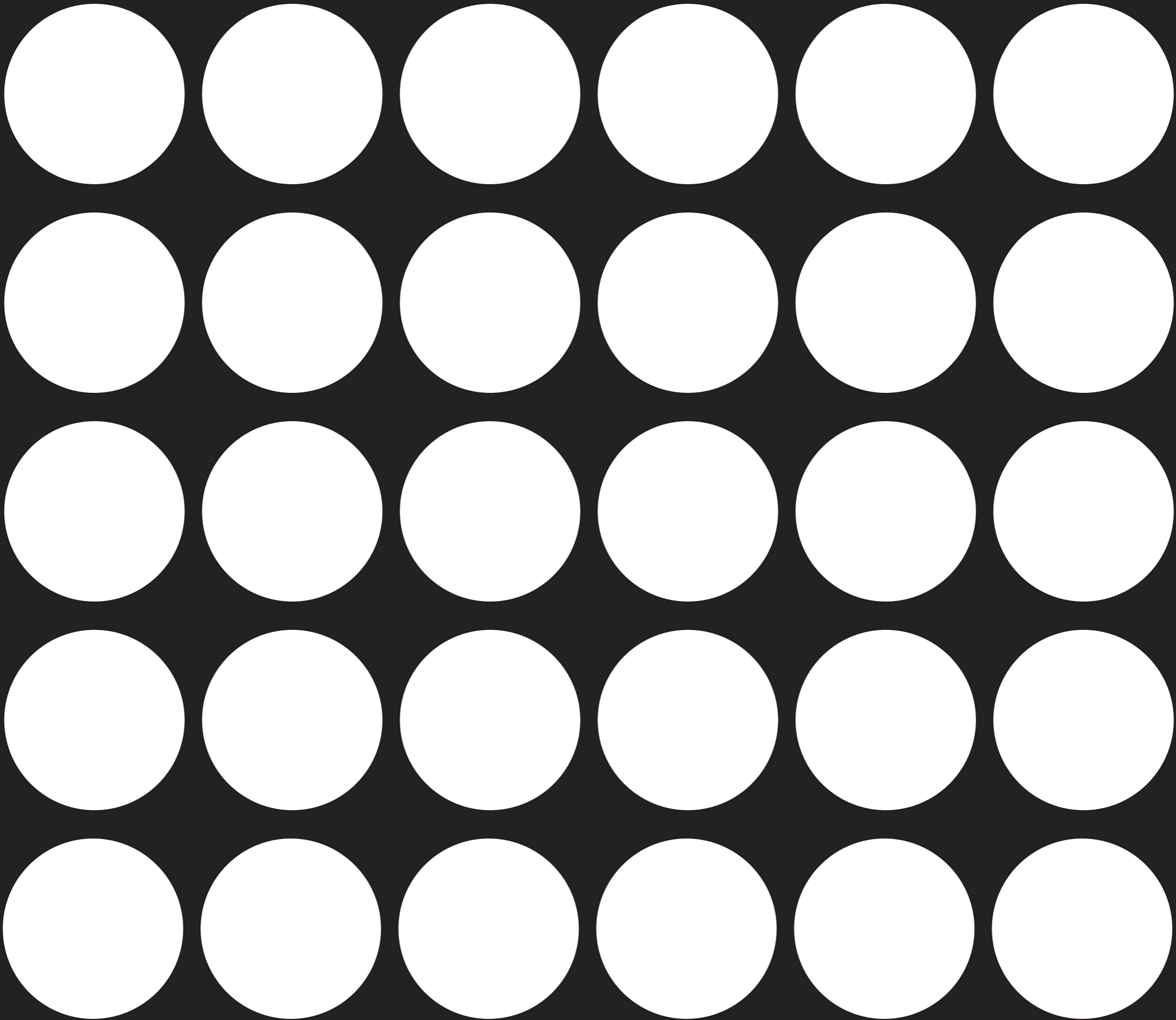
IDEAS COME OUT OF EMPATHY AND DEFINITION OF USER PROBLEMS

IDEATE TOOLS:
LET THE FUN COMMENCE



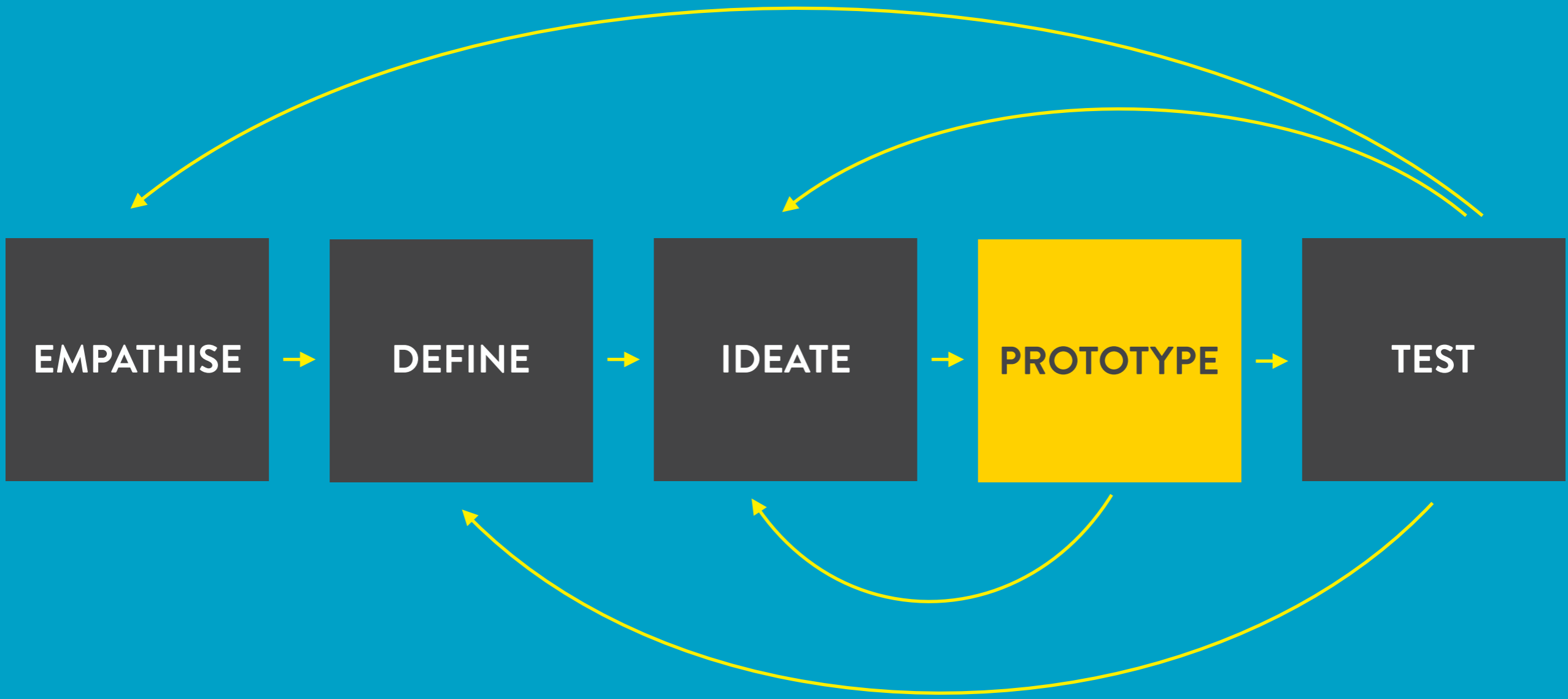
IDEAS COME OUT OF EMPATHY AND DEFINITION OF USER PROBLEMS

IDEATE TOOLS:
TAKE NOTES
& KEEP A JOURNAL



STRETCH YOUR OWN BOUNDARIES AND THOSE OF YOUR CLIENTS.

UP YOUR GAME WITH
YOUR CLIENTS AND MAKE
THEM DO THIS IN A
DISCOVERY SESSION.



EMPATHISE

DEFINE

IDEATE

PROTOTYPE

TEST

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



EMPATHISE

DEFINE

IDEATE

PROTOTYPE

TEST

TESTS ALSO CREATE NEW IDEAS FOR THE PROJECT.

TEST THE SOLUTION TO
REVEAL INSIGHTS THAT
HELP RE-DEFINE THE
PROBLEM AND LEARN
ABOUT USERS.

TESTS ALSO CREATE NEW IDEAS FOR THE PROJECT.

TEST TOOLS CAN BE
SIMPLE USABILITY TESTS
AND CONTINUED
FEEDBACK.

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.

SERIOUSLY – ANYONE.

ANYONE CAN BE
A DESIGN THINKER.



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Unique Architecture Cave House
\$618 AUD per night · Free cancellation
★★★★★ 125 · Superhost



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\$321 AUD per night · Free cancellation



PRIVATE ROOM · CANICATTI
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\$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.

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THANK YOU

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