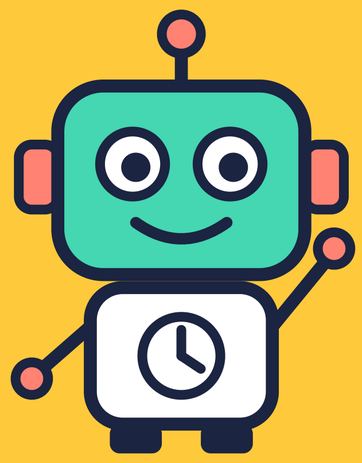
DESIGN THINKING

Got a problem? Design it better.



Design thinking means solving real problems for real people. You understand them first, then imagine, build, test and improve.

1 Spot a problem

DESIGN

Great designs start with a real problem.

ASK YOURSELF

What is annoying, slow, unsafe or unfair?

Annoying · Slow
Unsafe · Unfair

Keep a bug list of things that bug people.

2 Step into their shoes

EMPATHY

Find out what the person really needs before you solve it.

ASK YOURSELF

What is it like for them?

Watch
Ask
Try it

Open questions get stories.

3 Ask 'How might we?'

PROBLEM STATEMENT

Turn the problem into one clear question.

ASK YOURSELF

Who needs what, and why?

How might we…
help Year 1 students find their hat quickly?

Not too wide. Not too narrow.

4 Think of lots of ideas

BRAINSTORM

Come up with lots of ideas before you judge any.

ASK YOURSELF

What else could work?

Change the size
Mix two things
Copy nature
Flip it

Go for lots. Judge later.

5 Choose with a reason

CRITERIA

Score each idea against your criteria.

ASK YOURSELF

Which idea meets the criteria best?

IDEA	TOTAL
Hat hooks	8
Bigger tub	7
Hat robot	4

The highest total wins.

6 Build a quick model

PROTOTYPE

Make a quick, cheap version to test.

ASK YOURSELF

What is the fastest way to try this?

Sketch · Model
Storyboard · Act it out

Quick and rough beats slow and perfect.

7 Test and listen

FEEDBACK

Let real people try it, then listen to what they say.

ASK YOURSELF

What did I learn from the test?

I like…
I wish…
I wonder…

Watch and listen. Don't argue.

8 Try again, better

ITERATE

Change one thing, then test again.

ASK YOURSELF

What one thing will I change next?

