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Design Thinking

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Human-Centred Design and Service Design
Design of interactive systems

Human-centred Design Process

- understand and specify the context of use
- specify user requirements
  - Requirements specification
- produce design solutions
  - Low- and high-fidelity prototyping
- evaluate the design
- designed solution meets user requirements
  - Usability evaluations
  - User Experience evaluations
- iterate where appropriate

BS EN ISO 9241-210:2019 Human-Centred Design for Interactive Systems
Service Design: Service Encounter across touchpoints

Service Design is a process where designers create sustainable solutions and optimal experiences for customers in unique contexts to better support customer journeys and any service providers involved.

Service Design is a holistic approach, which considers in an integrated way strategic, system, process and touchpoint design decisions.

Design Thinking

“Netflix landed on … these innovations by using design thinking to empathize again and again with its customers, and by recognizing that the only way to remain relevant was to stay grounded in exactly what each and every customer wants to experience when using the service.”

Head of User Research at Airbnb says: “When you understand the problem, the solution is way more straightforward. If you understand the problem, the ideas follow!”

**Introduction to Design Thinking**

Fostering the mindset

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**Design Thinking**

Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.

**Empathise**  **Define**  **Ideate**  **Prototype**  **Evaluate**  **Implement**

Understand → Explore → Materialise

Design thinking is an evidence-based human-centered approach to innovation - anchored in understanding customer’s needs, rapid prototyping, and generating creative ideas - that will transform the way you develop products, services, processes, and organisations.
How ‘design-thinking’ can help lawyers do a better job

A human-centred approach is making some big companies’ legal work more accessible.

Lander & Rogers
The firm designed a programme to train undergraduate law students at Monash University in Melbourne. Participants learnt about design-thinking processes and agile methodologies. They worked on clients’ real-life challenges and used legal technology to devise solutions.

Design Thinking Loop (IBM)

The Design Thinking Loop, IBM drives us to:

- **observe**: immerse yourself in the real world
- **reflect**: come together and look within
- **make**: give concrete form to abstract ideas

*understand the present and envision the future in a continuous cycle of observing, reflecting, and making.*

Design Thinking (IDEO)

The Double Diamond

Ethos of Design Thinking
Principles and leadership values

- Strategic design thinking has one single goal: to understand and solve a problem for its consumer/user/stakeholder.
- Design thinking facilitates innovation and problem solving through participatory processes.
- Design thinking facilitates a greater integration of care ethics into business through “caring design.” (Hamington, 2019)
  - …high profile business scandals have demonstrated the inadequacy of rule-based moral approaches and the need for the more relational approach of care ethics to address issues of corporate culture.
  - In terms of human-centred design, that knowledge work is often relational. Knowledge and caring are intermingled.
  - Design thinking is dependent upon a relational inquiry both in terms of accurately understanding the people involved in the problem….we put aside our own goals and purposes temporarily in order to assist in satisfying the expressed needs of the other.
- Design thinking is challenging because it involves something more fundamental than just managing change: It involves discovering what kind of change is needed.
Leadership in Design Thinking

- **Design Thinking** involves seeking a deep understanding of users' conditions, situations, and needs by endeavouring to see the world through their eyes and capturing the essence of their experiences.

- **Design-thinking methods** - empathising with users and conducting experiments knowing many will fail - often seem **subjective and personal** to employees accustomed to being told to be **rational and objective**.

- **Employees** can be shocked and dismayed by findings, feel like they are spinning their wheels, or find it **difficult to shed preconceptions** about the product or service they've been providing.

- **Leaders** - need to help teams **make the space and time for new ideas to emerge and maintain an overall sense of direction and purpose**.

- Leaders and employees need to frame the findings as opportunities for redesign and improvement rather than as performance problems.


Design Thinking as a process

Toolkits of methods for each of the stages of the process
Empathy in Design Thinking (example)

Observe: view users and their behavior in the context of their lives.
Engage: interact with users through both scheduled and short ‘intercept’ encounters.
Immerse: wear your users’ shoes. Experience what they experience for a mile or two.


Resources

Research papers and web-links to articles in the grey literature

All the links were last accessed on 31 January 2022
Resources

- How Netflix Creates Immersive Experiences with Exceptional Design and UX, [https://cxl.com/blog/netflix-design/](https://cxl.com/blog/netflix-design/)
- How ‘design-thinking’ can help lawyers do a better job, [https://www-ft-com.libezproxy.open.ac.uk/content/25480beb-0e15-41e9-b2f4-1fa84302308c](https://www-ft-com.libezproxy.open.ac.uk/content/25480beb-0e15-41e9-b2f4-1fa84302308c) (requires OU login)
- Design thinking — the skill every MBA student needs, [https://www-ft-com.libezproxy.open.ac.uk/content/cbf70424-422a-11e7-82b6-896b95f30f58](https://www-ft-com.libezproxy.open.ac.uk/content/cbf70424-422a-11e7-82b6-896b95f30f58) (requires OU login)
- ‘Design thinking’: Does it live up to the hype?, [https://www-ft-com.libezproxy.open.ac.uk/content/a961cada-a520-11e7-8d56-98a09be71849](https://www-ft-com.libezproxy.open.ac.uk/content/a961cada-a520-11e7-8d56-98a09be71849) (requires OU login)
- The Design Thinking Journey: Using Empathy to turn Tragedy into Triumph, TEDx Talk, video: 18 minutes, [https://www.ted.com/talks/doug_dietz_the_design_thinking_journey_using_empathy_to_turn_tragedy_into_triumph](https://www.ted.com/talks/doug_dietz_the_design_thinking_journey_using_empathy_to_turn_tragedy_into_triumph)

Discussion and thank you