DESIGN THINKING:
Alternative Problems & Solutions

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HELLO
Who am I?

• graphic designer (editorial to UI)

• educator/professor (graphic design, typography, design thinking, program coordinator)

• Crissy
WHAT YOU WILL PRACTICE TODAY

• listen to and empathize with your activity partner

• identify the deeper problem(s) ask “Why?” 5 times

• generate many ideas

• prototype potential solutions
QUESTIONS TO BE EXPLORED IN THIS WORKSHOP:

• What is design?

• What is design thinking?

• How might design thinking be applied outside of traditional design problems?
WHAT YOU WILL LEARN

• what a design process looks like

• what design thinking is

• how design thinking can translate into various work & home scenarios
WHAT IS DESIGN?

- graphic
- package
- brand
- product
- industrial
- wayfinding
- environmental
- service
- interior

- fashion
- automotive
- architecture
- engineering
- ceramic
- urban
- user experience
- user interface
- game
WHAT IS DESIGN?

• Design is not always visible, and good design is not always beautiful.

• Many would argue that good design is invisible.

• You may not notice design unless it is bad (think about a poor urban design or bad mobile app interface)
WHAT IS DESIGN THINKING?

• a human-centered process...
• an iterative/cyclical process...

*for solving problems*

• requires *creative confidence* *(IDEO)*
  (anyone can be creative and come up with endless ideas)
DESIGN THINKING ORIGINS

ancient civilizations...problem solving

c. 5000 BC

DESIGN THINKING MODERN ORIGINS

- Stanford d.school
- Designing Your Life (book)
- IDEO & IDEO.org & method cards
- IBM’s Enterprise Design Thinking
Stanford d.school Design Thinking Process

- **Empathize**
  - Interviews
  - Shadowing
  - Seek to understand
  - Non-judgmental

- **Define**
  - Personas
  - Role objectives
  - Decisions
  - Challenges
  - Pain Points

- **Ideate**
  - Share ideas
  - All ideas worthy
  - Diverge/Converge
  - “Yes and” thinking
  - Prioritize

- **Prototype**
  - Mockups
  - Storyboards
  - Keep it simple
  - Fail fast
  - Iterate quickly

- **Test**
  - Understand impediments
  - What works?
  - Role play
  - Iterate quickly

[https://dschool.stanford.edu](https://dschool.stanford.edu)
“The main tenet of design thinking is empathy for the people you’re trying to design for.”

David Kelley
EVERY PROBLEM REQUIRES ITS OWN DESIGN THINKING PROCESS, BUT THE MAIN STAGES APPLY.

Stanford d.school Design Thinking Process
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IDENTIFY THE PROBLEM

IDENTIFY KEY CONCEPTS
terms, colors, themes

ASK RELEVANT QUESTIONS

who?
Who are the stakeholders? &
Do we have access to them?
Y N

what?
Is anything being done to solve this problem or a similar problem?

Y N

when?
When will we need to find the solution by?

N

where?
Where will this project be seen?

Y N

why?
Why did the problem emerge? &
Is it a new problem?

Y N

how?
How might people respond to our proposed solution?

Y N

my work

IDEEATE
think, mind map, brainstorm systems

RESEARCH
people, color, places, history

SKETCH
type studies, forms, models

prototype
paper, digital, design, make

test & refine
observe, test, listen, adapt

launch
show the world

update
listen to the world & provide update services when relevant

Disclaimer
As I understand, each project presents its own needs and requires a unique process. This is simply a general sequence I put together that I have used and observed.
WHAT I WANT YOU TO SEE

How might design thinking be applied outside of traditional design problems?
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my work
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Mohammad Refugee

AGE: 29 yrs.
GENDER: male
FROM: Syria (1 yr. displaced)
STATUS: asylum seeker
CURRENT CITY: Hamburg, Germany (1 mo.)

INCOME: volunteer at a B&B for meals & accommodation
FAMILY: wife, 3 yr. old girl, 2 brothers & father in Syria, 1 cousin in Germany
FEELING: anxious, vulnerable, insecure, displaced, & hopeful to attain refugee status in Germany; provide for family

VALUES: 
• safety
• family
• integrity
• honesty

NEEDS: 
• to understand Germany
• language practice
• social capital

CONCERNS: 
• getting refugee status for family
• not being able to earn money
• attaining stability
• facing prejudice
• learning codes in the German architectural world

TECH: 
• Android smartphone
• external hard drive
SKILLS: 
• project management
• drawing
• design

EDUCATION: 
B.A. in Architecture from the University of Aleppo

QUOTE: “Older people can understand us in a better way, they have patience. We have learned lots of cultural things from them—meals and songs.”

HENRYK RETIREE

AGE: 65 yrs.
GENDER: male
FROM: Szeroka, Poland
STATUS: German citizen (immigrated for university)
CURRENT CITY: Hamburg, Germany (20 yrs.)

INCOME: €68,600 (pension, etc.)
FAMILY: divorced, 2 adult children, a sister, & a mother
FEELING: disconnected, relief, reflective, & relaxed

VALUES: 
• family
• justice
• privacy
• financial stability

NEEDS: 
• friends
• community

CONCERNS: 
• health
• social re-integration
• adult children finding partners

EDUCATION: 
First Juristische Prüfung at the Faculty of Law University (Humboldt-Universität zu Berlin)

QUOTE: “Somebody like me has a lot of time. I live comfortably and it would be worthwhile doing something like that.”

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FRAMING A QUESTION FOR UX (UX=user experience)

What, if anything, is frustrating about “x”; and what can be done to make “x” a better experience?
HOW MIGHT DESIGN THINKING BE APPLIED OUTSIDE OF TRADITIONAL DESIGN PROBLEMS?

Let’s take a look at modern dating, for example.
FRAMING OUR QUESTION TODAY FOR YOUR UX

What, if anything, is frustrating about modern dating; and what can be done to make modern dating a better experience?
SOME WORKSHOP RULES

• Be honest and optimistic
• Judge not
• Embrace ambiguity
• No idea is too wild
• Failure is expected
SOME WORKSHOP RULES

• I’ll be your activity coach.

• Do not switch roles with your activity partner until I call out “Switch!”
HANDOUTS

See the following pages for handouts used in the workshop.
1: FIND A WORKSHOP PARTNER
Introduce yourselves to each other.
Take some notes so you don’t forget the details (like their name and pronouns).

2: (SOLO) STORYBOARD
Roughly sketch out scenes, making some notes, from an ideal dating experience off the top of your head. First thoughts, go!
3a: INTERVIEW
Get to know your activity partner better. Take notes and record observations below. Intro. question: “Tell me about the last time you had a bad dating experience.”

3b: STATE THE INITIAL PROBLEM

4: DIG FOR DEEPER PROBLEMS/DISCOVER GOALS
Ask “Why?” 5 times...
Define

THE MODERN DATING EXPERIENCE

5: (SOLO) STATE THE DEEPER PROBLEM(S) & CHALLENGES

6: (SOLO) BASED ON THEIR GOALS & THESE DEEPER PROBLEMS, LIST SOME OBSERVATIONS FROM YOUR PERSPECTIVE

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THE MODERN DATING EXPERIENCE

5 min. **7: (SOLO) BRAINSTORM IDEAS IN THE SPACE BELOW**
(sket...id...products/services, etc...to meet
the needs of your activity partner)

1

2

3

4

5

8 min. **8: SHARE YOUR IDEAS WITH YOUR PARTNER**
collect their feedback and ideas below

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9: (SOLO) PROTOTYPE
Mock up or storyboard, with more detail, one possible solution. This can be a combination of or modification of the ideas above, or completely new after you received feedback.

10: GATHER FEEDBACK
collect their feedback and ideas below, what works/doesn't work? What needs are still unmet? What are potential problems?

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