



DESIGN THINKING

Perancangan Interaksi - Information Systems - Telkom University - Genap 1819



DEFINE

2

Defining the real problem is the first major milestone on the way to the solution.

Write Findings

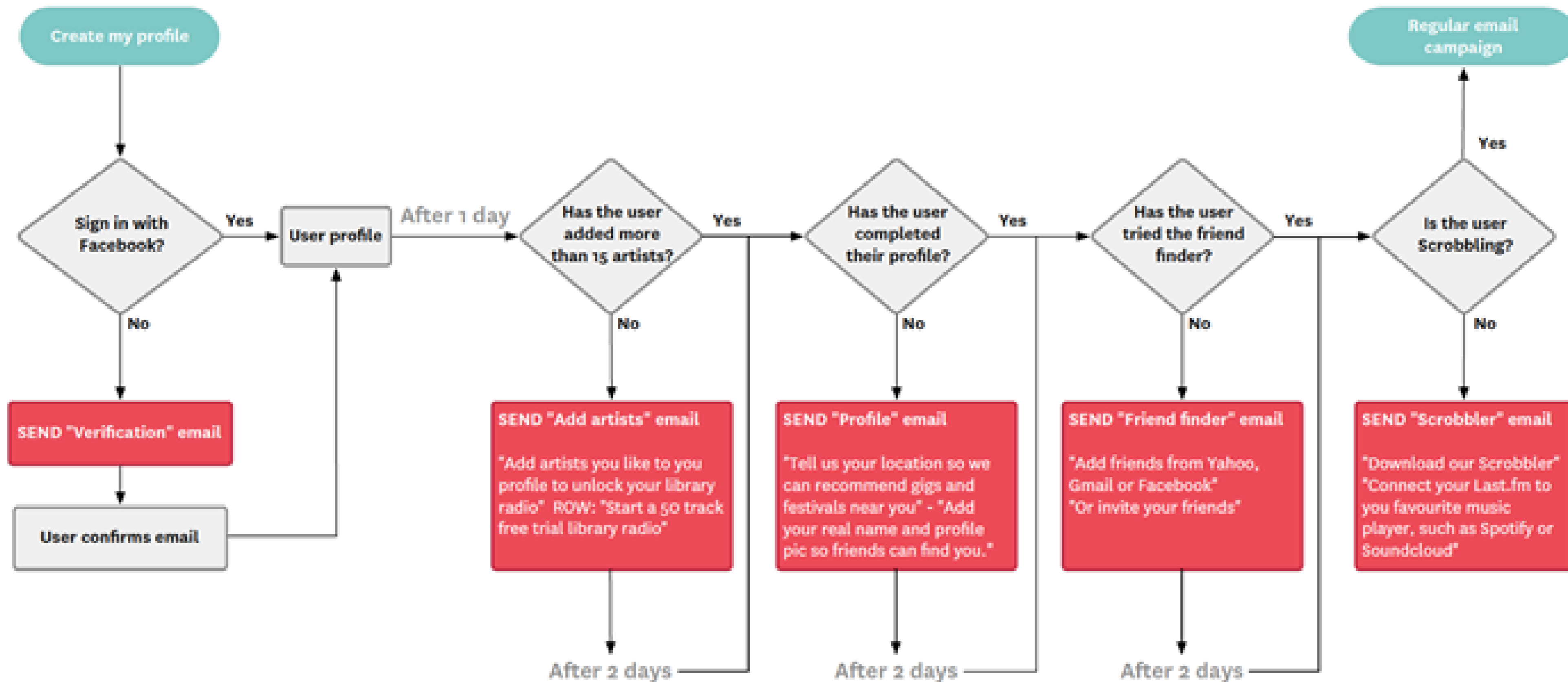
1. Write down findings from interview
2. Write on post its, stick it on flipchart paper
3. One point one sticky notes
4. 15 minutes



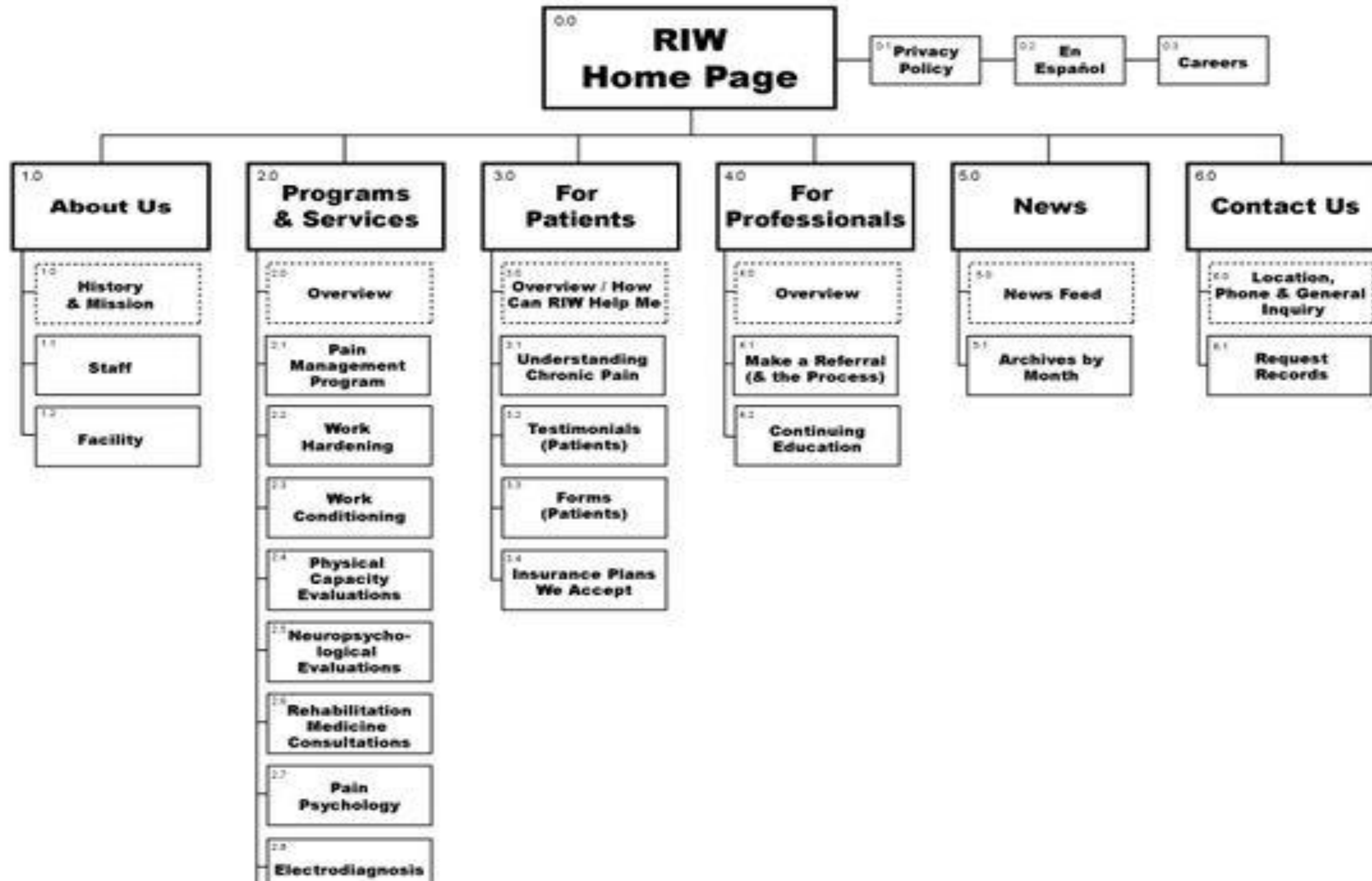
Lapisan 3. Struktur. Information Architecture dan Interaction Design.

Last.fm New starter – sign-up email – wireflow

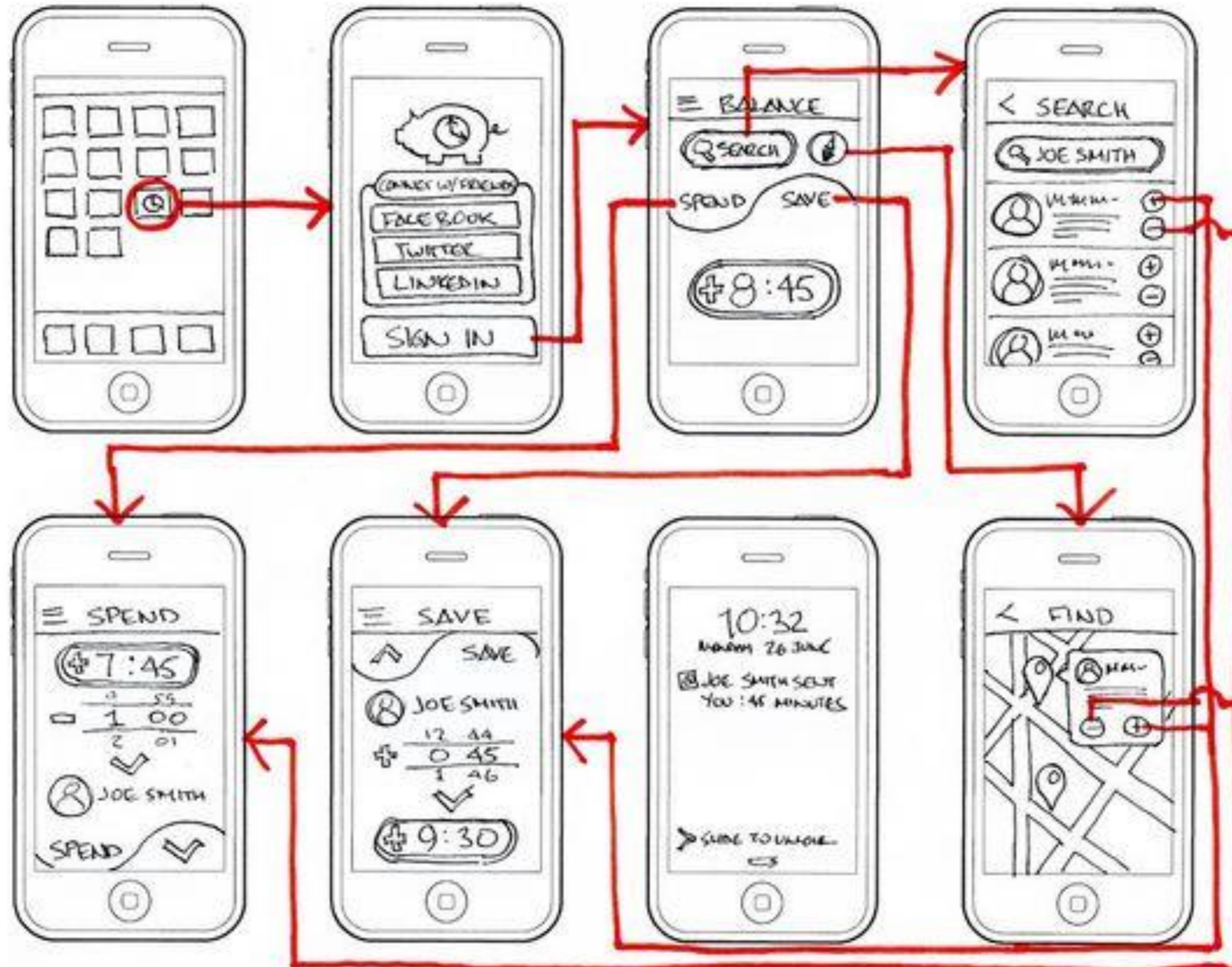
Feb 2012



Lapisan 3. Struktur. Information Architecture dan Interaction Design.



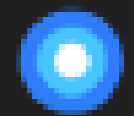
Lapisan 4. Rangka/Skeleton. Wireframes.



Red	
500	#F44336
50	#FFEBEE
100	#FFCDD2
200	#EF9A9A
300	#E57373
400	#EF5350
500	#F44336
600	#E53935
700	#D32F2F
800	#C62828
900	#871C1C
A100	#FF8A80
A200	#FF5252
A400	#FF1744

Pink	
500	#E91E63
50	#FCE4EC
100	#F8BBD0
200	#F48FB1
300	#F06292
400	#EC407A
500	#E91E63
600	#D81B60
700	#C2185B
800	#AD1457
900	#880E4F
A100	#FF80AB
A200	#FF4081
A400	#F50057

Purple	
500	#9C27B0
50	#F3E5F5
100	#E1BEE7
200	#CE93D8
300	#BA68C8
400	#AB47BC
500	#9C27B0
600	#8E24AA
700	#7B1FA2
800	#6A1B9A
900	#4A148C
A100	#EA80FC
A200	#E040FB
A400	#D500F9



ICONS

Search

Action



3d rotation



accessibility



accessible



account balance



account balance w...



account box



account circle



add shopping cart



alarm



alarm add



alarm off



alarm on



all out



android



announcement



aspect ratio



assessment



assignment



assignment ind



assignment late



assignment return



assignment return...



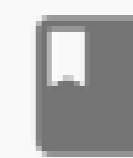
assignment turned...



autorenew



backup



book



bookmark



bookmark border



bug report



build



cached



camera enhance



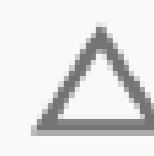
card giftcard



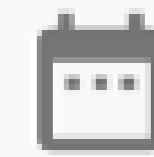
card membership



card travel



change history



are specified with sp (scaleable pixels) to enable large type modes for [accessibility](#).

English and English-like scripts

Latin, Greek, and Cyrillic.

The basic set of styles are based on a typographic scale of 12, 14, 16, 20, and 34.

Display 4

Light 112sp

Display 3

Regular 56sp

Display 2

Regular 45sp

Display 1

Regular 34sp

Headline

Regular 24sp

Title

Medium 20sp

Subheading

Regular 16sp (Device), Regular 15sp (Desktop)

Body 2

Medium 14sp (Device), Medium 13sp (Desktop)

Body 1

Regular 14sp (Device), Regular 13sp (Desktop)

Caption

Regular 12sp

Button

MEDIUM (ALL CAPS) 14sp

Reframe Design Challenge

2:00

Who is the user

what they'll be doing?

"Design a mobile app that helps a visitor plan and find the most relevant, personalized and exciting activities to do in a city if the visitor has one day to for the visit."

Design a mobile app that helps _____ (User's group) _____,

to _____ (Adjective) _____,

_____ (User's need) _____.

How might we?

Now, try reframing your insight statements as **How Might We** questions to turn those **challenges into opportunities** for design.



HMW's (How Might We...?)

Write with a **thick** dark sharpie/**marker**.

Be succinct.

One idea per sticky note.

Not too broad, and not too narrow.

If you don't write it down it can't be voted on.

HMW...

Build trust for our payment system?

HMW...

Make people happier?

Too broad

HMW...

Show the lock/certificate icon?

Too narrow

How might we?

Challenge: Redesign the ground experience at the local international airport

POV: Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because “annoying little brats” only irritate already frustrated fellow passengers.

Amp up the good: HMW use the kids’ energy to entertain fellow passenger?

Remove the bad: HMW separate the kids from fellow passengers?

Explore the opposite: HMW make the wait the most exciting part of the trip?

Question an assumption: HMW entirely remove the wait time at the airport?

Go after adjectives: HMW we make the rush refreshing instead of harrying?

ID unexpected resources: HMW leverage free time of fellow passengers to share the load?

Create an analogy from need or context: HMW make the airport like a spa? Like a playground?

Play POV against the challenge: HMW make the airport a place that kids want to go?

Change a status quo: HMW make playful, loud kids less annoying?

Break POV into pieces: HMW entertain kids? HMW slow a mom down? HMW mollify delayed passengers?



10:00

How might we?

Tantangan: Mendesain ulang pengalaman darat di bandara internasional setempat

POV: Ibu tiga anak, bergegas melewati bandara hanya untuk menunggu berjam-jam di gerbang, perlu menghibur anak-anaknya yang lucu karena "bocah kecil yang menyebalkan" hanya membuat jengkel sesama penumpang yang sudah frustrasi.

Perkuat yang baik: HMW menggunakan energi anak-anak untuk menghibur sesama penumpang?

Buang yang buruk: HMW memisahkan anak-anak dari sesama penumpang?

Jelajahi yang sebaliknya: HMW menjadikan penantian bagian yang paling menyenangkan dari perjalanan?

Mempertanyakan asumsi: HMW sepenuhnya menghapus waktu tunggu di bandara?

Mainkan kata sifat: HMW kita membuat menyenangkan bukannya memburu-buru?

Temukan yang tak terduga: HMW memanfaatkan waktu luang sesama penumpang untuk berbagi beban?

Buat analogi: HMW menjadikan bandara seperti spa? Seperti taman bermain?

Mainkan POV melawan tantangan: HMW menjadikan bandara tempat yang diinginkan anak-anak?

Ubah status quo: HMW membuat anak-anak yang suka bermain dan keras kurang mengganggu?

Hancurkan POV menjadi beberapa bagian: HMW menghibur anak-anak? HMW memperlambat ibu? HMW meredakan penumpang yang tertunda?

How might we?

1. Turn insights into “How might we ...”
2. Discuss with team
3. Group HMW into topics/flow
4. 10 minutes



VOTE

2:00

1. Use your dot sticker to vote
2. Vote 3 the most interesting
HMW
3. Silently, **NO DISCUSSION!**
4. 2 minutes





IDEATE

3

How might we explore as many ideas as possible?

BRAINSTORMING RULES



Defer judgement

There are no bad ideas at this point. There will be plenty of time to narrow them down later.



Build on the ideas of others

Say “and” rather than “but.”



Be visual

Draw your ideas, as opposed to just writing them down. Stick figures and simple sketches can say more than many words.



Encourage wild ideas

Even if an idea doesn't seem realistic, it may spark a great idea for someone else.



Stay focused on topic

To get more out of your session, keep your brainstorm question in sight.



Go for quantity

Set an outrageous goal—then surpass it. The best way to find one good idea is to come up with lots of ideas.

Brainstorming

10:00

1. Silently
2. Write **20 ideas/person** to solve your design challenge
3. Ideas can be: a Feature, New Technologies
4. 10 minutes!

IDEAS

10:00

1. Discuss with team
2. Group Ideas
3. or Make a step by step flow
4. or Build up your friend's ideas
5. 10 minutes

- ✓ Bring your design thinking supplies
- ✓ Bring HVS paper for sketching
- ✓ May bring laptop
- ✓ Support and collaborate with your team member

NEXT WEEK: PROTOTYPING



Thanks!

Any questions?