

DOMENIC CECOL

Chief Design Officer

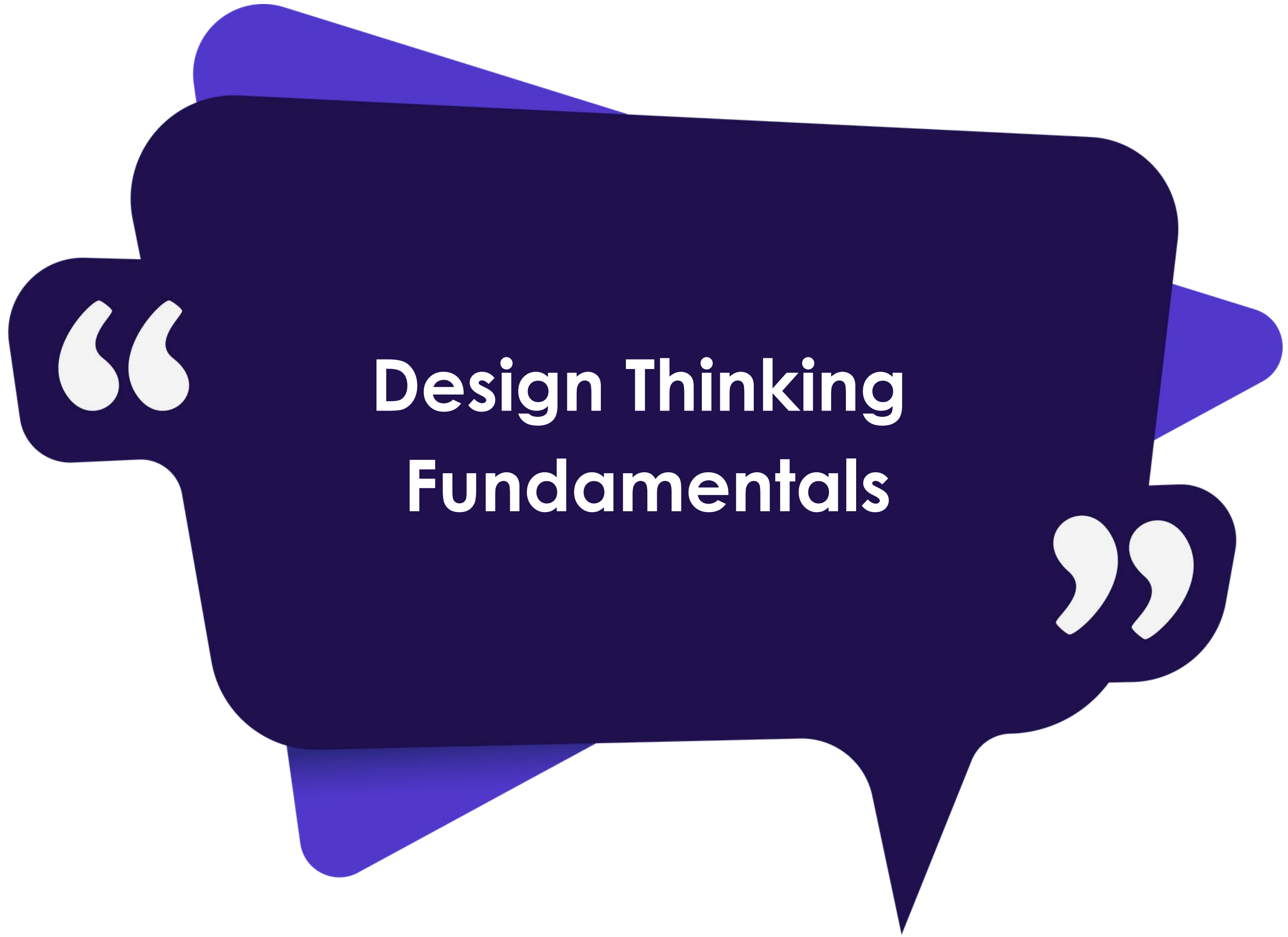
Industrial Designer

The Central Group



Design Thinking is a process that teams use to create innovative solutions to problems.

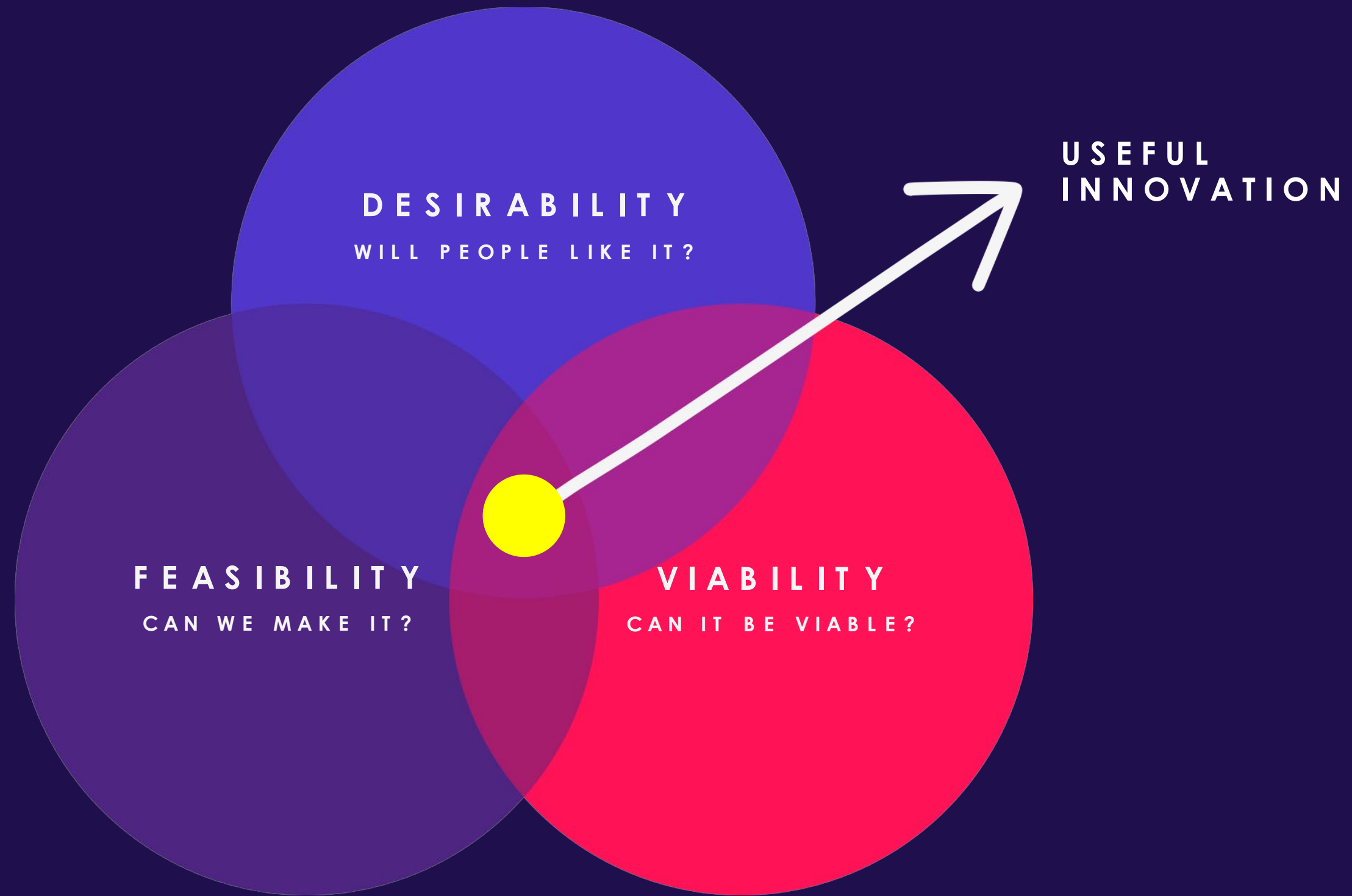
It's a human-centered repeatable approach that involves understanding users, challenging assumptions, prototyping testing and validating solutions.



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**Design Thinking
Fundamentals**

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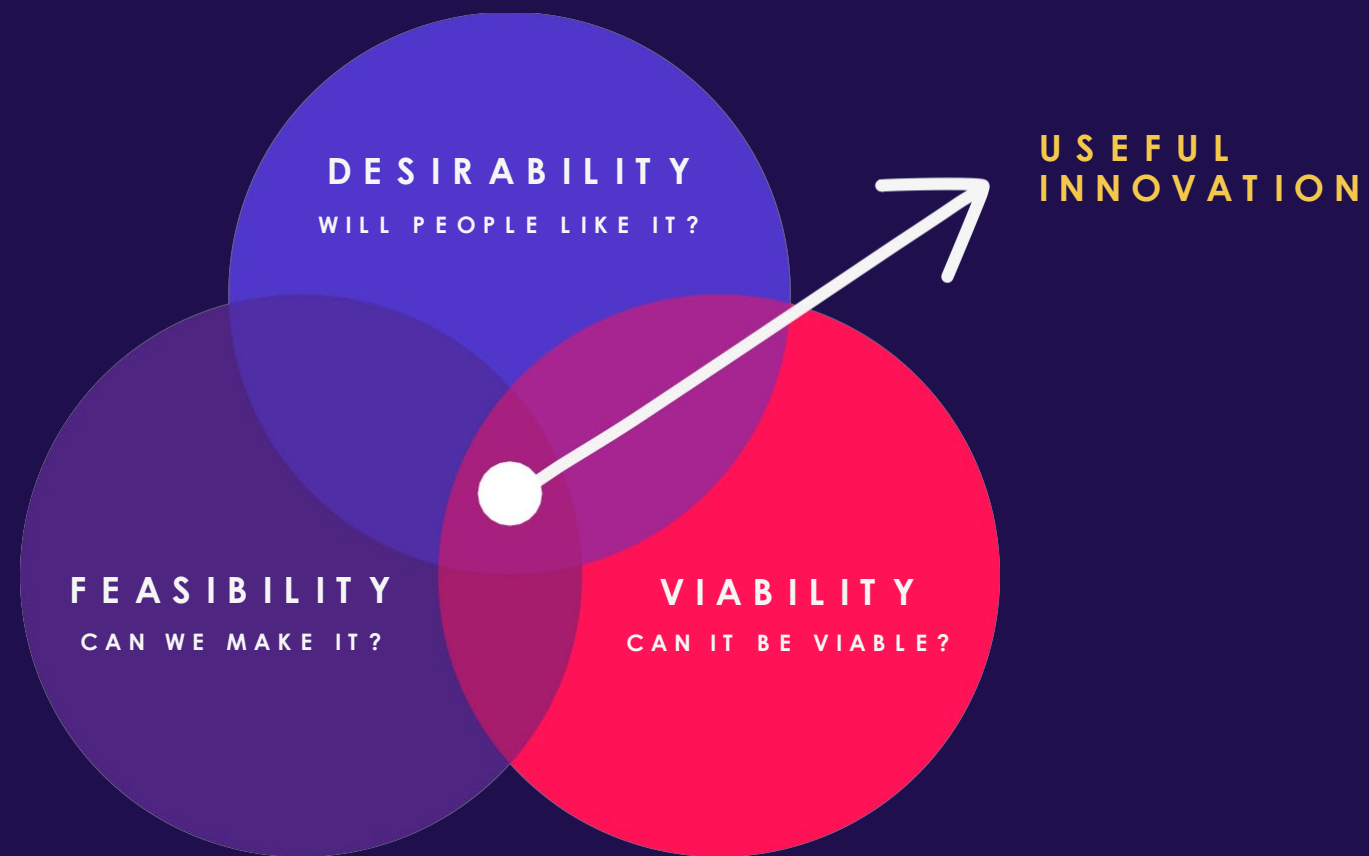


Design Thinking

(Before the process)

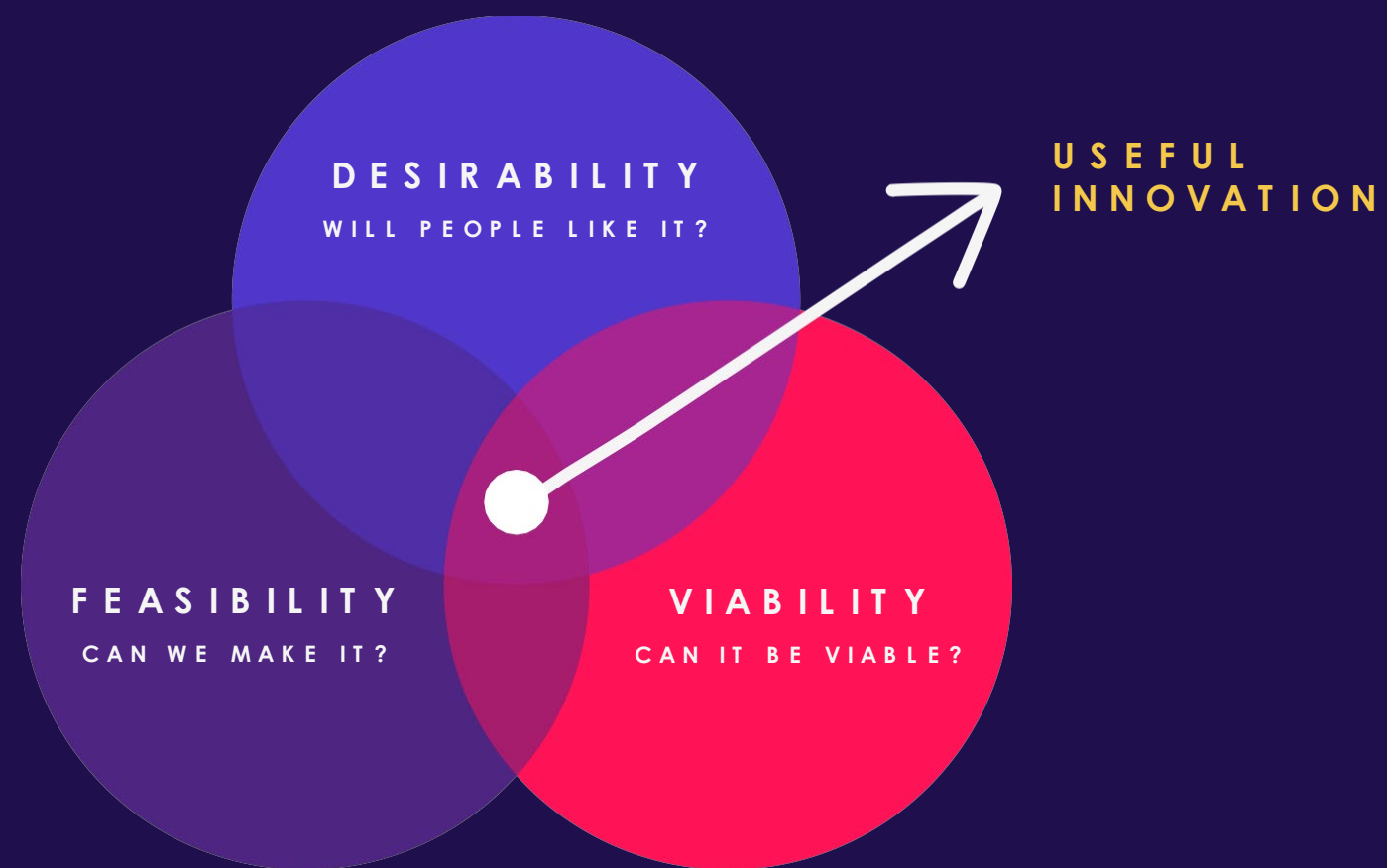
Design Thinking is applicable to any sector.

Product, service, society need or experience.



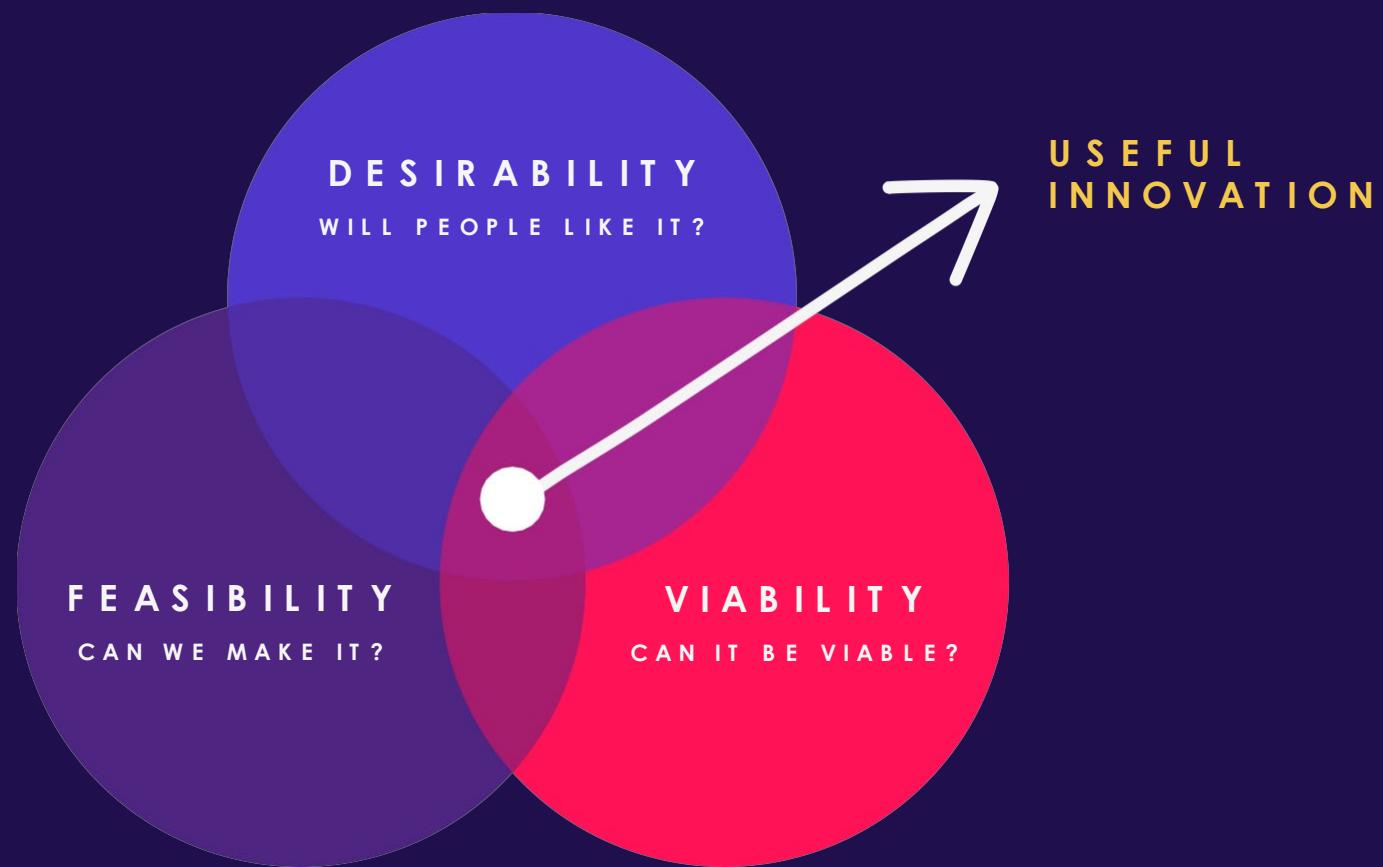
Feasibility

- Is the innovation possible?
- What expertise/knowledge will you need to develop this innovation or deliver enhanced value or experience?



Viability

- How much can you offer your innovation for?
- How much does it cost to make the new innovation?
- Can this innovation sustain itself in the market and or experience?



Desirability

- Do people want this innovation?
- Is this a big enough annoyance/problem that they want a solution?

Useful Innovation

The practical implementation of ideas that result in the introduction of new goods or services or improvement in the experiences thereof.

Innovation is often confusing in the sense of **true** innovation versus **design** innovation.

I challenge you!

TRUE INNOVATION

The one true idea, or hypothesis that drives the evolution of a concept.

whereas

DESIGN INNOVATION

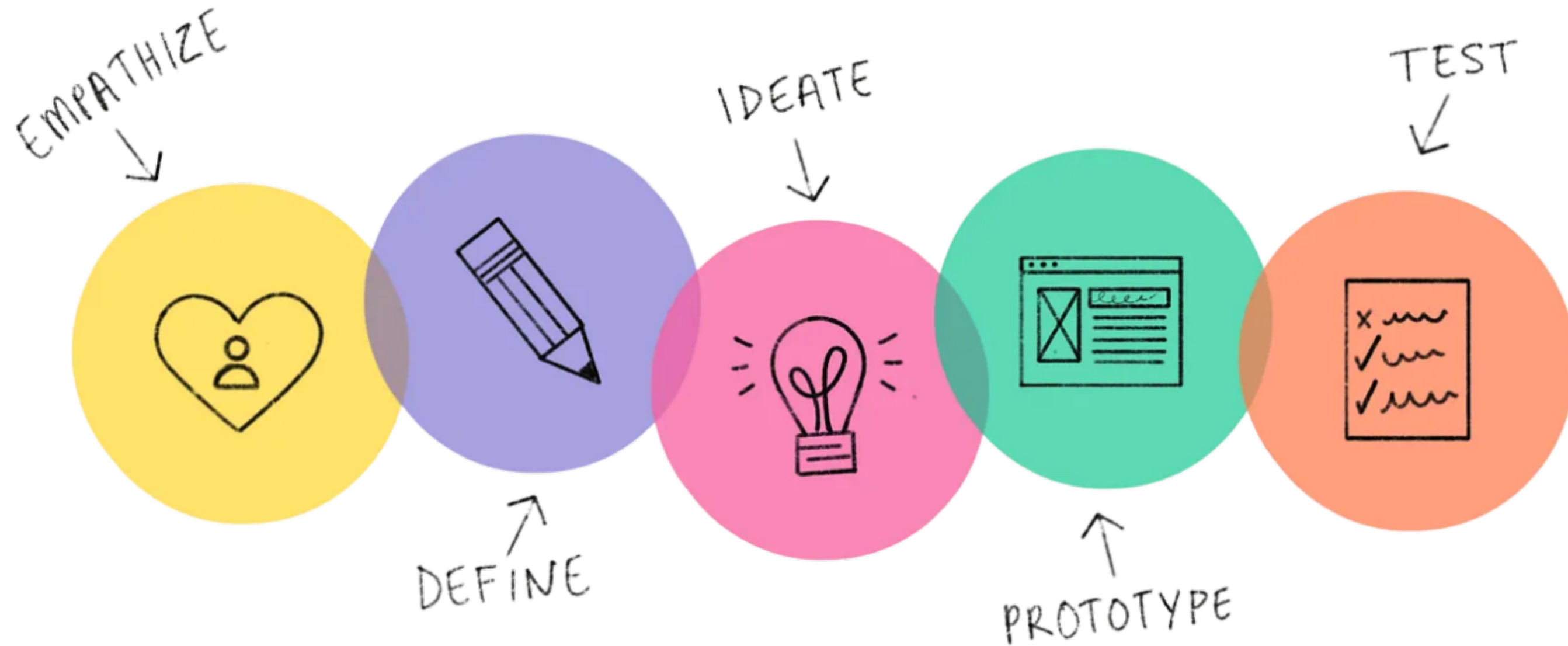
Is very much a continued evolution on a theme...in many cases the two are often intertwined.



“ THE PROCESS ”

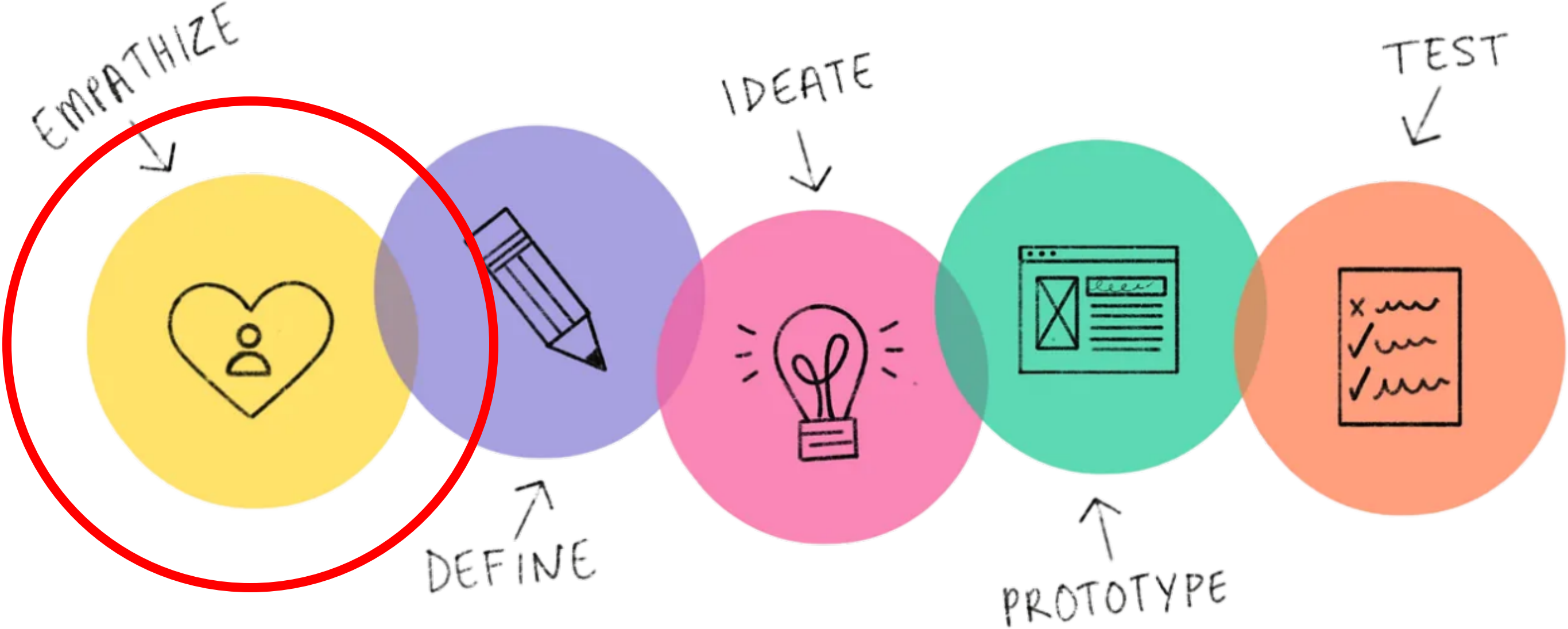
Design thinking process

REPEATABLE



Design thinking process

EMPATHIZE



Empathy is the first step in Design Thinking.

Understand and share the same **feelings that others feel.**

Put ourselves in other people's shoes and connect with how they might be feeling about their problem, circumstance, or situation.



RESEARCH

RESEARCH is key to understanding the problem and plays a critical role in Design Thinking.

We have more tools than ever to extract the data we require to frame the problem.

Images, immersion, POV, competitors, raw data, field visits, interviews, video, social media, online qualitative, quantitative are all in consideration.





“
INSIGHTS
”

Insight is how we refer to a theme or pattern across research in the Design Thinking process.

Identifying these takes time, reflection, and patience.

Question, “Is this an insight?” or “Is it relevant, too general?”
No matter. Contribute , share and validate through explorations.





Insight example

"Plastic waste is not just a Kenya problem, but it's a worldwide problem," said Nzambi Matee.

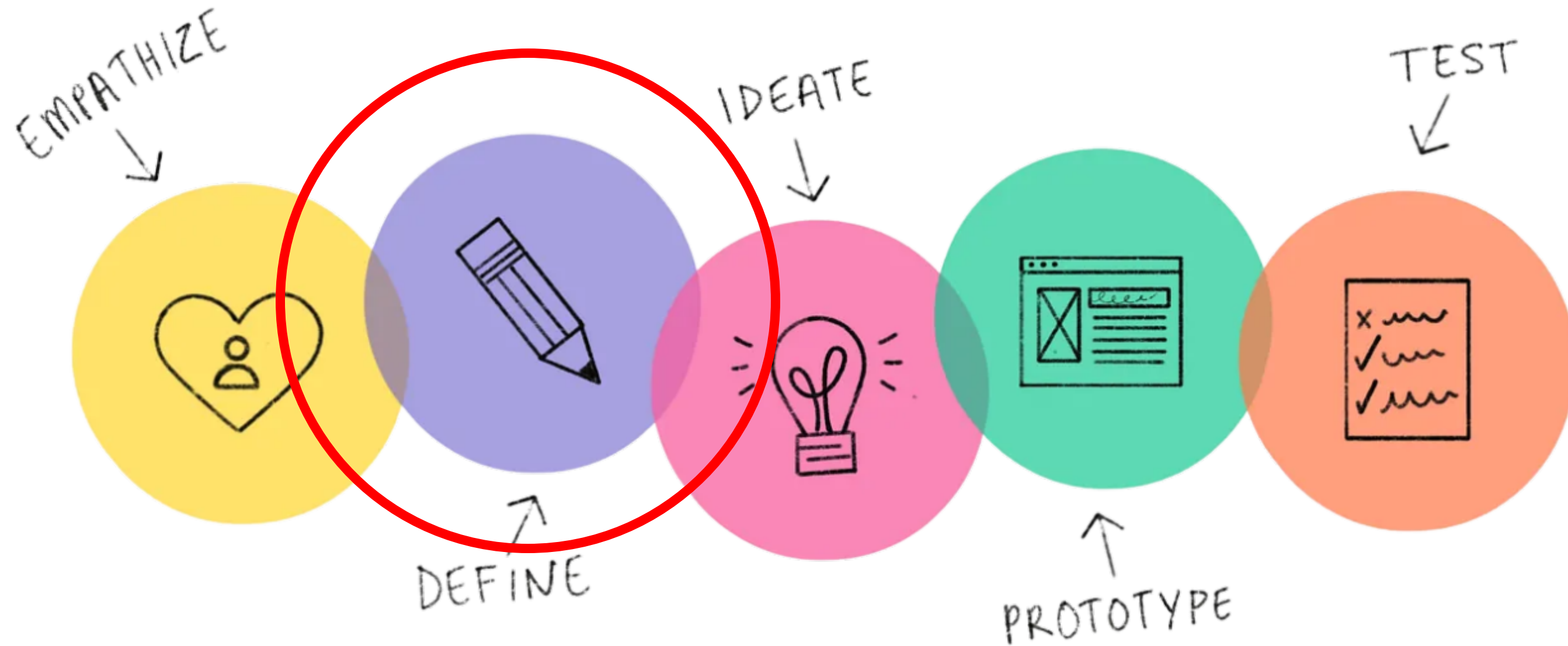
"Here in Nairobi Kenya, we generate about 500 metric tones of plastic waste every single day and only a fraction of that is recycled."

"We decided what more can we do instead of just sitting in the sidelines and complaining.

Essentially, companies have to pay to dispose the waste, so we solved their problem."

Design thinking process

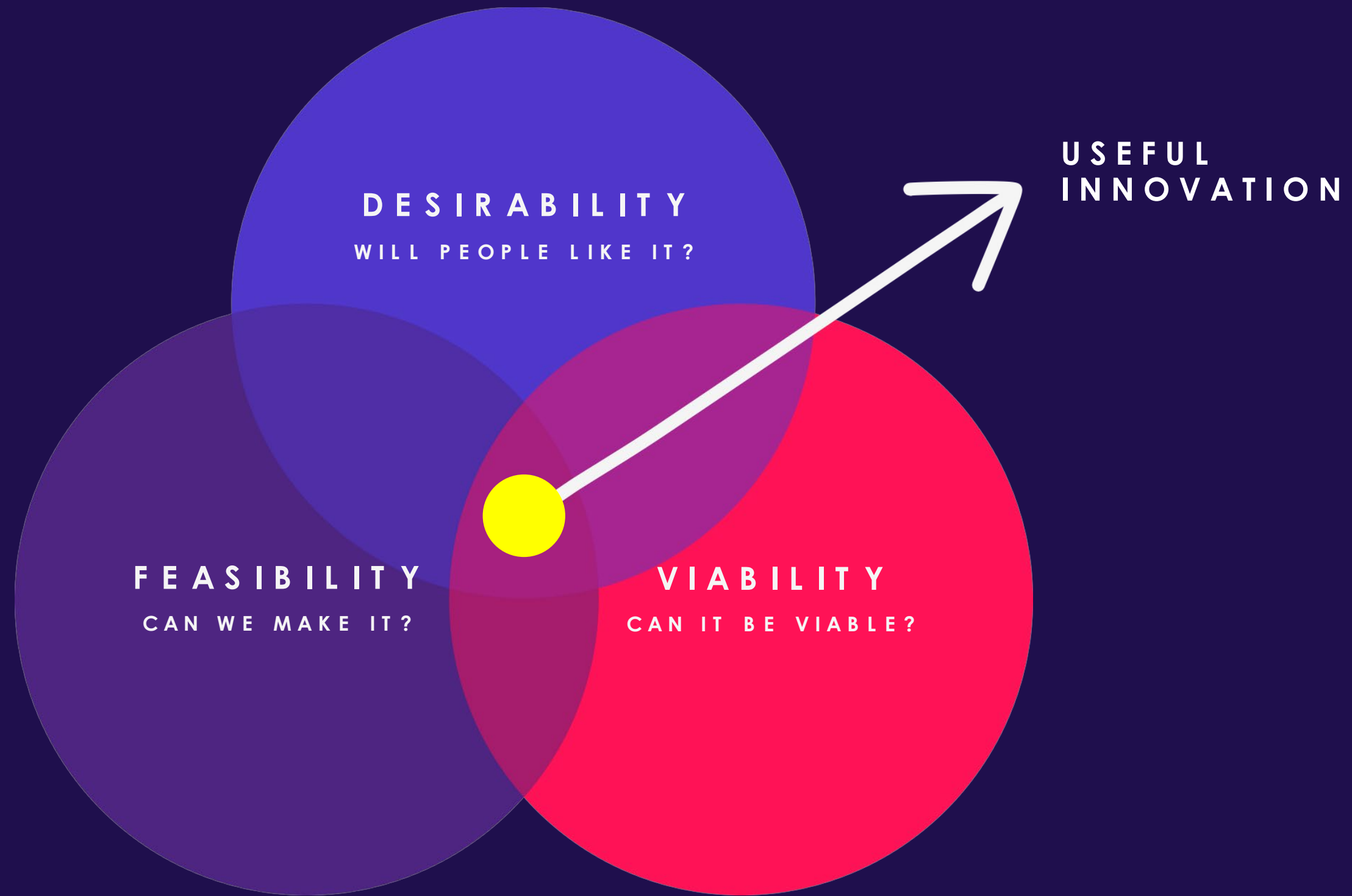
DEFINE



The **Define phase** of Design Thinking is essential to help us understand the problem and develop practical, meaningful solutions.

Take the raw data and findings from research, interviews, surveys, and analysis of the problem – gathered in the empathize stage –
and make sense of it.

**We often get caught up in specific details,
its best to resist this urge in the early stages
of Design Thinking as it will often have you
lose focus of the larger problem to be solved.**



Design Thinking

Strategy vs Tactics.
Critical in Define Phase.

Strategy

General plan to achieve one or more long-term or overall goals under conditions of uncertainty

Tactics

A conceptual action or short series of actions with the aim of achieving of a short-term goal.

True or Design ?



PRODUCT EXAMPLE

Strategy

Drinkable water in locations of unclean sources

Tactics

- Make portable
- Make it small in size
- Portable heat for boiling
- Filtration systems
- Use the sun (condensation)

True or Design ?



SERVICE EXAMPLE

Strategy

Change the level of trust and reliability of taxis

Tactics

Make ordering easy
No language barrier
Price elasticity
Upfront pricing
Eliminate cheating
Ratings

From Empathy

July 1997: Shane Perry, 22, dies after his pickup truck hits a trailer wheel lying in his path on Highway 400 north of Rutherford Rd.

Dec. 28, 1996: Mary Louise Jessiman, 40, and her mother, Robina Campbell, 58, of Mississauga, are killed on Highway 401 near Oshawa by a set of wheels that fly off a truck.

2015 there had been “82 cases of ‘separated’ wheels on Ontario highways.

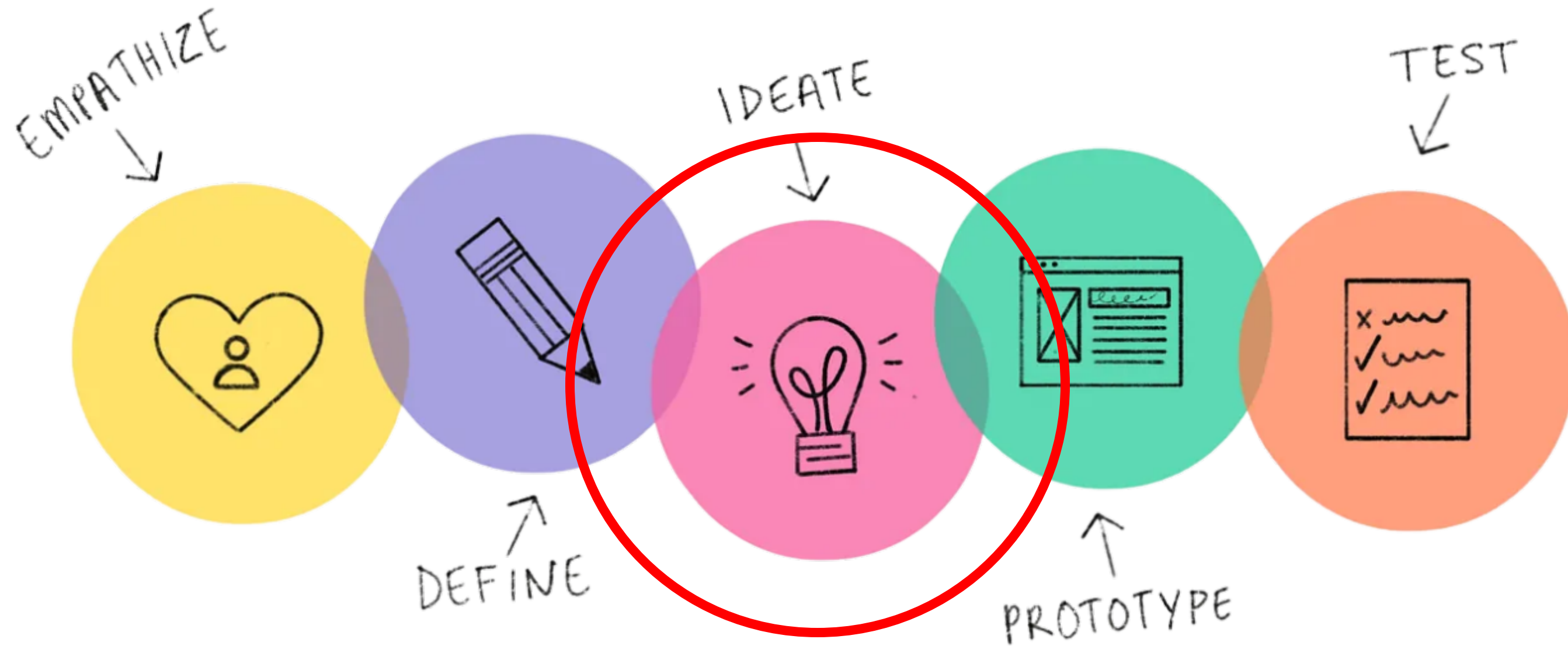
Although those numbers are high, they were much higher in 1997 at 215.”

A true empathetic innovation



Design thinking process

IDEATE





Life is so amazing
Just change the
way you see it.

Accept all the things
that life gives you.
Be adaptable towards
your life. If you can't
argue with the death
don't do it with life.
- (ARZOO)

Live ^{Be your}
Young! ^{own person}

- Grab a post-it.
- Write, draw or doodle your story.
- Just make sure it fits on one side.
- Leave your name and number at the back.
- Win Amazing Prizes.

will you change
behaviour

Who will love
this he will
mod from
to Nitya Nitya

Enjoy your
Because
succeed, you
to all the
you succeed
So, enjoy

KISS
Keep it
Safe

may change at die,
but you better finally
waiting to see

Just look
IT
Pete Palfrey

o! yo!
Keep Calm,
Be happy, live
happy - many

Keep Calm
& Be Happy!!
- Vicky -

I Love
myself
Stay happy
Stay foolish

I am my
Proud
a

I am
Just
too fuck

Please
spread
the message of
gender neutral
all over the
world

Love the way
you like!
Just love
yourself!

OUR 10 Super hit Post!
10
10
10
10
10
10
10
10
10
10

I love
Mother

Meeting
Parous the
brow
Go, Be Brave!
+ @

You
Kings (RP)
(KATU) / 10

OUT of
HOUSE, Building
WUNDERFUL
ways

Love love of
my life
Lohith

book part me
yanak hai??
- Praveen

Death is painful

dots of books
& fan letters to
read

My feet

10

This is
must have
wanted to be doing
walking and up
mountain a day
10/2

With
the

Ideation

Open your mind...be CURIOUS.

When you feel stuck, encourage yourself to keep going...seek out others.

Don't limit your ideas by thinking about constraints of time, money, resources, etc.

Look to nature.....other non subject related influences.

More tools than ever...

**The more ideas the better...but
decisions must be made**

AND

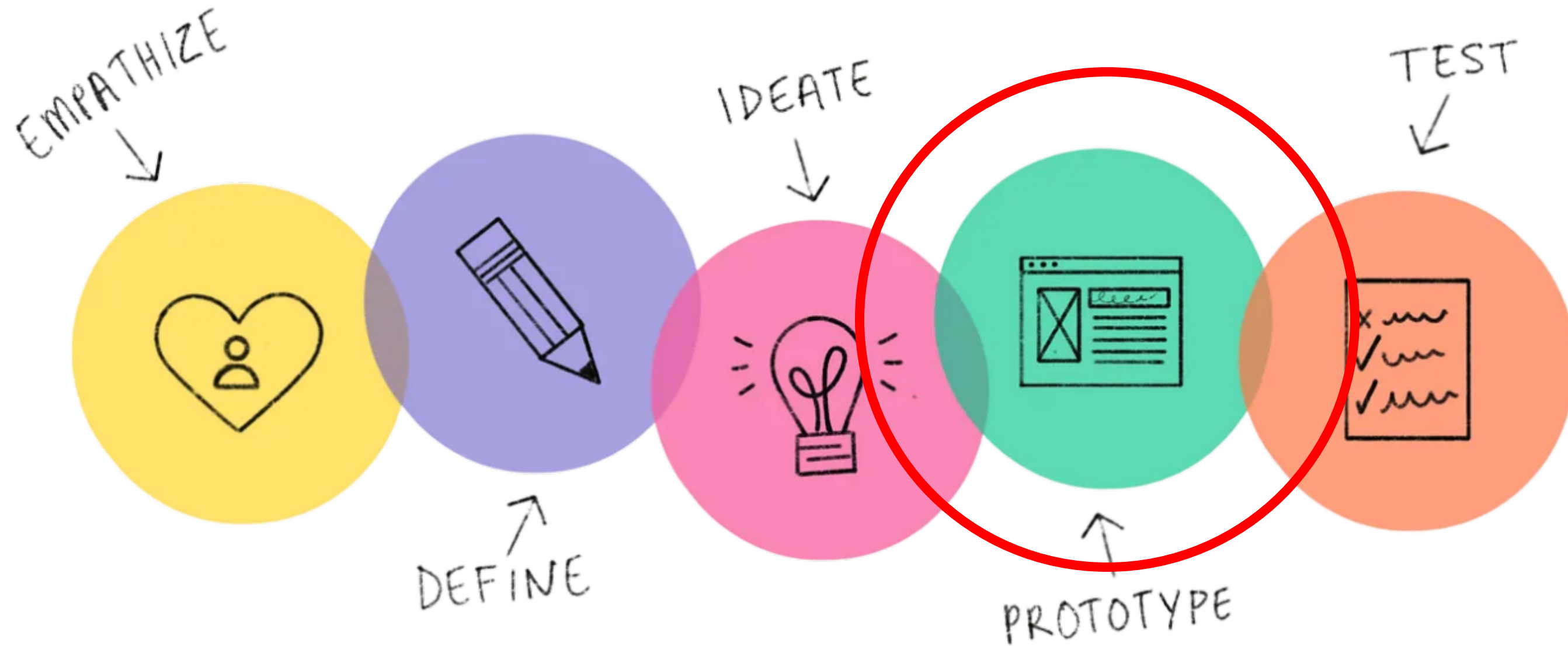
**Always think BEYOND....embrace
all aspects of the human
experience chain.**

Avoid Paralysis.

Make decisions!

Design thinking process

PROTOTYPE

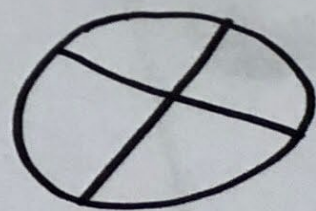


Prototype is a preliminary version of a product or service that is used to test and refine ideas.

Prototypes are a **key part** of the Design Thinking process, helping us to communicate our ideas, explore possibilities, and avoid costly mistakes.

Prototypes **do not** need to be
sophisticated.

Étape 1/2..



REMPLE TES INFOS !

NOM

PRÉNOM

MAIL

NOTEL

CHOISIS TON PSEUDO !

...

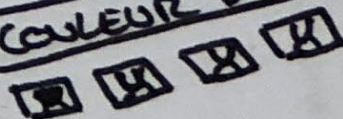
Étape 2/2



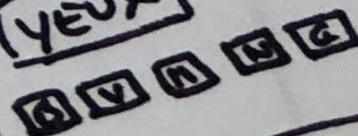
CRÉE TON AVATAR !



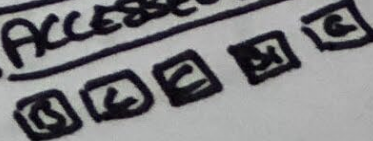
COULEUR DE PEAU



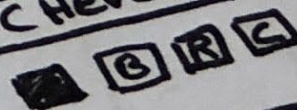
YEUX



ACCESSOIRES



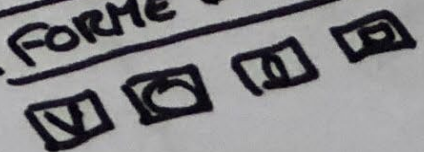
CHEVEUX



COIFFURE



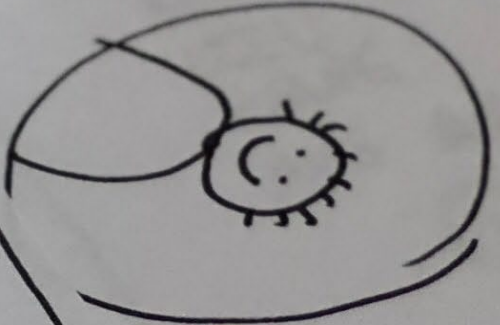
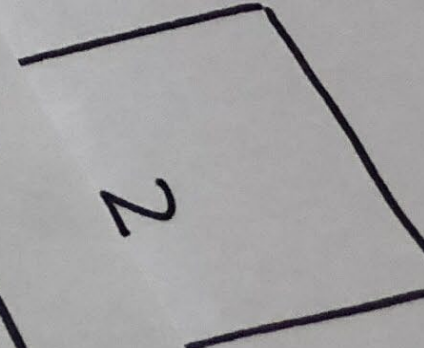
FORME DU VISAGE



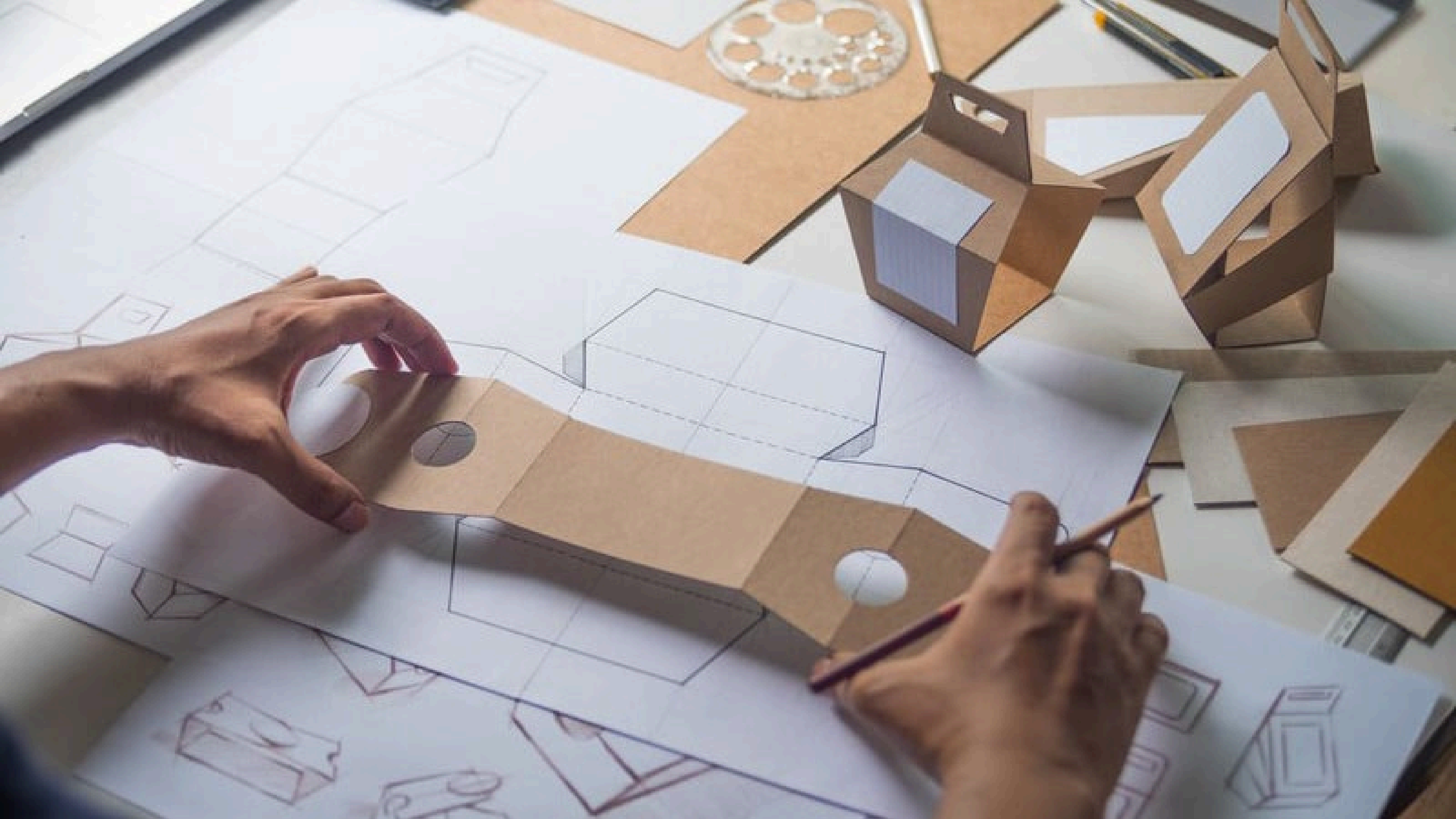
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IR AVANT LA FIN
ONDE

LE QR CODE
BAR !

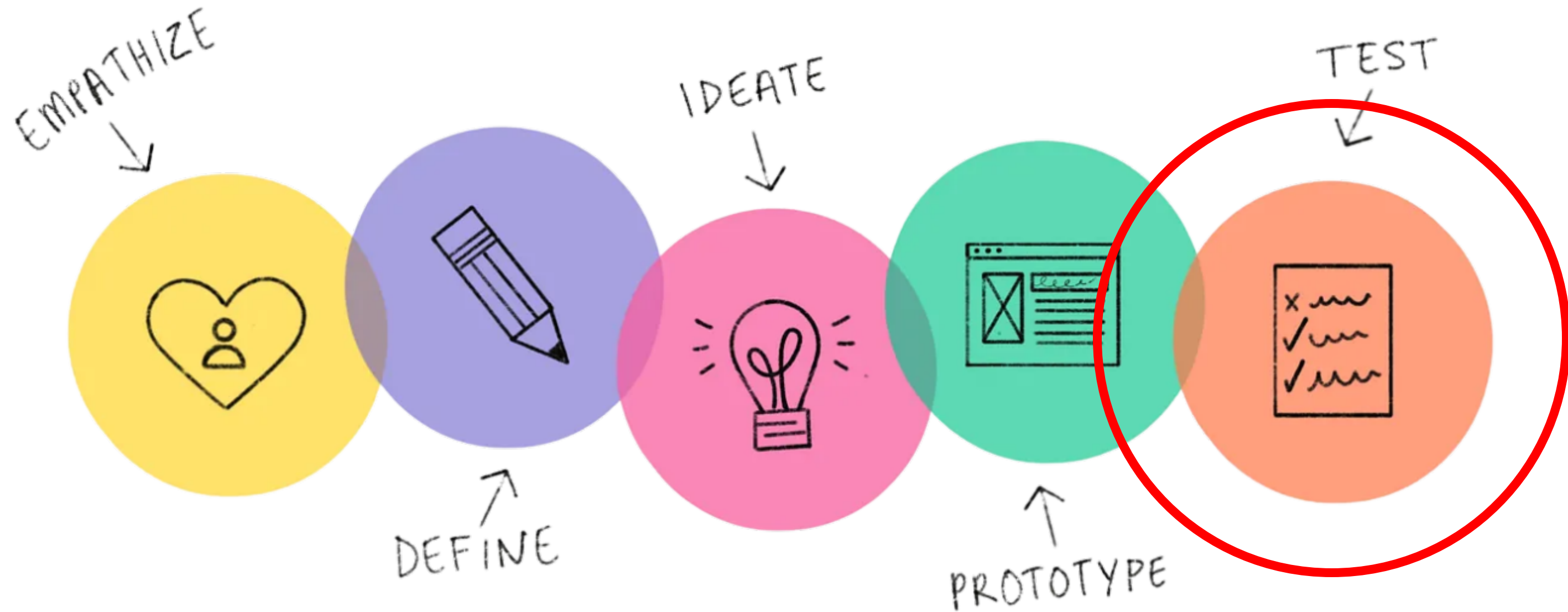


MISSER
VOTRE AVIS



Design thinking process

TEST & VALIDATE



Testing and validation help ensure solutions meet user needs and business objectives.

Validate assumptions, refine prototypes, ensures solutions meet user needs, provide opportunities to transform user feedback into **actionable insights.**

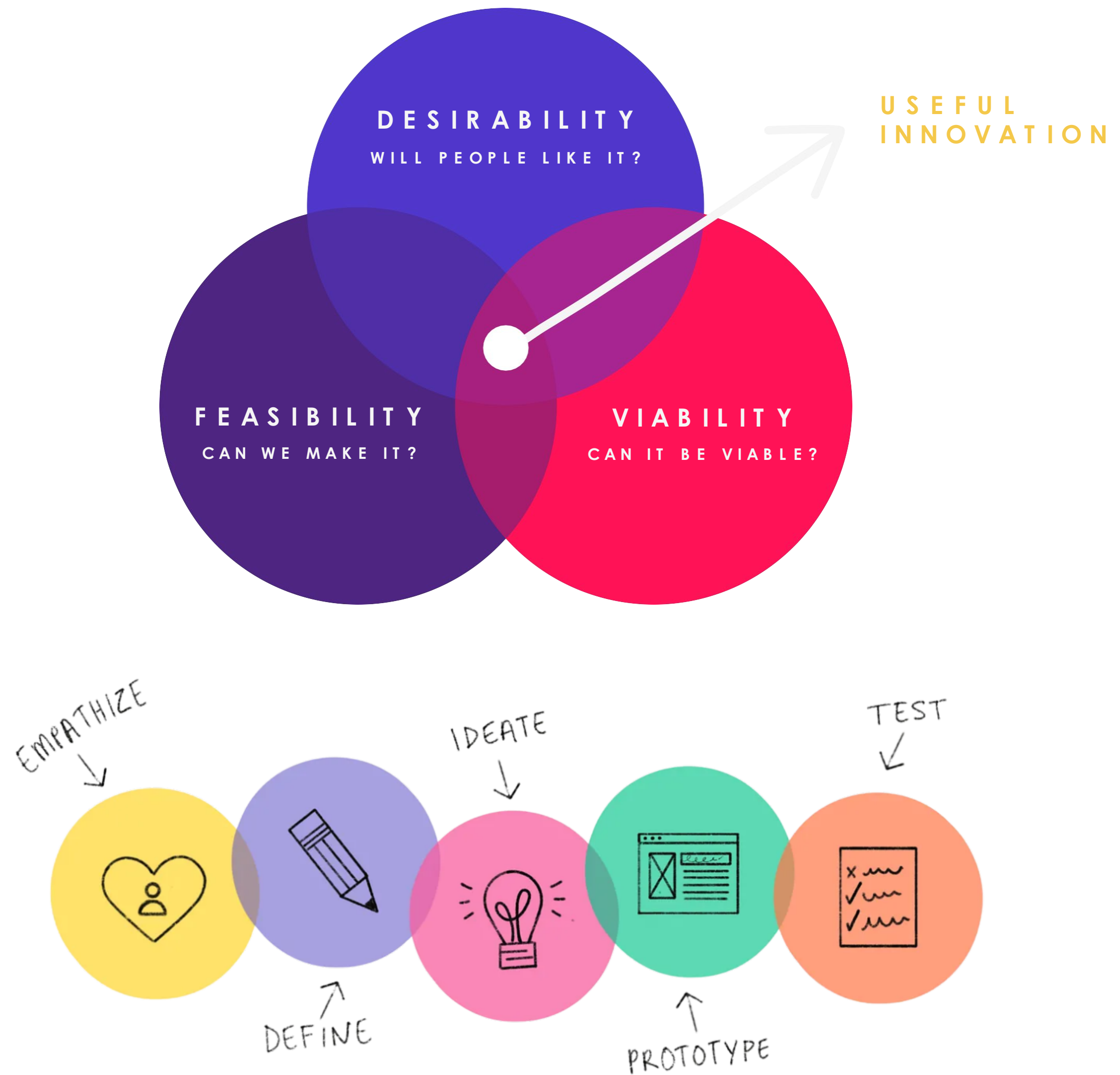
LOVE DATA!!



**WORTH THE
READ**



Recap



THANK YOU!