GEN0307

MIRACLE OF THOUGHT

Chapter 6

Design Thinking

OVERVIEW

Concept	Innovation	Process	Technique	Workshop

Design Thinking Concept

Design Thinking Concept

Design Thinking

Design Thinking Concept

"**The design thinking process** is Thought process to solve a problem or problem at the right point as well as developing new concepts to solve problems or problems set in order to find the best and most suitable way"

Design Thinking Concept

"Design Thinking is a problem-solving process based on the user/consumer core. (User-centered) with the intention of creating concrete future results. in order to meet and solve problems effectively Including creating new innovations that is beneficial to consumers"

Design Thinking Beneficials

1. Practice problem-solving and step-by-step solutions: This process will lead to a more thoughtful and detailed problem-solving process. makes it possible to fully understand the problem and fix it on the spot.

2. There are many options: thinking based on a variety of data. and thinking of ways or sharing good ideas in a variety of ways make the best choice before being used to solve real problems or put into practice.

3. have the best options Most suitable : When there are many options, we will know how to think analytically. And this analytical thinking will allow us to choose the best and most effective alternative.

4. Practice creativity: sharing ideas and brainstorming. It will make the brain practice thinking in various ways. various methods many perspectives And make me know how to find new strange ways, which is the basis for practicing good creativity. That is a good basis for solving problems. as well as management as well.
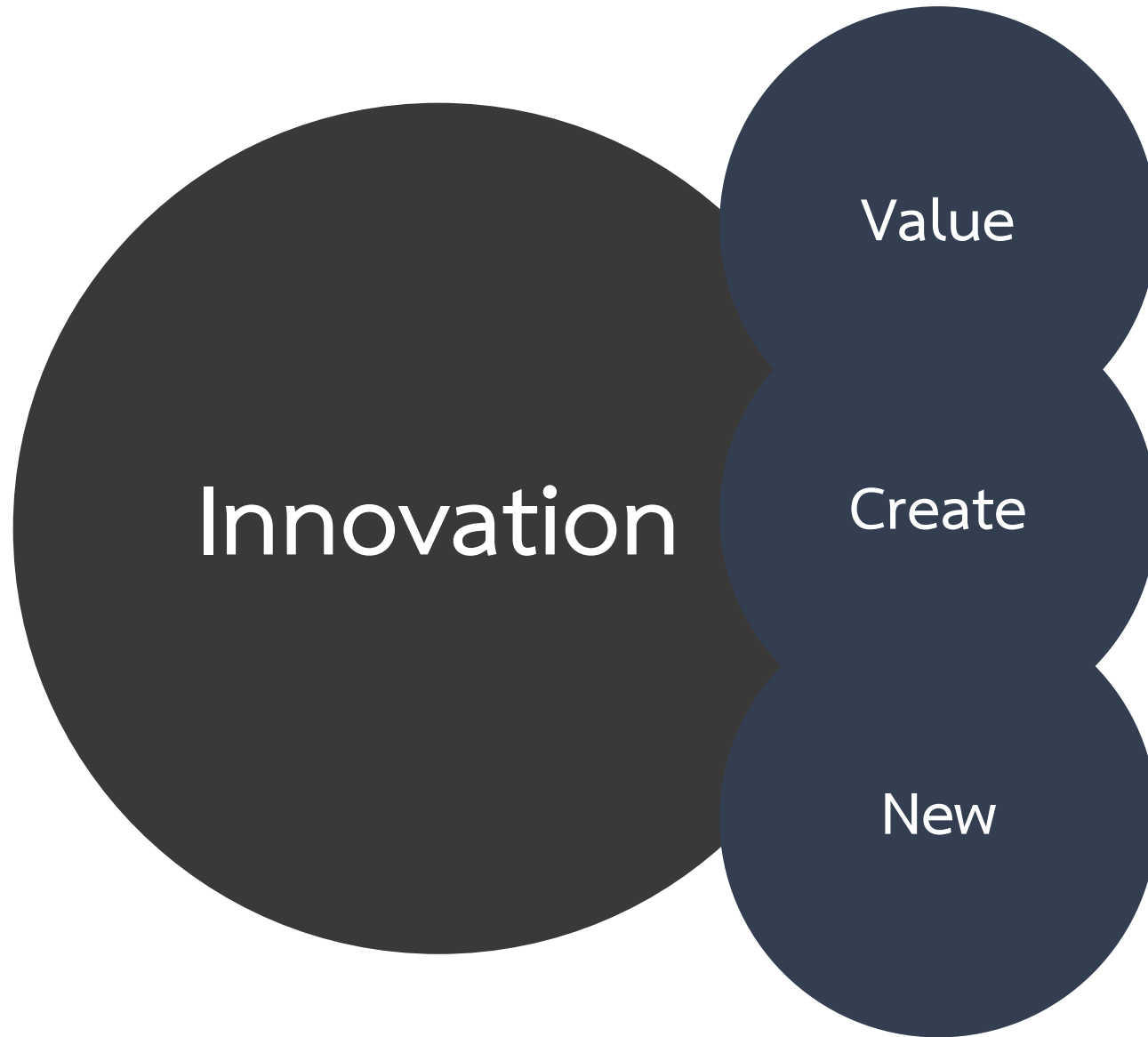
Design Thinking Benefitcial

5. New processes and new innovations: There are many different ways of thinking. as well as sharing many good ideas as a result of discovering new ways or new innovations can come up as well

6. Having a contingency plan for solving problems : Thinking in a variety of ways, besides allowing us to analyze and choose the best way, it also allows us to have backup options by going through the priority process already. This allows us to choose to solve problems in a timely manner if the chosen method is unsuccessful.

7. The organization works systematically: when personnel are trained to think systematically, they will cultivate a good working system. That inevitably results in the organization working systematically. and work more efficiently as well Increase the potential of personnel and the organization in it self.
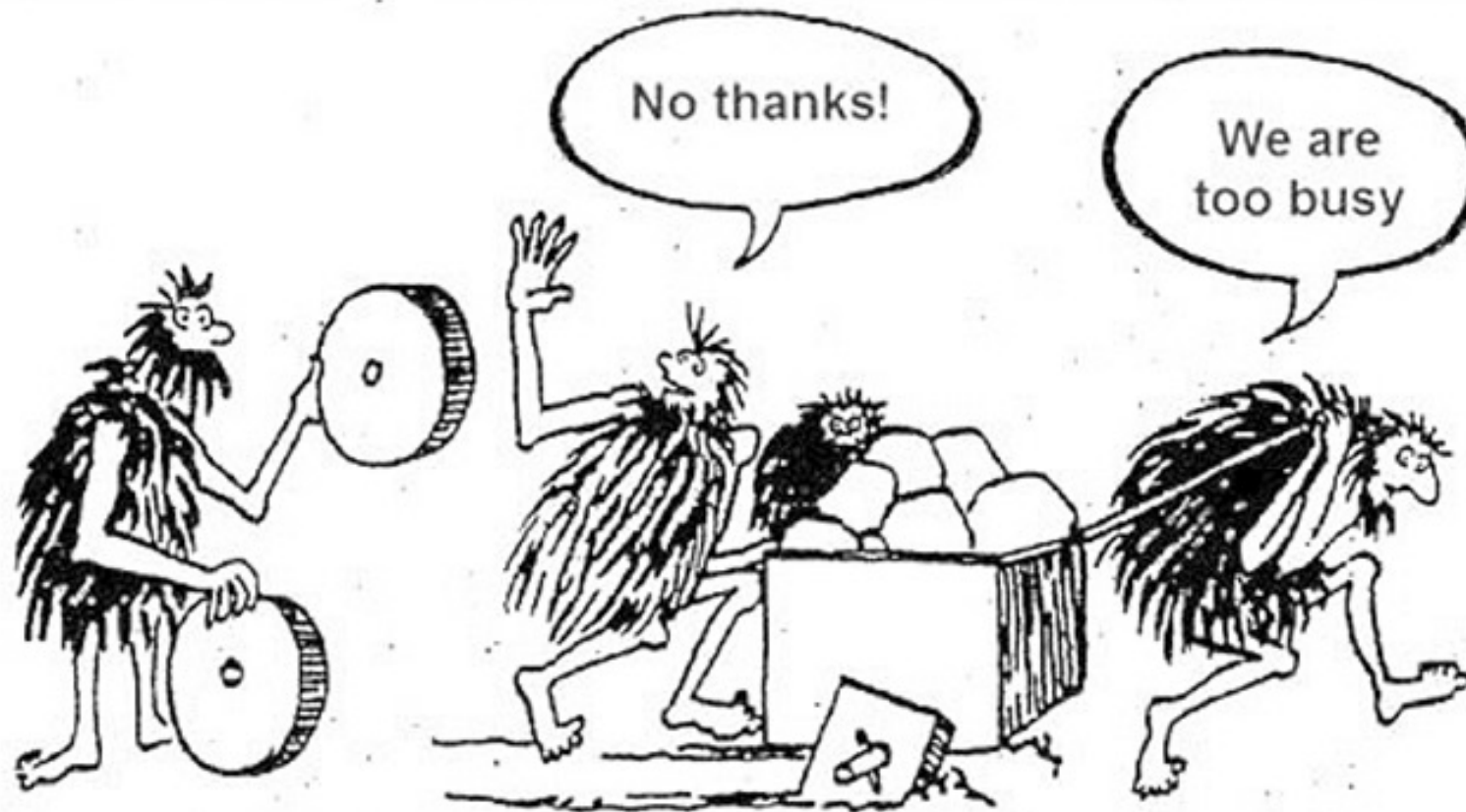
What is Innovation?

What is Innovation ?

Innovation

Value

Create

New

Innovation is something new that solves problems and responds to consumers. that are valuable and beneficial to consumers.

Innovation

Cool tech without customer value is not

INNOVATION

...it's just

INVENTION

Design Thinking Process

Design Thinking Process

Design Thinking (Design Thinking Process) will be able to enable the order of operations. as well as know how to think and process to solve problems Until being able to create innovations or results to meet the needs. The process of design thinking (Design Thinking Process) in a universal way has been created interestingly and is a 5-step process as follows:
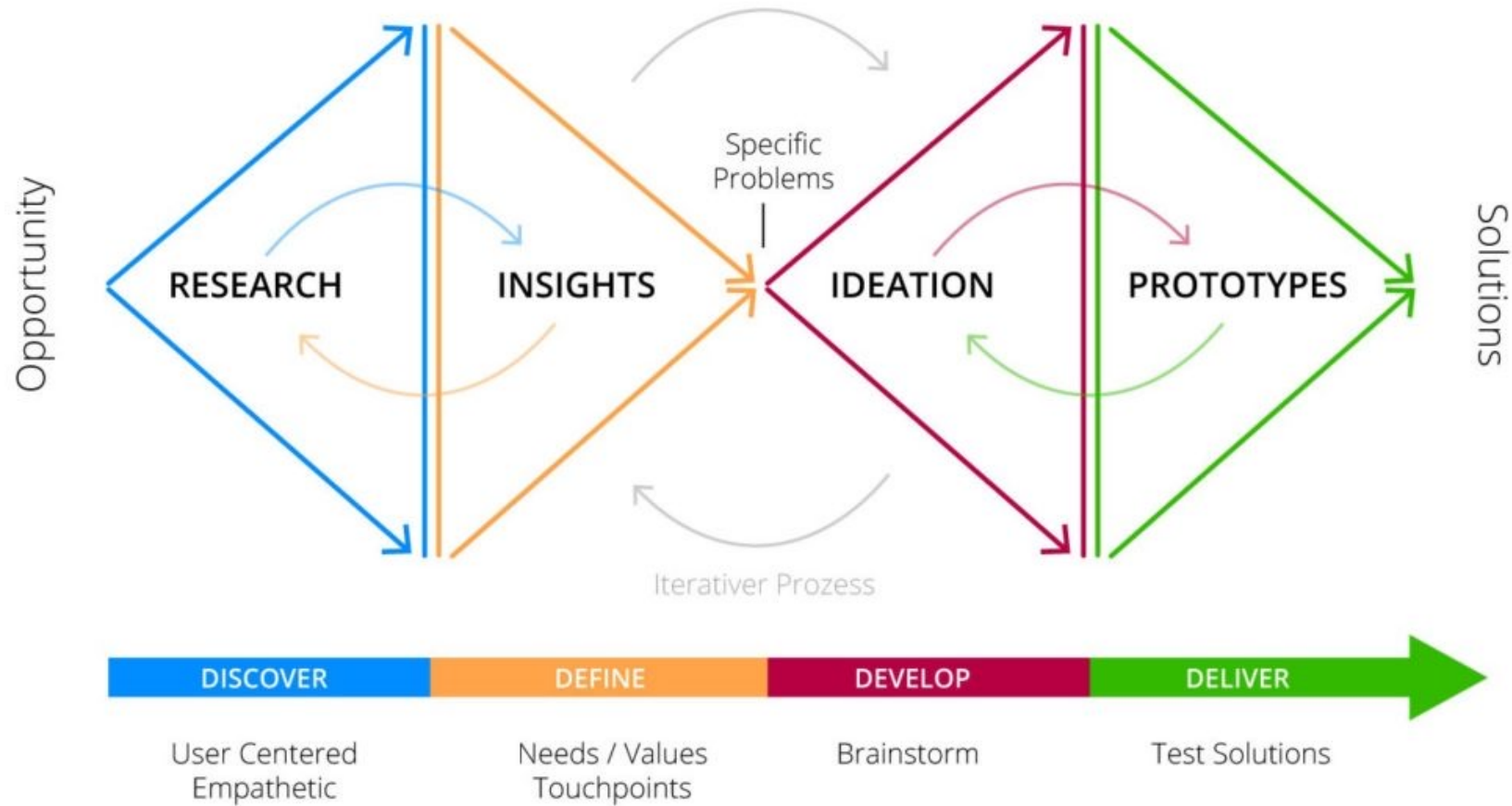
Empathize: understand the problem

Define: Define the problem clearly.

Ideate : brainstorming

Prototype : Create the selected prototype.

Test : test

Design Thinking Process

Design Thinking Process

Empathize

The first step is to fully understand the problem from all angles. as well as understanding the target users
Or understand what needs to be fixed in order to find the most appropriate and best way.

Understanding a question may begin with asking a question. make a hypothesis Stimulate the use of ideas that lead to good creativity. as well as thoroughly analyzing the problem to find clear guidelines.

Getting the right insight into a problem leads to precise solutions and great results.

Define

when knowing the clear problem information as well as comprehensive analysis.

Take all the information to analyze in order to filter out the real problem.

clearly defines or identifies the problem In order to be a guideline for further operations Including having a core to fix problems in a direction.

Design Thinking Process

Ideate

Brainstorming is the presentation of ideas and solutions in an unconstrained manner.

Brainstorming should be done from various perspectives. various methods Out as much as possible in order to be a database from which we will evaluate to conclude the best idea for solving the problem.

Brainstorming also helps us look at problems in a more comprehensive and detailed way. Including finding solutions carefully as well.

Prototype

If it's about product design or innovation, this prototype is to create a prototype to test it before it actually goes into production.

This step is to practice or actually try it according to the method that has already been chosen. as well as creating prototypes of operations that we want to actually use

Design Thinking Process

Test

Try to bring prototypes or conclusions that will be applied to practice first. to test performance as well as evaluate.

Completed, then bring the problems or pros and cons that occur to bring improvements. before actually using it again.

ขั้นตอนกระบวน
ความคิดเชิงออกแบบ

1 **EMPHASIZE:** ทำความเข้าใจกับปัญหาต่างๆ โดยการรับฟังความคิดเห็นและข้อมูลจากคนอื่น

2 **DEFINE:** ระบุและสรุปปัญหา กำหนดเป้าหมายของปัญหาที่ต้องการแก้ไขหรือเป้าหมายที่ต้องการออกแบบ

3 **IDEATE:** ระดมไอเดีย หรือ BRAINSTORMING โดยยึดตามเป้าหมายที่เรากำหนดไว้เป็นหลัก

4 **PROTOTYPE:** สร้างแบบจำลองตามไอเดียที่ได้มาจากข้อ 3

5 **TEST:** ทดสอบแบบจำลองนั้น และ รับฟัง FEEDBACK จากผู้ใช้ หรือ บุคคลที่มีปัญหาว่า แบบจำลองนี้ได้ช่วยแก้ไขปัญหาหรือไม่ หากไม่ตอบโจทย์ของปัญหาก็กลับไปทำใหม่
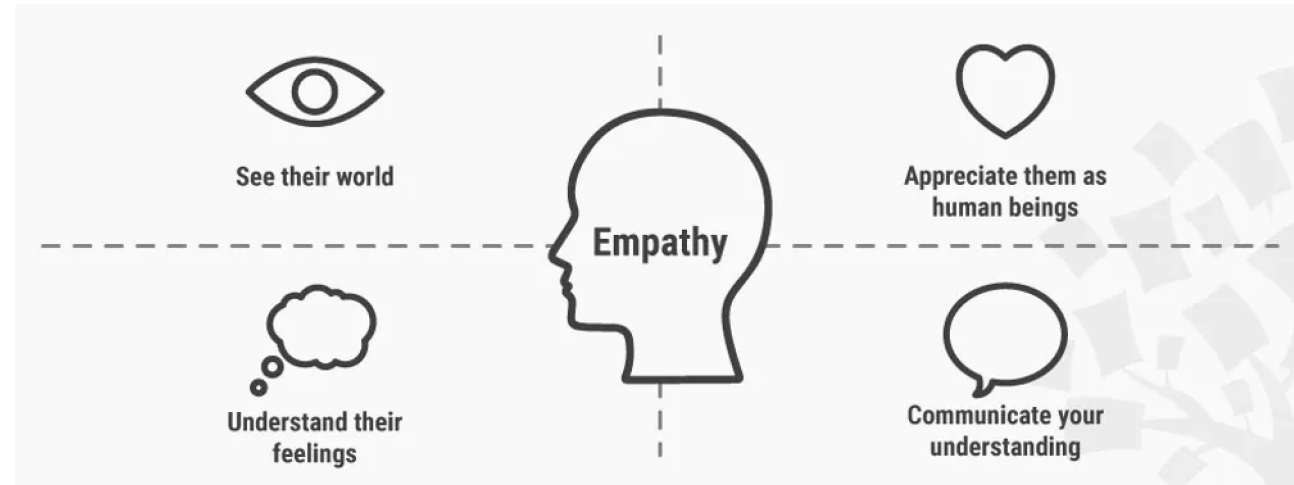
Design Thinking Technique
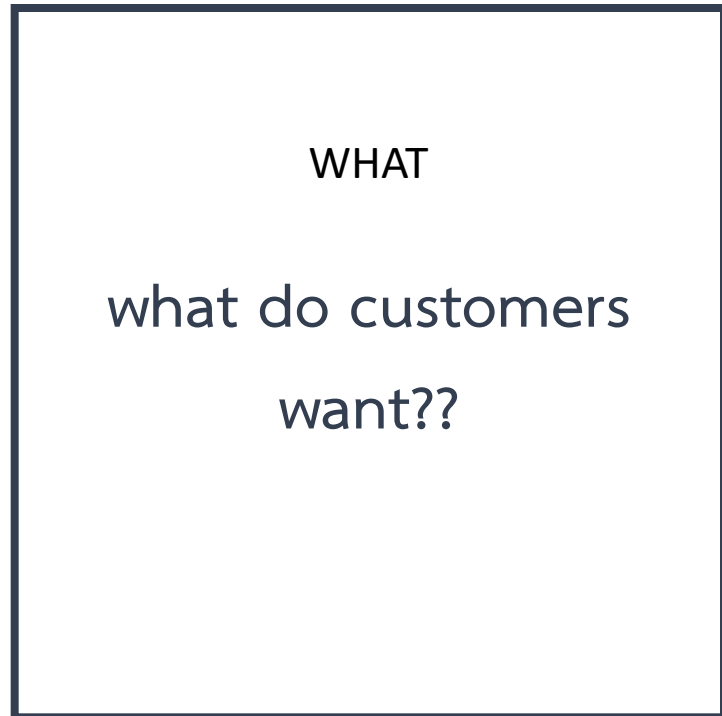
Design Thinking Technique

Empathize Technique
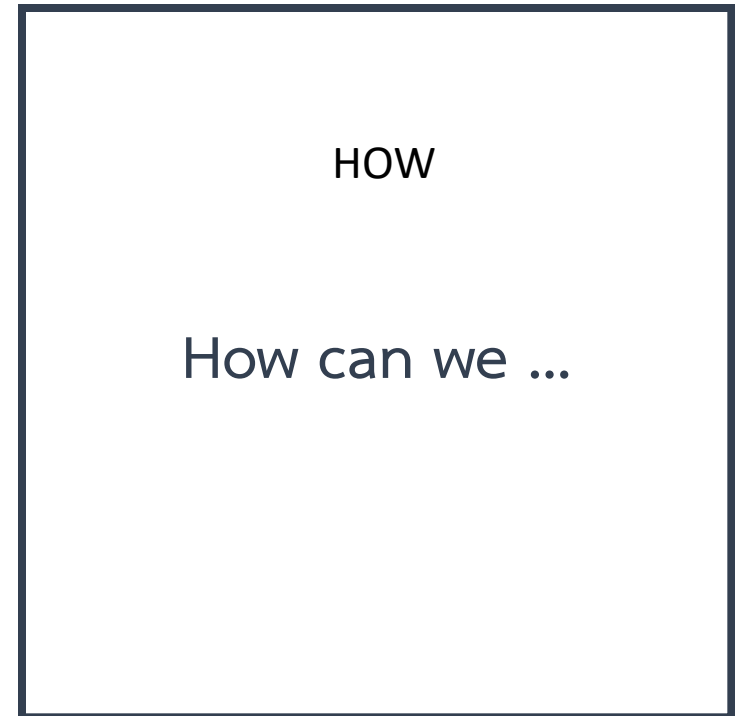
1. Observe
2. Interview
3. Immerse

Define Technique

1. How might we..?

Design Thinking Technique

WHAT

what do customers want??

+

HOW

How can we ...

Workshop

Design Thinking Workshop

My shoes