

# THE FUNDAMENTALS OF



# DESIGN THINKING

**NIKAO** CONSULTING

A Nikao Consulting Training Course Outline

**FUTURE**

**“The best way to predict the future is to create it.”**

— PETER DRUCKER

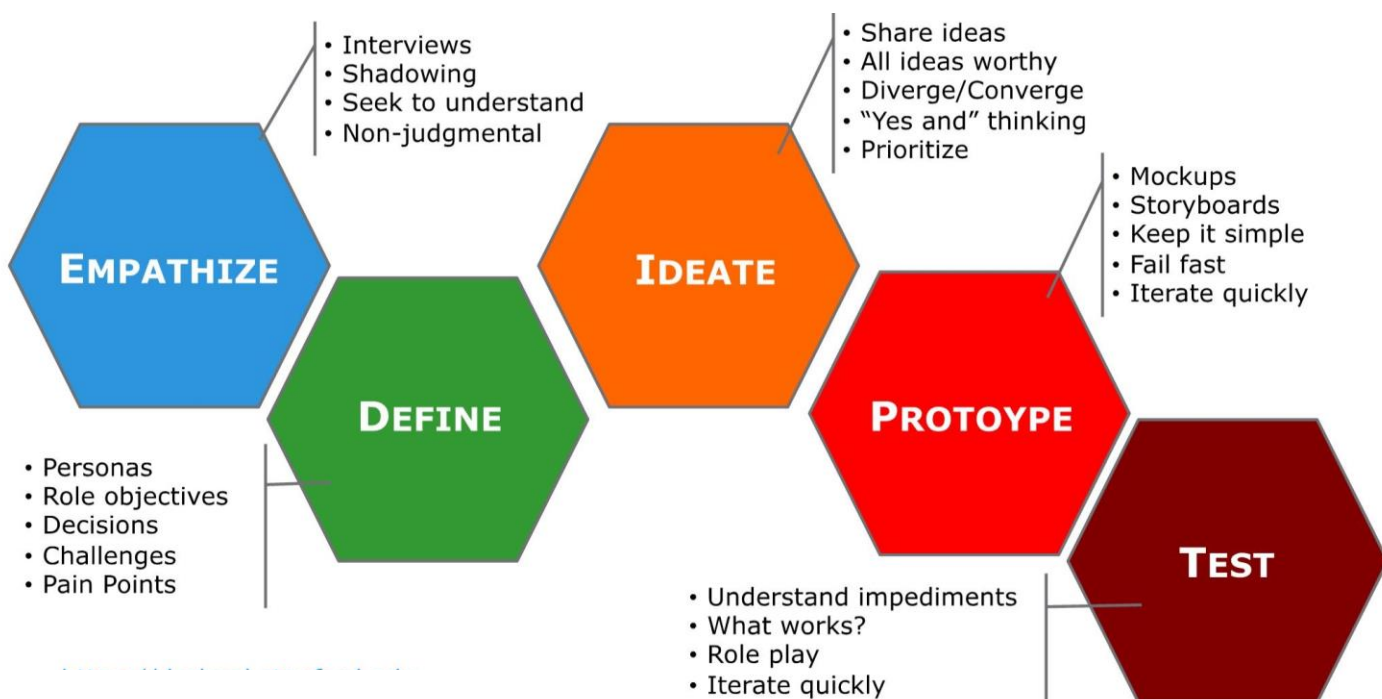




## WHAT IS DESIGN THINKING?

Design thinking is an agile, iterative process for approaching design and innovation that centers on users' desires and needs, and enables your company to pivot as the industry changes and technology evolves.

As such, the design thinking methodology encourages questioning, experimenting, observing and innovating in an environment that embraces diverse opinions and ideas.





## **COURSE OBJECTIVES**

1. Introduction to Design Thinking and Successful Case Examples
2. 4 Question to Structured Design Thinking for Innovation
3. Business Model Innovation and which Challenges best suit Design Thinking
4. The Design Thinking Space and the Physics of Innovation
5. The Idea Generation Process and Design Brief
6. Experimentation - What Wows and What Works
7. Design Tools: Storytelling, Ethnography, Projective Techniques, Mind mapping, Personas, Brainstorming, Learning Launch, Secondary Research, Assumption Testing, Prototyping



## COURSE OUTLINE (DAY 1)

### MODULE 1. CREATIVITY & DESIGN THINKING FRAMEWORKS

- What is Design? (A definition)
- The 4 W's of Creativity
- Exercise: 1000+ Emails
- What is Design Thinking?
- The 5 Stages of Design Thinking
- Exercise: Design a Wallet/Purse

### MODULE 2. THE DESIGN CHALLENGE

- Should we apply Design Thinking to everything?
- Design Thinking vs Linear Analytic Methods (4 Questions)
- 8 Situations when “constrained” + 10 Questions to Shortlist Design Challenge
- 5 Key First Foundations
- Design Problem Statement

### MODULE 3. THE EMPATHIZE PHASE

- What is Empathy? The ability to SEE
- 4 Methods in Empathy & Ethnography
- Shadowing and Customer Journey Maps
- Interviews (Empathy & Explorative)
- Empathy Maps
- Exercise & Case Study (Good Kitchen)
- 7 Best Practices of Ethnography

### MODULE 4. THE DEFINE PHASE

- What is the Design Phase
- Creating Personas
- How Might We
- Building a Problem Statement
- Using Storytelling
- 6 Important Tips for Define Phase



## COURSE OUTLINE (DAY 2)

### MODULE 5. THE IDEATE PHASE

- The Steps and Mindset of Creativity - the 4 W's (recap)
- Select the right techniques to find ideas
- Yellow Pages of Knowledge
- Brainstorming, Affinity Diagrams
- Co-Creation, Charette Method
- Mind mapping for Ideas
- Dot Voting

### MODULE 6. THE PROTOTYPE PHASE

- Should we apply Design Thinking to everything?
- Design Thinking vs Linear Analytic Methods (4 Questions)
- 8 Situations when “constrained” + 10 Questions to Shortlist Design Challenge
- 5 Key First Foundations
- Design Problem Statement

### MODULE 7. THE TESTING PHASE

- Different Types of Prototypes
- 6 Best Practice Tips for Gathering Feedback
- Paper Prototypes
- Model Prototypes
- Roleplay Prototypes
- Assumption Testing
- 31 Prototype Questions for Feedback
- The 5x5x5x5x5 Formula
- Finding the WOW Zone

### MODULE 8. DESIGN THINKING AND BUSINESS

- Case Studies of Design Thinking in Practice
- Design Thinking Test
- Tools to use in Design Thinking
- The Roadmap to Implementing Design Thinking
- Your Top Takeaways and Action Planning



# 3

# STAGE three



the quality of being new and fresh and interesting

## novelty

## originality

if you don't research into the brief it will be harder to understand and you will not be able to answer the question for the client resulting in an unsuccessful job and an unhappy client (not what you want)

The capacity to act or think independently.

generate ideas

- brainstorm
- look at other work
- carry a notepad
- doodle
- listen

stage 3 (ideate) can not occur without stage one (Define) and stage two (Research)

### KEY

- = Define
- = Research
- = Ideate

## knowledge

to create potential solutions



### STAGE ONE



### STAGE TWO



# IDEATE

## 1 & 2 = 3

developing a new way of looking at something

- juxtaposition
- incongruous
- pairing
- modification
- ambiguity

a combined application of intelligence and imagination

- addition
- missing links
- homage
- pastiche
- appropriation
- cliché
- incongruity

what is creativity?

## creativity

you need the brief to apply creativity

changing the way another person looks at something

if the brief is answered then you have been creative

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