

Ana Simoes, 2022

Design

Thinking

Workshop

A creative,
innovative
and human-
centred
approach to
business

Today's Agenda

1 Introduction to Design Thinking

2 Design Thinking tools

3 Online resources

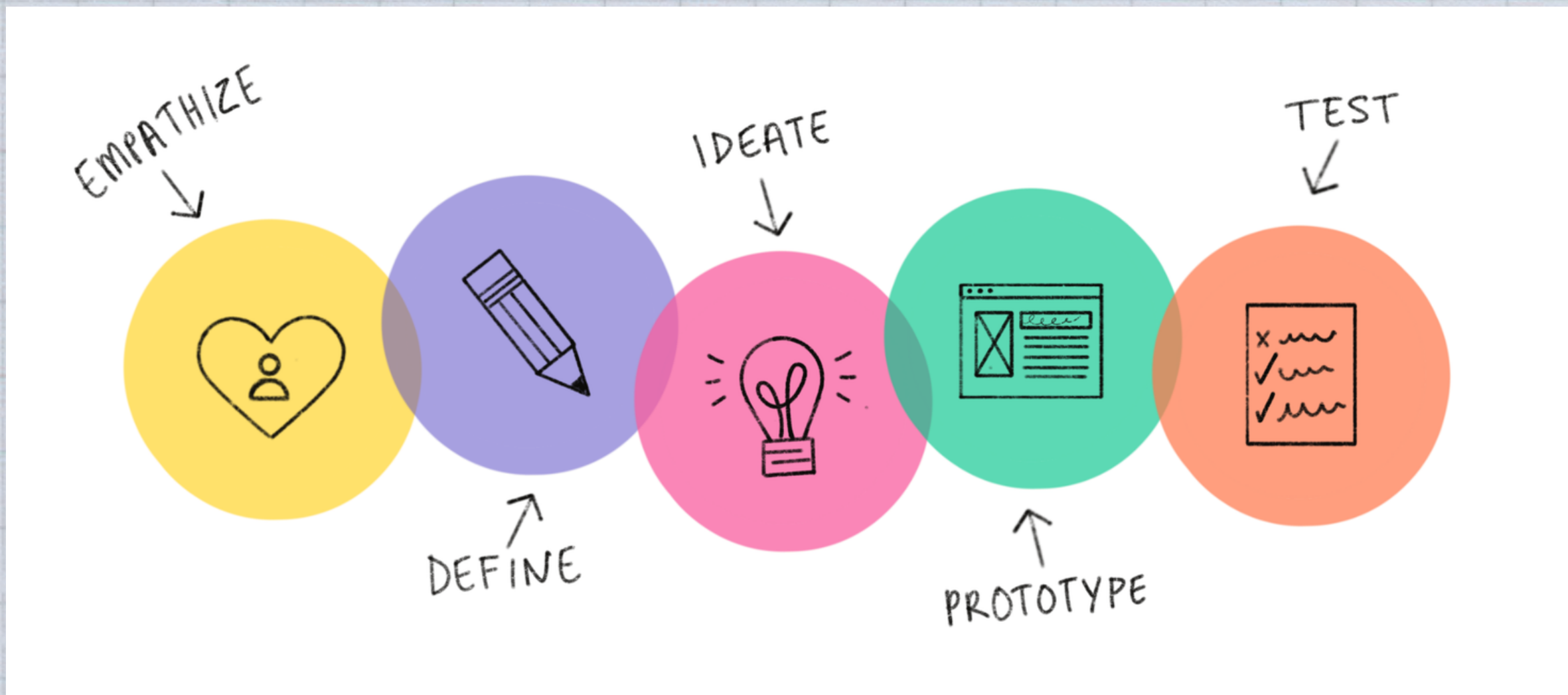
4 Q & A and further discussion



What is design thinking?

- Iterative process to understand users and customers, to challenge assumptions, redefine problems and create innovative solutions.
- Holistic and empathic process with the aim of understanding of the problems people face."

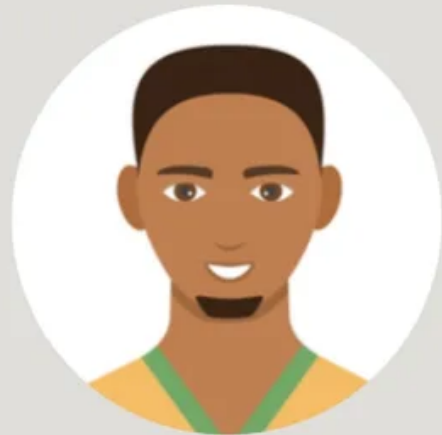




5-Stage Framework of Design Thinking

Design Thinking tools

PERSONAS



MARK, 22

DEMOGRAPHICS

- Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
- Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
- Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
- Graduated with a 3.8 in Health Sciences from UNCW. Owes \$28,000 in private loans.

BEHAVIORAL IDENTIFIERS

- Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.
- Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
- Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.
- Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.
- Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
- Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
- Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
- Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.



JUSTIN, 31

DEMOGRAPHICS

- Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.
- Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.
- Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
- Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

- Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.
- Prefers to call for customer service and support. Values follow up summery emails and easy to read directions.
- Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.
- Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.
- Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.
- Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
- Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
- Cooks very healthy and with local products. Has great self care and is very active.



MAGGIE, 52

DEMOGRAPHICS

- Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
- Human Resource Director of a small media company for 5 years with a \$88,000 salary.
- Happily married for 12 years with 2 sons and a house hold income of above \$220,000.
- Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

- Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
- Strong need for customer service and support. Values face to face communication and rewards systems.
- Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.
- Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
- Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.
- Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.
- Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.
- In very good health but very busy and often stressed. Visits group exercise programs.

- Demographics & psychographic details
- Behaviours & actions
- Needs & pain points





















EMPATHY MAPS

- What do they think & feel?
- What do they hear?
- What do they see?
- What do they say & do?
- Gain
- Pain



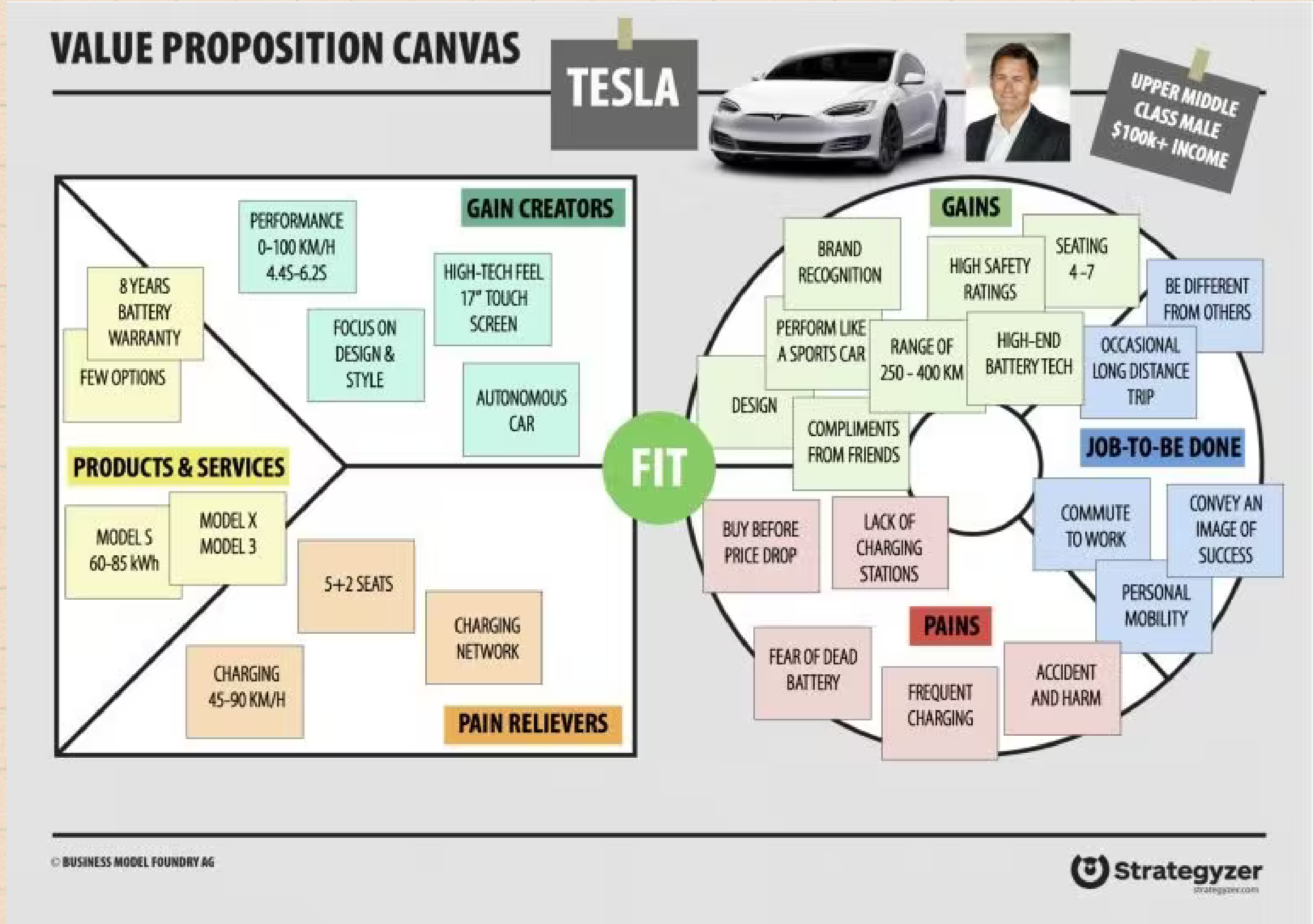
- Stages of the journey
- Activities
- Feelings
- Needs & expectations
- Experiences

Online Shopping Customer Journey Map

Stages of Journey	Motivation	Searches for Websites		Browses the Site	Evaluates Products		Pay		Receives Products	
Activities	Wants to buy a Christmas gift for a friend	Searches products keywords on search engines	Clicks the 1st ads. result.	Checks online again and go to the 1st. original result	Checks out ongoing deals and hot sale products	Opens a product page to check product details.	Opens more product pages to compare info.	Processes to pay a preferred product.	Contacts online service for help.	Product delivered.
Feelings										
Very Happy										
Overall Satisfied										
Unhappy										
Experiences	Excited to give a surprise to the friend.	Happy to see many options Confusing about how to choose.	Annoyed at the useless info.	Happy with the informative shopping website. Not sure about how to find the best price.	Surprise to see lots of discounts	Frustrated about reviews from other customers.	Pleased with usages & designs. Sad to see out of stock products.	Frustrated to find only the Paypal payment option.	Satisfied with bank card payment. Feels unhappy to wait for a bit of long time.	The friend successfully received the gift before Christmas.
Customer Expectations	Easily to obtain discount news.	More user-friendly search engine.	Allow to hide unnecessary ads.	Clear and innovative website design.	More discounts during holidays.	Higher quality products.	Faster supply chain system.	More payment choices	Faster website speed.	Free delivery fee in the future.

VALUE PROPOSITION CANVAS

• Relationship between business/ product/ service and customer/user



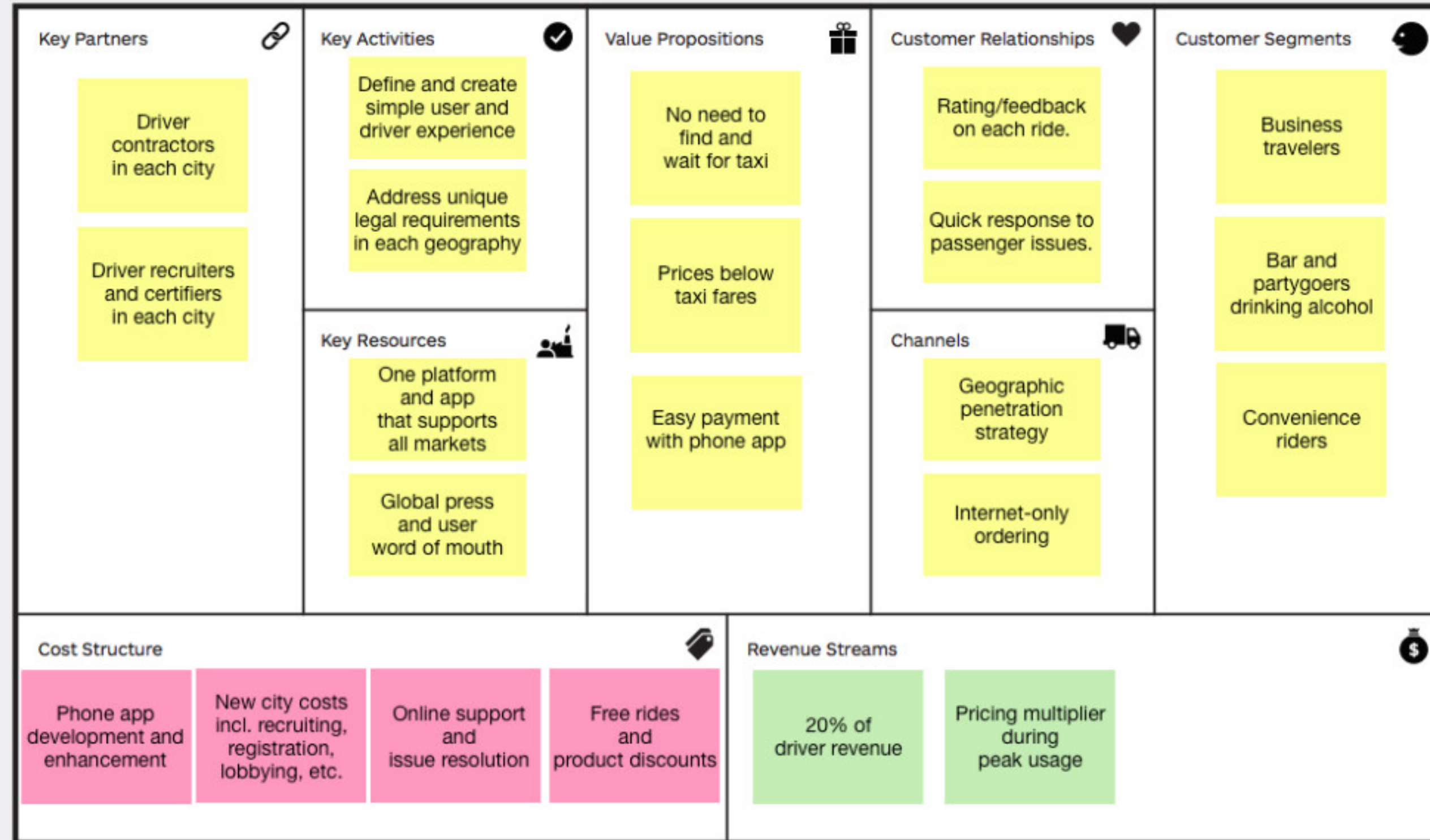
The Business Model Canvas

Designed for: Uber ride sharing example

Designed by: Marketing

Date:

Version:



• Business/
product/
service visual
business
strategy



Let's

collaborate!

Kyrre stool

Brand: IKEA

Material: birch

Price: £15

Attributes: stackable, easy to assemble, light.

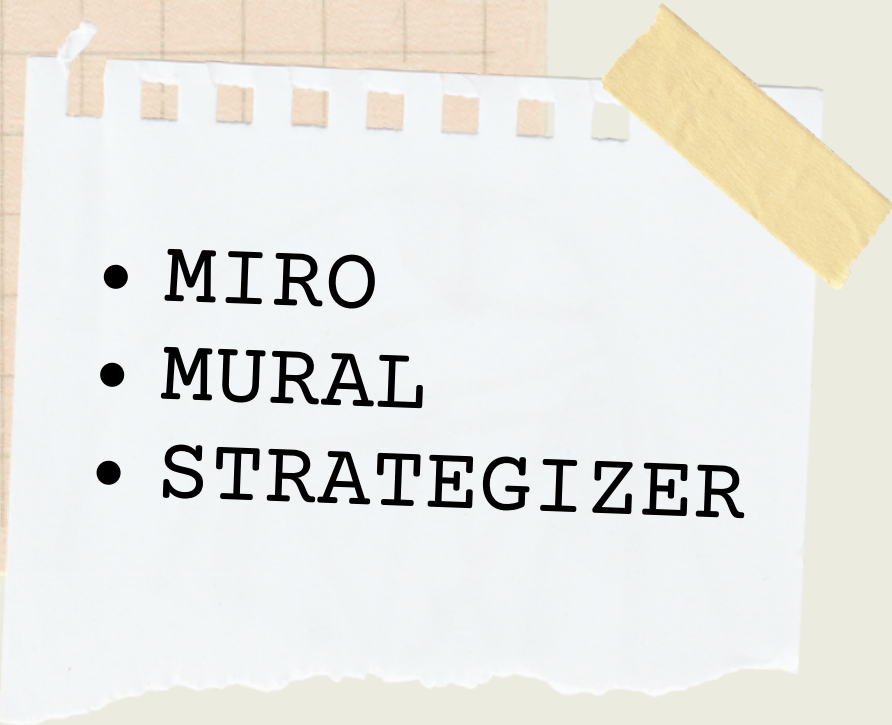
WEB: <https://www.ikea.com/gb/en/p/kyrre-stool-birch-60416925/>





Online

resources

- 
- MIRO
 - MURAL
 - STRATEGIZER

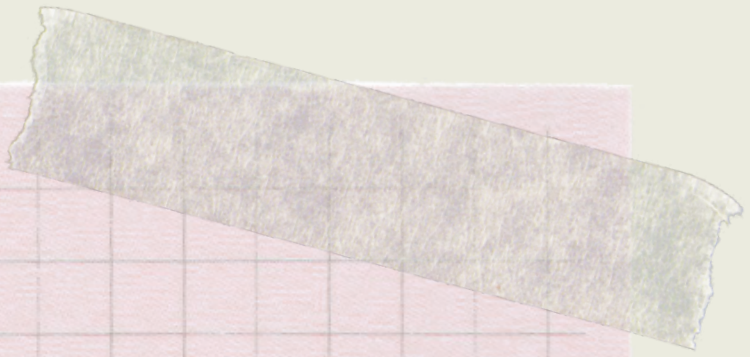


Any

questions?

Thank

you!



Have a
great
evening.

