

# DESIGN THINKING WORKBOOK

SIMPLIFIED VERSION



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# DIAGNOSE THE PROBLEMS

What is the problem you're trying to solve?

1. What's the context associated with your problem?
2. Describe the general circumstances that have led to your problem.
3. Describe friction, tension, or specific reasons why the problems still exist. What are the current solutions?
4. State your problem as a How Might We (HMW) statement:



# DEFINE YOUR USERS

Who are the key stakeholders? And what are their roles in your project?

## **stakeholders**

*Who are them and what are their roles in your project?  
They can be in your team or outside of your team.*

## **experts**

*Who are the people that have experience in this field? Who has the voice  
of the customers? Who are the ones know how things work?*



# DEFINE YOUR USERS

Describe a profile (aka “persona”) that describes your main user



**Name:** First Name

**Customer Type:** Eg. The Rabid Fan

## Demographics

- Age
- City
- Profession/Salary
- Marital Status
- Spouses/kids
- Brand affinity

## Story / Behavior

- What is their story?
- What challenges are they having in their personal or professional life?

## Needs

- What do they need to solve their challenges?

## Solutions

- How can you solve those challenges?

# USER JOURNEY

understand how your users experience the process by either interview or observation

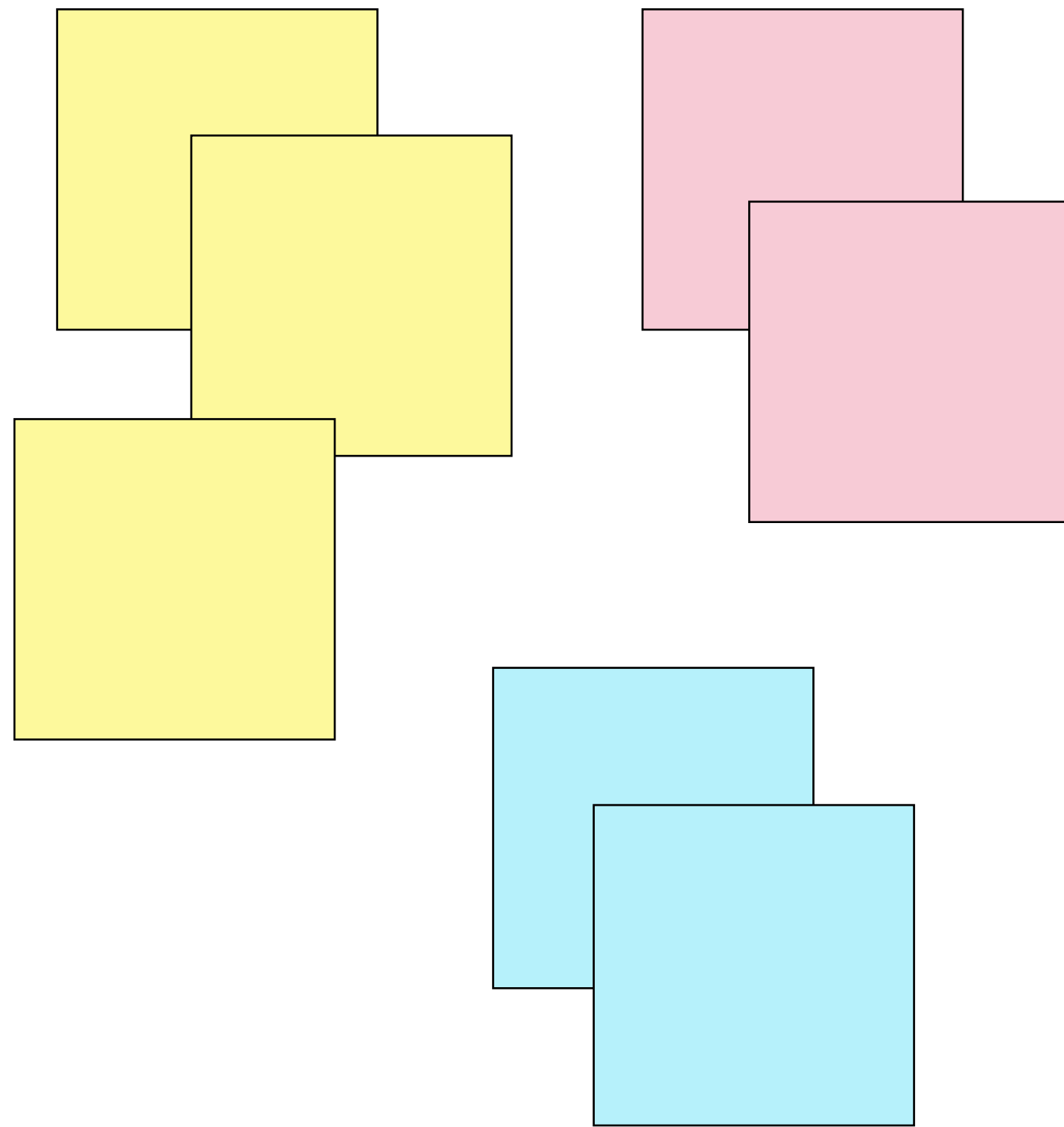
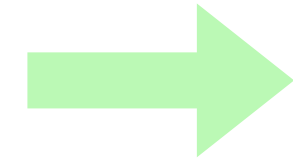
	Before	Phase 1, 2, 3...	After
Actions			
Emotions			
Pain points			
Other notes			



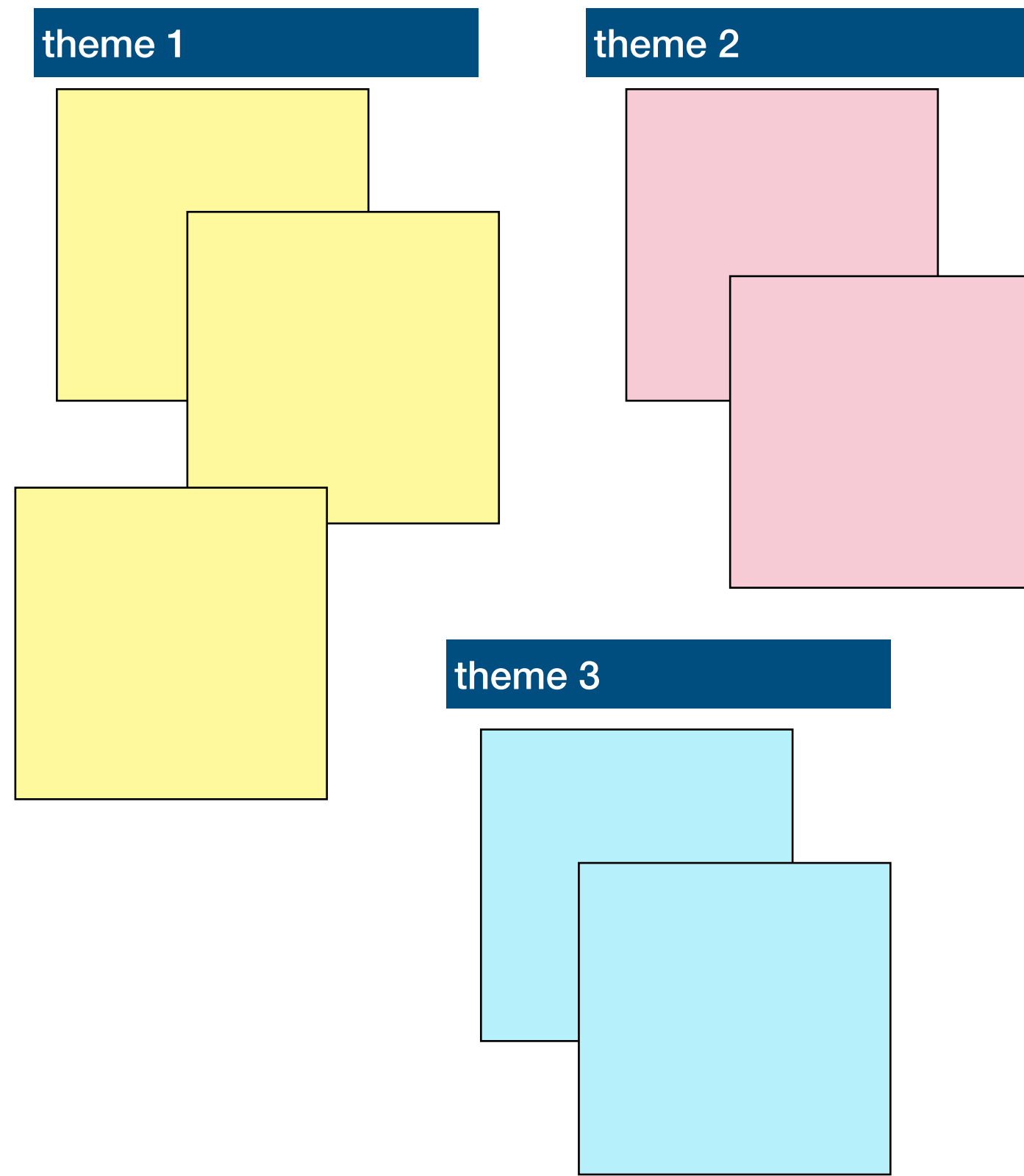
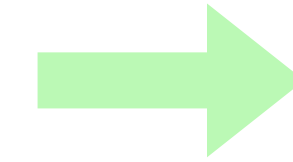
# INSIGHTING

Let insights lead to opportunities!

Grouping data



Finding themes



Create insight statements

A form for creating insight statements. It consists of three sections, each starting with a dark blue label: 'theme 1', 'theme 2', and 'theme 3'. Below each label are four horizontal lines for writing. The first section has four lines, the second has four lines, and the third has four lines.



# HMW STATEMENT

A well-framed question offers you the chance to answer them in various ways and it helps you to see more possibilities.

How Might We \_\_\_\_\_ for  
\_\_\_\_\_ so that \_\_\_\_\_ ?

1.

2.

3.



# BRAINSTORMING

Don't be afraid to go crazy!

ideation sketching

mind-mapping





# PROTOTYPING & TESTING

Select 3 most promising ideas and do quick prototypes to test if they work!

## **user testing**

*"Is it the right innovation?"*

## **usability testing**

*"Is the innovation right?"*

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## **user feedback**

*Write down the most valuable feedback.*



# MODIFY & REPEAT

How would you modify your solutions based on the feedback?

example of the flow-

