

3 BASIC DESIGN THINKING TOOLS YOU MAY USE IMMEDIATELY TO BE MORE CREATIVE AND INNOVATE

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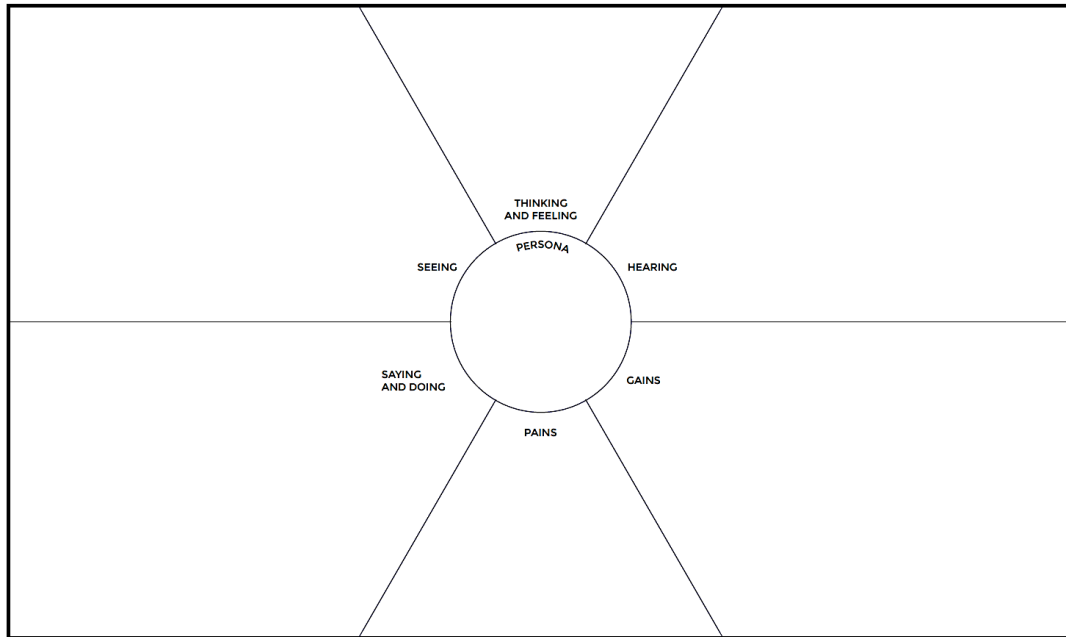


EMPATHY MAP

An empathy map is a tool to help a design team to empathize with the people they are designing for. You can make an empathy map for a group of people or for a persona.

To be used after doing personas when more insights are needed.

Personas usually summarize lifestyle but not necessarily the (sensory) experience of the users. For gaining insights into sensory experiences a tool like Customer Journey Map may be used



Instructions

1. Gather your team and draw a circle to represent your target persona (A person or group of persons representing users/customers). Brief the team on the persona.
2. Divide the circle into sections, representing that persona's sensory experience. Explain to the team what each of the circles mean.
3. Ask your team to describe their experience from the persona's point of view. Moderate the discussion and collect all relevant information on the map.

NOTE

Try to understand the persona's point of view as much as possible.

OUTPUT: Insight in the needs and desires of the persona.

NEXT: Collect insights and communicate them, Then define what specific needs you want to ideate and come out with Innovative solutions

Source: Medialab Amsterdam

BRAIWRITING 6-3-5

- Brainwriting 6-3-5 is a modified form of classic brainstorming that encourages equal participation from all team members using written rather than verbal idea generation. For instance, if half of your team wants to launch a new product line and the other half is resistant, Brainwriting 6-3-5 would give team members a chance to express their ideas without commentary or criticism
- STEPS:
 - Choose participants. About 6 persons in a group
 - Prepare 6 Brainwriting Templates
 - Generate Ideas Round 1: Each participant. participants should write three potential ideas in the first row of the worksheet, that might fulfil the Job to be Done/accomplished. Time given 5 mins
 - Generate ideas Round 2: When everyone completes three ideas, the worksheets are passed to the next person who can add three new ideas or build on the ideas listed. Either way, new responses should be written in the second row. Time given 5 mins
 - Repeat the idea generation cycle until every participant has written three ideas on every worksheet. If your team has six people, you should have generated 108 ideas

Example Template with Ideas

Brainwriting 6-3-5	Job To Be Done: Reduce number of booking transactions not completed on our web site	Date: 30-Oct-07
		Team: 1
		Member: Elizabeth
1	2	3
Provide login before starting the process so customer can restart at the appropriate point.	Provide paper catalog with quick codes to identify course and use with client profile to make booking.	Send automated e-mail to find out why transaction wasn't completed and offer help.
Store user details locally so the system recognizes them.	Make web site search function more accurate and user friendly.	Follow up with phone call on incomplete transactions.
Allow multiple customers to book the same course with minimum effort.	Allow customers to amend their course selection details rather than having to start again.	Provide a way to hold course bookings for 24 hours until payment is made.
Reduce the number of fields customers must complete.	Make web site easier to use.	Provide customers with incentives (bonus materials or special pricing).
Allow customers to book multiple courses during the same transaction.	Simplify online ordering process.	Give discounts for bookings completed with a single transaction.
Provide user with booking history and list of incomplete transactions when they login.	Add a pop-up window to alert users that they are closing the browser without completing the transaction.	Recommend courses based on the user profile.

HOW-WOW-NOW MATRIX

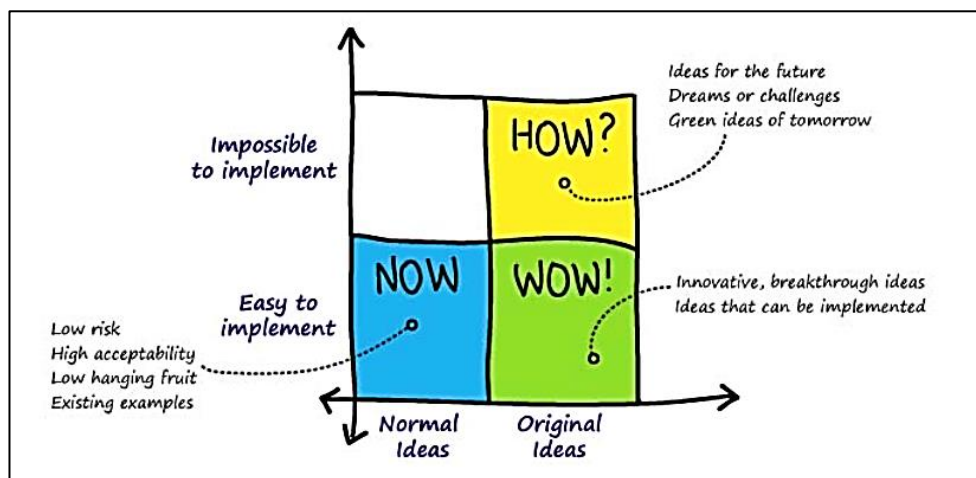
(IDEA PRIORITIZATION MATRIX)

When people want to develop new ideas, they most often think out of the box in the brainstorming or divergent phase. However, when it comes to convergence, people often end up picking ideas that are most familiar to them. This is called a 'creative paradox'

The How-Now-Wow matrix is an idea selection tool that breaks the paradox by forcing people to weigh each idea on 2 parameters.

Goal

This method naturally follows the creative idea generation phase and helps teams select ideas to develop further.



Materials

- Flipcharts
- Markers
- Voting dots (yellow, blue, green)

Instructions

Preparation

Draw a 2-by-2 matrix as above. The X-axis denotes the originality of the idea and the Y-axis shows the ease of implementation.

Label the quadrants as:

- **Now/Blue Ideas** – Normal ideas, easy to implement. These are typically low-hanging fruit and solutions to fill existing gaps in processes. These normally result in incremental benefits.
- **How/Yellow Ideas** – Original ideas, impossible to implement. These are breakthrough ideas in terms of impact, but absolutely impossible to implement right now given current technology/budget constraints.
- **Wow/Green Ideas** – Original ideas, easy to implement. 'Wow' ideas are those with potential for orbit-shifting change and possible to implement within current reality.
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Flow

1. **List down the ideas** that emerge from the creative ideation phase on large charts of paper stuck around the room.
2. **Give each player 3 sticky dots of each colour** – that is, 3 blue, 3 yellow, 3 green. 9 dots per person is typical, but go ahead and reduce/increase that number based on the time at hand and number of ideas generated.
3. Ask each player **to step forward and vote for 3 best ideas in each category**. They need to do this by sticking a coloured dot in front of each idea they choose.
4. In the end, **count the number of dots under each idea to categorize it**. The highest number of dots of a certain colour categorizes the idea under that colour.
5. In case of a tie:
 - If blue dots = green dots, the idea is blue
 - If yellow dots = green dots, the idea is green
6. You now have a bucket of Now/Green ideas to work on further. Make sure you also collect the low-hanging blue ideas for immediate implementation and the yellow ideas to keep an eye on for the future.

Note: Check your yellow dots in advance to ensure that they can be seen from a distance. If not, go ahead and replace them with another colour. FYI, in the original matrix, WOW ideas are red.

Tips for running this activity online

- Pick an online whiteboard tool that allows to use a large, zoomable canvas.
- Set up each topic at a different area of the board, spread them out just like you would do it on a the walls of a room.
- Invite participants to video chat (zoom/webex/Teams etc) in and visit each section and add their ideas as sticky notes once you reach that section of the exercise.
- If you're not using an online whiteboard, we'd recommend using a collaboration tool such as Google Docs to collect the information for each step under a separate heading. Invite everyone into the document but be very clear in regards to editing rights.
- Use voting features such as Mural's voting session tool during the dot voting process. You can also add comments inside Google Docs or ask participants to add a thumbs up emoji to an idea in Slack to collect votes when using those tools.

How-Wow-Now Matrix is adapted from work done by The Center for Development of Creative Thinking (COCD) and was published in the book, "Creativity Today" authored by Ramon Vullings, Igor Byttebier and Godelieve Spaas.