

DT WORKBOOK

What it's not !

Design thinking techniques **don't** provide direct solutions but can guarantee the discovery of enormous potential to a wide variety of unique solutions.

Real Problem !

Problems often appear in an interpreted manner. So it is not appropriate to treat them on face value, as the solutions that you may find may not eliminate the real problem even though it may appear to solve it on a short term.

Similarly an interpreted opportunity may not yield the best results compared to that of the grass-root opportunity.

Keep it simple !

1. Problem statement should be simple, clear and unambiguous.
2. Problem statement should not be too narrow that it limits your thinking, or too open-ended devoid of direction.

Design Thinking

Design thinking techniques can help discover huge potential ideas leading to unique solutions whenever one confronts any problem or opportunity.

Step 0 - Step Back

Find the root-cause by asking "5 why's?"

Why ? (1)

Why ? (2)

Why ? (3)

Why ? (4)

Why ? (5)

Refined Problem Statement



Debate !

Debate the problem statement until you are convinced that you cannot make the statement more simpler and effective.

How big ?

Goals can be unthinkable. Aim for something that is well beyond your reach (not too easy to achieve) but realistic (not too difficult to even imagine).

How Good ?

Goals (once achieved) should have the potential to set a new benchmark in the context of your problem.

What are triggers ?

All factors that could influence the success of your solution are triggers.

Trigger = Solution ?

Triggers itself are NOT solutions, but are approaches to potential unique solutions.

How do I find them ?

Quick-research all factors (triggers) that will influence your solution. More factors you identify, better the edge you will have over competition.

Step 1 - Goal

Set up a goal that directly address the problem. You may separate them into short term and long term based on your convenience.

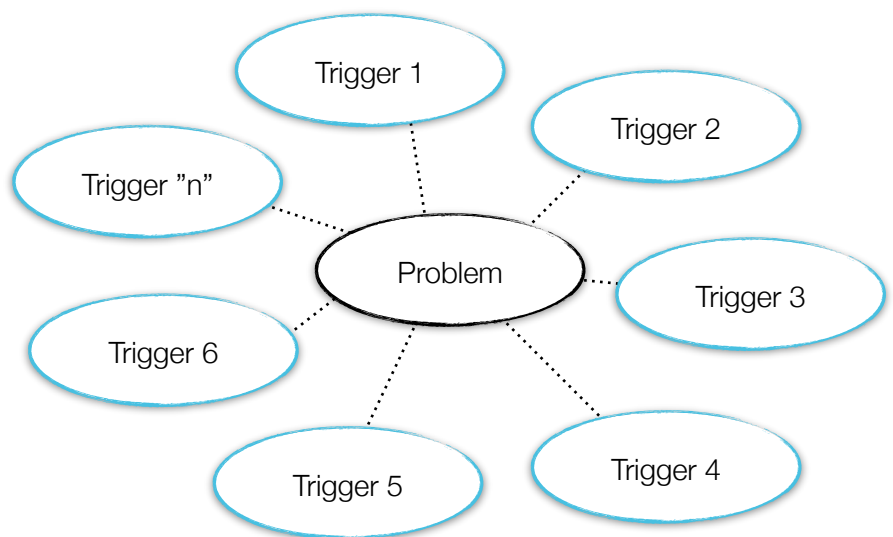
Goal :

Goal (short term):

Goal (long term):

Step 2 - ~~Think~~ Trigger

Before you think about ideas on how to achieve the goal, set up a lateral layer of **triggers** that will enable you to create a huge potential of ideas.



Tools

Use any creative tool to help you diverge.

No Judgment !

During divergence, avoid judging your ideas. You can judge them in the next phase.

Impractical ideas ?

It is quite normal that many of these ideas may be impractical. In divergence, the focus is to go for large number of ideas rather than the quality of ideas. Have fun!

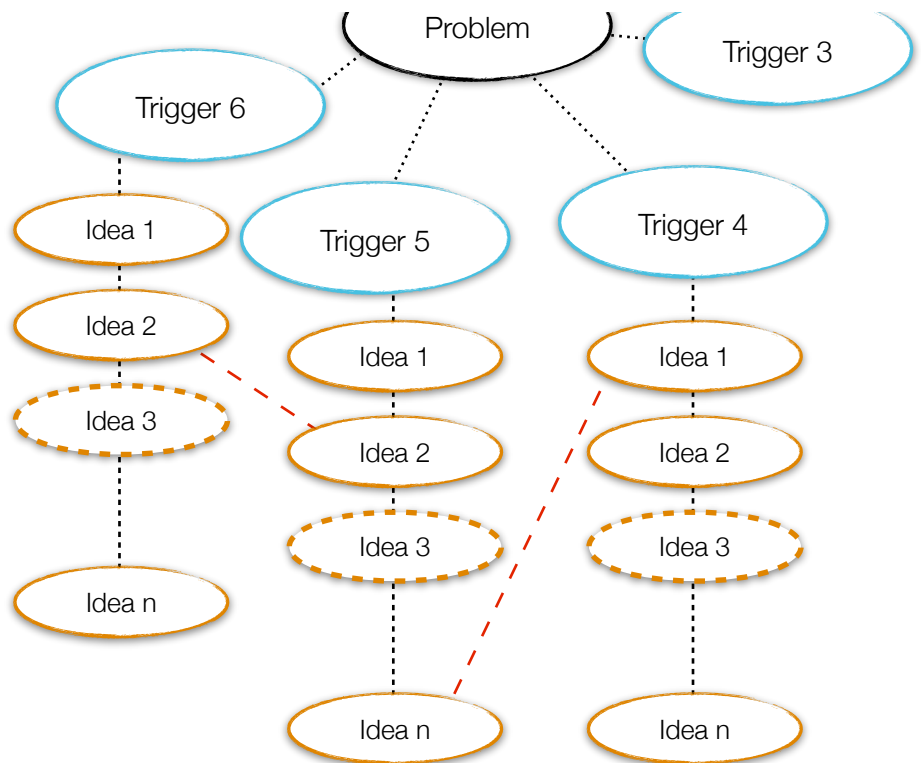
Mind map

Spread the ideas and branch them into a huge mind-map. This will help you establish connections between potential solutions.

Step 3 - Diverge

Brainstorm ideas under each trigger **(without judgement)** until you run out of ideas. Move on to the next trigger until you have completed all triggers.

Now **force connections** between ideas from different triggers.



Converge - Make your ideas work !

1. List all the potential ideas
2. Do necessary research and consult experts to figure out the merit of these ideas.
3. Combine ideas and look for the “best fit” that is closer to your goal.
4. Prioritise the ideas
5. Execute the ideas in a phased manner.

Conclusion

With this design thinking technique, you have a higher chance of running into the gold standard benchmark solution.

Contact us for corporate workshops on design thinking.