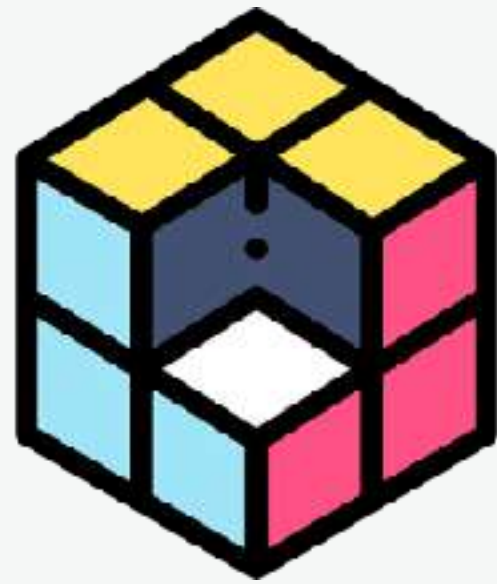


Human Centred Approach To Learning And
Understanding Stakeholders

INSIGHTS FOR DESIGN THINKING

INSIGHTS FOR DESIGN THINKING

Module Outcome



To spark creativity rapidly and innovate ideas by learning unarticulated and unmet needs.

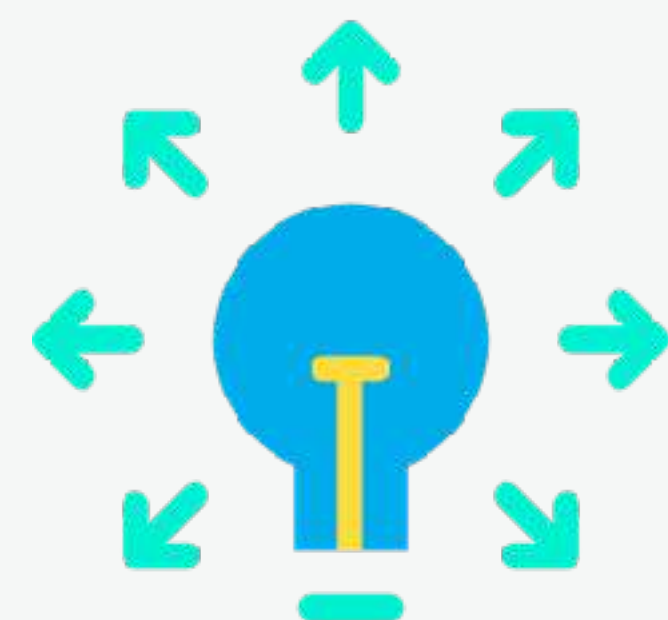
Learning Objectives

Learners will be able to:

- ▶ Help participants gather insight to discover non-obvious needs of stakeholders by using the design thinking approach.
- ▶ Learn the steps to gather insights and inspiration of stakeholders.
- ▶ Master the tips for observing behaviours to discover unarticulated and unmet needs.
- ▶ Communicate insights and inspirations strategically to stakeholders for feedback.

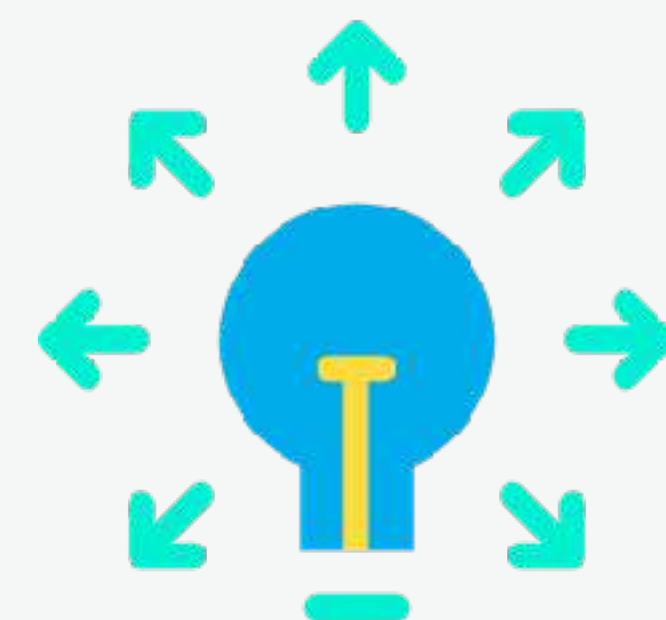
BUSINESS INNOVATION : 2 MODELS

Product/Solution/Technology



Pain

Product/Solution/Technology



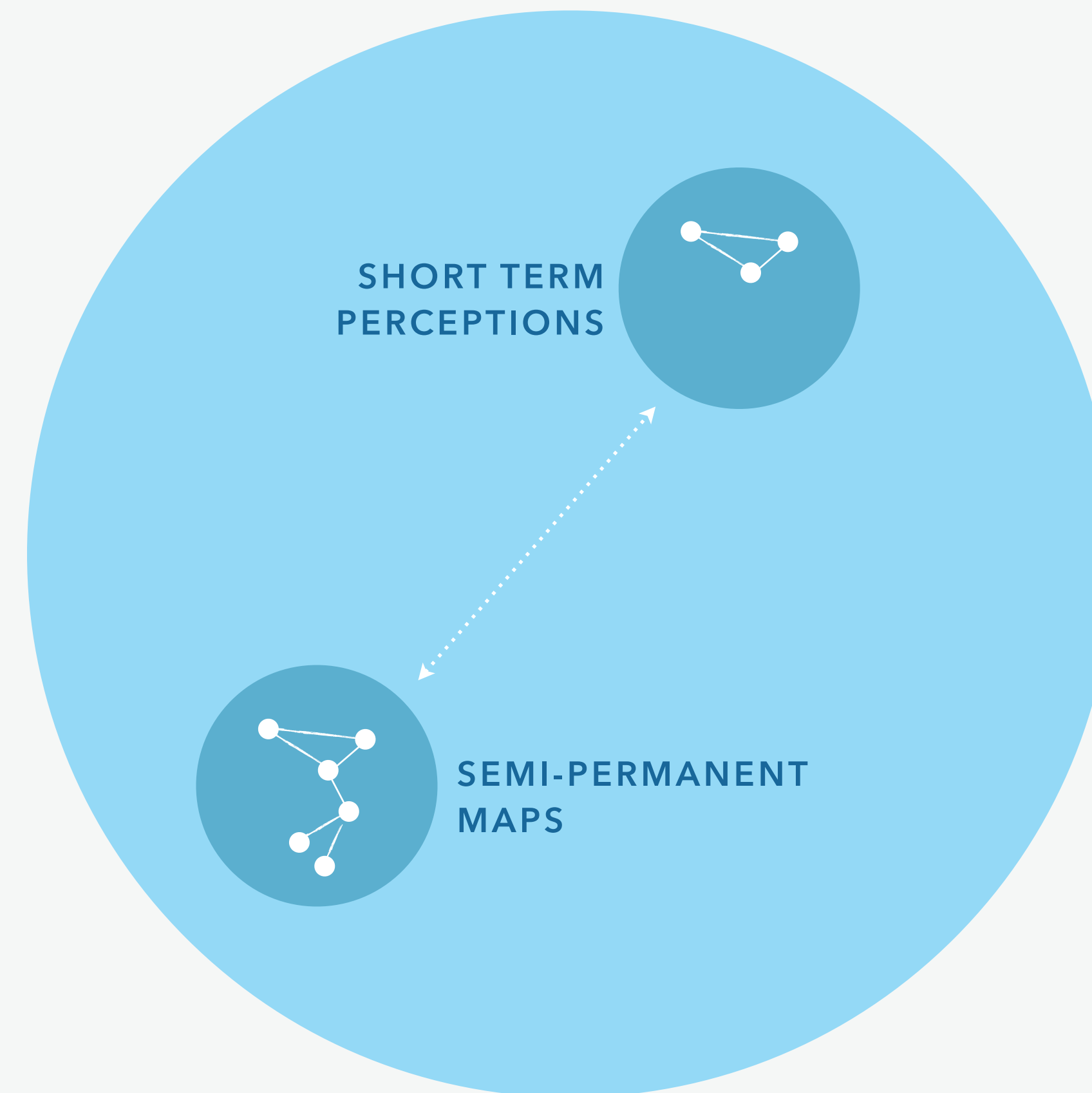
Pain

INVISIBLE DRIVER

Mental Models

are the images, assumptions, and stories which we carry in our minds of ourselves, other people, institutions, and every aspect of the world.

They can help us understand why miscommunications happen.



TEST ASSUMPTIONS

When the *pain* of continuing with
“business as usual” is *greater* than
the *fear* of the challenge in the
future.



THE INNOVATIVE MINDSET



Learn from failure

Don't think of it as failure, think of it as designing experiments through which you're going to learn.



Make it

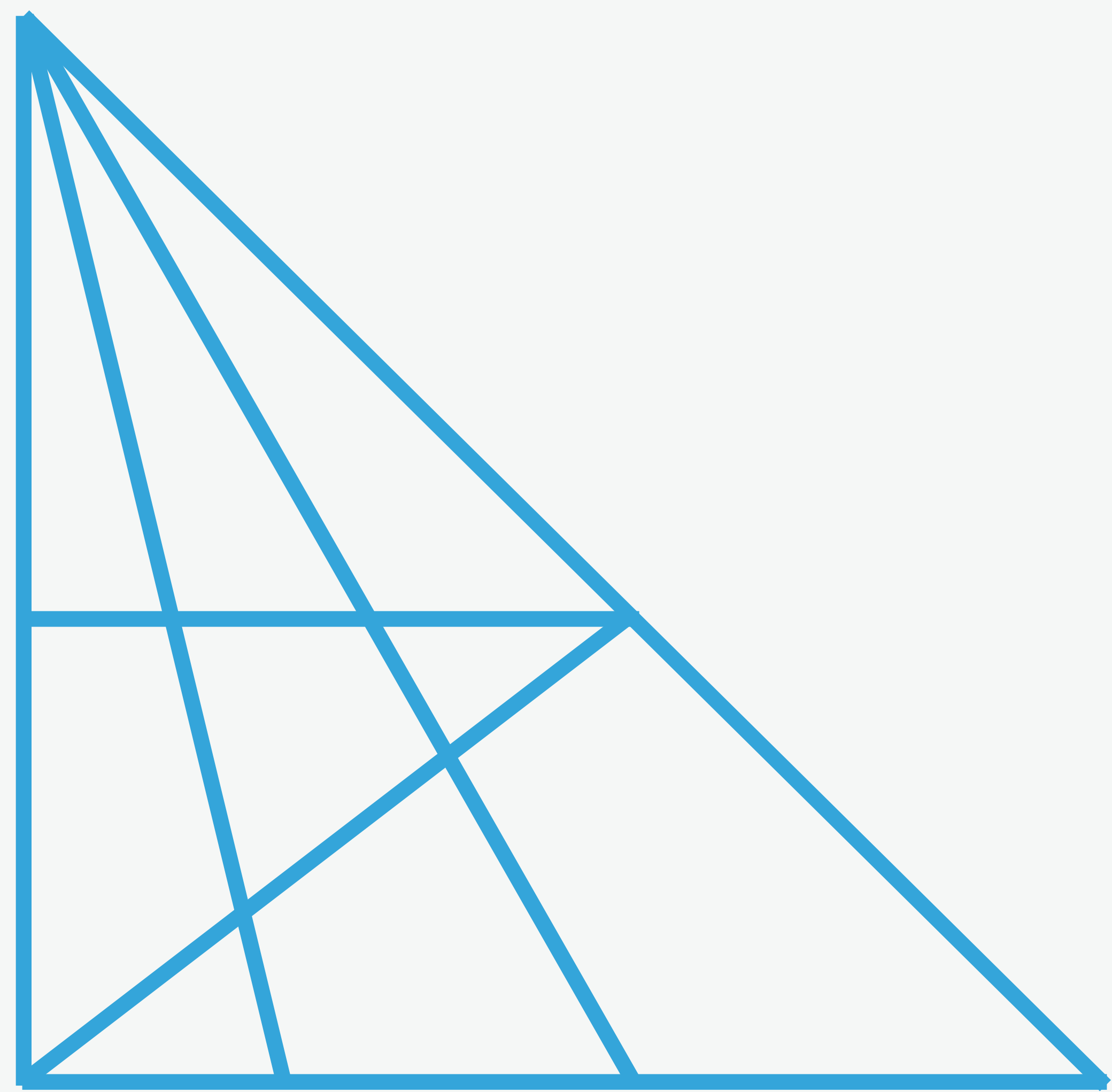
Minimise risk by making something simple first. Always learn lessons from it.



Empathy

Great innovation is premised on empathy, on the idea that the people you're designing for are your roadmap to innovative solutions.

EMBRACE AMBIGUITY



THE INNOVATIVE MINDSET



Embrace Ambiguity

We may not know what that answer is, but we know that we have to give ourselves permission to explore.



Be Optimistic

Optimism is the embrace of possibility, the idea that even if we don't know the answer, that it's out there and that we can find it.



Iterate, Iterate, Iterate

By continually iterating our work we put ourselves in a place where we'll have more ideas, try a variety of approaches, unlock our creativity, and arrive more quickly at successful solutions.

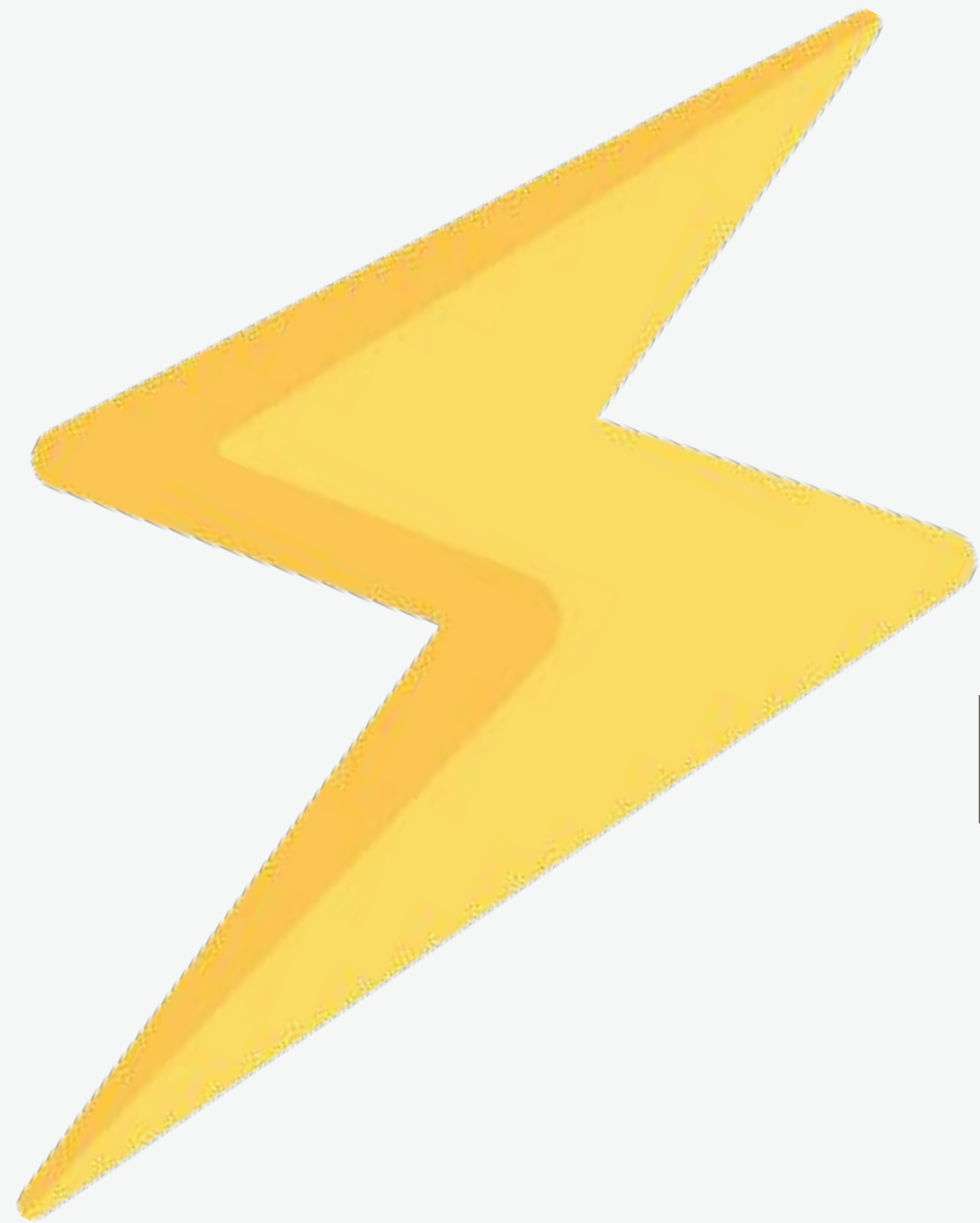
THE INNOVATIVE MINDSET



Creative Confidence

The belief that everyone is creative, and that creativity isn't the capacity to draw or compose or sculpt, but a way of approaching the world.

REMEMBER



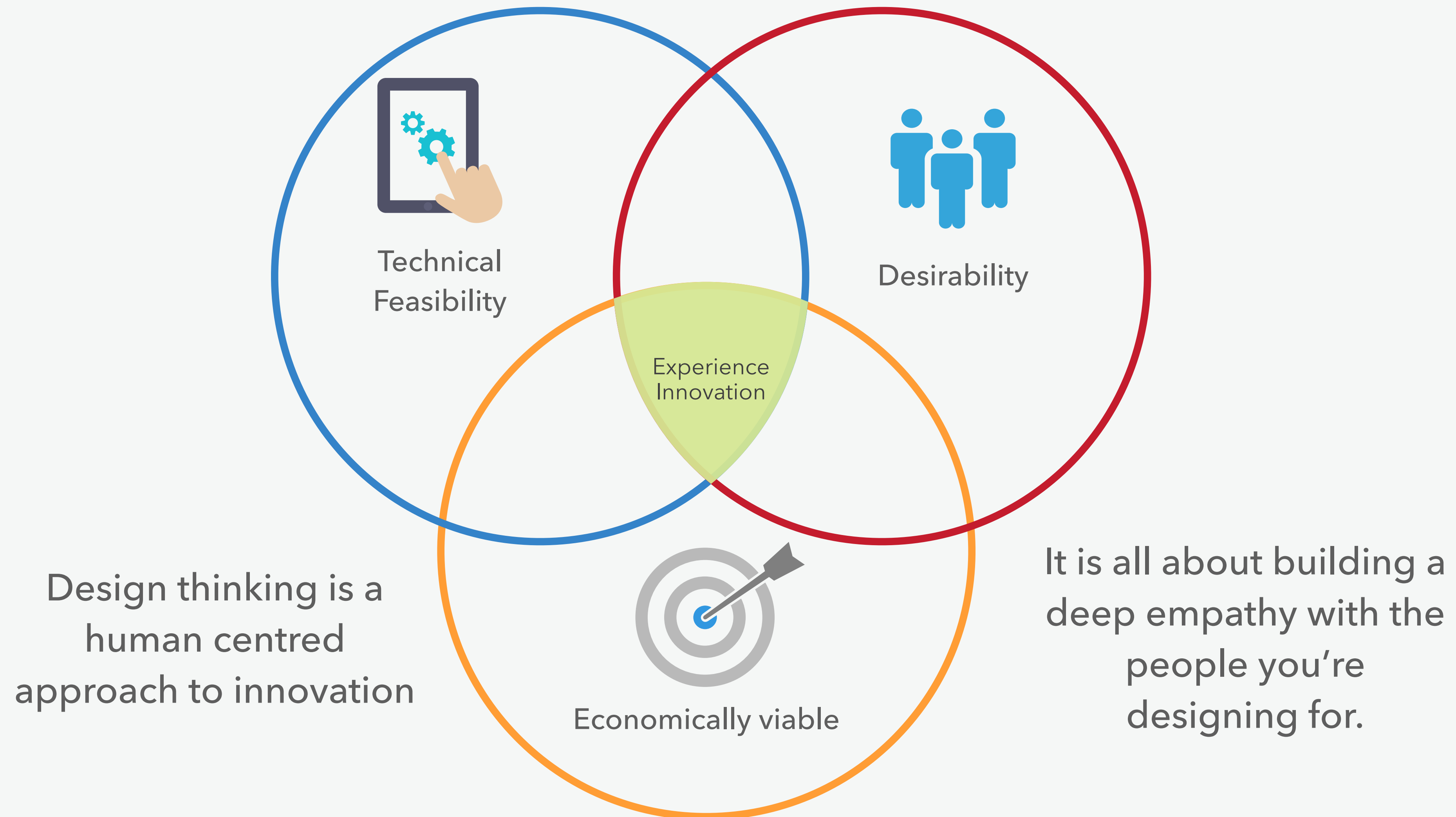
Beliefs begets action.

THE INNOVATIVE MINDSET

These mindsets uncover the philosophy behind the approach to creative problem solving.

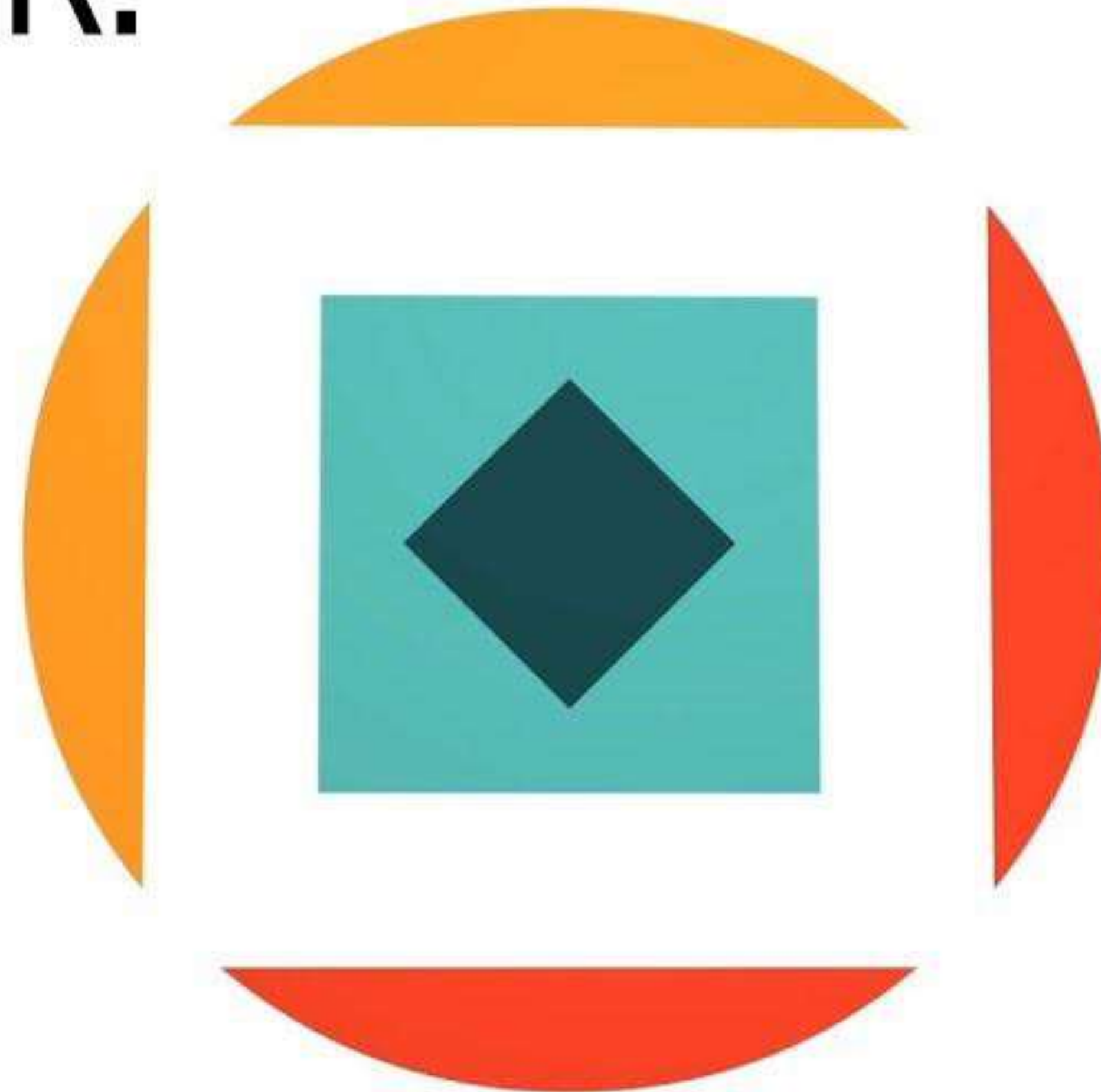
It shows that how you think about design directly affects whether you'll arrive at innovative and impactful solutions.

INNOVATION THROUGH DESIGN THINKING



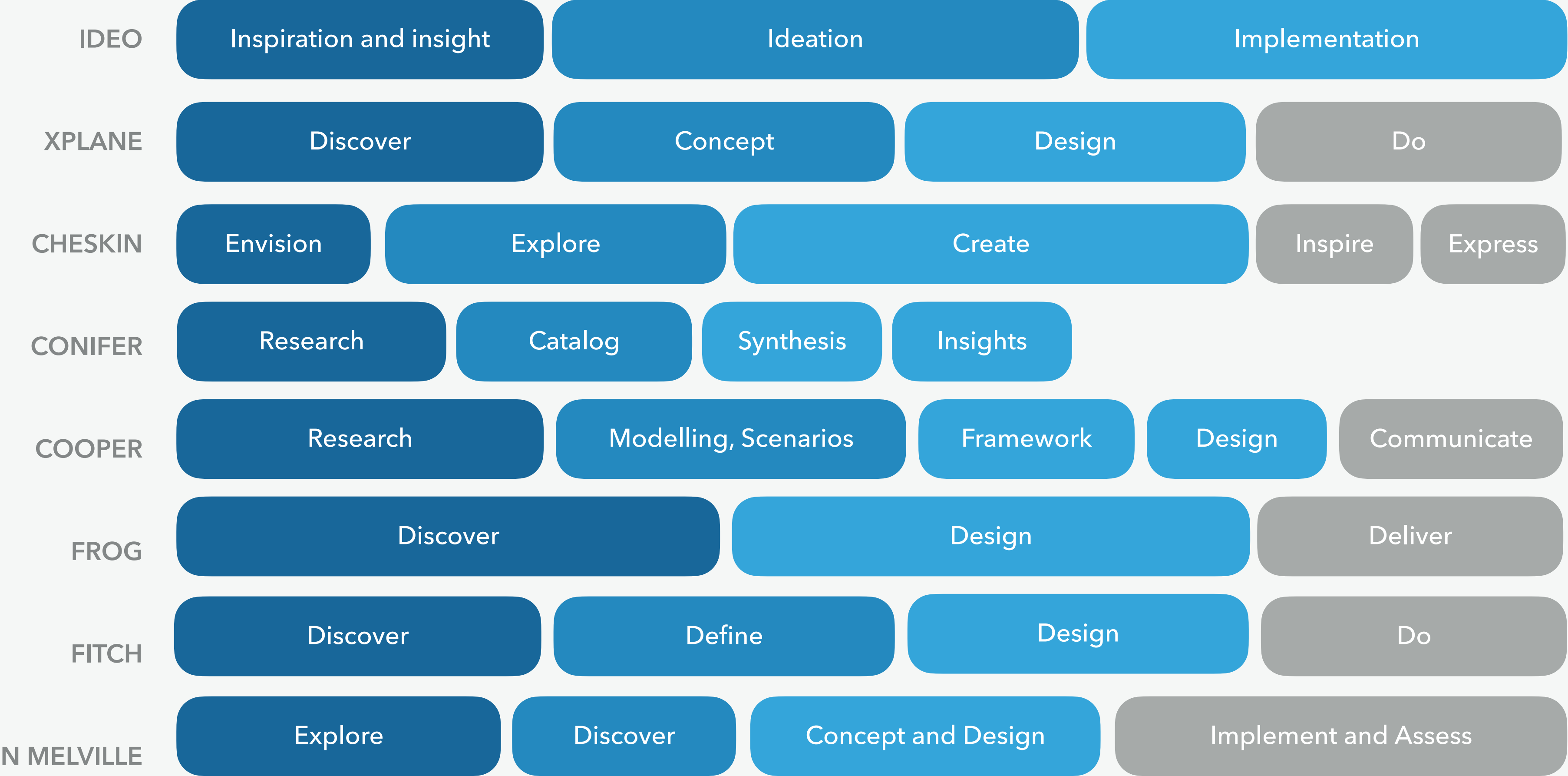
WHY DESIGN THINKING?

THE EXPLAINER: **DESIGN THINKING**

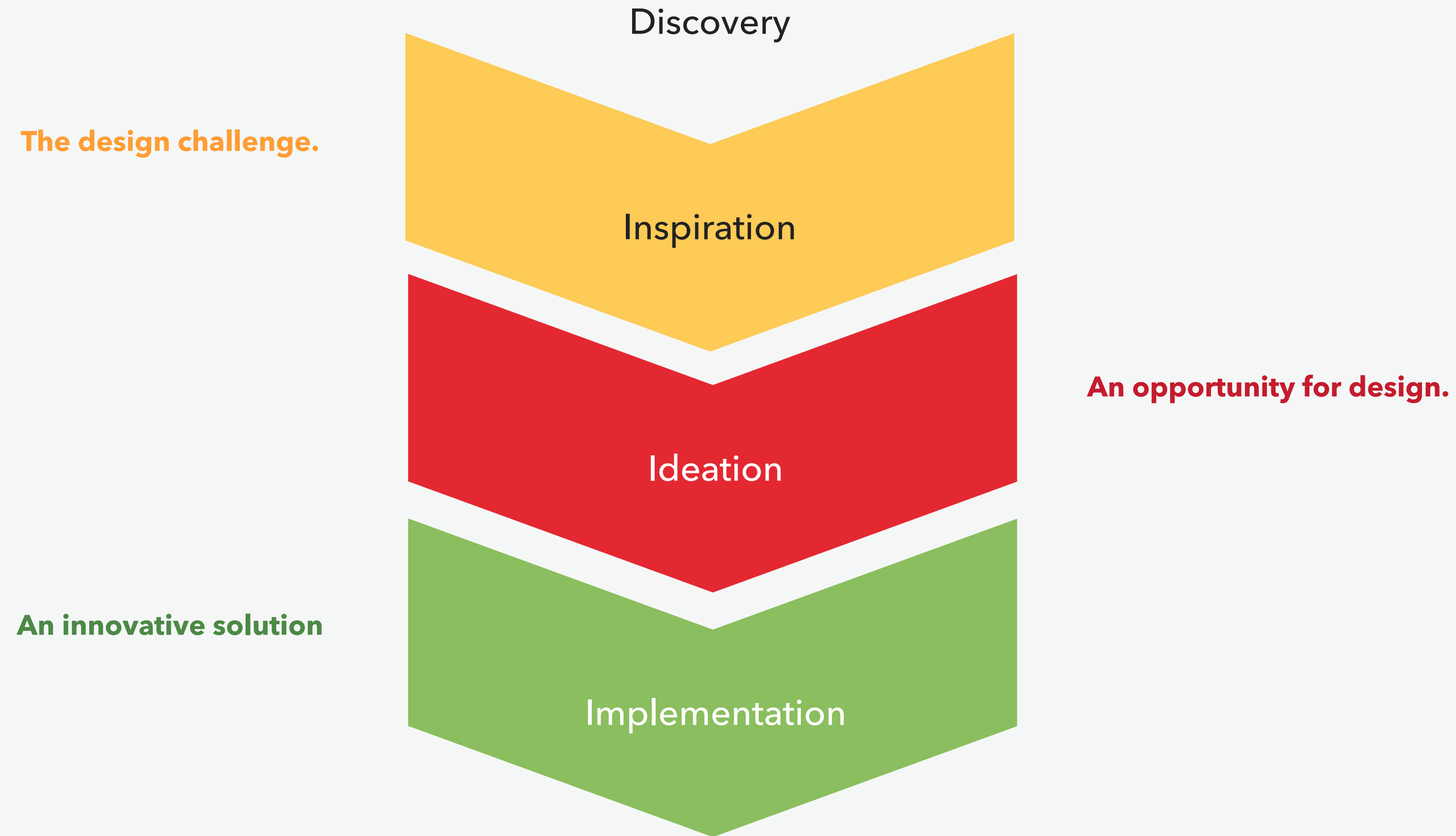


Harvard
Business
Review

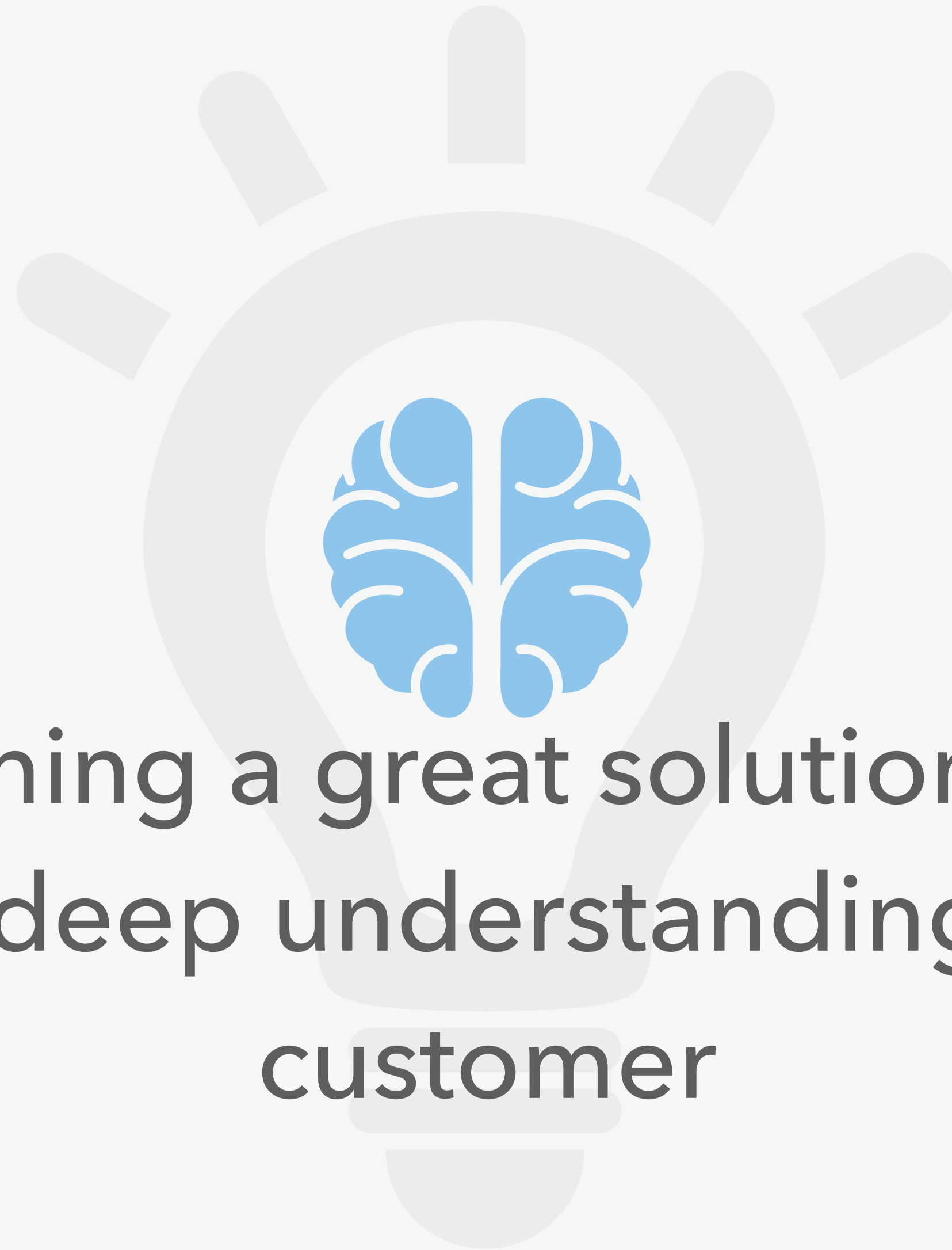
DIFFERENT MODELS TO DESIGN THINKING



THE 3 PHASES OF DESIGN THINKING



CUSTOMER EMPATHY



Designing a great solution starts
with a deep understanding of the
customer

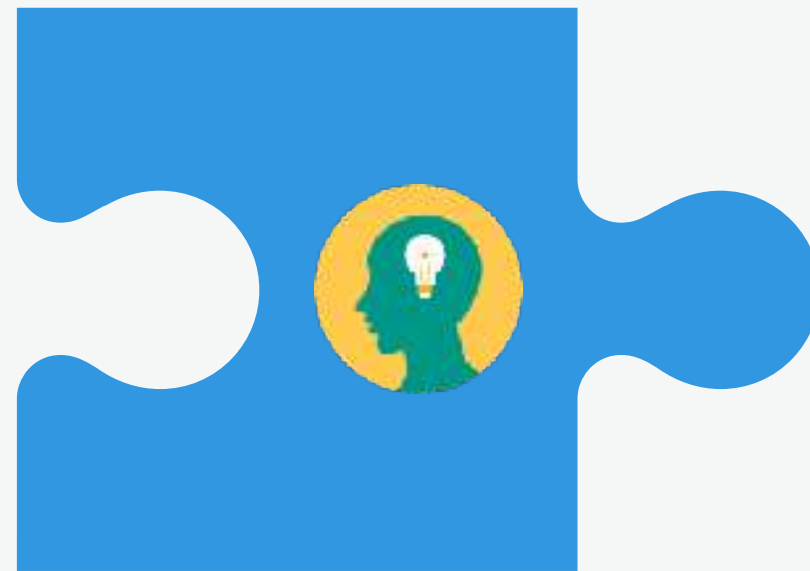
SOURCES OF INSPIRATION

Learn From People



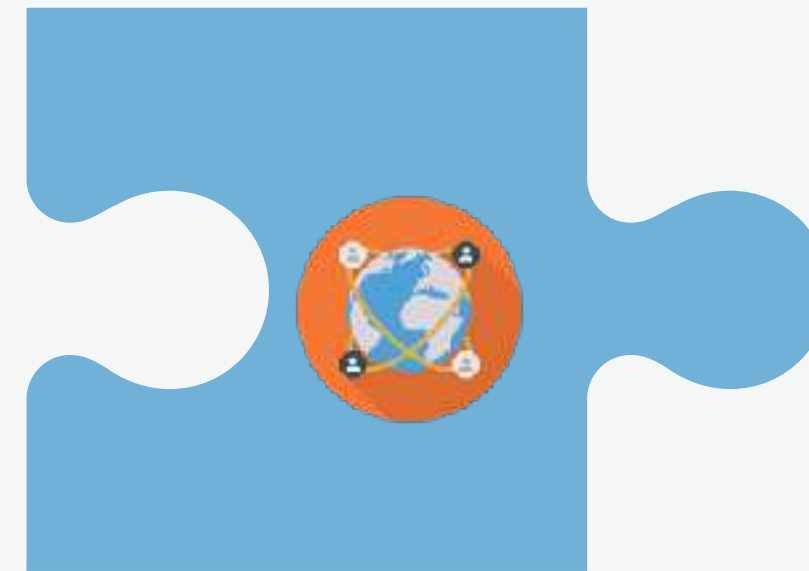
- ▶ You're interviewing them about their life, and in that, they are the expert.
- ▶ Be curious and always give them the respect they deserve.

Learn From Experts



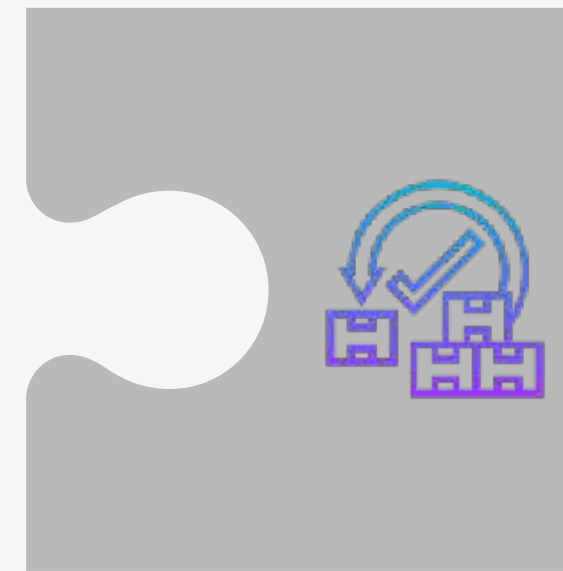
- Find the balance between using experts
- ▶ to get a good understanding of the current situation and
 - ▶ preserving space to think beyond the existing models

Immerse Yourself In Context



- ▶ Approach your observation with an open mind.
- ▶ Imagine this as the first time you have gone through this experience.
- ▶ Look for details you may have overlooked before.

Analogous Inspiration



- ▶ Explore with an open mind, even if you do not immediately understand how to apply your experiences.
- ▶ After you regroup, spend time relating what you found interesting to the challenge you're tackling.

HOW DO WE OBSERVE?



Things that prompt behaviour.



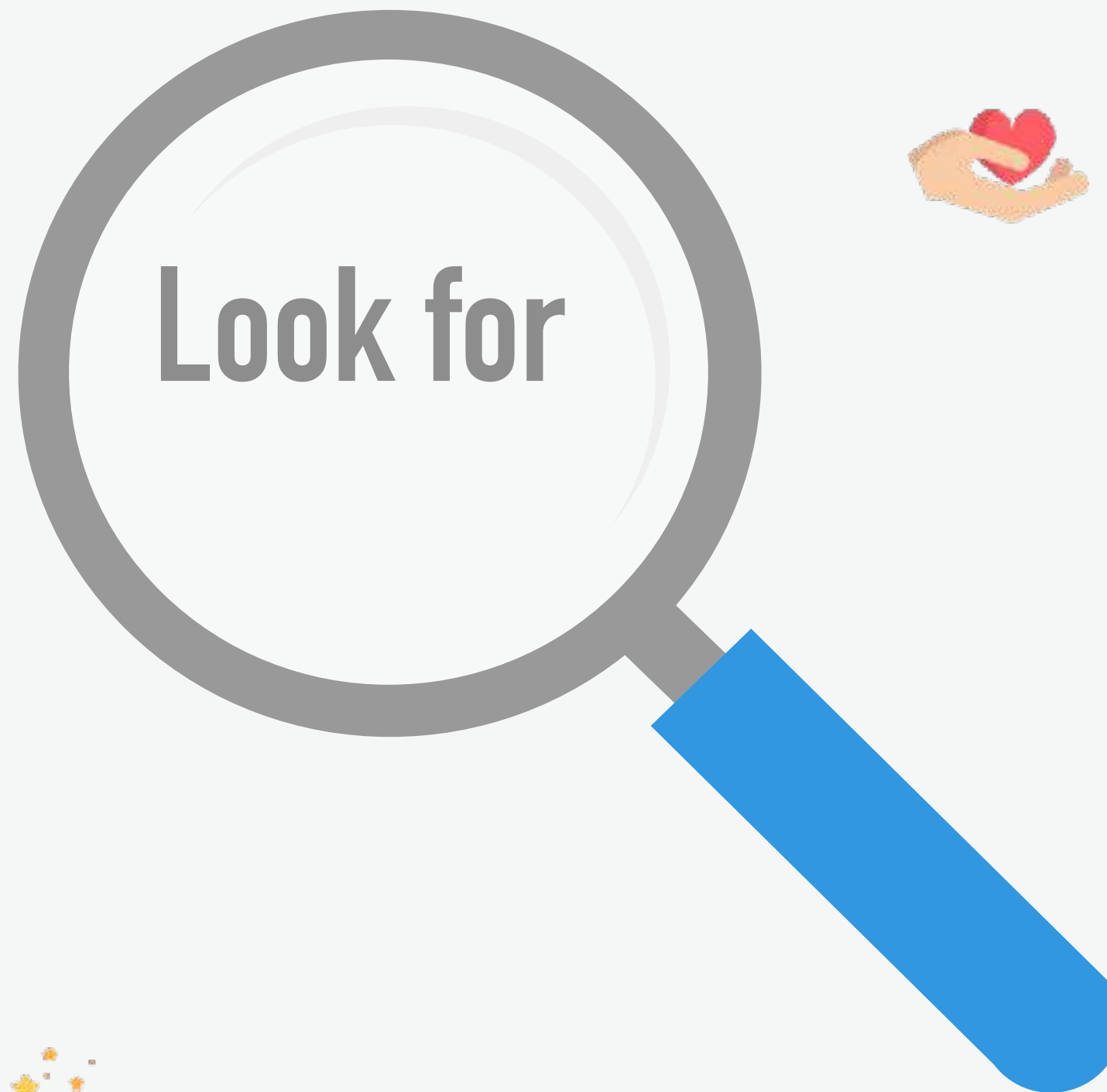
Adaptations.



What people care about.



Patterns.



Body language.



The unexpected.

WELCOME TO DAY 2



The key to being creative and innovative is to test our assumptions with high awareness.





Learn from failure



Embrace Ambiguity



Make it



Be Optimistic



Creative Confidence

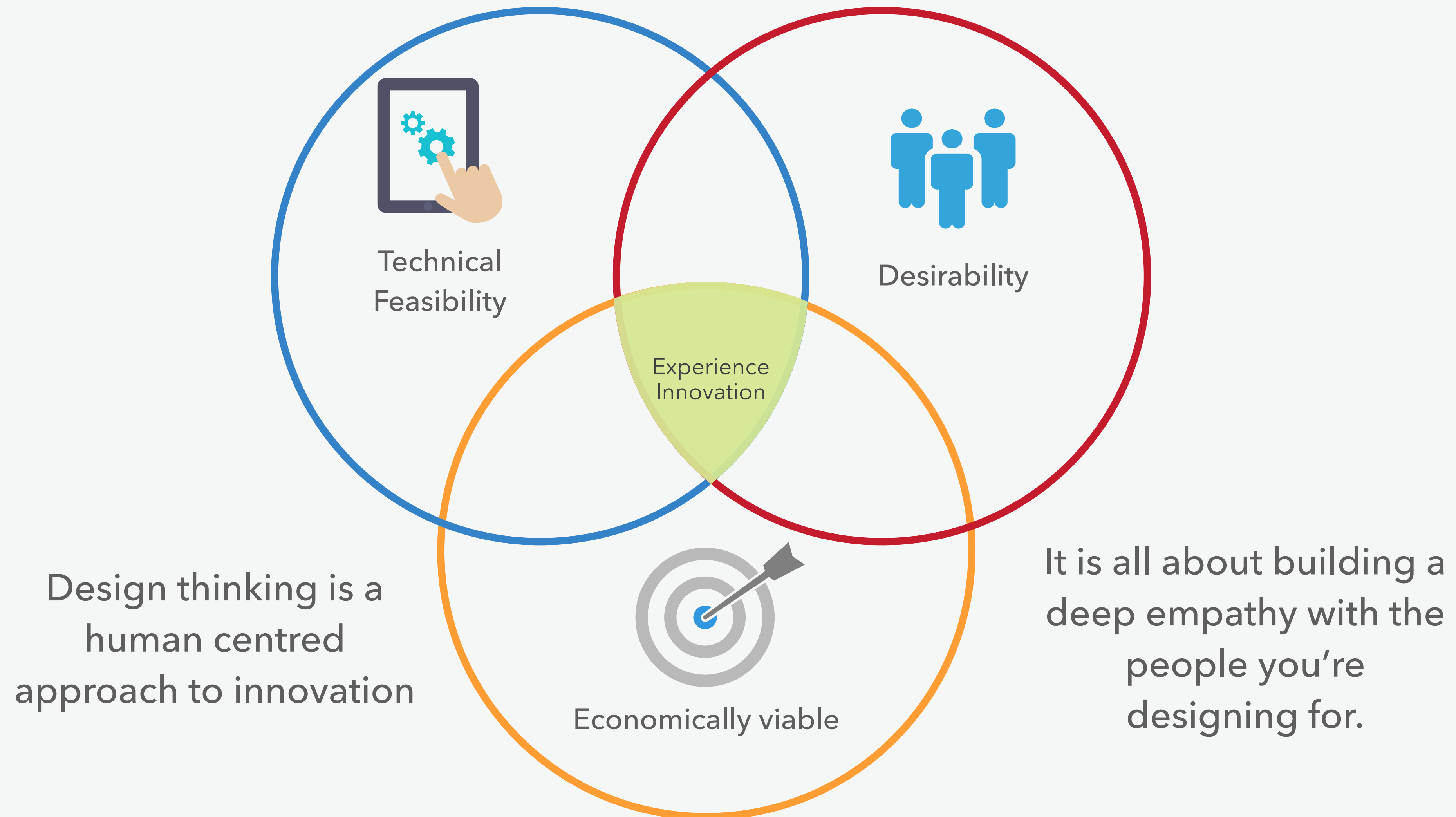


Empathy

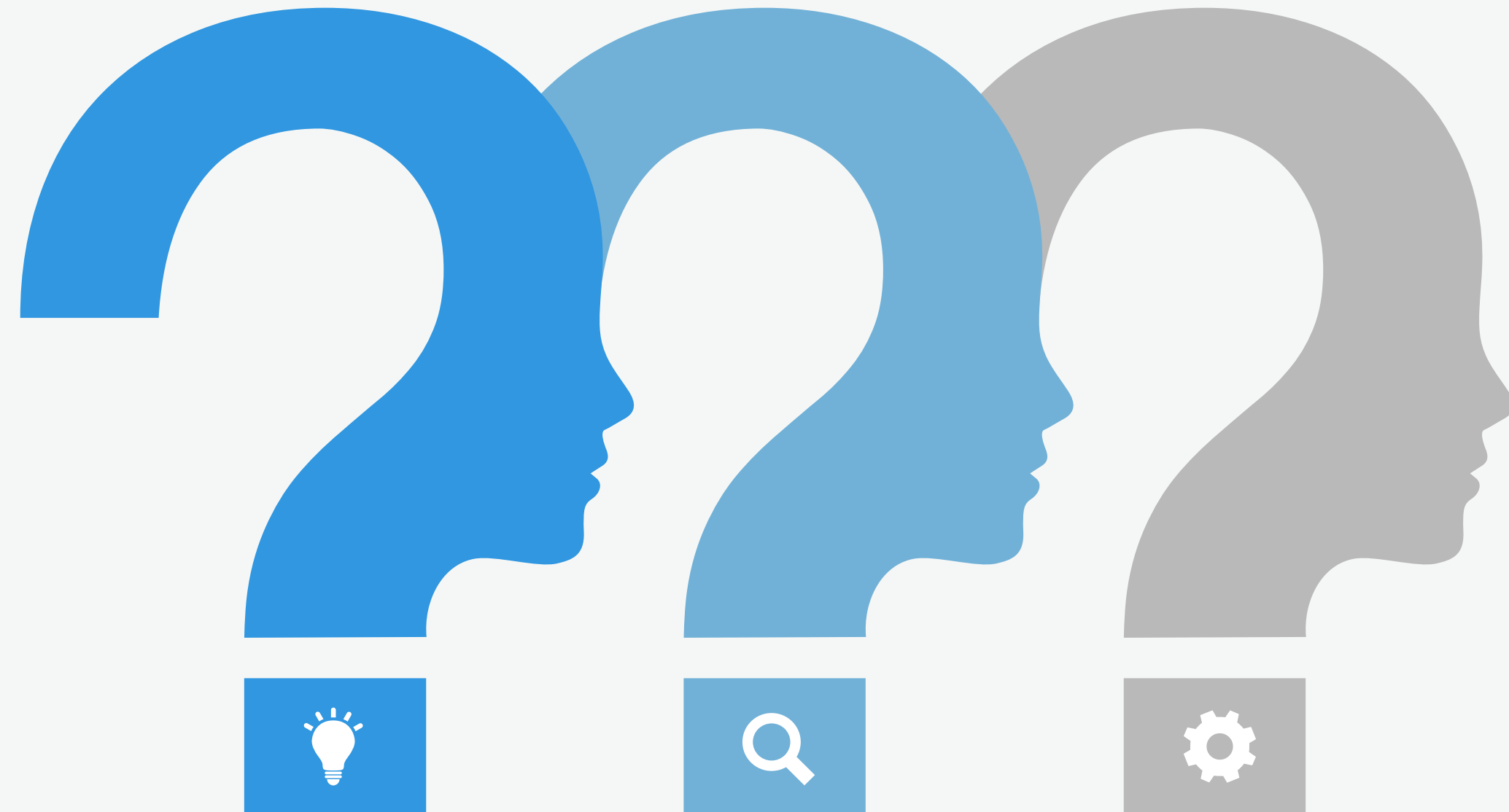


Iterate, Iterate, Iterate

INNOVATION THROUGH DESIGN THINKING



ALWAYS SEEK TO UNDERSTAND



What were the unarticulated unmet needs of people?

INSPIRATION

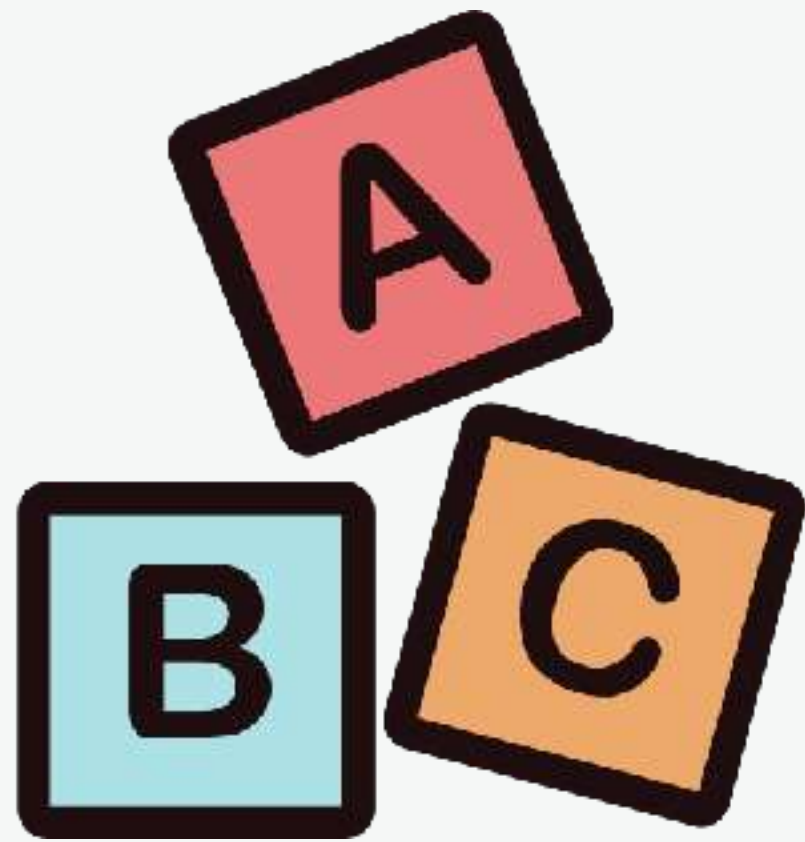


Effective designers probe their people's stated positions to better understand their unspoken, hidden underlying interests.

The art of meaning-making, pattern finding, and direction setting from real people in their natural setting.

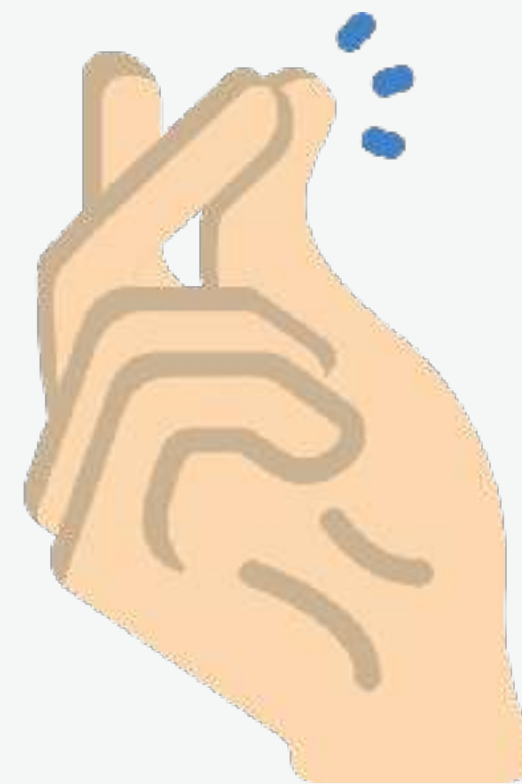


UNARTICULATED NEEDS



Convenient shortcuts.

Effortless routines.



1 million customers
of which 20% are new in
the 1st year.
USD 2 billion.
99% stucked.

The success of this innovation lies “in its appeal to an instinctive desire we have to put money aside in a painless and invisible way

EMPATHY MAP

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

1

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

2

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4

What do they SAY?

What have we heard them say?
What can we imagine them saying?

5

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

6

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

7

What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GOALS

What are their wants,
needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

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CONSULTANCY

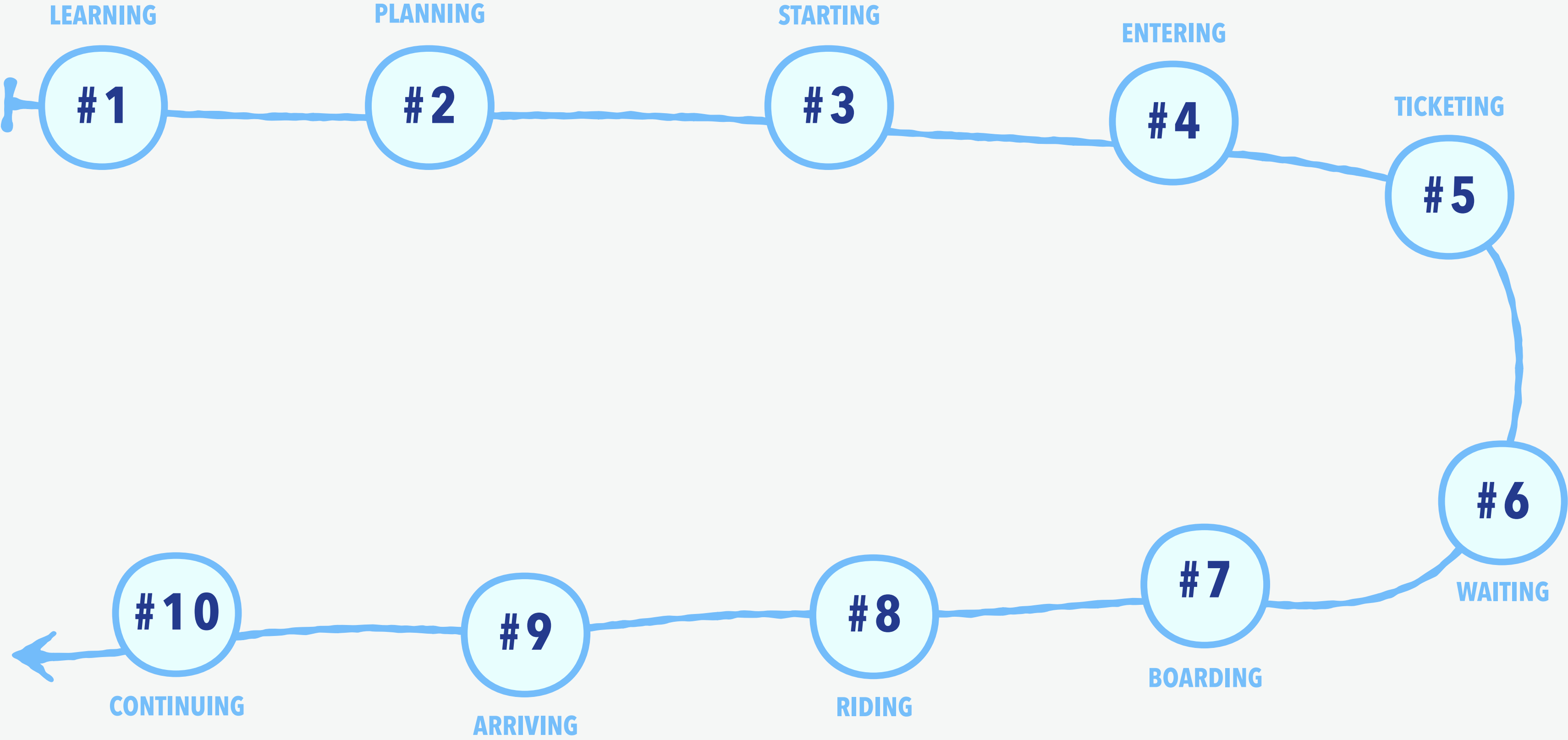
To reproduce only with permission from Coach 2 Success Consultancy.

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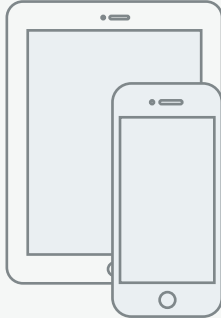




Riding



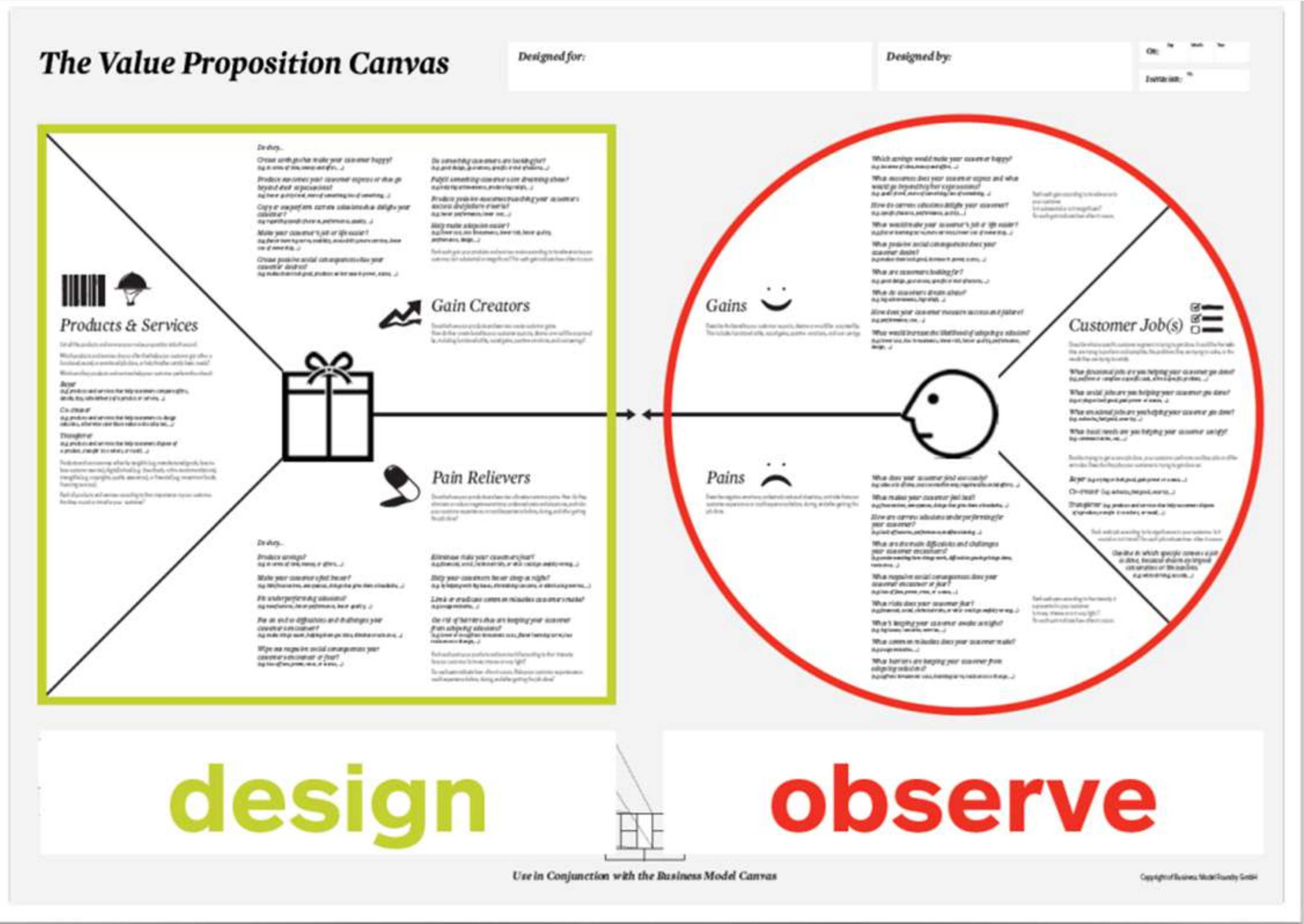
TRAIN



CUSTOMER JOURNEY CANVAS

Stage		Awareness	Evaluation	Purchase	Delivery	Retention
						
	Digital experience					
	Emotion					
	Differentiator					
	Process					
	Leakage					

VALUE PROPOSITION CANVAS



3 TYPES OF JOBS



3 Types
Functional
Social
Emotional

Functional

Getting the job done.

Social

Describes how a customer wants want to be perceived.

Emotional

Describes how a customer wants to feel.



“When we understand the job,
how to improve the product just
become obvious”

Clayton Christensen, Harvard Professor

CUSTOMER JOB



FASTER HORSE



GETTING BUY IN FROM STAKEHOLDERS

MESSAGE

Craft a **story** that captures both heart & mind.

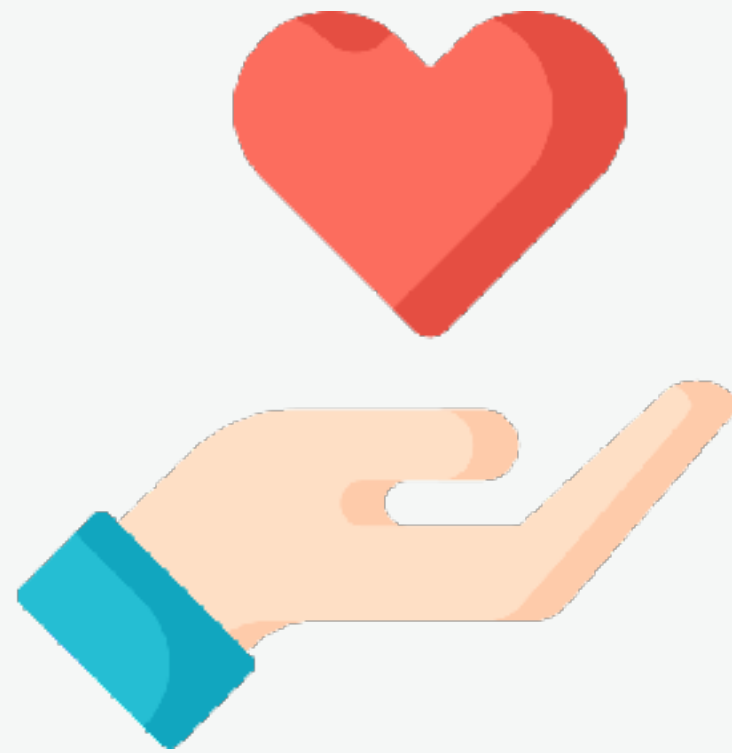
Don't just tell us, **show us.**

MESSAGE

Show us by presentation a **visual** story.

WHY STORIES?

Memorable



Stories are more memorable than statistics.

Impactful



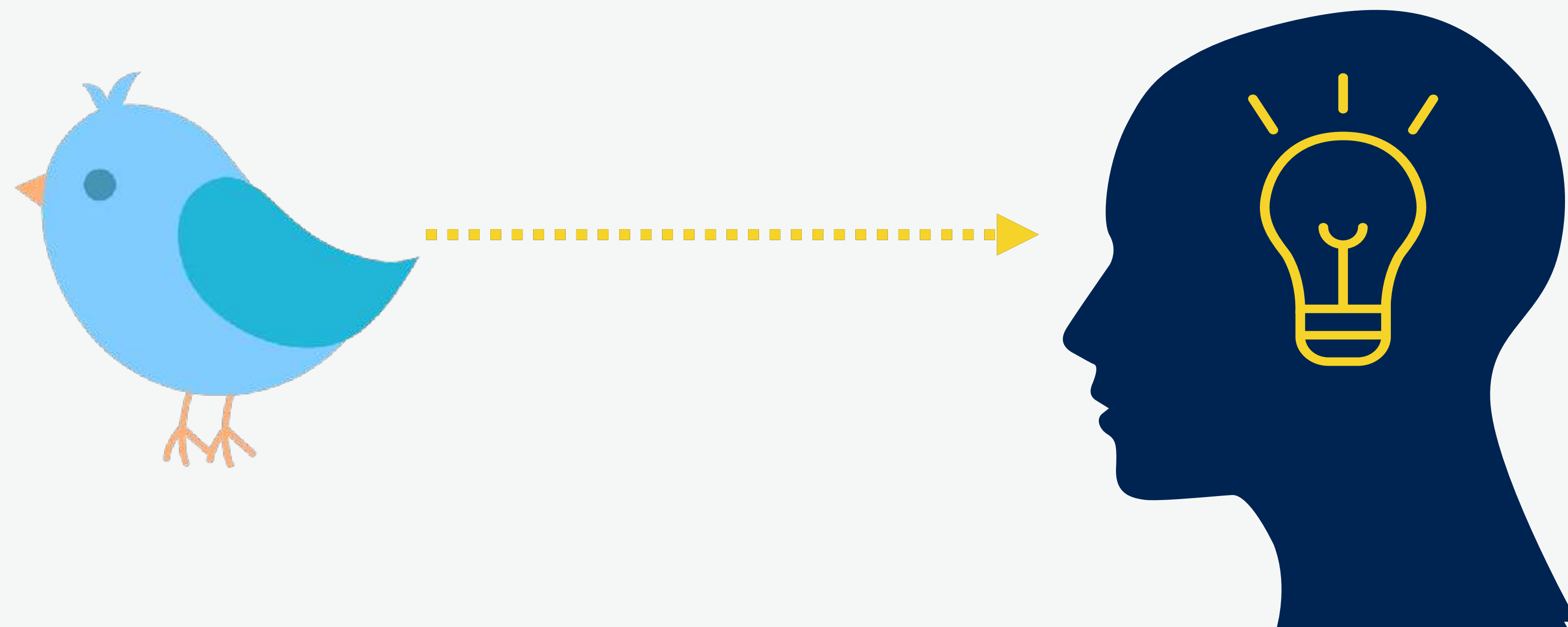
Individuals are more likely to be influenced with stories they resonates more.

Personal

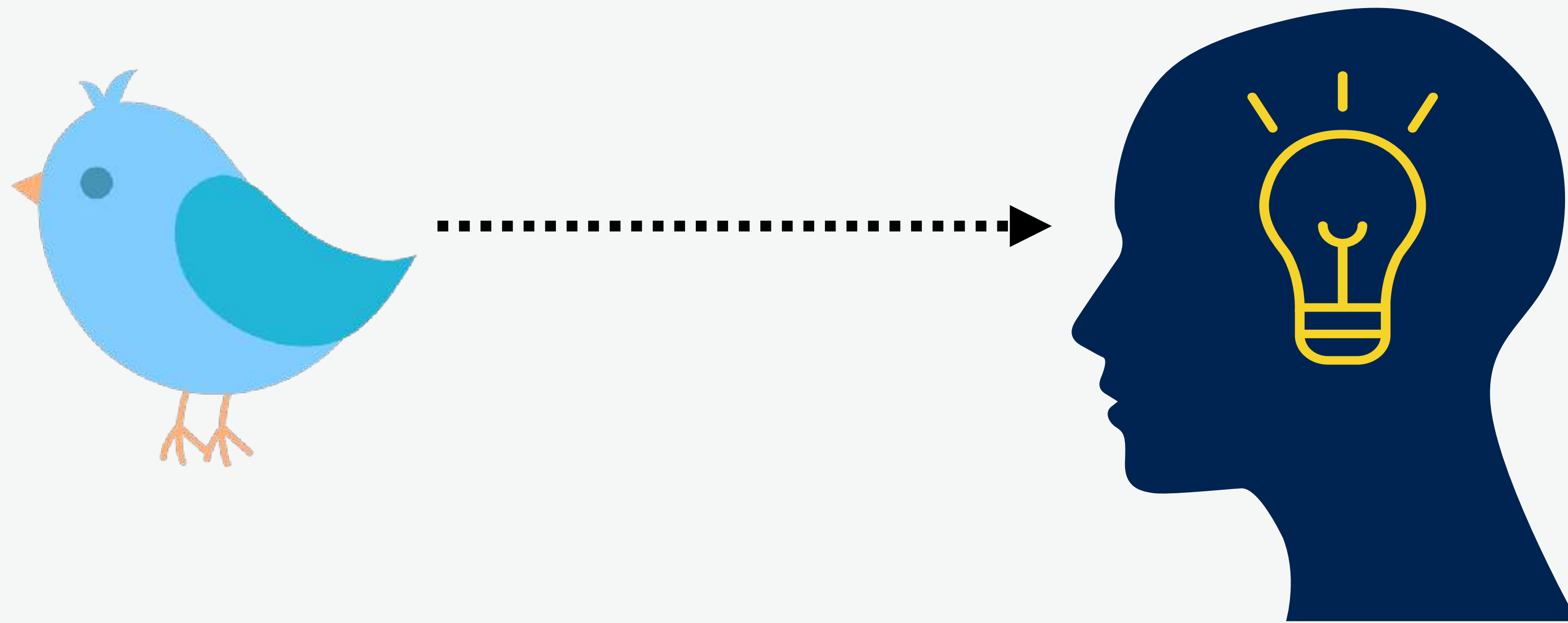


Meaning are extracted and comes from the personal connection to the story and storyteller.

Human process visuals **60,000x** faster than words.



We also **recall** information presented as visuals **6x** more easily than text.



Use **Metaphors** to give meaning.

Metaphors are meant to create an impact in the minds of readers.

STORY FLOW



The challenge

- Take note of ordinary challenges in daily life and recount them.
- Reflect experience from the perspective of each person involved and probe the situation for irony, conflict, humour, and insight.
- Record the lessons.



Your approach

- Explain how you approached and what you had to do to find the solution.
- Share your thoughts, feelings and actions.
- Capture vivid details.



The solution

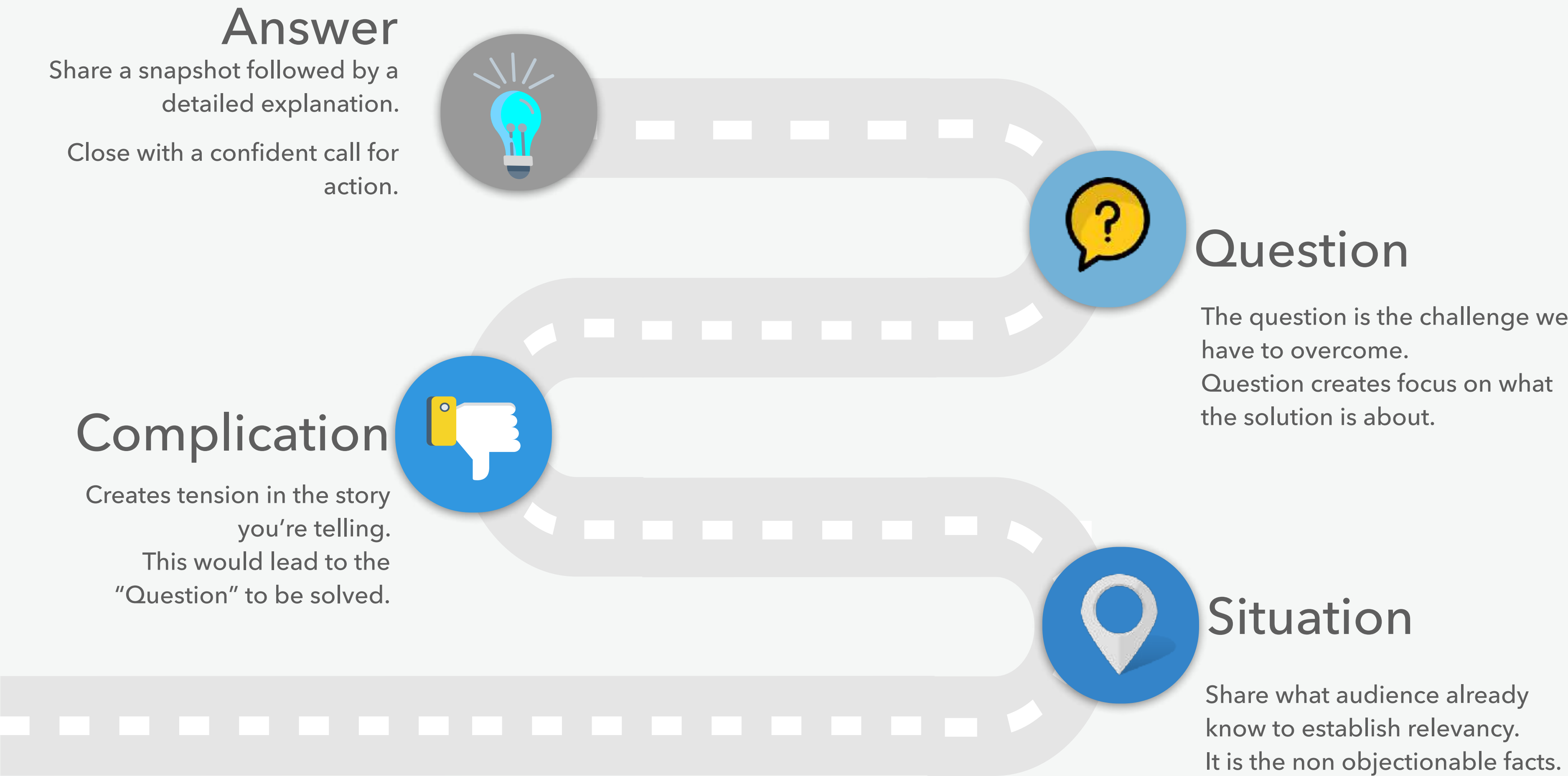
- Briefly describe your solution.
- How you implemented it.



The result

- Explain the impact.
- Tie to the objective.

FLOW PRESENTING YOUR IDEA



By: Barbara Minto , Minto Pyramid Principle

NEGATIVE TRENDS
Negative trends from the environment

POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

HOPES
Personal goals and hopes

NEED
What does this person really want?

NAME _____
ROLE _____

NAME AND ROLE

- ▶ Create a real name and role for your customer.
 - ▶ This helps anchor them in reality.
 - ▶ Using a real person is even better.

DRAW YOUR CUSTOMER

- ▶ The canvas is designed to make it easy for you to draw what your customer looks like on top of it.
- ▶ Is it a man? A woman?
- ▶ Is he or she happy? Or sad?
- ▶ Do they wear specific clothes?
- ▶ Develop a rich picture.

NEED

- ▶ Our goal is to identify needs for the persona.
 - ▶ What do they really want?
 - ▶ What decisions will they take?

POSITIVE TRENDS

- ▶ What are positive trends the persona experiences in their life?

OPPORTUNITIES

- ▶ What are positive opportunities the persona experiences in their life? These could be in work, or private life.

HOPES

- ▶ What hopes does the persona have for the future?

NEGATIVE TRENDS

- ▶ What are negative trends the persona experiences in their life?

HEADACHES

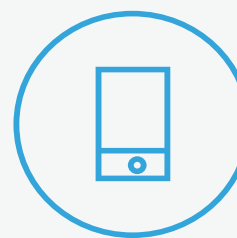
- ▶ What are negative headaches the persona experiences in their life?
- ▶ These could be in work, or private life.

FEARS

- ▶ What fears does the persona have for the future?
 - ▶ These could be in work, or private life.



Raja Atikah Iffah
Learning Experience Designer



+6012 900 8804



atikah@coach2success.com.my



Coach 2 Success Consultancy Sdn. Bhd.
67B, 2nd Floor,
Jalan Plumbum P7/P,
Seksyen 7,
40000 Shah Alam,
Selangor, Malaysia.

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