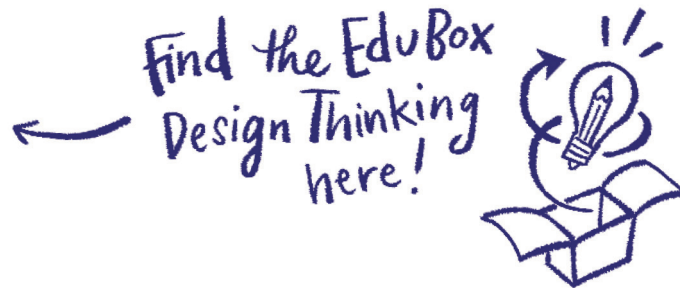


Design Thinking is a unique approach to collaborative problem-solving and innovation. This visual journey illustrates the different pathways of the Design Thinking process and introduces you to the steps needed to tackle your challenge.

Want to learn more about Design Thinking and find teaching and learning resources?



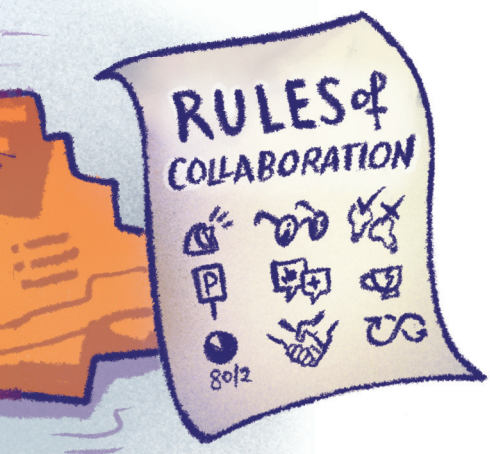
DESIGN THINKING

A VISUAL LEARNING JOURNEY



Design Thinking aims to find creative, user-focused up-to-date solutions. Why not join us on this exciting learning journey? Get to know Design Thinking, its principles, the different steps to take and its benefits.





Our Task: We invested significant effort into developing four online self-learning courses, our “EduBoxes”, but we also needed innovative ideas to expand their reach. So, we – a team of eight interdisciplinary professionals, decided to apply Design Thinking to tackle this challenge.

To unlock the full potential of Design Thinking, constructive collaboration is key. Here are some guiding principles which are useful to follow when working together:



GUIDING PRINCIPLES OF COLLABORATION



TIME BOXING



HUMAN/
GLOBAL
CENTRIC



PARKING SPACE
FOR IDEAS



"YES, AND..."
CULTURE



80/20
INSTEAD OF
PERFECTION



ACTIVE
COLLABORATION



FAILURE CULTURE
& EXPERIMENT



VALIDATED
HYPOTHESES
INSTEAD
INTERPRETATION



MINDFUL OF
THE PROCESS:
ITERATIONS

5 PHASES of DESIGN THINKING

The beauty of Design Thinking is that it isn't a rigid, linear process but flexible and dynamic allowing you to loop back and forth between phases to redefine problems or refine your ideas.



Empathise to gain a thorough understanding of the users and their needs

Test to find out whether the product fits the users



Define the user's needs and potential gains

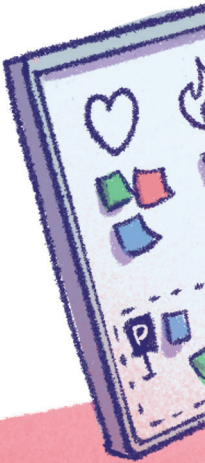
Ideate to explore a wide range of potential solutions

Prototype a scaled down version of the potential end product

EMPATHISE

To research into potential user's needs and gain an empathetic understanding of the issues they face is at the forefront of the method Design Thinking.

*We conducted several **Empathy Interviews** with people from diverse backgrounds who might have an interest in using the EduBox project.*





Who is we? How do we do this?

FORMULATE THE CHALLENGE

Creative Reframing is a helpful tool to clarify potential stakeholders, specify the main users and get a more concrete idea of the challenge.

*We started off with the challenge:
„How might we increase the usage of the EduBoxes?“*



is? What

MIGHT WE



OUR GOAL ?



- USP
- ★ =
- ★ =
- ★ =

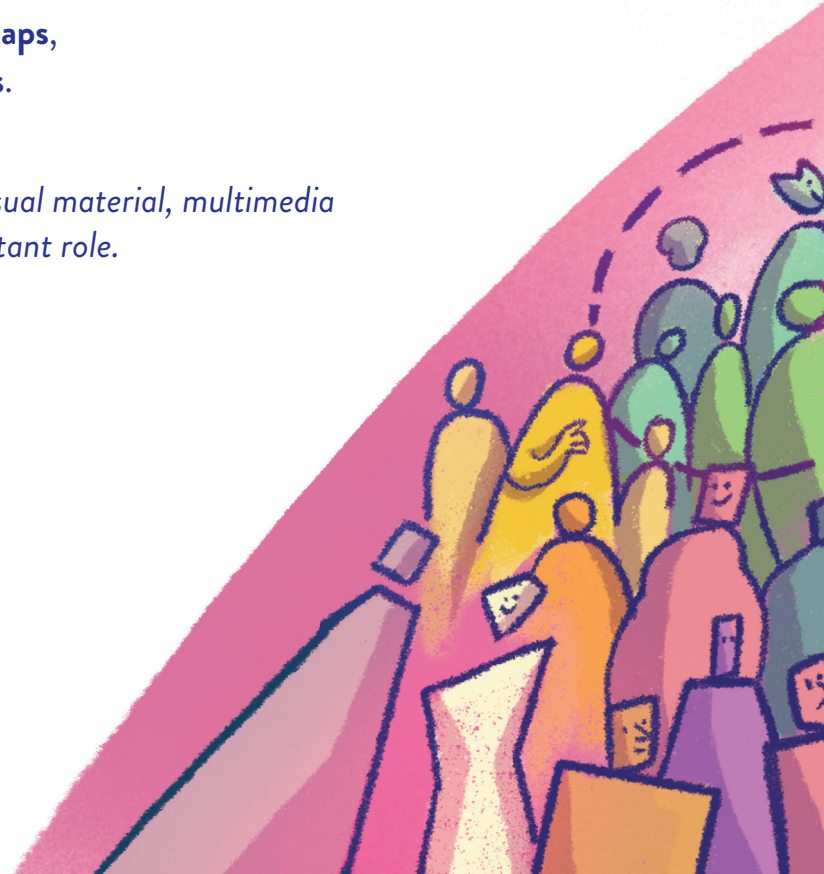


Who is this for? What do

KEY DELIVERABLES OF THE EMPATHISE PHASE

Key deliverables can be **Stakeholder Maps**, **Empathy Interviews** or **Empathy Maps**.

We learned that short texts, attractive visual material, multimedia and easy to grasp graphics play an important role.







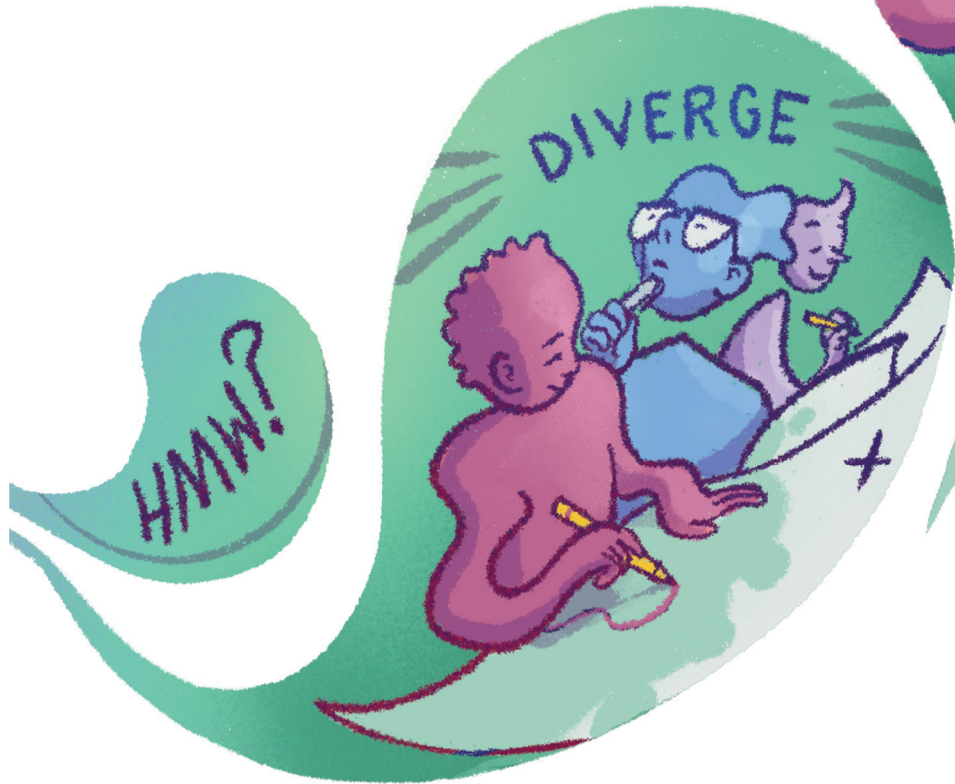
DEFINE


This stage is dedicated to defining the core problem. By focusing on the user's perspective, the outcome is a clear description of the issues that demand attention and the needs that need to be fulfilled.



Our research revealed that among other results, the EduBoxes can only be found if you know about them, that it requires several steps to access them and that our potential key users are multipliers.

IDEATE





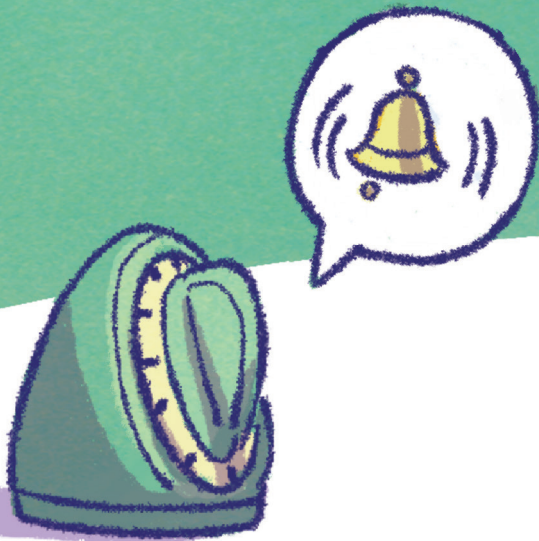
In this phase, we brainstormed and discussed various approaches to make our EduBoxes known. The solutions put on the table included creating video clips, distributing leaflets, and designing postcards.

During the ideation phase ideas and solutions are being explored. Every idea is considered and as many ideas as the **Time Boxing** principle allows are thoroughly analysed.

let's prototype!



DELIVERABLES OF THE IDEATION PHASE



Techniques such as **Idea Canvas**, **Ideation Matrix** and **Brain Dump** can help to choose the best idea or ideas to move forward with.

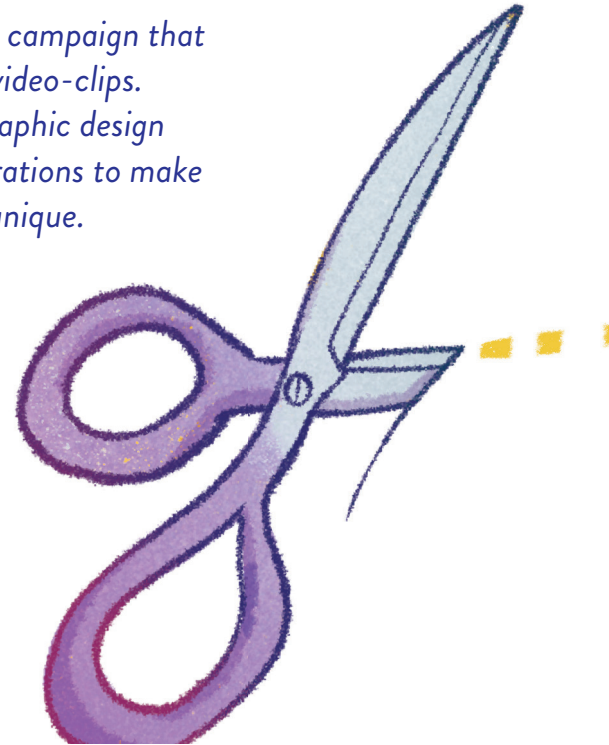


We used all evaluation tools to assess our ideas and refine our promotion strategy. The key take aways across all user groups were the importance of highlighting how EduBoxes can be found, foster future-ready skills and how to strengthen collaboration and knowledge sharing.

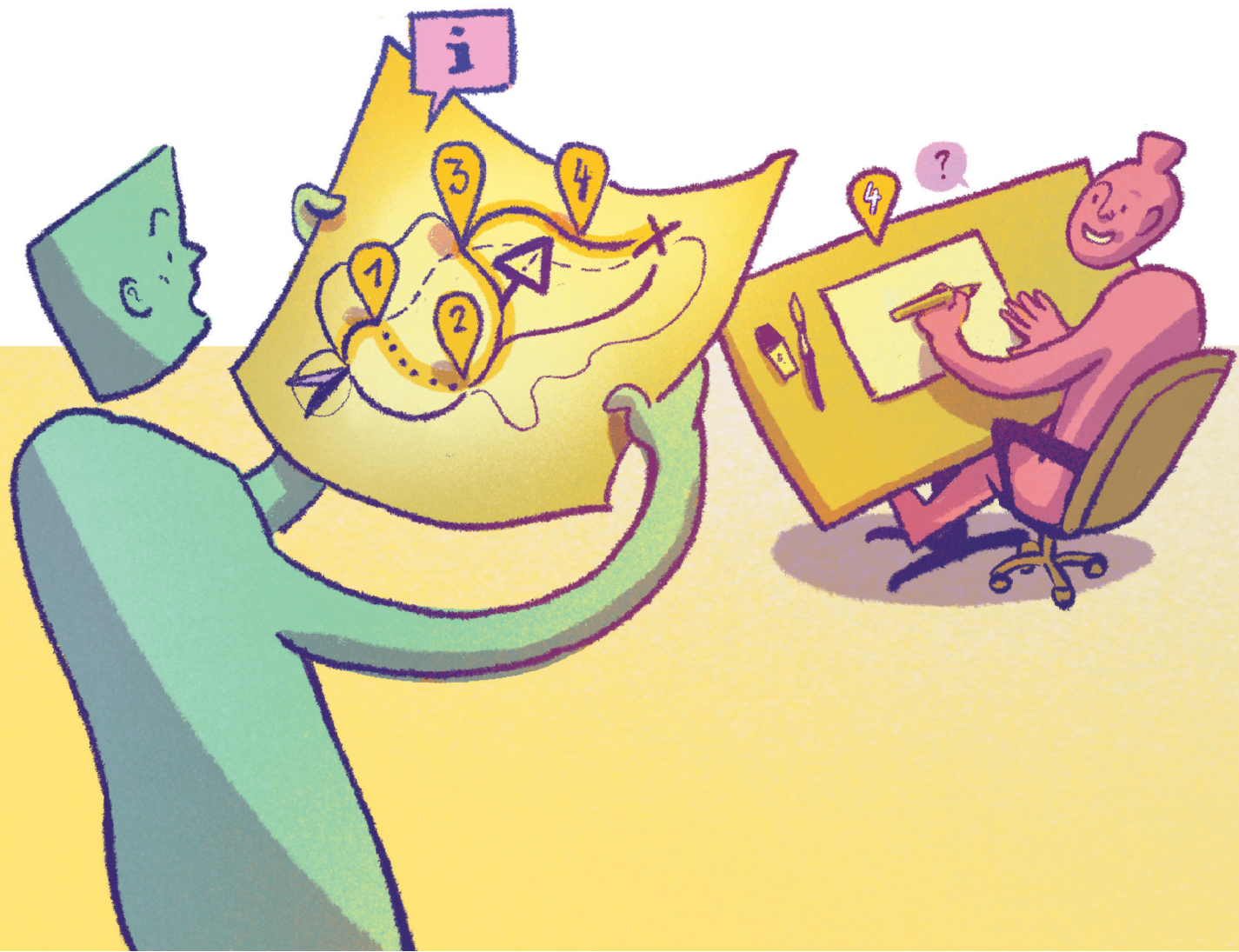
PROTOTYPE

Prototyping refers to the development of an almost operational working model or solution and is an essential step towards finding the best solution for the challenge.

We decided to develop a social media campaign that integrated podcasts, interviews, and video-clips. These materials featured a custom graphic design concept, including hand-drawn illustrations to make the campaign visually engaging and unique.



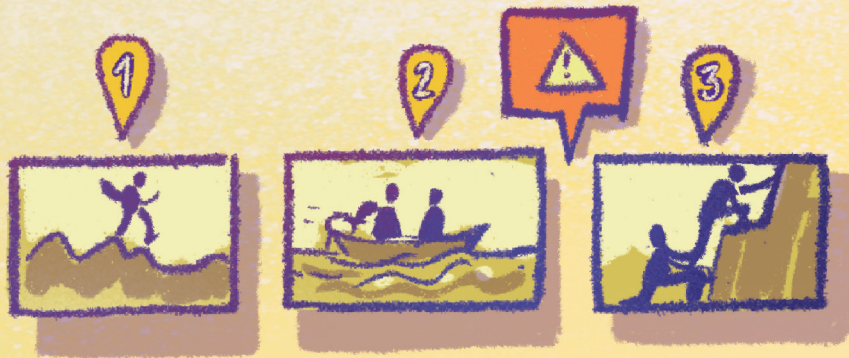




DELIVERABLES OF THE PROTOTYPE PHASE

Storyboarding is a well fitted technique to visualise a possible solution. It can show the initial situation, particular requirements and the creative solution represented by your prototype.

We decided to tell the story of the EduBoxes in use. This included sharing personal experiences, user feedback, and success stories to inspire and encourage participation and usage.





The background features a stylized illustration of a landscape. At the top, there are three clouds with purple outlines and white interiors. Below the clouds is a row of brown and tan trees. The foreground is a field of yellow and orange grass, with a white path leading from the bottom left towards the center. The overall style is simple and illustrative.

TEST YOUR PROTOTYPE

Once arrived at a potential solution, it is time for a test. Diverse tools help you to get feedback considering usability and whether your solution fits your stakeholder's needs.

We tested the type of social media platforms that would best reach our target groups. This also included multimedia elements to ensure that the content was dynamic and impactful.

OUR SOLUTION

Our final solution was to create and launch a multimedia LinkedIn campaign featuring a dozen posts, including: drawings, video clips, podcasts, interviews and user feedback on the EduBoxes.





WORKSHOP PARTICIPANTS

Kai Baum

Expert for HR-IT-Integration
and digital Transformation

kai.baum@bmc-education.de

Julika Baumann Montecinos

Professor of Transcultural Management

julika.montecinos@hs-furtwangen.de

Katrin Hahnemann

Editor and Systemic Coach

katrin.hahnemann@posteo.de

Hannah Hoffmann

Master Student with a focus
on Design Thinking

hannah.hoffmann@w.hs-fulda.de

Adelheid Iken

Professor for Intercultural Communication

adelheid.iken@haw-hamburg.de

Kirsten Nazarkiewicz

Professor for Intercultural Communication

kirsten.nazarkiewicz@sk.hs-fulda.de

Erik Schumb

Agile Strategist and Coach

schumb@agilesprints.space

And a special thanks to our illustrator

Marie Seeberger

marie.seeberger.illustration@gmail.com



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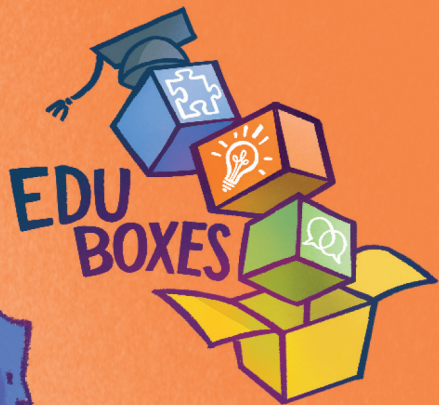
Iken, Adelheid / Nazarkiewicz, Kirsten (2024).

Design Thinking, a learning journey (Version 1.0).

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This Design Thinking learning journey is part of the EduBox project by the Hamburg Open Online University HOOU.

The EduBox project offers free, flexible, and innovative learning tools for Design Thinking, Intercultural Communication (English and German) and Virtual Intercultural Teams.

Want to know more?



*find all our
EduBoxes
here*

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