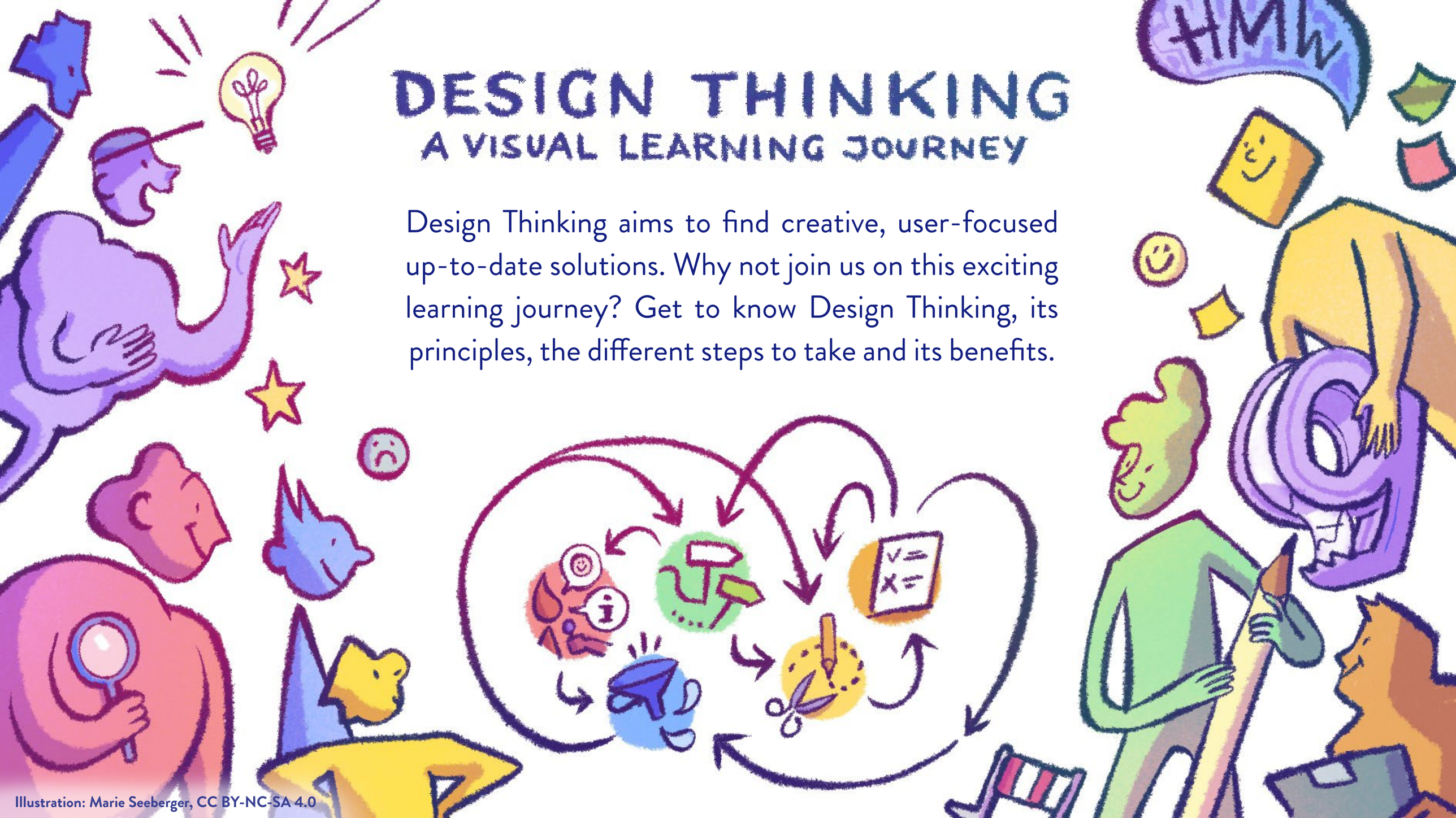
DESIGN THINKING

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.



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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:

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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

Prototype a scaled down version of the potential end product

Define the user's needs and potential gains

Ideate to explore a wide range of potential solutions

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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.*

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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?“

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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, multi-media and easy to grasp graphics play an important role.

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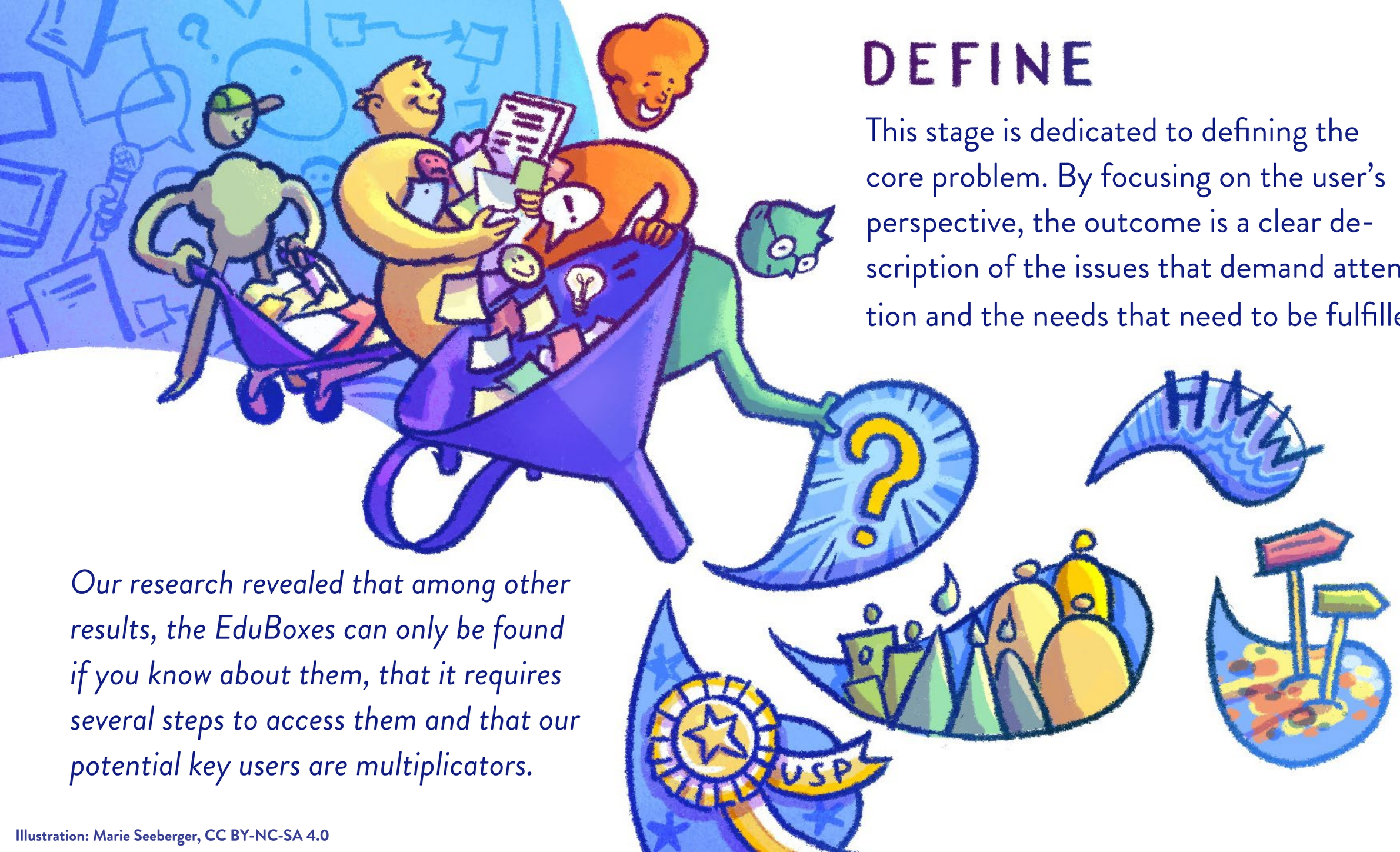
DEFINE

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 multiplicators.

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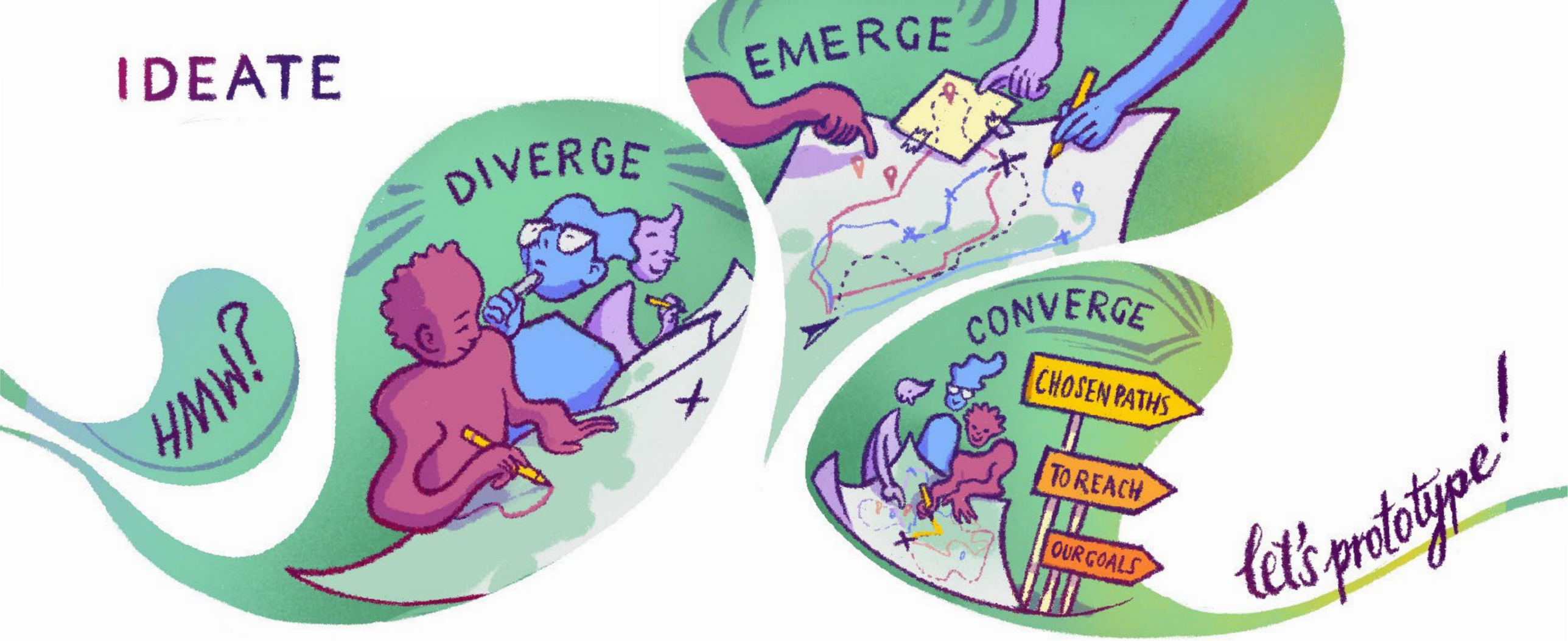

In this phase, we brainstormed and discussed various approaches to make our EduBoxes known. The solutions put on the table included creating video clips, distributing leaflets, and designing postcards.

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.

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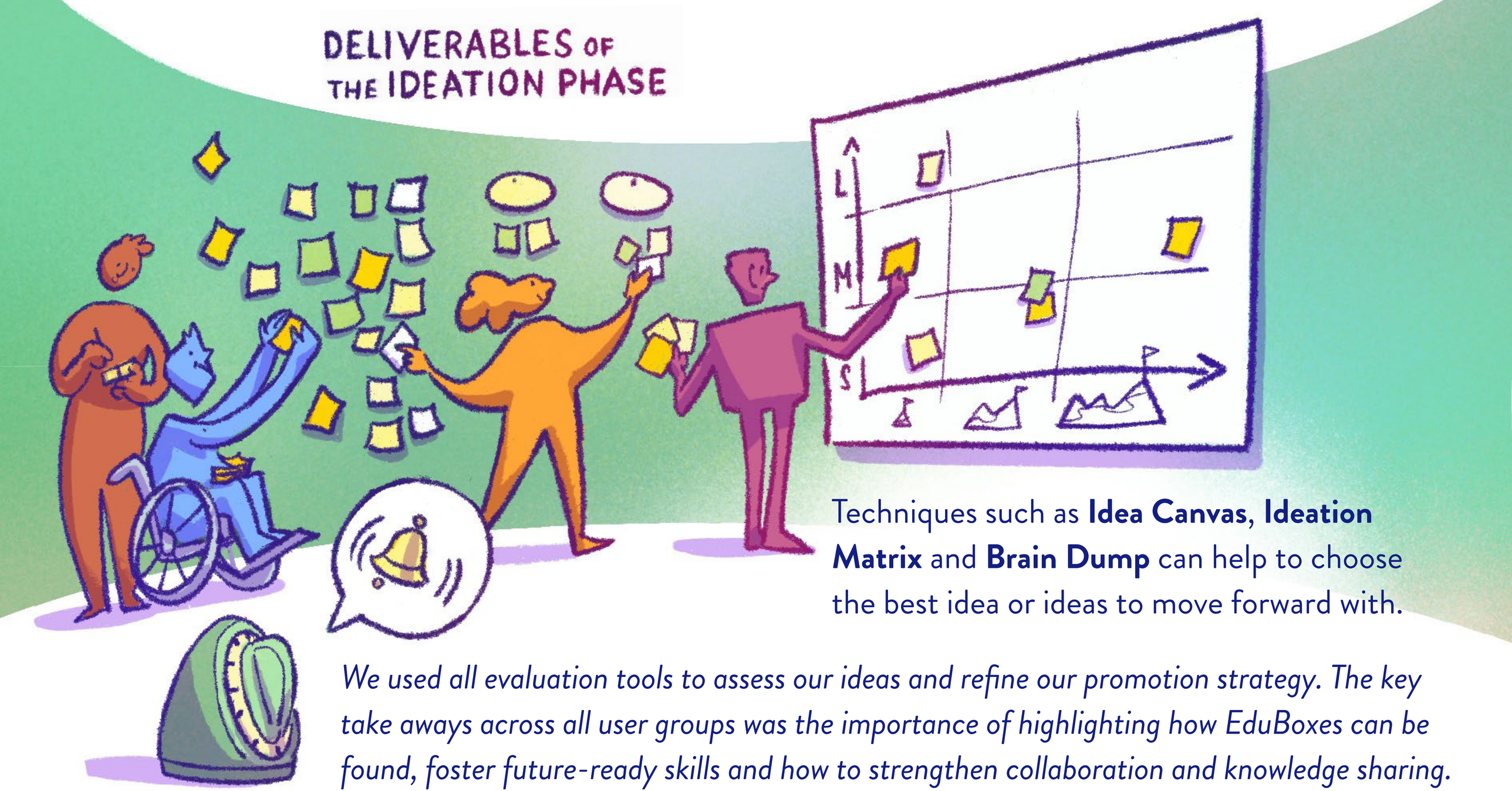
DELIVERABLES OF THE IDEATION PHASE



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 was the importance of highlighting how EduBoxes can be found, foster future-ready skills and how to strengthen collaboration and knowledge sharing.

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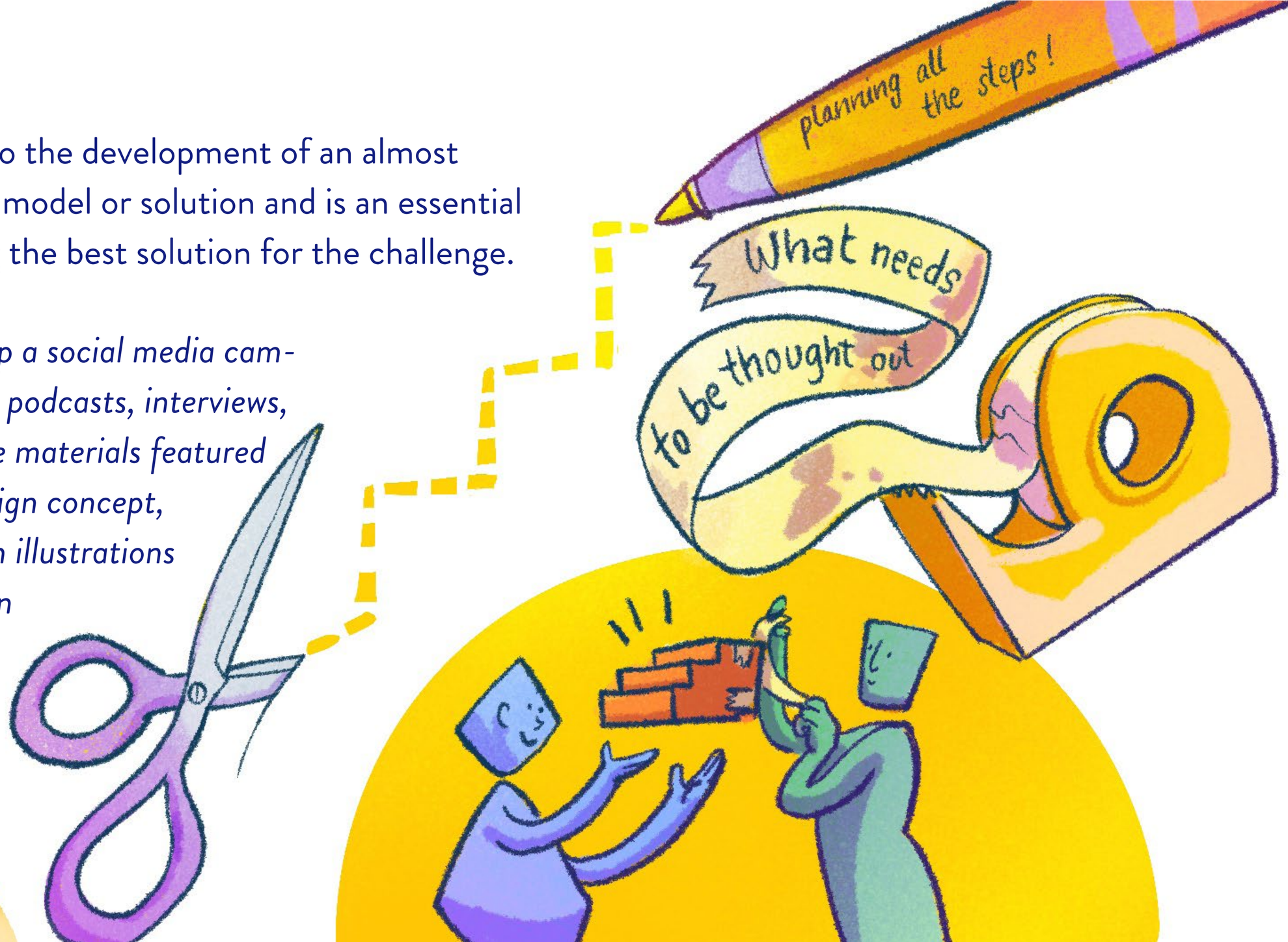
PROTOTYPE

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.



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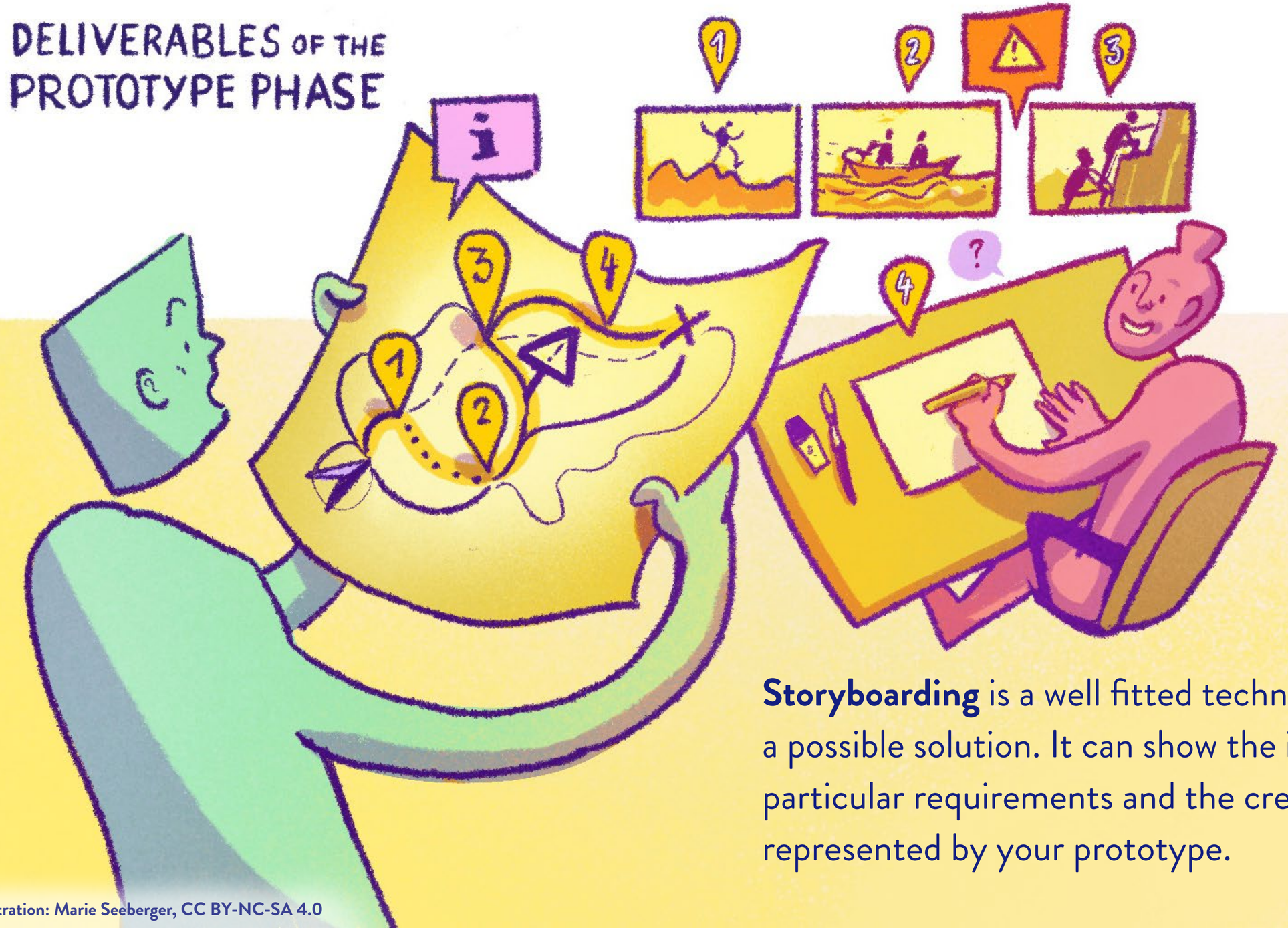
DELIVERABLES OF THE PROTOTYPE PHASE



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.

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.

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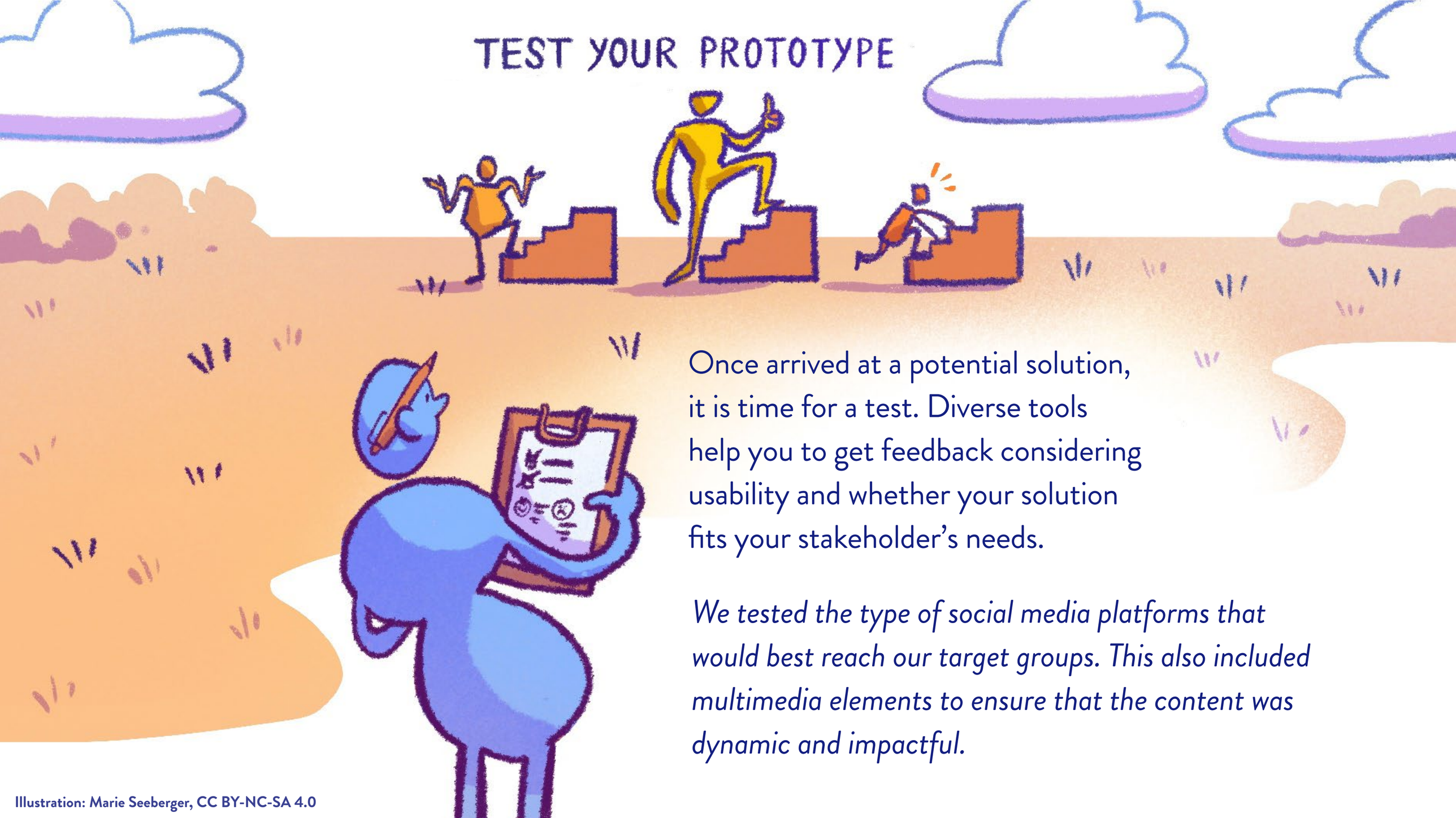
TEST YOUR PROTOTYPE



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.

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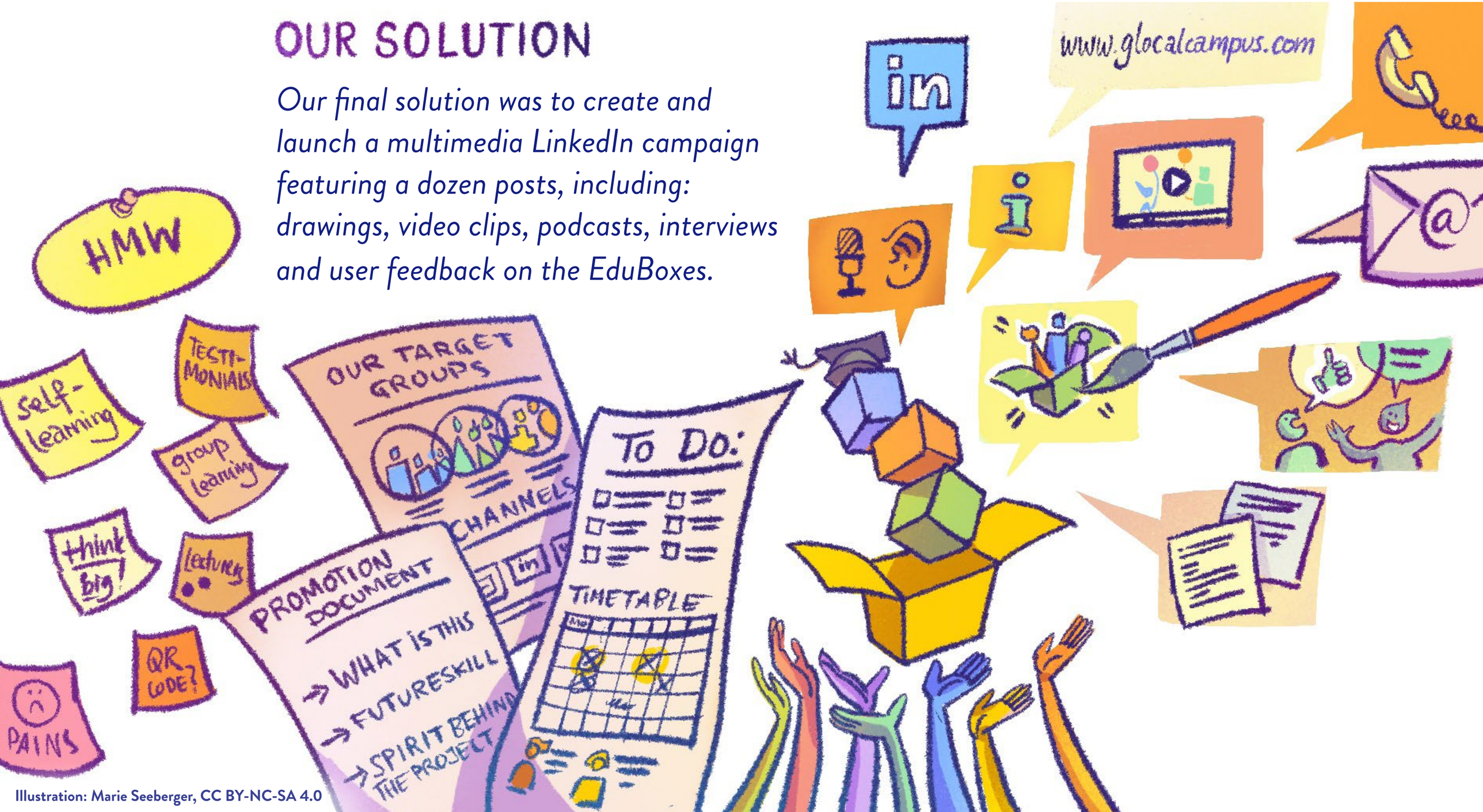
OUR SOLUTION

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.



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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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