

Design Thinking Toolkit

Co-developed by C-Academy Pte Ltd and DBCS

OBSERVE

IMMERSE

ENGAGE



Observe users in their environment



Immerse yourself in the task/environment of the user



Engage in a conversation to understand the users better (look out for non-verbal cues)

Overview

- Observe, Immerse & Engage are the three ways for you to gain deeper empathy to understand the real needs of your consumers.

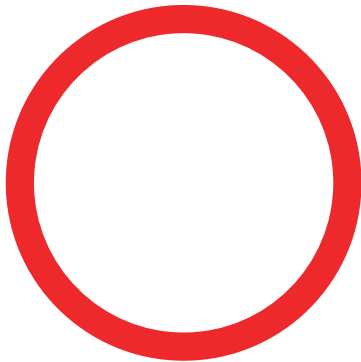
Getting Started

- Observe users in their natural environment to document their actions and behaviours.
- Immerse in their activities to experience their pain points.
- Engage in a conversation to question your assumptions.

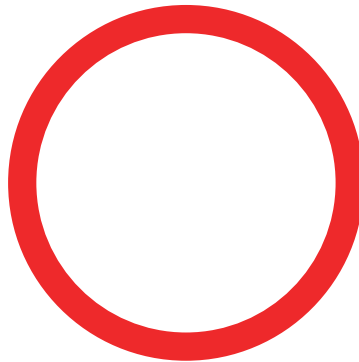
Build a journey map to break a session into multiple tasks to look out for positive and negative emotions and experiences

USER JOURNEY

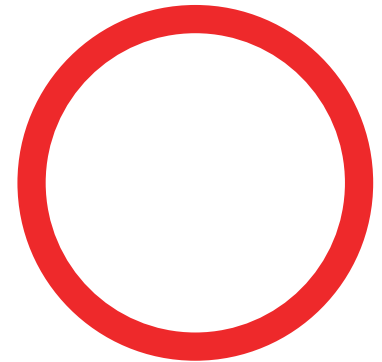
before



during



after



Overview

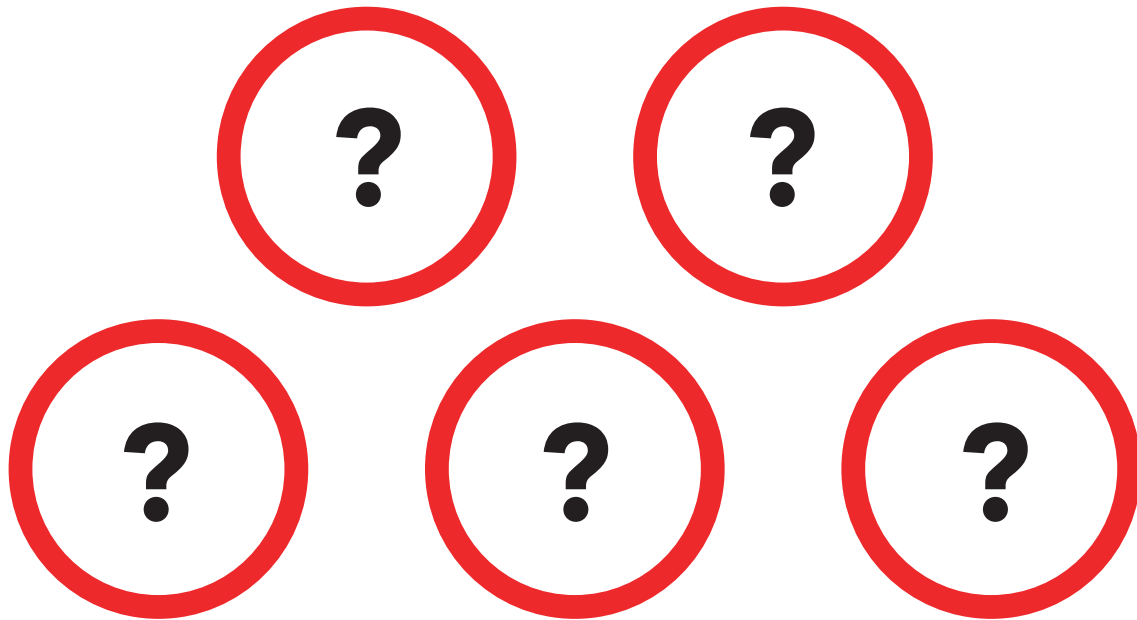
- A journey map is a diagram that maps the stages customers go through when interacting with a product, service, brand or company. It gives businesses a way of helping them gain valuable insight and understanding regarding common customer pain points and to build empathy for customers by understanding their needs, wants and how they feel.

Getting Started

- Break your journey into 3 broad stages – Before, During and After.
- Describe the emotions you feel at the different stages by categorising them into positive and negative emotions.

Dig deeper by asking "why" to the answers given to understand the real pain points

5 WHYS



Overview

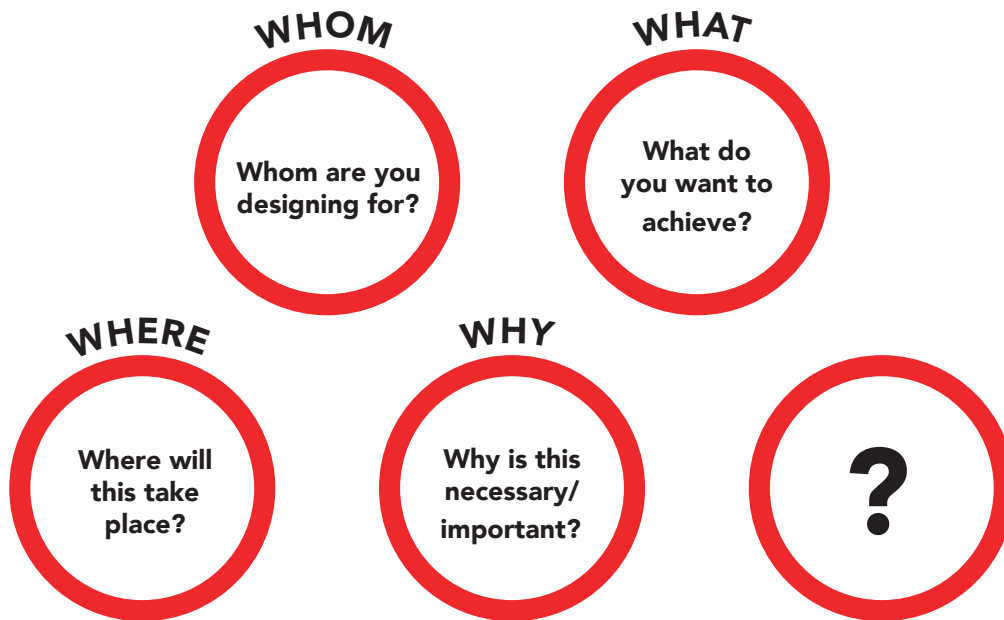
- 5 Whys is a technique for finding the causes of the pain points by asking "Why?" at least five times. Its primary goal is to determine the root cause of the pain point by repeating the question "Why?".

Getting Started

- Start by asking why to the pain point highlighted on the journey map. Continue with an interrogation style of asking "Why?" to the answer given.

Craft your "How Might We" using the method shown to scope your design challenge

HOW MIGHT WE



Overview

- "How might we" (HMW) questions are short questions that launch brainstorms to frame your design challenge or problem statement. You are encouraged to generate multiple HMW questions. Ensure that the statement is not too broad or too narrow.

Getting Started

- Follow the line of questioning in the card by asking whom are you designing for, what are you designing, where is the context and why are you designing it (purpose).

Generate your ideas using a creative matrix shown so as to get a variety of ideas

CREATIVE MATRIX



Product



Digital



Services



	HMW 1	HMW 2	HMW 3
Product			
Digital			
Services			

Overview

• Creative Matrix is an ideation technique to allow a volume of ideas to be generated in a short amount of time by stimulating cross-pollination of ideas. It is a grid where each block represents the intersection of two categories.

Getting Started

• Insert your HMW questions on the horizontal panel and on the vertical panel, categories for enabling questions such as product, digital or service. You can then use this to help generate a wide range of concepts in each block through sketching out the ideas or building quick mock-ups. Try to populate the matrix with as many ideas as possible.