DESIGN THINKING WORKSHOP

CHALLENGE 1

TEAM MEMBERS

INTRODUCTION

This will be your group's Mural board during the Design Thinking Workshop. Use it to brainstorm and save your ideas for the final pitch. Please start by adding your name and professional background to the team members section above.

AGENDA

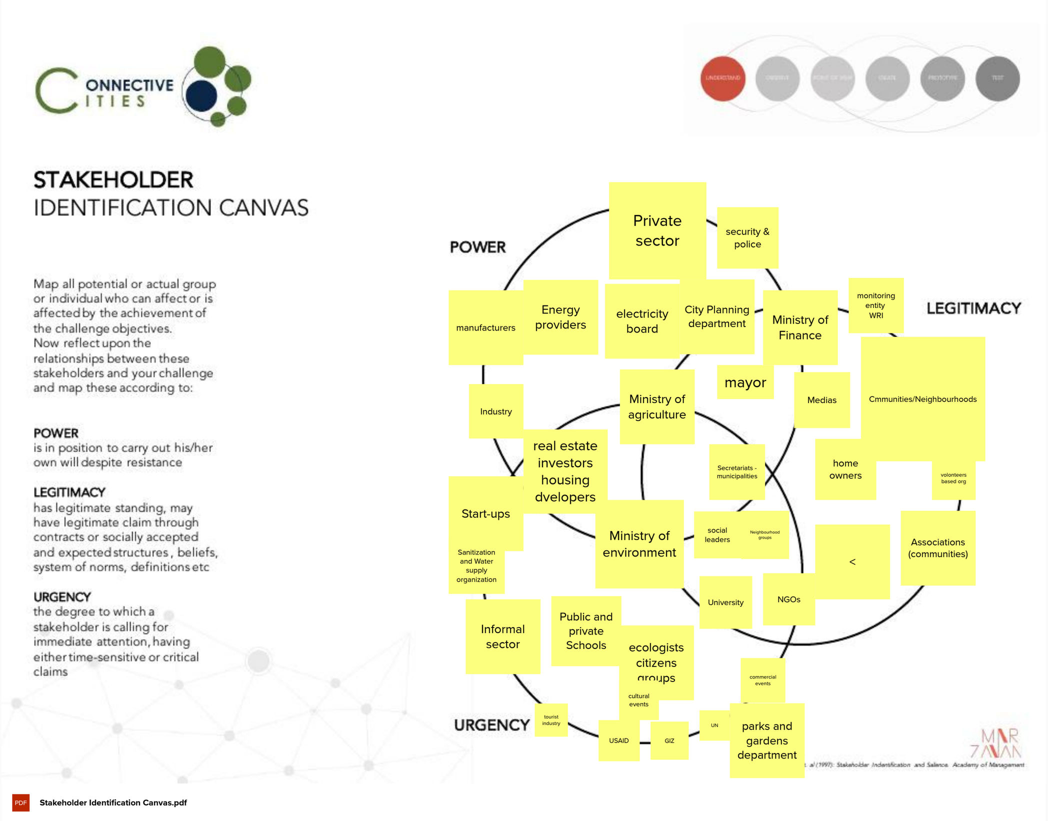
1. Semantic Map
2. Stakeholder Identification Canvas
3. Context Mapping: PESTEL Analysis
4. Persona Empathy Map
5. Ideation
6. The Five Helox Model
7. Idea Canvas

DAY 1, 15th of Nov 2021

In the Design Thinking process, we divide between the problem and solution thinking. Problem thinking means truly understanding the context, people and interrelations behind your challenge. Today you will start by alligning as a team and understanding and observing your challenge. If ideas should come up, park them for tomorrow's solution thinking!

1 Start by understanding your challenge as a team. Underline one word after the other and share what you understand and associate behind each word of your challenge. Focus on understanding the problem field behind your challenge (not the solutions). Try to collect your thoughts on post-its!

2 Identify the people affected by your challenge. Focus on understanding their needs, wishes and pain points first. As a second step display their interrelations.



3 Context mapping allows you to understand the wider context of your challenge by looking at it through a political, economical, social, technological, environmental and legal angles. Try to collect as many ideas here as possible.

global

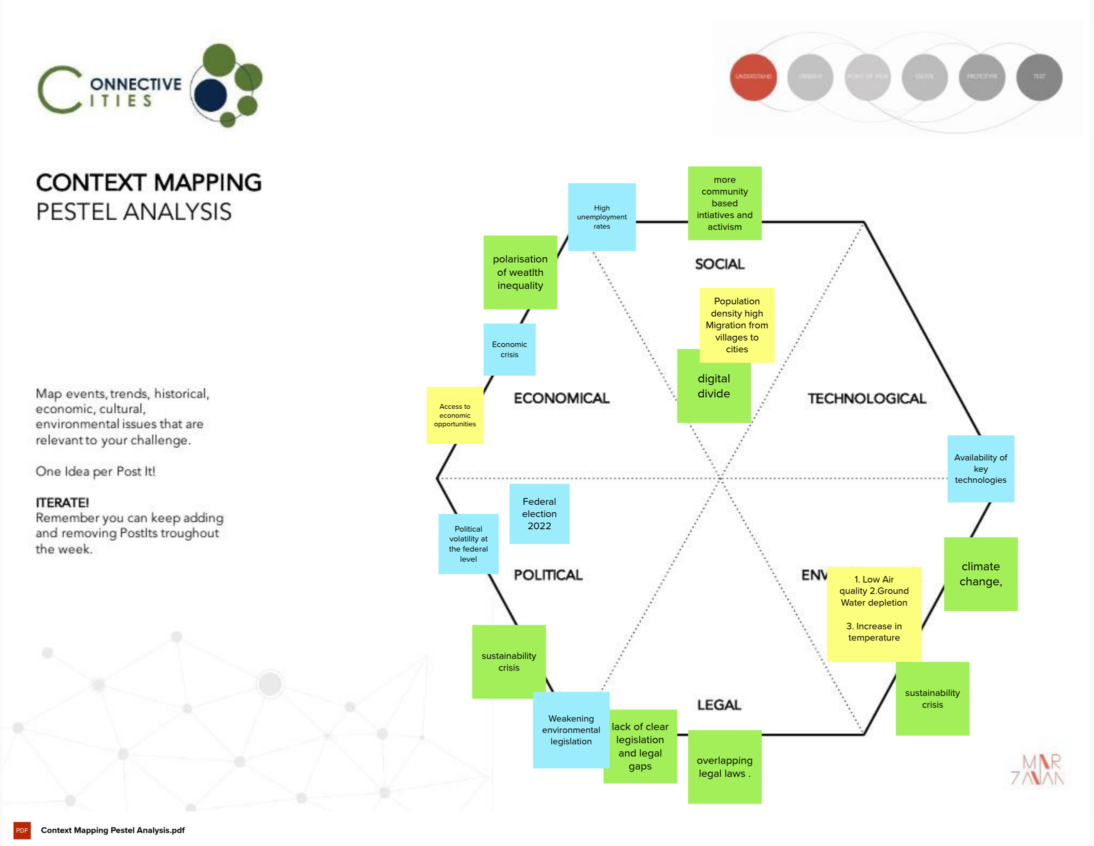
pick a local color for local trends and factors

brazil

india

Madagascar

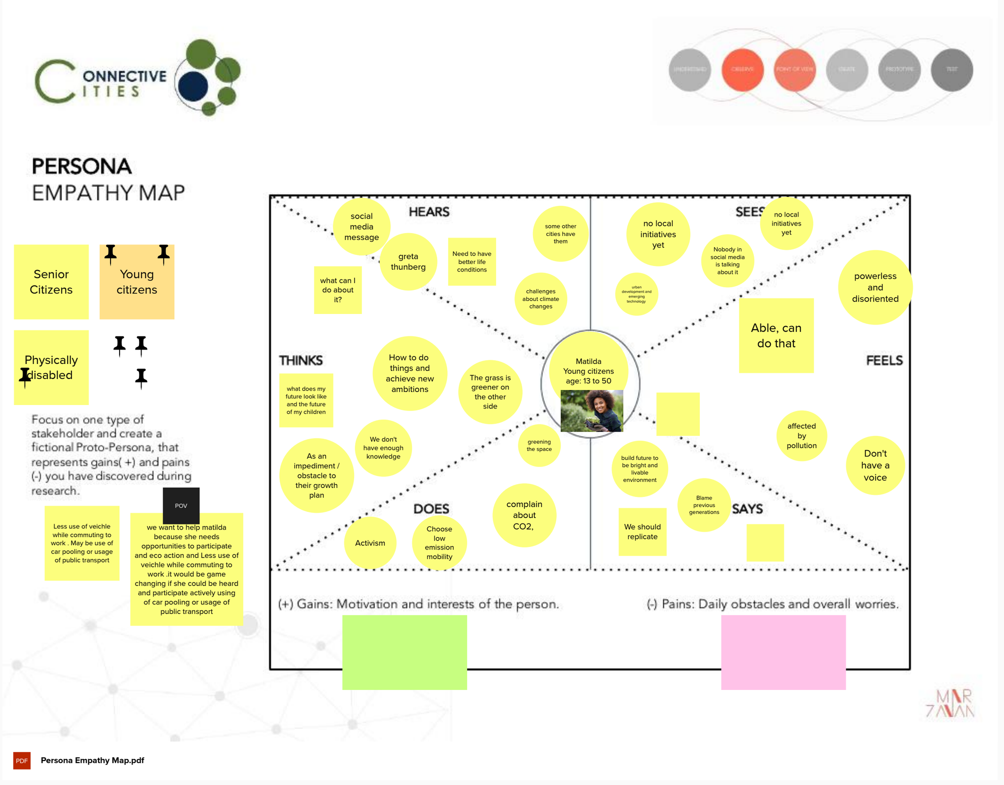
Rwanda



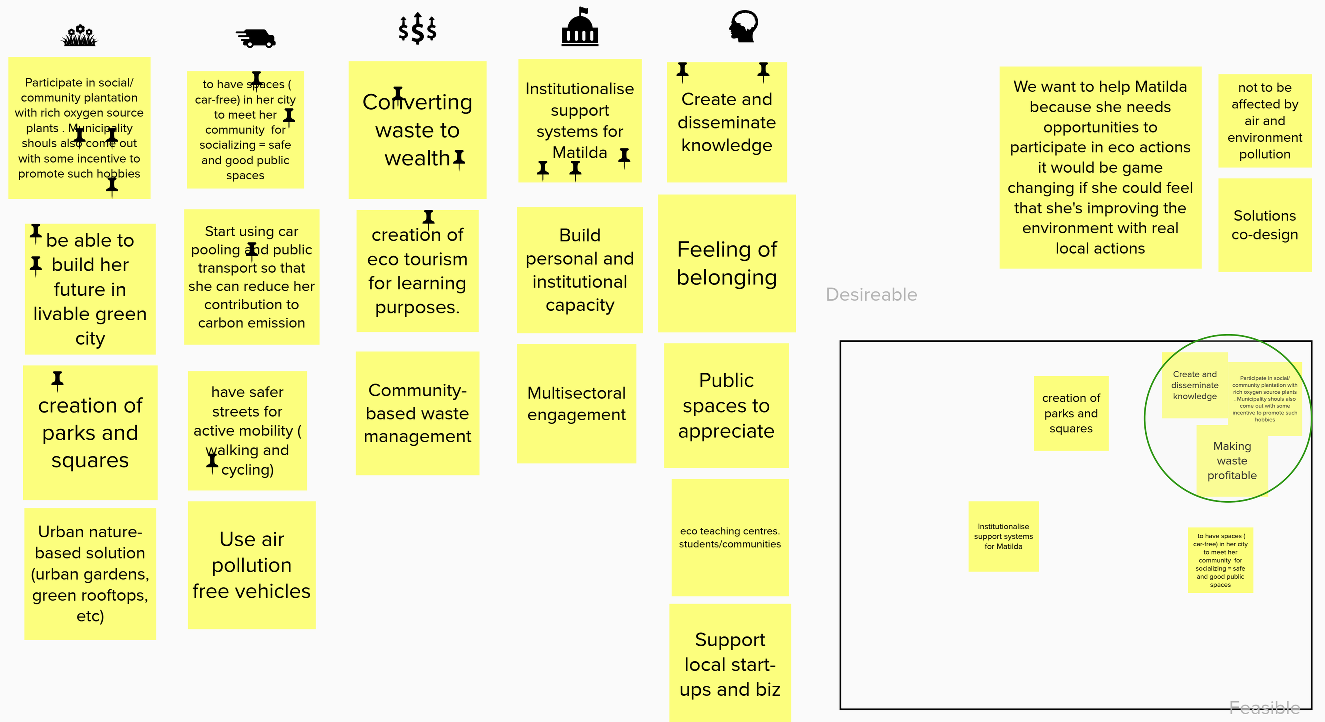
DAY 2, 16th of Nov 2021

Today's focus will be about the solution thinking. Ideation and prototyping solution ideas will only focus on your user's perspective, the so-called point of view (POV). Be conscious about creating a creative and solution-driven mind-set within the team and learn to switch perspectives.

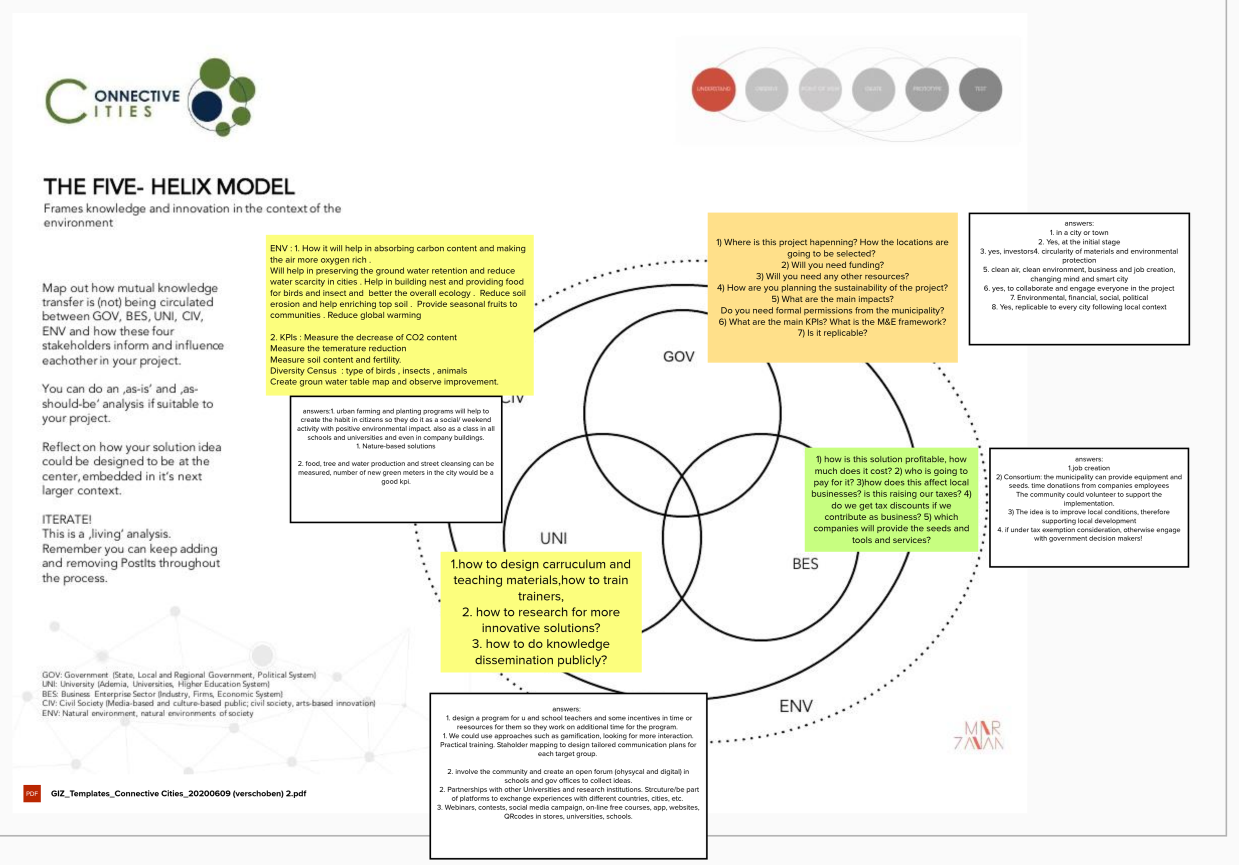
4 Try to walk in your user's shoes! Create empathy for your users by chosing one particular point of view on your challenge. The goal here is to gain empathy and formulate a point of view: "We want to help (Persona) because he/ she needs (need/wish/pain point) and it would be game-changing if (pain relief)."



5 Defer judgement and encourage wild ideas in the team now. As a first step, formulate how-might-we-questions that are focussing on smaller bits of your user's challenge. Start with a silent brainstorm to get all existing ideas out of your system. Continue with a role brainstorm (e.g. choose your super hero as creative role) to brainstorm wild ideas. Go for quantity first and evaluate the quality at the end of ideation. Have fun!



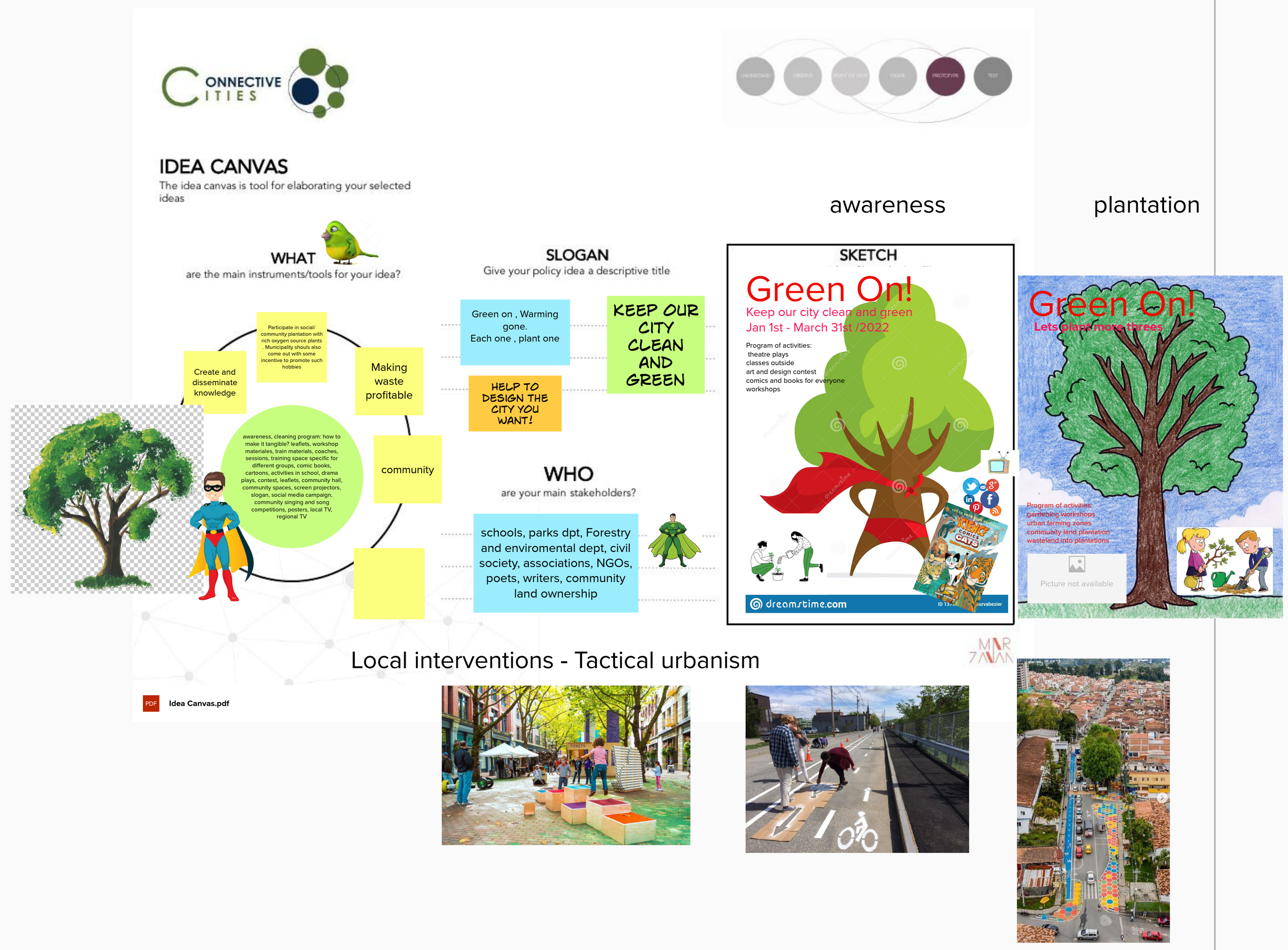
6 Discuss your favorite idea(s) along the stakeholders from the Five-Helix-Model. It can be helpful to make a short role play here, where each team member takes over one perspective to challenge your solution. Iterate your idea and take notes!



DAY 3, 17th of Nov 2021

Prepare the final pitch of your group's idea and divide roles for presentations. Make your idea and the relevance of your challenge as tangible as possible! Use this board to underline your presentation visually.

7 Use the Idea Canvas to present your final idea. You can use the space under the canvas to prepare other relevant information to visualize your pitch!



pitch deck