

## Chapter 2: DESIGN THINKING

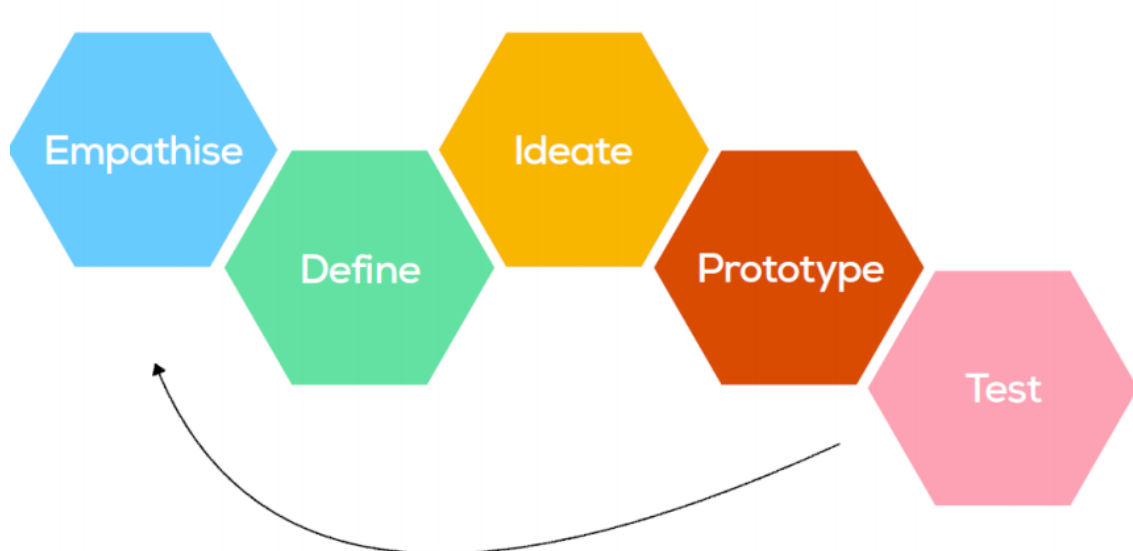
### What is it?

“Design thinking is not just what it looks like and feels like. Design is how it works” – Steve Jobs.

Basically, Design thinking is less about **thinking** and more about **doing**.

It has some key elements:

1. **People-centered:** **Empathy** is key, you need to target what your potential customers **want**. Have the ability to **understand** and share the feelings of others.
2. **Highly creative:** Come up with **new solutions**. Think **integrative**, seeing different aspects of the same problem.
3. **Hands on:** **Failure** is necessary, but in order to have that you need to get your hands on it. Experiment and experience are key.
4. **Iterative:** The road to success is not a straight line is a loop.
  - a. **Understand**
  - b. **Create**
  - c. **Learn**
  - d. Repeat all over again



### Empathize

Is really connected with the first point, **understand** the feelings of the other person. You can do this by:

- **Observe:** Considering the context
- **Engage:** To know why they think or feel that
- **Watch and listen:** Know how they do it, and learn yourself of how they did it

### Joke.

- Can February March?
- No, but April May!

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### Define

Target, segmentation, definition and synthesize which point of view are you going to focus on.

- **Users:** Understanding which is your role model customer
- **Needs:** Synthesize and know which is going to be
- **Insights:** Develop them

### Ideate

Here is where **creativity** plays its part. Develop and consider a large amount of ideas that could be your solution. Like wasting my time doing these notes. Is important:

- **Group synergy:** To accept and have as much ideas as you can

### Prototype

It is not only building the prototype, is also putting in a tryout where people could **experience** with your product. This place is called **storyboard**.

### Test

**Feedback** is the word which I would define this part of the Design Thinking.

- **Show:** What is your product, let them use it and listen to their thoughts
- **Create experiences:** To understand better how users feel it.

When all this is done, it is time to focus. Create the solution and put it in place for a successful company.

## Ideas

### Tools to have ideas.

#### 1. Brain writing

Basically, this is the one we all know, adding different ideas without criticizing. It is really used for canvas.

#### 2. Analogy

Use a random word and build ideas from it. In fact, it builds something related to that. And then, eat, sleep, rave, **repeat...**

#### 3. Scamper

This is a methodology to create things, ideas, products, services from other ones already created.

- **Substitute:** The telegraph for the phone.
- **Combine:** A fork with the pizza cutter.
- **Adapt:** The tanks, evolution from the cars.
- **Magnify:** The different sizes of popcorn.
- **Reverse:** Buying jewelry, not selling it to the public.

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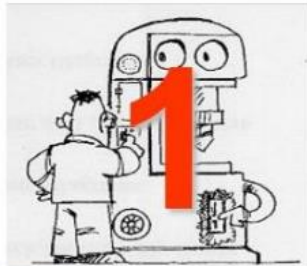
- **Eliminate:** WhatsApp did to other communication business.
- **Put to other use:** Like putting the clothes as a rag.

4. Role playing

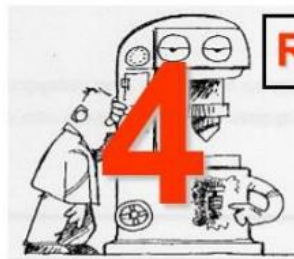
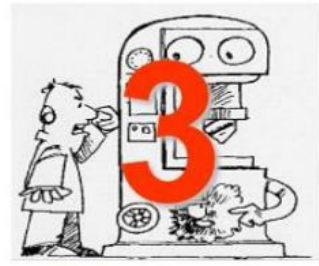
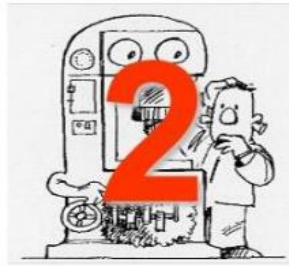
Basically, what a person would say about your idea, always to bring it to perfection, change it, eliminate it.

5. The 5 Whys

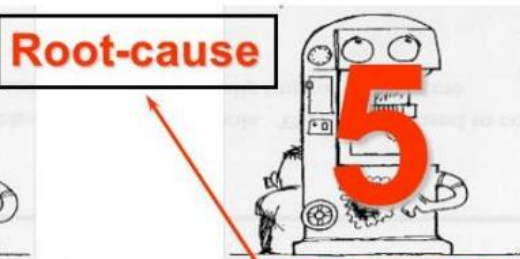
The 5 whys are used to know the root of the problem. This draw will show us how it is:



Q : **WHY** has machine stopped ? Q : **WHY** overload trip ? Q : **WHY** Insufficient oil ?  
 A : Overload tripped out ! A : Insufficient oil on shaft ! A : Oil pump inefficient !



Q : **WHY** is pump not efficient ?  
 A : Pump drive shaft worn !



Q : **WHY** is this shaft worn ?  
 A : Oil filter blocked with swarf !

6. Deconstruction

Can we change the element and divide it in different parts? That is how products are made sometimes, specially on cooking.

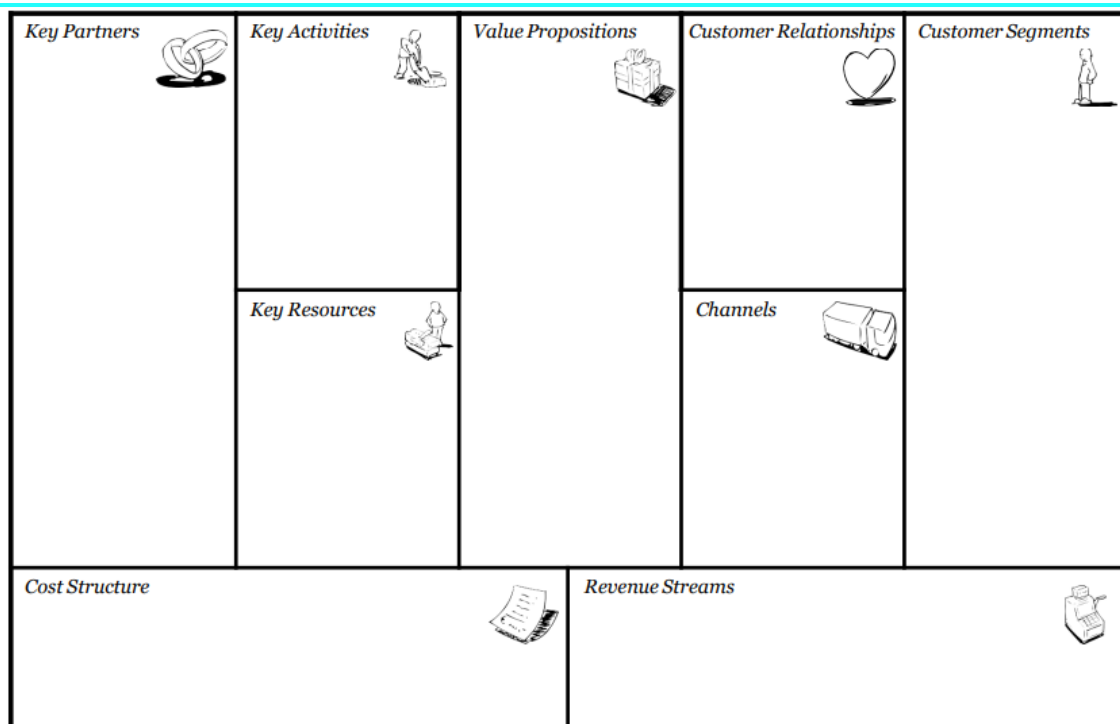
7. Benchmarking

Comparing your company, idea, innovation, whatever it is to the leader in the market or the referent in the market for your company.

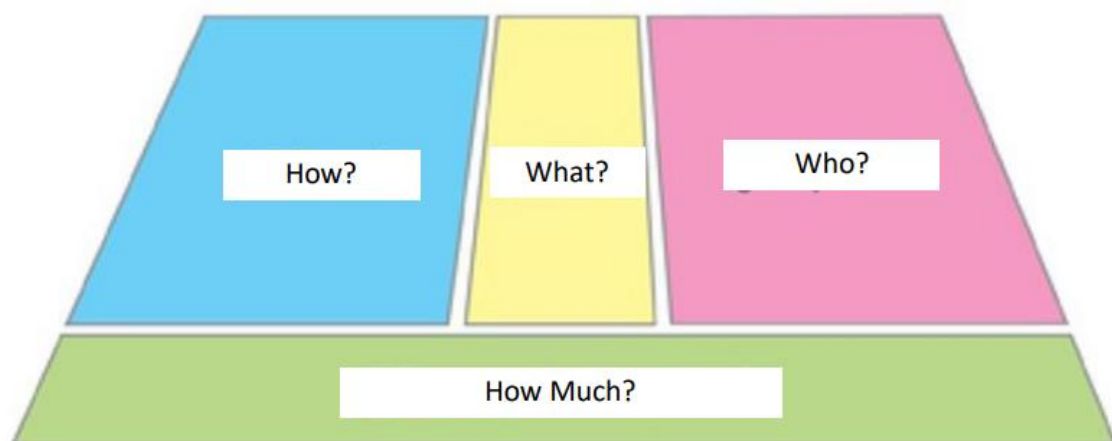
Business Model Canvas

I don't how many times I have copy paste it this model in this computer, but, we won't die if we do it one more time, so, it is my pleasure to give you and present you the uncontested and most used model in the degree, the Business Model Canvas:

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Which could be defined as:



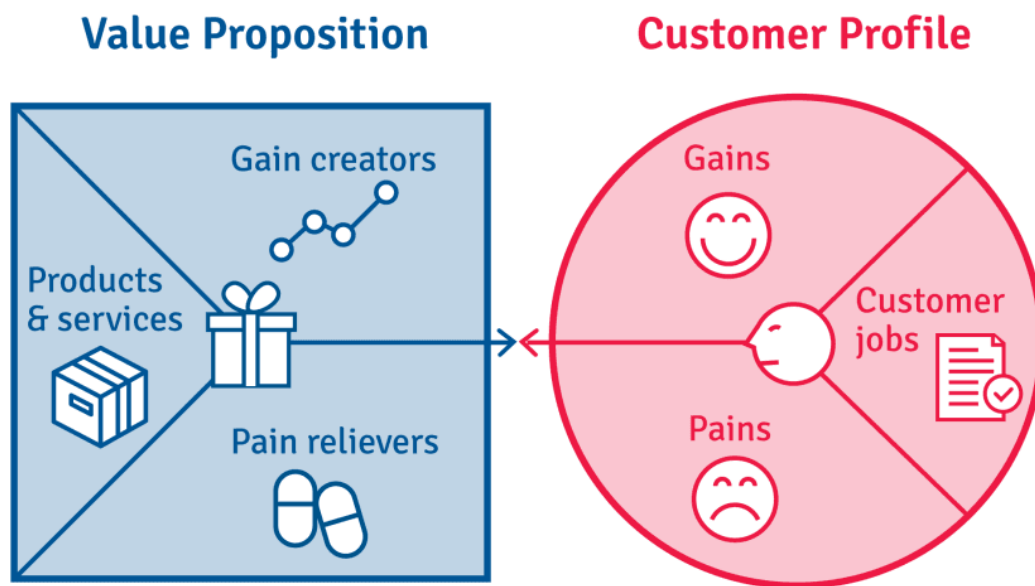
Being the Who the **market**, the What the **offering**, the How the **Infrastructure** and the How Much the **numbers**.

I could have explained all the different areas, but I won't explain them as I don't think it is necessary and would be a waste of my time.

We also have the U-model which is the canvas on the top, but instead of talking about the company we talk about the person itself.

### Value proposition model

However, I am going to introduce you to the **value proposition** model, which is a different canvas that talks about:



### Final



<https://youtu.be/hvlg3PTJWxs> - Tomorrowland

I was going to put the usual here the chapter finishes and the previous, but I am tired, is fucking 8 in the morning, and it is Saturday.