

THE ROLE OF DESIGN THINKING

A keynote by Pieter Baert in spring 2015 for the
financial industry.



About Pieter Baert

From

To

**MAKING
PEOPLE
WANT
THINGS**

>

**MAKING
THINGS
PEOPLE
WANT**

Online marketing &
digital advertising

Designing digital
services & products



What actually is design thinking?

And what it's not.

Design thinking is often
confused with visual design



A sepia-toned photograph of Steve Jobs. He is shown from the chest up, wearing a light-colored, vertically striped dress shirt and a patterned tie. He is looking slightly to his left with a serious expression. His right hand is raised, with fingers slightly curled, near his face. A black microphone is positioned in front of him, partially visible on the left side of the frame. The background is a solid, dark brown color.

"Design is not just
what it looks like and
feels like. Design is
how it works."

Steve Jobs, co-founder Apple

"Everything is
designed."



Start stop > lower emissions > lower taxes > I can afford driving pleasure



Key elements

1. People-centered
2. Highly creative
3. Hands-on
4. Iterative



People-centered

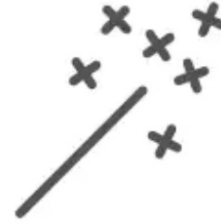


You start from what people, users, customers, consumers, (...) **need or want to do**. Their motivations and the problems they are trying to solve.

Empathy is key. It's not about you. You need the ability to understand and share the feelings of others.



Highly Creative



Design thinking stimulates you to look at situations differently and **come up with new solutions**, that go beyond and improve existing alternatives.

Integrative thinking is key. You need the ability to look at all the different aspects of a problem



Hands-on



Stop discussing, start working. Make ideas tangible. Prototyping is thinking with your hands. Test your hypotheses.

Failure is a (necessary) part of the process in order to succeed. Experiments with trial and error are key.

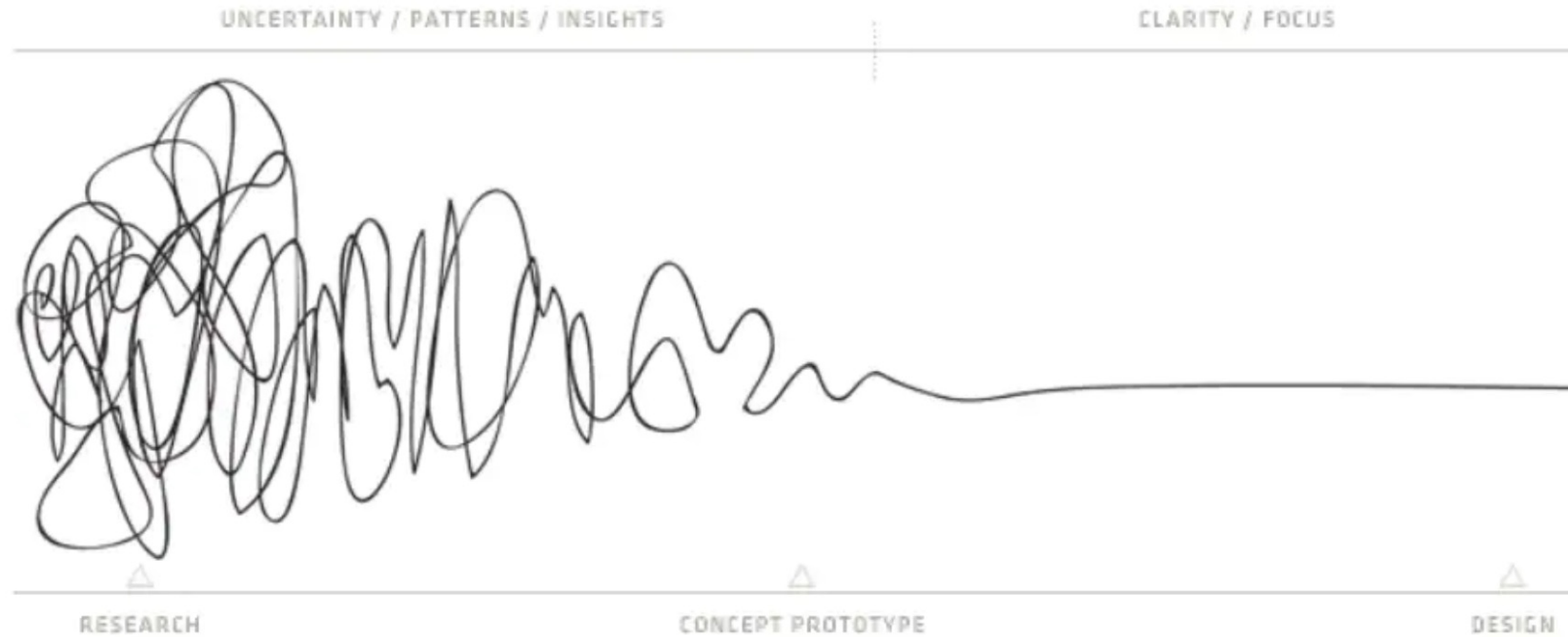


Iterative

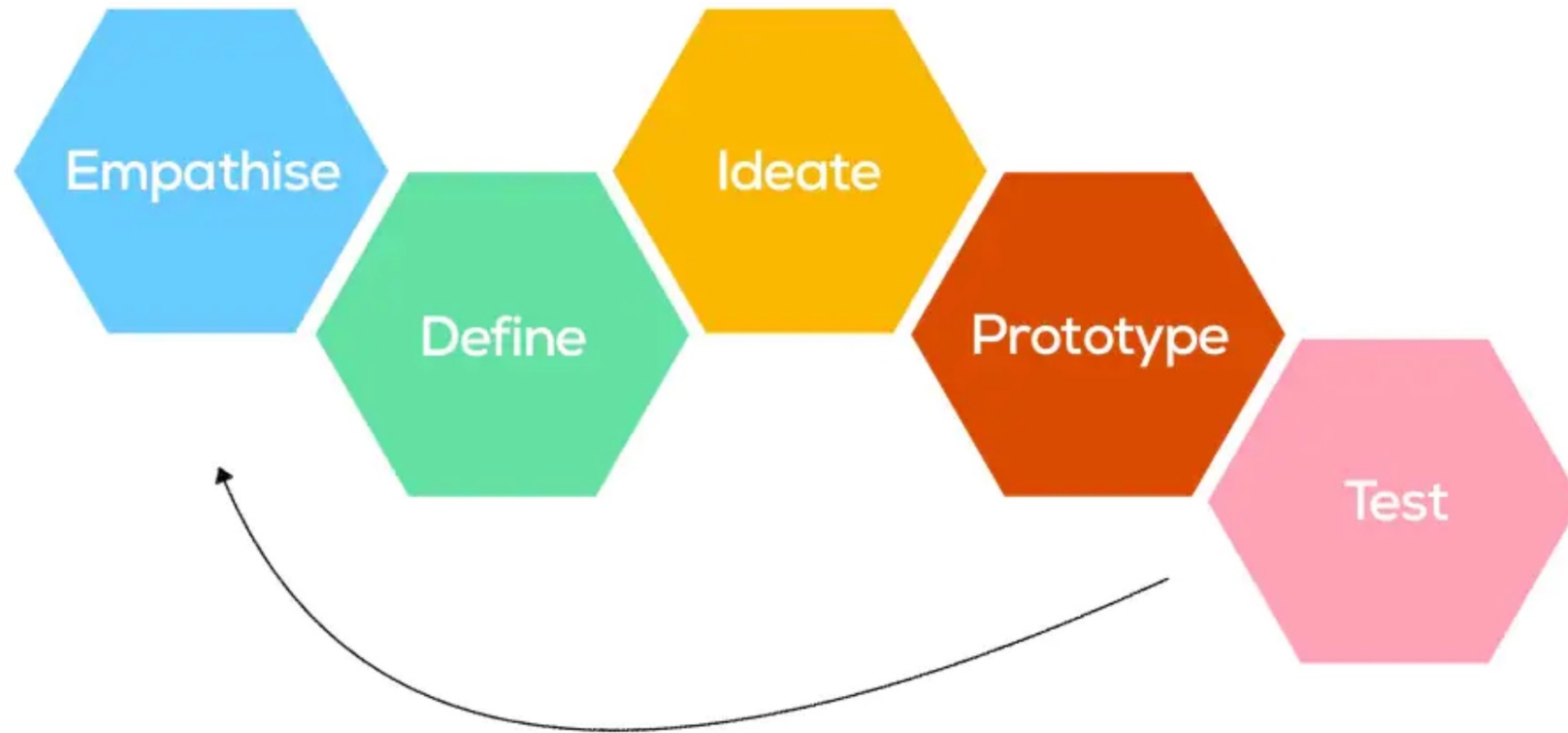


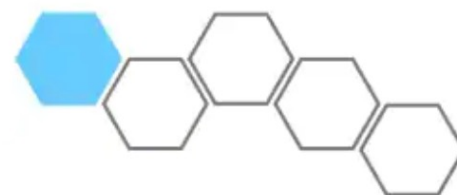
The road to success does not follow a straight line. The more you are able to loop through “**understand > create > learn**” cycle, the higher chance you have for good results.

How design feels



An iterative cyclic proces





Empathise

Understand the **experience**, situation and emotion of the person who you are working for

- **Observe** users and their behaviour in the context of their lives.
- **Engage** with people in conversations and interviews. Ask why.
- **Watch and listen:** ask someone to complete a task and tell you what they are doing



Define

Process and synthesise the findings in order to form a user point of view that you will address

- **User:** develop an understanding of the type of person you are designing for
- **Needs:** synthesise and select a limited set of needs that you think are important to fulfil
- **Insights:** express insights you developed and define principles



Ideate

Focus on idea generation. You translate problems into solutions. Explore a wide variety and large quantity of ideas to go beyond the obvious solutions to a problem.

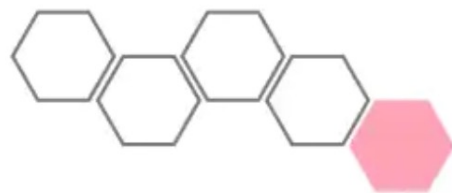
- **Creativity:** combine the un/conscious with rational thoughts and imagination
- **Group synergy:** leverage the group to reach out new ideas and build upon other's ideas
- Separate the generation and **evaluation** of ideas to give imagination a voice



Prototype

Build to think. A simple, cheap and fast way to shape ideas so you can experience and interact with them.

- **Start building:** Create an artefact in low resolution. This can be a physical object or a digital clickable sketch. Do it quick and dirty.
- **Storyboard:** create a scenario you can role play in a physical environment and let people experience your solution



Test

Ask for feedback on your prototypes. Learn about your user, reframe your view and refine your prototype.

- **Show:** let people use your prototype. Give it in their hands and let them use it. Listen to what they say.
- **Create experiences:** let people talk about how they experience it and how they feel