

Module 2 – Design Thinking

ENGAGE – Module 2
“ENGAGE in Design Thinking”



What the
World
needs –
from our
Ikigai

Fill in with points
from Module 1
(Ikigai) or a
summary of
world/community
needs

Better....

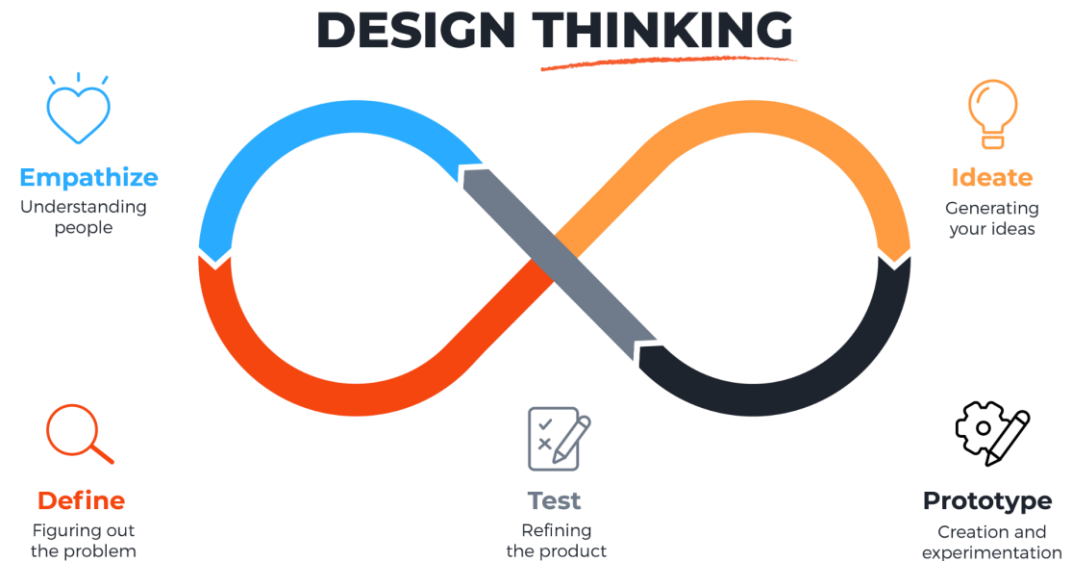
Improved

Help for

Assistance to...

Design Thinking

- We can use the results from the Ikigai exercise to investigate current challenges in our own community and find solutions to them.
- We will go through "Empathize" and "Define" stages of Design Thinking to investigate different challenges and put forth a clear problem statements of the community challenges identified which they will then present in Module 3 "ENGAGE workshops".



See design thinking process (Source [MAQE](#))



Key steps and concepts

- **What challenges in my community do I need to investigate further?** Expanding on the challenges identified in Module 1
- **Who do I need to talk to?** Deciding upon two to three people the pupils think can provide best information/insight on the community challenge selected. Interviewing at least two.
- **What will I ask them about?** Creating a set of preparatory questions for the interviews and piloting it on a family member or a friend, based upon question guidelines (see Empathy Template).
- **Defining the community challenge in a problem statement?** Using the outcome from the interviews to develop, first an empathy map, and then a clear problem statement to be presented in the idea workshop in Module 3 and developed .
- **Presenting and arguing for a specific community challenge** in an understandable problem statement and based upon the pupils' investigation and interviews.



physical
call to engage
challenge. *not*
competitive
needs great
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Selecting a community challenge

- HOMEWORK: Using results from the Ikigai model, write down at home 2-3 challenges in their community you would like to investigate further.
- Pair up with another pupil to explore the challenges you came up with.
- Select one challenge to investigate further.

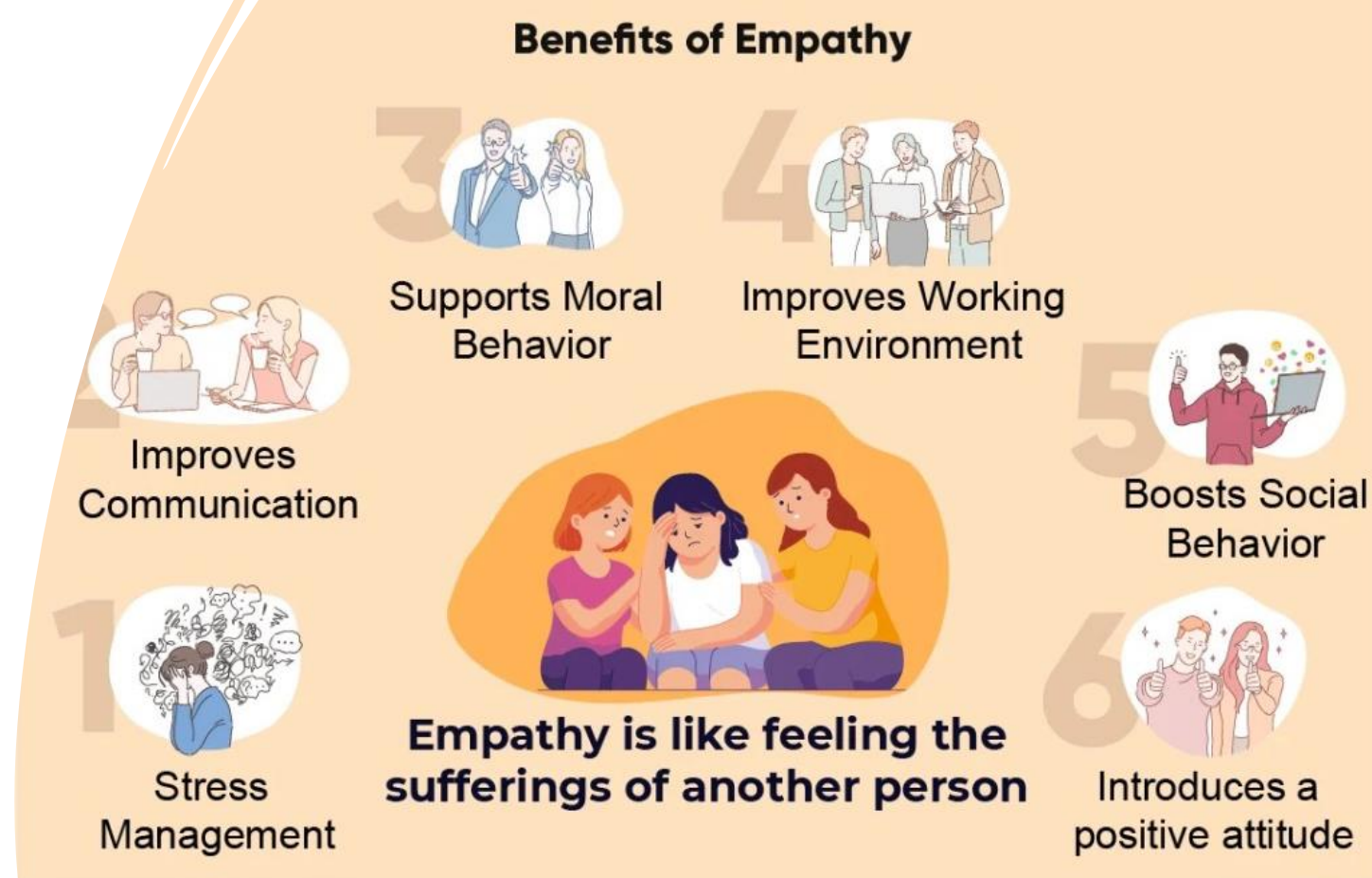


Interviews

- Select people in your community to talk to (interviewees) based upon the challenge /community that you and your peer have identified?
- Write down who they are and why you selected them?
- Write down questions to get their viewpoint and needs and consider:
 - To use open questions (not Yes or No questions)
 - Active listening and reflection
 - You are looking for their point of view
 - You can use the fields/topics of the Empathy map for your inquiry
- You may need to adapt and change the questions based upon the interview, use follow up question to gather the most relevant information and insights.
- Take notice of behaviours during the interview, is there something left out, are people being truthful, facial and bodily expressions.

Empathy and Sympathy

- It is important that you understand the difference of the meaning of empathy and sympathy. While **sympathy** is feeling compassion, sorrow, or pity for the hardships that another person encounters, **empathy** is putting you in the shoes of another person..



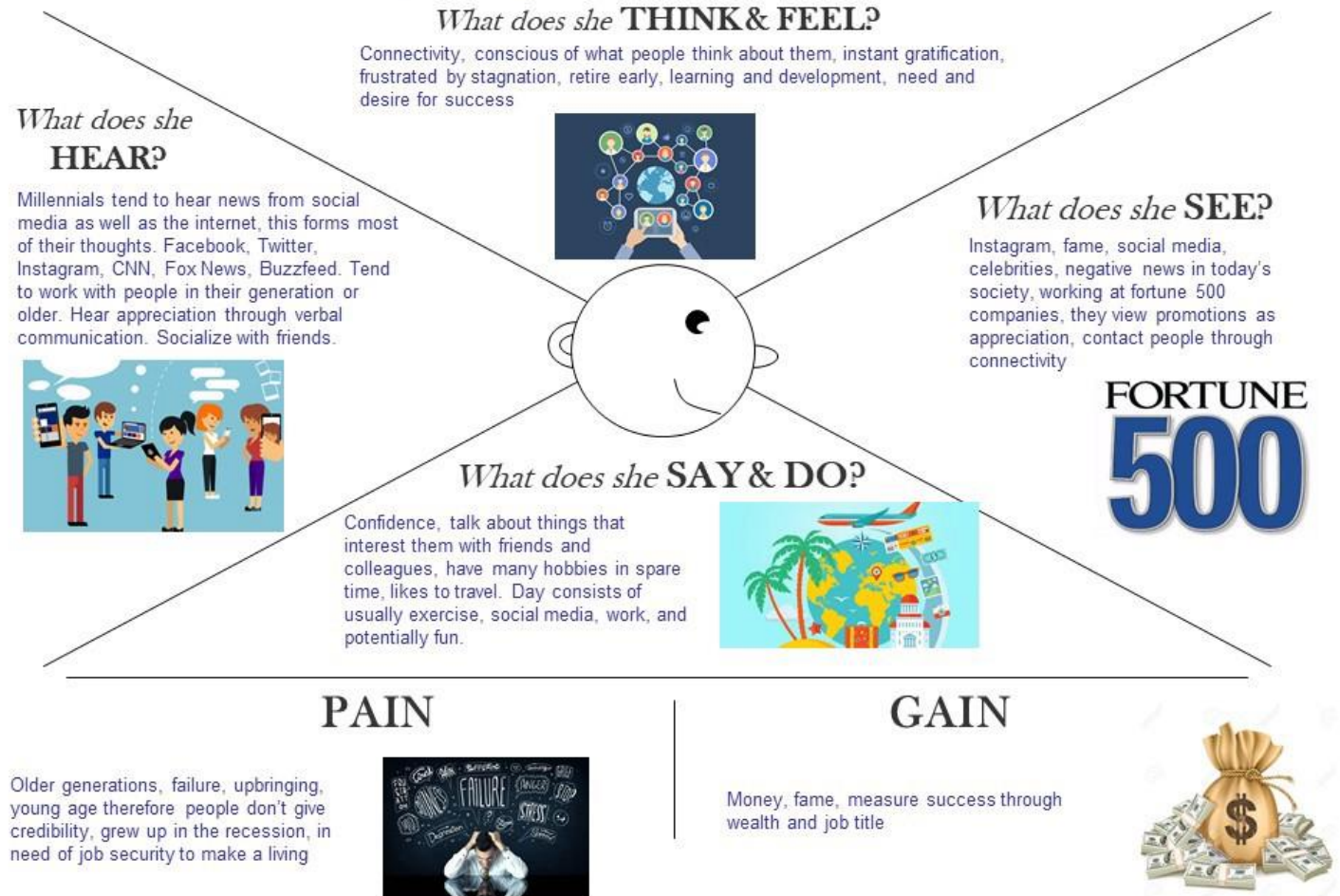
Ways to Be Empathetic towards Your Loved Ones

- Be a good listener
- Don't expedite the conversation
- Show concern
- Acknowledge emotions
- Replicate
- Don't be judgmental
- Extend Help

Empathy mapping

- After deciding upon interviewees and drafting questions
- Use a blank empathy map to discuss and fill in the results from each interview.
- What are the conclusions?
- What challenges (pain) and what objectives (gain)
- See an example to the right, defining Millennials, doesn't seem to be based on facts (interviews) or what do you think?

Empathy Map - Millennials





Define – the problem statement

Point of View or Problem Statement		
User	Need	Because
Users for whom POV is about.	Essential Needs and Goals of Users.	Insights uncovered.

- Point of view statement: _____(user/who) needs a way to _____ (verb/need/what) because ____
_____(insights/why)
- You can also use the **5 Ws**: Who, What, When, Why and Where to clarify your problem statement
- Take your time and develop several problem statements until you are satisfied

Present the problem statement



Create a presentation
on your problem
statement using:

PowerPoints slides
Poster
Or some other way
that fits your
discoveries and
problems



Include some key arguments for your
challenge and why it is important



You are recruiting people and you
only have 2 minutes 😊