Learning Resource 10:

Introduction to Design Thinking Workshop Blueprint

Contents

Purpose

This is a learning resources which provides support to develop practice related to the design thinking. This resource, *'Introduction to Design Thinking',* will help you to develop a shared language and understanding of the process around a design thinking methodology.
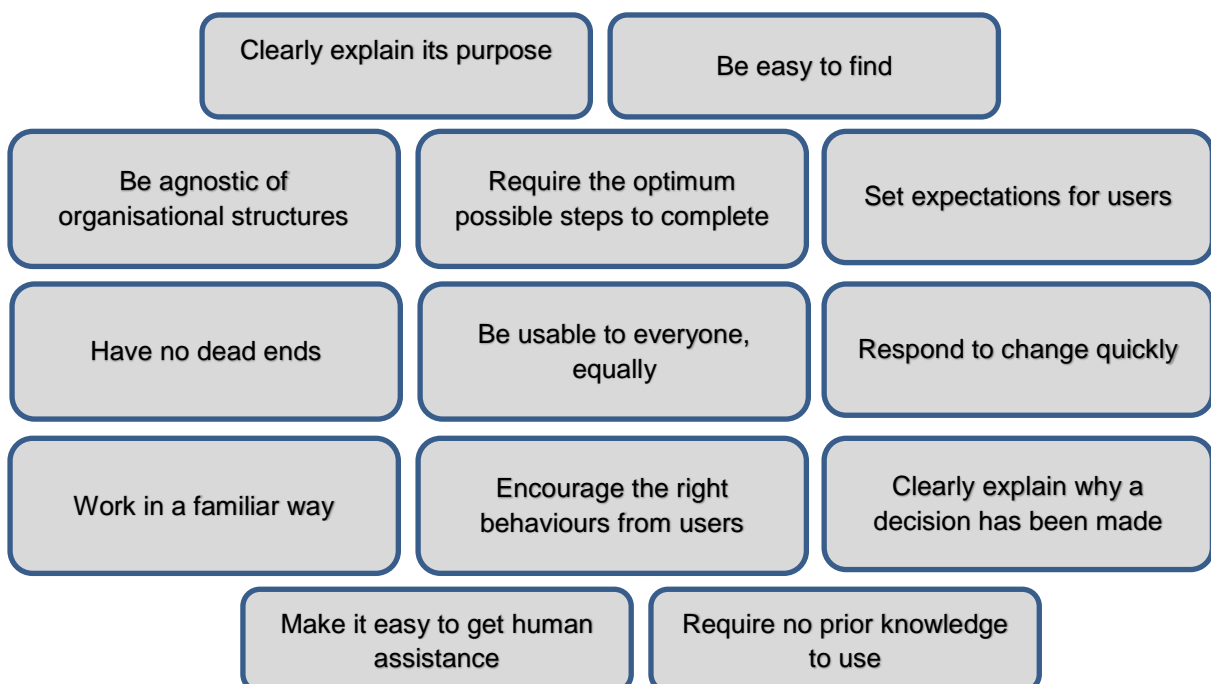
Learning outcomes

As a result of engaging with this learning resource you will have:
- an understanding of what is meant by design thinking
- the opportunity to reflect on your current practice
- knowledge about how to use design thinking to work collaboratively

Who is this learning for?

This resource has been developed to contribute to professional learning for practitioners at all levels. This incorporates those working with children and young people in the any context and in any sector.

Design Thinking Principles

Clearly explain its purpose		Be easy to find
Be agnostic of organisational structures	Require the optimum possible steps to complete	Set expectations for users
Have no dead ends	Be usable to everyone, equally	Respond to change quickly
Work in a familiar way	Encourage the right behaviours from users	Clearly explain why a decision has been made
	Make it easy to get human assistance	Require no prior knowledge to use

What is Design thinking?

Design thinking is a multi-disciplinary, innovative field that helps organisations see their services from a customer perspective. Organisations across the world are increasingly recognising the value of design thinking, putting its users at the heart of the design process. Purposefully designed services put the needs of the people who use them first, making them are easier to use, access and deliver.

Consider

Watch the following video to get some more information about the process

http://bit.ly/WhatisServD

Discuss one good service and one poor service that you have experienced, what made the service successful?

Record your reflections using post-its on the relevant work space

Team Canvas

Team Canvas is process that helps bring team members together and ready to work in collaboration. It will align teams, increase cohesion and improve collaboration creating a more productive team ethic.

Team Canvas works across multiple scenarios:

- creating a team.
- clarifying goals
- addressing overall team performance
- alignment sessions.

Team Canvas

Team Name: **Workforce 1**

Education Scotland
Foghlam Alba

People & Roles

Common Goals

Inspire young people
Change mind-set
Improve career education
Increase positive destinations

Values

Equity
Equality
Inclusion

DYW

Rules & Activities

All opinions count
No silly suggestions
Work as one team
Online collaboration
Regional working?

Personal Goals

Learn new skills
Understand national picture
Create new networks
Look at other sectors

Needs & Expectations

Clean slate approach
Finances
Time to work on ideas
Positive leadership
Right people
Mind-set shift

Strengths & Assets

There is a movement looking to change
Network is growing
More teachers becoming involved
Young people know what DYW means for them.
Regional model?

Weaknesses & Risks

DYW is nearing its project end
Resources are a real issue
Not enough embedding in the classroom
Different approach in the local authorities
Each school needs single point of contact

Consider

Consider the following with reference to Developing the Young Workforce:

Strenghths
Weakeness
Potenial needs to eliminate barriers

Record your reflections using Post-its and post in the relevant work space

Consider

Complete the remaining sections of the Team Canvas, discuss and then display on the work space

Complete the sections and post in the relevant work space

Journey Mapping

A journey map allows for a user's experience of a service to be visually mapped out over time. It helps to understand the individual steps a user takes when interacting with a service, the channels they access it by (online, face to face, etc.) and their satisfaction levels at different points.

How does it work?

A journey map breaks down each journey into five simple steps allowing insights int:

User awareness of the service
How they join the service
How they use it
How they develop it
How the user leaves the service.

Using a journey map

We can use a journey map to:

• Record how someone experienced an existing service
• Show how services currently work, highlighting problems and opportunities
• Visualise a new service

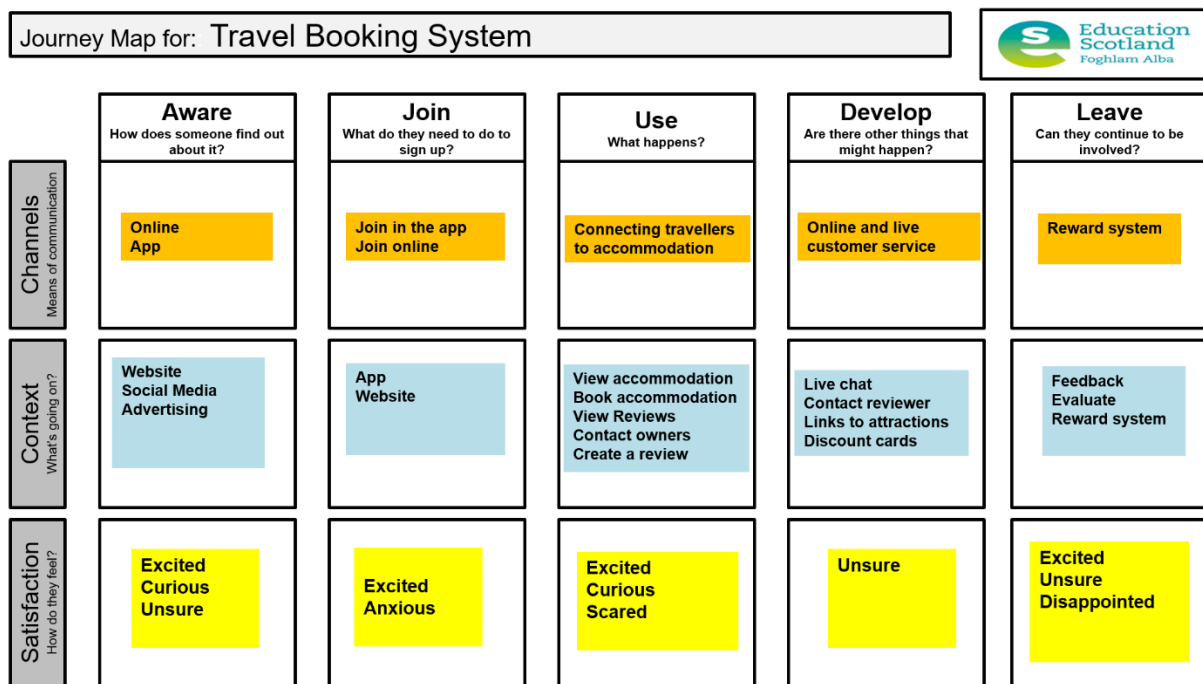| Journey Map for:				Education Scotland Foghlam Alba
Aware How does someone find out about it?	**Join** What do they need to do to sign up?	**Use** What happens?	**Develop** Are there other things that might happen?	**Leave** Can they continue to be involved?
Channels Means of communication				
Context What's going on?				
Satisfaction How do they feel?				

 Consider

Discuss the journey map below and how this helps to explain the service process.

How does the user feel at each stage of the process?

How does this process equate to your own experience in the real world?

Would this help you create better prepared processes?

Journey Map for: Travel Booking System				

	Aware How does someone find out about it?	**Join** What do they need to do to sign up?	**Use** What happens?	**Develop** Are there other things that might happen?	**Leave** Can they continue to be involved?
Channels Means of communication	Online App	Join in the app Join online	Connecting travellers to accommodation	Online and live customer service	Reward system
Context What's going on?	Website Social Media Advertising	App Website	View accommodation Book accommodation View Reviews Contact owners Create a review	Live chat Contact reviewer Links to attractions Discount cards	Feedback Evaluate Reward system
Satisfaction How do they feel?	Excited Curious Unsure	Excited Anxious	Excited Curious Scared	Unsure	Excited Unsure Disappointed

 Complete a journey map in your teams

Personas

Personas are fictitious characters created to represent different groups of people based on the views and experiences of the group. Personas are developed to represent young people and help practitioners to see how these young people will interact with their service.

Personas encourage people to focus on the needs of the persona, rather than revert to their own personal opinions/biases. Personas provide an anonymous but believable character to focus on and design your service around.

Consider

Discuss the persona template above and start to think about the variety of young people that you work with.

What are the potential barriers they have to overcome?

How do they currently use your service?

Looking at your journey map, does this limit participation?

Complete a Persona and post in the relevant work space

Rip + Mix

Rip+Mix is a fast, effective and engaging idea generation tool to help encourage creative and innovative thinking. It is a simple way of applying lateral thinking to 'pain points' in your business. The simple analysis tools unpack parts of the design process which are often left to intuition. This helps you and your team think creatively about how existing products or services can be transformed or new ones developed.

Working with Rip + Mix
A pleasurable product or service from the Rip+Mix card deck is analysed in terms of its function, who has a stake in its success, how it makes users feel etc. The same process is then applied to a product or service in your business. Aspects of the two are mixed in a very fast, intuitive way to think of new or improved offerings.

	Listening to radio in the car	Working across departments	Organisation Radio
	Pleasurable product/service	Painful product/service	New product/service
Function	Ease your journey Relax	Completing tasks Communication	Better communication Improved interaction Information shared at the same time Discussions Saves time Shared resource
Stakeholders	Self, Radio station and Passengers	Colleagues Departments	
Infrastructure/ Resources	Signal, speakers, controls and car	Time IT	
Touchpoints	Car controls Apps	Emails Procedures	
Emotional Characteristics	Happy relaxed	Tension Stress	

RIP + MIX

Consider

Pick a Rip + Mix service card and discuss the service provided, use post-its to highlight strengths and weakeness of the process.

Consider and discuss potential problem areas in DYW, what barriers have to be overcome?

How do they currently use your service?

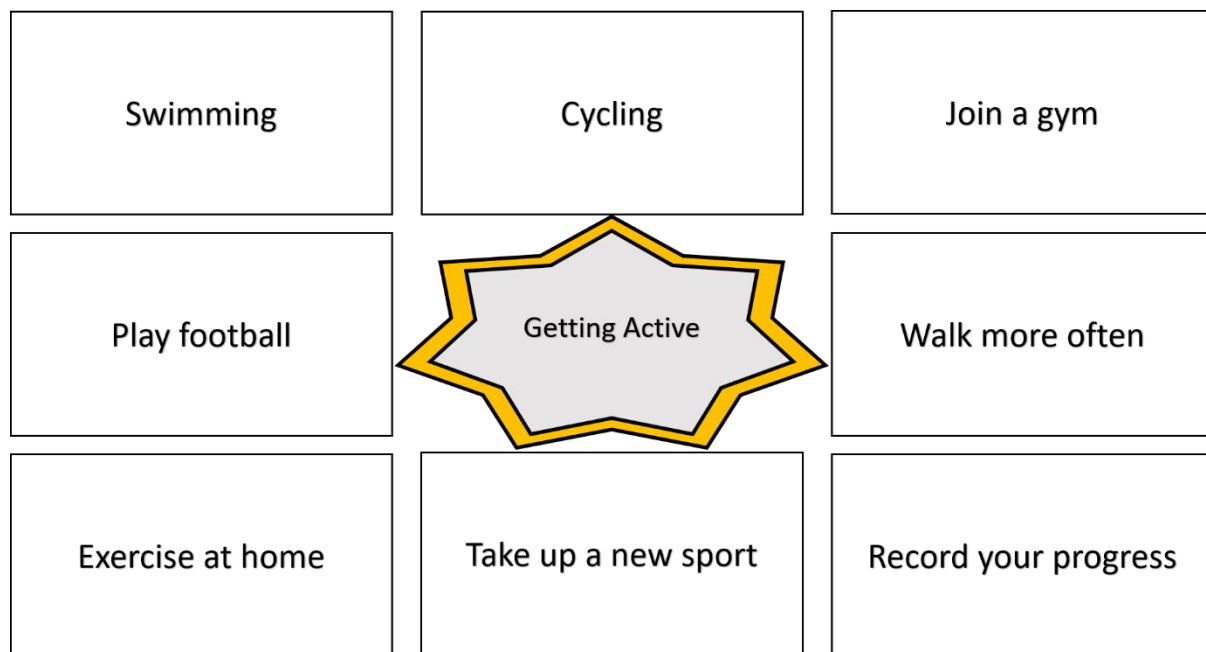With reference to the problem area, how does this limit participation?

Complete a RIP + Mix and post in the relevant work space

Sunflower Ideation

The thing is when faced with a challenge, we tend to hold on to the first options that comes to mind. That's because our brain likes to simplify complex patterns. One of the aims of ideation is to force you to push the boundaries, think outside the box and shine the light on innovation.

This is the Sunflower Ideation Model (from Lotus Blossoms) which forces teams to explore one whole idea before moving to the next. This provides structure to the brainstorming process.

Swimming	Cycling	Join a gym
Play football	Getting Active	Walk more often
Exercise at home	Take up a new sport	Record your progress

In the centre, write your problem definition, or the core idea you want to explore. In this example it's a personal goal - "Getting Active". Write one solution idea in each of the 8 remaining boxes. **Do not elaborate**. Just go and throw all the ideas you can, down to the eighth and last box. If you have more than eight ideas, remove one or merge two. But be careful not to discard an amazing innovative idea you have not really explored yet!

Start with 8 ideas or solutions around the problem definition

Coming up with the obvious is easy, but the fun really begins when you come to a stop after a few ideas. If you think one idea is a bit stupid or far-fetched, add it regardless! In ideation, a so-called "stupid" idea can trigger an amazing thought in your or someone else's mind!

Good work! You now have 8 potential solutions to your problem.

Each one of those 8 ideas is going to become the centre of the next set of sunflowers, we will now uncover 8 ideas for each flower. This will create 64 ideas for that one initial problem. In a small team you should probably go with one large, collaborative sunflower. If you have more than one theme to unpack and a larger crowd, you should probably split the challenges across teams.

When multiple teams are working on multiple problems in the same room, shout "mix it up!" and one person from each team has to join another. Who knows what crazy idea they may bring to the mix!

It really depends what you're trying to achieve. But now may be a good time to take a break. All those brains have been working really hard to come up with ideas and they should have a good rest before coming back and sorting it out.

Consider

With the sunflowers displayed on a wall. Discuss the 8 ideas and ask the team to name any that wouldn't align with the project, product or school vision. Generating that many ideas usually means waste and average — if not terrible ones.

Are there any particular ideas that stood out? Ask each participant to use 3 dot-stickers to highlight the most compelling, valuable or exciting ones. This can be used as an awareness exercise.

Complete Sunflower and post in the relevant work space

Tomorrow's News

Tomorrow's News is a way of imagining what stories you would like to be reported about the outcomes of your design thinking process. It helps to create a convincing story around the positive outcomes of the process. This can help people to see the overall picture and the benefits of a successful outcome.

You create a news story from a chosen time in the future, focusing on the positive effects of the design thinking process on:

Young people
Practitioners
Senior Leadership Team
Partners
Parents/Carers

It should be written in a journalistic style, with a snappy tagline, it is good to include a quote from an interested partner. The language should be simple and free of jargon, the story explains:

The problem
The changes
People's feelings about the new process

Date:	Tomorrow's News

Consider

Think about how you would view success at an agreed time in the future, discuss:

What ==success== would look like?
How will you gauge sucess?
Who would you want to hear a quote from?

Complete Tomorrow's News and post in the relevant work space.

Backcasting

Backcasting is a project planning tool, a visual method for projecting back from when a new service is implemented to consider what activities, policies and strategies need to be in place to make change happen.

It is a useful method for getting a team to create a visual timeline, to which everyone involved can contribute. Starting at your Tomorrow's News, which is your success criteria, we will work back to the present which should make the task seem less daunting.
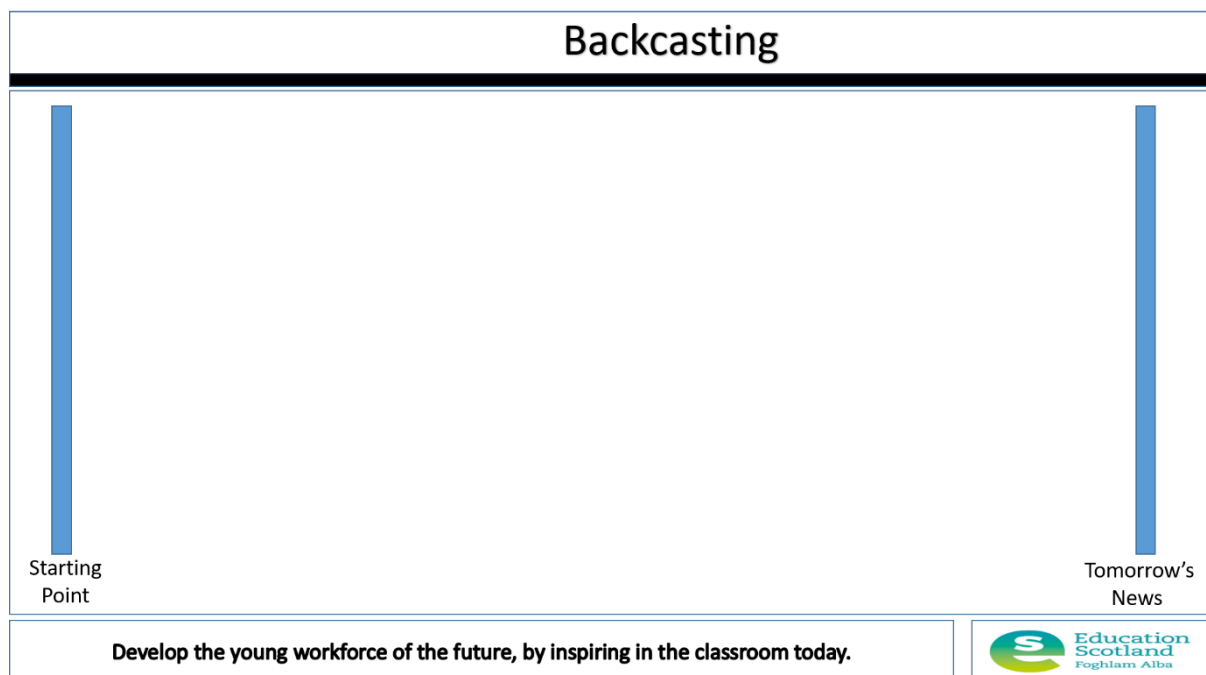
Process

Complete the timeline
Starting from Tomorrow's News
Work backwards
Using post-its to put in events and milestones
Events and timelines can easily be moved and revised

Develop the young workforce of the future, by inspiring in the classroom today.

Consider

Discuss your news article from Tomorrow's News, what steps are needed to ensure that this becomes a reality?

Complete your Backcast and post in the relevant work space.

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