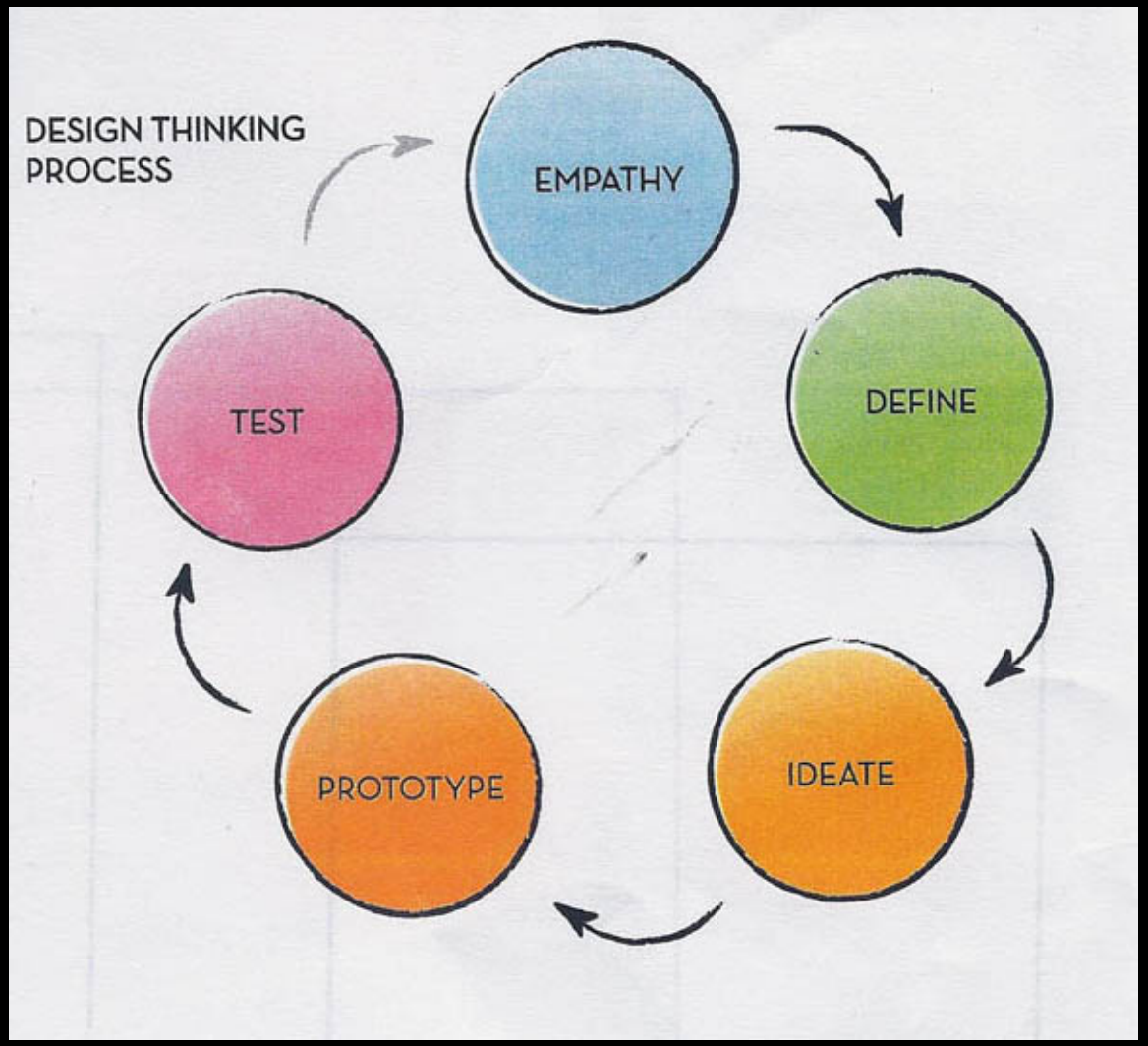
# Design Thinking

and

# SANTA CATALINA SCHOOL

# THE BASICS OF DESIGN THINKING

It's a process.




From Stanford's d.school

EMPATHY - gathering information by observing users and asking questions uncovers needs

DEFINE - define the problem space by narrowing down the information you've gathered - the goal is a statement

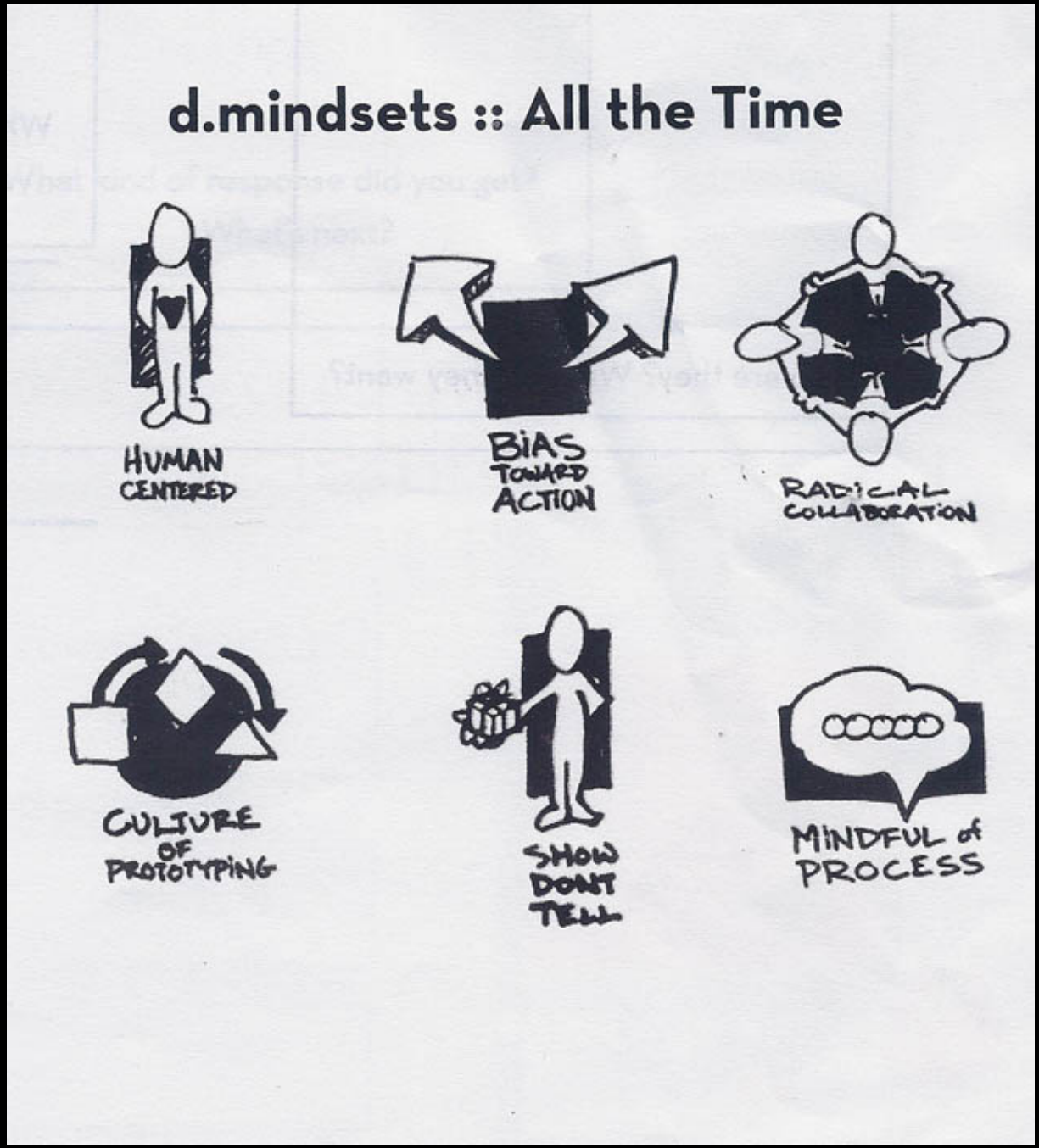
IDEATE - this is where brainstorming generates ideas and gives students access to their library of ideas in their brains

it also includes the process of choosing the *DARLING IDEA*, or the idea that most inspires the group

PROTOTYPE - build a first generation of your DARLING IDEA quickly, roughly, and with feedback in mind

TESTING - test the first generation artifact on your user to gather information that will improve it or sink it

# design thinking creates mindsets




from Stanford's d.school

*Failing becomes an asset!*

# We fail early and often to succeed sooner.

from Stanford's
d.school

# The t-shirt dilemma

We needed a way to make the junior t-shirt design process more democratic and efficient.

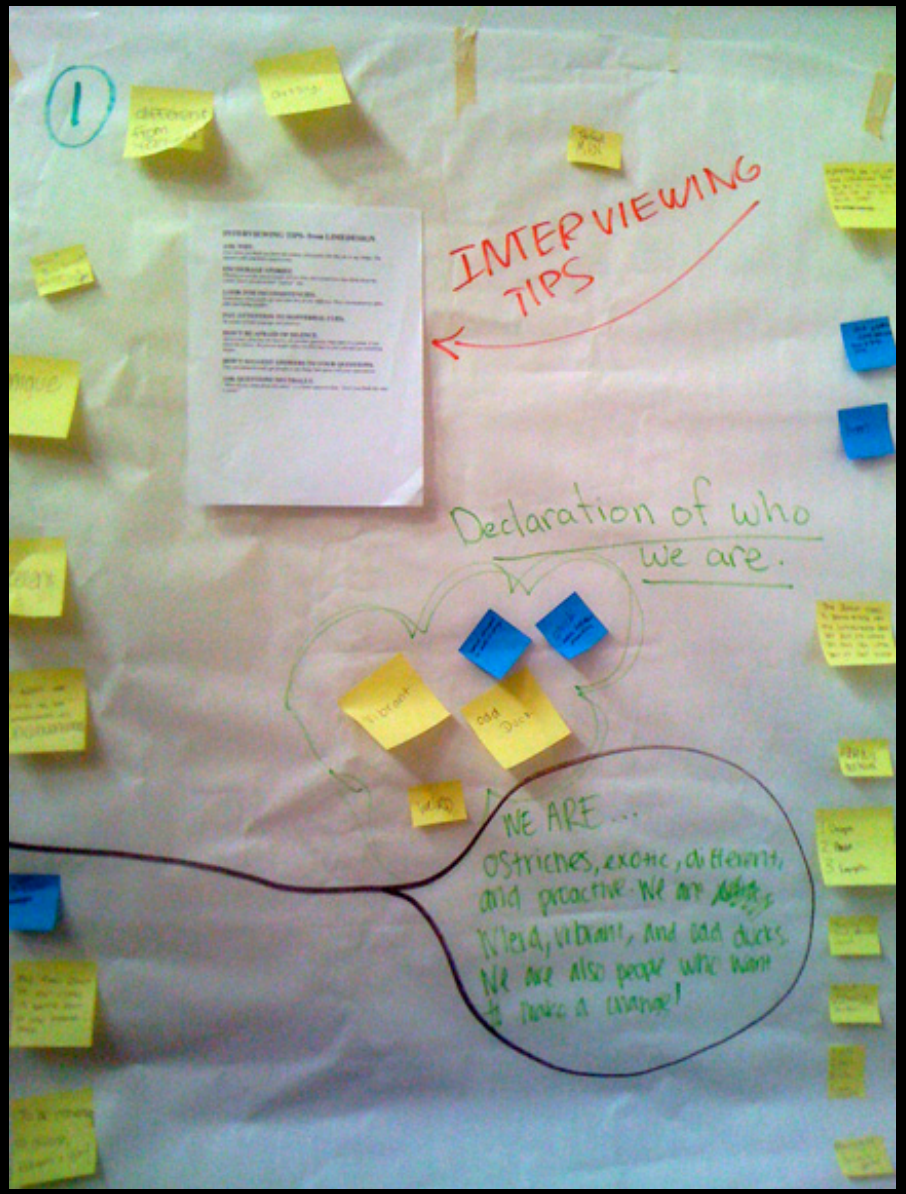
# The t-shirt dilemma

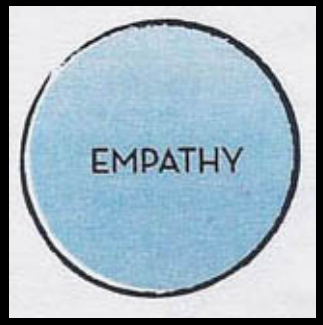
We need a way for the juniors to explore their identity and legacy.

# information gathering

## Identity interviews

-improv
-slide show on identity
-interviews and gathering
-identity statement-part 1

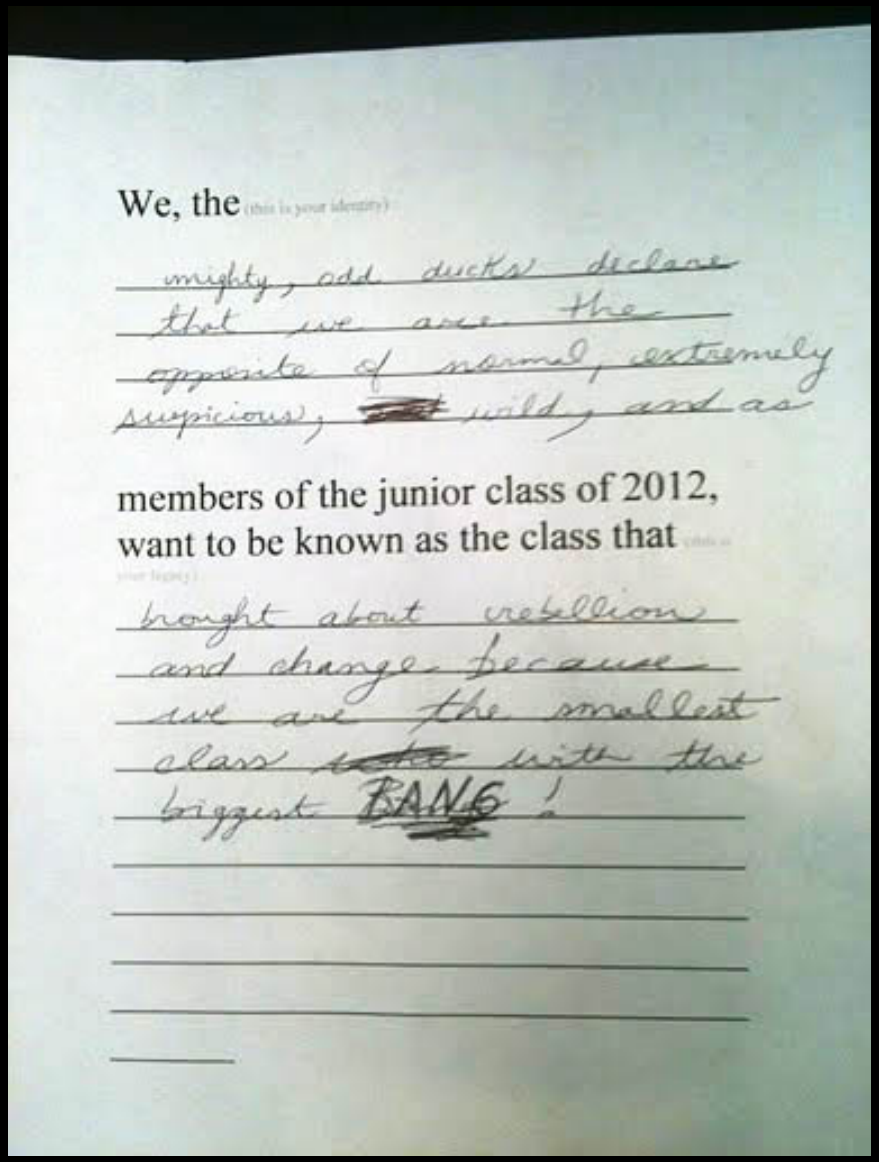





# information gathering

## Legacy interviews

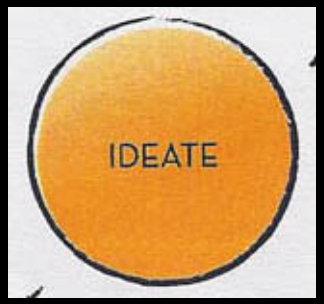
-improv
-slide show on legacy/marketing
-interviews and gathering
-identity and legacy statement


We, the (this is your identity)

mighty, odd ducks declare that we are the opposite of normal, extremely suspicious, ~~not~~ wild, and as

members of the junior class of 2012, want to be known as the class that (this is your legacy)

brought about rebellion and change because we are the smallest class ~~to~~ with the biggest BANG!



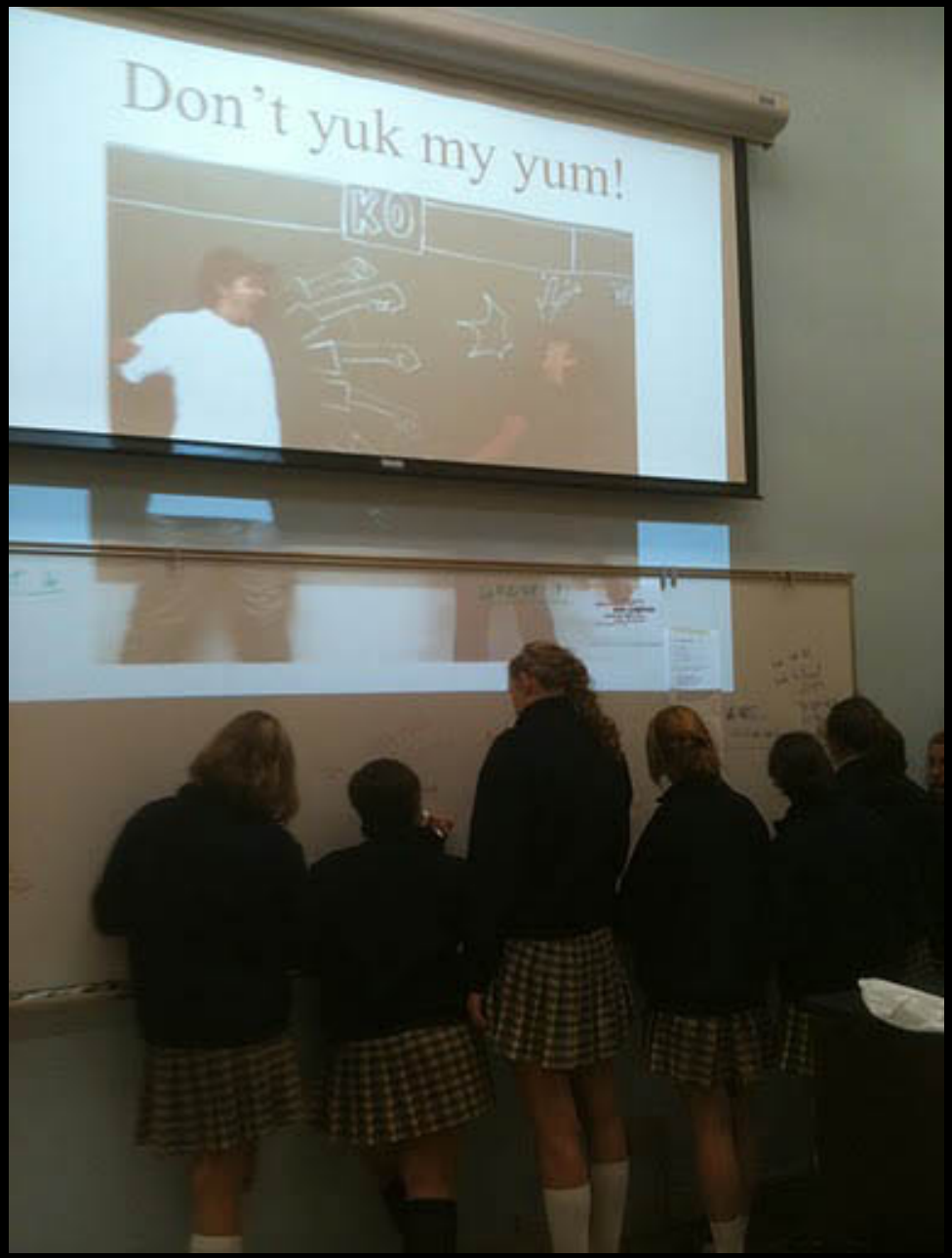

# brainstorming

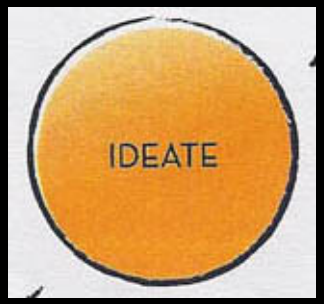
-brainstorming rules

from LIMEDESIGN

----defer judgment
----go for quantity
----build on other's ideas
----be visual
----capture all the ideas
----encourage wild ideas
----one conversation at a time

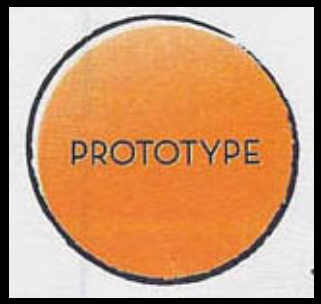
-use identity and legacy statements





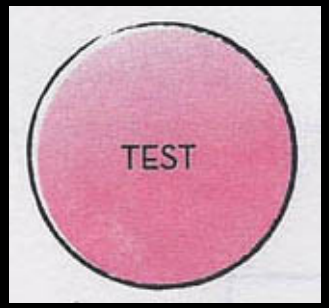

# brainstorming

-brainstorming rules
-identity and legacy statement




# first generation prototype

-quick and easy




# response to the artifact

-asking questions
-observing behavior
-taking notes

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