



intro to
design thinking

session 1

dmi:
design
management
institute

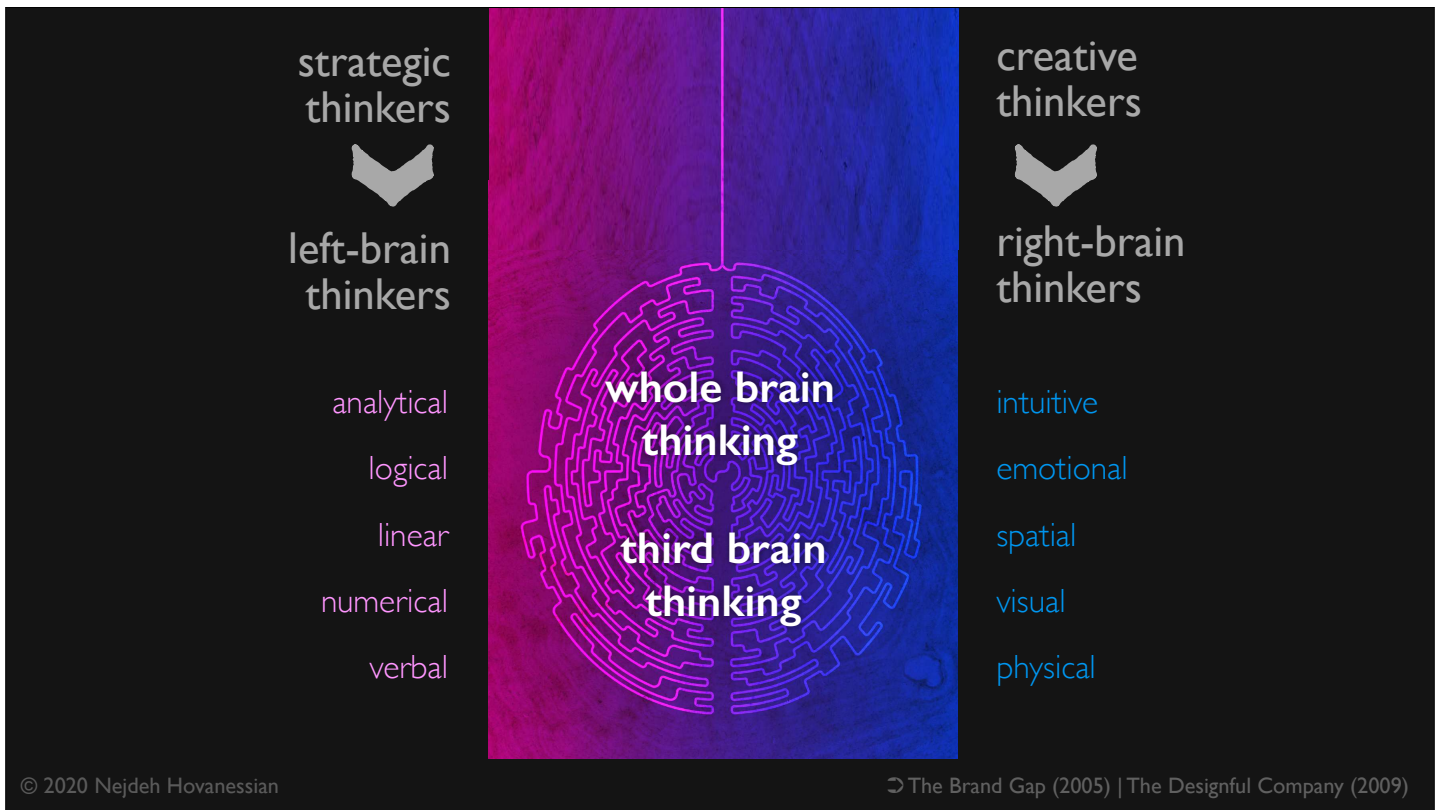


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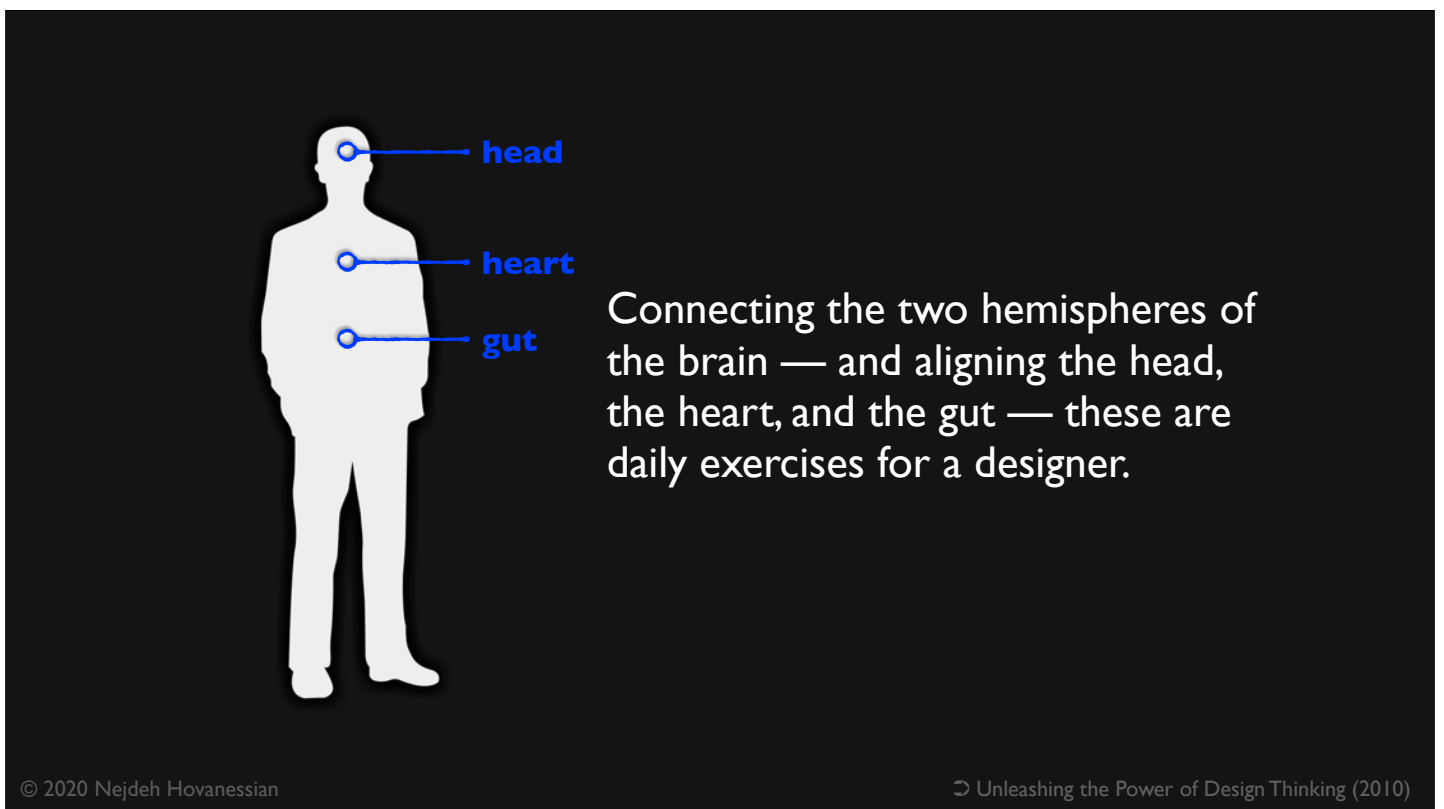
1

strategic or **creative thinking**,
which one should be dominant?

2



3



4



7

“Design thinking begins with skills designers have learned over many decades in their quest to match human needs with available technical resources within the practical constraints of business.”

Tim Brown

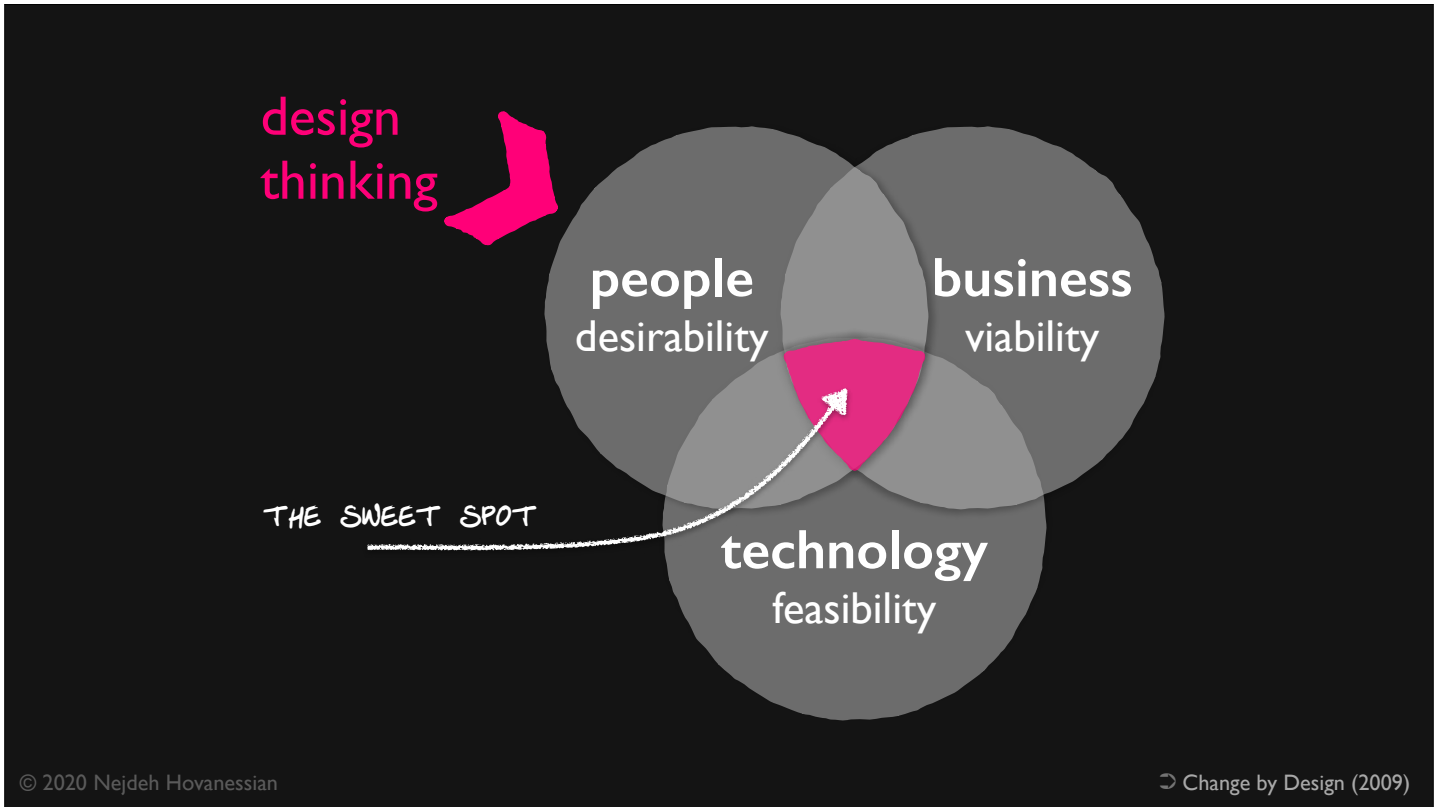
Executive Chair, IDEO

↳ Change by Design (2009)



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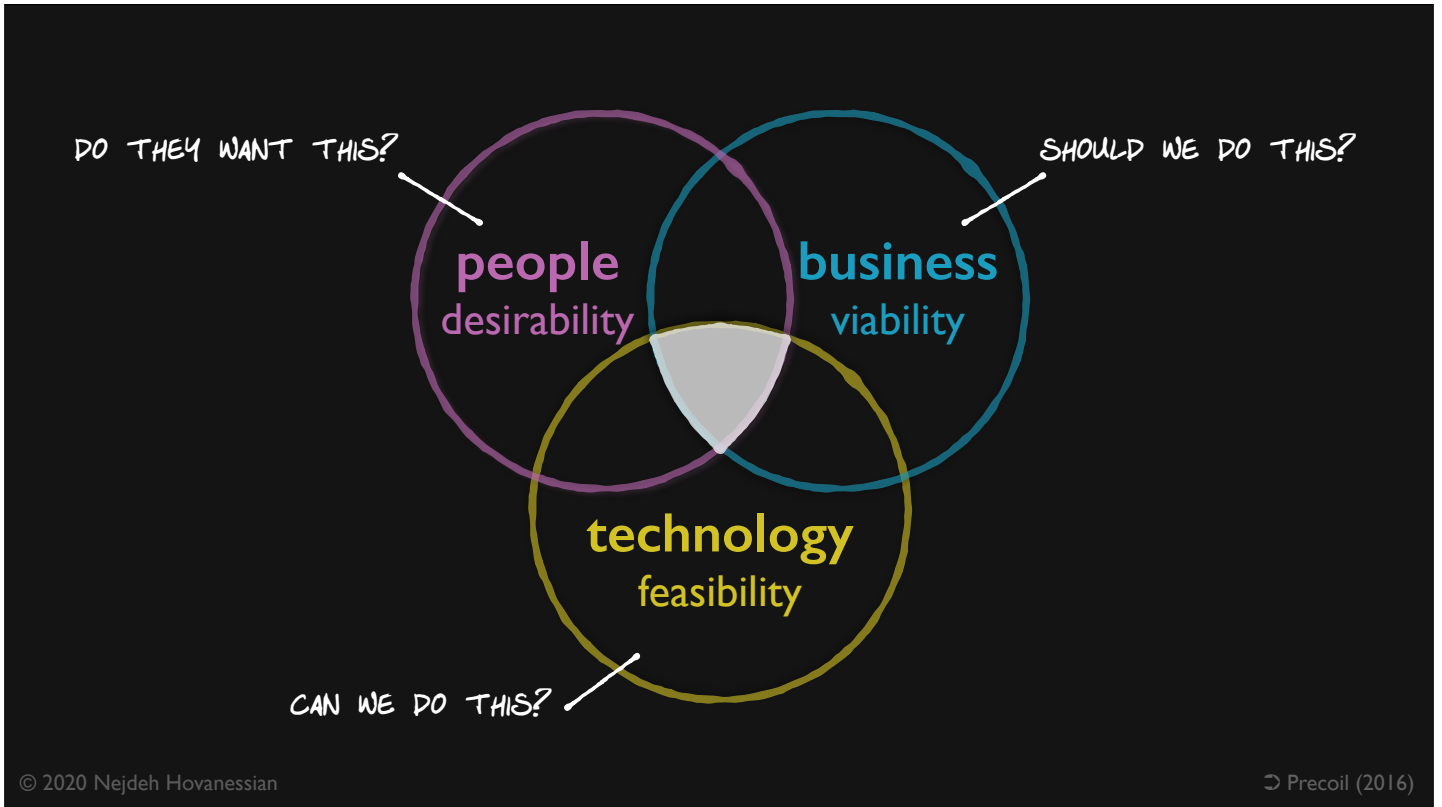
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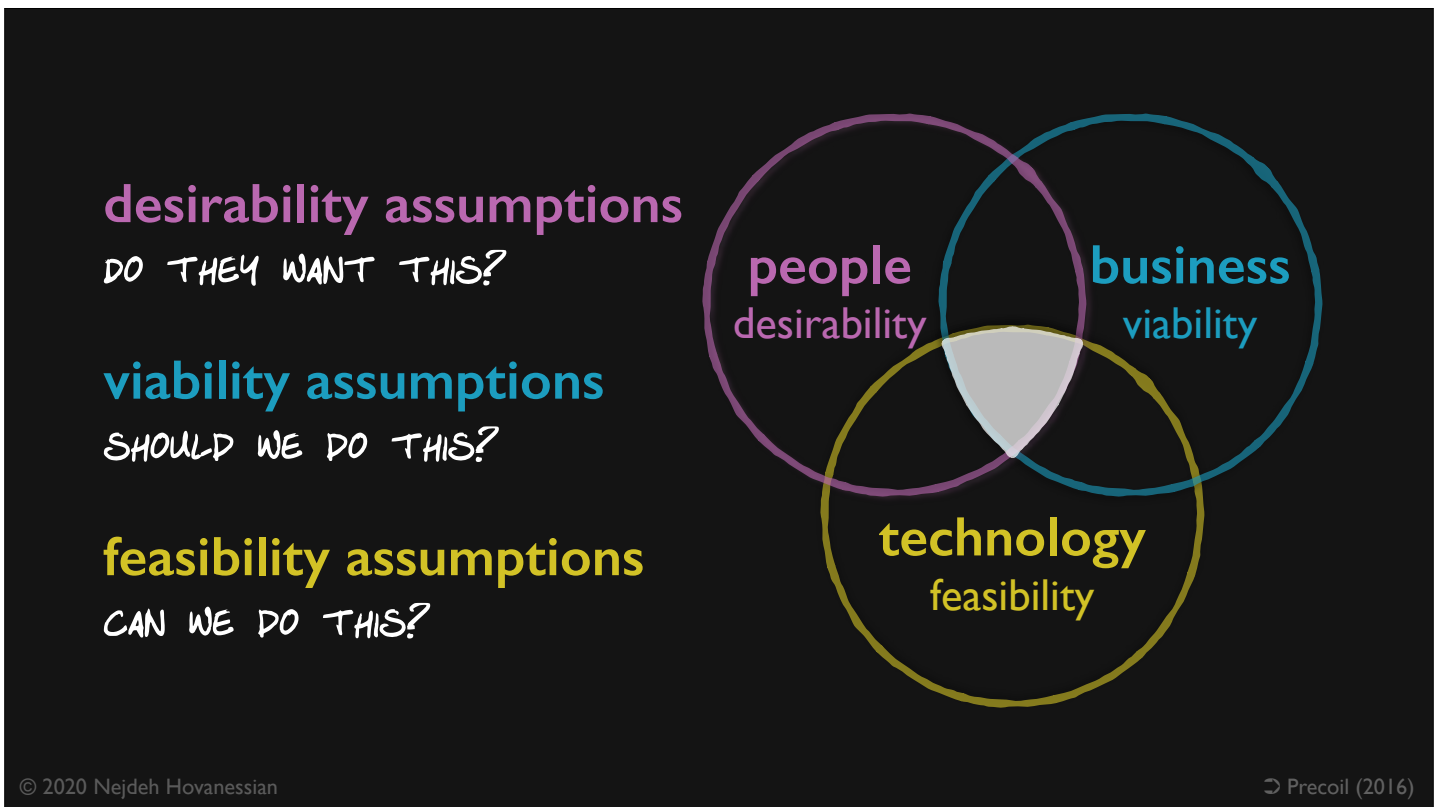
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10



11



12

desirability assumptions

DO THEY WANT THIS?



- **the problem our customer wants to solve is ...**
what does your customer struggle with or what need do they want to fulfil?
- **our customer cannot solve this problem today because ...**
what obstacles have prevented customers from solving this?
- **the outcome our customer wants to achieve is ...**
what qualitative / quantitative outcomes happen in your customer's life?

viability assumptions

SHOULD WE DO THIS?



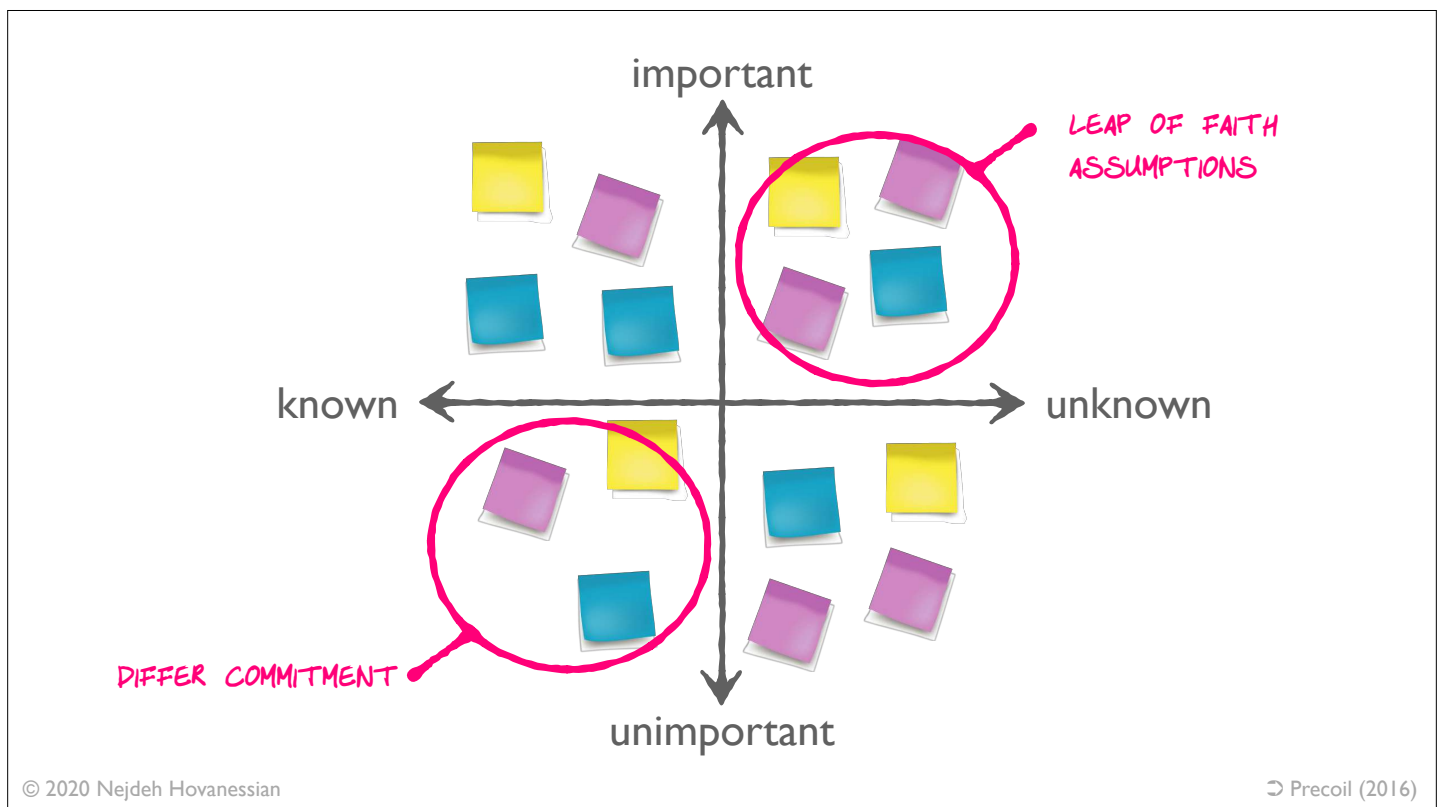
- **our acquisition strategy for obtaining new customers is ...**
what will be your one or two main acquisition channels?
- **our customer will use our product repeatedly because ...**
what would customers come back to do and how often would they do it?
- **we will generate revenue by ...**
what will be the primary way you make money?

feasibility assumptions

CAN WE DO THIS?



- our biggest engineering or technical challenges are ...
what major architecture challenge could get in the way of building?
- our biggest legal or regulatory risk would be ...
what laws and regulations could prevent you from operating?
- our team is uniquely positioned to win because ...
what makes your team well suited to beat the market?



assumption \neq hypothesis
still not testable testable

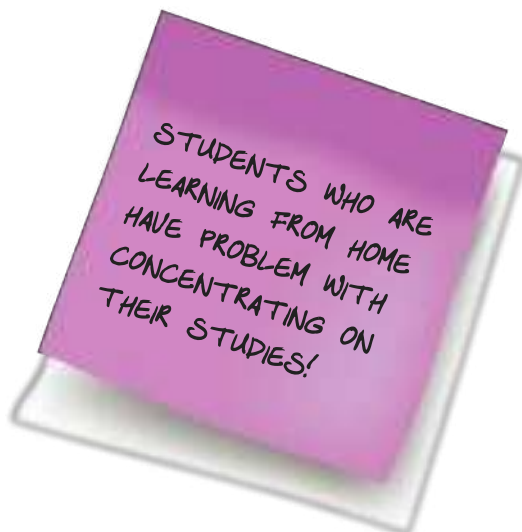
hypothesis is a **working** assumption!

We believe that

assumption



hypothesis



We believe that

We believe that students who are learning from home have problem with their concentration during their online sessions.

hypothesis



experiment

We believe that students who are learning from home have problem with their concentration during their online sessions.

We will know this hypothesis is true when

We will know this hypothesis is true when we learn that more than 75% of the students who have been interviewed, have mentioned about some sort of distraction during their online sessions.

quantitative (*what*) and qualitative (*why*) data



assumption mapping
assignment

desirability assumptions
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assumption

↓

hypothesis

↓

experiment

We believe that students who are learning from home have problem with their concentration during their online sessions.

We will know this hypothesis is true when we learn that majority of the students who have been interviewed, have mentioned about some sort of distraction during their online sessions.

- write down your initial assumptions for the problem you are intending to solve on stickies - one assumption per each sticky, classifying them by color
- map your assumption stickies on a two dimensional matrix with unimportant/important and known/unknown axes
- identify the 'leap of faith' assumptions on your developed matrix
- redefine each of the 'leap of faith' assumptions in the hypothesis format
- define through what kind of quantitative and/or qualitative experiment you are going to validate each of the developed hypotheses

assumption mapping tool
Precoil (2016)

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assignment brief

perform a team assumption mapping exercise for your product/service and develop your major hypotheses to be validated through experimentation

send the outcomes (i.e., the assumption map and the hypotheses) to nejdeh@designpreneurship.com by the end of Monday | 3th of July 2020



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end of session I

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