

Introduction to Design Thinking



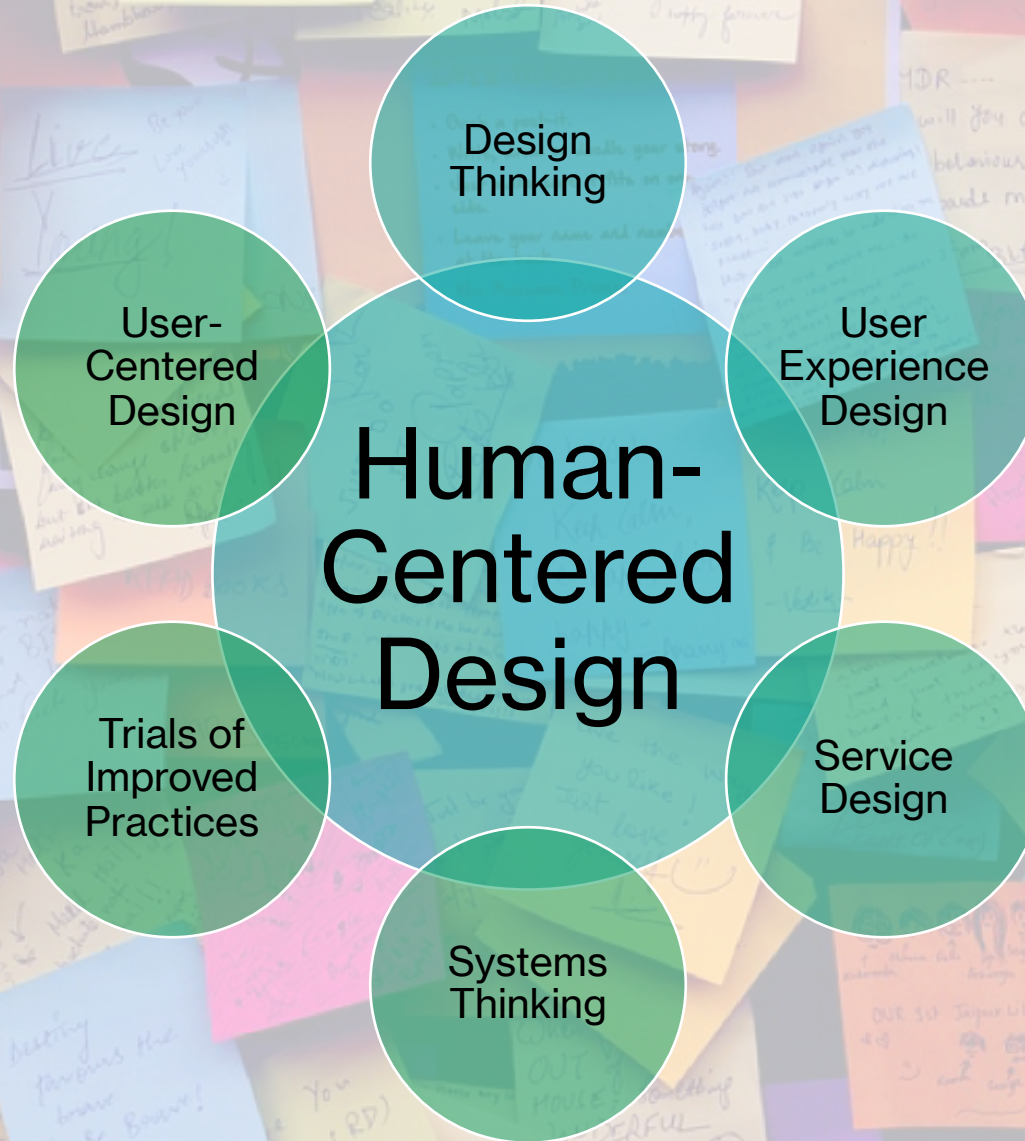
IRLC Biweekly Team Meeting: December 20, 2021



What is design thinking?



A transdisciplinary, human-centered, creative, problem-solving approach that emphasizes empathy, perspective-taking, iterative prototyping, and testing





So What Does The
Process Look Like?

INSPIRATION

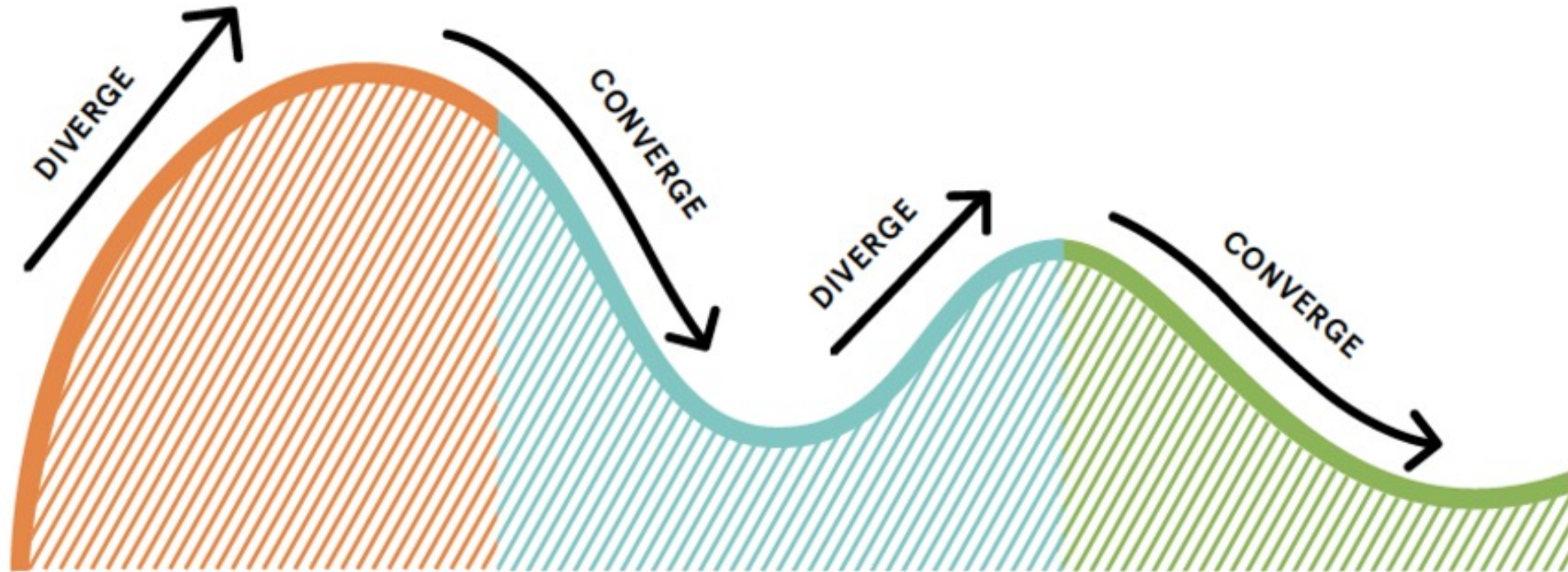
I have a design challenge.
How do I get started?
How do I conduct an interview?
How do I stay human-centered?

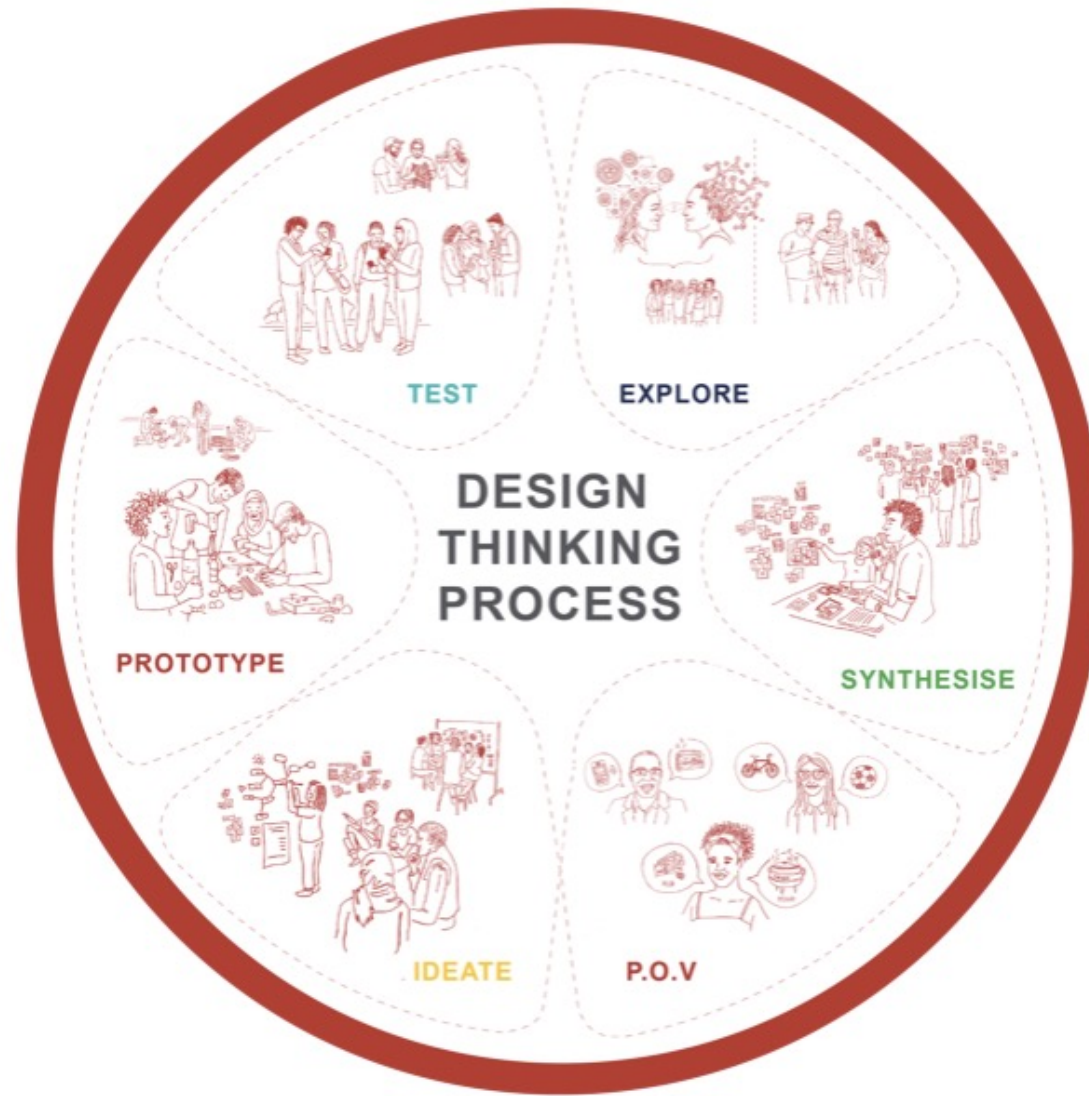
IDEATION

I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into
tangible ideas?
How do I make a prototype?

IMPLEMENTATION

I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?







The JHU Carey Design Thinking Process



Start with a Challenge



Solve a problem



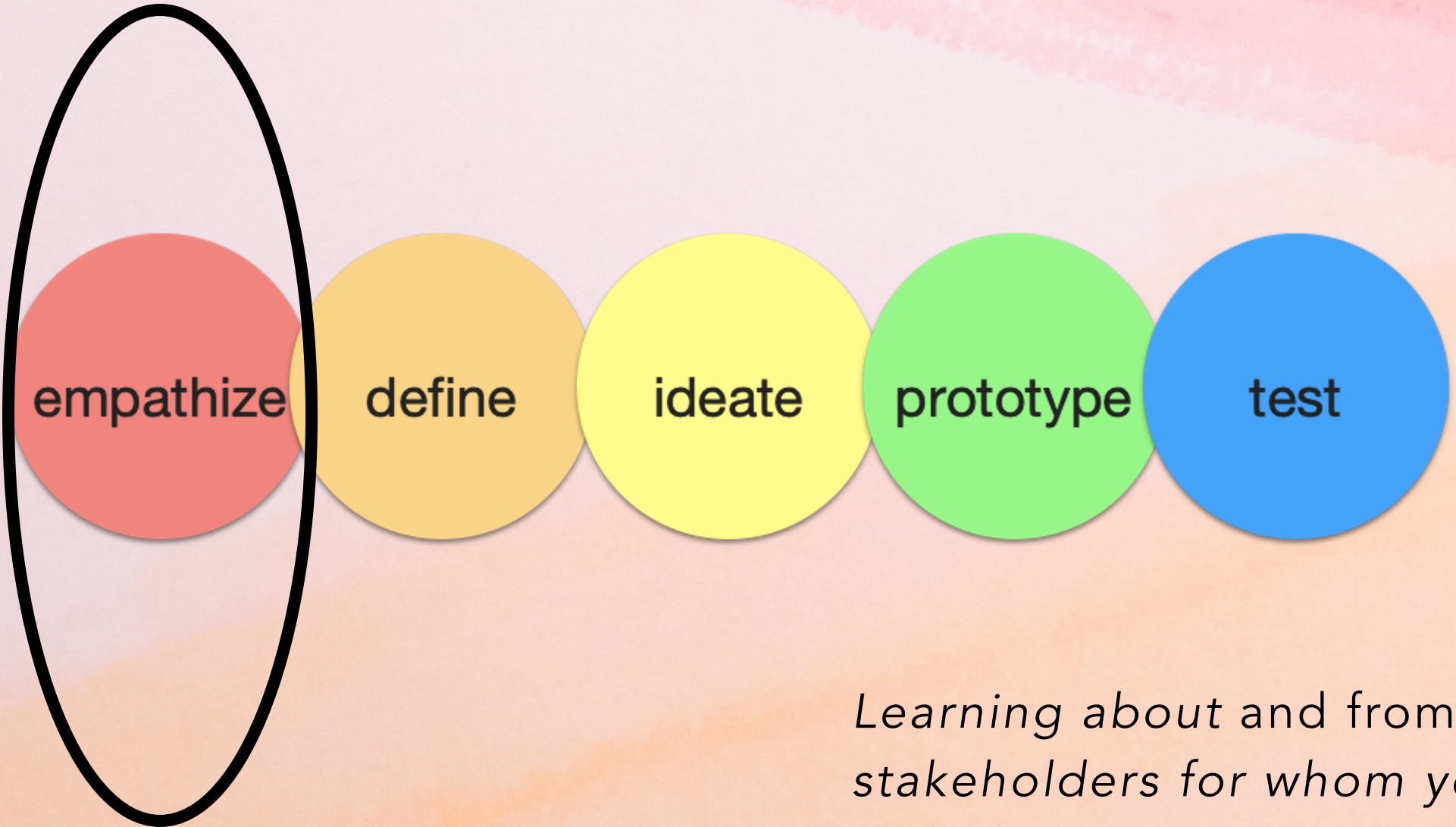
Improve a system or process



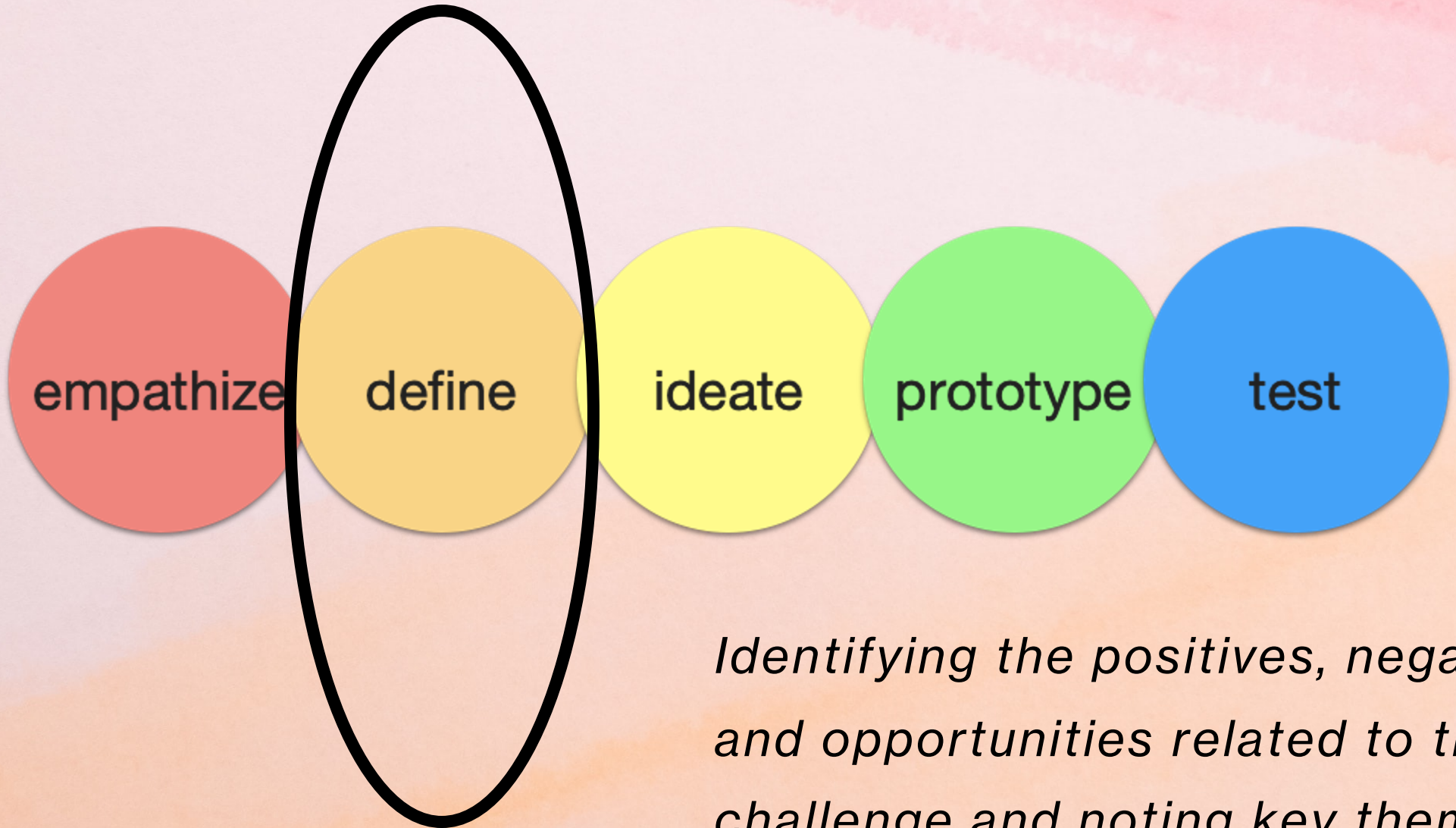
Come up with a new intervention or program



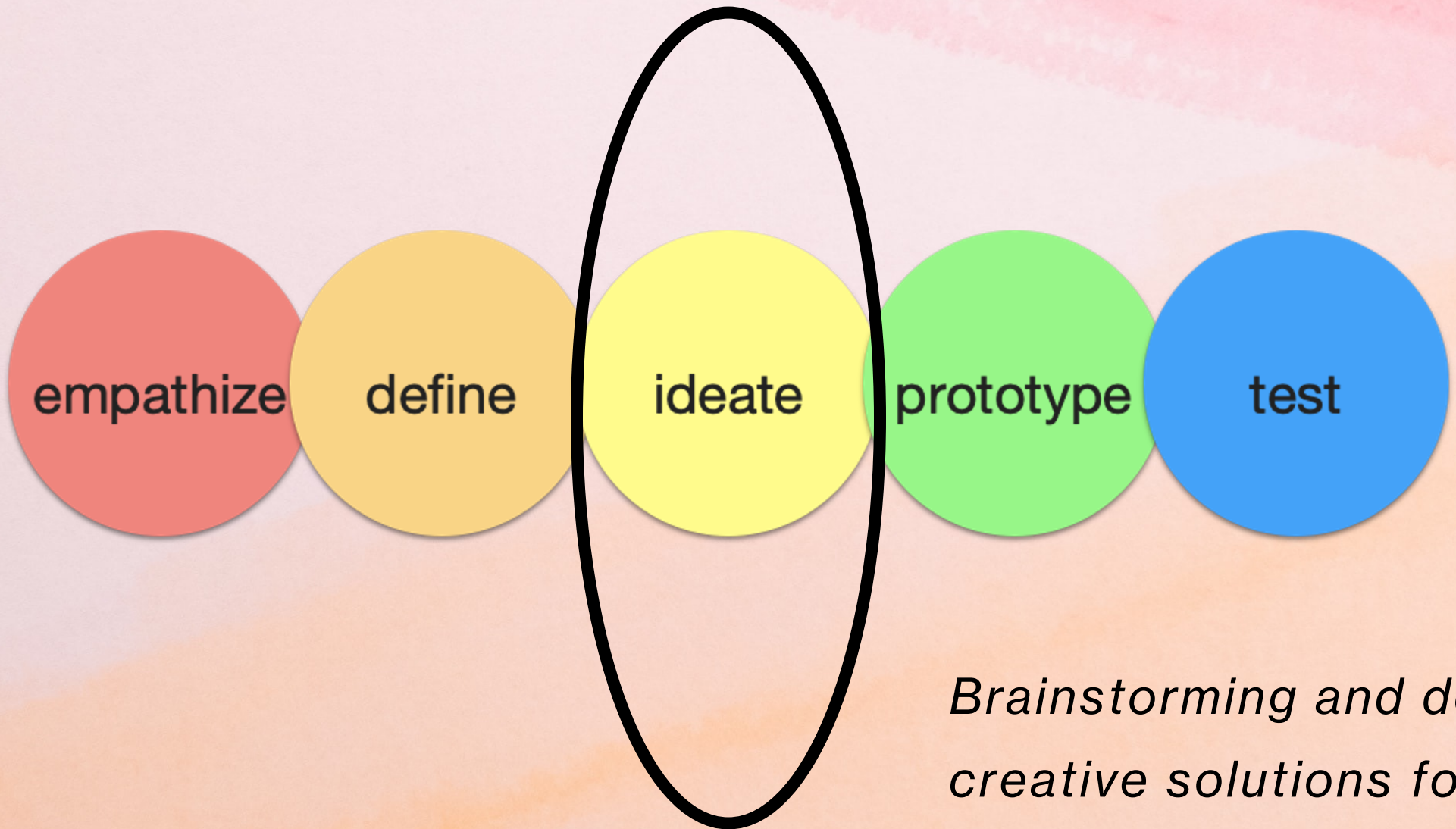
Develop a new product/tool



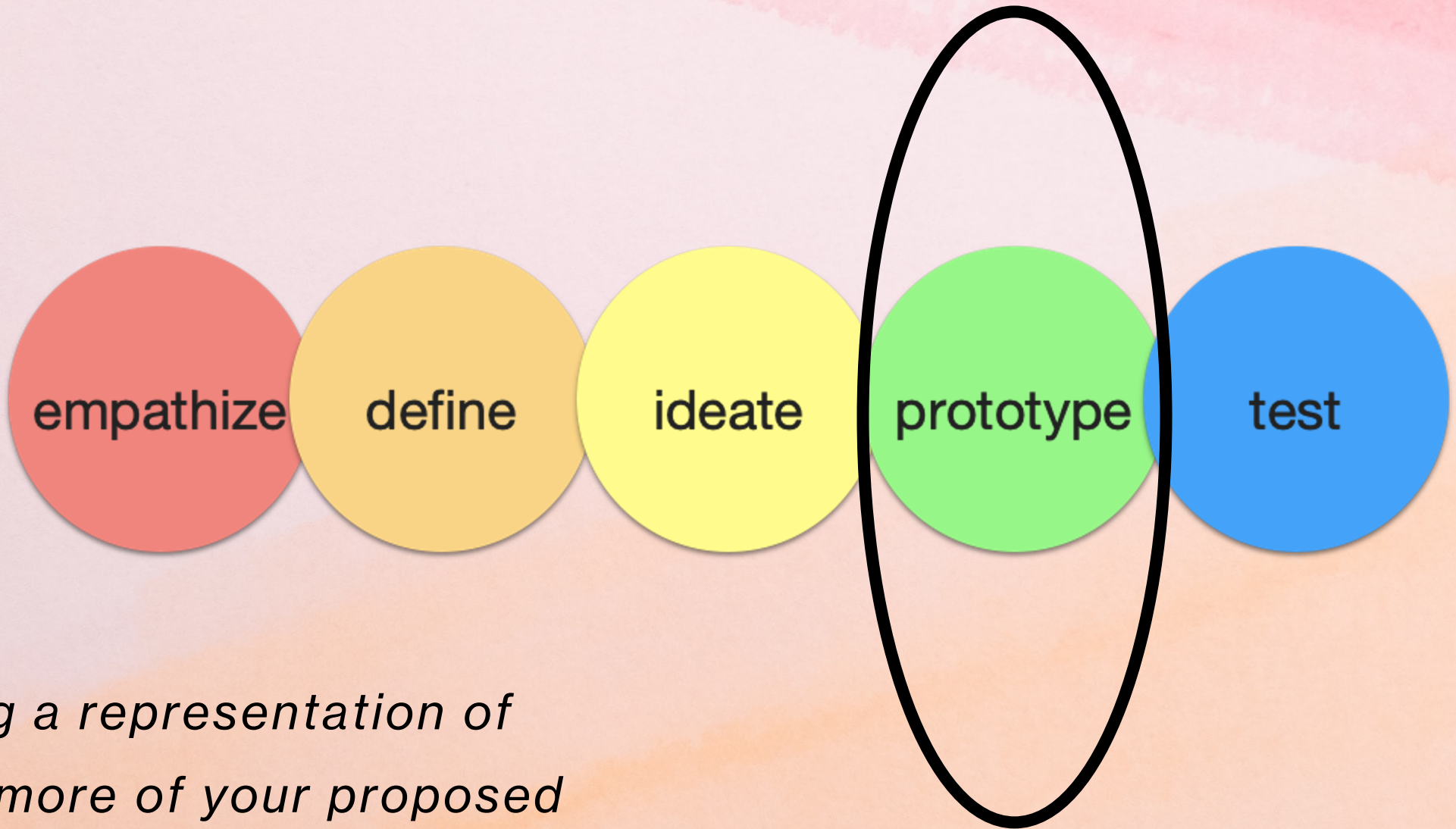
Learning about and from the stakeholders for whom you are designing



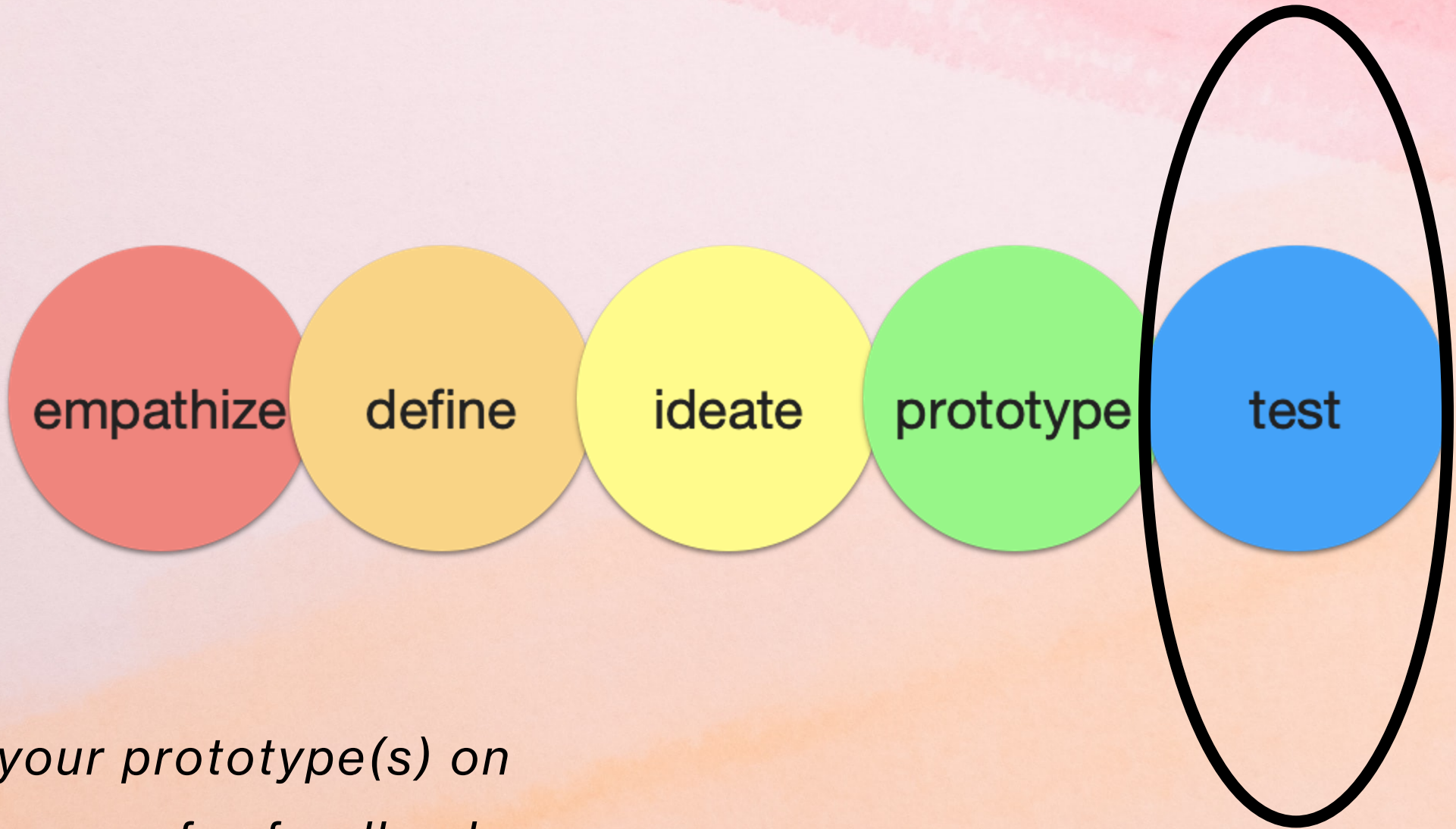
*Identifying the positives, negatives,
and opportunities related to the
challenge and noting key themes*



*Brainstorming and devising
creative solutions for your
identified challenge*

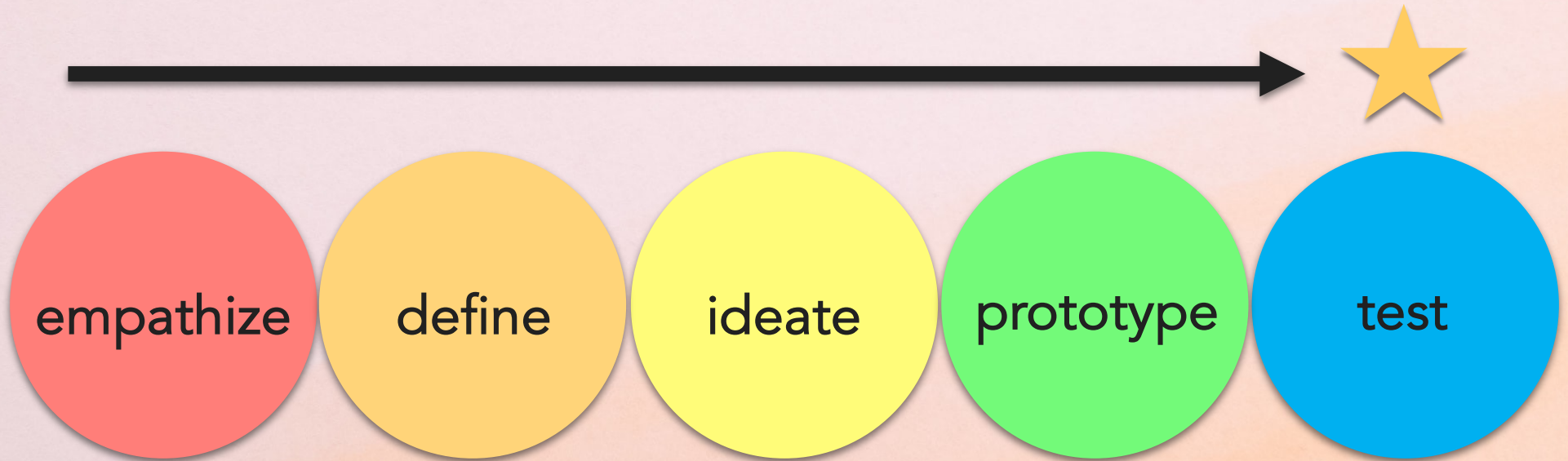


*Building a representation of
one or more of your proposed
solutions*

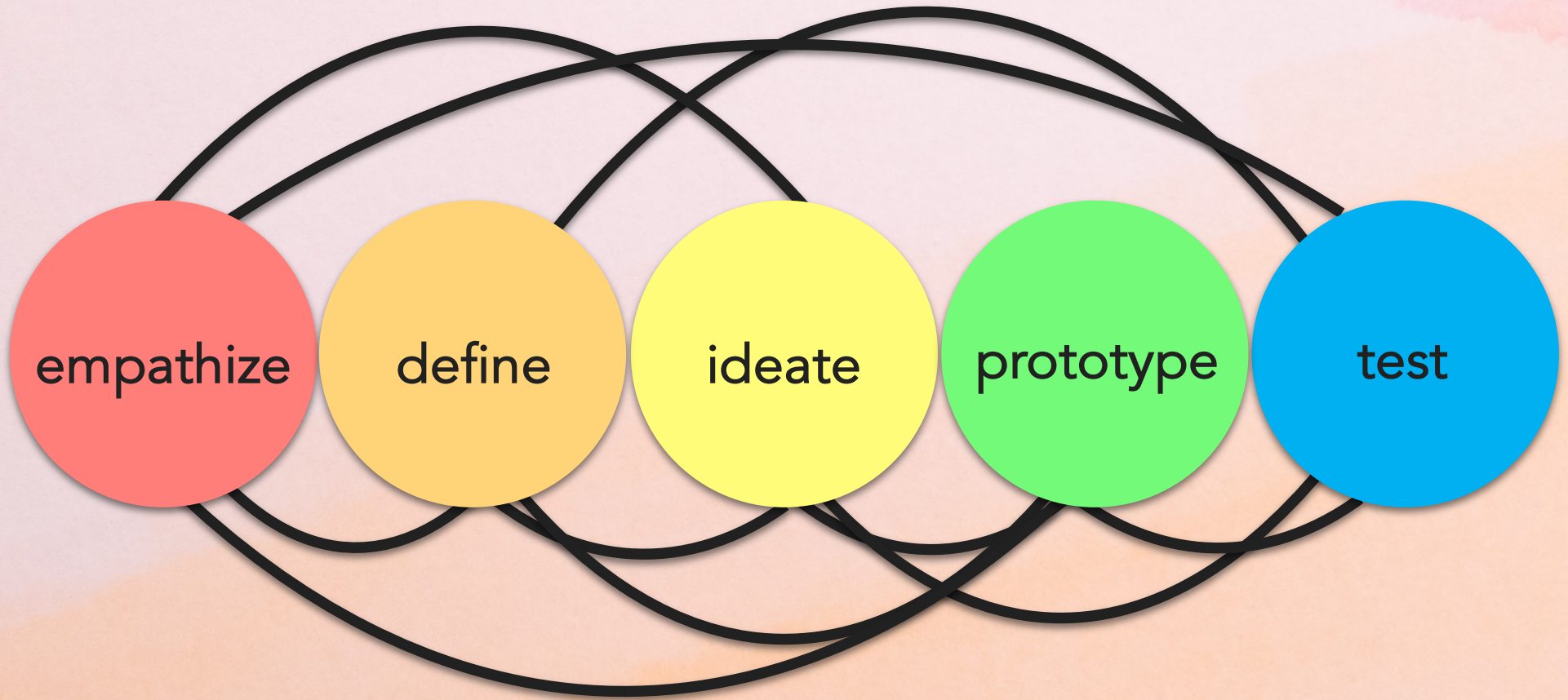


*Testing your prototype(s) on
the user group for feedback*

DESIGN THINKING



DESIGN THINKING



How/Why Does Design Thinking Work

- Learning from and designing with target users/audience increases buy-in
- Emphasis on multidisciplinary teams
- Fail early and often/ Lowered risks and costs
- Beginner's mind/ Keeps biases in check



How Long Does it Take to Complete a Design Thinking Process

- Short sprints
- Multi-day workshops
- Long-term research





Design Thinking Today



'Breath of Fresh Air'

A child's play area featuring a large wooden ship's wheel and a porthole. The porthole shows a ship on the water. The play area is made of wood and has a green and white striped railing. The background is a blue sky and a blue sea.

Creating a Scanner Experience that Children Would Love



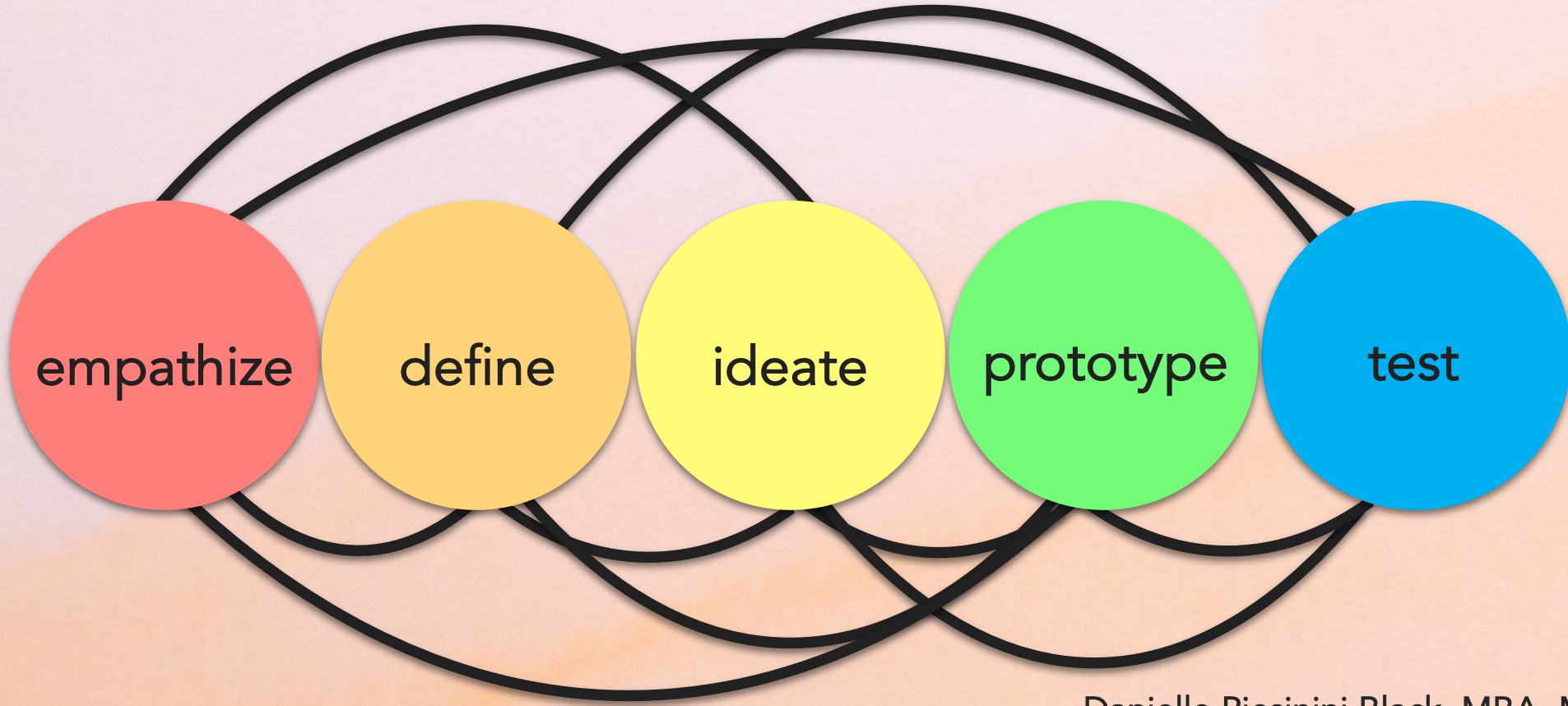
The Future of Knowledge Management for Family Planning and Reproductive Health Programs

<https://knowledgesuccess.org/the-future-of-knowledge-management-for-family-planning-and-reproductive-health/>

Creating Mosquito Nets for Commercial Sale in Ghana



DESIGN THINKING



Thank you!

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