Design Thinking for SDGs

Session 1 Prototype
Session 2 Prototype & Test

Friday August 14, 2020

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Today's agenda

1) DT Step 1: Empathize
   ○ Empathize with your P, issues in Sustainable Development
   ○ Activity: Empathize recap

2) DT Step 2: Define your problem
   ○ Activity: How Might We question and Problem Statement

3) DT Step 3: Ideate
   ○ Find a right solution

4) DT Step 4: Prototype
   ○ Visualize your idea
Today's agenda

10:00 - 10:40  Presentation on ‘solution statement’ from each team
10:40 - 10:55  DT Step 4: Prototype
10:55 - 11:55  Group working session
11:55 - 12:00  Wrap-up
Before we begin

Let’s have a brief presentation from each team.

What is your solution **statement**?

(Starting with Group 1, two minutes each)
Session 1

Prototype
Prototyping

The way to get ideas out of your head and bring to life.
30% of our cortex is devoted to vision

65% of people are visual learners
“Show, don’t tell”
The Blind Men and The Elephant
Why is it important?

1. **You** can fully understand your idea.
2. **Team members** can communicate more effectively.
3. **Stakeholders** can see, hold, interact with a prototype more easily.
4. **Users** can test out and give feedback.
CO-CREATION
Things to remember:

• Make your hands **BUSY**
• **QUICK & DIRTY**
• Remember the **PROBLEM**
• Be **OPEN-MINDED**
• Remember the **USERS**
1. PHYSICAL(RAPID) PROTOTYPING (FROM LOW-FI TO HIGH-FI)
Physical prototyping

1. Paper Prototyping
2. Digital Prototyping
3. Native Prototyping
PAPER PROTOTYPING
DIGITAL PROTOTYPING
In the file: Just fine
In the prototype: It's too light!
NATIVE PROTOTYPING
(Working prototype)
2. LOGICAL PROTOTYPING
Logical prototyping

1. Journey Map
2. Role Play
3. Storyboarding
JOURNEYMAP
Linda's Journey Map
Browse information or learn more on a general topic

Stage of Journey

Identifies Information Need
Linda's friend, Dottie, tells her to look for grants

Looks for Information
Turns on computer and Googles "Government Grants"
Clicks on Grants.gov and then Search Grants

Find Information
Doesn't understand Search Grants information and goes back to Grants.gov Homepage
Clicks on USA.gov link on Grants.gov home page under Financial Assistance

Seeks Help
Reads USA.gov Benefits, Grants, and Loans page and realizes she is not eligible for a grant
Clicks on link to Benefits.gov

Beginns Benefits.gov Benefit Finder, but it takes too long and she clicks "Contact Us" to find a real person
Fills out Benefits.gov webform and types a message to ask how she can get financial help
Checks her email later and sees response from Benefits.gov

Activities

Potential Opportunities for Improvement

Feelings and Needs
Thankful Dottie is such a good friend
Feels a little nervous and unsure, and hopeful her search will work
Feels confused and decides to try again in case she missed it

Simplify benefits.gov contact page
Make the benefits finder more like Turbo Tax
Add questions to benefits.gov email form to help agents give better responses
Create task force for benefits related sites/agencies
Merge grants.gov, benefits.gov, and govloans.gov
Become benefits program manager - benefits.usa.gov

Integrate benefits finder and unclaimed money search
Add APIs to integrate with state benefits info
Integrate benefits.gov FAQs into content pages on benefits.gov
Create an infographic to explain benefits finder
Ask Grants.gov to add a popup asking, if you want personal benefits
Add benefits finder directly to USA.gov page
ROLEPLAY
STORYBOARDING
“Testing is an opportunity to learn about your solution and your user.”

Testing is the chance to refine our solutions and make them better. The test mode is another iterative mode in which we place our low-resolution artifacts in the appropriate context of the user’s life.

Do the homework!

- Show your prototype and get their feedback.
- Observe and take notes. Ask follow-up questions.
- Validate your concept.
This image features a cycle diagram labeled "Prototype" and includes terms like "Brief/spec., Concept, Paper prototype, First iteration, Second iteration, Third iteration, Test, Database driven, Prototype, To final version." The image also includes a note: "This Paper is by Unknown Author and is licensed under CC BY-NC-ND."
WHAT TO DO NEXT?
In the next session, each team will have a feedback session with the faculty team.
Due beginning of the 1st session on Monday