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ADULTS' PROBLEM-SOLVING SKILLS ENHANCEMENT STRATEGIES ENABLING TO IMPROVE PERSONAL RESILIENCE

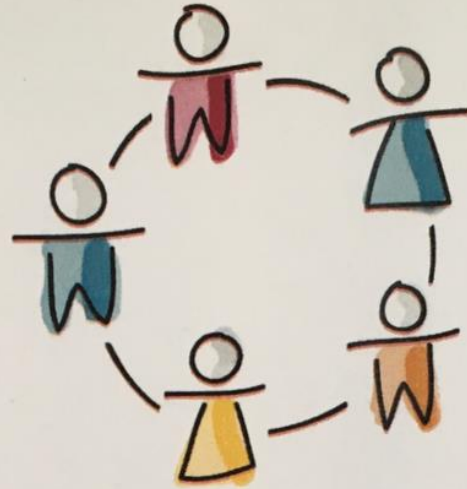
Design Thinking PROCESS

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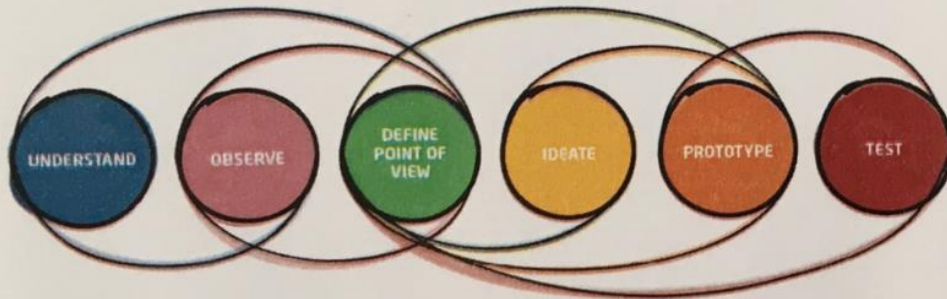
Santa Krumina, Anna Vintere

27.11.2018. Avellino

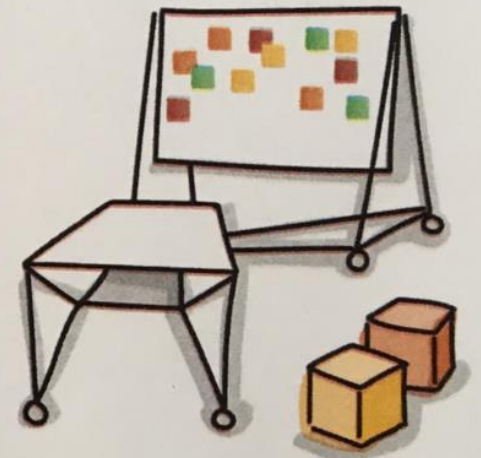
Design Thinking PROCESS



Multidisciplinary Teams



Iterative Process



Variable Space

Design Thinking PROCESS

PROBLEM SPACE EXPLORATION

SOLUTION SPACE EXPLORATION

UNDERSTAND

OBSERVE

DEFINE
Point of
view

IDEATE

PROTOTYPE

TEST

Empathize

Immerse

Re-frame

Explore

Execute

Talk to experts

Observe

Storytelling

Brainstorm

Insight

Desk research

Engage

Synthesize

Visualize

Big idea

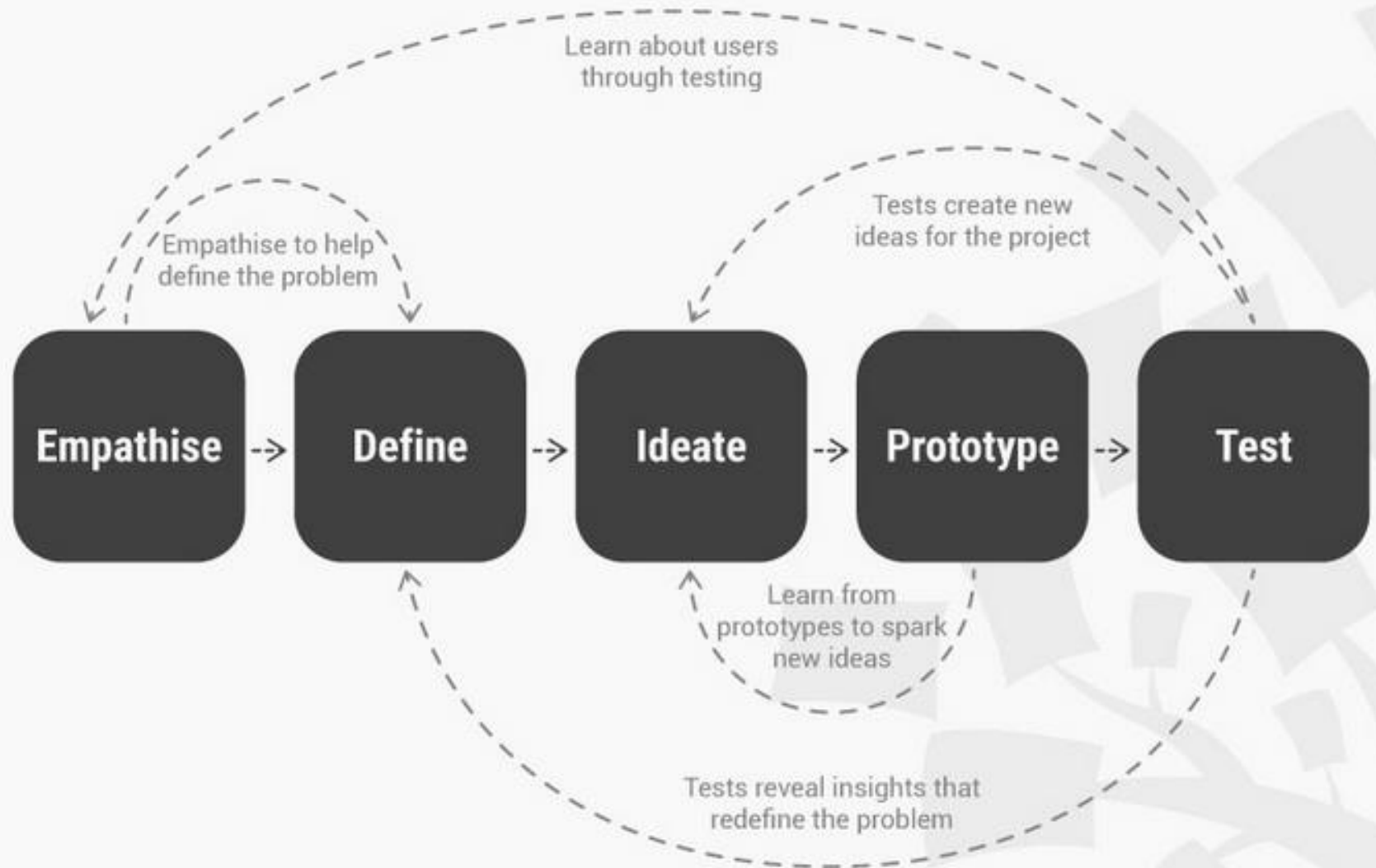
Experience

Point of view

Prototype

Sticky Take a way

DESIGN THINKING: A NON-LINEAR PROCESS



1. UNDERSTAND

SEMANTIC ANALYSIS / CONCEPT ANALYSIS



Discuss and agree within **the group** *how you understand* the main terms/ words of **your challenge**:

“How to find a better job ?”

“How to find a better job ?”

SEMANTIC ANALYSIS / CONCEPT ANALYSIS

For understanding the problem:

1. **Write** on the board **your challenge**; **mark** main terms
2. Each member of the group **explains** how he/she understands the meaning of the terms,
3. **Write** down **the meaning** next to the word/ phrase

STAKEHOLDER MAP

This "map" helps to understand who else is interested in the solution of problem

Draw 3-column table:

Stakeholders <i>(who else are interested in)</i>	Needs & expectations	What to do to find ?

2. OBSERVE

"If you want to know how the tiger hunts, go to the Jungle, not to the Zoo!"

Lafley, CEO Procter & Gamble

OBSERVE – sources of inspiration

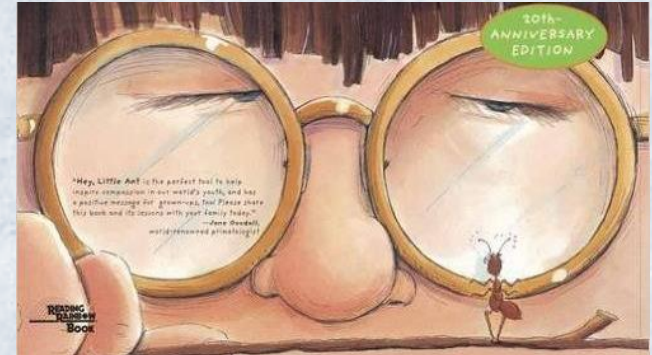
– empathy, immerse, observe, engage



– walk in other people shoes



– see the world through someone else's eyes;



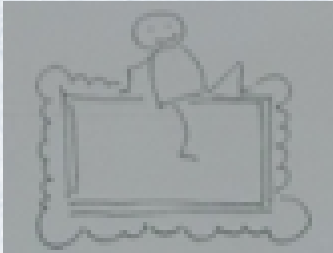
– immerse yourself into their experience



2. OBSERVE

Interview tips:

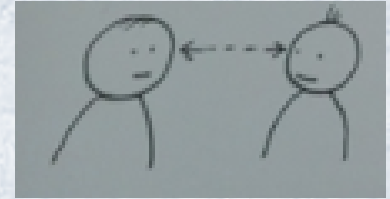
Keep **enough space** for the story within the interview



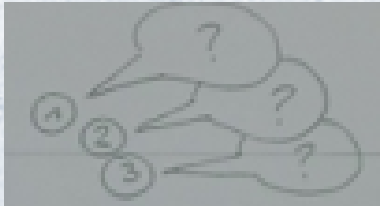
Ask easy and specific questions and **give the** interview partner **time** to answer



Wait during conversation breaks



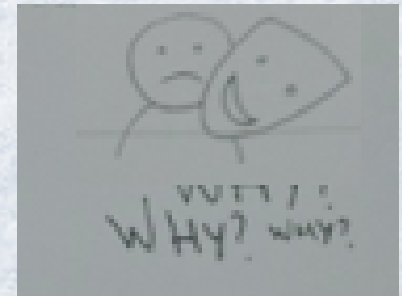
Ask only one question at a time



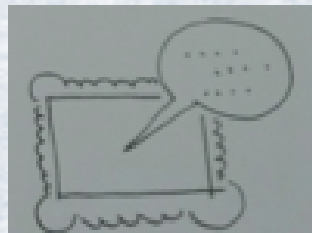
Be aware of the **body language** of your interview partner



Ask 5 times "**Why?**"



Use **open questions** which not can be answered in one word



Search for **conflicts** and **contraindications**



2. OBSERVE

Engage: «Street» interviews

Good interview has a dramaturgy

Interview dramaturgy

Introduce yourself, your project

Build a **connection**

Ask for stories and **experiences**

Discover Emotions and ask "**why**"- questions

Show your **thankfulness**

Group task -3

Action:

- Create interview **guideline** (20 min)
- **Do interview** (at least 3 persons who are looking or have found good job)

3. DEFINE Point of view

SYNTHESIS – OPEN THE BLACK –BOX

- Come up with **appoint of view** statement that will inform you prototyping
- Digging for nuggets: what **is important** to focus on?
- A **person** – who are designing for?

*We do not make persona. We **discover** them*

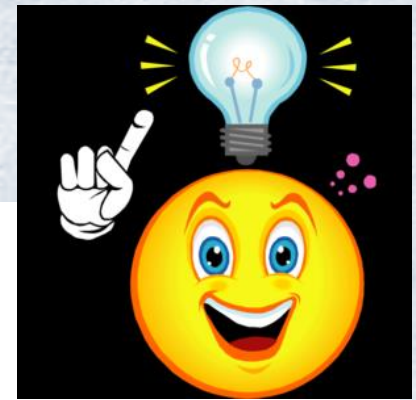
Group task -4

Action:

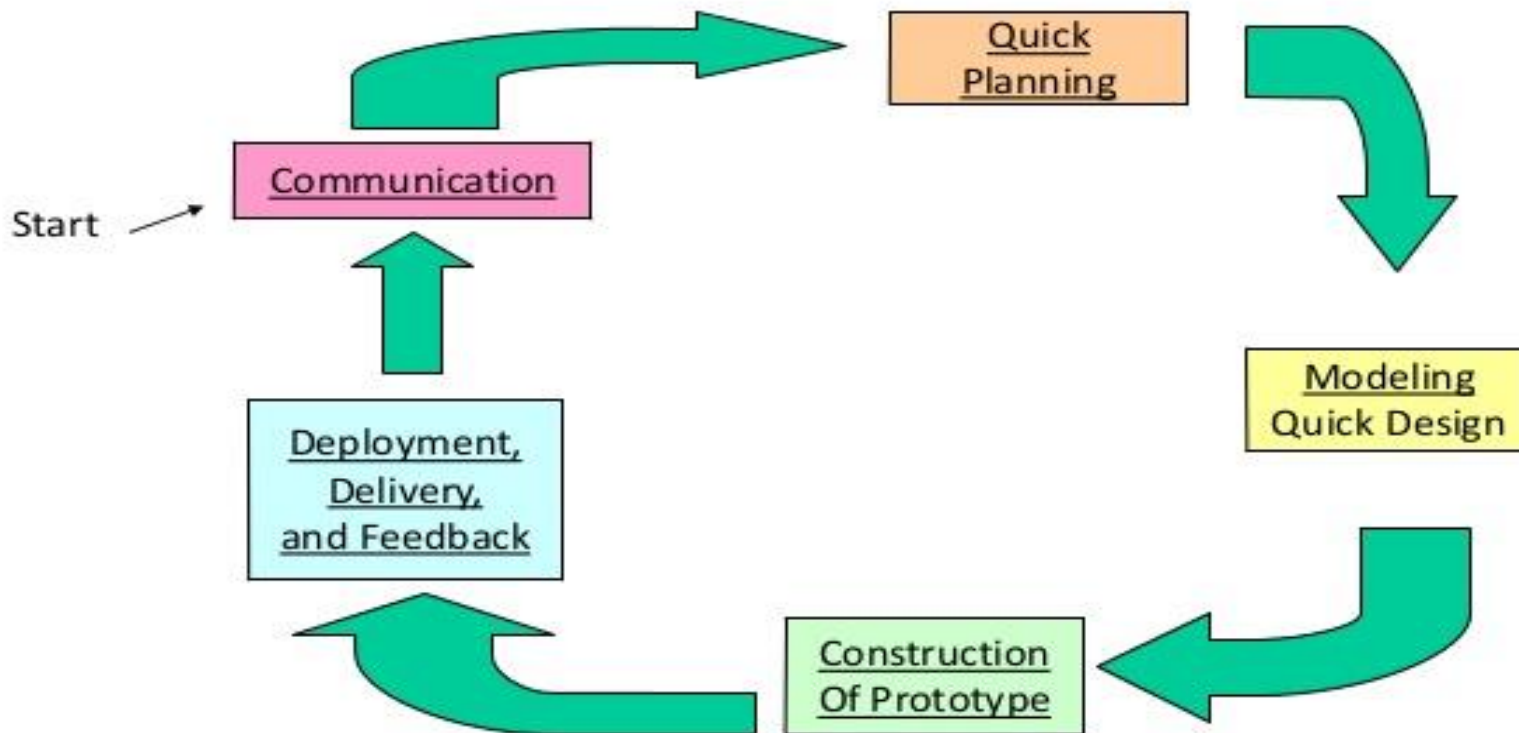
- *Storytelling: synchronizing with a team*
- *Wow*

4. IDEATE

5. PROTOTYPE



Prototyping Model (Diagram)



5. PROTOTYPE

Group task -4

Action:

- *Create Adult Persona (15 min)*

Sociographic:

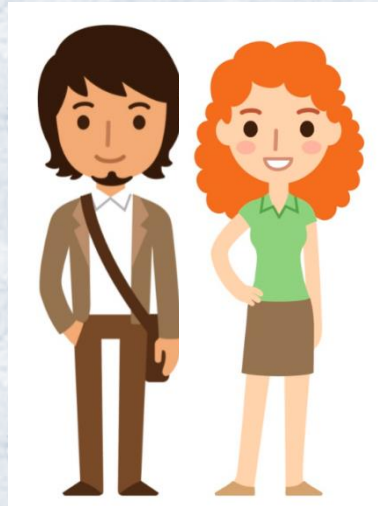
What is his/her name?

Where does he/she live?

What is the previous work experience?

How does he/she look like?

What are he/she hobbies?



Psychographic:

What does he/her want to achieve?

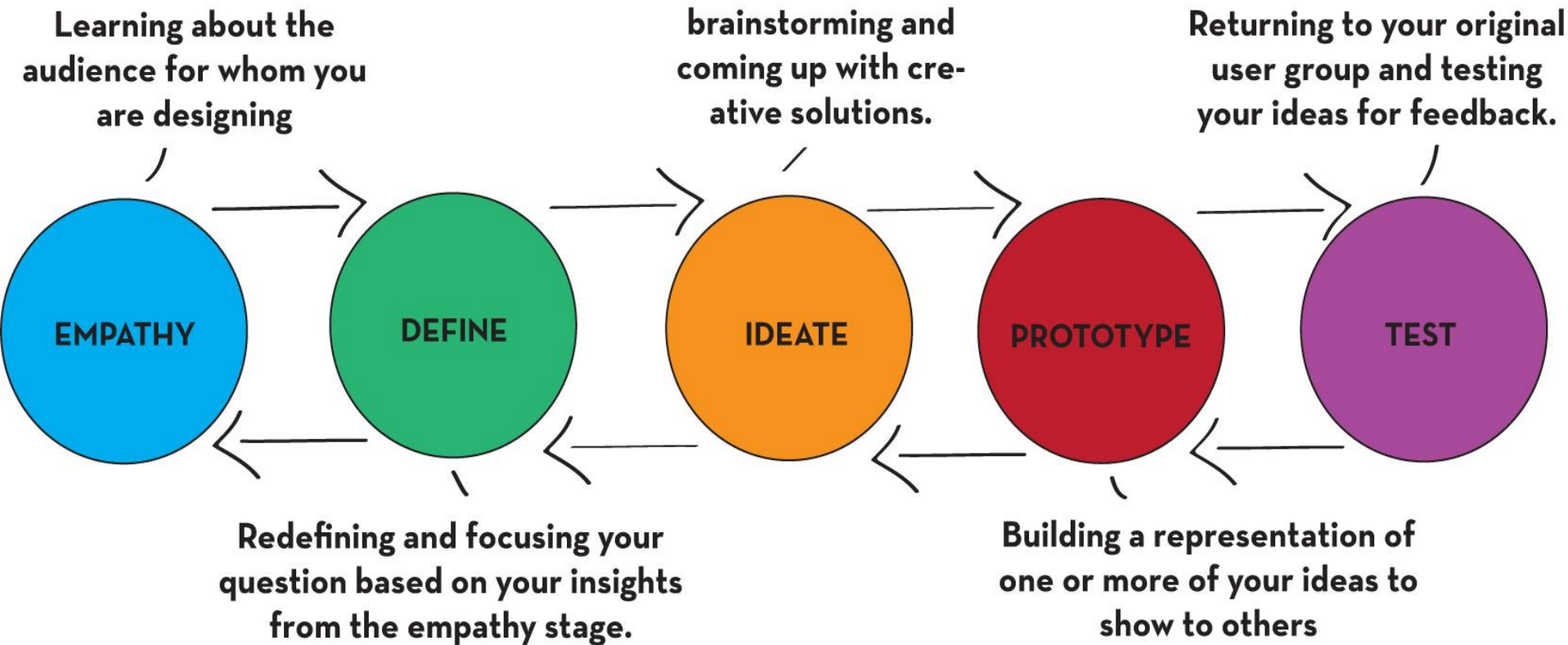
Frustrations and pain points

Qualifications and skills

Things he/she always carries with him/her ?

Next big event in his/her life ?

6. TEST



What *advises* could be given to find better job?

What ***advices*** could be given to find better job?

Group task -5

Action:

- *Brainstorm*
- *Analyze + Synthesize)*
- *Develop advices*
- *Prepare presentation*

Presentations

Thank you for job !