

Poster Presenter

Designing Worksheets to Assist Design Thinking Method Implementation for University Student

M. Lahandi Baskoro¹ and Bayyinah Nurrul Haq²

Faculty of Creative Industry and Telematics, Universitas Trilogi



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INTRODUCTION

When challenged to propose new products, students do study in input with searching for technical information on their own account, but there is high possibility that the product will fail in the market simply as result as there is no market demand.

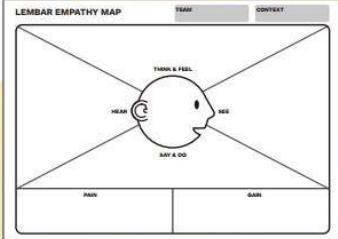
Therefore, it is considered necessary for students to be introduced to other method that merge the processes with the orientation of users' need. In other hand, there is Design Thinking, a design method that seeks to understand users, challenge assumptions, redefine problems and create innovative solutions (interaction-design.org, 2017).

RESEARCH QUESTION

How to make a worksheet as a tool for assisting university student in design thinking method?

RESULT

LEMBAR EMPATHY MAP



(Fig 1. Empathy Map Worksheet)

The base of Empathy Map taken from Bland (2012) while the circle of customer profile map was derived from Osterwalder et al (2013). This worksheet should be printed on the A3 paper size. The language used is mixed between English and Indonesian, because there are words that we considered better in English rather than translated.

In the beginning we prepared a stack of profile cards (not shown here) that should give some ideas about the user identity, such as age, gender, occupation, education, hobbies, etc. Each team should take one, and search that kind of customer segment in real life, then the team should try to propose a product concept that would be helpful for solving the consumer problem in their living framework. The way these worksheet delivered in class are in sequence from Fig 1 until Fig 3.

#1. Empathy Map Worksheet: helping to articulate and map the user context and needs. This is aligned with Empathy step.

#2. Customer Profile Worksheet: helping in profiling the user identity, context and needs they had. This is aligned with Empathy and Define step.

#3. Prototype Design Worksheet: helping in sketching an initial solution tested to the user. This is aligned with Prototype and Test step.

LITERATURE REVIEW

Design Thinking is a methodology to foster exploration and experimentation with the focus on the user (Brown & Wyatt 2010; Mousavi 2011). Design thinking comes with five steps that are not always sequential (Stanford Design School n/a), which is:

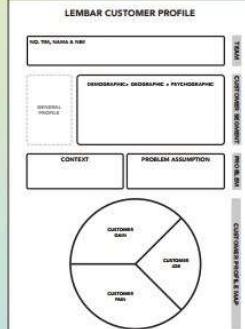
- Empathy: Observe, engage and immerse with the world that the user experiences.
- Define: Conclude the observation result and define the user needs.
- Ideate: Explore a wide solution spectrum, both large quantity and diversity among those ideas.
- Prototype: Transform the ideas and explorations into the physical world.
- Test: This is where the prototype put into the user usage context.

METHOD

Our method are conducted as following:

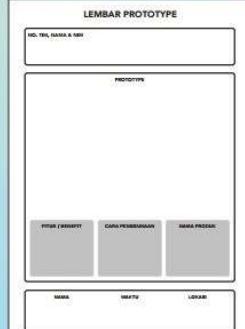
1. Research: We do desk study about the step of design thinking and the template available online.
2. Design: We develop design based on the references found; and the number of class session. The empathy map is using the template found online.
3. Test: We took early worksheet designs to the students in four study major, namely Food Science, Agrobusiness, Visual Communication Design and Industrial Product Design.
4. Finalize: We revised what is need to be improved from the worksheet design.

LEMBAR CUSTOMER PROFILE



(Fig 2. Customer Profile Worksheet)

LEMBAR PROTOTYPE



(Fig 3. Prototype Design Worksheet)

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