


# Poster Presenter

## Designing Worksheets to Assist Design Thinking Method Implementation for University Student

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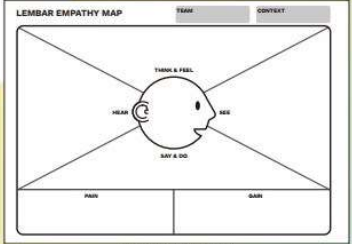
#### INTRODUCTION

When challenged to propose for new products, students who study in majors with technical or technological bases often depart from their own desires, not from investigation of the market needs. This approach may be inappropriate, because 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 begin the process with the orientation of users need. In other hands, there is Design Thinking, a design method that seeks to understand users, challenge assumptions, redefine problems and create innovative solutions (Interaction-design.org, 2019).

#### RESEARCH QUESTION

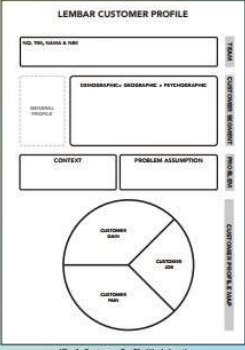
How to make a worksheet as a tool for assisting university student in design thinking method?

#### RESULT

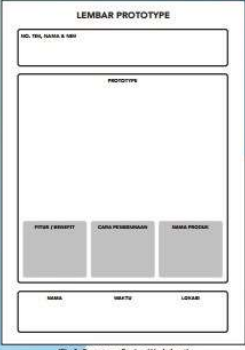


(Fig 1. Empathy Map Worksheet)

The base of Empathy Map taken from Bland (2012) while the circle of customer profile map was derived from Osterwalder et al (2014). 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 show a general type for a certain customer segment, such as traveller, moms with toddler, hijab girl, 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 customer problem using the design thinking framework. The way these worksheet delivered in class are in sequence from Fig. 1 until Fig. 3.



(Fig 2. Customer Profile Worksheet)



(Fig 3. Prototype Design Worksheet)

#### REFERENCE

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#### ACKNOWLEDGE

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