



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35

19BAT605 – Design Thinking for Managers

Unit II – Process in Design Thinking (Empathy, Define)



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1st Indian
Institution
to Implement **Design Thinking Curriculum**

Redesigning Common Mind and
Business Towards Excellence



TOPIC FOR TODAY



User Stories and Design Strategy



Recall

- Question Framing
- Open ended and Closed Questions
- Process to Accomplish Good Question
- Questioning Techniques
 - 5 whys
 - Who, What, Where, When, Why and How





User Stories

A user story is a description consisting of one or more sentences in the everyday or business language of the end user or user of a system that captures what a user does or needs to do as part of his or her job function.

User stories are used with agile software development methodologies as the basis for defining the functions a business system must provide, and to facilitate requirements management.

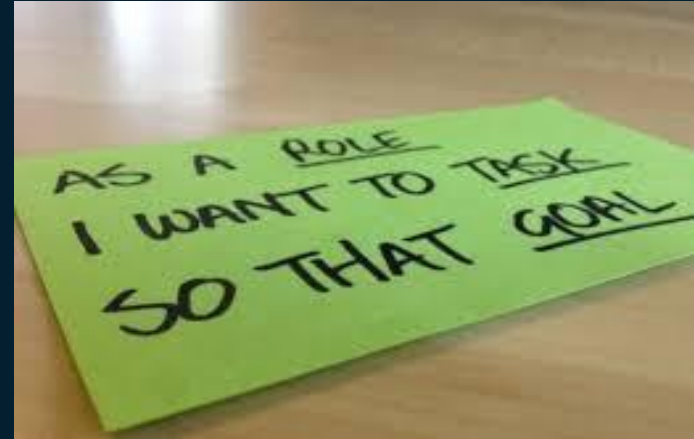


What to Include in User Stories

The person using the application or service (user)

The reason the user needs the application or service (the narrative)

Why they need it (the goal)





Focus on the Goal

- > The most important part of a user story is the goal.
- > The goal insures that you are solving the need of the user.
- > Decide when the story is done and the user has met a particular need.
- > If you're struggling to write the goal then you should reconsider why you think the user will need the feature.

As a (USER)
I want to (DO THIS)
so that I can (ACHIEVE THAT)



Acceptance Criteria

- > Acceptance Criteria is crucial to writing user stories.
- > You should think of some metrics to measure how and when the application or service has been design successfully.



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ASSESSMENT

What is the define for the above problem?





Design Strategy – A Guide to Tactical Thinking in Design

- **Design strategy** is the term used to describe the nexus between corporate strategy and design thinking.
- **Corporate strategy** is the traditional method that businesses and other similar entities use to identify, plan, and achieve their long term objectives and goals.
- **Design Thinking** is a methodology that provides a solution-based approach to solving problems by engaging the end-users.



Core Process



The core process of Strategic Design Thinking starts by identifying the problem/opportunity, the ensuing business goal, and by then defining its coherence with the company identity and strategy.



Applying Strategic Thinking to Design strategy

- > It's important for designers to develop a tactical thinking approach to working with internal stakeholders. By doing so, the designer gains a better understanding of business objectives, user goals, and is able to translate these needs into meaningful design solutions.
- > From a design perspective, strategic thinking encourages designers to look at the design process as a problem-solving mechanism, starting by identifying the problem and working with both the client and the team to solve that problem.
- > It's a “connecting the dots” approach to implementing a design strategy.



How to Implement Strategic Thinking in Design

Creating and executing a strategy is both art and science. Much like design, a strategic mindset is practiced and improved upon over time. Here is a useful framework for implementing strategic thinking in design:

- > **Assess** - gain an understanding of the project in a holistic way, including an analysis of constraints, opportunities, and seeing the bigger picture through the lens of the business.
- > **Understand** - make sense of the project in terms of the design and business goals. Tie the project's outcome back to business objectives and show key results that will help support those objectives.



How to Implement Strategic Thinking in Design

- > **Learn** - formulate the elements of the strategy by planning tasks and milestones that directly support the core objectives. Ask a lot of strategic questions. For example: “Who are we designing this product for?”
- > **Execute** - act on the strategy and make sure the entire team is included. Strategic thinking works best in collaboration.
- > **Check** - as tasks are accomplished during the design process, it’s a good idea to reassess their effectiveness in achieving the goals and outcomes intended.



Benefits of Strategic Thinking in Design

- **Efficiency** - when we apply a strategic mindset to design, projects are better aligned with customer needs and there will be fewer revisions, and less wasted time and effort on designs that simply don't work.
- **Collaboration** - strategic thinking helps the entire team aim for a common goal, which means working together, as opposed to developing a myopic view of the outcome and working separately.
- **Better relationships** - it is likely that a design team leader will involve strategic thinking if the company or client shares the same mindset. The resulting design will be in closer alignment with business goals, and stronger relationships will be fostered as a result of strategic thinking's cohesive nature.
- **Longevity** - strategic thinking can foster a design strategy that will lead to additional projects, recommendations, and lasting friendships with business leaders.



Summary

User Stories

- What to Include in User Stories
- Focus on the Goal

Design Strategy

- Applying Strategic Thinking to a Design Strategy
- How to Implement Strategic Thinking in Design
- The Benefits of Strategic Thinking in Design





Reference

<https://www.creativityatwork.com/design-thinking-strategy-for-innovation/>



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