

DESIGN

○ In 10 minutes

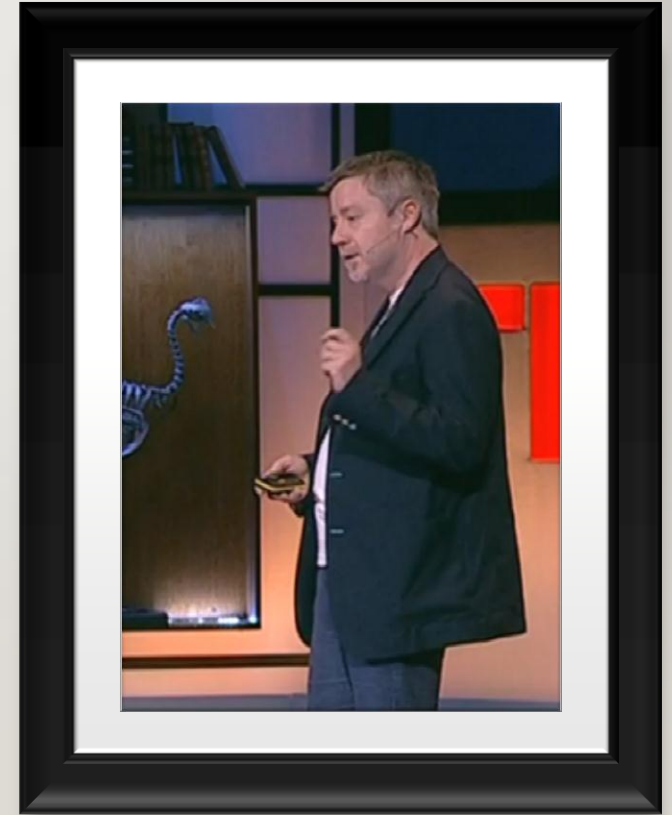


THINKING

Figure 4

“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

- Tim Brown, President and CEO, IDEO



PEMIKIRAN DESAIN (DESAIN THINKING)

- Design thinking adalah metode menyelesaikan masalah dengan pendekatan yang berpusat-pada- pengguna (user-centered).

KENAPA MENGUNAKAN DESIGN THINKING?

Mengurangi resiko sebelum
meluncurkan ide baru

Mempercepat proses
pembelajaran

Menghasilkan solusi yang inovatif,
bukan cuma inkremental

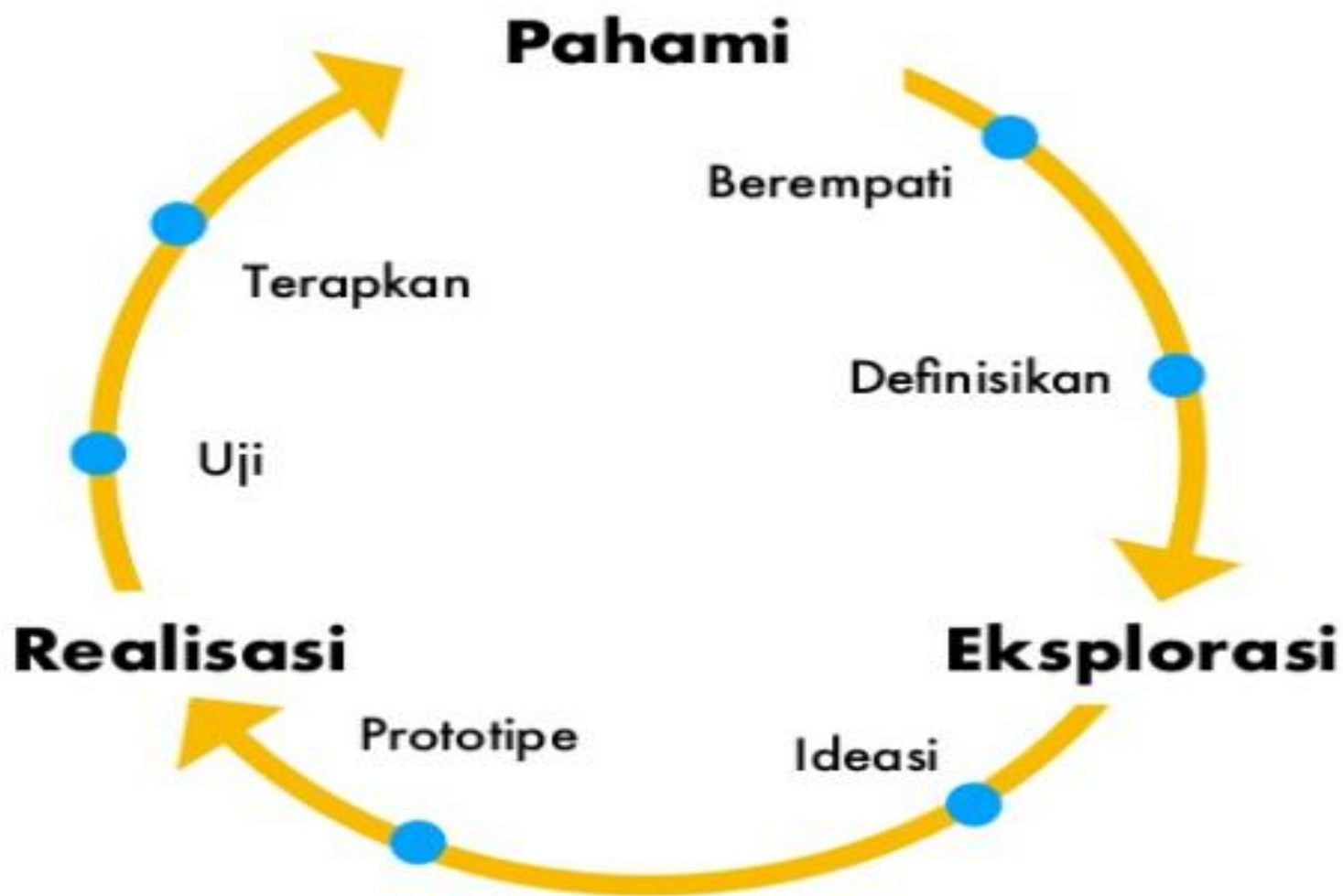
**BUAT
ORANG
JADI
INGIN
SESUATU**



**BUAT
SESUATU
YANG
ORANG
INGIN**

Pemasaran daring dan
iklan digital

Mendesain produk dan
jasa



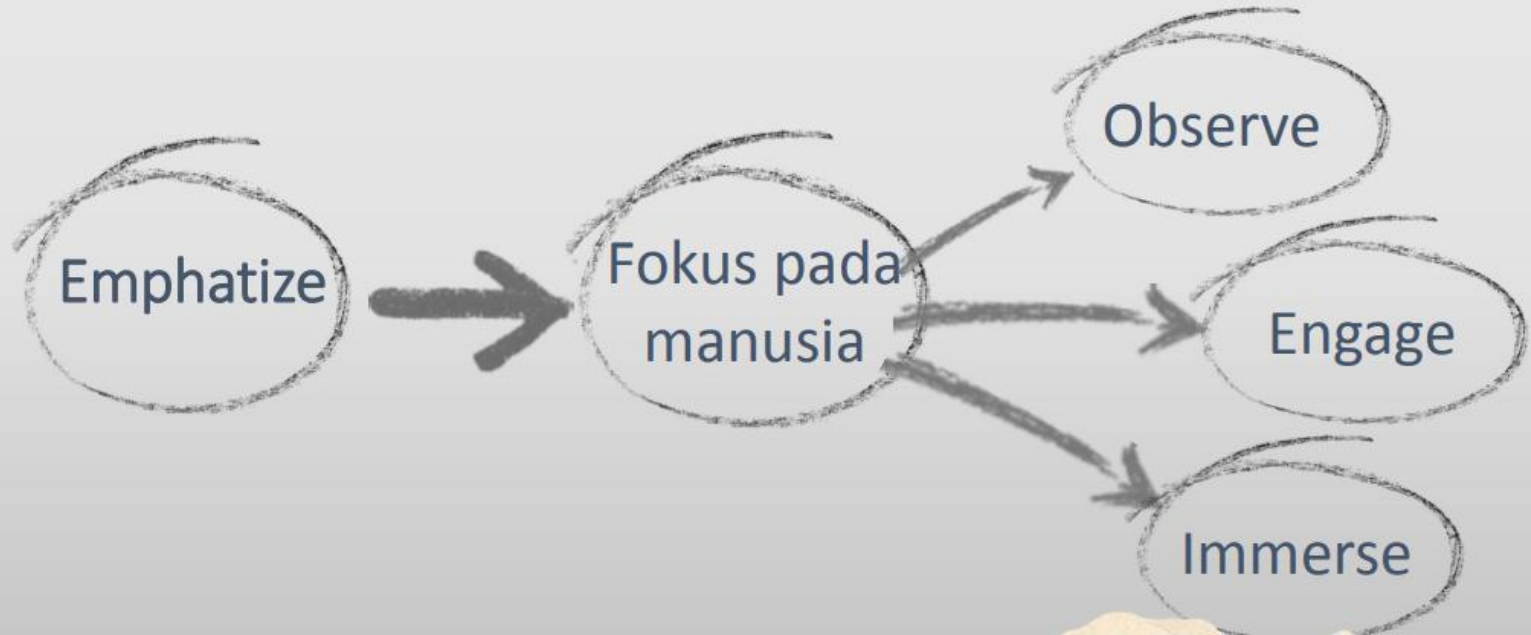
DESIGN THINKING

Empat Pilar

DESIGN THINKING

EMPATHY





DESIGN THINKING

COLLABORATION



DESIGN THINKING

INCLUSION



DESIGN THINKING

01

Empathize with
people's needs,

02

Collaborate with
others across
disciplines, skill sets,
and perspectives,

03

Include every idea
in visible form for
evaluation, and

04

Repeat, iterating
and testing
solutions to perfect
them, always with
human needs at the
center.

DESAIN PENGALAMAN PENGGUNA (USER EXPERIENCE DESIGN)

- rancangan perjalanan pengguna dari awal mereka berfikir tentang masalah hingga mencapai objektifnya.

MANTRA DESAIN PENGALAMAN PENGGUNA



- buat jadi bekerja (make it work);



- buat jadi simpel (make it simple);



- buat jadi indah (make it beautiful).

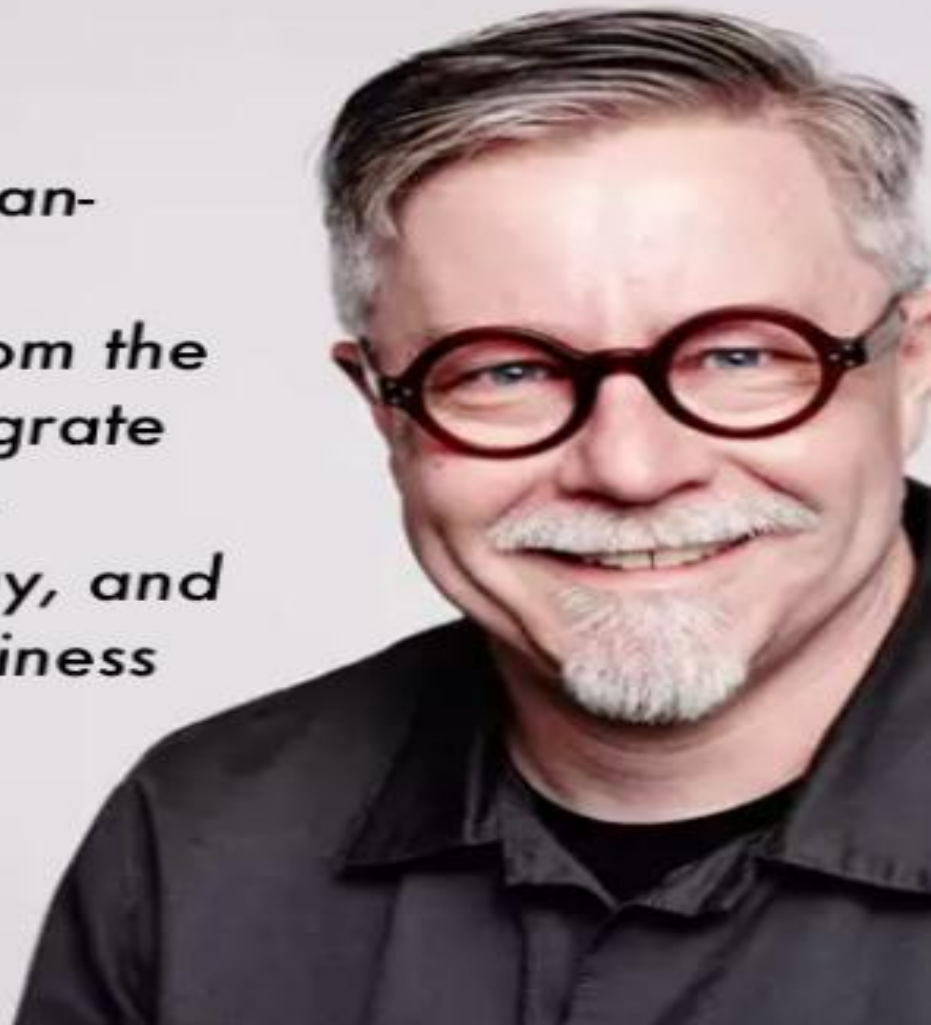


*Design is not just
what it looks and
feels like. Design is
how it works.*

—Steve Jobs, Apple.

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—Tim Brown, Ideo



DESIGN THINKING PROCESS - IDEATION



DESIGN THINKING PROCESS – IMPLEMENTATION



DESIGN
EXPERIMENTS



TEST



ITERATE

DESIGN THINKING PROCESS TO REFRAME A PROBLEM

How might we...

Why do we want to do that?

What is stopping us from doing that?

Revise: How might we...?

Has our concept of the problem changed?

TOOLS WE USE

- Fly on the Wall Observation
- Contextual Inquiry
- One-On-One Interview
- Expert Interview
- Group Interview/Focus Groups
- 5 Why (Root Cause/Fishbone or Ishikawa Diagram)
- Design Charrettes
- Service Blueprinting