

Design Thinking Presentation
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INTRODUCTION

Design thinking is a method to provide solutions to problems. It allows you to learn and understand the human needs connected to it, ideate many solutions whilst brainstorming and select a hands-on approach to prototype and testing (Dam, 2022)

As we got into our team of 5, we decided that we would concentrate on finding a solution to climate change in Bangladesh. This topic is very close to 4 of us in the group as we are all from Bangladesh and have seen how badly people are affected by floods and water congestion due to climate change. We know that we cannot physically stop or change climate change in Bangladesh, but we can however help the people who are affected.

We realised that one of the key issues in Bangladesh is flooding and I personally have experienced this back in 2022 (exactly a year ago) when the whole of Sylhet city including others were under water. I had seen how bad it was and vulnerable people who are less fortunate ended up losing their homes, food that they were growing to eat and sell and other sentimental items.

There is a short video by Liedtka. J (2016) which I have linked below where she explains what design thinking is and explains that all successful innovation begins with an accurate assessment of what is going on today.

<https://video.alexanderstreet.com/p/w0Z6r094X>

IDEATE – STAGE 3 OF DESIGN THINKING

According to Heath (2017) this is different to empathize and define. You need to use your imagination and produce radical design ideas to help what you have learnt in the past 2 stages.

Ideate is when your team comes together to brainstorm radical ideas, building on each other's ideas making it better as you go along. This is the stage where you know who your users are and try to produce a solution that can help them. Use your imagination, no idea should be regarded as stupid or not worthy. This is the part where you write down anything that comes to your mind. From there you can choose the one that best suits your users' needs.

Here is another video from Liedtka, (2016) who explains successful brainstorming sessions are when a team contributes freely while having a conversation to produce ideas. There is no judgement of ideas.

<https://video.alexanderstreet.com/p/6W2p99EBV>

Brainstorming is not to separate the innovative ideas from the bad or try and find a perfect solution to your problem. To just produce as many solutions as possible.

You should open your minds, use your imagination to link the research done in stage 1 and 2. It should be fun and remember all ideas are promising ideas!

The ideate stage involves everyone on the team. By being creative and producing ideas from different perspectives helps the team produce better solutions to tackling the problems.

There are many techniques on how people brainstorm together, however we decided to stick to the original group chats and face to face meetings.

This was fun to do as we gathered to discuss our ideas without any criticism from the rest of the team members.

CONCLUSION

We created a WhatsApp group and organized a meeting to get together to share our ideas and thoughts. This was helpful as we used our group chat to stay connected and communicate whilst working on our project. This enabled our brainstorming session to be a success. We then put our ideas on paper and narrowed them down to the ones that would help us solve our problem. We all had a voice at the table and were able to express which ideas we felt were the best.

Coming together for our meeting helped us discuss the stages of design thinking and we also decided to write the 5 stages on pieces of paper, which were then mixed up and each one of us picked one to discover who got which stage. We believed this to be a fair way of deciding who gets to discuss which stage.

After identifying who are users are and what their needs were in stage 1 and 2, we had to produce ideas, no matter how crazy they were. We were all at ease and felt free to discuss our ideas without any judgement from the rest of the group.

One of our team members was absent from the meeting which meant we did not get any ideas or feedback from them. We tried communicating with this team member, but we had no response. So, the ideas had to come from the four of us that did attend the meeting and kept communicating through calls, texts etc.

We ended up with four final solutions and voted for the one that would make it to prototype. This was the shelter for the people who suffer from floods due to climate change in Bangladesh.

Once you prototype your product/solution and realise this will not work or has not worked, you can always go back to the ideate stage to look back on your other ideas and see if any of those would work.

This is why it is important to produce as many solutions and ideas as possible to your problem during this stage of the design thinking process as it allows you to fall back on this should you need to.

Overall, I believe that to achieve your goals you need to form a good team who all have different roles, who can support each other and can help resolve the problem. This is what our team members consisted of.