Design Thinking is a Piece of Cake

An Introduction to Design Thinking

Icebreaker

Before we start with the session, let's warm up a little with some icebreaker questions.

Copy a sticky note, then write your thoughts.

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Getting to know you

Below are suggestions for icebreaker questions:

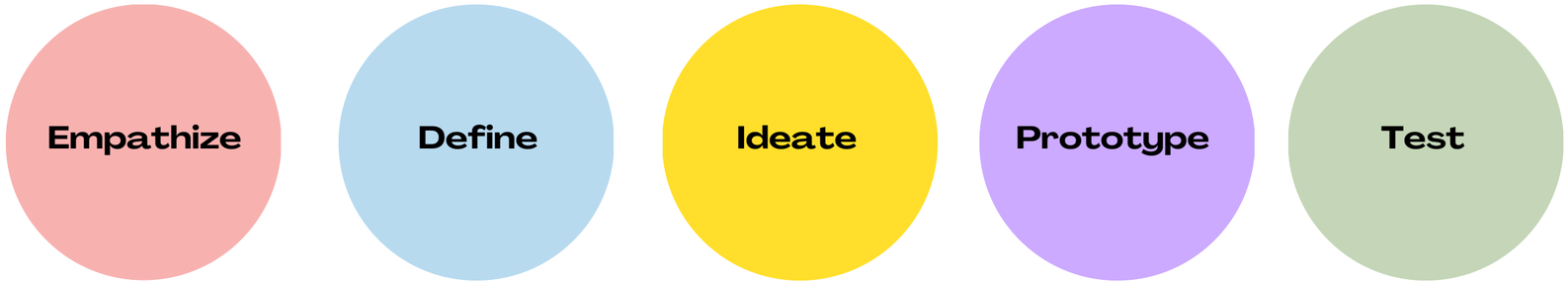
What's your favorite dessert?
What is your favorite place to visit?
Why did you choose to join this workshop?

Time: 5 minutes

What is Design Thinking?

Design Thinking is a human-centered approach to problem solving.

The Steps



Empathise

The first stage in Design Thinking process is to **Empathize** with our End User.
In our example we can think of our End User as the person who will be enjoying the cake.

Empathy is central to the human-centered approach of Design Thinking. We are always seeking to understand our end user's needs.

Ways in which we can empathize with our user/cake eater

- **Engage:** We can understand our user's needs by speaking with them and having open conversations. We might conduct a simple interview or survey to find out their likes and dislikes when it comes to desserts.
- **Observe:** We might watch our user, and their daily interactions. Perhaps we ask them to keep a food diary, and this may help us see what tastes they have, and if there are any foods or flavors they avoid
- **Watch & Listen:** We may combine a conversation with an interaction, for example asking our user to make their favorite recipie and talk us through the process.

Define

Using our knowledge from our Empathize stage, we can use these findings to interpret our user and focus on their needs.

The **Define** stage of the process allows us to have more clarity to our initial problem and have better understanding of our user.

Exercises that might help us Define our problem, "What cake shall we design?"

- **Create Personas:** In this exercise, we may write a summerized description of our end user, including their personality traits, their needs, motivations, likes and dislikes. If we have surveyed many people, we may use several people's responses to create a fictional character persona.
- **Write a Project Brief:** Using our findings, we can reframe our initial question, to ensure we are asking the right question and then look to how might solve it. For example, perhaps our user doesn't like sponge cake, so we are now defining our brief to *"what kind of cheesecake should we make?"*

Ideate

The term **Ideate** stems from the word **"Idea".** In this stage we create ideas that respond to the user's needs and the defined brief from the previous stage.

This stage is the fun part, where we have quick and rapid ideation sessions, and all ideas are welcome and encouraged. We then may narrow down our ideas to fewer options depending on our time and budget restraints for the project.

Examples:

- **Inspiration:** We might use Pinterest to look for cake ideas that fit our brief, or research recipe ideas online or in books.
- **Moodboards:** Perhaps we create a mood board showcasing all of our personas' favorite flavors, and we can mix and match new combinations.

Prototype

A **prototype** is visual, interactive mock-up of an idea. This could be a mock-up of service, a product, an interior space, sculpture, branding and marketing strategy or a digital interaction such as a website or app. Prototypes can be two dimensional: drawing or diagram, or three dimensional.

Ways in which we might prototype our cake design:

- Choose three cake ideas, draw up visual representations of them along with the recipe outline.
- Bake two small cupcake versions to taste-test with our end user.
- Create 3D versions of our cake design with card and paper, and lay out the ingredients around each prototype.

Test

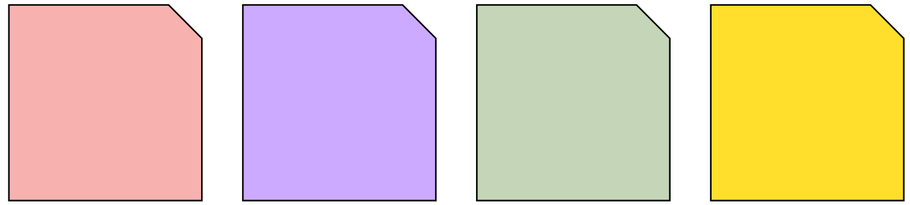
The fifth stage of Design Thinking, we **test a prototype** with users and, potentially with other stakeholders too. By capturing honest responses and feedback, we invite participants to imagine possibilities for the potential solution. We use these insights that analyse the effectiveness and impact of the prototype and refine the idea accordingly.

Recording our test:

- **A feedback survey:** users may want to remain anonymous, so we could ask them to complete an online survey with their opinions to the cake prototypes
- **Marks out of 10** A rating could be given to each cake and the highest idea is brought forward as a final solution, or developed further.
- **A conversational analysis** asking the user for their feedback, perhaps we share tea and cake togther and we directly experience their responses to each cake prototype

Any Questions?

- Any questions about Design Thinking so far?
- How would you describe Design Thinking?
- What excites you about Design Thinking?
- What aspects about Design Thinking are you unsure of?



	Cupcake	Birthday cake	Wedding cake
EXPERIENCE	A tasty treat at a low price that I can take and eat on-the-go.	An affordable and joyful treat I can share with a group for informal celebrations.	A custom-made confection I can share with a large group at once-in-a-lifetime events.
IDEAS	• moist cake • creamy icing • mix-and-match packs • cute to-go packaging	• different shapes • filling between layers • pictures and decorations • party-in-a-box	• custom flavors • unusual structures, cantilevers • intricate icing and decorations • white-glove delivery experience
CAPABILITY	• ovens • baking skills • retail infrastructure • basic health/safety regulations	• low-cost ingredient sourcing • larger equipment and more of it • baking and store-front staff • other scaling-up practices	• expert cake making • account and party planners • delivery trucks and drivers • high-end packaging

Empathize

Define

Ideate

Prototype

Test

Empathize

Interview Exercise

Working in pairs, each person will interview the other to find out what their needs are for their birthday cake.

Questions we might think to ask:

What are your favorite dessert flavors?

Tell me what allergies you have, if any?

What cakes have you had in the past that created a memorable experience?

Who else will be eating the cake?

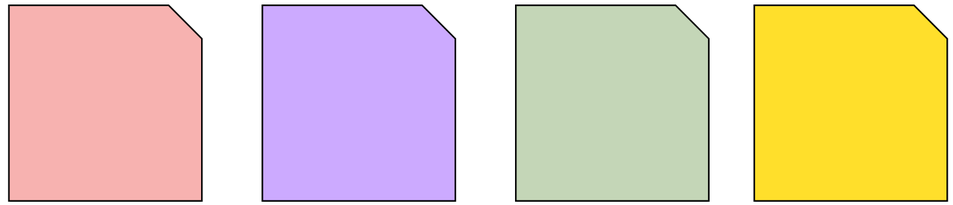
These questions are our human-centred research. Depending on the subject and how we might develop questions, and chose to engage and interact with our end-user *(the person enjoying the cake!)* we can uncover insights from our empathize stage.

There is space on the next page to record your questions and their responses.

Questions

- Question 1
- Question 2
- Question 3
- Question 4
- Question 5

Answers



Empathize

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Creating a Persona

1. In this exercise, we will each write a summerized description of our end user, including their personality traits, their needs, motivations, likes and dislikes.

2. Fill out the boxes to create your profile.
You can also visualise, using images, drawings and a collage.

Name & Age

Backstory

Hobbies

Cakes

Birthday plans

Needs

Guests

Likes

Additional Info

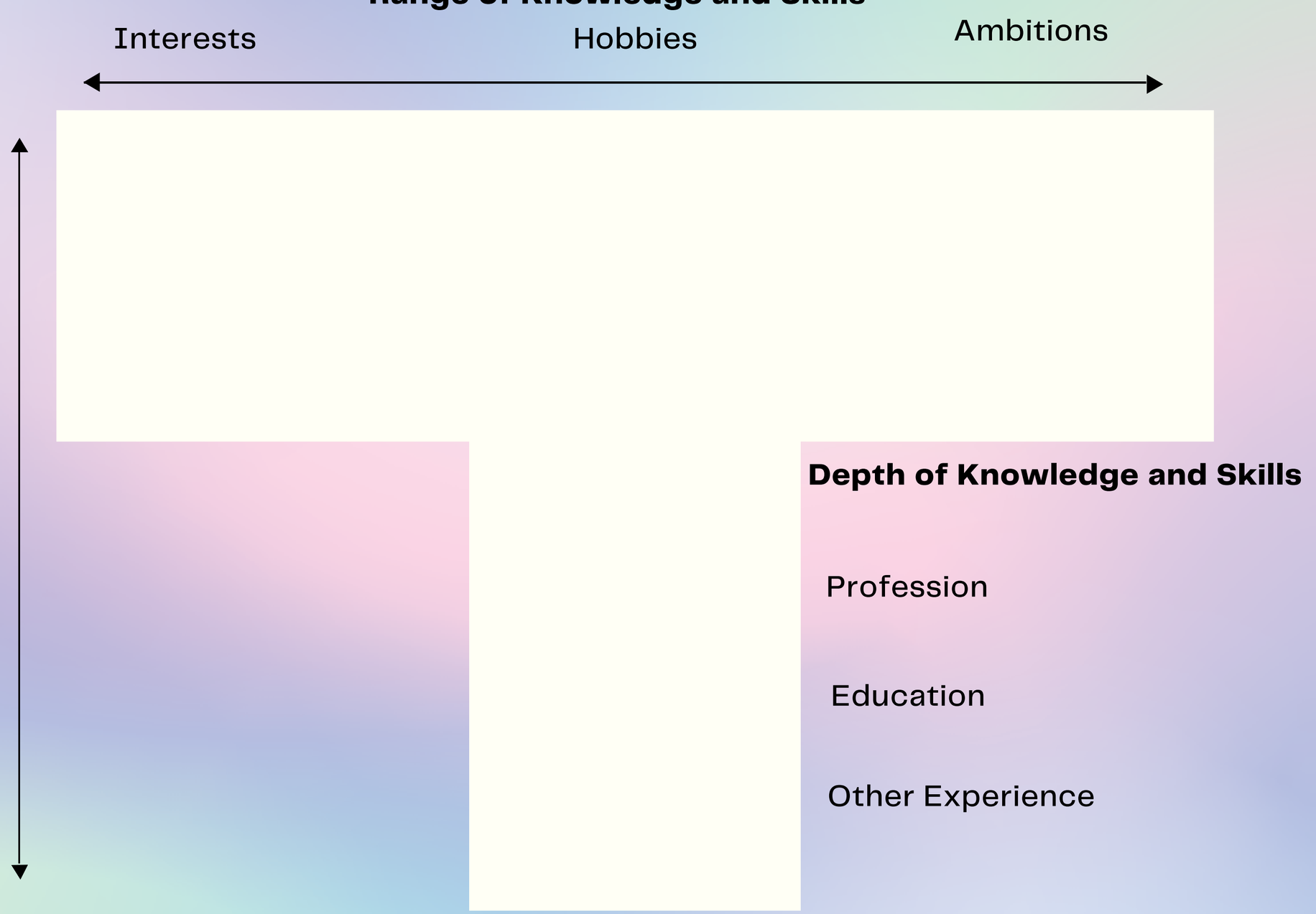
Allergies

Dislikes

T-shaped Profile

Introduce yourself to your team by exploring the range and depth of your skills.

- Allocate different colour post-its for each team member
- Write your skills and experience on post-its and place in the relevant section of the T-shaped profile
- Discuss your similarities and differences as a team



Empathize

Define

Ideate

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Persona 1

Using our chosen Persona, we can move to the Ideate stage of the Design Thinking Process.

Name & Age

Lewis, will be 28 on his birthday

Birthday plans

Low-key afternoon tea with snacks

Backstory

Lewis lives in North London, he travels to work in London Bridge everyday. He eats a cinnamon roll most mornings, with a black coffee.
He's quiet and bookish, and has been dating his girlfriend for two months, they met at a Amateur Shakespeare theatre group

Hobbies

Shakespeare
Fixing things
Motorbikes
Beach walks when he can get out of London to visit family in Chichester.

Cakes

Likes all cakes.
Eats a cinnamon roll most days.
Ice cream at the beach

Needs

not fussy.
happy to go with
the flow.

Gran is getting
old, and he wants
to enjoy as much
family time with
her as he can

Guests

Gran
Girlfriend Simone
who hates raisins.
Brother, Ed
Parents

Gran likes to set
re-lighting trick
candles on
birthday cakes .
She's quite
traditional.

Likes

All sweet things!
Has a very sweet
tooth

Additional Info

Simone,
"categorically
hates raisins"

Allergies

none

Dislikes

Seafood, lettuce,
oranges

Persona Summary

Lewis has a very sweet tooth, and will eat most cakes, and sweet things, he's partial to an ice cream along the beach. He has a cinnamon roll every other day with a black coffee on the way to work. It will be his 28th birthday, and he'll be spending it with his parents, his brother, his gran and his new girlfriend Simone who "categorically hates raisins".
It's an infomal afternoon tea with snacks. His gran is quite traditional when it comes to cake, and her favourite part of birthday celebrations is adding candles to the cake -especially the joke kind that relight every time they're blown out. Lewis and his brother never tire over Gran's candle joke.

Lewis

Rapid-Fire Ideas

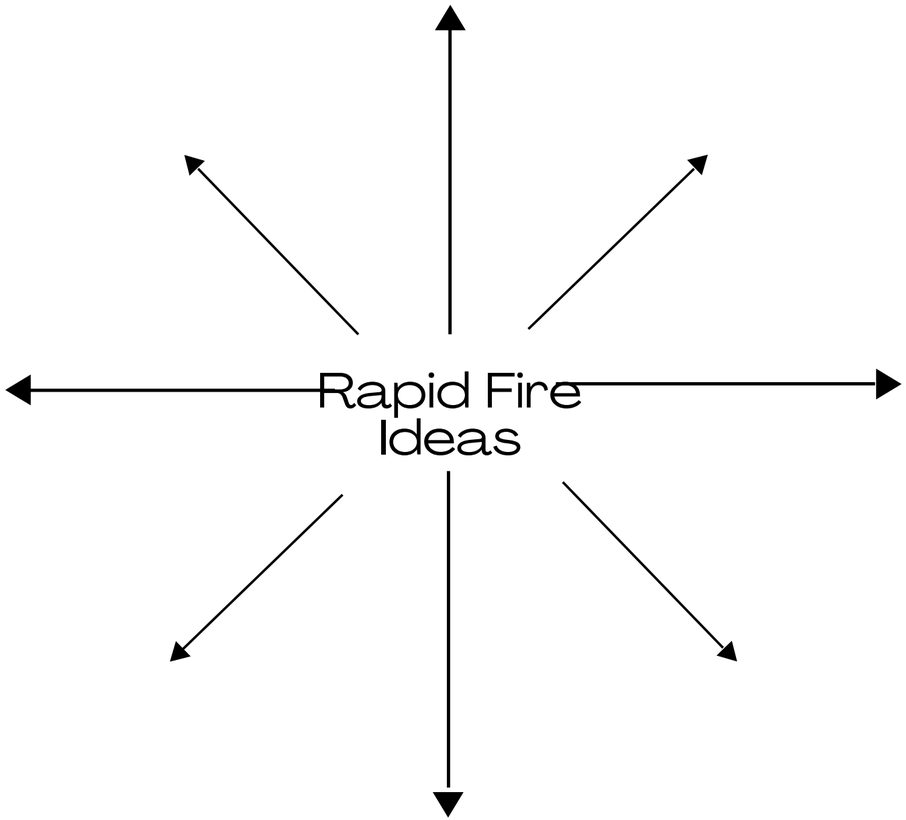
Ideas Generation Exercise

Rapid-Idea suggest fest is all about capturing as many ideas as possible.

Go big and bold with your ideas! anything is possible at this stage.

We are looking for quantity over quality

- Capture your ideas by adding them on post-its and adding to the board.
- Team members should add a minimum of three ideas.



How do we select the best ideas ?

Search

The Idea Vault

Narrowing Your Idea Focus

Welcome to The Idea Vault!

You have a wealth of brilliant ideas, and it can be a challenge to select which to take forward to develop.
This game will help you decide and select winning ideas.

Are you ready to play?

Rules of The Idea Vault

How this game works

- Ideas are chosen at random from your previous Ideas Generation sessions
- You must travel through the game, answering the questions, until the idea is either shortlisted as a winner, or goes into the Ideas Vault!
- If an answer to a question can’t be mutually agreed, it goes to a vote.
- The Ideas Vault is a place to park ideas that might not be attainable right now, but perhaps worth considering in future.
- Keep playing until you have discussed all of your ideas and have a shortlisted selection.

Your Game Masters *(nominate someone)*

(your name goes here)

(your name goes here)

How to Play The Idea Vault

Follow along and have fun!

1

There is a total of 4 minutes allotted for each idea. There are four rounds- you have one minute per question.

2

Questions have YES or No answers and are designed to be answered quickly.

3

If you run out of time, there is an extra 20 seconds per question to vote YES or NO. Majority wins.

4

If an Idea goes to the Ideas Vault, you start from Round 1 with a new Idea.

5

Winning Ideas will be shortlisted and presented at the end of the game.

What is your Project Brief?

We are designing a cake for (persona's) Birthday. Which cake should we make or buy for them that them and their guests will enjoy most?

Ideas to discuss

- (insert idea 1 here)
- (insert idea 2 here)
- (insert idea 3 here)
- (insert idea 4 here)
- (insert ieda 5 here)

Are you ready to play?

Select your first idea.

Choose at random, each idea will get it’s turn in the spotlight.
With your idea in mind, consider the following questions.

Round 1

(Input your selected Idea here.)

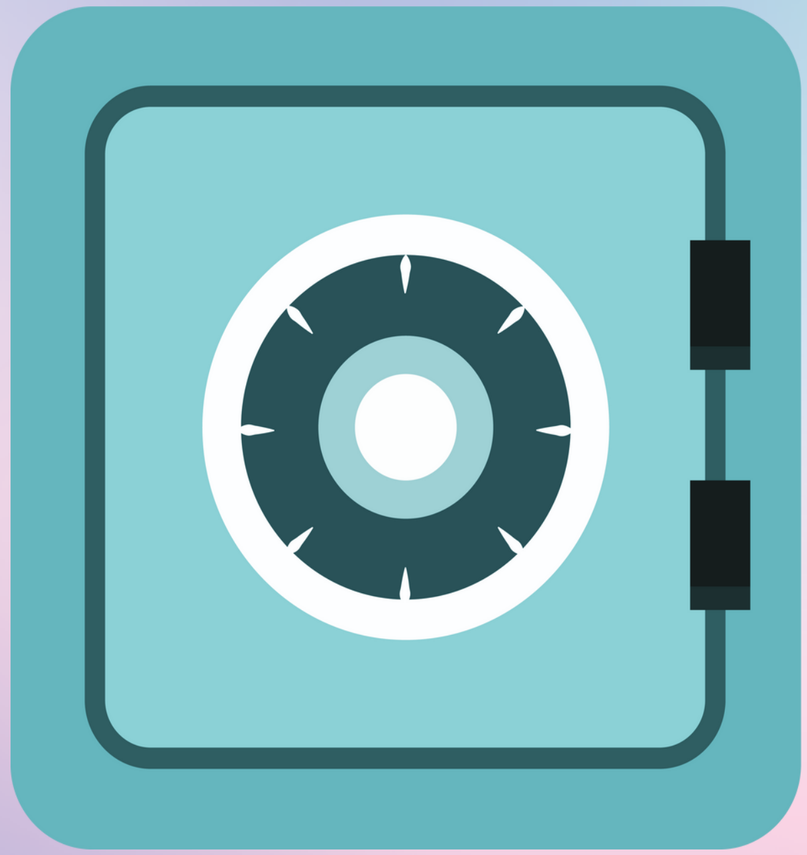
Does it answer our defined question in your project brief?

YES

NO

If you answered **YES**, you can move onto the next round

If you answered **NO**, it goes into the Ideas Vault



Into the Vault!

Ideas can stay here for safe-keeping. They may not be right for this project, but could be revisited in future.

Round 2

Is this cake idea exciting to you?

Prompts:

Do you feel inspired and energised by this idea?

vs.

Prompts:

Has this been done before? Do I feel overwhelmed by it?

YES

NO

If you answered **YES**, you can move onto the next round

If you answered **NO**, it goes into the Ideas Vault

Round 4

Will it meet everyone's needs?

Prompts

will everyone enjoy it?

vs.

Prompts:

Will we need to amend it for tastes/allergies?

YES

NO

If you answered **YES**, you have a Winning Idea!

If you answered **NO**, it goes into the Ideas Vault

Break

Time for a quick water break!
The Game Masters will
determine the Winning Ideas!

It’s Results Time!

Shortlisted Winners

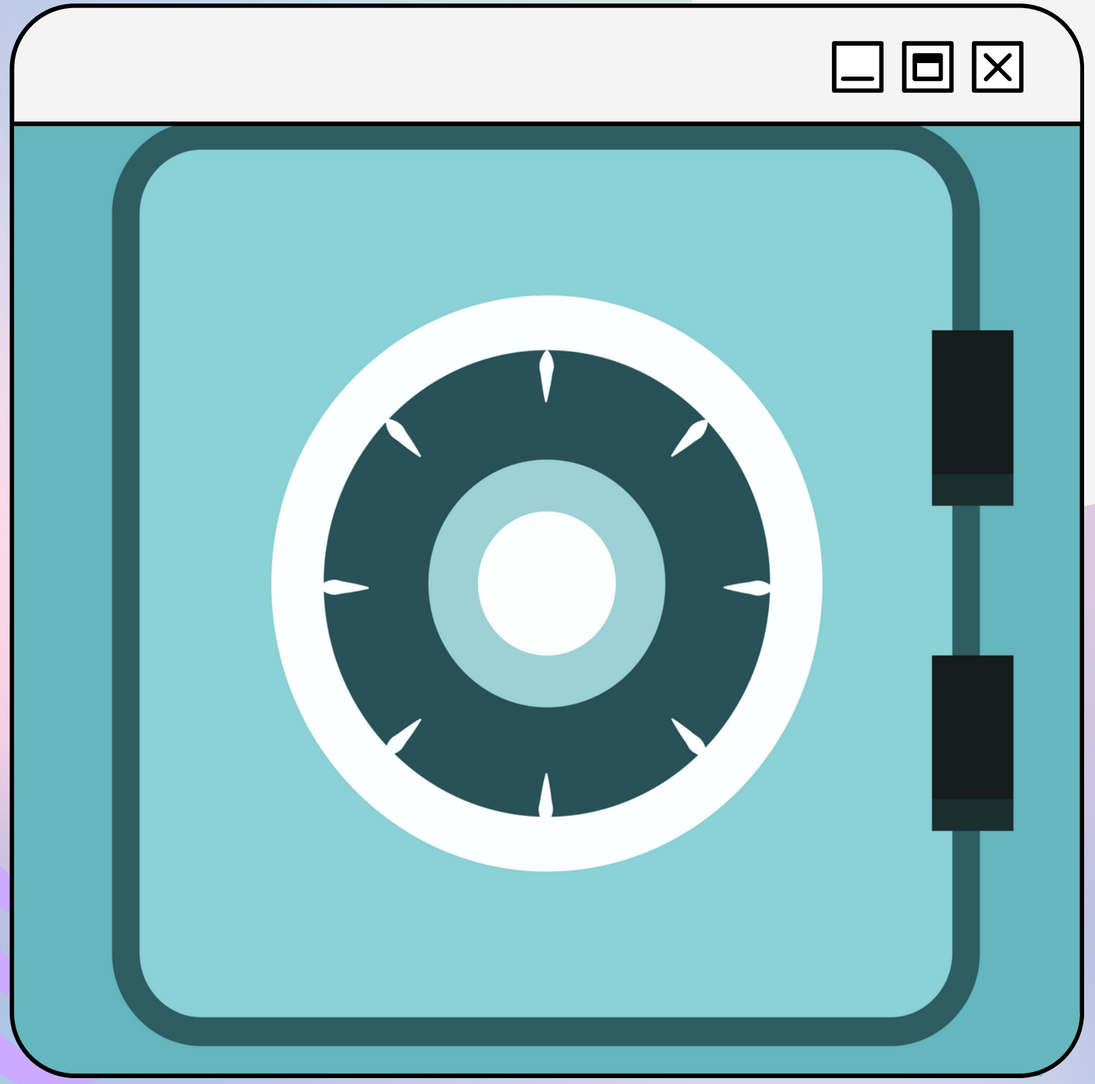
- Idea 1
- Idea 2
- Idea 3

These ideas can be further developed, and perhaps considered for prototyping.

Ideas in the Vault

- Idea 1
- Idea 2

Ideas can stay here for safe-keeping. They may not be right for this project, but could be revisited in future.



Thank you!

Until our next game!

Empathize

Define

Ideate

Prototype

Test

It’s Results Time!

Shortlisted Winners

- Idea 1
- Idea 2
- Idea 3

Prototyping exercise

A **prototype** is a visual, interactive mock-up of an idea. We do them in a quick, low-cost way to test with our user before creating a final solution, or further development.

We'll prototype three of our cake designs:

- Choose three cake ideas, draw up visual representations of them, or create a collage to show how they might look.
- Alongside this, create a rough idea of the recipe, or flavors to be used in the cake
- Our prototypes can be created using paper, or design software, whichever the group is most familiar with.
- You'll have 10 minutes to create each prototype.
- You can use the next page as a template

(cake name #1)

1. Ingredients
2. Baking Method
3. Presentation

How are you feeling?

Drawing/visual representation of cake

Time: 10 minutes

1. Ingredients
2. Baking Method
3. Presentation

Visuals

Drawing/visual representation of cake

Time: 10 minutes

Empathize

Define

Ideate

Prototype

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TEST

Gather Feedback from
your users

Cake Name #1

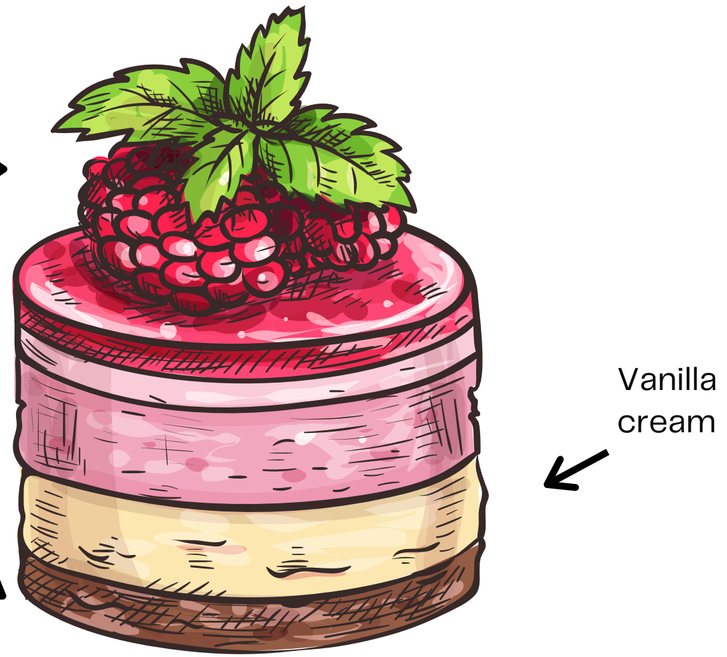
1. Ingredients
2. Baking Method
3. Presentation

TEST

Gather Feedback from
your users

1. Ingredients
2. Baking Method
3. Presentation

FINAL CAKE DESIGN



Cake Name #1

Recipe

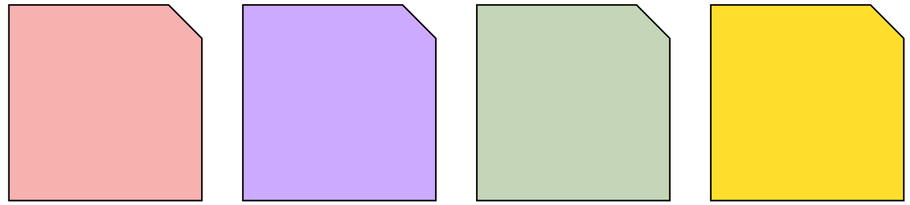
1. Ingredients
2. Baking Method
3. Presentation

FINAL CAKE DESIGN

Recipe

1. Ingredients
2. Baking Method
3. Presentation

Any Questions?



Thank you!