

WIHEA Masterclass

Design Thinking: Approaches to Student Engagement

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House Rules

- **Be inclusive:** every participant has something to contribute and should have a voice; listen and defer judgement
- **Leverage expertise:** you represent your industry/discipline/community; add expert opinion to the challenge and build on others' contribution with respect
- **Communicate:** share honest and constructive feedback and offer suggestions for improvement; avoid group think and converging too early

Today we will...

- **Experience** design thinking
- **Learn** about all 5 stages of design thinking
- **Explore** Warwick design thinking case studies
- **Delve into** a few design thinking tools
- **Get** inspired to dig deeper



Warm up activity

- Come up with as many questions as you can about this pencil in 30 seconds.
- Try for at least 10 questions—the crazier, the better.
- Type your questions in Chat as you come up with them.



Design Project Zero (DP0)

- Design the **perfect student engagement activity**
- Use your drawing and sketching tools to visualise your idea
- You have 3 minutes
- Go!



Design Project Zero (DP0)

14 mins

Design something useful and meaningful for your partner (student engagement activity)

- Start by gaining empathy
- You will be paired (Partner A and Partner B) and taken into a breakout room
- Take 4 mins each to interview each other
- Start by asking each other to walk you through their current student engagement/voice activities
- Dig a little deeper and take another 3 mins each

Keep an eye on chat for prompts and **take notes**

Capture Findings

Take 3 mins to capture insights, goals and wishes

- What is your Partner trying to achieve?
- Any new learnings about feelings and motivations?
- What is something you see about your Partner's experience that maybe they don't?
- User verbs and inferences from what **you've** heard during interviews

Take a stand

Take another 3 mins to take a stand with a point of view by completing the sentence:

- My Partner needs a way to [insert user's need] because (or 'but' or 'surprisingly') [insert insight]

Your point of view is **unique**

Ideate

Take 5 minutes to sketch at least 5 **radical** ways to meet the needs you identified

- Push for 7 ideas
- Go for volume, evaluate later



Share and get feedback

10 mins

Share solutions to capture feedback

- Breakout rooms will open shortly
- You will have 5 mins each
- Listen to reactions and questions
- This is not about validation
- Another opportunity to learn about your Partner/Department/work

Keep an eye on chat for prompts and **take notes**

Reflect

Consider what you have learnt

- From this new understanding, take 3 mins to sketch your big idea
- Build on the feedback
- Note details if necessary
- Consider how the solution fits into the **context** of your Partner's Department/work

Build and iterate

- Take 3 mins to iterate your sketch or make something
- This is your final solution
- If it is a service or a system, create a scenario that allows your Partner to experience your idea



Get feedback

8 mins

Share your solution and get feedback

Breakout rooms will shortly reopen for the last time

You will have 4 mins each to explore:

- What worked...
- What could be improved...
- Questions...
- Ideas...

Keep an eye on chat for prompts and **take notes**

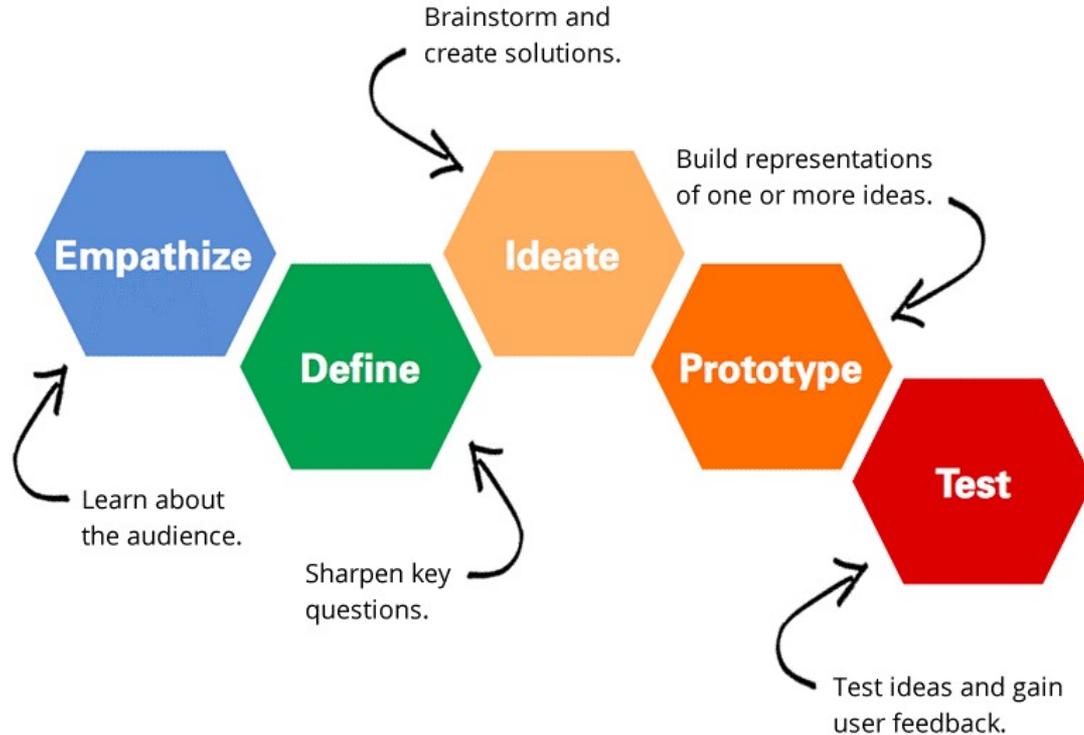
Let's recap!

- **Human centered design**: empathy and feedback are fundamental
- **Experimentation and prototyping**: validation. We build to think
- **A bias towards action**: DT is more about doing than thinking
- **Show don't tell**: visuals, stories, experiences are impactful
- **Power of iteration**: DT fluency is a function of cycles, key to success

What is Design Thinking?

- a way of finding human needs and creating new solutions using the tools and mindsets of design practitioners (Kelley & Kelley, 2013)
- human centered design
- social technology = blend of tools and insights, applied to a work process (Liedtka, 2020)
- methodology for innovating routinely
- ~~JUST DO IT~~ (Reis, 2011)

Design Thinking: Key Steps



Critical lens

- Approach, not the object
- Impact, not artistic abilities
- Not a tool of consumerism
- Misnomer
- *With*, not just *for*

What happens when designers prioritise aesthetics over usability



Daniel Auranims



Bank of America: Keep the Change



<https://www.bankofamerica.com/deposits/keep-the-change/>

Diva Centres: The Divine Divas



Condoms for
THE EVERYGIRL

The Pill For the
PERFECTIONIST

The Injection for
GIRL ON THE GO

The Implant for
MS. AMBITION

IUD for the
SUPERGIRL

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Warwick Case Studies

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Warwick Secret Challenge

- Created in 2018
- Led by Warwick Enterprise
- 3 hours f2f
- 1,5 hours online
- 30 students
- Empathise-Define-Ideate
- Delivered and facilitated by students (Innovation Fellows)

Introduction to DT and the Challenge



Creative warm up & Team CV



Mind map & Empathy map



Challenge framing



Ideation and Presentations

Warwick Employability Challenge

- WIHEA funded project co-led with Emily Roisin Reid (WMS)
- 70 participants
- 2 weeks
- Fully online
- Empathise-Define-Ideate-Prototype(-Test)
- Delivered and facilitated by students (Innovation Fellows and Student Coaches)

Introduction to DT and the Challenge



Define in randomised teams (Mind map, Storytelling)



Reframe in Challenge teams (Empathy map, Problem reframing)



Daily check-ins and Friday drop-ins



Ideation and Submissions

Design Thinking and Student Engagement

- Dialogue: co-creation and empathy
- Student led
- Building on cognitive diversity
- Complexity is welcome
- Challenges and changes student and staff perceptions
- Asking what you want might not be enough
- Ideas need space and diversity

Challenges

- Closing the loop
- Getting through all stages
- Long term engagement
- Timing
- Facilitation skills

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Tools

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To get started: Mindmap & the 4 Ws

Who has the problem: *Who is the target user(s)?*

What is the problem: *Problems; pain points; tasks a user might want to achieve; what's standing in their way?*

Where does the problem present: *Situation; context; what people are involved?*

Why does it matter: *Why does the problem need solving; what value might a solution bring? [The 5 WHYs](#)*

If you obsess about HOW, you loose sight of WHY

To empathise: Empathy Map Canvas

- What do the users SEE?
- What do the users HEAR?
- What do the users SAY?
- What do the users DO?
- Looks for gap and discrepancies between the answers
- Look for values, aspirations, cultures
- Consider utility vs meaning of design to users/in their lives



1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 What do they THINK and FEEL?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants,
needs, hopes and dreams?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

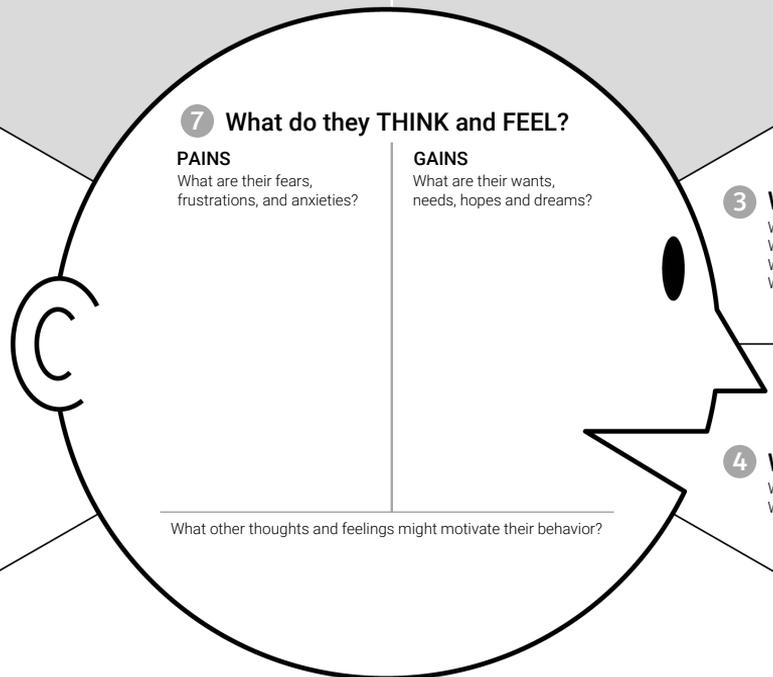
4 What do they SAY?

What have we heard them say?
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

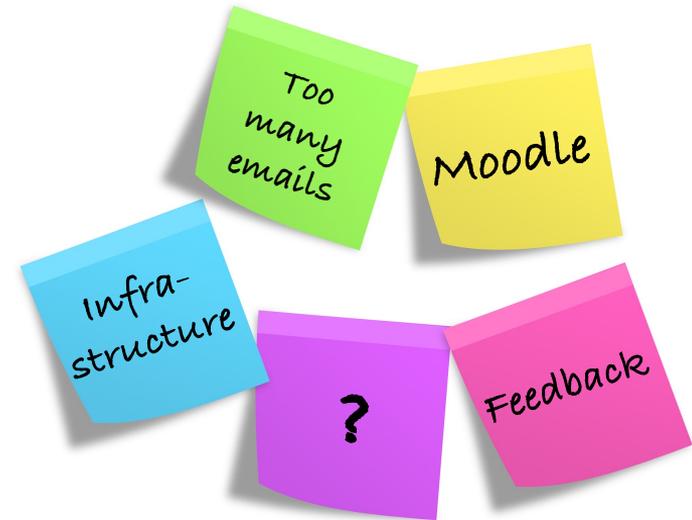
5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?



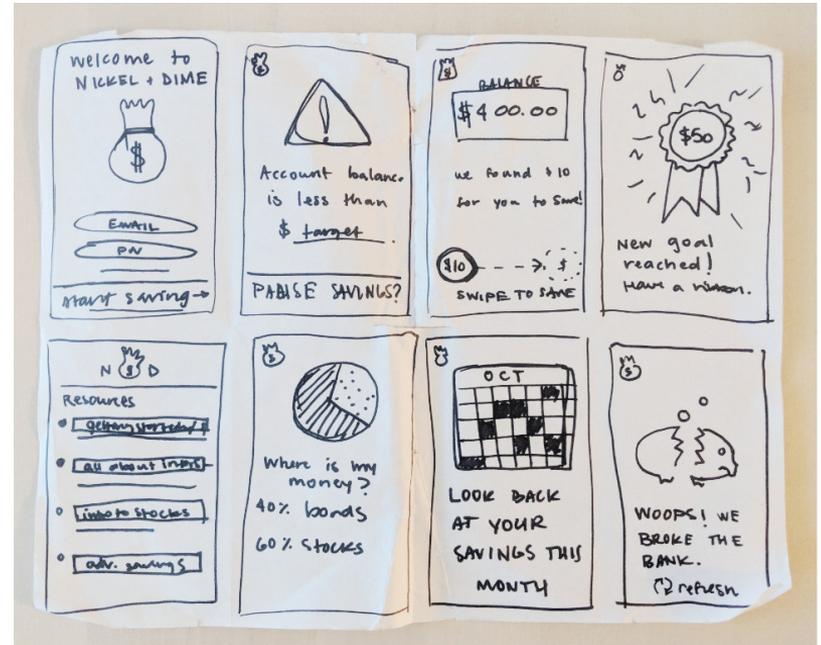
To open up the dialogue: Storytelling

- Share a story with the rest of the group about an experience related to the challenge
- Use post its to capture others' stories and find patterns
- Take 2 mins each
- 1 word or concept per post it
- Take a step back and look for patterns



To generate more ideas: Crazy 8s

- Individual exercise to iterate and improve your initial idea
- **What would be another good way to do ... ?**
- Fold or line an A4 sheet to form 8 squares
- 60 secs each and 8 mins in total



Together alone and Timeboxing



To get inspiration: Lightning Demo

- Create a list of solutions for inspiration
- Select one and 'give a tour' of the product (max. 3 mins each)
- What is the big idea here that might be useful?



To get unstuck: SCAMPER

Substitute:

- What can be substituted?
- What can be used in its place?
- Who can be involved instead?
- Which process could be used instead?
- What other materials could be used instead?

Combine:

- What can be combined?
- What can be mixed?
- How might certain parts be connected?
- Which purposes could be combined?

Adapt:

- What other ideas are suggested by it?
- Is there anything similar that could be applied/adapted to the problem?
- Have there been similar situations in the past?

Modify, magnify, minify:

- What modifications can be introduced?
- Can the meaning be changed?
- What can be increased/reduced?
- What could be modernised?
- Can it be enlarged/downsized?

To get unstuck: SCAMPER

Put to other uses:

- For what other purpose could it be used in its present state?
- For what purpose could it be used if it were modified?

Eliminate:

- What could be removed?
- What are the things it would still work without/

Rearrange or reverse:

- What other patterns would also work?
- What modifications can be introduced?
- What could be replaced/rearranged?

SCAMPER



Original idea



Substitute



Combine



Adapt



Multiply / Magnify



Put to other use



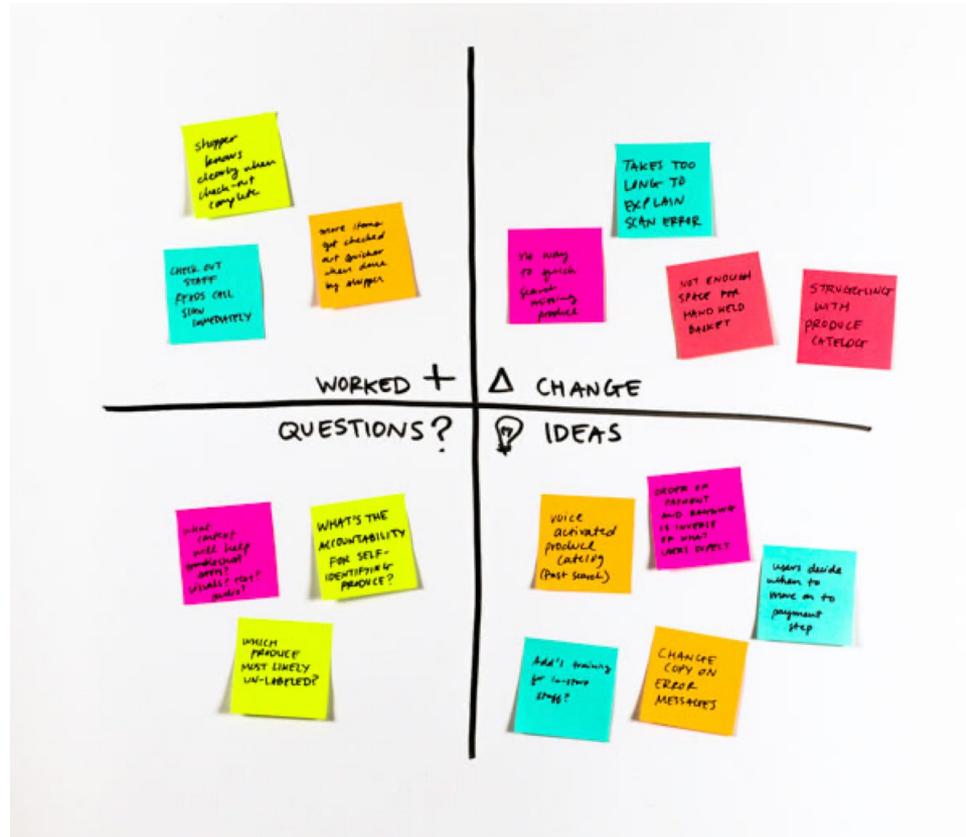
Eliminate



Rearrange

To make the most of diversity: Feedback grid

- **Likes:** What do we like? What is worth mentioning?
- **Wishes:** What wishes do we have? Constructive criticism?
- **Ideas:** Which initial ideas and solutions have we found?
Generated during the presentation?
- **Questions:** What questions have cropped up?



Further resources

- [WSC](#)
- [WEC](#)
- [WEC Day 1](#) & [WEC Day 2](#)
- [Design Kit by IDEO.org](#)
- [The Wallet and the Gift Giving DPO Guides](#)
- [Empathy map canvas](#)
- [Ten Exercises to Build Your Creative Confidence](#)
- [How to Frame Your Design Challenge](#)
- [SCAMPER](#)

Reflect and set action points

- What is the one thing that you are taking away from the Masterclass?
- What is the one thing you will do or try as a result of attending the Masterclass?
- Were there any takeaways that you could apply to your professional, personal, spiritual growth?
- What challenged you?
- Was there a tool or an insight that you felt resistance or scepticism towards? Why? Is there additional evidence you can seek to confirm or challenge your opinion?

Feedback

- [Vevox.app](https://vevox.com)
- 173-835-345



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THANK YOU 😊

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