generator

Creative process
Design Thinking

Generating digital, physical & human experience.

CREATIVE PROCESS

4D & Design thinking

19th April 2018

The 4D Design Process

The 4D Process

Applying a simple and effective process that manages to achieve an appropriate design solution to a given design problem.

Its a combination of communication, intellectual and focused creativity that lead to new insights about the brand, the user and a unique language.

The 4D Process

DEFINE

DISCOVER

DESIGN

DELIVER

1

2

3

4

DEFINE

1

Who you are

Specific Business goals, assets & impediments.

2

DISCOVER

The Big Idea

Conduct research, Finding immersion & Concepts selection

DESIGN

3

Look and Feel

Define business & Concept review

4

DELIVER

Ready to Use

Artwork Improvement

The 4D Process

DEFINE

DISCOVER

DESIGN

DELIVER

1 **Who you are**

Specific Business goals, assets & impediments.

2 **The Big Idea**

Conduct research, Finding immersion & Concepts selection

3 **Look and Feel**

Define business & Concept review

4 **Ready to Use**

Artwork Improvement

Innovate or Die

Intro for
Design Thinking

Design Thinking

Design thinking refers to creative strategies designers use during the process of designing. It has also been developed as an approach to resolve issues outside of professional design practice, such as in business and social contexts

Design Thinking

UNDERSTAND · EMPATHIZE · DEFINE · IDEATE · PROTOTYPE · TEST
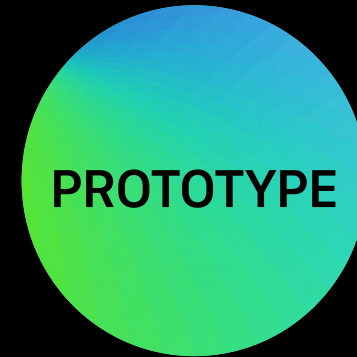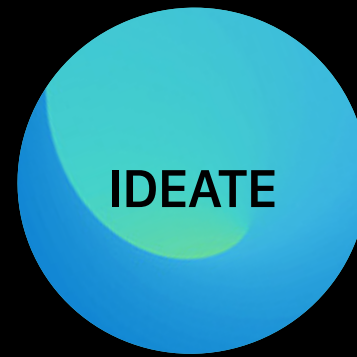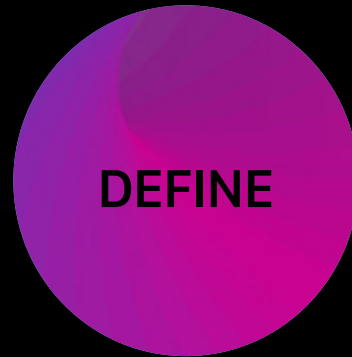
Systematic approach to handling problems

Generating new opportunities
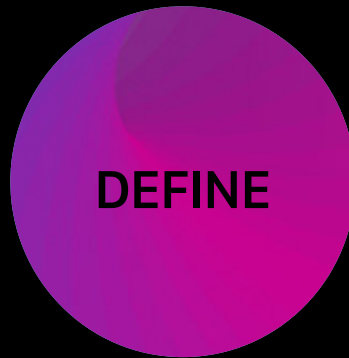
Design Thinking

UNDERSTAND

Make sense of and learn about the **problem**. Investigate what has been done before, and **determine** if the initially identified problem is really a problem.
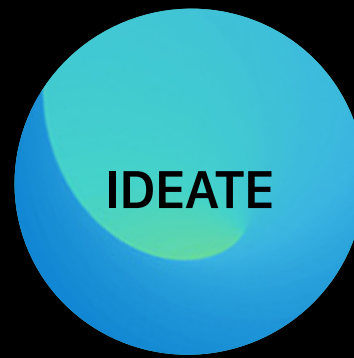
EMPATHIZE

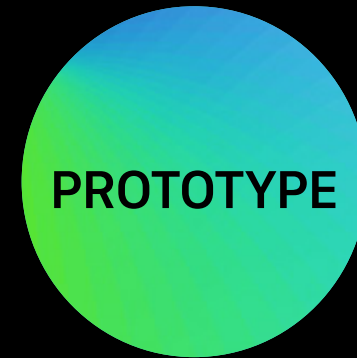Gain Deep **understanding** of intended **user's experience**

DEFINE

Analyse collected data and **identify a user's need** to address with the design solution

IDEATE

Diverge on a large quantity of possible **ideas** that could evolve into solutions.

PROTOTYPE
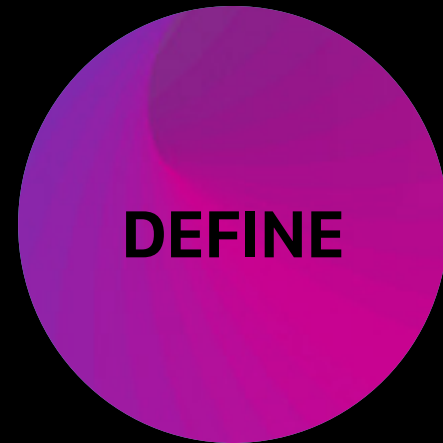
Develop some of the **ideas** into tangible objects

TEST

Evaluate finished objects **with their users and collect** input for improvement

EMPATHIES

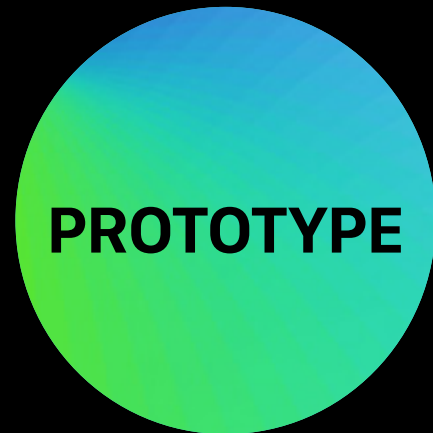Gain Deep **understanding** of intended **user's** experience

UNDERSTAND

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IDEATE

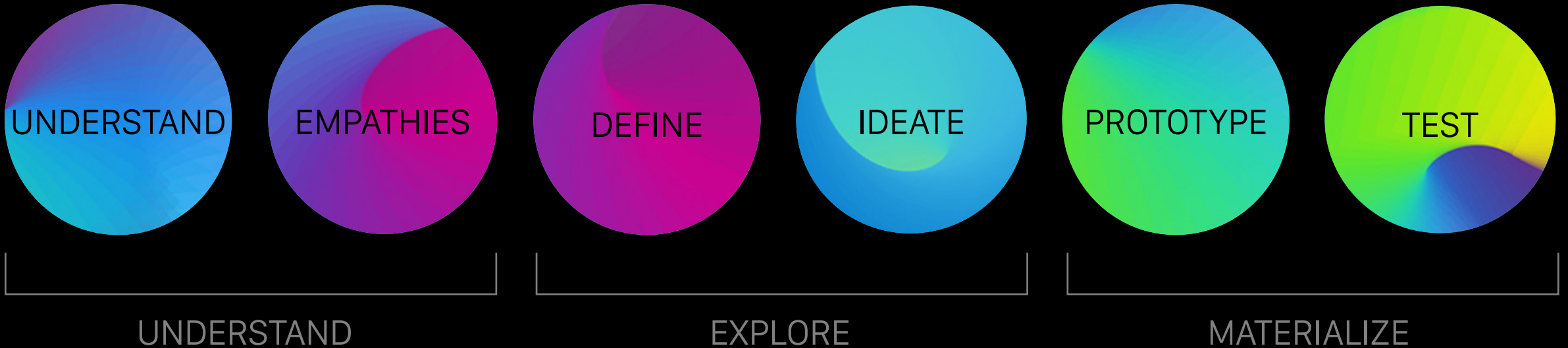**Diverge** on a large quantity of possible **ideas** that could evolve into solutions.

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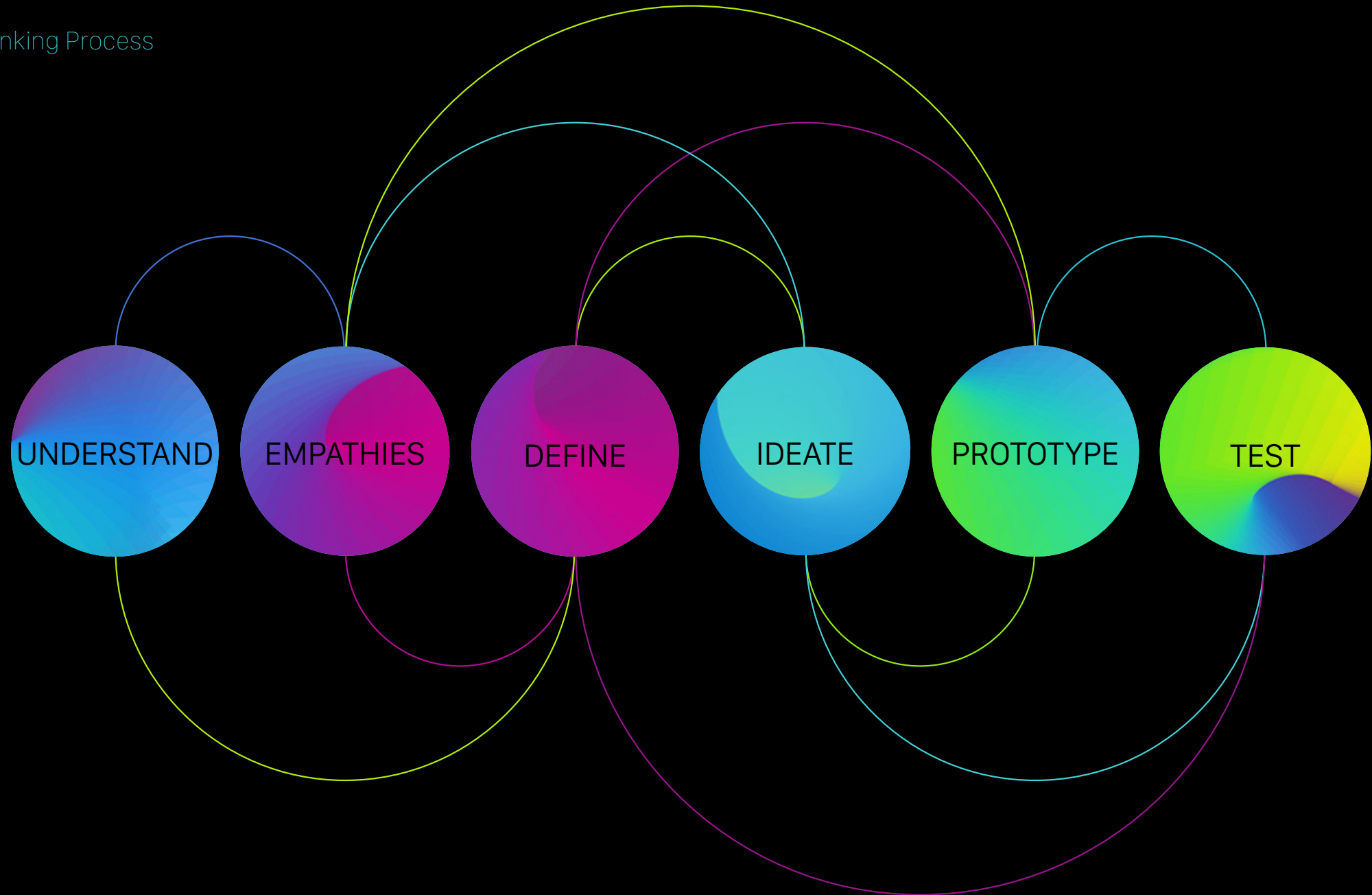**Develop** some of the **ideas** into tangible objects

TEST

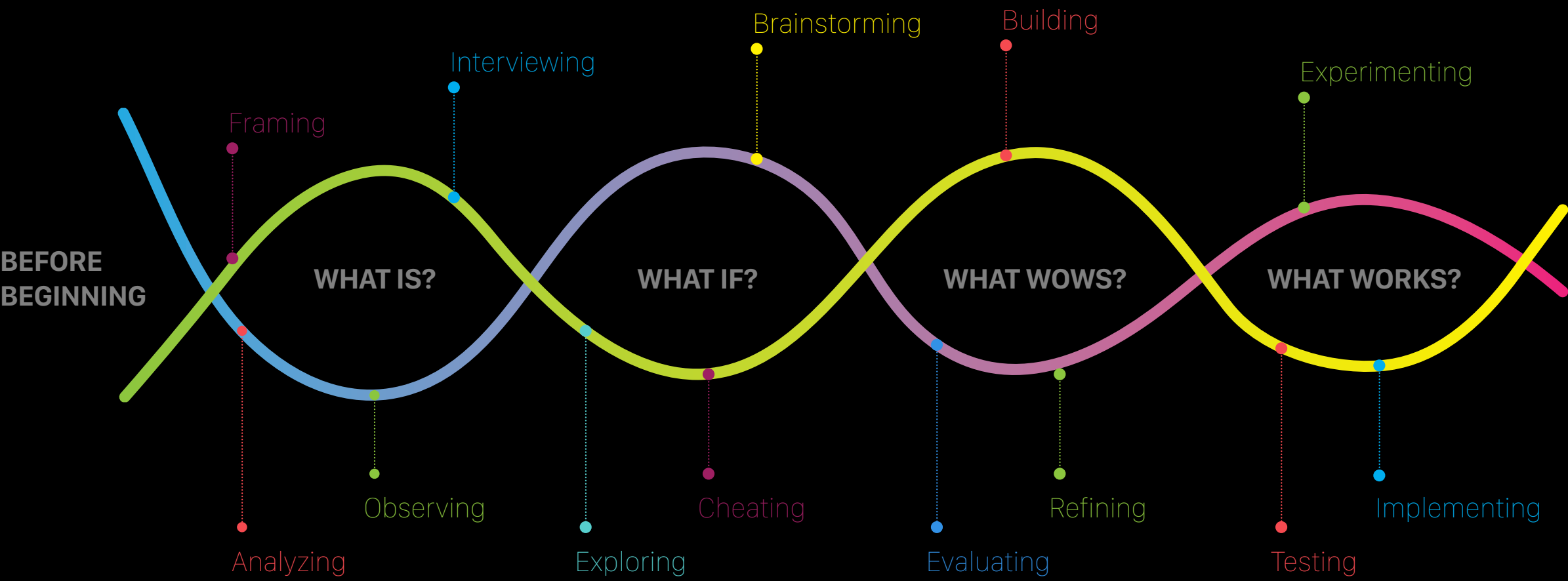**Evaluate** finished objects **with their users and collect** input for improvement
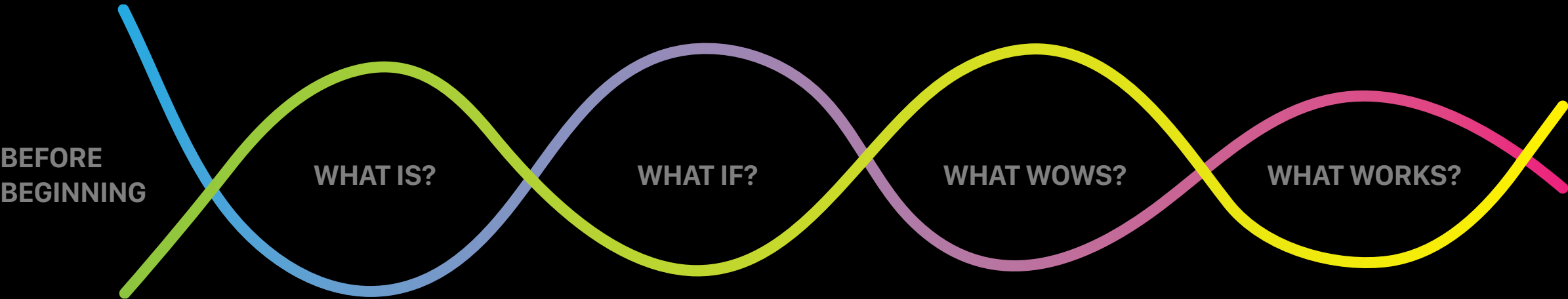
Design Thinking

UNDERSTAND

EMPATHIES

DEFINE

IDEATE

PROTOTYPE

TEST

UNDERSTAND

EXPLORE

MATERIALIZE

Design Thinking Process

UNDERSTAND   EMPATHIES   DEFINE   IDEATE   PROTOTYPE   TEST

Design Thinking Integrates business, technology and people

BEFORE BEGINNING

WHAT IS?

WHAT IF?

WHAT WOWS?

WHAT WORKS?

Framing

Interviewing

Brainstorming

Building

Experimenting

Observing

Analyzing

Exploring

Cheating

Evaluating

Refining

Testing

Implementing

Design Thinking Integrates business, technology and people

BEFORE
BEGINNING   WHAT IS?   WHAT IF?   WHAT WOWS?   WHAT WORKS?

1. Identify an opportunity   5. Do your research   9. Develop concepts   13. Get feedback

2. Scope your project   6. Identify insights   10. Create pitches   14. Run your learning

3. Draft your design   7. Establish design criteria 11. Key assumptions   launches

4. Make your plans   8. Brainstorm ideas   12. Make prototypes   15. Design the on-ramp

Design Thinking Learning

Understand

Observe

Define point of view

Develop Ideas

Prototypes

Test

Implementation

Design Thinking
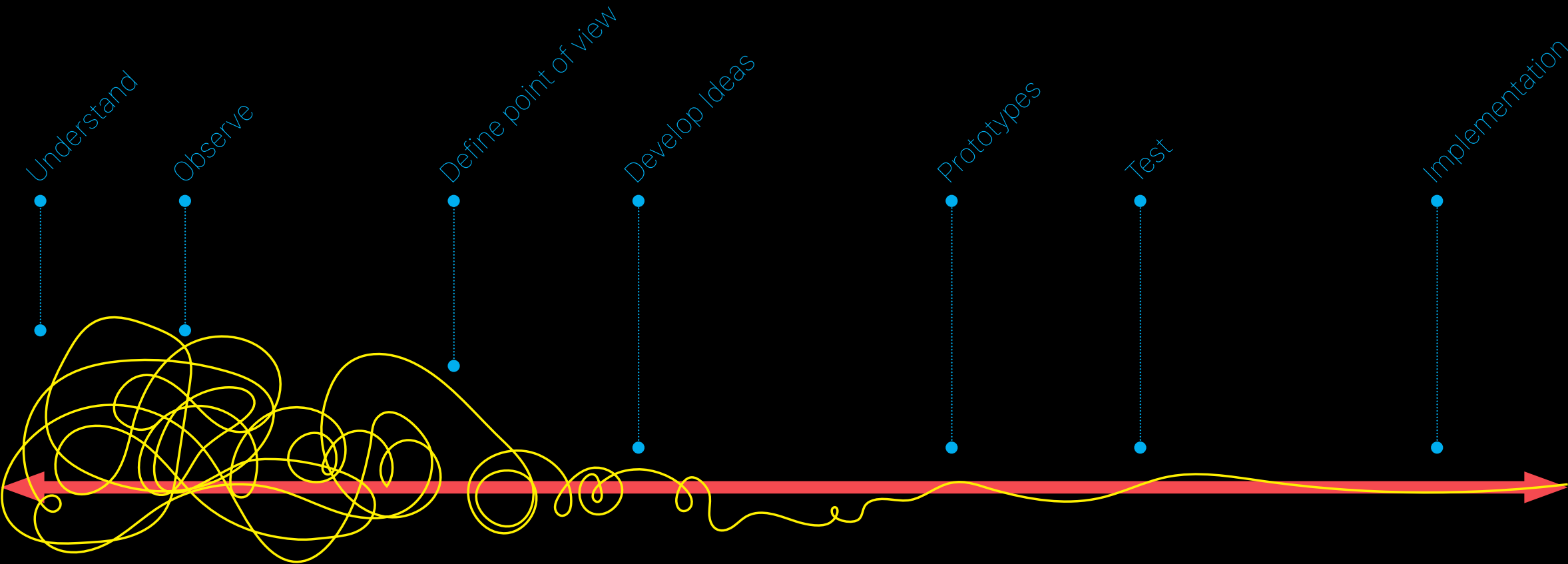
UNCERTAINTY / PATTERNS / INSIGHTS   CLARITY / FOCUS

INNOVATION

Research   Concept / Prototype   Design
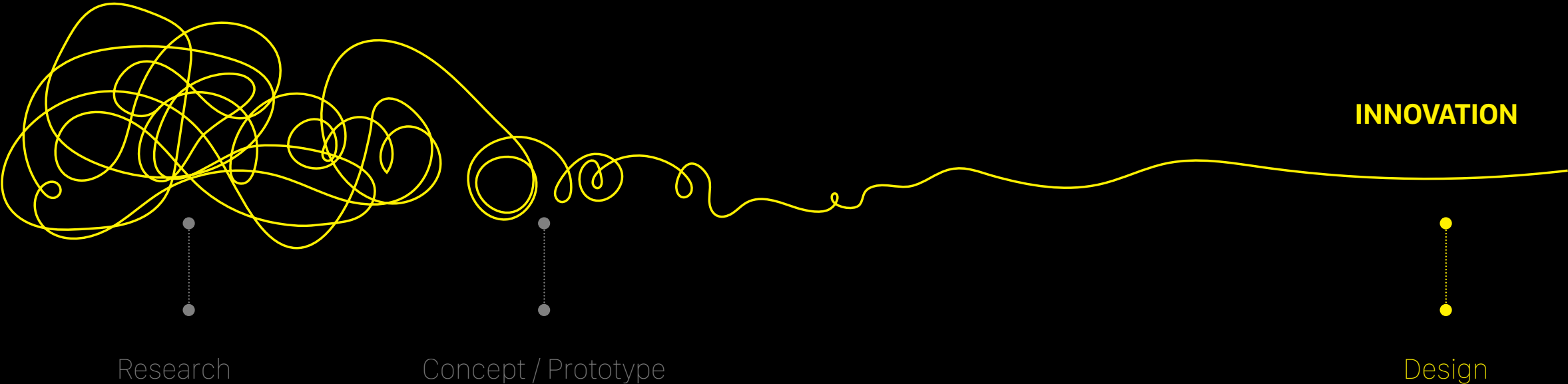
Companies now aspire to think like designers and make use of design principles to excel at workplace

generator

THANK YOU