Design Thinking for Scenario Planning

What is Design Thinking?

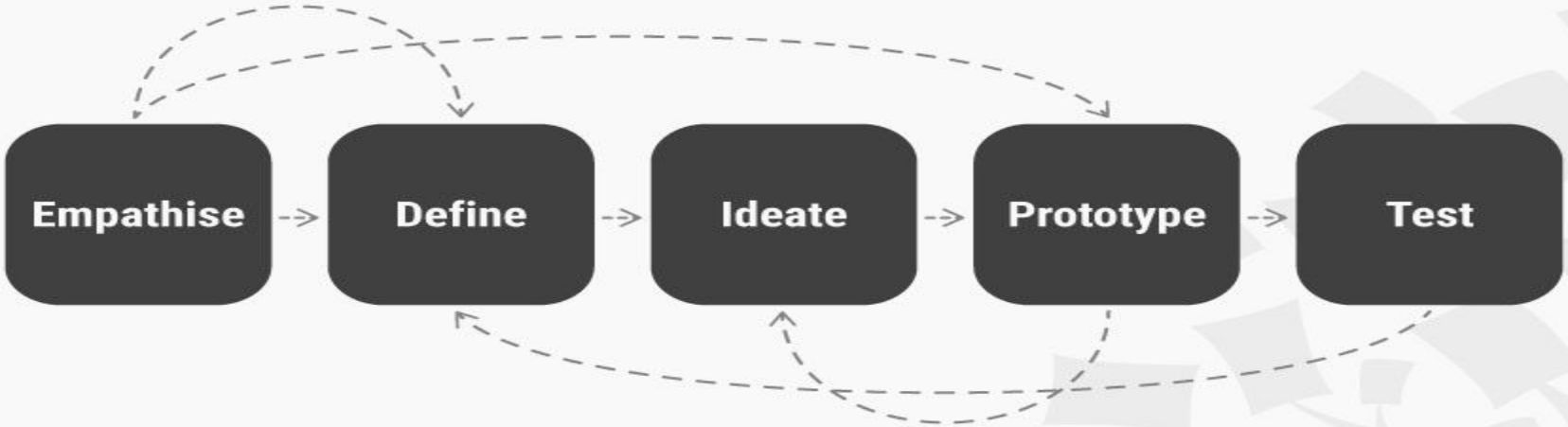
Establish the need

Learning session 1:

Intro

I. What is Design Thinking?
   A. Design Principles “Case narrative”
   B. Success stories
   C. Where can we apply design? What areas?
   D. Mindsets of a designer

Design Thinking: A 5 Stage Process



Empathize



Case narrative (Unemployment)

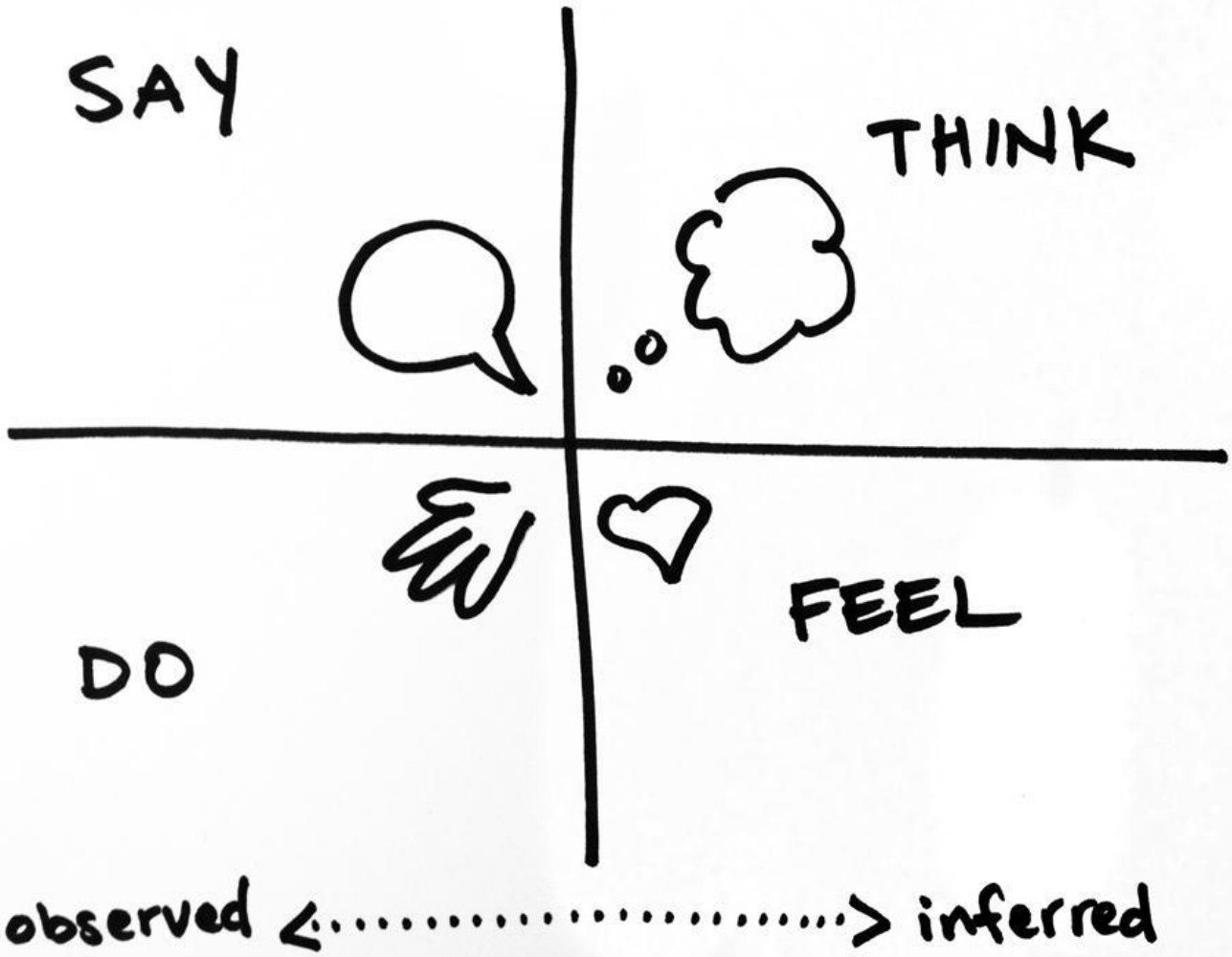
- **Aicha 27 years old, from Morocco, she earned a BA degree in English Studies**
- **Lacking language skills (French & Arabic)**
- **Lacking professional skills**
- **Lack of experience**
- **She was employed by ____**
- **Lost her job because of COVID**
- **Tried a startup but failed**
- **Found herself in a very difficult financial situation & she was supporting her family**
- **Reach out to her friends for help**

Learning session 1: Let’s empathise

- **Providing participants with sample case studies**
- **Have them create their own case studies**
- **Breakout rooms (6 groups of 3)**
- **create an Empathy map ways you empathize with this person (15min)**
- **Come back to the session and share**
- **Facilitators give feedback & orientation**


HEARING - What do they hear around them? What are others saying?
PRIYA
(35) 5 CHILDREN
SEEING - What do they see around them? What is their environment?
SAYING - What do
THINKING/FEELING
PAIN
GAIN
DRAW A PICTURE...
YOU DON'T HAVE THE SKILLS FOR THIS JOB.
POOR ME - I CAN'T WORK BUT YOU CAN!
NOT GOOD ENOUGH - EMPLOYERS
CLEAN THE HOUSE PREPARE FOR FOOD WORK FOR MONEY
- KIDS
HOW MUCH BENEFITS DOES YOU CLAIMING
- TRY THIS, - TRY THAT. IT'S NOT OUR RESPONSIBILITY
YOU DO IT!!
- WE DON'T DO IT
- Y
- I CAN'T - I'VE FAILED
NO JOB
STARTED BEGGING
- ROLE WITHIN THE HOME HAS CHANGED
MUCH UNEMPLOYMENT IN AREA
EXPOSURE TO DRUGS/ DEATH + MORE.
PEOPLE WITH FOOD/ SHOPPING!
PEOPLE WITH CHILDREN - HAPPY!
OTHERS BEING CONNECTED
FEWER FEMALES
CHILDREN WITH PHONES/ TRAINERS/ MAKE
EVERYTHING NEEDS MONEY
IT'S ALL MY RESPONSIBILITY!!
I'M NOT GOOD ENOUGH!
WHY
- I'VE BROUGHT THIS SITUATION TO OUR FAMILY
- PRESSURE.
TO HELP MY FAMILY/SCHEME
WORTHLESS
DESPERATE. ALONE.
SCARED
- Vulnerable.
- EMPTY
- NUMB OF FEELINGS.
- PUT ON AN ACT FOR THE KIDS. PRETEND ALL OK
FREE, WARM, QUIET PLACES
REGAIN CONTROL
HEALTHY HUSBAND MY KIDS
SOMETHING/ ANYTHING GOOD
SOMEONE TO LISTEN + SUPPORT
NO WHERE DOES IT END?
REJECTED BY FAMILY.
MY CHILDREN COULD JOIN GANGS
THE HOUSE

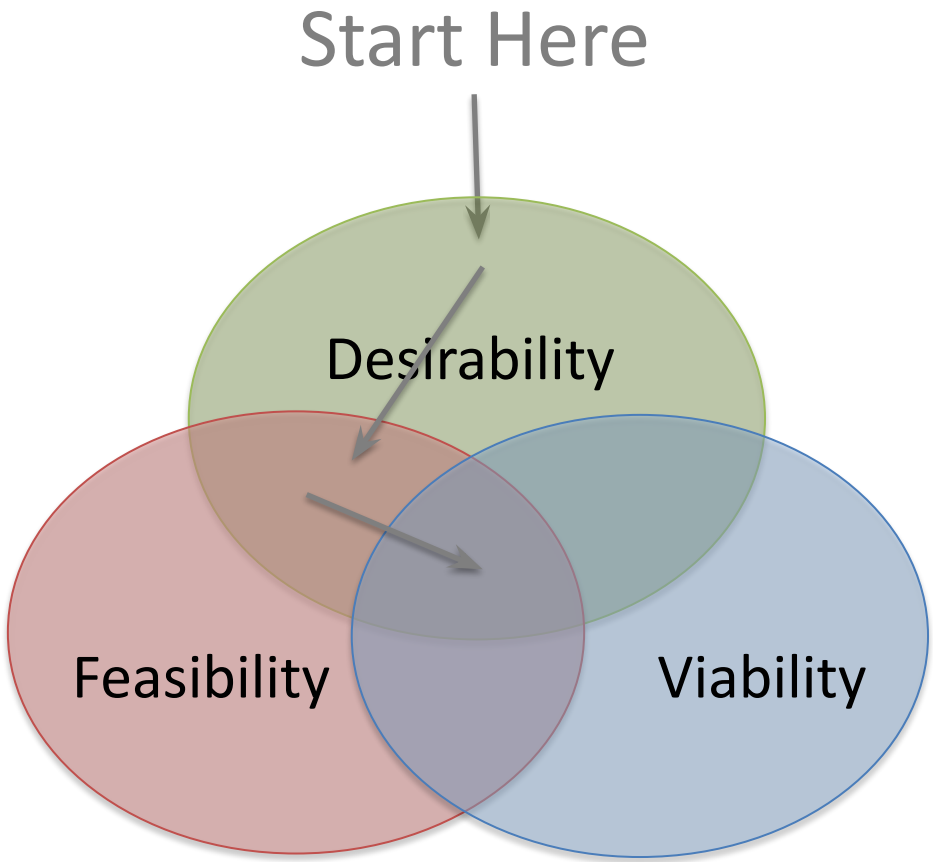
Empathy Map

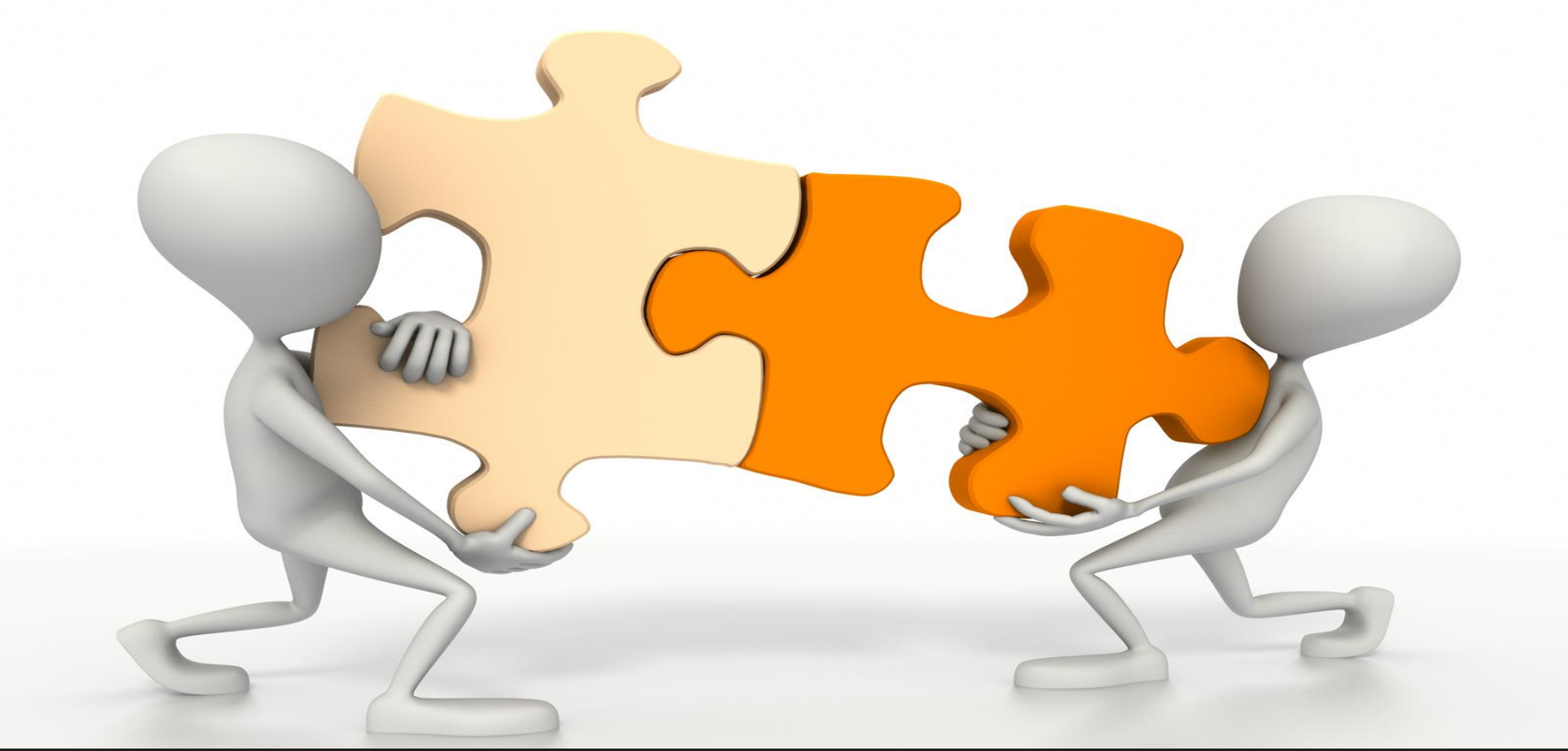

SAY
THINK
DO
FEEL
observed <.....> inferred

A *PROCESS*

for solving problems




Start Here
Desirability
Feasibility
Viability



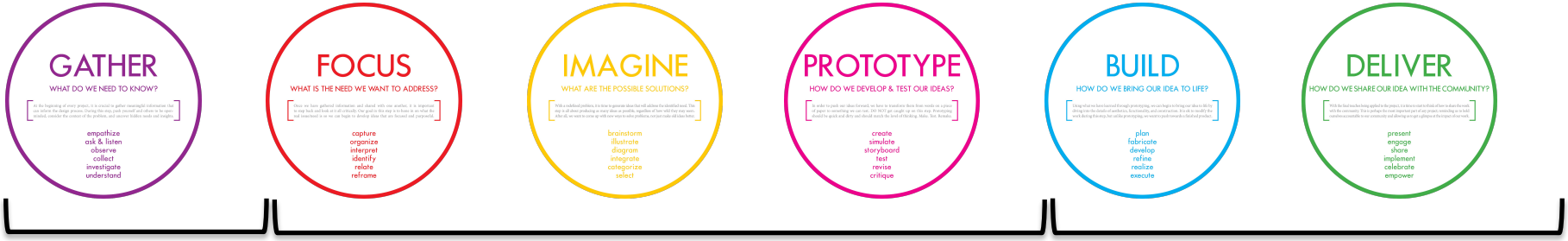
Co-Creation

Open-Minded



Optimistic

Design Thinking Process

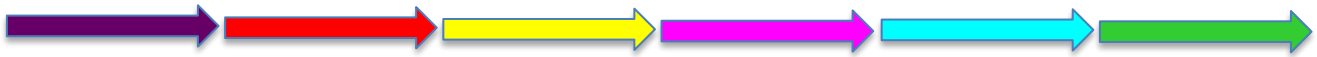


Hear

Create

Deliver

How Design Thinking *Looks*



How Design Thinking *Feels*


Embrace the Messiness

GATHER

WHAT DO WE NEED TO KNOW?

At the beginning of every project, it is crucial to gather meaningful information that can inform the design process. During this step, push yourself and others to be open-minded, consider the context of the problem, and uncover hidden needs and insights.

empathize
ask & listen
observe
collect
investigate
understand

Contextual Inquiry





Observe

Assume a Beginner's Mindset



Be a Learner,
Not a Knower

Learning session 2

Let’s emphasize!!



Walk-a-Mile Immersion



Interview

Who should we learn from?

Build Relationships



Evoke Stories



Explore Emotions



Question Statements



Ask “Why?”

Explore their motivations, values, and beliefs.

FOCUS

WHAT IS THE NEED WE WANT TO ADDRESS?

Once we have gathered information and shared with one another, it is important to step back and look at it all critically. Our goal in this step is to hone in on what the real issue/need is so we can begin to develop ideas that are focused and purposeful.

capture
organize
interpret
identify
relate
reframe

THINK – PAIR – SHARE

What was one great idea you came up with? How did you come up with that idea?
What impact did it create?



INTRO TO BRAINSTORMING



The idea process is much more about brainstorming, brainstorming not until you find an idea, but a GREAT one





MINDSET

Think outside the box, be curious, be innovative, be unpredictable




Action oriented
Assumes many ways to solve
How Might We
We're in it together

How might we…
(issue the community wants to address)...
in a way that values…(community value)?



Example:

How might we reduce child labor
in a way that values family relationships?

Define the problem,
Open the space for creative solutions.

LEARNING SESSION 1: “HOW MIGHT WE?”

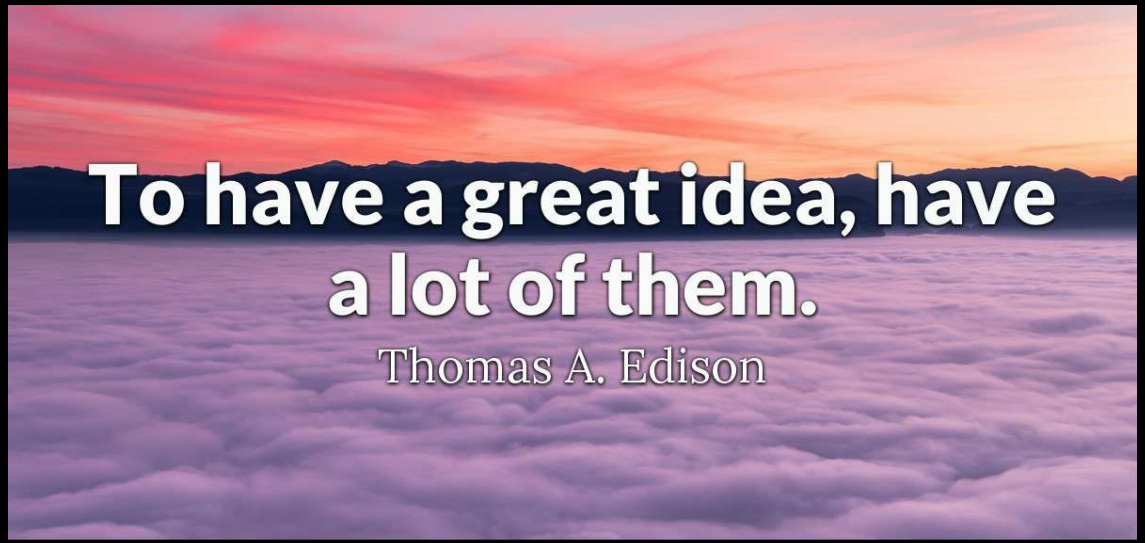
In your team, develop your own “How might we question”, share your question with your team, give each other feedback.

MINDSETS




Diversity

Quantity > Quality

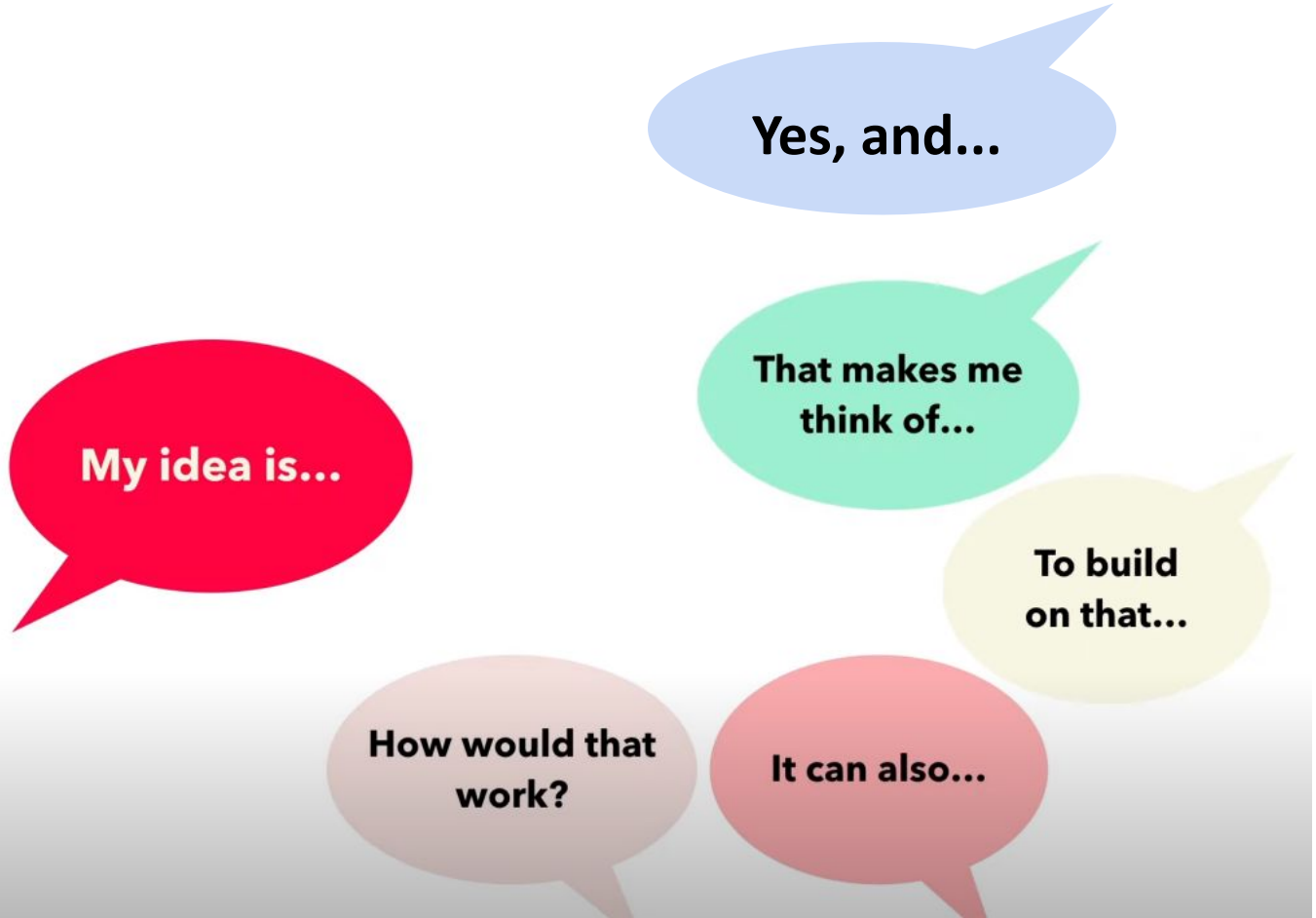


SUSPEND JUDGMENT



Building on each other's ideas




Yes, and...
That makes me think of...
My idea is...
To build on that...
How would that work?
It can also...

HYBRID BRAINSTORMING



LEARNING SESSION 2:

Practice brainstorming

How might we improve the online workshop experience in a way that values teamwork?

LEARNING SESSION 3:

Flip the question

Example:
How might we increase child labor?

Generate



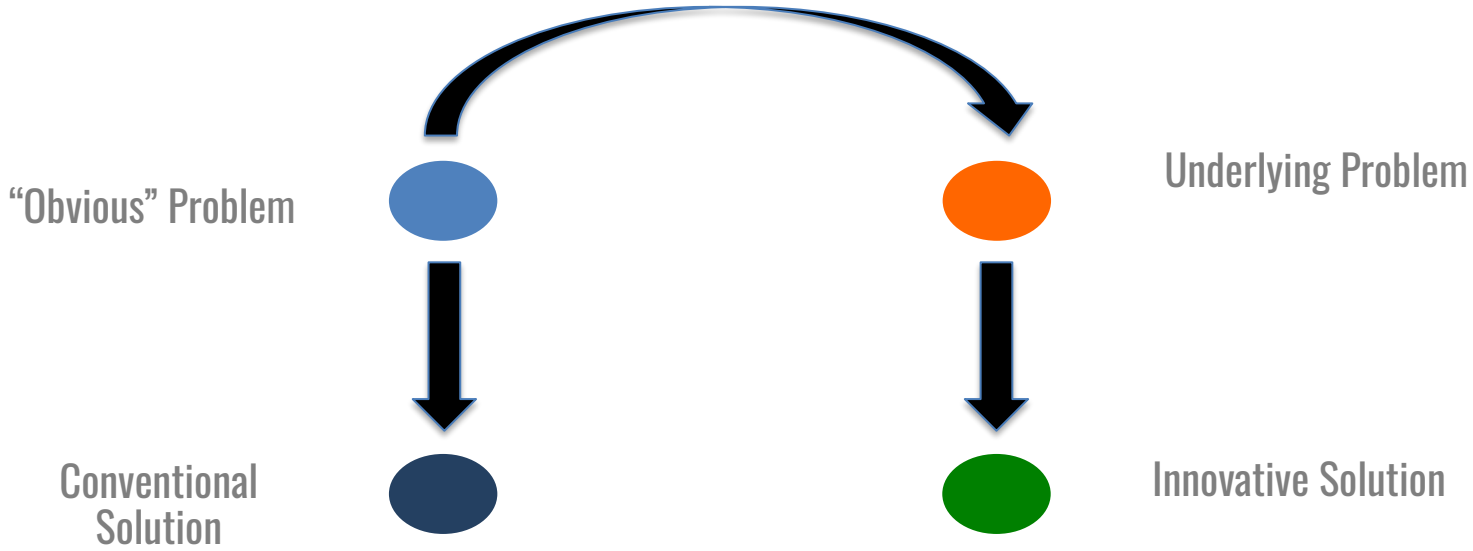


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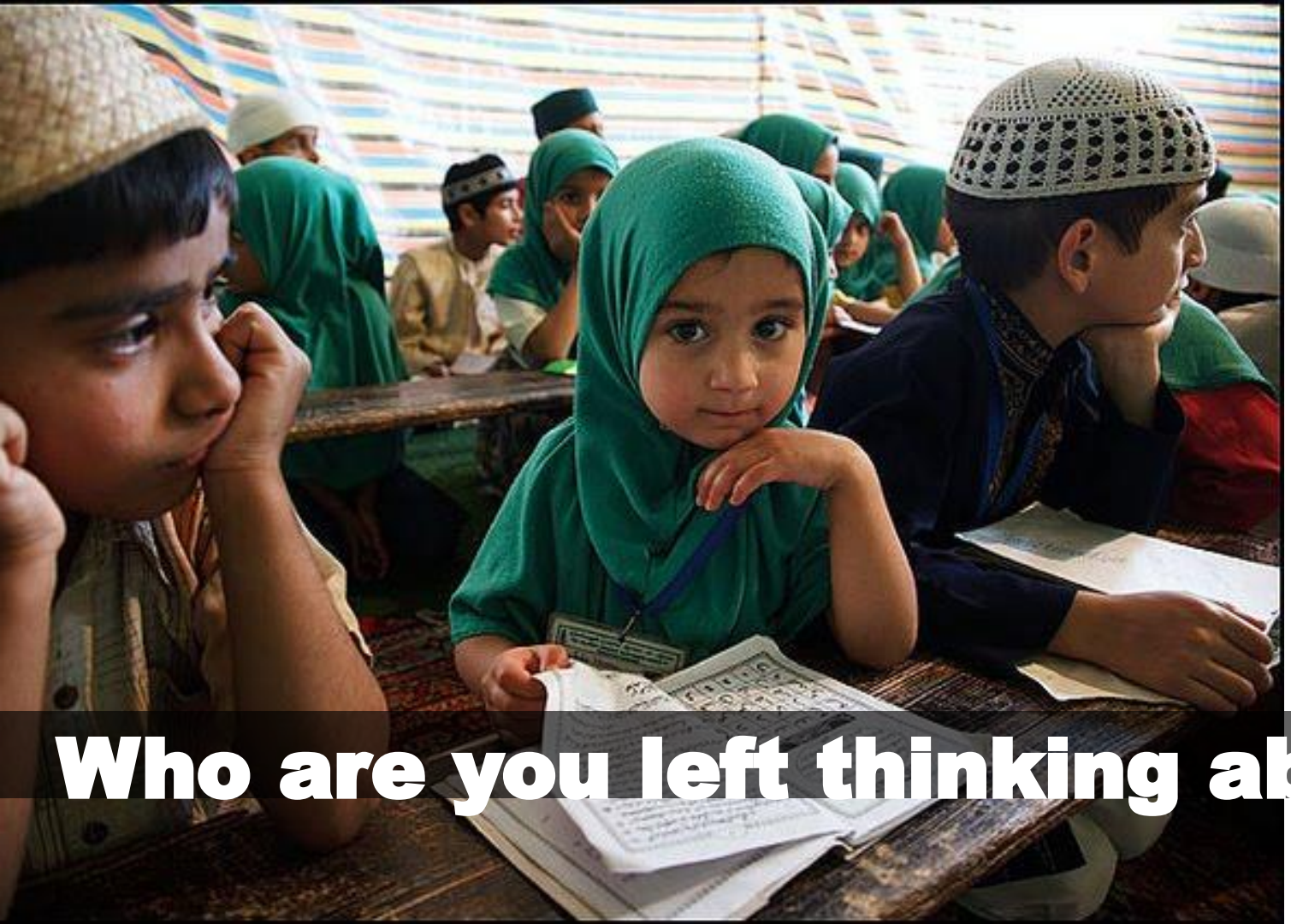
Question Assumptions & Reframe


“Obvious” Problem
Underlying Problem
Conventional Solution
Innovative Solution

If you want to create more innovative solutions,

Find more interesting problems.

Do not try to think about all people, focus on specific people.



Who are you left thinking about?

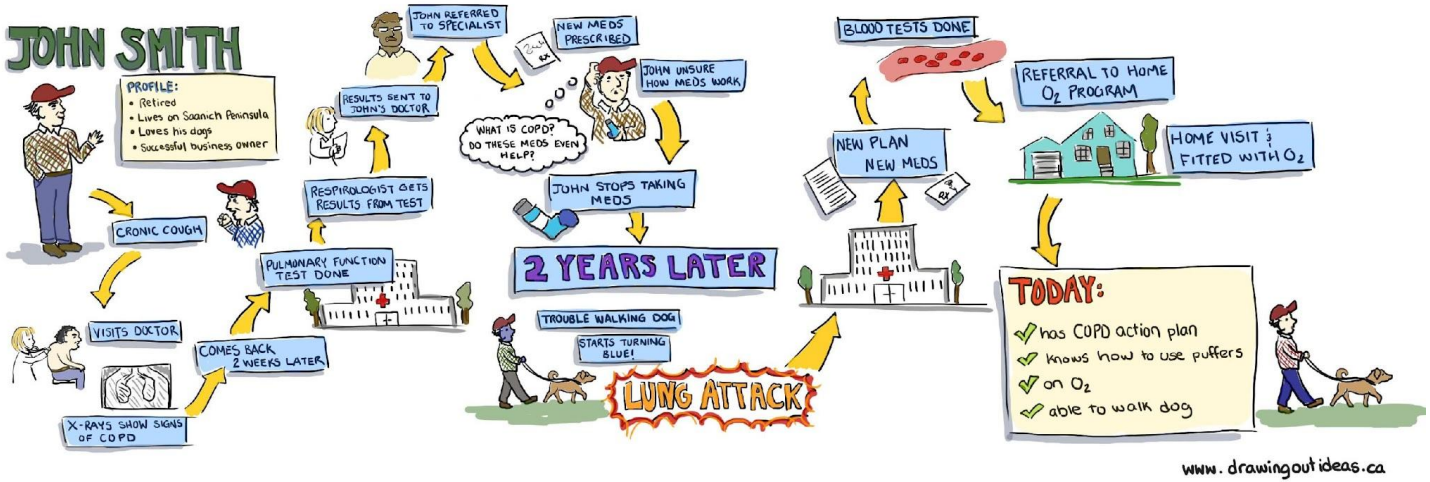
Identify **unmet human needs** for those specific people.


GATHER
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observe
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investigate
understand

PART DEUX

Interviewing Technique

Journey Mapping

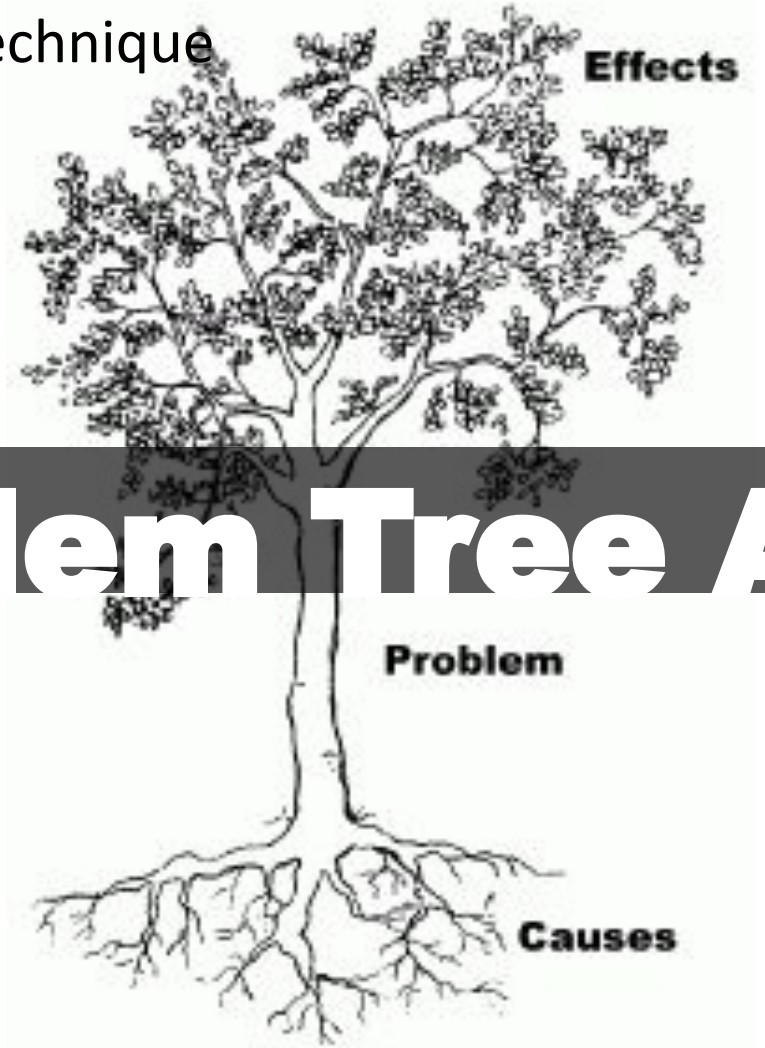


Use the 5 Whys



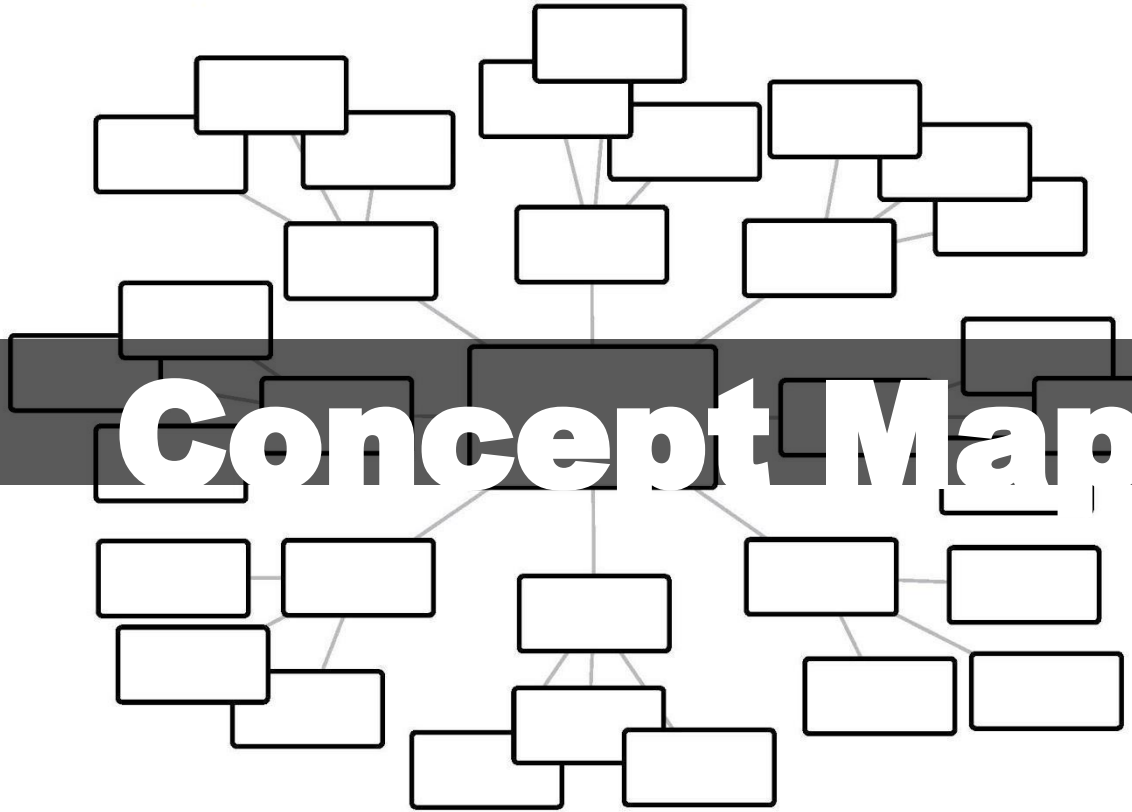
Interviewing Te

Interviewing Technique



Problem Tree Analysis

mindmap



Concept Mapping

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Create Visual Representations of Your Information

Defining Unemployment

-Defining unemployment sounds to have the same definition. Someone may lose his job just because the company doesn't need him anymore, or someone who's not as productive as the company needs. Having some rare and spécial occasion like covid-19 may also lead to unemployment. Not having the chance to find any job can be considered as unemployment too, which is the most common case in Morocco.

-Dealing and accepting the loss of a job in order to face it, and find a solution.

-Never looking at it as being the end of the world, to have a positive outlook.

-Never considering unemployment being a permanent problem.

Prototype