

Is Design Thinking just another name for User Centered Design?

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Is Design Thinking just another name for User Centered Design?

- Why Design Thinking?
- My encounter with Design Thinking was at the IEEE BH SYPC Ideaton 2016

Answer:
No, it is not the same 😊



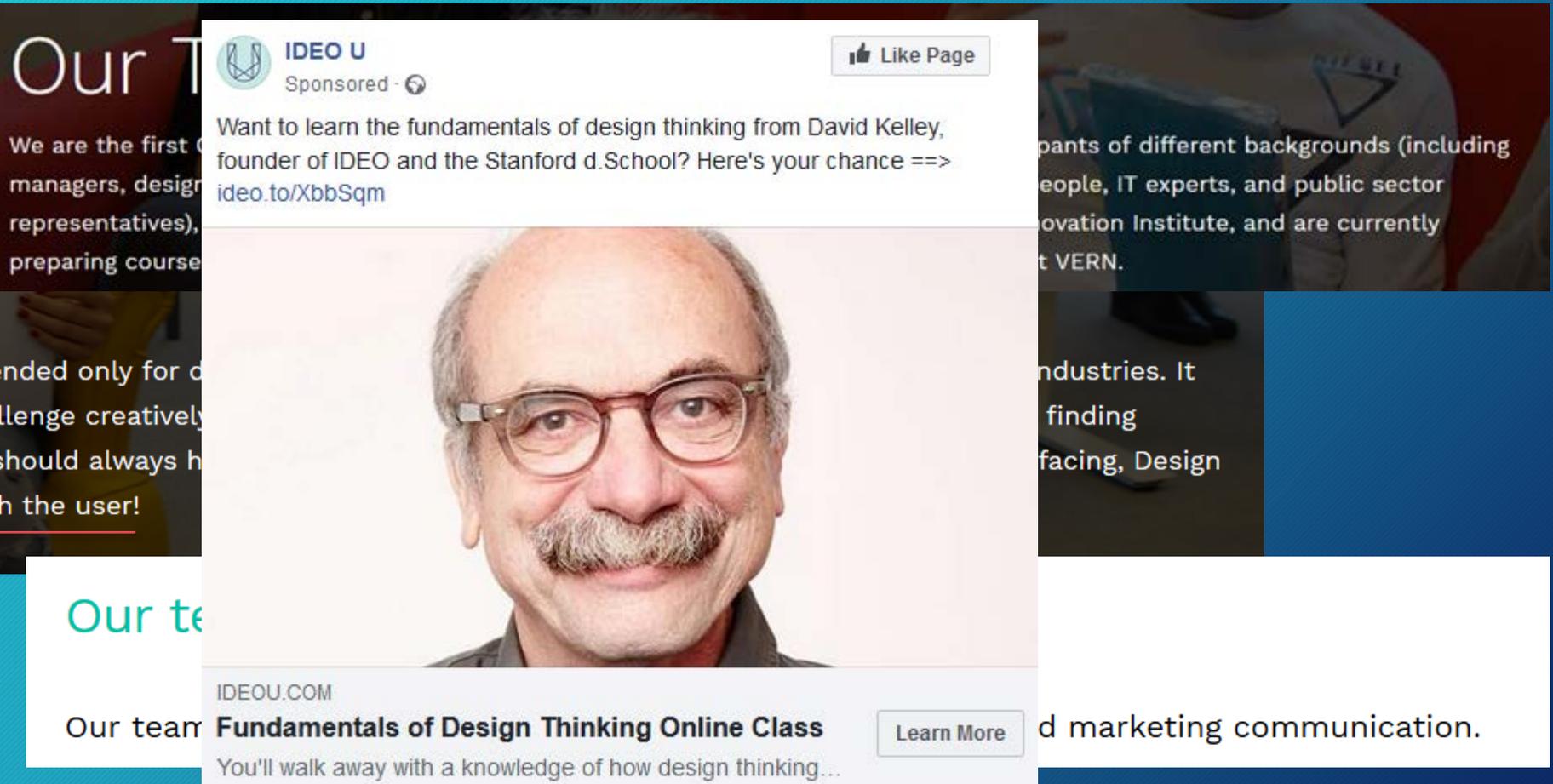
Design Thinking

- The origins of Design Thinking are linked to development of creativity techniques in the 1950s, but the approach gain in popularity in recent years, after the Hasso-Plattner Institute of Design at Stanford (d.school) introduced Design Thinking as a formal method in engineering curricula.
- Design Thinking is a solution-based approach to solving problems. It is primary advocated for complex and “wicked” problems, employing understanding of the human needs and solving the problem in human-centric way, and by adopting a prototyping and testing.

Deesign Thinking in our surrounding

Method

The Design Thinking method is not intended only for d
teaches us how to approach every challenge creatively
everyday innovative solutions. But we should always h
Thinking always starts and finishes with the user!



Our T
We are the first
managers, design
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preparing course

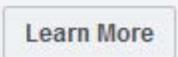
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Design Thinking User Centered Design (UCD)

- Design Thinking has five stages:
- (1) Empathize,
- (2) Define the problem,
- (3) Ideate,
- (4) Prototype,
- (5) Test, and
- (6) Implement.

Typical UCD approach would include:

- (1) understand the problem,
- (2) analyze user,
- (3) create user personas and usage scenarios,
- (4) prototype,
- (5) deliver and
- (6) evaluate design with user involvement.

Repeat the last three steps until your user is happy.

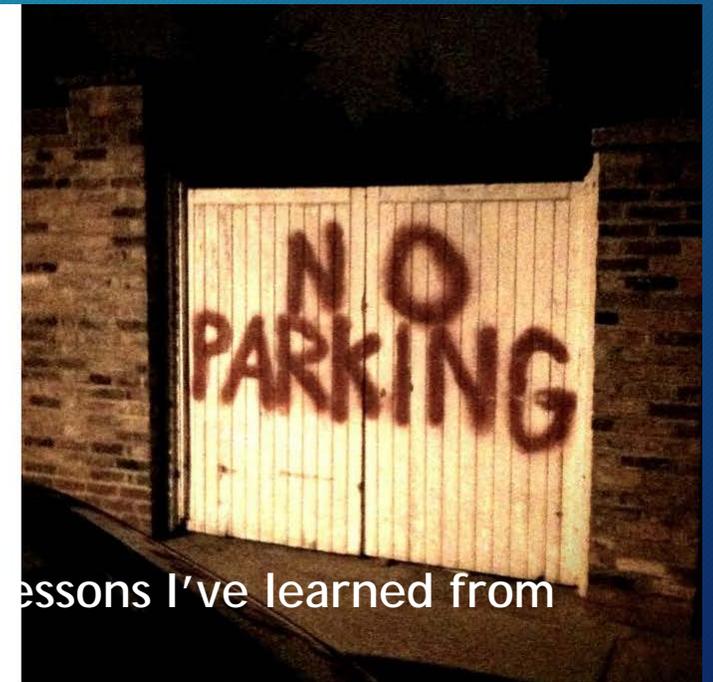
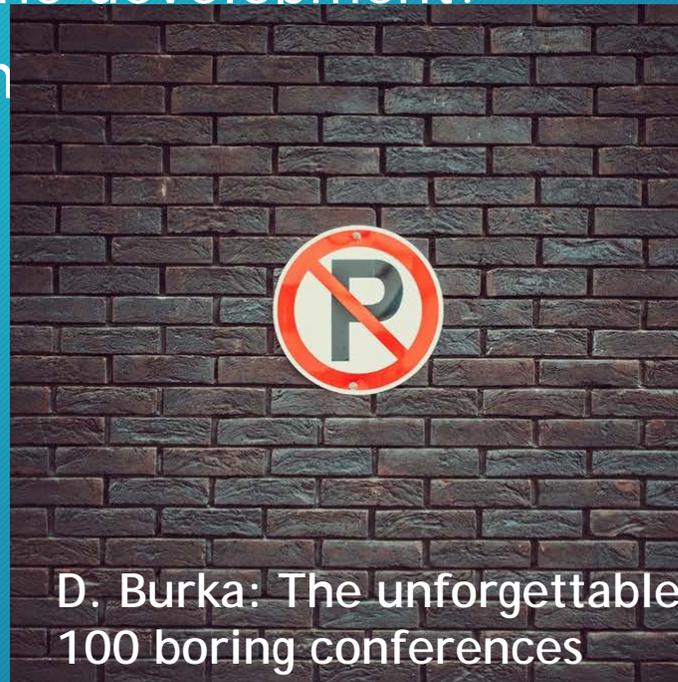


Compare Design Thinking and UCD?

- Browsing through developers' forums, discussions favoring difference could be summarized as:
- "Design Thinking is a method to develop solutions which nail the actual problem, which are not mainly User Interface related"
- or
- "UX (UCD) has its clear focus on User Interfaces".
- **What part of solution is not related to User Interface?**
- UCD does not have a focus on User Interface but on USERS and their needs!

Problems with HCI, UCD, UX...

- Instead of using the UCD as an approach in software development it was quite often reduced to User Interface only, and making UI smart and nice at the end of the development.
- Smart and nice, do we need that?
- What *No parking* message would you prefer?



D. Burka: The unforgettable lessons I've learned from 100 boring conferences

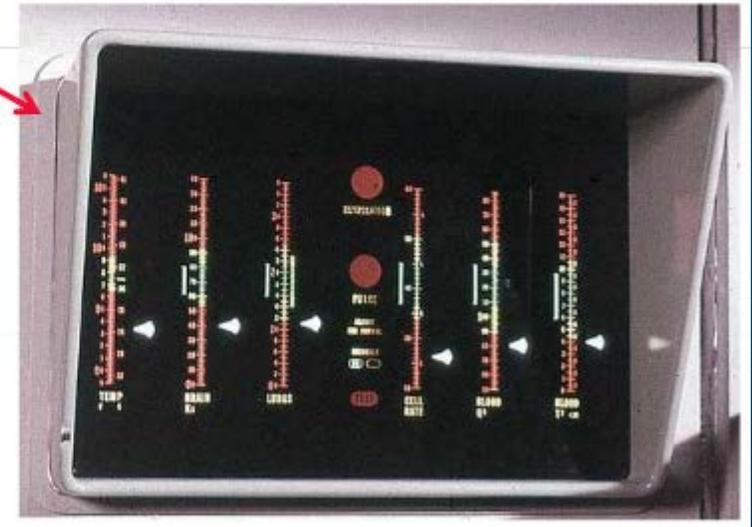
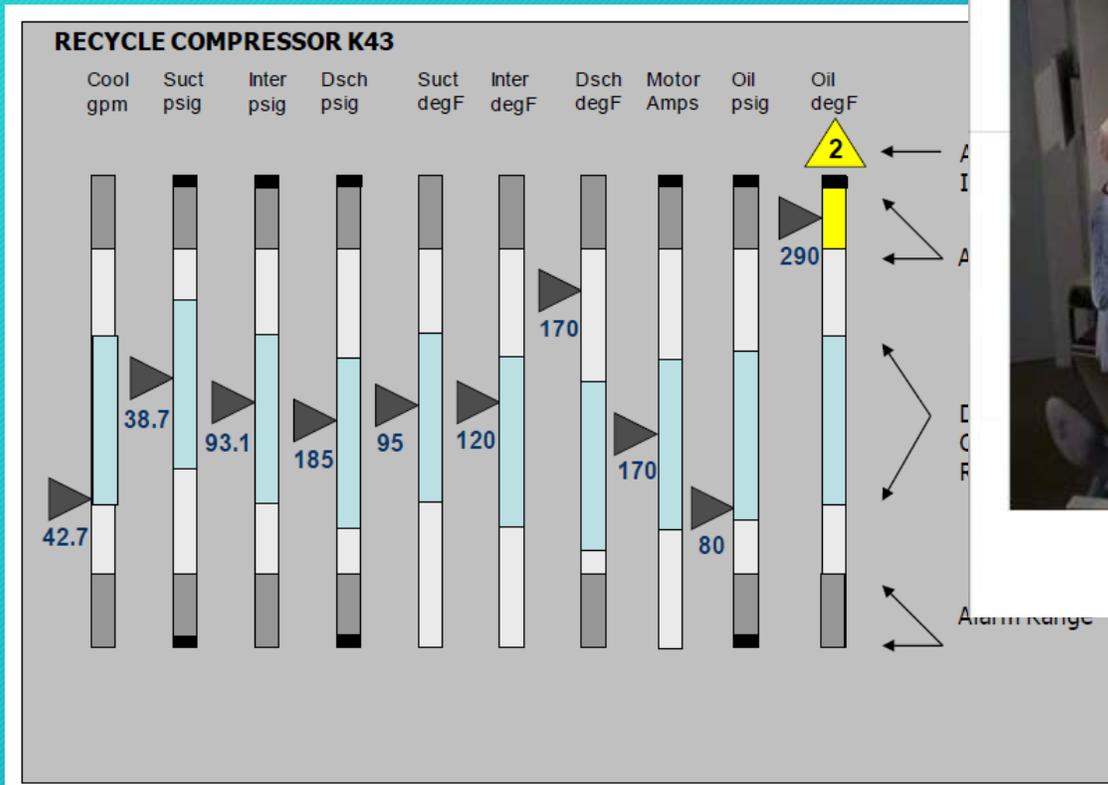
UX Iceberg

- *“The unseen elements of user experience are the parts of the iceberg that will sink your project while your stakeholders are busy focusing on the ‘tip.’”
-Jesse James Garrett*



Example: High performance HMI (for SCADA)

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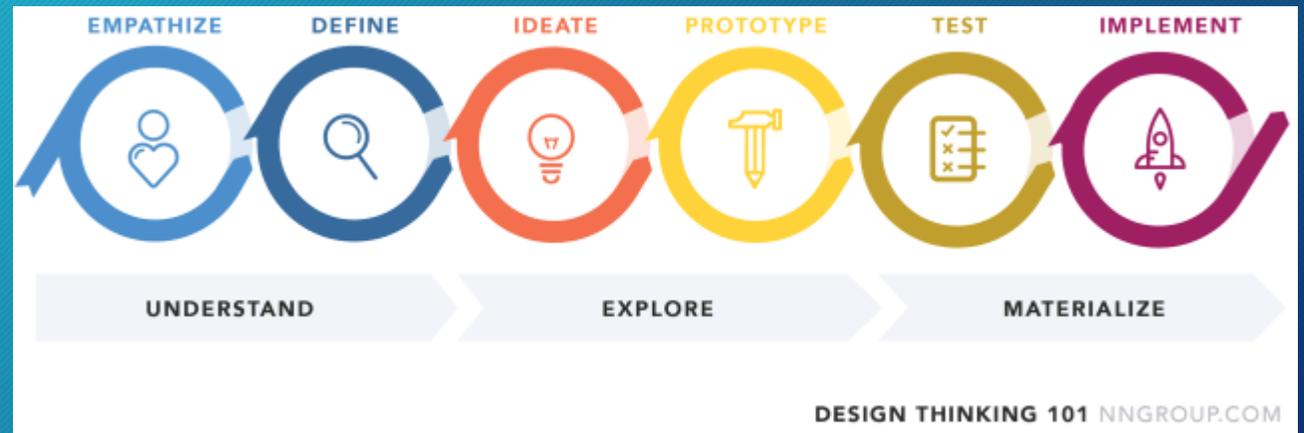
Star Trek, episode "The Immunity Syndrome" 1968;
How to Improve Plant Operations through Better
HMI Graphics, Kris Doman, Rockwell Automation, 2014

The high performance HMI, InTech Magazine, ISA
Publications, Bill R. Hollifield, PAS, 2014

Back to Design Thinking

- Summary:
- Approaching problem solving with a hands-on, user-centric mindset that leads to innovation, and innovation can lead to differentiation and a competitive advantage.

[<https://www.nngroup.com/articles/design-thinking/>]



Conclusion

- It is good that popularity of Ideatons and Design Thinking brought attention to ideas that forms the UCD.
- It should not be important what name we use for our approach, as long as we pay attention to what our users really want, and utilize **empathy and experimentation** to deliver innovative solutions.

- Thank you for your attention!
- Time for questions?