

# What was your first job ever?



# One reflection I had about the project or class since last time.

I have a perfect team

communication with new people

fun teamwork

New friends, great teamwork

Dividing roles is hard

Got a excellent team and awesome teammates

Still something is unclear

Nice team mates

meeting new people

# One reflection I had about the project or class since last time.

Having good teammates is key

Would loved if my teammates participated doing homework

Unfortunately, I wasn't able to attend this class, but managed to watch the recording



# Plan of the day

**INTRODUCTION ON DEFINE**

**EXAMPLES OF APPLICATION**

**TOOLS**

**KEYS IN APPLYING THE TOOLS**

**TRAPS TO AVOID**

**BREAK**

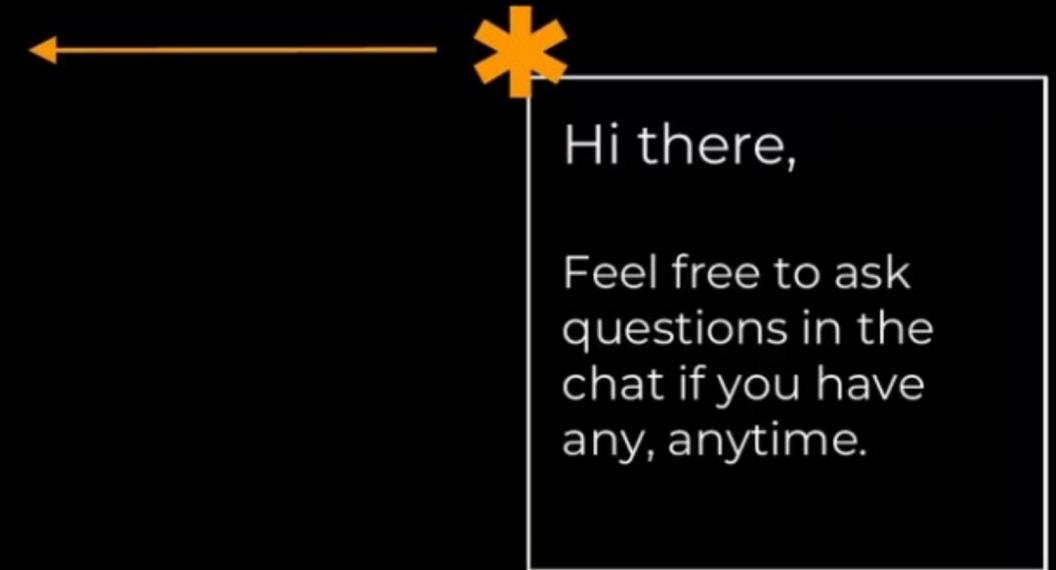
**ISSUE MAP & PRIORITIZATION**

**PROBLEM TREE**

**REFLECTION ON CORE ISSUE**

**SHARE YOUR RESULT**

**HOMEWORK**





# About the evaluation

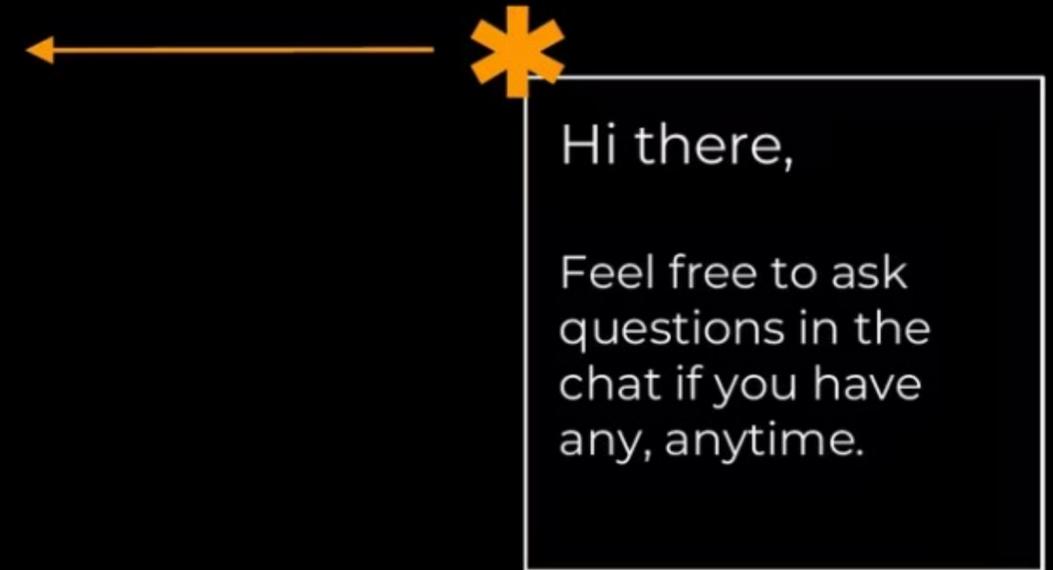
**THE EVALUATION IS YOUR TEAM PROJECT**

**YOU WILL BE EVALUATED**

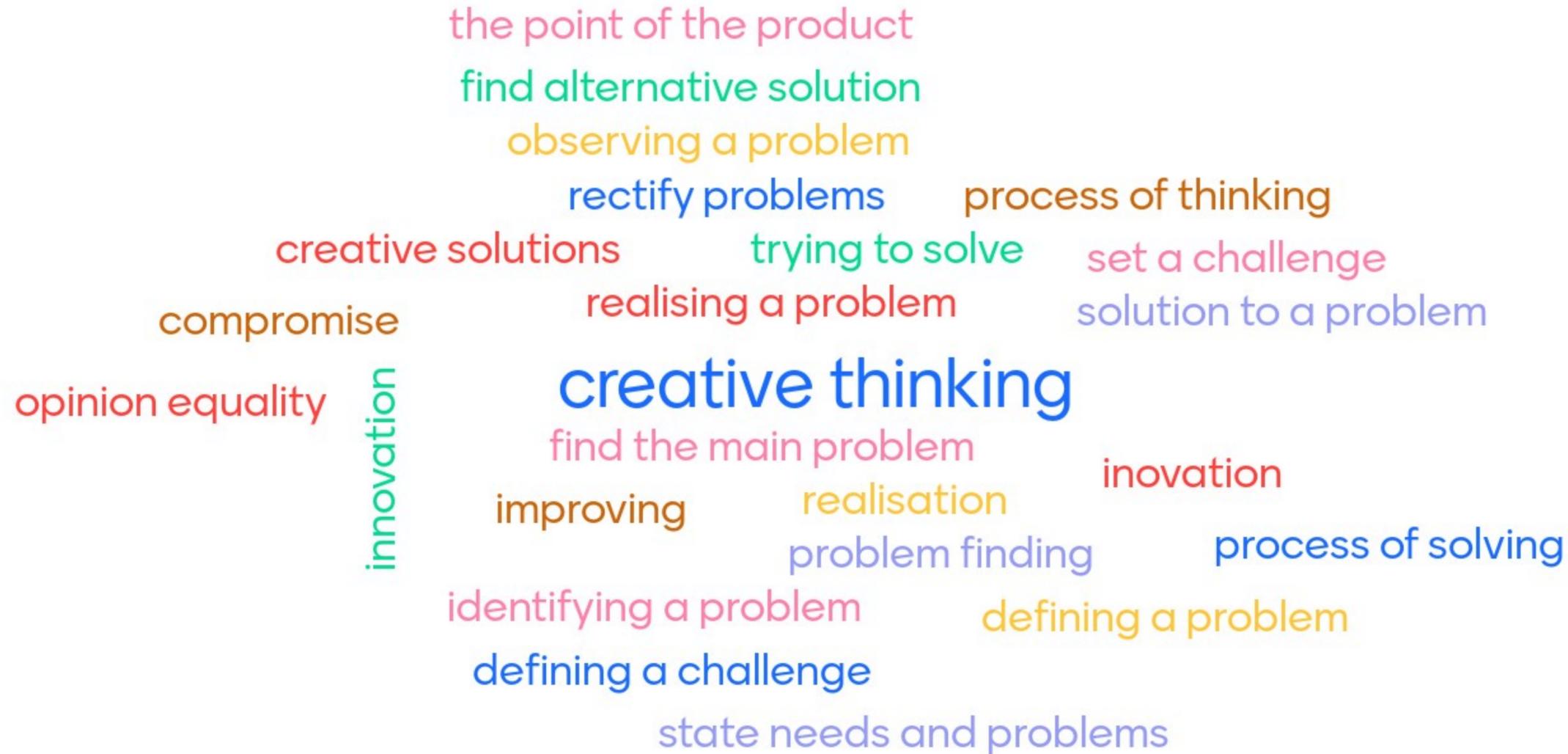
**– AS A TEAM**

**– AS INDIVIDUAL ON YOUR**

**ENGAGEMENT**

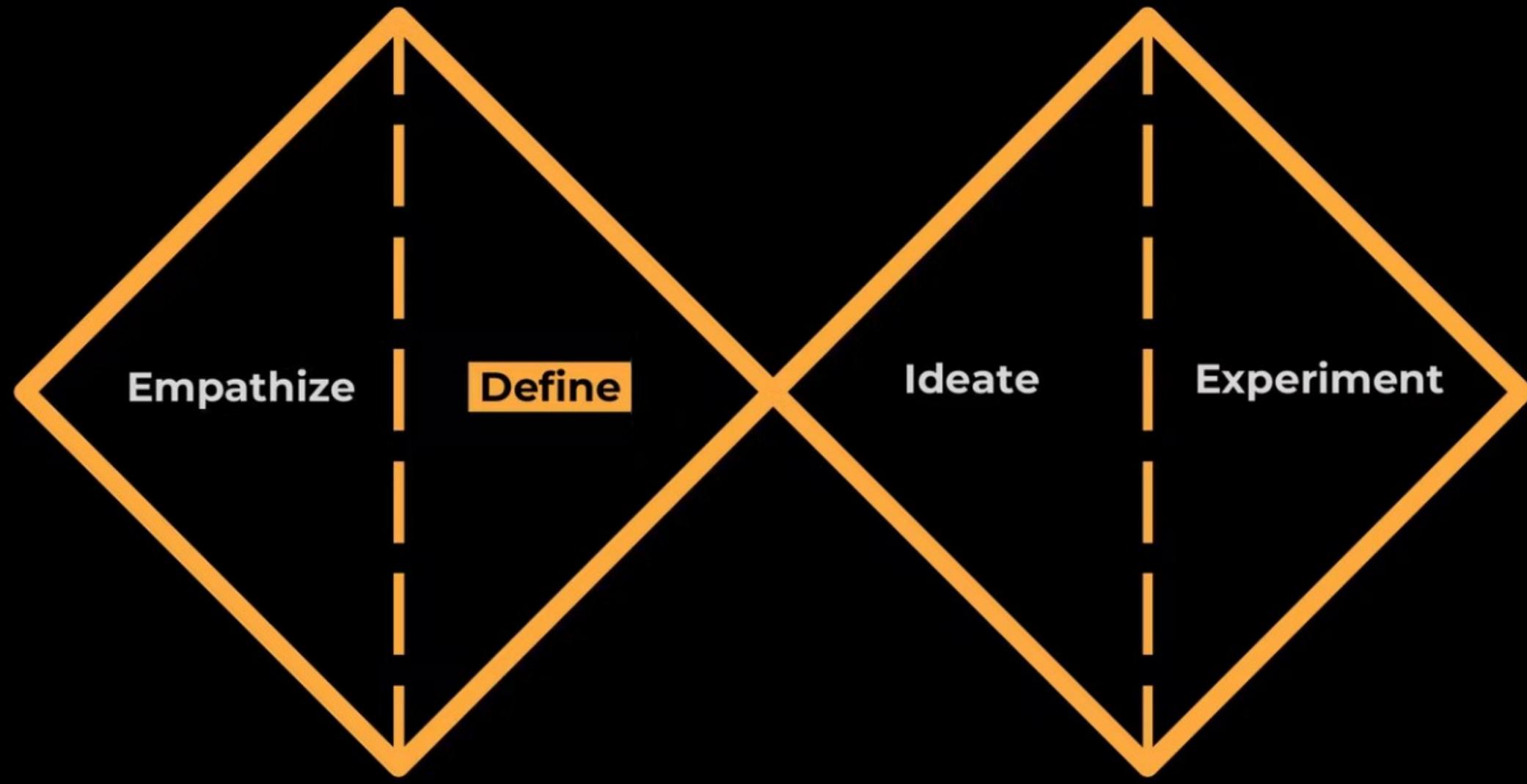


# What is define in Design thinking ?





Challenge



Solution



**Problem phase**

Solution phase



Exemples

# DEFINE

## SMELL CAMERA

User interview & testing

## Welfare ministry

Complex problem tree

## KIC

Context & Users



# What tools can we use to help define the problem?

brainstorming

Surveys

5 Whys

Interviews

Feedback from people with  
prototype

outside the box thinking

Client description of the problem

Ideate

Questionare

# What tools can we use to help define the problem?

creative thinking

Collecting feedback

Cooperation

Diagrams



# TOOLS for “Define”

## Or develop your own?

Context map

User journey

SWOT

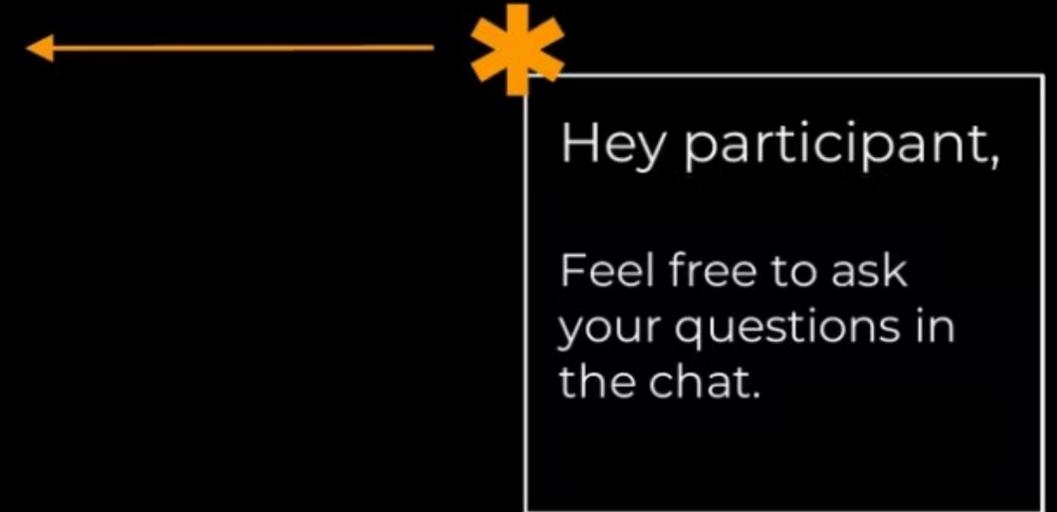
Interview / survey

Secondary research (academic, online, ...)

5 why

Prototyping

Roleplay



Hey participant,  
Feel free to ask  
your questions in  
the chat.

# What specific attitude to observe in this phase of design thinking?





Definition

# DEFINE

Analyse and synthesise your observations and research to state your **validated** user needs or problems. **Create a clear statement of intention on what problem you intent to solve.**

Beware of the difference between **challenge** & **problem**.



Traps to avoid

# Define

## Setting it in stone

There is a high probability that your problem definition will change over time.

## Based on assumption

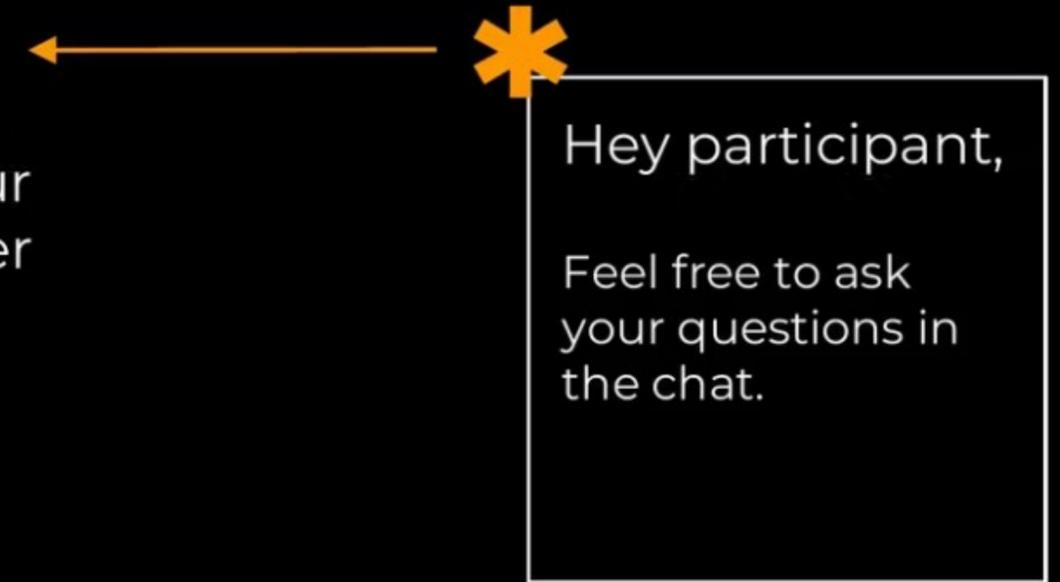
Your problem definition must be validated through research and experiments.

## Superficial problem

Putting a bandaid on a broken leg is pointless, you need to identify the root cause.

## Client expressed wishes

What a user/client wishes is not always what they need.



# What is FOR YOU the most important in defining the problem to address?

If anyone else experiences the same opinion as me

making sure the evaluation of the problem was correct

case analysis

Not missing out of anything.  
Considering everything.

Some experience from my life or from my friends lives, analyzing the situation

Opinion equality and the point/ use in this product

Don't limit your thought process

Considering all possibilities and analyzing idea

Deeping in details, but not to drown in them

# What is FOR YOU the most important in defining the problem to address?

To see the difference between wishes and needs

Understand and solve the problem so that it does not come back.

Analyzing the exact situation

Find the shortest and most understandable expression of problem



define

# Key takeaways

## Be flexible

Your problem statement will change over time.

## Question the obvious

Make sure your assumptions are right.

## Be critical

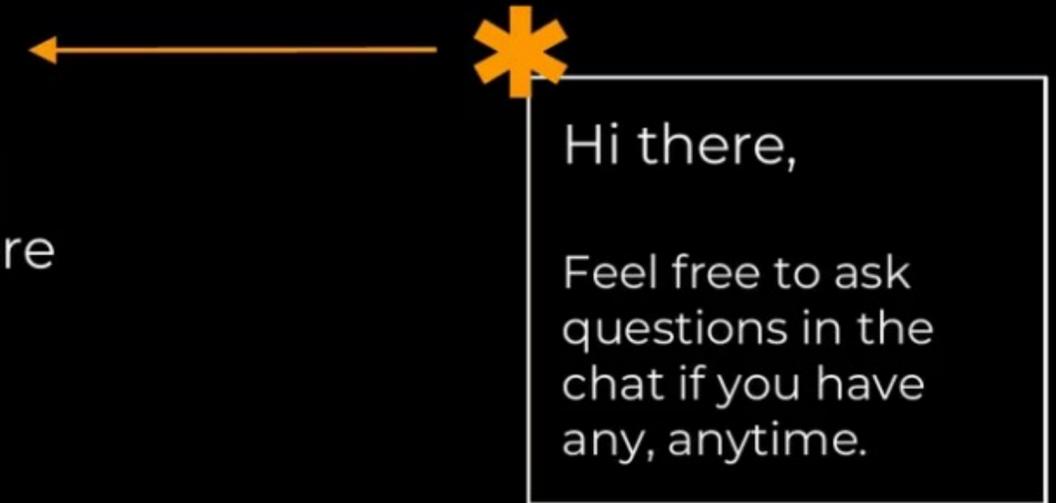
Take criticism.

## Focus

Defining the problem(s) allows you to select where to focus your energy further and be efficient.

## Engage with others

The more you engage with others the more clear becomes the problem.



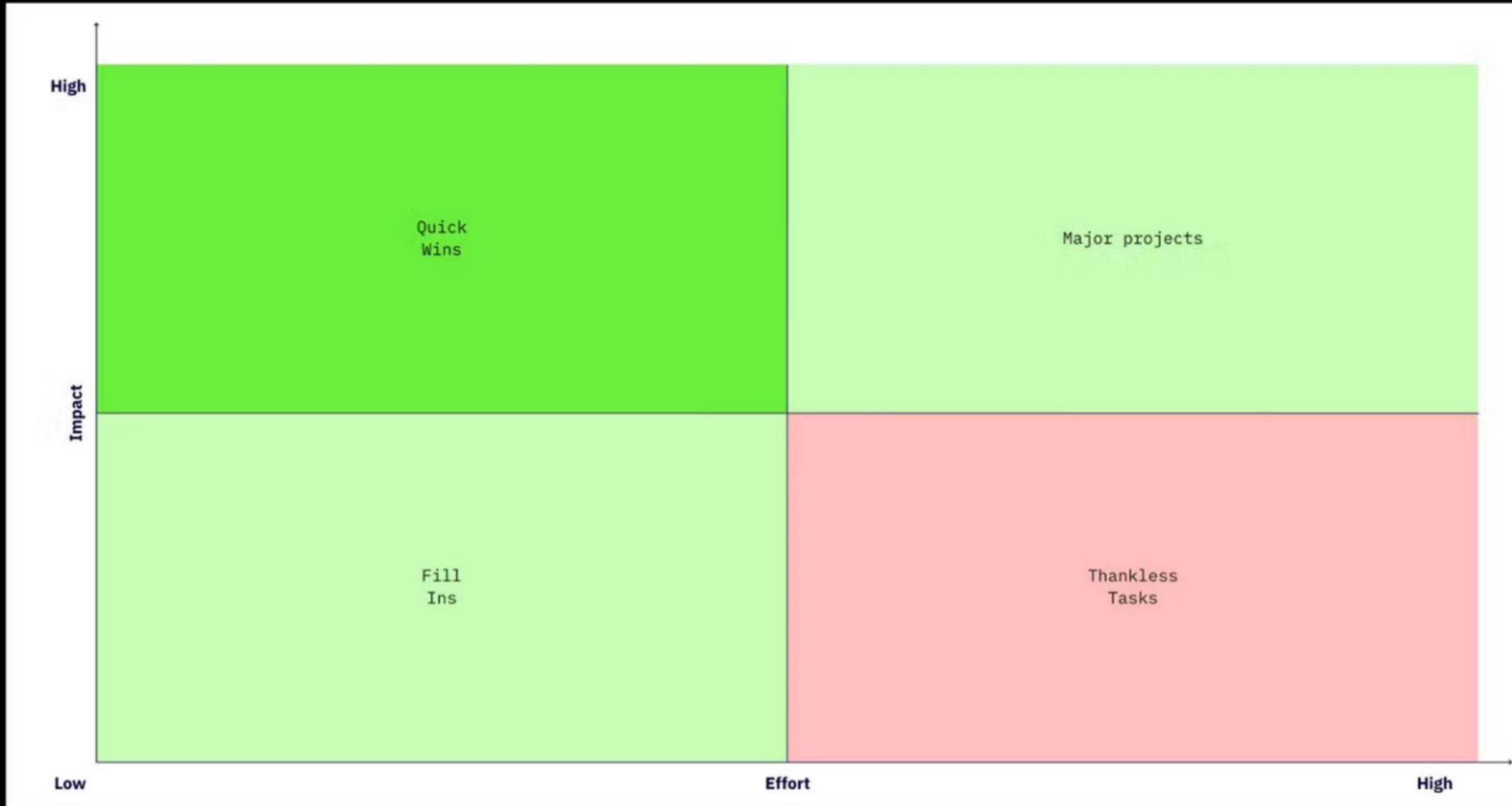
Hi there,

Feel free to ask questions in the chat if you have any, anytime.



Let's start

# Problem selection



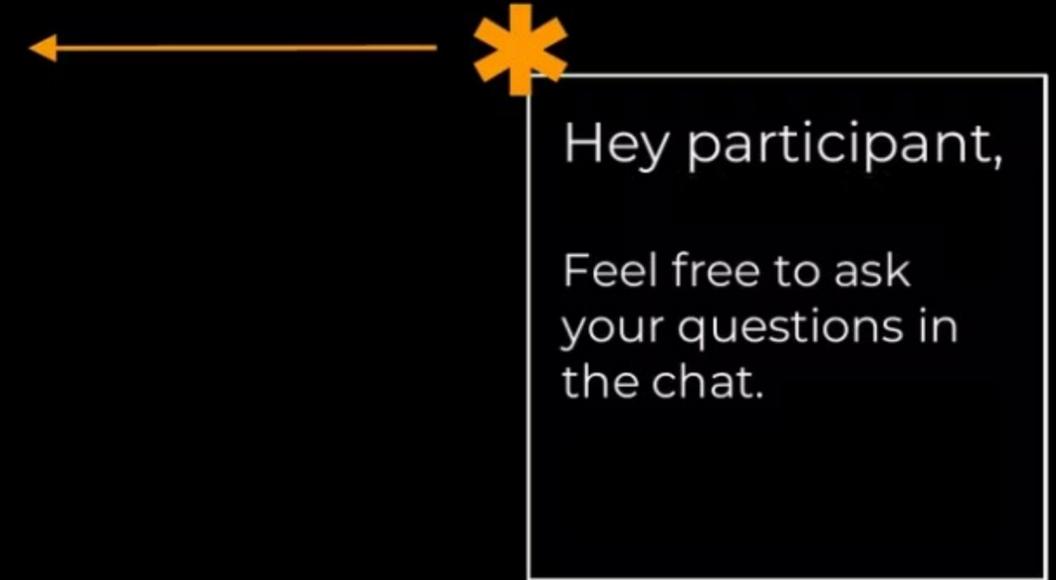
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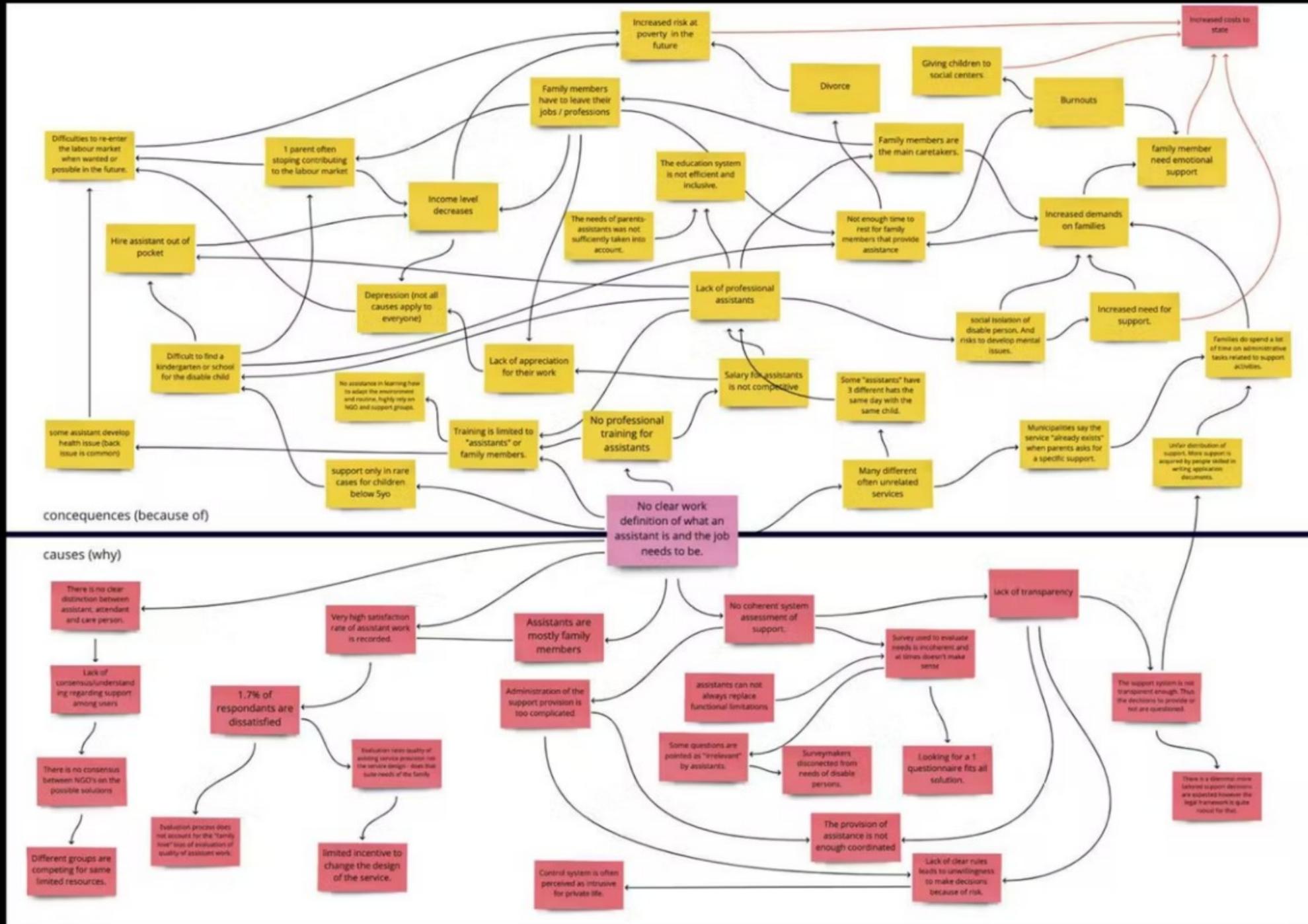
# Problem selection

**MIRO**





# Let's start Problem tree

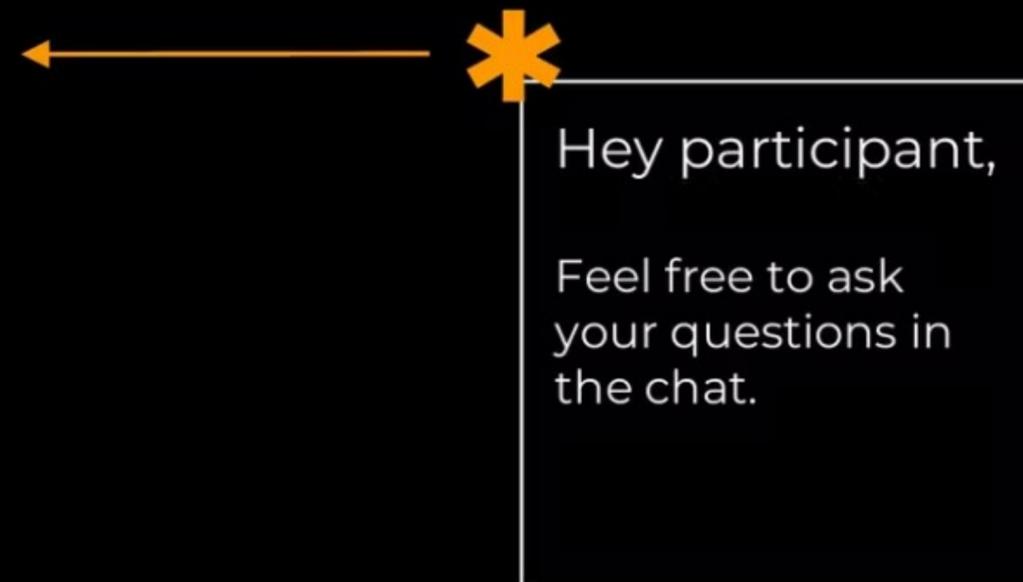


← \* Hey participant,  
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Let's start

# User persona introduction

MIRO

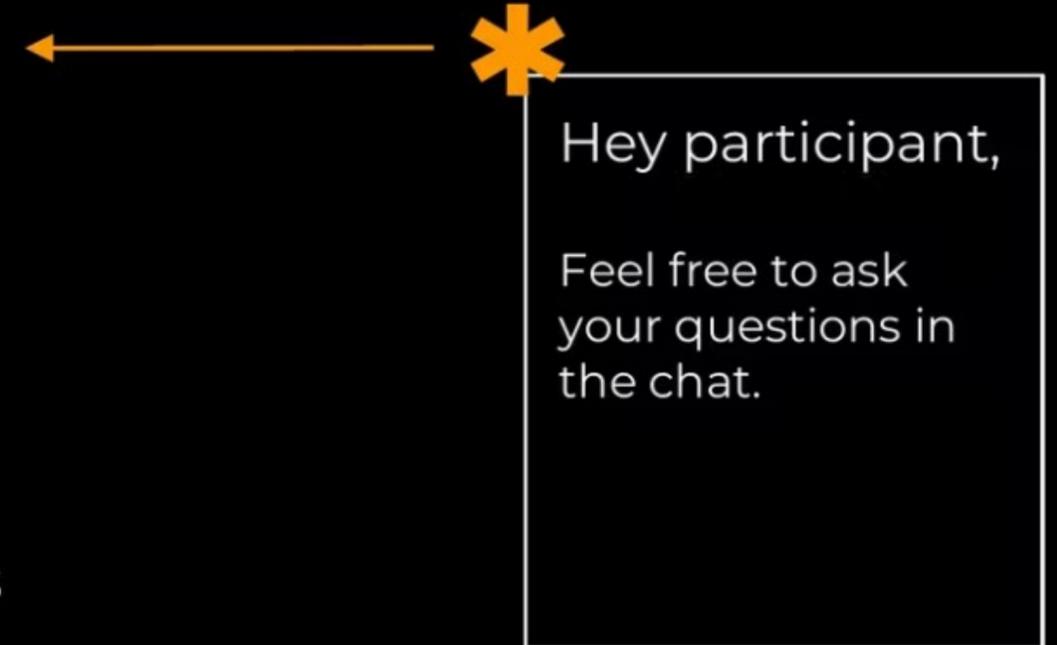


# HOMework

**Engage with one end user or stakeholder.**

In person or online, interview them.

(prepare key interest points to learn as interview script)



# One thing I learned today.

How to define define

team communication and understanding each other point of view

How to use a problem tree

More about how the issue creates a solution

How to brainstorm very actively

I learned how to think outside the box and how to choose the right solutions to a problem

Defining

What does mean word define

What is impact effort matrix

# One thing I learned today.

How to not define problems

defining

defining

How to define and categorize challenges



WHATEVER YOU DO, ENGAGE WITH OTHERS !