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Using Design Thinking and Agile Methodology to ideate, design and develop innovative solutions - Handouts
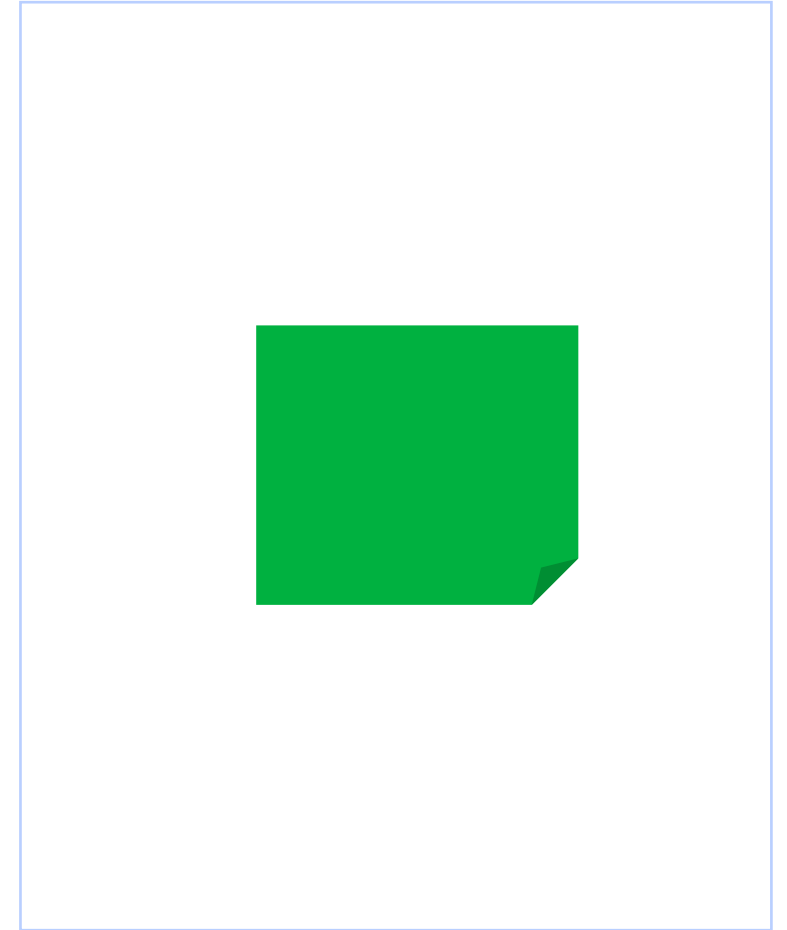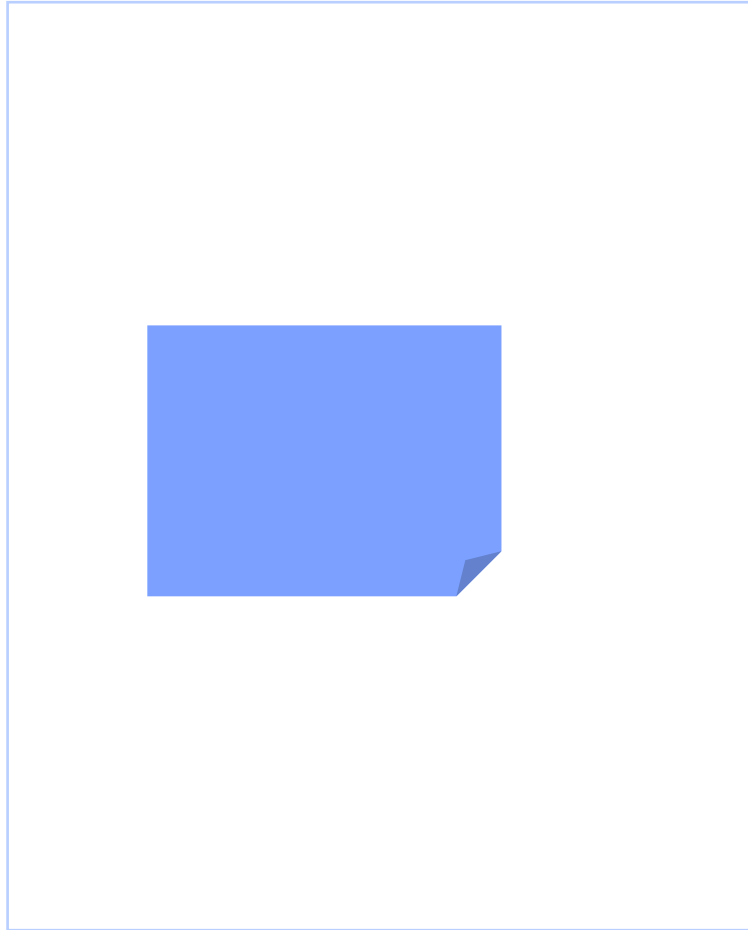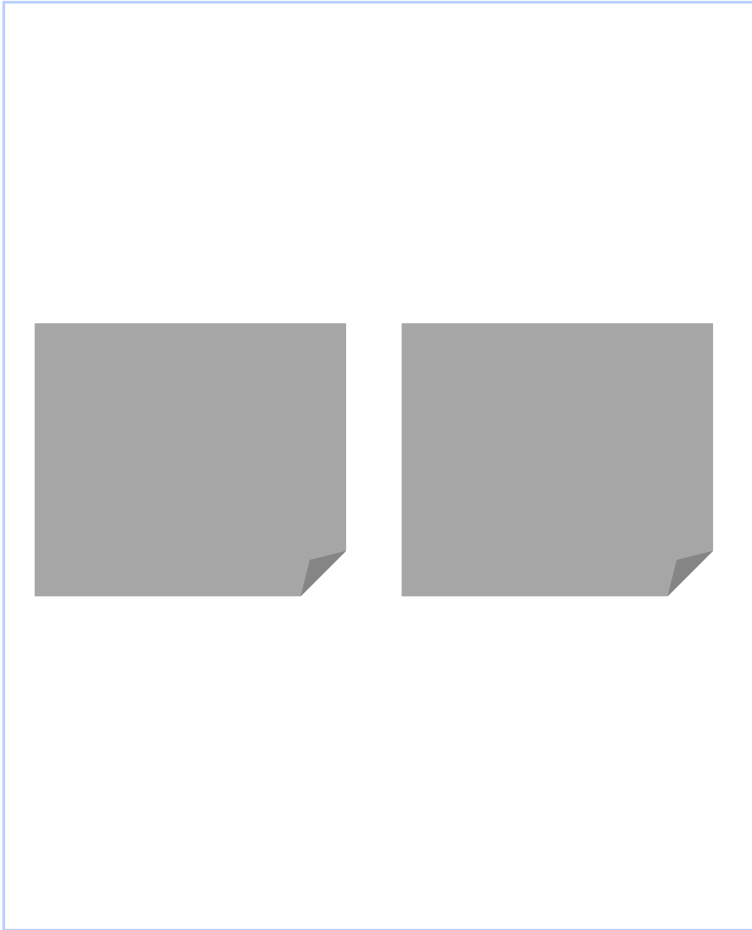
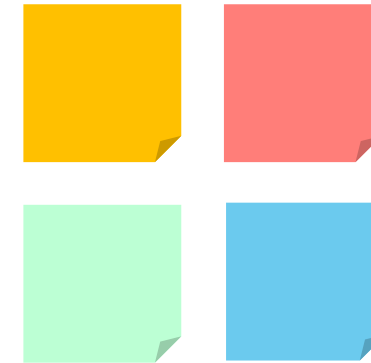**by Sulagna Bagchi & Lee Ming Rui**

Agile Tools – Kanban Board

BACKLOG

IN PROGRESS

DONE

Opensource Kanban Boards: MIRO/Trello/Notion

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Empathy Canvas

Think & feel
What really counts
Major preoccupations
Worries & aspirations

Hear
What friends
What the boss says
What influencers say

See
Environment
Friends
What the market offers

Say & do
Attitude in public
Appearance
Behavior towards others

Pains
Fears
Frustrations
Obstacles

Gains
Wants/needs
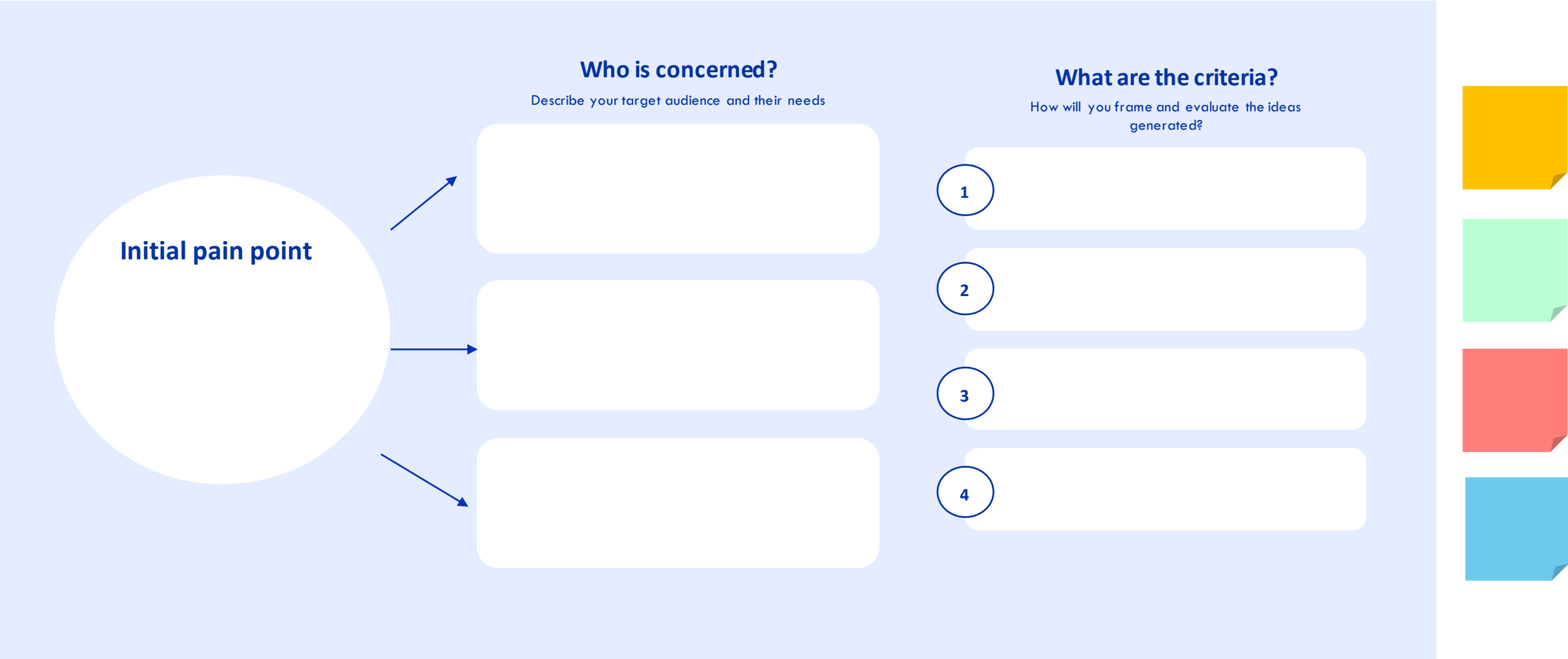Measures of success
Obstacles

TIP:

Good to be used while speaking to your audience / observing your audience

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Define – Problem Statement

How might we ____ (action) ____ (what) ____
for _____ (target audience) _____
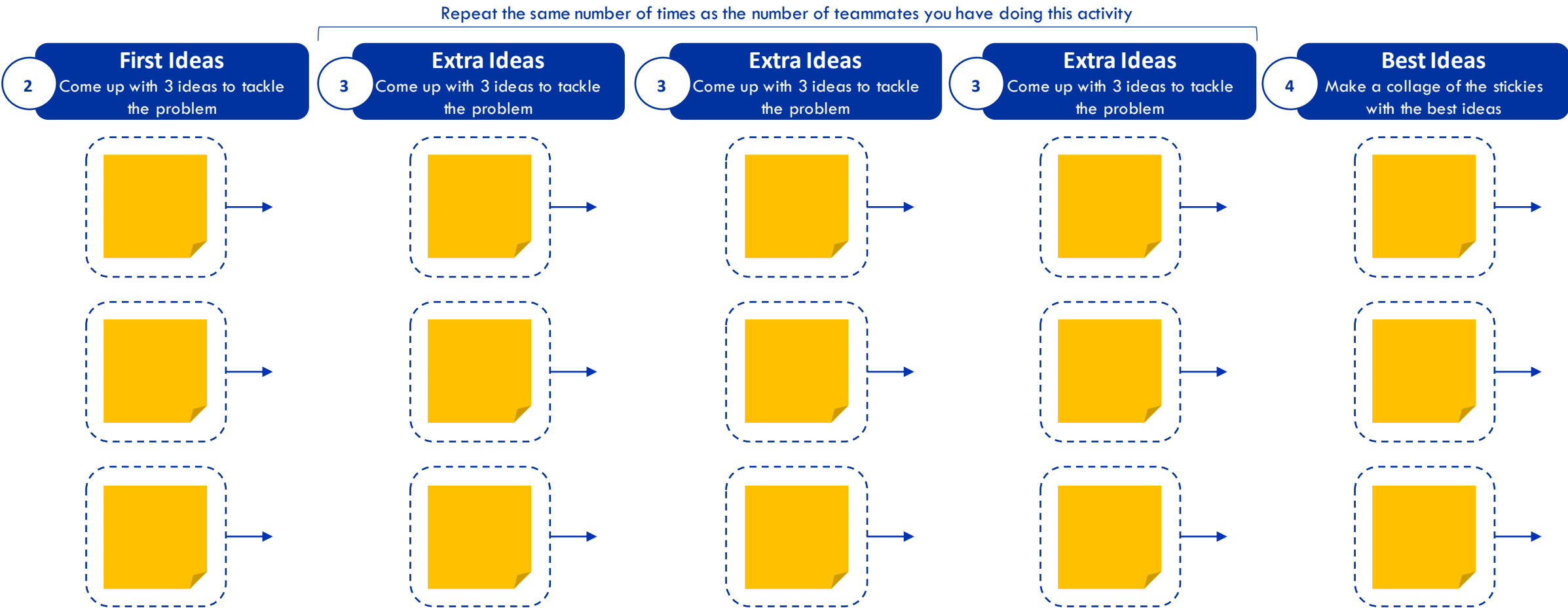to _____ (achieve goal) _____?

e.g. How might we _improve the experience of going to the bathroom_ for the
elderly to _ensure they do not slip and fall_?
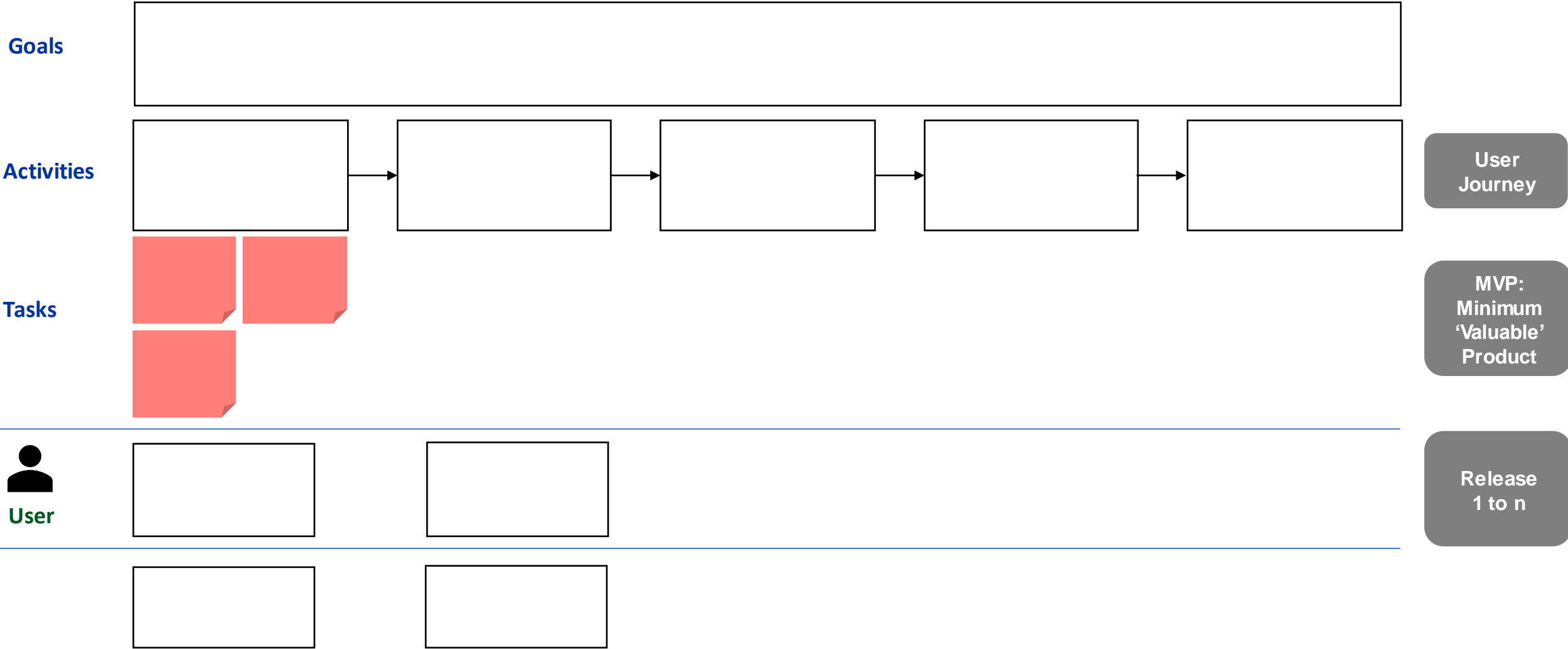
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Problem Canvas

Who is concerned?

Describe your target audience and their needs

What are the criteria?

How will you frame and evaluate the ideas generated?

Initial pain point

1

2

3

4

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Ideation - Brainwriting

1 Problem Statement:

Repeat the same number of times as the number of teammates you have doing this activity

| **2** First Ideas
Come up with 3 ideas to tackle the problem | **3** Extra Ideas
Come up with 3 ideas to tackle the problem | **3** Extra Ideas
Come up with 3 ideas to tackle the problem | **3** Extra Ideas
Come up with 3 ideas to tackle the problem | **4** Best Ideas
Make a collage of the stickies with the best ideas |

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Ideation – Crazy 8

User Journey Mapping - Iterative Planning

Goals

Activities

Tasks

User

User Journey

MVP: Minimum 'Valuable' Product

Release 1 to n

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Thank You

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