DESIGN THINKING

AT THE INTEGRATED DESIGN LAB

INTEGRATING| Introduction

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DESIGN THINKING – Integration

- Human Centered Design
- Creating Project Definition
- Generating Ideas
- Rapid Prototyping
- **Integration**

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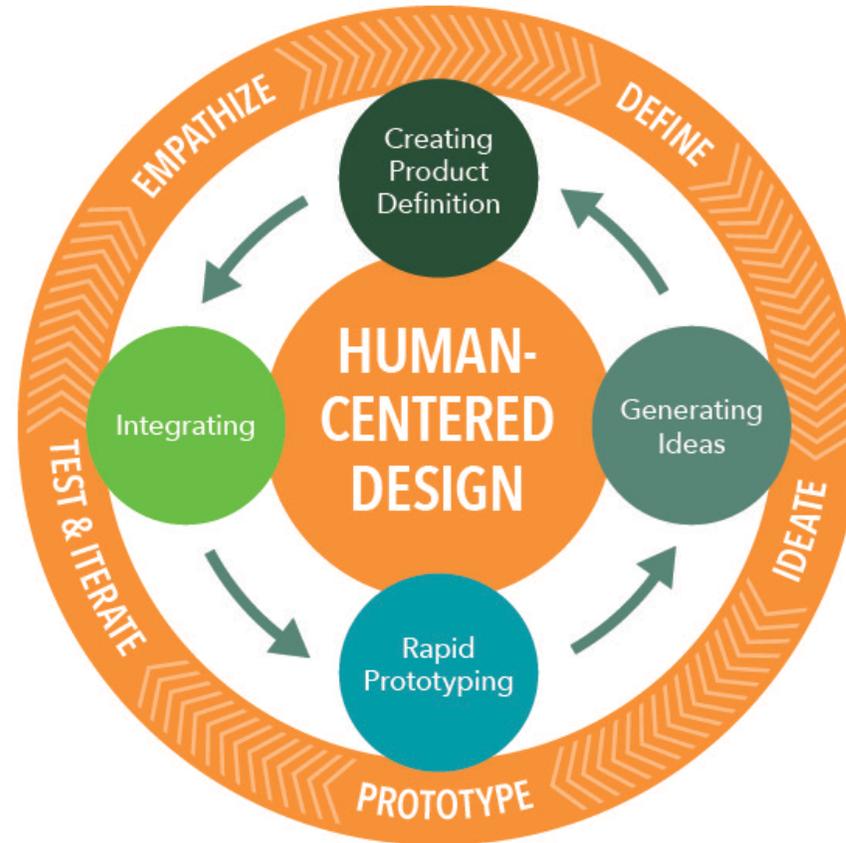
DESIGN THINKING – Integration

Upon completion of this module the student will:

- Demonstrate the design thinking process is an iterative process and returning to previous steps is not only *allowed*, but is usually *necessary*.

- Learn how to expand tools already introduced to implement and integrate design solutions.

- Gain experience testing out their prototypes on a real audience and incorporate feedback.

- Develop ideas for future iterations of the design thinking problem/solution they worked through in these modules.

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DESIGN THINKING – Integration

Integration is the "final" stage in Design Thinking, though reaching this stage does not guarantee completion.

EMPATHISE
What is the problem?
Define the challenge & explore the human context

IDEATE
How do we solve it?
Brainstorm ideas good & bad, don't stop at the obvious

CONTEXT

FORM

DEFINE
Why is it Important?
Research, observe, understand & create a point of view

TEST
Does it work?
Implement the product, show & don't tell, start to refine the product

PROTOTYPE
How do we create it?
Start creating, experiment, fail cheap & fast

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ITERATION

The Design Thinking framework is a process – skipping forward is problematic because subsequent stages are dependent on previous outcomes.
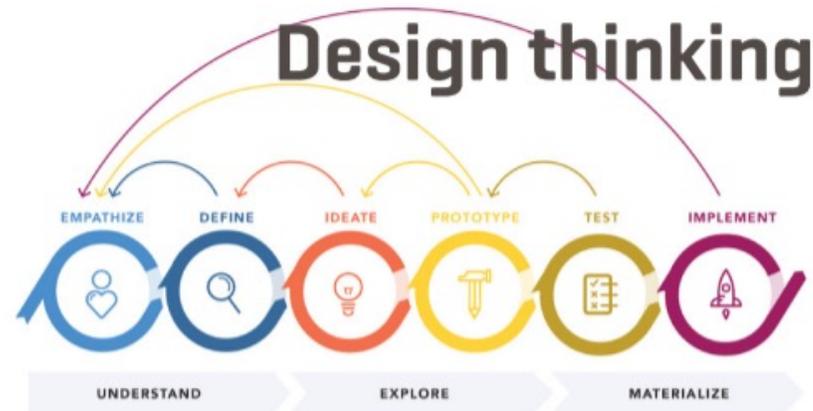
However, stepping back to run through a previous stages' tool again is a valid direction, especially as a designer begins to finalize their design solution.

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IMPLEMENTATION

- During the Integration stage, a designer has arrived at a viable solution and explores options for implementation

- This step includes gathering additional feedback– which may mean returning to an earlier step of the Design Thinking framework.

INSPIRATION

IDEATION   IMPLEMENTATION

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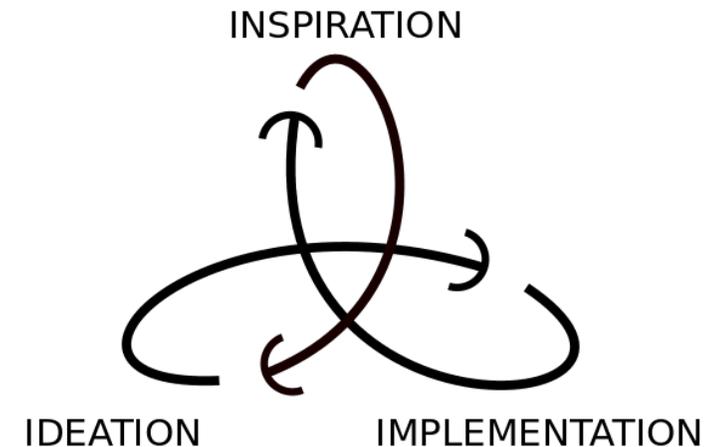
RETURN TO HUMAN-CENTERED

- Keep in mind that costs are not always monetary – in human-centered design, the most important currency is the satisfaction of the people involved.

- In most design projects, the primary human is your client(s), but take time to consider others that may be involved or impacted by application of your design.

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TOOLS FOR INTEGRATION

- The tools needed at the Integration phase are essentially the same ones that you have learned to use in previous phases—just scaled up.

- Instead of a low-fidelity prototype you may create a high-fidelity prototype or begin making plans for large scale production.

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TOOLS FOR INTEGRATION

- You should start considering the final production process and its cost-effectiveness

- You must still constantly be assessing feedback and incorporating that into the solution, even if *you* think the project has reached an end.

"EVERYTHING WILL BE OKAY IN THE END IF IT'S NOT OKAY IT'S NOT THE END"

*JOHN LENNON

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DESIGN THINKING – Integration

SUMMARY: The designer will present their most promising solutions to the client for the client's feedback.

The designer's roles are to test, listen and iterate.

Integrate

"It's not 'us versus them' or even 'us on behalf of them.' For a design thinker it has to be 'us with them'"
– Tim Brown, CEO and President of IDEO

"We all die. The goal isn't to live forever, the goal is to create something that will."
– Chuck Palahniuk

"You don't get paid for the hour. You get paid for the value you bring to the hour."
– Jim Rohn

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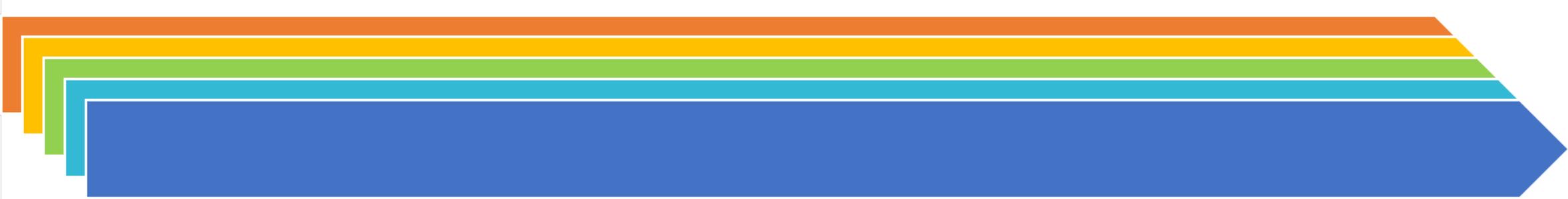
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You've completed Integration | Introduction

Next: Integration | Hands-On Activity

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