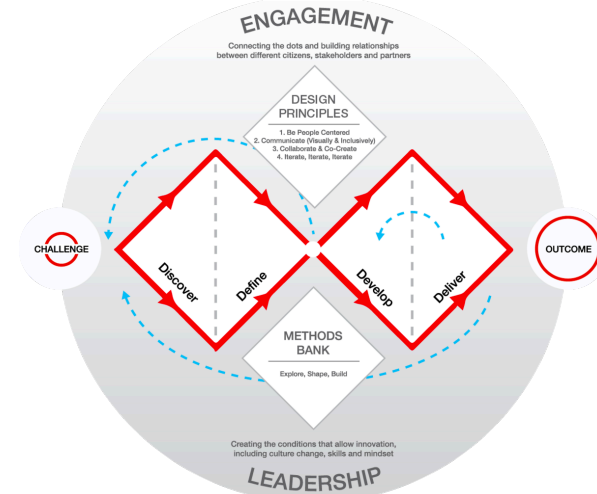
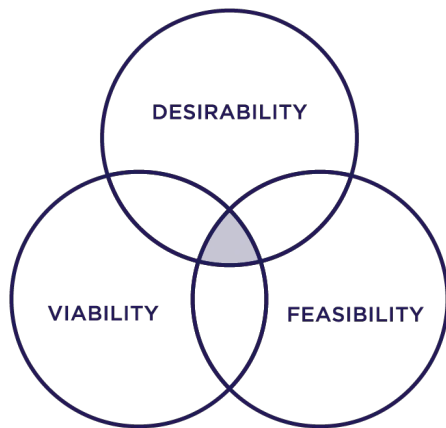
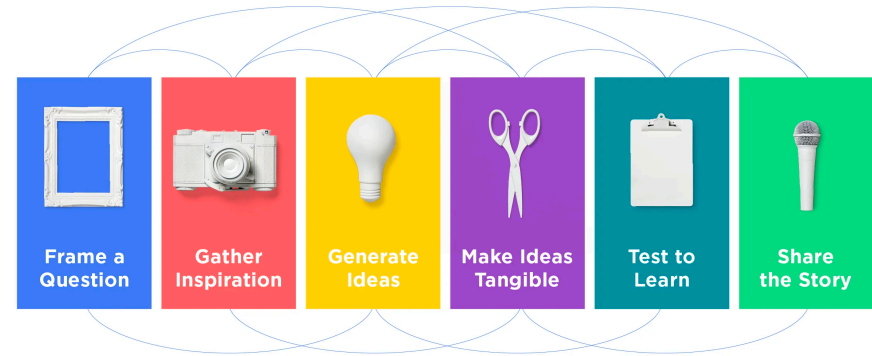


LIINA PÄÄBO, HEALTHCARE SERVICE DESIGNER

DESIGN THINKING

Tartu i-Days

IDEO U DESIGN THINKING PROCESS



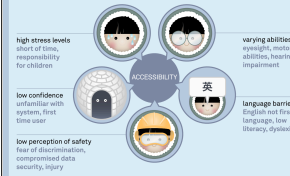
“THE CENTRAL PREMISE OF USER CENTRED DESIGN IS THAT THE BEST DESIGNED PRODUCTS AND SERVICES RESULT FROM UNDERSTANDING THE NEEDS OF THE PEOPLE WHO WILL USE THEM.”

DESIGN COUNCIL

WHO IS YOUR USER?

USER CAPABILITIES

Users have different requirements depending on their situation and capabilities. Catering for these needs and enabling access to the product or system for as many people as possible is the aim of inclusive design.



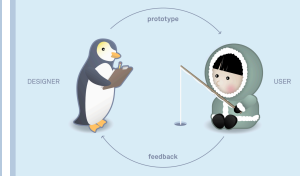
USER GOALS

Users' needs depend on what they are trying to achieve when they use the product. These user goals inform the information requirements that need to be addressed in order to achieve a high level of usability.



USER INVOLVEMENT

The most successful results are achieved when the user is involved in every step of the design process either through direct feedback, user testing, observation or informed evaluation using previously gathered information.



Designed by Pascal Raabe

Patient-Centered Care



NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society

“CITIZEN ENGAGEMENT IS ABOUT INVOLVING PEOPLE DIRECTLY IN THE DECISIONS THAT AFFECT THEIR DAILY LIVES.”

CITIZENS.EUROCITIES.EU

"NOTHING ABOUT US WITHOUT US"



Drawing: Zhenya Oliinyk

IDEATION DONE RIGHT



PROTOTYPING



**WHAT IS THE MOST INTERESTING THING YOU
DISCOVERED ABOUT YOUR USER?**

DID YOU CHANGE YOUR CHALLENGE BASED ON USER INSIGHTS?

WHY ITERATE?



YOUR VALUE PROPOSITION



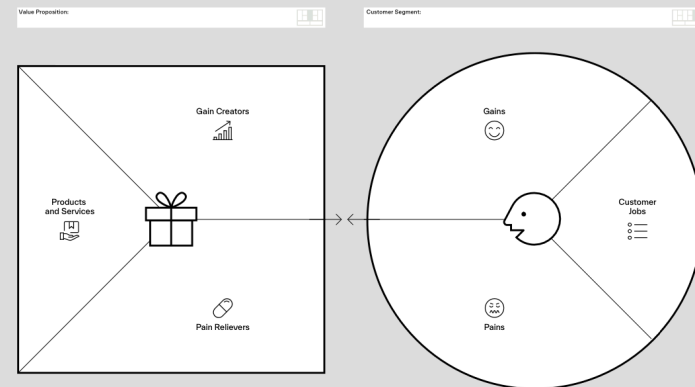
- Across all the industries, perceived quality affects customer advocacy more than any other element.
- Apple scored high on ? / 30 elements

The Elements of Value Pyramid
 Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT	Self-transcendence
LIFE CHANGING	Provides hope, Self-actualization
EMOTIONAL	Motivation, Heirloom, Affiliation/belonging, Reduces anxiety, Rewards me, Nostalgia/aesthetics, Design/aesthetics, Edge value, Wellness, Therapeutic value, Fun/entertainment, Attractiveness, Provides access
FUNCTIONAL	Saves time, Simplifies, Makes money, Reduces risk, Organizes, Integrates, Connects, Reduces effort, Avoids hassles, Reduces cost, Quality, Variety, Sensory appeal, Informs

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The Value Proposition Canvas



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