

HOW TO USE THE PRINCIPLES OF DESIGN THINKING
FOR BETTER UX AND MARKETING RESULTS

DESIGN THINKING



DEFINING
GOOD DESIGN.

**GOOD DESIGN IS
TAILORED TO ATTRACT
& SPEAK TO YOUR CORE
AUDIENCE.**

**GOOD DESIGN
LEADS THE VISITOR
BY THE HAND.**

**GOOD DESIGN SHOWS
YOUR VISITOR THAT
YOU ARE A
TRUSTWORTHY BRAND.**



**GOOD DESIGN
SIMPLIFIES COMPLEX
INFORMATION.**

NO NEED FOR MUCH BRAIN POWER.



**GOOD DESIGN
COMMUNICATES
WITHOUT
EXPLANATIONS.**



WORDCAMP
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**GOOD DESIGN
SOLVES USERS'
PROBLEMS.**

**HOW CAN WE ACHIEVE
GOOD DESIGN?**

**GOOD DESIGN IS NOT
ACHIEVED WITH THE
TOOLS WE USE.**

SO MUCH MORE THAN JUST A PRETTY FACE.



**GOOD DESIGN IS NOT
ABOUT MAKING THINGS
LOOK PRETTY AND
TRENDY.**

YOU DON'T NEED TO BE A VISUAL ARTIST TO HAVE CREATIVE IMAGINATION.



**GOOD DESIGN IS NOT
EVEN, OR NOT ALWAYS,
ABOUT CREATIVITY.**

**DESIGN IS NOT A LUXURY
OR AN ADD-ON.**

“MOST PEOPLE MAKE THE MISTAKE OF THINKING DESIGN IS WHAT IT LOOKS LIKE. PEOPLE THINK IT’S THIS VENEER — THAT THE DESIGNERS ARE HANDED THIS BOX AND TOLD, ‘MAKE IT LOOK GOOD!’ THAT’S NOT WHAT WE THINK DESIGN IS. IT’S NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. DESIGN IS HOW IT WORKS.”

Steve Jobs

AND I WON'T WAVE IT.



THERE IS NO MAGIC WAND.

DESIGN IS
A THOUGHT PROCESS
THAT MUST HAVE
THE END USER
AT ITS CENTRE.

INTRODUCING THE DESIGN THINKING METHODOLOGY

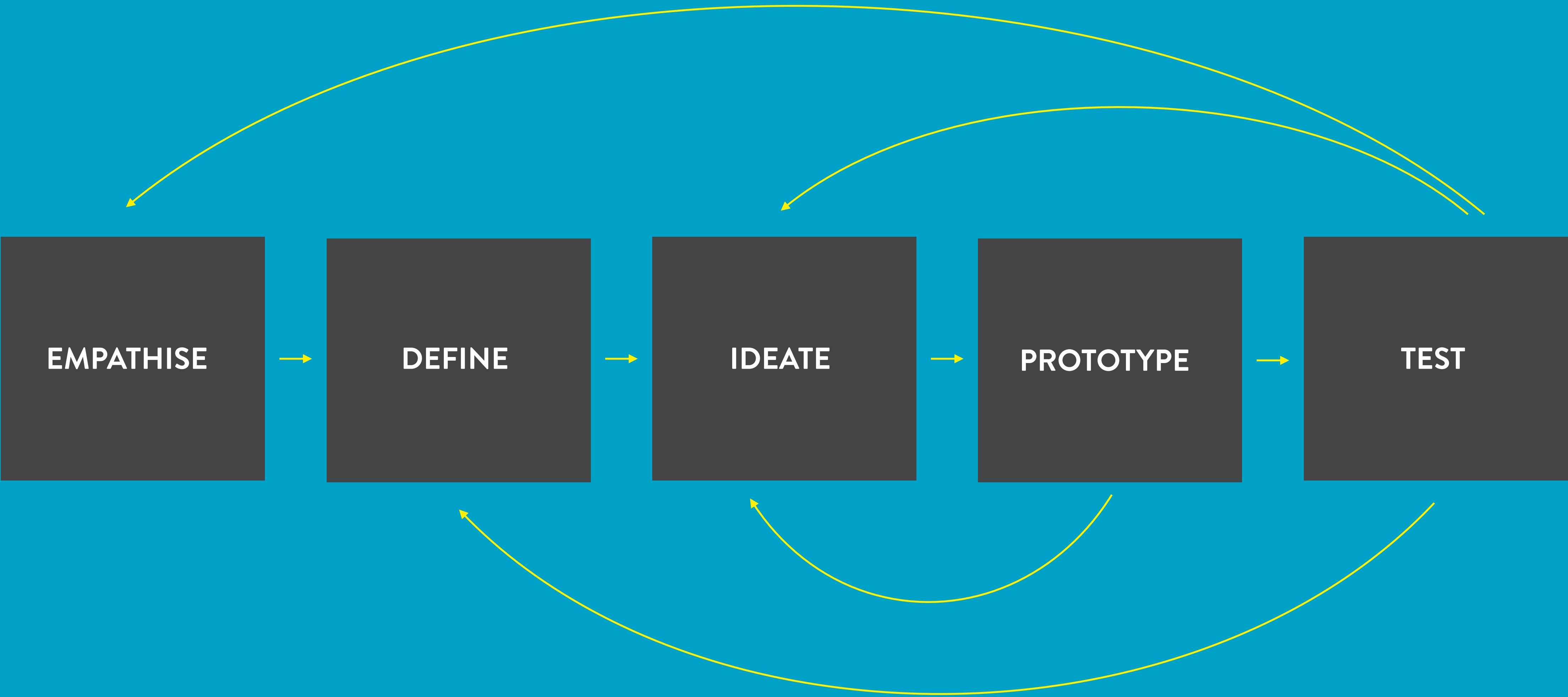
**DESIGN THINKING IS A
PROCESS FOR CREATIVE
PROBLEM SOLVING.**

DESIGN THINKING CAN BE
USED IN A VARIETY OF
SITUATIONS – NOT JUST
UX DESIGN.

**“THE MISSION OF DESIGN THINKING IS TO
TRANSLATE OBSERVATION INTO INSIGHTS AND
INSIGHTS INTO PRODUCTS AND SERVICES THAT
WILL IMPROVE LIVES.”**

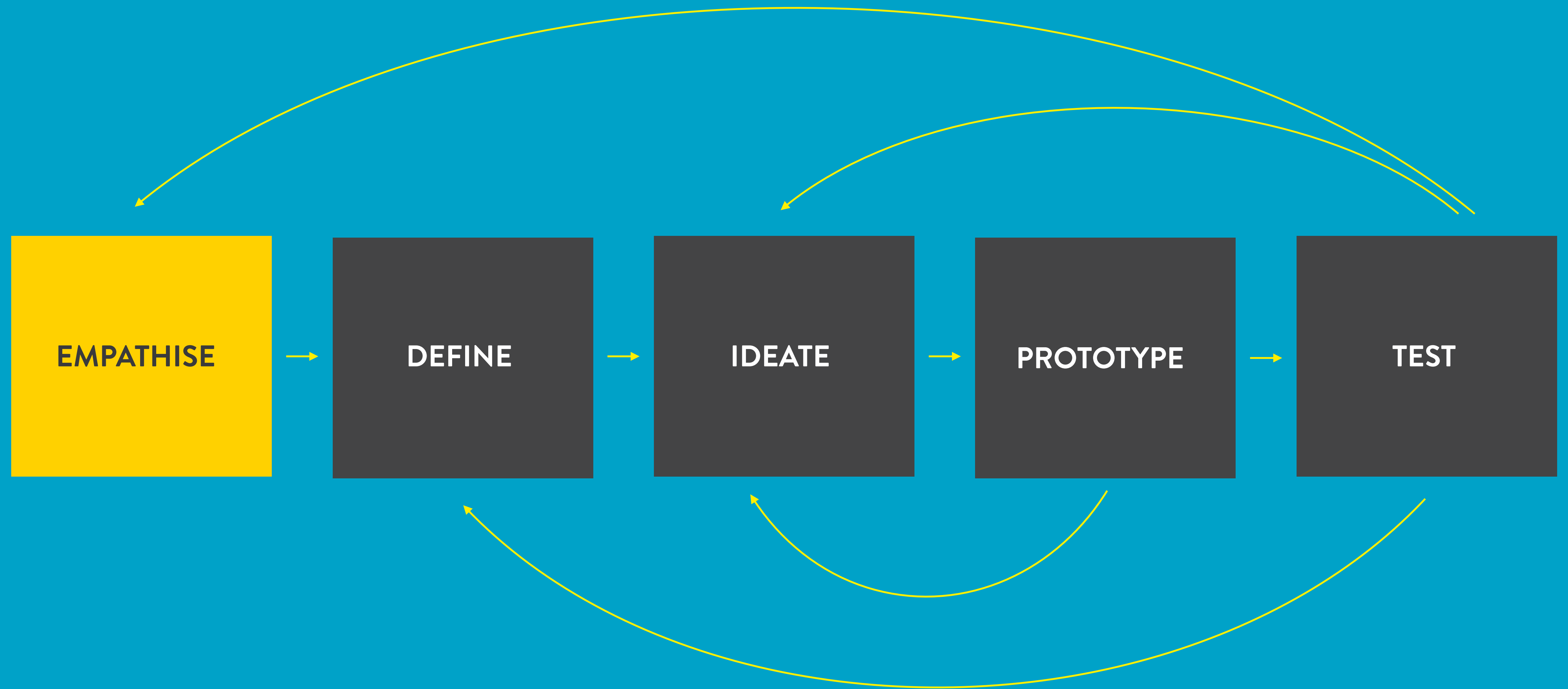
Tim Brown

DESIGN THINKING
FOCUSES ON AN OVERALL
GOAL, RATHER THAN A
SPECIFIC PROBLEM



DESIGN THINKING IS A
HUMAN-CENTRIC
PROCESS, AND IT STARTS
WITH EMPATHY.





EMPATHISE: RESEARCH
YOUR USERS,
UNDERSTAND THEIR
PROBLEM, BECOME THEM

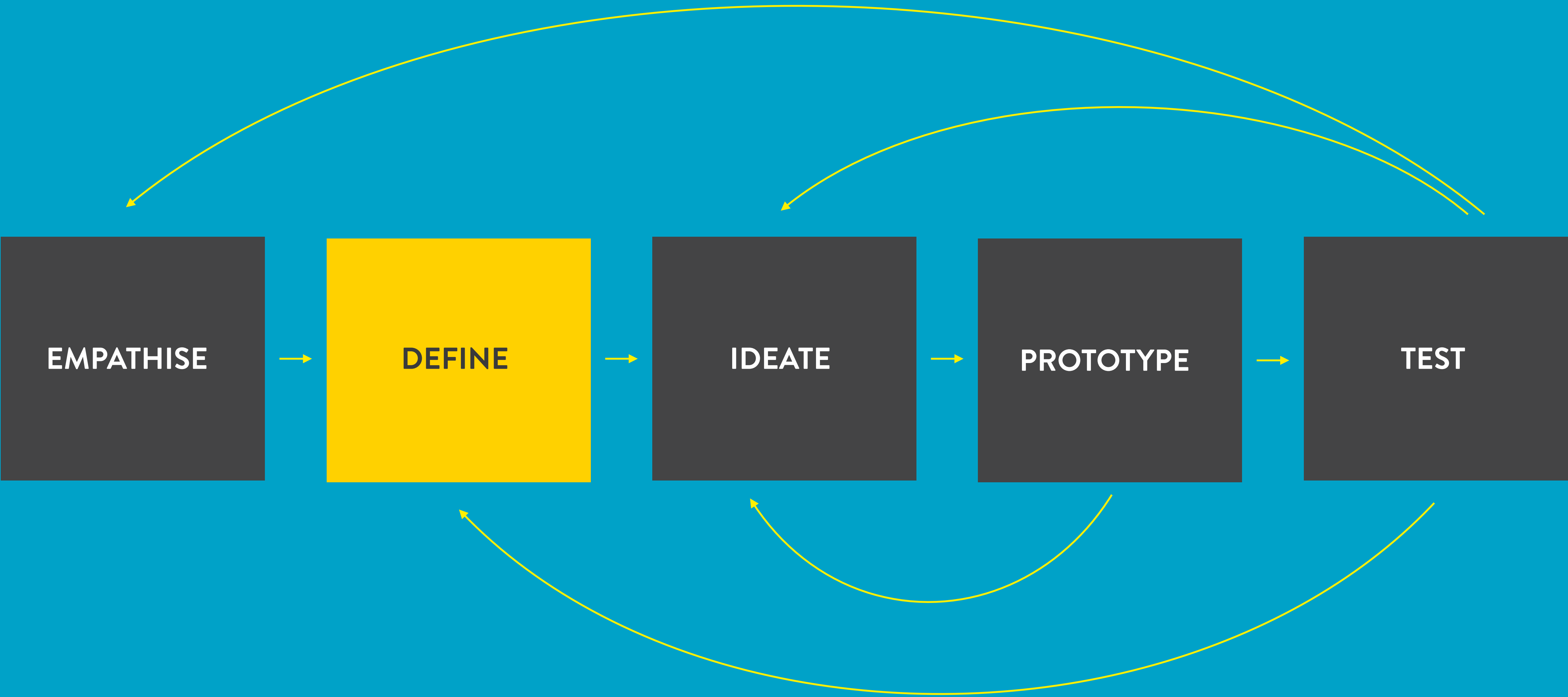
IT'S NOT THAT DIFFICULT TO ACHIEVE EMPATHY WITH YOUR USERS.



EMPATHISE TOOLS:
FIELD STUDIES, PERSONAS,
INTERVIEWS, USER MAPS

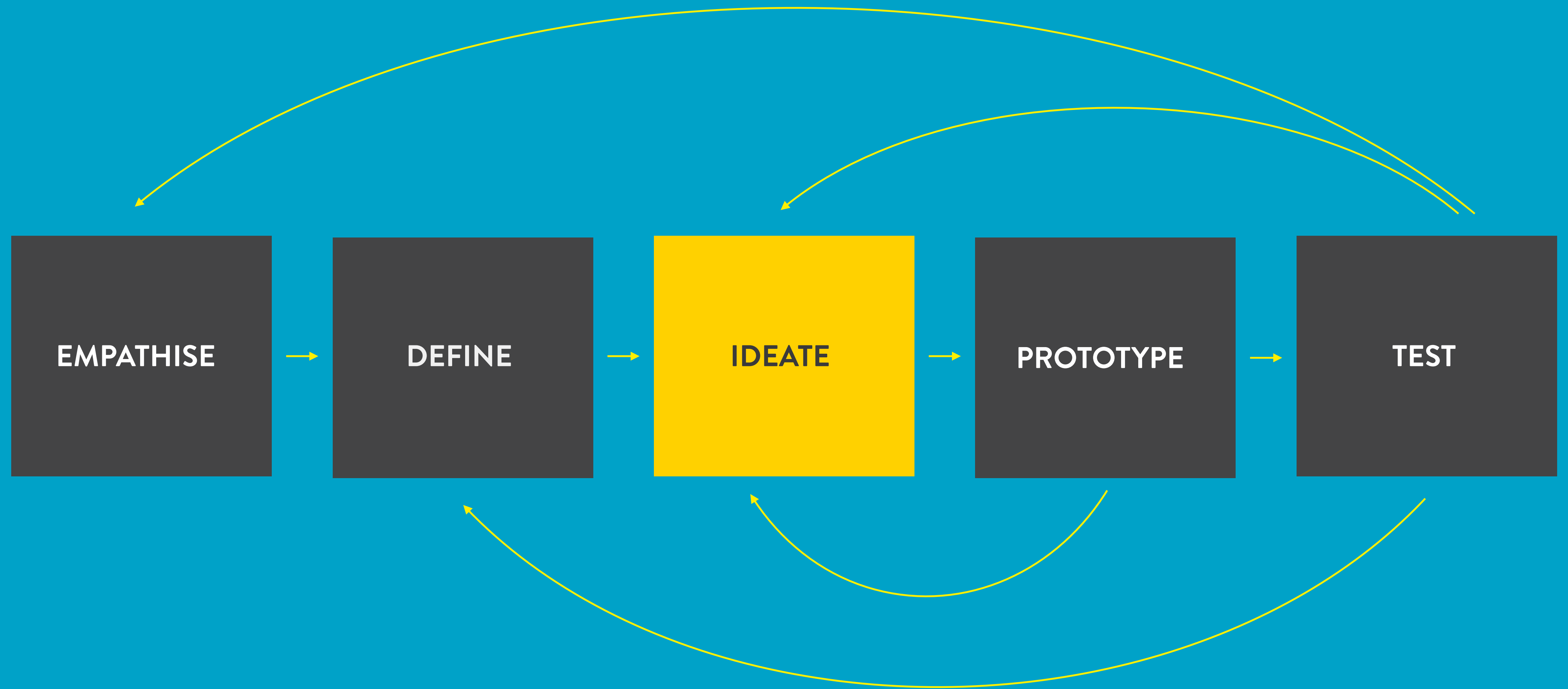


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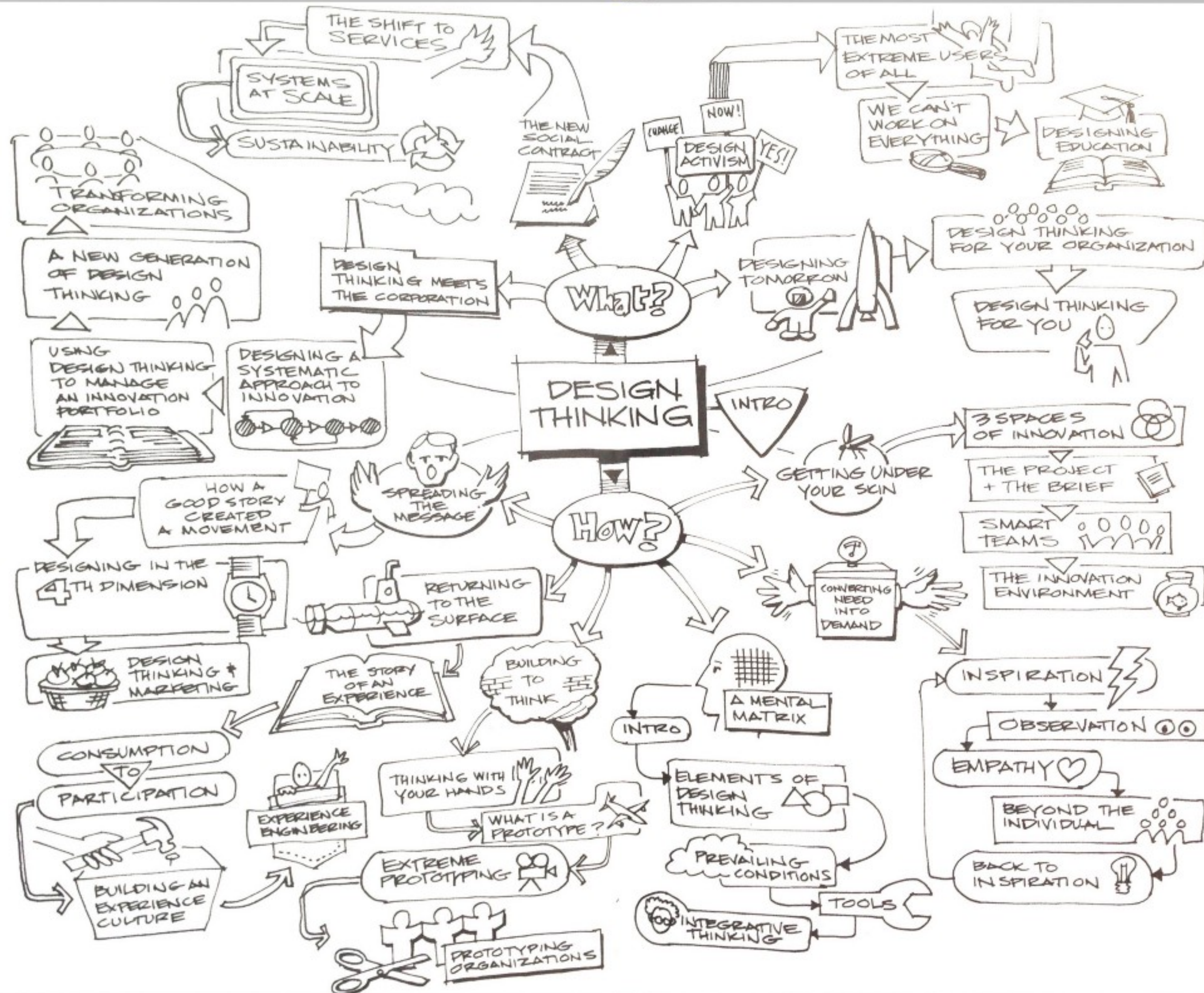
DEFINE A HUMAN-
CENTRED PROBLEM
STATEMENTS BASING IT
ON THE USERS.

DEFINE TOOLS:
THE 'HOW MIGHT WE...'
APPROACH

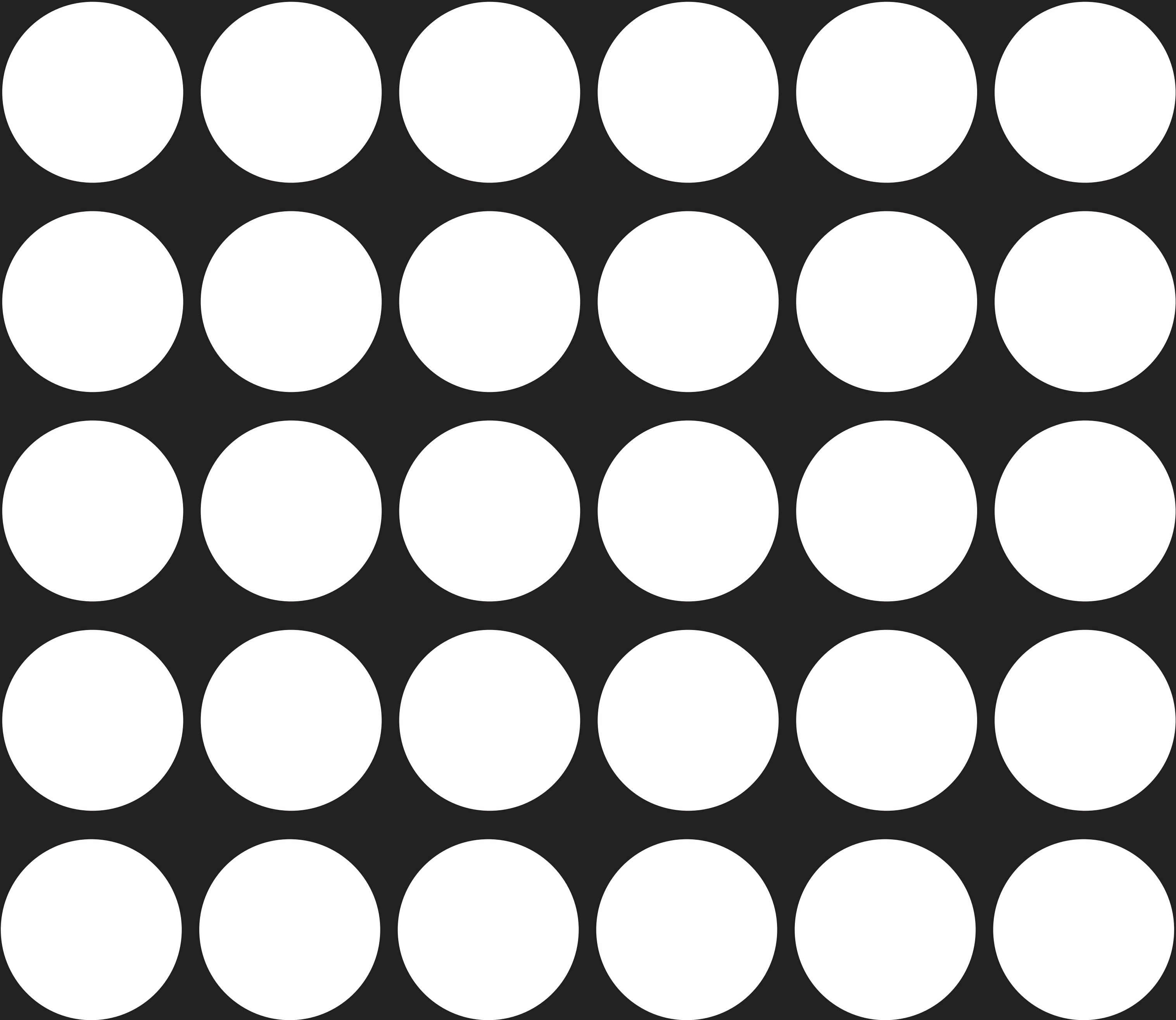


IDEATE: STIMULATE FREE
THINKING TO COME UP
WITH SOLUTIONS.

IDEATE TOOLS:
LET THE FUN COMMENCE



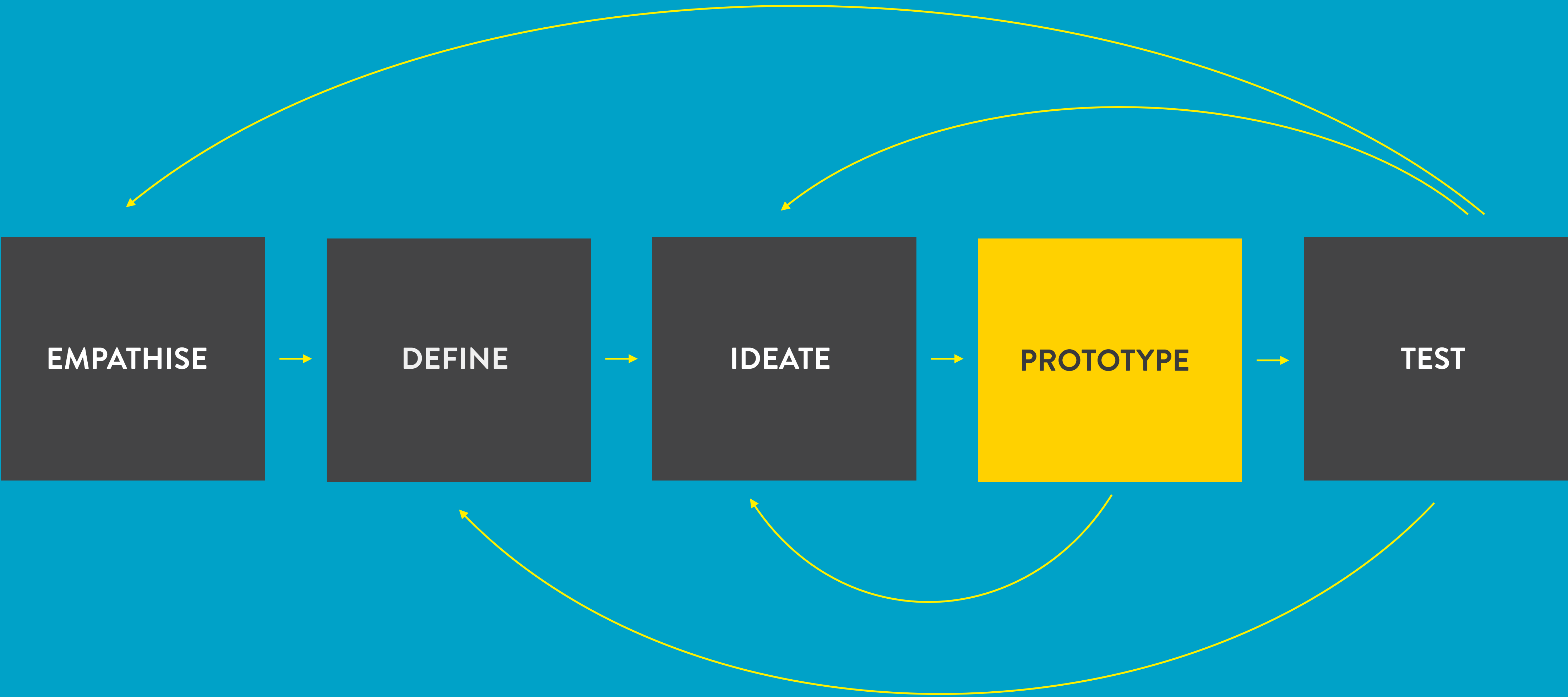
IDEATE TOOLS:
TAKE NOTES
& KEEP A JOURNAL



STRETCH YOUR OWN BOUNDARIES AND THOSE OF YOUR CLIENTS.

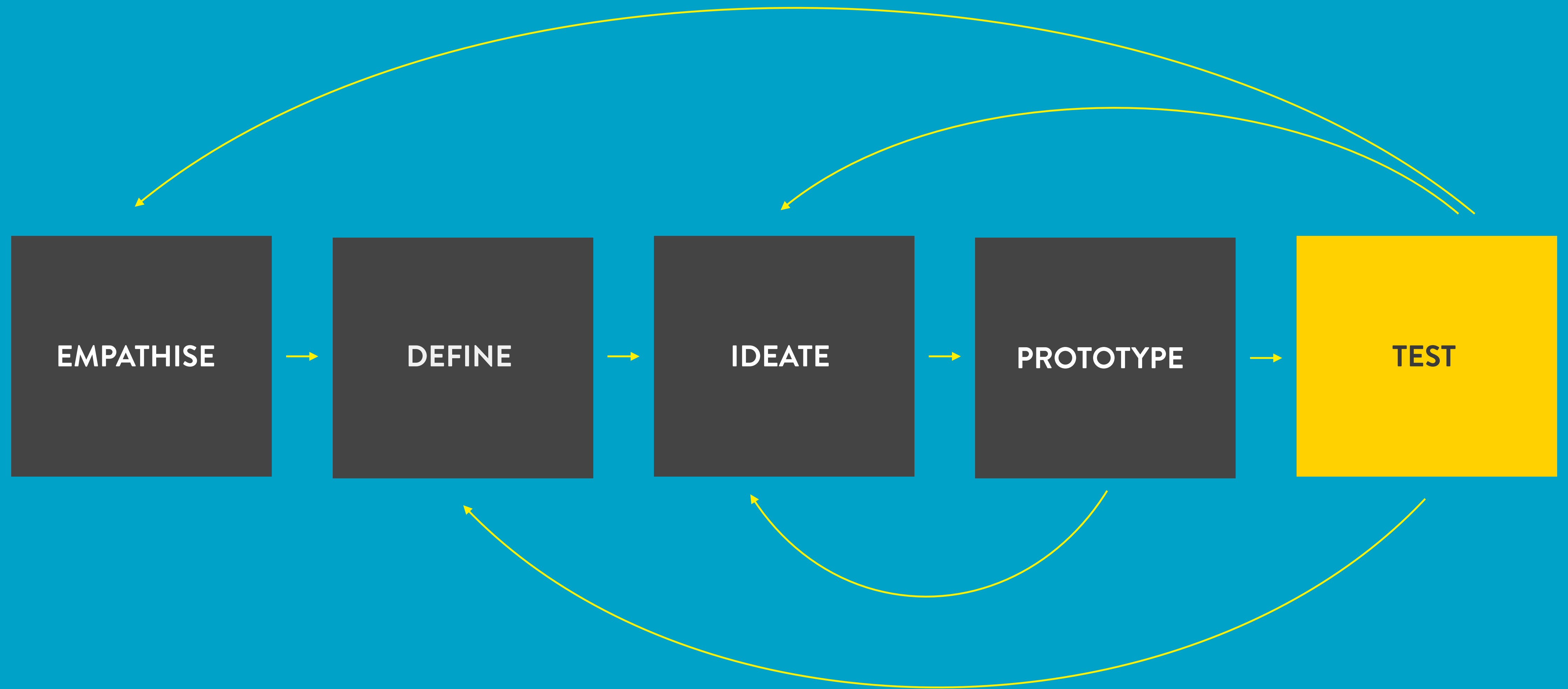


UP YOUR GAME WITH
YOUR CLIENTS AND MAKE
THEM DO THIS IN A
DISCOVERY SESSION.



PROTOTYPE: CREATE AN
INITIAL BASIC SOLUTION
TO THE PROBLEM, TO BE
SHARED AND TESTED.

PROTOTYPE TOOLS: FROM PENCIL AND PAPER TO WIREFRAMING TOOLS



TESTS ALSO CREATE NEW IDEAS FOR THE PROJECT.



TEST THE SOLUTION TO
REVEAL INSIGHTS THAT
HELP RE-DEFINE THE
PROBLEM AND LEARN
ABOUT USERS.

TESTS ALSO CREATE NEW IDEAS FOR THE PROJECT.



TEST TOOLS CAN BE
SIMPLE USABILITY TESTS
AND CONTINUED
FEEDBACK.


DESIGN THINKING IS A
JOURNEY OF MANY
DISCOVERIES, WITH MANY
STEPS BACKWARDS AS
WELL AS FORWARDS.

THE ENDLESS BENEFITS OF DESIGN THINKING


- ▶ It's human-centred. It makes your users love you.
- ▶ It minimises uncertainties and risks by considering a wide range of potential solutions.
- ▶ It's solution-focused. The prototyping and the testing ensure that the product hits the mark.
- ▶ This inevitably results in great user experience, because the solution is based directly on the user.
- ▶ Another inevitable by-product is better sales.

ANYONE CAN BE
A DESIGN THINKER.


Explore Airbnb



Homes



Experiences




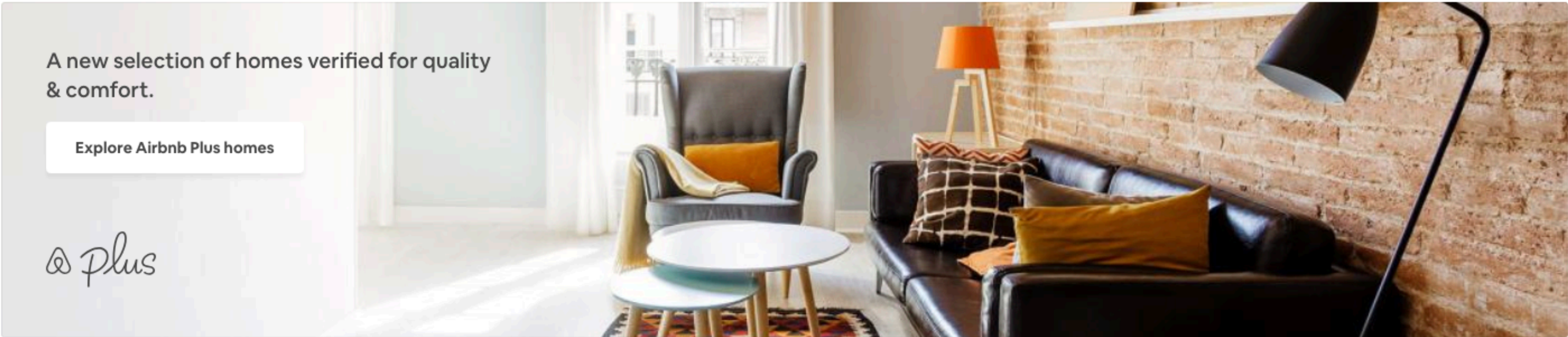
Restaurants

Introducing Airbnb Plus


A new selection of homes verified for quality & comfort.

Explore Airbnb Plus homes







Homes around the world




CYCLADIC HOUSE · OIA
Unique Architecture Cave House
\$618 AUD per night · Free cancellation
★★★★★ 125 · Superhost




ENTIRE APARTMENT · KØBENHAVN
Penthouse, 4-5 rooms + 5 balconies
\$321 AUD per night · Free cancellation



PRIVATE ROOM · CANICATTÌ
House in countryside (30 km dal mare)
\$64 AUD per night · Free cancellation



ENTIRE LOFT · MEXICO CITY
Apartment 1 of 4 with green terrace in Roma Norte
\$109 AUD per night · Free cancellation



ENTIRE APARTMENT · HVAR
The best position in Hvar!
\$85 AUD per night · Free cancellation
★★★★★ 280 · Superhost



Think different.







IF ANYONE CAN, YOU CAN.



BE A **GOOD**
DESIGN THINKER.

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THANK YOU

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