

Using Design Thinking in L&D Programs

Empathize



Deeply engage the challenge at hand. Put yourself in the shoes of the learner and take on their perspective with the help of empathy maps, focus groups, surveys and interviews.

- Put aside your ego
- Actively listen
- Stay curious
- Observe non-verbal expressions
- Have the user's interest in mind
- Abandon pre-conceived notions
- Experience their environment



For a human-centered design process, designers will need to take on an active role of information gathering through observing and engaging issues involved in the challenge at hand.



What?

Immerse yourself in the environment of the user to make first-hand observations on what they are doing (or trying to do) and what is happening



How?

Determine how the user is doing what they are doing and how it makes them feel. What's the emotional impact of the task they are performing?



Why?

Now figure out why the person is having the experience they are having with the process. What are the underlying factors?

Define

Put together the information you gathered – your analysis, observations and data from surveys, maps and interviews. Work to synthesize the information to articulate the core challenges.



Can you reframe the challenge as a question?



Reframing the challenge as a question will give you a springboard to development. For instance - Can we create opportunities for users to learn from their peers?

State the problem in a human-centered manner.



The articulation of the question will help lead to ideas for solutions. Once you state the question, you can start to define the specific ways you will tackle the challenge. The next step in the process builds from this definition and because Design Thinking is fluid, you can always circle back.

Ideate

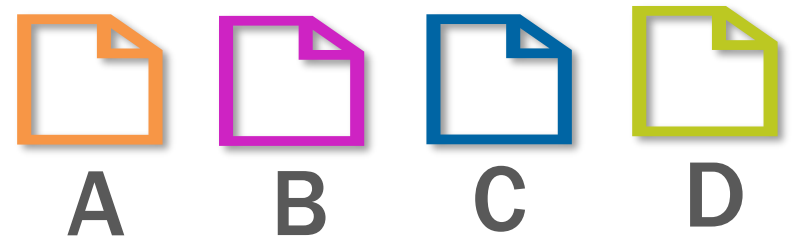
- Whiteboard
- Mind map
- Storyboard
- Brainstorm
- Brainwrite
- Sketchstorm



EXPAND THE PROBLEM SPACE

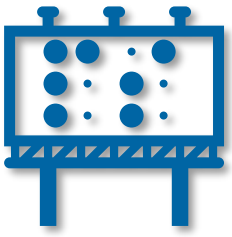
Gather as many ideas as possible

TRY A POST-IT VOTE



Working with a team? Once you've gathered some viable ideas, host a vote so that members can choose their favorite ideas to narrow down the results. What are the best, most innovative, practical, human-centered ideas?

Prototype

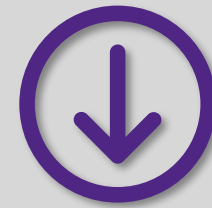


Begin to create the solution from start to finish. This could be a scaled down or partial version of a whole for testing purposes.

Why not just start creating the end result?

- So you can let any bad ideas fail quickly
- So you remain open to experimentation
- So you invest less money in bad ideas
- So you are more inclined to change without fear of losing time investment
- So you protect time for the final product

FROM THE ABSTRACT IDEA



TO THE TANGIBLE



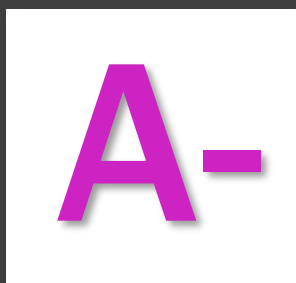
TO THE TESTED



WITH THE USER IN MIND

WITH THE USER IN MIND

Test



Test out the best solutions that were created during the prototype phase. Be ready to circle back to earlier phases to empathize, alter and refine.

- Is it optimally desirable to people?
- Is it a feasible use of technology?
- Is it viable within your business?



CONDUCT A USER TEST

The test environment should ideally be the same real-life environment and scenario where the users will encounter the final product.

- Observe users (if possible)
- Prepare users to present feedback
- Capture feedback
- Follow-up on feedback (if needed)

Refine



End Result

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