


Learning Experience Design

 **ONLINE CONFERENCE** SM

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Improving Learning Experiences with Design Thinking

Kristen Hayden Safdie, *Motivf*

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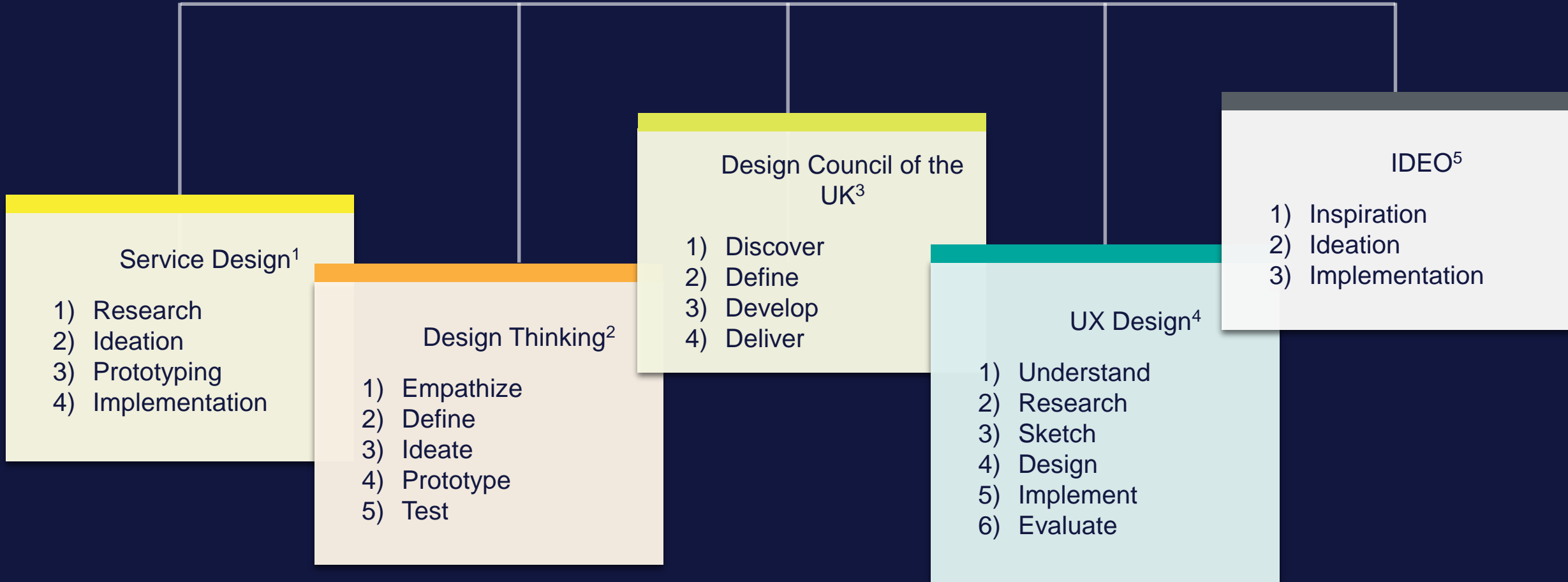


401: Improving Learning Experiences with Design Thinking

Kristen Hayden Safdie, Motivf

Human-Centered Design

(Just a few of the many methodologies under this umbrella)



¹ <https://www.thisisservicedesigndoing.com/methods>

² <https://dschool-old.stanford.edu/sandbox/groups/designresources/wiki/36873/attachments/74b3d/ModeGuideBOOTCAMP2010L.pdf?sessionID=573efa71aea50503341224491c862e32f5edc0a9>

³ <https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond>

⁴ <https://uxplanet.org/user-experience-design-process-d91df1a45916>

⁵ www.ideo.org/approach

Service Design¹

- 1) Research
- 2) Ideation
- 3) Prototyping
- 4) Implementation



Understand the audience
and the problem

Design Thinking²

- 1) Empathize
- 2) Define
- 3) Ideate
- 4) Prototype
- 5) Test

Design Council of the UK³

- 1) Discover
- 2) Define
- 3) Develop
- 4) Deliver



Find a solution that might
work

UX Design⁴

- 1) Understand
- 2) Research
- 3) Sketch
- 4) Design
- 5) Implement
- 6) Evaluate

IDEO⁵

- 1) Inspiration
- 2) Ideation
- 3) Implementation



Prototype and test that
solution

Research
Research

Empathize

Discover

Understand

Inspiration



Understand the audience
and the problem

Define
Define

Ideate
Ideation



Find a solution that might
work

Sketch

Design

Prototype
Prototyping

Implementation
Implement

Deliver Test

Develop

Evaluate



Prototype and test that
solution



What's Your Problem?



Pick a Problem



How Might We?

Yes, and (part 1)



1

Empathize

Who does this affect?

A close-up photograph of a hand with fingers slightly spread, reaching out towards the viewer. The hand is positioned on the left side of the frame, with the palm facing the right. The lighting is soft, highlighting the texture of the skin. The background is a solid, light blue color.

End Users

Stakeholders

TASK



Write what the person needs to accomplish.



Write each step the person needs to take to accomplish the task (one step per box).



Write what the person is thinking or saying while performing each step.



Write what the person is doing or seeing while performing each step. ("I am...")

CONFIDENCE

Ask the person to place a dot to describe their confidence level during the task.

STEP

THINKING/SAYING

DOING

	 Environmental <small>Ex: Describe what you see, what you hear, what you feel, what you smell, what you taste.</small>	 Mental-Emotional <small>Ex: Describe what you are thinking, feeling, or believing.</small>	 Culture <small>Ex: Describe what you are learning, what you are doing, what you are saying, what you are feeling.</small>	 Social <small>Ex: Describe what you are saying, what you are feeling, what you are doing, what you are learning.</small>	 Technology <small>Ex: Describe what you are using, what you are doing, what you are learning, what you are feeling.</small>
 Learning Context					
 Performance Context					

A close-up photograph of a hand with fingers slightly spread, reaching out from the left side of the frame. The hand is positioned behind a dark blue semi-transparent overlay that covers the left half of the image. The background of the entire image is a light cream color.

End Users

Stakeholders



2

Define

What's your real problem?



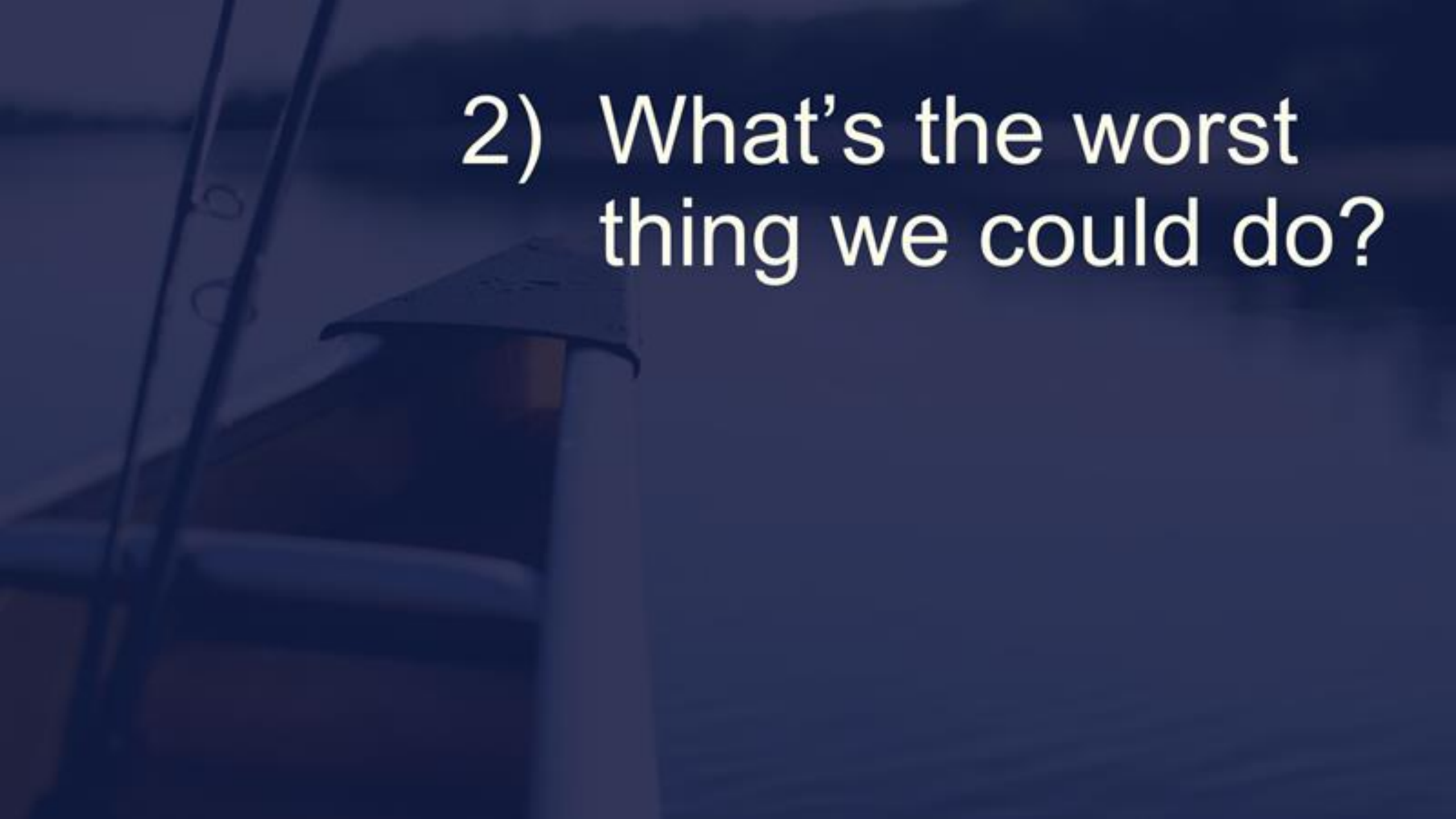
3

Ideate

Yes, and (part 2)



1) What could we do?



2) What's the worst
thing we could do?



3) What else could
we do?

Use These Resources

- **Stanford d.school (dschool.stanford.edu)**
An authoritative source of design thinking resources and history. Free resources!
- **IDEO ([ideo.org](https://www.ideo.org))**
An organization that has been working on hairy problems using human-centered design for years. Their toolkit is a great way to find the exercises that work well for your needs.
- **Google Ventures Design Sprint (gv.com/sprint)**
The GV Design Sprint provides a full blueprint for a 5-day sprint. If you have an opportunity to work on a problem and get a prototype out quickly, this is a great way to spend a week.

Other Things I Used

- unsplash.com
- pixabay.com

Follow These People

- **Connie Malamed (@elearningcoach)**
Connie has done a lot of work on explaining design thinking for L&D on her podcast and has held workshops on the topic at conferences.
- **Sharon Boller (@Sharon_Boller)**
Sharon just release a book yesterday!.
- **Tracie Cantu (@tracie_marie)**
Tracie has shared information about using personas in L&D, which served as inspiration for the use of personas in this presentation.
- **Bianca Woods (@biancawoods)**
Bianca has helped to demystify design thinking for L&D and provide space for sharing knowledge and resources.



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