



EMPOWERING STUDENTS TO MAKE A DIFFERENCE



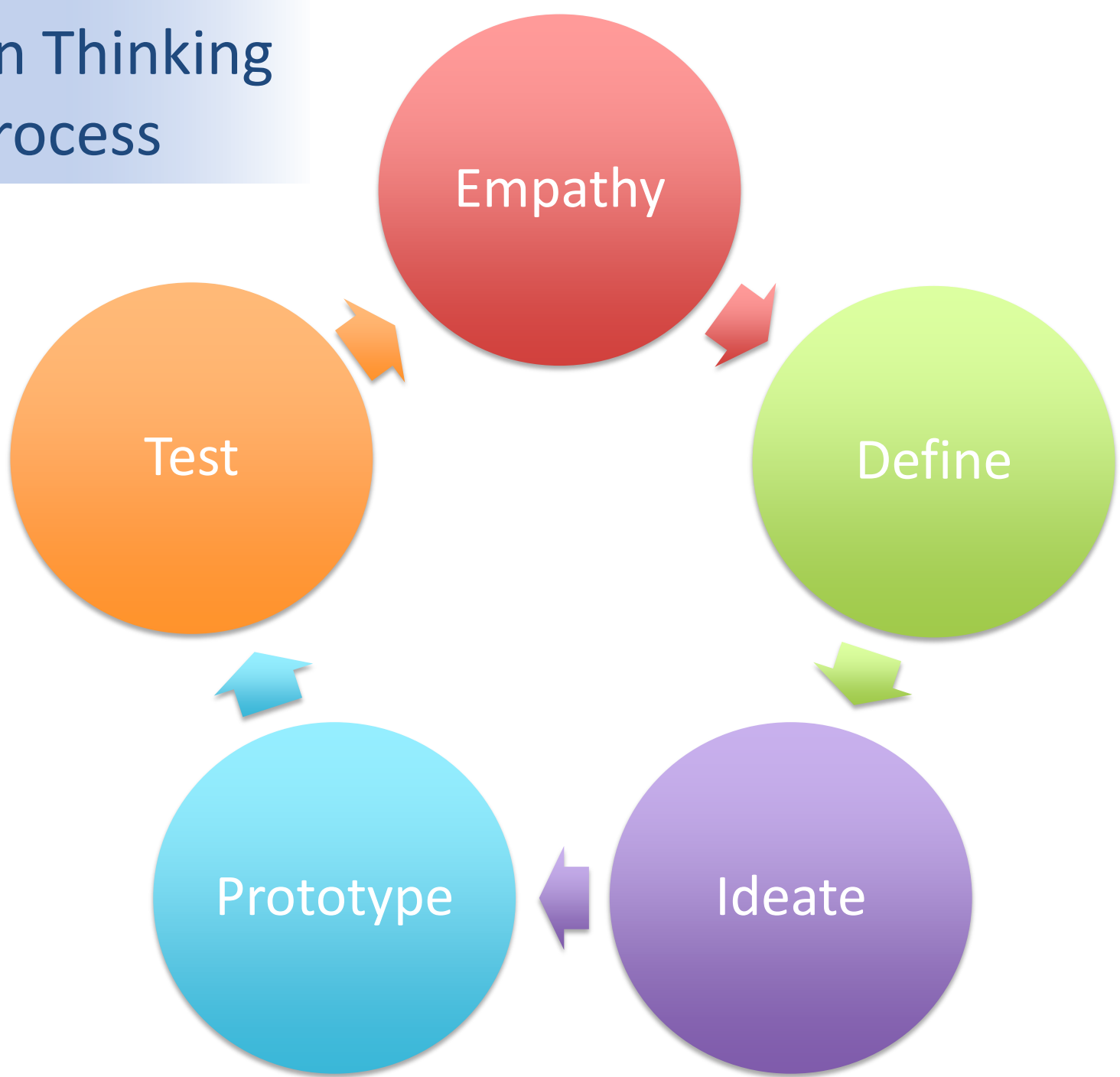
ERSTE Stiftung



WIRTSCHAFTS
UNIVERSITÄT
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ECONOMICS
AND BUSINESS



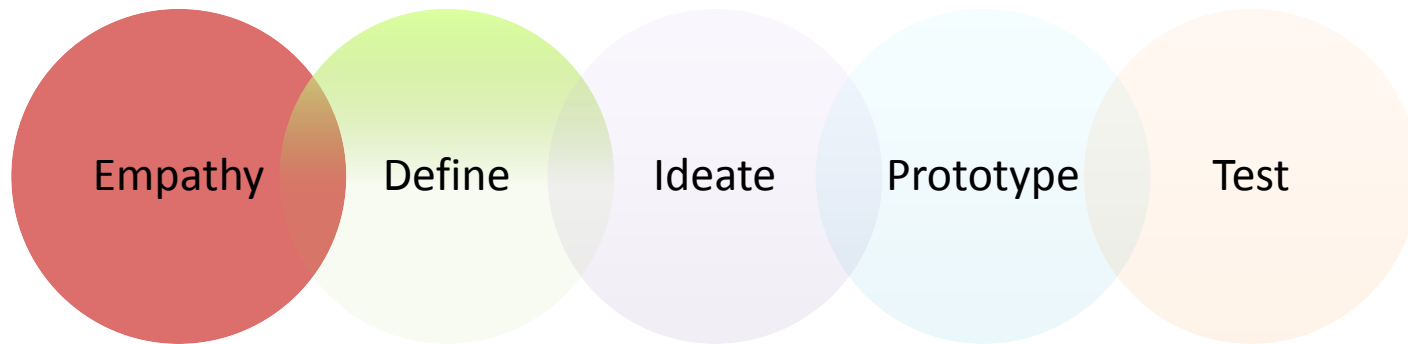
Design Thinking Process



Identify a Challenge

Which social problem concerns you?

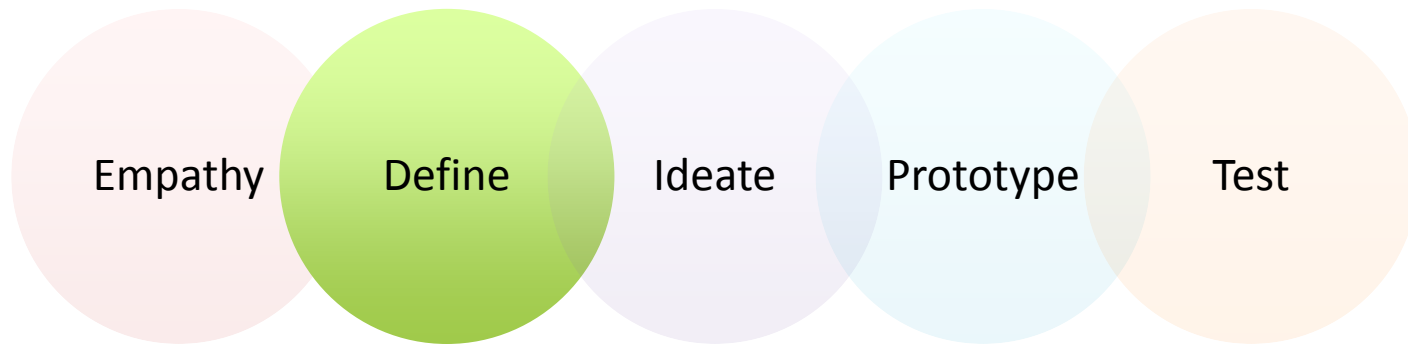
Empathy



Let's Practice



Define



Reframe the problem

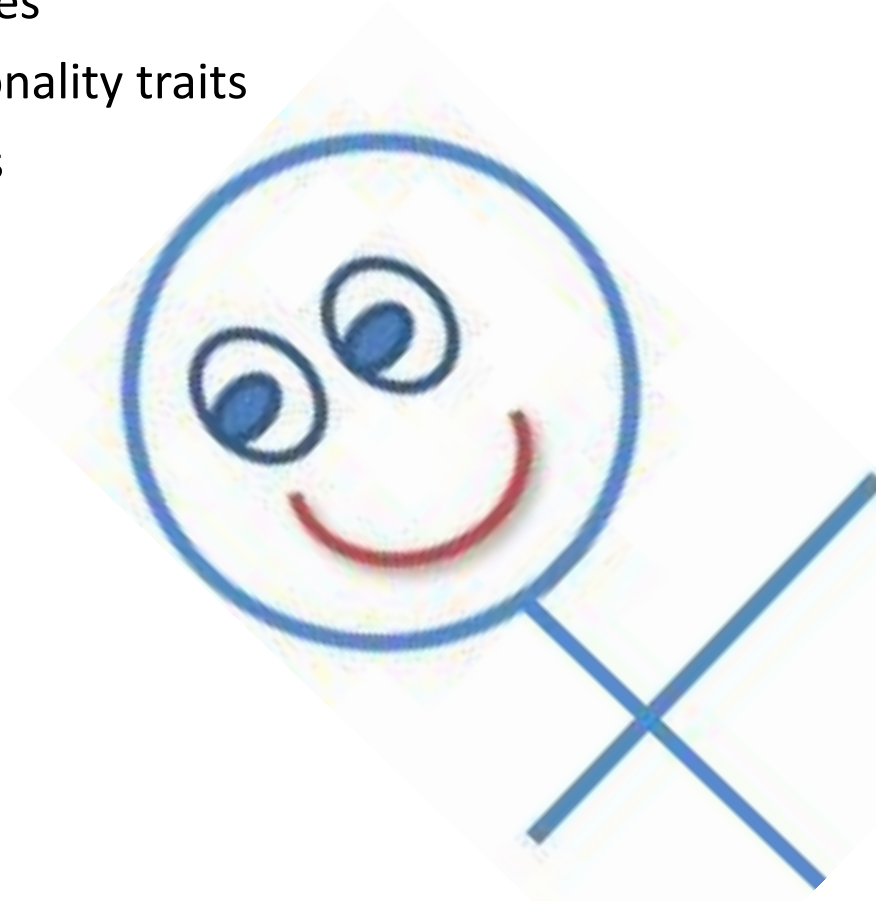
How might we?

- Recognize **existing knowledge**
- **Identify** people to speak with
- Who is your **end user**?

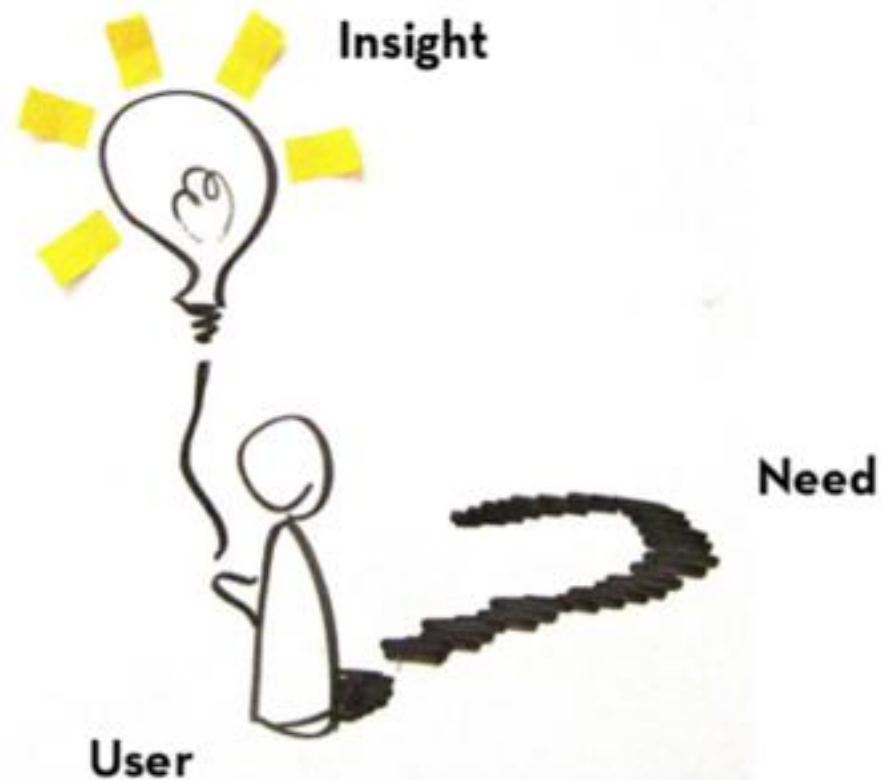
What user will you design for?

Things you need to write to create a persona

- Name
- Age
- Gender
- Marital Status
- Kids
- Hobbies
- Draw their face
- Work/Study
- Likes/Dislikes
- Service context
- Quotes
- Personality traits
- Goals



Focus on the user, his/her needs and insights.

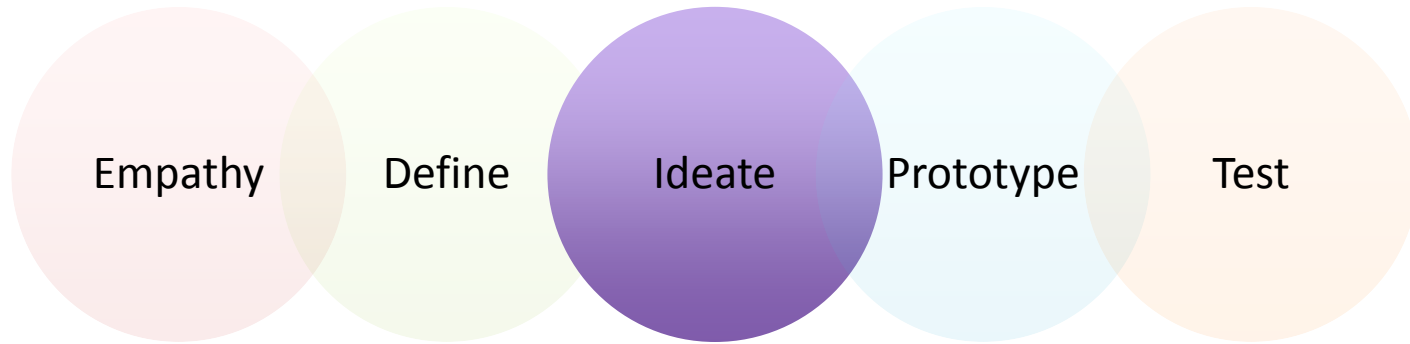


Identify areas of opportunity

Now having 3 Insights.....

How might we...

Ideate



Brainstorming around insights

Average 10 minutes per insight

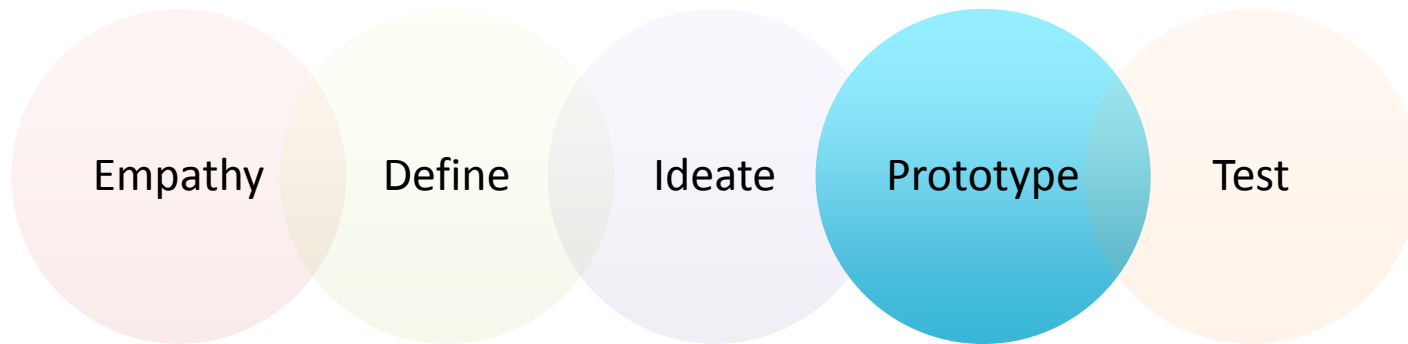
And choose....!!!

Solution wanted

1 Flipchart, 5 Answers

1. *What is the name of the project?*
2. *What happens in the project?*
3. *How is it benefiting the target group?*
4. *Where will the first 20 revenue come from?*
5. *Who are 5 people who could give you the most valuable feedback on?*

Prototype



Test

