

DM505-3-M-DT

DESIGN THINKING

Week 1
Module Overview

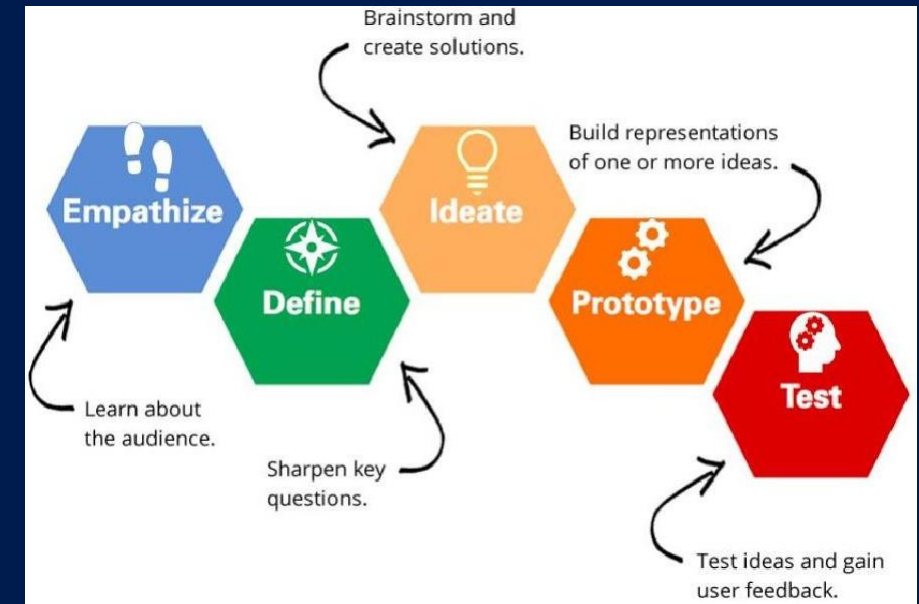
LEARNING OBJECTIVES

At the end of this class, students will be able to:

- Define what Design Thinking is
- Identify the module information, topics, coverage, delivery, and assessment methods.
- Identify Learning Outcomes and Assessment Rubric of the module

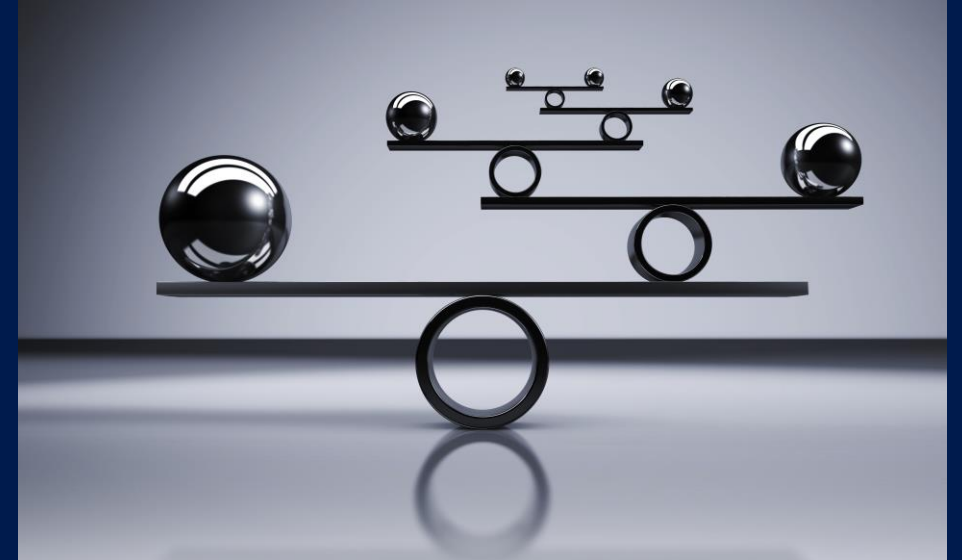
Module Overview

The association of design and its changing function in technology has fueled the need for a competitive advantage, Design Thinking. The module is a creative approach for applying novel solutions to difficult problems. Students will learn to critically assess the processes, outcomes and effects of design thinking, focus on listening, user empathy, collaboration and experimentation.



Module Overview

The module investigates the fundamentals of strategic thinking with the aims of end user motivation and needs while focusing on the right value proposition to solve their needs. The application of method cuts through design, business, innovation and many other disciplines as students embrace thinking of problems differently, capturing the value of their ideas, create physical prototypes, a visual representation of an idea.

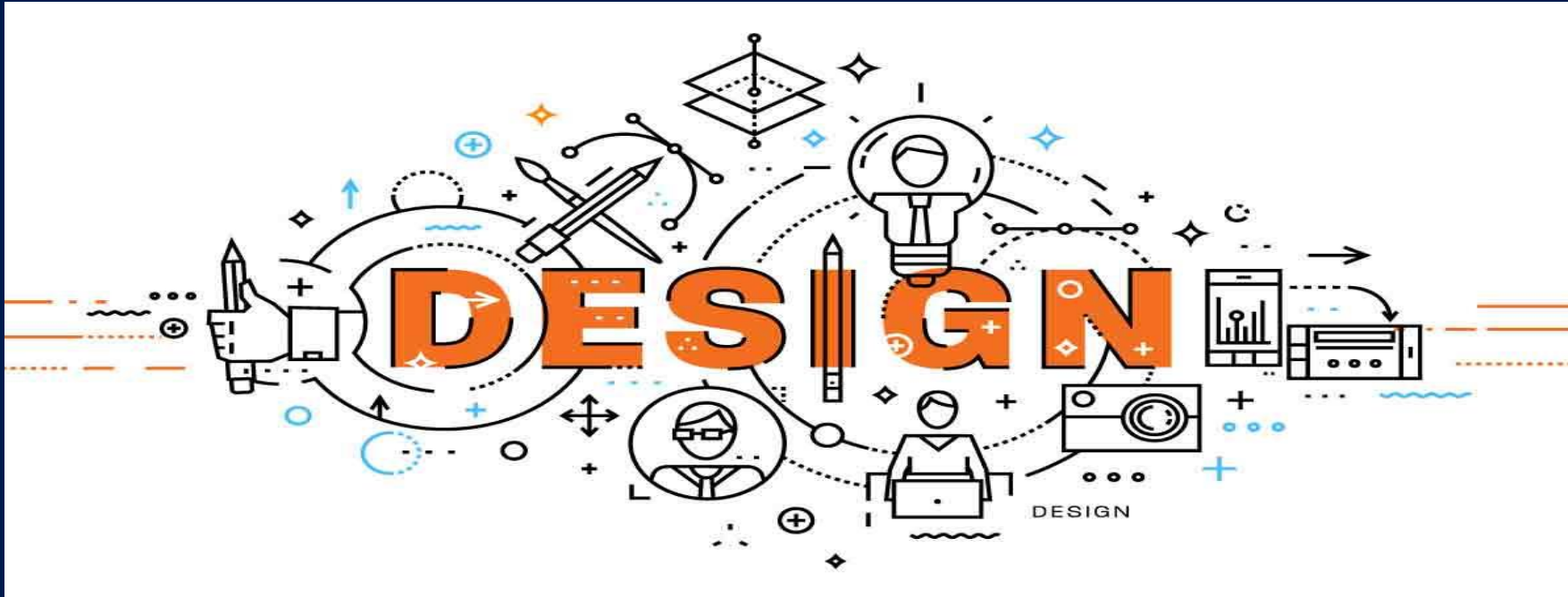


Module Overview



Students will do design using a human-centred process while at the same time, students will think design as they examine what and how people learn while engaged in the design process.

Module Overview



Students will learn how design outcomes, whether successes or failures, shape and are shaped by socio/cultural and historical factors. Students will learn to critically assess the processes, outcomes and effects of design engagement.

Module Overview

During the module, students will have opportunities to test and explore the concepts of design thinking through small-group, hands-on participation in projects, specifically created to reinforce module content.



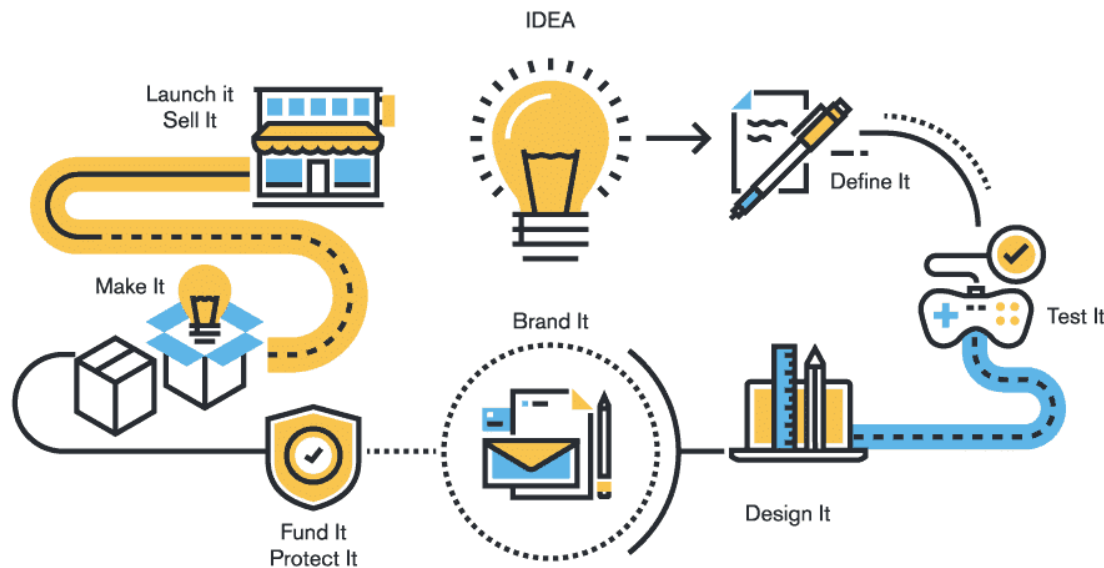
Module Overview

The module will be teamwork-oriented, but students will also complete readings and independent activities that support the group work and ensure individual depth of knowledge.



Final Outcomes Expectations

The Process



- **Demonstrate** decision making capacities in creating appropriate questions in gathering empathy data for target audiences from different “cultures”.
- **Present** test innovative ideas through a rapid iteration cycle through case presentation.
- **Organise** findings of design management theory in the context of local or international perspective through digital documentation.

Assignment Overview

Assessment 1: Portfolio 15%

Assessment 2: Report Toolkit Documentation

Assessment 3: Individual Report 50%

Portfolio 15%

You need to prepare a **1500 word** proposal and critical analysis for the organization/service/product/company based on the list below:

- Client profile
- Background of organisation/service/product/company
- Design Challenges
- Notes on issues or pain points
- Pictures of activities across the phases
- Any other material that can be used as ways to showcase thought process in developing each stage

Portfolio 15% - Marking Rubrics

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
0% - 5%	6% - 7%	8% - 9%	10% - 11%	12% - 15%
<p>Background of organisation/service/product/company was not presented</p> <ul style="list-style-type: none"> Design Challenges were not explained and elaborated. Notes on issues or pain points were not displayed. No collection of pictures of activities across the phases No amount or very little other relevant material that can be used as ways to showcase thought process in developing each stage 	<p>Background of organisation/service/product/company was poorly presented</p> <ul style="list-style-type: none"> Design Challenges were poorly explained and elaborated. Notes on issues or pain points were poorly displayed. Poor collection of pictures of activities across the phases Poor amount of other relevant material that can be used as ways to showcase thought process in developing each stage 	<p>Background of organisation/service/product/company was presented satisfactorily</p> <ul style="list-style-type: none"> Design Challenges were explained and elaborated satisfactorily Notes on issues or pain points were displayed satisfactorily Satisfactory collection of pictures of activities across the phases Satisfactory amount of other relevant material that can be used as ways to showcase thought process in developing each stage 	<p>Background of organisation/service/product/company was well presented</p> <ul style="list-style-type: none"> Design Challenges were well explained and elaborated Notes on issues or pain points were well displayed Good collection of pictures of activities across the phases Good amount of other relevant material that can be used as ways to showcase thought process in developing each stage 	<p>Background of organisation/service/product/company was presented exceptionally well</p> <ul style="list-style-type: none"> Design Challenges were exceptionally well explained and elaborated Notes on issues or pain points were exceptionally well displayed Exceptionally good collection of pictures of activities across the phases Exceptionally good amount of other relevant material that can be used as ways to showcase thought process in developing each stage

Report Toolkit Documentation 35%

- Document your active toolkit to support your design thinking practice. In each section, outline a mode of a human-centered design process, and then describe the specific methods to do design work for your selected organization/service/product/company. These process modes and methods provide a tangible toolkit which support the mindsets that are vital attitudes for a design thinker to hold. You need to fulfil these 2 criteria in order to complete an outcome for this assessment:

Report Toolkit Documentation 35%

1. Application of DT tools (25%)
 - Empathy Interview Questions
 - Persona Development
 - Point of View
 - Ideation Ranking Table
2. Final Prototype
 - Concept Design (and SRP Toolkit)

These toolkits will also form the basis of the development of the project case report.

Report Toolkit Documentation 35% Marking Rubrics

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
0% - 8%	9% - 17%	18% -22%	23% - 29%	30% -35%
Failure to complete three or more of the toolkits on time.	Failure to complete any two of the toolkits.	Completes all toolkits on time albeit one or more of the toolkits does not map to the design challenge.	Completes all toolkits on time albeit one or more of the toolkits and clearly mapped to the design challenge	<p>Completes all toolkits on time albeit one or more of the toolkits and clearly mapped to the design challenge</p> <p>Creative use and execution of the toolkits for all five phases e.g. use of google forms for data collection during empathy.</p>

Case Study Report 50%

1. Case study report: Problem based Individual Project Presentation (20%)
 - Presentation of key points from the case study report.
 - Summary of the design challenge and five steps used in the report, presented as a summary.
 - Presentation done using Scene, Role and Prop approach.

Case Study Report 50%

2. Case study report: Problem based Individual Project – Documentation (30%)
 - Report written to reflect insights from research and data collected throughout the five-phase design project.
 - Specifically, data collection and research that leads to accurate representation of deliverables under the empathy, define, ideation, prototyping and testing phases will be reported.

Case Study Report 50% - Marking Rubric

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
0% - 19%	20% - 24%	25% - 32%	33% - 37%	38% - 50%
<ul style="list-style-type: none"> • Report and presentation do not cover five core phases of design thinking, and/or lacks flow from one phase to another. • Poor formulation of the design challenge • No evidence of data and/or research in developing the report for any one or more of the five DT phases. 	<ul style="list-style-type: none"> • Report and presentation do address core phases of design thinking but lacks flow from one phase to another. • Poor formulation of the design challenge • No evidence of data and/or research in developing the report for any one or more of the five DT phases. 	<ul style="list-style-type: none"> • Report and presentation clearly describe all phases within DT. • Clear design challenge formulated • Limited use of research material and data across the phases. 	<ul style="list-style-type: none"> • Report and presentation clearly describe all phases within DT. • Clear design challenge formulated • Good use of research material and data across the phases. 	<ul style="list-style-type: none"> • Report and presentation clearly describe all phases within DT. • Clear design challenge formulated • Excellent use of research material and data across the phases. • Good potential in terms of commercialization of prototype.

Timeline of Execution

Description	Start Date	End Date	Duration
Assessment 1	Week 1	Week 12	12 weeks
Interim Checkpoint 1	Week 3, 7, 9	Week 9	3 weeks
Assessment 2	Week 1	Week 7	7 weeks
Interim Checkpoint 1	Week 4	Week 6	2 weeks
Assessment 3	Week 1	Week 10	10 weeks
Interim Checkpoint 1	Week 3, 7, 9	Week 9	3 weeks

End



If you have any questions, you can email me at:

idzuan.othman@apu.edu.my.

You can also book a consultation with me or send me a message through
Microsoft Teams