MARIETTA COLLEGE
Design Thinking Proposal

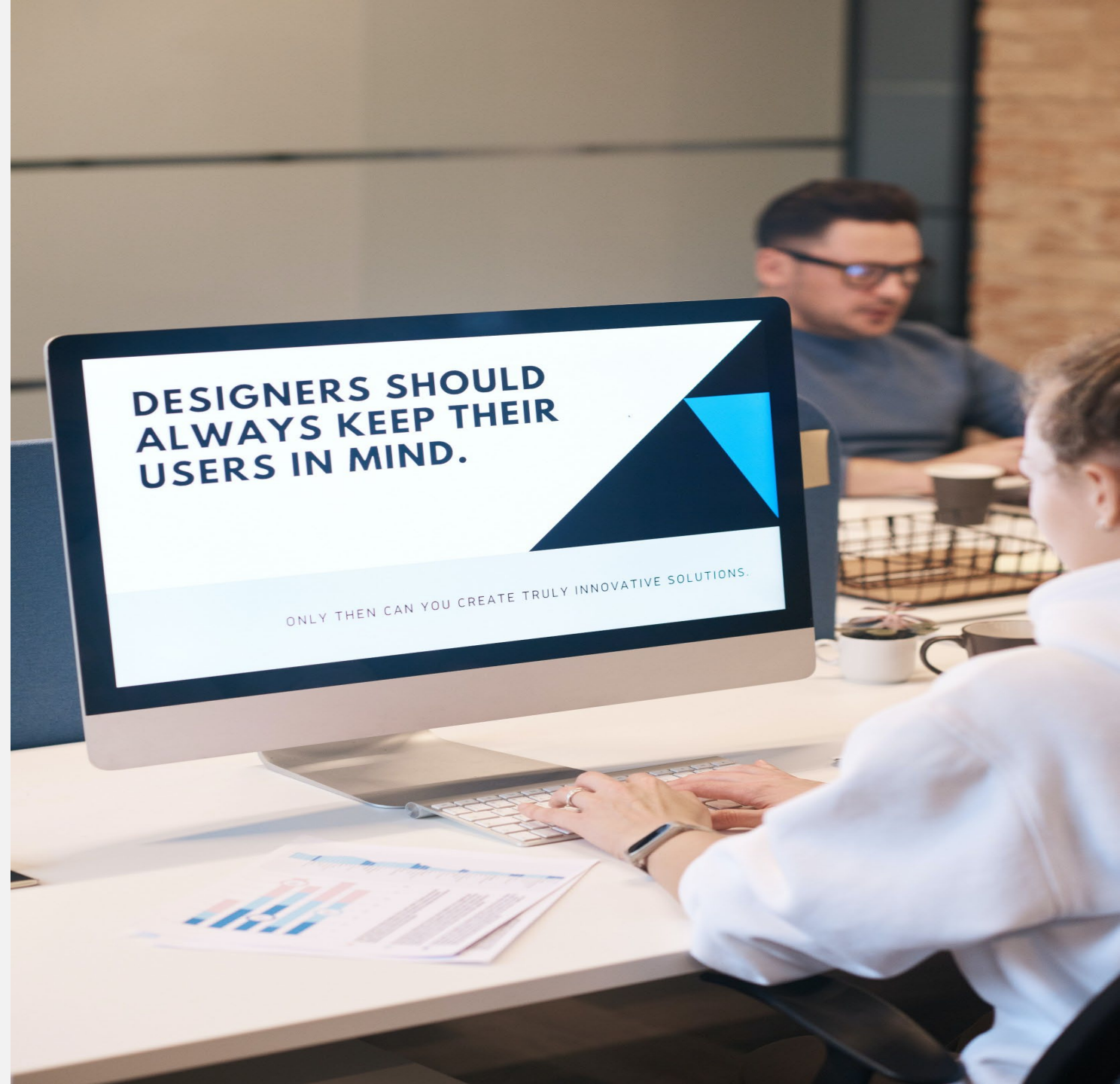DESIGNERS SHOULD ALWAYS KEEP THEIR USERS IN MIND.

ONLY THEN CAN YOU CREATE TRULY INNOVATIVE SOLUTIONS.

Design Thinking

To the Provost, Deans, Faculty, and Staff at Marietta College, this proposal has been designed to address the questions you may have about Design Thinking. The proposal will highlight the benefits of using this innovative approach within your institution.

What is Design Thinking?

Design thinking focuses on users and their needs, encourages brainstorming, prototyping, rewards, and out-of-the-box thinking that takes " ideas" and transforms them into real-world solutions.

Holly Morris, Director, Post-Secondary Model Development and Adoption, EDUCAUSE; and Greg Warman, Principal, Experience Point

Can Design Thinking Improve Learning Outcomes in Higher Education

Perhaps you have asked this question, "How might we use design thinking to increase the creative capacity of the university staff at all levels to rapidly improve the student experience?"

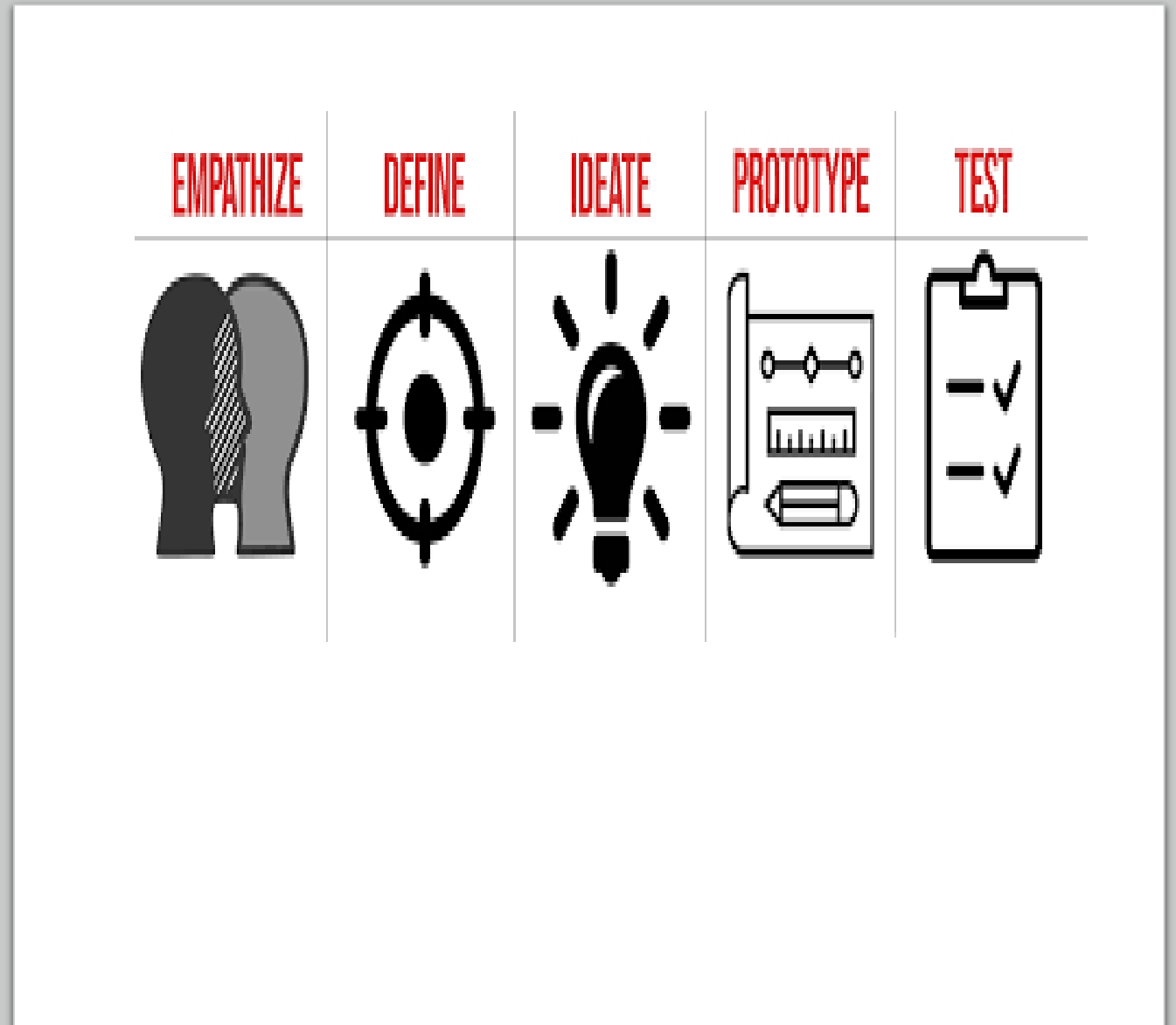## Design Thinking in 90 Seconds

This animated video from the Strategy Group describes the design thinking methodology. View the video below for these unique insights into design thinking strategy, methodology, how you can use it, how it can help you and what it is all about.
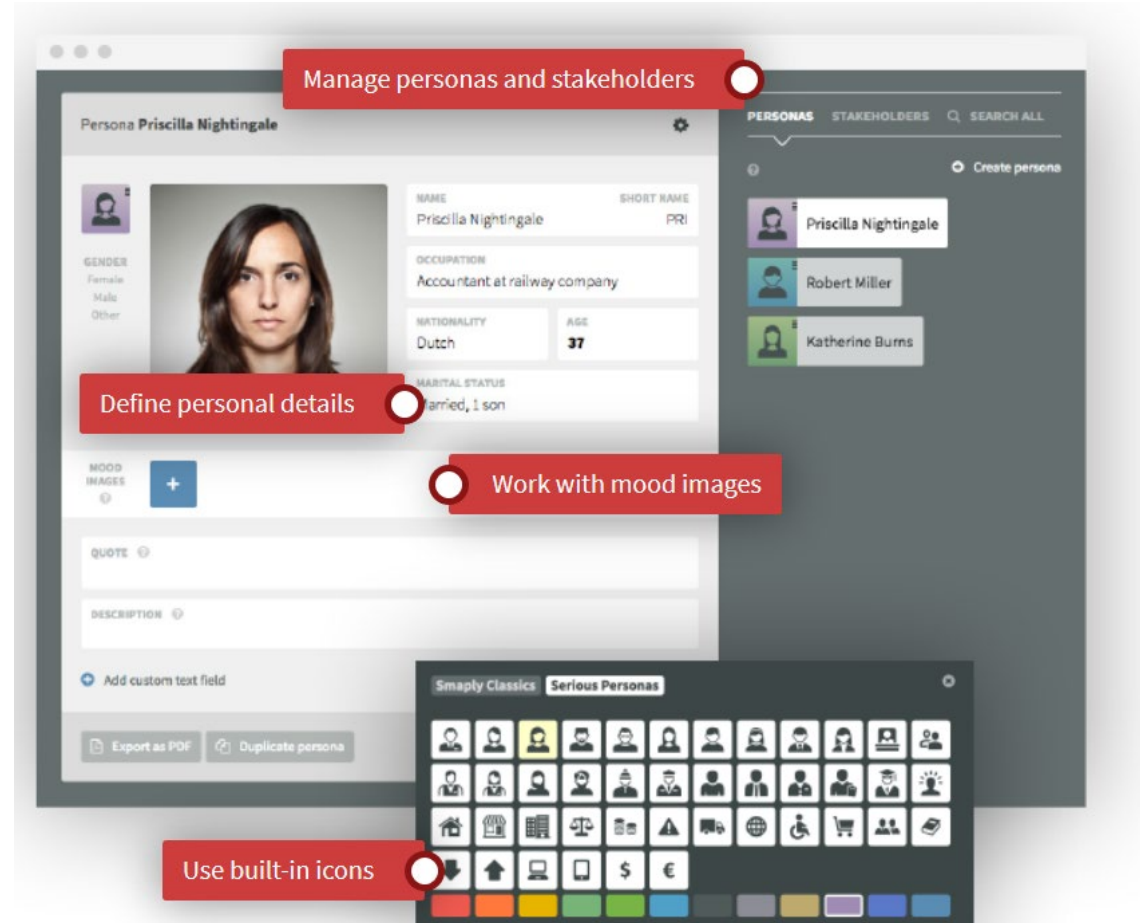
https://www.youtube.com/watch?v=vQytKCT563I

5- STEPS TO DESIGN THINKING

Design thinking is a popular methodology that inspires a human-centered approach to design.

Empathy Mapping

The first stage of the process is spent getting to know the user and understanding their wants, needs and objectives. This means observing and engaging with people in order to understand them on a psychological and emotional level.
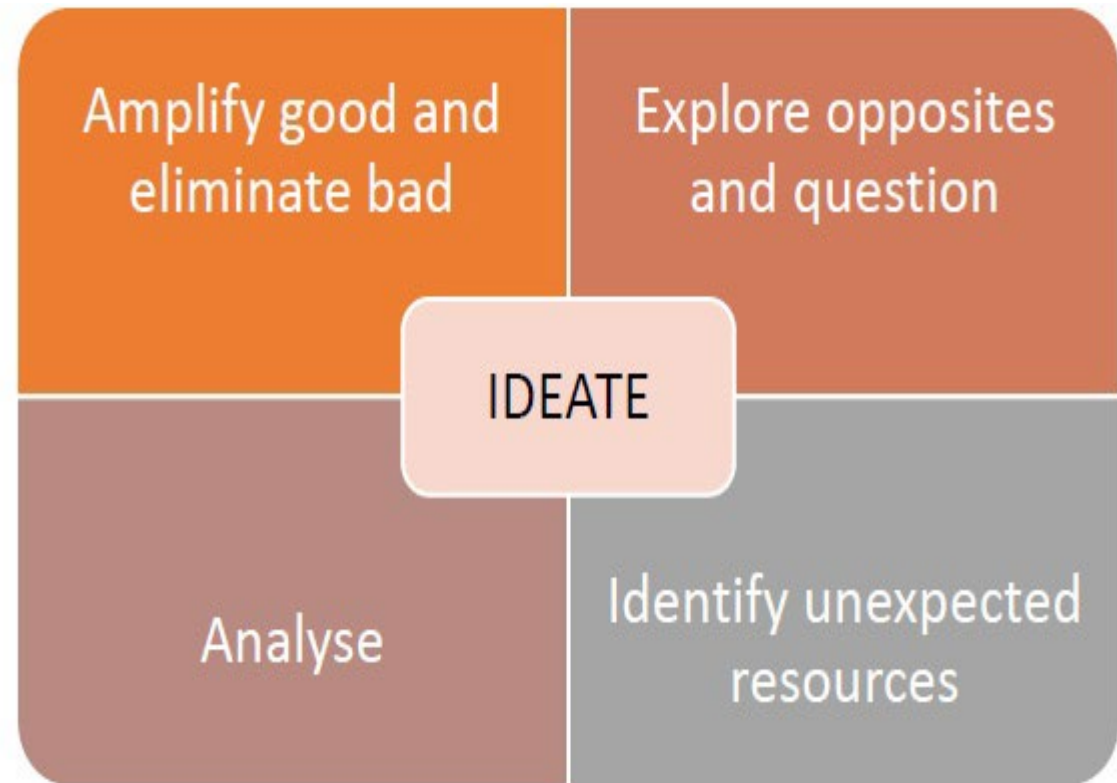
Define

The **second stage in the Design Thinking process** is dedicated to defining the problem. You'll gather your findings from the empathize phase and start to make sense of them: what difficulties and barriers are your users coming up against? What patterns do you observe?

IDEATE

With a solid understanding of your users and a clear problem statement in mind, it's time to start working on potential solutions. The third phase in the Design Thinking process is where the creativity happens!

Prototype

In the prototyping phase you will be taking a solution and making it multidimensional by creating another way to access it and show it to a potential user. That could be a storyboard (a series of scenes that take the potential user through the solution step-by-step), or a physical mock-up of a product or program to address a user need.

Testing

In testing, you extend prototyping efforts into a live environment. Also, when you test, you're creating small invitations for real users to change their behavior and then learning from their responses. In so doing, you can convert some of your assumptions into knowledge.

Virtual Facilitated Self Study

Marietta Faculty has allotted 4 hours of virtual facilitated and digital self-study on design thinking per faculty member, to bring them up to speed on this technique over the next three months as pre-work for faculty and staff members.

Activities For Design Thinking In Higher Education

To prepare faculty and staff for the Design Learning initiative, workshop activates that support Design Learning have been added to this proposal.

Executing Your Design Thinking Workshop

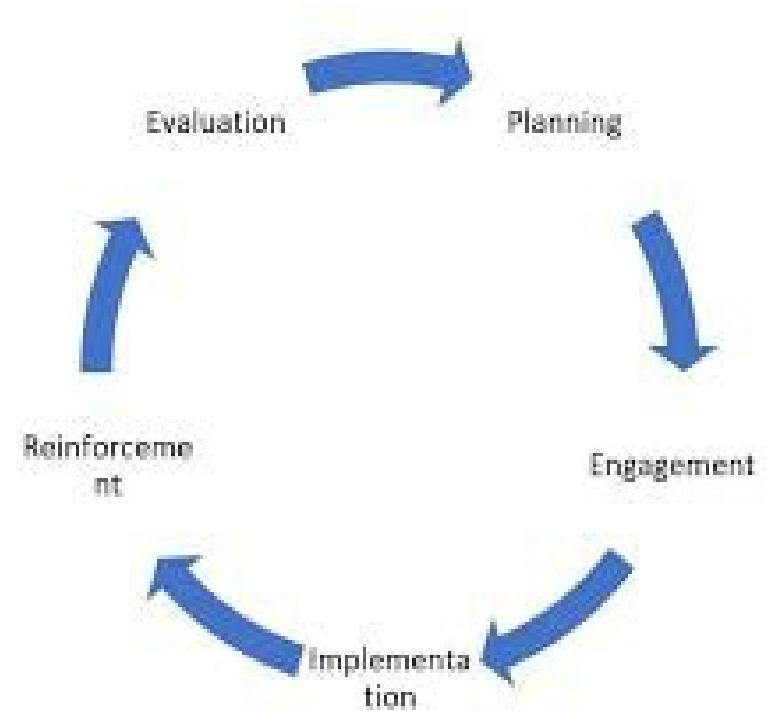Adapt and **conduct a remote Design Thinking workshop**.

Change Management

When initiating this change plan, I will communicate with the Provost, Faculty, and Staff. Through effective communication, Marietta College faculty will be fully vested in participating and having input on the change management strategy.

Change Management (continued)

The graph contains the 5 critical steps that I will implement to ensure a smooth transition during the Design Thinking process.

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