

**Design Thinking:  
Build something people want**



# Today's agenda

Activity	Duration
GLAM Introduction	5 mins
Speaker Intro	5 mins
What is Design Thinking in a Nutshell?	15 mins
<b>Part 1:</b> Know Your User	10 mins
<b>Part 2:</b> Brainstorming	30 mins
<b>Part 3:</b> Prototyping and Testing	10 mins
Q&A and Wrap Up	5 mins



# The GLAM Collections Roadmap

Basic Program Requirements		Distinction
<b>Phase 1: Learn</b>	<b>Phase 2: Design</b>	<b>Phase 3: Teach</b>
<b>September - November</b>	<b>December - March</b>	<b>April - Summer</b>
<p>Student undergo a series of workshops and events aim to develop student's pedagogical knowledge and teaching skills.</p> <p>Events and workshops are open to the university community and attendance is taken at each session.</p>	<p>Design and implementation of student co-created teaching objects for T&amp;L activities, on selected themes and collections. Supported by TPC, GLAM curators and the expert network of the partners.</p>	<p>Student implement and teacher their teaching objects, then implemented in the summer. Leading a workshop for members of the community with their phase 2 project.</p>
<p>Upon completion of 2 workshops and submission of a Phase 2 proposal, an e-Certificate recognition is awarded.</p>	<p>Upon completion of a final report and teaching object, an official GLAM Collections program e-Certificate is awarded.</p> <p>Top 3 projects chosen by a jury of the partners will be awarded a prize.</p>	<p>A distinction and special recognition is awarded for individuals and teams who were able to implement their short course with their teaching objects.</p> <p>Recommendation letter for completed projects from the GLAM Collections partners.</p>

# Proposal Submission

**Part of the requirement for Phase 1. This proposal designed to be a transition into Phase 2.**

Have you ever want to **share/teach something you are passionate** about?

Proposals are submitted in a rolling basis **before December 1<sup>st</sup>** and notice on progression into Phase 2 in January.

Criteria:

1. **Creativity** - Unique and innovative approach that utilises the GLAM Collections. Projects with interdisciplinary approach would be encouraged.
2. **Impact** - Projects able to reach their planned outcomes and create a long lasting impact.
3. **Relevance** - Alignment to the year's priority theme and Phase 1 workshops **is preferred**, with thoughtful design of planned activities.





# Design Thinking in a Nutshell

Design thinking is a problem-solving methodology that places a strong emphasis on the user experience rather than immediately trying to solve a problem.

People tend to assume they know what the problem is and jump to ideation right away. Design thinking forces us to dig into root problem, ultimately allowing us to create a better solution.



## **User Research and Definition**

Move beyond a superficial understanding of your user's pain points and uncover the root problems.



## **Brainstorming**

Quantity is quality! Produce tons of ideas and broaden your horizons



## **Prototyping and Testing**

Bring your ideas to life and test it out with users before committing too much time and resources.

# Example Design Thinking Activities



## User Research and Definition

- User interviews
- Surveys & questionnaires
- **Personas**
- User journeys



## Brainstorming

- **Mutagen!**
- Crazy-8s
- SCAMPER
- Mind maps



## Prototyping and Testing

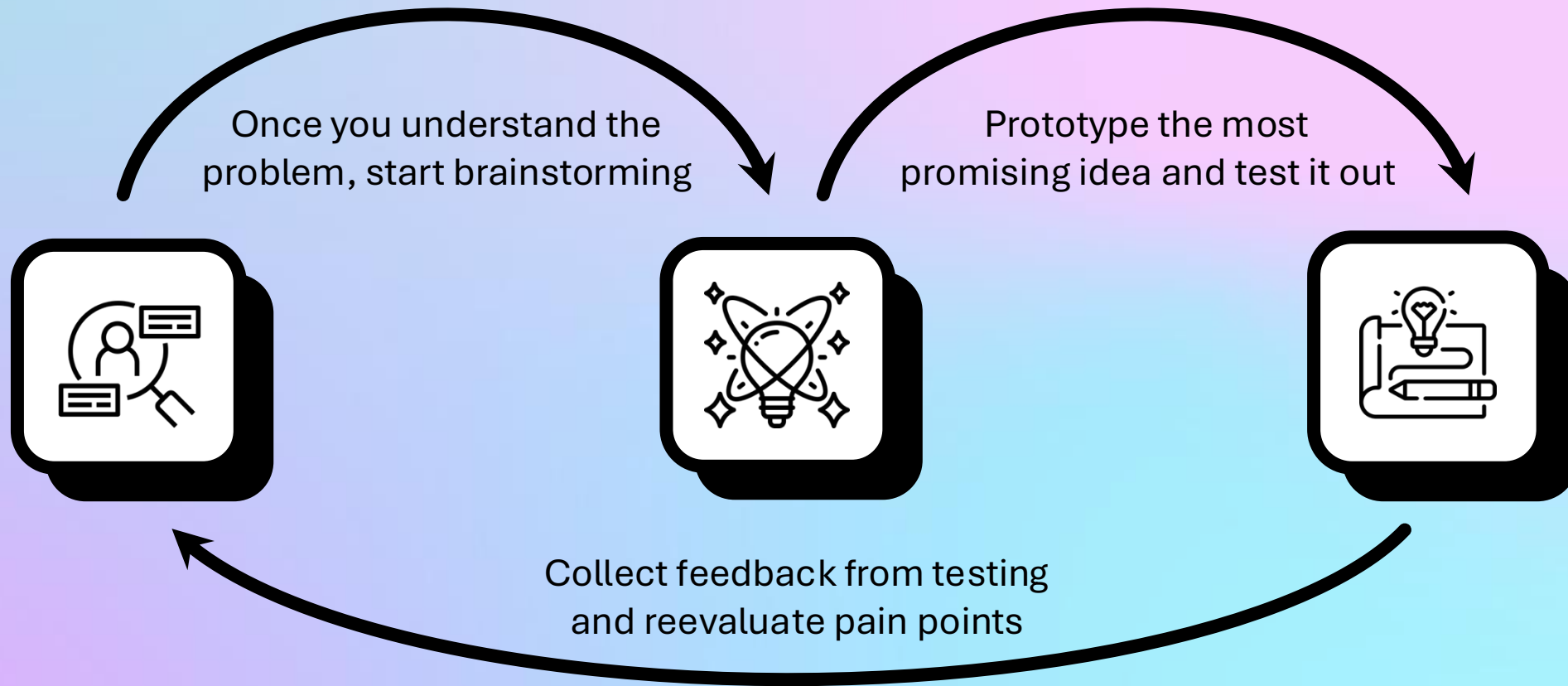
- Physical prototypes
- Digital wireframes
- Wizard of Oz prototypes
- Roleplaying

**Understand**

**Create**

**Test**

# Design Thinking is Cyclical



# Part 1: Know Your User



## GLAM Collections Worksheet

### Description of your item of interest

*Tsingtao architecture and economy  
post-German occupation*

### Who will be your target audience?

*Local secondary school  
students*

### What is the story you are telling with the object?

*The story will facilitate the overall message you will be sharing.  
Think about how does this object represent a narrative. Are  
there any of your own experiences you can relate to?*

*How did the German occupation  
change how Tsingtao developed  
compared to other Chinese cities*

### What is the teaching object you are creating?

*The format your audience will interact and engage with it. For  
example, workshop, re-creation, pop-up museum, etc.*



### Primary Aim

*What is the main goal of your project?*

*Teach students how colonization  
alters the trajectory of a city*

### Learning Objectives

*List 2-3 objectives your audience will do, understand, or feel.*

*Deeper understanding of HK &  
appreciation of HK culture*

Stamp

# Part 1: Know Your User

## Too Broad

How might we teach people about Hong Kong's history?

## Perfect

How might we spark a deeper understanding of Hong Kong's British history in local secondary students by utilizing Tsingtao's history with Germany?

## Too Specific

How might we create a roleplaying game that sets players in Tsingtao during the German occupation in order to help them learn more about Hong Kong?

# Part 2: Brainstorming

How might we spark a deeper understanding of Hong Kong's British history in local secondary students by utilizing Tsingtao's history with Germany?

Ready Player One



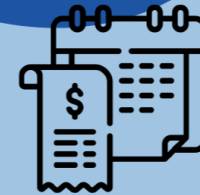
Take inspiration from a game



Roleplaying game set in Tsingtao during Germany where the players are time travelers

Allow people to subscribe to the game and receive new stories and situations to play through

Subscription Fee



Make it require a membership or subscription



# Part 2: Brainstorming

1



Move to another group

2



Get problem context

3



Play Mutagen!



## How to play Mutagen:

1. Players draw the top card of the deck
2. Whoever creates an idea first wins the card
3. Group representative writes down the idea

# Part 3: Prototyping and Testing

## First Prototype



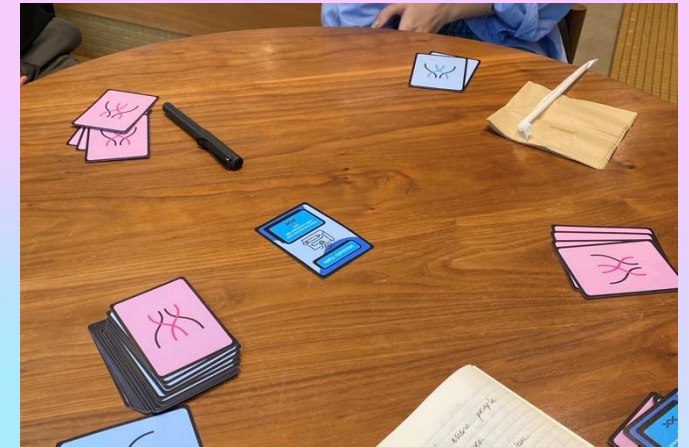
The first version of Mutagen had people stealing other ideas and building on them every round.

## Feedback



However, the game was too long for my target user (corporates) and didn't produce enough ideas.

## Improved Version



Focused on making the game quicker and deprioritized other aspects of the game such as collaboration.

**Questions?**



### **5. A rock that doesn't belong there: A hands-on workshop on pedagogical design**

Learn the fundamentals of object-based learning and curriculum design in this creative, hands-on session.

Hosted by:	Professor Logan Chen, Faculty of Education
Location:	Multi-purpose Area, 2/F, Main Library
Date & Time:	Monday, 19 November (3:00 PM - 4:30PM) Tuesday, 20 November (3:00 PM - 4:30PM)
Registration Link:	<a href="https://hkuems1.hku.hk/hkuems/ec_hdetail.aspx?ueid=102969">https://hkuems1.hku.hk/hkuems/ec_hdetail.aspx?ueid=102969</a>

