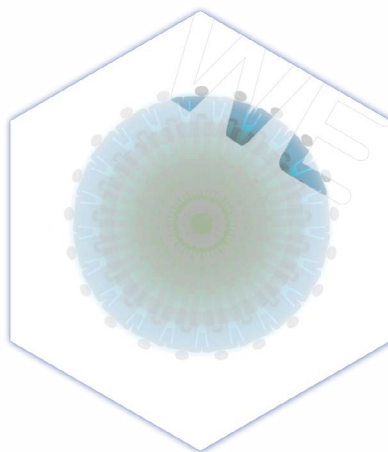
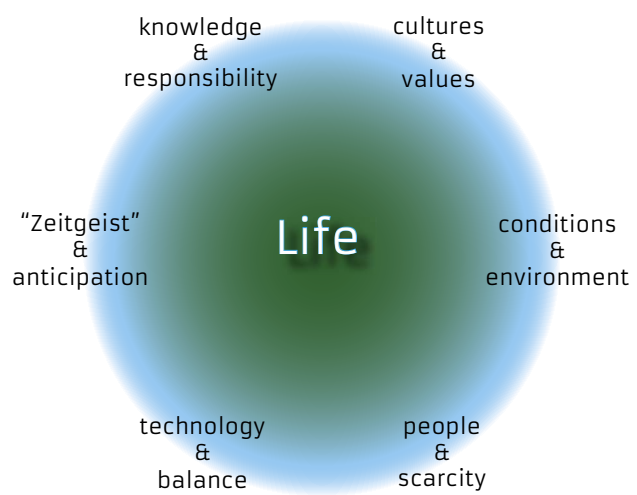
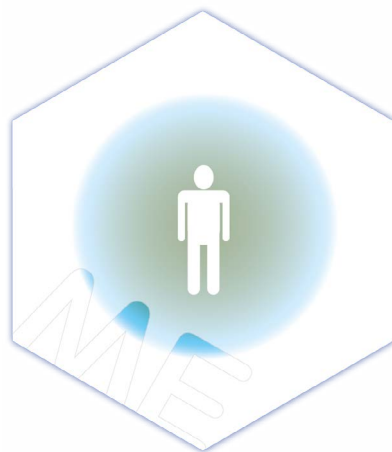




# About Design Thinking

## Me-We & Civilization Design





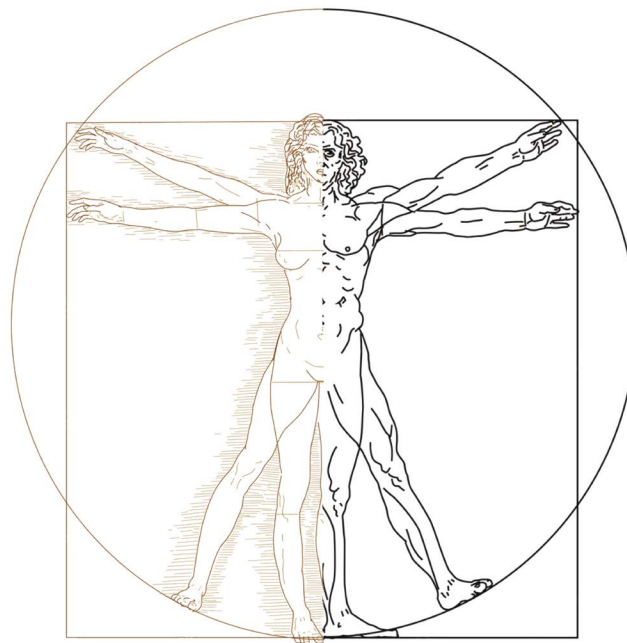
# About Design Thinking

Introduction Design Thinking with Me-We

The Me-We life vision has developed from 2020 into multiple interactive and practical tools combined with Design Thinking and System Thinking methodology.

Design Thinking is a methodology that focuses on the needs of people, and on creating solutions that solve their problems in an innovative way. It is based on principles of human-centred design, which puts people's needs and experiences at the heart of the design process.

Design Thinking involves gathering information, thinking creatively, and prototyping solutions. It is a collaborative process that involves multiple stakeholders, from designers to users, to come up with creative solutions.



## If we see the Me-We frame as an extension of Design Thinking

The Me-We frame encourages an ethical approach to Design thinking. It stresses the importance of considering the ethical implications of any design decisions, such as how they could potentially impact people or the environment. It also stresses the importance of creating designs that are inclusive, accessible, and equitable. We call this the 4 P approach: People, Planet, Prosperity & \*Pneuma.

Design Thinking with the incorporation of the Me-We frame is a powerful tool that can be used to tackle complex challenges and create innovative solutions. It is a holistic process that takes into account all stakeholders and works to create solutions that serve everyone involved. It is an effective way to bring people together to work towards a common goal, create meaningful products and services, and create a more sustainable and equitable future.

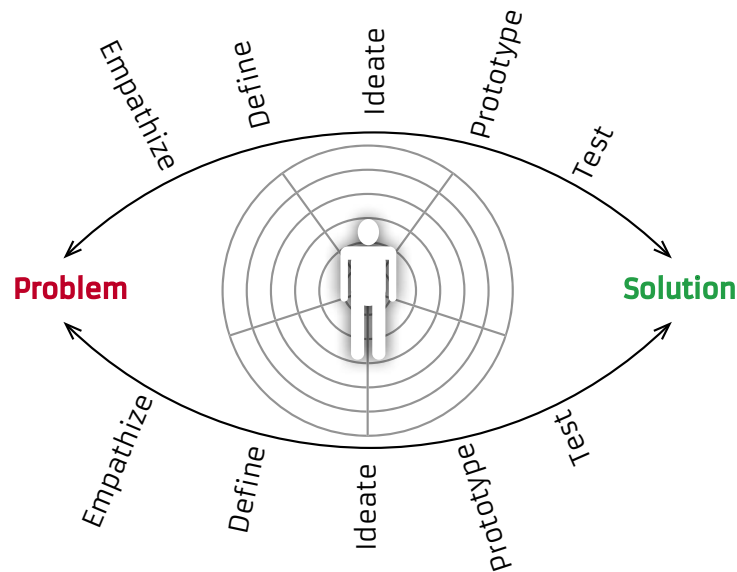
(\*also see Me-We frame document for more information)

<https://me-we-world.com/>



# About Design Thinking

## The Process



**Empathy** is the first stage. In this stage, the team will seek to understand the people they are designing for and the context in which they operate. This could include interviews, observations, and other research methods to gain insights into how people think, feel, and behave. By better understanding their users, they can create solutions that meet their needs.

**Defining** is the second stage. This is the stage where the problem that needs to be solved is identified. At this stage, the team will create a problem statement that clearly articulates the problem and the objectives that need to be achieved. They will also define their target user and the requirements for their solution. This will help the team focus on the right problem and create a solution that meets the user's needs.

**Ideate** is the third stage. At this stage, the team will generate and explore a range of possible solutions to the problem they have identified. They will use brainstorming and other creative techniques to generate ideas, and then evaluate them to identify the most promising solutions.

**Prototype** Prototype is the fourth stage. This is the stage where the team will build a prototype of the solution they have identified. They will use this prototype to test their assumptions and gather feedback from users. This will help the team refine their solution and ensure it meets the user's needs.

**Test** is the fifth stage. This is the stage where the team will validate their solution with users. They will use user testing, focus groups, and other methods to ensure the solution meets the user's needs and that it is intuitive and easy to use. This will help the team refine their solution and create a product that is successful in the market.

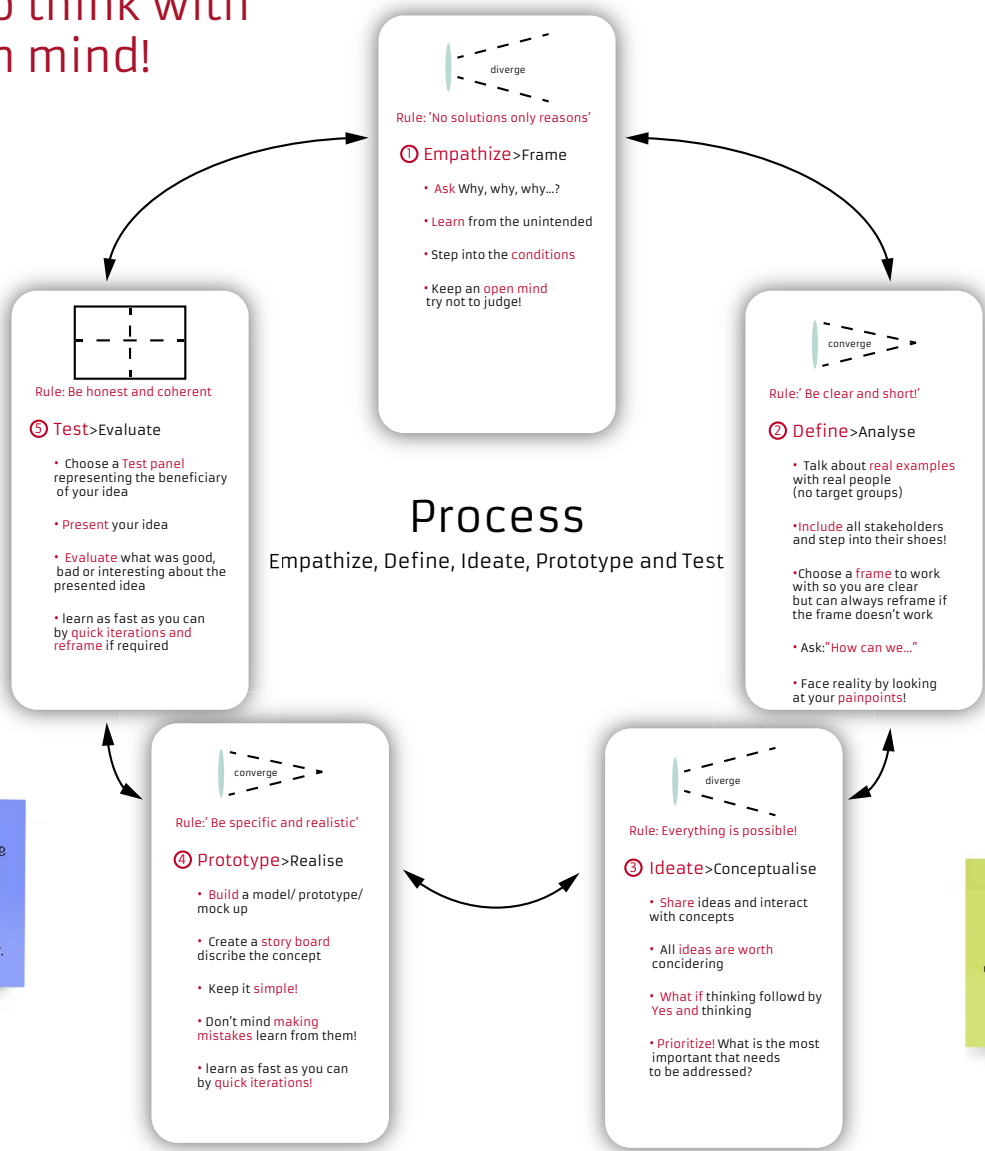


# About Design Thinking

## The Process

Learn to think with an open mind!

“to make meaningful contributions to the world.””



The Design Sprint helps us make sure we are building the right thing rather than obsessing on getting the thing exactly right.

Get rid of behavioral norms like: "that is how we do things here!"

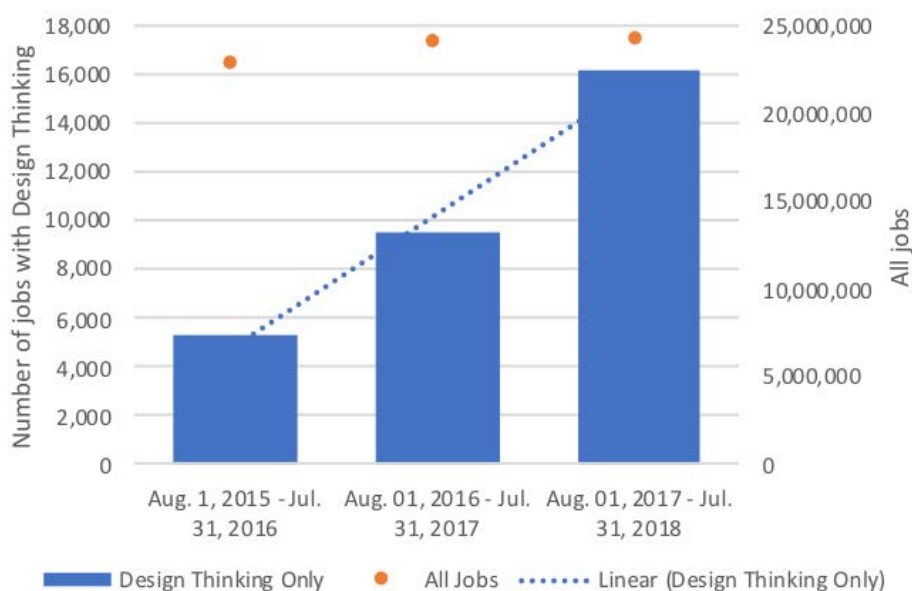
Above is an example of Design Thinking game cards that organizations can use to support their brainstorming process



# About Design Thinking

## Why Design Thinking?

### Trend in Jobs including Design Thinking as a Skill



Above: Positioning Design Thinking as a skill for more info go to Link below:

<https://mbs.rutgers.edu/articles/design-thinking-skill>



NY Daily News | Protesters rally against gentrification, ICE in Brooklyn - New York

### An effective tool for:

- > dilemmas [wicked problems]
- > discovering the root of a problem
- > imagining a long term vision
- > uncertainty about the problem & context
- > testing strategies
- > clarifying assumptions

Design thinking is an effective tool for working on complex problems, the so-called wicked problems. These are problems that are difficult to define and where there is a lot of uncertainty about the problem and the context. Design Thinking has attracted the attention of other disciplines over the years because it is an effective way of discovering the assumptions or difficult to find the root of a problem.



# About Design Thinking

Who can benefit from Design Thinking?

[Decision-makers]

> map unpredictable situations

[Entrepreneurs]

> anticipate the future

[Students & Educators]

> conduct practical research

# 21 stSkills

The \*4c's of Me-We

\*communication

> communication clarity

\*collaboration

> civic engagement

\*critical thinking

> authenticity

\*creativity

> conceptual understanding

**Design Thinking for:**

**\*Communication** > *communication clarity*

It helps to overcome communication barriers by encouraging open dialogue between team members and stakeholders.

**\*Collaboration** > *civic engagement*

Working together to identify issues, ask key questions, and brainstorm potential solutions that promote positive change in the community.

**\*Critical thinking** > *authenticity*

Ensuring the accuracy and validity of information through research, evaluation, and analysis, to form reliable conclusions and understandings.

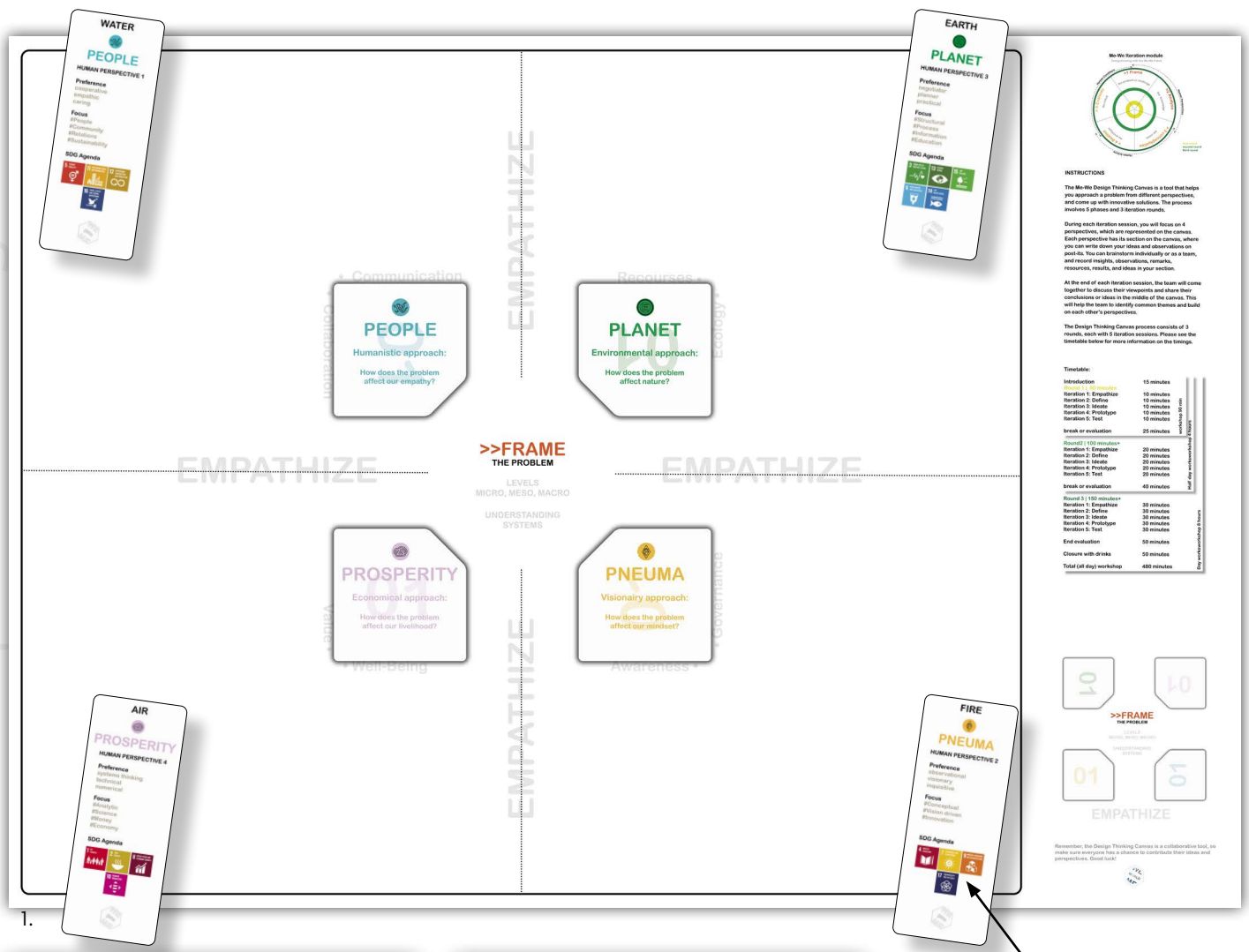
**\*Creativity** > *conceptual understanding*

Exploring different perspectives and reimagining solutions to complex problems through imaginative thinking, innovation, and experimentation.



# About Design Thinking

## Mapping canvases



**INSTRUCTIONS**

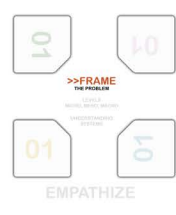
The Me-We Design Thinking Canvas is a tool that helps you approach a problem from different perspectives, and come up with innovative solutions. The process involves 5 phases and 3 iteration rounds.

During each iteration session, you will focus on 4 perspectives, which are represented on the canvas. Each perspective has its sections on the canvas, where you can write down your ideas and observations on possible. You can brainstorm individually or in a team, and record insights, observations, remarks, resources, results, and ideas in your section.

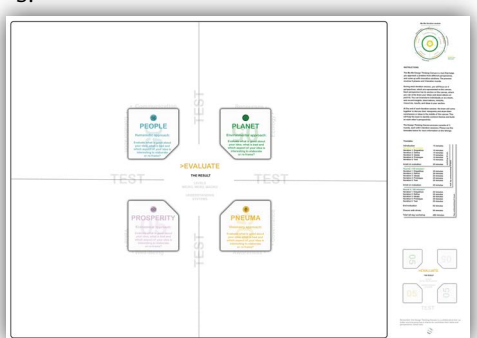
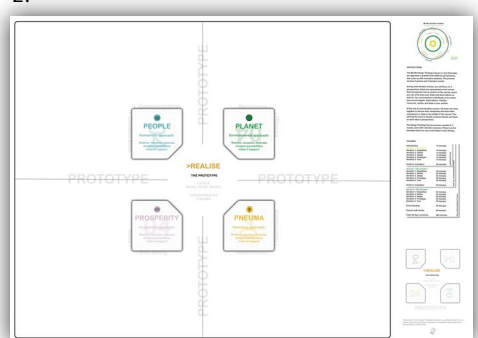
At the end of each iteration session, the team will come together to discuss their viewpoints and share their conclusions or ideas in the middle of that canvas. This will help the team to identify common themes and build on each other's perspectives.

The Design Thinking Canvas process consists of 3 rounds, each with 5 iteration sessions. Please see the timetable below for more information on the timings.

Task/iteration	15 minutes
Introduction	15 minutes
Iteration 1: Empathize	10 minutes
Iteration 2: Define	10 minutes
Iteration 3: Ideate	10 minutes
Iteration 4: Prototype	10 minutes
Iteration 5: Test	10 minutes
break or evaluation	25 minutes
Round 2 (110 minutes)	
Iteration 1: Empathize	20 minutes
Iteration 2: Define	20 minutes
Iteration 3: Ideate	20 minutes
Iteration 4: Prototype	20 minutes
Iteration 5: Test	20 minutes
break or evaluation	40 minutes
Round 3 (110 minutes)	
Iteration 1: Empathize	20 minutes
Iteration 2: Define	20 minutes
Iteration 3: Ideate	20 minutes
Iteration 4: Prototype	20 minutes
Iteration 5: Test	20 minutes
End evaluation	30 minutes
Closure with drinks	30 minutes
<b>Total (all day) workshop</b>	<b>480 minutes</b>



There is an additional a game cardset with SDG focus cards and role cards



Examples of the 5 Me-We Design Thinking canvases (left and above) that can be combined with system Thinking using the "life" mapping based on STUART (see Me-We frame document) circle and the "system" mapping circle based on the 12 leverage points of Donella Meadows (below)

