# Design Thinking

Jaya Launch Pad | Wawasan Kewirausahaan | Pertemuan 6
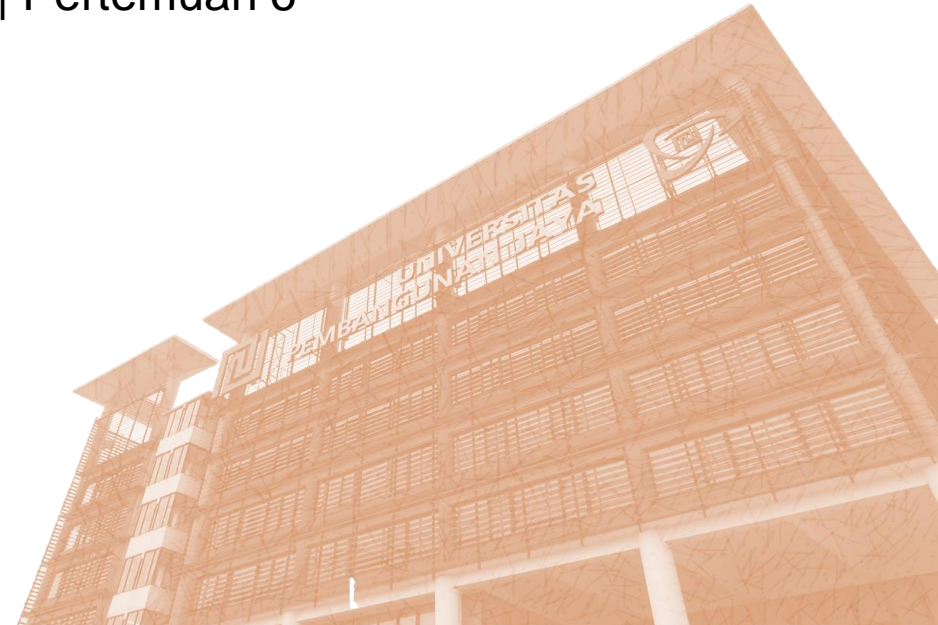
# Capaian Pembelajaran

Setelah pertemuan 6 ini anda akan memiliki pemahaman tentang:

1. Konsep Design Thinking
2. Tahap-tahap Design Thinking
3. Implementasi Design Thingking dalam Bisnis

# Beberapa Masalah

- Tumpukan Ide tanpa Eksekusi
- Mencari Ide Kreatif
- Mengubah Ide menjadi kenytaaan
- Merancang Produk yang sukses di Pasar
- dll

# Design Thinking

- Saat ini Design Thinking menjadi salah satu pendekatan bisnis yang populer

- Pendekatan Design Thinking tidak lagi hanya menjadi milik profesi designer saja, tapi juga telah digunakan oleh profesi-profesi lain

- Design Thinking adalah suatu proses kerja yang dapat membantu kita berpikir secara sistematis untuk memecahkan masalah secara kreatif dan inovatif.

# Design Thinking

- Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

- Design Thinking provides a solution-based approach to solving problems.

- Design Thinking revolves around a deep interest in developing an understanding of the people for whom weíre designing the products or services.

- It helps us observe and develop empathy with the target user.

# Design Thinking

- Design Thinking helps us in the process of questioning: questioning the problem, questioning the assumptions, and questioning the implications.

- Design Thinking is extremely useful in tackling problems that are idefined or unknown, by re-framing the problem in human-centric ways, creating many ideas in brainstorming sessions, and adopting a hands-on approach in prototyping and testing.

- Design Thinking also involves ongoing experimentation: sketching, prototyping, testing, and trying out concepts and ideas.

# Proses Design Thinking

1. Empathise with your users
2. Define your users needs, their problem, and your insights
3. Ideate by challenging assumptions and creating ideas for innovative solutions
4. Prototype to start creating solutions
5. Test solutions.

# Get Out Of The Building ! (GOOTB)

- Tugas Individu
- Lakukan observasi menggunakan Panduan GOOTB Pertemuan 5

Integrity
Professionalism
Entrepreneurship

Jl. Cenderawasih Raya B7/P
UPJ Boulevard. Ciputat Bintaro Jaya
Tangerang Selatan. Banten 15413
+62-21-745 5555

www.upj.ac.id
Instagram    : upj_bintaro
Facebook     : @universitas.pembangunan.jaya
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Terima Kasih