

## Link to a Design Thinking Podcast for the SPSC Trainer, Dawan Stanford

[A Short Introduction to Design Thinking with Dawan Stanford — DT101 E32 - Fluid Hive](#)

### Design Thinking Glossary of Terms

1. **Design Thinking:** A human-centered approach to problem-solving that emphasizes empathy, creativity, and iterative prototyping to address complex challenges.
2. **Empathy:** The ability to understand and share the feelings, needs, and perspectives of others, especially the end-users or customers.
3. **User-Centered Design:** A design approach that places the needs and preferences of the end-users at the forefront of the design process.
4. **Problem Statement:** A clear and concise articulation of the problem to be solved, often used to guide the design thinking process.
5. **Ideation:** The creative process of generating a wide range of ideas and potential solutions for a given problem.
6. **Prototype:** A preliminary model or representation of a product or concept, used to test and refine ideas before final implementation.
7. **Iteration:** The process of revising and refining a design or idea multiple times to improve its quality and effectiveness.
8. **User Persona:** A fictional character or representation of a target user or customer, used to guide design decisions based on their characteristics, needs, and goals.
9. **Storyboard:** A visual representation of a process, often used to illustrate the user's journey or the interaction with a product or service.
10. **User Journey Map:** A visual representation of the user's experience and interactions with a product or service over time.
11. **Empathy Map:** A tool that helps teams understand and document the thoughts, feelings, actions, and needs of users or stakeholders.
12. **Divergent Thinking:** The process of exploring a wide range of ideas and solutions to a problem, encouraging creativity and innovation.
13. **Convergent Thinking:** The process of narrowing down and selecting the most promising ideas and solutions from the pool of possibilities.
14. **Brainstorming:** A group activity in which participants generate a large number of ideas, often without criticism or evaluation.
15. **Design Sprint:** A time-constrained, intensive design process typically lasting about five days, aimed at solving complex problems and creating prototypes.
16. **Rapid Prototyping:** Creating quick and low-fidelity prototypes to test and validate design concepts and gather feedback.
17. **User Testing:** The process of observing and gathering feedback from users as they interact with a prototype or product.

18. **Pilot Testing:** A small-scale trial of a product or service before full-scale implementation, aimed at identifying and addressing potential issues.
19. **Human-Centered Design:** A design approach that prioritizes the needs, behaviors, and emotions of people to create meaningful and effective solutions.
20. **Design Criteria:** The specific goals and requirements that a design solution must meet to be considered successful.
21. **Design Thinking Workshop:** A collaborative session where participants engage in various design thinking activities to solve a specific problem or develop innovative ideas.
22. **Design Challenge:** A specific problem or question that serves as the focus of a design thinking project.
23. **Design Constraints:** Limitations or restrictions that influence the design process, such as budget, time, or technology.
24. **\*\*Innovation:\*\*** The process of introducing new and valuable ideas, products, or processes to address challenges or meet user needs.
25. **Customer Journey:** The entire path and series of interactions a customer has with a company, from initial awareness to post-purchase support.

## **Strategic Planning Glossary of Terms**

**Additive-** characterized by adding or enhancing an existing offering or feature.

**Assessment-** evaluation or analysis to determine effectiveness, progress, or need for improvement.

**Generative-** having the capability of producing, originating, or reproducing.

**Measurable-** achievable; quantifiable.

**Mission-** the overall purpose of the institution related to the product or service provided.

**Monitor-** to watch, keep track of, or check usually for a special purpose.

**Operational-** focuses more on the daily functions or activities of a single unit in the institution.

**Outcome-** result or product.

**Strategic-** tied to the mission, vision, and goals of the institution; measurable, actionable, and evolve with the institution.

**Vision-** an institution's aspirations or goals.

**Fair Process** - 1) engagement – involve individuals in the decisions that affect them by asking for their input and allowing them to refute the merits of one another's ideas and assumptions.

Engagement communicates respect for individuals and their ideas; it sharpens everyone's thinking and builds collective wisdom. 2) explanation – everyone involved and affected should understand why final decisions are made as they are. An explanation of the thinking that underlies decisions makes people confident that managers have considered their opinions and have made those decisions impartially in the overall interests of the College. An explanation allows people to trust the committee's intentions even if their own ideas have been rejected. It also provides a powerful feedback loop that enhances learning. 3) expectation clarity – once a decision is made, the “new rules” are explained clearly. What are the new targets and milestones? Who is responsible for what? The new rules aren't as important as ensuring that they are understood.