



**Mahidol University**  
Institute for Innovative Learning

# **DESIGN THINKING**

## **MUADP Level 1**

**22 May 2025**

**Boonsiri room, AIHD.**

# AGENDA

01

Design thinking  
in Practice

Examples of design  
thinking in Education

02

What is  
design thinking?

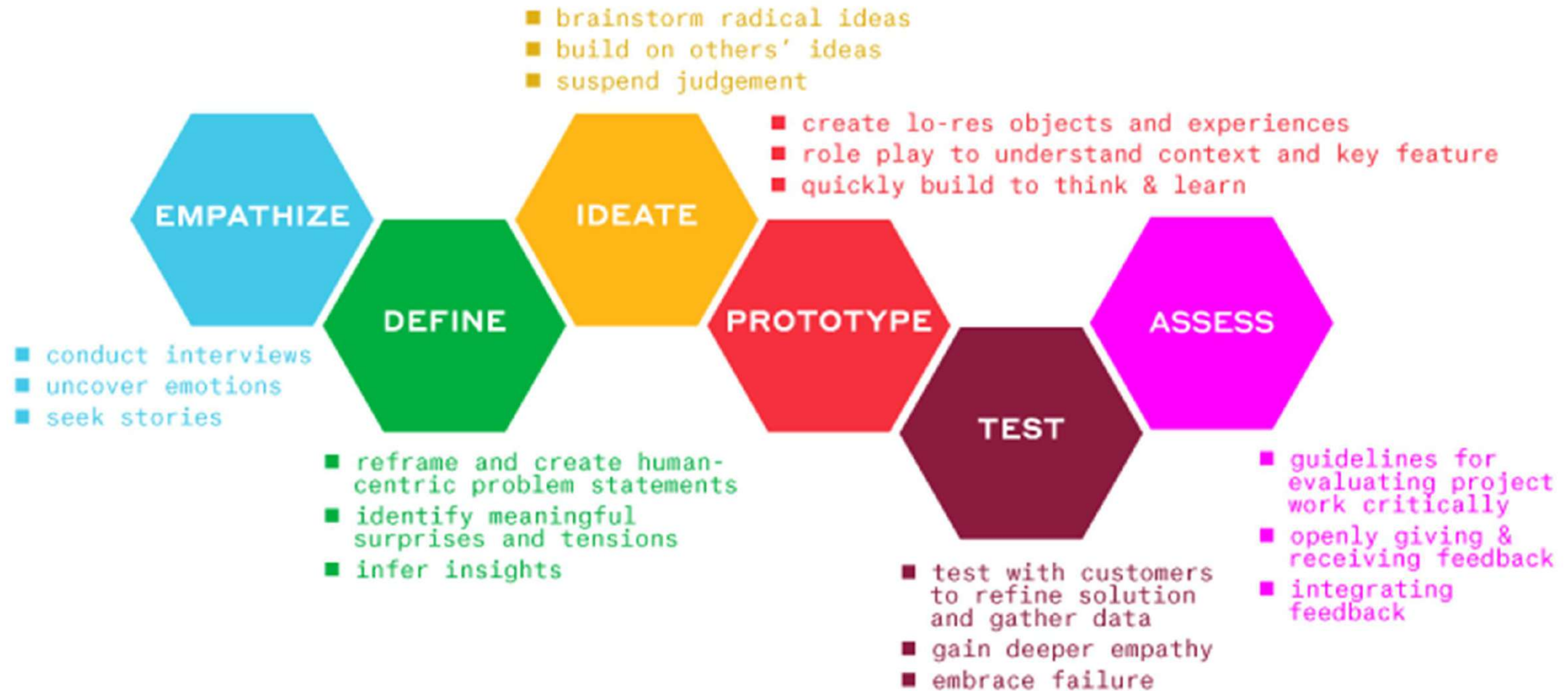
Design thinking in  
theory

03

Focus on  
Empathy

Practice empathy  
interview

# Design Thinking Process Diagram\*



**d.school Executive Education**

Hasso Plattner Institute of Design at Stanford University

\*not necessarily linear, apply as needed ©2019



# Applying Design Thinking in Education

School Improvement

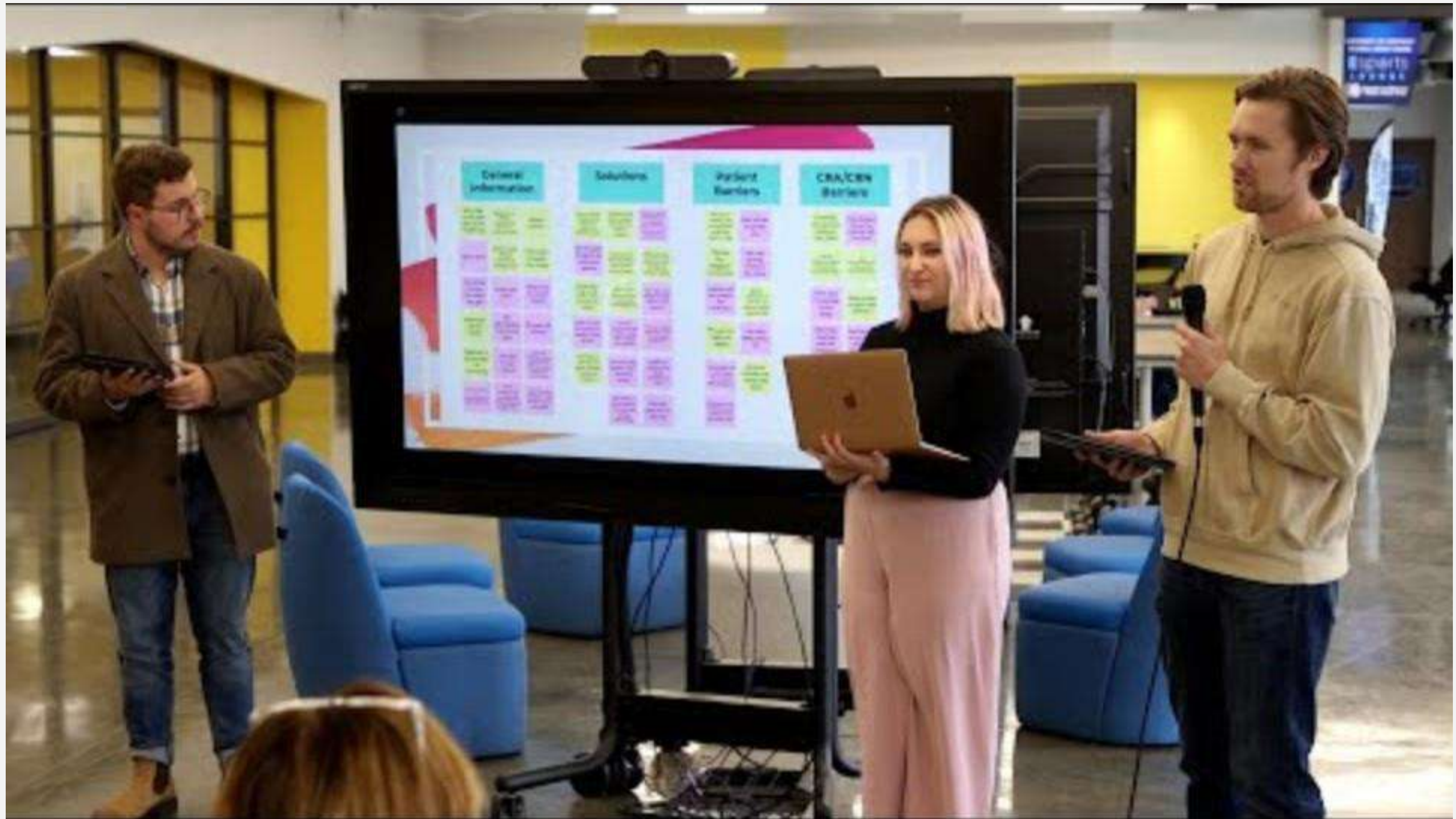
Inquiry Learning

Practitioner Inquiry

Learning Design



# How the University of Kentucky Prepares Students for Real-World Problem Solving



<https://www.youtube.com/watch?v=rTrpgwjhO30>



# Tips & Tricks

for implementing Design  
Thinking in the classroom

# Important

## Problem selection



## Listen !!!





# How to select a problem issue for teaching DT in class

- Present Issues

(ปัญหาที่เป็นปัจจุบัน)

- Everyone has experiences

(ทุกคนเคยมีประสบการณ์ร่วม)

- Challenge

(ปัญหาที่น่าสนใจหรือท้าทาย)

- Wicked problem

- Community problem

(residence / school / workplace)

- Real world problem

- Having more than one solution
- No right or wrong solution, just better or worse
- Need multi-disciplines knowledge to solve (อาศัยองค์ความรู้จากศาสตร์หลายแขนง)



## Problem Themes (ตัวอย่างกรอบประเด็นปัญหา)

flood

Business

climate change

Health

water quality

air quality

Education

forest fire

Environment

waste management





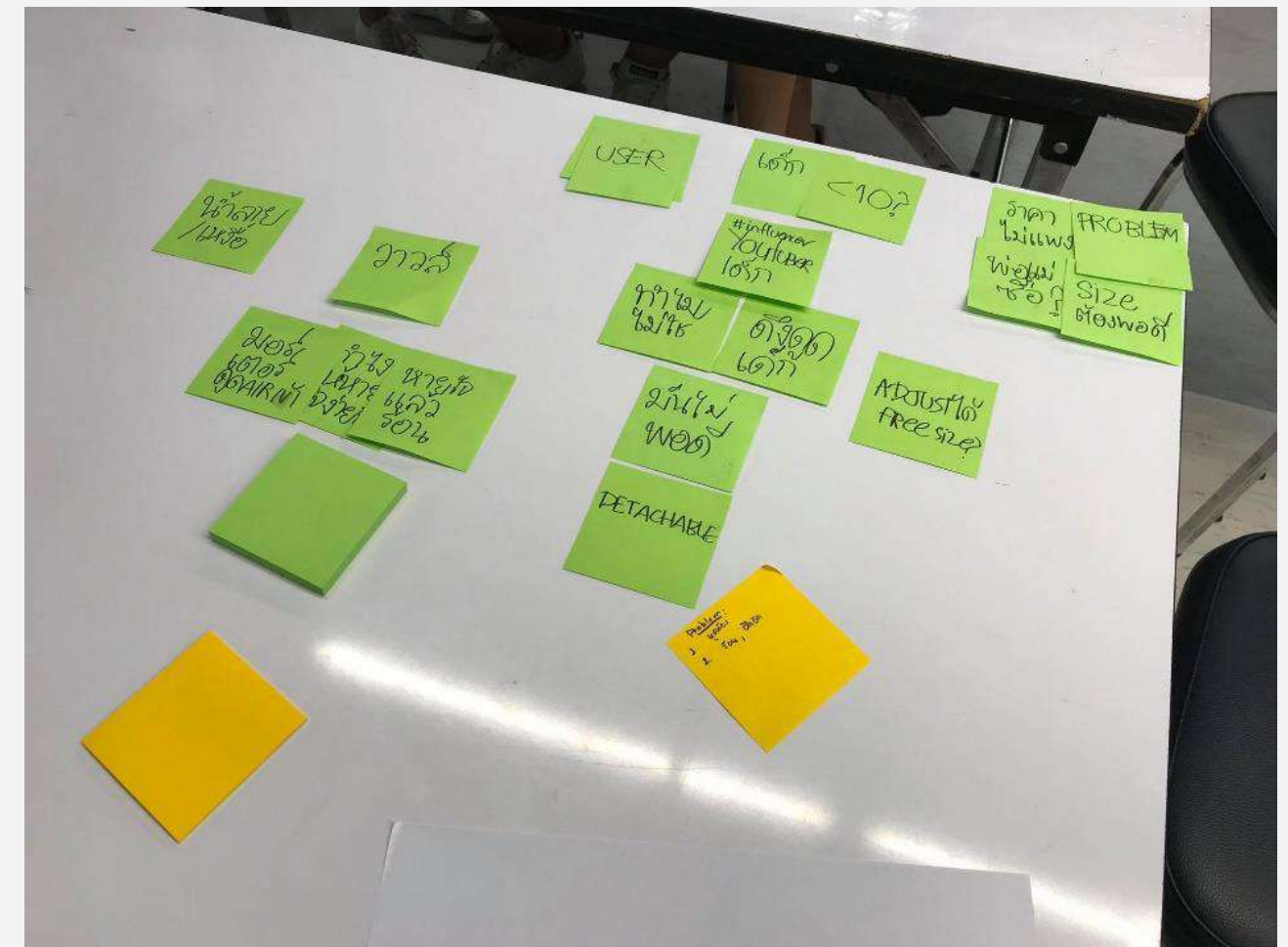
(problem >> Real world problem)

## Sharing Experience

Purpose: Proposed new product ... PM 2.5 mask

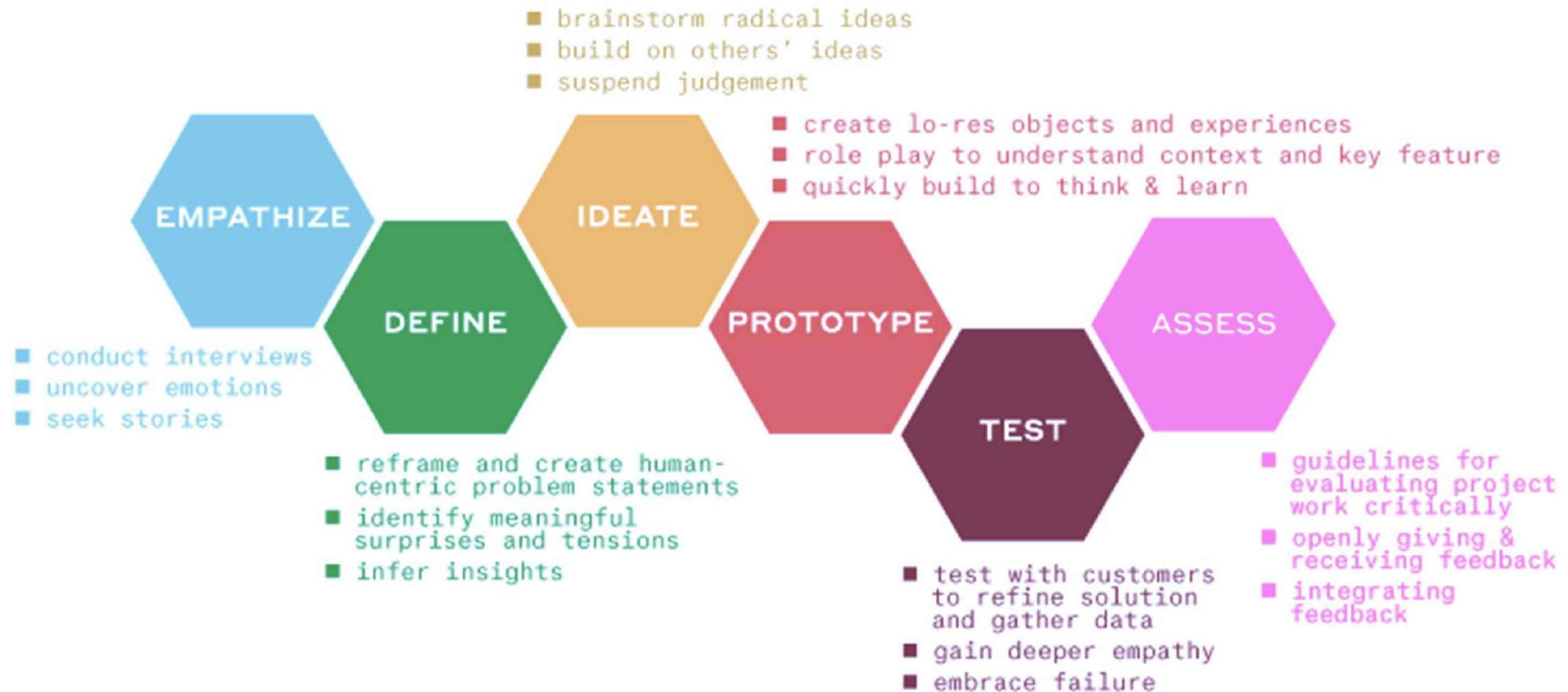
# Problem Framing

Good problem question would generate more than one solutions (prototypes)





# Design Thinking Process Diagram\*



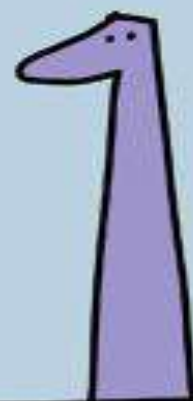
**d.school Executive Education**

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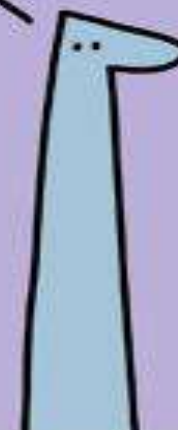
EMPATHY:

i feel  
your  
pain.



SYMPATHY:

i'm SORRY  
that you're  
in pain.



@gapingvoid

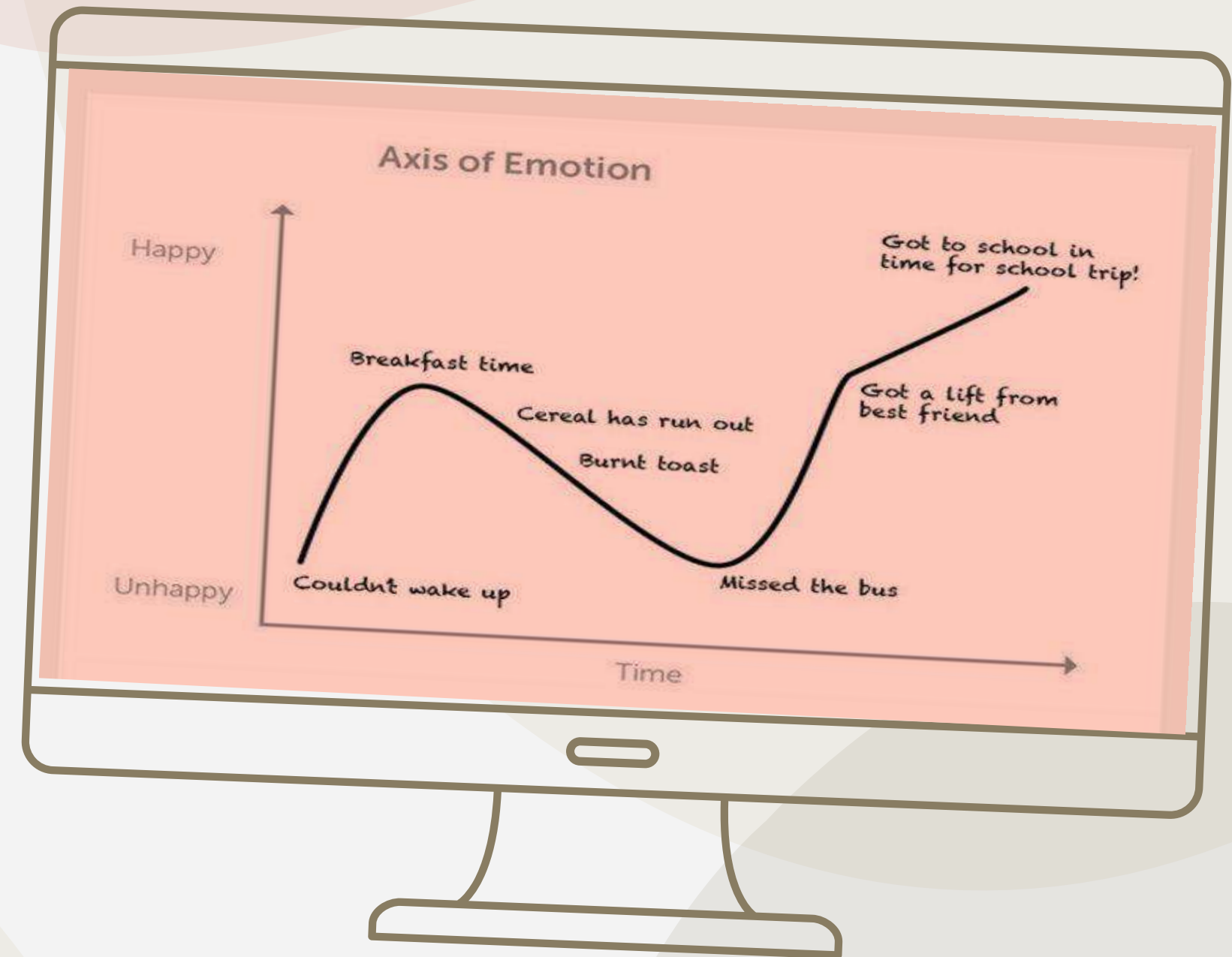


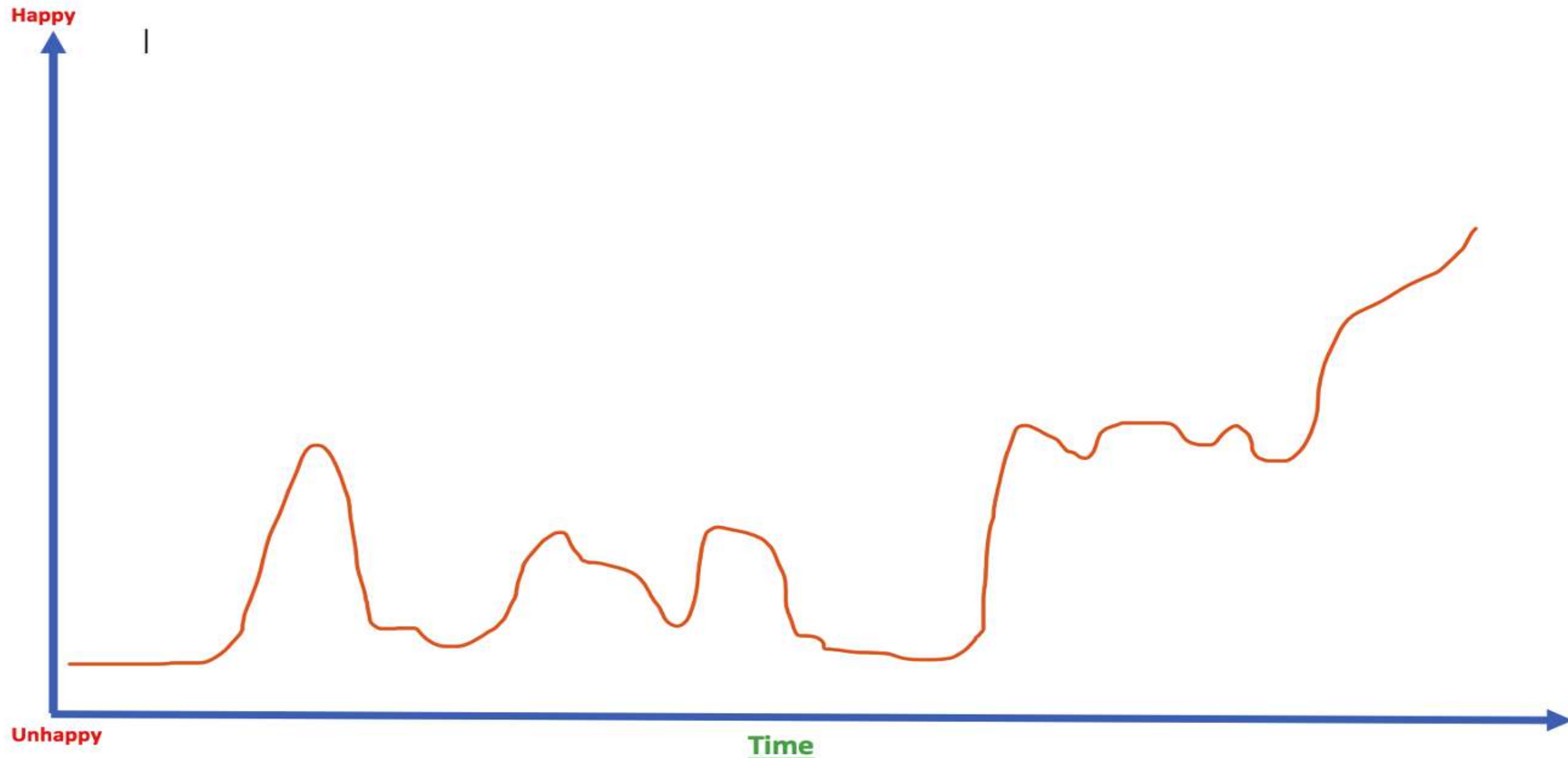
# AXIS OF EMOTION

An example to portray an emotional state of people.

We may plot the emotional journey of a character in any time frame e.g., one day, one week, etc.

Plot time along the X axis and the level of happiness along the Y axis.





Nervous when see the syllabus and schedule

First week → nervous decreases a little, Zoom makes better  
Second week → down again b/c of technical words, happy gone

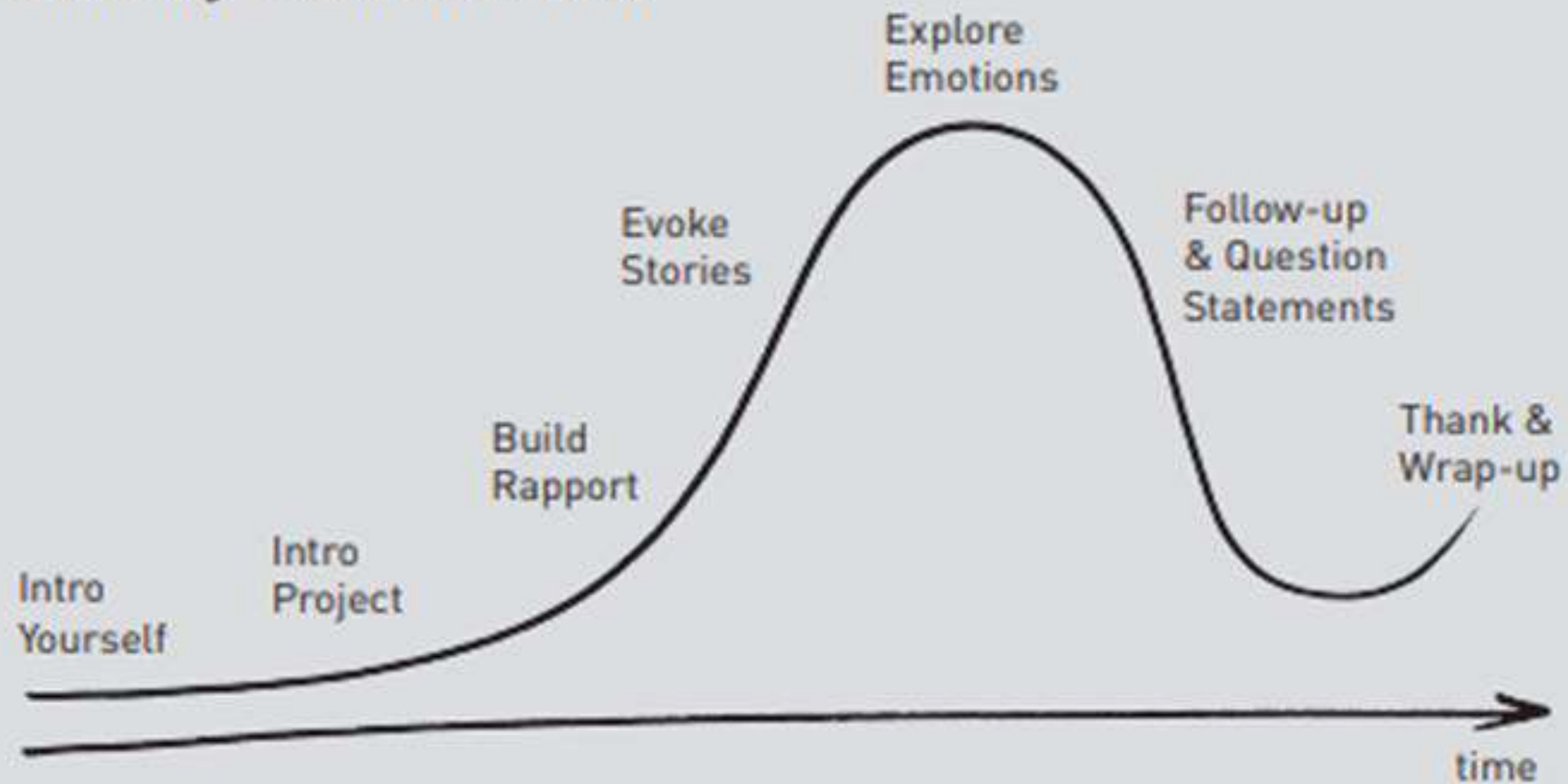
Do not get answered by Ajarns → feeling so-so in the class  
If not get answers → feel sad → not stable

Lot of work → prepare to understand paper → so hard & difficult till midnight → not clear → deadlines (try to finish everything)

Happy but not sure about the grade after assignments.  
Group work in class face to face is better (stress decrease)

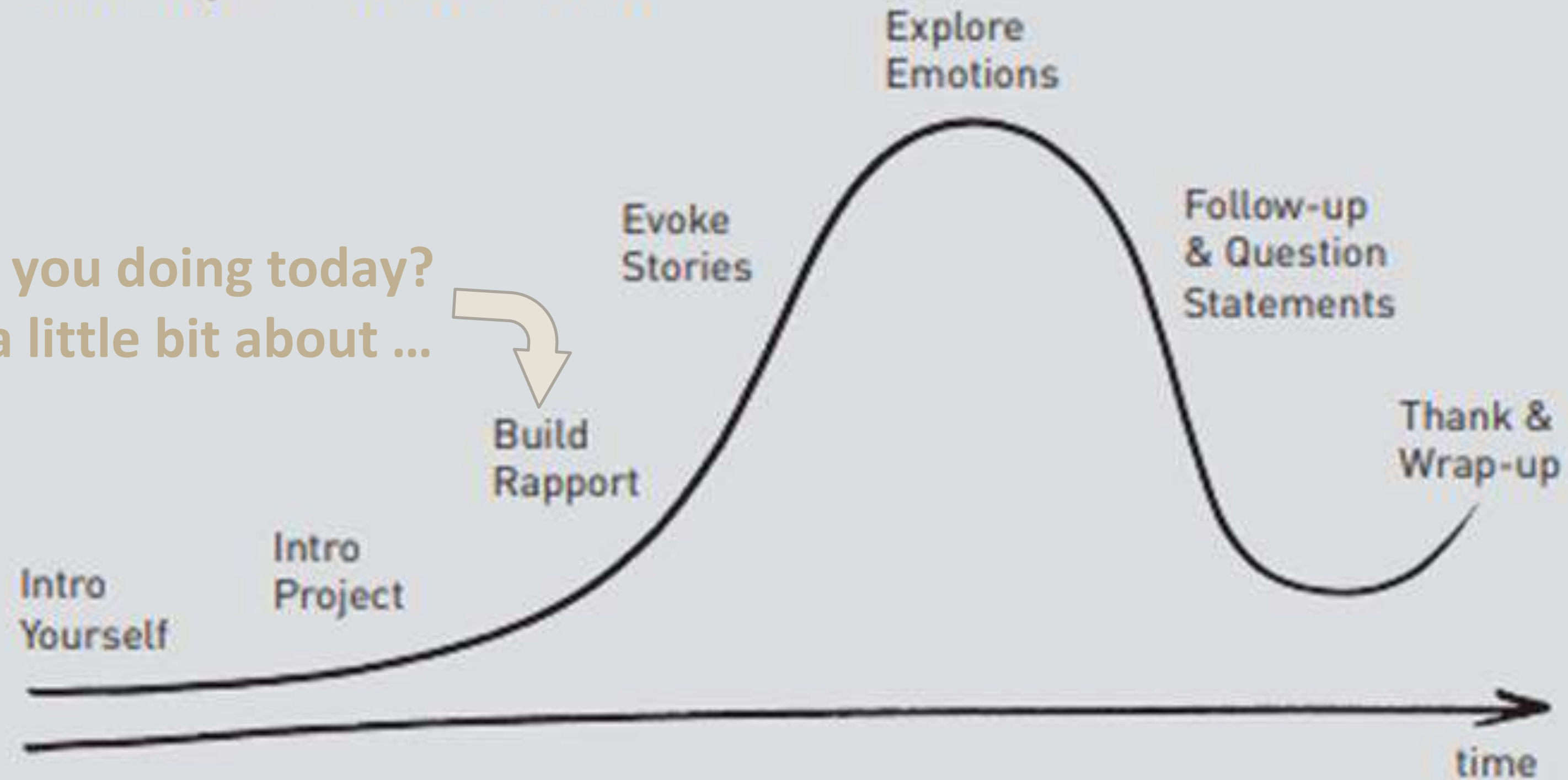
Enjoy the first semester, the last class was memorable and satisfied

## *Anatomy of an interview*



Adapted from Michael Barry

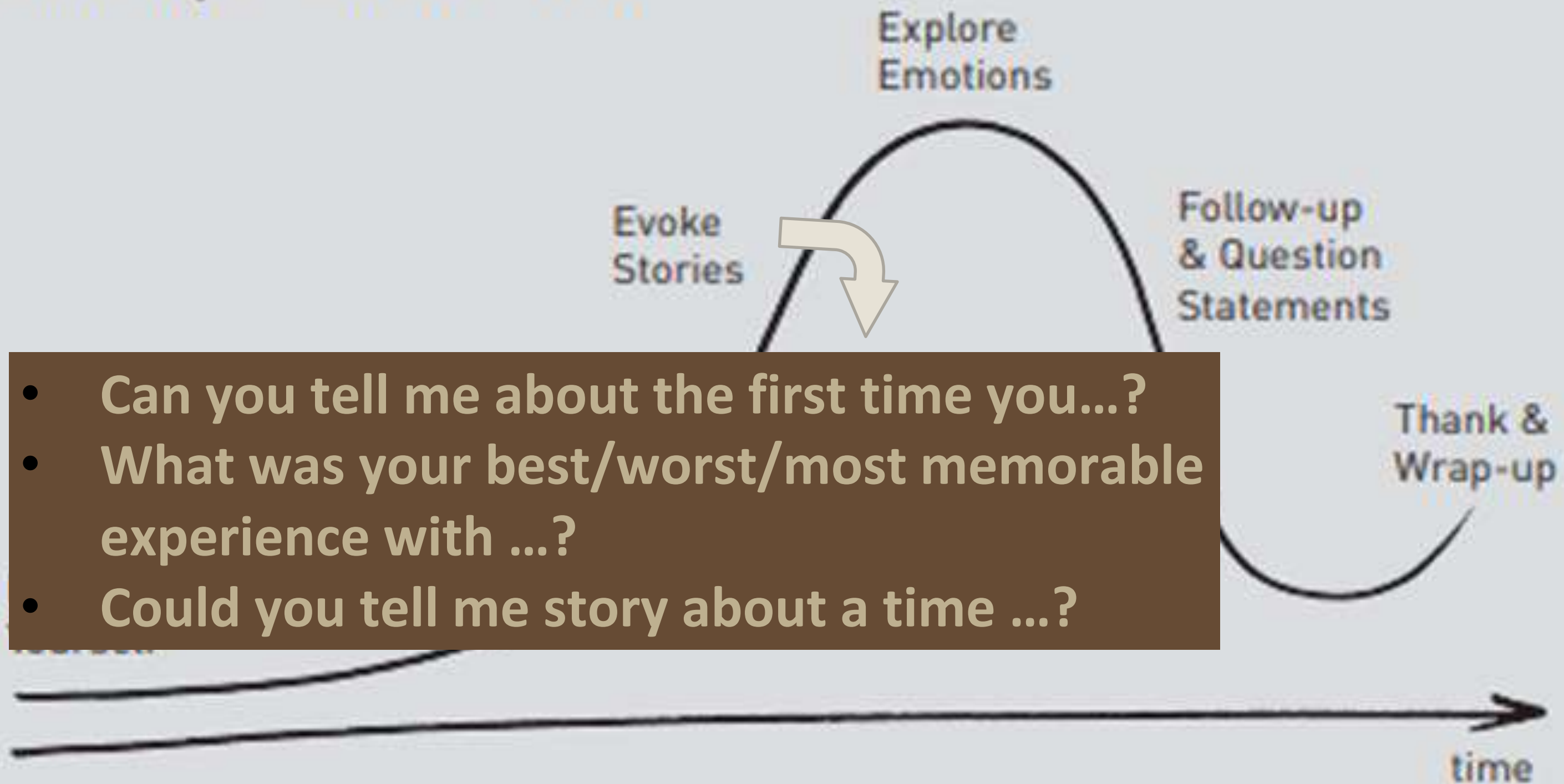
## *Anatomy of an interview*



Adapted from Michael Barry



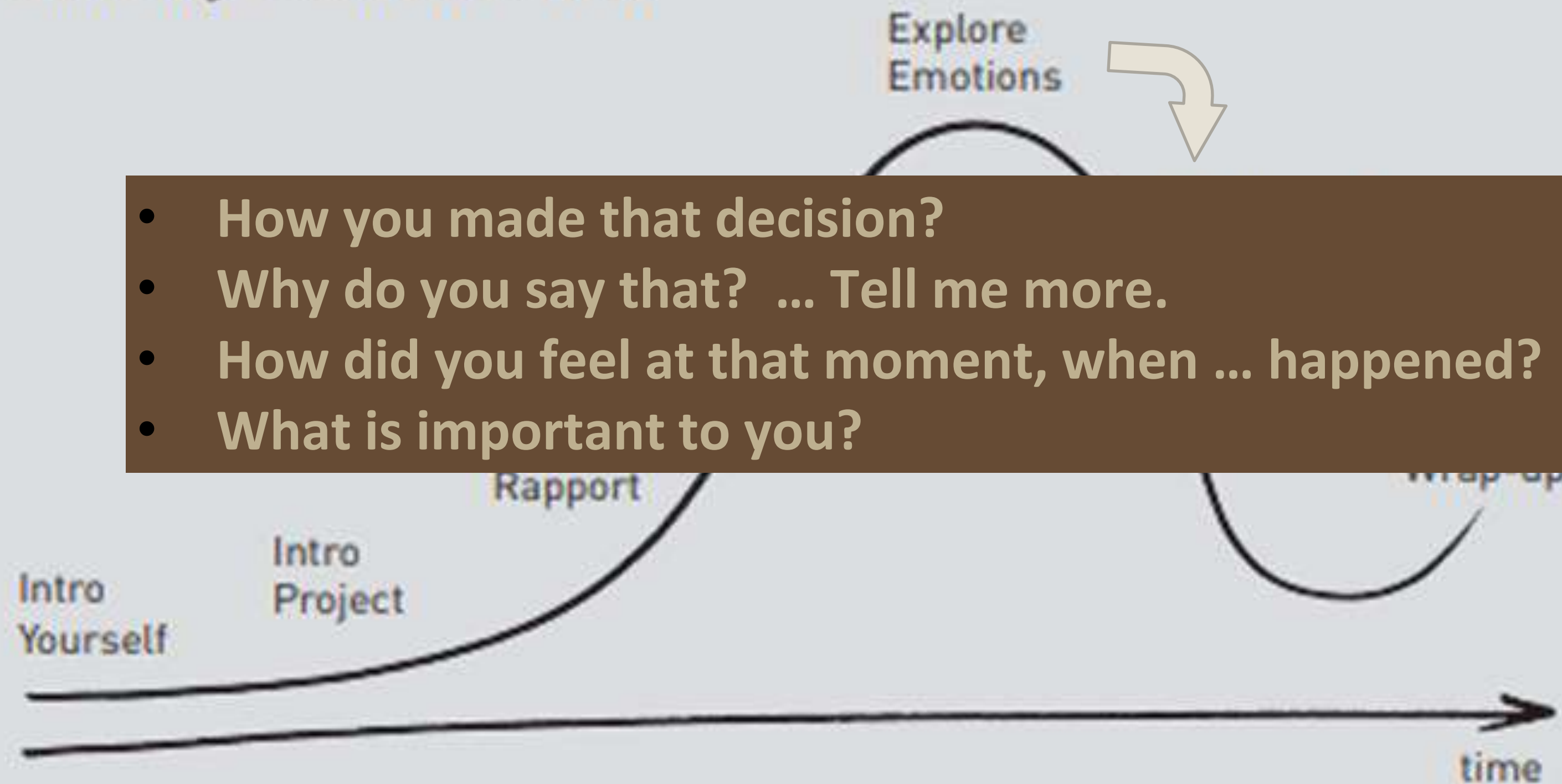
## Anatomy of an interview



Adapted from Michael Barry

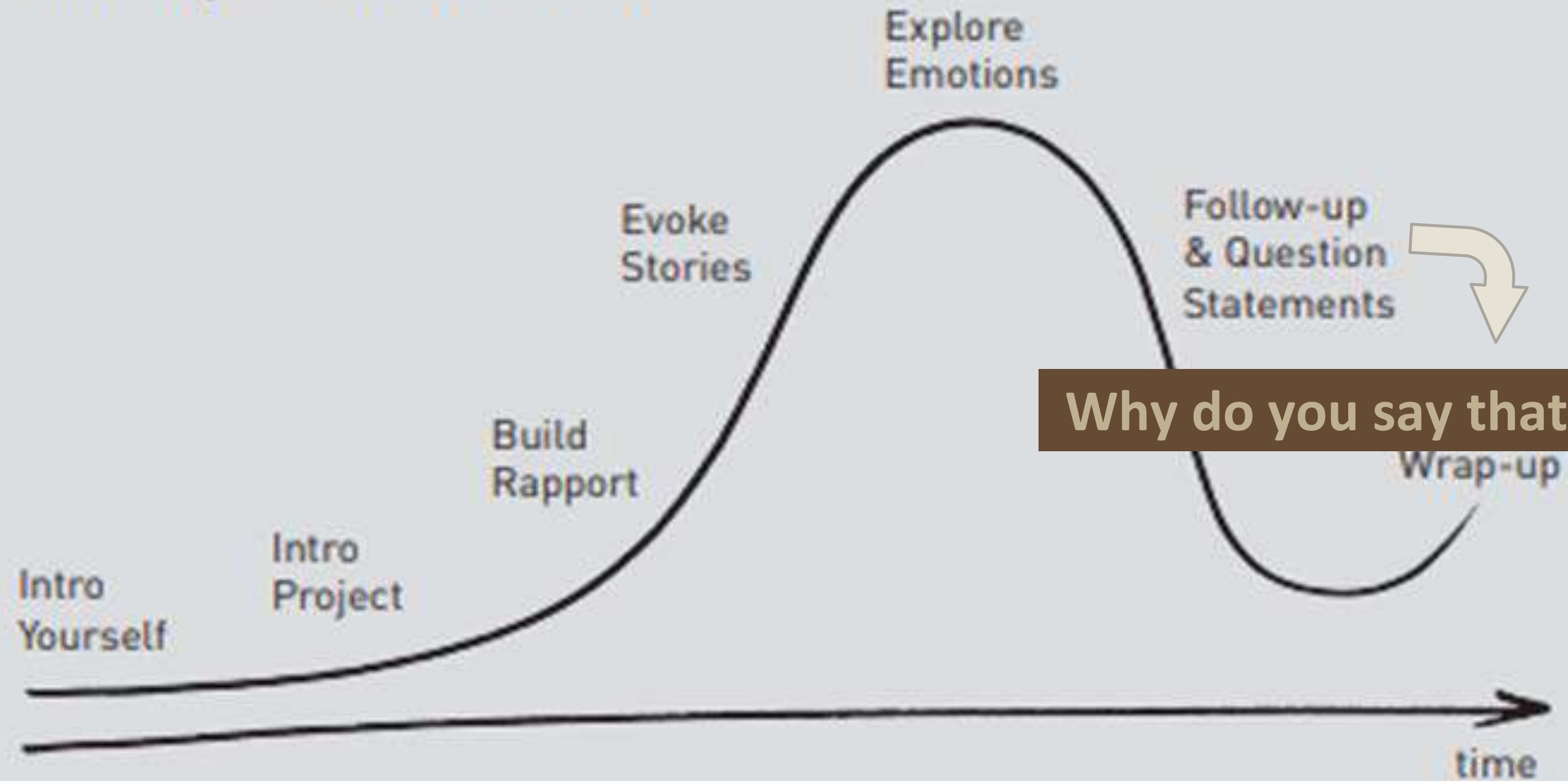
## Anatomy of an interview

- How you made that decision?
- Why do you say that? ... Tell me more.
- How did you feel at that moment, when ... happened?
- What is important to you?



Adapted from Michael Barry

## *Anatomy of an interview*



Adapted from Michael Barry



# “Question Ladder”



	Did	Is	Can	Will	Would	Might
Who	Who did	Who is	Who can	Who will	Who would	Who might
What	What did	What is	What can	What will	What would	What might
Where	Where did	Where is	Where can	Where will	Where would	Where might
When	When did	When is	When can	When will	When would	When might
Why	Why did	Why is	Why can	Why will	Why would	Why might
How	How did	How is	How can	How will	How would	How might



# Interview Tips

- Don't suggest answers to your questions
- Don't be afraid of silence
- Look for inconsistencies
- Be aware of nonverbal cues (e.g., body language, sighs, eye contact, etc.)
- Stay on the same path of question (go deeper)
- Be an empathic listener





# Empathy Interview

How you encourage people to disclose their life stories that helps uncover their needs?

MU-ADP Level 1: Design Thinking

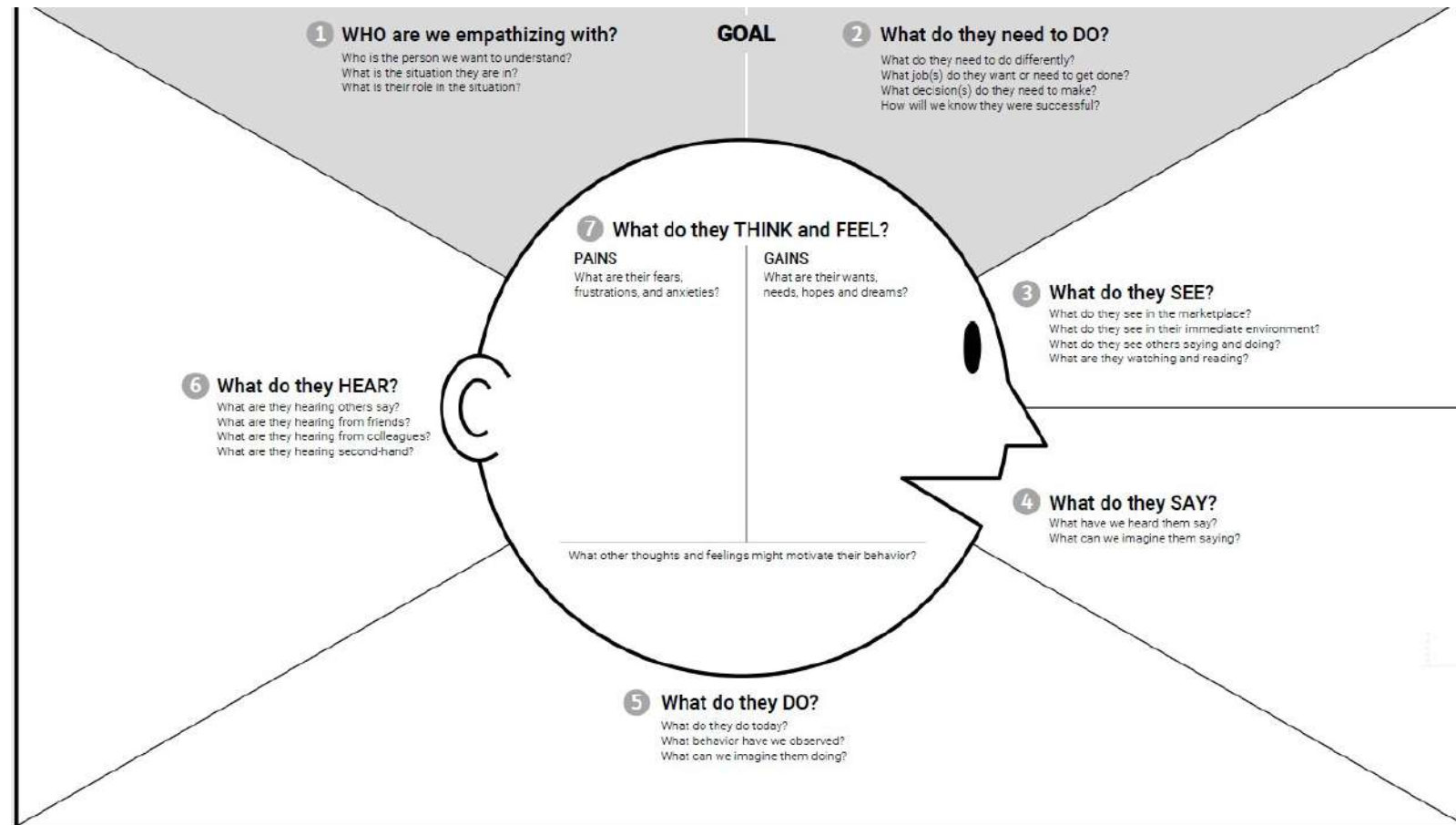


# Empathy Interview

- More like a conversation, not Q&A
- Looks for "the stories", not right/wrong or yes/no answer
- Gestures, tones of voice, facial expressions are also included



# What is an Empathy Map?



A visualized tool that help you capture feelings and behavior as well as directing you to disclose "insight" of individual person.



**1 WHO are we empathizing with?**

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

**GOAL**

**2 What do they need to DO?**

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

**7 What do they THINK and FEEL?**

**PAINS**

What are their fears,  
frustrations, and anxieties?

**GAINS**

What are their wants,  
needs, hopes and dreams?

**3 What do they SEE?**

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

**6 What do they HEAR?**

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

**4 What do they SAY?**

What have we heard them say?  
What can we imagine them saying?

**5 What do they DO?**

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

What other thoughts and feelings might motivate their behavior?

# Examples of Empathy Map

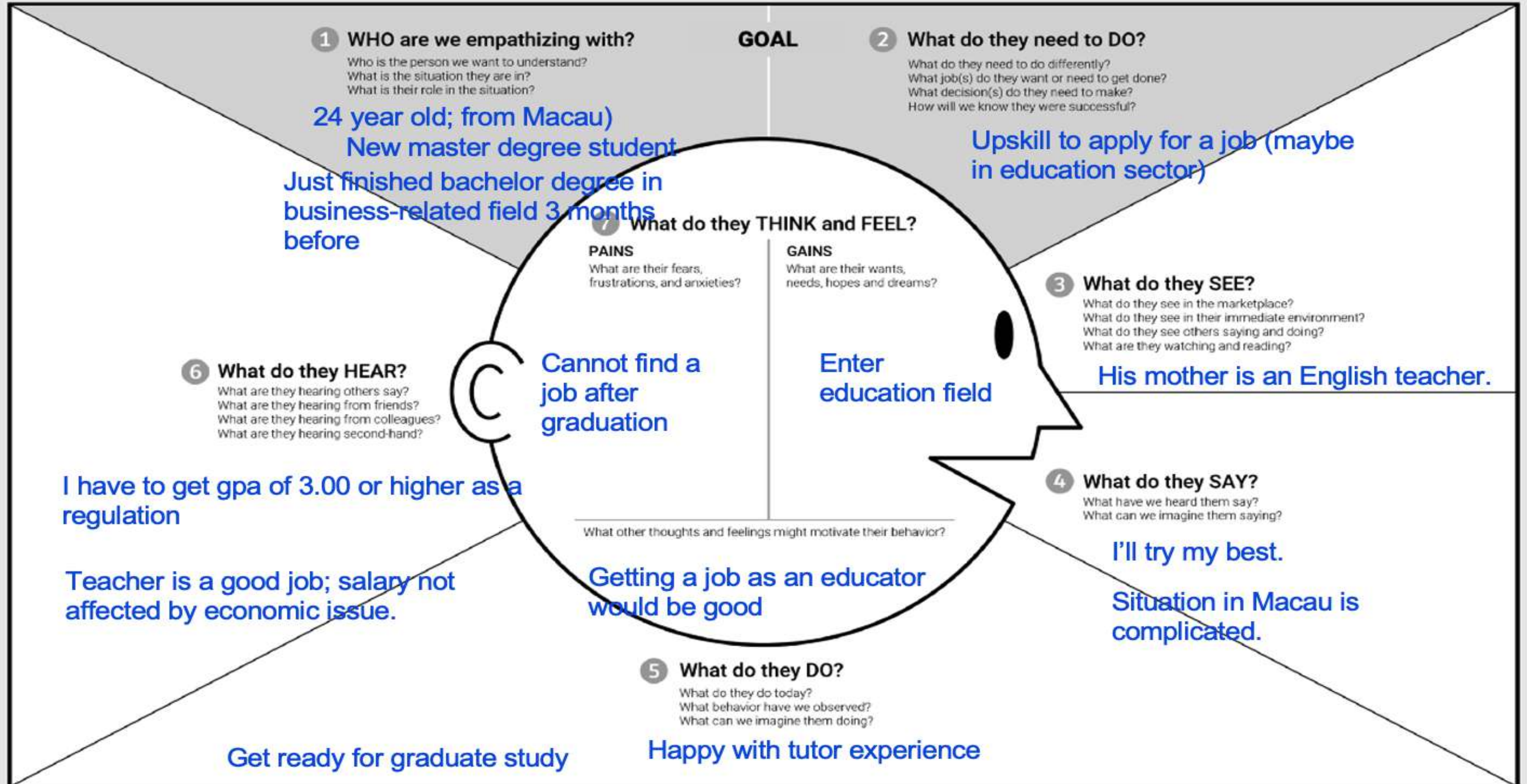
# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:





# Practicing Empathy Interview





A word cloud featuring the phrase "Thank You" in numerous languages and scripts, including English, Spanish, French, German, Italian, Japanese, Korean, Chinese, Hindi, and many others. The words are arranged in a circular pattern, with "Thank You" being the most prominent. A hand holding a black pen is visible in the bottom right corner, pointing towards the word "Thank You".