



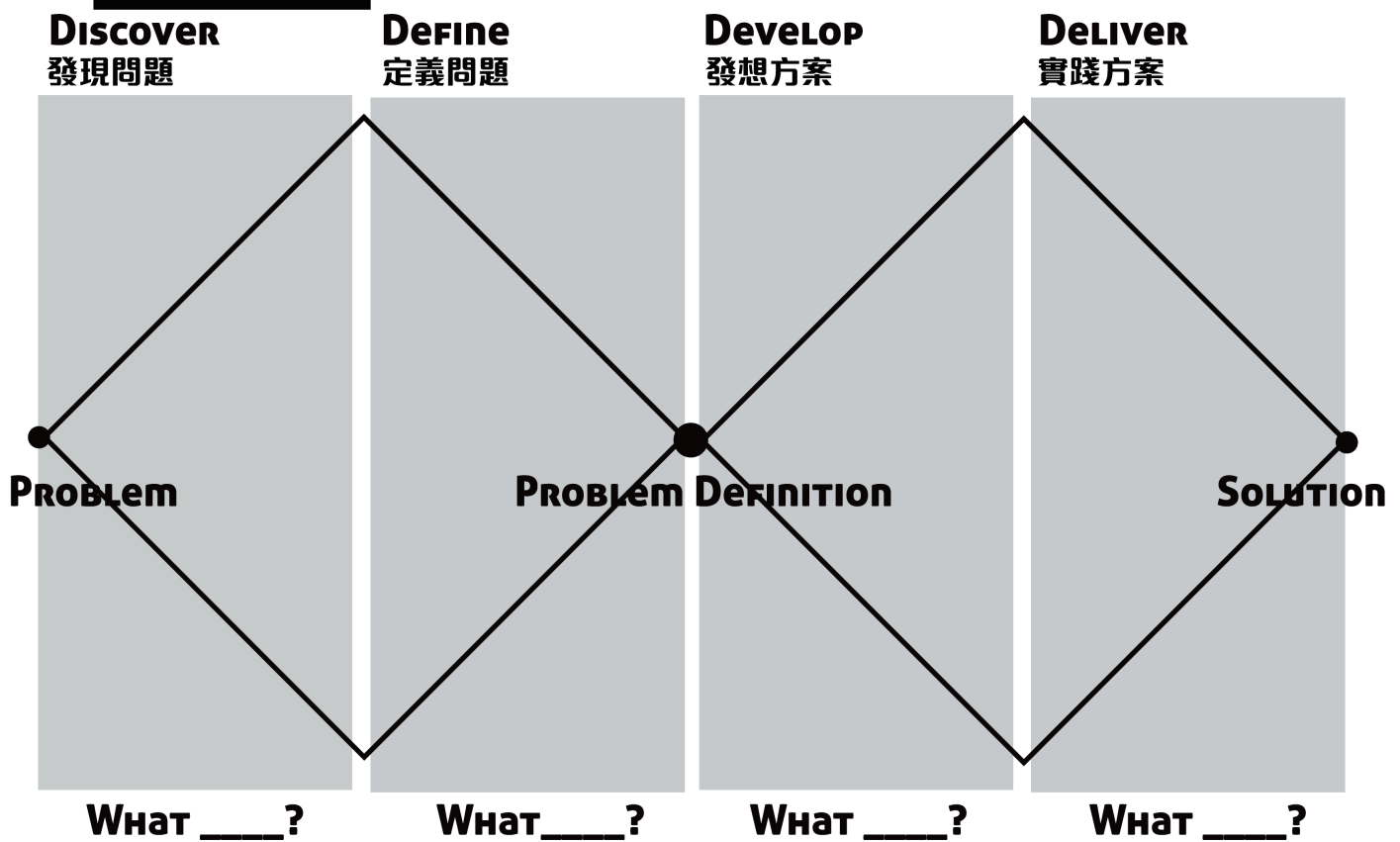
INNOVATION **GOOD** AND DESIGN FOR

What is Design Thinking?

A human-centric creative problem solving methodology.



DOUBLE DIAMOND(4D) MODEL



Discover *Understand the problem with Empathy*

Define *Segment and Humanize your users
Identify the painpoints and deeper insights*

Develop *Visualize the solution and start prototyping*



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What is the concept called?

The big name?

Discover Tools: Interview, Experience, Observation.....

*What are the problems that you have identified?
(Please support with at least 3 photos)*



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Define Tools: Persona

Who is the User?

Memorable Sketch

What is his/her info?

Define Tools: Point of View

What are their Painpoints?

_____ (user)

need

_____ (need)

because _____ (why)



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Develop

What is the solution?

Develop

How it works? Write it up and/or draw it out!

Develop

What can be a prototype?



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Name(s) of applicants (in English)

Each group has 2 members but no more than 4 members. The project leader will be the key contact person in the Challenge.

	Surname, Last Name (same as university record)	Student ID	Contact E-mail
Project Leader			
Co-Leader			
Co-Leader			
Co-Leader			



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Budget on prototype development and production

Each group could apply for expense reimbursement up to HK\$1,000. It is for materials required for making prototype and subject to approval. Form has to be filled in by the project leader after purchase and receipts are required.

The concept poster may be written in English and Chinese.

Item	Unit x Cost per unit	Amount HK\$
Approved by:	Total Amount HK\$	