

Design Thinking

Berfikir Kreatif & Presentasi Bisnis

Prof. Devi Kausar, PhD, CHE & Azra Mashita, STr.,MA



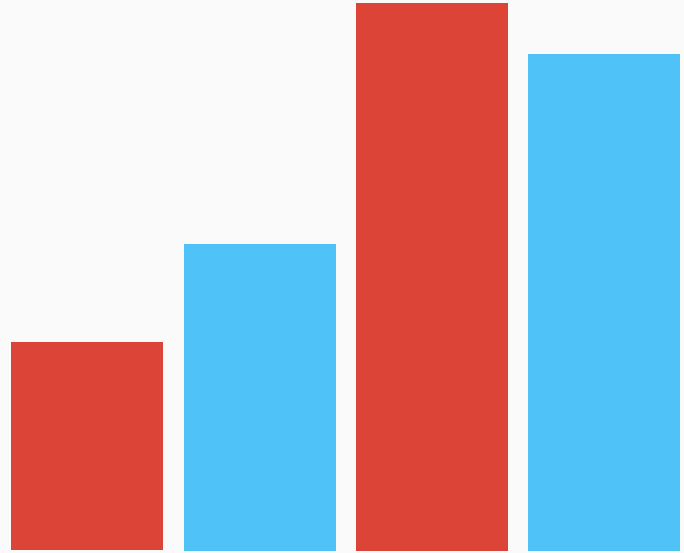
Design Thinking:

A human-centered approach to problem solving and innovation 🚀

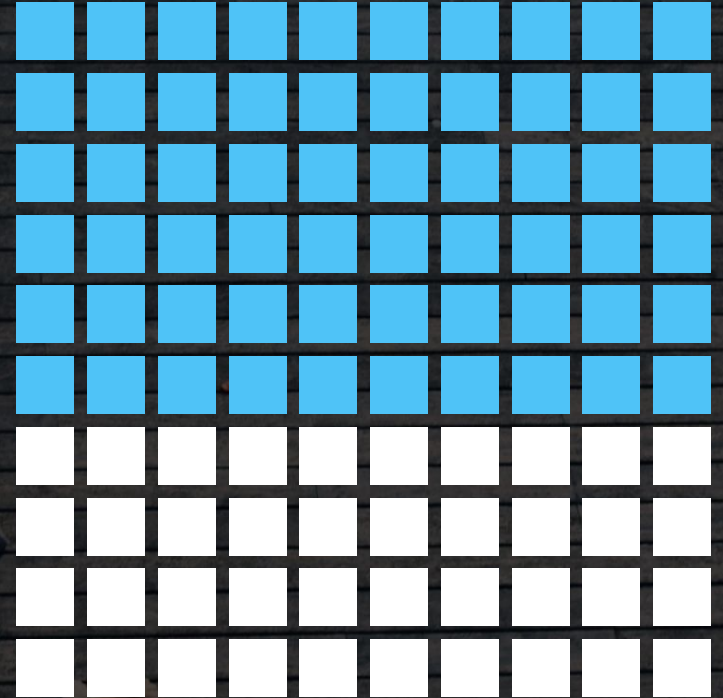
Pendekatan Inovatif untuk Pemecahan Masalah Berbasis Empati

Design Thinking

- Fokus pada kebutuhan manusia 
- Digunakan oleh Google, IDEO, Apple 
- Mendorong inovasi yang relevan dan praktis 



Pendekatan pemecahan masalah yang berpusat pada manusia (human-centered). Pendekatan ini menekankan pemahaman mendalam terhadap pengguna, eksplorasi ide kreatif, dan pengujian solusi nyata untuk menciptakan inovasi yang relevan dan bermanfaat.



Helps us gain a deep understanding of customer needs and wants => Solve social/human problem!

What is a product?

Anything that can be sold for a certain price (Smith, 1994)

What kind of product is tourism?

Service: a transaction in which the non-physical goods are transferred from the seller to the buyer

DESIGN THINKING



Empathize

Understanding people



Ideate

Generating your ideas



Define

Figuring out the problem



Test

Refining the product



Prototype

Creation and experimentation



DESIGN THINKING



TRADITIONAL THINKING

● Aware of Failure

● Ask the Right Questions

● Visual

● Doing

● Active Experience

● Process Expert

● Embrace Ambiguity

● Iterate

● Avoids Failure

● Give the Right Answers

● Verbal

● Thinking & Planning

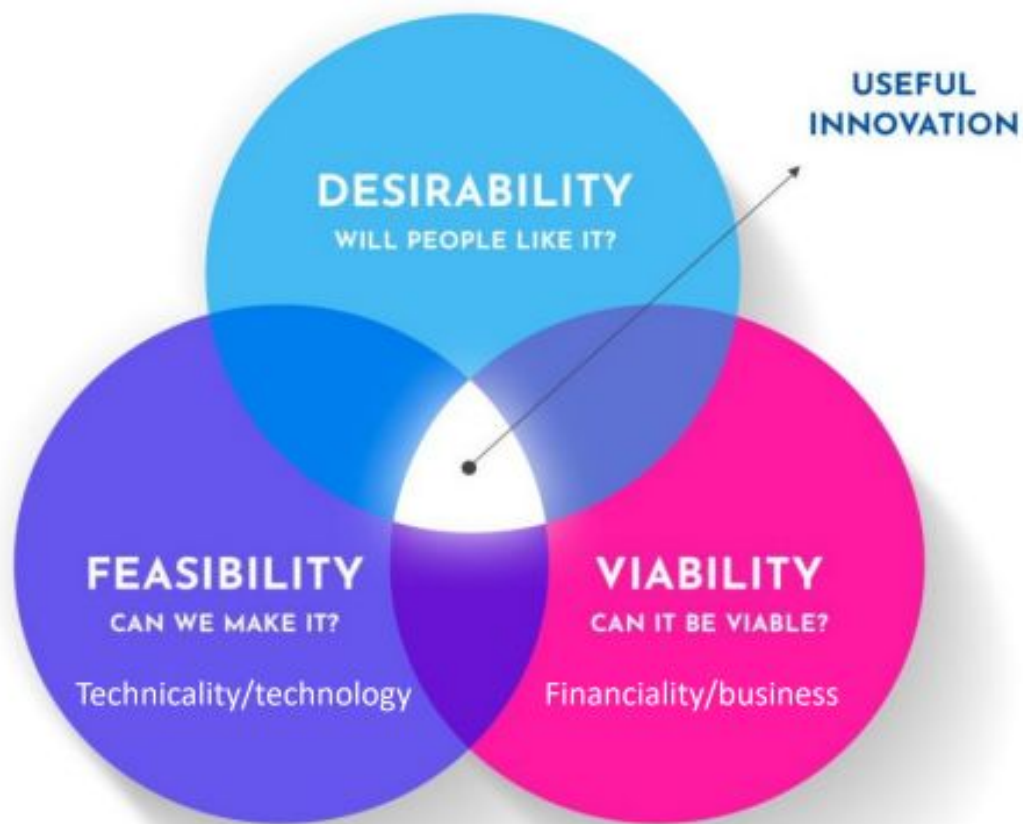
● Passive Experience

● Subject Expert

● Certainty is Key

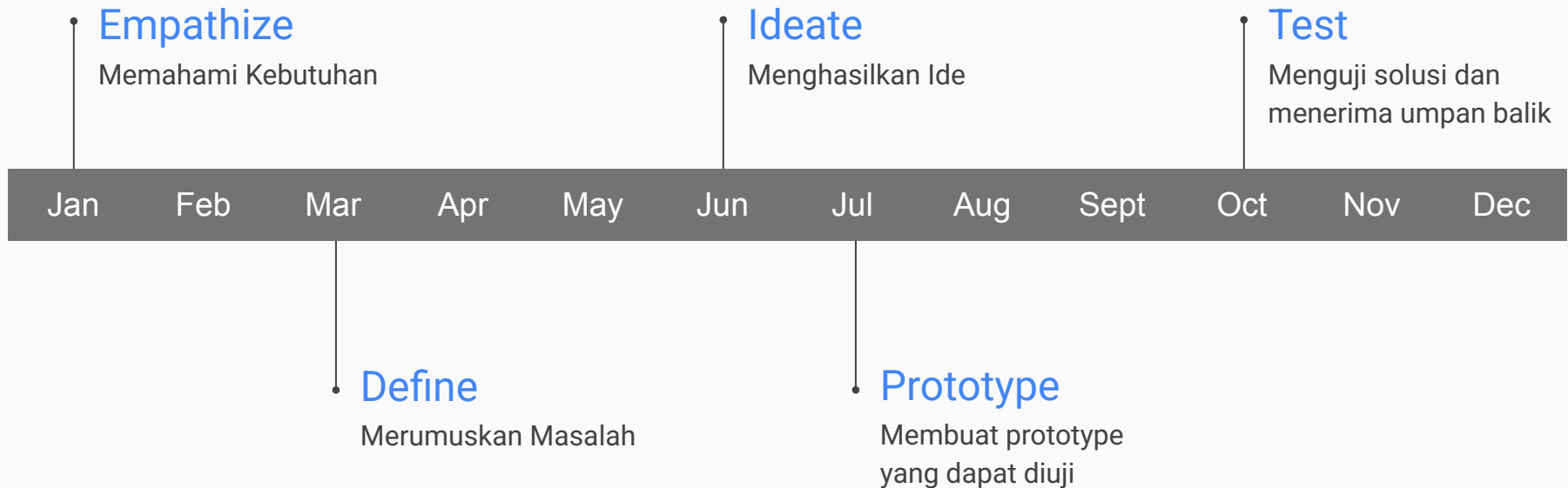
● Get it perfect the
first time

3 LENSES OF DESIGN THINKING



Milestones

5 Tahap Design Thinking



Penerapan Design Thinking di Bidang Pariwisata

Pangandaran Creative Festival (PCF) menggunakan pendekatan ini untuk meningkatkan pengalaman wisatawan, mendukung pelaku ekonomi kreatif lokal, dan memperkuat citra Pangandaran sebagai kota festival.

A close-up photograph of a person's hands, wearing a dark long-sleeved shirt, using a pen to sketch on a light-colored surface. The background is blurred, showing some bokeh lights. The word 'Empathize' is overlaid in white text on the left side of the image.

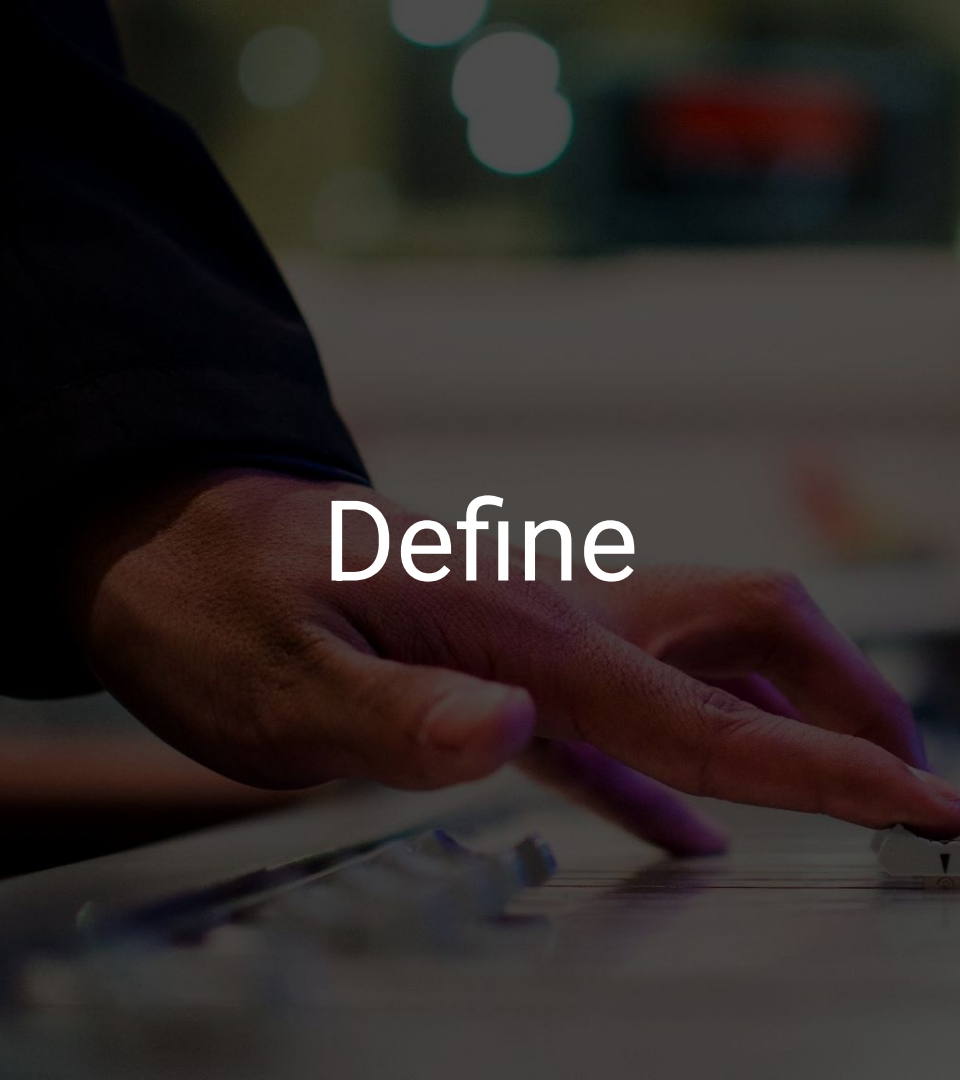
Empathize

Langkah awal adalah memahami kebutuhan pengunjung, masyarakat, dan pelaku UMKM melalui observasi dan wawancara.

A close-up photograph of a person's hand, wearing a dark sleeve, holding a purple pen and drawing on a light-colored surface. The background is blurred, showing some bokeh lights.

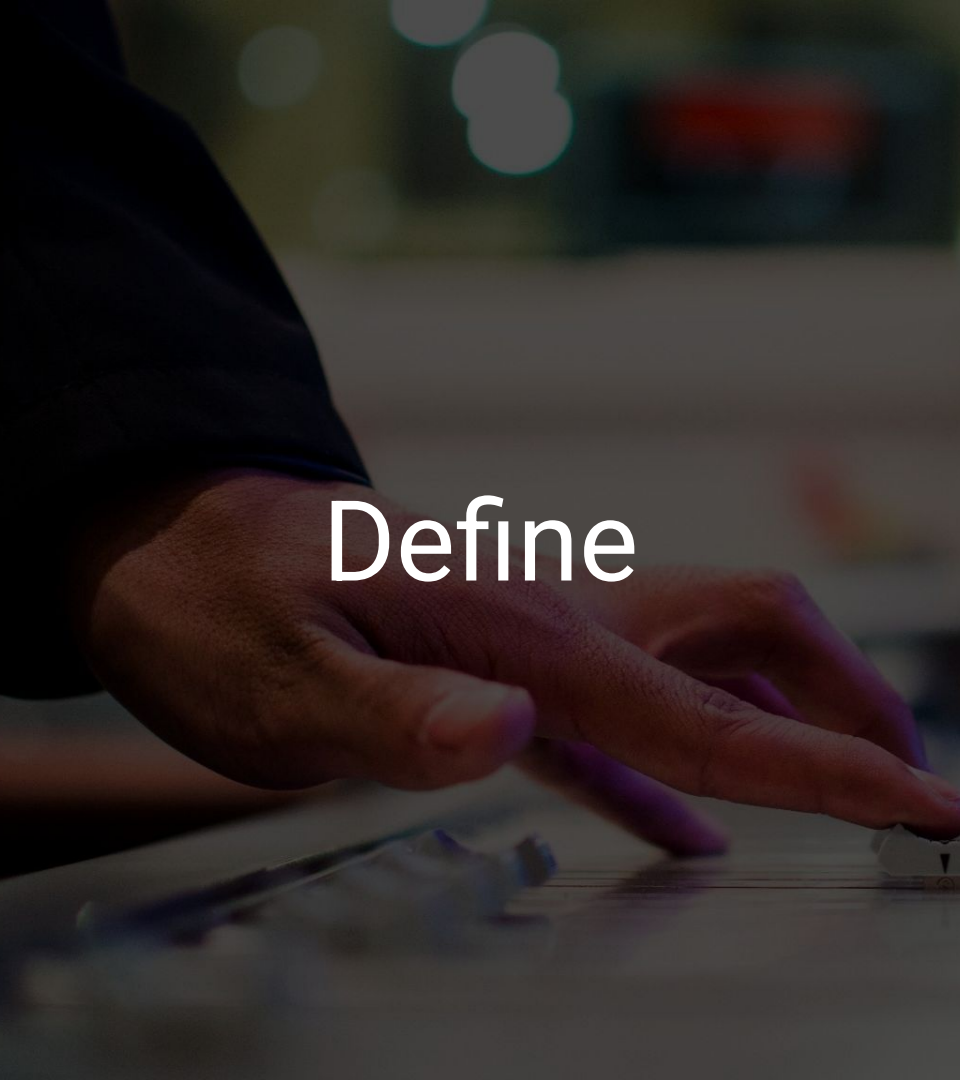
Empathize

- Mengamati perilaku wisatawan selama festival.
- Wawancara dengan pedagang dan seniman lokal.
- Mengidentifikasi kendala seperti akses informasi dan tata ruang acara.

A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The word 'Define' is overlaid in white text on the left side of the image.

Define

Setelah memahami pengguna, rumuskan masalah utama secara jelas.

A close-up photograph of a person's hand holding a purple marker, drawing on a white surface. The background is blurred, showing some bokeh lights. The word "Define" is overlaid in white text on the left side of the image.

Define

“Bagaimana cara meningkatkan pengalaman pengunjung Pangandaran Creative Festival melalui sistem informasi dan tata ruang yang lebih interaktif dan inklusif?”

A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The word 'Ideate' is overlaid in white text on the left side of the image.

Ideate

Lakukan sesi
brainstorming untuk
menghasilkan solusi
kreatif.



Ideate

Aplikasi 'PCF Experience'
untuk jadwal dan peta
interaktif.

Booth interaktif UMKM.

Zona edukasi budaya dan
workshop kreatif.



Prototype

Buat model sederhana dari ide agar bisa diuji pengguna.



Prototype

Mockup aplikasi dengan fitur jadwal acara.

Mini layout area festival untuk uji alur pengunjung.

Simulasi booth interaktif di kampus pariwisata.



Test

Solusi diuji langsung
kepada pengguna untuk
mendapat umpan balik.



Test

Uji aplikasi pada wisatawan dan kumpulkan tanggapan.

Evaluasi alur area festival.

Perbaiki desain berdasarkan saran pengguna

