

# **BENGKEL ADVOKASI SERVICE-LEARNING MALAYSIA – UNIVERSITY FOR SOCIETY (SULAM)**



SERVICE LEARNING MALAYSIA  
**SULAM**  
UNIVERSITY FOR SOCIETY

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20 Mei 2024 (Isnin) | Kementerian Pendidikan Tinggi

# **BRIDGING GAPS WITH DESIGN THINKING: INNOVATIVE APPROACHES IN SULAM**

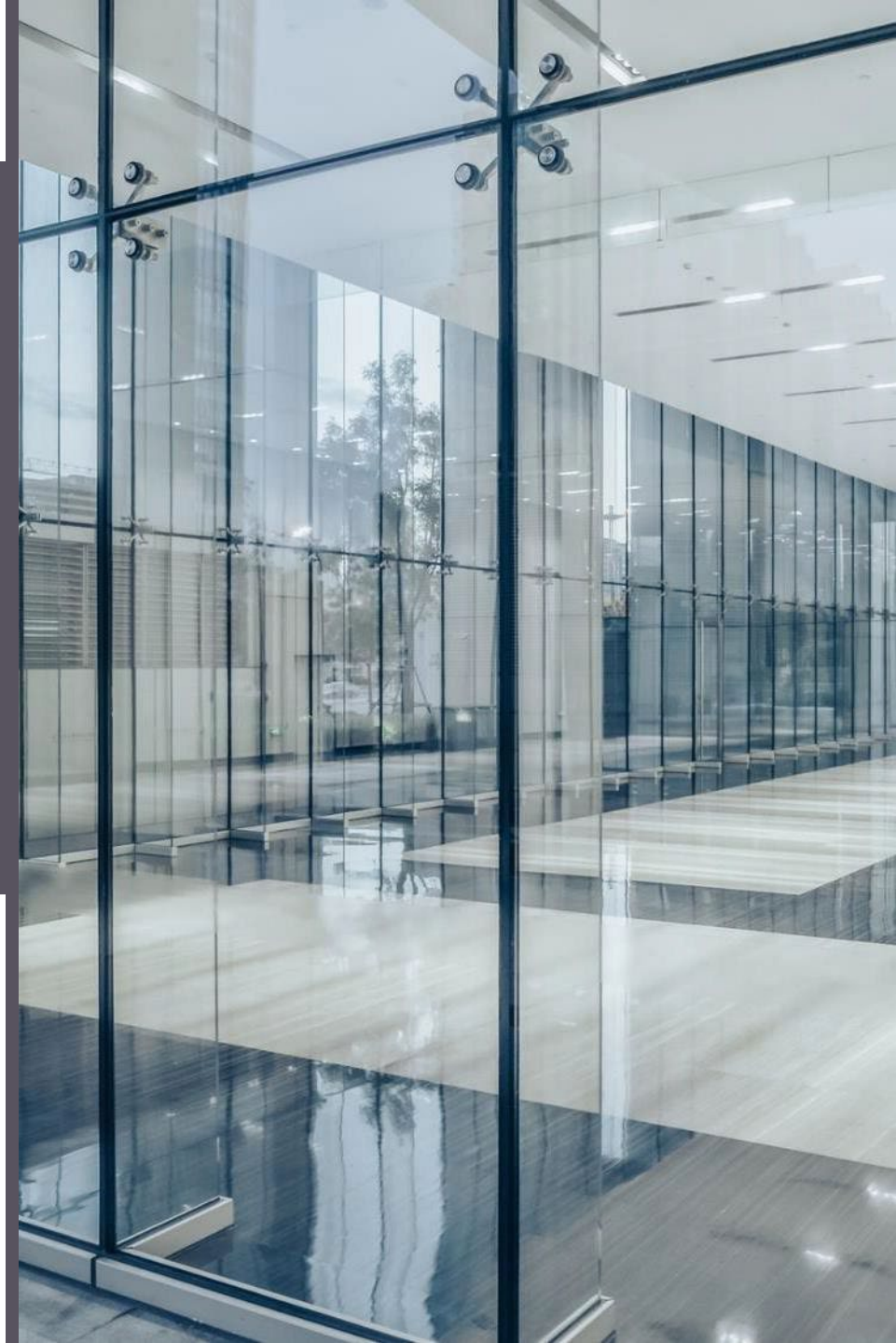
# Overview

Introduction to Design Thinking

Core Principles in Design Thinking

Case Study

# **INTRODUCTION TO DESIGN THINKING**

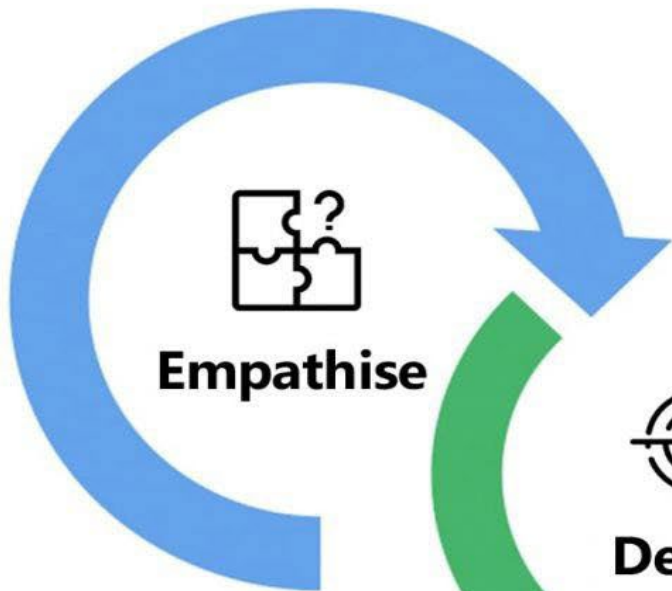


# DESIGN THINKING

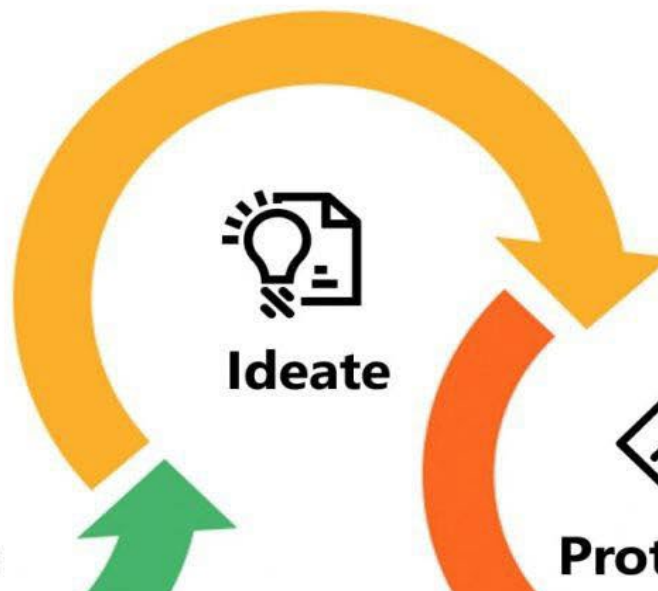
- **A human-centered, iterative problem-solving process commonly used in product design and business innovation.**
- **It involves five main phases: Empathize, Define, Ideate, Prototype, and Test.**
- **The goal is to foster creativity and innovation to solve complex problems by focusing deeply on the needs and experiences of the people you're designing for**

# FIVES PHASES IN DESIGN THINKING

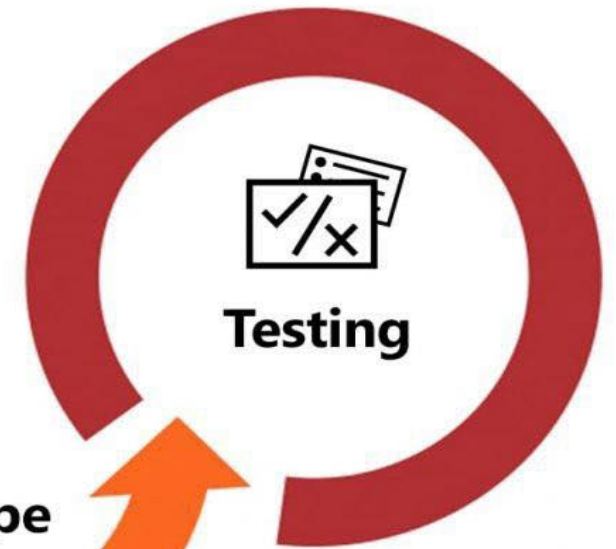
What is the Problem?



Why is it Important?



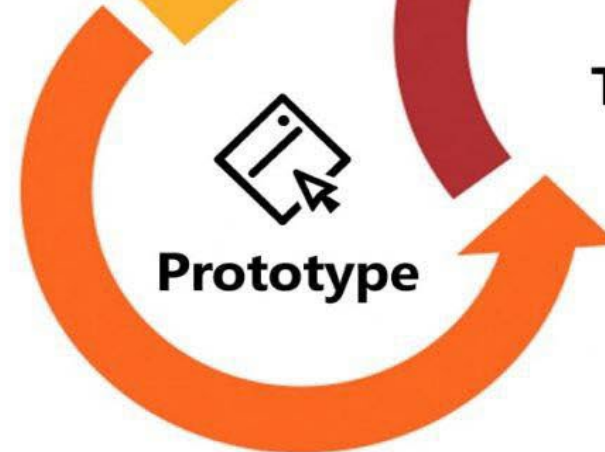
Does it work?



What is required?



How do we create it?





# WHY IS IT IMPORTANT IN DESIGN THINKING?

- Promotes critical thinking, creativity, and practical problem-solving skills among students.
- Encourages collaboration and empathy, as students learn to understand and address real-world issues from the perspectives of those affected



# **CORE PRINCIPLES IN DESIGN THINKING**



## Methods to Gather Insight

- Surveys: Useful for collecting quantitative data from a larger group.
- Interviews: provide qualitative insights into the feelings, experiences, and motivations of community members which can uncover deeper issues.
- Observation: Involves watching and noting how people interact with their environment and each other within the context of their daily lives.

## Deep Engagement with Community

Build Trust: build relationships and trust. Transparency about the goals and processes of the project.

Be Inclusive: Diverse range of voices and perspectives in the research phase.

Active Listening: Train students and participants in active listening skills.

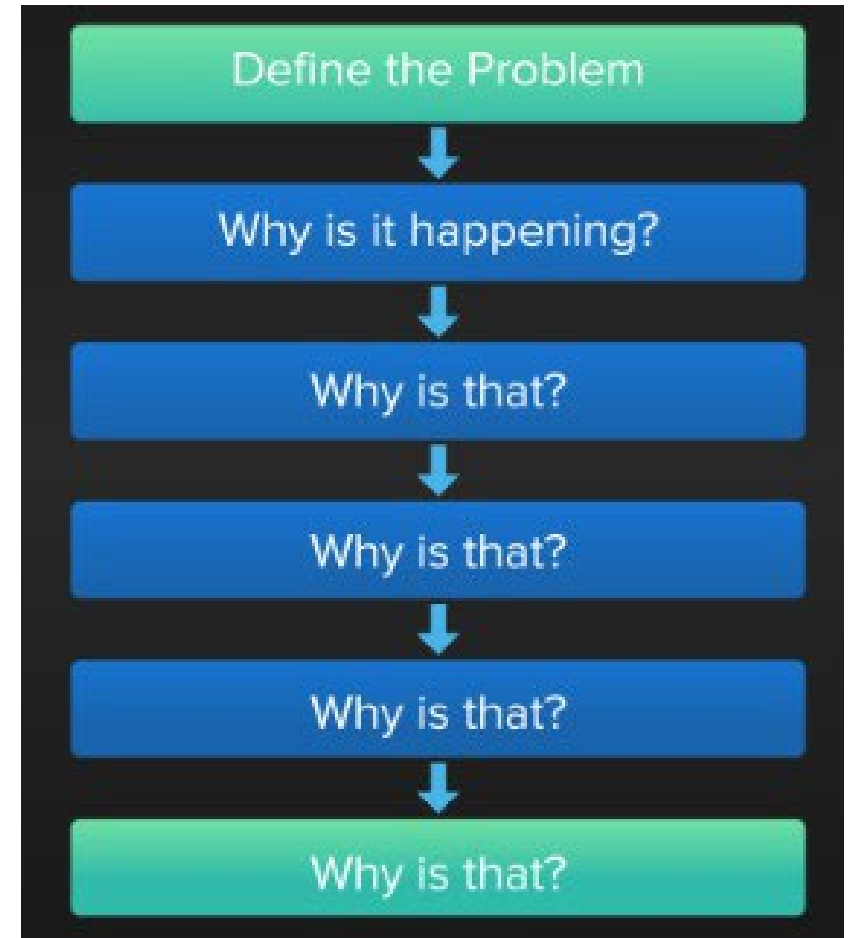
Feedback Loops: validates information

# 1. Emphatizing with the Community:

## Empathy: The Heart of SULAM

### Techniques include:

- **Problem Statement:** Clear, concise problem statement that focuses on specific needs. The statement should be human-centered, reflecting real issues faced by real people.
- **5 Whys Technique:** cause-focused perspective.
- **How Might We (HMW) Questions:** Transform problems into opportunities using "How might we" questions: creative solutions and innovative ideas.



## 2. DEFINING THE PROBLEMS: Articulating community needs

Brainstorming: Brainstorming sessions: Engaging in open-mindedness, fostering unconventional ideas. Emphasize the significance of establishing a secure environment where every person feels at ease in expressing their opinions.

Brainwriting: Participants write ideas on cards or sticky notes, which are then passed around for others to expand upon, allowing for quieter members to contribute just as actively.

SCAMPER Technique: Substitute, Combine, Adapt, Modify, Eliminate, and Reverse.

### **3. IDEATION TECHNIQUE: Fostering Creativity in Problem Solving**

*“There is nothing new under the sun, but there are lots of old things we don’t know.”*

# SCAMPER TECHNIQUE



- Encourages active learning: test theories and ideas in real-world scenarios; designing a product, service, or digital application
- Experiment different aspects of solutions, learning to adapt based on feedback and iterate to improve their designs.
- Quick feedback, refining ideas, (solution: physical product, a service workflow, or a software interface).
- Abstract problems more concrete.

## **4.PROTOTYPING SOLUTION: Prototyping As A Tool For Learning**



- 1. METHOD OF COLLECTING FEEDBACK:** Survey, focus group discussion and user testing
- 2. ADAPTING SOLUTION BASED ON COMMUNITY FEEDBACK:** Responsive Adaptation and emphasize the importance of establishing continuous feedback loops that allow for ongoing adjustments.

## **5. TESTING AND FEEDBACK: Iterative testing and improvement**

# CASE STUDIES

**Situation 1:** Students with disabilities face navigation challenges on a university campus.

**Situation 2:** A local community has low engagement in preventative health services.

**Situation 3:** A significant amount of food waste is generated by campus dining services.

**Situation 4:** Large volumes of used cooking oil are disposed of improperly in certain area, causing environmental issues.

**THANK YOU**