

## Discover with Users 與使用者探索需求

1

Actions 相關行動



**Empathise**  
易地而處

The set of tools in this action allows your team to listen to and understand users. From a larger number of audience and more quantitative responses, to a smaller number of audience for more focused and qualitative responses, the tools can assist your team to reach your target audience.

這個行動中的工具能協助團隊聆聽和理解使用者。從大量的目標受眾與量化分析，以至從焦點案例及定性研究獲得更深入及集中的資訊，這套工具能就所需涵蓋的受眾人數和深入程度提供建議。

## Define & Develop with Stakeholders 與持份者定義和構想

2

Actions 相關行動



**Define**  
問題定義



**Ideate**  
創意動腦



**Prototype**  
原型製作



**Validate**  
檢查驗證

The set of tools in these actions allow your team to define the key issue based on INGREDIENT I actions. By asking the right questions, the team can co-create and come up with different design possibilities to respond to the needs and wants of the community. Moreover, the tools can help prototype and test new design ideas with the community. It helps you gain buy-in on the design from stakeholders before implementation, which will ultimately yield better results.

這套工具幫助團隊根據原素一的行動界定合適的議題，由此與持份者共同創造和提出不同設計的可能性，以回應相關社群的需求。此外，這些工具有助於團隊與持份者共同構想和製作原型，並一同驗證和評估設計選項，完善設計方案。

## Deliver Innovation with Teams 與團隊實踐創新理念

3

Actions 相關行動



**Expand Knowledge**  
增廣見聞



**Align**  
校準就緒



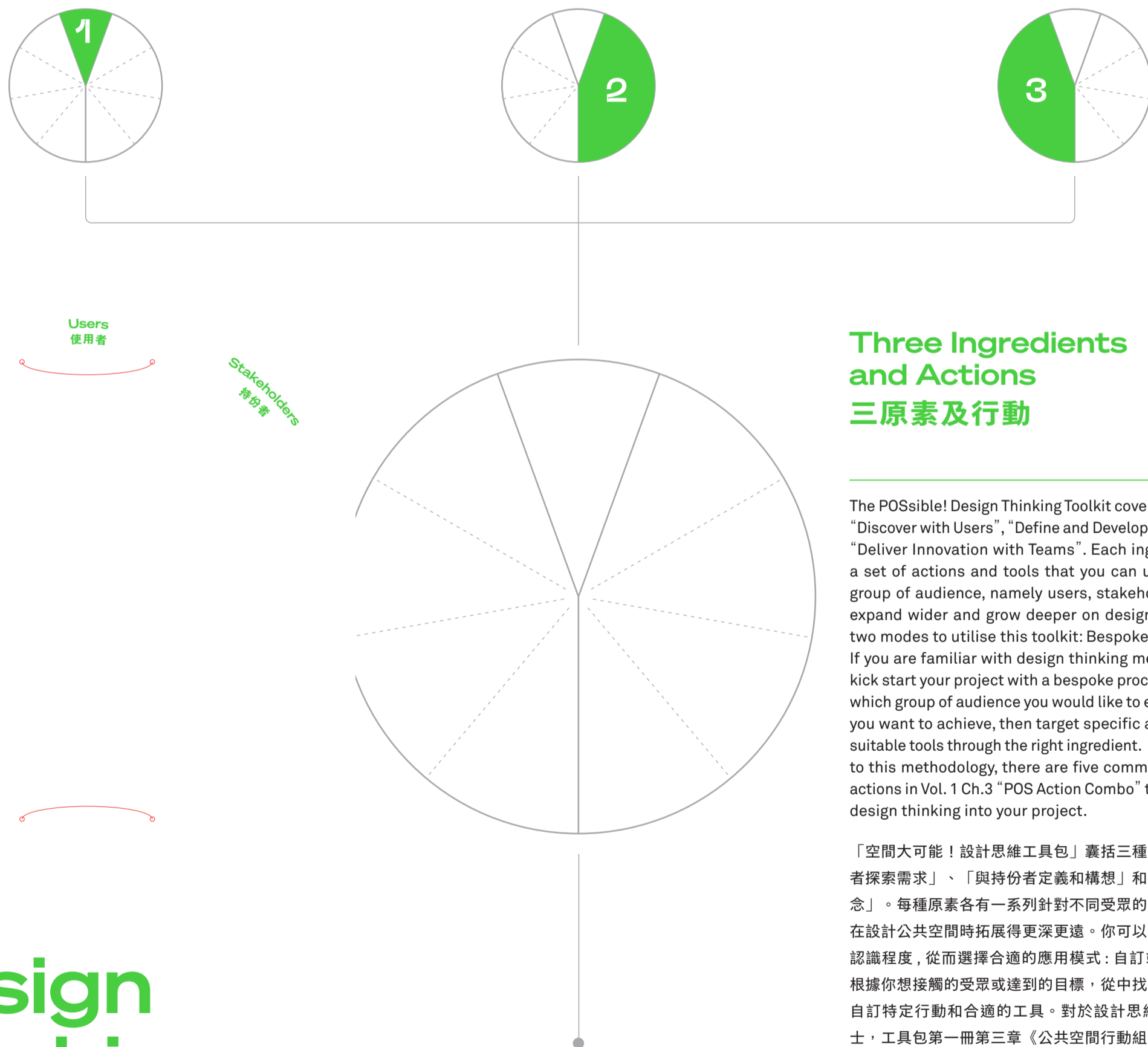
**Innovate**  
推動創新



**Mobilise**  
資源調集

It is a common challenge to deliver innovation when the project objectives and scope are fixed by the project proponent. This Ingredient aspires to facilitate innovation by providing a set of tools specifically for the “post-project” and “pre-project” phases, where teams can take the learnings from other projects and create alignment between different teams and departments to drive towards innovation goals for future projects. There is also a tool to help the team rethink the tendering process for a new project, and ways to meet the needs of the team’s innovation goals to drive the mission and vision.

在已經定立目標及規範的公共空間項目中往往難以在執行階段才推行創新。原素三特此提供適用於「項目前」和「項目後」兩個階段的工具。團隊可以運用那些行動工具來吸取其他項目的經驗，與不同團隊及部門協調並肩，合力推動未來各個項目的不同目標。原素三 還特設一項行動，有助團隊重新考慮新項目的招標流程，並從多方面滿足團隊各項創新目標的需要，幫助他們實踐使命和願景。

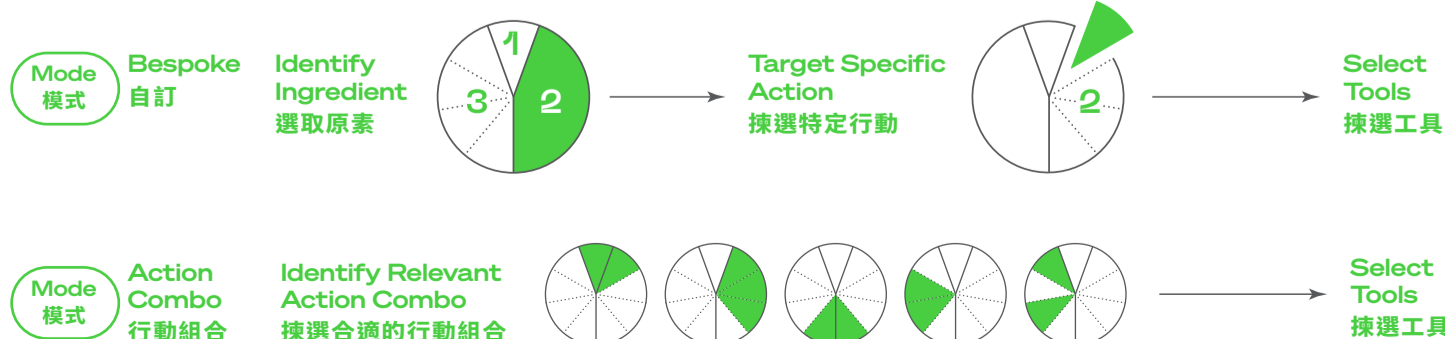


### Three Ingredients and Actions 三原素及行動

The POSSible! Design Thinking Toolkit covers three ingredients: “Discover with Users”, “Define and Develop with Stakeholders”, “Deliver Innovation with Teams”. Each ingredient represents a set of actions and tools that you can use with a different group of audience, namely users, stakeholders and team, to expand wider and grow deeper on designing POS. There are two modes to utilise this toolkit: Bespoke and Action Combo. If you are familiar with design thinking methodology, you can kick start your project with a bespoke procedure by identifying which group of audience you would like to engage with, or what you want to achieve, then target specific actions, and select suitable tools through the right ingredient. If you are rather new to this methodology, there are five common combinations of actions in Vol. 1 Ch.3 “POS Action Combo” to help you integrate design thinking into your project.

「空間大可能！設計思維工具包」囊括三種原素，包括「與使用者探索需求」、「與持份者定義和構想」和「與團隊實踐創新理念」。每種原素各有一系列針對不同受眾的行動和工具，幫助你在設計公共空間時拓展得更深更遠。你可以根據你對設計思維的認識程度，從而選擇合適的應用模式：自訂或行動組合。你可以根據你想接觸的受眾或達到的目標，從中找出由關鍵原素，繼而自訂特定行動和合適的工具。對於設計思維方法認識較少的人士，工具包第一冊第三章《公共空間行動組合》中提供了五項常見的行動組合，能協助你融入設計思維於項目中。

#### Two ways of use 兩種使用模式



Refer to Vol. 1 Ch. 3 "POS Action Combo" for five common combinations of actions  
參考第一冊第三章《公共空間行動組合》中的五項常見的行動組合

# Design Thinking Toolkit 設計思維 工具包

Introduction to use  
使用大綱

Ingredient 原素	Action 行動	I would like to 我想	Tool 工具	Session Time 環節時間	Difficulty* 難度	Complexity of conducting online 線上進行的複雜程度	Index 目錄
<b>INGREDIENT 原素 1</b> <b>Discover with Users</b> 與使用者探索需求 	 <b>Empathise</b> 易地而處	Drill into deeper qualitative insights 獲得更深入的定性見解	→ <b>Interview</b> 訪問	→ 30-60 (m)	●○○	●○○	VOL 2 P.16
		Gather quantitative data 收集量性數據	→ <b>Online Survey</b> 線上問卷	→ 2-4 (W)	●●○	●○○	VOL 2 P.22
		Gain objective understanding of the current usage 客觀了解使用情況	→ <b>Observation</b> 觀察	→ 1-2 (H)	●○○	○○○	VOL 2 P.26
		Promote project to the public and engage with users 向公眾推廣項目並聽取用家意見	→ <b>Street Polling</b> 街頭投票	→ 2-4 (H)	●●○	○○○	VOL 2 P.32
		Gain deeper knowledge on specific user groups 深入了解特定使用者群組的意見	→ <b>Focus Group</b> 焦點小組	→ 1-3 (H)	●●○	●○○	VOL 2 P.38
<b>INGREDIENT 原素 2</b> <b>Define &amp; Develop with Stakeholders</b> 與持份者定義和構想 	 <b>Define</b> 問題定義	Know who are related to this project (stakeholders) 了解哪些是與項目有關的人士（持份者）	→ <b>Stakeholder Map &amp; Stakeholder Prompt Cards</b> 持份者地圖及持份者提示卡	→ 20-25 (m)	●○○	●●○	VOL 2 P.48
		Discover focal points from data 從數據中找出重點	→ <b>Problem Extraction &amp; Priority Matrix</b> 問題抽取及優先矩陣	→ 30-45 (m)	●●○	●●○	VOL 2 P.54
		Set out a concise description of the problem(s) 簡潔陳述問題精要	→ <b>Problem Statement</b> 問題陳述	→ 20-30 (m)	●●○	●●○	VOL 2 P.60
		Transform problems into design opportunities 將問題變成設計機遇	→ <b>How Might We</b> 「我們如何」問句	→ 20-30 (m)	●●○	●●○	VOL 2 P.64
	 <b>Ideate</b> 創意動腦	Brainstorm innovative and novel ideas 構思創新和與別不同的想法	→ <b>What If Cards</b> 如果卡	→ 20-30 (m)	●○○	●○○	VOL 2 P.70
		Get inspirations for ideas 得到一些設計新靈感	→ <b>Inspiration Cards</b> 靈感卡	→ 20-30 (m)	●○○	●○○	VOL 2 P.74
		Narrow down ideas 收窄想法	→ <b>Scamper Cards</b> 創意檢核卡	→ 10-30 (m)	●●○	●○○	VOL 2 P.78
	Mix-and-match different design elements 混搭不同的設計元素	→ <b>Visualisation by Collage</b> 拼貼體現	→ 30-50 (m)	●●●	●●○	VOL 2 P.82	
	 <b>Prototype</b> 原型製作	Test if design is desirable by users and improve 測試及改善設計，更貼合用家的渴求	→ <b>Low-fidelity Model Making</b> 簡易原型製作	→ 2-3 (H)	●●○	●●●	VOL 2 P.88
		 <b>Validate</b> 檢查驗證	Validate design if problem identified previously have been alleviated 驗證設計能否減輕早期發現的問題	→ <b>User Journey Map</b> 使用者旅程圖	→ 30-60 (m)	●●○	●●○
<b>INGREDIENT 原素 3</b> <b>Deliver Innovation with Teams</b> 與團隊實踐創新理念 	 <b>Expand Knowledge</b> 增廣見聞		Disseminate knowledge to others 分享知識和見解	→ <b>Expand Knowledge: Content &amp; Method Cards</b> 增廣見聞：主題卡及方式卡	→ 60 (m)	●○○	●○○
		Identify key problems to align with internal or external stakeholders. 辨認需要協調的關鍵問題及內外各方持份者	→ <b>Topic Cards</b> 題目卡	→ 90 (m)	●●○	●●○	VOL 2 P.116
	 <b>Innovate</b> 推動創新	Identify the current level of innovation readiness within the organisation 辨認現時組織內對創新的準備程度	→ <b>Innovation Readiness Assessment</b> 創新準備評估	→ 20-30 (m)	●●●	●●●	VOL 2 P.126
		Identify the future level of innovation that can be aspired to and attained 辨認我的組織現時達到的創新水平及未來可以追求的創新水平	→ <b>Innovation Ladder</b> 創新階梯	→ 30 (m)	●●●	●●●	VOL 2 P.132
	 <b>Mobilise</b> 資源調集	Review an existing tender or prepare a new tender 審查現有招標書或準備新招標書	→ <b>Task Cards &amp; Resource Cards</b> 工作項目卡及資源卡	→ 1-2 (H)	●●●	●●●	VOL 2 P.142

# Tools Overview

## 工具總覽

Difficulty 難度

(m) (H) (W) ○○○ ●○○ ●●○ ●●●

\*Difficulty without Experience in Design Thinking 沒有設計思維經驗的難易程度

Mins 分鐘 Hour 小時 Week 星期 N/A 不適用 Easy 容易 Moderate 中等 Difficult 高深