

Design Thinking Workshops for Smart Campus Project

Shape a Smarter NYCU

Smart Campus Co-Creation Workshop

The **Shape a Smarter NYCU: Smart Campus Co-Creation Workshop** was the highlight of the series. Building on the previously identified pain points, students, faculty, and staff applied design thinking methods to address three key themes: campus dining, campus safety, and commuting. Led by a senior UX researcher and guided by the self-directed learning student group, participants analyzed user experiences, conducting field observations, identified service needs, and collaboratively developed innovative solutions tailored to campus life.



工作坊流程結合設計思考方法 (design thinking)，帶領參與者從理解情境與不同的角色樣貌開始，逐步拆解，並實際置身於場域中捕捉第一手資料，洞察真實問題與需求，提出創新解方。

- 1 Empathy 同理問題與情境**
 藉由故事卡牌，初步理解體驗痛點，並透過個人經驗分享補充，盤點相關的議題情境與利害關係人
- 2 Discover 場域觀察與體驗**
 進一步到實地場域踏查，使用POEMS法觀察，再挖掘體驗細節與補充，掌握更全面的脈絡資訊
- 3 Define 盤點歷程與議題收斂**
 整理觀察資料，視覺化服務歷程，並聚焦歷程中的痛點與機會，定義議題的問題空間HMW
- 4 Develop & Deliver 創新發展與回饋**
 依據嚴重性與影響程度等指標，篩選並聚焦設計議題發展創新服務方案，並藉由酷卡輔助引導激發創意

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During the workshop, groups selected themes—campus dining, safety, or commuting—and began with empathy exercises followed by on-site observations. In the afternoon, they mapped service journeys, refined issues, and brainstormed solutions, concluding with presentations and feedback. Participants found the workshop engaging and supported the user-centered approach, hoping for ongoing efforts and implementation.

The workshop fostered co-creation and innovation.

