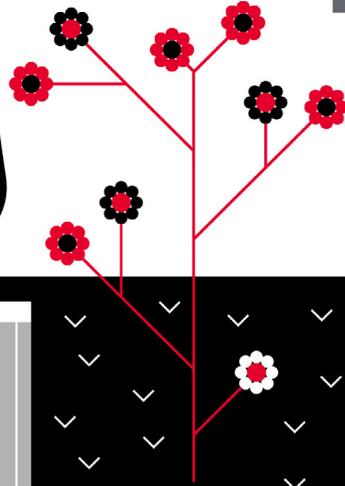
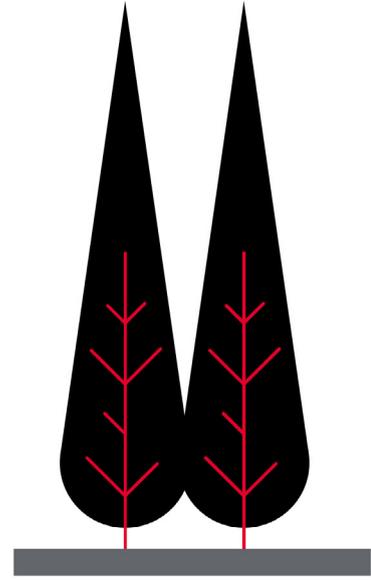


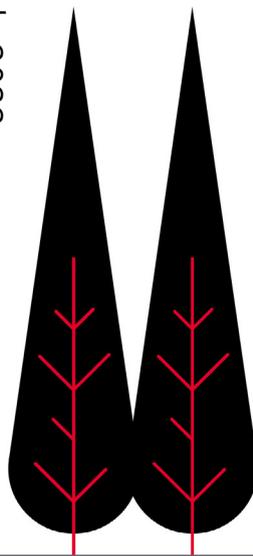


MAKH Letter

MAKH is a path to solving issues
based on Design Thinking



MAKHLetter | No.12 | July 2022



Content

What's New on MAKH Blog?

Empathy: Infrastructure Of The Design Thinking Process _____ 2

MAKH Business

What Does an Organizational Consultant in Design Thinking Really Do? _____ 6

Coming Up Birthdays

_____ 8

Coming Up Events

World Festival 2022 _____ 11

Ai4 _____ 12

World Entrepreneurs' Day _____ 13

Quotes of the Month



“Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired and success achieved.”

Helen Keller



“Success is often achieved by those who don't know that failure is inevitable.”

Coco Chanel

What's New On MAKH Blog?

Empathy: Infrastructure Of The Design Thinking Process

By: Majid Ahmadi Khoshbakht



Good definition

Design thinking as a human-centered method is an approach that tries to discover and also answer the needs and demands of users at the various social, functional, and valuable levels. Hence, the empathy process begins with recognition, analysis, and user scrutiny. This stage is the basis of the design thinking and the next steps will be built on the infrastructure called Empathy. This reflects the importance of the presence and implementation of this stage in businesses.

What does Empathy mean in design thinking?

Empathy is a process that involves the audience as the main and most important influential factor

in the process of discovery and demand. In this process, the user, as a member of the problem-solving team, is unknowingly helping to find the best and simplest possible solution. In this section, the user is discovering problems and weaknesses as a temporary member alongside the Design Thinking team.

Design thinking believes that in its interdisciplinary team it requires the presence of people from outside the organization and who is better than the group of users who have been in touch with their services or product?

Empathy means the research team puts itself in the audience's shoes and looks at problems and issues from their perspective.

Ahah!

Ways of reaching the user's point of view

There are different ways to reach the audience's point of view. ¹ Conversation techniques, ² questioning, ³ seeing and recording customer behavior while using the product, photography, etc are various methods that help the design thinking team to better understand the strengths and weaknesses of their product or service.

Usually businesses in the process of analyzing customer behavior towards the product, judge based on their background and knowledge of the product and without using the opinion of real users.

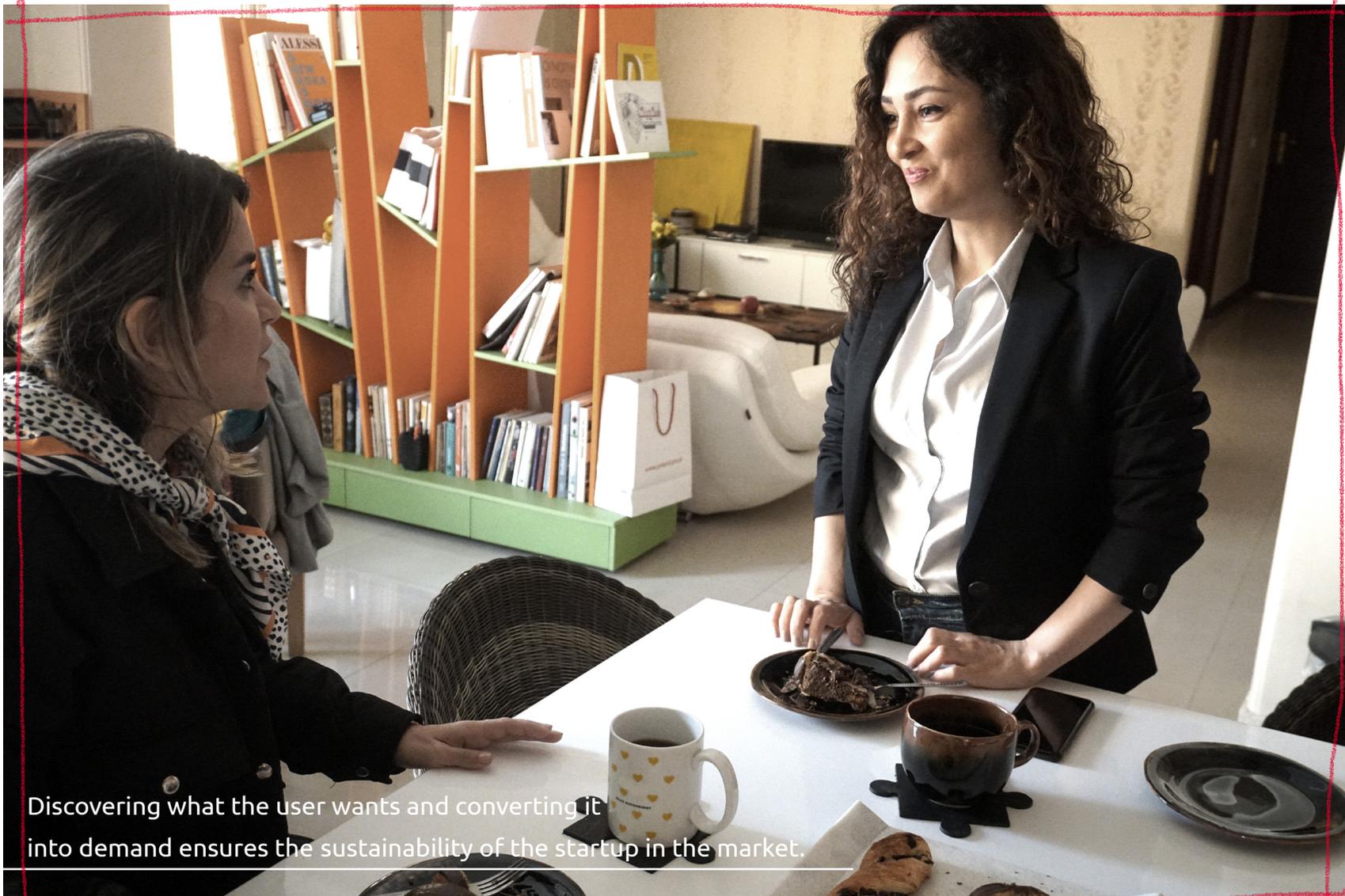
While this leads the team astray. In contrast empathy tries to make the designs and ideas of the design thinking team come true by using potential customer awareness.

Empathy process in startups and companies

In the meantime, the empathy process for products on the market and startup companies that have produced a product is somewhat different.

Examining the "customer experience path" helps both businesses (fully formed companies and startups) for analysis. Usually, startups can advance the empathy process by examining the customer in similar products and using the techniques of analyzing competitors and their users, thereby realizing the hidden and obvious demands of the user. Discovering what the user wants and converting it into demand ensures the sustainability of the startup in the market.

The failure of startups that fail at the beginning of their business is usually rooted in the lack of



Discovering what the user wants and converting it into demand ensures the sustainability of the startup in the market.

proper understanding of the hidden and obvious demands of the customer. The quantity and quality of the data collected from the methods mentioned above leave the business research teams free to analyze and better combine the issue in the next stage of the design thinking process.

Asking the right question to achieve empathy with the user

Designing the right question is crucial to discover the audience's desires, needs, aspirations, and pains.

If the questions we design are wrong, they will confuse us in the rest of the path.

You must have heard that reaching the right answer based on the wrong hypothesis will ultimately lead us to the wrong conclusion. So, at this point, too, the wrong question sometimes leads to a seemingly correct answer, and this conclusion distorts the course of the business. This can be the biggest weakness of the business in the empathy phase.

↓
Don't miss it!

Characteristics of the right questions to get the right result

In the empathy stage, it is very important to observe two conditions:

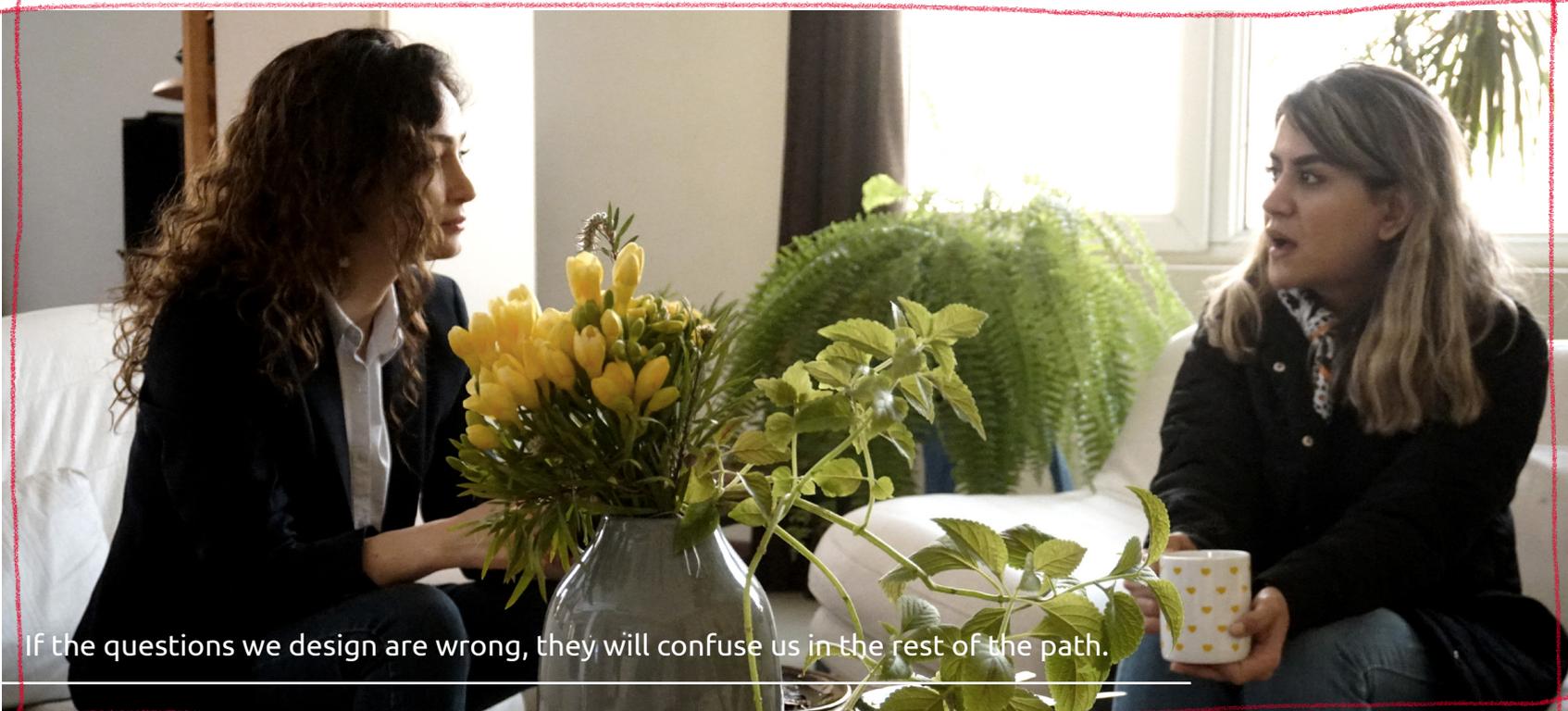
First, receiving information from the audience's point of view without designing biased questions to try to give them direction.

Second, receiving information from the audience without inadvertently forcing them to give our preferred response.

Questions should be purposefully designed for better analysis and composition in the next stage of design thinking.

Direct questions usually do not work well to get a clear answer. Hearing what the user has not said, seeing what the user has not done, and sensing unrevealed user feelings are the important and golden points of this section.

We should be aware that our questions cover all aspects of the user while using the product or service; Such as space, activities performed, language, emotions, the purpose of use, other dependent and engaged objects, and events while doing work.



If the questions we design are wrong, they will confuse us in the rest of the path.

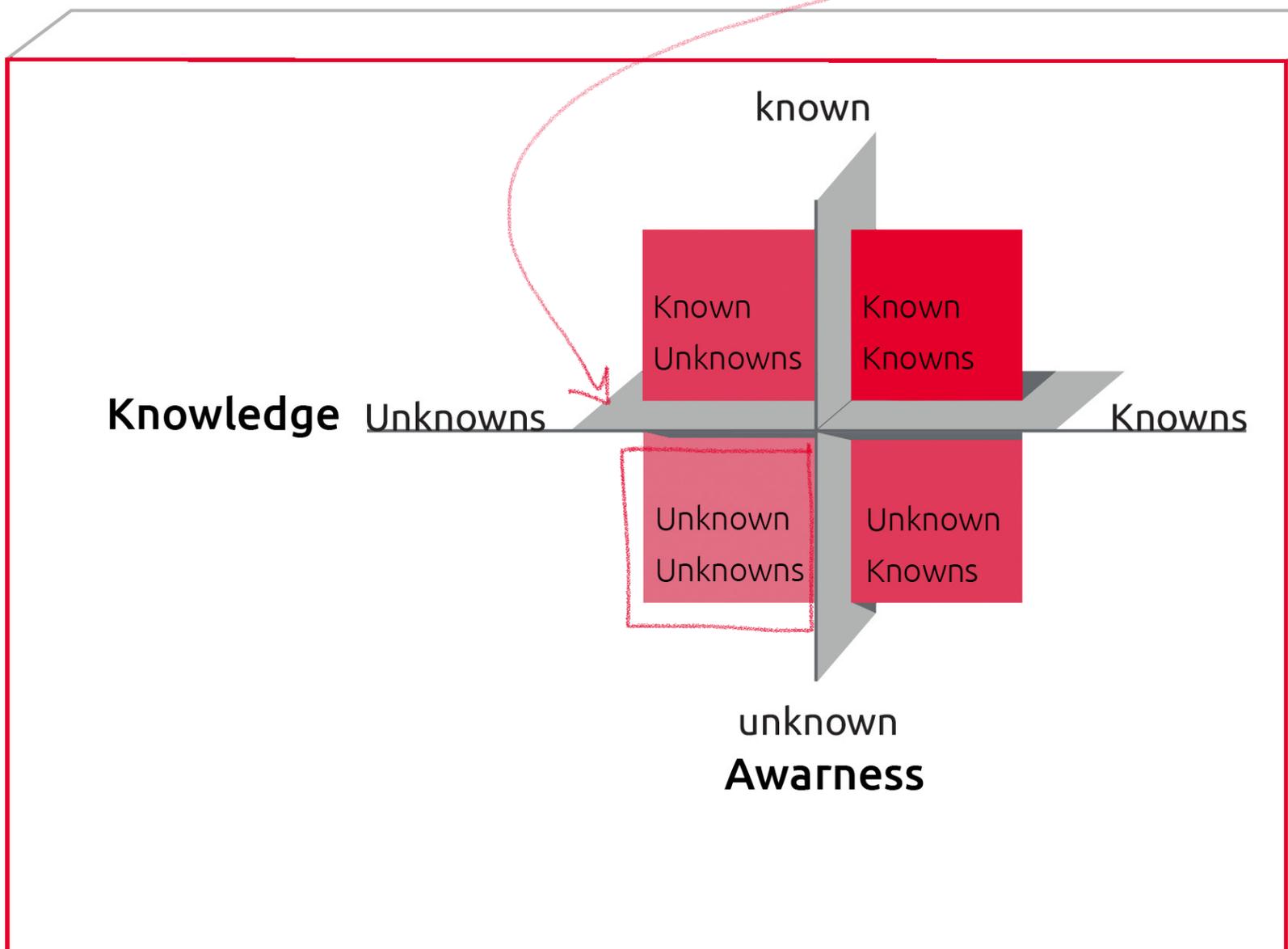
Assessing the user's awareness and knowledge of the issue

The audience's understanding of the problem can be seen based on two themes: "awareness of the problem" and "knowledge of the problem"

For example, in the box on the top right, the user is aware and also has sufficient knowledge of the problem. In the second house at the top left, the audience is sufficiently aware of the presence of the problem but has not enough knowledge of the current problem.

Where the audience has neither knowledge nor awareness about pain and problems, it is a suitable space for discovering the design thinking team. That's where design thinking begins.

Remember that empathy is an analytical and divergent process. At the end of this step, we are faced with a lot of written, audio, and visual data, all of which are raw materials and must be addressed in the next step, which is defining the problem. In the next MAKHletter we will be discussing the Define phase. For reading more MAKH blogs please click on the [link](#).



The blind spot of knowledge and awareness

Source: According to Gray et al (2010)

(with changes)

MAKH Business

What Does an Organizational Consultant in Design Thinking Really Do?

MAKH introduces itself as an "Organization Problem Solver".

We help businesses find real problems, improve their efficiencies, attract more customers, and reach sustainable development.

We believe that :

Every once in a while, companies need to revise their whole structure to resolve deep buried issues and challenges which are holding the company back.

And this is our Job! We transform companies into their best form. We bring design thinking to the heart of the company.

MAKH aims at giving people a sense of creativity by providing them with proper tools, services, and spaces full of creativity. Making everyone believe in themselves and that they can create the best solutions for their life.

In MAKH, we believe that people's taste for creativity and innovation would be enhanced if they had been exposed to it, so MAKH provides experiences that make people reach their inner creativity.

Vision!

How we pursue it

This is the method in which we see the effectiveness of design thinking and the change – having roots in this process – in products, services, and life.

With a design thinking-driven approach, MAKH meets the ever-changing needs of the future life with creativity and the creation of form and space in architecture and products.

Let's see how MAKH does that.

This is our pathway for consulting businesses:

- 1) Empathy with the company by knowing its visions & goals, pain points & strengths.
- 2) Recognize change resistant.
- 3) Define the problems and find their roots.
- 4) Refine the organization's culture to prepare for the change.

- 5) Train human resources with soft skills such as leadership.
- 6) Create an innovative change strategy customized to the company.
- 7) Apply the change strategy step by step.
- 8) Evaluate and iterate the process.

We call this process "Redesigning the company", believing that Design Thinking is the most functional and innovative method for organizational transformation.

This is a long-term process and it works differently in various organizations.

Each organization is unique, so it needs a unique path towards enhancement or transformation.

For reading about MAKH and who we are please click on the [link](#).



MAKH provides experiences that make people reach their inner creativity.

Coming Up Birthdays



Luigi Colani

German industrial designer

2 August 1928

His long career began in the 1950s when he designed cars for companies including Fiat, Alfa Romeo, Lancia, Volkswagen, and BMW. In 1957, he dropped his first name Lutz using the name Luigi. In the 1960s, he began designing furniture, and as of the 1970s, he expanded in numerous areas, ranging from household items such as ballpoint pens and television sets to uniforms and trucks and entire kitchens. A striking grand piano created by Colani, the Pegasus, is manufactured and sold by the Schimmel piano company.

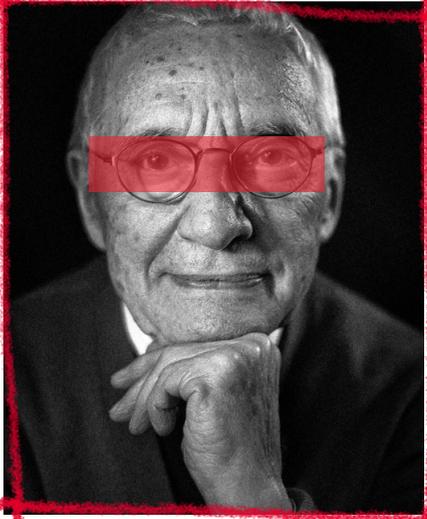


Marco Albin

Italian architect & designer

9 August 1940

He graduated in architecture at Politecnico di Milano in 1965. Appointed of Industrial Design courses at the State Art School in Venice and Professor at the Politecnico di Milano – Faculty of Architecture. Visiting Professor at Cornell University – School of Architecture of Ithaca (USA), at the New York Institute of Technology N.Y. (USA) and Washington University in St. Louis (USA). He participated at numerous conferences in Italy and abroad. Associated with Francesco Albin at Studio Albin Associati in 2004.



Alessandro Mendini

Italian designer

16 August 1931

Mendini was born in Milan. He graduated from Politecnico di Milano in 1959 with a degree in architecture and worked as a designer with Marcello Nizzoli. He was the editor-in-chief of Domus magazine from 1979 to 1985 and changed the landscape of modern design through his quintessential works of postmodernism, such as the Proust Armchair and the Groninger Museum. Just as works of the Renaissance period expressed human values and sensibilities, Mendini contributed to bringing into the heart of design those “values” and “sensibilities” that have been eclipsed by commercialism and functionalism. He collaborated with leading international brands including Cartier, Hermes, Vacheron Constantin, Swarovski, Venini, and Supreme.



Eero Saarinen

Finnish-American architect

20 August 1910

Finnish-American architect and industrial designer noted for his wide-ranging array of designs for buildings and monuments. Saarinen is best known for designing the Washington Dulles International Airport outside Washington, D.C., the TWA Flight Center (now TWA Hotel) in New York City, and the Gateway Arch in St. Louis, Missouri. He was the son of Finnish architect Eliel Saarinen. Saarinen designed the Kleinhans Music Hall in Buffalo, New York, together with his father, Eliel Saarinen. He also designed the Embassy of the United States in London, which opened in 1960, and the former Embassy of the United States in Oslo.



Hooshang Seyhoun

Iranian architect

22 August 1920

He studied fine arts at the École nationale supérieure des Beaux-Arts in Paris, and earned a degree in architecture from University of Tehran. Seyhoun is noted specially for his innovative and creative architectural design. His architectural legacy includes countless monuments and over one thousand private villas. After the Iranian Revolution he moved to Vancouver and lived in exile until his death. Seyhoun became famous for his design work in the 1950s in Iran, including: Tehran's Central Railway Station and tombs of scientific/literary figures (such as the Avicenna Mausoleum in Hamadan).



Balkrishna Vithaldas Doshi

Indian architect

26 August 1927

He is considered to be an important figure of Indian architecture and noted for his contributions to the evolution of architectural discourse in India.[2] Having worked under Le Corbusier and Louis Kahn, he is a pioneer of modernist and brutalist architecture in India. His more noteworthy designs include the IIM Bangalore, IIM Udaipur, NIFT Delhi, Amdavad ni Gufa, CEPT University, and the Aranya Low Cost Housing development in Indore which was awarded the Aga Khan Award for Architecture. In 2018, he became the first Indian architect to receive the Pritzker Architecture Prize, which is considered one of the most prestigious prizes in architecture.

Coming Up Events

World Festival 2022

3-4 August 2022
Worldwide

WORLD FESTIVAL

AUGUST 3-4, 2022
ALL-VIRTUAL

The Center of World Innovation



Technology innovation moves the world forward. WorldFestival is the global virtual conference spanning across +130 nations and covering +12 categories of technology. WorldFestival includes both vendors and keynote speakers that will get into the top 1,000 emerging innovations of 2022.

For more information please click on the link below.

<https://worldfestival.com/>

Ai4

16-18 August 2022
USA

A banner for the Ai4 2022 event. The text "Ai4 2022" is written in a large, white, sans-serif font on a dark blue background. The background features abstract, flowing lines in shades of blue and orange. The entire banner is enclosed in a red, hand-drawn rectangular border.

Ai4 2022

The top data practitioners and business leaders in the world come together for Ai4 to teach those on the frontlines of AI. The three-day event will cover how to responsibly implement, maintain and advance artificial intelligence in your industry.

For more information please click on the link below.

<https://ai4.io/usa/>

World Entrepreneurs' Day

21 August 2022



WORLD ENTREPRENEURS' DAY

Behind every successful business is someone who faced countless obstacles and stayed on track with determination to turn visions into reality. This day reminds us of what any one of us can achieve. As Winston Churchill said, "Success is walking from failure to failure with no loss of enthusiasm" - and this could be the favorite quote of most entrepreneurs!

Entrepreneurship makes you aware of the beautiful reality of what you are capable to achieve and how it can positively impact your life.



📍 Tehran, Vancouver, Bochum

www.makhdesign.com
info@makhdesign.com

