Design Thinking Model in Design Education for Thai Product Design Student.

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- **Abstract:** With the result of creative solutions to design thinking, this makes design thinking becomes the most popular problem solving process. While everyone mentions on success in the outcome of design thinking, no one talks about the mistakes and misunderstandings arising during the implementation of design thinking. Especially for Thai design students, errors often affect to the reduction of efficiency in finding solutions. The purpose of this paper is to study the errors in the use of the design thinking and the differences in the process of the use of the design thinking by Thai students through collecting data from the test. This is also to understand feeling while applying design thinking from interviews from the analysis of the data obtained with the basic cultural influence and Thai educational system. It was revealed that errors occurred in 3 stages of design thinking that conflicts with the main objectives as follows: 1. Empathize - Thai students are reluctant to go out and face problems in real situations and accept the information without questioning and without asking questions 2. Define - hesitation and uncertainty in making decisions on identifying problems and 3. Ideate - uncomfortable feeling and refusing to work with others. From the summary of the errors found, the results of the study are: Presentation of design thinking suitable for Thai students. This is a model that focuses on encouraging correct practice in each stage to reduce errors and increase the potential for design thinking.
- **Keywords:** Design thinking, Thai students, Problem solving process