



**WA DATA SCIENCE
INNOVATION HUB**

Design Thinking for Data Science Projects

Using design thinking to deliver better data science projects



The **WA Data Science Innovation Hub (WADSIH)** was established to enable the application of data science for the benefit of all West Australians. It is jointly funded by the Government of Western Australia's New Industries Fund and Curtin University.

The Hub's mission is to enable Western Australia to build a data driven ecosystem and culture by fostering collaboration, promoting expertise, advocating and enabling data literacy across the community, industry, academia and government for all Western Australian.

The Hub aims to ensure Western Australia remains at the forefront of the digital revolution by increasing the uptake, education, training and awareness of data science.

Our services

Upskilling the WA workforce

WADSIH is supporting the WA workforce to access the benefits of data science through the delivery of training and upskilling. We partner with industry experts, such as Halliburton, to deliver technical training. We also offer a range of fit-for-purpose upskilling options focused on applying design thinking principles to delivering data science projects.

Supporting internships and work placements

We deliver and promote events that facilitate collaboration across WA industries. We focus on partnering with industry experts and identifying real-world opportunities for data-driven projects and collaborations.

Connecting industry with data science specialists

We work directly with industry to connect businesses with data science specialists able to bring their data-driven projects to life.

Advising small-to-medium enterprises (SMEs) and start-ups

We provide SMEs and start-ups with one-on-one advice and support to help them identify, define, design and deliver their own data science projects.

Enabling collaboration across academia, industry and government

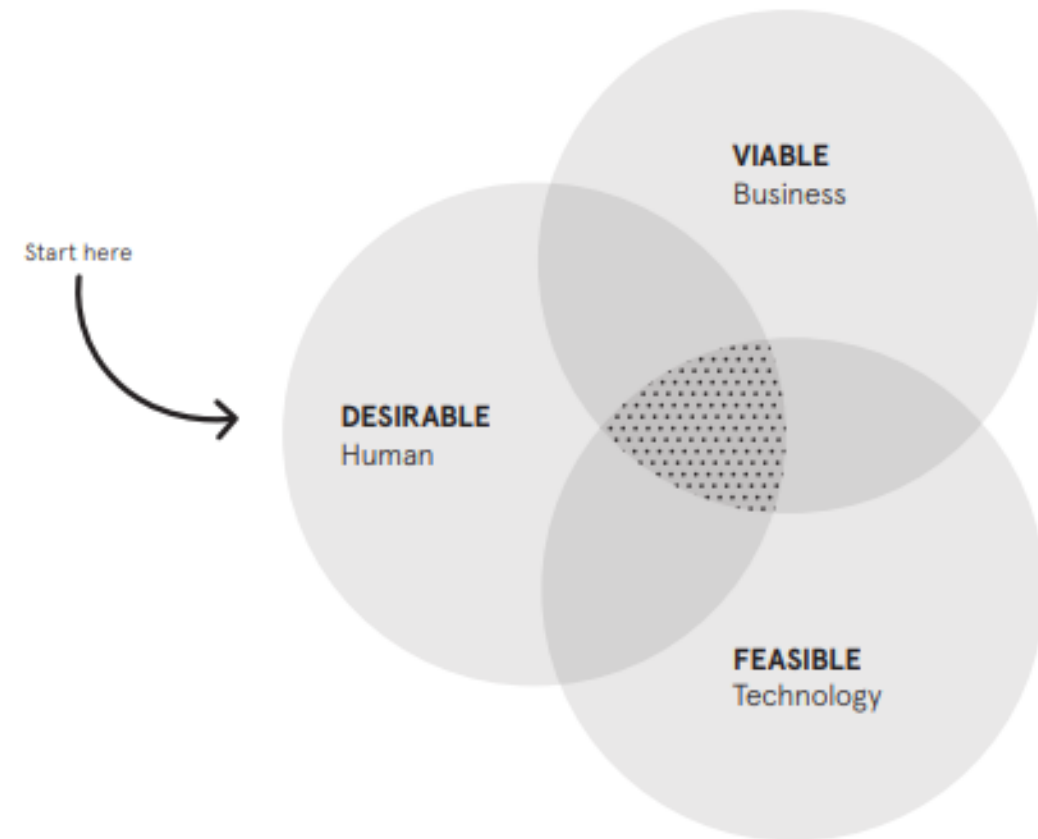
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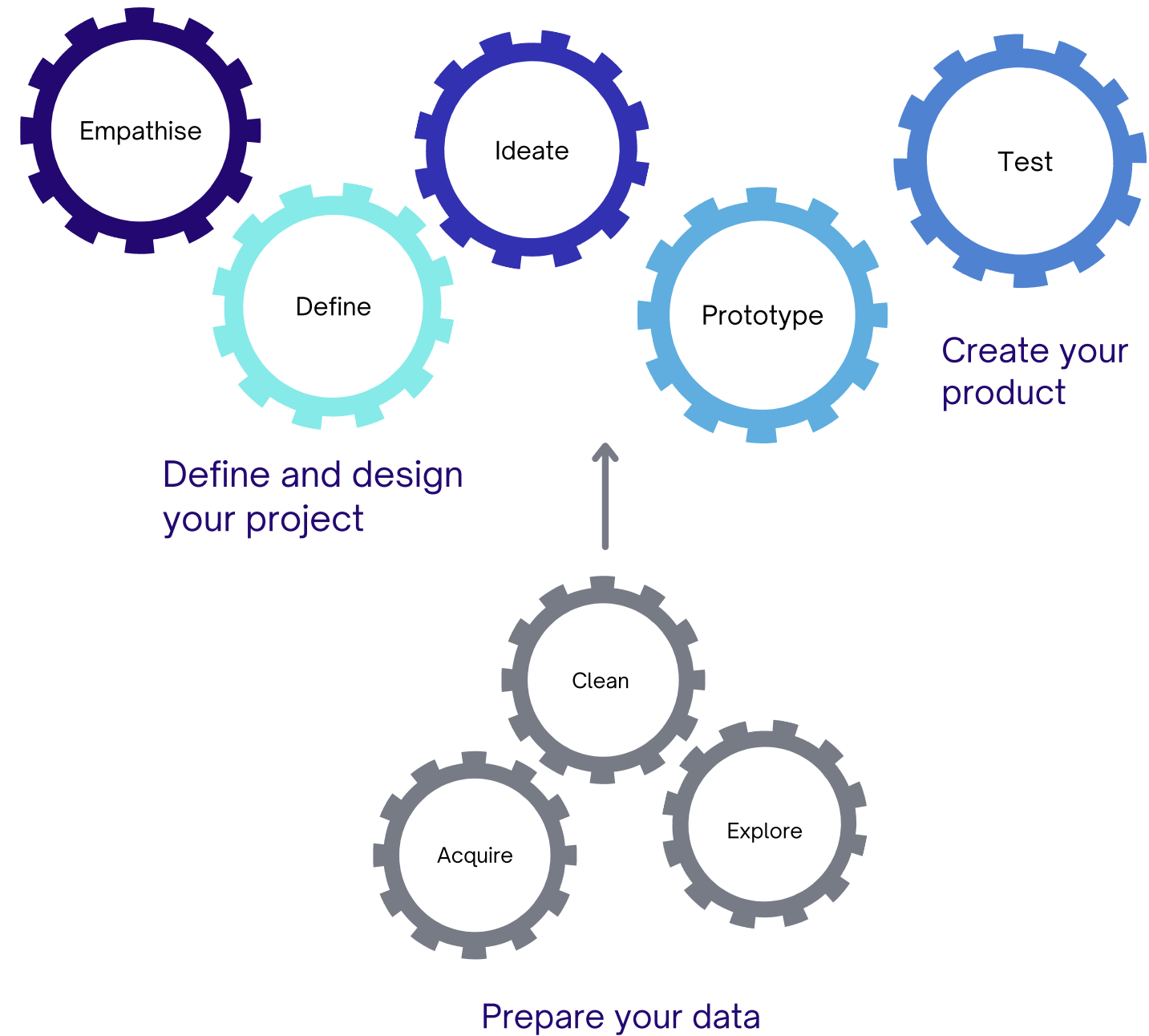
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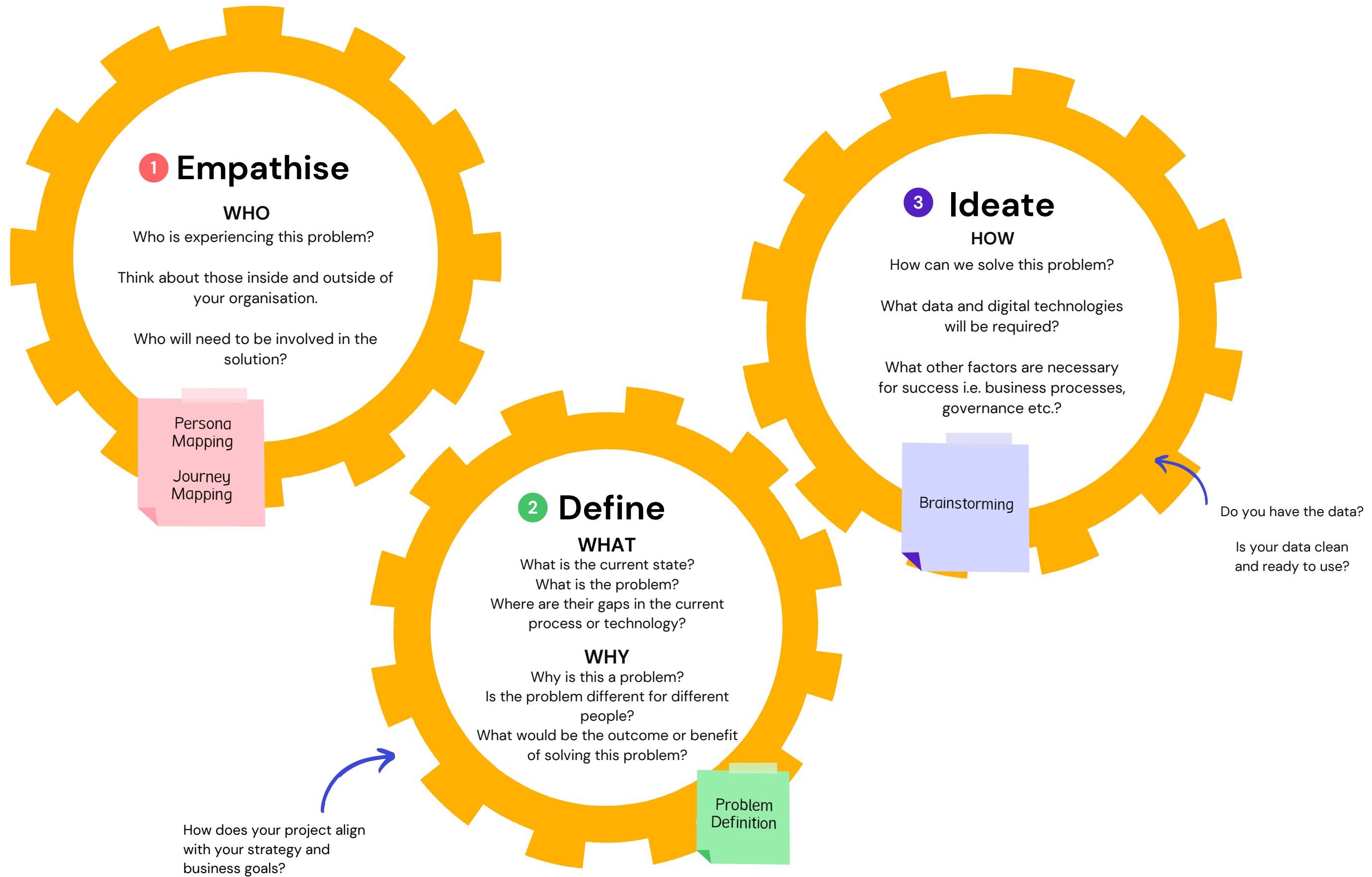
What is design thinking?

Design thinking places humans at the centre of innovation



Design thinking approach for data science projects







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Activity 1

WHAT DOES SUCCESS LOOK LIKE FOR YOUR DATA-DRIVEN PROJECT?



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Empathise





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Activity 2

Brainstorm the key stakeholders both internal and external to your organisation. These are your personas.

INTERNAL

Who inside your organisation will need to be involved in this project?

*Who will be effected by the project?
Who will use the end-result?*

EXTERNAL

Who is your customer/client?

Do you have other stakeholders i.e. contractors, funding bodies?

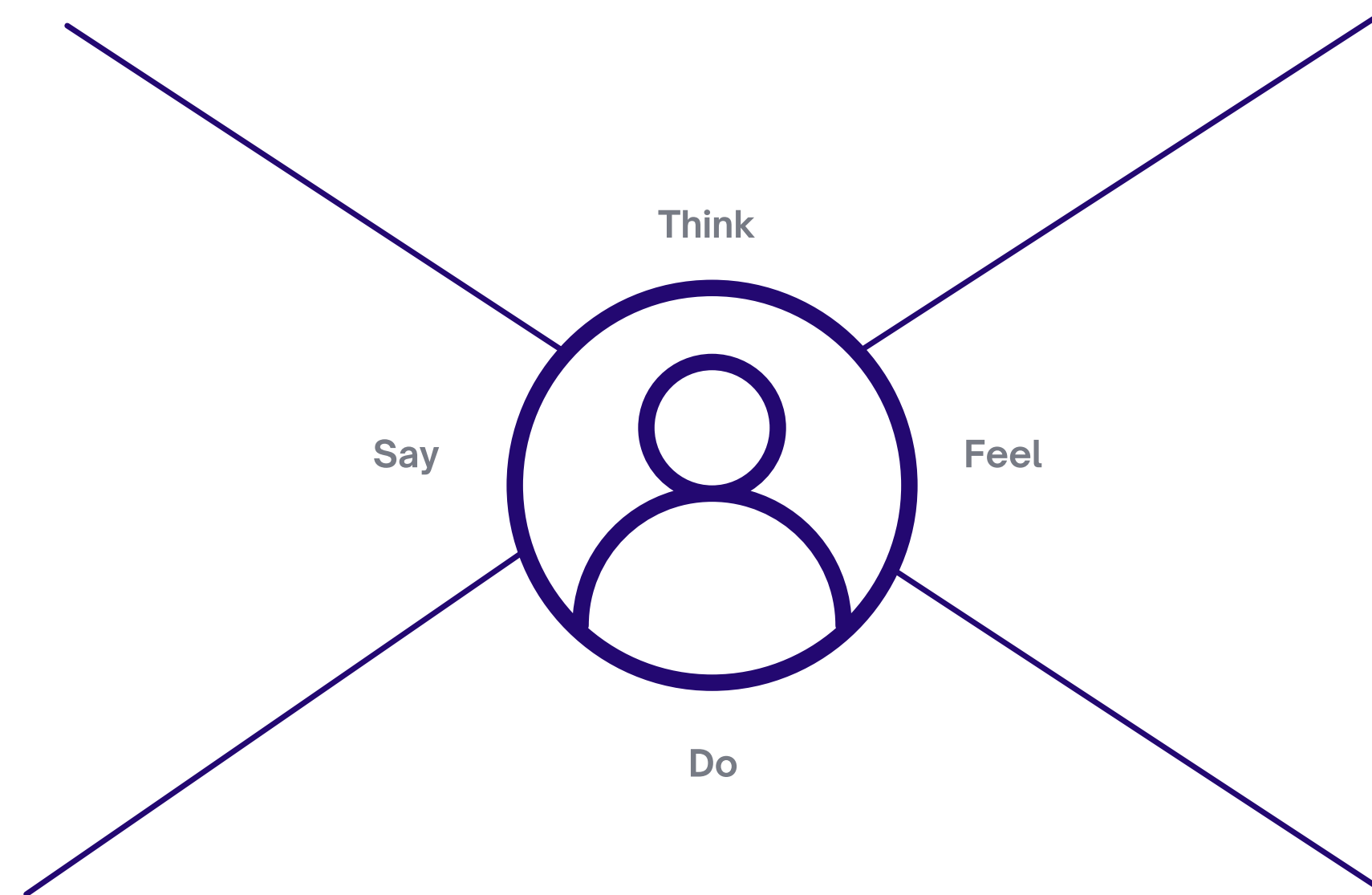


Activity 3

PERSONA MAPPING

The creation of fictional, but realistic profiles of key stakeholders that address characteristics including personal attributes, goals, motivations, attitudes and frustrations.

NAME



PERSONAL
ATTRIBUTES

PAIN POINTS

GOALS



Activity 4

Journey Map

- A visual representation of the process a person goes through to accomplish a goal.
- Maps a process followed by one of your personas.

**What is
happening?**

**What frustrates
the persona
about this step?**

**What are the
opportunities?**



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Define

Problem
Statement



Activity 4

Problem Statement

What is the problem?

How do we know this is a problem?

How will we know when we've solved this problem?



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Ideate



Activity 5

Ideation

What is the problem?

What are the opportunities?

What are the solutions?

Find out more

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