

**DESIGN THINKING, ADAPTABILITY AND
RESILIENCE**

A WAY TO A BRIGHT FUTURE

JEREMIA J. PYUZA (BSc, MBA)

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AUTHOR

JEREMIA J. PYUZA

ISBN 978-9987-727-78-0

pyuzaraymond@gmail.com/giisiraymond@gmail.com

Phone no +255783152962 OR +255625934751

Godwin Gunewe Publisher

P.O.BOX 322, MWANZA-TAZANIA

Phone + 255784442128/ +255752239825

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TESTIMONIES FROM FIRST READERS OF THIS BOOK

“Design thinking, Adaptability, and Resilience is the cutting-edge book to transform your mindset toward incremental innovation. I highly recommend this book to you and your friends," **Dr. Elichilia R. Shao M.D**

“More than often great ideas are found in places which are less expected. As a design thinker, you must be open to serendipity. This book is written to help you capture great ideas which come as a mix of an intended and emergent idea. Grab your copy and enjoy the journey to design thinking, adaptability and resilience," **Scientist Jackson C. Peter (BSc, MBA).**

“The world is dynamic as so life is, without having knowledge of design thinking, Adaptability, and Resilience, the playground is never a better place for the living. If you are aspiring to succeed and have a bright future in this technological era, Design thinking, Adaptability, and Resilience is a must-read book” **Dr. Alice Andongolile MD**

“A smart author sees things through the customer’s eyes. Scientist Jeremia J. Pyuza you are a blessing. This book is packed with very important insights for the next generation. I

recommend the book of Design thinking, Adaptability, and Resilience to all young stars, visionary leaders and Big dreamers. The book explains deeply and widely on how to live life fully, making an impact and make servant leadership at all levels”.

Ellyagape Paul Urassa (MD student KCMUCo)

Design thinking, Adaptability, and Resilience, is a book that any entrepreneur, a manager or a leader ambitious in leading towards innovation in his or her setting must read. I would even recommend the book to be used as a reference for students doing project planning, management or development studies. The book has well elucidated how design thinking can help in the planning and success of any person or community plan. Even for those doing psychology, I would advise them to harvest more concepts on resilience I highly recommend this book. **Aloyce Urassa (Lab scientist student KCMUCo)**

“God has created us with limitless abilities; He invested and installed these potentials in our minds. They are all meant to benefit one another. The abilities when nurtured and subjected to the right boosters will flourish and benefit mankind. Design thinking, Adaptability and Resilience is the best virtue tool to unleash these potentials; making them valuable to our local

communities and the world at large. I highly recommend this book to you and your friend” **Dr. Christian E. Issangya M.D**

“Among the most important things we lack in our treasury as Africans are practical books written in our own context. I feel very privileged to be part of a generation that has an urge, confidence, and freedom to write books. **Design thinking, Adaptability and Resilience** is an excellent book containing three trophies (treble) that every champion needs to be considered a champion. I am wholeheartedly suggesting that these trophies should be part of our schools teaching syllabus for generations to come. And highly recommend this remarkable book to you” **Dr. Christopher Osmond Swai**

“Problems in their own definition are not problems, but setups that try to trigger a bomb of potential trapped inside each one of us, and the best way to start the explosion is by generating habits of a design thinker, adaptability, and most importantly for this case resilience. I highly recommend this book for the development of the three skills” **Henry Bartholomew (MD student KCMUCo)**

“Unemployment is a major problem among young people in the world. **Design thinking, Adaptability and Resilience** is the book to build mind and prepare a person to see Opportunities and master different life situations. This book will help you make positive changes,". **Christiangold.E. Modestus (MD student at KCMUCo, entrepreneur& poetry artist)**

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To my almighty Father in heaven. Foremost, I'm very grateful to Almighty Father for granting me health, design thinking, adaptability, resilience, creativity, and guidance throughout my life. This book is the product of God's purpose in my life, aiming at enlightening more people to live a more meaningful life.

To my family, I cherish the friendly love offered to me by my family, especially my mother Sarah Mhesa, my young brothers Solomon Raymond and Nicolous Raymond, my young sisters Maria Raymond and Juliana Raymond without forgetting my lovely father late Raymond and my late two young sisters Agness Raymond and Rehema Raymond, I appreciate your genuine love to me; you are always teaching me to be humbler every day as I'm accomplishing God's purpose.

To reviewers and contributors, I acknowledge great contribution done by different people toward publication of this new and outstanding book. Thank you, Dr. Elichilia R. Shao, Dr. Alice Andongolile, Dr Christian Issangya, Mr Christianguard Modestus (MD student), Madam Eliachi Mlay, Madam Jacklinerose Severe, Mr. Henry Bartholomeo (MD student), Mr. Ellyagape Paul Urassa (MD student), Mr. Aloyce

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foundation (BHHF), Spring Institute of science, Fountain radio staffs and administrations for being a big lesson to me and the way you make me more than responsible for changing the world to be the better place for all. To my readers, I would love to acknowledge your effort toward buying this book, this book worth your money and time, and you will never regret spending time with me by reading this book. I'm eagerly waiting to see positive changes which you will see after every single chapter which you will go through.

DEDICATION

The author of this book Jeremia J. Pyuza dedicates this book to all Design thinkers, Adaptable and Resilient people, who are aspiring to put their best here in the world while journeying to **HEAVEN** for eternal life.

enjoy other life survival skills. Critical thinking, collaborations across networks, learning by influence, agility and adaptability are among the crucial supplement's components. When you miss the three, you are more likely to miss others. This book results from learned practical aspects of design thinking, adaptability, and resilience accompanied with well-researched information from all works of life.

As world present with multiple challenges, through this book, I'm presenting a solution in a denominator form. Denominator information is meant to be used in many life situations to make the true meaning of life. In this book, I'm also sharing part of life experience. I have filled my life experience with three major moments, time to design the life the way I want of which it is everybody need, time to adapt, this happens when life throws challenges on my path. Adaptability keeps me going despite obvious difficulties and challenges in my daily life struggle. Time to be resilient aiming mostly to recover from whatever I can call life pitfalls which took away my life from normal life pattern.

If someone can come up with new, fresh ideas in any sector of our society will reap big rewards. Through this book, you will practically learn the mechanism of design thinking and how to

create new ideas. You will explore step by step the process of design thinking, barriers to design thinking, the importance of design thinking and above all how to embrace design thinking in all your undertaking.

Design thinking requires adaptable skills, skills to put in the frontline of trying and working hard to achieve whatever mind has seen. Through this book, you will learn characteristics owned by adaptable people, who are the best problem solver, able to connect with other people easily, systematically able to map out new products, service and business, strong to test new thoughts and decide on how to achieve them. I want you to use adaptability skills to adjust to a new condition and situations, because adaptable people are powerful, happy and live a long life.

Finally, this book will take you through the power of resilience, power of bouncing back from different adversity and challenges. We all go through tough and needy time. You need proven and effective resilience skills to manage your stress, difficulties and heal from the setback. We can cultivate resilience, you can cultivate it, stay calm, and face all the life challenges with hope. Before reading the introduction of this

book, go to the next pages and see how other readers are saying about the book.

All the best

Jeremia J. Pyuza Author

CHAPTER ONE

INTRODUCTION TO

DESIGN THINKING, ADAPTABILITY AND

RESILIENCE

“Design creates culture. Culture shapes values. Values determine the future.”

- Robert L. Peters-

Design thinking

Design thinking is a powerful approach to a new service or product development. Business and engineering schools define design thinking in terms of product development. Under the scope of this book, design thinking can stretch to the simple problem on how you can approach them in a better way.

"DESIGN IS A FORMAL RESPONSE TO A STRATEGIC QUESTION." - MARIONA LOPEZ-

Design thinking is the product of unmet needs. Unmet needs can be conscious or unconscious. For example, before the development of a smartphone, we were not aware of how much we needed the phone, but after the phone being developed, we find thousands of reasons to keep having a more advanced phone.

Design of smartphone and other technology related devices shows human nature of design thinking. Apart from interest-based design thinking, there are several problems-based design thinking. Problem-based design thinking is based on seeing a problem coming and thinking out about the solution. Problem-based design thinking is based on seeing needs and fighting to have a well-designed answer or solutions.

Design thinking requires a human-centered approach which ranges from concept development, applied creativity, prototyping (Making of sample products or services), the experimentation. When we apply design thinking in real-life situations, the success rate for innovation will improve substantially.

To feel the true meaning of design thinking, there are three things to consider, first is asking yourself if the product or service you are trying to come up with will address a real customer need. In this book, the customer is anybody who uses your services, it can be free or by paying.

"DESIGN IS INTELLIGENCE MADE VISIBLE."

-ALINA WHEELER-

Second is asking yourself if you can develop a solution that is feasible and better than the competitors. As a design thinker,

your major role is to add a functional and living value in whatever endeavor. The third factor for true design thinker is consideration design viability. Is there a viable service or business model around the product or service you have developed? All along with the reading of this book, you are going to be inspired to start living as a design thinker and problem solver.

“OLDER PEOPLE SIT DOWN AND ASK, WHAT IS IT? BOY ASKS, WHAT CAN I DO WITH IT?” - STEVE JOB-

The above quote is among very touching quotes from Steve Job. If all young people could be in a position to ask themselves what can I do with it? The impact of such a question is immeasurable. Design thinking starts with questions, questions of how you want the future to look like, how you want to use what is available, how you want to connect tiny information to make meaningful design.

The world is an original outlook of what God made, but whatever is seen on earth comes from the human ability to design and create with God. The imagination of the human mind has shaped the earth, and it is continuously pushing more and more to come. The world needs more design thinkers, people with urgent to create. The level of truth unfolding due

to scientific discovery is huge and for better utilization of what science is trying to unfold, there is a great need for great design thinkers. We need people who can ask themselves, what can I do with the patient information, what can I do with the social network I have, what can I do with education I have, what can I do with the surrounding technology, what can I do with the food remains, what can I do with the renewable energy sources, what can I do with the talent I have.

“WHAT CAN I DO?? IS THE MAIN QUESTION TOWARD DISCOVERY AND GROWTH THE WORLD NEEDS?” -JEREMIA J. PYUZA-

If we are to practice this way of living, we all have something to create or design because we all have something unique within.

The main target for design thinking is an actual user of the product or solution.

“IT’S NOT ‘US VERSUS THEM’ OR EVEN ‘US ON BEHALF OF THEM.’ FOR A DESIGN THINKER IT HAS TO BE ‘US WITH THEM’”

– TIM BROWN, CEO, AND PRESIDENT OF IDEO-

For example, as I was writing this book, I focused on you as a person who has hunger of becoming a design thinker, adaptable

and resilient. Soon after reading this book I will have solved your problem and definitely, my design would have qualified for a well-designed product or service.

“WE MUST DESIGN FOR THE WAY PEOPLE BEHAVE, NOT FOR HOW WE WOULD WISH THEM TO BEHAVE.” -DONALD A. NORMAN-

Therefore, as you will be reading the first part of this book, you will realize that design thinkers have end-user perspective in their minds. Why? because of the following factors: -

1. Design thinkers are ready to take time and observe how things happen, perform an interview, and engage with people or audience which is targeted to solution expected. They care about a human response from all angle.
2. Design thinkers always struggle to have a deeper understanding of a wide range of users for services or products to be reasonable.
3. Design thinkers are people of A to Z options, they have multiple options to a single opportunity seen.
4. Design thinkers are really ready to invest time to make something similar to what the product will look like, give the user and work on feedback given for further

improvement of services or product. They are ready to design and redesign and redesign again and again.

5. Design thinkers are ready to invest their time to discover the problem or come with an interesting design, and they are ready to show the way on how the obstacle can be dealt with before the final solution.
6. Willingness to try new staff, creativity, and adapt continuously makes them powerful and successful candidates of a fast-changing world.

With the characteristics mentioned above, design thinker needs adaptability and resilience. Having people who are able to adapt to new changes and able to see the world as it is supposed to be, makes you a very good design thinker. Ability to take the lead and start something new, fail and start again and again is a powerful approval that you own resilience. And that is why this book is linking these three aspects together. Design thinking ↔ Resilience ↔ Adaptability.

“USER-CENTERED DESIGN MEANS UNDERSTANDING WHAT YOUR USERS NEED, HOW THEY THINK, AND HOW THEY BEHAVE—AND INCORPORATING THAT UNDERSTANDING INTO EVERY ASPECT OF YOUR PROCESS.”—JESSE JAMES GARRETT-