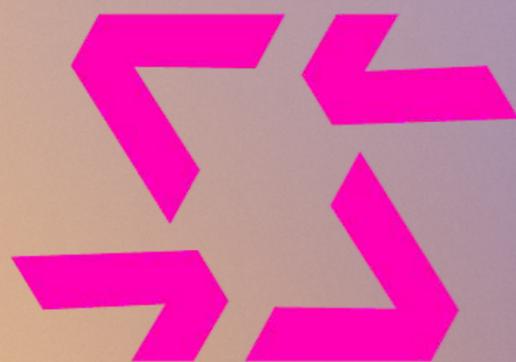


Empowering Women through Knowledge and Skills on Coding for Employment
Opportunities Information Technology Sector



ENCODE-IT

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Design Thinking with AI



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2.1. What Is Design Thinking?



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2.1. What Is Design Thinking?

Design Thinking is a method used to solve problems in a creative and human-centered way. Instead of starting with the technology or the product, it begins with people and their needs, feelings, and experiences. The main idea is that to design something useful, you first need to understand who you are designing it for.

Unlike traditional problem-solving, which often focuses on efficiency or quick results, Design Thinking encourages curiosity, empathy, and experimentation. It invites you to ask questions such as:

- What challenges do people really face?
- Why does this problem exist?
- What would make their experience easier, faster, or more enjoyable?

Design Thinking is a mindset anyone can use, whether as a teacher, entrepreneur, community leader, or anyone who wants to make a positive change. It helps to organize thoughts, explore possibilities, and test ideas before deciding on the best solution. Design Thinking is about collaboration and creativity. It values learning by doing, by creating small experiments, testing them, and improving step by step. You don't need to have all the answers from the beginning. You only need to be open to discovering them.



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2.1. What Is Design Thinking?

The roots of Design Thinking go back to the mid-20th century.

After World War II, the world faced rapid industrial and social change. Engineers, architects, and scientists began asking how they could design solutions that met human needs and not just technical goals.

In the 1960s, thinkers such as Herbert Simon, Horst Rittel, and Nigel Cross began exploring how design could become a structured process for innovation.

- Herbert Simon spoke about “design as a way of thinking”, a process of building and testing ideas quickly to learn how they work.
- Horst Rittel introduced the concept of “wicked problems,” which are complex challenges that don’t have one perfect answer, such as climate change or urban transport.
- Nigel Cross later described “designerly ways of knowing”, a unique way for designers to combine logic, creativity, and intuition.

During the 1980s and 1990s, universities like Stanford and companies like IDEO helped bring these ideas to everyday practice. They made Design Thinking more human-centred and collaborative.





2.1. What Is Design Thinking?

Traditional problem-solving often starts with the question, “What can we build?”. Design Thinking starts with, “What do people really need?”. It invites empathy, experimentation, and teamwork. It encourages us to test ideas early, learn from mistakes, and improve continuously.

In simple terms, think like a designer, and you will act like a problem-solver.

With the help of AI, this process becomes even more powerful. AI can help us:

- Collect and analyze information about people’s needs;
- Brainstorm ideas faster;
- Visualize designs and test them virtually before building anything.

Together, human creativity and AI assistance create a new way to design that is faster, more inclusive, and open to everyone.





2.2. The Five Steps of Design Thinking



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2.2. The Five Steps of Design Thinking

Based on Hasso Plattner Institute of Design at Stanford University Design Thinking Model, as one of the world's leading centers of innovation. These stages are

1. Empathize 2. Define 3. Ideate 4. Prototype 5. Test

Each stage helps you move from understanding people's needs to creating and improving real solutions. However, the process is not strictly linear, which means you may move back and forth as you learn, experiment, and refine your ideas.



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2.2. The Five Steps of Design Thinking

Step 1 – Empathize: Understanding People

Empathy is the heart of human-centered design. To empathize means to step into someone else's shoes to see the world from their perspective, listen to their stories, and understand what truly matters to them. When we empathize, we observe how people behave, what they struggle with, and how they feel. This gives us insights we could never discover from data alone. How to empathize:

Observe: Watch how people interact with their environment. What do they do, and why?

Engage: Have real conversations. Ask open questions like “Why is this important to you?” or “Can you tell me about the last time this happened?”

Listen: Pay attention not only to words but also to emotions, body language, and tone.

Empathy means stepping into another person's reality, noticing the small frustrations that shape their day. It might be a parent trying to manage chaotic school mornings, or a student distracted by constant phone notifications.

Understanding these real experiences helps you design with purpose, whether your solution is a simple routine planner or an AI-based study assistant.





2.2. The Five Steps of Design Thinking

Step 2 – Define: Finding the Real Problem

Once you've listened, observed, and collected stories during the Empathize stage, it's time to make sense of everything you've learned. The Define phase helps you transform your observations into a clear, focused statement of the problem you are trying to solve.

Without a clear definition, it's easy to waste time designing for the wrong problem. The Define step gives direction to your creativity. It helps to agree on what you're solving before moving to ideas or prototypes.

In the Define stage, you take everything you've learned and turn it into a clear, focused problem statement, which is what Stanford calls a Point of View (POV). Designers often describe this as finding the “problem behind the problem.” For example, if a user says, “I need a faster app,” the real issue might be frustration caused by unclear navigation or too many steps. Defining the problem correctly is the foundation for creating the right solution.





2.2. The Five Steps of Design Thinking

Step 2 – Define: Finding the Real Problem

The POV combines three elements:

User: who you are designing for;

Need: what the user truly needs;

Insight: what you've learned that others might not have noticed.

You can think of it as a simple formula:

[User] needs to [user's need] because [insight].

Imagine you're designing a neighborhood recycling program. After talking with residents, you notice that people don't recycle much, but not because they don't care. The real reason is that recycling bins are too far from their homes, and schedules are confusing. The POV could be "Busy residents need a simpler and more convenient way to recycle because unclear information and distance prevent them from participating."



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2.2. The Five Steps of Design Thinking

Step 3 – Ideate: Generating Ideas

After defining your challenge, it's time to move from understanding the problem to imagining solutions. The Ideate stage is where creativity begins to flow, as we explore as many ideas as possible and allow imagination to take the lead. Ideate is not about finding the perfect idea right away. In this phase, quantity often leads to quality. If you generate a wide range of ideas, even the ones that seem unrealistic at first, you increase your chances of discovering something innovative and useful. Later on, user testing and feedback will be used to determine the optimal option.

Ideation invites you to think freely, build on others' ideas, and suspend judgment for a while. It's a creative mindset where "What if?" and "Why not?" are the most useful questions.





2.2. The Five Steps of Design Thinking

Step 3 – Ideate: Generating Ideas

For example, imagine a team designing a community app to connect neighbors who want to share tools or skills.

During ideation, someone might suggest:

“What if we use AI to match people automatically based on location and interest?”

Another might add:

“What if users could describe what they need in plain language, and the system finds someone nearby who can help?”

These ideas may sound ambitious at first, but they open doors to real innovation, something that would never happen if the group focused only on practical or obvious answers.

These ideas may sound ambitious at first, but they open doors to real innovation, something that would never happen if the group focused only on practical or obvious answers.





2.2. The Five Steps of Design Thinking

Step 3 – Ideate: Generating Ideas

The same approach can apply to everyday life. Suppose you're trying to help older relatives stay active. Instead of immediately deciding on a fitness app, you might brainstorm with friends:

“What if we create a simple AI assistant that suggests daily walks based on the weather?” or “What if it could send motivational messages and track their steps automatically?” These early ideas may not yet be solutions, but they're the seeds of one.

There are many techniques to encourage creative thinking and Ideate effectively:

Brainstorming: Write down as many ideas as possible in a short time without evaluation yet.

Mind mapping: Start with your main challenge in the center and branch out to related thoughts, needs, or tools.

AI-assisted ideation: Tools like ChatGPT, Gemini, or Copilot can help you expand your thinking. You can ask:

The Ideate step bridges analysis and action. It's where empathy and insight transform into creative potential. You are not looking for the one idea, instead, you are building a landscape of possibilities. Later, through prototyping and testing, you will explore which ideas work best in practice.





2.2. The Five Steps of Design Thinking

Step 4 – Prototype: Bringing Ideas to Life

After generating many ideas in the Ideate stage, the next step is to make those ideas real, which means to build something you can test, show, and improve. This is the purpose of the Prototype phase.

A prototype is a simple version of your idea. It doesn't need to be perfect or polished. It just needs to work well enough to express the concept. You can think of it as a “rough draft” of your solution that will help you learn. The goal of prototyping is not to create the final product, but to learn by doing. When you turn an idea into something tangible, you start to see what works, what doesn't, and what needs to change.

A prototype can take many forms depending on the type of project:

- A sketch or storyboard that shows how a user would move through an experience
- A digital mock-up of an app or website made in a tool like Canva, Figma, or PowerPoint.
- A paper model, physical object, or even a simple role-play scenario.
- A conversation prototype, where you simulate how a chatbot or AI assistant might respond.





2.2. The Five Steps of Design Thinking

Step 4 – Prototype: Bringing Ideas to Life

The ability for someone to experience or react to your idea is what counts most.

For example, suppose your team is designing a mobile app to help people plan community clean-up events. Instead of coding the app immediately, you could sketch the screens on paper, use sticky notes to simulate buttons, and invite someone to “use” it by touching the drawings. You’ll quickly notice what feels confusing or exciting.

Similarly, if your idea is an AI-powered study companion, you could use ChatGPT or another AI tool to act as that assistant. Ask it to send motivational messages or summarize lessons, and observe how users respond. This kind of lightweight testing can provide valuable insight before any real development begins.

How to start prototyping:

Begin by building something, even if you’re not entirely sure what you’re doing. The act of starting by sketching, arranging post-its, taping elements together, or assembling digital mockups helps transform abstract ideas into visible concepts. At this stage, speed is more important than precision. Don’t spend too long on one version or become emotionally attached to it. The purpose of early prototypes is exploration, not perfection.





2.2. The Five Steps of Design Thinking

Step 4 – Prototype: Bringing Ideas to Life

As you work, identify the key variable you want to test. Every prototype should answer one clear question. For example, “Will people understand this process?” or “Is this design easy to navigate?” Staying focused on that question will help you collect useful feedback later on.

Most importantly, build with the user in mind. Think about what you hope to test with them and what kind of reactions or behaviors you expect to observe. Will users feel comfortable using your solution? Will they understand how it works? Asking these questions now ensures that your prototype will generate learning during the testing phase.

For instance, involve AI when helpful. For example, you can ask an AI tool to generate interface ideas, write sample dialogue for an app, or create visual mock-ups from prompts. This saves time and helps visualize possibilities early on. Prototyping turns abstract ideas into experiences people can react to. It also helps you fail early and cheaply. It’s better to discover a flaw in a paper sketch than after months of development.





2.2. The Five Steps of Design Thinking

Step 5 – Test: Learning from Feedback

The Test stage is where ideas meet reality. After you've built one or more prototypes, it's time to share them with real users and observe how they respond. Testing allows you to validate your assumptions, gather honest feedback, and discover aspects of your design you might never have anticipated.

Testing isn't about proving you're right. It is about learning what's right for the user. You're still exploring and refining, not defending your work. Every comment, mistake, or hesitation from a user provides a clue about how to make your idea better.

When you test a prototype, you gain a new level of empathy. You see how real people think, feel, and behave when interacting with your design. Sometimes users love what you've made, other times they struggle, misunderstand, or even ignore features you thought were essential. All of this is valuable data that can help you to refine your POV.





2.2. The Five Steps of Design Thinking

Step 5 – Test: Learning from Feedback

Good testing can reveal:

- Whether your idea solves the real problem.
- If users understand how to use it.
- What emotions or frustrations does it trigger.
- Which features are most helpful or unnecessary.

For instance, if you've created a prototype of a study-planning app, you might invite learners to test it for a week. You could watch how they set reminders, how long they stay engaged, and whether they return to use it again. Their behavior might show that the app's notifications are too frequent, or that users love the visual progress tracker more than the scheduling tool. These insights guide your next iteration.



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2.2. The Five Steps of Design Thinking

Step 5 – Test: Learning from Feedback

How to test effectively

- 1. Show, don't tell.** Put your prototype in the user's hands and let them explore it naturally, without too much explanation. Observe how they interact with it, what they click first, what confuses them, and what excites them. Resist the urge to guide or correct and instead, take notes and listen.
- 2. Create realistic experiences.** Test your solution in a setting that reflects real life as closely as possible. If your project is about helping families manage energy use, let users try it in their homes rather than in a lab. If you're testing a chatbot for community support, simulate a real conversation rather than simply showing messages on a screen. Beyond whether users "like" your prototype, focus on why they behave as they do. Ask open questions: "What did you expect to happen when you clicked this?" "How would this feature fit into your daily routine?"
- 3. Compare and iterate.** Bring more than one version of your idea if possible. Ask users to compare them and explain which feels clearer or more useful. This reveals preferences, and it can also expose underlying needs you hadn't considered.



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2.2. The Five Steps of Design Thinking

Step 5 – Test: Learning from Feedback

AI tools can also support testing. For example, you can use an AI simulator to predict user interactions, analyze survey results, or identify patterns in open-ended feedback. AI can even summarise user comments and highlight recurring themes, helping you prioritize improvements faster.

Testing is not the end of the process. It is part of a loop of continuous learning. Each test helps refine your prototype, clarify your assumptions, and improve the final product. Sometimes, testing even shows that you need to redefine the problem entirely, and that's perfectly normal.

For example, imagine you were building an AI assistant to support elderly people with daily reminders. During testing, you might discover that users are less interested in reminders and more interested in short, friendly conversations that reduce loneliness. That insight would shift the project's direction entirely, and that's exactly the purpose of testing.

As we move forward, remember to build to think, and test to learn.





2.3. Brainstorming and Ideation with AI



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2.3. Brainstorming and Ideation with AI

Taking a step back, in the Design Thinking process, Ideation is the third stage, and it refers to the moment when ideas begin to take shape. After empathizing with your users and defining their real needs, you now focus on generating solutions.

Ideation is where creativity meets purpose. It's the stage where you move beyond analysis to creation, exploring multiple possibilities before deciding which ones to develop further. Designers use techniques such as Sketching, Brainstorming, Prototyping, Brainwriting, Cheatstorming, and even the “Worst Possible Idea” exercise to unlock imagination and avoid conventional thinking.

In traditional brainstorming, groups come together to share ideas and solutions. A brainstorming session's main goal is to generate a lot of ideas quickly without criticism or early assessment. This method pushes participants to think creatively and unconventionally to solve a given problem.

In the 1940s, Alex Osborn established the idea of brainstorming, arguing that people might greatly enhance their creative capacity when working cooperatively in the appropriate setting. As a result, selecting the correct participants is crucial for a successful session.





2.3. Brainstorming and Ideation with AI

Despite its creative potential, brainstorming can also be challenging. Many people find it difficult to share ideas freely in group settings, especially when they fear being judged or when more dominant voices take over the discussion. Others struggle to move beyond conventional thinking, often repeating the same safe ideas rather than exploring new ones. In smaller organizations or individual projects, there may not even be a team available to brainstorm with. Working alone can limit the diversity of perspectives and make it harder to generate truly innovative concepts. Time constraints, lack of structure, or unclear objectives can further reduce the effectiveness of brainstorming sessions.

This is where AI becomes a valuable partner, offering a space to explore ideas openly, generate creative directions instantly, and simulate multiple perspectives when a team isn't available. With AI as your creative collaborator, ideation can go further than ever before. AI helps you explore directions you might not have considered, organize your thoughts, and identify hidden connections between ideas. It supports both structured and spontaneous creativity, enabling you to brainstorm, visualize, and refine concepts more efficiently.





2.3. Brainstorming and Ideation with AI

AI can act as a creative partner, providing inspiration, alternative perspectives, and structure to your thought process. AI offers a new way to think, create, and explore ideas, even when you work alone.

Below are five effective AI brainstorming techniques, inspired by [Microsoft's creative methodology](#), that anyone can use, from entrepreneurs and students to designers and community leaders.

1. Ask Open-Ended Questions

Start your session with broad, open-ended questions that invite multiple answers. Instead of yes/no questions, try prompts such as:

“What are 10 ways to reduce food waste at home?” or “How might small shops attract more local customers?”

AI can suggest ideas from different perspectives and help you uncover solutions you might not have considered.





2.3. Brainstorming and Ideation with AI

2. Role-Play Scenarios

Ask AI to take on a specific role, for example, “a parent with young children,” “an elderly user,” or “a sustainability expert.”

This helps you explore the same problem through various viewpoints.

Example: “From the point of view of a teacher, what would make an online learning app easier to use?”

3. Make Lists

Generating lists is a fast and structured way to see many ideas at once. You can ask AI to list challenges, advantages, or creative approaches.

Example: “List 10 innovative ideas for community events that promote recycling.”





2.3. Brainstorming and Ideation with AI

4. Create a Mind Map

Use AI to expand your thinking around a central theme. Start with a main idea, for instance, “supporting elderly people with technology”, and ask the AI to identify related topics, like accessibility, training, communication, and motivation. This helps visualize connections and discover areas worth exploring further.

5. Explore “What If” Scenarios

AI can help you imagine alternative futures and test assumptions.

Example: “What if every household had an AI assistant for managing energy use?” or “What if local stores could deliver products by drone?”

These questions push creative limits and encourage innovative problem-solving. AI-powered brainstorming expands creativity, but it still relies on human judgment, empathy, and purpose. The true value of these tools lies in how people interpret, adapt, and connect them to real human needs. When used thoughtfully, AI becomes a catalyst for innovation, helping creators move from inspiration to insight with greater confidence and clarity.





2.3. Brainstorming and Ideation with AI

Before designing any solution, we must know who we are designing for. This group of people is called the target audience.

According to the Cambridge Dictionary, a target audience is the particular group of people to which an advertisement, product, website, or programme is directed. In simpler terms, it's the group you want to reach, help, or engage through your idea.

In business and design, the term also refers to the group of people most likely to use or benefit from your product or service. As Sprout Social explains, this group is often defined by their age, lifestyle, interests, and habits, and can be represented through personas, fictional characters that capture the main traits of real users.

For example:

- The target audience for a children's TV show is pre-schoolers and their parents.
- The target audience for a fitness app might be young adults who want to exercise at home.
- A local tourism website might target families looking for weekend activities nearby.





2.3. Brainstorming and Ideation with AI

Understanding your target audience means identifying their needs, motivations, and challenges, and this is where AI can help. In traditional design, understanding the audience often requires interviews, surveys, or direct observation. AI tools can analyse large amounts of data, such as surveys, social media posts, or online reviews, and highlight recurring patterns. For instance, if you ask:

“What are the main frustrations people have when using public transport apps?”

AI might identify themes like confusing maps, poor connection updates, or unclear ticket prices.

You can also use AI to explore emotional factors:

“What motivates small business owners to use digital marketing tools?”

“What fears might older adults have when using online banking?”

“Describe three typical users of eco-friendly home products.”





2.3. Brainstorming and Ideation with AI

AI helps translate information into insights about real people. From these insights, you can build user personas, such as:

- Maria, 34, a working mother who values time-saving apps but worries about online privacy.
- Luis, 67, a retired teacher who uses digital tools to stay connected with his family.
- Aisha, 24, a student who chooses sustainable products and enjoys sharing eco-friendly ideas online.

Defining the target audience and creating these personas helps you empathize and design solutions that truly meet users' needs. AI supports this process by helping you move from raw data to empathy-based understanding, seeing who your users are and why they behave as they do.





2.4. Prototypes and User Scenarios



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2.4. Prototypes and User Scenarios

Following the ideation phase, the design process advances towards the materialisation, the stage in which abstract concepts are translated into concrete representations. This corresponds to Step 4 - Prototype in the Design Thinking framework.

At this stage, the objective is to transform ideas into tangible formats that can be analysed, discussed, and refined. Through visualisation and simulation, designers begin to understand how users might interact with a proposed solution and where improvements may be required.

To support this translation from concept to experience, three essential tools are employed, wireframes, user scenarios, and prototypes. Each serves a specific function in shaping an idea into a testable, communicable form, bridging the gap between strategic intent and user experience.





2.4. Prototypes and User Scenarios

Wireframes

Wireframes are basic visual representations of a user interface that outline the structure and layout of a webpage or application.

They are a fundamental deliverable in User Experience (UX) design, serving as the blueprint that guides designers, developers, and stakeholders in understanding the arrangement of elements such as headers, navigation menus, buttons, and content blocks.

Unlike visual mock-ups, wireframes do not focus on aesthetic details such as colour, typography, or imagery. Instead, they prioritise function, hierarchy, and flow, clarifying how users will move through the digital environment. In practical terms, a wireframe is the first architectural sketch of a product's interface, precise enough to communicate intent, yet flexible enough to evolve through feedback and iteration.



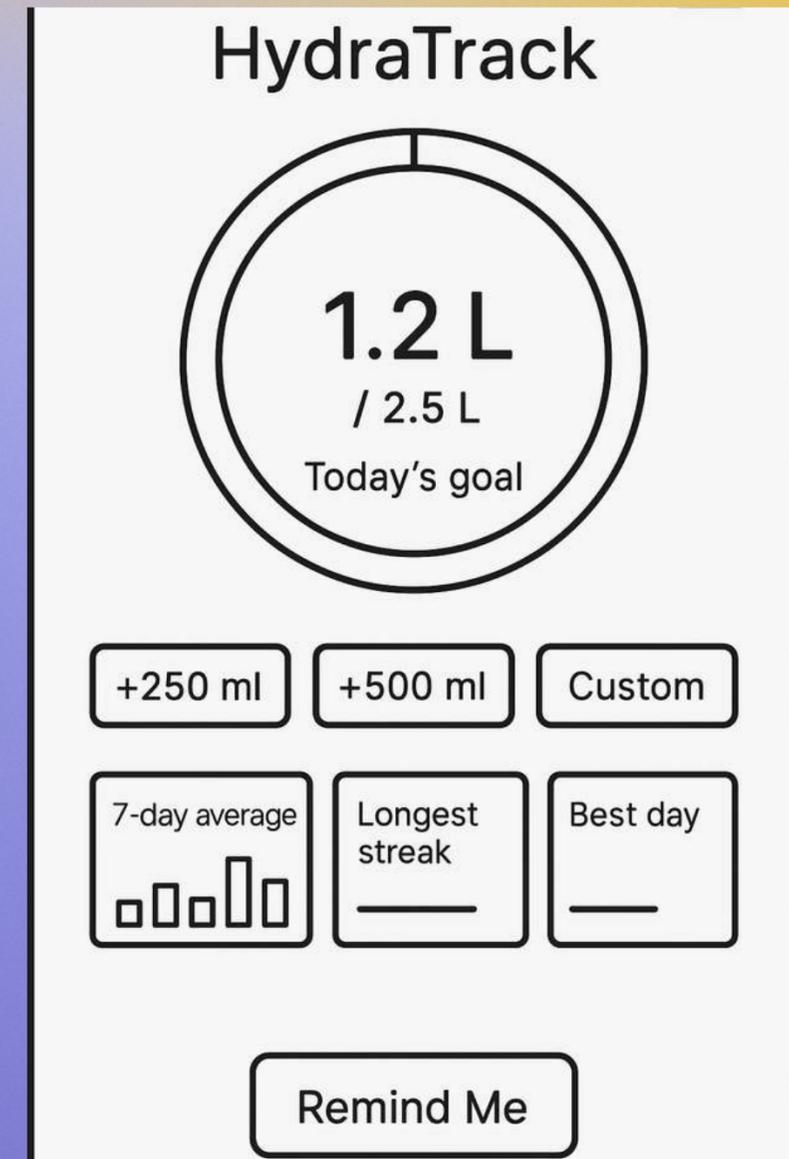
2.4. Prototypes and User Scenarios

Wireframes

AI tools can assist by generating wireframe suggestions from a simple text prompt. For instance:

“Create a wireframe for an app that tracks daily water intake, showing a dashboard, a daily goal tracker, and a reminder button.”

Within seconds, AI can produce a layout idea that can later be adjusted or expanded. This accelerates the design process and provides an immediate visual starting point for discussion.



Wireframe generated by ChatGPT.





2.4. Prototypes and User Scenarios

User Scenarios

User scenarios are narrative descriptions that illustrate how a specific user, often represented by a persona, interacts with a product or system to achieve a goal. They describe realistic situations and contextual details that help designers understand users' motivations, behaviours, and challenges. User scenarios highlight the human experience behind the interaction: what the user wants to accomplish, why it matters, and how the design can support that objective.

Each scenario presents a clear storyline. It defines who the user is, what they are trying to do, and under what circumstances. It also explains the environment in which the interaction takes place (physical, social, and organizational contexts). This structure allows designers to anticipate obstacles and identify opportunities for improvement before developing solutions.

AI can support this process by helping define the target audience (for example, “Who would most benefit from this app?”), by suggesting user personas (“Describe a typical user who wants to improve daily hydration”), and by outlining step-by-step scenarios that can be used later in testing and evaluation.





2.4. Prototypes and User Scenarios

User Scenarios

A user scenario tells a short, realistic story about what the user is trying to do, what challenges they face, and how the product helps them achieve their goal.

For example: “Sara, a busy mother of two, opens the app to track her daily water intake. She receives a reminder notification during lunch, checks her progress, and adds another glass with a single tap.”

Imagine Maria, a busy mother, ordering groceries online using her phone during her lunch break. A user scenario would describe how she searches for items, applies a discount code, faces difficulty editing her shopping cart, and finally checks out. This narrative allows the design team to pinpoint where the interface may be confusing or where shortcuts could save time.

User scenarios are especially valuable because they build empathy and keep the design process centred on people’s real needs. They also serve as a foundation for usability testing and prototyping, ensuring that each feature developed responds to an authentic use case. In essence, user scenarios transform abstract data into human stories, helping teams design products that truly work for their intended audience.





2.4. Prototypes and User Scenarios

Prototypes

As explored previously, prototyping is the process of transforming ideas into tangible forms that can be seen, tested, and refined. It allows teams to visualize potential solutions, gather feedback early, and improve designs before any real development begins.

Wireframing is distinct from prototyping in the sense that prototyping deals more with testing interactivity and, when done at the highest level of fidelity, sophisticated versions that might closely resemble the released products. However, it's similar in that wireframing can also be done by hand (e.g., using boxes and lines to represent pictures, text, etc.) AI can generate visual concepts, interface mock-ups, or flow diagrams from written prompts. This allows teams to preview potential solutions instantly and decide which ones are worth developing further.



2.4. Prototypes and User Scenarios

Prototypes

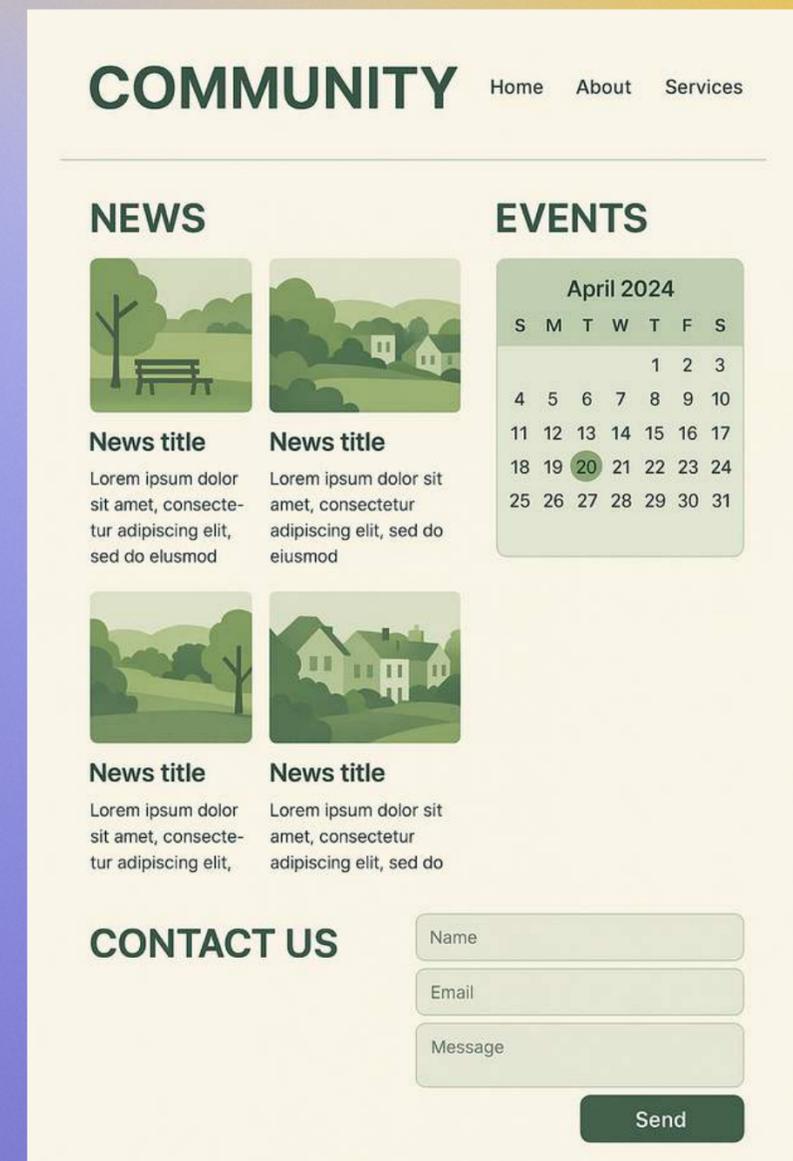
Examples of useful prompts include:

“Generate a simple mock-up layout for a community website with a news section, an events calendar, and a contact form.”

“Describe the steps a user takes to book a yoga class through an online platform.”

“Suggest three different visual styles for a personal budgeting dashboard.”

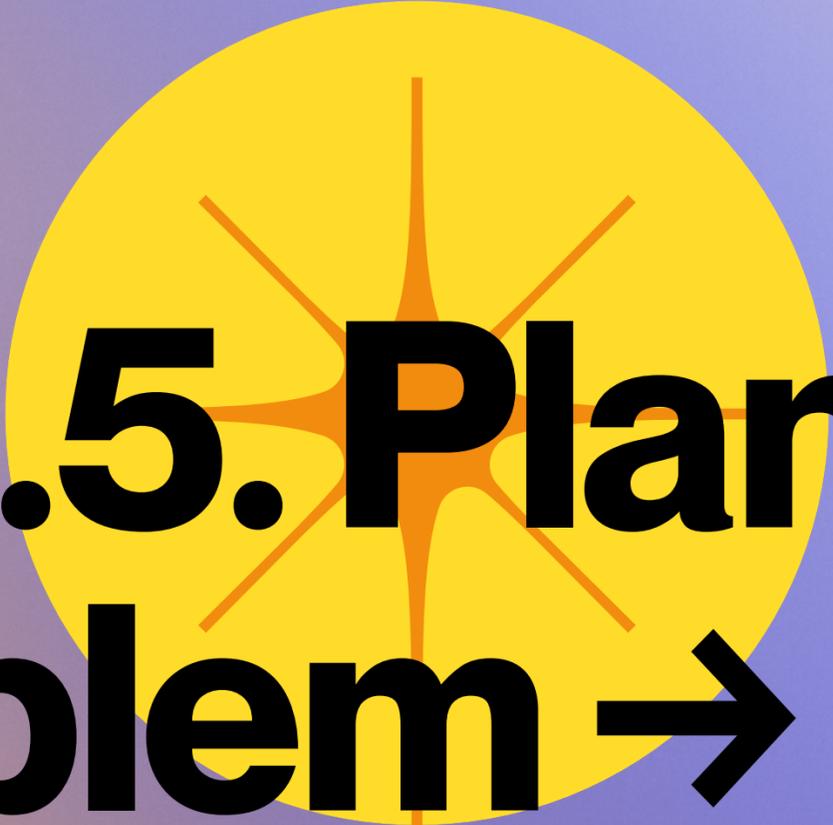
Even without professional design software or technical knowledge, learners can use these AI-generated visuals to communicate ideas more effectively, test assumptions, and refine their approach before investing time in detailed design.



Mock-up generated by ChatGPT.



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2.5. Planning the Problem → Solution → Code Journey



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2.5. Planning the Problem → Solution → Code Journey

Design Thinking is a roadmap that connects human needs, ideas, and technological solutions. Its five stages (Empathise, Define, Ideate, Prototype, and Test) form a coherent and progressive problem-solving framework. Each phase refines understanding, translating abstract concepts into structured insights that align intention with execution. When AI is integrated into this sequence, the process becomes dynamic and interactive, bridging human creativity with computational precision. AI enriches each stage by accelerating analysis, supporting ideation, and facilitating the translation of conceptual reasoning into operational solutions.

The final step is translating these insights into functioning digital tools, and this is where AI-assisted coding becomes an extension of the process.



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2.5. Planning the Problem → Solution → Code Journey

AI enables learners to transform a conceptual idea into a working digital solution, even without extensive programming experience. It becomes possible to instruct AI tools to generate or suggest code, interfaces, or workflows that represent a proposed solution using plain language. The process becomes both creative and systematic, evolving naturally through the sequence: problem → idea → prototype → code → test.

For example:

Problem: Families often forget to recycle and accumulate paper waste at home.

Solution: Design an AI-powered reminder app that tracks recycling habits and rewards consistency.

Implementation: Use AI to outline the app structure, generate a prototype of the interface, and create basic code for notifications and data tracking.

This journey demonstrates how AI acts as both a creative collaborator and a technical translator. It removes barriers between imagination and execution, empowering participants to focus on purpose, design, and impact.





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