
innovation is not an event

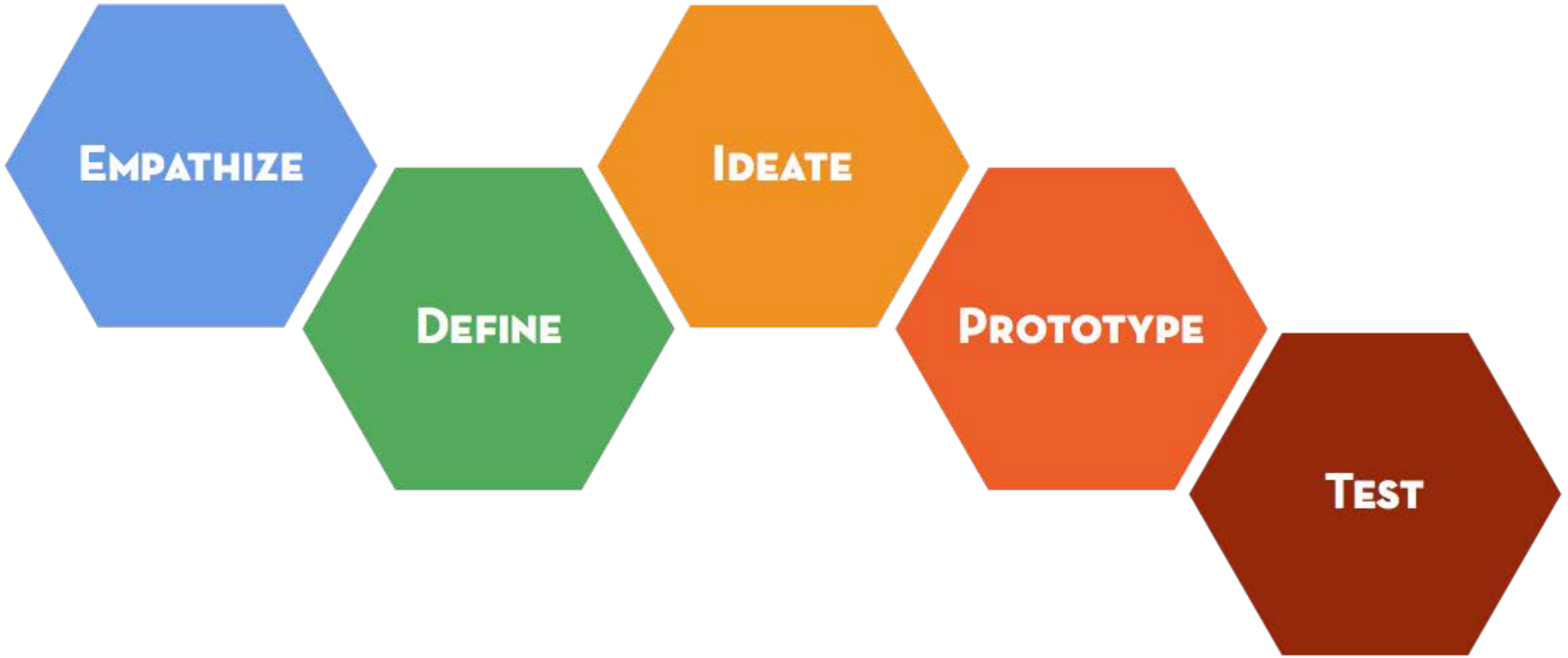

innovation is a (design) process

Design Thinking – 60 minutes

- Instead of explain it, we are just going to do it
- Its going to feel rushed, that's ok
- I am asking you to trust me
- Have a little fun, be a true student, and jump in
- This requires doing, not talking, but we will debrief and talk a lot after

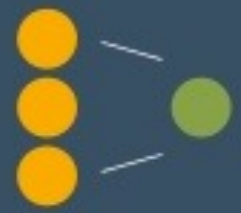
Design Thinking – 60 minutes

- Close all laptops, put away all phones
- You will need something to write with
- Pair up with someone you can communicate well with (same language, country, etc.)


Empathize
Define
Ideate
Prototype
Test

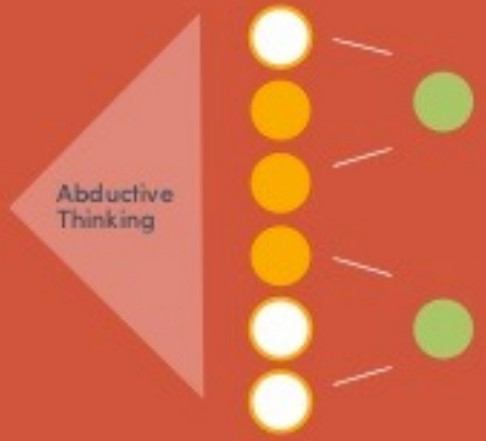
Business Thinking

Problem Solution



Design Thinking

Understand Problem Solution

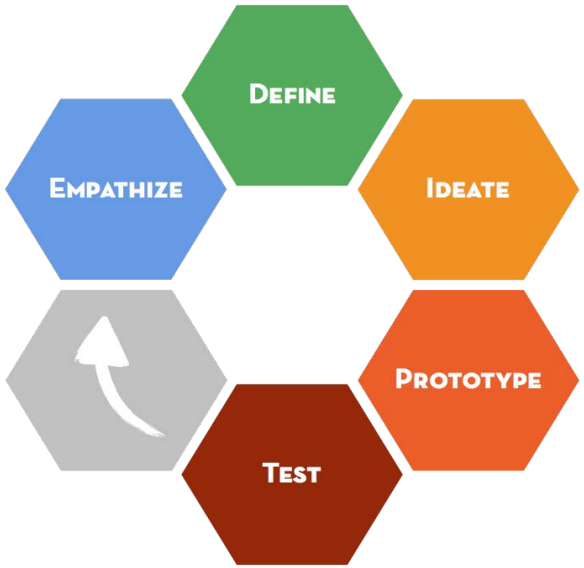


Empathize

- Most important part of designing for someone else is to gain empathy for that person
- Redesigning the gift-giving experience
- Think about the last gift you gave
- Really think about that specific experience
- Gift-giving experience: realizing you need to buy a gift to thinking about the gift to purchasing it to wrapping it to getting thanks
- Make their gift-giving <u>experience</u> better (not a better gift)

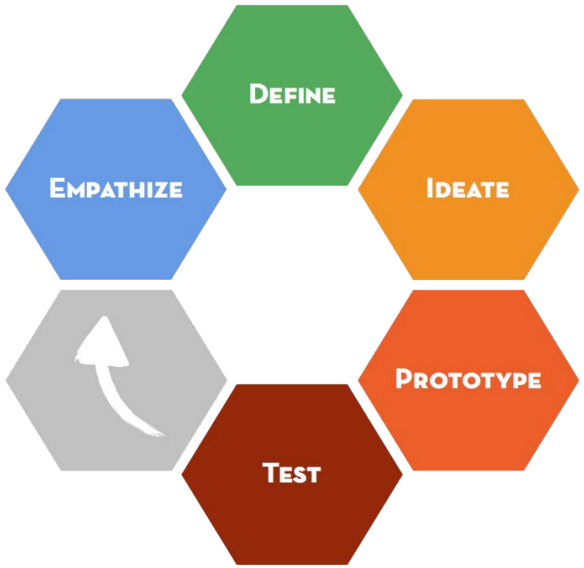
Empathize – First Page

- Left – Partner A
- Right – Partner B
- Interview – A ask B about the experience and really understand / motivations
  - Five Whys:
  - Why? Why? Why? Why? Why?
  - 5 Minutes

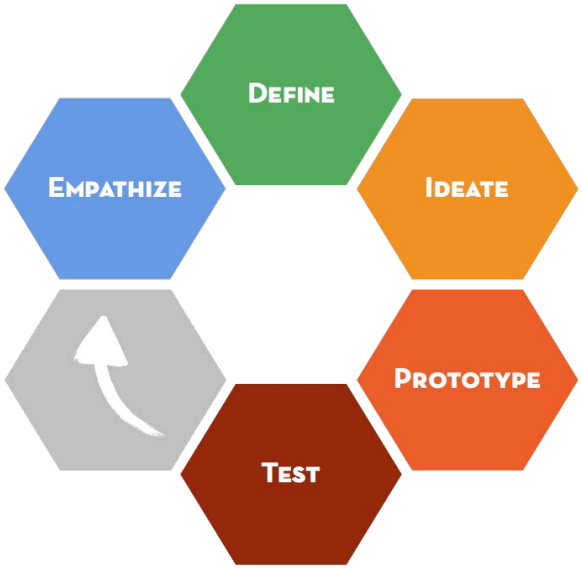


Empathize (2) – Dig Deeper

- Interview – A ask B more about the experience
  - Get to the emotions
  - Uncover their feelings around the experience
  - Dig in….
    - i.e. Gift for mom
  - Five more minutes



Step 3:

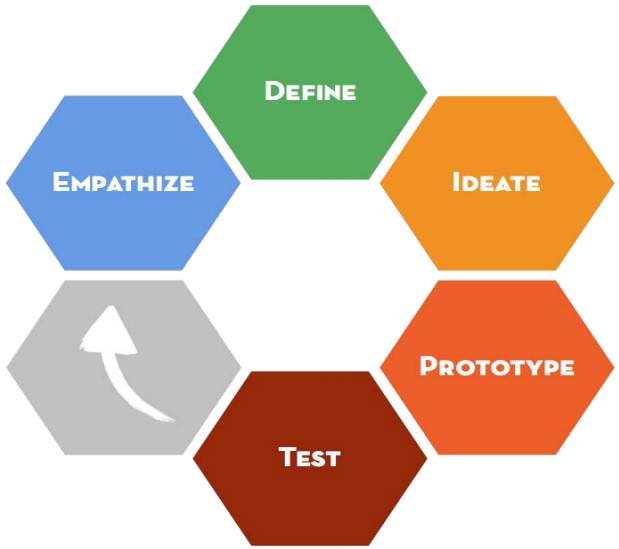


- Catalogue needs and wants
- Needs: What are they trying to accomplish?
  - Verbs (i.e. express themselves, feel important)

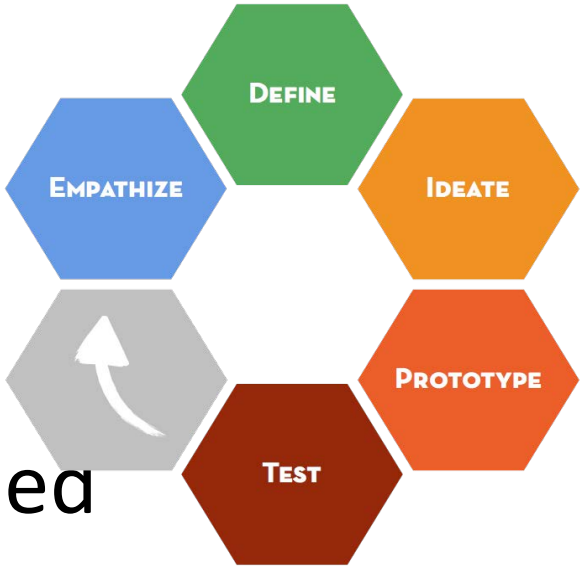
- Insights (things you did not expect you might use later)
  - i.e. Hand made gifts are more meaningful
- *Rip off the original interview to look at – feel free to make notes on the page*

Define

- Your statement of the problem in your own words motivated by the empathy of your user
- Name – be colorful and creative for their name
- Concise problem statement
  - Short, specific, and fun

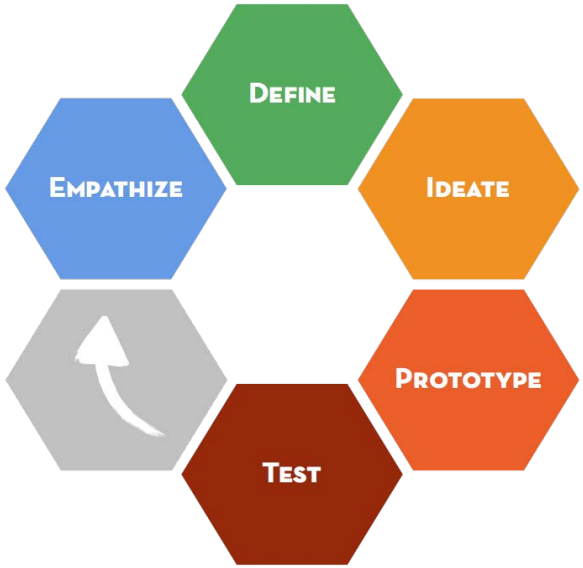


Step 5: Ideate



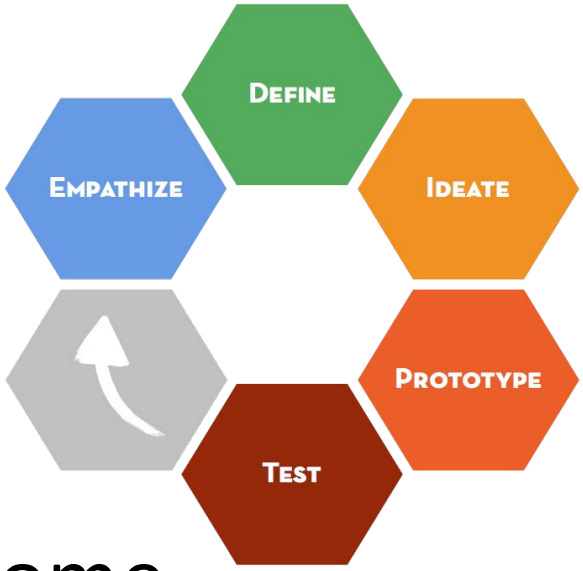
- Draw out the ways to meet the need
- No alpha numeric characters
- The crummier the better!
  - Could be misinterpreted
- **Quantity not quality**
- Not the right answer – explore the possibilities
- Use magic or anything!!!
- Be visual

Step 6: Ideate



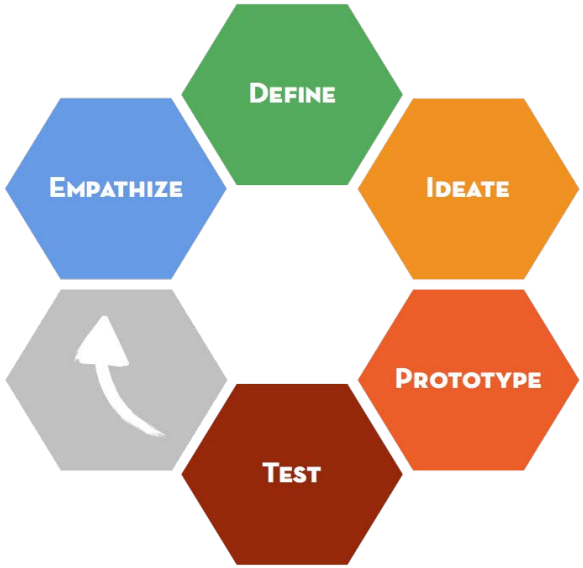
- How many ideas do we have?
- B – hide your sketches
- A – Leave drawings where they are
- Switch actual seats with your partner
- Partner A share your sketches with B
- Don’t feel you need to be nice (say all bad things if you want)
- It doesn’t matter if they like it, it is not about them liking it – want to know WHY
- Learning, not validation (not defending)
- This is a way to probe and get information to find out where to go

Step 7:



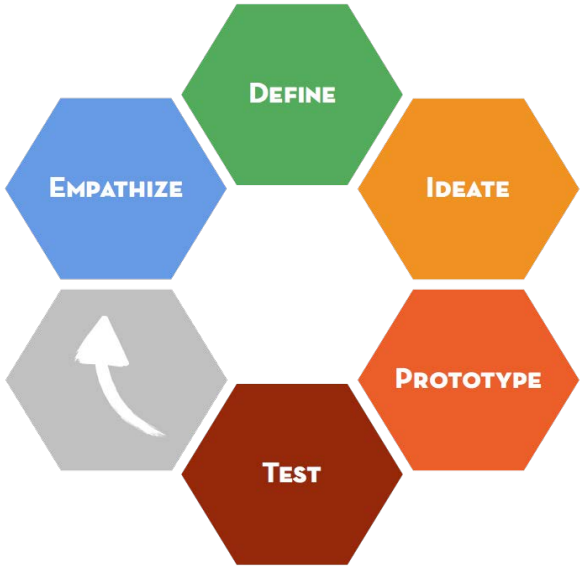
- Incorporate what you learned to some solutions
- They may not have all worked, but hopefully you've learned what more about your user
- 2-D to 3-D
- Building a physical tangible version that can go in the hands of your user

Step 8: Prototype



- 2-D to 3-D
- Building a physical tangible version that can go in the hands of your user

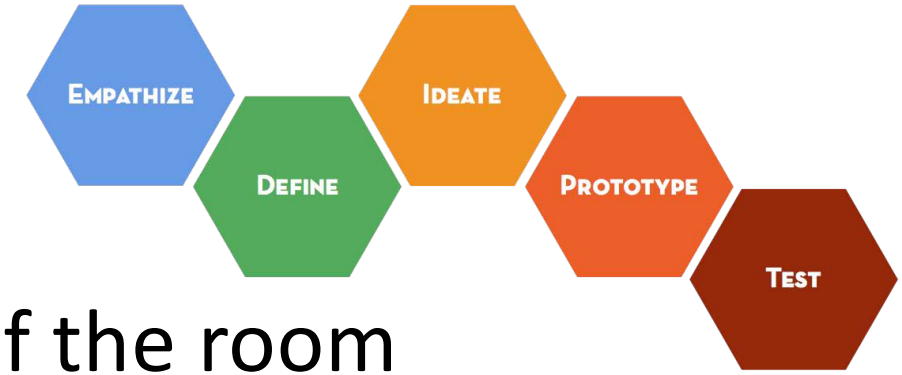
Step 9: Test



- Even if not done, its even better
- Feedback grid
- Treat our physical prototypes like a sketch
- Not trying to convince it's the right thing – just higher probe
- **Show first, don't tell!**
- Partner A test with B and create an experience for your user

Questions

- How did engaging with a real person, testing with a real person, change the direction your prototype took?
- What was it like showing unfinished work to another person?
- How did the pace feel? Quick iterative cycles – how did that feel relative to how you normally work?
- Design thinking is an iterative, self-directed process. Based on what you learned – what would you go back and do next? What would you do over again?
- What principle, what tool, would you infuse into the work tomorrow?



Bring them to the middle of the room

- Who had a partner that created something that you really like?
- Who sees something they are curious to learn more about?
- Who wants to share their experience?
- What felt the most uncomfortable?
- What felt most natural?
- How did the time pressure impact your work?

Focus of design thinking

EMPATHY
gives confidence that you are working on a meaningful problem;
forces you to take a perspective other than your own

IDEATION
gives you copious and diverse design solution possibilities
to select, develop and test

PROTOTYPING & TEST
gives confidence that your solution meets the need you uncovered;
accelerates learning when you adopt a low-resolution prototyping
mindset

Key Take Aways

- Even in an hour you can get invested in a product
- Goal is to focus on **yourself** and your ability to innovate
- Most of us are given a challenge and put our head's down and think our way through a challenge
- Being more human centered in the way you work: empathy leads to truth of what their true needs are
- Take your ideas and get them out of your heads earlier than you feel ready for to test them and see what works and what doesn't
- Be more collaborative in the way you work
- Bias towards action