Design Thinking

a crash course

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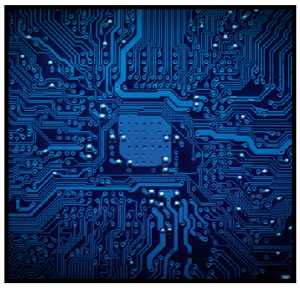
About Me

creative spectrum

Artist | Designer | Engineer



experience generator

Design Thinking

system solver

Theme for the day

empathy

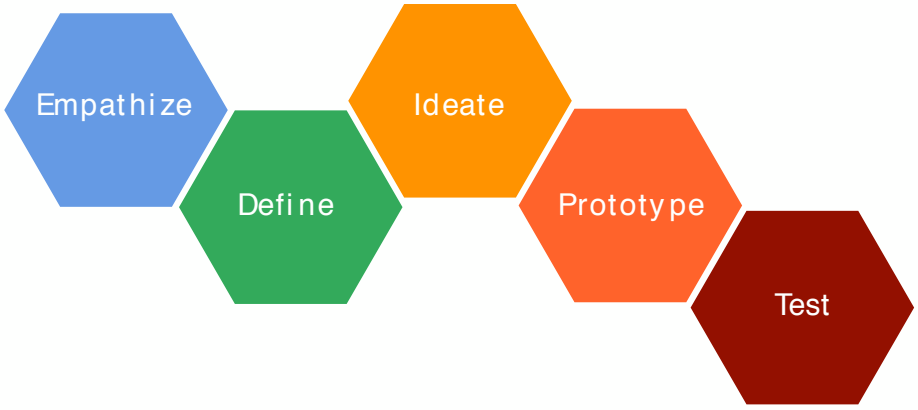
Find a Partner: Introduce yourself

questions:

- why are you here today?
- what do you hope to learn?

Design Thinking Intro

hasso plattner institute of design at stanford



Empathize

"to create meaningful innovations, you need to know your users and care about their lives."

Observe

- View users and their behavior in the context of their lives. As much as possible do observations in relevant contexts in addition to interviews.

Engage

- Sometimes we call this technique 'interviewing' but it should really feel more like a conversation.

Watch and Listen

- Certainly you can, and should, combine observation and engagement

Define

“framing the right problem is the only way to create the right solution.”

A good point-of-view is one that:

- Provides focus and frames the problem
- Inspires your team
- Informs criteria for evaluating competing ideas
- Empowers your team to make decisions independently in parallel
- Captures the hearts and minds of people you meet

Ideate

"it's not about coming up with the 'right' idea, it's about generating the broadest range of possibilities."

Various forms of ideation are leveraged to:

- Step beyond obvious solutions and thus increase the innovation potential of your solution set
- Harness the collective perspectives and strengths of your teams
- Uncover unexpected areas of exploration
- Create fluency (volume) and flexibility (variety) in your innovation options
- Get obvious solutions out of your heads, and drive your team beyond them

Prototype

“build to think and test to learn.”

Rules of Prototyping:

- Start building
- Don’t spend too long on one prototype
- ID a variable
- Build with the user in mind

Test

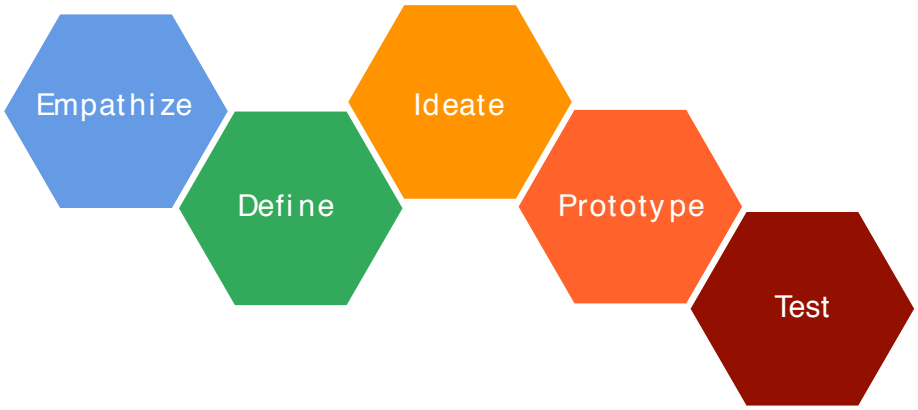
“testing is an opportunity to learn about your solution and your user.”

Rules of Testing:

- Show don’t tell.
- Create Experiences.
- Ask users to compare.

Design Thinking

not a linear path



Continuum - Swiffer

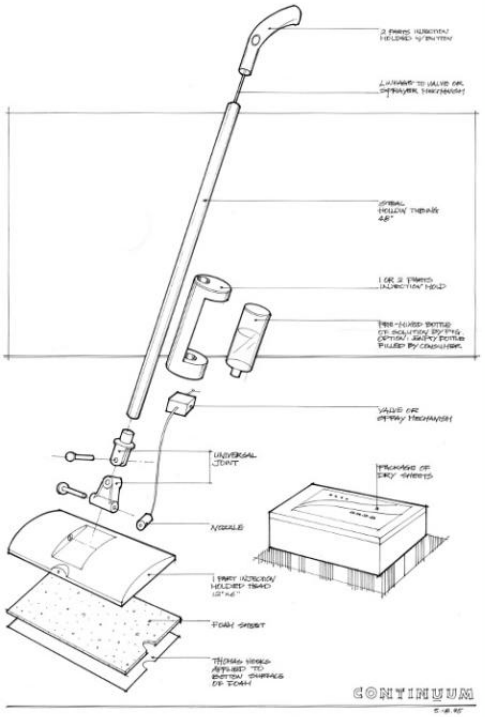
case study

Continuum - Swiffer

the system

the experience

Continuum - Swiffer



Interview Partner:

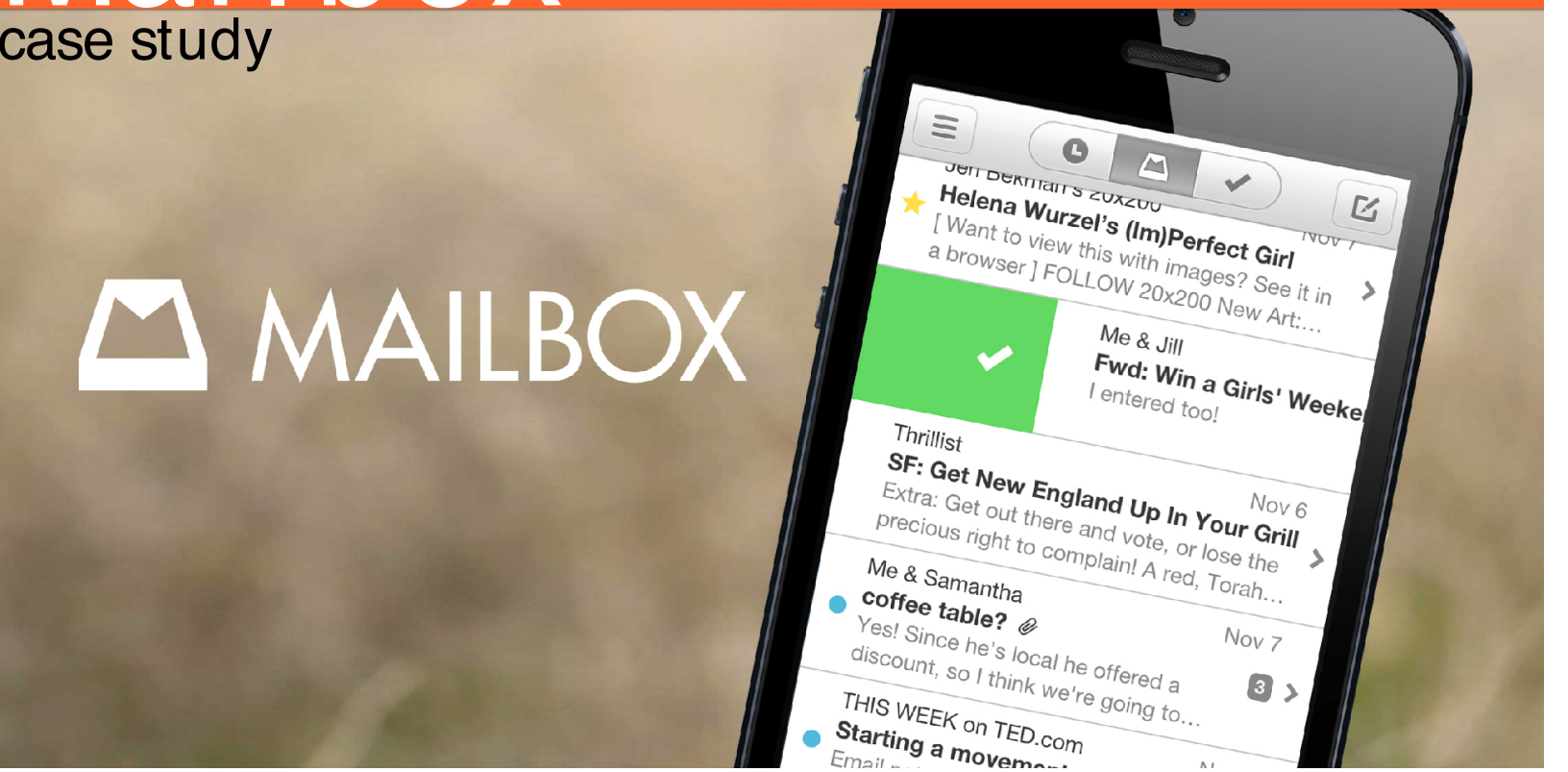
redesigning the conference lunch experience for your partner

Capture Findings

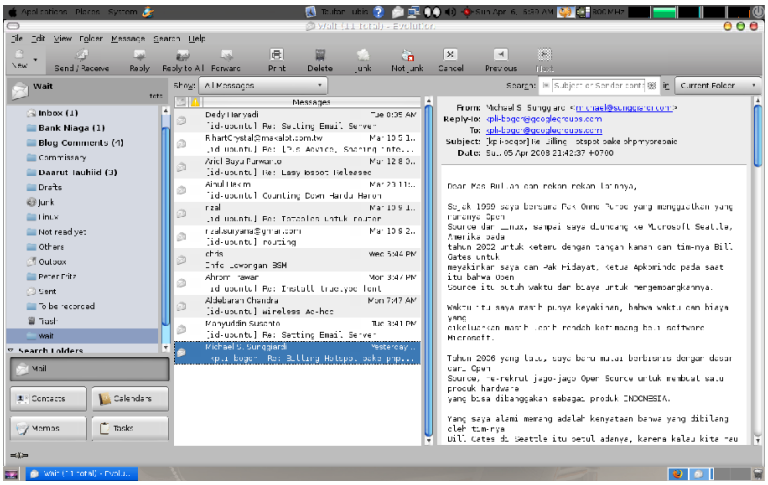
- needs
  - things they are trying to do *use verbs
- insights
  - new learnings about your partner's feelings/ worldview to leverage in your design make inferences from what you heard

Mailbox

case study



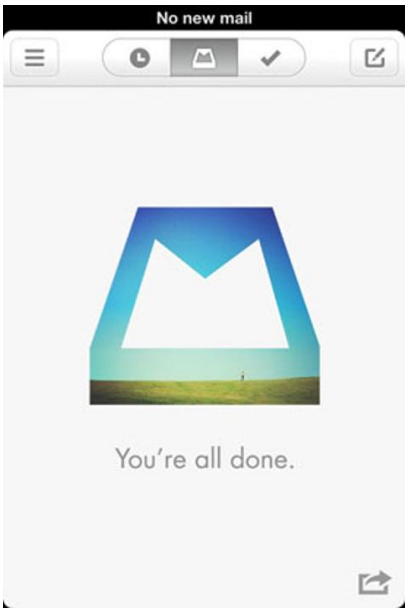
Mailbox



the system

the experience

Mailbox



Define Problem Statement

Partner(name & description) needs a way to User's Need surprisingly / / but / / because Insight.

Sketch

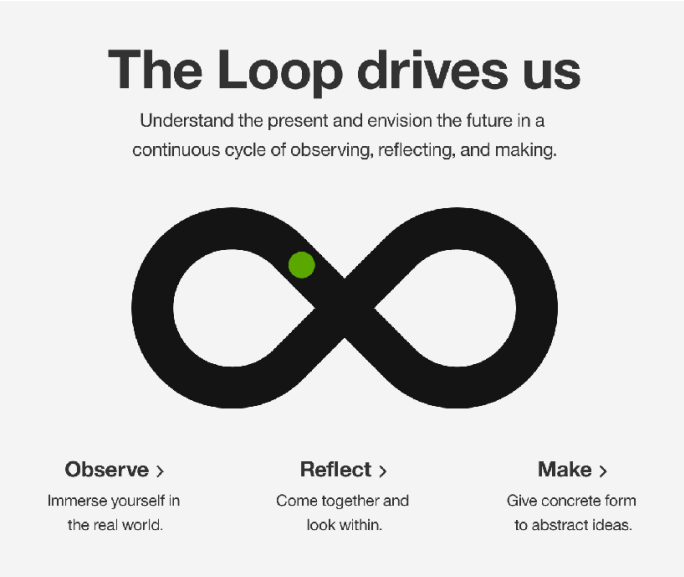
at least 5 radical ways to meet your user's needs.

IBM

case study

IBM

case study

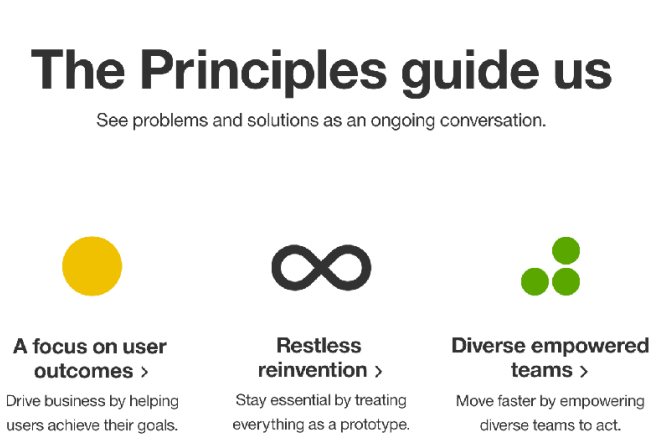


the system

the experience

IBM

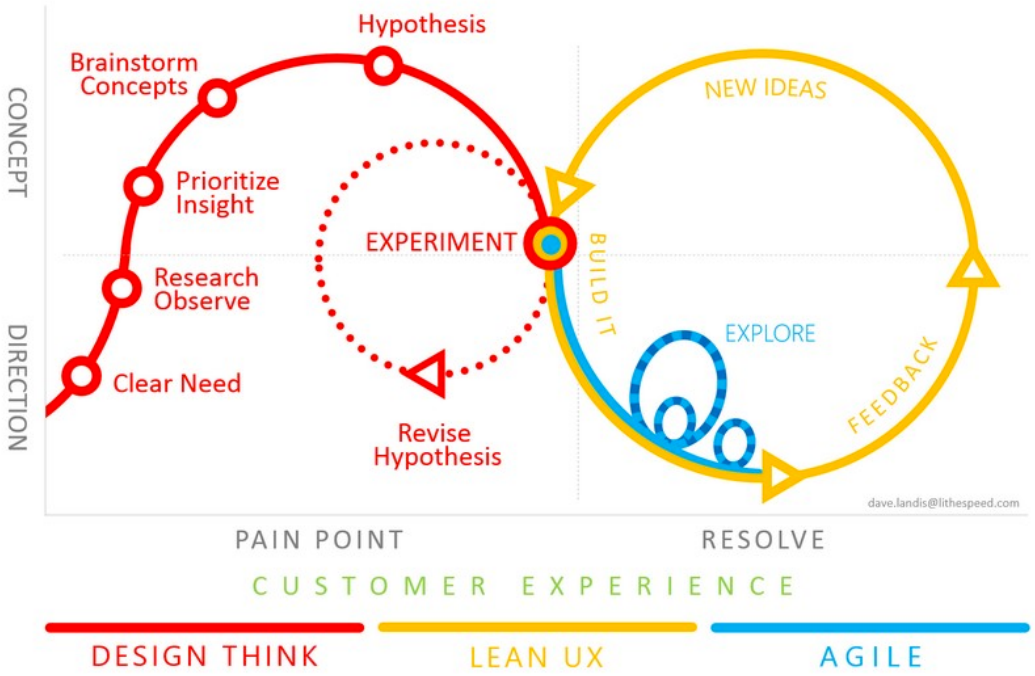
case study



Applying

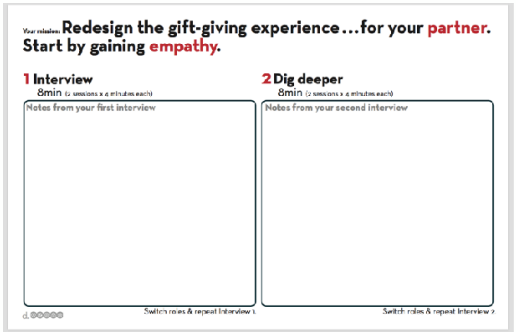
design thinking

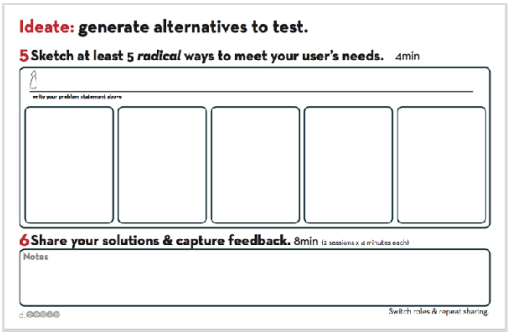
Overview diagram

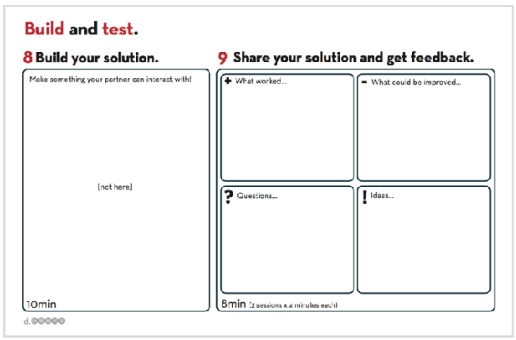


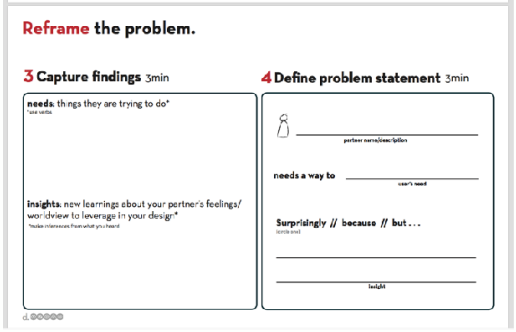
1 Hour - Stanford

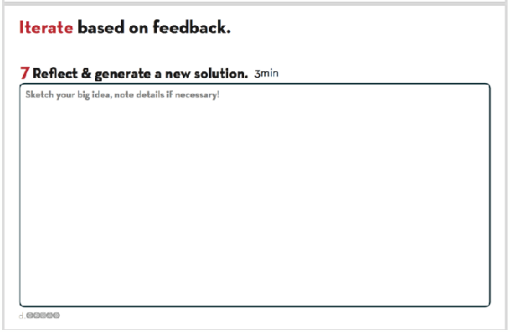
design sprints











5 Day - GV

design sprints

On Monday, you'll map out the problem and pick an important place to focus. On Tuesday, you'll sketch competing solutions on paper. On Wednesday, you'll make difficult decisions and turn your ideas into a testable hypothesis. On Thursday, you'll hammer out a high-fidelity prototype. And on Friday, you'll test it with real live humans.

Set the Stage

Before the sprint begins, you'll need to have the right **challenge** and the right **team**. You'll also need **time and space** to conduct your sprint.

Set the Stage video with Jake Knapp and John Zeratsky *YouTube*

Checklist for Set the Stage *GV Library*

Your design team needs a war room; here's how to set one up *Fast Company*

Shopping list for sprint supplies *Kit.com*

The GV research sprint *GV Library*

Monday

Monday's structured discussions create a path for the sprint week. In the morning, you'll **start at the end** and agree to a long-term goal. Next, you'll make a **map** of the challenge. In the afternoon, you'll **ask the experts** at your company to share what they know. Finally, you'll pick a **target**: an ambitious but manageable piece of the problem that you can solve in one week.

Monday video with Jake Knapp and John Zeratsky *YouTube*

Checklist for Monday *GV Library*

Tuesday

After a full day of understanding the problem and choosing a target for your sprint on Tuesday, you get to focus on solutions. The day starts with inspiration: a review of existing ideas to **remix and improve**. Then, in the afternoon, each person will **sketch**, following a four-step process that emphasizes critical thinking over artistry. You'll also begin planning Friday's customer test by recruiting customers that fit your target profile.

Tuesday video with Jake Knapp and John Zeratsky *YouTube*

Checklist for Tuesday *GV Library*

Start recruiting customers for test *GV Library*

Wednesday

By Wednesday morning, you and your team will have a stack of solutions. That's great, but it's also a problem. You can't prototype and test them all—you need one solid plan. In the morning, you'll critique each solution, and **decide** which ones have the best chance of achieving your long-term goal. Then, in the afternoon, you'll take the winning scenes from your sketches and weave them into a **storyboard**: a step-by-step plan for your prototype.

Wednesday video with Jake Knapp and John Zeratsky *YouTube*

Checklist for Wednesday *GV Library*

Schedule customers and draft interview guide *GV Library*

Thursday

On Wednesday you and your team created a storyboard. On Thursday, you'll adopt a **"fake it"** philosophy to turn that storyboard into a **prototype**. A realistic façade is all you need to test with customers, and here's the best part: by focusing on the customer-facing surface of your product or service, you can finish your prototype in just one day. On Thursday, you'll also make sure everything is ready for Friday's test by confirming the schedule, reviewing the prototype, and writing an interview script.

Thursday video with Jake Knapp and John Zeratsky *YouTube*

Checklist for Thursday *GV Library*

Finalize test schedule and complete interview guide *GV Library*

Friday

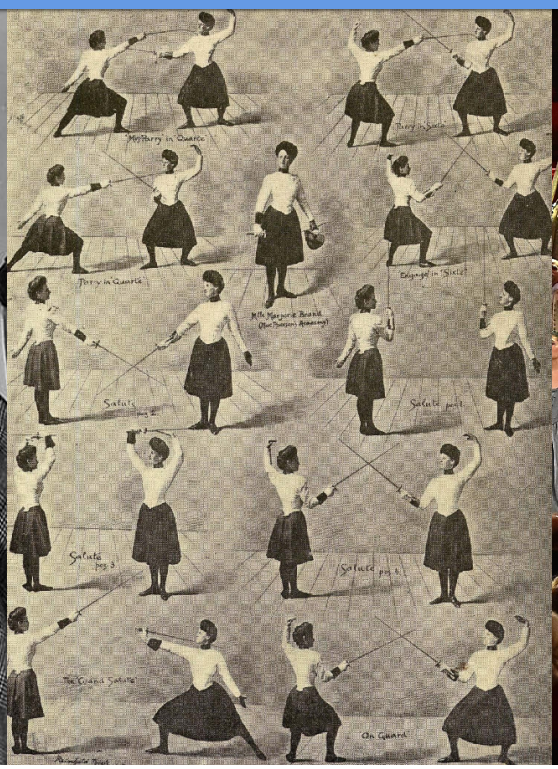
Your sprint began with a big challenge, an excellent team—and not much else. By Friday, you've created promising solutions, chosen the best, and built a realistic prototype. That alone would make for an impressively productive week. But you'll take it one step further as you **interview** customers and **learn** by watching them react to your prototype. This test makes the entire sprint worthwhile: At the end of the day, you'll know how far you have to go, and you'll know just what to do next.

Friday video with Jake Knapp and John Zeratsky *YouTube*

Checklist for Friday *GV Library*

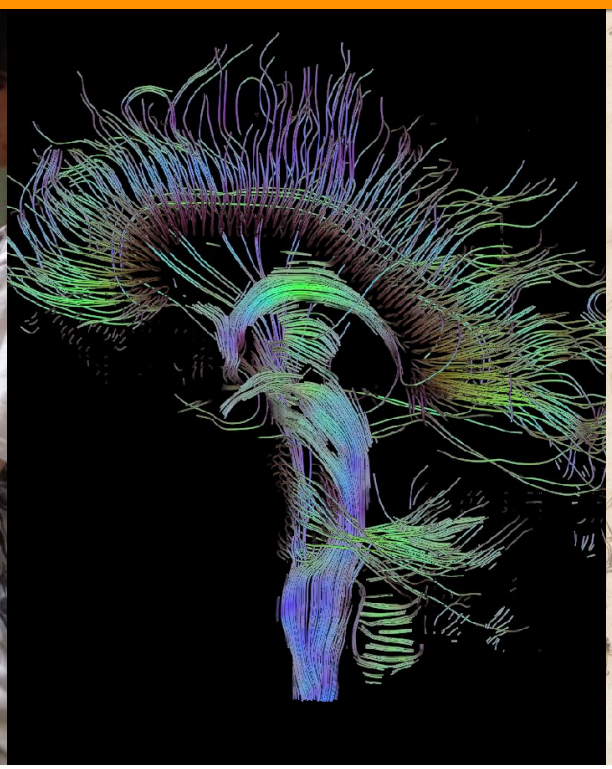
Interview customers and summarize findings *GV Library*

Empathize

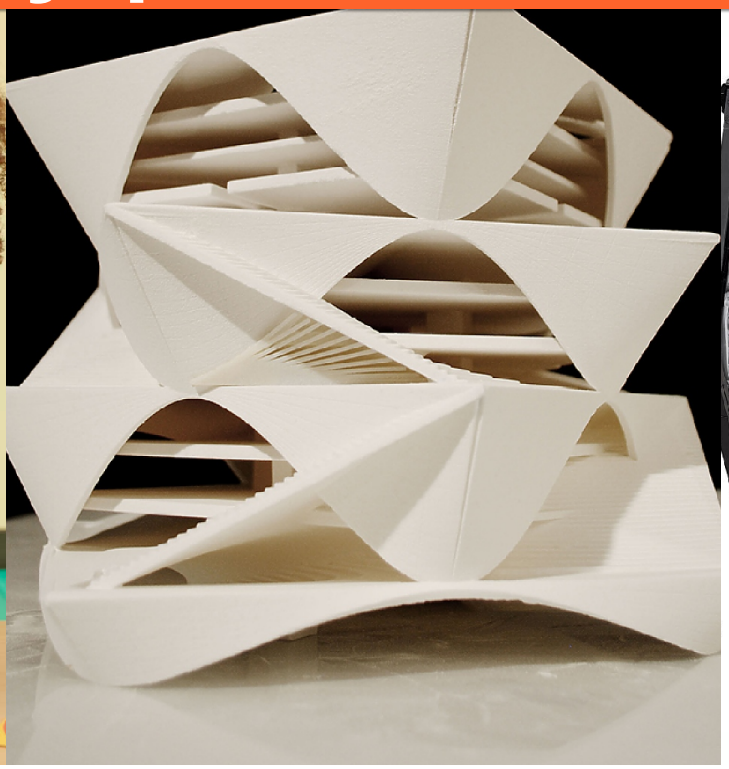


Define

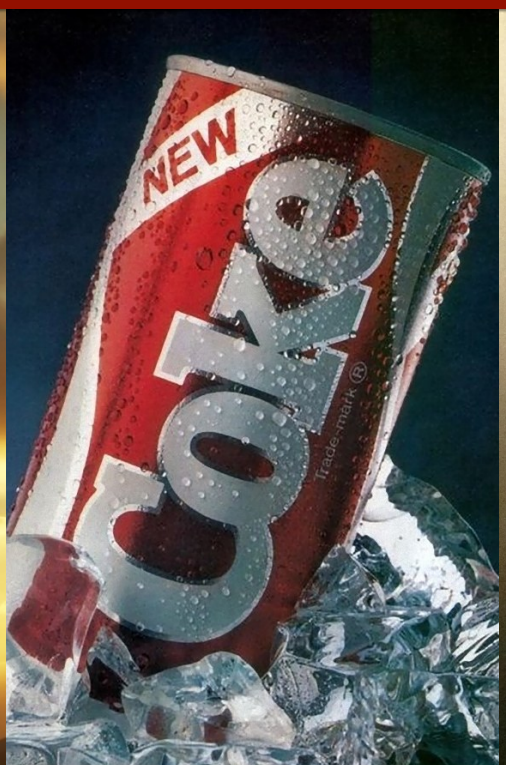
Ideate

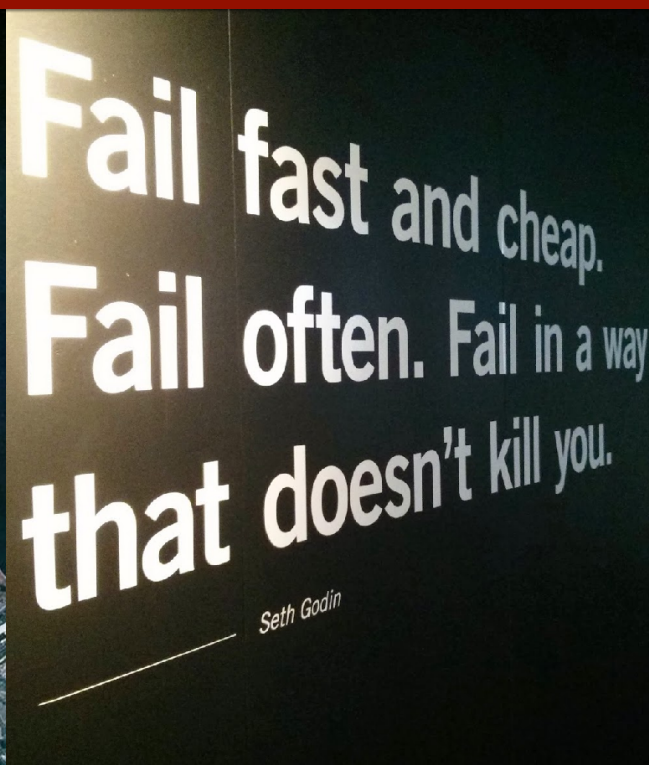


Prototype



Test


NEW
Coke
trade-mark ®


Fail fast and cheap.
Fail often. Fail in a way
that doesn't kill you.
Seth Godin

Share your ideas and get feedback

+ what could work...

- what could be improved...

? questions...

! ideas...

Thank you.

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