

WORKSHOP

DESIGN THINKING: CHANGING THE ORGANIZATIONAL MINDSET



PRESENTER:

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VENUE:

**STRATFORD UNIVERSITY
FALLS CHURCH, VA**



AGENDA



Agenda 1

Introduction

- Workshop Overview/Objectives

Icebreaker

- Draw a Vase

Discuss – PowerPoint Slides

What is Design Thinking?

Design Thinking Process

Discuss – PowerPoint Slides

- Empathy

Group Exercise

- Hear a Good Story

Video 1

- Field Observations with Fresh Eyes

Break

Discuss – PowerPoint Slides

- Define

Group Exercise

- What does it mean?

Video 2

- Nordstrom Innovation Lab: Sunglass iPad App Case Study

Agenda 2

Discuss – PowerPoint Slides

- Ideate

Group Exercise

- New Ideas!
- Sketch it Out

Video 3

- Providing a Better Shave for More than a Billion Men

Break

Discuss – PowerPoint Slides

- Prototype/Testing

Group Exercise

- Let's get Physical, Physical

Video 4

- James Dyson and his Philosophy to Dyson inventions

Q & A, Evaluation

INTRODUCTION

The design-thinking workshop shows how organization faces challenges and problem solving when creating innovative products or services. The workshop provides participants with knowledge of how design thinking works using design thinking processes and scenarios to show how to apply the method in organizations.

Organizations are empowered to develop a human-centric mindset in the approach of providing new, innovative solutions to the problem at hand in order to satisfy unmet customers' needs.

Workshop Topics Overview

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



INTRODUCTION – CONT'D

Workshop Learning Objectives:

1. Describe design thinking methods and techniques as applicable in new product, new services, or major innovative processes.
2. Use design thinking methods and techniques in scenarios that include organizational clients, customers and users, potential customers and employees.
3. Examine customers' spoken needs, and unmet unspoken needs to create actionable problem statement.
4. Apply brainstorming sessions to enhance creativity in generating innovative solution ideas to solve design challenge.
5. Create a scenario to get feedback.

INTRODUCTION – CONT'D



Workshop Activities

- Icebreaker
- Discussion
- Watch Video
- Group Exercises – The New City Experience
- Refresher Break
- Questions and Answers
- Evaluation Form
- Workshop Wraps Up

Workshop Tools

- Paper
- Sticky Notes
- Pencils
- Marker
- Scotch tape



ICEBREAKER – DRAW A VASE

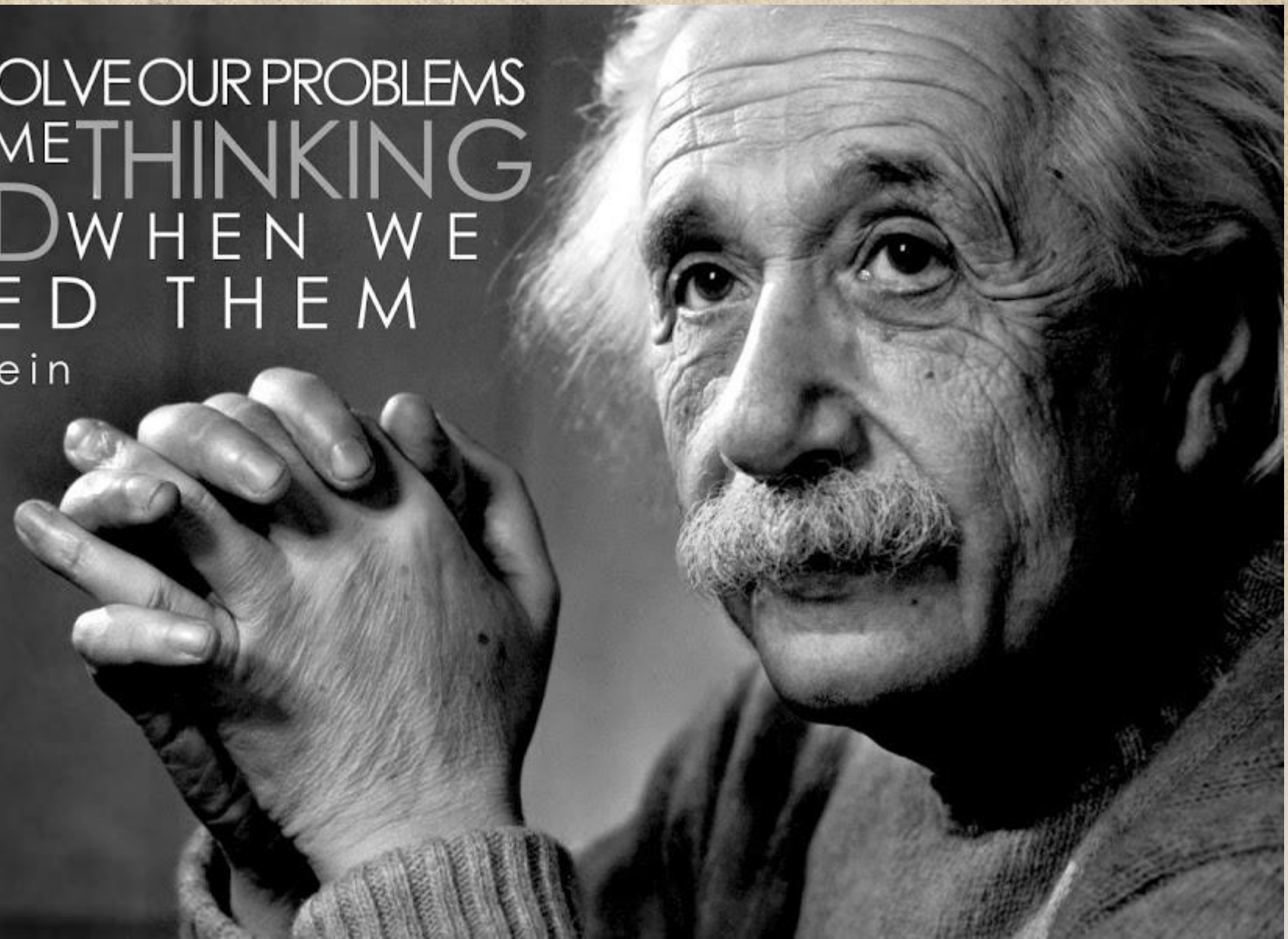


Purpose: Learning how to think outside the box

1. Draw a vase.
2. Design a way for people to enjoy flowers in their homes.



WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM
-Albert Einstein



WHAT IS DESIGN THINKING?



 TIM BROWN, IDEO

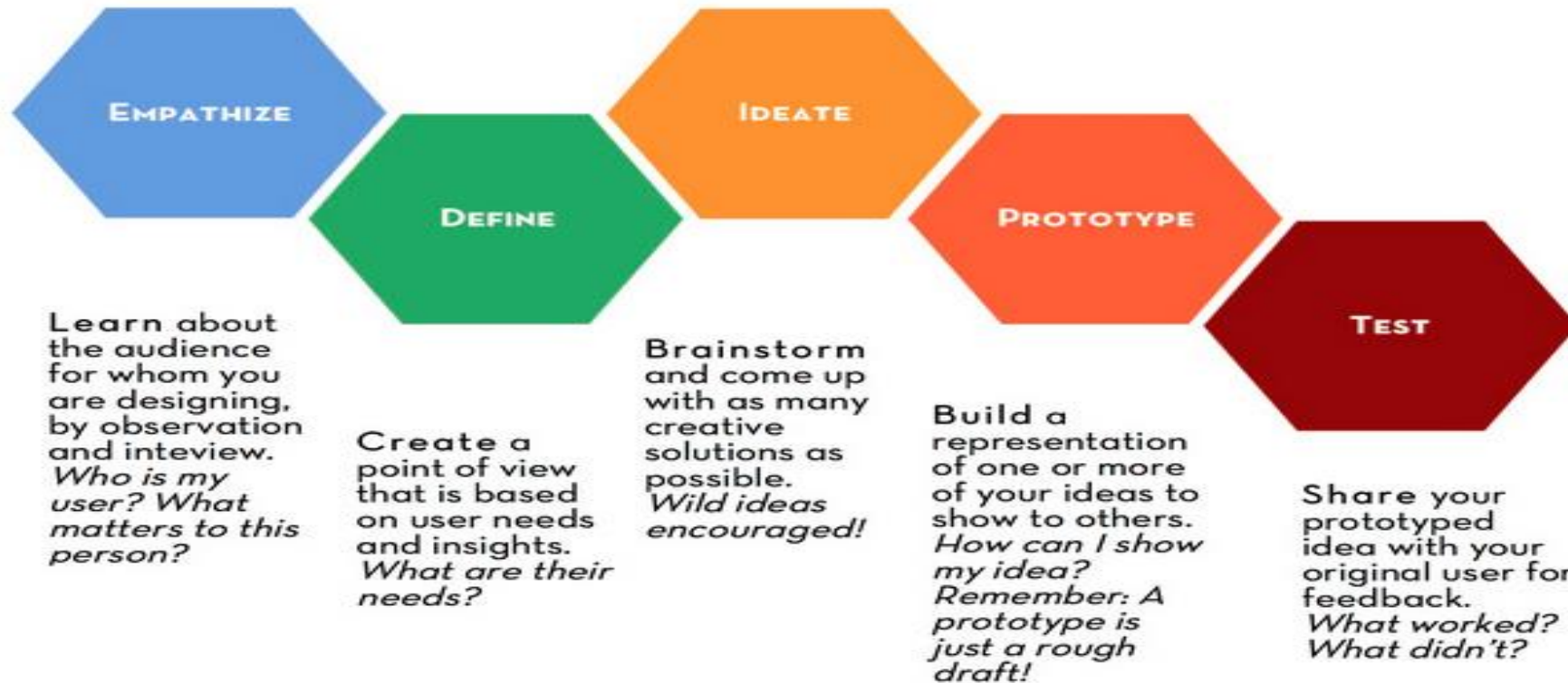
A black and white portrait of Tim Brown, a man with a goatee and short hair, wearing a dark jacket. The portrait is set against a white background and is partially overlaid by a blue text box at the bottom.

“Design thinking is a human centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

DESIGN THINKING PROCESS



We are all DESIGNERS!





Empathy

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



EMPATHY



How do you empathize?

1. Observation
2. Engagement
3. Listen and Watch

Hear a good story

Interview your partner about about his/her experiences in a new city.
 Your goal is to hear (at least) one good story from your partner

- 1 **Create a quick interview guide** (with open-ended questions!)  Start individually
- 2 **Interview your partner** (just have a conversation!)  Now pair up

A. Be human: build rapport.
 Introduce yourself. "How are you today?"
 "Nice to meet you. Tell me about where you're from."

B. Seek stories.
 "Could you tell me story about a time you . . .
 (. . . travelled by yourself to a new place?)
 (. . . had an unexpected adventure in a new city?)
 _____?"

"What would I find surprising about how you . . .
 (. . . pack for a long trip?)
 (. . . navigate a new city?)
 _____?"

" _____ [write more of your own] _____"

C. Talk about feelings. Dig deeper by following up.
 "Why do you say that? . . . "Tell me more."
 "How did you feel at that moment, when . . . happened?"

" _____ [write more of your own] _____"

2 min

Interview notes:

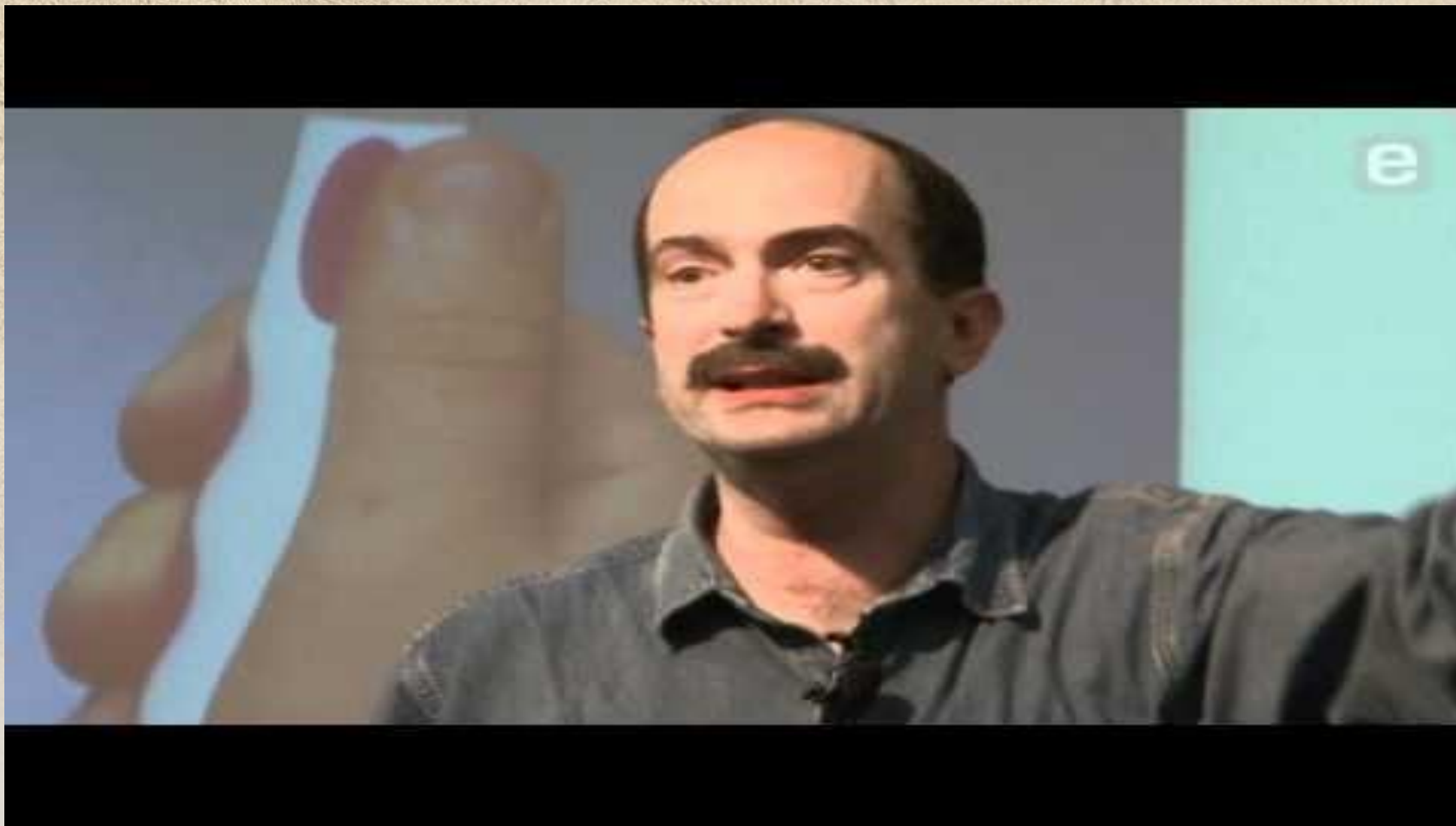
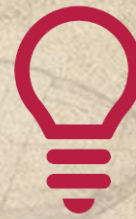
4 min each

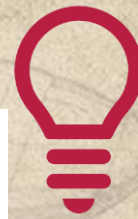
Go deeper into one story: remember to ask "Why?"

3 min each

d. 🌟🌟🌟🌟

VIDEO I





Take a break!
**You have
5 Minutes**
starting now...





Define

Framing the right problem is the only way to create the right solution.

DEFINE



How do you define a good point-of-view?

1. Focuses upon user's insights and need to frame the problem
2. Pinning the point in developing relevant offering
3. Meaningful and actionable problem statement to address—Point OfView (POV).

What does it mean?

Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.
Your goal is to take an extreme, inspired stance.

1 Imagine the meaning

(notice something, then infer what the meaning might be)

Imagine possibilities for the following statements:
It's interesting/surprising/telling that s/he ...

One thing that seems to be important to him/her is ...

I wonder if this means ...
[WRITE A COUPLE HUNCHES]

4 min

2 Create a brainstorming topic

(turn your insight into a question)

First select the one hunch ("I wonder if this means . . .") that gives you the most unique and exciting perspective. Write it below

How might _____
CONTEXT

act on my hunch that _____
YOUR HUNCH

(This question should help you imagine products/services/experiences in this context that capitalizes on your unique hunch)

Then choose a context from below. Pick one that might best be able to take advantage of the hunch you chose. Write it above

A MUSEUM	A SHOPPING DISTRICT OR STORE
A LOCAL RESTAURANT	A HOTEL
A TRAVEL OR TOUR AGENCY	A PUB OR BAR
THE TOURISM BOARD	A SPORTS TEAM
A NEIGHBORHOOD PARK	THE TRANSIT SYSTEM
A LOCAL UNIVERSITY	A HOST, FRIEND, OR GUIDE
A CHARITY	A FESTIVAL ORGANIZER

3 min

d. ⦿⦿⦿⦿⦿

VIDEO 2





Ideate

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



IDEATE



How do you ideate?

1. Defer judgement - allow free flow of ideas.
2. Encourage wild ideas.
3. Allow imagination - aim for quantity not quality.
4. Build on each others' ideas, new insights and perspectives can be achieved.
5. Be visual by writing or drawing.
6. One conversation at a time in order not to lose sight of the objective.

A slide titled "New ideas!" with a cursive font. It includes a small drawing of three people, a paragraph of text, a numbered step, and several grey sticky note graphics. At the bottom right, there is a small logo with the letter 'd.' and five circular icons.

New ideas!

Generate a diverse set of concepts in response to your brainstorming questions.
Your goal is to build on the ideas of others.

5 **Share your work, then brainstorm as a team** ----- 2 min share, 3 min brainstorm, each
(recap one story, share one inference and your brainstorm question — then lead a brainstorm)

d. [5 icons]


IDEATE – CONT'D

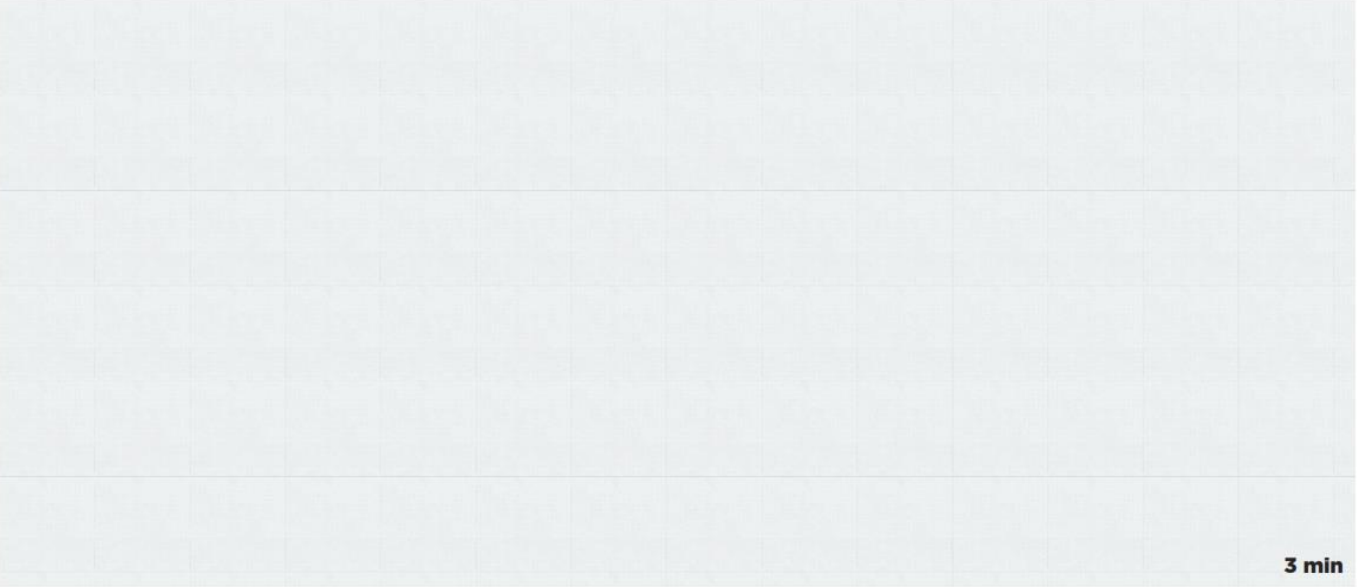


1. Choose one idea and work on it.
2. Begin to develop the idea in visual form.


Sketch it out

Pick an idea and stay in a generative mode as you work out the details.
Your goal is develop the idea and make it visual.

6 Choose one idea and flesh it out into a product or service
(what is it? how does one use it?) 



3 min

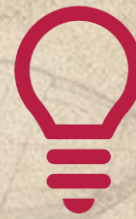
d. 

VIDEO 3



Providing a Better Shave for More than a Billion Men
Source: <https://www.youtube.com/watch?v=anVMSaqzRRU>





Prototype

Build to think and test to learn.”





PROTOTYPE/TEST

How do we Prototype/Test?

1. Start building with the user in mind.
2. Fail quickly and cheaply in order to succeed.

Answer these questions to start building the value of the idea:

1. Who will benefit from this idea?
2. What is the value to the end customers?
3. Why and how is this idea better than alternative options?
4. How much is this benefit worth to them?
5. How much would they be willing to pay for this benefit?
6. How might this payment be collected?

Let's get physical, physical

Let me hear your body talk.
Your goal is to develop and test your solution by physically trying it out.

7 Bring your solution to life
(use improvisation to create an imaginary world where your solution already exists) **7 min**

Consider these aspects of the imaginary world you are creating:

- SCENE**
The context of experience
- ROLES**
People involved in experience (you may want to play one yourself)
- PROPS**
Simple tangible things in experience

8 Test with your partner
(invite your partner into that imaginary world) **4 min each**

What's working? +	What could be improved? -
New questions ?	New ideas !

d. @ @ @ @ @

VIDEO 4



WHICH FUTURE BIG CHALLENGE OR OPPORTUNITY WOULD YOU APPLY DESIGN THINKING - I



Take it home

Use rapid improvisation in your own work.



A specific struggle or uncertainty on a current project:

How can I get _____
to _____?

SPECIFIC GROUP

A PHYSICAL ACTION OR MENTAL CHANGE
(USE A VERB)

Choose something that:
- involves other people
- you care about
- that you want to tackle in the mid-term (these next weeks)

Examples:

Too simple/narrow:

Get The engineering team
to Send me the technical specifications

Get The new hires next month
to Play my meet-and-greet game

FIX IT:
ASK WHY?

Great!:

Get The new hires next month
to See the event as fun, not just a requirement

Get The government oras in Singapore and Indonesia
to Be willing to submit their Seafood exports data in my format

Get My team
to Try new digital tools for our work (not revert to what they know)

Get Preteen girls
to Connect with my idea of a costume make-up kit (or see if they do)

Too big/broad:

Get Our customers
to Buy our new product

FIX IT:
ASK HOW?

Get Our division
to Implement the service by Q4

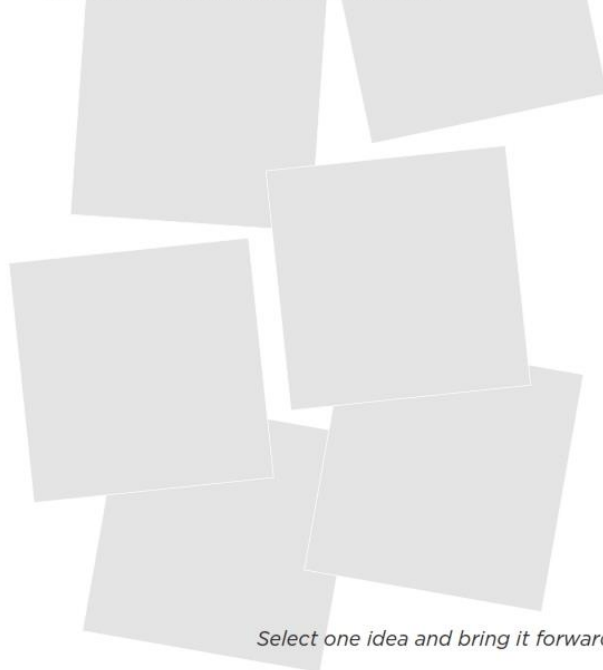
d. @ @ @ @ @

WHICH FUTURE BIG CHALLENGE OR OPPORTUNITY WOULD YOU APPLY DESIGN THINKING - 2



B With your partner, come up with ideas to solve your struggle

You may already have a concept in the works.
After exploring ideas, it's okay to stick with that.



Select one idea and bring it forward.

C Plan your improvisation (how can you get valuable feedback with minimal investment)

Get your concept experienced by bringing it to life:

SCENE

The context (created or real)

ROLES

People involved (real or acted)

PROPS

Tangible things (real or faked)

When are you going to do it?



-
- Q & A
 - Contact Info
 - Evaluation



think DIFFERENTLY

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*Thank
you*

