

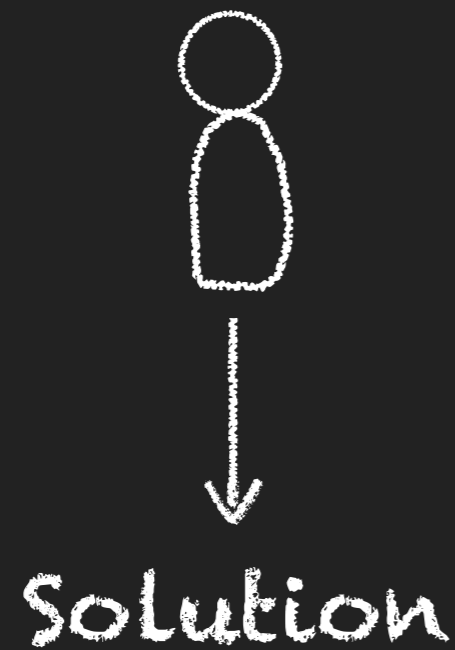
TONY CAMILLI

DESIGN THINKING INTRO

STANFORD D.SCHOOL/IDEO

GOAL OF DESIGN THINKING

Move from this...



... to this.



MINDSETS



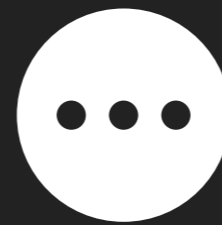
Show Don't Tell



Craft Clarity



Focus on Human Values



Be Mindful Of Process



Embrace Experimentation

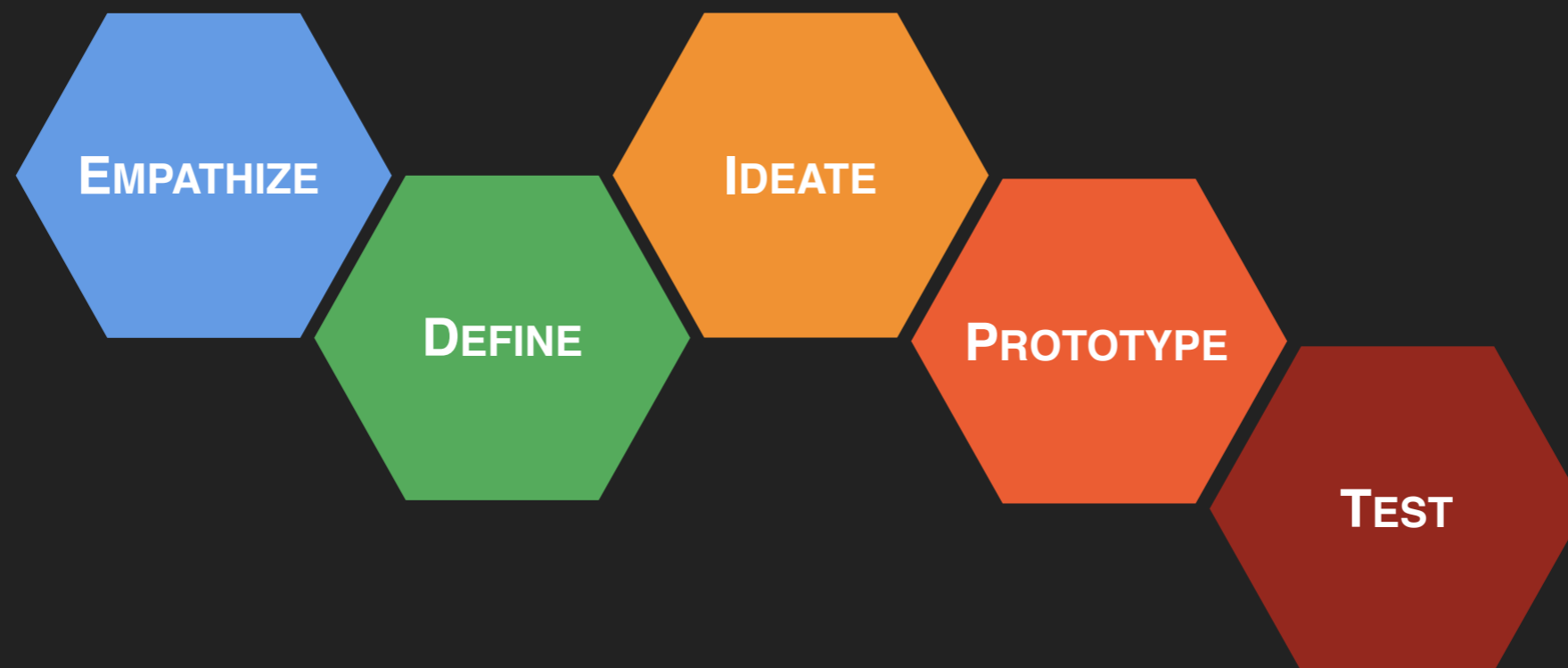


Radical Collaboration



Bias Toward Action

COMPONENTS



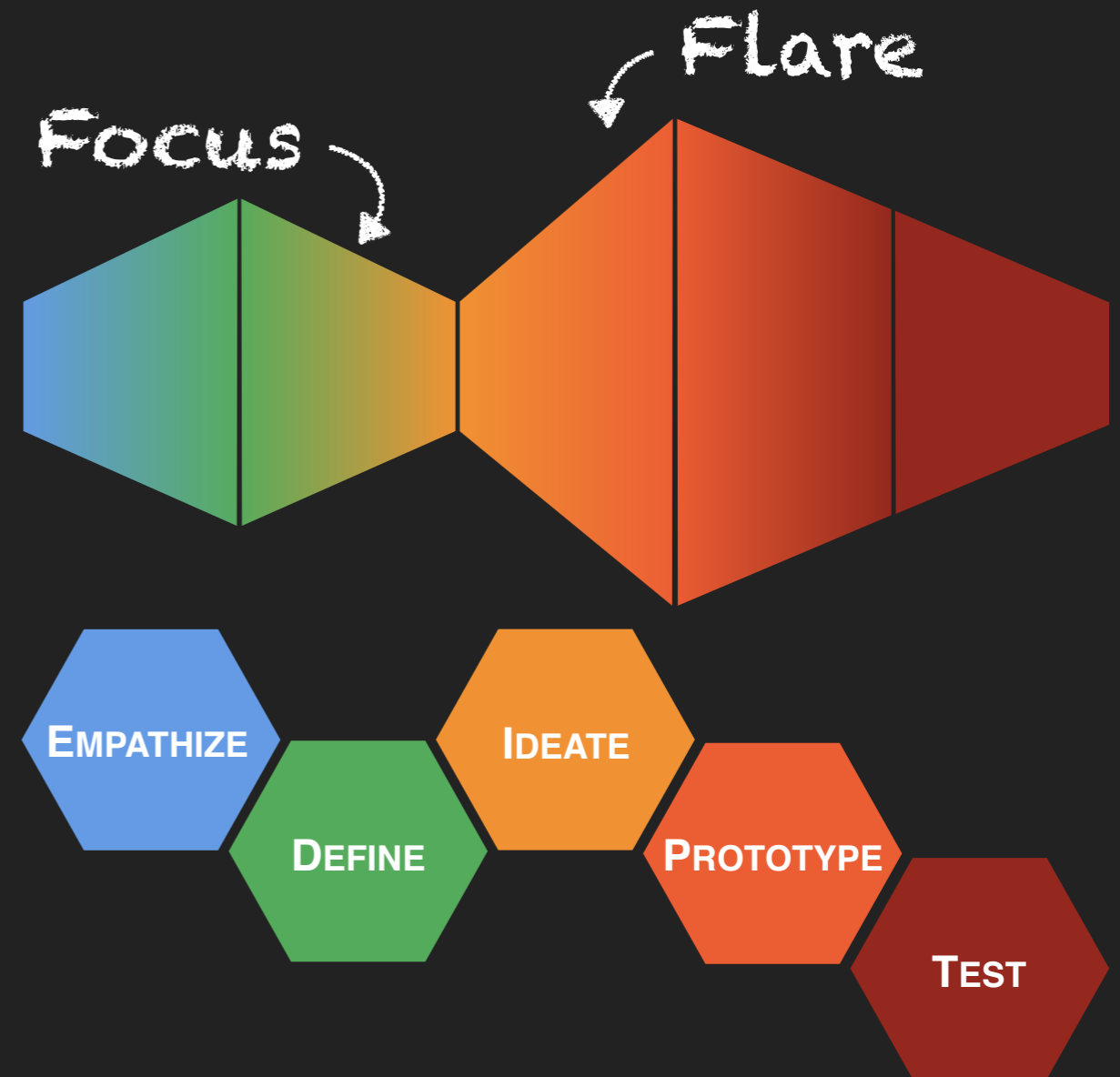
FOCUS VS. FLARE

▶ Flare

- ▶ Divergent Thinking
- ▶ Quantity Over Quality
- ▶ Generate Options

▶ Focus

- ▶ Convergent Thinking
- ▶ Rate/Rank Prioritize
- ▶ Narrow Down Options



EMPATHIZE – EMPATHY INTERVIEW

▶ Be human, build rapport

- ▶ Introduce yourself
- ▶ “How are you today?”

▶ Seek stories

- ▶ “Tell me a story about ...”
- ▶ “What would I find surprising about ...”

▶ 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?”

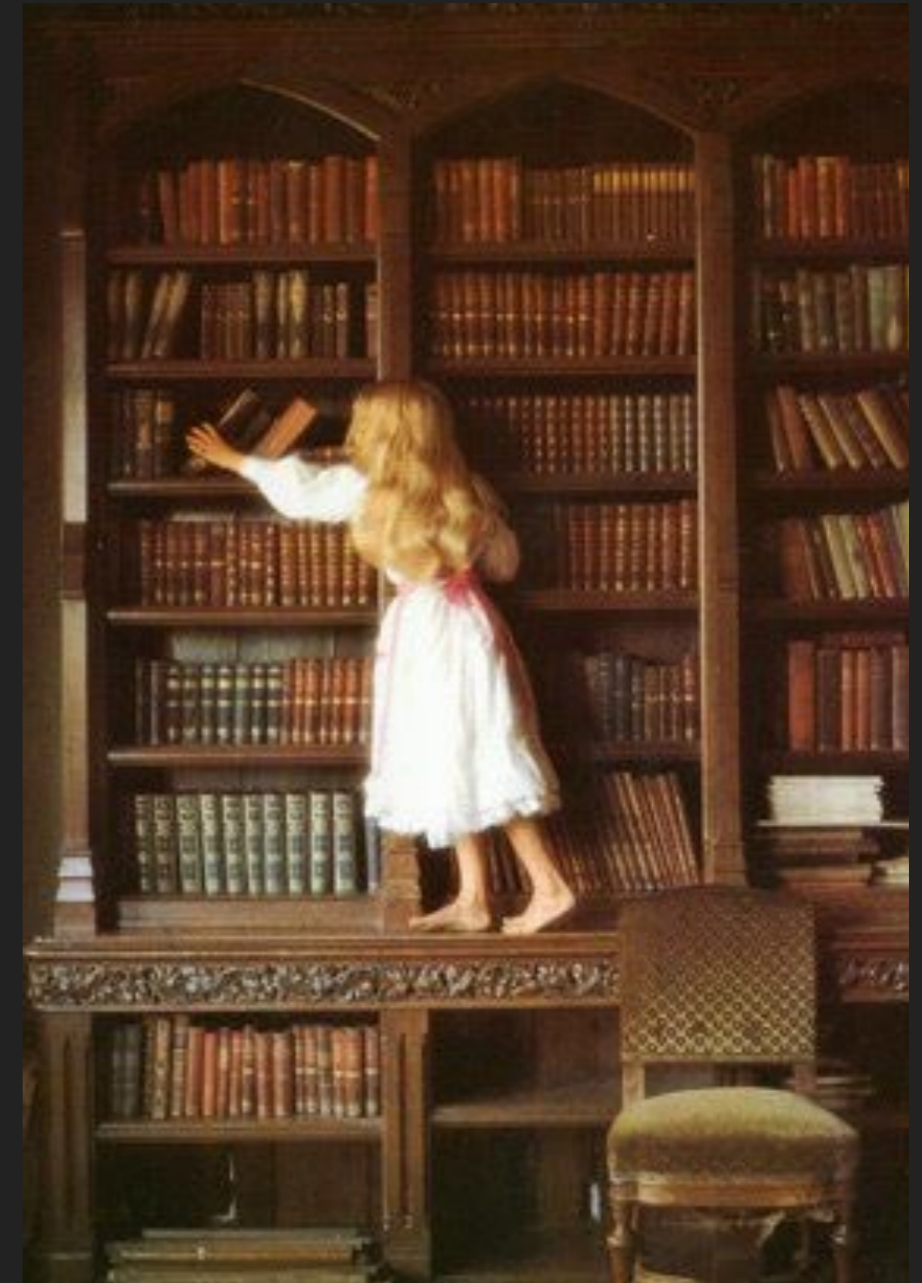
DEFINE – NEEDS AND INSIGHTS

▶ What's a need?

- ▶ Human physical and emotional necessity
- ▶ Captures the goals and motivations of the person for whom you are designing
- ▶ Is a verb, not noun
(opportunities, not solutions; ladder vs. to reach)

▶ What's an insight?

- ▶ The "why" response to the need
- ▶ Applies your expertise and make inferences
(e.g. not "a faster horse")
- ▶ Gives you an actionable direction to go
- ▶ Leads to novel solutions



DEFINE – SYNTHESIZE

- ▶ Pick a **specific user**, and develop a **point of view**
- ▶ One method is to develop a **mad-lib**: User X needs Y, because Z

User

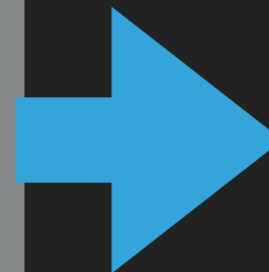
Teenager

Need

To eat healthy food

Insight

Certain nutrients are necessary for physical and cognitive health and development



User

9th grade girl at a new school

Need

To feel socially accepted while eating healthy food

Insight

In her circle, a social risk is more dangerous than a health risk

IDEATE

- ▶ Back in flare mode; brainstorm to generate ideas
 - ▶ Defer judgment
 - ▶ Go for volume (# of ideas)
 - ▶ One conversation at a time
 - ▶ Be visual
 - ▶ Headline
 - ▶ Build on ideas of others (“yes and”)
 - ▶ Encourage wild ideas

**“THE BEST WAY TO GET A GOOD IDEA IS TO GET A LOT OF IDEAS.”
— LINUS PAULING, NOBEL PRIZE CHEMIST**

IDEATE – SELECTION

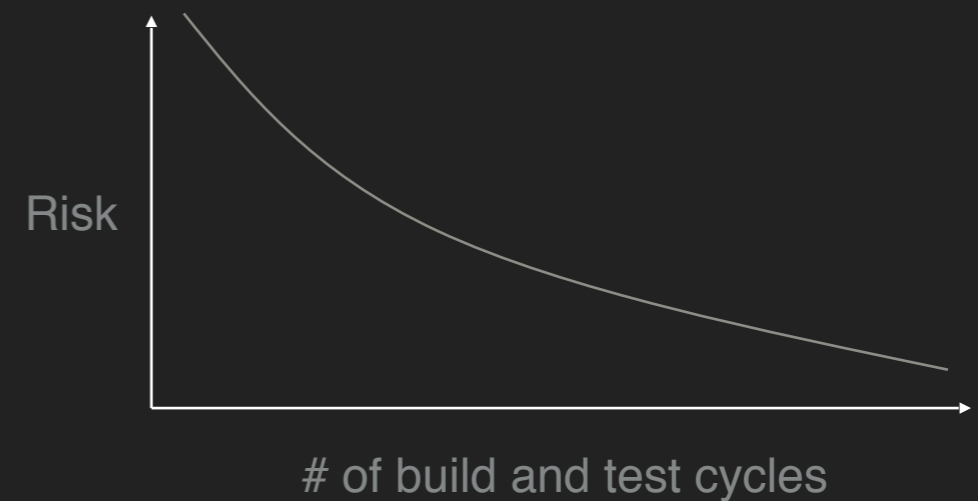
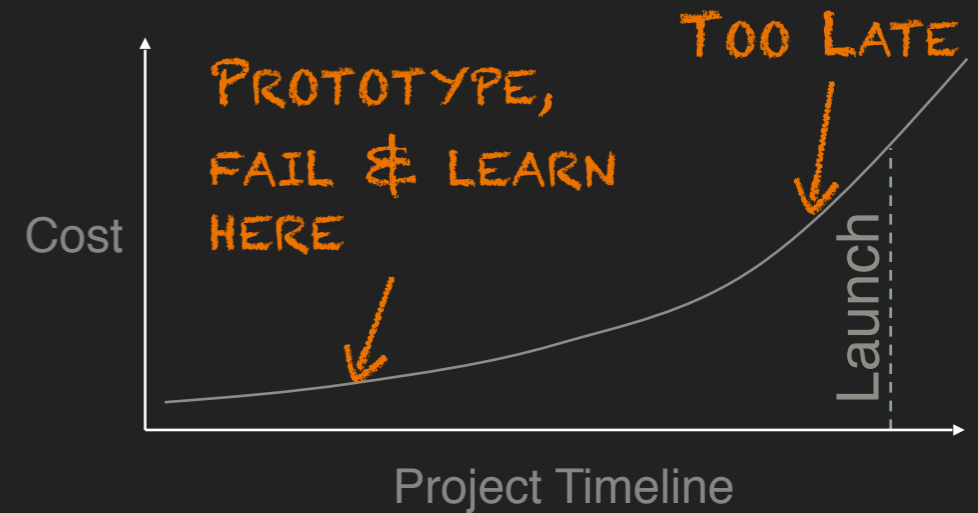
Ideation ends with a Focus exercise: Selection

Many ways to select

- ▶ One vote each for:
 - ▶ Most likely to succeed
 - ▶ Most likely to delight
 - ▶ Most likely to breakthrough
- ▶ Rating and Ranking
 - ▶ Weighted average (value x weight)
 - ▶ Three dots and a star
 - ▶ Heatmap
- ▶ Etc.

PROTOTYPE

- ▶ Why prototype?
 - ▶ To gain empathy
 - ▶ To explore
 - ▶ To test
 - ▶ To inspire

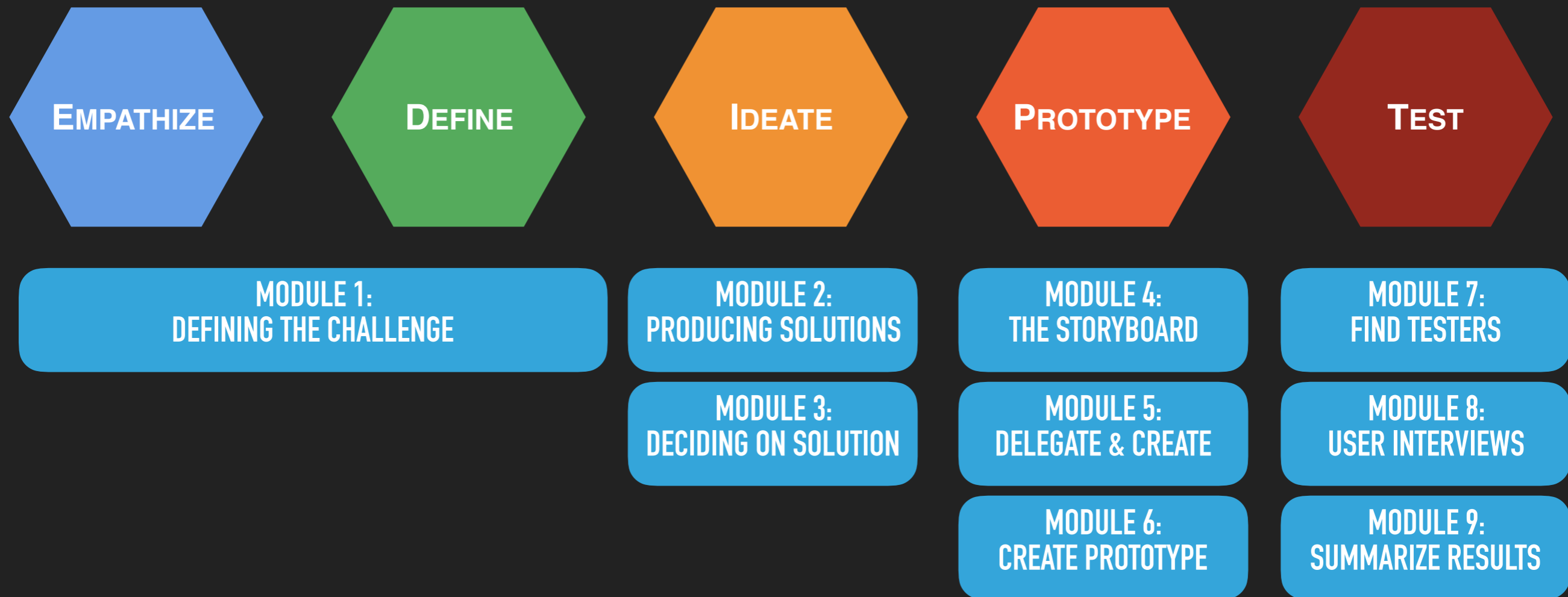


TEST

- ▶ Test the prototype with user/customer (show, don't tell)
- ▶ Interview users:
 - ▶ What's working
 - ▶ What could be improved
 - ▶ New questions
 - ▶ New ideas

..and then iterate

MAPPING DESIGN THINKING TO DESIGN SPRINT

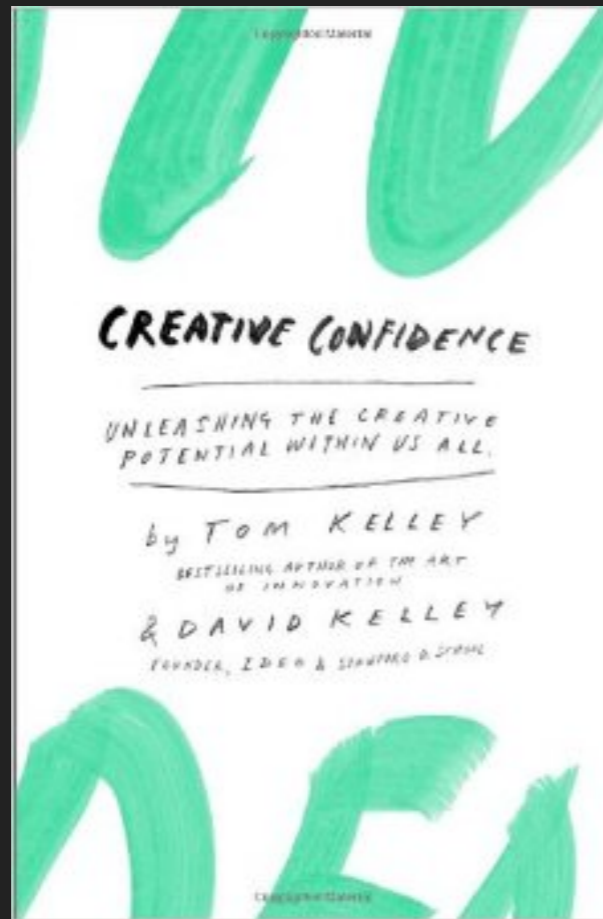


FINAL THOUGHTS

Real
Artists
Ship

Don't Let
Perfect Be The
Enemy of
Good

ADDITIONAL READING



Creative Confidence
by Tom & David Kelley



Bootcamp Bootleg
by Stanford d.school

THANK YOU