

Design thinking: what and why?



DESIGN THINKING What?

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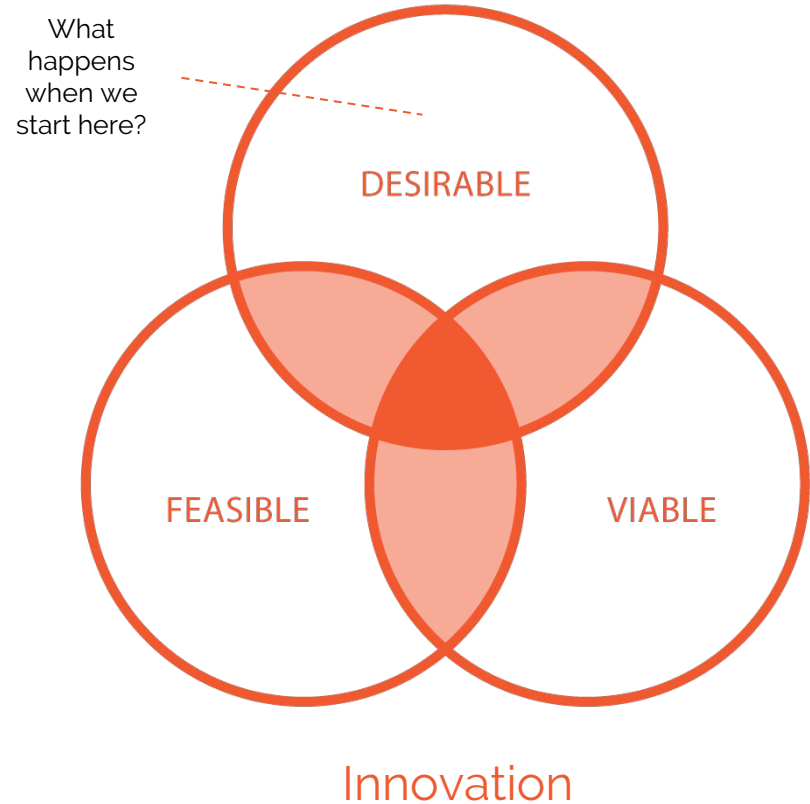
“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

- TIM BROWN, CEO, IDEO

DESIGN THINKING

What?

The solutions that emerge at the end of the design thinking innovation process should hit the overlap of these three lenses; they need to be Desirable, Feasible, and Viable.



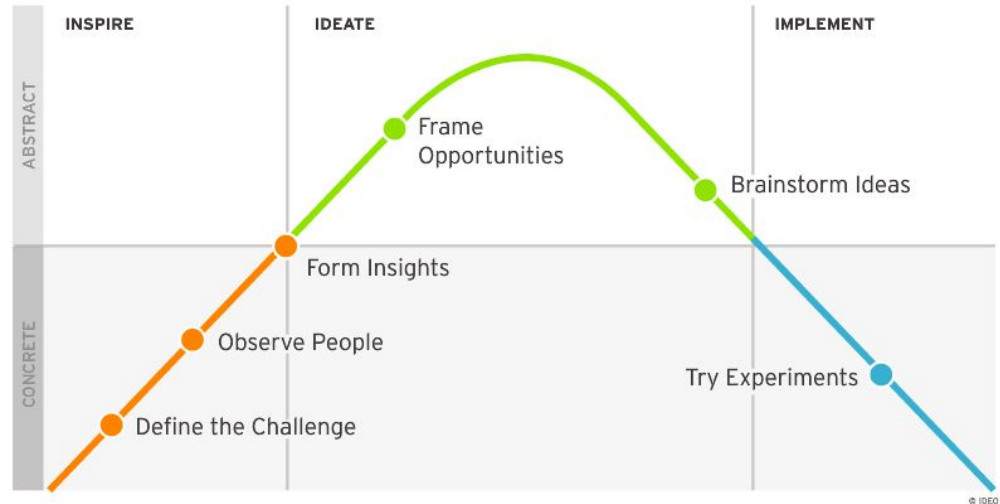
DESIGN THINKING

Why?

Design thinking helps groups to...

- See new opportunities consistently.
- Connect deeply with customers.
- Transform insights and data into actionable ideas.
- Create and implement new solutions with business impact, faster and more effectively

IDEO's innovation process



CORE PROGRAM

ExperienceInnovation Apply

ExperienceInnovation Apply™ enables people to tackle real work and generate real value while learning the tools and techniques of design thinking.

EI Apply begins with a facilitated 4-hour exercise where participants are asked to work together in teams to move a simulated innovation project forward using IDEO's design thinking methodology.

Leveraging the EI Apply platform, we'll then turn our attention to a pre-selected challenge(s) that is central to your audience and ask our participants to work together in teams to apply what they've learned over the next 1.5 days.

At this stage we'll have new insights, opportunity statements, ideas and low fidelity prototypes related to the challenge(s).

ExperienceInnovation enables your people to ...

- Make meaningful progress on real challenges
- Develop a common language for innovation
- Put customers at the center of design efforts
- Grow nascent ideas into powerful solutions
- Integrate *design thinking* into organizational culture

Sample Challenge Statements

HMW help people find the time to innovate?

HMW create value for which customers are willing to pay?

HMW help create the conditions for innovative behavior to thrive?

HMW get better at spotting the biggest opportunities for innovation?

HMW help leaders drive a culture of innovation within the organization?

HMW get better at recognizing promising new directions earlier in the process?

HMW enable greater cross-functional networking and sharing?

SAMPLE AGENDA

ExperienceInnovation Apply (Two Day Facilitated)

Set up

2 hrs

Define Audience, Focus, Challenge

Session organizers work with the ExperiencePoint team to identify meaningful design challenges for the audience and possible interview candidates.

4-6
hrs

Schedule User Interviews

Session organizers secure commitment from interview candidates for Day 1 PM user observation work.

Facilitated Workshop

Day 1
AM

ExperienceInnovation Simulation

Teams tackle a realistic design challenge while moving through the three phases of design thinking: inspiration, ideation and implementation.

PM

Conduct User Research & Form Insights

Participants learn an empathy interview protocol and conduct in-context interviews with users.

Day 2
AM

Form Insights & Frame Opportunities

Teams reconvene to share interview findings and synthesize into user insights and related brainstormable opportunities..

PM

Brainstorm ideas & Plan Experiments

Teams generate ideas and select their favorites. Finally, teams commit to testing their ideas with simple experiments.

Follow up

2 hrs

Run Experiments and Report Back on Results

Ideas come alive as teams learn through simple, low-risk experiments.

Teams report back to Session Organizers on their projects, ultimate solutions, and learning.