Why Design Thinking Succeeds

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Design Thinking

What is design thinking?

Design thinking is not a thing it is a process.Design thinking is generally considered to be the ability to combine empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality to analyze and fit solutions to the context. (Wikipedia).

Design doesn't just make things beautiful, it makes them work. (Dadich, 2013)

Think about people and not just things. Every problem is a human problem.

What design thinking considers

- People
- Problems
- Needs
- Emotions
- Attitudes
- Preferences
- Potential
- Improvements
- Disruption
- Transformation

Why design thinking?

A lot more productive than 'just going for it'. Better long term and the chance to really create positive change. Provides a variety of viable solutions that can be implemented.

Who should use design thinking?

- Everyone at every level of an organization
- Designers use this kind of thinking actively in their professions.
- The reality is that human beings are design thinkers by nature.

Why is this?

It's about people more than things. The why is more important than the what and the how. Solutions need to be human-centred.

Why you?

You are more about people than diplomas.

Why now?

Times change. People and their needs change. Our business models need to change.

Design thinking is best done as a team.

Everyone has a superpower. Everyone has something to contribute to a solution. What's yours?

- Creative thinking
- Systems thinking
- Vision
- Pattern mapping
- Ingenuity
- Peacemaking
- Complexity busting

- Recalibration
- Experimentation
- Motivation
- Problem solving
- Evangelizing
- Negotiation
- Cultural compass
- Grit
- Decisiveness
- Harmonizing
- Provocation
- Empathy
- Energy
- Disruption

Design thinking Process.

UNDERSTAND THE PROBLEM		EXPLORE THE POSSIBILITIES		IMPLEMENT THE SOLUTIONS		
LISTEN LEARN FEEL	AUDIENCES NEEDS INSIGHTS	IDEAS POSSIBILITIES YES AND, YES AND...	BUILD LEARN UNDERSTAND	TEST EVALUATE MEASURE	IMPLEMENT MANUFACTURE COMMUNICATE	MONITOR MEASURE REPORT

EMPATHIZE — DIVERGE → DEFINE — CONVERGE → IDEATE — DIVERGE → PROTOTYPE — CONVERGE → PILOT → PRODUCE → ANALYZE

Design thinking

What are user needs, business needs and capacities?	What is the key strategy and focus?	How can we explore and generate as many ideas as possible?	What are the best ideas so far?	How can we express ideas, create an artifact and test with others?	How do we prove that this will work?
Talks on business goals	Affinity diagramming	Brainstorming	Menu of ideas	Mockups	User testing
Talks on capacities today and over time	Conceptual mapping	Co-creation	Decision matrix	Models	Stakeholder feedback
User interviews	User journeys	Exercises:	Zen voting	Demos	Feasibility checks
Cultural probes	Design principles	Sketch 10 ideas in 5 minutes	Team review	Physical prototyping	Gather feedback
Generative sessions	Define guiding criteria	Sketch 1 idea in 5 minutes	Thinking hats: Idea generator	Paper constructions	Goal determination
Visiting users in the field where the product is used	Personas	Sketch 1 storyboard in 5 min	• Optimist • Pessimist • Technical feasability • User advocate	Storyboarding	Discuss improvements.
A day in the life	Empathy mapping	Identify the needs and motivations	Review the objective	Staging scenarios	Collect data
Shadowing	User pathing	Generate as many ideas as possible	Set aside emotion and ownership of ideas	Service prototyping	Document
Stakeholder map	Blueprinting	Do not judge or debate ideas	Avoid consensus thinking	Combine, expand, and refine	
Competitive overview		One conversation at a time	Practical solution isn't always the best	Multiple drafts	
			Select powerful ideas	Seek feedback	
				Present best ideas	
				Maintain neutrality	
				Create working prototype(s)	

The future is best found in the opportunities that go unnoticed today.
— Peter Drucker

The D. Mindset

HUMAN CENTERED

BIAS TOWARDS ACTION

SHOW DON'T TELL

CRAFT CLARITY

RADICAL COLLABORATION

CULTURE OF PROTOTYPING & EXPERIMENTATION

MINDFUL OF PROCESS

Image Credit: D.Mindsets, d.School Stanford (dschool.stanford.edu)

Design thinking starts with

- Users
- Customers
- Clients
- Shoppers
- Students
- Employees

It starts with people.

The importance of probing WHY

Design thinking begins with curiosity and empathy. A good way to start out is to ask why, ask why again, ask why 4 more times and then ask why again until it becomes unbearable. Digging deep into meaning can surface information and perspectives that might not normally be visible.
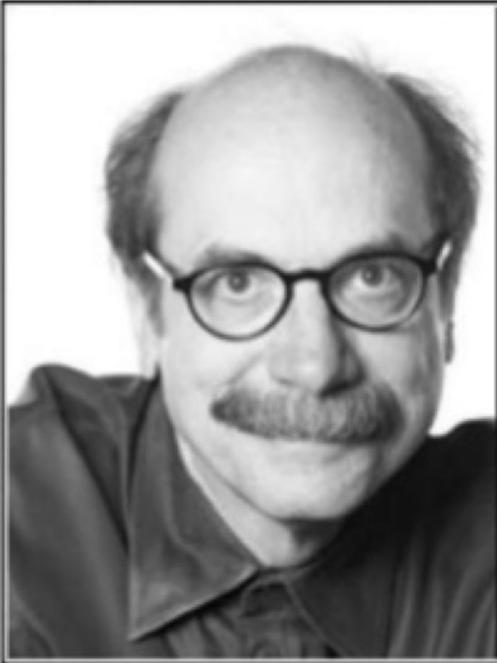
The main tenet of design thinking is empathy for the people you're trying to design for. Leadership is exactly the same thing - building empathy for the people that you're entrusted to help.

— David M. Kelley —

AZ QUOTES

Why is empathy so important in design thinking?

The basis of design thinking is people and their needs. When you can feel what the other person is feeling and mirror their expressions, opinions, needs and hopes then and only then can you truly understand them and move toward a positive outcome.

Empathy creates opportunities.

See

Think

Feel

Do

▽

Empathy

▽

Insights
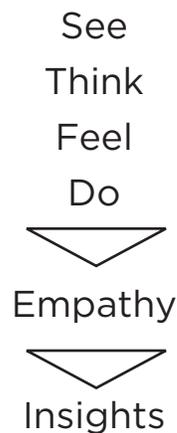
Design is now too important to be left to designers
— Tim Brown

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