Design Thinking: 
*The art of being customer focused*

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The Center for Creative Leadership
Jane drove a distance of 340 miles between City A and City B taking a total of 5 hours. If part of the distance was covered at 60 mph and the balance at 80 mph, how many hours did she travel at 60 mph?
Which creature walks in the morning on 4 feet, in the afternoon on 2 and in the evening upon three?
What is Design Thinking?

A way of solving complex problems.

Creating innovative solutions.

Human centered.

Exploratory.

Using tools and techniques of designers.
Business Thinking

Logical
Deductive/Inductive
Proof to proceed
Require precedents
A right and a wrong
Quick to decide
Dislike ambiguity
Want results

Design Thinking

Intuitive
Abductive reasoning
Asks what if?
Unconstrained by the past
A better way
Holds possibilities open
Relishes ambiguity
Want meaning
What Design Thinking Does.

- Identifies new opportunities.
- Connects with you with your customers.
- Turns insights into actionable ideas.
- Quickly creates new business solutions.
Tenets of Design Thinking.

Bias towards action.

Human centered.

Highly collaborative.

Iterative and experimental.

Focused on learning.
The Design Thinking Process.

Inspire
Define the challenge.
Observe people.
Form insights.

Ideate
Frame opportunities.
Brainstorm ideas.

Iterate
Experiment.
Prototype.
Re-envision.
What the Design Thinking Process is Not.

Linear.
Orderly.
Milestone based.
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<th>The Design Thinking Process</th>
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What does she Think and Feel?
- What really counts
- Major preoccupations
- Worries and Aspirations

What does she See?
- Environment
- Friends
- What the market offers

What does she Hear?
- What friends say
- What boss say
- What influencers say

What does she Say and Do?
- Attitude in public
- Appearance
- Behaviors towards others

Pain
- Fears
- Frustrations
- Obstacles

Gain
- Wants & needs
- Measure of success
- Desire to achieve
Example: The Children's Museum of Denver

Think and Feel

- Stressed
  - How do I interact?
  - Kids have fun
  - I will lose my child
  - My kids will have a waltz

Hear

- Great during poor weather
- Crowded
- Chaotic
- Fun place
- No WiFi

Say and Do

- Fun place, but a lot to deal with
- Buy a membership
- Little kids get trampled
- For little kids, not older ones

Say and Do

- Losing children
- Places to sit?
- Crowded
- Will be exhausted
- Will food be good?
- Is there good coffee?

Pain

- Will learn about my children
- Children will learn
- A fun shared experience

Grown ups

- Kid will have a conflict
- Will my kid get sick?
- Want time away from kids

See

- Exhibits
- Programs
- Messy
- Lots of kids
- Small spaces
- Multi-colored building
Scenario:
Your team is responsible for designing an environment for classical music that invites everyone in the community into a relationship with classical music.

Working in teams of 3-4......

complete empathy maps for loyal concert goers, occasional concert goers, and the young generation.
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Instructions

Scenario:
Your team is responsible for designing an environment for classical music that invites everyone in the community into a relationship with classical music.

Based on the Empathy Maps......

Frame some opportunities to bring the community into relationship with classic music.

Brainstorm a list ideas for an environment that address these opportunities.
Opportunity

Provide parents with a worry-free time away from the kids.

Brainstorm Ideas

Kids only classes
Rent a nanny
Parents only evening at the museum
...
...
...
(IDEO’s) Rules of Brainstorming

Defer judgment.

Encourage wild ideas.

Build on other’s ideas.

Stay focused on the topic.

One conversation at a time.

Be visual.

Go for quantity.
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The Road to Wisdom

The road to wisdom? - Well, it’s plain and simple to express:

err
and err
and err again
but less
and less
and less

Piet Hein
Prototyping

Learn from direct experience.

Simulate possible solutions.

Low cost.
Low risk.
Fast.

Build Alignment.
Scenario:
Your team is responsible for designing an environment for classical music that invites everyone in the community into a relationship with classical music.

Using the materials provided (or anything else you can find)……

Create a prototype of the environment embodying the ideas you have brainstormed.
Diorama

- Kitchen
- Toilets
- Fruit + Veg Stall
- Seating Area
- Exhibition
- Kids Area
Storyboard
How might you use Design Thinking?