An Introduction to Design Thinking

Corey Ford
cford@stanford.edu
Design the **IDEAL** wallet:

1) Design a **BETTER** wallet: sketch your best idea here:
2) Design a **BETTER** wallet:

*sketch* a few of your ideas here:
That was a Problem Solving approach to innovation...
Let’s try a Design Thinking approach to innovation...
GAIN EMPATHY by engaging users:

1) Interview 1:
Ask your partner to introduce themselves to you by walking you through the contents of their purse or wallet. Ask questions.

NOTES/SKETCHES:

00:05 per person
What stood out to you?

INSIGHTS:

00:01 per person

2) Interview 2:
Go deeper. Find out more about your partner. Dig for stories.

NOTES/SKETCHES:

00:03 per person
What surprised you?

INSIGHTS:

00:01 per person
Articulate your current **POINT OF VIEW:**

3) **Inventory possible NEEDS:**

- things they are trying to do (**needs**):

4) **DEFINE a Problem Statement:**

- name

- NEEDS TO **user's need**

- in a way that makes them FEEL

- insight/meaning

- [my problem statement]

00:03

00:03

to bring to the next page!
Generate alternatives to test:

5) Sketch 3-7 RADICAL ways to meet your user’s needs:

[put problem statement here]

6) SHARE your solutions + CAPTURE feedback.

00:03 per person
Synthesize Learning:

7) **REFLECT** to deepen your **EMPATHY**:

New things I've learned about my partner and his/her **NEEDS**:

New things I've learned about my **SOLUTIONS** and my **APPROACH** to meet my partner’s needs:

8) **(RE)DEFINE** your Problem Statement:

Name

**NEEDS TO**

user’s need

in a way that makes them **FEEL**

[my problem statement]

to bring to the next page!

**REFLECT** to deepen your **EMPATHY**:

[my problem statement]

**(RE)DEFINE** your Problem Statement:
Iteration #2!

**Empathy + Prototyping + Feedback**

9) Generate a new **Solution**

Sketch your big idea, note detail if necessary!

[put problem statement here]

00:03
10) **BUILD** your solution.

Make something your partner can interact with!

11) **SHARE** your solution + **CAPTURE** feedback.

+ [What worked...]

- [What could be improved...]

? [Questions...]

! [Ideas...]
BE MINDFUL of your innovation process:

12) REFLECT on your design thinking process:

1. Was your final design the same or different than your ideal design?

2. Where did you get stuck?

3. When did you get your a-ha’s?

4. How did EMPATHY contribute to your design?

5. How did PROTOTYPING alternatives contribute to your design?

6. How did FEEDBACK contribute to your design?

7. How would you improve your process?

00:05
MINDFUL OF PROCESS

EMPATHY

DEFINE

IDEATE

PROTOTYPE

TEST

collaborate

accept

synthesize

stoke

iterate

show

select
RADICAL COLLABORATION
HUMAN CENTERED
PROTOTYPE EARLY

PROTOTYPE OFTEN

BIAS TOWARDS ACTION
DESIGN  →  design thinking

- individuals
- teams
- products
- experiences
- eng ∩ art
- tech ∩ biz ∩ human

Institute of Design at Stanford
Innovations → Innovators

- individuals
- teams
- organizations
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