An Introduction to Design Thinking

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Design the **IDEAL** wallet:

1) Design a **BETTER** wallet:

**sketch** your best idea here:

00:04
BETTER WAYS TO CARRY CASH, IDS & CREDIT CARDS

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...
Your Mission: Design something **USEFUL & MEANINGFUL** for your partner. Start by **GAINING EMPATHY:**

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? What are you curious about?

**INSIGHTS:**

00:01 per person

Switch roles & repeat Interview 1.

2) **Interview 2:**
Go deeper. Find out more about your partner. Forget about the wallet and dig for specific stories.

**NOTES/SKETCHES:**

00:03 per person

What surprised you?

**INSIGHTS:**

00:01 per person

Switch roles & repeat Interview 2.

(You are NOT designing a wallet.)
Articulate your current **POINT OF VIEW:**

3) **Inventory possible NEEDS:**

- **name**

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

- **name**

  ways they want to feel (**insight/meaning**):

4) **DEFINE** a Problem Statement:

- **name**

  user’s need

  in a way that makes them FEEL

  **insight/meaning**

  [my problem statement]

  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]

00:05

6) **SHARE** your solutions + **CAPTURE** feedback.

00:03 per person

Switch roles & repeat sharing.
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:

[my problem statement]

**NEEDS A WAY TO** 

[Name] 

user’s need 

in a way that makes them **FEEL** 

[Insight/meaning]

to bring to the next page!
Iteration #2!

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!

[not here]

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

+ [What worked...]

− What could be improved...

? Questions...

! Ideas...

00:08

00:05 per person

Swith roles & repeat sharing.
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?
DESIGN IS A PROCESS:

- synthesize
- stoke
- select
- show
- iterate
- accept

RADICAL COLLABORATION

show

don't tell

CULTURE OF PROTOTYPING

EMPATHY

iterate

synthesize

DEFINE

stoke

TEST

select

идеate

Mindful of PROCESS

human centered

Bias toward action
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