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Content and information from the Stanford d.school

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Content and information from Innovators Atlanta, in partnership with the Stanford d.global initiative

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what is design?

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design is a journey

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design is…

“way to identify the right problem to solve and to solve it the right way”

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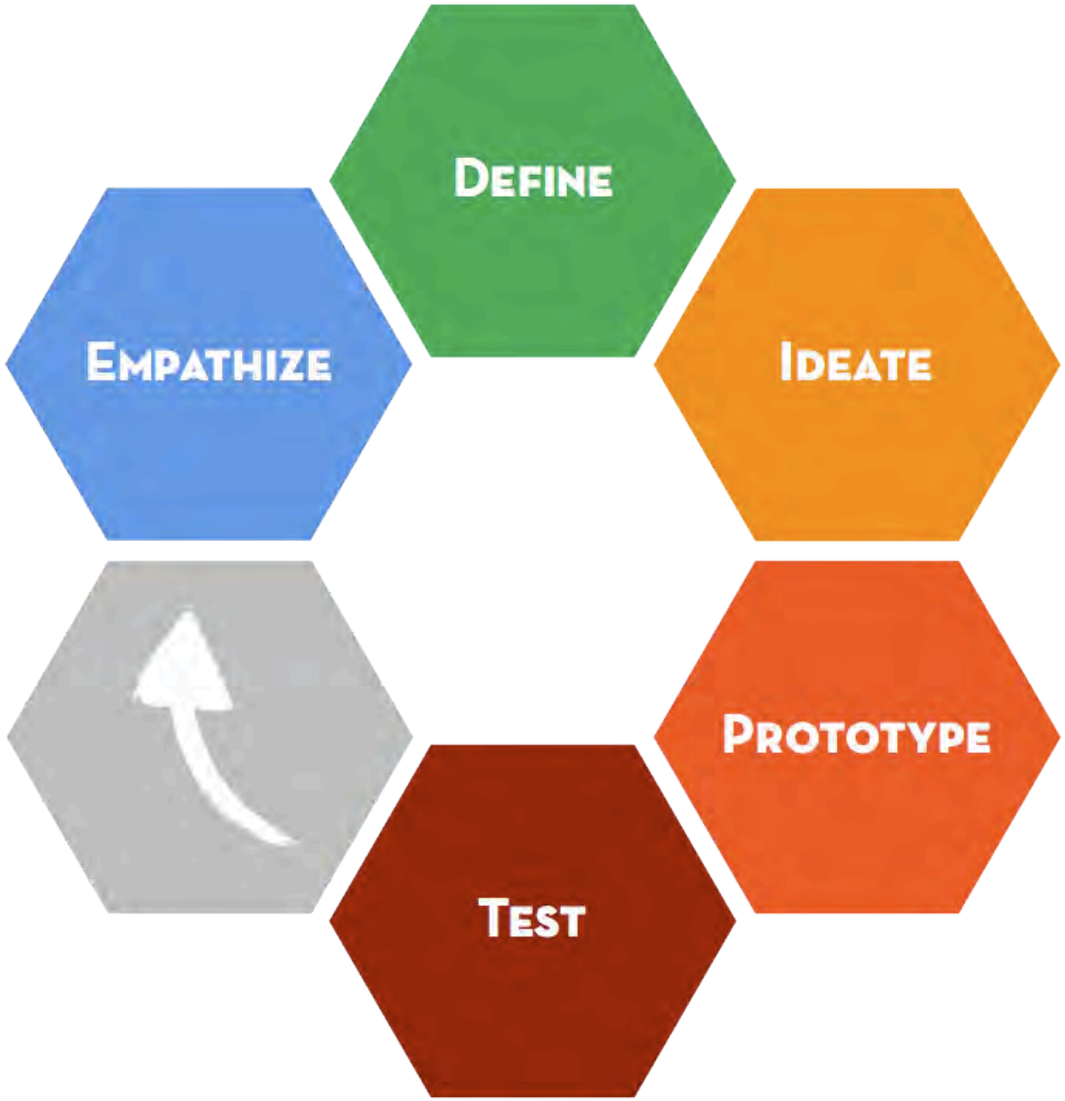
design is a process

a design thinking process



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imagination at work

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MODA

MODA

TODAY

Hear It

Do It

Apply It

Take It Home

TODAY

Hear It

Do It

Apply It

Take It Home

An Introduction to Design Thinking

REDESIGN THE ATLANTA EXPERIENCE

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Part of the d. network

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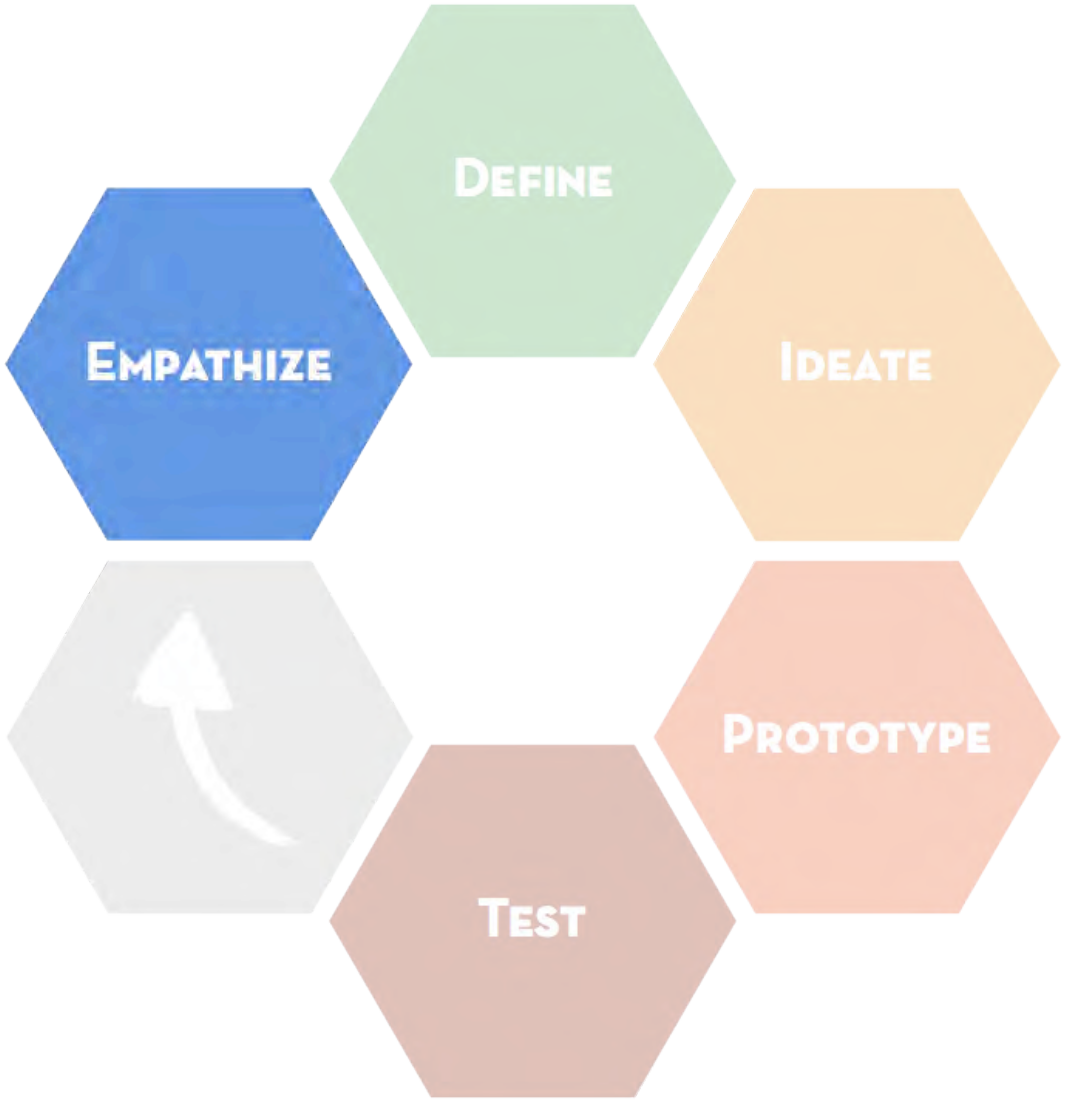
Define
Empathize
Ideate
Prototype
Test

empathize: what?

a **deep understanding** of the person
for whom you're designing

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empathize: why?

to discover people's **expressed** and **latent** needs so that you can meet them through your design solutions

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empathize: how?
1.go where they are
2.watch & observe
3.engage and talk to them
4.capture findings
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empathize: questions

"Tell me about the last time you…"

"What was the best…"

"What was the worst…"

"And why is that?"

"Can you tell me more about that?"

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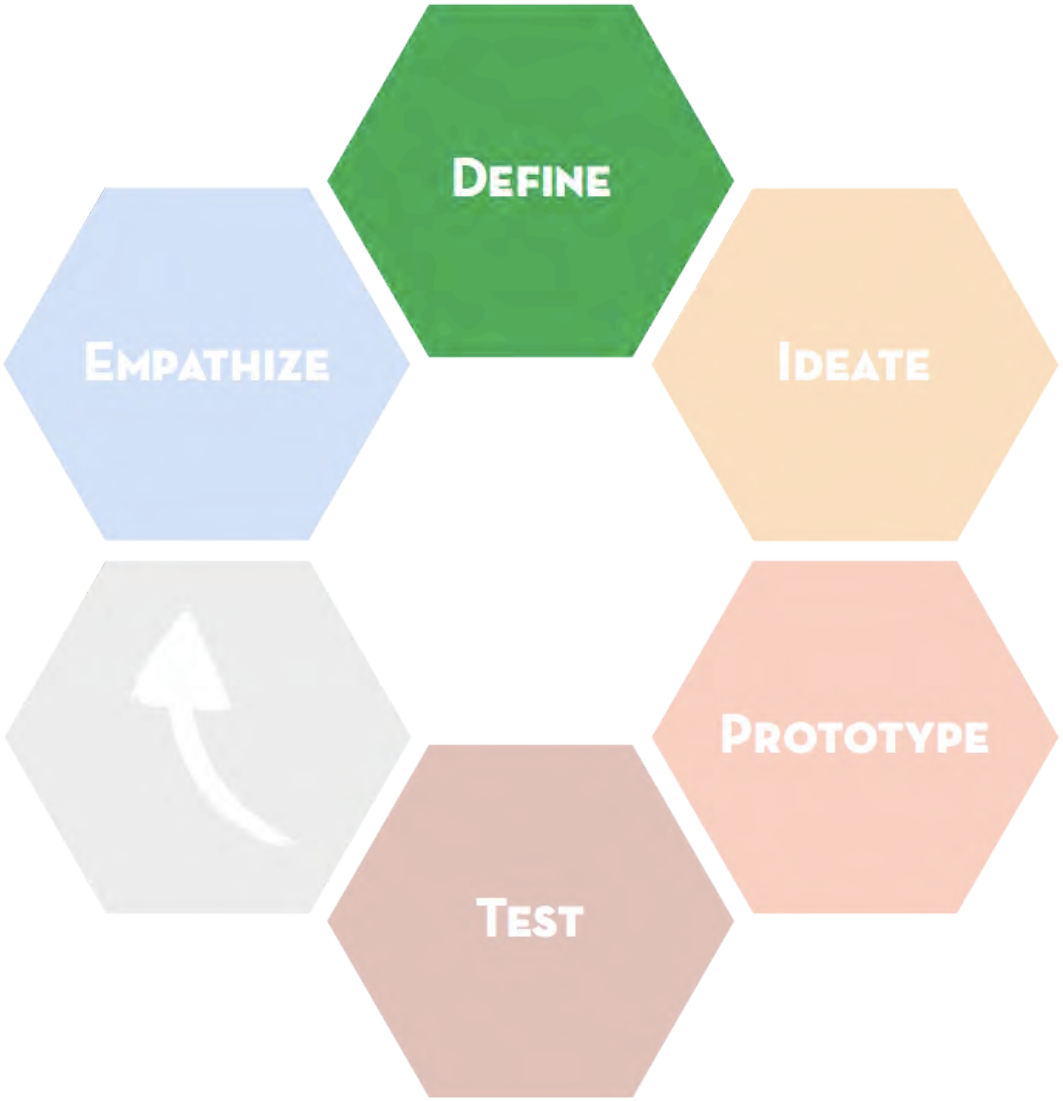
empathize is NOT:

1. Thinking you are a user and can design from your experience

2. Asking your user to design for you

3. Following the discussion guide exactly…it's a **guide** not a script

4. Going in with what you think is the answer and try to validate it



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define: what?

a **concise statement** of the problem that is **grounded in user needs & insights**

a **“point of view”** statement

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define: a "what" not a "how"

Defines the need or problem in a **solution-agnostic** way

It sets the possibilities for a **range of possible solutions**

define: why?

Half of the battle of innovation is **solving a problem the right way**…

but the other half is **solving the right problem**

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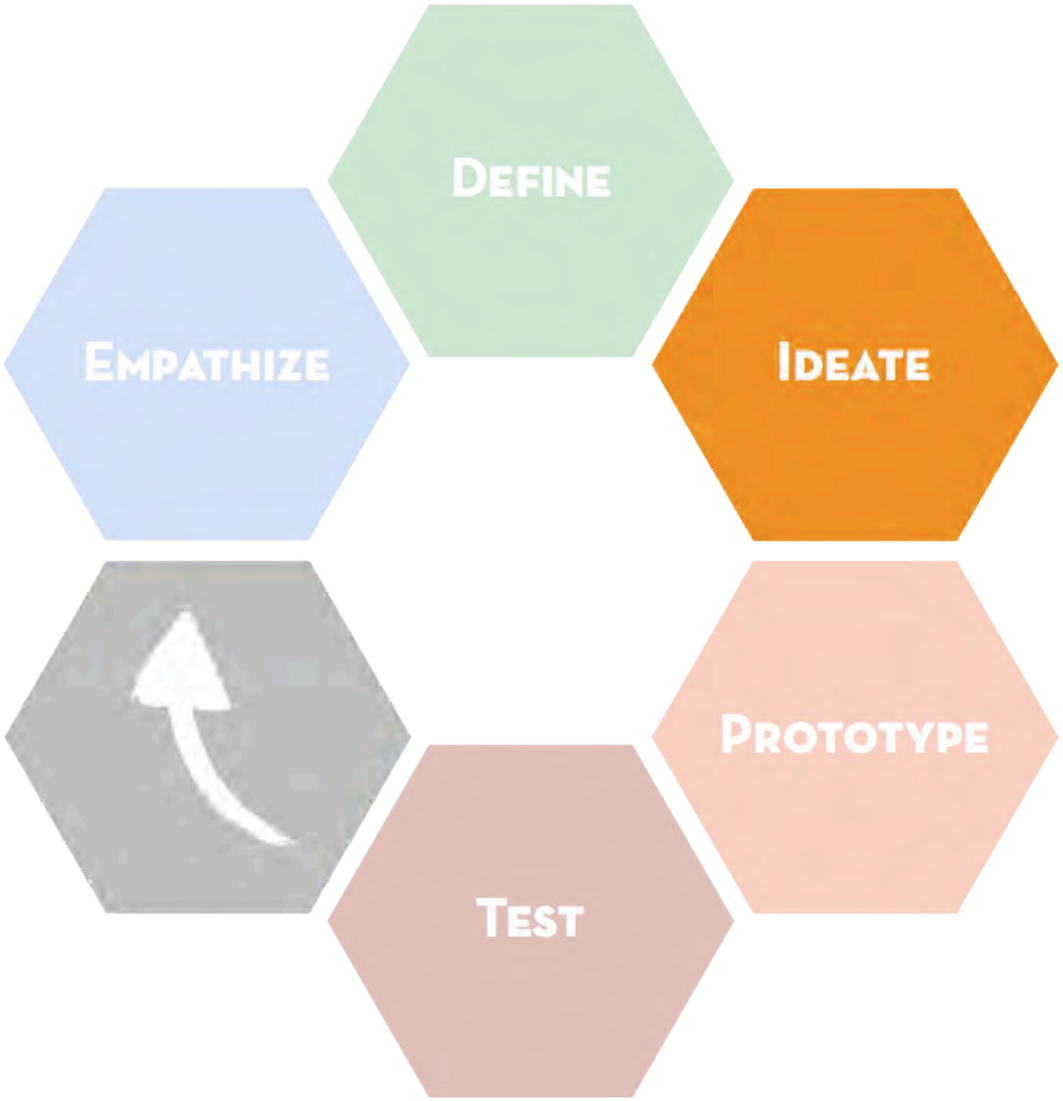

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ideate: what?

going beyond your first good idea

expanding the **pool of options**

creating choices before making choices

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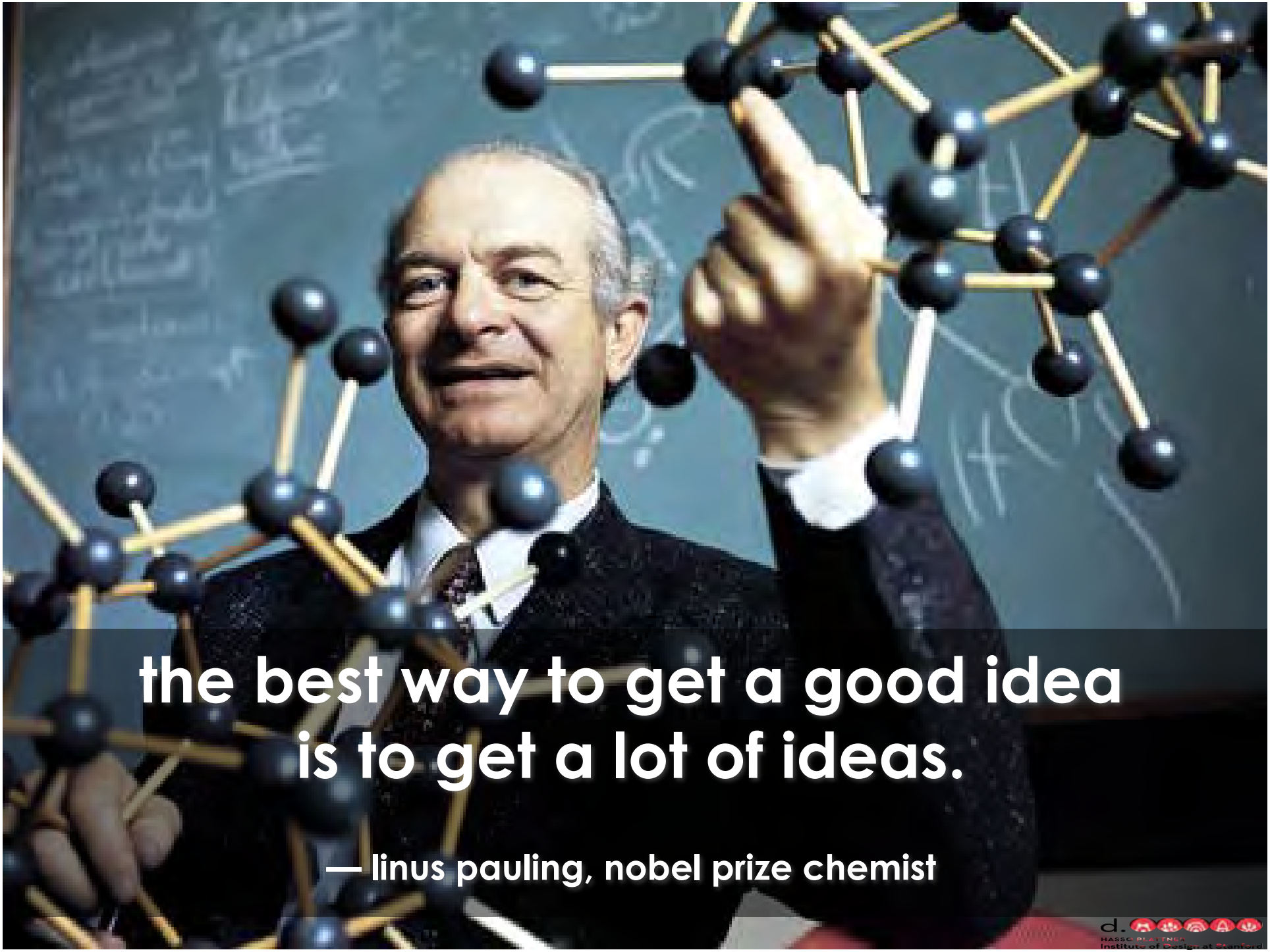
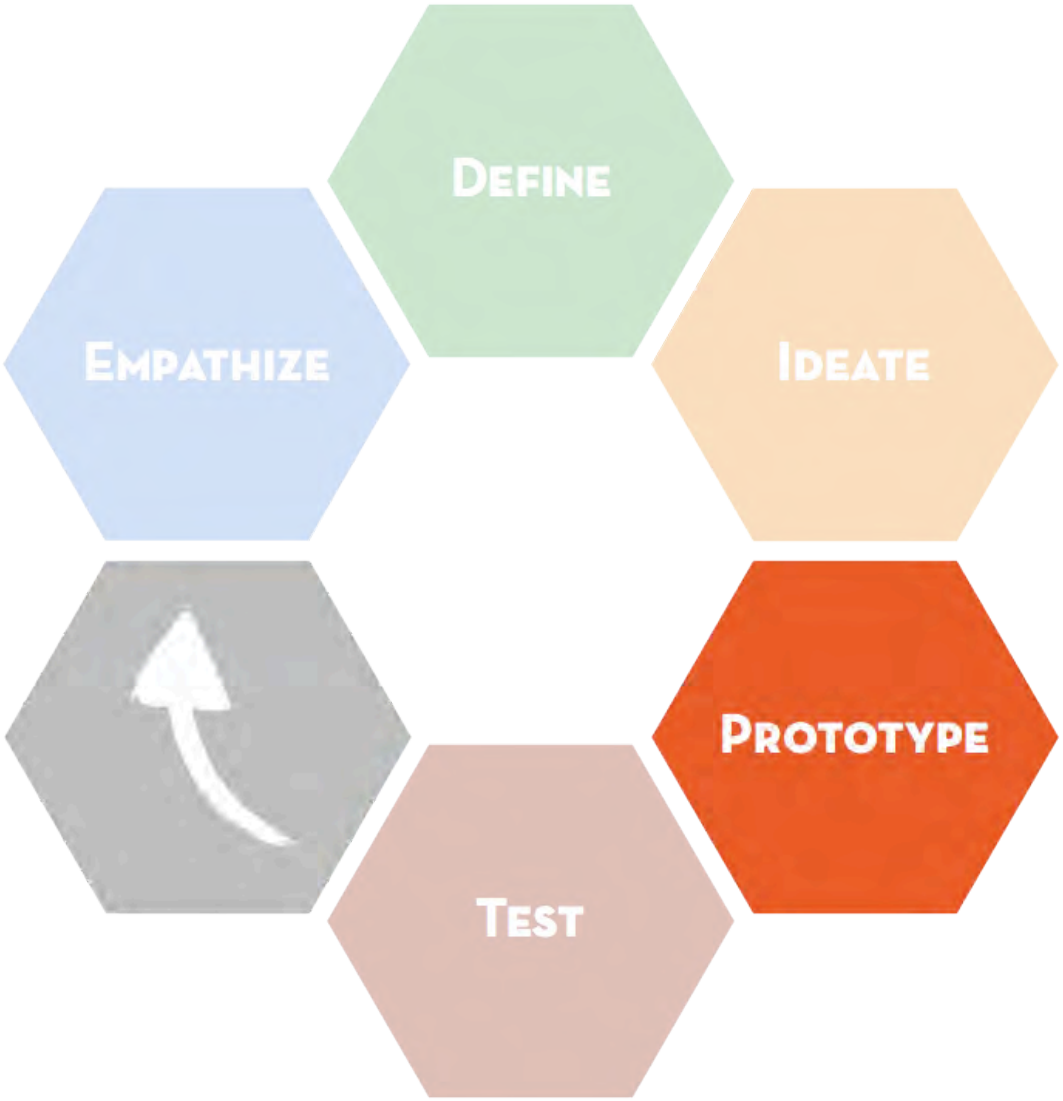

the best way to get a good idea
is to get a lot of ideas.
— linus pauling, nobel prize chemist



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prototype: what?

Getting **ideas and concepts** out of your head and **into your users' hands** as fast as you can

prototype: why?

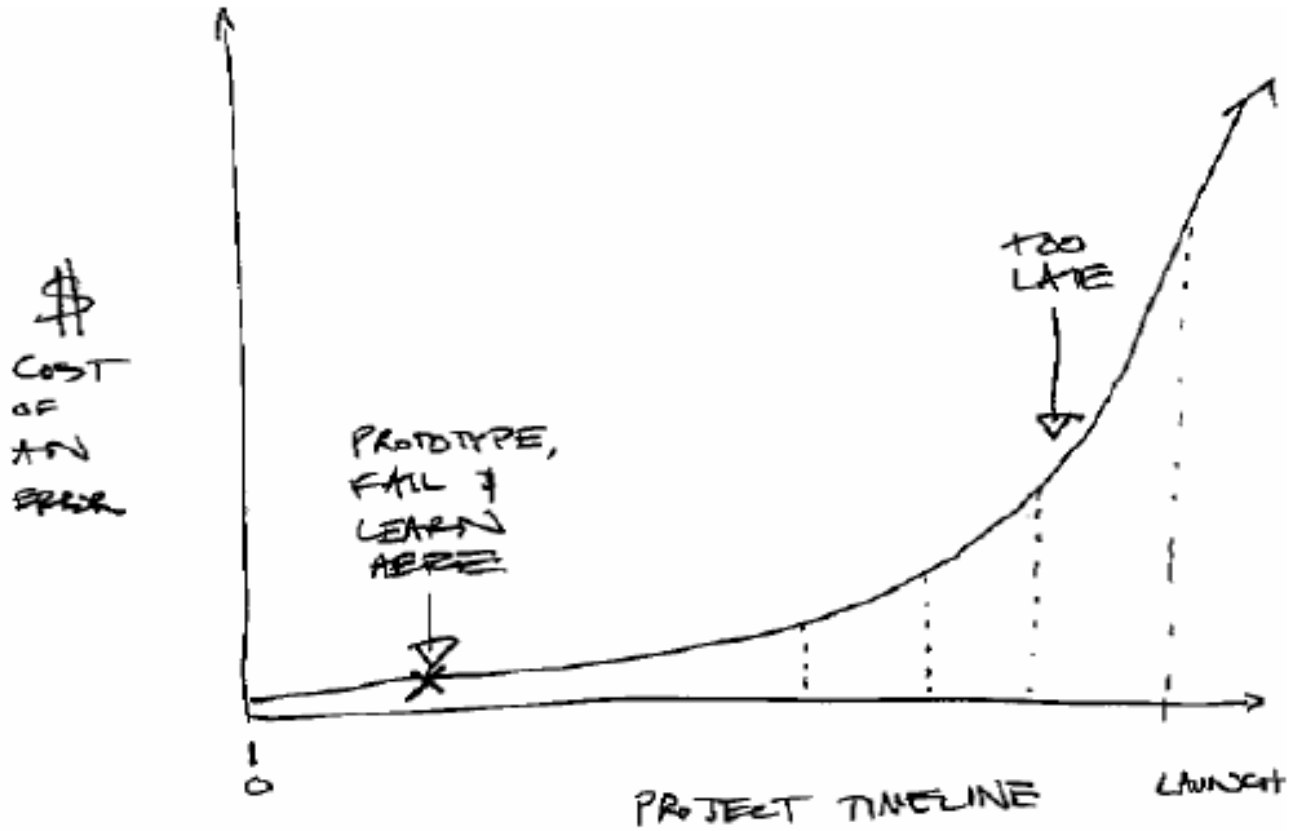
Help you **communicate**

Help you **think**

Help you **learn**

prototype: why, really?

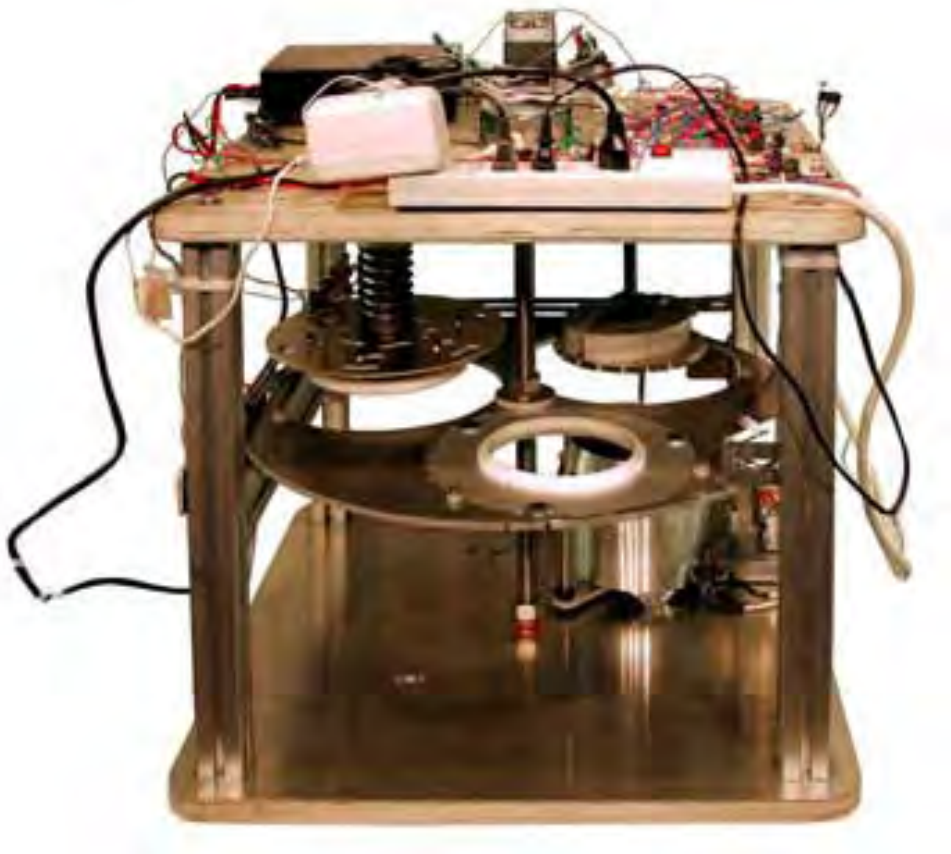
The **cost of mistakes** grows over time

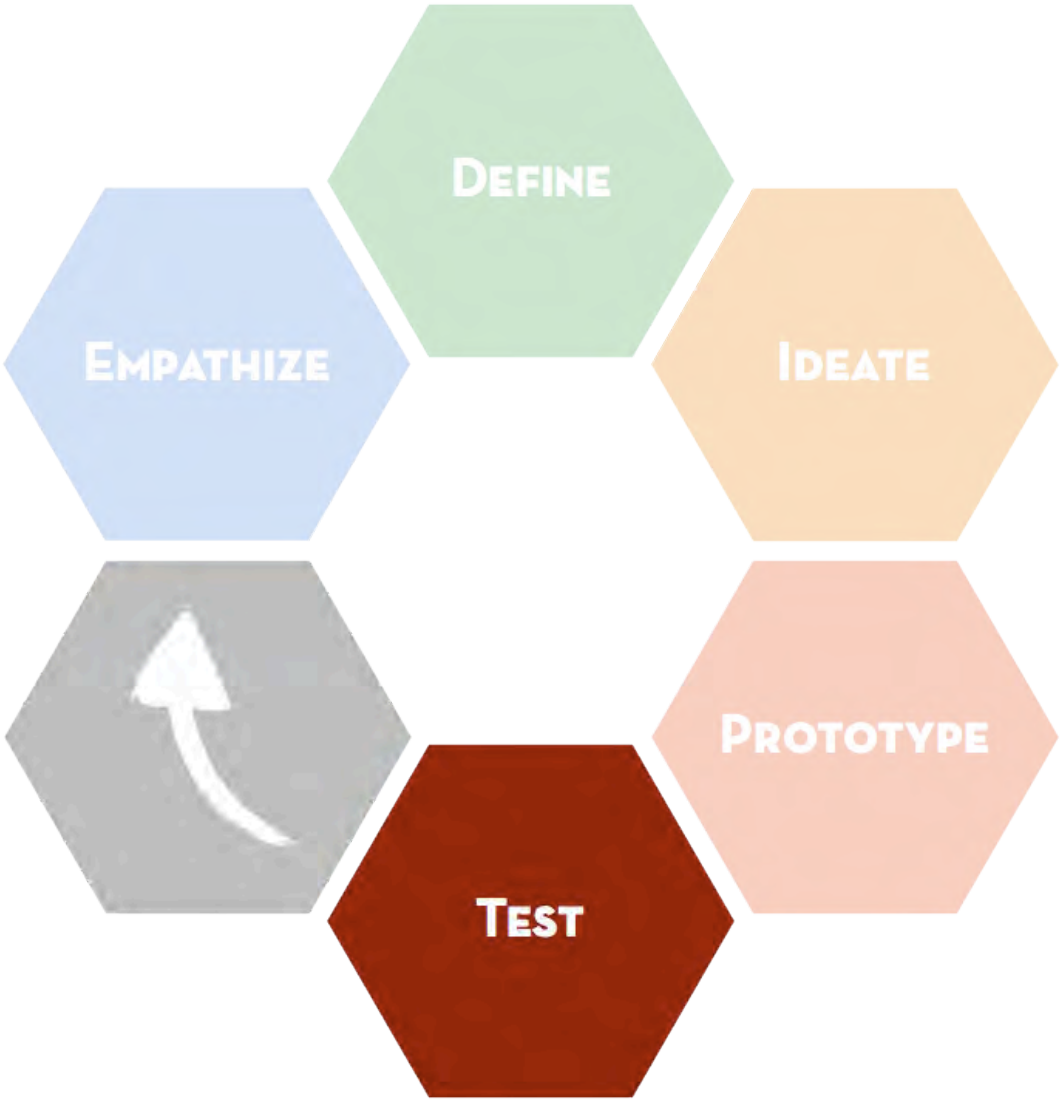


what is a prototype?

This…

Not This…





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test: what?

Letting your user **experience your prototype** while you observe and engage to learn more

Empathy with **props**!

test: **why?**

Your **user is your best judge** if you're solving the right problem the right way.

Besides, you likely won't be right next to them when your solution goes out the door, so you better **engage them now**!

debrief

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TODAY

Hear It

Do It

Apply It

Take It Home

apply it: getting started

- Start small…build on success
- Start fast, not big
- Takes time…take the time…find space
- Don't go it alone…enlist others quickly
- Introduce new language…let it catch fire!
- Map the end to end experience of your user(s) by following and engaging them
- Create and run a design challenge

design challenges: examples

- Redesign the welcome experience
- How might we ensure a customer comes back?
- How might we make a personal connection between the arts and our users?
- How might we make arts more kid friendly?
- How might we make an immersive experience more immersive?
- Redesign the café (or lobby or…)
- How might we best communicate with our customers on their terms?
- …

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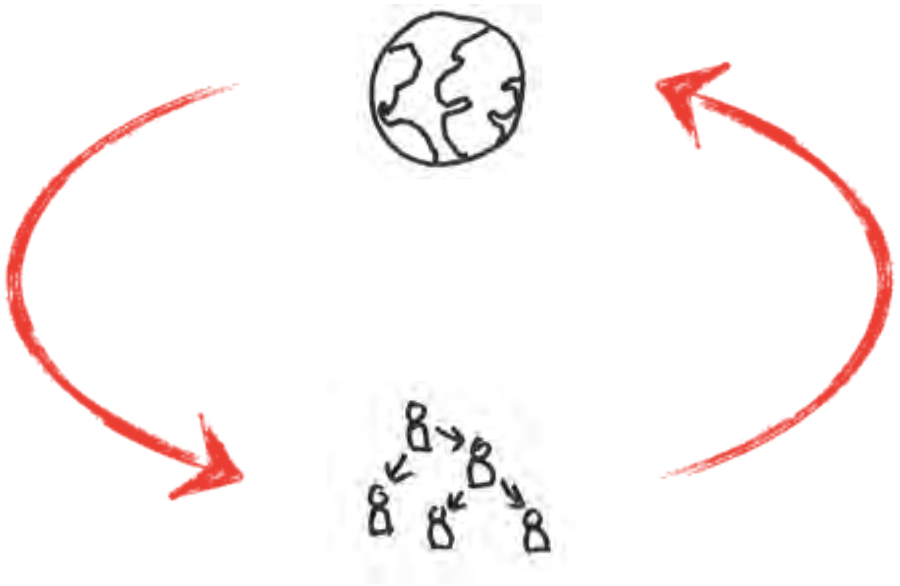
BIG CHANGE



SMALL BEHAVIORS

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SMALL BEHAVIORS

↑ empathy

↑ prototyping

↑ re-framing

↑ storytelling

↓ lower resolution

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gain empathy for a user
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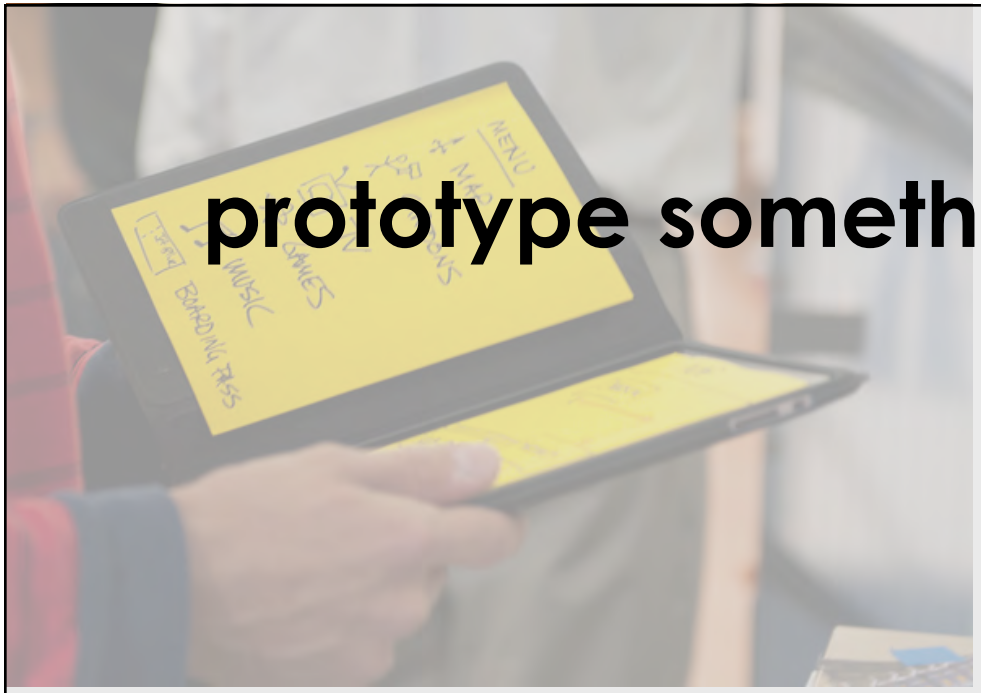
prototype something at low fidelity



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tell a human centered story

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