

**Design thinking is a process
for solving problems.**

**DESIGN
THINKING
IS...**

Iterative

Emergent

People-centered

Action-oriented

**DESIGN
THINKING
CAN BE USED
TO CREATE...**

Products

Spaces

Experiences

Programs

Services

Communities

Parties

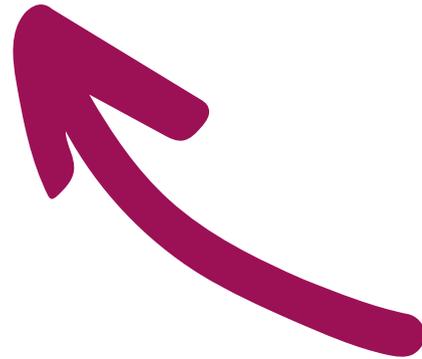
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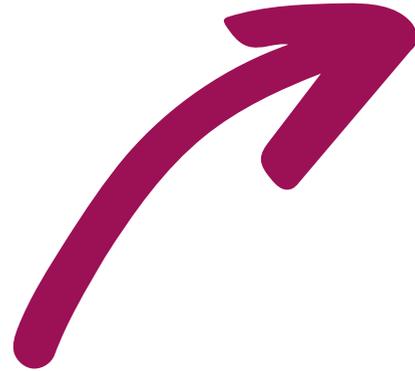
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IDEATE



PROTOTYPE

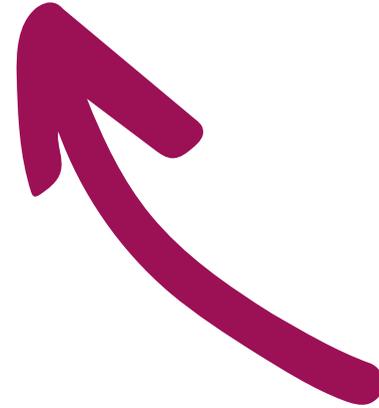
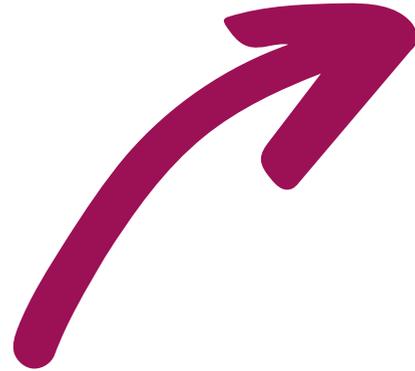


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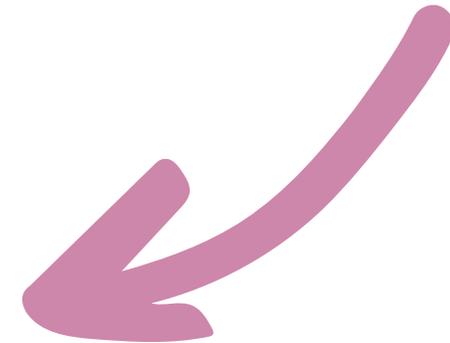
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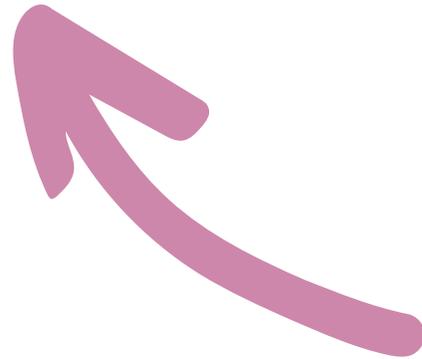
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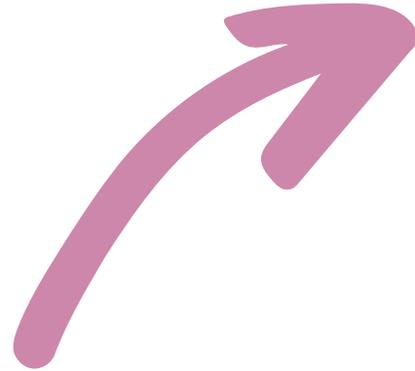
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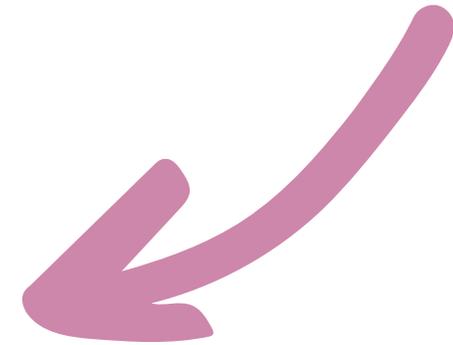
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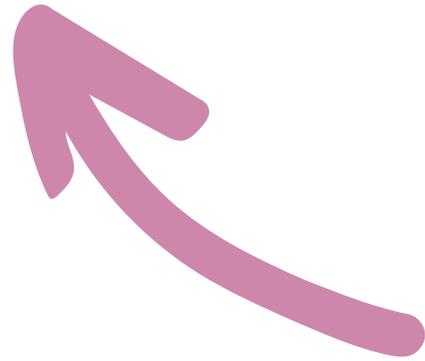
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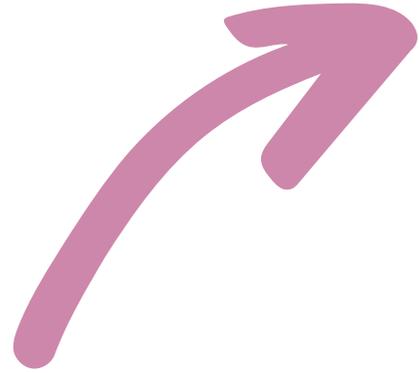
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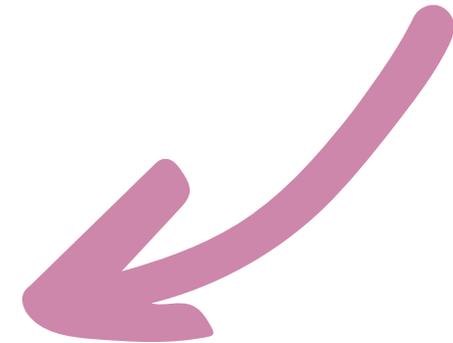
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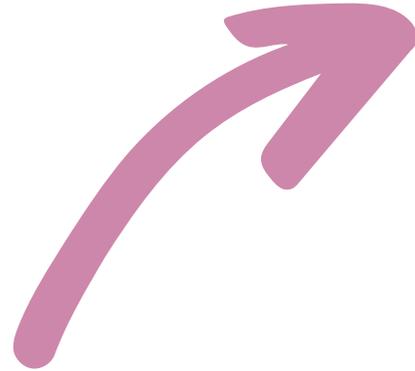
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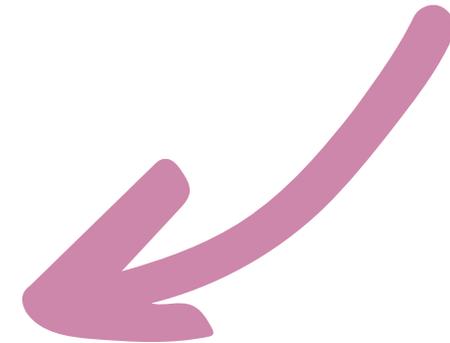
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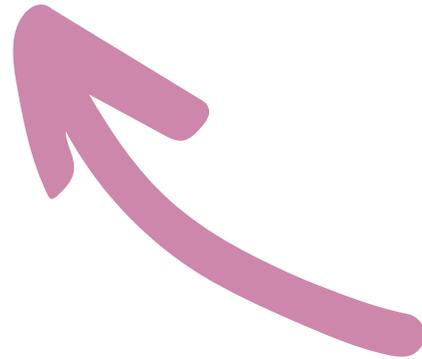
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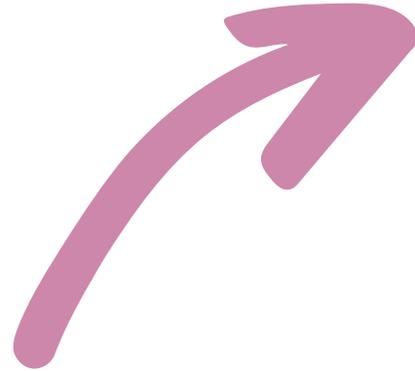
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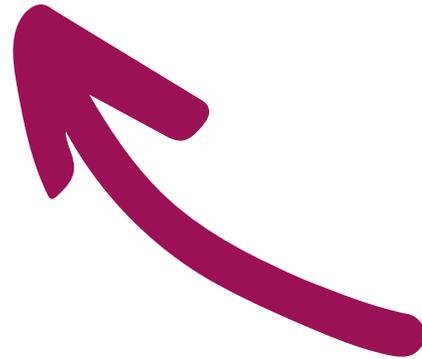
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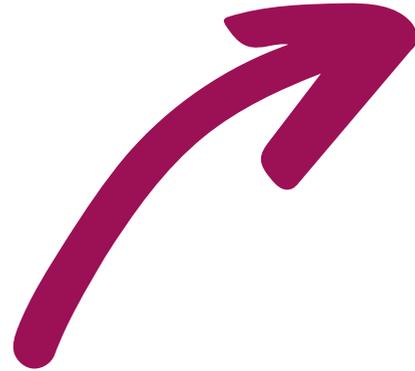
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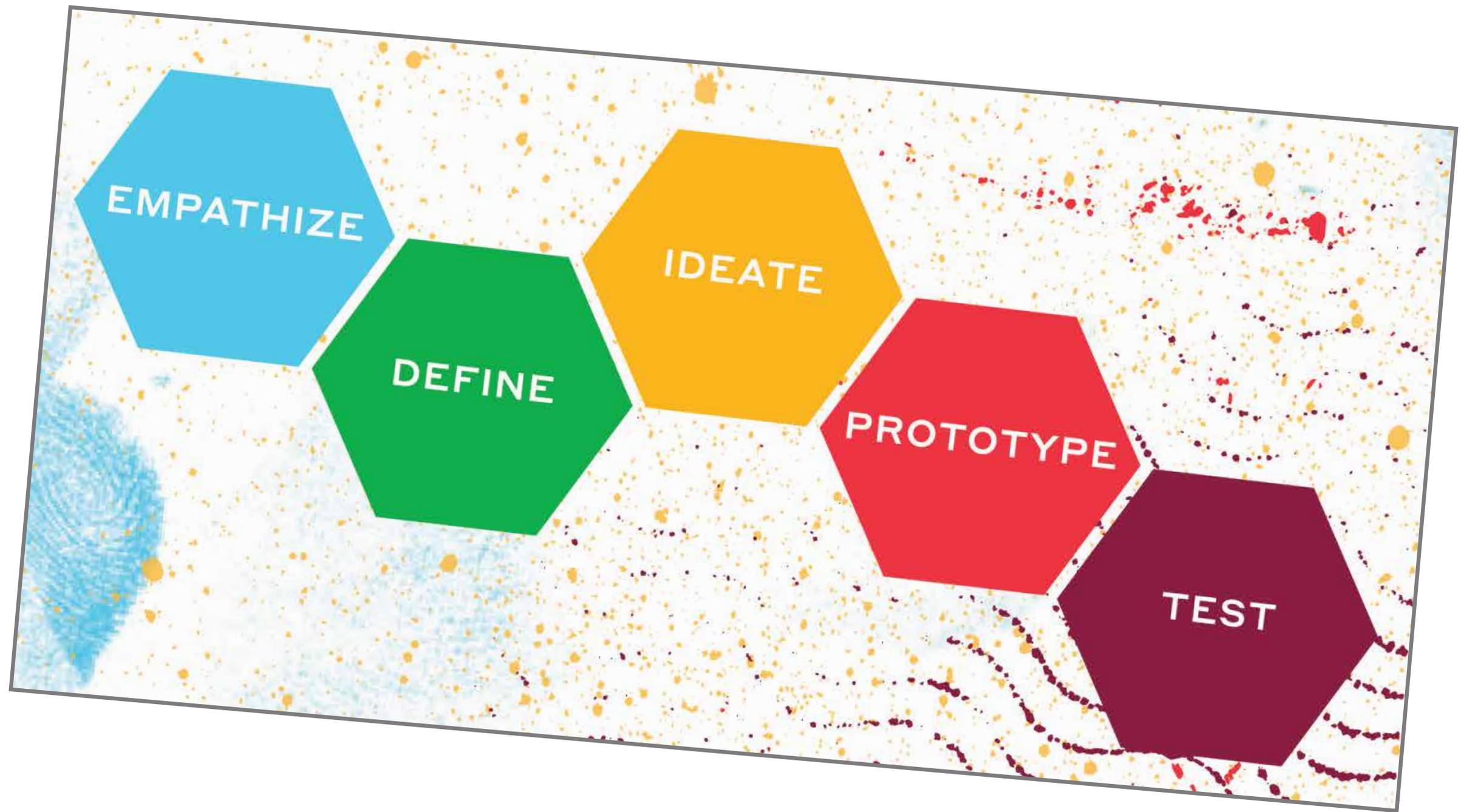


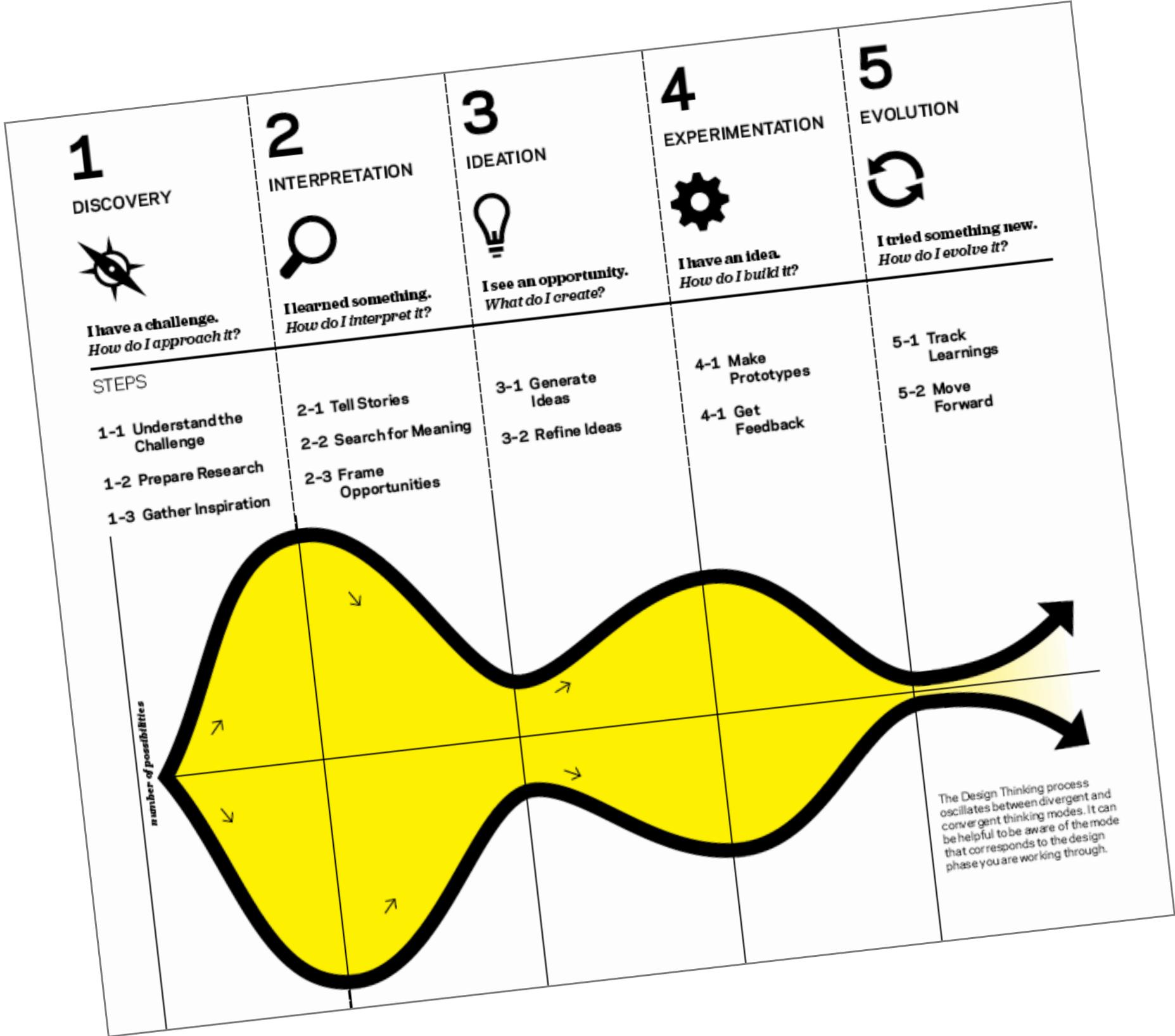
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PROTOTYPE







Design Thinking for Educators from IDEO



DORIS Research

1 FUZZY
Situation

2 PROJECT
Orientation

3 FACT
Finding

4 CHALLENGE
Defining

5 IDEA
Generating

6 PROTOTYPE
Testing

7 ACTION
Planning

8 ONGOING
Engagement

**What problem are we going
to solve today?**

OUR CHALLENGE

The city of Eugene forgot about Halloween. Now, they're scrambling to figure out an innovative way to engage businesses in a citywide celebration that transforms the city into a Halloweentown.

What does it look like? How does it engage people?

How do people navigate the experience?

What programming is happening?

Who is the target audience?

Does it make money? Does it sell anything?

**YOUR
SOLUTION
COULD BE A...**

Product

Space

Experience

Program

Service

Community

Party

EMPATHIZE



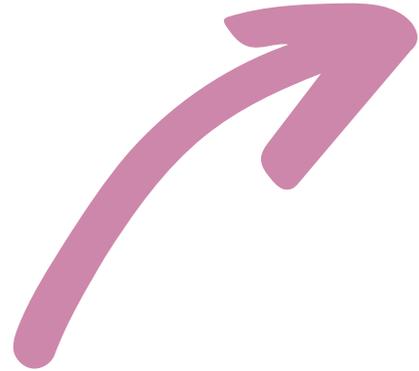
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PROTOTYPE



EMPATHIZE

Immerse yourself in the current state, understand your stakeholders, and establish what is happening today.

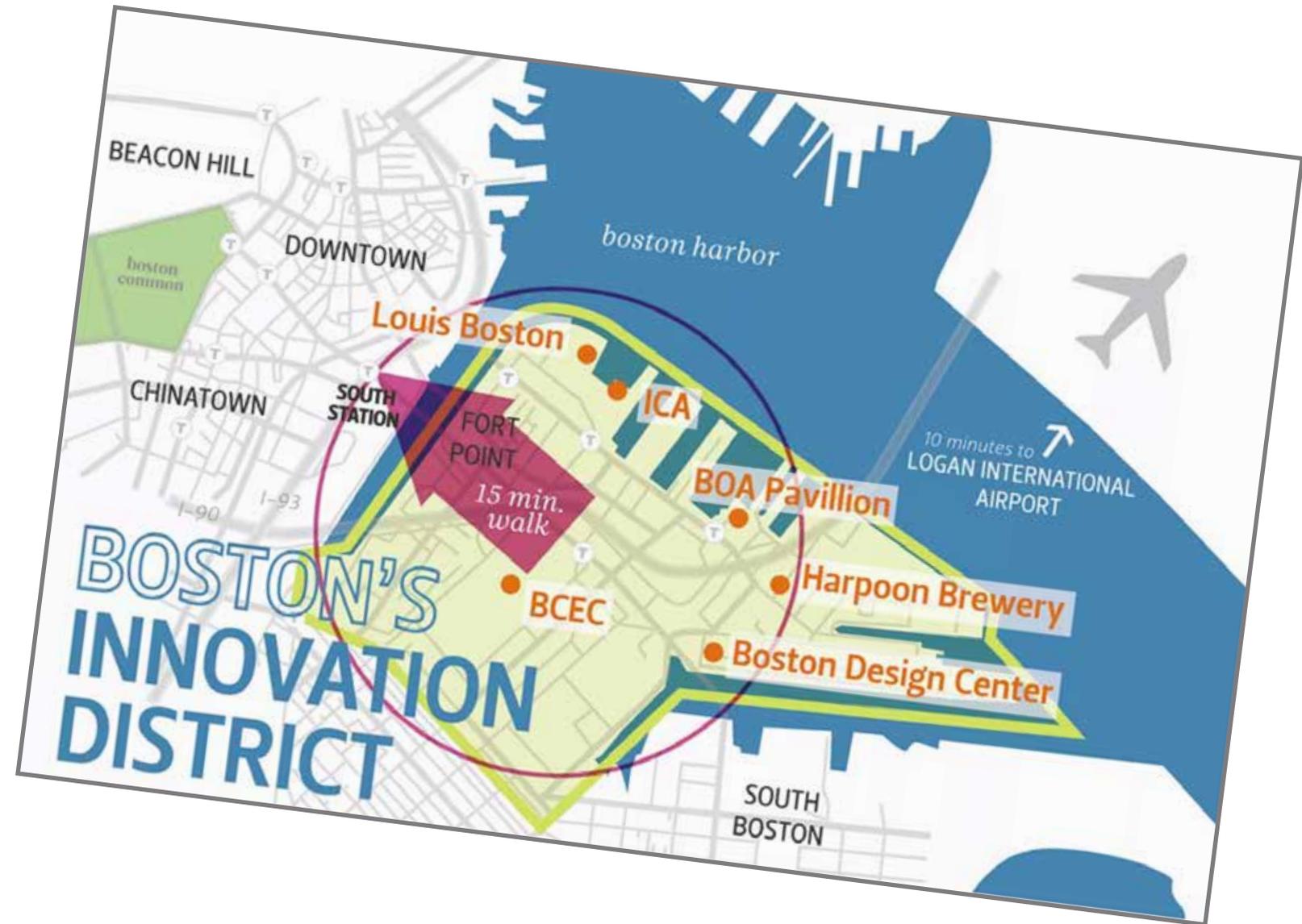
Who are your stakeholders?

What is important to your stakeholders?

What is already being done to solve this challenge? How successful has it been?

OBSERVE

Go to similar places or find similar products



ENGAGE

Ask stakeholders to journal

IMMERSE

Go through the experience yourself



Now it's your turn!

INTERVIEW FOR EMPATHY

You have 3 minutes to write 2 questions geared at learning more from your stakeholders.

Then, you will find a partner (someone you don't know!). Pick who goes first. They have 5 minutes to interview you, you have 5 minutes to interview them.

Take notes!

CHALLENGE

Establish the current state related to Halloween in Eugene.

Immerse yourself in the current state, understand your stakeholders, and establish what is happening today.

Who are your stakeholders? What is important to your stakeholders?

What has already been done? What was successful and what wasn't?

ACTIVITY

Write 2 questions that...

Encourage stories

Ask "why"

Neutral & short (10 words or less!)

Don't be afraid of silence

Pay attention to nonverbal

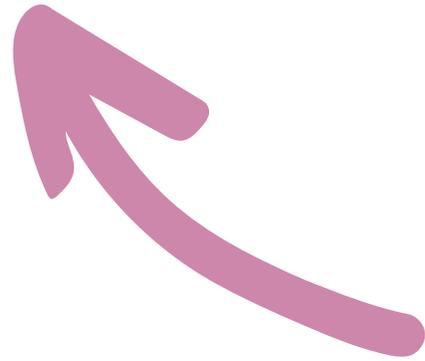
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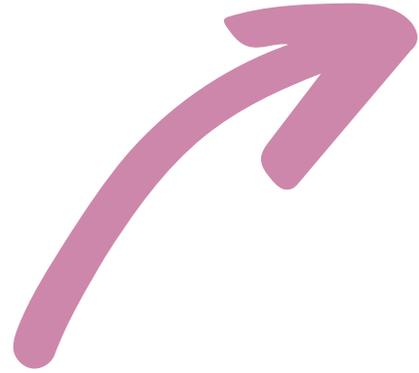
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PROTOTYPE



DEFINE

Unpack your empathy findings so that you can define a specific, actionable, solvable challenge.

Boil up your research, what are the top, overarching findings?

What do you know must be part of the solution and is required for success?

What is in scope?

DESIGN BRIEF

Get to a one-sentence summary of the challenges.

Stakeholders

Requirements

Constraints

Must be actionable.

DESIGN BRIEF

Elicit continued engagement and connection to the Lilly Classical Series through a transmedia experience containing both digital and physical spaces that targets an audience new to the ISO, aged 18 to 44.

DESIGN BRIEF

Elicit continued engagement and connection to the Lilly Classical Series through a transmedia experience containing both digital and physical spaces that targets an audience new to the ISO, aged 18 to 44.

Stakeholders: Audience new to the ISO, 18-44

Requirements: Continued engagement and connection

Constraints: Lilly Classical Series

Actionable: Transmedia experience with both digital and physical spaces

Your turn.

WRITE A DESIGN BRIEF

Divide up into 4 equally sized groups.

You have 5 minutes to write one design brief, as a team.

CHALLENGE

What is the actionable, scalable challenge we are trying to solve?

What you write should be based off of what you just learned in your research.

What were your top findings? How do they influence your requirements/constraints/goals?

What does your Halloweentown look like? What does it offer?

ACTIVITY

Write a one-sentence design brief that establishes...

Stakeholders

Requirements

Constraints

Actionable Goal

Let's take a vote!

EMPATHIZE



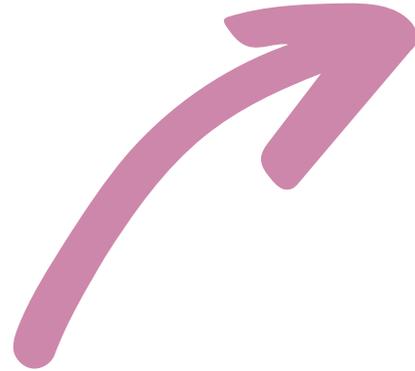
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PROTOTYPE



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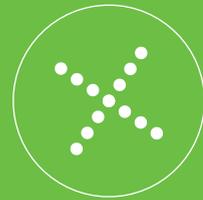
Come up with as many solutions as possible to your challenge.

Get the obvious solutions out in the open... then go beyond them.

Be aware of generating vs. evaluating

SIT MODEL

**SYSTEMATIC
INVENTIVE
THINKING**

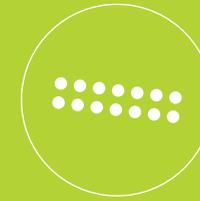


MULTIPLICATION

Add to a product, a component of the same type as an existing component. The added component should be changed in some way.

The two keywords for this tool are: 1) more and 2) different. These represent the two stages for applying the tool: 1) add more copies of something that exists in the product and 2) change those copies according to some parameter.

Stapler example: Add more surface space underneath the staples and have it become a place to measure paper.



SUBTRACTION

Remove an essential component from a product and find uses for the newly envisioned arrangement of the existing components.

Stapler example: Take the bottom off so the stapler can fit any size stack of papers (given the stapler could be larger)

PICK-A-PROMPT



HOW MIGHT WE?

"Stage something in a graveyard",
"Make an orangutan play a viola",
"make it feel like they're gossiping",
"make it like a scavenger hunt",
"make it feel like the audience knows a secret",
"keep it fast-paced",
"make everyone run around",
"start a dance party",
"target team-building corporate crowds",
"involve the zoo",
"involve sports",
"make classical music like a sport",
"start a fandom war",
"revive the dumbest spy game idea",
"connect it to public art",
"center it around the ISO's recordings",
"make it like a comic book",
"make it like a superhero origin story",
"involve beer",
"feed people",
"connect it to Indy history",
"tap into people's crafty DIY side",
"co-create something with the audience".

Guess what...

It's your turn!

Back to the groups!

CHALLENGE

How might we come up with many solutions to our design brief?

Defer judgment

Focus on quantity

Seek diversity of ideas

Build on other ideas

Look for wild ideas

Think like a child

ACTIVITY

In your groups, come up with as many HMW questions as you can in the next 5 minutes.

Pick a scribe.

One HMW per Post-It.

Cascade off of each other. Listen.
One person at a time.

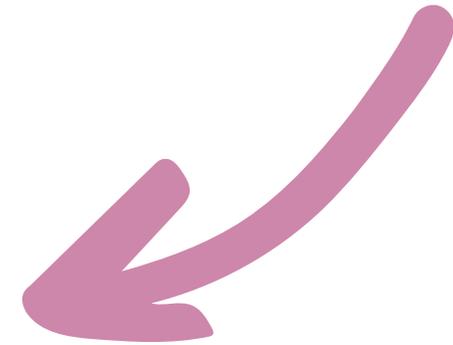
Voting time...

Let's generate ideas.

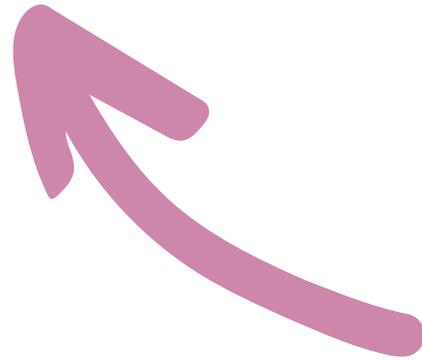
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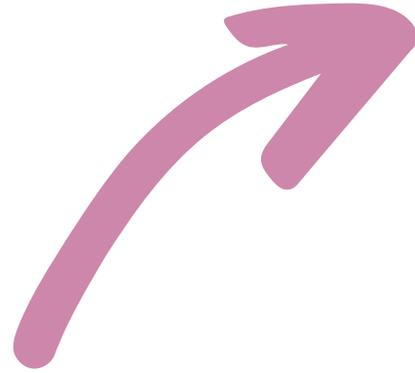
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IDEATE



PROTOTYPE



PROTOTYPE

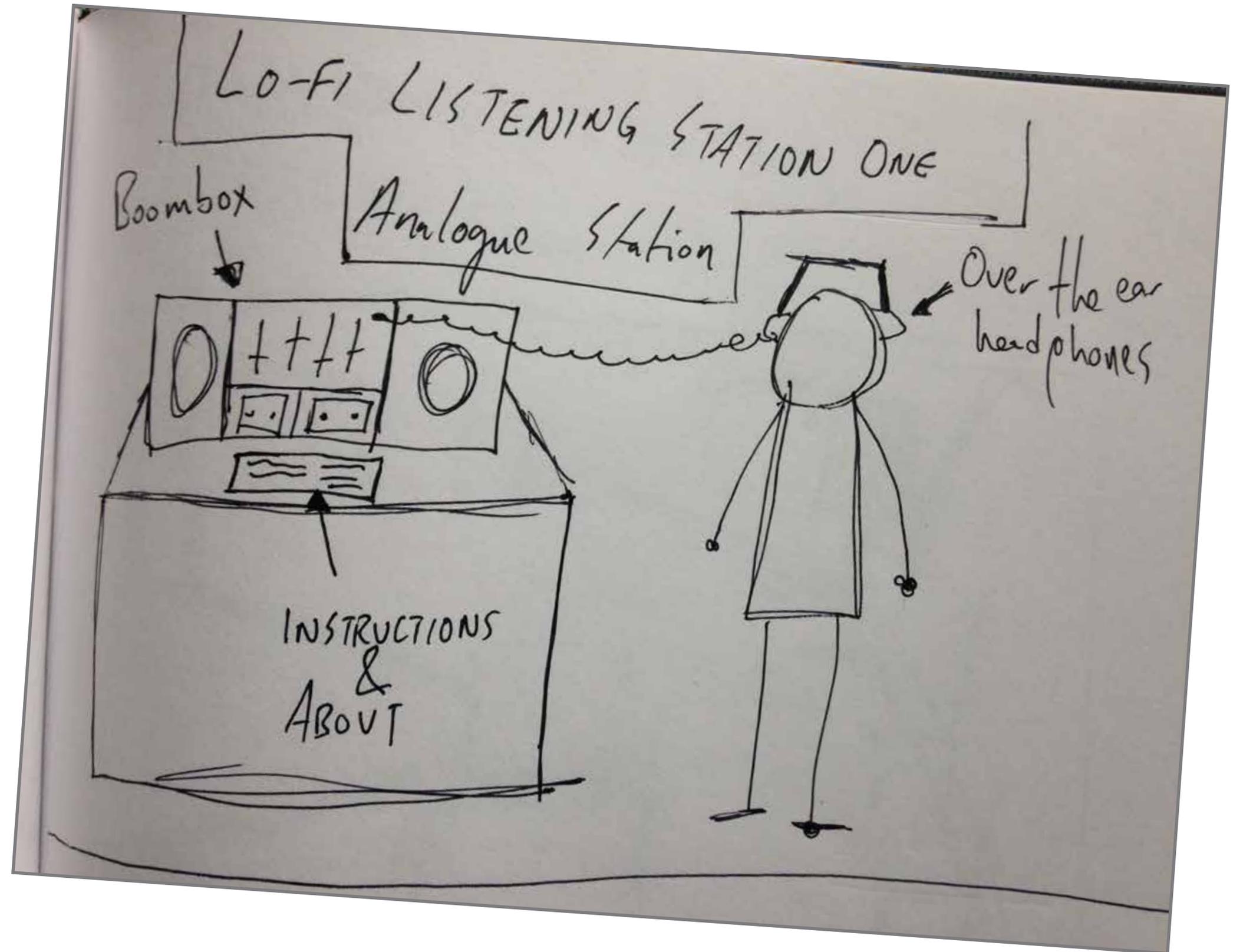
Building ideas and getting them into the real world

Rapid + iteration + multiple solutions

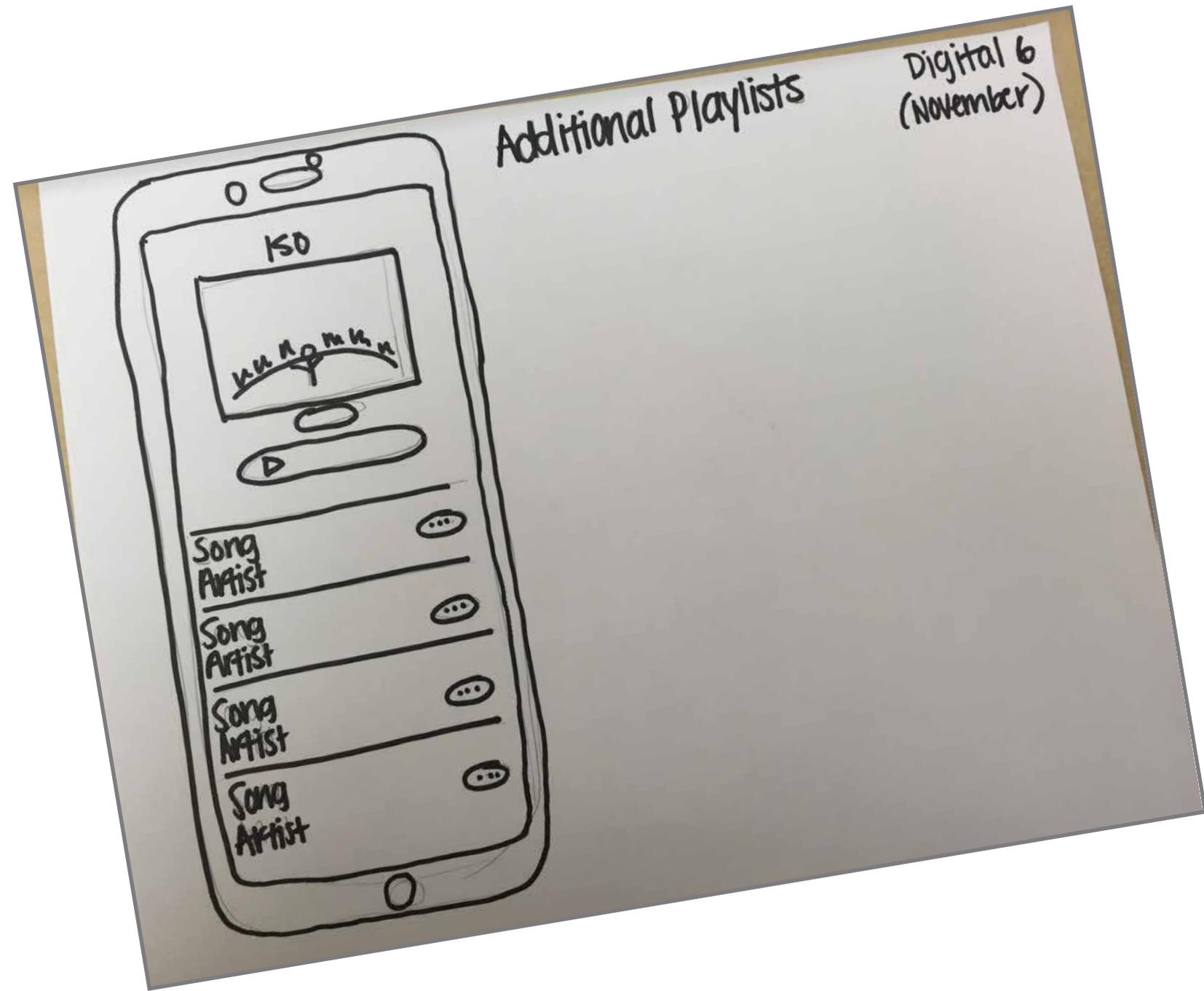
Have to be able to test them

Fail quickly and cheaply

**LOW-
FIDELITY
PROTOTYPES**



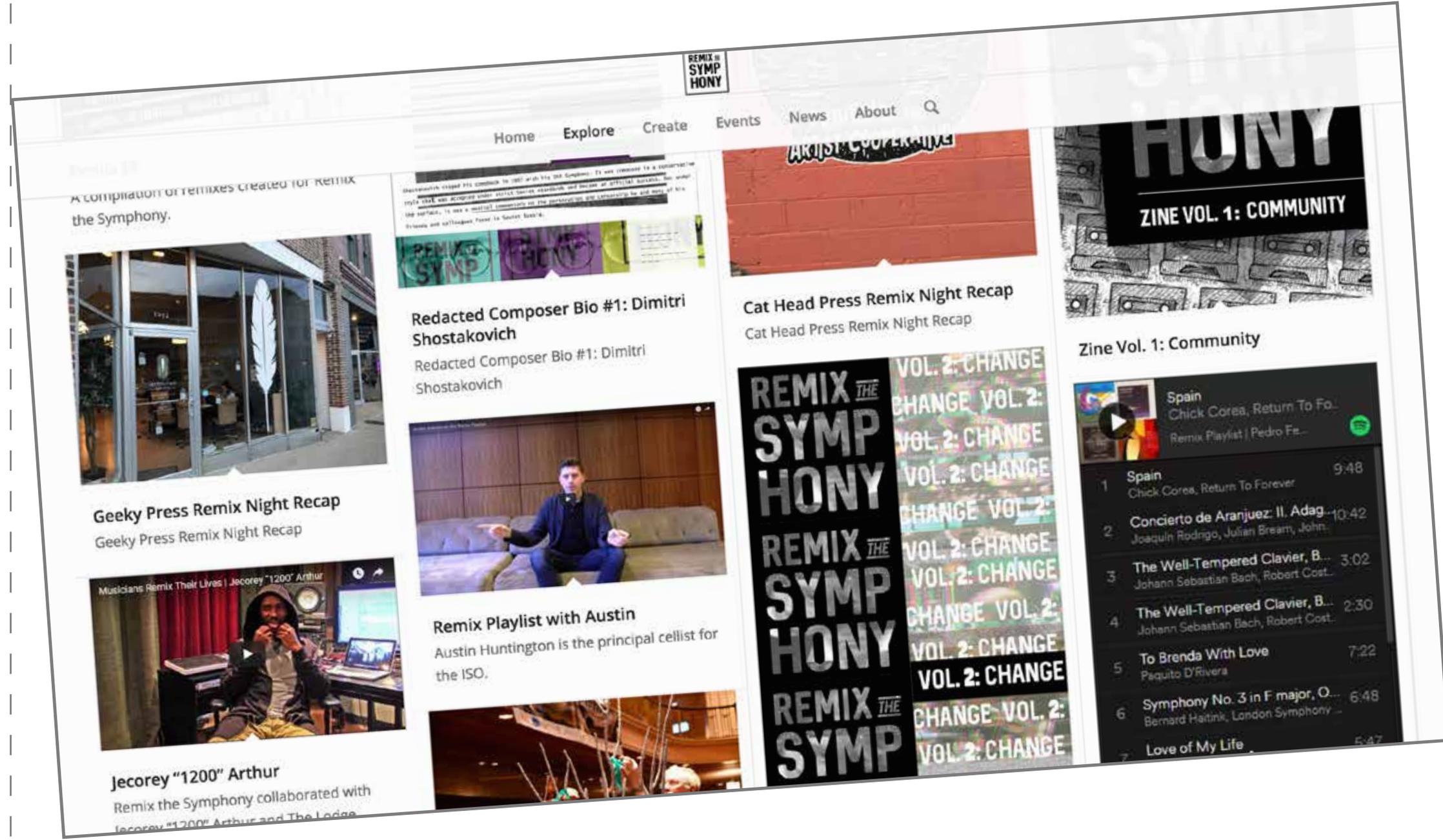
LOW-FIDELITY PROTOTYPES



MID- FIDELITY PROTOTYPES



HIGH-FIDELITY PROTOTYPES



Back to the groups!

CHALLENGE

Build a low-fidelity prototype of your idea.

Make it visual

Sketch and add notes if needed

Think about the best way to convey the experience - is it a journey? A single image?

Iterate!

ACTIVITY

As a group, create a low-fidelity prototype of your idea in the next 5 minutes.

Pick a scribe.

One HMW per Post-It.

Choose someone who will present the prototype and test it.

CHALLENGE

Get helpful feedback in 5 minutes.

Would you implement this prototype? Yes, no, or yes with improvements?

What is working well in this prototype?

What is not working well?

Is there anything confusing or unclear to you about this prototype?

ACTIVITY

Test your low-fidelity prototype in the next 5 minutes.

Find someone from another group willing to test your prototype.

Present your prototype.

Ask for feedback.

Bonus points: Record that feedback.

EMPATHIZE



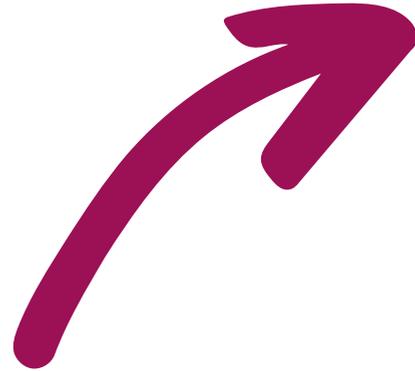
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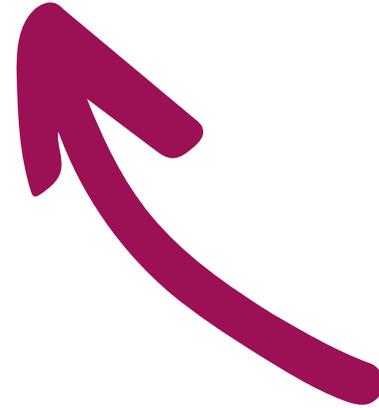
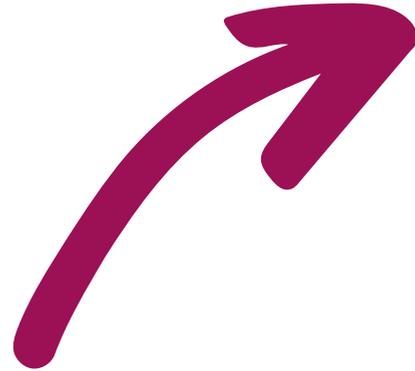


EMPATHIZE

PROTOTYPE

DEFINE

IDEATE



**GETTING
STARTED
WITH DESIGN
THINKING**

Change by Design by Tim Brown

Bootcamp Bootleg from Stanford d.school

Design Thinking is Bullshit TED Talk from Natasha Jen

Thank you!