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UNIVERSITY OF DENVER

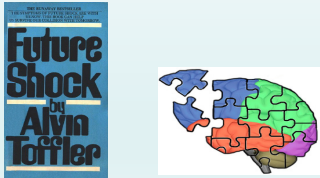
Charles Darwin on Change?

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”



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“The illiterate of the 21st century will not be those who cannot read or write; they will be those who cannot learn, unlearn, and relearn.” – Alvin Toffler



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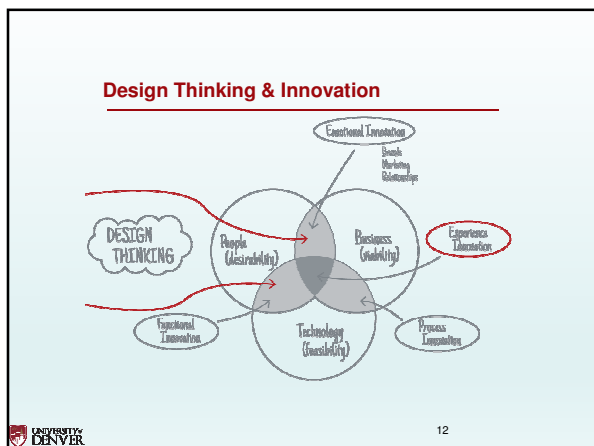


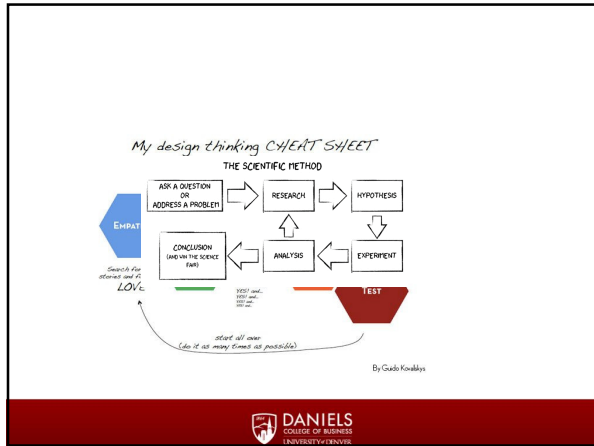


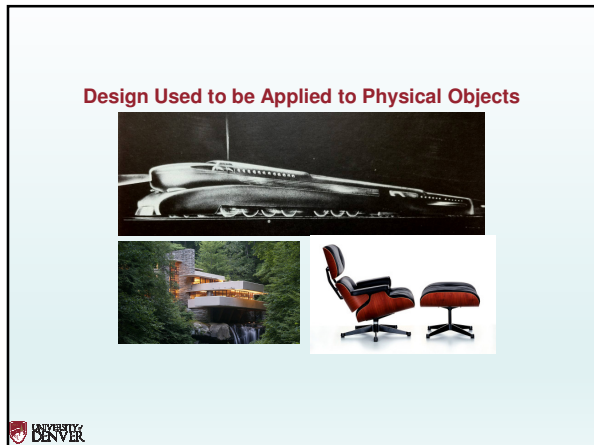


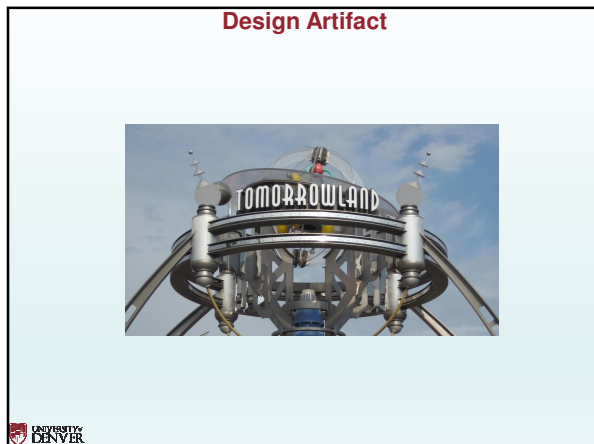












**How does
it work?**

**The Daniels Design
Thinking Challenge:**

Teaches people how to solve
problems using lessons from
entrepreneurial experts and team
building puzzles & activities



What is Service Thinking?

From Tim Brown, the CEO of Ideo:

"Design thinking can be described as a discipline that uses the designer's sensibility & methods to match people's needs with what is technologically feasible & what a viable business strategy can convert into customer value and market opportunity."

My design thinking CHEAT SHEET

User + Need + insight = POV (point of view)

EMPATHIZE

IDEATE

BUILD to LAST LEARN

DEFINE

YES! and... YES! and... YES! and... YES! and... YES! and...

PROTOTYPE

SHOW, don't tell

TEST

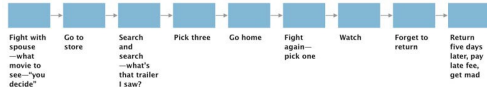
Search for rich stories and find someone LOVE

start all over (do it as many times as possible)

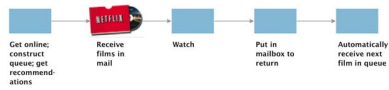
By Guido Kowalsky

Solve for pain – The Hassle Map *Adrian Slywotzky*

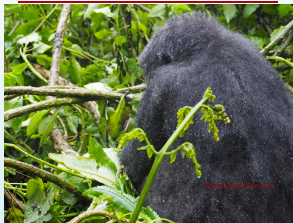
The Movie Rental Hassle Map (c. 1997)



The Movie Rental Hassle Map After Netflix

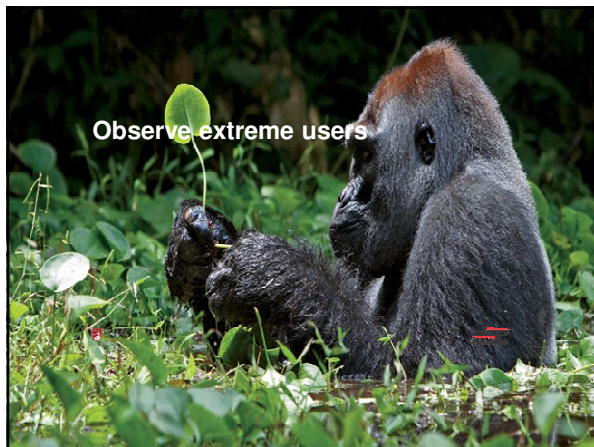


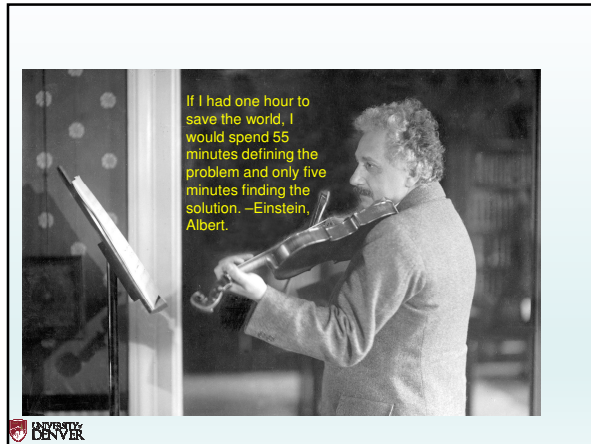
Observe Extreme Users

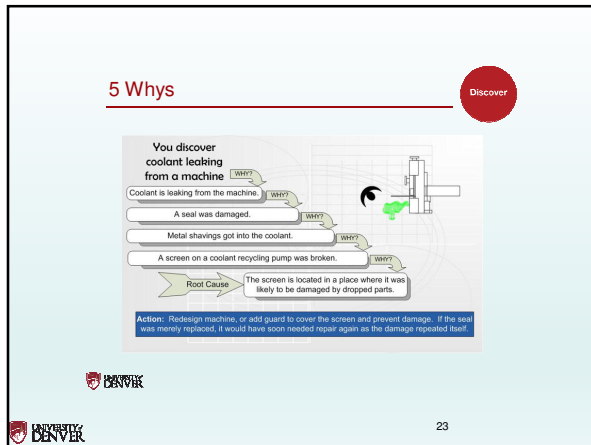


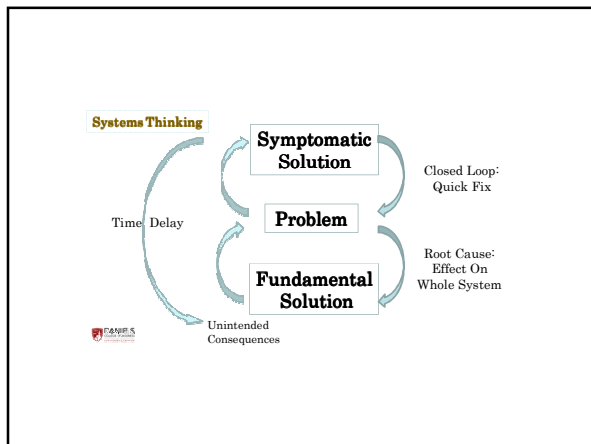
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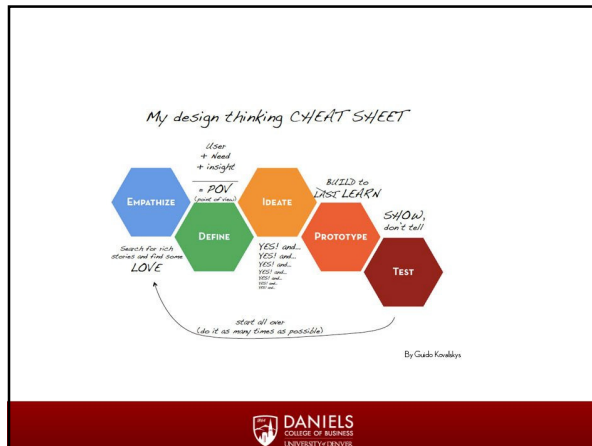
Observe extreme users



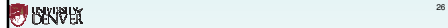


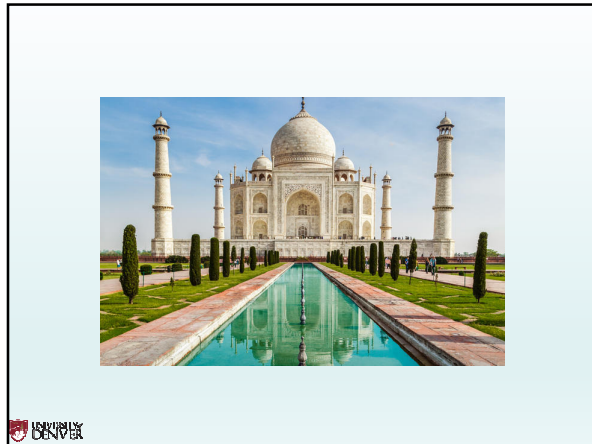




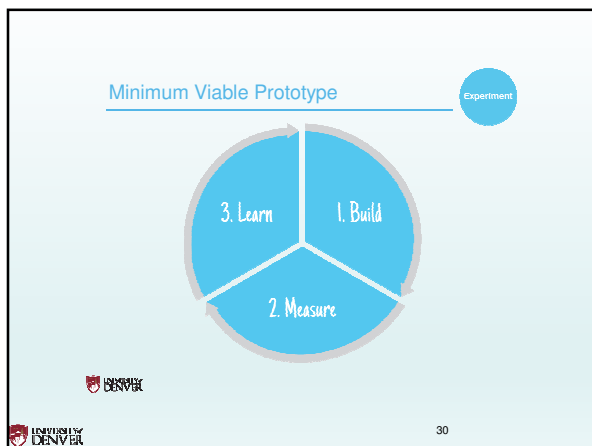


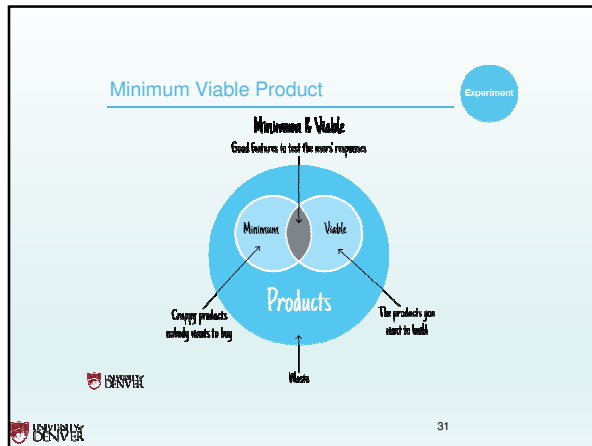
Wouldn't it be cool if...







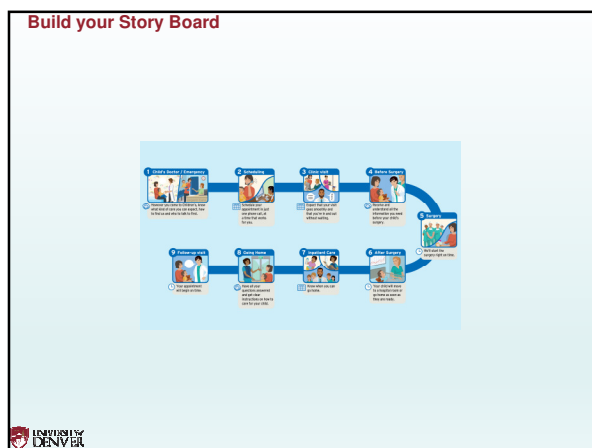




Experiment

Build the Experience,
Not the Technology!

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If you only remember a few things . .

1. You are a designer
2. Embrace your beginner's mind
3. Stepping out of your zone of comfort = learning.
4. Problems are just opportunities for a new design.
5. Let your observations marinate.