Agenda

- Set the Table – Why are we here –
  - We have the tools and we have the challenges
- Right Brain Push-ups
  - Exercise: Embrace the Improv of Daily Work
  - Disrupt yourself
- Design Thinking Set-up
  - Frame the Challenge – Five Why’s
  - Ideate
- Prototype
- Test – Video Commitments

Is this a true statement?

If you want to keep getting what you have always gotten, just keep doing what you have always done.
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.”

“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
1. Are you Creative?

2. What is innovation?

Look for irritations...

...and fix them.

Practice: You have 60 seconds to write down 15 ways that cats are like refrigerators.
Design Used to be Applied to Physical Objects

Design Artifact
What is Design Thinking?

From Tim Brown, the CEO of IDEO:
“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technically feasible and what a viable business strategy can convert into customer value and market opportunity.”

My design thinking CHEAT SHEET

1. Empathize
   - Get to know the user
   - Ask: what do they love?
2. Define
   - Understand people’s needs
   - What are the problems?
3. Ideate
   - Generate ideas
   - How to solve these problems?
4. Prototype
   - Test new ideas
   - How will users react?
5. Test
   - Validate the solution
   - How to measure success?
Solve for pain – The Hassle Map

Adrian Slywotzky

The Hassle Rental Hassle Map c. 1995

- Fight with retailer
- Can’t see to get answer
- Can’t get a price
- Can’t get information
- Can’t communicate
- Can’t hear
- Can’t deliver
- Can’t get refund
- Can’t return
- Can’t get mad

The Hassle Rental Hassle Map After Hassles

- Can’t deliver
- Can’t get answer
- Can’t see
- Can’t communicate
- Can’t get refund
- Can’t return
- Can’t get mad

Observe Extreme Users

Source: Kerry Plemmons

Observe extreme users.
If I had one hour to save the world, I would spend 55 minutes defining the problem and only five minutes finding the solution. –Einstein, Albert.
Wouldn't it be cool if…
Rules of Improv

YES, AND

KEEP CALM AND SUPPORT YOUR TEAM

Minimum Viable Prototype

1. Build
2. Measure
3. Learn

Experience
Minimum Viable Product

Build your Story Board

Build the Experience, Not the Technology!
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.