Curtis Young Alumni Fund

An introduction to Design Thinking

Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

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- Teacher (Design Thinking, Entrepreneurship)
- Author, AI Product Design Handbook

Agenda

- Introduction to Design Thinking

- Role of empathy in design

- Building empathy maps to understand users

- Problem reframing methods

- Ideation strategies & best practices

- Developing & validating a value proposition

Empathize

Understand the perspective and needs of your end-users

Define

Use insights to define the real problem to be solved

Ideate

Explore a wide variety of ideas through intense (and fun) brainstorming

Prototype

Transform your ideas into a physical form to create a tangible representation of your solution

Test

Take your prototype to end-users and use observation and feedback to refine prototypes or ideas

Empathy Phase…

Putting Design Thinking into Practice

Today's design challenge:

Discovering new ways for Curtis to support alumni in the years that follow graduation

Tell us about your experience.

What situation or experience are you thinking of?

What are you **thinking?**

What do you **see?**

What do you **hear?**

What are you **saying?**

What are you **feeling?**

What are you **doing?**

What were you trying to achieve?

1.

2.

3.

What do/did you need to achieve this?

1.

2.

3.

What made it difficult to achieve the above?

1.

2.

3.

What single change would make the biggest impact?

WHO ARE WE DESIGNING FOR

1. Recent graduate seeking an orchestral career with chamber music and teaching in addition to a few solo engagements
2. Established alumnus seeking to start a new venture (nonprofit or for-profit)
3. Recent graduate seeking marketing and branding support for a solo and chamber music portfolio of engagements
4. Established graduate seeking professional development in an area outside of music
5. Recent graduate building an online teaching studio of students from around the world

Exercise 1

- *Two breakout groups*

- *Discuss who you're designing for*

- *Build your empathy map through their eyes*

- *Avoid looking at/for solutions at this stage*

- *Timing: 15 minutes*

- *Individually contribute post-its (5 min) + group discussion (10)*

Definition Phase…

Every problem is an opportunity for design.
By framing your challenge as a How Might We question, you'll set yourself up for an innovative solution.

Harvard Business Review

INNOVATION

The Secret Phrase Top Innovators Use

by **Warren Berger**

SEPTEMBER 17, 2012

How do Google, Facebook and IDEO jumpstart the process that leads to innovation? Often by using the same three words: How Might We. Some of the most successful companies in business today are known for tackling difficult creative challenges by first asking, How might we improve X ... or completely re-imagine Y... or find a new way to accomplish Z?

USING HMW TO REFRAME

Challenge: Redesign the ground experience at the local international airport

POV: Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

Amp up the good: HMW use the kids' energy to entertain fellow passenger?
Remove the bad: HMW separate the kids from fellow passengers?
Explore the opposite: HMW make the wait the most exciting part of the trip?
Question an assumption: HMW entirely remove the wait time at the airport?
Go after adjectives: HMW we make the rush refreshing instead of harrying?
ID unexpected resources: HMW leverage free time of fellow passengers to share the load?
Create an analogy from context: HMW make the airport like a spa? Like a playground?
Play POV against the challenge: HMW make the airport a place that kids want to go?
Change a status quo: HMW make playful, loud kids less annoying?

Exercise 2

- *Individually, based on your persona + empathy map, develop 2-3 HMW statements per person*

- *Post all HMW statements to your group's canvas*

- *Facilitator to lead discussion working through HMWs*

- *Consider the prompts (will show on next screen)*

- *Don't worry about feasibility or implementation of a solution at this point, focus on opportunity statements*

Amp up the good
Remove the bad
Explore the opposite
Question an assumption
Go after adjectives
ID unexpected resources
Create an analogy from context
Play POV against the challenge
Change a status quo

Ideation Phase...

HAT COLOUR	THINK OF	DETAILED DESCRIPTION
	WHITE PAPER	The white hat is about data and information. It is used to record information that is currently available and to identify further information that may be needed.
	FIRE AND WARMTH	The red hat is associated with feelings, intuition, and emotion. The red hat allows people to put forward feelings without justification or prejudice.
	SUNSHINE	The yellow hat is for a positive view of things. It looks for benefits in a situation. This hat encourages a positive view even in people who are always critical.
	A STERN JUDGE	The black hat relates to caution. It is used for critical judgement. Sometimes it is easy to overuse the black hat.
	VEGETATION AND RICH GROWTH	The green hat is for creative thinking and generating new ideas. This is your creative thinking cap.
	THE SKY AND OVERVIEW	The blue hat is about process control. It is used for thinking about thinking. The blue hat asks for summaries, conclusions and decissions.

Ideation – Diverge + Converge

Divergent Methods

Group brainstorming

Ideate, collect & collapse
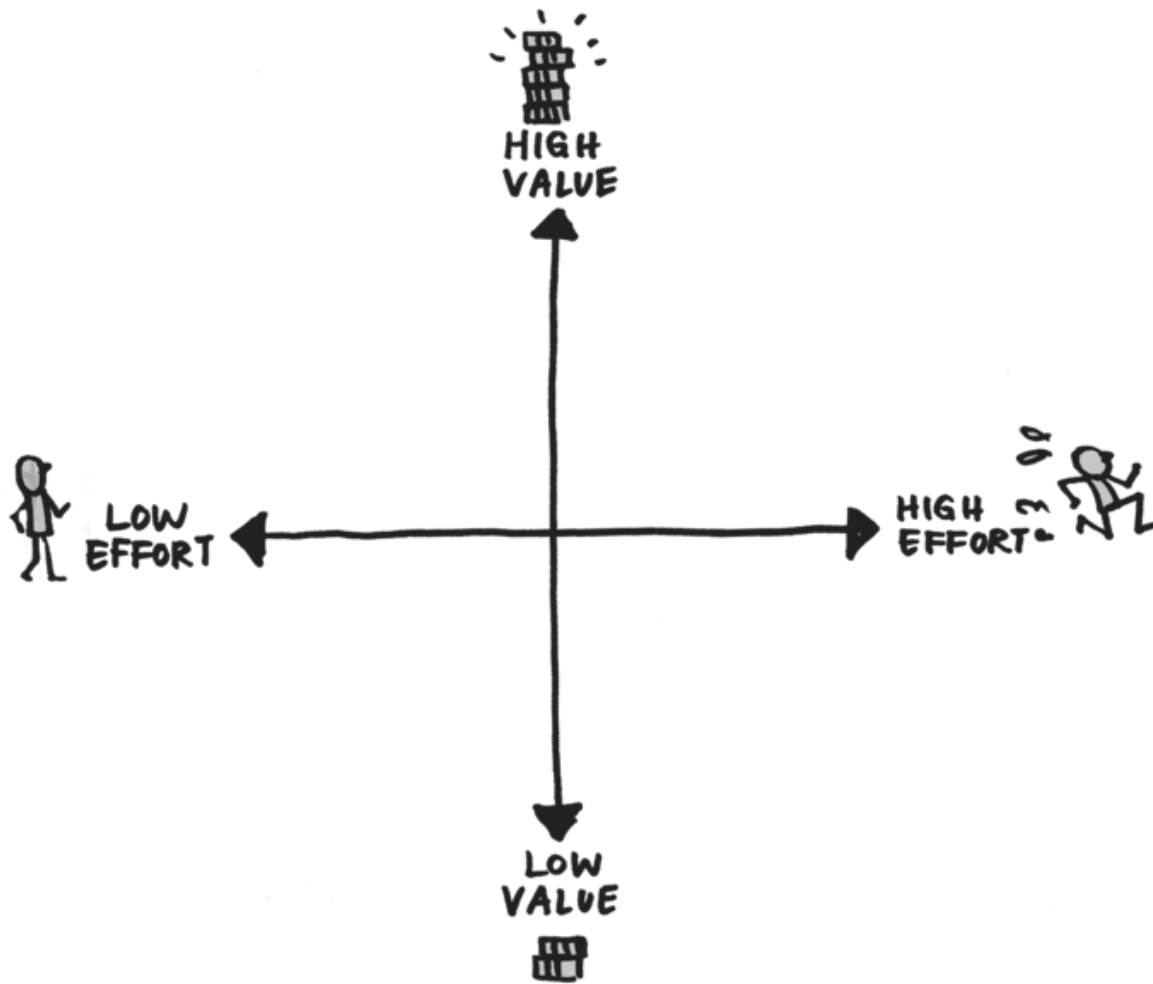
Crazy 8's, gamestorming, futures planning, etc.

Green hat

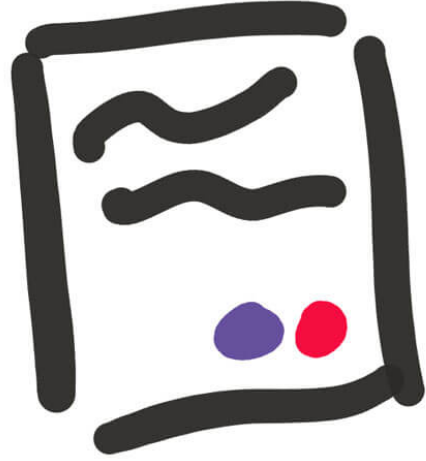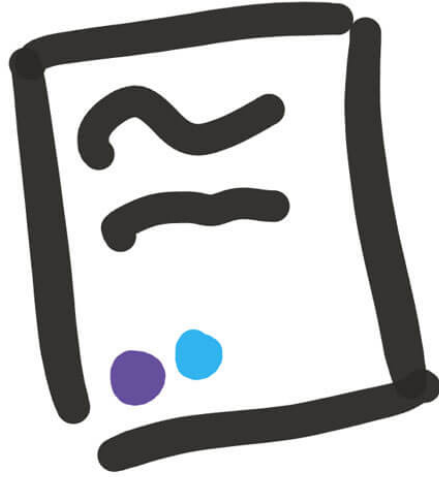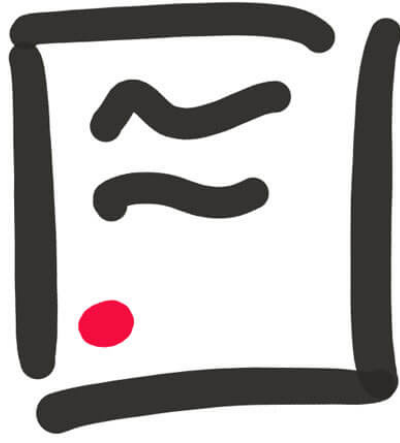**Convergent Methods**

Value-complexity mapping

Dot-voting

Yellow / black hat
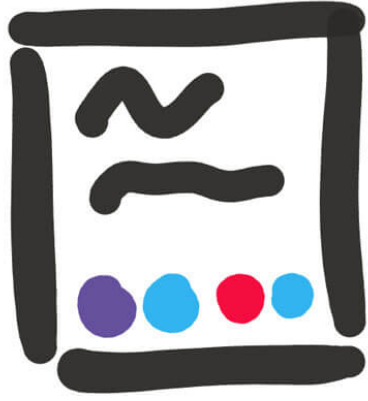
HIGH
VALUE

LOW
EFFORT

HIGH
EFFORT

LOW
VALUE

Validate your value proposition

How we use landing pages to define, articulate, and present the product / solution. From there, we can validate with users…

DESIRABILITY
WILL PEOPLE LIKE IT?

FEASIBILITY
CAN WE MAKE IT?

VIABILITY
CAN IT BE VIABLE?

USEFUL INNOVATION
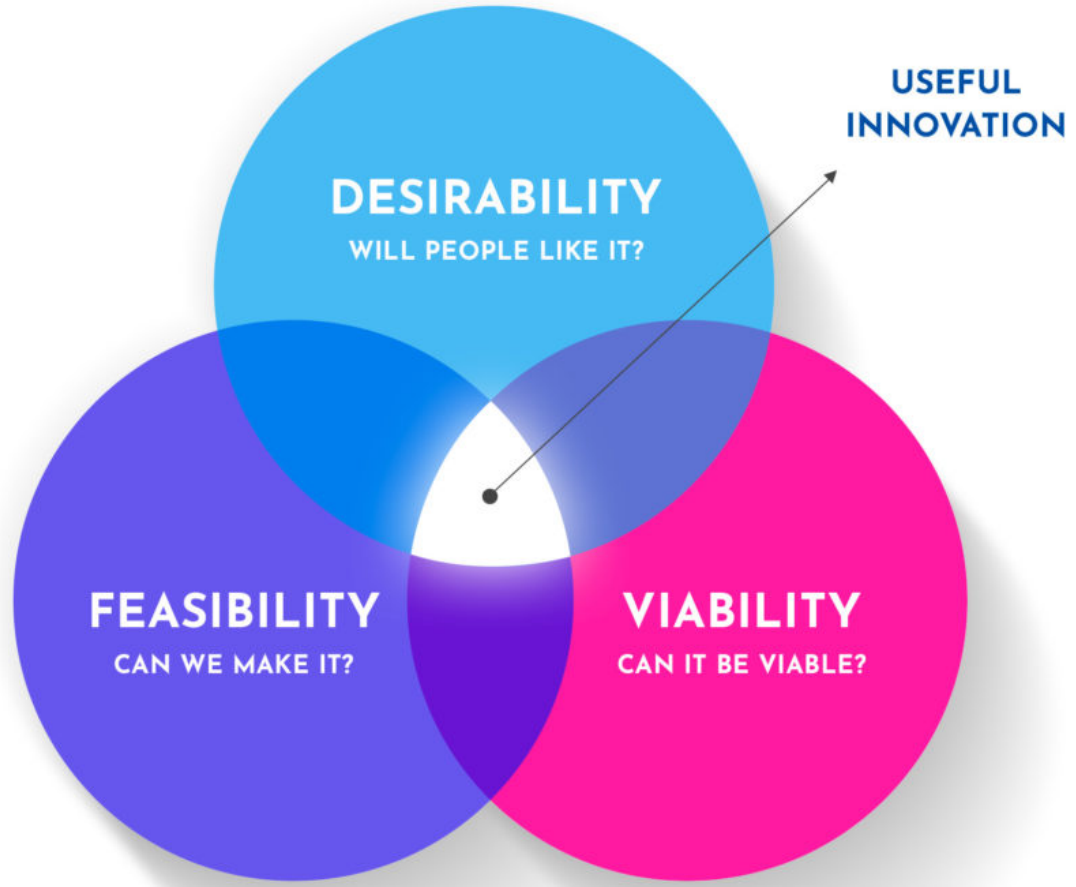
Finding Nemo

Once upon a time there was a fish named Marlin. Every day Marlin warned his son Nemo not to swim too far away.
One day Nemo swam into the open water.
Because of that Nemo was caught and put in a dentist's aquarium.
Because of that Marlin went searching for his son, meeting other sea creatures along the way.
Until finally the two reuinited.

Once upon a time there was _.
Every day, _.
One day _.
Because of that, _.
Because of that, _.
Until finally _.

The Story Spine

Thinking Redesigned

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