GSETA 2018 Conference

Design Thinking

Presented by Michele Martin, CDFI
michelemmartin@gmail.com

The "Scientific" Problem-Solving Approach

This is the problem.

This solution makes sense to us.

Let's implement it.

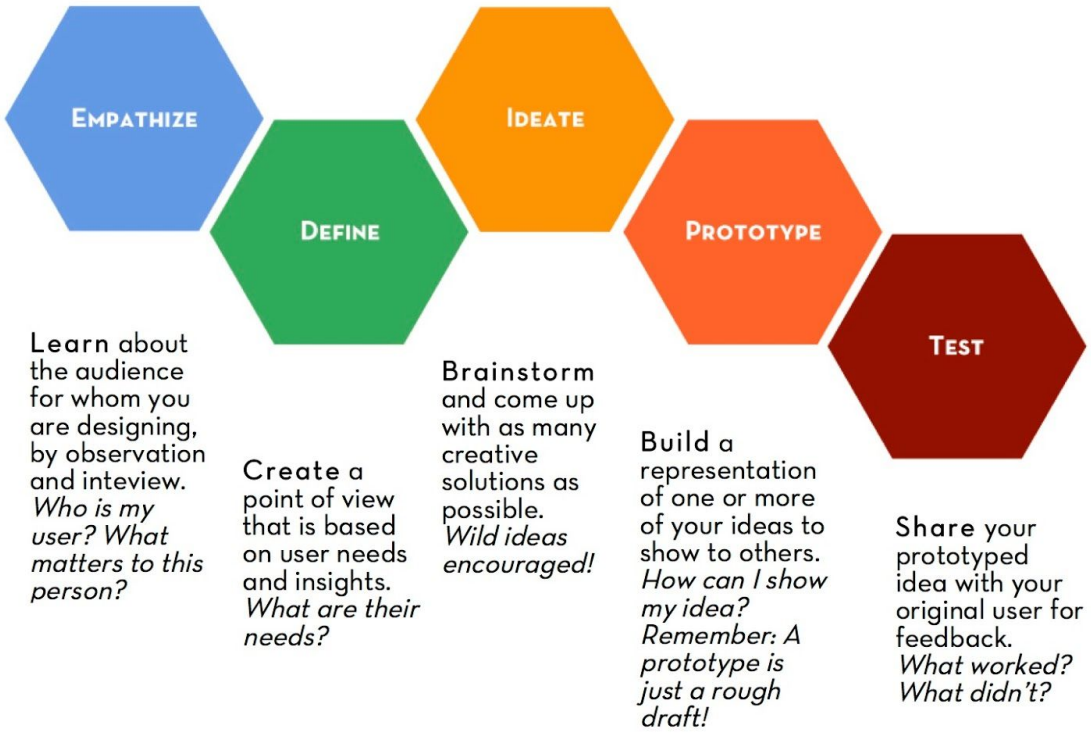
Ugh! They aren't doing what we wanted! What's wrong? How can we make them do what we want them to do?

RESULT: We invest a lot of time and energy into solving the wrong problems and/or building the wrong solutions. Then we blame people for not liking/using the solutions we designed without them and spend time trying to "make them" use it.

The Design Approach to Solving Problems

- There are no "people problems" only design problems.
- Invest time up-front to better understand audience you are designing for, their priorities, needs, and emotional states. Use this deep empathy to identify potential solutions.
- "Try out" ideas to gather feedback, responses, etc.--Iterate and learn your way to solutions rather than committing to implementing a "solution" too early.
- Co-create with customers to learn/challenge your assumptions.

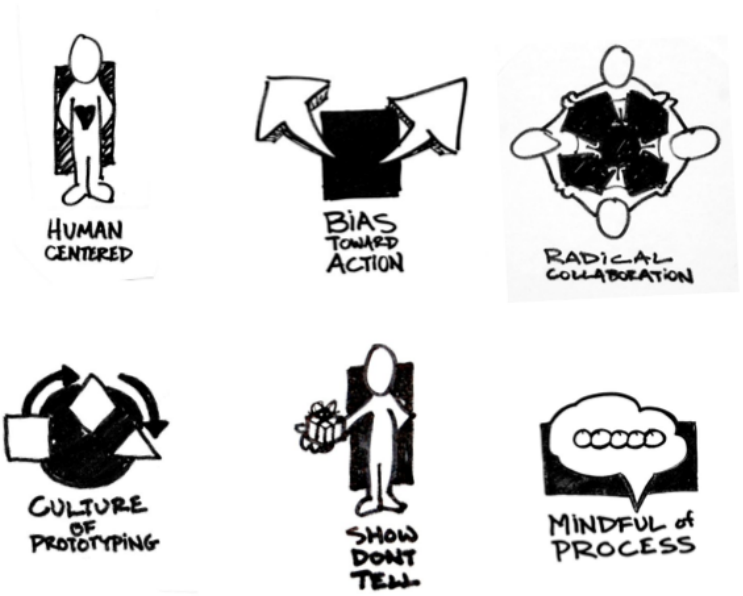
We are all DESIGNERS!



Empathize	Put yourself in a customer's shoes. What are they seeing, hearing, feeling, experiencing? ● Observe ● Engage ● Immerse
Define	A Design Point of View that: ● Preserves emotion and the specific people you're designing for ● Includes strong language ● Includes strong insight ● Generates lots of possibilities-- "How might we . . .?"
Ideate	"Go-wide" in identifying as many positive solutions as possible. Design to delight and inspire.
Prototype	Gets ideas "out of your head" and into the world. THEY ARE NOT PERFECT OR EVEN CLOSE! Can be anything physical, including: ● A wall of Post-Its ● A mock-up of a screen hand-written on paper ● A role-play

Test	Try out your prototypes with customers in the environment in which they would use them. Gather feedback so you can make improvements and try again. Use testing to co-create with customers.

Design Principles



Resources

- Virtual Crash Course: https://dschool.stanford.edu/resources-collections/a-virtual-crash-course-in-design-thinking
- Design Thinking Bootleg: https://dschool.stanford.edu/resources/design-thinking-bootleg