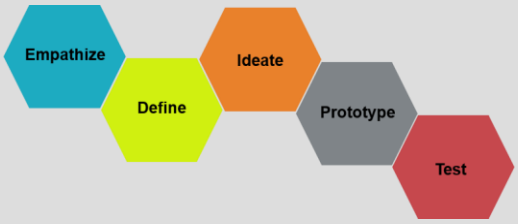

Intro to Design Thinking

SYNC LEARNING

Why Design Thinking?

Higher/Faster Revenues and Growth. In an October 2018 report, McKinsey stated that companies that were highest ranked in design thinking "increased their revenues and total returns to shareholders (TRS) substantially faster than their industry counterparts did over a five-year period—32 percentage points higher revenue growth and 56 percentage points higher TRS growth for the period as a whole."

A Process for Creative Problem Solving

In its most effective form, design is a process, an action; it's a verb, not a noun. Design Thinking is a process in which we seek to understand the user, challenge assumptions and redefine problems, in order to come up with a better approach. This in turn, has real business value and increases user adoption. Design thinking increases the probability of success and breakthrough innovation, and can be applied to any industry and any problem.

Start with Empathy

Fundamental to good design is to empathize with the people you are designing for and then to obtain feedback from these users. To empathize appropriately, we must observe, engage and immerse ourselves in our user or customer's experience. This helps us to:

- Fully understand the people for whom we are designing;
- Uncover tangible and intangible, known and unknown insights;
- Guide innovation efforts; and
- Discover the emotion that guides our users' behaviors.

Cross-Functional, Questioning & Defining

Design thinking in problem definition requires cross functional insight into each problem as well as constant and relentless questioning, like that of a small child, asking "Why?, Why? Why?" until finally the true issues are revealed. Defining the problem via design thinking requires the suspension of judgment. What we say can be very different to what we mean. The right words are important. It's not just "design an onboarding program" for example. It might be instead "create an experience that wraps the new hire in 'welcome.'" The goal of the definition stage is to target the right problem to solve, and then to frame the problem in a way that invites creative solutions. Defining the *right* problem to solve is harder than it sounds. Obervation is at the core of this step, and we'll teach you how to obverve so that you're focusing on the *right* problem.

Ideation & Prototyping

This is where you generate revolutionary design alternatives. The goal of ideation is to create a wide solution space in terms of concepts and outcomes. You're going for lots of diverse ideas here (volume and variety) and are pushing beyond obvious solutions. Utilizing the strengths and perspectives of the team is crucial in this phase, as is making sure to only generate ideas and not evaluate them. There are many ways of doing this phase of the work, and we provide you with many tools from which to pick.

Testing

Getting feedback on our solutions, refining them to make them better, and continuing to learn about our users happens here. This is an iterative process; testing informs the next iterations of prototypes, which could include beginning again. Testing often yields unexpected insights and sometimes reveals we have failed to frame the problem correctly.

In this workshop, you will learn how to:

- **Frame a Question -** Identify a driving question that inspires others to develop creative solutions. Techniques covered include Crafting Powerful Problem Statements, Defining Root Cause

- **Gather Inspiration** – Discover what people *really* need, so that you're inspired to new ways of thinking. Techniques include Visioning, Journey Lines, Empathy Maps, the 5 Whys

- **Generate Ideas –** Pushing past the obvious, get to disruptive ideas. Techniques covered: Reverse Brainstorming, Brainstorming – 7 to Get 1, NEXT tool, 2x2

- **Make Ideas Tangible** – Build minimally-viable prototypes to make ideas better. Low-fidelity and High-fidelity Prototyping are covered, as well as Functional, Display, Miniature, Throw-away and Evolutionary prototypes.

- **Test to Learn –** Iterate ideas by gathering feedback, refining, and experimenting forward. Various observation techniques are covered.

- **Share the Story** – Inspire others to action, through "humanizing" the story. Various story telling techniques are explained.

Participant Objectives

- Excel in understanding people, gain usable insights, and experiment your way to a solution
- Synthesize information gathered from others in a way that ensures meaningful action
- Become a catalyst for change, equipped with the tools needed to implement design thinking in your role
- Increase creativity and improve innovation techniques
- Build your own prototype for a product, service, or business design.

Key Outcomes & Insights

- Facilitate narrative collaboration using stories and prototypes
- Understand problems from your customer's perspective
- Reduced cost in scaling efforts
- Selection of meaningful problems on which to work…and the right solutions to pursue

Requirements

Time
1 or 2-Day programs available

Pre-Requisite
None

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