Project Innovation through
Design Thinking
Meet Today’s Speakers

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Project Innovation through Design Thinking

Our Agenda

1. Project Innovation through Design Thinking

2. Learning More

3. Q & A
Project Innovation
Through Design Thinking
OBJECTIVE:

Familiarity with the design thinking process and insight into how it can be used to reframe project opportunities.
Using design thinking, Embrace created a portable incubator to save the lives of babies in developing countries.
Using design thinking, jet Blue went from $41M to recover from the 2007 ice storm to $10M for the one in 2010.
Using design thinking, we discovered that seniors in China aren’t lonely, but they miss their children and grandchildren.
Using design thinking, the American Heart Association reframed the problem of CPR training in China.
DESIGN THINKING:
A philosophy and a mindset.
Almost everything we encounter is designed...
DESIGN THINKING:
A philosophy and a mindset.
Almost everything we encounter is designed…
and could be designed better!
DESIGN THINKING:
Redesigning experiences of

• products
• services
• processes
CASE STUDIES
EMBRACE
130M babies/year, 4M die in the first 28 days
JET BLUE
Pilots

Gate Agents

Reservation Agents

Command Center

Flight Attendants

Ground Crew

Baggage Handlers

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DESIGN THINKING PROCESS
Design Thinking Process

UNDERSTAND ➔ OBSERVE ➔ DEFINE ➔ IDEATE ➔ PROTOTYPE ➔ TEST

EMPATHY
Why are we doing Design Thinking?
5 + 5 = ?
? + ? = 10
It lets us address “wicked problems”
Why are we doing Design Thinking?
How are these different?
It lets us reframe problems in interesting ways
How much can you make with $5 and 2 hours?
The first rule in being a wise leader is that you must first define the problem. -- Confucius
DESIGN THINKING PROCESS
Design Thinking Activities

Analysis (Why?)

Synthesis (How?)
Design Thinking Activities

Abstract

Analysis

Concrete

Synthesis
Design Thinking Activities

- Insights
- Analysis
- Observations
- Abstract
- Concrete
- Synthesis
Design Thinking Activities

Concrete
Observations

Analysis

Abstract

Ideas

Insights
Design Thinking Activities

Abstract

Insights  Ideas

Analysis  Synthesis

Observations  Solutions
Design Thinking: Underlying Skills

- Abstract
- Insights
- Ideas
- Analysis
- Iterate
- Diverge/Converge
- Storytelling
- Concrete
- Observations
- Solutions
DRILLING DOWN DEEPER:
The Use, Usability and Meaning of Acorns
Use, Usability and Meaning

Acorn preparation as practiced by the Mono Indians of Fresno and Madera Counties till about 1923.

Black and White Oak acorns provided all their “bread food.”
This Indian woman is preparing acorn meal, a slow difficult process of pounding and grinding with a shaped stone.
Use, Usability and Meaning

She is using a community mill, a large, flat granite boulder with many holes that serve as mortars.
Use, Usability and Meaning
Use

The basic functionality of a product:
- explicit need
- task to be solved
- work to be done
- what it has to do
Usability

 Represents aspects of a product that give the user access to the use:
 - physical ergonomics
 - cognitive sense
Use and Usability
Meaning

Cultural stories communicating:
- organizing frames
- emotional resonance
- expectations
Imagine an interview about making bread food from acorns:

“It is a hard, time-consuming job for us.”

“From the village...to this boulder we have always come to sit and work. We sit and pound acorns, gossip, scold the children and make food for our tribe.”

“The children play nearby and can hear our stories and songs.”

“To pass the time, we tell stories and sing the songs of our people and how they live in the world.”

“The acorn is mother to us all and this stone is where we give her life and she gives us life”
Meaning
Needs

Needs are gaps within use, usability and meaning
We innovate by creating new stories that bridge the gaps between Use, Usability and Meaning.
Design Thinking does more than make better things.

It can make things better.
DESIGN THINKING:
Redesigning experiences of

• products
• services
• processes
HOW MIGHT WE CREATE PROJECT MANAGEMENT PRACTICES THAT...
... LEAD TO EXCITEMENT AND ENGAGEMENT?

... CREATE A MORE COHESIVE TEAM?

... ARE DYNAMIC?

... WORK FOR MILLENNIALS?

... RESONATE WITH PEOPLE AROUND THE GLOBE?
Design Thinking Stories

Abstract

Tell a new story

Concrete

Figure out the story

Analysis

Synthesis

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Product Innovation through Design Thinking

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Q&A

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Thank You for Attending Today’s Webinar

**Project Innovation through Design Thinking**

September 19 – 21, 2012

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