

DESIGN THINKING 101

Next Library Conference June 17, 2013



HELLO!

TODAY WE'LL TALK ABOUT:





WHO IS IDEO?

WE ARE A HUMAN-CENTERED DESIGN AND INNOVATION CONSULTANCY. A tiny firm ca good design b not just produ the way compa

BusinessWeel

The McGraw-Hill Companies

MAY 17, 2004

DESIGN HAS PUT US AT THE FOREFRONT OF INNOVATION.

Fact No. 2

1 GOOGLE • 2 APPLE • 3 FACEBOOK • 4 GE • 5 IDEO • 6 NIKE • 7 NOKIA 8 ALIBABA • 9 AMAZON • 10 NINTENDO • 11 PROCTER & GAMBLE • 12 NEWS CORP. 13 AFFYMETRIX • 14 DISNEY • 15 SAMSUNG • 16 METHOD • 17 TARGET • 18 HP

COMPANIES COMPANIES SOLON SOLON SHI

OMPANY



WE OFFER AN International Perspective

ANUFAC-TURIN

ARCHITECTURE

INTERACT

WE WORK WITH DIVERSE BACKGROUNDS ON MULTI-DISCIPLINARY TEAMS. WE CALL THEM T-SHAPED PEOPLE.

PROTOTYPING

IRAPHIC Design

WE ALWAYS START WITH PEOPLE.

THE DESIGN PROCESS



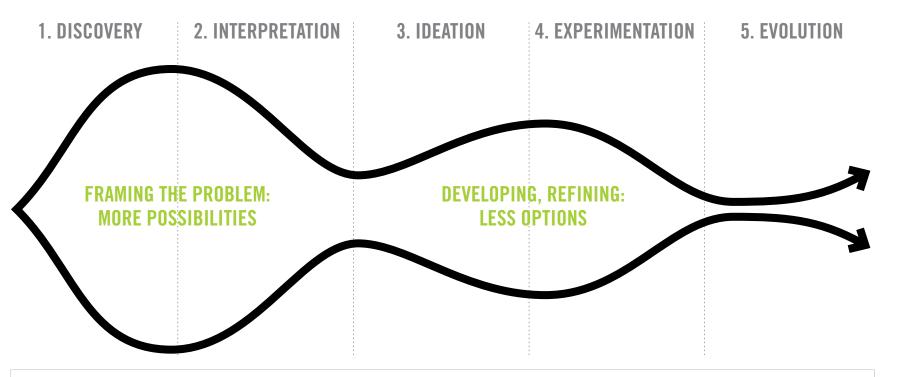


THE DESIGN PROCESS IN 60 MINUTES (!)

THE DESIGN PROCESS



THE DESIGN PROCESS





How might libraries redesign their space to reflect a range of learning behaviors and modes? How might libraries promote further accessibility and transparency of information, especially for those without internet at home? How might libraries use multiple instances at smaller scales (branch libraries, pop-up libraries) to create further impact?

PROBLEMS YOU MIGHT BE THINKING ABOUT

How might libraries capatalize on being "safe spaces" within urban centers? How might libraries foster greater civic engagement amongst visitors and constituents?

How might libraries redesign their space to reflect a range of learning behaviors and modes? How might libraries promote further accessibility and transparency of information, especially for those without internet at home? How might libraries use multiple instances at smaller scales (branch libraries, pop-up libraries) to create further impact?

OPPORTUNITIES YOU MIGHT BE THINKING ABOUT

How might libraries capatalize on being "safe spaces" within urban centers? How might libraries foster greater civic engagement amongst visitors and constituents?

TODAY'S DESIGN CHALLENGE:



Take one minute

GRAB A POST IT AND WRITE THE FIRST IDEA THAT COMES TO MIND

Other thought-starters

RECYCLING, REUSE, SHARING CULTURE, SUSTAINABILITY PROGRAMS, INFORMED CONSUMPTION, PARTNERSHIPS

IN DESIGN RESEARCH, WE BELIEVE



Don't Ask

SURVEYS AND FOCUS GROUPS ARE GREAT TOOLS FOR VALIDATION, BUT IT TAKES FIELD WORK TO GAIN TRUE INSIGHT.

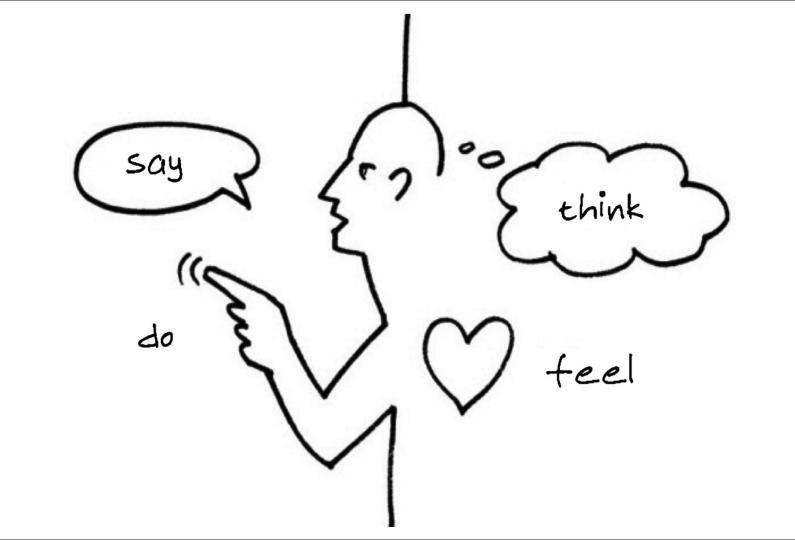
ider: There are cle ~get market. tterns in h ple engas Design for Behavior Lack con SS. • Aren't s SEGMENTATION AND Have m **DEMOGRAPHICS MAY** often st Support **IDENTIFY MARKETS, BUT** ess falls in and when it of priority, and **ONLY BEHAVIORS TELL US** can't sustain WHAT TO DO. make itine. Advocates **Attendees** Inten 4 Behavior Segme

Deep Empathy

DESIGNING MEANINGFUL SOLUTIONS STARTS WITH DEEP EMPATHY FOR THEIR NEEDS, HOPES, AND ASPIRATIONS FOR THE FUTURE.

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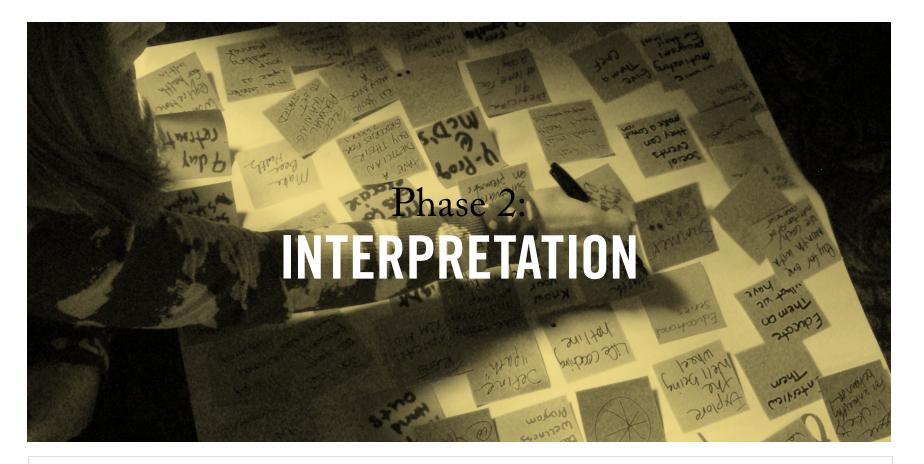
STEP 1: OPEN UP YOUR INSPIRATION PACKETS

STEP 2:

EACH TAKE ONE Story Card and Read through it

STEP 3: REFLECT

YOUR OWN PERSONAL STORIES COUNT, TOO!



LET'S LOOK BACK AT OUR DESIGN CHALLENGE

HOW MIGHT WE INSPIRE AND LĿ **SUPPORT YOUTH TO GREEN THEIR COMMUNITIES?**



TO INTERPRET OUR STORIES, WE'LL Focus on 1. Insights, 2. Themes, and 3. 'How might we' questions



CAPTURE ON POST-ITS: WHAT WAS SURPRISING OR MEMORABLE IN THE STORY? WHAT DID THIS PERSON CARE ABOUT THE MOST? WHAT MOTIVATES OR ENGAGES HIM/HER? WHAT FRUSTRATED HIM/HER?



CLUSTER POST-ITS: GROUP RELATED INFORMATION FIND HEADLINES



FRAME OPPORTUNITIES: TURN INSIGHTS / THEMES INTO ACTIONABLE QUESTIONS HOW MIGHT WE...



STEP 1: Insights WHAT WA WHAT

CAPTURE ON POST-ITS: WHAT WAS SURPRISING OR MEMORABLE IN THE STORY? WHAT DID THIS PERSON CARE ABOUT THE MOST? WHAT MOTIVATES OR ENGAGES HIM/HER? WHAT FRUSTRATED HIM/HER?



STEP 2:

Themes

CLUSTER POST-ITS: GROUP RELATED INFORMATION FIND HEADLINES



STEP 3:FRAME OPPORTUNITIES:HMWTURN INSIGHTS / THEMES INTO ACTIONABLE QUESTIONS
HOW MIGHT WE...





STEP 1:

CHOOSE 1-2 HMW QUESTIONS TO BRAINSTORM

STEP 2:

BRAINSTORM VISUALLY USING POST-ITS

STEP 3:

VOTE ON THE IDEA YOU'D LIKE TO PROTOTYPE

USE DOTS TO VOTE-EACH Person gets 3 dots



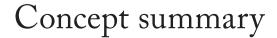


RAPID PROTOTYPING BRINGS IMMEDIATE TANGIBILITY TO IDEAS, MAKING THEM INSTANTLY SHAREABLE





METHODS TO USE: ROLE-PLAYING BODY-STORMING PHYSICAL MOCK-UP CUT-AND-PASTE TALK LESS, MAKE MORE!





CAPTURE YOUR IDEA:

TAKE 5 MINUTES TO RECORD THE SUMMARY OF YOUR IDEA AS A GROUP— WRITE DIRECTLY ON THE POSTERS ON THE WALL



STEP 1: Prototyping

METHODS TO USE: ROLE-PLAYING BODY-STORMING PHYSICAL MOCK-UP CUT-AND-PASTE TALK LESS, MAKE MORE!



STEP 2:

Concept Summary

CAPTURE YOUR IDEA: TAKE 5 MINUTES TO RECORD THE SUMMARY OF YOUR IDEA AS A GROUP-WRITE DIRECTLY ON THE POSTERS ON THE WALL





STEP 1:STEP 2:STEP 3:PAIR UP WITH
ADJACENT GROUPTEAM PRESENTS
FOR 2 MINGIVE FEEDBACK ON
CONCEPT

REPEAT #2 AND #3 FOR OTHER TEAM



THANK YOU.

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