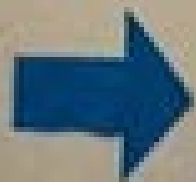


DESIGN THINKING EVERY DAY!

a how-to guide

Patients

Please check in using one of our kiosks



THOMAS
EYE GROUP



DER
E'S

EXIT



“I WANTED TO CANCEL AND RUN OUT OF THE OFFICE.
I FELT STUPID.”

—ME, A PATIENT



**“WE MUST DESIGN FOR THE WAY PEOPLE BEHAVE,
NOT FOR HOW WE WOULD WISH THEM TO BEHAVE.”**

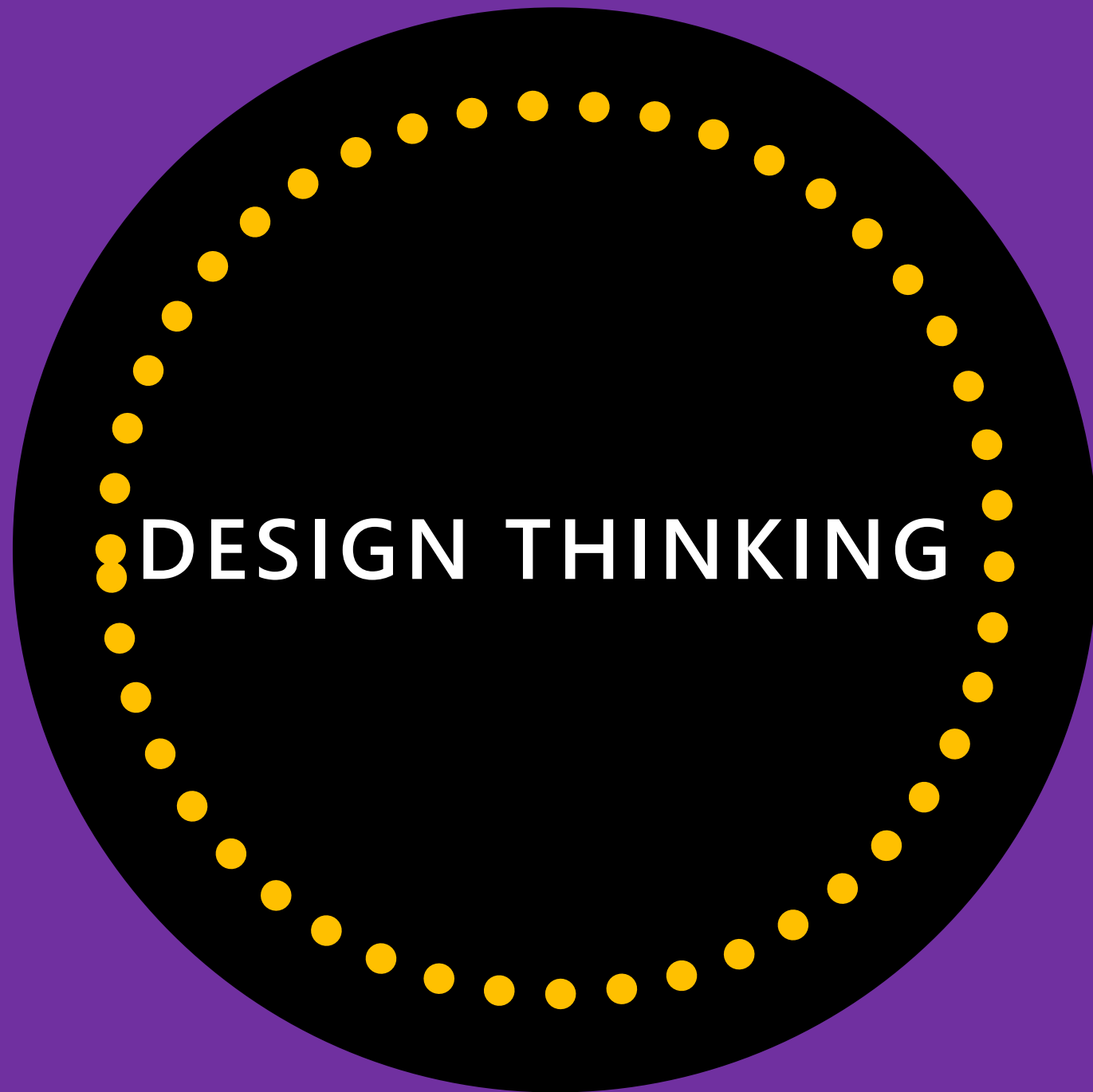
—DON NORMAN



FACT

**TECHNOLOGY IS A TOOL. BY ITSELF IT CANNOT
SOLVE PROBLEMS. IT NEEDS | UX.**

But how can you improve the user experience without being a designer?



DESIGN THINKING

Design thinking is a process for creative problem solving.

Empathy

It is human-centered.

Ideation

It generates A LOT of ideas.

Experimentation

It tests ideas through prototyping.

WHY?

What does design thinking bring to the table?

Lower Risk

It reduces the risk associated with launching new ideas.

Better solutions

Solutions generated are revolutionary, not just incremental.

Learn Faster

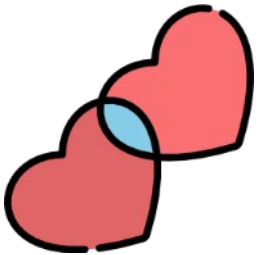
Organizations can learn faster through prototyping.

THE PROCESS

Design Thinking in a Nutshell

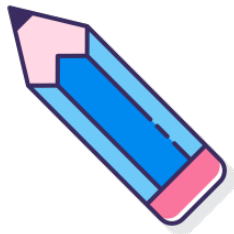
1

Empathize



2

Define



3

Ideate



4

Prototype



5

Test



1

Understand the humans who use what you are creating.

EMPATHY

Why?

It can help you or your team surface unmet needs of the people you are creating for.





2

What are you trying to solve?

DEFINE

Ask a question that might get you closer to the root of the challenge or support an incremental improvement.

3

What are all of the options?

IDEATE

Brainstorming
Is just one way to ideate.

Don't throw out any idea.
Generate, then evaluate.



4

Create something that looks real, but not too real.

PROTOTYPE

Don't spend too long on this.
It should feel real enough to test.





“IF A PICTURE IS WORTH A THOUSAND WORDS, A PROTOTYPE IS WORTH A THOUSAND MEETINGS.”

—IDEO.org



5

Will it work?

TEST

Evaluate the usability of what you created
by testing on real people.

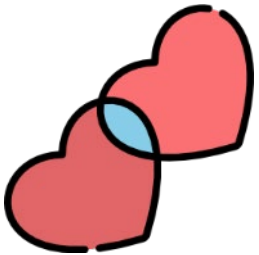
This is not the same as QA Testing.

THE PROCESS

Design Thinking in a Nutshell

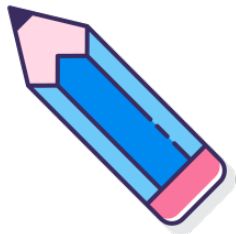
1

Empathize



2

Define



3

Ideate



4

Prototype



5

Test

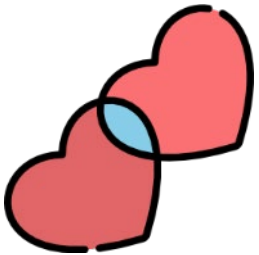


THE PROCESS

Design Thinking in a Nutshell

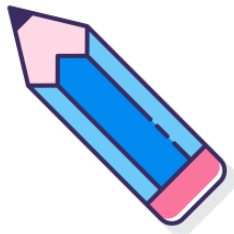
1

Empathize



2

Define



3

Ideate



4

Prototype



5

Test

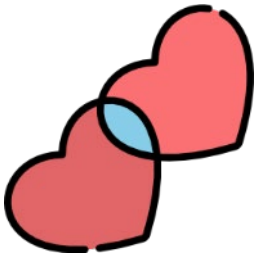


THE PROCESS

Design Thinking in a Nutshell

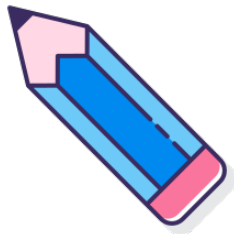
1

Empathize



2

Define



3

Ideate



4

Prototype



5

Test

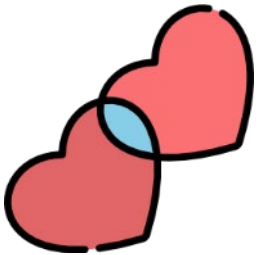


THE PROCESS

Design Thinking in a Nutshell

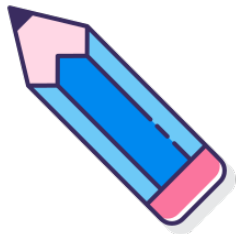
1

Empathize



2

Define



3

Ideate



4

Prototype



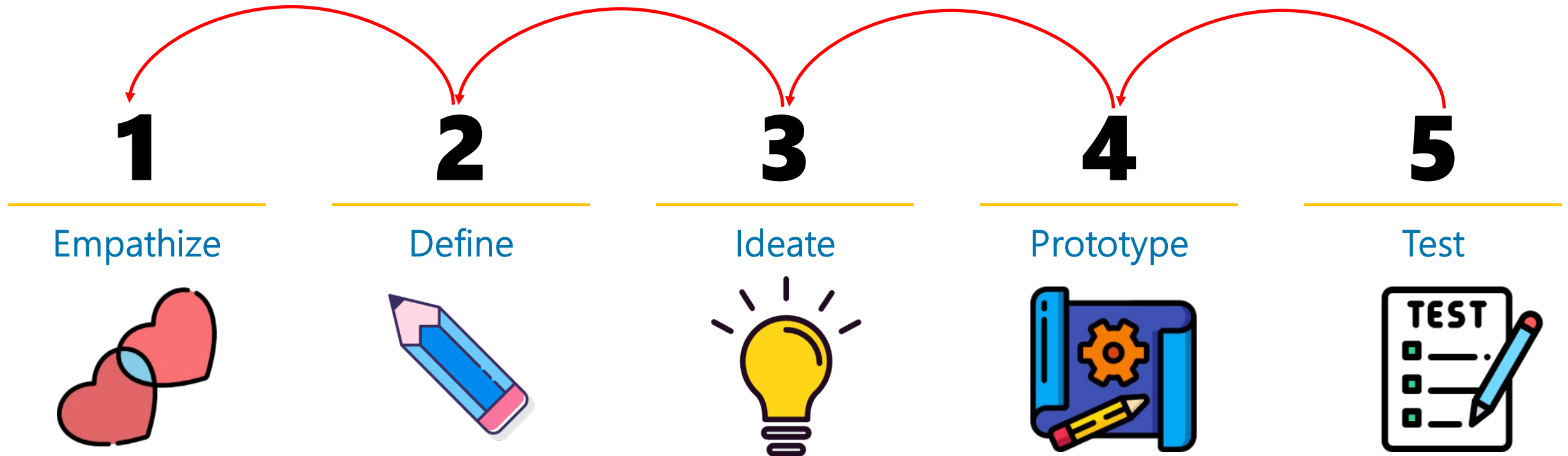
5

Test



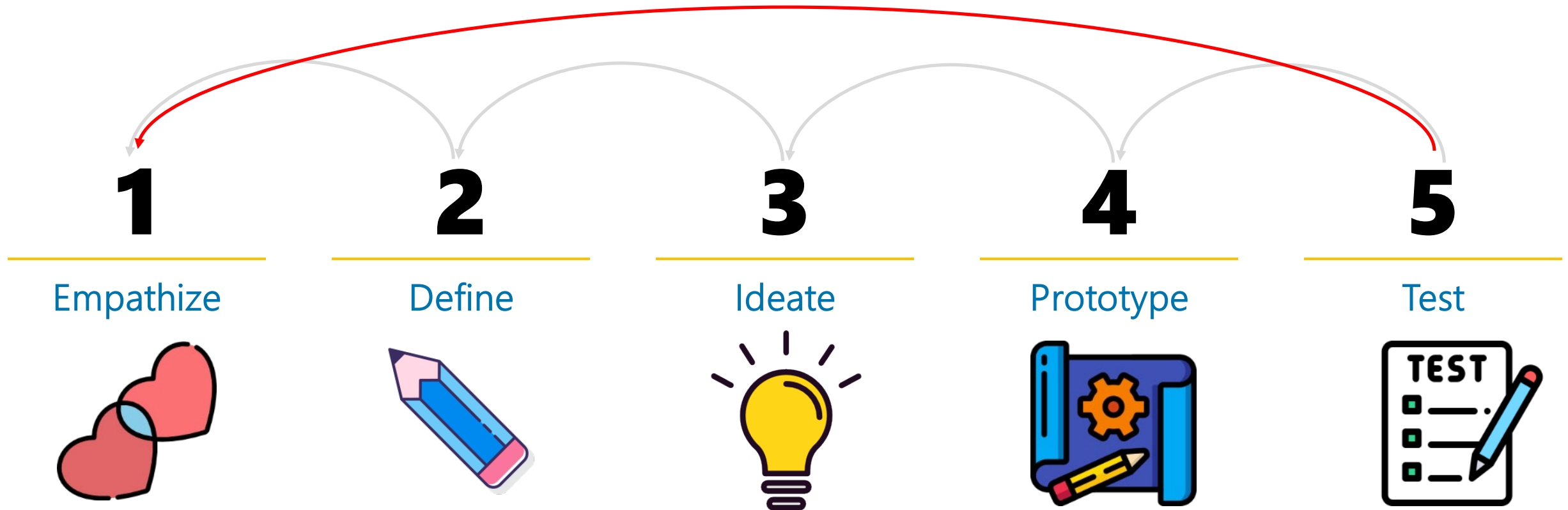
THE PROCESS

Design Thinking in a Nutshell



THE PROCESS

Design Thinking in a Nutshell





**SO, IF YOU DON'T HAVE A DESIGNER, HOW CAN
YOU IMPLEMENT THIS?**

Yes, you can do this....



DESIGN THINKING EVERYDAY

START SMALL

Create small experiments.

Practice gathering data, testing frequently, and iterating quickly.

Look for projects with less risk.

Try it out on a holiday party....







DESIGN THINKING
EVERYDAY

DOUBLE DELIVER

Do it both ways and measure.

Do it the way you're supposed to, but also try design thinking. You'll be able to meet your leader's expectations for the type of work they wanted done and also show the value of design thinking.



DESIGN THINKING EVERYDAY

FIND THE NON-OBVIOUS NEED

Ask why first.

Most people go straight to problem-solving when faced with an issue.

When a problem feels huge or hopeless, try searching for a non-obvious need instead. Ask questions, experiment, and look for the hidden benefits of a situation until you uncover a true need. That's when you can begin to work toward a solution.



DESIGN THINKING EVERYDAY

EVANGELIZE AND INSPIRE

Speak to the value of design thinking.

Get comfortable with speaking about it and why it's needed—because today's problems are extremely complex.

Connect back to humans.

For people who aren't in traditionally creative roles, design thinking may not be as valuable for the creative problem-solving process as it is for the way it connects you back to the people you're working to help.



KIM KARDASHIAN

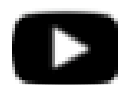
Though her career began on reality TV, Kim Kardashian is now one of the most influential people on social media. She was described as a "culture phenomenon" by Vogue and ranked on Time's 2015 list of influential people.



@kimkardashian
98,200,000 Followers



@KimKardashian
29,900,000 Page Likes



Kim Kardashian West
590,000 Subscribers



@kimkardashian
N/A



@KimKardashian
50,900,000 Followers



Television Personality



CREATIVITY NOT REQUIRED

You don't need to be a designer for design thinking.

BE HUMAN

Remember the empathy!

TEACH

As you grow more comfortable, share the process with others in your organization.

DESIGN THINKING EVERYDAY!

THANK YOU



Questions?



<https://www.linkedin.com/in/cindybrummer/>



cindybrummer@standardbeagle.com

