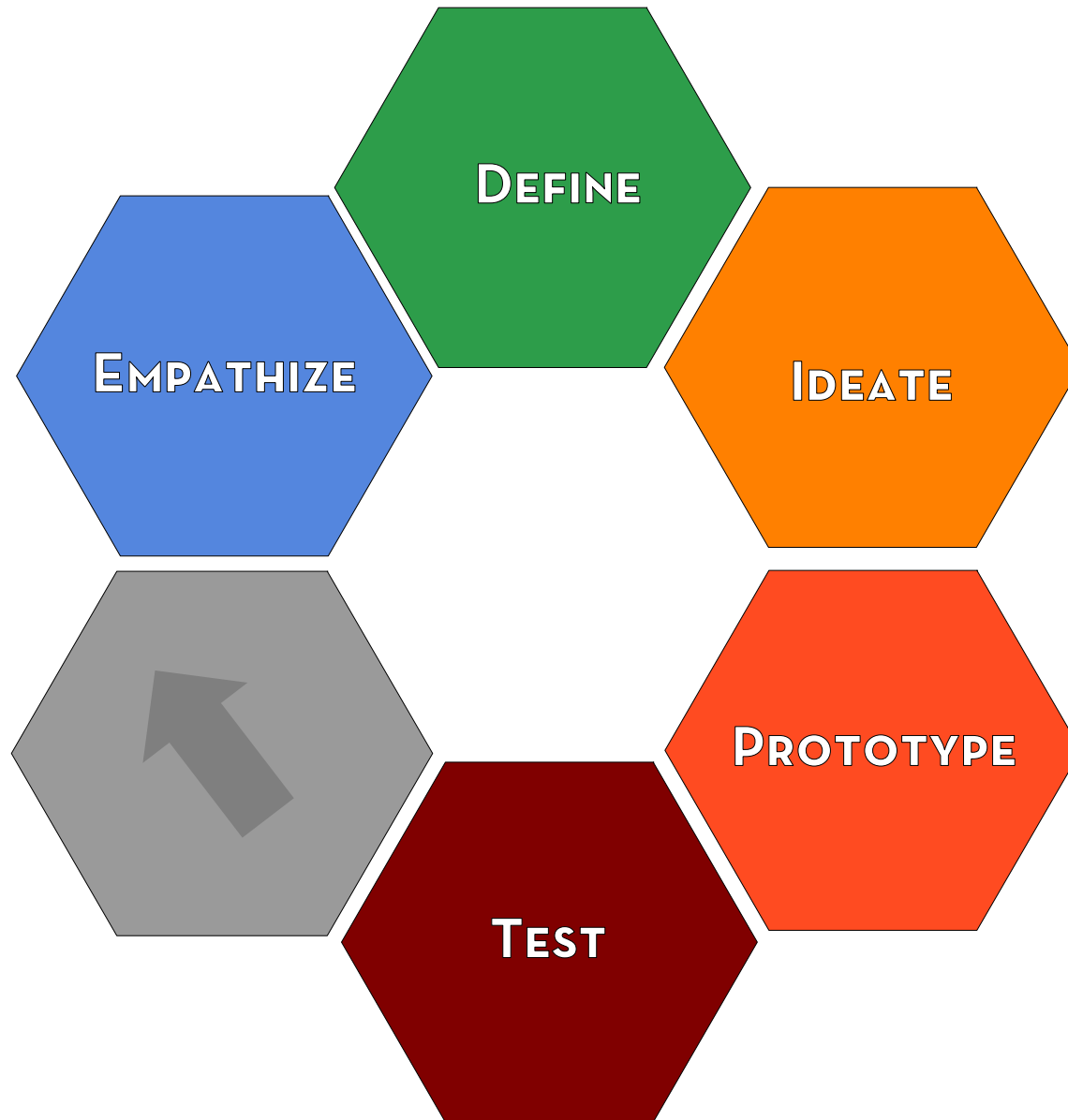




DESIGN  
THINKING

# An Introduction to Design Thinking

June 2014



# STANFORD

MARCH/APRIL 2010

THE d.SCHOOL WAY:

**INNOVATE.  
RELENTLESSLY**

page 46

Unshackle  
imagination



\* rekindle the  
Kindergartner \*

Creative  
Confidence

idea  
fluency

Flip the  
mind set

Observe &  
Empathize  
(what do  
humans need?)



Surround the  
problem

Test

**IDEATE**

prototype

## HISTORY AT GROUND LEVEL

The role of geography  
in the rise of civilizations

PAGE 54

## MOVIE MAGIC

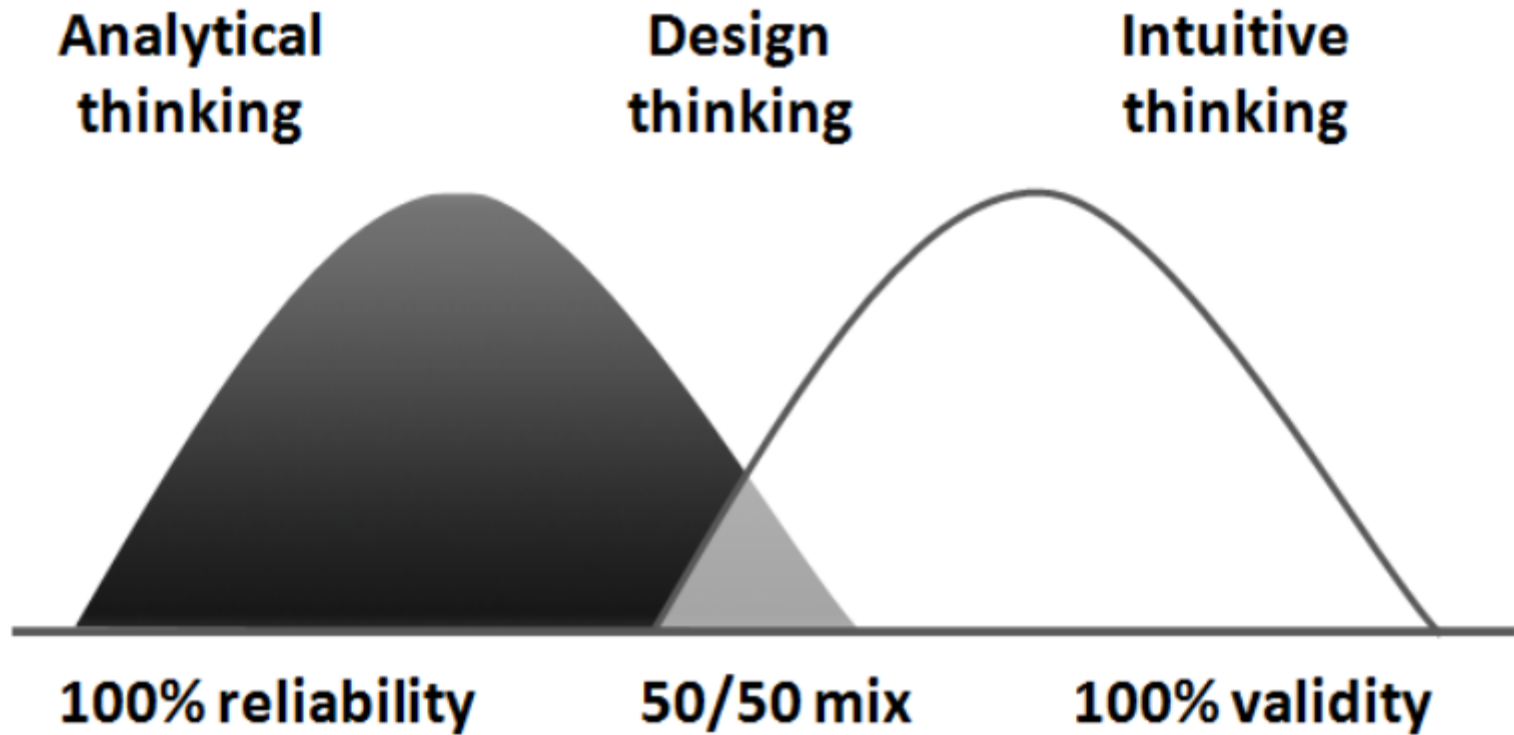
Setting the scenes  
in *127 Hours*, *Slumdog*

PAGE 63

d.school  
founder and  
Jedi master  
David Kelley

**“Make the human  
element as important  
as the technical &  
business elements.”**

- David Kelley, Founder IDEO  
& Stanford Design School



How Design Thinking is Different

# Why should you care?

...want to learn HOW to be more...

- **Creative**
- **Innovative**
- **Inspiring**
- **Engaging**
- BTW, you already know Design Thinking...

# Traditional

vs.

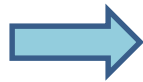
# Design Thinking

What is the right  
**answer?**



What is the right  
**question?**

Design For



Design With

More talk



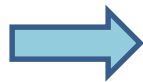
More listen

Facts & Data



Stories, Experiences,  
Feelings

Siloed



Collaborative

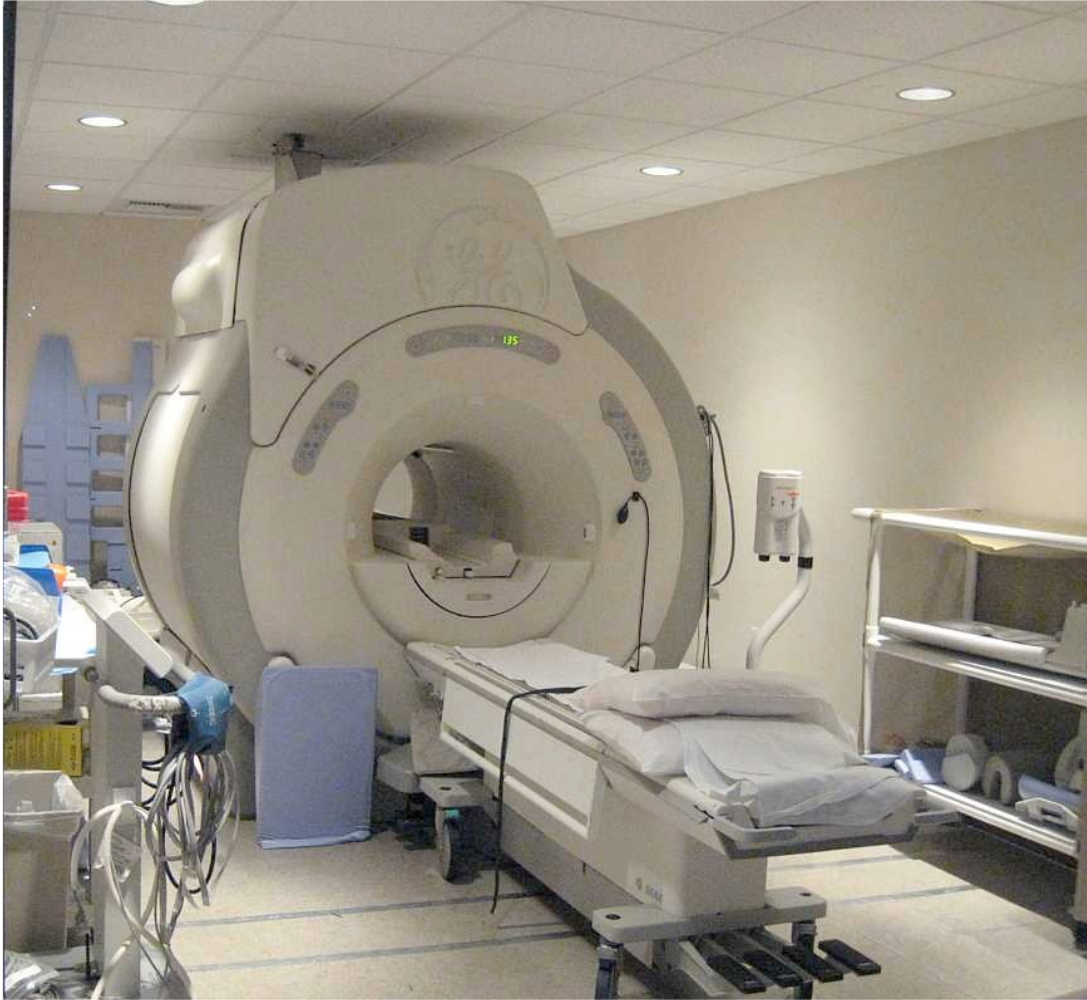
# She's wearing a helmet



# Redefining the Helmet



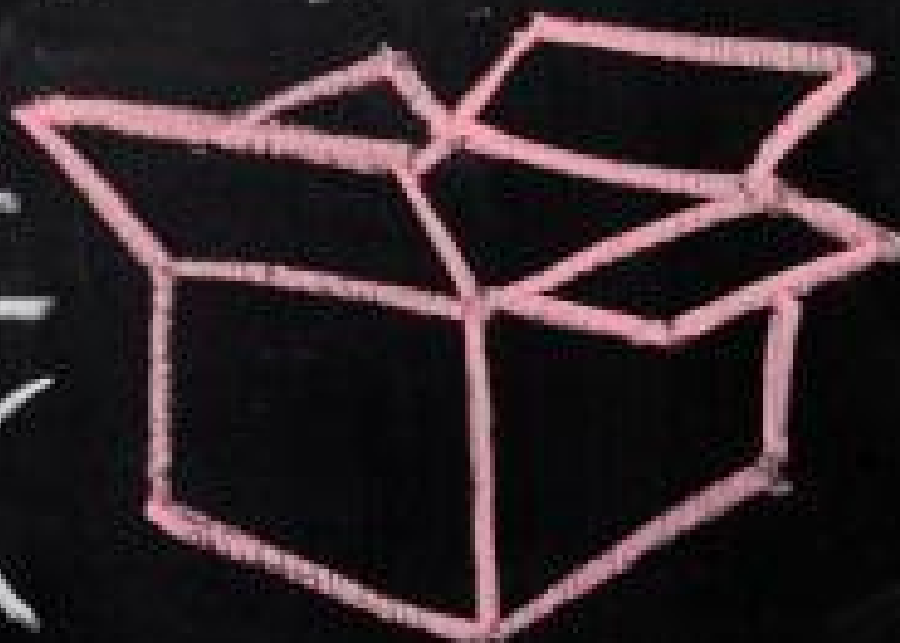




Doug Dietz, GE medicals



THINK  
OUTSIDE  
THE  
BOX





DESIGN  
THINKING

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# Design the **IDEAL** wallet:

## 1) Design a **BETTER** wallet:

**sketch** your best idea here:

00:04



**Your Mission:** Design something **USEFUL & MEANINGFUL**  
for your partner. Start by **GAINING EMPATHY:**

(You are NOT just  
designing a wallet.)

## 2) Interview

Ask your partner to introduce themselves to you by walking you through the contents of their purse or wallet. Ask questions.

NOTES/SKETCHES:

00:05 per person

What stood out to you? What are you curious about?

INSIGHTS:

00:01 per person

Switch roles & repeat Interview 1.

Articulate your current **POINT OF VIEW**:

**DEFINE**

**3)** Inventory possible **NEEDS**:



\_\_\_\_\_ name

things they are trying to do (**needs**):

ways they want to feel (**insight/meaning**):

00:03

**4) DEFINE** a Problem Statement:

\_\_\_\_\_ name

**NEEDS A WAY TO** \_\_\_\_\_

user's need

**in a way that makes them FEEL**

\_\_\_\_\_ insight/meaning

my problem statement

00:03



**Generate alternatives to test:**

**IDEATE**

**5)** Sketch **5-7** RADICAL ways to meet your user's needs:

put problem statement here

00:05

**6) SHARE** your solutions + **CAPTURE** feedback.

00:03 per person

Switch roles & repeat sharing.

## 7) **BUILD** your solution.

Make something your partner can interact with!

[not here]

00:08

## **RAPID PROTOTYPING + FEEDBACK**

### 8) **SHARE** your solution + **CAPTURE** feedback.

**+** What worked...

"I Like"

**-** What could be improved...

"I Wish"

**?** Questions...

"What If"

**!** Ideas...

"I Wonder"

00:05 per person

Switch roles & repeat sharing.

**BE MINDFUL** of your innovation process:

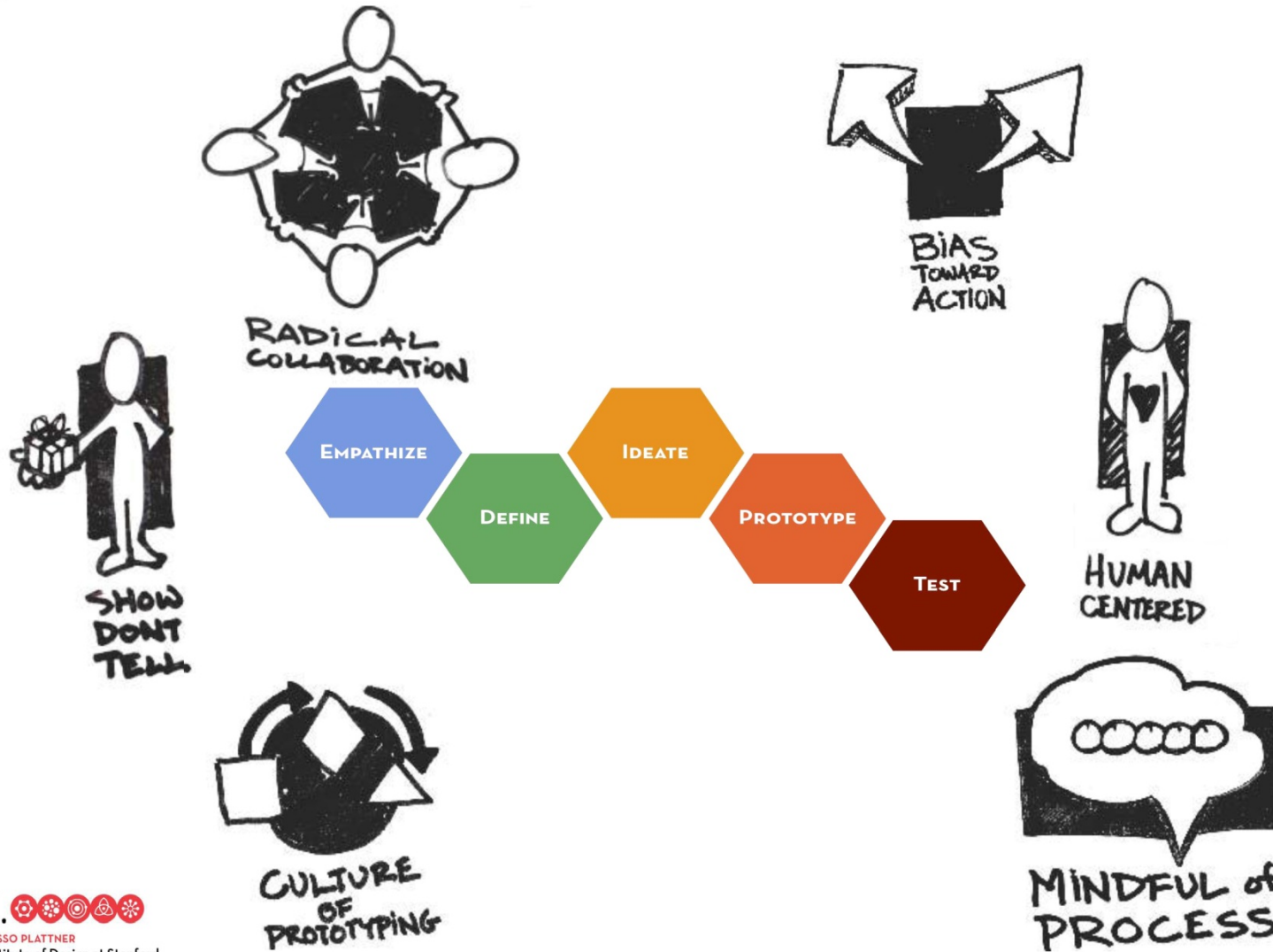
**REFLECT**

**9) REFLECT** on your design thinking process:

1. Was your final design the same or different than your ideal design?
2. Where did you get stuck?
3. When did you get your a-ha's?
4. How did EMPATHY contribute to your design?
5. How did PROTOTYPING alternatives contribute to your design?
6. How did FEEDBACK contribute to your design?
7. How would you improve your process?

00:04

# DESIGN IS A PROCESS:



***Thank you !***

For more information

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