

CS377E: DESIGNING SOLUTIONS TO GLOBAL GRAND CHALLENGES

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Define

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April 6, 2016

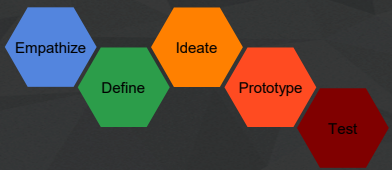
Slides adapted from d leadership Define + Ideate slides (https://dschool.stanford.edu/groups/dleadership/wiki/5908/leadership_2014.html)
Additional resources from bootcamp bootley (<http://dschool.stanford.edu/wp-content/uploads/2011/03/Bootcamp/Bootles201103SUM.pdf>)

Outline

- Design thinking process
- Inferring insights
- Point of views
- Practice the process

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Design Thinking



Empathize Define Ideate Prototype Test

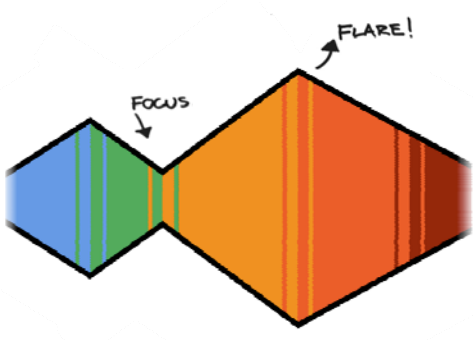
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Design Thinking



Define


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FOCUS FLARE!

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REALIZE



Define FOCUS

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The Perennial Objective:
IMPROVE THE STAIN-REMOVING PERFORMANCE OF TIDE

The Realization:
**IT'S NOT ABOUT CLEANING.
IT'S ABOUT CARING FOR CLOTHES.**

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REALIZE

Define

FOCUS

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**FOCUS
ON *ONE*
MEANINGFUL
CHALLENGE**

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Focus by Writing a “Point of View”

A unique, concise reframing of the problem that is grounded in user needs & insights.

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Focus by Writing a “Point of View”

WE MET . . .
(user you are inspired by)

WE WERE AMAZED TO REALIZE. . .
(insight—verb reflecting user needs)

IT WOULD BE GAME-CHANGING TO. . .
(Synthesized statement to leverage in designing solution.
A problem with a more informed perspective!)

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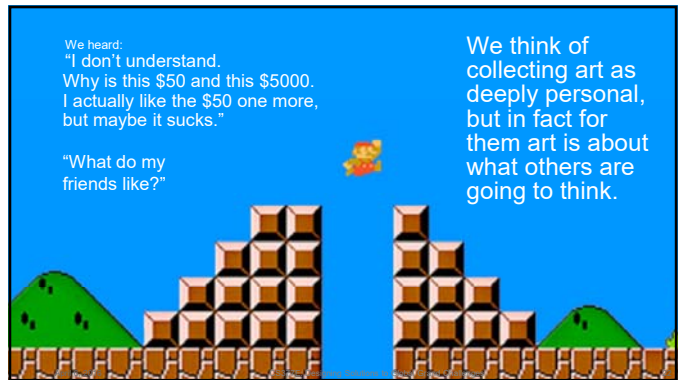
Focus by Writing a “Point of View”

WE MET . . .
a young millennial living in SoCal

WE WERE AMAZED TO REALIZE. . .
he protects & preserves clothing by not washing them often

IT WOULD BE GAME-CHANGING TO. . .
help him care for his clothes while keeping them clean

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The presumed mindset:
ART IS DEEPLY PERSONAL.

The realization:
ART IS FASHION ON THE WALL.

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WE MET . . .
(user – **possibly extreme** – you are inspired by)

WE WERE AMAZED TO REALIZE . . .
(what did you learn that's **new**?)

IT WOULD BE GAME-CHANGING TO . . .
(frame up an **inspired challenge** for your team.)
(don't dictate the solution.)

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WE MET . . .

a guy in his twenties with a good new job and a new apartment

WE WERE AMAZED TO REALIZE . . .

art is fashion on the wall: it's about what other people are going to think of you

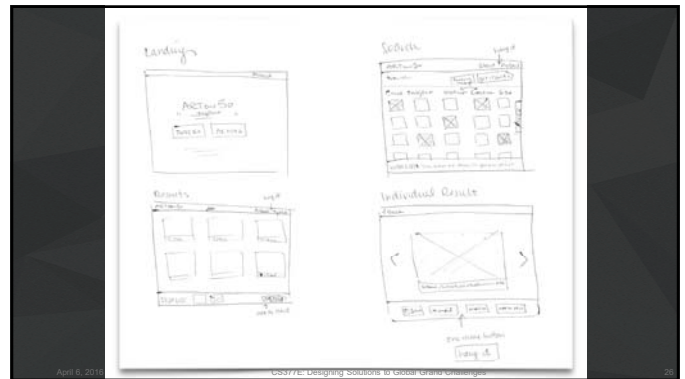
IT WOULD BE GAME-CHANGING TO . . .

help buyers cut through the paralysis of doubt

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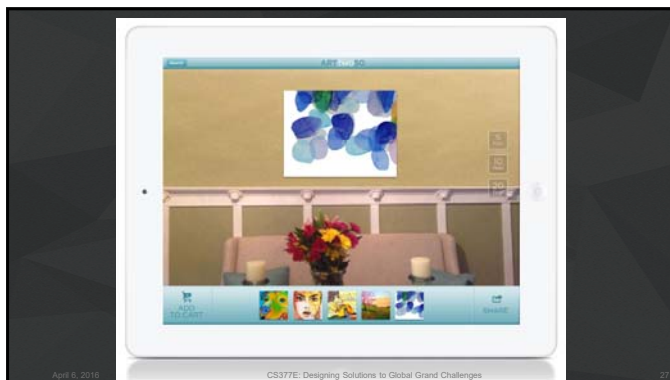
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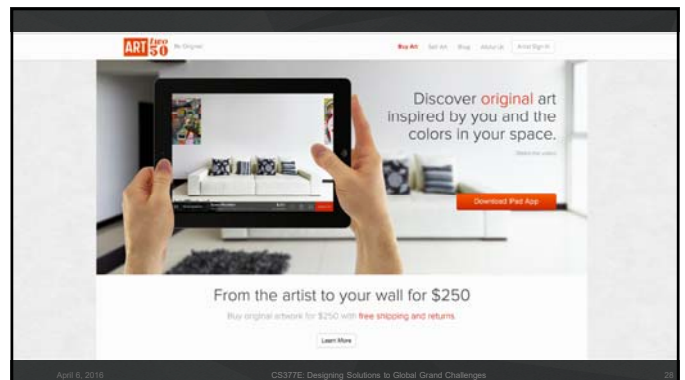
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Point of View: How?

1. UNPACK YOUR EMPATHY WORK
2. LEAP FROM OBSERVATIONS TO IDENTIFYING USER, NEEDS & INSIGHTS
3. REFRAME THE PROBLEM AS A POV

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UNPACK
INSIGHTS
POINT OF VIEW


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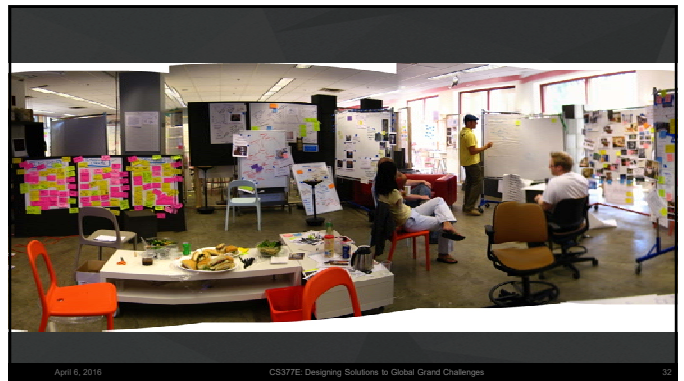
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Using the Data Collected in the Field

- Figure out what is important
- Affinity diagramming
 - group info & find relations between groups
 - Post-its on large surfaces



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Identifying Needs



WHAT DOES SHE NEED?

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identify user, needs, and insights

user	need	insight
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■

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combine to create point of view

user	need	insight
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■

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combine to create point of view

user	need	insight
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■
■ ■ ■	■ ■ ■	■ ■ ■

...NEEDS...
...GAME-CHANGING TO...

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UNPACK
INSIGHTS
POINT OF VIEW

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I wonder if this means . . .

TENSIONS, CONTRADICTIONS, SURPRISES

INSIGHTS

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UNPACK
INSIGHTS
POINT OF VIEW

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Characteristics of A Good Point of View

- Provides focus & frames the problem
- Inspires your team & people you meet
- Fuels brainstorms
- Gives a reference to evaluate competing ideas
- Saves you from the impossible task of creating concepts that are all things to all people
- *Revisit/reformulate as you learn by doing*

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Point of View

WE MET . . .
(extreme user you are inspired by)

WE WERE AMAZED TO REALIZE . . .
(what did you learn that's new? What is their need?)

IT WOULD BE GAME-CHANGING TO . . .
(frame up an inspired challenge for yourself – the insight.)
(don't dictate the solution.)

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Truck Owner's POV

<https://vimeo.com/9212719>

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What did you hear?

- concerned with how she is perceived as a woman
- I feel how she feels
- cares about her truck
- she doesn't want to be stranded again
- lack of other options
- craves independence that other truck drivers have (put things in back, get it fixed) – as a

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DO IT NOW:

UNPACK: note the say, do, think, & feel

INSIGHTS: infer from observations

POINT OF VIEW: 1 written sentence

We met X

We were amazed to realize...

It would be game-changing to...

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Next Time

- Lecture
 - Ideate
- Project
 - Present initial Point of Views
 - create at least 10 to turn in
 - Highlight your top 3
 - Brainstorm on ideas for solutions in class (HMWs)

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