

DESIGN thinking

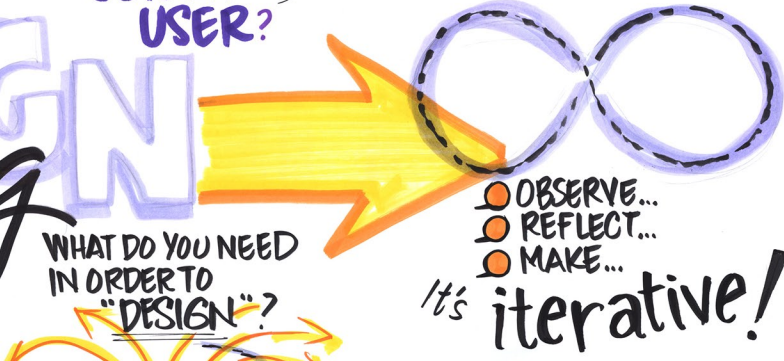
DESIGN an ALARM CLOCK, or...
 DESIGN a WAY for a COLLEGE STUDENT to WAKE UP.
 WHAT'S THE PROBLEM YOU'RE TRYING TO ADDRESS?
 KEEP IN MIND: THIS IS ABOUT PEOPLE!
 IT'S ABOUT IDEAS!
 "YES, and..."
 DIFFERENT PERSPECTIVES LEAD TO BETTER SOLUTIONS.

PUT PEOPLE FIRST!
 It's about EMOTIONAL CONNECTION...
 WHO IS YOUR CLIENT? USER?
 WHAT ARE THEIR HOPES? ASPIRATIONS?
 WHAT DOES THE USER... SAY? DO? THINK? FEEL?
 ... and WHERE'S CHRISTOPHER?
 ... and HAVE BETTER ACCESS SO THAT I CAN PROVIDE BETTER, MORE EFFICIENT SERVICE.

HUMANIZE the DESIGN by creating a PERSONA...

Check your ASSUMPTIONS...
 Ask clarifying QUESTIONS...

WHAT CAN YOU VISUALIZE?
 TRUST with the TEAM...
 WHO CAN YOU TALK TO IN ORDER TO BETTER IDENTIFY THE NEED?
 LISTEN TO THE LIVED EXPERIENCE...
 DON'T BE AFRAID TO MAKE MISTAKES!



What PAIN POINTS, if any, became apparent?

GENERATE ideas...
 CLUSTER them...

Look for similar ideas that FIT TOGETHER!

LABEL them...

FOCUS ON THE "WHAT"
 Develop a NEED STATEMENT:
 [A user] NEEDS A WAY TO _____ SO THAT THEY CAN _____

Caroline: I want to GET INVOLVED EARLIER... I'm FRUSTRATED! I NEED MORE INFORMATION!
 Anna: I LOVE MY DAUGHTER and GRANDSON, but... I'd like to HELP... but I have my own challenges. Sometimes I can't go out... I don't want to be financially dependent...
 Sandra: I want to be a GOOD MOM... ...but I have CHRONIC PAIN... I am the BREADWINNER in my family...

Do a PLAYBACK!
 TELL a USER. FOCUSED STORY... KEEP IT BRIEF...
 SUMMARIZE insights and PRIORITIZE them...

DO YOU KNOW WHAT I NEED?
 AT THIS POINT... NOT THE HOW...