

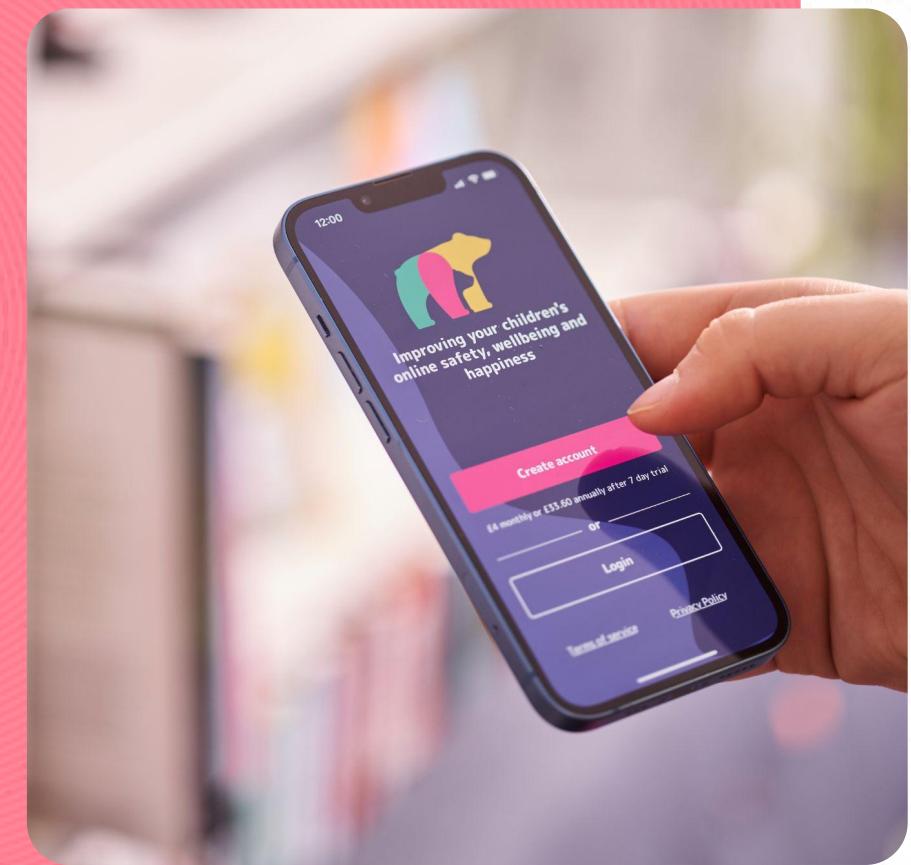
elixel

Creating meaningful interactions

@Mr_Paul_Bird

Who we are

For over a decade we have been transforming businesses with user-centred digital products. We work with you to gain a deeper understanding of your business, problems and goals to build impactful products that transform your business for the better.



Organisations we have supported



J.P.Morgan

 crowdcube



arvato
BERTELSMANN





CONNECTING PLYMOUTH'S DIGITAL COMMUNITY

What is Design Thinking?

Mindset

Encourages collaboration

**Create an outstanding
human-centric solution for a
concrete problem**

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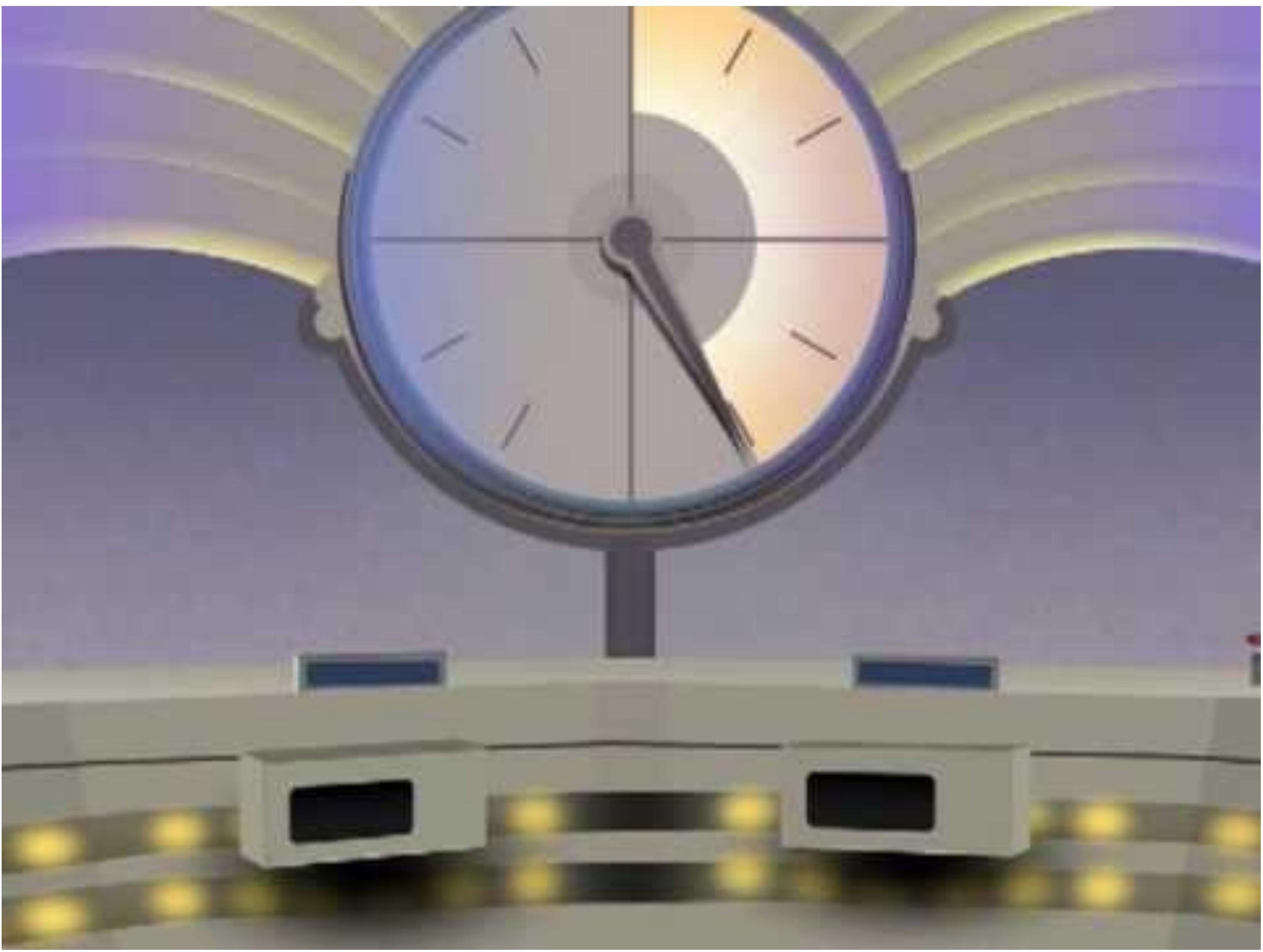
Encourages collaboration

**Create an outstanding
human-centric solution for a
concrete problem**

Design challenge

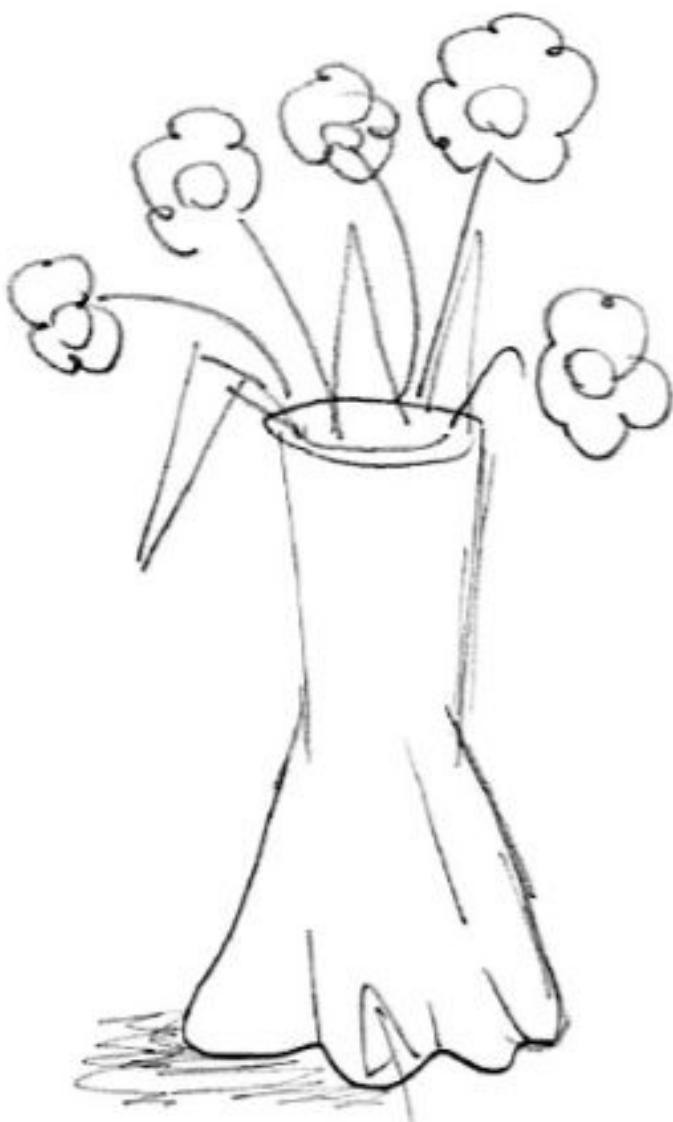


Draw a vase in 30 seconds

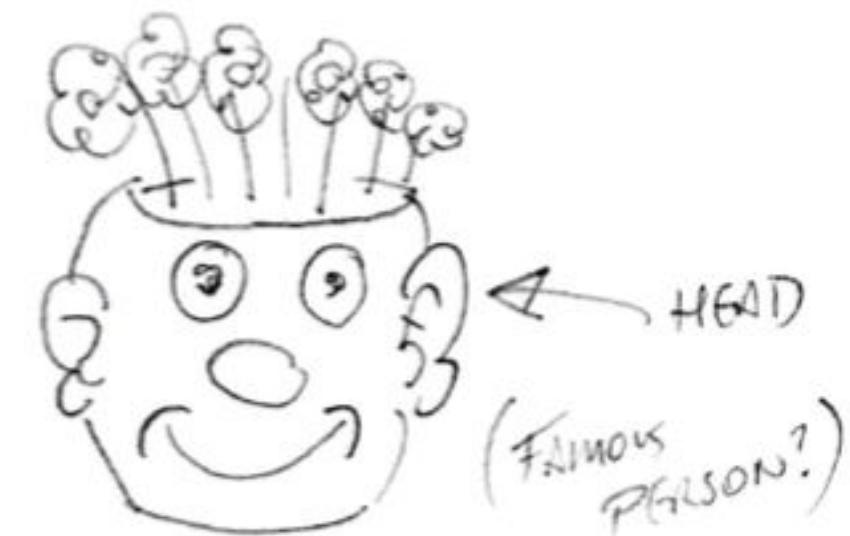
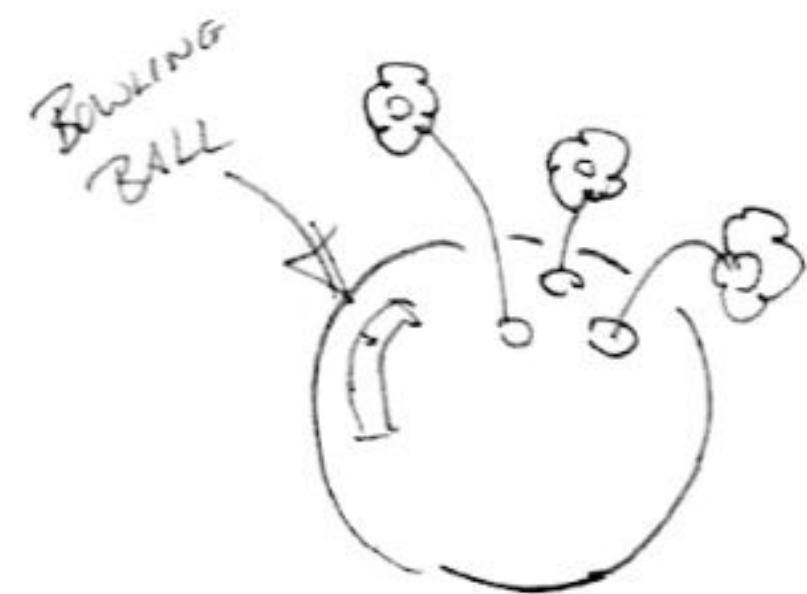




WATER

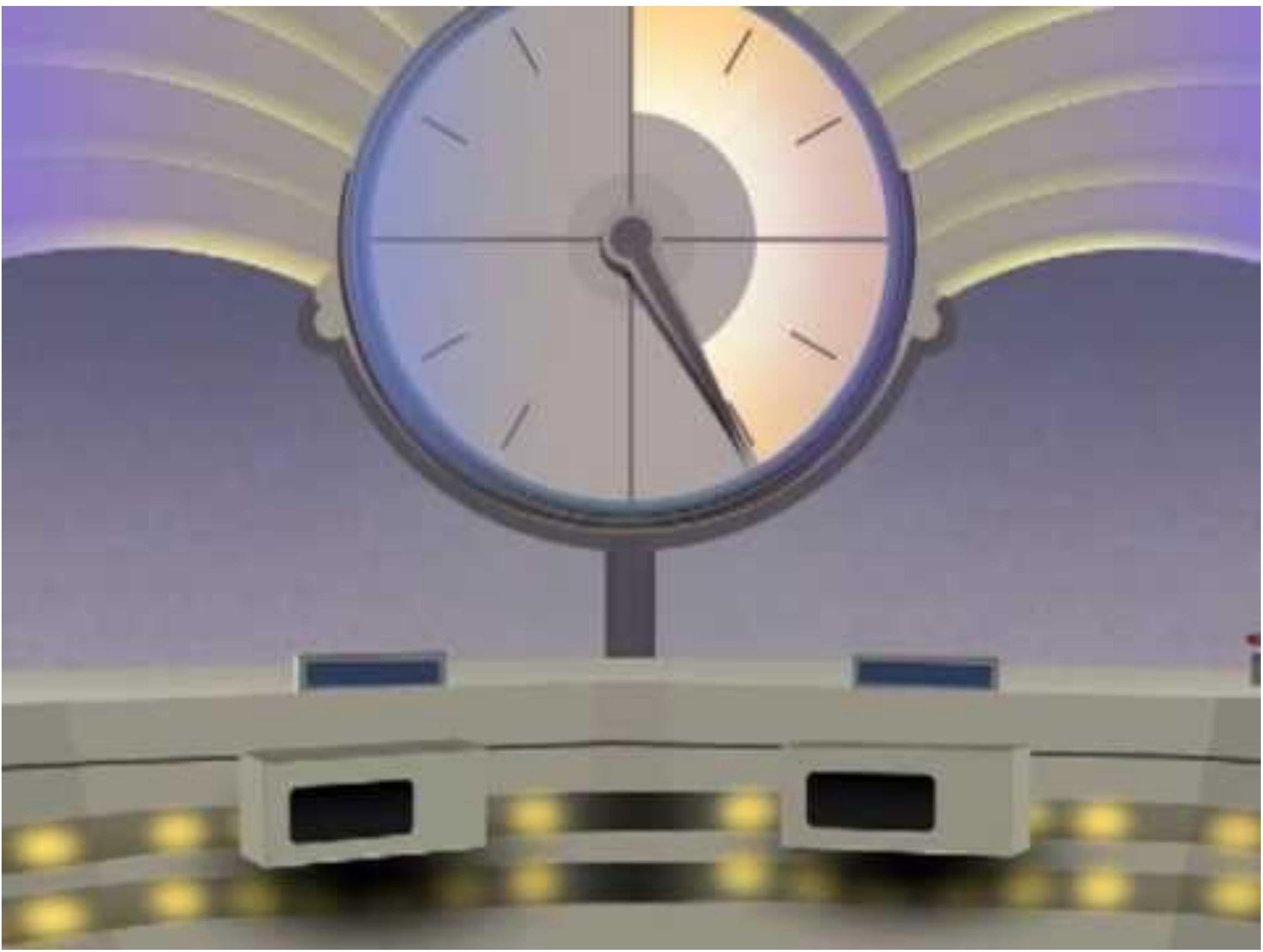


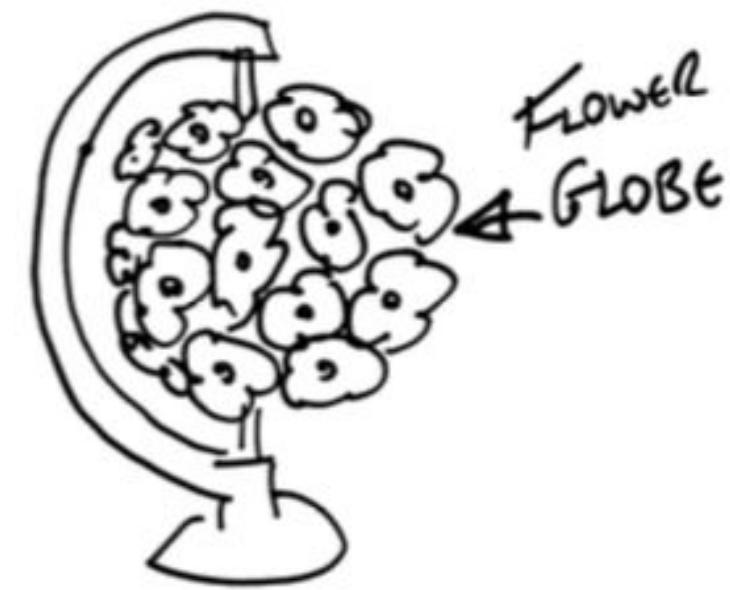
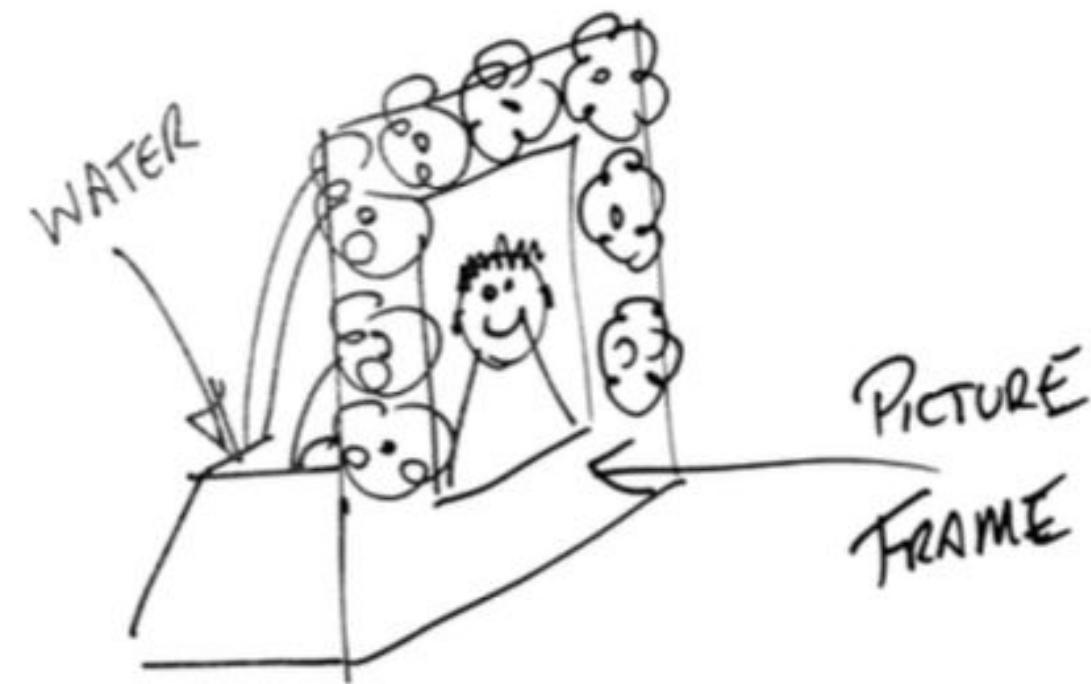
HAND



**Design a better way for people
to experience flowers at home**

30 seconds





Understanding people - Doug Dietz

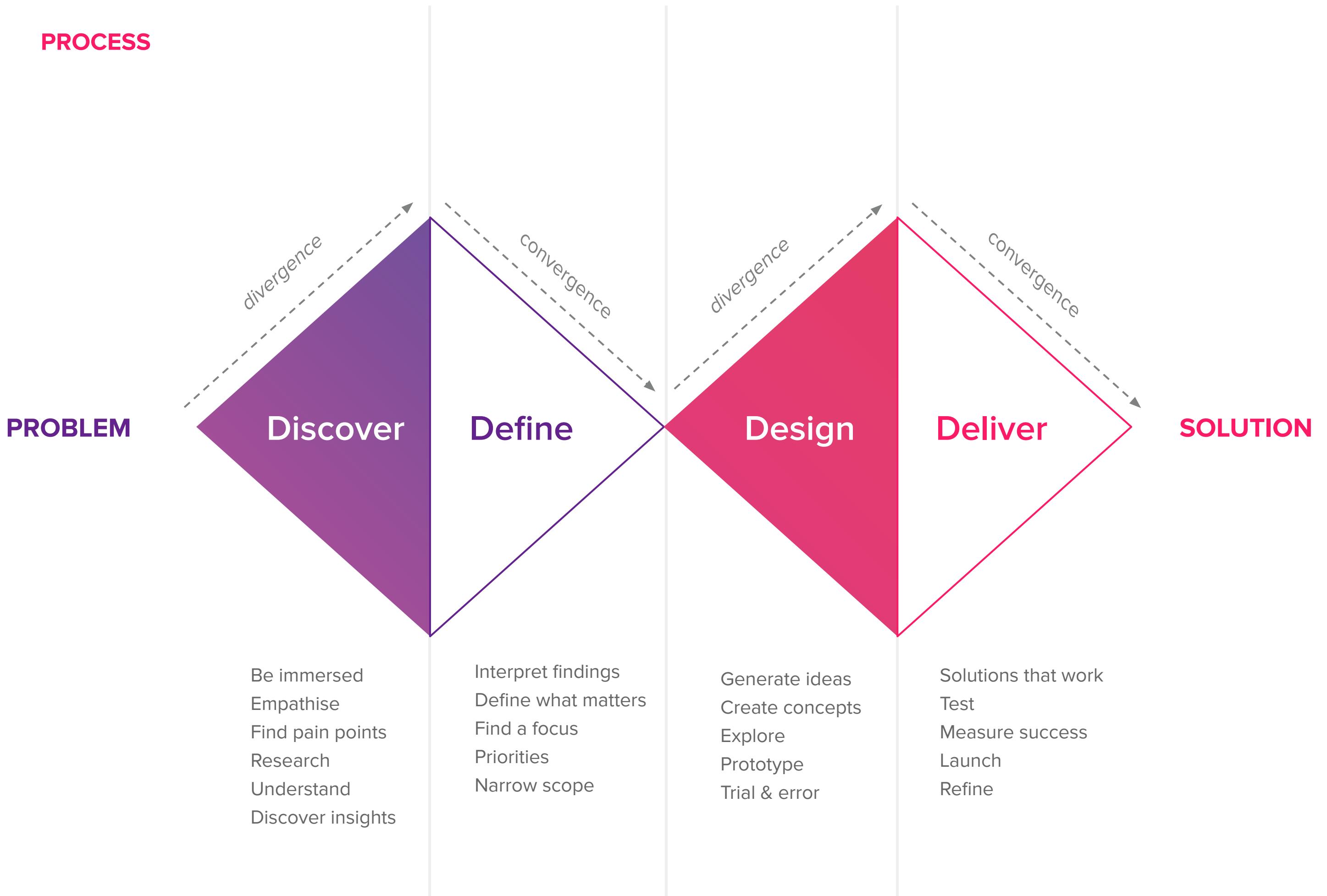


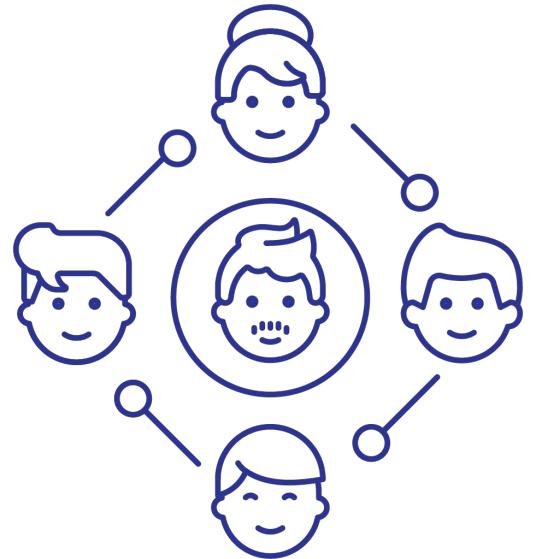












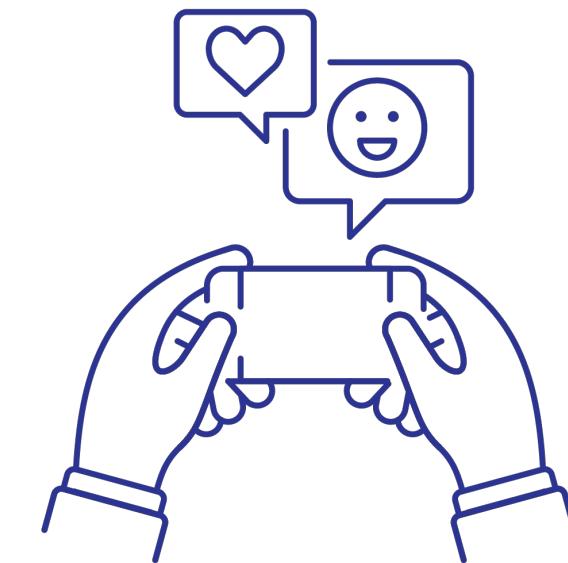
Empower teams with a culture of collaboration

Break down communication barriers (silos) and work more efficiently.



Tackle the challenges that are holding you back

Uncover the real challenges that are slowing your business down.



Deliver iconic solutions that make a difference

Products and services prototyped, tested and built to address real user needs.

2x Faster time to market

75% Reduced design time

33% Reduced development time

The Total Economic Impact™ Of IBM's Design Thinking Practice

<https://www.ibm.com/design/thinking/static/media/Enterprise-Design-Thinking-Report.8ab1e9e1.pdf>

Exercises

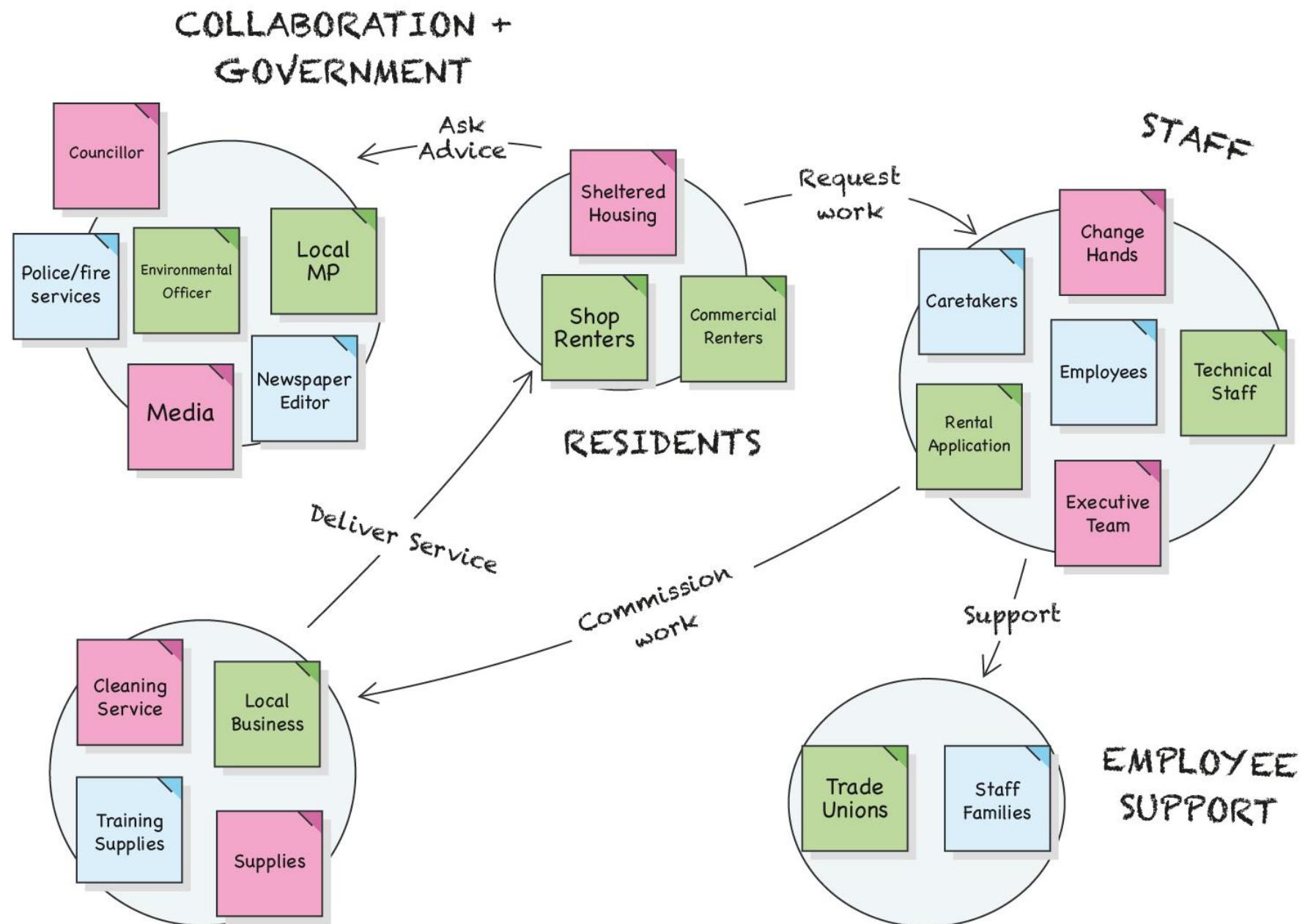
- 1 Business value of Design Thinking**
- 2 What is Design Thinking?**
- 3 Stakeholder map**
- 4 Developing Empathy**
- 5 As-is scenarios**
- 6 Needs statements**
- 7 Generating big ideas**
- 8 Prioritisation**
- 9 Storyboarding & Playbacks**
- 10 Roadmap - clarity**



Stakeholder Exercise

Group of stakeholders with a good understanding of how the organisation works who can identify other stakeholders.

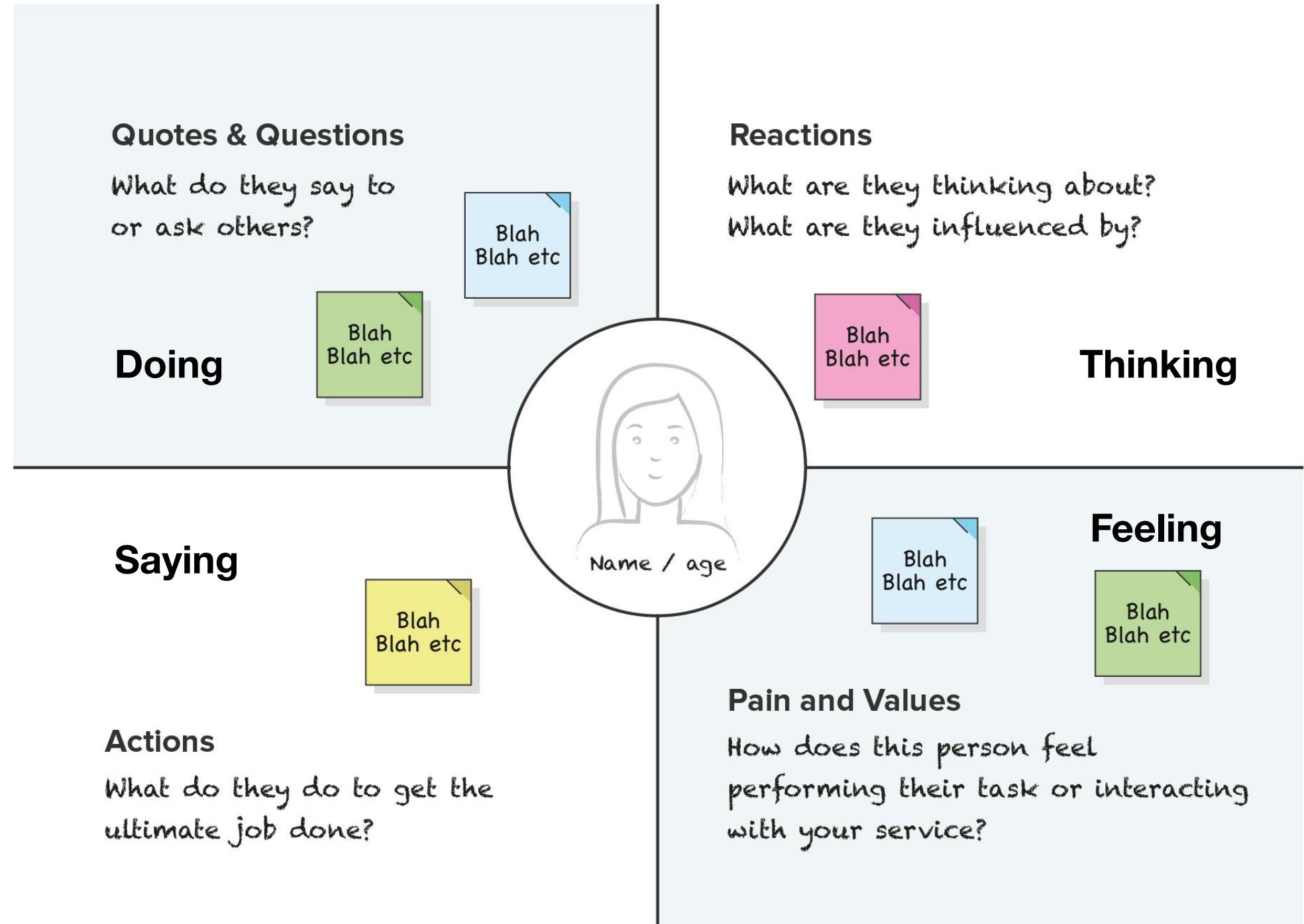
- 1. On each Post-It write the name and/or job title of stakeholders: end users, customers, executives, teams/departments, team roles**
- 2. Cluster notes together into groups, draw an enclosing shape around them and give them a label.**
- 3. Draw lines between groups to show relationships**



Empathy Exercise

Empathy maps help put your team in the user's shoes and gain an aligned understanding of their hopes, fears and challenges.

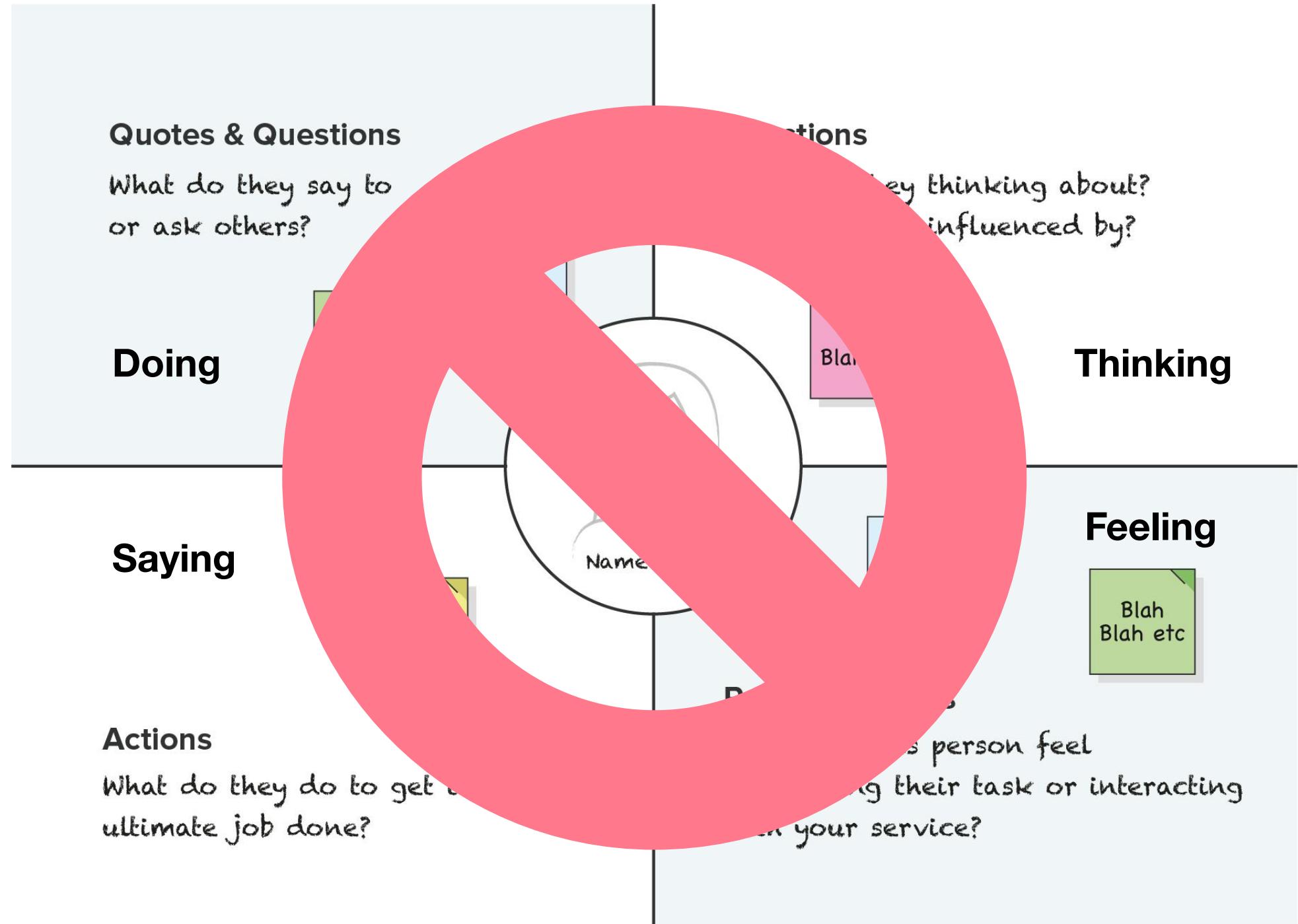
- 1. In centre of the map, draw a picture of your user and give them a name.**
- 2. In each of the four quadrants, add notes for what the user will typically say, so, think and feel.**



Empathy Exercise

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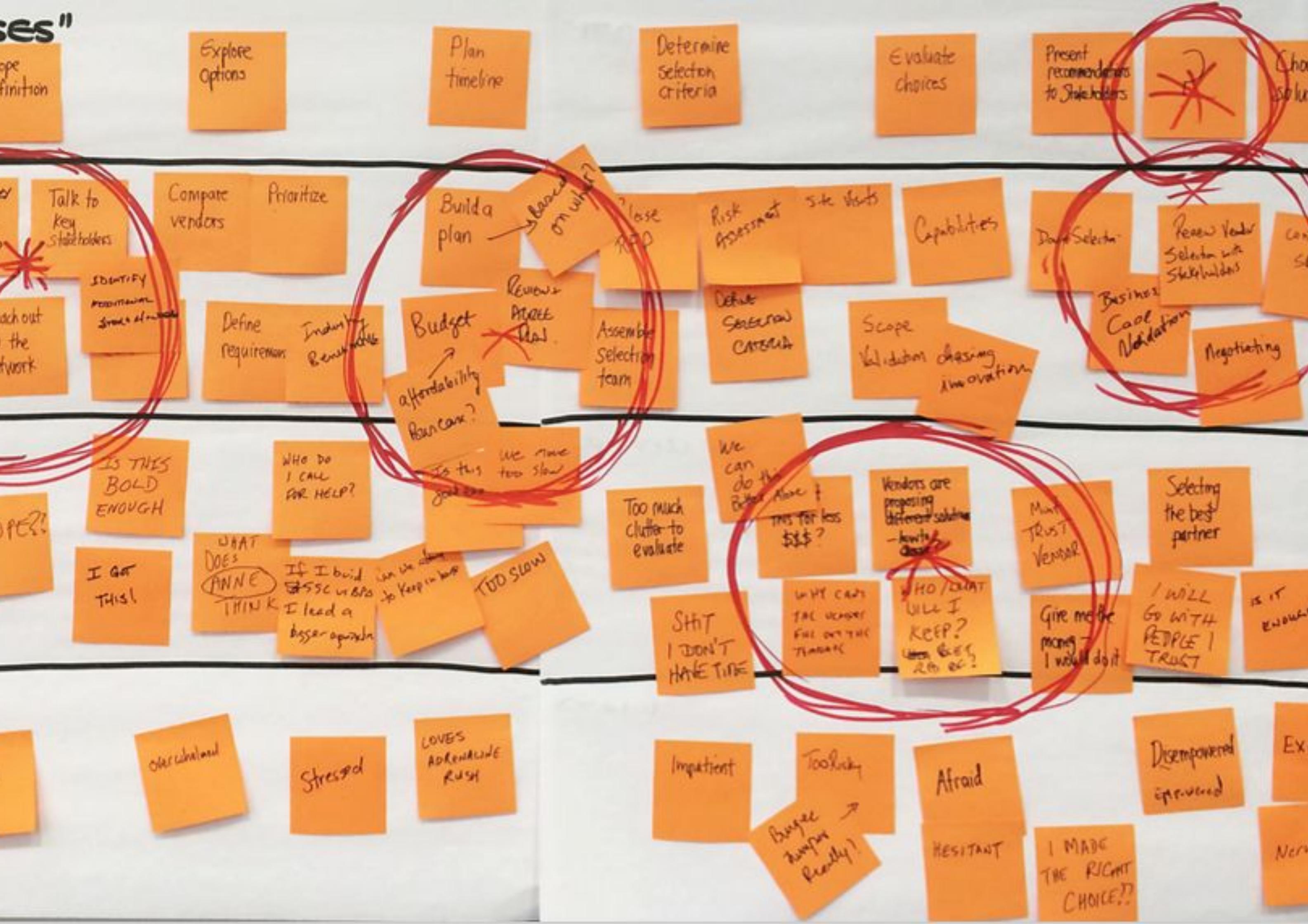


As-Is Scenario Exercise

Understand your users' experience as they progress through tasks and identify where there is friction and where there are opportunities.

- 1. Draw three horizontal lines and label the four rows as 'stages', 'doing', 'thinking', 'feeling'. Place notes in the 'doing' row to indicate the start and end.**
- 2. Add notes for each step a user takes, until everyone agrees it represents a real user experience.**
- 3. Add thoughts and feelings in the corresponding rows under the appropriate step.**
- 4. Label the distinct phases in the stages row.**

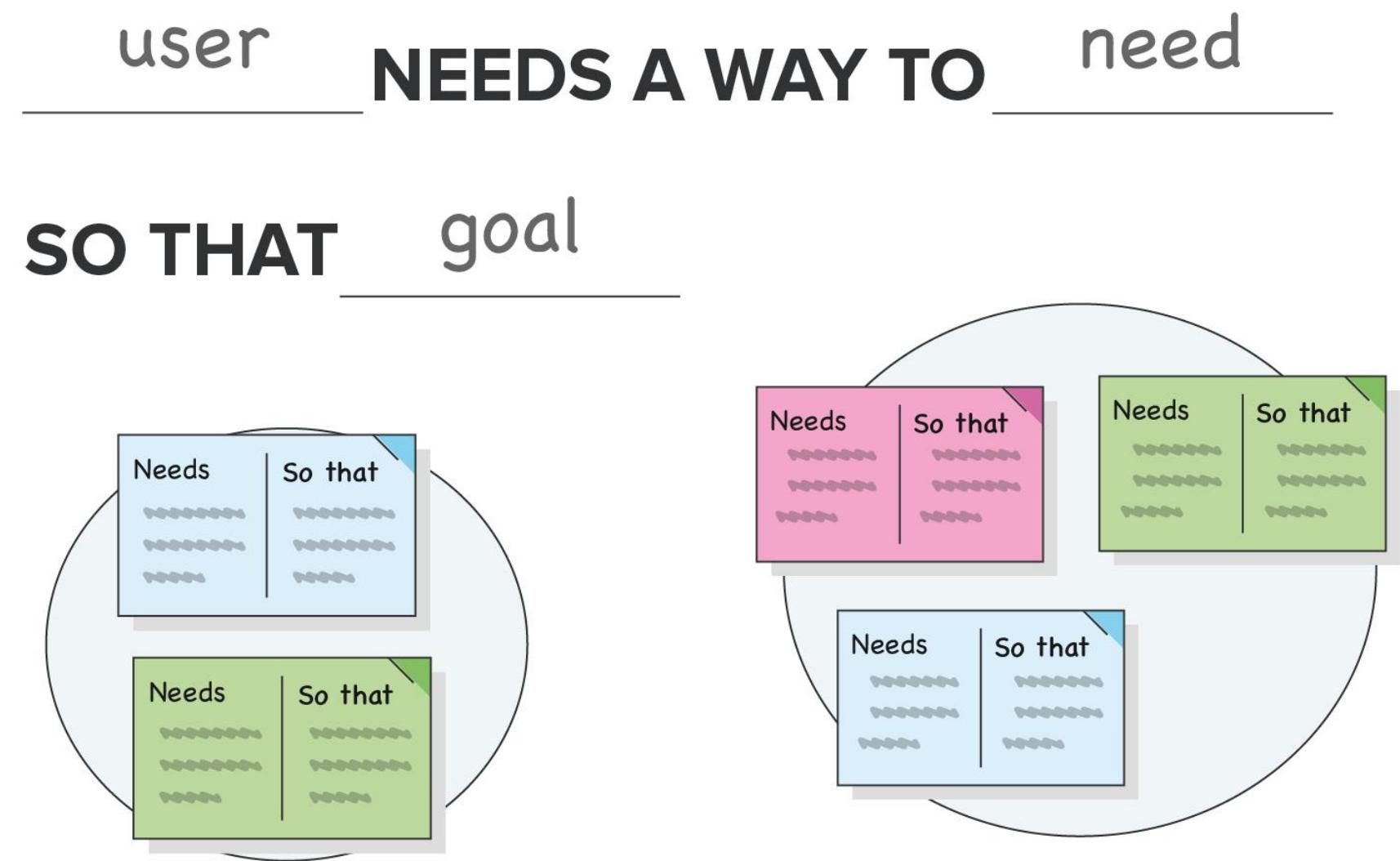




Needs Statements Exercise

Align the team on clearly understanding the needs and goals of users, avoid solving the wrong problems, and define the metrics for success.

- 1. For each identified user pain point start a new Post-It, and draw a line down the centre and label the left side with “Needs” and the right side with “So that”.**
- 2. Write down the need on the left and the desired outcome or achieved goal on the right, being careful to avoid references to technology.**
- 3. Cluster needs into named groups.**



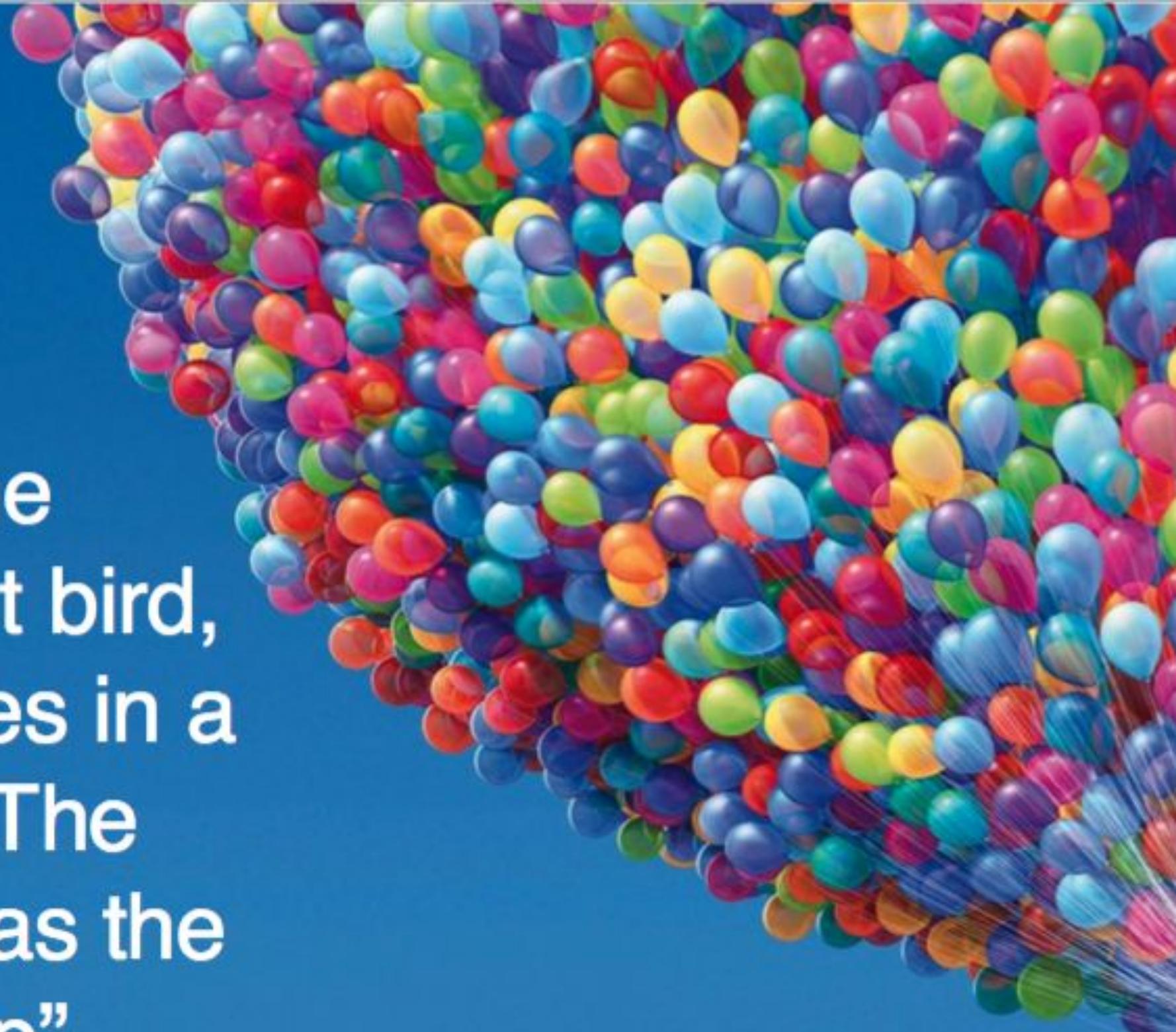


“Early on, all of our movies suck.”

Ed Catmull, Pixar President

The first version of the movie Up had a giant bird, a king and two princes in a castle in the clouds. The only thing we kept was the bird and the word “Up”.

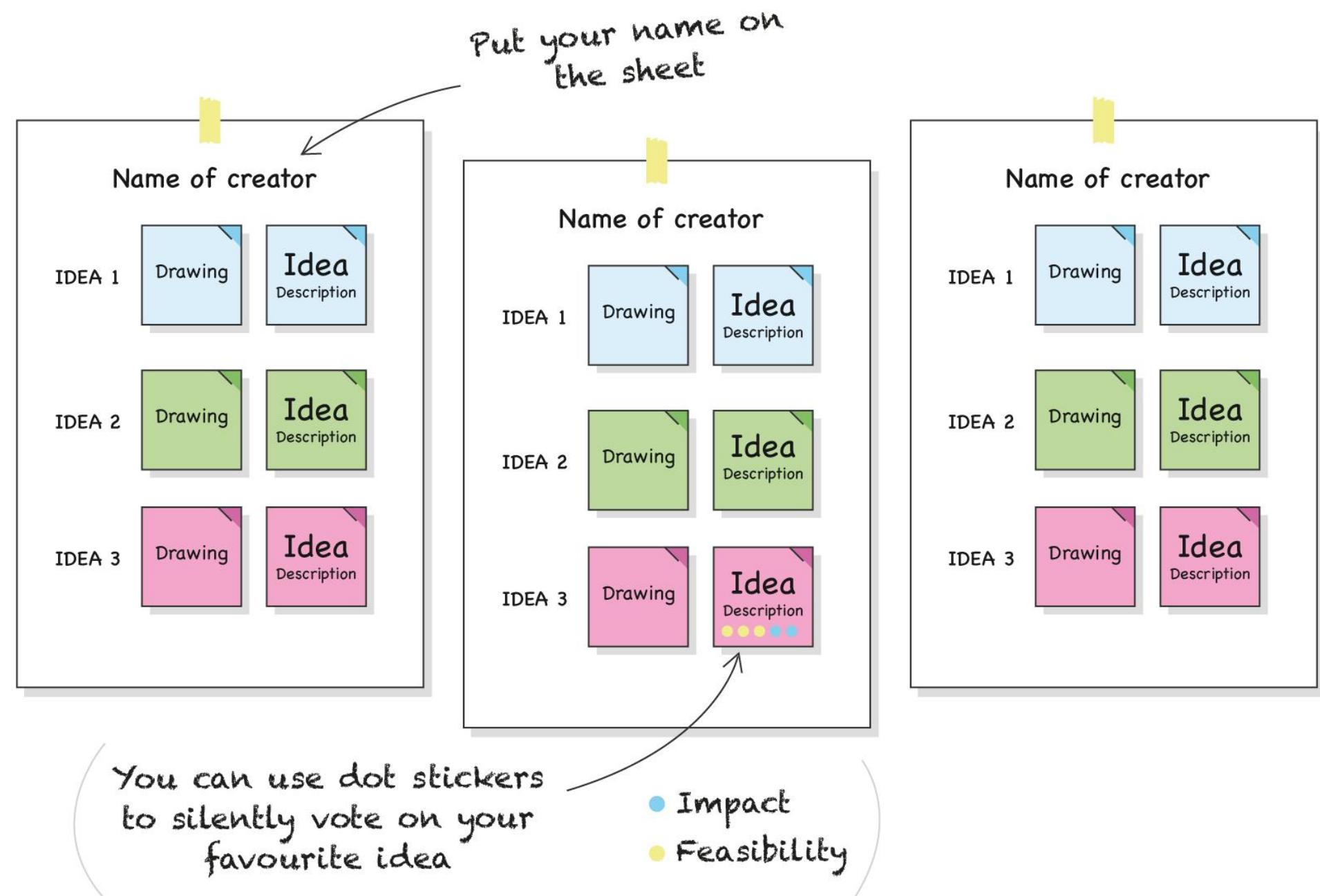
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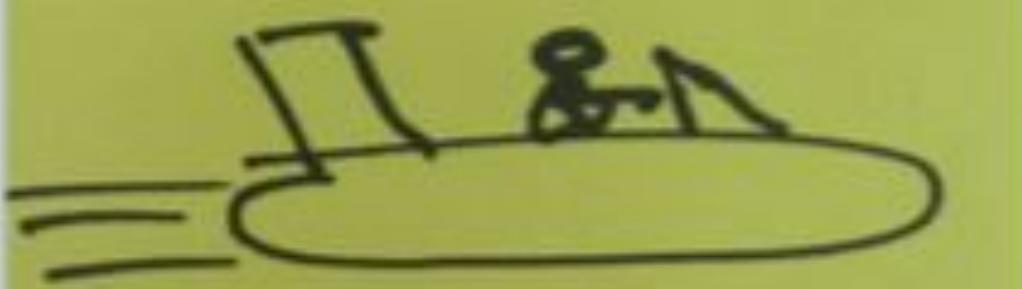


Ideation Exercise

Generate lots of ideas beyond the ‘obvious’ solution. Address user needs with differing solutions that delight the user.

- 1. On pairs of Post-It notes, draw a sketch of the idea on the left note, and write a short description on the right note. Think of them like mini storyboards.**
- 2. Avoid technical jargon and use metaphors that spark the imagination.**





HOVERCRAFT
FOR DATA DELIVERY

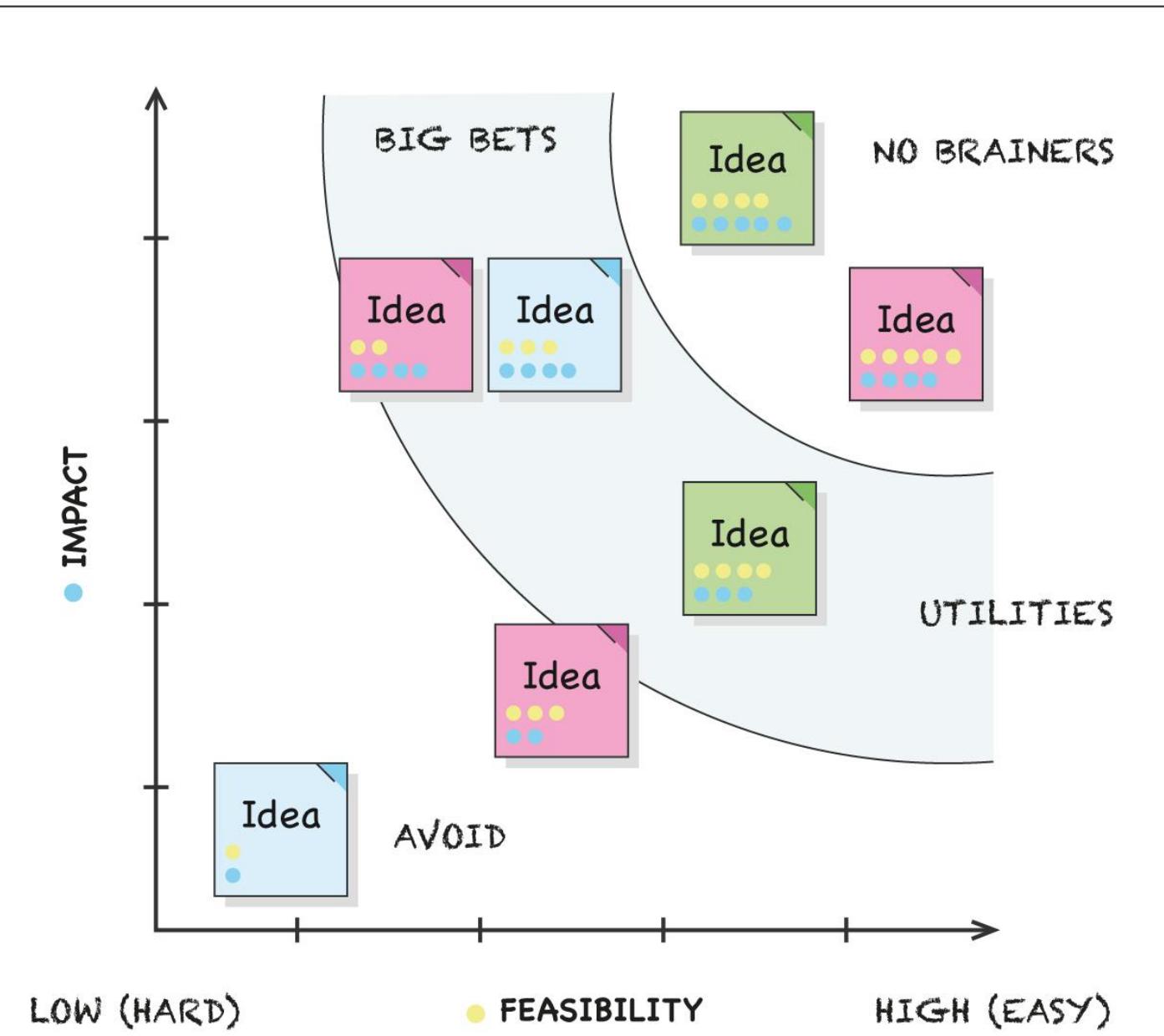
PERSONALIZED
DELIVERY OF
RELEVANT
DATA OVER
ANY TERRAIN

Prioritisation Exercise

Assess the ideas and decide which ones should be developed first to deliver the most impact.

1. Draw a grid with 'benefit to user' on the x-axis, with low values near the zero point for both axes.
2. Thinking about the benefit to the user only, place ideas one by one on the grid in a single column.
3. Then assess each idea for its feasibility and move it left or right accordingly.

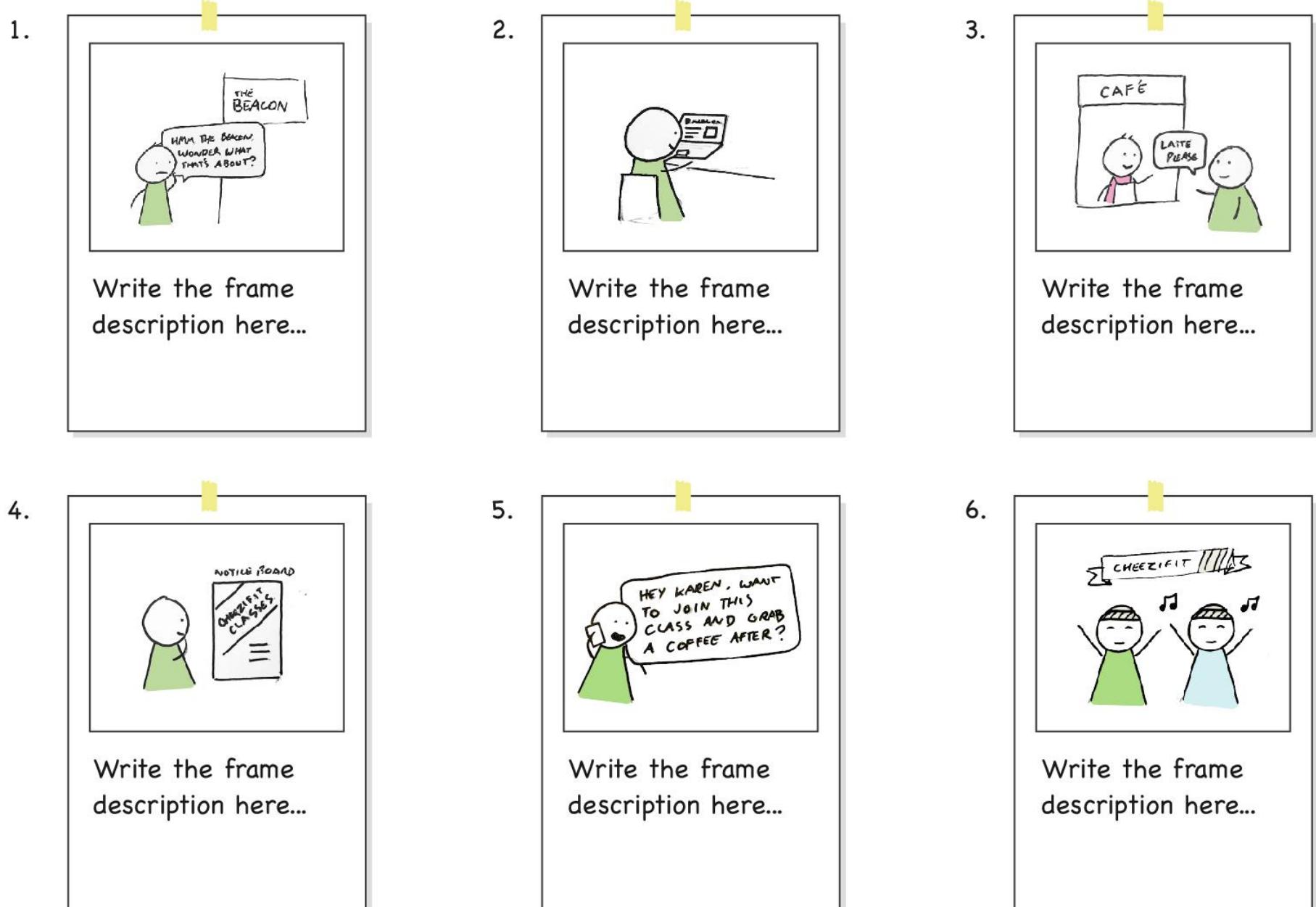
YOU CAN USE
A LARGE
FLIP CHART
TO DRAW THE
GRID



Storyboarding Exercise

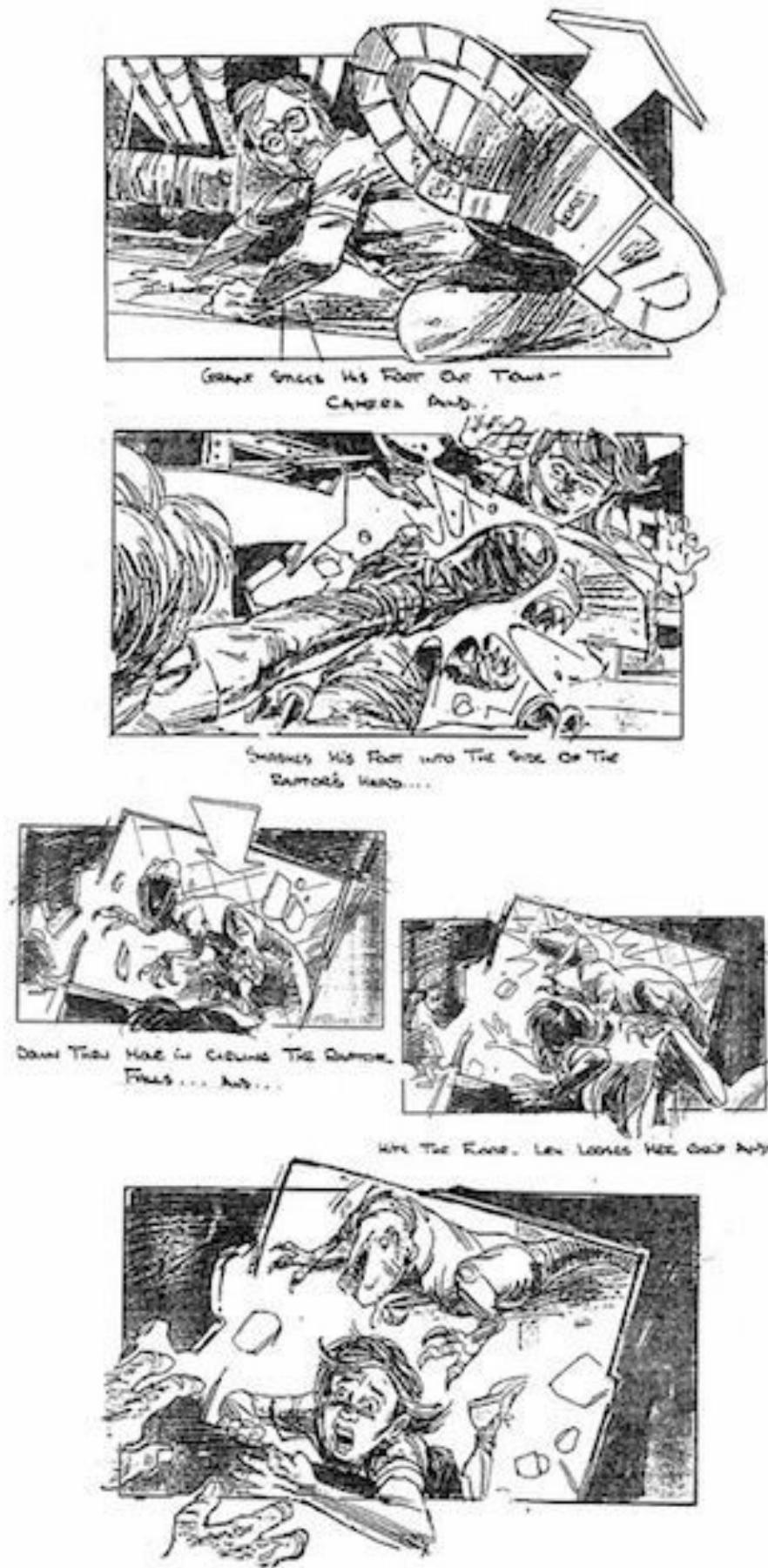
Visualise ideas to make them concrete and into stories.

- 1. Using Post-Its or an A5 size paper, start by drawing the frame of your scene.**
- 2. Draw each scene, being as creative as you like.**
- 3. Write the description of the scene underneath each frame.**
- 4. Tell a human-centered story, focusing on the user rather than the specifics.**
- 5. Be prepared to present your story to the group.**





COURTESY OF AMBLIN/UNIVERSAL



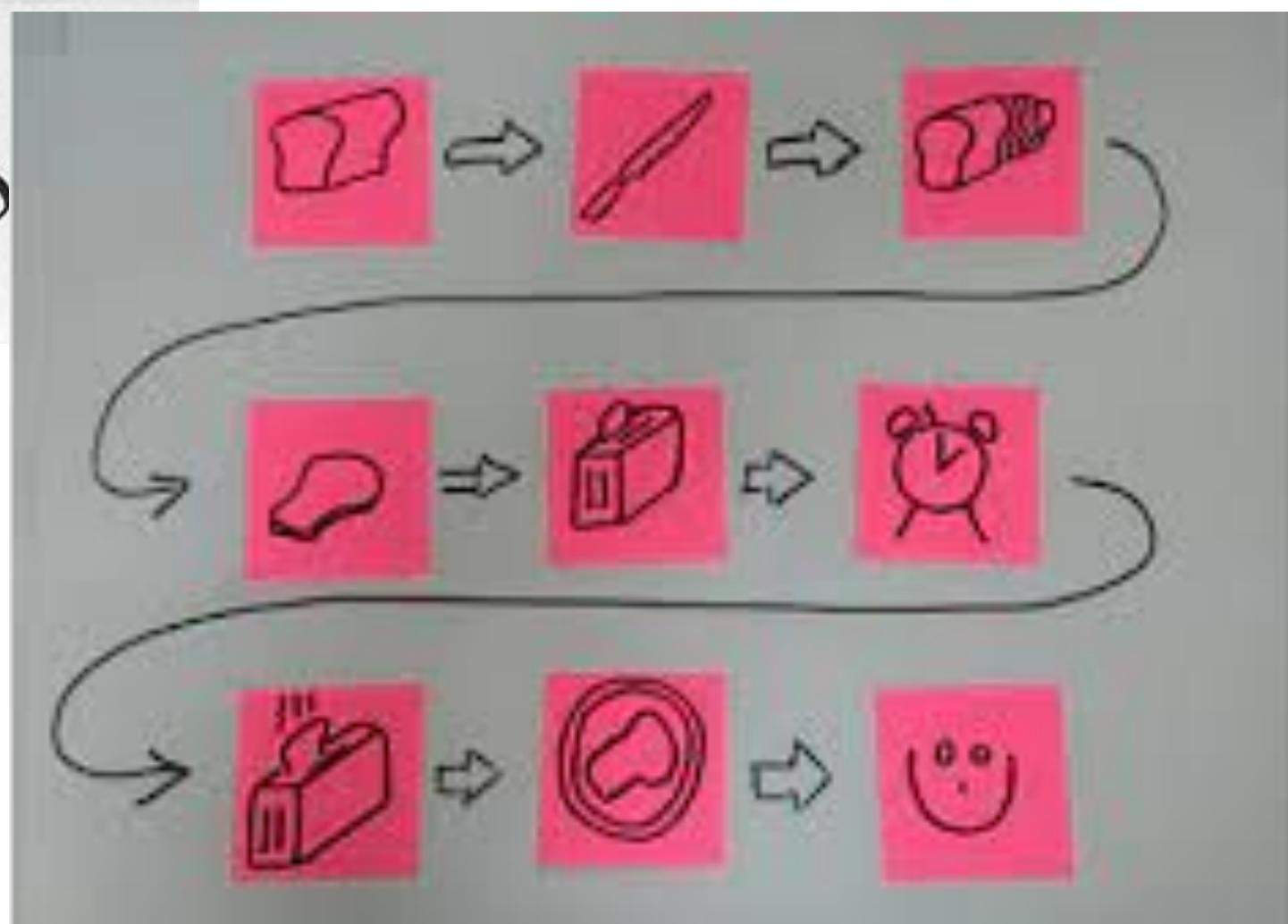
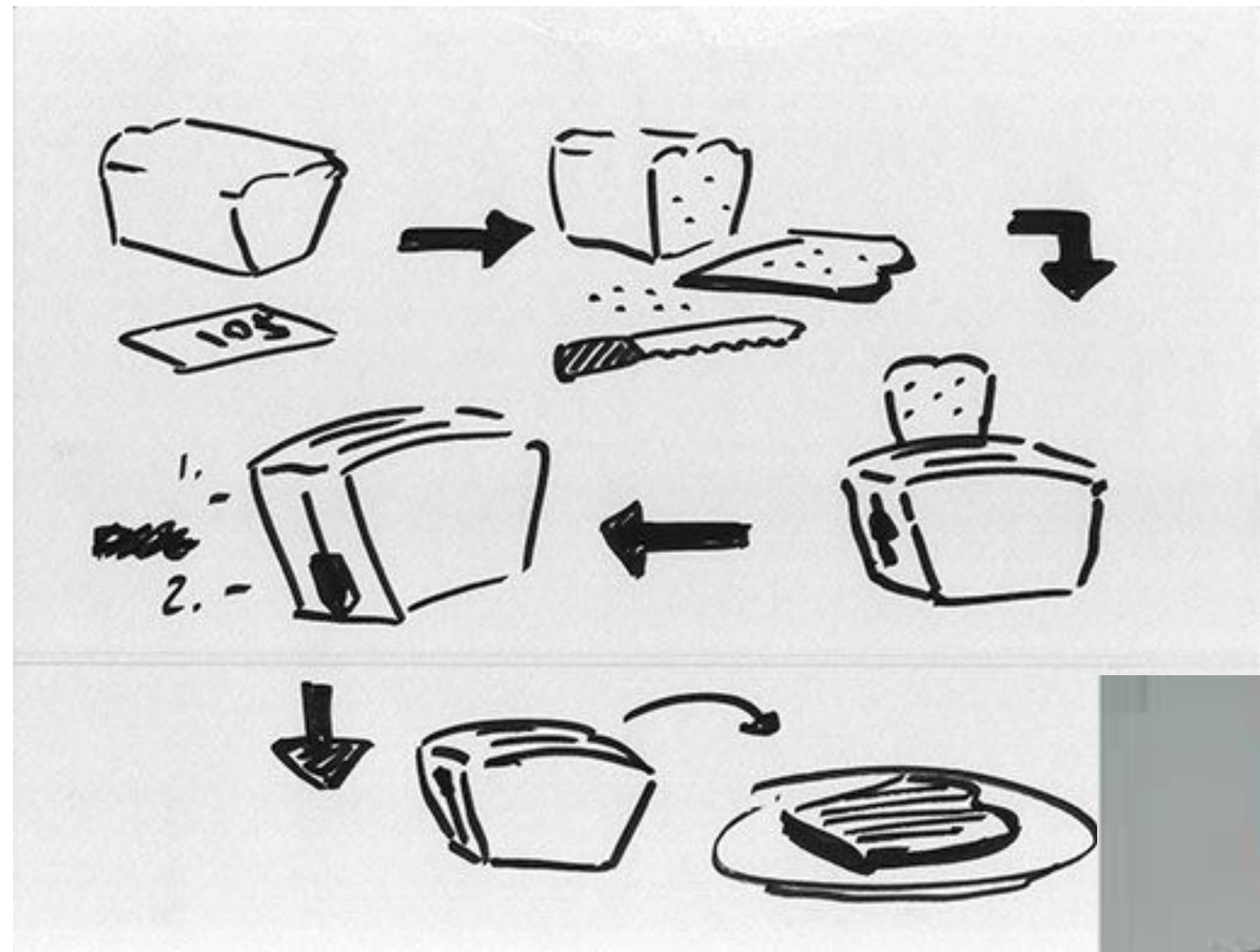
Jurassic Park Example

A storyboard is a graphic representation of how your idea will unfold, shot by shot, before going into main production.

It's made up of a number of squares with illustrations or pictures representing each shot, with notes about what's going on in the scene and what's being said in the script during that shot.

Another design challenge







LAPTOP
PHONE
OBSERVERS



**Draw how you make toast in
2 minutes**

0 : 2



Payback time.





TOM WUJEC

GOT A WICKED PROBLEM? FIRST, TELL ME HOW YOU MAKE
TOAST

TED

Why Draw Toast?

Different perspectives (mental models)

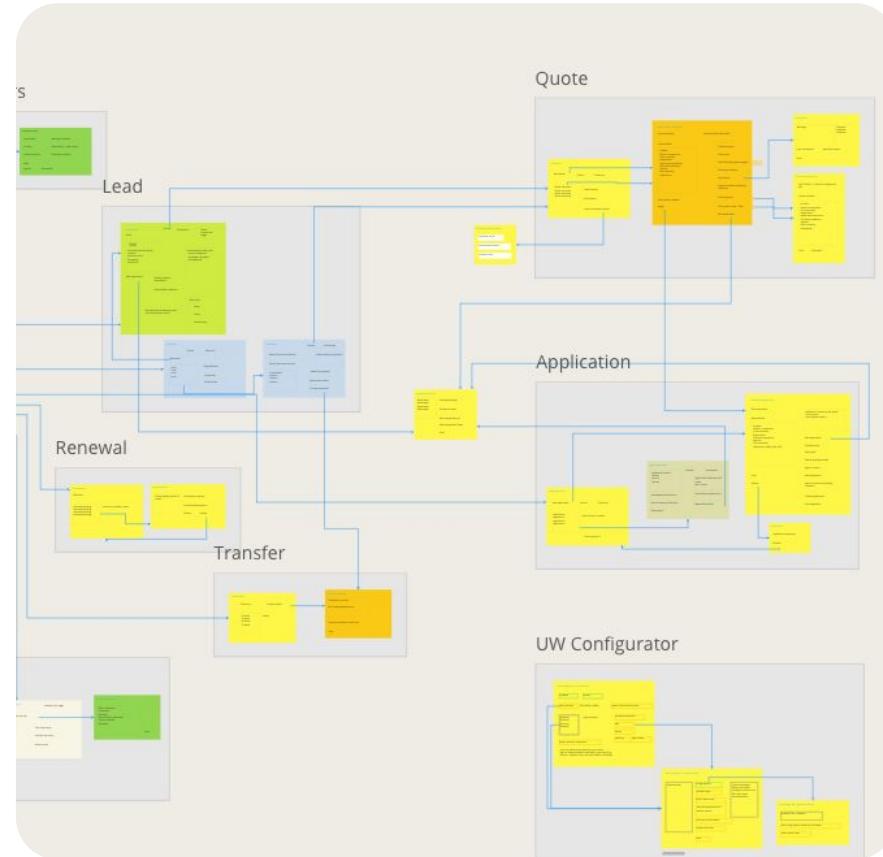
Encourages collaboration

Solve complex problems

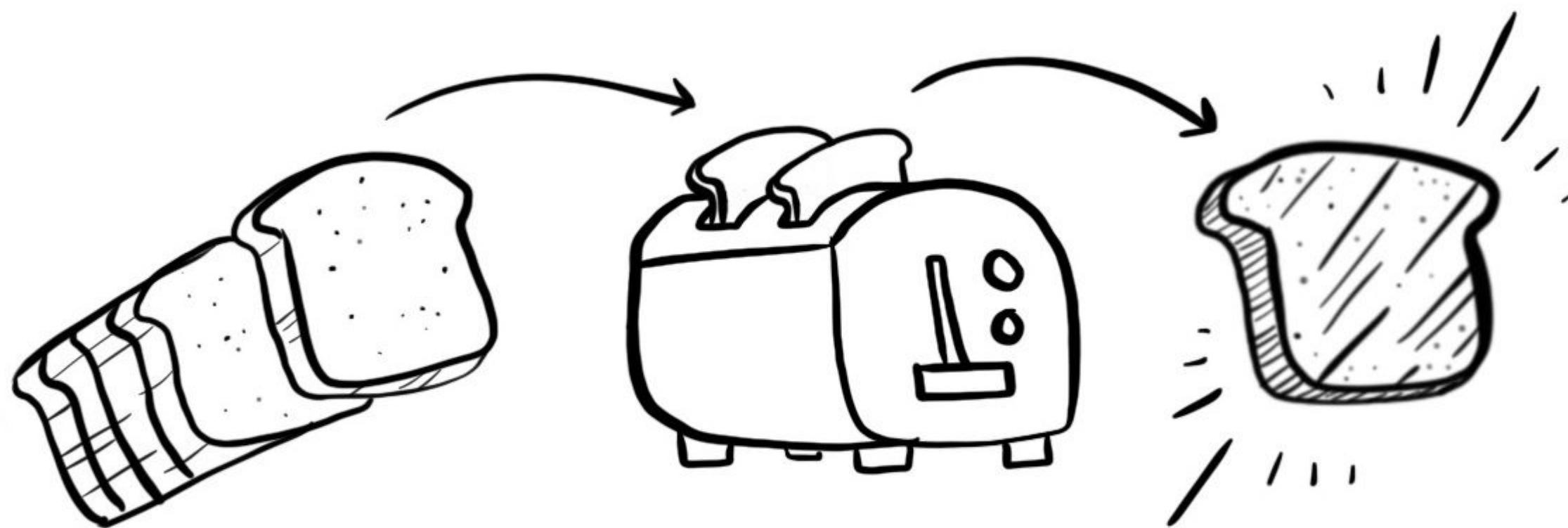


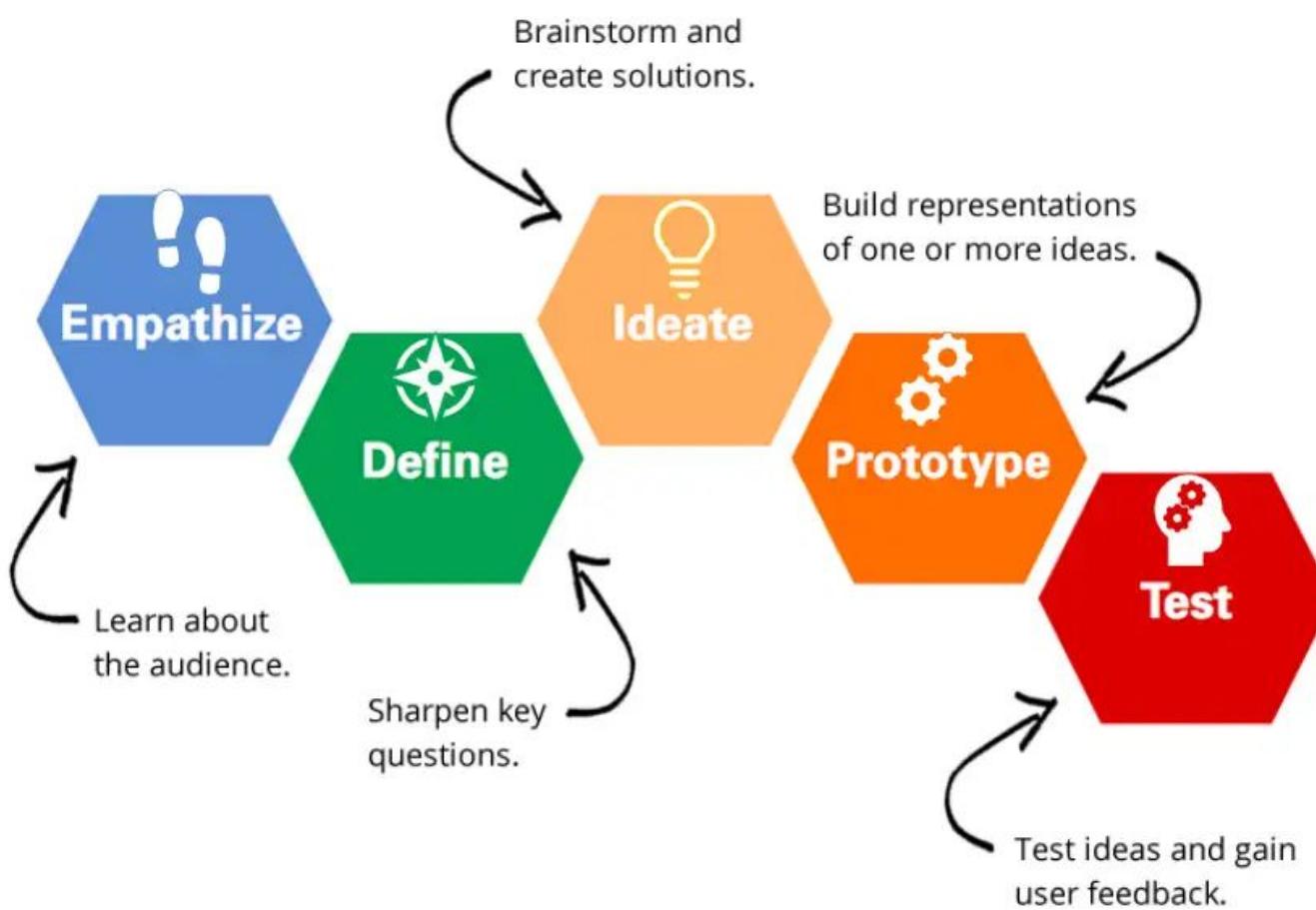
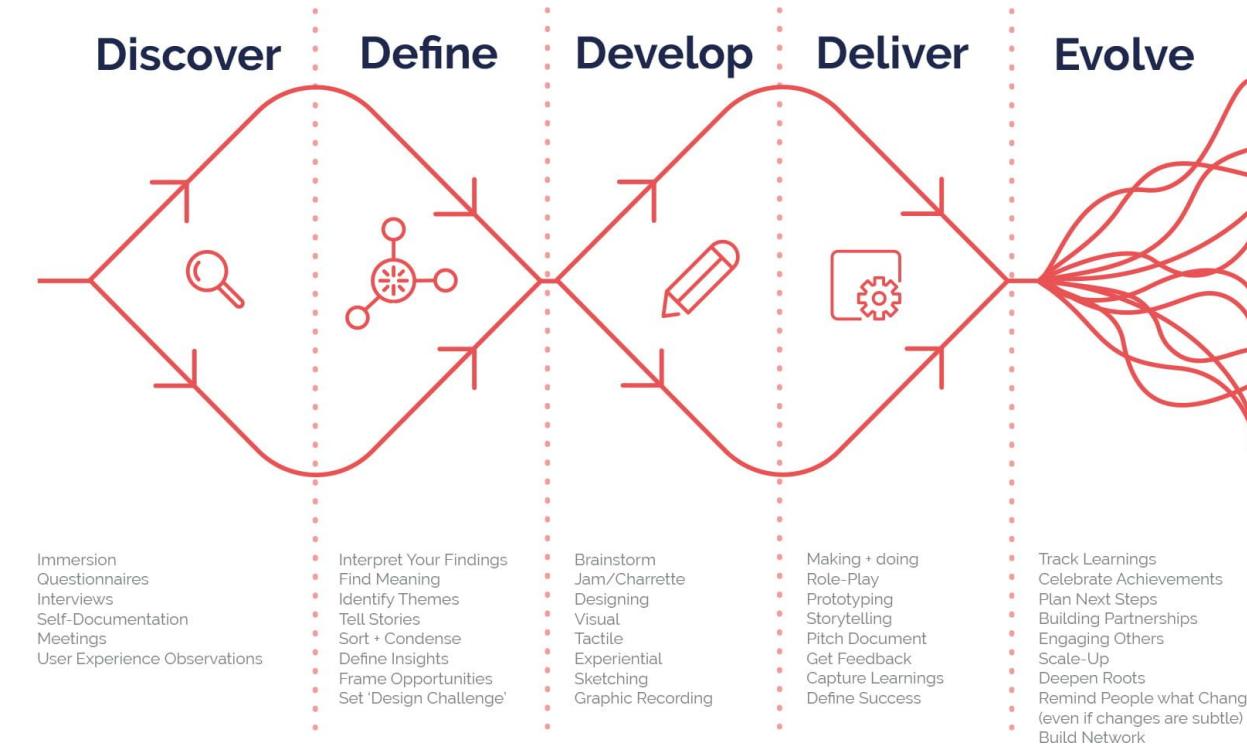
Designing products

The screenshot shows a CRM application interface. At the top, there's a navigation bar with tabs: Overview, Tasks, Messages (5), Notes, History, Literature, and Commercial Decisions. A search bar is at the top left, and a 'Create new +' button is at the top right. Below the navigation, there's a sidebar with icons for Home, Contacts, Companies, and Activities. The main area has a section for 'Upcoming Tasks' with three items: 'Call Jacob Porter' (due Today, 3pm), 'Reply to Paul Alex' (due Friday, February 15th), and 'Arrange meeting with Gordon' (no due date set). To the right, there are four cards: 'Leads Expiring this week' (7), 'Quotes Expiring this week' (14), 'Applications Awaiting signature' (9), and 'Task Meetings this week' (4). At the bottom, there's a 'Prospect Activity' section with a search bar and filters for Name, Favourites, Customer ID, Stage, Lives, Type, and Location.



Drawing the process: It's a method





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Any questions?

paul@elixel.co.uk

@Mr_Paul_Bird

