D-Labs

Darren Molloy

Robin Andrews

Agenda

- Introductions
- D-Labs
- Ice Breaker
- Break
- Design Thinking
- Lunch
- Activity
- Report back

Robin Andrews

Education


BEng Electrical Engineering


MSc Software Project Management


EMBA

Career


IT


Management training


Banana research


Spectacle lenses


Finance


Software


Sleep

Countries

Darren Molloy

Education

BSC Marketing

BA Journalism

Bachelor of Culinary Arts

Career

Marketing &
UX
(and
everything
in between)

- Culinary
- Service
- Sales
- Music
- Travel Software
- Sleep

Countries

D-Labs

Our Team

WE EXPLORE

D•Labs helps ResMed explore product opportunities, faster, and more efficiently

WE VALIDATE

D•Labs helps ResMed validate high-potential opportunities, faster, using the best methods

WE ADVISE

D•Labs advises ResMed stakeholders on the 'next best step' regarding a validated, high-potential opportunity.

D-labs exist to

increase the **opportunity discovery** bandwidth

of the organization and help in making a positive impact on millions of lives every day

WE BUILD

D•Labs builds the right artifacts to test hypotheses and validate opportunities

WE INFORM

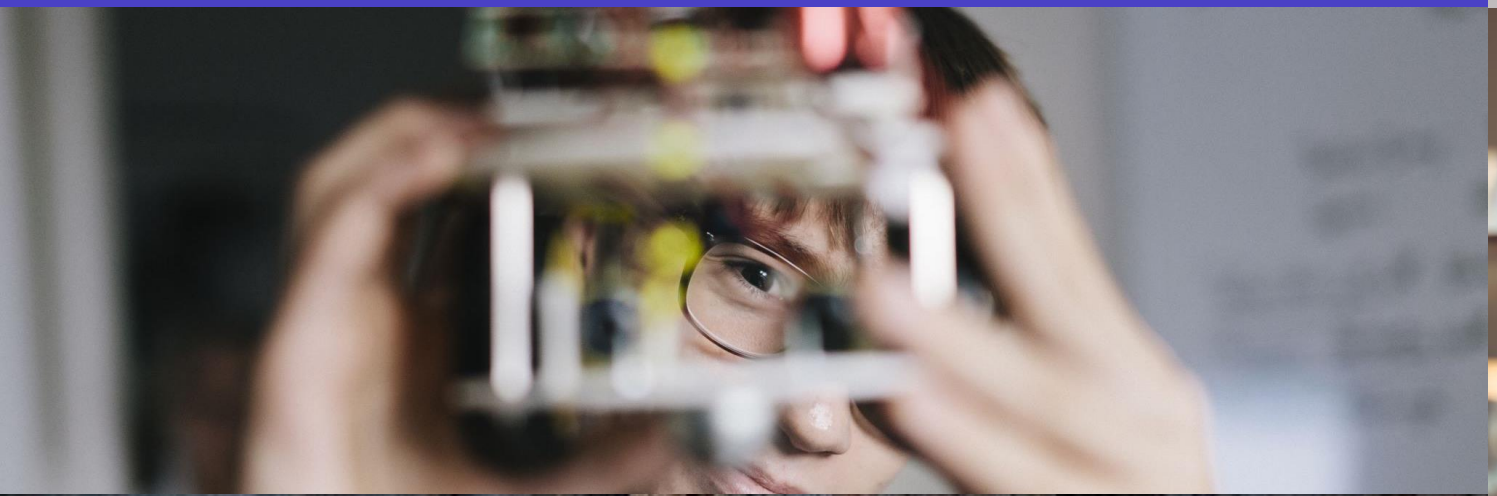
D•Labs deeply understands relevant emerging technologies and patient/business needs and informs the company

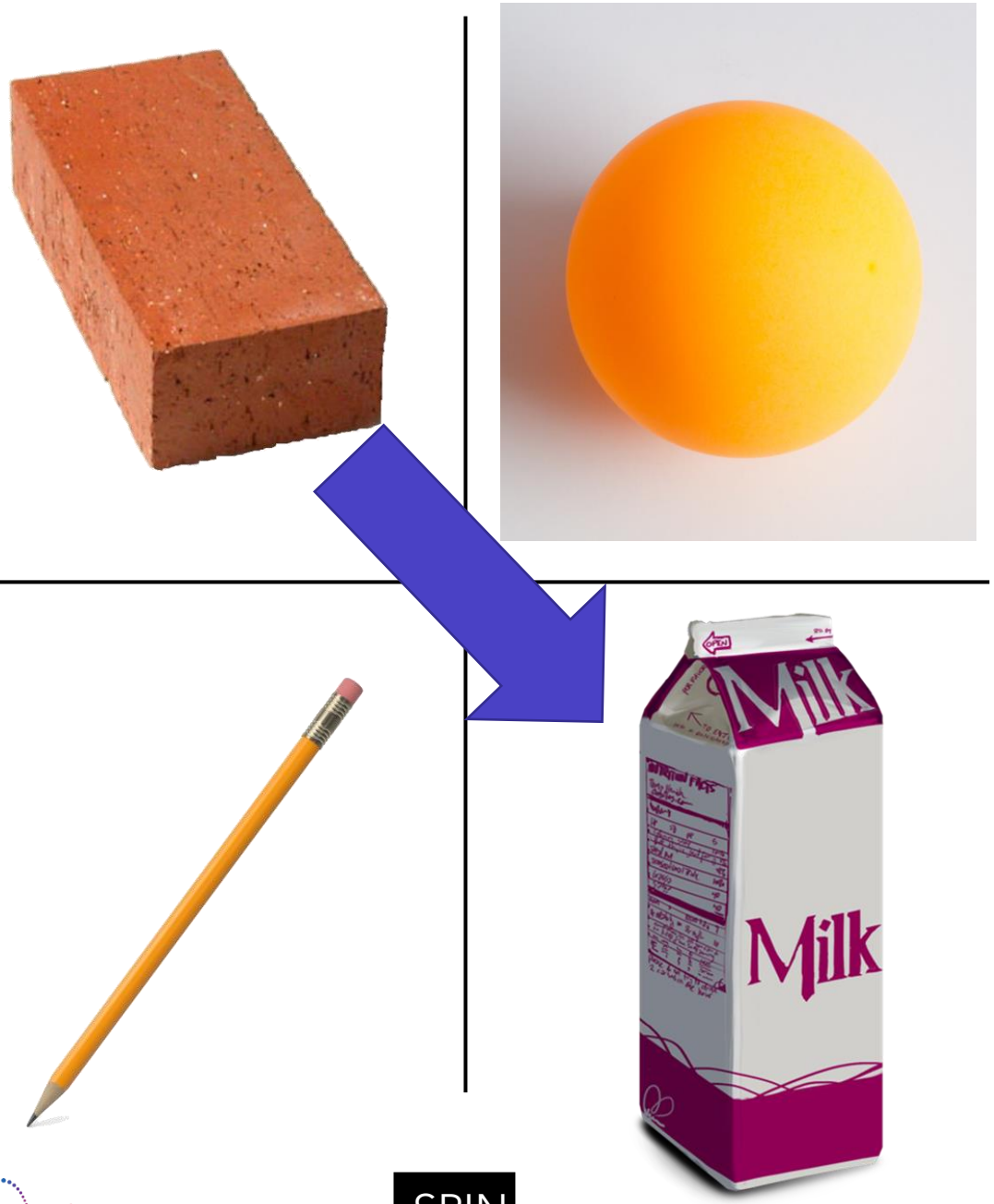
WE EDUCATE

D•Labs influences the organization on innovation and early product development methods

Innovation

Icebreaker



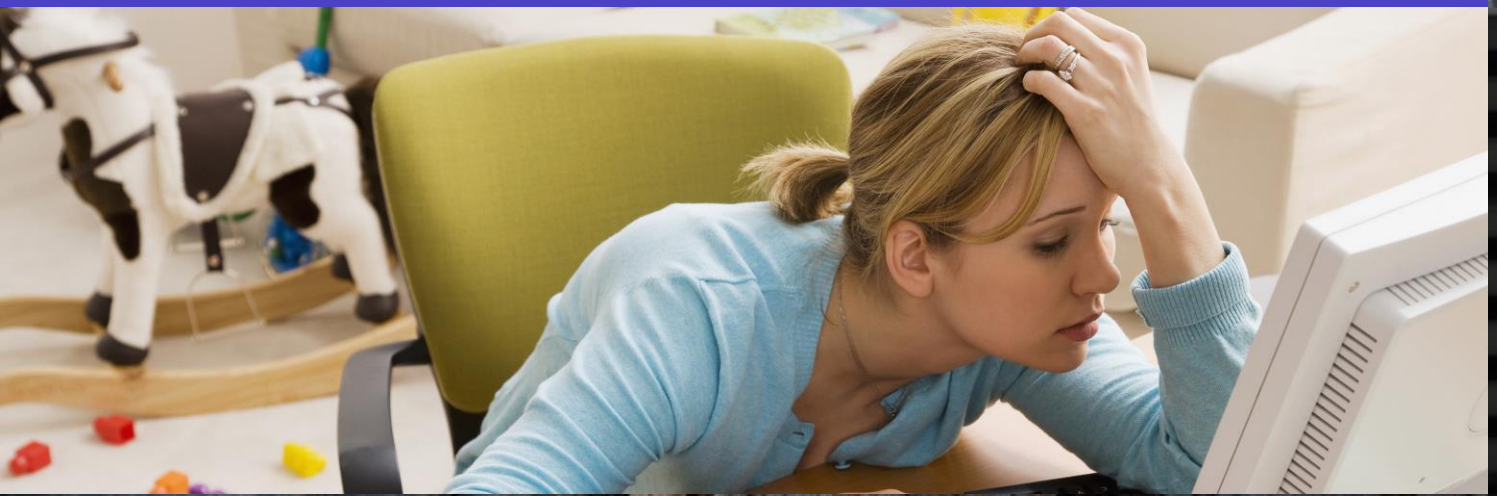


SPIN

- You have five minutes to think of as many uses as possible for a
  - Pencil
  - Brick
  - Ping pong ball
  - Milk carton
- Write each idea down on a separate line.

Design Thinking

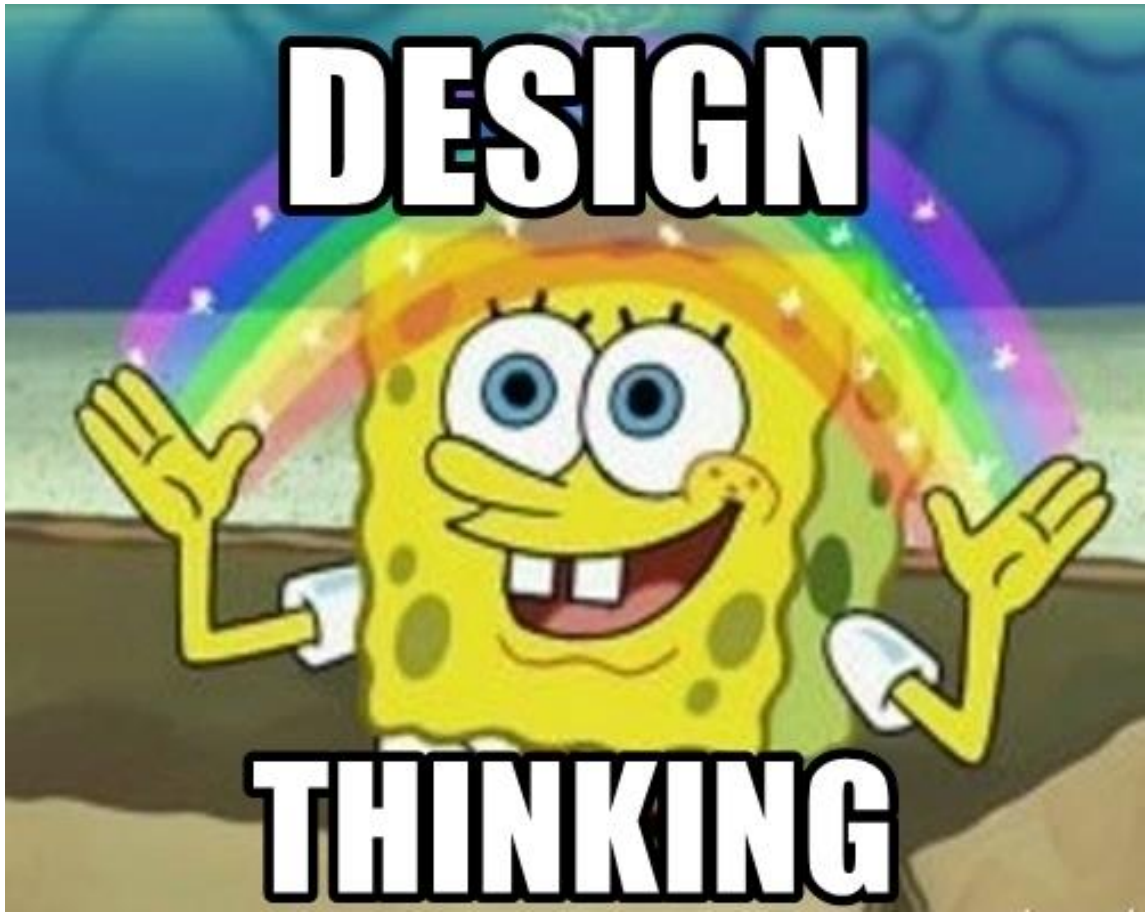
Innovating



Slide Title

Hello!

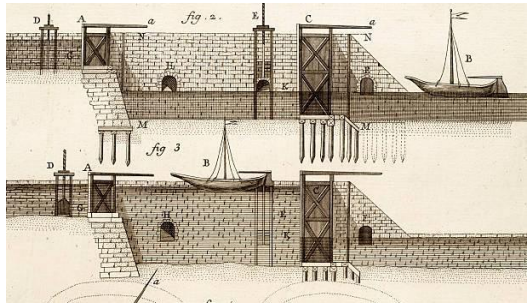
Humans are pretty cool and this is why design thinking has a human centred core. Thinking what is the most desirable from a human point of view with what is technologically feasible and economically viable.

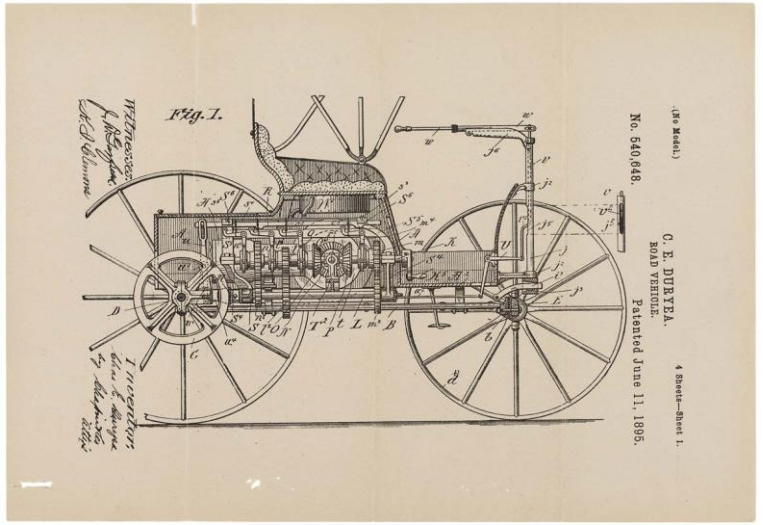


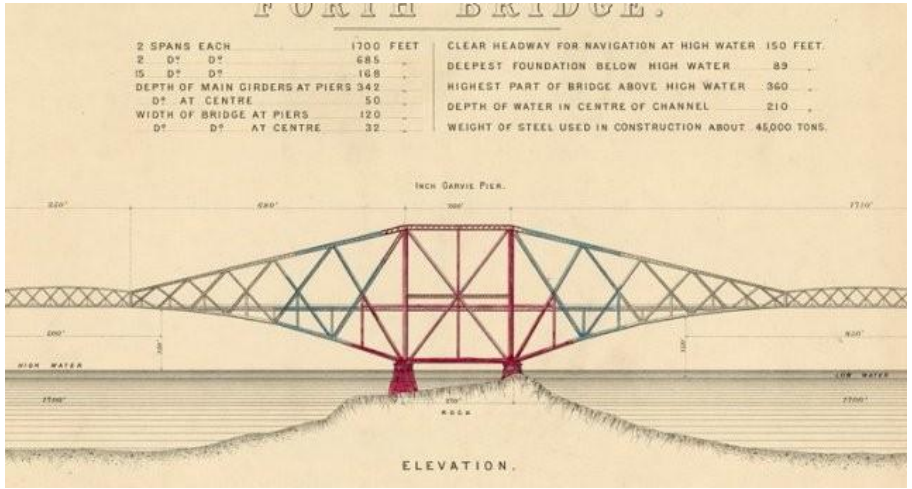
Design thinking - History

So how long has it been around?

It's a misconception that design thinking is new. Design has been practiced for ages, monuments bridges, automobiles, and metro systems are all end-products of a design process







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Design thinking - History

Who are these so-called “designers”

Throughout history, good designers have applied a human centric creative process to build meaningful and effective solutions

“The engineer, and more generally the designer, is concerned with how things ought to be — how they ought to be in order to attain goals, and to function.”

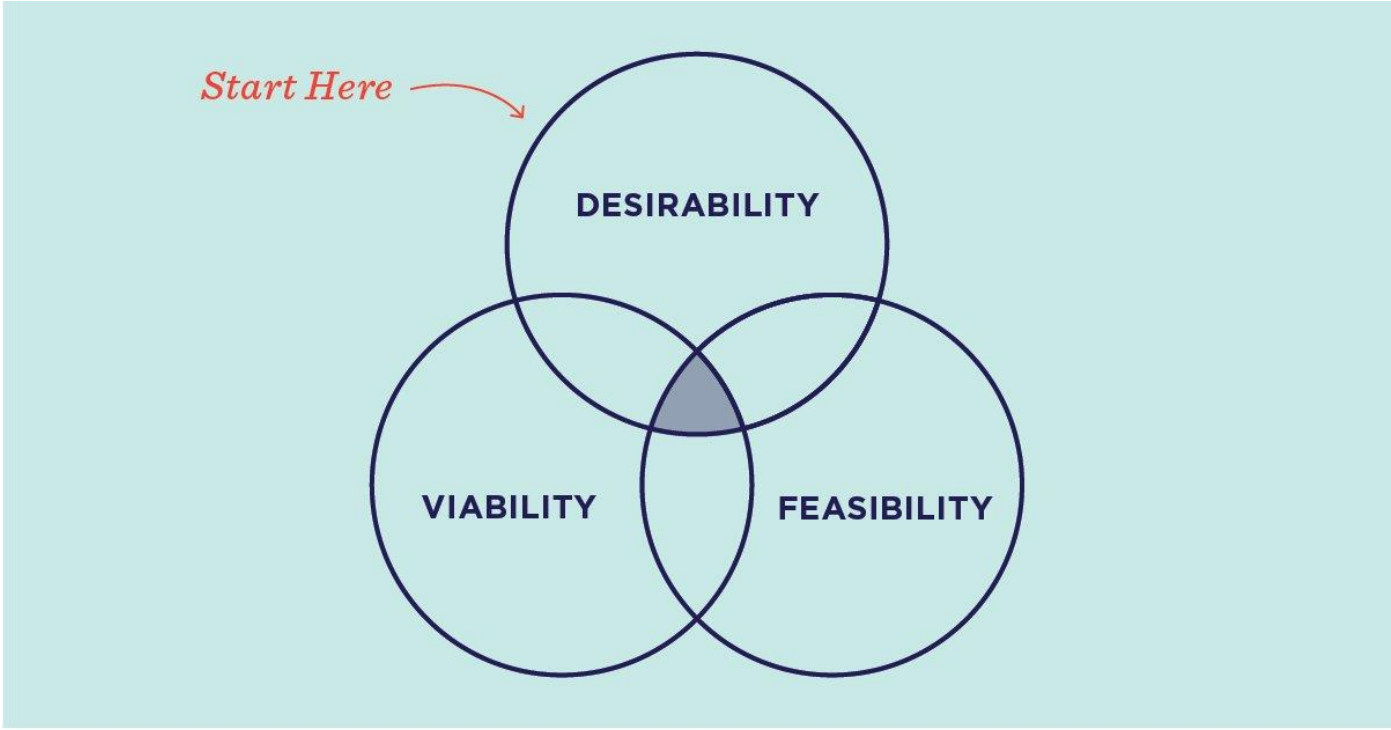
“Everyone who designs devises a courses of action aimed at changing existing situations into preferred ones.”

Design thinking – The meaning

So, what really is design thinking?

Design thinking is an ideology supported by an accompanying process.

The design thinking ideology asserts the hand-on user-centric approach to problem solving. Which can lead to innovation, and innovation can lead to differentiation and a competitive advantage



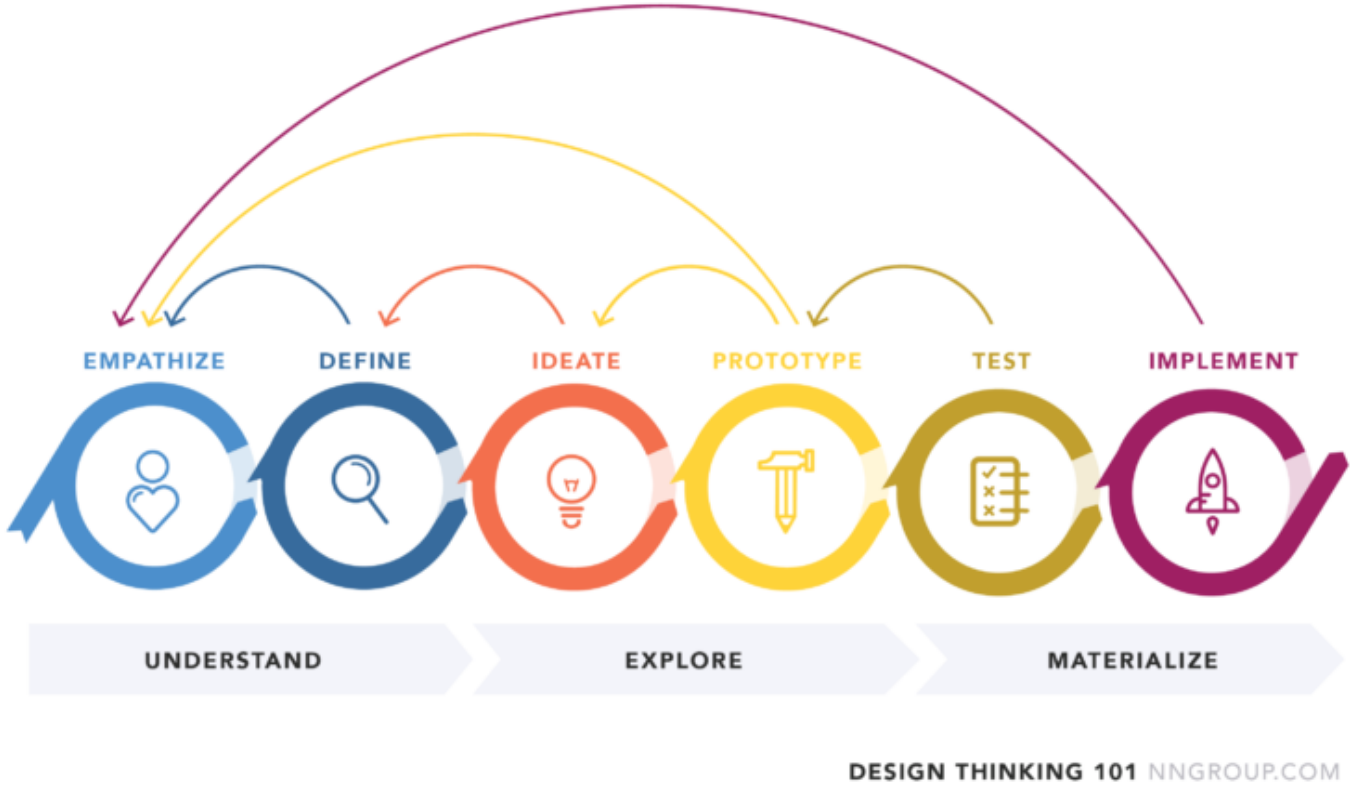
Design thinking – how does it work

Hmm I want to do some design thinking myself, how do I do it?

The design thinking framework follows an overall flow of:

1. Understand
2. Explore
3. Materialise

And within these large buckets fall the 6 phases in that diagram people always show when talking about design process'



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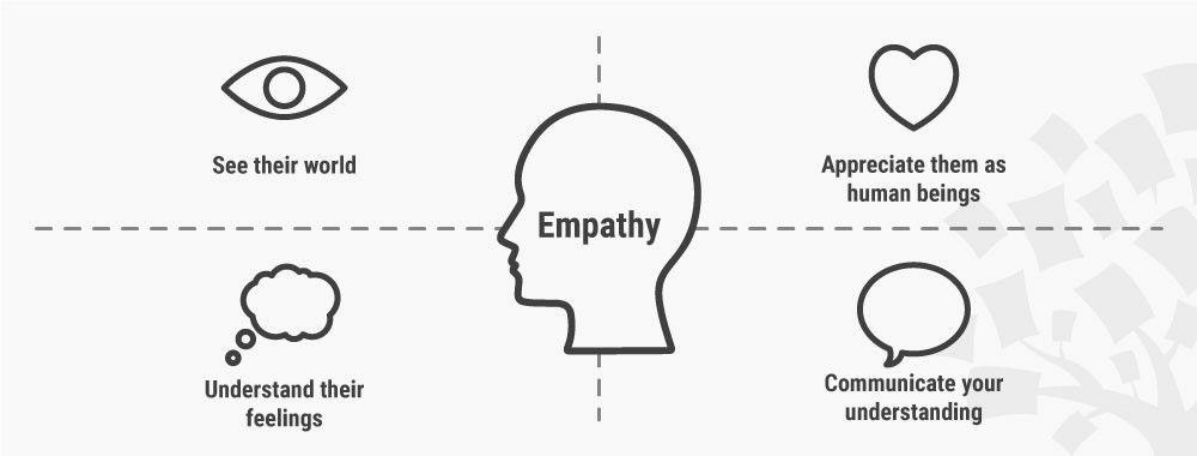
The Process

Stage 1 – Empathise

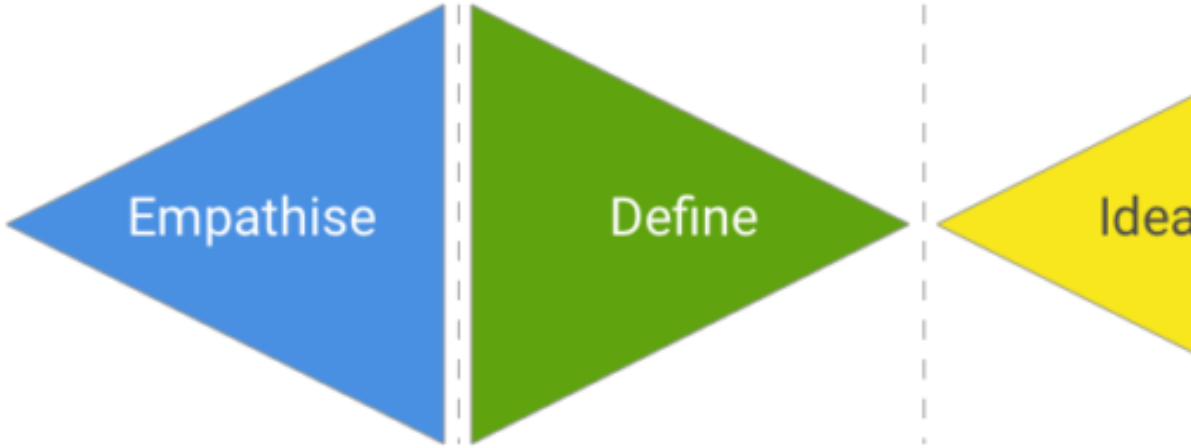
Imagine your goal is to improve an boarding experience for new users. In this phase, you talk to a range of actual users. Directly observe what they do, how they think, and **'what motivates or discourages users?'** Or **'where do they experience frustrations?'**



The Process

Stage 2 – Define

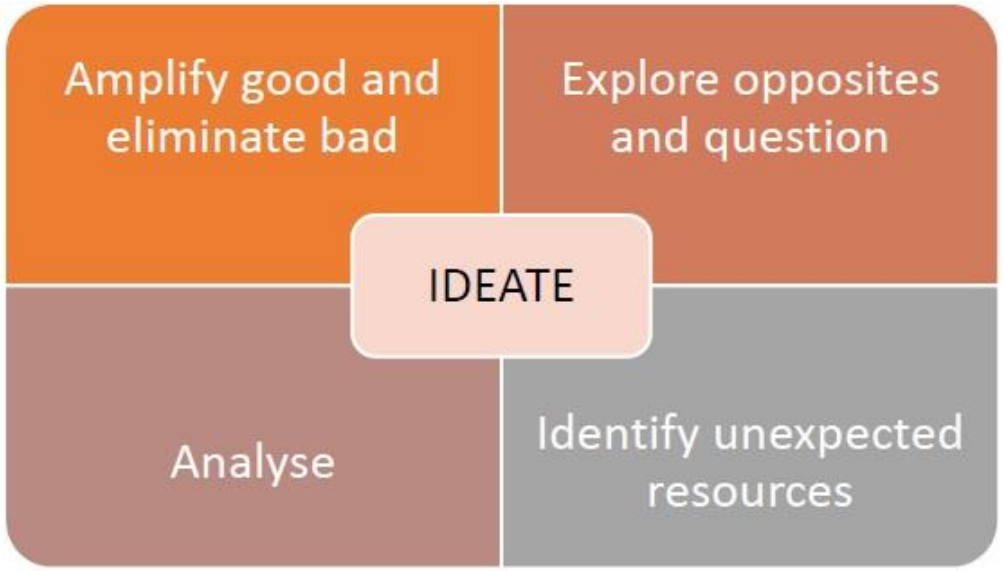
Consider the onboarding example again. In the define stage, use the data gathered in the first stage to gain insights. Organise all your observations and draw parallels across your users' current experiences. **'Is there a common pain point across many different users?'** Identify unmet user needs



The Process

Stage 3 – Ideate

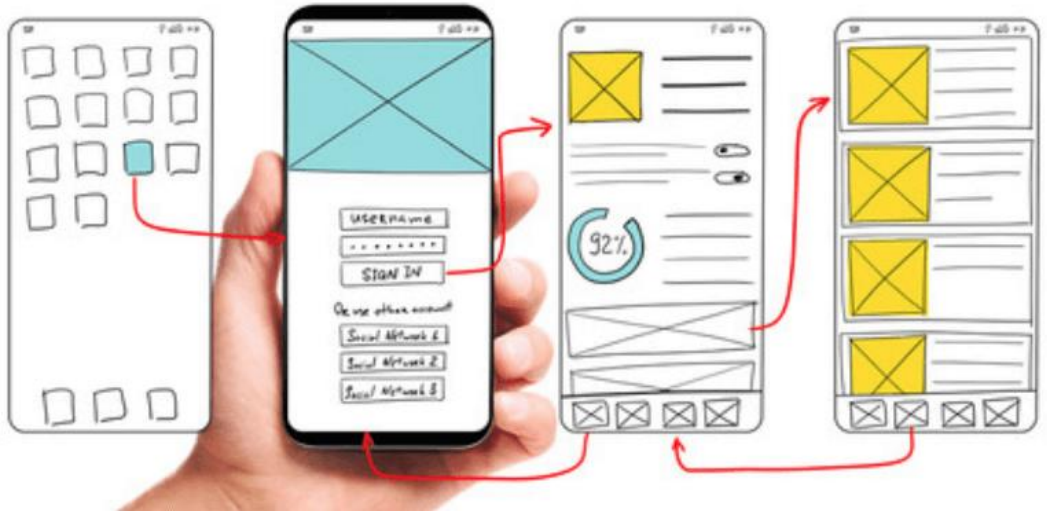
Brainstorm a range of crazy creative ideas that address the unmet user needs identified in the define stage. Give yourself and the team total freedom; no idea is too farfetched and quantity supersedes quality



The Process

Stage 4 – Prototype

Build real, tactile representations for a subset of your ideas. The goal of this stage is to understand what components of your ideas work, and which do not. In this stage you begin to weigh the impact vs. feasibility o your ideas through feedback on your prototypes.



The Process

Stage 5 – Test

Put your prototype in front of real customers and verify that it achieves your goals. Has the users' perspective during onboarding improved? Does the new landing page increase time or money spent on the site?

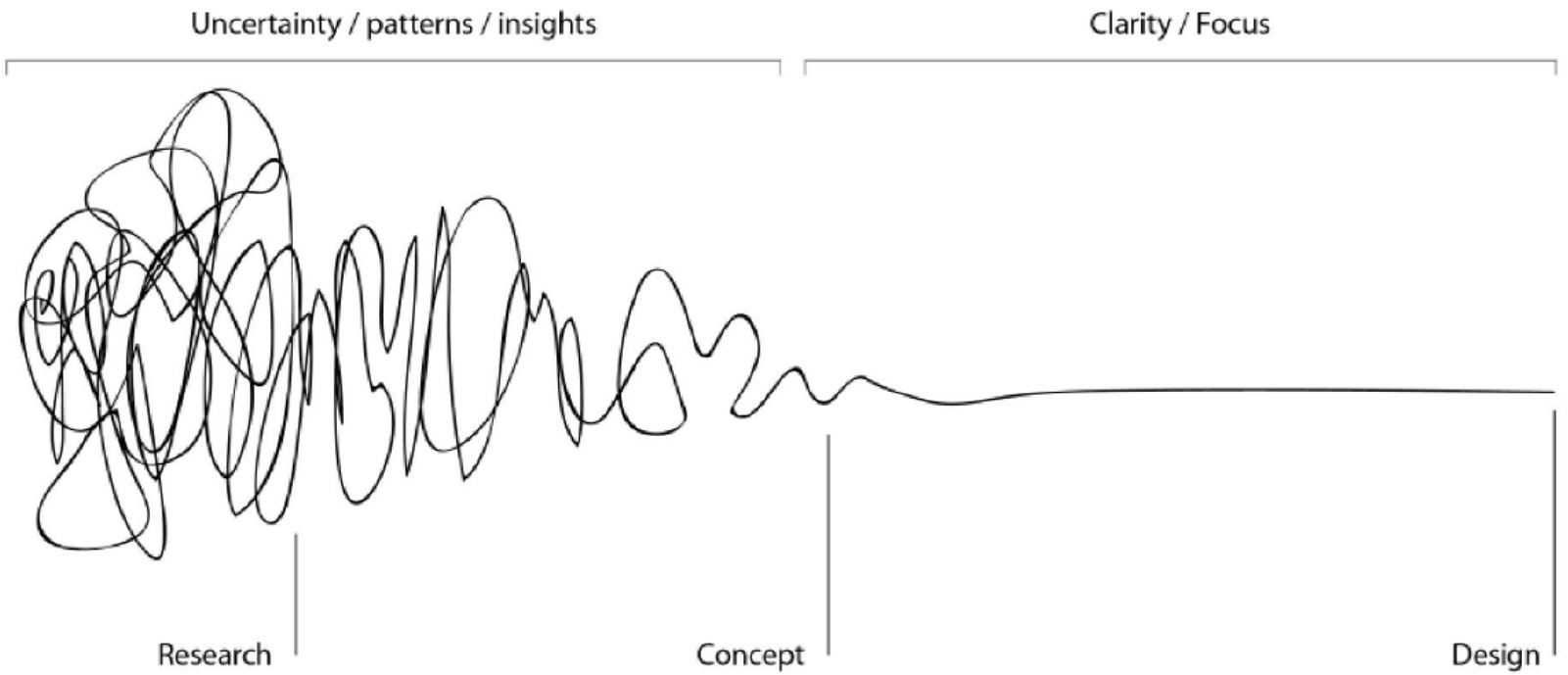
Slide Title

Stage 6 – Implement

This is the most important part of design thinking, but it is the one most often forgotten. As Don Norman preaches, “we need more design doing”. Design thinking does not free you from actual design doing. Its not magic.

The Indirect Path

The Design Squiggle : We all go through it



Redesigning a Shopping Trolley

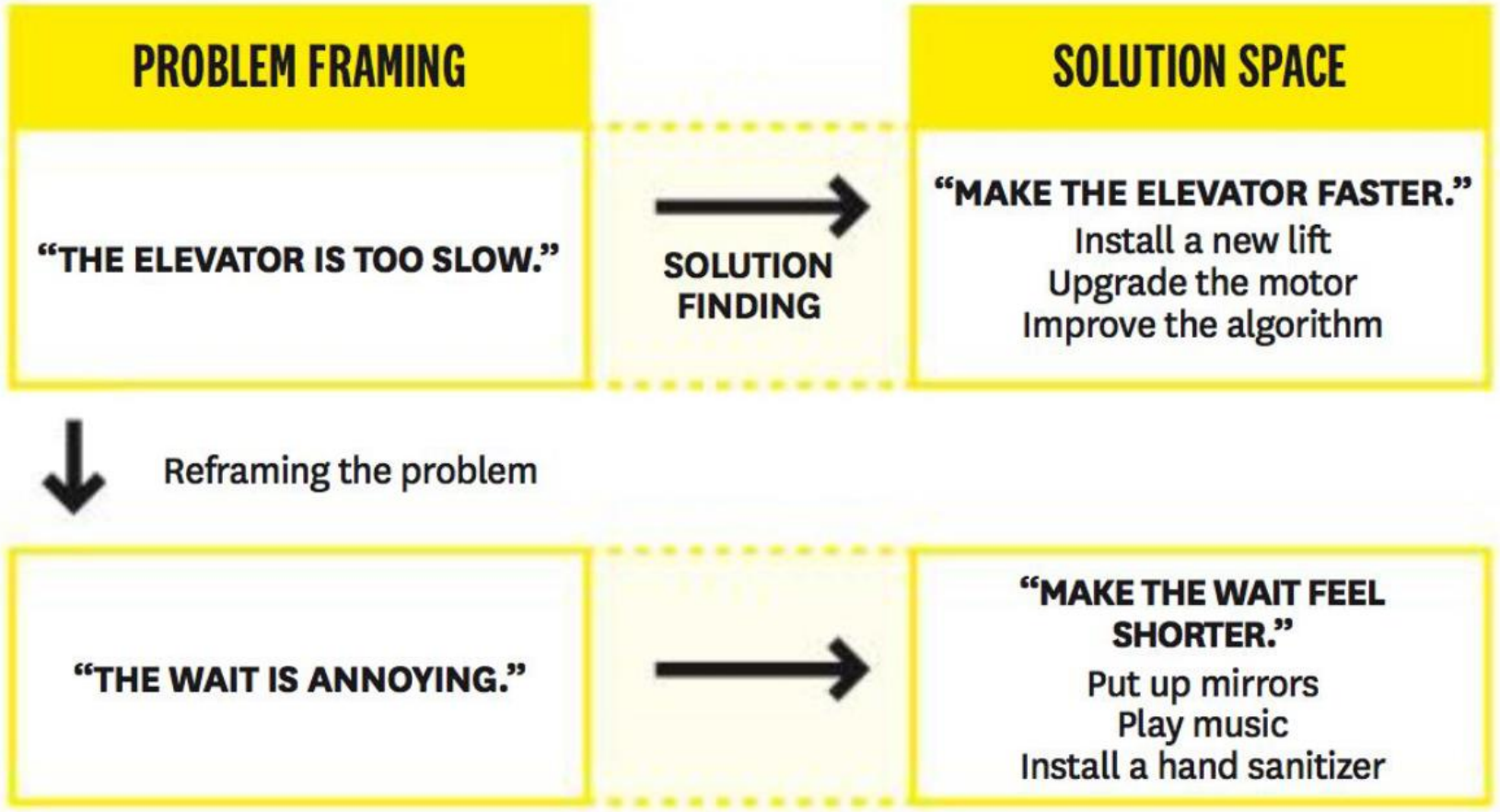
- ABC Nightline - IDEO Shopping Cart – YouTube

- What do you think about the design?
- What do you think about the process?
- Why haven't our shopping trolleys changed?

User Needs

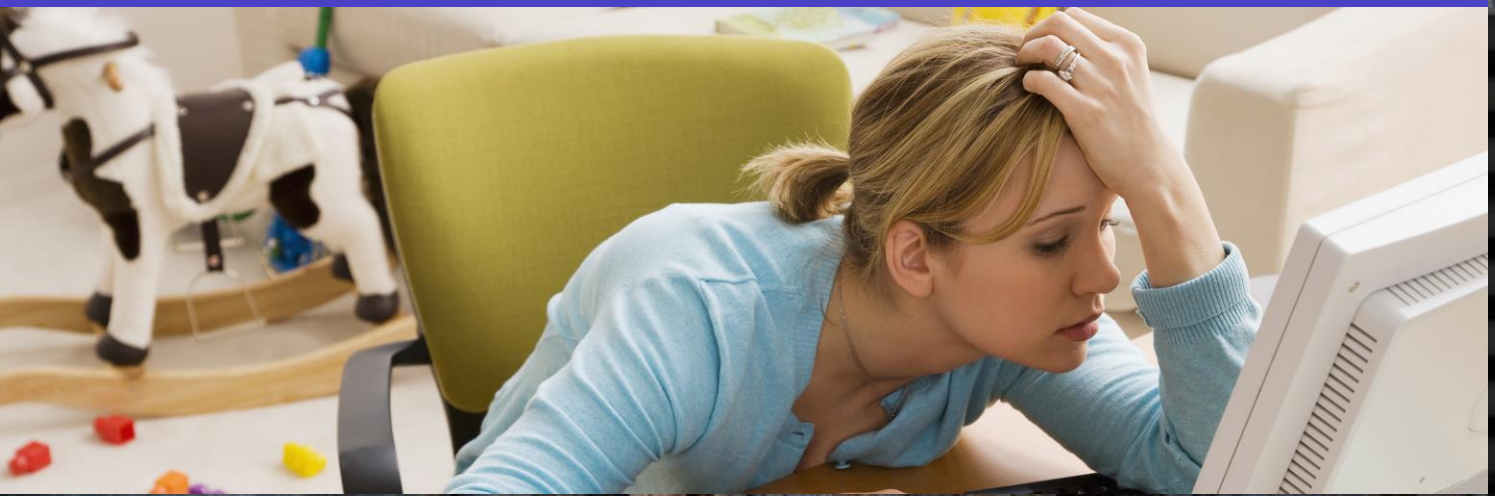
[User] needs [user need] because [interesting insight]

Problem Framing



Activity

Sleepy Sam



Challenge

Some children need to undergo CPAP therapy due to night time breathing issues.

What features should a companion app have to make therapy more comfortable for both child and responsible adult?

How would the app integrate with the CPAP device?

What information would a child want to see? How should it be presented?
What worries or concerns would a child have when undergoing therapy?
How could the app alleviate them?

Anything and everything is possible!

Report Back

- **A definition of the problem**
- **A definition of the user – persona**
- **A possible solution or solutions**
- **Potential issues with the proposed solution**

- **Challenges you had during the process**