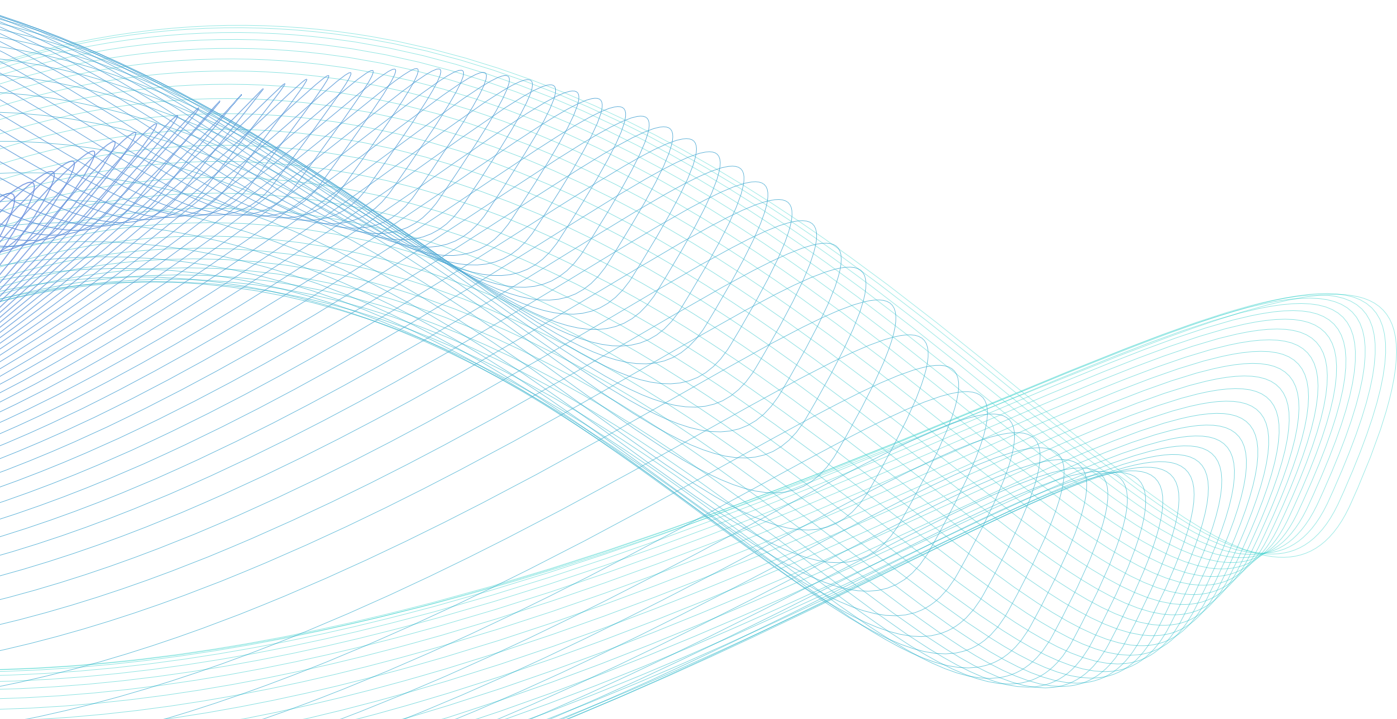




DESIGN THINKING STORIES

AUGUST 2018

Collection of two recent works narrating the stories -

- 1. How a transparent process of delivering design solutions conceptualized using HCD process.**
 - 2. Building consensus using design thinking workshop for a crucial product feature.**
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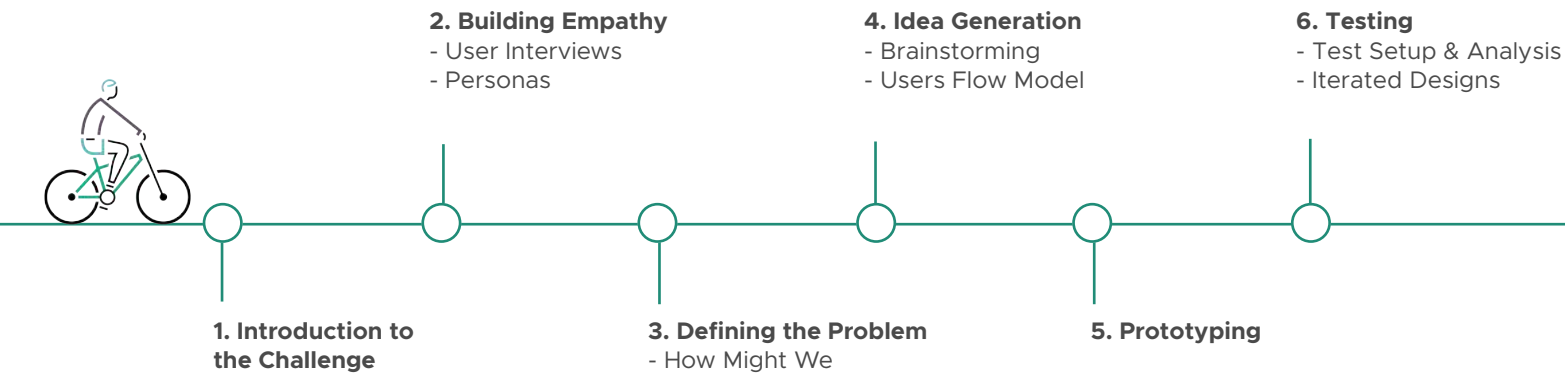
1. DEFINING A TRANSPARENT PROCESS OF DELIVERING DESIGN SOLUTIONS

HARNESSING THE POWER OF DESIGN THINKING



THE DESIGN CHALLENGE RIDE

The entire journey of creating the solution has been depicted as a bike ride in following six different parts -



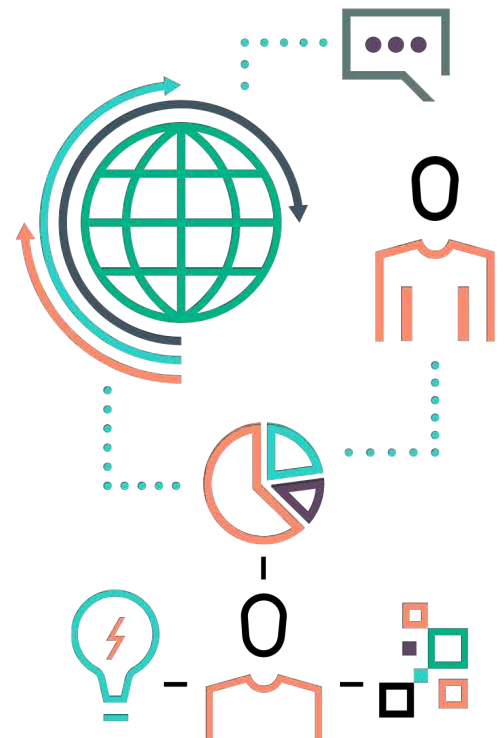
1. INTRODUCTION TO THE CHALLENGE

As per Gartner's assessment, HPE has been mentioned as one of leading providers for multiple cloud solutions like Hybrid IT, Hybrid Cloud Computing and Private cloud computing of next generation data-center technologies. At the core of these highly sophisticated technologies, there is an underlying layer of robust and easy user experience. The central design group at HPE delivers experience design for all these offerings.

The design group is spread across geographies with a small number designers who incessantly work on multiple facets of design such as user research, design thinking, interaction design and defining product features. The teams need to collaborate with different stakeholders to proceed on any requirements.

In the due process, these are some key challenges in order to deliver high quality design solutions in time -

- **Collaboration - Complexity of collaboration across teams and geographies**
- **Communication - Lack of effective and continuous communication across teams on each process of design phases, ie. 'where we are'**
- **Consistency - Enforcing the alignment of solutions to the consistent design system and its compliance**
- **Timeliness - Maintaining the timeliness of delivering design solutions ahead of the implementation cycle**
- **Documentation - Tracking the progress and documenting it for future reference**




2. BUILDING EMPATHY

Selected group of users from all the stakeholders were interviewed and asked about their stories, their pain-points, goals and expectations. The user study was analysed to further refine and group the actual needs and their pains.

Based on those interactions, out of three different roles the primary persona was created.



Kyra, Designer



"Good design is about people"

Objectives

- Creating consistent solutions
- Adhering to the process and making the stakeholders aware of the process

PainPoints:

- Unable to keep up with no. of tools in little time.
- Technology oriented tools
- A lot of manual work.

Motivation

- New environment and growth perspectives
- High Learning from team's work.

Personality

Closer ——— Open

Focused ——— Multi

Reactive ——— Active

Kyra, Designer

Age : 28

Ed : Bachelors (Des.)

City : Bangalore

GOALS

- Creating high-quality, user-friendly and consistent design solutions in time
- Adhering to the standard design process
- Keeping all stakeholders posted on the process and the progress

CHALLENGES

- Cope up with multiple and sophisticated technical tools to manage work
- A lot of manual process work
- Keeping the communication channel flow across and within teams

Similarly, three more secondary personas were created to keep the solution path aligned to the users through the archetypes defined.



"Design is problem solving."

Objectives

- Provide design solutions in timely manner
- Make it transparent for all stakeholders
- Follow process

Pain Points

- Usage of multiple tools creates a communication process.
- Unable to follow stream process.
- Repetitive tasks for n

Ryan, Designer

Age : 35

Ed. : Bachelores (Des)

City : New York



"Design is how it works"

Objectives

- Deliver features in time with good quality
- Keep track of requirements and MVP for features

Motivation

- Contributing solutions in cloud space
- Always up to date in this sector

Pain Points

- Longer Design Cycle
- Irregular Updates/Comm.
- Build on half-baked solutions
- Delay in planning
- Lesser understanding of design process

Personality

closed

Focused

Reactive

Alfred, Architect

Age : 40

Ed. : MS

City : New York



"Good design is about feasibility, viability and desirability"

Objectives

- Drive the design team velocity with quality
- Keep the track of critical requirements

Motivation

- Leading the change
- Part of design community and chapters

Pain Points

- Enforcing tools to be organised which don't talk cohesively
- Manual track of critical issues and follow-up.
- Monitoring the process adherence and consistency

Personality

Close Open

Focused Multi

Reactive Active

Matthew, Manager

Age : 42

Ed. : Masters (Busi.)

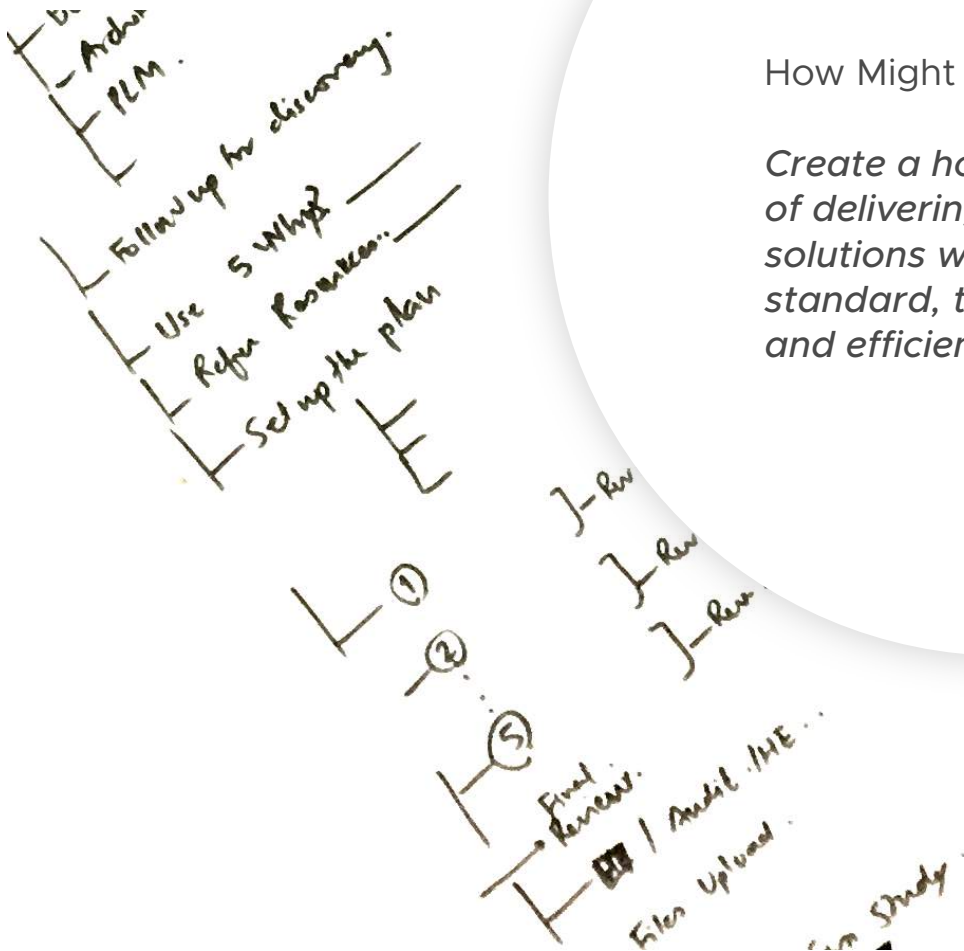
City : PA

These are the set of users representing the other stakeholders involved in any design project through its delivery.

A member from engineering team, a supervisory manager and fellow designers are the key stakeholders in any design assignment.

3. DEFINING THE PROBLEM

The analysis through affinity-mapping revealed the redefined problem in this way -



How Might We

Create a holistic process of delivering design solutions which is standard, transparent and efficient.

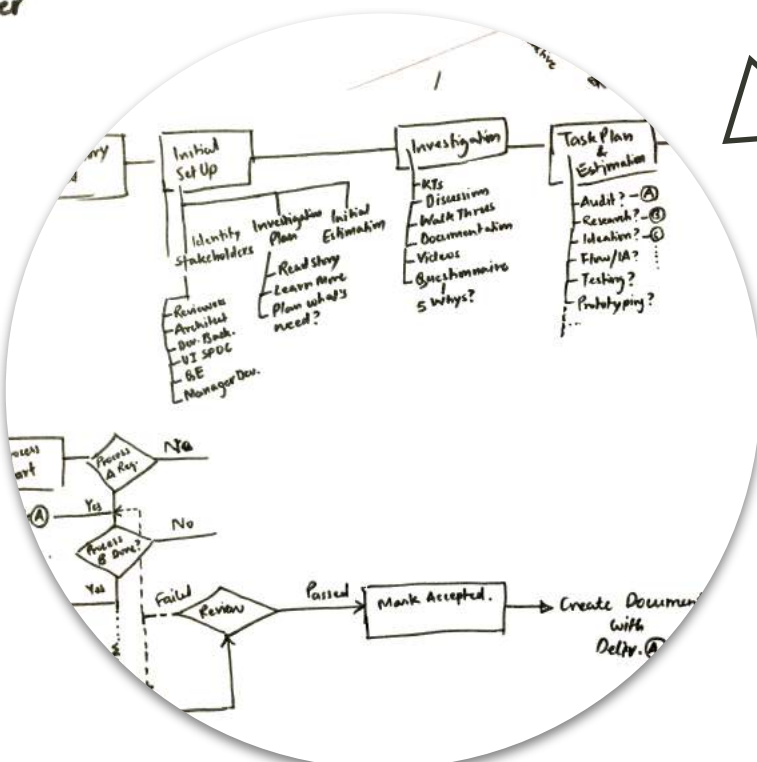
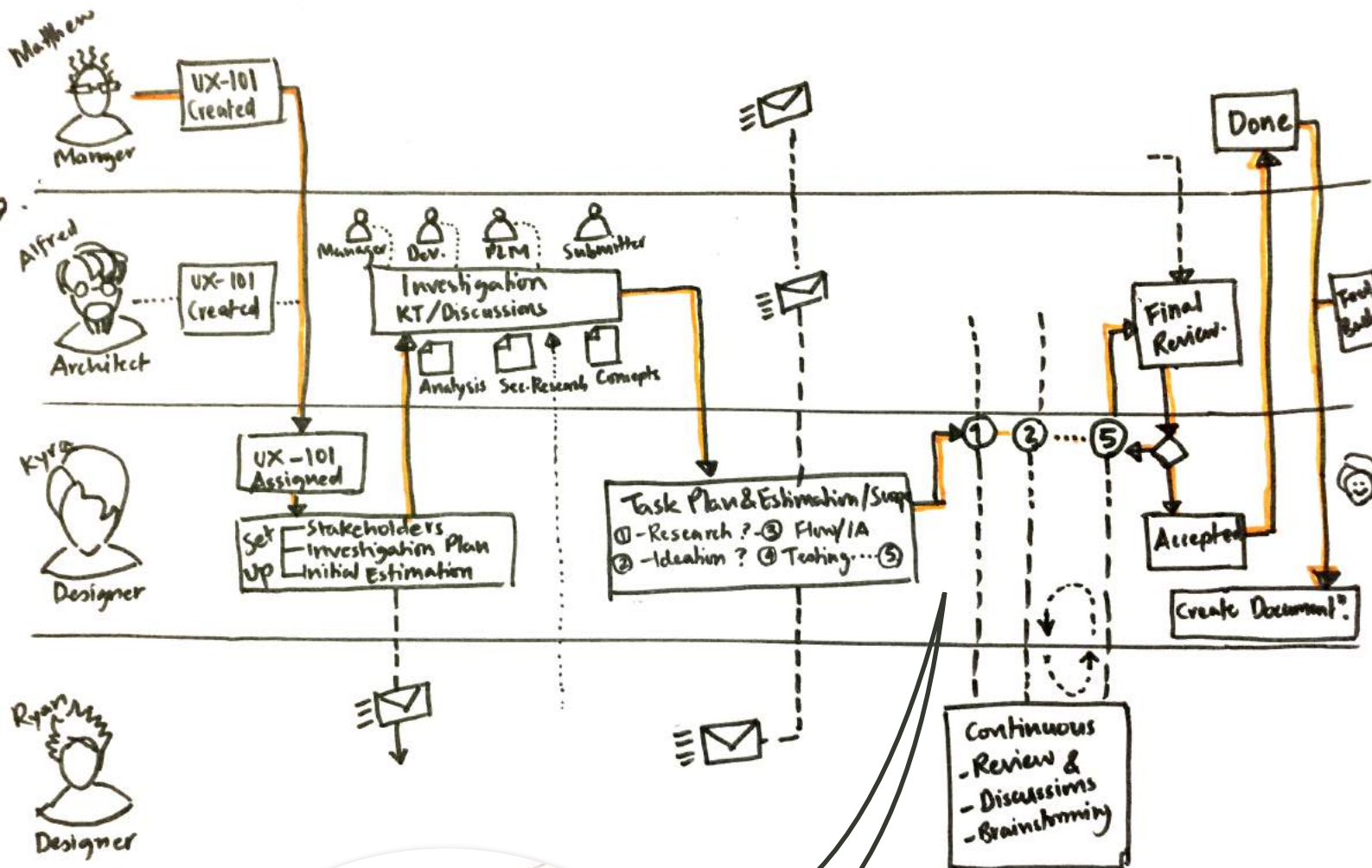
Using tools like what-if cards, biomimicry and whack-pack creative thinking cards, number of ideas were generated and then narrowed down to a consolidated version of few -

- Having a hybrid of linear and iterative process
- Supported by a single application
- One window for everyone to track progress
- Powered by automation with robust integration of other tools



SEQUENCE FLOW (Across Stakeholders)

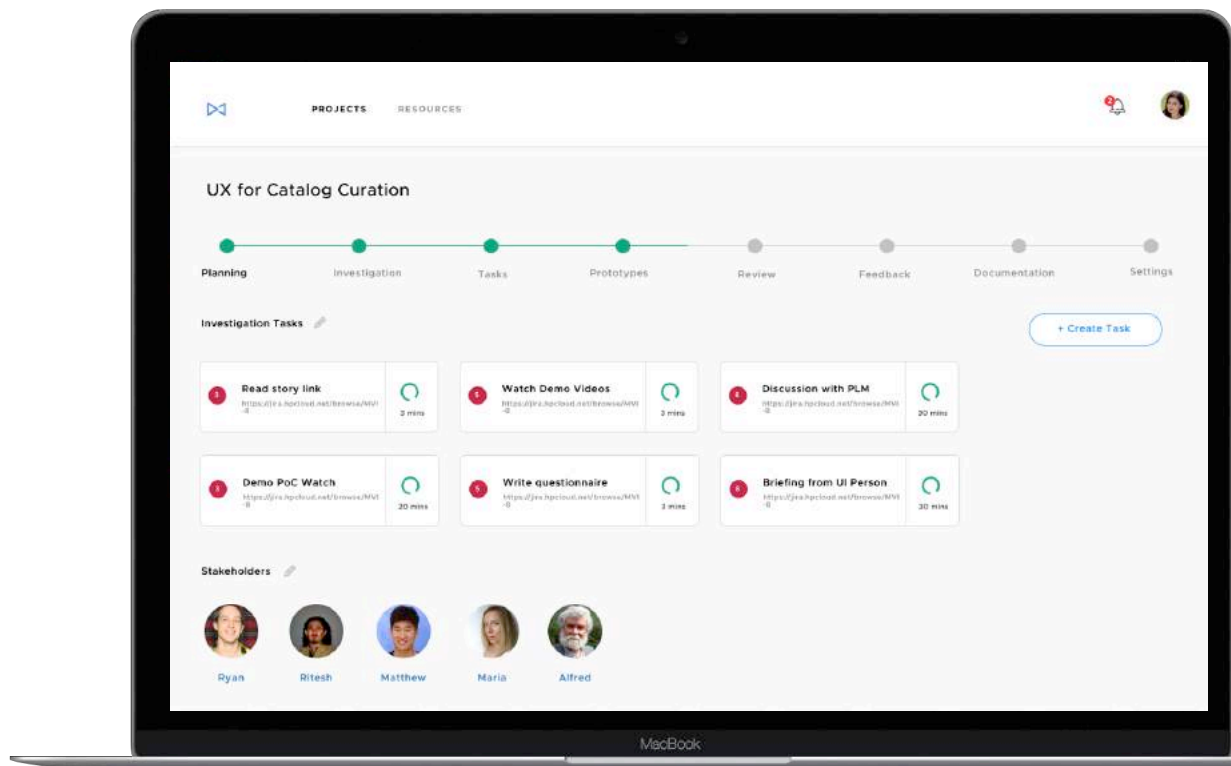
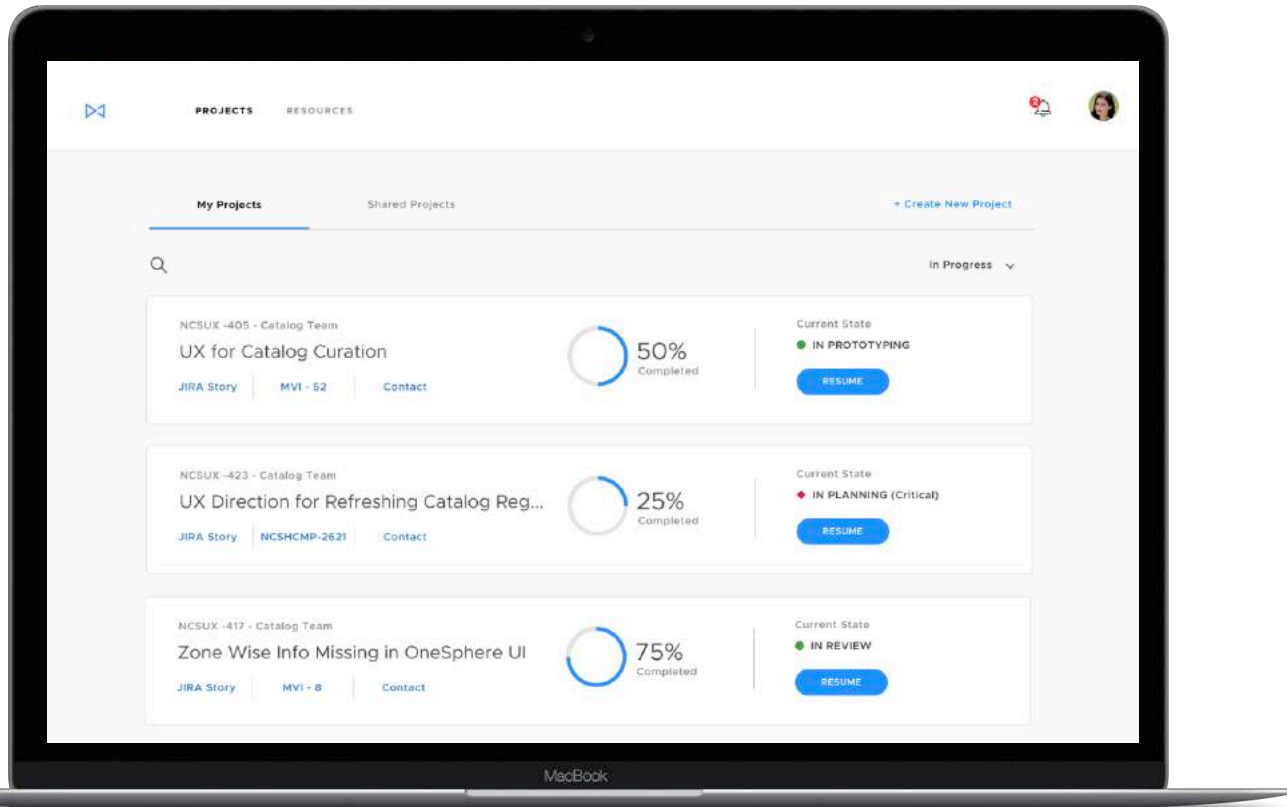
The idea was further explored to validate and design the flow of the holistic experience for all the stakeholders



The linear flow has been shown with the orange flow across the teams. Numbers processes are with a flow diagram also depict the iterative approach in different conditions.

5. PROTOTYPING

FINAL UI PROTOTYPES



6. TESTING

The prototypes were tested with initial set of 5 users using the following hypothesis and test plan.

Hypothesis : A linear process to deliver design solutions should include all the stakeholders at different phases of design cycle.

Test plan : A feature was tested as pilot for further implementation.

1. Task -
 - Estimation
 - Process Creation
 - Clear communication
 - Documentation
2. Questionnaire

Questions

My understanding and anticipation of the flow of the task

Did not match

Exactly same

New visual elements are intuitive

Not at all

Very Intuitive

The overall reaction to the prototype

Not for users

User friendly

11

A snapshot of average responses for the test regarding the flow, design and overall experience of the solution.

NEXT STEPS -

This is a work in progress as the MVP for the tool is getting defined using the artifacts created so far. Further corrections and implementations will be added to this document.

1

2

3

4

5

6



2. IDEA GENERATION WORKSHOP TO DESIGN WEB SERVICES CATALOG FOR CLOUD ADMINS

BRINGING TEAMS TOGETHER USING DESIGN THINKING

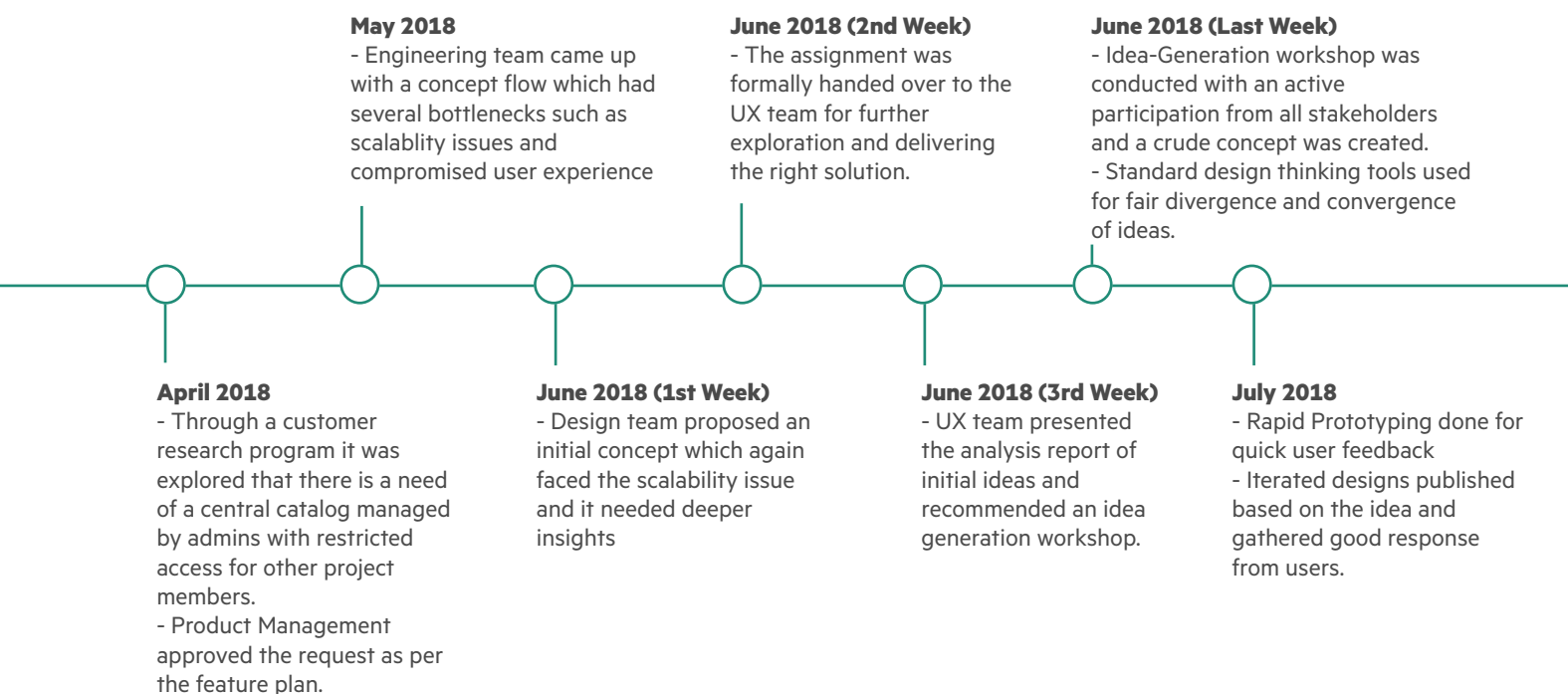


THE CHALLENGE BRIEF & HISTORY

In any customer focused enterprise, number of ideas culminate from the findings of customer research programs, which are later supported by other functions of the organization to materialize and build in the form of a new feature added to the product.

Similarly, an idea of having a central catalog of services which should be managed by IT admins, came as an ask from a customer and later brought forward after getting a nod from the product management.

This timeline sets the context of the challenge and will make it clear how design thinking drove the collaboration towards a meaningful solution.



1. WHY IDEATE TOGETHER (GOALS)

As designers, we work in a horizontal set-up where we build on the knowledge shared by different stakeholders, team members and customer stories.

Before getting into any solution state, its quite essential to develop the true understanding of user needs based on the insights derived from the customer research activities. At the same time bring everyone on the same page with a common understanding of customer priorities.

In order to achieve that and create a concept out of number of ideas and perspectives, the idea generation workshop was conducted with a small group of 7 participants. The key goals of the workshop were -

- **Sharing the common understanding across the teams**
- **Generating many ideas and Refining later (Diverge and Converge)**
- **Explain the UX design process with others(Non-Designers)**



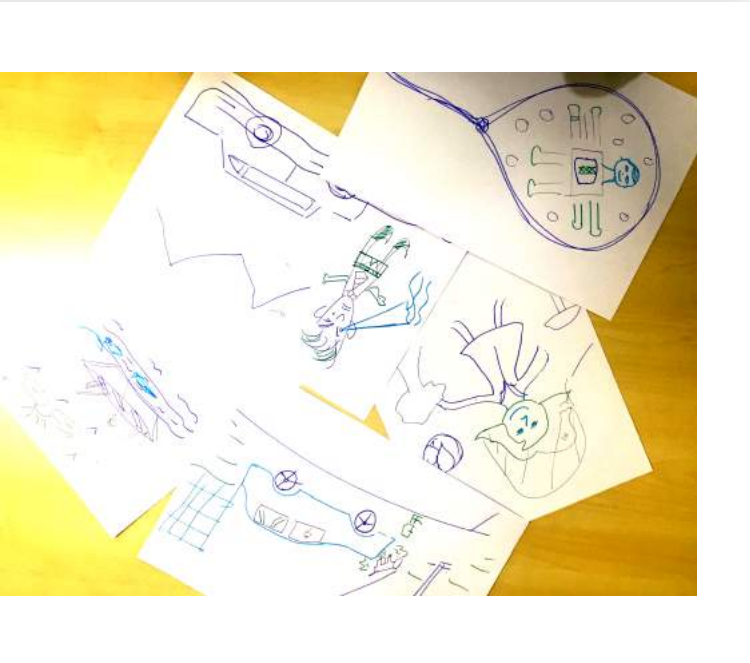
2. WHAT WE DID

1. INTRODUCTION

It started with introducing everyone to others as the whole group was from other teams and it helped with initial background. Everyone had to include one thing in their intro about something they think they would laugh on, 10 years from now. This filled the room with some laughter too.

2. BUILDING CREATIVE CONFIDENCE

The other part of this was building the creative confidence as a group. As per popular belief many people don't consider themselves creative if they are not into any sort of arts, design, crafts or drawing. To overcome this belief, we did a quick sketching round - Everyone had to draw any shape on a paper in just 8 seconds and pass the paper to the next person clockwise. The iteration went on till everyone got their own drawing back with one round circle and they had to finish that with a meaningful drawing at the end.



Some of the awesome drawings and the group building the creative confidence -



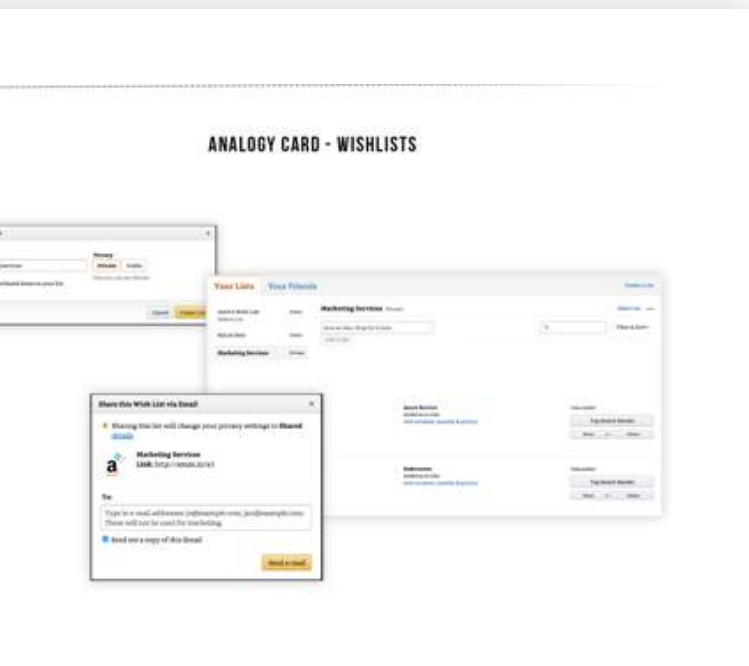
It helped us communicate the two basic ground rules for the workshop -

- **Be visual**
- **Build on other's ideas**
- **Collaborate**

3. TOOLS & PROCESS BRIEFING

The purpose of the idea-generation workshop and where does it fit in the design process was explained to build the better understanding of the overall plan and the process. Different creative thinking tools for this workshop were introduced and explained how to use it to think out of the box. Some of the creative thinking tools used were -

- Personas
- Analogy Cards - Each card with an example solution of similar scenario in entirely different context.
- What-If Cards - Whacky questions to change the perspectives upside down.
- How Might We - Reframed problem statement which is neither too narrow nor too broad



Some of the tools/cards used for the creative thinking are shown here.

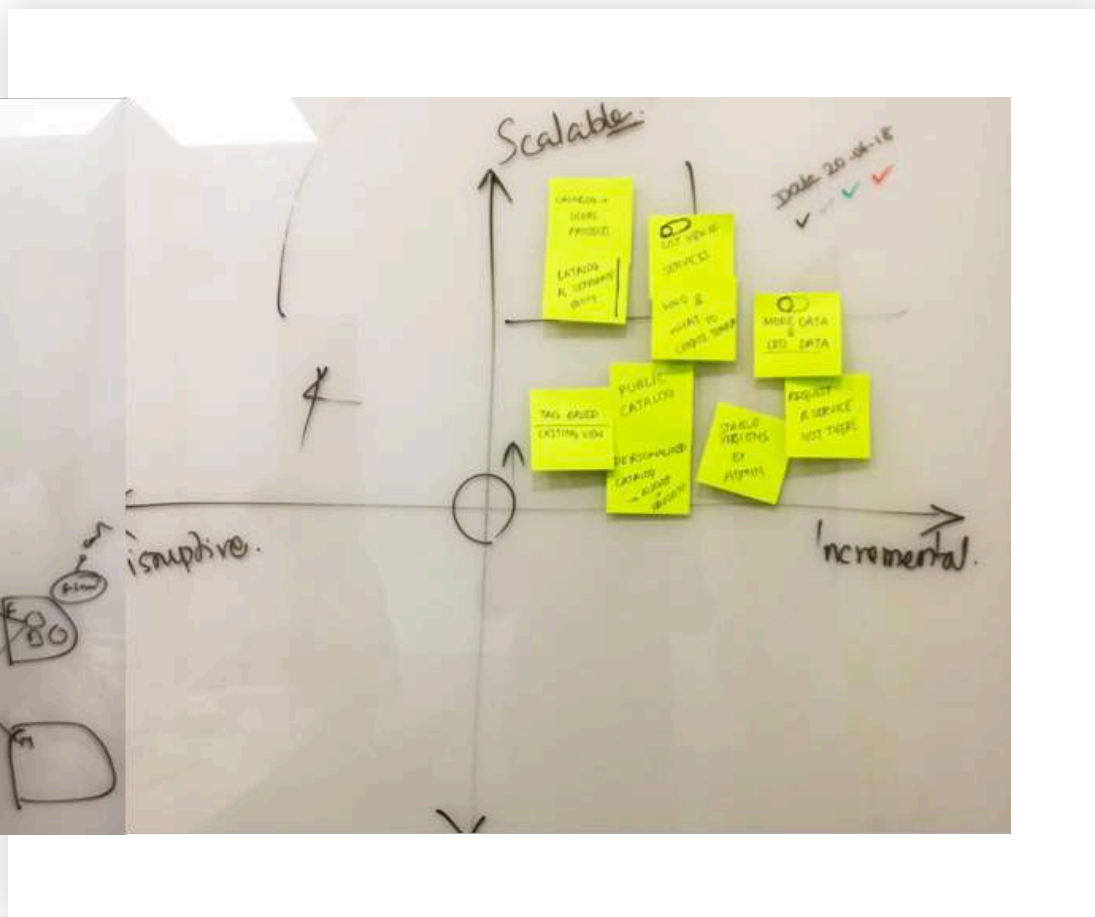
4. THINKING INDEPENDENTLY TOGETHER

After introducing the 'how might we' problem statement, the idea generation started. Brainstorming becomes an organised tool to churn out meaningful ideas when first done independently and later discussed in a group. We call it ThinkIT(Think independently together). This gave everyone time to think about their ideas for some time. And we came up with more than 20 ideas each at the end of this quick round. Later it was done together to refine everyone's ideas to more accurate version.

5. CONVERGING IDEAS

During converge, we discussed all the ideas on stickies one-by-one and created an affinity mapping to club similar ideas. We used the narrow down matrix tool to prioritise them. Scalability and Incremental design were identified as the two most important customer requirement metrics. The tool has been shown below with these two metrics represented on the two different axes. Finally, the ideas were prioritised on the basis of scalability, ease of use and incremental design.

- Scalability
- Ease of Use
- Incremental Design for Easy Learnability

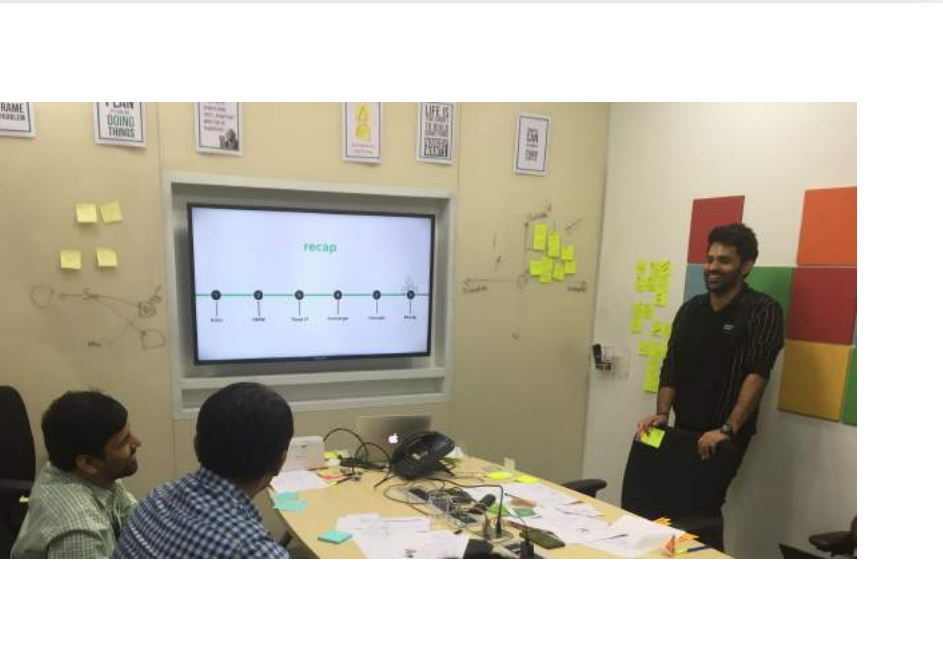


6. BUILDING THE CONCEPT

The final concept coming out of the converge exercise was to have a virtual entity like a group of services which interfaces with projects on the behalf of related services. The final idea was coupled with some important smaller set of ideas like sorting, filtering and list view details.

3. FINAL OUTCOMES

Yes, we achieved our goals and built a robust concept on the shared common understanding of customer priorities and user needs. The engagement, participation and the contribution was great and we look forward to creating collaborative design culture with all the stakeholders.



As next steps, we're working on creating interactive prototypes and plan to test with users to get the early feedback and iterate quickly towards a usable, desirable and consistent design.

And have a look what participants have said -

Keep it happening often. Every feature should have this kind of workshop.

My favorite part of the event was 'Converge' & 'Thinking independently Together'

Having this session at the very beginning was very helpful.





THANK YOU.

VISIT www.ux2day.design FOR MORE DESIGN STORIES.
(work in progress - best viewed at 1240x695 res.)

- By Amit Kumar Tiwari

