

Credit: flickr user lomark: <http://www.flickr.com/photos/9549421@Noo/>

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It is in [the] void between research and form-giving where many designers struggle and where much time is wasted. Yet it is also in this void where the most exciting qualities of magic are most likely to be found. Between research and ideation come creative leaps, disruptive new ideas, and innovative new solutions to real and pressing problems.

- Jon Kolko, author of *Understanding the Magic of Design*

# (RE)FRAME

## OUR CHALLENGE:

Redesign the pre-care patient experience



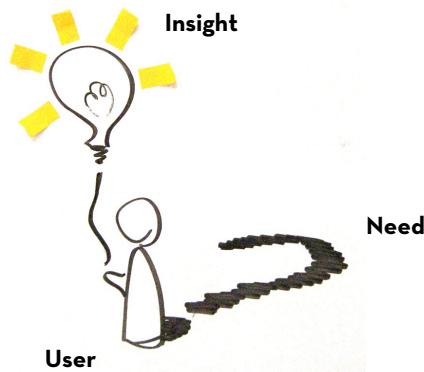
## Observation:

Kids seemed nervous and unsure when talking about past visits to the emergency room in front of parents.

## OUR INSIGHT:

Kids' first reaction when they get hurt is fear of parents' reactions.

## POINT - OF - VIEW (POV)

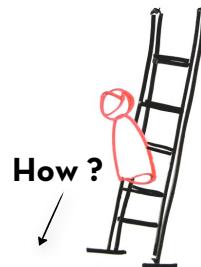


## WHY NEEDS?

- Needs last longer than any specific solution
- Needs are opportunities waiting to be exploited, not guesses at the future
- Needs spur action

After Patnaik & Becker, Jump Associates

## “WHY”- “HOW” LADDERING



## “WHY”- “HOW” LADDERING



Maslow's  
Hierarchy of Needs



Patnaik's  
Need decomposition

## “WHY”- “HOW” LADDERING

I need to...

be healthy (COMMON)

prioritize going to the hospital when I get hurt (CONTEXT)

tell my parents when I get hurt (ACTIVITY)

call my parents right away when I get hurt (QUALIFIER)



## WHY INSIGHTS?

- Novel solutions come from great insights
- Strong insights reframe the challenge
- Insights give you an actionable direction to go in

The act of reasoning  
from evidence or  
factual knowledge  
("Why?")

## Observation + Inference = INSIGHT

An act or instance of  
noticing or perceiving  
("What?")

Life experience  
Intuition  
Values, morals...

## "I Saw" + "I Know" = INSIGHT

Interviews  
Observations  
Journals, articles...

From Bill Moggridge  
Founder, IDEO  
Director, Cooper-Hewitt Nat'l Design Museum

From Jon Kolko  
frog design  
Austin Center for Design

# What will an insight do for you?



Flickr: sugarpond



**OUR INSIGHT:**  
Kids' first reaction when they get hurt is fear of parents' reactions.



Reiren:  
Organic Farm at the Marin Zen Center

"Safeway apples are all the same size and color. But that's just not how things grow. Things that look machine made are not organic. Those apples look sad to me."

Steve:  
Organic Produce Farmer

"If you want to find the good apples at the farmer's market, walk around and look for the batch of apples that are all different shapes and sizes."



## OUR CHALLENGE:

Create and communicate a sustainable cleaning product

## **OUR CHALLENGE:**

Create and communicate a sustainable cleaning product

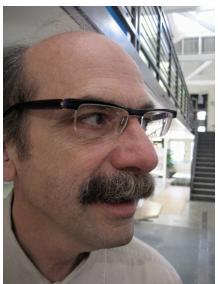
## **OUR CHALLENGE:**

Leverage imperfections and variation to create a green cleaning product and communicate its sustainability

## **OUR INSIGHT:**

Imperfections and variations are visual indicators of purity.

## **SYNTHESIS TOOLS**



## **SATURATE & GROUP**



**JOURNEY MAP...**

**JOURNEY MAP...**  
**Redesign the fruit and vegetable  
consumption experience**



**REFINE**

## MAD LIB

POV



USER + NEED + INSIGHT

[user] needs to [user's goal... VERB] because [insight]

## MAD LIB

POV

A wellness-conscious zen-seeking woman  
needs to  
see a link between a product and the process that  
created it  
because, for her  
imperfections are visual indicators of purity

## MAD LIB

POV

Curious, risk-taking children aged seven to twelve  
need to  
...  
because, for them,  
...

## MAD LIB

POV

Curious, risk-taking children aged seven to twelve  
need to  
feel safe telling their parents when they get hurt  
because, for them,  
injuries are infractions, not health hazards.

## POV TIPS...

**Short** - distill your findings... put some details in the parking lot for later (you can always bring them back)

**Specific** - focus on an individual user rather than everyone

**Compelling** - retain tension and bring intrigue

## POV ACTIVITY

**Break out now.**  
**Create a POV draft by 2:50.**  
**Then share with a neighbor (2x5 min)**

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Start with one element (a compelling user, need or insight) and brainstorm possibilities for the other two.

Use the whiteboard actively.

## TODAY'S TOOLBOX

Synthesis:  
“Why”- “How” Laddering  
Saturate & Group  
Journey Map

POV:  
Mad Lib

## **REFERENCES**

jon kolko: frog design  
<http://designmind.frogdesign.com/videos/misc/design-synthesis.html>

bill moggridge: IDEO; Cooper- Hewitt  
"insights & frameworks," presentation, industrial technology research institute