



Design Thinking

IBM Emerging Technology

We're going to spend most of the session doing, so there's only going to be three slides as way of an introduction at the beginning and then we'll be on our feet working at the wall for the rest of the time.



“Good design is good business”

Thomas Watson Jr., 1973

Design Thinking itself isn't an IBM thing, it came out of Stanford and IDEO. IBM have taken that and applied some tools and techniques around it to develop a better way of creating products and services.

The real key is that everything we do is from the user's perspective. So not from marketing, sales, buyers or management's point of view.

Design Thinking is not about how things look. A good example of this is Uber. They identified that the most painful bit of the process for the customer was the payment at the end of the journey. Rather than developing a nicer payment interface they redesigned the whole process so that the payment didn't have to happen at the end of the journey.



Working at the wall

Write more than you talk

Draw more than you write

Quantity over quality—the more ideas the better

Playbacks

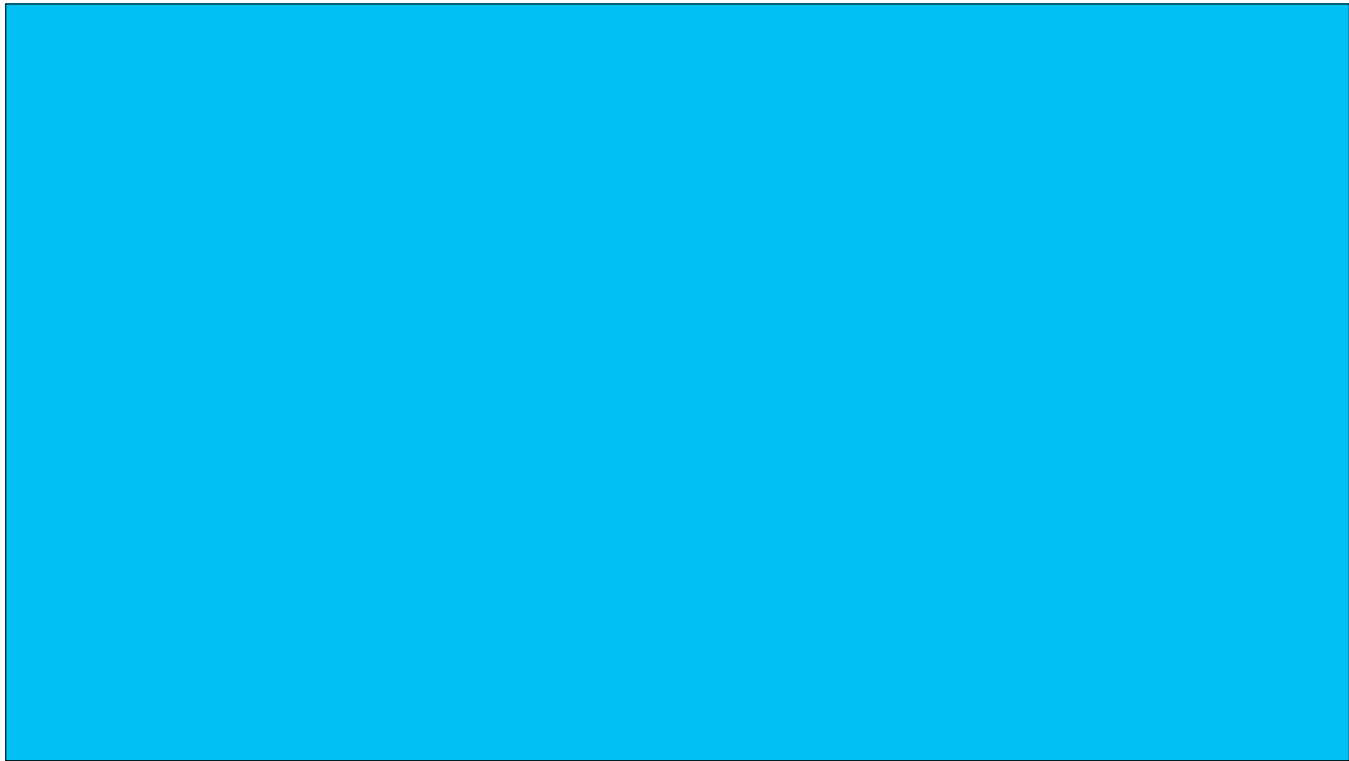
4

One of the tools used in IBM Design Thinking is playbacks. Playbacks are the way you keep everyone involved in the project (design, engineering, product management and the users) aligned.

There are Playbacks with a capital 'p' which are formalised at certain points in product development, but also playbacks with a little 'p' which can happen any time. We'll do lots of short ones today.

Playbacks are story driven, concrete and are user focussed. We don't talk about how things work, or how clever something is, or what new technology is used. We talk about everything in terms of the user.

We only need to spend 30 seconds on playbacks during this workshop.



Empathy Map

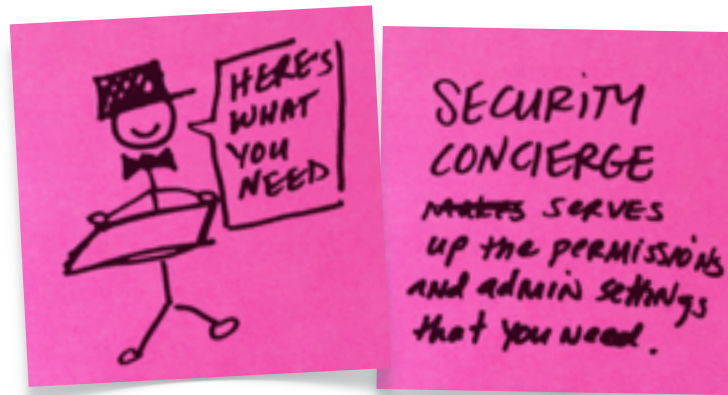


As-Is Scenario

STEPS	PREPARE	PLAN	TRAVEL	DEPARTURE
DOING	READ REVIEWS LEARN SOME FRENCH	FIND PASSPORT ASK FOR TIME OFF BOOK A BABYSITTER BOOK FLIGHT RESERVE HOTEL ROOM PACK SUTELANDS	TAXI TO THE AIRPORT GO THROUGH SECURITY FLY!	CHECK INTO HOTEL GET DIRECTIONS TO EIFFEL TOWER LAST-LONG & TICKETS RIDE TO TOP OF THE TOWER KISS
THINKING	WHAT IS MY BUDGET? HOW USUALLY SURPRISE HIM? THERE ARE TOO MANY CHOICES!	AM I FORGETTING ANYTHING? GOOD THING I SAID THAT UNLATCHING TIME	THAT'S MORE COMPLICATED THAN I REMEMBER I WISH I CHECKED MY CARDS-ON HE SEEMS EXCITED !!!	IT'S EVEN MORE BEAUTIFUL THAN THE PICTURES I SHOULD TAKE MORE PHOTOS HE LOVES IT!
FEELING	ADVENTUROUS OVERWHELMED EXCITED	ANXIOUS NOT PREPARED FORGETFUL	NERVOUS TIRED	RELIEVED APOYFUL CAREFREE CALM

Ideas

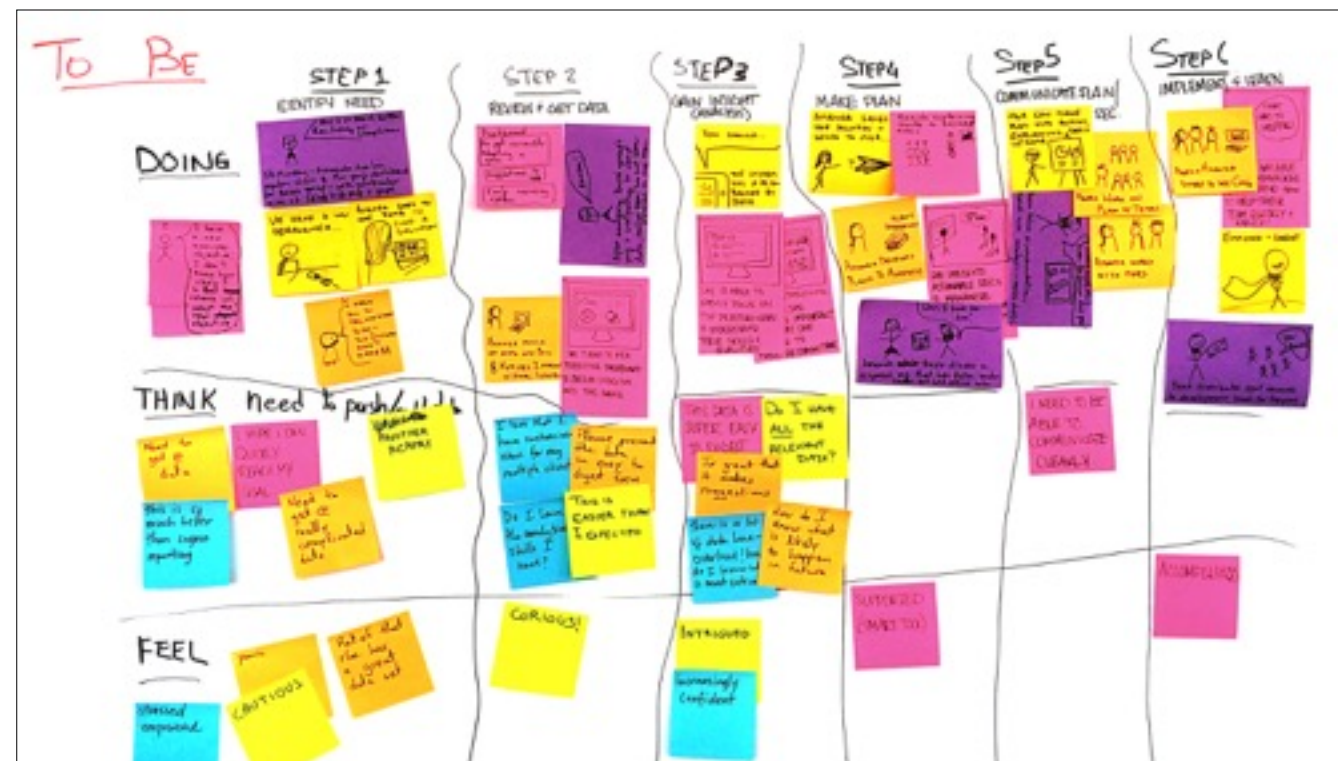
(3 ideas and 1 absurd one.)



SECURITY
CONCIERGE
MEETS SERVES
up the permissions
and admin settings
that you need.



To Be Scenario



Hills

Hills

- Concrete statement that align product management, design and engineering.
- User centric outcome, not a list of requirements.
- “Commanders Intent” - what, not how.
- Written for the people building the product.

Hills are something that the whole team can gather around. Everyone working on a project should be able to see a hill and know how they can contribute to taking that hill.

“A UK based sales leader can assemble
an agile response team from across IBM
in 24 hours without management
involvement.”

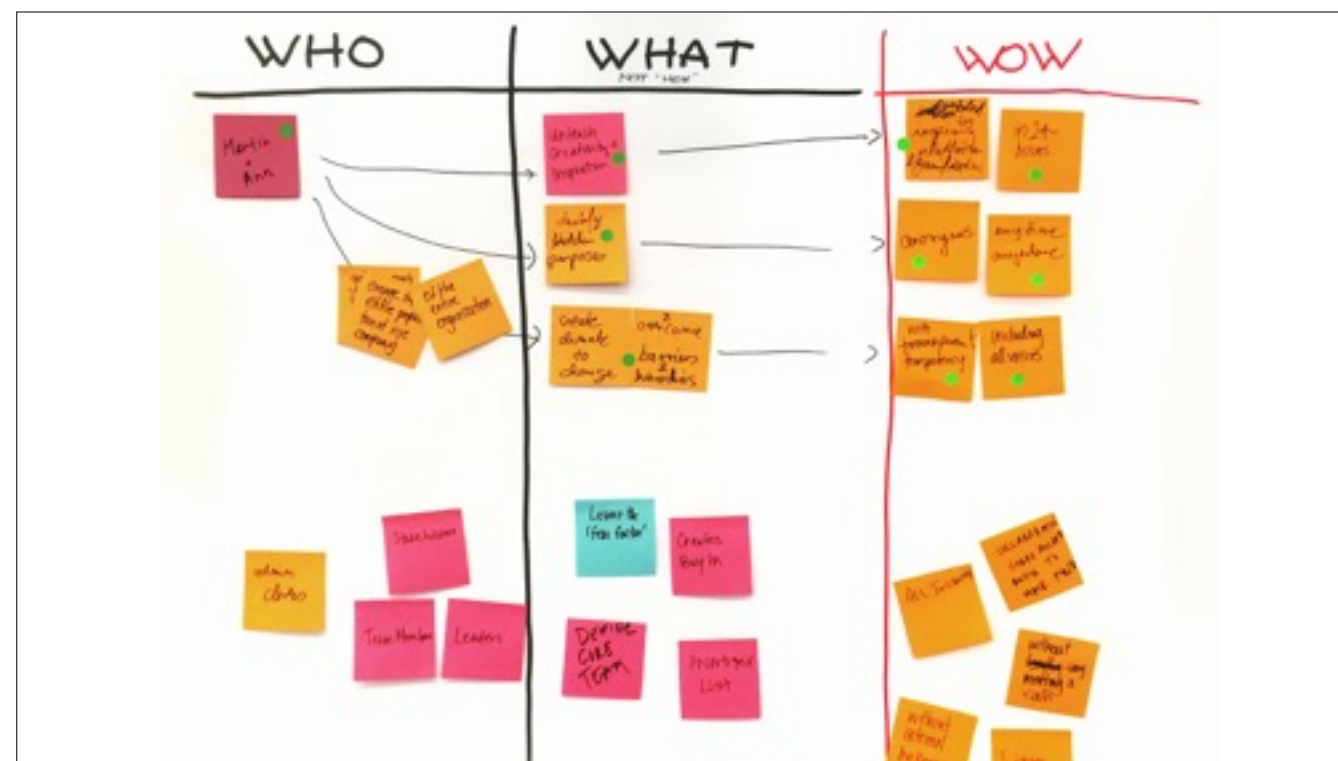
Who. What. Wow

WHO

WHAT

“A UK based sales leader can assemble
an agile response team from across IBM
in 24 hours without management
involvement.”

WOW



Paper Prototype & Storyboards

PRODUCTION

STORYBOARD - ASPECT RATIO 1.85 PAGE#



Scene # Shot #



Scene # Shot #



Scene # Shot #



Scene # Shot #



Scene # Shot #



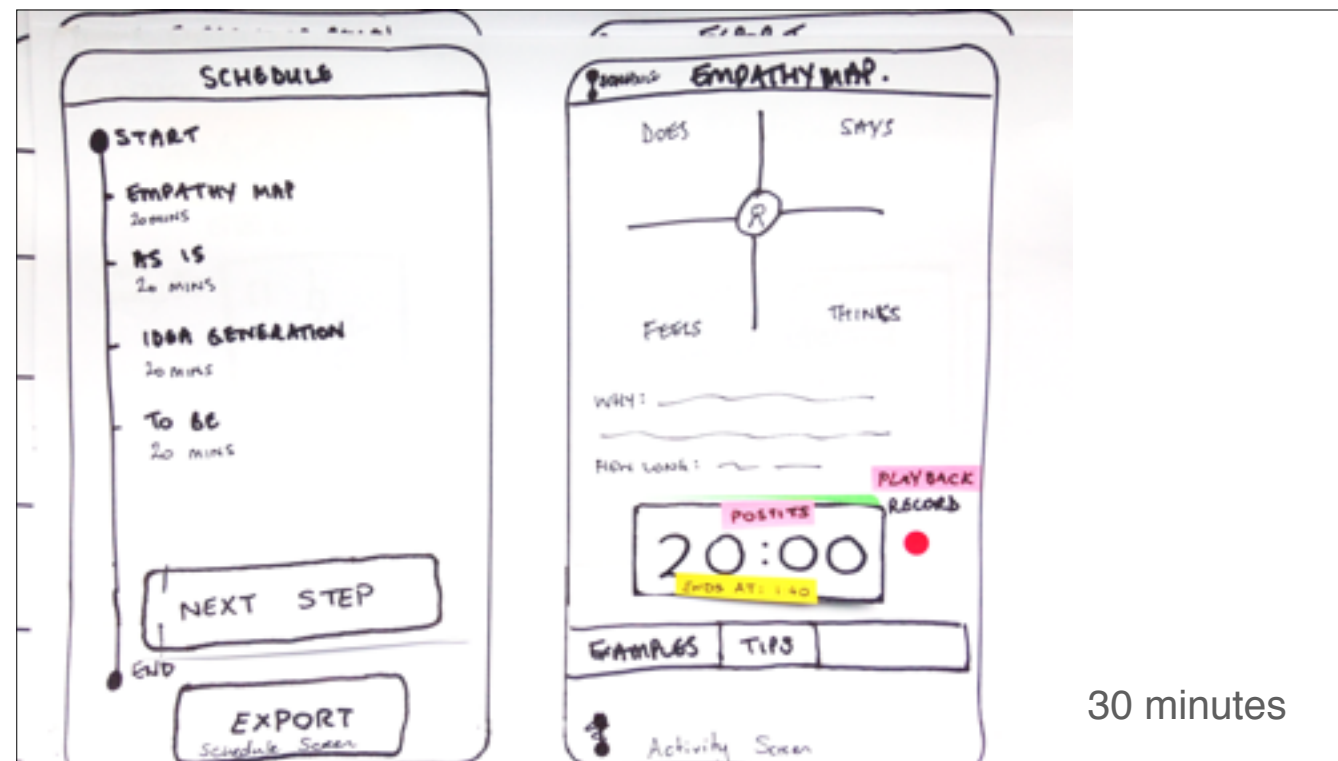
Scene # Shot #



Scene # Shot #



Scene # Shot #



30 minutes

Thanks!