

THE DAILY



Prep & Share

DP1 Debrief

What is Design Thinking?

Reflect on Class Thus Far

			14	15	16
	19	20	21	22	23
	26	27	28	29	30
OCT	3	4	5	6	7
10	11	12	13	14	

3 POST-ITS

- 1) Headline a STORY
- 2) Headline an INSIGHT
- 3) Headline a PROTOTYPE
INNOVATION

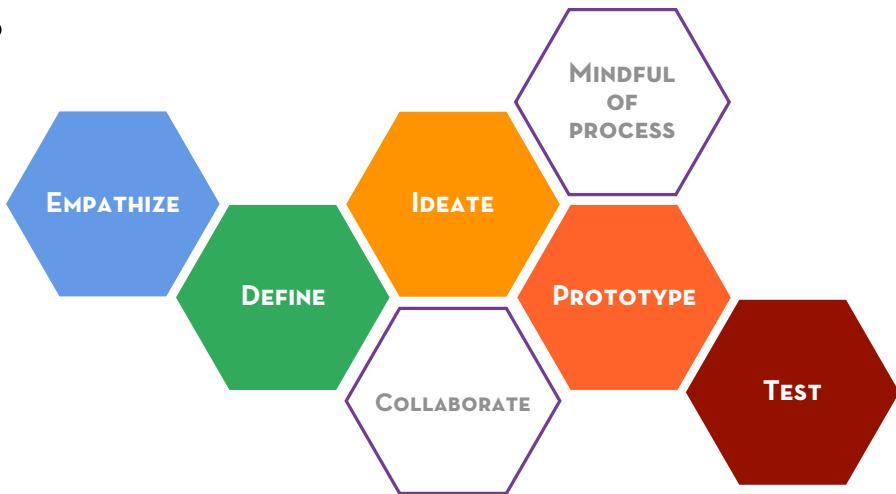
Place the Post-its in your notebooks to help share your work



TAKE 5 MINUTES TO PREPARE



**EACH MEMBER OF YOUR
SMALL GROUP HAS 5
MINUTES TO SHARE THEIR
3 POST-ITS**



DPo: 1-hour EXPOSURE TO THE ENTIRE DESIGN THINKING PROCESS



DP1: WEEK-LONG CYCLE THROUGH DESIGN THINKING



WHAT IS DESIGN?

WHAT IS DESIGN?

“We are seeing a dynamic expansion of the scale, range, and power of traditional design. It promises to revive a broken VC model, capture the imagination and energy of a new generation of young designer/creators, and perhaps even regenerate Western capitalism...”

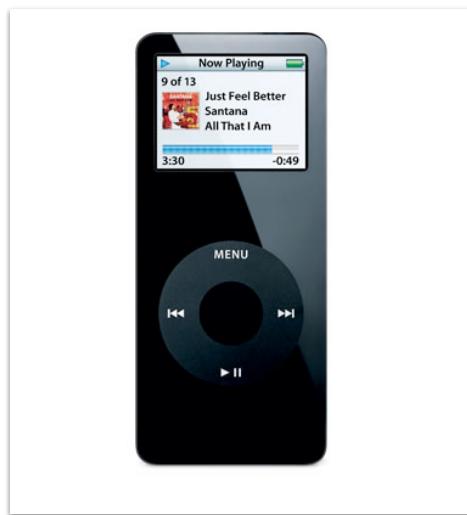
- Bruce Nussbaum



DESIGN IS NOT (just) AESTHETIC



DESIGN IS NOT (just) AN EVENT



DESIGN IS NOT (just) A PRODUCT



DESIGN IS NOT (just) AN EXPERIENCE

DESIGN IS A WAY OF WORKING...

Empathize

Empathize to discover people's expressed and latent needs so that you can meet them through your design solutions. Do this in three ways:

Immerse: Experience what your user experiences. Through immersion and research, try to become an instant-expert.

Observe: Actively watch a space, process, or person to understand behavior and latent needs.

Engage: Have conversations with people and get deep into motivations, emotions, and stories.



Define

Now is your chance to interpret what you have heard and seen, and cast your vision as a designer. Synthesize the body of human data you have gathered, and make sense of it. Don't try to summarize your findings, instead, think about what you are inspired by.

At this point you are not creating solutions, you are identifying the challenge worth taking on. Work toward a succinct statement of the challenge – which we call a “point of view” (POV).



Ideate

The goal here is to generate both a large and diverse set of solution ideas – in response to your POVs. Explore different types of solutions: physical, digital, services, experiences, and systems.

If you like, work in a group, and build off each other's ideas. Capture in your notebook, or on a whiteboard (and take photos).



Prototype

Get your ideas into the tangible world so that they can be experienced and tested by others.

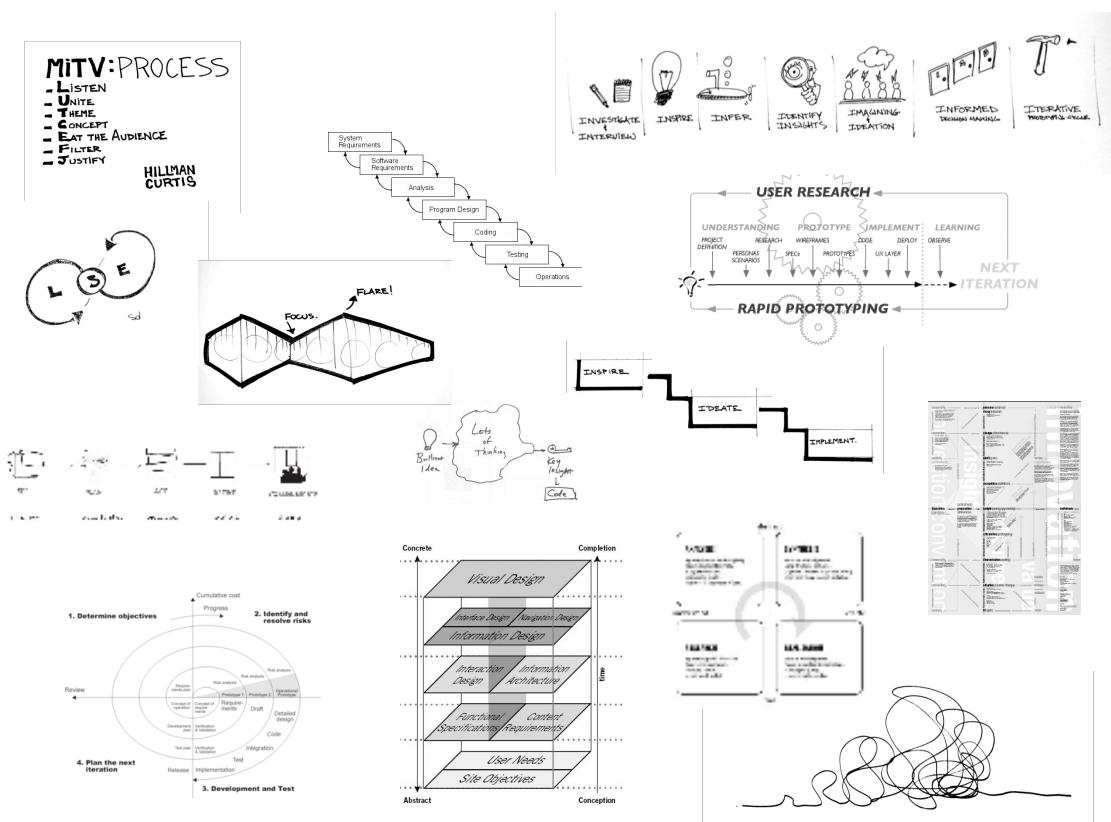
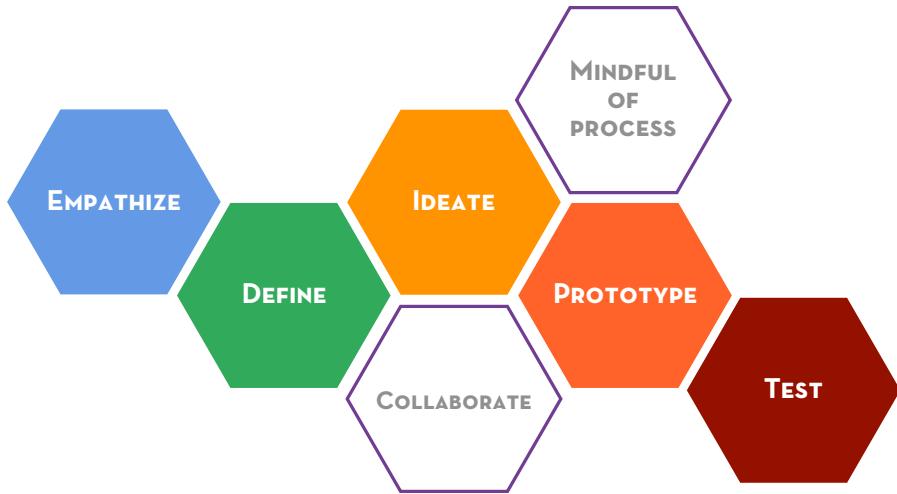
Remember: Use prototypes to allow people to experience a concept (not just be told about it). For example, if you are redesigning the ordering experience at a restaurant, mock up a quick menu, get a table and chairs, and pretend you are the waiter – rather than making a scale-model of the restaurant.

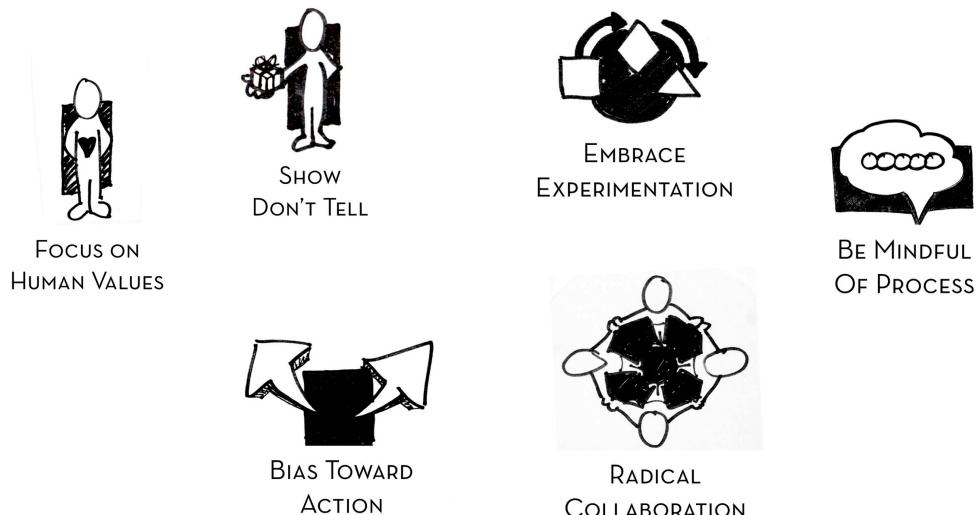


Test

Take your prototypes back to users to get feedback. Put your prototypes in their hands (or put your users in the prototype). Find or create the context and scenario which will produce the most genuine feedback. When you test, remember, you're not selling your idea! Spend most of your testing time watching and listening.

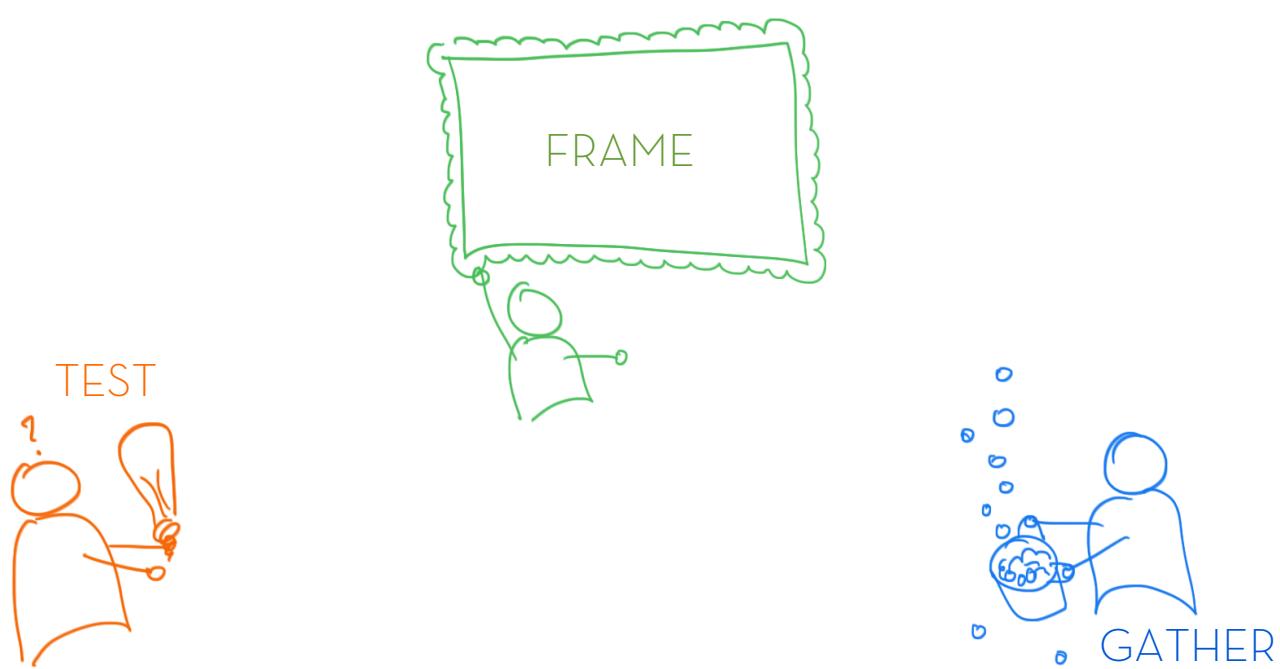




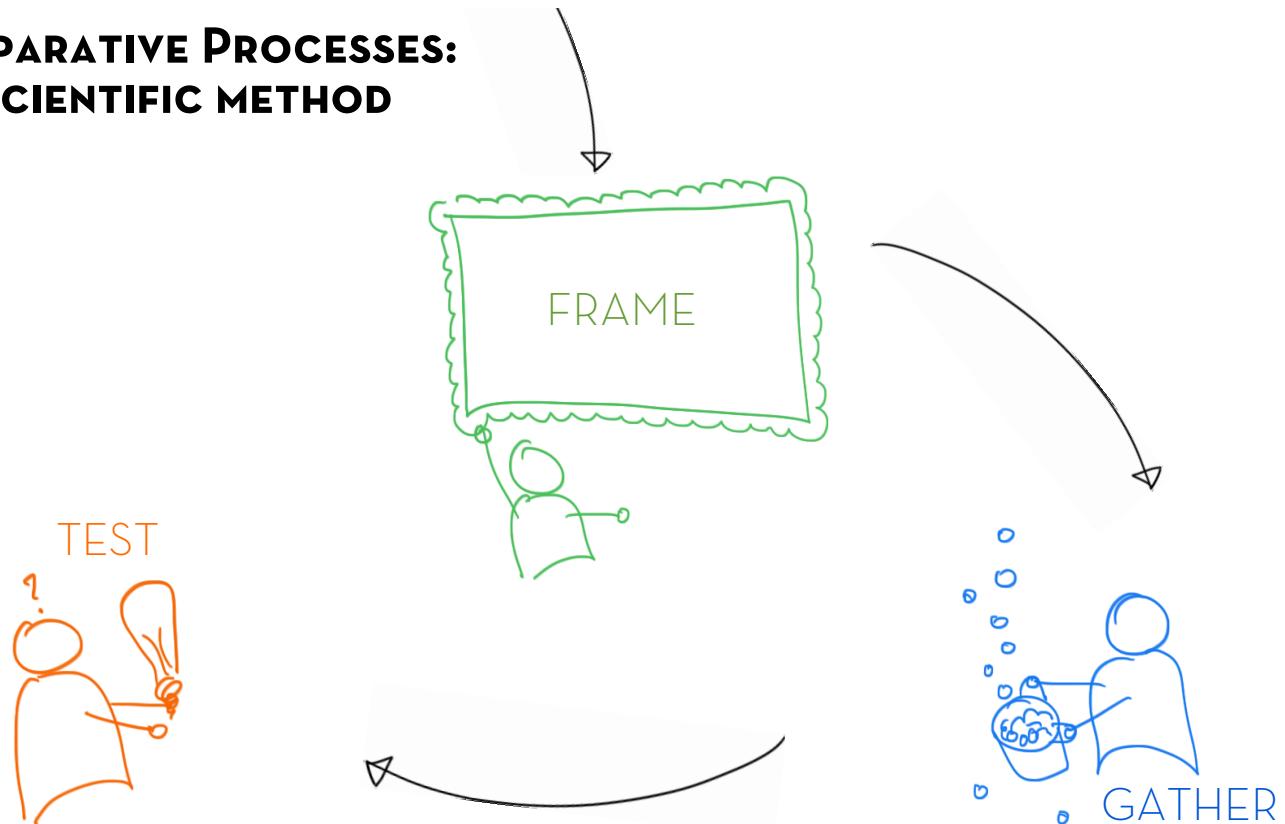


d.MINDSETS

DESIGNERS + SCIENTISTS: THREE SHARED ACTIVITIES

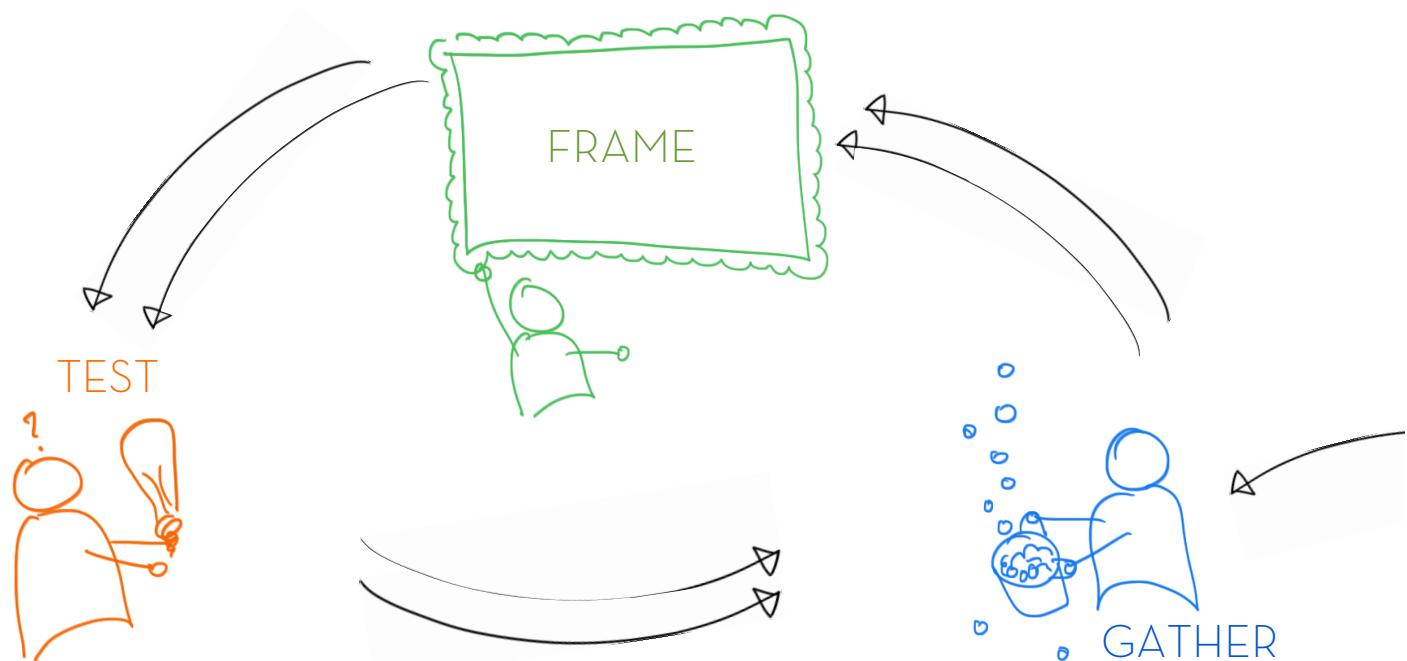


COMPARATIVE PROCESSES: THE SCIENTIFIC METHOD



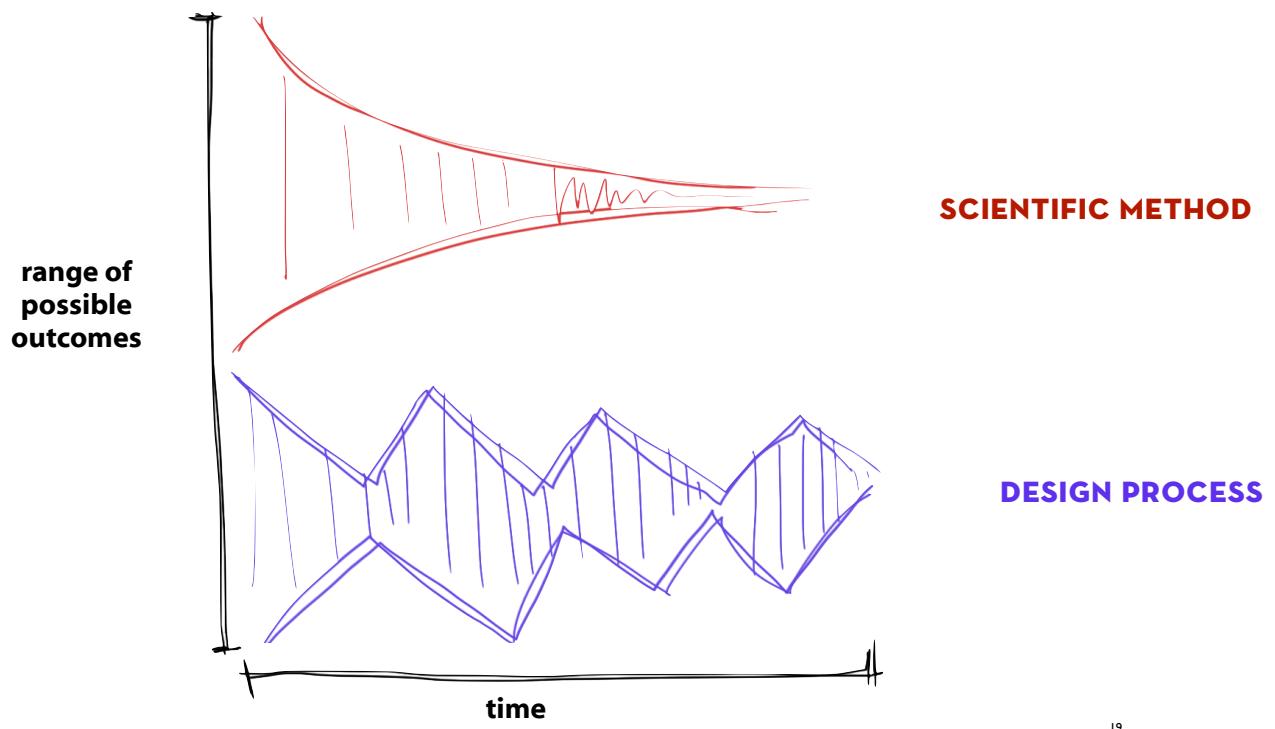
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COMPARATIVE PROCESSES: THE DESIGNER'S APPROACH



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COMPARATIVE PROCESSES: FLARE VS. FOCUS



Storytime



AN INTRODUCTION TO FEEDBACK