

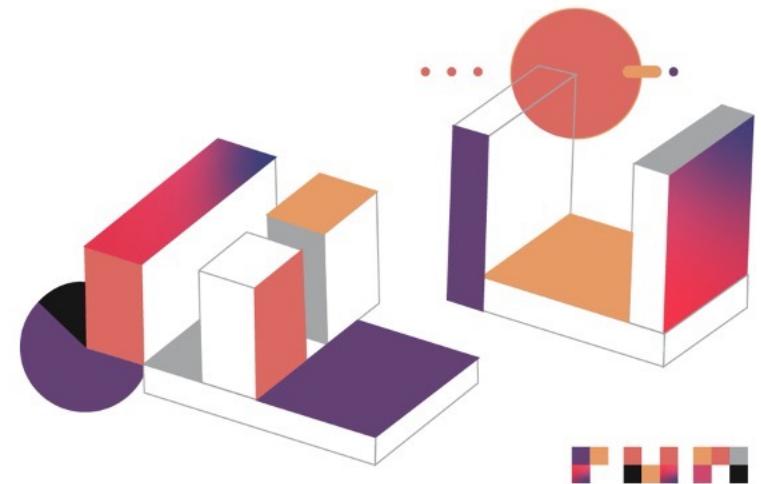


You are a designer.

How to be a better one.

David Dunne, Teaching Professor

Gustavson School of Management, University of Victoria



Think about ...

What is an example of “bad” design? What makes it bad?

Introducing Myself: Three Basic Buckets of Activity

Design Leadership

Education

Community Engagement

Practitioner-accessible research

Engagement with designers
and labs

Innovation & Design

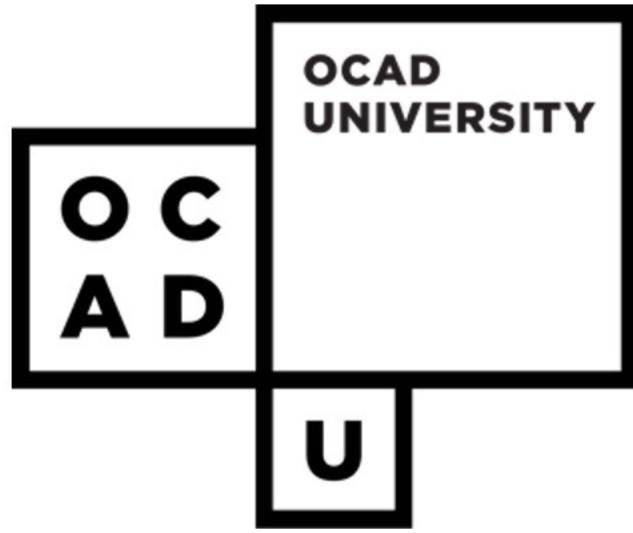
Executive education

Academics Without Borders

Brand Trust

My design journey led me through design schools and design firms

IIT Institute of Design



© CEDIM



Dossier

What is design? What is
design thinking?

Design Is a Fundamental Human Activity

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

Herbert Simon

Design is About Change ... from Massive ...



It's Not About the World of
Design. It's About the Design of
the World

Bruce Mau

(a) Input variables

modified vs. unmodified
ribonucleosides

delivery
materials



ssRNA

dsRNA

sequence
engineering, UTRs

5' G --- A A A ... 3'

Species differences in
immune sensing(?)

(b) Output variables

Cytokine and
chemokine milieu

B cell activation

B cell

B cell help

CD4⁺ T
cell

Differentiation signals
(Th1, Tfh, etc.)

CD8⁺ T
cell

CD8⁺T
cell help

... to Micro ...



... and it's about users

So what's not to like?



So Why Do We Design Stupid Things?

Everything is designed:
communications, products, services, systems

Yet we often don't realize we are designing it

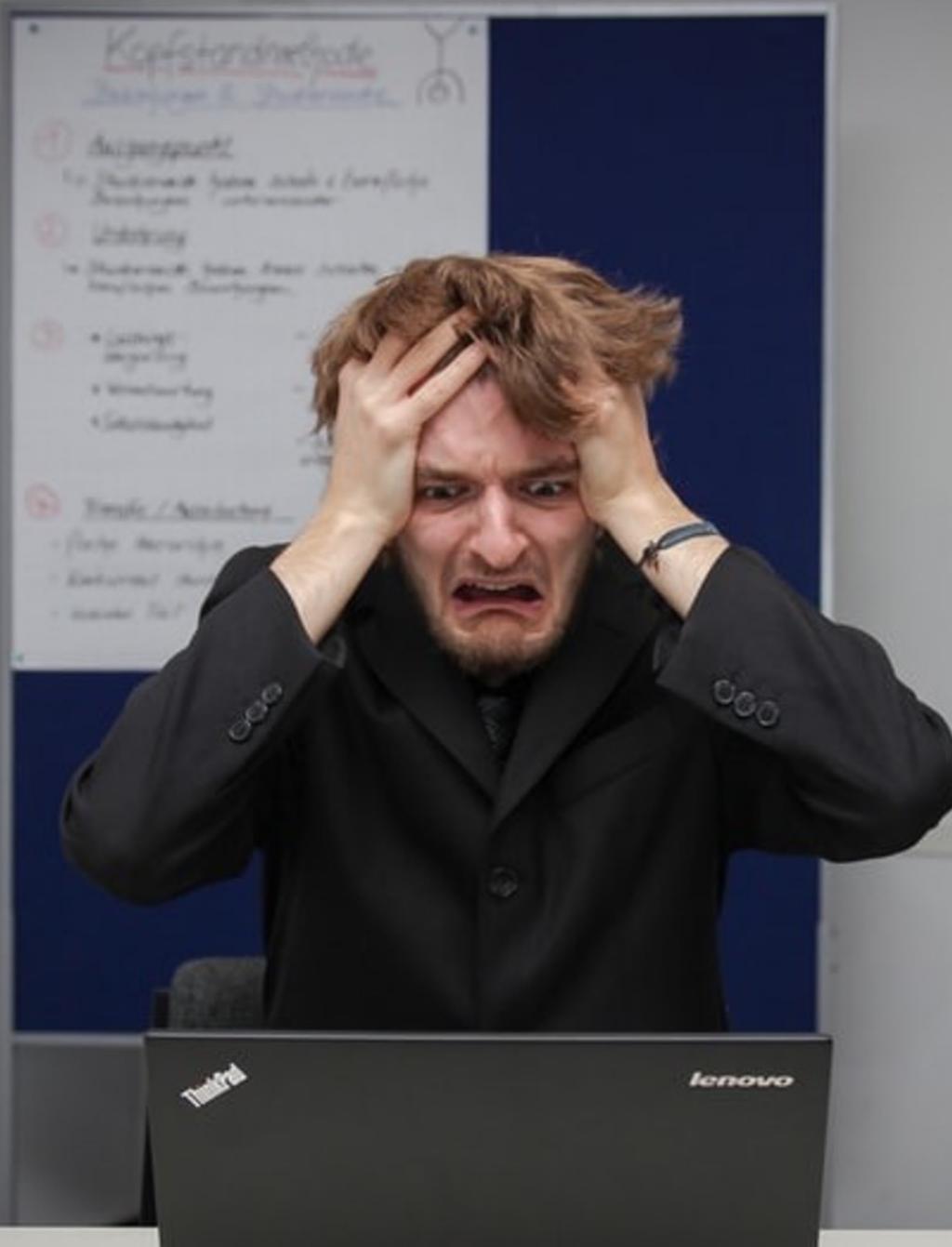
So we design accidentally, not mindfully

User Experience: GE is turning an MRI into an experience for kids (and saving money too)



<http://www.youtube.com/watch?v=16p9YRF0I-g>

And then there
are wicked
problems ...

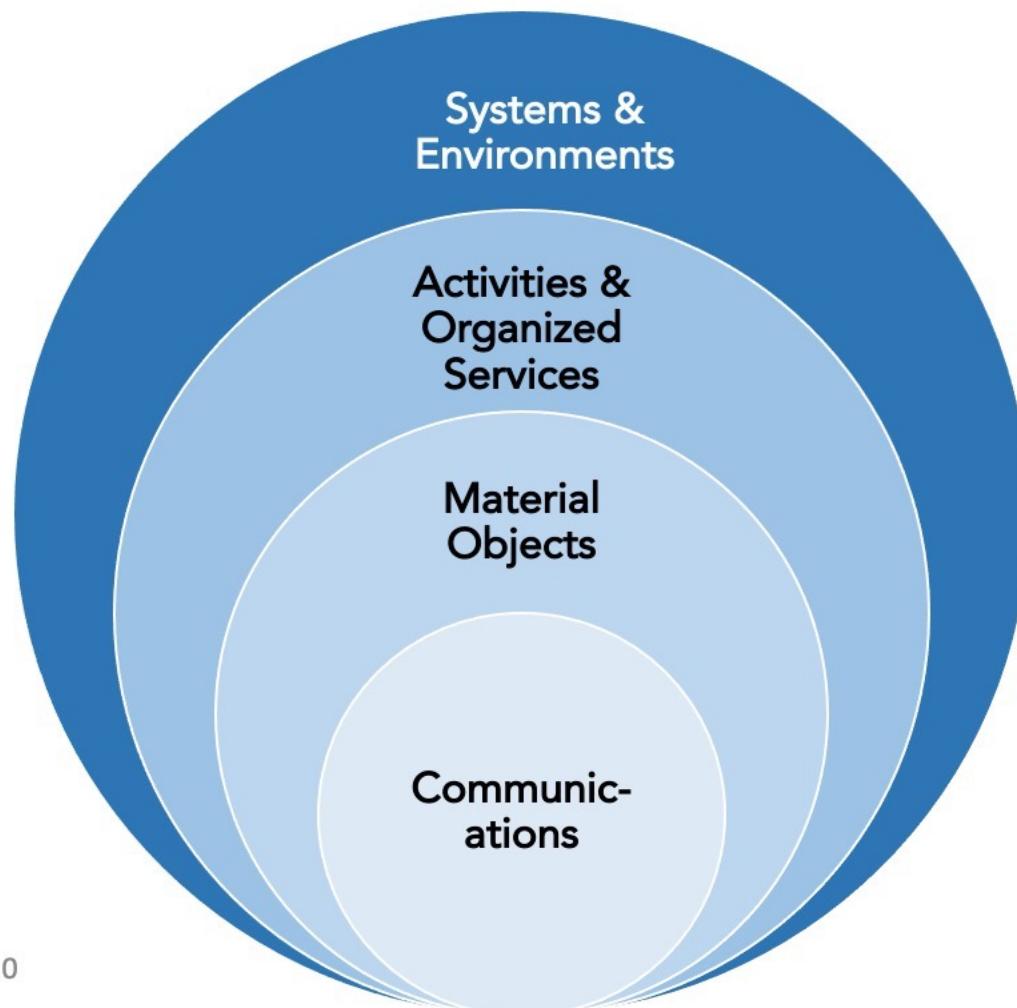


If we are to deal with ... the “massive change” that seems to be characteristic of our time, we all need to think like designers.

Brown 2009



Design Thinking Is Rooted in Design As Craft, But Has Greatly Expanded



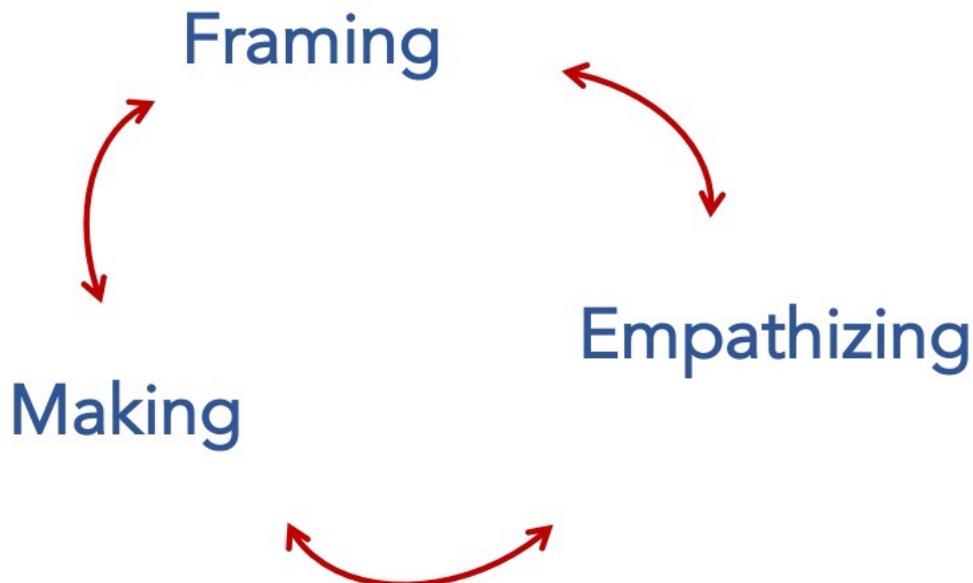
Design
leadership

Strategic design

"Traditional"
Conceptions of Design
as Craft

Design Thinking Is a Problem-solving *Process* and a *Mindset*

A Problem Solving *Process*



A *Mindset*

It's a way of approaching problems in the world that begins from a point of optimism, that there is a solution, and it's a matter of us reaching it. It builds on that with this idea of 'mind of a child', with this ability to be open to whatever the world is going to tell you, and coupling that with this idea of an attitude of wisdom. Being able to recognize evidence for what it is and acting upon it.

Ethnography: Procter & Gamble Observes Users

A photograph showing a man in a dark blue zip-up jacket kneeling on a carpet, using a green Swiffer mop to clean it. A light-colored dog with a red collar sits on the floor to his left, looking up at him. In the background, there's a wooden cabinet with some items on top. The overall scene is set in a home environment.

WHAT'S THE
SWIFFER EFFECT?

It's spending
more time with
the **dogs**, and **less**
time cleaning
behind them.

[learn more ▶](#)

What's So Different About
Design Thinking?

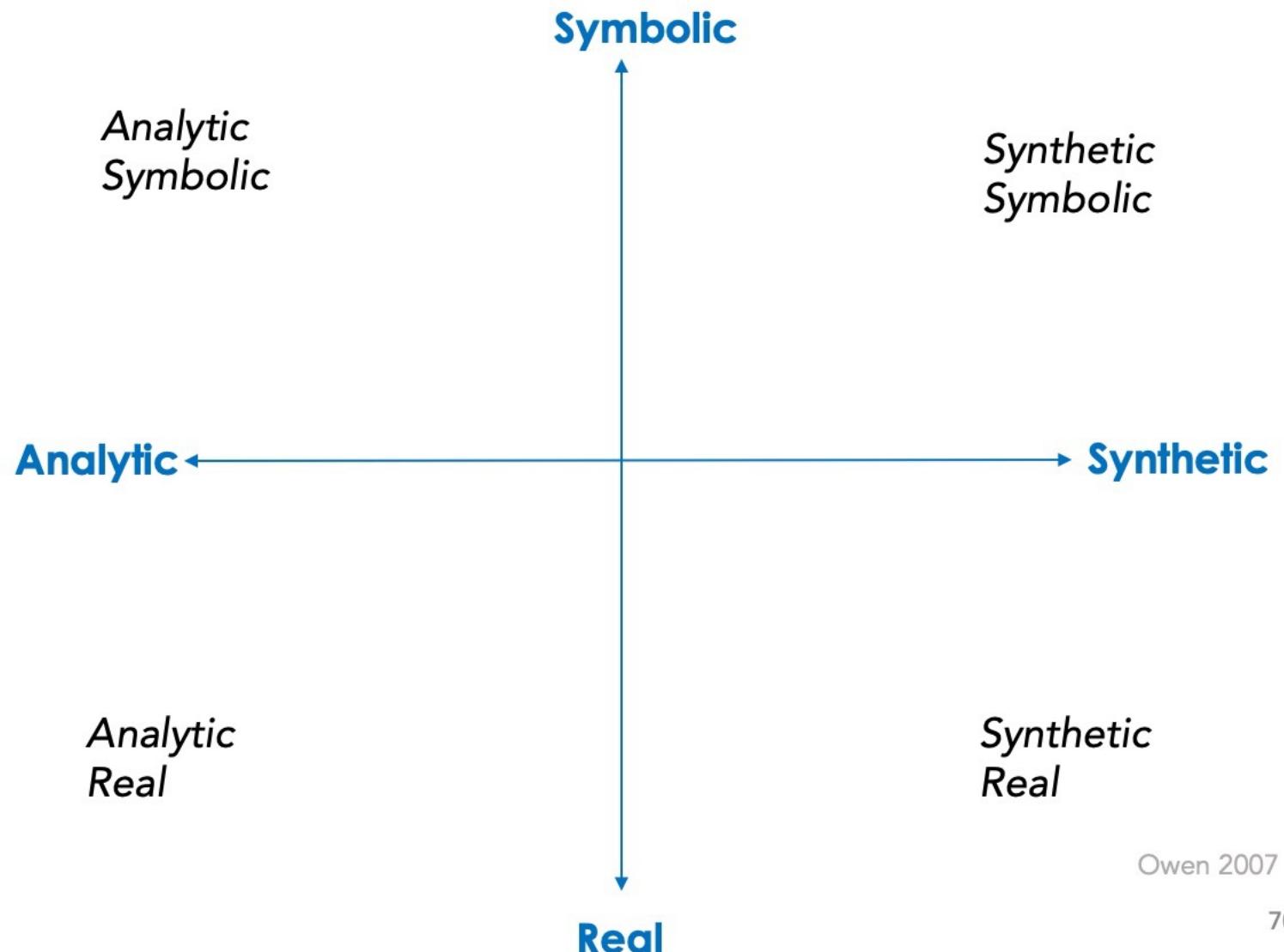
It Integrates *Thinking* and *Making*

Content

Symbolic vs. Real

Process

Analytic vs. Synthetic

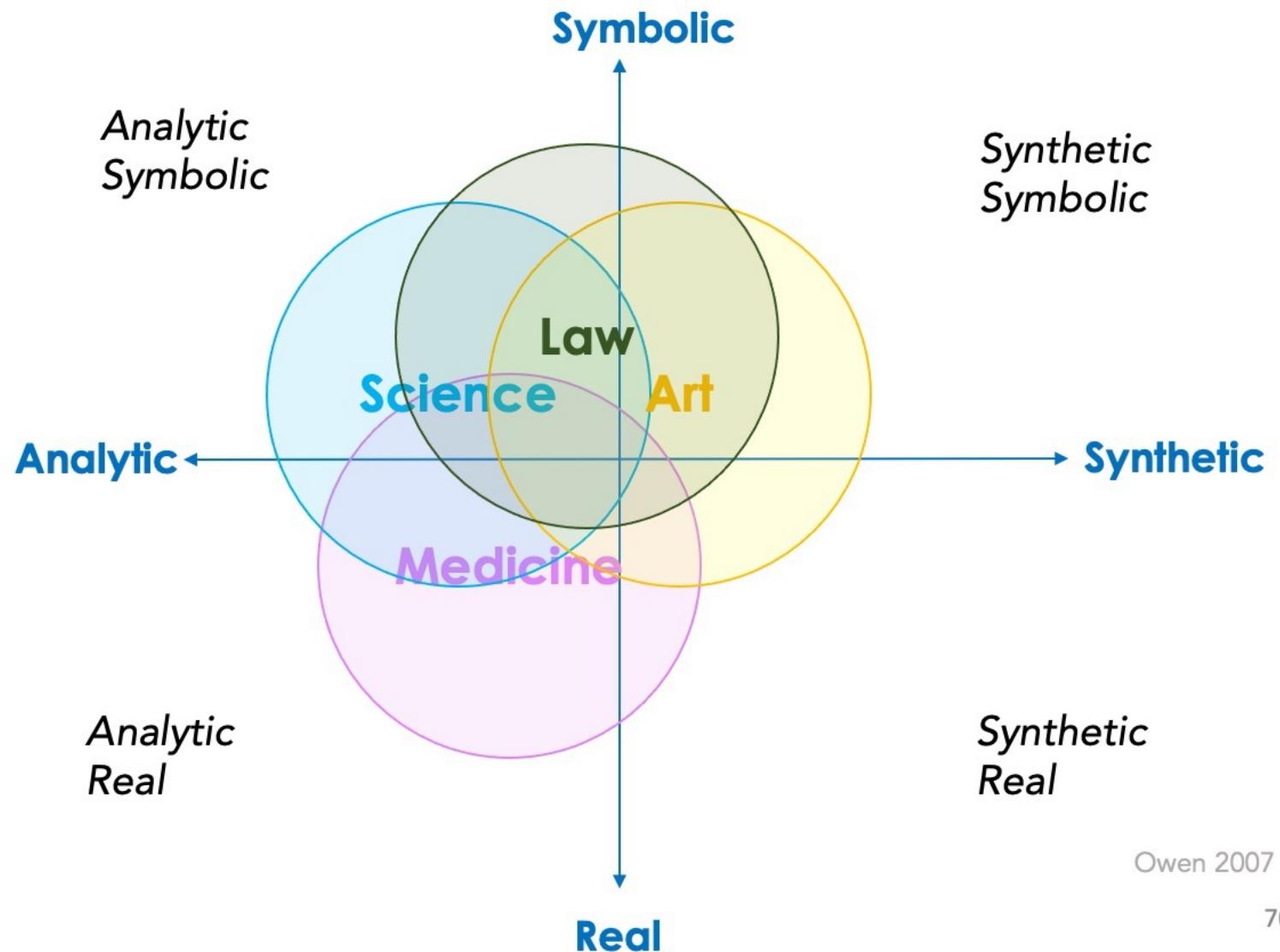


Owen 2007

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Owen 2007

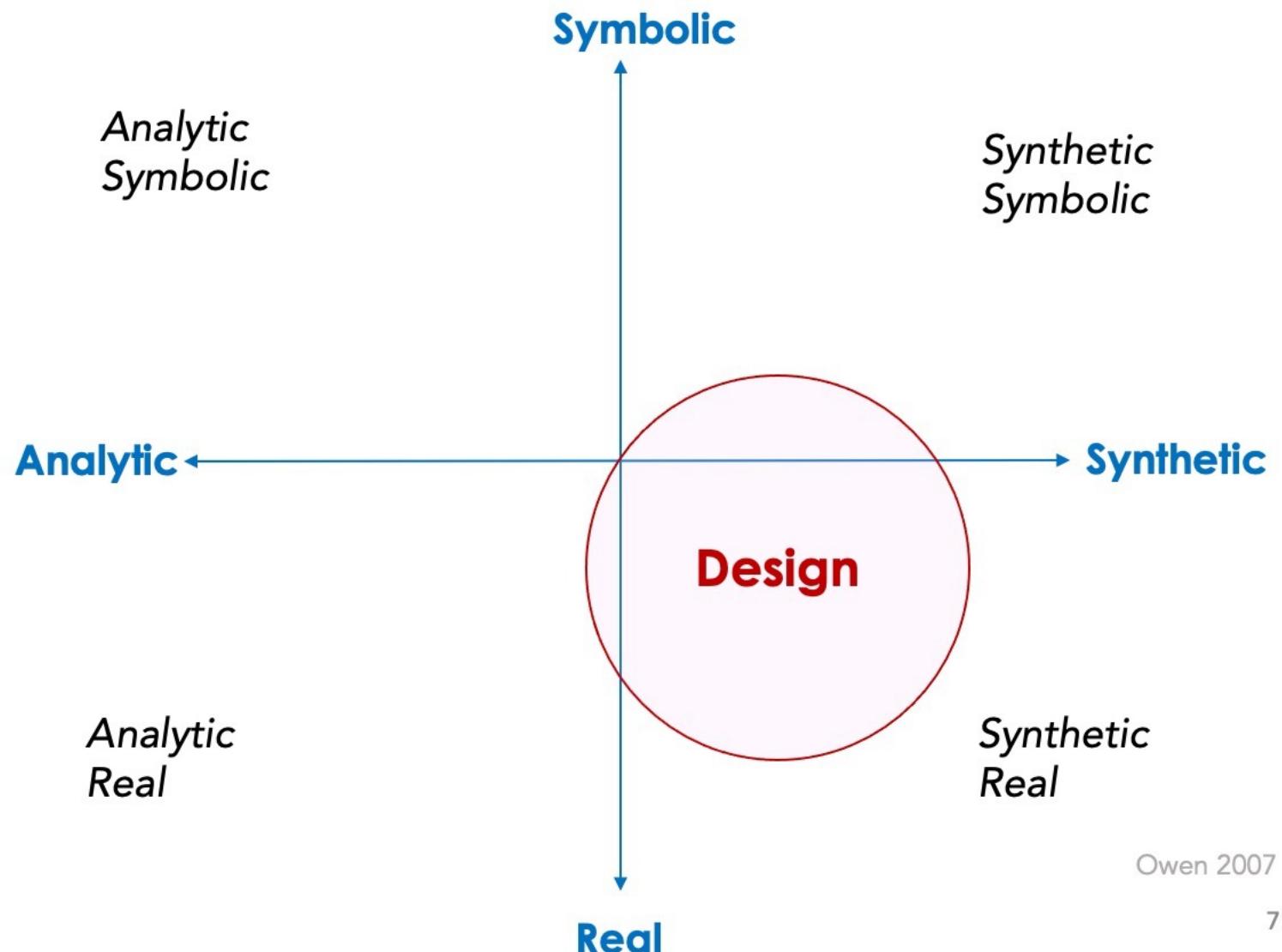
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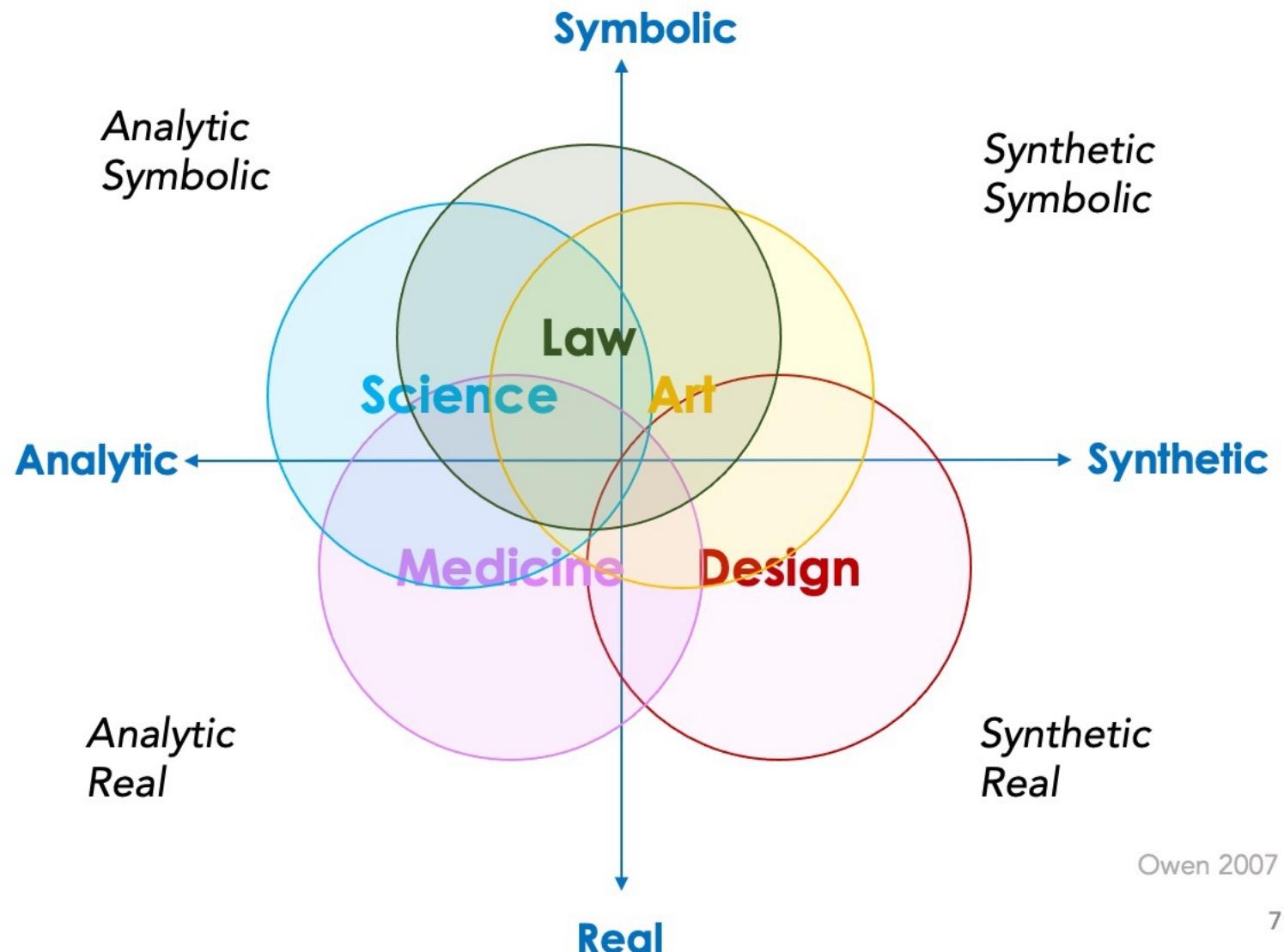


Owen 2007

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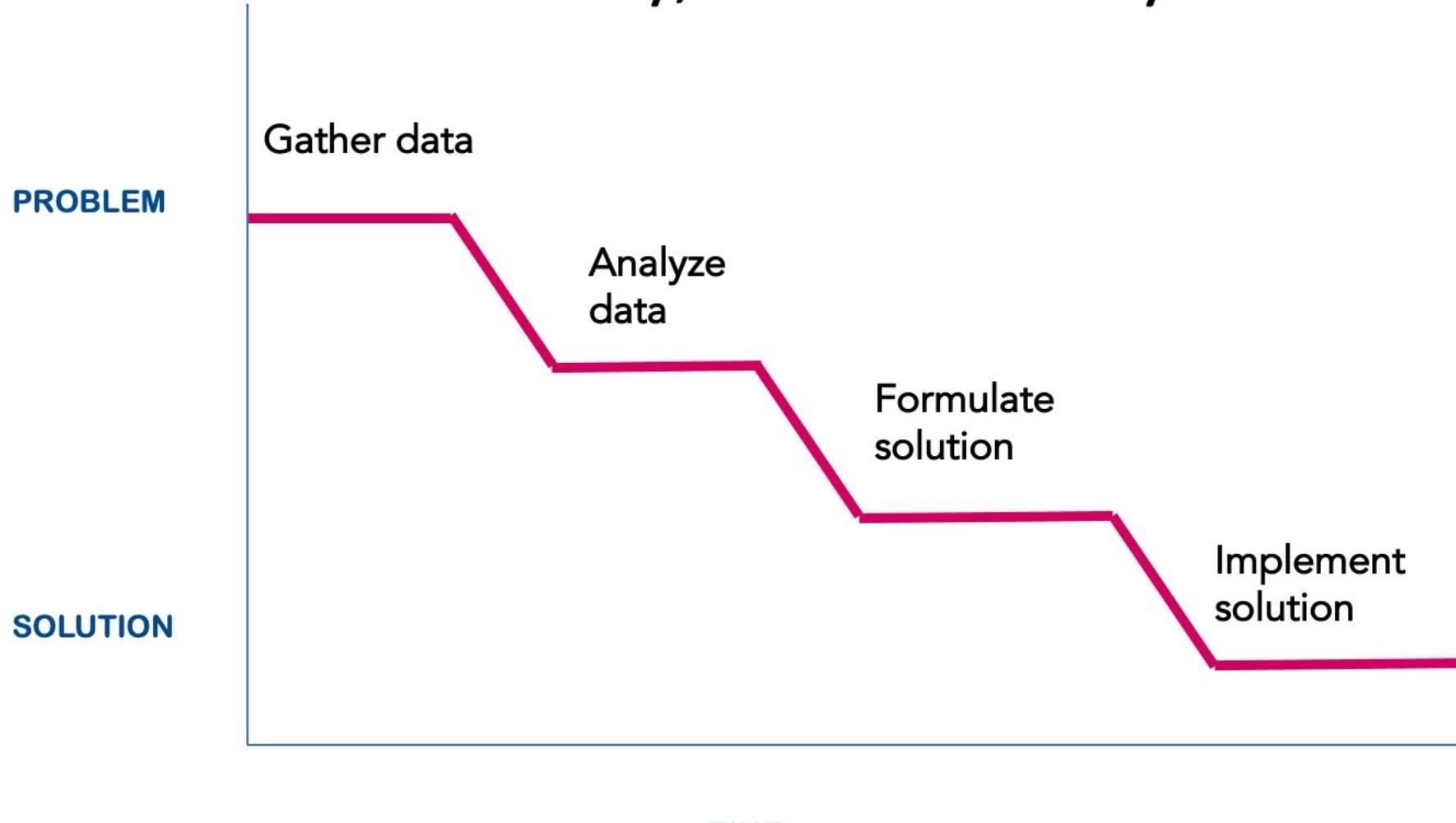
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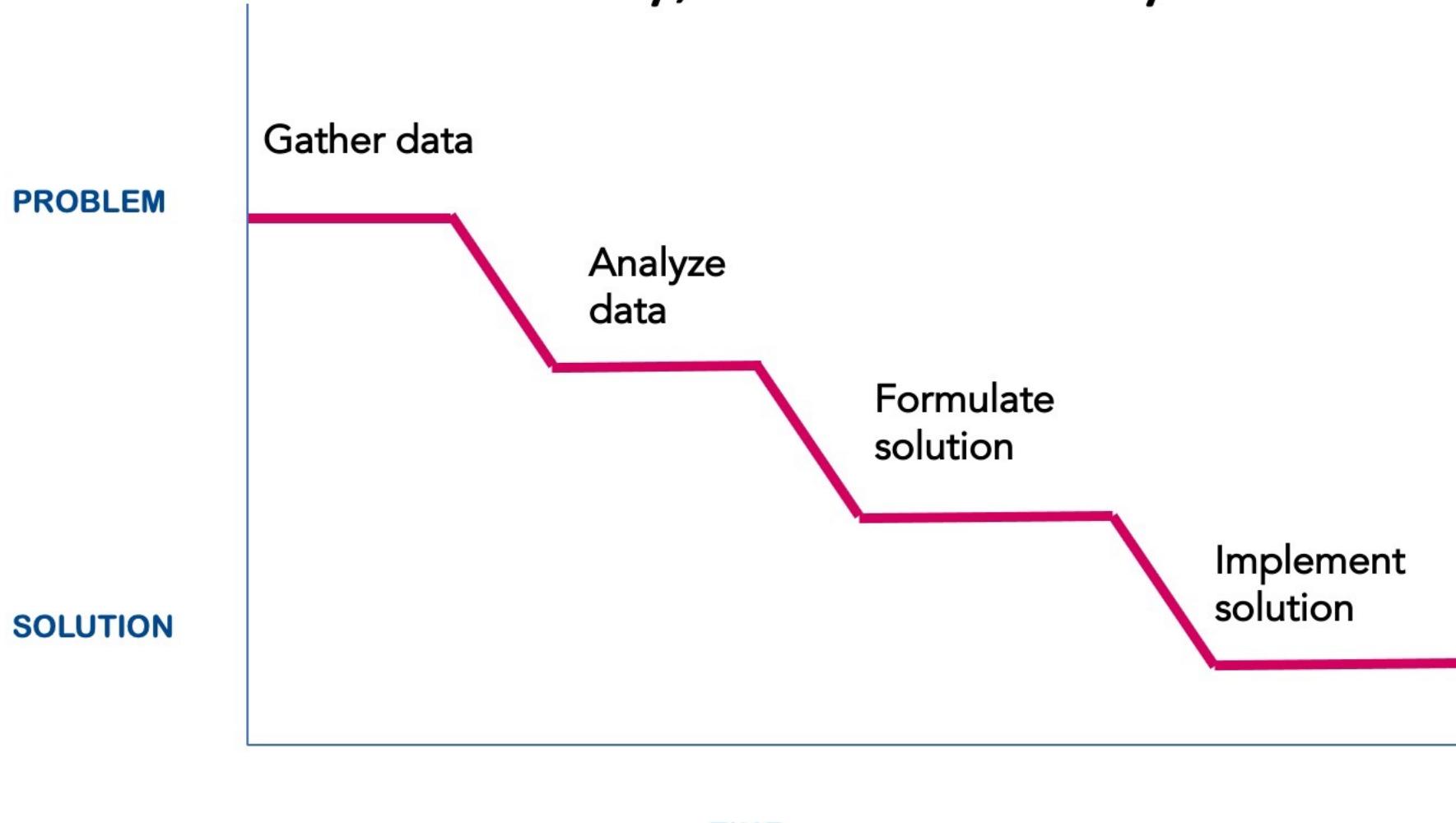


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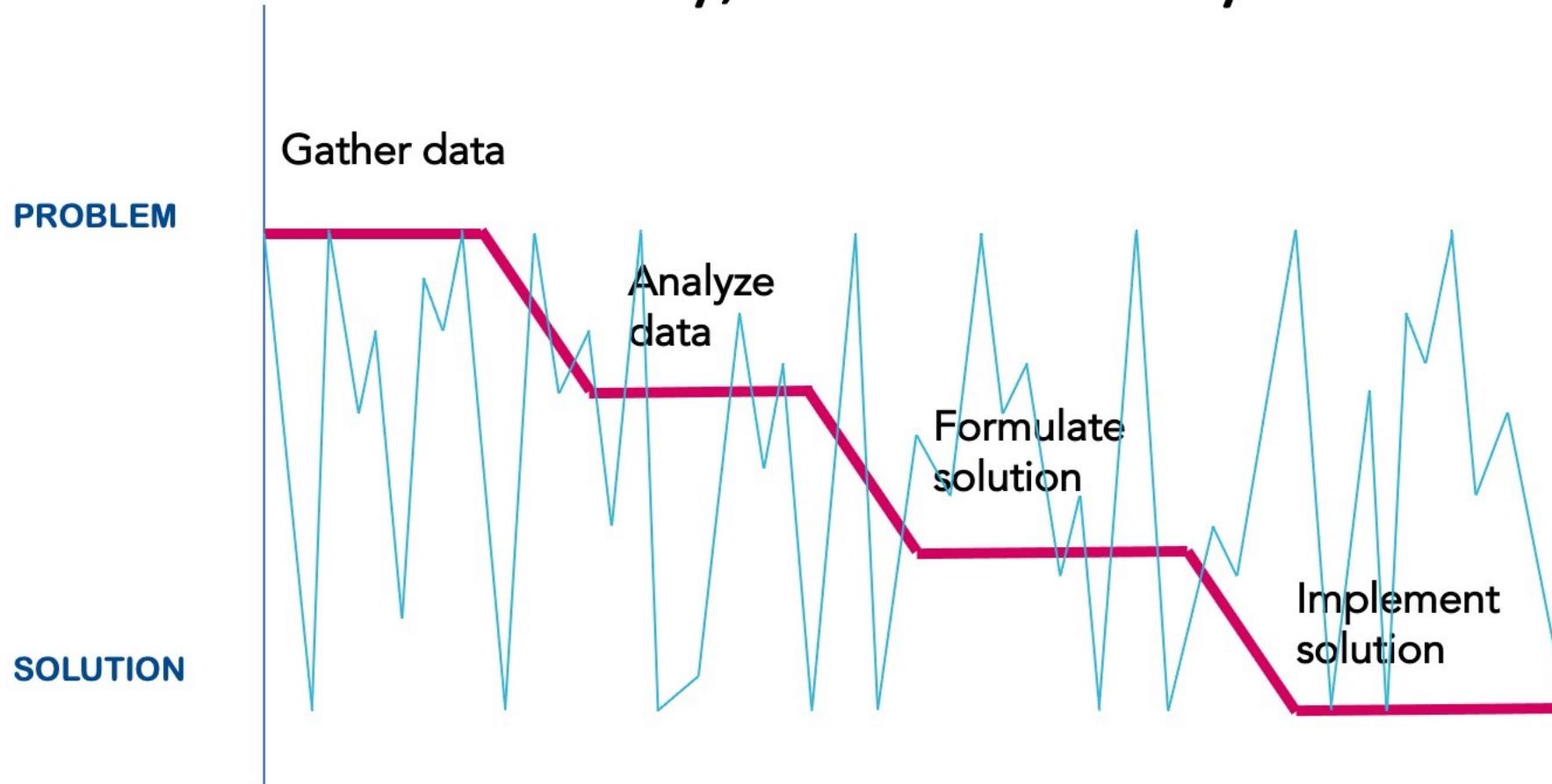
It Works Iteratively, not Linearly



It Works Iteratively, not Linearly



It Works Iteratively, not Linearly



What's the Difference Between Design Thinking and Agile?

Agile	Design Thinking
Deals with defined (framed) problems	Works with undefined/ambiguous problems
Iterative process using mockups and wireframes	Iterative process using rapid prototypes in any form
Usually for software development	Wicked problems, services, experiences, products, strategies
Engages users	Analyzes underlying motivations and context through ethnography

A blurry, nighttime photograph of a city street. In the foreground, several people are standing near a wall on the left. A bicycle lies on the ground. In the background, a car is parked on the right side of the street.

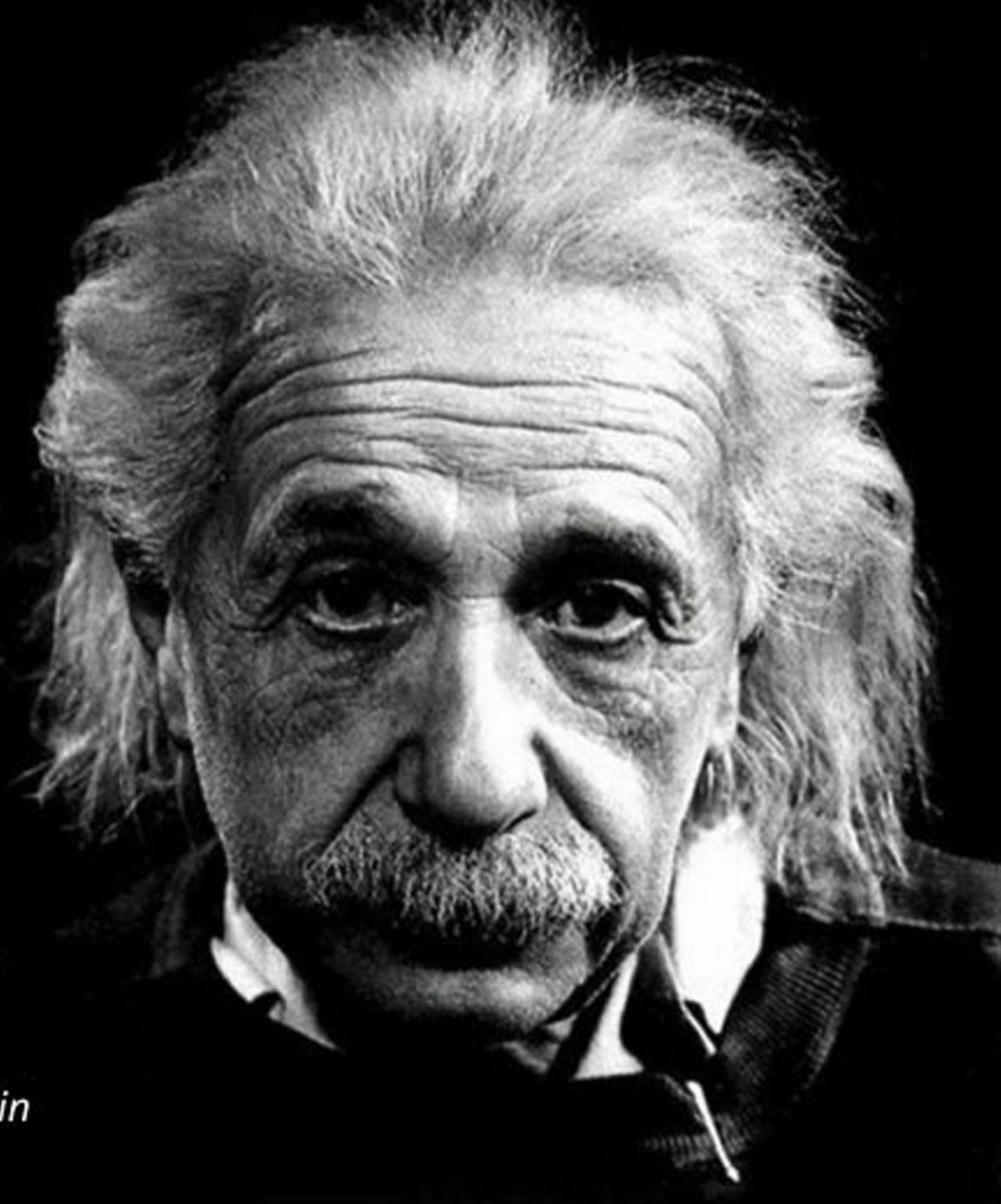
Framing: Don't accept the
PAG

A red circular sign with white text and icons. It includes a clock icon and the words "TRAIN", "TAXI", "CHILL OUT ZONE", and "TOILETS".

TRAIN
TAXI
CHILL OUT ZONE
TOILETS

"If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question, I could solve the problem in less than 5 minutes."

- Albert Einstein



You Are a Designer.
How to Be a Better One.

How to Be a Better Designer

1. Be *mindful*: know you are designing for someone, whether you mean to or not
2. Consider users first
3. Consider stakeholders and systems
4. Don't accept the PAG (Problem As Given): look for a different perspective
5. Proceed iteratively; be prepared to backtrack
6. Feel free to jump to solutions — but hold them loosely