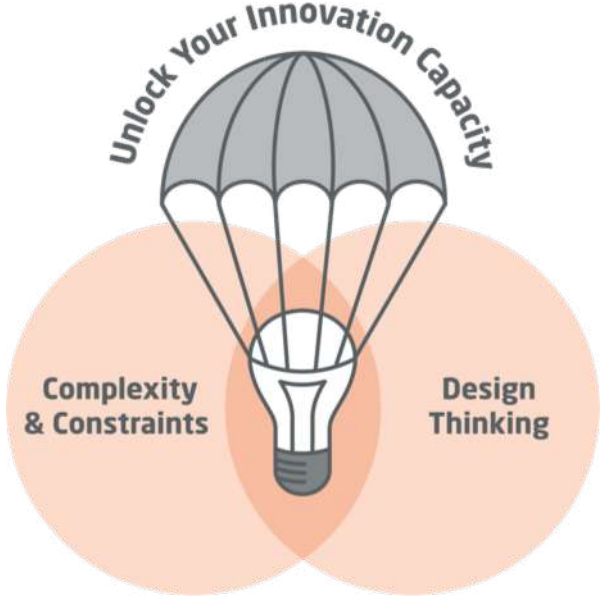
STRATEGIC DESIGN THINKING FOR EVERY DAY.

Re-Design the Learning Experience in a world where schools do not exist.

Re-Design **Breakfast**

Re-Design **Meetings**

Re-Design **Vacation**



The Principle of SYNTHESIS

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

- Make sense of data for a common stepping stone

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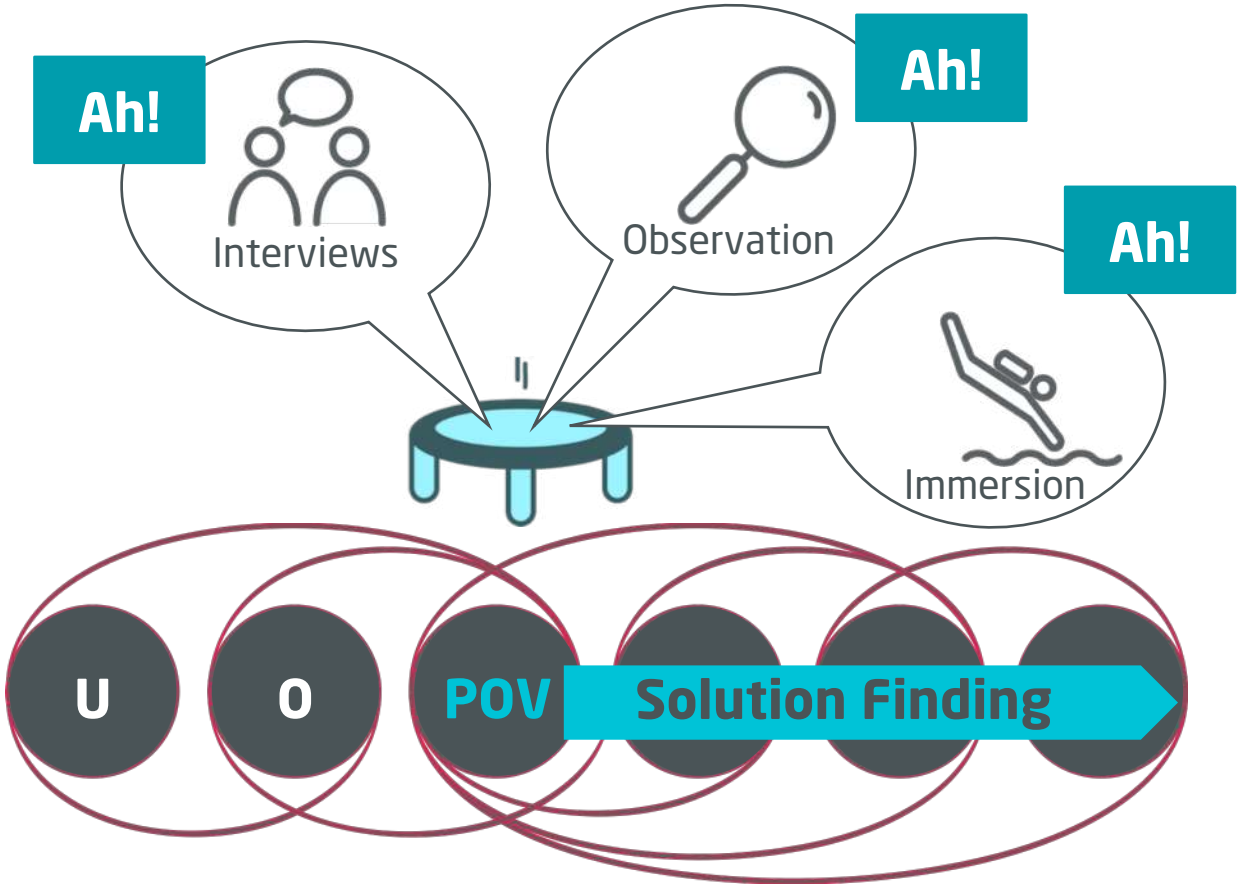
SYTHESIS is interpreting EMPATHY-data to create a stepping stone for solution finding

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

▸ Make sense of data for a common stepping stone



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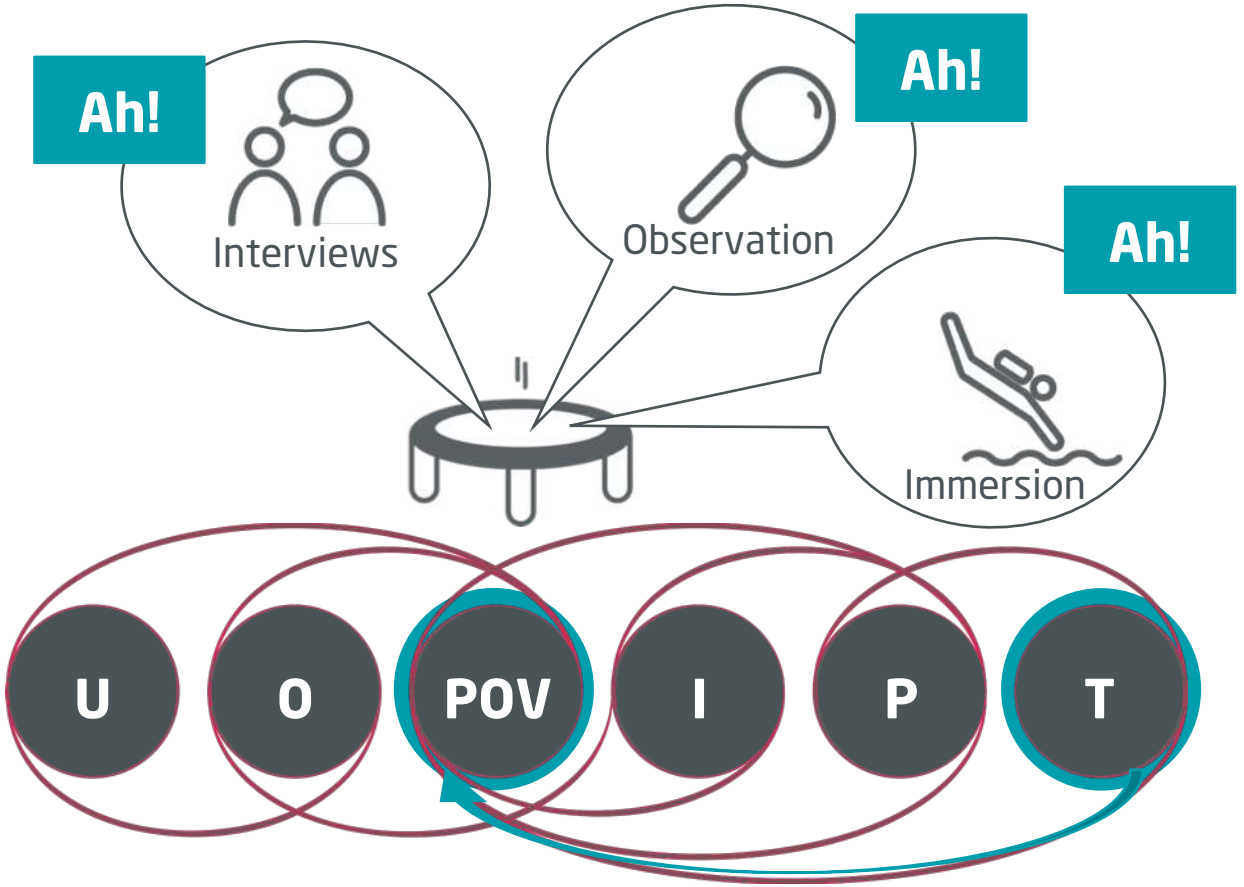
SYTHESIS is interpreting and linking EMPATHY data to create a stepping stone for solution finding

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

- Make sense of data for a common stepping stone



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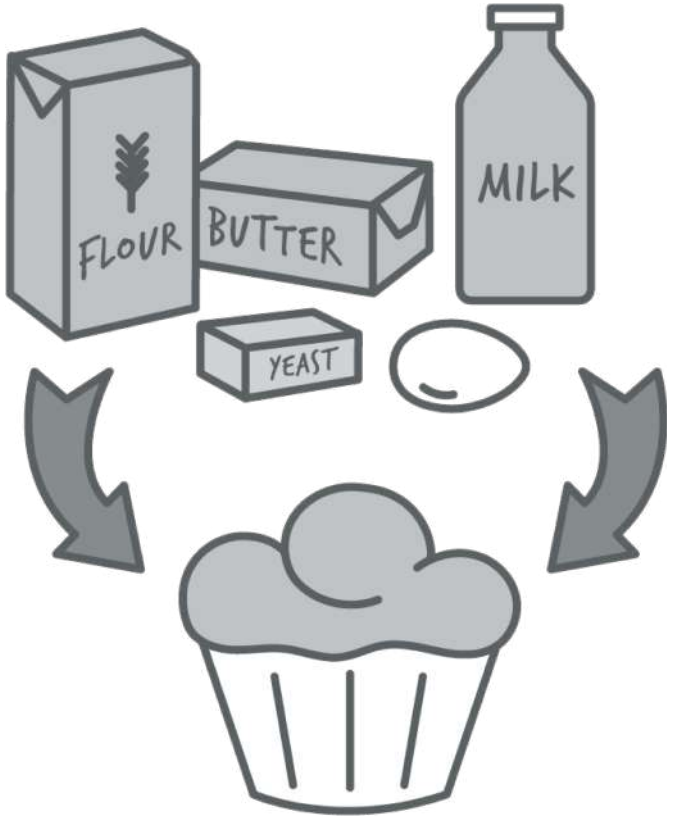
SYNTHESIS

[sin·thuh·suhs**]**

Ancient Greek:
suntithenai (place together; composition)



>>> SYNTHESIS means,
linking different independent elements
to form a connected new whole

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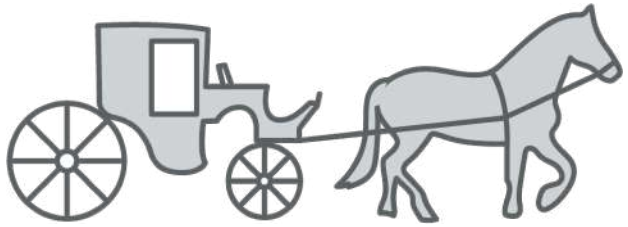
Why using SYNTHESIS as strategic principle for innovation?

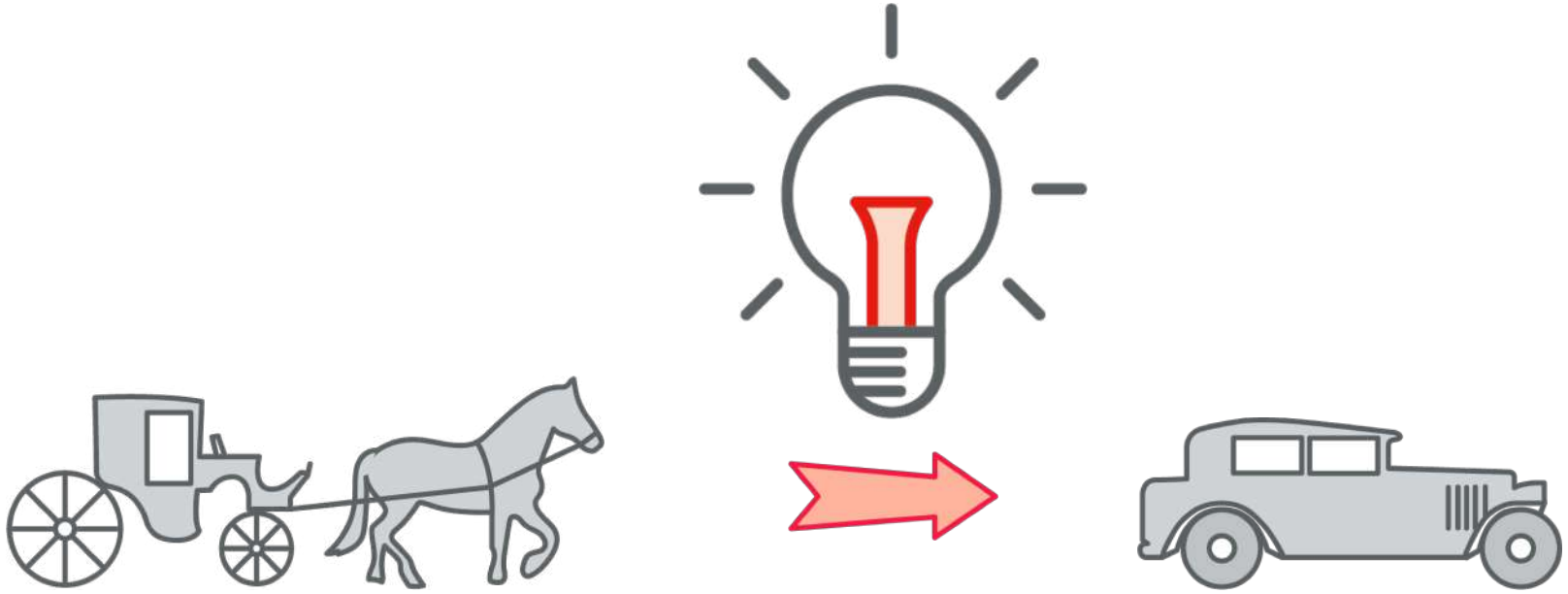
- **Successful innovation goes beyond what users say they WANT.**
- A solid SYNTHESIS is a stepping stone to creative abundance.

The Henry Ford Quote might be incomplete...



If I had asked people what they wanted, they would have said: faster horses.

Going beyond what users say they WANT



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Going beyond what users say they WANT

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Going beyond what users say they WANT

Faster horses.

Don´t like to spend so much time travelling

It´s exhausting and uncomfortable

I have to feel confident for talking business after a long journey.

Functional needs

- speed
- comfort
- not exhausted

Emotional needs

- feel relaxed
- feel confident
- can face difficult tasks after travelling

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Going beyond what users say they WANT

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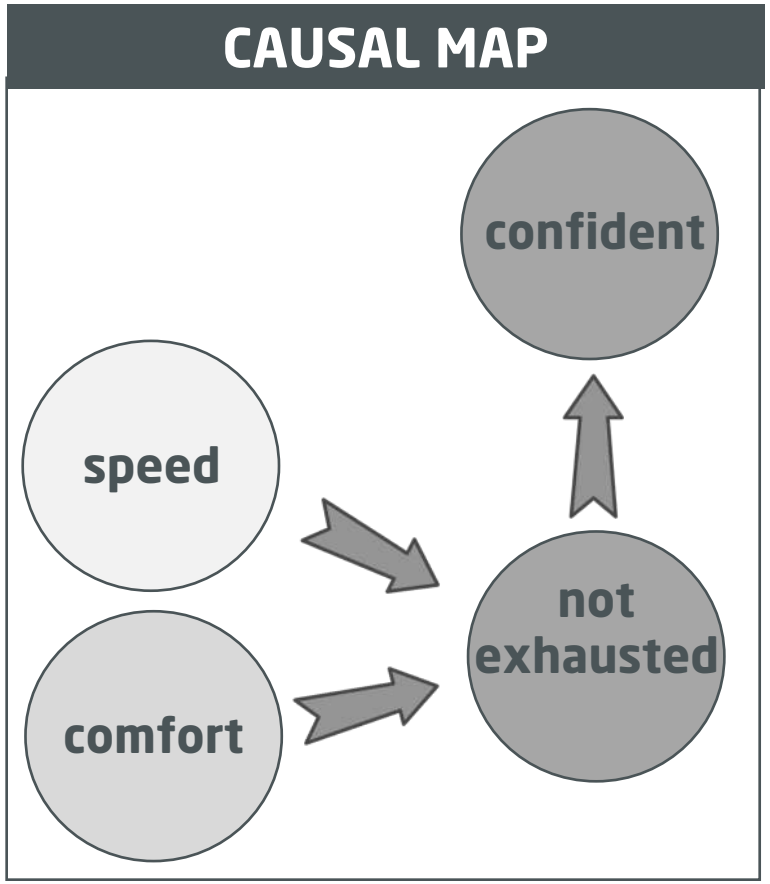

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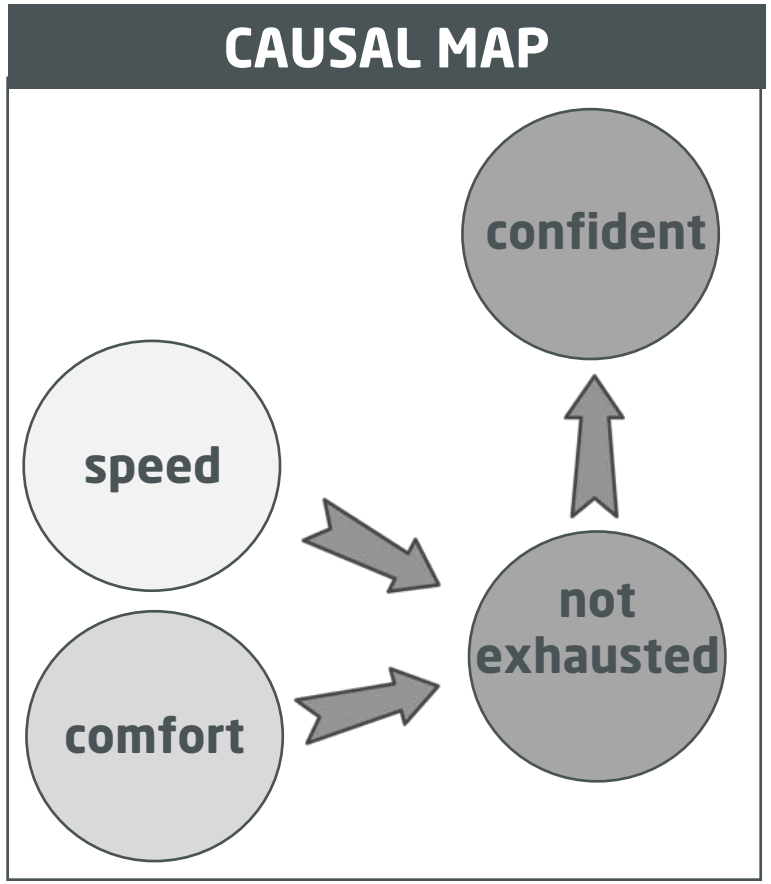
Going beyond what users say they WANT

How might we help people travelling more quickly to feel more relaxed and self-confident after the journey?



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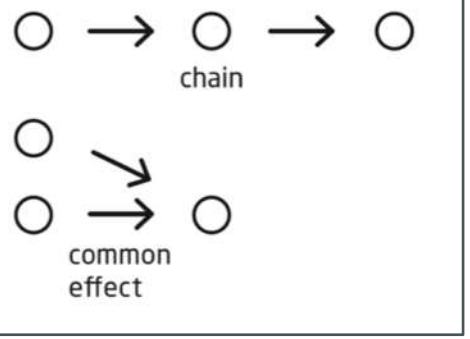
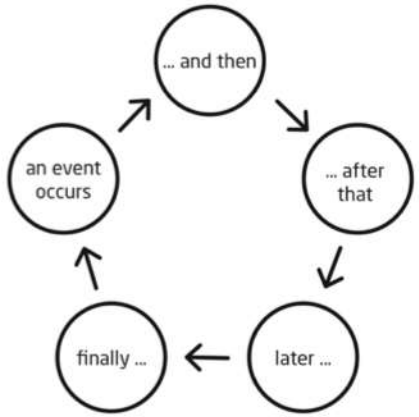
SYNTHESIS tools that help going beyond

CAUSAL MAP

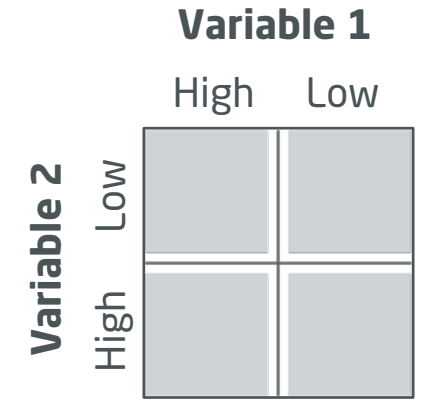


PROCESS MAP



TWO SIDES OF A MEDAL

2X2 MATRIX



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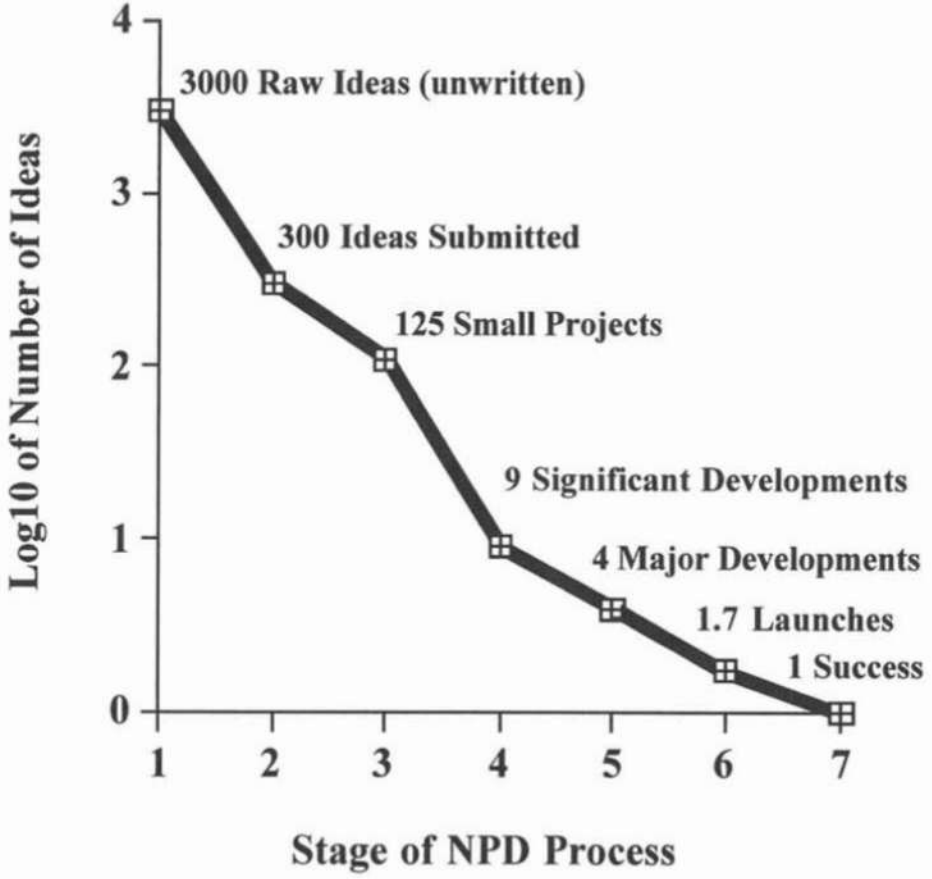
Why using SYNTHESIS as strategic principle for innovation?

- Successful innovation goes beyond what users say they WANT.
- **A solid SYNTHESIS is a stepping stone to creative abundance.**

Stepping stone to creative abundance.

And you actually NEED creative abundance when you innovate



Greg A. Stevens & James Burley, in: Research Technology Management 2016

Stepping stone to creative abundance.

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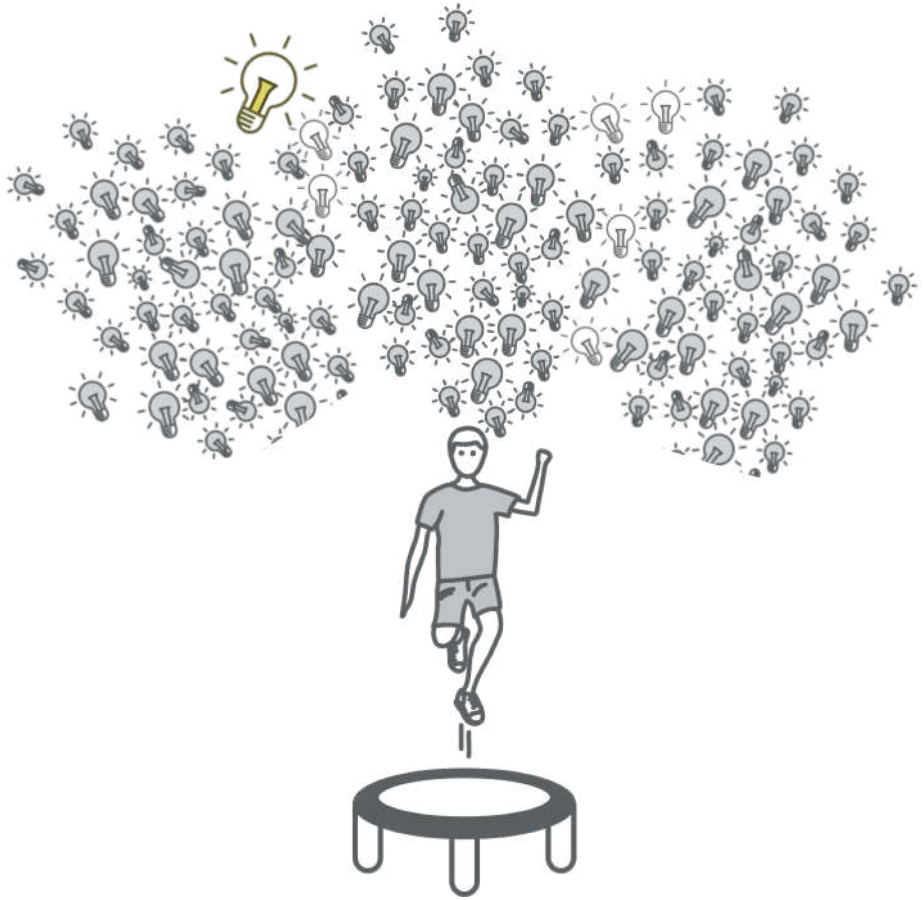

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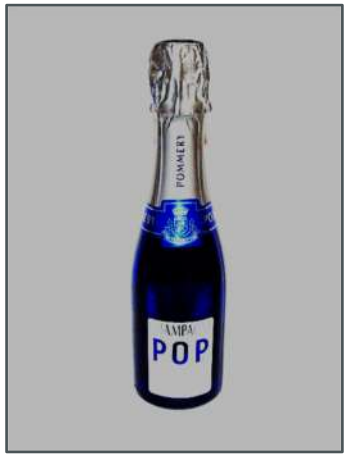
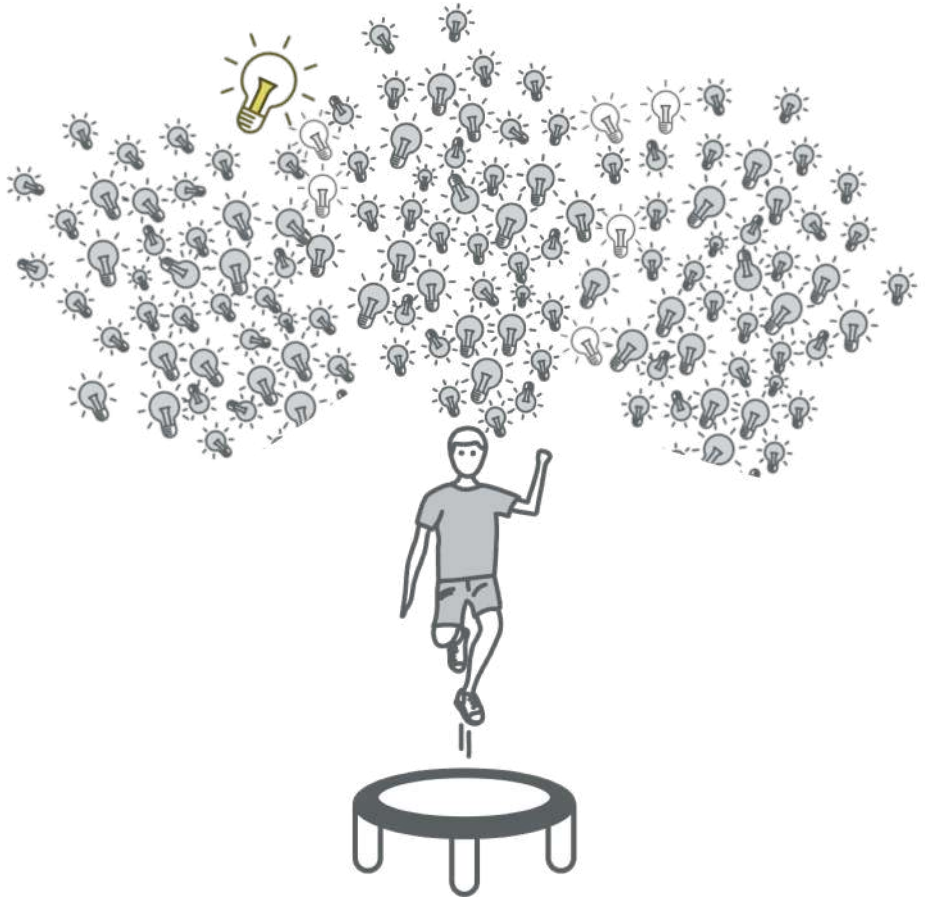
SYNTHESIS = stepping tone to creativity





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SYNTHESIS = stepping tone to creativity

How might we help patients to use positive power of their imagination when going through medical examinations ?

GE-Adventure Series – The Submarine Room: GE Healthcare | © Traditional Copyright

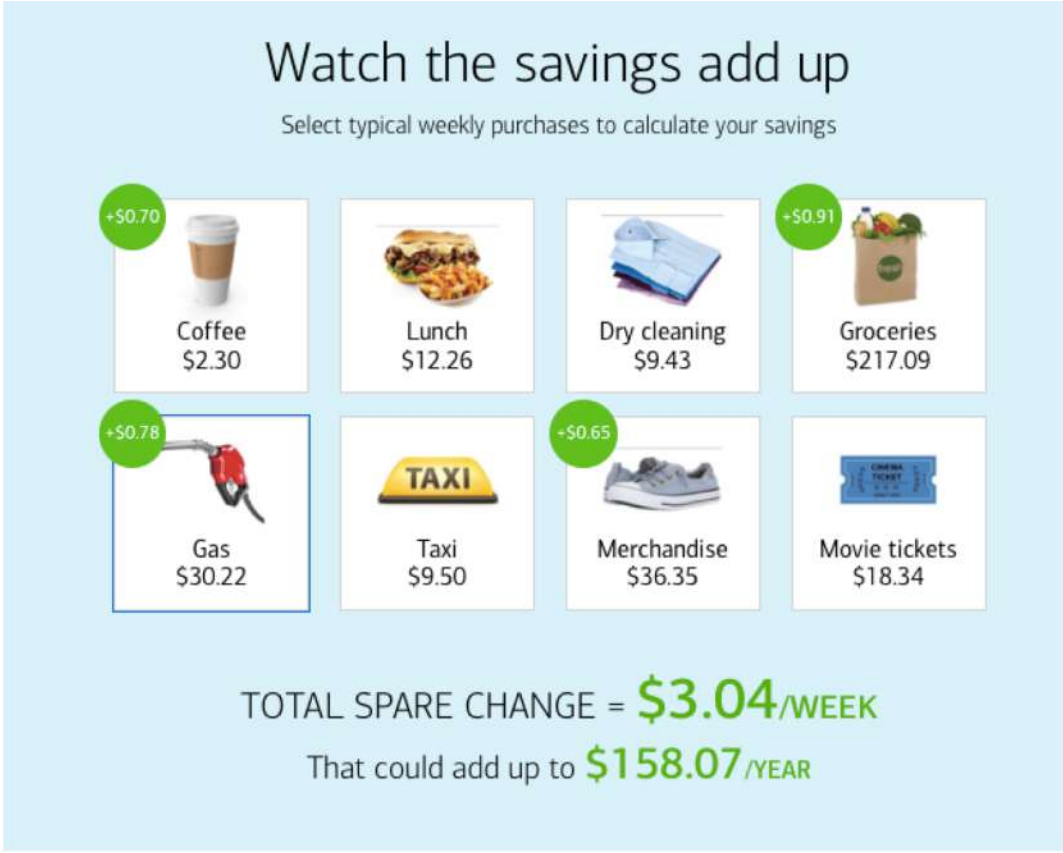
SYNTHESIS = stepping tone to creativity

How might we help the new generation of consumers to feel at ease with an exclusive traditional drink?

Champagne Pommery Pop / Willis Lam / CC-BY-SA-2.0Flickr images reviewed by FlickreviewR 2

SYNTHESIS = stepping tone to creativity

How might we help mothers with tight budgets to manage their financial security in an easy way?



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SYNTHESIS = stepping tone to creativity

How might we help parents in remote villages give their premature infants a chance to survive?

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POINT OF VIEW

3. DESIGN TASK
„HOW MIGHT WE HELP…?"

1. DISCOVERY
„WE WERE SURPRISED …"

2. USER
„WE MET…

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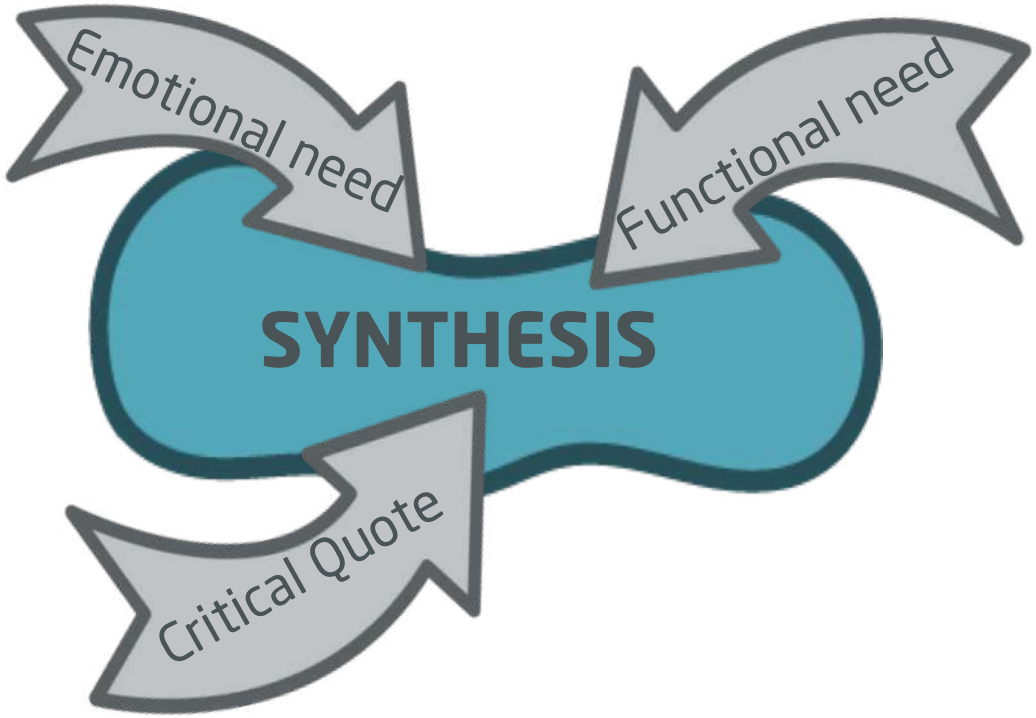
POINT OF VIEW

1. DISCOVERY
„WE WERE SURPRISED …“



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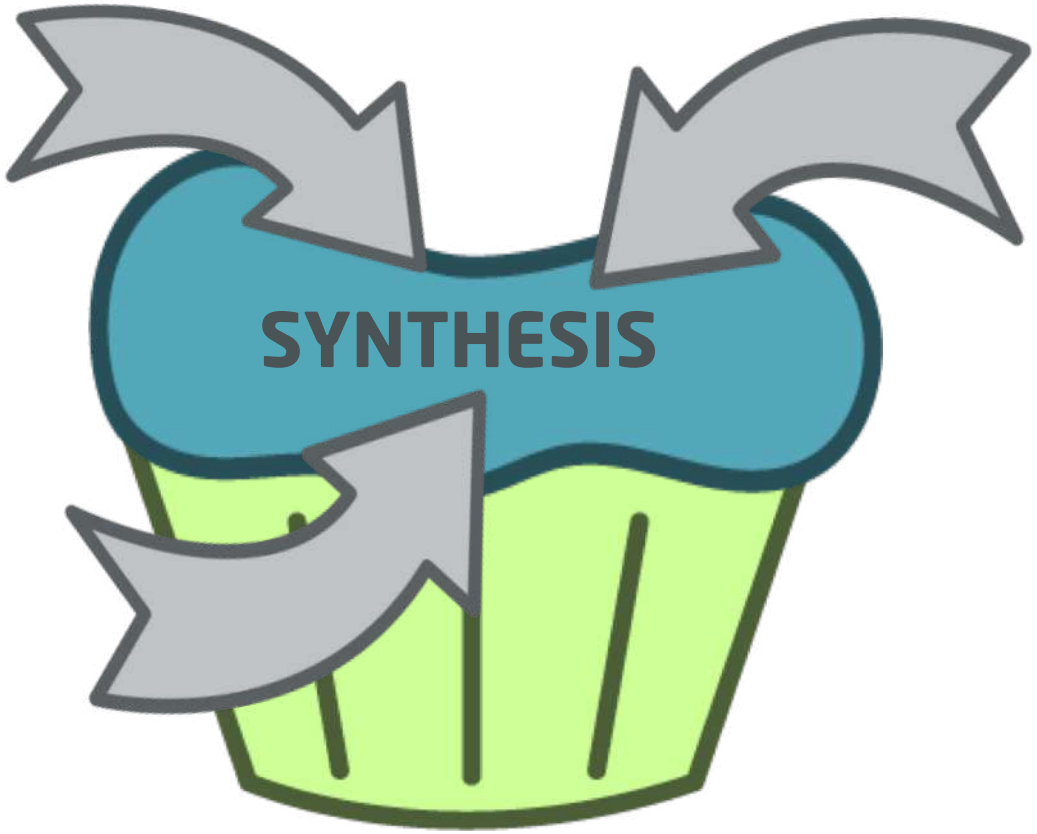
SYNTHESIS Recipe: POINT OF VIEW

1. **DISCOVERY**
   „WE WERE SURPRISED …“

2. **USER**
   „WE MET…



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SYNTHESIS Recipe: POINT OF VIEW

3. DESIGN TASK
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„WE WERE SURPRISED …"

2. USER
„WE MET…

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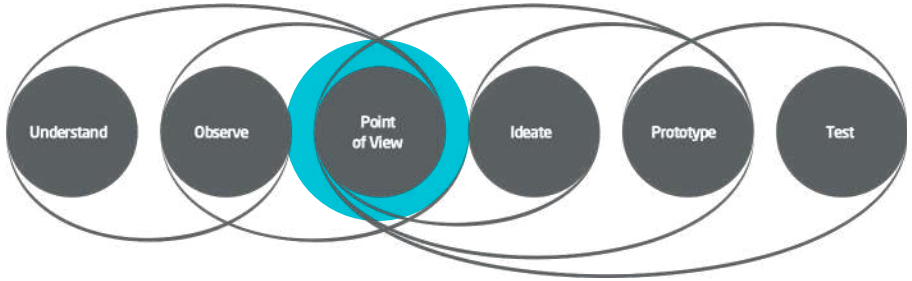
Diversity: in the process and as „Hack“

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

- Make sense of data for a common stepping stone



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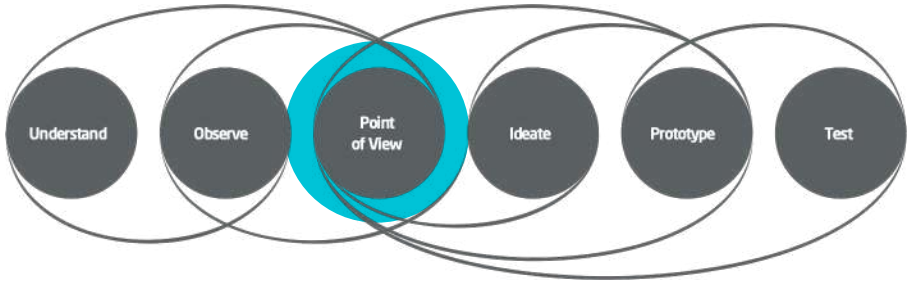
Diversity in the Design Thinking Process

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

- Make sense of data for a common stepping stone



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Doug Dietz
Principal Design Thinker GE Healthcare

Re-Design the MRI Patient Experience

in a world where 80% of children have to be sedated to make the examination.

GE Healthcare | © Traditional Copyright

Re-Design the Patient Experience

Reduce procedure time and noise?

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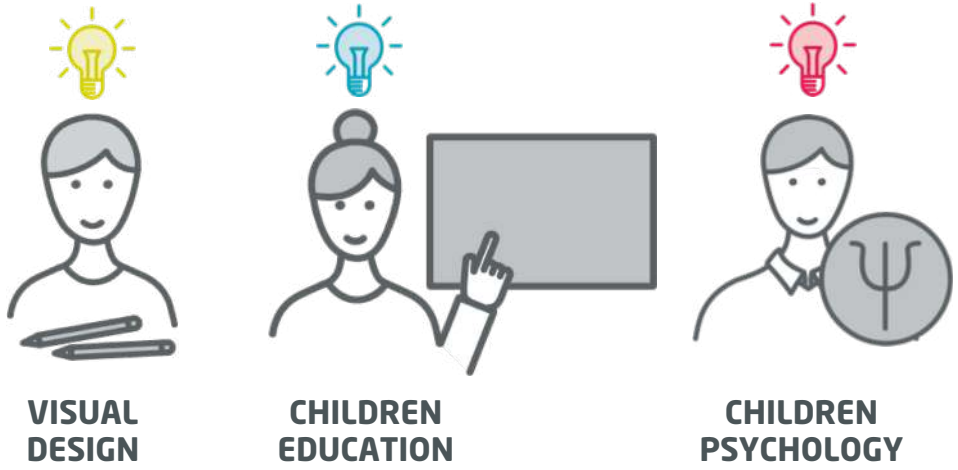
Setting up a diverse team...



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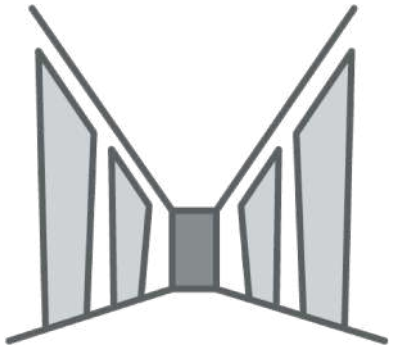
Finding 1: space feels unfamiliar = not secure



SCARY ENVIRONMENT

FUNNY SMELL

GIANT STRANGERS

SCARY HUGE ENGINES

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Finding 2: “Monsters” can hide everywhere

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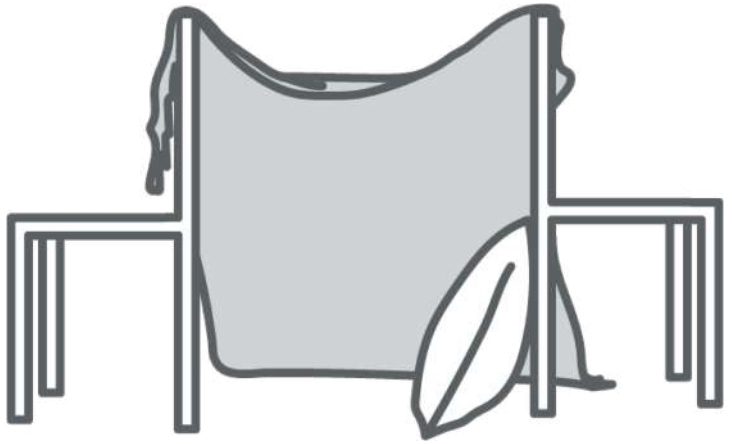
Finding 3: 3 chairs + 1 blanket = castle



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SYNTHESIS: THE TWO SIDES OF A MEDAL

SURPRISE:
Children take 3 chairs and a blanket, build a castle and play for hours.

TWO SIDES OF A MEDAL

EMOTIONAL NEED:
everything in the space feels strange and unfamiliar
= SCARING.

CRITICAL QUOTE
„there could be a monster inside"

IMAGINATION HAS AN IMMENSE IMPACT ON CHILDREN´S EXPERIENCES:

POSITIVE IMPACT
=
CREATE AND CONTROL

NEGATIVE IMPACT
=
FEAR AND HELPLESSNESS

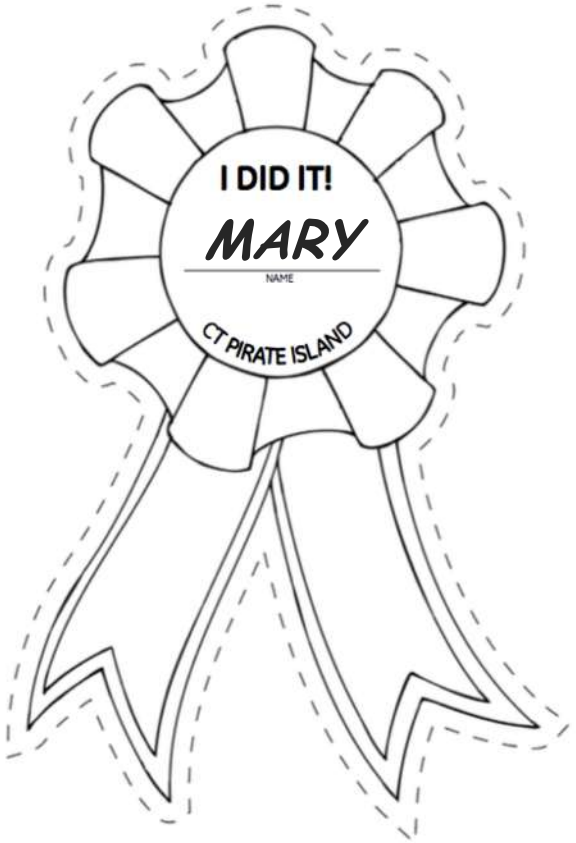
POINT OF VIEW

3. DESIGN TASK: How Might We help
Mary to use the power of her imagination for re-gaining control of the situation?“

1. DISCOVERY: We were surprised to discover
that the child patient´s fear grows because they don’t know what will happen and can´t control their overwhelming imagination.

2. USER: We met
Mary, 4 years old and basically courageous – yet (as her parents) apprehending the MRI procedure in the hospital where everything is intimidating.

Help her using the positive power of her imagination



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SYNTHESIS - Hack: Speed–Teambuilding

STRATEGIC DESIGN THINKING PRINCIPLES

SYNTHESIS

- Make sense of data for a common stepping stone

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Annabel,
Service Designer and Facilitator

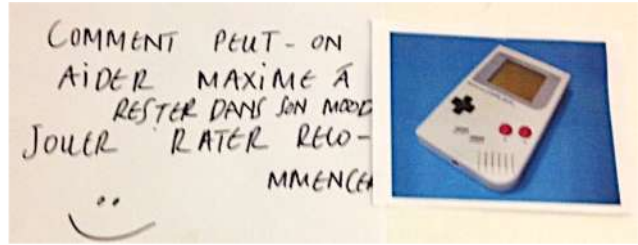
„Good Teamwork depends on individual wellbeing.“

PROBLEM:
In very short workshop formats, individuals are often hesitant to share their individual mood – which can have a critical impact on the team dynamics and output.

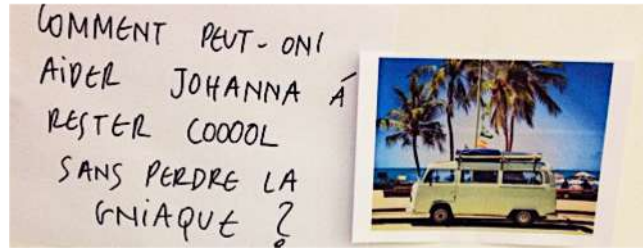
Annabel,
Service Designer and Facilitator

"Create How-Might-We questions for all individuals and use them as tasks for the entire team."

SOLUTION:
First assignment to start: sharing individual needs and goals and transforming into team-tasks to be considered during workshop.
Result: perfomance focus during the entire workshop and meaningful check-out basis.



How might we help Maxime to keep his "playing-failing-restarting"– mode?



How might we help Johanne to stay relaxed without loosing her energy?

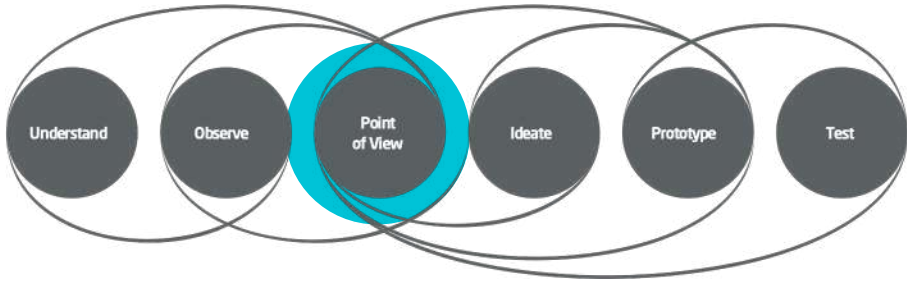
SYNTHESIS
=

gives appetite to your creativity.

It’s your turn

➤ **Follow the Design Thinking Process**

Re-Design the Learning Experience in a world where schools do not exist.



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It's your turn

➤ **Work on Self-Defined Challenge**

Choose your individual daily challenge that naturally includes different needs and motivations. How could you use Synthesis to create a common basis for action?

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