

# **Design Thinking for Women's Health and Wellbeing**

...

**Thursday, October 31**

# Today's agenda

Thursday, October 31

**10:00–10:45 PM**

Lecture: Introduction to design research methods

**10:45–11:30 PM**

Shareback of topics + group

**11:30–11:50 PM**

In-class discussion and planning for next assignment

# Introductions



## Amanda Henderson

Lecturer + Senior Design Strategist at SCD

[akhende2@illinois.edu](mailto:akhende2@illinois.edu)

My background is in Industrial Design,  
Exhibit Design, Experience Design, + Teaching

What I do here:

- teach and create courses
- run projects on and off campus
- support new team members in learning the design thinking process

# Introductions



## Danielle Hernandez

Senior Design Strategist at SCD

[dherna34@illinois.edu](mailto:dherna34@illinois.edu)

My background is a BFA from Iowa State in Graphic Design, MFA from NYC's SVA in Design for Social Innovation

What I do here:

- Senior Design Strategist, Social Impact
- co-teach courses in social innovation space
- work on social impact projects on + off campus

# Introductions



## Keilin Jahnke

Lecturer at TEC

[deahl1@illinois.edu](mailto:deahl1@illinois.edu)

My background is in creativity/innovation and contextual engineering, BS and MS from Industrial and Enterprise Systems Engineering at UIUC.

What I do here:

- teach and develop courses in creativity and innovation + international contextual engineering
- research engineering education (creativity + international engineering projects)
- mentor students in entrepreneurship

# Let's get to know the group!

Name

Major

Why did you decide to take this course?

# Semester Schedule

<b>Week 8   10/17</b>	Introduction to course, design thinking, women's health
<b>Week 9   10/24</b>	observations and collect secondary research
<b>Week 10   10/31</b>	Create teams based on project topics
<b>Week 11   11/7</b>	Present observations + initial research plans, Guest Lecture
<b>Week 12   11/14</b>	Present initial insights, conduct additional synthesis, identify analogous research, discuss frameworks > HMWs
<b>Week 13   11/21</b>	Present refined insights, frameworks, and HMWs
<b>Week 14  </b>	Thanksgiving Break
<b>Week 15   12/5</b>	Guest Lecture + Feedback/Critique – Present opportunity areas, concept generation, and initial feedback
<b>Week 16   TBD</b>	Final Presentations – Date + Time TBD

# Course Deliverables + Evaluation

Assignment	Percent
Attendance & Participation	15%
Project Engagement	50%
Final Project Presentation	15%
Final Project Proposal	10%
Personal Reflections	10%
<b>Total</b>	<b>100%</b>



# **Introduction to Design Thinking**

**Human Centered Design is an interdisciplinary, problem solving approach that identifies the unmet needs of a population in order to collaboratively develop solutions.**

# Approach: Utilizing Design Thinking Spaces



UNDERSTAND

SYNTHESIZE

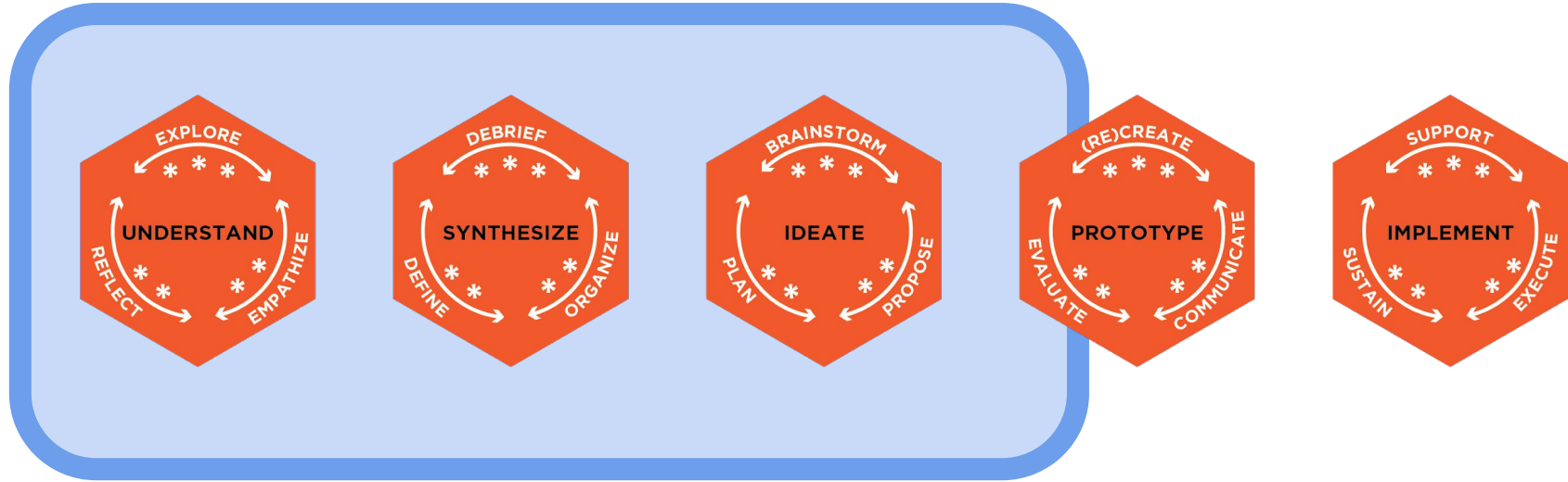
IDEATE

PROTOTYPE

IMPLEMENT

**\*\*PLEASE DO NOT COPY, PHOTOGRAPH, OR SHARE\*\***

# Approach:



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**We will be focusing on:**

**Understand**  
**Synthesize**  
**Ideate**

# Approach



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## UNDERSTAND

### *Explore*

- \* Establish a common problem space
- \* Review current landscape or context
- \* Document biases and predictions

### *Empathize*

- \* Interview
- \* Observations
- \* Locate resources
- \* Identify extreme users

### *Reflect*

- \* Reflect on their biases
- \* Reflect on the projects' motivations
- \* Reflect on stakeholders' needs



# Human Centered Design

**Connect with the people you are  
designing for – their lives, their interests,  
and their motivations.**

**And then design from there.**



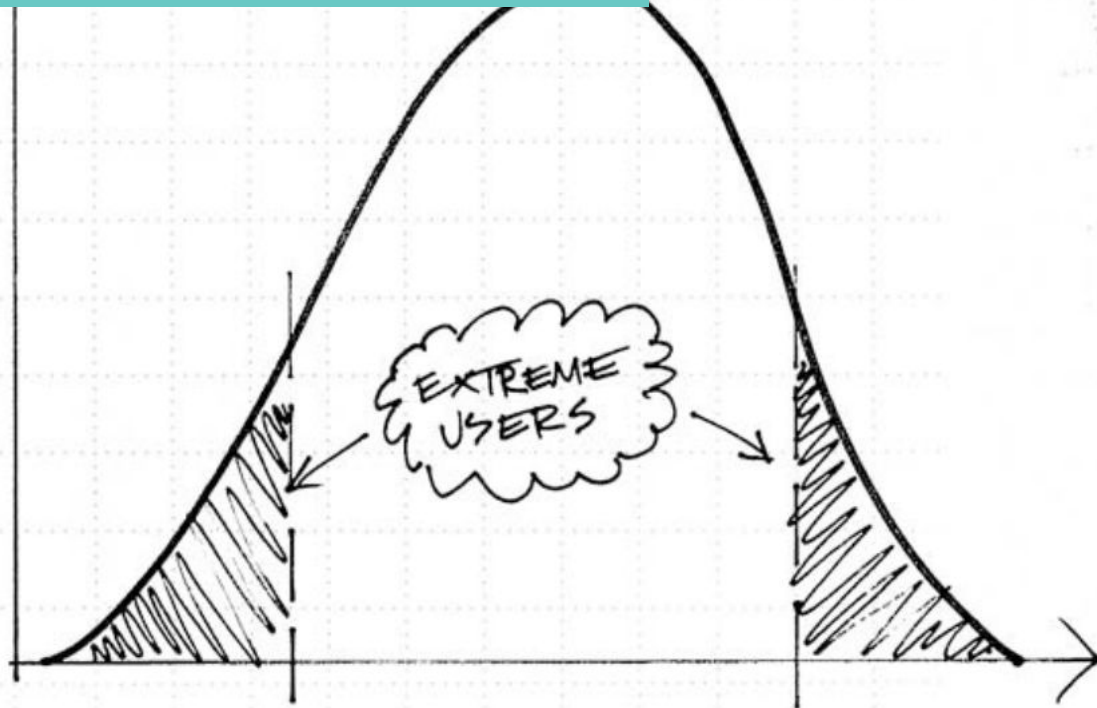
**Walk in their shoes.**



**Be an anthropologist.**



**Find extremes.**

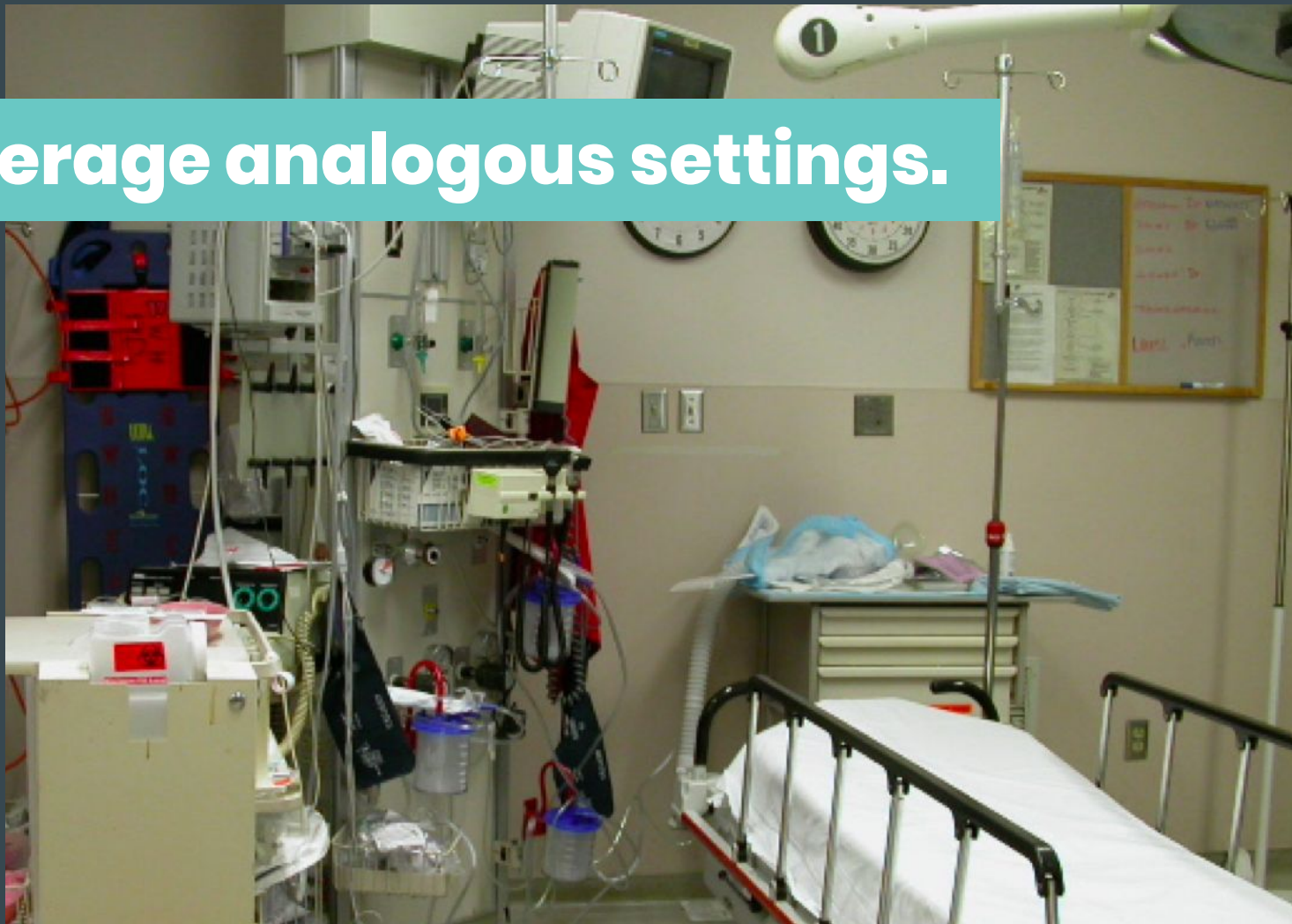




**Find extremes.**



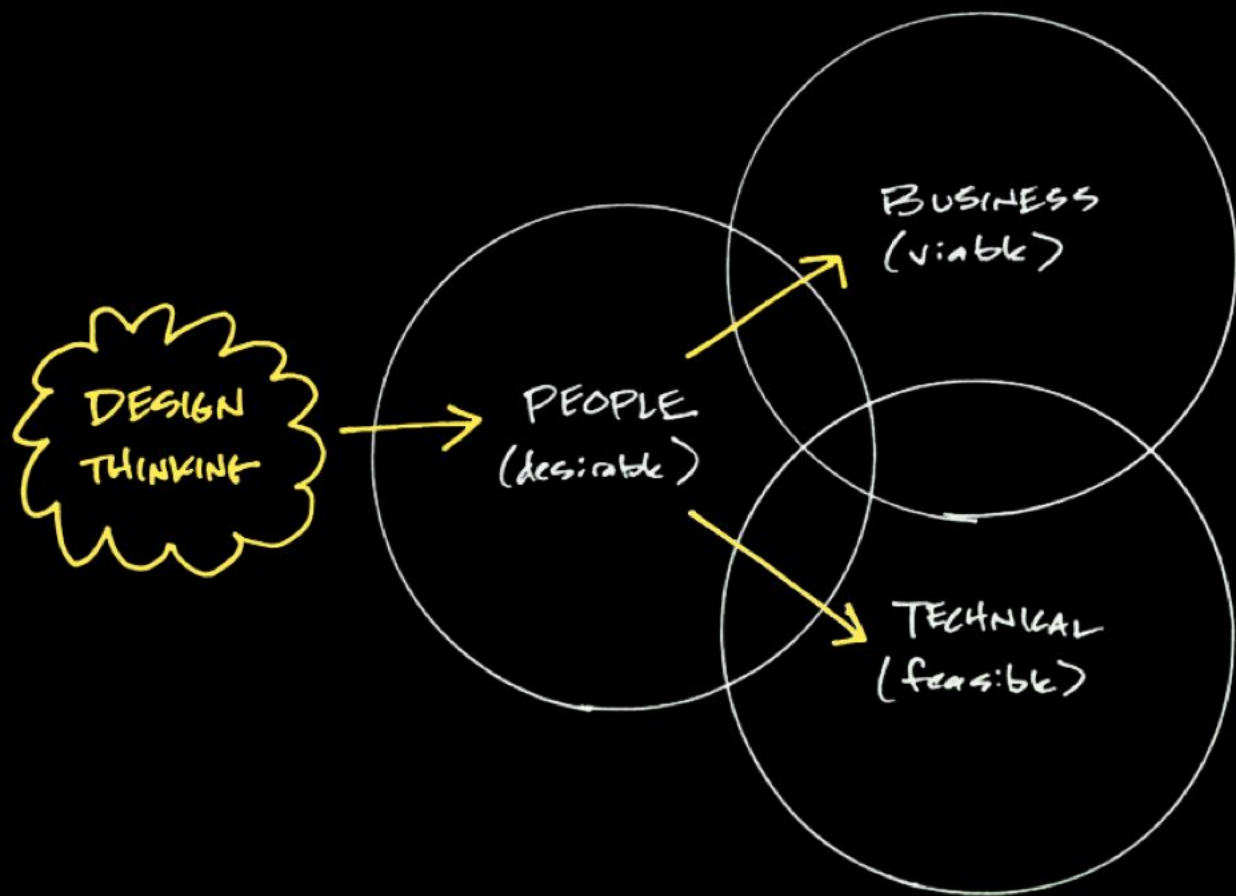
**Leverage analogous settings.**



Leverage analogous settings.







Abstract

Concrete

Synthesis

Strategy

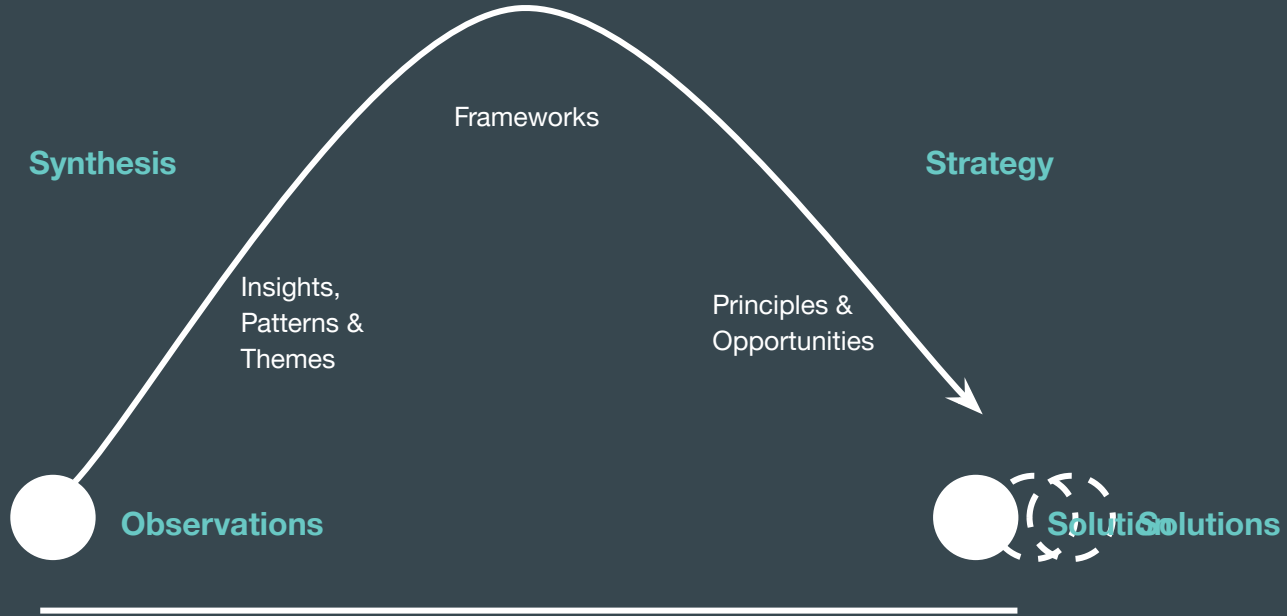
Frameworks

Insights,  
Patterns &  
Themes

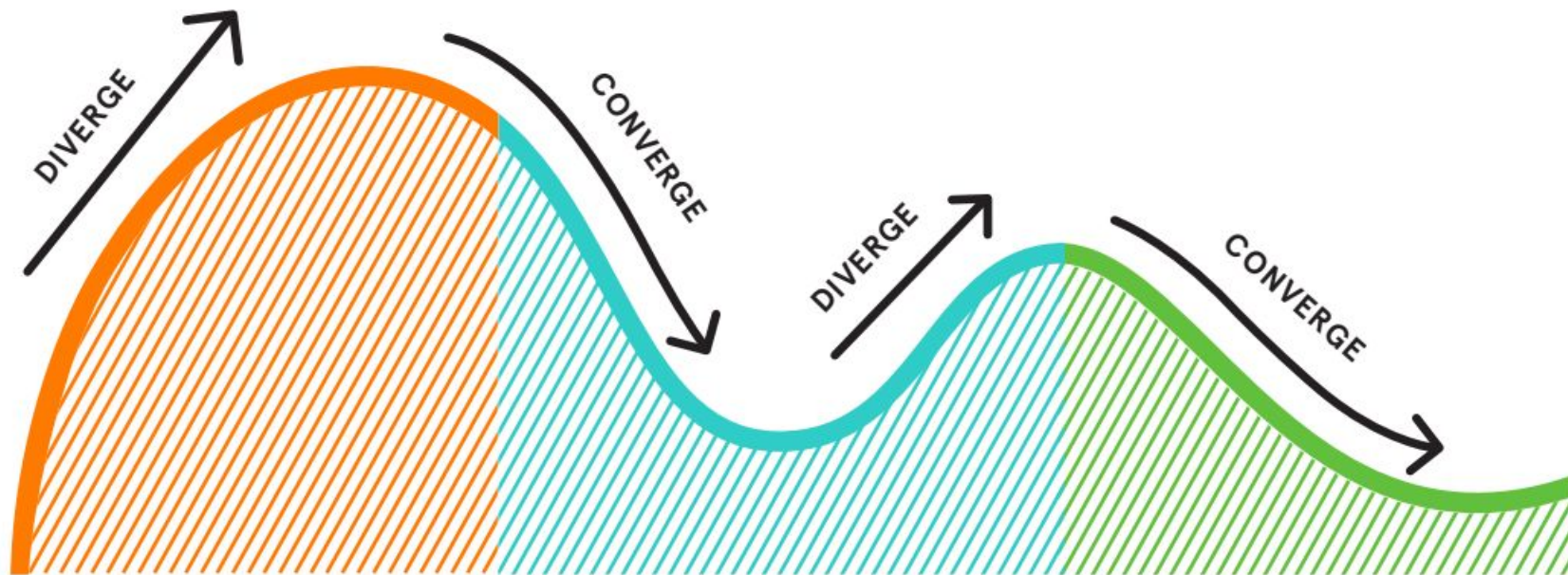
Principles &  
Opportunities

Observations

Solutions







# Build to think, think to build



# **A Few Case Studies**







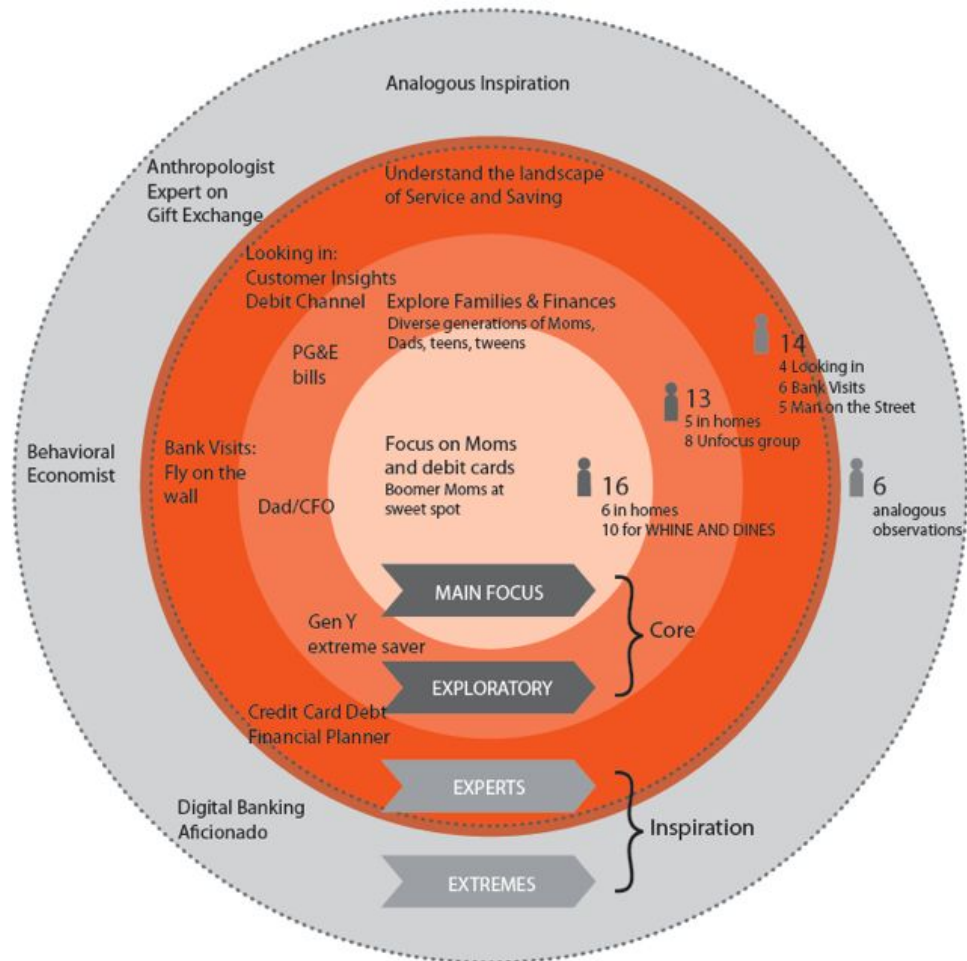






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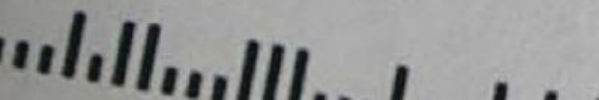
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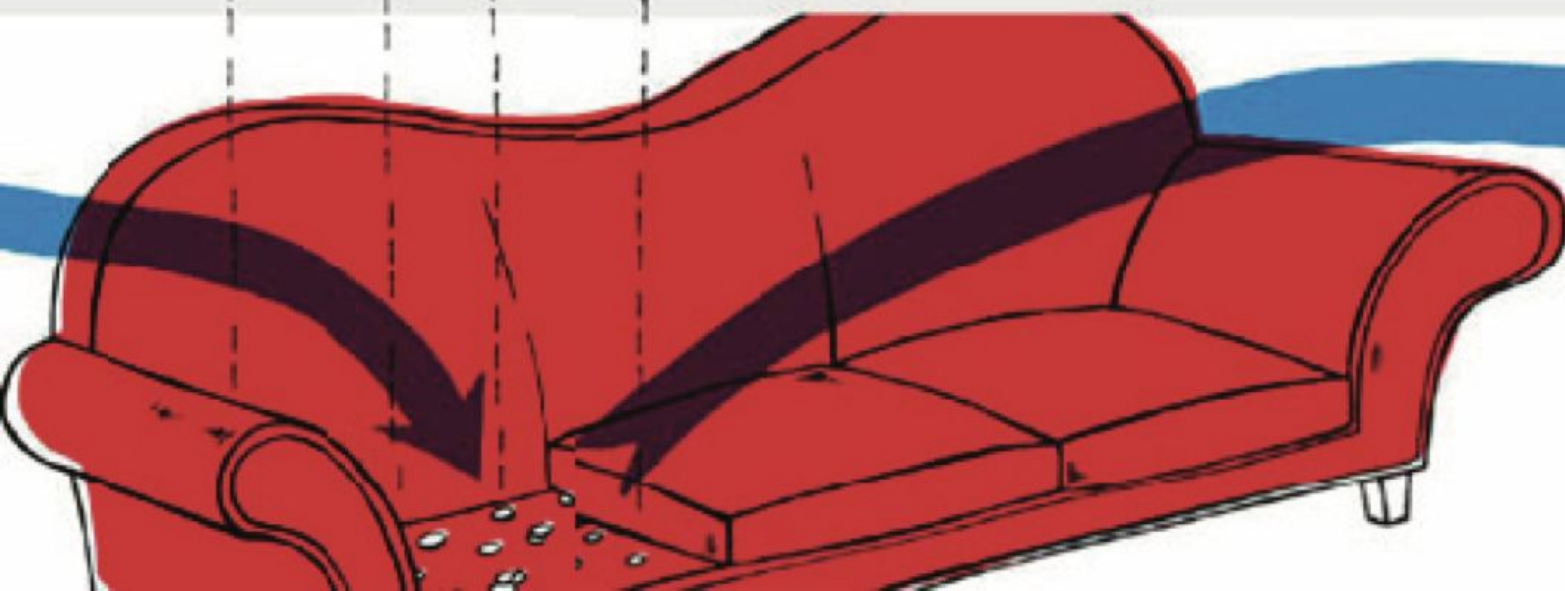
Go into a store  
and buy a cup of  
coffee for \$1.50



Pay for it  
with your **Keep The  
Change** debit card.  
BofA rounds it off to \$2.



BofA transfers 50 cents  
from your checking to  
your savings account,  
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annual total up to \$250





**The impact:  
10M new customers  
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**Questions?**

**Project Topic:** Select your own topic within the realm of women's health and well-being!

**Design thinking activities we'll learn and do:**

Gather inspiration through:

- Place-based observation
- User research
- Immersive research

Storytelling and synthesis

Identifying Opportunity Areas

Ideation and Early Concept Development

# Project timeline

**Thurs 10/17**

Intro Project  
Brainstorm

**Thurs 10/25**

Topic Research  
work session

**Thurs 10/31**

Bring in topics  
Assign or select  
teams

**Homework 1**

Teams conduct  
observations

**Thurs 11/7**

Present 3 key  
insights from  
Homework 1

Each team will  
have 10 mins to  
present

**Homework 2**

Teams conduct  
user research

**Thurs 11/14**

Present 3 key  
insights from  
Homework 2

Each team will  
have 10 mins to  
present

**Homework 3**

Teams conduct  
immersive  
research

**Thurs 11/21**

Present refined key  
insights from  
Homework 3

Each team will have 10  
mins to present

**Homework 4**

Teams synthesize to  
identify opportunity  
areas + Concept  
Generation

**Project:** Select your own topic within the realm of women's health and well-being!

## *Homework* || **Observation exercise: Study Spaces**

- Break into three person teams
- As a team:
  - Select an topic to research
  - Explore this topic thoroughly utilizing secondary research, observation, and initial conversations with people affected by this topic (stakeholders)
  - Document your assumptions, capture your observations and findings, and be prepared (as a team) to discuss 3 key initial insights in next week's class



**Let's share our topics.**