Workshop

DESIGN THINKING

EMN Annual Conference 2019

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Traditional Approach

Feasibility (Technology)

Viability (Business)

Desirability (Need)

Innovation

Design Thinking Approach
A driving force behind Design Thinking:

IDEO

www.ideo.com

David Kelley (founder)
DESIGN THINKING:
„A structured, practical and human-centered approach to complex problem solving“

![Diagram showing the interconnection of MINDSET, METHODS, and SKILLS.]

- MINDSET
- METHODS
- SKILLS

Process, Tools, etc.

Communication, Facilitation, Emotional Intelligence, etc.
DESIGN THINKING MINDSET

- Mindful of Process
- Culture of Prototyping
- Human Centered
- Bias Toward Action
- Show Don't Tell
DESIGN THINKING PROCESS

Empathize  Define  Ideate  Prototype  Test

(d.school / stanford)
EMPATHIZE

PURPOSE:
• Get a „feel“ for a problem or situation
• Adopting views of other users & stakeholders
• Generate deep insights

FURTHER METHODS:
• Interviews & observation
• Data research
• Experiencing
• Etc.
Mini-Hack Nr.1

Invite colleagues for „coffee-interviews“ and find out more about their opinions, needs, attitudes
DEFINE

„Asking the right question is half of the solution.“

PURPOSE:
• Find the „right“ frame for the challenge
• Identify „blind spots“
• Setting the direction for further (solution) development

FURTHER METHODS:
• Empathy Maps
• Personas
• Customer / User Journey
• Etc.

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Mini-Hack Nr.2

Next time you’re discussing ideas & solutions with your colleagues, ask „Actually, what exactly do we want to solve?“
Empathy Map

- Attitudes & Commitment
- Desires & Interest
- Difficulties & Barriers
- Environment & Influencing Factors

Stakeholder (internal & external)
IDEATE

„Don’t fall in love with an idea!“

FURTHER METHODS:
• Brainstorming
• Whatever creative thinking / visualization method you want 😊

PURPOSE:
• Find novel solutions
• Find solutions with high impact potential
• Advancing fast with first ideas
PROTOTYPE & TEST

„Fail fast, fail forward!“

PURPOSE:
• Learn from experience & feedback
• Test important assumptions
• Make ideas tangible & support group think

FURTHER METHODS:
• Storyboards
• Role plays
• Etc.

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PROTOTYPE & TEST

„Fail fast, fail forward!“

IDEATE → DEVELOP → TEST → LEARN

OBSERVE → VALIDATE → EXPLORE

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Different Prototypes
Different Prototypes
Different Prototypes
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Different Prototypes

[Image: Whiteboard with sketches and text indicating different steps in problem-solving and a diagram of a rapid prototype process.]
Different Prototypes
Mini-Hack Nr.3

Bring pen & paper (or something similar) to your next meeting and ask your colleagues to start drawing / visualizing their ideas or just start drawing on your own.
To think about...

→ There is no „one-size fits all“ approach

→ Design Thinking is not an isolated methodology

→ Context / situation determines possibilities
  but principles are universal

→ Impact comes out of the quality of interaction/doing
Implementing Design Thinking within organizations

Possible fields of application

- Large Transformation
  Culture, Vision, Strategy, etc.

- Organizational Solutions
  Inhouse services, New platforms / structures, etc.

- Day-to-day Team Work
  Meetings, small-scale solutions, etc.

Underlying Challenges

- Work overload → slow progress
- „Human Factors“ – fear, insecurity, distrust → resistance & non-commitment
- People don’t feel heard
- Little ambition / „play-it-safe“ mentality
Implementing Design Thinking

• Integrate Design Thinking into existing processes
• Train teams on practical Design Thinking skills → start small
• Try design sprints / hackathons → create positive experiences
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