

DESIGN THINKING TIPS

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- Define the right problem
- Pick the team
- Choose and interview consumers
- Ideation
- Team decision making
- Tell the story
- Feedback and iteration

DEFINING THE RIGHT PROBLEM

- Define the outcome – what is the desired end state?
- Define the consumer – who are we designing for?
- How will you know when you've succeeded? What is the success criteria that will be used for decision making?

PICK THE TEAM

- **Diverse skills/backgrounds**
- **Openness, listening, inquiry**
- **Different “levels” of management**
- **Experts and amateurs**
- **Self awareness**
- **Different archetypes (whole brain)**
- **A balance of men and women**

CHOOSE AND INTERVIEW CONSUMERS

- Screen for articulate, outspoken consumers
- Look for extremes
- What will inspire consumers to express feelings?
- How to find unexpressed needs
- How to interview

IDEATION

- No judgment
- Wild ideas
- Quantity, not quality
- Build on ideas of others
- Every idea has value

MAKING DECISIONS

Believe it or not, the best idea is not
always the one that moves forward

MAKING DECISIONS

How a team will decide is often set before they actually make a decision

- Set norms early
- Define process and criteria
- Do we have enough information?
- Know when a decision has actually been made

TELL THE STORY

- What are you trying to learn?
- Prototype?
- Skit?
- Video?

GET FEEDBACK AND ITERATE

- **Speed is key**
- **Same consumers**
- **Look for emotion – the WOW!**
- **Teamwork – joint ownership of ideas**

**LET'S TRY THIS ON A
REAL PROBLEM!**



**How can the Triad attract more
Design talent and help them thrive?**