Welcome

Design Thinking Workshop

Before we get started, please do the following:

Get some post-its, paper, and a marker!

Find a seat next to someone you haven’t met and introduce yourself.

Your Facilitators

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Agenda

1. Understand
2. Share needs & insights
3. Define problem statements
4. Break into Maker-groups
5. Ideate
6. Playback / Q & A

Rules of Engagement

- Laptops and phones are put away
- Remain engaged
- Respect the process
- Be open-minded; be curious
- Disagree and commit

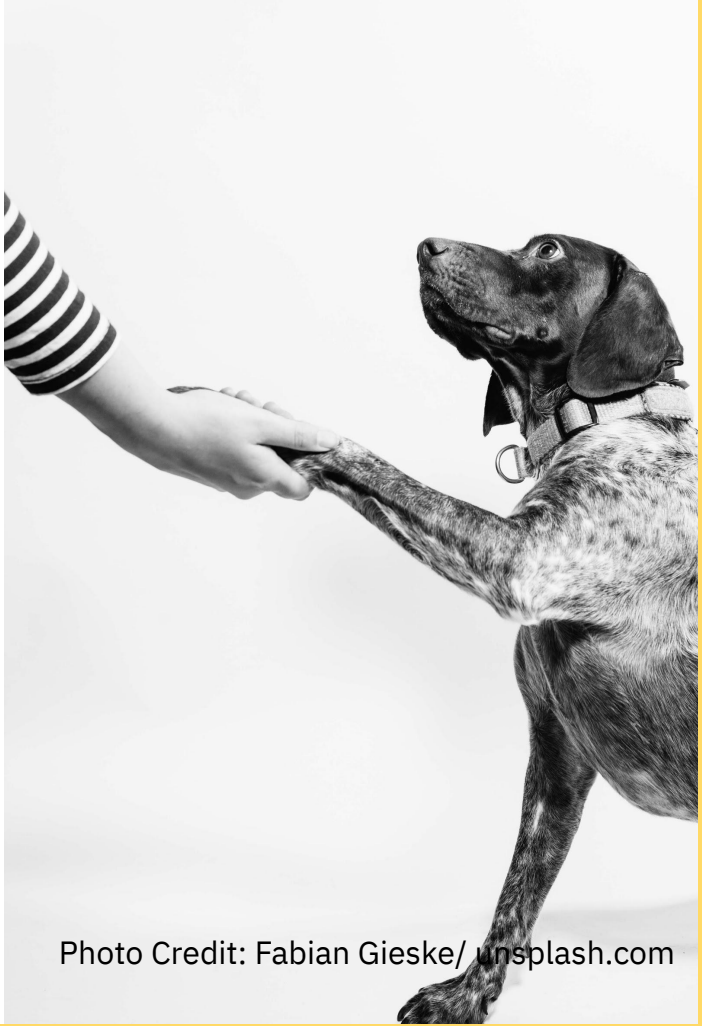


Photo Credit: Fabian Gieske/ unsplash.com

About stickies (post-its)

- One Idea per sticky
- Use them to get things out your head and onto paper
- Use them to leave us feedback
- Use them to park unrelated ideas
- Stick them on the board

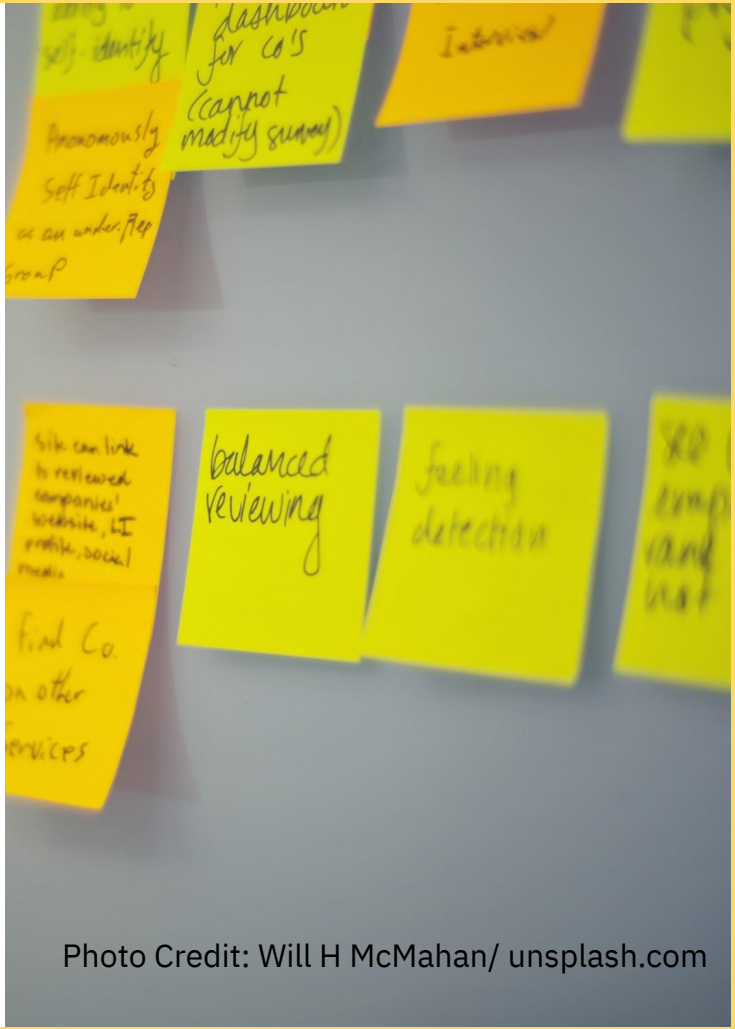
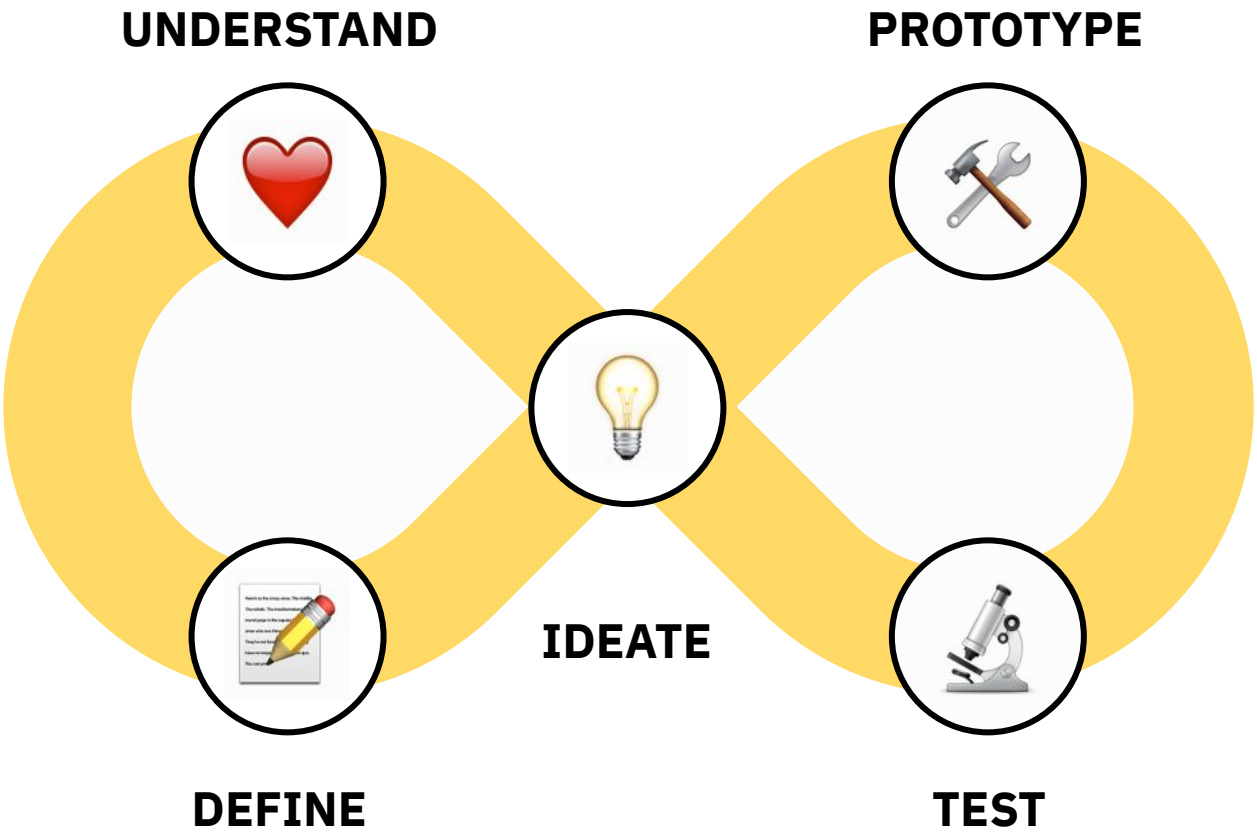


Photo Credit: Will H McMahan/ unsplash.com

Photo Credit: Murilo Viviani / unsplash.com

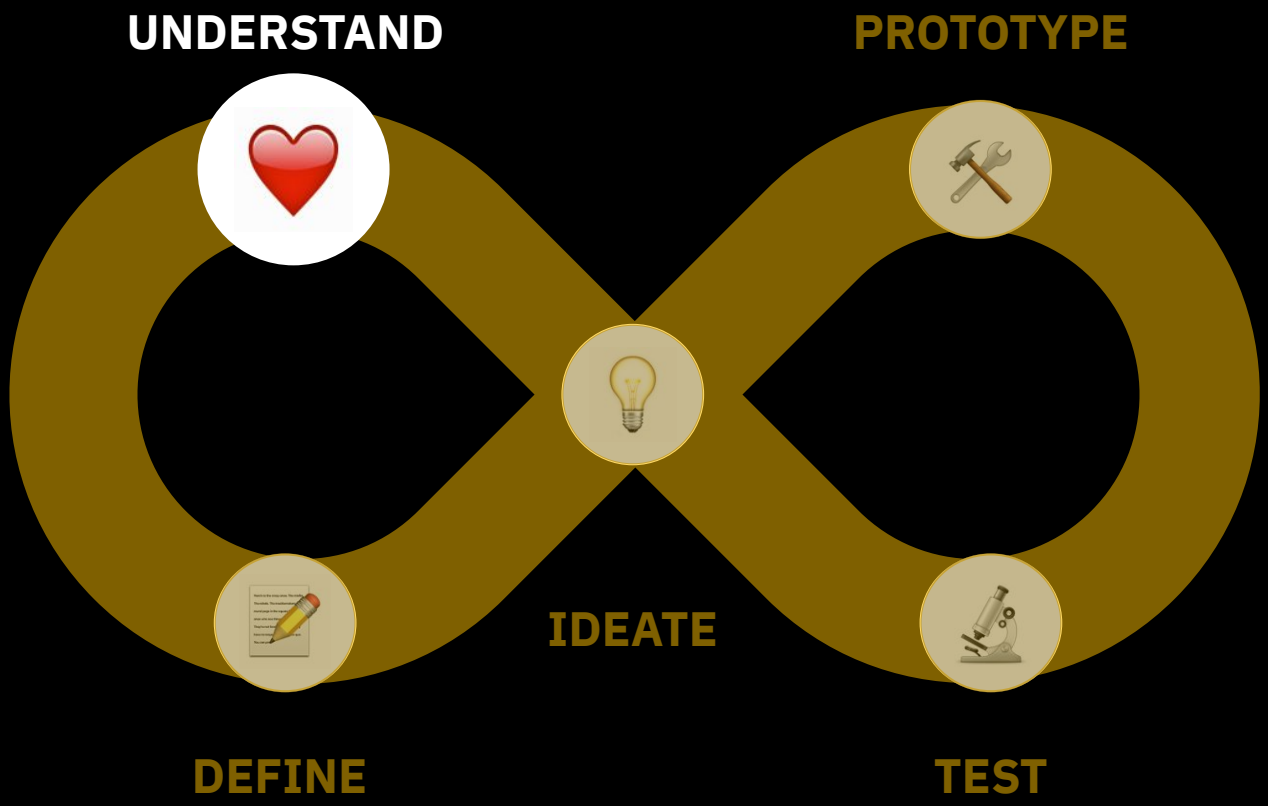

UNDERSTAND
PROTOTYPE
IDEATE
DEFINE
TEST

Theme: Authenticating your identity online

Raise your hand if you've ever heard someone say something memorable to you about a problem they're having related to authenticating their identity online.

Theme: Authenticating your identity online

If you’re not comfortable relating your experience, use someone you know - family, coworkers, community, friends.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Understand

Understanding is gaining an empathic insight into the people you're designing for and the challenges they are experiencing related to *authenticating their identity online.*

Interview your partner about authenticating online

INSTRUCTIONS

- First, find a partner.
- Then, interview each other for 8 min each.
- Write your observations on paper.

Interview your partner about authenticating online

TIPS

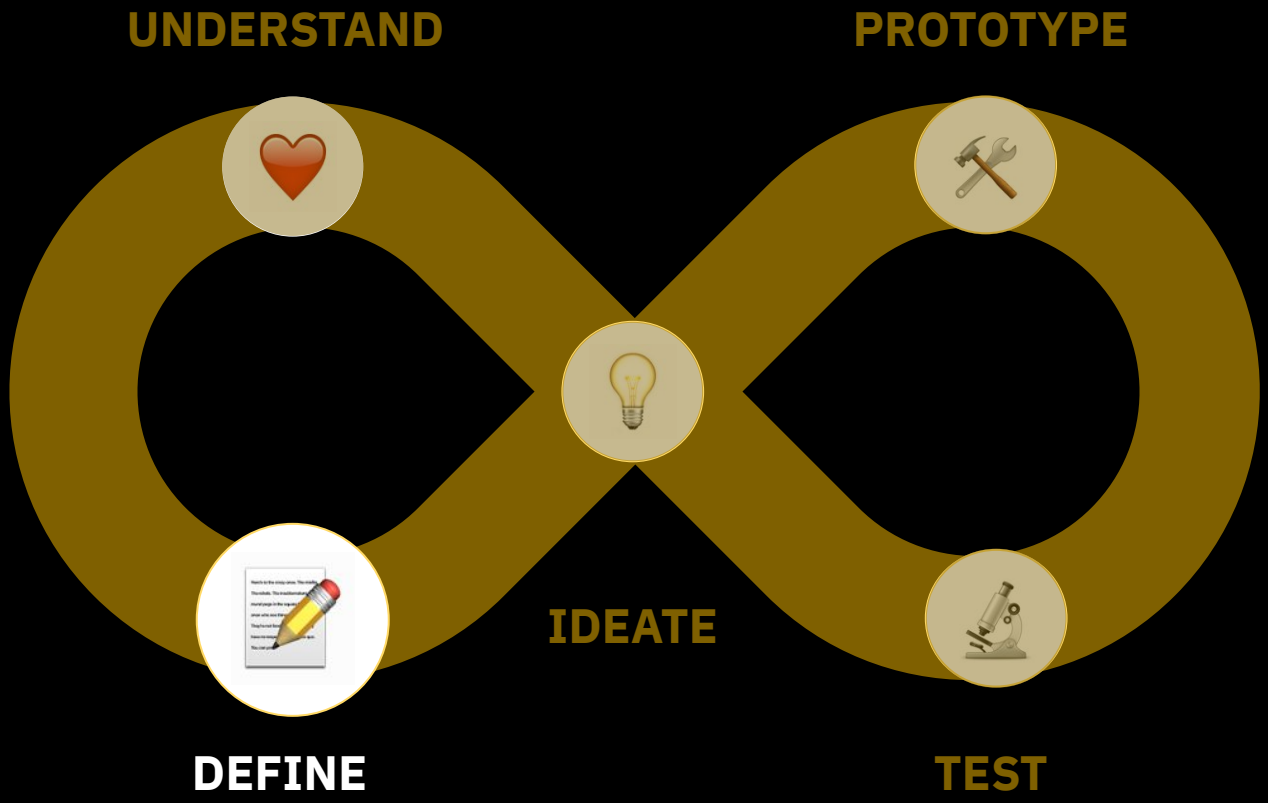
- Identify things your partner really NEEDS, and things you didn’t know about them that can fuel your brainstorming (INSIGHTS).
- Ask open-ended questions.
- Listen for pain points, frustrations, desires.
- When in doubt, ask WHY as a follow-up question.

Interview your partner about authenticating online

QUESTIONS TO ASK

Remember you are looking for **NEEDS** and **INSIGHTS**

- Tell me about the last time you logged in to something on the internet. What worked? What was frustrating?
- How often do you have to do something like this?
- What is different for Work versus Personal?
- How does it make you feel?
- What is your most/least favorite part of the tasks involved?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Define

Defining is unpacking the findings from your understanding into needs and insights.

And then turning those needs into a problem statement.

2 Phases of Define

1. Define the needs and insights based on your interview and research.
2. Then, you frame those insights into problem statements or user needs statement.

Define Needs & Insights

(3 min)

- What are things that your partner is trying to do? What actions are they trying to take?
- What are things you learned about your partner's feelings and/or worldview that would help you design a solution for them? **What was the most unexpected?**

Share an Interesting Insight (5 minutes)

What did you learn that was most surprising or unexpected?

(let’s hear from some volunteers)

Define Problem Statement

(3 min)

- Frame those insights into user needs statements.

Fill out this mad libs template:

<Who you're solving for> needs a way to <user's need> unexpectedly / surprisingly / because / but in their world, <User insight>.

INSTRUCTIONS:

- Write one problem statement on one sticky note.
- More than one sticky is fine.

Example

Alieda, a multitasking mother of 2 <user> needs a way to quickly and confidently compare options without leaving her comfort zone <user's needs> because she wants to spend more time doing the things that really matter <insight>

https://www.nngroup.com/articles/user-need-statements/

Fill out this mad libs template:

<Who you're solving for> needs a way to <user's need> unexpectedly / surprisingly / because / but in their world, <User insight>.

INSTRUCTIONS:

- Write one problem statement on one sticky note.
- More than one sticky is fine.

Group, Share, Vote

(5 min)

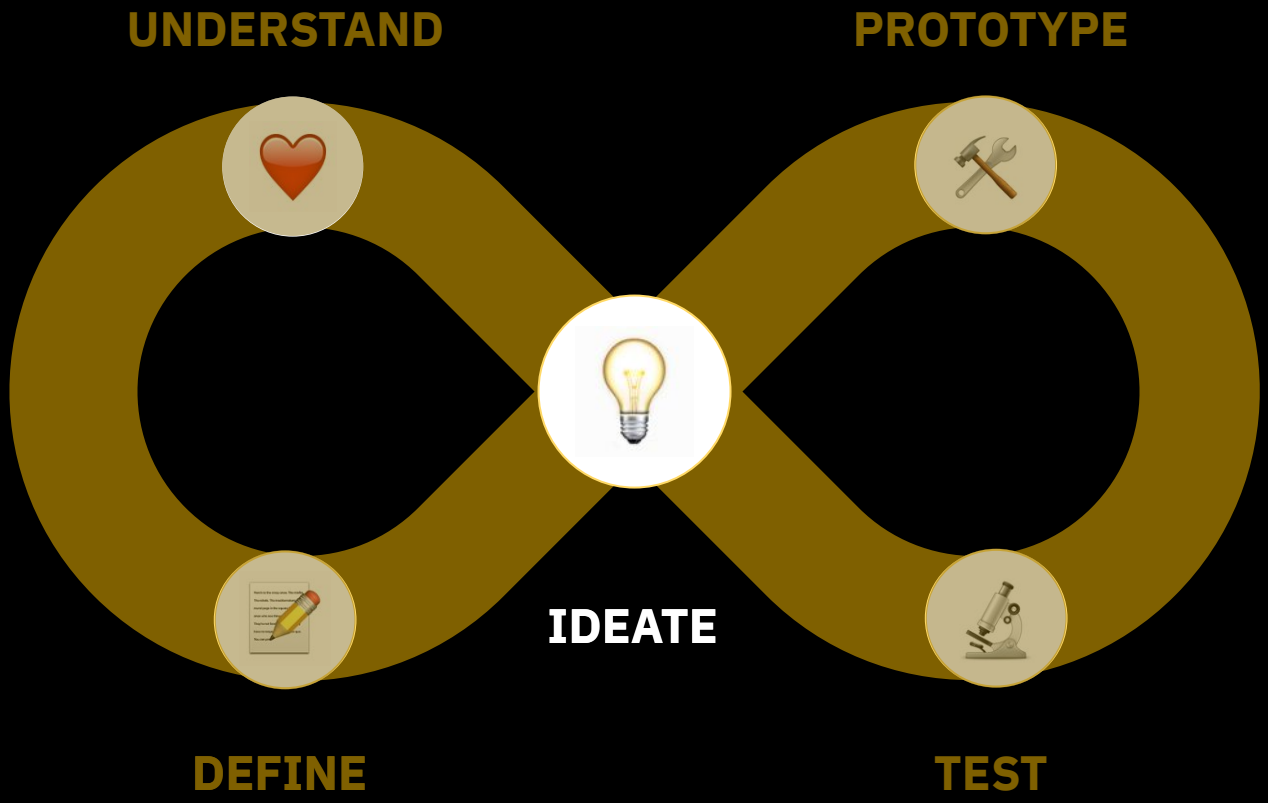
INSTRUCTIONS

- First, form a group (include your partner) of 6 or less.
- Then, put all your problem statement stickies on a surface.
- Nominate one person to read them outloud.
    - The author can clarify if there are questions.
- Vote for your favorite problem with sticker.

Your group's problem to solve

INSTRUCTIONS

- Remove all problem statements that have the least votes.
- If there is more than one problem left on the wall.
  - Align and choose one problem to move forward.
  - If there is not a quick resolution, vote again!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Ideate

Ideating is generating a large number of ideas. Not perfect ideas, but lots of potential answers and solutions. **No judgement**. No evaluation.

This is the time to let imaginations run wild!

Sketch (5 min)

INSTRUCTIONS

- First, write the problem statement at the top of a new piece of paper.
- Then, sketch at least 3 potential solutions.

TIPS

- Avoid using words or numbers.
- Go for ideas that are radical or unusual.
- Don’t worry about being right or wrong.
- Just get your ideas out on paper.

Go back to your partner

Share and Get Feedback

(5 min each and then switch)

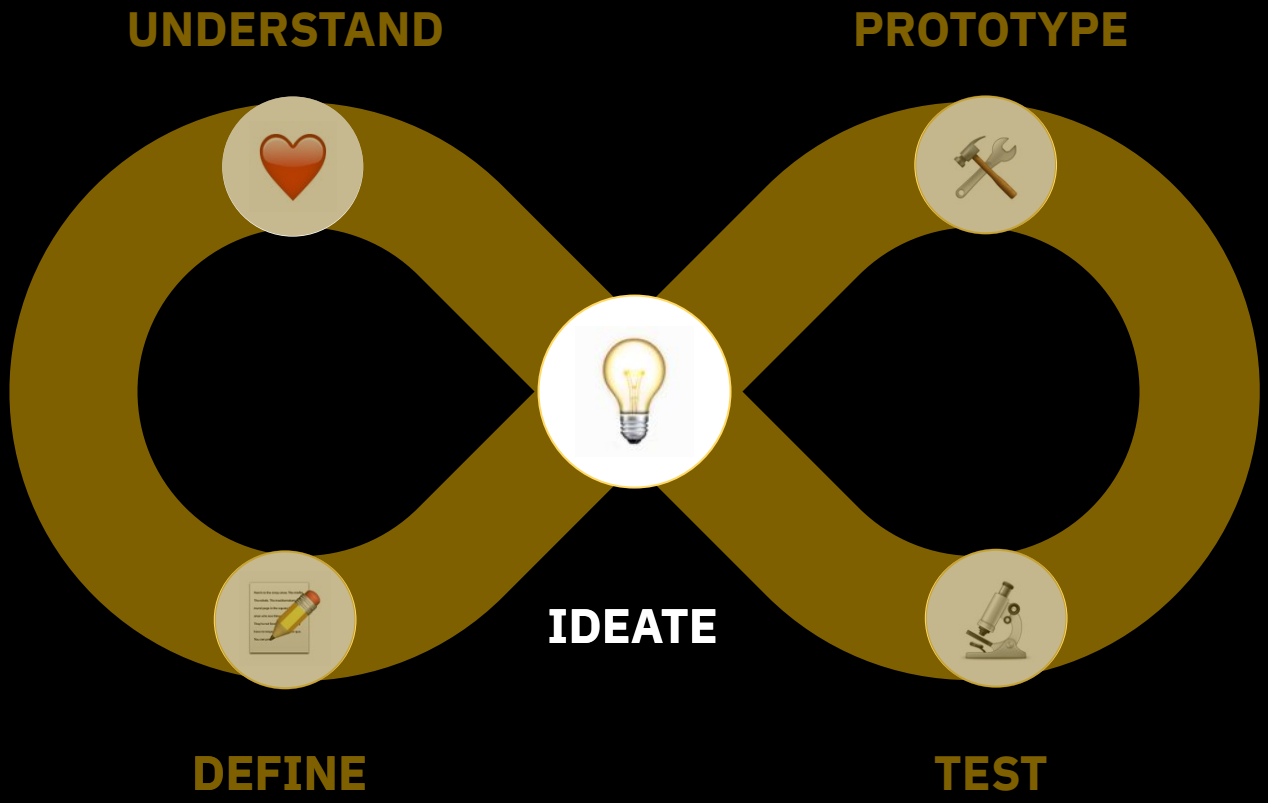
INSTRUCTIONS

- Explain your idea and listen for feedback! You are there to understand and empathize.
- DO NOT DEFEND YOUR IDEAS.
- View this as an opportunity to learn more about your partner.

Reflect and Revise

Take what you have learned from the feedback and think about it.

(you are iterating through a design process!)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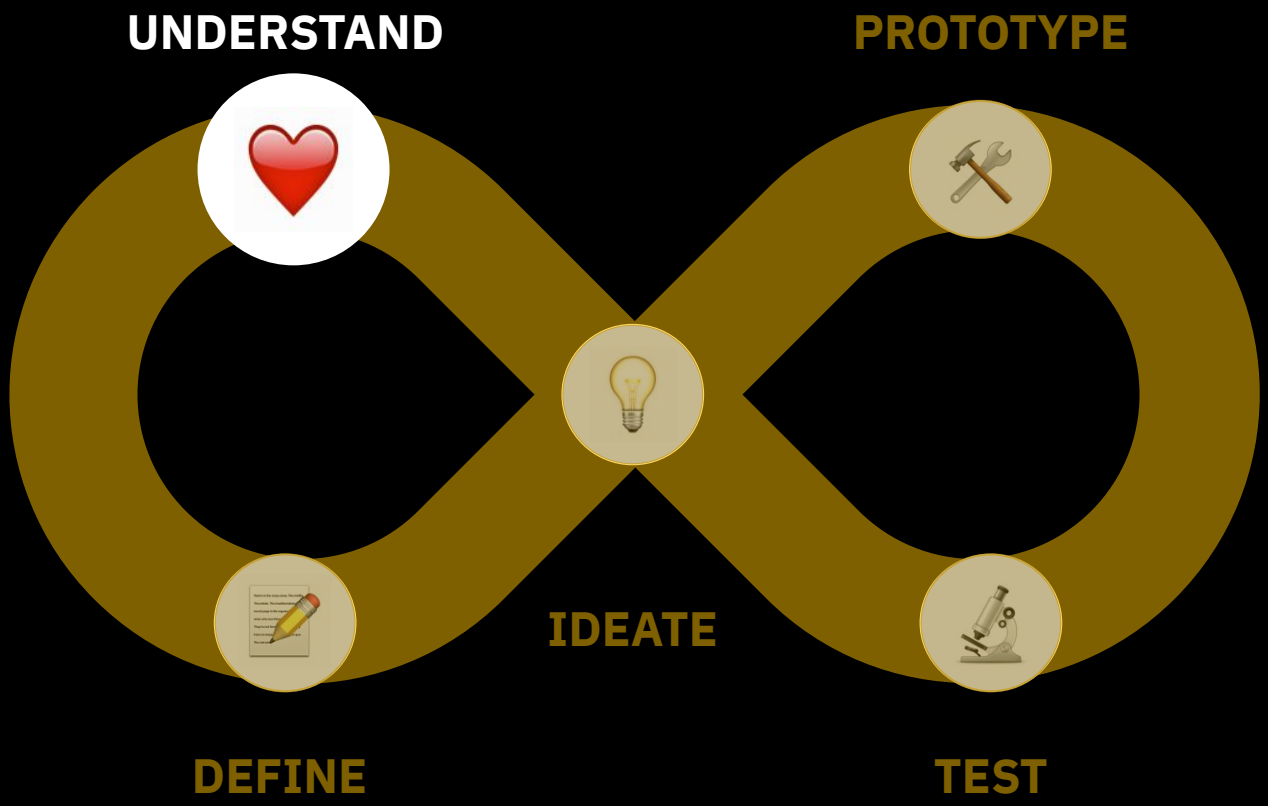
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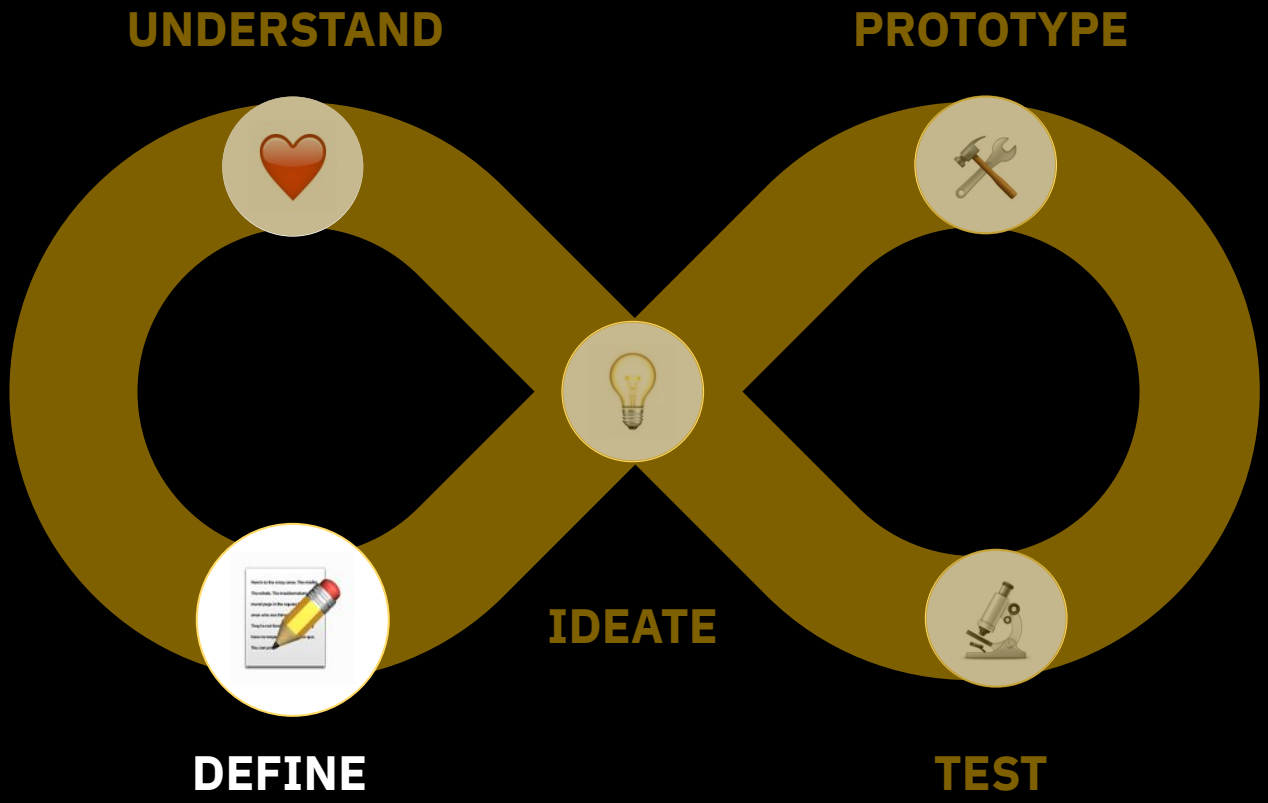
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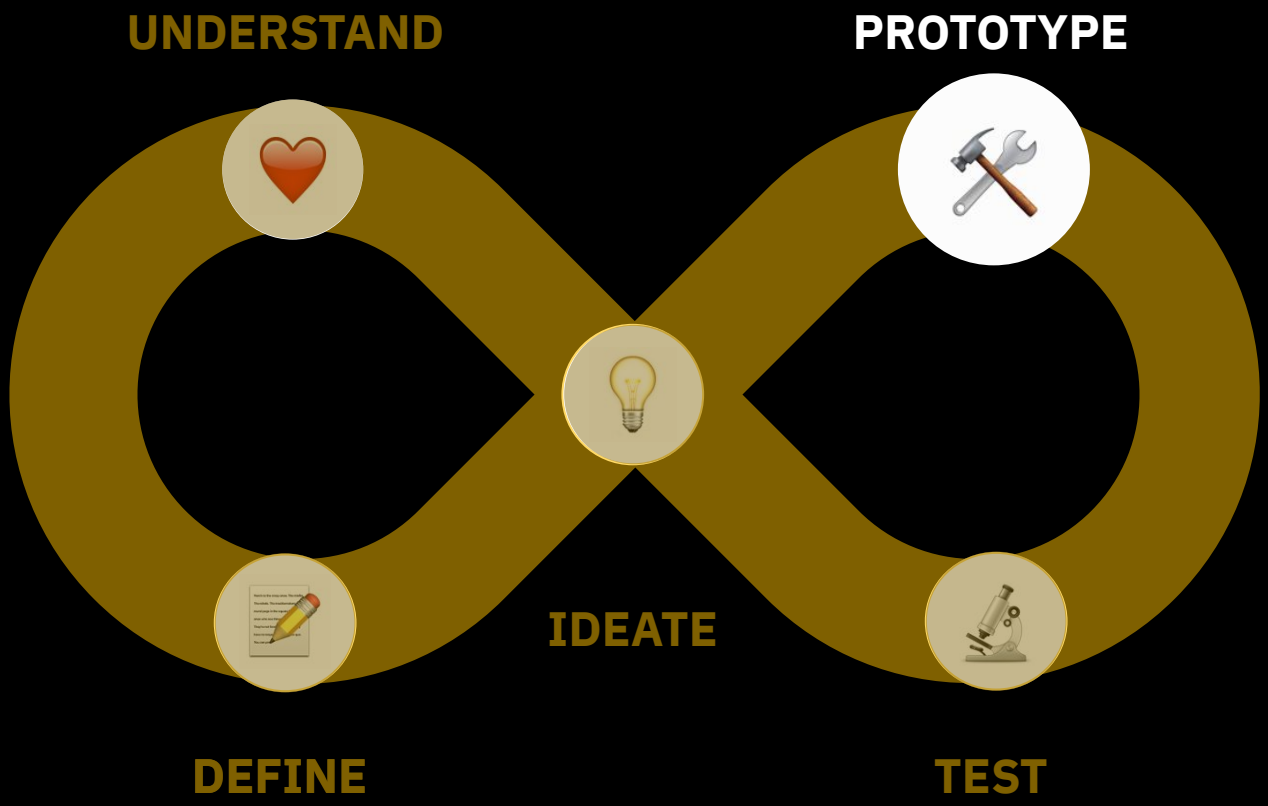
Reflect and Revise
(5 min)

INSTRUCTIONS

- Take what you have learned from the feedback and think about it.
- Then, apply your learning to a *new or improved* idea, and sketch that out.
- Add notes and labels to this sketch if you want.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Prototype

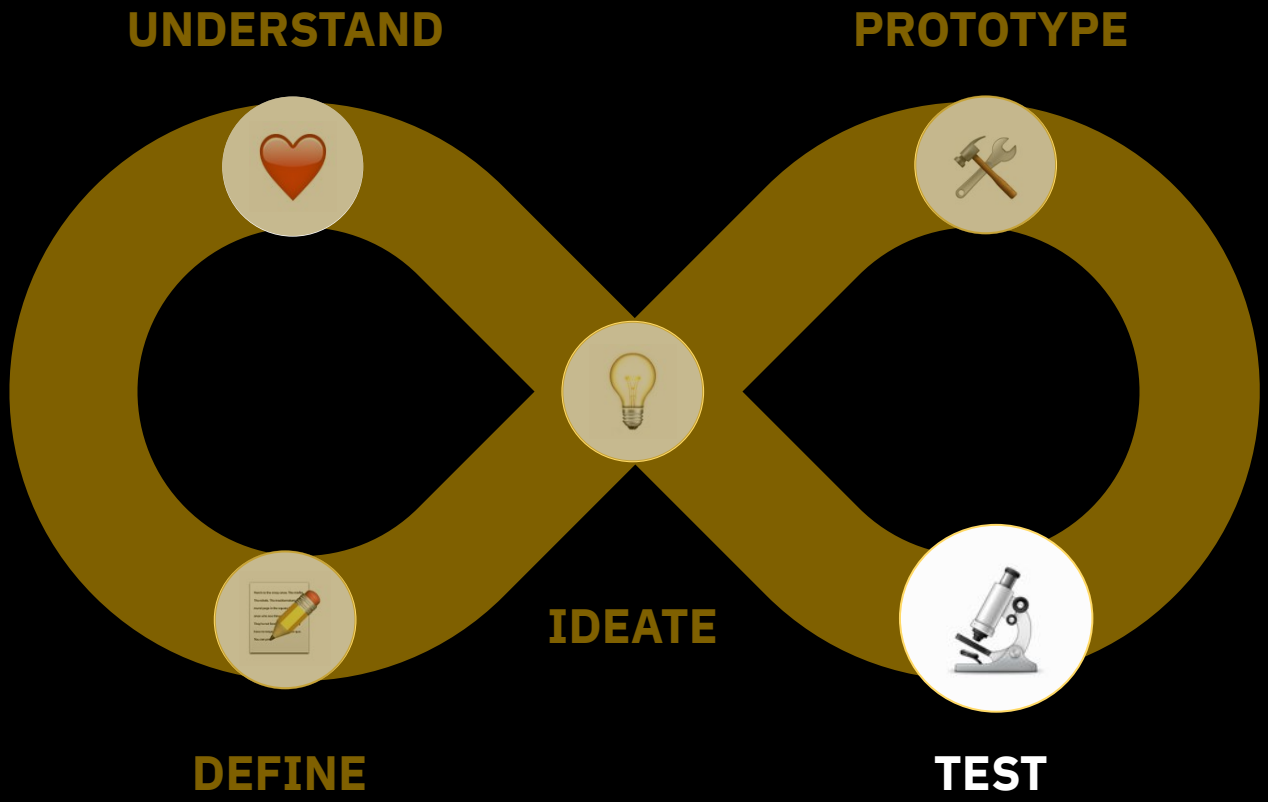
Prototyping is giving concrete form to abstract ideas. It is creating something that allows for interaction and experience, but doesn’t have to be fully functional.

This is about learning, not about getting it right the first time.

This revised sketch is a **Prototype**

An ideal prototype allows for interaction and experience, but doesn’t have to be fully functional.

(we’re greatly simplifying things from the real world, but it’s only an hour and a half workshop)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Playback / Q&A

- Who had a partner who created something you liked?
- Who saw an idea that they are curious to learn more about or do more with?

Playback / Q&A

- How did engaging and getting feedback from a live person change how you thought or shaped your ideas?
- How did it feel having to show ideas that you had only spent a few minutes on?
- What part felt most uncomfortable?
- What felt most natural?

Thank you!

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Formerly at Uptics, Mandiant
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Nguyet Vuong
Design Person,
VP of Design at Civil Media Company
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Resources for further learning

Stanford “D” School: https://dschool.stanford.edu/resources
(new virtual crash course coming this fall!)

IBM: https://www.ibm.com/design/thinking/page/framework

Ideo: https://designthinking.ideo.com/ & http://www.designkit.org/

Designing Your Life - a book by Bill Burnett & Dave Evans:
https://blog.marvelapp.com/shh-dont-tell-theres-no-magic-design-thinking/