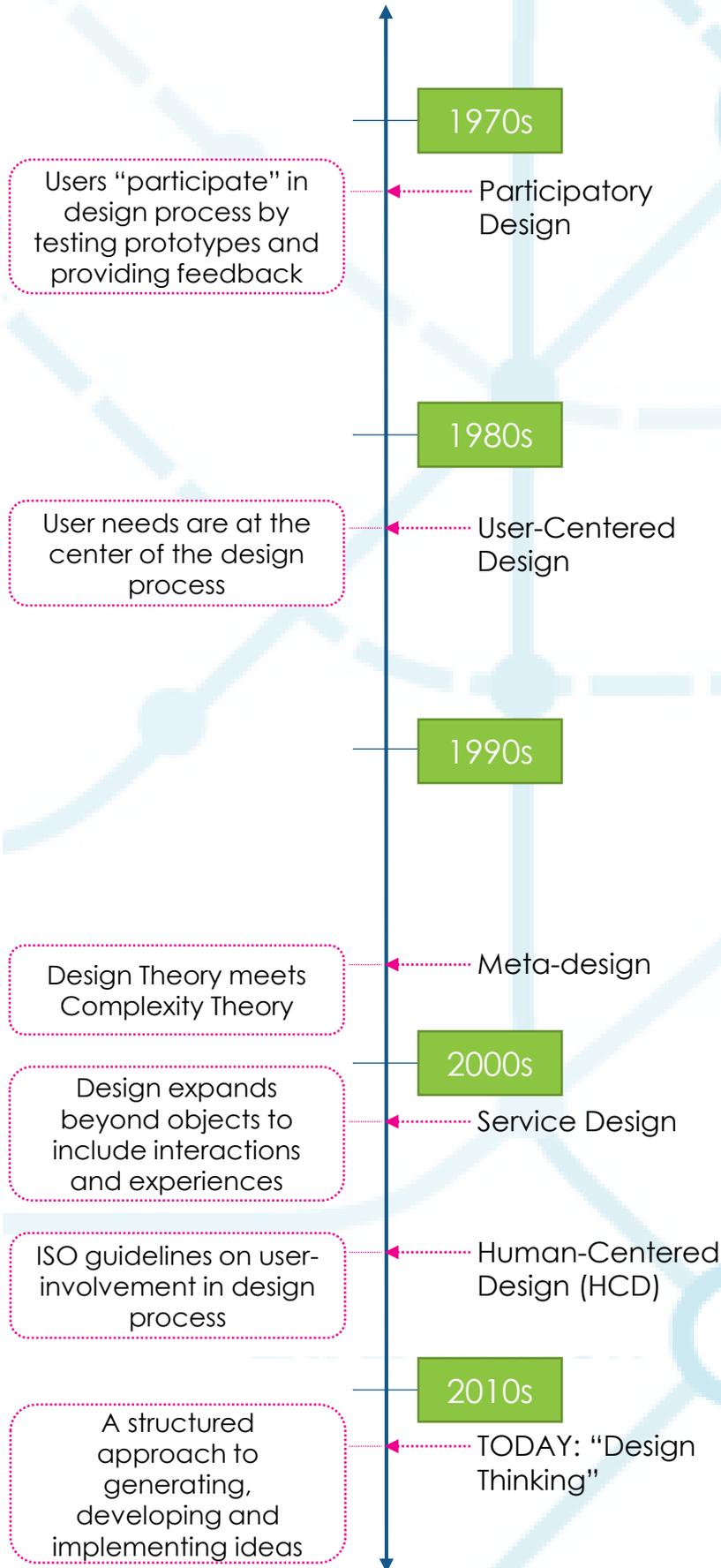


Design Thinking

"...is a set of principles that can be applied by diverse people to a wide range of problems."

- Tim Brown, CEO of design consultancy IDEO and author of *Change by Design*

A Brief History



Principles*

- Stand in the customer's shoes
- Analyze, then synthesize

- Diverge, then converge
- Ideate and iterate

- Build prototypes

Tools & Methods

- stakeholder maps
- customer journey maps
- contextual interviews
- expectation maps

- "What if...?"
- storyboards
- design scenarios

Process**

Explore

Create

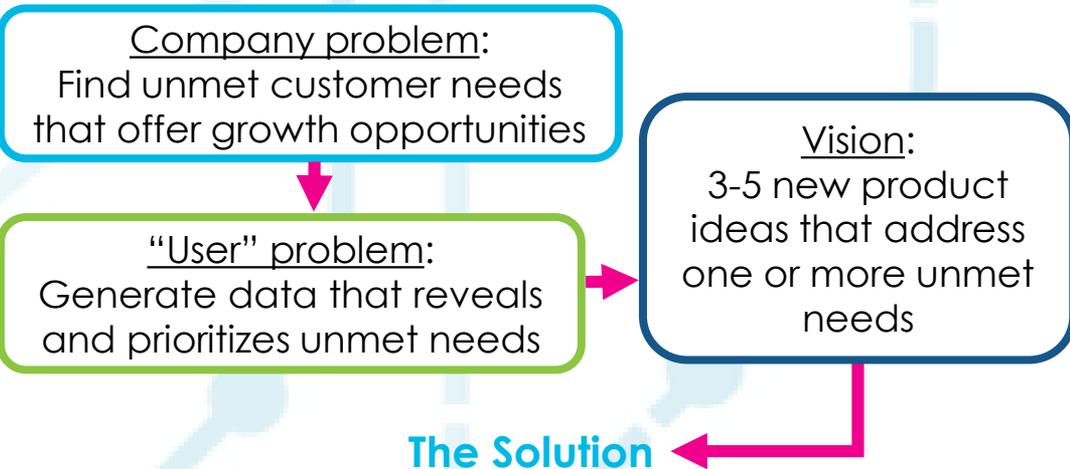
Reflect

Implement

*Tim Brown, *Change by Design*

**Marc Stickendorf & Jakob Schneider, *This is Service Design Thinking*

DT Applied to Insight Creation



- 1 Deep dive** into the business problem (via stakeholder interviews, literature reviews, lead-user VOC interviews)
- 2 Ideate**, creating several different options for generating insight into the unmet needs of the marketplace
- 3 Converge** on the evidence required and a process to generate and analyze evidence
- 4 Prototype** the evidence gathering process, then test and revise
- 5 Synthesize** the evidence to develop an insight narrative and prioritize unmet needs
- 6 Implement** - the product team uses the insights as the starting point for their design process

Resources:
d.school.stanford.edu
www.thisisservice.designthinking.com

Design Thinking Heavy Weights

IDEO • Stanford University d.school • Roger Martin, Dean of Rotman School of Business at the University of Toronto

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INSIGHT BY DESIGN

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