LAB GROUPS DAY 1
EMPATHIZE, DEFINE, IDEATE
EMPATHIZE -> DEFINE -> IDEATE -> PROTOTYPE -> TEST -> IMPLEMENT

UNDERSTAND -> EXPLORE -> MATERIALIZE

DESIGN THINKING 101 NNGROUP.COM
Case study:
New tools for jail diversion program
How can we watch over people and notice when they start to deviate from their normal patterns to prevent decompensation?
Designed, prototyped, iteratively tested 2 new tools

// non-clinical “wellness check” for peer specialists
// “membership card”
EMPATHIZE: DESIGN RESEARCH PLANNING

// Who are your stakeholders?
// Identify extreme users to include in your research
// Identify possible analogous research
// What design research methods might you use?
Some tools for design research and synthesis you can try today
Stakeholder Map for the Traffic Citation System
TASKS
What tasks are users trying to complete? What questions do they need answered?

FEELINGS
How is the user feeling about the experience? What really matters to them?

INFLUENCES
What people, things or places may influence how the user acts?

PAIN POINTS
What pain points might the user be experiencing that they hope to overcome?

OVERALL GOAL
What is the users ultimate goal? What are they trying to achieve?
PERSONA PROFILE

**INTERESTS:**
- What does she spend her time on?
- What entices her?
- What does she read, watch, listen to?

**POWERS:**
- What resources does she control?
- What can she do, must she?
- Who does she have influence over?

**NEEDS:**
- What does she need in her life, in her work?
- What's essential for her, what does she require?
- What's missing?

**VALUES:**
- What carries meaning, for her?
- What's her moral compass?
- What makes her indignant, satisfied, frustrated?
- What does she want for the world?

**BEHAVIORS:**
- What are her routines?
- Buying, free time, rituals.

**ASPIRATIONS:**
- What kind of person do they want to be?
- Brands? Spending patterns?
- Life dreams? Heroes? Role models?
Experience Model: 5Es

Entice | Enter | Engage | Exit | Extend
Flanders

"Through GOD, all prevails."
Insights with design energy
Too high:

Behavior change is hard.
Too low:

Joe usually tests his blood sugar at the kitchen table.
Just right:

Loved ones for be a motivator for behavior change.
Too high:
Patients need to be educated about their medical conditions.
Too low:

Patient education materials should be at a 4th grade reading level.
Just right:

The healthcare system educates patients when it is convenient for them, not when the patient is ready to learn.
Brainstorming
IDEA KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

Yes, but... it already exists! Our customers won't like that!
WE DON'T HAVE TIME... NO! It's not possible...
It's too expensive! Let's be realistic... That's not logical...
We need to do more research... THERE'S NO BUDGET...
I'm not creative... We don't want to make mistakes...
The management won't agree... GET REAL...
It's not my responsibility... It's too difficult to master...
THAT'S TOO BIG A CHANGE...
The market is not ready yet... Let's keep it under consideration...
It is just like... The older generation will not use it...
WE ARE TOO SMALL FOR THAT...
It might work in other places but not here...
SINCE WHEN ARE YOU THE EXPERT?... That's for the future...
There are no staff members available...
IT IS NOT SUITABLE FOR OUR CLIENTS...

Poster from the book: Creativity in Business
Download your own poster at: www.idealkillers.net
Brainstorming

- Defer Judgment
- Encourage Wild Ideas
- Build on the Ideas of Others
- Stay Focused on Topic
- One Conversation at a Time
- Be Visual
- Go for Quantity
Hey, it could be worse!

Dear Aliens,
Anal probing isn’t your only option. There are other, equally effective ways to inquire about the colon health of the human race.
How can you help people in Makupula High School use computers + the internet?
Some inspiration for your brainstorming
My name is Becky Hughes, and I’ve lived in Flint for 56 years. What I worry about most is the un
Document regarding help in this crises as well.
But I find hope in every human being
in the city of Flint most impacted by the water crises.
Inspiration: Fostering effective Healthcare team partnerships

Empathy exercises and activities
When to give an Epi-Pen Jr.

“blue, pale, weak pulse, confused, trouble breathing, swollen lips, swollen tongue, hoarse voice, many hives”

Kid created instructional signs and notices
Case Study: Reproductive Health in Zambia
MEET THE DIVAS

Condoms for EVERY GIRL

Every girl picks out her outfit everyday, right? Well, the condom is for the you and everyone else because it should be used every time you have sex.

The Pill for the PERFECTIONIST

Ms. Perfection never misses a party, exam, or birthday, and she never forgets to take the Pill everyday. And that’s good because the Pill needs to be taken at the same time every single day.

The Injection for the GIRL ON THE GO

The Girl on the Go doesn’t have time to stop and think about her birth control everyday, and that’s why the injection works well for her. She only needs to remember it every 2-3 months and then she can get on with her busy life.

The Implant for MS. AMBITION

Ms. Ambition has big plans for her future, and at the moment, they don’t include having children. The Implant gives her peace of mind, so she can focus on what’s really important to her right now.

IUD for the SUPERGIRL

Supergirl’s IUD makes her invincible and protected from pregnancy for a super long time. Of course, she has the option of having the IUD removed whenever she decides she’s ready to have super children.
In its first 12 months of operating, the Diva Centre has served 2,237 women and girls.

A breakdown of a sub-group of Diva Centre clients:

- Unmarried: 70%
- First-time users of contraceptives: 45%
- In full-time education: 40%

75% uptake services
30% return for services

Percentage of Diva Centre clients age 15-19:

Before Diva Centre: 19%
After Diva Centre: 41%

MSZ has estimated that the first Diva Centre has led to:

- Unintended pregnancies averted: 518
- Unsafe abortions averted: 161
DEFINE

// Try out at least two frameworks
// Articulate some insights with design energy
IDEATE

// Brainstorm at least 25 ideas
// Make it visual!
// Vote for the most promising ideas (3 voting dots/person)