A Few Ground Rules

// Suspend disbelief
// Both divergent and convergent thinking
// Strong opinions loosely held
// Creative confidence

“Everybody is the creative type.”
http://www.whatisdesignthinking.org/
Where did Design Thinking come from?
DEDICATED CROSS-FUNCTIONAL TEAMS.
START HERE!

PEOPLE DESIRABILITY

BUSINESS VIABILITY

TECHNOLOGY FEASIBILITY

INNOVATION
The design thinking process is a cyclical approach that includes the following stages:

1. **Empathize**: Understand the needs and challenges of the users.
2. **Define**: Clearly articulate the problem or opportunity.
3. **Ideate**: Generate creative solutions.
4. **Prototype**: Create a model or prototype of the solution.
5. **Test**: Evaluate the solution with users.
6. **Implement**: Put the solution into action.

Each stage is crucial for iterative improvement and innovation.
Gain an empathic understanding of your stakeholders and their world

“Technology moves fast, human needs change slowly.”
<table>
<thead>
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<th>Amount Enclosed</th>
</tr>
</thead>
<tbody>
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<td>30-00</td>
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Use design research methods taken from anthropology, psychology, architecture and other design fields.
Why should I care about colon cancer screening?

Watch this quick video intro to the website and find out.

Colon Cancer Screening Choices

<table>
<thead>
<tr>
<th>That Work</th>
<th>That Don't Work</th>
<th>That Are Being Studied</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Home Stool Test</td>
<td>- Waiting for Symptoms</td>
<td>? Virtual Colonoscopy</td>
</tr>
<tr>
<td>+ Flexible Sigmoidoscopy</td>
<td></td>
<td></td>
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<tr>
<td>+ Colonoscopy</td>
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</tbody>
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U.S. Department of Health and Human Services
Patient home visits and decision tracking logs
Observing clinical encounters, both individual and group visits
“Whine and Dine” Affinity Groups
Interviewed comedy writer about how to talk about uncomfortable topics
Colonoscopy Every 10 Years

Screening and Treatment
Screening finds and removes pre-cancerous growths (polyps) before they become cancer.

Sedation
You'll need time to recover and someone to drive you home.

Complete Bowel Prep
Plan to be close to a toilet the night before the procedure.

Risks
There's a small but real risk from the procedure and medication.

Cost
Colonoscopy is the most expensive screening choice on a one-time basis.

Hear the stories

Sandra tells the truth about colonoscopy prep and why she got screened.

Include extreme users in your sample
Analogous Inspiration
How to ask for what you want:

Find the Best Bangs for Your Face Shape

Taraji P. Henson: Small Forehead

WHY THEY WORK This sloping, asymmetrical fringe makes a short forehead seem slimmer and more proportioned, says Lavoie.

WHAT TO ASK FOR To elongate a small brow, ask your stylist to cut your bangs on a deep, side-swept angle that blends into cheekbone-skimming layers. “These bangs also require a deep side part, which is flattering for many face shapes,” he adds.

GIVE WAYS TO HELP PEOPLE TRANSLATE INTO CONVERSATION
Synthesize your findings by looking for unmet needs, patterns, and tensions
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
“The best way to have a great idea is to have a lot of deas.”
Linus Pauling
// Build to think
// Learn while ideas as “cheap”
// Minimal viable prototype (MVP)
// More iterations with fewer users is better than fewer iterations with more users
FOR A GOOD COLON SCREENING TYPE
WWW.GUTCHECK.IDEO.COM
“The main tenet of design thinking is empathy for the people you're trying to design for. Leadership is exactly the same thing - building empathy for the people that you're entrusted to help.”

David M Kelley

www.interaction-design.org