Design Thinking

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What’s the goal?

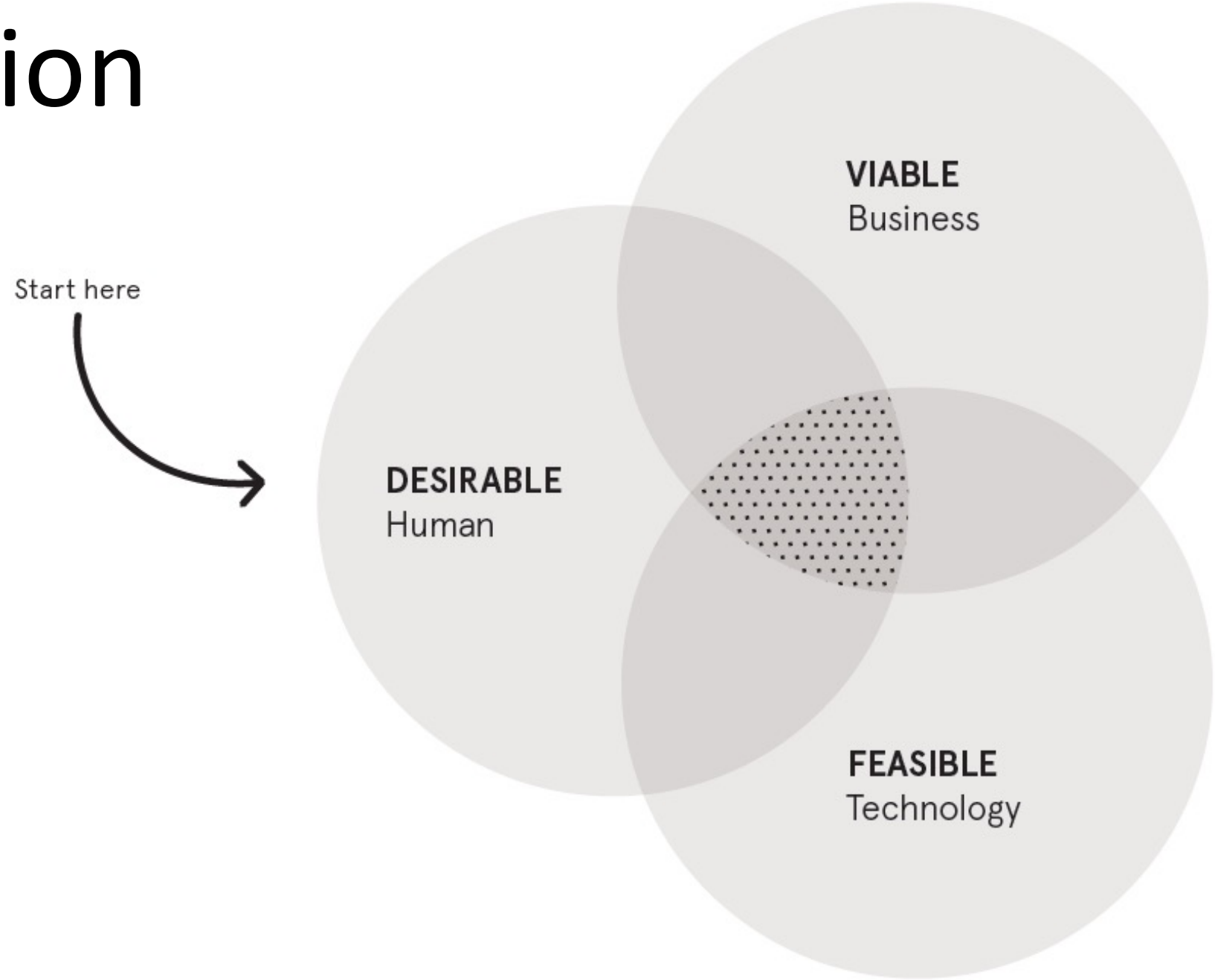
- Practice first steps of “design thinking” approach
- Get interested in next steps of design thinking
- Find ways to use design thinking in your context

Systems Thinking + Design Thinking

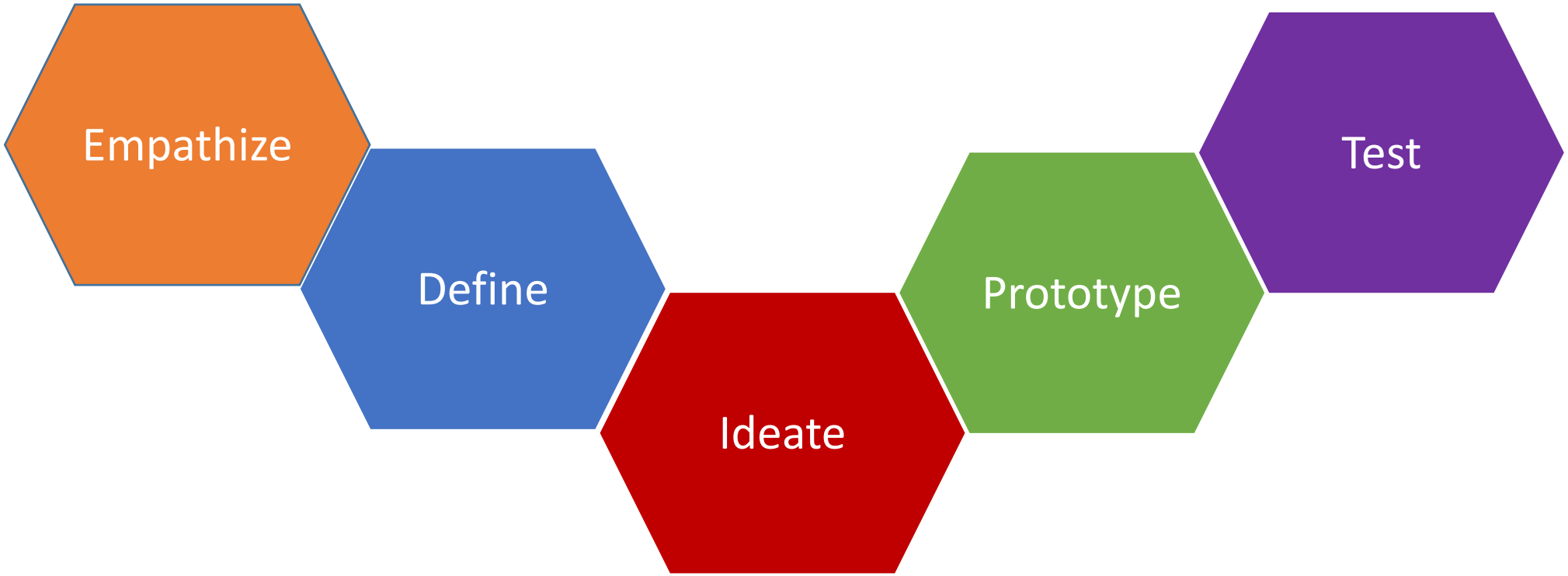
- Name big outcomes we care about (e.g. “Turn The Curve”)
- Understand the whole complex system, stakeholders, different perspectives, connections, loops
- Identify “leverage points”
- Appreciate complexity

- Empathize with specific people
- Study their specific context and their aspirations
- Brainstorm innovations
- Test those innovations (prototype, test)

Innovation


Start here
VIABLE
Business
DESIRABLE
Human
FEASIBLE
Technology

Design Thinking Process



Do Customer Discovery

- Observations
- Open-ended questions
- Looking for what customers don’t know they need

[Not a focus group… not a survey]

- Generate hypotheses through customer profiles… then test them
- Discover needs through empathy/observational oriented interviews or tools
- Role playing, scripts and roles, act out the process

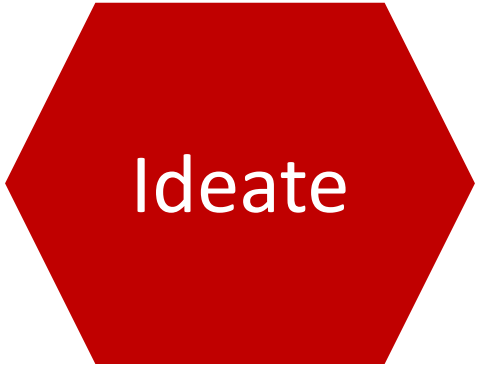
Do Customer Analysis

- Name your customers' "Jobs To Be Done"
- Identify key pain points
- Identify opportunities they are chasing
- Identify their hopes and aspirations

- Focus your learning
- Converge on key concepts
- Validate with customers (e.g. People with Lived Experience)

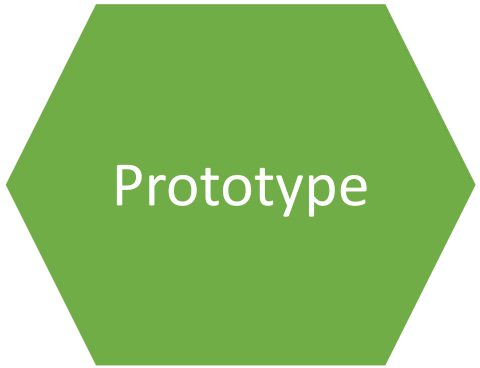
Brainstorm, Create Options

- Brainstorm features to address “pains and gains”
- Think big, broad, get all the options
- List ideas that could happen
- List ideas that could not ever happen



Prototype, sketch

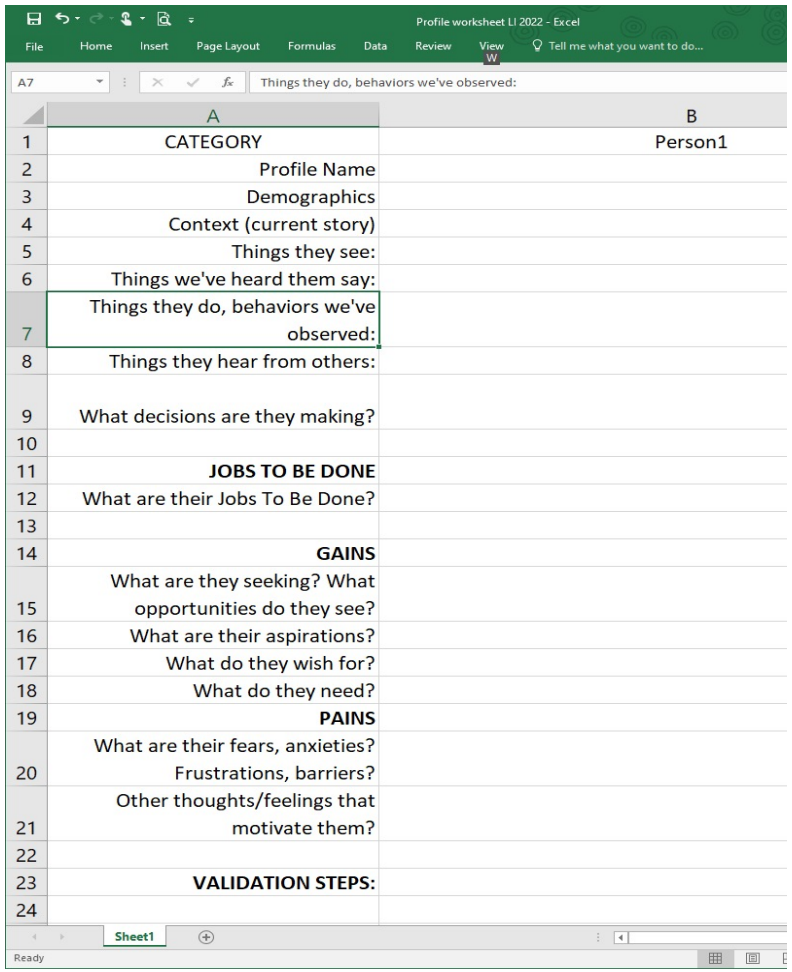
- Low-fidelity trials with input from end users
- Conversation starter around an idea
- Could be a future narrative (storyboard), cartoon, video, a product made out of clay!



Test, Pilot, Learn

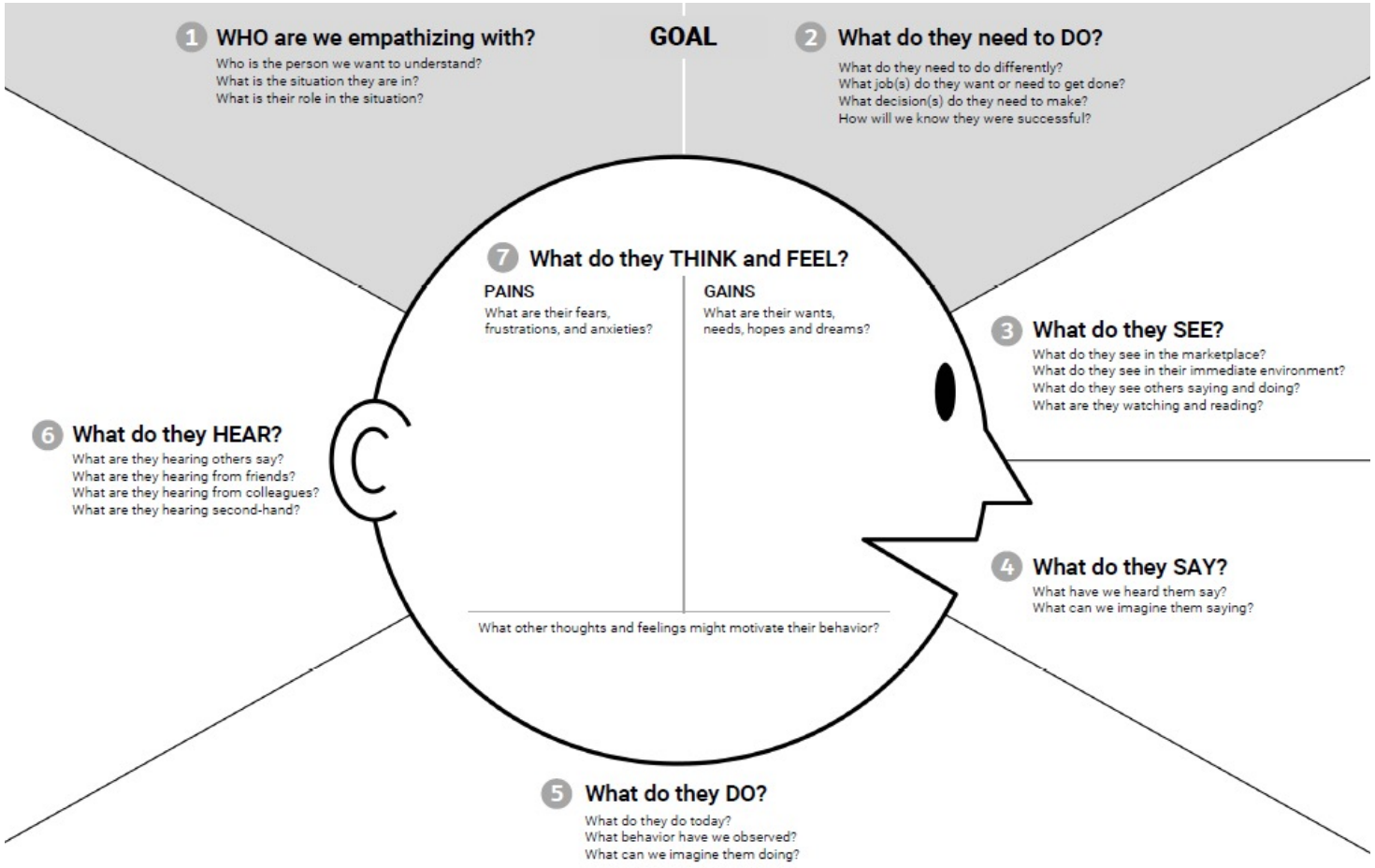
- Pilots
- PDSAs
- Keep iterating and getting feedback until your solution is narrowed, validated and ready to go live
- “Fail Forward Faster”

PROFILE



	A	B
1	CATEGORY	Person1
2	Profile Name	
3	Demographics	
4	Context (current story)	
5	Things they see:	
6	Things we've heard them say:	
7	Things they do, behaviors we've observed:	
8	Things they hear from others:	
9	What decisions are they making?	
10		
11	**JOBS TO BE DONE**	
12	What are their Jobs To Be Done?	
13		
14	**GAINS**	
15	What are they seeking? What opportunities do they see?	
16	What are their aspirations?	
17	What do they wish for?	
18	What do they need?	
19	**PAINS**	
20	What are their fears, anxieties? Frustrations, barriers?	
21	Other thoughts/feelings that motivate them?	
22		
23	**VALIDATION STEPS:**	
24		

Empathy Map



Breakout agenda

- SHARE profiles you did for pre-work
- ADD team input quickly
- BUILD a few more profiles together

State Staff

- Job:
- Gain, Dream:
- Pain:

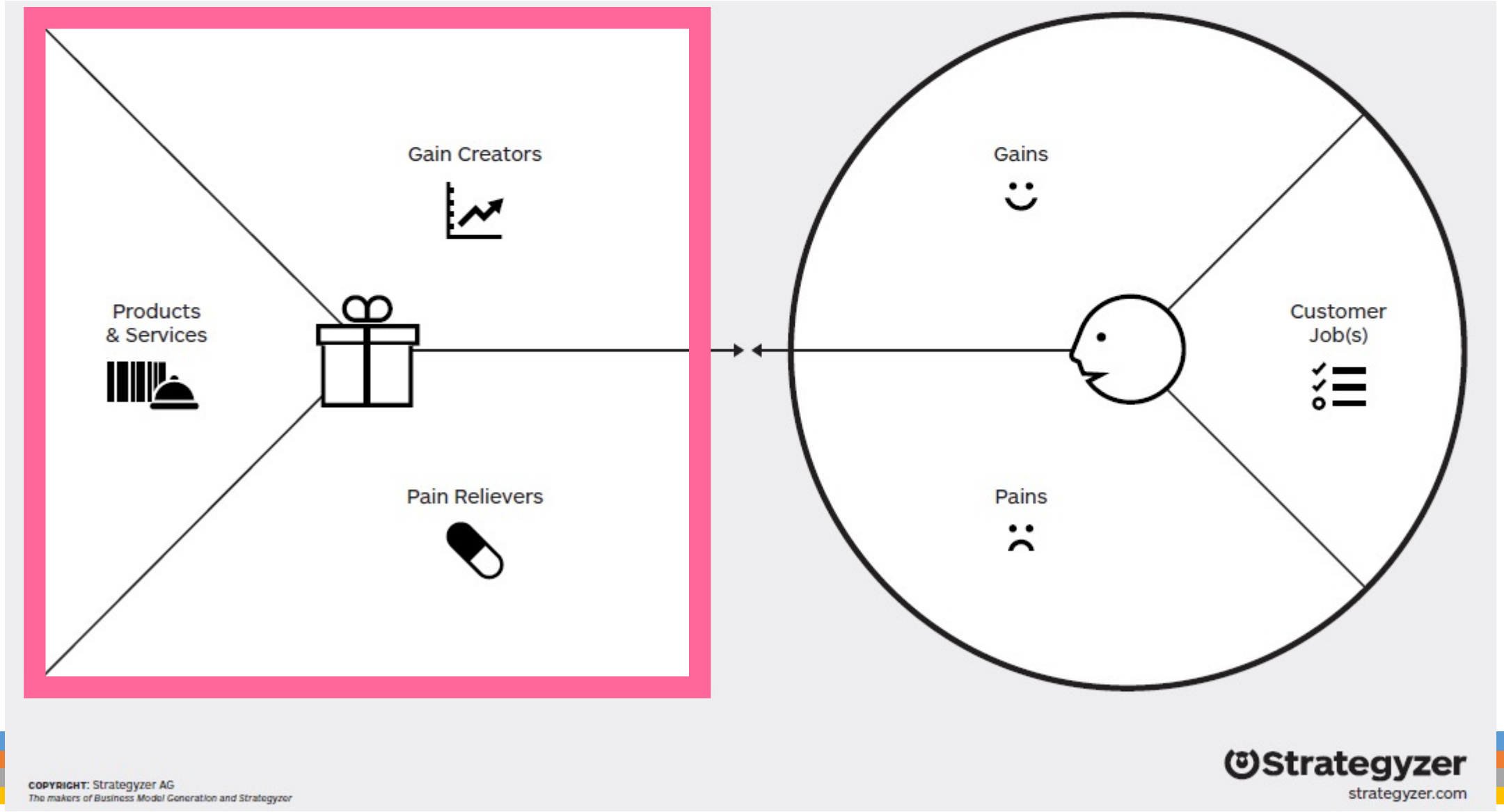
Local/CBO

- Job:
- Gain, Dream:
- Pain:

“Customer”

- Job:
- Gain, Dream:
- Pain:

“Value Proposition Canvas”



Breakout agenda

- LIST a few key “Jobs” and specific pains/gains
- BRAINSTORM options
- LINK options to specific pains/gains

Key Takeaways, Next Steps