
Design Thinking

for Everyone

PRESENTED BY

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**WHAT IS DESIGN
THINKING?**



It is NOT this...

**Design Thinking is
both a process,
and a mindset.**

Design Thinking Definition:

“The **design-thinking ideology** asserts that a hands-on, user-centric approach to problem solving can lead to innovation, and innovation can lead to differentiation and a competitive advantage. This hands-on, user-centric approach is defined by the **design-thinking process** and comprises 6 distinct phases...”

–“*Design Thinking 101,*” Sarah Gibbons - NN/g
<https://www.nngroup.com/articles/design-thinking/>

Design Thinking as a Process

1. **Empathize** – Conduct research to develop an understanding of your users.
2. **Define** – Combine all of your research and observe where your users' problems exist.
3. **Ideate** – Generate a range of crazy, creative ideas.
4. **Prototype** – Build real, tactile representations for a range of your ideas.
5. **Test** – Return to your users for feedback.
6. **Implement** – Put the vision into effect.*



Design Thinking as a Mindset

- **Have empathy for the user** – but really for everyone
- **Have a beginners mind** – don't make assumptions, and keep asking, "Why?"
- **Don't pass judgement on your ideas or the ideas of others...** value quantity over quality.
- **Be open to failure** – take small and frequent chances
- **Listen to and share with others** – collaborate and communicate with your colleagues, and your users.



Here's another definition:

“Design thinking packages a designer’s way of working for a non-designer audience by codifying their processes into a prescriptive, step-by-step approach to creative problem solving – claiming that it can be applied by anyone to any problem.”

*–“Design Thinking is Bullsh*t,” Natasha Jen - Pentagram*

<https://99u.adobe.com/videos/55967/natasha-jen-design-thinking-is-bullshit>

IDEO and the d.School

About Stanford Students Programs News and Events Resources Field Notes

Welcome

EXPLORE THE STANFORD D.SCHOOL

We believe everyone has the capacity to be creative. The Stanford d.school is a place where people use design to develop their own creative potential.

IDEO

Work Blog Tools

IDEO is a global design company. We create positive impact through design.

WANT TO TALK?
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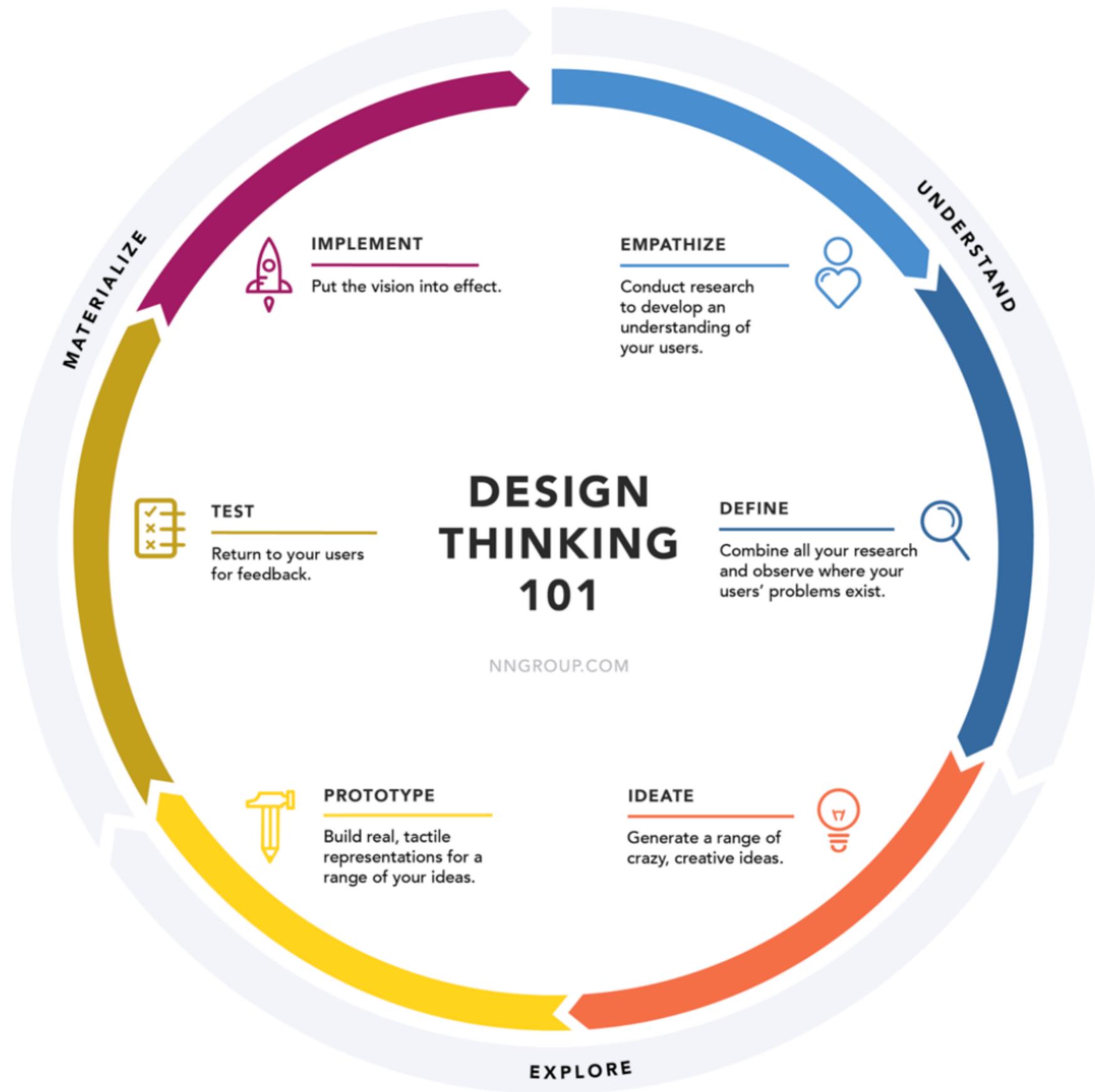
CASE STUDY GOOGLE ATAP, LEVI'S
Designing the Levi's

CASE STUDY SWELL
Designing a Fintech

BLOG ALLISON PRESS
5 Brainstorming

Rules of Design Thinking

1. Quantity over quality
2. Defer judgement
3. Embrace wild ideas
4. Fail fast, fail cheap, fail often
5. Show, don't tell
6. Build on the ideas of others



UNDERSTAND

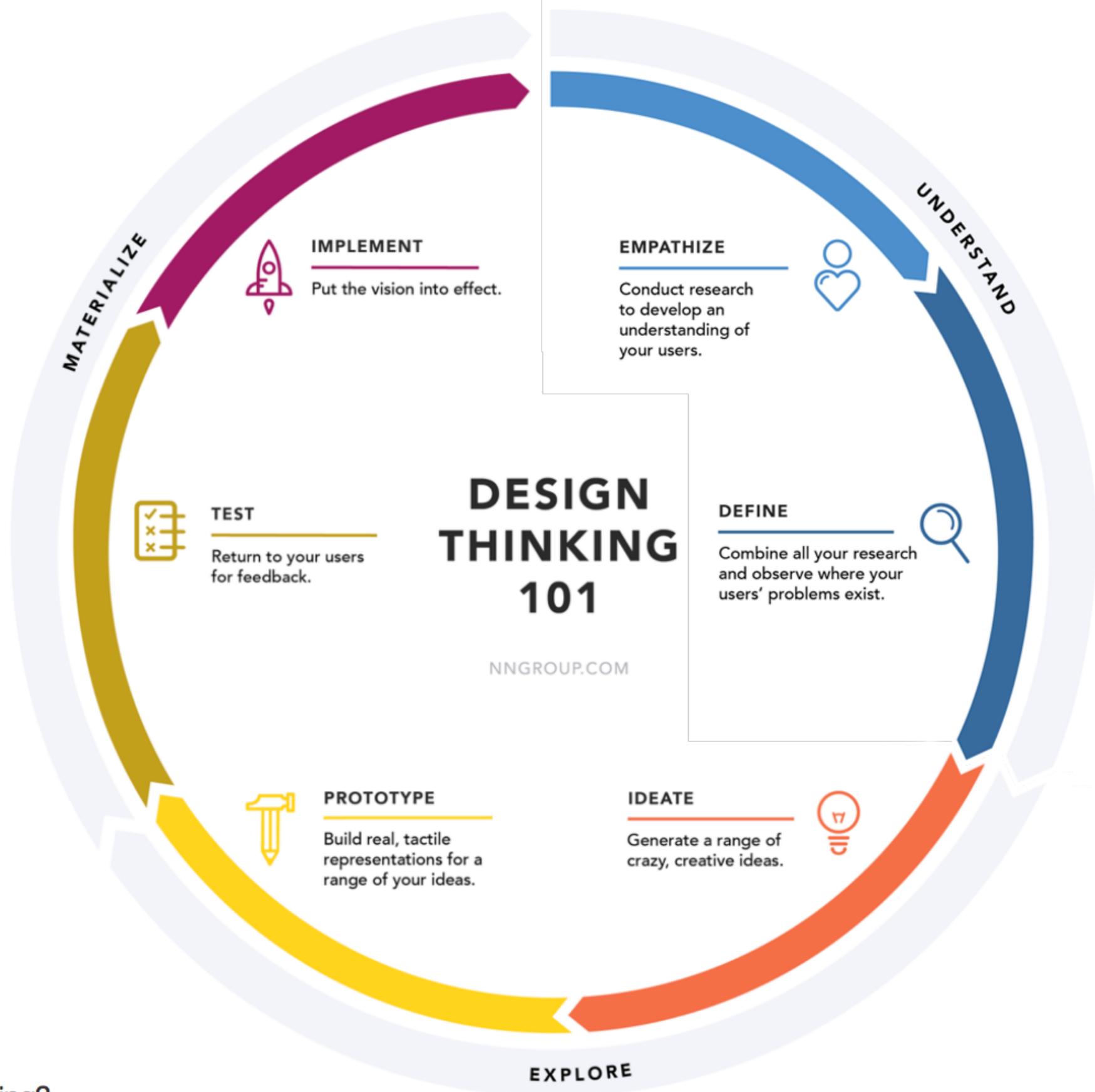
Empathize and Define

EXPLORE

Ideate and Prototype

MATERIALIZE

Test and Implement



UNDERSTAND

Empathize and Define

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User Research

- As part of the Empathize step, you should do user research to get to know your user.
- **Research methods include:**
 - interviews
 - focus groups
 - surveys
 - web and social media analytics
- Utilize institutional data when possible

You ≠ User

(You are not the user)

User Personas

- **Persona:** A single representation of a cluster of target users who represent similar behaviors, goals, and motivations.
- Defining and using personas in your daily processes helps keep you focused on the needs of the user, and helps to keep everyone on the same page.
- **User personas are not a substitute for user data**

OLIVIA: The Millennial Generation Prospective Student “What school should I choose?”

OLIVIA'S STORY

Olivia has been employed in a finance role at a products and services company for two years after graduating with a degree in business. Although she's satisfied with her current position, she's been thinking about her future, which includes an advanced degree and possible career switch. This seems to be a good time for her to return to school as she doesn't have any personal commitments, but she is concerned about incurring debt.

HER IDEAL EXPERIENCE

- To attend a full-time program with a classroom experience
- A program with quality faculty, accreditation, and good job placement status
- A competitive environment, large class size, team emphasis, authoritarian professors, formal environment, and close-knit community
- Participate in internships and school clubs

GOALS

- To explore other careers and/or determine if she should advance in her current career
- Wants to get a new job in consulting, product management, or operations/logistics
- Increase job opportunities and salary potential
- Develop general business knowledge, skills, and abilities

RESERVATIONS

- Financial concerns
- Scores on admissions tests
- Strength of undergrad grades



“This is the right time for me to go back to school, but I want to make sure I pick the right program and right school for me.”

PROFILE

- **Undergraduate Degree:** Business
- **Current Industry:** Products and Services
- **Job Function:** Finance/Accounting
- **Age/Family:** 25 and single
- **Region:** Western Europe
- **Program Interests:** FT MBA, Master of Accounting
- **Financing Options:** Parental support, loans, grants/fellowships/scholarships

TECHNICAL ABILITIES/INFORMATION SOURCES

- Very competent, but not at the leading edge
- Good connectivity at home, work, and mobile
- Loves her devices, especially her phone
- School websites, friends/family, mba.com

ATTRIBUTES

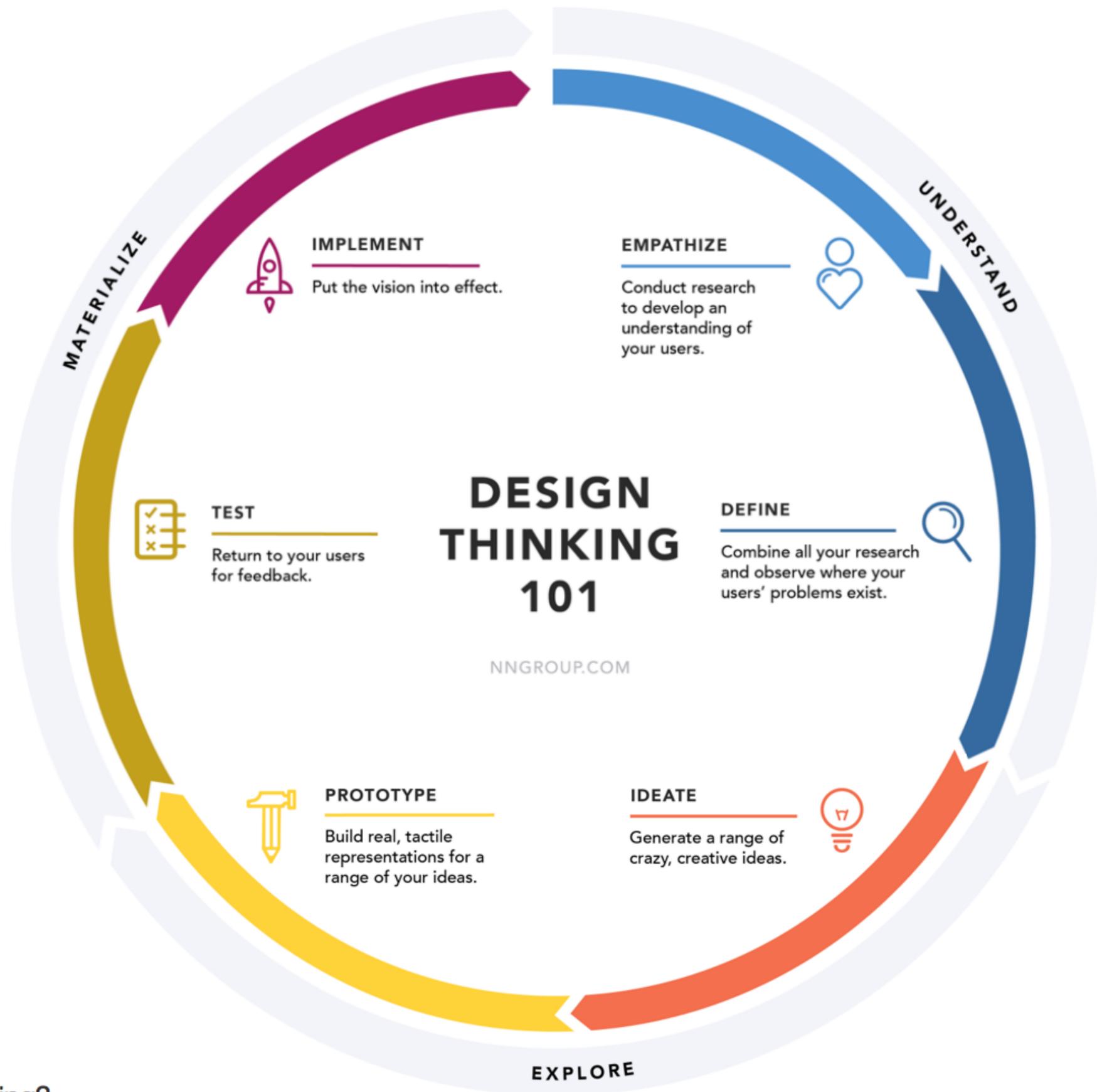
- Heavy social media user that uses it to stay in touch with family/friends and for entertainment. Not likely to rely on social media for deciding about a school/program
- Capable searcher but often shortcuts by asking friends first
- Financial security, career/work, friends/acquaintances are important to her

DECISION MAKING TIMELINE



Connecting talent and aspiration with opportunity.

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EXPLORE

Ideate and Prototype

hinking?

Ideate - Generate ideas as a group

- Focus on quantity over quality - generate as many ideas as possible.
- Don't pass judgement on anyone's ideas, including your own.
- Think about big ideas, not features
- Fill in the sentence, "It's kinda like..."

Feature

A form where I can request an instant degree audit.

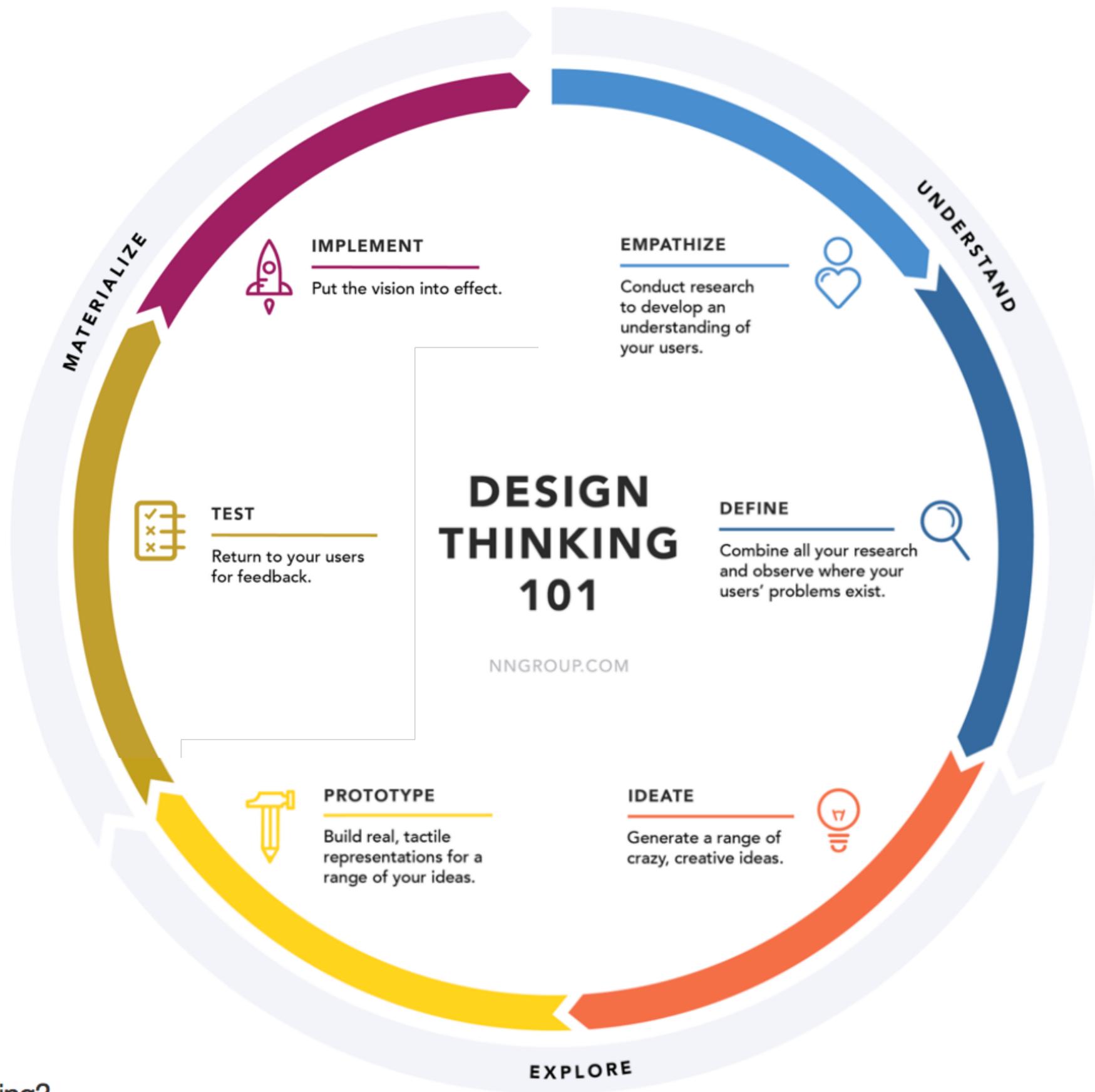
Big Idea

A virtual assistant who knows what classes to sign me up for.

Prototype

- **Low-fidelity prototypes** – like wireframes – are a great way to test ideas in a quick, cheap, and iterative way.
- **Paper prototyping** is a method of essentially testing the interactivity and information flow of a wireframe, but with paper.
- Define a **Minimum Viable Product (MVP)** for a prototype. Doing this allows you to get into production faster, and continue iterating based on user feedback.





MATERIALIZE

Test and Implement

Test - Conduct User Testing

- What people do and what they say they do are entirely different things. Observation is key.
- **User testing methods include:**
 - Card sorting
 - Remote testing
 - Usability studies (low or high-fidelity)
 - Eye-tracking studies



A test subject and the facilitator during a usability study.

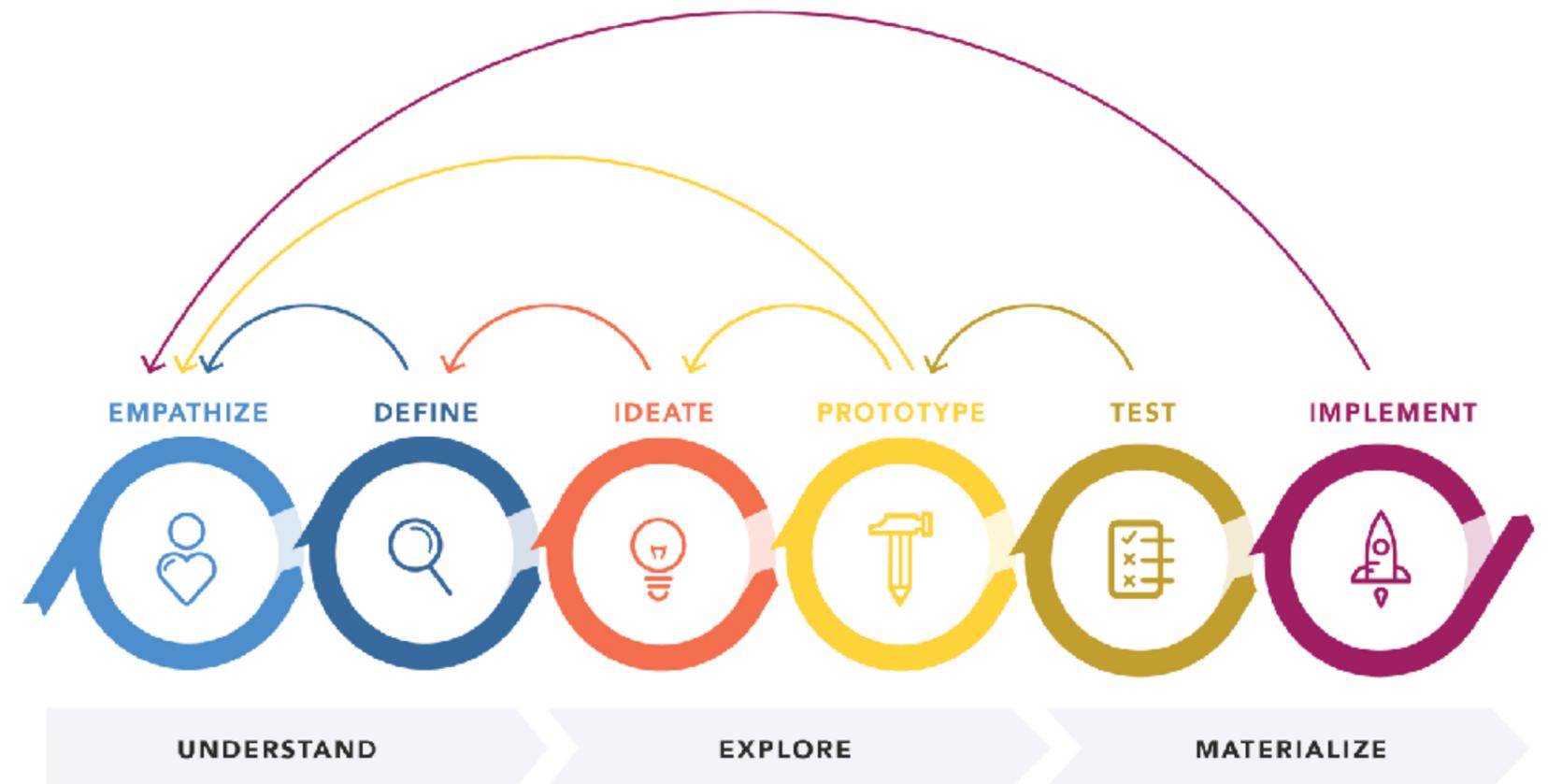
**Testing with 5 people uncovers
85% of the issues.**

Adapted from: Nielsen, J. and Landauer, T.K. (1993) A mathematical model of the finding of usability problems. !
Proc. ACM InterCHI '93 Conf. (Amsterdam, The Netherlands, 24-29 April)!

"Why You Only Need to Test With 5 Users" NN/g, Mar. 2000 www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/

Implement - Integrate User Feedback

- Iterate the MVP or prototype to integrate the user feedback.
- IDEO and the d.School don't include this step in their design thinking process.
- NN/g added this step to indicate that the process continues, and the feedback is integrated.



If the process of design thinking were a to-do list, here's what it might look like:

1. Conduct user research to empathize with and better understand the user.
2. Redefine or reframe the problem in terms of the user's needs
3. Generate as many crazy ideas as possible
4. Share your ideas as a group - cluster them, label those clusters, and vote on what you think has 1) the highest impact on the user, and 2) is the most feasible
5. Prioritize by impact and feasibility, and begin to prototype those ideas in the upper quadrant of the matrix.
6. Test the prototype with other people. Iterate the prototype based on the feedback after about 5 user test.
7. Implement your idea in the real world. Continue testing and iterating if needed.

Who or what is design thinking for?

What it's probably not for:

- print design
- marketing
- advertising
- fine art

What it most likely is for:

- interaction design
- web design
- business problems
- specific user journeys
- product design

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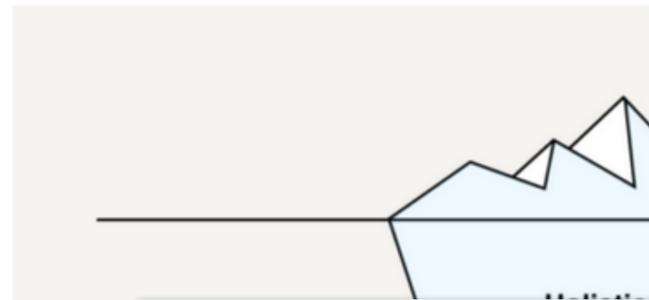
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(My) Rule of Thumb:

If a user has to interact with a product or service and expects that product or service to be useful in any way, design thinking is applicable.

How using Design Thinking will fix Design Thinking

by BERT BRAUTIGAM — Apr 27, 2017 in CONTRIBUTORS



May 29, 2018



What Higher Ed Can Learn From Design Thinking

THE CHRONICLE REVIEW

Design Thinking Is a Boondoggle

Its adherents think it will save higher ed. They're delusional.

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Dad, husband, CEO of @freshtilledsoil & Partner @ Heroic. I write books on design & product.
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"Design Thinking is BS", is BS

Do We Need to Rethink the Meaning of Design Thinking?

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How Design Thinking is Transforming Businesses Through Technology

UNSORTED

THE BLOG OF ALL THE GOOD STUFF

August 21, 2017

Natasha Jen's "Design Thinking is Bullshit" Argument

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Design thinking helps non-designers understand a design process that can be applied to any number of business problems.

Design thinking is *not* prescriptive - it's assistive. Take it with a grain of salt, and use it to fit your situation.

Questions?