



Design Thinking:

The art of being customer focused

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Jane drove a distance of **340 miles** between City A and City B taking a total of **5 hours**. If part of the distance was covered at **60 mph** and the balance at **80 mph**, how many hours did she travel at **60 mph**?



Which creature walks
in the morning on **4 feet**,
in the afternoon on **2** and
in the evening upon **three**?

What is Design Thinking?

A way of solving
complex problems.

Creating innovative
solutions.

Human centered.

Exploratory.

Using tools and
techniques of
designers.

Business Thinking

Logical
Deductive/Inductive
Proof to proceed
Require precedents
A right and a wrong
Quick to decide
Dislike ambiguity
Want results

Design Thinking

Intuitive
Abductive reasoning
Asks what if?
Unconstrained by the past
A better way
Holds possibilities open
Relishes ambiguity
Want meaning

What Design Thinking Does.

Identifies new opportunities.

Connects with you with your customers.

Turns insights into actionable ideas.

Quickly creates new business solutions.

Tenets of Design Thinking.

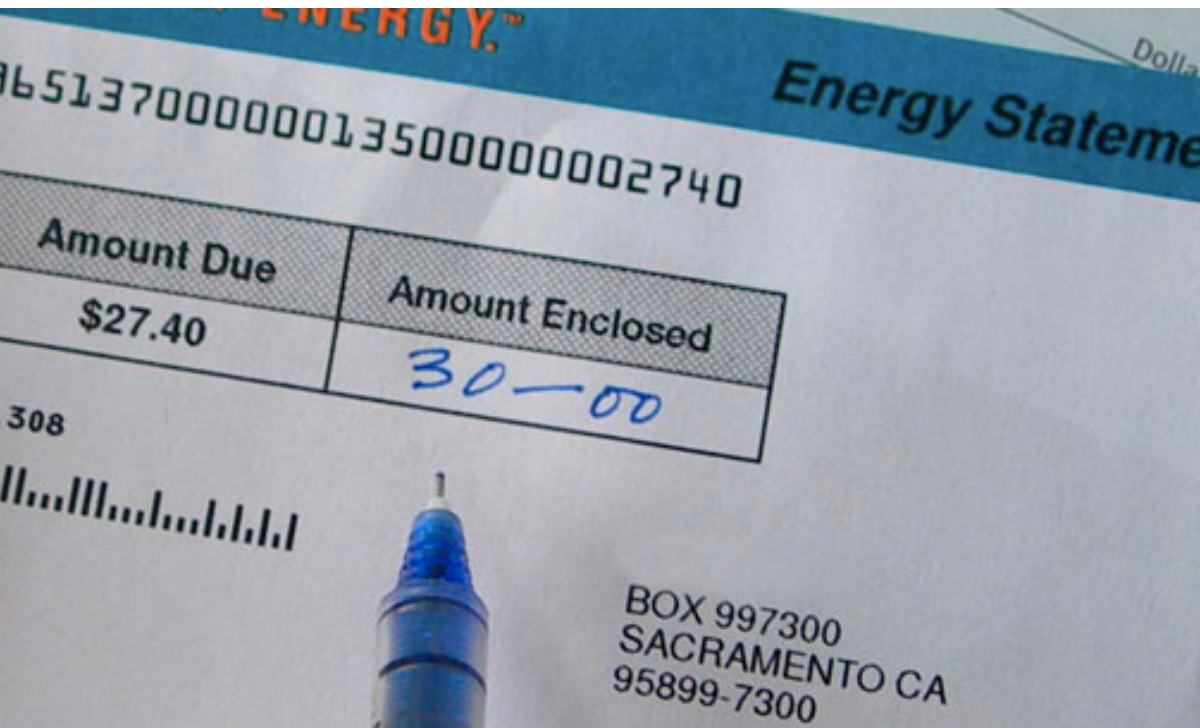
Bias towards action.

Human centered.

Highly collaborative.

Iterative and
experimental.

Focused on learning.



The Design Thinking Process.

Inspire

Define the challenge.
Observe people.
Form insights.

Ideate

Frame opportunities.
Brainstorm ideas.

Iterate

Experiment.
Prototype.
Re-envision.

What the Design Thinking Process is Not.

Linear.

Orderly.

Milestone based.

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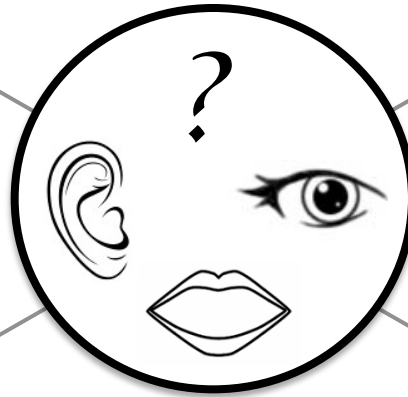
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What does she
Think and Feel?
What really counts
Major preoccupations
Worries and Aspirations



What does she
Hear?
What friends say
What boss say
What influencers say

What does she
See?
Environment
Friends
What the market offers

What does she
Say and Do?
Attitude in public
Appearance
Behaviors towards others

Pain
Fears
Frustrations
Obstacles

Gain
Wants & needs
Measure of success
Desire to achieve

Customer

Example: The Children's Museum of Denver

Think and Feel

STRESSED

How do I
interact?

That kids have fun

That I will lose my child

That my kids will have a nasty
burn

Kids learn something

Kid will have a conflict
with another child

Will my kid get sick?

Want time away from kids

Loss of identity

Hear

Great during poor weather

Crowded Chaotic
Fun place NO WIFI

Adults cost as much as kids

Get there early or late

Weekends are hectic

Not worth the price



"grown ups"

Say and Do

Fun place, but a lot to deal with

Buy a membership

Little kids get trampled

For little kids, not older ones

Too many school groups

See

Exhibits

Messy

Programs

Lots of

Small spaces

kids

Multi-colored building

Pain

Losing children

Places to sit?

Crowded I will be exhausted

Will food be good?

Is there good coffee?

Gain

Will learn about my children

Children will learn

A fun shared experience

Instructions

Scenario:

Your team is responsible for designing an environment for classical music that invites everyone in the community into a relationship with classical music

Working in teams of 3-4.....

complete empathy maps for
loyal concert goers,
occasional concert goers,
and the young generation.



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Scenario:

Your team is responsible for designing an environment for classical music that invites everyone in the community into a relationship with classical music.

Based on the Empathy Maps.....

Frame some opportunities to bring the community into relationship with classic music.

Brainstorm a list ideas for an environment that address these opportunities.

Example: The Children's Museum of D

and Feel

That kids have fun
That I will lose my child
That my kids will have a mad



"grown ups"

Say and Do

Fun place, but a lot to deal with
Buy a membership
Little kids get trampled
Little kids, not older ones
Many school groups

Gain

Will be

Kids learn something
Kid will have a conflict
with another child
Will my kid get sick?
Want time away from kids

See

Exhibits
Programs
Small spaces
Multicolored building
Messy
Lots of
kids

Loss of identity

Opportunity

Provide parents with a
worry-free time away
from the kids.

Brainstorm Ideas

Kids only classes
Rent a nanny
Parents only evening at
the museum

..
...
...
...

(IDEO's) Rules of Brainstorming

Defer judgment.

Encourage wild ideas.

Build on other's ideas.

Stay focused on the topic.

One conversation at a time.

Be visual.

Go for quantity.

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The Road to Wisdom

The road to wisdom? - Well, it's plain
and simple to express:

err

and err

and err again

but less

and less

and less.

Piet Hein

Prototyping

Learn from direct experience.

Simulate possible solutions.

Low cost.

Low risk.

Fast.

Build Alignment.



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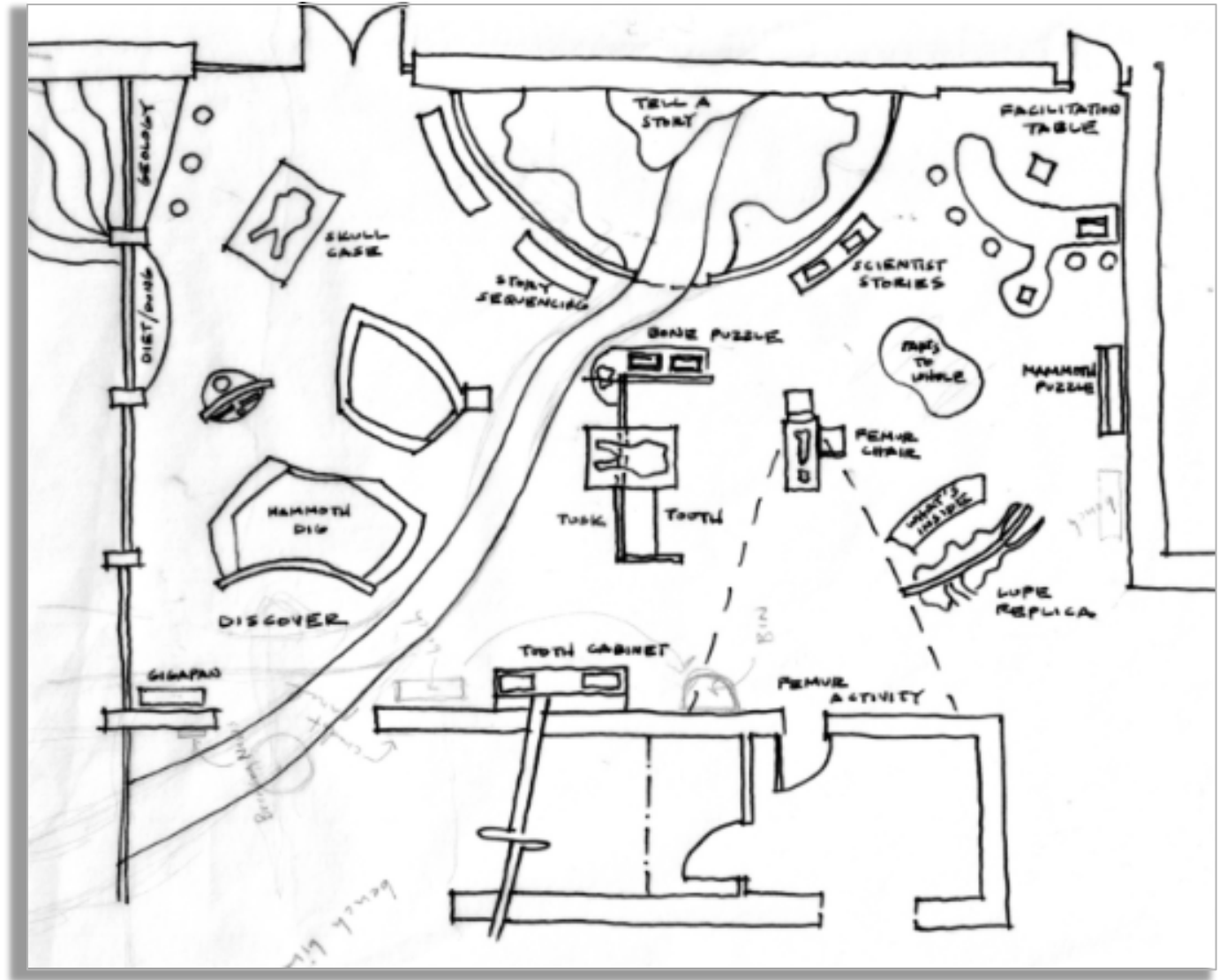
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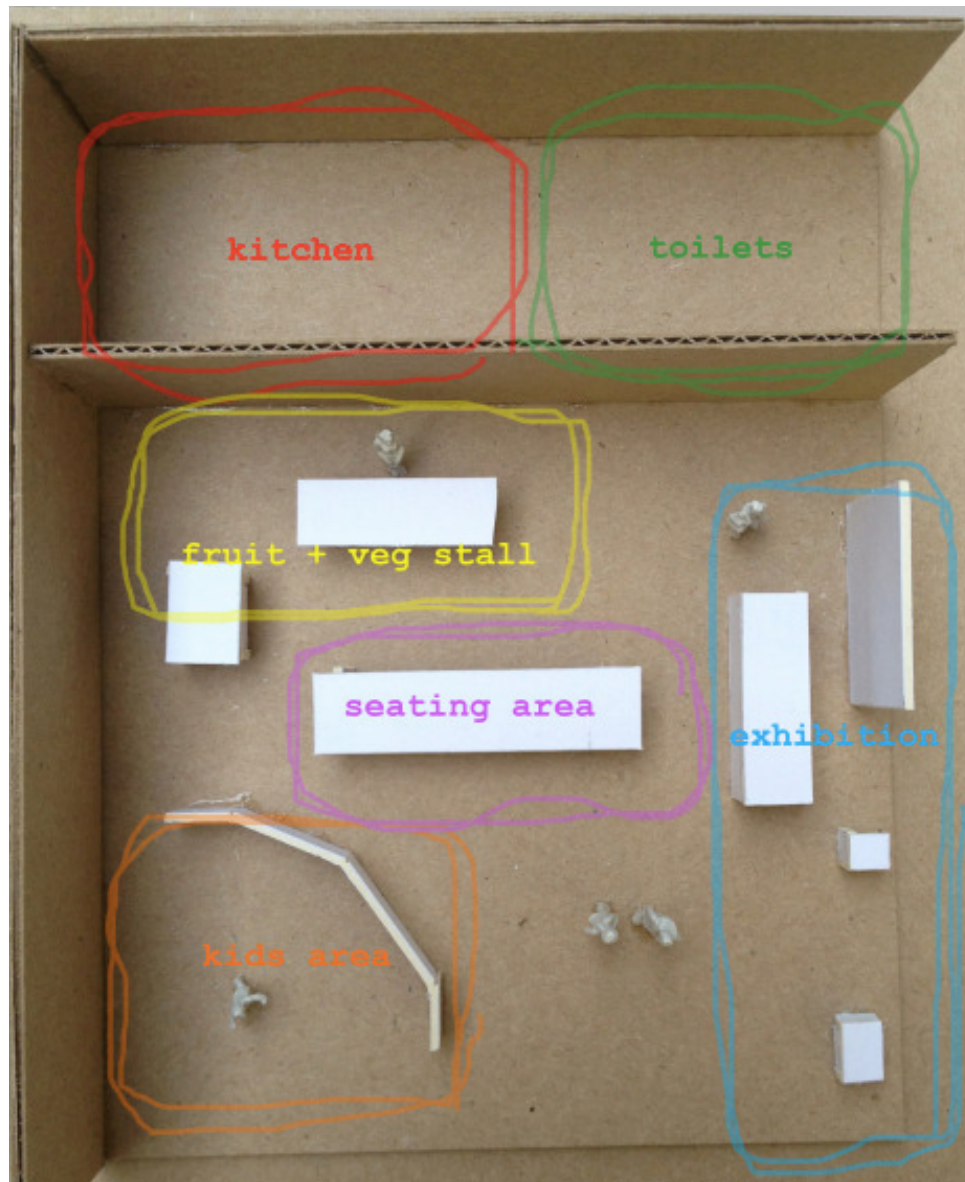
Using the materials provided (or anything else you can find).....

Create a prototype of the environment embodying the ideas you have brainstormed.

Layout



Diorama



Storyboard





How might you use **Design Thinking**?

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League
of American
Orchestras