DESIGN THINKING FOR ENTREPRENEURS

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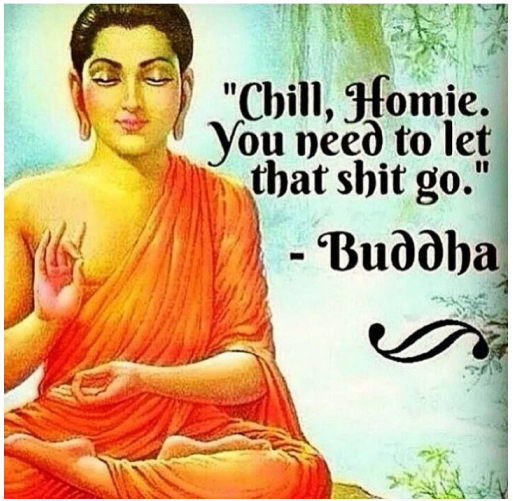
HELLO!

Jenn Hack
Below the Fold

Mark Logan
idealect

JENN

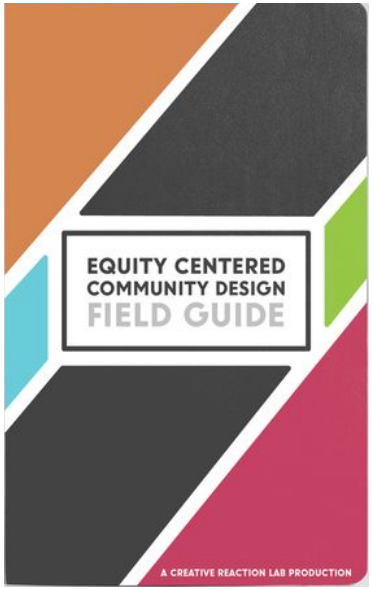
The Evening Herald
EXTRA!


"Chill, Homie.
You need to let
that shit go."
- Buddha

MARK

VEGEMITE
CONCENTRATED YEAST EXTRACT
KRAFT
455g NET
PRODUCT OF AUSTRALIA

VIRGIN 3G
4:20 PM
REFRESH
SETTINGS
HOT
Krispy Kreme
ORIGINAL GLAZED
NOW
Now we're cooking.
The Hot Light is on
at Shawnee Mission!
GET DIRECTIONS
Or search more locations
Krispy Kreme


EQUITY CENTERED
COMMUNITY DESIGN
FIELD GUIDE
A CREATIVE REACTION LAB PRODUCTION

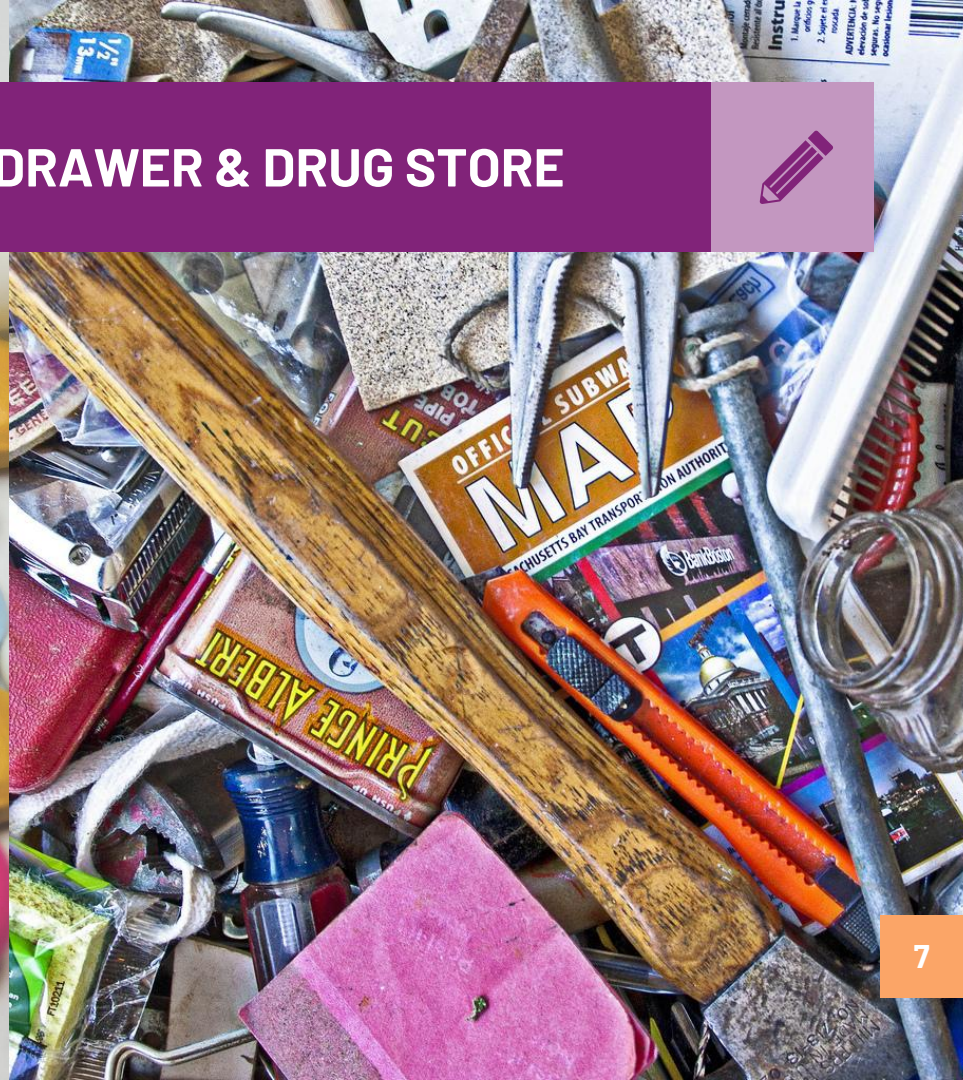
WHAT TO EXPECT TODAY

- Orientation to Design Thinking
- Drawing inspiration from customers with empathy
- Workshop a user problem
- Essential skills

GROUND RULES

- No accidents!
- Safe and inclusive space
- Respect privacy. Ask before sharing.
- Expect discomfort and surprises
- Turn off devices
- Have fun!

JUNK DRAWER & DRUG STORE



STARTUP FAILURE

46%

No Market Need

Source: CBinsights

OUTPERFORMING THE MARKET

211%

Design-Centered Businesses vs. the S&P 500

Source: CBinsights

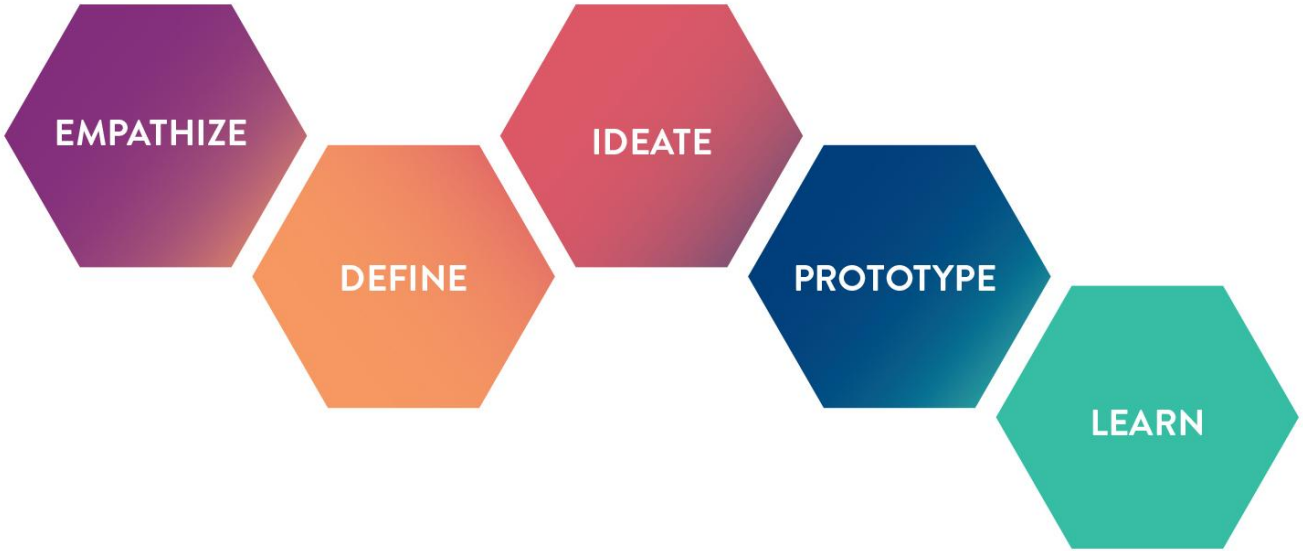
DESIGN THINKING

“Design Thinking is a human-centered model that encourages creativity and innovation to create a product or service that solves a complex problem for your target customer or user.”

— David Kelley, IDEO

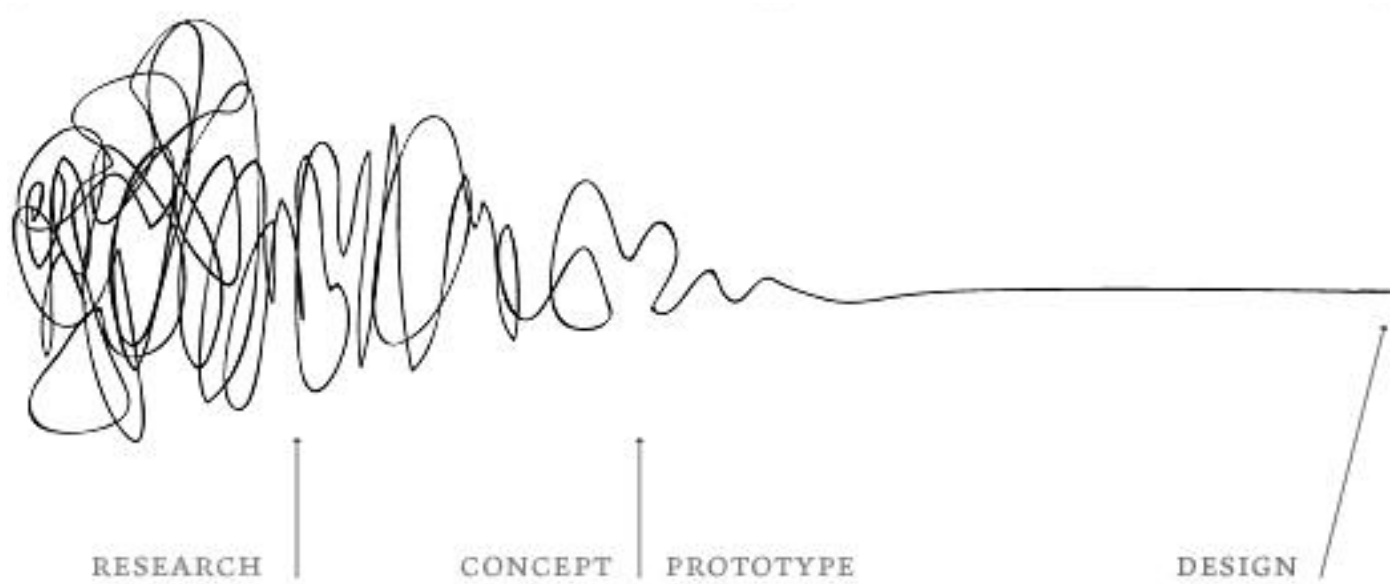
DESIGN THINKING FOR ENTREPRENEURS

DESIGN THINKING MODEL



Source: Stanford D School

REALITY IS FUZZY



EMPATHY

Develop a deep understanding of the problem and people

Photo by @christina_gottardi on Unsplash

GOLDEN RULE

Image © Bofy 2018 worldofbofy.com

PLATINUM RULE

Do unto others as ~~you~~ **they** would have done to ~~you~~ **themselves**.

EMPATHY INTERVIEWS

INTERVIEW TIPS

Ask “Why?”

Seek stories

Nonverbal cues

Get specific

Probe inconsistencies

Allow silence

Record the conversation

Photo by rawpixel on Unsplash

ASSIGNMENT

Design a service or an experience for your partner that will exponentially improve their work life.

A INTERVIEWS B

Ask about their work.

Ask about a current work frustration.

How does it make them feel?

When did they last achieve something meaningful?

How did that feel?

4 Minutes

Photo by rawpixel on Unsplash

B INTERVIEWS A

Ask about their work.

Ask about a current work frustration.

How does it make them feel?

When did they last achieve something meaningful?

How did that feel?

4 Minutes

Photo by rawpixel on Unsplash

DIG DEEPER

But what is it really about?

A INTERVIEWS B

Probe on feelings.

Explore inconsistencies.

Ask Why?

Use silence.

4 Minutes

Photo by rawpixel on Unsplash

B INTERVIEWS A

Probe on feelings.

Explore inconsistencies.

Ask Why?

Use silence.

4 Minutes

Photo by rawpixel on Unsplash

REFLECTION

DEFINITION

Choose and articulate the problem you want to solve

Photo by Jessica Ruscello on Unsplash

CHALLENGE STATEMENT

- Human-centered & empathetic
- Inspirational
- Doesn’t define the outcome
- Narrow enough to be manageable

WE MET

Describe your user empathetically

WHO NEEDS

Meaningful change

BECAUSE

Non-obvious feelings and insights

WE MET

Budget conscious, adventurous travelers.

WHO NEED

More information before they book with Airbnb

BECAUSE

Explorers like to envision their next trip.

CHALLENGE STATEMENT

Share and discuss (2 mins)

1. Does it resonate?
2. Do they agree with the challenge?
3. Would they pay to have this problem fixed?

Photo by Steve Johnson on Unsplash

CHALLENGE STATEMENT

Is it inspiring?
Is it human-centered and empathetic?
Is it narrow enough?
Does it allow for diverse ideas?

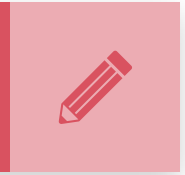
Make it better!

IDEATION

Generate ideas to solve the problem

Photo by Leon Contreras on Unsplash

GENERATING IDEAS



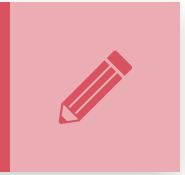
- Be Bold
- Let Go
- Quantity > Quality

IDEA WRITING

- Silently write ideas down
- One idea per note
- As many as possible
- Keep writing
- 4 Minutes

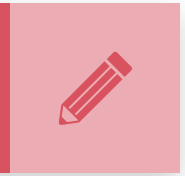
Stuck? Try “Flip It & Reverse It”

A SHARES WITH B



- Pick your top 4
- Get feedback
- Ask them to choose 2 best
- 2 minutes

B SHARES WITH A



- Pick your top 4
- Get feedback
- Ask them to choose 2 best
- 2 minutes

SYNTHESIS
Combine ideas and feedback into a storyboard.

Photo by Jess Waters on Unsplash

STORYBOARDING SLIDE

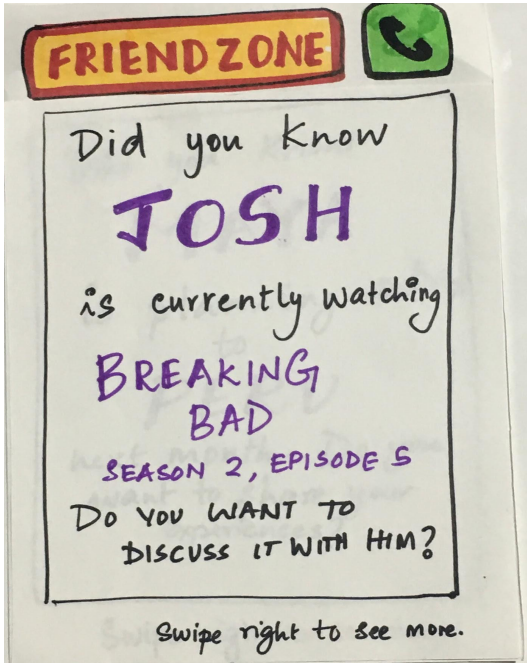
PROTOTYPING

Make a prototype to learn about your solution

Photo by Barn Images on Unsplash

WHY PROTOTYPE?

- To learn, not to validate
- To make ideas physical
- To encourage co-creation
- To spot bad ideas
- To fail fast
- To synthesize



WHAT AND HOW TO TEST

- What do you need to learn?
- Who do you need to learn from?
- What's the best way to learn it?
- What's the fastest/cheapest way?

PROTOTYPING OPTIONS

- Build physical prototypes
- Sketch storyboards or screens
- Write a script or roleplay
- Prototype on Paper or Keynote

MAKE IT REAL - FAST!

LEARNING

Share your solution to learn more from your user

Photo by Mimi Thian on Unsplash

USER TESTING

- No selling
- Talk as little as possible
- Hand it to them
- Ask how they would use it
- Answer questions with questions
- Learn about your person

A SHARES PROTOTYPE WITH B

- Share your prototype with your user
- Get their feedback
- Take notes

3 Minutes

B SHARES PROTOTYPE WITH A

- Share your prototype with your user
- Get their feedback
- Take notes

3 Minutes

PITCHING

Tell the story to take your idea to the next stage

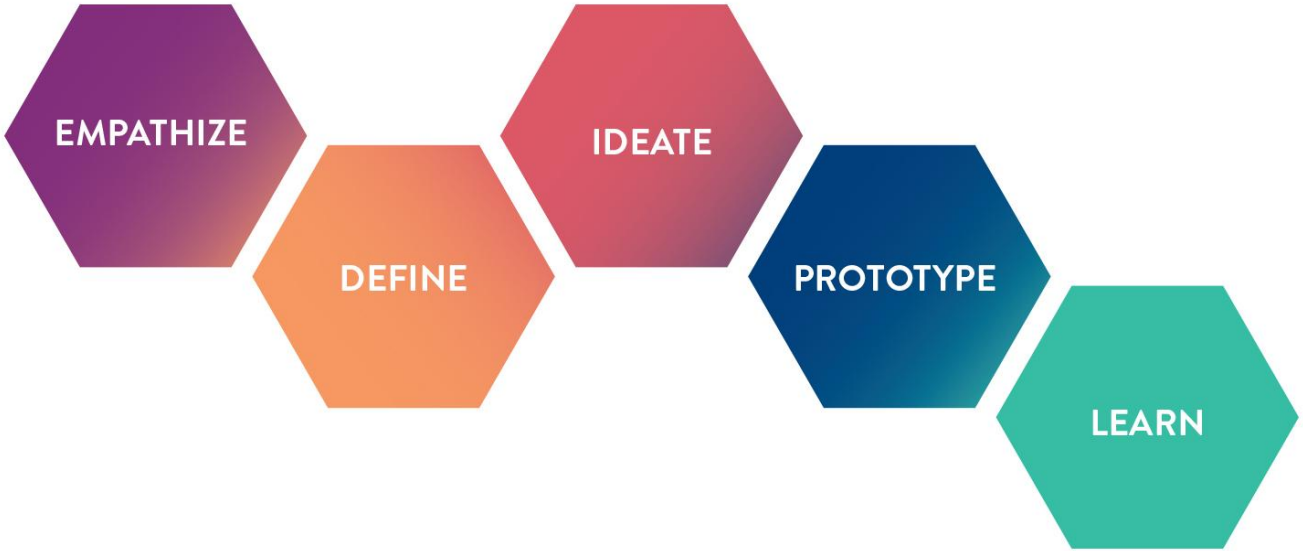
Photo by Drew Beamer on Unsplash

PITCHING - TELL YOUR STORY

1. Hook
2. Problem
3. Solution
4. Assets
5. Needs
6. Close

30 SECOND PITCHES

DISCUSSION



Source: Stanford D School

ETHNOGRAPHIC RESEARCH

PERSONA DEVELOPMENT

CUSTOM WORKSHOPS & TRAINING

CUSTOMER JOURNEY MAPS

DESIGN SPRINTS

COMMUNITY CO-CREATION

DESIGN THINKING RESOURCES

- ideo.com and ideo.org
- dschool.stanford.edu/resources
- designthinkingmovie.com
- Frog Design Collective Action Toolkit
- Google Design Sprint Kit

DESIGN THINKING IN PRACTICE

- Interview for empathy
- Frame challenges around deep needs
- Ideate together alone
- Make if physical fast
- Get feedback and iterate
- Time box everything!

Check Out

THANKS!

Any questions?

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