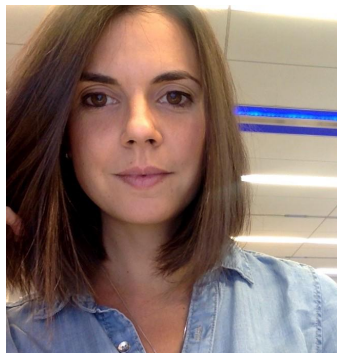


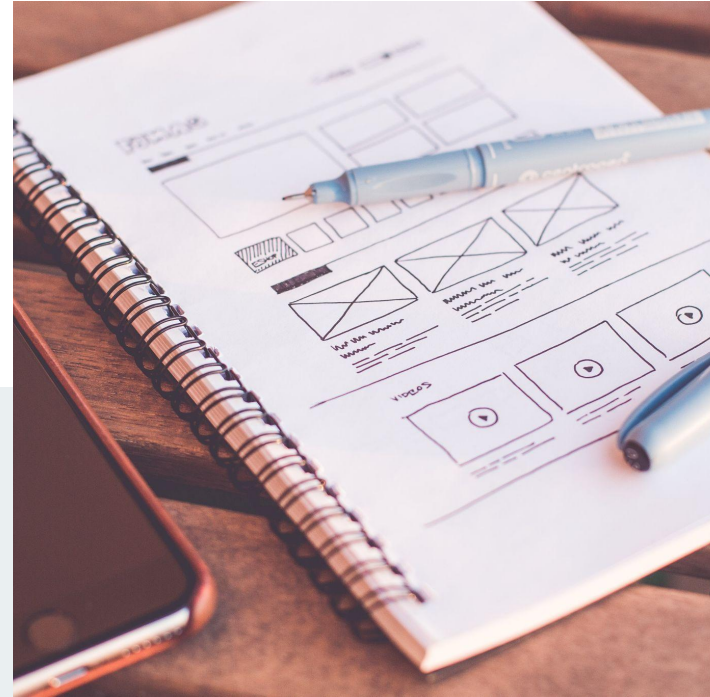
Design Thinking Workshop



Jillian Breitfeller
Design Program Manager

This session will start in a few minutes.

Design Thinking Workshop



Workshop Agenda

DAY 1: Thursday

9:30 AM	Welcome & Warm Up Exercise
10:00 AM	Intro to Design Thinking
10:30 AM	Workshop Theme
10:35 AM	Empathize: User Research Interviews & Empathy Maps
11:00 AM	Define: Problem Statements
11:25 AM	Debrief

DAY 2: Friday

9:30 AM	Ideate: Refine Solution & User Journey Mapping
10:15 AM	Prototype: Sketch & Add Functionality
11:00 AM	Test: User Testing & Deciding
11:25 AM	Debrief

Our Goal:

To provide an overview of Design Thinking, inspire us with new ideas, create new company connections, and share practical lessons and tools that help drive innovation and storytelling.

Warm Up Logo Exercise



“Design Thinking is

a **human-centered approach** to innovation—anchored in understanding customer’s needs, rapid prototyping, and generating creative ideas—that will transform the way you develop products, services, processes, and organizations. By using design thinking, you **make decisions based on what customers really want** instead of relying only on historical data or making risky bets based on instinct instead of evidence.”

- IDEO



The 4 Principles Of Design Thinking

The human rule.

The human rule.

The ambiguity rule.

The human rule.

The ambiguity rule.

The redesign rule.

The human rule.

The ambiguity rule.

The redesign rule.

The tangibility rule.

What is the Purpose
Of Design Thinking?

Problem Solving

A Design Thinking workshop teaches problem solving in action, giving the workshop participants an approach they can apply to almost any challenge in any area of their lives.

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Innovation & Teamwork

The very essence of Design Thinking lies in collaboration and thinking outside the box.
A Design Thinking workshop breaks down silos and shows participants how to challenge their assumptions—a recipe for innovation.

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Competitive Advantage

We often rely on analytical thinking, which merely refines current knowledge, producing small improvements to the status quo. Design Thinking workshops teach creative thinking, which is increasingly seen as a competitive advantage.

Design Thinking in Action

A simple but impactful example of design thinking in action, from an small education company with a big binder problem.





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Empathize

Understanding the user and the problems they face through conducting user interviews, creating empathy maps, and listening to user stories.



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Define

Organizing and analyzing the research information to produce a concise problem statement and possible solution or hypothesis.



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Ideate

The brainstorming phase. Designers think of a wide variety of possible solutions and evaluate each one.



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Prototype

Turning ideas into a physical representation of the product that will solve the user's needs, slowly adding greater detail and complexity as designers move between testing and iteration.



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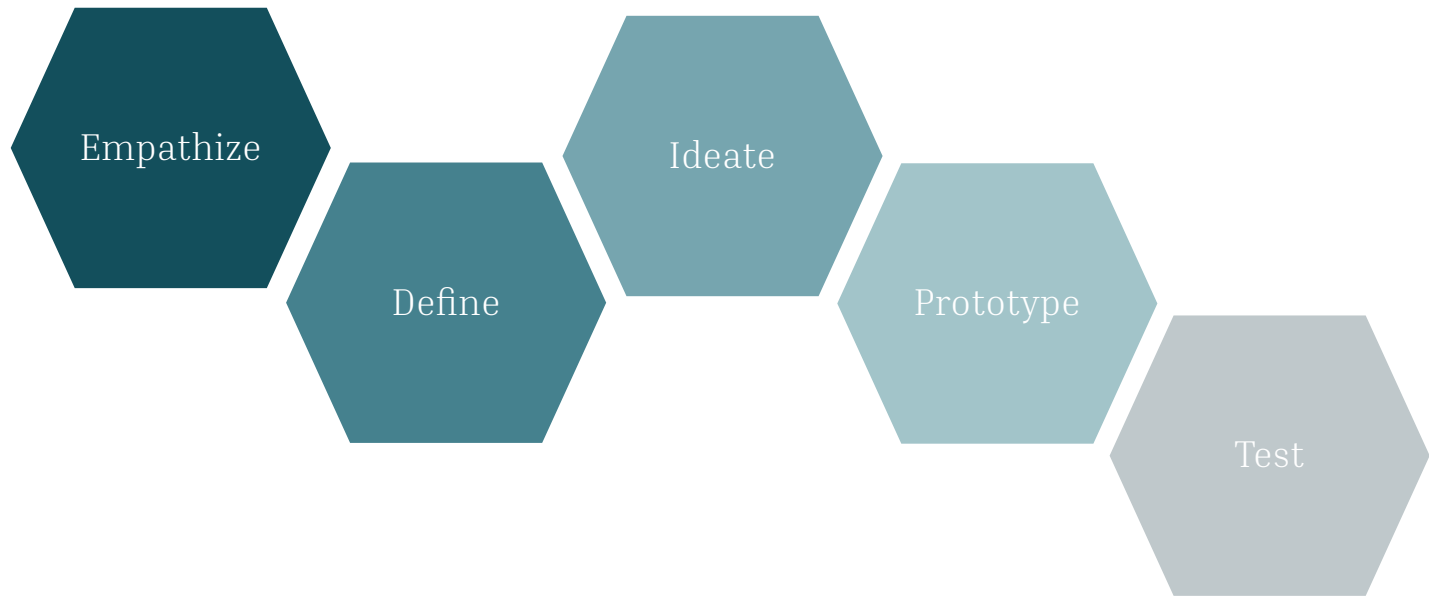
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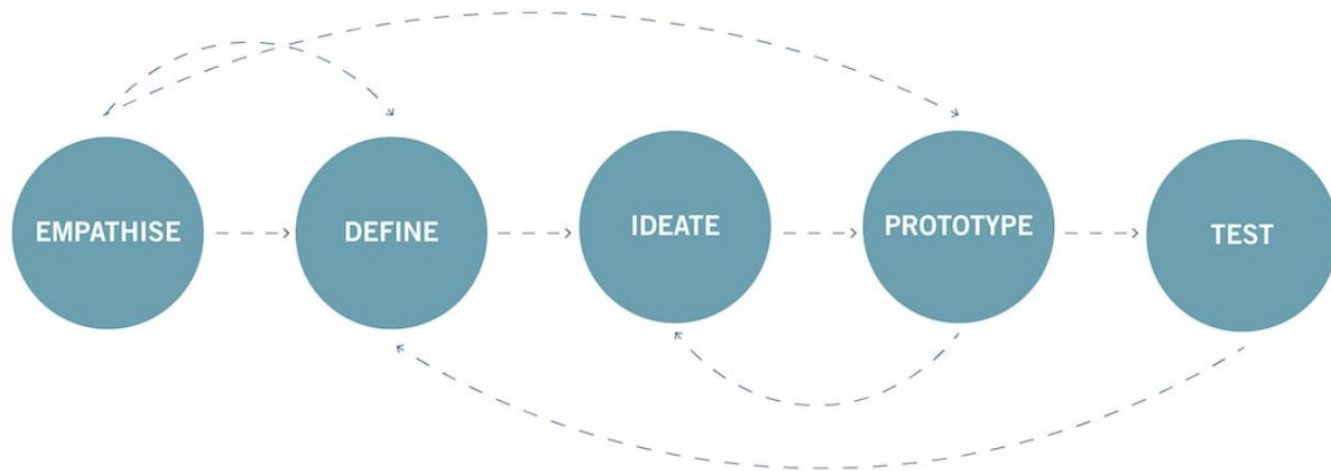
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Test

Putting the prototype in the hands of the user and determining whether the product has solved the problem at hand and reduced friction or frustration.





“Human-centered design is

a philosophy, not a precise set of methods,
but one that assumes that innovation
should start by getting close to users and
observing their activities.”

– Don Norman, *The Design of Everyday Things*

Start with People and Build to Learn

1. Look beyond “yes” and “no” to why
2. Design for behaviors
3. Identify moments that matter
4. Look to the edges
5. Embrace radical collaboration

Today's Theme

WSJ Digital Subscribers: Light or Low Engaged Users

"Dormant" (0 active days): xxx,xxx unique subscribers

"Light" (0-10 active days): xxx,xxx unique subscribers

"Heavy" (11+ active days): xxx,xxx unique subscribers

Month of October 2021

XX%

Of those who visit at least once
in a month, more than half are
light users

XX%

Factoring that many readers
don't come at all, only around
one third are **heavy users**

Empathize

Empathize: User Interview



Empathize: Empathy Maps



Define

Define: Problem Statements

[Specific User] +
[A Need] +
[An Insight].

"Busy working professionals need an easy, time-efficient way to eat healthily because they often work long hours and don't have time to shop and meal prep."

Define: *How Might We* Questions

"How might we provide an easy method of supporting healthy eating?"

"How might we promote awareness of healthy eating in a time efficient way?"

Let's Vote!

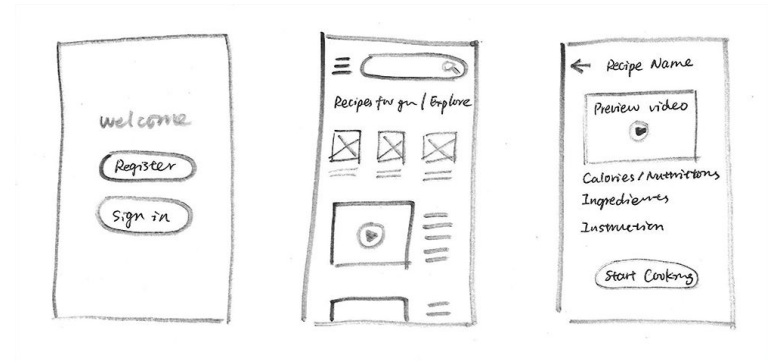
Ideate

Ideate:
Worst Possible Idea

Ideate:
Brainstorm Possible
Solutions

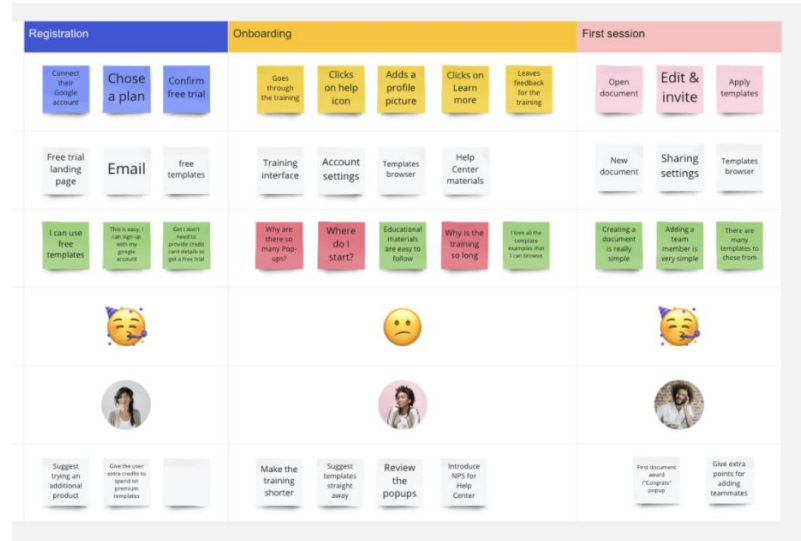
Ideate:
Sharing Ideas +
Feedback

Ideate: Refining Solution (let's sketch!)



Ideate: High-Level User Journey Mapping

Ideate: Detailed User Journey Mapping



Prototyping

Prototyping: Sketch

Prototyping: Add Functionality

Test

Test: User Testing

<i>What worked?</i>	<i>What could be improved?</i>
<i>Questions</i>	<i>Ideas</i>

Test:
Deciding

Debrief: Reflection & Discussion

