

Design Thinking

An approach for human centered innovation

Amy Schwartz, PhD

College for Behavioral Health Leadership Summit

October 17, 2017

A Few Ground Rules

// Suspend disbelief

// Both divergent and convergent thinking

// Strong opinions loosely held

// Creative confidence

“Everybody is the creative type.”

<http://www.whatisdesignthinking.org/>



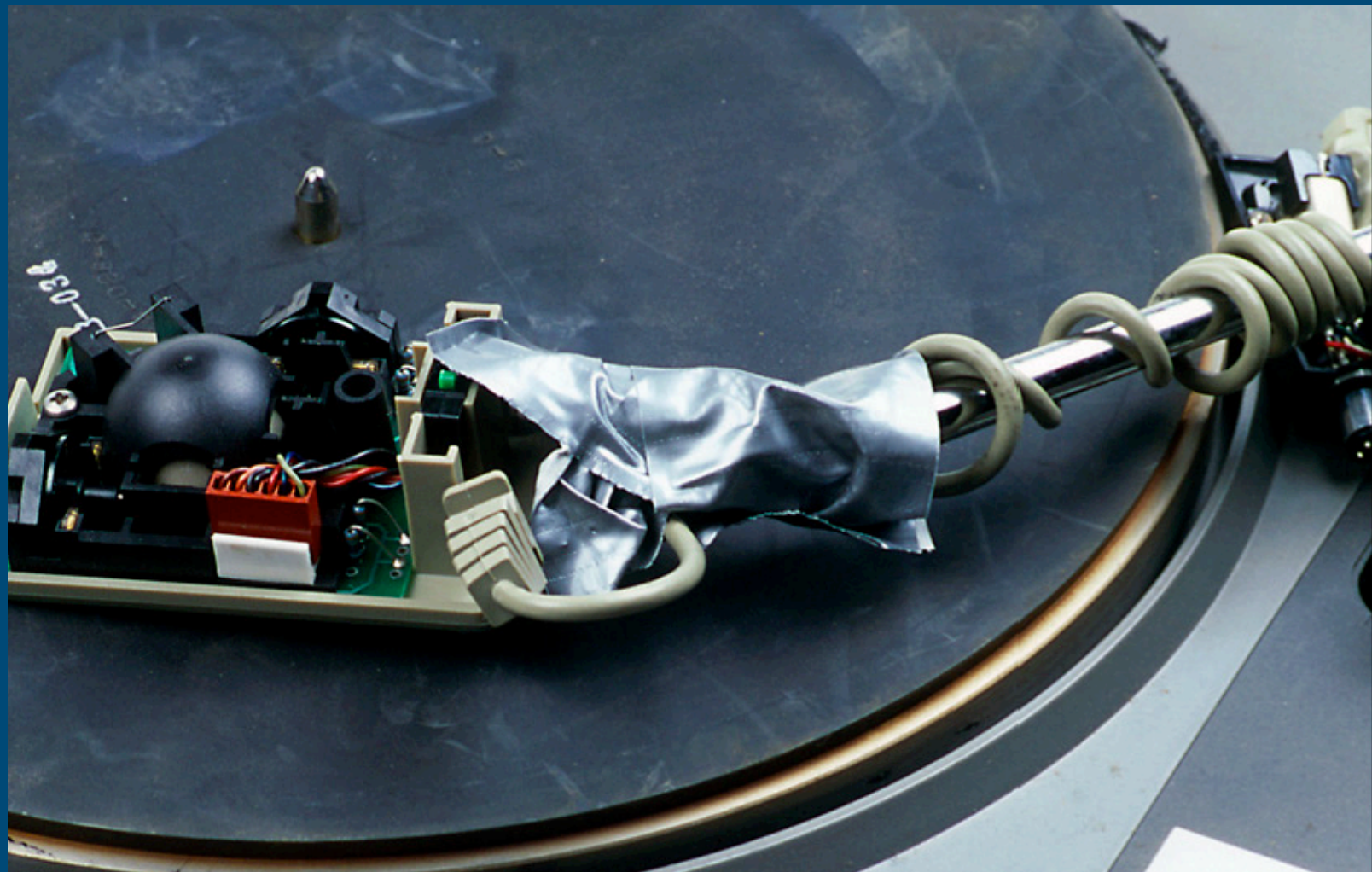
Where did Design Thinking
come from?



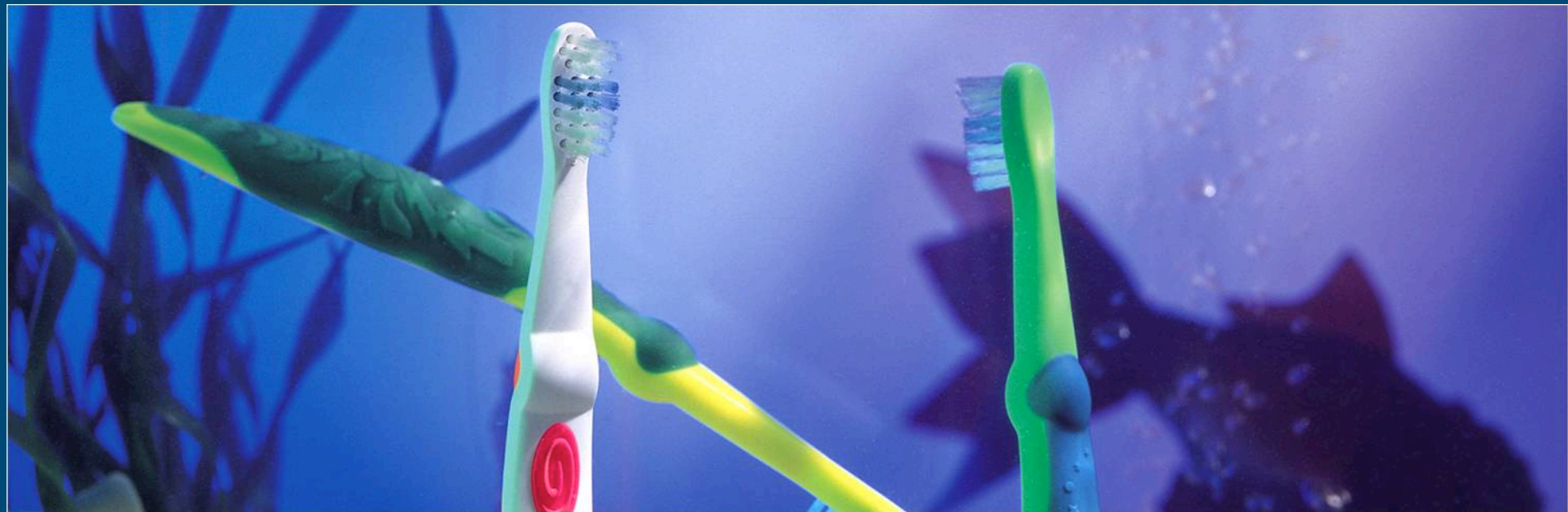


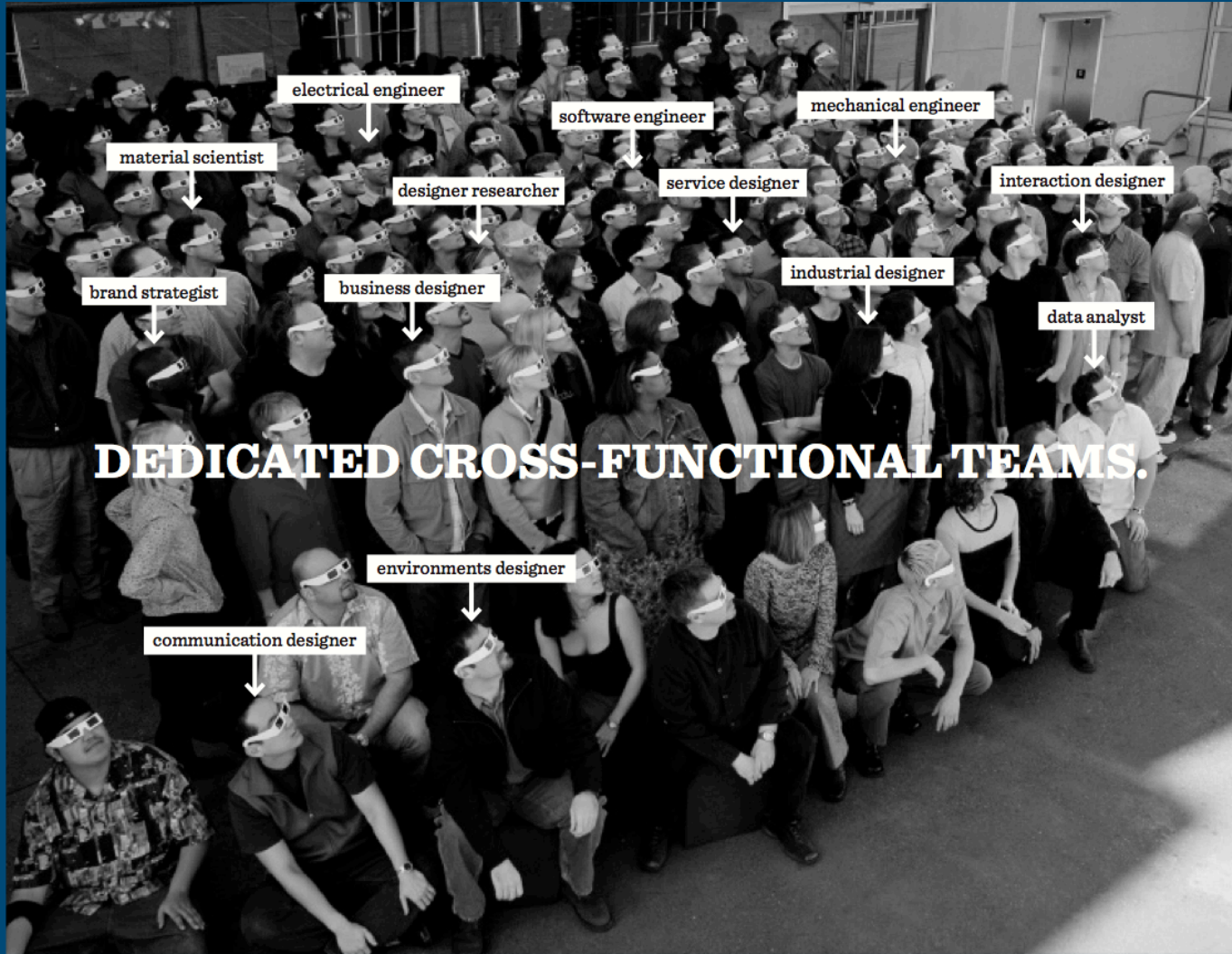
David Kelley











electrical engineer

software engineer

mechanical engineer

material scientist

designer researcher

service designer

interaction designer

brand strategist

business designer

industrial designer

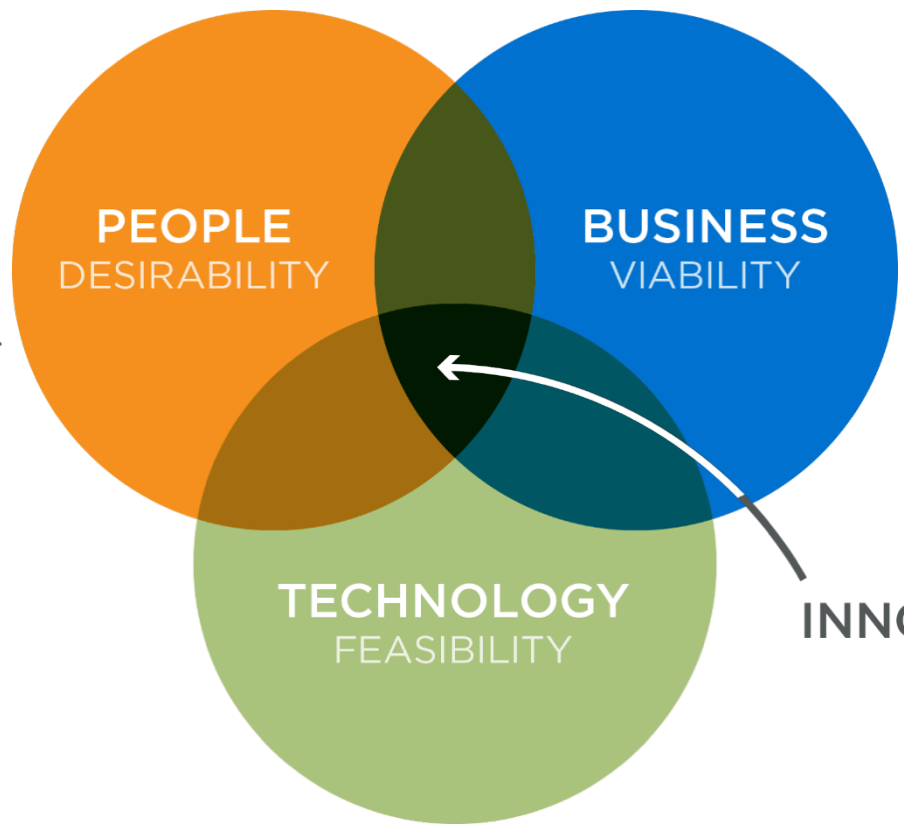
data analyst

DEDICATED CROSS-FUNCTIONAL TEAMS.

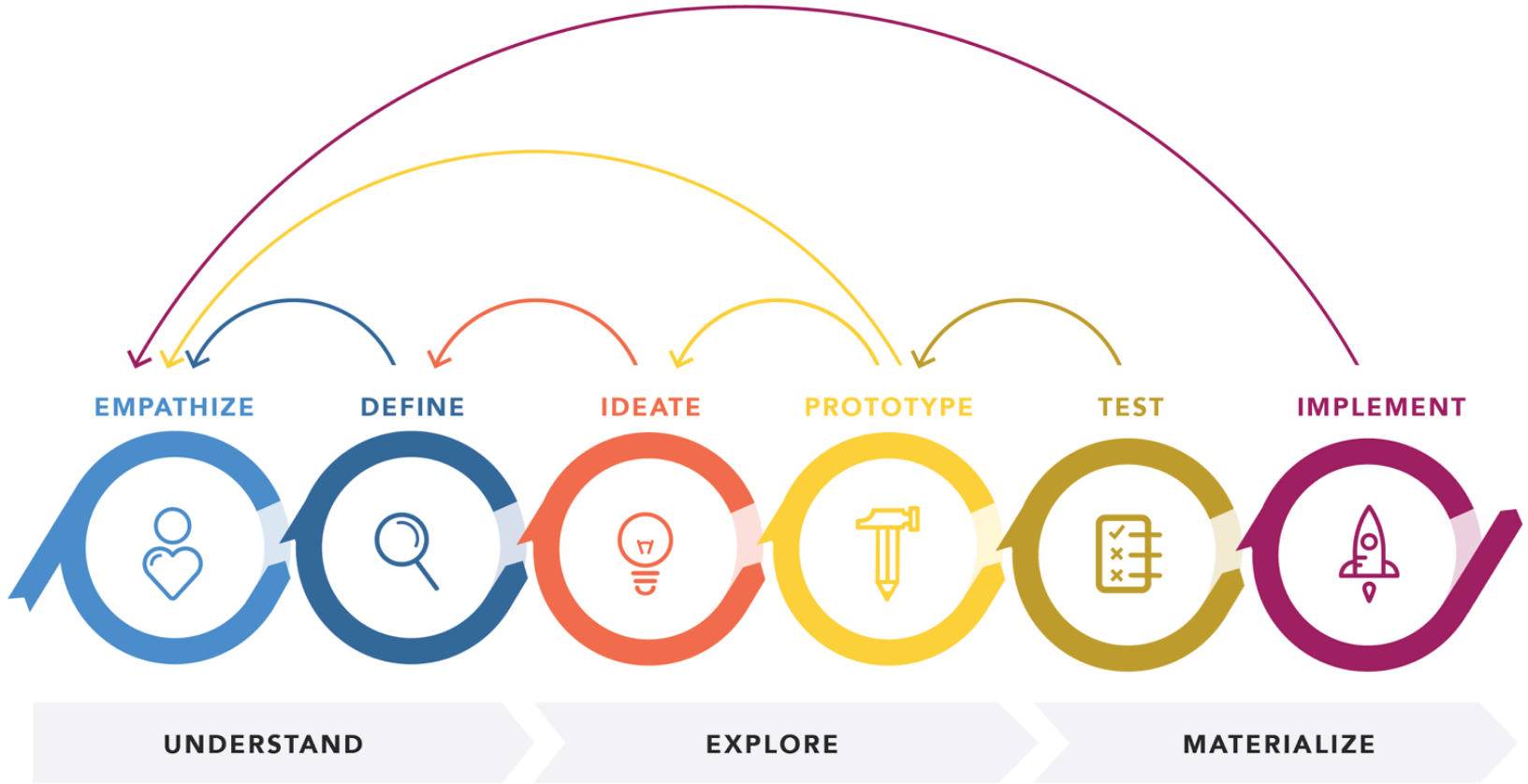
environments designer

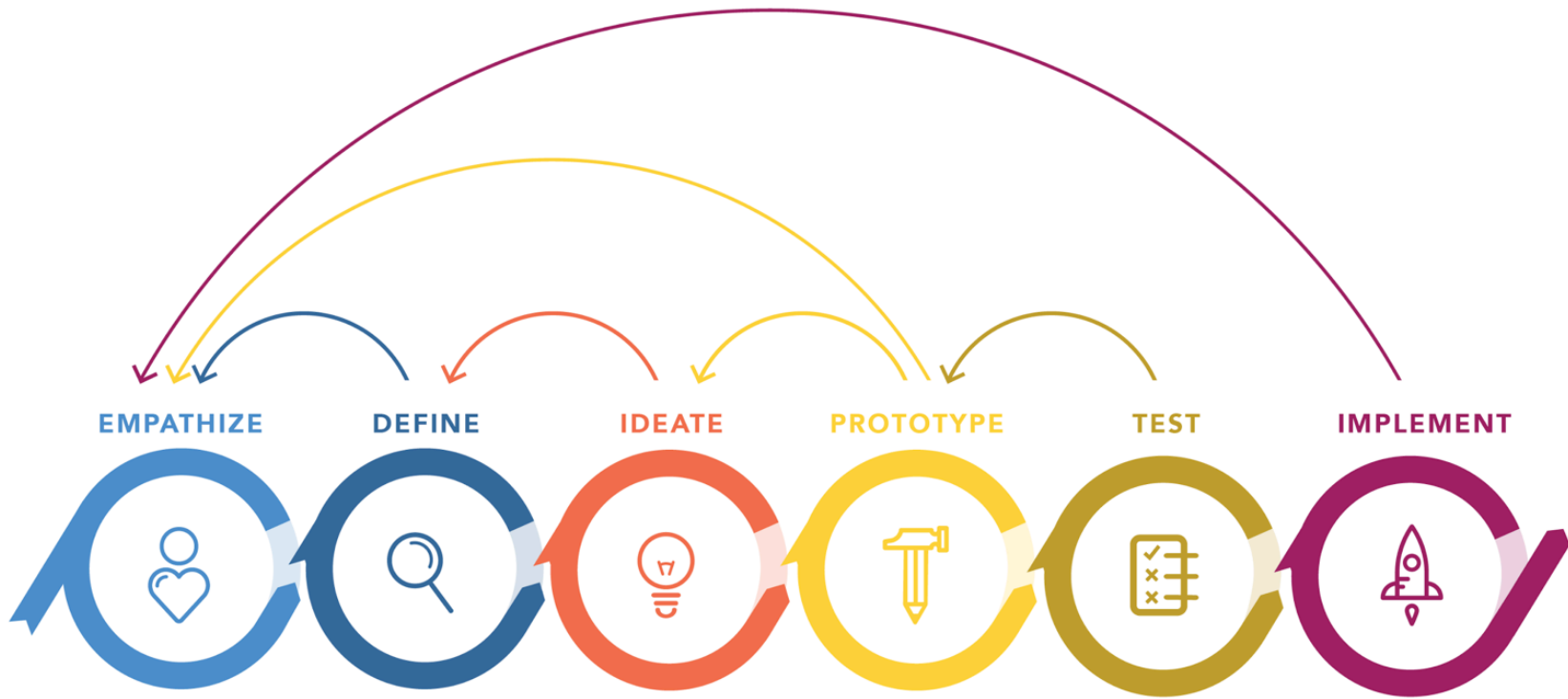
communication designer

**START
HERE!**



INNOVATION





EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

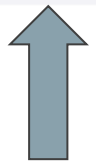
TEST

IMPLEMENT

UNDERSTAND

EXPLORE

MATERIALIZE



Gain an empathic
understanding of your
stakeholders and their world

“Technology moves fast, human needs change slowly.”







ENERGY™

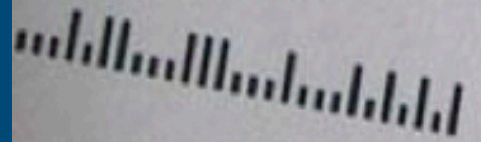
Energy Statement

Dollar

66965137000000135000000002740

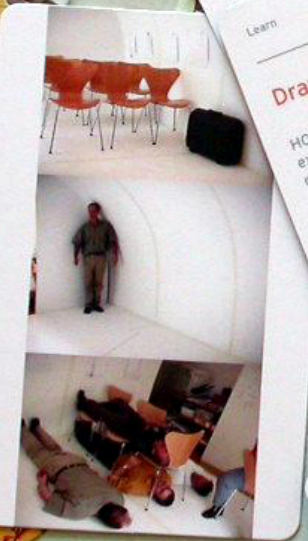
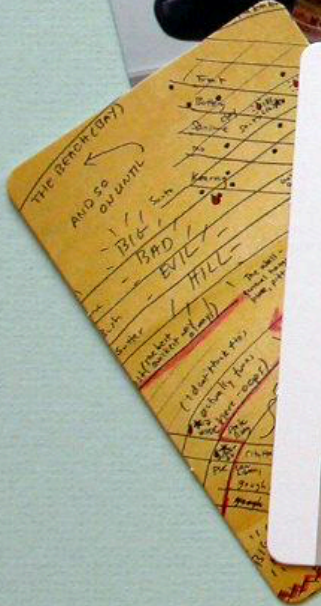
Amount Due	Amount Enclosed
\$27.40	30-00

T 0.308



BOX 997300
SACRAMENTO CA
95899-7300

Use design research
methods taken from
anthropology, psychology,
architecture and other
design fields



Learn Look Ask Try

Camera Journal

HOW: Ask potential users to take a written and visual diary of their daily activities.

Learn Look Ask Try

Learn Look Ask Try

Fly on the Wall

HOW: Observe and record behavior without interfering.

Learn Look Ask Try

Draw the Experience

HOW: Ask participants to visualize their experience through drawing.

WHY: This can be used to debunk assumptions about people's concepts of experience.

By asking users to draw their experience, the team understood the physical, social, and emotional implications for patients who might use it.

Try It Yourself

HOW: Use the product or prototype you are designing.

WHY: Trying the product being designed prompts the team to appreciate the experience the actual users might have.

By wearing a prototype medical device throughout their daily activities, the team understood the physical, social, and emotional implications for patients who might use it.









gut·check

[Tweet](#) [Like](#) 42

Why should I care about colon cancer screening?



Watch this quick video intro to the website and find out.



Colon Cancer Screening Choices

View the: [least invasive](#) [longest lasting](#) [most private](#)

That Work

[+ Home Stool Test](#)

[+ Flexible Sigmoidoscopy](#)

[+ Colonoscopy](#)

That Don't Work

[X Waiting for Symptoms](#)

That Are Being Studied

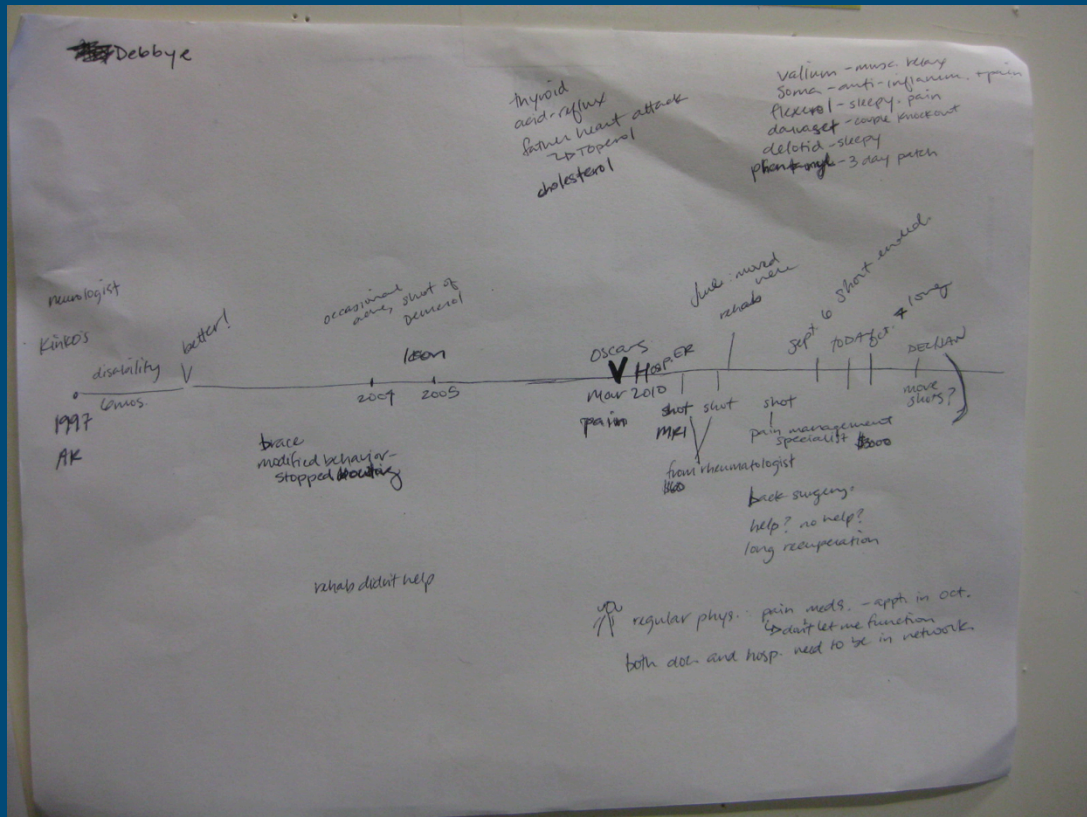
[? Virtual Colonoscopy](#)

[Compare the Choices That Work](#)



U.S. Department of Health and Human Services

[Accessibility](#) [Privacy Policy](#) [Disclaimers](#) [About Us](#)



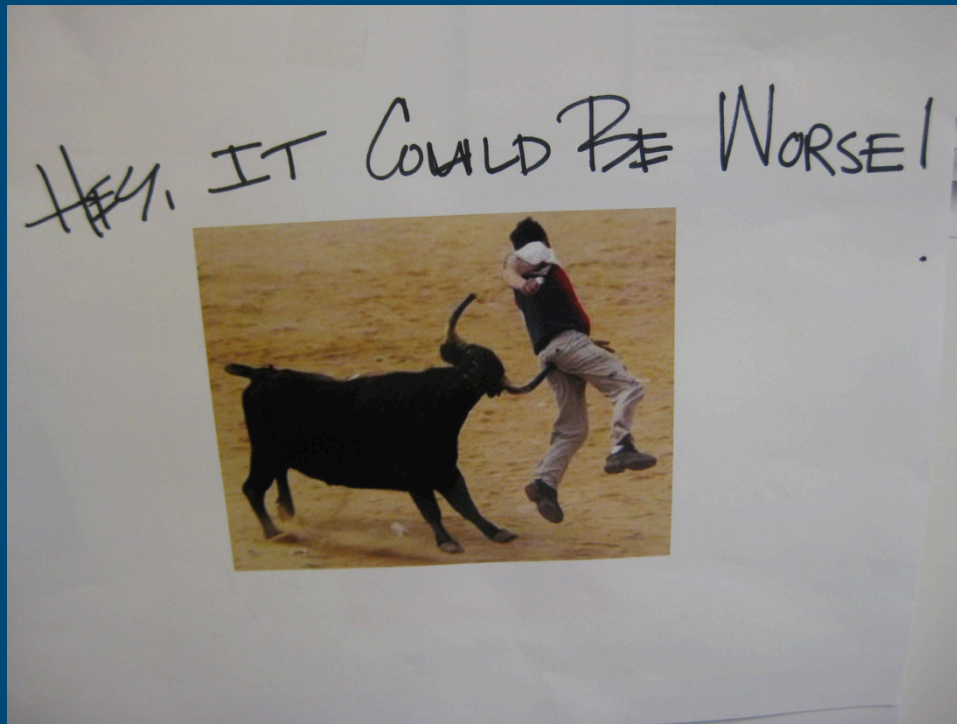
Patient home visits and decision tracking logs



Observing clinical encounters, both individual and group visits



“Whine and Dine” Affinity Groups



Interviewed comedy writer about how to
talk about uncomfortable topics

Colonoscopy Every 10 Years

PRINT



Screening and Treatment

Screening finds and removes pre-cancerous growths (polyps) before they become cancer



Sedation

You'll need time to recover and someone to drive you home



Complete Bowel Prep

Plan to be close to a toilet the night before the procedure



Risks

There's a small but real risk from the procedure and medication



Cost

Colonoscopy is the most expensive screening choice on a one-time basis

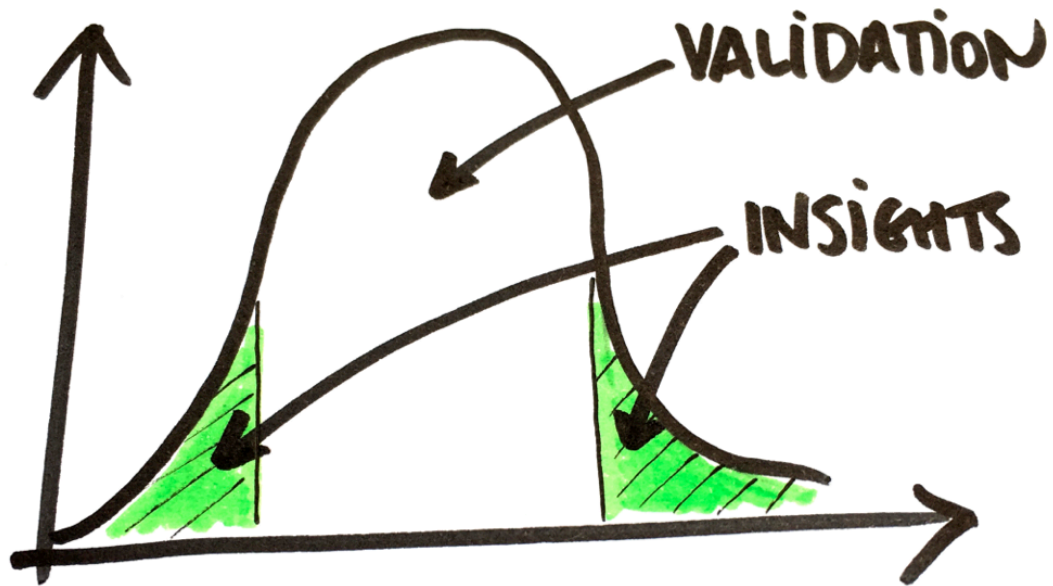
Hear the stories

Sandra tells the truth about colonoscopy prep and why she got screened.



<https://gutcheck.cancer.gov/screenings/colonoscopy/index.html> - cky2SpFwfFU

Include extreme users in
your sample



EXTREME
USERS



Analogous Inspiration



GET Hollywood HAIR

How to recreate your favorite star hairstyles.

MAIN YOUR BEST STYLE TOP PRODUCTS HOW-TO VIDEO VIRTUAL MAKEOVER STAR STYLES



Jason Latvies/FilmMagic

Print E-mail Share RSS

back 5 of 6 next

Find the Best Bangs for Your Face Shape

Taraji P. Henson: Small Forehead
WHY THEY WORK This sloping, asymmetrical fringe makes a short forehead seem stronger and more pronounced, says L'Oréal.

WHAT TO ASK FOR To elongate a small brow, ask your stylist to cut your bangs on a steep, sideswept angle that blends into cheekbone-skimming layers. "These bangs also require a deep side part, which is flattering for many face shapes," he adds.



Next: **Claudia Schiffer: High Forehead**

How to ask for what you want.

lysk

InStyle on foursquare

Check in at Saks Fifth Avenue and get a

FREE GIFT

CLICK HERE!

InStyle.com

LOOK of the DAY



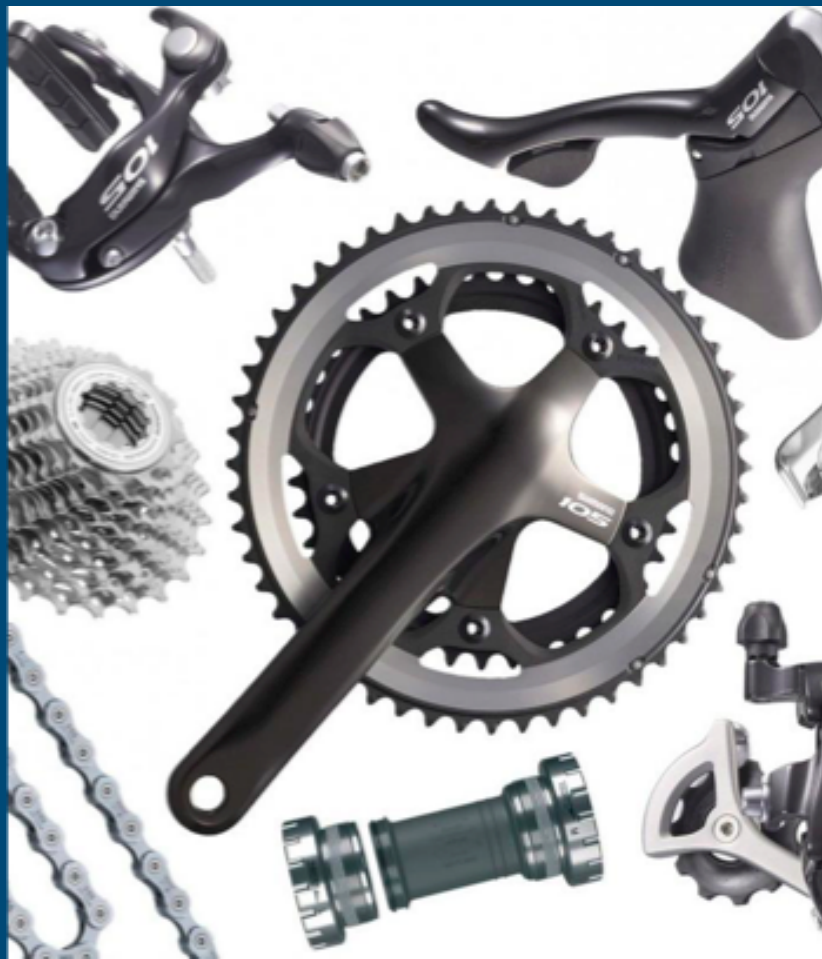
Oct 28, 2011

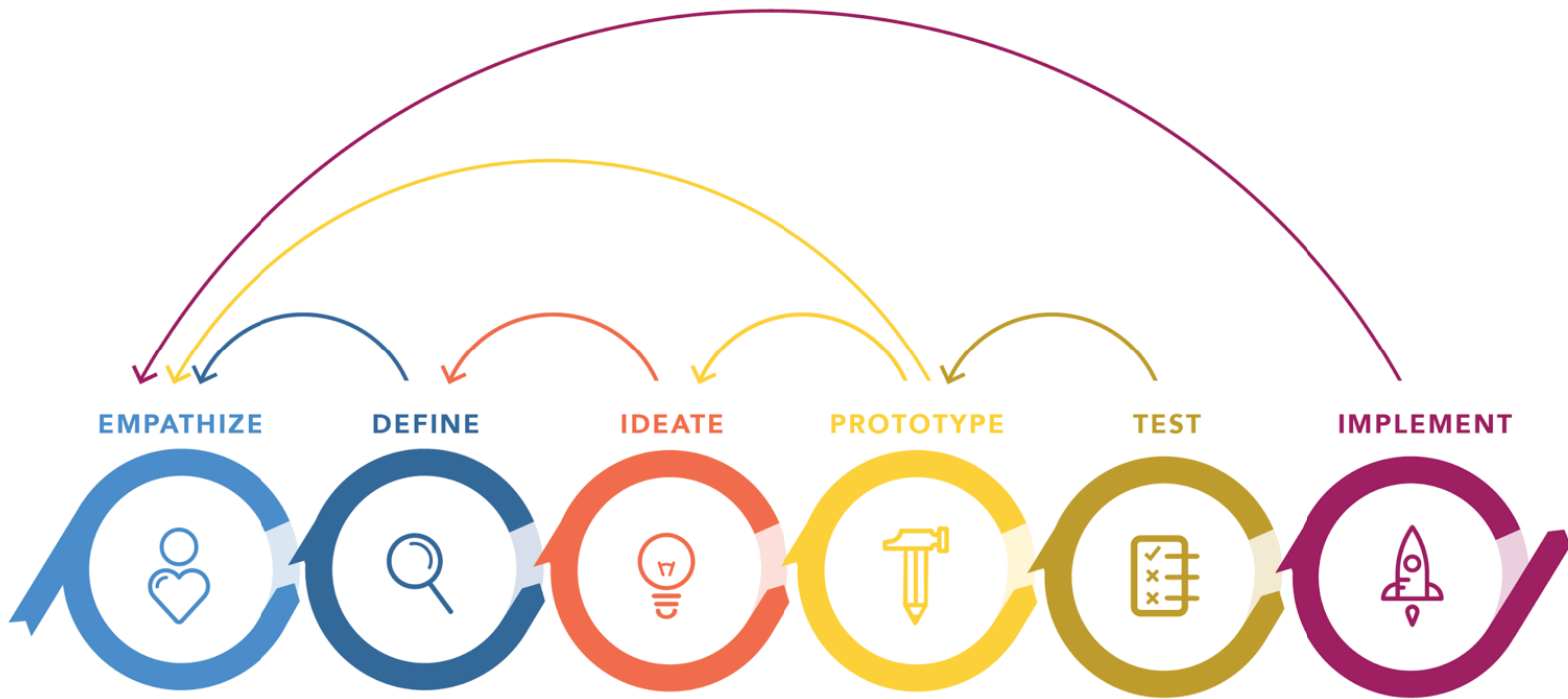
Eva Mendes

Mendes opened the Rome Film Festival in a fiery, ruffled dress

→ GIVE WAYS TO ~~HELP~~ PEOP. TRANSLATE INTO CONVERSATION

Handwritten notes in red ink on the right margin, including a bracketed 'H', 'Web', 'W', 'Fr', and 'W'.





EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

IMPLEMENT

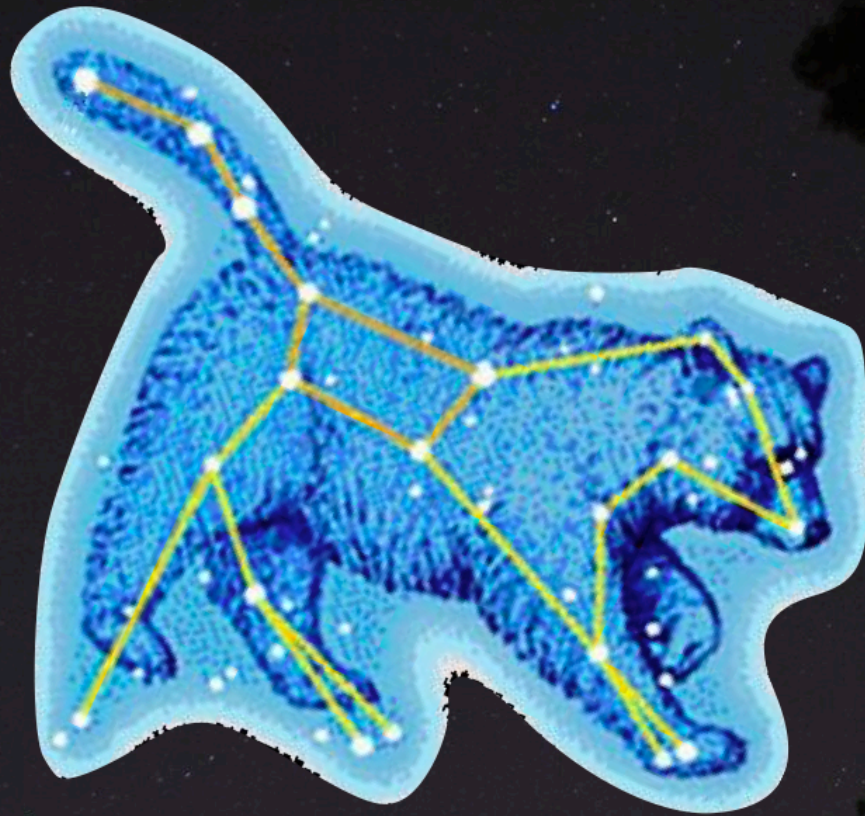
UNDERSTAND

EXPLORE

MATERIALIZE

Synthesize your findings by looking
for unmet needs, patterns, and
tensions





BREAKING RULES / UNIQUE THEM. PROOF.

BOND W/ INFECTIOUS DISEASE DOC. - LONG, TRUSTED, CULTURAL TIE

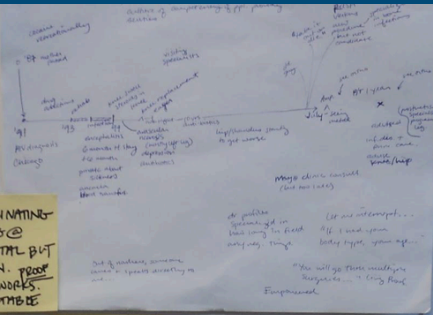


WEED STORY

STOPPED HIMSELF FROM NEGATIVE THINKING

TRUST. DOC IS AN ADVOCATE FOR HIM. "AGENT" EX: EXTENDED HOSP. STAY

HALLUCINATING DRUG @ HOSPITAL BUT HUNG IN. PROOF NOW IT WORKS. UNDETECTABLE



HIS SPIRITUAL BELIEFS HELPS HIM COPE

"YOU ALWAYS KNOW, IT'S JUST YOU HAVE TO DO THE WORK"

HE FLIPS BACK & FORTH BETWEEN RATIONAL & EMOTIONAL THINKING

"DOC FEELS GUILTY ABOUT MY SITUATION"

LET YOUR SPIRIT GUIDE DO THE WORK.

U.S. NEWS "BEST HOSPITALS"

PEOPLE ARE ALWAYS IMPRESSED WITH 'MAYO' CLINIC

TRIED FOR CONSULT @ MAYO CLINIC LATE... WHEN'S READY [IN MEXICO]

NOTE TO ASK FRIEND ABOUT THOSE DRUGS

LISA

MID 40S LIVES W/ 1920 DAUGHTER + BOYFRIEND

CURRENTLY UNEMPLOYED, ON PUBLIC AID

PEELS "DIFFERENT" THAN REST OF PUBLIC AID PPL.



FORMERLY WORKED IN HEALTHCARE ADMIN.

"LIVES ON PUBLIC AID"

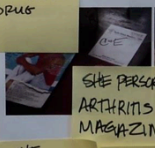
"I TAKE CARE OF THINGS I TO MY PAPERWORK"



SHE WANTS A REAL STRAIGHT NOT GROSSY + AND -

HARD TO PRIORITIZE - OWN HEALTH - JOB SEARCH - DRUGS/HEALTH INTERDEPENDENT

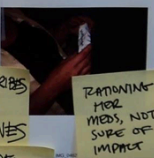
OVERHELMED DAYS: WATCH TV ALL DAY



SHE PERUSES ARTHRITIS MAGAZINES

* SHE FEELS "DISCONNECTED" FROM THIS PEOPLE.

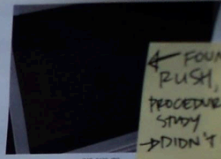
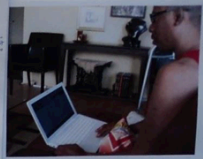
LOTS OF MULTI-TASKING, EASILY DISTRACTED



RATIONING MEDS, NOT SURE OF IMPACT



NEED DOC TOOK OVER PRACTICE FIRST PT!! TIME TO WRITE THEIR HISTORY BIG DEAL



FOUND PUSH, PROCEEDING STUDY - DIDN'T



JULY '08

5 MOS. LATER

JAN '09

JAN '10

MAY '10



CATEGORY NAME



CATEGORY NAME



CATEGORY NAME



CATEGORY NAME



CATEGORY NAME

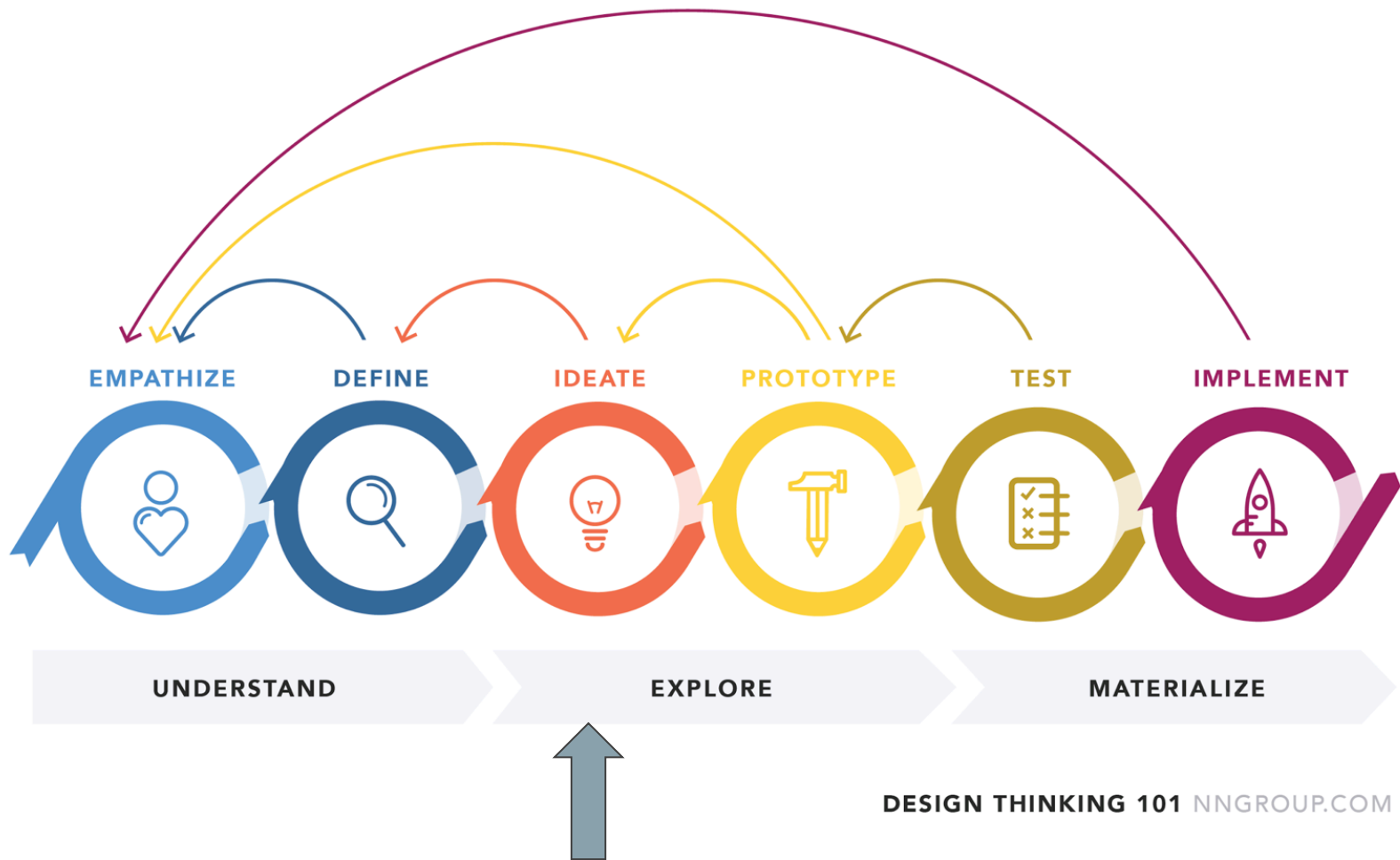


CATEGORY NAME



CATEGORY NAME



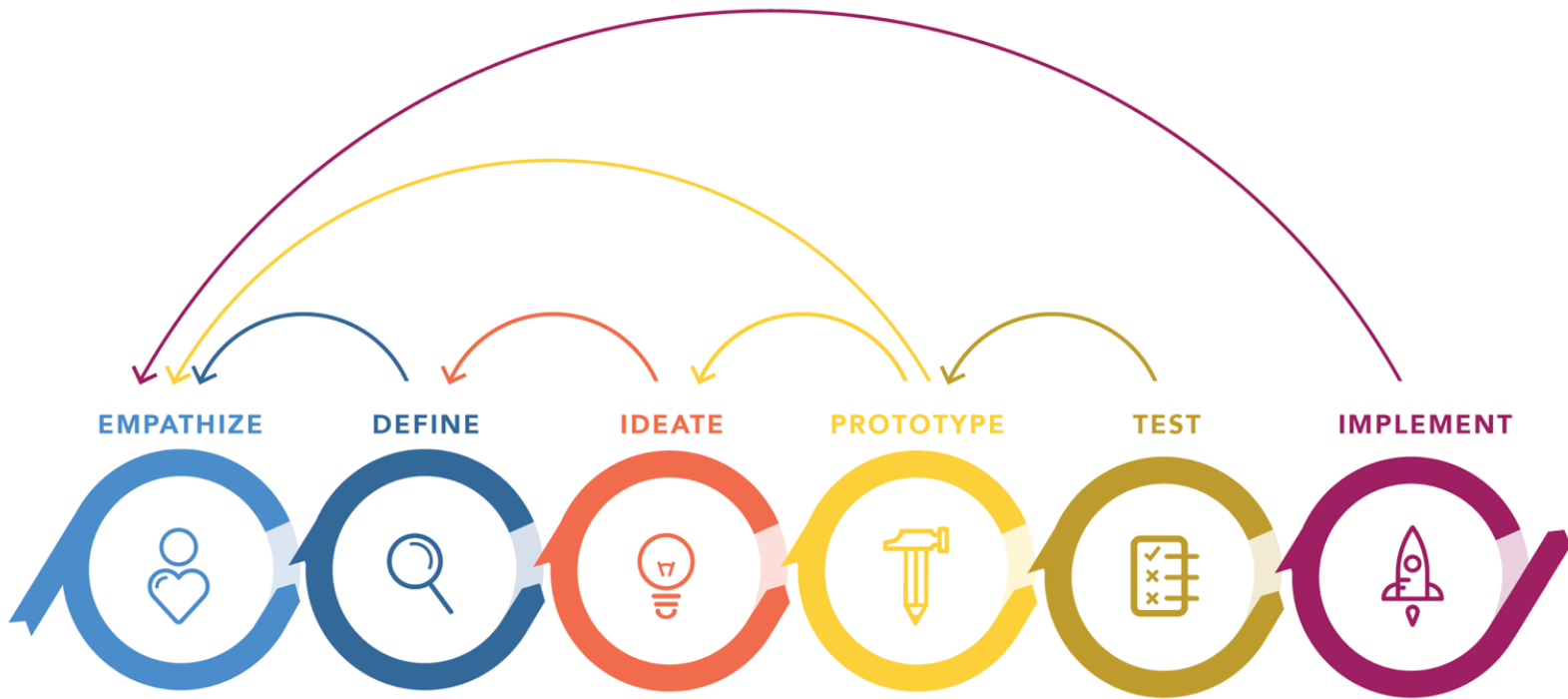


Brainstorming

- Defer Judgment
- Encourage Wild Ideas
- Build on the Ideas of Others
- Stay Focused on Topic
- One Conversation at a Time
- Be Visual
- Go for Quantity



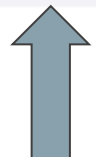
IDEO



UNDERSTAND

EXPLORE

MATERIALIZE





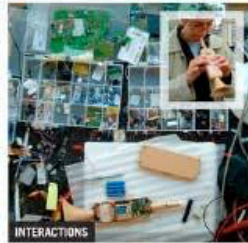
PRODUCTS



PRODUCTS



INTERACTIONS



INTERACTIONS



SPACES



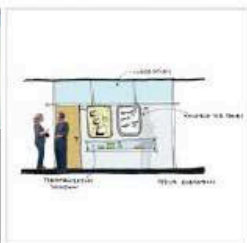
SPACES



STORIES



STORIES

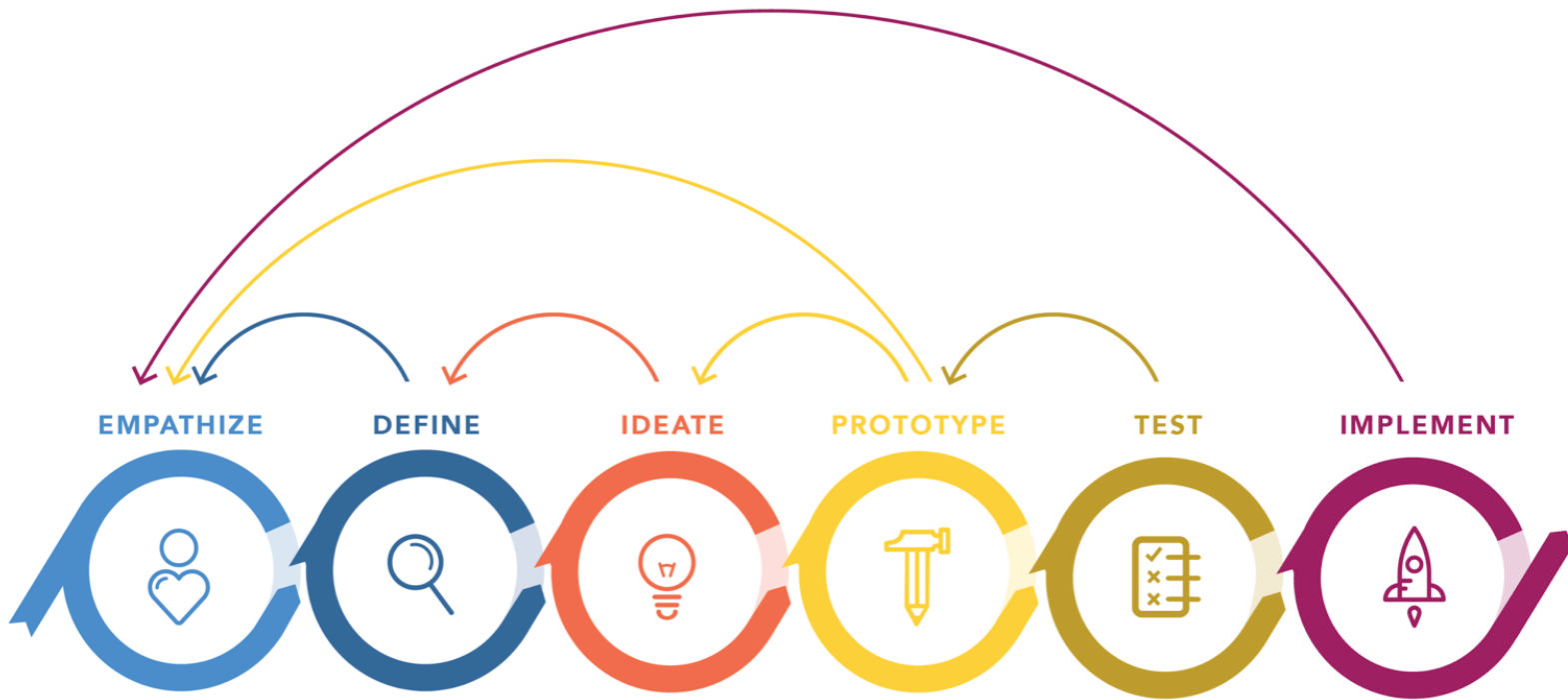


// Build to think

// Learn while ideas as “cheap”

// Minimal viable prototype (MVP)

// More iterations with fewer users is better than fewer iterations with more users



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

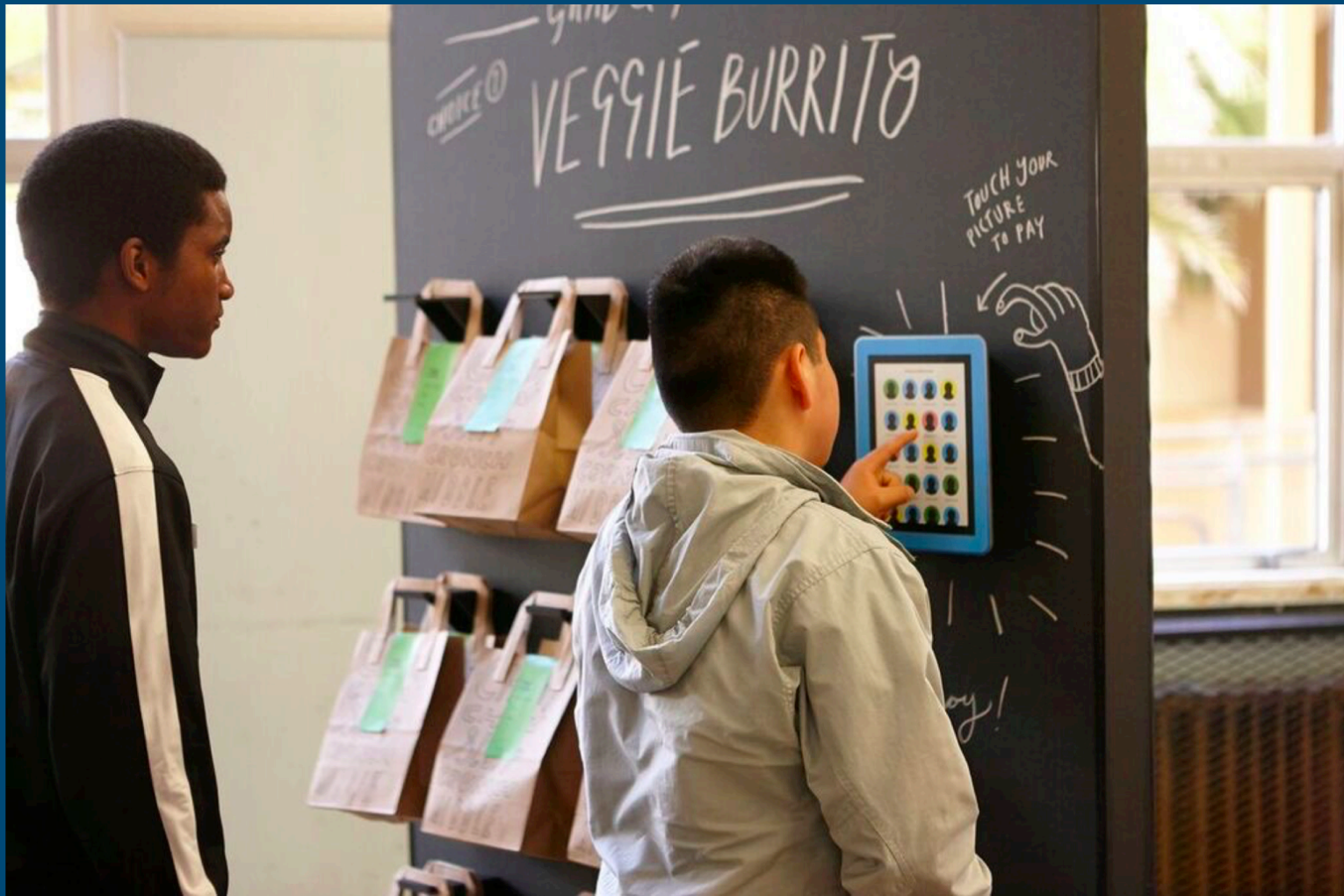
TEST

IMPLEMENT

UNDERSTAND

EXPLORE

MATERIALIZE





FOR A GOOD COLON
SCREENING TYPE

WWW.GUTCHECK.IDEO.COM



“The main tenet of design thinking is empathy for the people you're trying to design for. Leadership is exactly the same thing - building empathy for the people that you're entrusted to help.”

David M Kelley



www.interaction-design.org

Questions?
Comments?