



DESIGN THINKING FOR WORK AND PLAY

Karen Kelvie
karen@karenkelvie.com

I used crop marks to remind us that we all crop our perception of customer requirements.

Thanks  productcamp Sponsors

ADVOCATES



SUPPORTERS

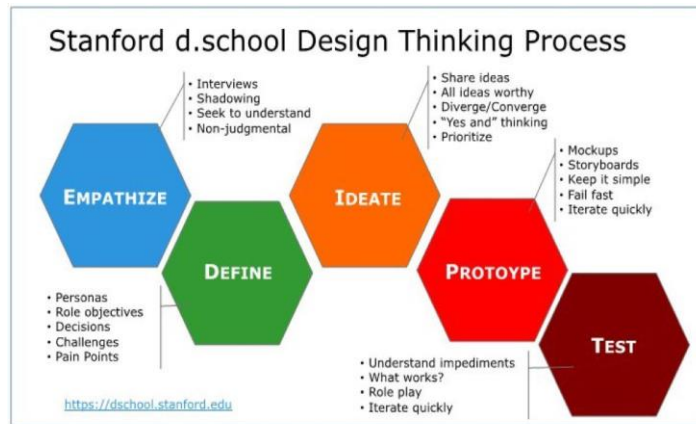


In Kind



Thank you to our sponsors who enable us to host ProductCamp at no charge to attendees.

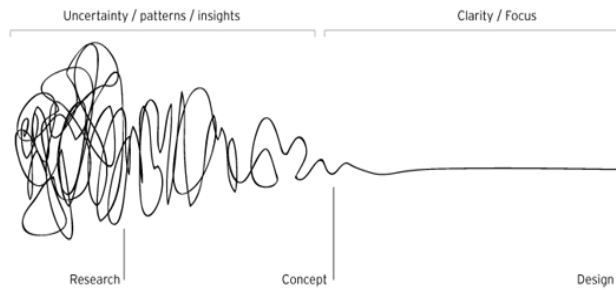
Classic Representation of Design Thinking



Source: Stanford shared via @cloudpreacher

The classic representation of Design Thinking looks like a linear process. I'm using graphics found online and providing the corresponding links to familiarize you with some of the more commonly used images.

Reality of Design Thinking



- Non-linear thought to tackle non-linear problems
- Interplay between analysis and synthesis
- Break problems apart, put ideas together
- <https://www.emerge-creatives.com/single-post/2016/05/27/What-Makes-Design-Thinking-a-Unique-Way-of-Thinking-Part-1>

Design Thinking is actually an iterative non-linear process.

Mindset: *Design Thinking*

Business Thinking	Design Thinking	Creative Thinking
Left Brain	Using both sides of the brain to solve problems	Right Brain
Rational and structured	Switching at will between rational & structured to a more emotional & intuitive	Emotional and intuitive
Focused on analysis	Iterating between analysis and synthesis	Focused on synthesis
Dealing with well-defined problems	Dealing with ill-defined problems	Dealing with undefined problems
A problem is something to get out of the way	A problem is the start of the process	There is no problem
Mistakes are not tolerated	Mistakes are learning experience	There are no mistakes
Analyse > decide	Analyse > ideate > prototype > evaluate > decide	Perceive > ideate > decide
Focused on parts of the problem	Zooming in and out, taking the problem apart to reassemble it in a different way	Holistic focus

<http://manoa.hawaii.edu/outreach/pnm/news/wp-content/uploads/2015/10/design-thinking1.jpg>

Design thinking is the intersection of analysis (business thinking) and synthesis (creative thinking) – it equips us to better grasp and respond to customer requirements.

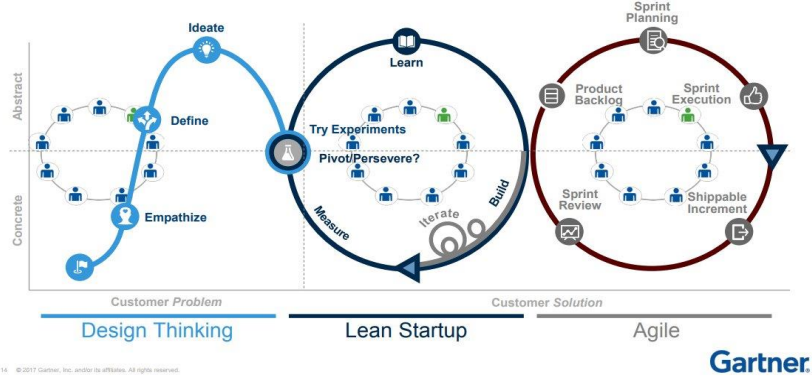
Protect Your Value-Add

- What is the value-add from a Product Manager?
- How can we ensure we are providing the right input to Development?
- <https://www.nasw.org/article/believing-seeing-how-everyday-experience-determines-what-you-see>

We need to provide accurate requirements. If the developers are not onboard, take them to a customer meeting. Studies show that “believe is seeing” – the shortest path to getting developers onboard is for them to witness the customer’s pain.

Five Heads Are Better Than One

Combine Design Thinking, Lean Startup and Agile

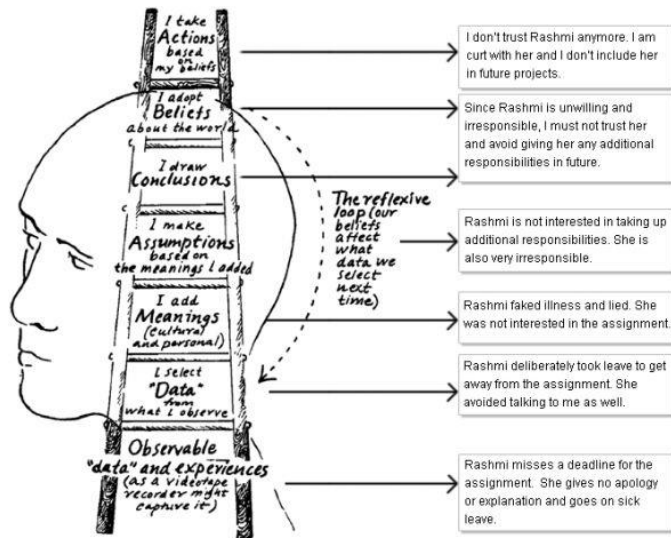


© 2017 Gartner, Inc. and/or its affiliates. All rights reserved.

<https://www.gartner.com/en>

Discovery must be done by a multi-disciplinary team to decrease the bias and the size of our blindspot. Use the right tool for the job. Design Thinking should be done before Lean Startup so that we produce a better MVP. Build upon the MVP with Agile sprints to maintain the fast turnaround and time-to-market.

The Ladder of Inference



(Source: The Fifth Discipline By Peter Senge)

We all have bias. Note the storyline on the right that occurs when we operate independently and don't check our assumptions – we unwittingly build and reinforce prejudice. Working with a multi-disciplinary team merges the data each of us collects (second rung), which changes the outcomes on all of the rungs above AND on every successive iteration.

Decrease the Bias in Your Input to Lean Startup and Agile



<http://www.ami.org.au>

Understand the value of each process – they support each other.

Design Thinking Applied to Your Life

How to Increase Your Joy

- Multi-disciplinary team
 - 3 – 5 *supporters, players, mentors, possible mentors*
- Lots of experiments
 - *Reframe problems*
 - *Be curious*
 - *Try stuff*
- <http://designingyour.life/the-book/>

The concepts that apply to product development also apply to life development. Ideally, your team members are also actively engaged in designing their lives and together you shrink the blind spot to reveal options that bring greater joy and satisfaction to each of you.

TAKEAWAYS

- We all have bias which creates a blind spot
- We can decrease bias and the corresponding blind spot by doing discovery with a multi-disciplinary team. Working together, we shrink the blind spot
- Design Thinking lengthens Discovery but decreases Development AND improves product dramatically
- Design Thinking increases our competitiveness -- develop only what matters to the customer and deliver it faster
- Only high-quality input can produce high-quality output
- Place your crop marks strategically with your eyes wide open

Blind spots mean missed opportunity and increased waste. Don't design the wrong product AND don't overdesign.

Thanks  productcamp Sponsors

ADVOCATES



SUPPORTERS



In Kind



Please stop by the tables and thank our sponsors for enabling us to deliver PCA 21 at no cost to you.