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Innovation in Practice: Lesson Learned

Doing things right versus doing the right things.

Paidi O'Reilly

Learning Tech Ireland 2017
28th June 2017
Aviva Stadium, Dublin

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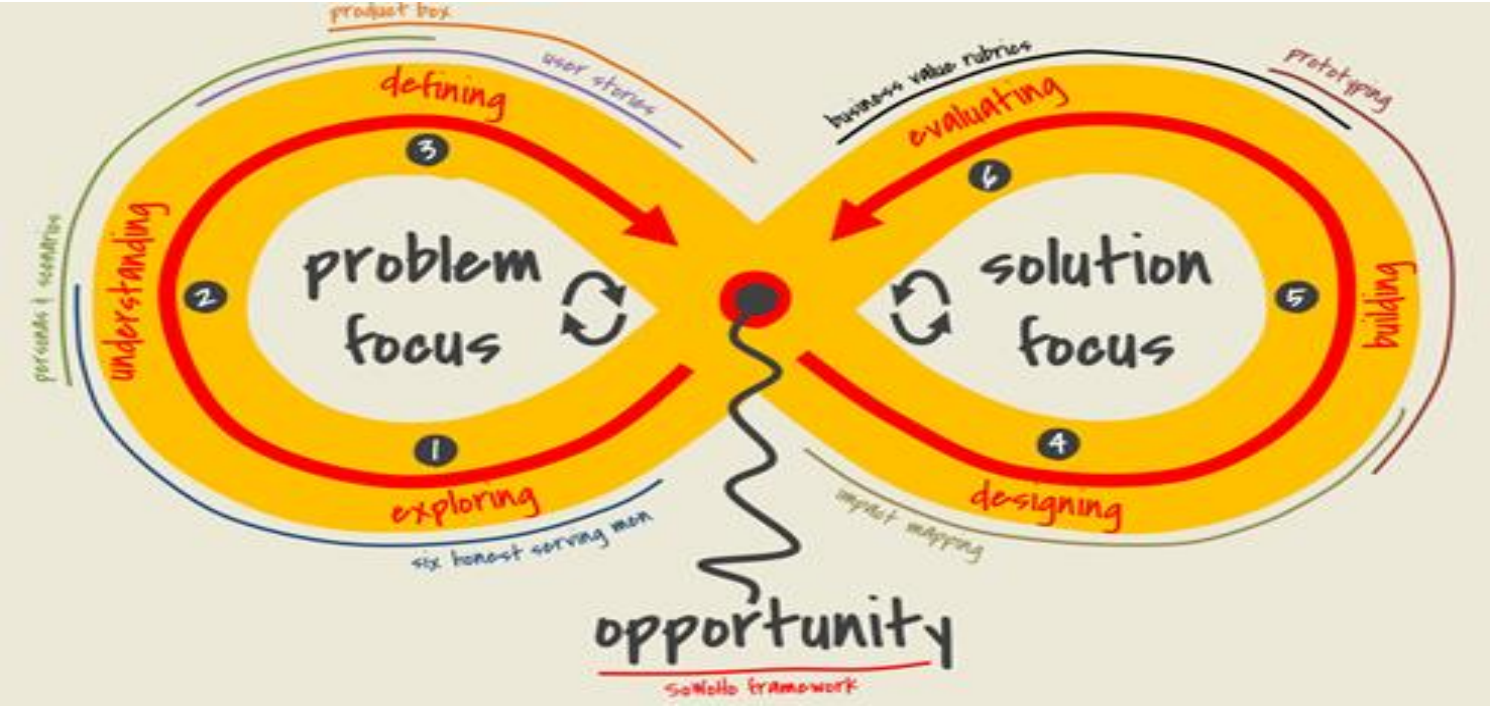
Wired to survive but …

Human beings are illogical and irrational. For most of our existence, survival required that we think quickly, not methodically. Making a life-preserving decision was more important than making an accurate one. This has meant that the human brain has developed an array of mental shortcuts.



Source: http://www.jagdeeprajput.com/Latest%20Large/Approaching-R

Design Thinking is …



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More than methods …



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12 Hard Lessons Learned



Source: http://www.smallkitchengarden.net/small-kitchen-garden/the-vine-ripened-tomato-lie

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Framing the problem …

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Source: https://upload.wikimedia.org/wikipedia/commons/8/82/Oakland_Bay_Bridge_Western_Part.jpg

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Falling into the Product Trap …

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Source: http://2.imimg.com/data2/RX/XX/MY-4291542/oxygen-mask-250x250.jpg

We solve problems rather than create products …



Source: http://www.youtube.com/watch?v=jmpOToLAPl8

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Wants versus Needs

We need to concentrate more on the *needs* of the customers and less on their *wants* …





3

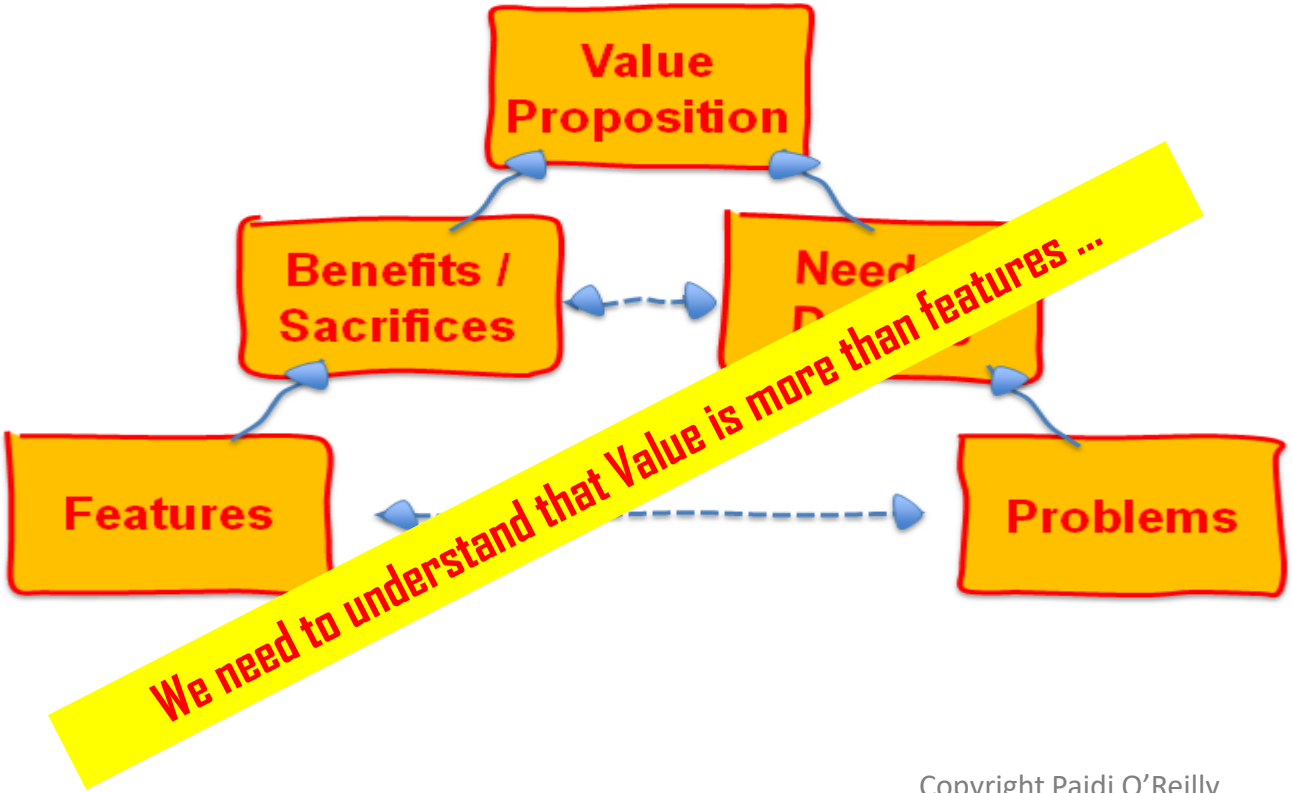
We need to focus on desired outcomes rather than means …



Understanding Value …

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Sharing value around



We need to share Value amongst Stakeholders …

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Source: https://www.pinterest.com/pin/378302437430139076/

Behaviour is the real issue …

6



We need to accept that behaviour is probably bigger than technology ..

Source: https://s3.amazonaws.com/[illegible]wres.cartoonstock.com/social-issues-drunk-drunkard-drunkenness-disorderliness-social_problems-amrn666_low.jpg

People don't understand people

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7



Source: http://3pregnantdads.com/

We need to build empathy for the problems we solve …

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Creating a bias for doing …

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Source: http://www.scientificamer[illegible]om/article/stone-age-the-art-and-craft-of-paleo-toolmaking-slide-show1/

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Failing in order to Succeed …

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"Position yourself to fail small in ord… Succeed …

We need to aim to fail rather than Fail ….

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Focusing on points of failure

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The jet black swan has a… …otsbury Swannery in Dorset and set up home with the r… …ate swans - which are all white

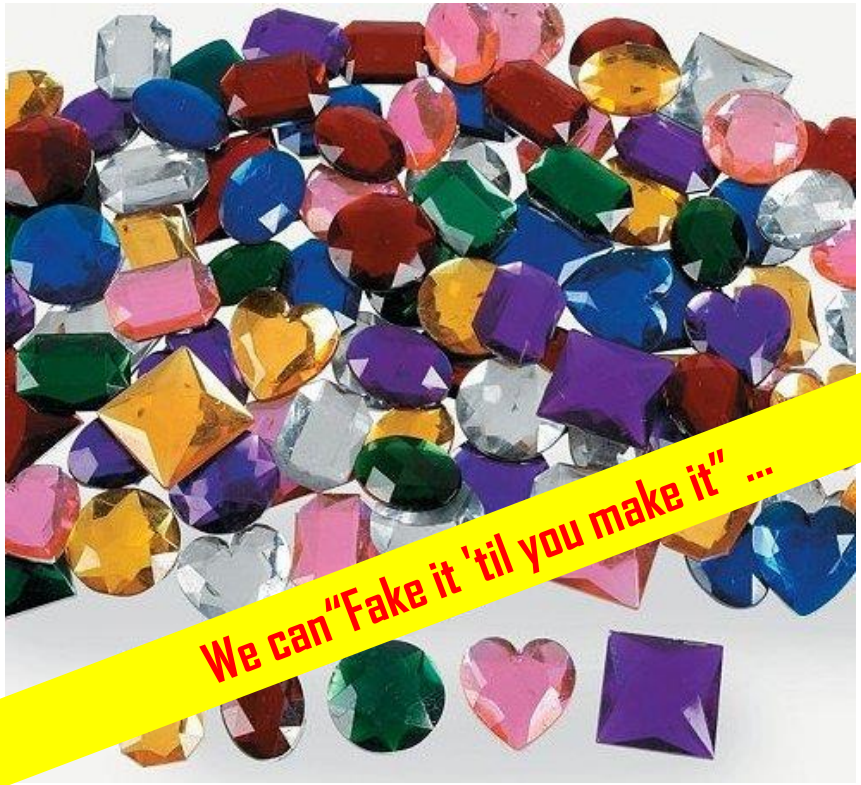
We need to zero in on the most likely points of failure …

Source: http://www.dailymail.co.uk/news/article-2154839/Black-swan-stands-gatecrashing-group-600-white-ones-ancient-swannery.html

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Faking before making …





We can "Fake it 'til you make it" …

Source: https://images-na.ssl-images-amazon.com/images/I/61dF8oUCR0L.jpg

Prototype it – but which prototype

12



Products

Services

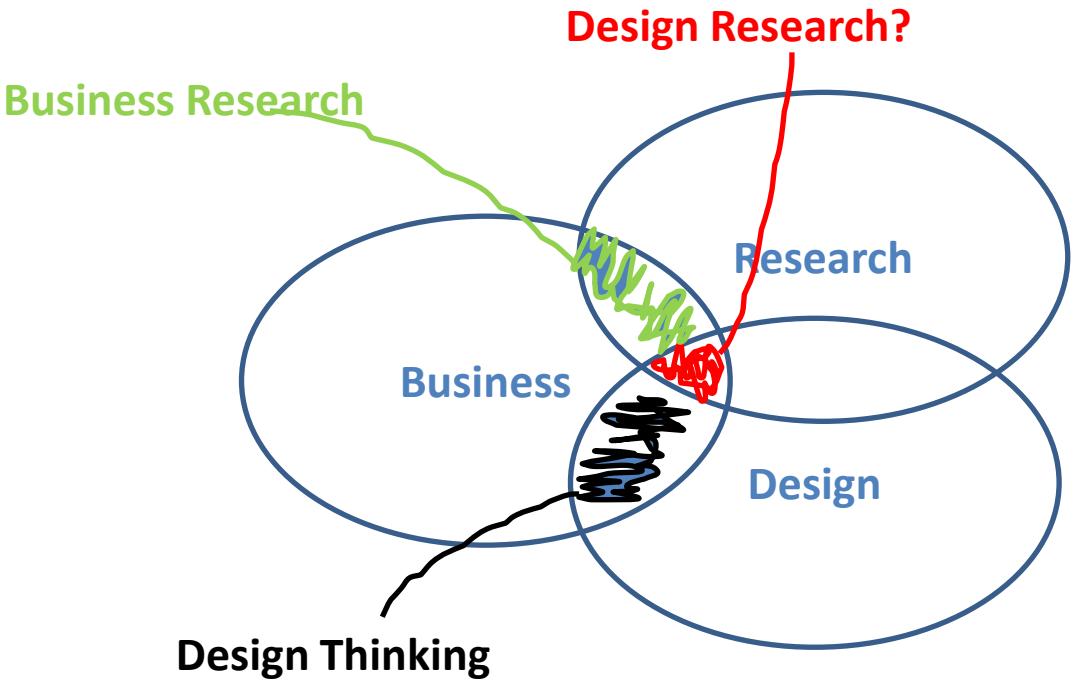
Experienc

alue Propositions

Business Models

We need to use the right type of prototype at the right time …

The Future of Design Thinking





Source: http://funnyshit.com.au/img/not-my-job-redux.jpg

Doing things right versus doing the right things.

Many Thanks

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