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UCC InterTrade Ireland Innovation Master Class Series: Design Thinking

Part 2

Applying Design Thinking

Paidi O'Reilly

Thursday, 30 June 2016, 9:00 AM - 2:30 PM

College Road, Cork, Co. Cork, Ireland

UCC
University College Cork, Ireland
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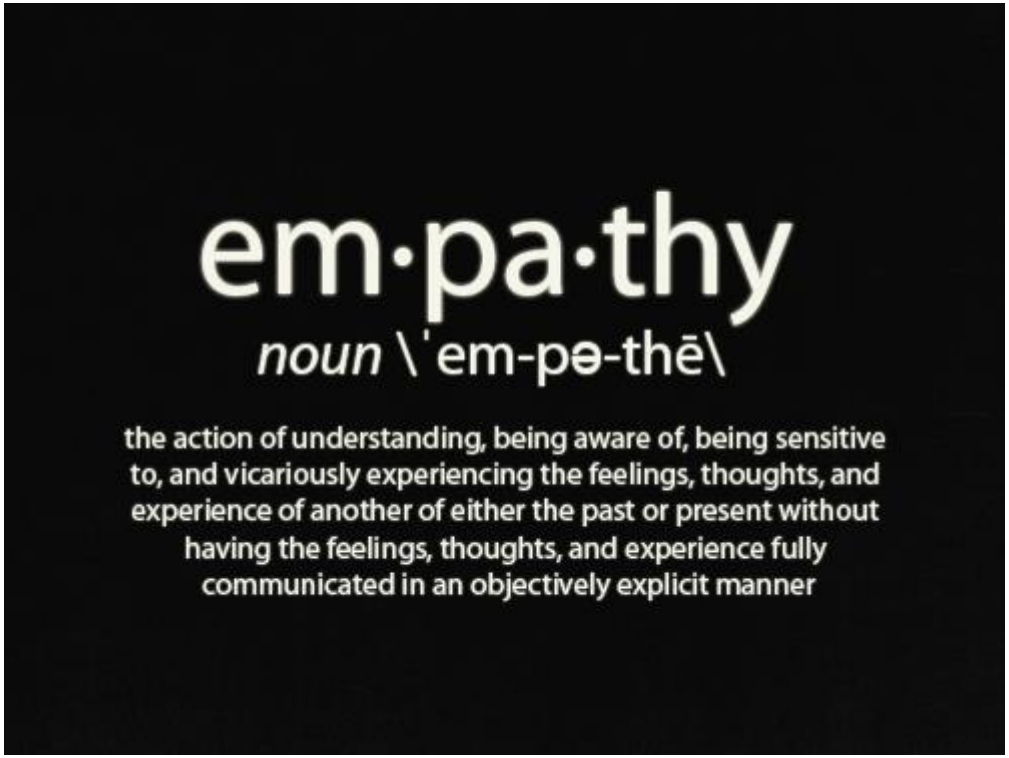
Introduction



Empathy Building

Empathy Building

We lack experience so …



"In the absence of direct experience, vicarious identification becomes our substitute"

Empathy Building

Source: http://www.slideshare.net/Marketing_Portugal/design-thinking-workshop-29500616

Don’t assume we can all do it …



Source: http://foodandspiritprofessional.com/wp-content/uploads/2014/12/crying-eyes.jpg

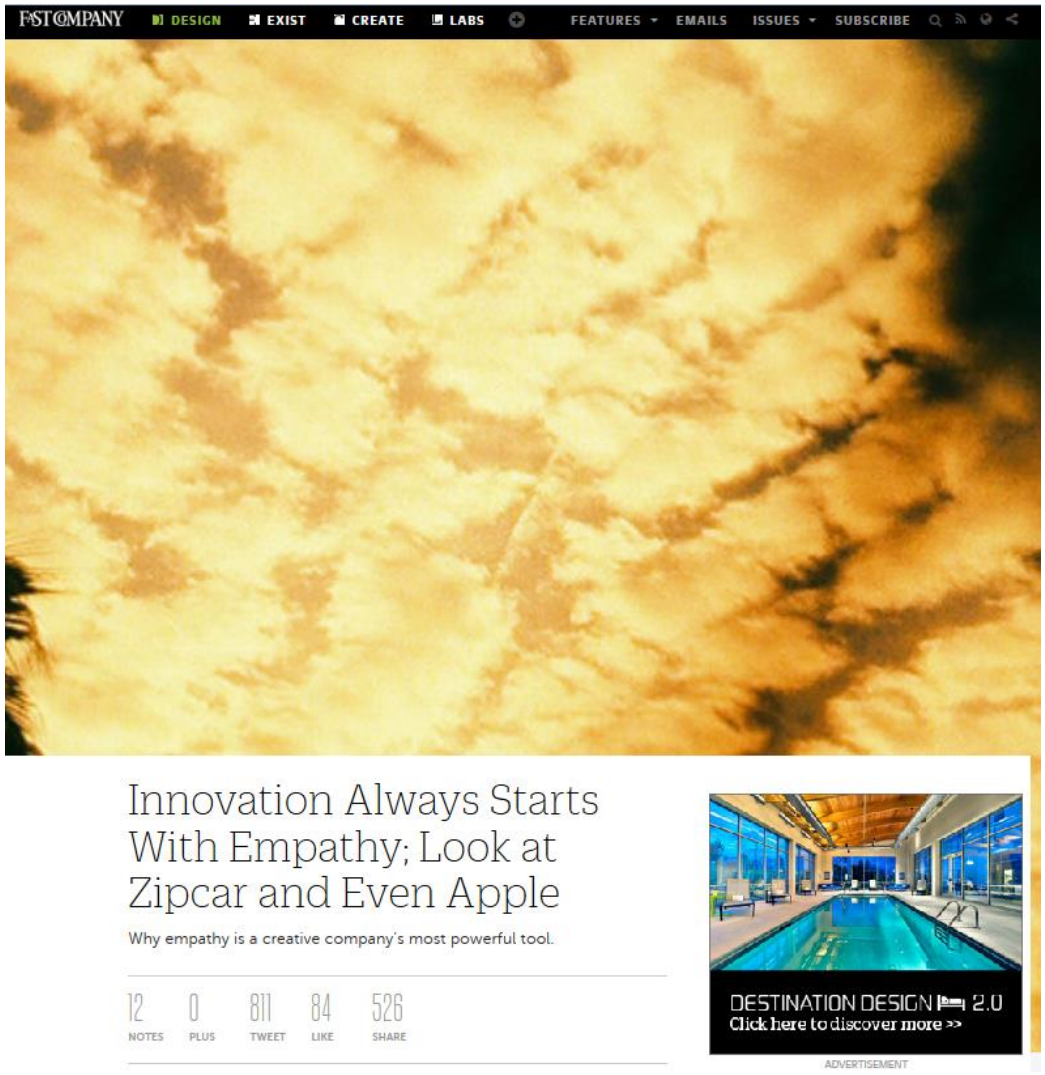
“Having some degree of compassion for others isn’t difficult for most people. However, ***some of the qualities and behaviors that can make a person successful in business can stand in the way of achieving empathy****. People who cannot temporarily let go of their role or status or set aside their own expertise or opinion will fail to empathize with others who have conflicting thoughts, experiences, or mental models …* ***Empathic design also may be hindered by an unsympathetic culture within the larger organization****. Management may lose touch with what customers and users are experiencing as its attention gets”.*

Source: http://www.ideo.com/images/uploads/news/pdfs/Empathy_on_the_Edge.pdf

Sensing Through Different Eyes

"Good user research is not a questionnaire that asks customers what they want … It's a tool for developing empathy … the end result … an internal understanding of what that user is like: The challenges she faces each day, the things that excite and concern her, and her motivations and values".

"Empathy building demands that you live the life of your users and hear what they are saying, even if their interests and values are different from yours".



Source: http://www.fastcodesign.com/1663453/innovation-always-starts-with-empathy-look-at-zipcar-and-even-apple

Empathy Building

It’s about building empathy



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



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

Empathy Building

Empathy Building Example



In an effort to pay tribute to the challenges of pregnancy as well as to their wives and mothers, three men have decided to wear 33-pound ***'empathy bellies'*** for one month straight … To spread awareness of their plight, the men are sharing the ups and downs of the experiment with readers on a site titled, appropriately enough, Three Pregnant Dads.

Source: https://www.youtube.com/watch?v=s24JGSbysKo

Empathy Building Examples







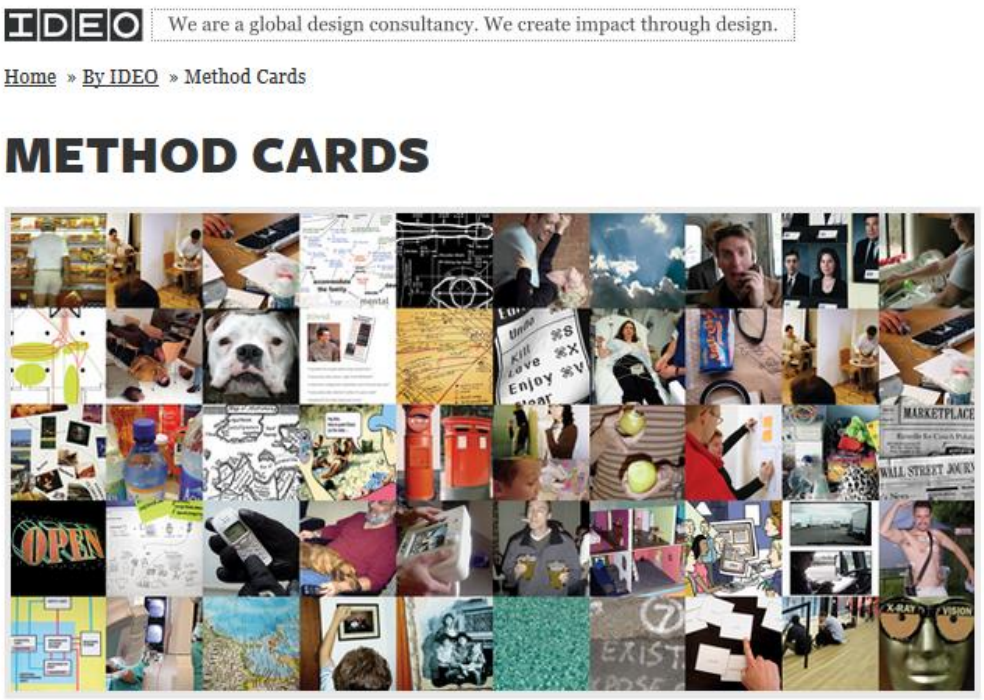
Source: http://www.ted.com/talks/tim_brown_on_creativity_and_play.html

Empathy Building Methods

Verbally based:
- Interviews
- Questionnaires
- Focus groups
- Day-in-the-life analysis
- Think aloud analysis
- Metaphor elicitation
- Be your customer

Non Verbally based
- Game playing
- Cultural probes
- Visual journals
- Fly-on-the-wall observat
- Customer shadowing

Simulation
- Role playing
- Co-design
- Experience prototype
- Real fictions



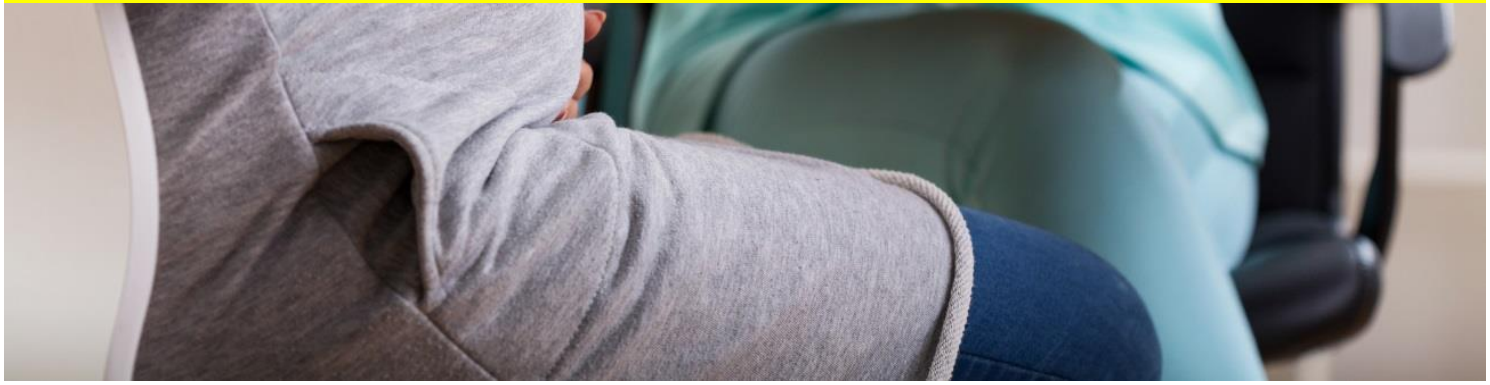
Source: http://www.ideo.com/by-ideo/method-cards

Empathy Building



Framing the Opportunity Space

Exploration Stage



Different Types of Problems

A problem occurs when there is tension between what "*is*“ and what "*should be*"; between the actual situation and the ideal.

A problem:

- expresses the difference between the hoped for and the actual situation;
- is directly or indirectly related to a desired outcome or standard of behavior

If you want to resolve the (root) problem, treat the cause, not the symptom.



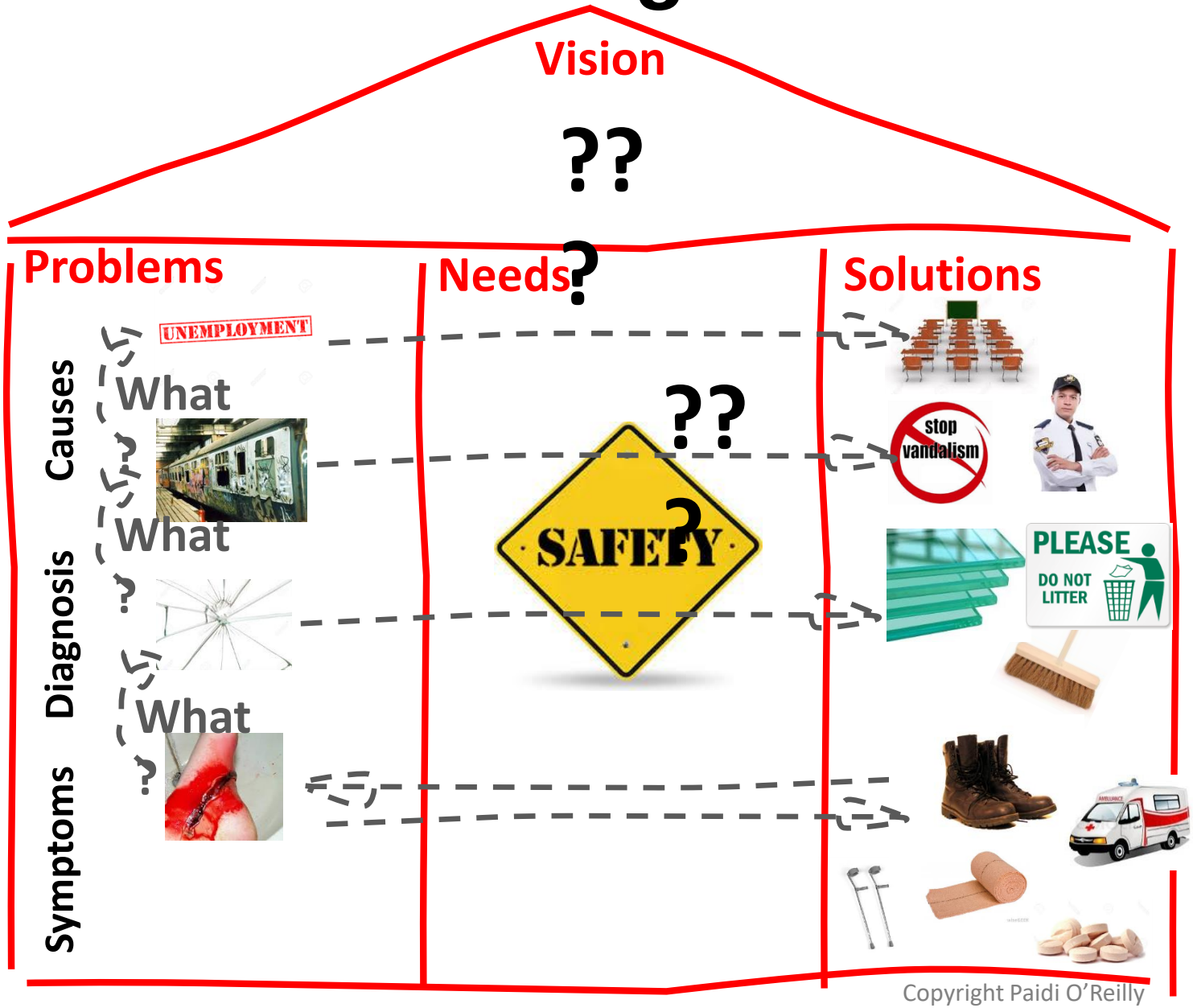
Source: http://www.peoplespharmacy.com/2013/01/07/should-you-fight-fever-when-you-have-flu/

You can easily confuse symptoms with underlying causes

Reframing the Problem

Opportunity Canvas

Problem Finding



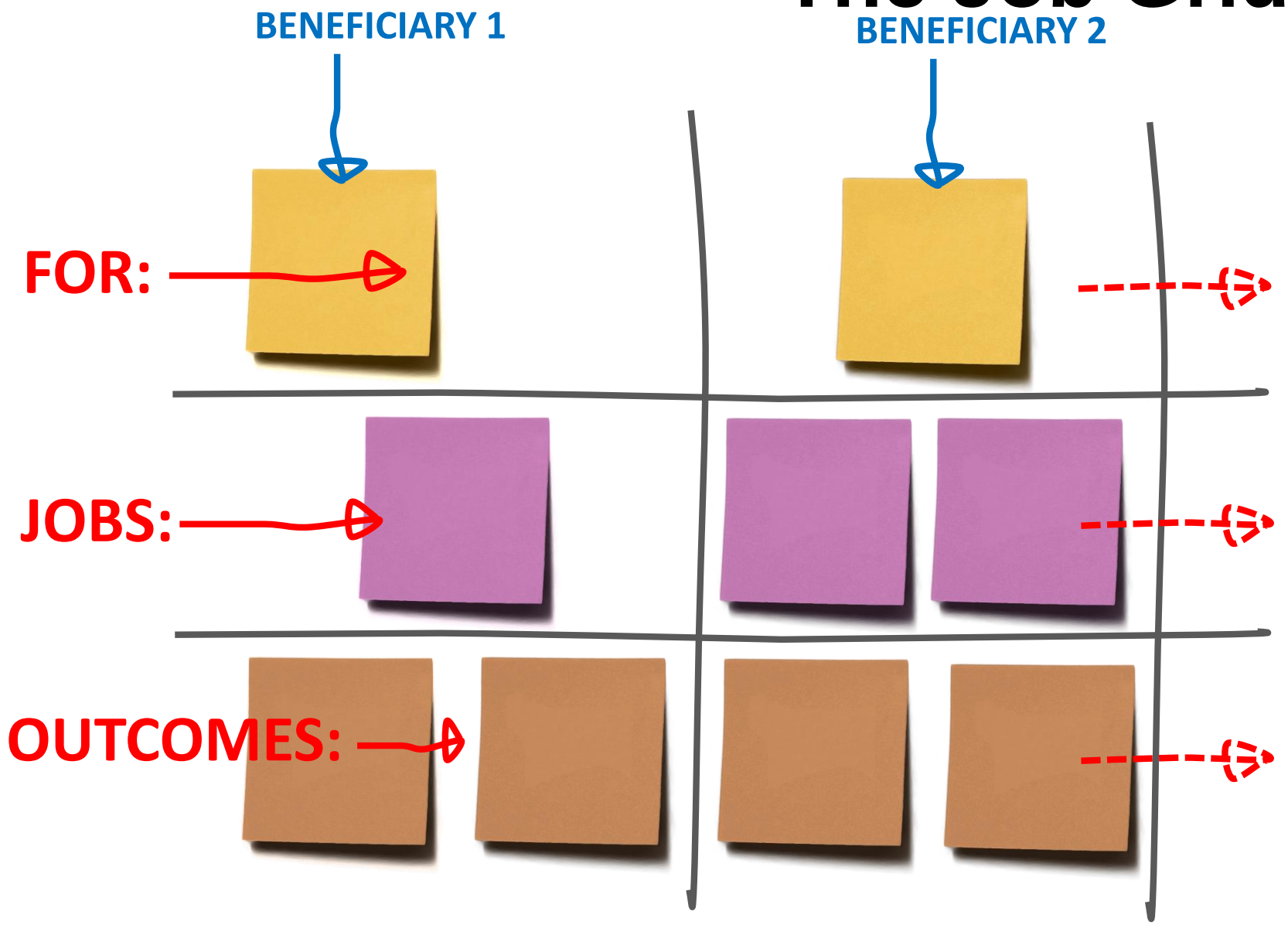
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Exploring for Opportunities

Exploration Stage

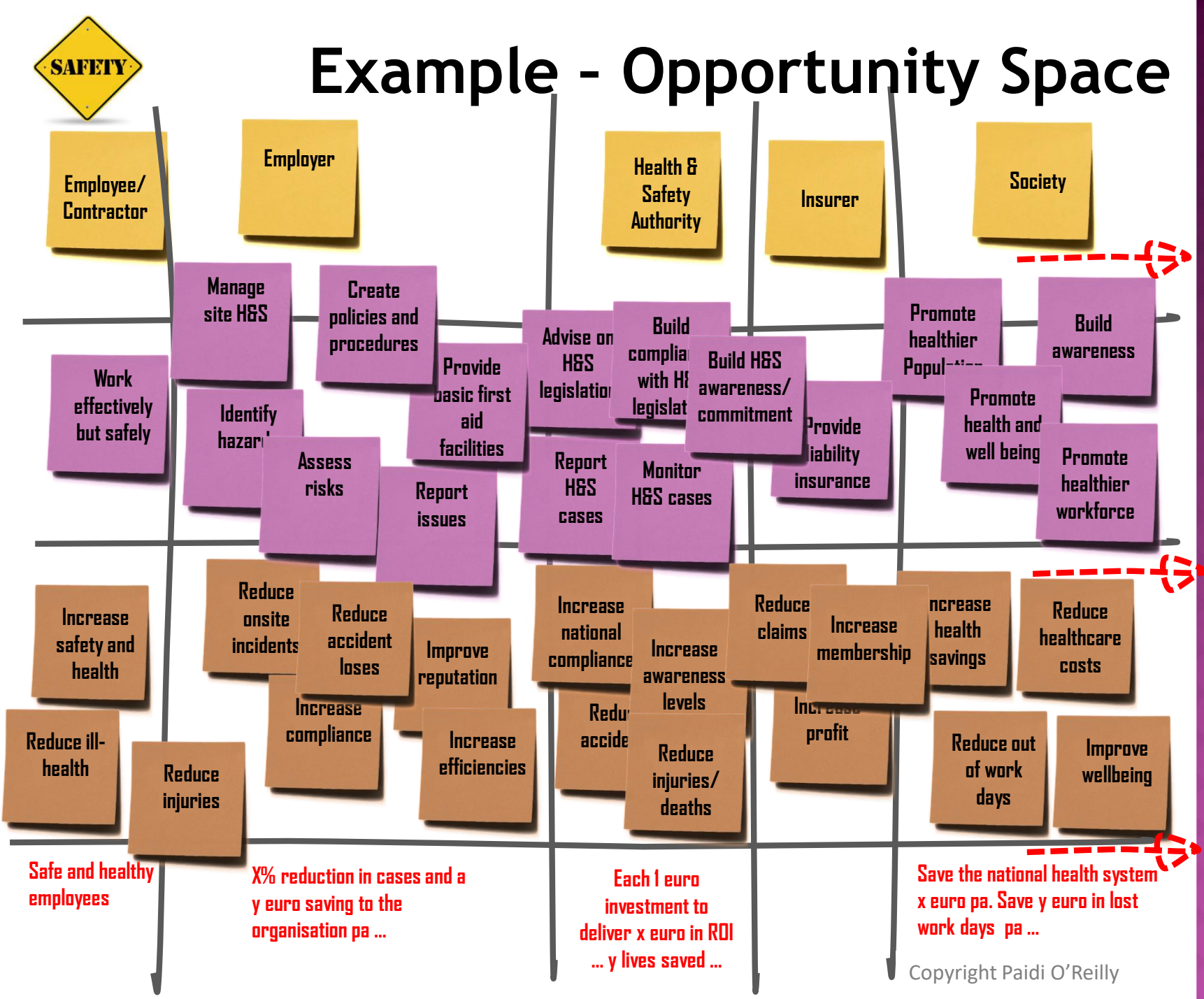
The Job Grid



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Example - Opportunity Space



Jobs Mapping

Copyright Paidi O'Reilly

Scoring the Opportunities



For each job:

1. Mark (out of 10) the current <u>importance</u> of that 'how' (as perceived by the beneficiary).
2. Mark (out of 10) the current <u>satisfaction</u> with the 'how' (as perceived by the beneficiary).
3. Score the likely impact of the 'what'.
4. Explain what you have written to your neighbours to make sure that it makes sense.



Prompt:
Use the formula:
importance + max(importance – satisfaction,0)



Jobs Mapping

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Understanding the Opportunities

Understanding Stage

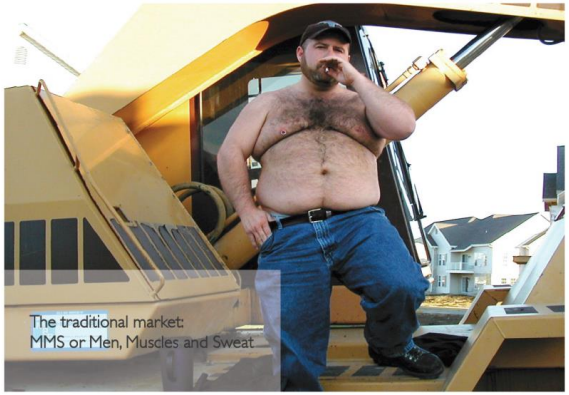
Which Persona?





http://www.slideshare.net/pstaehler/from-an-idea-to-a-great-and-sustainable-business-model

Isolating the personas …





Who?

What?

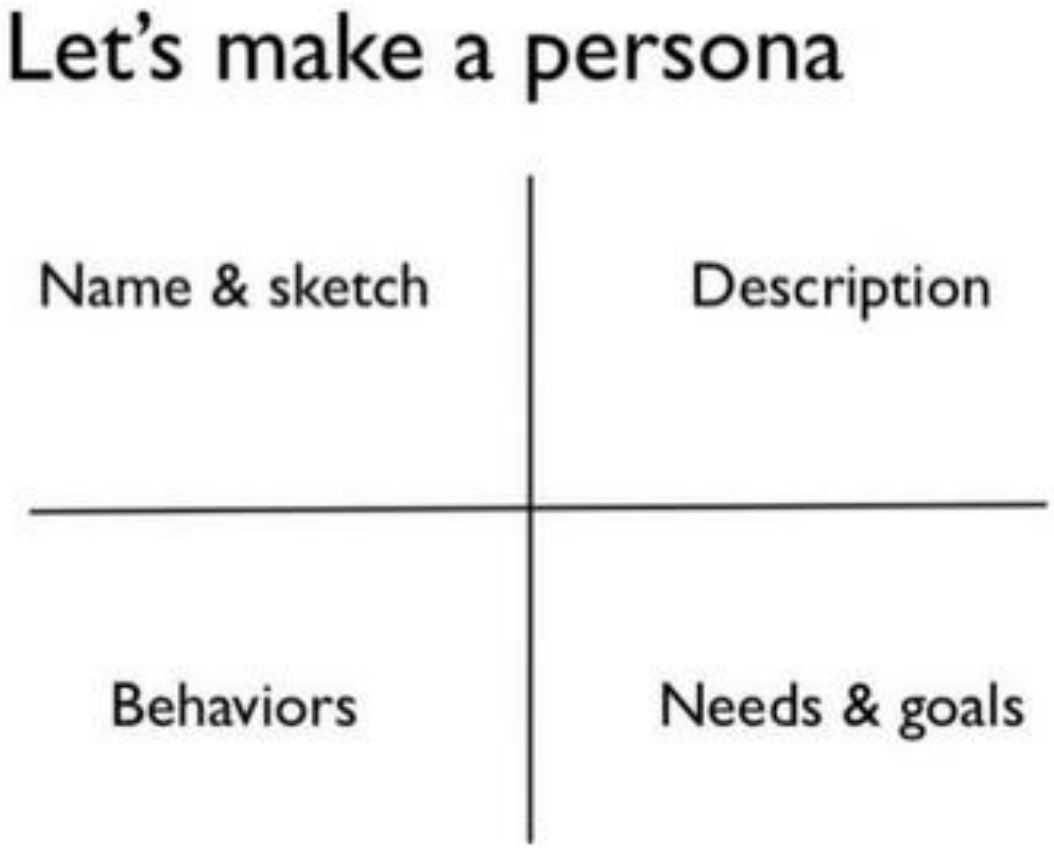
Why?

These simple and primarily demographic details provide context, put a face to the name, and bring the character to life.

These details truly differentiate one persona from another, and will turn them into 'real persons' in the eyes of your team. They will also inform how your product could fit into the person's life.

Persona Profiling

Persona Profiling Tools



Source: http://www.slideshare.net/BillyChoi/persona-scenario-design

Persona Profiling Tools



Name: Breda
Location: Cork
Marital Status: Married
Age: 38
Occupation: Vet
Risk profile: At high risk of hypertension during pregnancy. She has type II diabetes and it has been 10 years since her last pregnancy.

Persona Profiling Tools



Name: Breda
Location: Cork
Marital Status: Married
Age: 38
Occupation: Vet
Risk profile: At high risk of hypertension during pregnancy. She has type II diabetes and it has been 10 years since her last pregnancy.

"At the start I felt great, really great when I discovered I was pregnant. My husband was really excited too. We had had a few false alarms a couple of months previously and that had really got us warmed up for the idea of being pregnant. And we'd actually been disappointed when the tests had come out negative on previous occasions".

"I think I was running on adrenalin during the early stages of my pregnancy. I experienced tiredness definitely and my friends told me I was looking tired. And at the same time I was concerned about pregnancy and whether or not I was too old".

"A few reality checks brought home that this was real. I started to get worried when my BP started to rise and I was distraught when I was diagnosed with severe gestational hypertension at week 24. I was admitted but fortunately my BP quickly stabilised and my diagnosis changed to white-coat hypertension. I'm taking no chances from here on in".



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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