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UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

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
Coláiste na hOllscoile Corcaigh

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Introduction

Empathy Building

We lack experience so …

em·pa·thy

noun \ˈem-pə-thē\

the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

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

Empathy Building

Don't assume we can all do it …

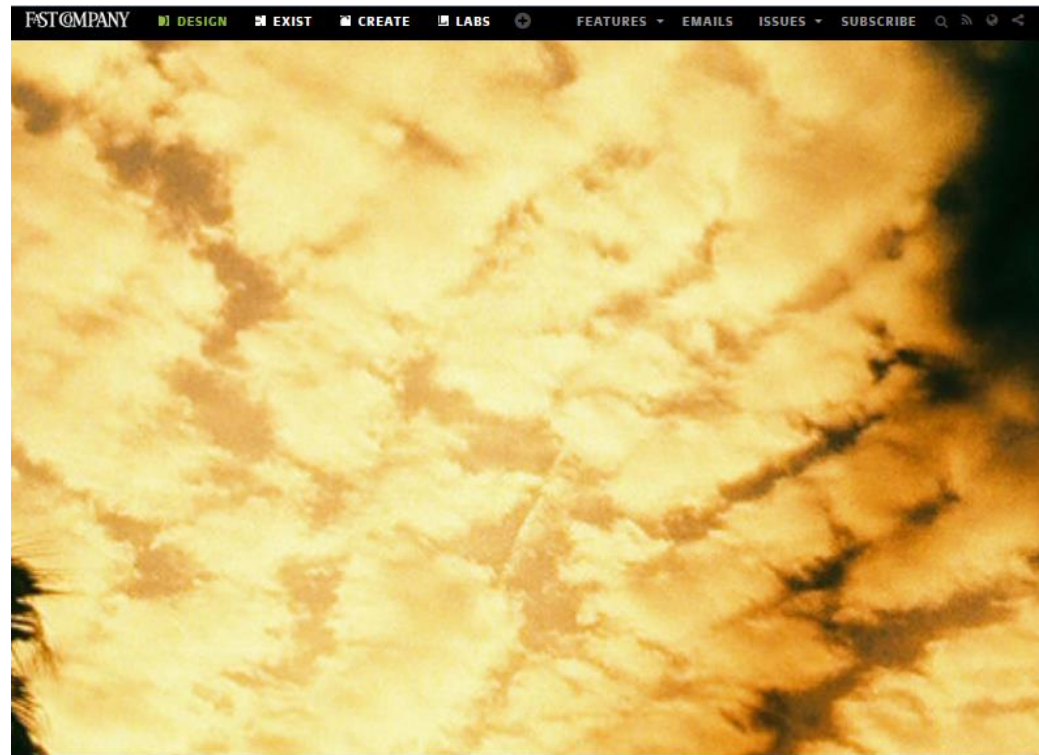Source: http://foodandspiritprofessional.com/wp-content/uploads/2014/12/crying-eyes.jpg

*"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".*

Empathy Building

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".

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

3 Pregnant Dads: Week 1
The Book of Everyone
Subscribe
15,659 views

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.

Empathy Building

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

Empathy Building Examples

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

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

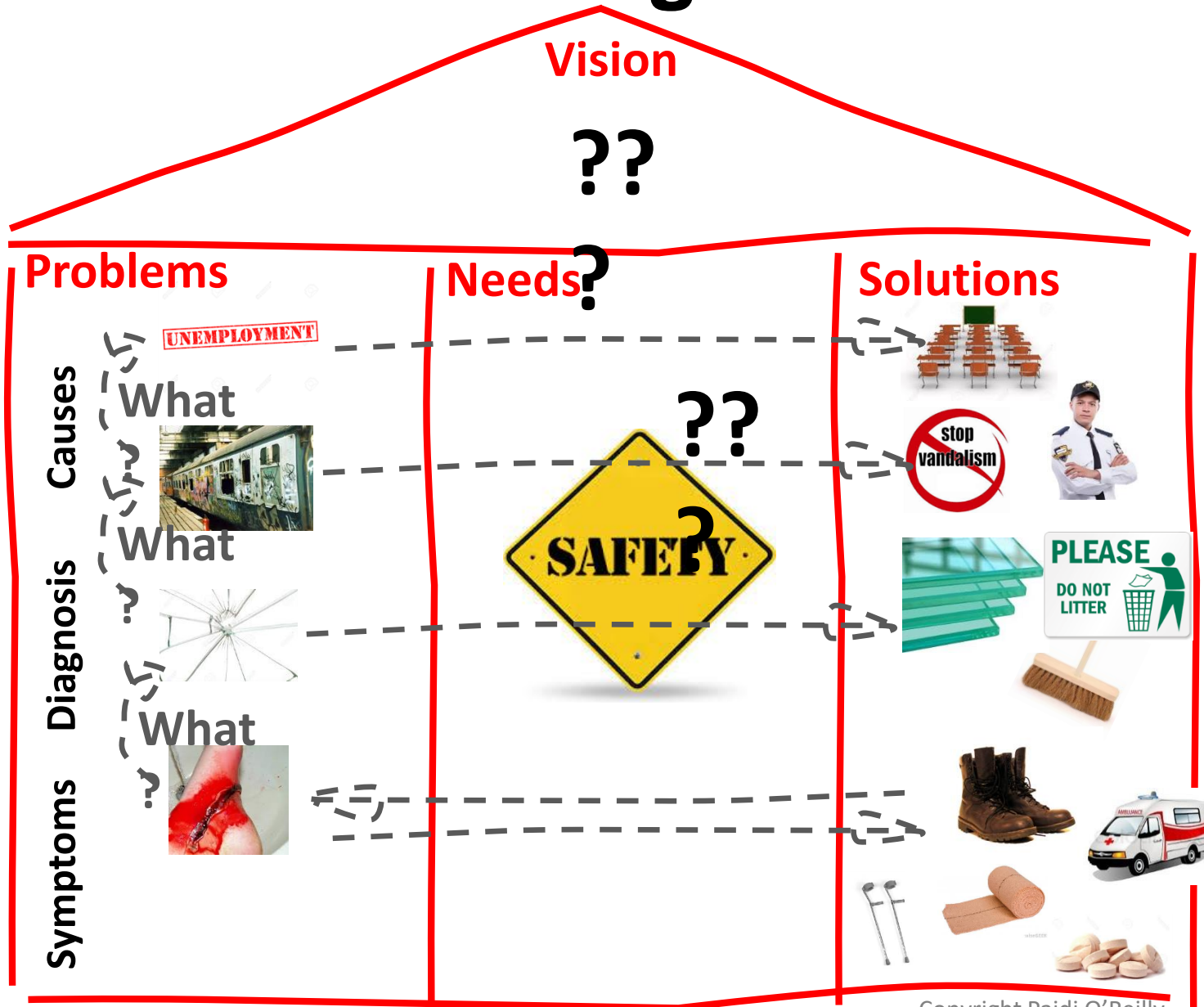If you want to resolve the (root) problem, treat the cause, not the symptom.

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

You can easily confuse symptoms with underlying causes

Exploring for Opportunities

Exploration Stage

The Job Grid
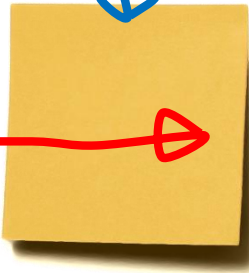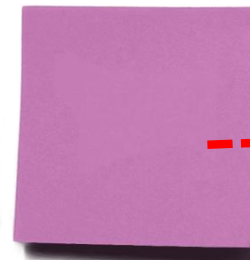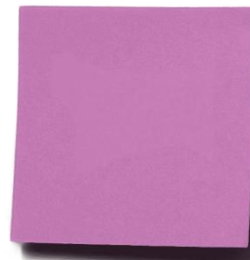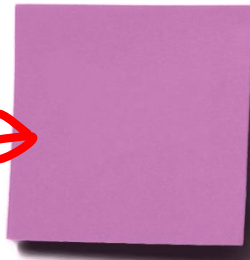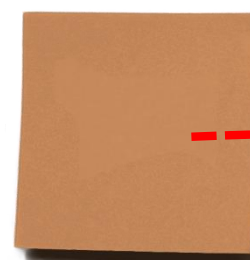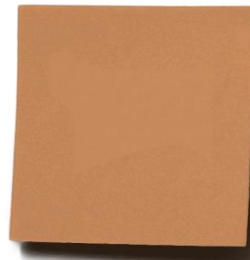
Jobs Mapping

Example – Opportunity Space

SAFETY

Jobs Mapping

Employee/Contractor	Employer	Health & Safety Authority	Insurer	Society

Purple notes:
- Work effectively but safely
- Manage site H&S
- Identify hazards
- Create policies and procedures
- Assess risks
- Provide basic first aid facilities
- Report issues
- Advise on H&S legislation
- Build compliance with H&S legislation
- Report H&S cases
- Build H&S awareness/commitment
- Monitor H&S cases
- Provide liability insurance
- Promote healthier Population
- Promote health and well being
- Build awareness
- Promote healthier workforce

Brown notes:
- Increase safety and health
- Reduce ill-health
- Reduce injuries
- Reduce onsite incidents
- Reduce accident loses
- Increase compliance
- Improve reputation
- Increase efficiencies
- Increase national compliance
- Increase awareness levels
- Reduce accidents
- Reduce injuries/deaths
- Reduce claims
- Increase membership
- Increase profit
- Increase health savings
- Reduce out of work days
- Reduce healthcare costs
- Improve wellbeing

Bottom red text:
- Safe and healthy employees
- X% reduction in cases and a y euro saving to the organisation pa …
- Each 1 euro investment to deliver x euro in ROI … y lives saved …
- Save the national health system x euro pa. Save y euro in lost work days pa …

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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)

Understanding the Opportunities

Understanding Stage

Which Persona?

The traditional market:
MMS or Men, Muscles and Sweat

The solution: Tools for the
IKEA Generation

Persona Profiling

Isolating the personas ...

The traditional market: MMS or Men, Muscles and Sweat

The solution: Tools for the IKEA Generation
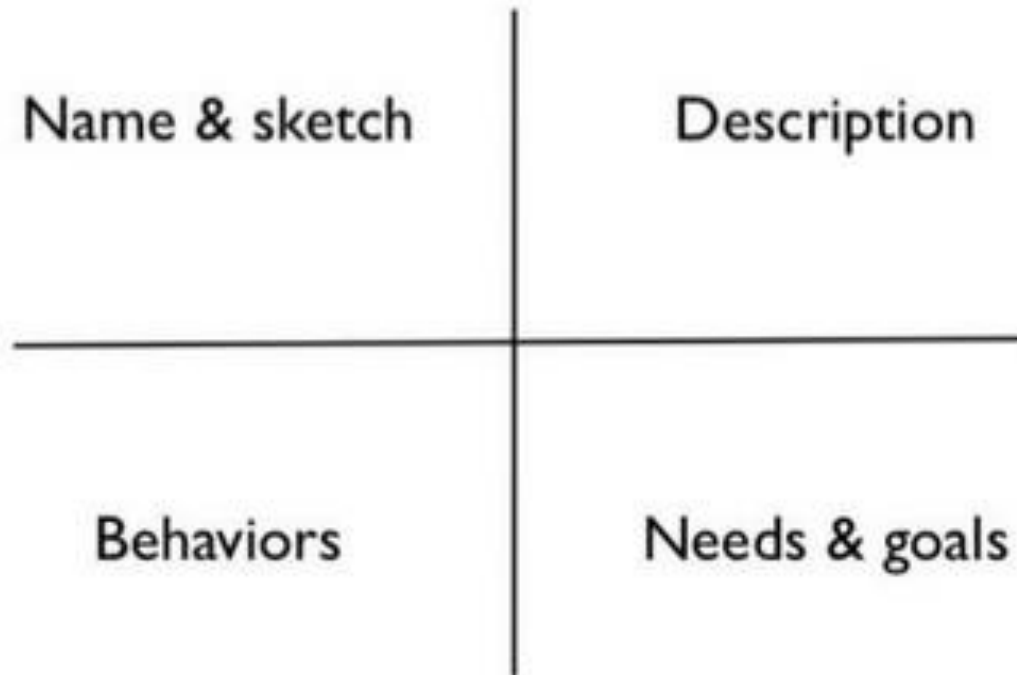
Who?

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

Let's make a persona

Name & sketch	Description
Behaviors	Needs & goals

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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