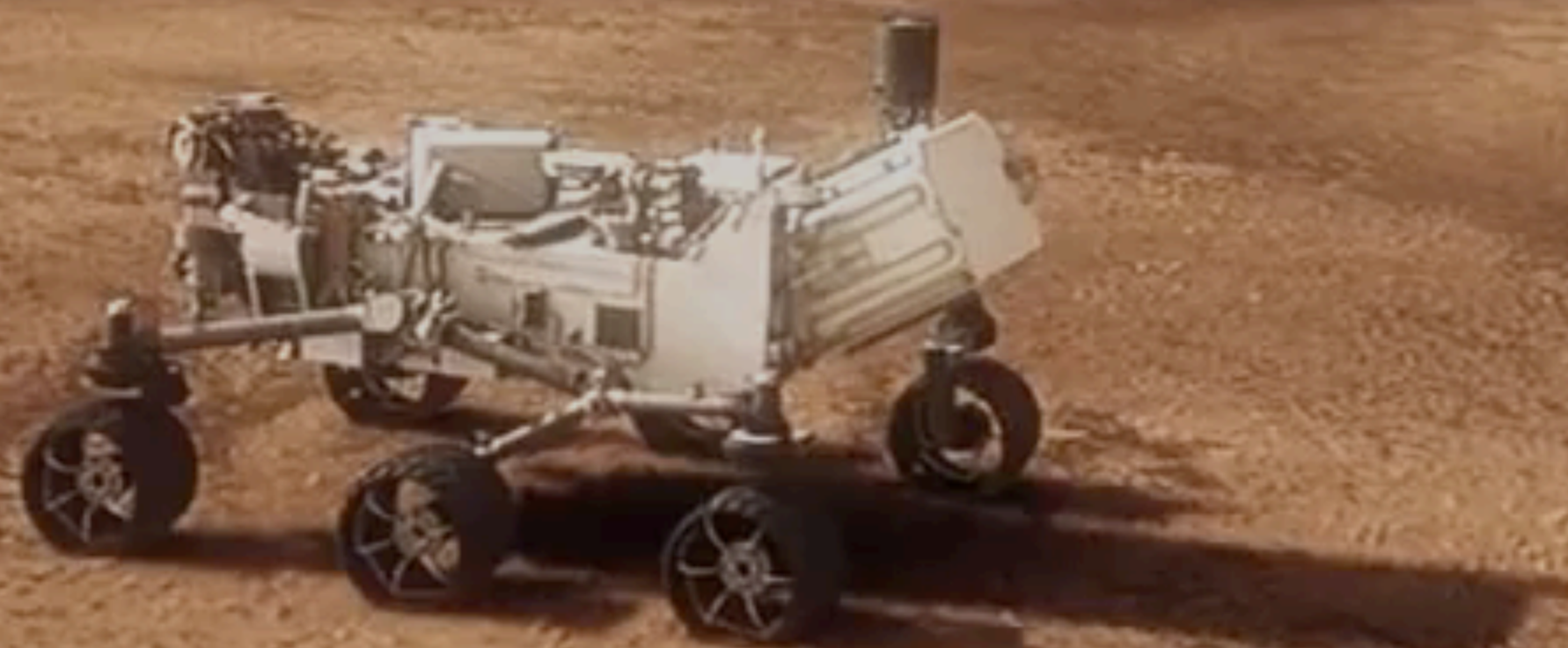




# DSGN 1 - The Design of Everyday Things

Jim Hollan and Michael W. Meyer  
Winter 2017

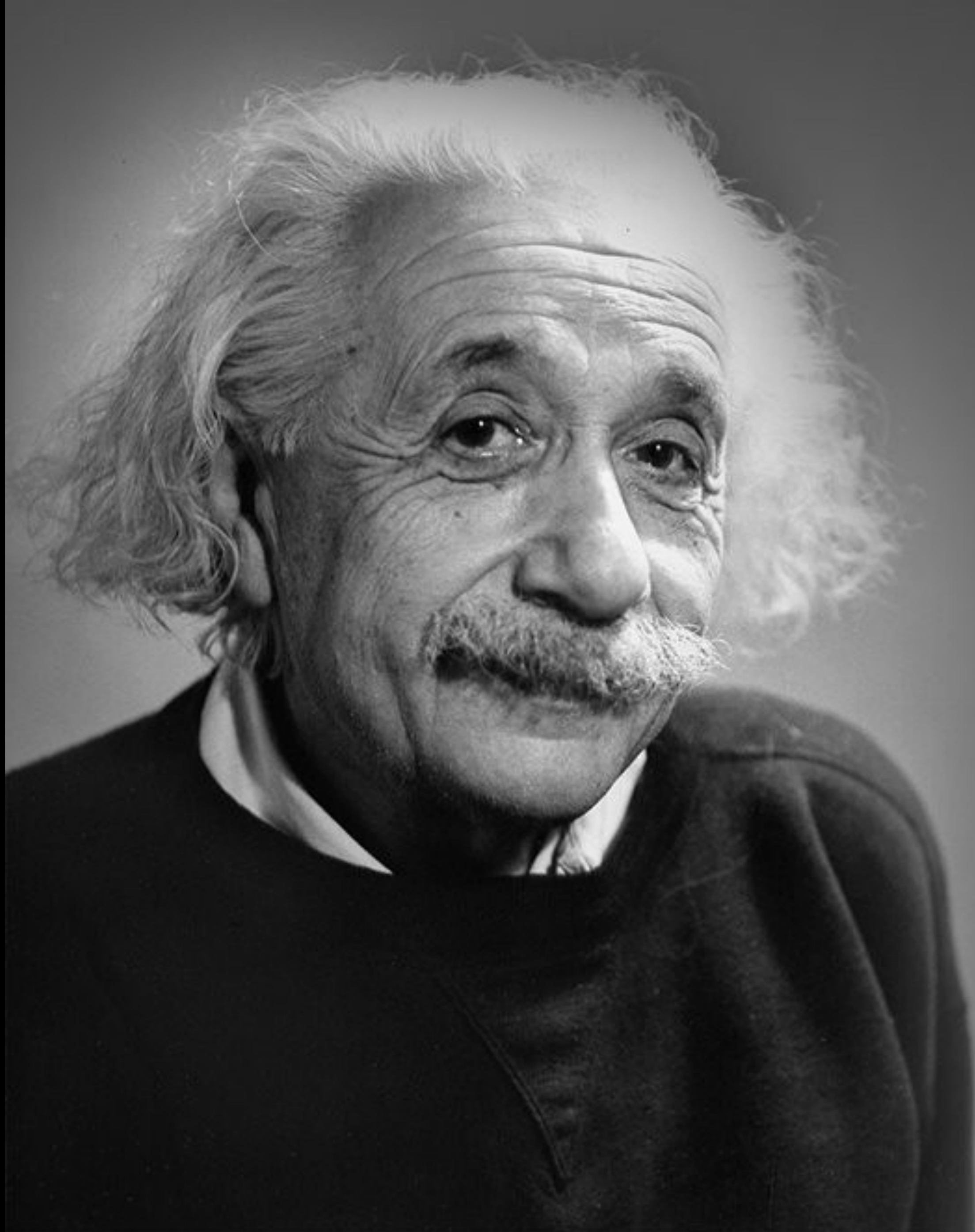
Welcome







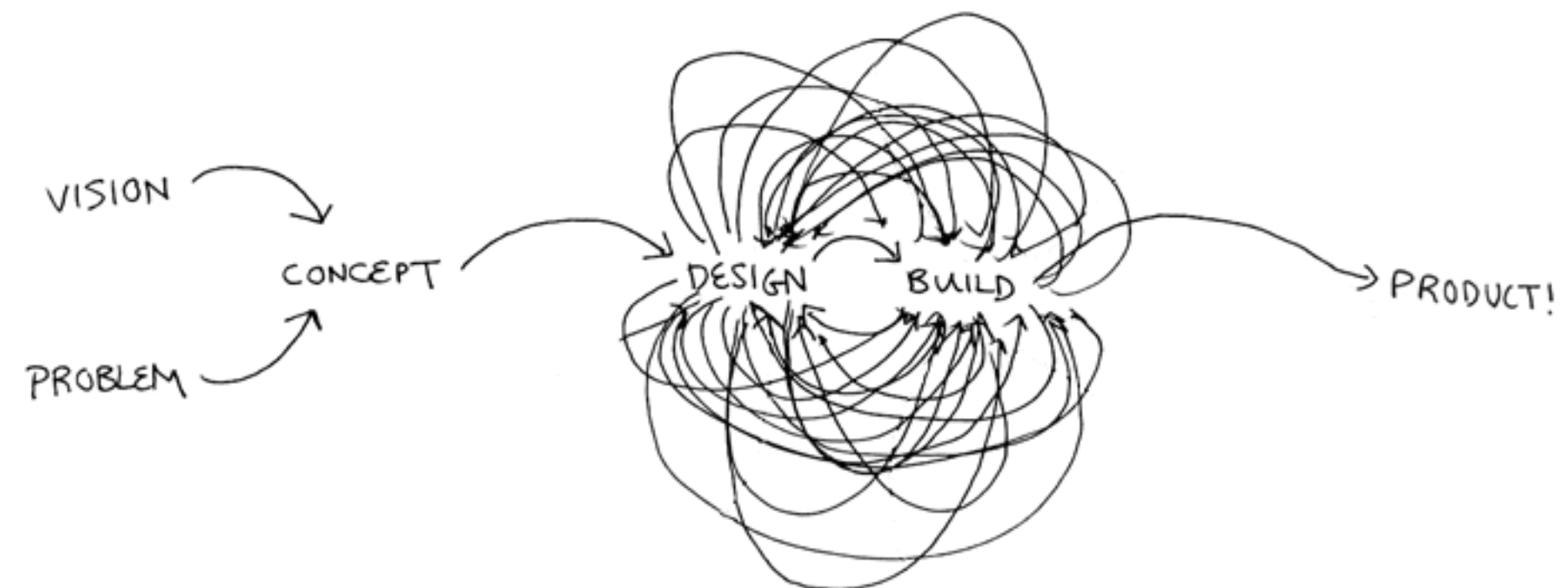
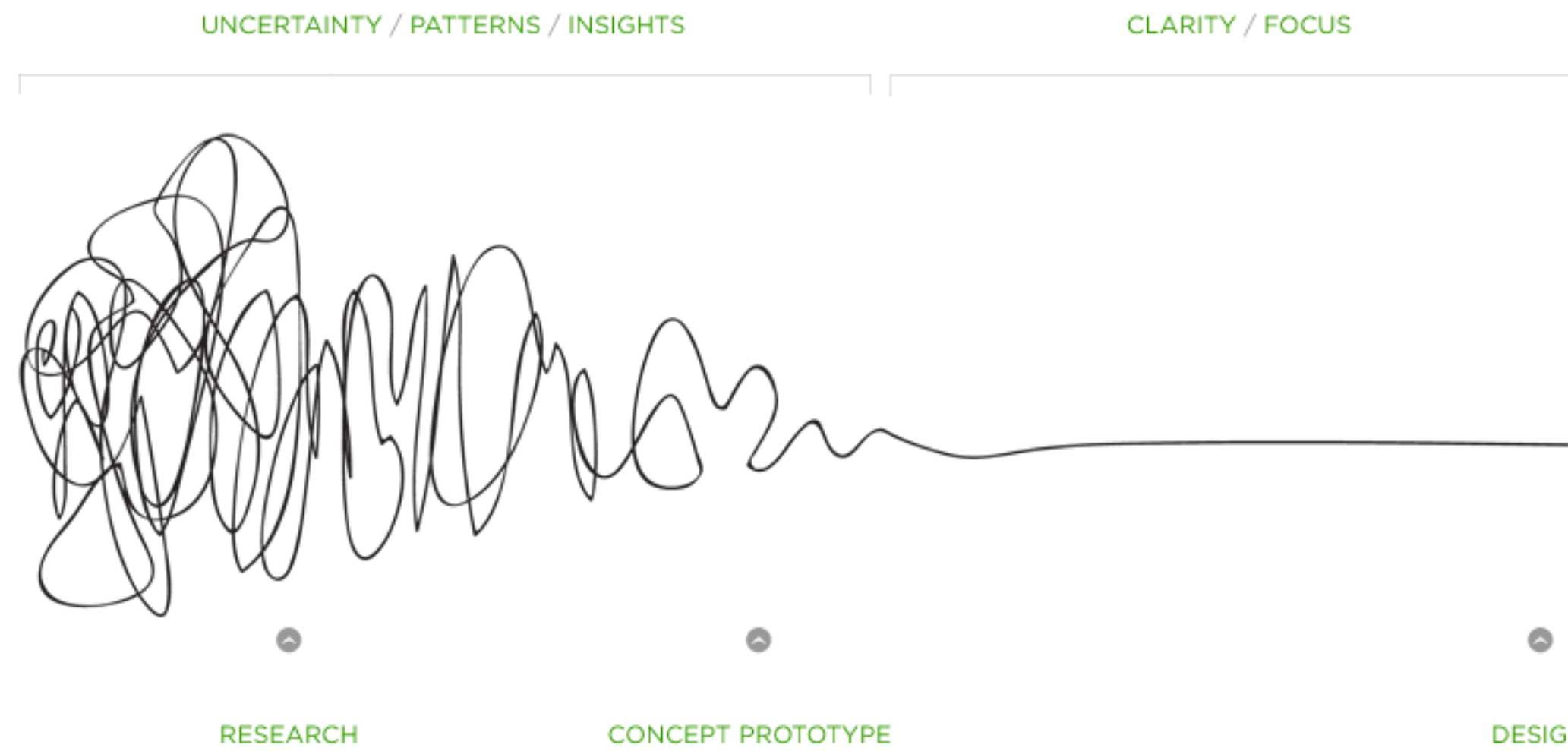


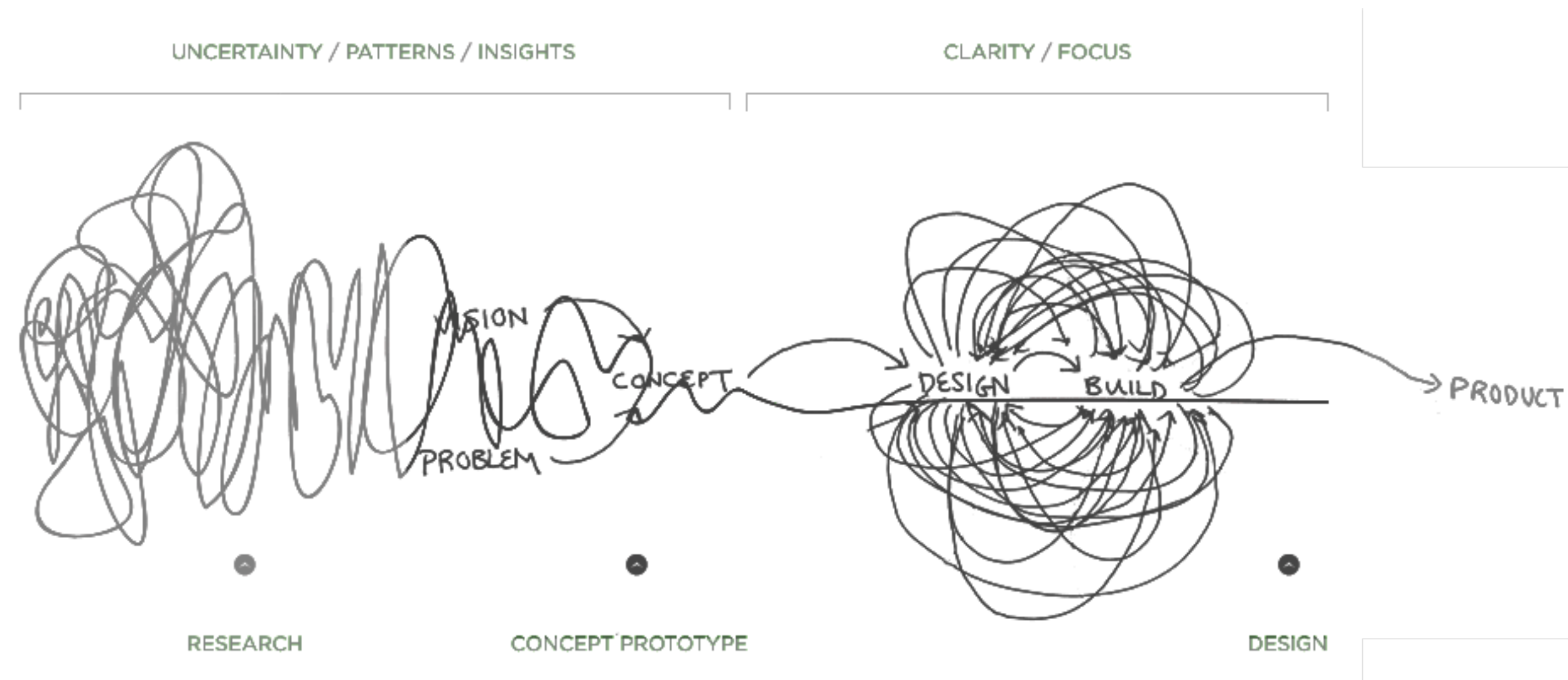




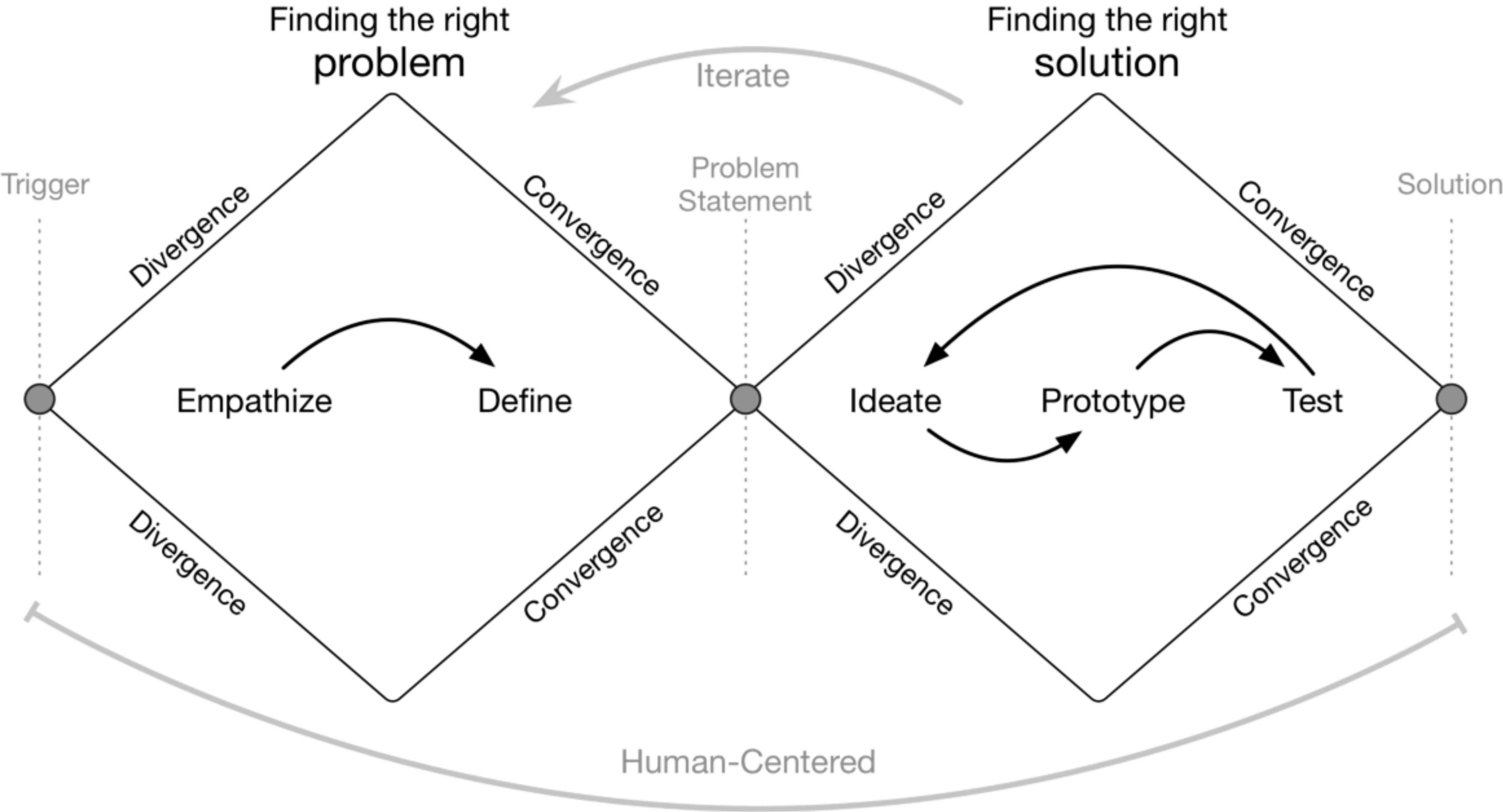
Mythology



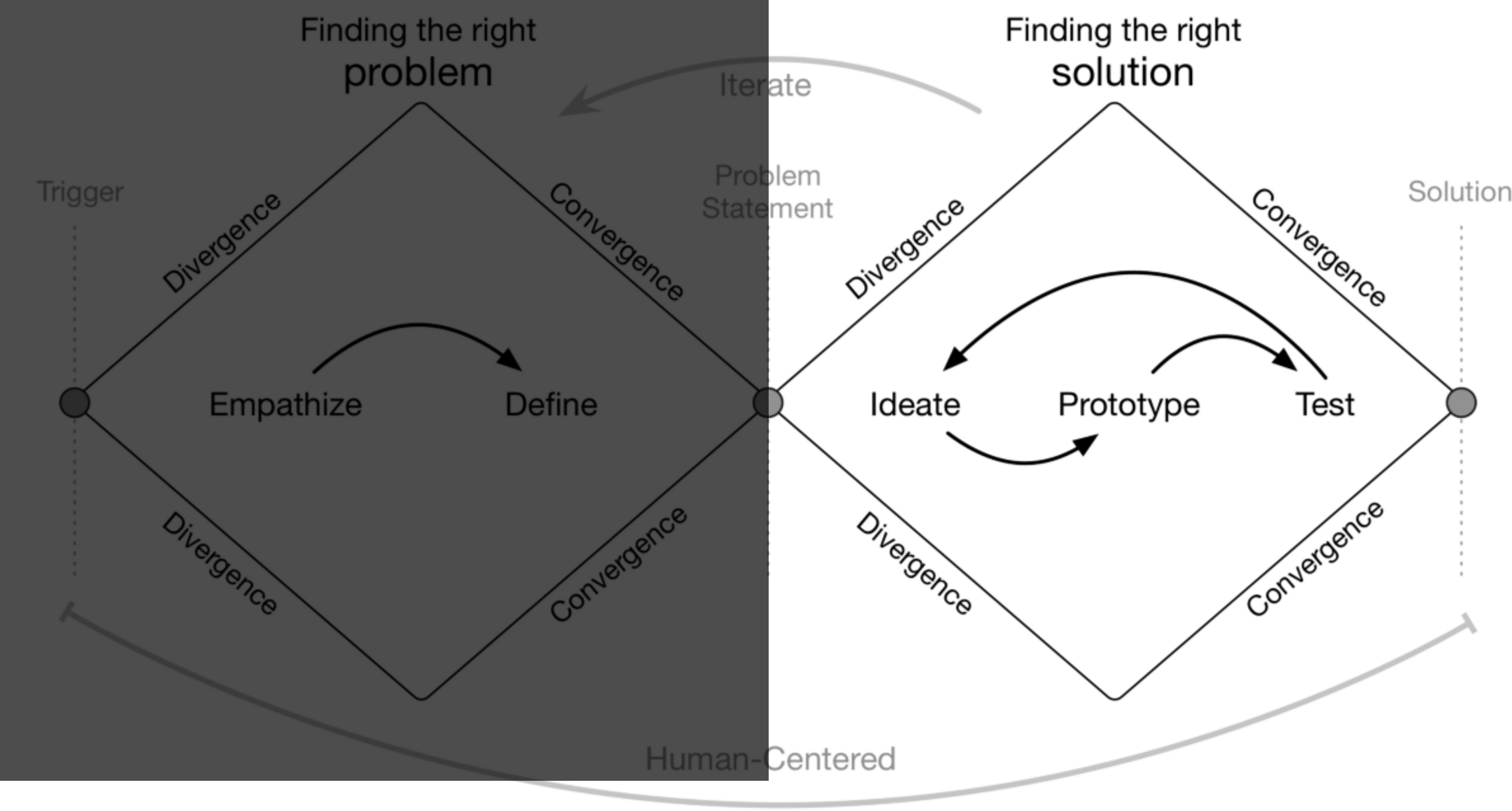




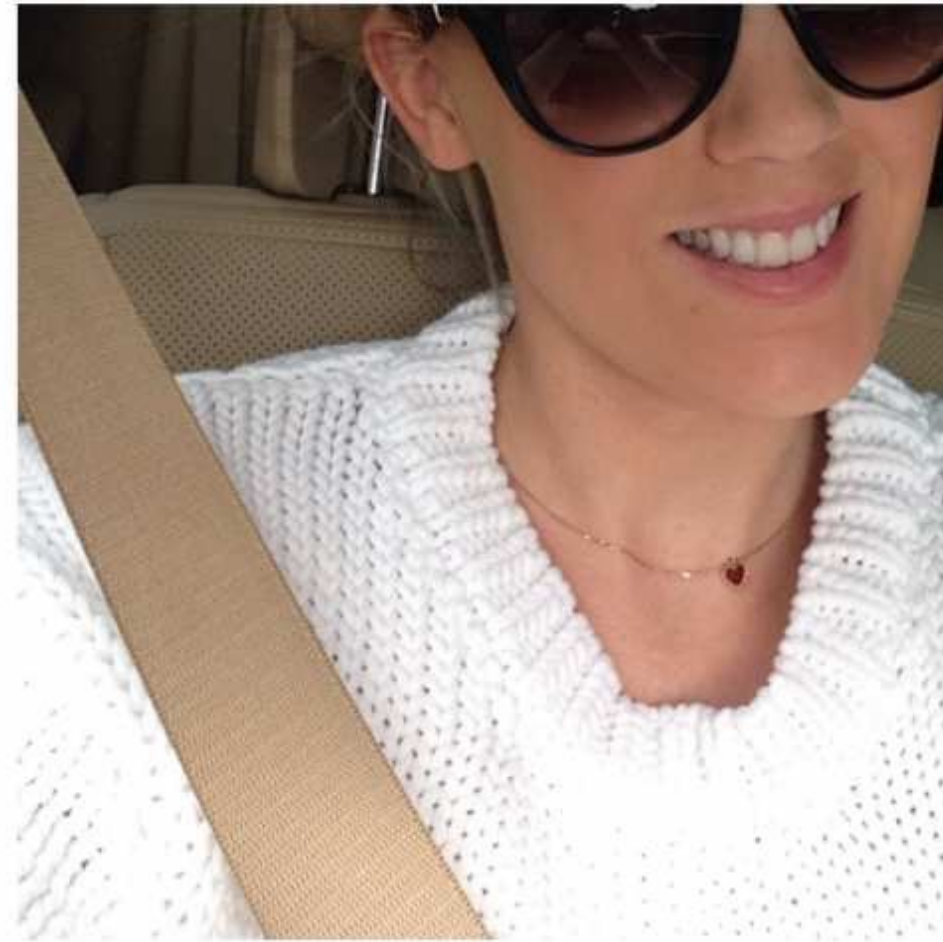
The New Double Diamond Model of Design Thinking



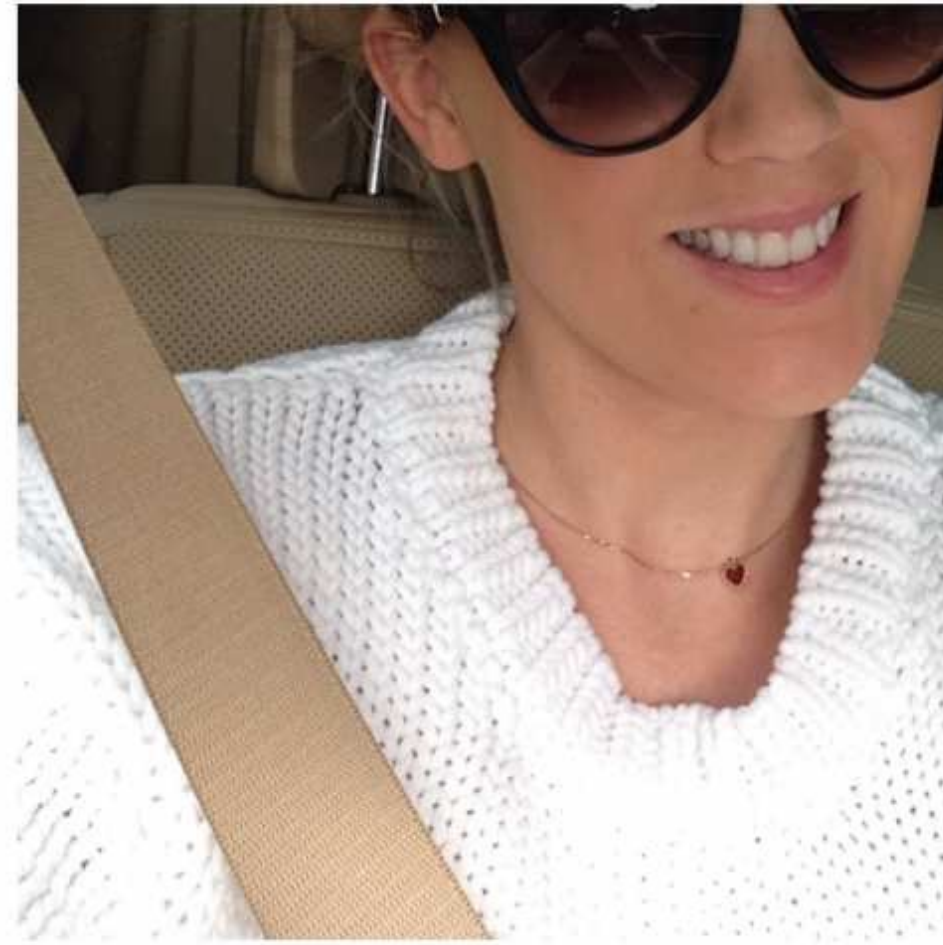
The New Double Diamond Model of Design Thinking



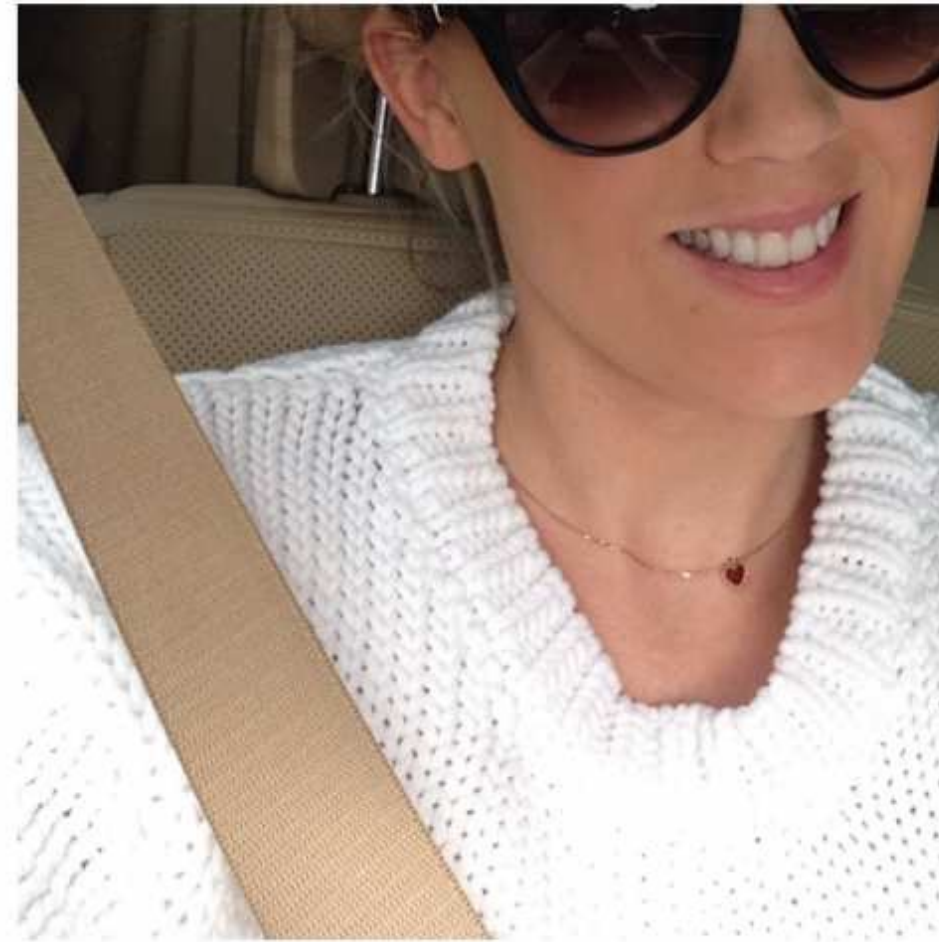
# A story of competition



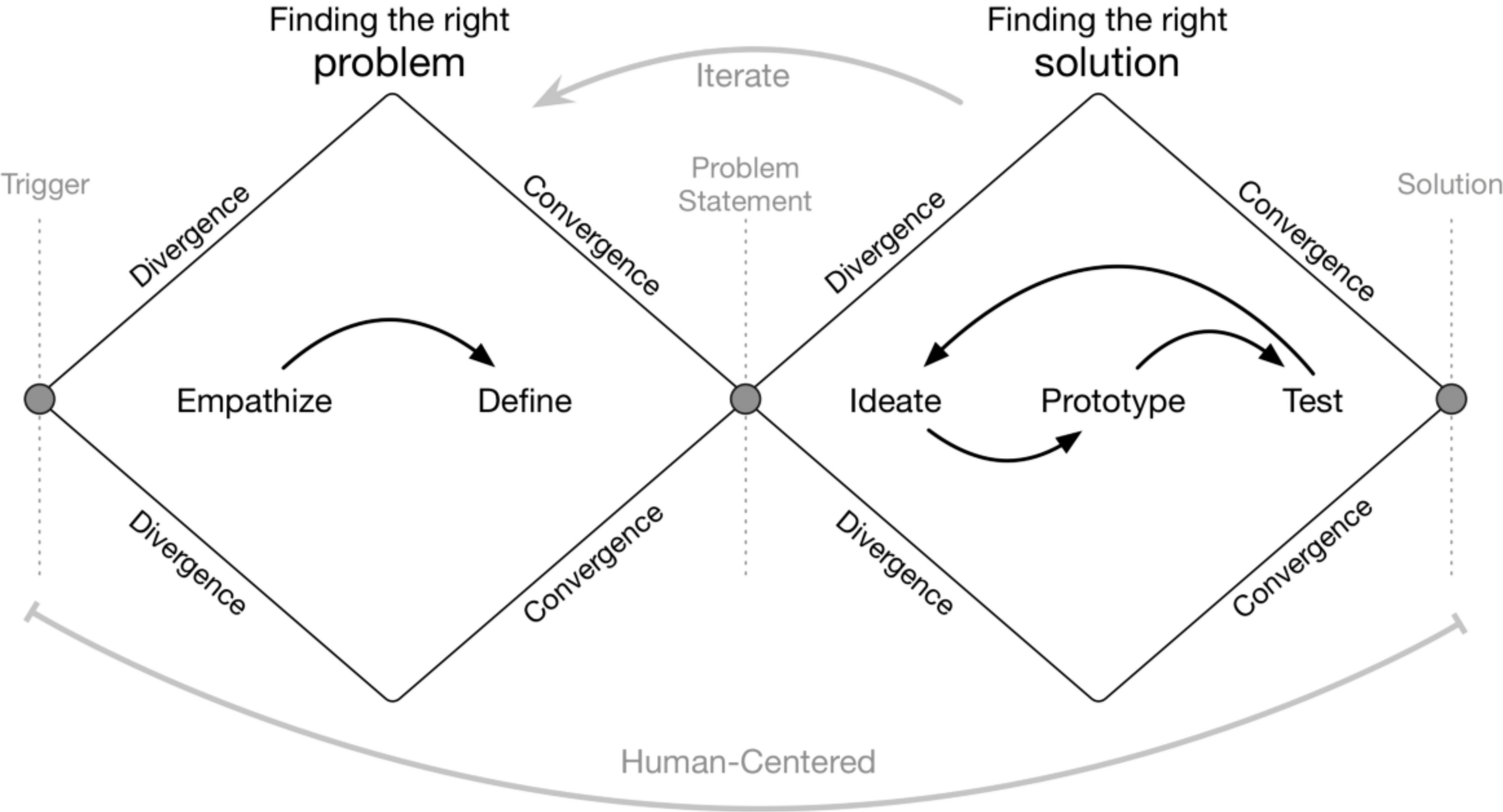
# The supposed competitor



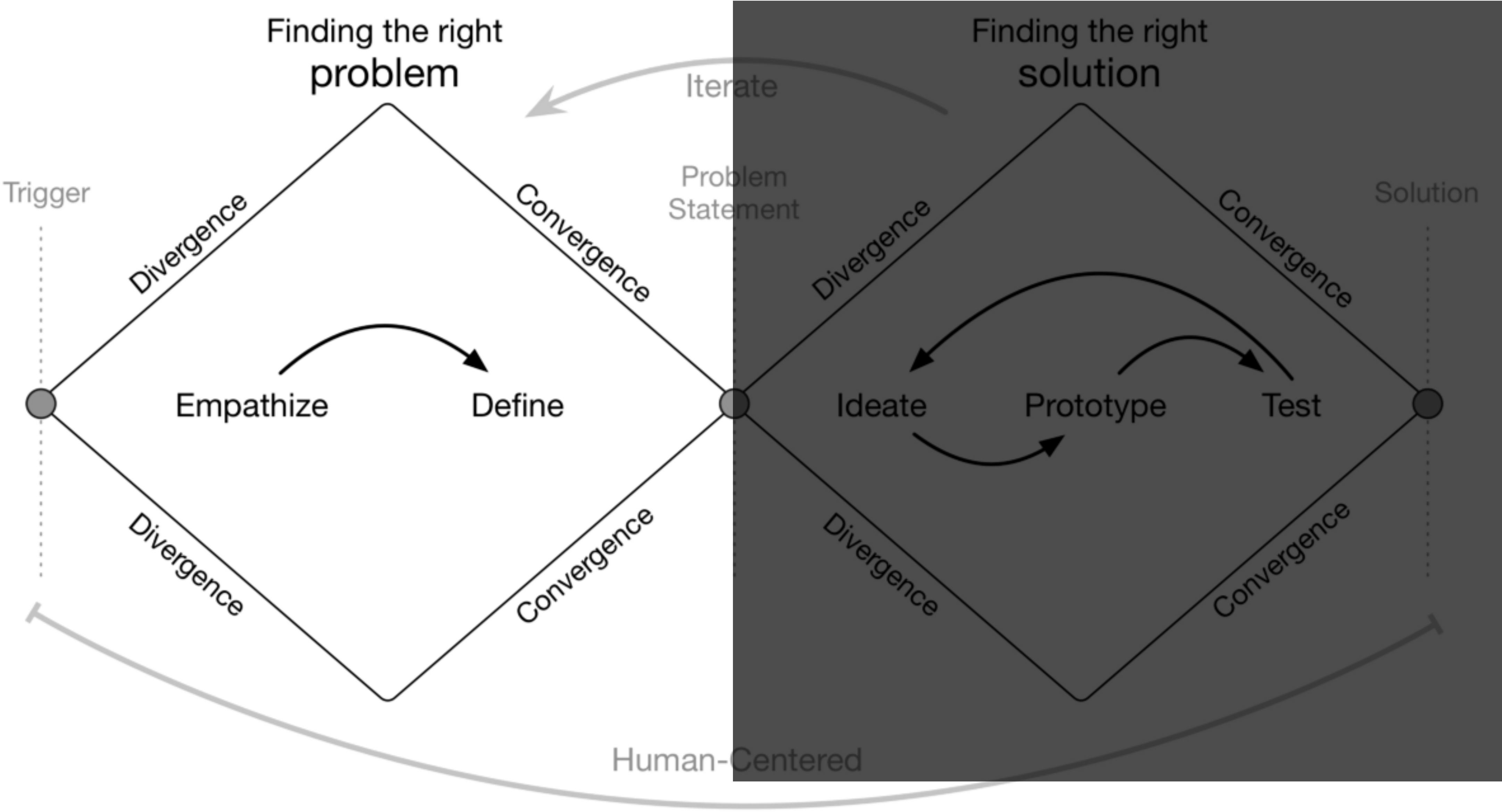
# The real competitor



The New Double Diamond Model of Design Thinking



The New Double Diamond Model of Design Thinking



# Activities, Needs & Constraints

What do we know?  
(Knowledge Gathering)



# Silent Brainstorming

A photograph of a diverse group of people sitting in a circle, engaged in conversation. The people are of various ethnicities and ages, all smiling and looking towards each other. The setting appears to be an indoor space with large windows in the background. The word "Conversation" is overlaid in white text in the center of the image.

# Conversation

A group of five people (three women and two men) are sitting in a circle, engaged in a structured conversation. The woman on the left is wearing a blue plaid shirt. The woman next to her is wearing a green shirt and glasses. The man in the center is wearing a blue and white checkered shirt. The woman on the right is wearing a yellow cardigan over a white top. The man on the far right is wearing a light-colored striped shirt. They are all looking towards the center of the circle, suggesting a collaborative discussion.

# Structured Conversation



# One conversation at a time

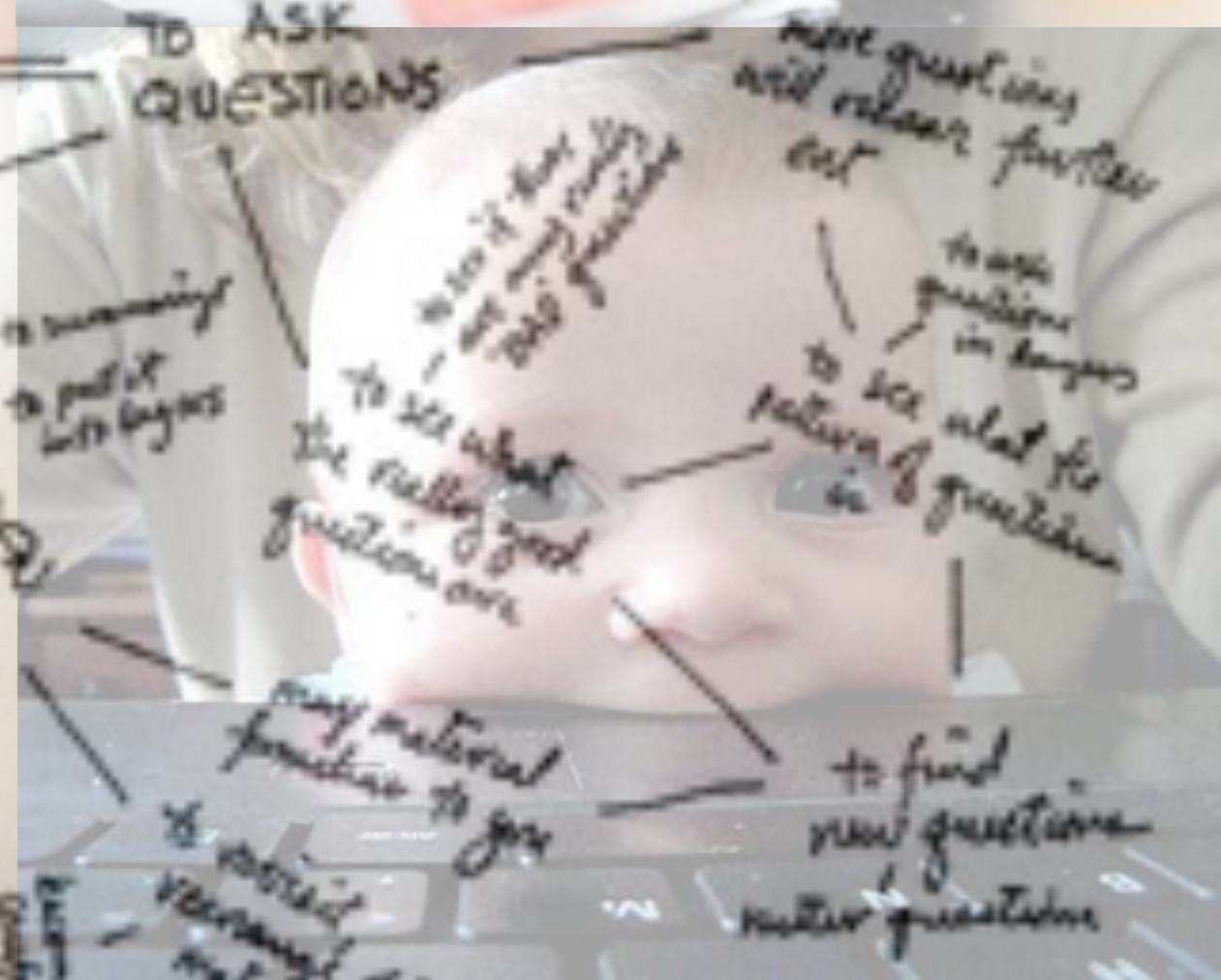


# Capture the output



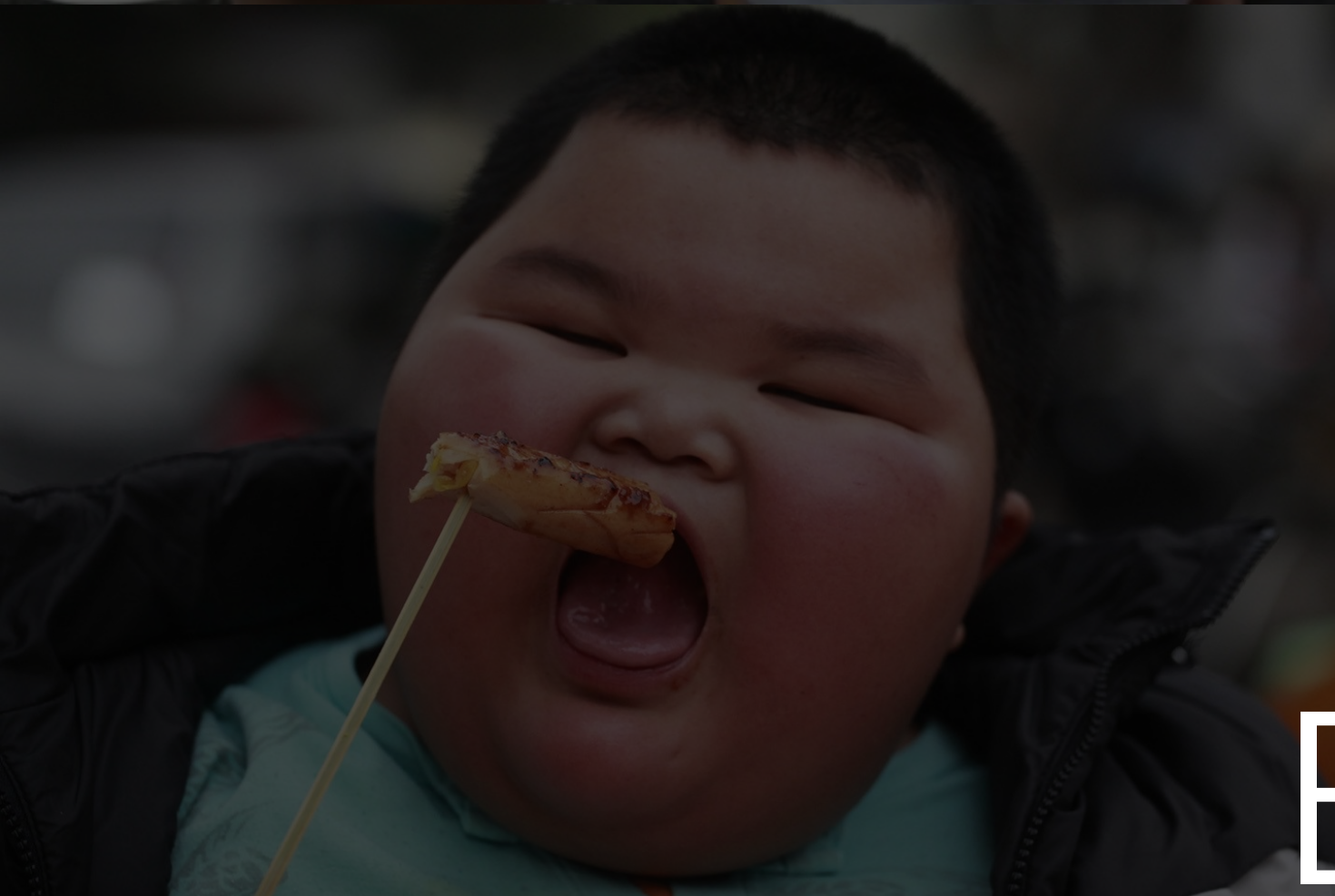






A photograph of two children in a grassy field. The child in the foreground, a boy with light brown hair, is holding large black binoculars to his eyes with both hands. He has a wide-eyed, open-mouthed expression of surprise or excitement. He is wearing a light purple long-sleeved shirt. Behind him, another child with long brown hair is also holding binoculars to their eyes. The background is a lush green field with some white wildflowers. The text 'Field Observations' is centered over the image in a white, sans-serif font.

# Field Observations



Distill Needs  
&  
Explore Constraints

The background of the slide is a dark gray gradient. A light gray rectangular area is centered horizontally and vertically. Within this light gray area, there are approximately 30 horizontal lines. Each line is composed of small, colored segments in blue, orange, red, and black, creating a complex, multi-colored pattern. The lines are slightly wavy and have a 3D effect, appearing to float or be layered. The text 'Pattern-Finding' is centered within the light gray area, overlaid on the patterned lines.

# Pattern-Finding



# The Five Whys



Job-to-be-Done

10:40-10:43am

11:00-11:45am

12:00-12:45pm

2:00 2:45pm

3:00-3:45pm

4:15-5:00pm

[illegible]

**Requirement Interviewing Mistake - Recognizing and Preventing Them**

An effective way to understand and consider needs is to get "into the field" to learn how they work and how, when they are trying to accomplish, in a relation to your product feature. We know the interviewing principle to use and then present a "top 10" list of common interviewing mistakes and ways to overcome them.

David Huxford

Productivity

**Articulating Your Idea**

You've got a great idea for a product. It's the best product ever, but when you explain it to people, they just give you odd looks and they won't buy it from you.

It's like you're not walking through a series of steps fairly as examples that you should use to clearly articulate your idea.

—PO Product Development

**Forecasting For New Product Launch**

A strategy, not a forecasting exercise. The emphasis is on how much.

Launching a new product or creating a service isn't too all  
 hard to build a solid business case with numbers. These numbers  
 again are presented in a significant way to further understand if  
 the new product launch makes business sense.

Be Marketing

product launch

## Categorizing Development Spend

Using "bubbles" of spend to clearly categorize development could  
can help to communicate and define what you are doing and why  
to drive the organization.

**Effort**

**Budget**

**Product Strategy**

## Crowdsourcing Product Development Decisions

One of the ways that we are testing a great deal of interest is for our crowdsourcing app, which is a platform for people to release or defer a decision. This is something that we've seen as a Salesforce.com team and it's a way to create locally with existing customers and by building features that we're not building.

Paul Dornbush

**Before Understanding Your Market and Customers**

Marketers just began their Product Manager role to have a systematic approach for identifying and managing the customer needs. They started with demographic and other given and use the data collected internally together with market data relevant applied to it.

10 Secrets to Great Product Management

Steven Rogers

product culture

Early Adoption and Beyond

You're planning to hire someone to create content for your business. You want to make sure you're getting the best possible results. You want to make sure you're getting the best possible results. You want to make sure you're getting the best possible results.

Dot V

A collage of various images. At the top, a book cover titled "6 Ways to Foster Your Creativity and Spark Innovation" is visible. Below it, a person is seen in a dark setting, possibly a stage or a performance. A large, white, stylized letter 'V' is superimposed over the center of the collage. The bottom right corner features a logo for "Opportunity" with the tagline "Empowering the Future".

**Thought Leadership for Product Managers**

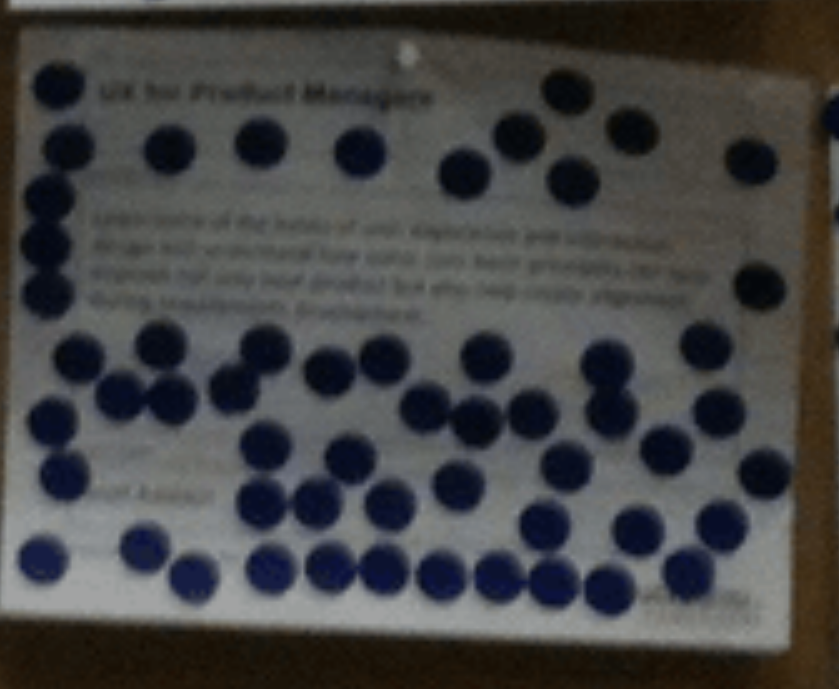
...the reason for... the new product... other than just being an... leader within the organization...

**Schedule Meeting**

...the new product... the new product...

# Dot Voting

A photograph of a white envelope with a perforated edge, showing a faint, illegible stamp or postmark. The envelope is placed on a dark, textured surface.

[illegible]

UK for Product Managers

Experience of the hands of your experience and education.  
 Design and architectural have come from your principles. Our new  
 approach has only been divided but also help create alignment  
 during implementation. Development.

Our new approach  
 and design

Our new approach  
 and design

**What Do Your Customers Want?**

There's a common mistake that many companies make when they try to understand their customers' needs. They focus on the product itself, rather than on the customer's experience. This is a mistake because the customer's experience is what truly drives their purchasing decisions. To understand what your customers want, you need to look at the entire customer journey, from the moment they first become aware of your company to the moment they make a purchase and beyond. This means understanding their pain points, their desires, and their expectations. Only then can you truly understand what your customers want and create a product or service that meets their needs.

**Product Manager, 10/10/10**  
**Product Manager, 10/10/10**

[illegible]

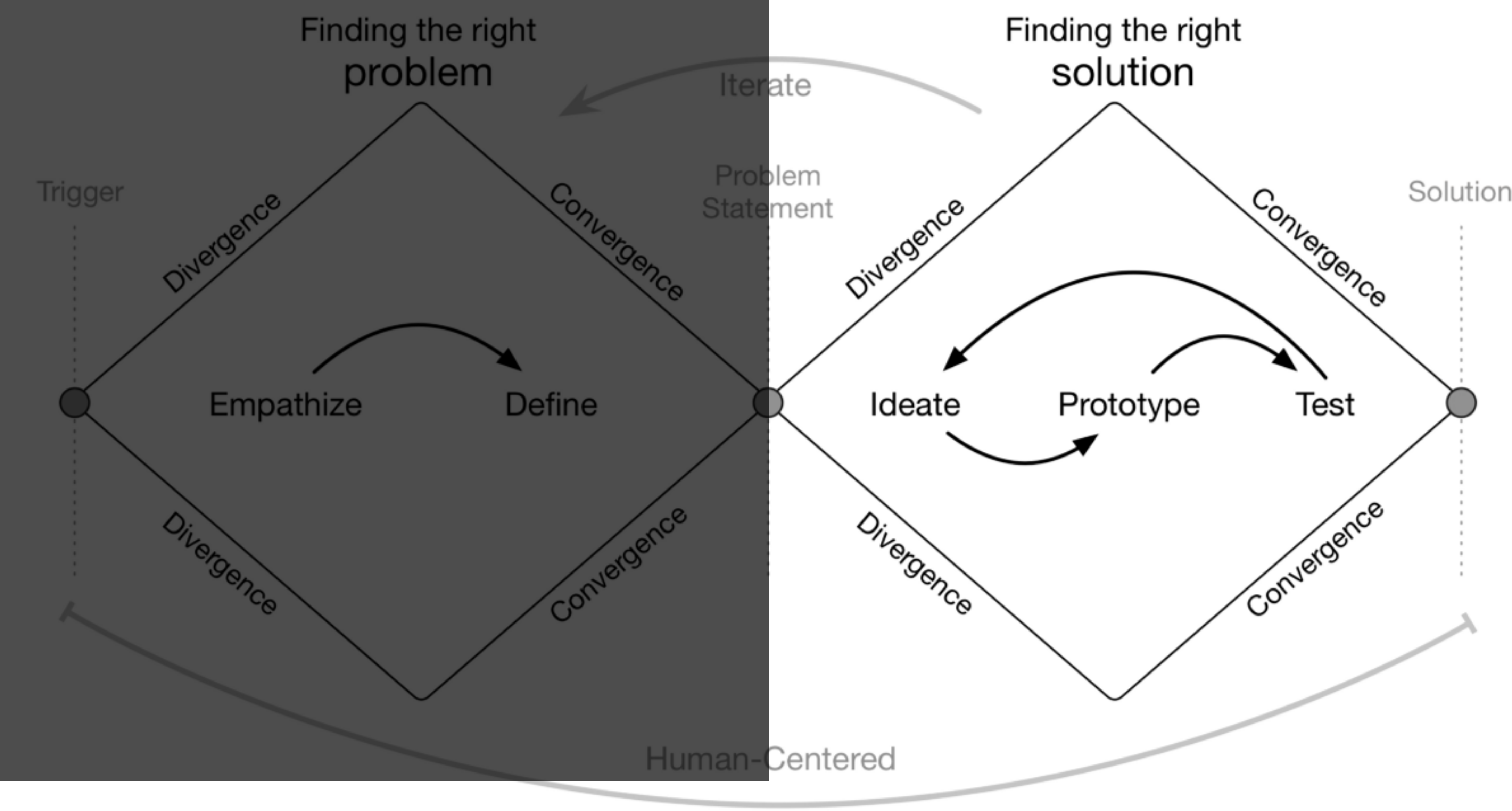
# Needs, Constraints & Problems

So, let's illustrate...

# Creativity & Ideation

The background is a textured, light-colored surface, possibly paper or canvas, featuring a large, hand-drawn illustration of a lightbulb. The lightbulb is outlined in black and contains a detailed sketch of a city skyline with several buildings of varying heights. The lightbulb is surrounded by vibrant, multi-colored paint splatters in shades of yellow, orange, red, pink, blue, and teal. Various hand-drawn sketches are scattered around the lightbulb, including a cloud, a double-headed arrow, a single-headed arrow, a small building, and some abstract lines and shapes. The overall composition is dynamic and artistic, emphasizing the theme of creativity and ideation.

The New Double Diamond Model of Design Thinking



How might we...?

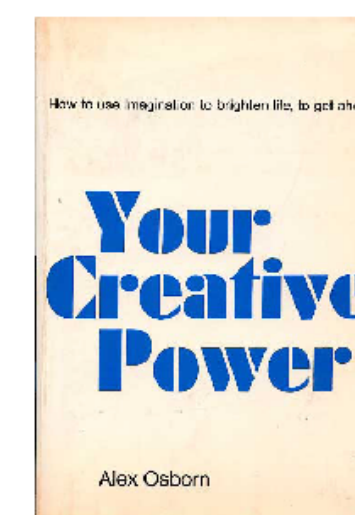


# brainstorming

creativity in context



common technique



Alex F. Osborne





1938 - Brainstorming first employed at BBDO  
1948 - Published in **Your Creative Power**

Alex F. Osborne



myths



### Criticism is ruled out.

Adverse judgement of ideas must be withheld until later.

### Free-wheeling is welcomed.

The wilder the idea, the better; it is easier to tame down than to think up.

### Quantity is wanted.

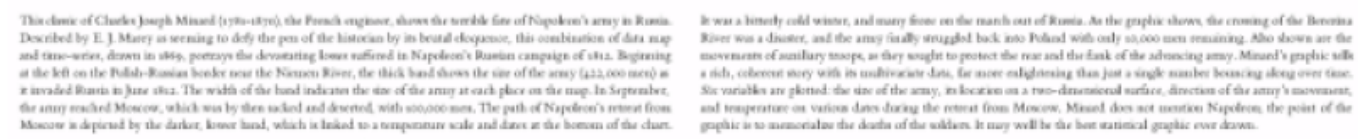
The greater the number of ideas, the more the likelihood of useful ideas.

### Combination and improvement are sought.

In addition to contributing ideas of their own, participants should suggest how ideas of others can be turned into better ideas; or how two or more ideas can be joined into still another idea.

(Osborn, 1953)

rules for brainstorming



## visual communication



headlining



Avoid judgement

Encourage wild ideas

Go for quantity

Build on the ideas of others

Get visual

Headline the idea

rules for brainstorming



**Fact-finding** calls for problem-definition and preparation.

Problem-definition calls for picking out and pointing up the problem. Preparation calls for gathering and analyzing the pertinent data.

**Idea-finding** calls for idea-production and idea-development.

Idea-production calls for thinking up tentative ideas as possible leads. Idea-development calls for selecting the most likely of the resultant ideas, adding others, and reprocessing all of these by such means as modification and combination.

**Solution-finding** calls for evaluation and adoption.

Evaluation calls for verifying the tentative solutions, by tests and otherwise.

Adoption calls for deciding on, and implementing, the final solution.

(Osborn, 1952)

the larger process



internal knowledge gathering

concept generation

detailed solutions

specific uses



# brainstorming

creativity in context

How might we...?

work with that?

mitigate: make it less serious or painful

accommodate: fit to the wishes or needs of

ameliorate: make it better

How might we...

make that not a thing?

obviate: avoid or prevent

eliminate: completely remove or get rid of

“How might we...?”

Becomes a problem statement  
for a brainstorm.

Sometimes we get stuck.

Most often, because  
we fixate on the constraints.



PARKING

JOE'S  
1918  
SPECIAL  
ALL DAY  
SAT. & SUN.  
\$6. FLAT RATE  
PARK & LOCK

PARKING



Reframing



“How might we, if...?”

Becomes a reframing tool,  
for when we get stuck.

The background of the slide is a photograph of a construction site at sunset. Several workers are silhouetted against the warm, orange, and yellow sky. They are working on a steel framework, with some standing on beams and others on scaffolding. A crane is visible in the distance. The overall scene is one of active construction.

Roles

Facilitator

Scribe

Timekeeper

# Solution - Finding

Role Assignment	2 min
-----------------	-------

Problem Statement	5 min
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Brainstorm	12 min
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Process, Capture, Refine Solutions	12 min
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Problem Statement	5 min
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Brainstorm	12 min
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Process, Capture, Refine Solutions	12 min
------------------------------------	--------

2 - 4 best



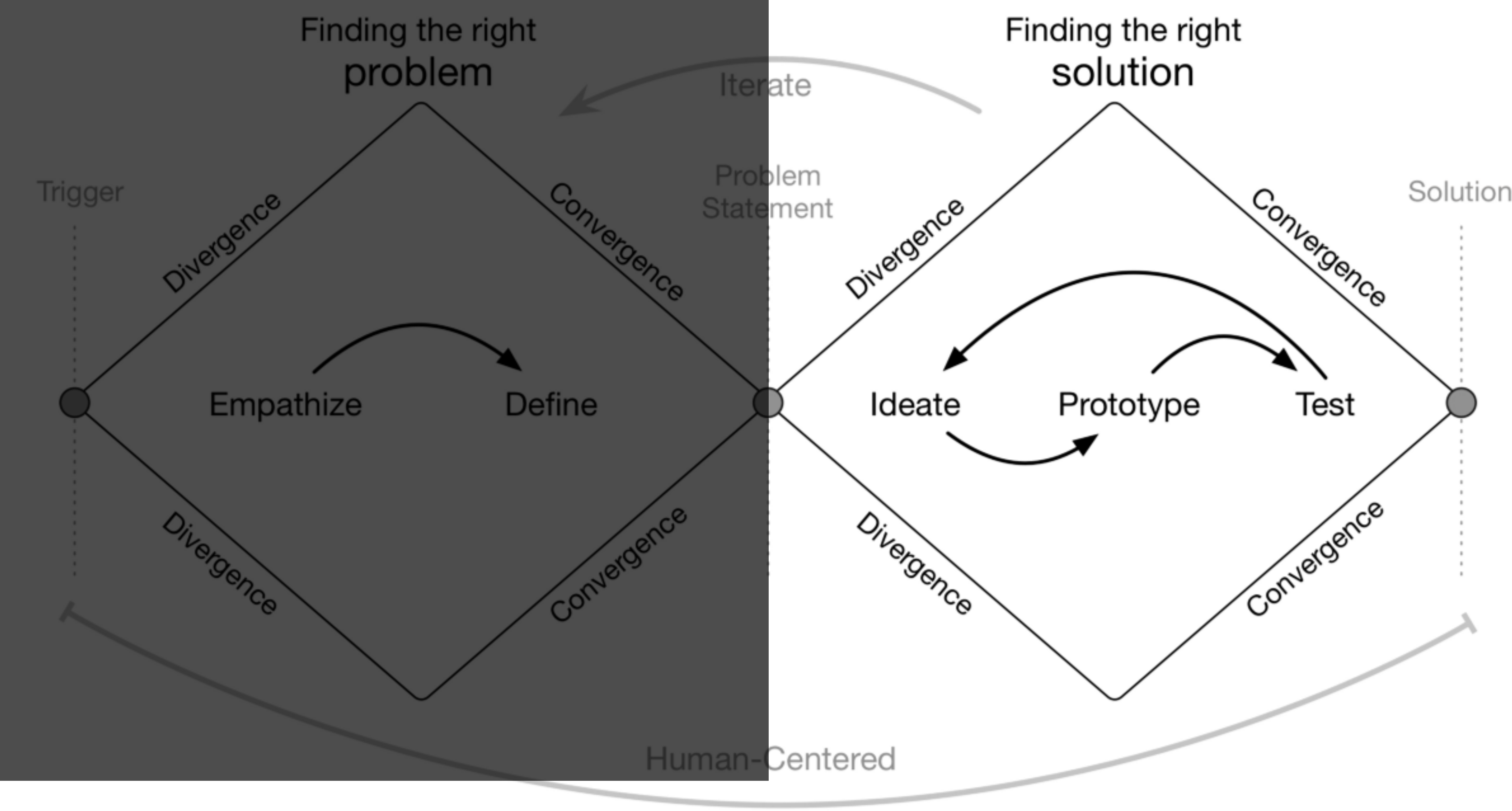
Share-Out

HOW TO INTEGRATE ART, HISTORY, AND SPACE IN:

Process & Refine



The New Double Diamond Model of Design Thinking



# Creativity & Ideation

A hand-drawn illustration on a textured, greyish-brown background. The central focus is a large, hand-drawn lightbulb. Inside the lightbulb, there is a sketch of a city skyline with several buildings of varying heights. The lightbulb is surrounded by a vibrant, abstract splash of colors, including yellow, orange, red, pink, purple, blue, and teal. Various hand-drawn sketches are scattered around the lightbulb, including a city skyline with a cloud above it in the top right, a double-headed arrow, a single arrow pointing up, a small building sketch, and some scribbled lines and shapes in the bottom left. The overall style is artistic and creative, suggesting themes of ideas, innovation, and urban development.