



TECHSHOW2

Bespoked: What Design Thinking Bring to Your Practice

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Why Design Thinking?

A better way to solve problems.

What is Design Thinking?

- Design thinking is a human-centered, visual approach to group problem-solving.
 - Five Step system
 - Iterative process

Stages of Design Thinking

- Empathy,
- Frame the challenge,
- Explore the challenge and context,
- Develop ideas into prototypes,
- Experiment with prototypes,

Iterative process – it repeats. We learn more. We reframe the challenge. develop new ideas and test them out which helps us learn more.

Design Thinking Assumes:

Assumptions informing the process are...

- All problems solvable
- Diversity
- Visualization
- Good data include a person's motivation and context
- Ask good questions, observe, listen
- Brainstorm, suspend judgment, and experiment
- This is...

Embracing the entire process or stealth approach to using aspects and tec
with individual clients

Case Study 1: Identifying Ideal Clients

- Empathy:
 - Why does someone need our services?
 - Who do we serve best?
- Frame the challenge:
 - How might we show our value to those clients?
 - What is keeping them from contacting us?
- Explore the challenge:
 - Be “them,” not “you.” Who? What? Where? When? Why? How?
- Ideas >< Prototypes:
 - Outlining content, change website messaging and images.
- Experiment:
 - Implement a few ideas, set a time limit for each experiment.

Framing The Challenge

- Ex. Succession Planning.
 - How might we?
 - Ultimate impact?
 - Possible solutions?
 - Constraints?

Explore the Challenge and Context

- Frame the issue multiple ways.
- Understand what motivates the people involved.

What not to do?

- Stop making assumptions.

Case Study 2: Unhappy Employees

Ex. Unhappy employees and a weekly scorecard.

- Ask why, don't assume.
- Dig deeper.
- Surveys, meetings, compile the real information.

Develop Ideas into Prototypes

- Ideas -> Prototypes -> Experiment -> Test

How to implement:

- Form a hypothesis,
 - Ask, “How might we...?”
- Learn a framework.

Case Study 3:

Rainmakers Incubator Training Program

- Learn a framework.
- Practice using it outside the formal training event.
- Return to training event to share experiences with group, dissect for insight, practice using framework with each other.

Generate Solutions

- Iterate, then reiterate.
 - How much time?
 - What worked, what didn't?

Questions?

Where are you going to implement design thinking?

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