Design Thinking is for you

*a conversation*

Invited Speakers:

Jeff Patton  @jeffpatton
Jonathan Berger  @jonathanpberger

Brought to you by:

Ari Font  @quicola

SATURN, 2015  #DT4U
Outline

• Design Thinking 101
• Me? Yes you!
• Jeff
• Jonathan
• Conversation
• Is Design Thinking for you?
Design Thinking
“Design is not a product designers produce, design is a process that designers facilitate”

–Leah Buley
Design Thinking
“Designers [...] don't try to search for a solution until they have determined the real problem, and even then, instead of solving that problem, they stop to consider a wide range of potential solutions. Only then will they finally converge upon their proposal. This process is called ‘design thinking.’”

—Don Norman
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— Don Norman
The 5 steps in Stanford’s Design Thinking Model
IBM Design Thinking Methods

Design Thinking methods help you envision your user experience.
Design in the old days...

- Design: a phase accomplished by specialists who delivered “the design”
- Design process: black box
- Design process output: wireframes & mockups
- Designer: disconnected from development; hero that works alone and saves the day
Design today...

- Design: a literacy (like development) and a team sport
- Design process: Design Thinking
- Design process output: understanding for user needs & decisions
- Designer: somebody who facilitates and engages other disciplines in a participatory process (Balanced Teams)
Uniform Dev Team

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Balanced Team
Traditional product development
Incremental delivery of functionality

by Henrik Kniberg
User-centric product development

Incremental delivery of value to the user
You
You
=
everybody
Design Thinking is for everybody
• Product Managers
• Developers
• Architects
• Testers
• Designers
• Documentation folks
• Ballet dancers
• Students and teachers
• …
Jeff
Jeff Patton

@jeffpatton

independent consultant, teacher and Agile coach

dedicated to the holistic design and development of successful software products

Dilbert speak for “I help companies build products that suck less”

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A must read!
Jeff Patton is not Adam Savage
Jonathan
Jonathan Berger

@jonathanpberger

Design, code, pm

~30 agile projects since 2008
Interested in agile practice for design

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The Conversation

#DT4U
When did you join the conversation?

&

Why is “DT is for everyone” interesting to you?
Empathy ≠ Data
Imagine you’re Jane Goodall
go where users are
go where users are
have conversations
talk to them about their work
watch them work
don’t let process get in the way
get out of the building, way out of the building
make friends, because you won’t want to disappoint your friends
Ateeq has an epiphany

I’ve always been confident I can tell you precisely what users do.
But it’s not until today that I realize that I could never tell you why!
Your best idea is never your first
a design studio approach involves the whole team in ideation

Design Studio Recipe: http://jpattonassociates.com/design-studio-recipe/
sketch ideas independently
sketch ideas independently
everyone shares their results
tell stories, discuss options
find the best ideas, not the best artist
the best solutions build on everyone’s ideas
Google Ventures Design Sprint Example: https://www.youtube.com/watch?v=qvdO0G4uQgc
When did you join the conversation?
&
Why is “DT is for everyone” interesting to you?
How are agile and DT similar or different?
What do people oppose or resist the most?
Any advice for architects?
Who is it not for?
What are anti-patterns (aka smells) from a DT perspective?
What technique do you have in your tool-belt that you’d like to share and have people try out on Monday?
Is DT for you?

<your Questions go here>
Thanks!

#DT4U

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