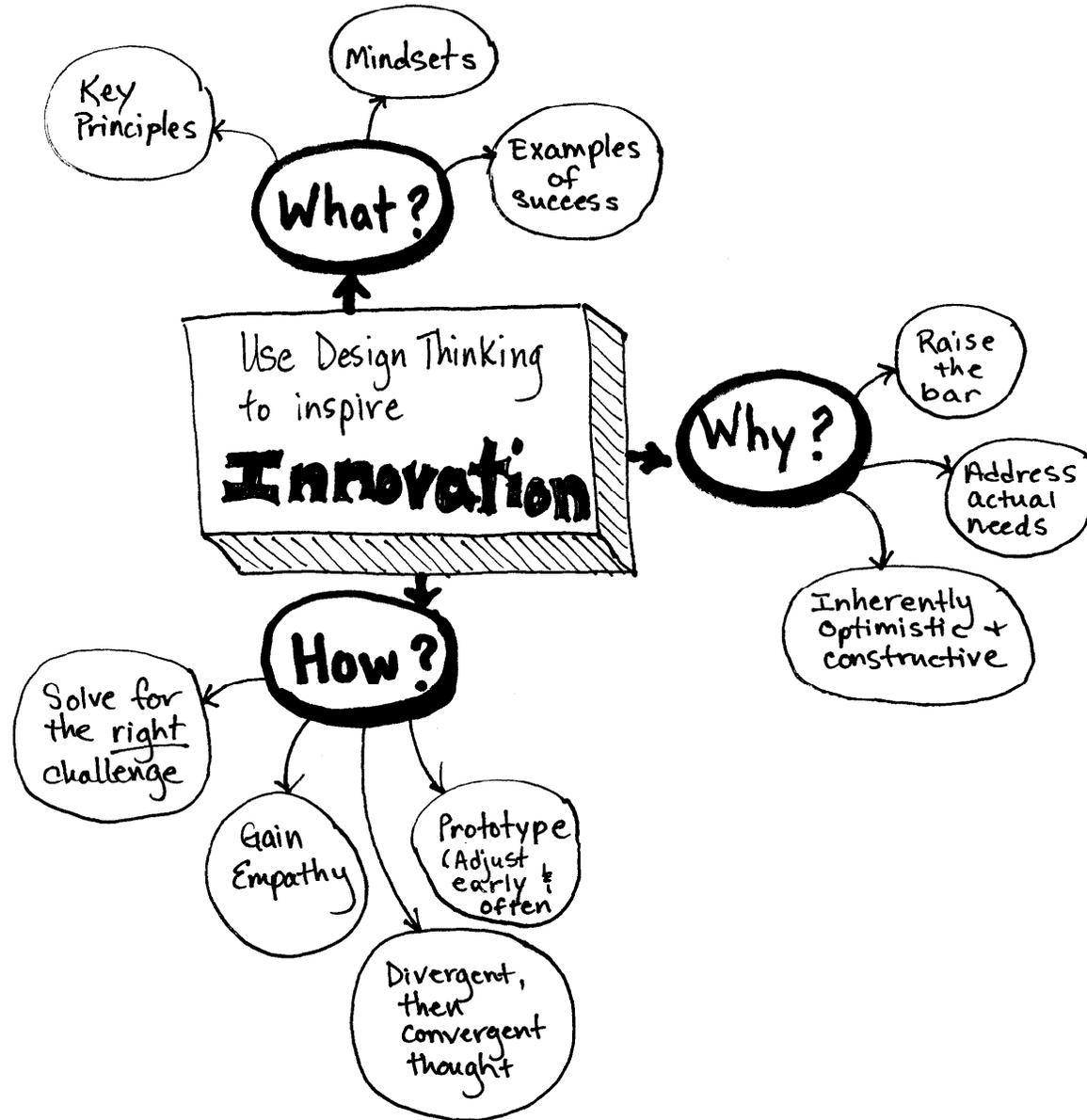
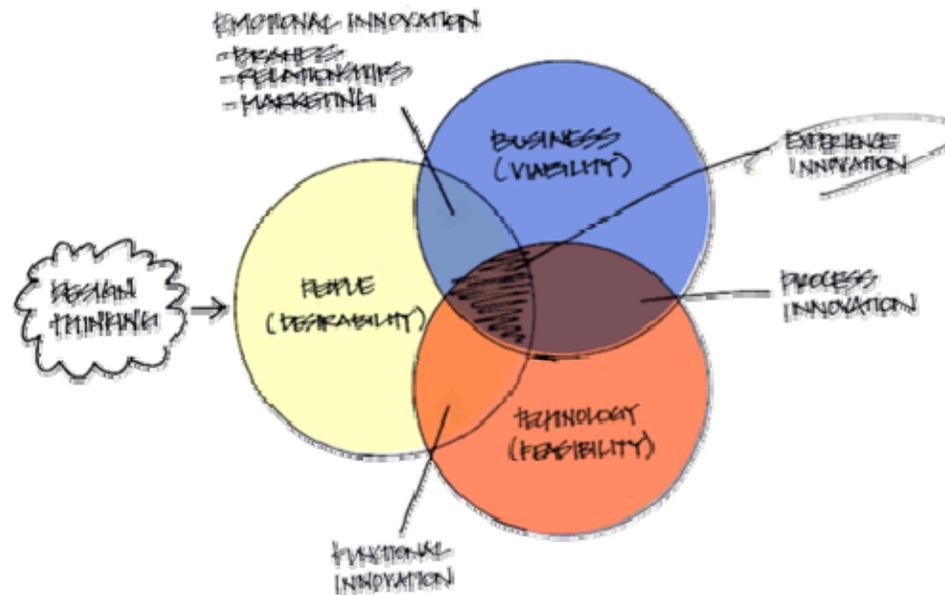


# Agenda: Tools to Help You Flex Your Innovation Muscles



# WHAT

**Design Thinking** = Design thinking is a process for practical, creative resolution of problems or issues that looks for an improved future result. It is the ability to combine empathy, creativity and rationality to meet user needs and drive business success



## WHAT

# Four Key Design Thinking Principles

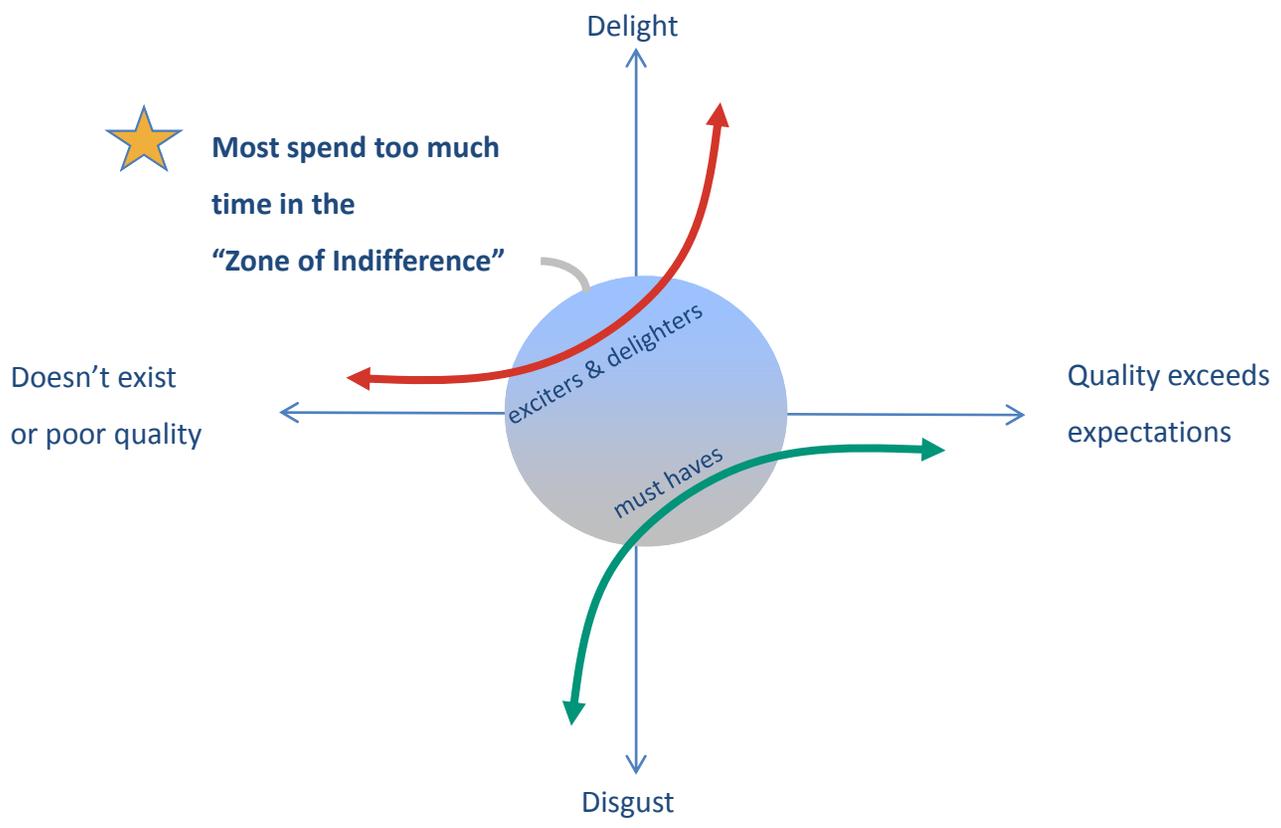
1. Carefully construct the problem that you are solving
  - from the end users' perspective
2. Rigorous observation (4 categories of observation)
  - Learn: Analyze the information you've collected to identify patterns and insights
  - Look: Observe people to discover what they do rather than what they say they do
  - Ask: Enlist people's participation to elicit information relevant to your project
  - Try: Create simulations to help empathize with people and to evaluate proposed designs
3. Uncovering patterns (where others may see complexity or confusion)
4. Synthesize new ideas from seemingly disparate fragments

### THE RESULT:

**High impact solutions bubble up from below verses being imposed from the top.**

WHY

The Kano model



# HOW

## Design Thinking Process Overview

### Step 1:

Problem defined from the end users' perspective and constructed into a "How might we..." statement

### Step 2:

