NIC NE Regional Symposium

Enterprise Design Thinking Session
27-28 November 2018

AGENDA

DAY 1

- Welcome and Introductions
- Enterprise Design Thinking Overview
- Empathy Map
- Need Statements
- Playbacks

DAY 2

- Welcome
- Day 1 Recap
- Big Ideas
- Prioritization
- Playbacks

© 2017 IBM Corporation || **IBM** Studios

Our experience will be active and fast-paced.

© 2017 IBM Corporation || **IBM** Studios

Our tools give us equal voices

© 2017 IBM Corporation || **IBM** Studios

GROUND RULES

- Start on time
- Talk less, write more
- Hold a marker at all times
- Choose quantity over quality
- Don’t get caught up in details
- Embrace discomfort
- Use “Yes, and…”

© 2017 IBM Corporation || IBM Studios

What is Enterprise Design Thinking?

© 2017 IBM Corporation || **IBM** Studios

Design an Alarm Clock.

product

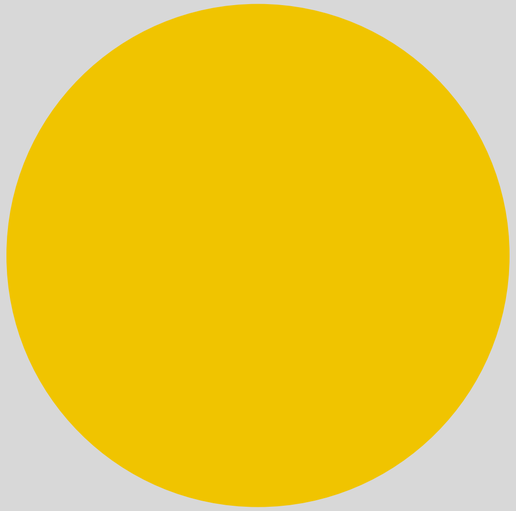
Design a better way for a college student to wake up.

experience

What did we learn?

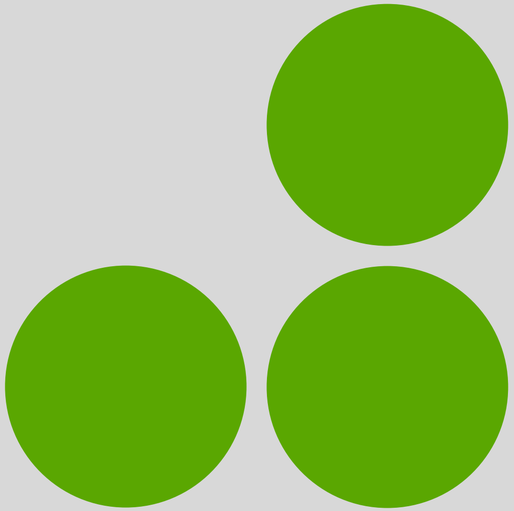
© 2017 IBM Corporation || **IBM** Studios

Lesson 1



Putting people first leads to more innovative ideas.

Lesson 2



Many perspectives generate more possibilities.

Lesson 3

Sometimes the best way to learn is to make mistakes.

(cheaply.)

Enterprise Design Thinking is a framework for delivering great experiences for your users.

© 2017 IBM Corporation || **IBM** Studios

© 2017 IBM Corporation || **IBM** Studios

© 2017 IBM Corporation || **IBM** Studios

How do we do it?

© 2017 IBM Corporation || **IBM** Studios

Enterprise Design Thinking

© 2017 IBM Corporation || **IBM** Studios

Principles

A focus on user outcomes

Diverse empowered teams

Restless reinvention

The Loop

Observe

Reflect

Make

The Keys

Hills

Playbacks

Sponsor Users

© 2017 IBM Corporation || **IBM** Studios

Questions?

© 2017 IBM Corporation || **IBM** Studios

Empathy Maps

© 2017 IBM Corporation || **IBM** Studios

What is an empathy map?

Enables us to gain a better understanding of the user.

© 2017 IBM Corporation || **IBM** Studios

The Problem

You ≠

© 2017 IBM Corporation || **IBM** Studios

The upside?

Everyone on the team knows something about the user.

© 2017 IBM Corporation || **IBM** Studios

Think of it as stepping into your user's shoes.

© 2017 IBM Corporation || **IBM** Studios

What makes a good empathy map?

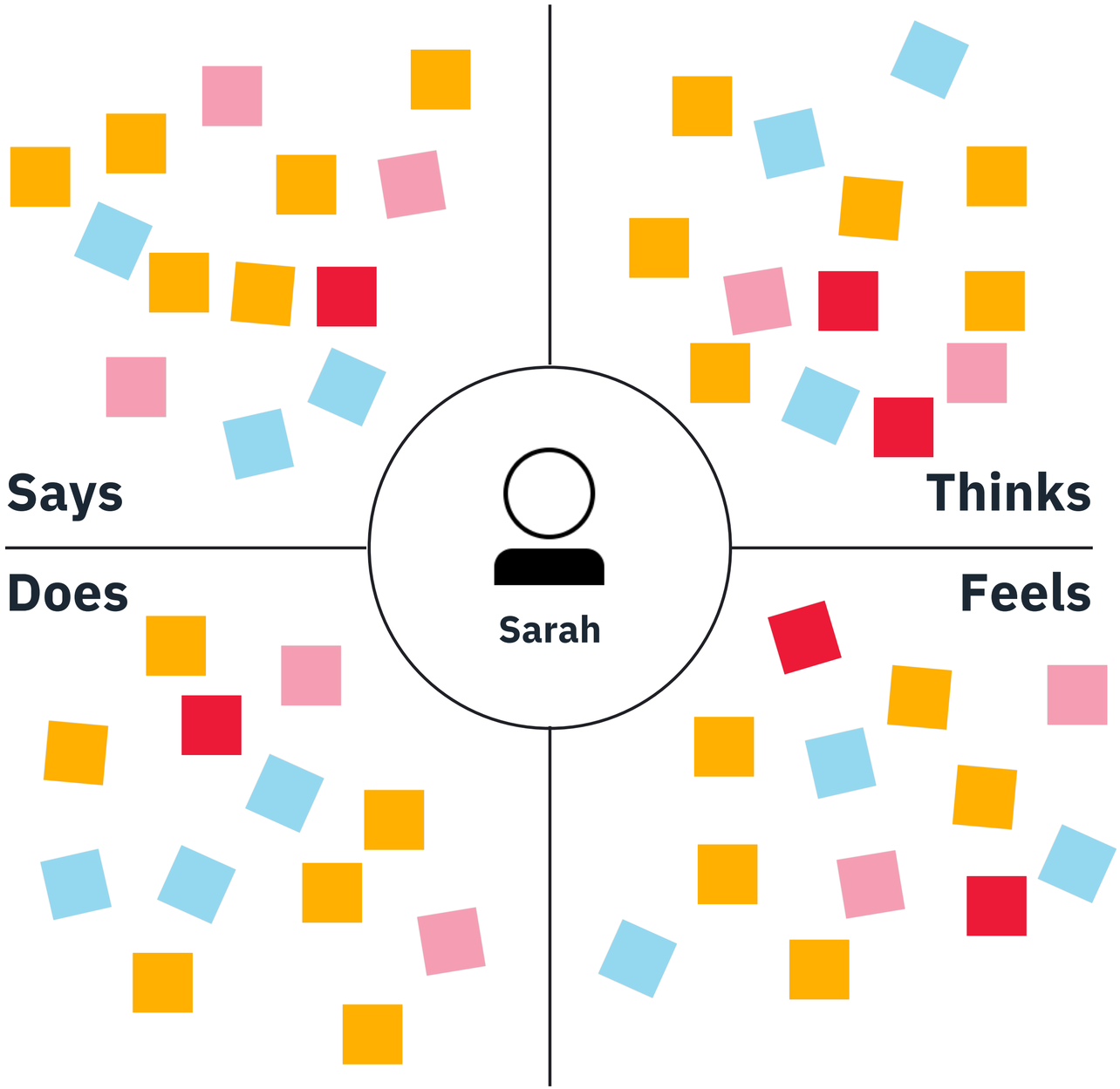
1. **It explores multiple user dimensions**
2. **It describes more than the user’s job title**
3. **It captures both the positive and the negative**

© 2017 IBM Corporation || **IBM** Studios

EMPATHY MAPS

Name and draw your user

Ideate silently



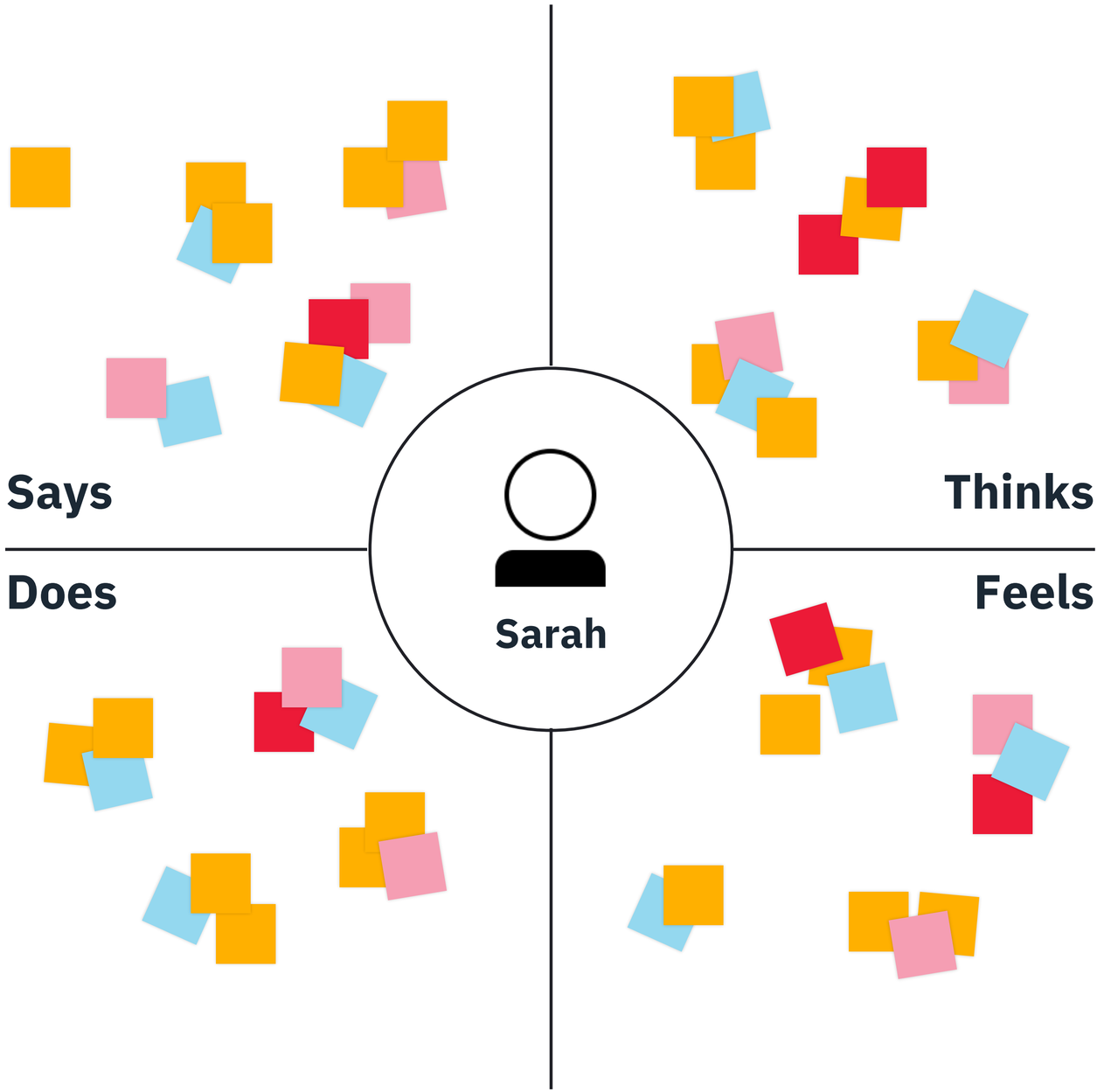
© 2017 IBM Corporation || **IBM** Studios

EMPATHY MAPS

Name and draw your user

Ideate silently

Cluster



© 2017 IBM Corporation || **IBM** Studios

Pro-tip:

- Any level of detail is good
- Don’t just consider their role
- Build using small vignettes

© 2017 IBM Corporation || **IBM** Studios

Need Statements

© 2017 IBM Corporation || **IBM** Studios

What is a need statement?

A statement that frames your user’s actual needs, desires and goals.

© 2017 IBM Corporation || **IBM** Studios

What does it look like?

User _____ **needs a way to** **do something that addresses their need** **so that** **the user benefits directly**.

© 2017 IBM Corporation || **IBM** Studios

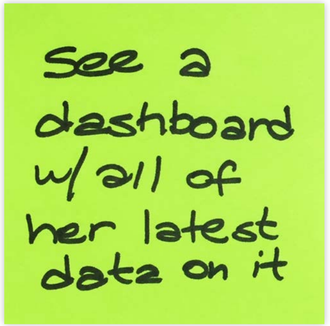
What makes a good need statement?

1. **Focuses on a user's real pain points**
2. **Does NOT focus on features**
3. **Can be either specific or general**

© 2017 IBM Corporation || **IBM** Studios

A bad example

needs a way to



so that

.

© 2017 IBM Corporation || **IBM** Studios

A bad example

needs a way to

so that

.

© 2017 IBM Corporation || **IBM** Studios

A better example

needs a way to

so that

.

© 2017 IBM Corporation || **IBM** Studios

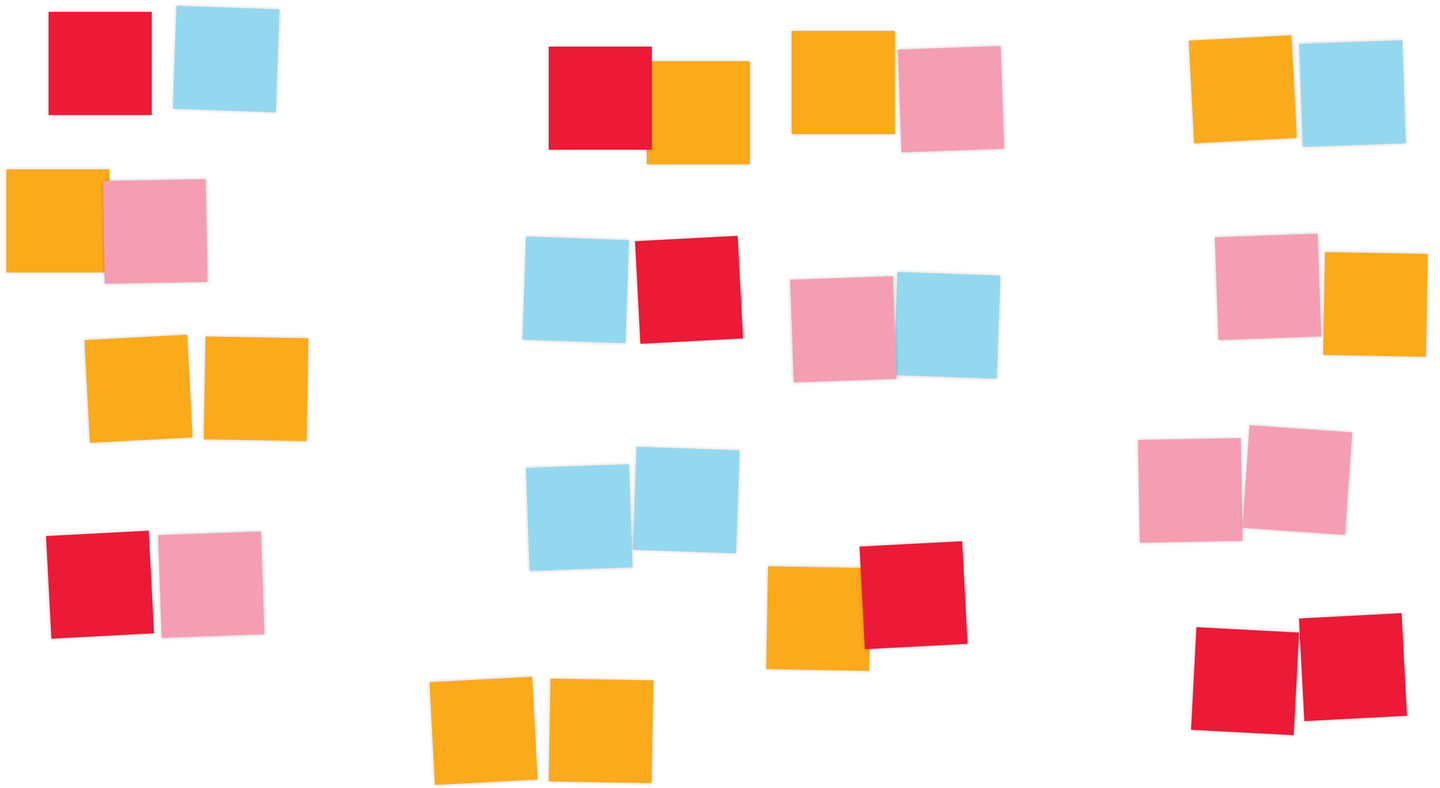
Template

[User Name] needs a way to _____ so that _____.

© 2017 IBM Corporation || **IBM** Studios

Template
Ideate silently

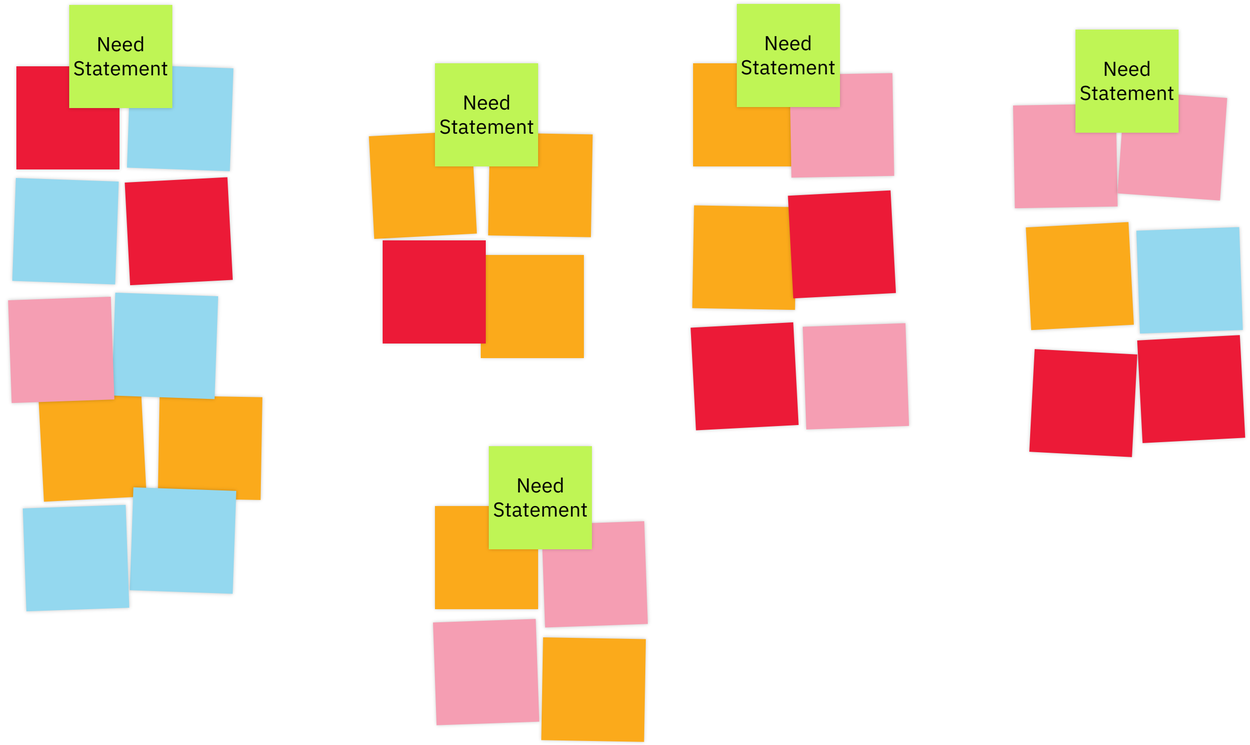
[User Name] needs a way to _____ so that _____.



© 2017 IBM Corporation || **IBM** Studios

Template
Ideate silently
Cluster

[User Name] needs a way to _____ so that _____.



© 2017 IBM Corporation || **IBM** Studios

Playback

For presenters:

- Tell us a user-focused story
- Keep it down to a few minutes
- Summarize and prioritize insights

For the audience:

- Pay attention to stay aligned
- Ask about uncertainties
- Point out assumptions

© 2017 IBM Corporation || **IBM** Studios