

AGING
BY
DESIGN

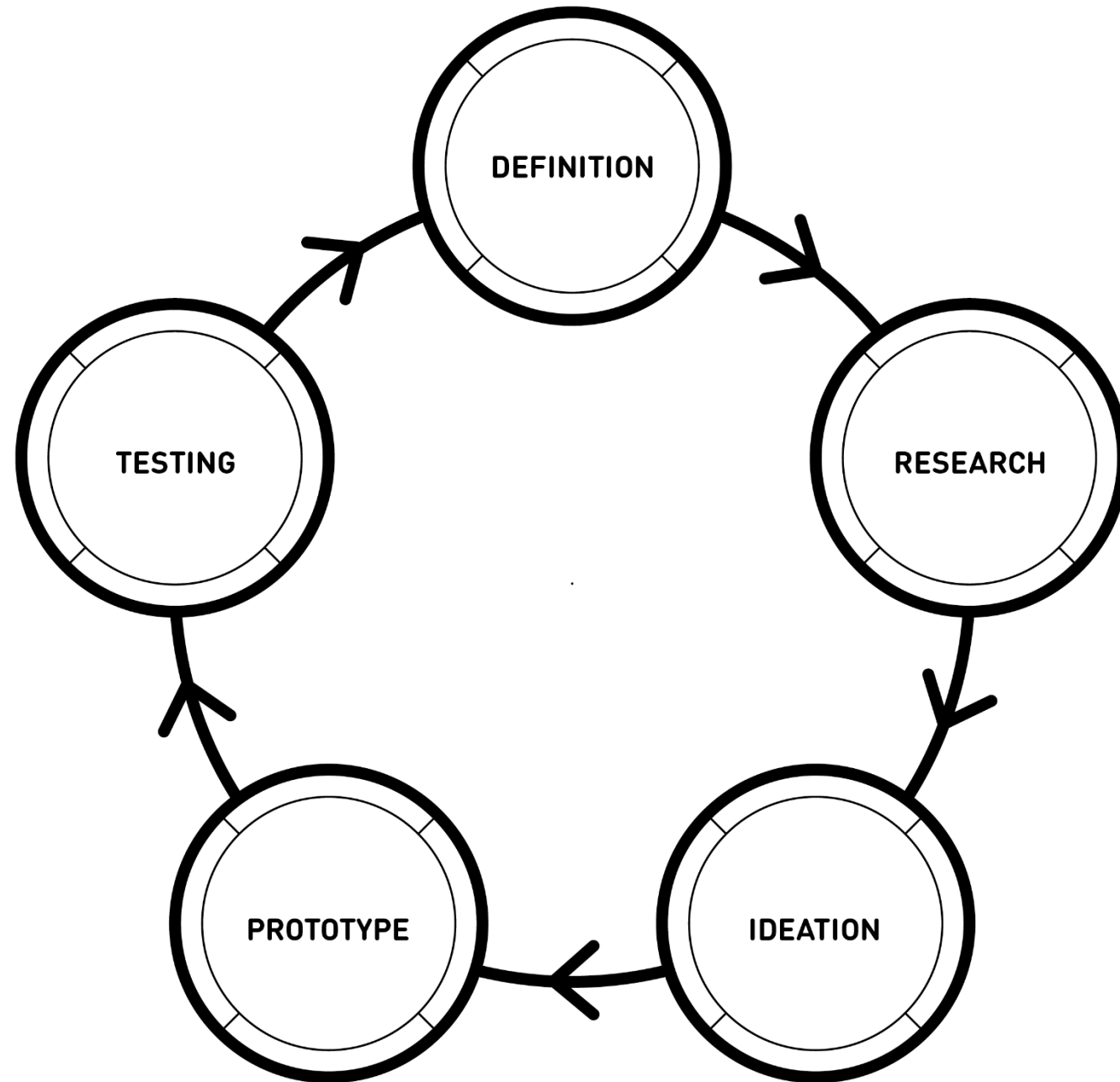
WELCOME TO
DESIGN DAY

**AGING
BY
DESIGN**

Welcome

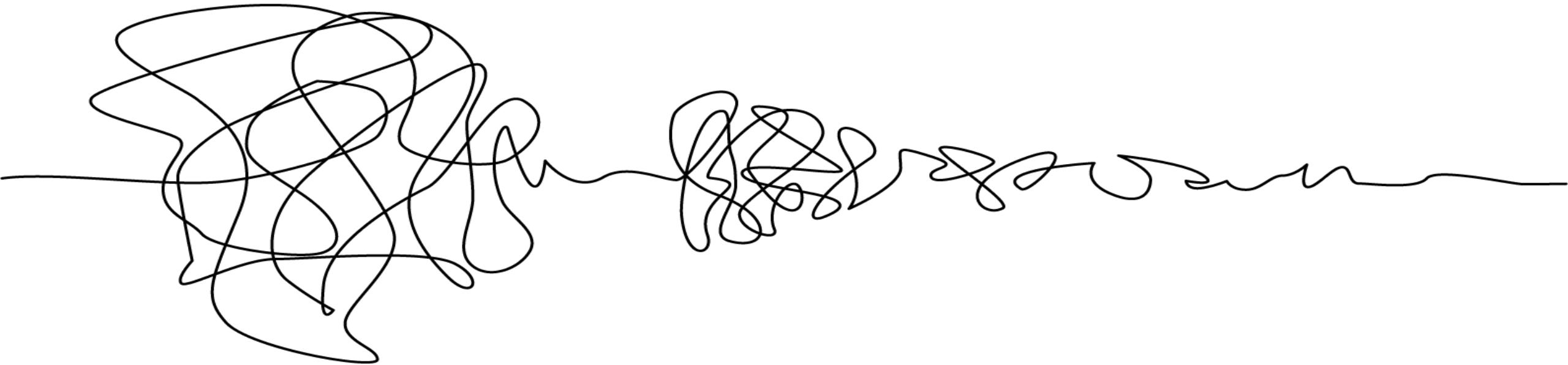
Overview & Context

What is Design Thinking?



Uncertainty

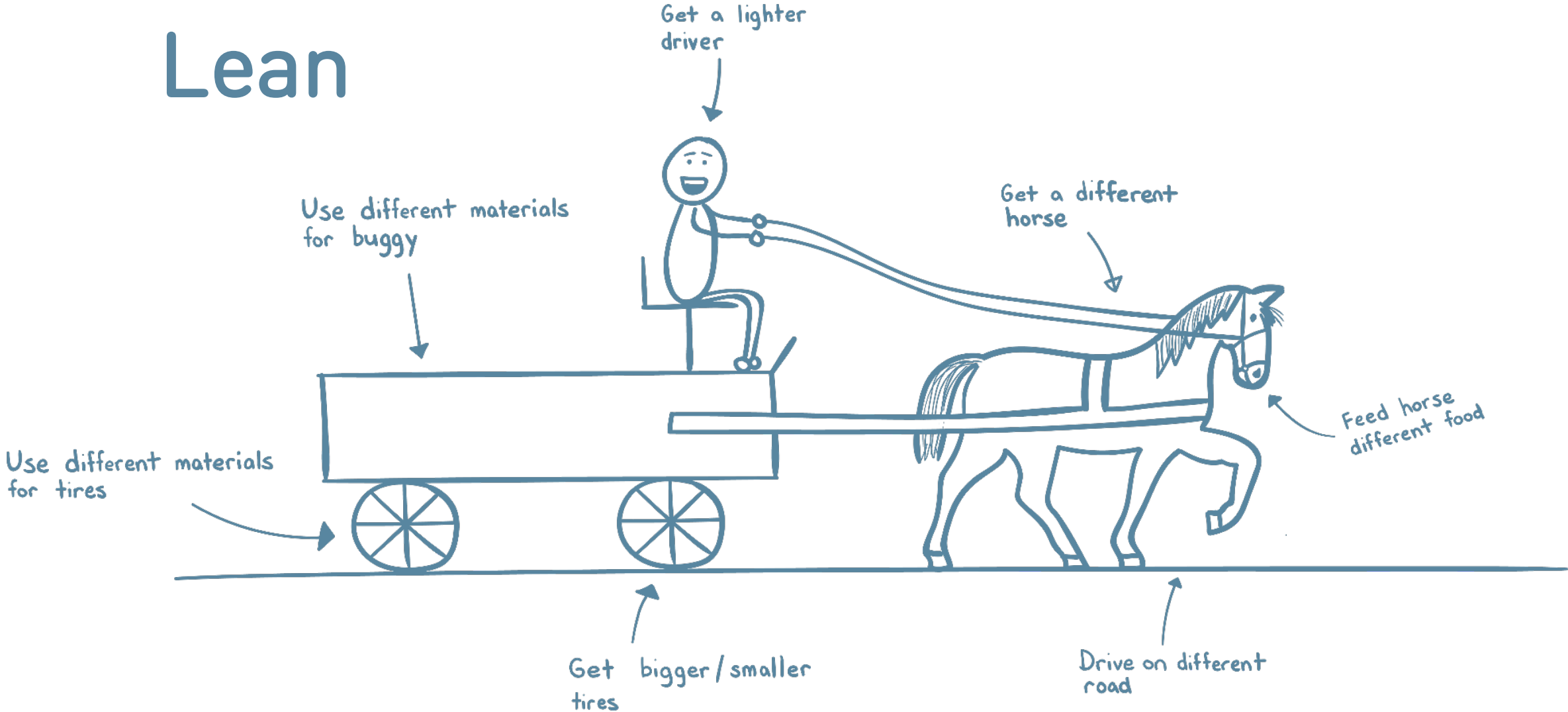
Focus



"The Process of Design Squiggle" concept by Damien Newman

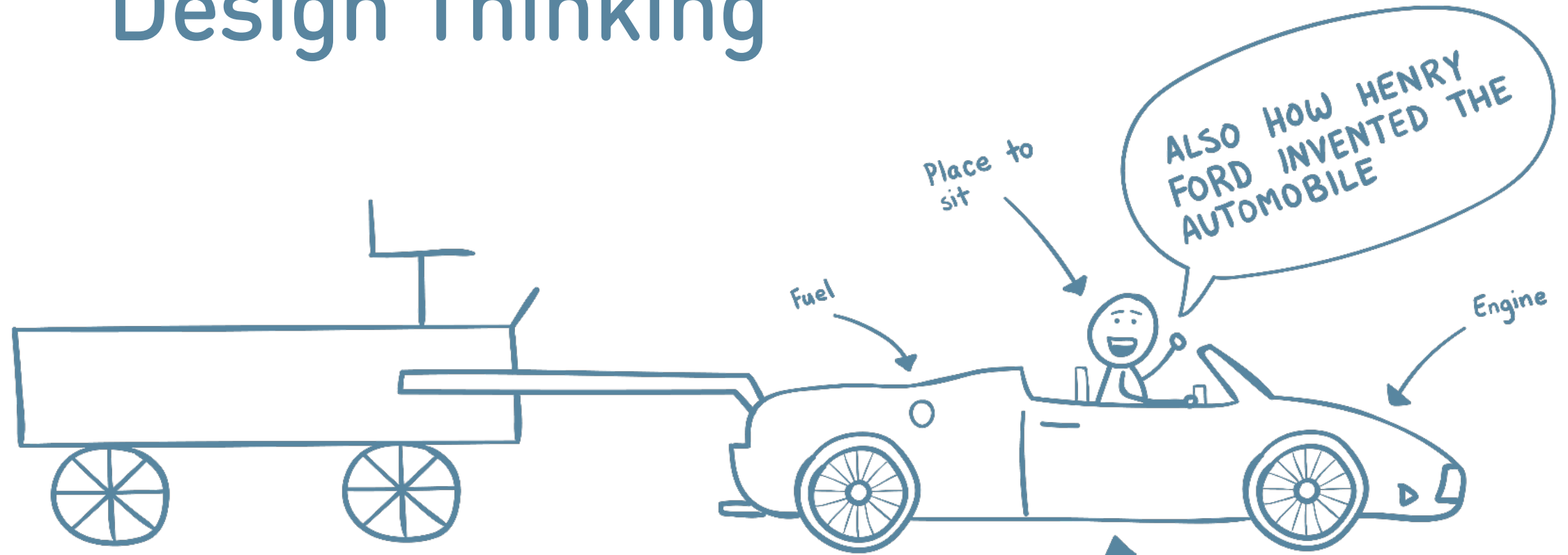
What about Lean?

Lean



FIND EFFICIENCIES

Design Thinking

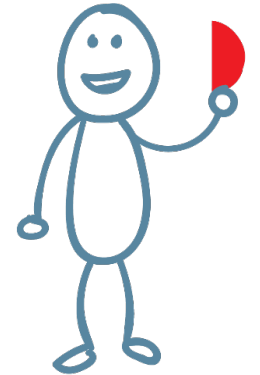
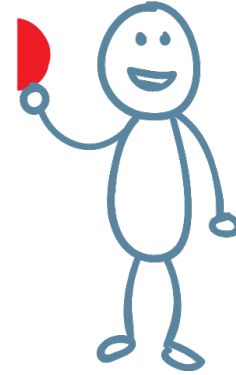
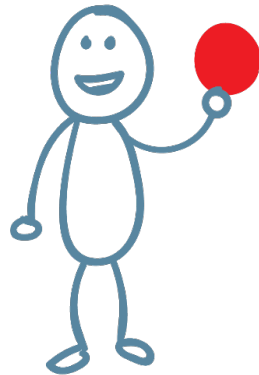
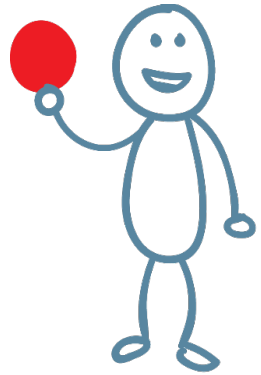


FIND NEW IDEAS

NEW WAY OF MEETING A NEED

How might we improve the grocery shopping experience?

Find your table buddy

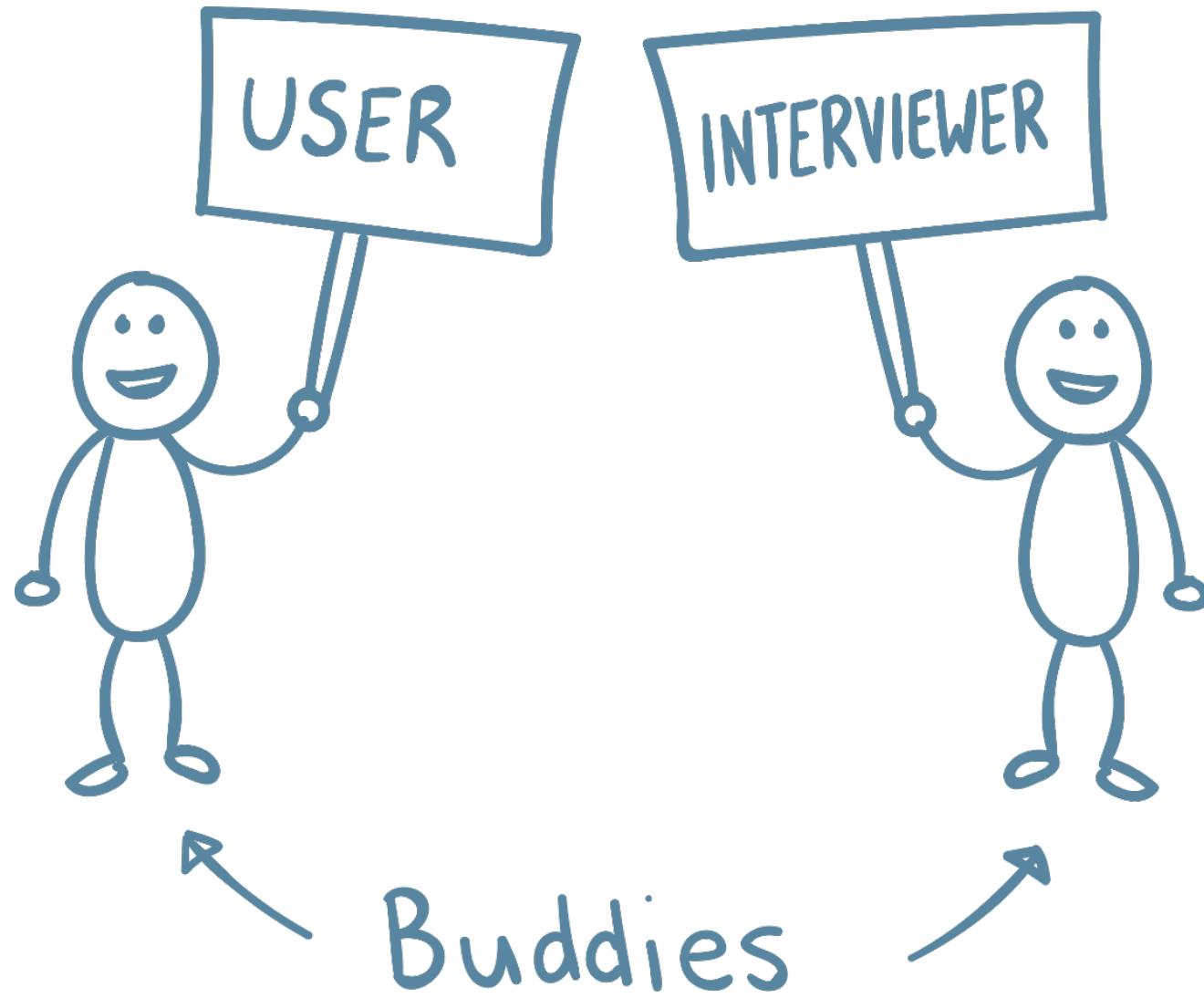


Buddies

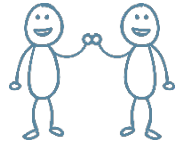
Buddies

Interview your buddy

One of you will be the interviewer. One of you will be the user. Interview your buddy about their current grocery shopping experience.

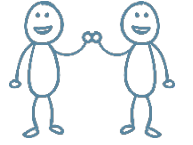


Start your interview



04:00

Switch roles



04:00

Form a design team

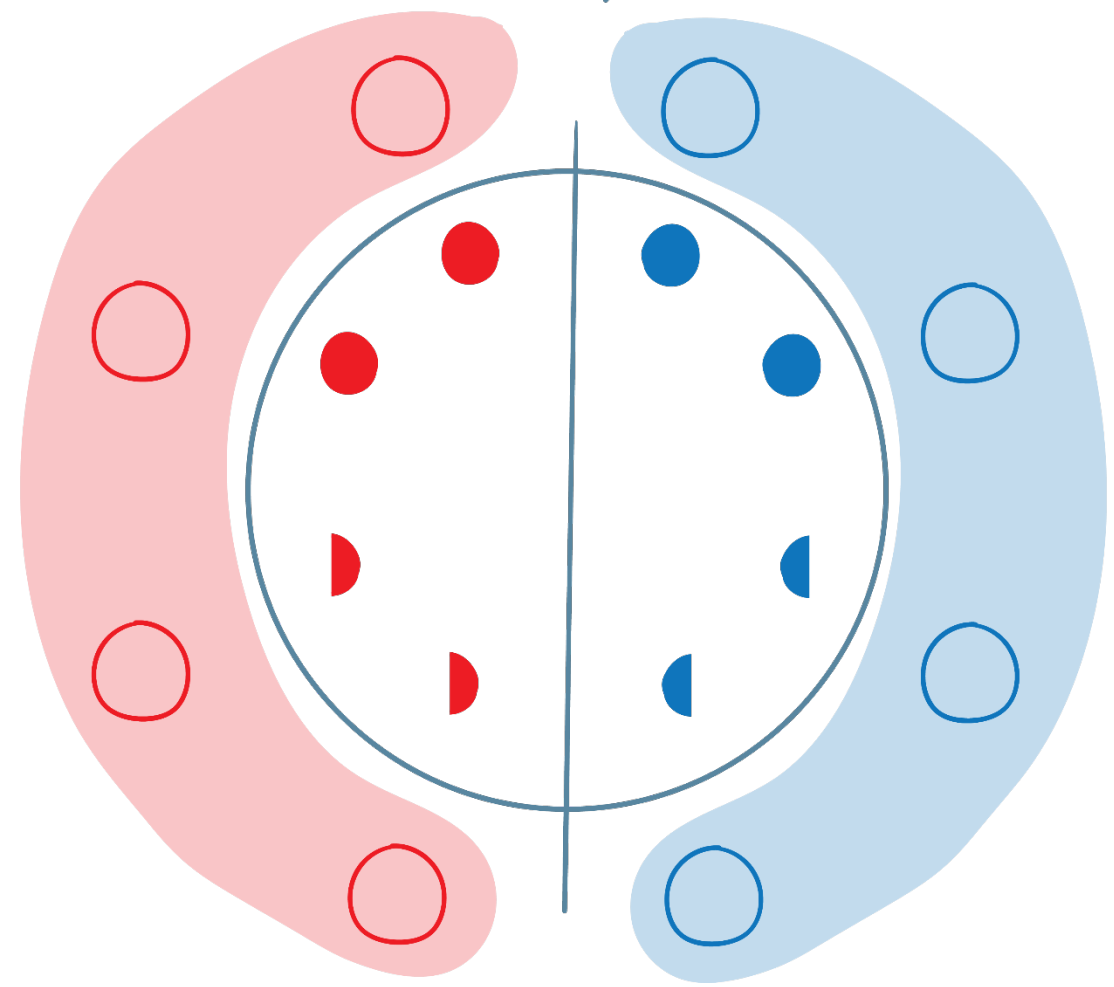
Find the pair at your table with the same colour shapes and form a Design Team.



YOUR TABLE

Design Team

Design Team



Swap partners

Within your design team, partner up with someone you haven't worked with before.

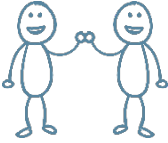


Identify needs and insights

With your new partner, review your interview notes. Write down some needs and insights.



Write needs and insights



Needs

I need ...
_____.

I need ...
_____.

I need ...
_____.

Insights

I prefer ...
_____.

I ♥ ...
_____.

I think ...
_____.

10:00

Create problem statements

Work with your partner to define 3 problem statements.



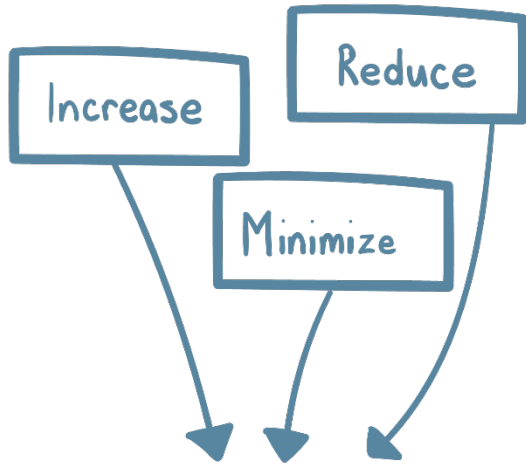
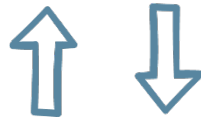
How might we...

Innovation Starter



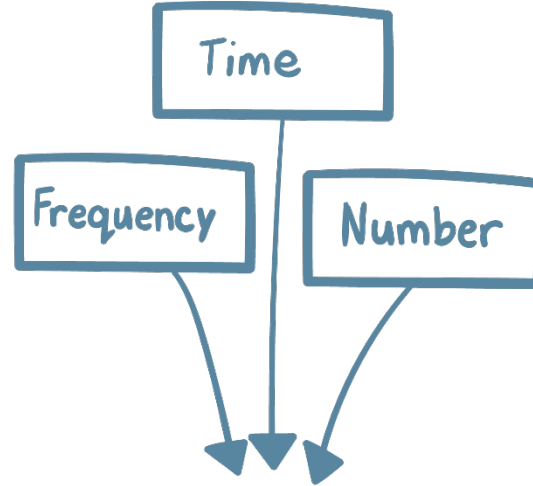
+

Type of Improvement



+

Unit of Measure

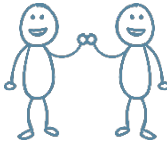


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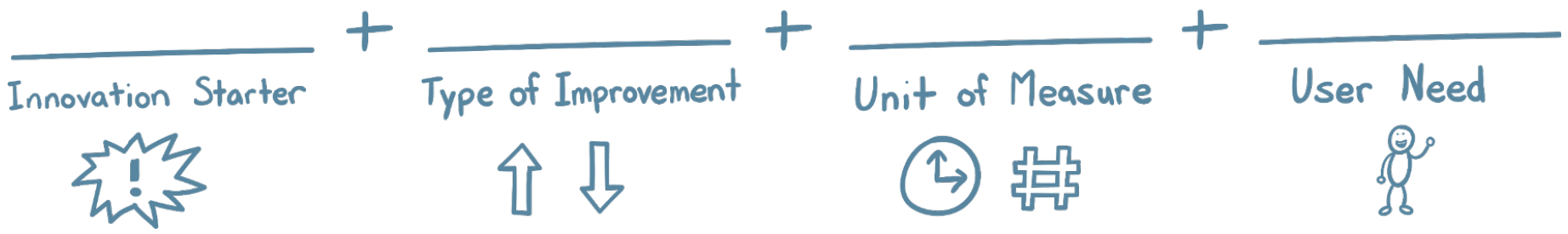
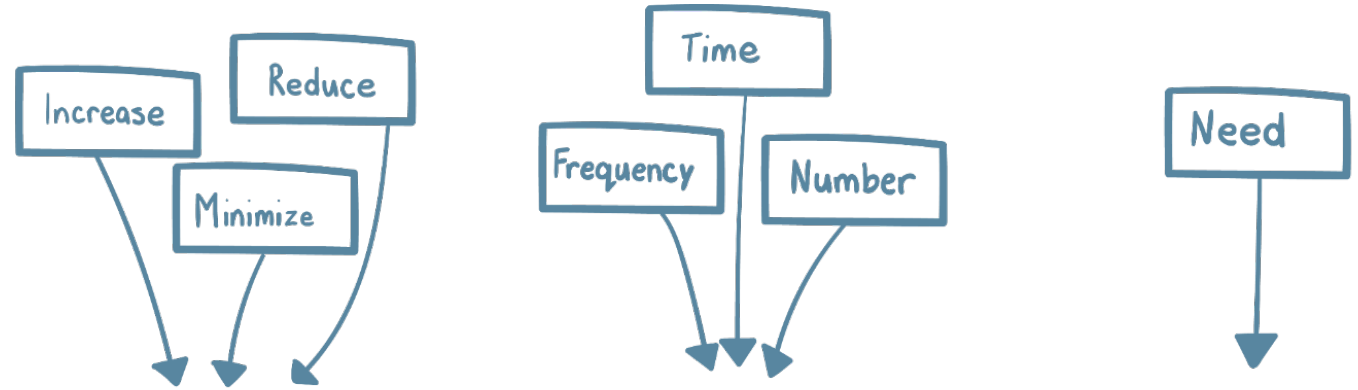
User Need



Write problem statements



How
might
we...



06:00

Pick 1 problem statement

In your design team, pick 1 problem statement to work with.

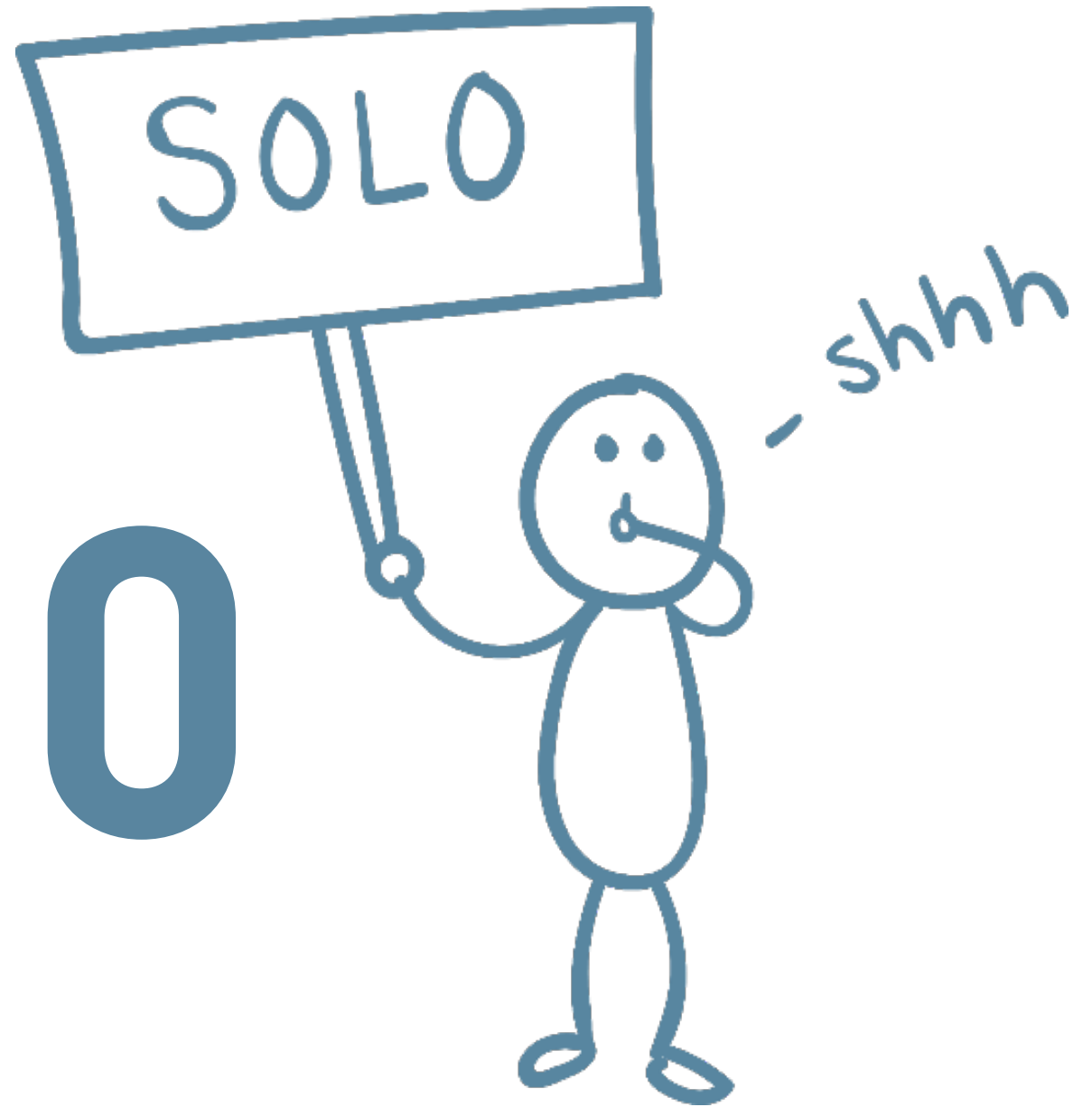


Pause to reflect

If you could go back and do the interview again,
what would you do differently?

Start solo

04:00



So, what would you do differently?

Generate ideas; start solo

Sketch ideas that respond to the “How Might We...” question that your team picked.

Sketch your ideas

06:00



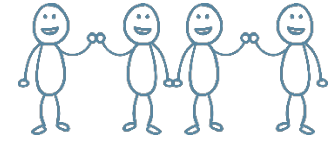
Gather feedback from your team

Get back together with your Design Team. Take turns sharing your idea and giving feedback.



LIKE

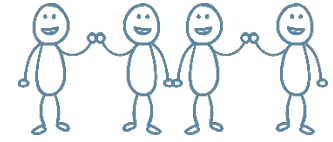
IMPROVE



QUESTIONS

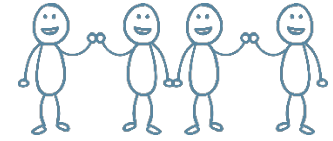
NEW IDEAS

Get feedback on your idea
Team Member 1



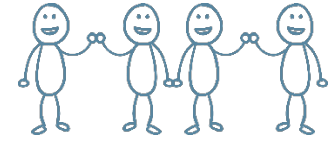
04:00

Get feedback on your idea
Team Member 2



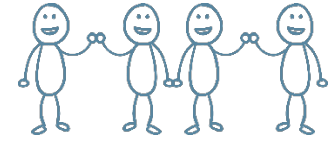
04:00

Get feedback on your idea
Team Member 3



04:00

Get feedback on your idea
Team Member 4



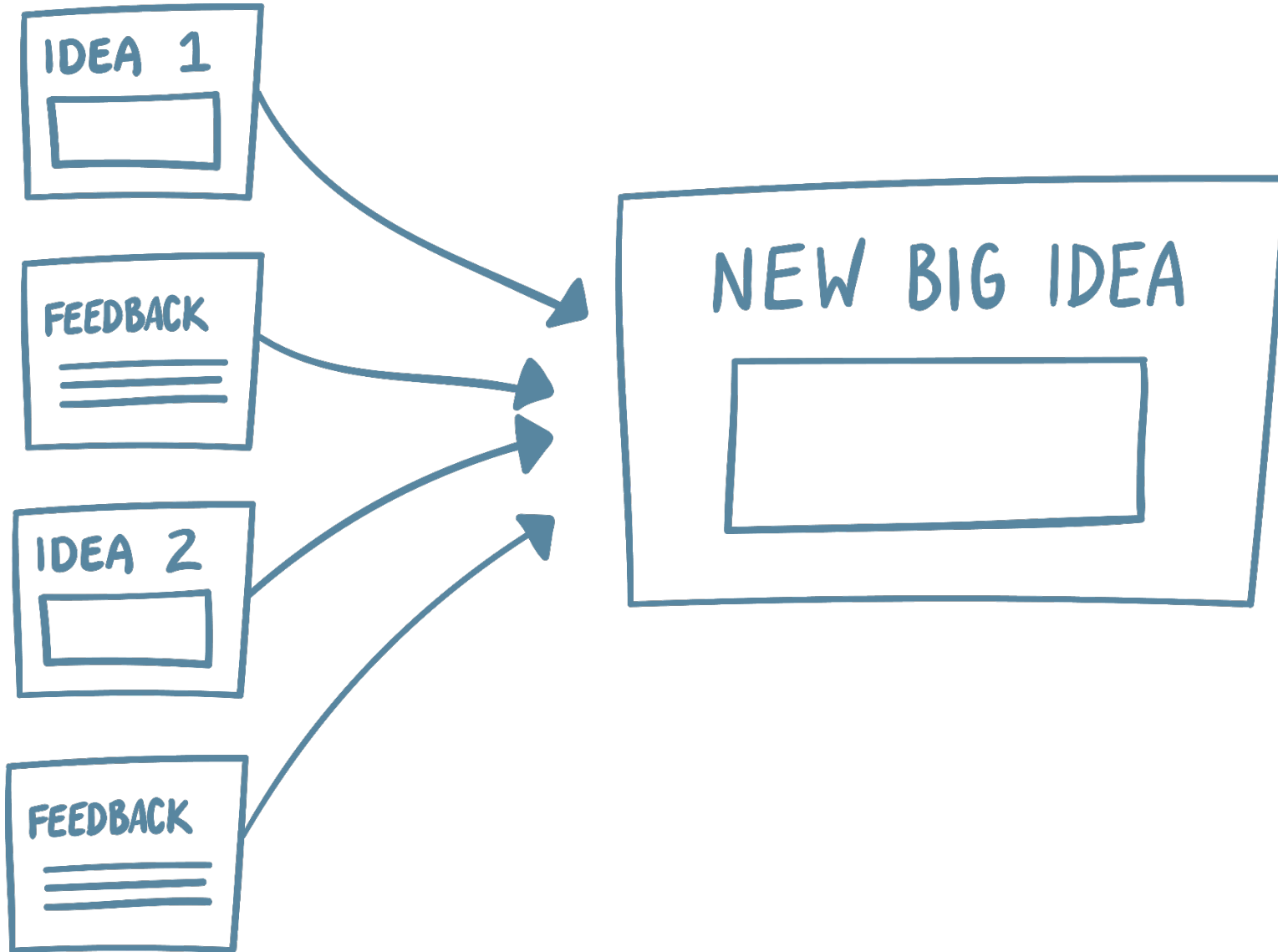
04:00

Combine and extend

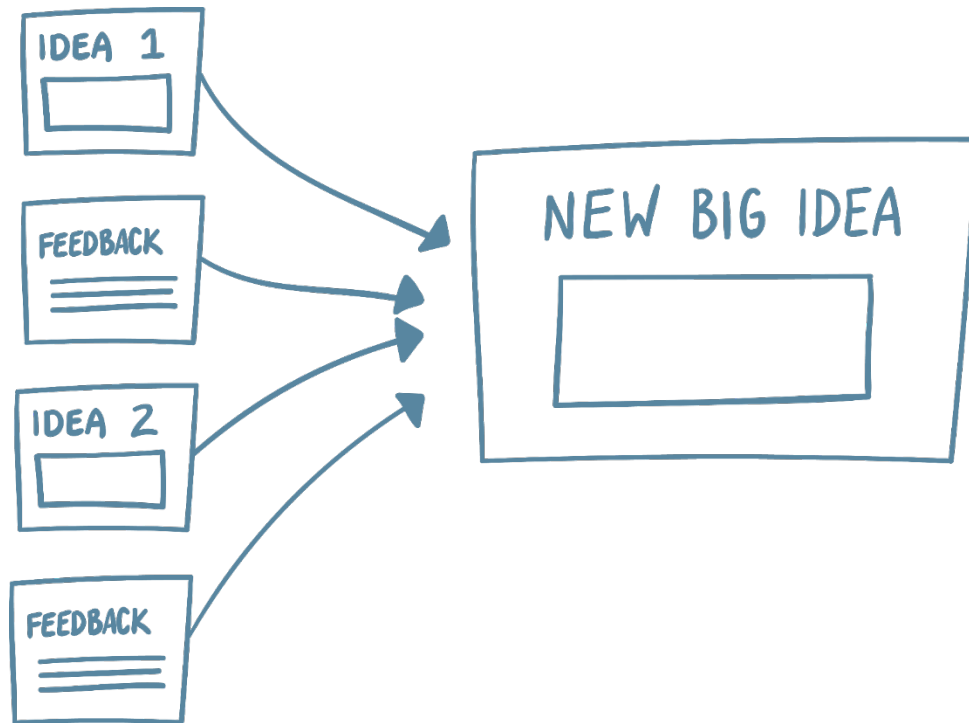
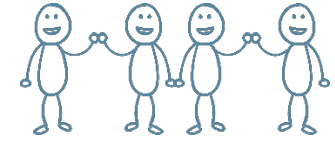
Create one big idea as a Design Team.

Incorporate what you learned through feedback and sketch your idea.





Create 1 big idea



Change to 10 min
15:00

Lunch!

We'll start again at 1:00 pm.

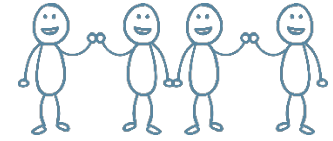
If you're the kind of person who's late for things (you know who you are), see you at 12:55 pm.

Build it

In your Design Team, prototype your “big idea” using the prototyping kit in the middle of your table.



Build your big idea



25:00

Share with the other team at your table

In your feedback grid, write down what the other team likes about your idea.



Team 1: Share & get feedback

06:00

Team 2: Share & get feedback

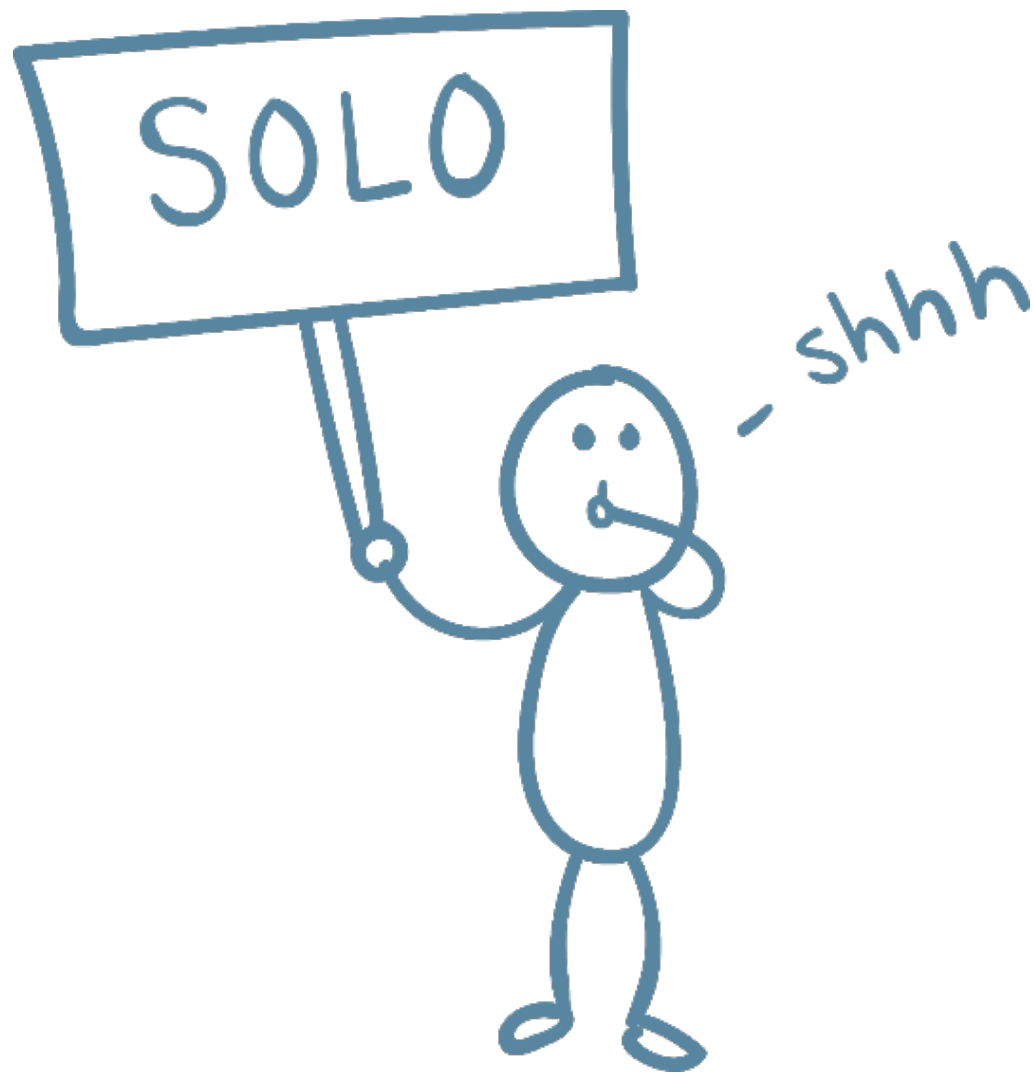
06:00

A design thinker's reflection

Flip back through your workbook—we've done a lot! A good designer always takes time to reflect on the process.

What stood out for you?

What did you notice as you went through the process?



What stood out for you?

What did you notice as
you went through the
process?

Which parts of the design process were the most fun?

Which were the most difficult?

Was there any point in the process when you were surprised?



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Which were the most difficult?

Was there any point in the process when you were surprised?

How is design thinking different from the way you usually solve a problem?

Did any of your existing preferences or expectations have an impact on the design process?



How is design thinking different from the way you usually solve a problem?

Did any of your existing preferences or expectations have an impact on the design process?

What will you do differently the next time you encounter a problem?



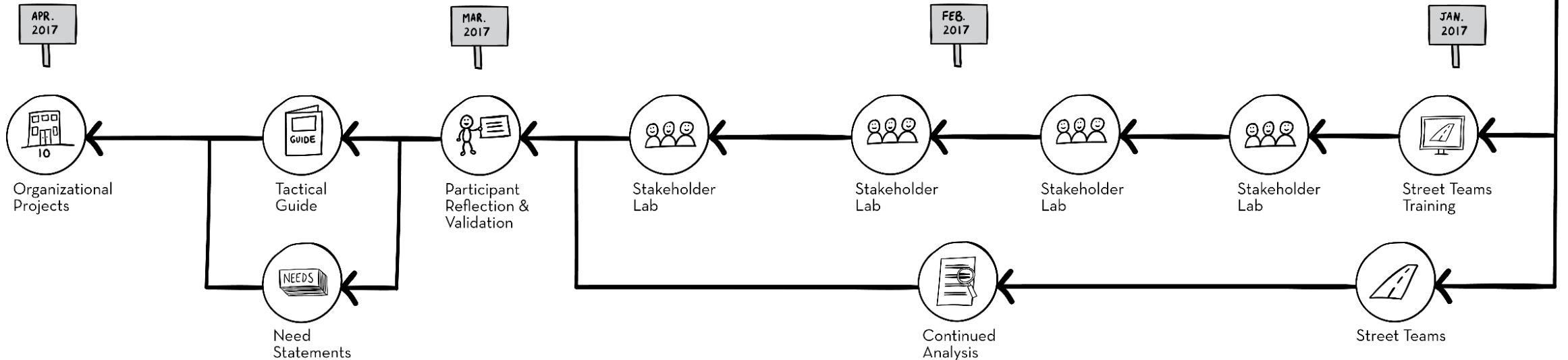
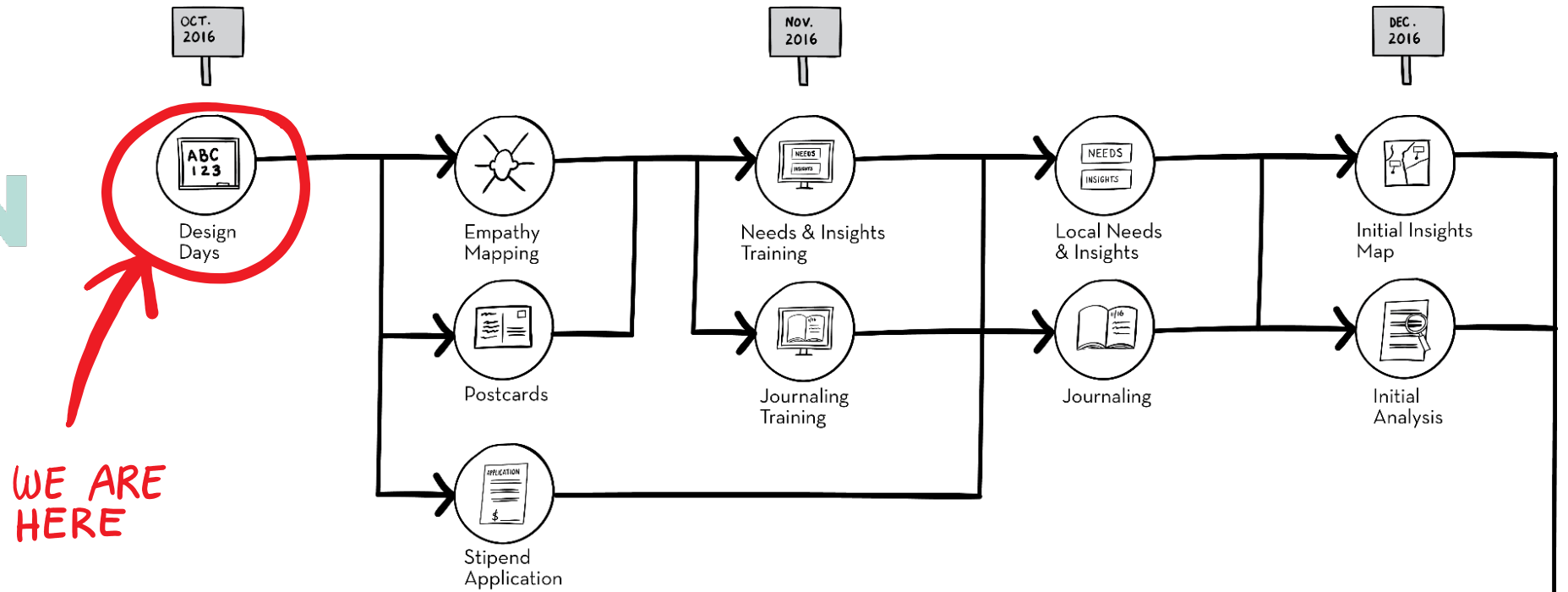
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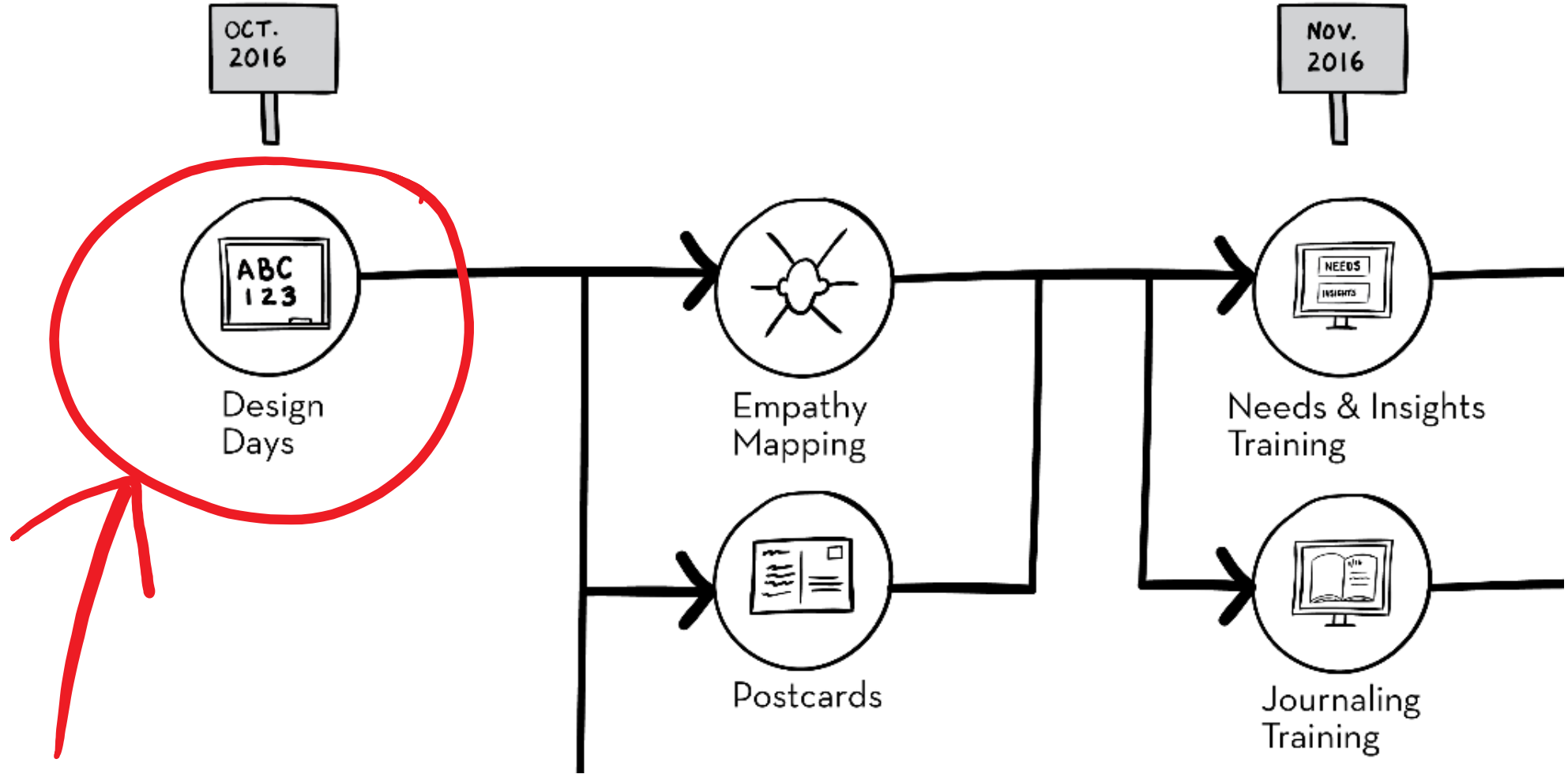
Break!

See you at 2:30 pm.

(Or 2:25 pm for those who need that nudge).

AGING BY DESIGN Roadmap





WE ARE
HERE

Get involved in the research


We're going to teach you two tools you can use to engage with vulnerable older adults and caregivers.

Empathy Maps

Tell us about a memorable day you had recently.

What happened that day?

Help us step into your shoes. On that day...



Please continue on the back →

OVERLAP RESEARCH WORKSHEET **AGING BY DESIGN**

PLEASE DO NOT INCLUDE NAME, ADDRESS, OR OTHER IDENTIFYING INFORMATION, THANKS!

For the day that you described, or more generally...

What were you trying to achieve?	What do/did you need to achieve this?	What made it difficult to achieve this?
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

What single change would make the biggest impact for you?

Please tell us a bit about yourself.

Age _____
Gender _____

I am (check all that apply):
 An older adult
 A caregiver for an older adult
 A service provider for an older adult

I consider my biggest challenge to be...

OVERLAP RESEARCH WORKSHEET **AGING BY DESIGN**

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Things we heard in Syracuse

Make bigger

More contrast

Explain I can write here

Make bigger

Make bigger

Tell us about a memorable day you had recently.

What happened that day?

Help us step into your shoes. On that day...

What were you **thinking**?

What were you **seeing**?

What were you **saying**?

What were you **doing**?

What were you **feeling**?

What were you **hearing**?

Please continue on the back →

OVERLAP RESEARCH WORKSHEET

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1. _____

2. _____

3. _____

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OVERLAP RESEARCH WORKSHEET

AGING BY DESIGN

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Empathy maps

Think about a recent memorable experience you've had.

Postcards



If you really knew me...

PLEASE DO NOT INCLUDE NAME, ADDRESS, OR OTHER IDENTIFYING INFORMATION. THANKS!

AGING
BY
DESIGN

Age:

Gender:

I am (check all that apply):

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Things we heard in Syracuse



If you really knew me...

AGING BY DESIGN

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- A caregiver for an older adult
- A service provider for an older adult

I consider my biggest challenge to be...

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Make bigger



Postcards

If you really knew me...

If your organization would like to participate...

Collect 20 empathy maps & 10 postcards (per organization).

...but we'll take whatever you can get.

Keep your empathy maps and postcards safe

We will be collecting these from you to feed into
the design research project.

Let's reflect

Next steps

BETTER IS
ABSOLUTELY
POSSIBLE