WELCOME TO DESIGN DAY
Welcome
Overview & Context
What is Design Thinking?
Uncertainty

Focus

“The Process of Design Squiggle” concept by Damien Newman
What about Lean?
Lean

Use different materials for buggy

Get a lighter driver

Use different materials for tires

Get a different horse

Get tires bigger/smaller

Drive on different road

Feed horse different food

FIND EFFICIENCIES
Design Thinking

Find New Ideas

Also how Henry Ford invented the automobile

New way of meeting a need
How might we improve the grocery shopping experience?
Find your table buddy
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.
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 + User Need

Increase, Reduce, Minimize

Time, Frequency, Number

↑ ↓ ♫
Write problem statements

How might we...

Innovation Starter + Type of Improvement + Unit of Measure + User Need

Increase Reduce Minimize

Time Frequency Number

Need

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

SLO

- shhh
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

SOLO

- shhh
Gather feedback from your team

Get back together with your Design Team. Take turns sharing your idea and giving feedback.
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?
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?
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?
What will you do differently the next time you encounter a problem?
Break!

See you at 2:30 pm.
(Or 2:25 pm for those who need that nudge).
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...

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

What were you trying to achieve?

What did you need to achieve this?

What made it difficult to achieve this?

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...
Things we heard in Syracuse

Tell us about a memorable day you had recently.

What happened that day?

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

More contrast

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

What were you trying to achieve?
1.
2.
3.

What did/didn't you need to achieve this?
1.
2.
3.

What made it difficult to achieve this?
1.
2.
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...

Please continue on the back.

OVERLAP, a project of the Institute on Aging

AGING BY DESIGN
Empathy maps

Think about a recent memorable experience you’ve had.
Postcards

If you really knew me...

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...

PLEASE DO NOT INCLUDE NAME, ADDRESS, OR OTHER IDENTIFYING INFORMATION, THOUGH.
Things we heard in Syracuse

If you really knew me...

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