

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

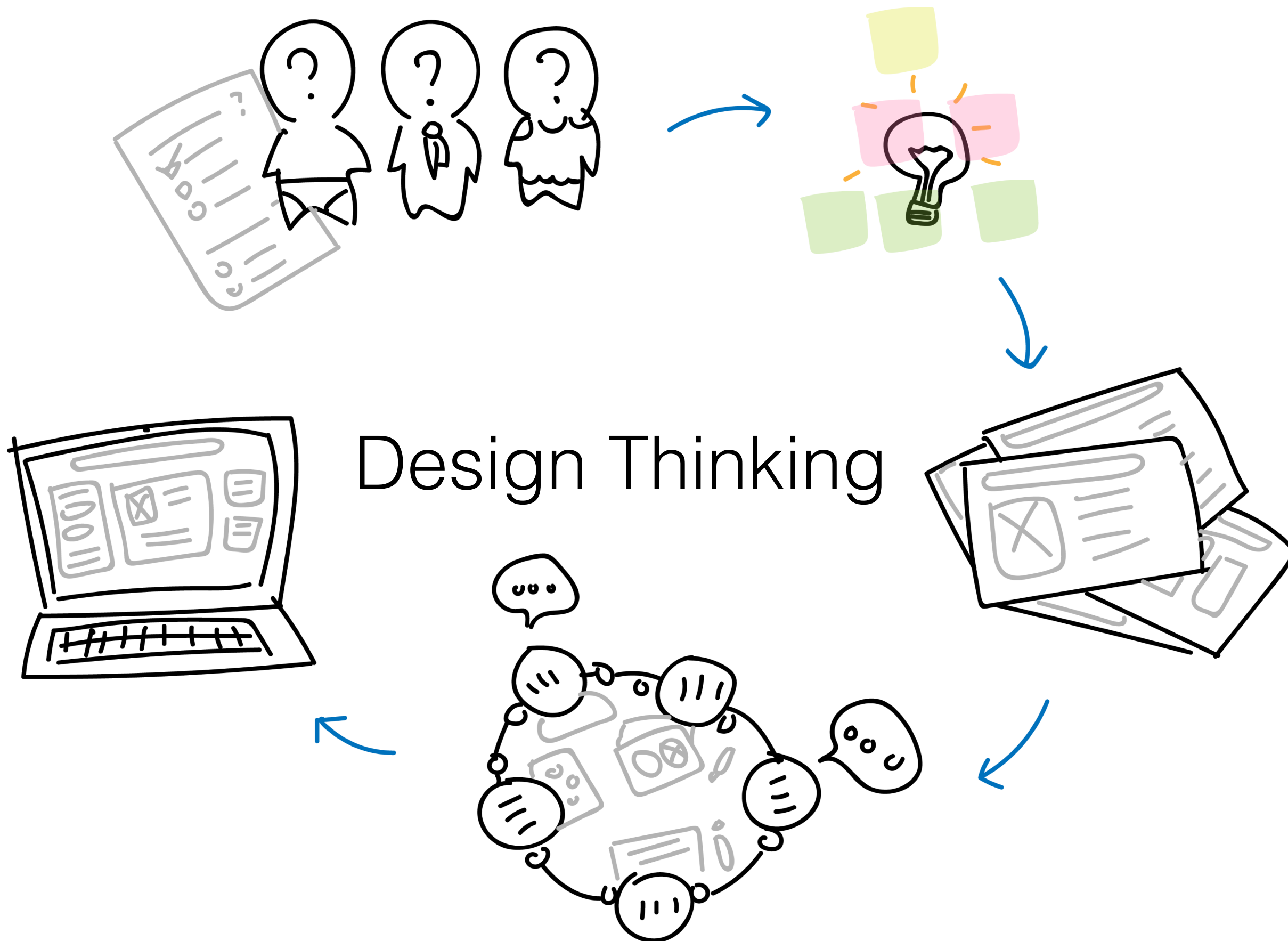
Outline

- Design Thinking 101
- Me? Yes you!
- Jeff
- Jonathan
- Conversation
- Is Design Thinking for you?

Design Thinking

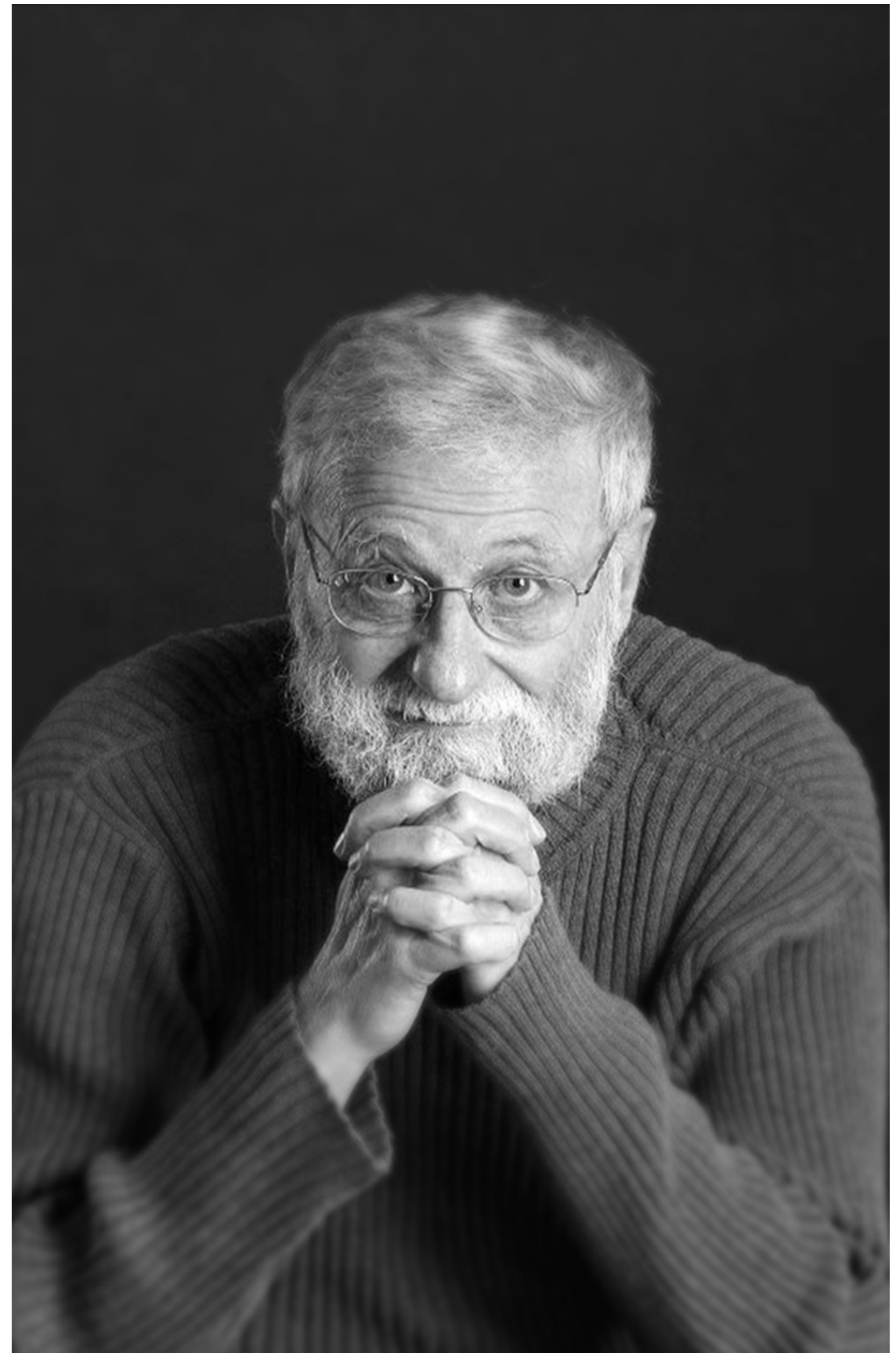
“Design is not a product designers produce,
design is a process that designers facilitate”

–Leah Buley



“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.**’”

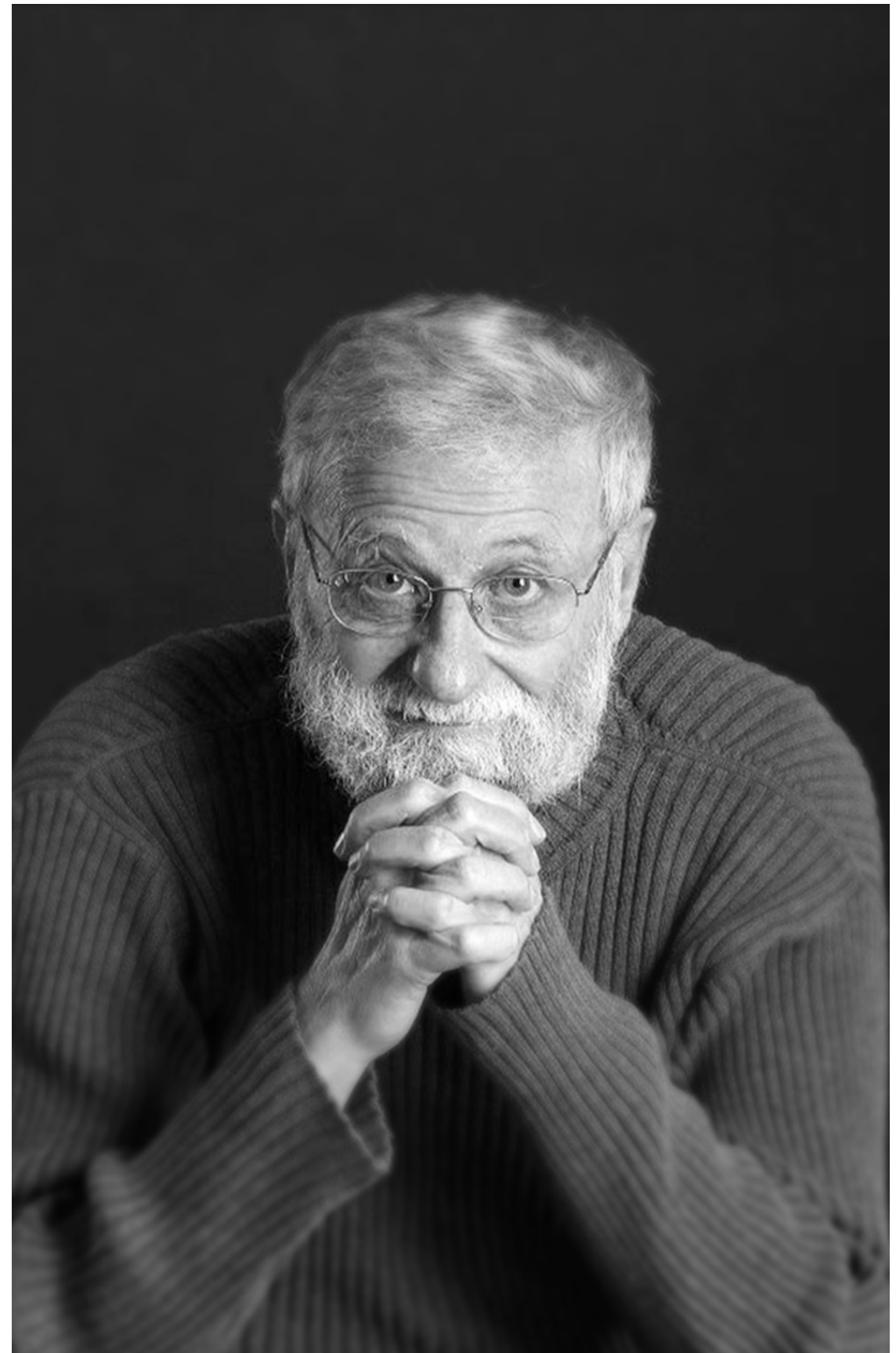
—Don Norman



#DT4U #SATURN15

“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.**’”

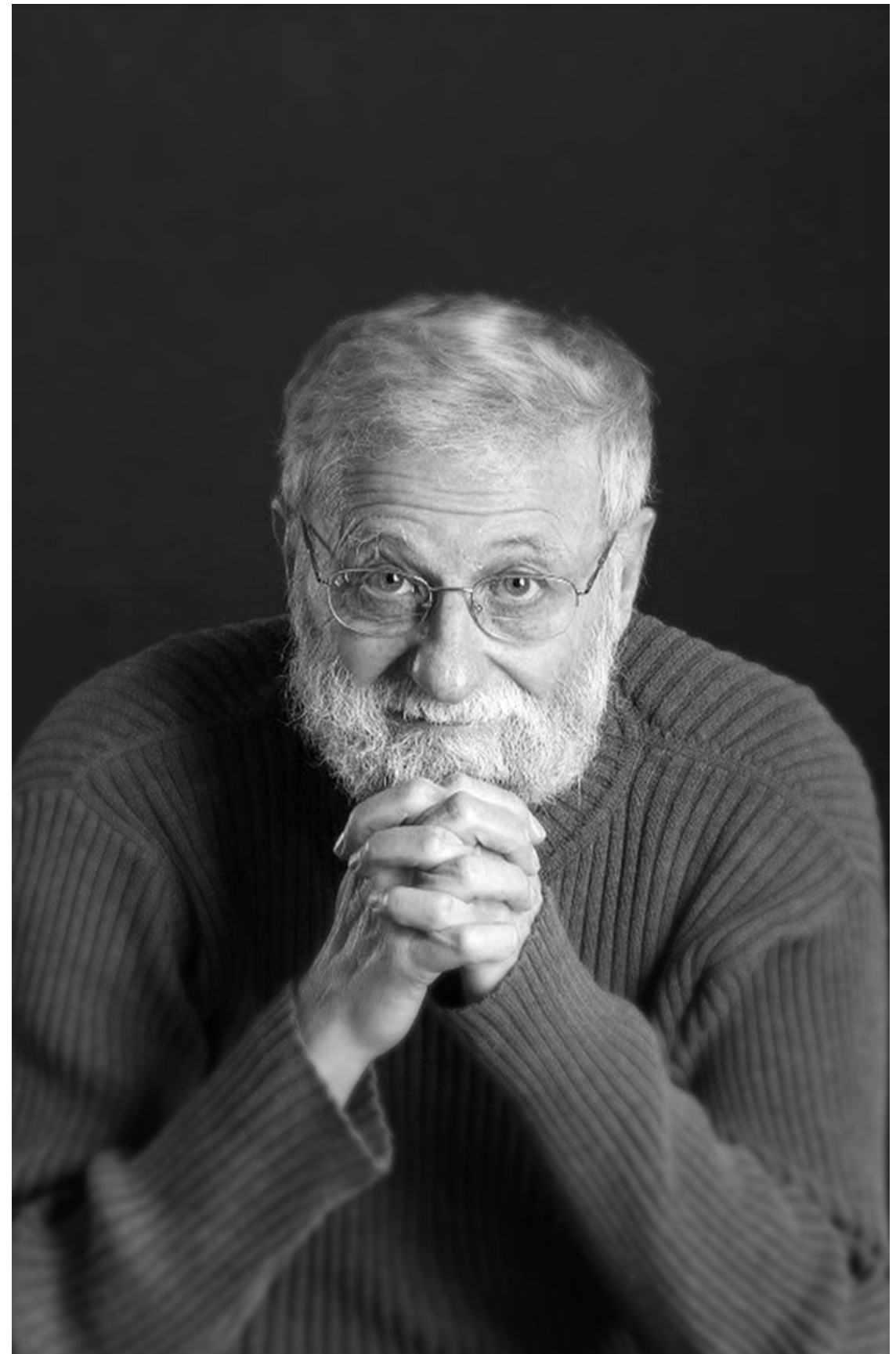
—Don Norman



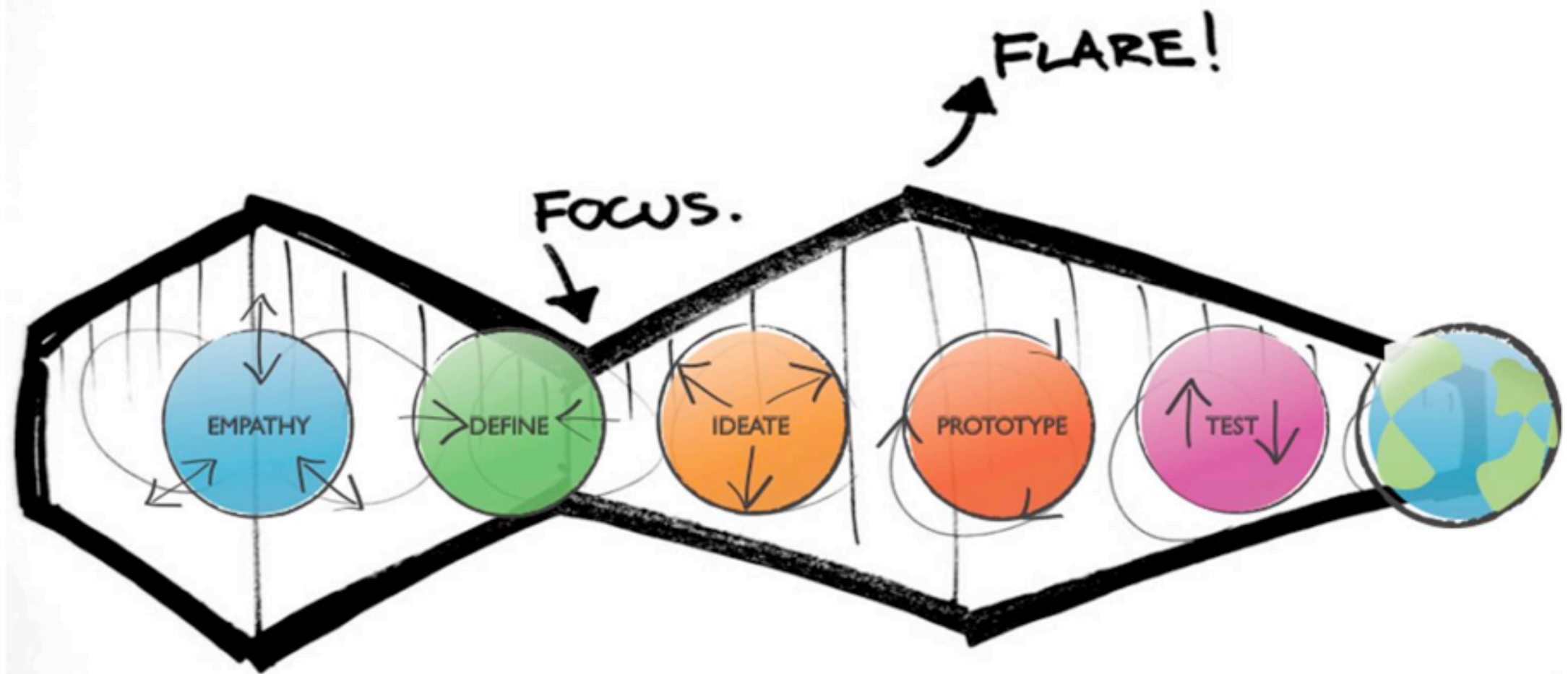
#DT4U #SATURN15

“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

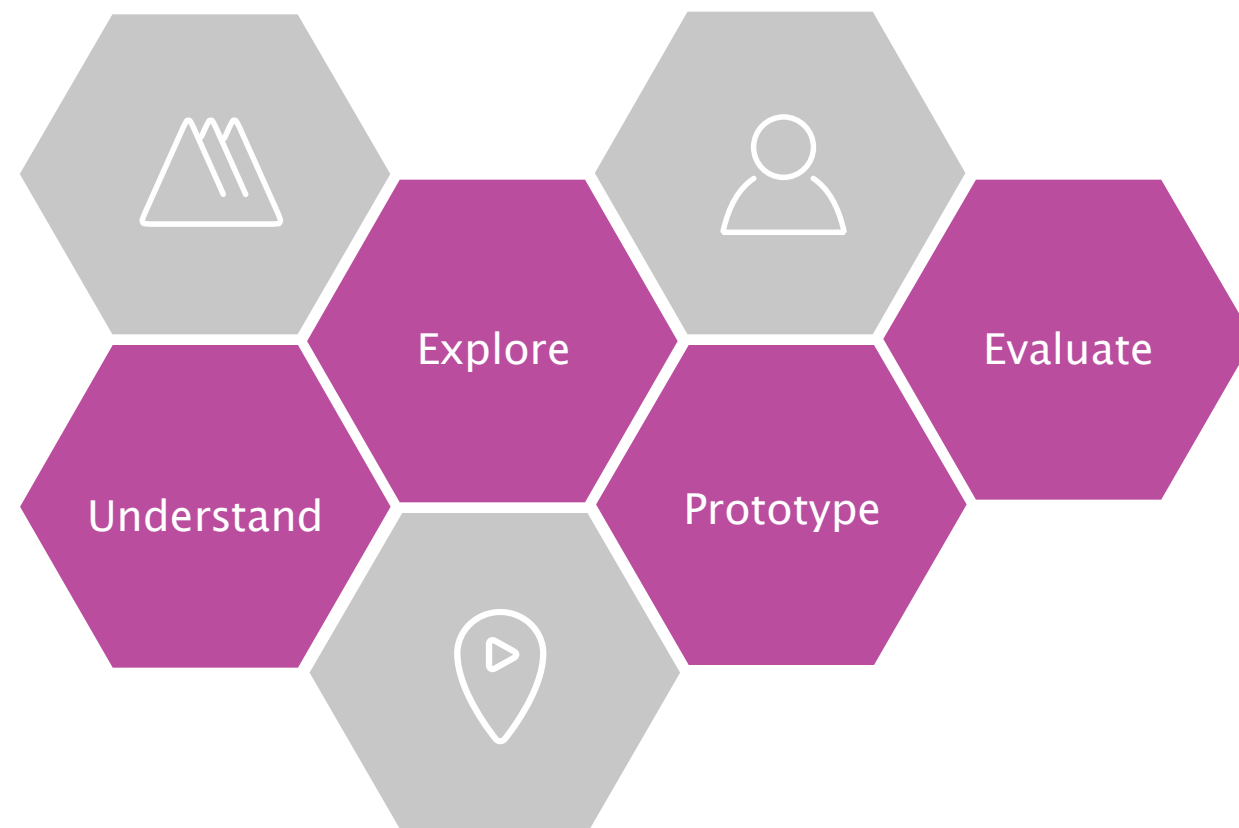


#DT4U #SATURN15



The 5 steps in Stanford's Design Thinking Model

IBM Design Thinking Methods



Design Thinking methods help you envision your user experience

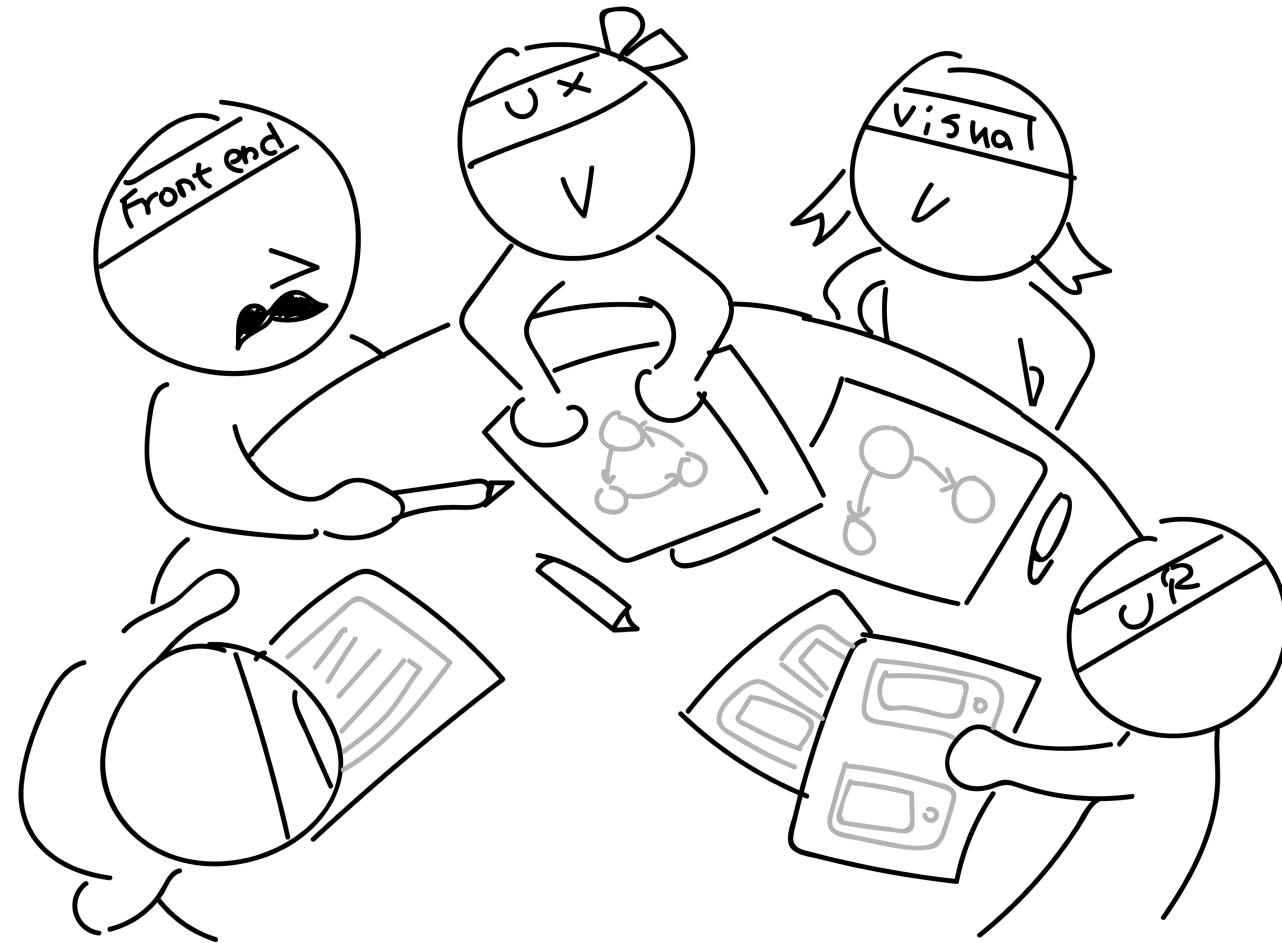
Design in the old days....

- 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

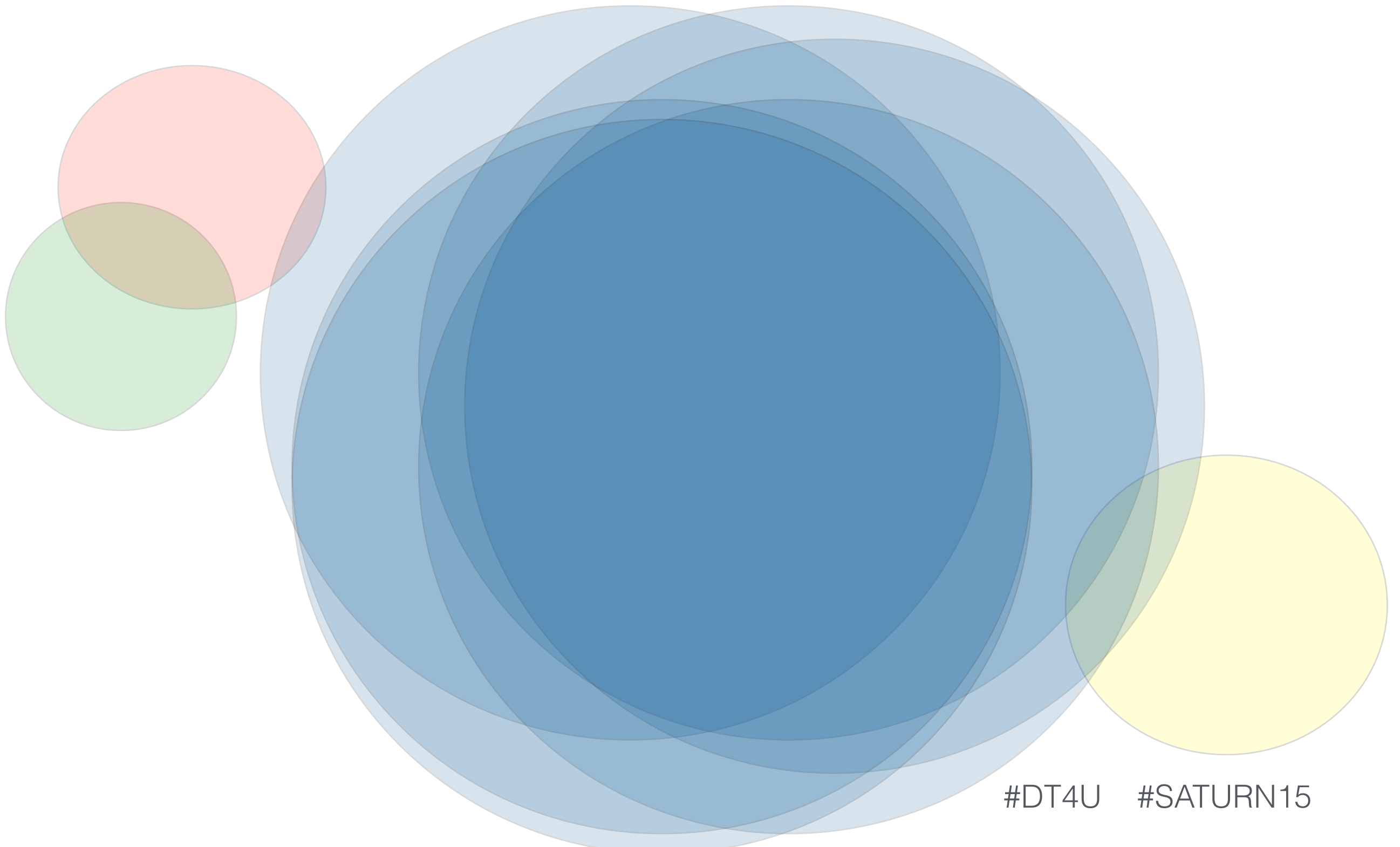


Design today...

- 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)

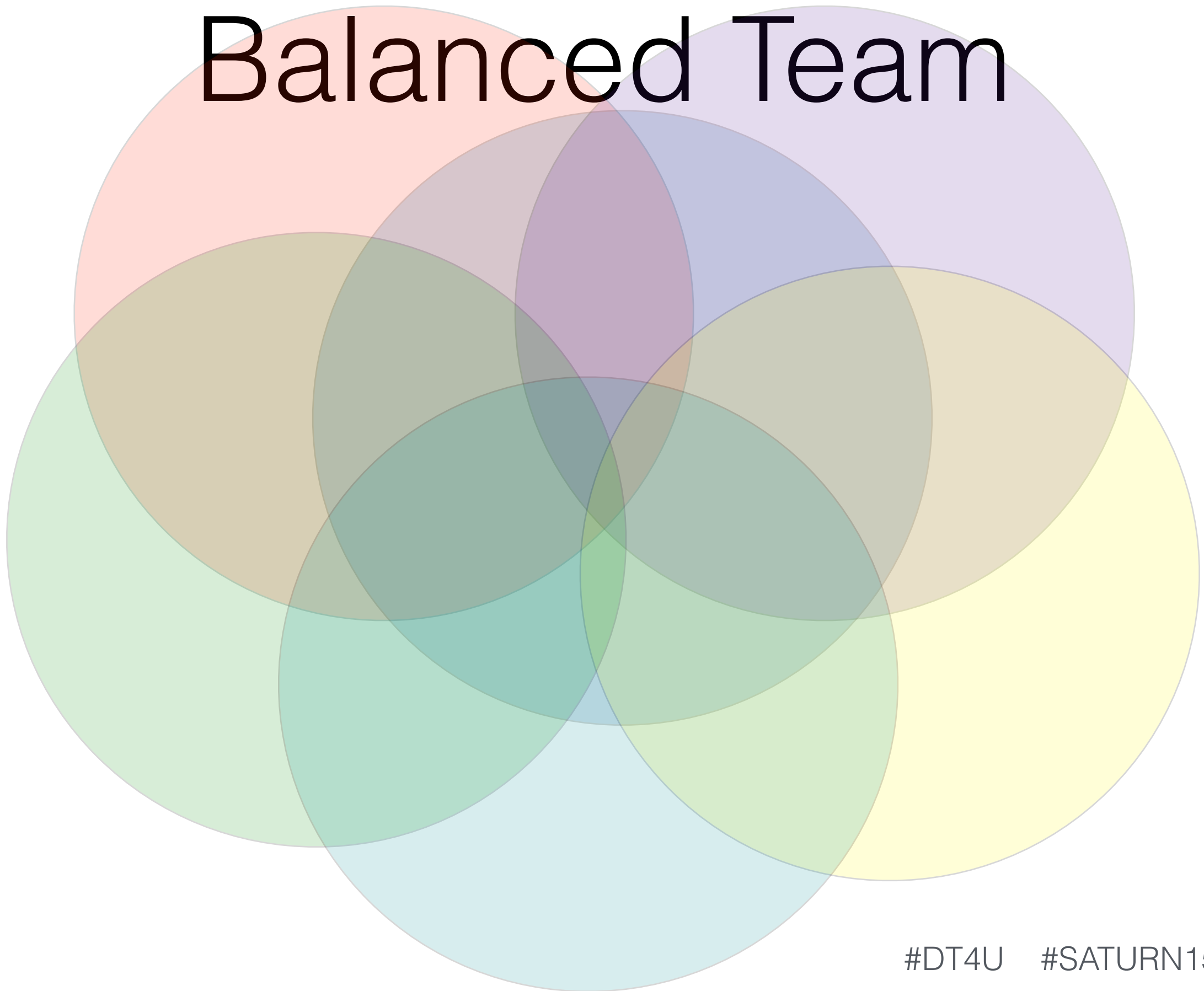


Uniform Dev Team



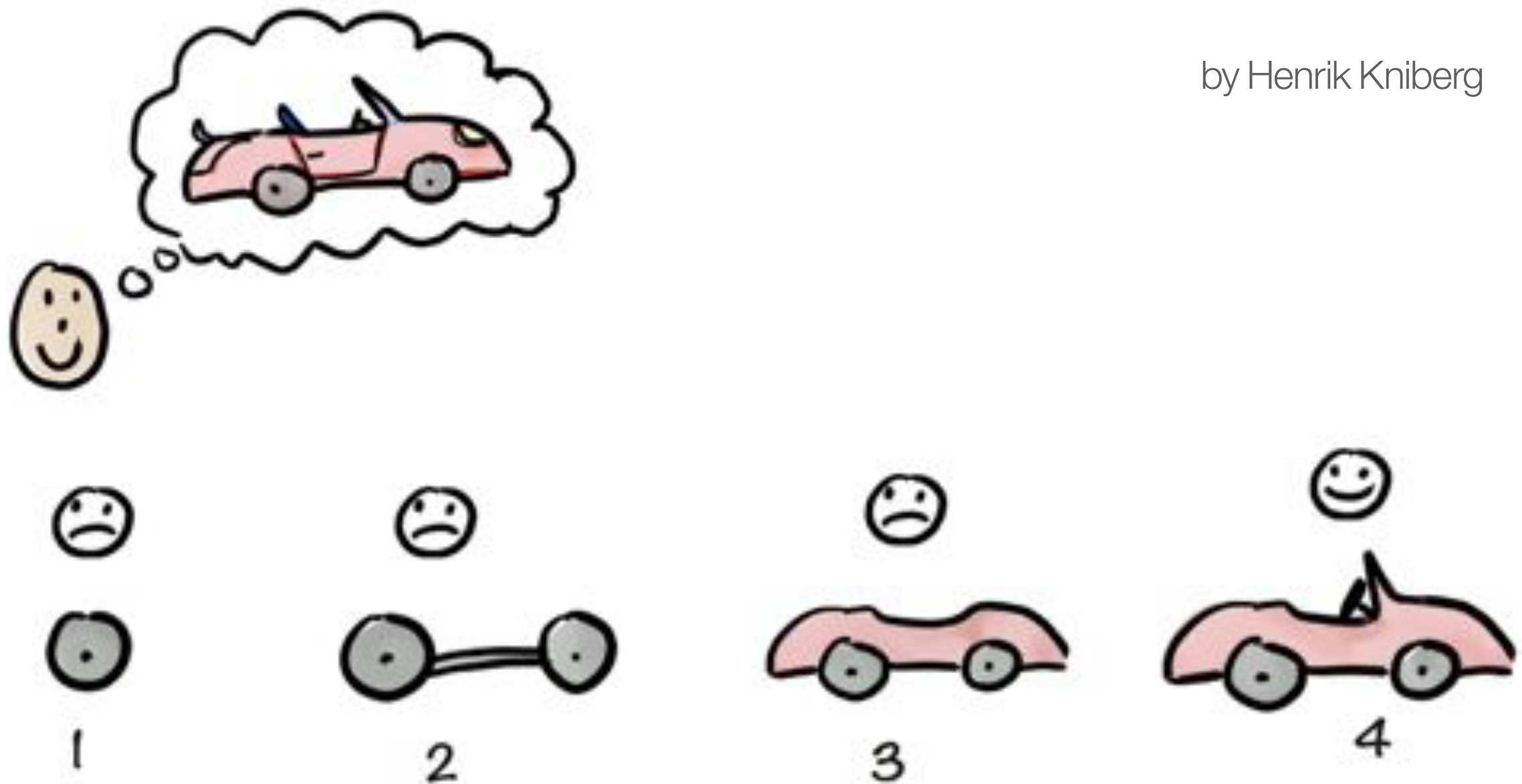
#DT4U #SATURN15

Balanced Team



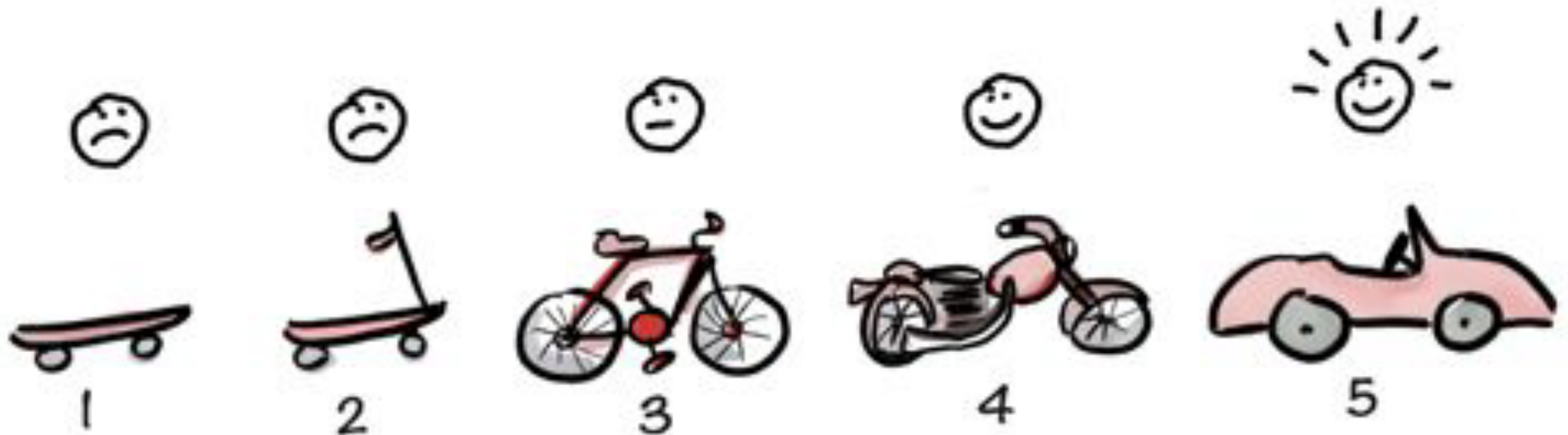
#DT4U #SATURN15

by Henrik Kniberg



Traditional product development

Incremental delivery of functionality



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”

#DT4U #SATURN15

A must read!

O'REILLY®



User Story Mapping

DISCOVER THE WHOLE STORY,
BUILD THE RIGHT PRODUCT

Jeff Patton
with Peter Economy

Forewords by Martin Fowler,
Alan Cooper, and Marty Cagan

#DT4U #SATURN15

Jeff Patton is not Adam Savage



Jonathan

Jonathan Berger

@jonathanpberger

Design, code, pm

~30 agile projects since 2008

Interested in agile practice
for design





The Conversation

#DT4U

When did you join the conversation?
&
Why is “DT is for everyone”
interesting to you?

Empathy \neq Data



Imagine you're Jane Goodall

do this



not this



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



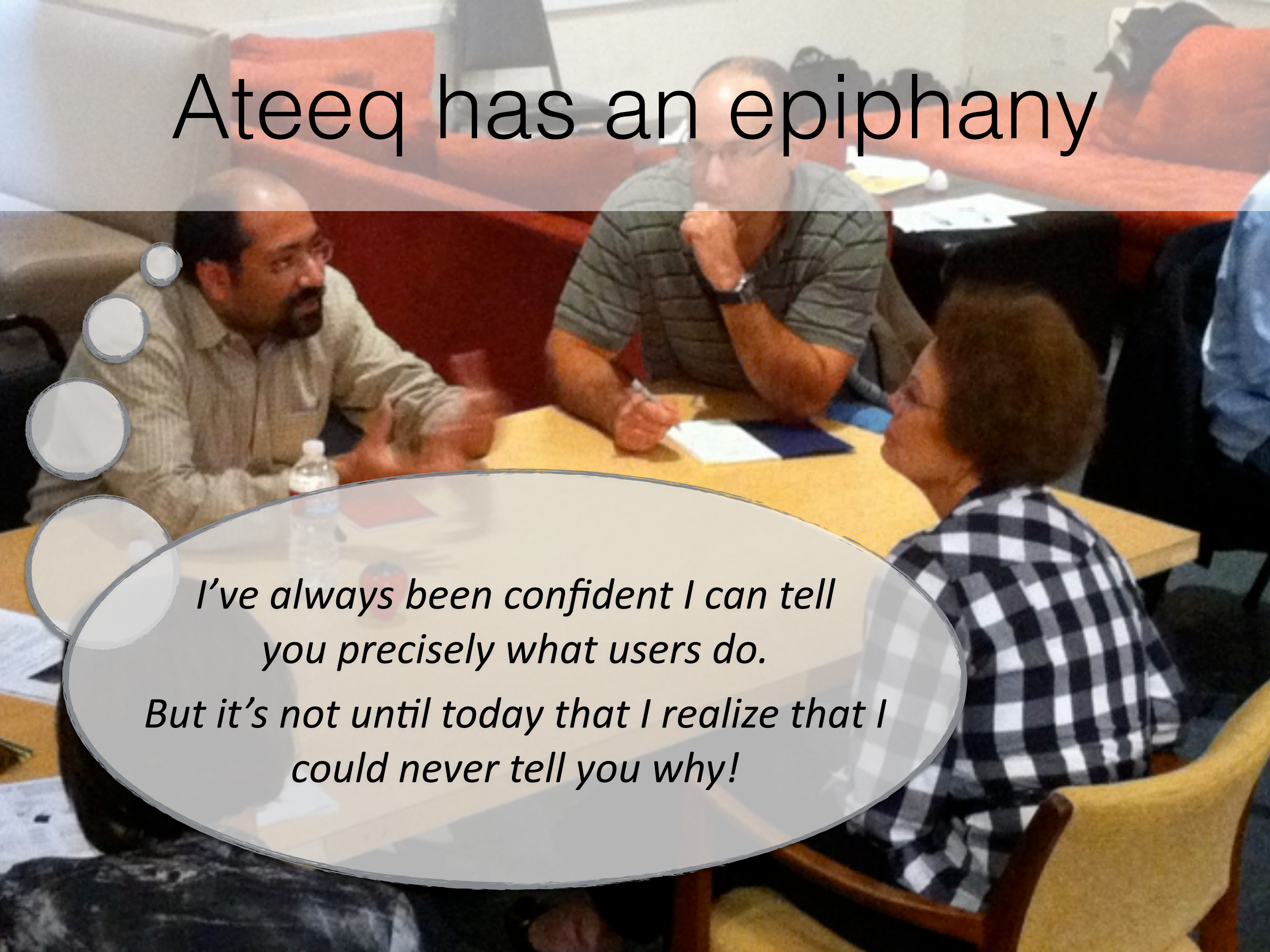
get out of the building,
way out of the building



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

design studio approach involves
the whole team in ideation

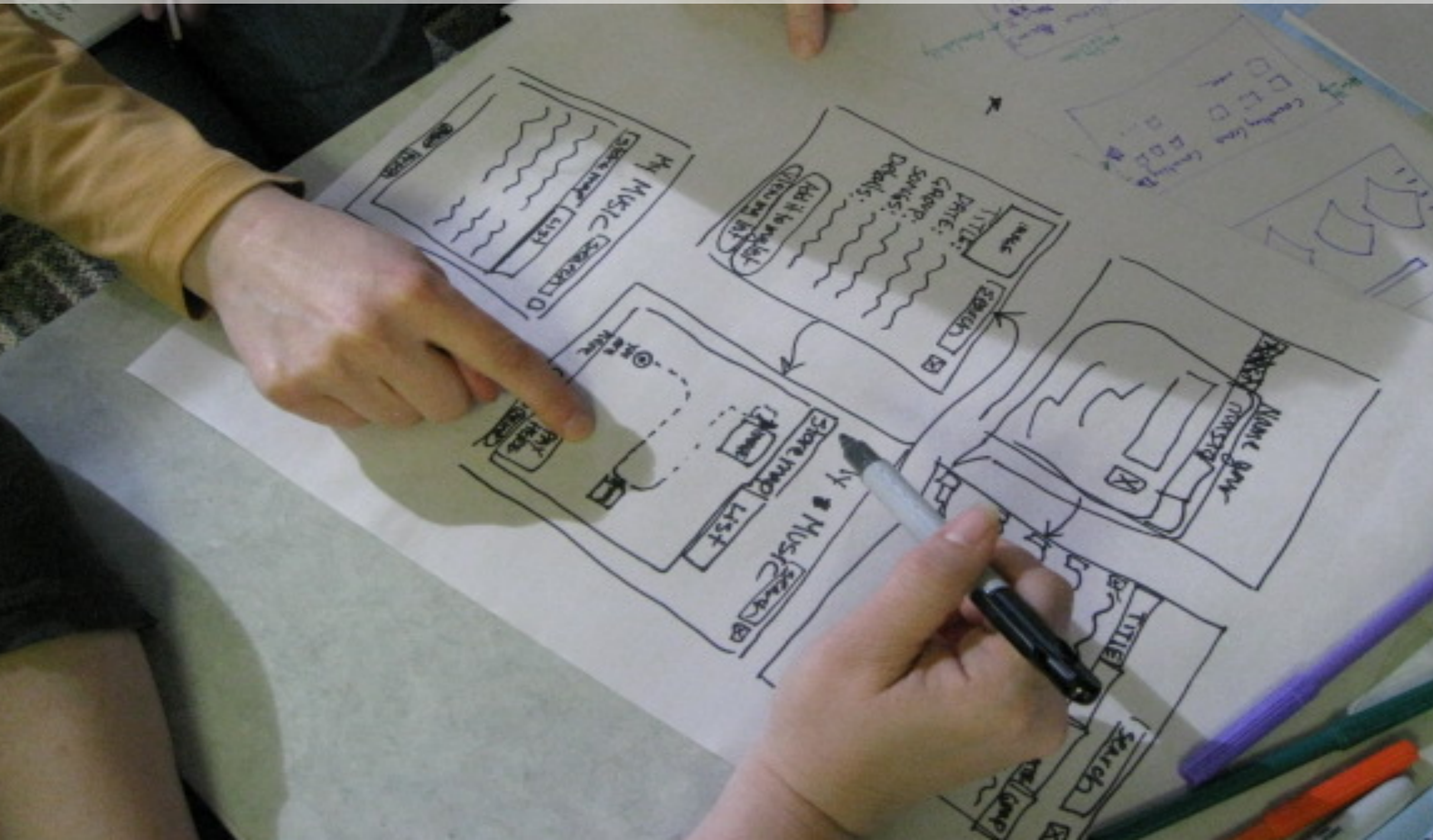


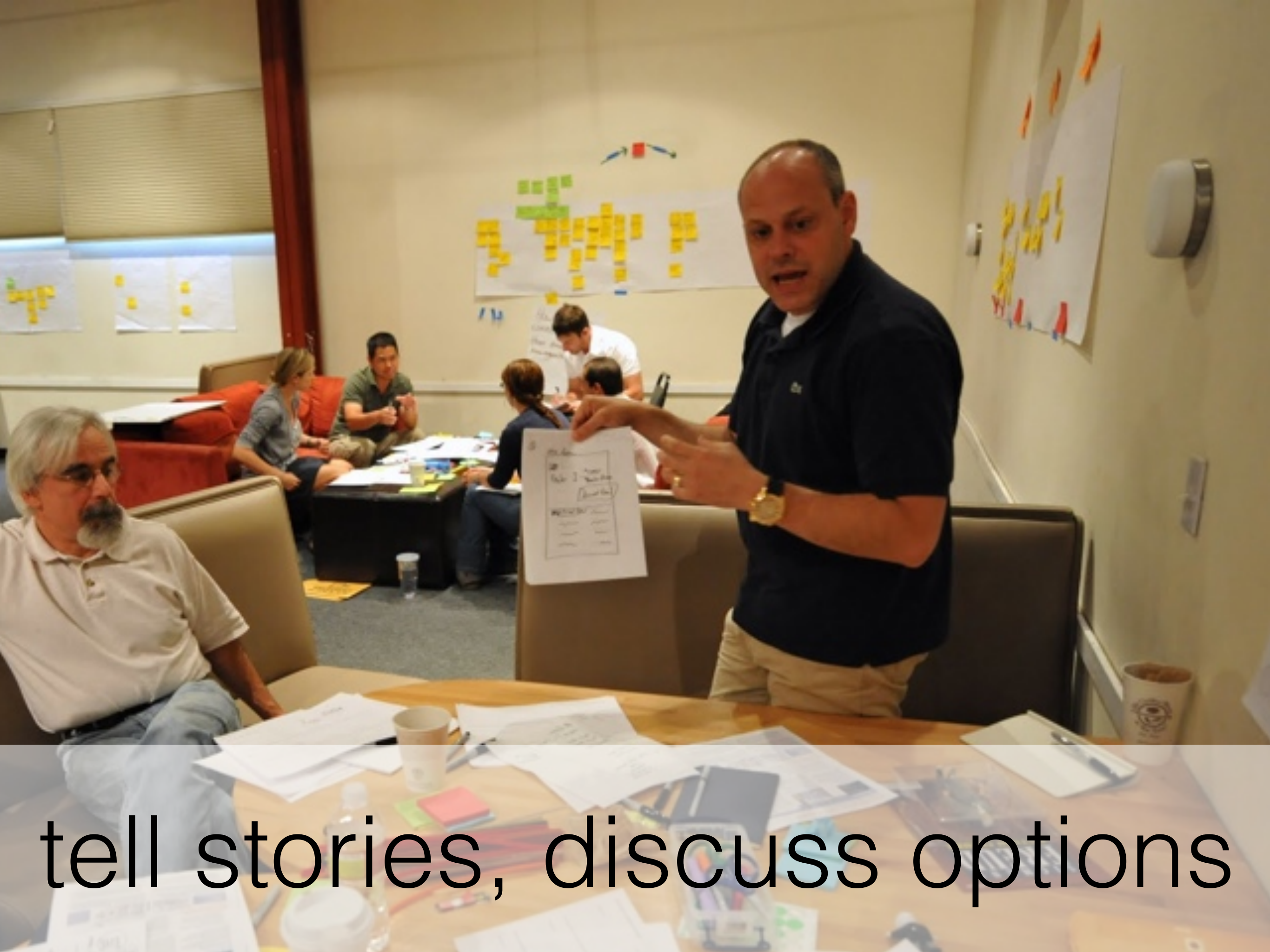
Design Studio Recipe: <http://jpattonassociates.com/design-studio-recipe/>



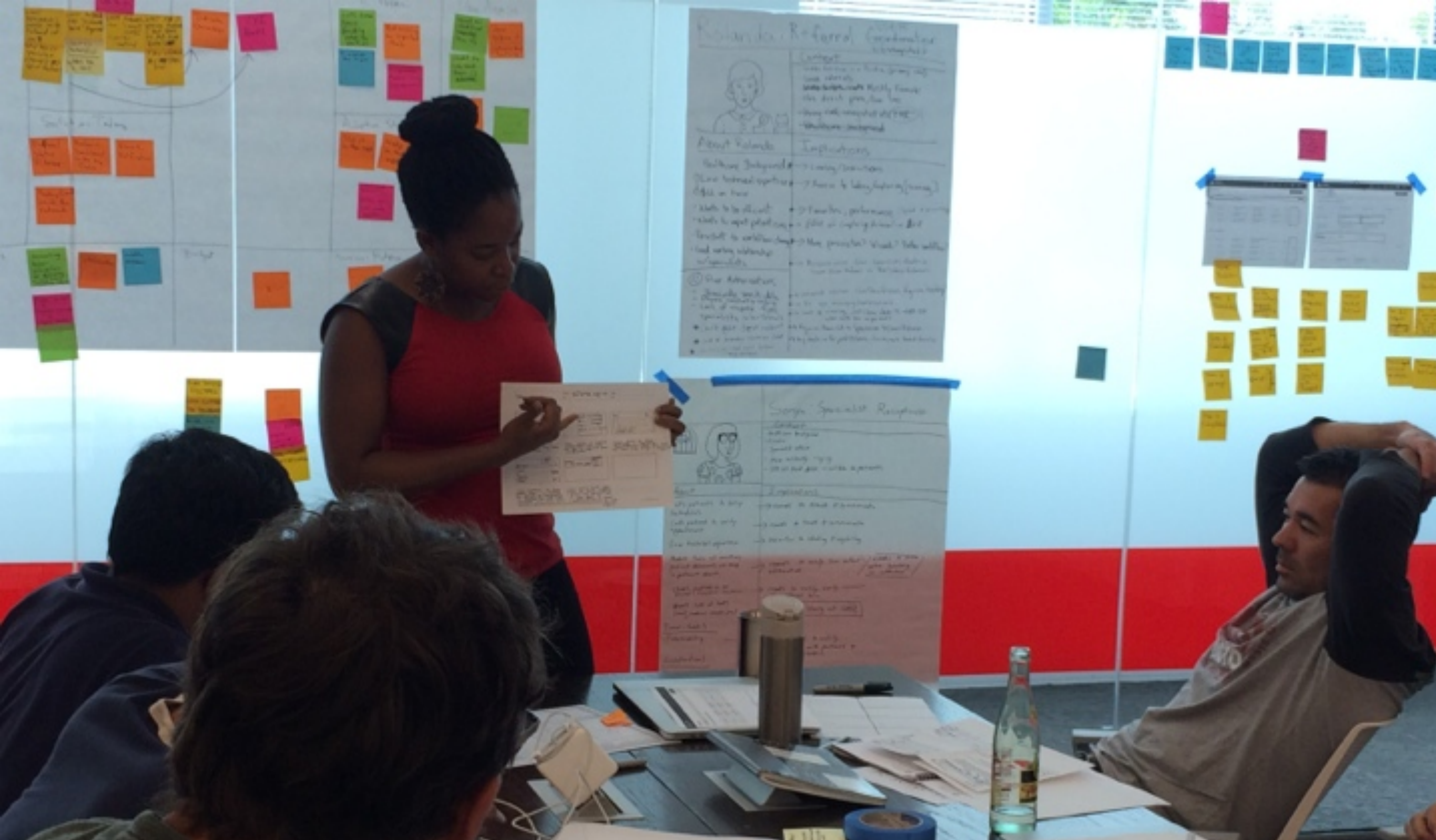
sketch ideas independently

everyone shares their results





tell stories, discuss options

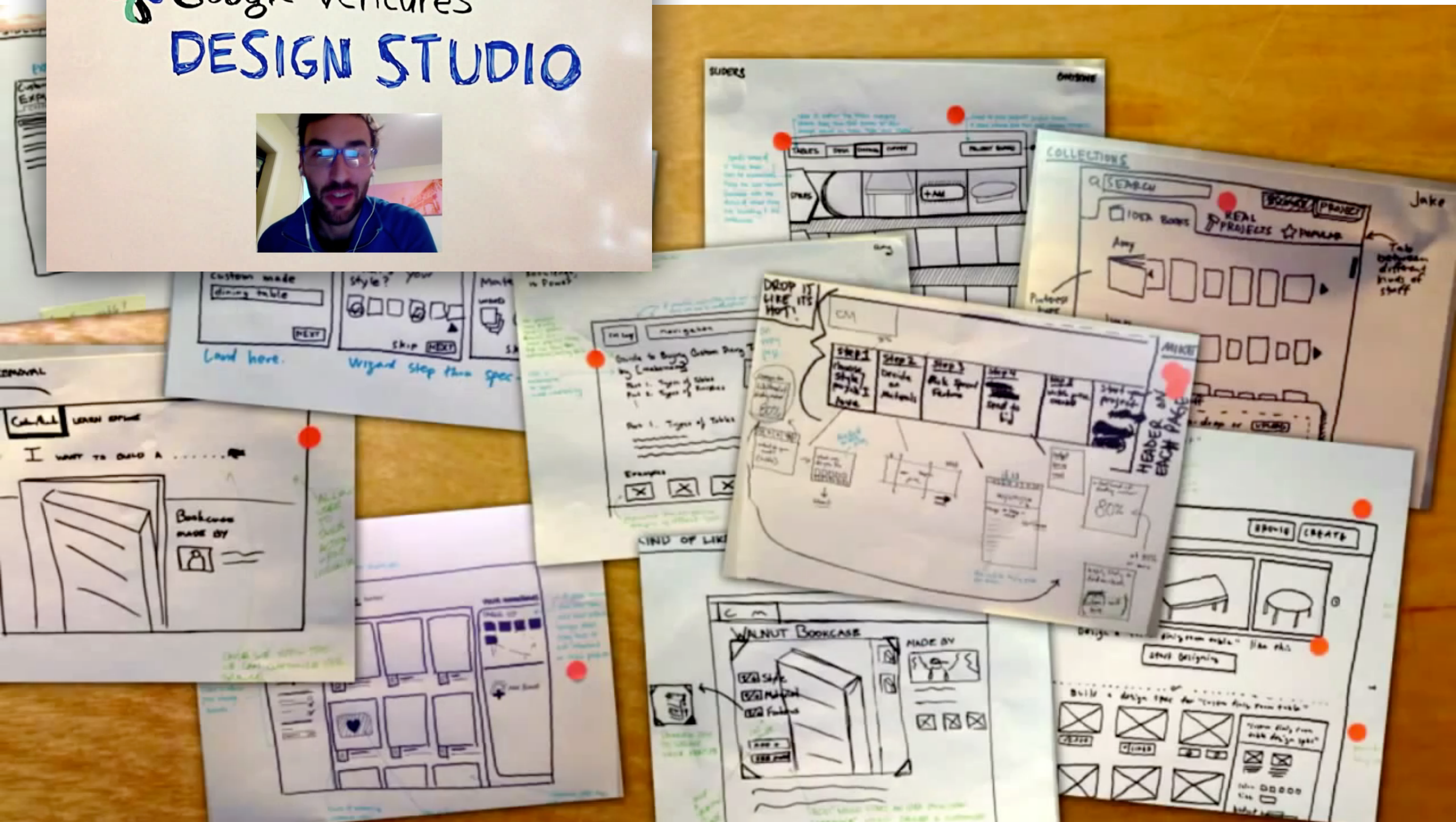


find the best ideas,
not the best artist

the best solutions
build on everyone's ideas



Google Ventures DESIGN STUDIO



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

@jeffpatton

@jonathanpberger

@quicola