An Introduction to Design Thinking

Corey Ford
cford@stanford.edu
TODAY

- What is Design Thinking?
- Experience a Design Project
- Questions/Tour

Corey Ford cford@stanford.edu
WHAT IS DESIGN?
DESIGN IS NOT AESTHETIC

Corey Ford
cford@stanford.edu
DESIGN IS NOT AN EVENT
DESIGN IS NOT A PRODUCT
DESIGN IS NOT AN EXPERIENCE

Corey Ford
cford@stanford.edu
DESIGN IS A PROCESS...

- Empathy
- Define
- Ideate
- Prototype
- Test
- Select
- Show
- Stoke
- Synthesize
- Iterate
- Accept
- Collaborate

Corey Ford
cford@stanford.edu
...WITH VARIOUS VISUALIZATIONS.
...USING THESE MINDSETS.

Corey Ford
cford@stanford.edu
RADICAL COLLABORATION
RADICAL COLLABORATION

Observe in pairs

Synthesize in teams

Invite outsiders to brainstorm

Test with users
HUMAN CENTERED

OBSERVE FOR INSPIRATION

DEFINE PROBLEM WITH EMPATHY + INSIGHT

INVOLVE USERS IN IDEATION

TEST WITH ACTUAL USERS
PROTOTYPE EARLY

PROTOTYPE OFTEN

BIAS TOWARDS ACTION
BIAS TOWARD ACTION

TALK TO EXPERTS

INTERVIEW + OBSERVE

GO FOR VOLUME

WORK QUICKLY

PROTOTYPE EARLY

TEST ASAP

LAUNCH BETA
DESIGN PROCESS

collaborate
accept
iterate
synthesize
show
stoke
select

EMPATHY
DEFINE
IDEATE
PROTOTYPE
TEST

Corey Ford
cford@stanford.edu
WHAT IS THE D.SCHOOL?
Ideo's David Kelley on "Design Thinking"

By: Linda Tischler  Fri Jan 16, 2009 at 11:12 AM

David Kelley, founder of the design firm Ideo and the Stanford d.school, was leading a charmed existence. Then he felt a lump.

The smell of ramen noodles wafts over the Stanford d.school classroom as David Kelley settles into an oversize red leather armchair for a fireside chat with new students. It's 80 degrees and sunny outside in Palo Alto, and as the flames flicker merrily on the big computer screen behind him, Kelley, founder of both the d.school and the global design consultancy Ideo, introduces his grad students to what "design thinking" — the methodology he made famous and the motivating idea behind the school — is all about.

Today's task: Design a better ramen experience.
DESIGN -> design thinking

- individuals
- products
- teams
- experiences
- eng art
- tech biz human

Corey Ford
cford@stanford.edu
Innovations → Innovators

- individuals
- teams
- organizations

Corey Ford
cford@stanford.edu
OUR INTENT: CREATE THE BEST DESIGN SCHOOL. PERIOD.

- prepare FUTURE INNOVATORS to be breakthrough thinkers & doers
- use DESIGN THINKING to inspire multidisciplinary teams
- foster RADICAL COLLABORATION between students, faculty & industry
- tackle BIG PROJECTS and use prototyping to discover new solutions

STANFORD d.school
Corey Ford
cford@stanford.edu
WHAT IS THIS?
In developing countries, 80% of all premature and low-birth-weight infants are born far away from hospitals and traditional incubators.

Embrace is a $25 thermoregulator designed to save premature and low birth weight babies. Our mission is to help the 20 million vulnerable babies born every year around the world, who can't access traditional incubators that cost up to $20,000.
...USING THESE MINDSETS.
ENOUGH TALK...

...LET'S EXPERIENCE DESIGN THINKING!

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