Design Thinking Pedagogy and Practice

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QuickPoll

How much experience do you have with Design Thinking?

Select one of the following:

- None at all (That is why I am here)
- Some (but I can always learn more)
- Quite a bit (I could teach this webinar)

Poll in progress for attendees only.

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Defining design thinking

“a human-centered innovation process that emphasizes observation, collaboration, fast learning, visualization of ideas, rapid concept prototyping, and concurrent business analysis”

(Lockwood, 2009)
What is Design Thinking?

- Design thinking is a systematic approach to problem solving. What would be different if managers thought more like designers?

**Problem solving would be driven by three core beliefs:**

- **Empathy** – Start by establishing a deep understanding of human needs
- **Invention** – Discover new possibilities
- **Iteration** – Use the first solutions only as stepping stones to a better one
Design Thinking Tool Kit

process

Need finding

Ideation

Testing

tools

• Visualization
• Ethnography
• Prototyping
• Co-creation
• Design of experiments
• Collaborative sense-making and ideation
Design as a Tool Kit

Visualization

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Journey Mapping
Value Chain Analysis
Mind Mapping
Brainstorming
Concept Development
Assumption Testing
Rapid Prototyping
Customer Co-Creation
Learning Launch

What is?
What if?
What wows?
What works?
Steps to Designing For Growth

1. Identify an Opportunity
2. Scope Your Project
3. Draft Your Design Brief
4. Make Your Plans
5. Do Your Research
6. Identify Insights
7. Establish Design Criteria
8. Brainstorm Ideas
9. Develop Concepts
10. Create Some Napkin Pitches
11. Surface Key Assumptions
12. Make Prototypes
13. Get Feedback from Stakeholders
14. Run Your Learning Launches
15. Design the On-Ramp
Case Study | The Good Kitchen
Journey Mapping

Traces the journey of a customer as they experience a product or service.
Key Insights

• Seniors were embarrassed to accept government assistance
• Loss of control over food choices was painful
• They were lonely eating alone and missed the seasonal food of their youth.
• Workers were bored and unmotivated creating the same meals day after day
Co-Creation

Inviting key stakeholders into the design process.
Workshop Participants

- Employees of residential care centers
- Municipality officials
- Experts in elderly issues
- Volunteers
- Kitchen workers
What if this public-service food-delivery organization were a restaurant?
Trigger Questions

kitchen → restaurant
cooks → chefs
vehicles → waiters
description → menu
What wows?
What wows?

Stakeholders want it

We can do it

The economics can sustain it

WOW
What works?
Prototyping

Make it tangible and concrete. Draw a picture, tell a story, take a photo, make a map . . .
How do we fix the menu?

What is?

What if?

What wows?

What works?

Happier seniors with better nutrition

Motivated employees taking pride in work

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“If you have professional pride, you’ll also cook good food. Good food has to come from the heart!”

— Anne Marie Nielsen, Director of The Good Kitchen
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How do you plan to teach Design Thinking?

Select one or more of the following:

☐ Never - I was just curious to learn more
☐ I plan to add an element to an already established course
☐ I expect to design my own Design Thinking Course
☐ I would like to take an online course to learn more

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What are the challenges associated with teaching design thinking?

Experimental as well as experiential

Requires a tolerance for both ambiguity and inefficiency

The case method builds bad habits

MBAS have not experienced the failure of analytic methodologies
Optimism vs Anxiety: Emotional Journey

- Problem Framing
- Exploration
- Ideation
- Prototyping
- Iteration / Implementation

Project duration

Credit: Jump Associates, LLC
Specialization in Design Thinking and Innovation

Design Thinking 1: Insights to Inspiration

Design Thinking 2: Ideas to Action

The Innovative Workplace

Advanced Discovery Tools