

What is Design Thinking?

- Design thinking is a team based, customer focused process for creative problem solving.
- Design thinking can be applied in physical design and process design for health care organizations.

When is Design Thinking helpful?

- When you must improve a process that affects multiple people, and the solution requires creative design.

How can we get started with Design Thinking?

- Choose the focus
- Engage the team
- Start the process
- Repeat to success

What are the Design Thinking process steps?

Design Thinking works with a repeatable five-step process.

Empathize

- Identify the 'customers'
- Find out what they want, need and value through interviews and observations

Define

- Define the specific challenge you are trying to solve
- Define criteria for evaluating potential solutions

Ideate

- First generate a broad range of solutions ideas
- Then choose a few that show promise

Prototype

- Design one or more prototype solutions
- Design with the customer and evaluation criteria in mind

Test

- Test the prototype(s) in small trials
- Solicit feedback and repeat to success
- Proceed to implementation

Some Design Thinking Principles

- Empathize - Design Thinking begins with caring about your customers
- Define – It is essential to frame the problem correctly in order to produce the right solution
- Ideate - The best way to find the right solution is to generate a broad range of potential solutions
- Prototype- Design for your customers and follow where that leads
- Test - There is no failure, only feedback

The Power of the Team

Design Thinking works best when:

- Everyone feels welcome to engage
- Everyone is committed to learning and action
- Everyone is comfortable sharing ideas
- Everyone is will to let the best ideas win
- Everyone shares the credit

How long Does Design Thinking take?

Most Design Thinking projects can be accomplished in two or three meetings of one to two hour duration.

Two meeting scenario:

- Assumes customer insight has been collected or is in the room for Meeting 1
- Meeting 1 – Focus, Empathize, Define, Prototype
- Action Period – Test the prototype(s)
- Meeting 2 – review test results and decide next steps

Three-meeting scenario:

- Assumes customer insight will be collected after Meeting 1
- Meeting 1 – Focus, Empathize
- Action Period – Gather customer insight
- Meeting 2 – Define, Ideate, Prototype
- Action Period – Test prototype(s)
- Meeting 3 – Review Test results and decide next steps

How can we maximize the value of Design Thinking?

- Teach Design Thinking to the team
- Keep the process simple and efficient
- Create a culture of Design Thinking
- Use Design Thinking to solve all kinds of design challenges

Notes: