GOOD MORNING!
Got Failure?

Bring it!

Design Thinking
An Introduction
Design Thinking Model, Stanford d.school
Five Components:

Empathize:
• Gain Perspective
• Interview
• Observe
• Struggle along with your ‘customer’
• Understand their ‘pain points’
• What truly matters?
Design Thinking Model, Stanford d.school

Five Components:

**Define:**
- The ‘real’ problem
- Understand requirements and constraints
- Understand the perspectives
- What are the real needs?
- What’s in the way?

**Ideate:**
- Brainstorm
- As many as possible
- Crazy is a compliment
- Improvisation
**Design Thinking Model, Stanford d.school**

Five Components:

**Prototype:**
- Basic mockups/storyboards
- Paper/cardboard/markers
- Keep it simple
- Fail fast
- Improve
- Iterate quickly

**Test:**
- What did/didn’t work?
- Role play
- Iterate quickly
How to Build Your Creative Confidence | David Kelley

“Creative Confidence is the notion that you have big ideas, and that you have the ability to act on them.”

https://www.youtube.com/watch?v=16p9YRF0l-g
Thank You!

Donna Szymanowski
dszyman@yahoo.com