A scenic view of a beach at sunset. The sky is a mix of blue and orange, with the sun low on the horizon. Several tall palm trees are silhouetted against the sky. In the foreground, a paved walkway runs along the beach, with a few people walking and sitting on benches. The overall atmosphere is peaceful and serene.

Good Evening, ATD!

**Innovating through
Human-Centered Design / Design Thinking.**

Workshop Structure

1. Introduction to Human-Centered Design
2. Learn by Doing
3. Idea Pitch Out to ATD Board
4. Wrap-Up





T H E · D E S I G N · A C A D E M Y

Human-Centered Design Thinking Essentials Pathway Badging



Next Ambassador workshop March 6-7!

Kel.davison@intersection-inc.com

www.thedesignacademy.com

INTER|SECTION

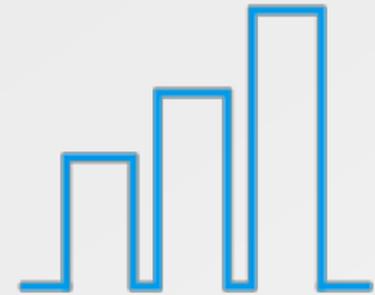
What Can ATD members do with Human-Centered Design?

1. **Improve effectiveness of your trainings/ services.**
2. **Provide new tools to departments within organizations.**
3. **Cultivate a culture of innovation.**



Our working definition of Innovation

Creation → Delivery → Value → Success

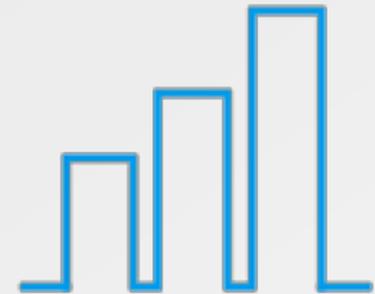


Innovation is the creation of new solutions that deliver value to people.

But, it isn't easy...

...it involves risk and hurdles along the entire innovation path.

Creation → Delivery → Value → Success



So, how can we achieve better results for customers and business while minimizing risks?

Through Human-Centered Design



A woman with long, wavy brown hair, wearing a light blue textured cardigan over a white top and a necklace, is holding hands with another person whose arm in a blue shirt is visible on the left. They are standing on a wooden pier with a metal grate floor, overlooking a vast blue ocean under a clear sky. The word "EMPATHY" is overlaid in large, bold, blue capital letters across the center of the image.

EMPATHY



Root Cause?

Why?

Definition of Human-Centered Design (HCD)

HCD is the practice of **creating solutions** that are driven by the **needs, desires and context** of the **people** for whom those solutions impact.



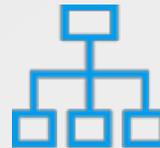
Physical



Digital



Service



Process



Policy

“Go Slow to Go Fast”

Typical

Research
the problem

Solutions

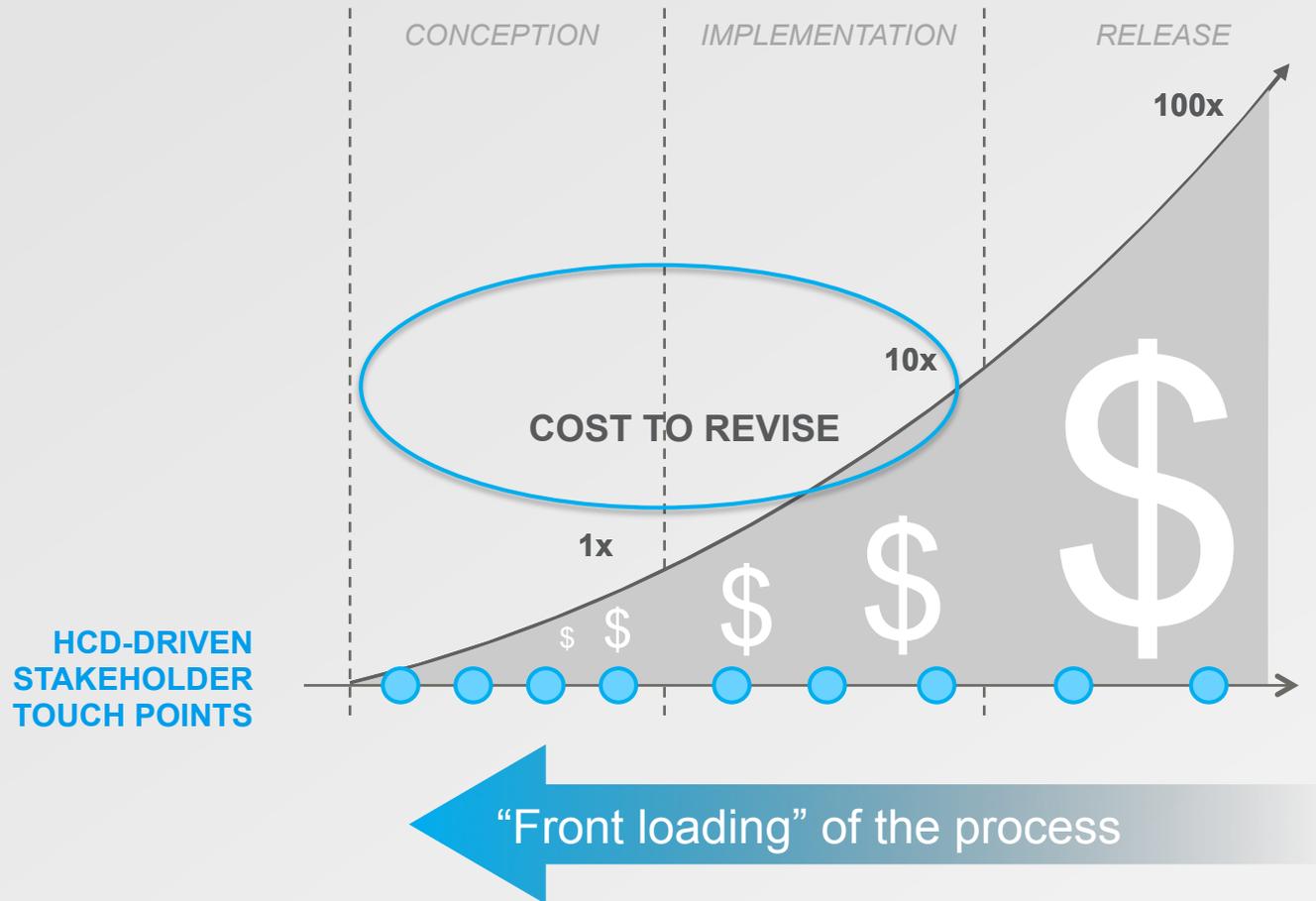
Human-Centered Design

FINDING
THE
PROBLEM

Define
the right
problem(s)

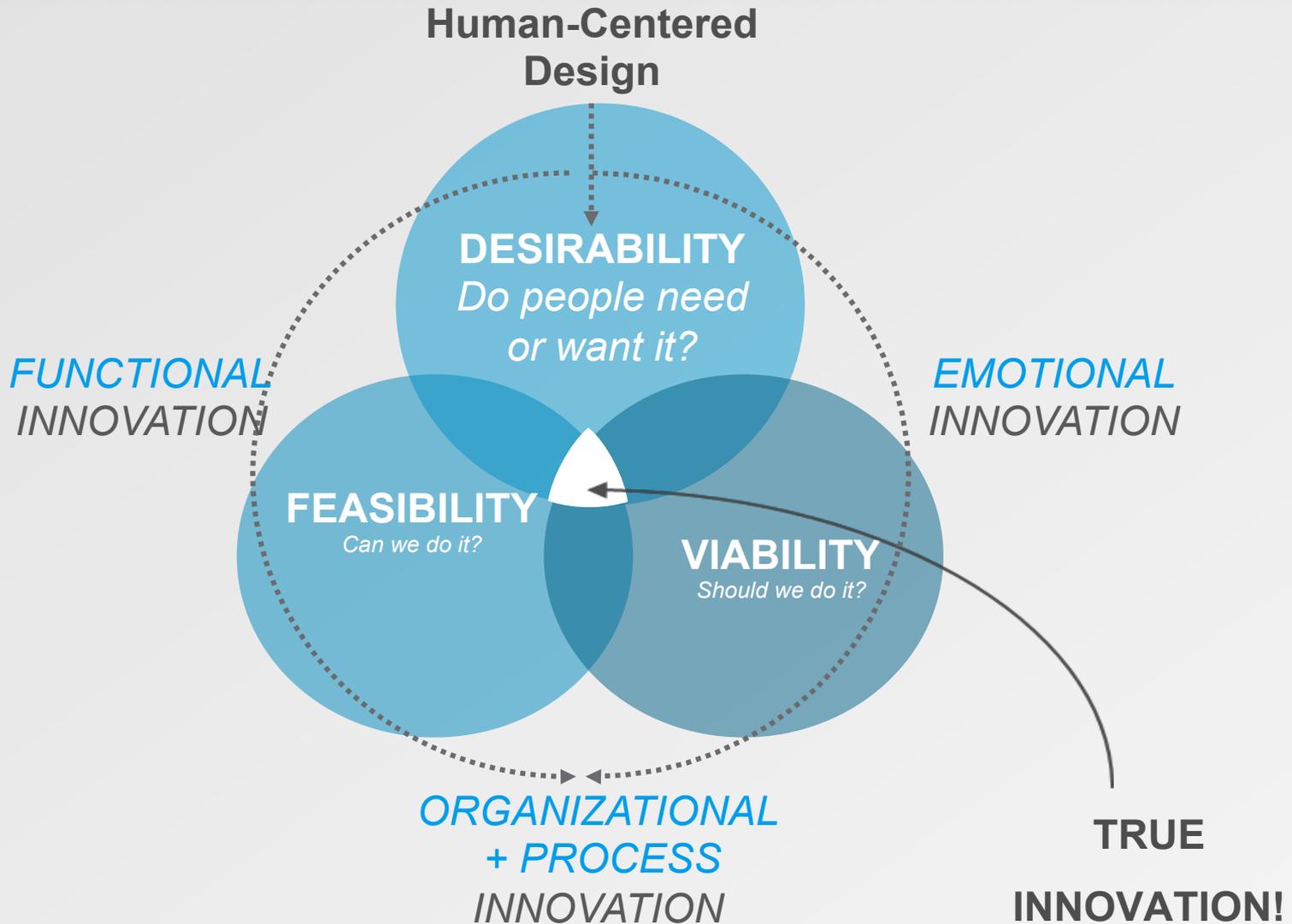
FINDING
THE
SOLUTION

Early and more frequent involvement supports reduction of costs to revise and increases likelihood of critical revisions being made.



Source : TOM GILB SOFTWARE ENGINEER AUTHOR OF "PRINCIPLES OF SOFTWARE ENGINEERING MANAGEMENT

How does Human-Centered Design support innovation?



Why does it matter to organizations?



Image Source: <http://www.clydepitchreport.com/wp-content/uploads/2016/03/photodune-2283861-roi-return-of-investment-concept-in-word-tag-s-600x400.jpg>

- Increasing value of human capital
- Mitigates risk, while increasing impact
- Improves innovation outcomes
- Increases brand and service value
- Creates differentiation and effectiveness
- Potential to reduce or avoid unnecessary costs

Harvard Business Review

SEPTEMBER 2015

44 The Big Idea
The Organizational "I'm Sorry"
Maurice E. Schweitzer et al.

64 Risk Management
Cybersecurity: Lessons from the Pentagon
James A. "Tandy" Wilson et al.

108 Managing Yourself
How to Embrace Complex Change
Ulrich Irwin

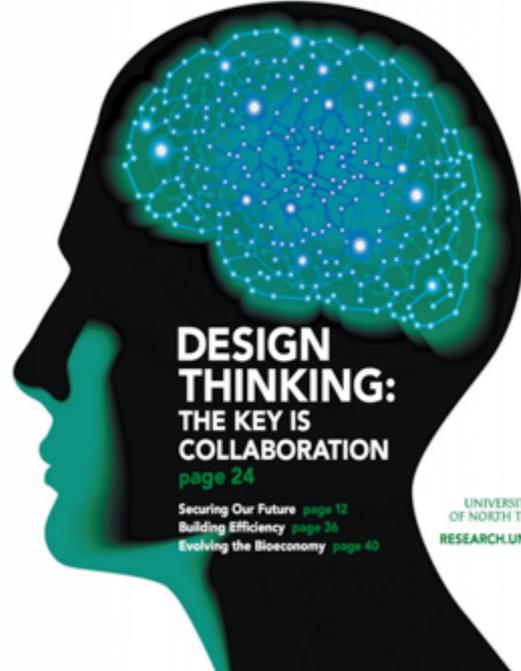
THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE.
PAGE 55



UNT RESEARCH

VOL. 26 | 2017 KNOWLEDGE. DISCOVERY. INNOVATION.



DESIGN THINKING: THE KEY IS COLLABORATION

page 24

Securing Our Future page 12
Building Efficiency page 36
Evolving the Bioeconomy page 40

UNIVERSITY OF NORTH TEXAS RESEARCH.UNT.EDU

Bloomberg Businessweek

January 23 - February 6, 2017 | bloomberg.com

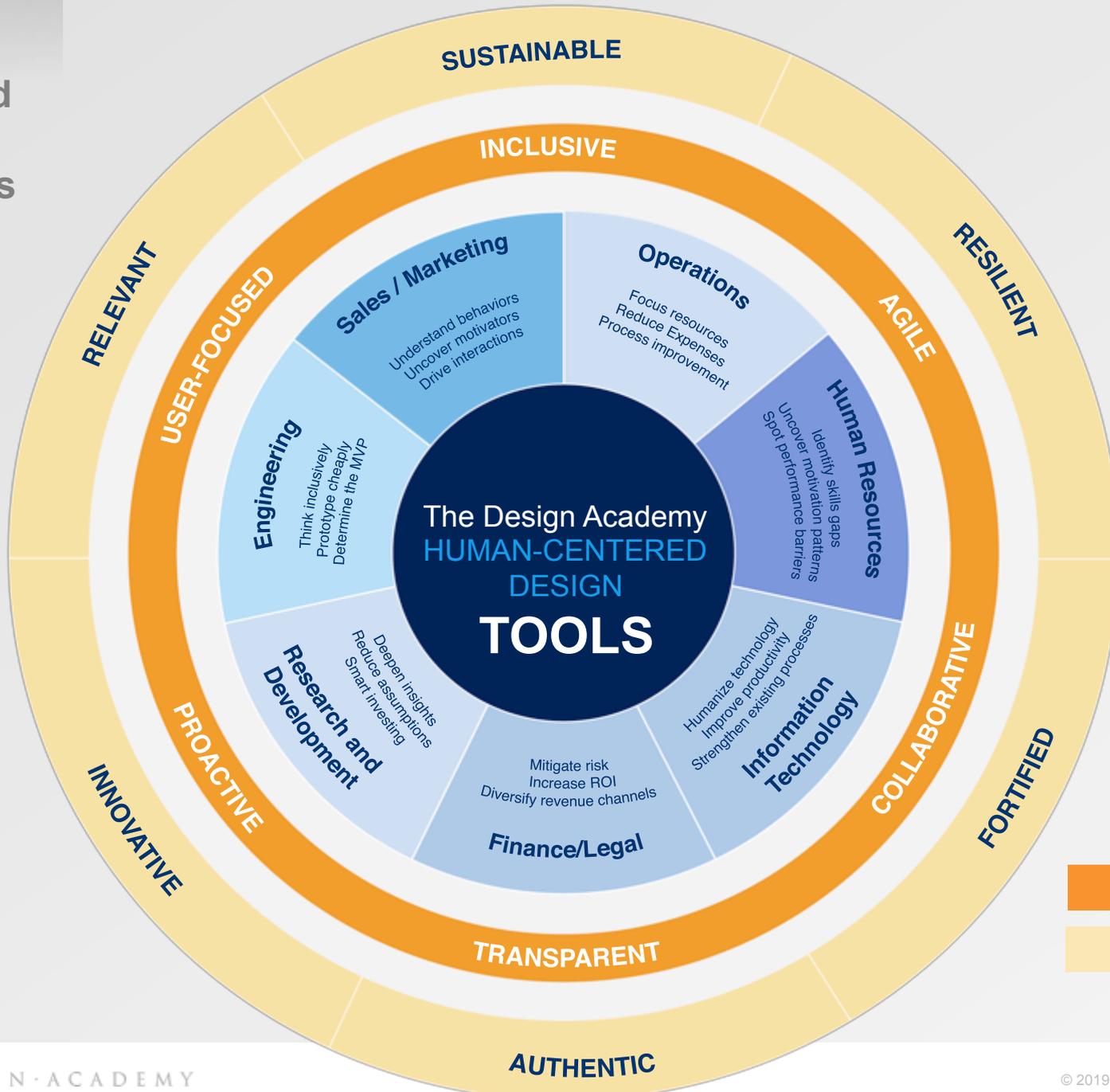
THE DESIGN ISSUE

CAN WE MEET THE LOGO POP ON THE NEWSSTAND?
MAKE BOLDER
IS THIS TREATMENT TOO QUIET?
REMOVE CURLY TYPE
WE NEED TO SELL THIS HARDER
BASE LINE???

31 designers on how to reimagine your product, your business, and your way of thinking

MOVE TO THE RIGHT

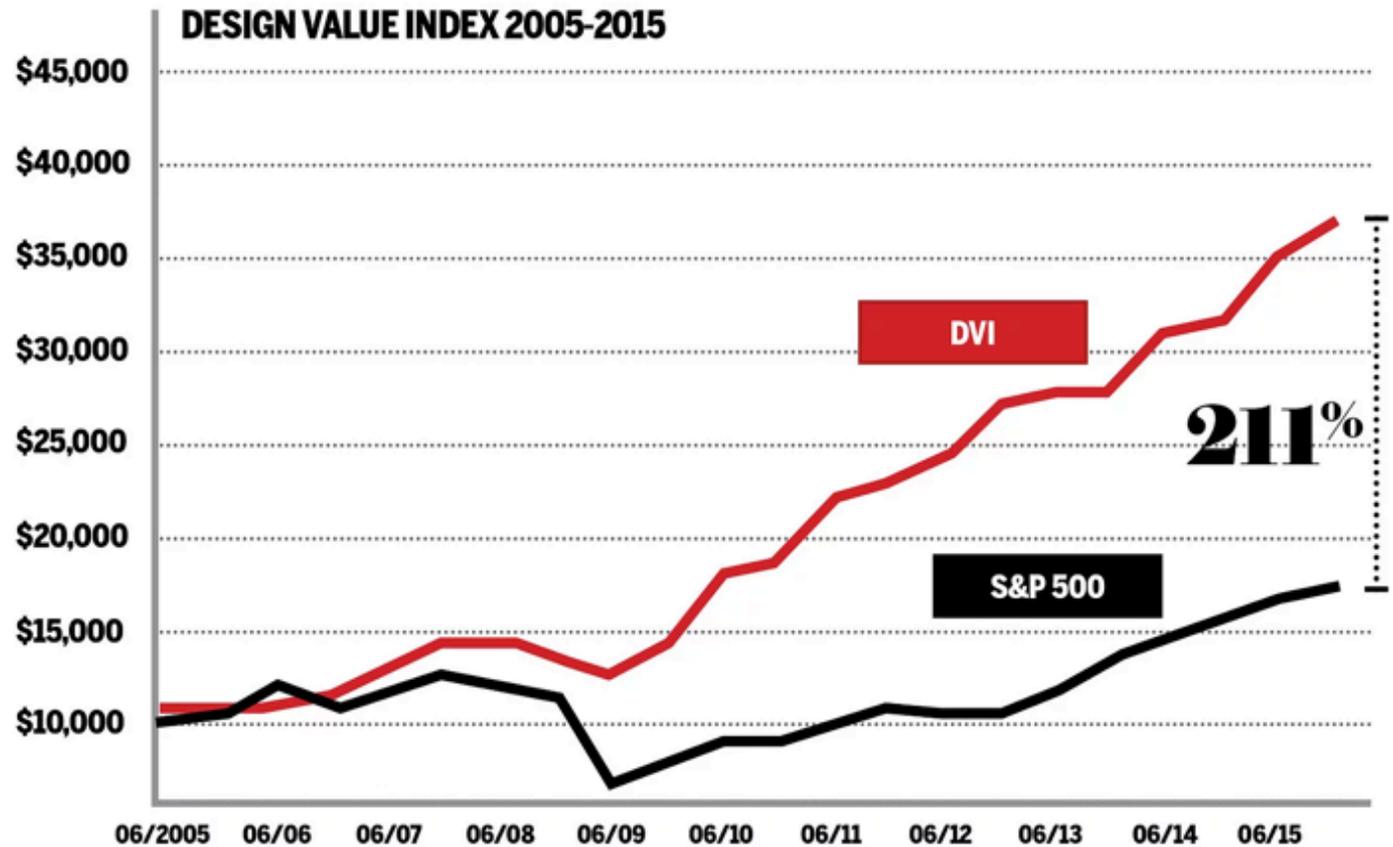
Human-Centered Design Business Impact Wheel



Design-driven companies outperform the market

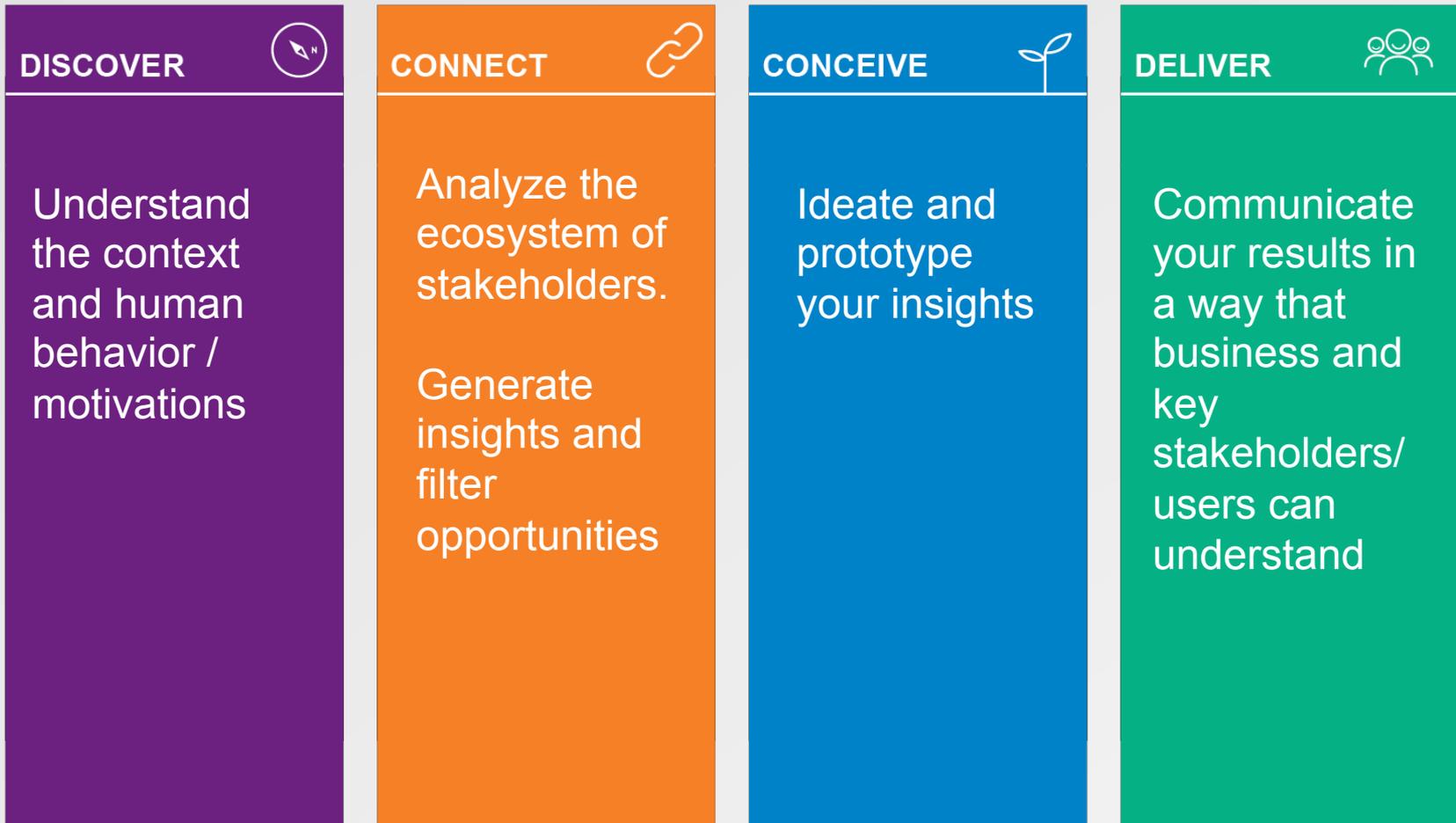
DESIGN-CENTRIC COMPANIES:

APPLE
COCA-COLA
FORD
HERMAN-MILLER
IBM
INTUIT
NIKE
PROCTER & GAMBLE
SAP
STARBUCKS
STARWOOD
STANLEY BLACK & DECKER
STEELCASE
TARGET
WALT DISNEY
WHIRLPOOL



Source: <http://www.dmi.org/blogpost/1093220/182956/Design-Driven-Companies-Outperform-S-P-by-228-Over-Ten-Years--The-DMI-Design-Value-Index>

... Human-Centered Design is enabled by skillsets





DISCOVER



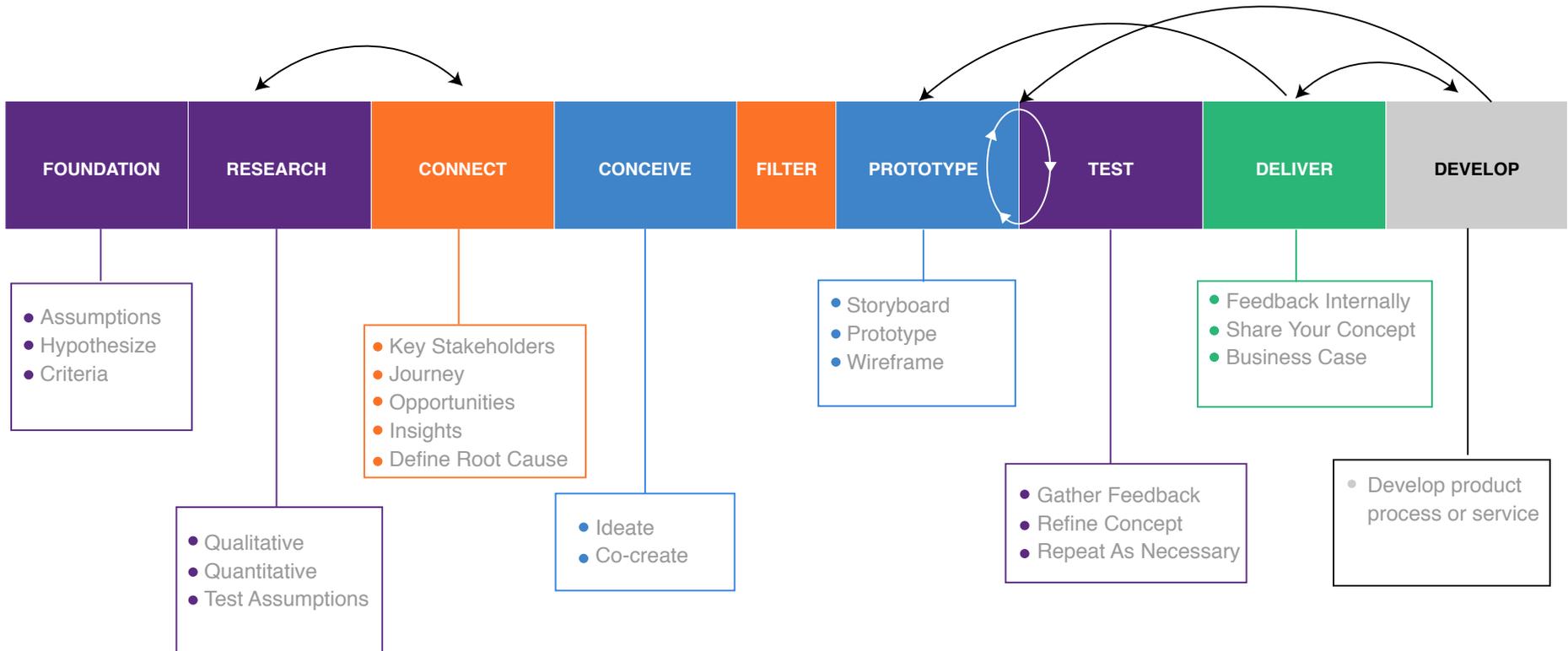
CONNECT

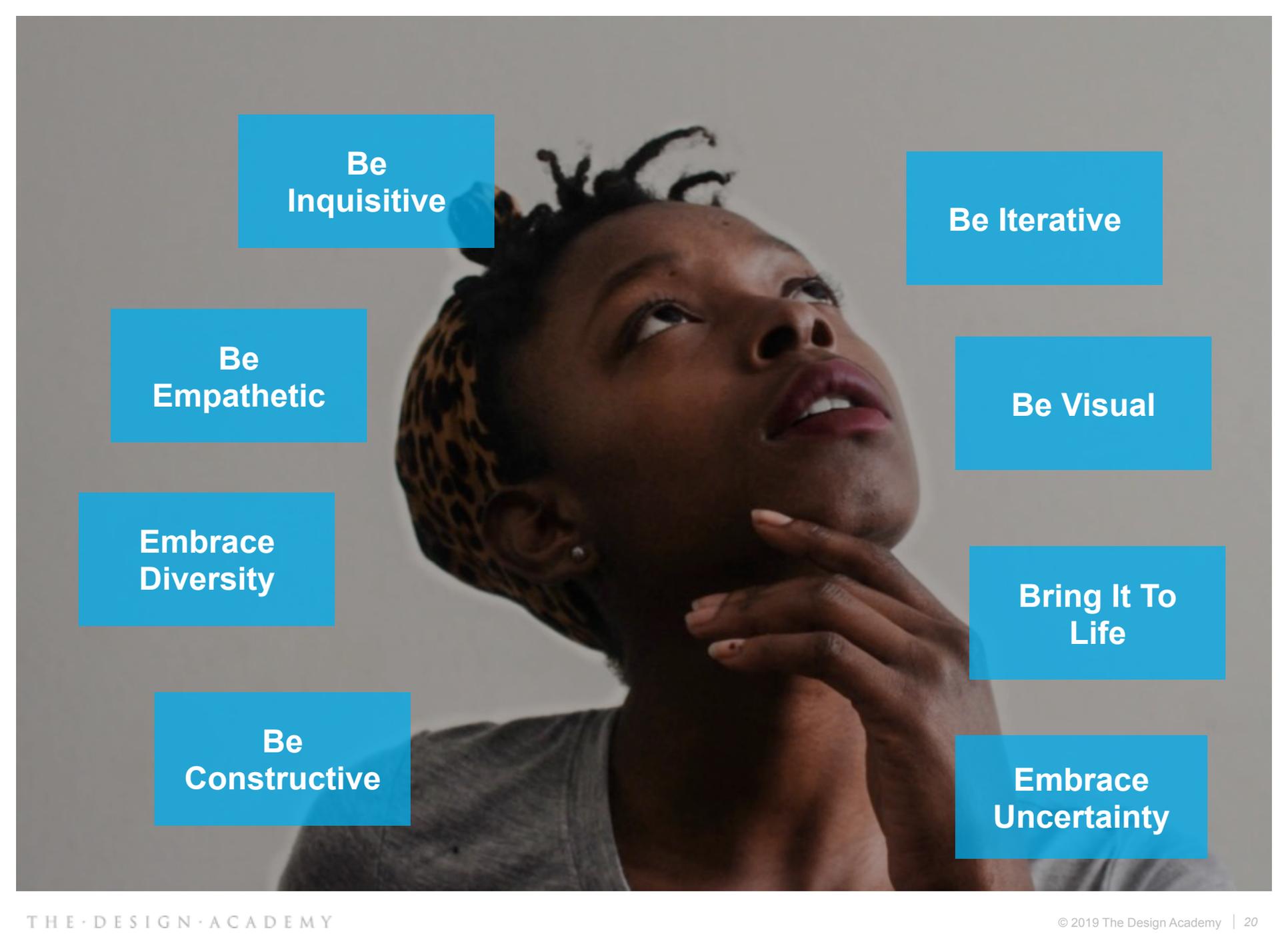


CONCEIVE



DELIVER





**Be
Inquisitive**

Be Iterative

**Be
Empathetic**

Be Visual

**Embrace
Diversity**

**Bring It To
Life**

**Be
Constructive**

**Embrace
Uncertainty**



Journey Mapping

A way to document and visualize the steps and key touchpoints of a stakeholder's journey through an entire product, software, or service experience.

Journey Map (+POPs)



ATD Member Journey	Deciding/ Contacting	1-6 mos.	6 mos. - 2 yrs.	2 -5 yrs.	5+ yrs.
Actions					
Thoughts					
Emotions					
Opportunities					

CONCEIVE

Generate



WIBNI (Wouldn't it be nice if...)

A method that uses problem and desired outcome statements to spark exploration and ideation.



Stimuli: Ask yourselves...

- *What if cost wasn't an issue?*
- *Do we have ideas that could be **combined** to create a bigger/better idea?*
- *Do we have **ideas that open other opportunities** if implemented (leads to new ideas)?*
- *Do we have an idea that could be **a game changer**?*
- *What **other industries** can we look at for inspiration?*
- *Which ideas are we most excited about?*

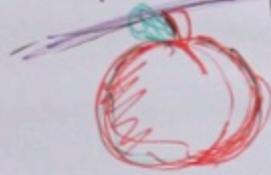


Publish The Concept

A mock-up format that uses "headlines" to communicate the key values and attributes of a new concept or solution.

Publish the Concept

PICK & DRINK



Features

- Shaped bottle
- Retail in ^{fruit} crates
- Events in large trees for users to pick off bottle and drink - engagement

"Nothing comes closer to real fruit"

Benefits

- Engagement
- Experience Selling
- Cross Cat. Selling
- ~~Class product~~ - Selling display

Who

- Youth



Publish The Concept



Summary

- Facilitates the sharing of a future “offering”
- Supports building a business case
- Supports getting buy-in from decision makers
- Provides vehicle for getting support from “champions”



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Thank you!