5 Ways to Find Fresh Ideas for Your Business

May 6, 2017

An Introduction to Design Thinking

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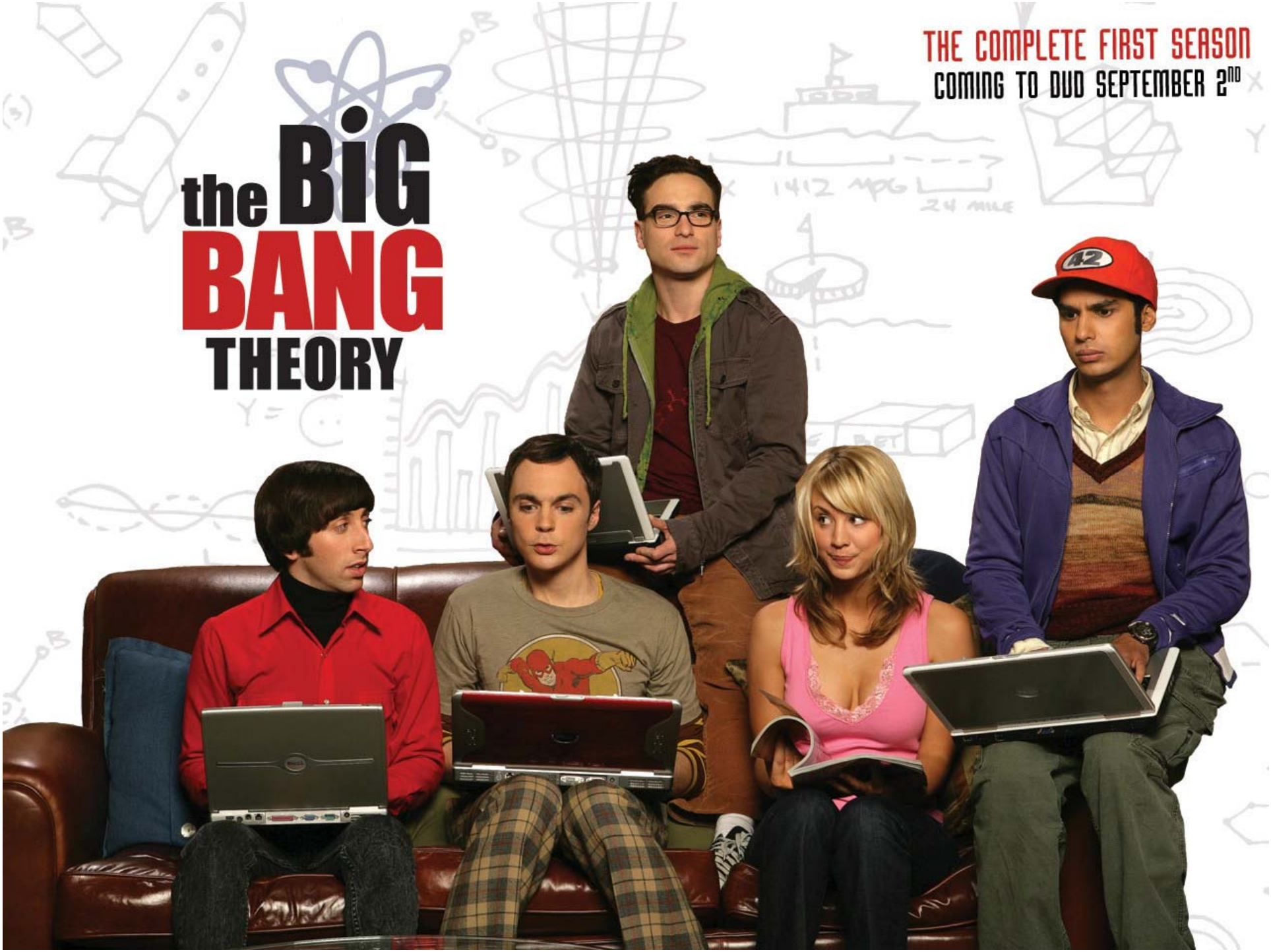
Using Design Thinking to FIND problems and opportunities worth solving

Who’s Oceanit?


THE COMPLETE FIRST SEASON
COMING TO DVD SEPTEMBER 2ND
the BIG BANG THEORY

Innovation (in one word)

Delivering Breakthroughs (in two)

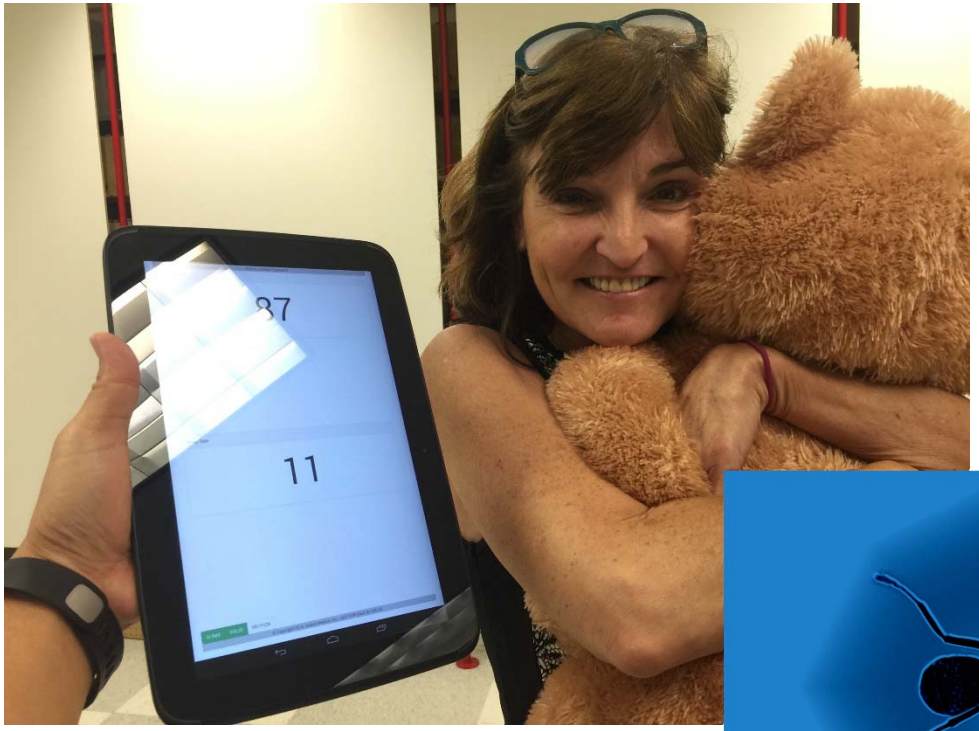
Founded in 1985

Dr. Patrick Sullivan

~160 employees / 25% PhDs / Diversified

Hawaii, California, Texas, DC

www.oceanit.com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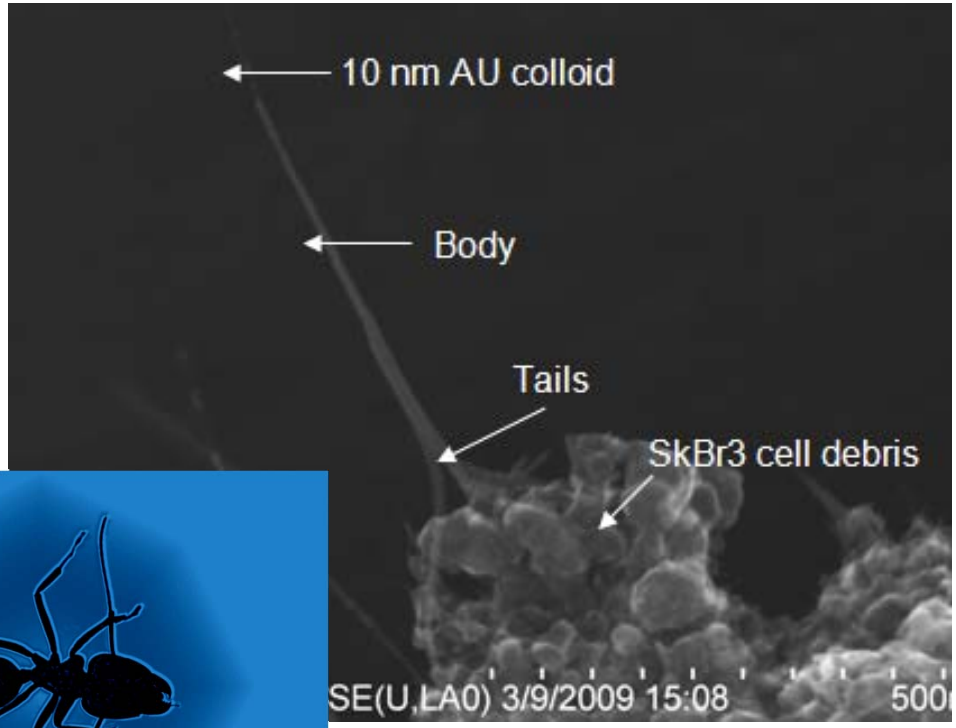
10 nm AU colloid
Body
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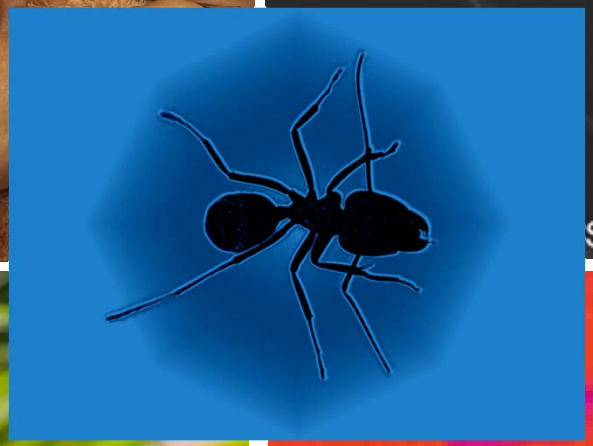
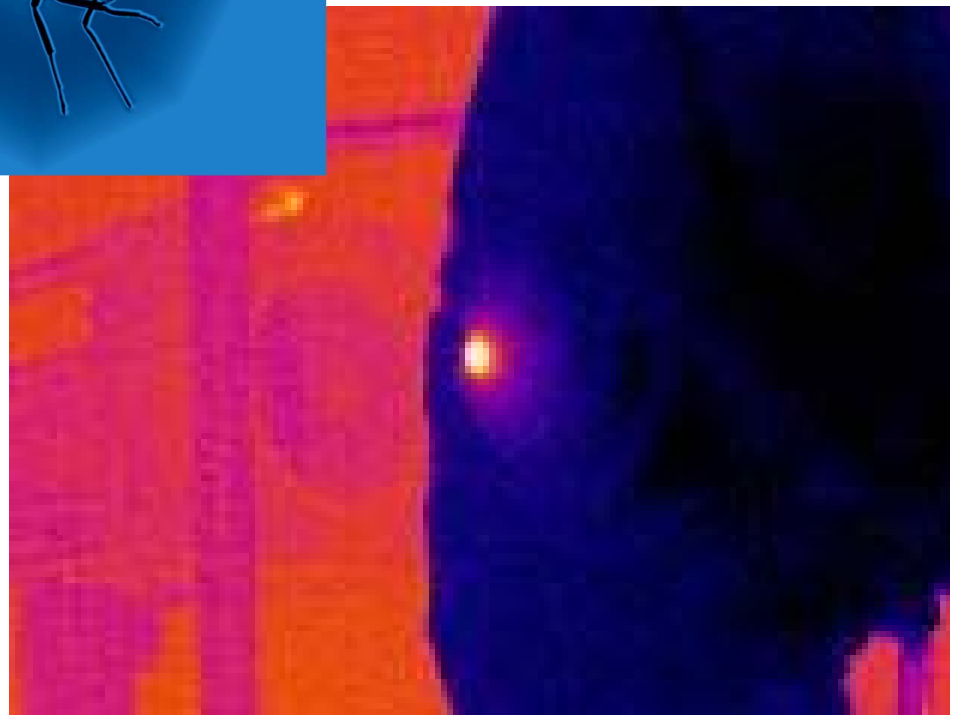
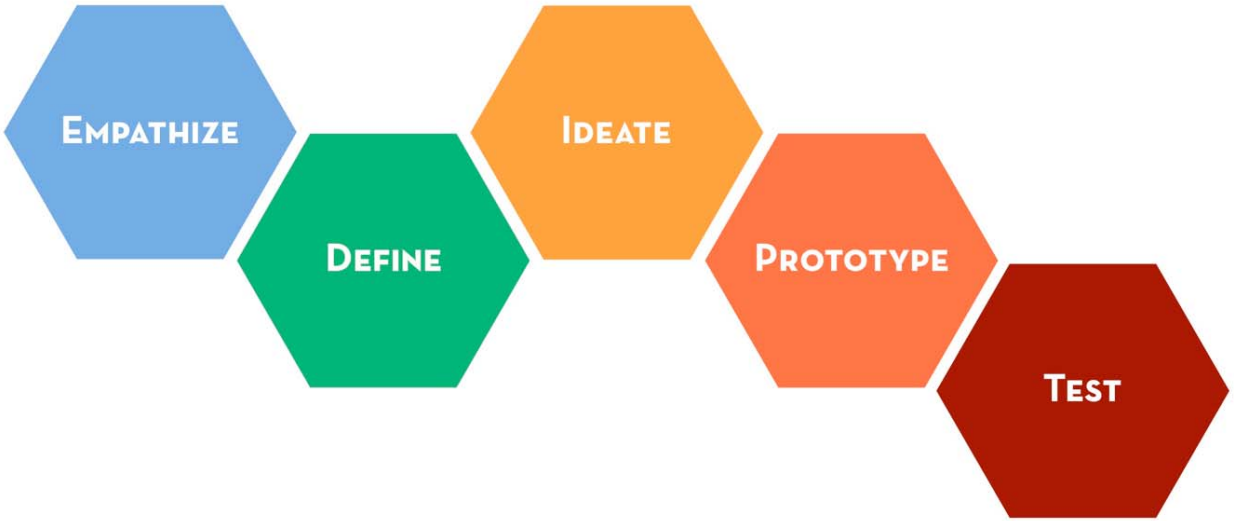
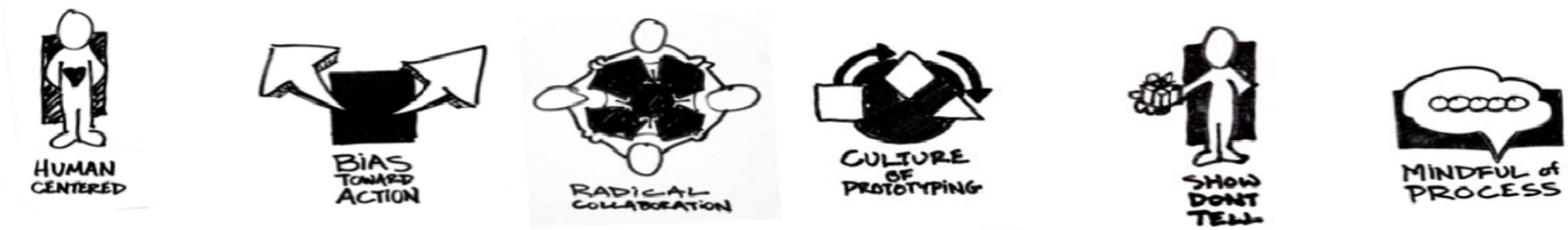




What’s Design Thinking?


Empathize
Define
Ideate
Prototype
Test


Human Centered
Bias Toward Action
Radical Collaboration
Culture of Prototyping
Show Dont Tell
Mindful of Process

What's the big deal about DT?

- **Common Process** – enables collaborations across all groups, i.e., TEAMWORK
- **Common Language** – reduces miscommunications (think Pidgin)
- **Human Centered** – understand the human need before developing solutions. Can be applied to many situations
- **Cultural Catalyst** - leads to mindset change, that leads to cultural change. Failing = Learning

MAKE
PEOPLE
WANT
THINGS

MAKE
THINGS
PEOPLE
WANT

Traditional	Design Thinking
Design for	Design with
Right answers	Right questions
Telling	Showing
Thinking and planning	Bias towards action
Analytical, rational formal and convergent	Divergent, Convergent, Analysis and Synthesis
make choices…	create choices - make choices
Facts and Data	Stories, Feelings and Experiences

THINK
OUTSIDE
THE
BOX

9 out of 10 startups fail

42% of startups fail for this single reason

They make stuff no one wants

SOURCE: CBI Insights: https://www.cbinsights.com/blog/startup-failure-post-mortem/

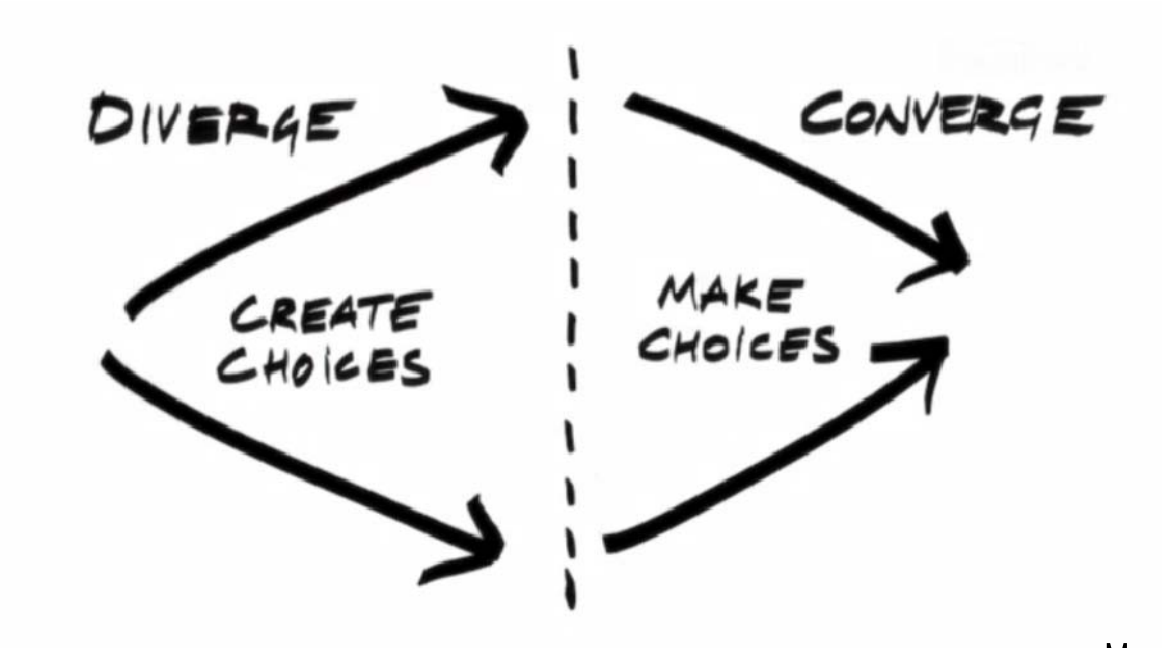
For those that survive, many shutdown because of this reason

They don’t make enough money and impact for the effort they put in

Everyone / Industry are Vulnerable to Disruption

That’s your opportunity…being small is not a disadvantage

Value Creation		Value Capture
Experimentation		**Exploitation**
Problem Finding		Problem Solving
Discovery		Validation
Startups		Mature Organization
New Products		More of the same



Kodak
24 EXP.
200
Kodak
ColorPlus
FILM • FILME
PELÍCULA PARA FOTOS A COLOR

Off DUTY
281F
Off DUTY
CREDIT SUISSE
AIR CONDITIONED
FOR YOUR COMFORT
RATES
$1.10 First 1/9 Mile
10¢ Each Additional 1/9 Mile
CHECKER
SPECIAL

est. **$10B rev. 2015**

launched 2010

40K new drivers per month

Uber doesn’t own any cars!

Google

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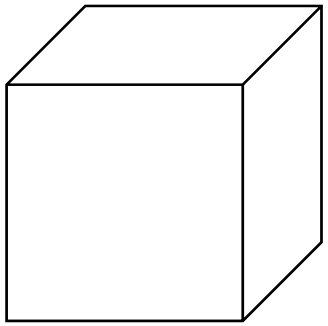
Using Design Thinking to FIND problems and opportunities worth solving

5 Ways to Find Fresh Ideas for Your Business

1. Be aware of your mindset…how to think OTB
2. Change your questions to be human-centered
3. Ladder up to the higher need
4. Stay focused on user needs (value you create) vs. technology (how you delivery that value)
5. Learn from your extreme users…they amplify hidden needs



1. Be aware of your mindset

“If I had asked my customers what they wanted, they would have told me a faster horse.‘” - Henry Ford

Google
self-driving car
6UEJ089

?

2. Change your questions to be human-centered

Redesign the Motorcycle Helmet

HARLEY-DAVIDSON

SHARK
VISION-R
SHARK
VISION-R

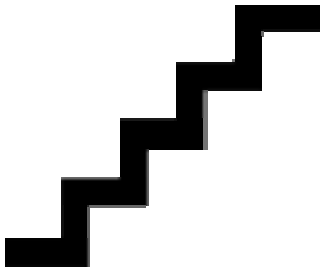
RFC
ENGIN
SHED
1916

Redesign based on user needs

She’s wearing a helmet

Redefining the Helmet

Redesign the Motorcycle Helmet



3. Ladder up to the higher need

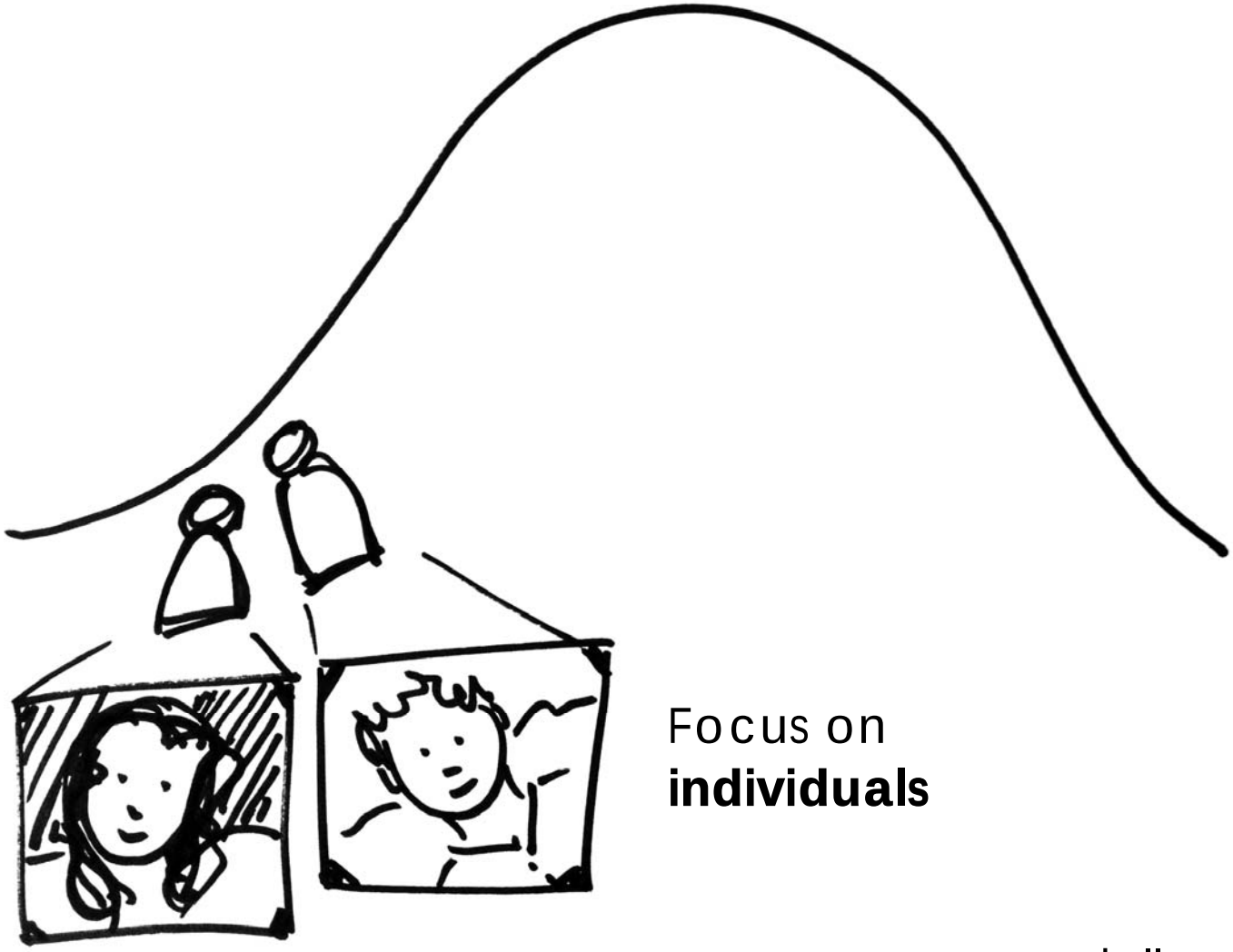
what's a need?

4. Stay focused on user needs vs. technology

What's the real need? Why did they fail?

Cutting Ice at Moundsville, West Virginia, circa 1900. - Source: Church of God Archives, Anderson University, Anderson, Indiana.

5. Learn from your extreme users…they amplify hidden needs



Focus on
individuals

especially **extreme users**

OXO Good Grips

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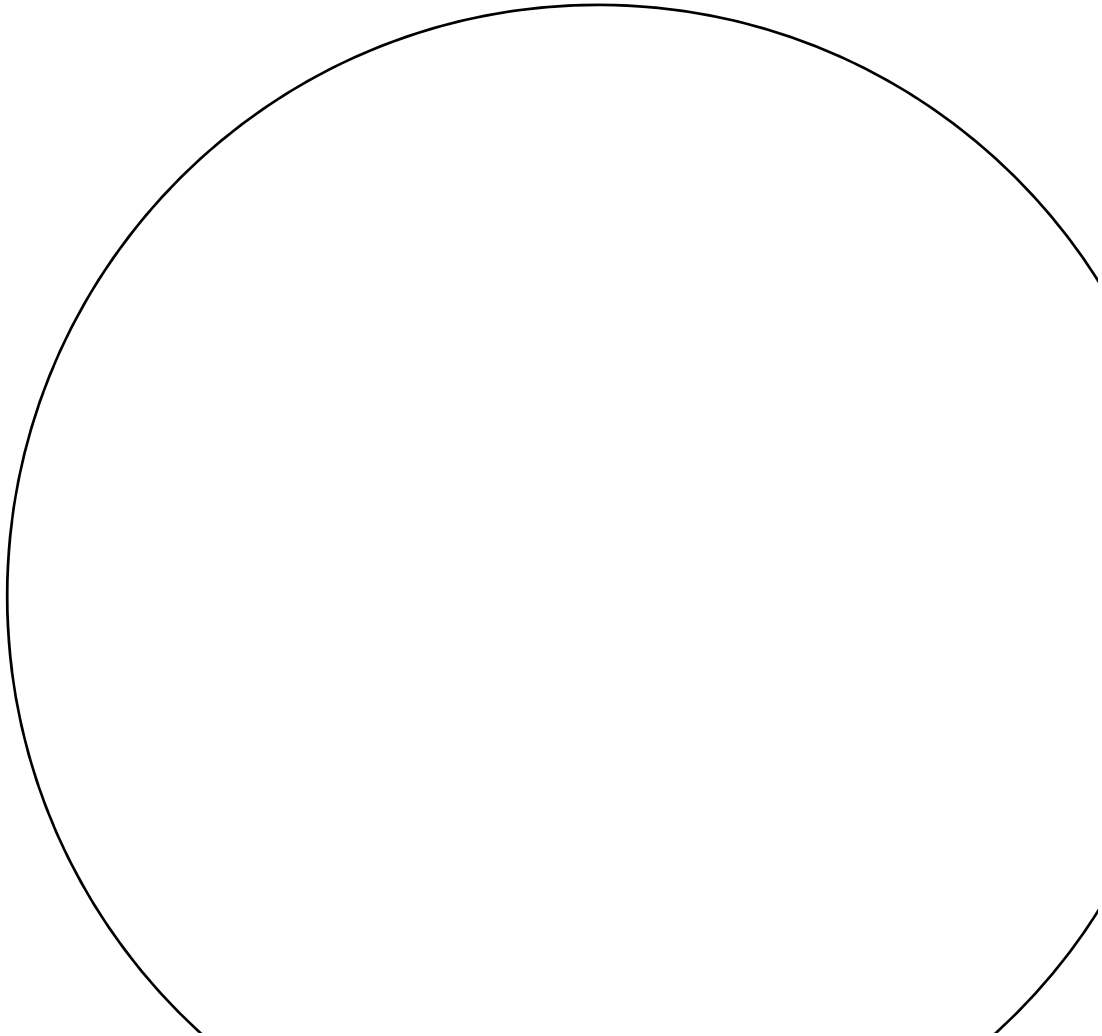
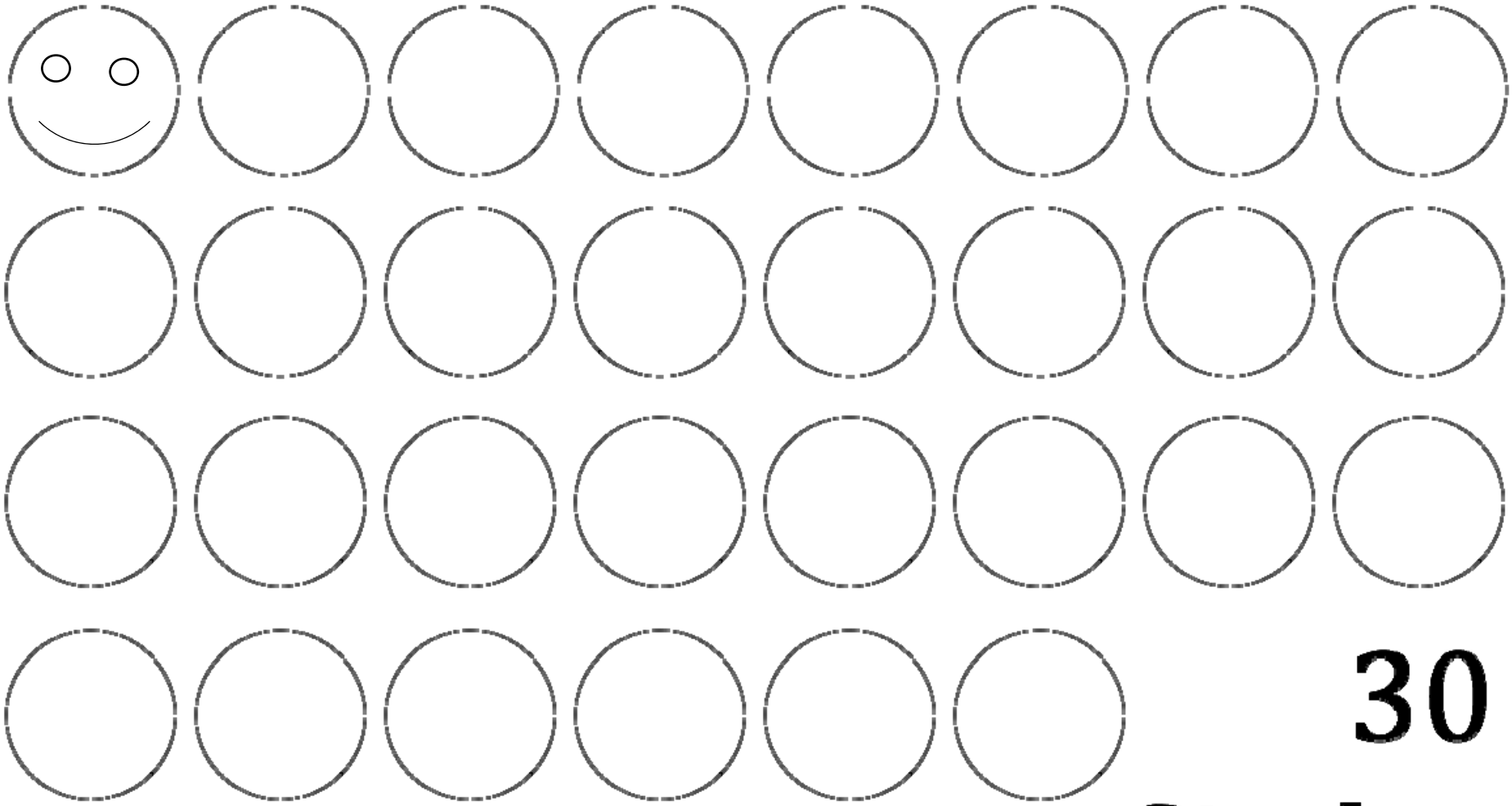
30 Circles



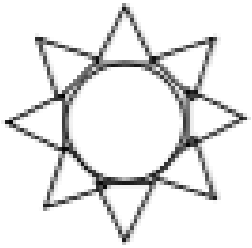


30 Circles

I’m going to give you minute, and I want you to adapt as many of those circles as you can into recognizable objects of some form

30 Circles

Category #1 - outside

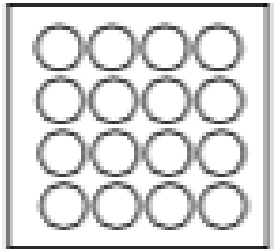


Category #2 - two circles

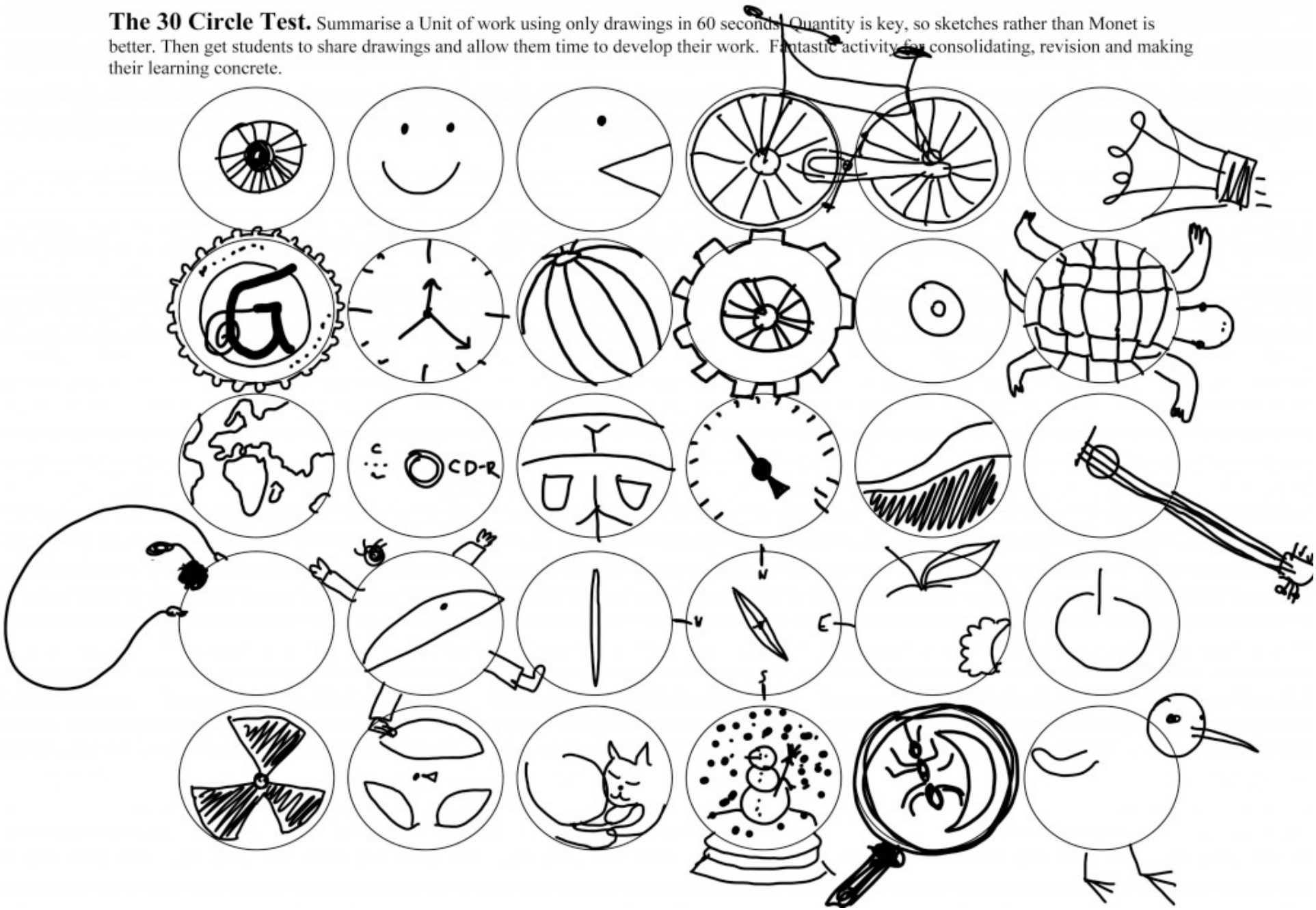
Category #3 - multiple circles

Category #4 - solid objects

Category #5 - the circle as a texture



The 30 Circle Test. Summarise a Unit of work using only drawings in 60 seconds. Quantity is key, so sketches rather than Monet is better. Then get students to share drawings and allow them time to develop their work. Fantastic activity for consolidating, revision and making their learning concrete.



Thank you !

For more information

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