

20th March 2020

User-centered design & agile execution.

Conquering problems through design thinking

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Jonn Galea

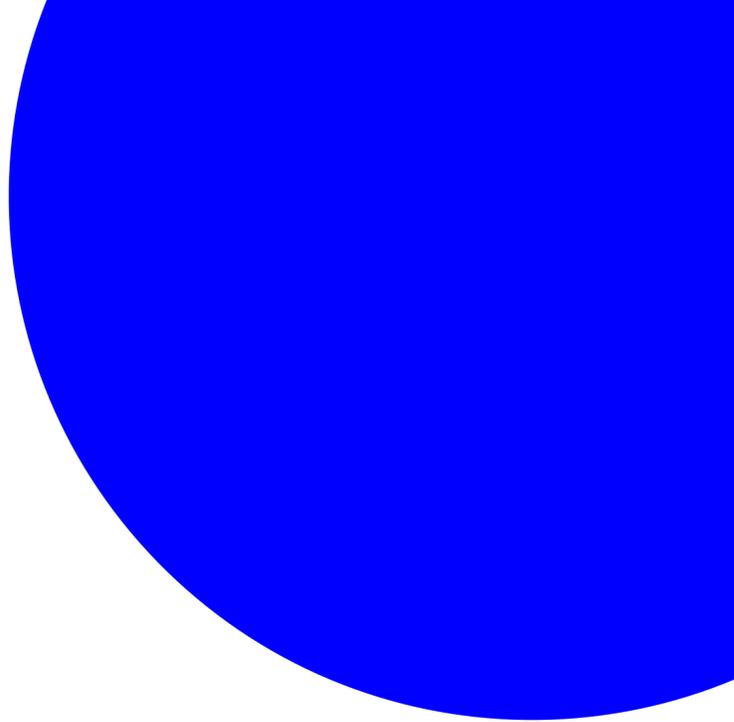
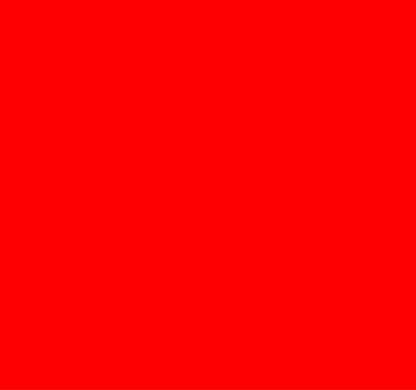


Designer

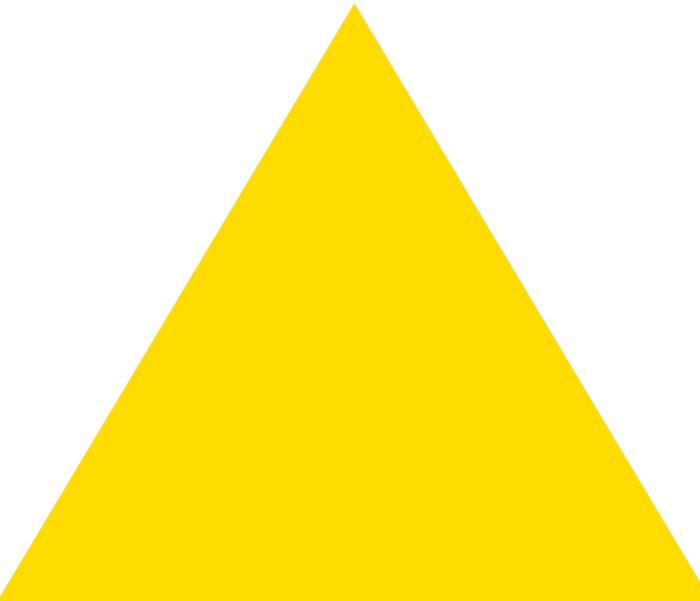


Agenda

- ~~Who am I? Why am I here?~~
- What is design thinking?
- Who is it for?
- Design thinking with Agile
- Agile design thinking in action



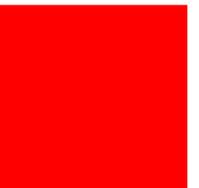
What is design thinking?





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It's an **idea, strategy, method**, and
a way of seeing the world, all rolled into one.



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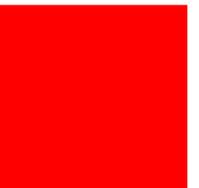
It's an **idea, strategy, method**, and
a way of seeing the world, all rolled into one.

It is a way of **solving genuine problems** through
creating the right **environment for innovation**.



What is design thinking?

Has a **human-centered core** and encourages organisations to focus on the people they're creating for through **empathy and collaboration**.



What is design thinking?



Has a **human-centered core** and encourages organisations to focus on the people they're creating for through **empathy and collaboration**.

It integrates what is **technologically possible** with **existing human needs** and the **requirements for business success**.



FEASABILITY

+

DESIREBILITY

+

VIABILTY

FEASABILITY

What is functionally possible within the foreseeable future.



DESIREBILITY

What makes sense to people and for people.



VIABILTY

What is likely to become part of a sustainable business model.

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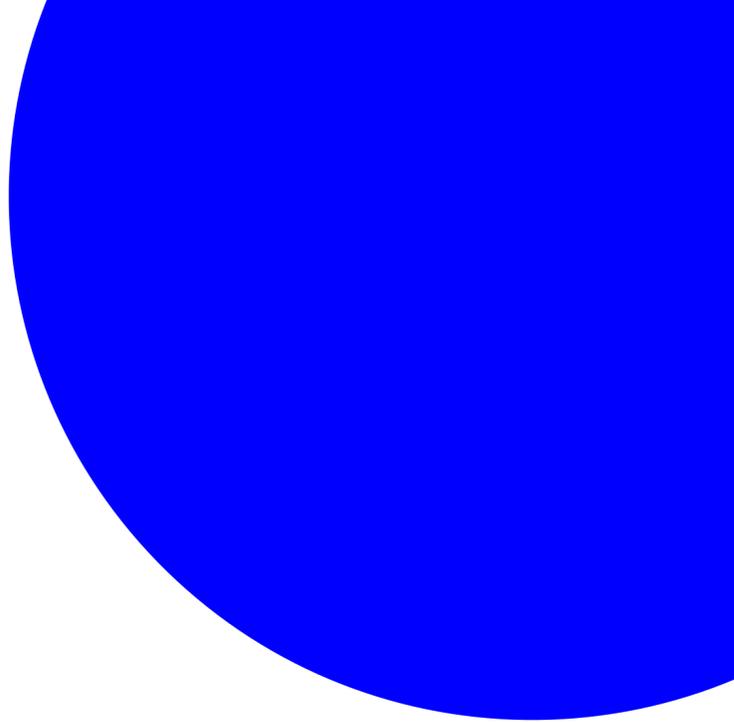
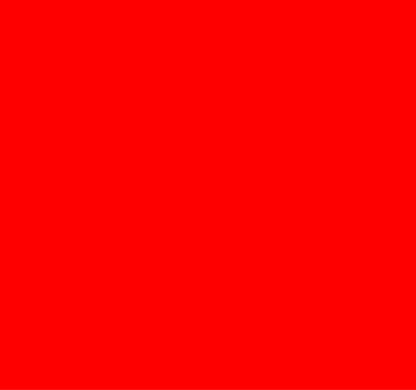
THE IDEO METHOD



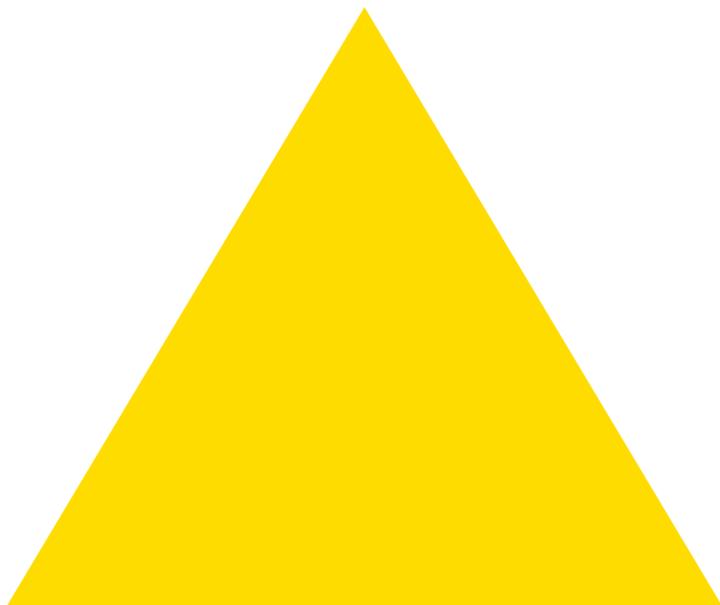
There exists a **designerly way of thinking and communicating** that is both as different and powerful as **scientific and scholarly methods of inquiry** when applied to its own kinds of problems.



L. Bruce Archer, 1979



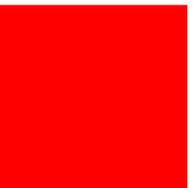
Who is design thinking for?



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In the last 20 years we see design thinking becoming increasingly popular in all aspects of the **business sector** and taught as part of **a multitude of curricula**.

Who is design thinking for?



It has been successfully adopted by
**product managers, developers, researchers,
entrepreneurs, engineers, educators...**



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It has been successfully adopted by
**product managers, developers, researchers,
entrepreneurs, engineers, educators...**

...looking to **capture innovation** and **solve
problems in a user centric way.**



INSPIRATION



IDEATION



IMPLEMENTATION

INSPIRATION

The problem or opportunity that motivates the search for solutions.



IDEATION

The process of generating, developing, and testing ideas.



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The path that leads from the project room to the market.

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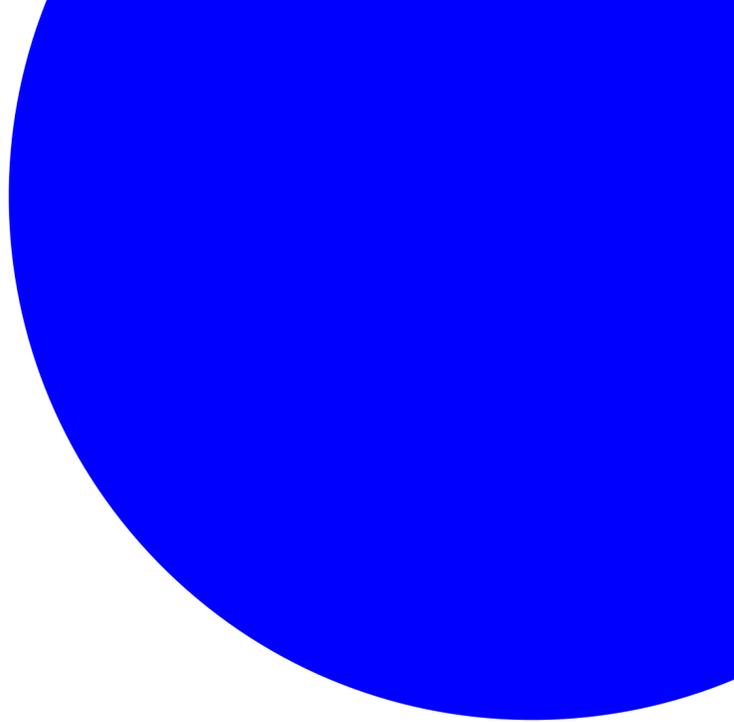
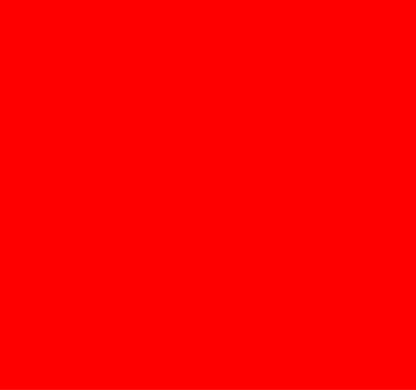
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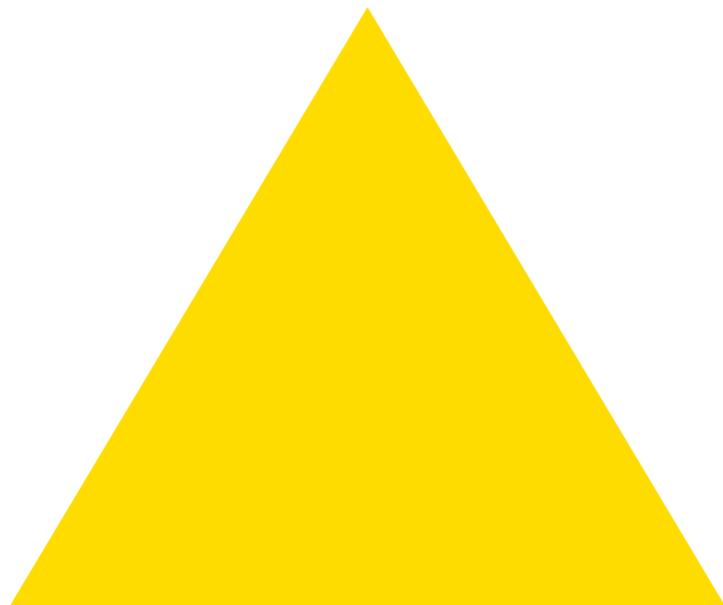
THE IDEO METHOD (again)

The most innovative teams are
Interdisciplinary teams

...ergo, design thinking is not just for designers.



Design thinking with Agile



Design thinking with Agile



Design thinking focuses on **creative and practical problem solving** by quickly understanding user needs through, exploration, prototyping, and evaluation

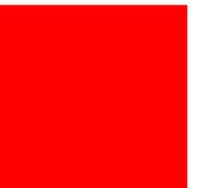


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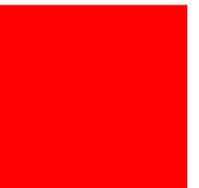
Agile's core concepts are **iterative development, risk management** and **transparency**. Helping us deliver an idea to market fast and in an **incremental** way.





Design thinking with Agile

It is about speed, but not for speed's sake. The focus is on **efficiency** in how we get the **right thing** to our users.

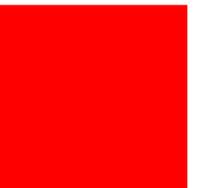


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#killyourdarlings

“

Fail early to

succeed sooner

”

On a wall at IDEO HQ

FOCUS ON USER OUTCOMES



RESTLESS REINVENTION



DIVERSE EMPOWERED TEAMS

FOCUS ON USER OUTCOMES

Drive business by helping users achieve their goals.



RESTLESS REINVENTION

Stay essential by treating everything as a prototype.



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Move faster by empowering interdisciplinary team to act.

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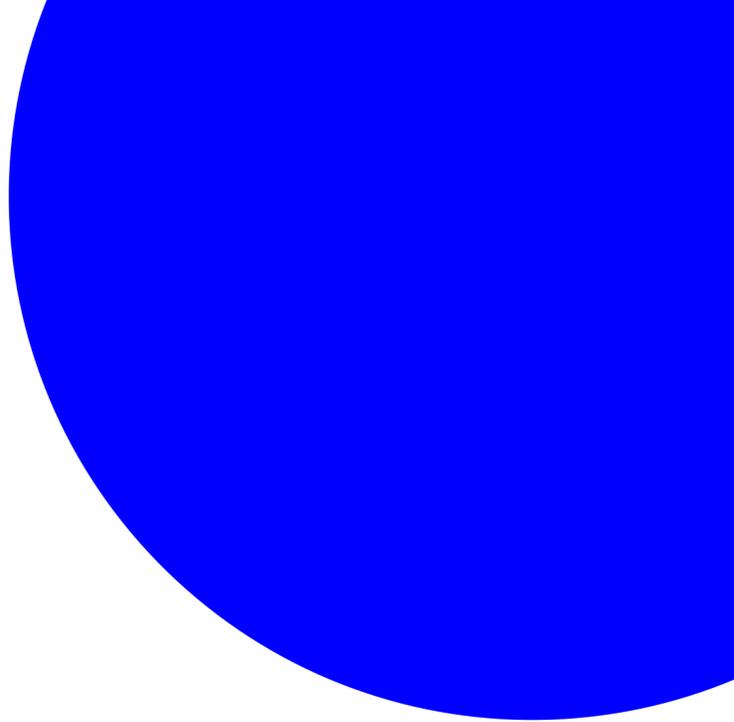
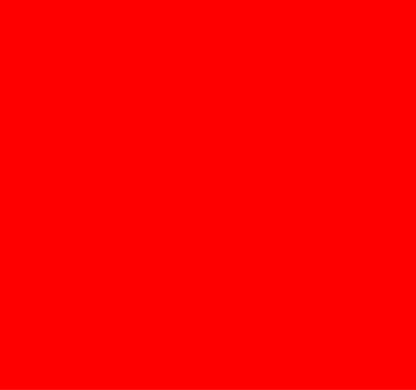
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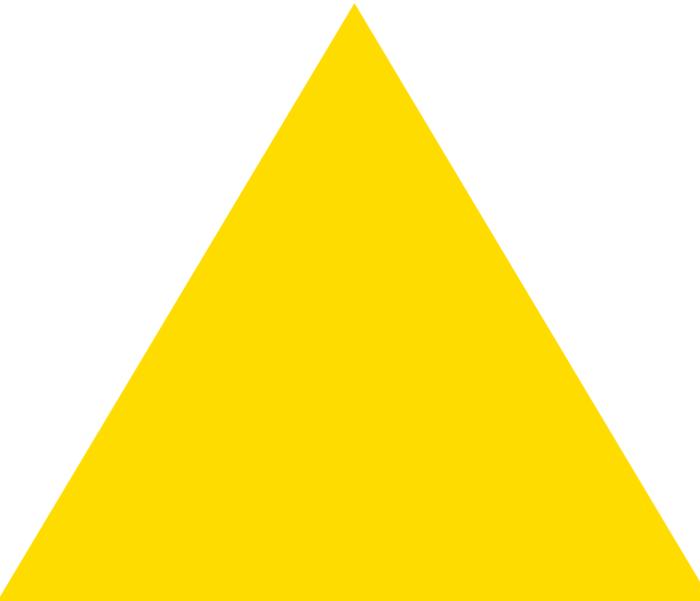
DIVERSE EMPOWERED TEAMS

Move faster by empowering interdisciplinary team to act.

The IBM design thinking method



Agile design thinking in action



1 Embrace cross-functional and interdisciplinary teams

Ditch 'waterfall' for teams that contain all the talents needed to see a job done from start to finish.

Tools:

Zoom, Skype, Google Hangouts, design sprints

Notion (for documentation and knowledge sharing).

2 Find sponsor users and undertake field research

Continuously find out what are the problems your users want to solve and act on that information.

Tools:

Zoom, Skype, Otter, phone, email, user/customer data.

3 Quick and dirty prototyping – Think with your hands

It may seem unintuitive, but the quickest way to test a hypothesis is through low-fidelity prototyping.

Tools:

Lego, plasticine, polystyrene or surfing board foam, pen and paper, Miro, Whimsical.

4 Create a cadence to allow for execution and iteration

A sprint, a cycle, a self-imposed deadline, up to you. There will always be a better solution just around the corner.

Tools:

Jira, Notion, post-it notes on a whiteboard, design sprints.

5 Evaluate, measure success, then do it all again

Identify your success metric before you start.
If you achieved it, your expectations were too low.

Tools:

Data analytics, spreadsheets etc...



THANK YOU

Jonn Galea ▶ Head of product & design at Lingvist

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