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Design-Thinking Workshop

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CREATING NEW EXPERIENCES
Through Design Thinking

A Tailor-Made Workshop for Pitzer Art 176

the hive
IT STARTS WITH EMPATHY

Interview your partner about their experiences with the library.

1. Interview your partner
   (build rapport and then start seeking stories)

   YOUR NOTES/SKETCHES:

   8 min (4 min each)

2. Dig deeper into one story
   (talk about feelings and remember to ask "Why")

   YOUR NOTES/SKETCHES:

   6 min (3 min each)
WHAT DOES IT MEAN?
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

3 Imagine the meaning
(notice something, then infer what the meaning might be)

Imagine possibilities for the following statements:
It's interesting/surprising/telling that they...

One thing that seems to be important to them is...

I wonder if this means...
(write a couple possibilities)

4 Create a brainstorming topic
(restate your inferences as opportunities)

How might we...

How might we...

How might we...

Write your "How might we" question on a 3x5 post it and place it on the whiteboard.

4 min

3 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team
(share how you got to your "How might we" question and then start sketching ideas)

6 Select three ideas based on the four criterias below

(place post it here)
THE RATIONAL IDEA

(place post it here)
THE DELIGHTFUL IDEA

(place post it here)
THE GROUNDBREAKING IDEA
PICK ONE AND ITERATE
Pick one of the ideas and stay in a generative mode as you work out the details.

Sketch out this new space/product/experience
(what is it? how does one interact with it? your goal is to develop the idea and make it visual)

3 min
BUILD AND TEST
Make something your partner can interact with.

8 Build your solution
(to test desirability)

9 Share your prototype
(watch how they interact with what you made and get feedback)

What's working?
\[+\]

What can be improved?
\[-\]

New questions
\[?\]

New ideas
\[!\]

7 min

6 min (3 min each)
HOW DO THEY COMARE?

Think about what you made and prepare to sell it!

10 Prepare a 30 second pitch
(so everyone can get a feel for what you created)

I interviewed...

_________________________________________________________

My "how might question" was...

_________________________________________________________

By making this I hope to accomplish...
(have fun with it and feel free to elaborate)

_________________________________________________________

_________________________________________________________

3 min

11 Discuss how yours is similar
(to someone else's idea and move them around)

YOUR NOTES/SKETCHES:

_________________________________________________________

_________________________________________________________

_________________________________________________________

_________________________________________________________

8 min
CREATING NEW EXPERIENCES
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IT STARTS WITH EMPATHY

Interview your partner about their experiences with the library.

1. Interview your partner
   (build rapport and then start seeking stories)

   YOUR NOTES/SKETCHES:
   - No elevator — I dream of hanging
   - Feel too small, no shelves invented
   - Feel time too loud
   - Fun multi-stacks → elevators
   - Nothing fancy
   - Contended — I thought I was going to get somewhere and I didn't
   - Useful design

   8 min (4 min each)

2. Dig deeper into one story
   (talk about feelings and remember to ask “Why”?)

   YOUR NOTES/SKETCHES:
   - No time yet
   - Hit down as warm as you can
   - Struggled
   - The only thing I can hear is myself
   - Air conditioner
   - In multi-stacks, walk down the stacks, slow & hit me above the books I still see her

   6 min (3 min each)
WHAT DOES IT MEAN?
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

3 Imagine the meaning
(notice something, then infer what the meaning might be)

Imagine possibilities for the following statements:
It's interesting/surprising/telling that they...

One thing that seems to be important to them is...

I wonder if this means...
(write a couple possibilities)

4 Create a brainstorming topic
(restate your inferences as opportunities)

How might we...

How might we...

How might we...

Write your “How might we” question on a 3x5 post it and place it on the whiteboard.

3 min
4 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team
(share how you got to your “How might we” question and then start sketching ideas)
2 min share,
3 min brainstorm, each

6 Select three ideas based on the four criterias below

---

**THE RATIONAL IDEA**

- Idea 1: Disruption
  (place post it here)

**THE DELIGHTFUL IDEA**

- Idea 2: Map
  (place post it here)

- Sound detox
  (place post it here)

- Discovery

**THE GROUNDBREAKING IDEA**

- Face to face
  the hive

- What is confusing, messy or space?
PICK ONE AND ITERATE

Pick one of the ideas and stay in a generative mode as you work out the details.

Sketch out this new space/product/experience
(what is it? how does one interact with it? your goal its to develop the idea and make it visual)

Human invaders: the thing world

room of human sound

Record + catalyze: the people place in the library

human things for books ->

book when opened makes music

the hive

3 min
BUILD AND TEST

Make something your partner can interact with.

8 Build your solution
(to test desirability)

9 Share your prototype
(watch how they interact with what you made and get feedback)

What's working?

What can be improved?

+ 

Human input


- 

New ideas

New questions


?

7 min

6 min (3 min each)
HOW DO THEY COMARE?
Think about what you made and
prepare to sell it!

10 Prepare a 30 second pitch
(so everyone can get a feel for what you created)

I interviewed...

My "how might question" was...

How might we visually show the hyper
self-aware state one feels in the hive?

By making this I hope to accomplish...
(have fun with it and feel free to elaborate)

curriculum stress relief to insert
people into the objects. Whiny.

3 min

11 Discuss how yours is similar
(to some other idea and move them around)

YOUR NOTES/SKETCHES:

Similar to

8 min
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the hive
IT STARTS WITH EMPATHY
Interview your partner about their experiences with the library.

1 Interview your partner
(build rapport and then start seeking stories)

2 Dig deeper into one story
(talk about feelings and remember to ask “Why”?)

YOUR NOTES/SKETCHES:

8 min (4 min each)

6 min (3 min each)
WHAT DOES IT MEAN?
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

3 Imagine the meaning
(notice something, then infer what the meaning might be)
Imagine possibilities for the following statements:
It's interesting/surprising/telling that they...

- Think of the library as a public sphere and its potential for shared, communal learning.

One thing that seems to be important to them is...

- Taking advantage of the college setting as a means of learning from their peers, learning about new technologies, etc.

I wonder if this means...
(write a couple possibilities)

- It seems more comfortable learning from other people from manuals themselves.

- There is a shift in the role of the library as it currently exists. People are going to the library with set goals and thus do not engage in socialized learning.

4 Create a brainstorming topic
(restate your inferences as opportunities)

- How might we... rethink the library as a potential space for community learning and engagement?

- How might we... encourage students to utilize one another as resources in exploring new technologies?

- How might we... expand the use of the library as a place for personal discovery rather than academic discovery?

Write your “How might we” question on a 3x5 post it and place it on the whiteboard.

3 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team
(share how you got to your “How might we” question and then start sketching ideas)

6 Select three ideas based on the four criterias below

- **THE RATIONAL IDEA**
  - ONLINE FORUM
  - FOR ORGANIZING MEETINGS AROUND INTERESTS, DISCUSSIONS, BOOK/MAGAZINE/JOURNALS

- **THE DELIGHTFUL IDEA**
  - SOCIAL SPACES
  - HOW DO YOU CAN YOU DESIGN TO FACILITATE SOCIAL SPACES VISUALLY

- **THE GROUNDBREAKING IDEA**
  - USING ADVANCED TECHNOLOGY TO TRACK BOOKS + NO ORDER TO LIBRARY!!

2 min share, 3 min brainstorm, each

2 min
PICK ONE AND ITERATE

Pick one of the ideas and stay in a generative mode as you work out the details.

7 Sketch out this new space/product/experience

(what is it? how does one interact with it? your goal is to develop the idea and make it visual)
BUILD AND TEST
Make something your partner can interact with.

8. Build your solution
(to test desireability)

9. Share your prototype
(watch how they interact with what you made and get feedback)

What's working?
Serial exploration!

What can be improved?
It's chaos
It built around technology

NOT HERE!

New questions
7 min

New ideas
6 min (3 min each)

the hive
HOW DO THEY COMARE?
Think about what you made and prepare to sell it!

10 Prepare a 30 second pitch
(so everyone can get a feel for what you created)

   I interviewed...
   
   ISRAEL WATTS

   My "how might question" was...
   HOW MIGHT WE EXPAND THE LIBRARY FOR
   PERSONAL DISCOVERY (RATHER THAN JUST ACADEMIC DISC)

   By making this I hope to accomplish...
   (have fun with it and feel free to elaborate)
   ILLUMINATE CONNECTIONS BETWEEN PEOPLE
   WHO LIKE THE SAME BOOKS AS WELL AS FIND
   "UNRELATED" BOOKS WITH IDEOLOGICAL TIES.

3 min

11 Discuss how yours is similar
(to some one else's idea and move them around)

   YOUR NOTES/SKETCHES:
CREATING NEW EXPERIENCES
Through Design Thinking

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the hive
IT STARTS WITH EMPATHY

Interview your partner about their experiences with the library.

1. Interview your partner
   (build rapport and then start seeking stories)

   YOUR NOTES/SKETCHES:
   
   - Don't like the physical spaces, but I like the online resources. Can get to them anytime + make requests. User booklet + obscure articles that are hard to find + reviewing has never not found something.

   8 min (4 min each)

   the hive

2. Dig deeper into one story
   (talk about feelings and remember to ask "Why")

   YOUR NOTES/SKETCHES:
   
   - Likes to have control of light. Likes to have access to food + water. Doesn't like the smell of coffee. Likes neutral spaces to see but remain unseen. Privacy. Library is good for collaboration. Likes books + nice to take a break from screens. Nice to get lost, be surprised. Laptop + iphone are intimate objects. Doesn't want to share it. Internet isn't fun, but does spend time there.

   6 min (3 min each)
**WHAT DOES IT MEAN?**
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

**3 Imagine the meaning**
(notice something, then infer what the meaning might be)

*Imagine possibilities for the following statements:*
**It’s interesting/surprising/telling that they...**
- Said the library doesn’t have an emotional impact and feels “neutral” but also that he’s impressed by the size + scale of it
- Never couldn’t find anything

**One thing that seems to be important to them is...**
- Privacy + control. Has a desire to see silent but remain unseen + control the space around him

**I wonder if this means...**
(write a couple possibilities)
- The library experience could be more customizable
- There were opportunities for micro-climate control
- The library would not ever be more than a shopping/transactional experience for him. Maybe that’s enough.

**4 Create a brainstorming topic**
(restate your inferences as opportunities)

**How might we...**
- create micro-environments in the library
  - customizable
- have more
  - let ppl control over their library experience?
- to make positive
  - get the library a more emotional impact on ppl who visit

Write your “How might we” question on a 3x5 post it and place it on the whiteboard.

4 min

3 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team
(share how you got to your "How might we" question and then start sketching ideas)

6 Select three ideas based on the four criteria below

THE RATIONAL IDEA

THE DELIGHTFUL IDEA

THE GROUNDBREAKING IDEA

the hive
PICK ONE AND ITERATE

Pick one of the ideas and stay in a generative mode as you work out the details.

Sketch out this new space/product/experience

(what is it? how does one interact with it? your goal its to develop the idea and make it visual)

3 min
BUILD AND TEST
Make something your partner can interact with.

8 Build your solution
(to test desirability)

9 Share your prototype
(watch how they interact with what you made and get feedback)

What's working?
What can be improved?

+ -

New questions
New ideas

7 min
6 min (3 min each)
**HOW DO THEY COMARE?**

Think about what you made and prepare to sell it!

10 Prepare a 30 second pitch
   (so everyone can get a feel for what you created)

   I interviewed...

   **John**

   My “how might question” was...
   how might get the library to make a more positive emotional impact on the people who visit

   By making this I hope to accomplish...
   (have fun with it and feel free to elaborate)
   John mentioned that he doesn’t like to hang out in the library so I thought about ways to improve + be creative about his transactional experience. Picking resources from a tree is fun + different, + might make him happy + maybe stick around a bit longer.

   3 min

11 Discuss how yours is similar
   (to someone else’s idea and move them around)

   YOUR NOTES/SKETCHES:

   8 min
CREATING NEW EXPERIENCES
Through Design Thinking

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the hive
IT STARTS WITH EMPATHY

Interview your partner about their experiences with the library.

1. Interview your partner
   (build rapport and then start seeking stories)

   YOUR NOTES/SKETCHES:
   - Doesn't go
   - So out of the way
   - STUFFY
   - People look sad/stressed
   - Rather work in her house

   8 min (4 min each)

2. Dig deeper into one story
   (talk about feelings and remember to ask "Why"?)

   YOUR NOTES/SKETCHES:
   - Used to try as a freshman
   - L7 Fri morn → whole day
   - 4th floor
   - Homework for the week
   - This made her miss events
   - Internet navigating
   - When to work?

   6 min (3 min each)
WHAT DOES IT MEAN?
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

3 Imagine the meaning
(notice something, then infer what the meaning might be)
Imagine possibilities for the following statements:
It's interesting/surprising/telling that they...
used to study in the library
One thing that seems to be important to them is...
to have their own space to study with access to the outside
I wonder if this means...
(write a couple possibilities)
if the library had more open spaces with tables and nice areas, they could like it again

4 Create a brainstorming topic
(restate your inferences as opportunities)
How might we...
make more open spaces (outside or with windows) with more comfortable areas to sit?
How might we...
make more personal spaces.
How might we...
Write your “How might we” question on a 3x5 post it and place it on the whiteboard.

4 min

3 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team
(share how you got to your “How might we” question and then start sketching ideas)

6 Select three ideas based on the four criteria below

- THE RATIONAL IDEA
- THE DELIGHTFUL IDEA
- THE GROUNDBREAKING IDEA

2 min share,
3 min brainstorm, each

2 min
PICK ONE AND ITERATE
Pick one of the ideas and stay in a generative mode as you work out the details.

7 Sketch out this new space/product/experience
(what is it? how does one interact with it? your goal is to develop the idea and make it visual)

NAP ROOM IN THE LIBRARY

3 min

the hive
BUILD AND TEST

Make something your partner can interact with.

8. Build your solution
   (to test desireability)

9. Share your prototype
   (watch how they interact with what you made and get feedback)

   What's working?
   +

   What can be improved?
   -

   New questions
   ?

   New ideas
   !

7 min

6 min (3 min each)

NOT HERE!

the hive
**HOW DO THEY COMARE?**

Think about what you made and prepare to sell it!

10 Prepare a 30 second pitch
   (so everyone can get a feel for what you created)

   I interviewed...
   
   Everest

   My “how might question” was...
   
   **HMM make open spaces with more comfortable seating options**

   By making this I hope to accomplish...
   (have fun with it and feel free to elaborate)
   
   2 nap time room because sometimes we need a nap in the middle of studying

11 Discuss how yours is similar
   (to someone else’s idea and move them around)

   YOUR NOTES/SKETCHES:

   3 min

   8 min
CREATING NEW EXPERIENCES
Through Design Thinking

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the hive
IT STARTS WITH EMPATHY

Interview your partner about their experiences with the library.

1 Interview your partner
(build rapport and then start seeking stories)

YOUR NOTES/SKETCHES:

Job Interview: Impressed with the way the library doesn’t look like the inside, not 16 pits, more feng shui, clever, things that don’t match, cooler & natural light.

- Loves the people in the library, reading building.
- Interacted with librarians, digital

8 min (4 min each)

2 Dig deeper into one story
(talk about feelings and remember to ask “Why”?)

YOUR NOTES/SKETCHES:

- UCB: Book store

Library at Congress suspend due to limitations. Adventure, rather than library focused, Library shopping.

6 min (3 min each)
WHAT DOES IT MEAN?
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

3 Imagine the meaning
(notice something, then infer what the meaning might be)
Imagine possibilities for the following statements:
It’s interesting/surprising/telling that they...

One thing that seems to be important to them is...

I wonder if this means...
(write a couple possibilities)

4 Create a brainstorming topic
(restate your inferences as opportunities)

How might we...

Write your “How might we” question on a 3x5 post it and place it on the whiteboard.

3 min

4 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team (share how you got to your “How might we” question and then start sketching ideas) 2 min share, 3 min brainstorm, each

6 Select three ideas based on the four criterias below

- THE RATIONAL IDEA
  - CPS chips on books so you can find them anywhere

- THE DELIGHTFUL IDEA
  - Geo-caching

- THE GROUNDBREAKING IDEA
  - Anyone can receive if they have completed previous requests

the hive
PICK ONE AND ITERATE

Pick one of the ideas and stay in a generative mode as you work out the details.

Sketch out this new space/product/experience

(what is it? how does one interact with it? your goal its to develop the idea and make it visual)

These could be all over in different sections

3 min
BUILD AND TEST
Make something your partner can interact with.

8 Build your solution
(to test desireability)

9 Share your prototype
(watch how they interact with what you made and get feedback)

What's working?  What can be improved?

+  -

New questions  New ideas

7 min  6 min (3 min each)

the hive
HOW DO THEY COMARE?
Think about what you made and prepare to sell it!

10 Prepare a 30 second pitch
(so everyone can get a feel for what you created)

I interviewed...

My "how might question" was...

By making this I hope to accomplish...
(have fun with it and feel free to elaborate)

3 min

11 Discuss how yours is similar
(to someone else's idea and move them around)

YOUR NOTES/SKETCHES:
CREATING NEW EXPERIENCES
Through Design Thinking

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IT STARTS WITH EMPATHY

Interview your partner about their experiences with the library.

1 Interview your partner
(build rapport and then start seeking stories)

YOUR NOTES/SKETCHES:
- Many freshman year finals = stressful
- 8am to 1pm atmosphere contributed
- Many are open for many people
- Rarely at library = go 4 times/semester
- Go to library when need to get work done bc that's what library represents = studious space
- More of an academic space rather than a social space

8 min (4 min each)

2 Dig deeper into one story
(talk about feelings and remember to ask “Why”?)

YOUR NOTES/SKETCHES:
- Like it when it's empty, especially at library when there's open space and people moving around
- Played around at library
  - 8am to 1 pm and everyone else hides w/ them
  - Was a study break
  - Is exploring library
    - Cool study spaces never been to
    - Library is really
    - Library facilitates this game really well
    - Lots of spaces where someone could hide
- Library is supposed to be a quiet space = but kind of playing a game - trying to find a person - kind of funny way to use a space in a non-academic way

6 min (3 min each)
WHAT DOES IT MEAN?
Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

3 Imagine the meaning
(notice something, then infer what the meaning might be)
Imagine possibilities for the following statements:
It's interesting/surprising/telling that they...

- typically consider library to be associated w/ getting work done
- One thing that seems to be important to them is...
  - having a place designated for being productive
- I wonder if this means...
  (write a couple possibilities)
  - library is a good atmosphere for productivity
  - they are a hardworking student
  - library connoted w/ good work ethic

4 Create a brainstorming topic
(restate your inferences as opportunities)

- How might we...
  - make the library good for productivity, but also less stressful → more unexpected things to smile about like sodas
- How might we...
  - reduce the amount of distractions in the library
  - write your “How might we” question on a 3x5 post it and place it on the whiteboard.

4 min
3 min
NEW IDEAS?
Generate a diverse set of concepts in response to your brainstorming question.

5 Share your work, then brainstorm as a team (share how you got to your “How might we” question and then start sketching ideas) 2 min share, 3 min brainstorm, each

6 Select three ideas based on the four criterias below

- THE RATIONAL IDEA
- THE DELIGHTFUL IDEA
- THE GROUNDBREAKING IDEA

2 min
PICK ONE AND ITERATE

Pick one of the ideas and stay in a generative mode as you work out the details.

7 Sketch out this new space/product/experience

(what is it? how does one interact with it? your goal its to develop the idea and make it visual)
BUILD AND TEST
Make something your partner can interact with.

8 Build your solution
(to test desireability)

9 Share your prototype
(watch how they interact with what you made and get feedback)

What’s working?
- Connect to Dist. part of library

What can be improved?
- Unexpectedly popping up somewhere else can get distracting and frustrating
- New ideas

How can we combine
- New questions
- Different mediums?
- e. online resource to book?

NOT HERE!

7 min

6 min (3 min each)

the hive
HOW DO THEY COMARE?
Think about what you made and prepare to sell it!

10 Prepare a 30 second pitch
(so everyone can get a feel for what you created)

I interviewed...

My “how might question” was...

how do we keep library a good place to
study - but have fun unexpected things

By making this I hope to accomplish...
(have fun with it and feel free to elaborate)

keep the library a good place for study, but
relieve stress, make it an interesting place

11 Discuss how yours is similar
(to someone else’s idea and move them around)

YOUR NOTES/SKETCHES:

3 min

8 min

the hive