Design Thinking

RESEARCH • IDEATE • PROTOTYPE • CHOOSE • IMPLEMENT • LEARN • DEFINE •

presented by

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redhat. | fedora

THE DESIGN THINKING PROCESS

DEFINE
RESEARCH
IDEATE
PROTOTYPE
CHOOSE
IMPLEMENT
LEARN

HOW DOES THIS WORK?

RESEARCH          IDEATE          IMPLEMENT
IDEATE            PROTOTYPE       PROTOTYPE
LEARN             LEARN           CHOOSE

Generate lots of ideas!

Synthesize / sort through ideas

Make decisions / plan next steps

Photo Credit: "Brainstorms at INDEX: Views" by Jacob Bøtter on Flickr, used under a Creative Commons Attribution License

But first, let's warm up.

We're going to draw.

# What?

# You can't draw?

DEFINE

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# Visual Thinking Exercise

# (~5 minutes)

# THE PROBLEM-TO-SOLVE

As an exercise, let's think of ways to make Fedora better.

- Have you had any new insights or "Aha!" moments here at Flock for things we need to do?

- What gripes or problems-to-solve have you taken note of?

Let's do a little bit of research and share our experiences.

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# Campfire
# (~20 minutes)

RULES OF THE GAME:

- I'm going to start with a story, then call for a volunteer.

- The volunteer will grab a 'wall of words' note, place on the 'story thread'

- Tell us why you chose that note and tell us about an experience you had with Fedora related to it

- While you listen to others tell their story, jot a word or a phrase on a sticky note that reminds you of another Fedora-related story.

- Next volunteer's turn; repeat.

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# Challenge Cards
# (~30 minutes)

RULES OF THE GAME:

We're going to break into 2 teams: the "solution team" and the "challenge team."

- **Solution team**:
  Brainstorm new or existing features / strengths of Fedora, one per card. (5 min)

- **Challenge team**:
  Brainstorm potential problems or challenges holding Fedora back, one per card. (5 min)

- **Game play**:
  Challenge team draws one of their cards, explains the challenge. If solution team has a solution card for it, they get a point. If they don't, challenge team gets a point. (10-20 min)

# Flip It
# (~30 minutes)

RULES OF THE GAME:

We're going to fill out 3 lists:

- **Fear** (~5 minutes)
  On sticky notes, write out concerns, issues, fears you have about Fedora. Tack them up. We'll quickly walk through them together.

- **Hope** (~10 minutes)
  Take a look at the issues that are tacked up and rewrite the fear in terms of hope.

- **Traction** (~10 minutes)
  We'll vote on which hopes are those we can take the most practical action on. We'll take the top 5-10 hopes and start brainstorming potential action items for each.

Photo Credit: 'Campfire' by Jelle S. on Flickr, used under a CC-BY-SA license

# Affinity Mapping Exercise
# (~30 minutes)

**RULES OF THE GAME:**

- We just processed a lot of information in the last exercise. What problems-to-solve or ideas stood out the most to you?

- Fill out sticky notes with your impressions from the information we just processed and tack them up on the whiteboard.

- We'll go through all of the sticky notes and process them using the affinity mapping technique.

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# 6-8-5 Brainstorm
# (5 minutes)

RULES OF THE GAME:

- QUANTITY not quality!

- Silly ideas make great brain food!

- Don't worry about the details.

- Quick sketches – not fine art!

- Stick figures are awesome.
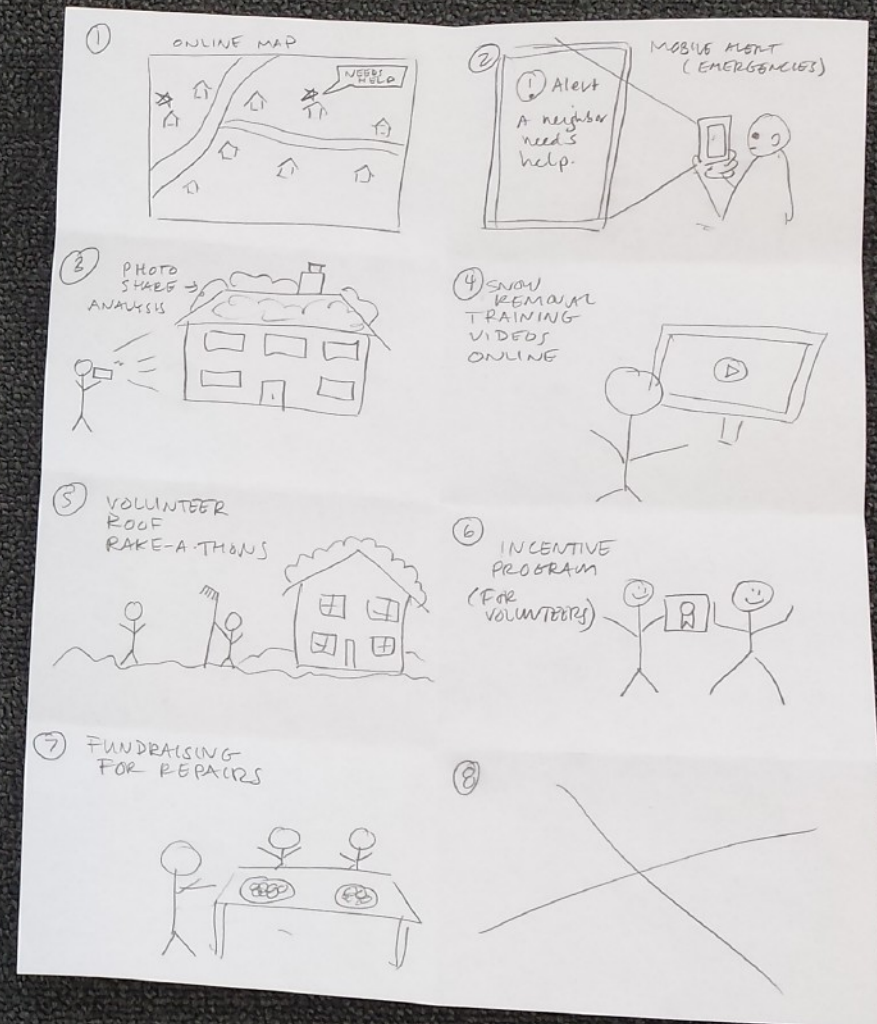
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# Share Your Ideas
# (10 minutes per partner)

• Which ideas seem most promising?

• What could make them better?

• Are there existing products / services you could draw inspiration from?
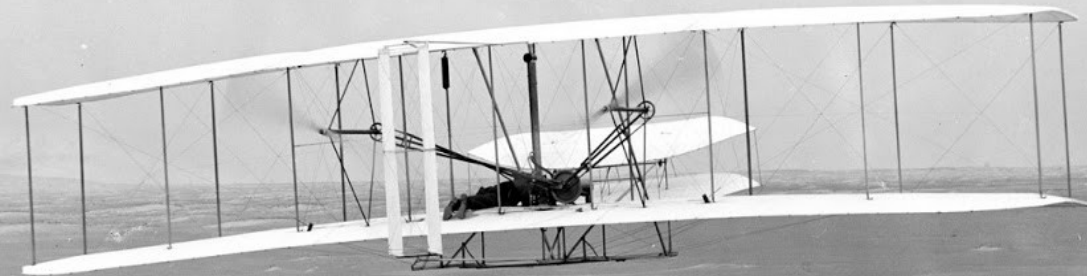
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# PROTOTYPE

### (the next step)

### "A rough proof-of-concept to see if an idea is worth it to (continue to) pursue."

# LEARN MORE / RESOURCES

***Gamestorming* by Dave Gray, Sunni Brown, and James Macnufo** is a great resource and all of the exercises we did today are covered in this book (along with many others!)

**Gamestorming.com** is run by the book authors, covers many of the same exercises as the book and several new ones!
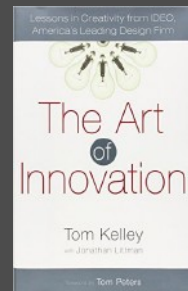
*The Art of Innovation* **by Tom Kelley with Jonathan Littman** is a good primer on design thinking in general, written by one of the founders of the IDEO design firm.

*Design Thinking for Educators* is a free toolkit offered by IDEO; it's focused towards educators but is honestly applicable to anybody. It has a step-by-step instructional booklet as well as a workbook you can fill out as you plan out projects. The materials are CC licensed and provided in a printable PDF format.

**designthinkingforeducators.com**

# Questions?