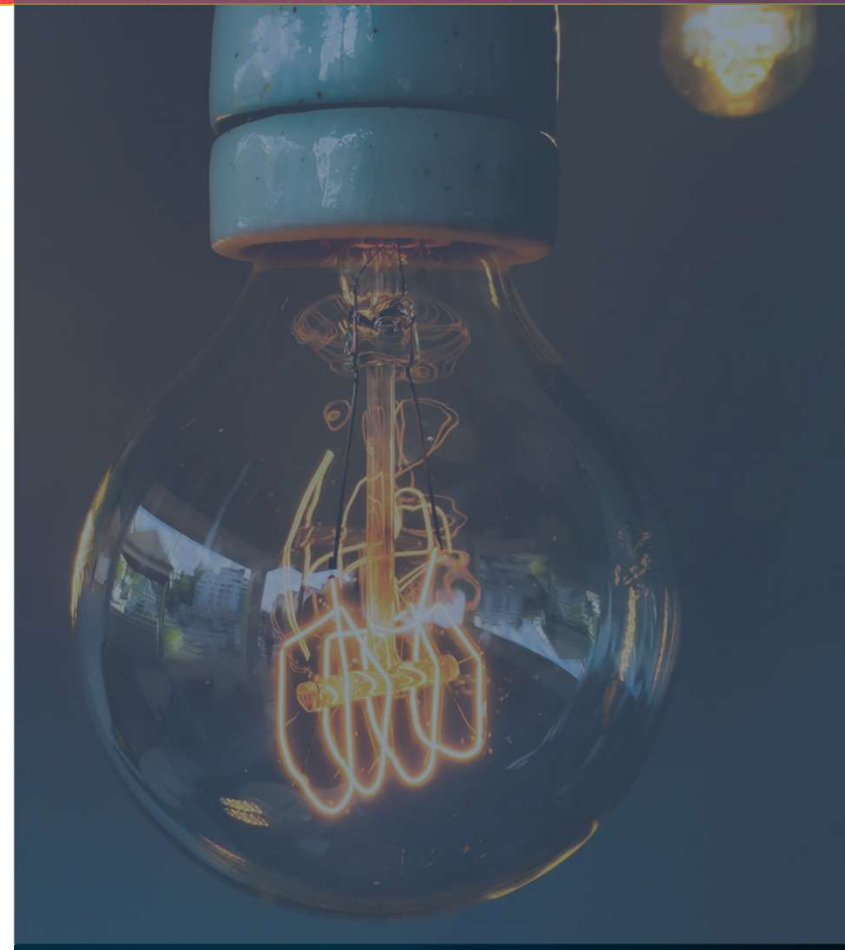
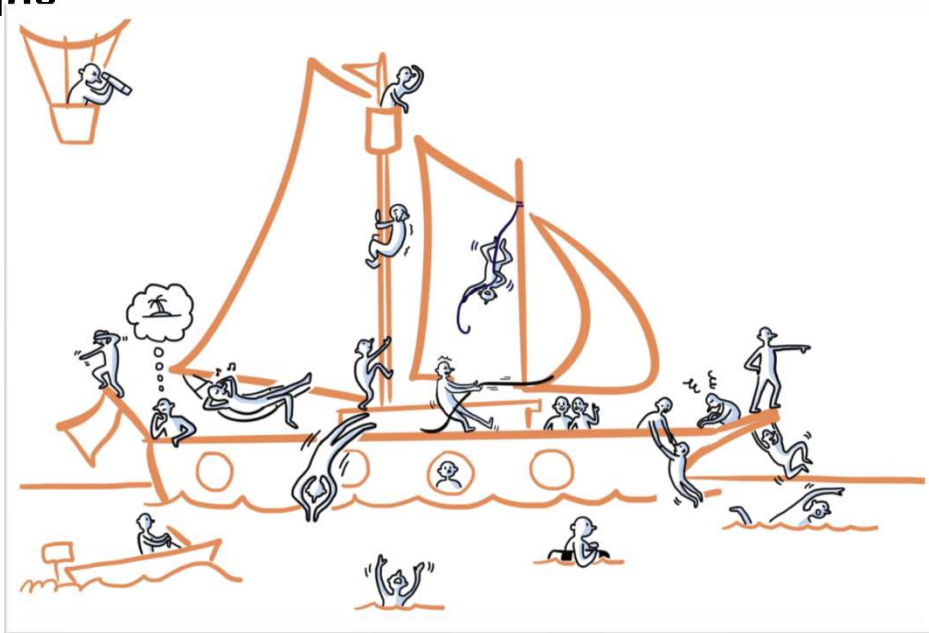


Ice breaker

Place a sticker on the person who best represents
your mood about today's course about Design
Thinking



IBM DESIGN THINKING

HACKATHON

IBM x EDHEC - MBA DIGITAL INNOVATION

8th of April 2024

© IBM Corporation

Who are we ?



 /elodiedenascimento/

Elodie DE NASCIMENTO

Design Thinking Coach

IBM Interactive, since 2018

Academic background :

- Programme Grande Ecole at emlyon



Main Focus :

- Design Thinking
- Change management
- Diversity & Inclusion topics

Other position :

- Lead of Diversity & Inclusion's network of IBM interactive

Passions :

- Sport (danse & strength training)
- Real estate
- Travel (+20 countries)



 /estellehenon/

Estelle HENON

Product Designer

IBM, since 2021

Academic background :

- Lycée Français International de Pékin
- McGill University (Bachelor of Business)
- Emlyon (PGE) et Centrale Lyon – Msc Design Thinking
- Le WAGON Data Science bootcamp

Main Focus :

- User Research
- User Interface
- Design Thinking

Passions :

- Chats
- Snowboard et pilates
- Travel (visited more than 35 countries and lived in 4 different countries)

Table of contents



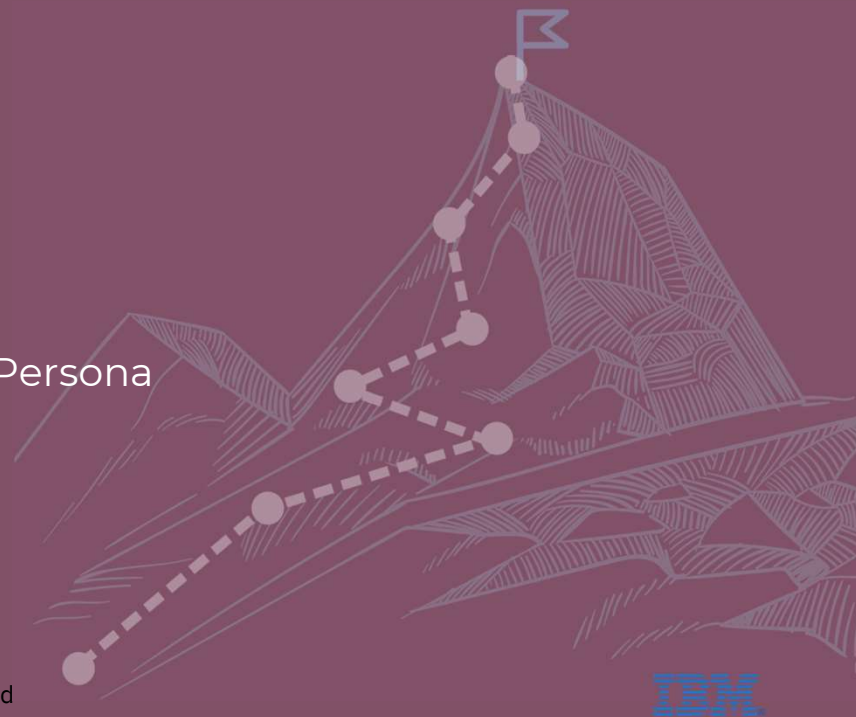
Theory

- What is Design ?
- What is IBM Design Thinking ?
- What is Sustainable Design Thinking ?



Make it real - Toolbox in action

- Unilever Use case
- Explore the journey – Problem definition and Persona
- As-is journey & painpoints
- Ideate for the futur journey – Brainstorming
- Pitch – Time to convince your audience!



Learning objectives



Become familiar
with (IBM)
Design Thinking



Give a “flavour”
and the main
keys for your
project



Provide a
toolbox and tips
for today and
tomorrow



Give resources
to go further in
your project

How you will be evaluated :

· /5

Oral
participation

· /5

Quality of the
idea

· /10

Final
Pitch

Good practices to follow during this day



Be there on time

To respect the agenda of the day



Test & Learn

Fail fast now and not at the end of your project



No bad answer

Avoid « Yes, but... », more « Yes, and... »



Be creative !

Quantity over quality



Introduction

Part 1 Part 2 Part 3

Program of today



Morning

9:00 AM – 12:30 PM

- 10' Introduction & IBM Presentation
- 10' From Design to IBM Design Thinking
- 10' Sustainable Design Thinking
- 15' Problematic definition
- 40' Personae
- 15' *BREAK*
- 30' As-is scenario & pain points
- 30' Ideation #1



Afternoon

1:30 PM – 4:00 PM

- 30' Ideation #2
- 20' Prioritization
- 30' Ideation form
- 30' User tests
- 15' *BREAK*
- 10' Pitch preparation
- 40' Final pitch Q&A
- 5' Conclusion



40min

Introduction

What is Design ?

What is IBM Design Thinking ?

Part 1 Part 2 Part 3

What is Design ?



Katerina Kamprani



More information : <https://www.theuncomfortable.com/>

What is Design ?

/di.zajn/

Invent, improve or facilitate the use and/or interaction with a product or service (hardware or software)

DESIGN = SHAPE + FONCTION



[Ted Talk David Kelley : Human Centered Design](#)
[Ted Talk Don Norman 3 ways good design makes you happy](#)

What is User Experience ?



This is not a user experience, this is a product



... This is a User Experience

What is User Experience ?

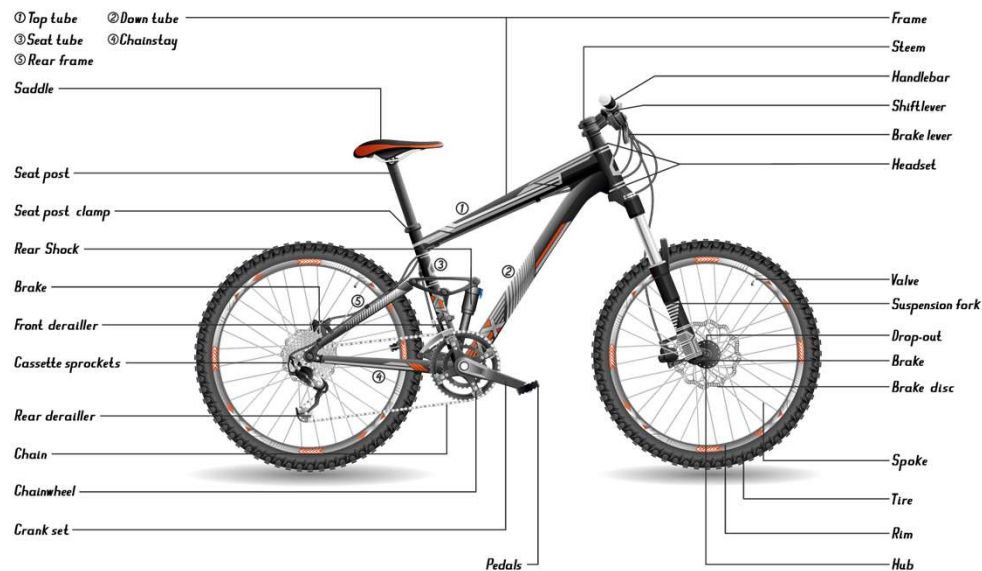


This is not a user experience, this is a product



... This is a User Experience

What is User Experience ?



This is not a user experience, this is a product

... This is a User Experience

What is User Experience ? Use Case



Doug Dietz

Transforming the
medical experience for
children

What is User Experience ? Use Case



For children =
Scary & noisy
machine

What is User Experience ? Use Case



To an amazing adventure

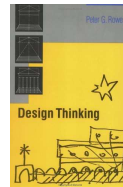
Short history of Design Thinking

The American advertiser Alex Osborn, by developing the technique of brainstorming, sensitizes the business world to creative thinking.



Creation of a first inter-departmental program at Stanford University, the Product Design major. This program is meant to be human-centred.

In 1969, in «The Science of Artificial» economist Herbert Simon was the first to consider design as a new way of thinking and lays the foundations for a way of solving problems reconciling ingenuity and creativity.



In 1987, Peter Rowe published his book «Design Thinking» at the MIT press.

In 1991, in Palo Alto, David Kelley founded the design agency IDEO, which developed a new way of solving problems. Decompartmentalization, dynamism and questioning are the watchwords of the designers of «design thinking» at IDEO.



In 2007, SAP co-founder Hasso Plattner launched a joint research program with Stanford around design thinking: d.school.

In 2022, you are taking a TD course 😊

1950

1960

1970

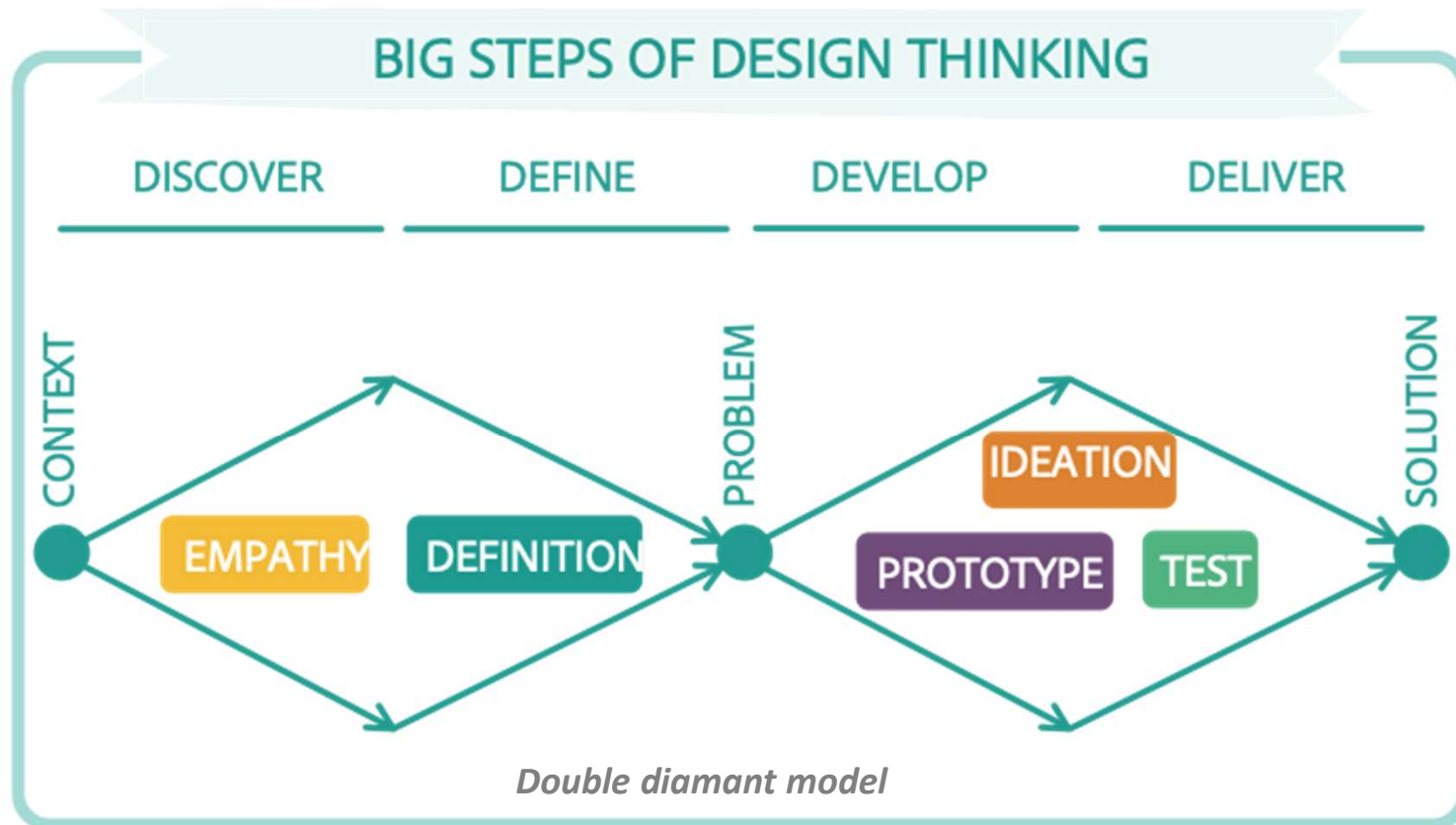
1980

1990

2010

2022

Design Thinking big steps



Design Thinking big steps

1. EMPATHY

To create meaningful innovations, you need to know your users and pay your users and pay attention to how they act.

At the heart of the "user-centered" approach of designers, the empathy phase consists in understanding users, how they act and "why" in the context of your study.

how they act and "why" in the context of your study. You also observe what their needs are, the emotions generated by the observed activity, how they reason and what makes sense to them.

Some techniques...

Photo reportage - Observation / shadowing -

Role playing / immersion - Interviews - Surveys -

Ethnographic studies / Research

2. DEFINITION

Asking the right problem is the only way to find the right solution.

The purpose of the definition phase is to clarify the problem and focus the scope of your study. The designer

must define the challenge to be met from the elements discovered during the empathy phase.

Some techniques...

Personas - User journeys - Identification of irritants

3. IDEATION

The goal is not to find THE right solution, but to generate a maximum number of possibilities that respond to the problem.

The ideation phase is the phase of generating ideas that respond to the challenge defined in the definition phase. The ideation phase is a so-called divergent phase, meaning that it must allow for the exploration of the maximum number of possible solutions and concepts without restricting itself to their feasibility or their desirability.

The ideation phase provides the material to prototype innovative solutions.

Some techniques...

Responding to irritants - Brainstorming - Pushing ideas through constraint - Pushing ideas through the mind

Vary the points of view

Design Thinking big steps

4. PROTOTYPE

Prototyping to think differently and test to learn. The prototyping phase is the iterative design of artifacts intended to answer questions that will bring you closer to your final solution. In the early phases of your project, prototypes are low-resolution creations that are quick and easy to produce and will allow you to get valuable feedback from target users or from your colleagues.

In more advanced phases, your prototypes will become more accurate and real. A prototype can take any form that a user can interact with: a wall of post-it notes, a gadget that you have built with your own hands, a storyboard or even a role-playing game.

Some techniques...

An advertising affiche - A storyboard - An interactive digital model - A product package

5. TEST

Testing is an opportunity to learn about your solution and your users.

The testing phase is about seeking feedback from your users on or through the prototypes you have built. It is another opportunity to learn about your users, but in the difference of the empathy phase, you have now framed the problem or need much more precisely and have an object to test your hypotheses.

Be careful not to summarize this phase with the question "do you like my solution?" but rather ask "why" and focus on what you can learn from your user, the problem or potential solutions.

Some techniques...

Wizard of Oz - Focus group - A/B testing - Landing page - Questionnaire

Part 1



Enterprise Design Thinking by IBM

Accelerate and scale up Design Thinking



Enterprise Design Thinking by IBM



I - The principles



II - The loop

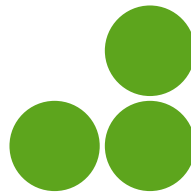


III - The keys

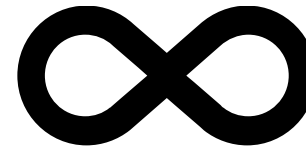
I - The principles



**User
centric**



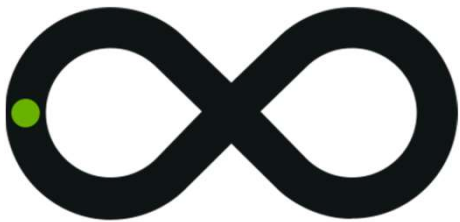
**Multidisciplinary
team**



**Continuous
Improvement**

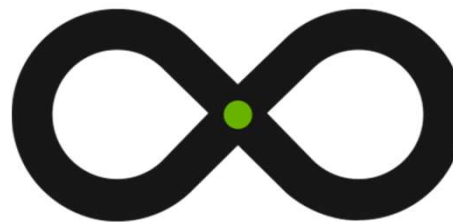
II - The Loop

UNDERSTAND



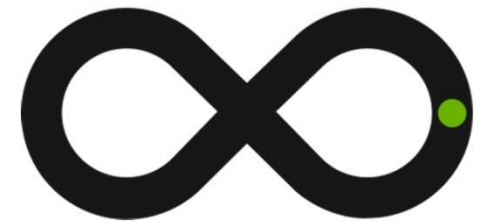
Observing, questioning : **Interviews**
Know your users : **Personae**
Analyse their needs. **Empathy Grid**

EXPLORE



Analyse the existing situation. **As is scenario**
Co-create the user experience. **Customer journey**
Ideation & prioritization . **Prioritization**

CREATE



Modelized. **Concept & Storyboard**
Validate the assumptions . **Tests**
« Fail fast » . **Continuous improvement**

Introduction

What is Sustainable Design Thinking ?

Part 1 Part 2 Part 3

Inclusive Design

Inclusive design is the process of creating a product or service that takes into account the full diversity of users who will be exposed to it, so that no one feels left out.

If we don't intentionally include, we run the risk of unintentionally excluding.

Examples of features:



Old
people



Regions
remote / rural



Women



LGBTQIA+



Low literacy



Immigrants



Disabled



Race

...

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"It's the design that's going to define who's normal and who's not."

Simon Houriez,
Director of Signe de sens



ROLE CARD INCLUSIV DESIGN

This card gives
you a great
responsibility:
to ensure that
your character's
voice and needs
are heard
throughout the
workshop.



CAMILA

Information Systems
Director



FEATURES

SHE

48 yo

Wearing glasses, poor eyesight



Camila previously worked at the San Lazaro hospital in Seville.

She has recently moved to the Lyon region, where she is resuming her work as Director of Information Systems (DSI).

Very curious, she enjoys developing new skills and meeting new colleagues.

She needs to zoom in more because of her poor eyesight, but that doesn't stop her from being an avid reader.



DOMINIQUE

Nurse



FEATURES

HE

59 yo

ADHD - Dyslexia



Dominique has been a nurse on the pediatric ward for 3 months. He has a very strong visual memory and a very synthetic mind. He doesn't appreciate long, unstructured texts. He is apprehensive about tool changes, which can have a major impact on his productivity and increase his frustration.



KAORI

Human resources



FEATURES

THEY

37 yo

Autistic disorder

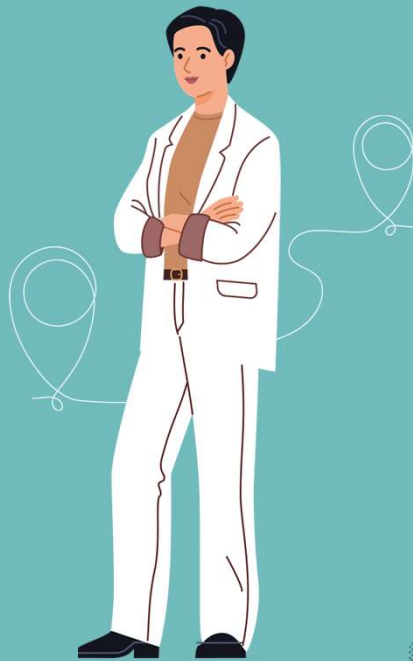


Kaori has been working in the HR team for 3 years as Training Manager. He enjoys helping colleagues and is always ready to share new opportunities for skills development and career advancement, and is a keen ethologist. He does not cope well with noisy environments and last-minute changes, and suffers from sleep disorders.



ALEX

Stretcher-bearer



FEATURES

THEY

22 yo

Daltonism



Alex is a stretcher-bearer in training in a small hospital. He's not yet independent on the job and can get lost in the many corridors, especially with his level of French. he's easily distracted and suggestible, but very caring.



IMANY

Coordinator



FEATURES

SHE

40 yo

In a wheelchair for another 5 months following a skiing accident



Imany is the pediatric department coordinator. She manages the teams' schedules and ensures that information is properly communicated.

An attentive listener, she can sometimes lose patience with her teams if procedures are not followed. She can't stand anglicisms and isn't always at ease with digital tools.



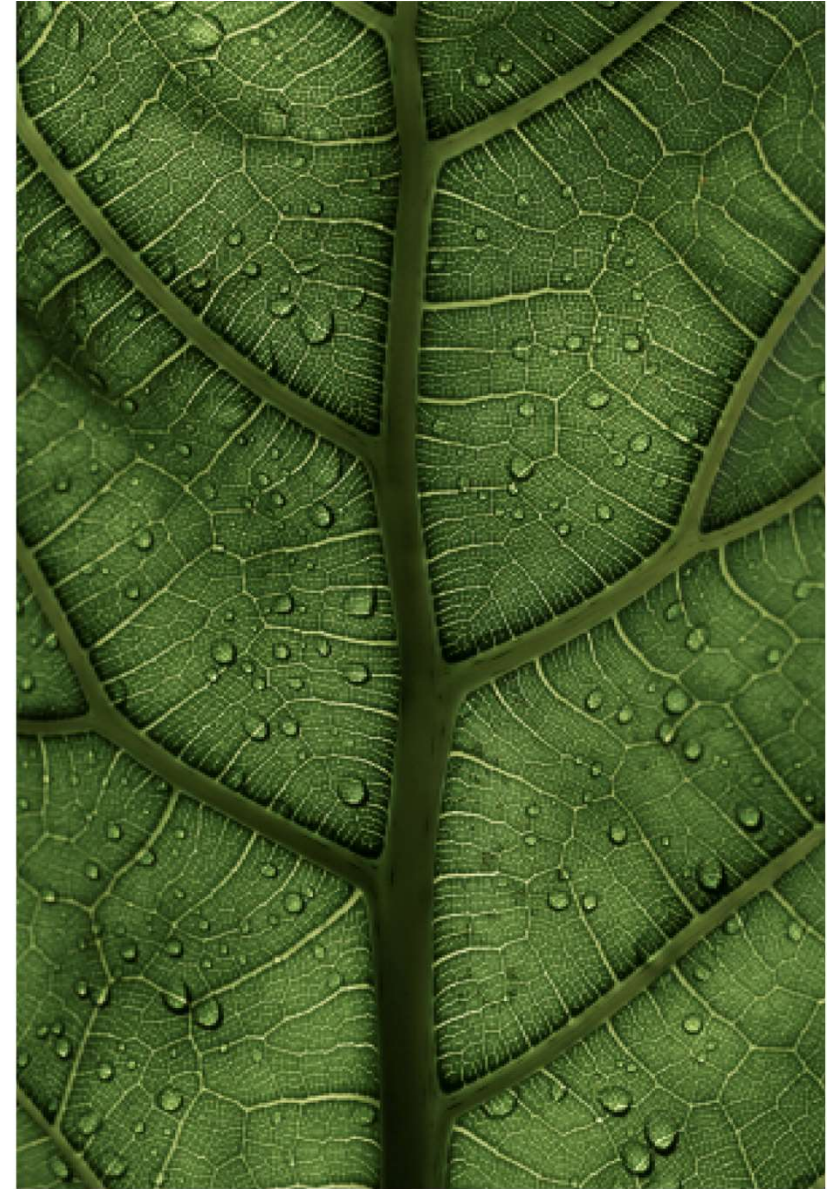
Sustainable design Fun Fact (Or not)

80 %* of the environmental
impacts of a product depend on the
Design stage

What is

sustainable digital design

(and why we should care)



Sustainable digital design, focuses on reducing environmental and ecological risks through cleaner product design processes and by applying ethical development practices.

Sustainable web design is an approach to designing web services that puts **planet first**. It delivers digital products and services that respect the principles of the Sustainable Web Manifesto: clean, efficient, open, honest, regenerative, and resilient.



Sustainable Web Design

UX Principles for 2022

Why is this important?

Digital is physical

We need to be conscious about the internet – *and by extension our digital products and services* – massive environmental impact

Internet uses a huge amount of energy due to

_manufacturing & shipping (tech companies must manufacture and ship the internet's hardware)

_powering & cooling (computer, smartphones and servers must be powered and cooled, drawing electricity from local grids)



The carbon footprint of the internet

How much do you know about the impact of the digital world on our environment

Why your internet habits are not as clean as you think

4 billion+

Over 4 billion people are active internet users.

6th^{pos.}

If the Internet was a country, it would be the 6th largest polluter in the world.

3.7 %

The carbon footprint of our gadgets, the internet and systems supporting them, accounts for 3.7% of global greenhouse emissions, similar to the airline industry. These emissions are predicted to double by 2025.

What

**we can do as
designers**



“

It is estimated that over 80% of all product-related environmental impacts are determined during the design phase of a product.

European Commission



[Sustainable product policy](#)

[The time for Environment-Centered Design has come](#)

[Sustainable Web Manifesto](#)

”

So, as designer you are responsible.

This concept could also be related to digital products and services (*like we will see further in this guide*).

We have the opportunity as designers to tackle the problem at its root and by evolving the way we design, develop and distribute products and services, we can minimise the impact any project would have on the planet.

If we embrace sustainability in our systems, we can create a web that is good for both people and planet.

Design is not only about how we build something, but also about how it is used.

Design can change human behaviours.

Ask yourself...

What kind of behaviours do we induce if we build this product this way? If we apply this principle to the process? If we consider these points as crucial for our product / service? ...



Planet Centric Design

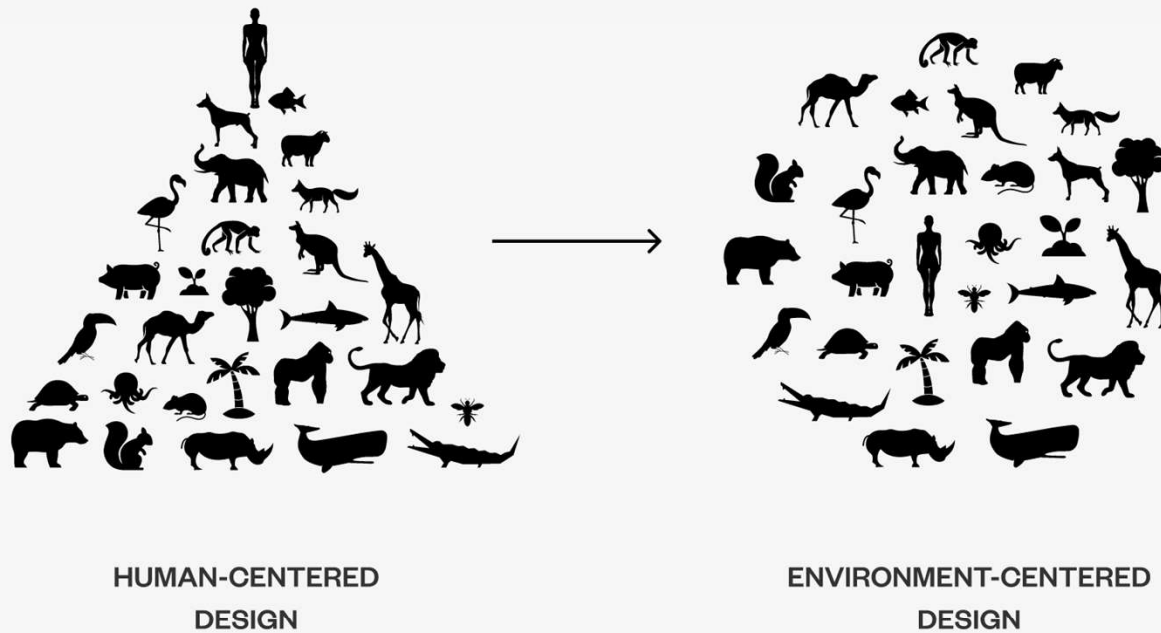
We have to rethink the relationship between humans, technology, and our planet. It is no longer a linear relationship; rather, it has become a complex system of interdependencies. For example, when we are designing a food delivery app, we are also designing complete social and environmental systems that encompass hundreds of restaurants, thousands of delivery people, and a large back-end infrastructure that includes kitchens, packaging . As designers, we have to be aware that we are designing ecosystems of humans and non-humans elements.





**your design may be good —
but does it do good ?**

Account for human and non-human stakeholder.



[It's time for Environment-Centered Design](#)

[Planet Centric Design](#)

“

“One conclusion from the 100+ social and environmental mission companies I have interviewed is that **focusing on sustainability and being responsible leads to more effective business operations overall and as a result better financial performance.**”

”

— Christopher Marquis, *Better Business: How the B Corp Movement is Remaking Capitalism*



sustainability is inclusive

When we talk about sustainability, we must remember that sustainability is not only environmental but also economic and social.

To be truly sustainable, a product must be accessible and affordable to anyone, regardless of geographic and social origin.

Impact 🌿🌿🌿🌿

Effort 💪💪💪💪

✓ **Design web services for people who are not digital privileged**

Does a slow connection or an outdated device preclude fruition?
More information [🔗 here](#)

✓ **Am I designing for everyone?**

Or do I am assuming people's gender, ethnicity, sexual orientation, origin, etc.?

✓ **Is my project somehow harming a specific group?**

E.g. delivery app are booming, but are made possible by exploiting [disadvantaged workers](#)

what we can do



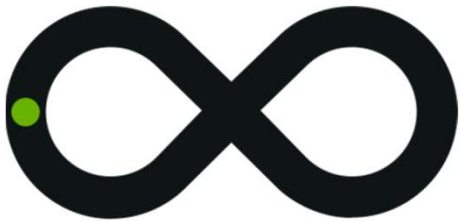
10min

Your mission!

Part 1 **Part 2** **Part 3**

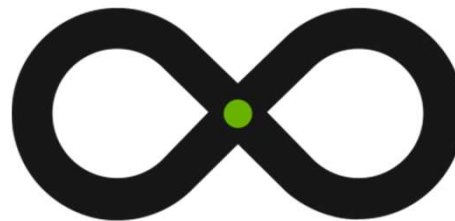
Activities - Details

UNDERSTAND



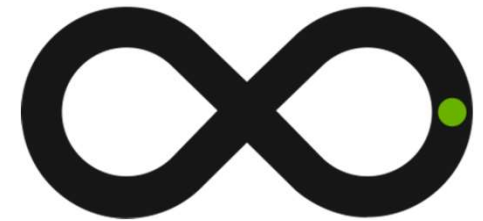
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Know your users : **Personae**
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EXPLORE



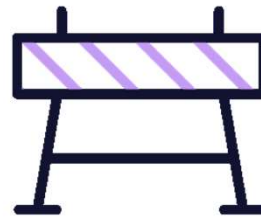
Analyse the existing situation. **As is scenario**
Co-create the user experience. **Customer journey**
Ideation & prioritization . **Prioritization**

CREATE



Modelized. **Concept & Storyboard**
Validate the assumptions . **Tests**
« Fail fast » . **Continuous improvement**

Activities - Details



Important : Those activities will be closely time-framed. Don't be frustrated !

Take this as an opportunity to test the tools and ask questions.

Then you will need to go deeper with your users and test your assumptions after this day.

Your challenge

Important to keep in mind all day :

- Be innovative
- Use technology
- Think Sustainable

Questions ?



Toolbox

Problematic definition

Personae

Part 1 **Part 2** **Part 3**



UNDERSTAND



EXPLORE



CREATE

EDHEC Case Study



Unilever owns over **400 brands** with a turnover in 2023 of **59.6 billion euros**.

Their products include **food and beverages** (about 40% of its revenue), **cleaning agents, beauty and personal care products** and are available in **190 countries**.

With traditional players in the CP industry acquiring new brands as a mean for achieving market growth and innovation, **Unilever** needs to **reinvent their products portfolio**, diversify and reach out to new consumers.

Your mission is to **explore the integration of digital technologies** across R&D, supply chain management, marketing, and product development processes, emphasizing Unilever's commitment to sustainability and ethical business practices



EDHEC Case Study



How Can you Accelerate the Digital Transformation Strategy at Unilever to Enrich Customer Experience and Provide Competitive Advantages for the company.

Target Market : **Millennials**

You will select a brand in particular for your solution with a specific focus on one of 4 of 5 pillars of Unilever

And leveraging new technologies such as **Data, AI; GenAI, Blockchain and IOT**, you will define your products portfolio enhancement roadmaps, your direct to consumer approach as well as your manufacturing challenges.



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EDHEC Case Study



4 working groups :

- 2 groups of 4 students
- 2 groups of 3 students

Before the Design Thinking session scheduled for **April 8th**, delve to yinto the exploration and identification of a brand pertinent our project. Gather data and insights regarding the market landscape and customer expectations, utilizing the structured information outlined in the slide titled "Millennials: Shopping Characteristics".



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Problematic definition

 15min

Objective : set a problematic focusing on one brand or at least one pillar of Unilever's strategy.

EXAMPLE:

User: A millennial women ...

Need: ... would like to buy a new car

Discovery (Insight): She feels lost because there are far too many choices and doesn't know what option which option is the most suitable for her.



A good formulation:

How might we design a mode of travel that is attractive for young millennial drivers?



Overly solution-oriented formulation:

How could we design a product that helps users park their car in one step with an automatic parking button?



Too broad a formulation:

How could we design the world's most innovative mode of travel for young millennial drivers?

Problematic definition

🕒 15min

Let's redefine your problematic using this model (problem statement sheet)

USER

NEEDS

DISCOVERY / INSIGHTS

She feels...

(verb)

Because there are...

(frustration/
pain point)

and she doesn't know...

(frustration/
pain point)



Problematic definition

 15min

How to proceed?

1. Individually write as many "How might we" proposals.
2. Debate and vote for the best "How might we".
3. Validate the problematic with your teacher.



A good formulation:

How might we design a mode of travel that is attractive for young millennial drivers?



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Too broad a formulation:

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The 4 pillars

Beauty & Wellbeing

We believe in Positive Beauty, Healthy Lifestyles.
We're embracing a new era of beauty and wellbeing.
One that's inclusive. Equitable. Regenerative. Positive.

Brands you may know: [Dove](#), [Sunsilk](#) and [Vaseline](#).

€12.5 billion turnover in 2023.

Personal Care

We believe in caring for people and planet. Through our brands, we're taking action to drive positive change.

Brands you may know: [Rexona](#), [Dove](#), [Lifebuoy](#) and [Axe](#).

€13.8 billion turnover in 2023.

Home Care

Superior. Sustainable. Great value.

Clean Future is our strategy to tap into a vast segment of consumers who want easy and delightful experiences with products that are sustainable and, importantly, great value.

Brands you may know: [OMO](#), [Domestos](#), [Cif](#) and [Comfort](#).

€12.2 billion turnover in 2023.

Nutrition

We are a Force for Good in Food.

We strive for a future where our food system can put good food on 10 billion plates while caring for our planet.

Brands you may know: [Hellmann's](#), [Knorr](#) and [Horlicks](#).

€13.2 billion turnover in 2023.

Personae Vs Proto-personae ⌚ 20min

Personae identification is a creative, user-centered approach used to identify needs related to the customer experience. A proto-personae is



The persona illustrates a **typical user** who will represent other users with similar behaviour. Based on the persona you are given a story that will be created to highlight and define the user experience.



A proto-persona is a description of the target users and audience of a product based on the **assumptions** of stakeholders. Creating this ad-hoc persona allows product teams to begin designing and building immediately without getting overly bogged down with the details of user behavior.



Hannah

Hannah is a 24 y.o student. She is in the last year of her anthropology master in La Sorbonne.

In order to **increase her broad-employability**, she decided to look for a program provided by an American university. Her main goal is to **move to another continent** but she knows she might cope with financial difficulties. Her researches thus concern both **online program** and **physical presence program**.

She has no major difficulty with the use of new technologies.

Personae: each user has specific needs

⌚ 20min



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Youuser

[yoo-zer]

1. a person who erroneously believes they act as proxy for a real user.




You are not your user.

IBM

Personae: examples in workshop

🕒 20min



NATHALIE
Agricultrice
après une reconversion

CHEZ EUREDEN DEPUIS	6 ans
SEXE	Femme
AGE	44 ans
LOCALISATION	Vannes
TYPE D'EXPLOITATION	Végétal
SALARIÉS	Oui, 10

OBJECTIFS

- Un soutien au pilotage de son activité grâce à des données sur l'historique de son exploitation
- Un suivi de son activité en temps réel
- Être sûre de la donnée qu'elle utilise.
- Respecter des réglementations.
- Seul prof' de tableau de bord → savoir au j'investis!

POINTS IRRITANTS

- La difficulté à piloter son activité en fonction des cours de marché
- La gestion de la logistique : manque de visibilité sur les plannings de livraisons
- La lenteur des outils

ATTENTES

- Une application fluide avec TOUT ce dont j'ai besoin au quotidien
- Aller vite et vite à l'essentiel
- Une mise en contact rapide avec le bon interlocuteur
- Un lien avec les outils e-commerce et outils externes utilisés au quotidien
- Accès à l'outil par ses salariés is double when "gestionnaire" et "employé"
- Un seul DATA LAKE d'accès
- Données claires à tout moment et outils de comparaison p par Eureden.

CRAINTES

- Avoir un outil trop complexe d'utilisation
- Perdre du temps sur l'outil plutôt qu'en gagner
- Manque d'informaticien et de formation
- Outils pas assez spécifiques

66
Une journée type pour moi c'est gérer les problèmes de tout le monde, je ne peux pas me permettre de perdre du temps sur un outil 99

Profil Personnel

Agent
Prénom : Cécilia
Age : 27
Ancienneté : 2 ans

Contexte professionnel : ...
Cécilia a travaillé en agence pendant 3 ans avant d'être chargée de relation client au sein de CEDCO Boost.

Contexte personnel : ...
Cécilia souhaitait un nouveau challenge/défi, car pourquoi elle a rejoint l'équipe CEDCO Boost

SES HABITUDES DE TRAVAIL

TÂCHES RÉCURRENTES

- Appels entrants
- Appels sortants
- Traitements demandes clients
- Reporting / objectifs
- Flash meeting

MOYENS DE COMMUNICATION

- TELEPHONE
- Mail / outbox
- Teams

PREFERENCE

N'aime pas

- Reporting
- Gestion des clients
- Perte de temps
- Interruptions
- Aime
- efficace / productive
- satisfait les clients
- challenge
- maîtrise de ses infos
- ne travail ses infos

SES BESOINS / ATTENTES

- Un seul et même outil
- Une vision 360
- Process / Procès fluides
- Infos à dispo de l'agence/client
- Avoir une bonne visibilité de la donnée
- Une interface unique
- De nouvelles façons de communiquer avec mes clients

INDICATEURS

Note de l'expérience globale

100% 0% 50% 25%

Note de l'expérience avec les outils

100% 0% 50% 25%

SES FREINS / FRUSTRATIONS

- Changement d'outils et de process!
- Lentement / performance de l'outil
- Infos manquantes
- Données mal structurées
- Donnée en double

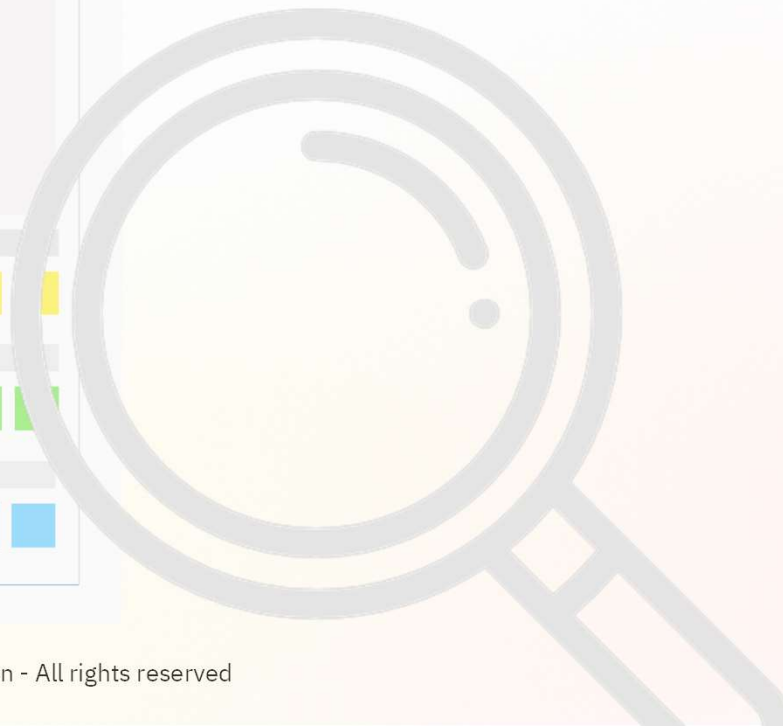
Personae: form to fill

🕒 20min



Complete the persona template on Persona sheet (behaviors, needs, challenges, etc)

The form is a template for creating a persona. It includes a section for a photo with the text "Add a photo" below a placeholder icon. To the right of the photo is a section for "Persona Name" with a sub-label "Title/ Description, Age" and a quote field: "Quote that exemplifies your persona in some way". Below these are four rows of colored squares representing different categories: "BEHAVIORS" (yellow), "FUNCTIONAL NEEDS" (yellow), "CHALLENGES FACED" (pink), and "EMOTIONAL NEEDS" (green). At the bottom is a row of blue squares labeled "GOALS & MOTIVATIONS".



As-is scenario : explanation

🕒 30min

As-is scenarios capture the current situation for your user. It can both validate what you know, uncover problems that you didn't consider before and it is a great way to surface the problems that you intend to solve with your project.



As-is scenario : explanation

 30min

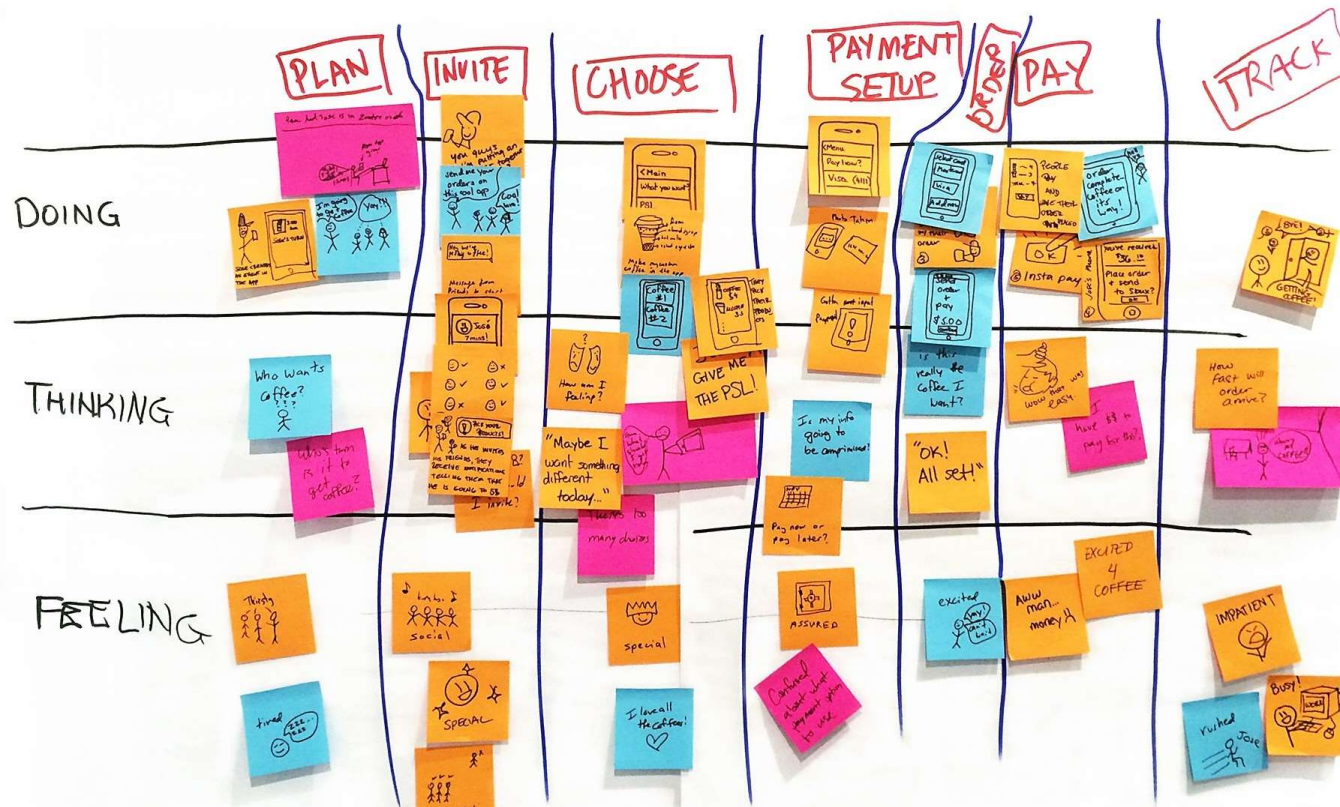
As-is scenarios capture the current situation for your user. It can both validate what you know, uncover problems that you didn't consider before and it is a great way to surface the problems that you intend to solve with your project.

Jeanne's experience with Dove :

ELEMENTS	PRODUCT	PRICE	PROMOTION	DISTRIBUTION
AS-IS	Range of mild and moisturizing personal care products.	Affordable with a perception of higher quality.	Campaigns promoting diversity and self-acceptance.	Wide availability in stores and online.
PAIN POINTS	Lack of perceived innovation and environmental/social commitment.	May not be competitive for budget-conscious or luxury-seeking millennials.	Potential disconnect with current social media trends.	Shopping experience may not be as engaging as digital-native brands.
CUSTOMER EXPECTATIONS	Desire for sustainable, ethical, and customizable products.	Interest in personalized offers and value-maximizing discounts.	Preference for interactive and engaging social media campaigns.	Strong online presence with convenient subscription and fast delivery options.

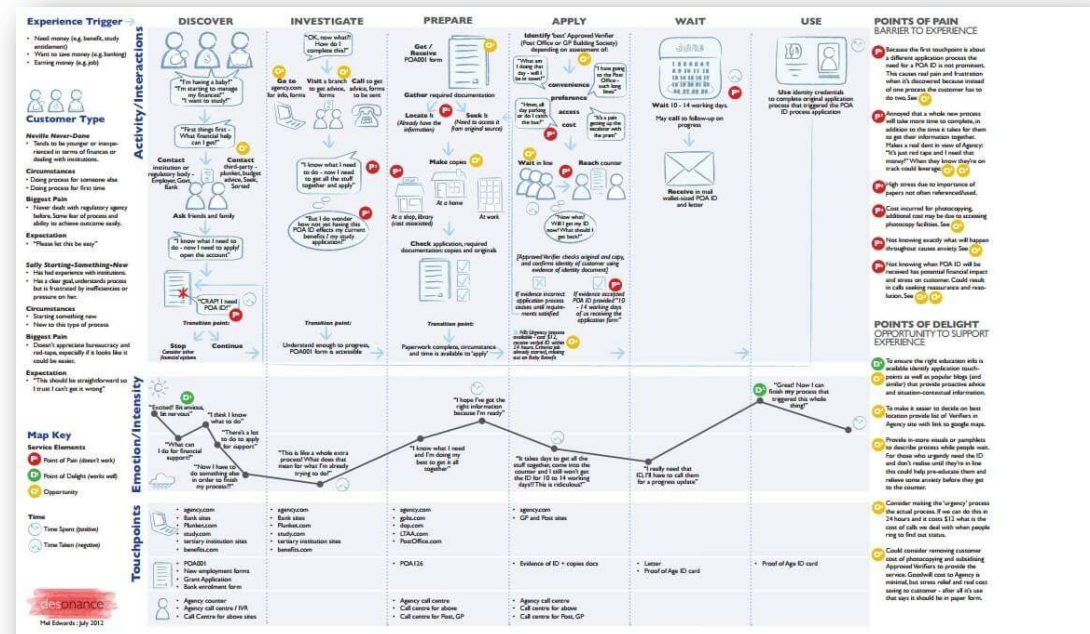
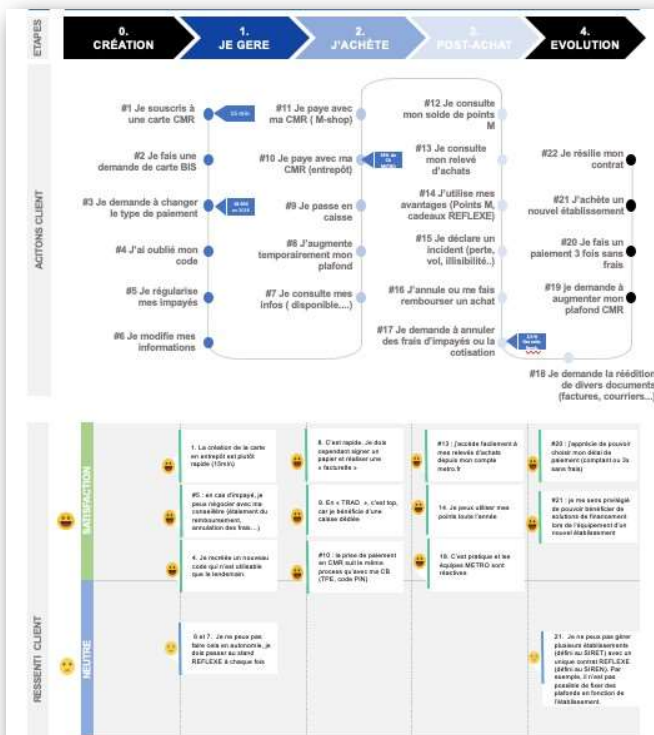
As-is scenario : examples in workshops

🕒 30min



As-is scenario : examples of deliverables

🕒 30min



 10min



Break

Part 1 **Part 2** **Part 3**

Toolbox

Ideation & Prioritization

Part 1 **Part 2** **Part 3**





Ideation

 30min

Think of the pain point, answer your persona expectations and bring on ideas ! Let's put an end to this crappy experience ! Use ideation to enhance the As-Is scenario with solutions. Discover opportunities to meet your user's needs. Ideation equals problem solving. Think big !

Instructions :

1. Read the pain point and write as many ideas as possible. Create as many **WAOU effects** as possible but also focus on « **quick and dirty** » features we could implement rapidly. Be as precise and realistic as you can. 10min
2. Debate, sort and order similar ideas to create concepts. Name the concepts. 20min

Lunch Break

Be back at 1:20pm please

Part 1 **Part 2** **Part 3**

Ideation cards

 30min

Let's get on a second tour of ideation. Instructions :

1. Teachers will share the cards. Think of new ideas to solve the pain points of your persona. 10min.
2. Again, debate, sort and order similar ideas to create concepts. Name the concepts. 20min

INNOVATION #1	INNOVATION #2	INNOVATION #3
WHAT IF you had to include Artificial Intelligence?	WHAT IF you had to include Blockchain?	WHAT IF you had to include Internet of Things?
INNOVATION #4	INNOVATION #5	INNOVATION #6
WHAT IF your solution used Metaverse technology?	WHAT IF your solution had to have a positive impact on the planet?	WHAT IF your solution had to be usable for blind people?

Evaluation & Prioritization

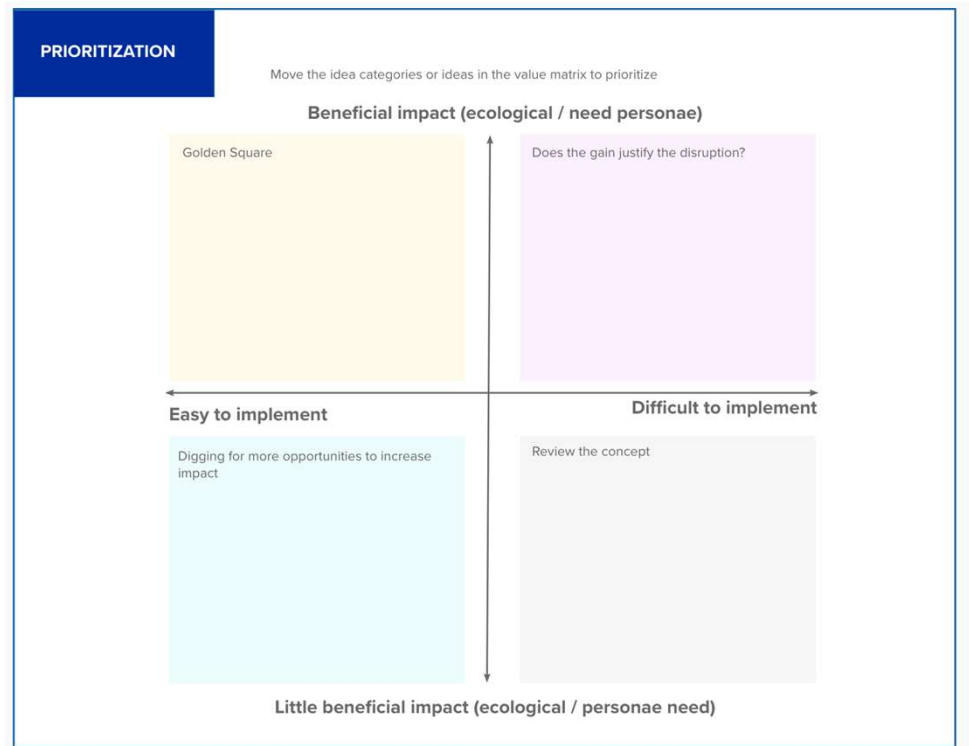


The goal of this activity:

How do you decide which of your many concepts will prove to be the most beneficial to your proto-persona, while having a beneficial impact/ or less impact ?

This matrix allows you to evaluate the feasibility aspect (technical/cost) + the impact of your product/service (Positive impact for your personae + for the environment)

Instructions: Copy/paste your concept into the matrix and debate where the concept should be.



Toolbox

Concept form

Final Pitch

Part 1 Part 2 Part 3


UNDERSTAND




EXPLORE




CREATE

Synthetize your concept

 30min

The goal of this activity:

The form will help you synthetize your main concept.
It will be the base of your pitch.

Instructions: Complete the form using this example.

CONCEPT FORM

TITLE : Example "Mechanic on wheels"

FOR : Our personae (Jeanne, 82 years old)

WHO : describe the problematic (Example : Find a car more adapted to her needs as an elderly women in order to be independent as long as possible)





THE SOLUTION : Example "An Automated Diagnostics"





IS : Specify how. Example : Enable vehicles to diagnose their own mechanical problems, find a nearby mechanic and booking itself an appointment.

WHO BRINGS : The benefit. Example : Jeanne doesn't longer needs to worry about the maintenance. Reduce the number of breakdowns through preventive management to keep your vehicle longer

CONTRARY TO : the actual situation (Example : Jeanne doesn't know how and when to take care of her car)

WHY IS IT CIRCULAR/GREEN ? : describe the circular impact resolved thanks to your concept. Example : Reduce the number of car's breakdowns through preventive management, to keep your vehicle longer and produce less cars. The "production and end of life" phase generates 6.7 tons of CO2-equivalents for a thermal city car, compared to 10.2 tons for an electric city car.

USER VALUE :
   

FAISABILITY :
   

USER TEST & FEASIBILITY TEST :
What are the elements that we need to test with the user ?
What are the actions that we explore to test the feasibility of our concept ? (Technology, business model, green impacts,
Write here :

User tests using the “Gallery walk” approach



Objective : Test the prototype you have just designed to a user. Gather user feedback in order to improve it.

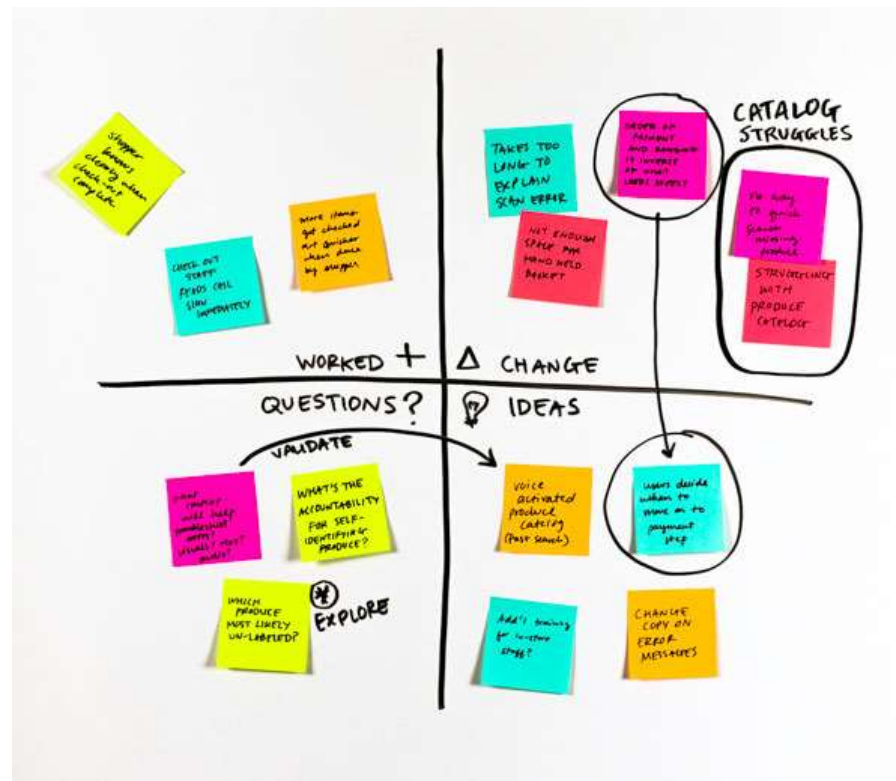
Exercise :

- Step 0 : The group writes the assumptions that they want to test with a user
- Step 1 : One person of each group goes to another group, he will act like he is the future user, challenge the ideas, ask questions, share his remarks to improve the whole scenario.
- Step 2 : One person of the group present the concept of their idea, and the ideal To-Be Scenario. The other members of the team take notes, via post-its, and fulfill the user feedback grid.

User feedback grid

Evaluate your idea using this grid

🕒 30min



User tests using the “Gallery walk” approach



Objective : Test the prototype you have just designed to an user. Gather feedback in order to improve it.

Everybody stays in its team ! Except that...

One person from Team 1 goes to [Team 4](#)

One person from Team 2 > [Team 3](#)

One person from Team 3 > [Team 2](#)

One person from Team 4 > [Team 1](#)

Idea improvement & pitch preparation



Objective : Better your to be scenario taking into account the feedbacks of your users.

Exercise :

Take into consideration the different feedbacks you got from your users and all the things you observed in their reaction (or lack of reaction), you should be able to better your scenario.

During the restitution you would have to explain the main changes between your two prototypes.

 10min



Break

Part 1 **Part 2** **Part 3**

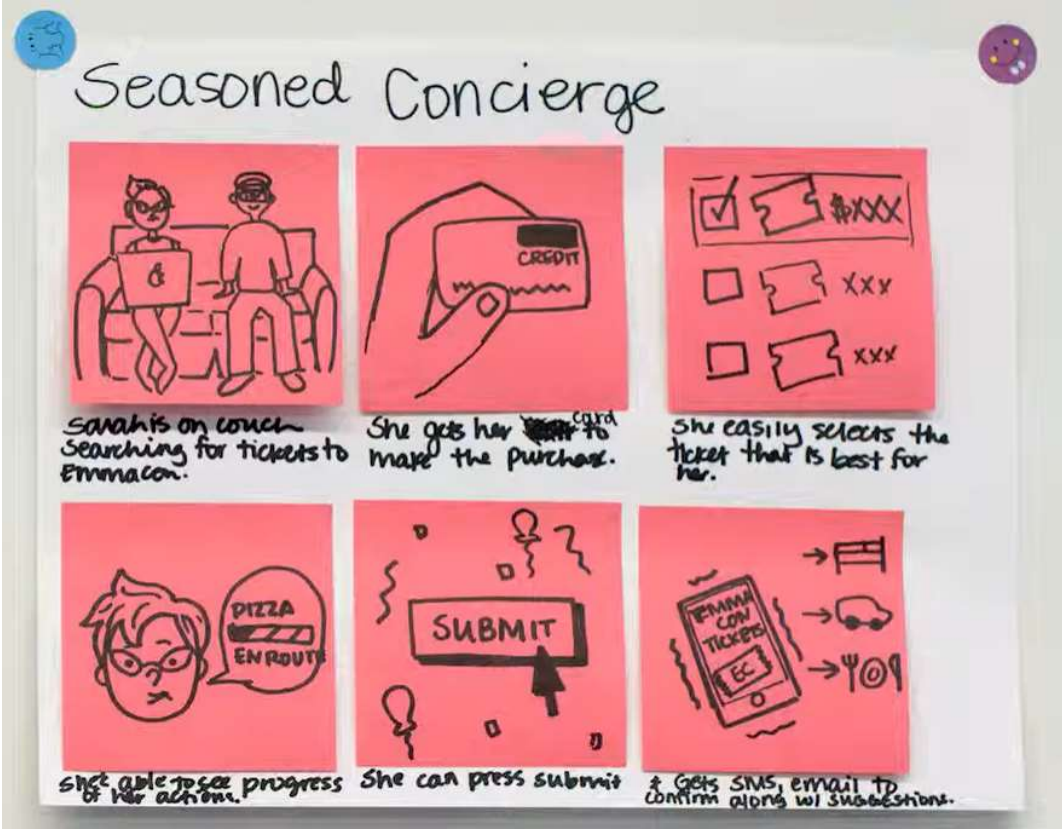
To-be scenario

As part of a User Centric issue, the storyboard allows you to :

- Ensure the concept idea works
- Describe and visualize all the interactions required for the experiment to run smoothly
- Ensure that the entire team shares the same vision of the experience
- Identify inconsistencies or errors in the journey
- Save time, avoiding possible feedback on certain phases of the process

The Storyboard will be able to act as a reference document to keep in mind the experience in question throughout the project.

To-be scenario: examples in workshops



Pitch your concept

 40min
10/group

Instructions :

1. Pitch ! (5' each group)
2. Provide and gather feedbacks (5')

Purpose: Test the concept and find ways to improve the designed solution before testing it with a real user



Present your
concept to another
group



Get the most
feedback on your
concept



Keep an open
mind to feedback

Next steps for your project

Interviews to deepen your persona

Prototype to make your idea concrete

More user tests to get feedback & iterate

Final Pitch

Part 1 Part 2 Part 3


UNDERSTAND




EXPLORE




CREATE

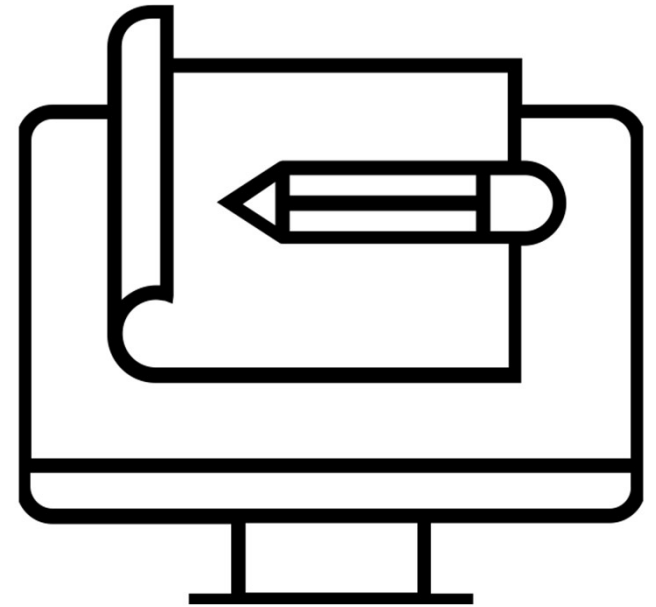
Prototype

What is a prototype?

The first model built of a mechanical assembly, a device, a machine and intended to test in service the qualities of it for series construction.

As part of Human Centered Design, prototyping is an effective way to make ideas tangible, learn by creating and get quick feedback from end users (Test & Learn).

Quick and inexpensive tests with your user target can help you confirm or refute your assumptions and identify areas for improvement. The first prototypes can be extremely simple and disjointed (Quick & Dirty) but will save you time (Fail Fast).



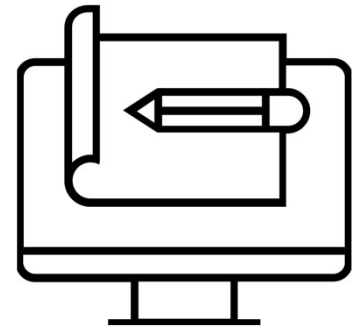
Prototype

To go further ...

In addition to the Storyboard and as an option you could build a prototype that illustrates your idea.

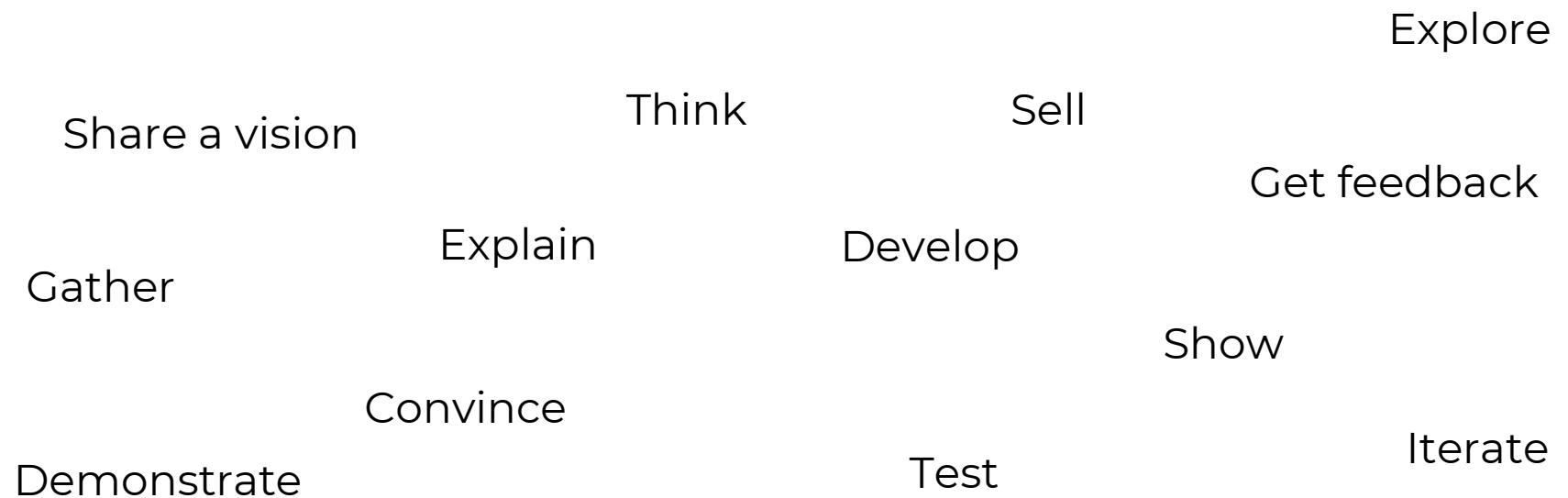
Only one rule: your prototype must be self-supporting!

You should not explain it, your role is to observe the reaction of your users when they test your prototype and adapt it according to these iterative feedback.



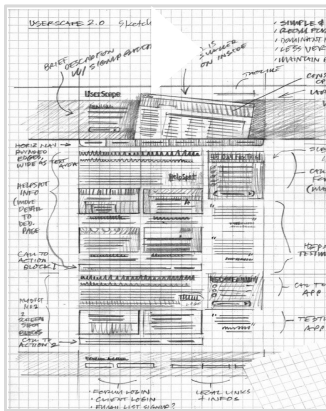
Why prototyping?

A way of representing the user experience through mock-up. It is a communication tool that you can use to...

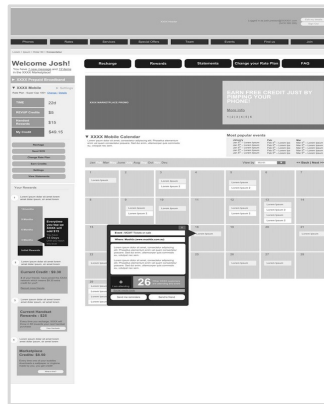


What does a prototype look like?

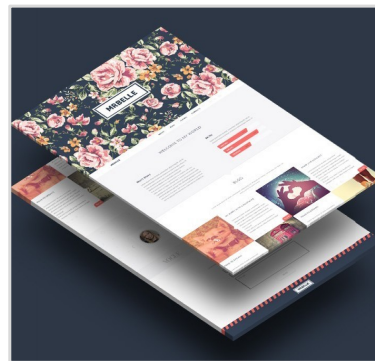
It is important to differentiate between...



Sketches



Wireframe

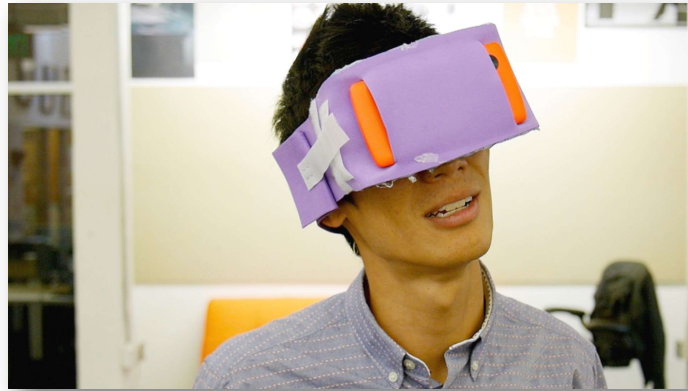


Graphic designs



Animated prototype
(with or without coding)

What does a prototype look like in workshops?



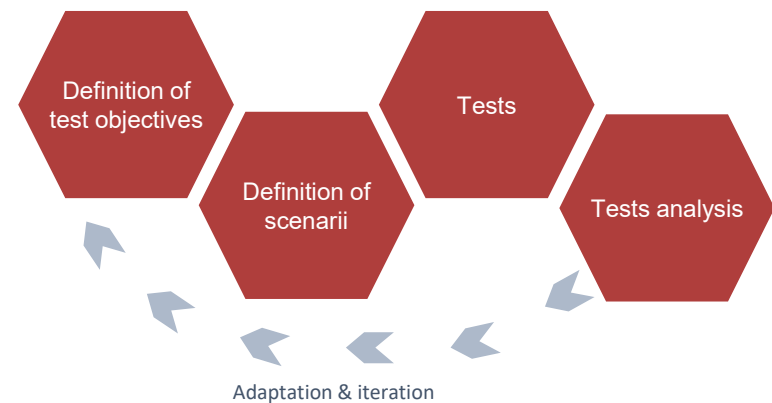
Feedback / User test

User testing allows you to evaluate your concept/prototype with real feedback from potential future users who have not participated in the project.

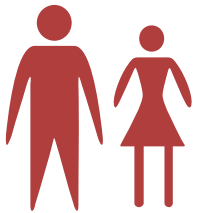
What is this?

- Real conditions (or at least as close as possible)
- Users similar to those you are targeting
- Our role? Interview and observe these users

The steps of the user tests:



Feedback / User test



Select a few users

10 users > 90% of problems



Observe their
behaviour



Finding the right conditions

Explain how to do this without
compromising the tests



Give them a specific goal

Purpose: Find ways and opportunities to improve the designed solution

Feedback is key!

Join at
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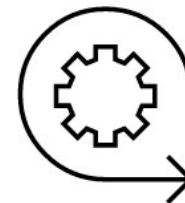
Security



Data Science



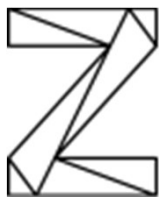
Quantum



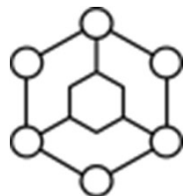
Engineering



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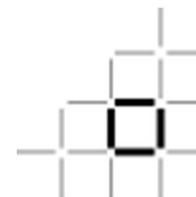
IBM Z



Power



Cloud



Blockchain



More resources on Design Thinking



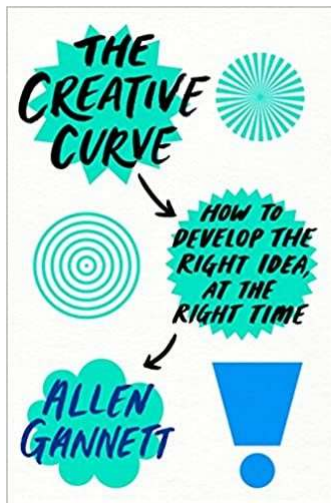
Tim Brown urges the designers to think big
The first secret of Design is noticing,
Tonny Fadell



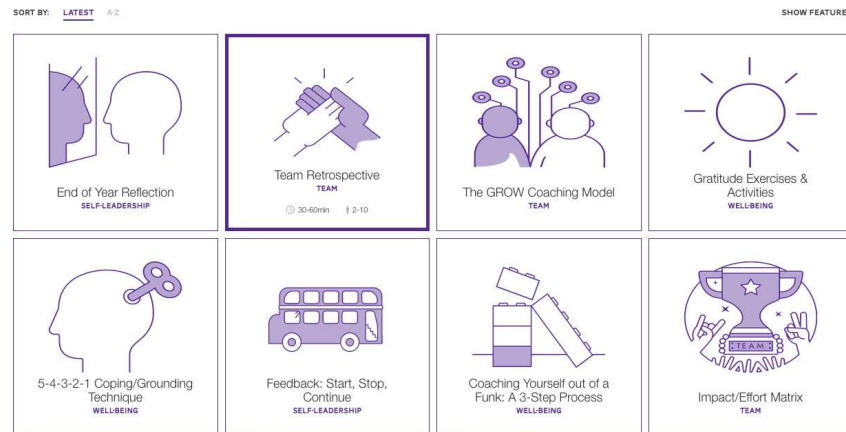
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More resources on Design Thinking



The Creative Curve: How to Develop the Right Idea, at the Right Time
Allen Gannett



Toolbox of 100 activities in order to energize teams or foster innovation [here](#)