Design Thinking Workshop: Solving Real Problems (Part 1 & 2)

Challenge - How might we create an experience in the first week of rolling out ALERT that would increase lawyer engagement and lay the groundwork for firm-wide adoption of this new game-changing product?

Tuesday   15 August 11:00am #ILTAG49

Wednesday 16 August 11:00am #ILTAG98

ILTACON 2017

CELEBRATING OUR 40TH ILTACON

SPEAKERS

Michelle Mahoney

Executive Director Innovation
King & Wood Mallesons

DESIGN**THINKING**   **AGENDA**

DAY ONE   UNDERSTAND   OBSERVE   POINT OF VIEW   IDEATE

DAY TWO   PROTOTYPE   TEST   TELL THE STORY   IMPLEMENT

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Matthew Homann

Founder & CEO
Filament

OVERVIEW

What is covered in the workshops?

- Introduces you to the concepts of the design thinking process
    - a tried and tested approach to creative problem solving
    - you will walk away with a knowledge of how design thinking works
    - how you can apply it back at your office
- It can be the first step in unlocking your creative potential

What is covered in the workshops?

- Working through the concepts over two days
- Interactive and applying learning as you go
- Highly collaborative
- Relax and enjoy, it is a fun and an iterative experience
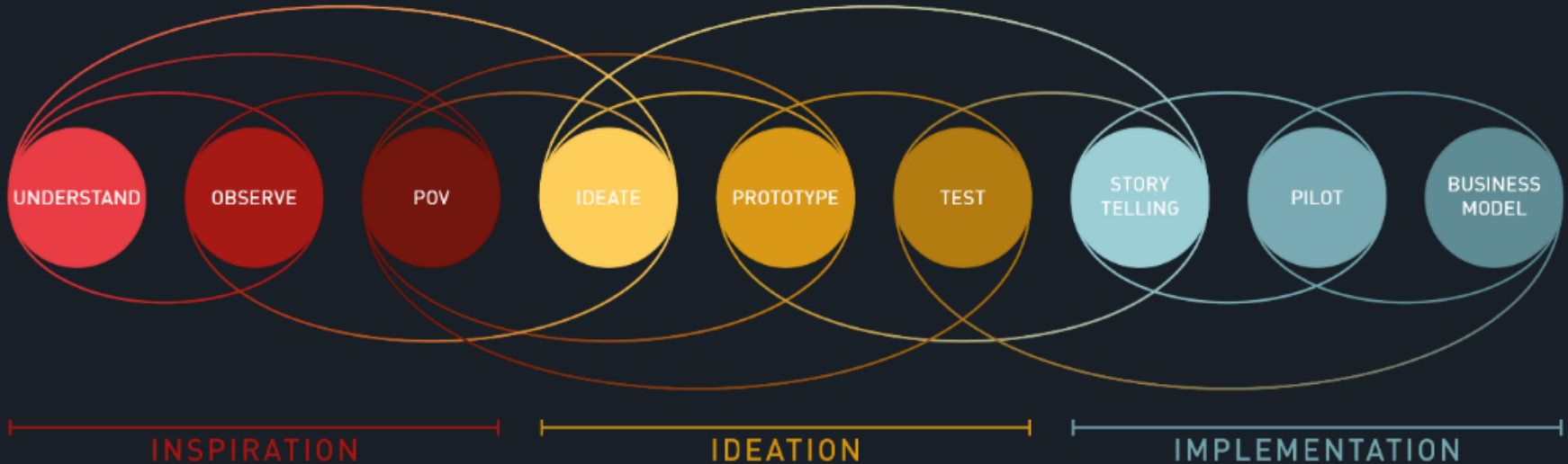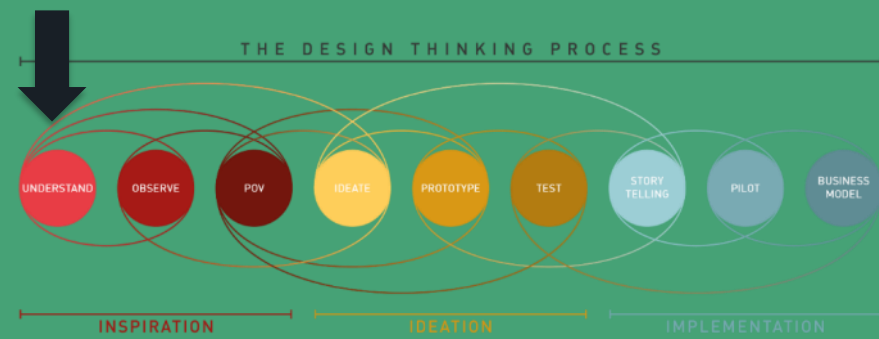
Why design thinking?

- Design thinking is a human centred process to creative problem solving

- Why would you use it?

- How has it had impact?

Design Thinking Overview

THE DESIGN THINKING PROCESS

UNDERSTAND

OBSERVE

POV

IDEATE

PROTOTYPE

TEST

STORY TELLING

PILOT

BUSINESS MODEL

INSPIRATION

IDEATION

IMPLEMENTATION

THE DESIGN THINKING PROCESS

UNDERSTAND OBSERVE POV IDEATE PROTOTYPE TEST STORY TELLING PILOT BUSINESS MODEL

INSPIRATION IDEATION IMPLEMENTATION

INSPIRATION - UNDERSTAND

Understand - Problem

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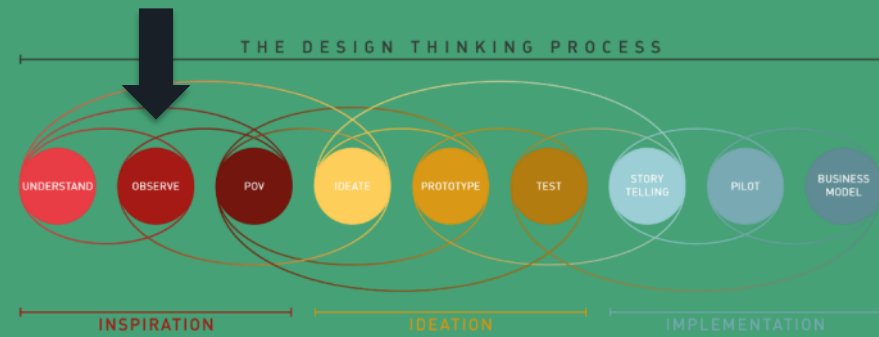
- Explore stakeholder needs before developing a hypothesis. Problem finding precedes problem solving to achieve a better outcome.

- Make sense of and learn about the problem

- Identify if related work has been done before

- Determine if the initially identified problem is really a problem

Understand – Problem - Exercise

- Focal Question – a scoping tool to clarify and state the problem

- How can WHO do WHAT so that WHY?

- Who – is accountable to deliver the action or outcome

- What – is the action to be accomplished (method and output)

- Why – is the action or outcome will be delivered (purpose) and on when behalf the action or outcome is being designed (stakeholder needs – start here and work backwards)

THE DESIGN THINKING PROCESS

UNDERSTAND OBSERVE POV IDEATE PROTOTYPE TEST STORY TELLING PILOT BUSINESS MODEL

INSPIRATION IDEATION IMPLEMENTATION

INSPIRATION - OBSERVE

Observe – Intended Users' Experience

- **Observe**
  - view users and their behaviour in the context of their lives

- **Engage**
  - interact with and interview users through both scheduled and short 'intercept' encounters

- **Immerse**
  - experience what your user experiences

Observe – Experience

- Uncover needs that people have which they may or may not be aware of

- Guide innovation efforts

- Identify the right users to design for

- Discover the emotions that guide behaviours

Observe – Exercise – Say Hello To

Observe – Exercise

- Get to know your persona and in your tables
- Look for:
  - Facts not interpretations
  - Work arounds
  - Insights
 - Things users care about
  - Pain points

Observe – Exercise

As a group create an Persona Map which is a tool to help you synthesize your observations and draw out unexpected insights.

– SAY What are some quotes and defining words your user said?

– DO What actions and behaviours did you notice?

– THINK What might your user be thinking? What does this tell you about his or her beliefs?

– FEEL What emotions might your subject be feeling?
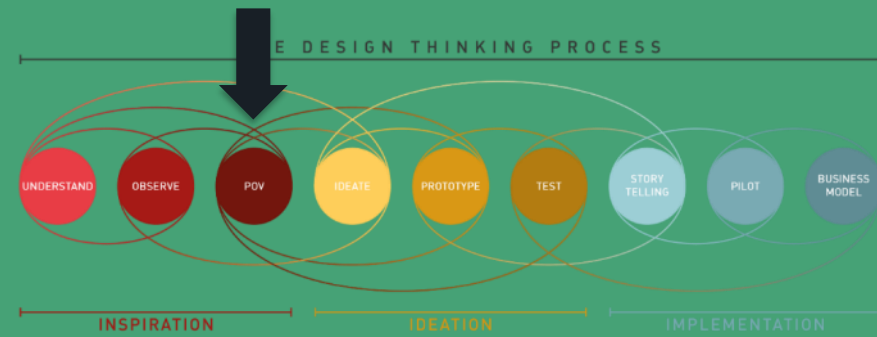
INSPIRATION – POINT OF VIEW
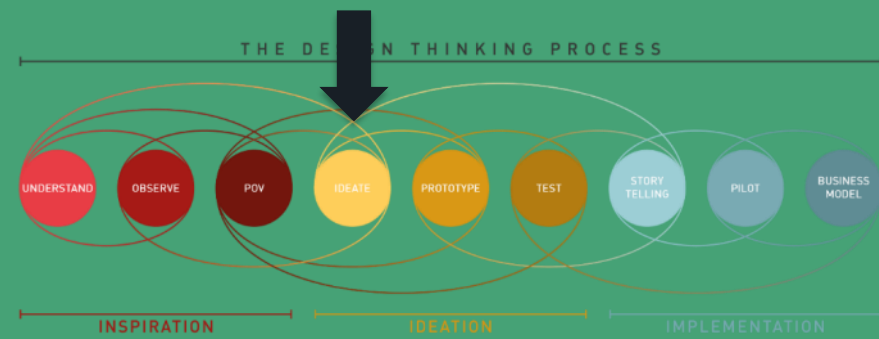
Point of View

- Your point of view is a unique design vision that is crafted based on your discoveries during empathy work
  - Provides focus and frames the problem
  - Provides a reference for evaluating competing ideas
  - Fuels brainstorms by suggesting "how might we" statements
  - Captures the hearts and minds of people you meet
  - Saves you from the impossible task of developing concepts that are all things to all people

Point of View – Exercise

- Create your POV as a team
- [USER] needs to [USER'S NEED] because [SURPRISING INSIGHT]
  - A lawyer needs to understand and adopt our AI advisory tool because he lunges from one urgent client request to another
  - A lawyer with demanding clients needs to be and feel more in control, known for delivering timely high quality work using the AI tool, because in his practice group the current way of working is not creating a good people or client experience

THE DESIGN THINKING PROCESS

UNDERSTAND OBSERVE POV IDEATE PROTOTYPE TEST STORY TELLING PILOT BUSINESS MODEL

INSPIRATION IDEATION IMPLEMENTATION

IDEATION– IDEATE

Ideate

- Diverge on a large quantity of possible ideas that could evolve into solutions
  - Step beyond obvious solutions (out of your heads) and increase the innovation potential of your solution set
  - Harness the collective perspectives and strengths of table
  - Uncover unexpected areas of exploration
  - Create fluency (volume) & flexibility (variety) in innovation options

Ideate – Exercise

- Using your Point of View statement ideate
- Use "yes and" to increase volume and resist judgement
- Ideate for 10 minutes
- The power of constraints

Ideate – Exercise

- Group your ideas into themes
- Using a Sharpie each person per table put a dot on their favourite three ideas
- As a group select the idea you wish to prototype

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