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
SPEAKERS

Michelle Mahoney
Executive Director Innovation
King & Wood Mallesons

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?
Understand - Problem

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?

• 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
Observe – Exercise – Say Hello To

DESIGN THINKING PERSONA: CLIFFORD

I'M CLIFFORD!

I'm 55 and I've been managing partners for five years. I've worked for this firm for 10 years and am based on a design thinking strategy. I believe in the power of people and that thinking about a problem is the key to success. I believe in the power of teamwork and that the right team can make any project a success.

I worked for several years as a designer and have worked in various fields, including fashion and technology. I believe in the power of design thinking and that it can transform any project. I believe in the power of collaboration and that it can bring any project to life.

WHAT DOES STACEY SAY ABOUT HERSELF?

DESIGN THINKING PERSONA: STACEY

I'M STACEY!

I'm 30 and I started my career at a firm after two years as a stylist for an apparel company. I'm a new mom and am trying to balance my career in the office with my family life. I have a degree in fashion design and am interested in the fashion industry. I believe in the power of design thinking and that it can transform any project.

I worked for several years as a stylist and have worked in various fields, including fashion and technology. I believe in the power of design thinking and that it can transform any project. I believe in the power of collaboration and that it can bring any project to life.

WHAT DOES ROBERT SAY ABOUT HIMSELF?

DESIGN THINKING PERSONA: ROBERT

I'M ROBERT!

I'm 40 and I'm a senior designer at the firm. I've been with the firm for over 10 years and have worked on various projects. I believe in the power of design thinking and that it can transform any project.

I worked for several years as a designer and have worked in various fields, including fashion and technology. I believe in the power of design thinking and that it can transform any project. I believe in the power of collaboration and that it can bring any project to life.

WHAT DOES PAULINE SAY ABOUT HERSELF?

DESIGN THINKING PERSONA: PAULINE

I'M PAULINE!

I'm 22 and I'm a junior designer at the firm. I believe in the power of design thinking and that it can transform any project.

I worked for several years as a designer and have worked in various fields, including fashion and technology. I believe in the power of design thinking and that it can transform any project. I believe in the power of collaboration and that it can bring any project to life.
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
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
IDEATION – PROTOTYPE
Prototype

• Develop as a team some of the ideas into tangible objects
  – Learn - a picture is worth a thousand words, a prototype is worth a thousand pictures
  – Solve disagreements - prototyping is a powerful tool eliminating ambiguity, assist in ideation, and reduce miscommunication
  – Start a conversation – prototype can be a way to have a different kind of conversation with users
  – Fail quickly and cheaply - creating quick prototypes allows testing a number of ideas without investing a lot of time and money
  – Manage solution building process - identifying a variable to explore encourages you to break a large problem down into smaller, testable chunks
Prototype – Exercise

• In your tables
• Create your prototype use your creativity
• For example an experience storyboard, agenda, event poster, training guide, web page, video
IDEATION – TEST
Test

• Evaluate finished objects with their users and collect input for improvement
  – Refine prototypes and solutions - testing informs the next iterations of prototypes.
  – To learn more about user - testing is another opportunity to build empathy through observation and engagement often yielding unexpected insights.
  – To test and refine POV - sometimes testing reveals did we not get the solution right, but also that we have failed to frame the problem correctly.
IMPLEMENTATION – STORYTELLING
Storytelling

• Identify your key stakeholders, their needs, and your prototype
• Explore different mediums for telling your story and versions in order to engage others
• Incorporate tone and style to ensure your story presentation resonates with your audience
Storytelling Spine

• Story spine
  – Once Upon a Time
  – And Everyday
  – Until One Day
  – And Because of that
  – And Because of that
  – Until Finally
  – And Ever Since that Day
  – And the Moral of the Story is
Storytelling with a Prototype
Storytelling– Exercise

• Select a table member to be your story teller
• Prepare your story
• Selected teams share their prototype via story telling
IMPLEMENTATION – PILOT
Pilot (Experiment)

- A longer term test of your prototype and a critical step before going live or to market
  - Have a methodology – must be fast and cheap
  - Learn and iterate
  - Communication is key
  - Measure before, during and after
  - Ensure feedback loops – check points
  - Validate approach (go and no go)
IMPLEMENTATION – BUSINESS MODEL
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