



Tim Brown:

# Designers — think big!

TEDGlobal 2009 · 16:50 · Filmed Jul 2009

 21 subtitle languages 

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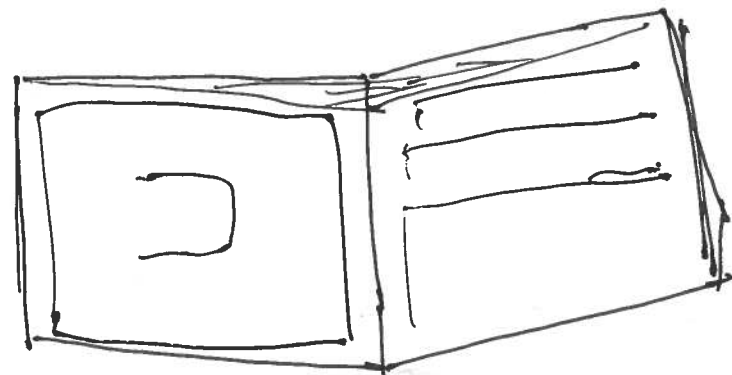
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Tim Brown says the design profession has a bigger role to play than just creating nifty, fashionable little objects. He calls for a shift to local,

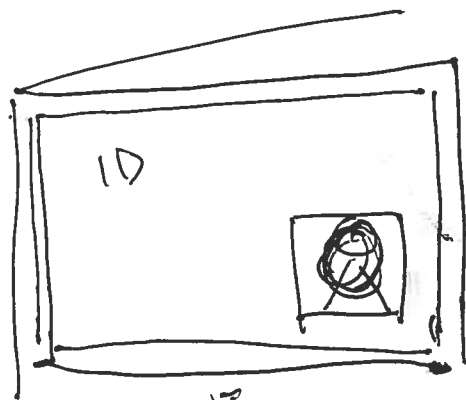
# Design the IDEAL wallet.

**Draw** 3min

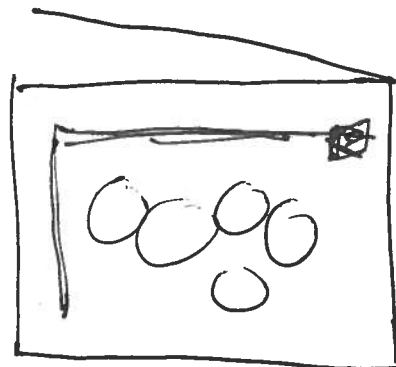
Sketch your idea here!



INSIDE



FRONT



BACK

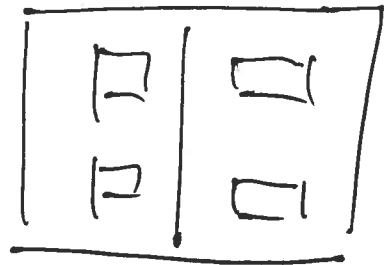
Your NEW mission: **Design something useful and meaningful for your partner.**  
**Start by gaining empathy.**

## 1 Interview

8min (2 sessions x 4 minutes each)

### Notes from your first interview

- likes lightweight, thin, durable
- prefer this over pockets.
- currently has 4 pockets



- doesn't necessarily need all to be exposed
- Some cards can be hidden, don't need to access them directly
- maybe would like a clear pocket to show cards for convenience

Switch roles & repeat Interview

## 2 Dig Deeper

6min (2 sessions x 3 minutes each)

### Notes from your second interview

- comfort is important
- never liked carrying a wallet
- likes carrying as little as possible

Switch roles & repeat Interview

# Reframe the problem.

## 3 Capture findings 3min

**needs:** things they are trying to do\*

\*use verbs

- be responsible (BMW) (insurance cards, AAA)
- feel comfortable!
- keep track of their belongings (badge is safest in the wallet)

**insights:** new learnings about your partner's feelings and motivations. what's something you see about your partner's experience that maybe s/he doesn't see?\*

\*make inferences from what you heard

- how the wallet feels correlates to feeling secure (comfortable about appearance)
- needs to feel in charge of certain things : checks 1.-5 , everything is in place
- feels like this is responsibility / being an adult

## 4 Take a stand with a point-of-view 3min



GC3

partner's name/description

**needs a way to** feel comfortable and efficient  
user's need


**because (or "but..." or "Surprisingly...")**

[circle one]

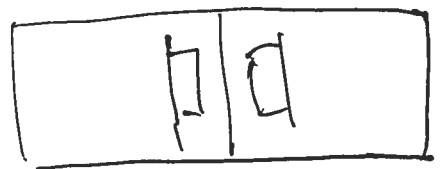
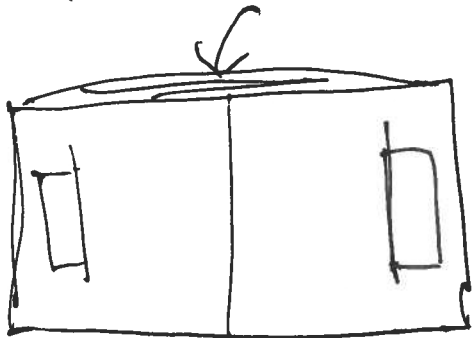
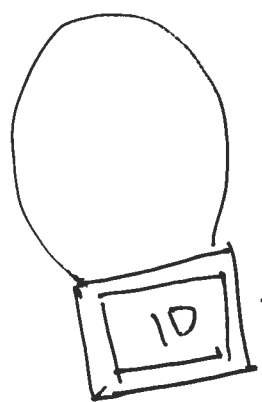
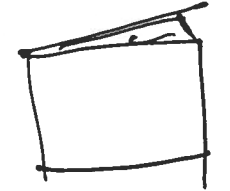

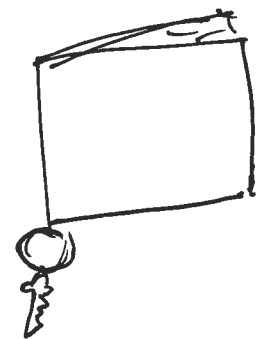
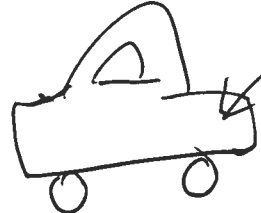

his wallet is somewhat awkwardly sized and he's forced to  
look at cards / things he doesn't "need" but feels obligated to carry  
insight

# Ideate: generate alternatives to test.

## 5 Sketch at least 5 radical ways to meet your user's needs. 5min

 wants  
Comfort / efficiency  $\Leftrightarrow$  still oversized, exposes unneeded info

write your problem statement above

 <p>inside billfold</p> 	 <p>train pass</p>  <p>suppl this wallet for the rest</p>	<p>combination things</p>  	<p>keep things where you need them</p>  <p>AAA card</p>  <p>work badge in backpack</p>	
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## 6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

### Notes

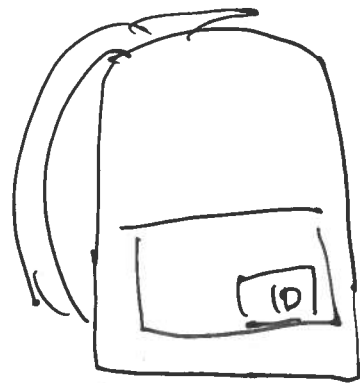
- We thought about a lot of these ideas in the past
- seeing user cards don't really bother him, fine if its better for the form factor / efficiency

# Iterate based on feedback.

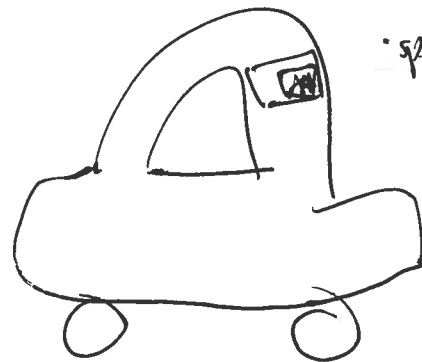
## 7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

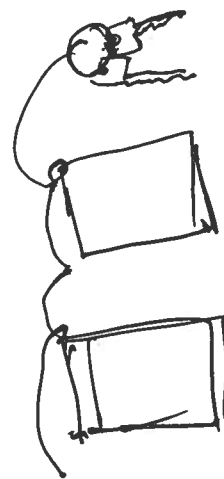
· put things where you need them



work bag / backpack  
w/ dedicated clear  
compartment for work badge



· special dashboard / overhead  
AAA compartment.  
keep w/ car stuff



driver's license  
credit cards  
clear pocket for train pass

other stuff

# Build and test.

## 8 Build your solution.

Make something your partner can interact with!

[not here]

7min

## 9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

# Start by gaining empathy.

## Here is language to support how to facilitate these steps.

### 1—Interview your Partner

- Your challenge is to design something useful and meaningful to your partner.
- The most important part of designing for someone is to gain empathy for that person.

**Example:** While there are lots of ways to gain empathy for someone else, a simple, easy way to do that is to have a conversation and ask open ended questions. “When was the last time you gave a gift? How did it go? What was your favorite part? Least favorite part? Etc”

### 2—Dig deeper

- Try to dig for stories, feelings, and emotion.

### Ask ‘Why?’ often.

- Forget about the gift, find out what’s important to your partner.

**Example:** For example, if your user mentioned that it’s challenging to decide on which gift to purchase, ask why? Maybe it’s because they don’t really know what the other person wants; or maybe it’s because they’re afraid of what the gift says about THEM as the giver – any answer will lead you to understand your user (the gift giver) better. The key is to identify anywhere you’re making assumptions and then ask a question to test whether your assumption is valid.

### 3—Capture findings

- Try to synthesize your learning into a few ‘needs’ that you have discovered, and a few ‘insights’ that you find interest.
- Needs should be verbs – think about it this way – in the process of giving a gift, what is your user actually trying to accomplish? What does gift giving do for THEM?
- Insights are discoveries that you might be able to leverage when creating solutions.


EMPATHIZE

DEFINE

Your mission: **Redesign the gift-giving experience ...for your partner.**  
**Start by gaining empathy.**

<b>1 Interview</b> 8min (2 sessions x 4 minutes each) Notes from your first interview	<b>2 Dig deeper</b> 8min (2 sessions x 4 minutes each) Notes from your second interview
<small>d. ●●●●●</small> Switch roles & repeat Interview	<small>d. ●●●●●</small> Switch roles & repeat Interview

**Reframe the problem.**

<b>3 Capture findings</b> 3min <b>needs:</b> things they are trying to do* <small>*use verbs</small>  <b>insights:</b> new learnings about your partner's feelings/ worldview to leverage in your design* <small>*make inferences from what you heard</small>	<b>4 Define problem statement</b> 3min  _____ <small>name</small>  needs a way to _____ <small>user's need</small>  Unexpectedly, in his/her world,  _____ <small>insight</small>
<small>d. ●●●●●</small>	



# Ideate: generate alternatives to test.

## Here is language to support how to facilitate these steps.

### 4—Take a stand with a point-of-view

- This is your point-of-view.
- Take a stand by specifically stating the meaningful challenge you are going to take on.
- It should feel like a problem worth tackling!
- This is the statement that you're going to address with your design, so make sure it's juicy and actionable.

**Example:** Maybe you found that your partner is really trying to reunite the family; or reignite a lost love; or infuse adventure into a boring suburban existence; or reconnect with an old friend; or demonstrate his own creativity!

### 5—Sketch to Ideate

- Rewrite your problem statement at the top of the page.
- Now you are creating solutions to the new challenge you've identified.

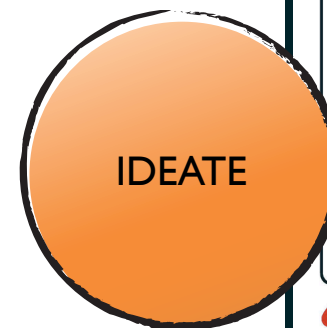
**GO FOR VOLUME!** This is time for idea generation, not evaluation.

- You don't have to draw well, stick figures and squiggly lines are A-OK!

### 6—Share solutions and capture feedback

**Spend the time listening to your partner's feedback.**

- Fight the urge to defend your ideas. This is not about validation.
- This is an opportunity to learn more about your partner's feelings and motivations (remember: empathy)



### **Ideate: generate alternatives to test.**

#### **5 Sketch 3-5 radical ways to meet your user's needs. 5min**

 write your problem statement above

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#### **6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)**

Notes

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# Iterate based on feedback.

Here is language to support how to facilitate these steps.

## 7—Reflect & generate a new solution

Now, take a moment to consider what you have learned both about your partner, and about the solutions you generated. From this new understanding of your partner and his or her needs, sketch a new idea. The solution may be a variation on an idea from before or something completely new.

Ask yourself: How might this solution fit into the context of your partner's life?

## 8—Build!

- Create a physical prototype of your solution.
- Create an experience or make something that your partner can engage and react to.
- Feel free to focus the prototype on one aspect of the overall solution.



## 9—Share your solution and get feedback

- Your prototype is not precious, but the feedback and new insights it draws out are!
- Don't defend your prototype; instead, watch how your partner uses and misuses it.

## Iterate based on feedback.

### 7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

d.○○○○○

## Build and test.

### 8 Build your solution.

Make something your partner can interact with!

[not here]

8min

○○○○○

### 9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

PROTOTYPE

TEST

# Reflection and takeaways.

## Here is language to support how to facilitate these steps.

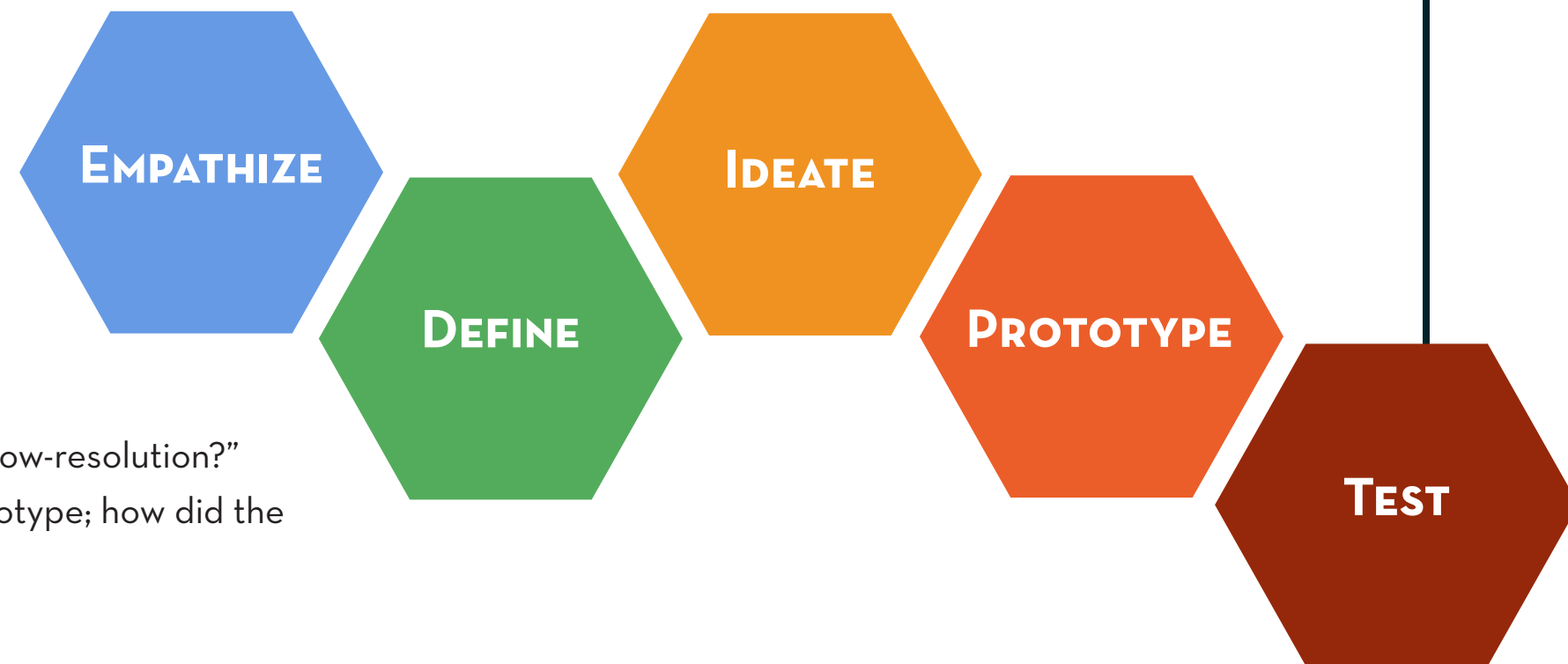
### 10—Group gather and debrief

These are questions prompted at the end of the video. Please spend 5-8 min on each question.

1. How did engaging with a real person, testing with a real person, change the direction your prototype took?
2. What was it like showing unfinished work to another person?
3. How did the pace feel? Quick, iterative cycles -- how did that feel relative to how you normally work?
4. Design thinking is an iterative, self-directed process. Based on what you learned -- what would you go back and do next? What would you do over again?
5. What principle, what tool, would you infuse into the work tomorrow?

After the video questions, try these exercises:

- Set all the prototypes in the middle of the room.
- “Who had a partner who created something that you really like?”
- “Who sees something they are curious to learn more about?”
- “Who wants to share their experience?”
- “What part felt most uncomfortable to you?”
- “What felt most natural?”
- “How did the time pressure impact your work?”
- “How did it feel to show someone else unfinished work / work in such a low-resolution?”
- “As a USER, how did you interact with your partner’s lowly-resolved prototype; how did the level of resolution impact your experience as a user?”



IED (PLTW): 2 Day Design Thinking Wallet Design Project



▶ ⏪ 🔊 0:11 / 1:06

