



Design Thinking

A non-linear, iterative process used to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.



Defining the Problem

- Every problem is an opportunity for design
- By framing challenges as a ‘**How might we...**’ question, you’ll set yourself up for an innovative solution
- Solution-oriented (how), Optimistic (might) and Collaborative (we)
- We have created “How might we...” questions for today

Ideation Sprint Goal

- Generate as many ideas as possible
- “Quantity breeds quality”
- The sifting-and-sorting comes later
- Build on ideas
- Follow themes
- Bundle ideas
- “It is easier to tone down a wild idea than to think up a new one.” -Alex Osborn

Ideation Tools

- Post Its, markers, notepads

Ideation Process

1. Individual Braindump

- Write down as many ideas on individual Post Its as you can, quietly on your own
- 1 idea per Post It

2. Collective Braindump

- Share ideas round robin style, adding Post Its to idea wall as you go

3. Collective Brainstorm

- Add as many new ideas to Post Its as you can – no judgments or “that won’t work” – still in possibility thinking!
- Build on the ideas of others
- Use “**yes and**” instead of “**but**”
- Blend ideas to create one good idea as indicated by the slogan “1+1=3”

4. Sort for Big Ideas

- Move Post Its around, group together themes
- Create rough ‘Big Idea’ framework

If ideas slow or you’re stuck in current-thinking paradigms...

Challenge assumptions and commonly held beliefs.

- Ask: Is this assumption really true or have we just become accustomed to it?
- Has it become DEIB lore?

Roles, Timing

- Breakout groups remain the same throughout the ideation sprints
- Sprints will last 45 minutes
- Pick a group facilitator & a group spokesperson who will share in large group readout

Ideation Mindset & Best Practices

- Defer Judgement, No Criticism You never know where a good idea is going to come from
- Possibility Thinking! Reality, constraints can wait
- Embrace Wild Ideas Allows for creative leaps. Ideas that are wacky let us think about what we really want without constraints
- Be Visual! Don’t worry about grammar, spelling - get it in chat!
- Go for Quantity Aim for as many new ideas as possible. Crank ideas out quickly
- One Conversation at a Time More likely to build on an idea, make a creative leap if everyone is paying full attention to whoever is sharing a new idea