Design Thinking for Wellness

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Design Studio Method

The Design Studio Method is a highly interactive and fast-paced framework that pairs the iterative design process with the rapid generation of ideas, concepts and solutions for a given problem.

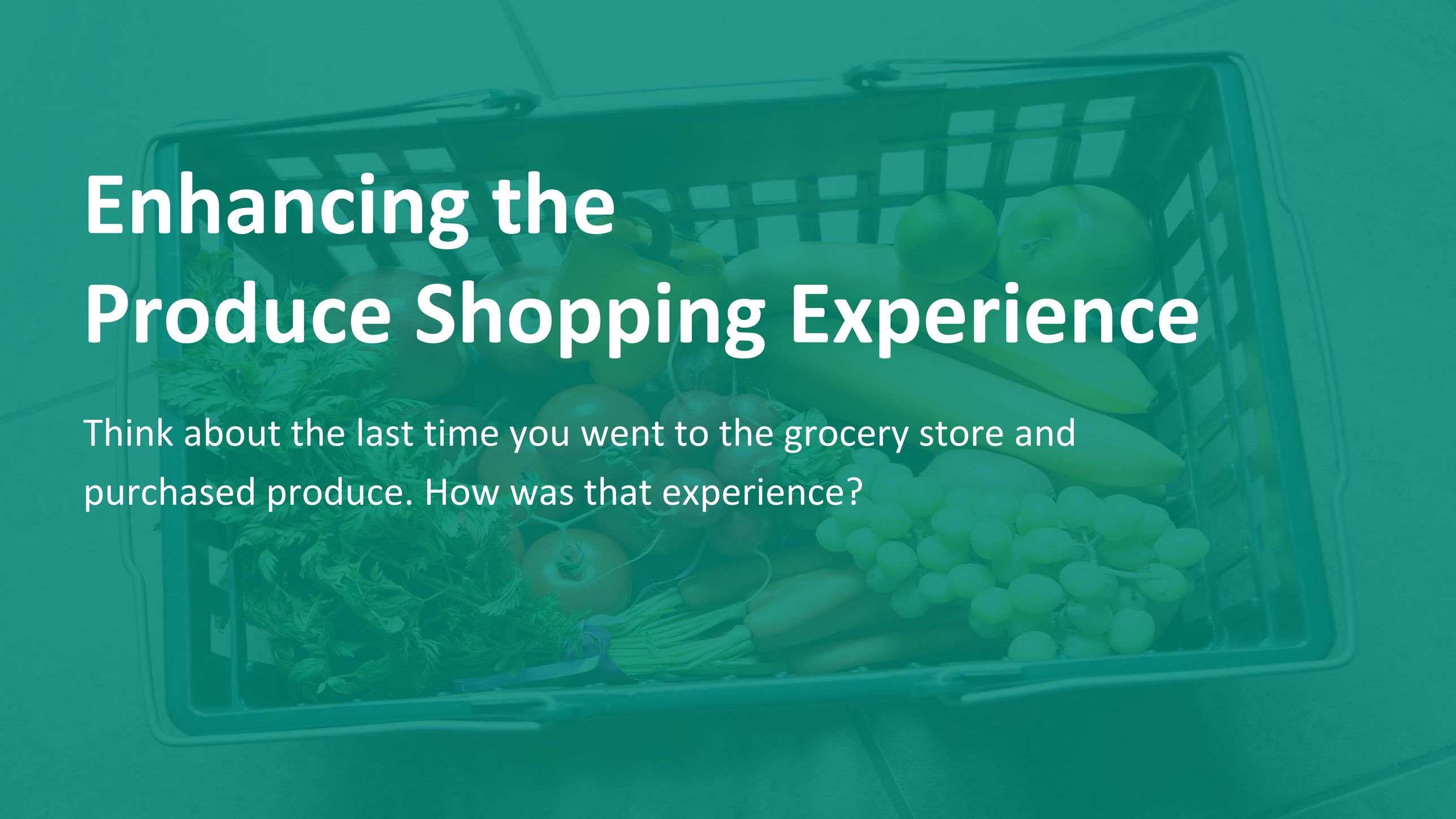
1. **Knowledge Sharing**
2. **Sketch, Present, Critique (Discuss)**
3. **Review**

Benefits

- Generates a lot of ideas quickly
- Creates a shared understanding of the problem
- Allows for ideas from various perspectives
- Creates a culture of ownership around the future product vision

1. Knowledge Sharing

- Present the problem
- Discussion of research findings, personas, customer goals, business goals, market opportunities, challenges, etc.
- Needs to be prepared ahead of time



Enhancing the Produce Shopping Experience

Think about the last time you went to the grocery store and purchased produce. How was that experience?

Sharon

- 36 years old
- Aurora, Colorado
- Electrical engineer
- Married
- 2 kids, ages 3 and 5

Business Goals

- Promote a healthy lifestyle within the local community
- Differentiate from competitors by providing an easy, seamless, and superior experience
- Drive customer loyalty through the experience. How do we get customers to drive an extra mile to come to our store?
- Encourage purchasing more and varied produce to increase sales and decrease food waste
- Needs to be something they can implement in the next 5 years

2. Sketch, Present, Critique

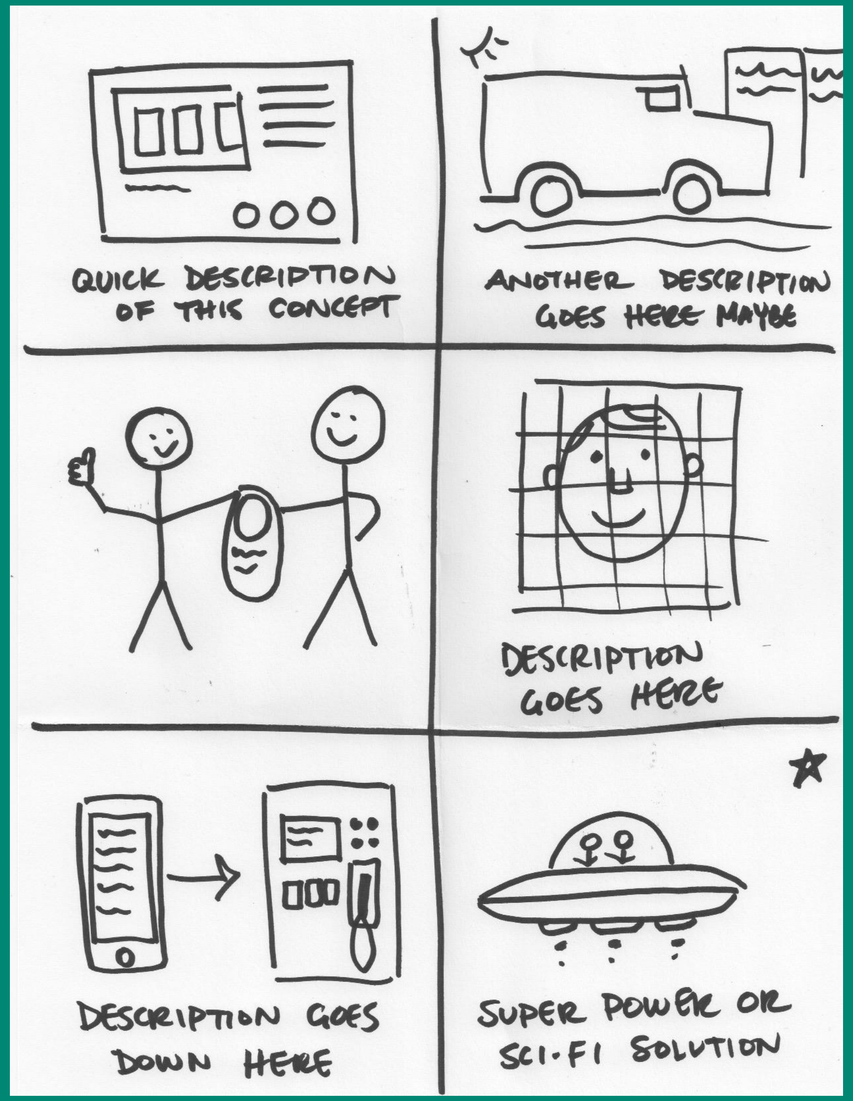
Typically there are 3 iterative cycles in which participants will generate, present and evaluate potential solutions, today we'll do one.

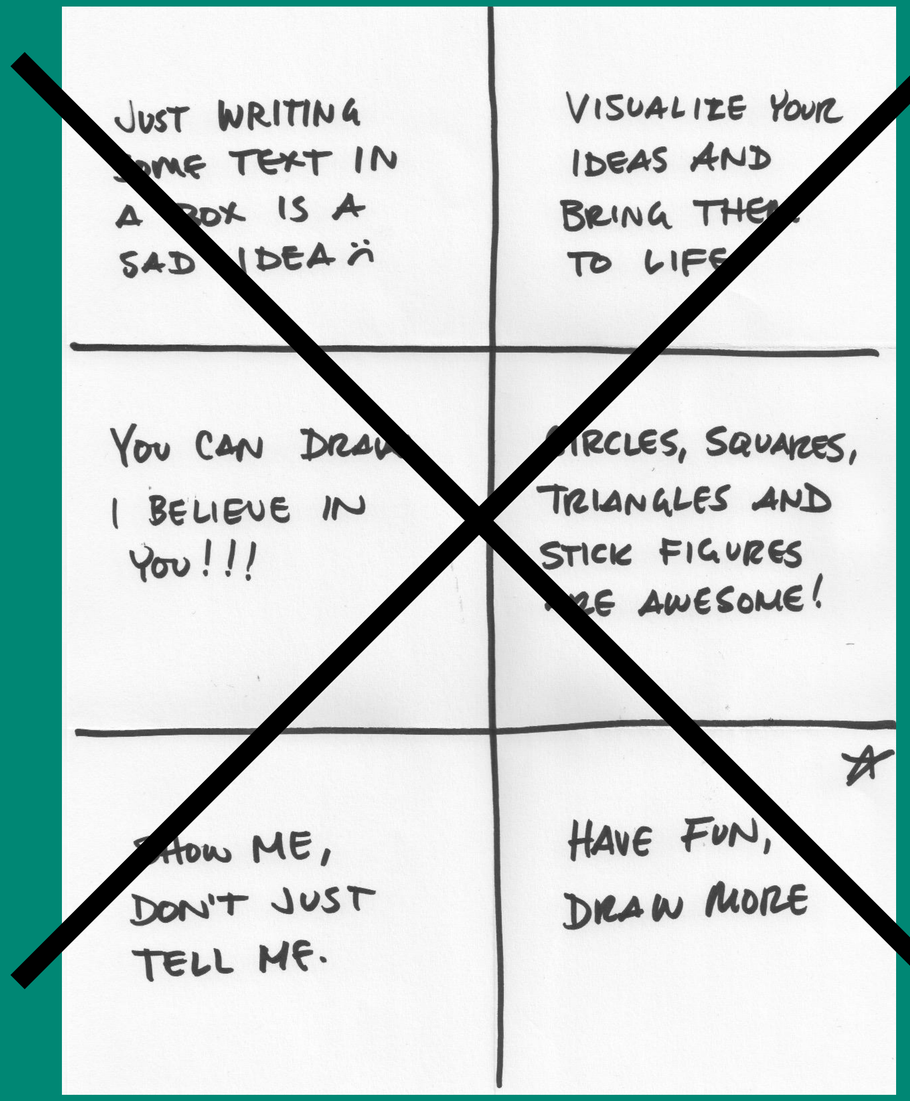
Practice Sketching

- Lines
- Rectangles
- Circles

Solo Sketch

- Quickly sketch as many potential solutions as possible
- Use the data at hand to come up with solutions
- If you can draw a circle, a square, and a triangle, you can do this!
- The more ideas the better!


QUICK DESCRIPTION OF THIS CONCEPT
ANOTHER DESCRIPTION GOES HERE MAYBE
DESCRIPTION GOES HERE
DESCRIPTION GOES DOWN HERE
SUPER POWER OR SCI-FI SOLUTION


JUST WRITING SOME TEXT IN A BOX IS A SAD IDEA :(
VISUALIZE YOUR IDEAS AND BRING THEM TO LIFE
YOU CAN DRAW I BELIEVE IN YOU!!!
CIRCLES, SQUARES, TRIANGLES AND STICK FIGURES ARE AWESOME!
SHOW ME, DON'T JUST TELL ME.
HAVE FUN, DRAW MORE

It’s time to **split into teams!**

Pitch & Discuss

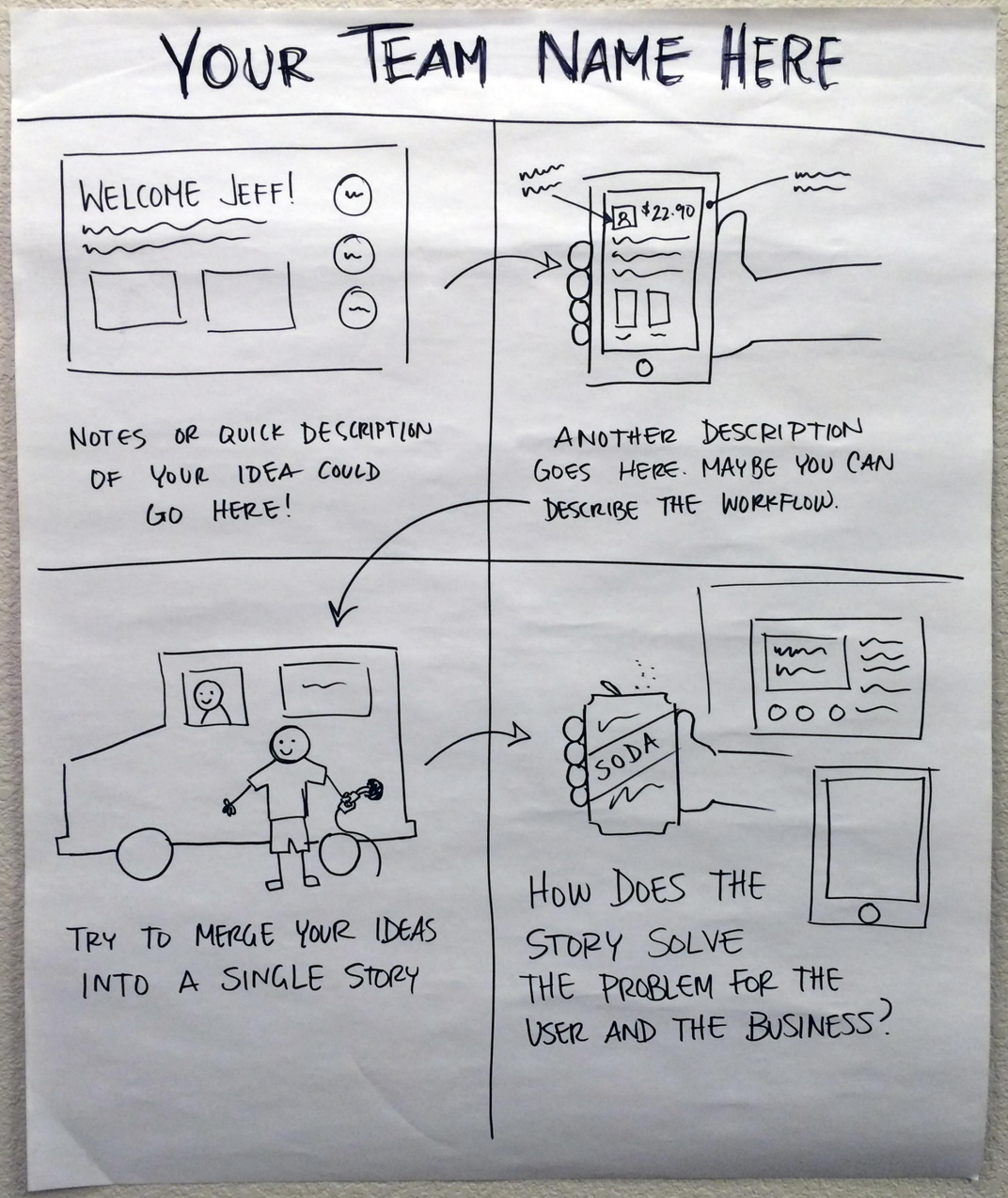
- Tape your concepts to the wall
- Pitch how your concepts solved the problem
- Review the concepts and discuss how they solve the problem or how they don’t solve the problem
- Don’t forget about the customer and the business goals

Dot Voting

- Use the three dots to vote for the best concepts
- If you feel strongly about a concept, you can vote for it twice

Group Sketch

- Elect an artist and a presenter
- Work together to refine your teams concepts into a single story
- Use the large post-it paper to illustrate your concept



- Add your team name to the top of the giant sticky
- Tell your story through visuals and text if needed
- Remember to solve for both the business and customer needs
- You will be presenting this to the other groups in the session

Group Pitch & Discuss

- Stick your concepts to the wall
- Pitch how your concepts solved the problem
- Review the concepts and discuss how they solve the problem or how they don’t solve the problem
- Don’t forget about the customer and the business goals

Dot Voting

- Use the last dot to vote for your favorite concept

3. Review

- Discuss and identify common themes and patterns that arose during the workshop
- Identify opportunities for moving forward

What’s Next?

- The output of the workshop is **NOT** the final solution
- Document and synthesize all of the concepts to identify the best opportunities for moving forward
- Begin building prototypes to test with customers

Recap

- The Design Studio Method is a way to generate lots of ideas by diverging then converging in an iterative design process
- 3 Parts: knowledge sharing, diverge, converge
- Major benefits include: shared understanding of the problem, ideas from various perspectives, feeling of inclusion and ownership
- Everyone can use design thinking!

Resources

- Design Studio Method Evangelists
  - Will Evans: https://www.linkedin.com/pulse/20140220213016-13520960-introduction-to-design-studio-method
  - Todd Zaki Warfel: https://vimeo.com/37861987
- http://www.uie.com/articles/design_studio_methodology/
- http://www.madpow.com/~/media/files/designstudio-webinar.ashx
- http://www.bigspaceship.com/design-studio/
- http://rosenfeldmedia.com/books/prototyping/
- http://alistapart.com/article/kick-ass-kickoff-meetings

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