

design thinking

for program, product or
service design &
delivery

your mission:

design the perfect

library experience for

someone at your table

gain empathy

1

Interview

Ask them about their last experience of the library.
What did it look like? Why did they do it? Who did they do it with? How did they do it? What was the context? Good points? Pain points?
What is the problem? Why is it a problem?

↑ mins

gain empathy

2

Dig deep. Interview again

Ask for stories.

Uncover emotion.

Ask why often.

Capture significant quotes.

What really matters?

↑ mins

define the problem

Capture & collect findings

Needs: what are they trying to do? (Should be verbs)

Insights: what have you learned? (Discoveries you might be able to leverage when creating solutions)

↑ mins

create a problem question

How might who what
so that why?

example

How might
an engineering student (who)
find relevant information quickly (what)
so that
time on uni work is limited as they just
bought a ps4 & want to play (why)?

create a problem question

How might who what so that
why?

Based on the challenge, need and insights

Make it juicy & actionable

↑ mins

idea generation

Generate heaps of ideas

to meet the user's needs.

Use your problem question as a guide.

5 mins

idea generation

Sketch 3-5

radical ideas

to meet the user's needs.

Use your problem question as a guide.

5 mins

idea generation

7

Share your solutions
& capture feedback.

5 mins

iterate based on feedback

Reflect & generate
a new solution

Sketch your idea big,
note details

↑ mins

build and test

Make your solution come to life

What parts of your idea have form? Make something your person can interact with.

5 mins

build and test

10

Share your solution & get
feedback

What worked? What needs development?
What next?

↑ mins

iterate based on feedback

11

Reflect & iterate

Finalise your design

4 mins

Done!

Adapted from 'An introduction to design thinking: redesigning the gift giving experience' by
Hasso Plattner Institute of Design at Stanford.

Show & tell

Share your problem question & final
solution

each group
60 seconds

that's it!

what is

design
thinking?

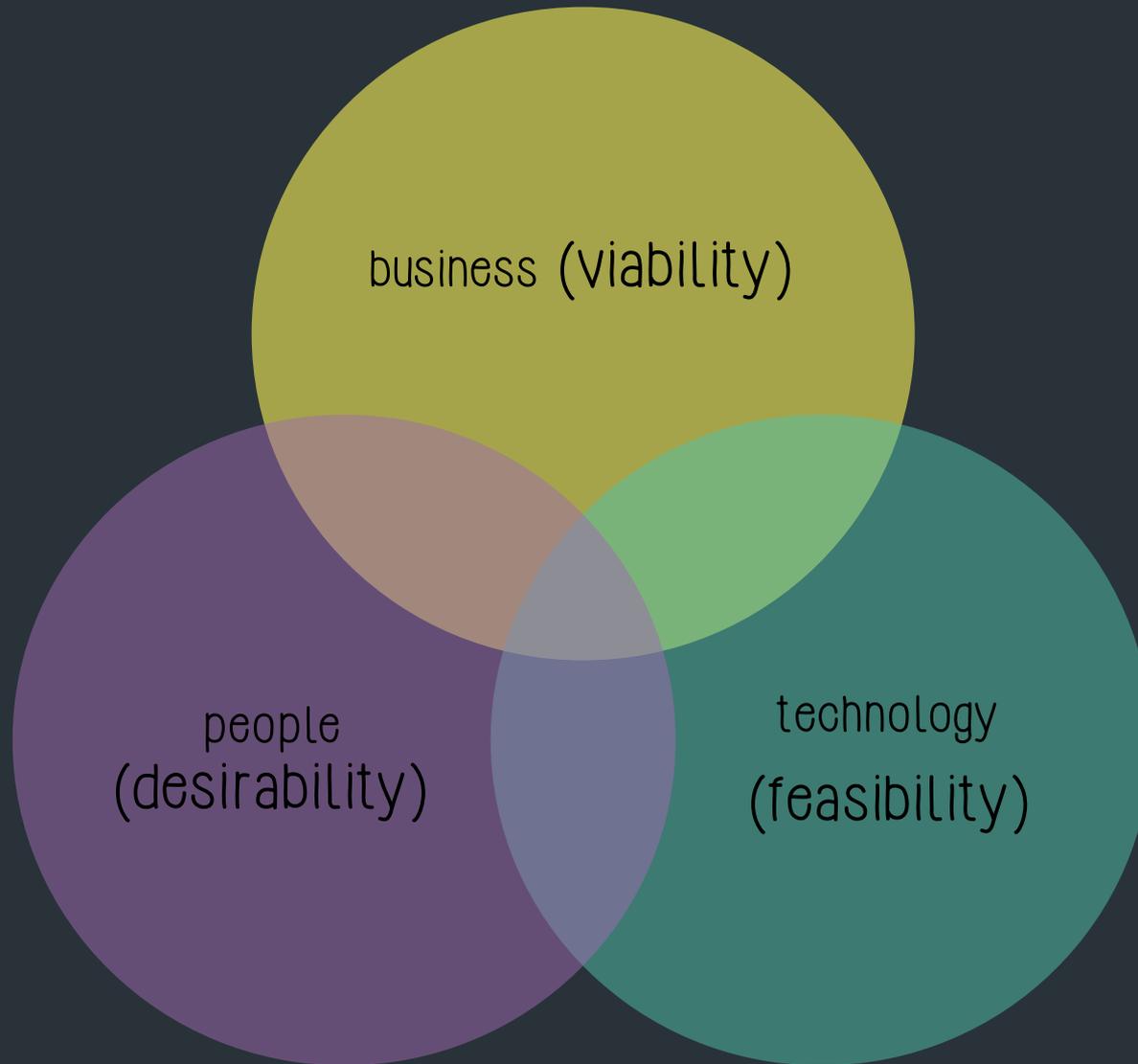
design is evolving...



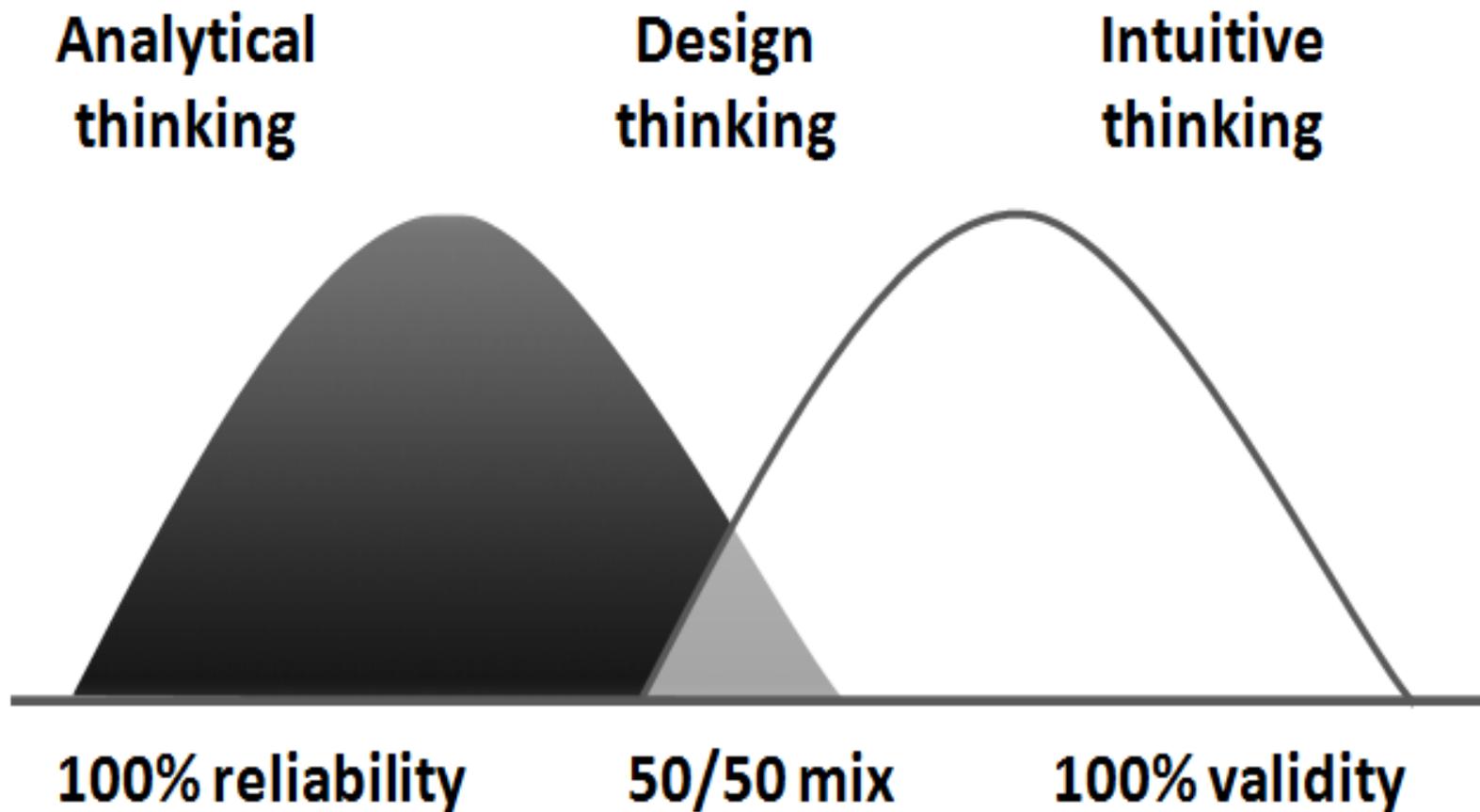
design thinking is a
human centred & collaborative
approach to problem solving that is
creative, iterative & practical.

(Brown, 2008)

design thinking integrates...



it's a balance of thinking...



design thinking starts with...

~~users~~

~~clients~~

~~customers~~

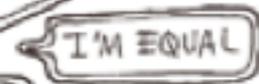
~~stakeholders~~

~~borrowers~~

~~lenders~~



people



ultimately about understanding
human needs

engagement
& collaboration

user centred design
human centred design
user experience
service design
design thinking (+ more...)

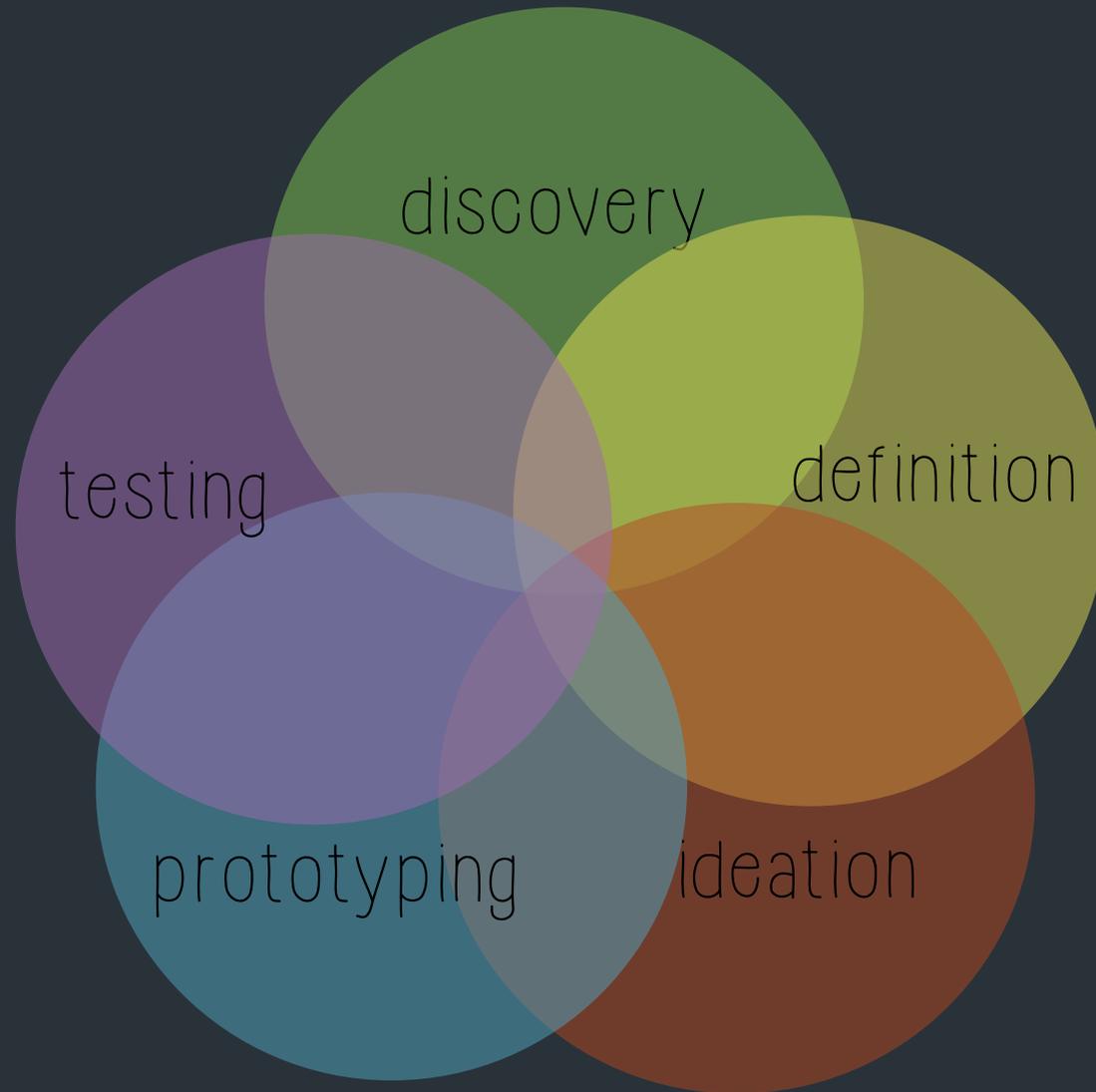
often interchanged, all related but not interchangeable

each has its own distinct definition, history and foundations

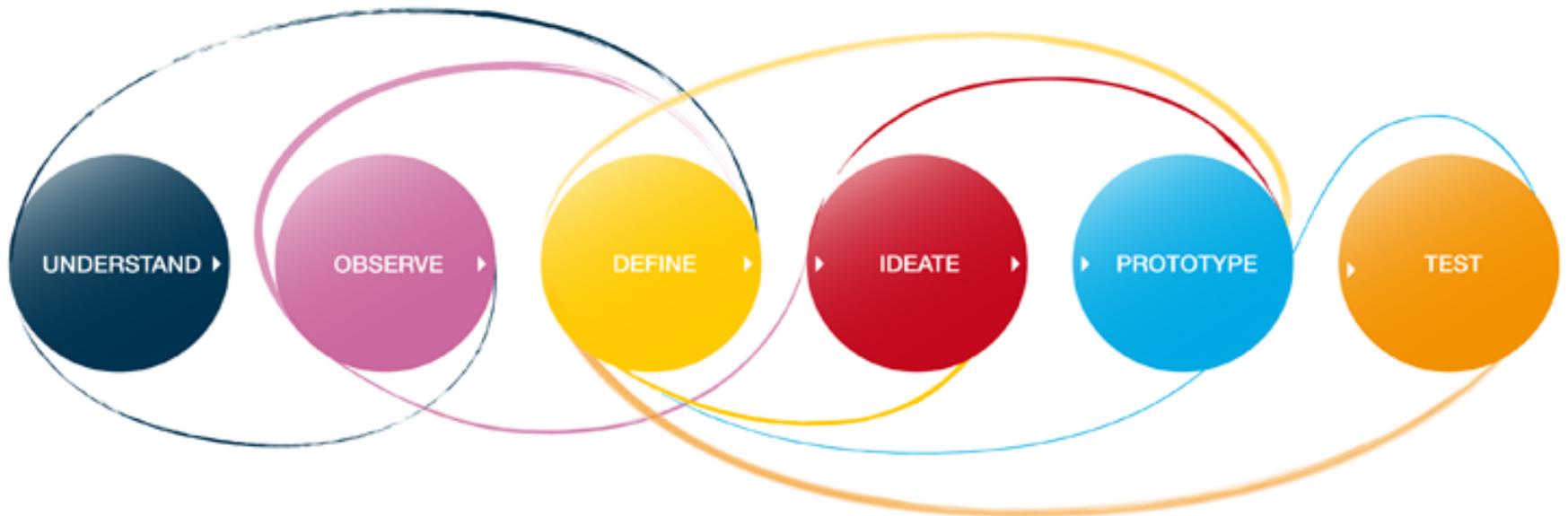
language

the
design thinking
process

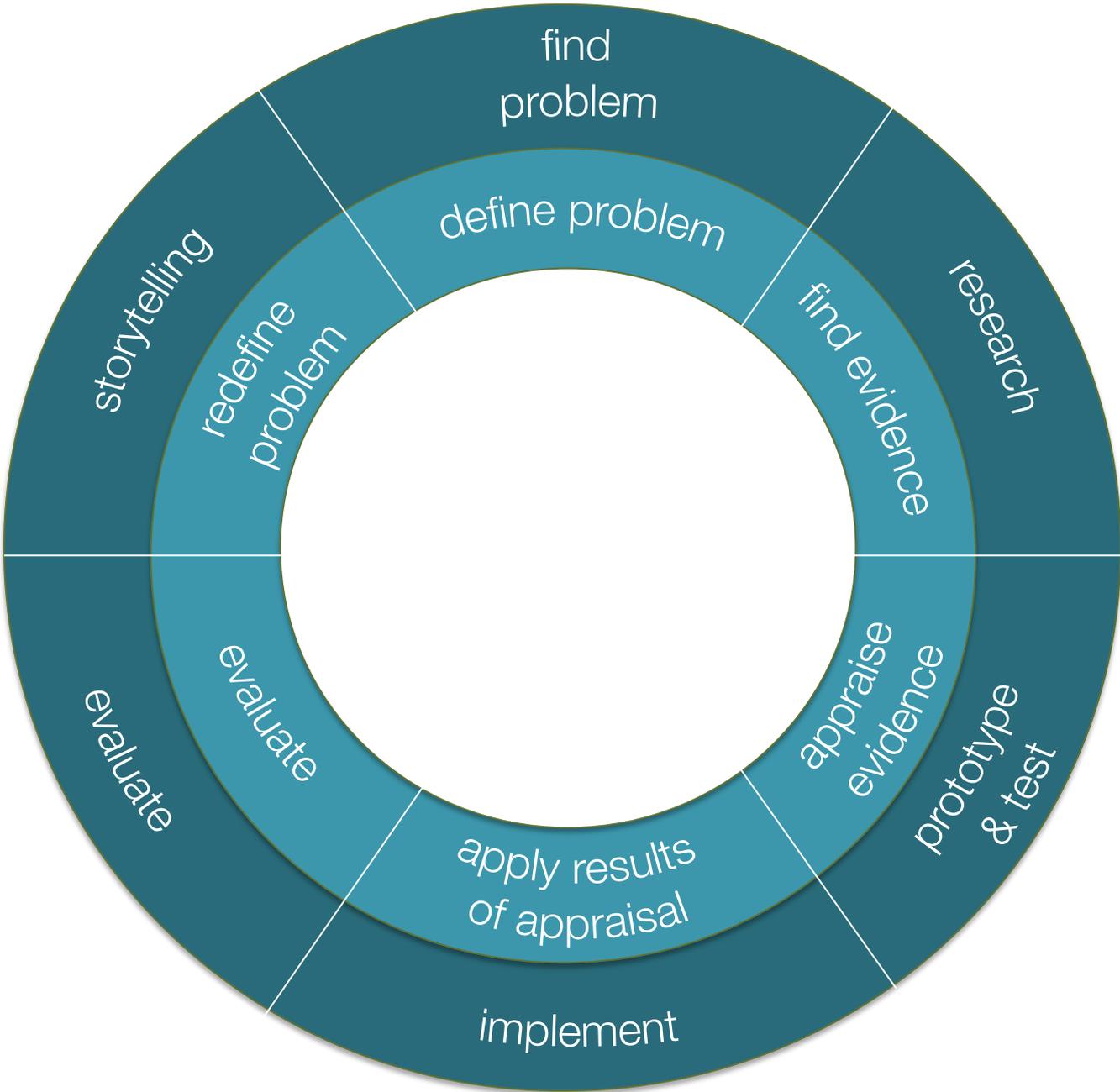
design thinking phases



non linear process



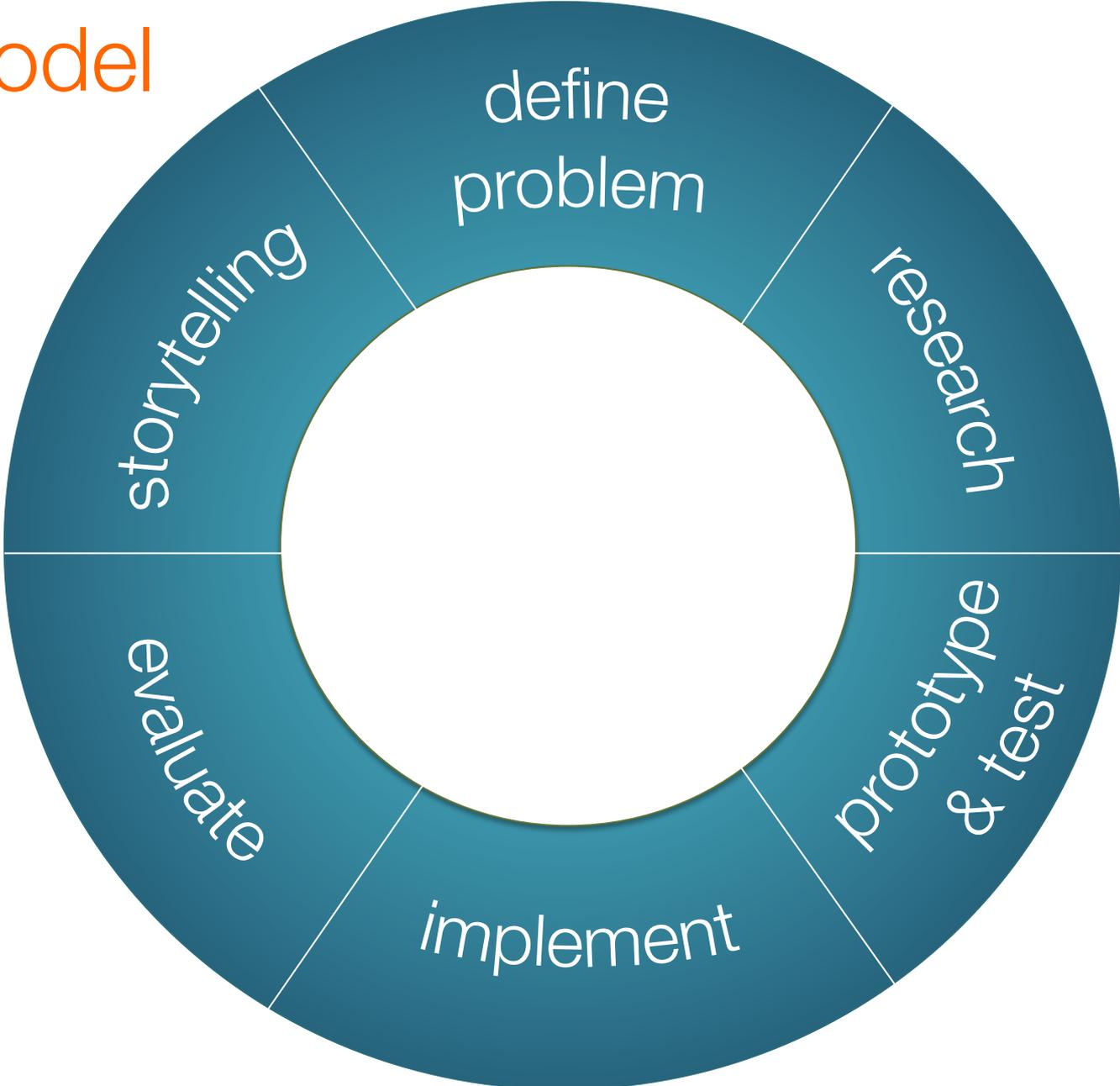
design thinking & EBP



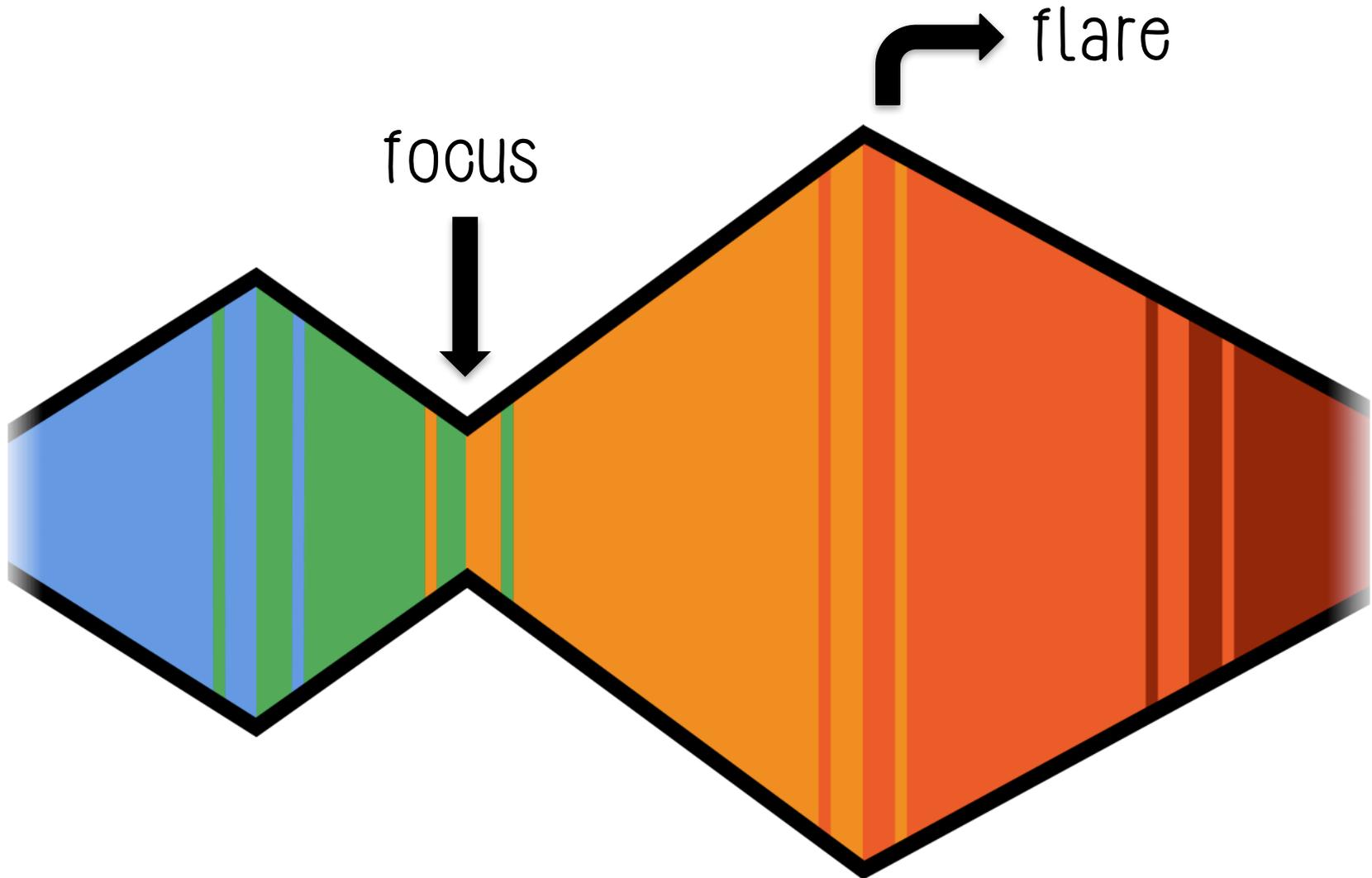
what if...



a hybrid model



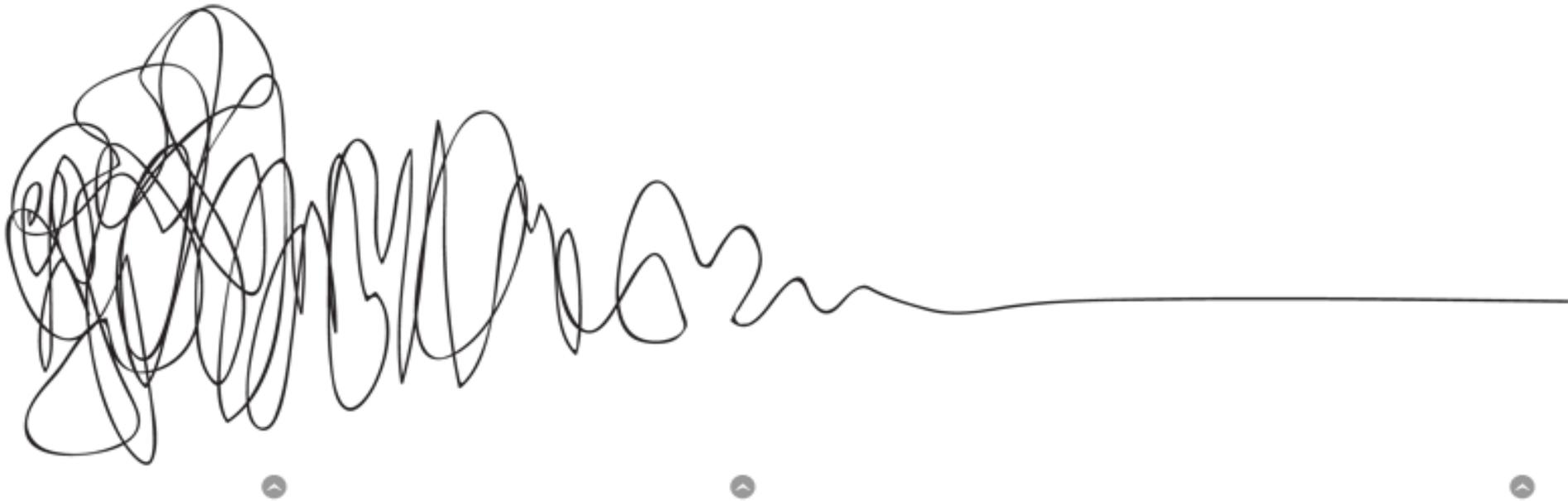
modes of thinking



how design feels

UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



RESEARCH

CONCEPT PROTOTYPE

DESIGN

5 things you
can do
tomorrow

1. empathise

listen, share, contribute, reflect

2. be curious

ask why. rinse. repeat.

3. observe

what? how? why?

4. reflect

what works?

what doesn't?

what could be better?

5. experiment

make. test. iterate.

in summary

key is collaboration

most problems are too complex for one person.

multiple perspectives, skills, disciplines,
experiences and knowledge is key.

four principles

1. care
2. conversation
3. creation
4. collaboration

if libraries are not willing to become obsolete than
that is exactly what'll happen to them.

throw out the library completely,
start with value and how to co-create it,
and then you're designing the new library...
get people engaged in your service
and it will grow naturally.

Arne van Oosterom

Thinkers

Design