What is Design Thinking?

CRIB NOTES
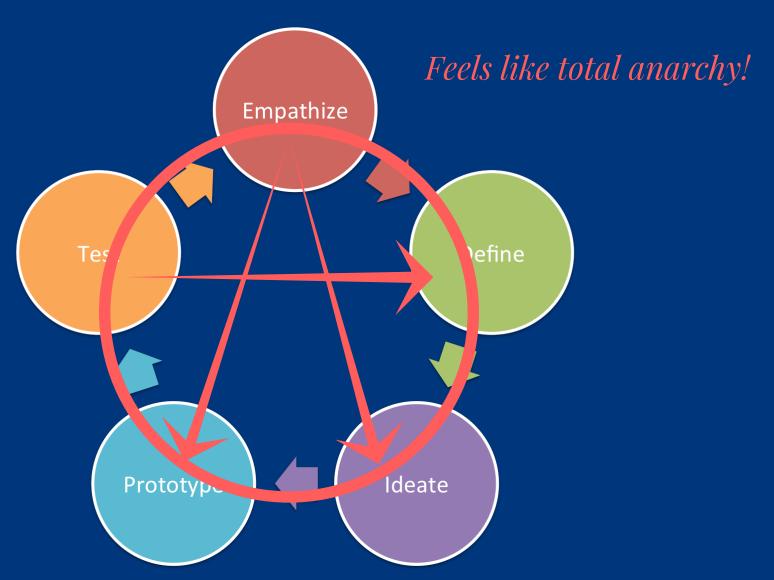
- A non-linear methodology;

- User-centered;

- Iterative; and
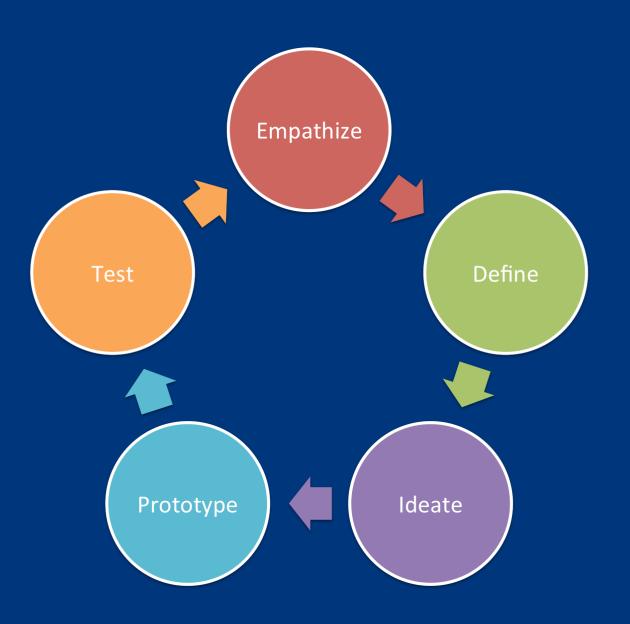
- Useful for poorly-defined or unknown problems.

IT ASKS US TO SHOW UP ONCE MORE AS A NOVICE

THE DESIGN PROCESS

Empathize

Define

Ideate

Prototype

Test

The million dollar question

YEAH, BUT WHY IS THIS IMPORTANT?

No best guesses or assumptions

Ideate quickly and cheaply

Define success at the onset

Libraries are service design challenges

PAUSING TO SOLVE FOR PEOPLE PROBLEMS

- It's tempting to let our specs guide us too much

- It's easy to build expensive, unused products

- Benchmarking is not a strategy for innovation

- Excellent service design is our collective responsibility
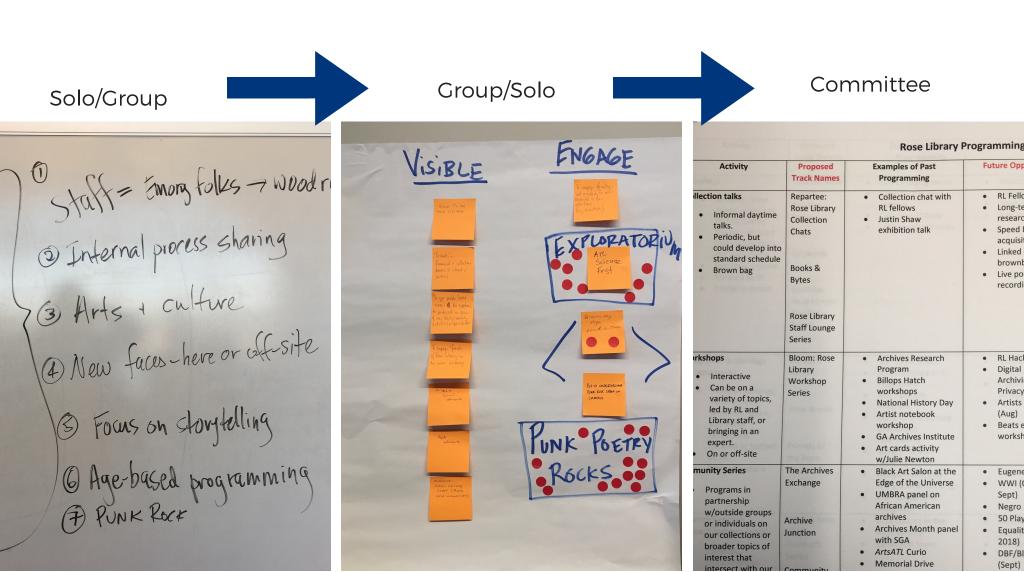
*Design Thinking for
Public Programming*

Phase 1 CROWD SOURCING INSPIRATION & EXPERTISE

*Ethnographic interviews and focus groups taught me about the experience
of our events which felt or were perceived to be:*

- Created in a silo and elitist;

- Inconsistent about reflecting our collecting areas and services equally;

- Attracting the same crowds; and

- Hard to get to.

Phase 2   # FROM SHARPIES TO SPREADSHEETS

A 15 Minute Innovation Activity

Solo/Group → Group/Solo → Committee

WANT TO LEARN MORE ABOUT DESIGN THINKING & LEAD A SESSION WITH YOUR TEAM?

The Stanford d.School has you covered (here.)

WANT TO GET INSPIRATION FROM SOME SUPERHERO DEVELOPERS & DESIGNERS LIVING ON LEAN PRINCIPLES?

Check out the Nordstrom Innovation team on (YouTube.)
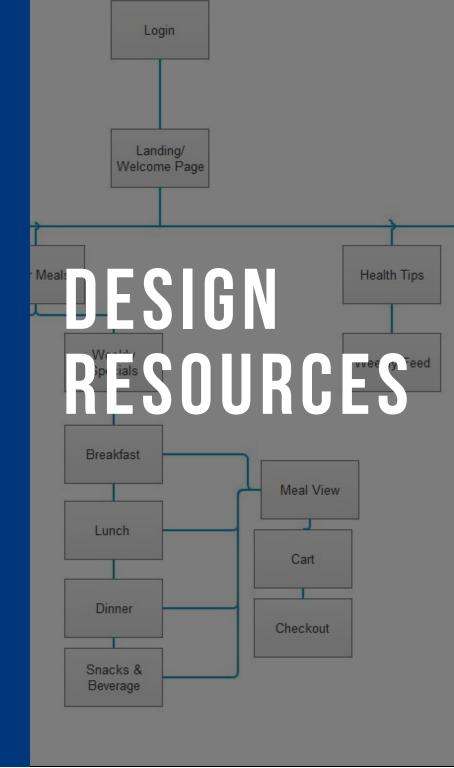
INTERESTED IN FACILITATING BETTER STAKEHOLDER MEETINGS?

Try out some innovation games via (SlideShare.)

IS READING MORE YOUR SPEED?

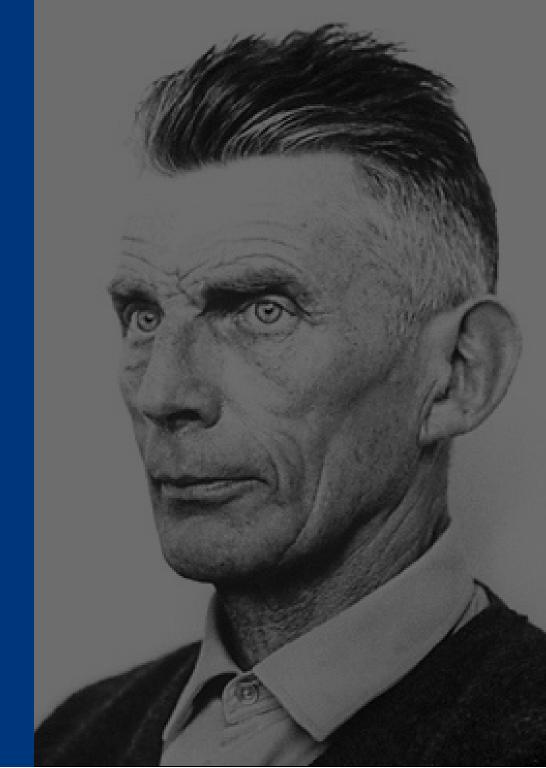Here's a (list) of great UX and design thinking books I've read recently.

INTERESTED IN HOW OTHER LIBRARIES ARE DOING THIS?

IDEO and The Bill & Melinda Gates Foundation made a toolkit (here.)

DESIGN RESOURCES

EVER TRIED.
EVER FAILED.
NO MATTER.
TRY AGAIN.
FAIL AGAIN.
FAIL BETTER.

-Samuel Beckett