



CLINTON GLOBAL INITIATIVE
UNIVERSITY

Commitment Webinar Series



Design thinking is...

An Introduction to Human-Centered Innovation

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Hi!

I'm Devon

I have been practicing Human-Centered Design (HCD) since 2015. I help run the Master of Arts in Design and Innovation, teaching HCD, designing our student experience, and running design thinking workshops.



Housekeeping

To keep things moving, you (the audience) will be muted for the entire webinar.

You can and should ask questions directly or through the attendee chat feature.

Please use the interactive features like the chat or even emojis 😊.

You will need:

Something to write with (sharpie!)

3-5 sheets of blank paper

(or a post-it pad!)



Agenda

- ◀ Defining design thinking and Human-Centered Design
- ◀ Describing the process
- ◀ Unpacking the skills and mindsets
- ◀ Reviewing a case study from a social enterprise
- ◀ Try it out: Designing Your Life



Poll: Have you heard of design thinking?

- ◀ Yes
- ◀ No
- ◀ Maybe



Poll: Do you use
design thinking in
your practice?

- ◀ Yes
- ◀ No
- ◀ Maybe



Design thinking



Human-Centered Design



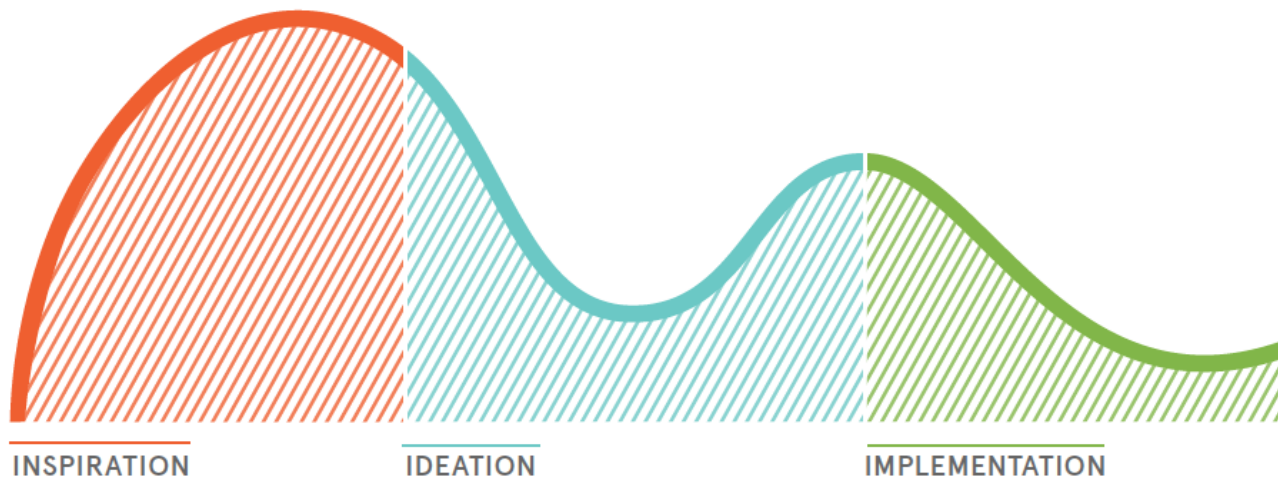
Design thinking Human-Centered Design

Let's define terms

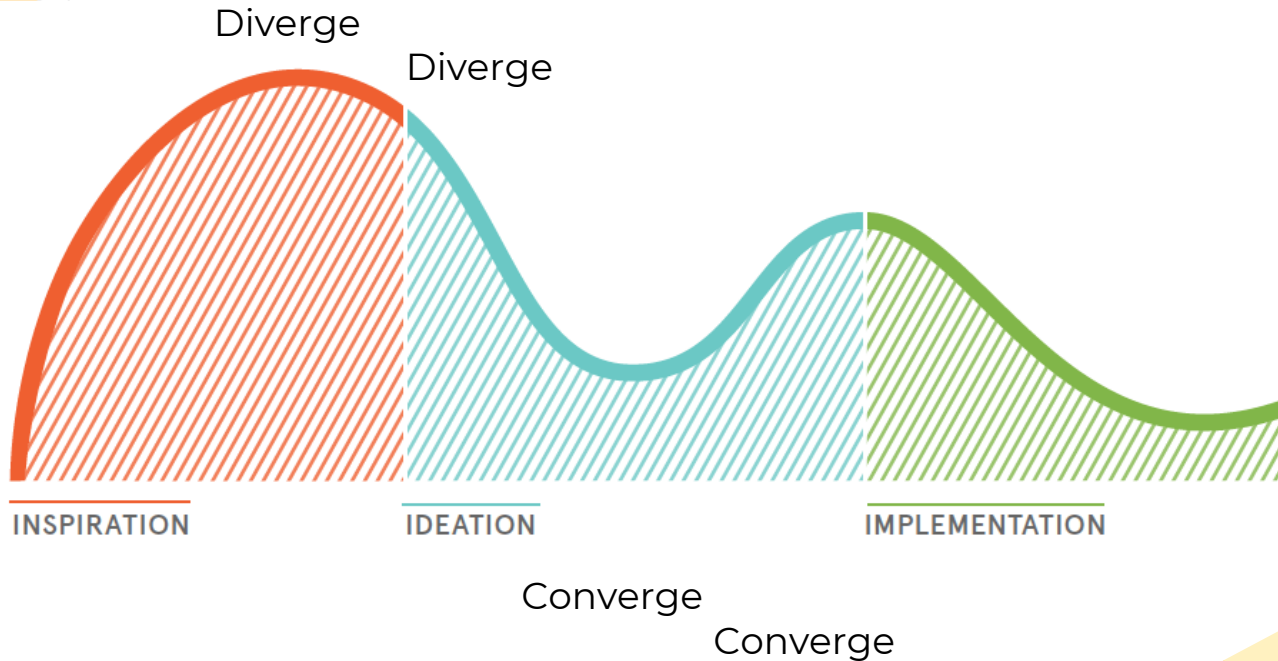




Phases of design process



Phases of design process





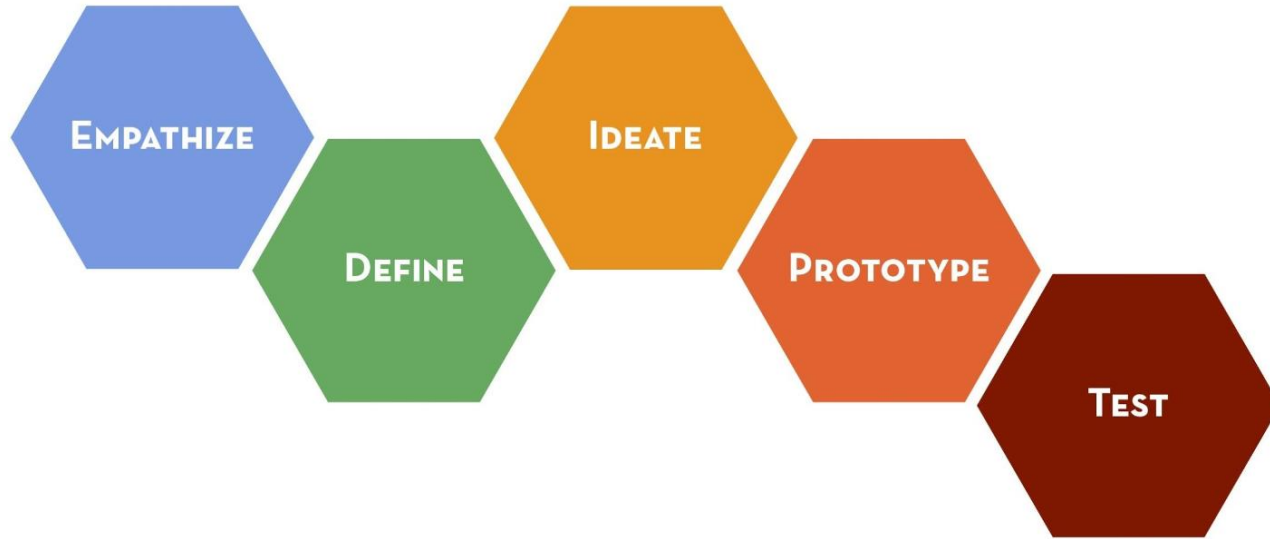
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Design thinking is a way (process) of finding human needs and creating new solutions using tools and mindsets of design practitioners.

-David and Tom Kelley (2013, p.24)



Process of design thinking





“

Human-Centered Design is an emergent disciplines from the collision of design, anthropology (and social sciences), engineering, and business (among others).



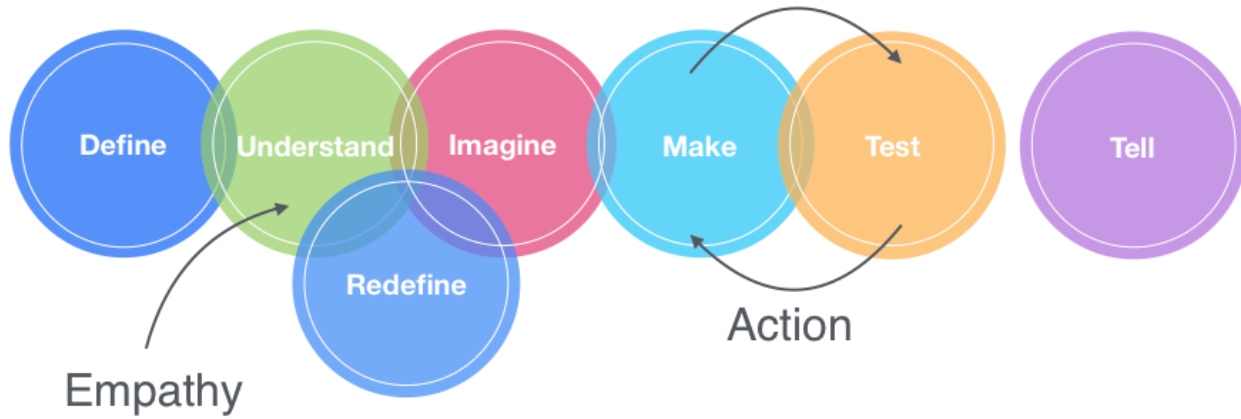
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Human-Centered Design

employs a creative problem solving methodology to address latent human needs using design research, synthesis, idea generation, and rapid, iterative prototyping in context for better understanding and serving people.

-Devon Skerritt (2019)

Process of Human-Centered Design



Understand



Understand Make



Understand
Make
Understand





When design thinking works

Problem finding

Looking for new insights in old information.

Where information based in human experience is unavailable.

Looking to reframe problems in a new light.

Ideas + Action

When challenges are complex and adaptive

When you need lots of ideas

When you are stuck moving from ideas to action



Skills + Mindsets

Inspiration

Empathy/Curiosity

Using design research and ethnographic methods to gain empathy and rich insights from the people you aim to serve

Ideation

Radical Collaboration

Deferring judgement to create lots of ideas so you can identify good ideas you can test with your target population in context

Implementation

Make/Bias to Action

Willingness to learn by failing fast and gaining feedback, using rapid, iterative cycles starting at a low resolution and resource cost

Poll: Does this help
your
understanding of
design thinking?

- ◀ Yes
- ◀ No
- ◀ Maybe

Case study: Eat Offbeat







How Might We Design

Service

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Product

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Experience

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

Your turn: Intro to Life Design



Write 3 sentences about why you work (work manifesto) and 3 sentences about what matters in how you live your life.



Now: pick one sentence for Why Work- now ask why again?

Pick one sentence from Life-now ask why again?



Now write 5 words that
come to mind
describing how You
feel doing this activity.



Now write 5 people or factors that inform your decisions about what work you choose to do.



Next, how many lives
are you?
Write 20 ideas.
2 minutes.
Go!



Pick one of your ideas.
What do you want to
learn about it that
excited you?
Write 3 people you
could talk to and 3
experiences you could
try to learn more.



How was
that?



Thanks!

Any questions?

You can find me at

- ◀ @dskerritt
- ◀ dskerritt@smu.edu





Credits

Special thanks to all the people who made and released these awesome resources for free:

- ◀ Presentation template by [SlidesCarnival](#)
- ◀ Photographs by [Unsplash](#)



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Presentation design

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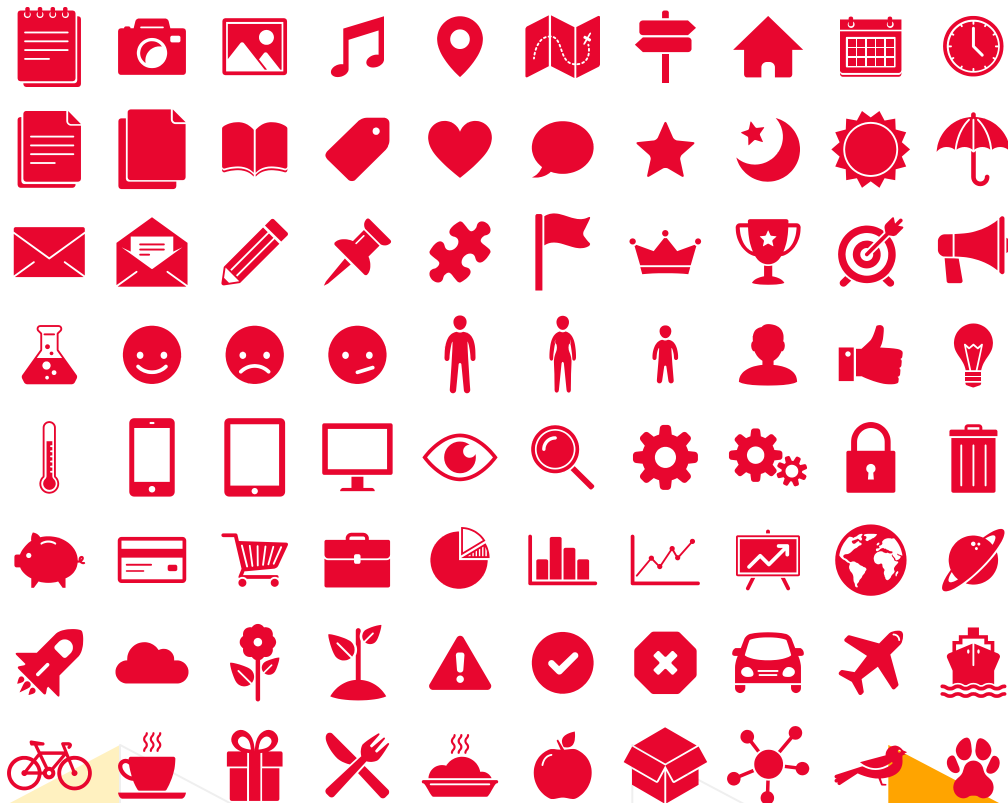
- Titles: Montserrat bold
- Body copy: Montserrat light

You can download the fonts on this page:

<https://www.fontsquirrel.com/fonts/montserrat>

Yellow **#ffc800** · Orange **#ffa400** · Raspberry **#f64646** · Crimson **#e8062f**

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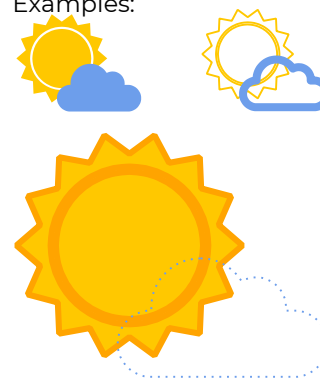
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This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn't that nice? :)

Examples:





Now you can use any emoji as an icon!
And of course it resizes without losing quality and you can change the color.

How? Follow Google instructions

<https://twitter.com/googledocs/status/730087240156643328>

