



prepare FUTURE INNOVATORS to
breakthrough thinkers & doers



use DESIGN THINKING to
inspire multidisciplinary teams

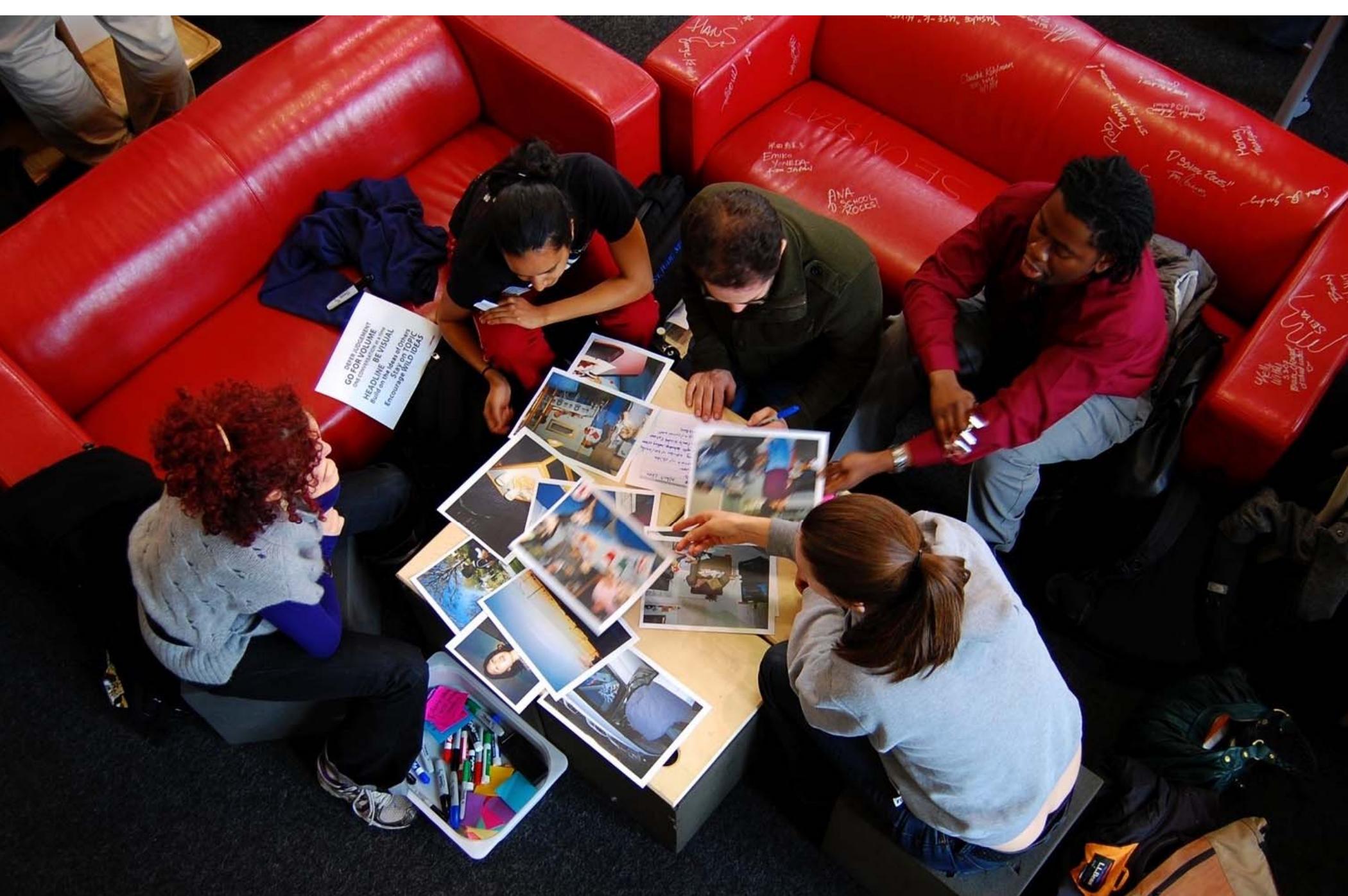


foster RADICAL COLLABORATION
between students, faculty & industry



tackle BIG PROJECTS and use
prototyping to discover new solutions

STANFORD d school



creative confidence



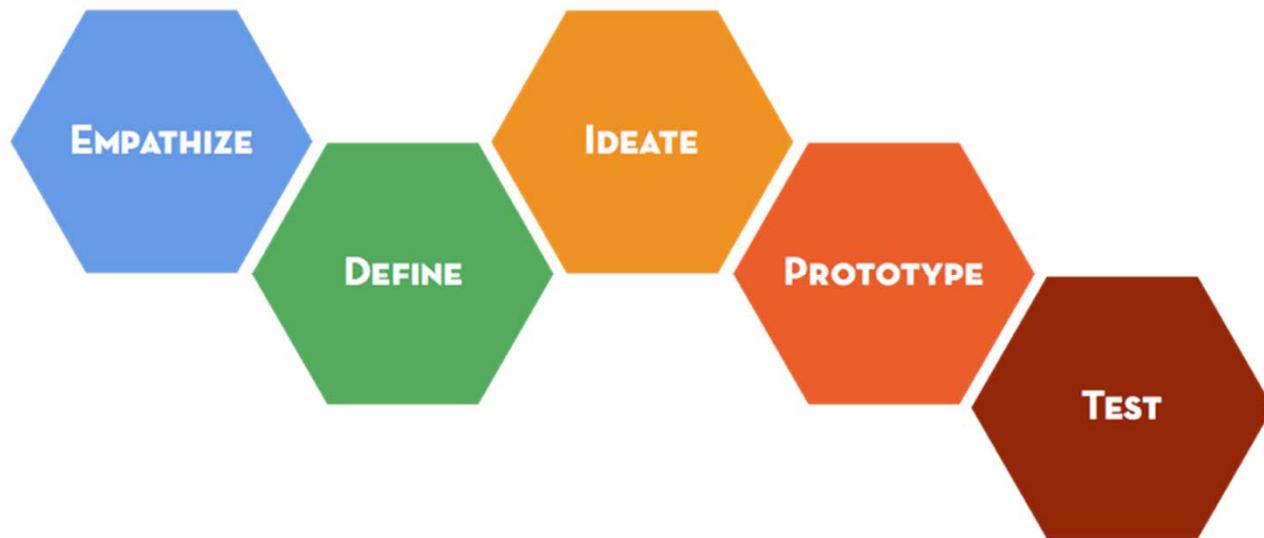
experiential learning

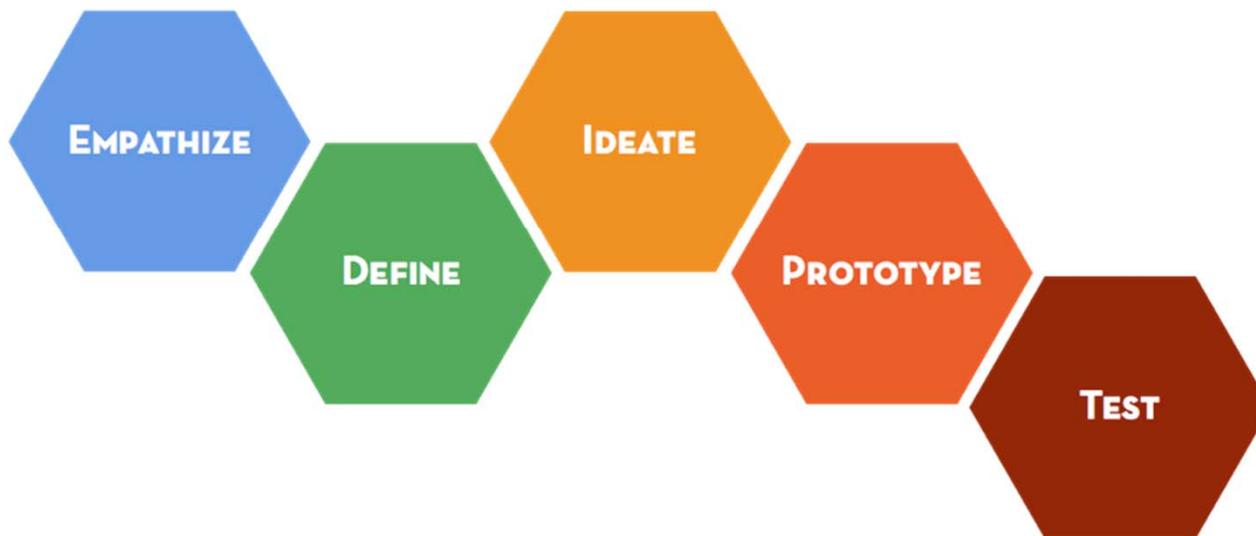
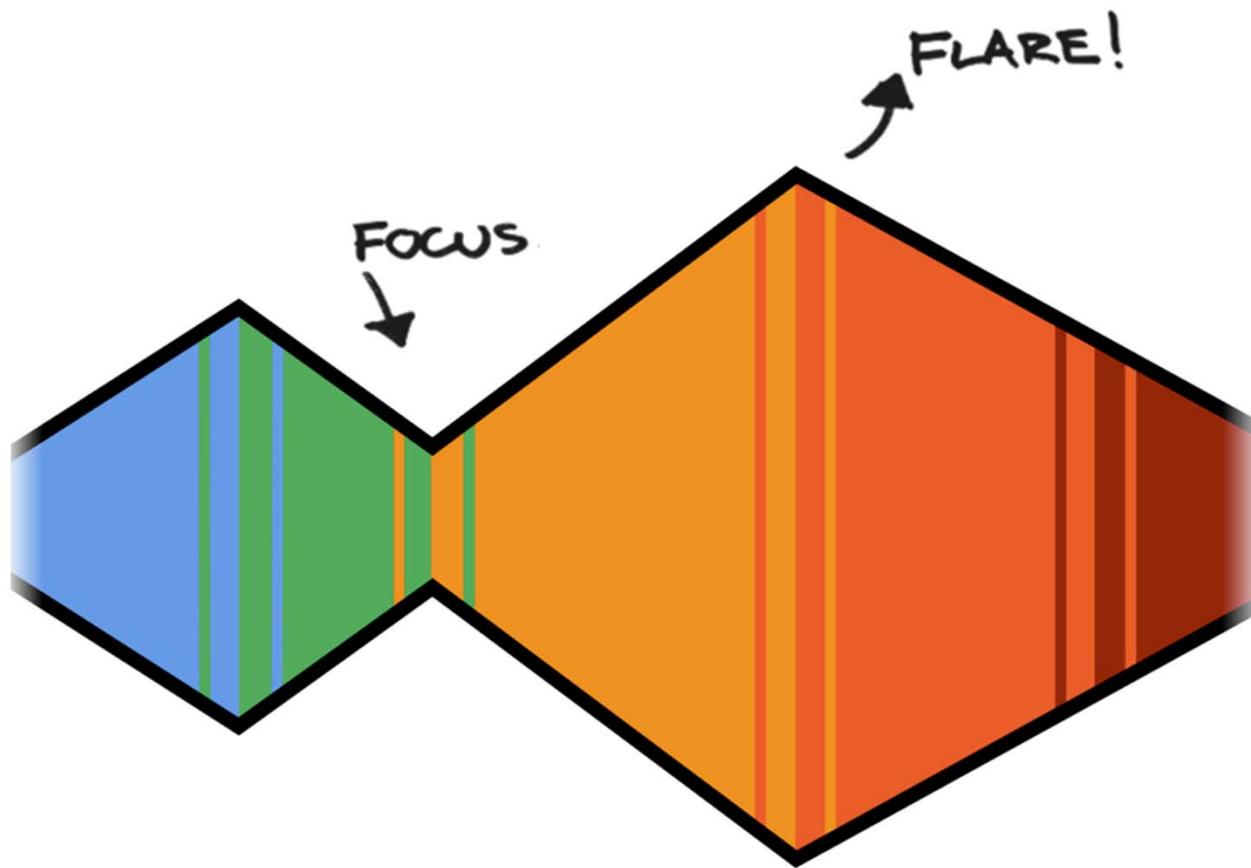
innovation is not an event



innovation is a (design) process

A close-up photograph of a field of tall grasses. The blades are a vibrant green, and the seed heads are a warm, golden-brown color. The grasses are slightly out of focus, creating a soft, textured background. The text "innovation is a (design) process" is overlaid in white, sans-serif font in the upper left quadrant.





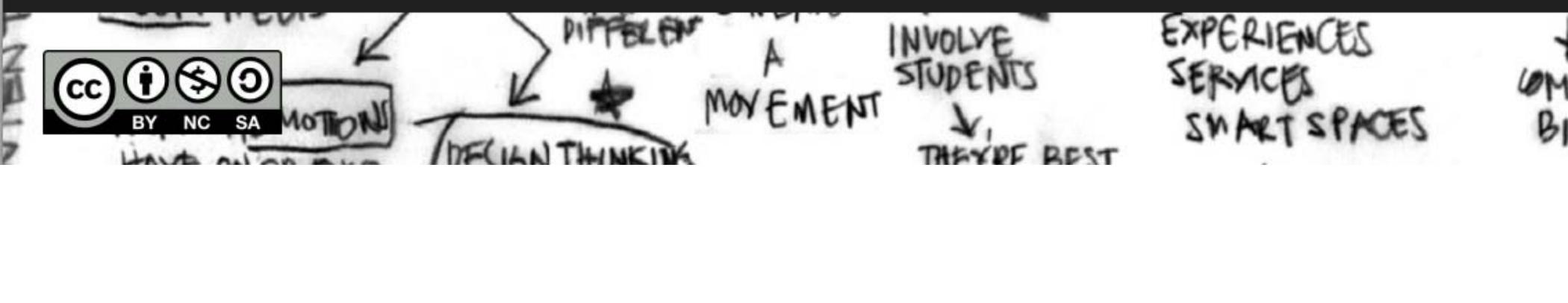
Get to know us

Do it



An Introduction to Design Thinking

In One Hour



Your Mission: **Redesign the gift-giving experience ...for your partner.**
Start by gaining empathy.

1 Interview

4min (2 sessions x 2 minutes each)

Notes from your first interview

2 Dig Deeper

10min (2 sessions x 5 minutes each)

Notes from your second interview

Reframe the problem.

3 Capture findings 3min

Needs: what is your partner trying to achieve through gift-giving? what is his/her goals and wishes?

*use verbs

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?*

*make inferences from what you heard

4 Take a stand with a point-of-view 3min



_____ partner's name/description

needs a way to _____

user's need

because (or "but ..." or "Surprisingly ...")

[circle one]

_____ insight

Ideate: generate alternatives to test.

5 Sketch at least 5 *radical* ways to meet your user's needs. 5min

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6 Share your solutions & note feedback. 10min (2 sessions x 5 minutes each)

Notes

Iterate based on feedback.

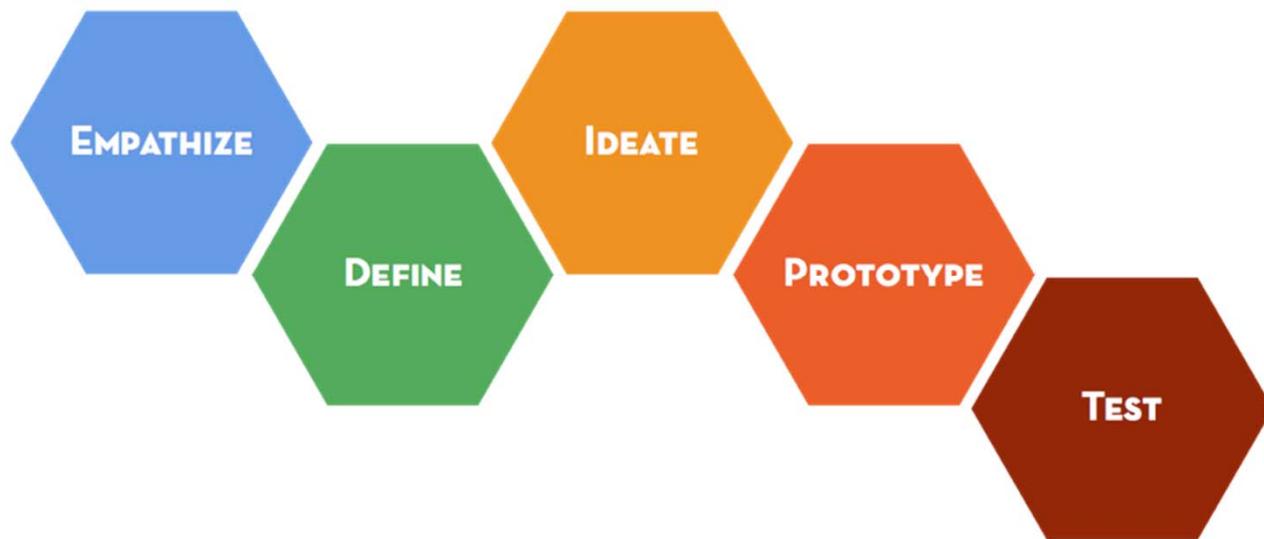
7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

debrief

(what just happened?!?!?!)







MOVE
For Visible Experiences

MOVE
For Visible Experiences

MOVE
For Visible Experiences

MOVE

YouTube Videos
Live Success Stories







Medi-Cal Applications Project: How can we encourage offsite alternatives to walk-in Medi-Cal applications?

Lancaster Customer Service Project: How can we improve employee morale and customer service?

YBN Marketing Campaign Project: How can we create a marketing campaign for an on-line application system?

GROW Job Club Redesign Project: How can we create curriculum for a job training program?

TSE Redesign Project: How can we encourage employers to participate in a subsidized employment program?

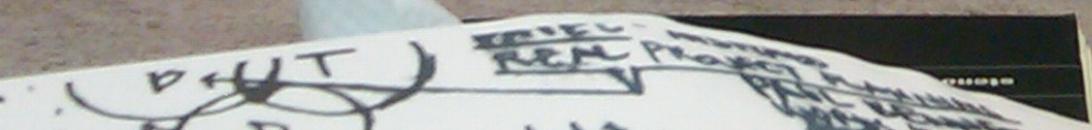
QR-7 Project: How can we incentivize on-time and accurate submission of quarterly reports by program participants?



changing work mindsets



what's in it for me?



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