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
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**
4 min (2 sessions x 2 minutes each)

- Notes from your first interview

2 **Dig Deeper**
10 min (2 sessions x 5 minutes each)

- Notes from your second interview

Switch roles & repeat 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

[Diagram]

- 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

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

Switch roles & repeat sharing.
Iterate based on feedback.

7 Reflect & generate a new solution.  3min

Sketch your big idea, note details if necessary!
debbrief
(what just happened!?!?!)
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?
what’s next?
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