5 Ways to Transform Your World

July 28, 2017

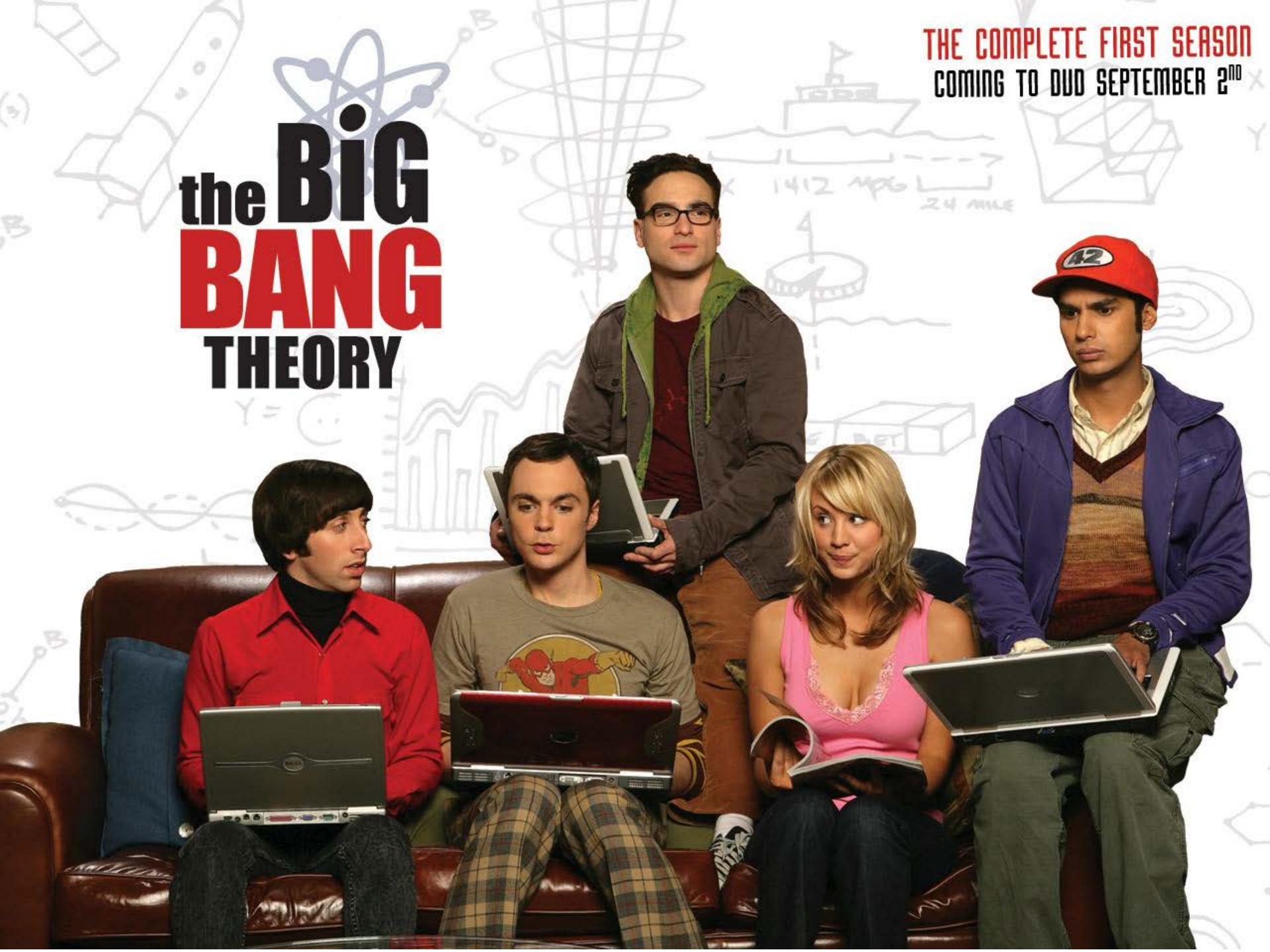
An Introduction to Design Thinking

Ian Kitajima of Oceanit ::: ikitajima@oceanit.com

5 Ways to Transform Your World

using Design Thinking

Who’s Oceanit?


THE COMPLETE FIRST SEASON
COMING TO DVD SEPTEMBER 2ND
the BIG BANG THEORY

Innovation (in one word)

Delivering Breakthroughs (in two)

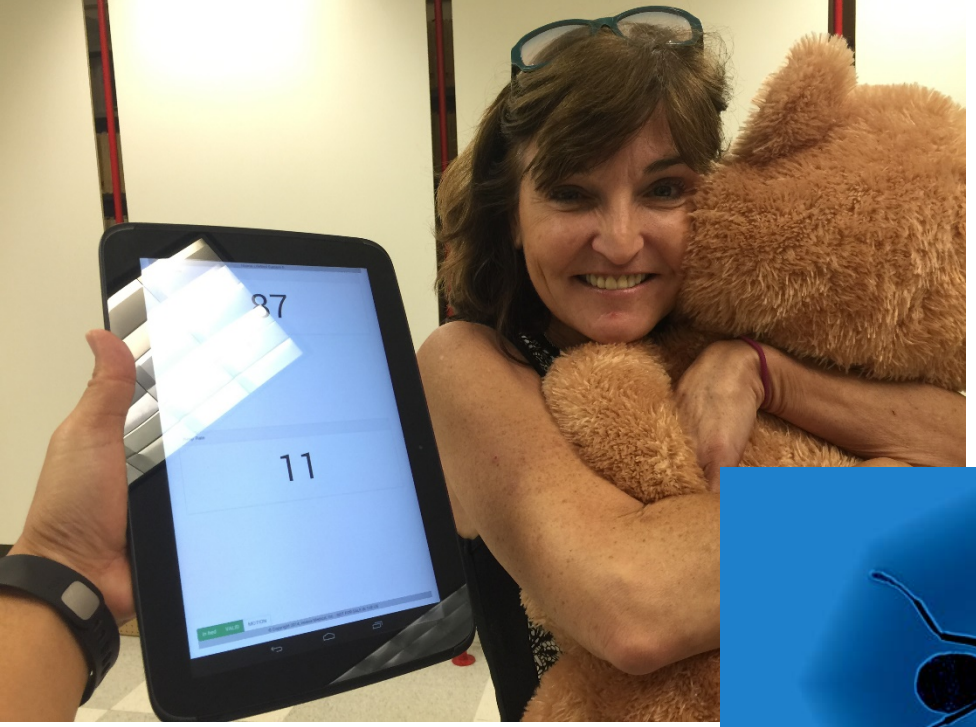
Founded in 1985

Dr. Patrick Sullivan

~160 employees / 25% PhDs / Diversified

Hawaii, California, Texas, DC

www.oceanit.com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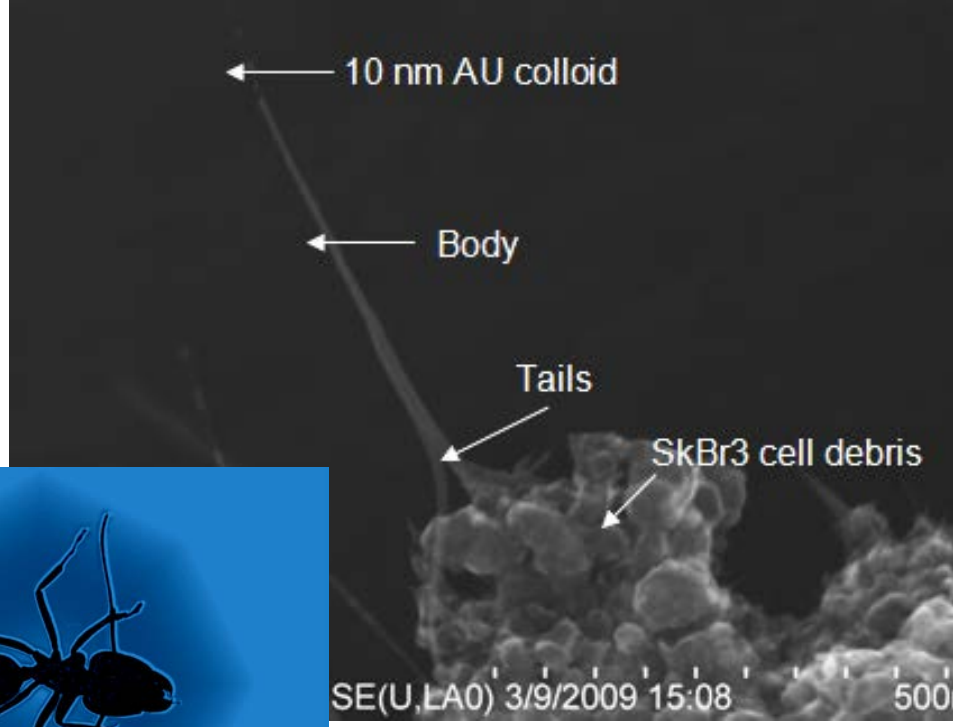
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Body
Tails
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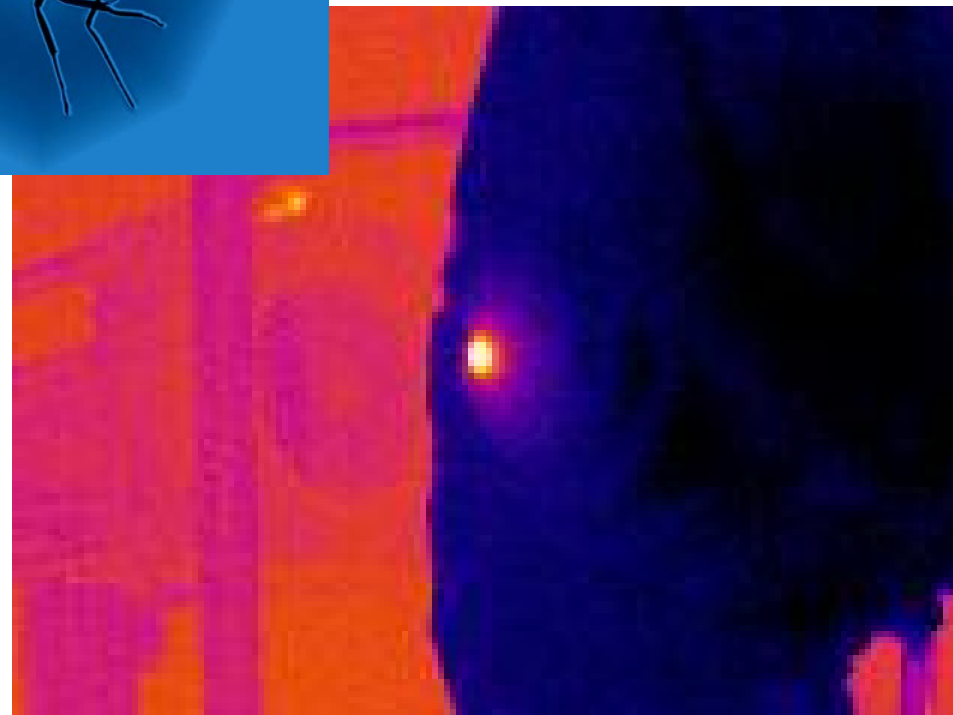
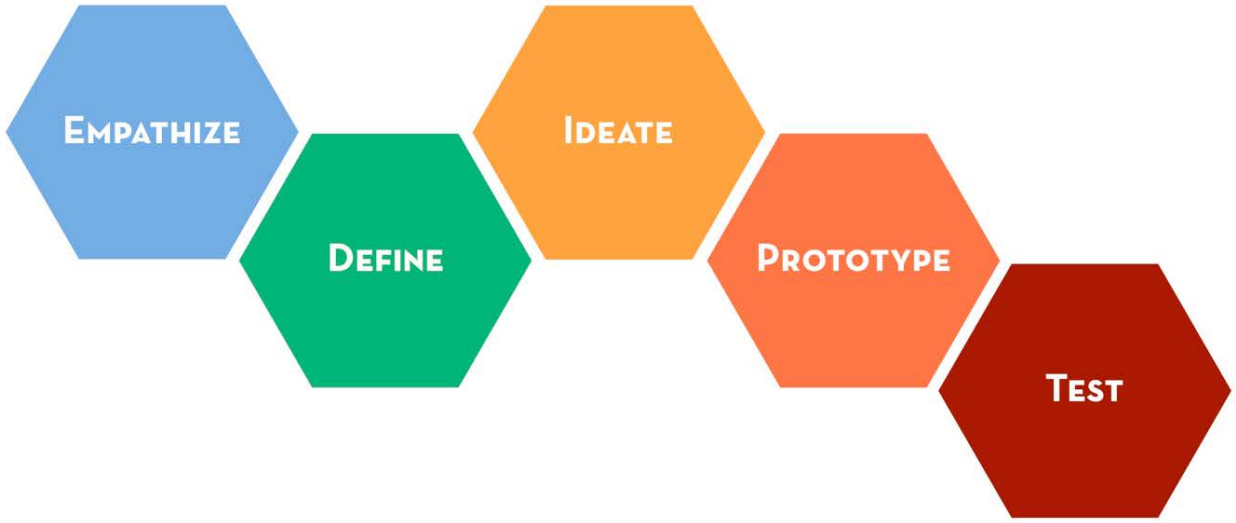
500



What’s Design Thinking?


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST

HUMAN
CENTERED

BIAS
TOWARD
ACTION

RADICAL
COLLABORATION

CULTURE
OF
PROTOTYPING

SHOW
DONT
TELL

MINDFUL of
PROCESS

Problem finding
doing the right thing

Problem solving
doing the thing right

Value creation + Value capture

Design is the one business discipline whose primary concern is innovation

Outsourcing, TQM, Six Sigma, Lean Manufacturing, Diversification, Licensing, Spin off, etc

EMPATHY

DEFINE

Voyaging canoe
among fellows
always in discover mode
Satellite Mesh networks
HMW (OF) Support "Capt. Fellow's" initiatives so it feels like a LH in a stormy sea
personal board of dir
Annual Summi
Cruise Ship"
SMALLER BOATS ON MISSIONS
Connect W/ Land + mission
Frequent re-grounding Come back to port
Call in all the ships
OFC is a think tank
Address "oil tankers" (gov't) and their spills
"weather" reports
Welcome @ HLF office
ocean discovery
create "mercy
"Coast Guard" training opps
Connect W/ the planes
Radar system
gathering place for more than HLF events
support multiple lighthouses
JAZETG
- IDEAS
- Possibility
- SELF
Share routes & charts
Connect little problems to big solutions
to come aboard!
MAKE A SHIP INTO LIGHT HOUSE
Family-friendly events to get to know deepes
more frequent
Hands on Deck"
IDEATE

PROTOTYPE

TEST

What's the big deal about DT?

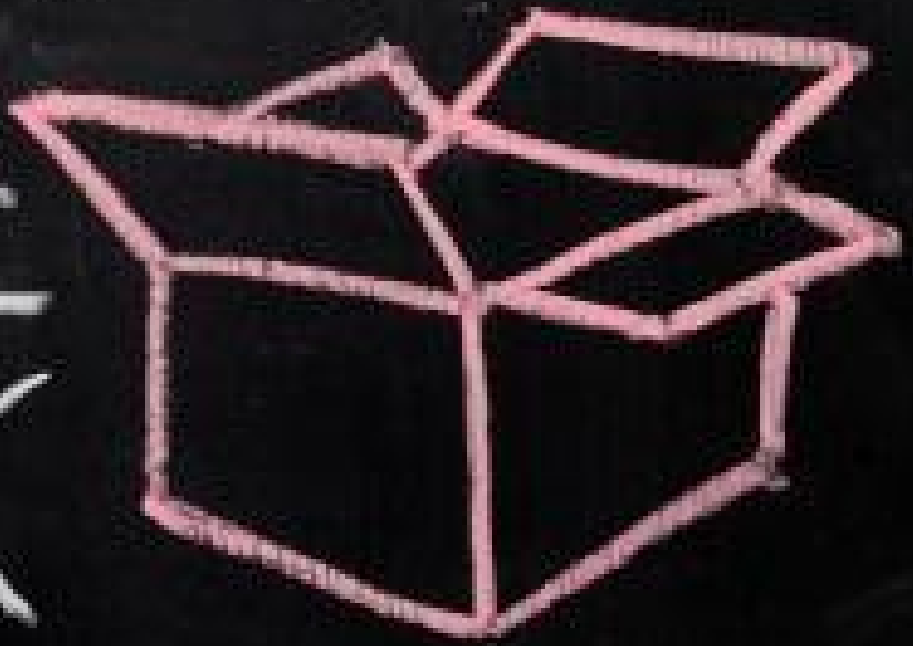
- **Common Process** – enables collaborations across all groups, i.e., TEAMWORK
- **Common Language** – reduces miscommunications (think Pidgin)
- **Human Centered** – understand the human need before developing solutions. Can be applied to many situations
- **Cultural Catalyst** - leads to mindset change, that leads to cultural change. Failing = Learning

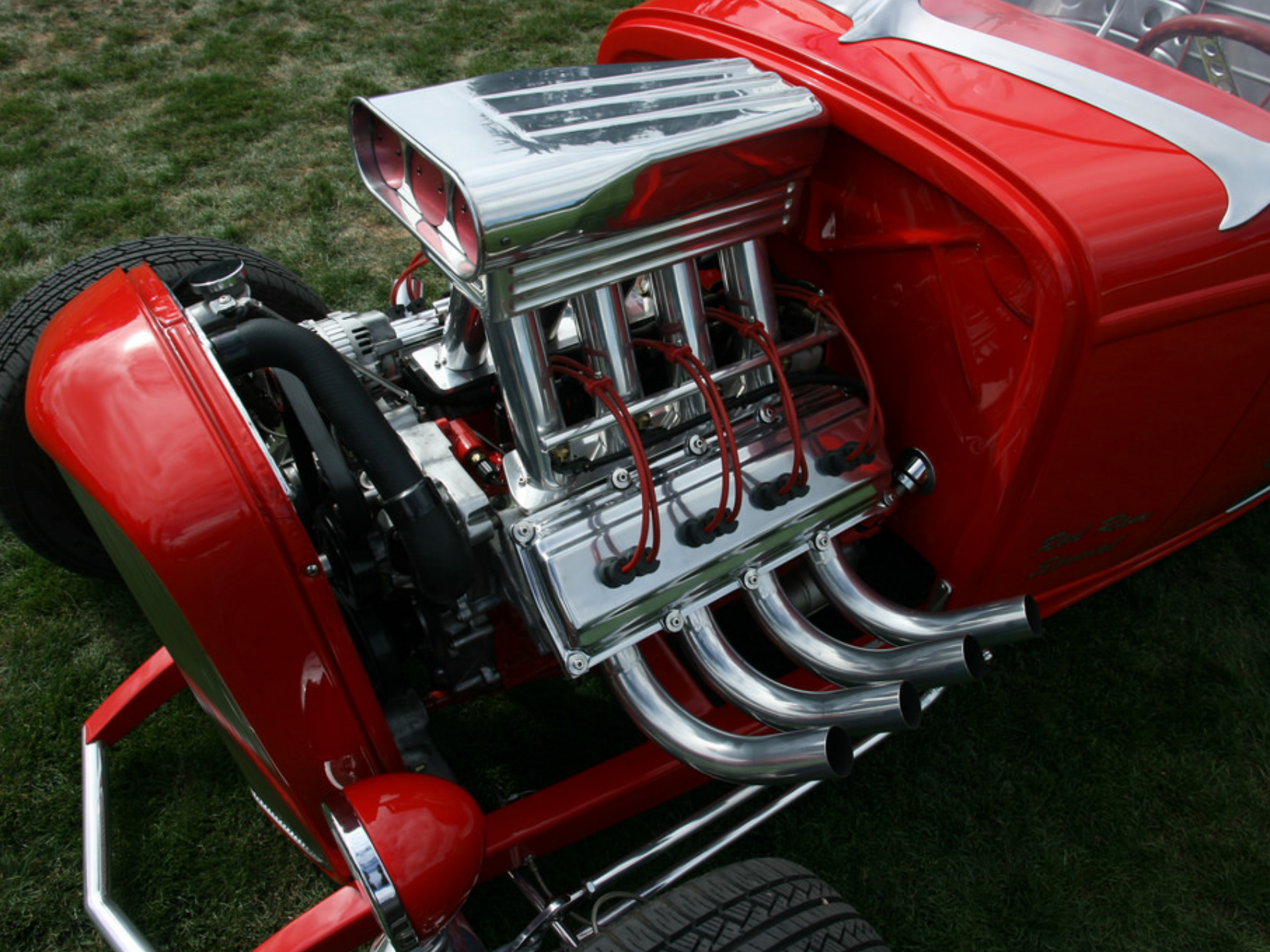
MAKE
PEOPLE
WANT
THINGS

MAKE
THINGS
PEOPLE
WANT

Traditional	Design Thinking
Design for	Design with
Right answers	Right questions
Telling	Showing
Thinking and planning	Bias towards action
Analytical, rational formal and convergent	Divergent, Convergent, Analysis and Synthesis
make choices…	create choices - make choices
Facts and Data	Stories, Feelings and Experiences

THINK
OUTSIDE
THE
BOX





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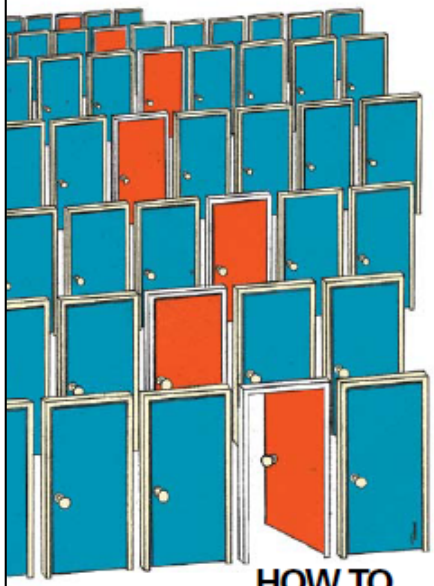
Harvard Business Review

www.hbr.org June 2008



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9 out of 10 startups fail

42% of startups fail for this single reason

They make stuff no one wants

SOURCE: CBI Insights: https://www.cbinsights.com/blog/startup-failure-post-mortem/

For those that survive, many shutdown because of this reason

They don’t create enough value for the effort that goes in. i.e., low ROI

Everyone / Industry are Vulnerable to Disruption

That’s your opportunity…

Failure is expected. It's part of the learning process

Failure is not tolerated. It's now about implementation

Value Creation

Search

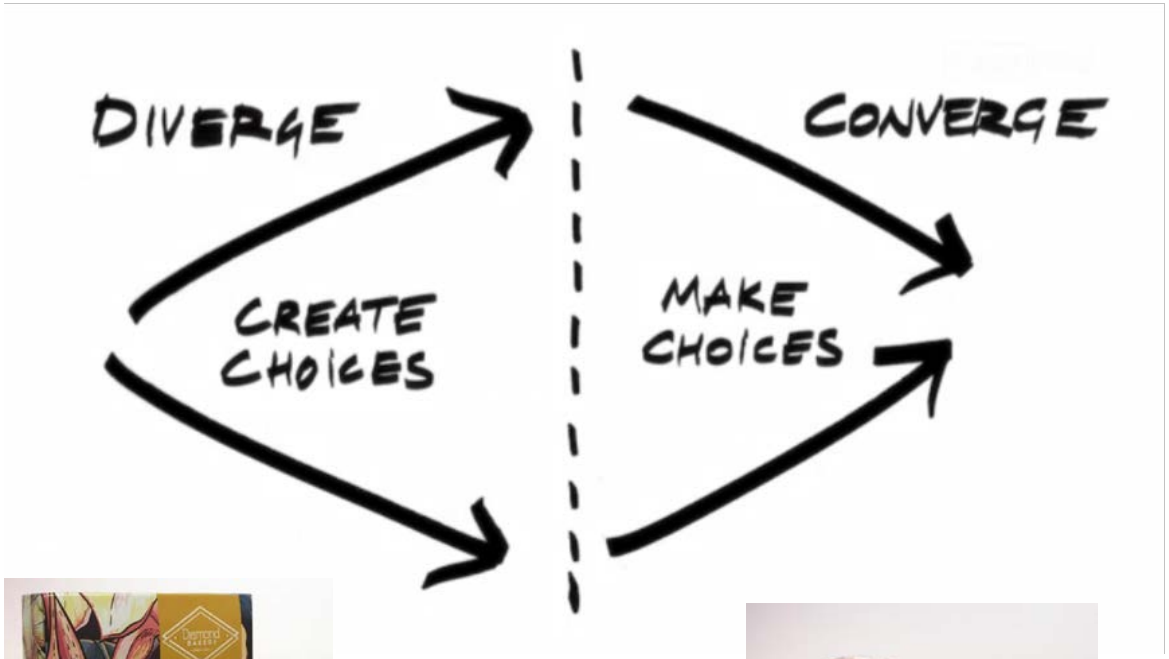
Experimentation

Problem Finding

Discovery

Startups

New Products



Value Capture

Execution

Exploitation

Problem Solving

Validation

Mature Organization

More of the same

Kodak
24 EXP.
200
Kodak
ColorPlus
FILM • FILME
PELÍCULA PARA FOTOS A COLOR

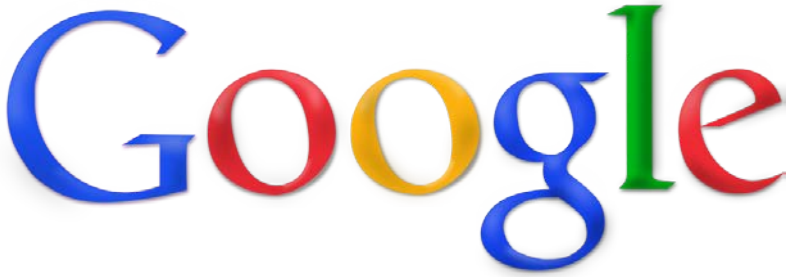
Off DUTY 28IF Off DUTY
AIR CONDITIONED
RATES
$1.10 First 1/9 Mile
10¢ Each Additional 1/9 Mile
CHECKER

est. **$10B rev. 2015**

launched 2010

40K new drivers per month

Uber doesn’t own any cars!


Google

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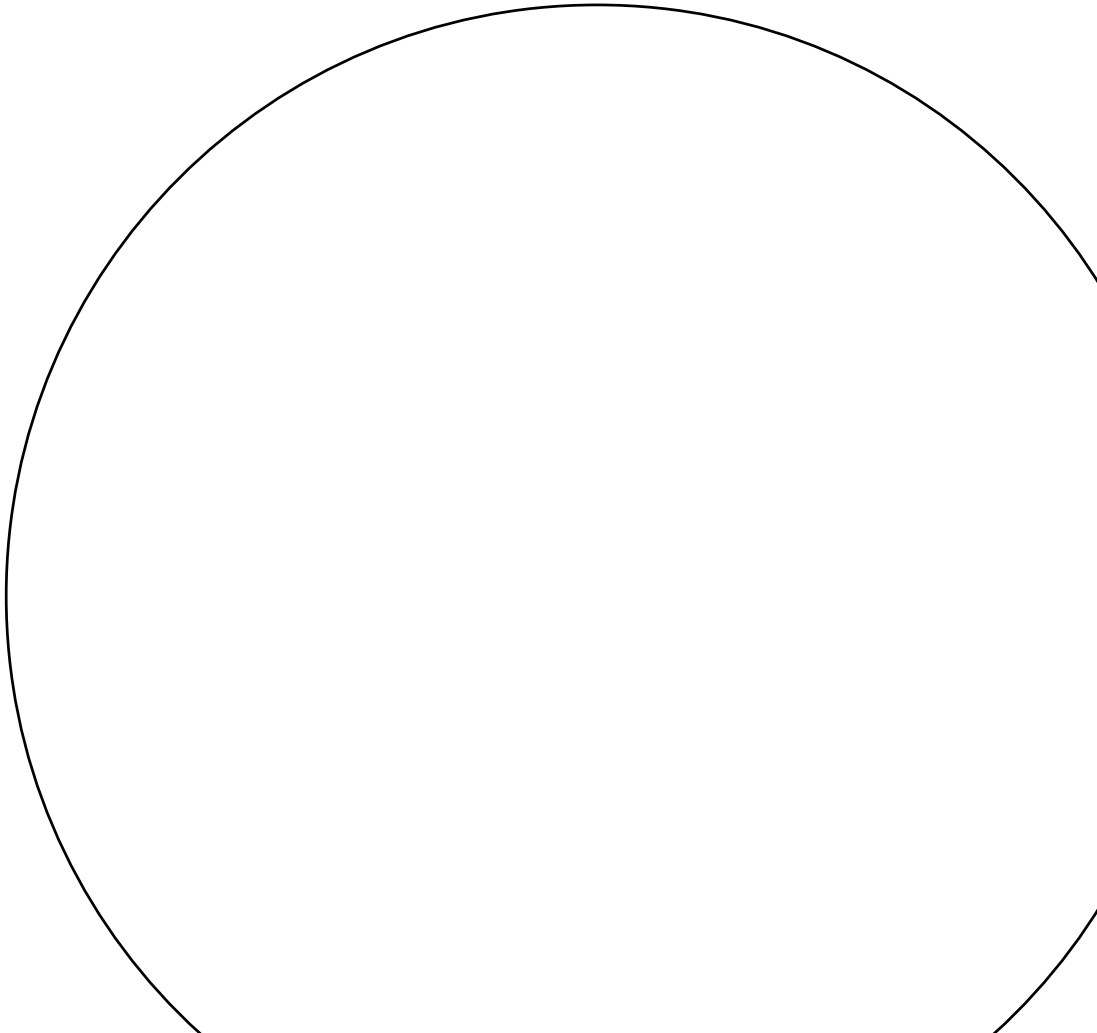
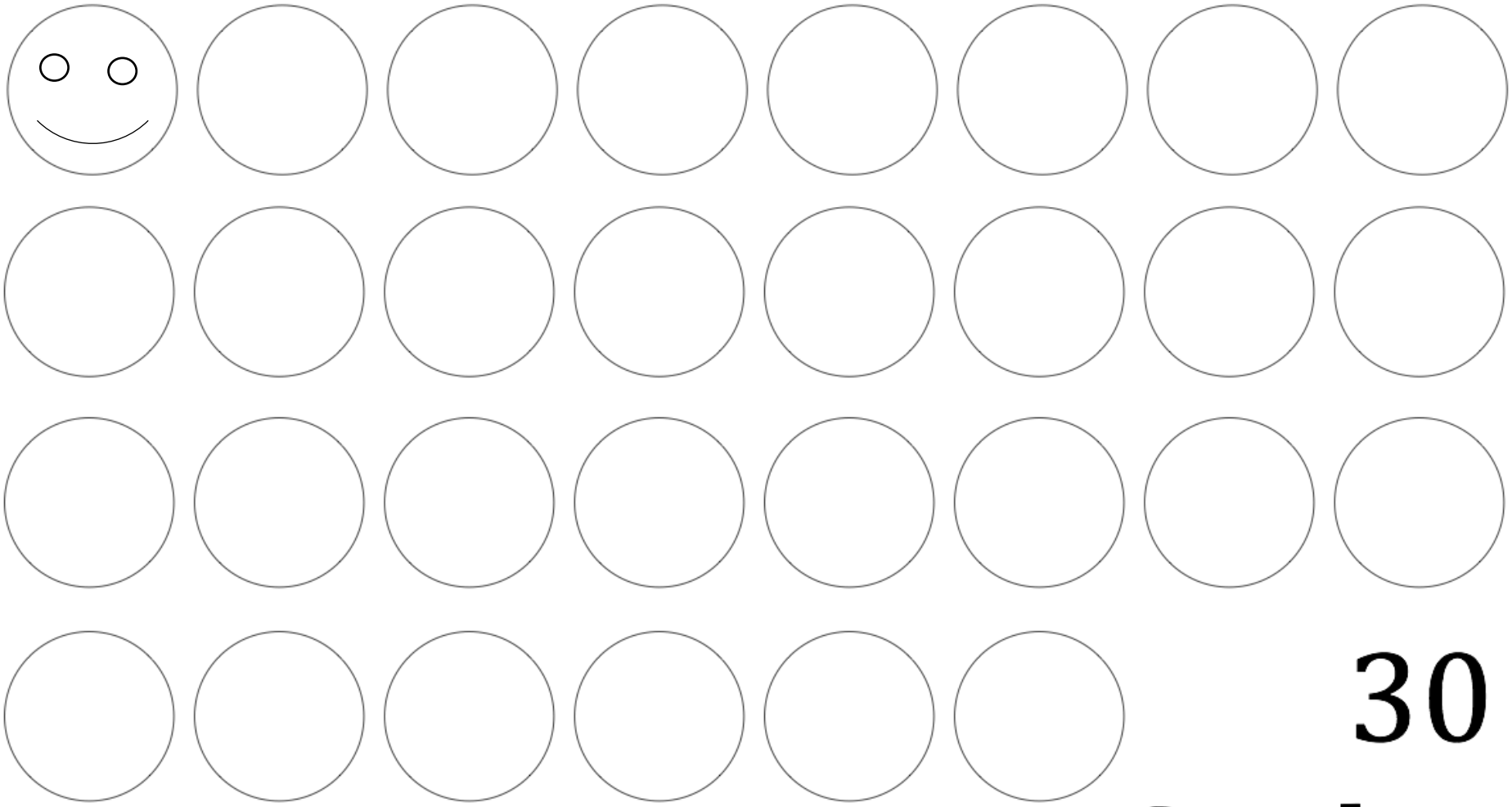
5 Ways to Transform Your World

1. Be aware of your mindset…how to think OTB
2. Change your questions to be human-centered
3. Ladder up to the higher need
4. Stay focused on user needs (value you create) vs. technology (how you delivery that value)
5. Learn from your extreme users…they amplify hidden needs

30 Circles

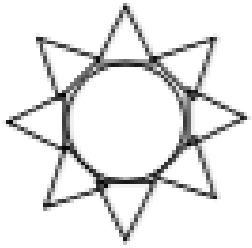




I’m going to give you minute, and I want you to adapt as many of those circles as you can into recognizable objects of some form

30 Circles

Category #1 - outside

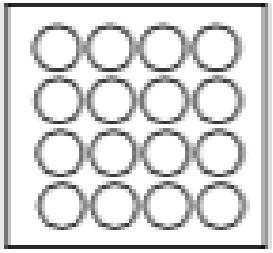


Category #2 - two circles

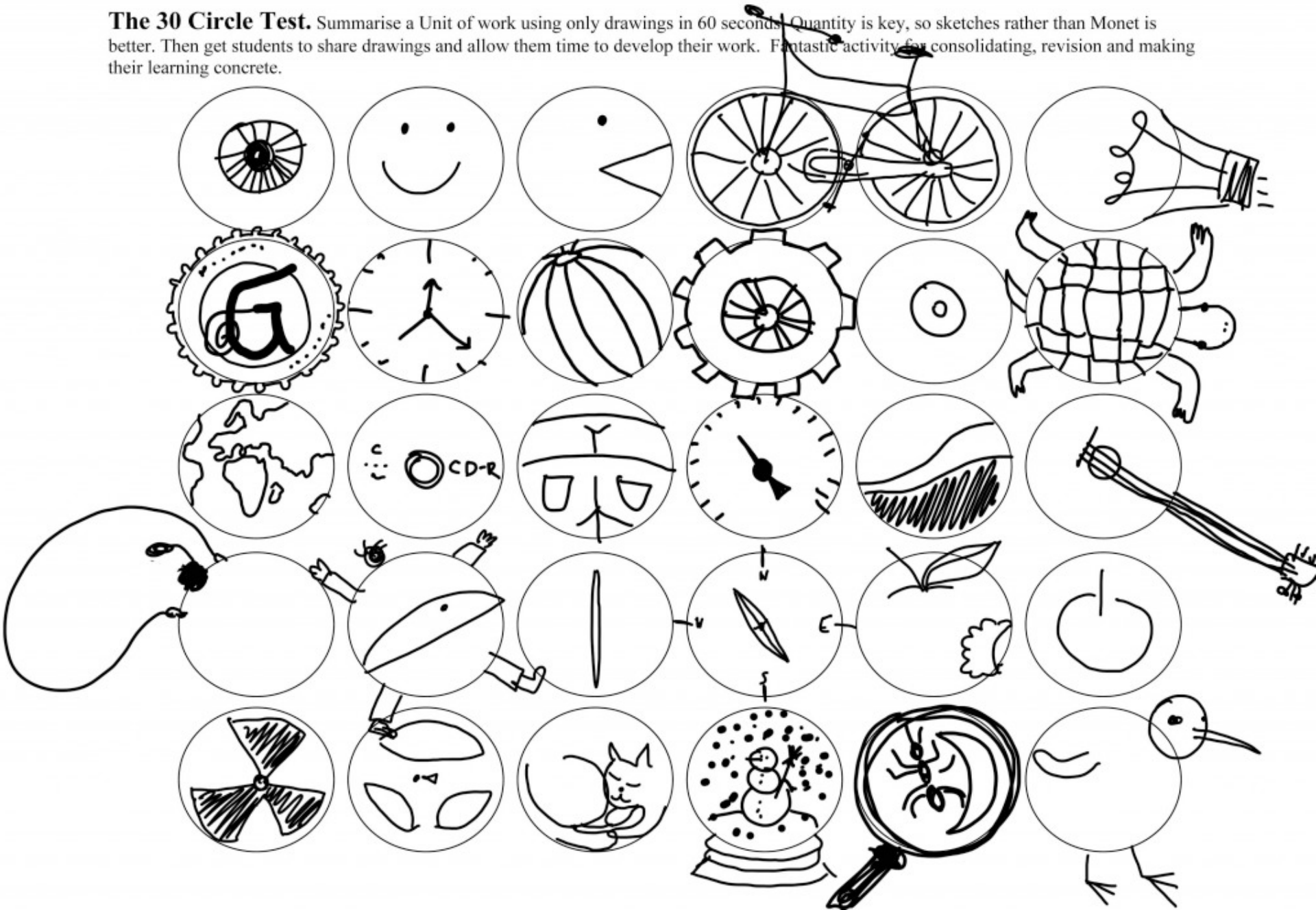
Category #3 - multiple circles

Category #4 - solid objects

Category #5 - the circle as a texture

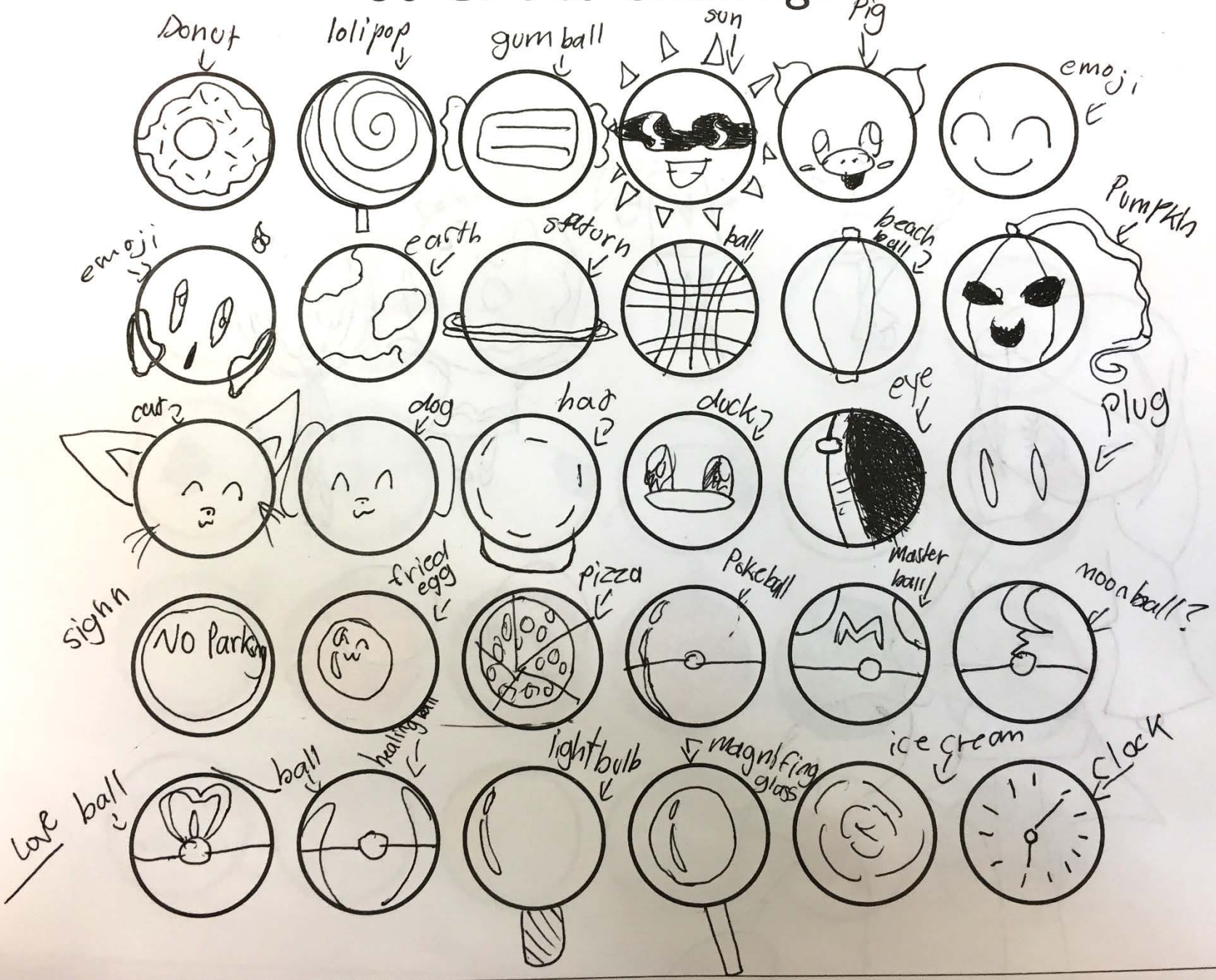


The 30 Circle Test. Summarise a Unit of work using only drawings in 60 seconds. Quantity is key, so sketches rather than Monet is better. Then get students to share drawings and allow them time to develop their work. Fantastic activity for consolidating, revision and making their learning concrete.



Stacey

30 Circles Challenge



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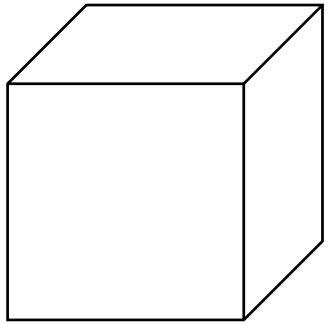


1. Be aware of your mindset

“If I had asked my customers what they wanted, they would have told me a faster horse.‘” - Henry Ford

Google
self-driving car
6UEJ089

?

2. Change your questions to be human-centered

Redesign the Motorcycle Helmet

HARLEY-DAVIDSON

SHARK
VISION-R
SHARK
VISION-R

Redesign based on user needs

She’s wearing a helmet

Redefining the Helmet

Redesign the Motorcycle Helmet

3. Ladder up to the higher need

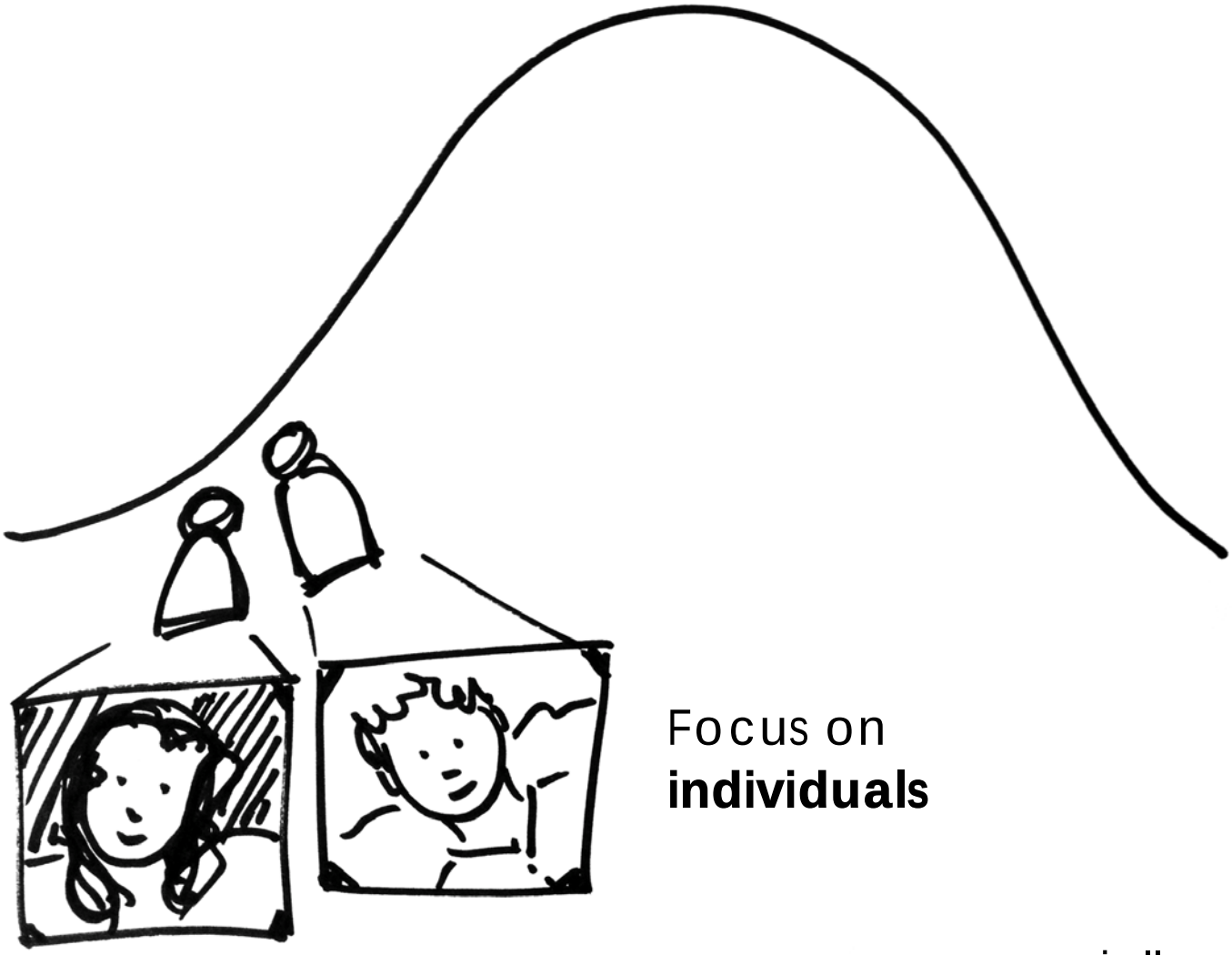
what's a need?

4. Stay focused on user needs vs. technologies

What's the real need? Why did they fail?

Cutting Ice at Moundsville, West Virginia, circa 1900. - Source: Church of God Archives, Anderson University, Anderson, Indiana.

5. Learn from your extreme users…they amplify hidden needs



Focus on
individuals

especially **extreme users**

OXO Good Grips

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Thank you !

For more information

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