

# **IDBM CHALLENGE 2021**

Design thinking: next iterations

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# Agenda

- Design thinking: Surface perspective
- Design thinking: Dominant paradigms
- Design thinking: Deep dive
- Task: stakeholder mapping
- Task: breaking conventions
- Task: five whys
- **Task: how might we**
- Next steps?

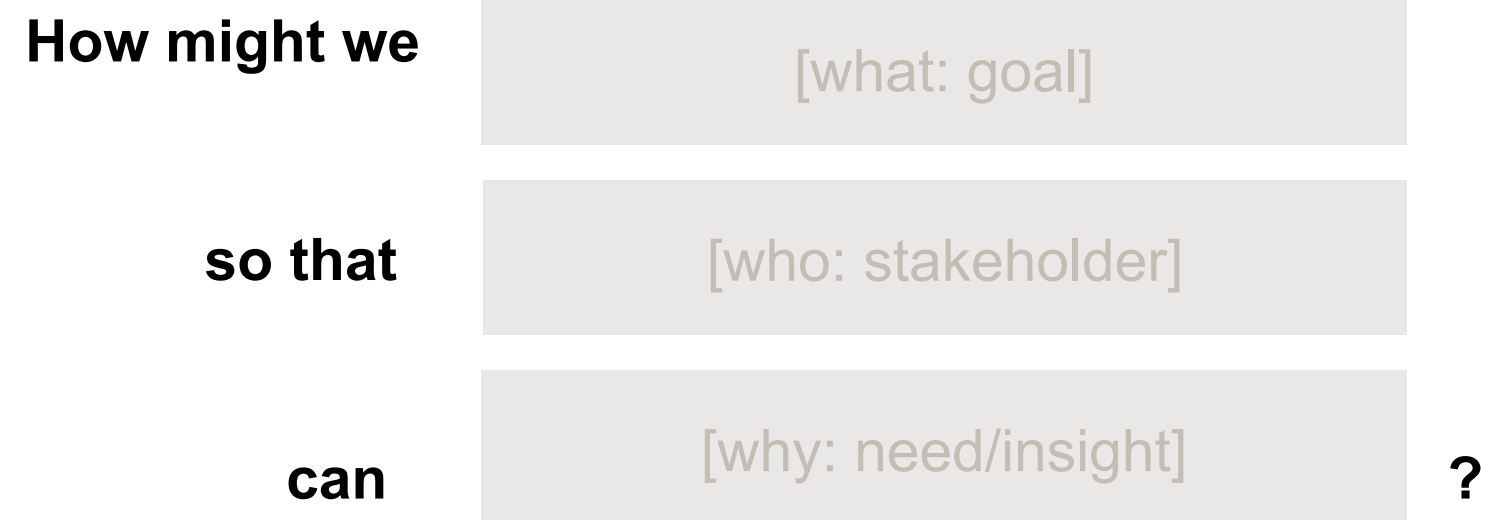
# HOW TO CONTINUE FROM 5 WHYS?

# Forming a good question to drive the design work

- Based on customer/user insights
- Stripped of unnecessary assumptions
- Taken to a sufficient level of abstraction
  
- Scope too narrow > not enough room to explore a variety of creative solutions
- Scope too broad > does not give you any idea where to start
  
- Acid test: can you come up with five solutions in a few minutes?

# How Might We (HMW) questions

- Rephrase insight statements as questions by adding “How might we” at the beginning.
- The objective is to find opportunities for design, so several How Might We questions are welcome.
- Does the question allow for a variety of solutions? If not, broaden it. Does it provide a narrow enough scope to start? If not, narrow it down.



IDEO

# TASK: Create alternative HMW questions

- First, individually, create at least 3 different how might we (HMW) questions
- Then, share your questions in your group. Looking at all of the questions, are there false or unnecessary assumptions? Are the scope and the level of abstraction good
- Select or combine 2-3 HMW questions that seem most promising

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# WHAT TO DO NEXT?

Iterate!

- Embrace multiple starting points: in order to create variety, avoid “blocks”, mitigate risks, and act as stepping stones for research
- Explore different methods if you want: IDEO, d.school, Dorst’s frame innovation
- Iterate AND make progress (remember: design quality vs movement ;)
- Reflect your work

# Q&A

# MORE INFORMATION

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