



CFAES

Design **Thinking**



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

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Empathy focused and **human-centered** design



“ Innovation is powered by a thorough understanding, through **direct observation**, of what people **want and need** in their lives and what they **like or dislike** about the way particular products are made, packaged, marketed, sold, and supported. ”

- **Tim Brown**



Let's pick a complex
challenge to focus our efforts







Interviews



Extreme Users



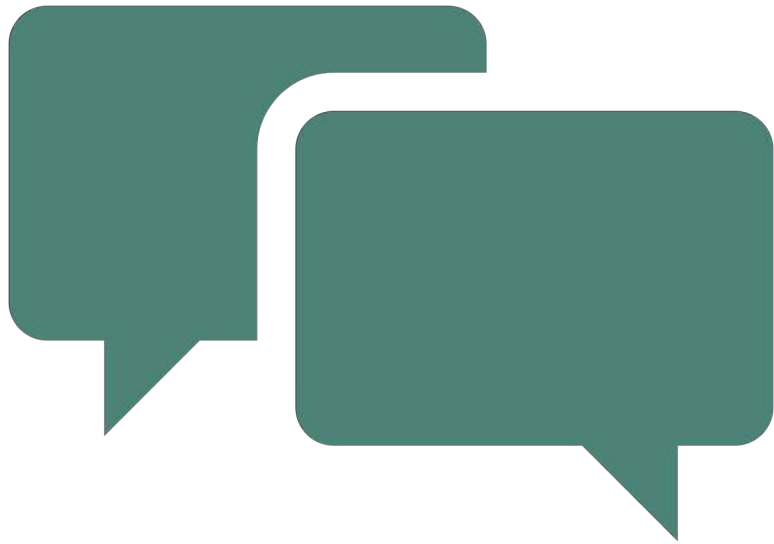
Bodystorming



What-Why-How



Interviews



Don't judge

Ask probing questions

Be truly curious

Find patterns

Actively listen





Interviews



Extreme Users



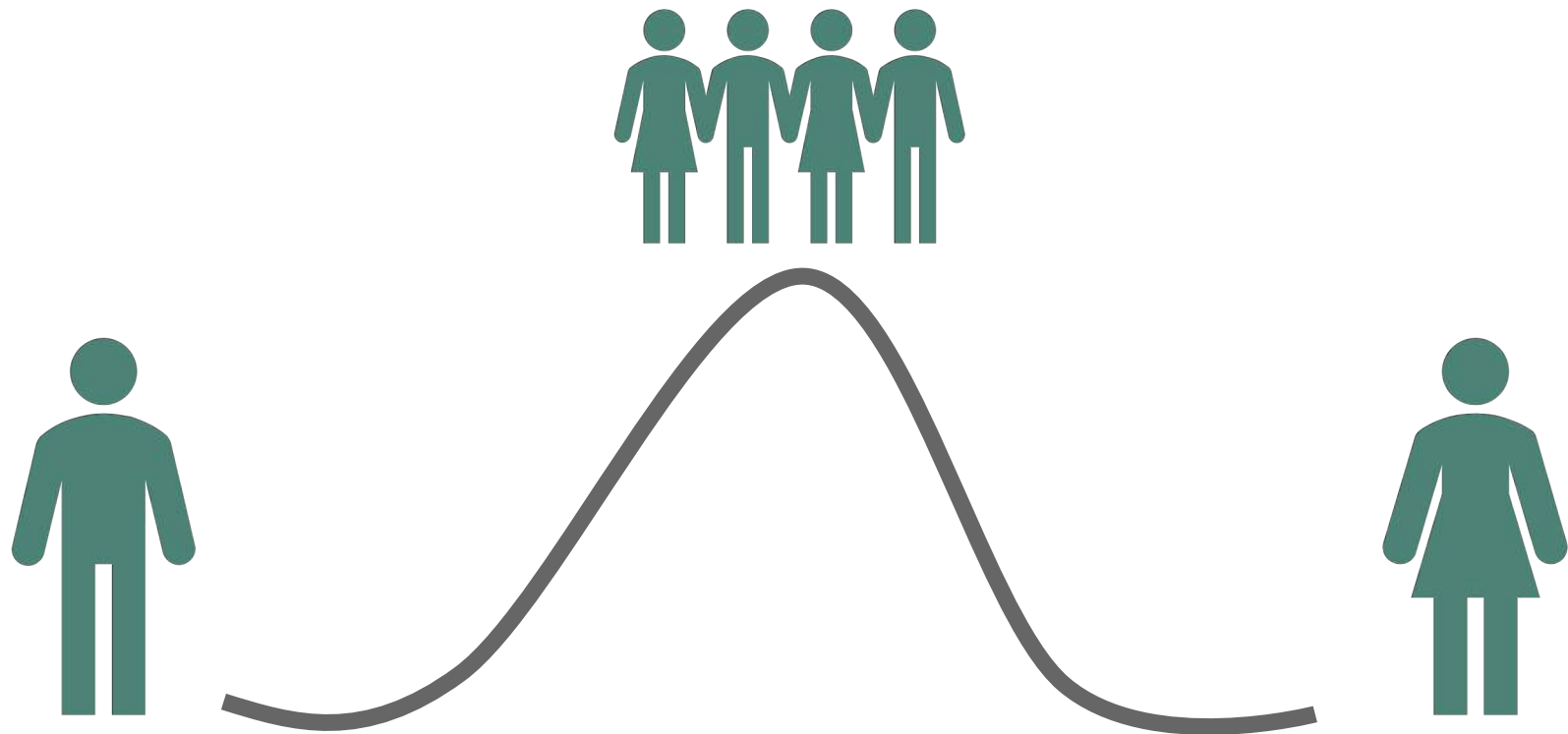
Bodystorming



What-Why-How



Extreme Users





Interviews



Extreme Users



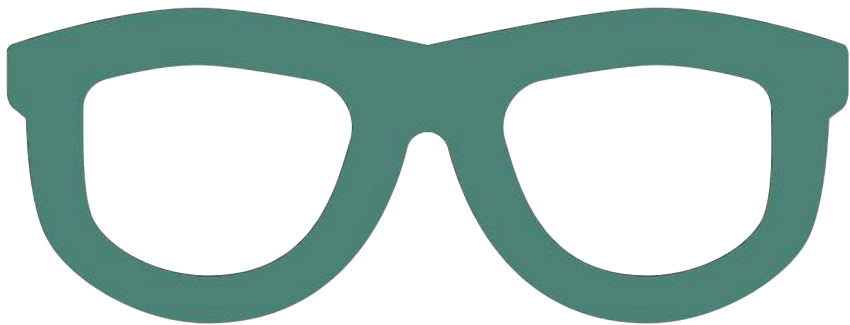
Bodystorming



What-Why-How



Bodystorming



Designing an experience to physically experience a situation from someone else's perspective





Interviews



Extreme Users



Bodystorming



Observation



Observation



Concrete Observations

What do I see happening?

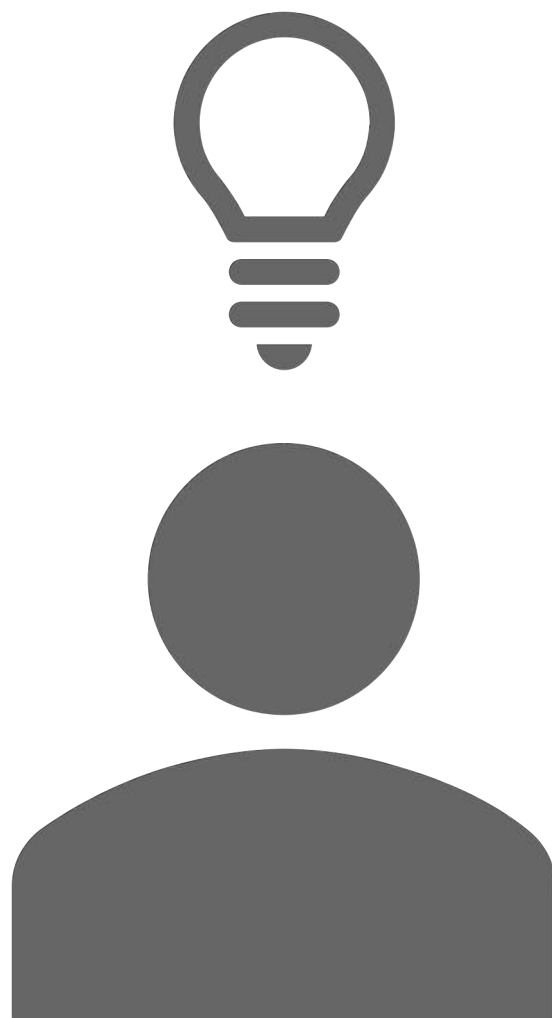
My Understanding

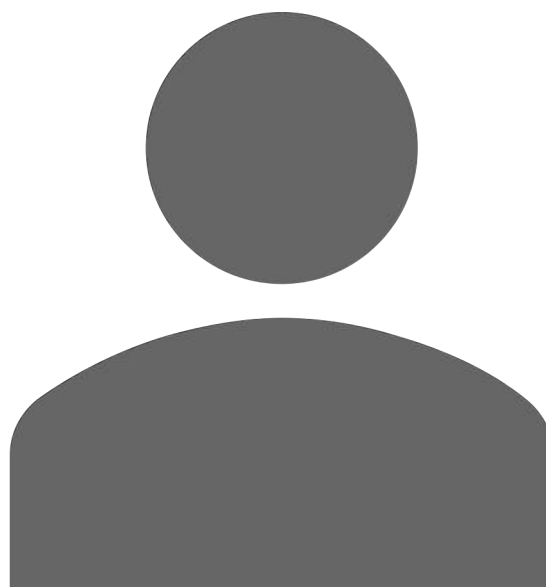
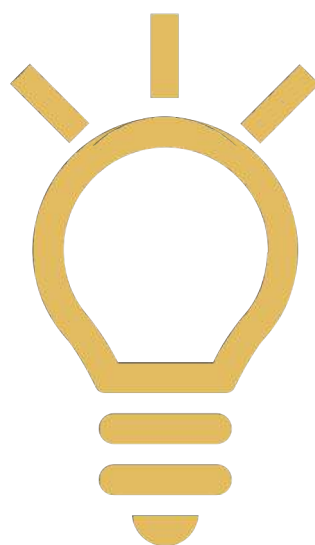
How is it happening (how are people performing tasks, how are people feeling, how does this activity/topic affect people?)

Interpretation

Why is it happening this way?

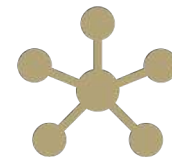








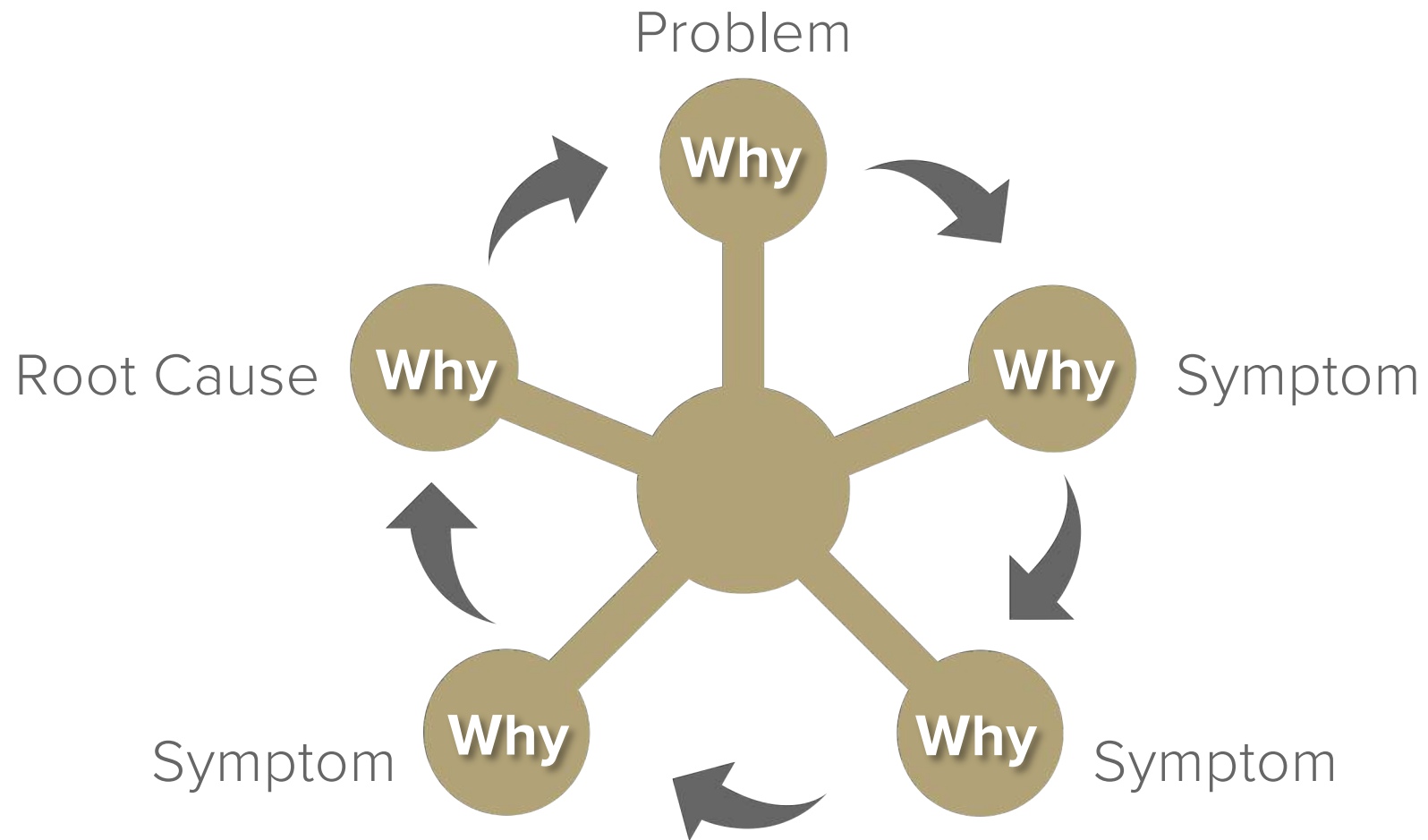




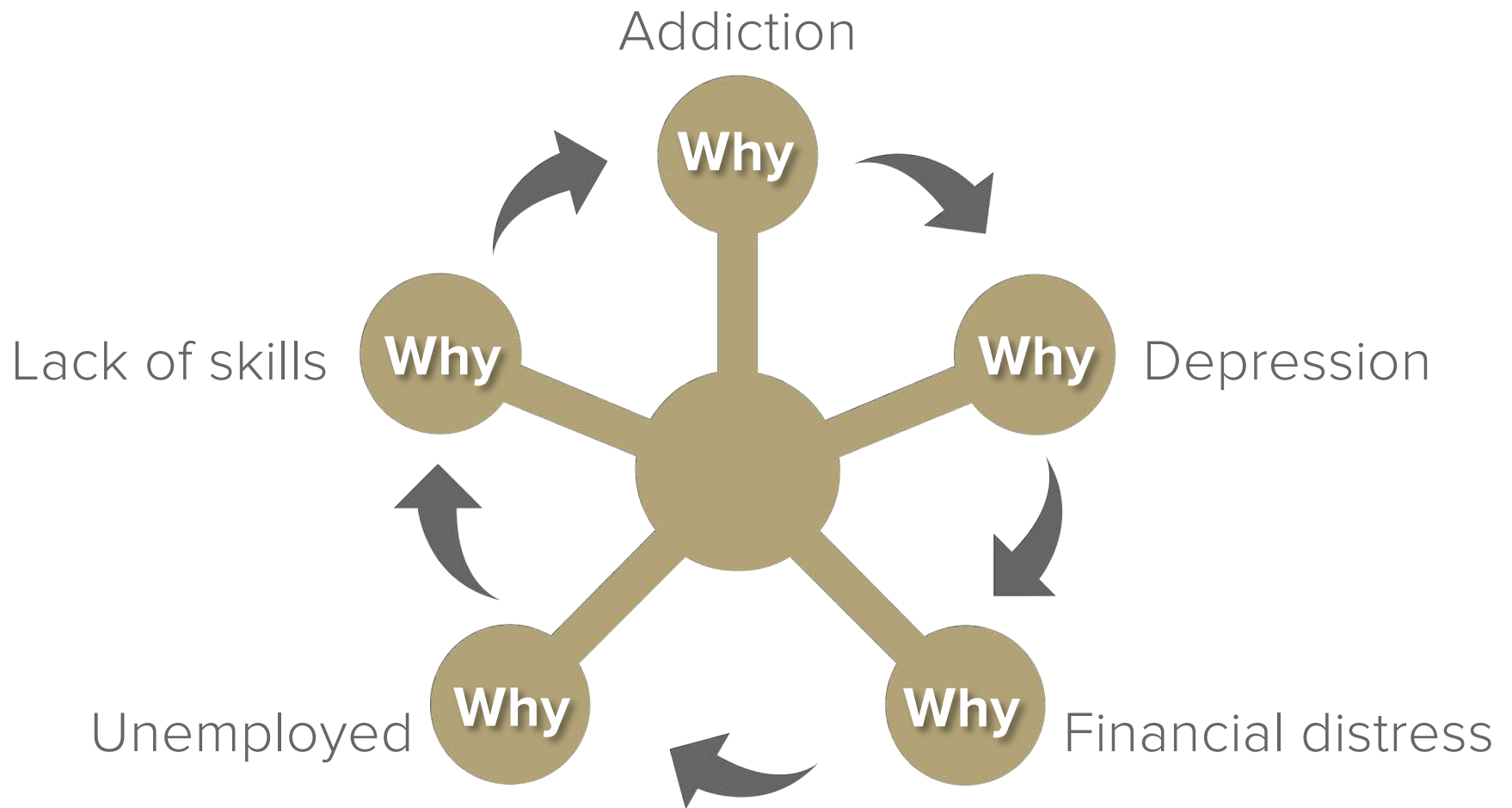
5 Whys



5 Whys



Opioid Epidemic







Ideation



Generate ideas
quickly

Ideation



Defer judgement

Ideation



Build on ideas of
others

Ideation



Stay focused on
finding solutions to
a single problem

Ideation



Go for quantity
over quality

Ideation



Adopt a “Yes,
and?” mindset



F2F Brainstorm



Worst Possible Idea



Crowd Storm



Involve Youth



Brainstorm



Work in team of 5-6 people

Everyone writes ideas on sticky notes and *briefly* introduces their concept

Draw connections through conversations

$1 + 1 = 3$





F2F Brainstorm



Worst Possible Idea



Crowd Storm



Involve Youth



Worst Possible Idea



Allows your team the freedom to come up with the worst ideas to solve a challenge

Helps overcome mental blocks

Breaks ice





F2F Brainstorm



Worst Possible Idea



Crowd Storm



Involve Youth



Crowd Storm



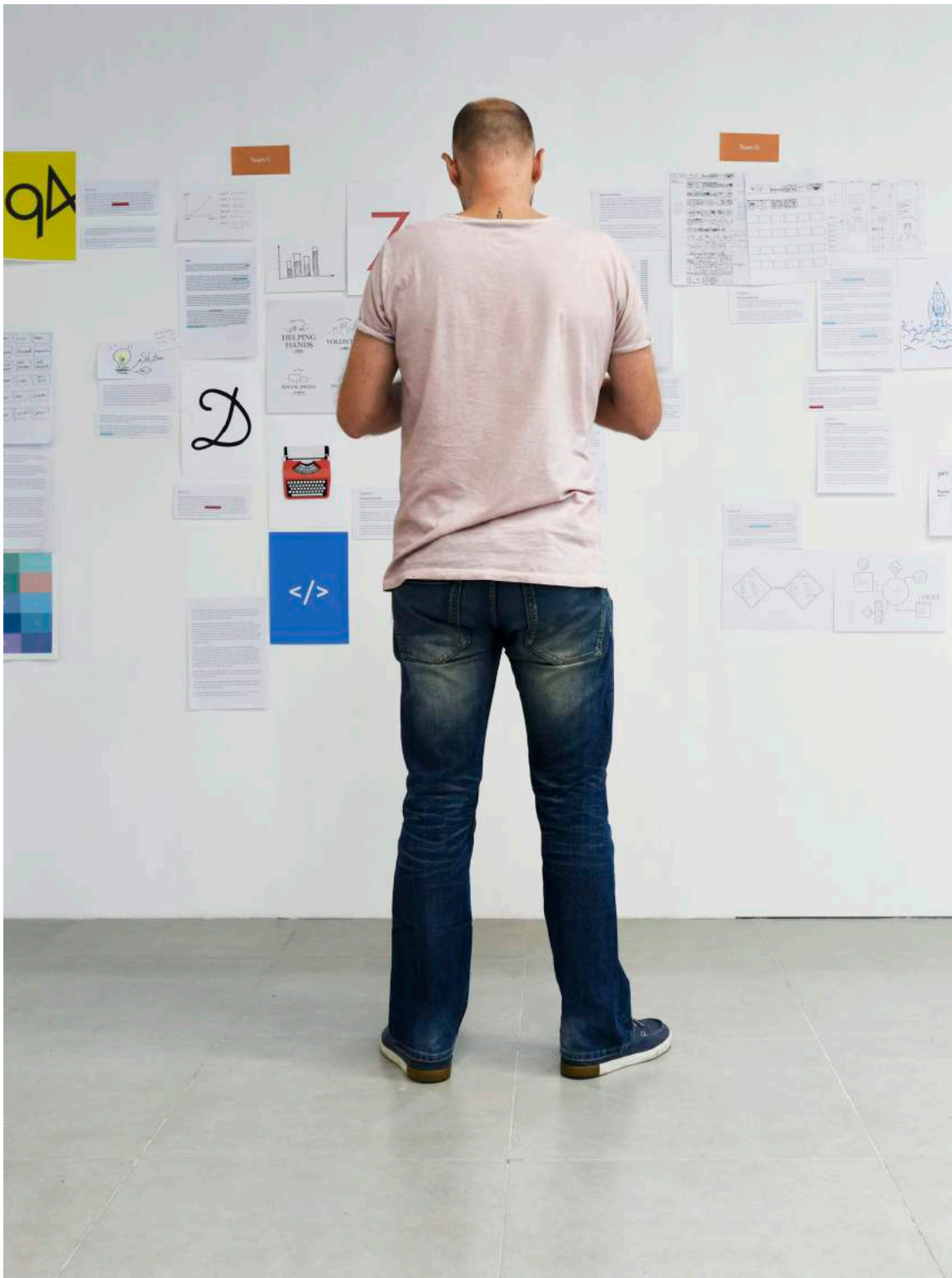
Allows you to crowd source feedback on ideas to help choose the best one



Crowd storming...
gone wrong

Boaty
McBoatface





F2F Brainstorm



Worst Possible Idea



Crowd Storm



Involve Youth



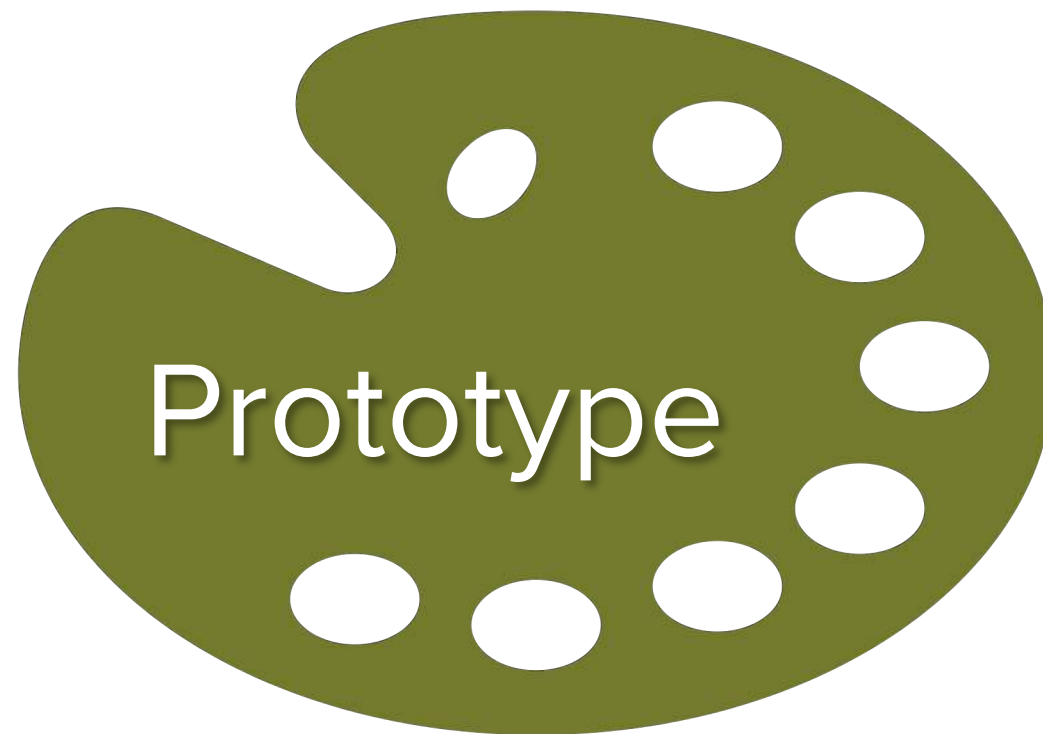
Involve Youth



Invite university students, high school students, 4-Hers, or other youth to participate in brainstorm activities









Program



Product



Program Prototyping



Provides experience
of your program or
service

Focus on workflow





Program



Product



Product Prototyping



Tangible example of
your product

Quick and rough

Functional









Observe



Analyze



Observe



How do users interact with your prototype?

What confuses them?

What excites them?





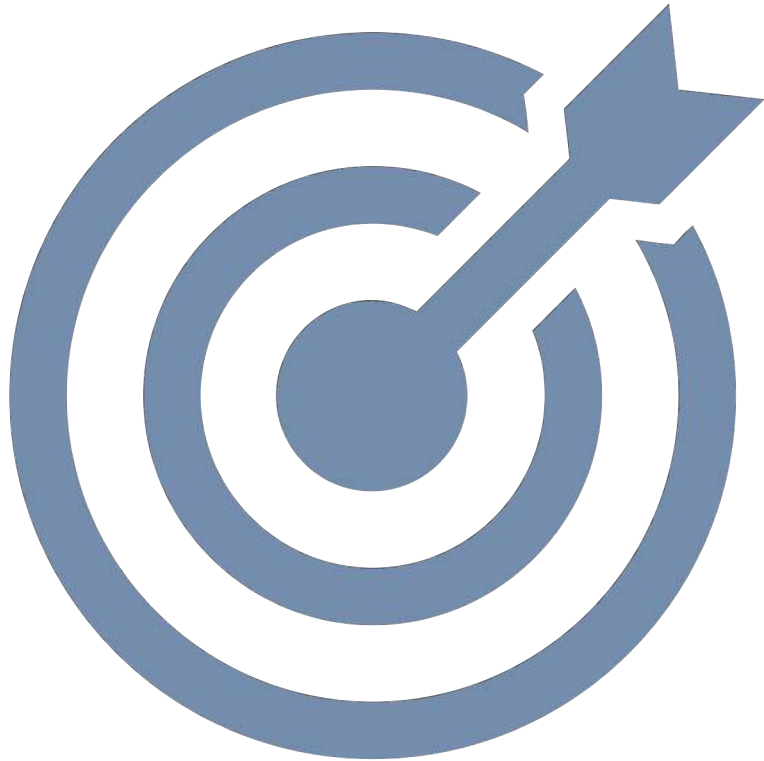
Observe



Analyze



Analyze

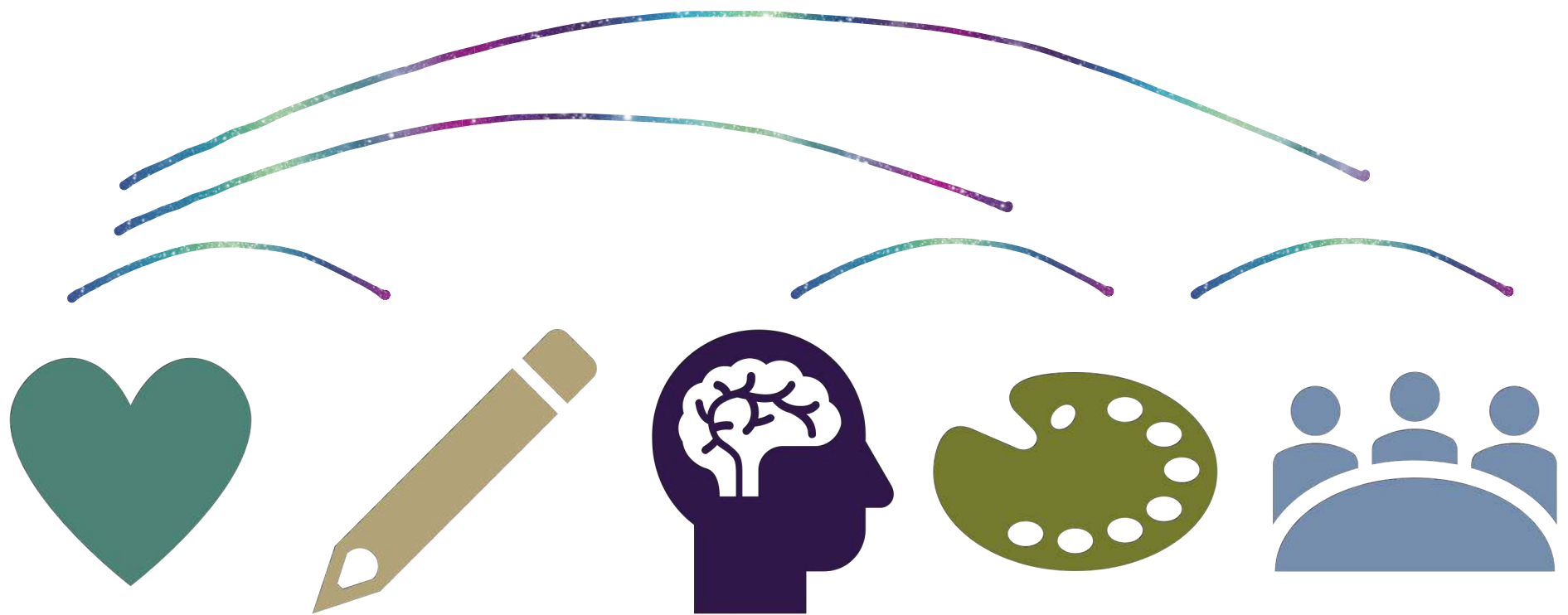


What worked well?

What needs changed?







Empathize

Define

Ideate

Prototype

Test



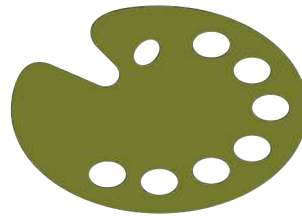
Empathize



Define



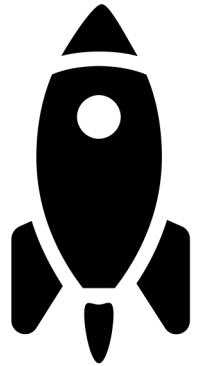
Ideate



Prototype

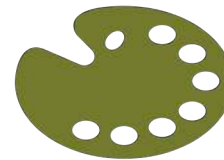


Test



Launch

Stanford d.school Crash Course



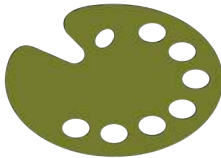
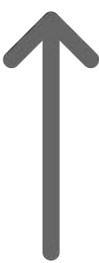
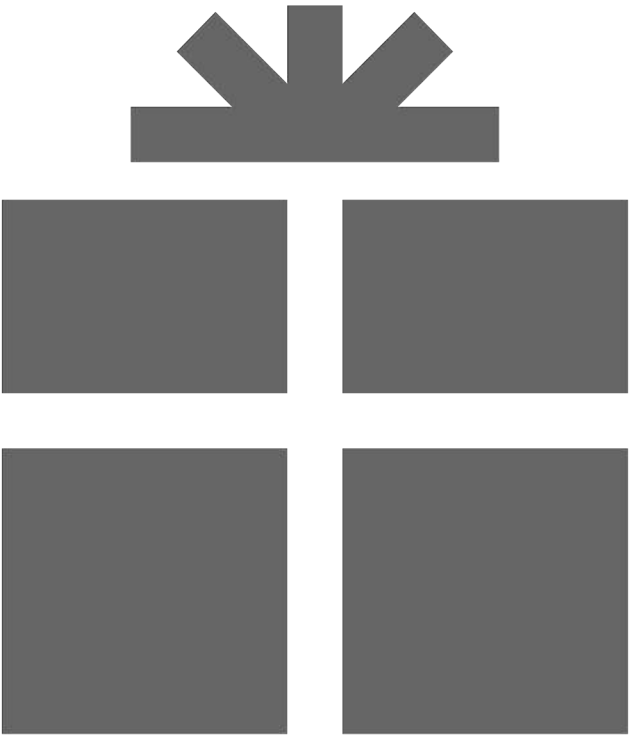
Empathize

Define

Ideate

Prototype

Test



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<http://go.osu.edu/designthinking18>



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