Design Thinking: Strategies to Spark Creativity and Innovation

The Library Collective 2016
Who We Are

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Session Structure

- Overview of design thinking
- Examples
- Speed design thinking activity
- Group sharing
What Is Design Thinking?

“A creative, intentional problem-solving process that puts users at the center.”

IDEO - Design Thinking for Libraries: A Toolkit for Patron-Centered Design
designthinkingforlibraries.com
Why Design Thinking?

Provides language, processes, and tools to help us spark creativity and solve problems.

Learning from various communities of practice helps us think in fresh ways.
Different Models - Different Language
Design Models Follow Patterns

- Understanding users – defining problem
- Design
- Develop
- Put it out in the world
- Evaluate -> Use feedback to tweak, iterate, make it better
Stanford d.school Design Thinking process

- looks linear, doesn’t have to be
- when you finish, loop back
Design Thinking Process: Building a Door Buzzer For My Desk
Empathize

- Observe
- Engage
- Watch and Listen
Door Buzzer: Empathize

I empathized with people trying to get my attention (and myself)

empathize mode for hacking your workspace:

• Visit workspaces
• Work!
• interview each other
Define

- problem statement
- synthesize
- discover connections and patterns

sense-making
Door Buzzer: Define

How can people get my attention when I’m wearing headphones?
Ideate

• generate the broadest range of possibilities
• Talk, sketch, write down or physically build
• Separate generation of ideas from judgment of ideas
Door Buzzer: Ideate

How do people get other people’s attention?
- door buzzer
- rearview mirror
Prototype

“"A prototype can be anything that a user can interact with – be it a wall of post-it notes, a gadget you put together, a role-playing activity, or even a storyboard."” - d.school
Door Buzzer: Prototype

Hi there!

You can press the button to turn on a light and get my attention if I’m wearing headphones.

attention-getting buzzer version 0.1...

tiny LED taped to my screen lights up
Test/Implementation

- get feedback on prototype
- get empathy
Door Buzzer: Test

Reactions from co-workers testing prototype:

• “How does it work?”
• “I didn’t read the sign. That’s cool though.”
• “I tried pressing the button, but you didn’t notice the light blinking.”

back to the beginning!
Empathize

“This was a helpful workshop! I wish I’d known more about using the library earlier” Junior Science Major (heard many times!)
Define
Ask Us?!? Ask us what? Ask us about…
How can we engage students using the pop-up concept?
Ideate

• Other pop-up successes
• Ways to get attention
  – what works?
  – doesn’t work?
  – what’s annoying?
• Topic ideas
• Branding ideas
Prototype

- location study
- physical set up
- design pilot

Duke University Libraries
pop-up set up and traffic study
Test / Implement

- Run the pilot
- Team postmortem
- Recommendations
- Plans to do it again
- Other locations?
Group Activity

• Speed activity
• Groups of 4 or 5
• Designate a note-taker
Getting Started

- **Empathize:** read the Library and User Context
- **Define:**
  How might we make research support more visible?
- **Ideate:** team brainstorm
- **Prototype:** build, sketch, improvise
- **Test & Implement:** plan and test with others
Discussion & Reflection