

# Planning your design thinking project

Live Webinar 10/06/20

Sefano Messori - Design Strategist, Remote Trainer & Facilitator



Stefano Messori



# AGENDA

1

## **An intro to my work**

An intro to my work as a Design Strategist, Remote Trainer & Facilitator.

2

## **What's design thinking?**

Do you face a wicked (complex) problem? What are you trying to solve a puzzle or a mystery?

3

## **Planning your design thinking project**

The setting, the allies and the research plan.

4

## **Going remote?**

Learn how to plan your design thinking project and organise your team effort.



# WHO?



Stefano *Messori*

DESIGN

STRATEGIST

*Remote Trainer & Facilitator*

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Stefano *Messori*

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# WHAT IS DESIGN THINKING?

## Process



### OBSERVATION

Observe customers in their **native environment** to spot un-articulated needs.



### IDEATION

Come up with a portfolio of possible **concepts/solutions** for the customers.



### PROTOTYPING

Transform a 'concept' into an **artifact** (minimal investment) so that users can experience and feel the product or service.

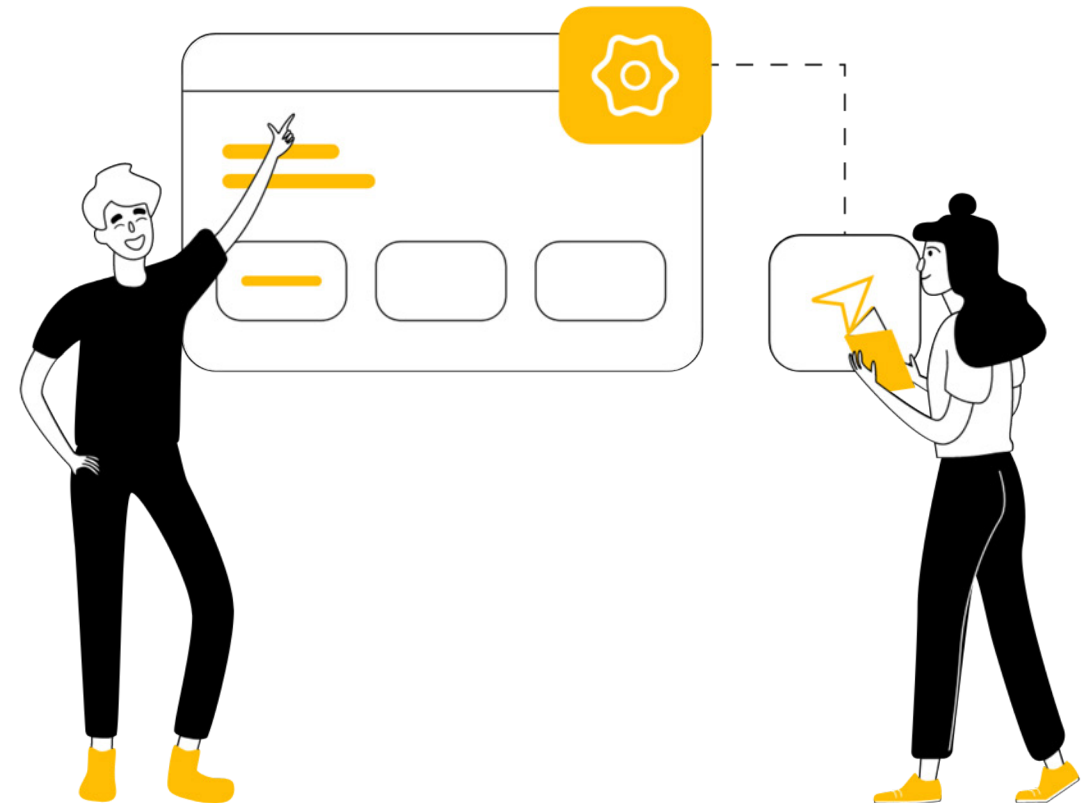


### TESTING

Hand a **working prototype** to customers and observe their reactions and the use they make of it.

## DESIGN THINKING MODEL

## Mindset



# DESIGN THINKING MODEL



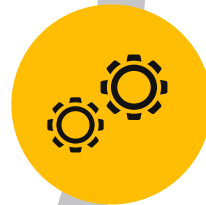
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**CREATIVITY**

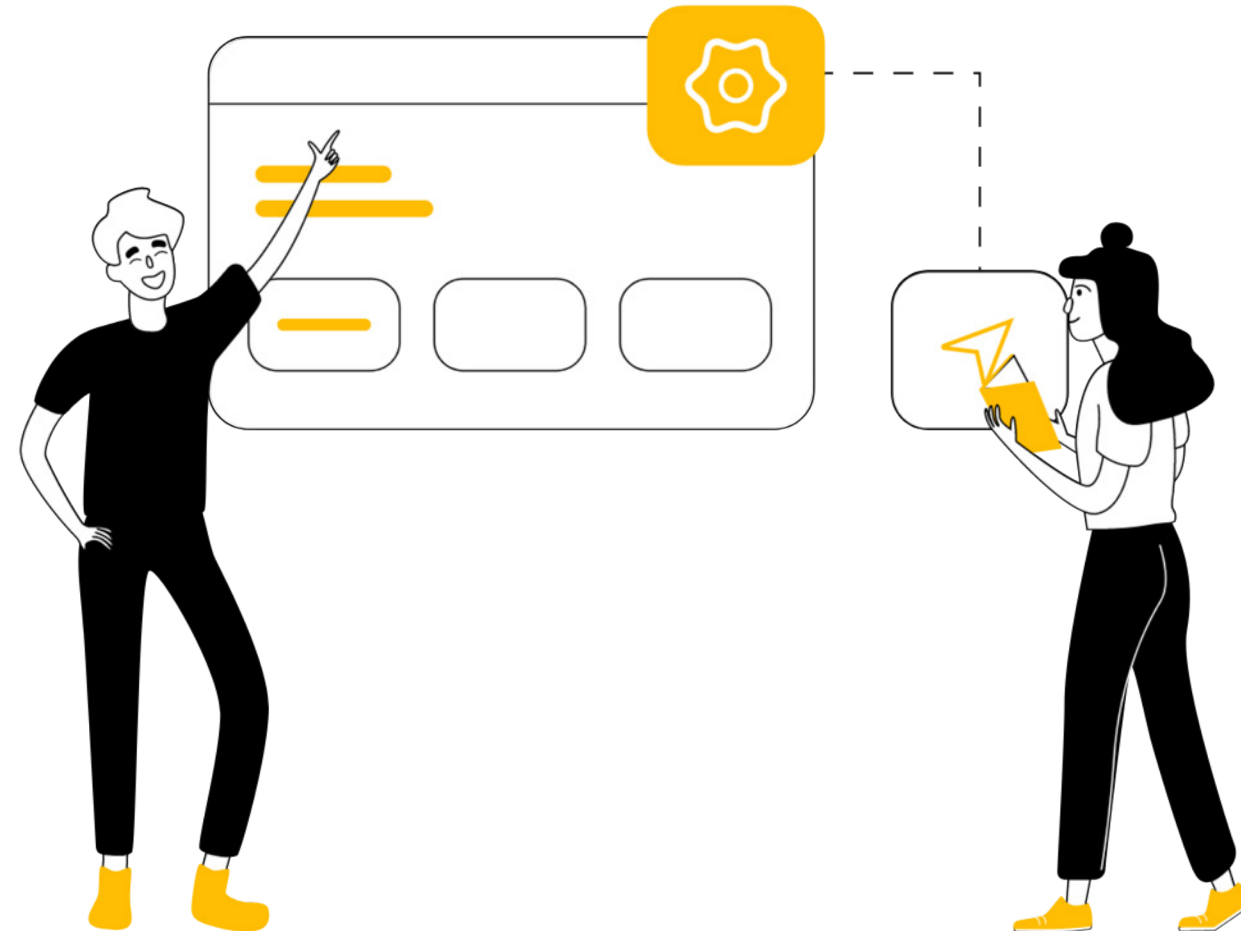


**INNOVATION**



# WHAT IS DESIGN THINKING?

Mindset



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# DESIGN THINKING PROCESS

## PRE-STEPS OF THE DESIGN PROCESS



Project setting

Allies

Research

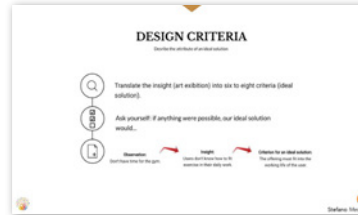
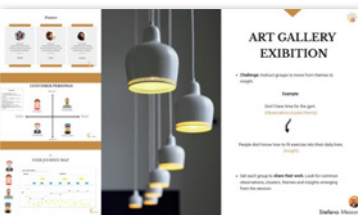
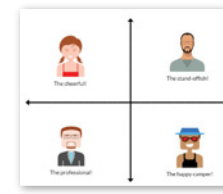
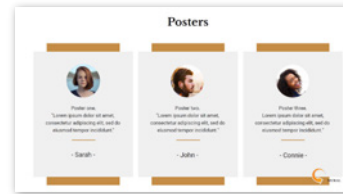
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# ASSESSING THE DESIGN OPPORTUNITY

Evaluating the contribution of design thinking.

Design thinking helps teams working on projects characterised by a high level of uncertainty.

## DEGREE OF COMPLEXITY

Are there many interconnected facets of the problem? Is it hard to understand where to start?

## DATA AVAILABLE

Is the current set of available data consistent and reliable for our project?  
Do we need to create new data?

## CURRENT OFFER

What is the current solution to the problem we are trying to frame better, and solve?



## HUMAN CENTRED?

Deep understanding of the people (users) is essential to the success of the project.

## UNDERSTANDING OF THE PROBLEM

Do we understand our customer's problem? Do we need to explore it further?

## LEVEL OF UNCERTAINTY

Are there many unknowns? Is past data able to help us?



# PROJECT SCOPE TEMPLATE

Framing the project / opportunity

Sizing an opportunity - the first step in the design project.

## 01 POSSIBILITY

New value creation

## OPPORTUNITY

## 02 POSSIBILITY

New value creation

## 03 LIMITATION

Barriers / boundaries to value creation

## 04 LIMITATION

Barriers / boundaries to value creation



# DESIGN BRIEF TEMPLATE

An overall view of your project

Focusing on the project's objectives, opportunities and limitations.

DESCRIPTION



SCOPE



QUESTIONS



METRICS



TARGET USER



LIMITATIONS



OUTCOMES





# TYPES OF PLANS



1. Setting



2. Allies



3. Research



# TEAM SETTING **PLANS**



1. Setting



# TEAM SETTING **PLANS**



1. Setting



Physical setting



Remote setting



Hybrid / mixed setting



# TEAM SETTING **PLANS**



1. Setting



Physical setting

Remote setting

Hybrid / mixed setting





# TEAM SETTING **PLANS**



1. Setting



Physical setting

Remote setting

Hybrid / mixed setting



# ALLIES **PLANS**



1. Setting



2. Allies



# ALLIES **PLANS**



2. Allies



# TYPES OF ALLIES



Core team



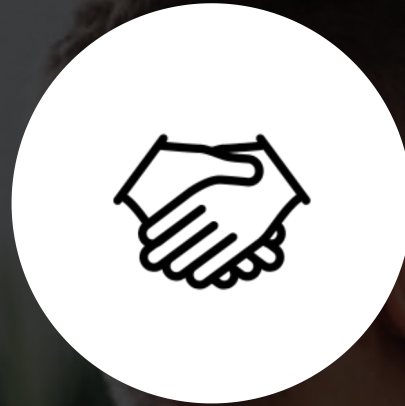
Extended team

2. Allies





# CORE TEAM



Core team



People actively  
working on the  
project.

2. Allies



# EXTENDED TEAM



Extended team

2. Allies



# EXTENDED TEAM



Extended team



2. Allies

Colleagues  
users/customers  
product & industry experts





# TEAM TRAITS & DYNAMICS



## **Diversity**

Different perspectives foster  
new possibilities for value  
creation.





# TEAM TRAITS & DYNAMICS



## **Diversity**

Different perspectives foster new possibilities for value creation.



## **Conversations**

Value is created from the interaction between different team members.



# TEAM TRAITS & DYNAMICS



## **Diversity**

Different perspectives foster new possibilities for value creation.



## **Conversations**

Value is created from the interaction between different team members.



## **Develop Empathy**

For your core and extended team.

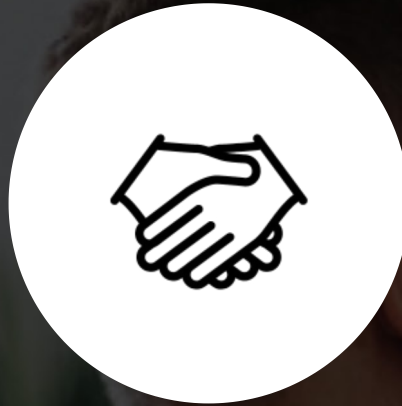




# RESEARCH **PLANS**



1. Setting



2. Allies



3. Research



# RESEARCH PLANS

Who to study?





# RESEARCH PLANS



Who to study?

Where?



# RESEARCH **PLANS**



Who to study?

Where?

What to explore?



# RESEARCH PLANS

Number of  
observations,  
interviews?



Who to study?

Where?

What to explore?



# RESEARCH PLANS





# RESEARCH PLANS

Who's responsible?

Who to study?

When?

Where?

Number of  
observations,  
interviews?

What to explore?



# RESEARCH TRAITS & DYNAMICS



## **Small Sample**

From quantitative to qualitative researches.





# RESEARCH TRAITS & DYNAMICS



## **Small Sample**

From quantitative to qualitative researches.



## **Deep Exploration**

Understanding the users better they know themselves.



# RESEARCH TRAITS & DYNAMICS



## **Small Sample**

From quantitative to qualitative researches.



## **Deep Exploration**

Understanding the users better  
they know themselves.



## **Looking for Insight**

Not to validate your idea!





# RESEARCH PLANS



1. Setting



2. Allies



3. Research



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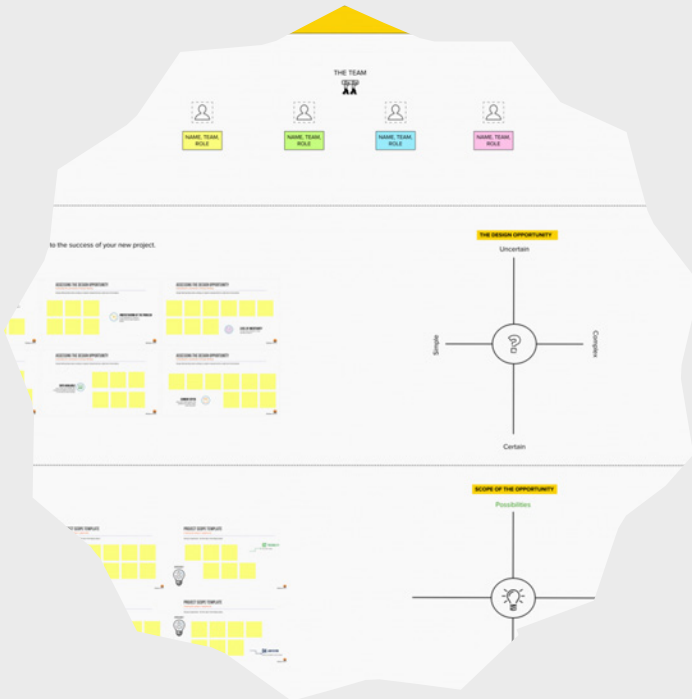
Running online  
creative sessions

CREATIVITY

&

INNOVATION

Online Project  
Management (tool)

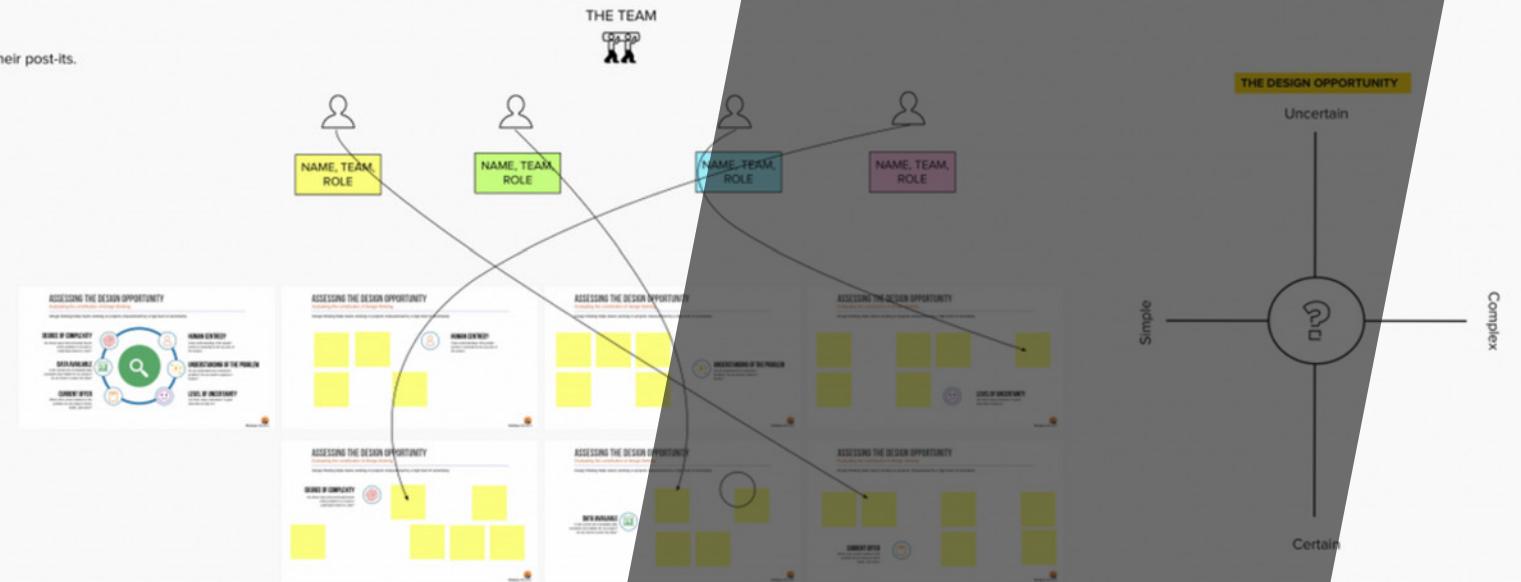


## PRE-STEPS TO THE DESIGN THINKING PROCESS

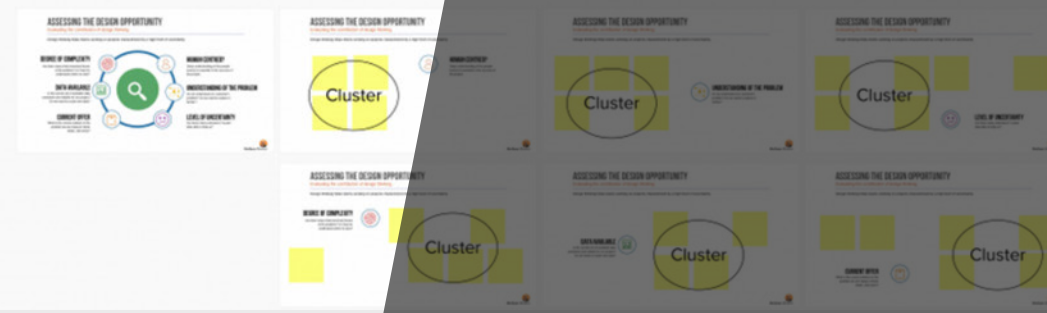
- 1 Each team member works on the Design opportunity template individually.  
Leave about 30 min for this phase.



- 2 Team sessions: members share their thoughts by populating a Design Opportunity Template with their post-its.



- 3 Participants start looking for patterns by clustering similar observations.







Strategic Design Programme

The Project

+ Add new task

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☒ The Opportunity  
Completed 8 months ago

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☐ Problem Understanding

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☐ Level of uncertainty

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☐ Source of complexity

The Scope of the project

+ Add new task

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☒ The Project Scope Template  
Completed 2 months ago

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☐ Possibility 1

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☐ Possibility 2

Design thinking helps teams identify, conceptualize, create, prototype, and implement innovative solutions.

☐ Opportunity

Design Criteria

+ Add new task

- ☒ Brainstorming Ideas  
Completed 2 years ago
- ☐ Develop new concepts
- ☐ Identify a shift in perception on the customer need
- ☒ Create a set of napkin pitches  
Completed 10 months ago
- ☒ Layout assumptions on customer needs  
Completed 10 months ago

Prototyping

+ Add new task

- ☒ Describe the set of different users needs  
Completed a month ago
- ☒ Basic prototyping (paper)  
Completed a month ago
- ☒ Advance prototyping (3D model)  
Completed a month ago
- ☒ Intermediate prototyping (wizard of Oz)  
Completed a month ago
- ☒ Storytelling  
Completed a month ago
- ☒ Storyboarding  
Completed a month ago

Testing

+ Add new task

- ☒ Get feedback  
Completed 2 months ago
- ☒ Invite selected early adopter for feedback  
Completed 2 years ago
- ☒ Discuss feedback with customers  
Completed 8 months ago
- ☒ Co-creation session  
Completed 8 months ago
- ☒ Proceed or table product idea  
Completed 8 months ago

Launch

+ Add new task

- ☒ Develop strategy  
Completed
- ☒ Engage early adopters  
Completed
- ☒ Referral marketing  
Completed
- ☒ Influence  
Completed
- ☒ Trial period  
Completed
- ☒ Define and use of the product  
Completed
- ☒ Foster product adoption  
Completed

# INNOVATION PROJECT MANAGEMENT



# PLANNING YOUR D.T. **PROCESS**

Work - Connect - Facilitate - follow-up

## **Setting**

Physical - Remote - Hybrid

2

## **Reserach**

Who - What - Where - When

4

1

## **Allies**

Core - Extended teams

3

## **Facilitation + accountability**

End the session by setting tasks  
for each participant, deadlines and  
expected outcomes.



# CONTACT



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