AMM
HR CONSULTING

Design Thinking, Not just for Tech Labs Anymore

AM Morris Consulting
www.ammorrisconsulting.com

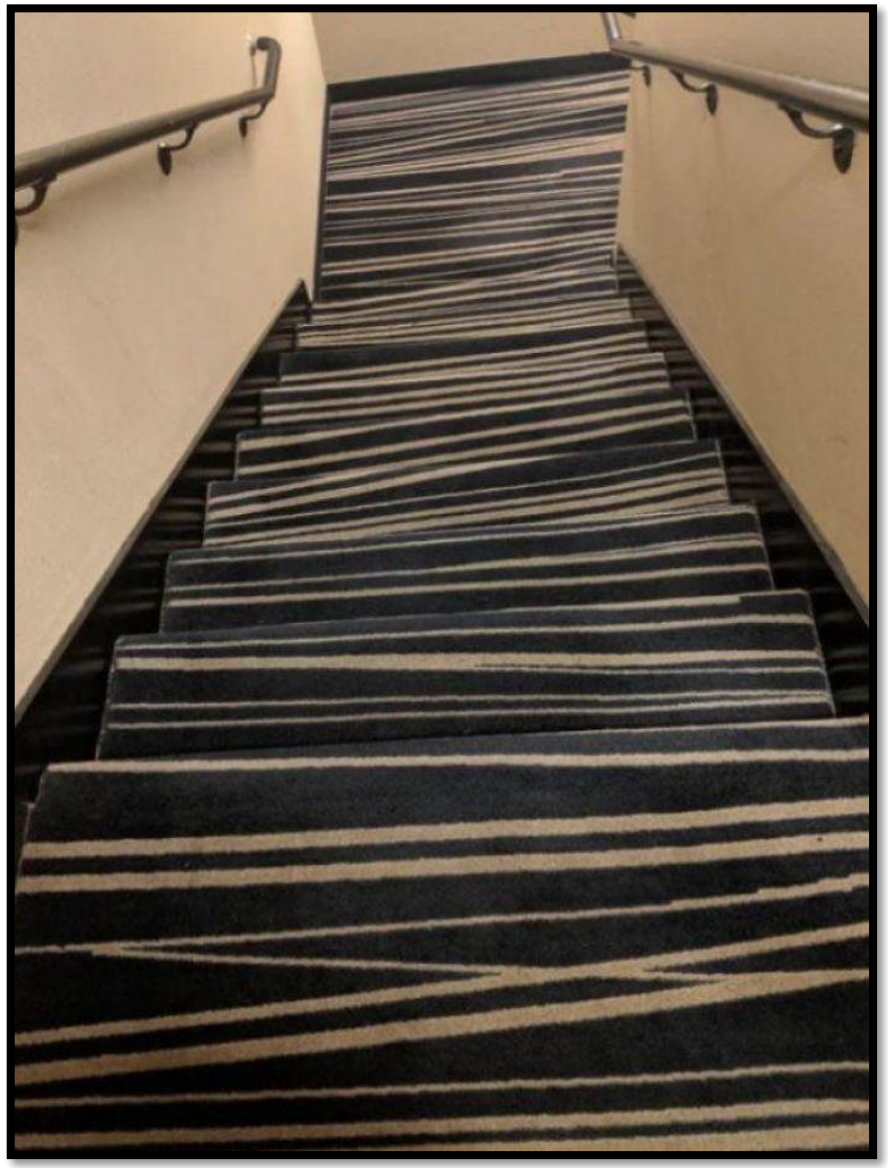
LIFT OFF!

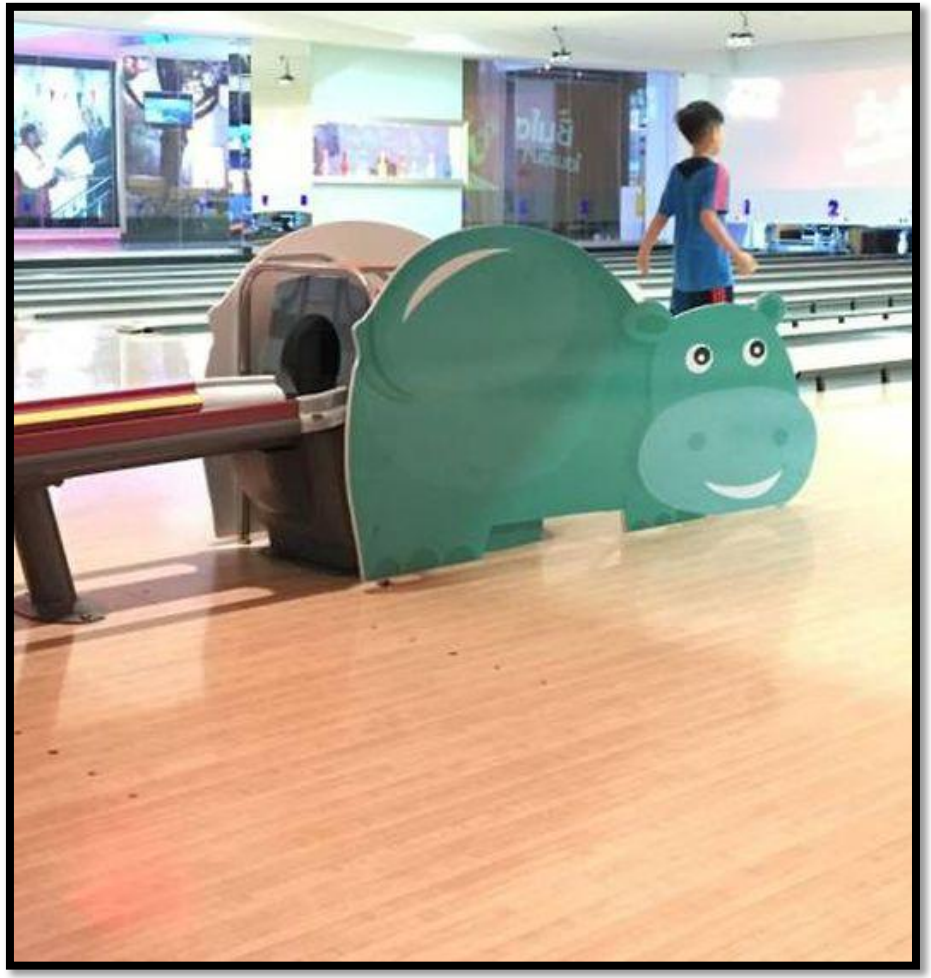
- ✔ Chris, our brilliant producer
- ✔ Chat/Unmute
- ✔ Annotate

Where Are You From?

Great Design is Everywhere

But, Sometimes They Miss the Mark

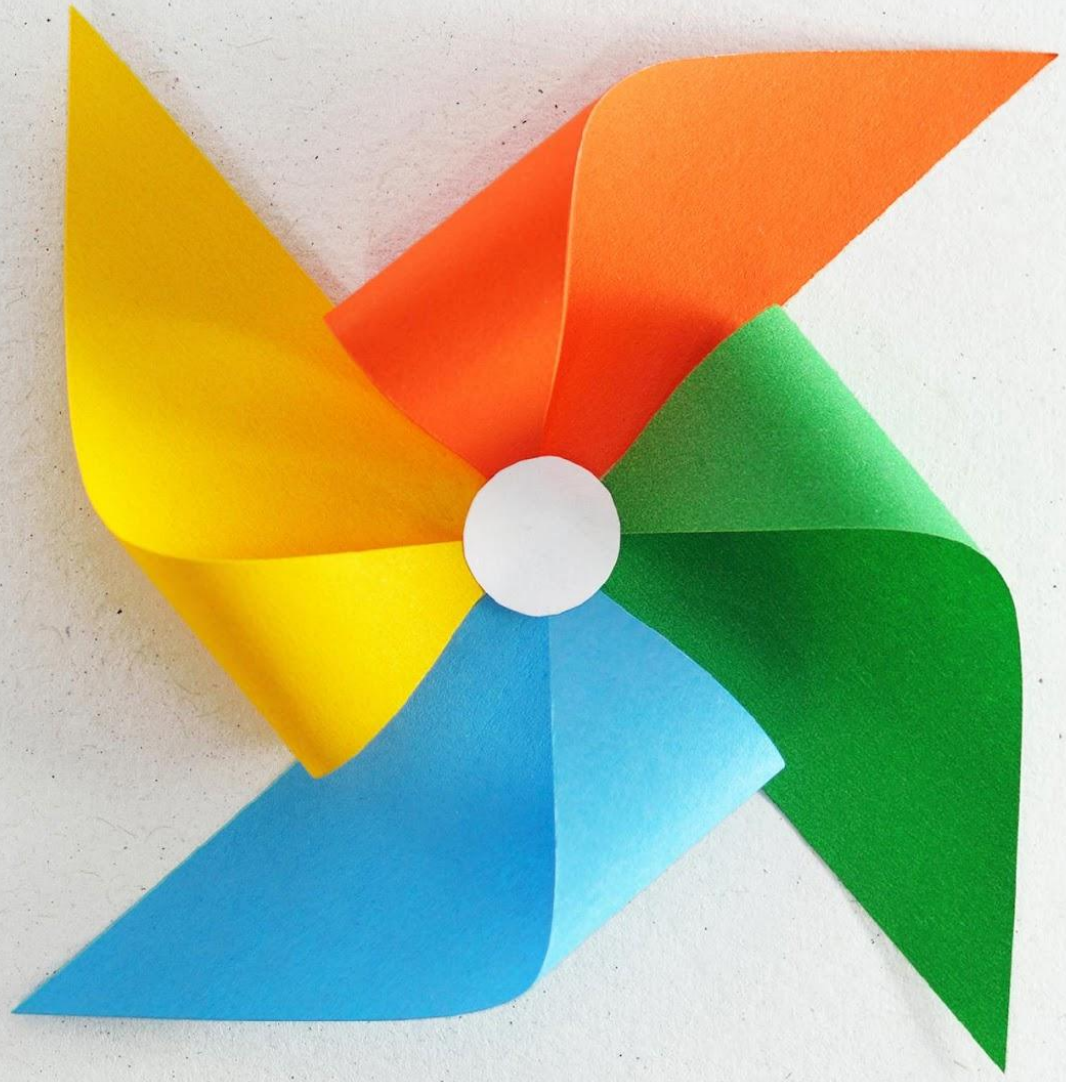




In the Chat, What Business Issues are You Working to Reimagine?

Here's What We'll Cover

1. **Design Thinking Process**
   (& a quick dive in)
2. **What to Do Next?**



MIT's Sloan School of Business

Design Thinking Process

4. Implement

3. Prototype, Test, Refine

2. Develop Potential Solutions

1. Define the Problem

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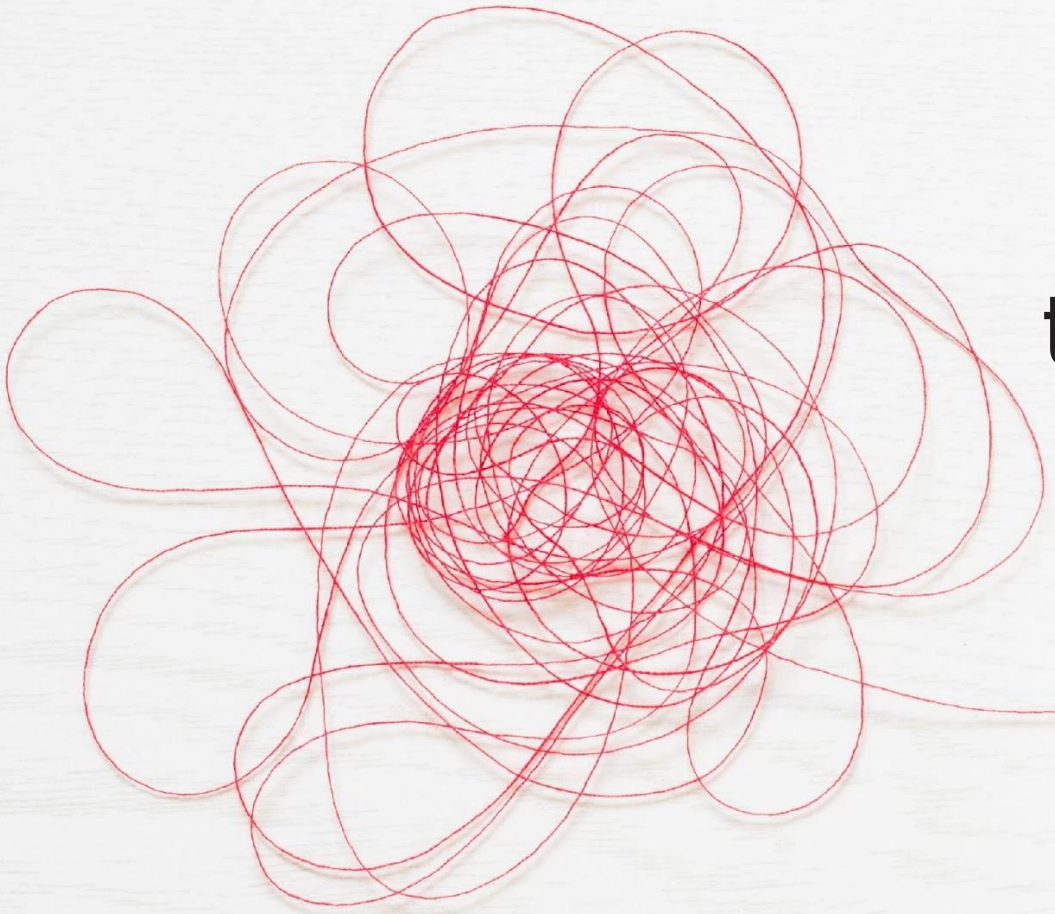
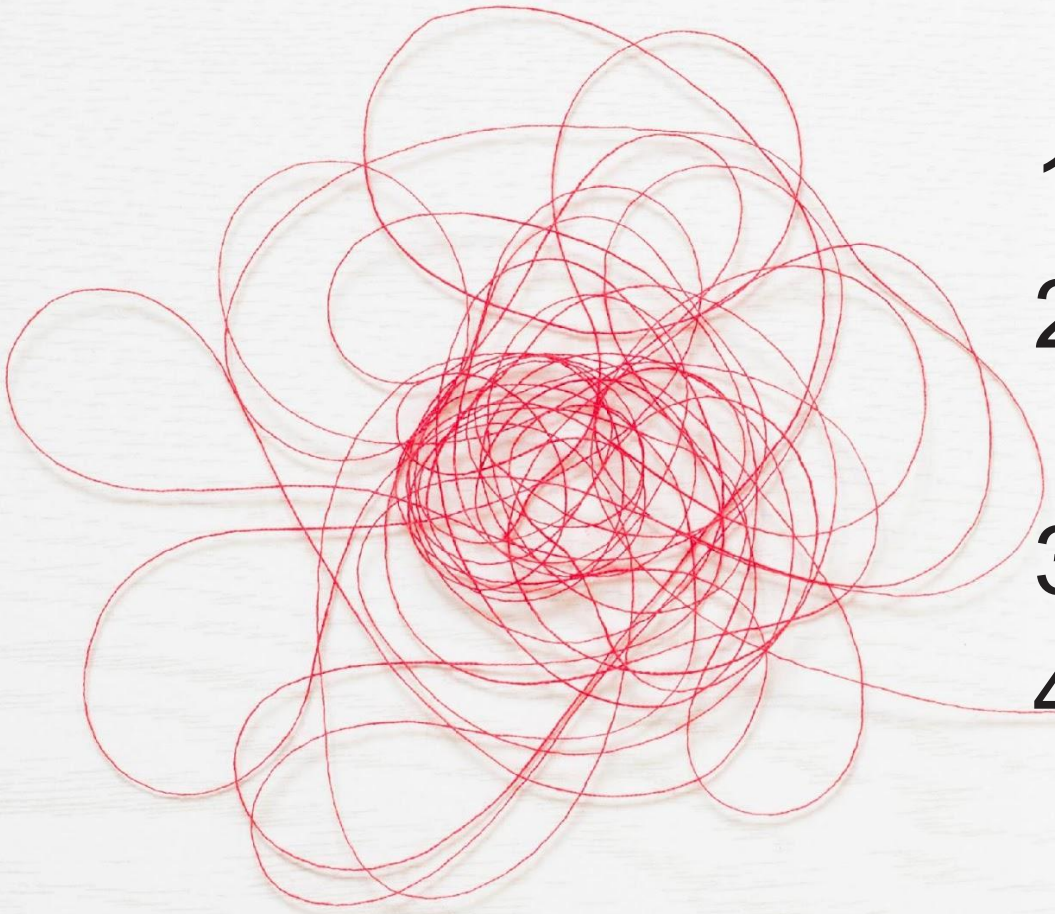
1. Define the Problem



"If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and five minutes thinking about solutions."

Albert Einstein, 1879-1955
German Theoretical Physicist

1. Define the Problem
Use a Problem Statement



1. What's the problem
2. How you know it's an issue (hint—data and stats)
3. Why it's a problem
4. Solution checklist
    - This is the wish list for users
    - Not the answer

LA County Voting Problem Statement

1. **The problem:** 5 million registered voters in LA County were using an outdated system
2. **How you know it's an issue:** Voter turnout was decreasing
3. **Why it's a problem:** Democracy
4. **Solution Checklist:** Something intuitive, easy to use, allows equal access, & can adapt as needs change

1.Define the Problem

Define a “Typical” User

- ✔ Focus groups
- ✔ Interviews
- ✔ Observations
- ✔ Walk in the shoes of the users (try it yourself)
- ✔ Avoid
  - Assumptions
  - Solution, then retrofitting

LA County Voting "Typical" User

- Differently abled
- Non-English speakers
- Unfamiliar with technology
- All ages
- Challenge to get to voting locations

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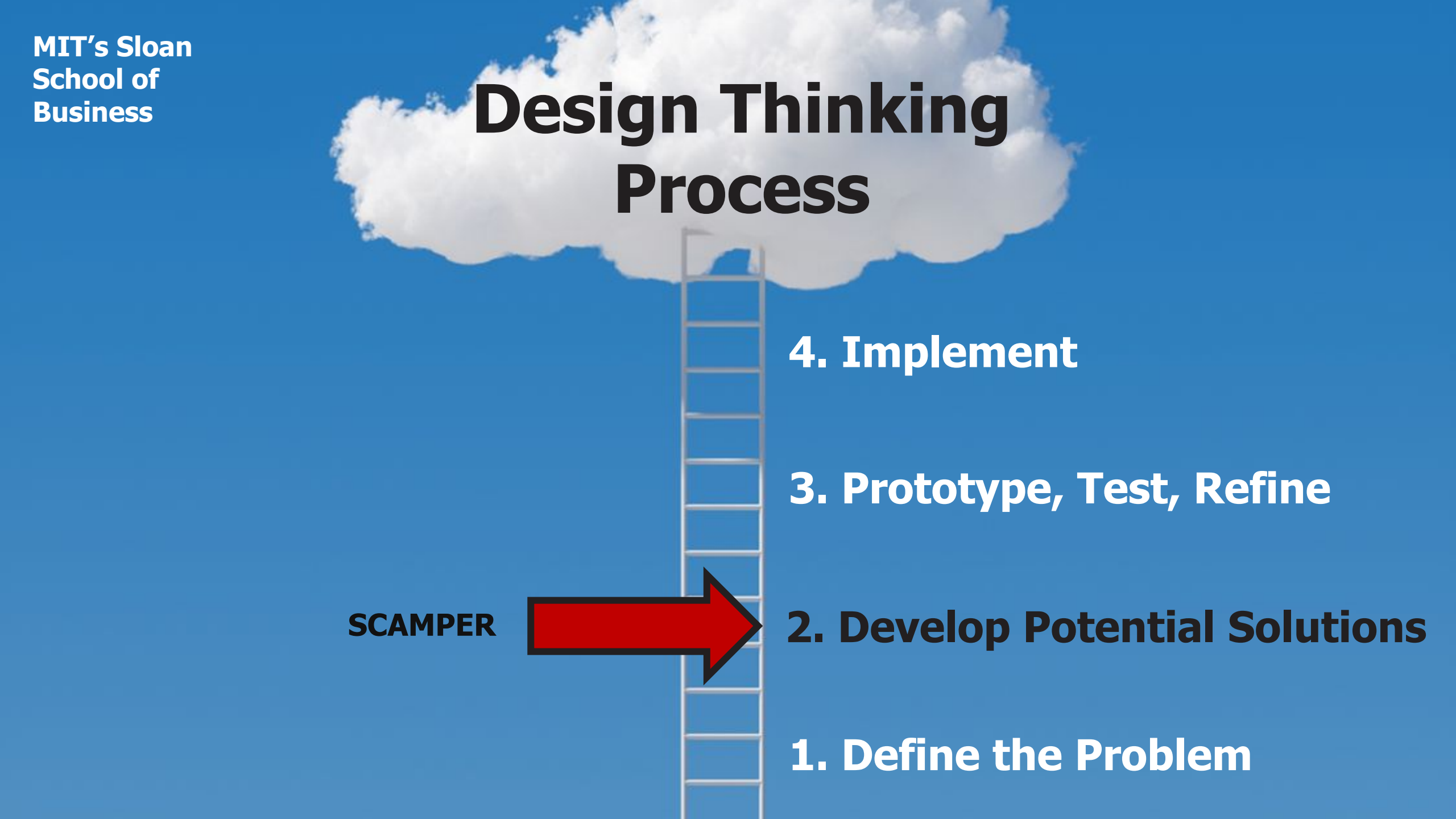
SCAMPER

2. Develop Potential Solutions

1. Define the Problem



SCAMPER: Put to a New Use

In chat or unmute, how would Put paper clips to a different use as a:

Teacher

Thief

Photographer

2. Develop Potential Solutions: SCAMPER

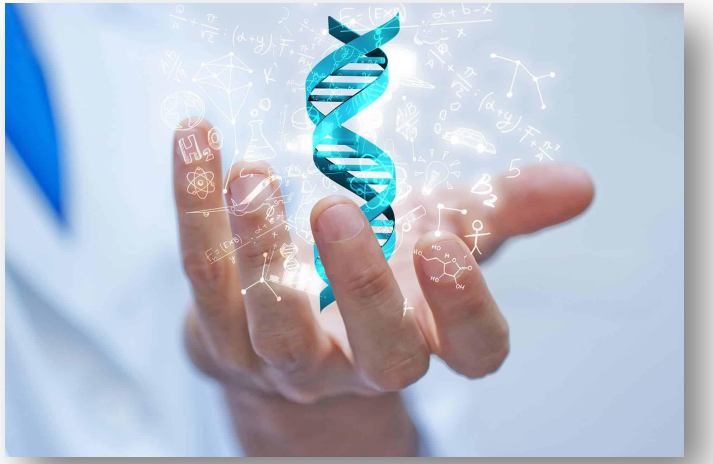
Substitute
Combine
Adapt
Modify
(Maximize or Minimize)
Put to another use
Eliminate
Reverse

SCAMPER

Substitute

Substitute old paper medical records for electronic ones

Combine



Gregor Mendel,
(1822–1884), Austrian-Czech Biologist

Combined math & biology for genealogy

Adapt

Adapt hotel soap to be single use

SCAMPER

Modify (max or mini)

1961, Ray Croc (1902-1984)
American Businessman

- Minimize menu & staff: fast food, burgers, no waiters
- Maximize: Sold real estate & franchises

Put to another use

George Washington Carver
(1861?-1943), American Chemist

- Peanut Butter, Flour, Milk, Shampoo, Pomade, Dye, Stains, Wall Boards
- Salted Peanuts

SCAMPER

Eliminate

Eliminate large packaging

- Household items
- Cleaners

Reverse

Hackathons

Started with Meta asking, “How can we pay people to hack our systems?”

LA County Voting Develop Potential Solutions, SCAMPER

- ❑ Adapt to several languages
- ❑ Eliminate the need to travel to different voting sites

SCAMPER: Put to a New Use

What did you come up with?

Teacher

Thief

Photographer

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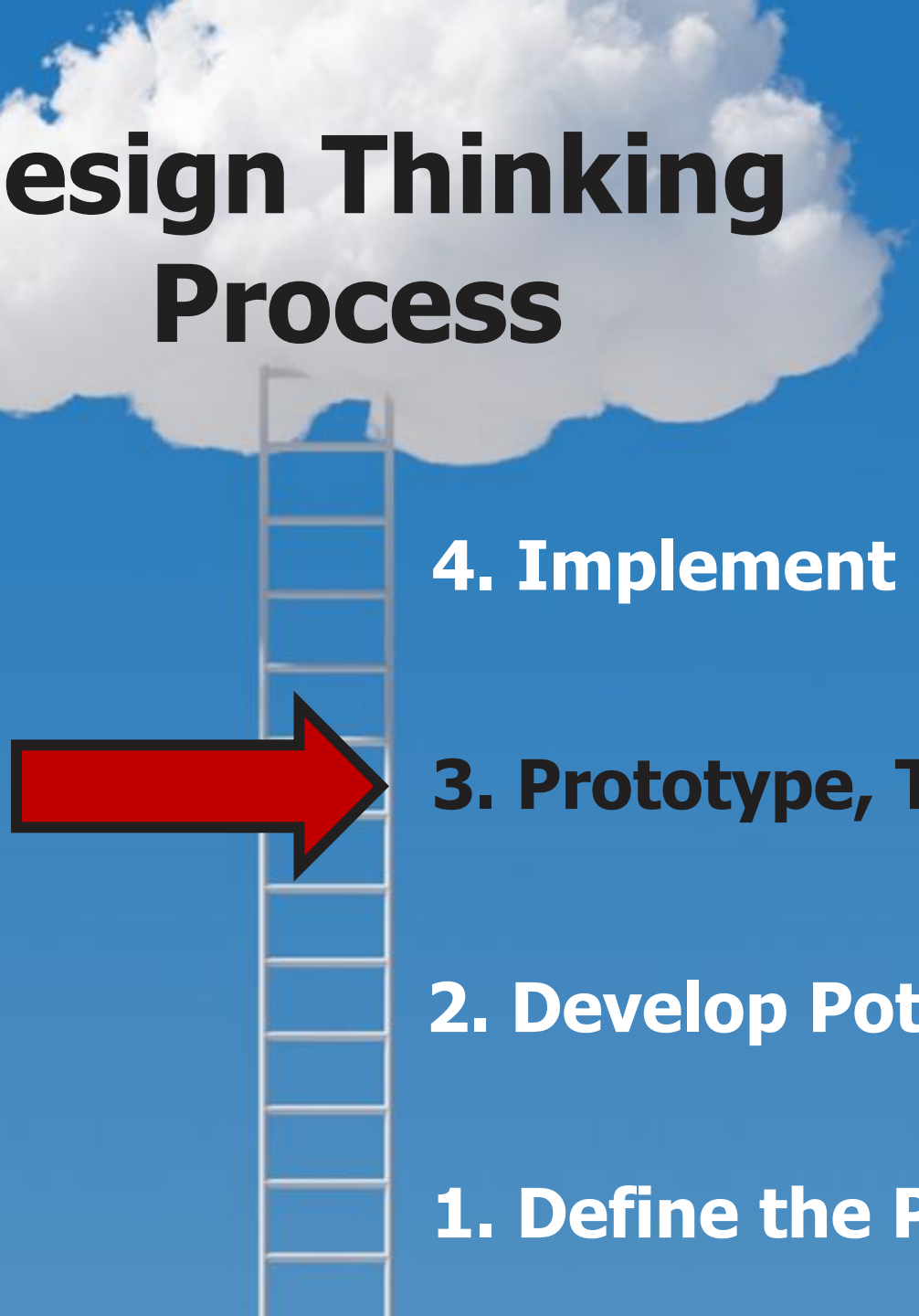
Design Thinking Process



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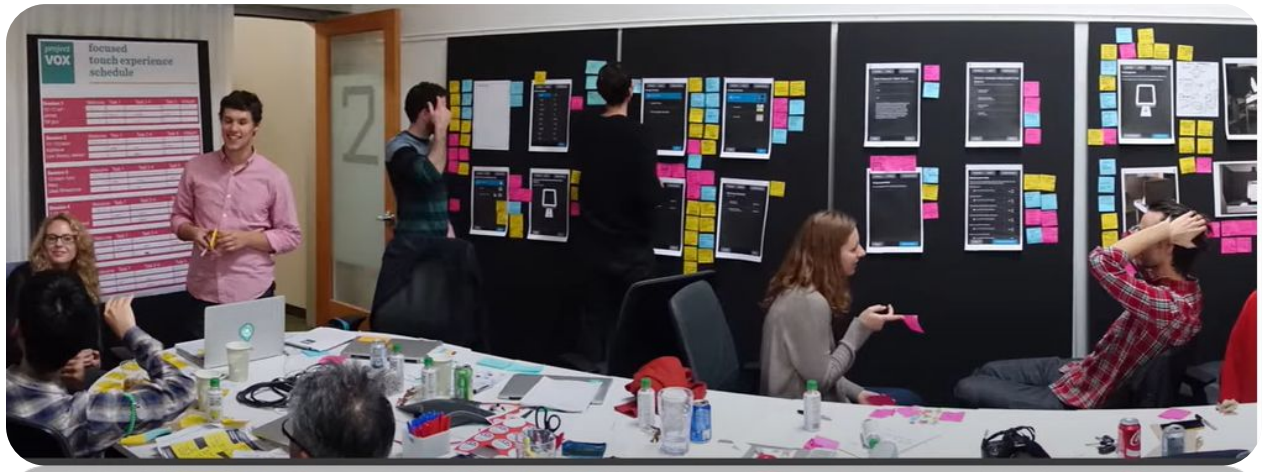
1. Define the Problem

Prototype



Test

Refine

Great Idea

Stellar Idea

New Idea

Ingenious Idea

Smart Idea

Clever Idea

Brilliant Idea

Voting

Colored stickers:

- Red=First
- Blue=Second
- Green=Third

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Implementation Best Practices

- ✔ Train relevant stakeholders
- ✔ Create pilot groups
- ✔ Soft Launches
- ✔ “Drip campaigns”
- ✔ Roll out portions
  - Not the whole program
- ✔ Communicate
  - Again
  - And again

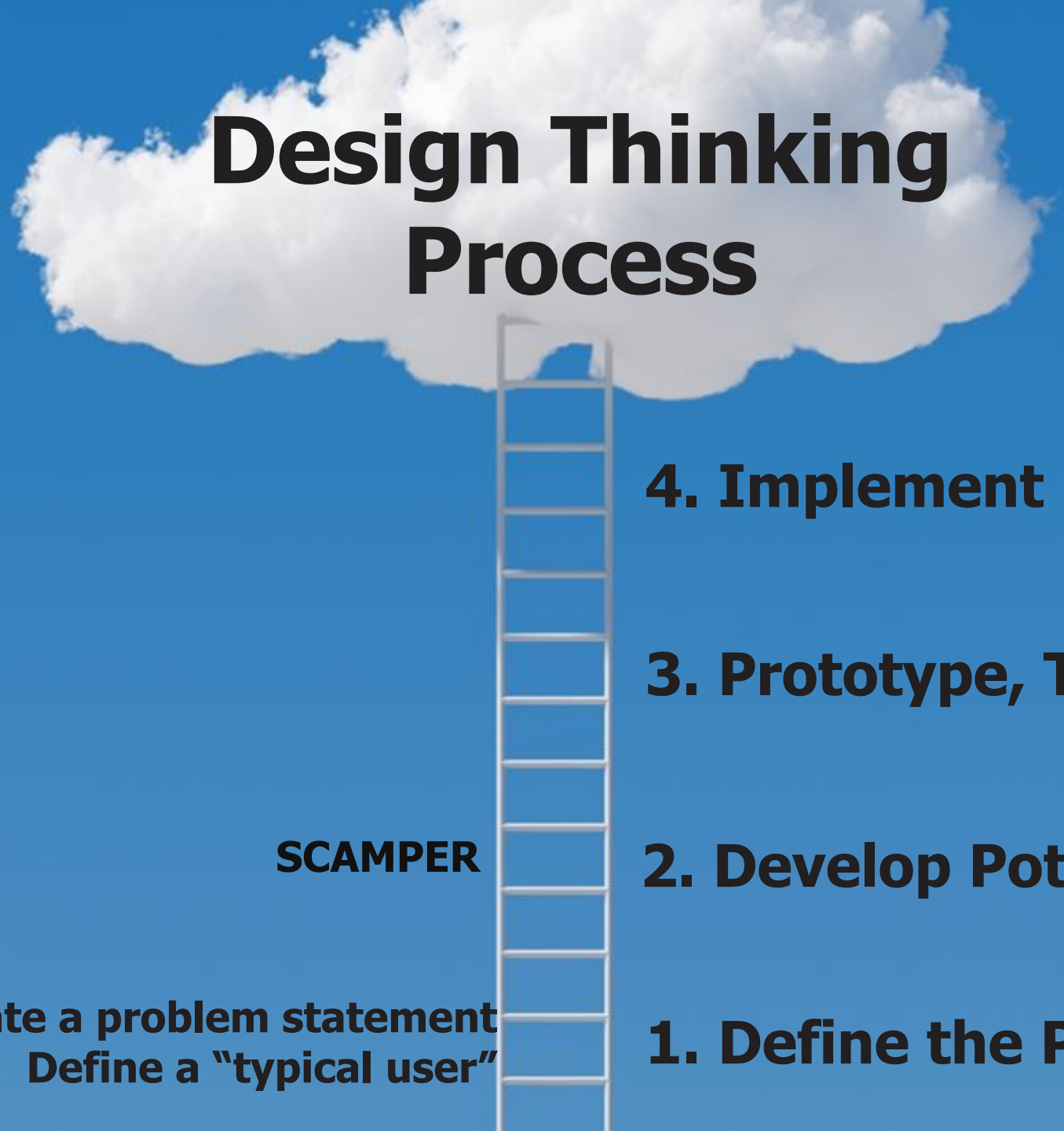
4. Implement

LA County's Solution

A modular voting system
Addresses the needs outlined in step 1
Can adapt over time

I Voted

Design Thinking Process



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SCAMPER

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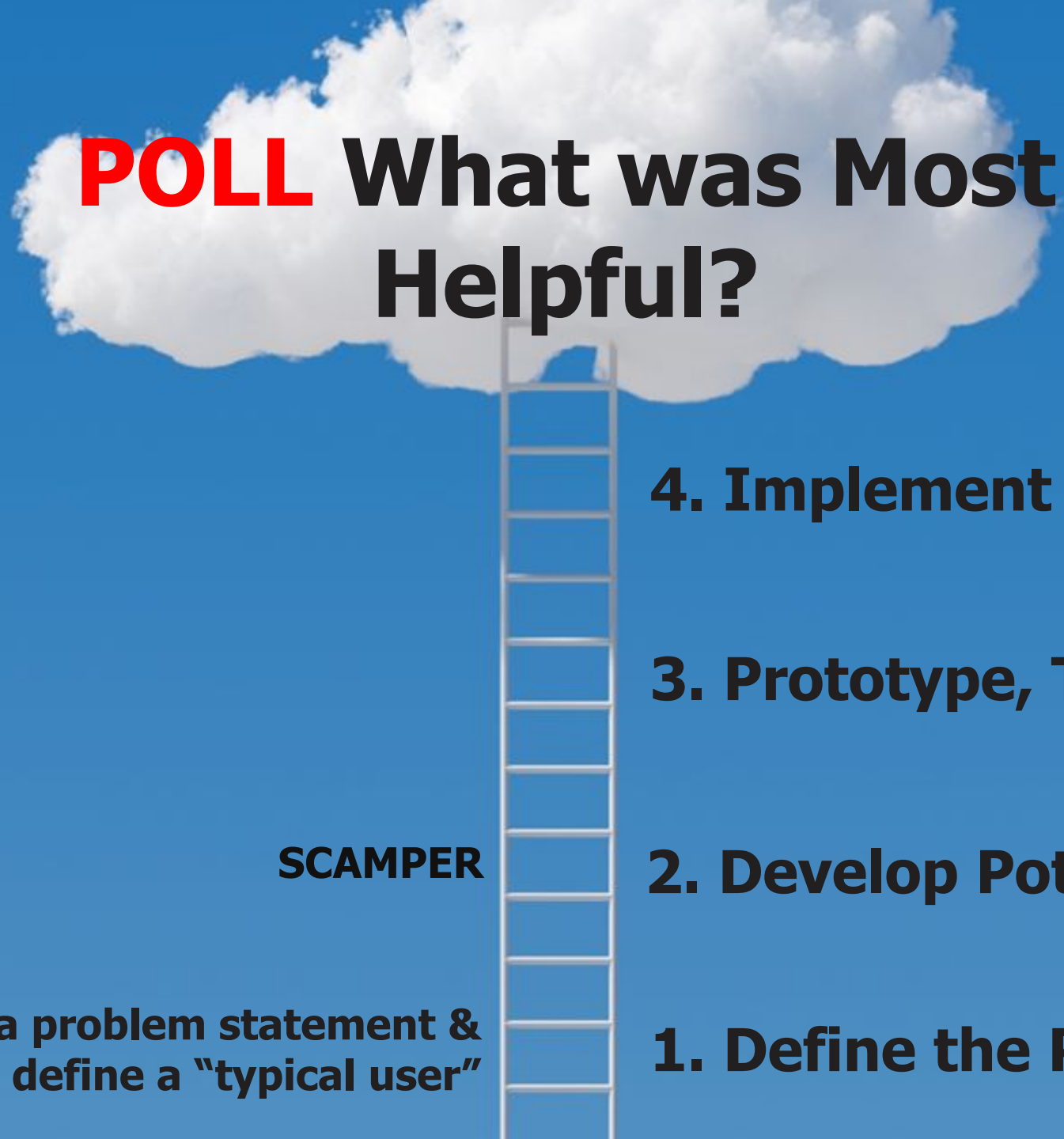
POLL What was Most Helpful?



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2. Develop Potential Solutions

Create a problem statement & define a "typical user"

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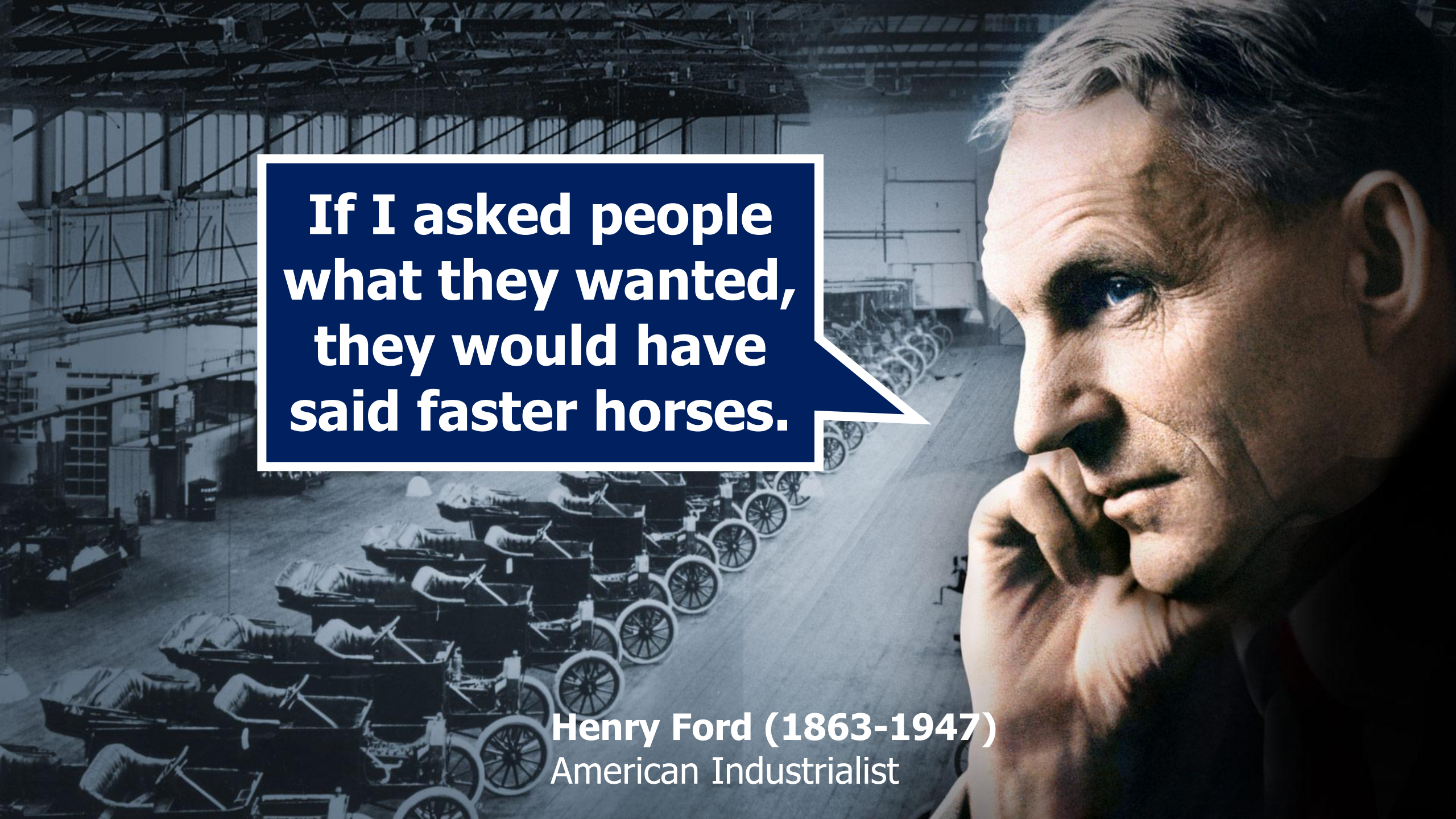
If I asked people what they wanted, they would have said faster horses.
Henry Ford (1863-1947)
American Industrialist

Need More Design Thinking?

4. Implement

3. Prototype, Test, Refine

SCAMPER

2. Develop Potential Solutions

Create a problem statement & define a "typical user"

1. Define the Problem

Keep your talent, talented.

Ann Marie Morris, President

At AM Morris Consulting we focus on getting to know your business and relying on our extensive and rich experience in HR and business. We focus on 3 essential components of the employee experience:

1. LEARNING + DEVELOPMENT
2. TALENT MANAGEMENT
3. LEADERSHIP + TEAM SOLUTIONS

CLICK HERE
for more information and scheduling

AM
HR CONSULTING

www.ammorrisconsulting.com

annmarie@ammorrisconsulting.com

917.921.6784