



IBM Design Thinking



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IBM Design



Welcome!

To today's IBM Design Thinking Workshop

Hi! I'm Mikael Häggglund

Business & Strategy Development
Startups & Entrepreneurs
IBM Sweden

mikael.haggglund@se.ibm.com



Hi! I'm Mats Göthe

Senior Technical Staff Member
Senior Design Lead
Watson Internet of Things Platform

mats.gothe@se.ibm.com

ibm.com/iot
ibm.com/design
design.gothe.se

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IBM@Goto10

Technical workshop
Hands-on development

IBM Cloud

Design workshop
Practice methodology

IBM Design Thinking

Find us:

GOTO 10

Goto10's event calendar:
www.goto10.se/evenemang/

Meetup

Meetup Group: IBM@Goto10
<http://meetu.ps/c/3x1d2/zy2zW/f>



**Design is the intent
behind an outcome**

Good design is good business



IBM *Corporate Policy*

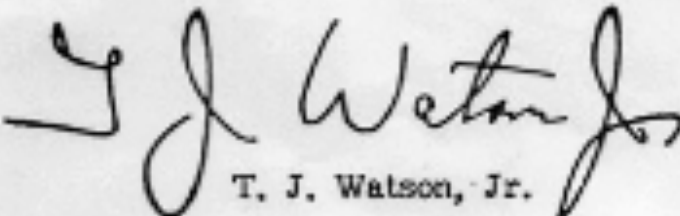
Number 123
December 20, 1966

SUBJECT: The Design Program

Good design is good business. Imaginative use of design helps to sell our products. Pleasant, efficient work areas contribute to better morale and productivity. Dramatic design in printed material increases its message impact.

The Vice President, Communications is responsible for coordinating all company design activities in architecture, interiors, displays, products, packaging and printed material.

Since design excellence concerns all areas of the business, you should make certain that all your people are aware of its importance.


T. J. Watson, Jr.



“
**The mission of IBM
Design is to create a
sustainable culture of
design at IBM.**

Phil Gilbert
GM, IBM Design

IBM Studios are the cultural centers of Design at IBM

Spontaneous meetings anywhere and everywhere. Workspaces that move and shift as teams need them to. Comfy couches for quiet concentration. And thousands of linear feet of whiteboards. In spaces built for collaboration.



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Sao Paulo
Shanghai
Singapore
Sydney
Tokyo
Toronto
Wels



**Understanding our
users starts with
empathy**

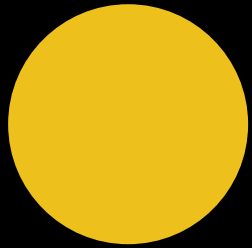


**What opportunities are presented when
we understand our users?**

Happy and loyal users are success factors

**Time and money are
scarce resources for
startups**

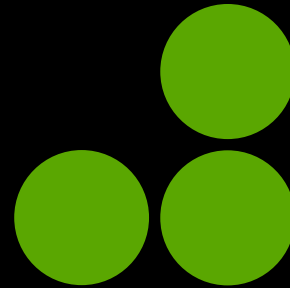
**Solving complex
problems requires us
to work together
across differences.**



**Sponsor
Users**



Hills



**Multidisciplinary
teams**



Playbacks

Our users determine the value we deliver.

We make our users our North Star. They are the premise for every action we take.

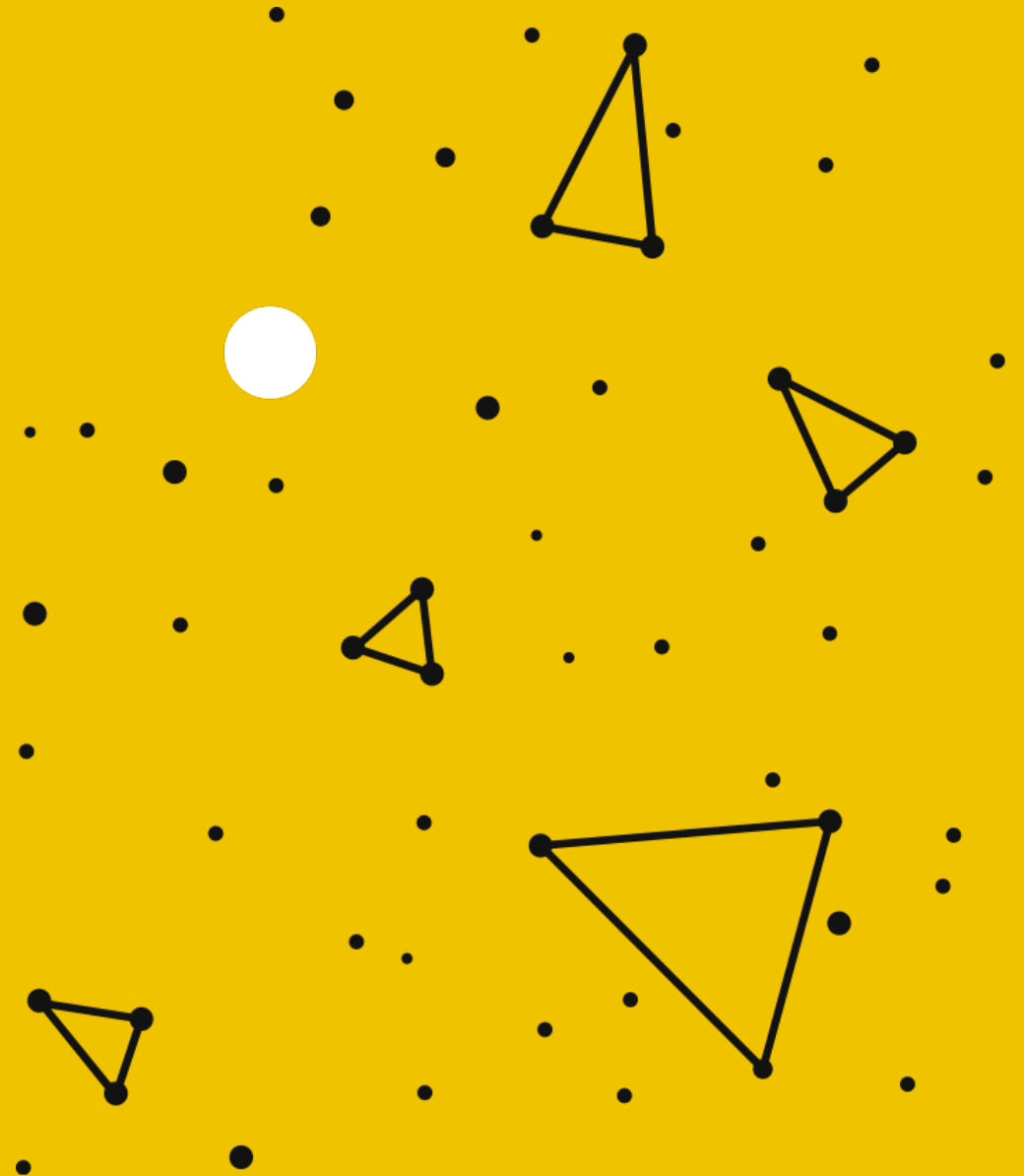
We measure our success based on the value we bring to them.



A focus on user outcomes

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Hills align us as teams

Great outcomes begins with a shared understanding of intent.

Hills are statements of intent written as meaningful user outcomes. They tell you where to go, not how to get there.



Hills

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You don't solve a complex problem alone.

Diverse teams see problems from different perspectives, increasing your chance of a breakthrough idea to emerge.

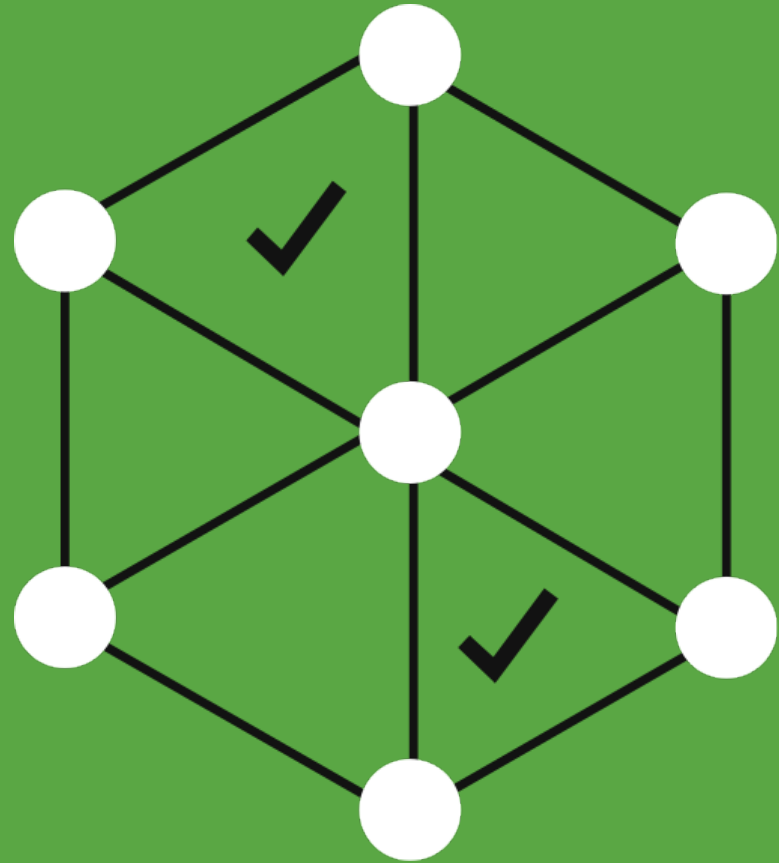
We empower them with the expertise and authority to turn ideas into outcomes.



Diverse empowered teams

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Get everyone in the loop.

Not everyone has time to be in every loop. Don't let your teams fall out of sync.

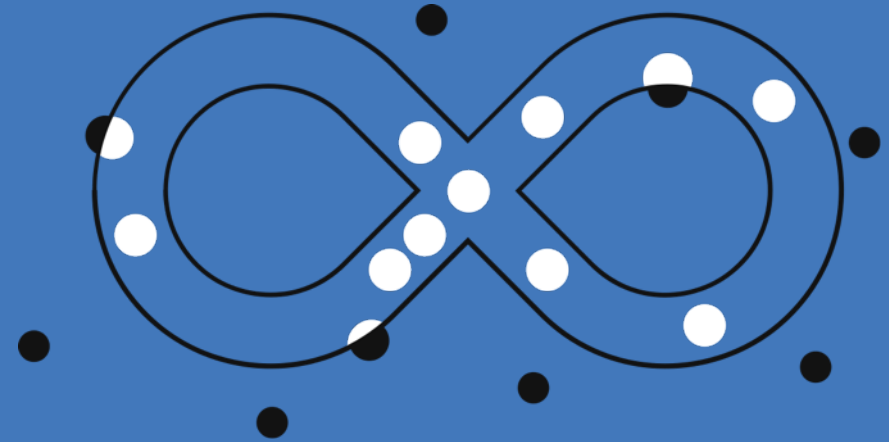
Playbacks are a time to reflect together. Bring your extended team and stakeholders into the loop in a safe, inclusive space.



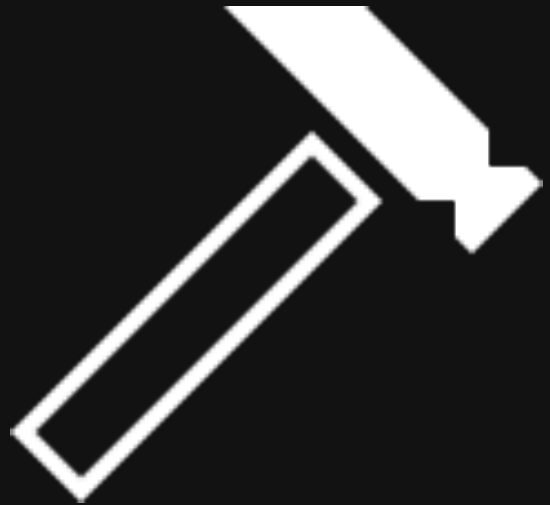
Playbacks

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What does it look like in practice?



Activities and Artifacts.

IBM Design Thinking Happens via Shared Activities and Artefacts

IBM Design Thinking uses a set of activities for teams to help practice radical collaboration and put the user at the center of the project.

Each activity is a tool that helps to establish the IBM Design Thinking framework, understand user's problems and motivations, explore new concepts, prototype designs, and evaluate with stakeholders



Stakeholder Map

Assumptions & Questions

Big Ideas and Vignettes

Experience Based Roadmaps

Hills



Empathy Map

Hopes and Fears

Needs statements

Prioritization Grids

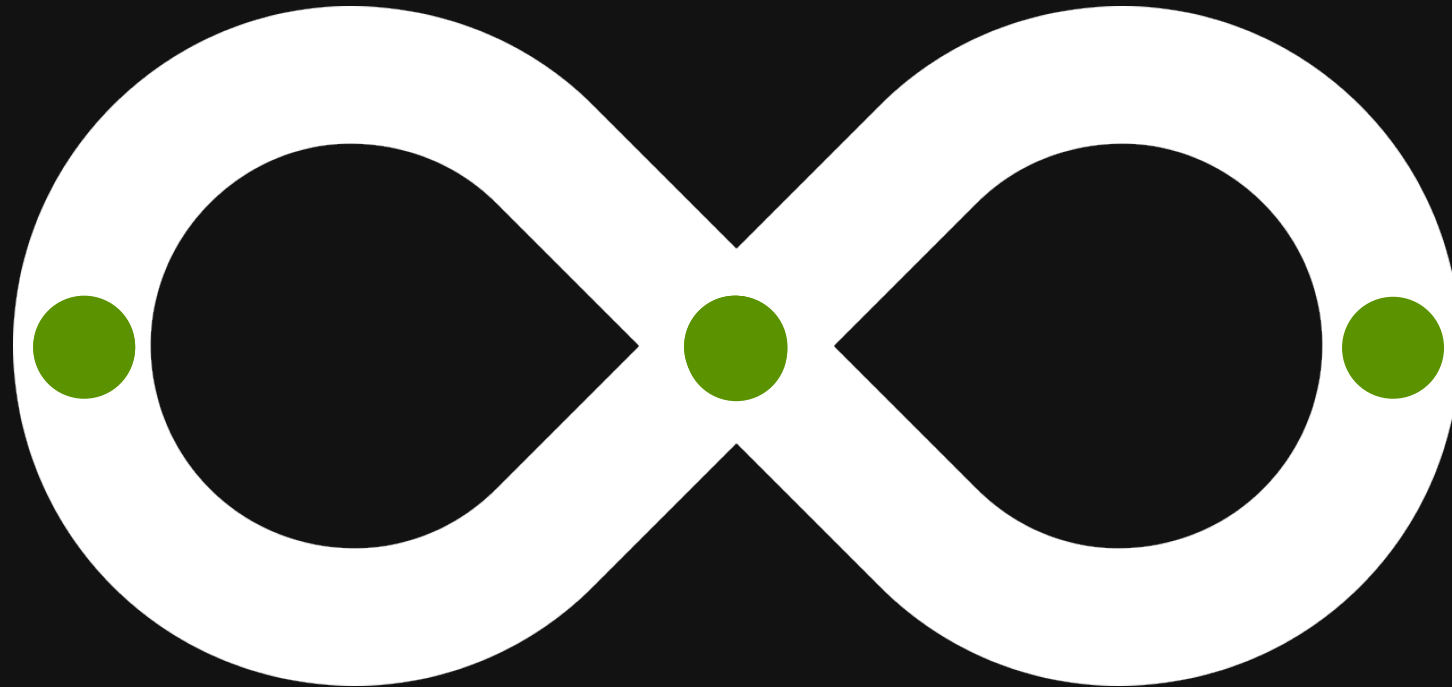
Storyboards

To-Be Scenarios

As-Is Scenarios

To Do's

The Loop



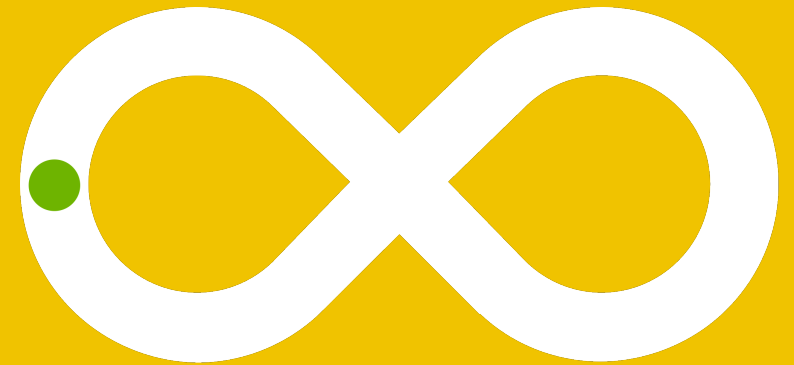
Observe

Reflect

Make

Knowing Our Stakeholders

Understanding our stakeholders in this case and their expectations.



Observe **Reflect** **Make**

Stakeholder Map

- Identify project stakeholders, their expectations, and relationships
- Puts yourself into the shoes of all the people who are stakeholders for the solution you are designing
- Network diagram to establish shared ideas about stakeholders, and guide plans for user research



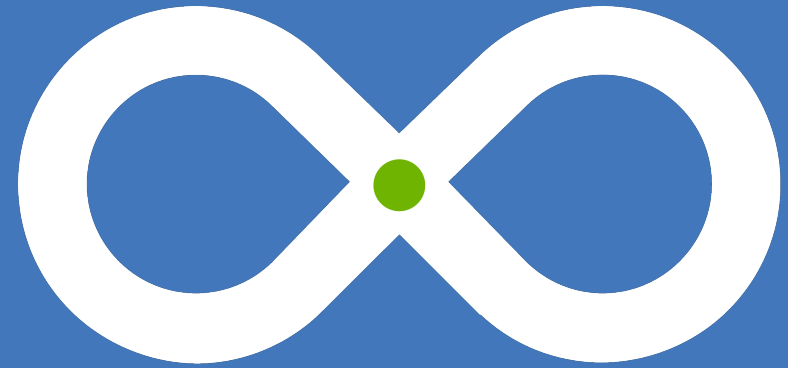
Empathy Map

- Put yourself in your user's shoes in the context of your design
- What do they say or need to say to others?
- What do they think about the situation?
- What do they do to get their job done?
- How does feel feel about their job?



Understanding Real Life Journeys

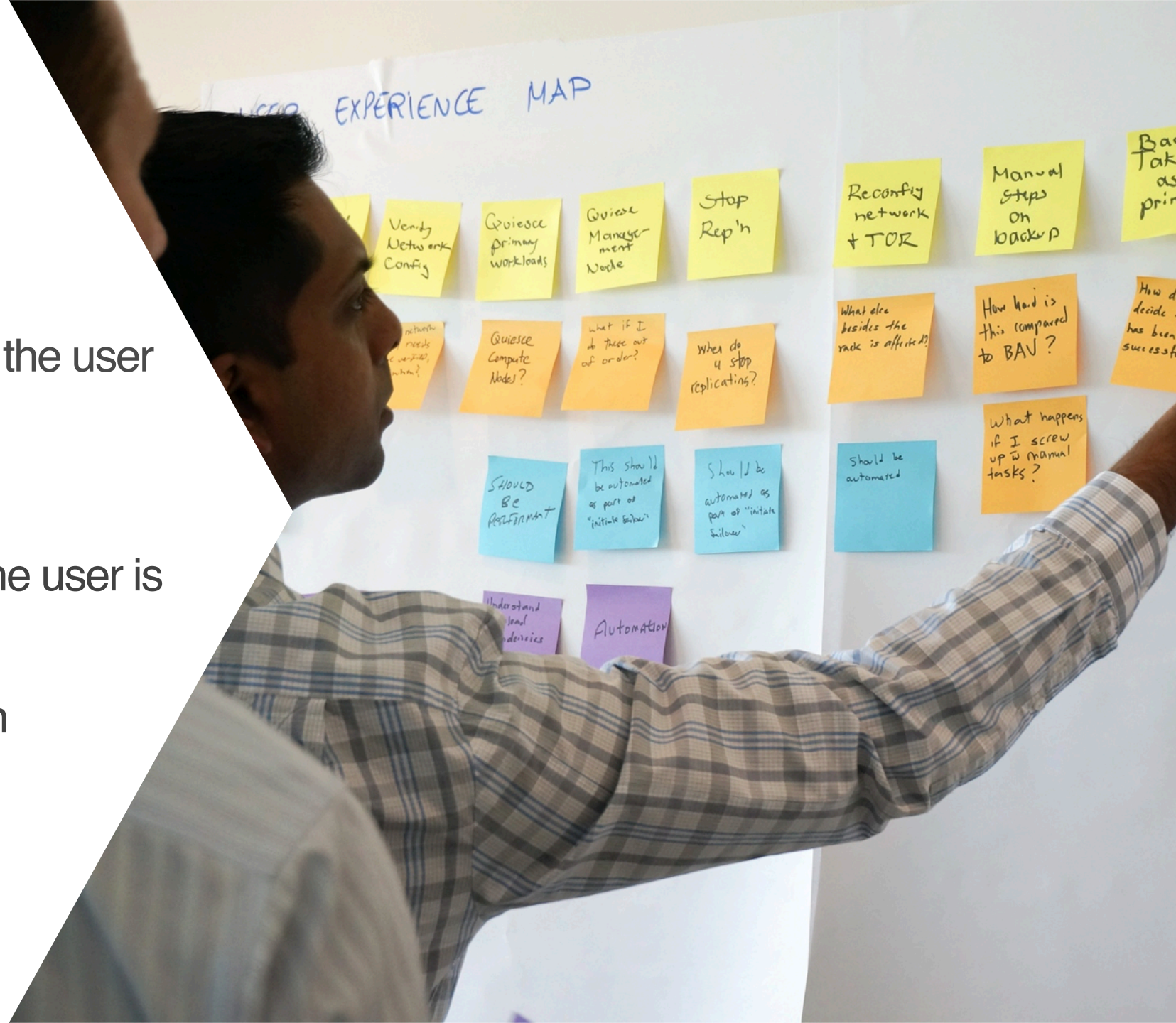
Understanding the main scenario each of our users goes through.



Observe **Reflect** Make

As-Is Scenario Map

- Outlines the current scenarios of the user experience
- Fills in the steps taken by users
- Annotates each step with what the user is doing, thinking and feeling
- Discovers pain points and design opportunities



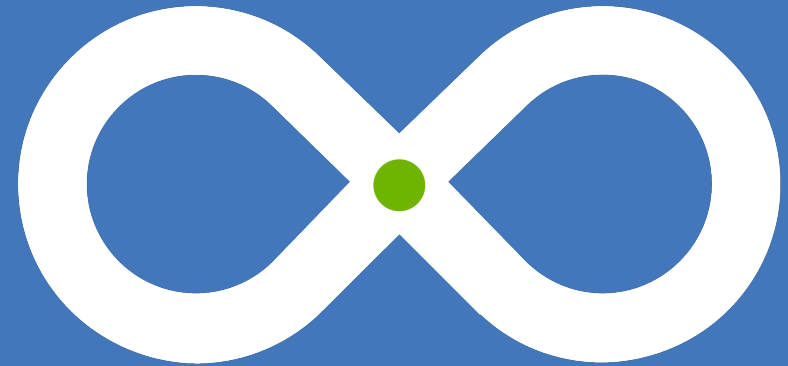
As-Is Scenario Map

- Finds biggest opportunities for improvement
- points of inefficiency (doing)
- pain points (feeling)
- points of confusion (thinking)



Define What People Really Need

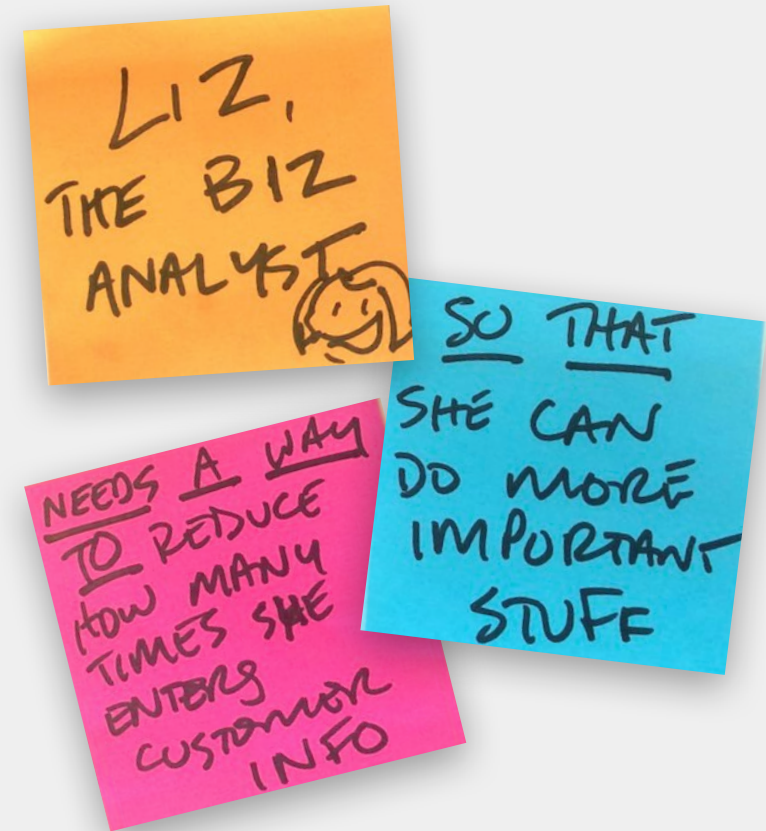
Finding the needs within the users current pains.



Observe **Reflect** Make

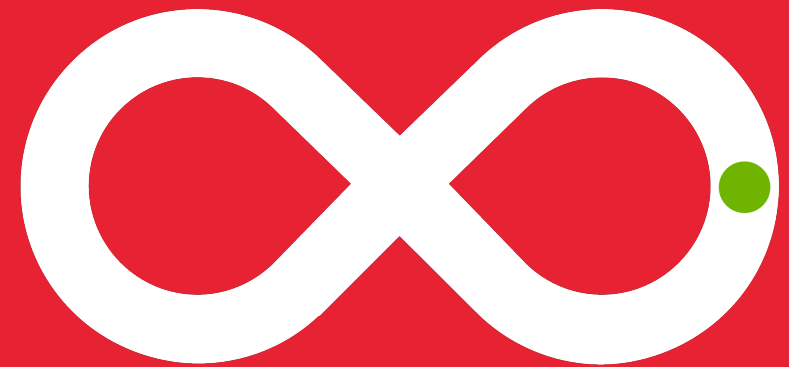
Needs Statements

- Needs Statements becomes the DNA of our value proposal
- Refers to the prioritized Stakeholders and the Pains in the As-Is Scenarios
- If focuses us on why did we think this pain was so important and impactful for our user?



Defining Our Goal Experience

Understanding the new experience we want to deliver to our users.



Observe Reflect **Make**

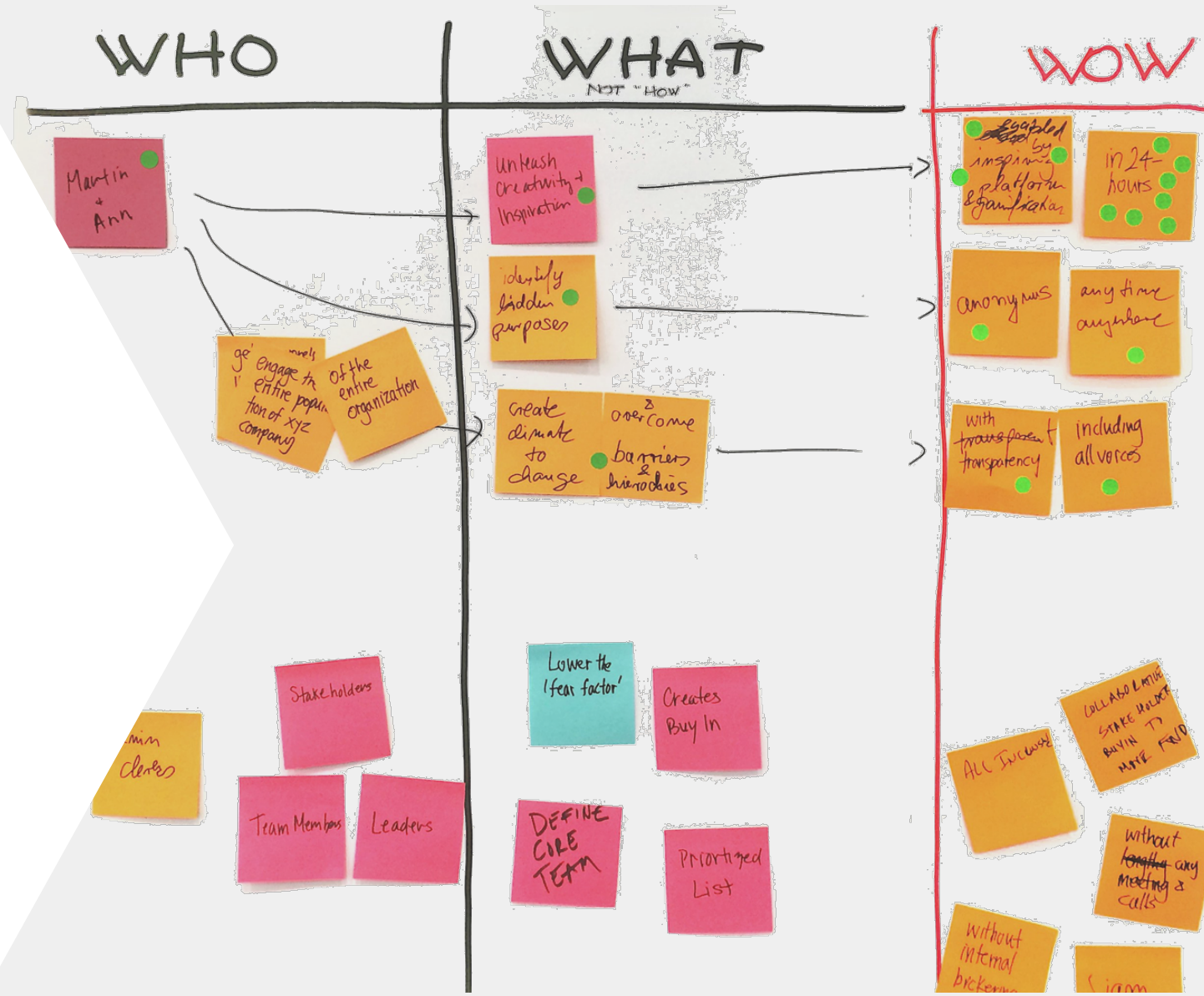
Who. Specific user

What. Specific enablement

Wow. Specific market value/differentiation

Hills

- Define the mission statements for what we want to achieve
- What should be true for our users once we finish this set of work
- Provide a framework for the freedom to act and align our teams
- 3 and only three hills
- WHO – WHAT - WOW



**Artifacts don't do the
thinking for you**



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