MODA

Information shared is the result of extensive collaboration between the Stanford d.school, Innovators Atlanta, and AK12DC. Information is tagged to give primary attribution to each organization, as follows:

HASSO PLATTNER
Institute of Design at Stanford

Content and information from the Stanford d.school

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Content and information from Innovators Atlanta, in partnership with the Stanford d.global initiative

TODAY

Hear It

Do It

Apply It

Lunch

Apply It Again

Take It Home

The Innovator

Self
- facilitative leadership
- personal behavior
- growth & develop plan

Process
design thinking
- steps
- tools
- mindsets

Team
- diversity of team
- team behaviors
- culture

Space
- designing
- leveraging
- iterating

the right solution for the right problem
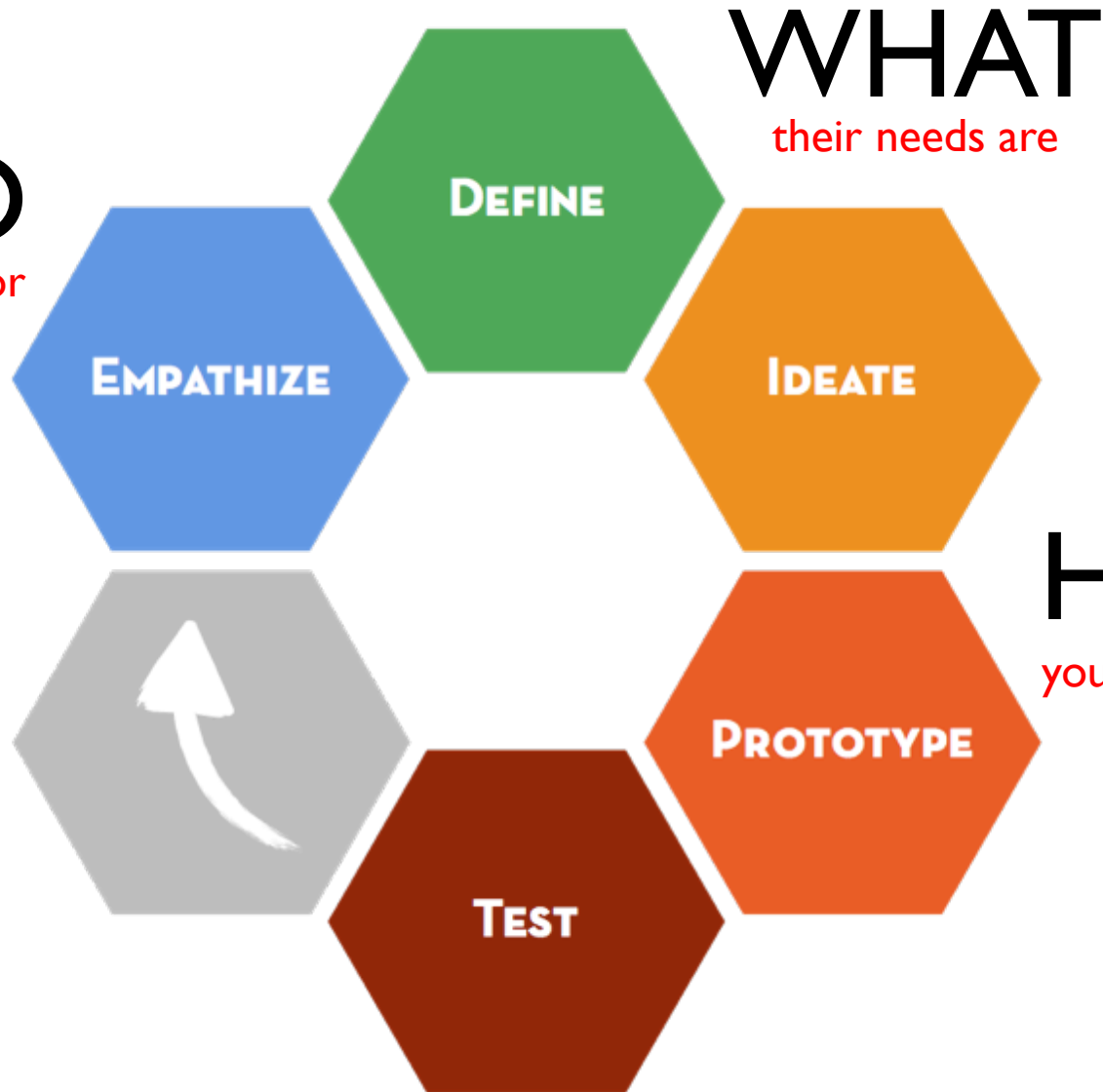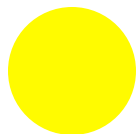
IDEATION : Brainstorming rules

1. DEFER JUDGEMENT
2. ENCOURAGE WILD IDEAS
3. BUILD ON IDEAS OF OTHERS
4. GO FOR QUANTITY
5. ONE CONVERSATION AT A TIME
6. BE VISUAL
7. HEADLINE

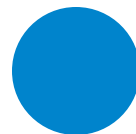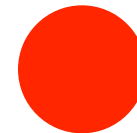CREATE AN EXPERIENCE PROTOTYPE

ROLES

SCENE

PROPS

JETBLUE

d.

FLARE!

FOCUS.

empathize define ideate prototype test

d.

Problem

Solution
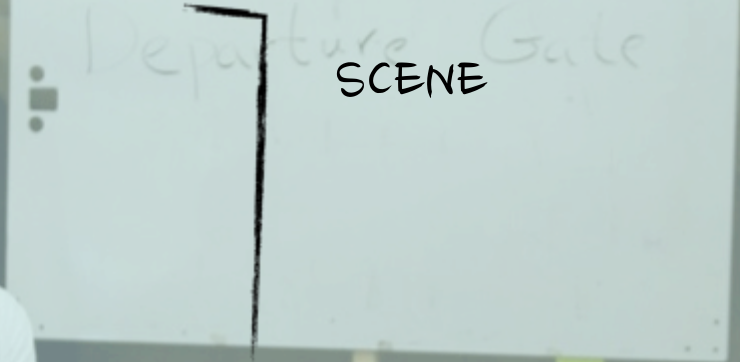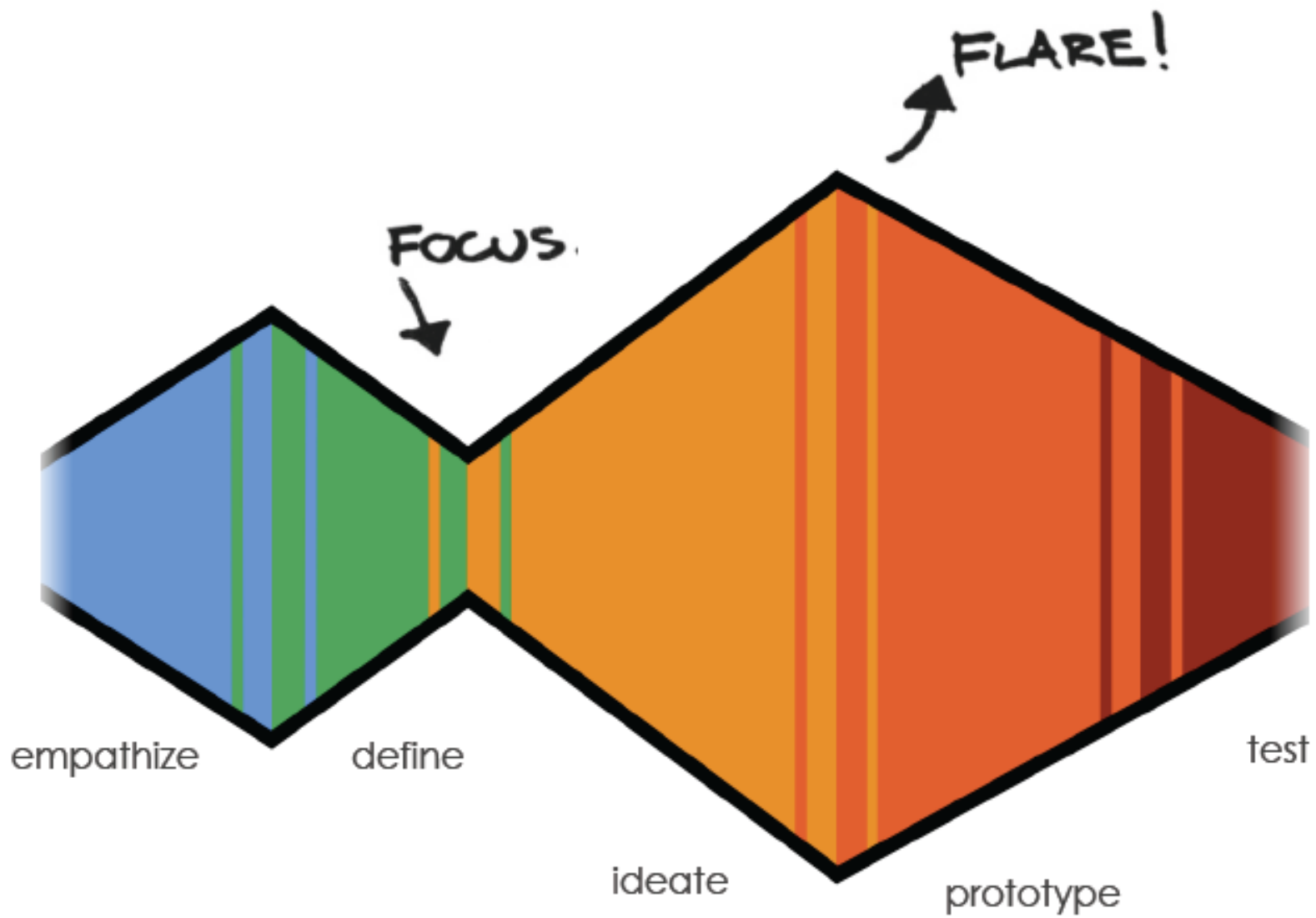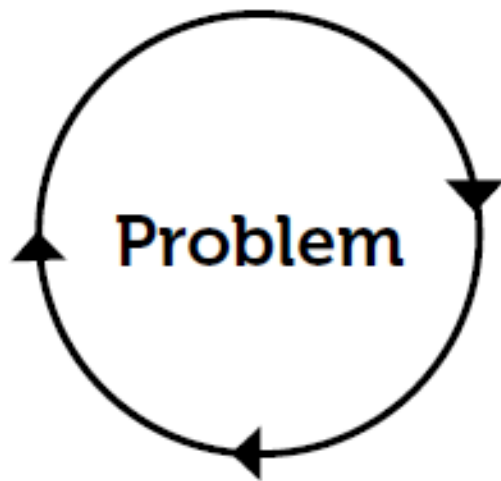
Spend as much time here...

...as here

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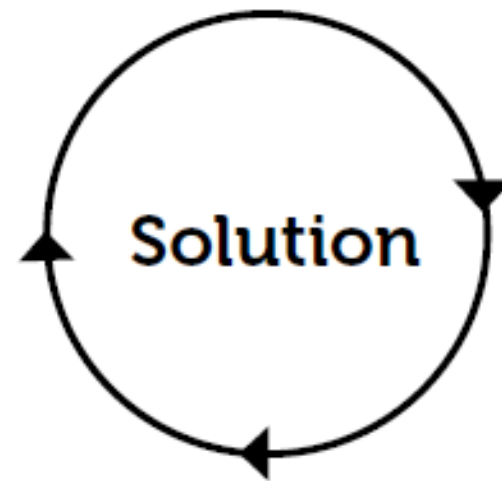
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journey lines: what?

A **map of "delight"** for your user of their experience with you **end to end**

Delight +

−

time ⟶

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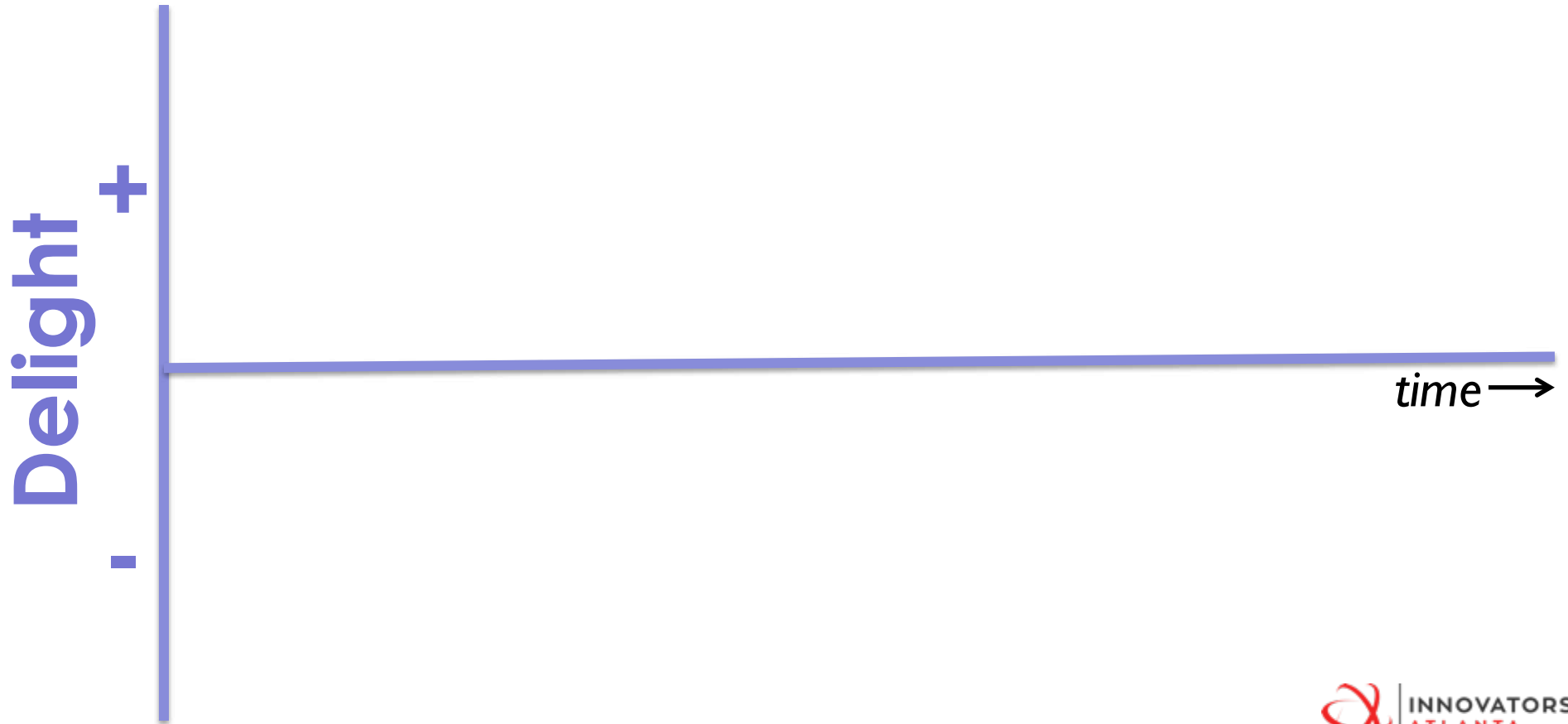
journey lines: why?

if done right, it can help us **focus on what really matters** (and not on what doesn't) so our limited resources address the right needs

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journey lines: moments of truth

A time when your user…

- **interacts with you** (in some way)

- **makes a decision** as a result

- has an **emotional reaction**

These can and will occur multiple times

journey lines: moments of truth matter

They are **critical touch points** in interacting with you that can make or break a user's satisfaction and happiness with you

Good Moments of Truth:

- Advocate for you

- Recommend you

- Free marketing

Bad Moments of Truth:

- Negativity

- Complaints

- Silent departures

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journey lines: how?

1. Gain empathy for your user to understand their journey with you

2. Map the journey steps

3. Map the journey "highs" & "lows"

4. Identify the "moments of truth"

5. Get to work!

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journey lines: remember

Start yourself so you know what questions to ask, but **quickly talk to your users…**

Let them define their experience with you end to end (not the other way around)

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Journey Lines

Understanding the end to end experience of users

Step 1   Step 2   Step 3   Step 4   Step 5   Step 6

Delight

+

-

time →

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Part of the network

Member Process Steps for Non Profits?

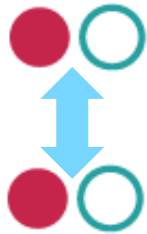Awareness

Familiarity

Consideration

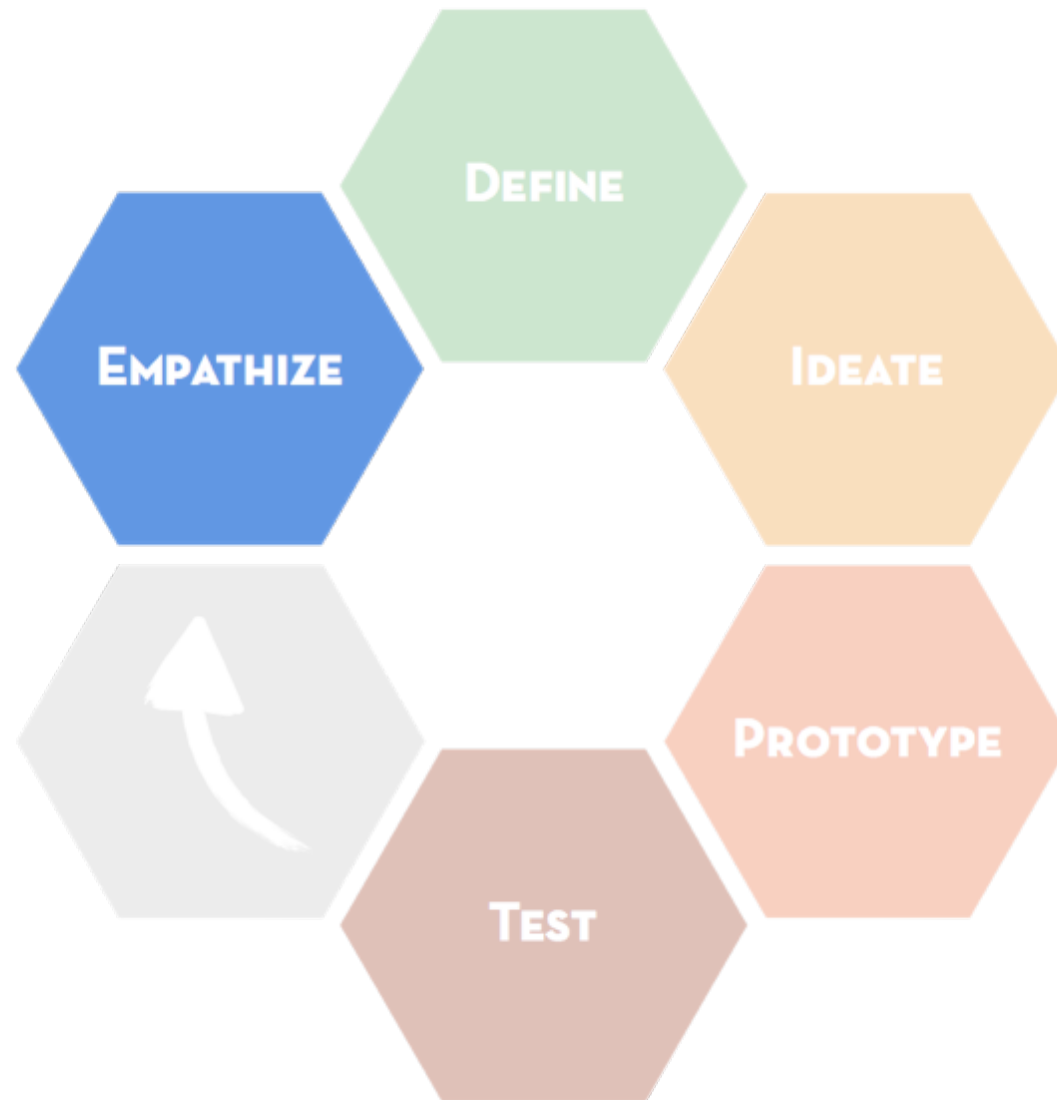Attendance

Follow Up

Sharing

Return

Subscription

Donation

empathize: what?

a **deep understanding** of the person
for whom you're designing

empathize: why?

to discover people's **expressed** and
latent needs so that you can meet
them through your design solutions

empathize: defining your "user"

- **Users:** people who have the problem you identify and will "use" the solution you create

- **Stakeholders:** people who have a vested interest in project's success

- **Experts:** people who have domain expertise or thoughts on what to do

Note: These people may have strong opinions, but let your user be your guide

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empathize: mindset

without judgment

with a beginner's eyes

with curiosity

optimistically

respectfully

empathize: **how?**

1. go where they are

2. watch & observe

3. engage and talk to them

4. capture findings

empathize: engage

- have a conversation
- seek stories
- ask questions
- talk about feelings
- ask "why"

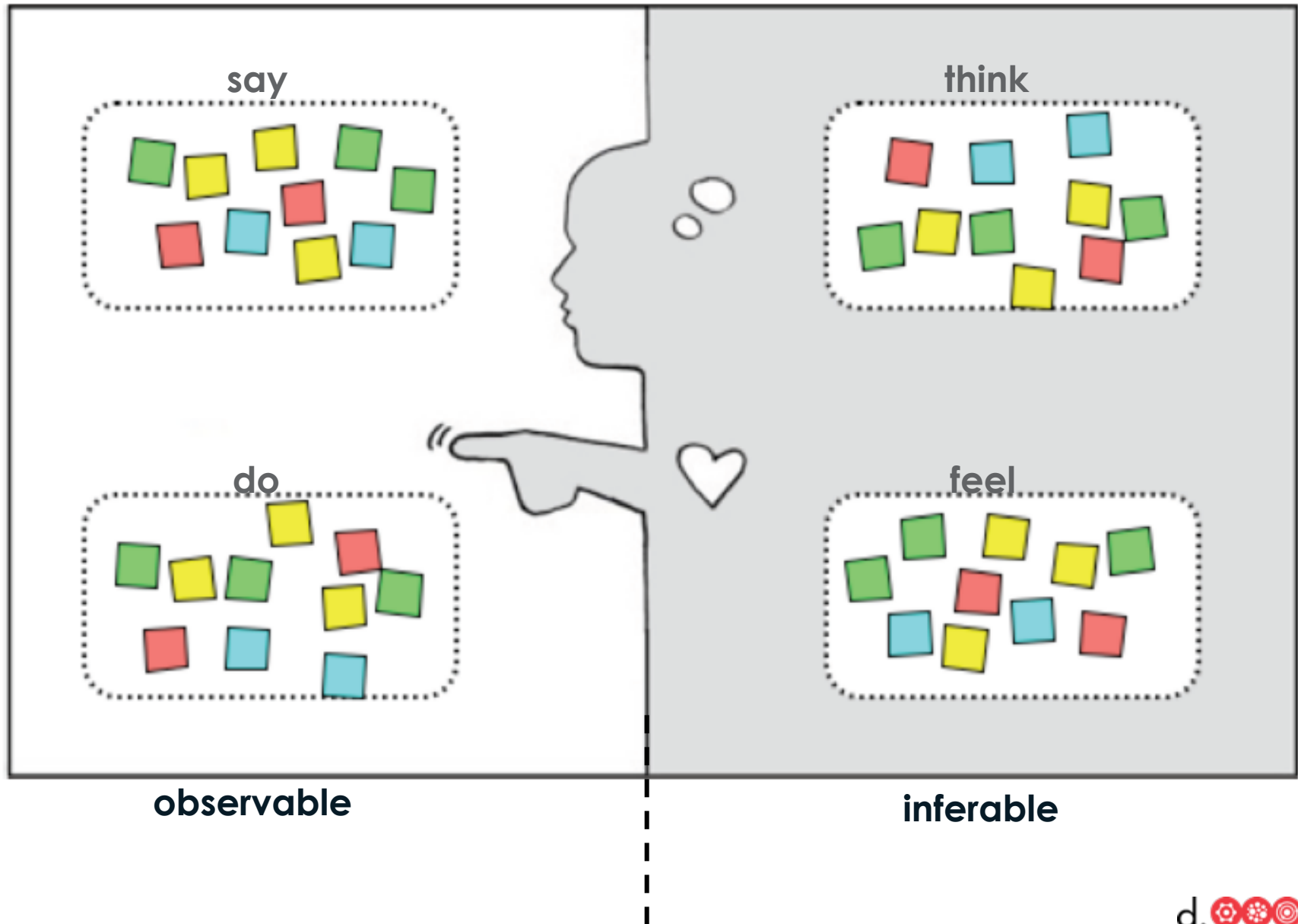# empathize: questions

"Tell me about the last time you…"

"What was the best…"

"What was the worst…"

"And why is that?"

"Can you tell me more about that?"

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empathy map

say

think

do

feel

observable

inferable

d.

empathize: journey line people

- People who love you, people who don't
- People who give, people who don't
- People who frequent you, people who don't
- People who are actively engaged, people who are not
- …

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empathize: journey line questions

- "How did you first learn about us?"
- "What was your best experience with us?" "What was your worst?"
- "What was your best experience with someone like us?" "What was your worst?"
- "Have you told anyone about us? What?"
- "Tell me about a time when you decided not to visit us. What? Why?"
- "Have you donated to us? Why? Why not?"
- …

empathize is NOT:

1. Thinking you are a user and can design from your experience

2. Asking your user to design for you

3. Going in with what you think is the answer and try to validate it

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