

Innovation & Design Studio

MGT 70510

Stay curious. Be empathic. Dream big.

This class is an immersive introduction to design thinking. You will engage the real world to learn, practice, and use the principles, methods, and attitudes of design thinking. The fundamental goal of the class is to cultivate a new and different way of thinking. You will be asked to take on new behaviors of work-collaboration, observation, empathizing, and creating. Field work and collaboration with teammates are critical success factors. Together, we will take huge strides toward becoming design thinkers!

We will dive into the double diamond of design thinking, learning about each phase by taking on a real-world project. You and your team mates will select a user group--a group of people who have a problem you want to solve or a need you want to meet. You will learn about their lives, imagine what you can do to help them, and develop ideas for making their lives richer and better.

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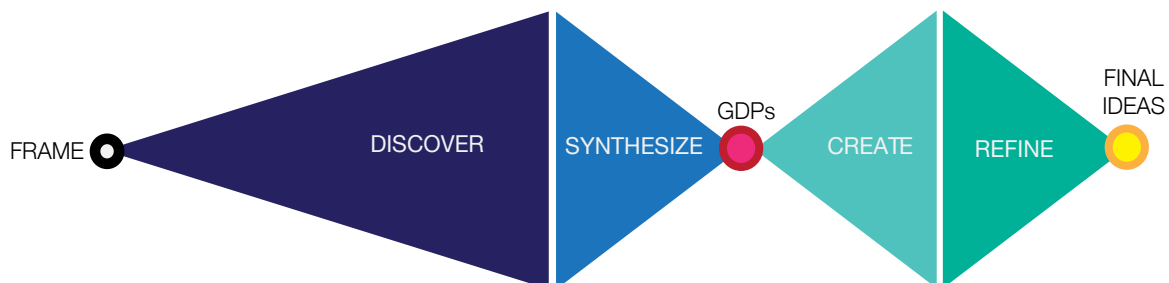
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LEARNING ASPIRATIONS

- Explore design thinking by living it
- Experience the power of human-centered research for uncovering deep insights
- Harness user insights to generate new-to-the-world ideas
- Transform ideas into life-changing innovations



Class Values

Like all groups, every class has a set of norms and values that guide the behavior of all class members, including your professor. These values will guide everything we do and say in this class. Be sure that you understand each one, because you and I will be expected to live them out together!

Thoughtfulness embodies fidelity and fairness, both to ideas and to persons. Thoughtful people think deeply about ideas at the same time they honor the thoughts and ideas of others. Thoughtfulness involves upholding responsible, open, considerate discourse and acting courageously to stop those who are thoughtless. Thoughtful people honor ideas, but most of all they honor other

people. They are kind and considerate, even when they must disagree or correct another person.

Enlightened learning involves a search for truth and a willingness to consistently and critically examine one's own knowledge, thoughts, and beliefs. Enlightened learners are not possessive of their ideas, insights, or knowledge, but openly and actively search for and explore new points of view, even when the new views contrast sharply with their own. Enlightened learning requires both hospitality -- openly sharing insights and knowledge with others -- and charity -- really listening to the ideas and insights of others. Enlightened learners are toughest on themselves and their own ideas.

Form Your Team , Choose Your User Group

Our class is built around a live innovation project to give you a chance to apply the concepts, principles, and processes we are learning to a real-world innovation target. You will form a design team with 4-6 people to conduct this project. The more diverse the backgrounds, experiences, and world views of the team members,

the better! Remember: one of our main objectives is to learn by doing. Select good people to work with: you will teach each other.

See "Deliverable 1" on the last page to learn more about how to select your user group.

Class Structure

Each class period will follow this basic structure:

- **Team share-outs:** A team member Prof. Bloom selects will briefly share the major progress over the past week and at least one challenge or problem with which the team needs help.
- **Interactive presentation of new design knowledge:** Prof. Bloom will present

new information and insights about design thinking, and then the class will engage in an active learning application of that material.

- **Project work time:** Teams will have time to work on the project in class. Class time is provided so that teams may receive help from Prof. Bloom and the other design experts that will join class from time-to-time.

FRAME

The secrets to starting well



10/22

Read: [Hear](#) from the [IDEO Toolkit](#).

Read: [The AEIOU of design](#)



10/24

Deliverable 1 due
Watch: [David Kelley's TED talk](#) about human-centered design.

Guest: Brett Belock

DISCOVER

The essence of great innovation: Deep, empathic human-centered research



10/29

Read: [Method](#) from the [IDEO Field Guide](#).

Watch: [Getting People to Talk](#) from IIT.



10/31



11/5

Deliverable 2 due

Read: An introduction to [user experience mapping](#) (a.k.a. user journey mapping).

Watch: [What People are Really Doing](#) from IIT Institute of Design

Guest:
Brett Belock



11/7

Note: [Light blue text is a hyperlink](#)

Note: we are using both the IDEO Toolkit and the IDEO Field Guide.

You can find a variety of resources on the MGT 70510 Google Shared Drive including sample research plans, examples of interviews, great illustrations of synthesis, and a examples of great final reports

The [Bootcamp Bootleg](#) by Stanford's d.school is also a very helpful resources with tools and techniques for each phase of the double diamond design process.

BJ Fogg's model of how to get people to change could be very helpful. Check out his [behavior grid](#) and [behavior wizard](#).

SYNTHESIS

Pattern spotting and making sense out of users' lives



11/12

Read: Create from the [IDEO Toolkit](#).

Read: [Introduction to personas](#).



11/14

Deliverable 3 due

Guest: Kevin Kastenholz



11/19

Read: Ideation from the [IDEO Field Guide](#).

Read: [how to kill an idea](#) (so you won't).



11/26

Read: Implementation from the [IDEO Field Guide](#)

Read: Deliver from the [IDEO Toolkit](#).



11/28

Deliverable 4 due



12/3



12/5

Idea Pitch

Guest: Brett Belock

CREATE

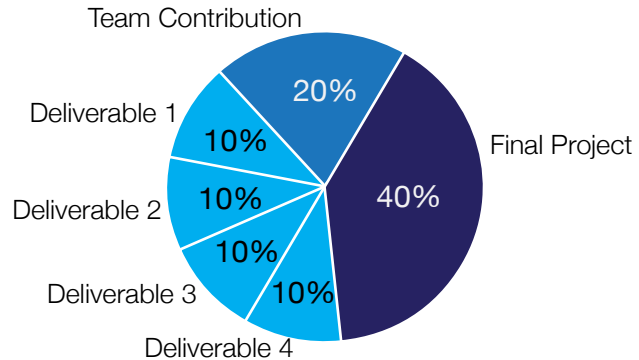
Generating world-changing ideas

- Resource: [IDEOs favorite prototyping tools](#)
- Resource: A series of four articles from IDEO on prototyping: [Introduction](#) | [Build to Think](#) | [Planning for the field](#) | [In the field](#)
- Resource: [Crowdsourcing for innovation](#)

Grades

I hope that you will “let learning be your guide” rather than working for a grade. There is a ton of research that shows if you work for a grade you will learn a lot less than if you simply strive to learn. But, alas, we have grades. And, unfortunately, we must have a forced grade distribution, which means very few, if any, of you can earn an A.

Here is the break down of how grades will be determined:



Deliverable 1: Project Framing

This deliverable defines the scope and scale of the project, identifies the user group(s) that will be the focus of your design work, and provides a summary of the preliminary research you have conducted to learn about the project and user group.

Deliverable 2: Research Plan

This deliverable defines your plan for conducting deep, empathic user-centered research. It should include a description of how you will use each of the following research methods to learn about our user (1) observational research, (2) archival research and (3) contextual interviews.

Deliverable 3: Synthesis

This deliverable provides a summary of your user journey map, the user insights you developed from your research, and your Guiding Design Principles.

Deliverable 4: New Experience Journey

This deliverable describes the new user experience journey you have designed and an initial set of rough ideas for bringing that journey to life. You should also include your User Personas.

Team Contribution

Your contributions to the design project and to creating a great design team, as evaluated by your team members, using these criteria:

- To what extent did you contribute positively to a collaborative team experience? How thoughtful were you?
- How much dedication and commitment did you have for the team and project? How enlightened were you?
- How much did you contribute to the team's performance?

Final Project Report and Idea Pitch

This deliverable includes both a document you hand-in and a 10 minute in-class presentation. The final project report includes your finished User Experience Journey and your final, world-changing ideas. The idea pitch should be a compelling, interesting, impactful summary of the best and most important aspects of your design work. Reports and presentations will be evaluated using the following criteria (Thanks to Matt Alverson of IA Collaborative for this list):

Process: Has the team engaged each part of the design process? Has the team engaged in a

collaborative work process?

User insights: Was the research immersive? Are the insights clearly stated and memorable? Are insights supported by evidence from user research?

Ideas: Do the ideas tie back to user insights? Do the ideas create a compelling new user experience?

Storytelling: Do the pitch and report tell a coherent story? Are the pitch and report compelling? Do they make the audience sit up and take notice?

..... Deliverable 1: Project Framing

Goal of Deliverable 1: Select a compelling project through which your team will be able to significantly improve the lives of a group of people.

Your team should select a group of people -- what we will call your "user group"--for your project. Select a group that you are interested in helping.

Examples:

- How can we help adults who are 80+ make brain health a part of their daily lives?
- How can we provide meaningful access to sexual health resources to Notre Dame undergrads in a way that does not dishonor the University's values?
- How can we help South Bend social service agencies better serve their clients?
- How can we help families of hospitalized patients have a better experience in the hospital?

Innovation is not improvement. It requires generating new-to-the-world ideas, so the focus of your project must allow you to reinvent some significant, meaningful aspect of the lives of your user group.

You must also be able to observe your user group which means follow them in their daily life, take pictures or videos of the meaningful moments in their lives, ask them questions about their needs and their problems. Each member of your team will be required to do at least three narrative interviews, so direct access to a large-enough group is key.

The written deliverable includes (≈1-2 pages):

1. A description of the user group you will study and design for
2. A description of the design problem or challenge
3. A first-draft of your AEIOU framework.

..... Evaluations of Deliverable 1:

1. How compelling is the project? Will it address a real need or problem? Is the project a worthwhile endeavor?
2. Has the team gathered meaningful preliminary evidence to support their project? Has the team demonstrated sufficient knowledge of their user group to support both the group and the project focus.
3. Has the team sufficiently mapped out an initial AEIOU?
4. Was the deliverable on time?

Outcomes: good to go; revise & resubmit

..... Resources for Deliverable 1:

- This [worksheet](#) from Stanford may be helpful as you work on your AEIOU.

