Design Thinking Workshop

AFAC
November 1, 2021
Workshop 3

Nadia Roumani

Please do not distribute

Today's Session

- Review what we've learned

- Cover two (or three) new exercises
    - How to run a generative brainstorming session to identify new offerings
    - How to identify and study analogous examples for inspiration
    - How to ensure your program engages the people you most want to reach (if we have time)

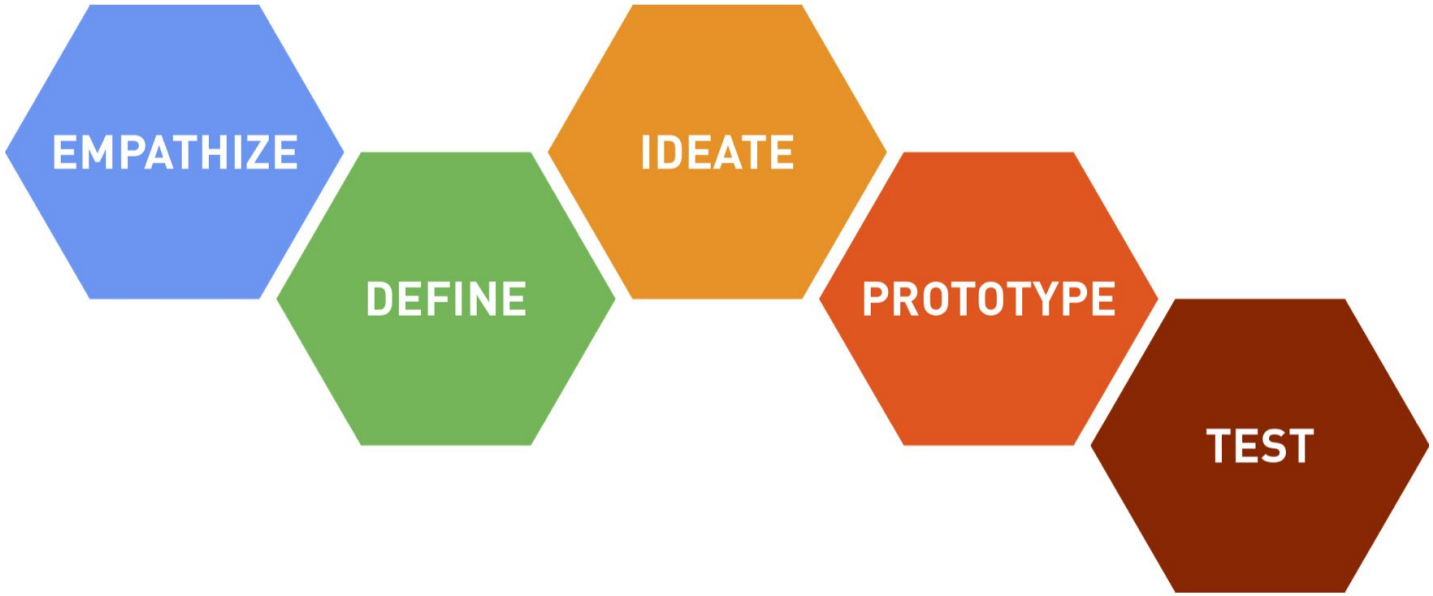
- Take aways from the series

Design Thinking Workshop

AFAC

February 12, 2021

Workshop 1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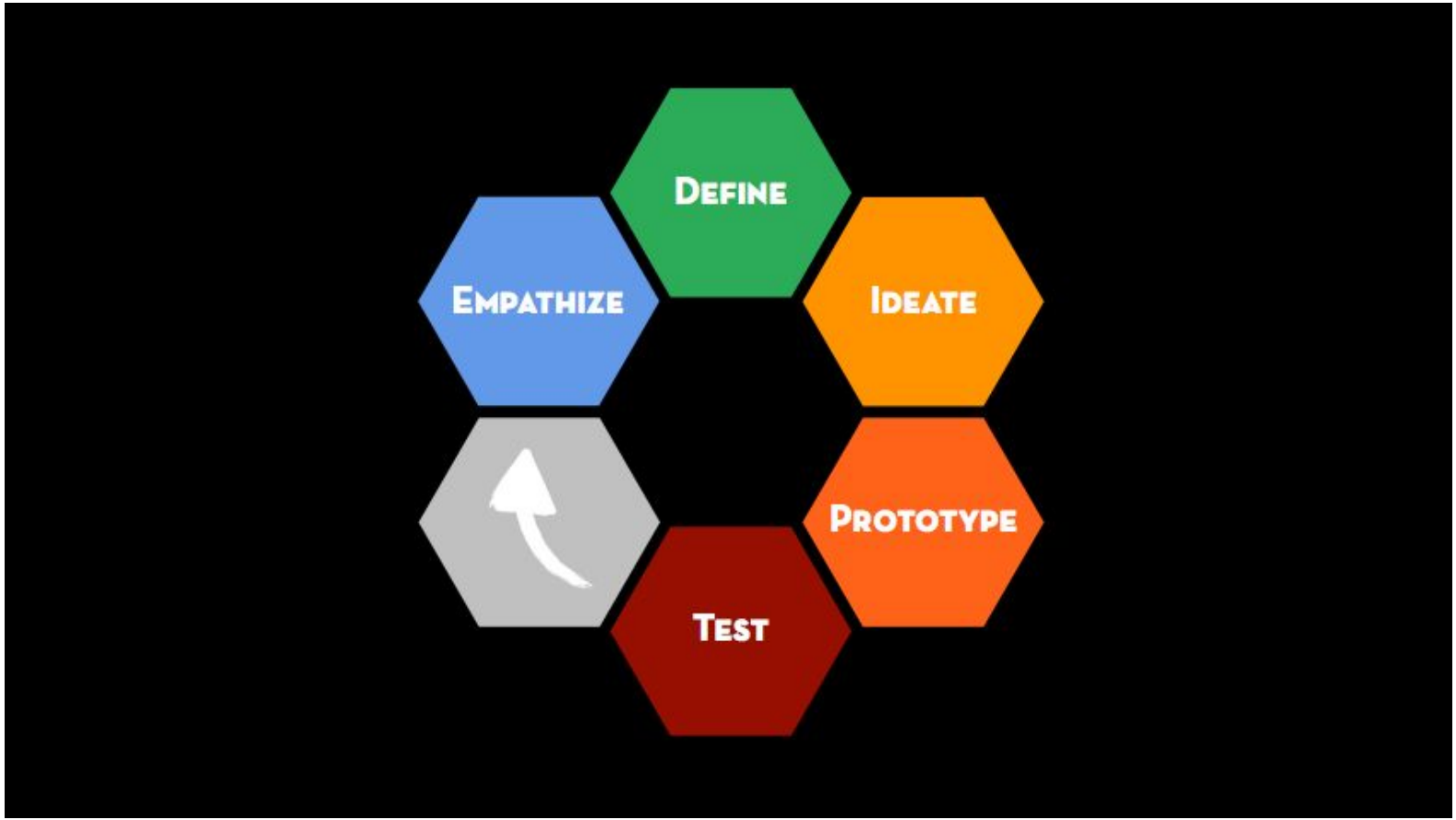
IDEATE
PROTOTYPE
TEST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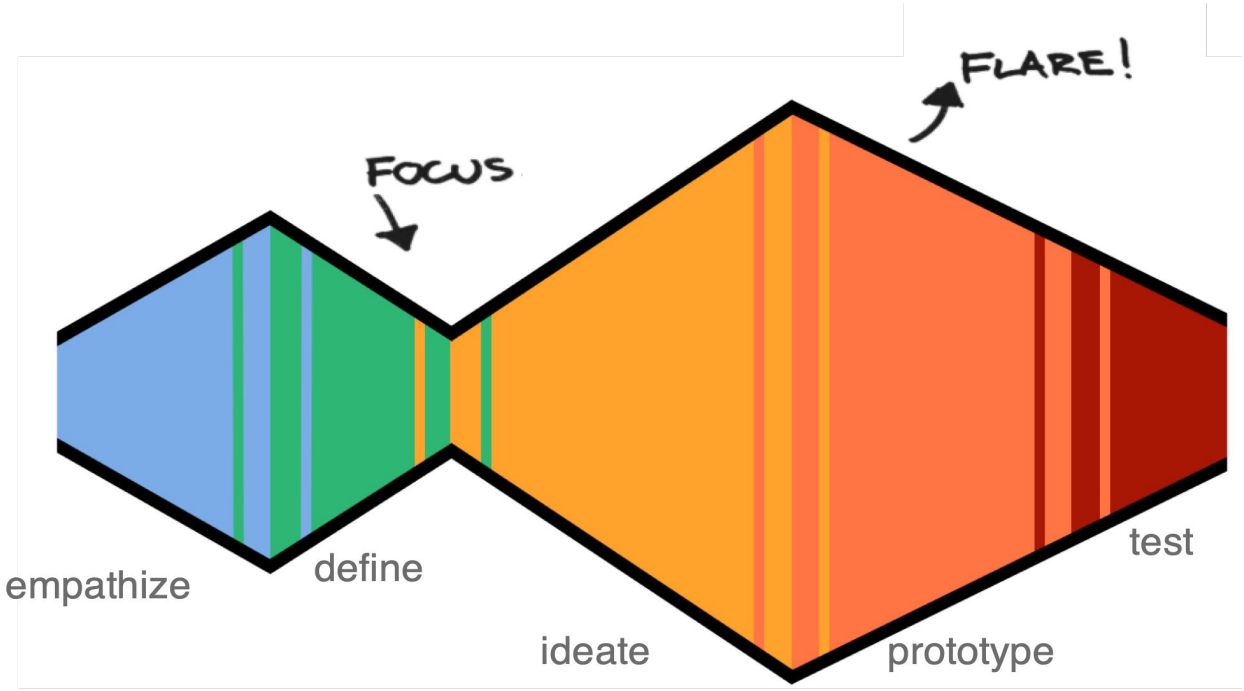


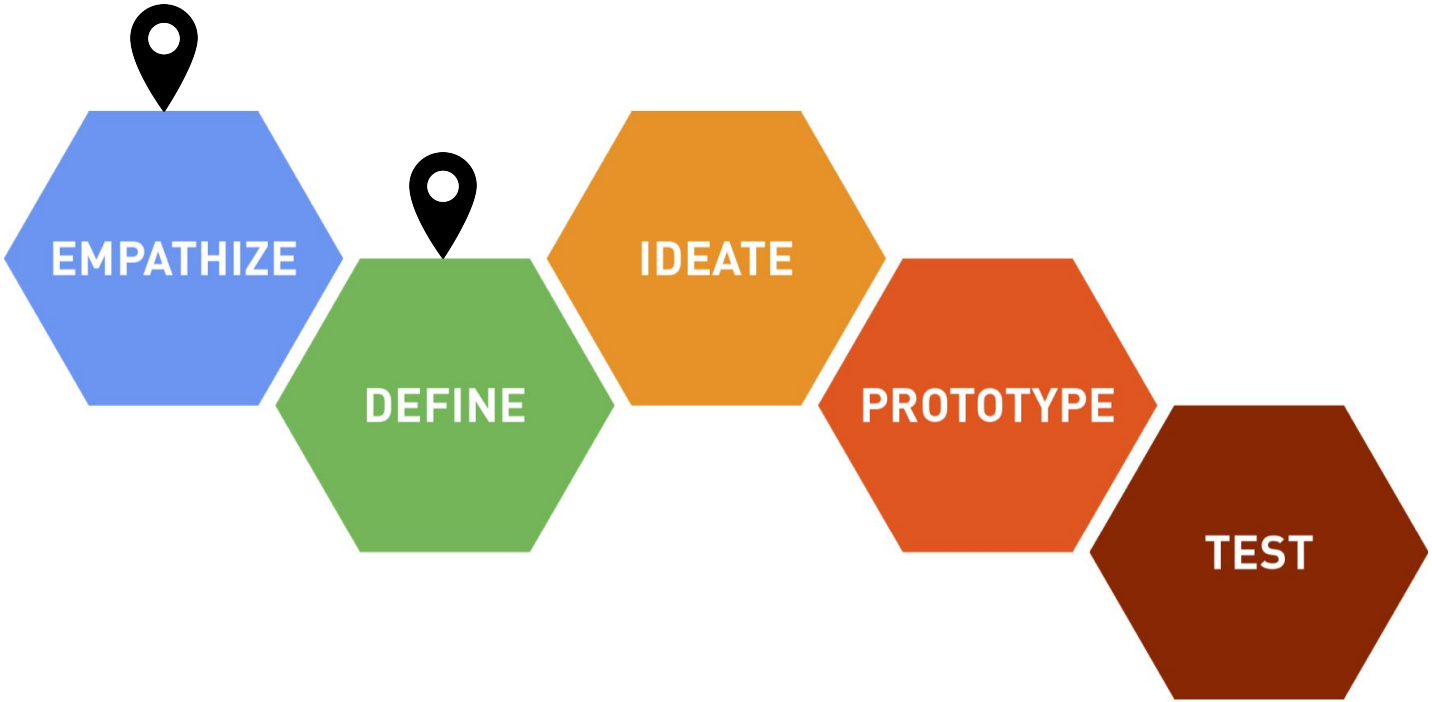
Problem finding & framing + Problem solving & testing

Reimagine the work-from-home experience

- Pair up and learn more about their shelter-in-place experiences
  - *“Tell me a story of a work-from-home horror story you have.”*
  - *“I say ’work-from-home’, you say…”*
  - *“What was your best day,” “What was your worst day”*
  - *“What did it feel like when that happened?”*
- Keep asking “why” for deeper understanding
- Interviewer should only be asking questions. Interviewee should be doing all the talking.
- Take notes – document “quotes”

7 minutes per partner

Human-Centered Design Sprint



Team: __En Toutes Lettres_____

What is a program you are launching/designing? (not org mission)

Openchabab

Who are you trying to reach? Be specific...

Under 35 year old civil society actors, journalists and researchers

What do you know... what assumptions do you have...

[Add Thoughts Here]

What questions do you have?

[Add notes Here]

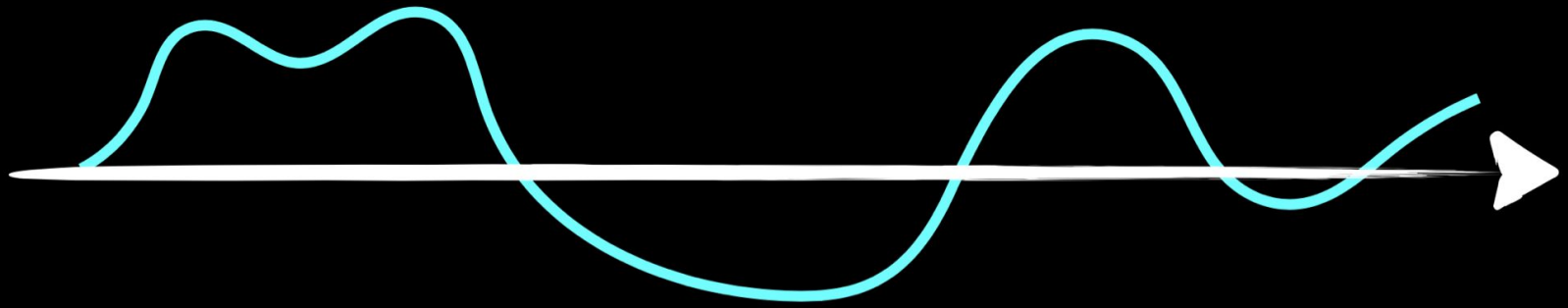
Homework invitation - interview 3-5 people You are trying to reach

Design Thinking Workshop

AFAC

June 4, 2021

Workshop 2



Journey Maps *(often):*

-Chronological
-Human (describes a person's journey)
-Both objective (events) and subjective (emotional)

DSS Workshop

	Learn about workshop	Apply to workshop	Get accepted	During workshop	Post workshop
Journey's Phases					
User's Objectives	- I need to know if they are reputable - I need to know if I'm qualified. - I need to know if I can afford it. - I want to know who else is in the program	- I want to know how long the application will take - I want to know how competitive it is - I want to know what makes a good application	- I want to know who else is in the program - I want to know what is expected of me	- I want to learn how I can apply this content back home - I want to meet some interesting people	- I want to continue my learning after this experience - I want to be able to continue to access resources from DSS
Desired Emotion	Informed Curious	Confident Supported	Welcomed Excited	Engaged Connected Supported	Empowered Bold and willing to experiment
Actual Emotions	Curious	Supported Intimidated	Welcomed Excited	Overwhelmed Nervous	Supported but want additional help and guidance

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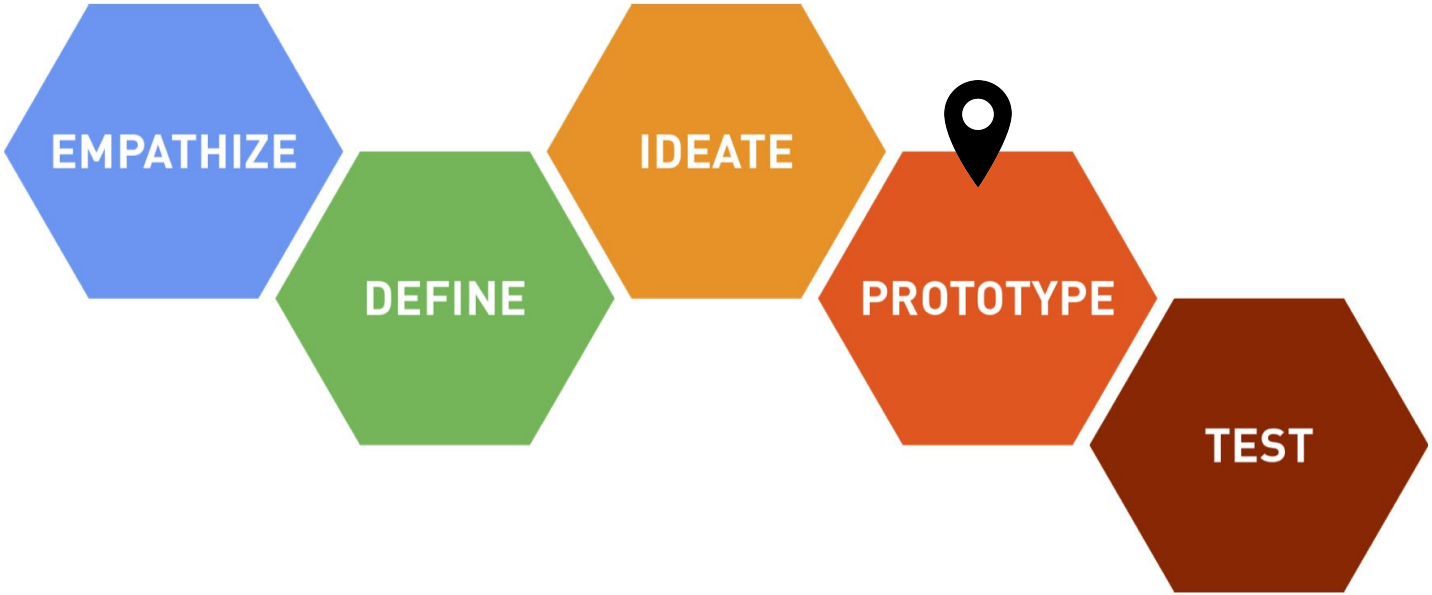


Test the
CONCEPT

How do people react?
Is it desirable?

Test the
EXPERIENCE

Do people use it?
How does it work?

Test for
BEHAVIOR

Does behavior change?

Test for
OUTCOMES

Does it produce the hypothesized outcomes?

CONCEPT EFFECT

Design Thinking Workshop

AFAC

November 1, 2021

Workshop 3

Today’s agenda

- How to brainstorm new ideas and solutions
- How to use analogous ideas for inspiration
- How to reach your target audience

Blind Contour Drawing

Pull out a piece of paper and pen

Blind Contour Drawing

Pull out a piece of paper and pen

Look at person next to you or in front of you

Blind Contour Drawing

Pull out a piece of paper and pen

Look at person next to you or in front of you

90 seconds minute to draw that person

WITHOUT picking up your pen and

WITHOUT looking at your paper

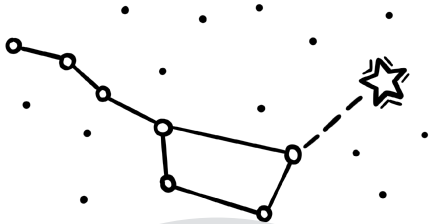
Generate

Generate

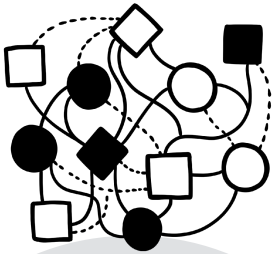
Evaluate

What are some key behavior(s)?

Understand people deeply



Gain Insights to Discover New Possibilities



Be Generative Before Deciding

Make Ideas Tangible

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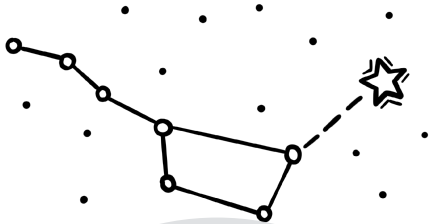

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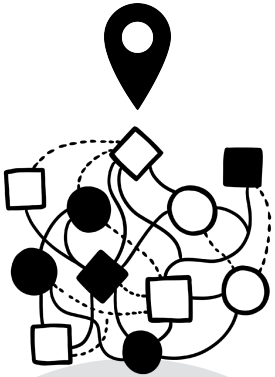

Be Generative Before Deciding

Make Ideas Tangible

First exercise - Brainstorming new solutions

In your org team, think of a new program you are designing or redesigning

- Needs to be outward facing (have a clear audience)
- Not an internal capacity building program

Write on one of the large sticky pages:

1. Program title
2. Program description (1 sentence)
3. Program audience (who are you trying to reach)
4. Why are you running this program?
    a. What need are you trying to meet?
    b. What behavior are you trying to change?

Example: AFAC's ACE Program

Program: Arts and Culture Entrepreneurship Program
Description:
Audience:
Why we are running this program:

Example: AFAC's ACE Program

Program: **Arts and Culture Entrepreneurship Program**

Description: ...

Audience:

Emerging arts leaders of arts organizations across the Arab world

Why we are running this program:

- **Equip the next generation of arts leaders with practical and conceptual solutions to excel in their environment**
- **Help cultural leaders be more holistic in their approach, and be unafraid of dealing with change**

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How might we equip the next generation of arts leaders with practice and conceptual solutions to excel in their environment?

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Create a generative brainstorming question: “how might we (why statement from 4)?”

Example: AFAC's ACE Program

Program: Arts and Culture Entrepreneurship Program
Description:
Audience:
Why we are running this program:
How might we support arts based nonprofit leaders increase their capacity?

Example: AFAC's ACE Program

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How might we equip the next generation of arts leaders across the Arab world with practical and conceptual solutions to excel in their environment?

Three part workshop and coaching and mentoring	Exchange program with organizations in other parts of the world	Peer to peer learning
App that pulls resources from all of the organizations of what they have learned and achieved	Hypnosis	Virtual hologram coach
Fiscal sponsorship when its needed	A testing lab for everyone's ideas	Creating a database between everyone's experiences knowledges

First exercise - Brainstorming new solutions

In a moment, will break into two teams (ONE TEAM AT A TIME)

1. Share your program, description, audience, why (3 minutes)

2. Share How Might We question (1 min, 2 min for reflection)

3. Brainstorm with your/other team as many ways you can address HMW question as possible (7 min)

Goals - VOLUME! As many ideas as possible, not the time to evaluate

Don’t over explain - write the headline on a post it, and share it

Should have a paper filled with post its

What are some possible solutions? (from session 1)

- Generate as many ideas/solutions as possible (quantity over quality).
- There are no bad ideas.
- Capture all ideas (one idea per square)
- Yes, And! - Welcome “shoot (for) the moon” ideas!

Brainstorming new solutions

Product	Service
Space	Digital Experience
Policy	Wild Idea

First exercise - Brainstorming new solutions

Place post its on the grid according to each area

Notice what boxes are empty

Can you think of ways to address the why in the blank categories

Discussion

What did you discover about your concept?

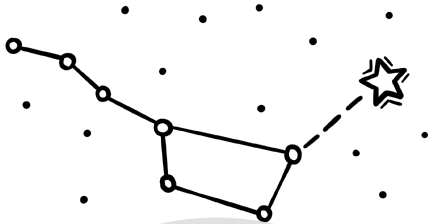
Did you identify new ideas you have not thought of before?

Generate

Evaluate

What are some key behavior(s)?

Understand people deeply



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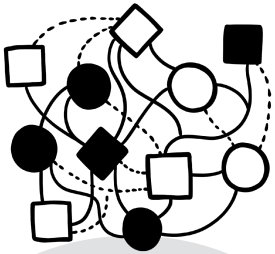

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Break

Second exercise - Analogous Exploration

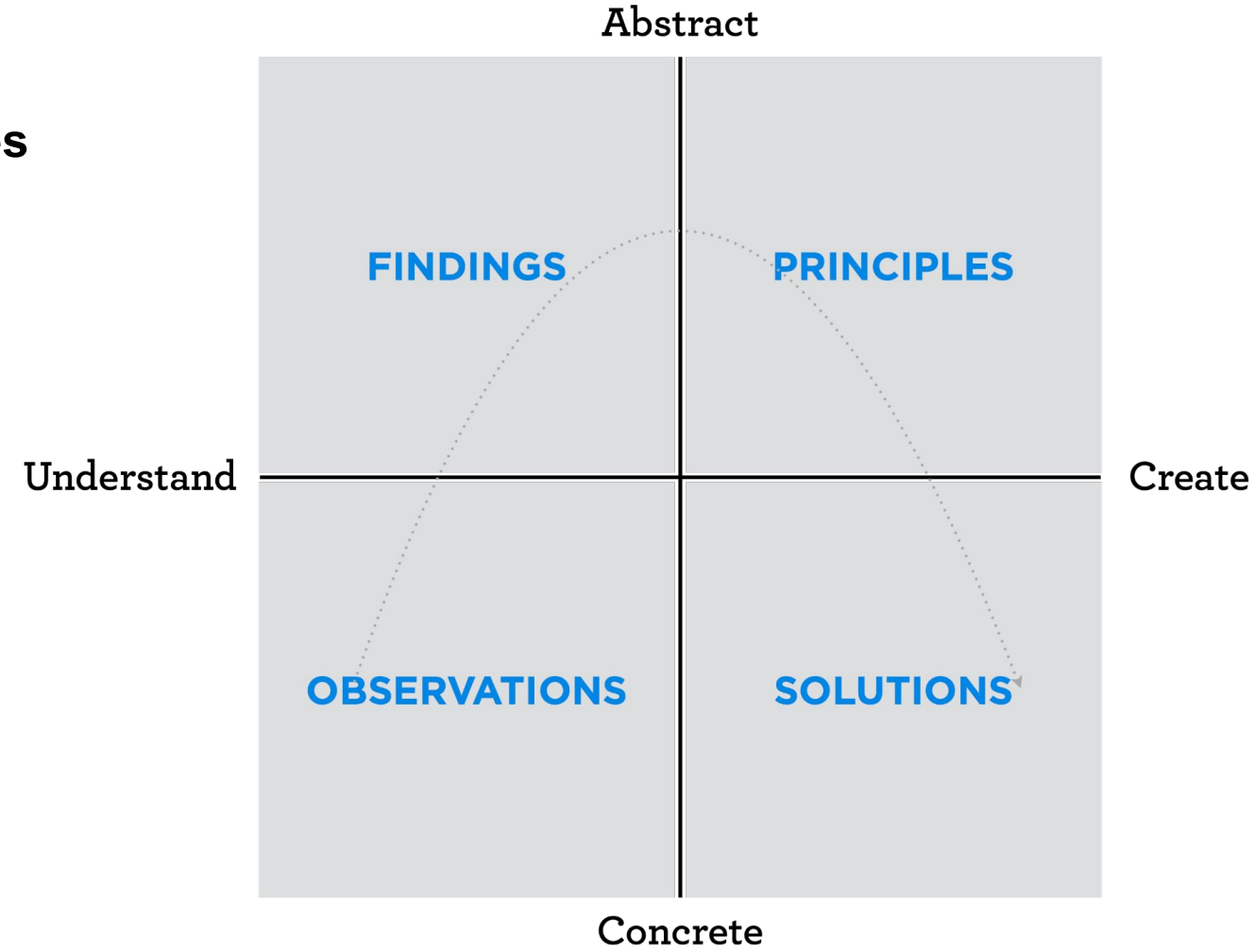
What is an analogy?

How can we use analogies for inspiration?

How might we design a store to be more like a hotel lobby?

Apple modeled their customer service after Ritz-Carlton Hotels

modes of work



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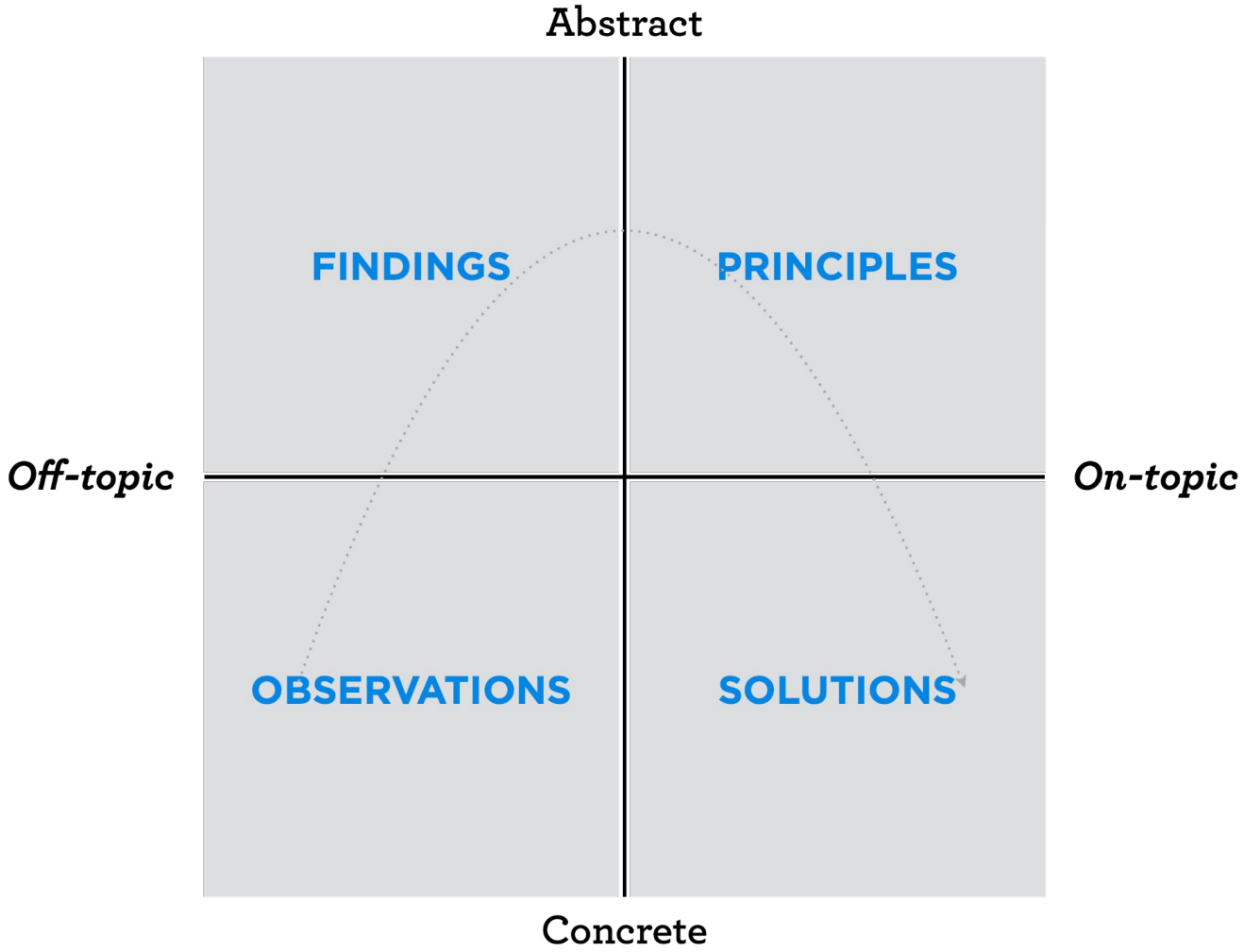


U.S. Elections 2020

STOP HB6
Voting Shouldn't Be an Obstacle to Democracy!
Suppress the VIRUS NOT THE VOTE
Vote NO on HB 6/ SB 7
VOTER SUPPRESSION
Say NO to Jim Crow 2.0
TEXAS RISING

Where could we go to learn about how to...

How we can help people break down an overwhelming task?

Where could we go to learn about how to...

How we can help people break down an overwhelming task? Especially one that has...

Clear deadline

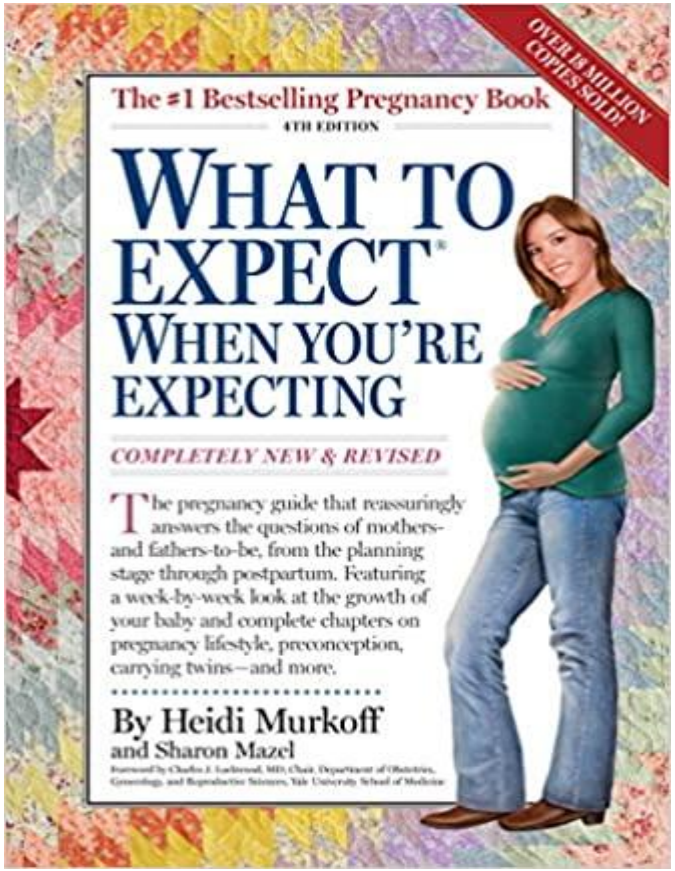
Many steps

Person may be new to this experience

You don’t need to know everything at the beginning. Can break it down to when you need to know the information?

Where could we go to learn about how to…

How we can help people break down an overwhelming task?



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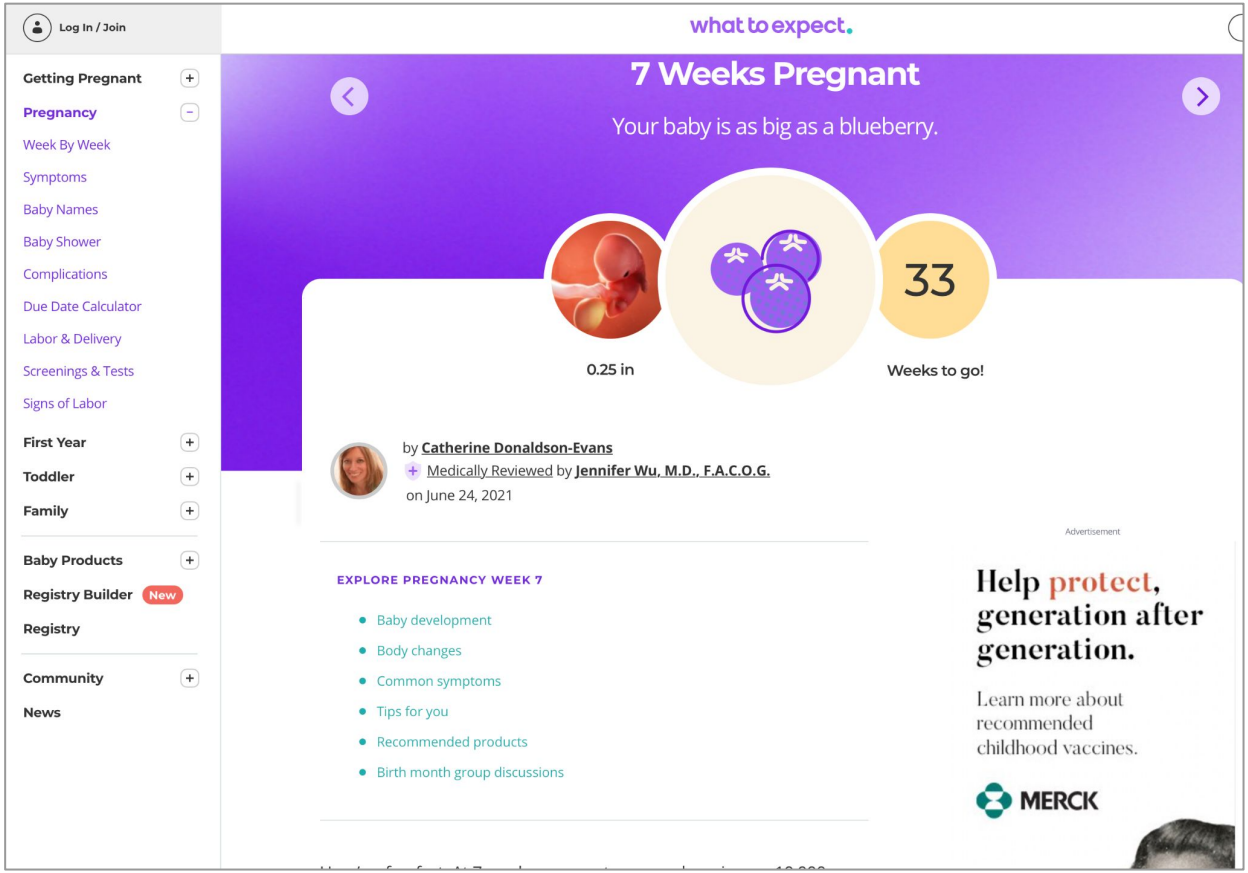


Second exercise - Using Analogies for Inspiration

10 min - brainstorm minimum of three analogous ideas for each team based on their HMW question

Each program/product/service on a different post it, and why it might be worth exploring

Questions to explore:

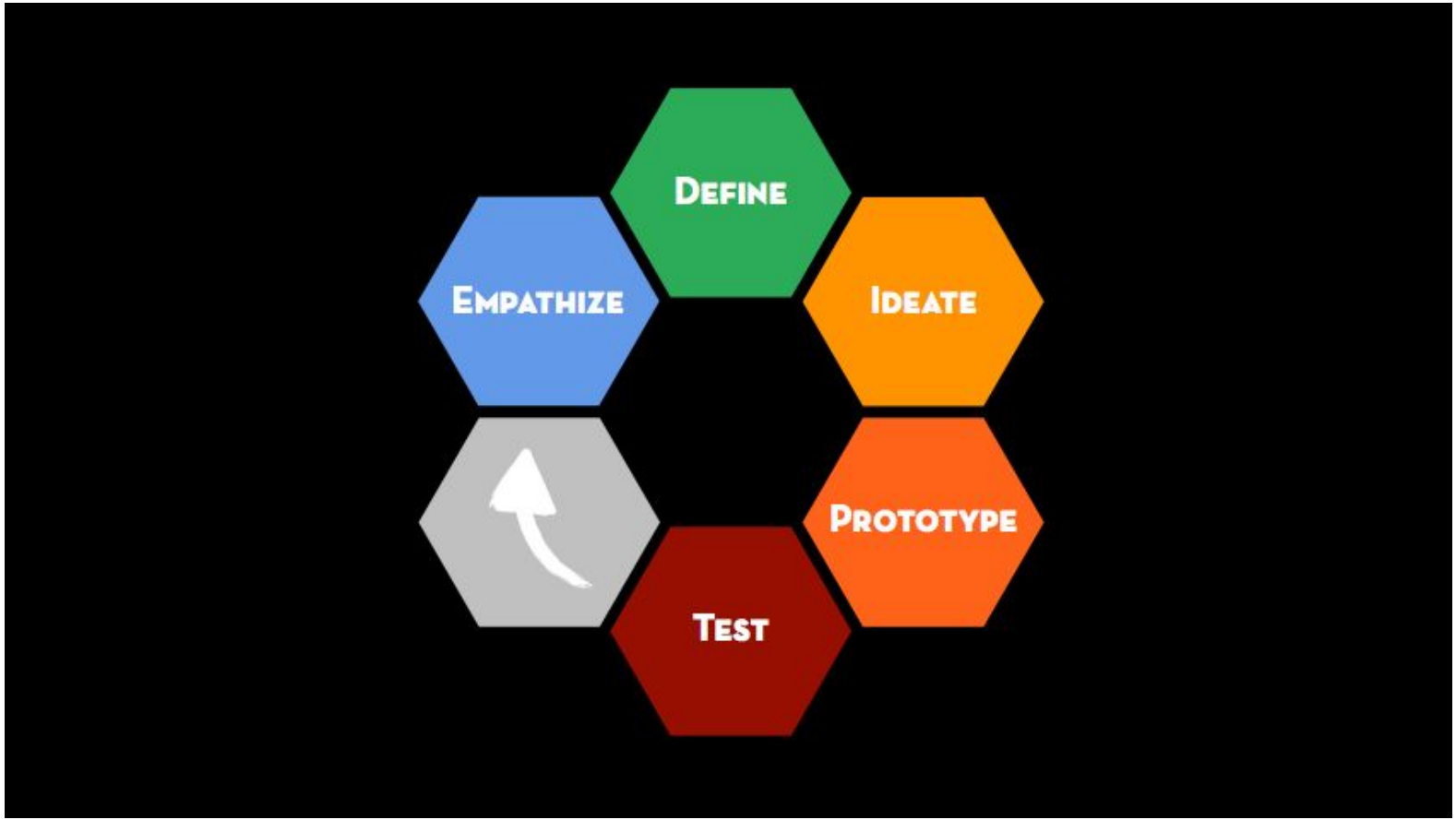
- What organizations, people, and places can we visit to gain inspiration about our project? Which industries are tackling a similar underlying problem?

- Is there a product or program you can think of that has succeeded that you could learn from?

Second exercise - Using Analogies for Inspiration

1. Select one analogous space you want to explore
2. Observe, Immerse or Engage with the analogous space at least once this coming month (an hour, a day or some clear period of time)
3. Write down what you observed… take photos… screenshots…
    a. What is working and why?
    b. How is the program provided? Structured?
    c. What are your favorite parts of the program/product?
4. What principles can you apply to your program?
5. What features can you adapt to your program?

Take aways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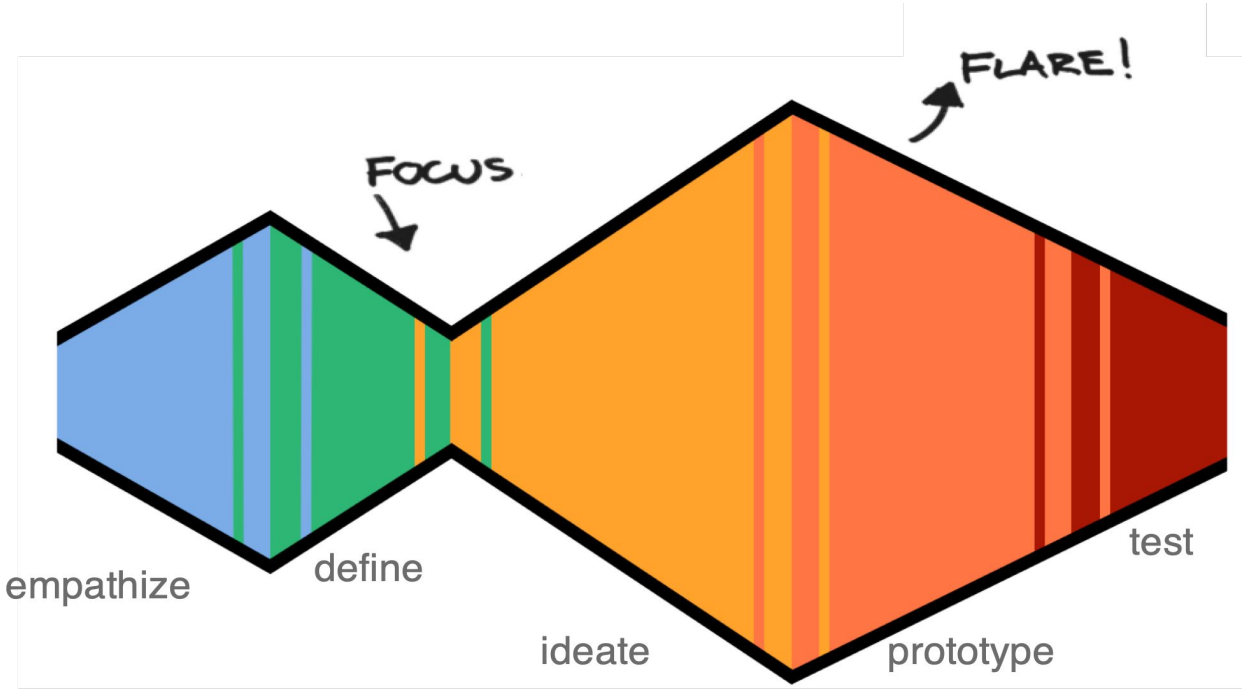

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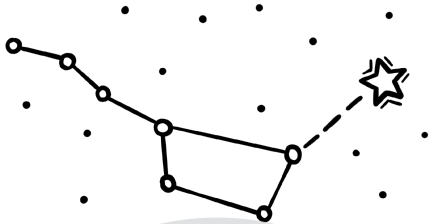

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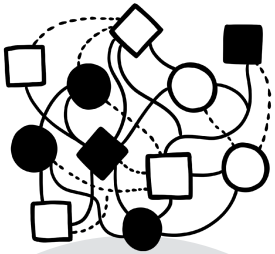

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Some Take Aways

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