



# Agile ORLANDO 2023

JULY 24-28

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James Evans

Agile Essentials: Design Thinking



**Agile** ORLANDO  
JULY 24-28 **2023**

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## James Evans

Business Agility Mgr



For over 15+ years, James has helped organizations create customer-focused, value-driven solutions.

- By day, James is an SPC enabled Business Agility Manager at Accenture
- After work, James mentors' new entrepreneurs on the lean startup methodology and helps previously incarcerated students navigate their new normal.

James works out of a room with some plants and his fake dog Ochoa; who stares at him for a walk that never happens.



## Agenda

- 01 | What Is Design Thinking?
- 02 | 5 Stages
- 03 | Double Diamond Model
- 04 | Qualities Specific To Design Thinking







# What Is Design Thinking?

- Design thinking is an 5-stage iterative problem-solving approach that puts the user at the center.
- It involves empathizing with the user's needs in an effort to better understand their motivations. The overarching goal here is to gain a deeper understanding of the challenge or problem.
- Design thinking encourages brainstorming and the generation of a wide range of creative solutions.
- Prototyping and testing are also crucial steps in design thinking; allowing us to quickly iterate and refine ideas based on user feedback.
- The goal of design thinking is to create innovative, solutions that are both user-centric and address the scenario at hand.



# Traditional vs. Design Thinking



## Traditional Problem Solving

vs

## Design Thinking



Precise Planning

Avoid Failure

Thorough Analysis

Presentations

Focus On Customer Issue(s)

Intermittent

Think

Trial And Error

Learn From Failure

Thorough Testing

Small Experiments

Strong Customer Relationship

Continuous

Do

# Benefits of Design Thinking



**Improved  
Understanding of  
Customers**



**Increased Team  
Collaboration**



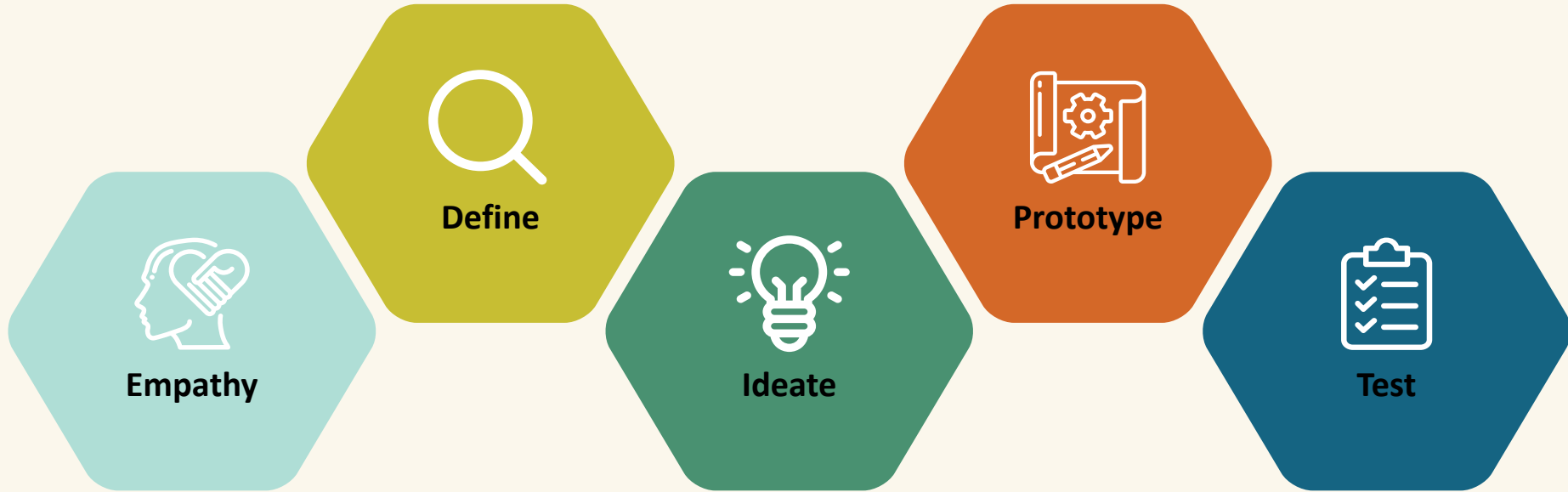
**Increased Profits**





# 5 Stages of Design Thinking

# 5 Stages Of Design Thinking



- Interviews
- Observations
- Surveys
- Empathy Maps
- Personas

Empathy

Define

Ideate

Prototype



### Stage 1: Empathy

- Empathy is putting oneself in the shoes of another and gaining insights into their emotions, motivations and experiences.
- It's an integral part of the design thinking process, from define to ideation, prototyping, and testing.
- By empathizing with users' needs and emotions, we gain a deeper understanding of the problem and strengthen the customer relationship.

# The story of a purse and a wallet.....



**Purse**

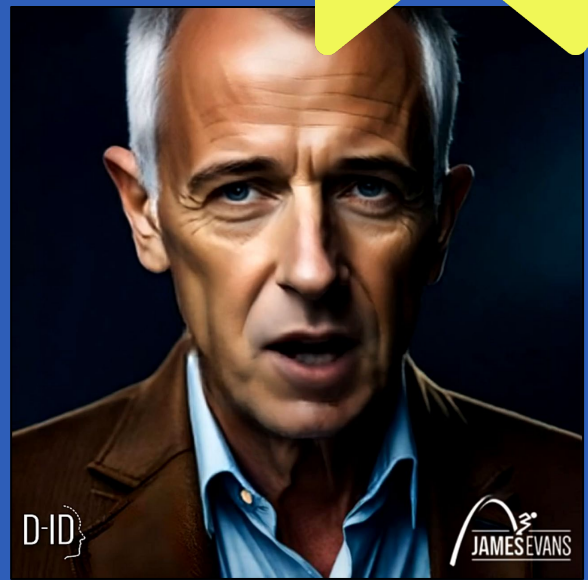


**Wallet**

# What question would you ask Logan about his wallet?

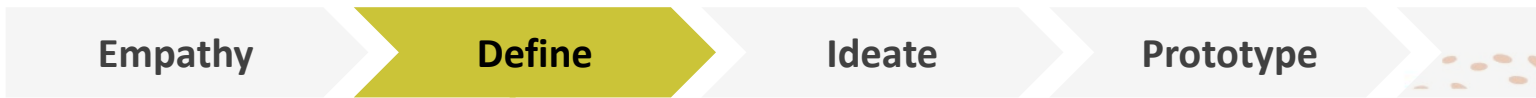


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- Problem Statements
- Affinity Diagrams
- **HMW (How Might We) Questions**



## Stage 2: Define

- The Define stage involves accumulating the information that was generated and collected during the Empathy stage.
- The goal here is to analyze and reframe the gathered information in order to;
  - Gain a deeper understanding of user needs
  - Uncover core issues
  - Realize innovation opportunities
- Basically, we're breaking the information down and honing in on the real issues

- 6-3-5 Method
- Post-It Notes
- Mural
- [Vizologi \(AI Generated\)](#)



### Stage 3: Ideate – Challenge Assumptions and Create Ideas

- This is where the magic happens! Using divergent thinking, we;
  - Explore multiple perspectives
  - Challenge assumptions and
  - Think outside the box.
- It's during this phase that we transform our ideas into tangible representations (e.g., physical model, digital mock-up, storyboard etc.)

- Virtual Reality Tools
- Storyboarding
- Sandbox
- Post-It Notes

Empathy

Define

Ideate

Prototype

## Stage 4: Prototype – Start to Create Solutions



- In this stage, we transform ideas into tangible and testable prototypes.
- We do this by creating prototypes of solutions that set the stage for gathering feedback from users and interested stakeholders.

Empathy

Define

Ideate

- Focus Groups
- A/B Testing
- Co-Design Workshops
- Usability Testing

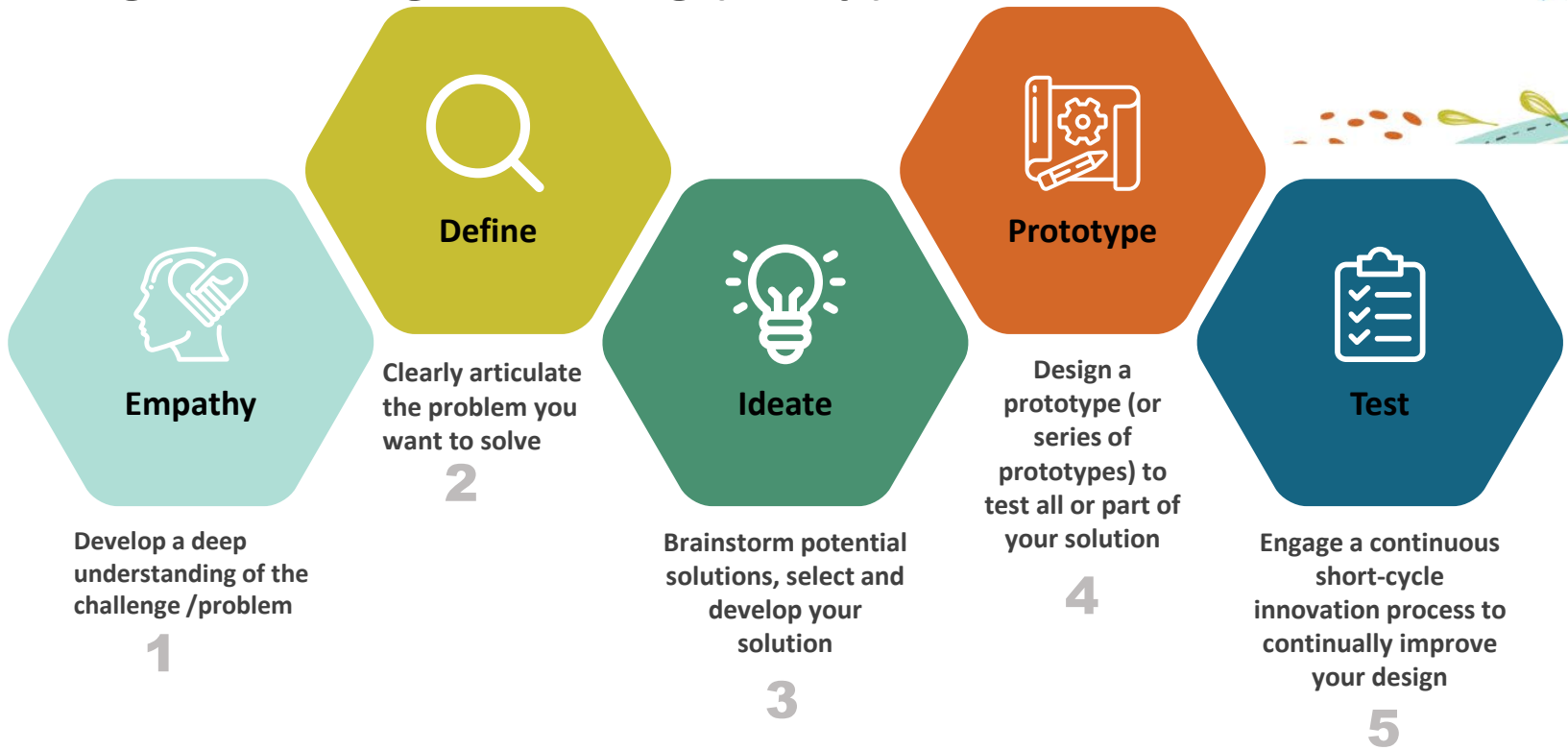
Test

## Stage 5: Test – Time to give those solutions a test run!



- The key here is to gather feedback from your prototypes and iterate on solutions triggered by user insights.

# 5 Stages Of Design Thinking (recap)

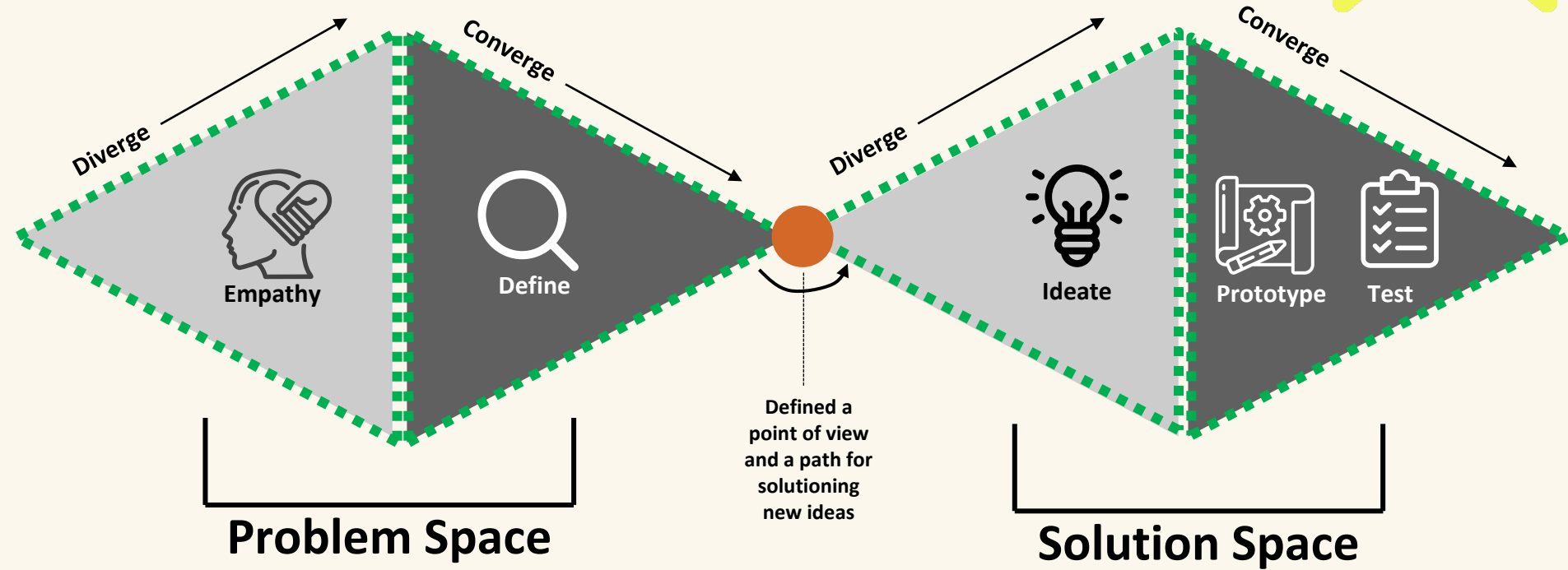




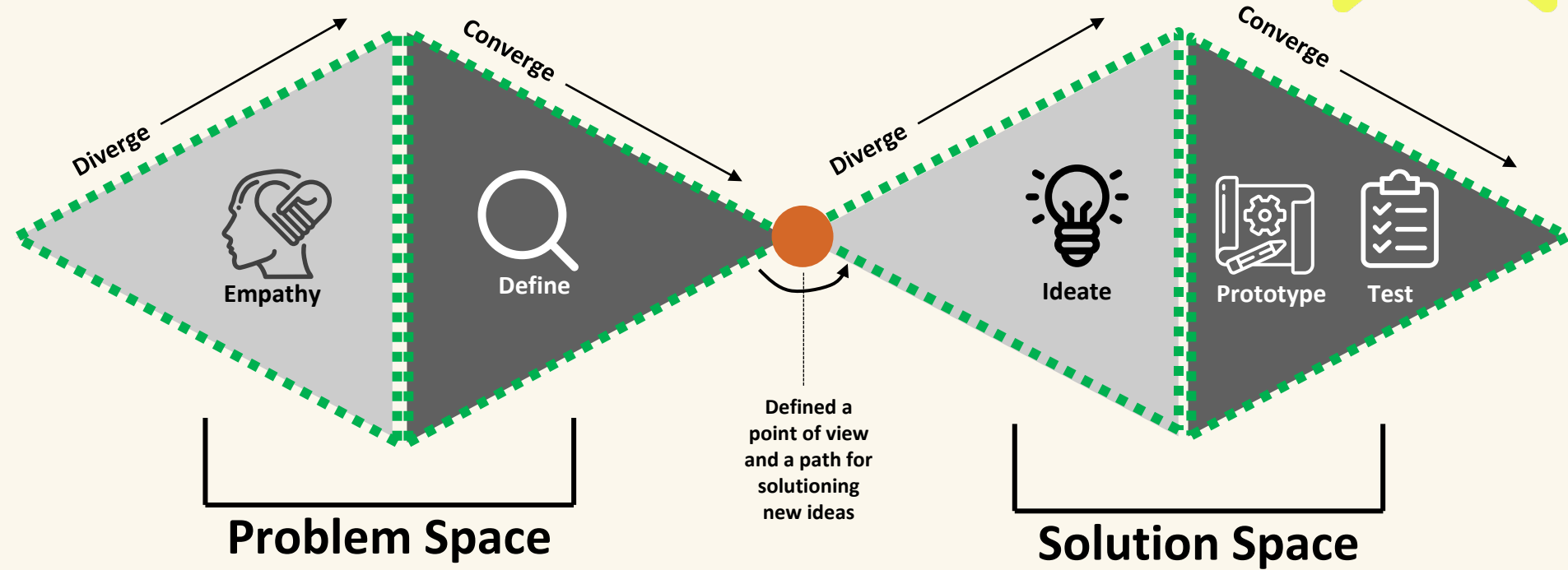
A decorative border surrounds the central text, featuring various elements: green and yellow leaves, blue and orange abstract shapes, and scattered dots in blue, orange, and black. The background is a light cream color.

# Double Diamond Model

The Double Diamond method is a structured approach to problem-solving.



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A decorative border surrounds the central text, featuring various elements: green and yellow leaves, blue and orange circular patterns, a blue wavy line, a green leaf with orange spots, a blue leaf with white dots, and a blue leaf with white dashed lines.

# Qualities Specific To Design Thinking

# Qualities Specific To Design Thinking



## Empathy

Understanding the user's perspective and needs



## Collaborative

Working in teams to generate multiple ideas and solutions



## Iterative

Testing and refining solutions through multiple cycles



## Creative

Generating innovative ideas and solutions



## Human-centered

Focusing on people and their needs rather than technology or systems



## Experimental

Trying out new ideas and taking calculated risks



## Holistic

Taking into consideration the full system and environment of the problem; including social, economic, and cultural factors.





# Methods

## Empathy

- Customer Journey Maps
- Empathy Maps
- Gemba Walks
- Interviews
- Persona Maps

## Define

- Brainstorm
- Post-It Notes
- Mural
- Journey Mapping

## Ideate

- [Vizologi](#)
- [Mural](#) and others
- Brainstorm
- Infinity Mapping
- Storyboard
- Role Playing
- Rapid Prototyping

## Prototype

- Live Prototyping
- Post-It Notes
- Mural
- Storyboard

## Test

- Post-It Notes
- Mural
- Storyboard

# Links

- Design Thinking workshop with Justin Ferrell (Stanford d. School) - <https://youtu.be/Z4gAugRGpeY>
- The Field Guide To Human Centered Design - IDEO.org - <https://a.co/d/5F6nJsV>
- The Lean Product Playbook - <https://a.co/d/aURClgh>



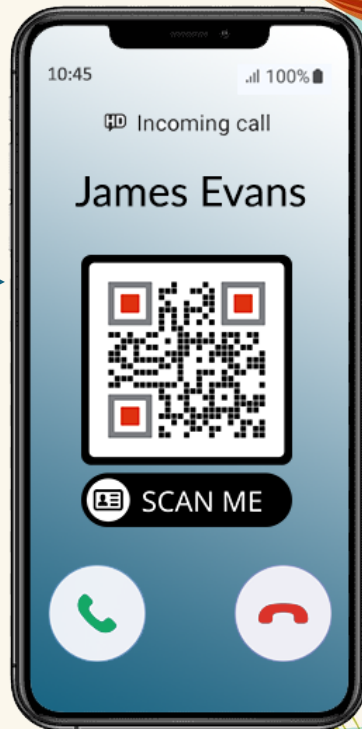
**James Evans**

Business Agility Mgr



# Thank You!

*Please scan my handy dandy Q-Code to connect!*



# Explore related sessions

If you enjoyed this session and would like to go deeper on this topic, *check out these upcoming sessions, recommended by our track chairs!*

## **From Zero to Ally: Creating a Diverse and Inclusive Workplace with Design Thinking**

Tuesday, 2:00pm – Desoto 5

## **Solving User Problems Outside the Product Box**

Tuesday, 3:45pm – Coastal Ballroom B,4,5

## **Cooking with the Wrong Ingredients: Why your educational design choices matter**

Wednesday, 10:45am – Osceola Ballroom C



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PERSONALIZED FEEDBACK FROM AGILE PROFESSIONALS

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MONDAY - THURSDAY, 11:00 AM - 3:00 PM





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