Courageously Creative: Reimagining Experiences with Design Thinking

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Hello!

I am Jessica Dang

My role is to make government more human
Ice Breaker

Find a partner

- Share a memorable moment from this morning
What we think creativity looks like
What creativity feels like
What it is

creativity

- the ability to create
- the use of imagination
Chaos or Opportunity?
“Look what I made!”
Discover the opportunity

Understand people deeply

Experiment your way forward
FOUR GUIDING QUESTIONS

Understand

WHAT DO WE NOTICE?

Concrete

WHAT’S THE MEANING?

Abstract

WHAT’S OUR DIRECTION?

Create

WHAT’S OUR SOLUTION?
Reframed problem

How might we capitalize on children’s amazing imagination to transform the radiology experience into a positive and memorable adventure?
Design Challenge

90% of recipients called
Design Challenge

Reframed Problem

- How might we remove fear and anxiety in the audit process?
Agency Design Challenge

How might we...
- Use the initial point of contact (in writing) to ensure all taxpayers understand how to be successful?
- Make it easier for taxpayers to track/submit documents (helps us and them)?
- Streamline educational efforts to reach all taxpayers and their representatives?
1) Driver clicks truck system to trigger trip log
2) Truck system records GPS coordinates + odometer readings
3) Truck system records border crossings and odometer readings @ border

1) Truck system transmits data to applicable parties in chosen file format
2) Truck system confirms transmission of data
1) Driver stops to fuel
2) Driver clicks truck system to trigger fueling
3) Driver fuels truck
4) Driver gets fuel receipt

1) Driver uses cell phone to scan fuel receipt
2) Phone bluetooth transmits image to truck system
3) Driver clicks truck device to end fueling and restart trip log
4) Continues driving!
Imagine the meaning
(notice something, then infer what the meaning might be)

Write each of these as a sentence:

It's interesting/surprising/hilarious that s/he ... [SOMETHING YOU HEARD]

Maybe this tells me s/he is trying to ... [WHAT SHE IS TRYING TO ACHIEVE OR ACCOMPLISH]

Because/and/but I surmise that ... [HOW DOES SHE WANT TO FEEL? WHAT DOES SHE BELIEVE? WHAT'S GETTING IN THE WAY?]

How might ...

...?
Personal Design Behaviors

- Keep humans at the center of the process (consistently talking to or about real people)
- Suspend judgement
- Sit comfortably with ambiguity
- Show unfinished work
- Rapidly experiment (bias towards action, take risks)
- Visualize the complexity, and then target your intervention (don’t design for everyone)
- Make ideas visible (create shared assets)
- Have fun
The big idea

Start with the people and trust the process.
The new city experience
An Introduction to Design Thinking
“Design to learn, not because you want people to like it.”

– Mike Rothe
Hear a good story
Interview your partner about his/her experiences in a new city.

Create a quick interview guide
(with open-ended questions!)

1. **A. Be human: build rapport.**
   - Introduce yourself. “How are you today?”
   - “Nice to meet you. Tell me about where you’re from.”

2. **B. Seek stories.**
   - “Could you tell me story about a time you . . .
     ( . . . traveled by yourself to a new place?)
     ( . . . had an unexpected adventure in a new city?)
   - “What would I find surprising about how you . . .
     ( . . . pack for a long trip?)
     ( . . . navigate a new city?)

   [write more of your own]

3. **C. Talk about feelings. Dig deeper by following up.**
   - “How did you feel at that moment, when . . . happened?”

   [write more of your own]

Interview your partner
(have a conversation!)

**Interview notes:**

Go deeper into one story: remember to ask “Why?”

4 min each

3 min each
Imagine the meaning
(notice something, then infer what the meaning might be)

Write each of these as a sentence.
It’s interesting/surprising/telling that s/he . . .
[SOMETHING YOU HEARD]

Maybe this tells me s/he is trying to . . .
[WHAT IS S/HE TRYING TO ACHIEVE OR ACCOMPLISH?]

Because/and/but I surmise that . . .
[HOW DOES S/HE WANT TO FEEL? WHAT DOES S/HE BELIEVE? WHAT’S GETTING IN THE WAY?]

Do it again.
It’s interesting/surprising/telling that s/he . . .
[SOMETHING YOU HEARD]

Maybe this tells me s/he is trying to . . .
[WHAT IS S/HE TRYING TO ACHIEVE OR ACCOMPLISH?]

Because/and/but I surmise that . . .
[HOW DOES S/HE WANT TO FEEL? WHAT DOES S/HE BELIEVE? WHAT’S GETTING IN THE WAY?]
New ideas!
Frame a new question and generate a diverse set of concepts in response.

Create a brainstorming question

How might [circle one context]
A MUSEUM  
A LOCAL RESTAURANT  
A TRAVEL OR TOUR AGENCY  
A BANK  
A CHARITY
A SHOPPING DISTRICT OR STORE  
A HOTEL  
A PUB OR BAR  
PUBLIC TRANSPORTATION  
A HOST OR GUIDE

help my partner to [a need]

with the realization that [an insight]

Come up with ideas with a new partner
(share your question, then brainstorm together)

2 min

1 min share, 4 min brainstorm, each
Sketch it out

Pick an idea and stay in a generative mode as you work out the details.

Choose one idea and flesh it out into a product or service

(what is it? how does one use it?)
Make it tangible
Create a way for your partner to experience your concept.

**Bring your solution to life**
(create a world where your solution already exists)

**Test with your partner**
(invite your partner into that imaginary world)

Consider these aspects of the experience you are creating:

- **SCENE**
  The context of experience

- **ROLES**
  People involved in experience
  (you may want to play one yourself)

- **PROPS**
  Simple tangible things in experience

What's working?

What could be improved?

?  !

New questions

New ideas

4 min each
DEBRIEF
(What did you just do?)
Reflect on it

What was it like to start with a conversation, and focus on stories?

How did it feel to infer meaning from what you heard?

How was it to frame a new question?

How did you like generating ideas with new partner?

How did it feel to prototype your concept in low resolution?

Imagine the meaning
(Notice something, then infer what the meaning might be)

Write each of these as a sentence:
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[SOMETHING YOU HEARD]

Maybe this tells me s/he is trying to . . .
[WHAT S/HE IS TRYING TO ACHIEVE OR ACCOMPLISH]

Because/and/but I surmise that . . .
[HOW DOES S/HE WANT TO FEEL? WHAT DOES S/HE BELIEVE? WHAT’S GETTING IN THE WAY?]
Thanks!

Any questions?

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