

RefineM

Design thinking, a primer

Sergio Mondragón
Founder – Constru Robot

Agenda

1. Introductions and Expectations
2. Design thinking. A primer
 - a. History and numbers of success
 - b. The phases, briefly explained
3. Conclusions / Q&A

RefineM's Virtual Lunch & Learn

This is a monthly webinar delivered during the lunch hour in the first week (Wednesdays) of every month.

It's designed to help you learn while you eat lunch, providing a relaxed environment to enhance your experience.

The monthly webinars will cover a variety of Project Management / Agile topics.

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ATP Program



RefineM has been approved as a Premier Authorized Training Provider (ATP) to continue to deliver high-quality training in PMP® Exam prep and other areas.

Look for 2021 training at
<https://RefineM.com/training/public>

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Upcoming Webinars / Events	Date
Free Group Career Coaching Overview with NCPMI Chapter https://ncpmi.org/programs/workshops/group-career-coaching-overview	Mar 11
PMP® Exam Prep with PMI Memphis https://pmimemphis.org/PMP_Exam_Prep_Course	Mar 16-Apr 22
Free Webinar: New WOWs for Remote Agile Teams https://refinem.com/refinem-april-2021-webinar-new-wows-for-remote-agile-teams/	Apr 07
PMP® Exam Prep over Eight Consecutive Saturdays http://refinem.com/pmp-exam-prep-course-public/	Apr 24-Jun 12

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Kanbanize

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partners with
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RefineM is partnering with Kanbanize to provide teams and organizations a one-stop shop to implement Agile. This partnership with a leading Kanban platform will help our customers with:

- Project and portfolio management
- Software development
- Operations management
- IT infrastructure

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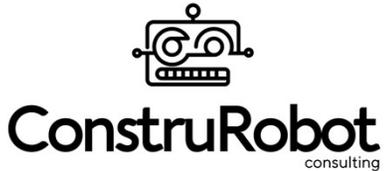
Sign up today for a 30-day free trial:
https://kanbanize.com/sign-up?referral_code=498319

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Design Thinking - a primer

A Design thinking overview

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Bio

- Sergio Mondragón – Constru Robot Consulting
 - Focuses on: Innovation, creativity, new ways of working and STEM
 - Certified on: Scrum, Design Thinking, Design Sprint, Lego Serious Play, ITIL
 - 20+ years of experience working for multinational companies
 - Has led Agile transformations for Banking, retail, and the International Development Bank.

Go to www.menti.com and use the code 31 82 05

**WHAT ARE YOUR EXPECTATIONS FROM
TODAY'S PRESENTATION? WHY ARE
YOU HERE TODAY?**

Mentimeter

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Why Design Thinking matters for project managers / scrum masters?



Addresses the customer need



Deal with ambiguity, and uncertainty



Customer / stakeholder / team engagement



Immediate backlog / requirements impact

Have you participated on a design thinking workshop?



Raise your hand

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What is design thinking?

“Design thinking is a **human-centered** approach to **innovation** that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for **business success**.”

[Tim Brown - IDEO CEO](#)

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Human Centered Approach

1. Tackles needs of potential users
2. Observation
3. Humans are an intrinsic part of the process
4. Multidisciplinary team focus



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Innovation

1. Helps driving innovation in the workplace
2. Design thinking is not equal to innovation.
3. New ideas to be identified validated, and implemented



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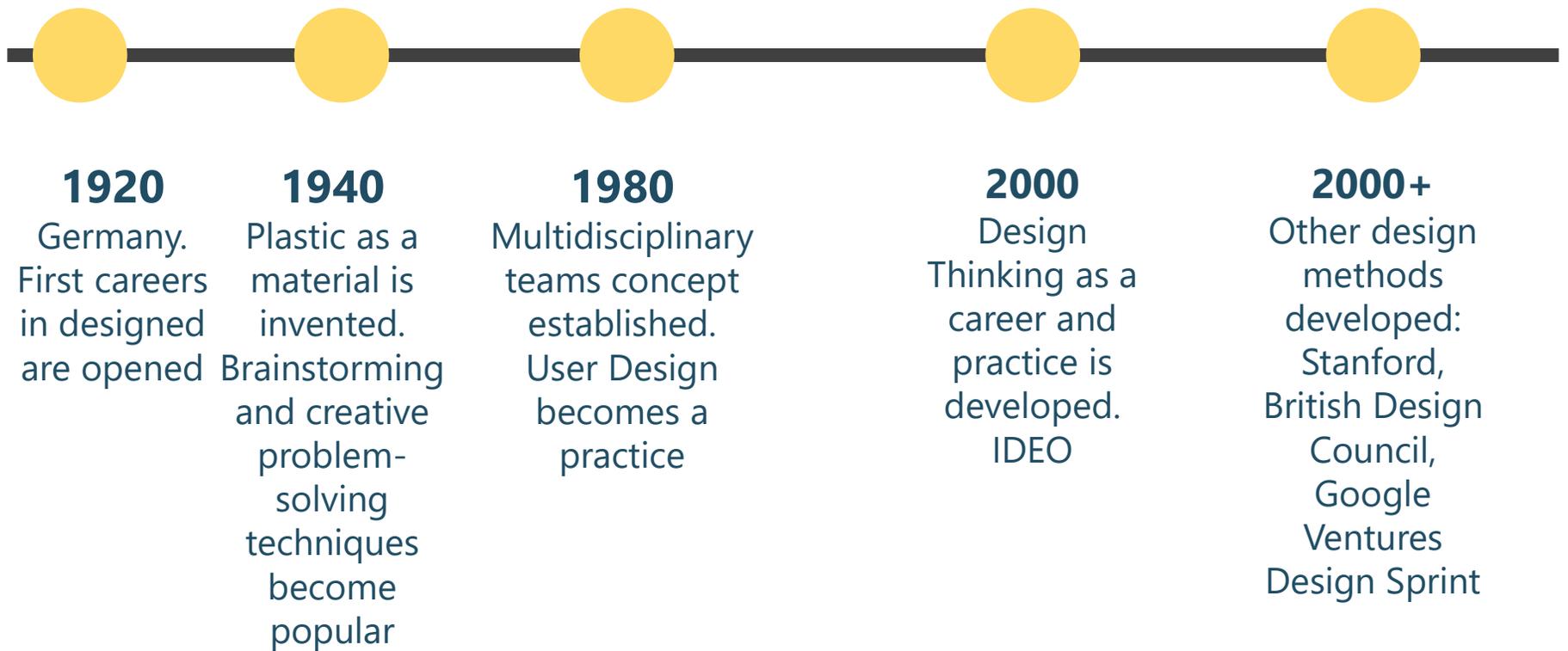
Business success

1. Product validation
2. Feasibility and Impact
3. Improve Business related metrics



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History



Numbers of success

71%

Improved their working culture on a team level

[Parsons New school](#)

75%

Reduced Design Time. [IBM](#)

300%

Return on Investment
[IBM](#)

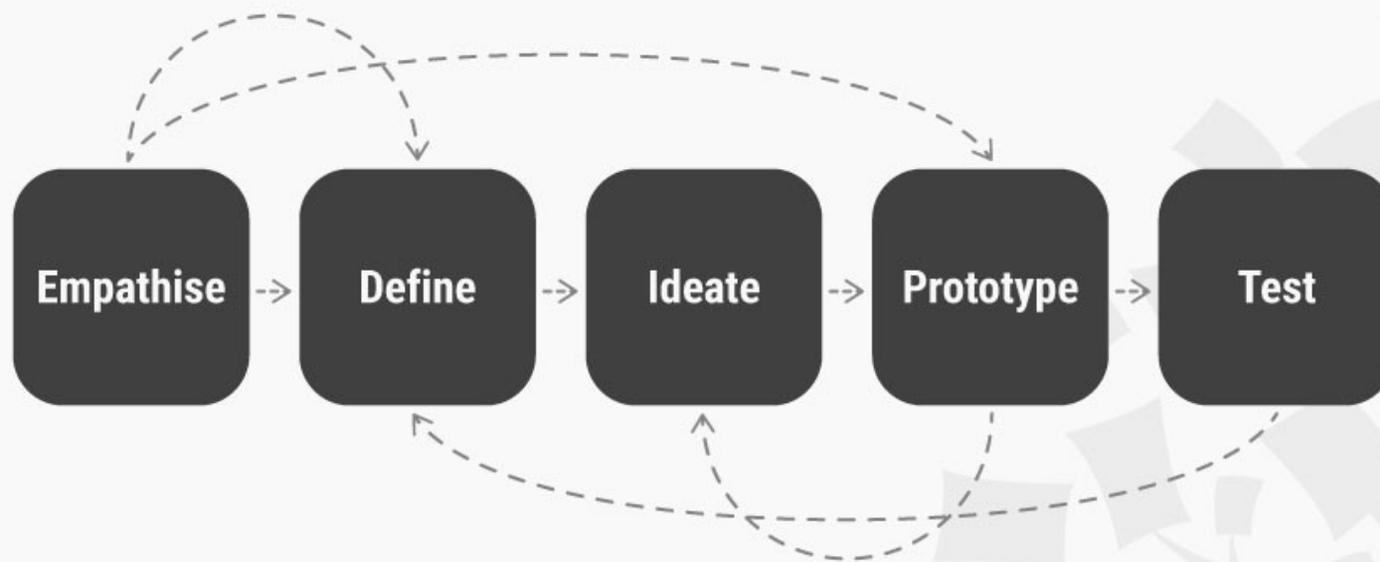
41%

Market share increase.
[Experience Point](#)

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Phases

Design Thinking: A 5 Stage Process



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG

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Empathize – Understand the situation



Tools:

- Empathy Mapping
- Aggregation tools

1. Observe
2. Gather as much information as you can
 1. Historical Data
 2. Market research
 3. Behavior analysis
3. Ask
 1. Focus groups
 2. Survey
 3. Meetings

Exercise – what do we observe?



1. How is she feeling?
2. What is her background?
3. Is she really alone?
4. What others may possibly be saying?
5. What is her age?

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WHAT DO WE OBSERVE?

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Define – Problem statement



1. Aggregate results
2. Insight finding
3. Define a persona
4. Identify pain points
5. As open as possible / as close as possible

Tools:

- Persona Definition
- How Might we

Persona definition



- Sarah
- 4 years old
- Loves stuffed animals
- Parents work all the time
- No siblings
- Loves swings but the closest park only has one

Problem statement - Example

How might we create a better swing for kids between 6 and 8 years and their stuffed animals / toys / Pets ?

Ideate – Let's find the best idea possible



Individual to group
As much ideas as possible
Just ideas not detailed solutions
Feasible with impact
Discuss with respect

Tools:

- **Brainstorming**
- **Extreme users**
- **Post its and paper or Collaboration tools**

SM1

Exercise – What can you do with this pulley?



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THIS PRESENTATION

Turn on comments **NEW** e

THIS SLIDE

Reset results

Change layout <

Restore removed inputs <

Change question

Close

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YOU DO WITH THIS

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Prototype – Enough fidelity to validate a point



1. Low fidelity / High fidelity
2. Don't strive for perfection
3. Whatever material, tool, or prototype software at hand will do.
4. Importance: Validate a point and define a path to go.

TEST – Present it to your users

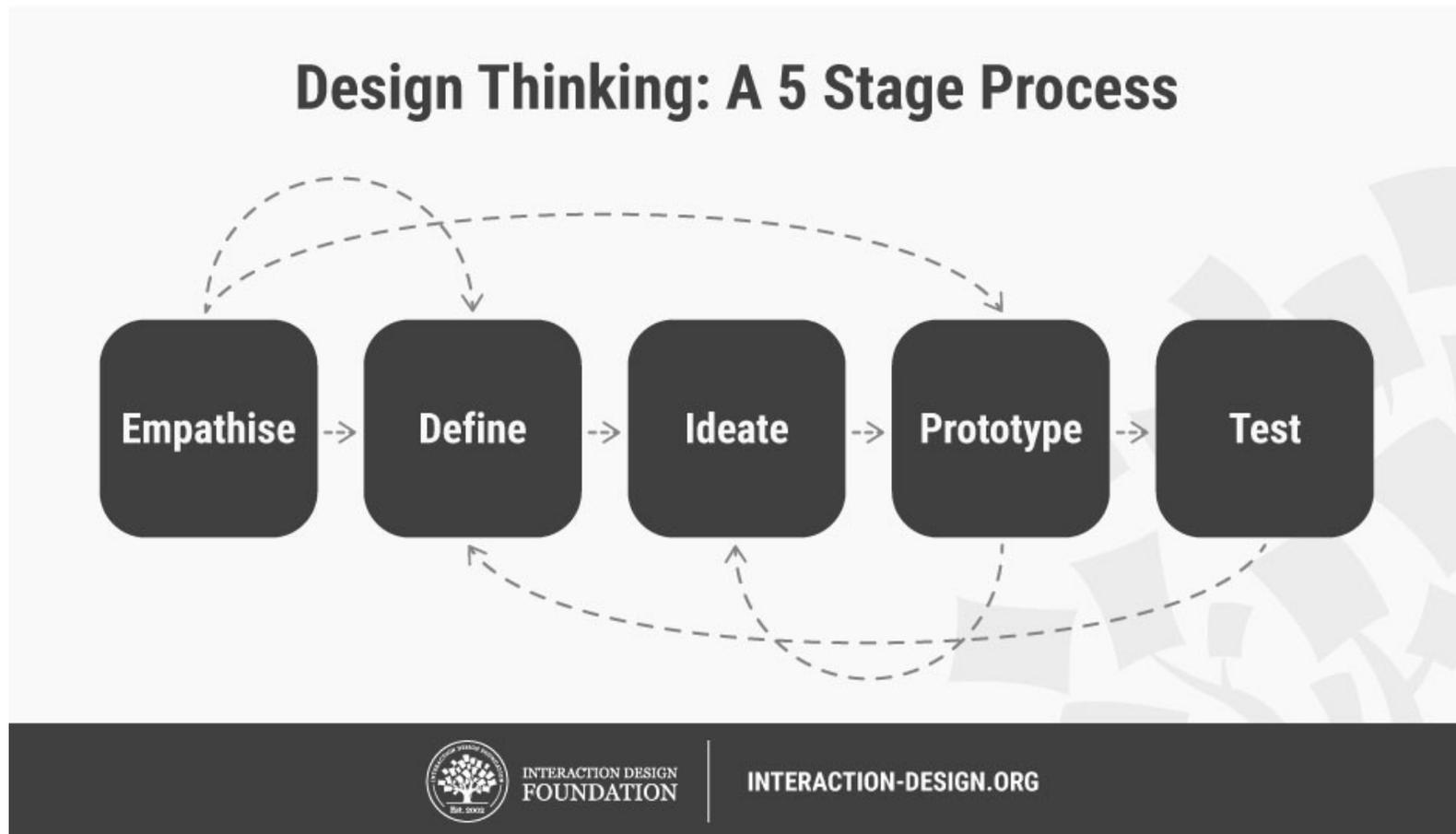


1. Make sure to get as much feedback as you need
2. Document your results
3. Be ready for negative reviews

Tools:

- Focus group
- Usability test

What's next – Pivot or start building



Source: <https://coachtakeshi.medium.com/design-thinking-plus-scrum-d671a1a8e67a>

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Why Design Thinking matters for project managers / scrum masters?



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Immediate backlog impact

Quiz

Go to [menti.com](https://www.menti.com) to answer



Winner gets \$10 Amazon gift card

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Design Thinking Fundamentals



March 25, 2021

9:30 AM-5:00 PM US Central time

\$295 until Mar 11, \$400 afterwards

Next class dates: April 29, May 27, June 24

Learn the principles of design thinking in this full-day virtual class.

<https://refinem.com/design-thinking-fundamentals/>

How to Earn 1 PDU for this Webinar?

1. **Log in to ccrs.pmi.org and Click on “Report PDUs” link.**
2. **Click “Courses and Training” and Input the following:**

PDU Claim Code	3990KOLLZK
Activity Name	“Design Thinking Webinar”
Provider	“RefineM LLC”
Date Started/Completed	March 3, 2021
Contact Person	NK Shrivastava
Contact Phone	(417) 763-6762
Contact Email	Trainings@RefineM.com
PDUs	1.00 Technical.

3. **Check “I agree this claim is accurate” box and then Submit.**

**Please claim your PDU by end of April 2021.
Claim code will be retired after that date.**

Conclusions

1. Multi disciplinary teams go a long way
2. Know your Human. Gather as much information as possible. Don't be afraid to ask
3. Know your Human.
4. Gather as much information as possible. Don't be afraid to ask
5. Design thinking is not a linear process. You can move from one of the stages to the previous one
6. You are going to be stuck and some point of the process, and it is completely fine!

Questions?

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