

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
 - c. ..Did you know?
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.

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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What's New at RefineM

Upcoming Webinars / Events	Date
Free Webinar: <i>PMBOK® Guide 7th Edition Changes</i> https://refinem.com/training/public	Sept 1
TBD: New WOWs for Remote Agile Teams ProjectManagement.com	October 2021

RefineM Products	Self-Paced Online Training
Essential Gear for Project Managers RefineM.com/products/	Agile Fundamentals Self-Paced Course RefineM.com/course/agile
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Agility Assessment Agility.RefineM.com	Agile BusReqs Self-Paced Course https://vimeo.com/ondemand/refinembusreq
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Kanbanize



RefineM
partners with
kanbanize

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

RefineM.com in f

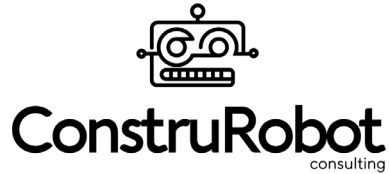
Sign up today for a 30-day free trial:

https://kanbanize.com/sign-up?referral_code=498319

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Design Thinking - a primer

A Design thinking overview



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.

Why Design Thinking matters for project managers / scrum masters?



Addresses the customer need



Deal with ambiguity, and uncertainty



Customer / stakeholder / team engagement / Cultural shift change towards innovation



Immediate backlog / requirements impact

Have you participated on a design thinking workshop?



Raise your hand

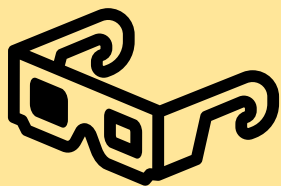
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What is design thinking?

“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](#)

What is design Thinking?



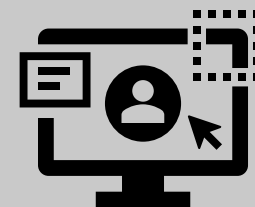
Business success

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



Business success

- Product validation
- Feasibility and Impact
- Improve Business related metrics



Business success

- Tackles needs of potential users
- Observation
- Humans are an intrinsic part of the process
- Multidisciplinary team focus

Numbers of success

71%

Improved their
working culture on
a team level

[Parsons New school](#)

75%

Reduced Design
Time. [IBM](#)

300%

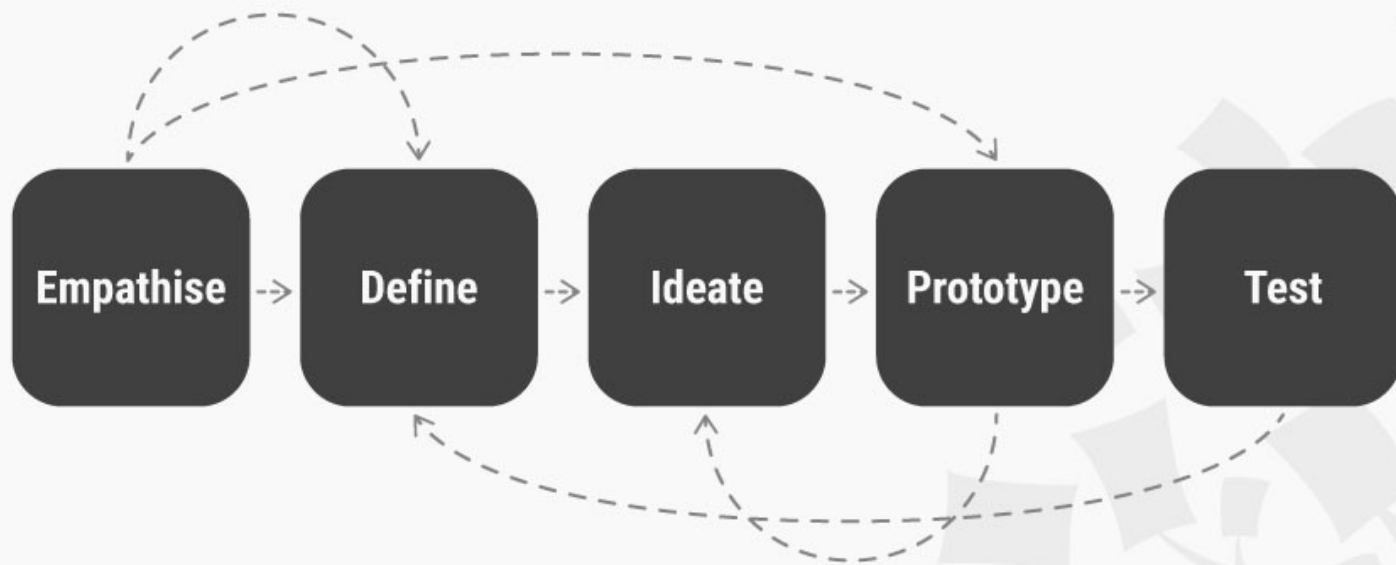
Return on Investment
[IBM](#)

41%

Market share increase.
[Experience Point](#)

Phases

Design Thinking: A 5 Stage Process



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Empathize – Understand the situation

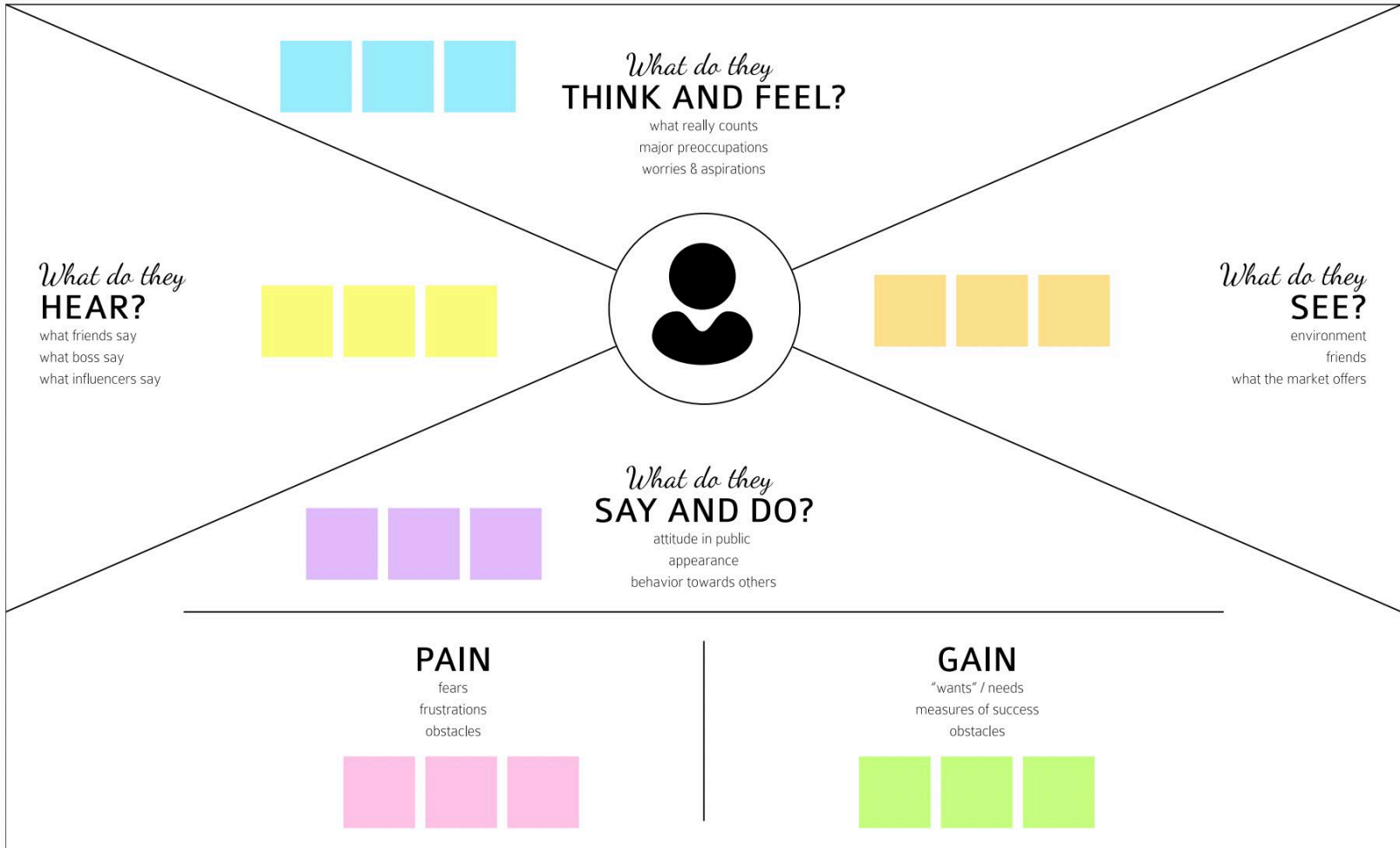


Tools:

- Empathy Mapping
- Aggregation tools
- Remote and face to face facilitation 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

Empathy map



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

HOW MIGHT WE

- HMW...
 - **Evoque questions to define a situation or a problem**
 - **Proposes an attainable target.**
 - **Really qualifies a problem**

Ideate – Let's find the best idea possible



Individual to group

As much ideas as possible

Just ideas not detailed solutions

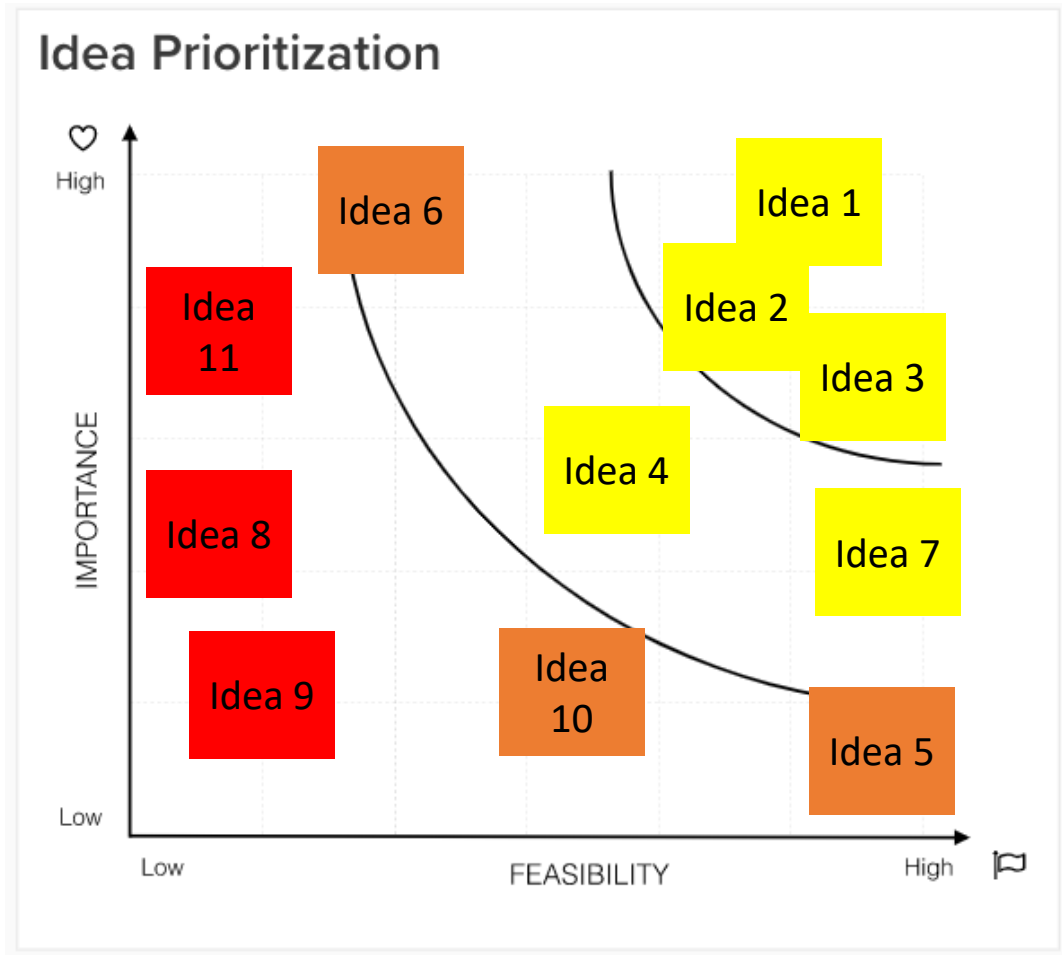
Feasible with impact

Discuss with respect

Tools:

- **Brainstorming**
- **Extreme users**
- **Post its and paper or Collaboration tools**
- **Tips and Tricks to facilitate**

I have great ideas... what do I do?



Prototype – Enough fidelity to validate a point

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



TEST – Present it to your users



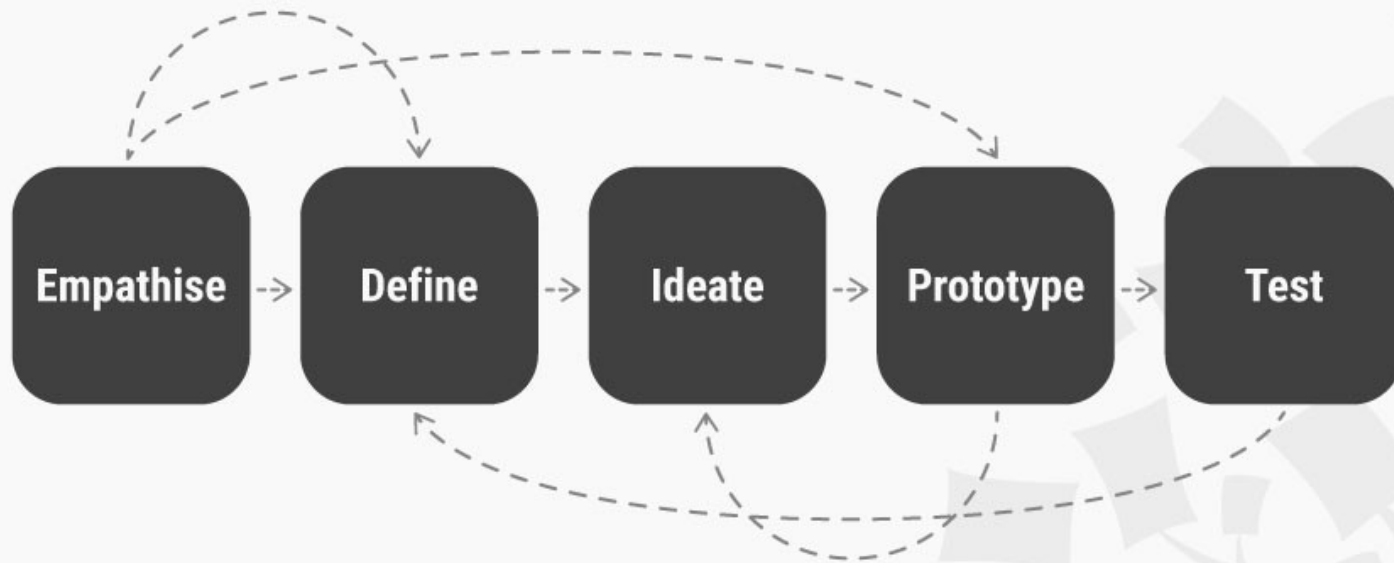
1. Make sure to get as much feedback as you need
2. Document your results
3. Be ready for negative reviews

Tools:

- Focus group
- Usability test

What's next – Pivot or start building

Design Thinking: A 5 Stage Process



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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

Design Thinking Fundamentals



August 26, 2021

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

\$295 until Aug 12, \$400 afterwards

Next class dates: September 30, October 28

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

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

...Did you know??

All of our Design Thinking training sessions will include:



1. 8 hours of training
2. Facilitation techniques both virtual and face to face
3. Get to know multiple tools for each of the phases
4. Exam prep for a certification in Design thinking!
 1. All included in the cost
 2. Access to CertiProf Material
 3. Chance to retake the exam 2 times

All included in the cost!

Who is CertiProf?

- At CertiProf, their goal is to foster the professional development and growth of all the lifelong learners in the community. Through deep partnerships and a steadfast dedication to listening to our community, CertiProf has been enhancing professional lives since 2015, offering a wide range of IT certifications and agile framework training with recognized international validity.

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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	August 4, 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 August 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. Gather as much information as possible. Don't be afraid to ask. Tools like empathy mapping and others will help you dissect information about your users
4. Design thinking is not a linear process. You can move from one of the stages to the previous one
5. You are going to be stuck and some point of the process, and it is completely fine!

Don't forget to sign for the upcoming design thinking class on August 26th.

Questions?

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[Sergio Mondragon LinkedIn Profile](#)



[ConstruRobotCR](#)