



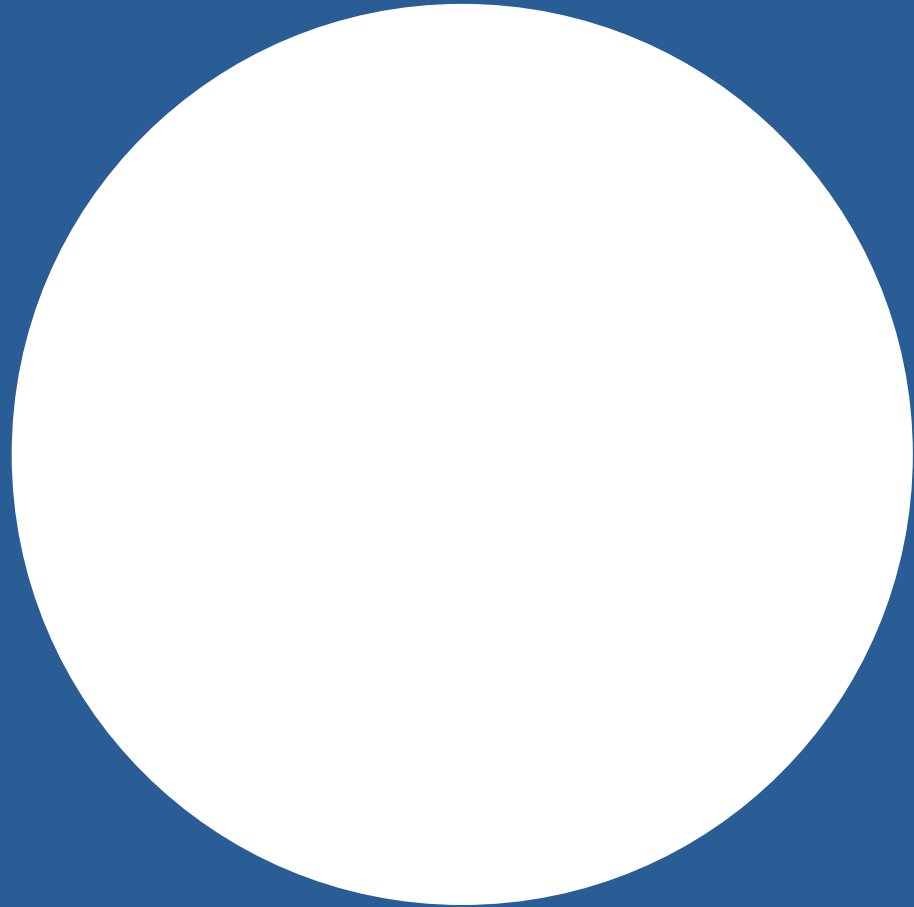
DESIGN FOR DELIGHT

A Design Thinking Workshop by Intuit
FOR EDUCATORS AND STUDENTS

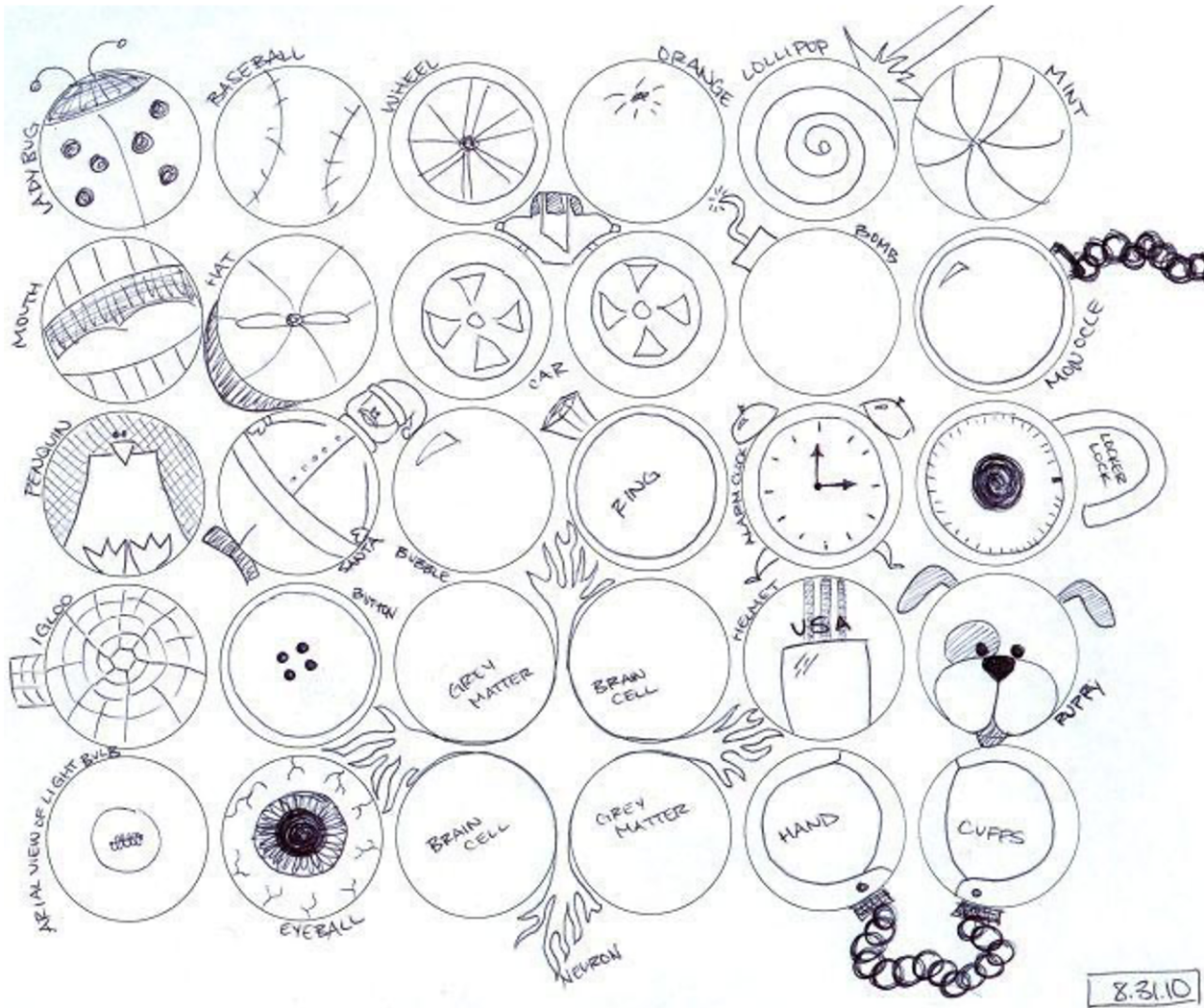
intuit®

WARM-UP

Make blank circles into different things!



Did you have any of these ideas?



**What did you learn from
this warm-up?**

Introduction to Problem-Solving with Design for Delight (D4D)

This is a common problem...



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There are many designed solutions



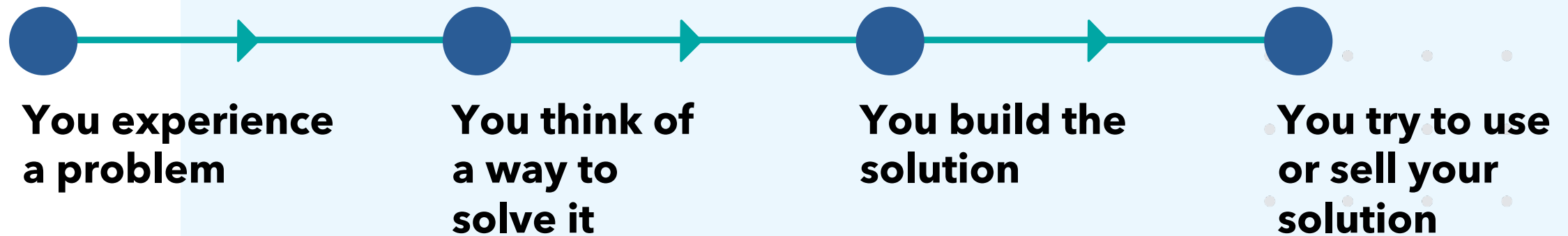
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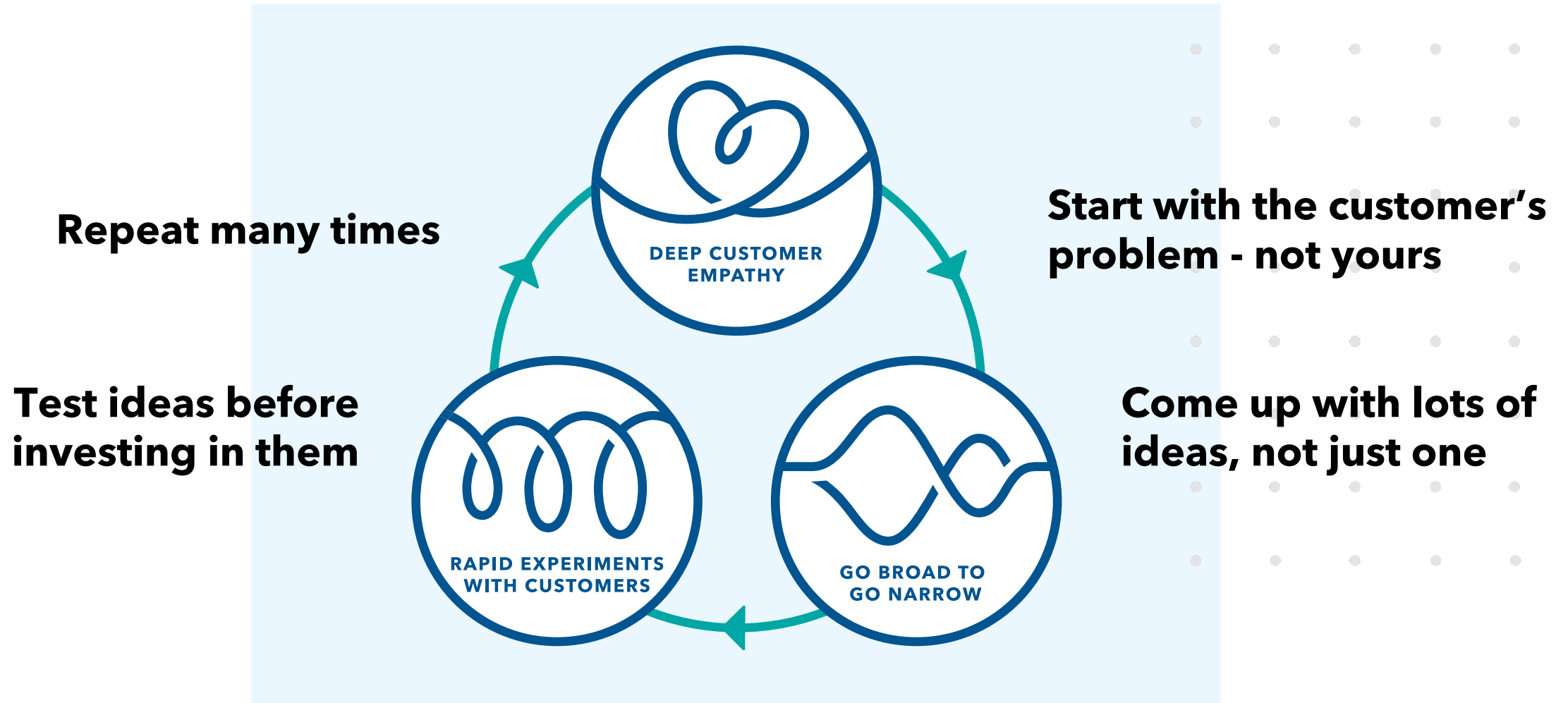
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**But HOW do we come
up with great solutions?**

The “Traditional” Way to Solve Problems



How is Design for Delight (D4D) different?





Deep Customer Empathy

What is “Deep Customer Empathy”?

- 1 All solutions have **customers**-- the people who will benefit from what you make or do (*even if they don't have to pay for it*).
- 2 **Everyone is different**, so we can't assume we know what they want and need.

Deep Customer Empathy is when you learn about the people you're trying to help through observing and listening.

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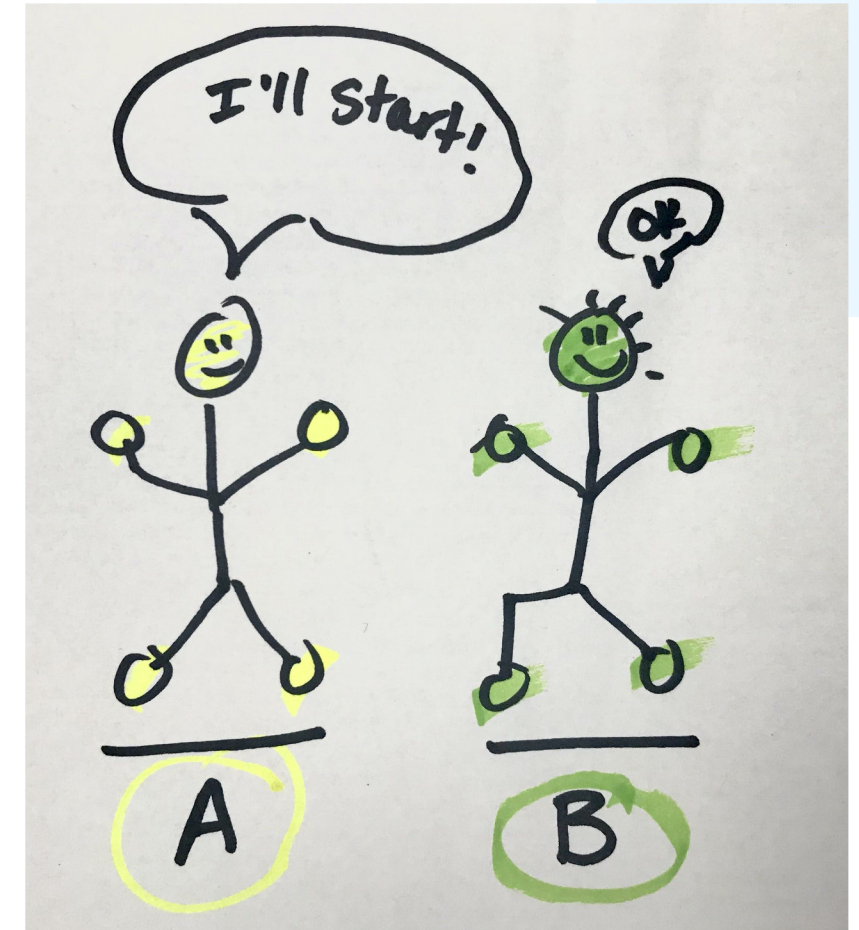
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Let's try a Customer Interview

1. Find a partner to be your "customer"
2. Person on the **left** will be **A** and will **ask** questions first.
3. Person on the **right** will be **B** and will **answer** questions first.
4. Don't switch until we tell you to.



Customer Interview Goal

Understand the biggest problems your customer faces **at school**, so that you can help them with a new product or service.

EXAMPLE TOPICS:

- Buildings and classrooms
- Food
- Activities
- Classes
- Anything else!



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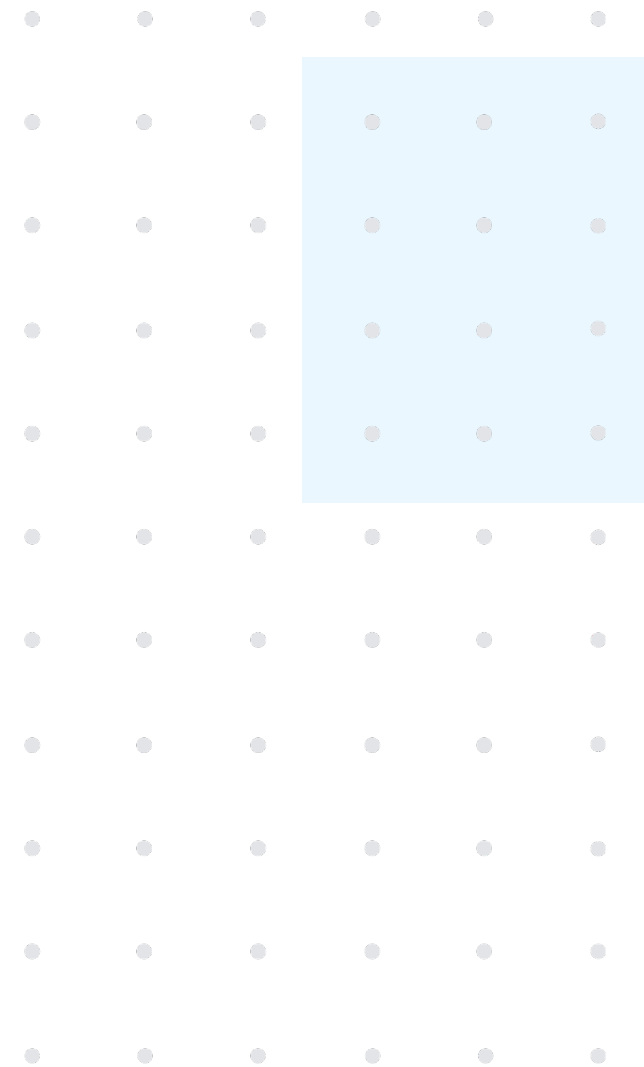


Practice

Person A, interview your partner

ASK: “Tell me about a normal day at school for you.”

- LISTEN, ask questions, take notes
- What was their biggest problem?
- What did they love and hate about the experience?



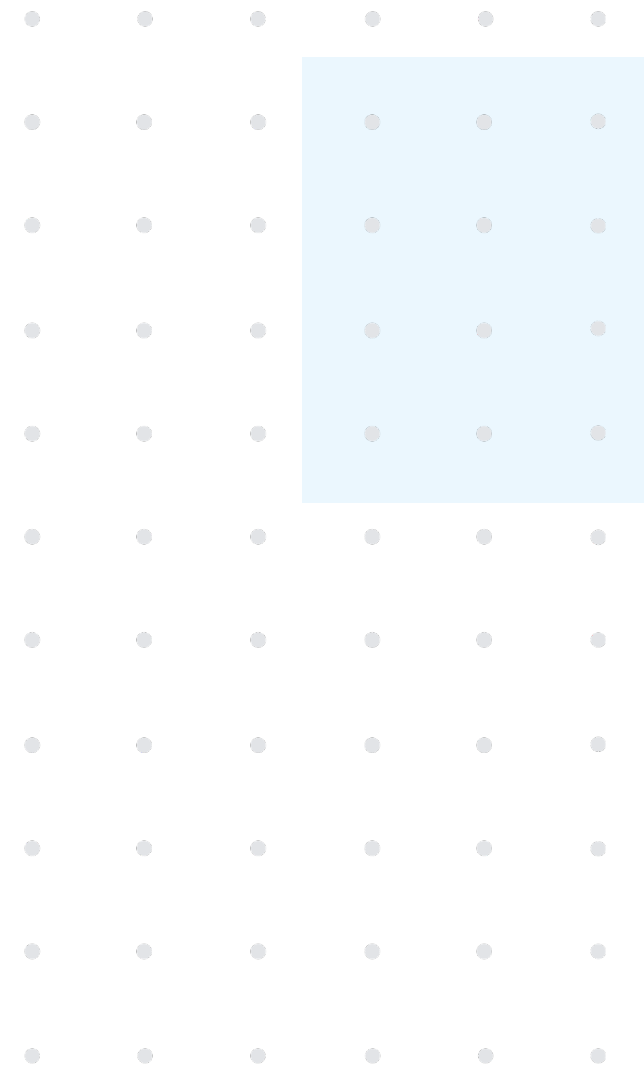


Practice

Person B, interview your partner

ASK: “Tell me about a normal day at school for you.”

- LISTEN, ask questions, take notes
- What was their biggest problem?
- What did they love and hate about the experience?



Discussion

What did you learn about your “Customer”?

- What surprised you?
- What does your customer care about?
- What’s another way you could get even better understanding of your customer?



Go Broad to Go Narrow

Go Narrow: Pick one idea to try

To get a great idea, first come up with lots of ideas





Practice

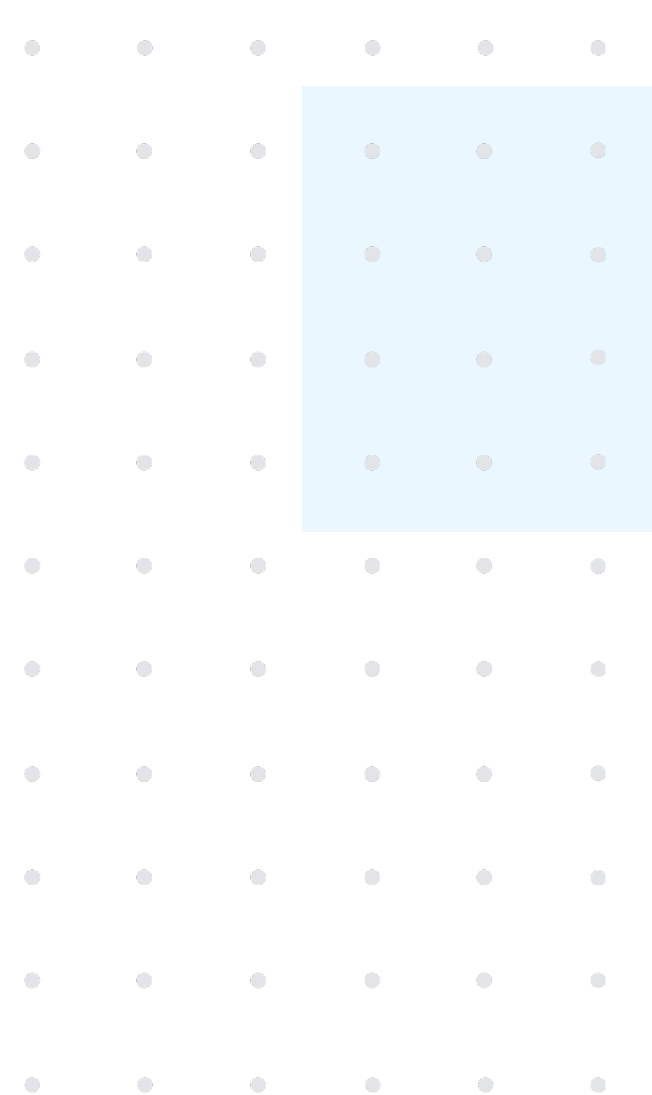
BY YOURSELF

Pick one problem your customer told you about.

Brainstorm as many potential solutions as you can (a product or service), based on what they told you in the interview.

DON'T SHOW YOUR PARTNER YOUR IDEAS YET!

- There are no bad ideas!
- Go for quantity over quality – can you break 10 ideas?
- Remember what your partner said
- Try to come up with NEW ideas, not just things that already exist





Rapid Experiments with Customers

Why do Rapid Experiments?



Avoid making a product that customers don't want



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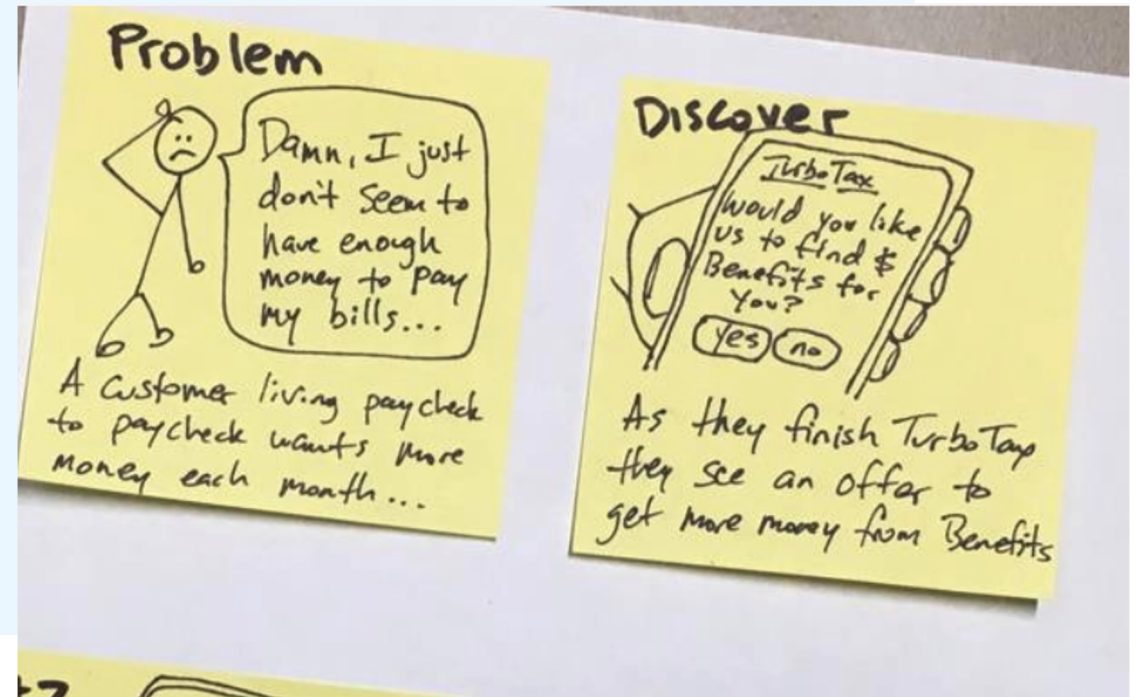
Avoid building something really expensive until you test the design!

Practice Making a Prototype

BY YOURSELF

Create a “picture prototype” to test your idea!

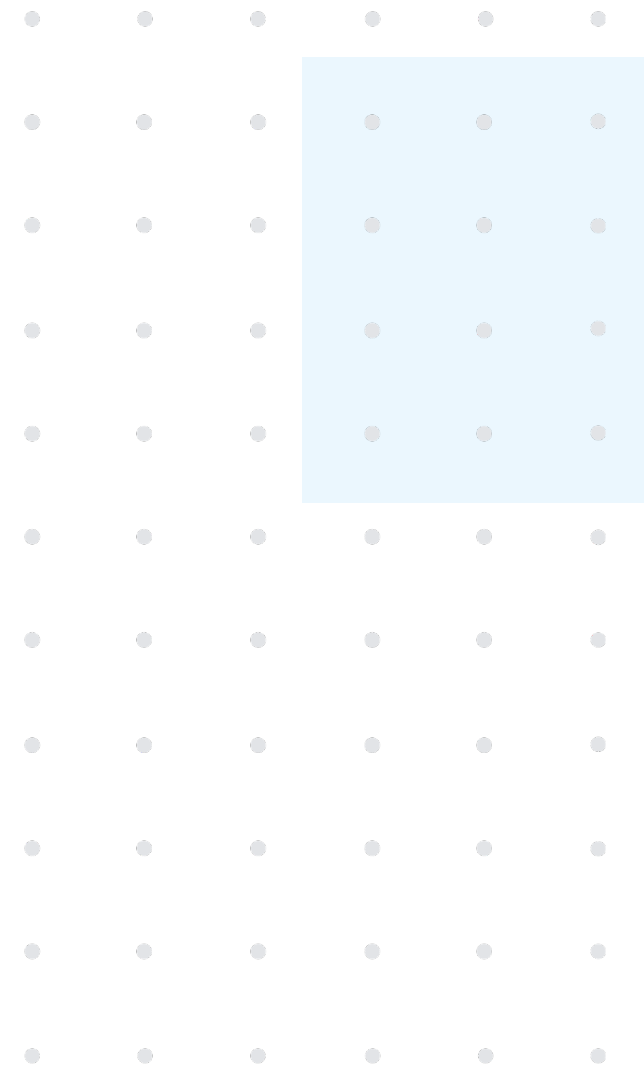
- Pick ONE idea from your Brainstorm list
- Draw your idea on the worksheet
- Try to show why your idea is awesome
- Don't worry, it doesn't have to be perfect!
- Don't show your partner, yet!



Practice a Mini-Experiment

Person A, show your picture to your partner and ask them for feedback

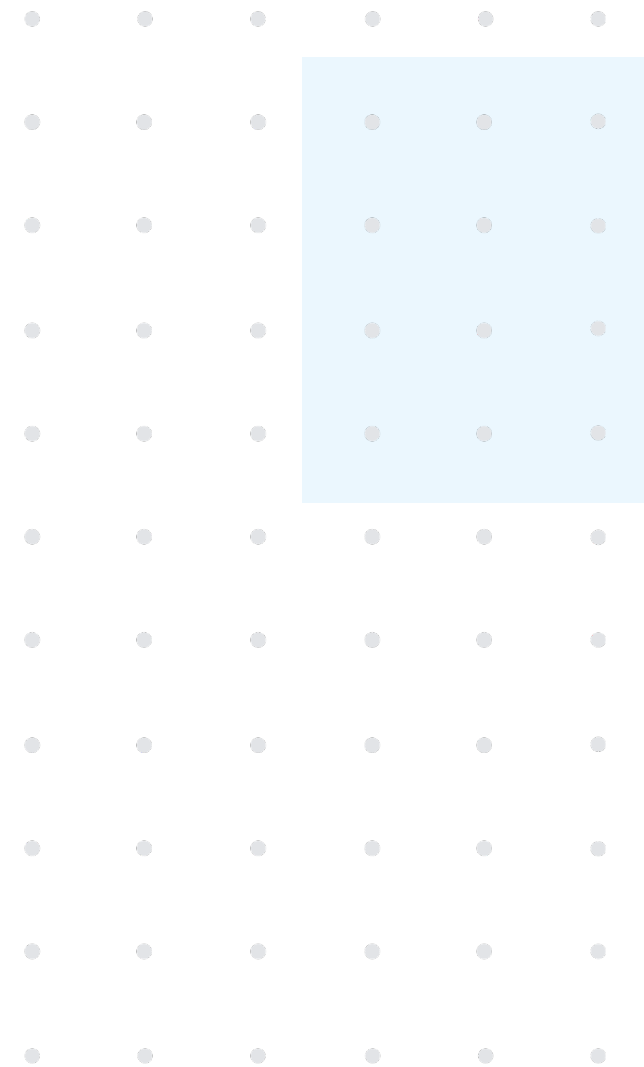
- Explain the idea in 2-3 sentences
- Let your partner look at your picture and ask questions.
- LISTEN to your customer's feedback with an open mind.
- DON'T defend your idea!



Practice a Mini-Experiment

Person B, show your picture to your partner and ask them for feedback

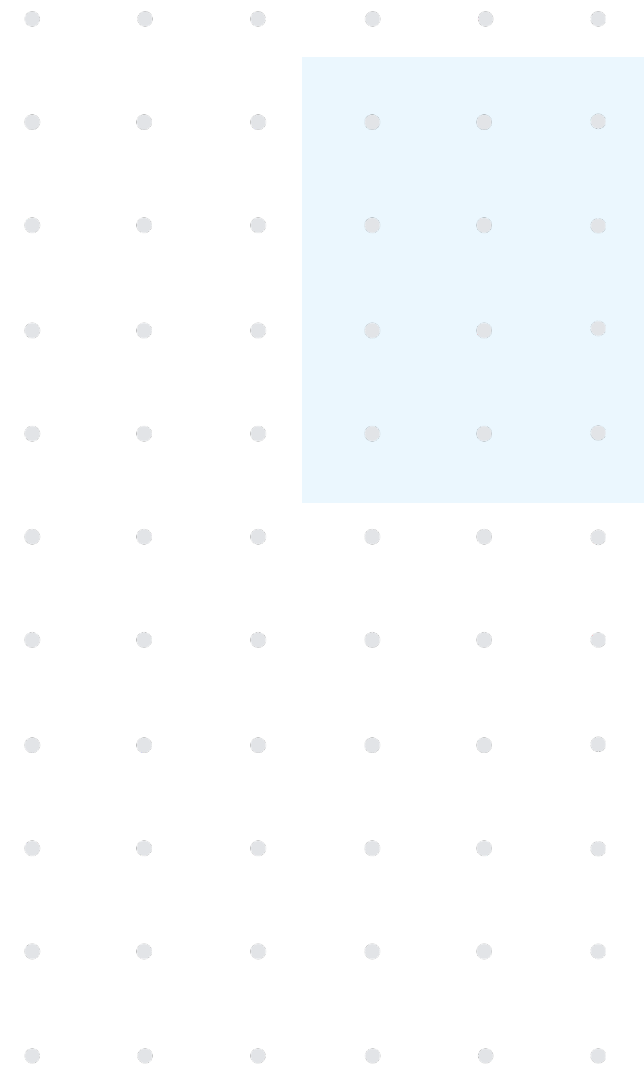
- Explain the idea in 2-3 sentences
- Let your partner look at your picture and ask questions.
- LISTEN to your customer's feedback with an open mind.
- DON'T defend your idea!



Discussion

Based on what you learned from your customer's feedback:

- What surprised you?
- What did you learn?
- What would you do next?



Reflect on Your Learning

You practiced the three principles of Design For Delight!

BY YOURSELF

Please do the
Reflection Worksheet

DESIGN FOR DELIGHT



Thank You!