Combining LEGO® SERIOUS PLAY® and Design Thinking Methodologies

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So What is Design Thinking?

David Kelley, IDEO & Stanford Design School;

“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.”
Design Thinking “Mindsets”

Show Don't Tell

Focus on Human Values

Craft Clarity

Embrace Experimentation

Radical Collaboration

Be Mindful of Process
The Design Thinking Process

- Empathize
- Define
- Ideate
- Prototype
- Test
Empathise

When you ask questions you do so;

..without judgement
..with a beginner’s eyes
..with curiosity
..optimistically
..respectfully

Needs are emotional, they capture goals and aspirations.

If you don’t understand the true context of the problem, you are wasting your time looking for a solution

“If I’d asked people what they wanted, they would have said a faster horse”
- Henry Ford

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Define

Create a landscape from which you can extract a ‘problem statement'

Keep it Short, Specific and Sexy

Think about needs in terms of verbs, not nouns. Verbs are generative - they create opportunities.

“He needs a faster horse” is nowhere near as useful as

“He needs a better way to travel”
Ideate

Brainstorming has four parts. Most people miss out 3:

Framing    Warming-up    Brainstorming    Selecting

1. **Framing the Problem** (asking the right question):

   This will usually come from your ‘problem statement’

   The question must be open enough that many ideas can exist within it, e.g. “*How many ways can we think of…*”

   If you have a noun in your framing question, you have described a solution and the brainstorming wont work.

2. **Warming Up**

   Getting people into ‘building mode’… no help needed here!
3. **Brainstorming**

*(companies always think they are great at this, especially when they are not)*

- Lots of small groups (don’t ‘bottleneck’ ideas)
- Be visual (give voice to non-verbal thinking)
- Allow wild ideas (no fear)
- Don’t let people develop ideas they came with
- Don’t rush towards answers and implementation
- Don’t ‘sell’ your idea - present it for feedback

4. **Grouping and Selecting**

- Put your ideas into three or four categories
- Vote for the most useful category
- Build models of the ideas in this category - these become your prototypes
Prototyping and testing

- Participants must know that 95% of prototypes will fail.

- It’s not just “OK to fail”, it is what prototyping is for

- The types of imagination exercise is useful here
- Design Thinking - You’re already doing it
- Ask Why Why Why until they cry (get to the emotional core)
- Use verbs, not nouns - (nouns propose a solution, verbs are generative)
- Brainstorm like a pro (frame the question, warm up, brainstorm, group and select)
- Remove the fear of failure
References and links

Stanford Webinar - Design Thinking = Method, Not Magic
https://www.youtube.com/watch?v=vSuK2C89yjA

Stanford Design Thinking Virtual Crash Course
https://www.youtube.com/watch?v=FzFk3E5nxM

Stanford Webinar - Apply Design Thinking in Your Work
https://www.youtube.com/watch?v=U499U4TcyY8

Design Thinking workshop with Justin Ferrell of Stanford d. School at The Irish Times
https://www.youtube.com/watch?v=Z4gAugRGpeY

Stanford Design School Bootcamp Bootleg

Stanford Webinar - The Design Thinking Hybrid: An Evolution of Innovation
https://www.youtube.com/watch?v=6s7hDxVGfFk

Design Thinking - Tim Brown, CEO and President of IDEO
https://www.youtube.com/watch?v=U-hzefHdAMk