



DESIGN THINKING/HUMAN CENTERED DESIGN FUNDAMENTALS

Dr. Jennifer R. Madden

THE RESEARCH SUGGESTS



- 1. Nonprofit Management Fundamentals (7/18)
- 2. Fund Development Strategies (7/25)
- 3. Grant Writing Fundamentals (8/8)
- 4. Management & Leadership Fundamentals (8/22)

next steps on the
JOURNEY

- 6. Design Thinking Techniques (10/17)
- 7. Strategic Planning FUNDamentals (10/24)

*Design Thinking /
Human-Centered
Design
Fundamentals
(TODAY!)*



next steps on the

**ELEVATE YOUTH
CAPACITY
BUILDING
JOURNEY...**



“To Go” Toolbox

- *Stanford D-School Resources*



Design Thinking Techniques

- *New Frontiers*
- *Design Thinking*
- *Creativity*
 - *Perception vs. Imagination*
 - *Sense making vs. Sense giving*

AGENDA: STRATEGIC PLANNING FUNDAMENTALS

1. New Frontiers
 - AI
 - ChatGPT
2. Design Thinking
3. Creativity
 - Perception vs. Imagination
 - Sense Making vs. Sense Giving
4. “To-Go” Toolbox
 - Stanford D-School Resources



Core Concept &
Toolbox Icon

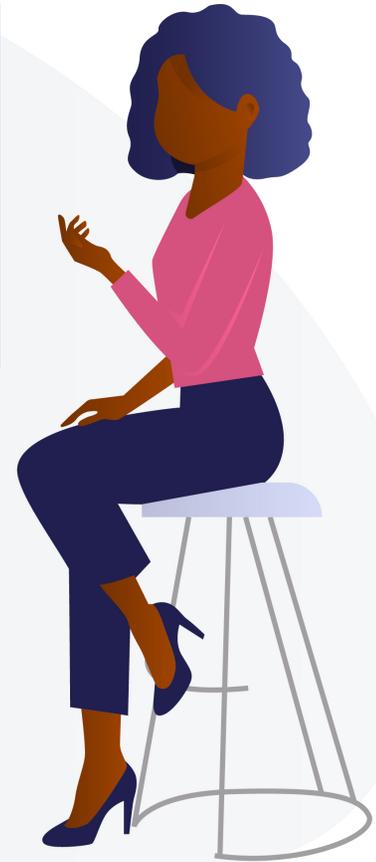


Chat Storm



A

New Frontiers



“

We are entering a new age in which everyone's ability to innovate is going to matter as much as their ability to read, write and do basic arithmetic.

Video on Digital Transformation By Keynote Speaker Gerd Leonhard

DIGITAL TRANSFORMATION

<https://m.youtube.com/watch?v=ystdF6jN7hc&feature=youtu.be>

AI & PROMPT ENGINEERING

- ▶ Prompt Engineering (ChatGPT) — <https://platform.openai.com/apps>
 - ▶ “Prepare a motivating email to encourage busy employees and volunteers who are a part of Elevate Youth California to attend critical capacity building training workshop series sponsored by the Sierra Health Foundation.”
- ▶ Human-like Avatars

*(On the Next Slide: AI Generated video
presented at the YET! Symposium
sponsored by Linfield University
featuring the Dr. Madden Avatar)*



**Linfield
University**
School of Business

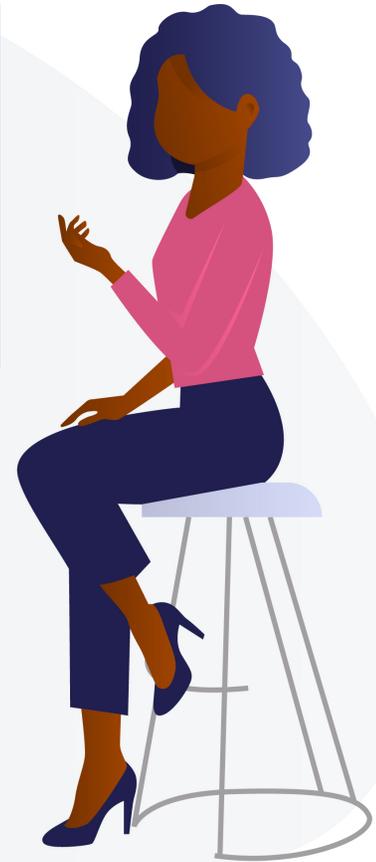


**Linfield
University**
School of Business

B

Design Thinking

Human-Centered Design



HBR.ORG

Harvard Business Review

SEPTEMBER 2015

44 The Big Idea
 "The Organizational 'I'm Sorry'"
 Maurice E. Schweitzer et al.

66 Risk Management
 Cybersecurity: Lessons from the Pentagon
 James A. "Sandy" Winnefeld Jr. et al.

108 Managing Yourself
 How to Embrace Complex Change
 Linda Brimm

THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR PRODUCTS. EXECUTIVES ARE USING THIS APPROACH TO DEVISE STRATEGY AND MANAGE CHANGE.

PAGE 55



Bloomberg Businessweek

January 26 - February 1, 2015 | bloomberg.com

THE DESIGN ISSUE

SPECIAL ISSUE

CAN WE MELT THE LOGO POP ON THE NEWSSTAND?

MAKE BOLDER

IS THIS TREATMENT TOO QUIET?

REMOVE CURPLY TYPE

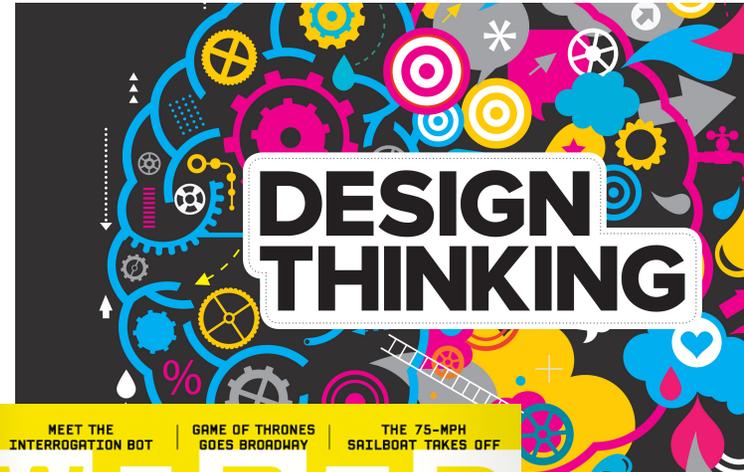
PROFITS 1ST QTR RESULTS FOR 900 COMPANIES (P. 100) | BOOK EXCERPT THE NEW RATIONAL EXUBERANCE (P. 76) | INVESTING FINDING THE BEST ONLINE BROKERS (P. 126)

BusinessWeek

THE POWER OF DESIGN

A tiny firm called **IDEO** redefined good design by creating **experiences**, not just products. Now it's changing the way companies innovate.

BY BRUCE NUSBAUM (P. 86)



MEET THE INTERROGATION BOT | GAME OF THRONES GOES BROADWAY | THE 75-MPH SAILBOAT TAKES OFF

WIRED

think

ONE MASSIVE IDEA CAN CHANGE THE WORLD. HERE ARE 7.



Recall...

“Language enables you to
see not to speak.”

DESIGN

- A comprehensive approach to problem solving and transformation — Bevan et al., 2007
- A way of looking at the world with an eye toward changing it — Berger, 2009
- The human capacity to plan and produce desired outcomes — Mau, 2004
- Ongoing expectation that each project is a new opportunity to create something remarkable — Boland and Callopy, 2004
- A solution finding approach utilizing collective creativity to strengthen individuals, teams, and organizations — Madden, 2015

DESIGNERS

- Must be able to see not just what is, but what might be.
- Designers are also makers — They sketch and build, giving form to ideas.
- They take that faint glimmer of possibility and make it visible and real to others.

TOOLS: TERMS

- ▶ Design Thinking — Move beyond linear thinking, look for connections, systems of overlapping spaces through inspiration, ideation, implementation
- ▶ Design Attitude — Move beyond default solutions
- ▶ Redesign — Overcome the imposing barriers that challenge success

BRICOLAGE

“Karl Weick (1993, p. 352) suggests designers are skillful at bricolage (i.e. the ability to utilize the resources available to perform necessary tasks), and bricoleurs (the persons involved in bricolage) are more effective because of these skills (Lévi-Strauss, 1966).”

DESIGN EXAMPLES



KATRINA COTTAGE

- Trailers were small, cramped, dark, unsightly, and uncomfortable
- People still living in trailers from Hurricane Andrew (13 Years prior)
- Temporary housing that is decent, dignified and works in the long term



**Composite "Smith" Family in Baltimore, MD
(Annual Budget)
Before**

Income

Wage	\$19,008
Child Support	\$2,436
Interest Income from Savings (avg. \$1500 at 1.5%)	--
Total Income	\$21,444

Expenses

Housing/Utilities	\$8,808
Child Care	\$8,988
Food	\$4,752
Transportation	\$3,444
Health Care	\$3,108
Miscellaneous	\$2,880
Total Household Expenses	\$31,980

Check-cashing	\$380
Furniture Finance Charges (valued at \$2000)	\$1,809
Emergency Loans (or pay-day)	\$596
Total Finance Charges	\$2,785

Earned Income Tax Credit (federal)	
Child Care Tax Credit	
Child Tax Credit	

Total Expenses	\$34,765
-----------------------	-----------------

Net Income	(\$13,321)
-------------------	-------------------

WORKING POOR

- Family living off job that pays slightly more than minimum wage
- 41% of income spent on rental housing and utilities
- 42% of income spent on child care
- 14% of income spent on privately purchased health care
- 13% of income goes to finance charges
- Deficit of over \$13,000
- Borrowing to stay afloat?
- Not paying bills (credit issues)
- Going without food, etc.

Smith Family	Before CWF	Workforce Development	Access to Benefits	Financial Services
INCOME				
Wage	\$19,008	\$25,344	\$25,344	\$25,344
Child Support	\$2,436	\$2,436	\$2,436	\$2,436
Interest Income from Savings	\$0	\$0	\$0	\$23
<i>Total Income</i>	\$21,444	\$27,780	\$27,780	\$27,803
EXPENSES				
Housing/Utilities	\$8,808	\$8,808	\$7,603	\$7,603
Child Care	\$8,988	\$8,988	\$5,842	\$5,842
Food	\$4,752	\$4,752	\$4,752	\$4,752
Transportation	\$3,444	\$3,444	\$3,444	\$3,444
Health Care	\$3,108	\$3,108	\$1,942	\$1,942
Miscellaneous	\$2,880	\$2,880	\$2,880	\$2,880
<i>Total Household Expenses</i>	\$31,980	\$31,980	\$26,463	\$26,463
Check-cashing	\$380	\$507	\$507	\$60
Furniture Finance Charges (valued at \$2000)	\$1,809	\$1,809	\$1,809	\$70
Emergency Loans (or pay-day)	\$596	\$596	\$596	\$85
<i>Total Finance Charges</i>	\$2,785	\$2,912	\$2,912	\$215
Earned Income Tax Credit (federal)	\$0	\$0	-\$518	-\$518
Child Care Tax Credit	\$0	\$0	-\$960	-\$960
Child Tax Credit	\$0	\$0	-\$2,000	-\$2,000
<i>Total Expenses</i>	\$34,765	\$34,892	\$25,897	\$23,200
NET INCOME	-\$13,321	-\$7,112	\$1,883	\$4,602

JACOBS CENTER FOR NEIGHBORHOOD INNOVATION: CD-IPO



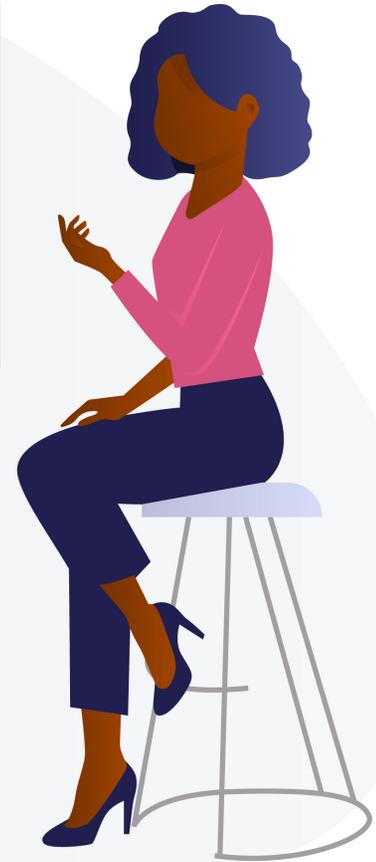
- Community Development Initial Public Offering
- Market Creek Plaza
- Residents “Own a Piece of the Block”
- \$200 to \$10,000
- 415 Investors purchased 50,000 units at \$10 per unit (\$500,000)

C

Creativity

Goal: Build Cognitive Fluidity

Move from accidental to intentional creativity through deliberate practice & awareness





PERCEPTION *versus* IMAGINATION

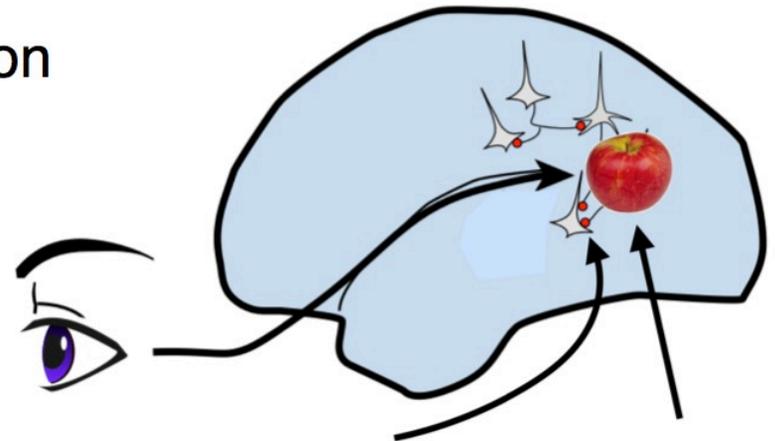
The difference & why it matters

SENSE MAKING *versus* SENSE GIVING

Perception

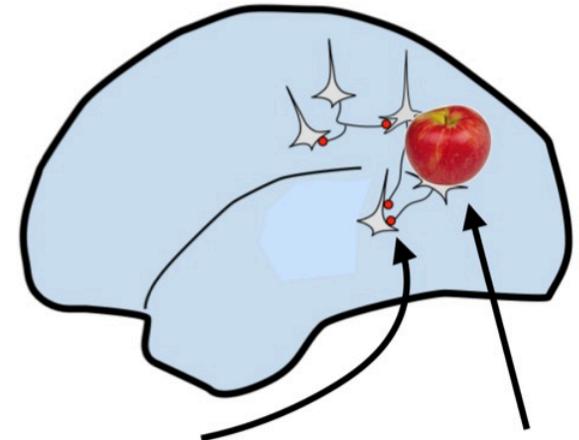


real-world
object



cell assembly mental model

Imagination



cell assembly mental model

SENSE MAKING

CHAPLIN MASK

https://www.youtube.com/watch?v=QbKw0_v2clo

(Charlie Chaplin Optic Illusion video)

SENSE MAKING

ICE CREAM IS GOOD

SENSE MAKING

ICE CREAM IS GOOD

SENSE MAKING

YOU CAN READ THIS

SENSE MAKING

YOU CAN READ THIS

THE PAOMNNEHAL PWEOR OF THE HMUAN MNID. Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttar in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

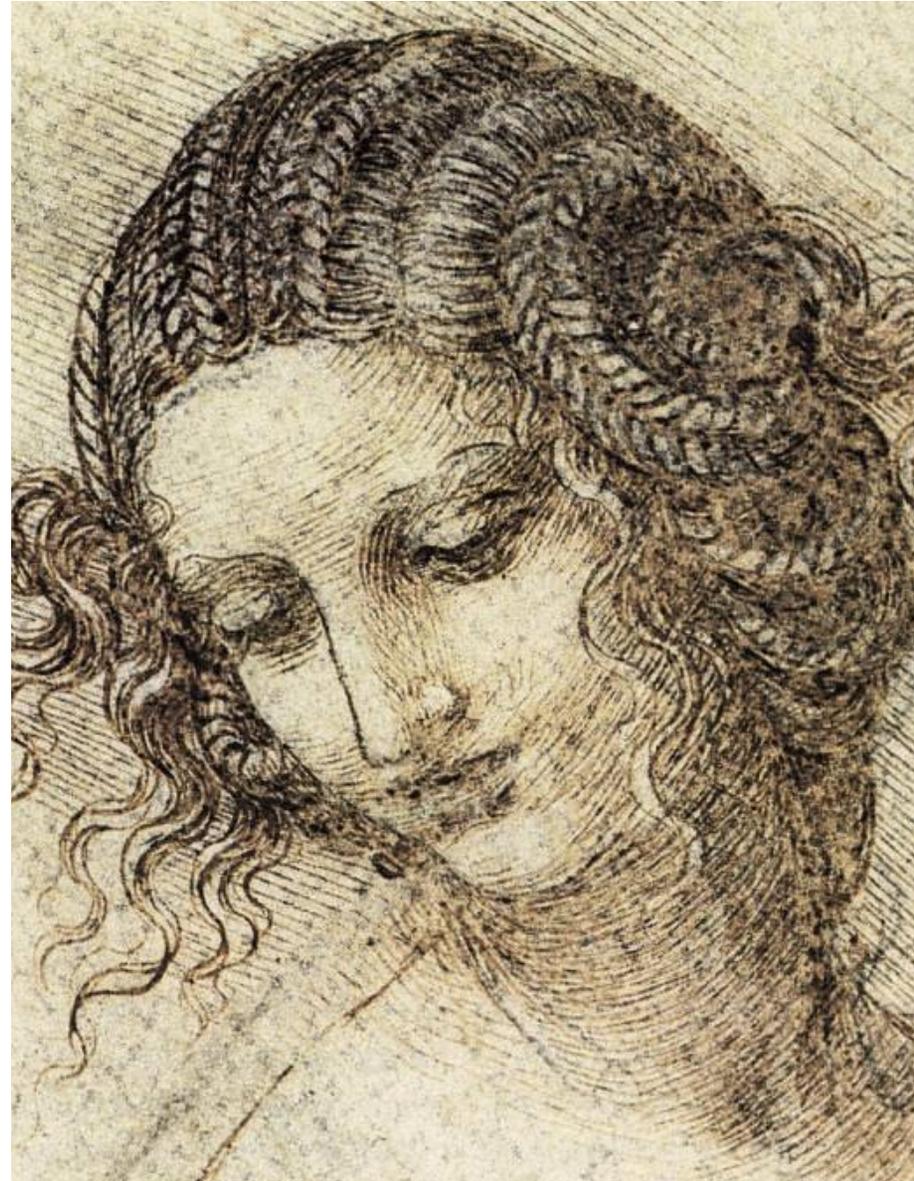


SENSE GIVING

**THERE ARE THREE
CLASSES OF PEOPLE:
THOSE WHO SEE,
THOSE WHO SEE WHEN
THEY ARE SHOWN,
THOSE WHO DO NOT SEE.**

-Leonardo da Vinci

Head of Leda

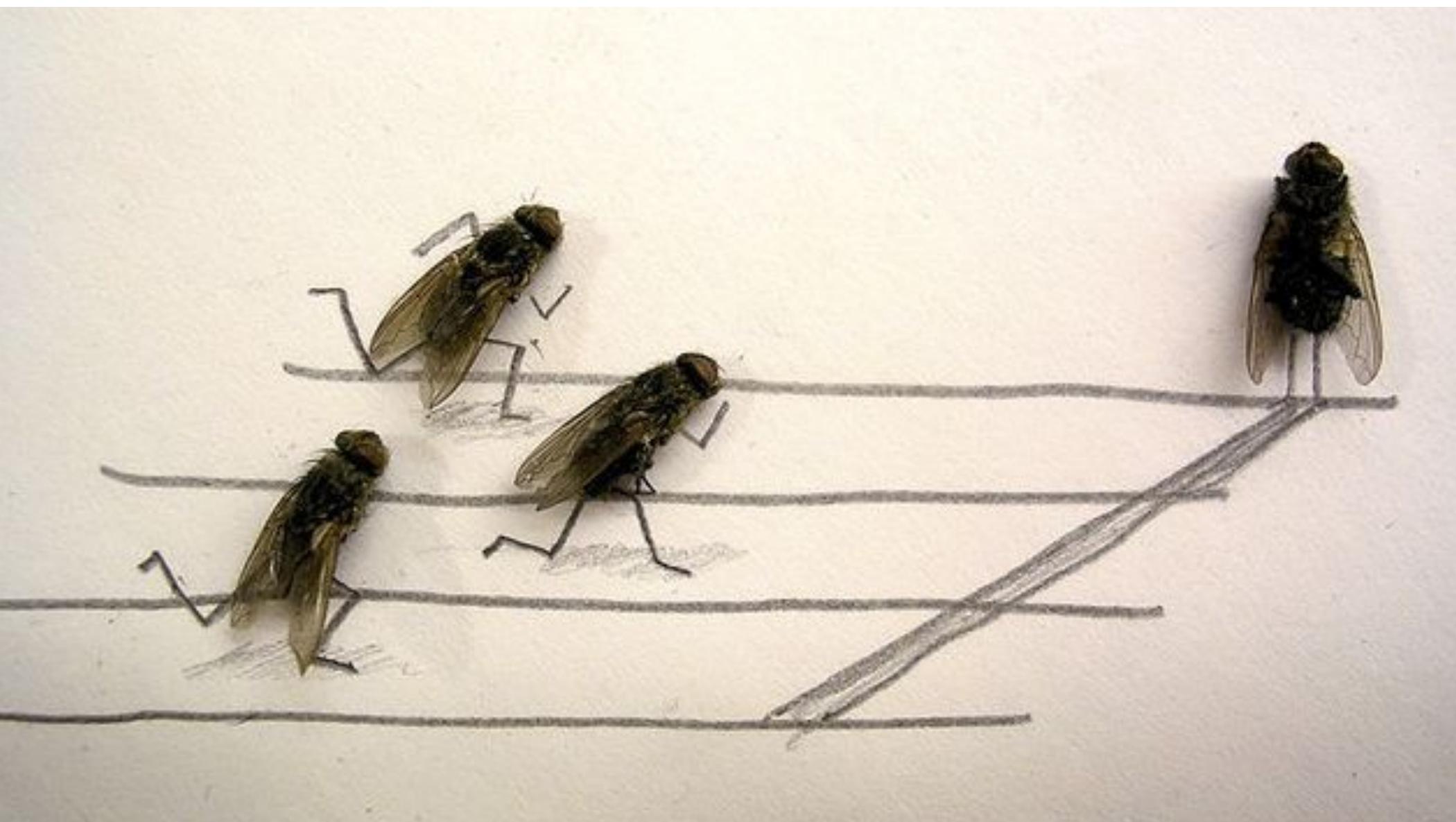


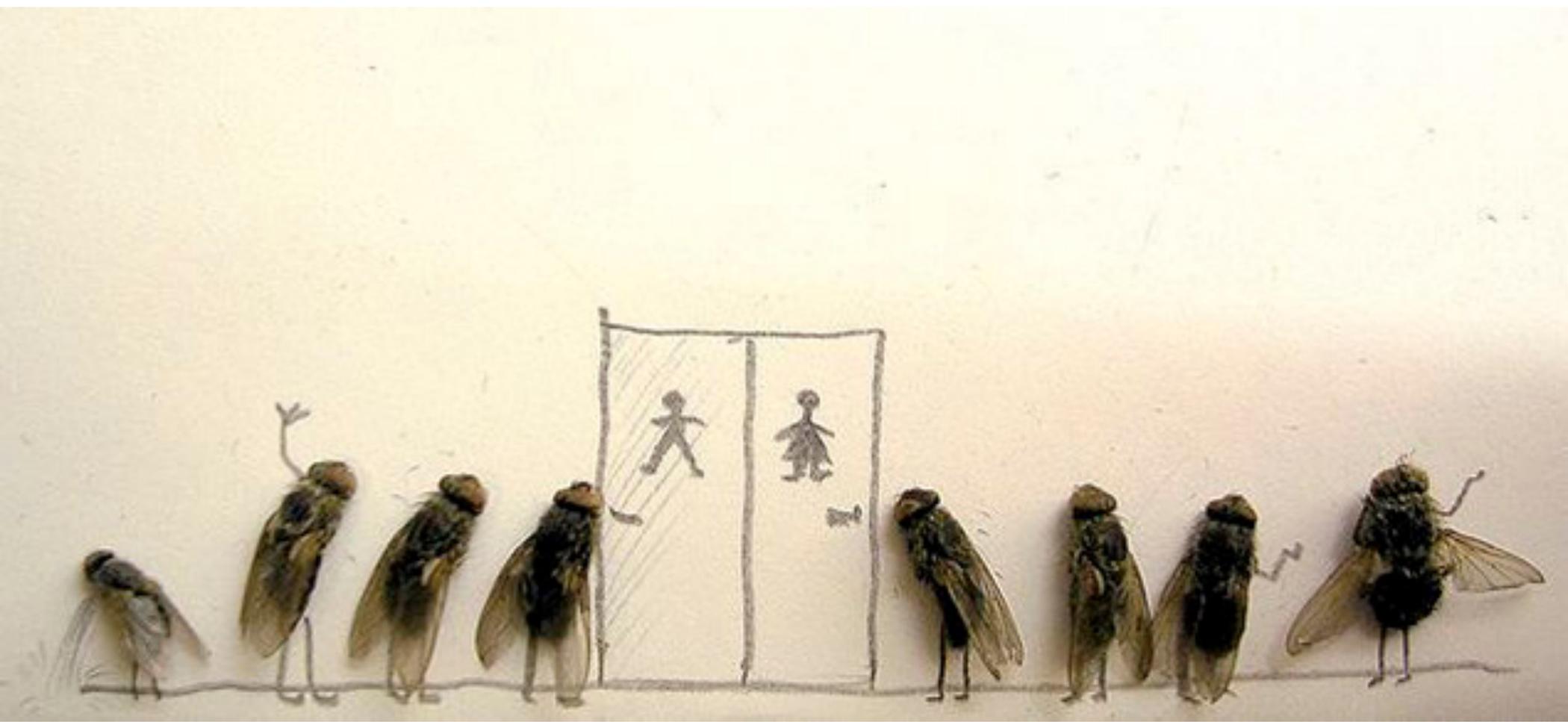
WHAT DO YOU SEE?



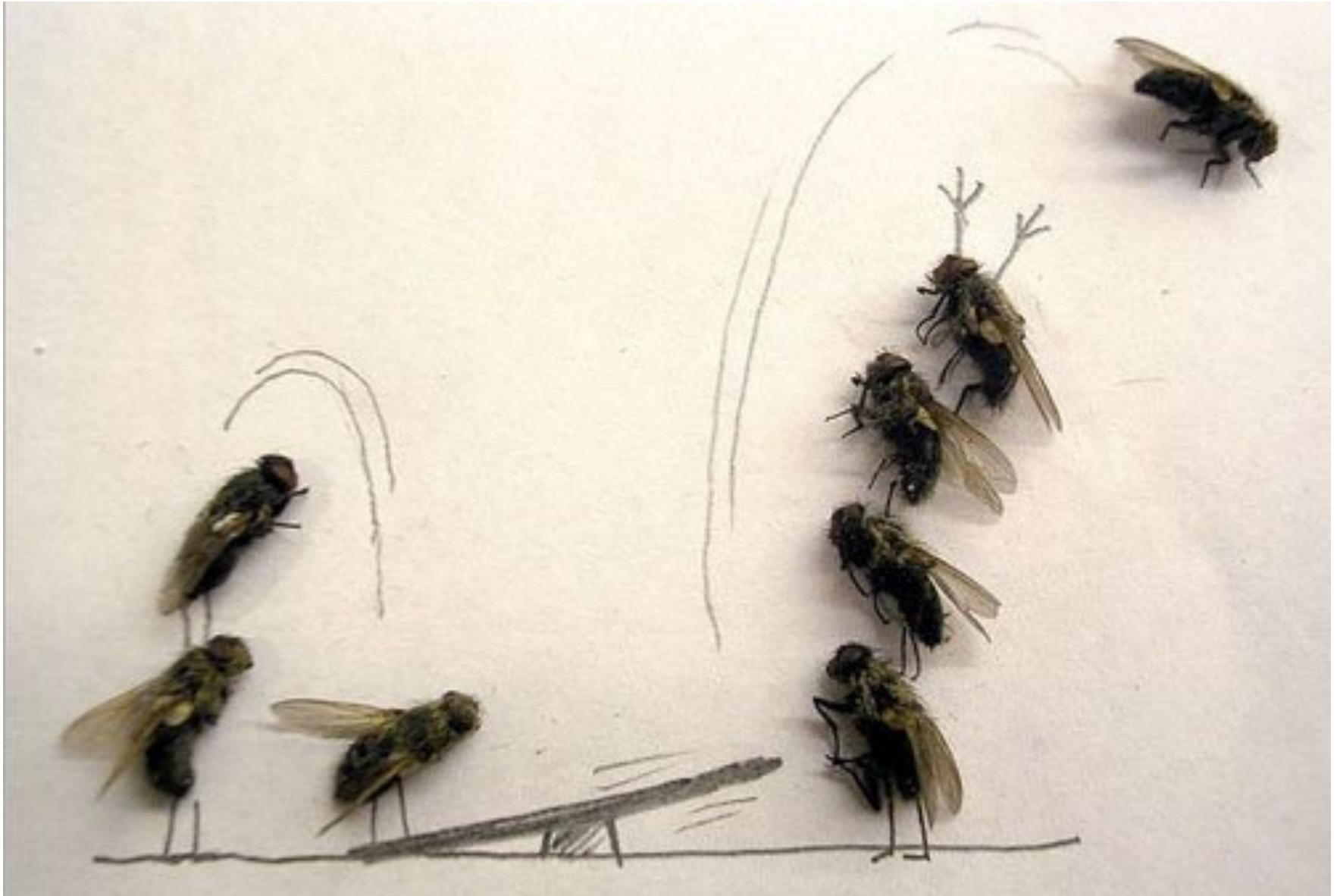
WHAT DO YOU SEE?

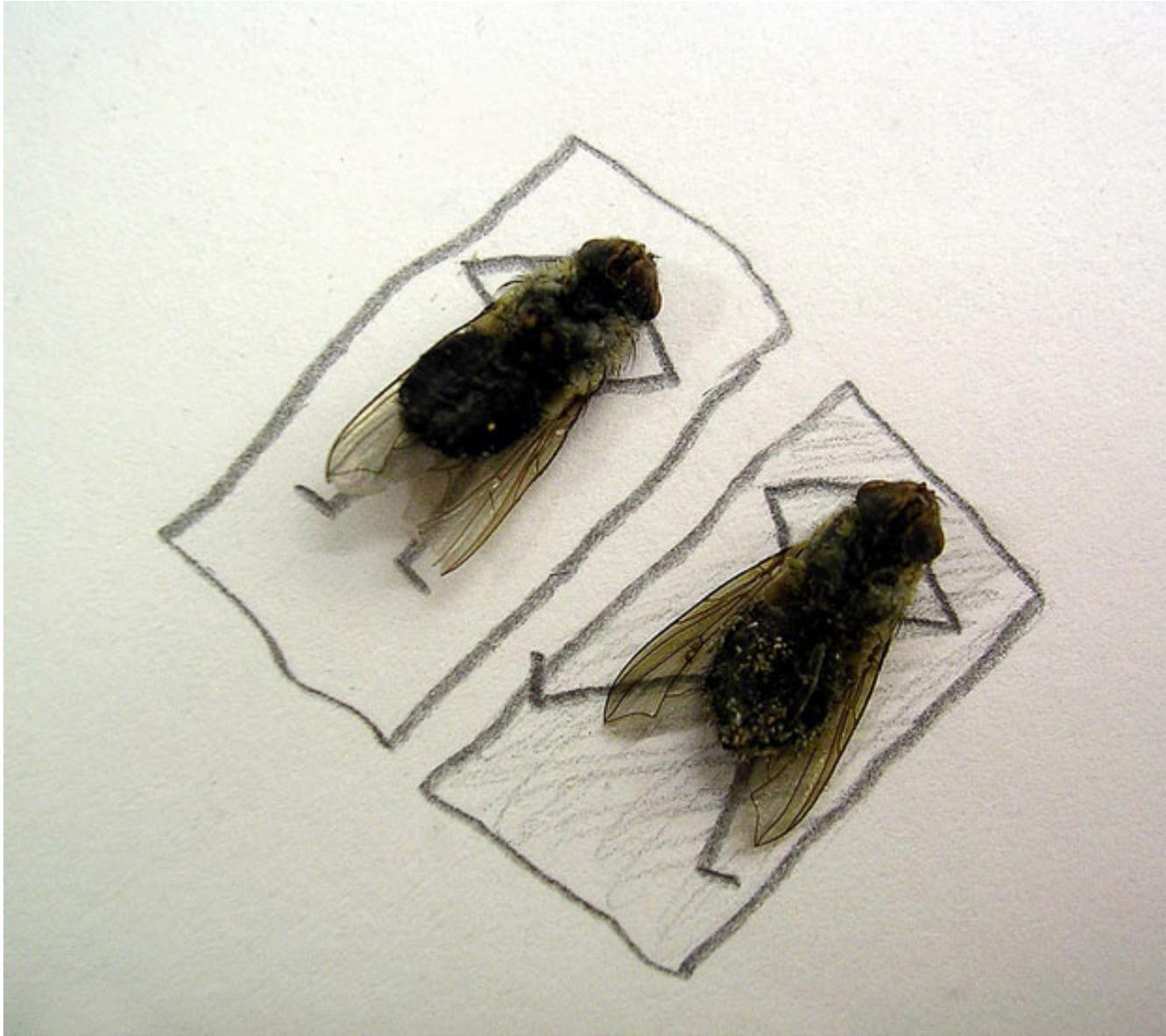












**ALL GREAT ACTS OF GENIUS
BEGAN WITH THE SAME
CONSIDERATION:
DO NOT BE CONSTRAINED
BY YOUR PRESENT REALITY.**

-Leonardo da Vinci

Cleopatra by Michelangelo





<http://www.thealternativelimbproject.com/>

(The Alternative Limb Project website)

WHAT DO YOU SEE?









WHAT DO YOU SEE?

*[https://www.youtube.com/watch?
v=ZPUFpEbkOoc](https://www.youtube.com/watch?v=ZPUFpEbkOoc)*



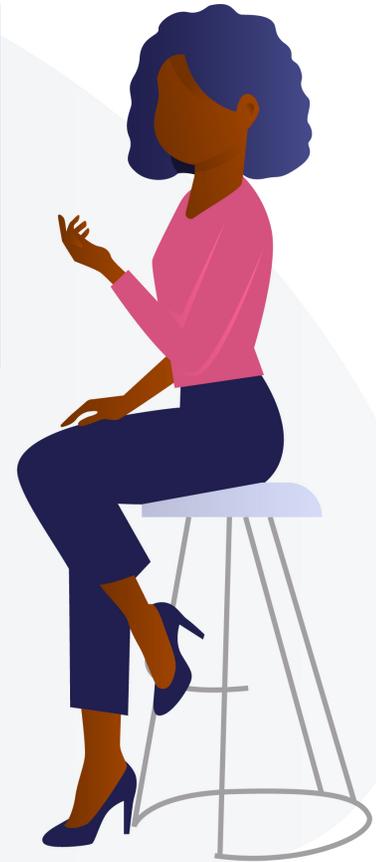


QUESTIONS?



D

toolbox





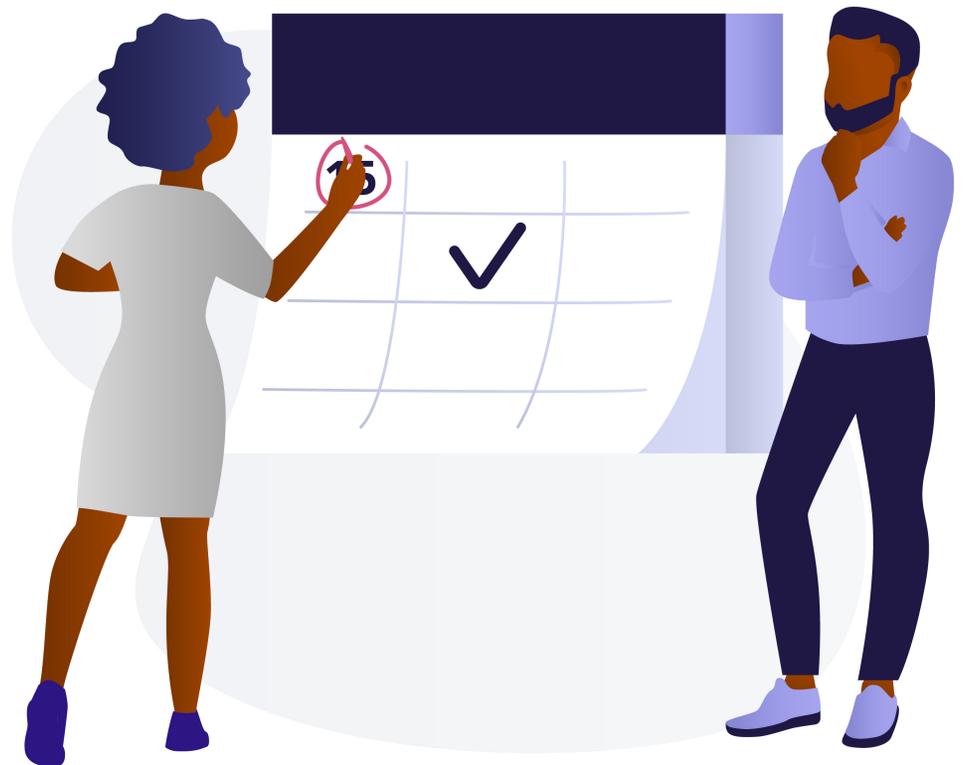
STANFORD D-SCHOOL RESOURCES

- <https://dschool.stanford.edu/resources/design-thinking-bootleg>
- <https://dschool.stanford.edu/resources/getting-started-with-design-thinking>

toolbox

STORYTELLING

toolbox





IF WE ARE TOLD
FACTS
WE DECODE THEM INTO
MEANING

A wide-angle photograph of a snowy landscape at sunset. The sun is a bright, glowing orb on the left side of the horizon, casting a warm, golden light across the scene. A person is visible in the distance on the right, standing on a snowy slope and holding a ski pole. The snow is textured with shadows and highlights, and the sky is a mix of orange, yellow, and blue. A red circular graphic with a dotted border is overlaid on the lower-left portion of the image, containing white text.

IF WE ARE TOLD
A STORY
OUR BRAINS ACTIVATE
AS IF WE WERE
EXPERIENCING IT
FIRST HAND

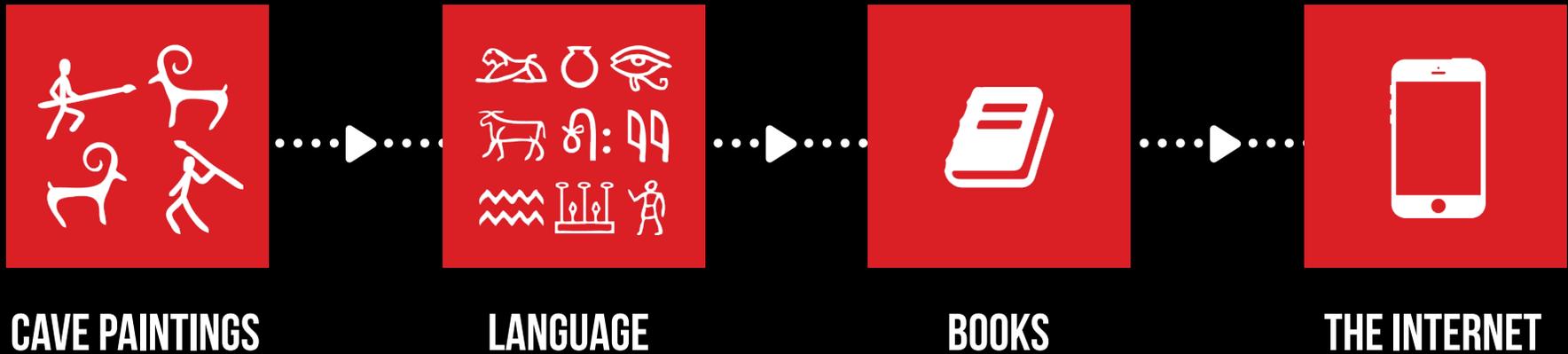


STORIES TRAVEL FURTHER

Because stories are so memorable, they're easy for listeners to recount in the future. So, if you arm your audience with a good story, they'll be able to communicate the details of your business more clearly.

THE EVOLUTION OF STORYTELLING

Storytelling is as old as humans are and has evolved slowly over time, first from oral cultures and into written cultures. Over many centuries, the book has been the main medium used for stories – but now the internet has made it easier than ever to share stories.



TIPS TO TELL STORIES

that influence and inspire action



EMBRACE YOUR INNER ORWELL!

FICTION IS YOUR FRIEND

Reading fiction can increase empathy. If you want someone to do something that's never been done before, you've got to help them imagine what this new world will look like and describe a future state that touches people emotionally.



GET TO THE POINT

What's your story really about? What's the ONE thing you want to stick in the brains of the audience? What do you want people to remember when they've heard your story? Just nail that ONE BIG IDEAS!

WHAT ARE YOU TALKING ABOUT?



WHAT EMOTION DO
YOU CONVEY?

EMPATHY IS EVERYTHING

Try to imagine what's the most important thing to your customer/ community. People are complex, so dig deep and find out how to empathize with their situation. The more you empathize the more connected you'll feel.



REMEMBER TO DRINK
LOTS OF WATER!

THE BAR EXAM

Grab some friends or colleagues, go to a bar and tell them your story. The environment is relaxed so they sound engaging, concise and jargon free. If you can't keep their attention, it's because they don't understand!

STORYTELLING IN BUSINESS

A Great Story is at the Heart of Every Successful Business

WHY BRANDS USE STORIES TO BOOST BUSINESS.

Companies are understanding the importance of storytelling for marketing and customer retention. Customers no longer just want to purchase a good or service on cost/quality, but now also on the vision and story behind the business and individuals involved with running it.

1

IMPROVE **BRAND** ADVOCACY

To enable a brand to increase its authority in its industry or sector.

2

EXPAND **BRAND** AWARENESS

To reach a wider audience of engaged and likeminded customers with a brand.

3

REACH **NEW** TARGETED AUDIENCES

Enable a company to reach a newly identified target audience, especially beneficial for startup with new product/.

4

IMPROVE **SALES** CONVERSIONS

People trust people, so having someone within your community endorse a company will increase conversions.

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1

79% OF ADULTS THINK IT'S A **GOOD IDEA** FOR **BRANDS** TO TELL **STORIES**.

2

55% WOULD **BUY** FROM A BRAND IN THE FUTURE IF THEY **LOVED A STORY**.

3

66% OF PEOPLE BELIEVE THE BEST STORIES ARE FROM/ABOUT **REGULAR PEOPLE**.

4

43% OF ALL ADULTS WANTS BRAND STORIES TO BE **HUMOROUS**.



“PERSONAL STORIES AND GOSSIP MAKE UP 65% OF OUR CONVERSATIONS” - JEREMY HSU

A massive proportion of our everyday conversations is taken up by personal storytelling and improving your storytelling skills will not only help you in the business world, but in your everyday relationships too.

SOCIAL EXPERIMENT

https://www.youtube.com/watch?v=eBuC_0-d-9Y

MEDIUMS TO ENABLE

Companies Connect with Customers

THROUGH COMPANY PRESENTATIONS...



- ✓ 3G + GPS
- ✓ Enterprise support
- ✓ Third party applications
- ✓ More countries
- 5 More affordable



...OR IT'S STAFF!



NEW WORDS...



TEXTPECTATION

(n) the anticipation felt when waiting for a response to a text.



VIA EMAIL OR TEXT...



PODCASTS.....



SEASON 2 / EPISODE 3

Miss Buchanan's Period of Adjustment

<http://revisionisthistory.com/episodes/13-miss-buchanans-period-of-adjustment>

MOON

A STORY YOU
CAN TURN AROUND
WHENEVER YOU WANT.

START

↑
WEBSITES...



YOU'LL NEED TO USE YOUR MOBILE TO INTERACT WITH THIS WEBSITE.

SHARE [f](#) [t](#) [g+](#)

Reuters UK

BBC



Facebook

facebook

... VIA SOCIAL MEDIA



OUR
BLADES
ARE
FRIGGIN
AWESOME

#1

...OR VIDEOS AND FILMS



0:16 / 1:34



CHIPOTLE

<https://www.adforum.com/creative-work/ad/player/34489969/the-scarecrow/chipotle-mexican-grill>

UNIVERSITY OF PHOENIX

<https://youtu.be/VqWBjgefpmHM?si=0SLU3td3yqeNQHvA>



Next in the Capacity Building Training Series

Tuesdays 10:00 AM to Noon

October 17th — Design Thinking Techniques

October 24th — Strategic Planning FUNDamentals



Thank You!
Dr. Jennifer R. Madden

