From Design Thinking to Design Doing

Doug Hampton-Dowson & Valerio Zanini

October 4–5 | Georgia World Congress Center, Atlanta
Agenda

- Why Design Thinking?
- What’s the process?
- How does it work in real life?
The problem with ideas
What is Design Thinking?

A process to genuinely innovative solutions.

A method to incorporate the customer in the design process and solve hard problems that are not well defined.
Design Thinking Process

Explore

Ideate

Build
1. Explore

“Go & See” Observe, learn, understand

Shift your perspective to your customer’s perspective
Brainstorm many designs, no bad ideas!

Low-Fi prototypes
3. Build

Many iterations

Prototype testing with customers
Design Doing
Retail bank challenge
Why the iPads?
We failed first... 

... then succeeded
Failure and alternative
Digital Bar
NYC Retail Walking Tours
Surprise! Time Warner Cable Is the Most-Hated Company in America
Study ranks companies based on consumer satisfaction
Observational Visits
Today’s Journey
Interaction Mapping

Activity

Time

Check-in  |  Wait Time  |  Service

 Explore
Competitors are identical
Problem solved elsewhere
Smartest store flow?
Best checkout?
Low-fi Sketch

Spectrum 3.0

Ideate
Interaction Mapping

Activity

Time

Check-in

Service / Wait Time
Key Takeaways

Don’t jump to a solution, go through a process, multiple solutions, best will emerge

Explore, Ideate, Build

Test as early possible, incorporate real customers in the process
Thank you!

Doug Hampton-Dowson – Retail Innovation Designer

✉ doughd@realityi.com

Valerio Zanini – Agile & Design Thinking Coach

🐦 @vzanini