Welcome, Designer.*

*Yes, this means you.
Do any of these look familiar?
How the customer explained it

How the team designed it

What the customer really needed
THE SAME OLD THINKING → THE SAME OLD RESULTS
Design Thinking Can Help!
Jason Cyr
Director, Design Transformation at Cisco

twitter: @jasncyr
email: jacyr@cisco.com
What is Design Thinking?
Design Thinking

Invented by Stanford in the ‘80s, adopted by IDEO for businesses in the ‘90s, and embraced by today’s
“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, CEO OF IDEO
Find the **RIGHT THING**, then do that **THING RIGHT**
This is an MRI machine created for medical diagnostics.
This is an MRI machine created for children.
Validate with Users

Make Things

Discover
THE OPPORTUNITY

Define
THE PROBLEMS TO BE SOLVED

Explore
CREATIVE POSSIBILITIES
Cisco Design Thinking

Here’s how it works

The Cisco Design Thinking framework adapts classic Design Thinking best practices to the unique context of Cisco’s global workforce, heritage, technology portfolio, management culture, and our partner and customer relationships. The result is an original Cisco Design Thinking framework that is innovative yet familiar, forward-looking yet approachable.

The Core Phases

These three phases are the heart of the Cisco Design Thinking framework:

1. Discover: Strive to deeply understand your users and what they need, so you and your team can document a clear Opportunity Statement.

2. Define: Identify, document, and prioritize the problems to be solved based on the opportunity at hand, and fill out a crisp Problems to Be Solved Statement.

3. Explore: Come up with a variety of potential solutions for the problems to be solved. Your objective is to identify one or more solutions that will delight your target users, solve their core problems, and claim the opportunity.
Core Principles of Design Thinking

Empathy: focuses on discovery before solutions
Go Wide: expands the boundaries of both problems and solutions
Commitment to conducting real world experiments
Engages partners in co-creation

Empathy
Go Wide
Experimentation
Diversity
Can be applied to ANY PROBLEM
Misconceptions

- Only for designers
- Brainstorming
- Workshops
- It’s a checkbox
It means Innovation and in order to innovate we need ideas… LOTS of them.
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It means Innovation and in order to innovate we need ideas… LOTS of them.
Core Principles Design Thinking

Empathy

Go Wide

Experimentation

Diversity
HR Examples
New Employee Onboarding
Let’s try it out!
How do we attract and retain top talent?
Empathy
Who are we designing for?
Who are we designing for?
Who are we designing for?
Empathy Map
Empathy Map:
Goals
5 mins
Empathy Map:
Thinking and Feeling
5 mins
Empathy Map:
Pains and Gains
5 mins
Empathy Map:
Dot vote
5 mins
Now, a word about Drawing...
The 5 Basic Elements

Circle  Square  Triangle  Line  Dot

Everything you want to draw can be created with these elements.
Can you identify the basic elements in these simple drawings?
IDEAS
NOT ART!
Ideation
Ideation

20 mins
10 mins ideation
10 mins sharing at your table
Team share outs
Where do we go from here?
Core Principles of Design Thinking

Empathy: focuses on discovery before solutions
Go wide before going narrow: expands the boundaries of problems and solutions
Commitment to conducting real world experiments
Engages partners in co-creation

Empathy
Go Wide
Experimentation
Diversity
We created Cisco Design Thinking to drive:

- Empathy
- Participation
- Collaboration
- Alignment
Project teams doubled design and execution speed with IBM Design Thinking.

2x  Faster time-to-market

75%  Reduced design time

33%  Reduced development time

Forrester: The Total Economic Impact™ Of IBM’s Design Thinking Practice
https://www.ibm.com/downloads/cas/Z4WBDR8Q
Impacts of Design Thinking

Financial summary (three year)

- Total benefits
- Total costs
- Cumulative net benefits
Try it out and tell me how it works.

Jason Cyr

twitter: @jasncyr
email: jacyr@cisco.com