

The logo for Spring2 Innovation, featuring the word "SPRING2" in a large, white, sans-serif font with a small graphic of a plant sprout above the "I", and the word "innovation" in a smaller, lowercase, white, sans-serif font below it.

SPRING2
innovation

INNOVATION THROUGH DESIGN THINKING





Design Thinking

**Understanding end-users'
needs better in order to
discover their real problems**



Disruption is Rampant

Design Thinking is a Roadmap
to Innovation

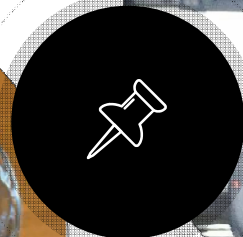
**Process of discovering real
problems & co-creating
real solutions**



Bad Design



BAD DESIGN



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GOOD Design






TEA OF THE MONTH
**raspberry
cream pie**
Treat your valentine to this creamy
blend of rooibos, raspberries and
white chocolate.

[SHOP NOW](#)

END-TO-END CLIENT EXPERIENCE





End to End Design

NOT INCORPORATING END TO END CLIENT EXPERIENCE





Service Design

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SERVICE DESIGN

- Trend towards value in service
- Increase in customer expectations
- Growth of digital means change in service

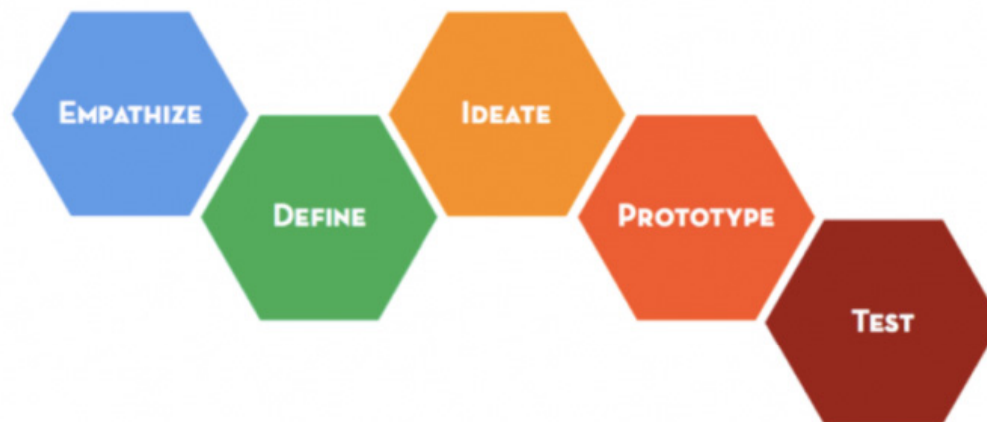
Achieve business objectives:

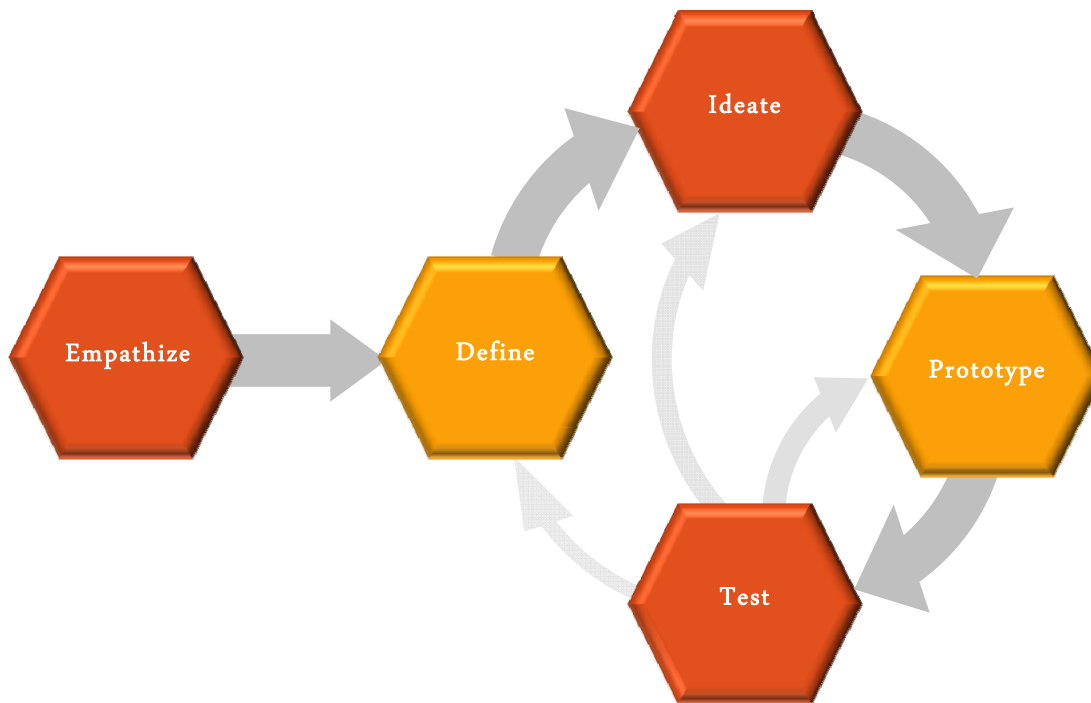
- Lower cost to serve existing & new customers
- Increase customer retention
- Create new sales or upsell opportunities
- Successfully launch product & service innovations into market

Book: Service Design For Business by Reason, Lovlie & Flu

DE-RISK THROUGH DESIGN THINKING

- **Solution based thinking**
- Set of principles, practices, and processes that attempts to understand & deliver on needs of users by **building empathy, understanding root causes** and **delivering on what is possible**





APPLICATIONS OF DESIGN THINKING

- Team building and buy-in
- Culture change
- New product creation
- Service design / re-design
- Future mapping

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UNDERSTANDING THE PURPOSE OF DESIGN THINKING

- Offers a structured approach to problem solving
- There is more than one right answer
- Helps you make the best decision, not just the right one

DESIGN THINKING

- It involves helping individuals make a new set of choices:
 - Seek deep insights & be user driven
 - Keep looking for great solutions even after hitting upon a good one
 - Risk not getting it right the first time
 - Continue to try in the face of failure
- Uses ethnographic methods such as interviewing & observation to help us escape our mental models by immersing us in the lives of end users & **giving us access to the mental models of our users**

Solving Problems with Design Thinking (Jeanne Liedtka, Andrew King, Kevin Bennette)

PROCTER & GAMBLE





Empathize

- Personas
- Empathy Map
- Journey Map



Define

- Mind Mapping
- 5-Whys
- Fishbone
- Affinity Diagram
- Entity Diagram
- SWOT Analysis



Ideate

- Future Journey Map
- Brainstorming Techniques



Prototype

- Low Fidelity Prototypes
- High Fidelity Prototypes



Test

- A/B Testing



Supplementar

- Communication Plan

BREAKFAST PERSONAS



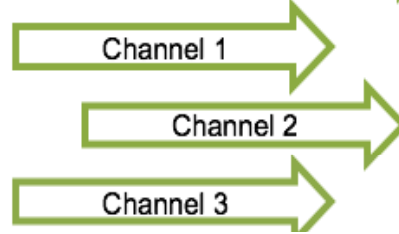
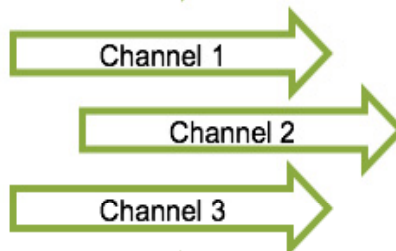
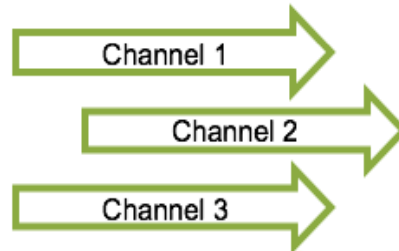
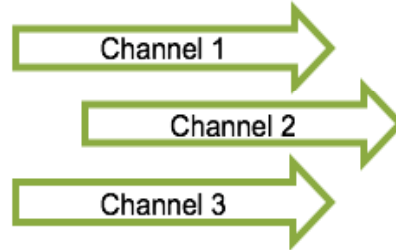
PERSONAS



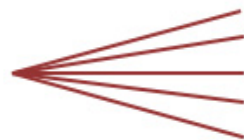
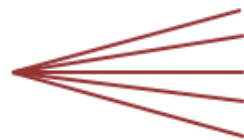
**EMPATHY
MAPS**



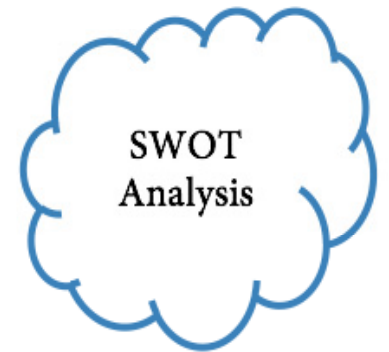
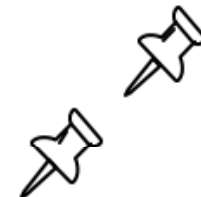
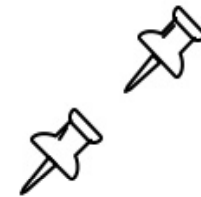
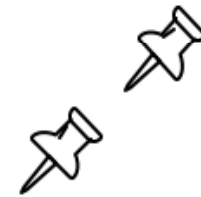
JOURNEY MAPS



**DEFINE PROBLEMS
[MET/UNMET NEEDS]**



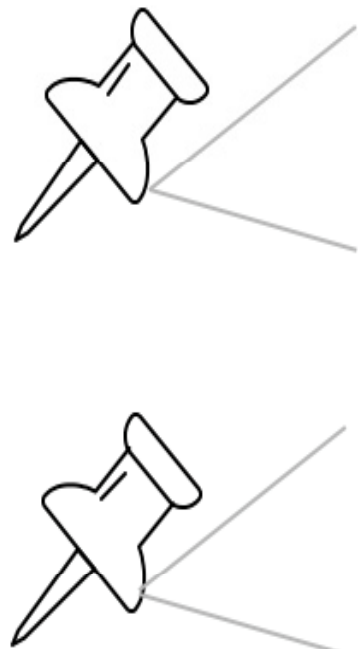
**SELECT 2
PROBLEMS**



IDEATE
[ON EACH PROBLEM]



SELECT 2 IDEAS



PROTOTYPE



ADJUST PROTOTYPE
BASED ON INPUT



TEST



ITERATE/
IMPLEMENT





{ REFRAME }

23





Book unique homes and experiences.

WHERE

CHECK-IN

CHECKOUT

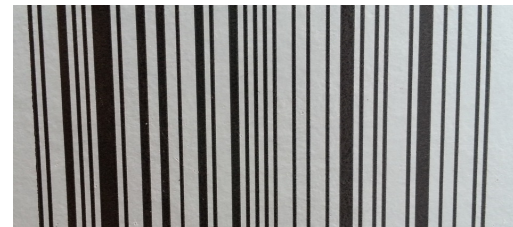
GUESTS

Search

Garden to Table Culinary Experience
Chiang Mai Thailand

PCO INNOVATION HUB: SERVICE DESIGN TO IMPROVE EXPERIENCE OF SPOUSAL IMMIGRATION

- Assume Nothing, no pre-determined solution
- Listen to sponsors, applicants, consultants, legal clinics, community centres, professors,...
- Then generate 100s of ideas
- Filter ideas for users pains, feasibility, etc...
- Prototyping: Presenting final concepts to users in real time for feedback



DESIGN THINKING IN ACTION



- Departments: CFR, HC, TBS, ISED
- **Goal:** Create a user-centric design process to support presentation of guidance information & ease for users to find guidance information on new Canada.ca website
- **Outcomes:** Unanimously accept agreement of ADM Web Steering Committee on definition of regulatory guidance & templates to support finding guidance information & presentation of guidance information

Number of workshops:	5 interactive workshops
Number of total hours of workshops:	22 hours
Duration:	July 2015 to January 2016 (7 months)
Number of participants (combined):	174
Departments and Agencies Involved:	17
External Stakeholder Groups:	18

UNDERSTANDING CUSTOMERS & CITIZENS

- UK Revenue & Customs authority mantra:
 - **'If you think it's expensive to do customer research, what do you think it costs not to understand our customers?'**
- UK Digital Government Services is using performance metrics which include **citizens' ratings of services**
 - User satisfaction
 - Cost per transaction
 - Completion rate
 - Digital take-up
- **Once service is launched, systems are continuously updated and improved based on user feedback, performance data, best practices & service demand**



Gather as much data available at the beginning !!!



Are there metrics already being gathered? What are they and why are they being taken?



What metrics will need to be gathered in order to showcase progress? And results?




Are you measuring yourself? Or are other's measuring you? What are their metrics? What are your metrics?

DATA



Personas



Melanie
Small Business Owner

- Business Card purchaser
- Key Decision Maker

Goals & Challenges

- Fast, quality printing
- Unique design to stand out from competitors
- Maximize networking opportunities

Demographics

- Age 30-45
- Female
- \$75,000 per/year
- Urban Location
- Undergrad Degree
- Married with children

How We Can Help

- Create innovative business card design
- Highlight contact information for networking purposes
- Research/review printing options (with one-day printing available)

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NAME
Job Title

- Where she works
- Details about her role

Demographics

- Age
- Gender
- Salary
- Location
- Education
- Family

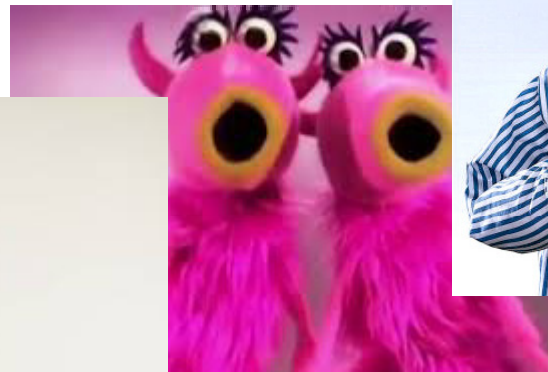
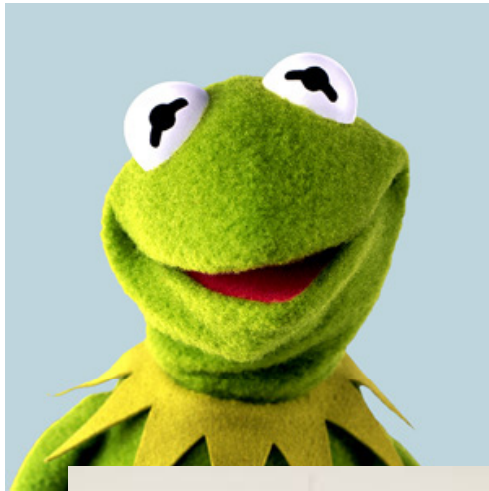
Goals & Challenges

Values & Fears

Marketing Message

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PERSONAS - MUPPETS



PERSONAS — SUPER HEROES



Art by [Alex Ross](#)



<https://www.rock.com/p/wonder-woman-closeup-button>

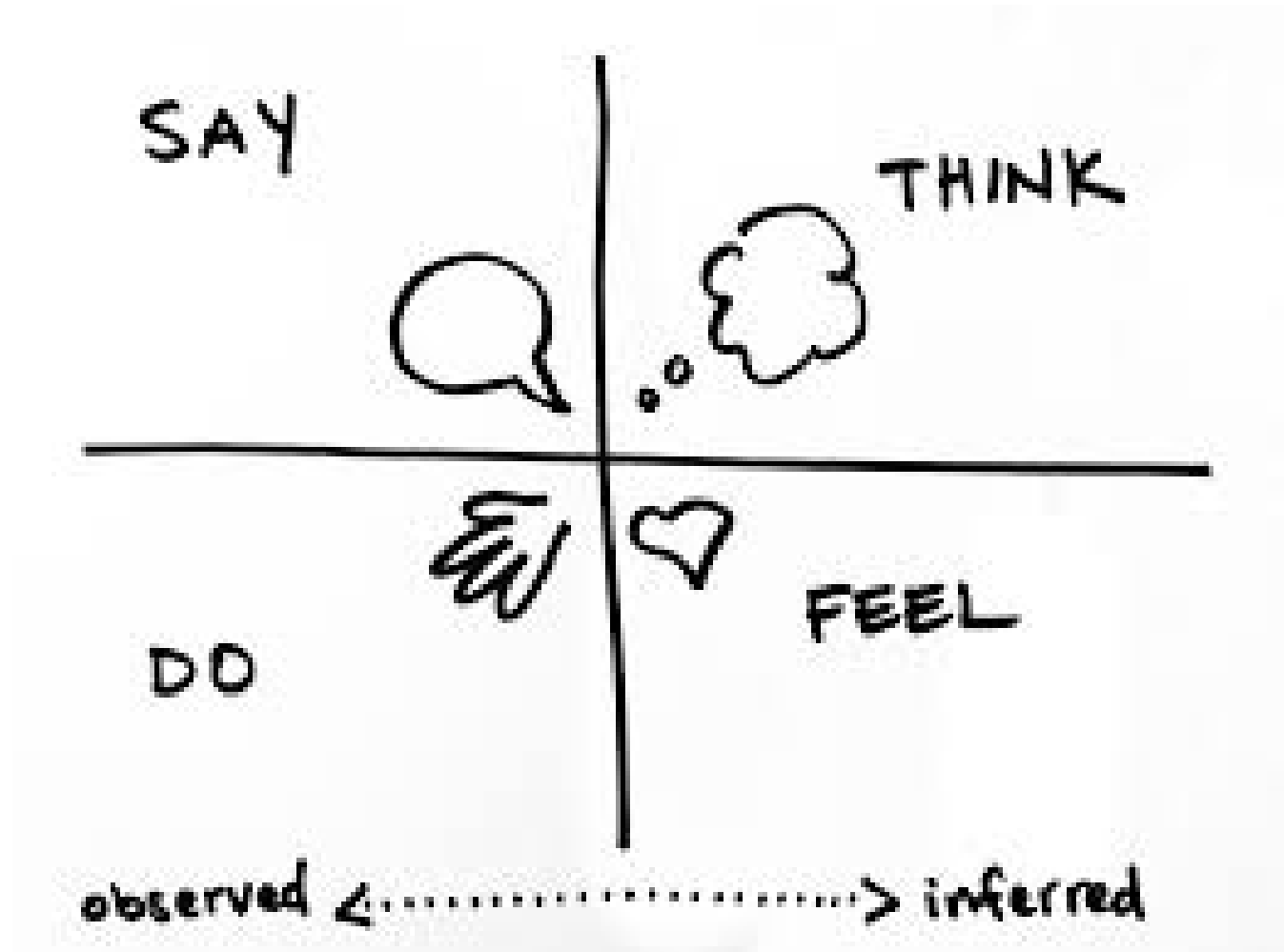


Art by Jack Burnley.

<http://marvel.com/characters/54/spider-man>



EMPATHY MAPS



JOURNEY MAPPING

- Current State and Future State

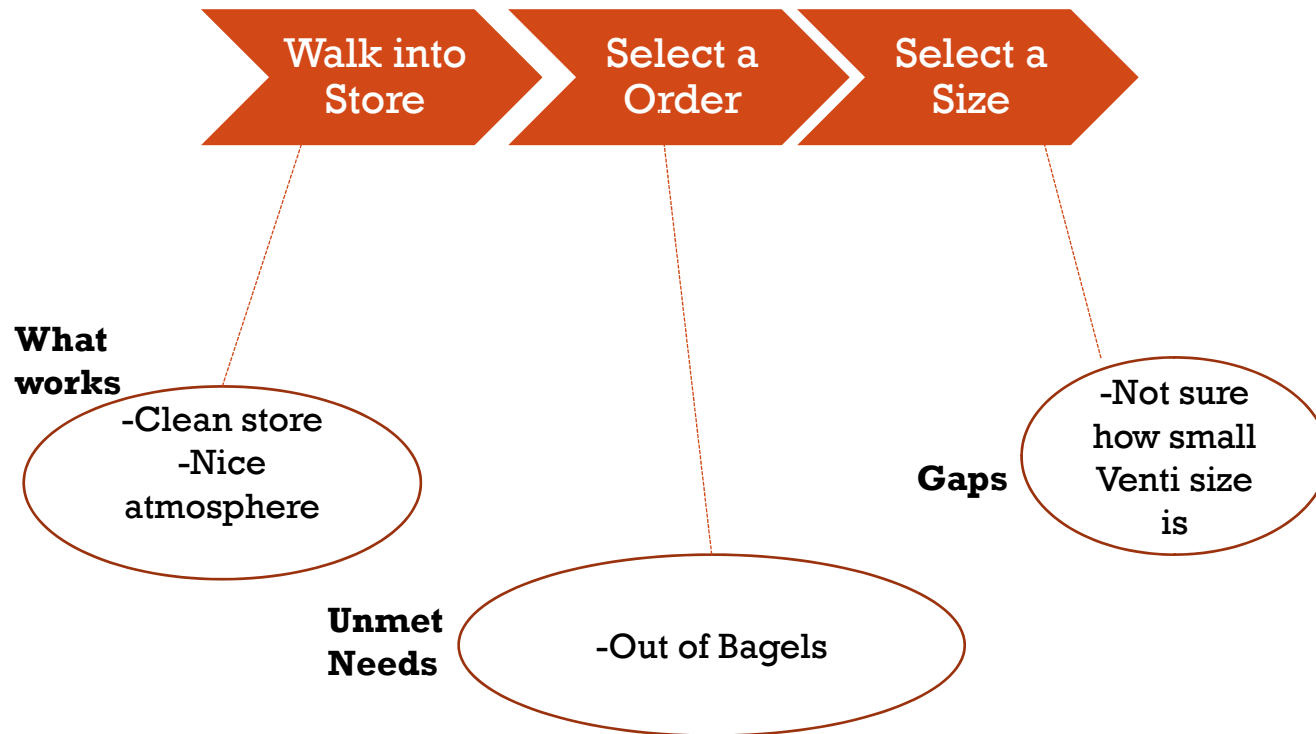


CUSTOMER JOURNEY MAPS

- How are customers interacting with the business?
- Life cycle
- Channels
 - Online
 - Mobile
 - Call centre
 - Retail



JOURNEY MAP EXPERIENCE



DEFINE

[PROTOTYPE]

PROTOTYPING VS POC VS PILOT

- **Prototype**
 - 'An early sample, model, or release of a product built to test a concept / process / to act as a thing to be replicated or **learned from**'
 - Used to evaluate a new design
- ▶ **Proof of Concept**
 - ▶ Showcasing things working within the actual system
- **Pilot**
 - Actual sub set of users using the solution



Test



IMPLEMENT & ITERATE



RESOURCES

- Designing Your Life by Bill Burnett & Dave Evans
- Change by Design by Tim Brown

Picture Credits:

- <http://wpmedia.ottawacitizen.com/2015/03/120120-drivers-attempting-to-park-at-bayshore-mall-are-compl1.jpg>
- <http://www.mindfulschools.org/wp/wp-content/uploads/2016/01/empathy-3.png>
- <http://www.udg.org.uk/sites/default/files/uploads/Define3.jpg>
- <https://static1.squarespace.com/static/55ee3ddce4b0e884b1b8e207/5604ae56e4b0dce6705eb14e/5612c63ce4b02dbd234b212b/1444139258551/?format=2500w>
- https://upload.wikimedia.org/wikipedia/commons/thumb/6/66/SMPTE_Color_Bars.svg/329px-SMPTE_Color_Bars.svg.png
- http://urbact.eu/sites/default/files/styles/medium_380x285/public/images/challenge_implementation_networks.png?itok=Hma6Rhiy
- http://vignette2.wikia.nocookie.net/prototype/images/b/ba/Prototype_-_Logo.jpg/revision/latest?cb=20120411081413&path-prefix=es



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The logo for Spring 2 Innovation features the word "SPRING" in a grey, sans-serif font, followed by a "2" in orange. A dashed orange arc with three dots at its ends arches over the "i" in "SPRING". Below this, the word "innovation" is written in a smaller, grey, lowercase sans-serif font.

SPRING2
innovation

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