Introduction to Design Thinking Workshop

March 16, 2021 - Thinking Redesigned

Welcome, ground rules, expectations
Learning objectives
What is Design Thinking
Today's design challenge
Empathy mapping
Problem reframing methods
Idea generation
Prioritization frameworks (dot voting exercise)
Wrap-up & Q&A

Introduction to Design Thinking

Parking Lot & Future Discussion

Group 1 - Empathy Mapping

Prompts & questions to consider:
- Think about the context of the problem you're trying to solve
- Think through the lens of your persona, the user/group you're seeking to create value for

Persona Empathy Map

Samantha Solost, 24, violin

Living in large city
Despondent

Ambitious

Finding her passion, what drives her

Learning to engage with audiences

Playing gigs, subbing in orchestras,

Competitions

Find an agent, promote, develop

What kinds of performances are fulfilling?

How to create and project an identity online

How might we help Samantha build an audience?

How might we help her find her niche

How might we help her engage with those communities?

Group 1 - Ideation + Prioritization

Chosen How Might We statement can go here...

How might we pursue historical performance practice

How might we help alumni pursue identity online

How might we help alumni pursue financial benefits?

Group 2 - Empathy Mapping

Prompts & questions to consider:
- Think about the context of the problem you're trying to solve
- Think through the lens of your persona, the user/group you're seeking to create value for

Persona Empathy Map

Kristan

Established alumni seeking to start a new venture (nonprofit or for-profit)

"I want to be involved, and I want you [my colleagues] to be involved too!

"I want to give back to my community"

How might we help alumni engage with those communities?

Group 2 - Problem Reframing

Using "How Might We" statements to reframe the problem into an opportunity statement:

Prompts & questions to consider:
- Think about the context of the problem you're trying to solve
- Think through the lens of your persona, the user/group you're seeking to create value for

Group 2 - Ideation + Prioritization

Chosen How Might We statement can go here...

1. Curtis sponsorship

2. offer grants for external courses on Curtis music

3. connecting alumni for mentorship

4. connecting alumni to non-alumni/business contacts with expertise

5. raise awareness of available resources

Who are we designing for?

Persona Development

Recent graduate building an online teaching studio of students from around the world

Recent graduate seeking an orchestral career with chamber music and teaching in addition to a few solo engagements

Established graduate seeking professional development in an area outside of music.