



### Introduction to Design Thinking Workshop

March 16, 2021 - Thinking Redesigned

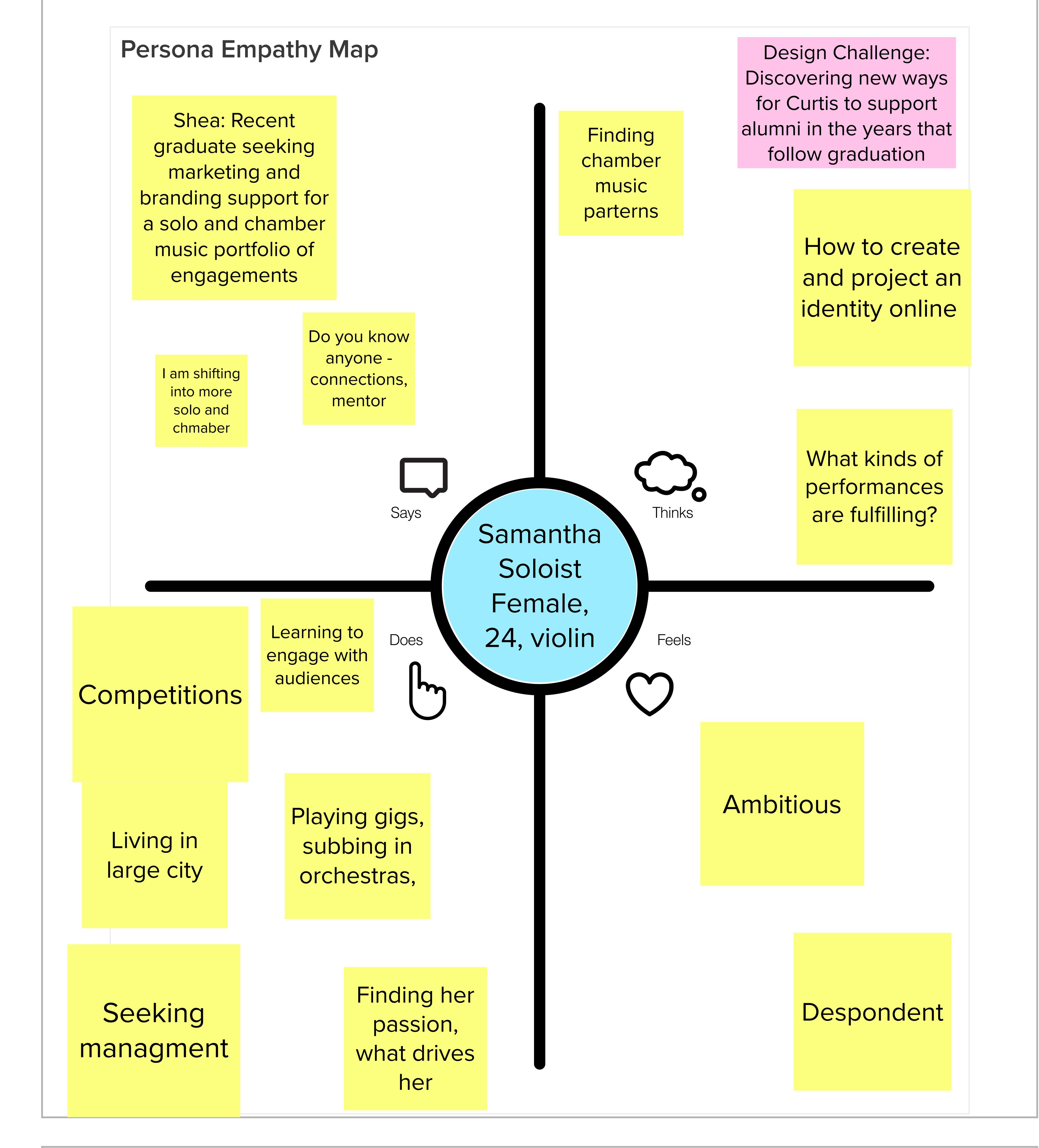
Welcome, ground rules, expectations
Learning objectives
What is Design Thinking
Today's design challenge
Empathy mapping
Problem reframing methods
Ideation

## **Group 1 - Empathy Mapping**

Prompts & questions to consider:

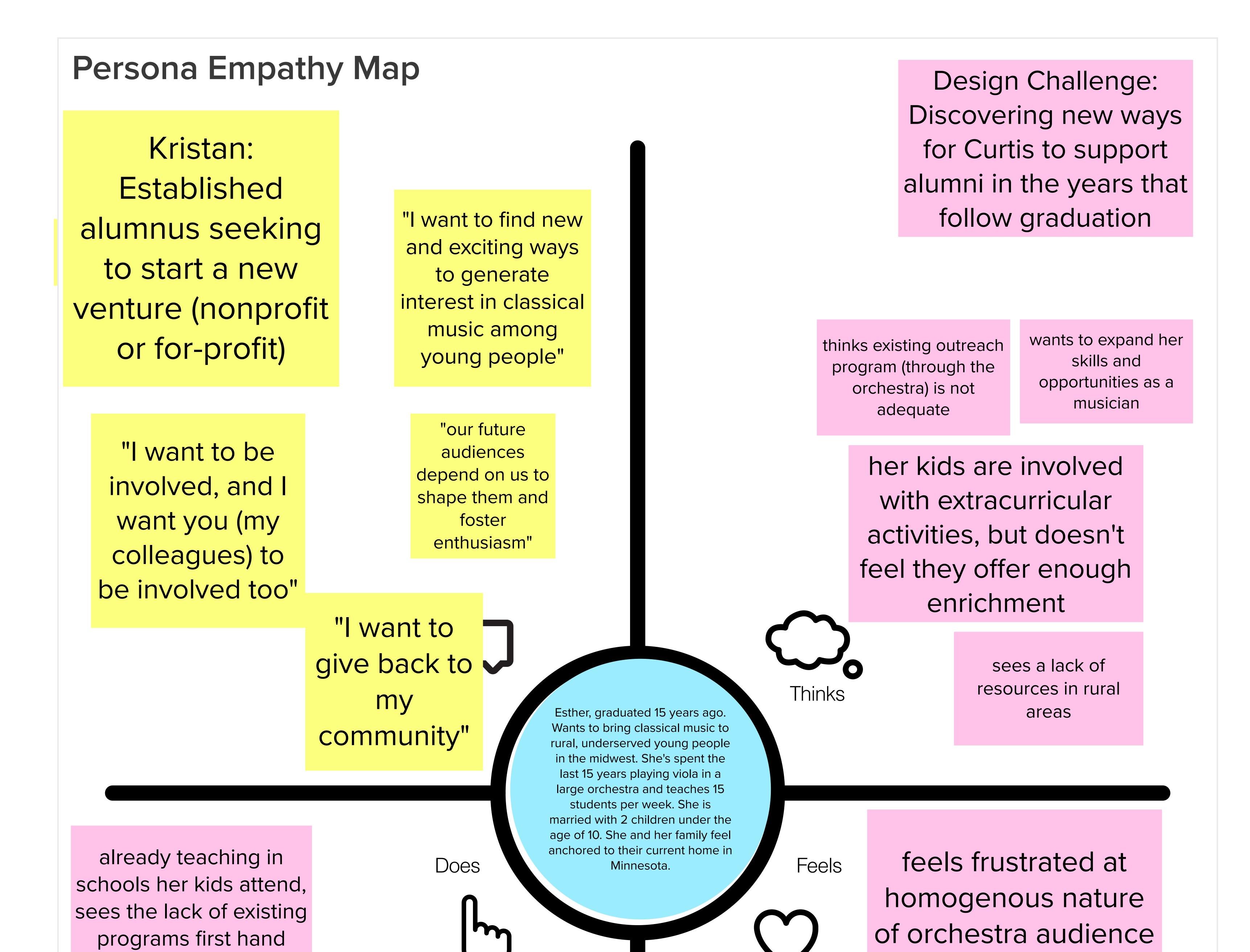
- Think about the context of the problem you're trying to solve

- Think through the lens of your persona, the user/group you're seeking to create value for



#### **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



feels hopeful

worried about futu

of orchestra

awindiind audienc

not sure where t

begin

colleagues

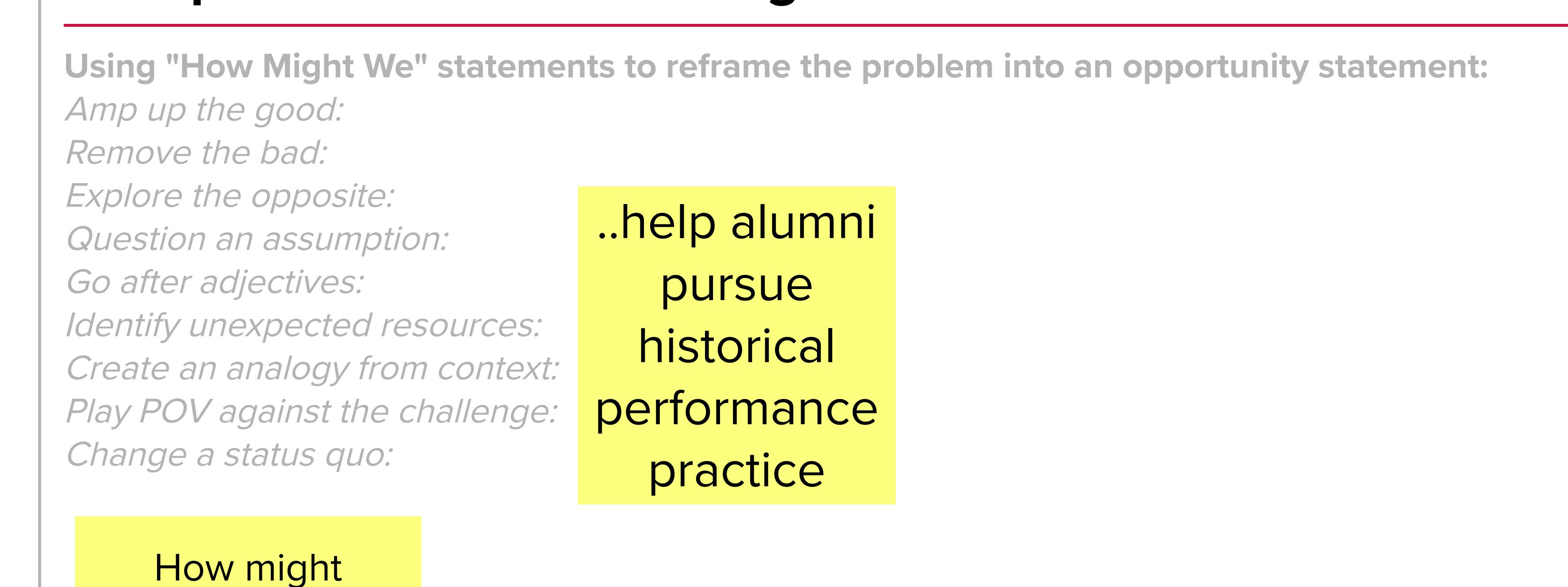
### Prioritization frameworks (dot voting exercise) Wrap-up + Q&A

Introduction to Design Thinking

#### **Parking Lot & Future Discussion**

Recent graduate seeking an orchestral career with chamber music and teaching in addition to a few solo engagements
 Established alumnus seeking to start a new venture (nonprofit or for-profit)
 Recent graduate seeking marketing and branding support for a solo and chamber music portfolio of engagements
 Established graduate seeking professional development in an area outside of music
 Recent graduate building an online teaching studio of students from around the world

#### **Group 1 - Problem Reframing**



# **Group 2 - Problem Reframing**

eaches students in

rural areas

Using "How Might We" statements to reframe the problem into an opportunity statement: (problem statement): how can Curtis help Esther with her endeavor? Amp up the good: how can we provide her with market research/information about the community she wants to serve? Remove the bad: Explore the opposite: Question an assumption: what other kinds of Go after adjectives: entorship can w connect her with? to the specific needs Identify unexpected resources: (especially outside of music) Create an analogy from context: what if a program didn't exist - what is the negative impact of not doing this? how can we connect her with previously Play POV against the challenge: nidentified resour that would be helpful? Change a status quo: how can Curtis foster how do we share are we sure the a network or how can we elevate existing programs? te demand fo community for people like Esther this? this?

weoffer "thought partners" for advice and mentoring in a safe space		how might weconnect her to concert organizers and digital performance venues?	connect her to other performers and collaborators		how can we connect her with non-musicians who know how to start a non-profit?	how can we amplify the impact?	how can we connect her with fellow alums in the area?	how can we get her funding?	how can we generate other organizations' enthusiasm to get involved? how can we generate awareness/publicity?	
How might we help alumi apply for a Fullbright or	How might we help Samantha find agents/	How mig we redef what w	fine	liminate						