Design Thinking: From Insights To Innovation

Euan Semple
Empathise
Define
Ideate
Prototype
Test
Internet-era Way of Working

1. Design services to meet user needs, not organisational convenience.
   - Keep testing your riskiest assumptions with actual users.
   - The unit of delivery is the empowered multi-disciplinary team.
   - Do hard work to make things simple.
   - Iterate and increment, repeat.
   - Start small, optimise for momentum and learning from user feedback.
   - Budget for continuous improvement.
   - Make things open; it makes things better.
   - Use the tools of the open internet.
   - Show the thing, value shipping over documentation.
   - Your technology should be small pieces, loosely joined, taking advantage of constant commoditisation.
   - Continuous deployment is vital.

Break any of these rules sooner than do anything barbaric.

+ By @euan
Abstract ideas to concrete problems
The human side of KM
Empathy
Ego
Fear
Insights
Walk through exercise
Empathise
Define
Ideate
Prototype
Test
What did you learn?
Thanks

euansemple.com