

DESIGN THINKING



Welcome

STARKWEATHER



function and aesthetics.





"This really is an innovative approach, but I'm afraid we can't consider it. It's never been done before."

Another way....?



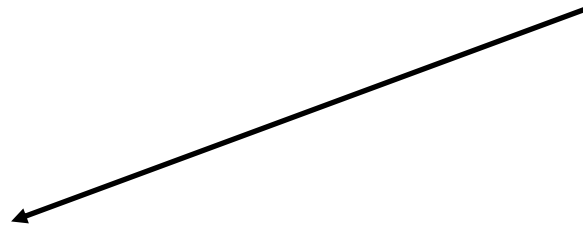
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Humility,
Focus,
Teamwork,
Determination,
Alertness,
Commitment,
Adaptability





What's happening
down here?



Why we are here

What to expect

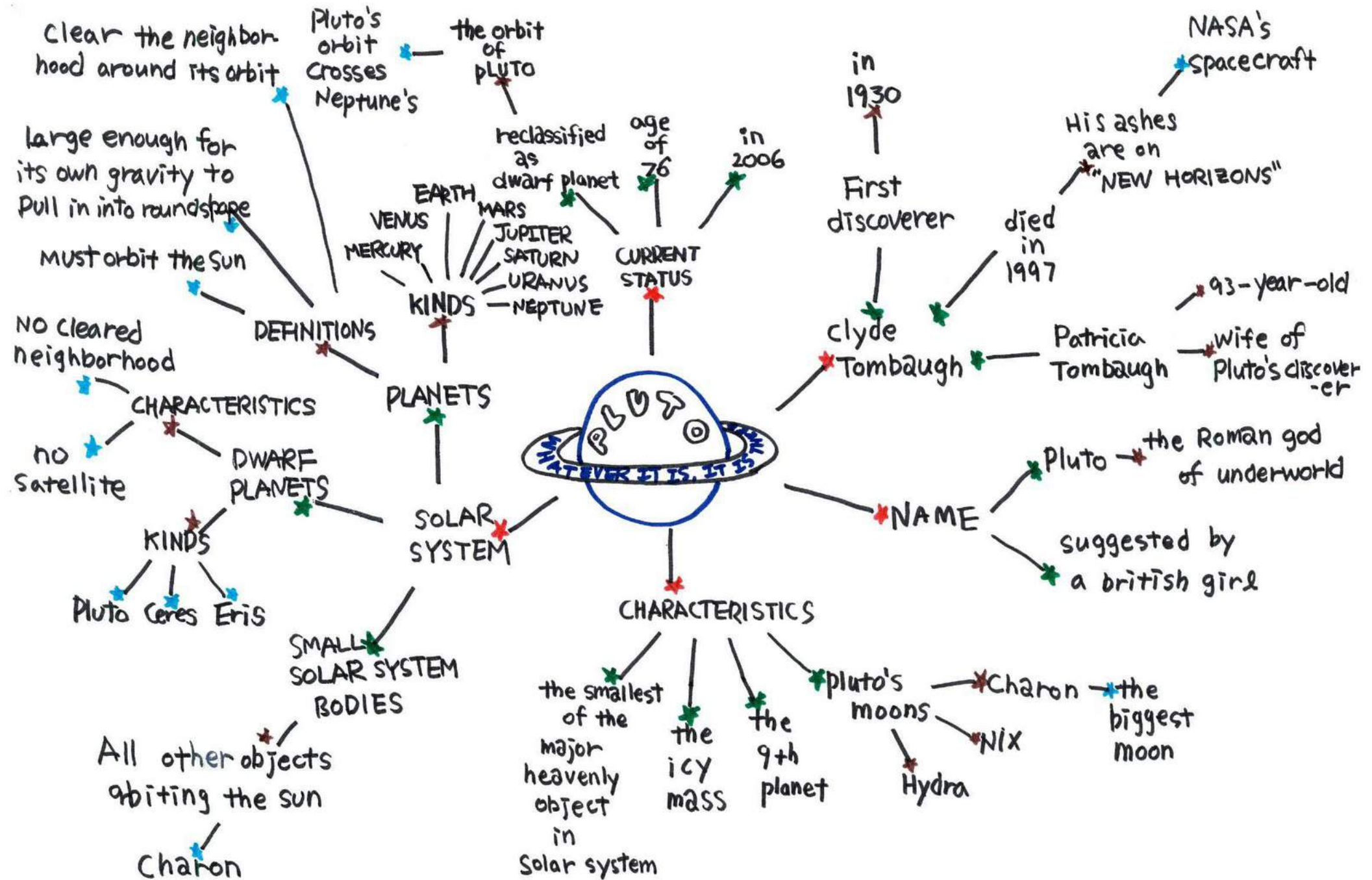
What we hope you will take away

Why do we care?

Questions?

Ice Breaker

Connecting Stories



Mindset

Write first, discuss later

= no "anchoring" + equality of voice

Time limits

= idea flow + maximizing on value of team

Medici effect

= bringing together different disciplines and cultures
and searching for the places where they connect

Strategy:

think about the overall aim

Context:

think about the big picture

Questions?

DESIGN THINKING

“The most secure source of new ideas that have true competitive advantage, and hence, higher margins, is customers’ unarticulated needs. Customer intimacy—a deep knowledge of customers and their problems—helps to uncover those needs.”

Jeanne Liedtka

Rolf Faste

Professor

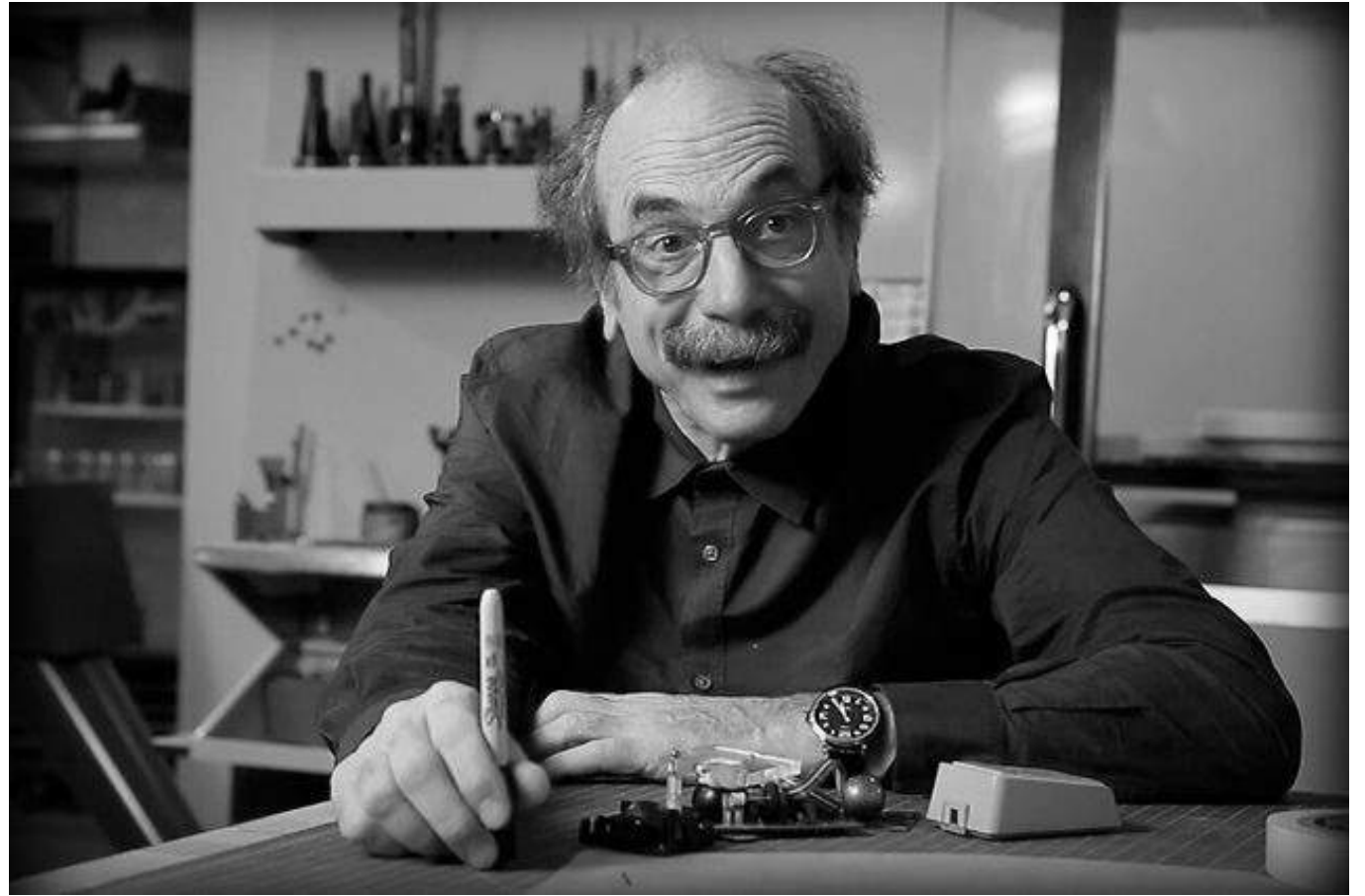
"Pioneer of Human
Centered Design"



David Kelley

IDEO Founder

Design Thinking applied
to business



“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.”

“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, IDEO

DESIGN THINKING

Empathize then Ideate

Who is your user?

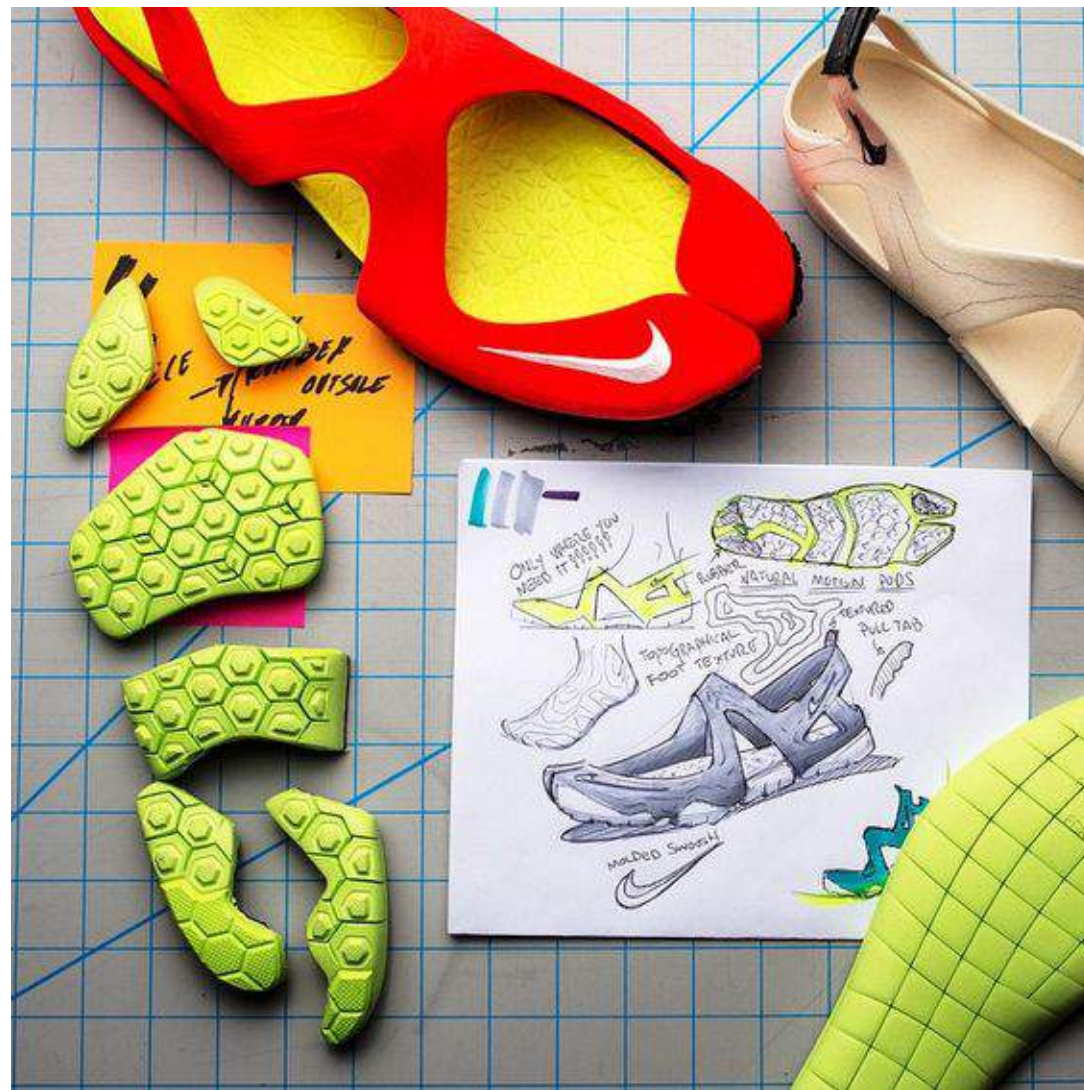
UNDERSTANDING + IMAGINATION

Why do we care about this? What does it have to do with the fashion industry?

What are some pain points you are currently experiencing?

FASHION EXAMPLES

- Product development
- Transparency
- Sustainability
- Triple Bottom Line ie contributing back to community



Design Thinking?

- 1) Athlete first
- 2) Performance (Elite athlete)
- 3) Brand identity transfers to customer of Nike





EVERLANE

RADICAL TRANSPARENCY

Know your factories. Know your costs.
Always ask why.

One key advantage: “The ability to
differentiate from its competitors”

EVERLANE



MATERIALS

\$10.82



HARDWARE

\$1.75



LABOR

\$8.90



DUTIES

\$3.31



TRANSPORT

\$2.76



TRUE COST

\$28

\$65

EVERLANE

\$140

TRADITIONAL RETAIL

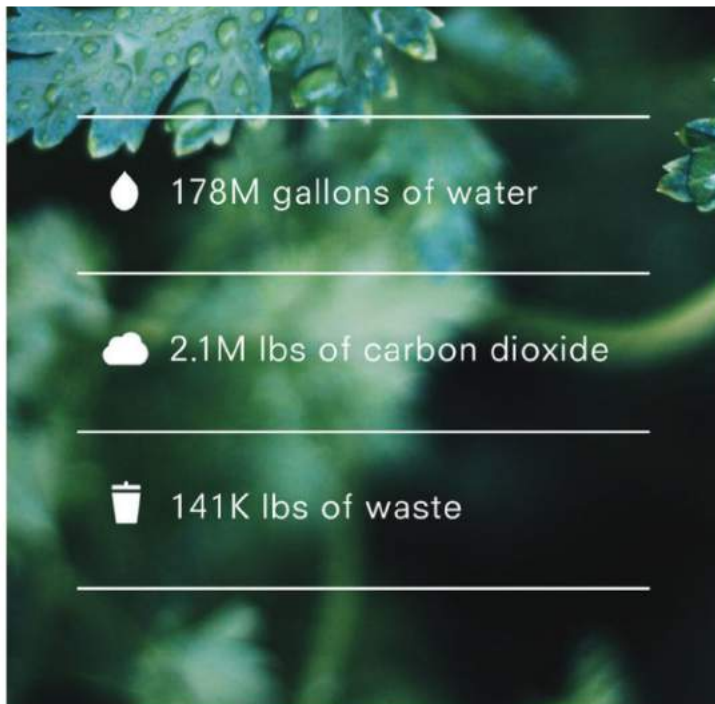
EVERLANE

Design Thinking?

- 1) Radical transparency
- 2) Cutting out the middle men, passing the savings on to the consumer

EVERLANE

We make killer clothes that don't kill the environment.



Sexy math

We ran the numbers and here's how much water, carbon dioxide and waste we've saved together in 2016.



RefRecycling

The easiest way for you to recycle all those clothes you probably shouldn't wear again.



REFORMATION



Design Thinking?

- 1) Appealing to the alternatively fast fashion customer, but offering a sustainable option that is still trendy
- 2) Make it EASY to make responsible fashion choices





THINX

TRIPPLE BOTTOM LINE, UNDERSERVED DEMOGRAPHIG: WOMEN

every purchase made helps girls in the developing world.



THINX

Design Thinking?

- 1) Thinking of the customer, and the potential impact
- 2) Thinking GLOBAL
- 3) Beyond just the application/function of the product and into the way it can affect change in the world

THINK

Recap of design thinking

- Empathize, then Ideate
- Understanding + Imagination
- USER first ie Human-centric

Some specific Design Thinking tools that you can bring to your work

Solo

Within a team (if you are able to implement these methods within your organization)

Research Plan

Research Methods

Surveys sent out via mailing lists and social media

Interviews: Hitting the streets

Online research

<http://www.designkit.org/methods>

What is the goal of your research?

Evidence of Viability

PLAN

OBSERVE

DESIGN

PROTOTYPE

TEST

repeat ↺

Secondary Research

Interview

Observational Study

Prototype/Feedback

ORGANIZING & REFINING

You have all of these ideas,
now how do you decide where to go?

Analysis & Synthesis

The **separating** of any material or abstract entity into its constituent elements

The **combining** of the constituent elements of separate material or abstract entities into a single or unified entity

Analysis & Synthesis

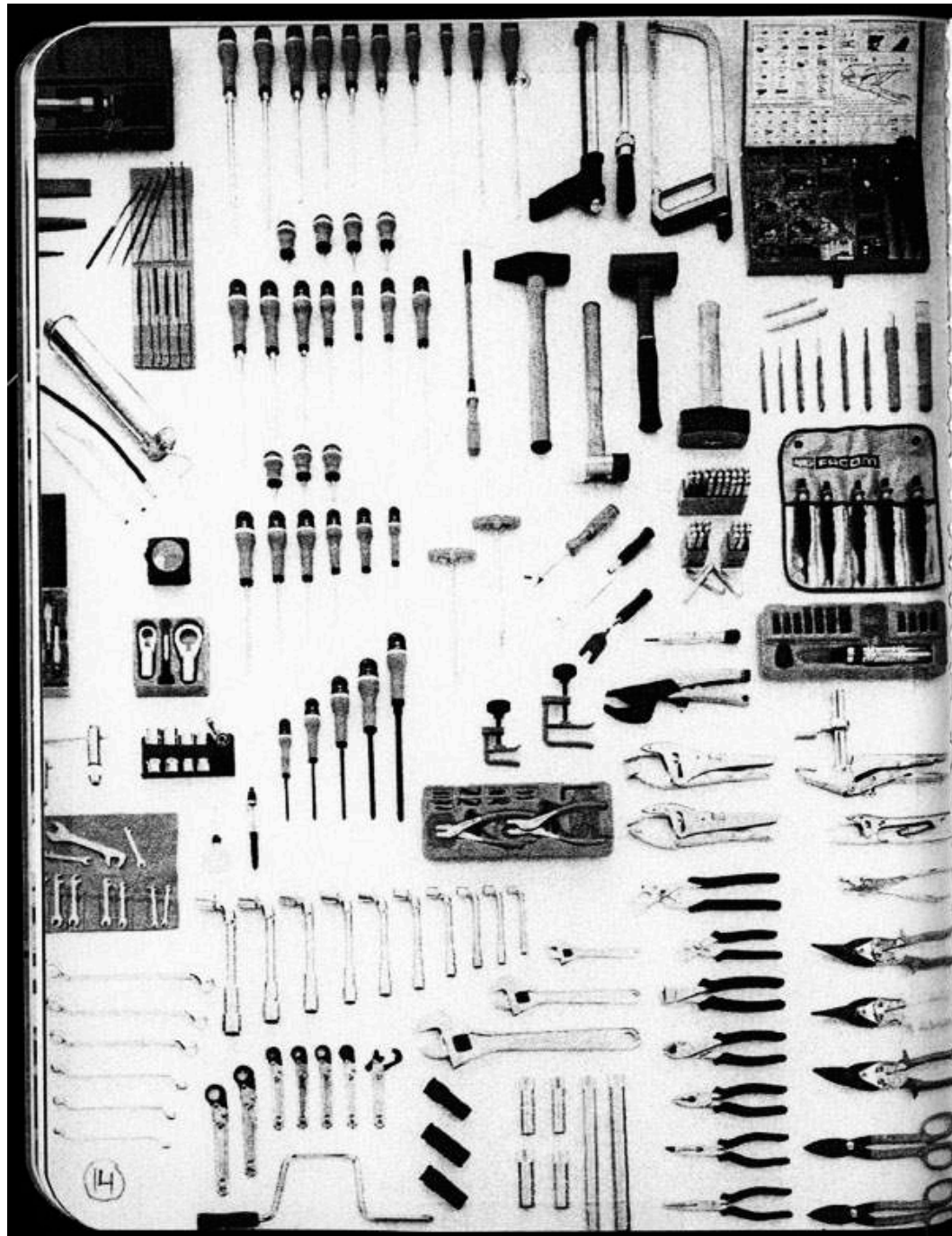
Loosen Up

Put Together

**Grouping Ideas:
common themes
sequences**

**Devil's Advocate:
take turns pointing out one weakness**

Edit, Edit, Edit



HOW TO KNOLL

1. SCAN YOUR ENVIRONMENT FOR MATERIALS, TOOLS, BOOKS, MUSIC, ETC. WHICH ARE NOT IN USE.
2. PUT AWAY EVERYTHING NOT IN USE. IF YOU AREN'T SURE, LEAVE IT OUT.
3. GROUP ALL 'LIKE' OBJECTS,
4. ALIGN OR SQUARE ALL OBJECTS TO EITHER THE SURFACE THEY REST ON, OR THE STUDIO ITSELF.

KNOW WHAT YOU DON'T KNOW

Known Unknowns as a tool to strength your argument

Measure Twice, Cut Once

Go back through your design thinking process: what were some of the previous ideas you tested?

Why didn't they make the cut?

Questions?

High five!