

IBM Design Thinking

Miroslav Dolaptchiev / 22.03.2016



Connect2016

The Premier Social Business and Digital Experience Conference

#ibmconnect



Make
Every
Moment
Count



No Notices and Disclaimers



Make Every **Moment** Count



Connect2016

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IBM Storefront - 1924

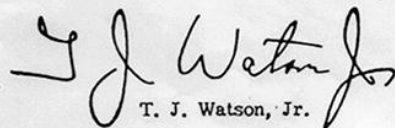
Number 123
December 20, 1966

SUBJECT: The Design Program

Good design is good business. Imaginative use of design helps to sell our products. Pleasant, efficient work areas contribute to better morale and productivity. Dramatic design in printed material increases its message impact.

The Vice President, Communications is responsible for coordinating all company design activities in architecture, interiors, displays, products, packaging and printed material.

Since design excellence concerns all areas of the business, you should make certain that all your people are aware of its importance.



T. J. Watson, Jr.

EFFECTIVE DATE

Immediately
Supersedes President's Letter No. 26, dated January 26, 1961

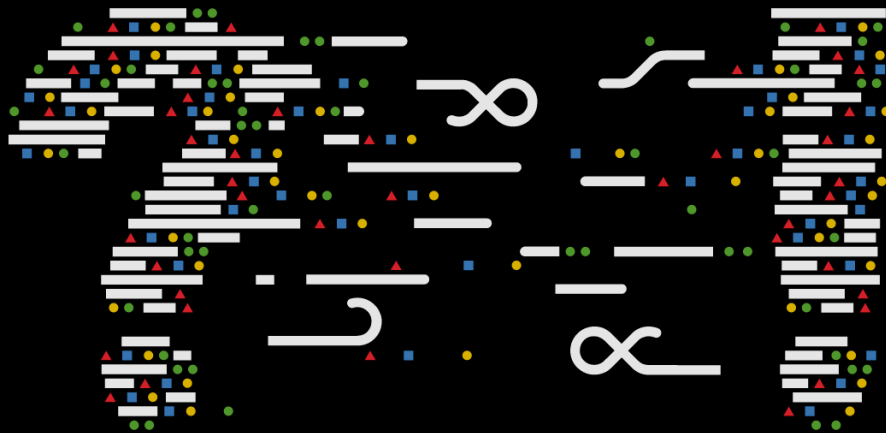
DISTRIBUTION

Distribution Lists "A" and "B"



Barcelona Supercomputing Center





IBM Design Thinking

Human-centered outcomes at speed and scale

Principles



A focus on user outcomes

When you use IBM Design Thinking, put your users' needs first.



Multidisciplinary teams

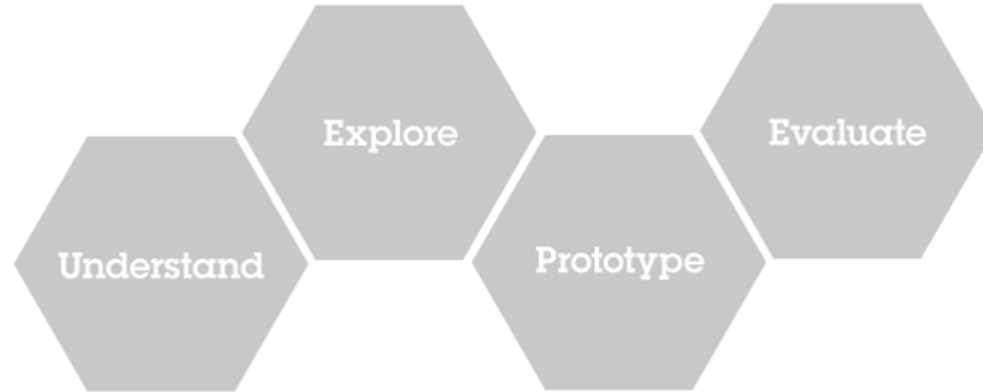
Collaborate across disciplines to move faster and work smarter.



Restless reinvention

Everything is a prototype. Listen, learn, and course-correct.

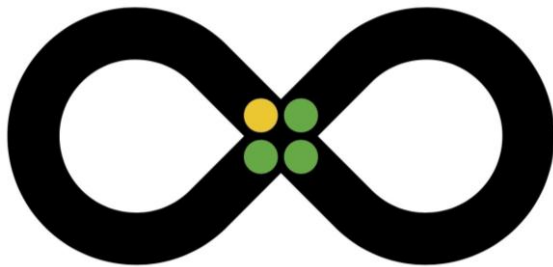
The Design Process



The Design Process



The Loop



Observe

Get to know your users and their world to uncover their needs and get feedback on your ideas.

Reflect

Build your understanding to form a point of view, synthesize knowledge, and make a plan to move forward.

Make

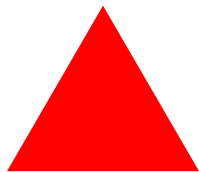
Think with your hands to explore ideas, prototype possibilities, and deliver outcomes.



The Design Process



Keys



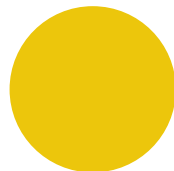
Hills

Align complex teams around a common understanding of the most important user outcomes to achieve.



Playbacks

Bring your extended team and stakeholders into the loop in a safe, inclusive space to reflect on the work.



Sponsor Users

Collaborate with real users to increase your speed and close the gap between your assumptions and your users' reality.

Practice



The Team

Typical designer to
coder ration – 1:8

The Workspace

Culture matters more
than co-location

Users in the wild

Admit:
“I am not the user”

When you use IBM Design Thinking, put
your users' needs first.



Thank You!

Your feedback is important!

