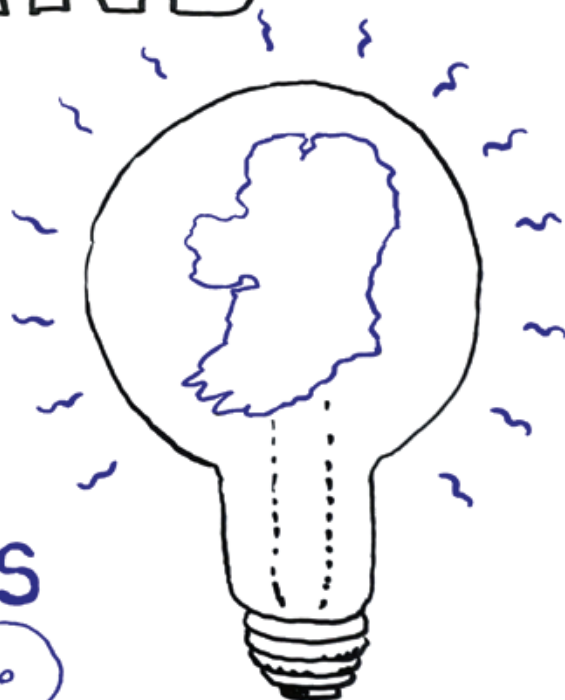


DESIGN THINKING IRELAND 2018

Big names
Bigger
ideas



WELCOME!

↳ DENIS HAYES
IRDG

A PILLAR of our
organisation

OUR
5TH
DESIGN
THINKING
CONFERENCE!



BIG
GROWTH
IN AREA

Q&A



DON'T FORGET
THE WATER!



IRDG - Design Thinking Ireland 2018

The Helix, DCU

29th May 2018





BARRY HOYNE

↳ MERLYN



No.1
Brand
UK & I

Passionate

"If it is
to be,
it's up
to ME"



GOOD ✓
(VS)
GREAT

↳ UNDERSTANDING
THE **SHOWER**
experience



Personas



Understanding
the
emotions
inherent

PAIN point:
Installation



ME time
De-Stress



Assessing
& SCORING
the ideas

CONSUMER
FOCUSED



**BIG
INSIGHTS**

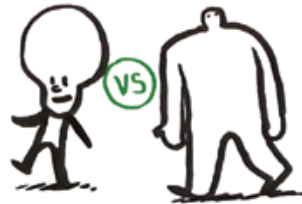
67% shower
for reasons
OTHER than
Cleaning!

75% clean
shower
EVERY
DAY

SIMON ROBERTS

↳ STRIPE PARTNERS

Viscerality



"SAVOIR FAIRE" } CULTURE
Know How



The **BODY**
as principal
point of
access to
the WORLD



Overbearing
presence of
BRAIN METAPHOR
at expense of
UNDERSTANDING...



The DIRTY SHOES indicating the streetwise



getting AWAY from Screens

Utilising our MULTISENSORY HARDWARE



ACTING out
Scenarios to
expand
Understanding

2G
Tuesday



THEORY
into PRACTICE

Q&A

Q: Showering
& Viscerality



Cleanse
your
Soul!

Q: Roadblocks
and DESIGN
THINKING
Implementation



Mitigate
with
Empathy

Q: SHOWING
SHORT to MEDIUM
TERM SUCCESS



Start with
PRODUCTS
and go

small

Q: Embedding
within EDUCATION?

YES!
Vital



emphasis on
Collaboration
highly useful
SKILL

FIONA CHAMBERS
↳ UCC
EDUCATION
and DESIGN THINKING

Mentoring

a SITE for
Learning



Difficult in
a time-poor
environment

"JUST
COPY
ME"

CONVERSATIONS

are how it
happens...

BUILDING
SELF ESTEEM
& AUTONOMY



VARIOUS
SPORTS
were looked at
initially

ICE HOCKEY



Peter the
Coach,
Cathy the
Mentee

recording
PHONE
Conversations



Plenty of
TRUST

EAGER,
Confident

BUT
No off-season
PLAN

CALM

AUTONOMY
ENCOURAGING

BUT
Somewhat
CONTROLLING

WICKED
PROBLEMS

JOURNEY
MAPPED
CONVERSATION

HIGHS

Where are
the points
conversation
could be
improved?

LOWS

Peter letting
Cathy speak
more



Allowing
SPACE
for
reflection



The
Critical
Eye

coaches already
have many Design
Thinking TRAITS

BUILDING
ENVIRONMENTS

applies to many sports

OLGA SCUPIN

↳ FUXBLAU

services:
74% of GDP
IN EURO AREA

€ PRICE
no longer
competitive
point...

Service
Design
BERLIN



Not just
aesthetic
but adding

VALUE



Pay for
LIGHT

not
electricity,
Bulbs etc.

Pay
per
LUX



Cars used as
per NEED

but
So MANY
elements
to manage
beyond nuts
& bolts

the
**SERVICE
DESIGN**
part



Practical
Testing



Lots of
Insights

BUT

Perhaps
not
Money
Here

Ensuring
SOLUTIONS
also fit the
BUSINESS



Test &
PROTOTYPE

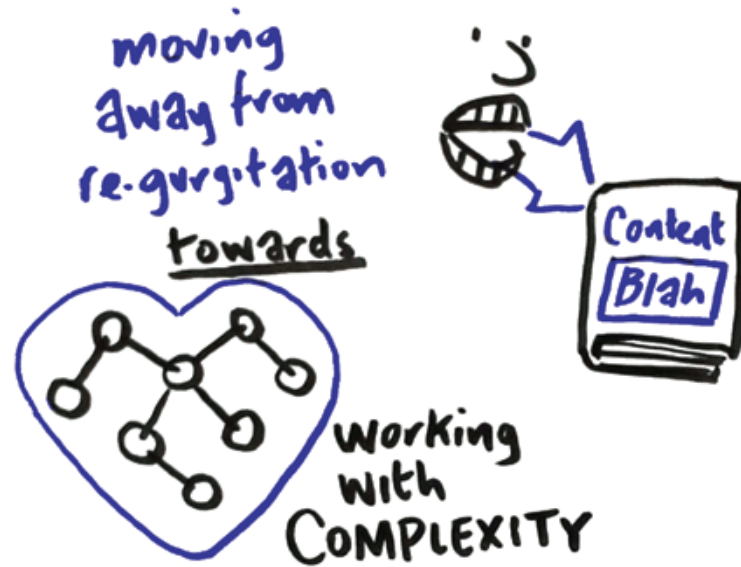


Dare to
Ask QUESTIONS



The **KNEE**
Fixing
Service

Q: Teaching
Design Thinking
to UNDERGRADS?



↳ Different
PERSPECTIVES
enrich
PROCESS

↳ The
Importance
of the
TOOLS



↳ USING **Design Thinking**
to develop
Innovation
STRATEGY





Using anything
to hand in
your ENVIRONMENT
to make a

Visual
Image

JAN
SCHMIEDGEN

↳ INNOVATION
STRATEGIST

HPI School of Design



We actually need to School the BOSS



Like running the APP on an old machine...



Distract the TROUBLEMAKER



Setting up a Cross-functional TEAM can be difficult

A STRAIT Laced Corporate Culture...



HA HA!

They're in that Design Thinking Team!

HAPPY HACKING!



↳ PROTOTYPING



Experiment
TEST IDEAS
& Learn
FAST



Something
to SHOW
& TALK
ABOUT
with
Others

BREAKOUT

ethnography

the
surprising
INSIGHTS
revealed
from studying
PEOPLE &
CULTURES

DID YOU
KNOW?



Epoxy
Some glass
over CRACK
to see if it
Breaks



I'm a
SSOK
house

With
Single
glazing
and a
possible
**LIVE
CRACK!**

Imaginary
DOG...



BUT:

I've Two
other People
waiting out
the back!



AMANDA
BALDWIN

↳ GENSLER

► TIME & PLACE
DISLOCATED



- WORK
- LIVE
- PLAY } COMBINED?



needs
to take
WHOLE
person
into
account

MEANING
more important
than **MONEY**

meaningful
COLLISIONS



Power of
METAPHOR

Changing Environment
to effect **BEHAVIOURAL**
& **CULTURAL** change

co-WORKing

grown by $\frac{1}{3}$ in last year

1871
CHICAGO

WORK
PLAY } **BLURRING**
BOUNDARIES

e.g. ministry
of Sound



CILLIAN FENNELL

↳ STILLWATER COMMUNICATIONS

STORYTELLING

↳ Getting out of our own way...



LATE LATE SHOW

the Impact of Stories



WHAT IF?

The DEEP fish

Looks aren't everything.

BRANDS telling Stories to give meaning

What would I need to achieve my GOAL?

Understand the power to Control them

NAME your ADVERSARY

feelings

FACTS

CHANGE

WHY → This? Now? YOU?



PAIN × WHAT they would **PAY** to fix it = **VALUE**
of people experiencing



↳ Where am I bringing the AUDIENCE?



now I get it!



CROSSING the THRESHOLD





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