



Design Thinking

Tehran University of
Medical Science

Let's start with one of your colleagues



Lean Design Founders



Nikoo Javidpour

When it comes to creation, She is always in!

Experience Fields:

Developing Startups, Service Design,
Management consulting, HR,
Ergonomics, Systems& methods ,
Systemic Thinking

Behavioral Design Enthusiast

MBA & Industrial Engineering background



Shiva Salehnia

“Ruins with one hand, and builds with another!”

Experience Fields:

Strategy, Innovation, Service Design,
Research, Systemic Thinking

Enthusiast for Interaction Design and
Innovation strategy

MBA & Industrial Engineering background

Who are Lean Designers?

We are service designers who facilitate **design teams** to make a holistic, tailor-made, **Human Centered**, sustainable solutions for problems.

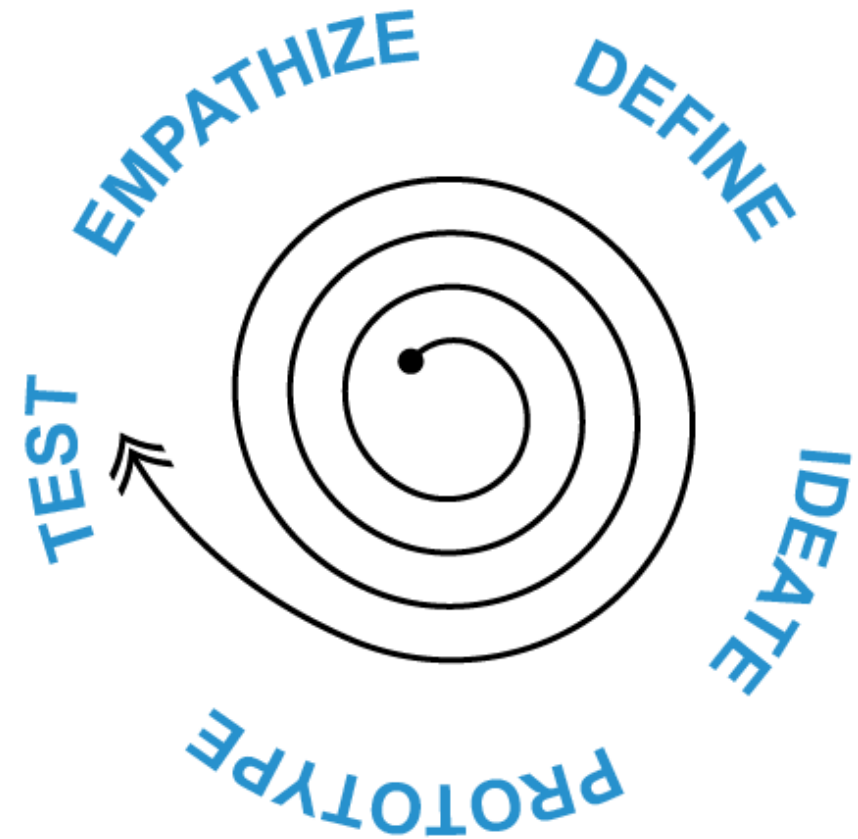
Categories:

Service Design

Experience Design

Brand Experience Design

Innovation Ecosystem Design



How?

Outside-In viewpoint

Design Thinking

Lean Startup Logic

**Service Dominance
Logic**

- Service driven economy
- Product-service systems
- The experience economy
- Value co-creation

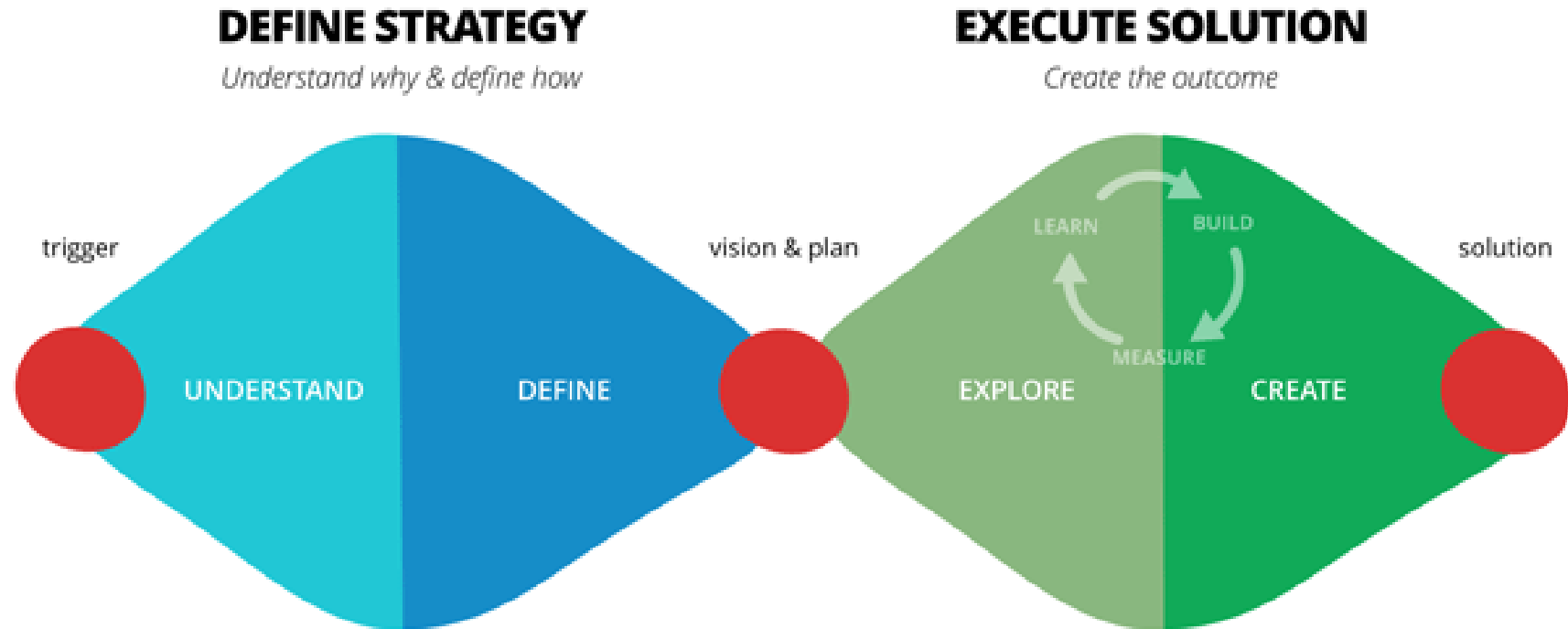
Just 8 Minutes!

Person 1: Persist on not going to hospital when you should do

Person 2: Try to convince person #1 to go hospital

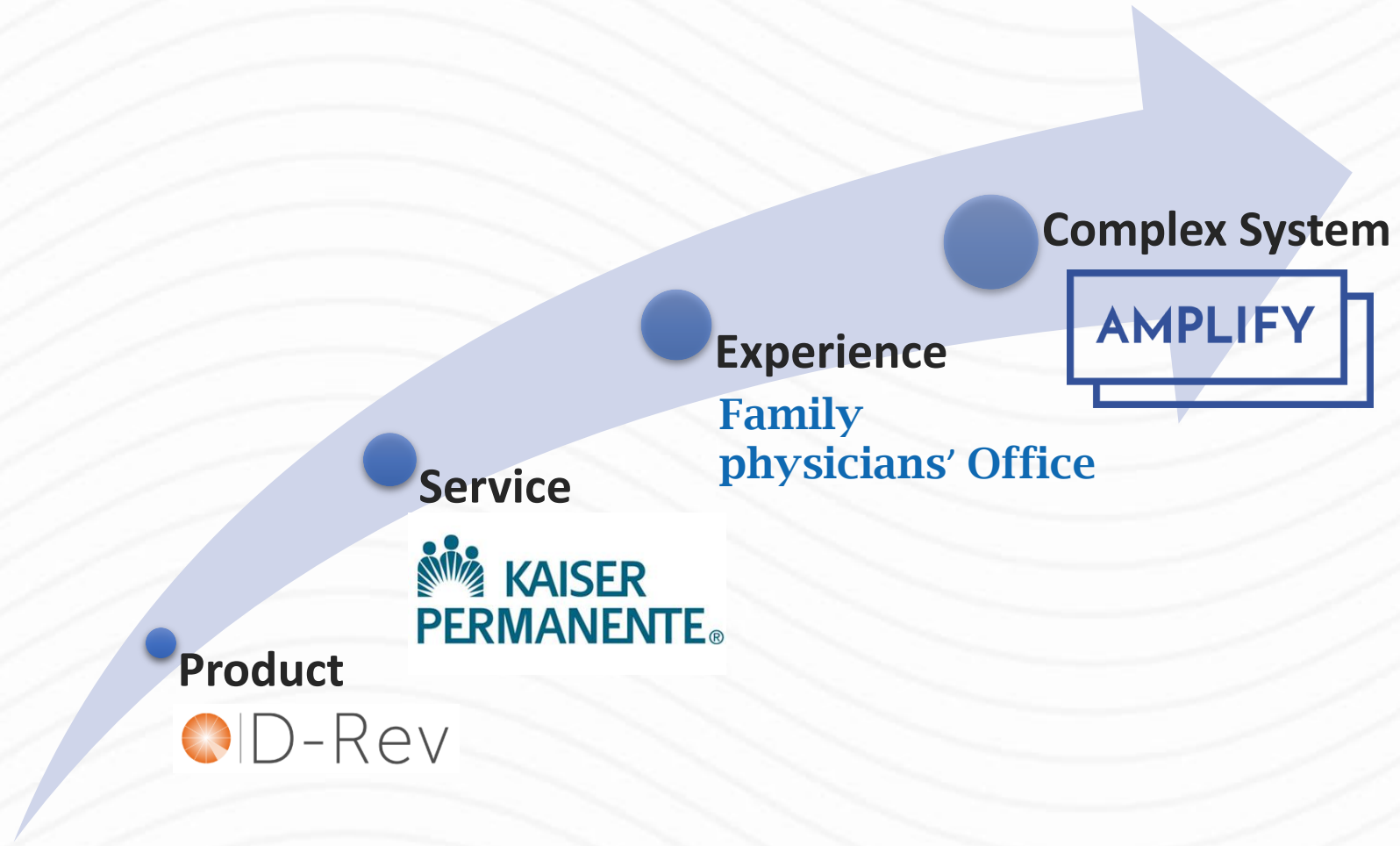


What needs do you discover?



Can you explain your problem solving method?

Examples of DT Solutions in Healthcare



Product Design

Project Goal

Develop a phototherapy device with LEDs instead of CFLs (that are more efficient and do not require costly replacement), and make the device affordable for medical providers across the globe.

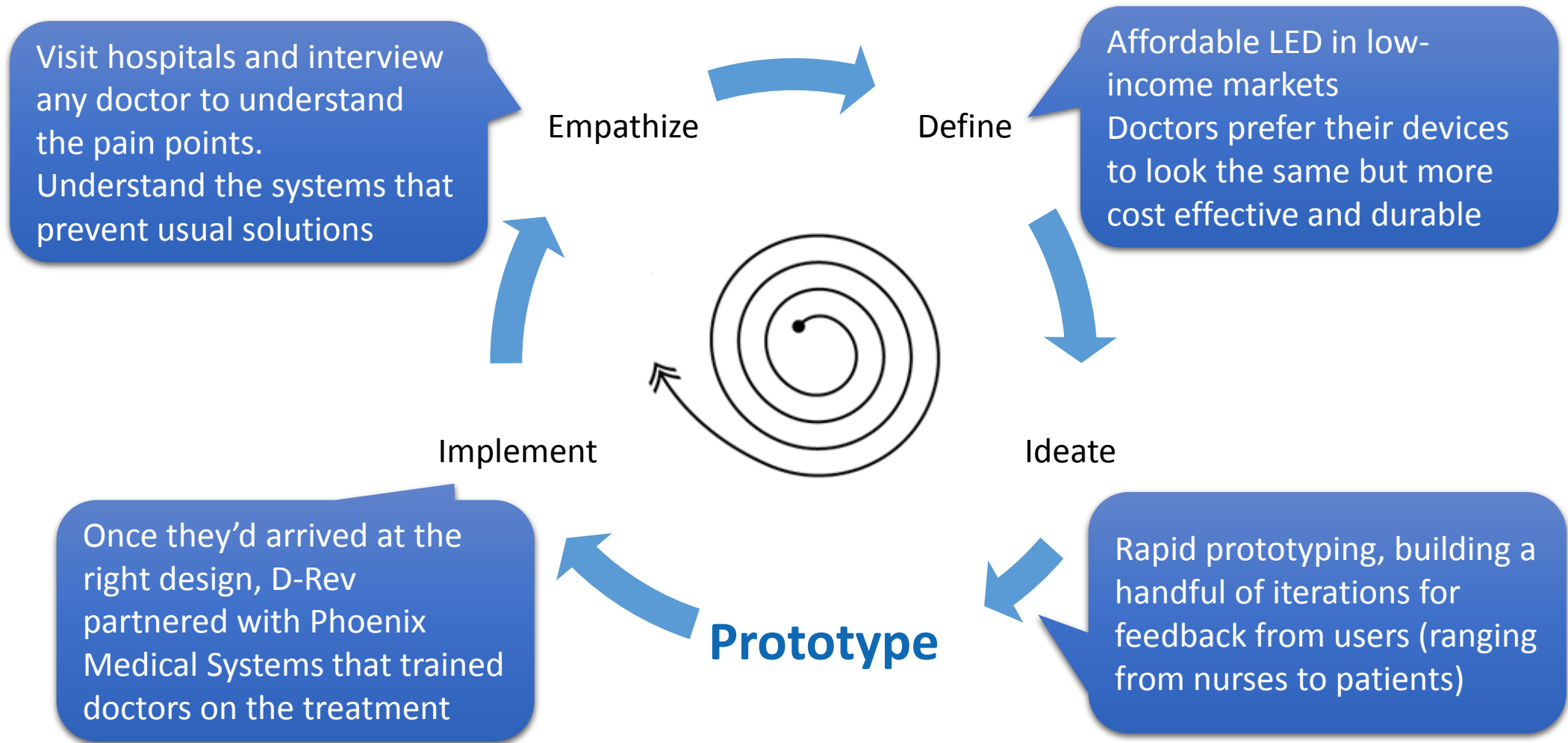
Time

2 years

Team

7 D-Rev company designers. Partnering with Phoenix Medical Systems

Product Design



Product Design



Product Design



reddot design award
winner 2017

Service Design

Project Goal

Hospitalization in the intensive care unit can be a stressful time for patients and their family members. Patients' family members often have difficulty processing all of the information that is given to them.

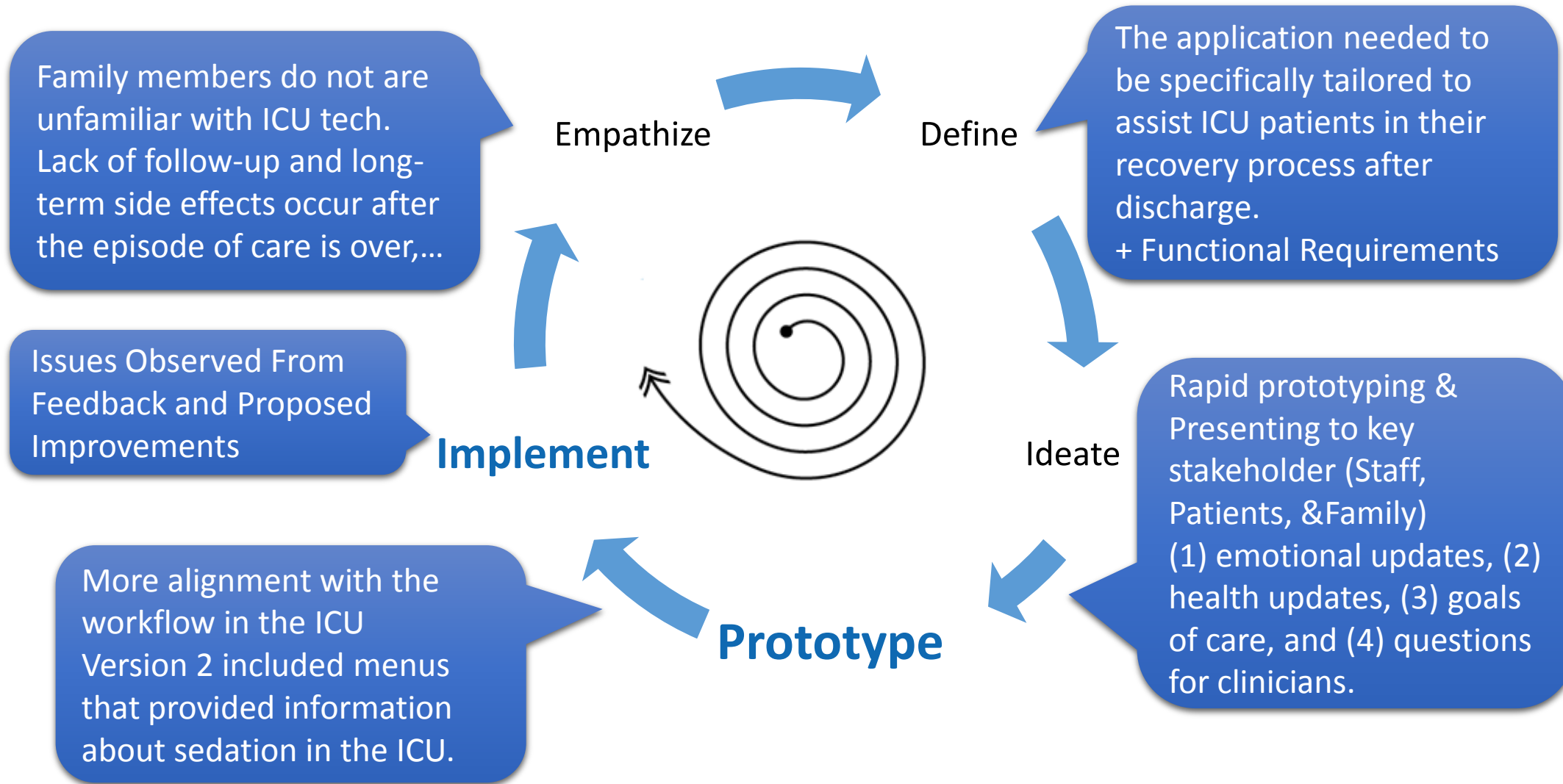
Time

1.5 years

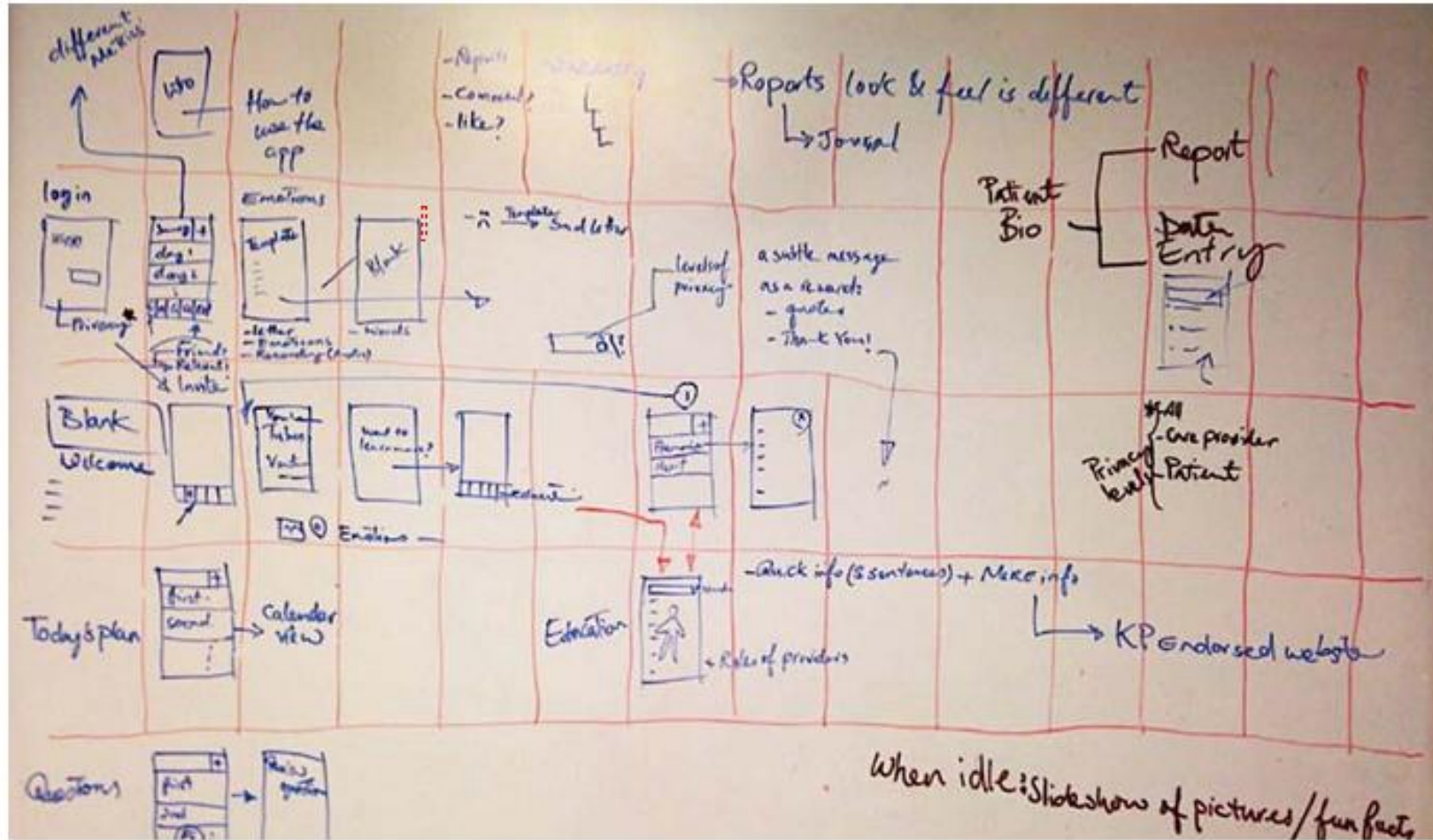
Team

An intensivist physician-researcher, a clinical nurse specialist and consultant, a project manager, an Innovation Fund for Technology team leader, and a designer with expertise in user experience.

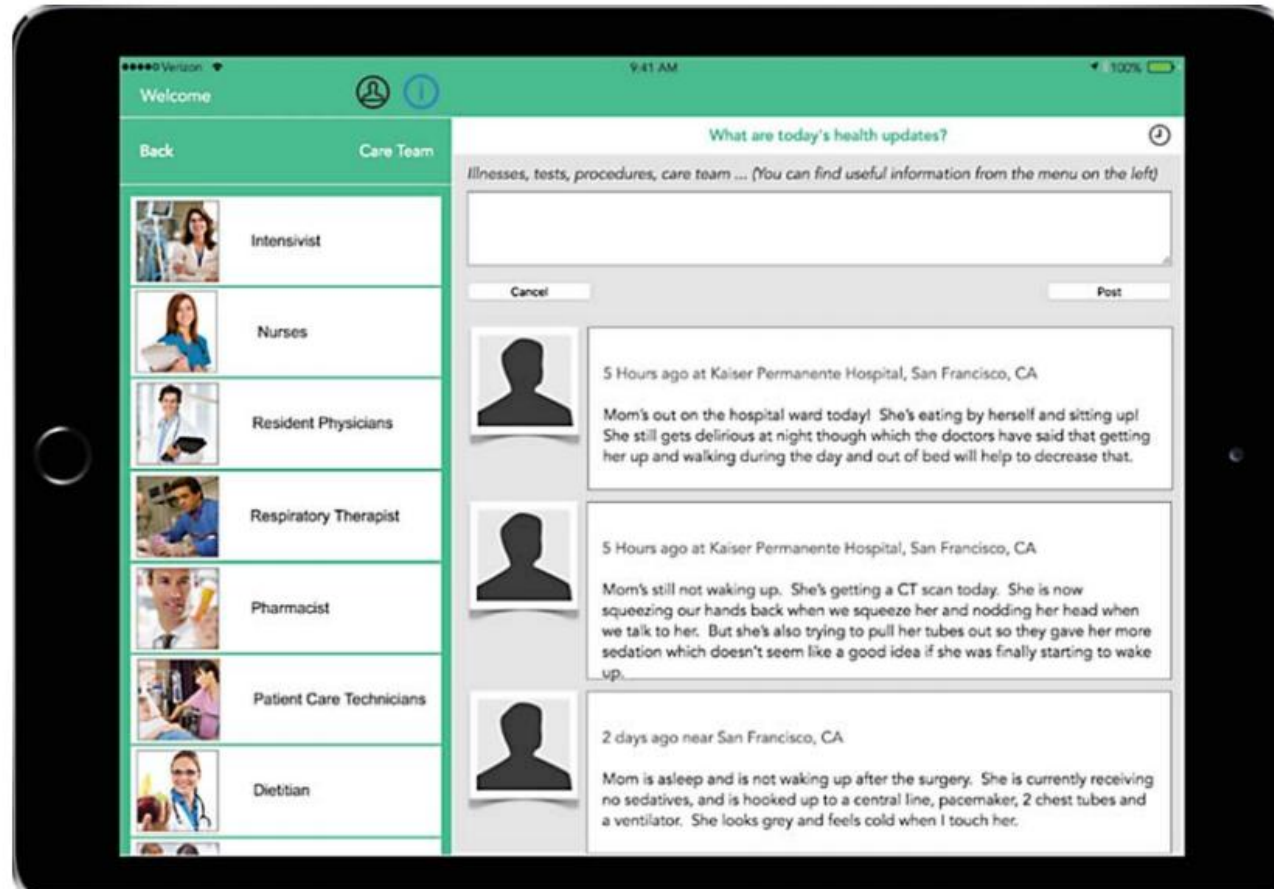
Service Design



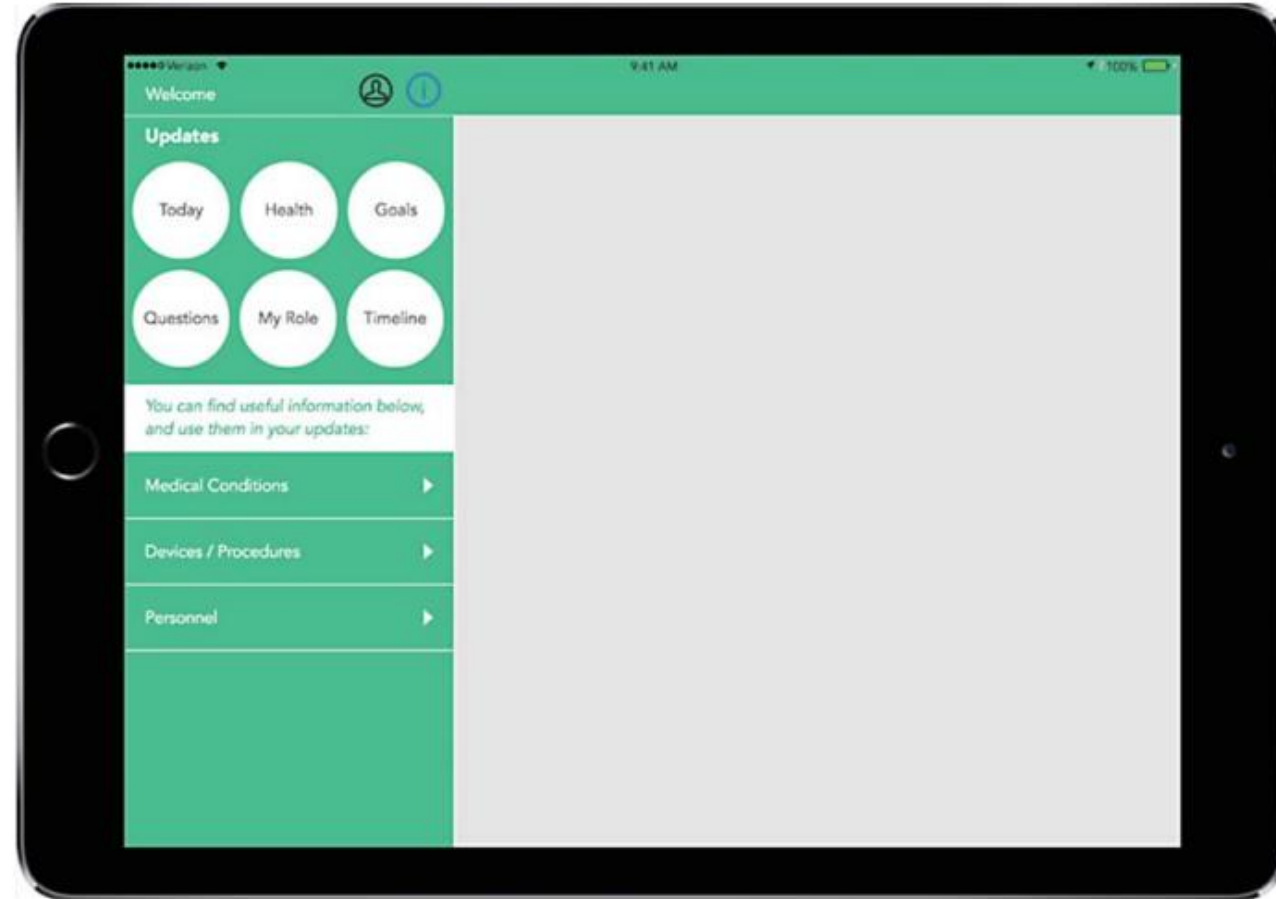
Ideate



Prototype



Implement



Service Design



Experience Design

Family
physicians' Office

Project Goal

Examining the Integration of Playful Aspects into the Experience of Waiting at Family Physicians' Offices. In Germany, waiting at a family physician's office is not usually experienced in cases of serious health problems. So the atmosphere is calm and boring.

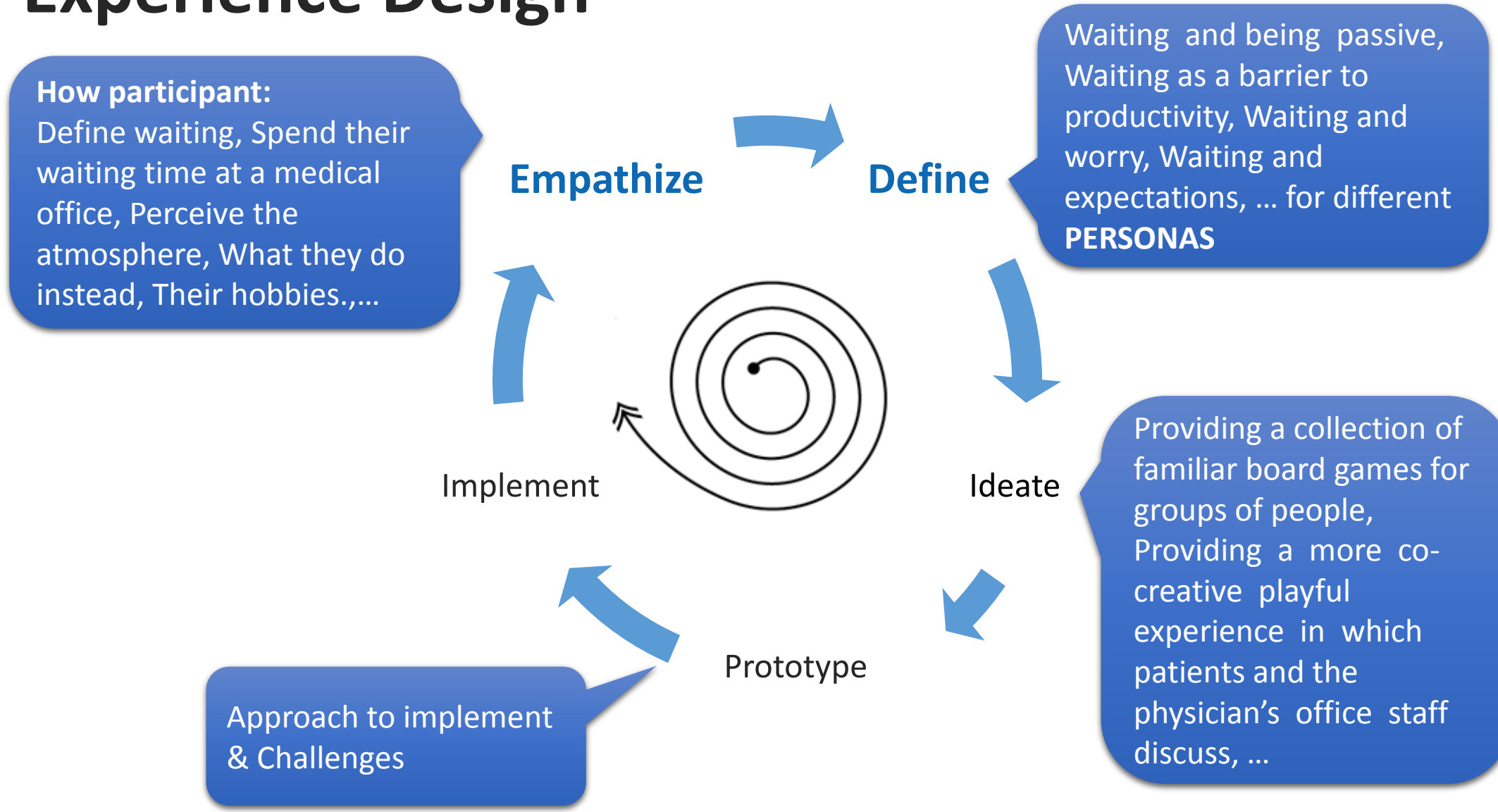
Time

6 months

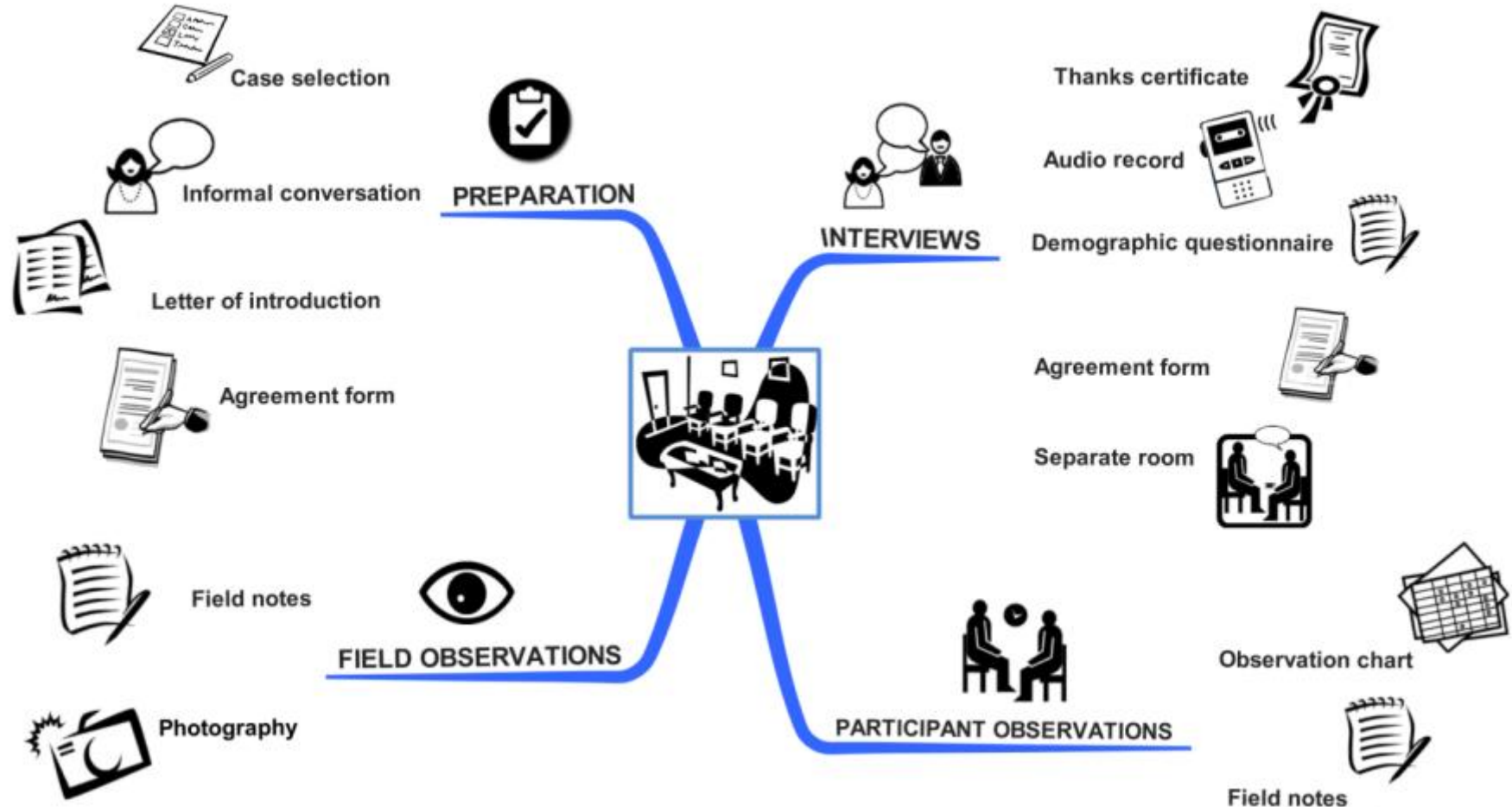
Team

1 designer, 6 office managers, many patients

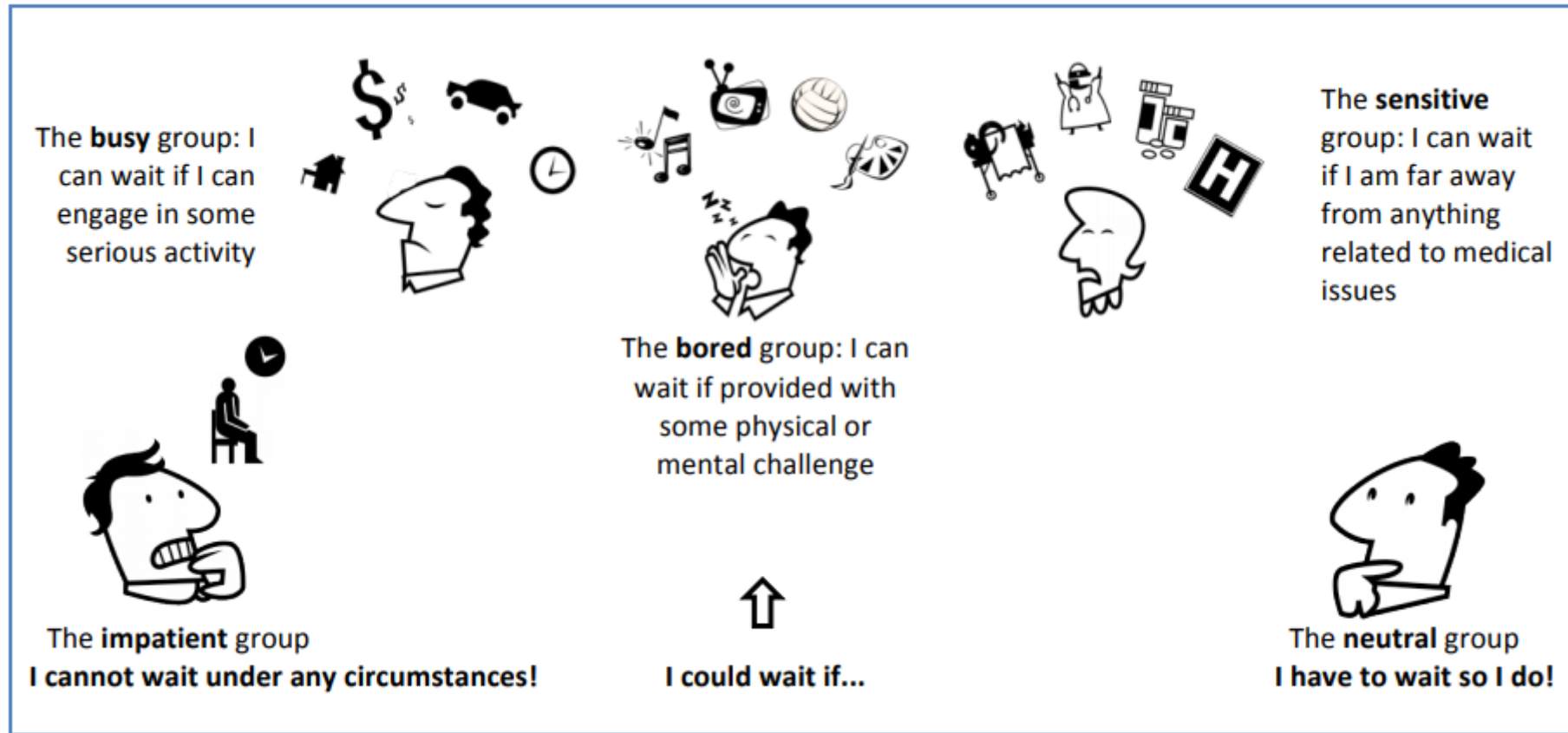
Experience Design



Empathize



Define



Ideate



OASIS (remove the annoying elements)

Playful Pastime

Mental Stimulation

Co creating with staff



Sensitive & Impatient

Bored

Sensitive

Neutral

For



Ready to Prototype

Experience component	Playful active waiting
Origin	Going beyond the customers' expectations: The desire for play in customers' reactions
Essence	Integrating more engaging pastimes
Purpose	<ul style="list-style-type: none"> → Allowing for physical movement and more active engagement → Attracting people's concentration in the course of play to divert their concentration away from the depressing ambience → Transforming idle waiting time into pleasant leisure time
Design challenge	<p>Creating engaging activities for the eyes, the hands and the mind, and facilitating free-play activities</p> <ul style="list-style-type: none"> → A collection of familiar and common play objects. They provide topics for conversation and facilitate interaction among patients. → Meaningful play challenges and rules for playful movement in the particular waiting environment. → A co-creative playful experience for patients and the service staff to discuss and decide on play activities to enrich the waiting time. → A flexible approach allowing for personal preferences. Inviting individuals to bring their favorite hobby items with them to the waiting room.
Playful design approach	<ul style="list-style-type: none"> → Integrating more comprehensive movement playfulness into the customer experience → Directing people's attention toward hidden leisure time in serious activities and encouraging them to improve their experience by making use of the opportunity to consciously enjoy a break.



Design for Complexity

Project Goal

How might we get products to people without generating plastics waste to build a framework for an economy that is restorative and regenerative by design.

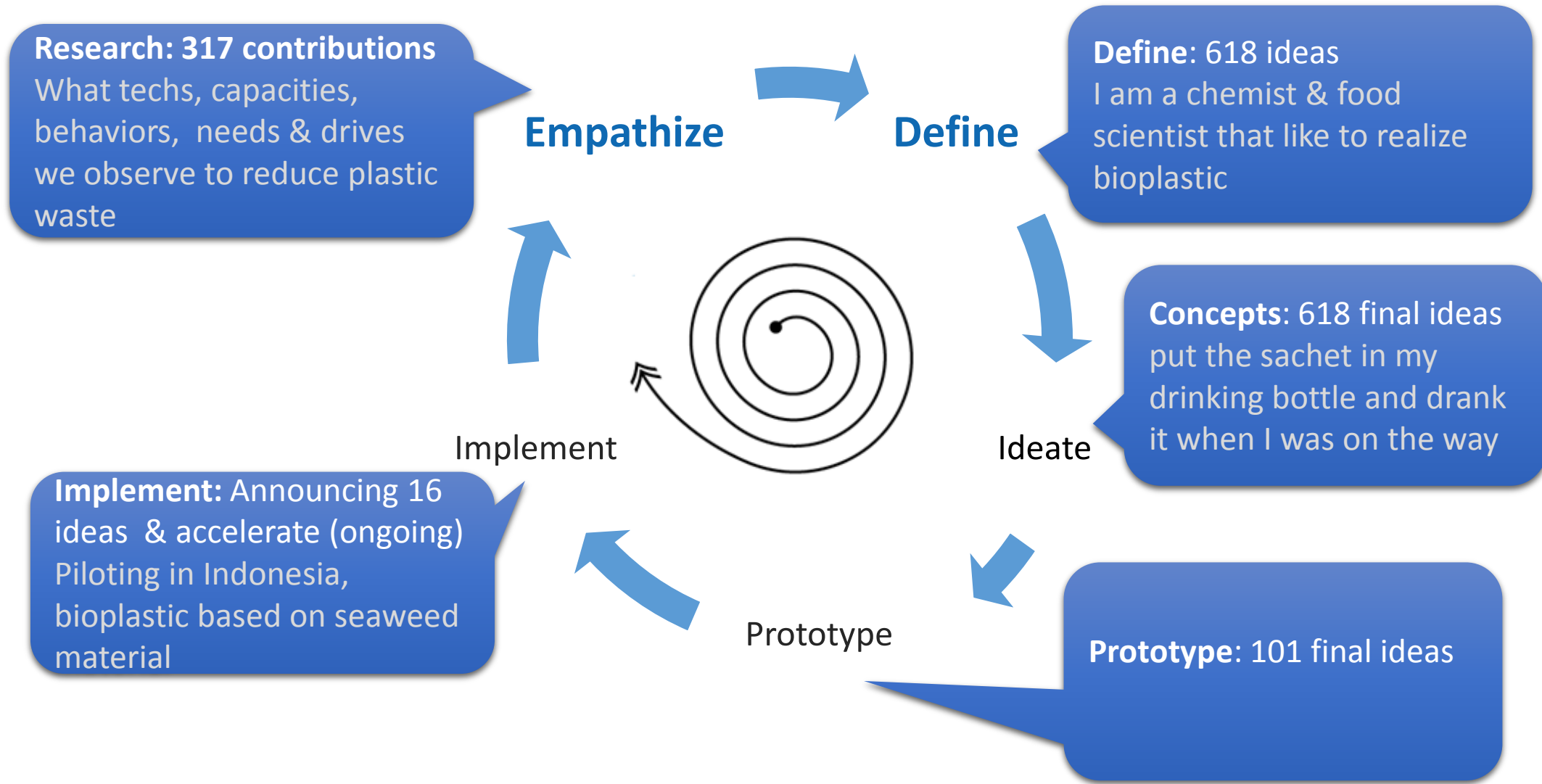
Time

Competition among 65 events in 22 countries and then 1 year acceleration

Team

The Ellen MacArthur Foundation & Open IDEO. Partnering **business** (companies like PepsiCo, Nestle, Veolia, and British retailer Marks & Spencer, as well as plastics manufacturers, recycling experts, and smaller-scale entrepreneurs and individuals from all over the world), government and academia

Design for Complexity



EVOWARE Case



This edible bioplastic is applicable for sugar, coffee , seasoning sachet, burger/rice wrap and not limited to semisolid and liquid packaging like shampoo/lotion sachet



EVOWARE Business Model

<p>Key Partners</p> <ul style="list-style-type: none"> - Seaweed cooperatives and farmers - Networks for global trading - Alliance with eco-concern companies, NGOs, governments & influencers 	<p>Key Activities</p> <ul style="list-style-type: none"> - Marketing and sales - Logistic and distribution - Manufacturing/Production - Purchasing - Research and Development - Others: financial, legal and human resources 	<p>Value Proposition</p> <p>We provide small format packaging with features:</p> <ol style="list-style-type: none"> safe for environment and all living things 100% biodegradable / edible and will be natural fertilizer for plants Shelf life: 2 years without preservatives. Can be customized to give specific taste, color and brand logo Directly made from seaweed Halal certified, and produced in compliance with HACCP standards, Nutritious ingredients: contains high fiber, vitamins and minerals Printable and Heat sealable 	<p>Customer Relationship</p> <ul style="list-style-type: none"> - Offline community building and support - Return policy - Customer service for feedbacks and complaints - On time delivery, transparent process, fast response 	<p>Customer Segments</p> <ol style="list-style-type: none"> F&B sectors Such as: instant & packaged food, and beverage powder industry Hospitality Such as: Hotel, Restaurant, Airlines, Cruises and Café Personal care industry Such as: cosmetic sachets, toiletries, etc
	<p>Key Resources</p> <ul style="list-style-type: none"> - Tangible asset: the whole factory - Intangible asset: patent, trademark, halal certificate. - Raw material: seaweed 		<p>Channels</p> <ul style="list-style-type: none"> - Online: social media, informative and interactive website, and online marketplace - Offline: master dealers, sole agents, distributors, resellers, direct sales and co-sales with other products. 	
<p>Costs</p> <ol style="list-style-type: none"> 1. Manufacturing: fixed and variable cost; raw material cost, direct labor and overhead 2. Operational cost: salaries, sales and marketing, legal, certification cost, etc <p>Cost efficient management strategies by using lean management team, automatic control system and procuring seaweed in bulk/per container</p>		<p>Revenue</p> <ul style="list-style-type: none"> - Product sales - Patent royalty - Transfer technology 		

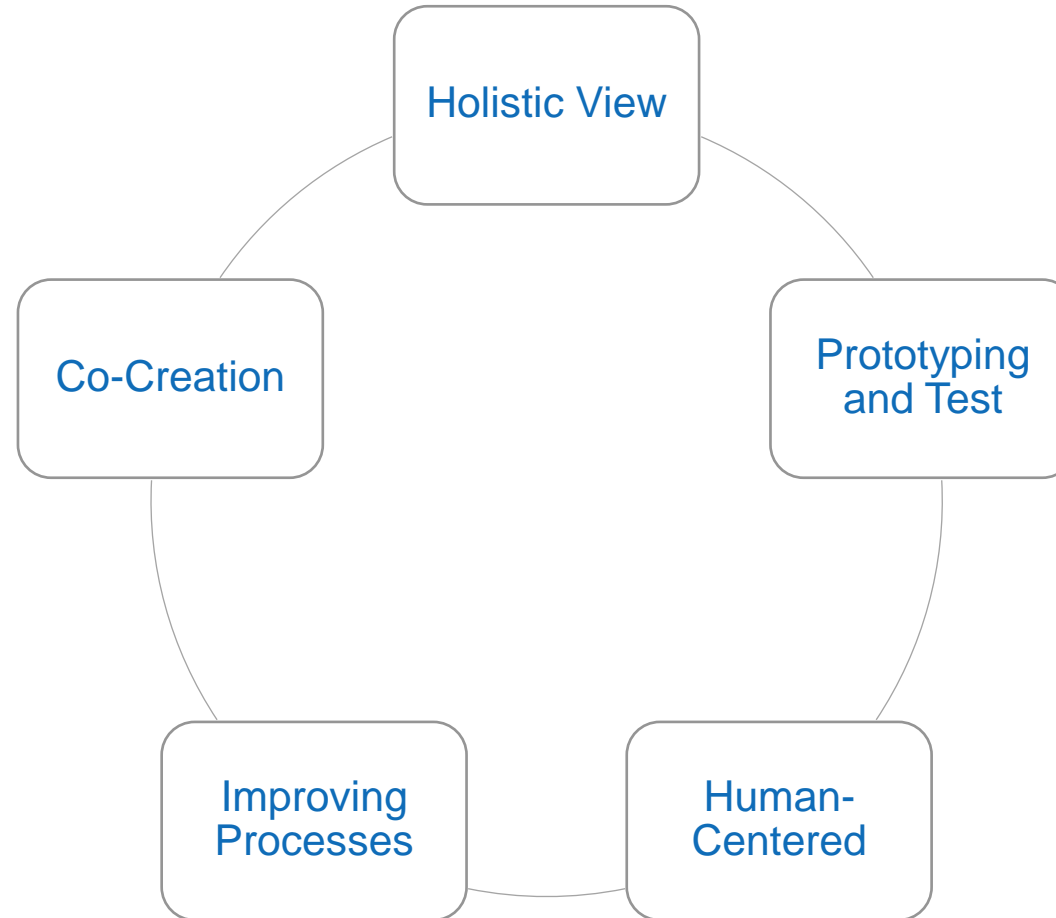


Whereas scientists investigate today to discover explanations for what already is, **Designers invent tomorrow- They create something that isn't!**

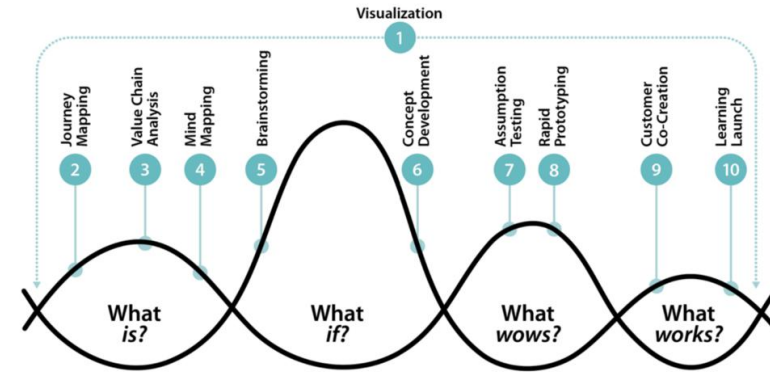
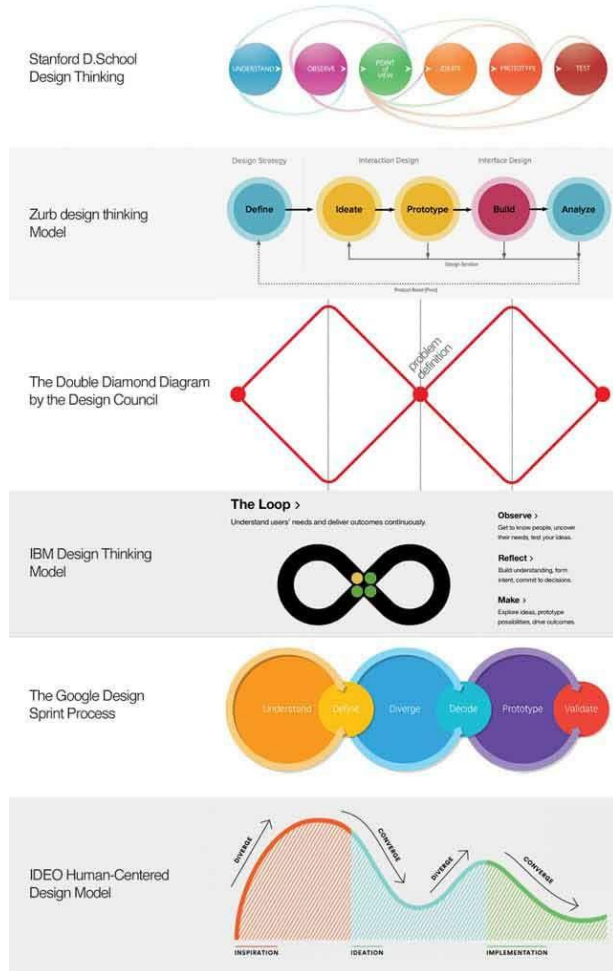
To get to growth, we have to create something in the future that is different from the present.

- Designing for Growth
Jean Liedtka & Tim Ogilvie

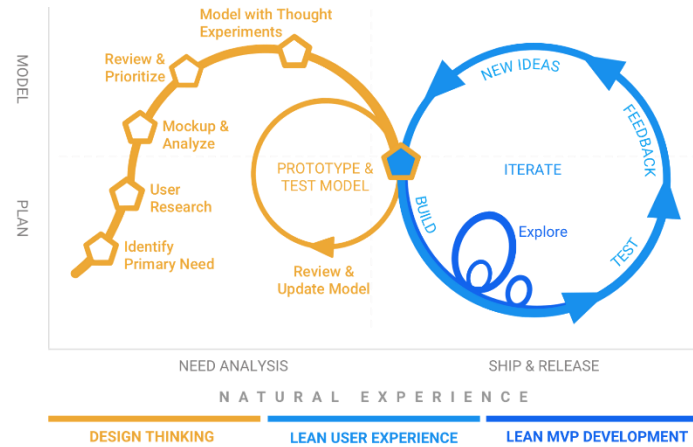
Design thinking principles



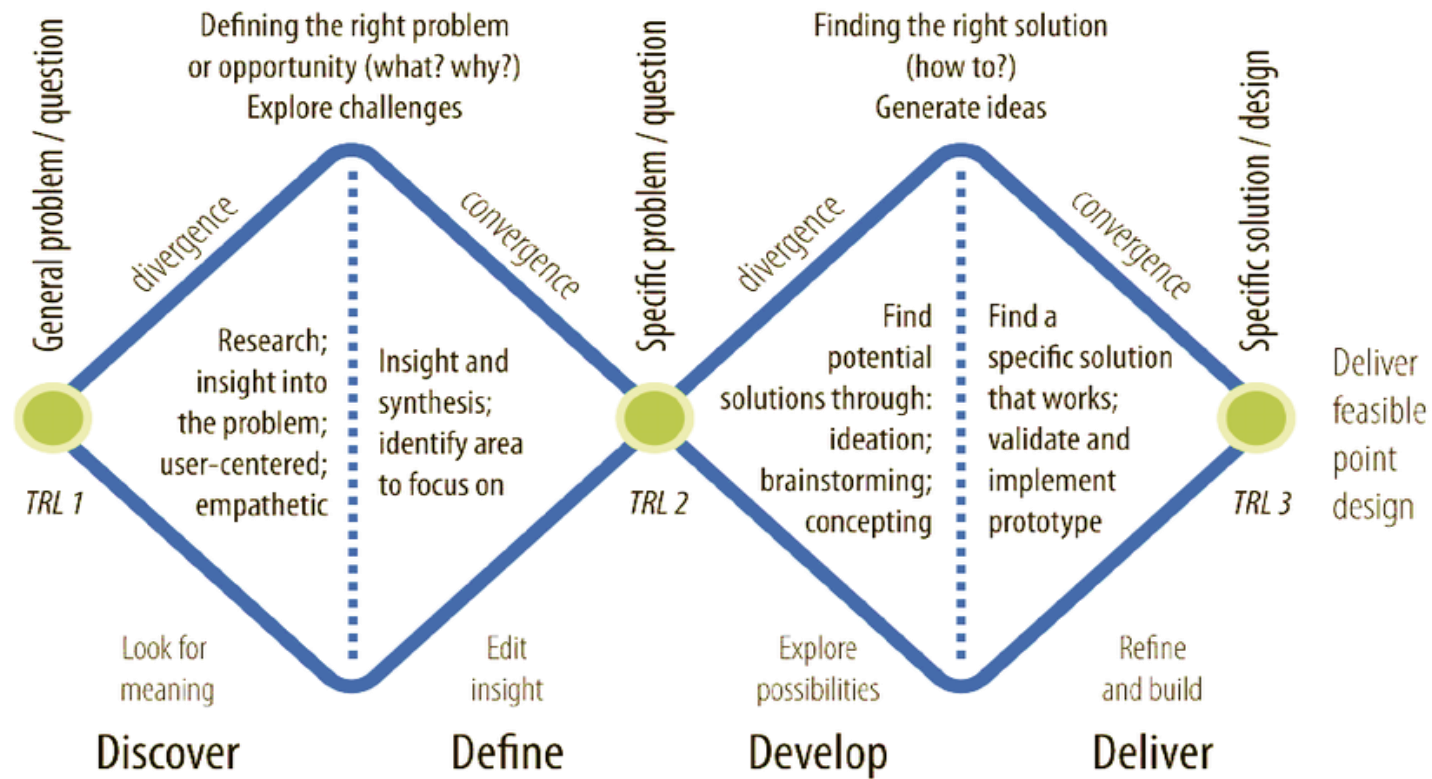
Design Thinking Models



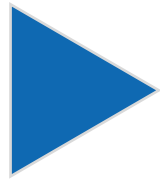
Jeanne Liedtka's design thinking model



Double Diamond

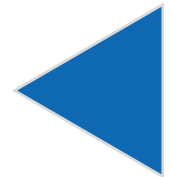


Do and Don'ts



Which problems are most likely to be solved by this

Designers interactions with organizations



Before next inspiring TED talk video

**What
would be
Your
solution?**

Let's practice for 15 Minutes

And Let's end with one of your colleagues



Resources

- A. Scruth, Elizabeth; Oveisi, Nazanin; Liu, Vincent, “Innovation and Technology: Electronic Intensive Care Unit Diaries”, 2017, AACN Advanced Critical Care, Volume 28, Number 2, pp. 191-199
- Khazaei, Mitra; “Playful Customer Experience: Examining the Integration of Playful Aspects Into The Experience of Waiting at Family Physicians’ Offices”, 2014, A Dissertation Submitted To The Faculty Of Art And Design Of The Bergische Universitat Wuppertal In Partial Fulfillment Of The Requirements For The Degree Of Doctor Of Philosophy
- <https://www.openideo.com/amplify>
- <https://www.openideo.com/case-studies/plastic-waste-solutions-in-circular-design-challenge>
- <http://www.designkit.org/case-studies/5>
- <http://www.linetaamericas.com/en-US/news/news-and-press-releases/2017/prestigious-design-award-for-ave2>
- <http://www.ave2.eu/>

Related Resources (to study more)

- <https://www.ideo.com/work/health-and-wellness>
- Field Guide to Human-Centered Design (IDEO)
- <https://www.youtube.com/watch?v=OC7xk4avFq0>
- <https://wedesignlean.com/blog/>
- <https://www.aparat.com/Digargooni>



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