

Design Thinking Workshop



What we have planned

Agenda

01 Introductions

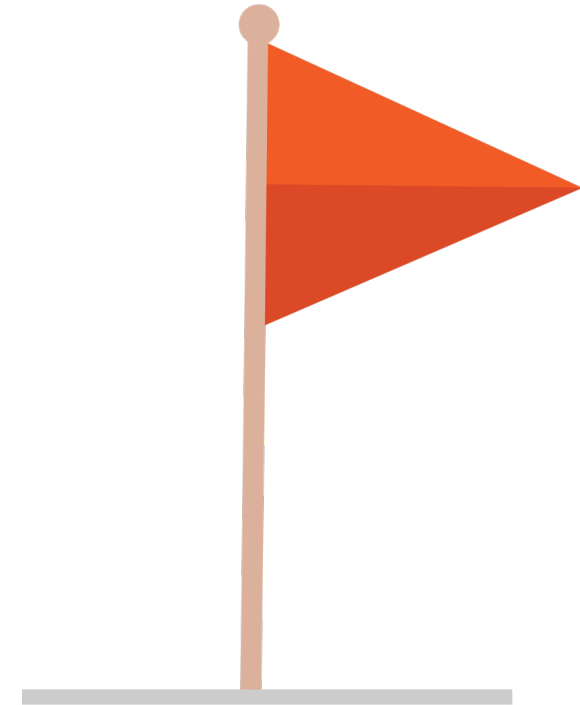
02 Our Understanding

03 Workshop Goals

04 What is Design Thinking?

05 Workshop Time!

06 Next Steps



Exercises on tap for today

Exercises Agenda

MORNING

9:30am – 10:15am	Stakeholder Mapping
10:15am – 11:00am	Abstraction Laddering
11:00am – 11:30am	Rose, Bud, Thorn
11:30am – 12:00pm	Affinity Clustering
12:00pm – 12:15pm	Visualize the Vote

AFTERNOON

12:15 – 1:00pm	LUNCH!
1:00 – 1:45pm	Creative Matrix
1:45pm – 2:00pm	Visualize the Vote
2:00pm – 2:45pm	Importance/Difficulty

Meet your facilitators

Who we are



David Porretta (Product Owner)

David is an experience designers working with Avanade for the past couple of years. I've led many design projects for companies like the NHL, The Home Depot and Rogers. Specialties include: Research, strategy and design.



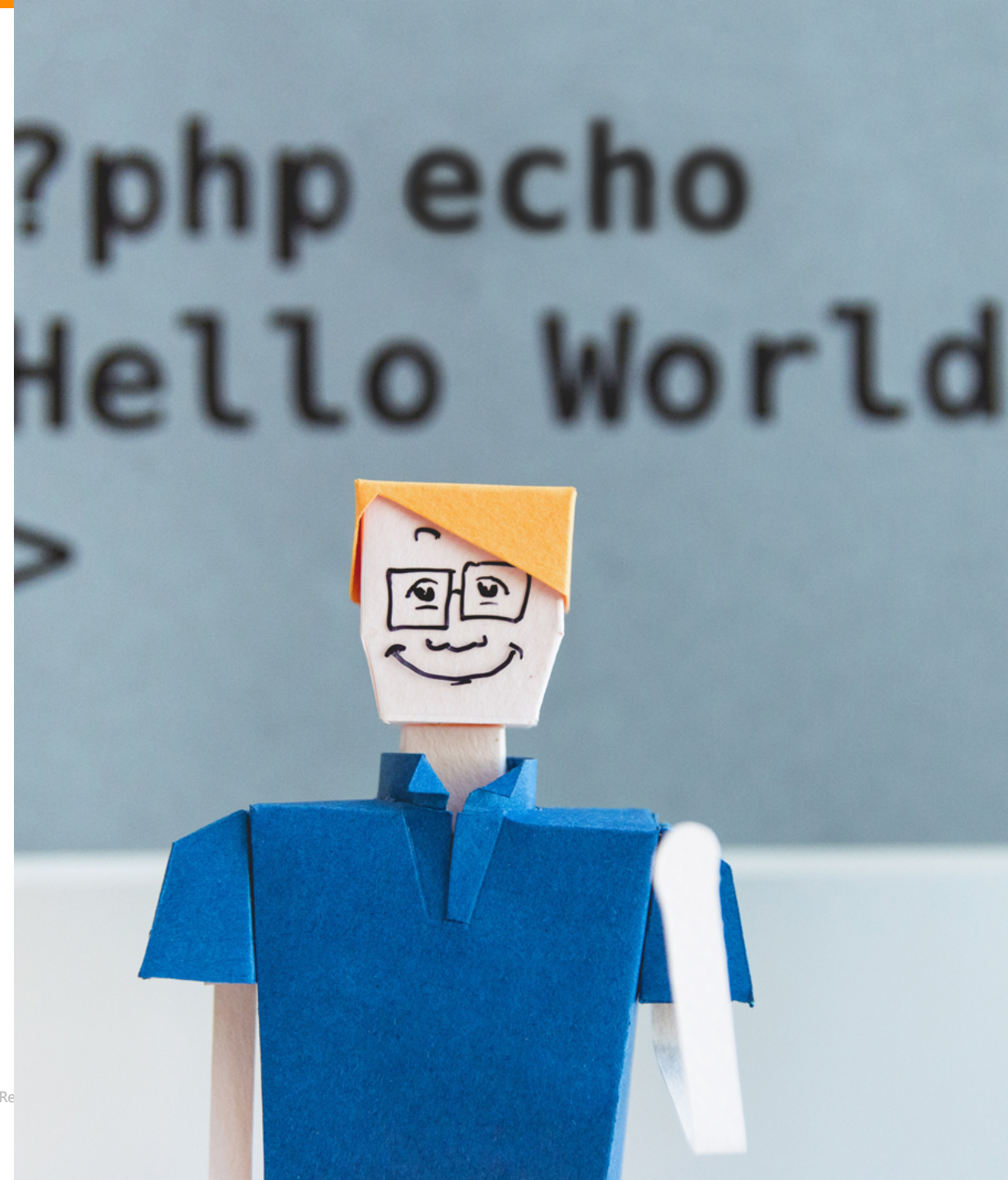
Reza Mostmand (Visual Designer)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla egestas ante a est semper auctor. Etiam rhoncus, risus in ultricies accumsan.

Introduction

What about yourself?

- What is your name?
- What is your role?
- What do you hope to get out of this workshop?



Project overview

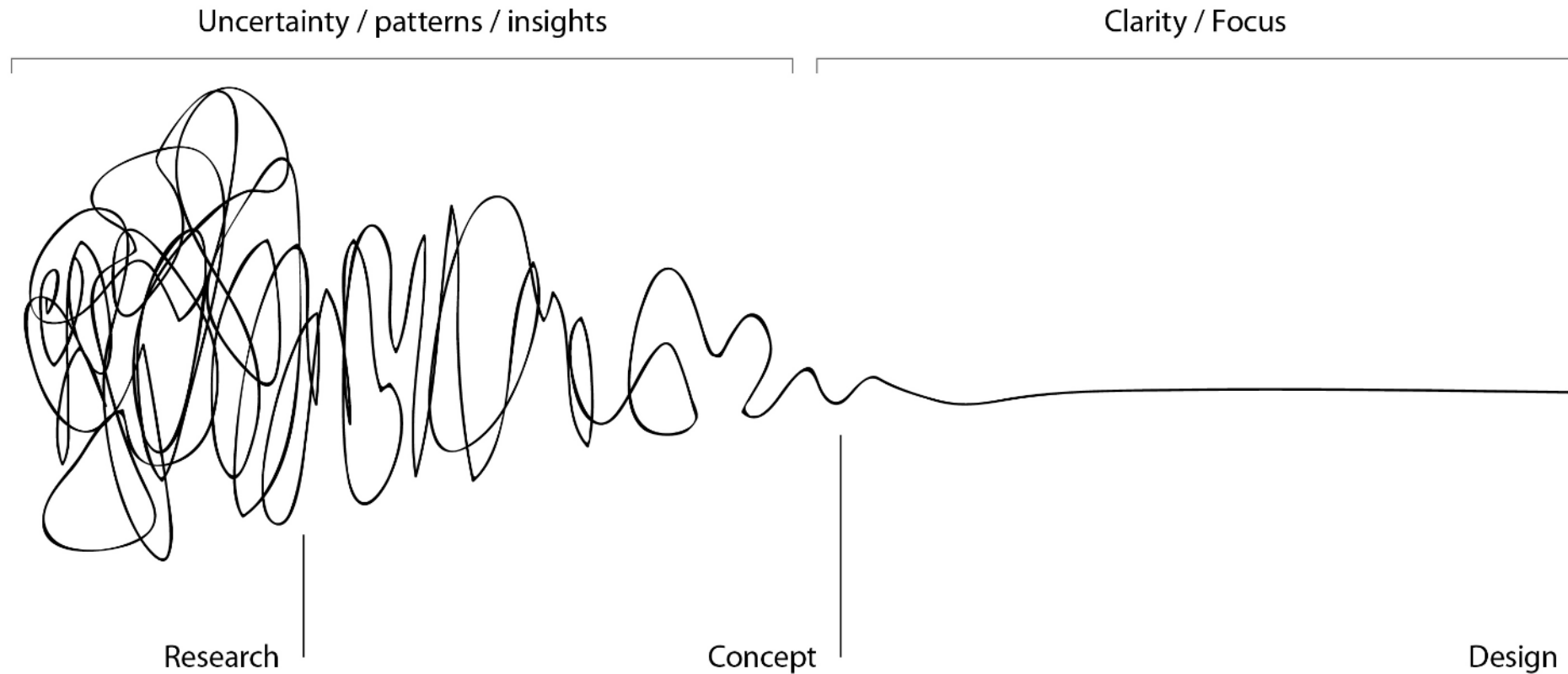
Our understanding

- Teck's current intranet was launched in 2013 and is a traditional intranet offering one-way communication, serving as a central source of news and employee resources such as forms, policies and procedures.
- Five years have passed and Teck is looking to update and modernize its intranet platform and explore ways to improve how they use the intranet including access to other Teck systems, integrating content from operations and how employees engage with each other.



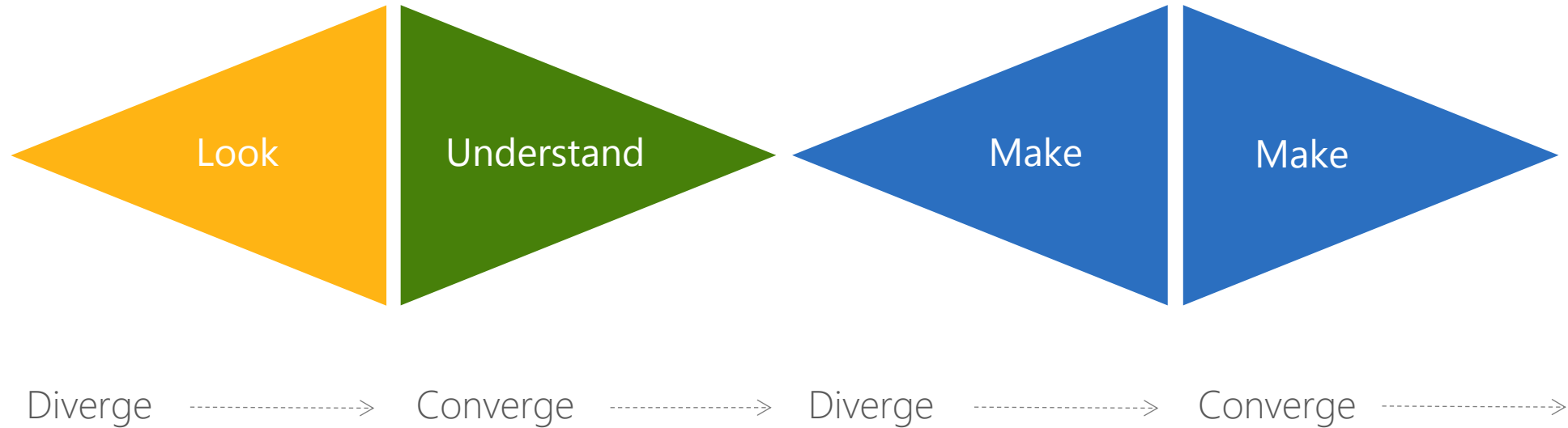
Purpose of the workshop

Road to clarity & focus



Process that's proven

Design thinking process



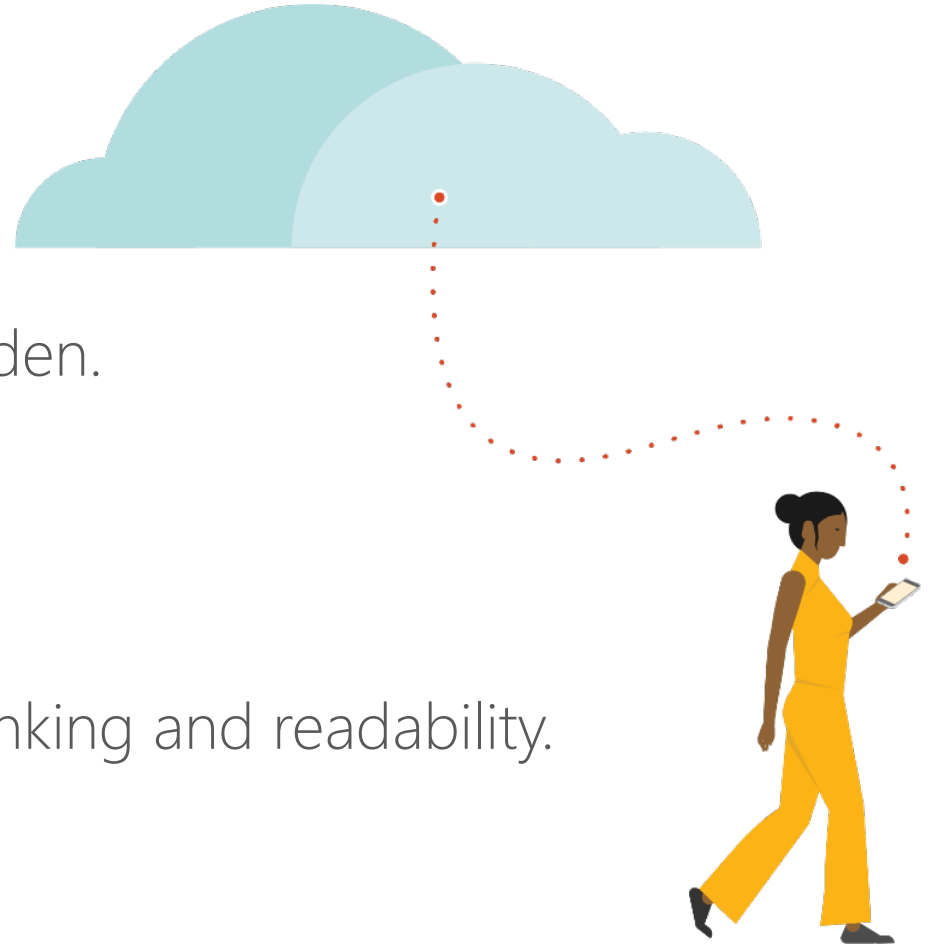
When to use design thinking



Design thinking

Workshop “Rules”

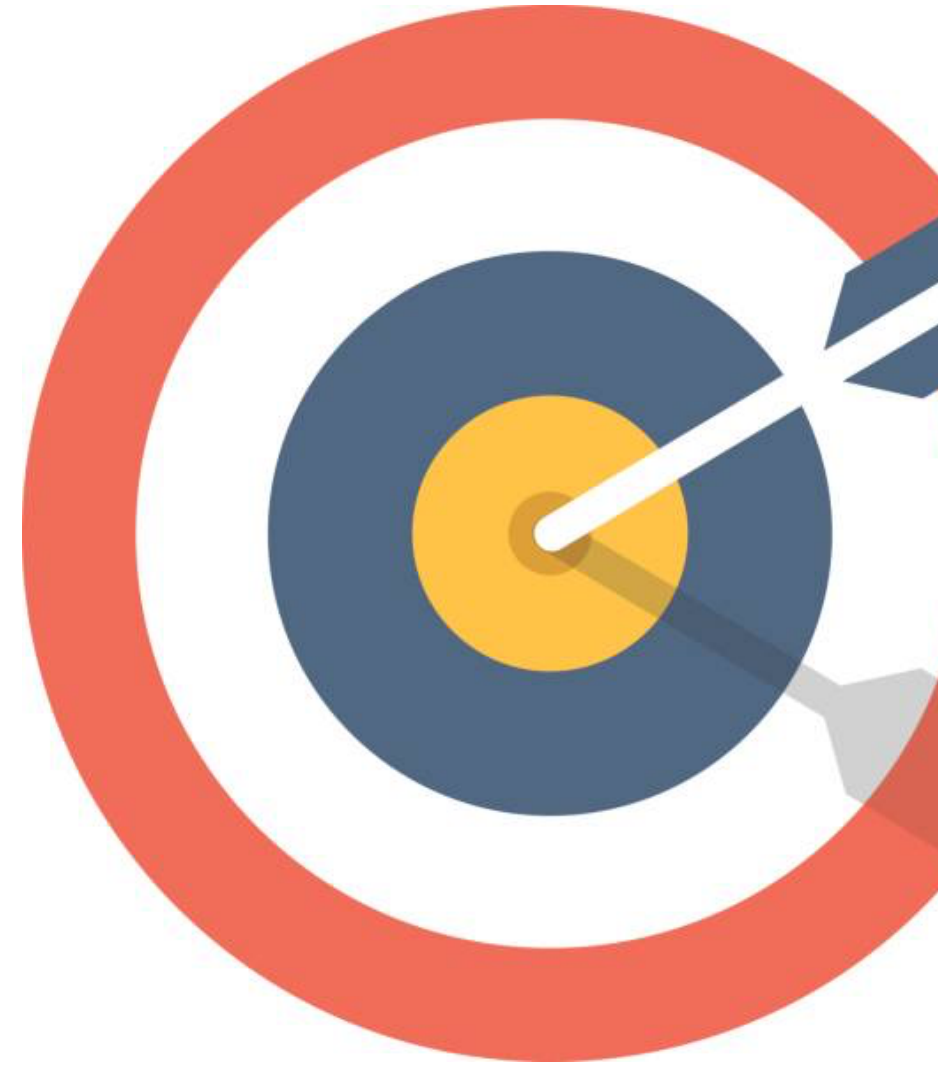
1. All ideas are good ideas. “Yes, but...” is forbidden.
2. Please be attentive to one another.
3. Think freely, follow your intuition.
4. Write in UPPERCASE. Encourages concise thinking and readability.
5. Be respectful to timing.

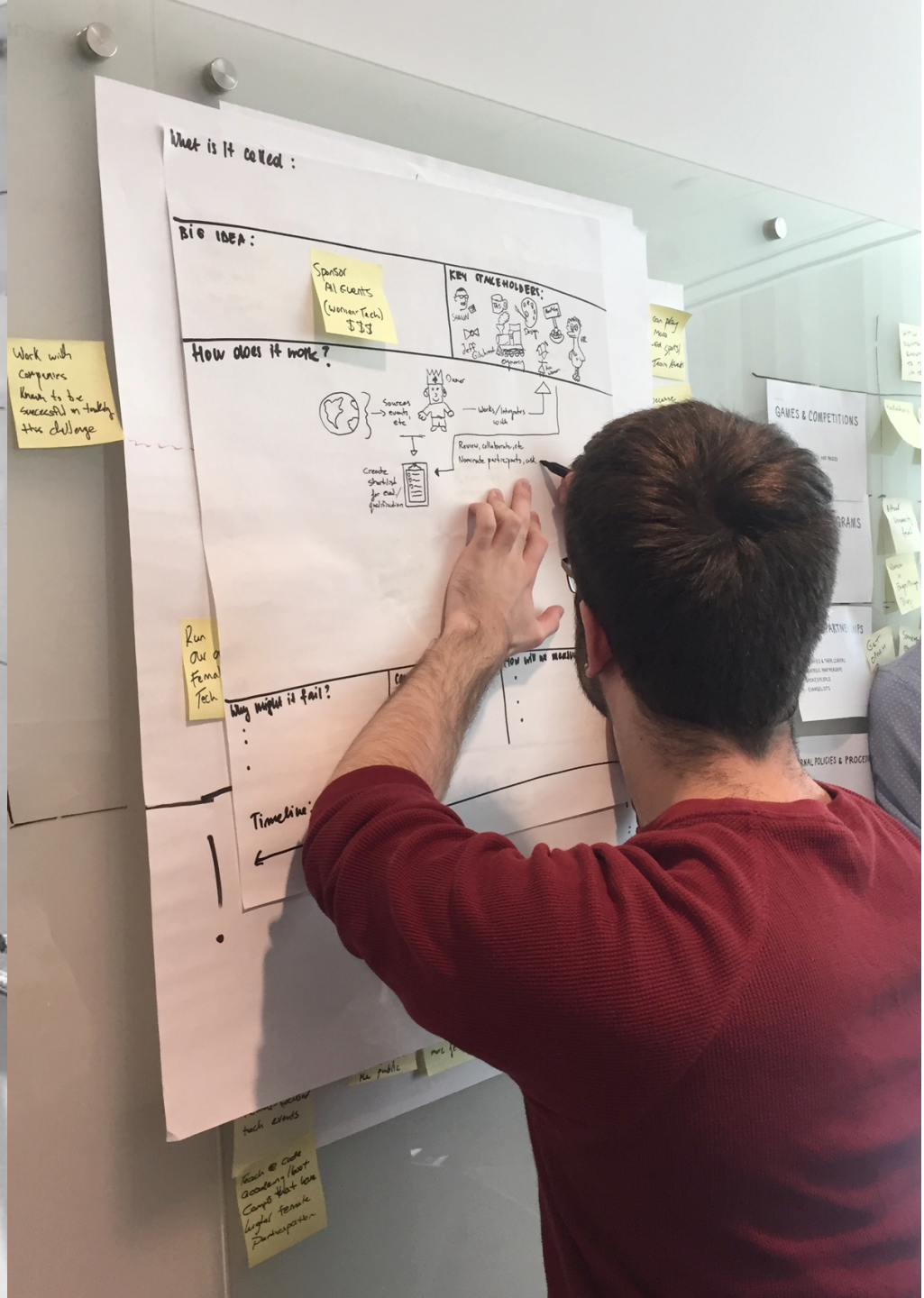


Our intention

Workshop Goals

1. Get aligned with a shared vision of project.
2. Assess the current intranet, process, problems and areas for improvement.
3. Explore potential ideas for a new intranet.
4. Create and prioritize items for a future roadmap.
5. Gather valued opinions that fit into the entire discovery/research phase.





What is it called :

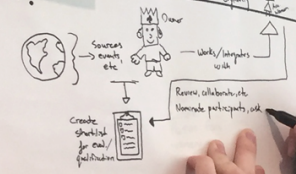
BIG IDEA:

Sponsor
All events
(Women Tech)
\$33

KEY STAKEHOLDERS:



How does it work?

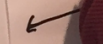


Work with companies known to be successful in tackling this challenge

Run one of Female Tech

Why might it fail?

Timeline:



Focus @ code academy / boot camps that have digital female participation

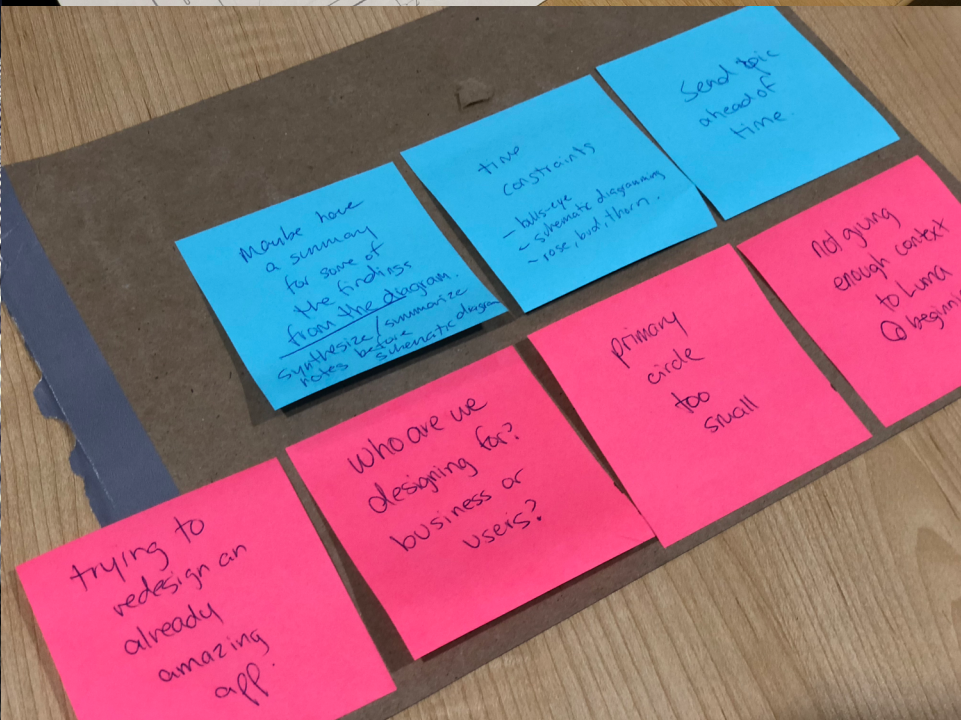
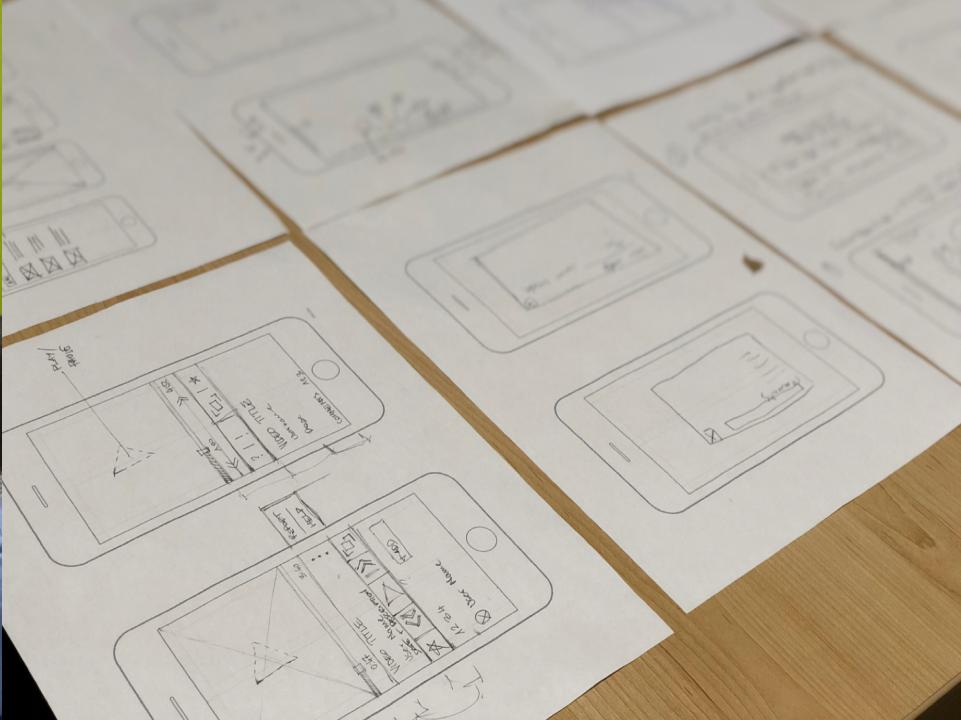
Don't play... the game... from the start

GAMES & COMPETITIONS

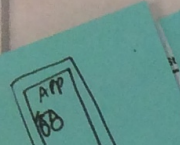
PROGRAMS

PARTNERSHIPS

INTERNAL POLICIES & PROCEDURES

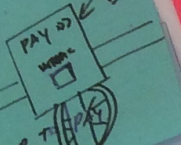


APP FOR AVAILABILITIES



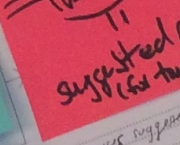
User checks bike share app for bike availability

TAP TO PAY



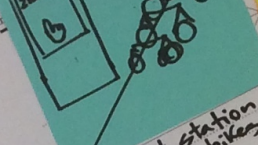
User pays for selected time duration via mobile pay

Suggested route (50 tanks)



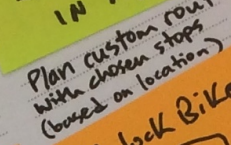
User uses suggested routes

24h 24h 13 BIKES



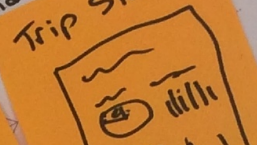
Start at station with available bikes

IN APP



Plan custom route with chosen stops (based on location)

Trip Starts




Get a trip is always an option to go

BREAK DOWN



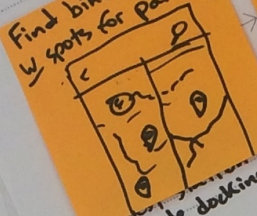
womp womp

SELF-DRIVING AUTO-RETURN SEAWAY BIKES



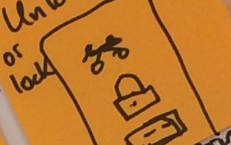
User calls Uber and then bike share sends replacement. Uber is cancelled.

Find bike station w/ spots for parking



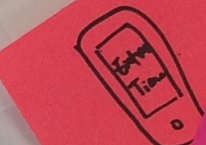
available docking spots

Unlock Bike or lock



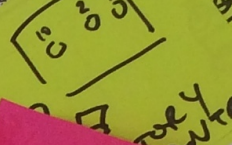
app to end trip

Mobile bike



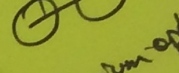
May be - coming in after - on time mhu

KEY CONTROL/DELIVERY




(finds nearest location) dispatch delivery

Premium option



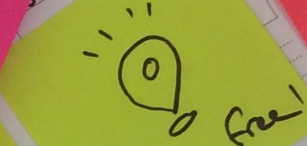
select the bike type

Mobile payment



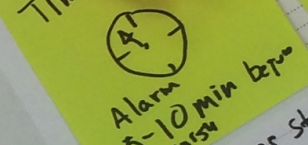
Auto Payment Done!!!

Location free!



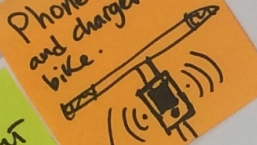
learn anywhere

Alarm 5-10 min before finish




App gives stat

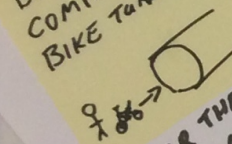
Phone holder and charger on bike.



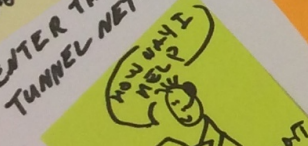
1-click check out



BORING COMPANY BIKE TUNNELS



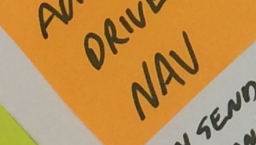
ENTER THE TUNNEL NETWORK



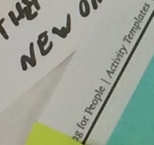
HOW MANY METERS?

Help/Support

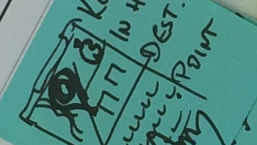
AUTO DRIVE/NAV



THEY SEND NEW ONE

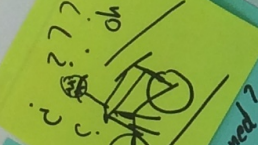


KEYS IN HIS BAG

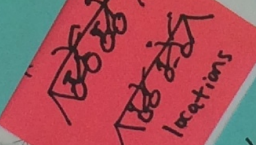


no bike.

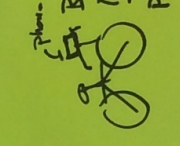
is ruined?



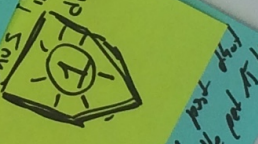
more locations



Phone Base for the phone

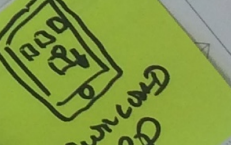


keys long dist

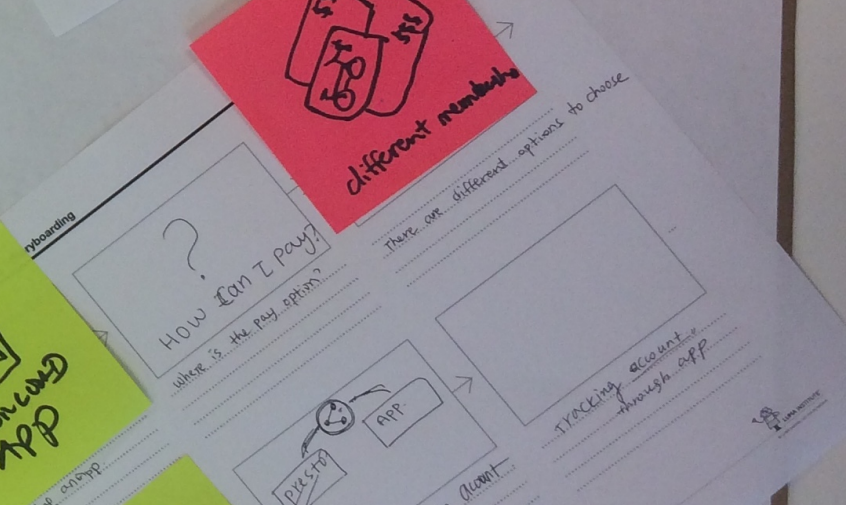


no can post about on FB. He got it the

Download APP



different members



RECIPE #1: Problem framing and stakeholder clarity

“Are we focused on solving the right problem? Are we focused on building the right thing for the right people?”

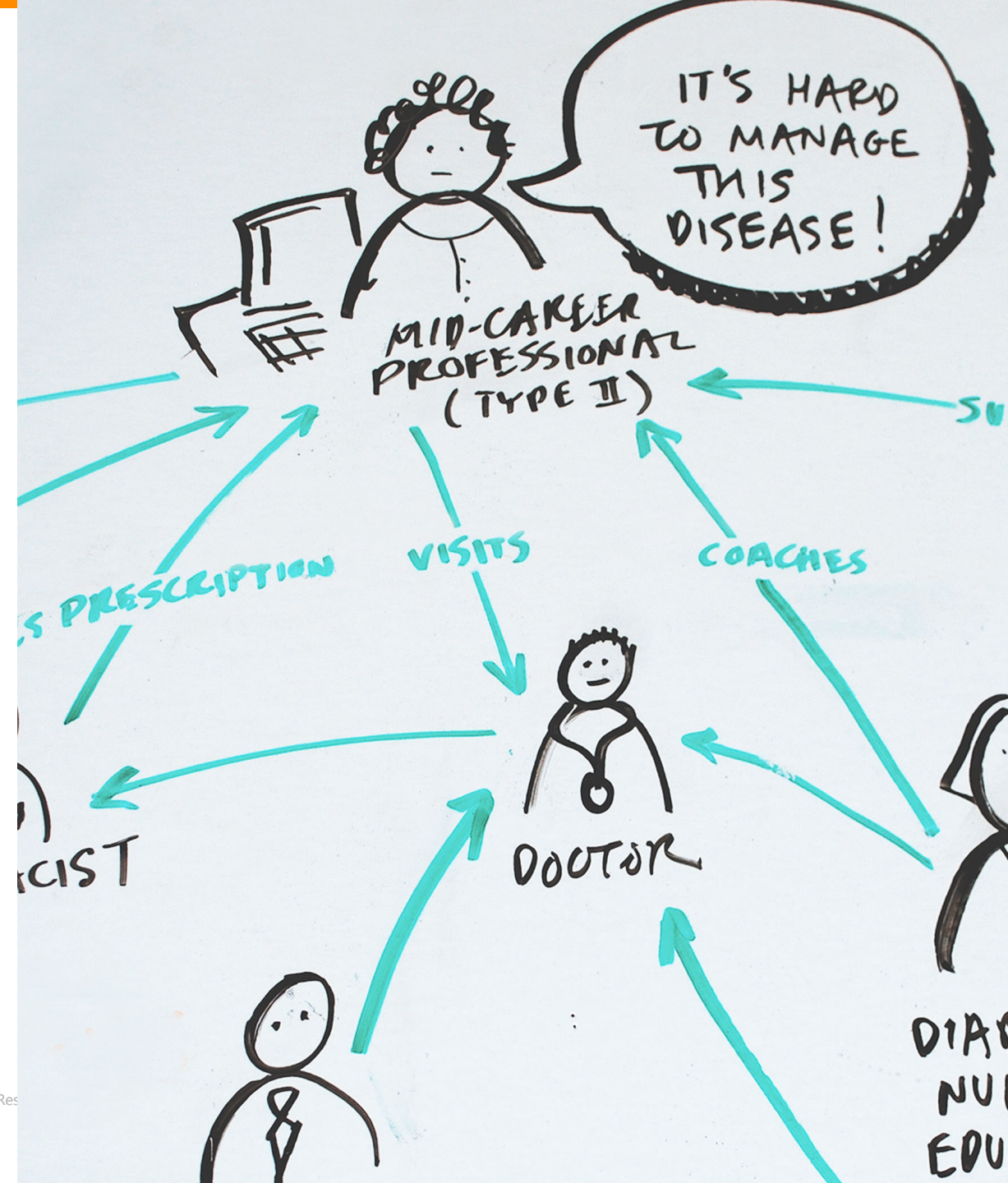
“How might we... create an intranet experience that benefits both our business and employees?”

Stakeholder Mapping
(45min – one group)

Map the landscape

A way of diagramming the network of people who have a stake in a given system.

- The who - focuses on people above other factors.
- Guides research for future.
- Builds a shared understanding.



Stakeholder Mapping

(45min – one group)

Map the landscape

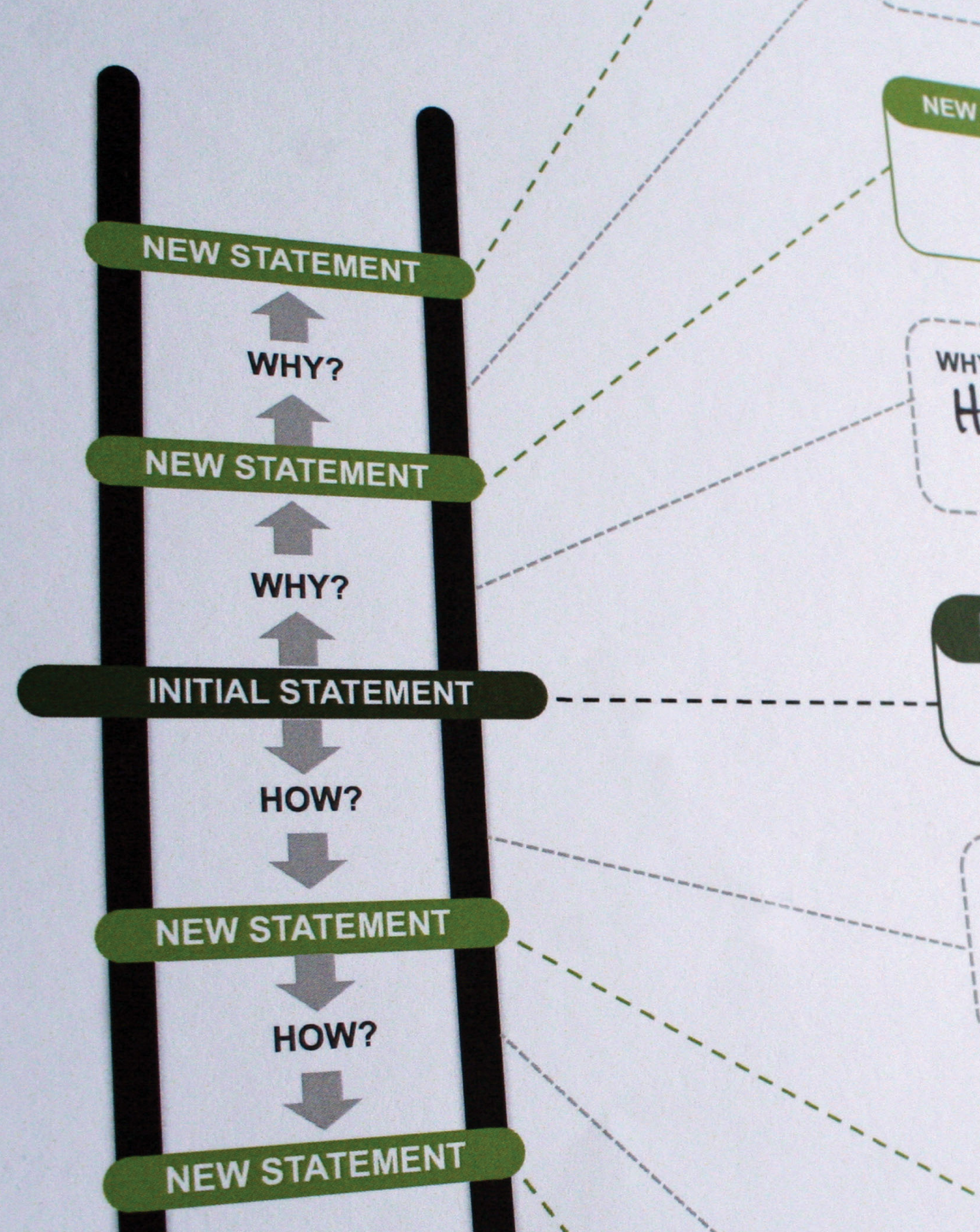
- Write your statement on the board, then generate a list of stakeholders off to the side. **(10 minutes)**
- Members will draw a person to represent roles from the list. Include a label with their role on the sticky.
- Add stakeholders one by one on the whiteboard. **(15 minutes)**
- Draw arrows connecting stakeholders who have a relationship. Write labels on the arrows (typically verbs) to describe the relationship. Circle and label related groupings. **(10 minutes)**
- Determine the key stakeholders, and write a speech-bubble to summarize their mindsets. **(10 min)**
- Review the stakeholder map as a large group, and identify questions to address in your research.
- Use sticky notes to record key questions and place them on the map accordingly.

Abstraction Laddering
(45min – one or two groups)

Frame the problem

A way of reconsidering a problem statement by broadening or narrowing its focus.

- Why? How? Provides a direction for problem solving
- Challenges your preconceptions



Abstraction Laddering

(45min – one or two groups)

Frame the problem

- Write initial problem statement in the middle.
- Give each participant a marker and yellow sticky note pad.
- Working individually, generate many reasons why the group should solve the problem.
- Move up the ladder by asking Why? Consider the options, broader than the initial one. (15 mins)
- After each Why (or How), write stickies for the new How might we statements. Not one generic statement for all, but a few that have been clustered from the Why's/How's.
- Move down the ladder by asking How? Consider the options, narrower than the initial one. (15 mins)
- Review crafted statements together. Team should select four “how” or “why” statements of most value or importance. (15 minutes)

NEW STATEMENT:

WHY? →

WHICH TEAMS
PLAY FROM
STRENGTH

NEW STATEMENT:

WHY? →

WHAT ARE THE
DIFFERENTIATORS

OWN THE
FIELD.

POSITIONS THE
FOUNDATION
AS THE LEADER

BECAUSE WE
CAN DO IT
BETTER THAN
ANYONE ELSE

LOW RISK
BE YOUNG

CONTINUAL
PROGRESS

HOW FACED
DO NOT CARE
MONEY

WE ARE
WITH G

INITIAL STATEMENT →

HOW MIGHT WE SUSTAIN A COMMUNITY OF

T.P.F. + EN.

HOW?

Celebrate
successes of
initiatives

Leverage
Connections

INSPIRE
CONTRIBUTORS
THE VOLUNTEERS

Identify
shared
values

Reflection
circles

Structured
peer
networking

Senior Business
Connections

Introduce new
a practical
idea!

NEW STATEMENT:

HOW OFTEN
WHO WE
ARE WE
WE CARE ABOUT

HOW
GET TO KNOW
STAKEHOLDERS

DEVELOP A NETWORK
OF CROSS-INDUSTRY
CHANGE AGENT
LEADERS

Share resources
expertise

"Green Apples"
awards

HOW? →

Identify shared
values
Shared
NEEDS

Dynamic
ongoing
relationships

REFLECTION
CIRCLES

SHOW UP AT
COMMUNITY MEETINGS
AND FIELD TRIPS

CREATE A SPARK
SERIES THAT INVITES
DONOR AGENTS

EXPLORE
LEAD

NEW STATEMENT:

RECIPE #2: Identify problem areas & generate new ideas

“Are we all aligned as a team? Can we identify problem and opportunity areas and/or new innovative ideas for our intranet? Do we have a shared plan of action?”

“How might we... create an intranet experience that benefits both our business and employees?”

Intranet Home

[Home](#) > Home

Quick Links

[Health and Safety](#)[Building Strength with People](#)[Job Postings](#)[Brand Centre](#)[Contact Directories](#)[Doing What's Right](#)[Employee and Supervisor Portal](#)[Finance Management Systems](#)[Our Values](#)[Secure File Transfer \(OneDrive\)](#)[Team Teck Community Giving](#)[TDS Service Portal](#)[Travel](#)

Featured

Teck Named to 2019 Best 50 Corporate Citizens in Canada

Teck has been recognized as one of the top companies in Canada for corporate citizenship, placing fourth on the Best 50 Corporate Citizens in Canada ranking by Corporate Knights.

[Read More](#)

In The Spotlight



Video: Always Evolving

At Teck...

[Read More](#)

Announcements

[Financial Education Webinar: Wills and Estate Planning, June 11](#)

03/06/2019 3:00 PM | Vancouver, Corporate

Stock Quotes

TECK
NYSE **USD 21.18** ▼ -0.24

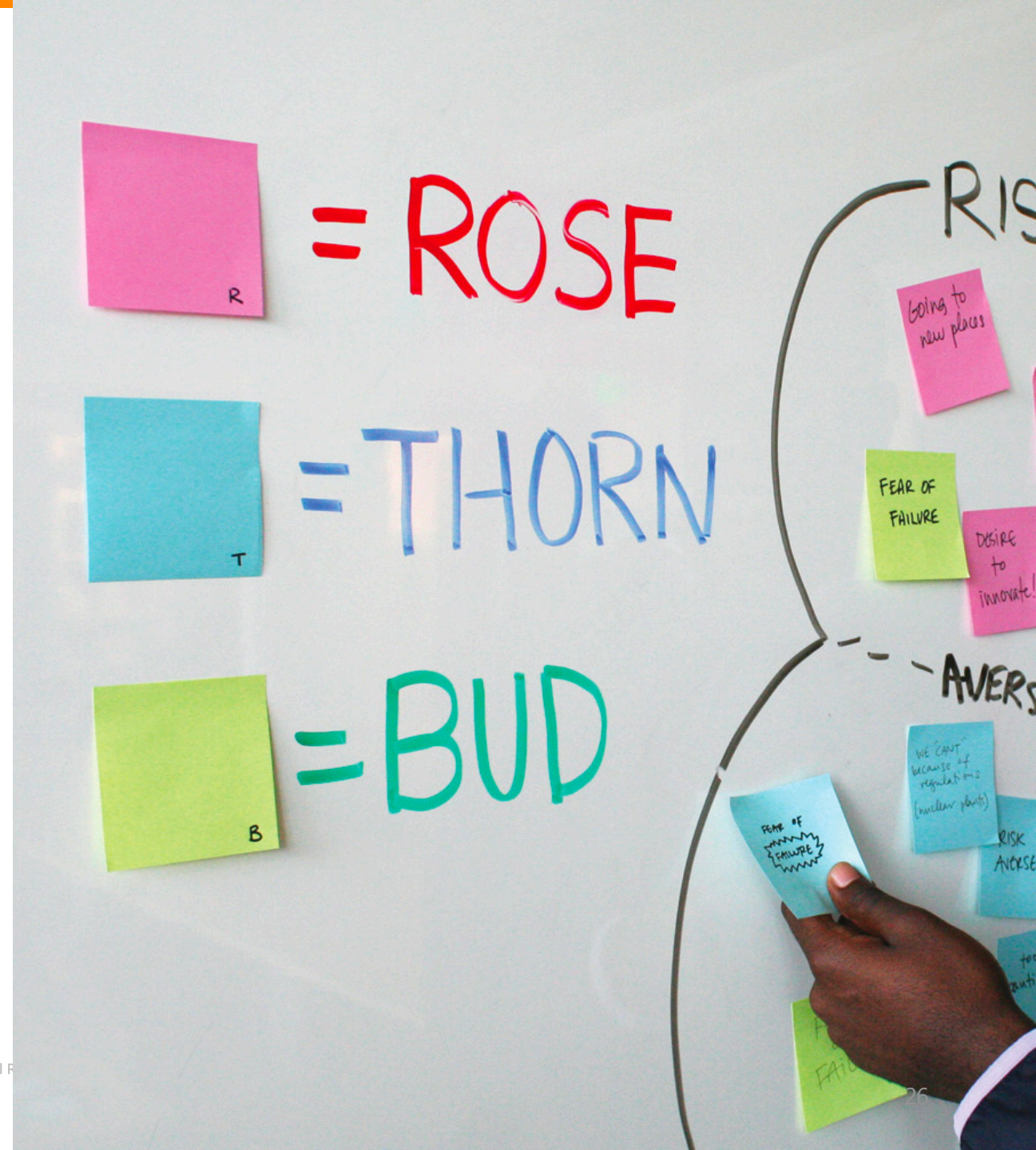
TECK.A

Rose, Thorn, Bud
(15min - individual)

Identify issues and insights

A technique for identifying things as positive, negative or having potential.

- Invites input from all team members
- Helps identify issues and insights.



Rose, Thorn, Bud (15min - individual)

Identify issues and insights

- Individual exercise to be completed on your own.
- One idea per sticky. Generate as many ideas as possible.
- Rose (Pink) = Positives, or things that are working.
- Thorn (Blue) = Negatives, or things that aren't working.
- Bud (Green) = Opportunities to make experience better.



Affinity Clustering
(45min – one or two groups)

Reveal thematic patterns

A technique for organizing items into logical groups. And easy way to bring order to the chaos!

- Facilitates productive discussion.
- Builds a shared understanding.



Affinity Clustering (45min – one or two groups)

Reveal thematic patterns

- Split into one or two groups and gather around each side of the whiteboard.
- Discuss each note as it gets added. Rearrange as groupings emerge.
- Revisit the clusters and look for opportunities to create subgroupings.
- Label the clusters that take shape with a theme or insight. (20 minutes)
- Do a light statement starter exercise for each cluster and write on paper and place near cluster. How might we... (15 minutes)
- Each group presents findings at end. Choose top HMW statements. (10 minutes)

Process + Collaborate

Can become its own business?

unknown vague labelling process

Good sorting method could transfer to larger space

bundling system works but has leaks

efficient in breaking down/identifying materials

Potential for growth/collaboration

Different shops help each other

How might we make our process clear enough to be replicated over the world?

Communication system

THE PROCESS (FASTER, EASIER)

Accept more items to recycle

Environment

HOW MIGHT WE MAKE ALL NEW BOTTLES RECYCLED CONTENT?

KEPT MATERIALS ORGANIZE

Recycling business improves environment by ↓ discards

Recycling program is good for environment

Teamwork

How might we be able to build a global network of recycling companies?

Comraderie Teamwork

father/son business a small operation

HOW MIGHT WE ADD STAFF THAT ARE ALL JUST LIKE FAMILY?

Growth

POTENTIAL TO GROW

Market pressures

to

Visualize the Vote (15min)

Flag the best options

A quick poll to reveal preferences and opinions.

- Helps rate and rank preferences.
- Democratic decision making that includes the entire group.



Visualize the Vote (15min)

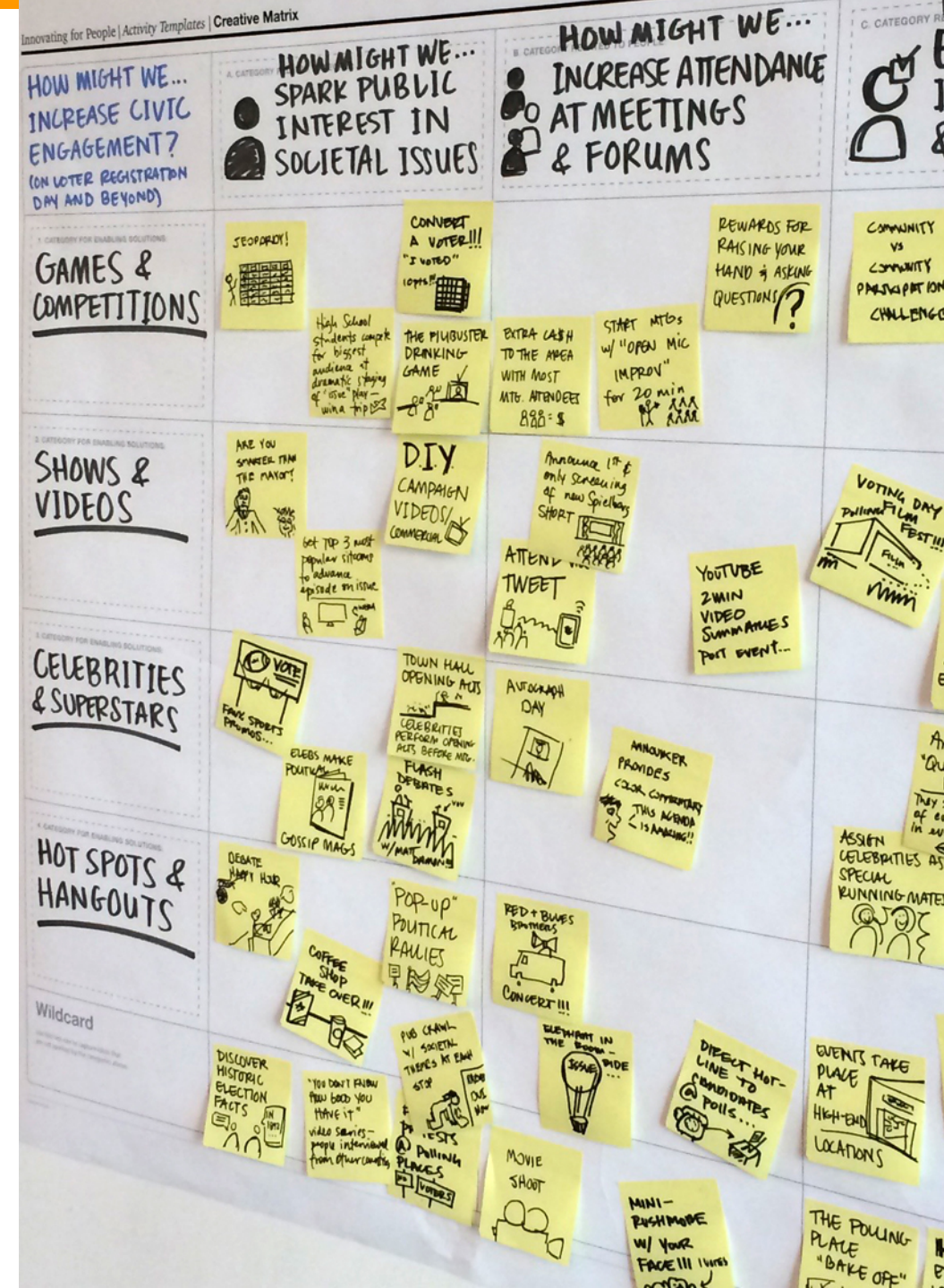
Flag the best options

- In your same teams, reflect on the clusters and HMW that emerged.
- Take a minute or two to reflect on where to place votes.
- Everyone places their votes at the same time (3-2-1-!)
- In your groups, each person speaks to their votes.
- Select 4 HMW statements for the next exercise.

Creative Matrix (45 min – one or two groups) A format for sparking new ideas

A format for sparking new ideas at the intersections of distinct categories.

- Helps to generate a large number of ideas
- Promotes divergent thinking
- Invites input from all team members



Creative Matrix (45 min – one or two groups)

A format for sparking new ideas

- In your group(s), write design challenge in the top left.
- Columns: HMW problem statements
- Rows: Categories for **enabling solutions**. Things like Technology, environments, policies.
- Ideate at the intersections of the grid.
- Write one idea per sticky note. (30 minutes)
- Ask group members to share some of the ideas they came up with. (15 minutes)
- Vote on best ideas for next exercise.

HOW MIGHT WE... INCREASE CIVIC ENGAGEMENT? (ON VOTER REGISTRATION DAY AND BEYOND)

HOW MIGHT WE... SPARK PUBLIC INTEREST IN SOCIETAL ISSUES

HOW MIGHT WE... INCREASE ATTENDANCE AT MEETINGS & FORUMS

HOW MIGHT WE... EXPAND PARTICIPATION IN ELECTIONS & REFERENDUMS

HOW MIGHT WE... ENCOURAGE SERVICE WORK & VOLUNTEERISM

1. CATEGORY FOR ENABLING SOLUTIONS: GAMES & COMPETITIONS

JEOPARDY!

CONVERT A VOTER!!!
"I VOTED" 10pts!!!

High School students compete for biggest audience at dramatic staging of "issue" play - win a trip

THE PUBBUSTER DRINKING GAME

REWARDS FOR RAISING YOUR HAND & ASKING QUESTIONS?

COMMUNITY VS COMMUNITY PARTICIPATION CHALLENGE

1st, 10th, 100th, 200th, 500th, 1000th PERSON each win extra week of from work

POLITICAL GENIUS!!!

EXTRA CASH TO THE AREA WITH MOST MTG. ATTENDEES 888 = \$

START MTGS w/ "OPEN MIC IMPROV" for 20 min

REWARDS & DISCOUNTS FOR VOLUNTEERING ON ELECTION DAY

SCHOOL VOLUNTEERISM COMPETITION

CREATE A SERVICE CURRENCY... FREE PARKING...

ARE YOU SMARTER THAN THE MAYOR?

Get TOP 3 most popular sitcoms to advance episode on issue

DIY CAMPAIGN VIDEOS/ COMMERCIAL

Announce 1st & only screening of new Spielberg SHORT

ATTEND TWEET

YOUTUBE 2MIN VIDEO SUMMARIES POST EVENT...

2. CATEGORY FOR ENABLING SOLUTIONS: SHOWS & VIDEOS

TOWN HALL OPENING ACTS

CELEBRITIES PERFORM OPENING ACTS BEFORE MTG.

FLASH DEBATES

W/ MATT DAMON!!!

AUTOGRAPH DAY

ANNOUNKER PROVIDES COLOR COMMENTARY THIS AGENDA IS AMAZING!!

ASSIGN CELEBRITIES AS SPECIAL RUNNING-MATES

Announce "Quarterback-a-Palooza" They shake hand of every voter in every NFL city

MAKE MOVIES ON THE CAMPAIGN TRAIL & @ THE POLLS

Get 10 best comedians to promote their cause via social media

Get Bono to offer free show in town that logs most volunteer hours in month

TELL A CEBB WHAT TO CLEAN CLEAN BIG BEN!!

Get TOP 3 most popular sitcoms to advance episode on issue

CELEBRITIES & SUPERSTARS

CELEBS MAKE POLITICAL

GOSSIP MAGS

DEBATE HAPPY HOUR

"POP-UP" POLITICAL RALLIES

COFFEE SHOP TAKE OVER!!!

PUB CRAWL w/ SOCIETAL at each

RED + BLUES BROTHERS CONCERT!!!

ELEPHANT IN THE ROOM - PIDE

DIRECT HOT-LINE TO CANDIDATES @ POLLS...

EVENTS TAKE PLACE AT HIGH-END LOCATIONS

VOTE ON A DATE

POP UP PROJECTS

VOLUNTEER & GET A HOTEL STAY

FREE WHEELS

2-min videos on "I made a difference today" Every post wins \$5. Starbucks

VIEW VOLUNTEER CAMPAIGN FORM SURF

3. CATEGORY FOR ENABLING SOLUTIONS: CELEBRITIES & SUPERSTARS

CELEBRITIES & SUPERSTARS

FAUX SPORTS PROMOS...

CELEBS MAKE POLITICAL

GOSSIP MAGS

DEBATE HAPPY HOUR

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Get TOP 3 most popular sitcoms to advance episode on issue

CELEBRITIES & SUPERSTARS

CELEBS MAKE POLITICAL

GOSSIP MAGS

DEBATE HAPPY HOUR

"POP-UP" POLITICAL RALLIES

COFFEE SHOP TAKE OVER!!!

PUB CRAWL w/ SOCIETAL at each

RED + BLUES BROTHERS CONCERT!!!

ELEPHANT IN THE ROOM - PIDE

DIRECT HOT-LINE TO CANDIDATES @ POLLS...

EVENTS TAKE PLACE AT HIGH-END LOCATIONS

VOTE ON A DATE

POP UP PROJECTS

VOLUNTEER & GET A HOTEL STAY

FREE WHEELS

2-min videos on "I made a difference today" Every post wins \$5. Starbucks

VIEW VOLUNTEER CAMPAIGN FORM SURF

4. CATEGORY FOR ENABLING SOLUTIONS: HOT SPOTS & HANGOUTS

CELEBRITIES & SUPERSTARS

FAUX SPORTS PROMOS...

CELEBS MAKE POLITICAL

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FREE WHEELS

Announce "Quarterback-a-Palooza" They shake hand of every voter in every NFL city

MAKE MOVIES ON THE CAMPAIGN TRAIL & @ THE POLLS

Get 10 best comedians to promote their cause via social media

Get Bono to offer free show in town that logs most volunteer hours in month

TELL A CEBB WHAT TO CLEAN CLEAN BIG BEN!!

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Visualize the Vote (15min)

Flag the best options

A quick poll to reveal preferences and opinions.

- Helps rate and rank preferences.
- Democratic decision making that includes the entire group.



Visualize the Vote (15min)

Flag the best options

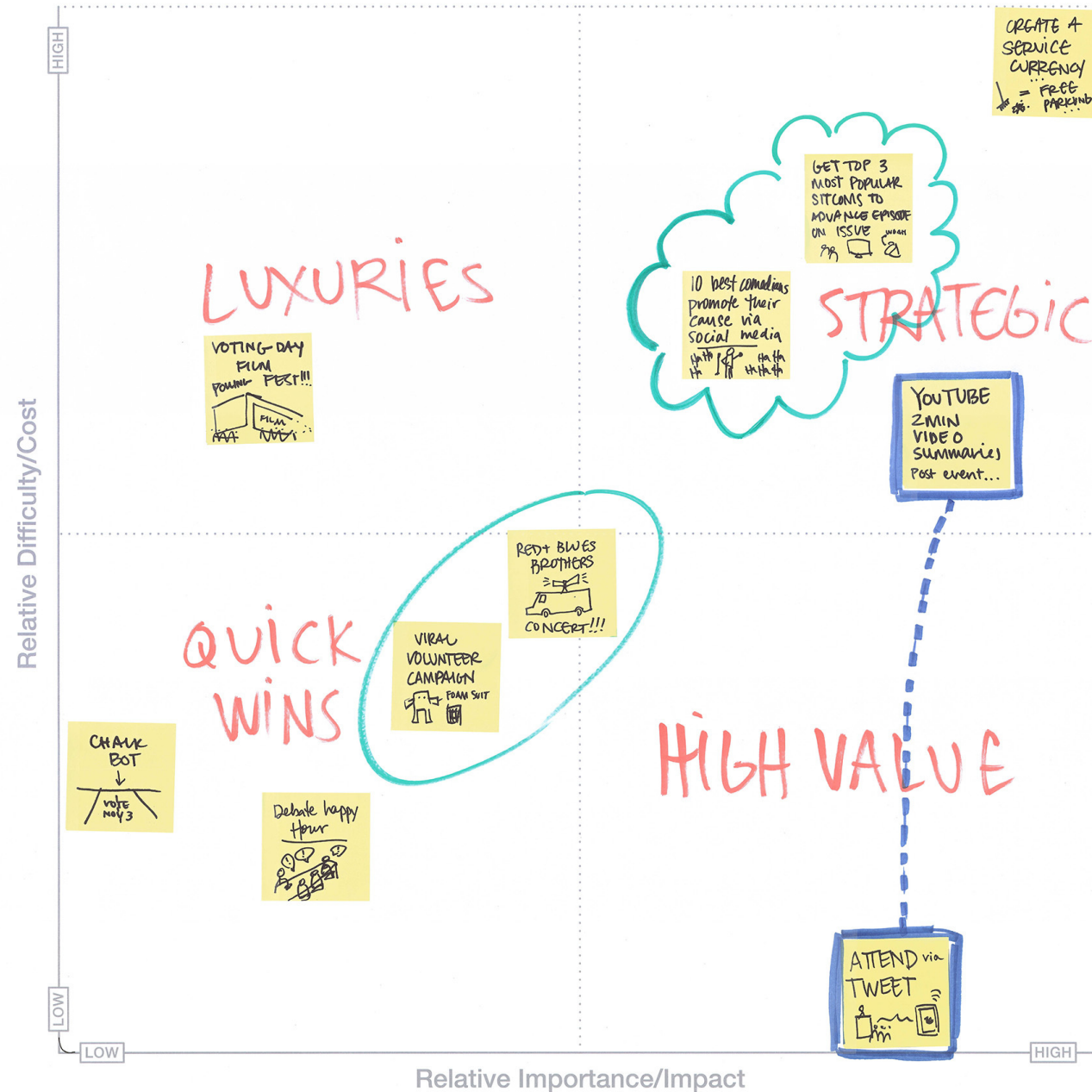
- Give everyone 3 voting dots/tabs to cast votes with.
- In your same teams, reflect on the ideas that emerged in the Creative Matrix.
- Everyone places their votes at the same time (3-2-1-!)
- In your groups, each person speaks to their votes.
- Select 10 stickies/areas of focus for the next exercise.

Importance/Difficulty Matrix (45min)

Agree on priorities

A quad chart for plotting items by relative importance and difficulty.

- Helps prioritize findings quickly
- Develops a plan of action through discussion.



Importance/Difficulty Matrix (45min)

Agree on priorities

- First, rank each idea by importance/impact along the bottom. (horizontal)
- Next, keeping horizontal position, rank those same ideas vertically based on difficulty.
- Divide the matrix into four quadrants and label them.
- Highlight related concepts. (circle similar groups)
- Each group presents their findings to the room.
- Express how this could be transferred to a road map.



LUXURIES
(LOWER ROI)

STRATEGIC

DIFFICULTY

H ↑

③

ROI
(OWNERS)

Safe & Sound
Competition

IDEA EVALUATION

APR 2014
APR 2014
APR 2014

VIEW THE
VIEW THE
VIEW THE
VIEW THE
VIEW THE

Measuring for People (Activity, Engagement, etc.)

& COMPETITIONS

SPARK P
INTER
IN SOCIE
ISSUES

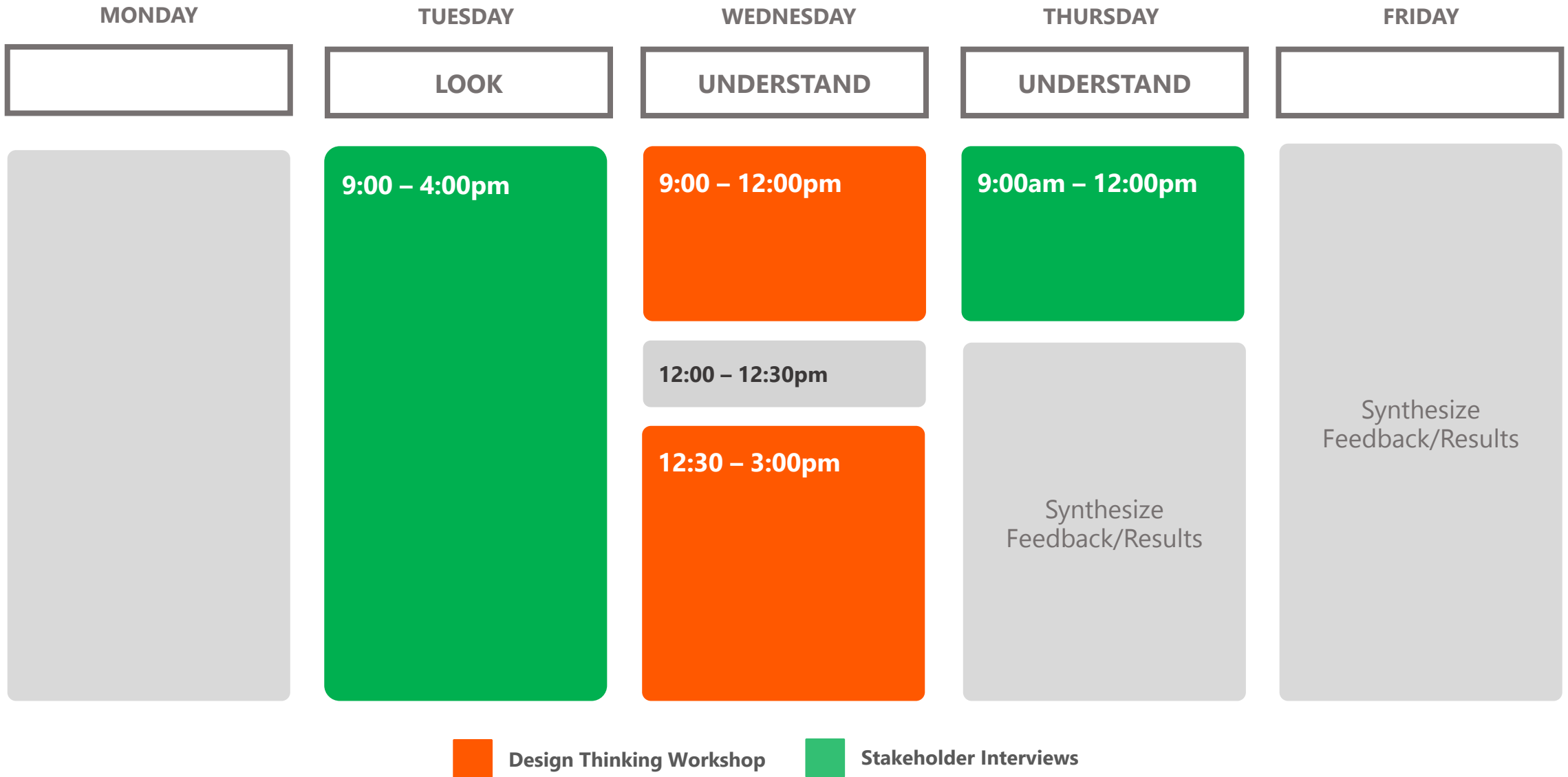
Conclusion

Next steps

- Create a workshop output document/summary for the team.
- Synthesize the research and workshop outputs into a product vision & strategy readout document.
- Apply research and workshop inputs to design concepts.

Thank you





MONDAY

OBSERVE

TBD

TUESDAY

OBSERVE

TBD

WEDNESDAY

OBSERVE

TBD

THURSDAY

UNDERSTAND

FRIDAY

UNDERSTAND



User Testing



Strategy Readout / Concepts

What you need

Supply Checklist

1 Workshop

- 3-by-5 Sticky Notes
- Dry-erase markers
- Sharpie markers
- Printer paper
- Adhesive putty
- Time Timer
- Large/small dot stickers
- Black foamboard
- Whiteboards

2 Snacks

- Water
- Yogurt
- Bananas, apples
- Dark chocolate
- Coffee
- Tea

3 Presentation

- HDMI, VGA adapters
- Design Sprint Kick-Off PPT

