



INSPIRATION: OVERVIEW

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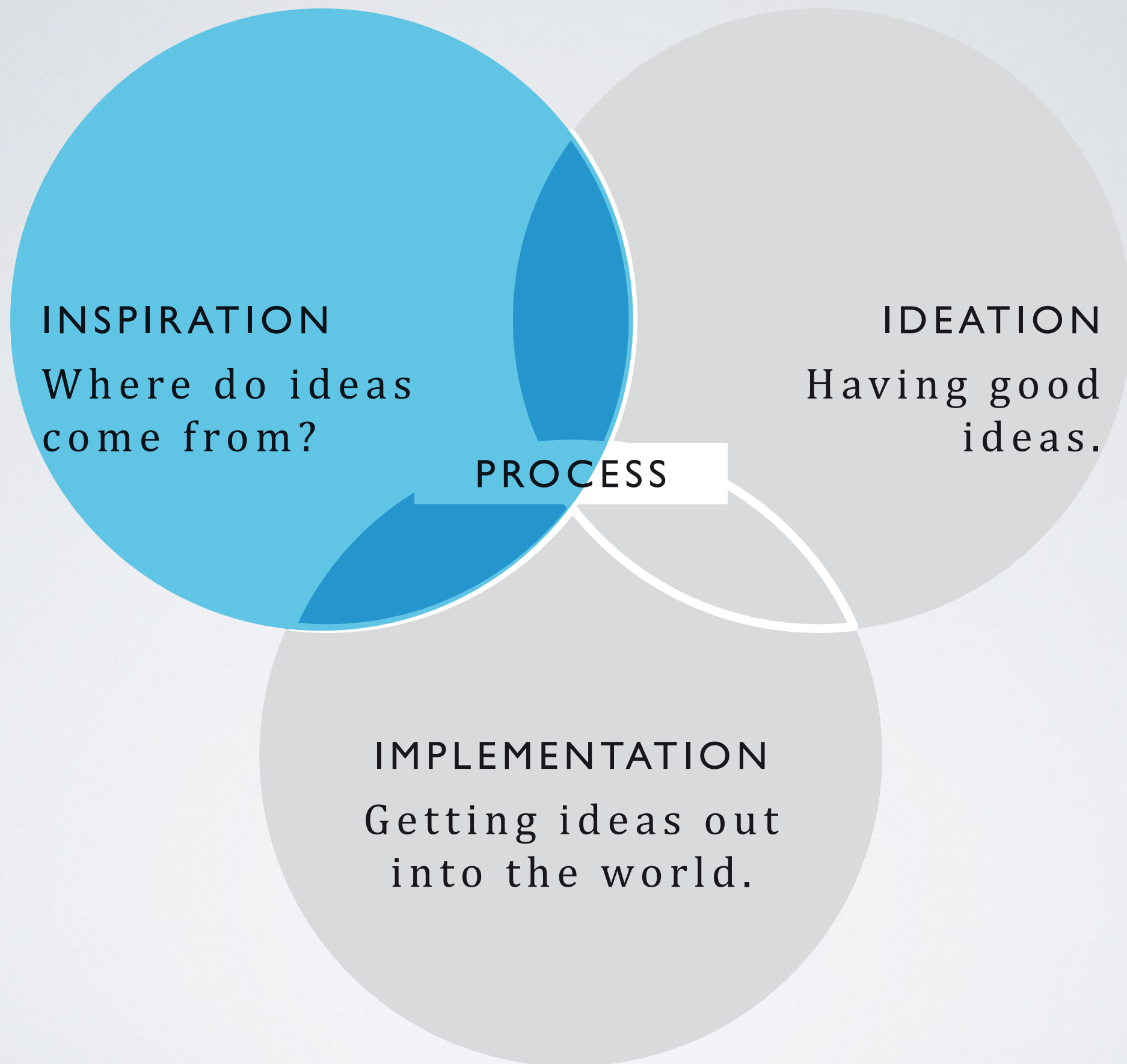
ZHEJIANG UNIVERSITY

AWARENESS TEST

<http://www.youtube.com/watch?v=Ahg6qcgoay4>

INATTENTIONAL BLINDNESS

MISSING WHAT YOU ARE NOT LOOKING FOR...
...EVEN WHEN IT IS RIGHT IN FRONT OF YOU.



Adapted from Brown & Katz, 2009

EXERCISE



HOW TO
SELL MORE
CANS?





WHY UPDATE
A CLASSIC?



WWW.HEINZ.COM



ABOUT US

DENNY'S LOCATOR

HOME

MENU

SPECIALS

MEDIA

KIDS

click to close

Chocolate Chip
Pancakes

Softball Pancake

Build Your Own Jr.
Grand Slam®

Chicken Nuggets



Jr. Cheeseburger



Spaghetti

Kid Breakfast



Build Your Own Jr. Grand Slam®

Pick any 3 items and make it your own: Bacon Strips (2), Bacon Strip (1) & Sausage Link (1), Egg (1), Egg White (1), Hash Browns, Sausage Links (2), Silver Dollar Pancakes (3), Sliced Toast, Turkey Bacon Strips (2), Yogurt



NUTRITIONAL MENU

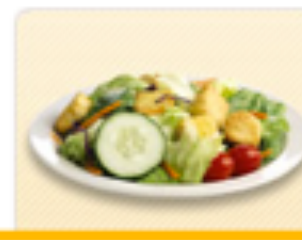


MENU PDF



Tweet 615

Recommend 1

AMERI
THE D

Buckle up your
Denny's Tour of Amer
dishes from around th
With favorites like the
Sandwich and the Phi
only map you'll need i

SEE MENU

WHY DO YO
AMERICA?

Take a photo of whatever i
our state of the day or our
Then, upload it on Instagram o
appropriate hashtag for your c

HOW TO REINVENT BREAKFAST?

SELL BY 10 FEB 2011
MT E 09:52 25-500

Go-GURT™

Portable Lowfat Yogurt
1% Milkfat & Vitamins A & D

MIXED BERRY
NATURALLY FLAVORED

8 TUBES

8 - 2.25 OZ (64g) SERVINGS / 1 Lb 2 OZ (510g)

Keep Refrigerated K D Grade A

✓ No Artificial Colors or Flavors

Not Treated with rBST/rBGH

CORN Syrup

BOX TOPS[®] FOR EDUCATION
EXPIRES 8/1/13

SELL BY 22 JAN 2011
MT E 07:08 25-500

Yoplait

simply... Go-GURT™

Portable Lowfat Yogurt
1% Milkfat & Vitamins A & D

MIXED BERRY
NATURALLY FLAVORED

8 TUBES

8 - 2.25 OZ (64g) SERVINGS / 1 Lb 2 OZ (510g)

- ✓ Good Source of Calcium & Vitamin D
- ✓ No High Fructose Corn Syrup
- ✓ No Artificial Colors or Flavors

Not Treated with rBST/rBGH

\$2.66
PER POUND

\$2.99

650317 BOZZUTO'S INC
12/29/10 27738 18 WOZ

Yoplait
Simply Go-Gurt Mixed Berry

\$2.79

39
NuVal™

\$2.66
PER POUND

\$2.79

GO-GURT STRAWBERRY BANANA/WATERMELON

“The mission of design thinking is to translate observations into insights and insights into products and services that will improve lives.”

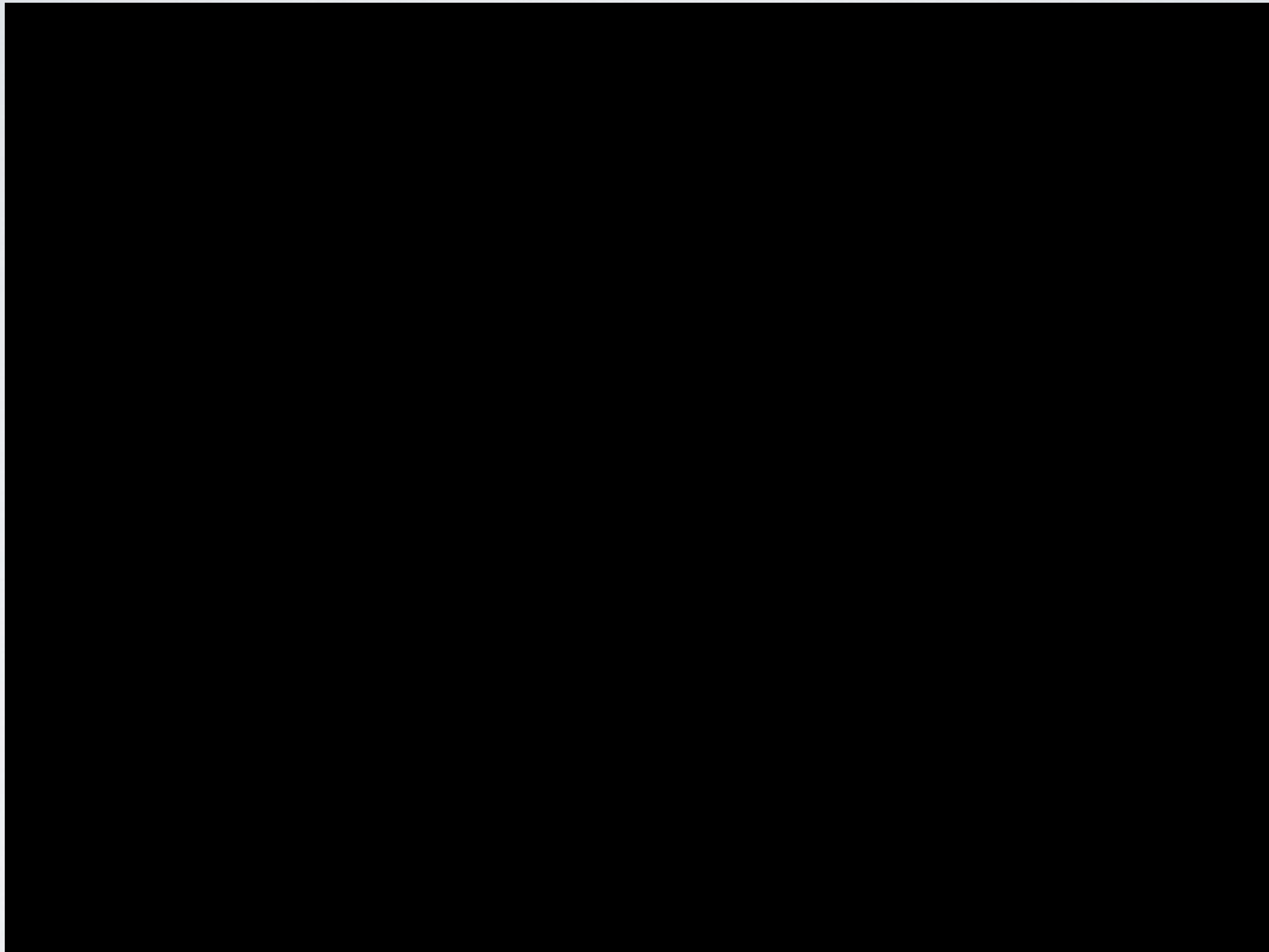
(Brown & Katz, 2009)

EXERCISE

HOW DO YOU
IDENTIFY
INSIGHTS?

WHAT ABOUT
ASKING
PEOPLE?

FOCUS GROUP: THE WHEEL



<http://www.youtube.com/watch?v=OORnMYoWX9c>



How the customer explained it



How the project leader understood it



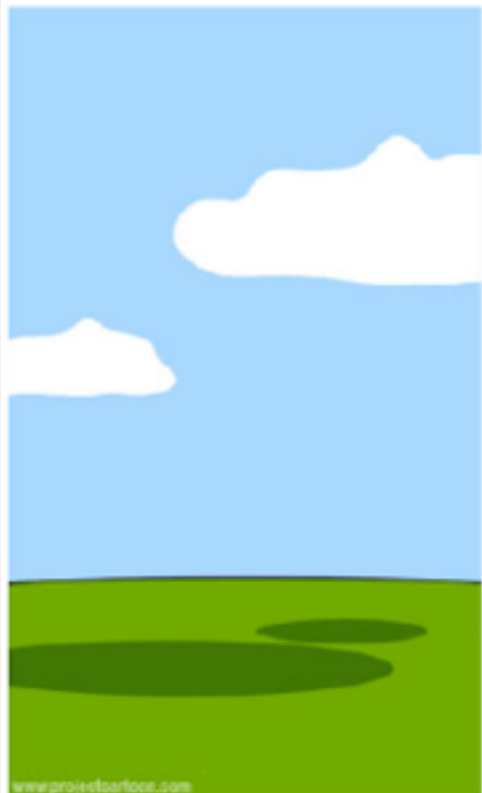
How the analyst designed it



How the programmer wrote it



How the business consultant described it



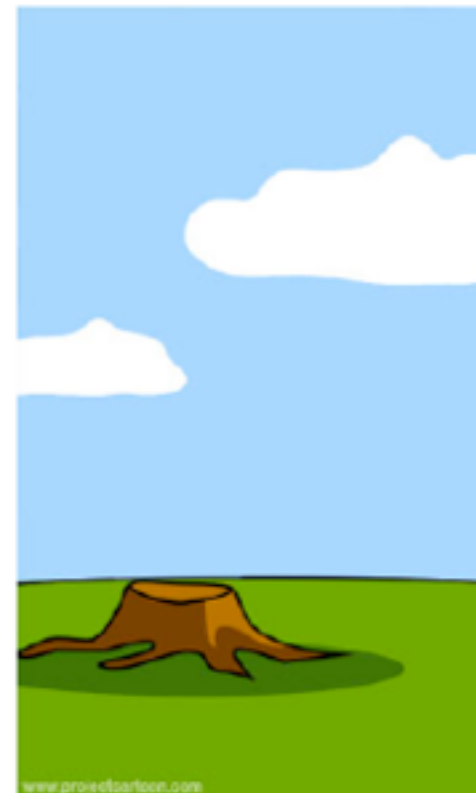
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed



(Fulton Suri, 2000)

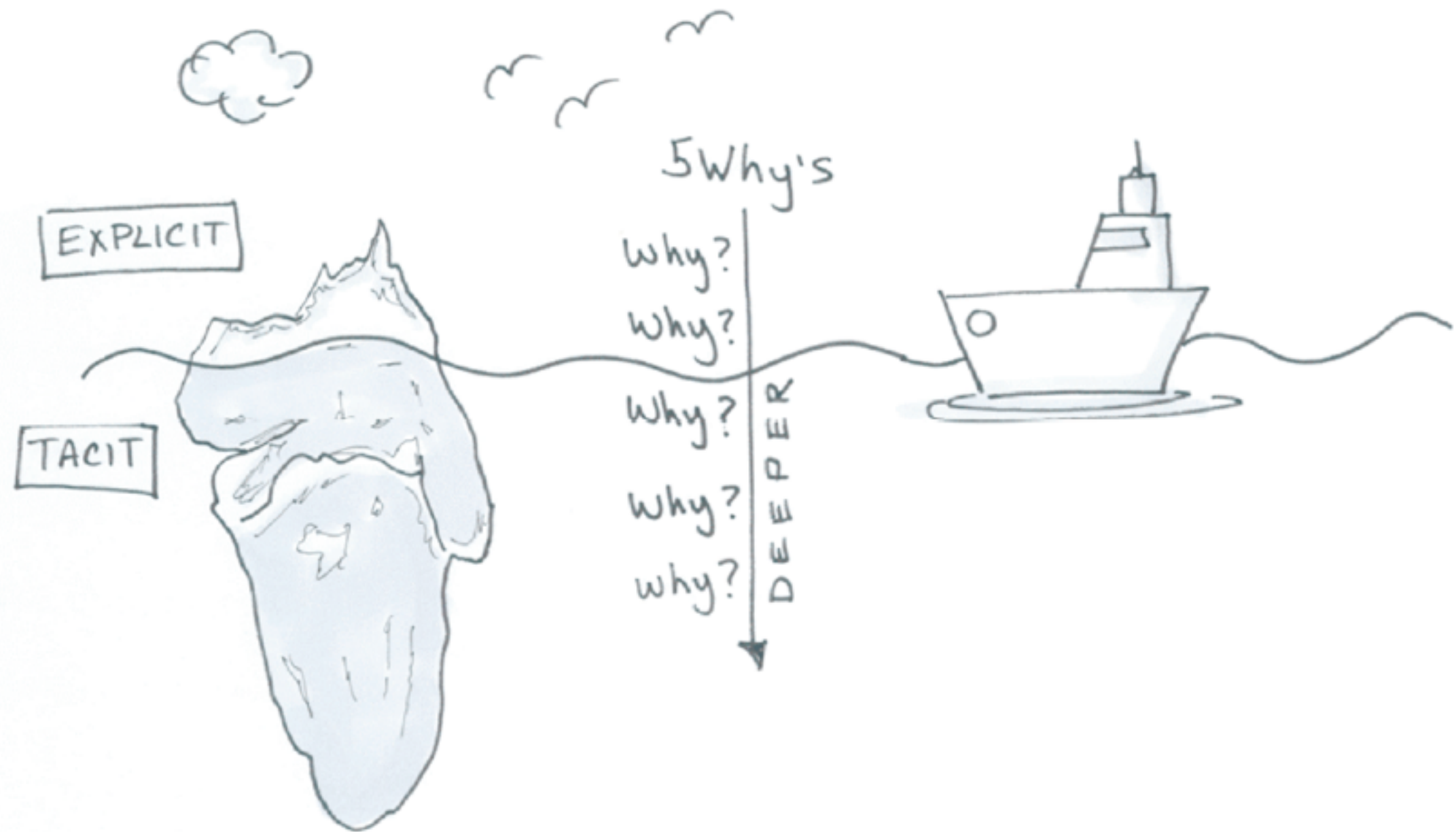
“Thoughtless acts are those intuitive ways we adapt, exploit, and react to things in our environment; things we do without really thinking.”

(Fulton Suri, 2000)



(Wentworth, 2005)





INSPIRATION

Where do ideas
come from?

NEEDFINDING

TRENDWATCHING

TECHWATCHING

NEEDFINDING

WHAT DO USERS NEED?

Focus on identifying and understanding emerging explicit, tacit and latent user needs.

1 Cast aside your biases, and listen and observe.



2 Note the contradictions between what people do and what they say.



3 Listen to people's personal stories.



4 Watch for "work arounds".



5 Distinguish between needs and solutions.



6 Look beyond the obvious.



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E.G. ETHNOGRAPHY



TRENDWATCHING

WHERE IS THE WORLD HEADING?

Focus on identifying and understanding
emerging market and societal trends.

TECHWATCHING

WHAT CAN TECHNOLOGY DO?

Focus on identifying and understanding
emerging technologies.

EXERCISE

WHERE WOULD YOU SEEK
INSPIRATION
FOR YOUR TEAM PROJECT?

KEY TAKEAWAYS

1. ACTIVELY SEEK STIMULI
2. OBSERVE WORKAROUNDS
3. IDENTIFY THOUGHTLESS ACTS
4. SEEK EXPLICIT, TACIT, LATENT NEEDS
5. PERFORM NEEDFINDING,
TRENDWATCHING, TECHWATCHING

KEY READINGS

- Brown, T., Katz, B. 2009. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York, NY, USA: HarperCollins.
- Fulton Suri, J. 2005. Thoughtless Acts? Observations on Intuitive Design. San Francisco, CA, USA: Chronicle Books.
- Sanders, E. B. N. 2002. From User-Centred to Participatory Design Approaches. In Design and the Social Sciences, J Frascara, ed. London, UK: Taylor & Francis.