



INSPIRATION: OVERVIEW

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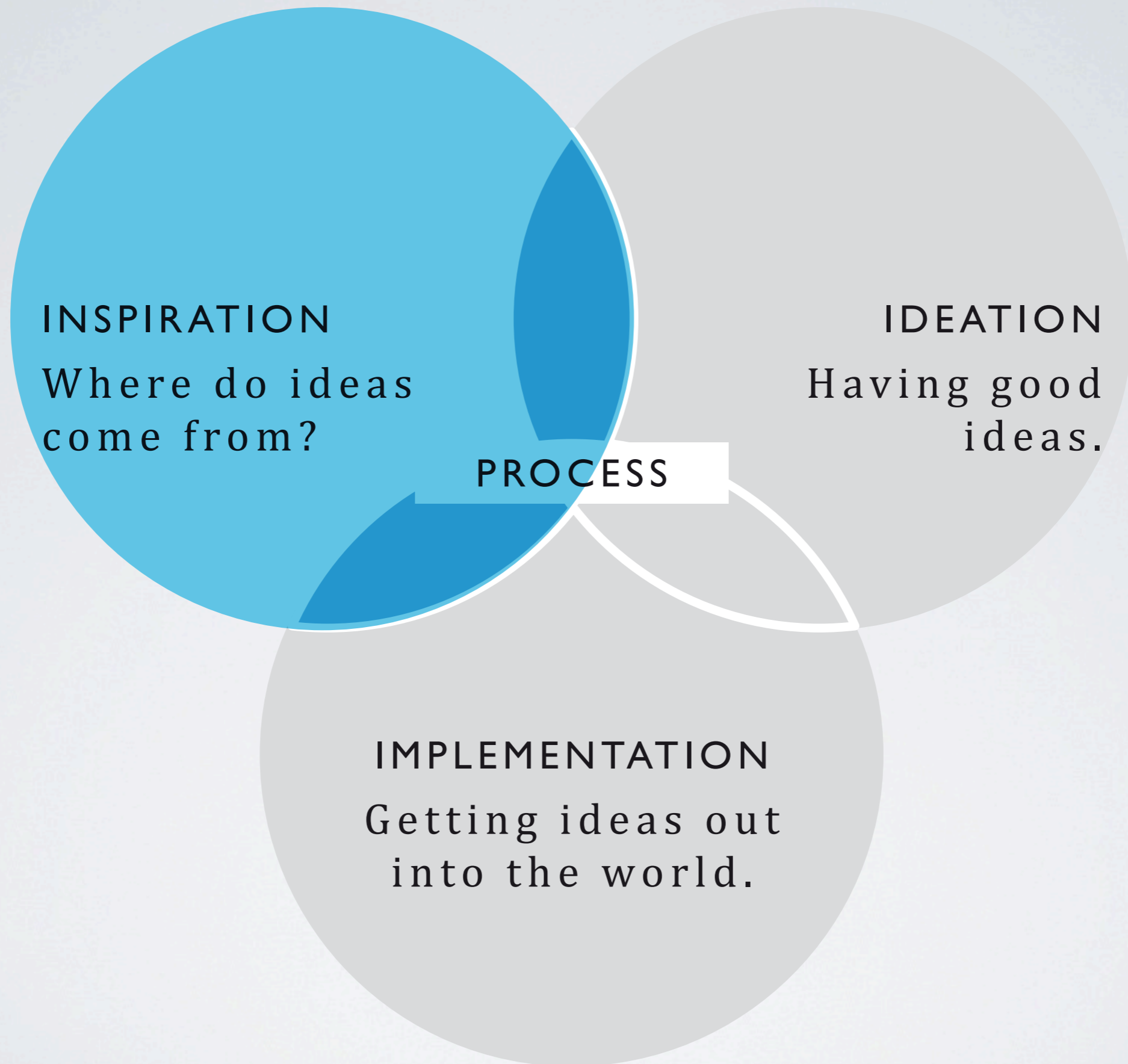


AWARENESS TEST

<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

HEINZ

ESTD 1869 ESTD

GUESS WHAT MY BOTTLE IS MADE OF?



plantbottle®

up to 30% made from plants jusqu'à 30% à base de plantes

DEVINEZ DE QUOI MA BOUTEILLE EST FAITE ?

TOMATO
KETCHUP
AUX TOMATES



750 mL

"PLANTBOTTLE" AND THE PLANTBOTTLE LOGO ARE TRADEMARKS OF COCA-COLA LTD. USED UNDER LICENCE.



"PLANTBOTTLE" ET LE LOGO "PLANTBOTTLE" SONT DES MARQUES DE COMMERCE DE COCA-COLA LEE, UTILISEES SOUS LICENCE.

plantbottle®

up to 30% made from plants recyclable as ever jusqu'à 30% à base de plantes toujours aussi recyclable

Nutrition Facts Valeur nutritive

Per 2 tbsp (15 mL) / pour 1 c. à soupe (15 mL)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 20	
Fat / Lipides 0 g	0 %
Sodium / Sodium 140 mg	6 %
Carbohydrate / Glucides 5 g	2 %
Sugars / Sucres 5 g	
Protein / Protéines 0.2 g	

Not a significant source of other nutrients.
Source négligeable d'autres éléments nutritifs.

THICK KETCHUP; SHAKE BEFORE USING.
KETCHUP CONSISTANT; BIEN AGITER AVANT DE SERVIR.

REFRIGERATE AFTER OPENING.
RÉFRIGÉRER UNE FOIS OUVERT.

Proudly Prepared in Canada Préparé fièrement au Canada

CK-605-B-03-10



FOR POSITION ONLY
90% 0 57000 01316 5
0 00000 00000 0

America's diner is always open.

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

HOW TO REINVENT BREAKFAST?



AMERICAN DISHES

Buckle up your Denny's Tour of America dishes from around the country. With favorites like the Philly Sandwich and the Philadelphia only map you'll need it.

SEE MENU

WHY DO YOU LOVE AMERICA?

Take a photo of whatever is your state of the day or our country. Then, upload it on Instagram or Facebook with the appropriate hashtag for your country.

SELL BY 10 FEB 2011
MT E 09:52 25-50

GO-GURT™

Portable Lowfat Yogurt
1% Milkfat & Vitamins A & D

CORN SyRUP
✓ No ARTIFICIAL COLOrs
OR FLAVORS

MADE WITH MILK FROM SWITZERLAND
Not Treated with rBST/rBGH

SELL BY

MIXED BERRY
NATURALLY FLAVORED

8 TUBES

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

Keep Refrigerated K D Grade A

GO BOX TOPS FOR EDUCATION
EXPIRES 8/1/11

simply...

Yoplait

GO-GURT™

Portable Lowfat Yogurt
1% Milkfat & Vitamins A & D

- ✓ Good Source of Calcium & Vitamin D
- ✓ No High Fructose CORN SyRUP
- ✓ No ARTIFICIAL COLOrs OR FLAVORS

MADE WITH MILK FROM SWITZERLAND
Not Treated with rBST/rBGH

SELL BY

MIXED BERRY
NATURALLY FLAVORED

8 TUBES

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

\$2.66
PER POUND

\$2.99

39
NuVal™

YPLT SIMPLY GO-GURT MIX BR
650317 BOZZUTO'S INC
1200110 27738 18 W02

Yoplait
Simply Go-Gurt Mixed Berry

\$2.79

\$2.66
PER POUND

Yoplait GO-GURT STRAWBERRY BANANA/WATERMELON
001442 BOZZUTO'S INC
1200110 27738 18 W02

Yoplait

GO-GURT STRAWBERRY BANANA/WATERMELON

\$2.79

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

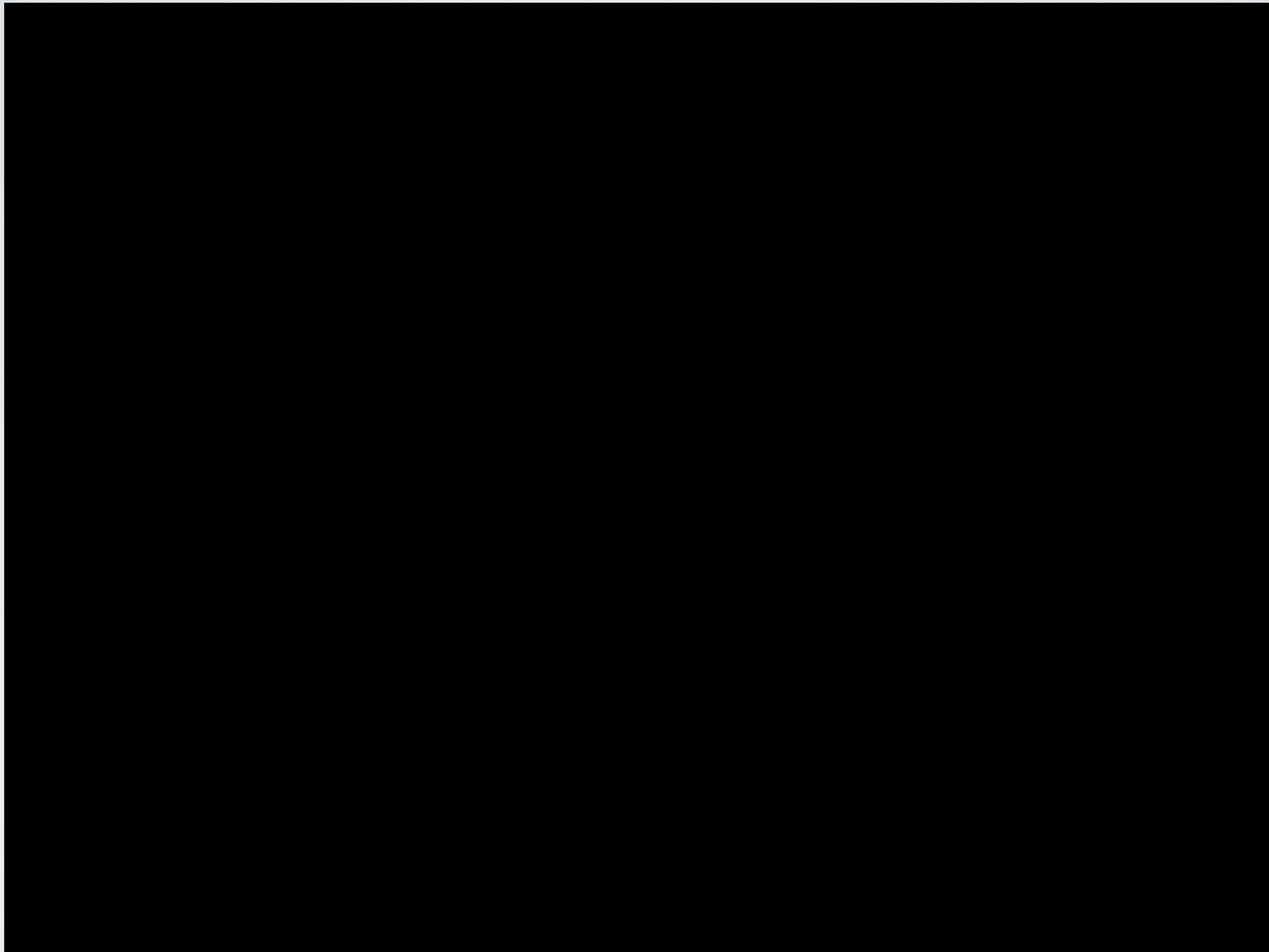
(Brown & Katz, 2009)

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)



