



INSPIRATION: OVERVIEW

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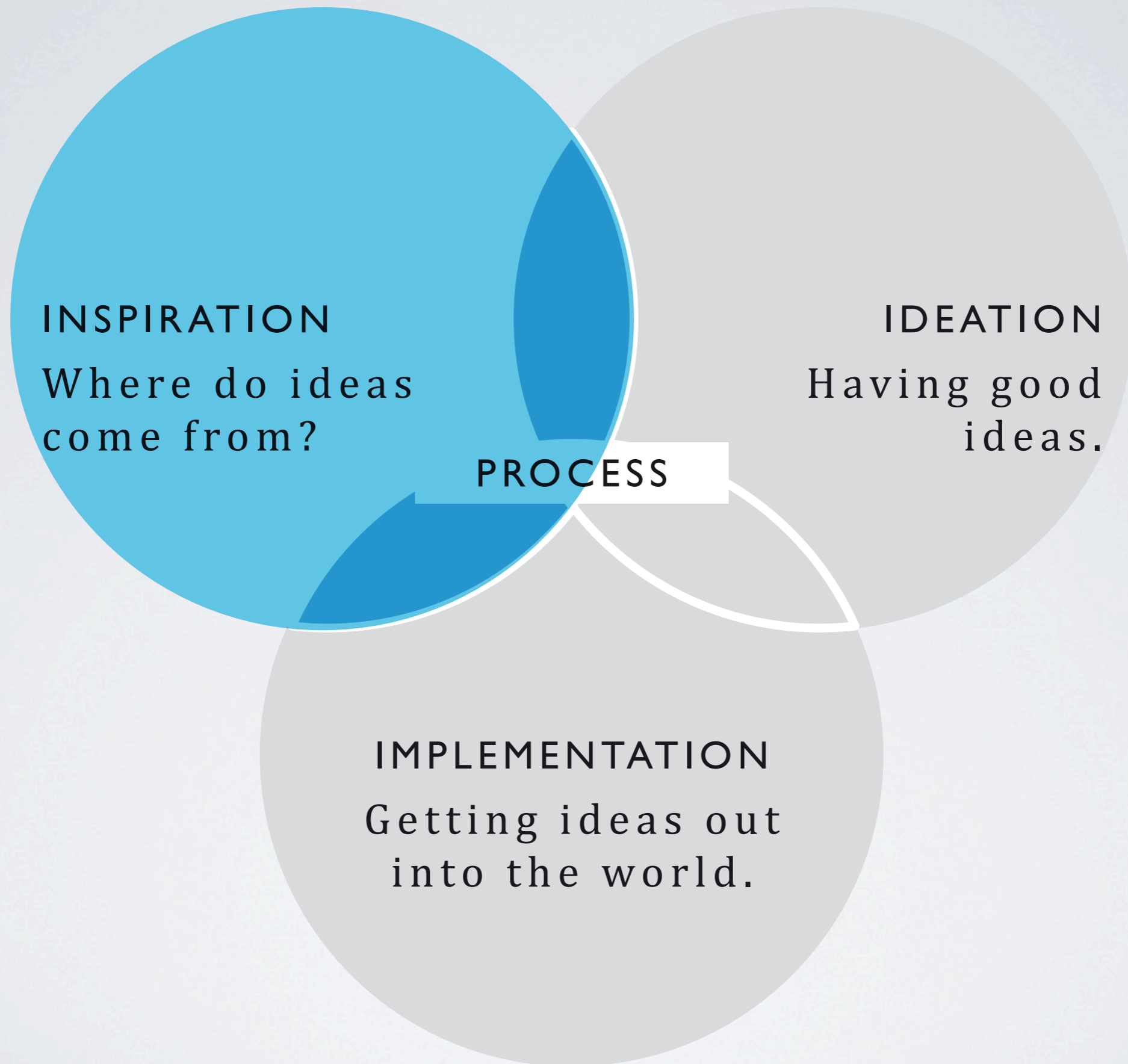


AWARENESS TEST

<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



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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



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HOW TO REINVENT BREAKFAST?



AMERICAN THE D

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

SEE MENU

WHY DO YOU 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

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.”

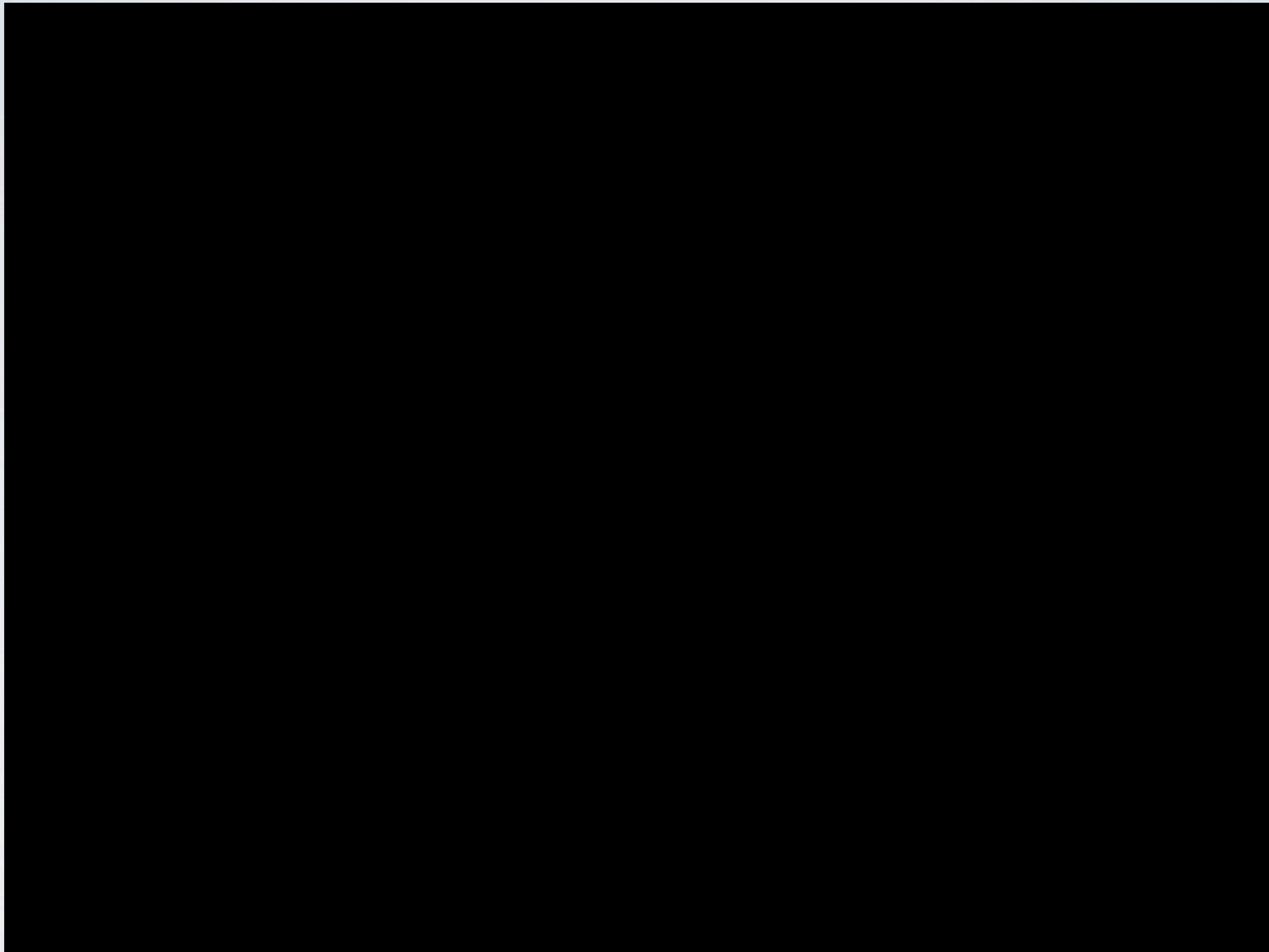
(Brown & Katz, 2009)

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



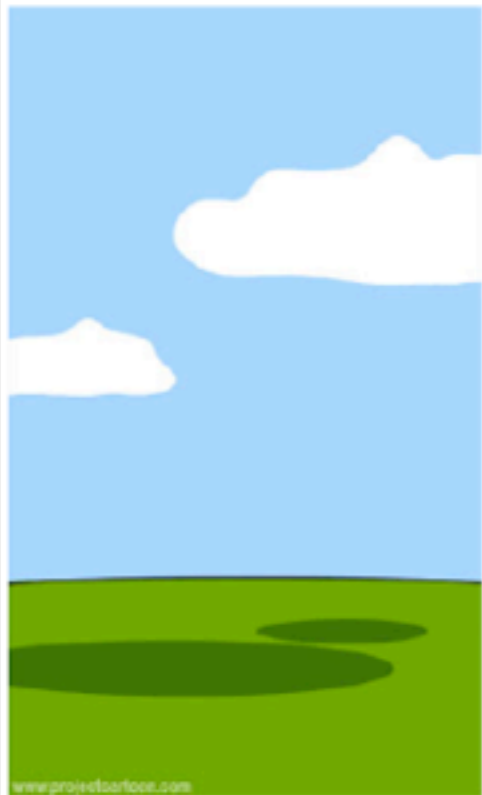
How the analyst designed it



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)

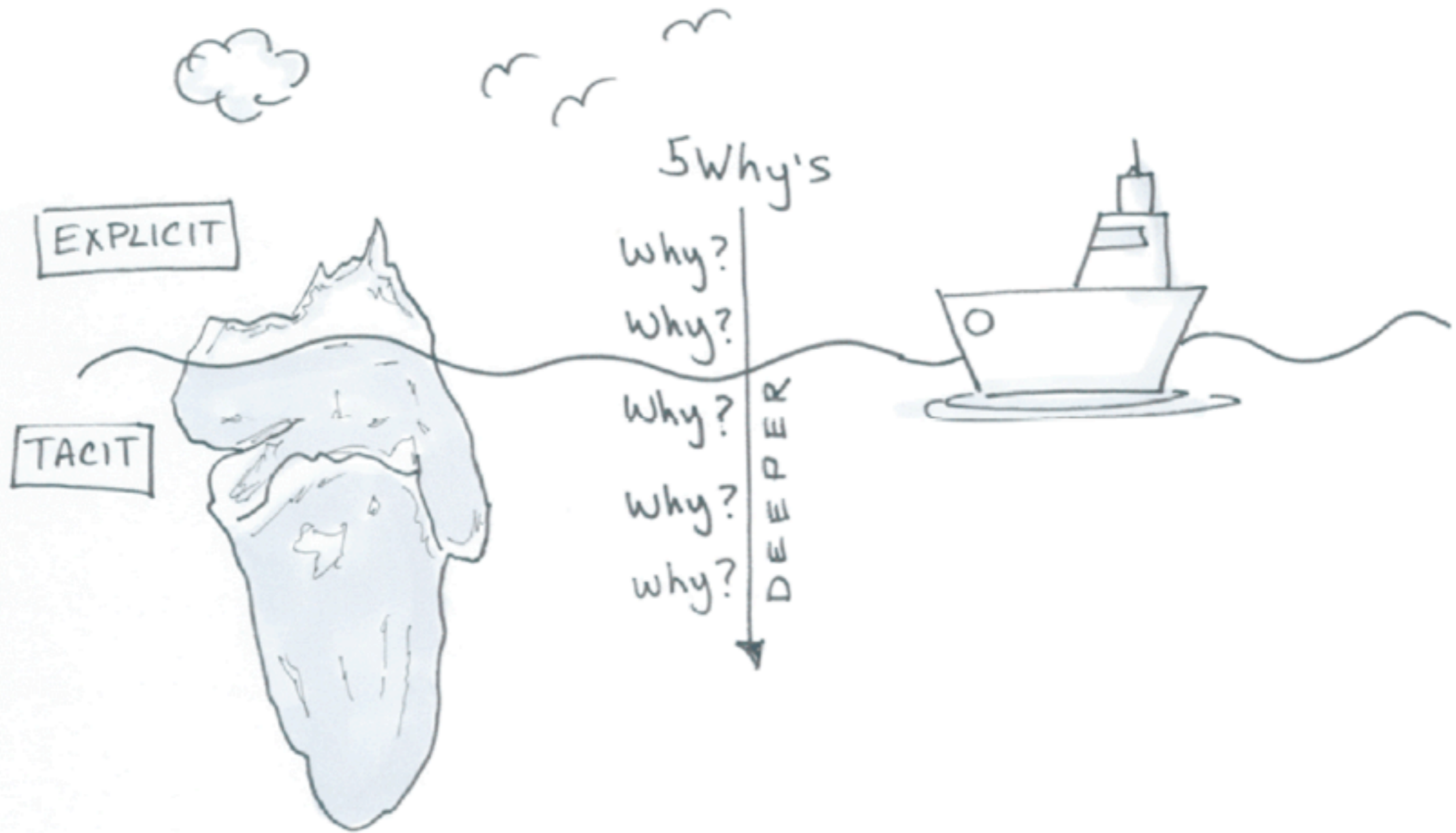
“Thoughtless acts are those intuitive ways we adapt, exploit, and react to things in our environment; things we do without really thinking.”

(Fulton Suri, 2000)



(Wentworth, 2005)





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.