

UHH??

**A PRESENTATION AS TO WHY USER
EXPERIENCE NEEDS DESIGN
THINKING?**

A PRESENTATION BY KPMADMAN

EMPATHIZE

- **Why are we looking to solve this issue?**
 - Being Transparent about Motivations
 - Being open and vulnerable to being wrong
 - Question everything
 - **WHO'S YOUR TEAM?**
- **Who is our user?**
 - How does this affect their entire lives? Does it improve or dampen their lives?
 - Has this been replicated before? How did it work in the alternate location?
- **BUILDING and EARNING TRUST & EMBRACING ON RESPONSIBILITY**
 - **COMMUNICATE WITH YOUR USER**

DEFINE

- Process:
- Observing the user to come to the **PRIMARY** issue
- Making sure it's the **CORRECT** issue
- Honest and Transparent Communication

IDEATE

- **IDEAS, IDEAS, IDEAS**
 - **WHERE ARE THE IDEAS COMING FROM?**
 - **WHO ARE THEY AND WHAT DO THEY VALUE?**
- **Consistent & TRANSPARENT Communication**
- **Don't be afraid to go back to the drawing board**
- **DON'T PUT ALL OF YOUR EGGS IN ONE BASKET**
- **POKE HOLES IN YOUR IDEA/CAN IT FAIL?**

PROTOTYPE

- After finding the most equitable and high quality idea, **create it to be tested**
- DON'T BE AFRAID TO START FROM THE BEGINNING
- DON'T INVEST UNTIL IT'S TESTED PROPERLY

TEST

- Don't test the prototype with part of the user base
- Make sure you believe in the product and test it fully
- Once tested, breakdown what made it work; **SHARE RESULTS!!!**
- **GUIDE THE CULTURE OF INVESTORS/HIGH POWERED PEOPLE**

EXAMPLE

- **TRANSPORTATION ISSUES IN TUCSON**
- **Success: IDEO with Bank of America in 2005 (source: Change by Design by Tim Brown)**
- **2045 RMAP (Regional Mobility and Accessibility Plan)**
 - **Approved in 2006, Modified in 2014**
 - **Expanding light rail around the University**
- **URBANIZED**
 - **Phoenix is poster child of Urban Sprawl**
 - **“Transportation is Democracy”**