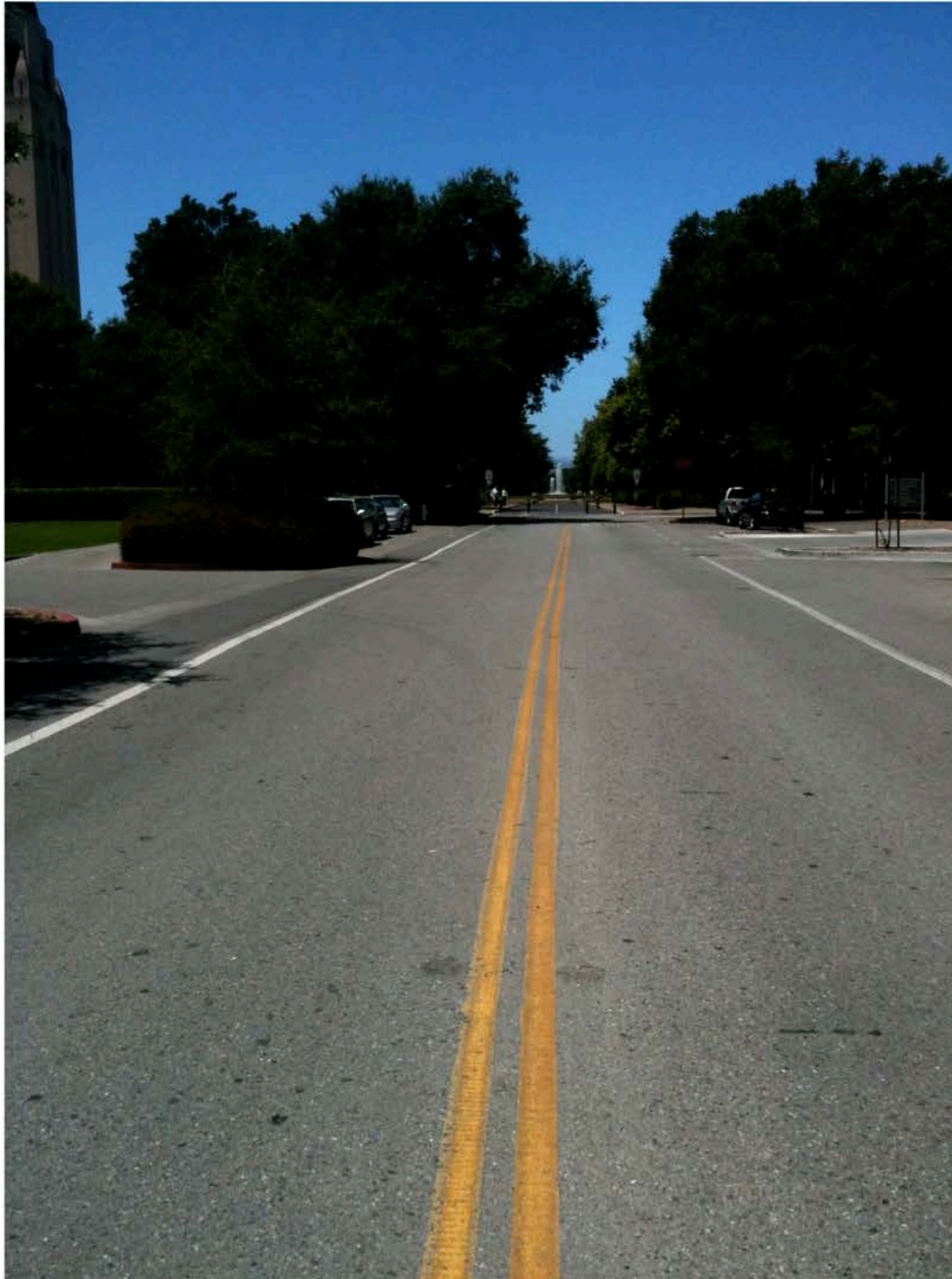# Design Thinking Bootcamp

My Stanford University 'd.school' journey by Christine Moody

About this Book

This book captures my experience at Stanford University Executive Program's Design Thinking Bootcamp. I attended as part of my continuing professional education as well as research for my Queensland University of Technology (QUT) Masters. Taught in the customised studio space at Stanford's Hasso Plattner Institute of Design (d.school), it aims to help executives better understand employee and customer experiences, develop deeper insights, and improve overall employee and customer satisfaction.

My d.school journey started here...Serra Street! This street is part of the 15 minute walk from Schwab Residential Centre to d.school.

d.school is located in the heart of the Stanford University Campus—building #550.

d.school Design Thinking Bootcamp

Wednesday July 6, 2011–Friday July 8, 2011
d.school (Bldg 550)

DAY1: WEDNESDAY 7/6

Time	Activity
8:00 AM	breakfast
9:00 AM	welcome & d.school intro
	dp0 (design project 0)
10:00 AM	break
	dp1: project & team launch
11:00 AM	dp1: empathy
12:00 PM	lunch
1:00 PM	dp1: field immersion
2:00 PM	
3:00 PM	break
4:00 PM	dp1: synthesis
5:00 PM	day1: team & global debriefs
6:00 PM	cocktails & dinner
7:00 PM	

DAY2: THURSDAY 7/7

Time	Activity
8:00 AM	breakfast & team huddle
9:00 AM	day 2 welcome
	dp1: inspiration & ideation
10:00 AM	break
11:00 AM	dp1: ideation & selection
12:00 PM	lunch
1:00 PM	dp1: prototyping
2:00 PM	break
3:00 PM	dp1: test
4:00 PM	
5:00 PM	day2: team & global debriefs
6:00 PM	cocktails & storytelling
7:00 PM	

DAY3: FRIDAY 7/8

Time	Activity
8:00 AM	breakfast
9:00 AM	dp1: iterate
	break
10:00 AM	dp1: storytelling
	dp1: demos
11:00 AM	dp1 & dthink debrief
12:00 PM	lunch
1:00 PM	taking it home
2:00 PM	break
3:00 PM	dp0: facilitation
4:00 PM	
5:00 PM	program close!
6:00 PM	
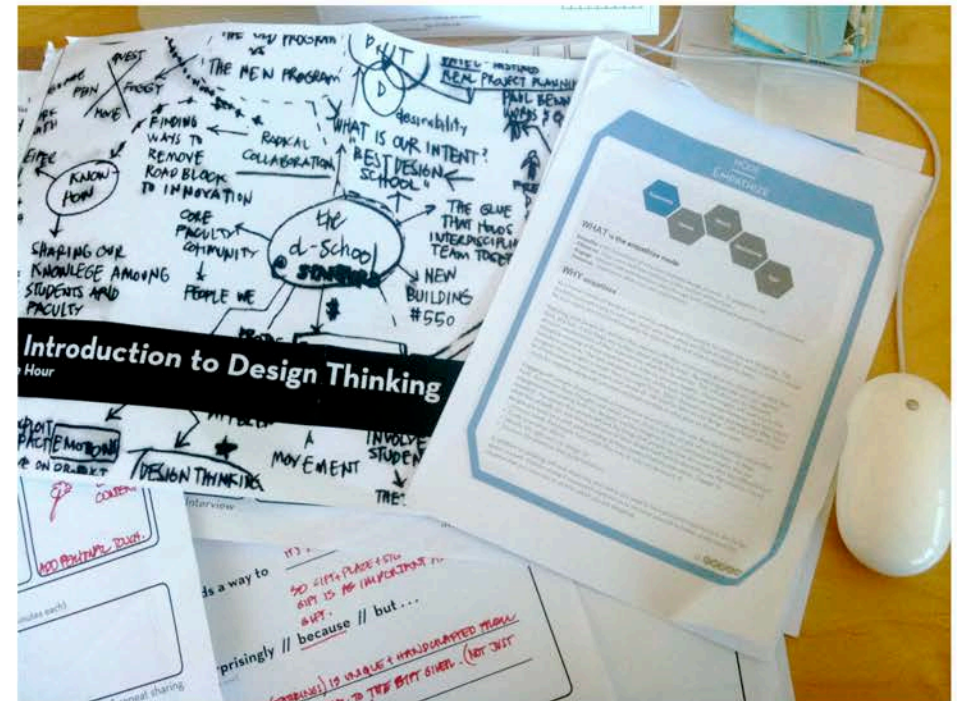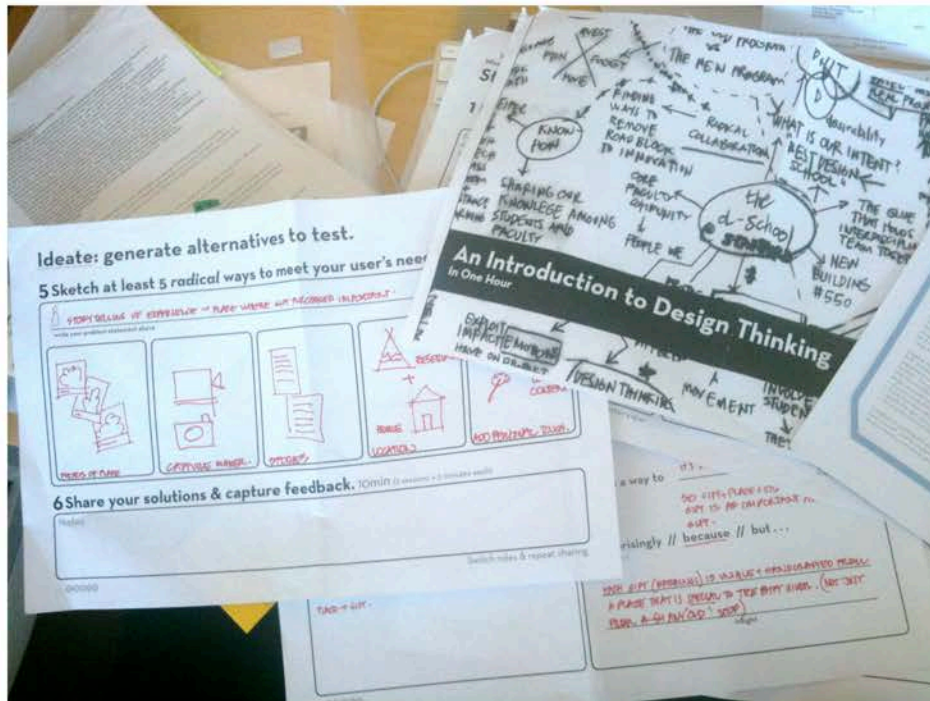
SCHEDULE!

Our schedule was very full but promised to be very 'hands on'.
The pre-reading and my Masters research certainly assisted in preparing me for the program.
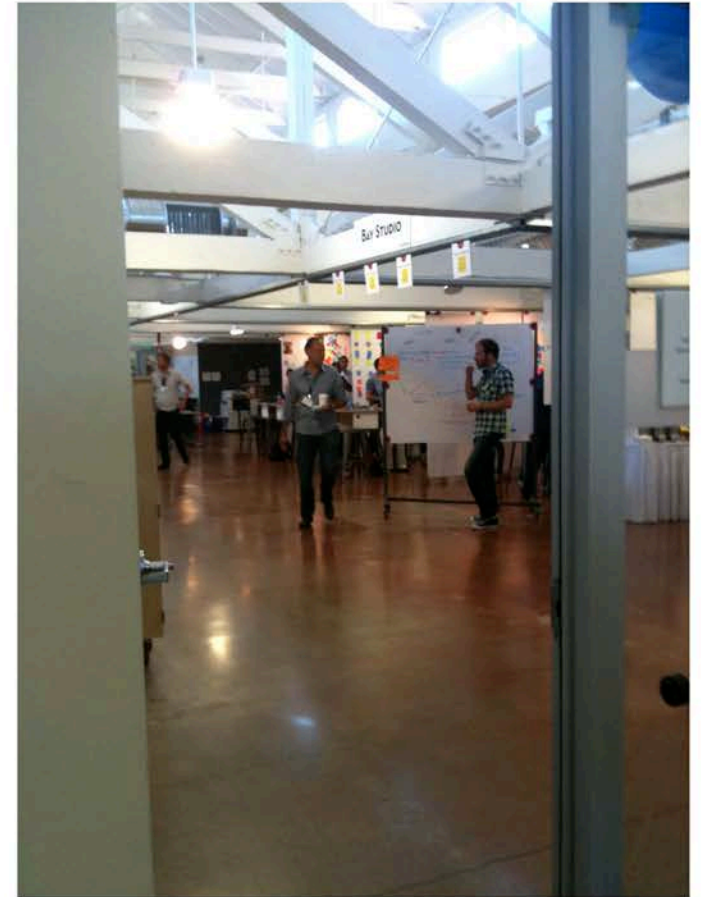
The studio space was light filled and flexible. The walls, furniture, and materials were all moveable—everything seemed to be on wheels! This reflects the d.school's philosophy of prototyping—the space and everything in it, seems to continually change and improve with each iteration.

A Warm-Up Exercise:
Redesign the Gift-Giving Experience

Using a recent 'Gift-Giving Experience' the program kicked of with an immersive activity. The project is meant to give participants a full cycle through the design thinking process in a short a time as possible. We had 60 minutes in total to interview our 'partner', capture findings, define the problem, ideate, test, and reflect, and generate a new solution. This tight timeframe also included building a prototype!

My project partner was John Ravitch (Partner, IDEO). John and his wife (Adisa) had recently purchased several sets of earrings during a recent visit to an Indian Reserve. Part of the gift giving experience for John and his wife, was to tell the story of the gift's history.

I designed a wallet-style folder that not only contained the earrings but also told the story of the designer/maker and the history of the Reserve. I wanted the recipient to understand how special the earrings were. The folder concept/prototype featured photographs (polaroids) and videos (usb's) that captured the design/making/crafting processes— post-it notes were used to demonstrate this. The flower crafted from pipe cleaners, represented the personalisation of the gift—this can be changed depending on the personality of the recipient.

This project was the warm up for the JetBlue project.

Here are the results of our prototypes. John's wife Adisa loved the gift-giving idea! That is a photograph of Adisa with the prototype (bottom right-hand side).

Stanford/JetBlue Collaboration

JetBlue, an airline pioneer that offers customer-friendly travel amenities including leather seats, satellite television, and award-winning customers service, collaborated in bootcamp field research that immersed the participants in the practice of corporate innovation. We had the chance to learn design thinking—a human-centred, prototype-driven process for innovation—that can be applied to products, services, and business design.

The collaboration allowed JetBlue to gain independent insights into their airport experience. We focussed on navigating the airport, luggage check in, security clearance, and departure —from the traveller's perspective. Participants were given access to a 'real live' JetBlue passenger (hello Bill!) who was 'shadowed' through all stages of departure. We interviewed passengers on their experiences during the journey through security to the departure gate.
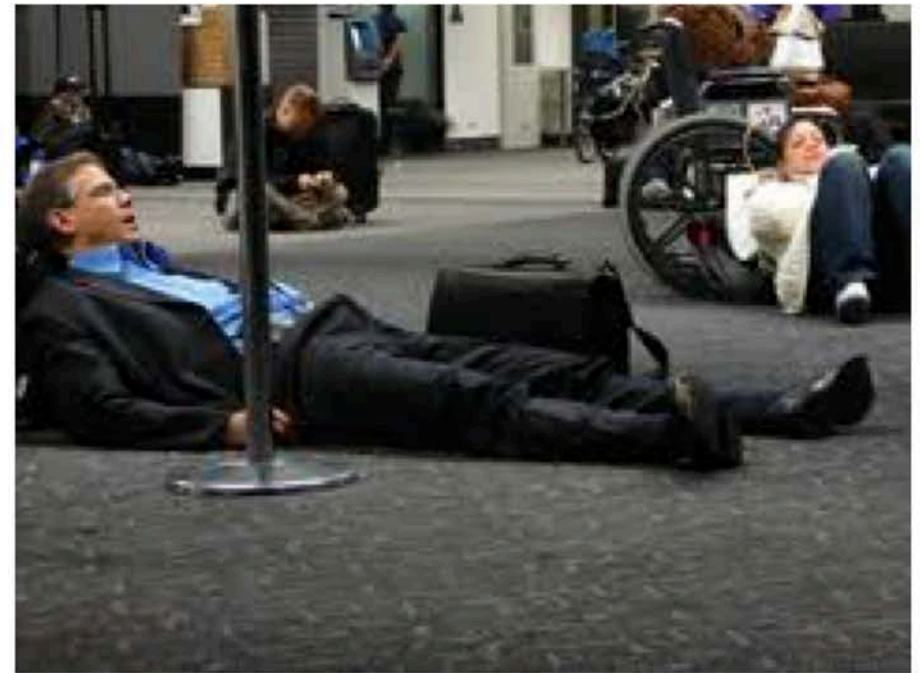
Key features of the Stanford/JetBlue collaboration had the program
participants conducting:
> interviews with JetBlue's key management personnel
> observations of real travellers embarking on JetBlue
> ideation, design, prototyping, and iteration of new procedures and experiences
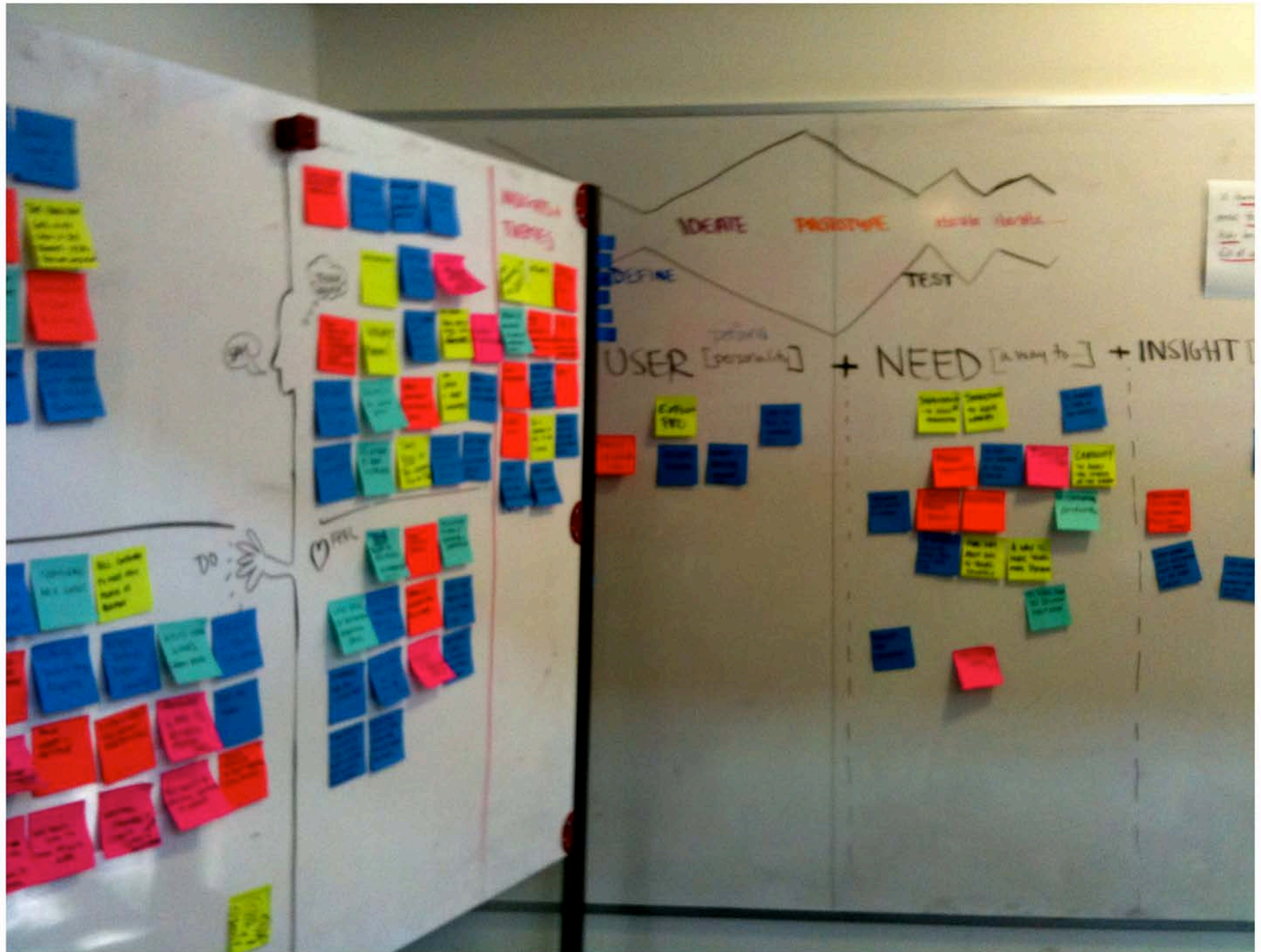> presentation of proposed models to JetBlue management.
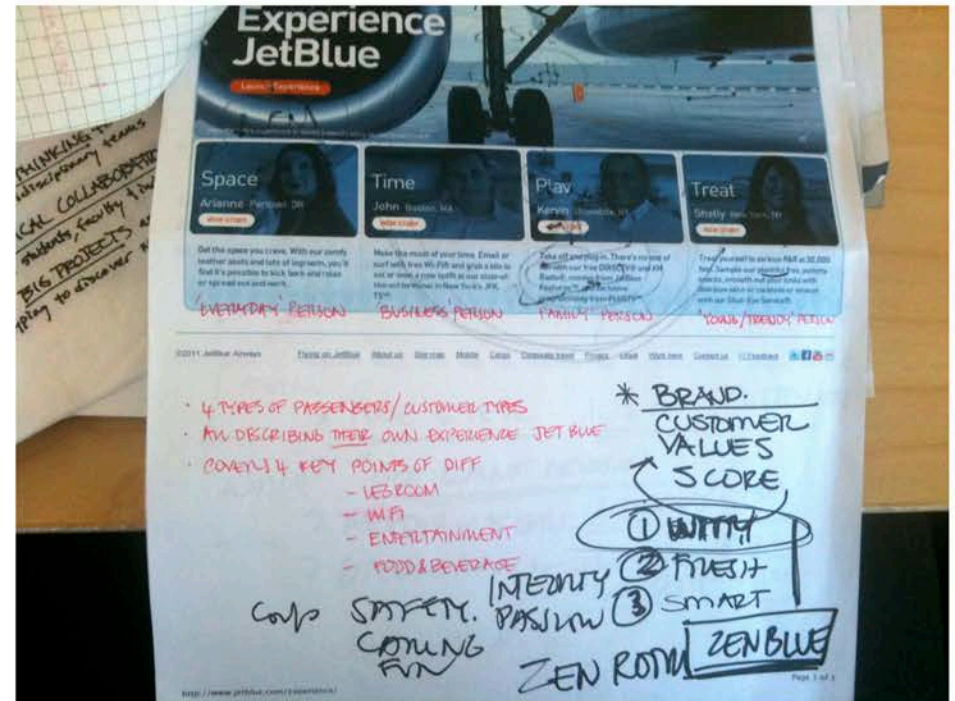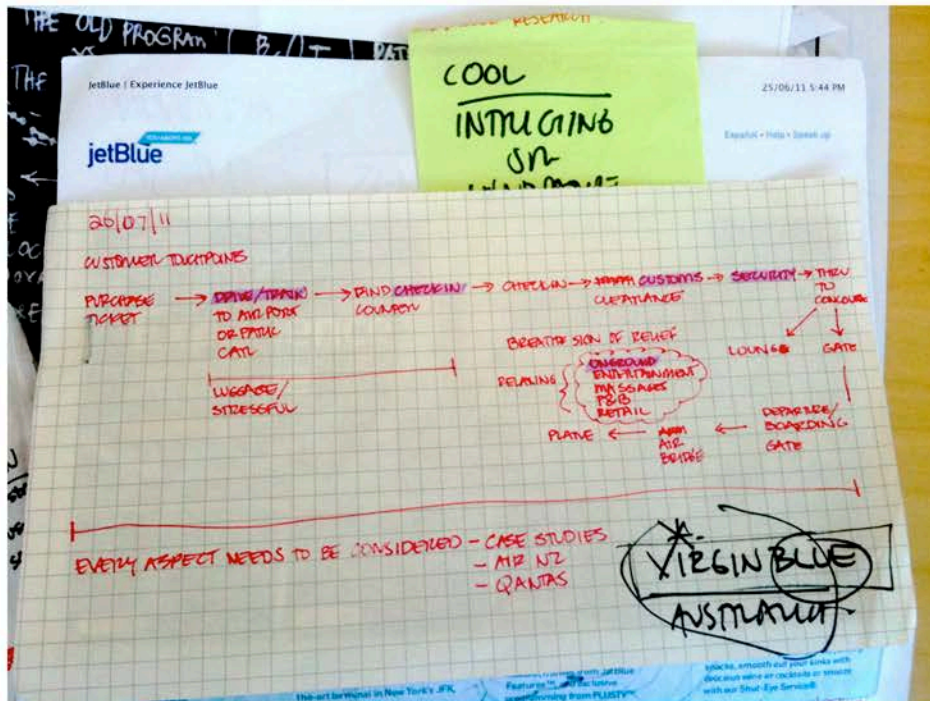
As I had never experienced JetBlue, I made sure that I researched the company via the website jetblue.com. Prior to leaving Australia, I documented my JetBlue findings plus the Qantas 'ground experience' to ensure that I was fully immersed in the airport experience. Air travel for me has changed forever—I observe and take notes on everything I see now!

A selection of photographs of San Francisco Airport (SFO).
The crowds, the stress, and the experience are the same in airports all over the world!

Back at d.school we reviewed the photos and the information from the interviews. We looked for common insights and themes and developed our Point Of View (POV).

Our POV—"An empowered traveller needs to hoard everyday experiences in preparation for flying **15** because so many of those things are denied during air travel".

We worked hard to develop ideas to prototype. Our prototypes were developed and then tested on volunteers. Their feedback was incorporated into version 2.0.

We developed three prototypes: an app to allow easy navigation through SFO; a SMS call to flight capability; a BlueZen pre-flight relaxation area; and a check-in facility for hand luggage. We presented these to JetBlue executives and received very positive feedback! **17**

d.school Crash Course in Design Thinking

As part of the 'taking it home' section, volunteers were asked to attend a 'd.school-style' crash course where the executives were asked to facilitate a brief design thinking session. In true d.school style, we had 15 minutes to prepare and 90 minutes to teach design thinking processes to the group.

It allowed us to put theory into practice and embed the processes into our way of doing things. It meant we had to jump into the process and present in a way that made sense to us and the participants—within the framework of the d.school way of doing things.

It gave us the confidence and 'real life' experience to implement this as soon as we get back home! This is referred to as 'learning by doing'!

Our group of volunteers got straight into it! I think it was our great facilitation! **19**
This reinforced our learnings from the last three days and ensured we had the skills to take home to our teams and our projects.

Stanford Alumni

The highlight of the week was meeting the wonderful group of executives who participated in the frantic pace of d.school. We shared breakfast, lunch, and dinner together as a energised cohort.

Even though we were assigned teams, we were encouraged to interact with all participants and were given the opportunity to mingle during every break. We worked hard but we still managed to have fun along the way! Design thinking at its best!

Participants

michael.alexin@target.com, elaine.ann@kaizor.com, philansell@dpss.lacounty.gov, ethanappleby@gmail.com, paula_bacheller@vfc.com, julie.baher@citrix.com, jnb@novabase.pt, stephanie.boyde@shell.com, josecavagnaro@gmail.com, craig.chamberlain@sonosite.com, imran.chaudhry@providence.org, dan.christman@maxim-ic.com, dwain.cox@chick-fil-a.com, pedro.crespo@novabase.pt, javier.cuevas@providence.org, sumit.dhawan@citrix.com, iain_douglas@vfc.com, patrick.douglas@target.com, jedwards@ema.us, rodrigo.fajardo@richemont.com, asf@novabase.pt, bflores@aya.yale.edu, i.franklin@shell.com, uday.gajendar@citrix.com, brian.gannon@maxim-ic.com, leticia.garcia@havasmedia.com, caroline.gill@ucd.ie, denise_grubb@farmersinsurance.com, saul.gurdus@citrix.com, andrew.hairetis@ihg.com, shamelin@vortex-intl.com, philip_hamilton@vfc.com, josh.hansen@sonosite.com, john.hargedon@maxim-ic.com, pedro.janeiro@novabase.pt, diane.kalmanowicz@citrix.com, harlan.kennedy@vbporange.com, jakekim@alphausa.org, nick.kugenthiran@aus.fujixerox.com, jannie.lai@citrix.com, topspin444@aol.com, tlee1@its.jnj.com, thomas.c.maher@gmail.com, amanda.manzoni@shell.com, carrie.merrick@fmr.com, Chris Moody <chris.moody@brandaudits.com.au>, christian.neubert@sandoz.com, marla.noble@citrix.com, knoon@stopaids.org, mitch.parker@citrix.com, gordon.payne@citrix.com, karyn_peterson@vfc.com, mpickens@worldbank.org, dpierce@gettys.com, david.rego@solon.com, michael.reiff@shell.com, ryan.roberts1@providence.org, nate@xo.com, nrosenberg@insigniam.com, stephanielrowe@gmail.com, bhanu.sharma@sonyericsson.com, bonny.simi@jetblue.com, gagan.singh@citrix.com, nadine.steklenski@target.com, jyrki.still@cn.deetee.com, mike.stringer@citrix.com, andy.swordy@shell.com, ptam88@gmail.com, kristin.taylor@citrix.com, terry@tigner.com, ttt@cisco.com, vincent.vanophem@shell.com, rich.varda@target.com, umesh.vemuri@saic.com, ashok.venugopal@gmail.com, mark.vernooij@thnk.org, fredric.vinna@propellerheads.se, keith.wellnitz@maxim-ic.com, twussow@jw.com, christine_yau@vfc.com, soon_yu@vfc.com, lzufferli@capitalc.ca, bhanu@bhanu.me
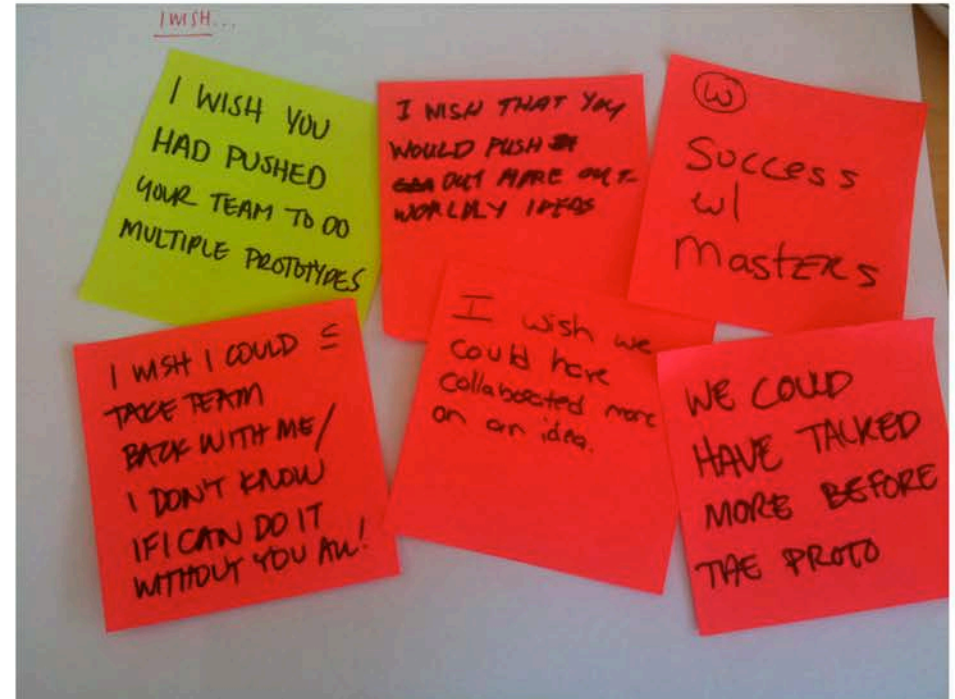
'I Like...' and 'I Wish...' feedback from my team!
Team 'Duck': Josh Hansen, Sonosite Inc; Stephanie Rowe, NEXT LLC; Gagan Singh, Citrix; Ashok Venugopal, Taranis Software; and Christine Moody, Brand Audits. Our wonderful Coach: Kerry O'Connor, IDEO.
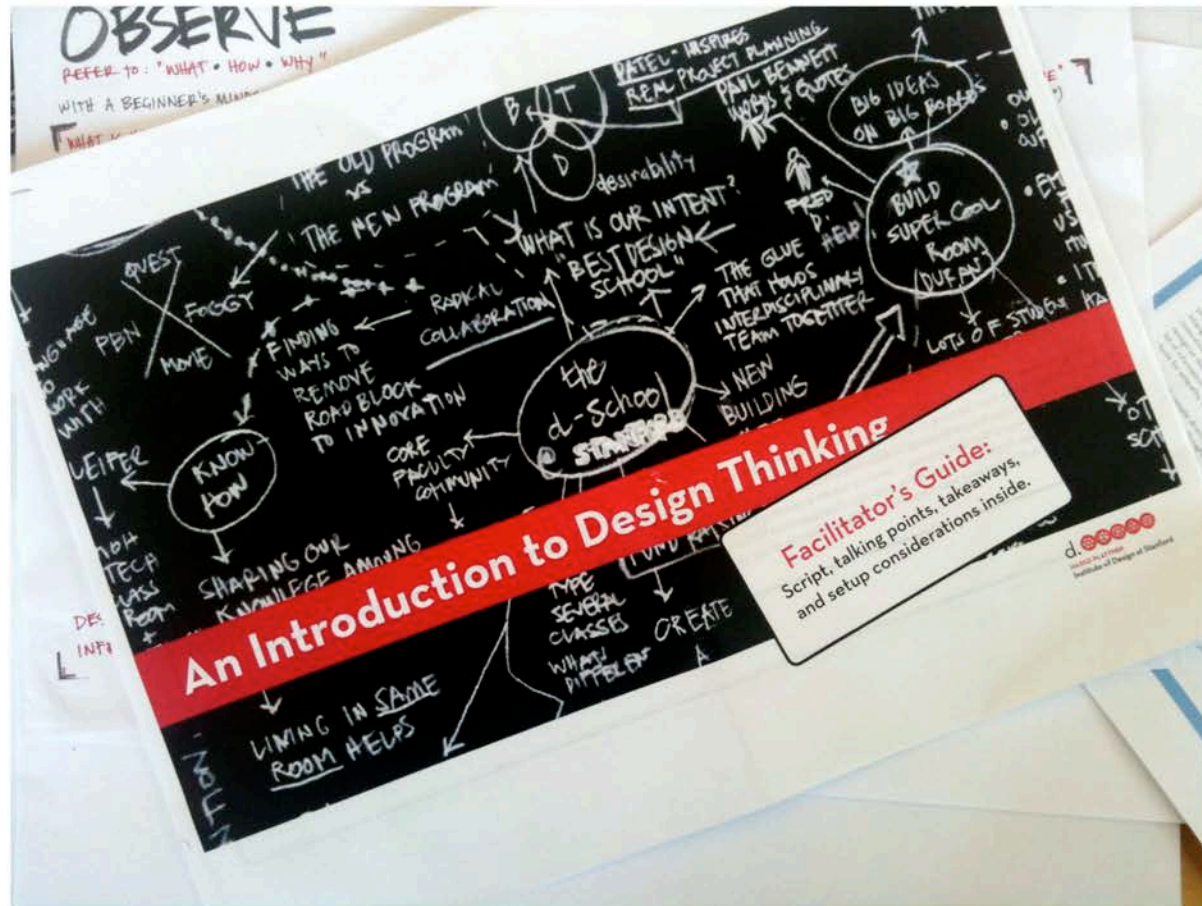
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Bringing it Home....

It is well and good to attend international conferences and executive programs, but what happens when you get home? Work priorities take over and the excitement and energy from the bootcamp can disappear as the need to meet deadlines and budgets take over.

My priority is to immerse my team in the philosophy of design thinking and the frameworks of the program. I will take my team through the program and then align the bootcamp experience with my brand audits capability with particular emphasis on the getting out there and 'learning by doing!

My QUT Masters research will continue to focus on the link between design thinking, brands, and business innovation. The bootcamp allowed me to gain the clarity around the concept of 'design thinking'.

I have already created my Brand Audits Play Box—containing all the d.school staples of pipe cleaners, post-it notes, and sharpies!—and already well on the way to getting out there and 'doing' it!

Some of the 'take homes': our facilitator's guide; our graduation award box;
and our d.school pin—seen here on my business card!

My 'Brand Audits Play Box'—I went straight from the airport (after a 13+ hour flight from LA) to the stationers where I stocked up on d.school staples including pipe cleaners, paperclips, sharpies, and of course 3M post-it notes!
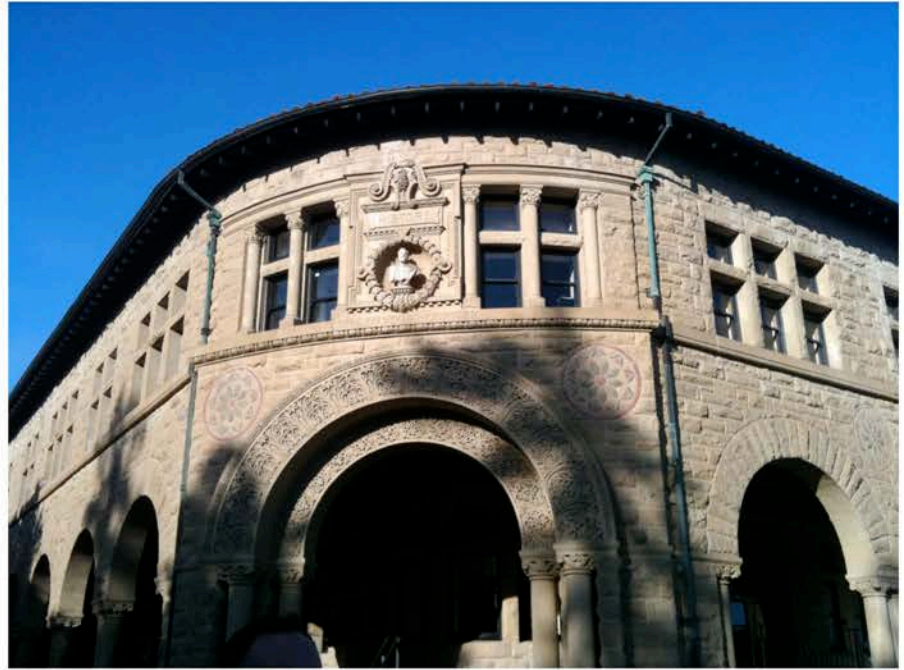
PS: My Home for a Week—
Schwab Residential Centre

Located on campus at 680 Serra Street Stanford University. It was home for the week.
I stayed in Room 324.
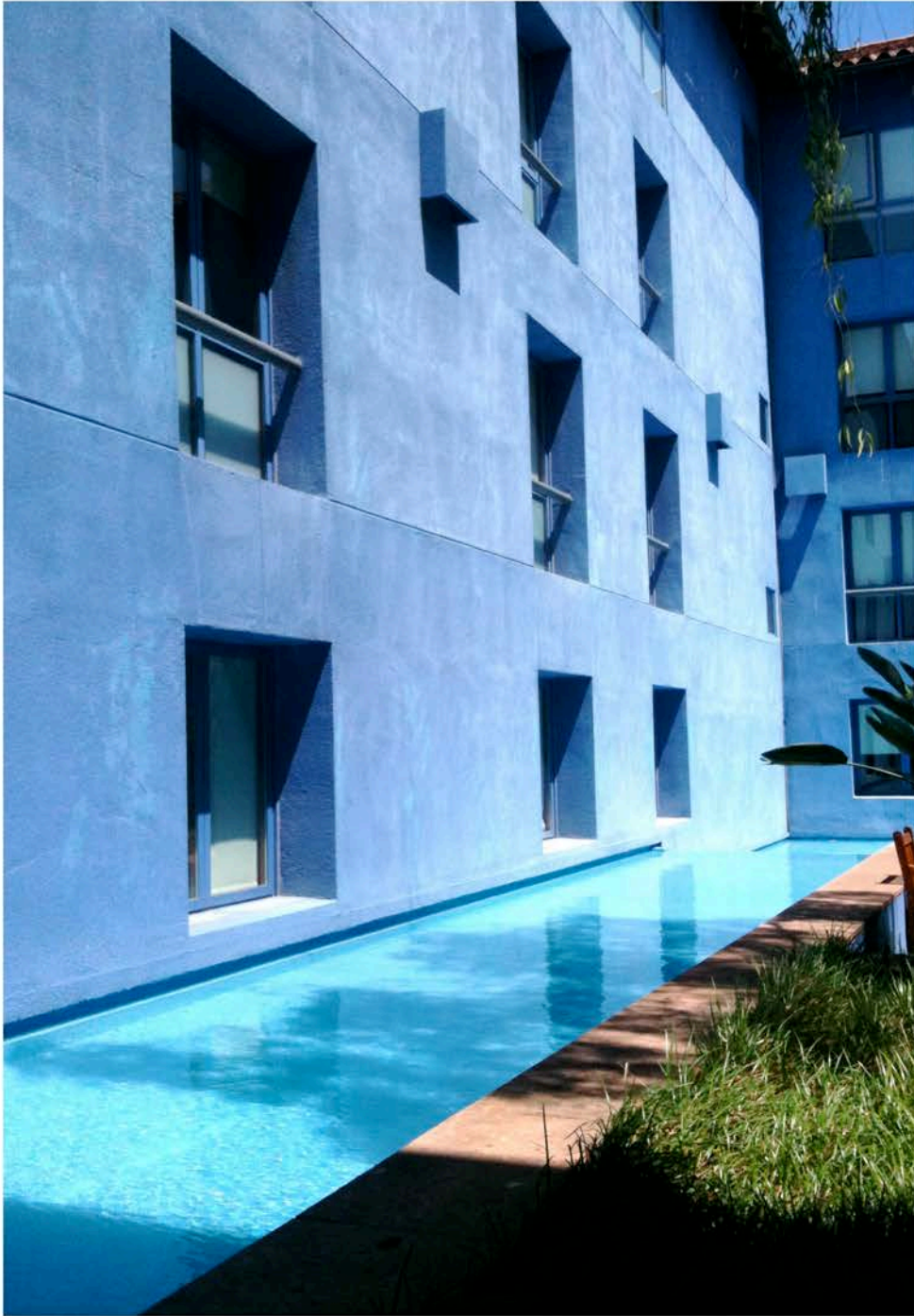
About Christine Moody

Christine Moody is an Australian leader in corporate branding and visual communication. For more than 30 years, this highly-awarded Brisbane businesswoman has been providing communication counsel to corporate clients across a range of national and international projects. Known for her professional approach and her sense of humour, Christine uses her unique leadership style, knowledge, and extensive experience to make Brand Audits a top-end consulting firm. (brandaudits.com.au)

Stanford University d.school 06 to 08 July 2011

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