

Making Change With Design Thinking

Driving Change Through Creative and Innovative Experiences

David Yarde

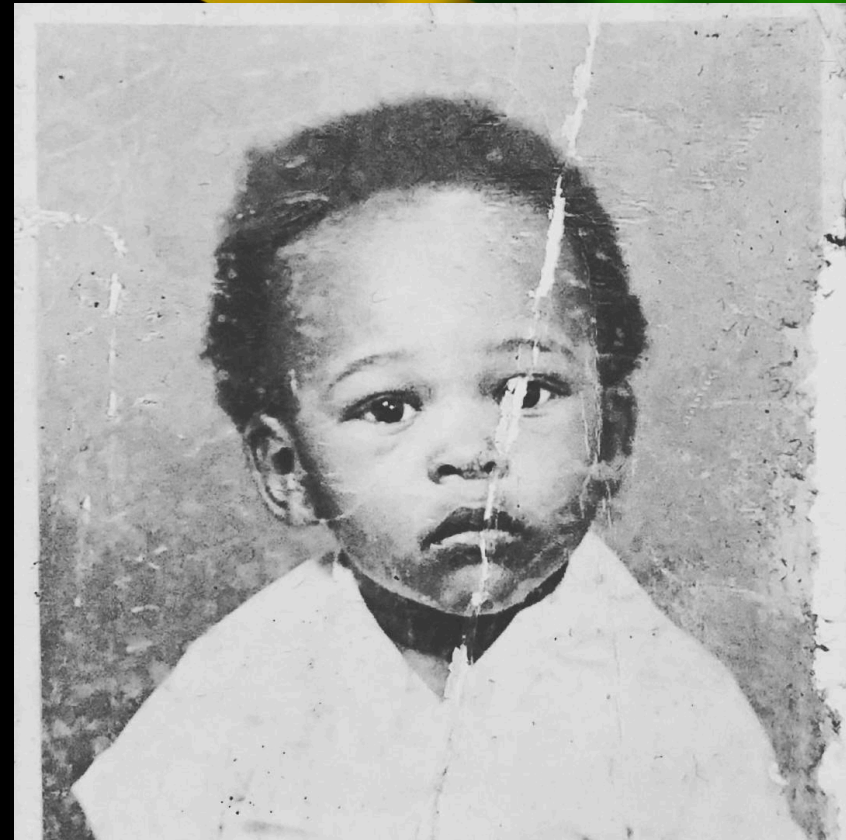
MINIMUM LOVEABLE BRAND

SEVENALITY

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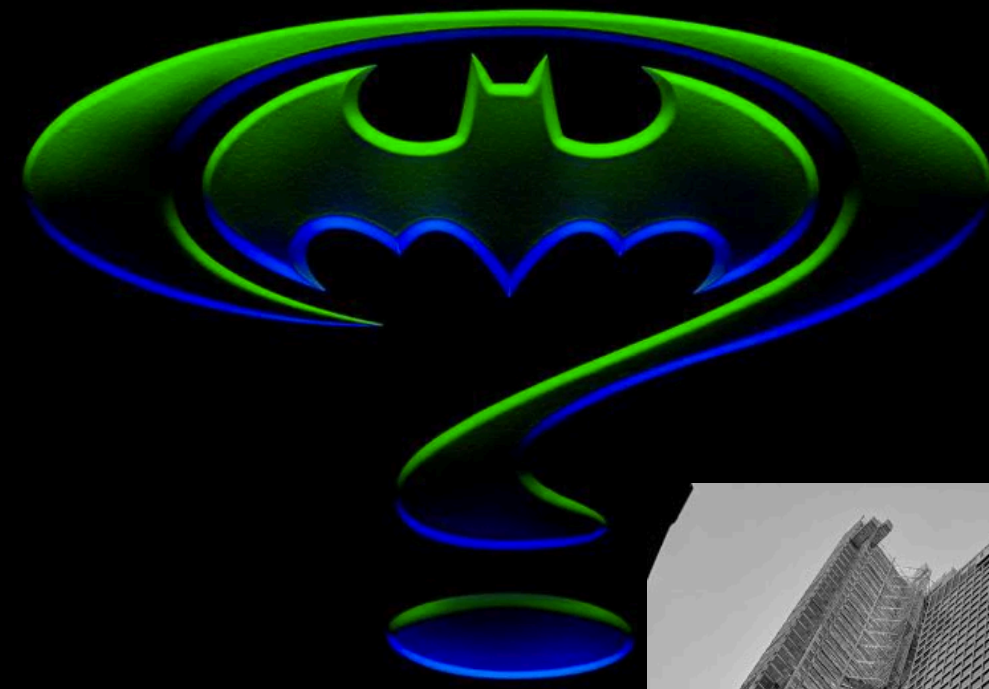
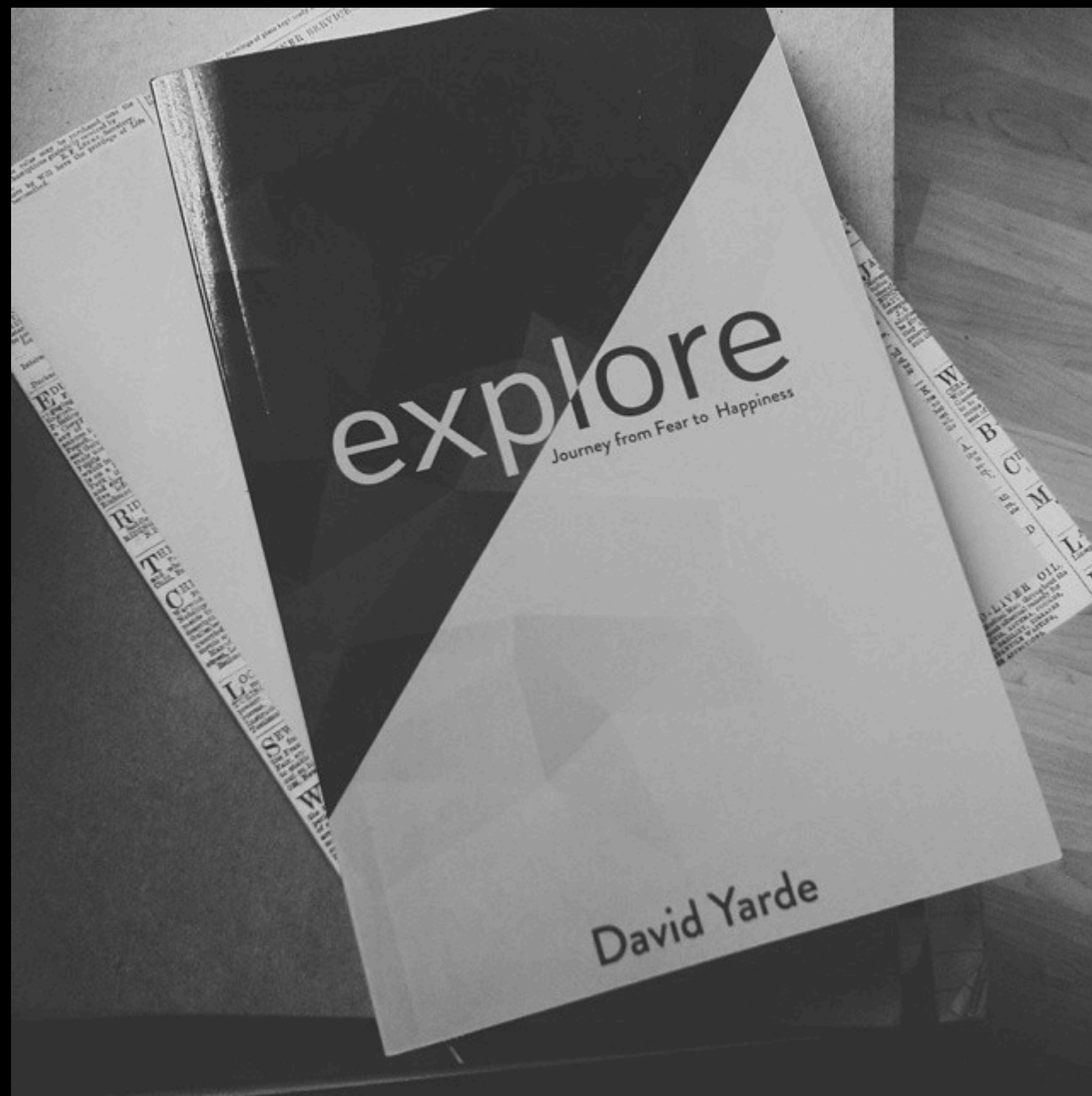
Welcome.

Let's Get Acquainted!



'The sun shineth; the land is green; and the people are strong and creative'.

[Learn more about David here!](#)



Before We Get Started

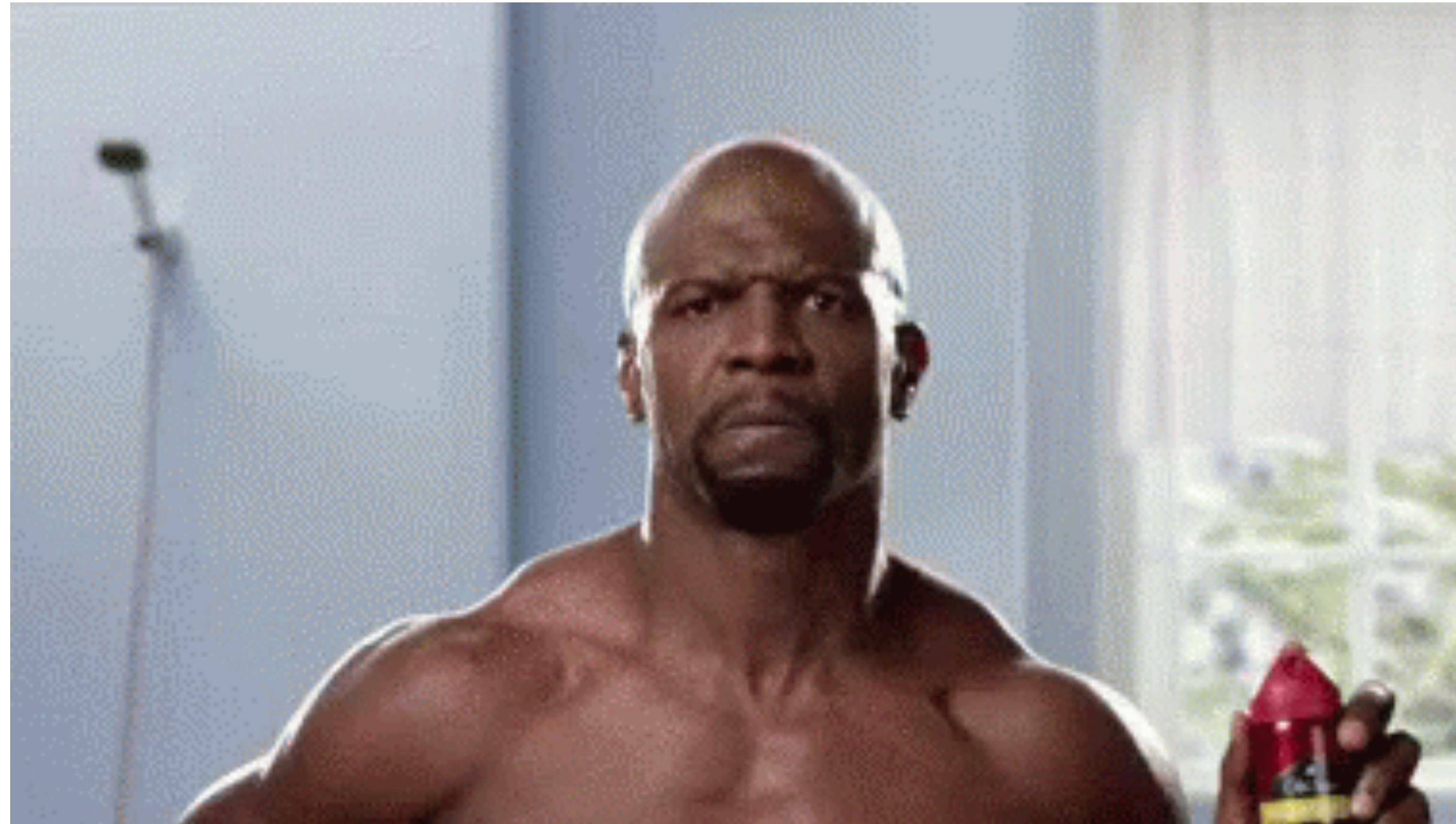


Learn to say
no to ego.

We aren't as rational
as we think we are...

Things We'll Need

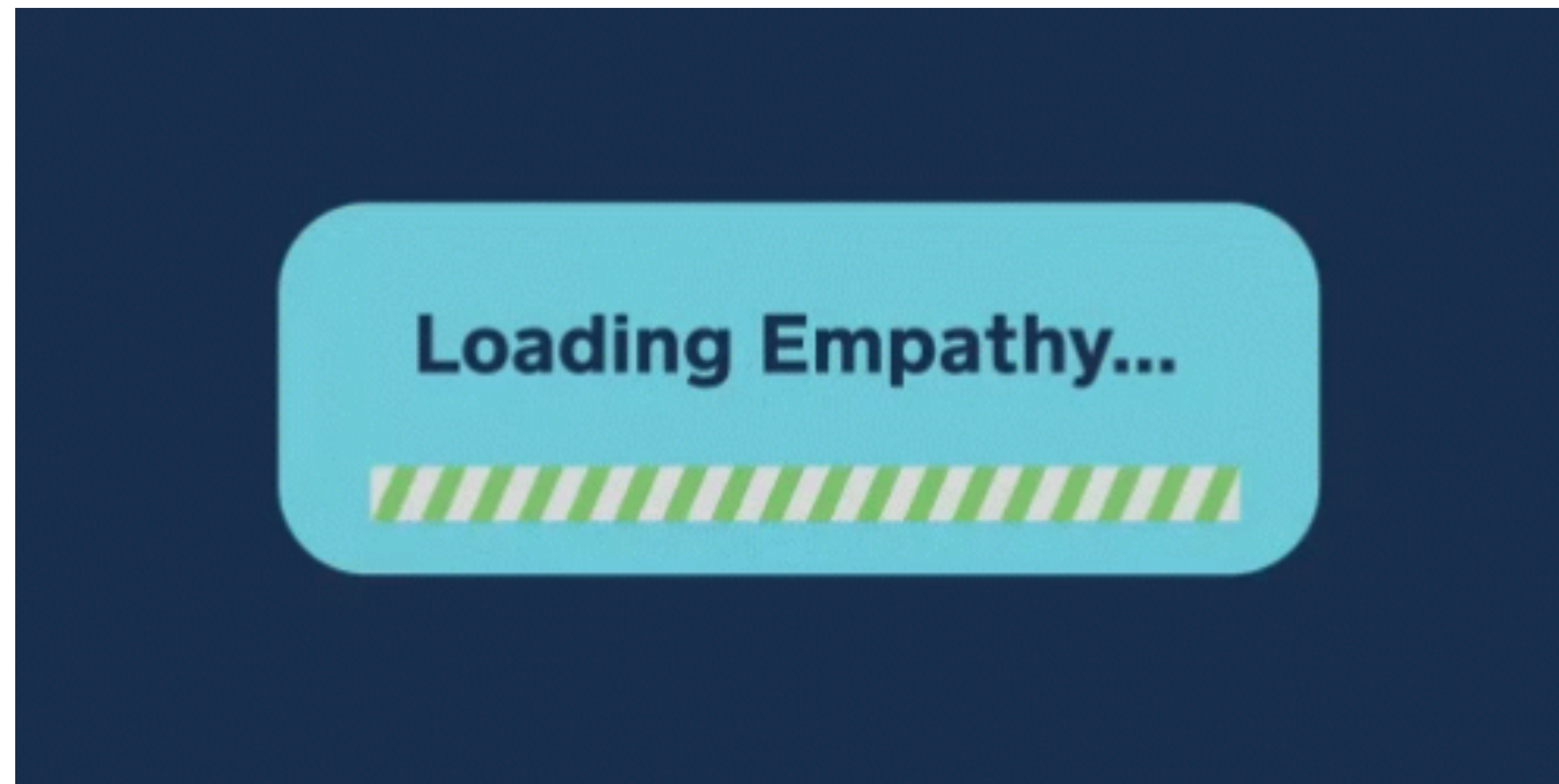
An Open Mind



A Spirit Of Curiosity



Empathy Not Sympathy



What Are Your Biggest Challenges?

What Are Your Consumers Biggest Challenges?

ACTIVITY

The Collective Experience

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So Why Is It Hard To
Get Noticed?

Intro To Design Thinking

In short, design thinking is an action-oriented approach to generating creative solutions to complex problems.

INDUSTRIAL
DESIGN DRIVEN

CLASSICAL
DESIGN

INNOVATION
DRIVEN

DESIGN
THINKING

INNOVATION AT
SCALE DRIVEN

COMPUTATIONAL
DESIGN

Design Thinking Principles

- **Empathy**
- **Exploration**
- **Materialize**
- **Iterate & Re-iterate**

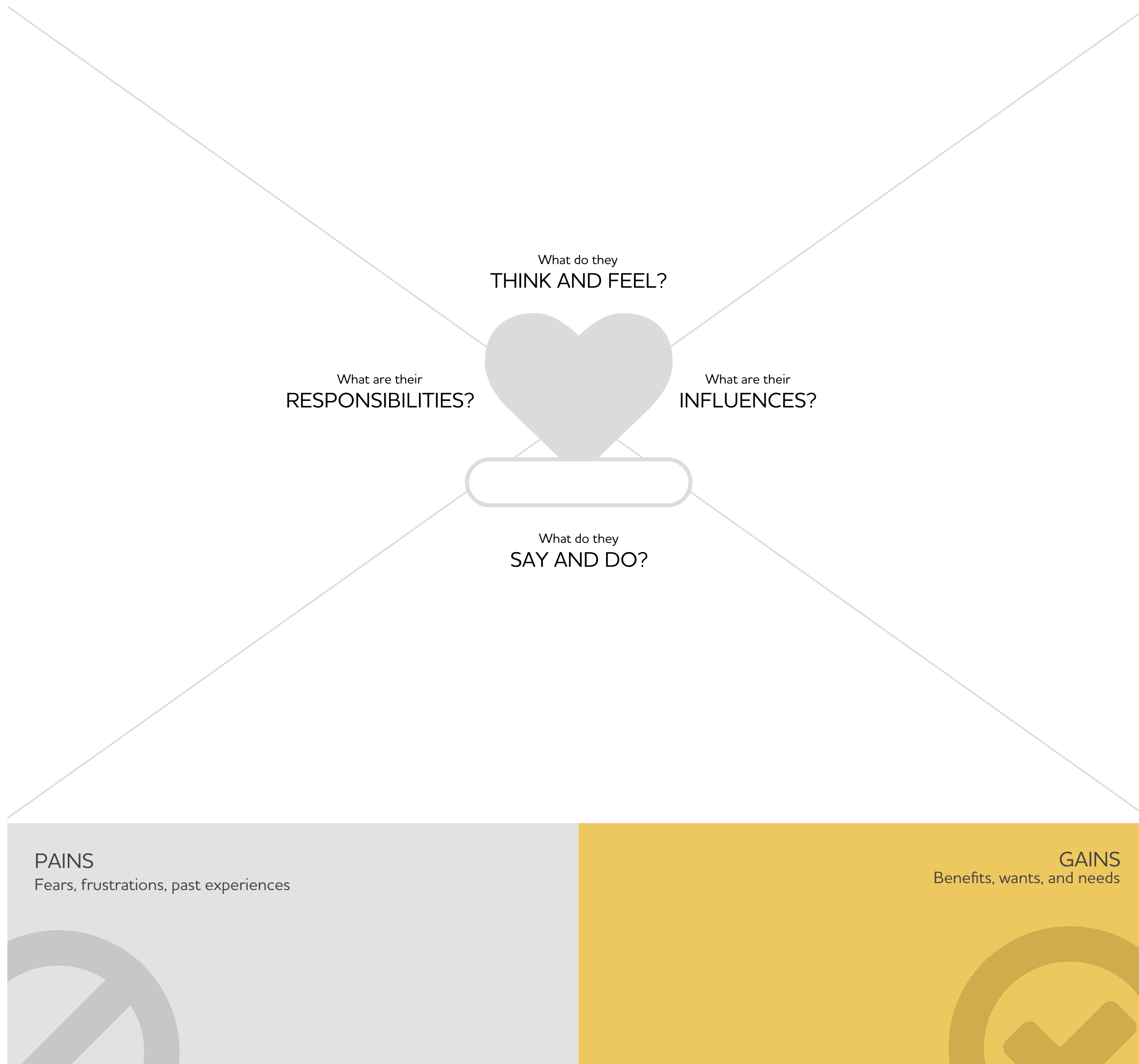
Empathy

Engage with and observe the people you aim to connect with and serve.

Understand their needs, find what is important *to them* before you even talk about the end product or solution

Empathize with
your users.

Understand their goals, pain points, and motivations to create products that meet their needs and empower them.



Loveable Empathy Map

First time around, give yourself a little kick of empathy.

Second time around, apply that empathy to your community.

Download a copy of the [Loveable Empathy Map](#)

_____ needs a way to

_____ so that _____

The user needs a way to **do something that addresses their need(s)** so that **they can benefit**

Exploration

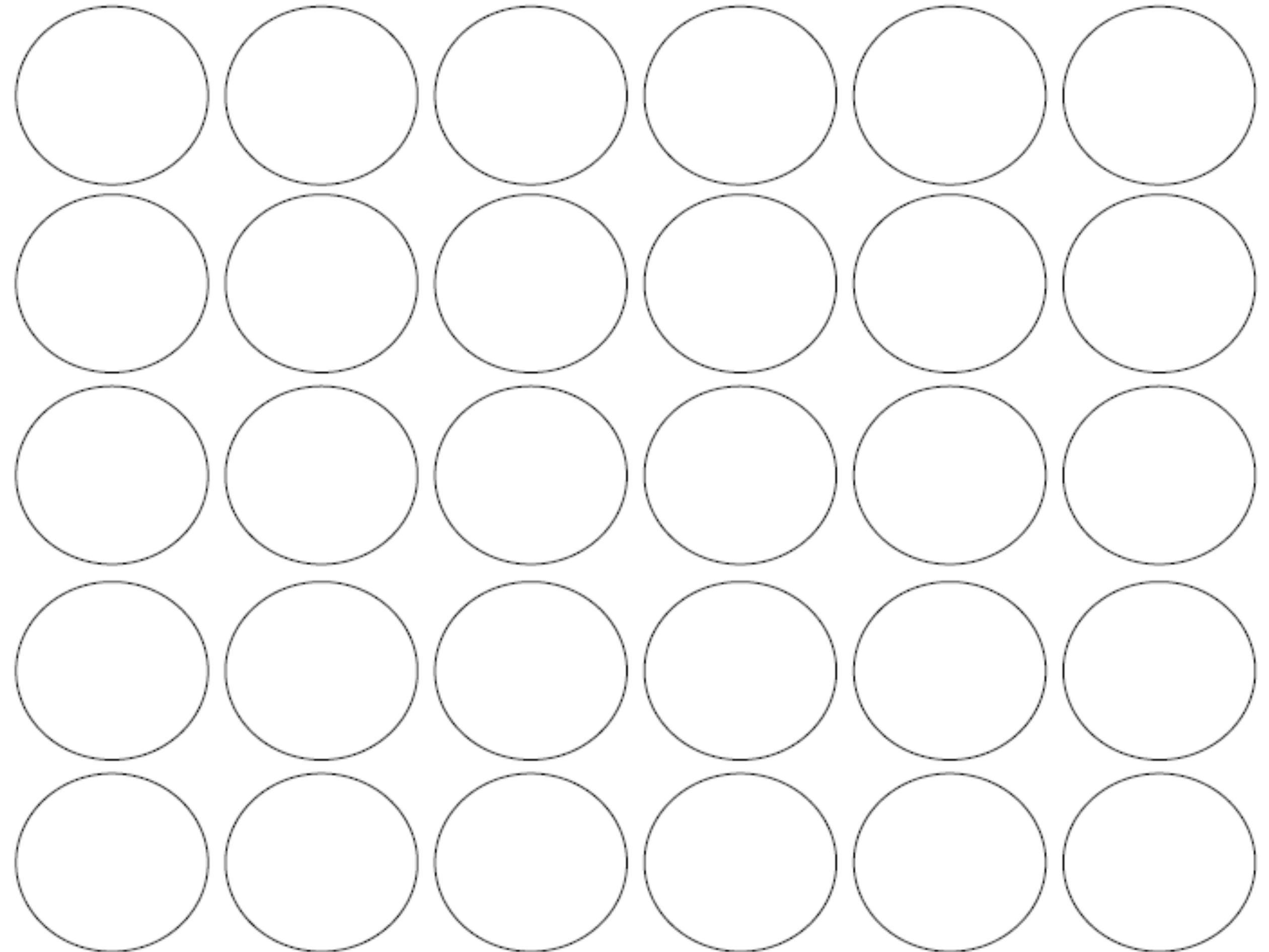
**The goal is quantity and
diversity of ideas, not quality.**

Exploring options and generating a wide variety of ideas is essential to arriving at innovative solutions.

30 Circles 30 Seconds

How many ideas can you generate using just these 30 circles?

Ready? Set? Go!



Materialize

Investing too much in a prototype means that it is already too polished, and usually its creators too emotionally attached, to incorporate significant feedback.

The goal of this phase is to understand what components of your ideas work, and which do not.

In this phase you begin to weigh the impact vs. feasibility of your ideas through feedback on your prototypes.

Iterate & Re-iterate

The focus here is to create a model that enables the ability to deliver a solution in an economically viable and scalable fashion.

Put your prototype in front of real customers and verify that it achieves your goals.

Has the users' perspective during onboarding improved? Has it stayed the same? Observe what changes.

Reflection

**Where are you/
we going?**

How are you/we
getting there?

Applying Design Thinking

The Power of Storytelling

**What is the story
you're telling yourself?**

How are you delivering
your stories?

**Now Go Out and
Make Change!**

Questions? Struggles?



Shoot me a message or connect with me on your favorite platform below!

Instagram: [@thedsmy](#)

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3 Reasons Why You're Brand Isn't Lovable

Feeling As If You're Throwing Spaghetti Against The Wall In Your Branding Efforts?

Wondering Why Your Brand Isn't Getting The Love You Think It Should?

[Download your copy of 3 Reasons Why You're Brand Isn't Lovable](#)