It Starts with Creative Confidence!
Portraits
DESIGN THINKING

RADICAL COLLABORATION

REFRAMING

CURIOSITY

MINDFULNESS OF PROCESS

BIAS TOWARD ACTION

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Real World Example
“To create meaningful innovations, you need to know your users and care about their lives.”
~d.school

“There is no substitute for watching and listening to people.”
~ Larry Page
Interviewing & Empathy Mapping
First-year Student Life

**Think & Feel**
- It’s hard to sleep when roommate is on different schedule
- It’s hard to meet new people
- Misses home

**See**
- Rooms are hot
- Not enough outlets
- Bathrooms aren’t very clean

**Hear**
- Advice from RA
- Hall meetings are helpful
- Broomball is a great way to meet people
- Take advantage of learning centers
- Chem and Calc exams are hard!

**Say & Do**
- So many opportunities, hard to decide what to get involved in

**Pains**
- Afraid of failing classes
- Not sure where to go for help with classes
- Not sleeping well

**Gains**
- Wants to do well in classes
- Hopes to make new friends
- Wants to get involved in student orgs
“Framing the right problem is the only way to create the right solution”

Define

How Might We…?
Define Example

Original Problem:
How might we create a cheaper, easier to maintain incubator for infants in Nepal?

Reframed Problem:
How might we help mother's in remote villages keep their low birth-weight babies warm?
Define

How might we help/encourage

(specify person x, brief description of x)

to

(verb statement of what x needs)

How might we use

(unexpected resource)

to help

(desired outcome)

How might we make

(the need/overarching goal)

feel like

?