A Design Thinking Mindset

Adapted from the *CUES Elite Access Course: Cultivating a Design Thinking Mindset for Problem Solving*

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Take Back Work

Everything in our world has been designed – physical objects (your toothbrush), processes (registering your car), layout (arrangement of the furniture in your living room), systems, etc. Well-designed products, processes or services can make us think "that was easy!" While others may create a bit of friction or frustration. With a design thinking mindset, you'll see more opportunities to create positive change.

KEY TAKEAWAYS

Highlights from the CUES Elite Access course. You can find additional detail by reviewing the recording from this course. Visit **cues.org/professional-development-and-events** to access the recording

» Opportunities for improving the design of products, processes, and services are all around you. Keep an eye out for those friction moments

» Design Thinking Process

- **Empathize**: interview, shadow, seek to understand, listen
- **Define**: pain points, role objectives, decisions, reframe
- **Ideate**: brainstorm, diverge and converge, use "yes, and" thinking, select and prioritize
- **Prototype**: fail fast, iterate quickly, mockups, storyboards
- **Test**: identify barriers, get feedback, role play

» For each step of the design thinking process, reflect on how it shows up in your organization, what you can do and how this adjusts the product/process/service from old to new.

» Reflect on your audience as you move through the design thinking process. How is design impacting you? How is design impacting your team or organization? How is design impacting your members or stakeholders?

TAKE ACTION

The following questions/statements are provided for you to reflect on and identify next steps in your own development. Use these questions to move from knowledge to action.

» **Start with empathy.** Take a process your team or members use and interview others to gather insights on their needs and experience. Look for extreme viewpoints that arise, ask follow-up questions to dig deeper, reflect on these experiences, and watch for patterns and themes to help you understand where adjustments could be made to create a more positive experience.

» **Define the problem.** Reflect on a situation when you encountered a design that created frustration or friction. What would you like to see different about the process? Ask for feedback from others.

ADDITIONAL RESOURCES

If you are interested in learning more about this topic, we encourage check out **CUES Learning Portal** for pathways and other content on this subject. You may also find additional CUES Elite Access Courses or Webinar recordings on this subject.

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