
Design Thinking & Public Sector Foresight

FEDERAL FORESIGHT COMMUNITY OF INTEREST

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what is design thinking?

*“**Design thinking** is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”*

- IDEO

what is design thinking?

*“**Human-Centered Design** is the discipline of creating solutions intended to cause improvement that are driven by the needs, desires, and context of the people for whom we design.”*

- LUMA Institute

what is design thinking?

*“...A methodology for innovation that combines creative and analytical approaches, and requires collaboration across disciplines. This process—which has been called **design thinking**—draws on methods from engineering and design, and combines them with ideas from the arts, tools from the social sciences, and insights from the business world.”*

- Stanford D School

what is design thinking?

<https://www.youtube.com/watch?v=uilcaXYnluU>



design thinking frameworks

LUMA Institute (see <https://www.luma-institute.com/story>)



Looking

Observing Human Experience



Understanding

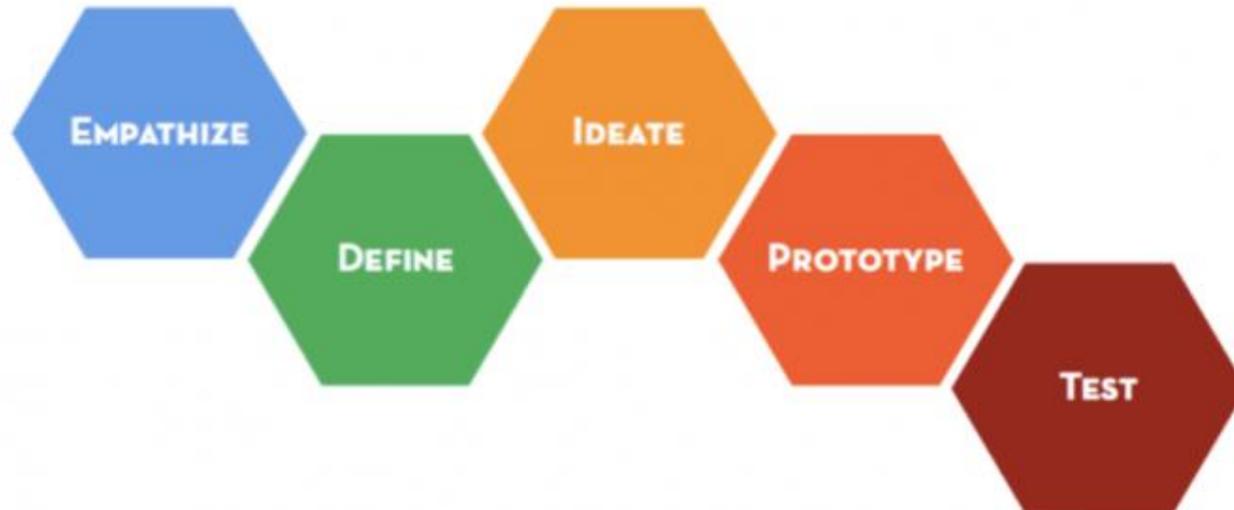
Analyzing Problems &
Opportunities



Making

Envisioning Future Possibilities

Stanford D School (see <http://dschool.stanford.edu/dgift/>)



design thinking mindset

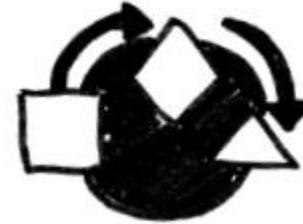
SHOW DON'T TELL

Communicate your vision in an impactful and meaningful way by creating experiences, using illustrative visuals, and telling good stories.



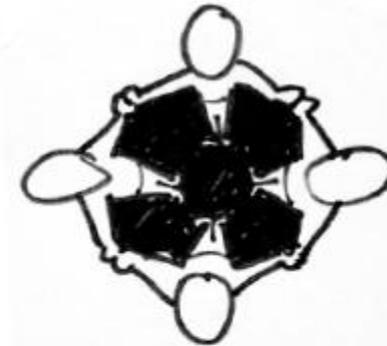
BIAS TOWARD ACTION

Design thinking is a misnomer; it is more about doing than thinking. Bias toward doing and making over thinking and meeting.



EMBRACE EXPERIMENTATION

Prototyping is not simply a way to validate your idea; it is an integral part of your innovation process. We build to think and learn.



RADICAL COLLABORATION

Bring together innovators with varied backgrounds and viewpoints. Enable breakthrough insights and solutions to emerge from the diversity.

design thinking and government

Institute for Design and Public Policy

- *Partnership between the Rhode Island School of Design (RISD) and the U.S. State Department*

<https://www.youtube.com/watch?v=QHljOao-qZ4>



**LOTS OF
RESOURCES!!**



START TODAY!

design thinking resources

Stanford D School

- Virtual Crash Course in Design Thinking (90-minute video) - <http://dschool.stanford.edu/dgift/>
- Apply Design Thinking in Your Work (50-minute webinar) <https://www.youtube.com/watch?v=U499U4TcyY8>
- Design Thinking = Method, Not Magic (50-minute webinar) <https://www.youtube.com/watch?v=vSuK2C89yjA>
- D School Bootcamp (47-page PDF of all methods) <http://dschool.stanford.edu/use-our-methods/>

LUMA Institute

- <https://www.luma-institute.com/story> (shows full collection of thirty-six design methods)

more resources

IDEO

- Design Kit: The Field Guide to Human-Centered Design (192-page PDF book)

<https://www.ideo.com/work/human-centered-design-toolkit/>

MindLab

- Cross-agency government innovation lab in Denmark
<http://mind-lab.dk/en/>

more resources

Coursera / UVA Darden

- Design Thinking for Innovation (online course) by Jeanne M. Liedtka, Professor of Business Administration, Darden School of Business

<https://www.coursera.org/learn/design-thinking-innovation>

Meetups

- “DT:DC - Design Thinking DC” meetup group
<http://www.meetup.com/Design-Thinking-DC/>

Thanks to Anthony Scerbo from Discerning Foresight for the resources on this page

And yes... Design Thinking “The Movie”

<http://designthinkingmovie.com/>



applying design thinking to public sector foresight

Excellent toolkit for

- **Group facilitation**
- **Brainstorming**
- **Pushing boundaries**
- **Signaling a different way of thinking**

applying design thinking to public sector foresight

Insights from March 2016 design thinking subgroup
meeting

You don't need to call it "design thinking"!

Brainstorming & facilitation

Design thinking → Creativity & diversity → Rich foresight

applying design thinking to public sector foresight

Insights from March 2016 design thinking subgroup meeting

Thanks to in-person and virtual participants in the March 2016 subgroup meeting for their input and ideas for this presentation: John Basso, Aaron Chan, Paul Eckert, Rafiell Jones, Steven Kenney, Zvika Krieger, Bud Levin, Joseph Moore, Eric Popiel, Geoff Seaver, Avery Sen, Jason Stiles, Robert Wagner, Molly Waters, Yilin Zhang

applying design thinking to public sector foresight

Additional insights from 5/19/2016 FFCOI meeting

- *Use design-thinking tools as a toolkit. Don't worry about rigorously going through all the stages in a particular methodology. Pick and choose whatever tools work best for your own situation.*
- *You don't have to use sticky notes! Many people equate brainstorming and facilitation with sticky notes and markers. But if your organizations and teams have "sticky-note fatigue", there are many facilitation, brainstorming and problem-solving methods that don't require sticky notes.*

bias to action

TRY IT!

exercise 1

Outside Perspective

- *Look at a problem from the perspective of an outsider.*
- *Be creative with your outsider's identity!*
- *Ask "How would _____ solve this problem?"*
- *Repeat using several different "outsider" views.*

exercise 2

Rose, Bud, Thorn

- *Listen to or read a problem statement, scenario, etc., and then individually brainstorm ideas using the following:*
 - *Positives/strengths (RED sticky note) – “Rose”*
 - *Opportunities/potential (GREEN sticky note) – “Bud”*
 - *Negatives/weaknesses (BLUE sticky note) – “Thorn”*

exercise 3

Affinity Clustering

- *Use on “Rose, Bud, Thorn” sticky notes (exercise 2) to find patterns and themes.*
- *Combine all the individual sticky notes and start clustering notes by broad idea or concept. Colors should mix.*
- *Encourage active discussion as sticky notes move around.*
- *Draw shapes around groupings and add category labels that describe them. Create subgroups and draw relationships, if time allows.*
- *Discuss the patterns that emerge and any related insights.*

exercise 4

Point of View Want-Ad

- *A POV Want-Ad accentuates a specific user's needs and context. Embed your user, his or her need, and your insights within the format of a want-ad.*
- *Use the format:*
[Descriptive characterization of a user] + “seeks” + [ambiguous method to meet a need] + [additional insights]
- *Example: “Busy, high-energy foresight expert seeks network of colleagues to share best practices. Must be willing to tell stories of woe and inspiration. Juggling many balls in the air, so quick turnaround is essential!”*
- *Repeat for multiple users.*

exercise 5

“How Might We?”

- *“HMW” questions are short questions to seed brainstorm.*
- *Begin with your Point of View (exercise 4) or a general problem statement.*
- *Create a set of small actionable questions beginning with the phrase, “How might we _____”*
- *Then hold a more general solutions brainstorm that answers the HMW questions.*

2 challenges for FFCOI

- 1. By next meeting, try at least one of the techniques in a foresight exercise. Come back and report on results.***
- 2. In 9 months, let's assemble 10 case studies showing how design thinking techniques were applied to foresight.***

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