

#IBMSTEM4Girls

Girls in STEM
grow up to be
women who
shape the future



Welcome Technovation

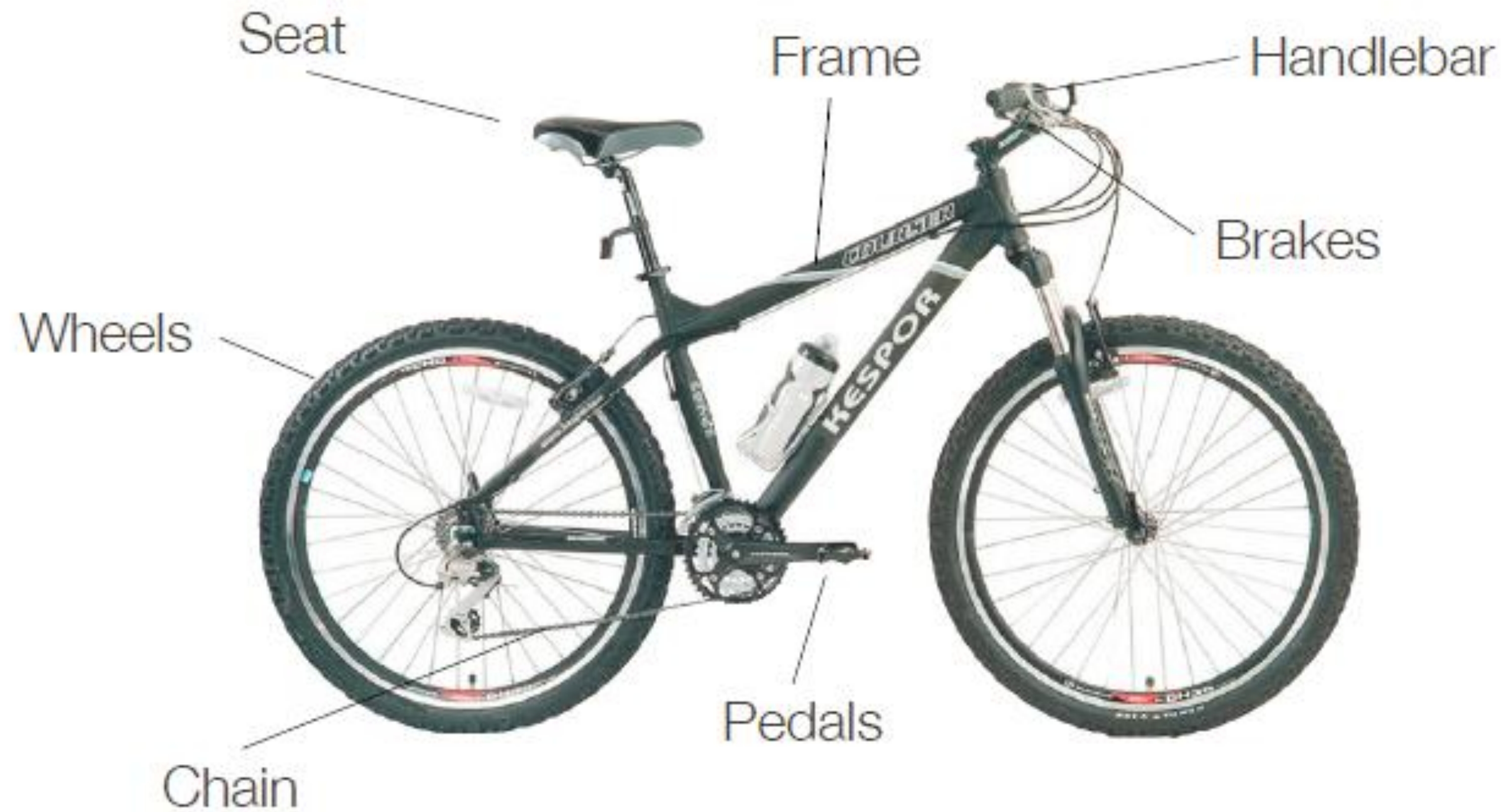


On Twitter: @KristaShibata
#IBMSTEM4Girls

“Understand”

Solving problems and creating solutions by looking at the users and the experience not at the “thing”.

Bikes.....the pieces



Bikes.....different users & different experiences



**Ok.
Let's design
something.**

“Rules of engagement”

1. There are no wrong/right answers
2. Work independently
3. Have fun
4. You have 2 minutes

Oh...and if you don't like what you draw the first time, do it again!

Design a vase.

Yes.....what you put flowers in.

PLAYBACK



Playback means sharing and discussing your drawings (designs) with others, explaining what you have drawn and talking about everyone's ideas

During playback:

- Be respectful by listening to others as they share
- Be open to hearing others ideas
- Share your ideas as everyone has something of value to share

“Rules of engagement”

1. There are no wrong/right answers
2. Work independently
3. Have fun
4. You have 2 minutes

Oh...and if you don't like what you draw the first time, do it again!

Design a better way for people to enjoy their flowers.

 **Be creative.**

 **No idea is too strange.**

 **Anything is possible.**

 **Use your imagination.**

PLAYBACK



Playback means sharing and discussing your drawings (designs) with others, explaining what you have drawn and talking about everyone's ideas

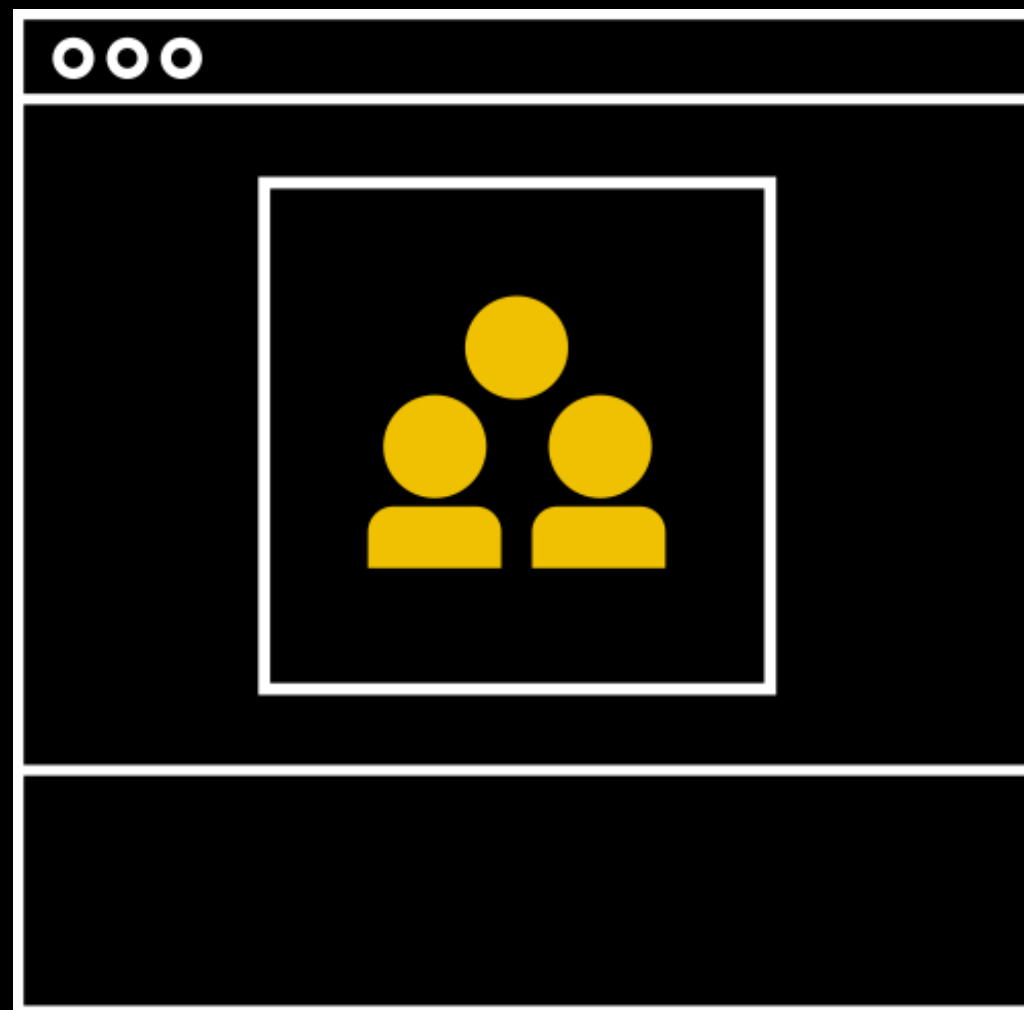
During playback:

- Be respectful by listening to others as they share
- Be open to hearing others ideas
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“Understand”

When you ask for a vase, you get a vase.
As problem solvers, let's not focus on designing the vase, but rather, designing an experience

- > **Looked at the experience, not the “thing”**
- > **Asked ‘why’**
- > **Open to a wide range of solutions**
- > **Human centered**

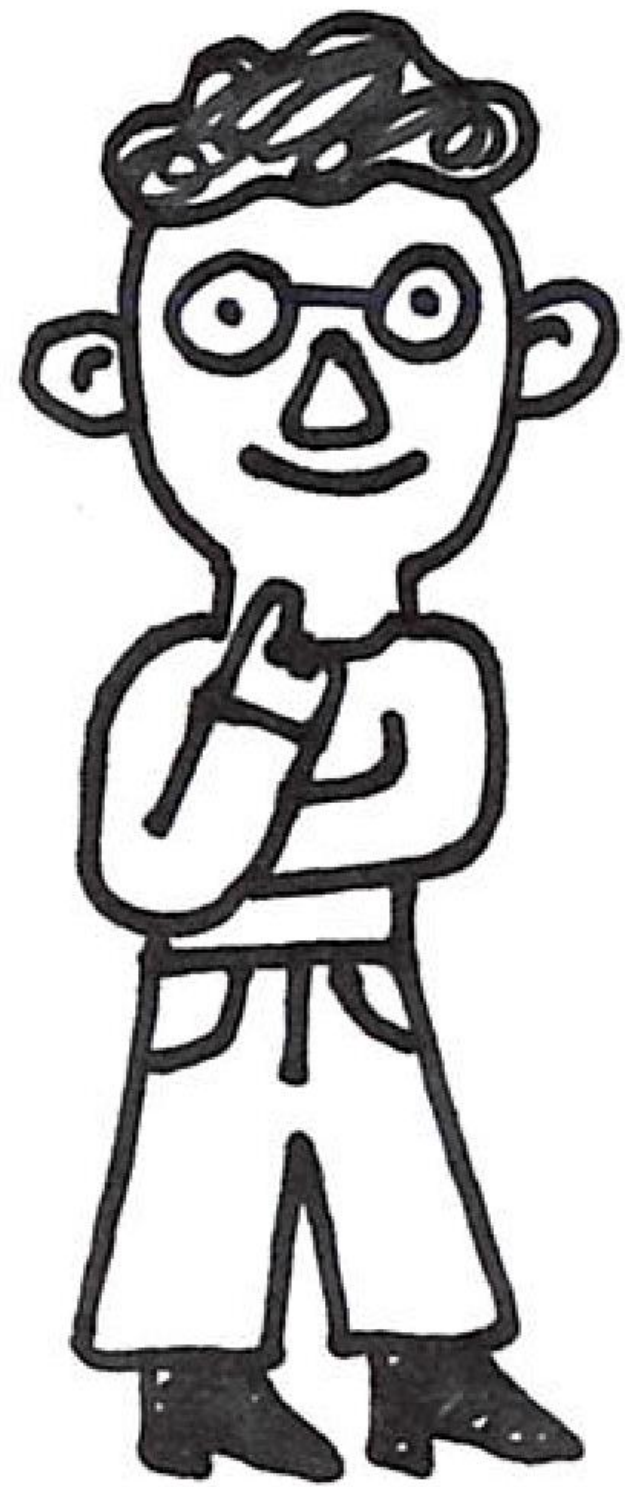


We want solutions that help people.

That means we have to understand the people we are trying to help.

What is empathy?

(n): the ability to understand and share the feelings of another.



YOUR USER

Focus is on the **users.**

“Rules of engagement”

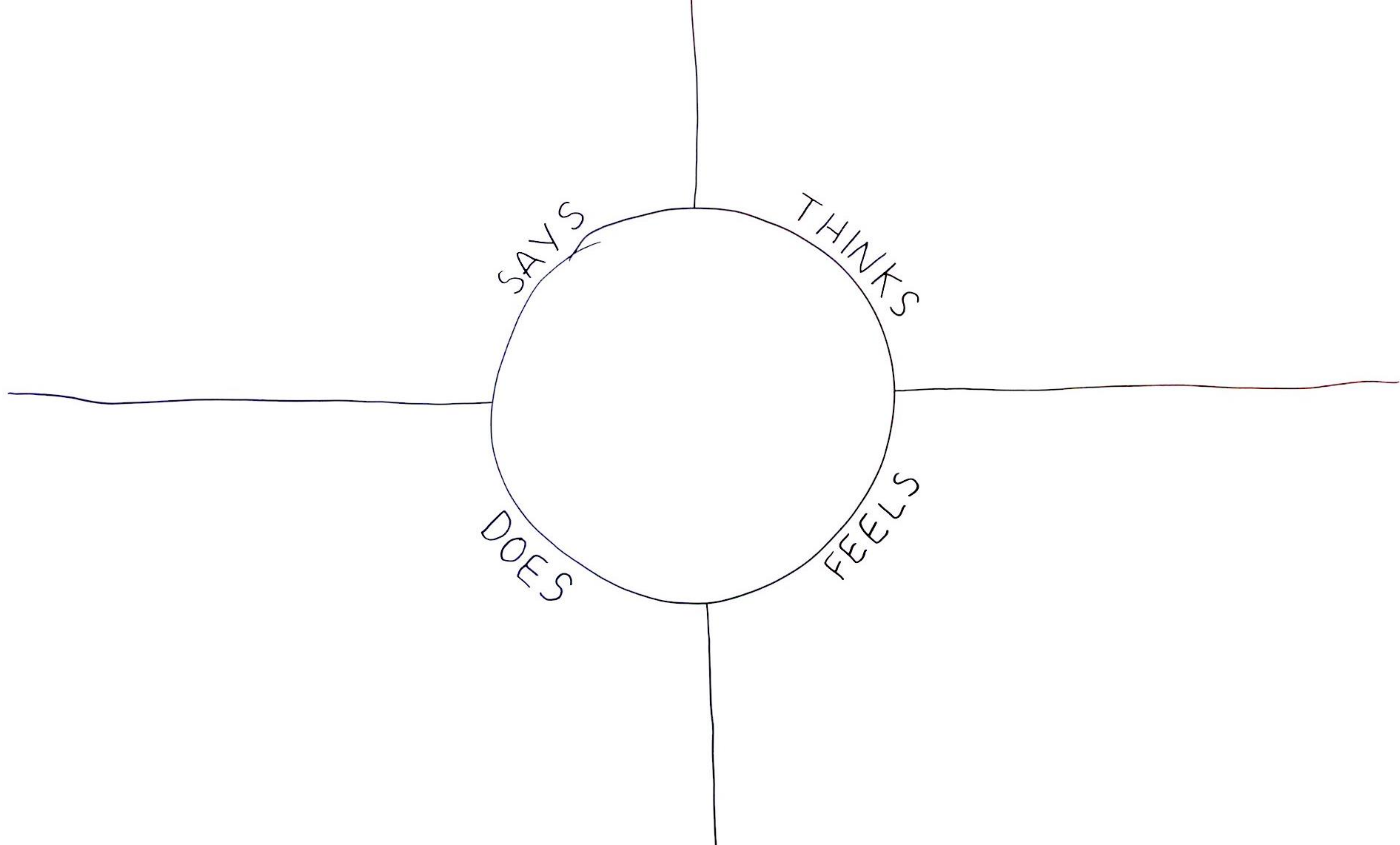
- 1. Write before you talk**
- 2. There are no bad ideas**
- 3. Stay focused on your user**
- 4. Everyone participates**
- 5. Stay engaged**

What is your problem
statement?

But wait ...

Build an empathy map for someone who experiences the problem you are trying to solve. Create a persona.

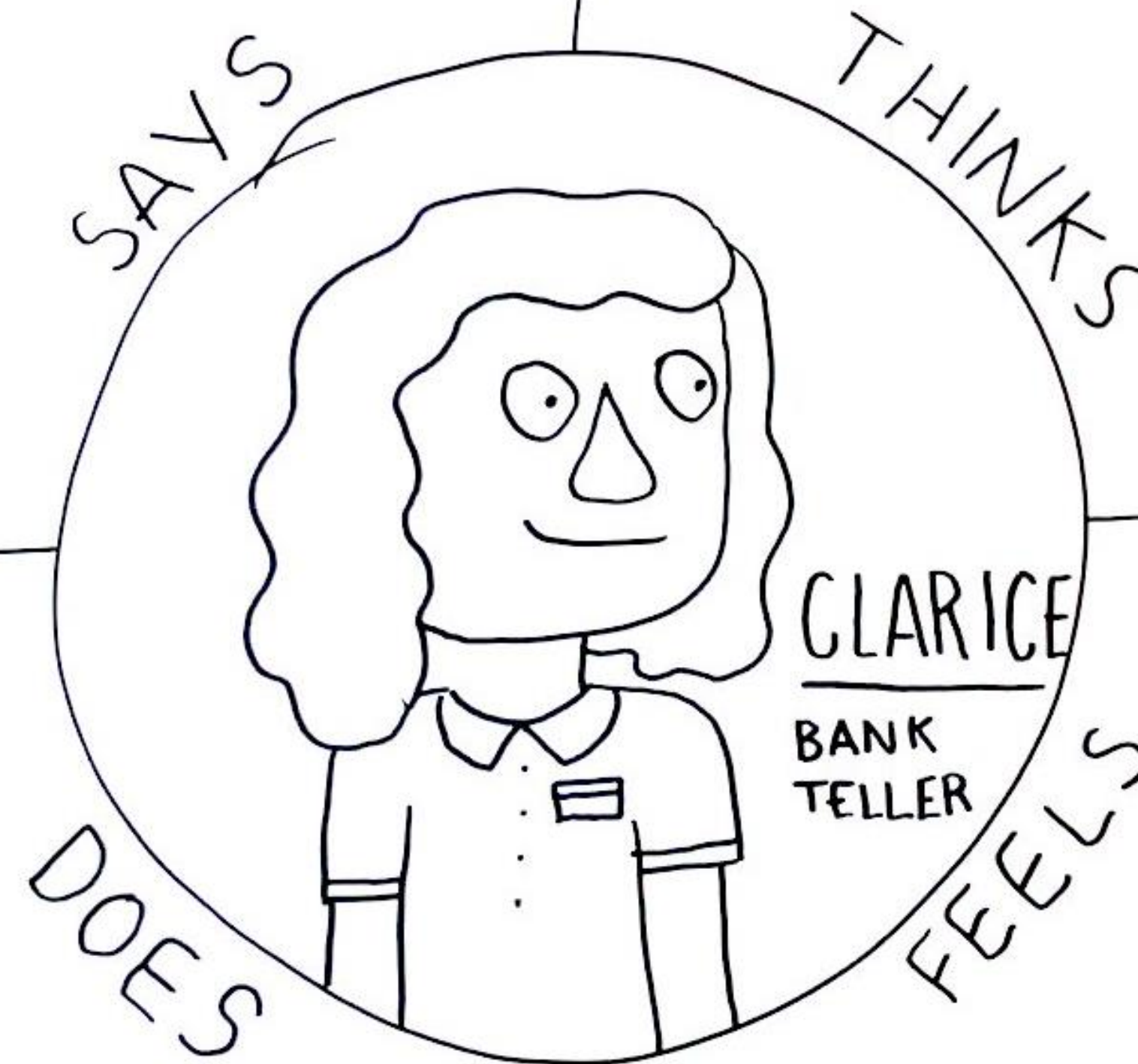
But wait...



Everyone in the group should **SILENTLY** post their own ideas about what your user says, does, thinks, and feels.

Quotes

**Expectations
& Reactions**



Actions

Values

Get your **OWN** individual ideas out of your head, onto sticky notes, and posted to the wall **BEFORE** talking about them with your teammates.

...ing from the
OOTB solutions

we're going
into the
software dev
business."

Look at all
the things
we could do

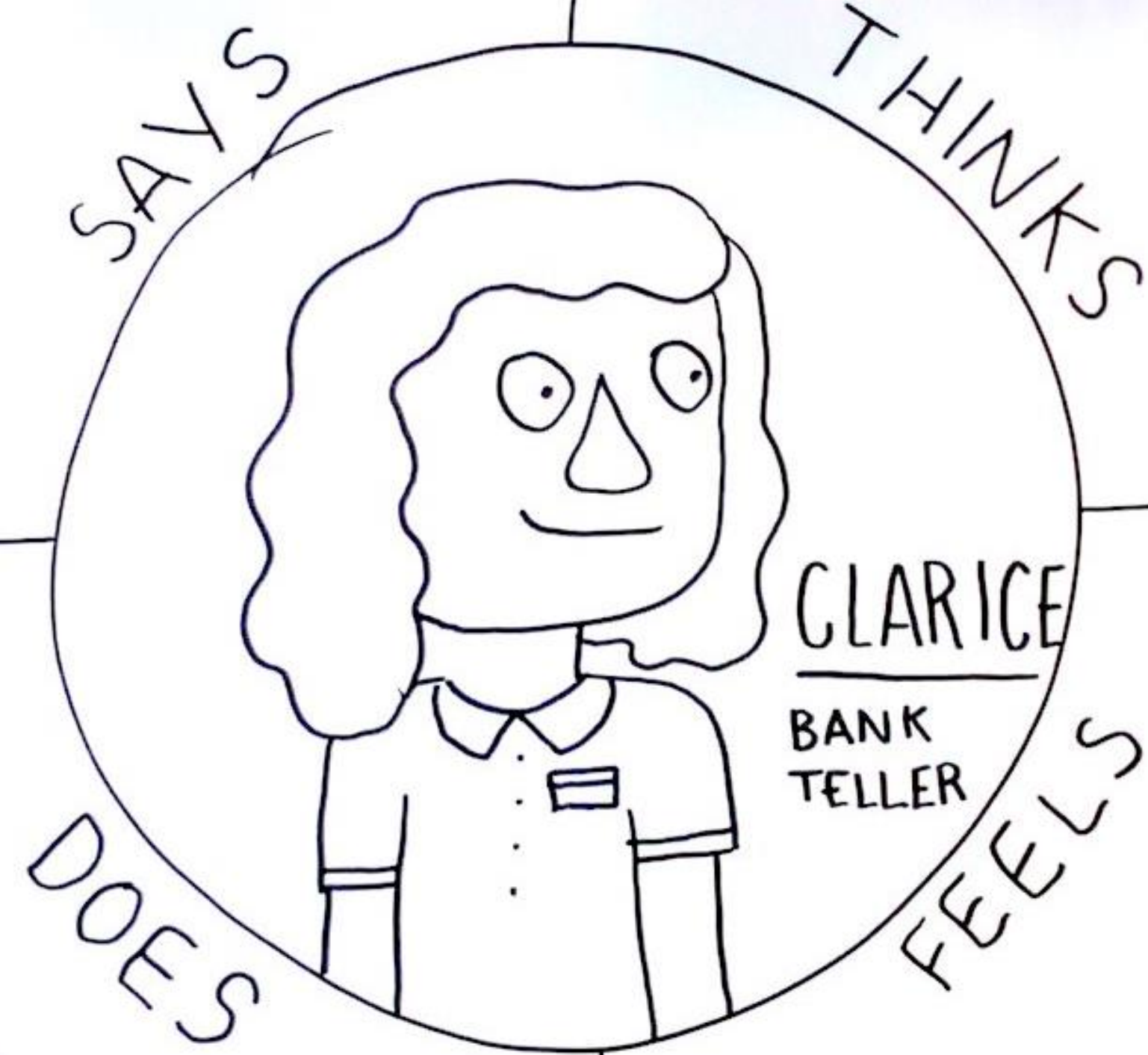
follow, but still
it in a way that
people can find?

there is a desire
to find something
OOTB with as
little customiza-
tion as possible

Is the
information
secure?

Everyone writes
their own
instructions

Talks to
Brett



Distrust in
vendor products-
IF its free can
it be as good as
something we can
build ourselves?

Works intern-
ally within
Chase. Deal w/
LOB ~~with~~ that has
their own LOB

Uses
Workplace XT

We've tried
vendor products
in the past, they
never work
out

PLAYBACK

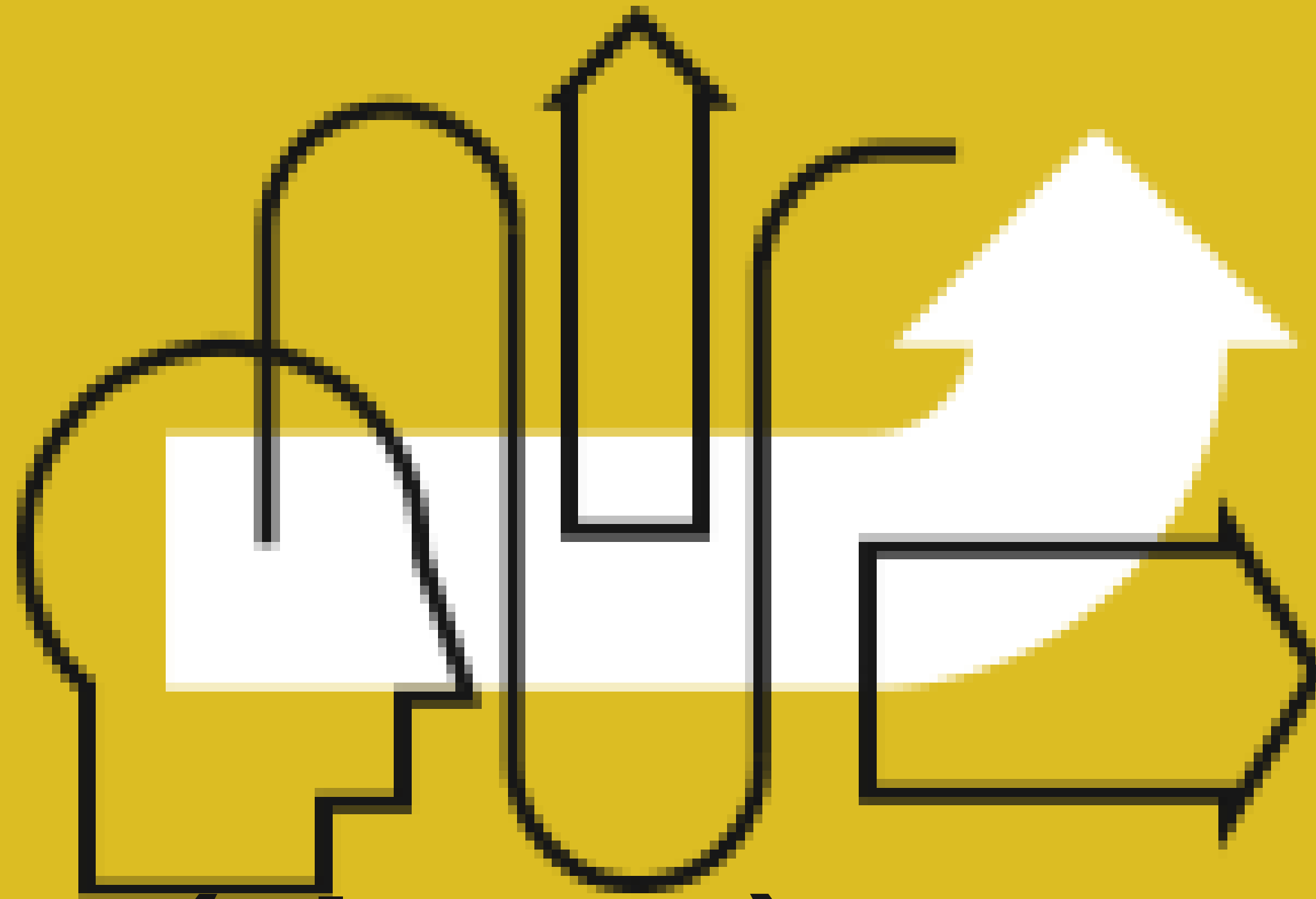


Let's hear about your users

Share your ideas for the outdoor space to do activities.

Don't forget...during playback:

- Be respectful by listening to others as they share
- Be open to hearing others ideas
- Share your ideas as everyone has something of value to share



**Now group (cluster) common ideas.
This will help you better understand themes
of your persona**



ibm.com/design