

The background of the slide features a close-up, slightly blurred image of a notebook and a pen. The notebook has a green cover and a white page with horizontal lines. A silver pen with a black tip is lying diagonally across the notebook. The overall lighting is soft, creating a professional and creative atmosphere.

Innovative Delivery Approaches for a Successful Digital Strategy

2016 MISA Fall Conference

YOUR FACILITATORS



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SESSION OBJECTIVES

- Learn about the stress of modern IT projects
- Hear the fundamentals of 'Design Thinking'
- Practice a new approach to bring to work on Monday

FACT:

**47% of projects today are
in trouble because of a slip in
requirements management**

CHALLENGES IN DESIGN EXECUTION



VOLATILITY



COLLABORATION



DESIGN PROCESS

IMPACT OF POOR REQUIREMENTS MANAGEMENT



TECHNICAL

- Project scope creep
- Poor solution testing
- Code rework



STRATEGIC

- Misalignment with strategic goals
- Lost competitive position
- Non compliance with industry standards



PERSONNEL

- Affects careers of leaders
- Sub-optimal staffing model
- Leads to malaise then burn-out

IMPACT OF POOR **COLLABORATION**



TECHNICAL

- Duplication of effort
 - Good design ideas are lost in translation
 - Misrepresent abilities of end user
-



STRATEGIC

- Change is not adequately communicated
 - Lack of user adoption
 - Less cohesive IT landscape
-



PERSONNEL

- Larger burden on support personnel
- Roles and responsibilities not clearly defined
- Confusion among business area on Day 1

IMPACT OF POOR **DESIGN PROCESS**



TECHNICAL

- Non scalable products
 - Product is behind the tech curve in the industry
 - Subpar and rushed execution
-



STRATEGIC

- Reduced business process efficiency
 - Negatively affects bottom line
 - Organization seen as technological immature
-



PERSONNEL

- Loss of stakeholder trust
- User experience is not positive
- Key elements of user journey are overlooked

MOTIVATION FOR A NEW **PROCESS**

Design Thinking is “a formal method for practical, creative resolution of problems or issues, with the intent of an improved future result.”

MOTIVATION FOR A NEW **PROCESS**

Design Thinking is “a formal method for practical, creative resolution of problems or issues, with the intent of an improved future result.”

It's a methodology for actualizing your concepts and ideas.

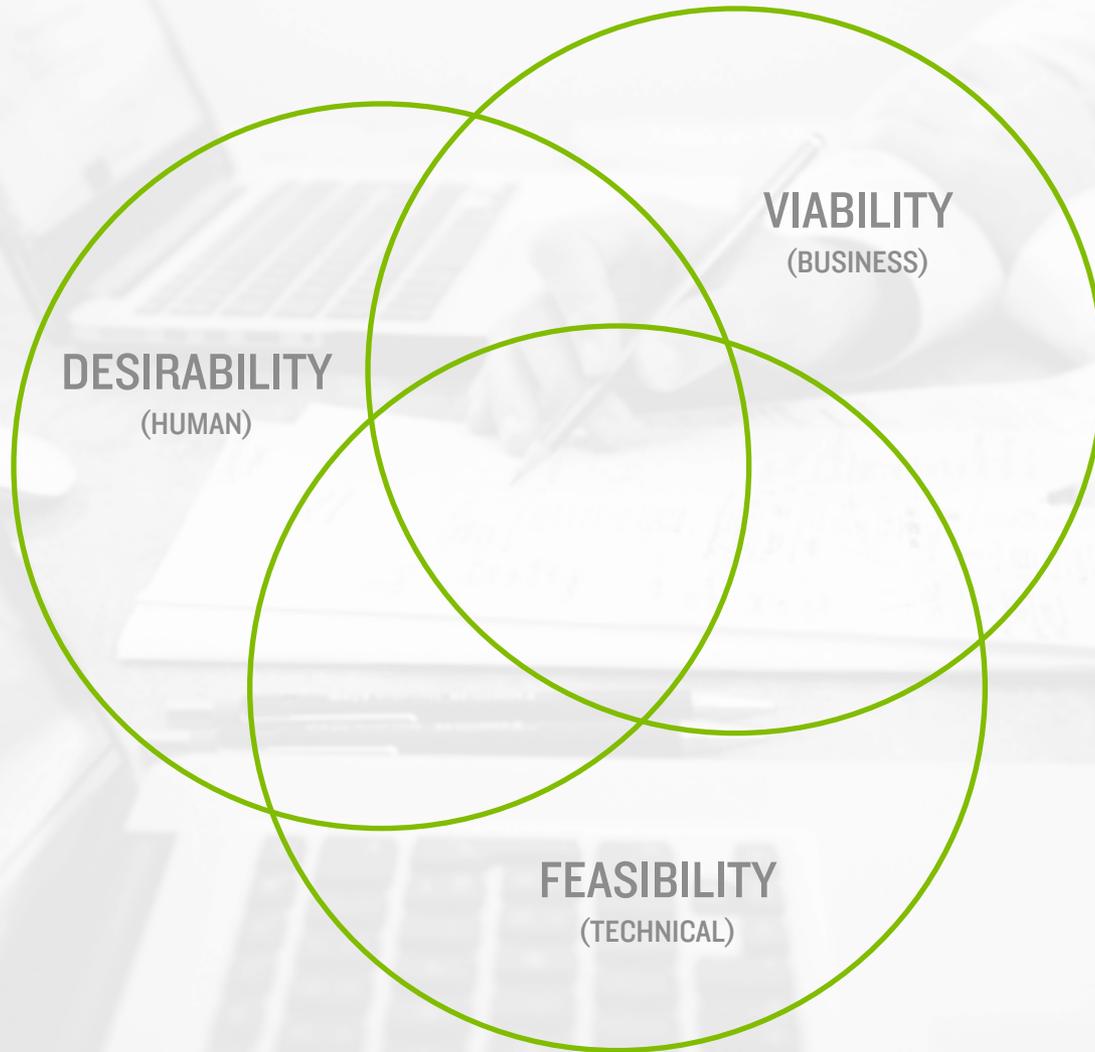
WHAT'S DIFFERENT?

Unlike analytical thinking, design thinking includes “building up” ideas, with few, or no, limits on breadth during a “brainstorming” phase.

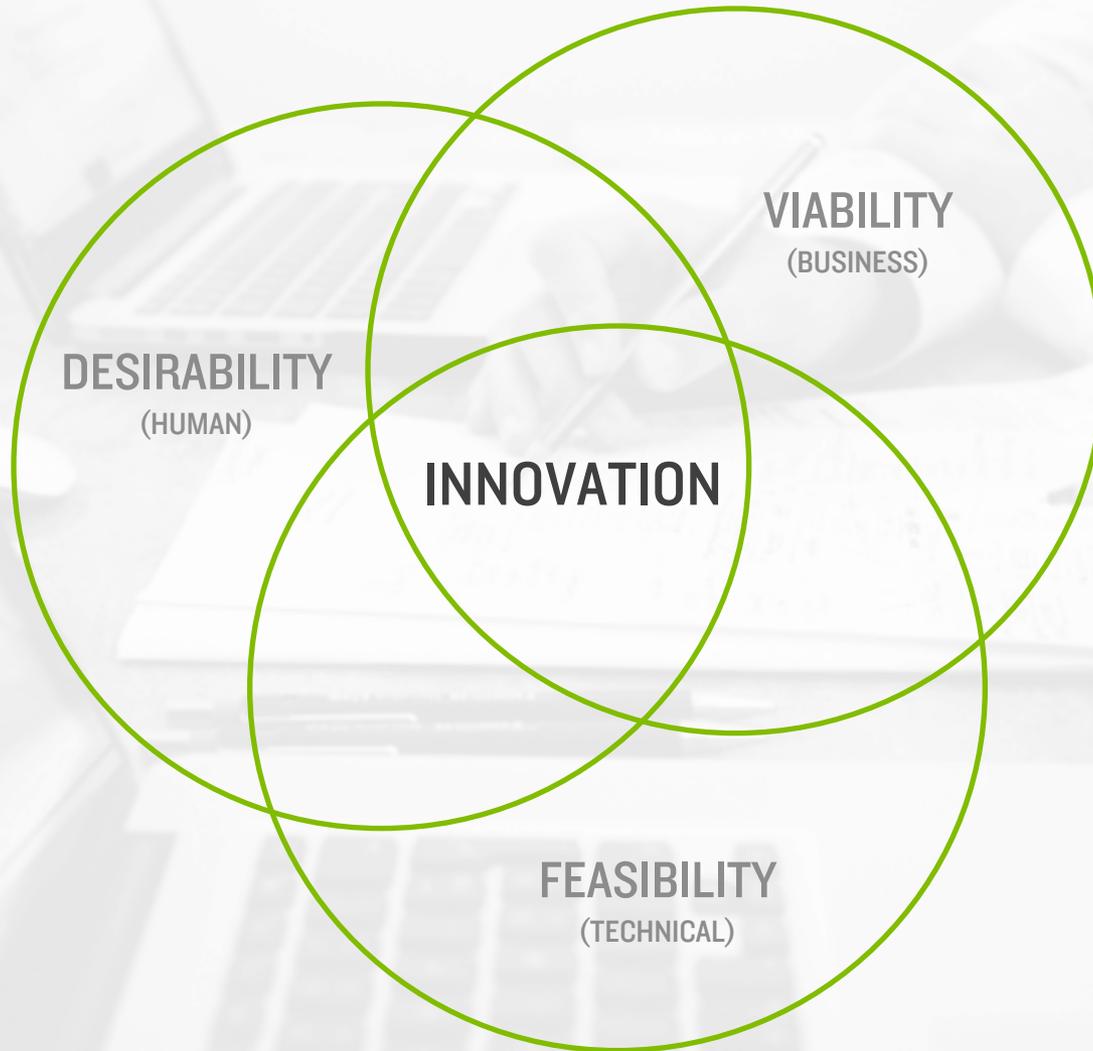
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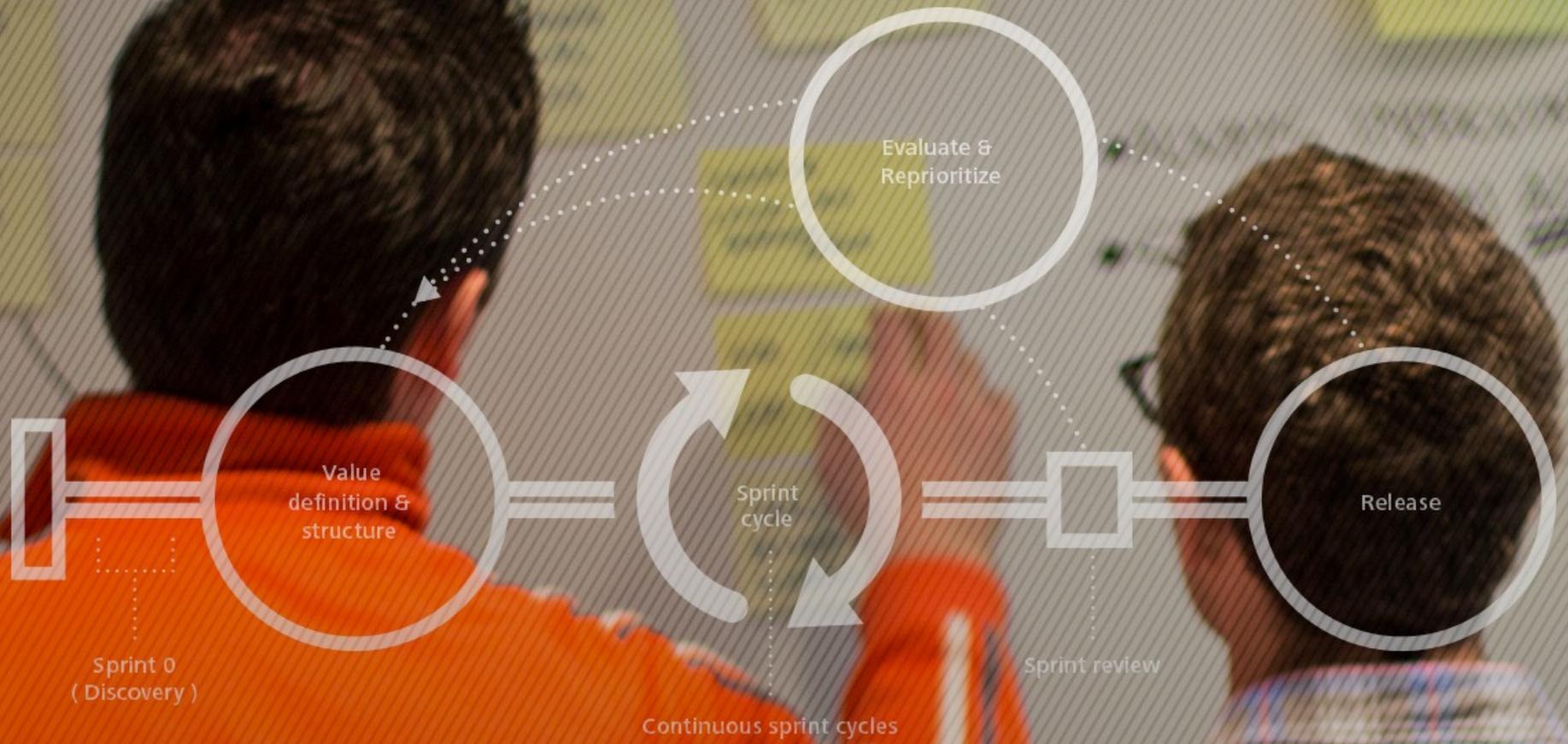
Unlike analytical thinking, design thinking includes “building up” ideas, with few, or no, limits on breadth during a “brainstorming” phase. This helps **reduce fear of failure** in the participants and **encourages input and participation** from a wide variety of sources in the ideation phases.

DESIGN THINKING **IN IT**



DESIGN THINKING **IN IT**





DESIGN – BUILD – MEASURE

I) DESIGN



EMPATHIZE

- Understand experience
- Observe and interact



DEFINE

- Process findings
- Synthesize findings

2) BUILD



IDEATE

- Explore solutions
- Generate solutions
- Step beyond the obvious



PROTOTYPE

- Solution in the physical
- Interact with users
- Gain more empathy

3) MEASURE



TEST

- Study with high-resolution
- Gather realistic feedback
- Observe real users



ITERATE

- Refine prototypes
- Continually test & tweak
- Don't fear failure



DESIGN THINKING IN PRACTICE

ACTIVITY: EMPATHY MAPPING

GOAL: To view the problem you are trying to solve through the lens of your users to better service their needs.

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THINKING AND FEELING?

What really matters to the user?
What occupies her thinking?
What worries and aspirations does she have?

SEE?

What things in the environment influence her?
What competitors is she seeing?
What is she seeing friends do?

HEAR?

What are friends, family and other influencers saying to her that impact her thinking?

SAY AND DO?

What is her attitude towards others?
What does she do in public?
How has her behavior changed?

GAIN

What is she hoping to get?
What does success look like?

PAIN

What fears, frustrations or obstacles is she facing?



**To harvest the power of design thinking,
individuals, teams, and whole organizations have
to cultivate optimism.**

Tim Brown, Change by Design

Deloitte. Digital



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