From Challenge to Opportunity: How Design Thinking Can Reinvigorate your GP Redesign

SSSC Post-Conference Session
October 11, 2019
9:00 am - 2:00 pm
Facilitator/Presenter Team

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What is one thing that prevents you from being more creative? Putting your ideas out there? Taking risks?
Today we will push you to

- Do things quickly and imperfectly
- Embrace creativity and imagination
- Embrace discomfort and learn from doing
- Have FUN!
Energy booster

Partner activity
Design Challenge

Design an ideal Guided Pathways communication experience for the user
What, How, Why
Small Group Discussion

With your table, please share:

● Your name

● What, How, Why photo exercise
User Interview

- Understand the person's thoughts, emotions, and motivations
- Identify the person’s needs by understanding their choices and behaviors
Interview Prep

Develop interview questions as a group

- Opening: introduction + build rapport
- Evoke user story: Open ended questions to understand user experience, needs, and challenges
- Follow-up questions to explore emotions: Why? Can you share your best (or worst) experience ___?
Interview Roles

- 1 interviewee (for another group)
- 1 interviewer
- Listeners/ note takers (emotions, non-verbal communication, comments)
User Interview
Interview Insights

- Review notes: Individually write down 5 things that stood out to you (post-its); label what, how, why
- Share all post-its with group
- Cluster post-its and identify themes: read between the lines. What is the underlying issue?
- Choose 2 key insights
Mad Libs

Create an actionable problem statement

- Define the user (ADJECTIVES)
- Define the need (VERBS)
- Key insight (why)
Define the Problem

Create an actionable problem statement

- Define the user (who)
- Define the need (what)
- Key insight (why)
Energy booster

Partner activity
Rapid Brainstorm

Write it, Say it, Stick it

- One idea per post-it
- No judgement
- *Wild* ideas. Have fun!
- Go for quantity
- Yes, and...(build on ideas)
- Be visual
Selection

Review all post-its

- Individually vote on top 3
- Choose 1 as a group
Rapid Prototyping

Create experiences to which users can react:

- Storyboard
- Create objects
- Design a space

Prepare a role play for user interaction
Create Your Prototype

● Start building even if you aren’t sure what you’re doing
● Don’t spend too much time on one aspect of the design
● Build with the user in mind!
Reveal + Feedback

I like, I wish, What if...
Design Thinking

Human-centered design process

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test
Today we pushed you to

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Reflection

● What stood out to you?
● What was uncomfortable or challenging? Why?
● What opportunities do you see with DT?
LUNCH!
So...Now What?
City College of San Francisco

- Our why...
  - New GP leads joining the GP Leadership Team
  - Moving from inquiry to design
  - Needed a way out of old ways of thinking
    (i.e. we tried that 15 years ago and it didn’t work, remember?)
City College of San Francisco

- Design Thinking training at many levels
  - GP Leadership Team training
  - Administrator’s retreat
  - Collegewide event
City College of San Francisco

● What has it changed?
○ Meetings are more fun and generative
○ College faculty, staff, and administrators are focused on solving for the “user”
○ Ideas are more creative
○ Conversations are more open
Apply Design Thinking

Which DT step did you find most helpful?

- Choose 1 step
- Grab a pen and a set of post-its. Go to the poster with the corresponding step
Apply Design Thinking

For the DT step you chose, rapid brainstorm:

● What are ways you can use this approach/activity in your own work?

● Where can you see yourself/your team utilizing this process?
Apply Design Thinking: Hacks

- Small, scrappy experiments
- Small steps towards big change
- Low-risk, cheaper, quick
- Using what you have
Levers Of Design

Role
Objects
Space
Ritual
Communication

Source: Design for Belonging d.K12 LAB
Apply Design Thinking: Hacks

What specific hacks could you use in your own work?

- Space
- Objects
- Ritual
- Role
- Communication
Gallery Walk

- Walk around and read ideas for how to apply each Design Thinking step or hacks
- Take note of ideas that resonate/you want to use
# I commit to...
Resources

tinyurl.com/DT-SSSC19

(Re)sources:
Stanford dSchool Design Thinking Bootcamp Bootleg
Thank you!
For more information, please contact:

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