

IBM Design Thinking



A new Era at IBM

Sophie de Bonis, Sandra Belfils



“Good design is good business.”

Thomas Watson, IBM Chief Executive Officer, 1973



Competitive imperative for design

Software projects depend on actual user adoption
Users are playing a larger role in product selection



IBM Design Thinking is a framework
for delivering great experiences
for our users.

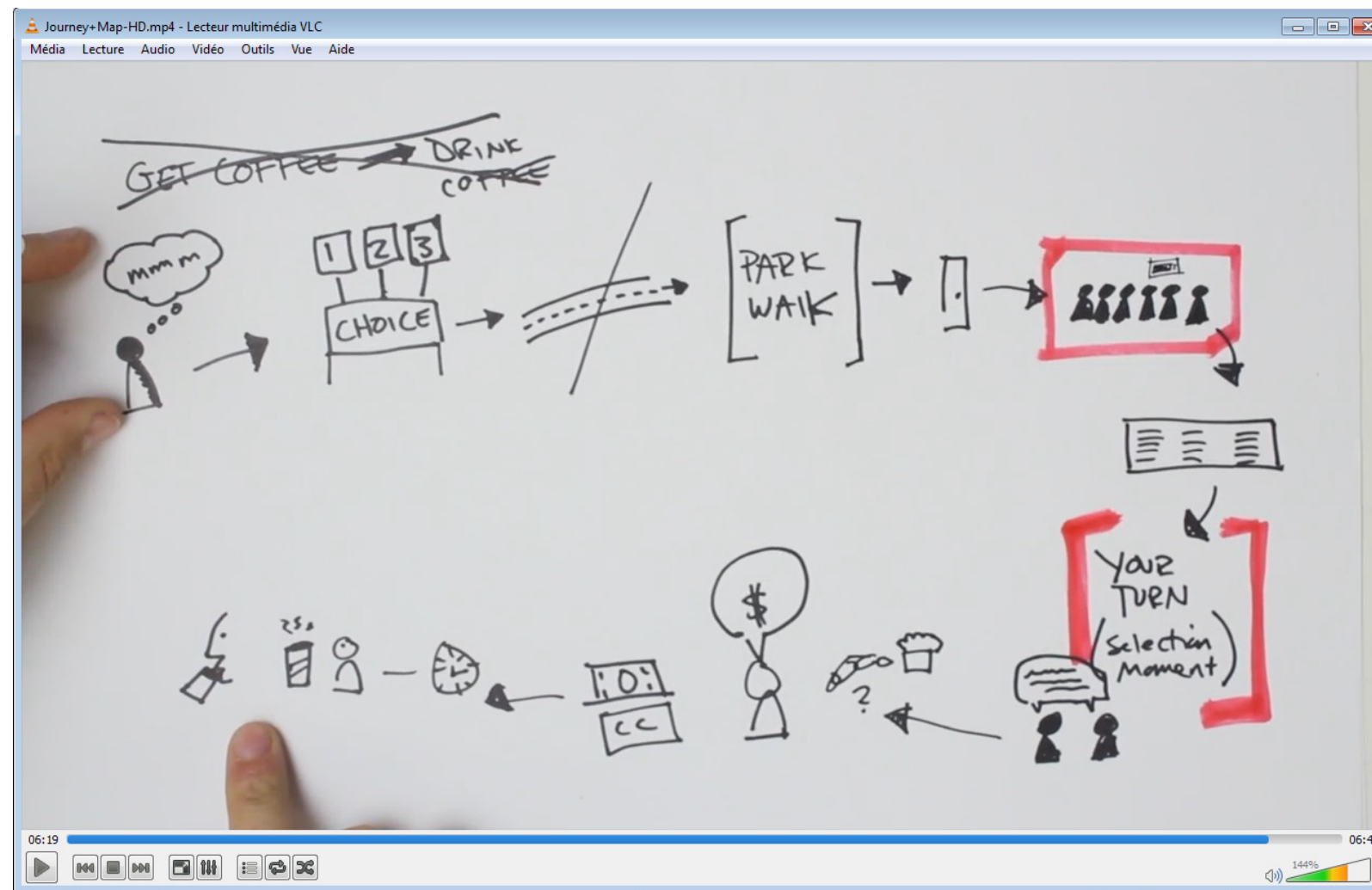
This is not a User Experience



This is a user experience



Experience as a narrative



Try out a Journey Map to discover unexpected points of entrance to begin design for
This video is from : <http://vimeo.com/78554759>

Instilling Design Thinking across the company

IBM Design ...



- A new organisation for designers
- A Community for all
- Signature projects as examples
- Studio Lab around the world
- ...

and Design Camps with a lot of post it !



Stakeholder Maps



Empathy Maps



Experience Maps



Paper Prototypes



UI Walkthroughs



Feedback Grids

“Designers [...] don’t have to search for a solution until they have **determined the real problem**, and even then, instead of solving that problem, they stop to consider a wide range of potential solutions.

Only then will they finally converge upon their proposal.
This process is called “**Design Thinking**”.

Don Norman

“Rethinking Design Thinking” Core 77, 19 March 2013

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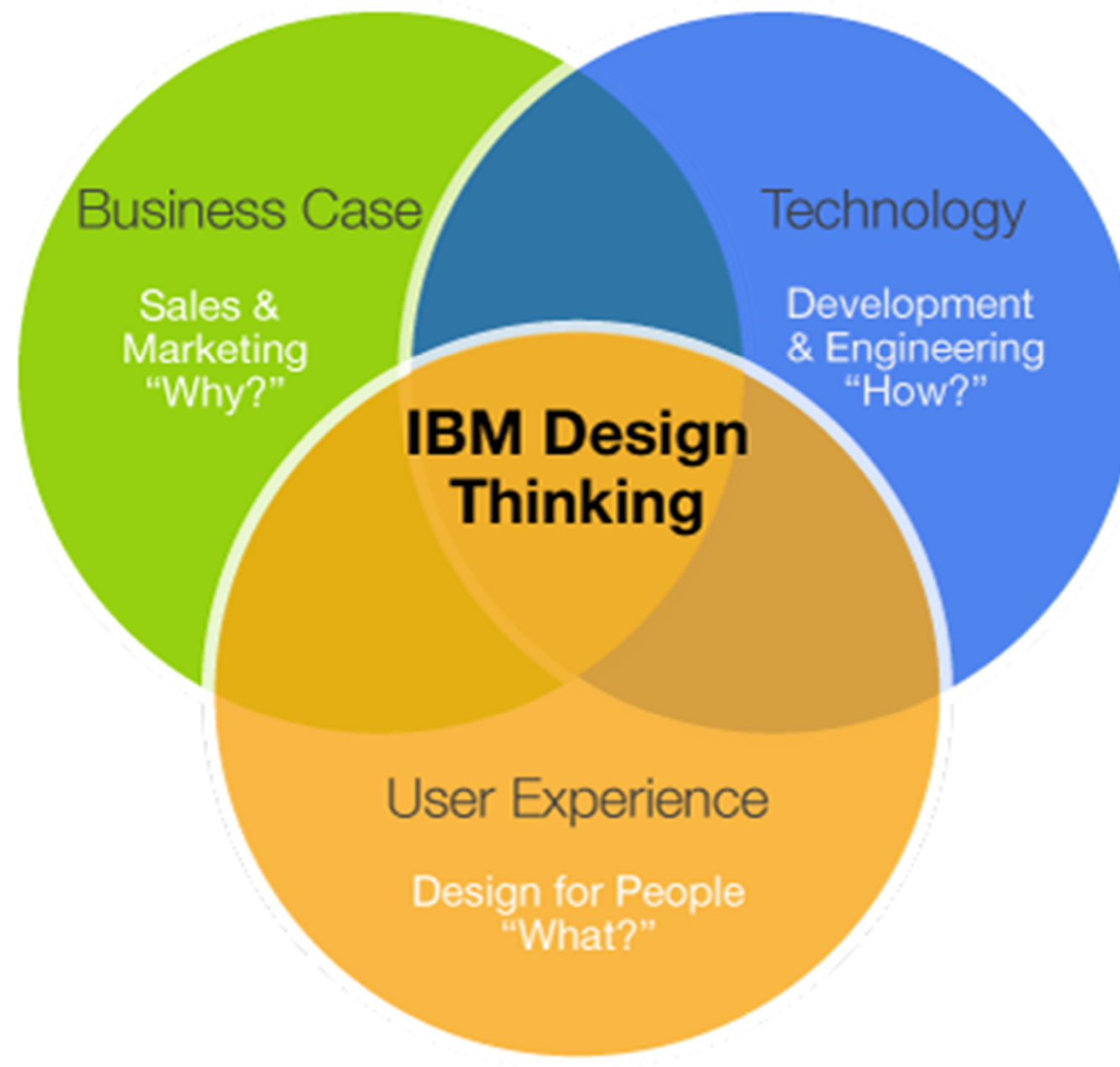
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IBM Design Framework

Core Principles and Practices



Hills

Hills define your release mission

Hills frame your releases around user-centric
market outcomes, not feature requests

Hills

Example Release Hill

- ❌ Implement a customisable solution that connects together the coffee machine and any smart phone.

Hills

Example Release Hill

Who

What

Wow

- ❌ Implement a customisable solution that connects together the coffee machine and any smart phone.

Example Release Hill

- ❌ Implement a customisable solution that connects together the coffee machine and any smart phone.

Who

What

Wow

- ✅ Steve hears his smart phone alarm clock and already smells the fresh coffee being prepared while staying into bed.

Sponsor Users

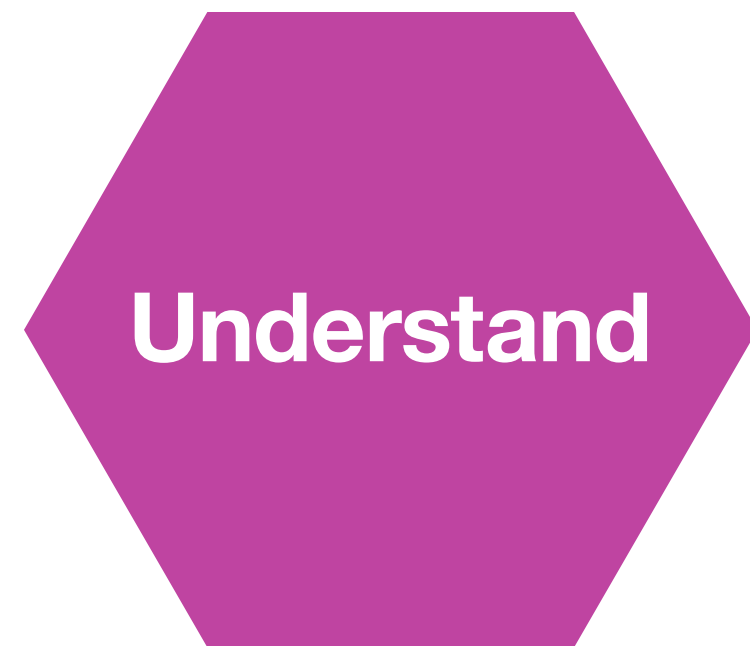
Sponsor Users bring your team deep domain expertise around edge-case usage



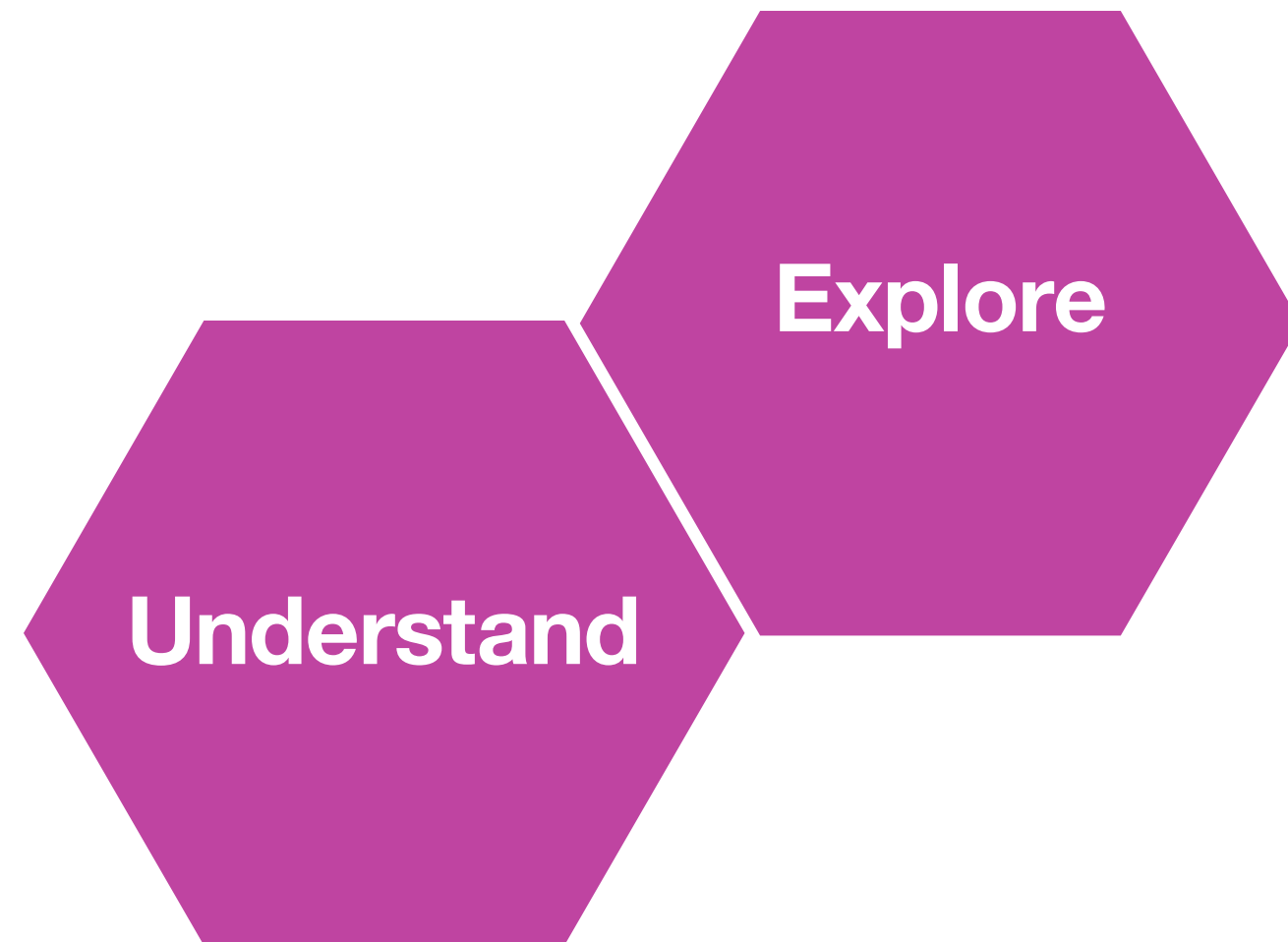
Playbacks

Playbacks align teams and stakeholders, clients, and prospects around stories that show the value of your offering

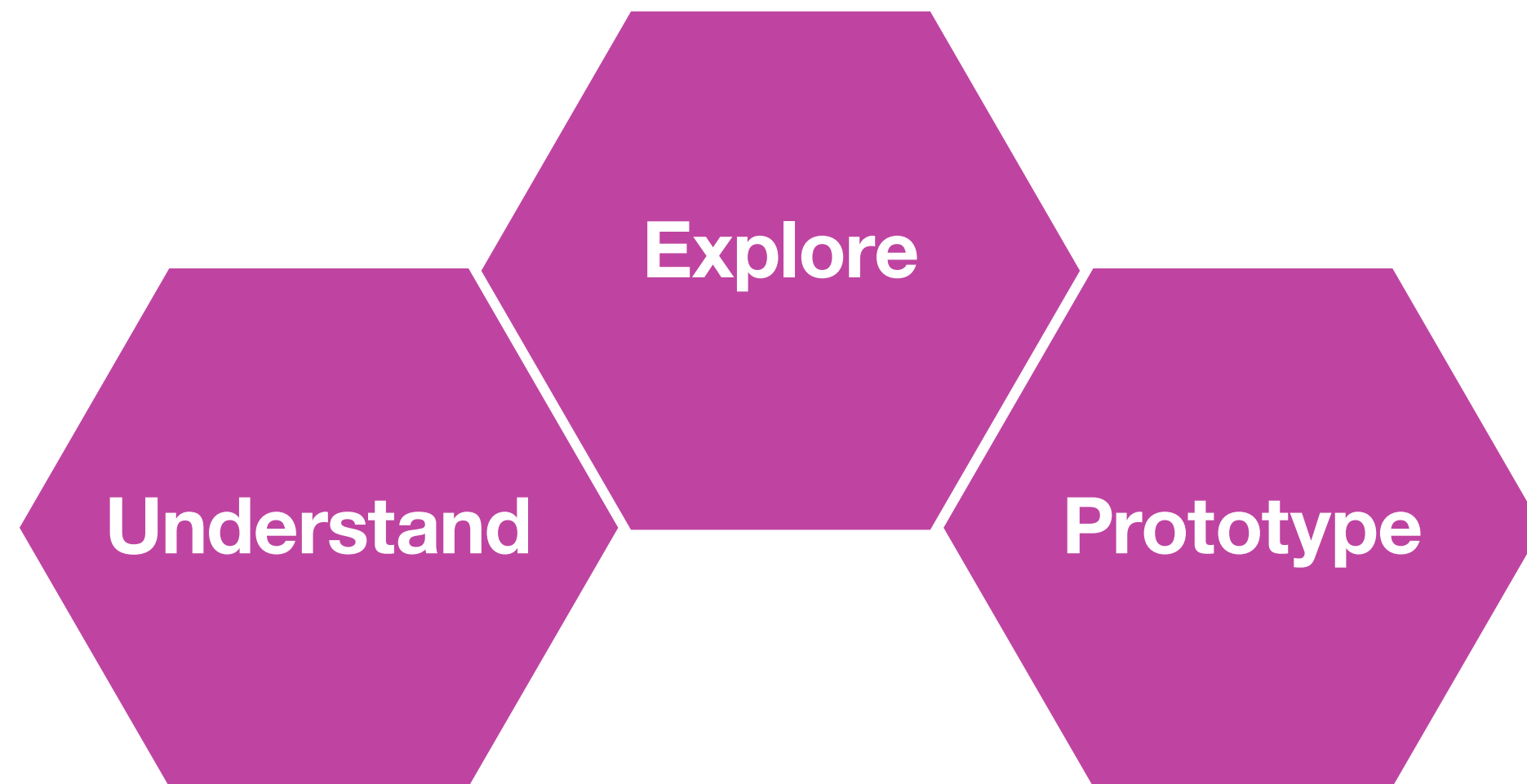
Design Thinking : basic phases



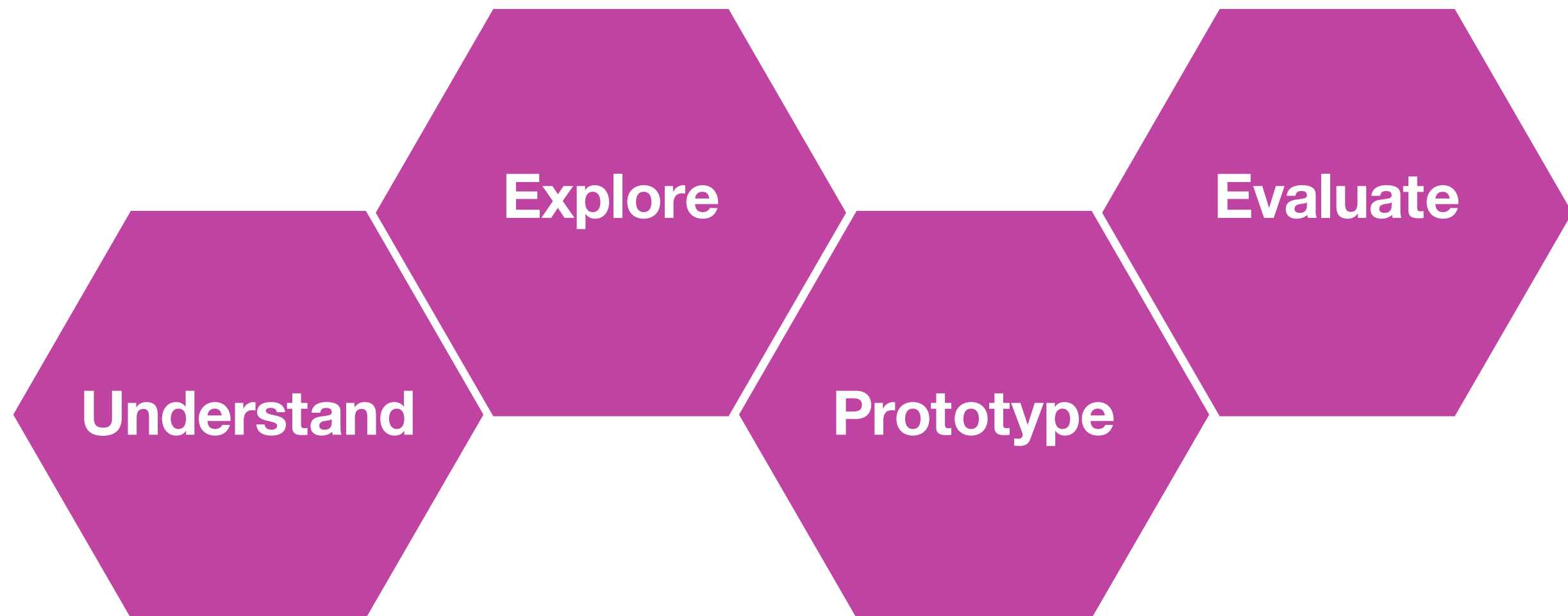
Design Thinking : basic phases



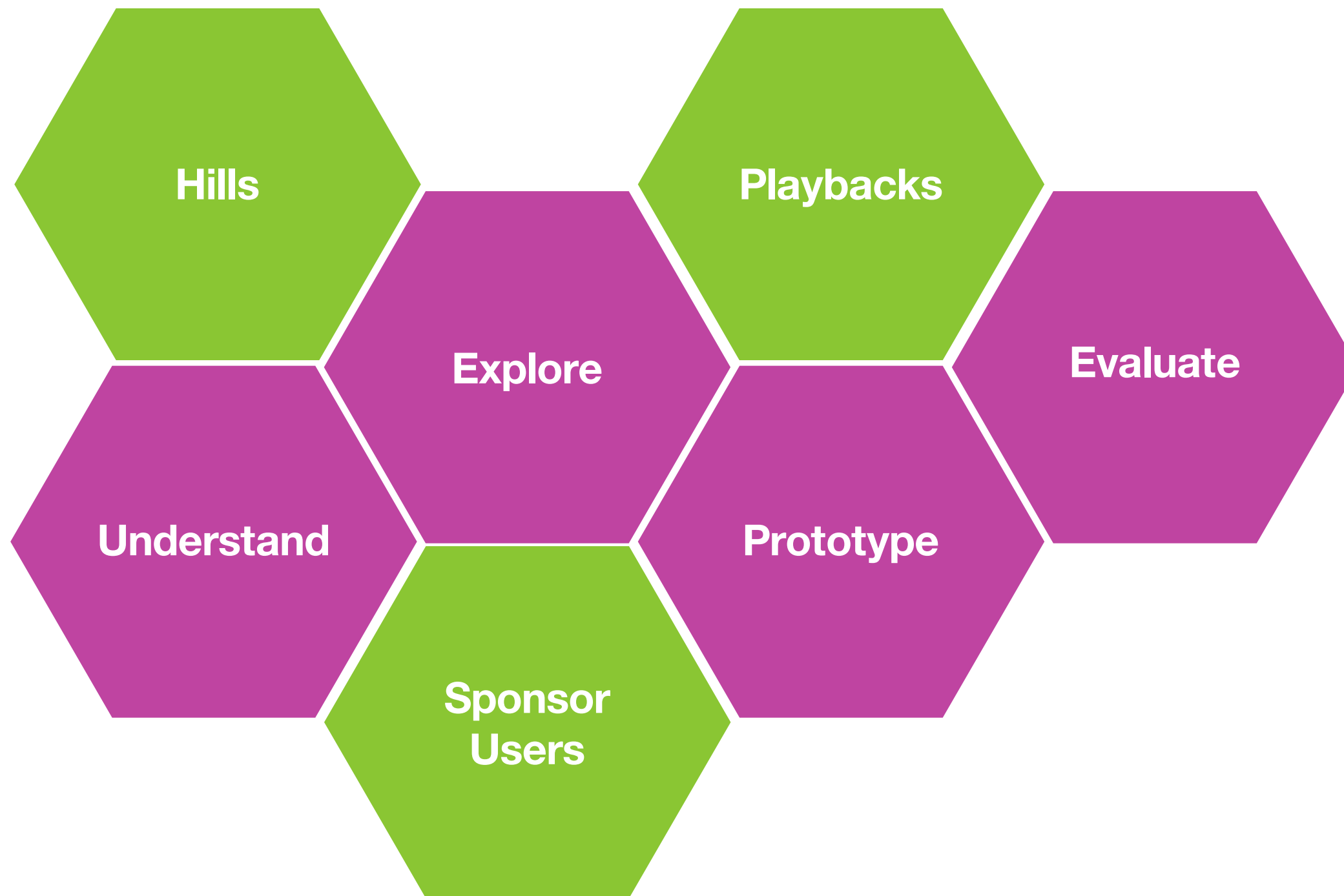
Design Thinking : basic phases



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Design Thinking : basic phases



To conclude

IBM Engagement

“There’s one key to our future growth:
the client experience.”

— Ginni Rometty



Teams engaged ... in the same jar

Dev UX PM

vs.

Dev UX PM



Client engagement

- User centric approach
- Sponsor users
- ...



Find out more:
ibm.com/design

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