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](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!
“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
“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
“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
Core Principles and Practices

**Hills**

*Invest for Market Outcomes*

*Hills* focus your project on big problems and outcomes for users, not just a list of feature requests.

**Sponsor Users**

*Envision the User Experience*

*Sponsor Users* help you design experiences for real target users, rather than imagined needs.

**Playbacks**

*Collaborate, Align, Engage!*

*Playbacks* align your team, stakeholders, and clients around the user value you will deliver, rather than project line items.
Hills define your release mission

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

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.
Example Release Hill

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

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 align teams and stakeholders, clients, and prospects around stories that show the value of your offering.
Design Thinking: basic phases
Design Thinking: basic phases

Understand

Explore
Design Thinking: basic phases

- Understand
- Explore
- Prototype
Design Thinking: basic phases

- Understand
- Explore
- Prototype
- Evaluate
Design Thinking: basic phases

- Understand
- Explore
- Prototype
- Evaluate
- Playbacks
- Hills
- Sponsor
- Users
To conclude
IBM Engagement

“There’s one key to our future growth: the client experience.”
— Ginni Rometty
Teams engaged … in the same jar
Client engagement

- User centric approach
- Sponsor users
- ...
Find out more:
ibm.com/design

@ibmdesign    #ibmdesign