

Customer-centered Design for Sustainability

A rectangular, white metal sign with an ornate, embossed floral border. The word "WELCOME" is written in a bold, black, serif font across the center. The sign is mounted on a dark, weathered wooden wall with horizontal planks. The sign shows signs of age and wear, with some rust and discoloration, particularly at the corners and along the edges. The background is a dark, textured wood with visible grain and knots.

WELCOME

Meet Your Facilitators



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Today's Agenda

1. **Brief Overview of Design Thinking**
 - Design Thinking Phases & Mindsets
 - Putting Process Improvement in Perspective
2. **Ideation Lab**
3. **Reflections & Open Discussion**
4. **Preparing for Day 2**
5. **Close**



Today's Objectives

After this session, you will understand:

- Understand Design Thinking concepts and learn how to apply them.
- Learn how to develop solutions informed by a Design Challenge.



Sit down if...



Design Thinking



What on earth is Design Thinking?

A non-linear, iterative process used to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype, test, and refine. It is most useful for tackling problems that are ill-defined or unknown.

What is Design Thinking?

A human-centered approach to innovation and change management.



RESEARCH

Get inspired by the people you're serving. Start by listening to people to better understand their experiences.



SYNTHESIZE

Identify patterns and insights to inspire new opportunities for design.



IDEATE

Brainstorm new ways to serve your stakeholders.



PROTOTYPE

Get feedback on your ideas from stakeholders so you can revise your prototypes and get more feedback.



TEST

Bring your best prototypes to life and refine your ideas and solutions to prepare them for implementation.

Research Phase: Process Improvement Assessments



Process Improvement Assessment: RETAINWORKS Medical System Providers

RETAINWORKS is using a method called Design Thinking to foster innovation and drive change by reducing or eliminating challenges among various processes. The first step is to conduct comprehensive research to better understand where our focus should be. The feedback received will lead to real change for our program and help ensure that we give each program provider the best opportunity to success in their involvement with RETAINWORKS.



Process Improvement Assessment: RETAINWORKS Program Workforce Partners

RETAINWORKS is using a method called Design Thinking to foster innovation and drive change by reducing or eliminating challenges among various processes. The first step is to conduct comprehensive research to better understand where our focus should be. The feedback received will lead to real change for our program and help ensure that we give each program workforce partner the best opportunity to success in their involvement with RETAINWORKS.

Synthesis Phase: Identifying Key Themes & Opportunities



Kansas RETAINWORKS Sustainability & Refinement Planning

Key Themes & Opportunities Report

Gabriel Matthews, TA Consultant

American Institutes for Research

Submitted to: Kansas RETAINWORKS State Team

MARCH 2024

Design Challenge – Putting Design Thinking into Action

A **Design Challenge** is simply a means by which a project or element of a project might develop innovative solutions to a complex problem.

Generally, a Design Challenge is made up of phases to guide the design thinking process toward solution-building, which includes Inspiration, Ideation, and Implementation.

These are often framed as a “How might we...” question.



how might we ...

assume solutions exist

how **might** we ...

reduce commitment

how might **we** ...

do it together

Innovation



Innovation by Design

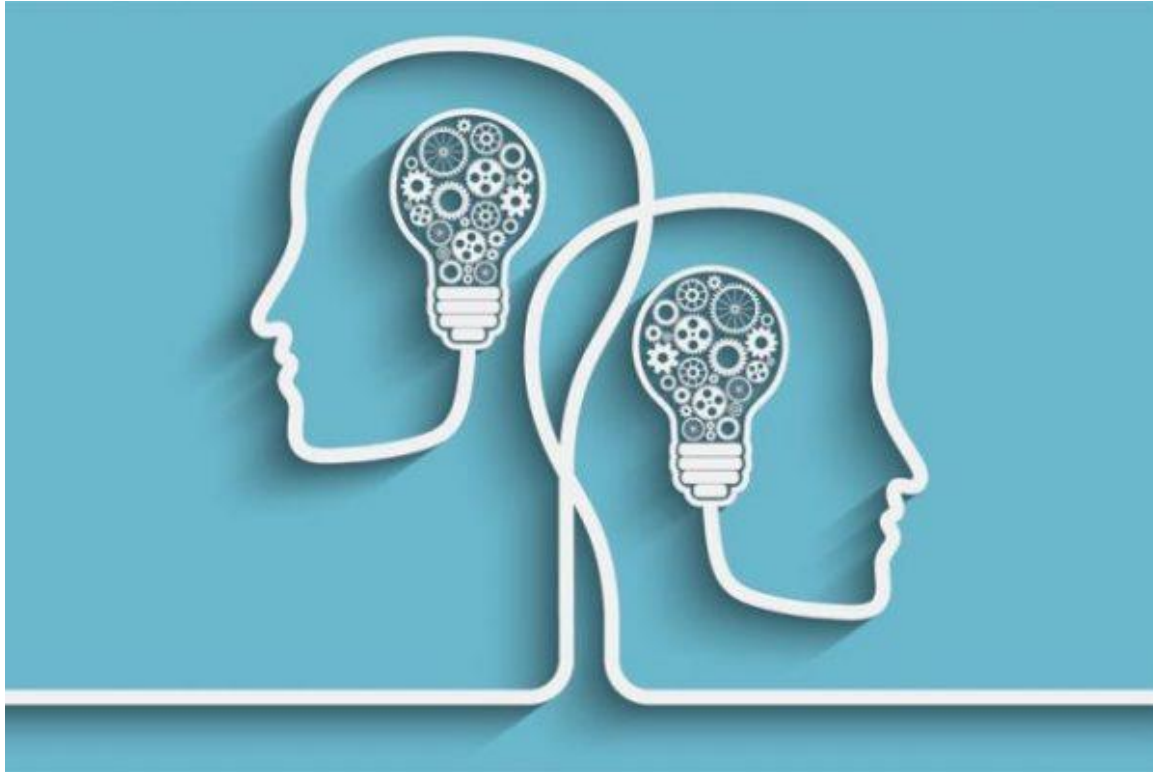


Design Thinking Approach to Change

- Change is hard; it's inevitable but progress is optional.
- Participants' experiences inspire all work.
- Everyone is involved. All voices matter!
- It's a process and that's okay.
- Solutions are prototyped, refined, and tested prior to implementation.
- Refinement is cyclical.



Design Thinking Mindsets



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- Creative Confidence
- Empathy
- Embracing Ambiguity
- Make it
- Failure is Powerful
- Iterate, Reine, Improve
- Optimism

Ideation Lab Activity



- Each breakout has a “How might we...” question for everyone to ideate solutions for.
- Each “How might we...” question is grounded in research and synthesis results.
- The Ideation Lab is a creative environment that encourages building on all ideas shared.
- No restrictions; enter with a “yes, and...” mindset, not a “yes, but...”

Ideation Lab – “How might we…” Questions

1. How might we best identify candidates who would benefit from RETAINWORKS?
2. How might we enroll more participants?
3. How might we better engage and include employers as part of an individual’s RTW plan?
4. How might we better communicate expectations to customers when working across multiple systems?

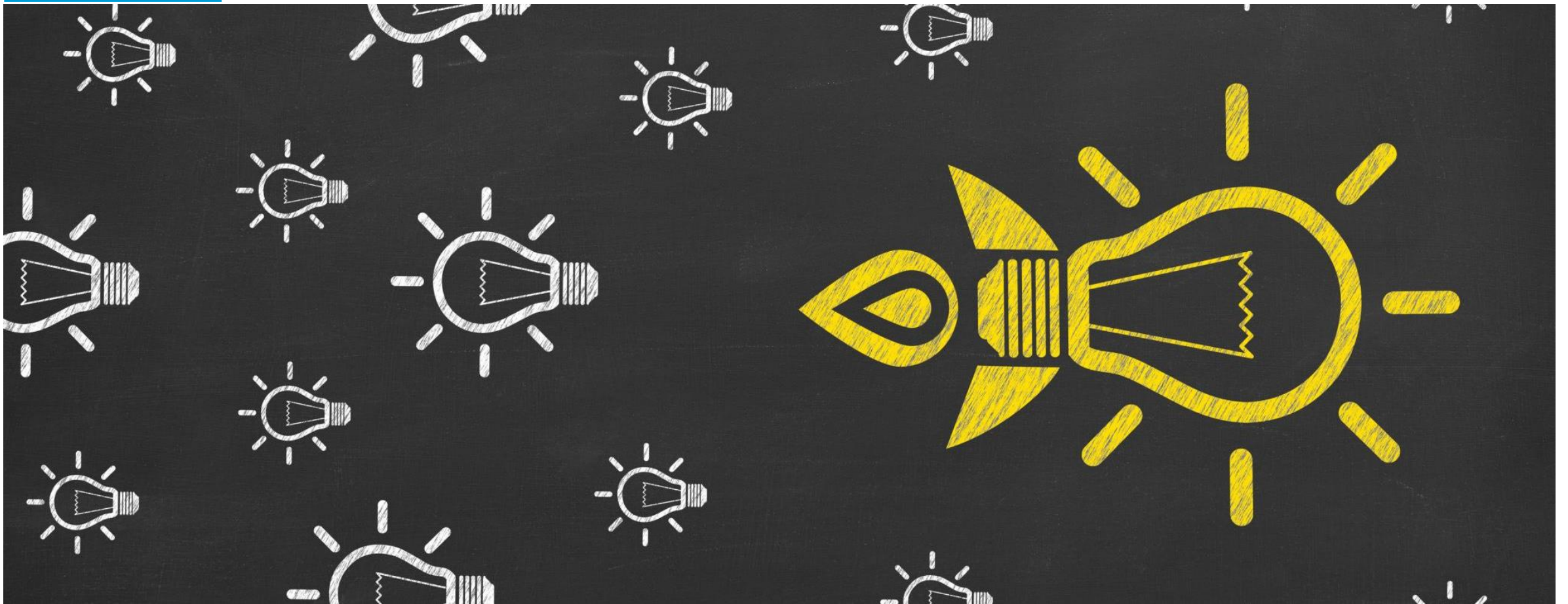


Ideation Lab Logistics



- Designate a note-taker for your group.
- Designate a spokesperson for your group.
- You will have “x” minutes to work through your “How might we...” question.
- When time is up, we’ll come together as a larger group and share out what you’ve come up with.

Ideate!



Thoughts, Reflections, & Share Out



Up Next for Day 2...



Prototype Fair

Hello Again!



[This Photo](#)

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Today's Agenda

1. Prototype Development

- Create your solutions!

2. Prototype Fair

- Share your Prototype with Others
- World Café Feedback Loop

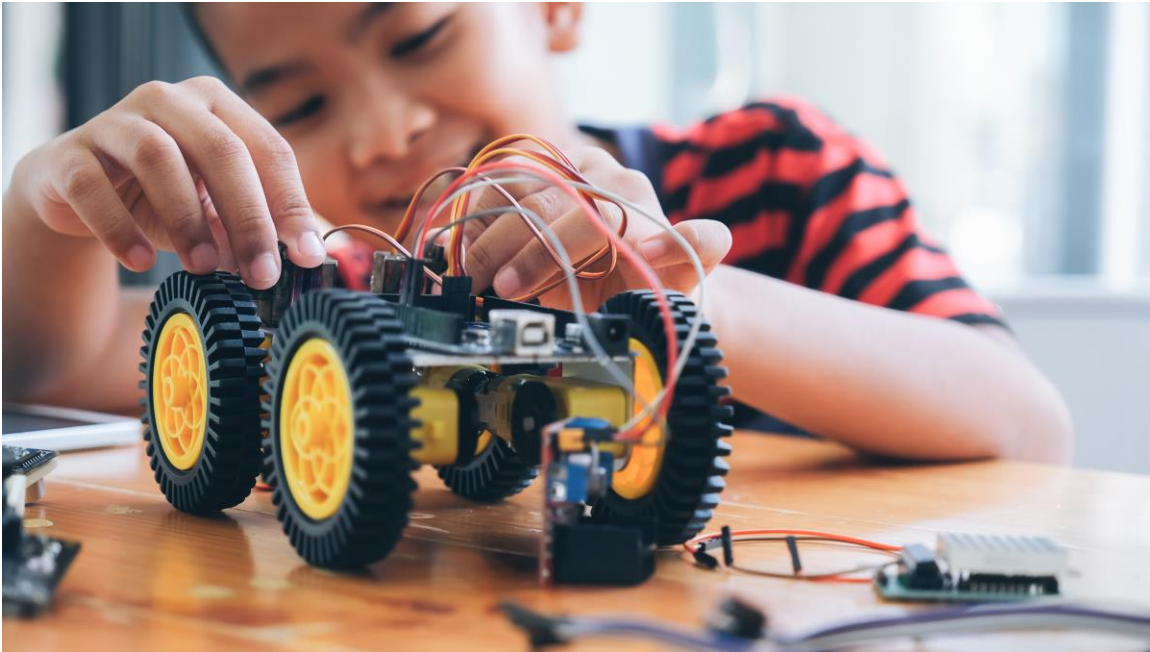
3. Tips for Refinement & Testing

4. Tips for Implementation

5. Close



Prototype Development



- Create a visualization of the HMW solution you've prioritized.
 - This can be charts, lists, sketches, physical models, story-boards, role play, and more!

The key is to convey your solution in practical ways so that others can visualize ways to support and/or strengthen it.

Prototype Development - BEGIN!



Prototype Fair Objectives



- Gather input from others via World Café to refine your prototype.
 - If input received calls for a minor refinement feel free to refine in real-time.
 - If input received calls for a major refinement, note it for refinement later.
- Each group should designate a prototype spokesperson to present and note input received.

Begin!



Session Thoughts? Feelings? Reflections?



- How are you feeling about what's come out of our sessions together?
- How would you like to keep the momentum going for your solutions to grow and thrive? What might you need?
- If you did not find value in our time together, what might've helped?
- What are you most looking forward to as we adjourn?

Thank
You