

**Migration & Game  
Design Working Group**  
**Intro to Design Thinking**

...

**Wednesday November 13**

# Introductions



## Danielle Hernandez

Senior Design Strategist at SCD

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My background is a BFA from Iowa State in Graphic Design, MFA from NYC's SVA in Design for Social Innovation

What I do here:

- Senior Design Strategist, Social Impact
- co-teach courses in social innovation space
- work on social impact projects on + off campus

# Introductions



## Amanda Henderson

Lecturer + Senior Design Strategist at SCD

[akhende2@illinois.edu](mailto:akhende2@illinois.edu)

My background is in Industrial Design,  
Exhibit Design, Experience Design, + Teaching

What I do here:

- teach and create courses
- run projects on and off campus
- support new team members in learning the design thinking process

**The Heart of Creation  
for the campus community to  
Question. Discuss. Dream.  
Invent. Innovate. Collaborate.**



## **Illinois Breaks Ground on Siebel Center for Design**

Construction is expected to begin this summer on the campus-wide hub, which will offer an abundance of tools and space for students to advance technology through collaboration and an interdisciplinary approach.





## SCD Mission

**To foster multidisciplinary collaborations across campus, using **design thinking** as an approach to promote human centered design, reflection, and iteration.**

# **Introduction to Design Thinking**

**Human Centered Design** is an interdisciplinary, problem solving approach that identifies the unmet needs of a population in order to collaboratively develop solutions.

**Connect with the people you are  
designing for – their lives, their interests,  
and their motivations.**

**And then design from there.**



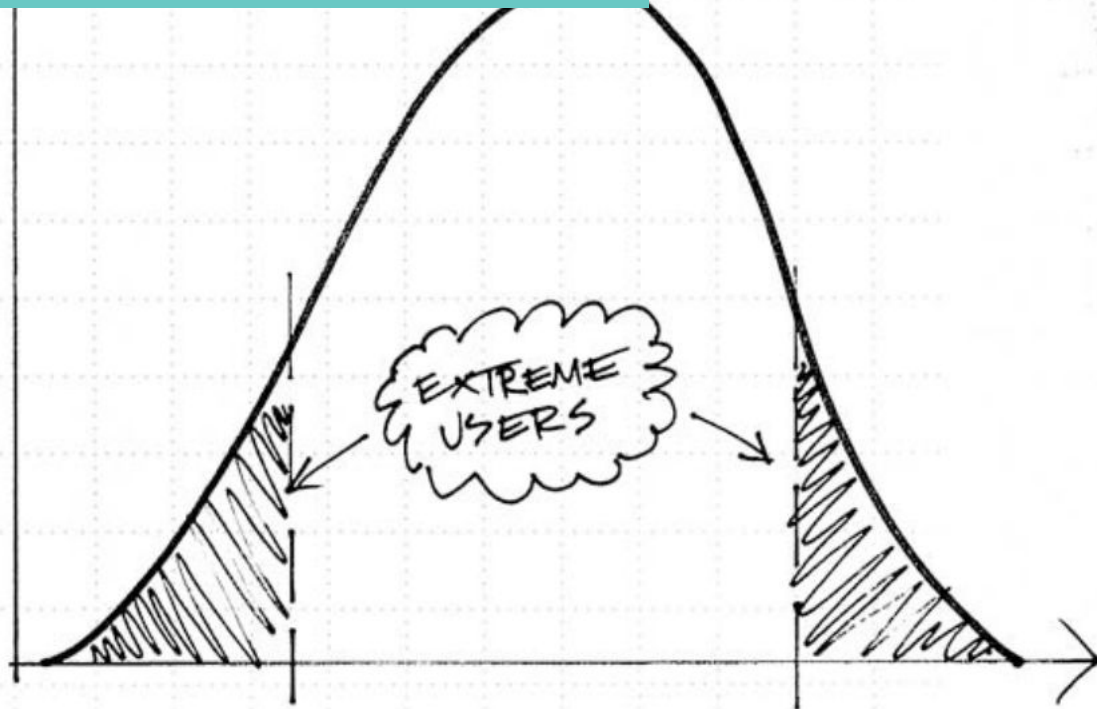
**Walk in their shoes.**



**Be an anthropologist.**



**Find extremes.**

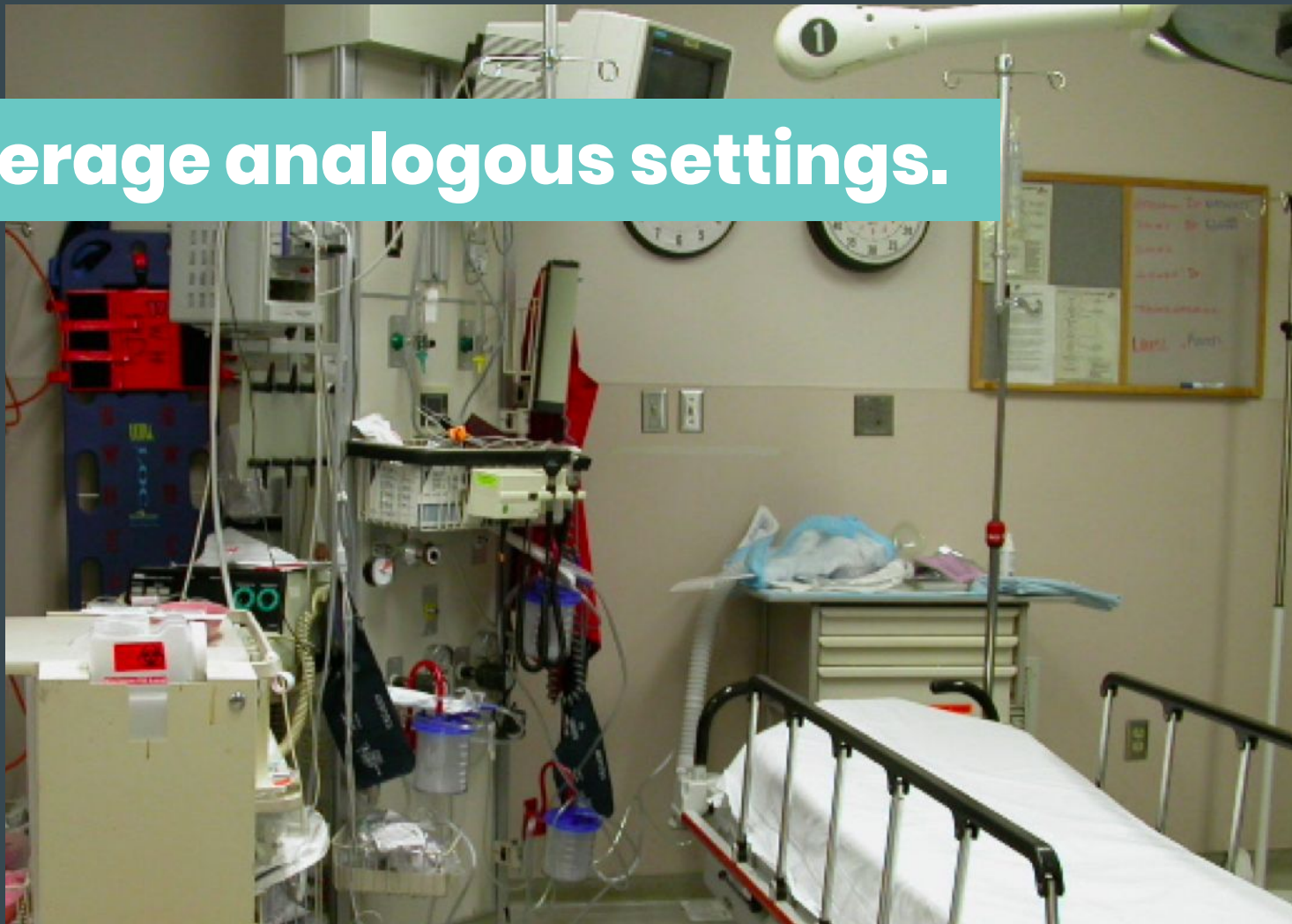




**Find extremes.**



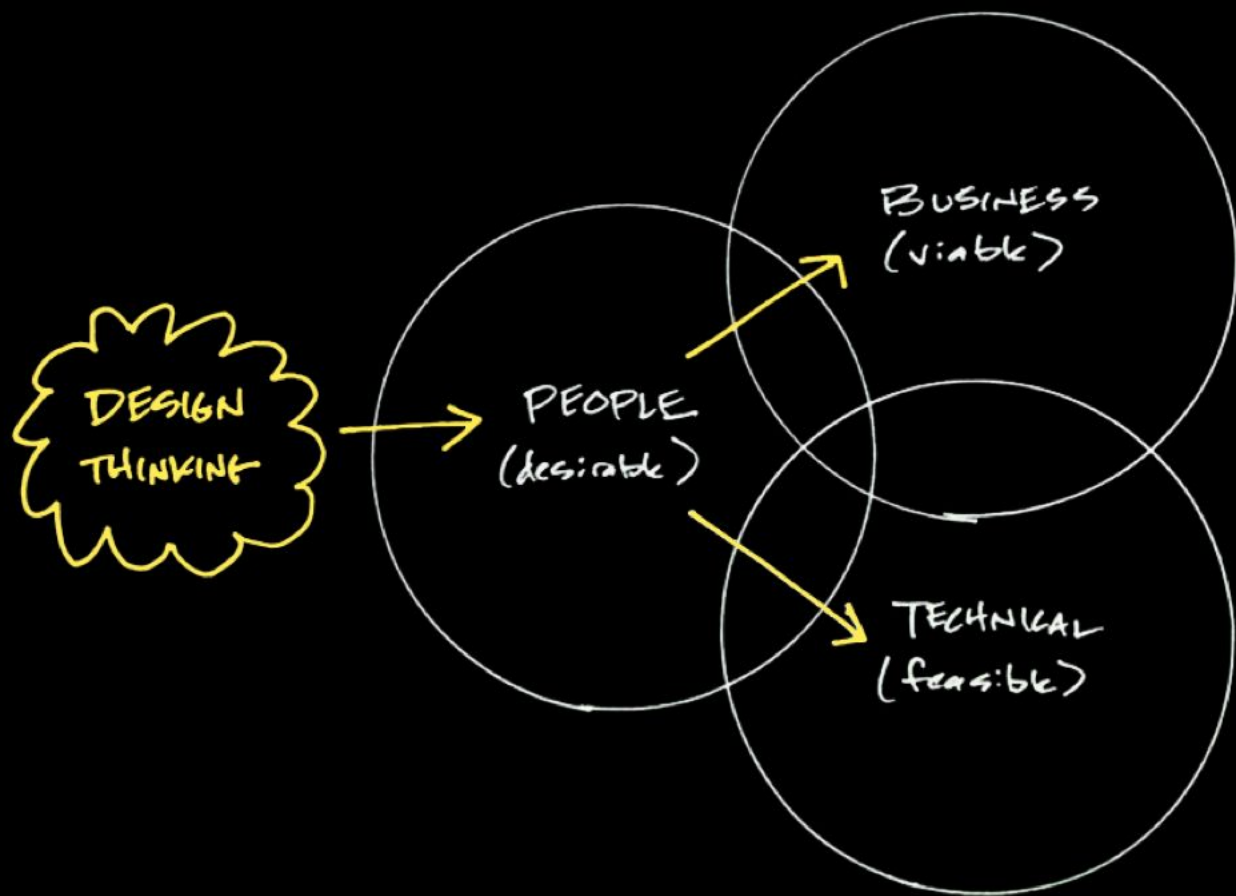
**Leverage analogous settings.**



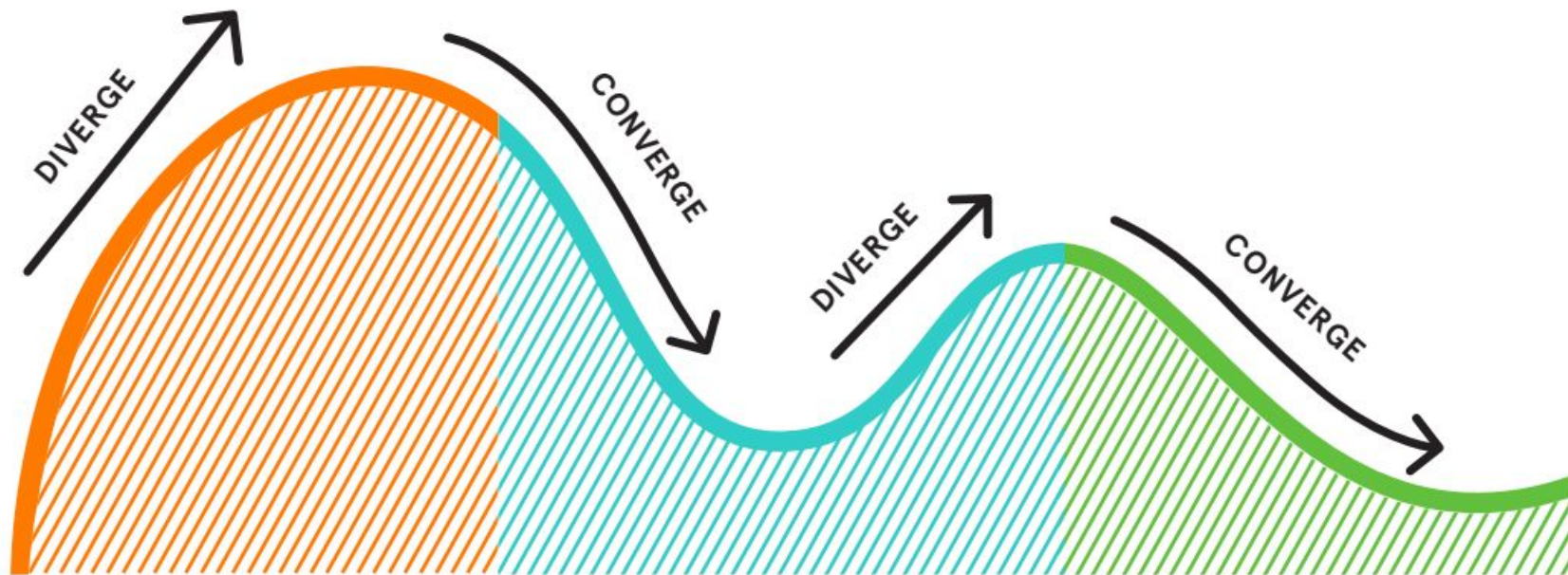
Leverage analogous settings.











# Build to think, think to build



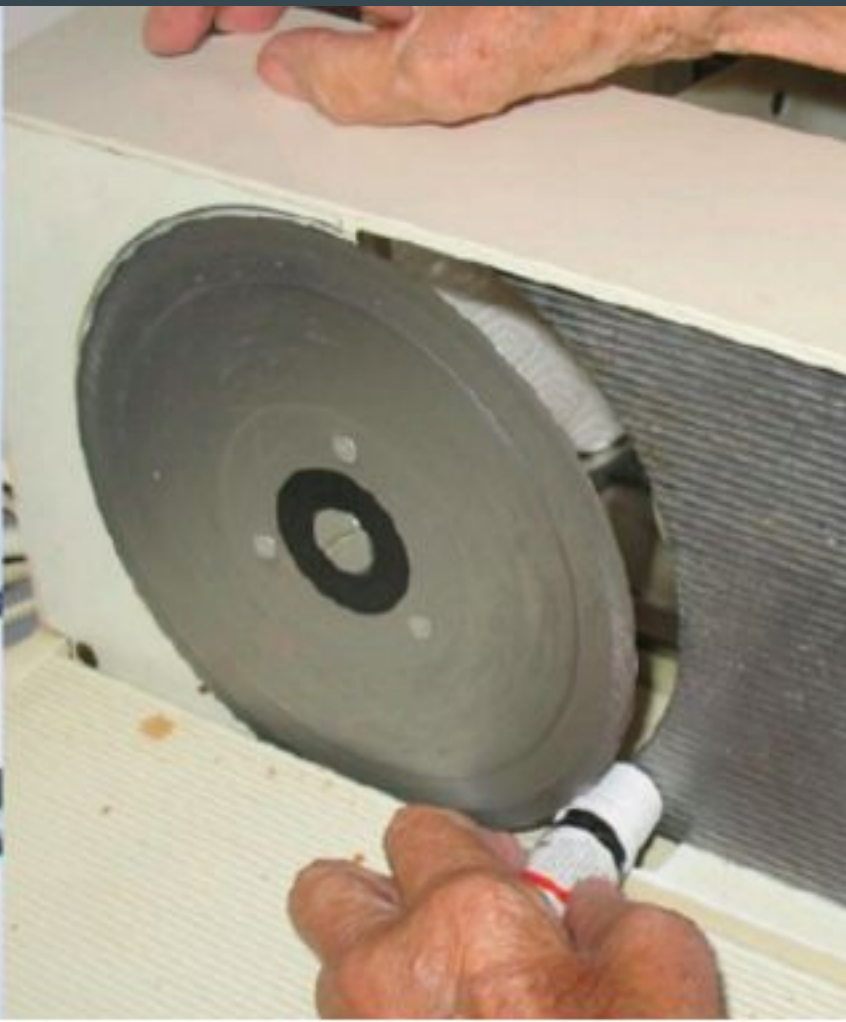
# User Research



# Human Centered Design



**Demonstrate  
how you open  
the pill bottle.**









# **Synthesizing Research**

# Four Key Activities for Synthesis

- 1. Tell stories about individuals**
- 2. Look for patterns**
- 3. Extract the key insights**
- 4. Create frameworks to best communicate**

# **1. Tell Stories About Individuals**

TWO STORIES

# Lisa

## 30yo, 3x cancer survivor

5yo — Ewing's Sarcoma, in remission

13yo — 2nd Osteosarcoma, in remission

30yo — Hyalinizing Clear Cell Carcinoma, in remission

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*Pursuing a master's degree in games & education, after deciding not to be an oncologist for fear of spending her life in a cancer ward.*

"I was told I was not going to make it through the weekend... my parents were asked to make funeral arrangements. The hardest thing was saying goodbye to my sister."

"No way did I think that bump in my mouth could be cancer."

"Once she got out of the Google terror rabbit hole she actually became useful — and convinced me to go to the best surgeon, who invented the procedure."

"I imagined all the things I would do when I grew up — going camping, going hiking. This one year was the tradeoff I would make to have the rest of my life."

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TWO STORIES

# Frederick and Natasha

## *53 yo, stage 2 esophageal cancer*

*Fall 2015— undiagnosed symptoms emerge*

*Summer 2016 — diagnosed with stage 2 esophageal cancer*

*Feb 2018 — Completed second round of treatment*

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*Immigrated from Colombia 11 years ago. Frederick works as a painter. They have three daughters and a very tight-knit Catholic community.*

"When I was diagnosed it felt like I was going into the lightning storm. I am a pilot in Colombia and it's very bad if you're flying."

"The hardest part was surgery. It was like the flame could go off anytime and he'd be gone. I didn't know if I would see him again. The surgery was seven hours and I stayed the whole time."

"I feel like I am the mom of everyone here. I can't cry in front of him with him going through this...the shower became my best friend. I would cry in the shower."



# Four Key Activities for Synthesis:

## 1. Tell stories about individuals

- Take turns telling stories
- Actively listen to your team members and look for meaning
- Analyze and interpret meaning
- Focus on the highlights
- Go deeper

## **2. Look for Patterns**



# Four Key Activities for Synthesis:

## 2. Look for patterns

- Look for buckets and themes
- Consider the relationships between buckets
- Group and re-group
- POINT
  - Problems, Opportunities, Insights, Needs, Themes

### **3. Extract the Key Insights**

# Four Key Activities for Synthesis:

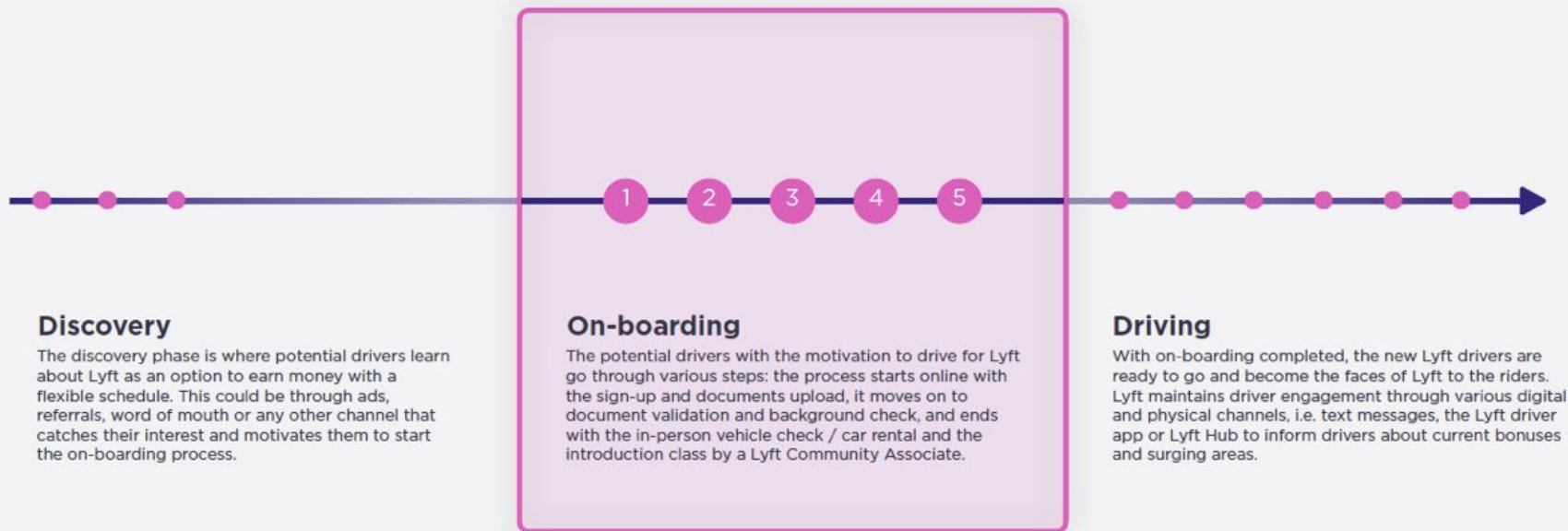
## 3. Extract key insights

### What is an insight?

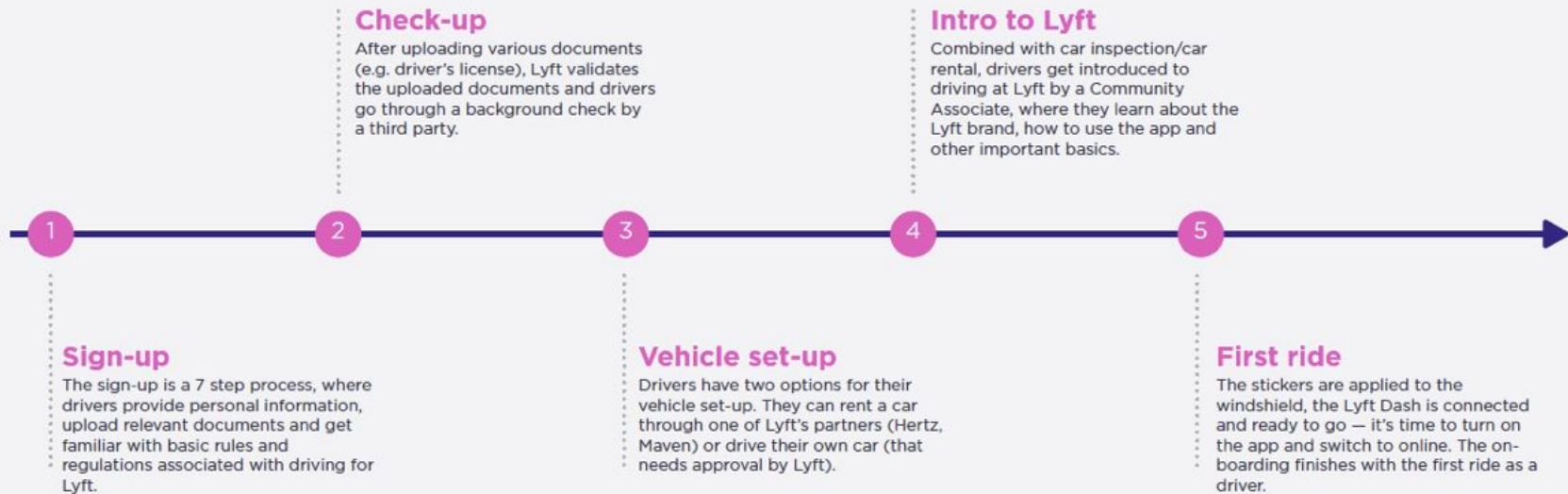
- Insights are revelations - the unexpected things that make you sit up and pay attention
- Insights bring visibility and clarity to previously hidden meaning
- Insights allow us to see the world in a new way

# The Driver Journey

For our own understanding, we spent time mapping out the driving journey, focusing on the key elements of the on-boarding process during our deep-dive immersion.

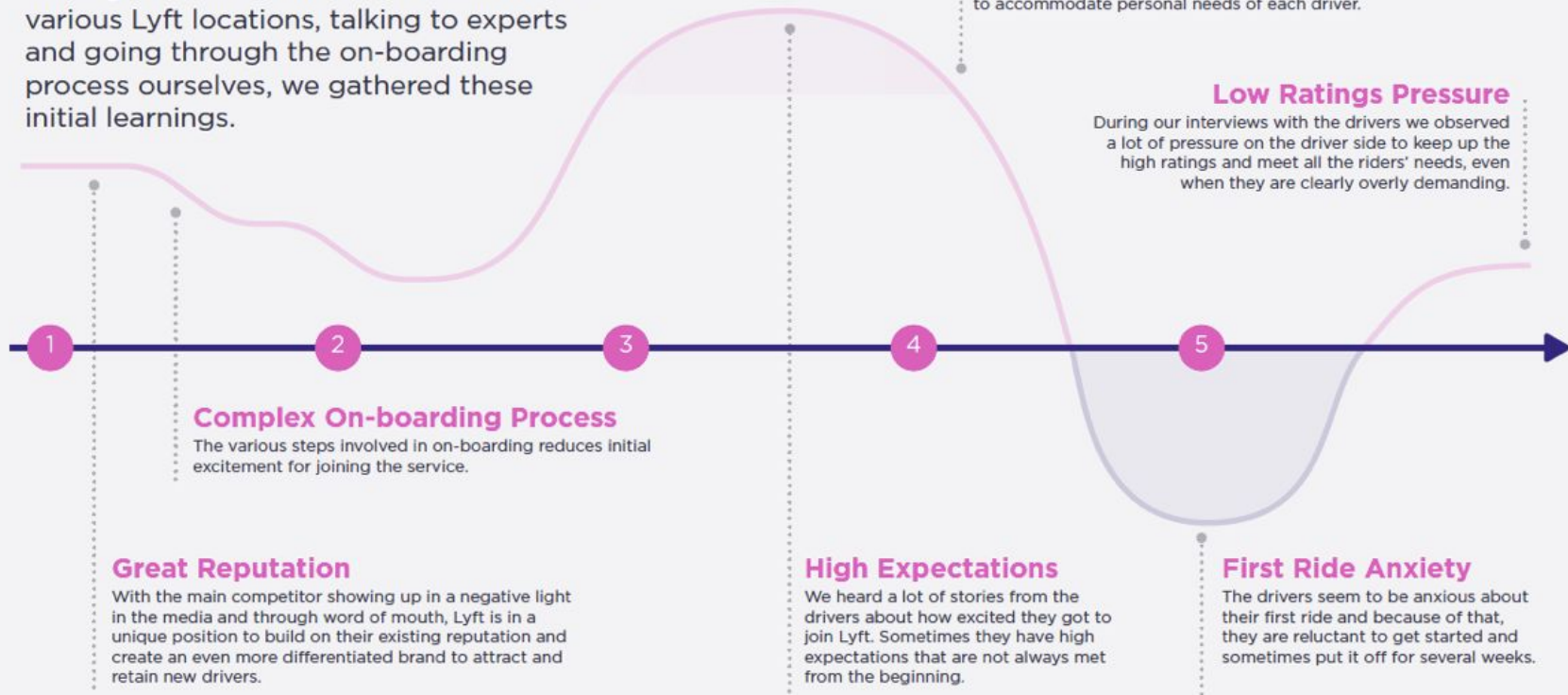


# Our understanding of the Lyft on-boarding process



# Key Insights

Through the driver interviews, our visits to various Lyft locations, talking to experts and going through the on-boarding process ourselves, we gathered these initial learnings.



**4. Create  
frameworks  
to best  
communicate  
findings**



# Four Key Activities for Synthesis:

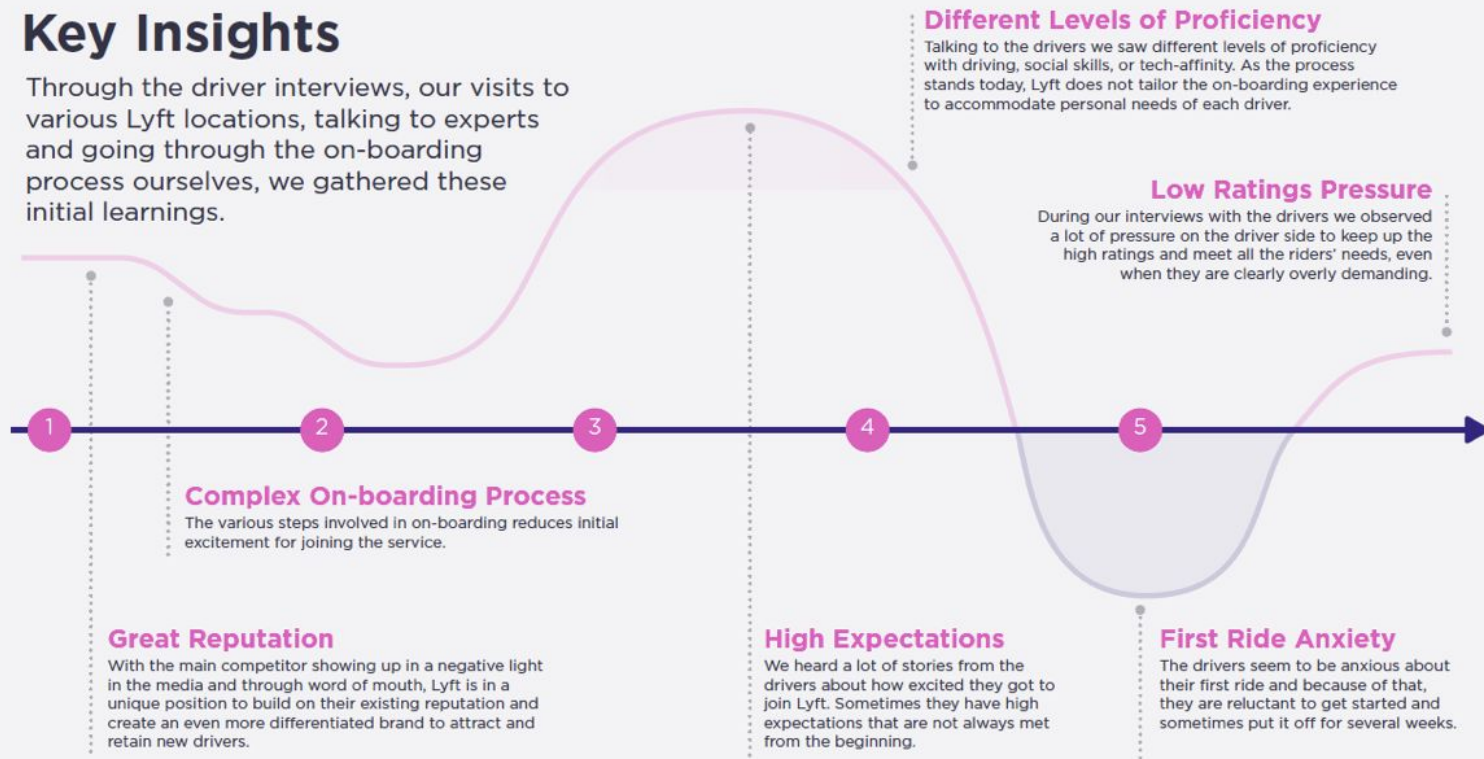
## 4. Storytelling + Frameworks

- Find the best way to express your insights
- Find the right framework for your story

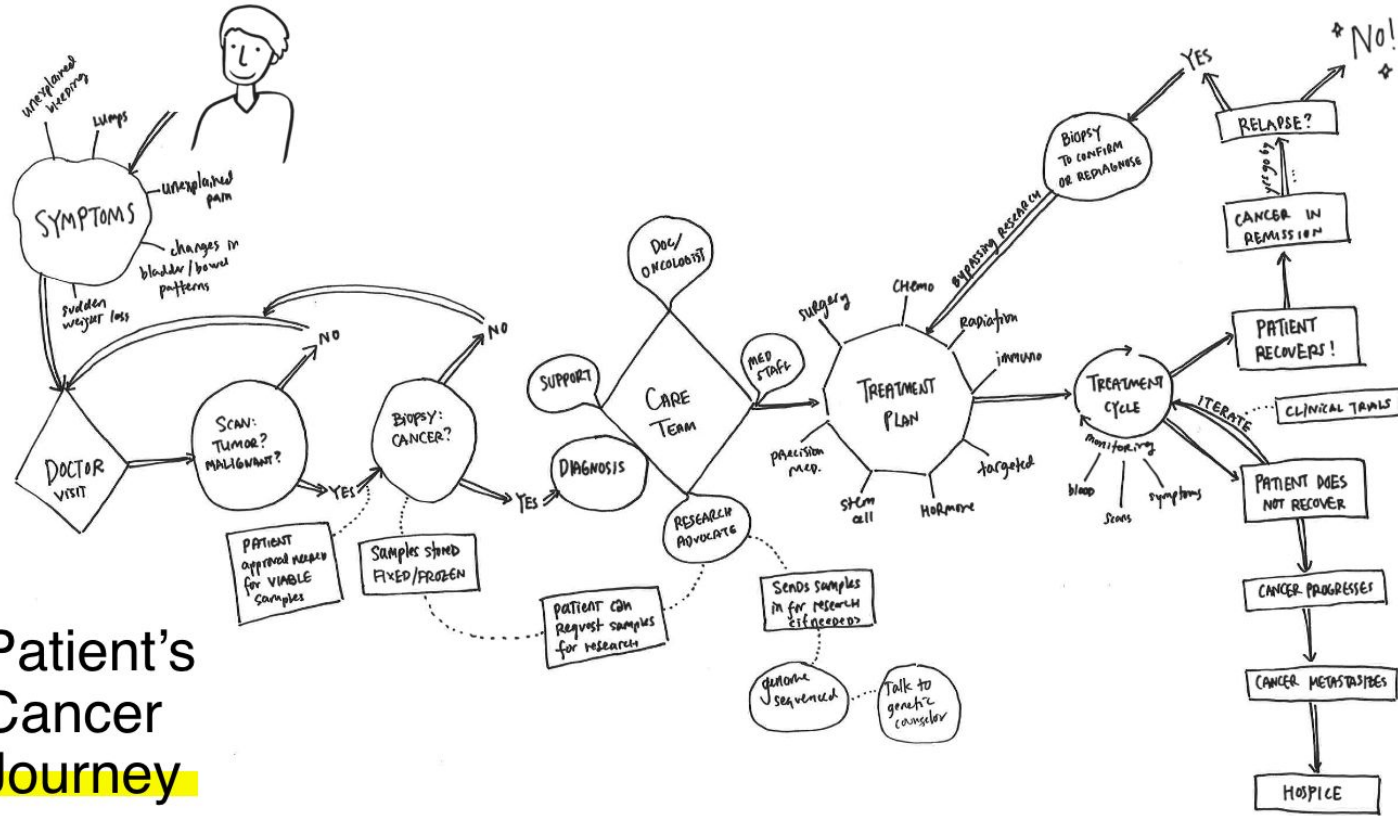
# Journeys

## Key Insights

Through the driver interviews, our visits to various Lyft locations, talking to experts and going through the on-boarding process ourselves, we gathered these initial learnings.

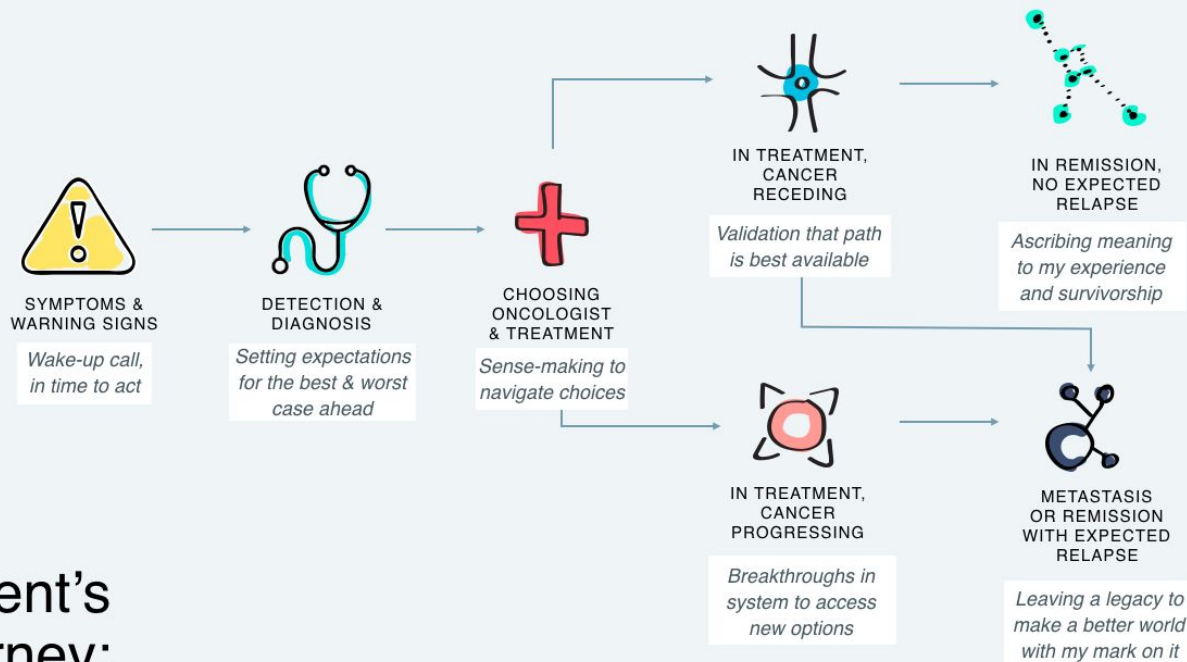


# Journeys



## Patient's Cancer Journey

# Journeys

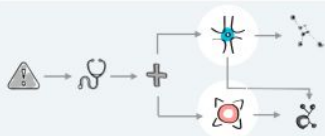


Patient's  
Journey:  
**Simplified**

## 05

## Caretakers are a critical part of treatment, but often lose their support system.

Caretakers play an extraordinarily important role in cancer journeys, especially for the old and the young. Supporters are often those who keep records, translate information and seek out the best possible treatment for those that they love. That said, as a patient it can also be challenging to build support when you're down both physically and mentally.



### SUPPORTIVE QUOTES

**"I'm ready to finish my bucket list. I want to travel, but my husband just wants to rest."**

— Stacey

**"It's been 6-7 months and now all this [bottled up emotional experience] is coming out. He felt like it was all about me."**

— Stacey

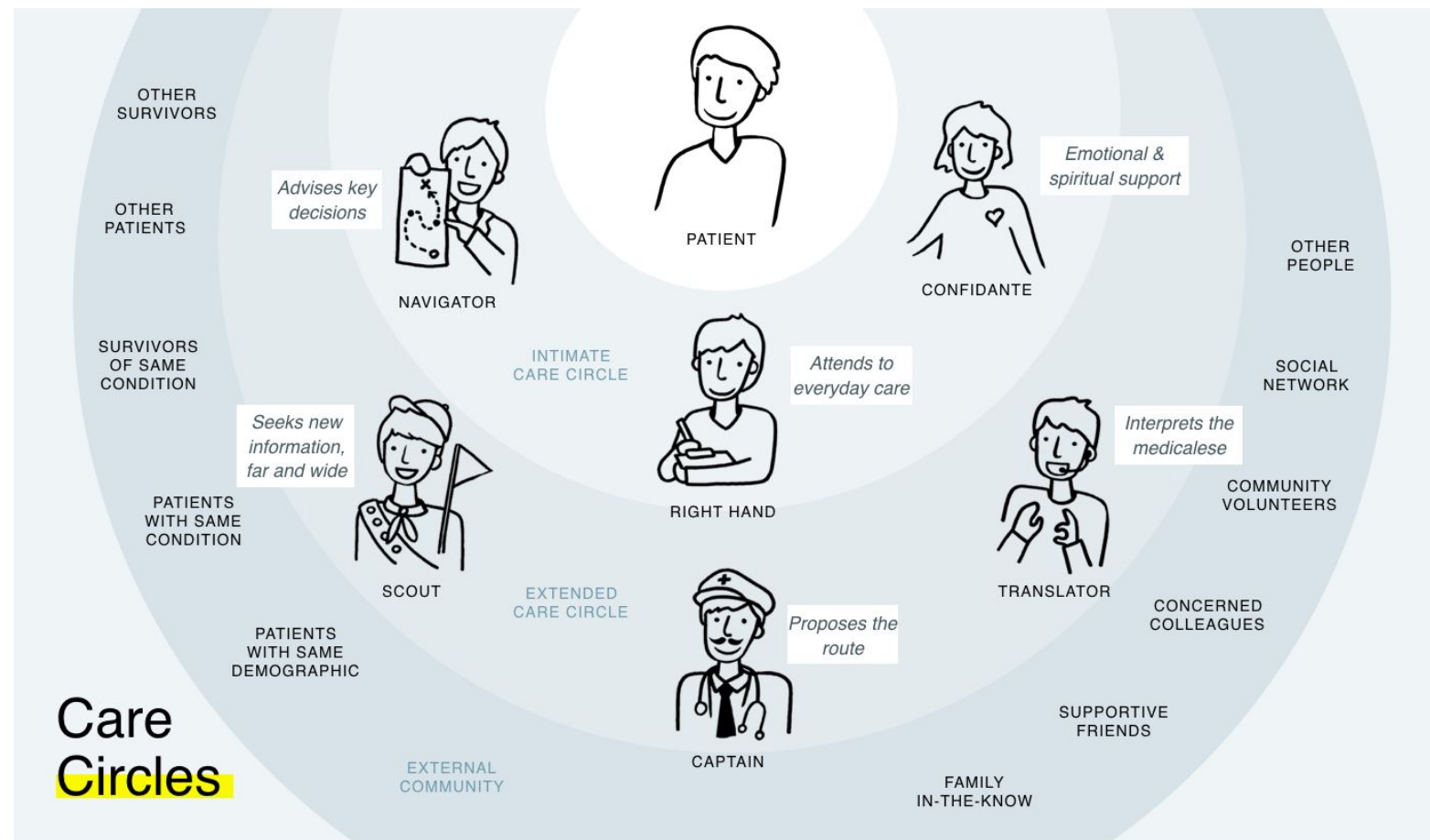
"For my second surgery I told my mom she couldn't come because she was so worried and anxious that it put more stress on me."

— Beth

"My mom would use a chatbot. Clearly she needs someone to talk to." — Beth

"I felt like I was going to pass out. I was crying non-stop. I didn't want to cry in front of him." — Natasha

# Maps

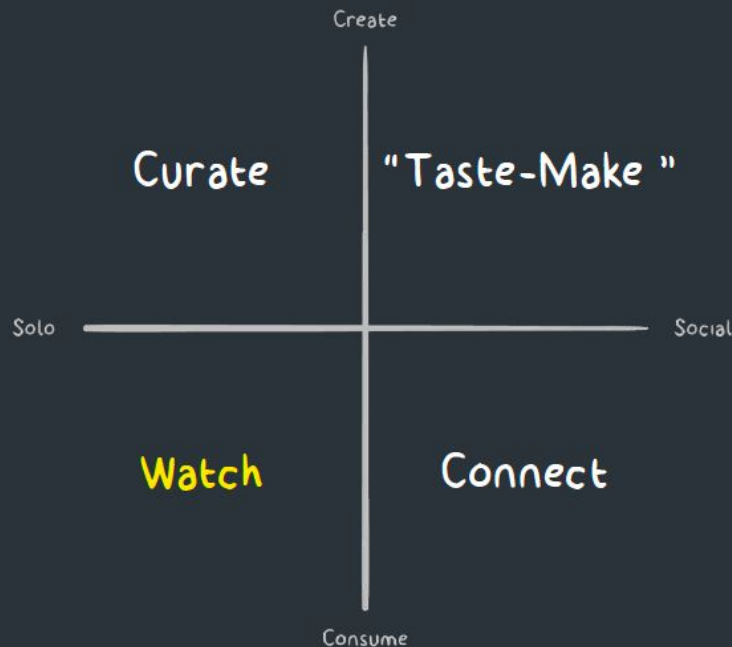


# Two by Twos

## 02. Levels of Engagement

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Not only how, when, and where we watch TV has changed (content + context), but also how we might potentially engage with it, socially and/or creatively.





# Behavioral Segmentation

**“Hold my hand through the process.”**

Offer the opportunity to learn more about, and be coached through the retirement process using straightforward language. Allow them to pause the process and take time to consult others when questions arise.



PASSENGERS

**“Let me see all the possibilities in front of me.”**

Give them the opportunity to experiment with different retirement scenarios. Offer unbiased information to expand their understanding of retirement.



EXPLORERS

**“Show me the process from beginning to end.”**

Show what the whole process will look like so they can plan in advance. Visualize multiple income sources all in one place.



PATHFINDERS

**“Get me to the finish line as quickly as possible.”**

Provide the convenience of completing the application without visiting an office. Offer instant feedback to let them know that the process has been successful.



BY-PASSERS

# **A Few Case Studies**













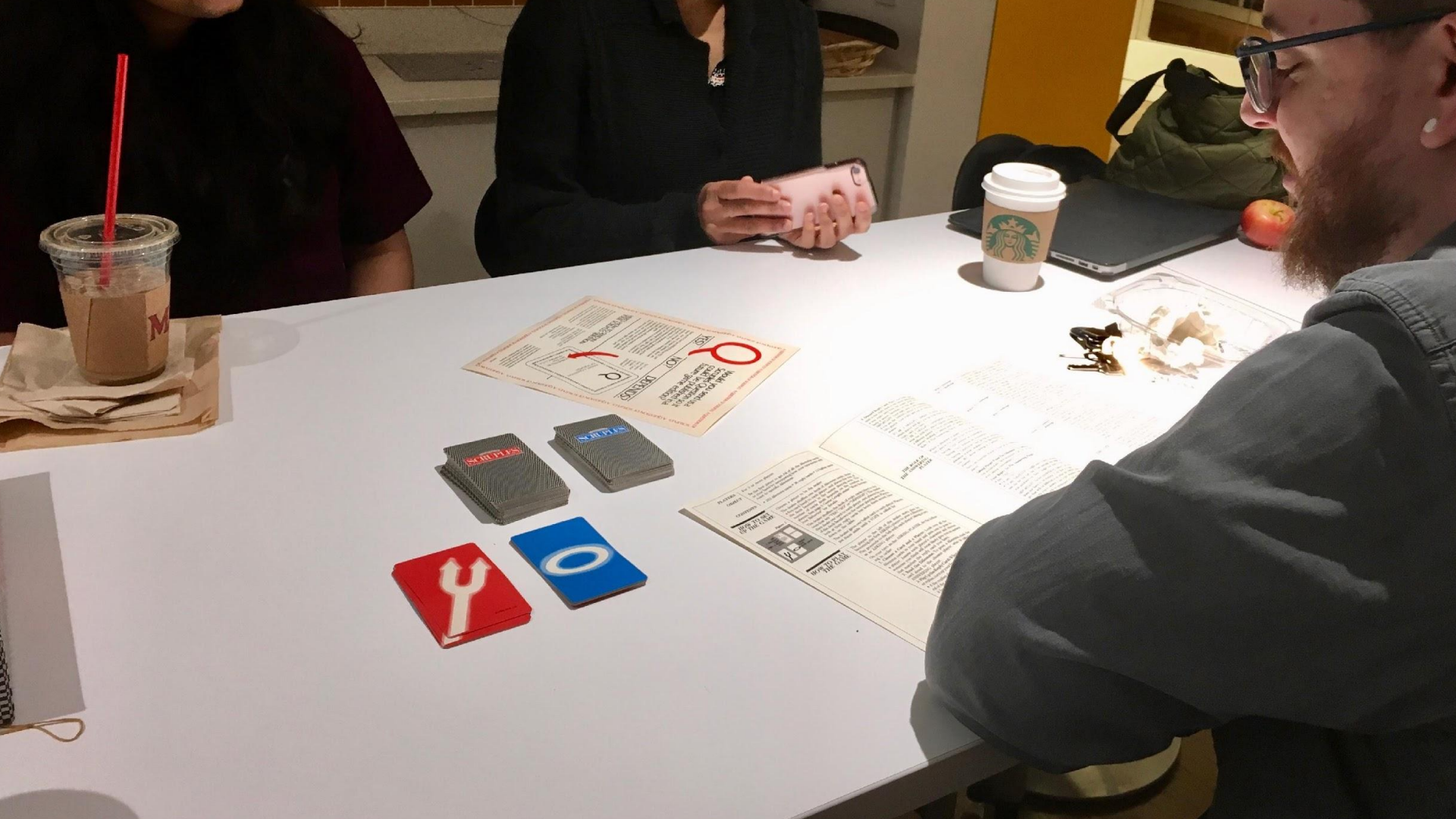
## HMW Questions

**“How might we” (HMW) questions are short questions that launch brainstorm. Break that larger challenge up into smaller actionable pieces.**

**How might we encourage education through play?**

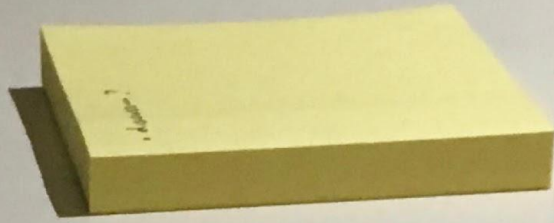
**How might we create comfort and space for conversations about sex?**











What are your  
t... enous

What place  
do you  
... ..  
... ..

~~Have you ever been  
... ..  
... ..  
... ..~~

What does sex  
look like in a  
potential partner  
for you?

if you  
... ..  
... ..  
... ..

Sex have  
wante

Felt uncomfortable  
↑ perhaps

intimate moment?

middle of an

... ..

... ..

... ..



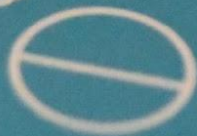




# SCREWED

A **NSFW** game about love, sex,  
and screwing your friends.

Not In the  
Mood



Have do you feel  
about receiving naked  
pictures? Sending  
them?

Have do you feel  
about receiving naked  
pictures? Sending  
them?



How might we...

**... leverage the shared expertise in the room by iterating with students throughout the semester?**

**... support students building empathy in others through building empathy in themselves?**

**Questions?**