Forward Faster by Design

VIRTUAL SERIES

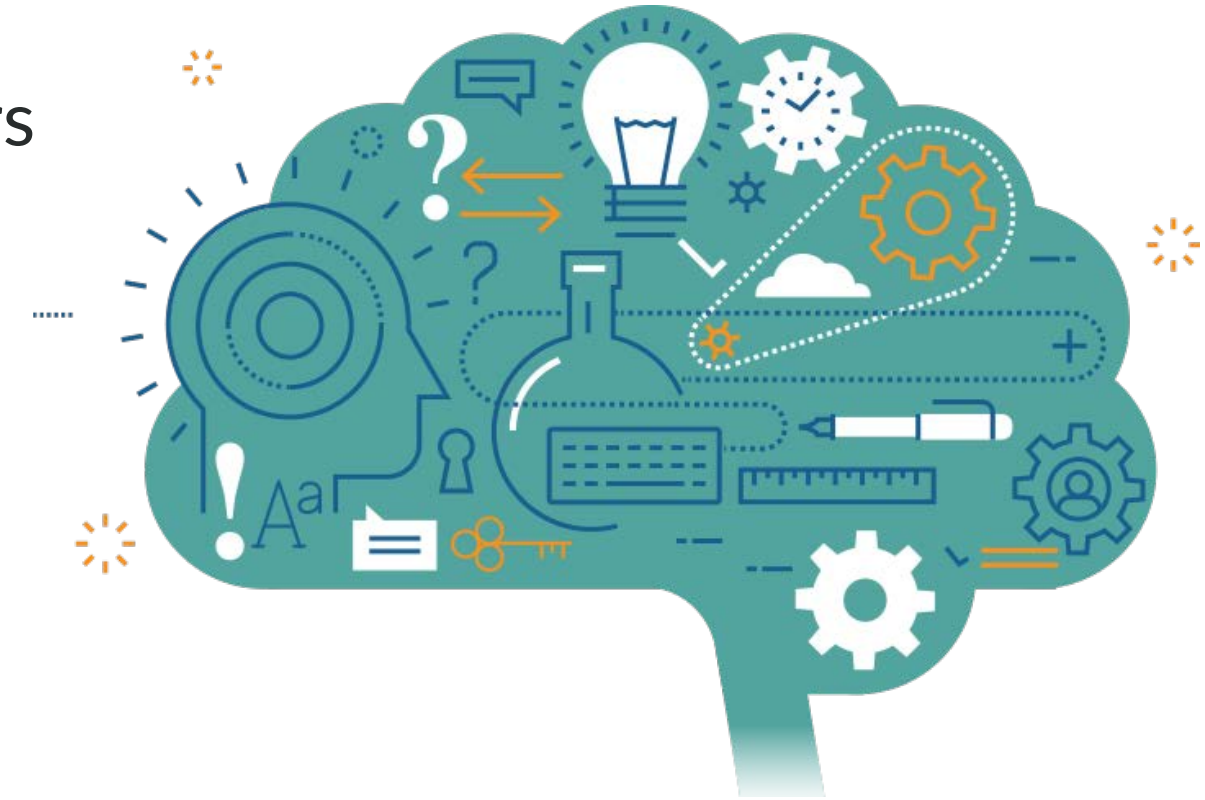
Faster Glass

imagine better - innovate faster

Adapting to Disruption:
A Human-Centered Approach

What is Design Thinking?

- A discipline that leverages the principles & practices of designers
- A way of thinking (mindset) and working (toolset)
- A human-centered approach to innovation



© 2020 Faster Glass

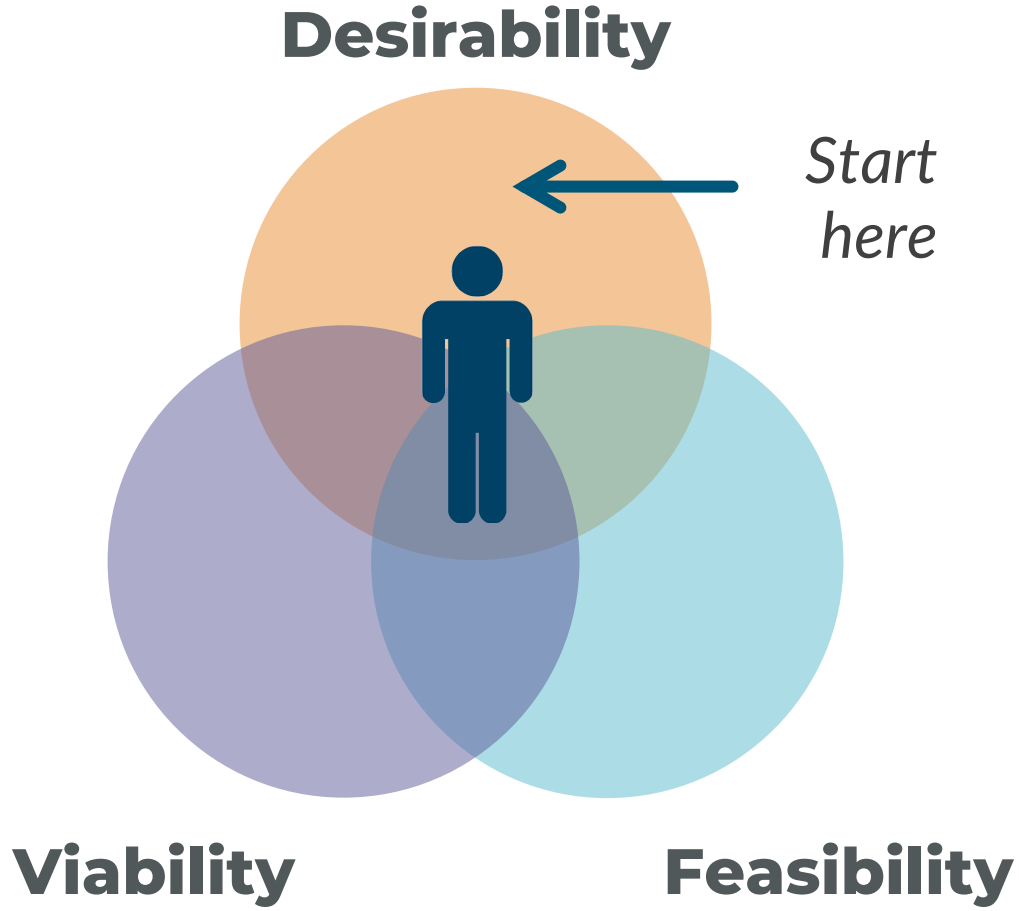
What is Innovation?

People implementing new ideas that create value.

Especially now!

What is Design Thinking?

- A discipline that leverages the principles & practices of designers
- A way of thinking (mindset) and working (toolset)
- A human-centered approach to innovation



Examples of Good (and Bad) Human-Centered Design

200
220
240
F
E

Beef Tips
Alexander
Michael's
Sat 7:26
Thanks!
Tessi

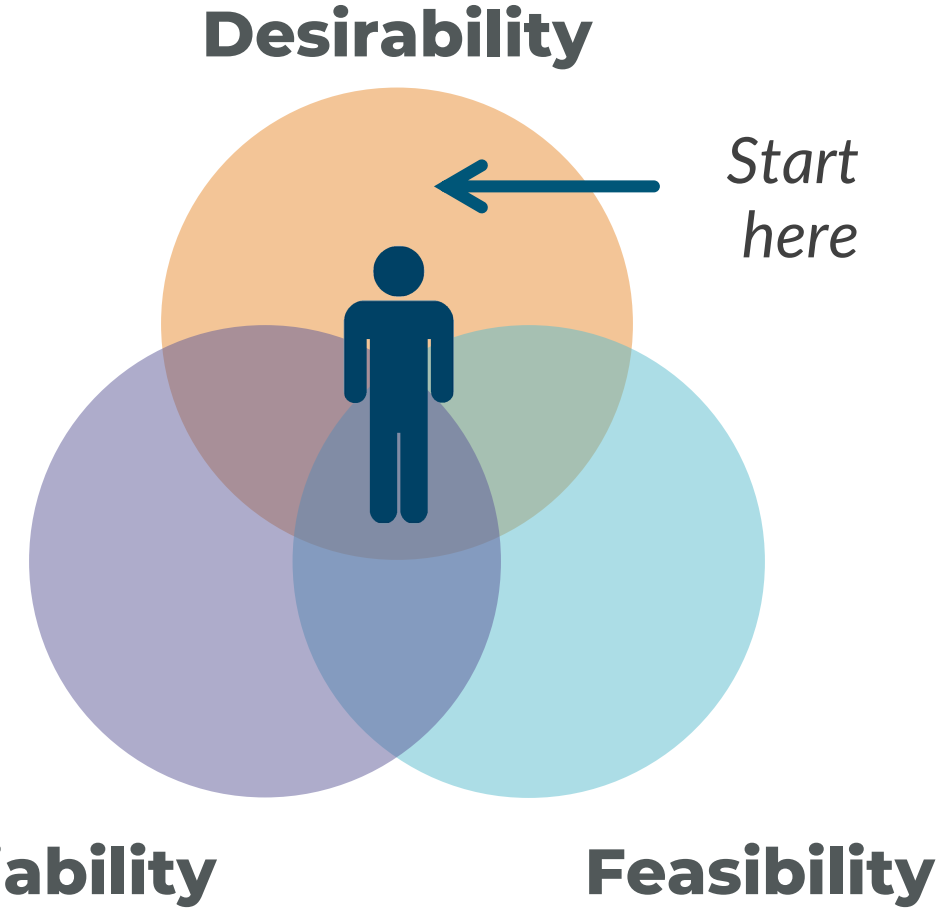
pyrex
1 CUP
8 oz
3/4
6 oz
1/2
4 oz
1/4
2 oz
1 CUP
2/3
1/2
1/3

OXO
cups
ml
500
450
400
350
300
250
200
150
100
50
OXO

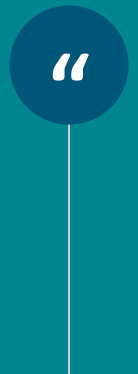
OXO

How might we adapt to disruption?

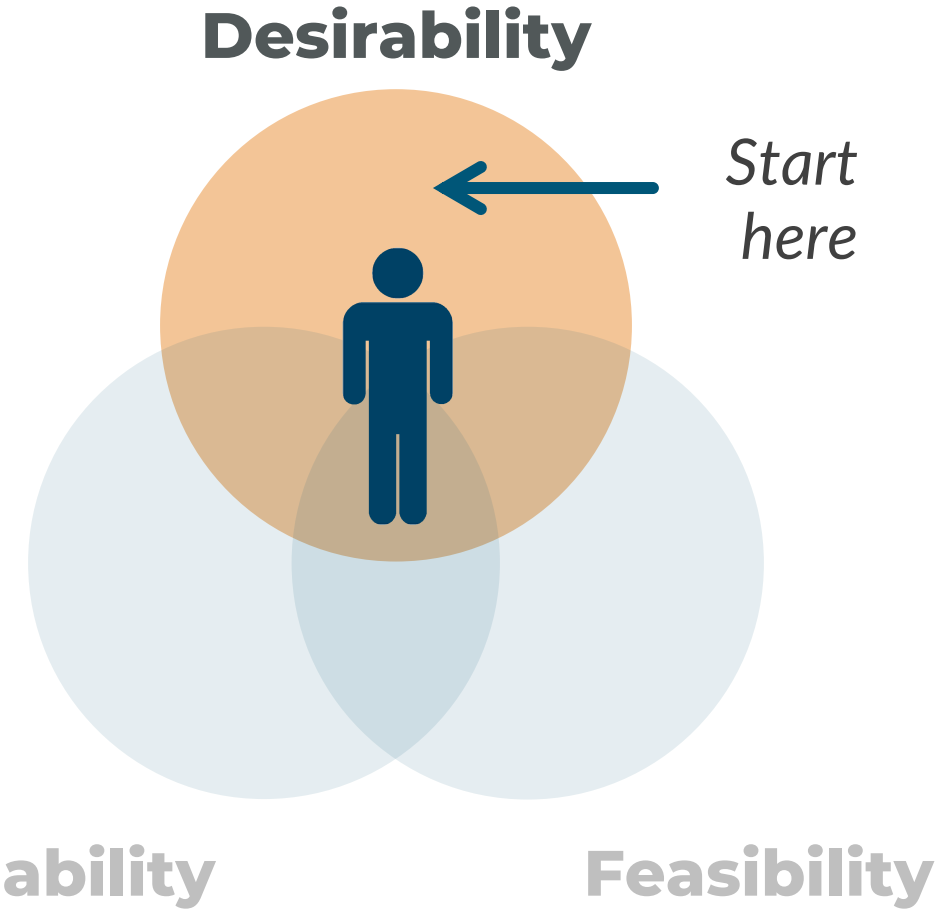
How Might We Adapt To Disruption?



Fall in love with their problem, not the solution.



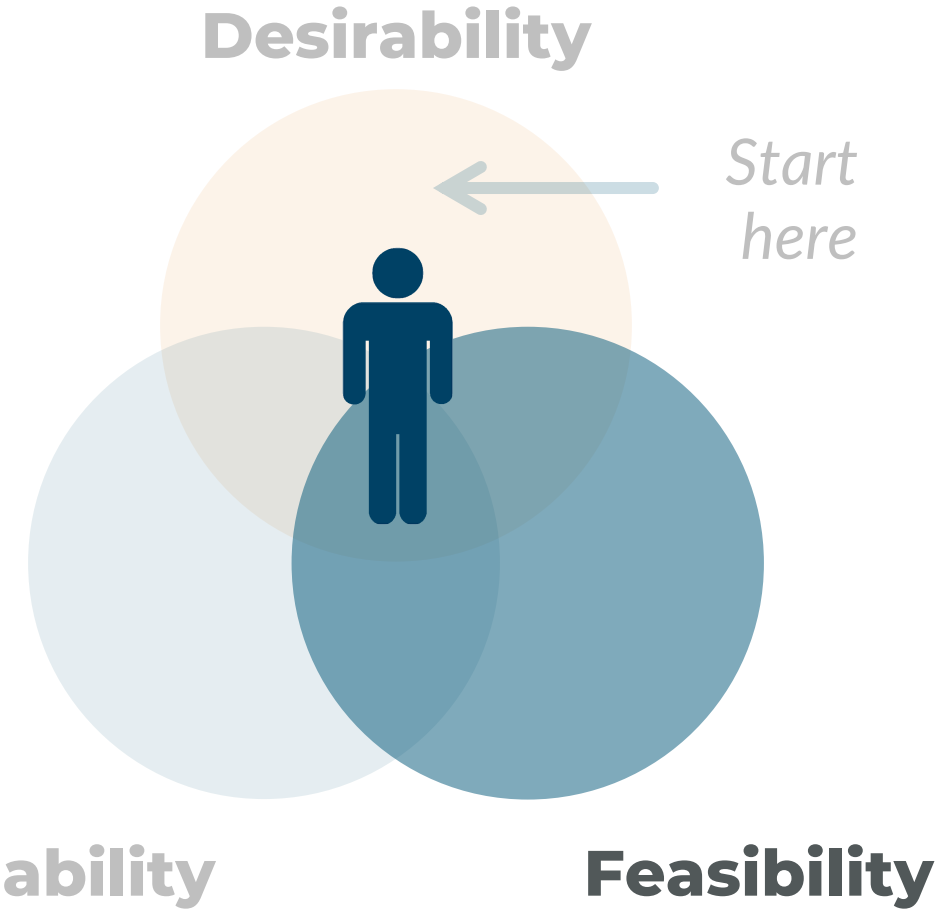
How Might We Identify What Is Desirable?



How Might We Identify What Is Desirable?

1	Who are THEY?	External stakeholders Internal stakeholders
2	What do THEY need or want?	Now? Future?
3	What are THEIR constraints?	Real constraints? Perceived constraints?

How Might We Think About Feasibility?



How Might We Think About Feasibility?

1	Who are WE?	Reframing what business we're in
2	How might we address their needs?	Now? Future?
3	What are our constraints?	Real constraints? Perceived constraints?

What Business Are You REALLY In?

Zip Splits
33172
33175
33182
33184
33185
33144
33155
33165
33173
33174
33183
33193
33199
DG Job Aid
US DOT 86876

What Business Is FedEx In?

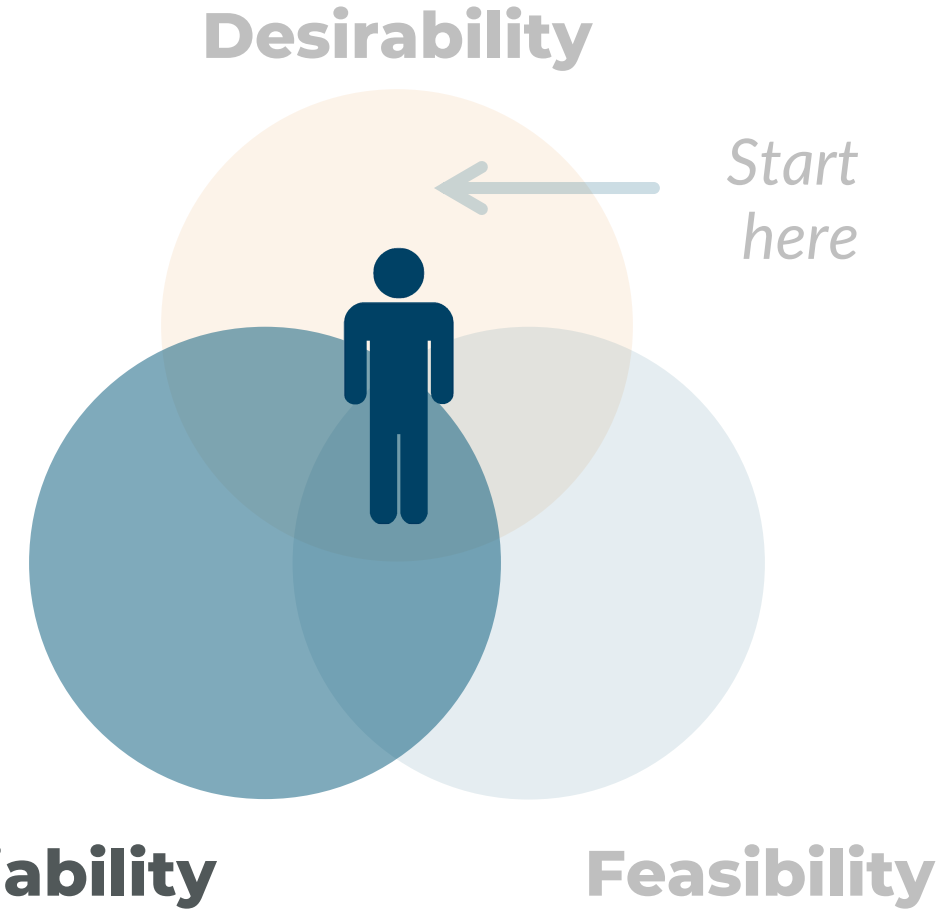
Peace of Mind Business

What Business Is FedEx In?

1. When it absolutely, positively has to be there overnight
2. It's not just a package, it's your business
3. Our most important package is yours
4. This is a job for FedEx
5. Don't worry, there's a FedEx for that
6. Relax, it's FedEx
7. The world on time

© 2020 Faster Glass

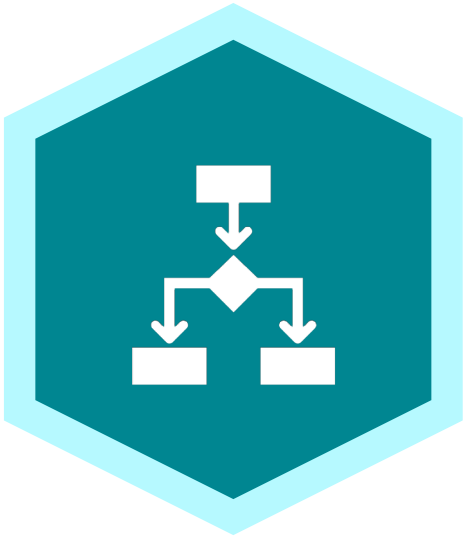
How Might We Determine Viability?



How Might We Determine Viability?

BE REALISTIC

DO THE MATH



MAKE INFORMED DECISIONS

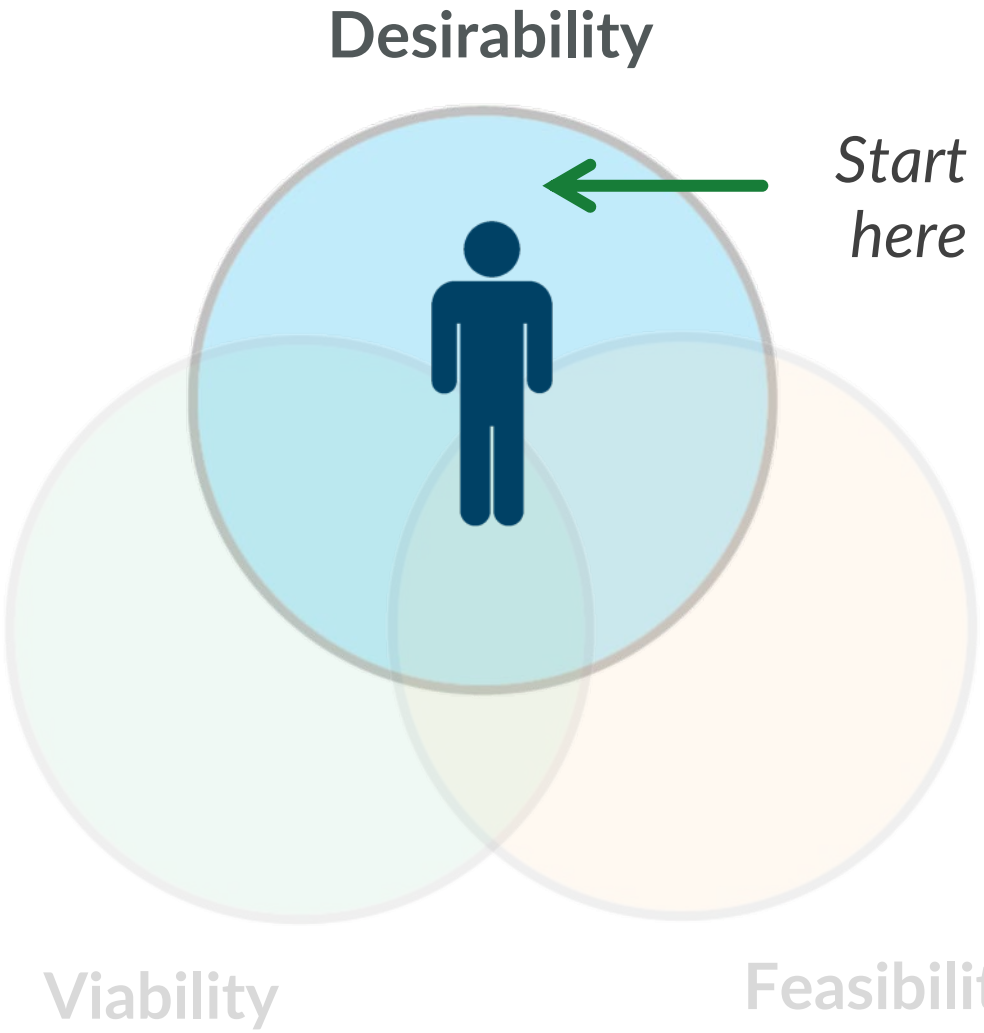
Special Guest

Becky Loranger

Founder & President

Lakeside Project Solutions

Other Applications of Human-Centered Design



Human-Centered Messaging

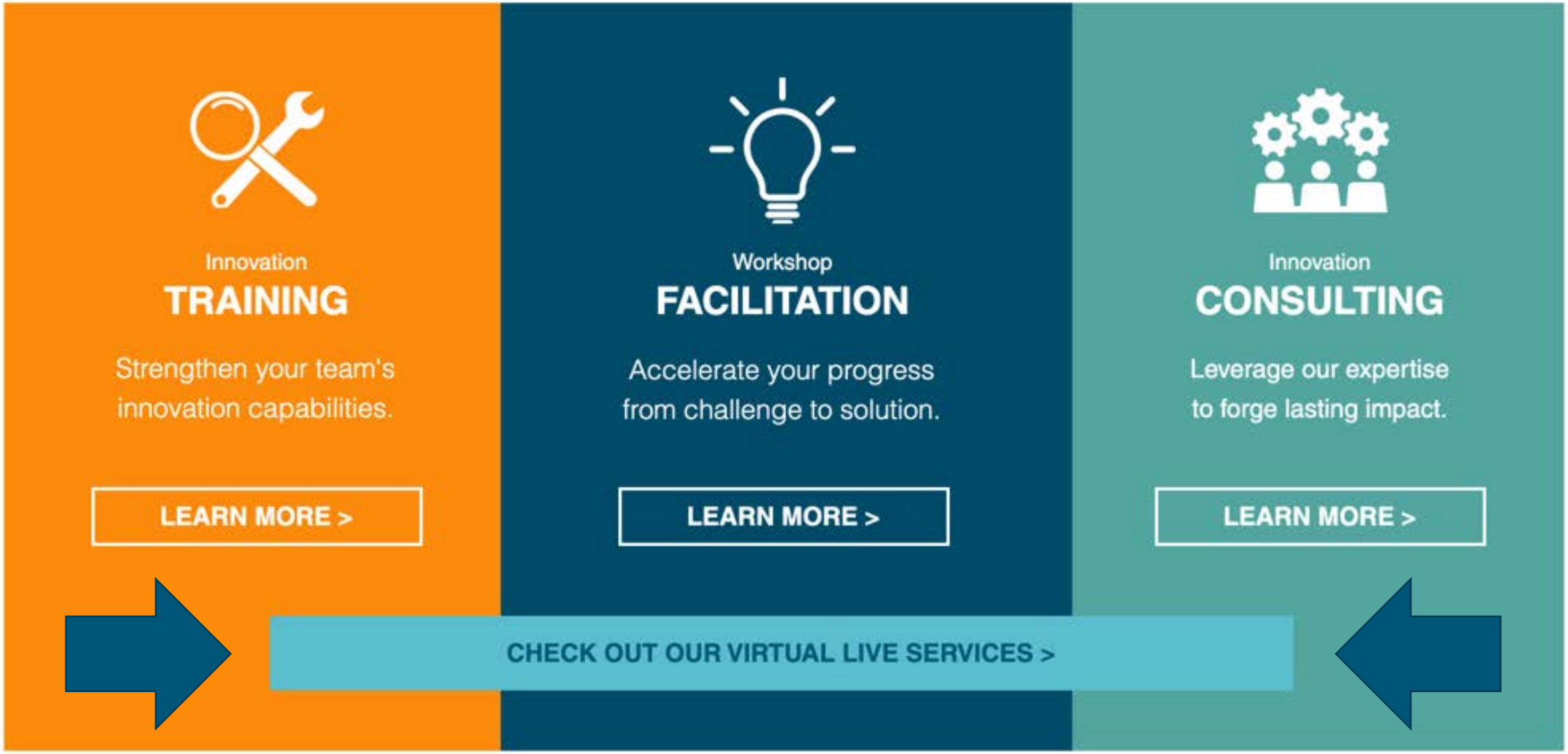
Human-Centered Messaging

Next Month

Intentional Serendipity

Friday, May 8

We take this show on the ~~road~~ WEB!


Innovation
TRAINING
Strengthen your team's innovation capabilities.
LEARN MORE >
Workshop
FACILITATION
Accelerate your progress from challenge to solution.
LEARN MORE >
Innovation
CONSULTING
Leverage our expertise to forge lasting impact.
LEARN MORE >
CHECK OUT OUR VIRTUAL LIVE SERVICES >

Faster Glass

imagine better - innovate faster

dan.black@fasterglass.com

704-502-0343

www.fasterglass.com