
What we believe.

DESIGN
THINKING



PEOPLE
(desirable)



BUSINESS
(viable)



TECHNICAL
(feasible)





Thursday, May 20, 2010



and while we're inspired by how
technology changes people



we find it more inspiring to see how
people change technology

3 ways to innovate

DO YOU HAVE THE RIGHT QUESTION: NEW RESEARCH

DON'T ASK



DON'T ASSUME



Why I Give.



LOOK OUTSIDE OF YOUR INDUSTRY ALTOGETHER



NEW TECHNOLOGIES FOR NEW QUESTIONS

"A must-read if you want to stay young!"

—MEHMET C. OZ, M.D.

THE

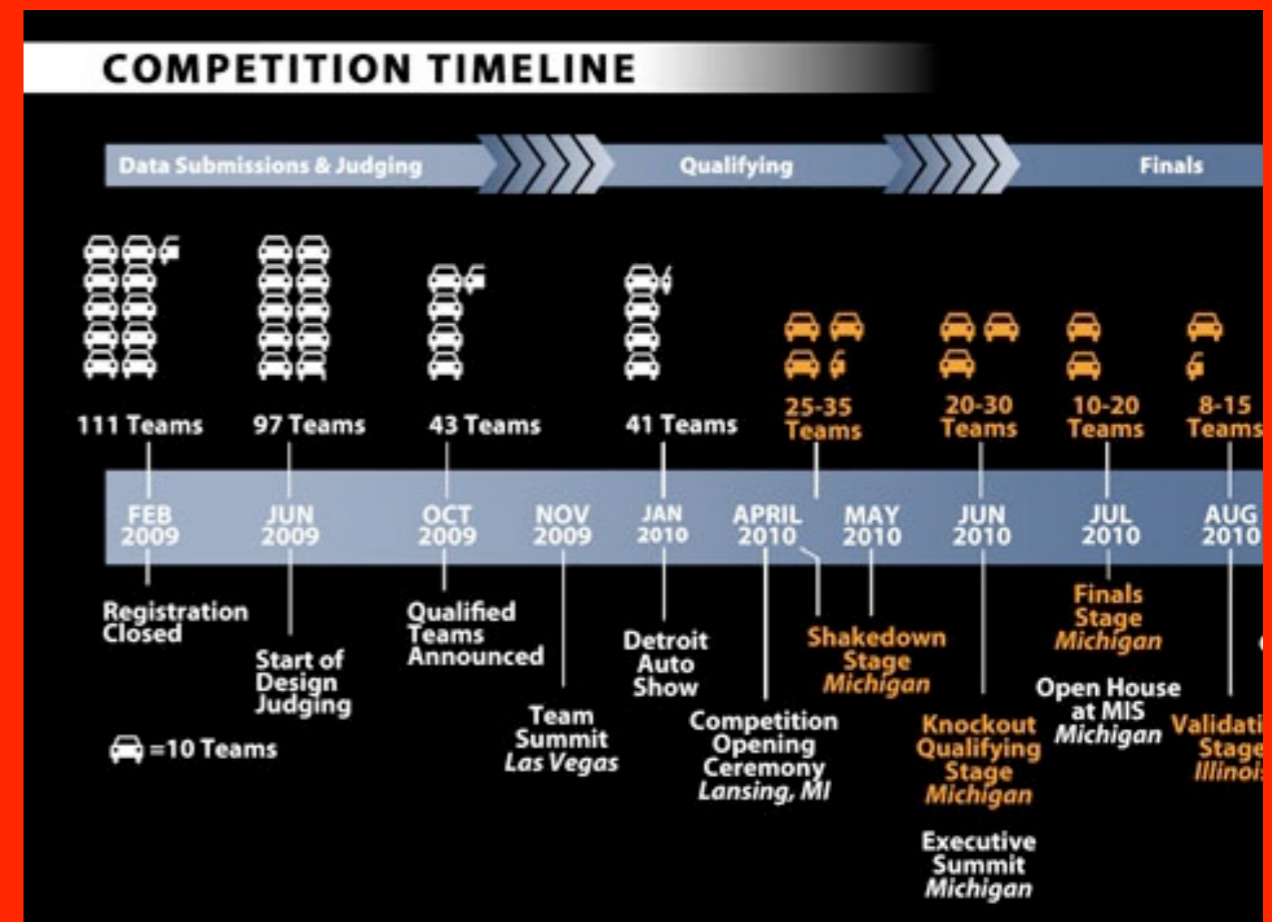
Blue Zones

LESSONS FOR LIVING LONGER
FROM THE PEOPLE
WHO'VE LIVED THE LONGEST
DAN BUETTNER



A QUESTION.

HOW MIGHT YOU USE TECHNOLOGY TO GET TO BETTER QUESTIONS?



DO YOU HAVE THE RIGHT
PEOPLE:
NEW COLLABORATION

DESIGNING PARTICIPATION



MEET YOUR USER HALF WAY (CO-CREATE)



Cart 0 Items [Help](#) | [Register](#) | [Sign In](#)

Etsy Buy Sell Custom Community Blog Your Etsy

Handmade Search Advanced Search

Your place to buy & sell all things handmade™

Gift Guides

A Cozy Home

Saying I Do
Crafting a handmade wedding

Showcase
Fresh picks from sellers

Travel
Sellers' top travel-related picks

Categories

- Accessories
- Art
- Bags and Purses
- Bath and Beauty
- Books and Zines
- Candles
- Ceramics and Pottery
- Children
- Clothing
- Crochet
- Dolls and Miniatures
- Everything Else
- Furniture
- Geekery
- Glass
- Holidays
- Housewares
- Jewelry
- Knitting
- Music

Handpicked items Found using the search term "organic"

The Bookbag for Ki...
moop \$89.00 USD

Emilys Earrings
Magillie \$30.00 USD

TURQUOISE FAWN HAL...
sweetpeaa... \$68.00 USD

Oyster Duo Ring
lunaticart \$42.00 USD

sandmaiden soy and...
sandmaiden \$84.00 USD

Handmade Trinket O...
backhomea... \$18.00 USD

LET GO



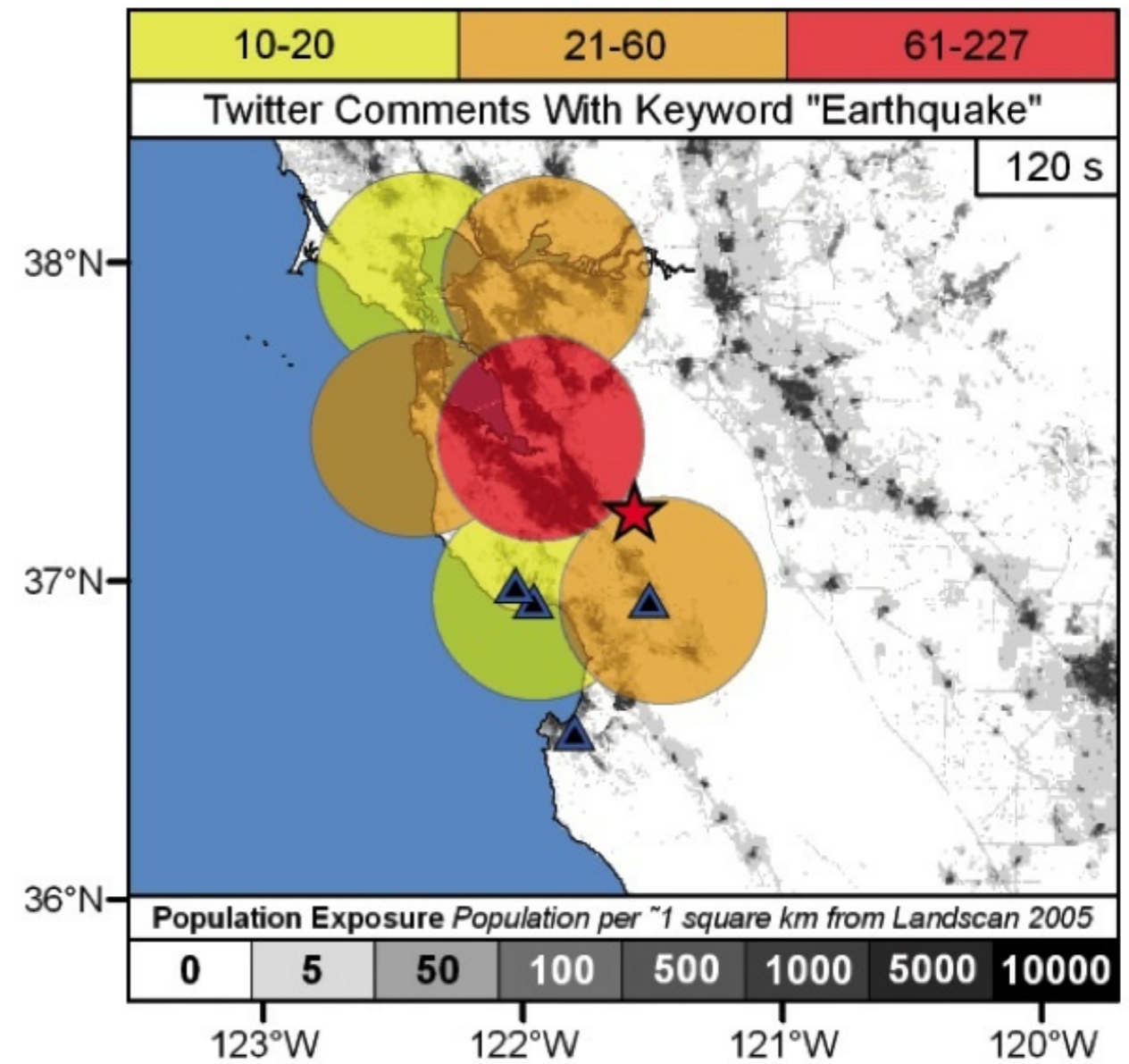
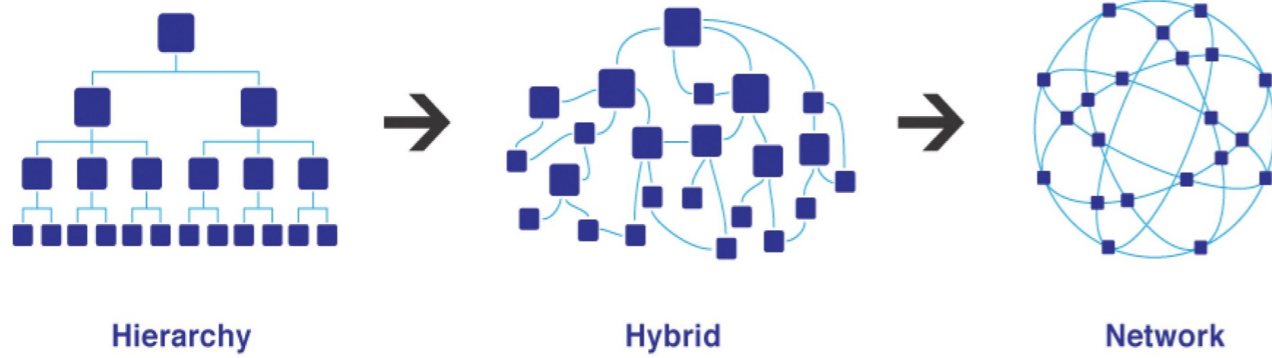
Marina Abramović Made Me Cry

2010-05-20



27 min.

MORE IS MORE



STRATEGIC ALIGNMENT

The screenshot shows the University of Phoenix website homepage. At the top left is the University of Phoenix logo. Below it is a navigation menu with links for ACADEMICS, HOW IT WORKS, ABOUT UOPX, and COMMUNITY. A search bar is located to the right of the navigation menu. The main content area features a large banner with the text "IT'S TIME. EARN YOUR DEGREE." and a sub-headline "Join a community of learners earning a degree to keep pace with a changing world." Below the banner is a "Learn More" button. To the right of the banner are two smaller articles: "Introducing the First Year Sequence" and "New Scholarship Recipients". At the bottom of the page is a "Resources" section with tabs for TOOLS, GET STARTED, PROGRAMS, and ONLINE COMMUNITIES. Below the tabs are two tool widgets: "TUITION CALCULATOR" and "CAMPUS FINDER".



BARBARA, 25

“A non-traditional student has greater responsibility. I’m a single mother—that’s my #1.”

2 MILLION DEGREES X 2020. **LEARNING NATION.**

PROVIDE GUIDES

REFRESH AMBASSADORS

 **Rebecca Mcquigg Rigal**
Ambassador of Arts & Culture


 **Liz Dwyer**
Ambassador of Education

 **Ben Jervey**
Ambassador of The Planet

 **Allison Arieff**
Ambassador of Food & Shelter

 **Kyla Fullenwider**
Ambassador of Neighborhoods







 **Mallika Chopra**
Ambassador of Health

pepsi refresh project [Current Leaders](#) [How It Works](#) [Refresh Blog](#) Help spread the word! 

Pepsi is giving away millions in grants each month to fund your great ideas. Start voting below! [Submit an Idea](#) or [learn how it works.](#)

VOTE NOW

ALL CATEGORIES

-  HEALTH
-  ARTS & CULTURE
-  FOOD & SHELTER
-  THE PLANET
-  NEIGHBORHOODS
-  EDUCATION

CURRENT LEADERS

\$5,000
 \$25,000
 \$50,000
 \$250,000

1 RANKED #1 for \$5K • Food and Shelter

Ship Girl Scout Cookies to the Troops Stationed Overseas

Military Connections Corporation

[Vote for this idea](#)

2 RANKED #2 for \$5K • Neighborhoods

Help seniors take care of their...

CURRENT GRANT CYCLE

Days left to vote


Ideas in the running

Finalists announced **March**

Funding available **\$1,300**

Welcome! [Sign In](#) | [Join Refresh Everything](#)

10 Voting is open! Pick your favorites now.

What's your refreshing idea?  [Start Your App](#)

PROVIDE A GOAL

Keep me logged in

Email Password


Buy is on Facebook
to connect with T8 Wolf Pack @ Best Buy.

8 Wolf Pack @ Best Buy 🇺🇸

Wall Info Photos Discussions

8 Wolf Pack @ Best Buy Just Fans

T8 Wolf Pack @ Best Buy For the holidays, wolf is promoting a 10% off small appliances coupon. If you have friends or family that are planning on shopping with us this holiday season, make sure to let them know about this.

 www.wolfatbestbuy.com
www.wolfatbestbuy.com

December 19, 2009 at 4:33am

T8 Wolf Pack @ Best Buy So, with the holidays coming around and certain activities falling on the back burner, what are you doing to keep your wolf pack active? Post some photos and discussions!

October 22, 2009 at 4:42pm

T8 Wolf Pack @ Best Buy Keep us up to date on your Wolf activities! Pictures, video, a stick figure drawing! Anything that shows support for Women's empowerment!

September 18, 2009 at 2:13pm

Victoria, Arthur and 2 others like this.



BE IMPATIENT



IAVA IRAQ and AFGHANISTAN VETERANS of AMERICA

FOR AMERIC GENERAL AND

ABOUT IAVA TAKE ACTION MEMBERSHIP and RESOURCES IAVA in W

STORM THE HILL 2010
Watch the video for highlights.

FEATURE
STORM THE HILL 2010: 65 MEETINGS, THE WHITE HOUSE AND 1 BILL
Dozens of veterans braved two snowstorms in February to participate in IAVA's 5th Annual Storm the Hill campaign. Watch the video recap here...

< [1] [2] [3] [4] > PAUSE

★ **THE TRANSITION HOME**

★ **TRANSITIONAL RESOURCES** >

OUR LATEST OPINION LEGISLATION

MARCH 22 **IAVA Daily Brief 3.22**

A QUESTION.

HOW MIGHT YOU USE TECHNOLOGY
TO BRING THE RIGHT PEOPLE
TOGETHER?



DO YOU HAVE THE RIGHT PROCESS: PROTOTYPING

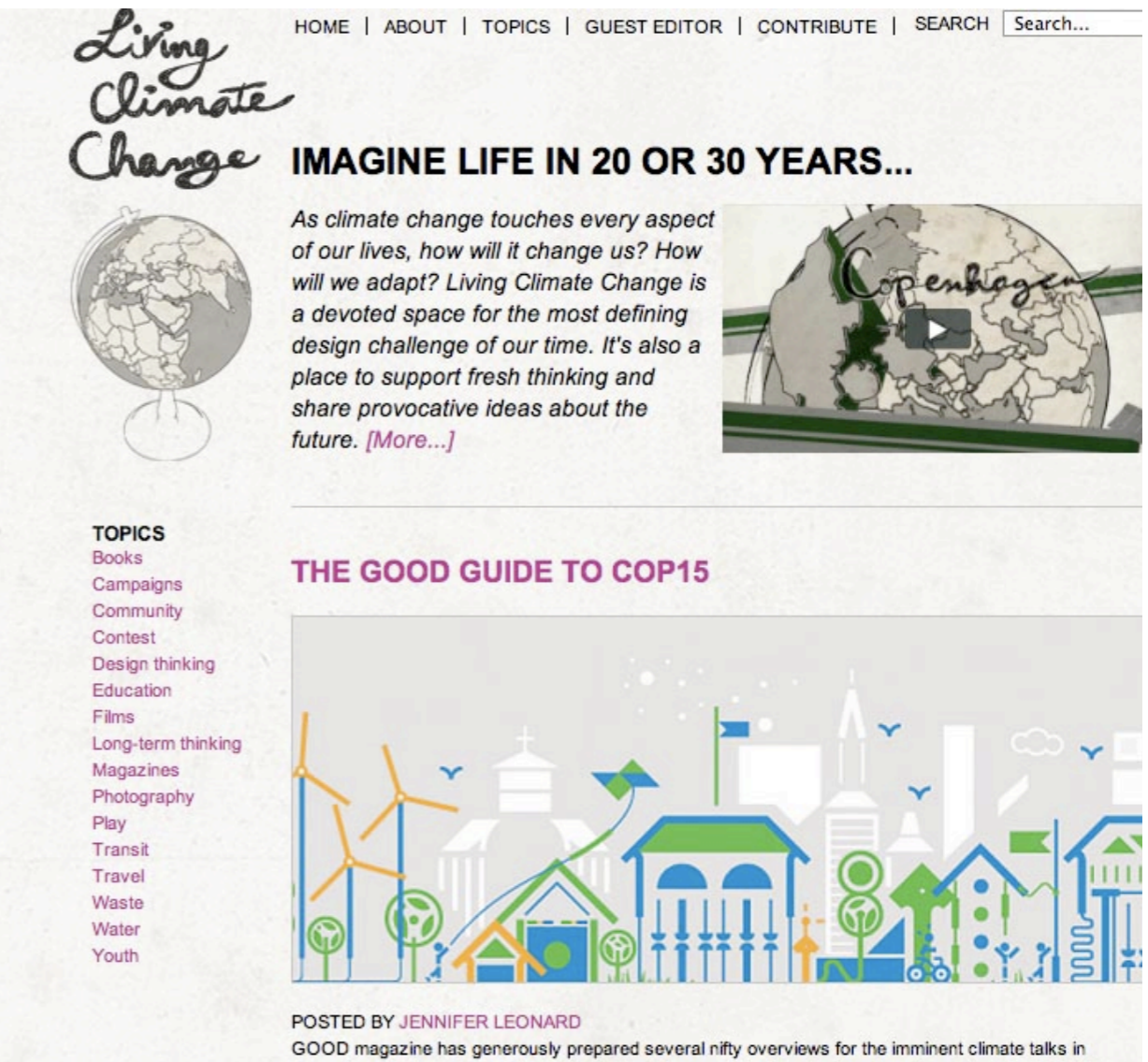
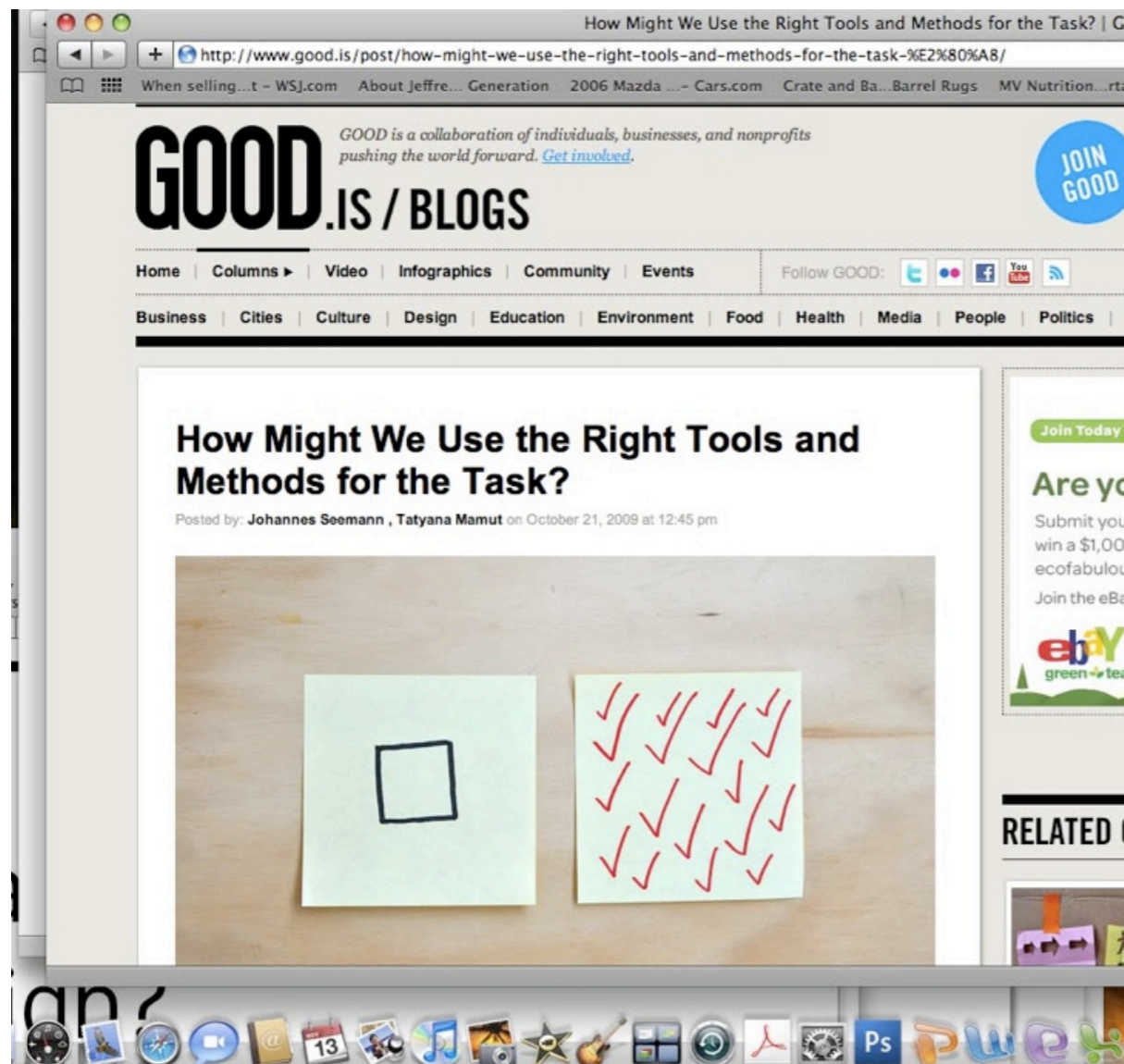
TRY IT FIRST



TRY IT FIRST



CONVERSATIONS ARE PROTOTYPES



BUT OLD THINGS SHOULD TOO



PROTOTYPE SYSTEMS



JAY PARKINSON + MD + MPH

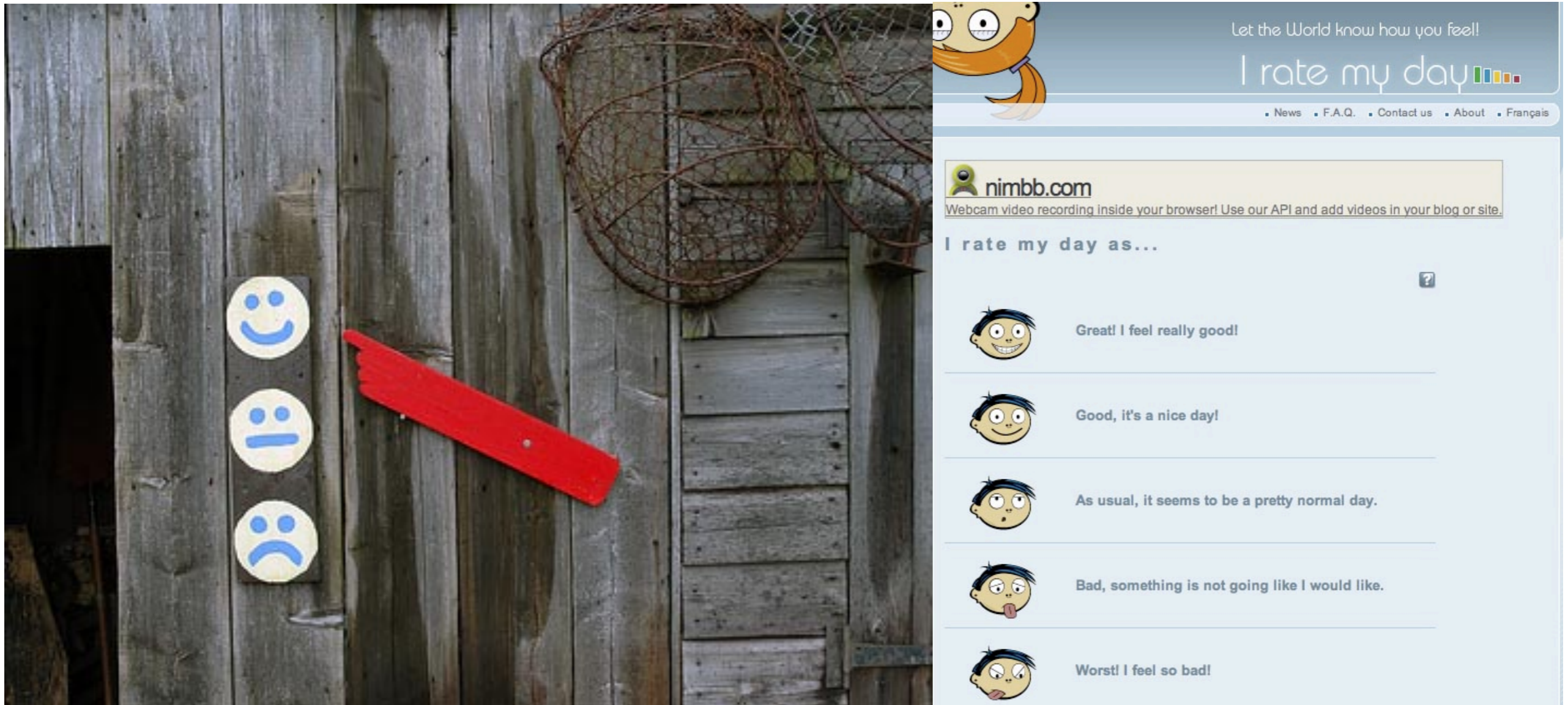
I'm a doctor in Williamsburg, Brooklyn

I'm a pediatrician and preventive medicine specialist with a masters in public health. I've been called the [Doctor of the Future](#) and one of the [top 10 most creative people in health care](#) by Fast Company. I'm also one of Esquire's 2009 [Best and Brightest](#) "Radicals and Rebels Who Are Changing the World."

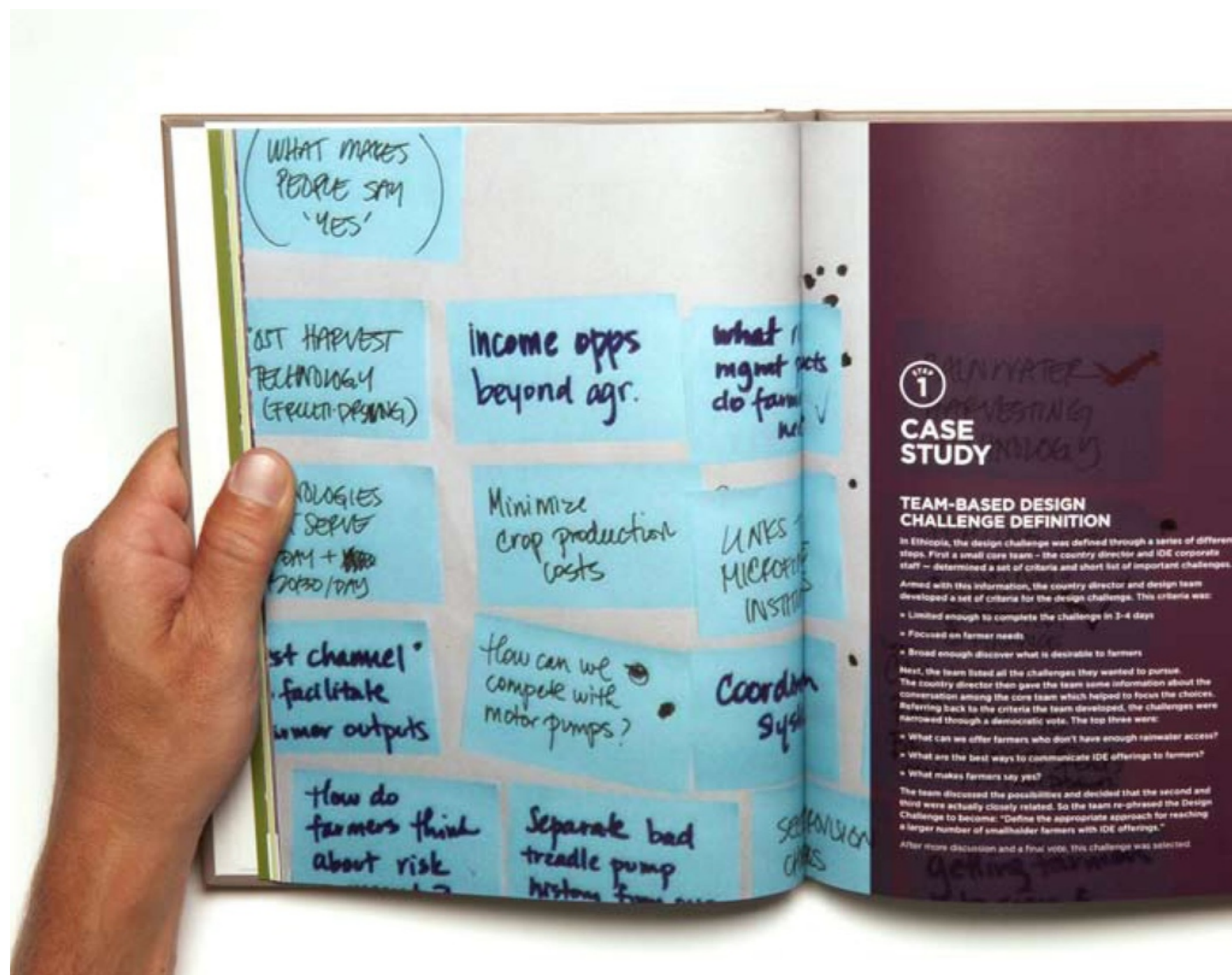
I started a practice in NYC on September 24, 2007:

- patients would visit my website
- see my Google calendar
- choose a time and input their symptoms
- my iphone would alert me
- I would make a house call
- they'd pay me via paypal
- we'd follow up by email, IM, or videochat

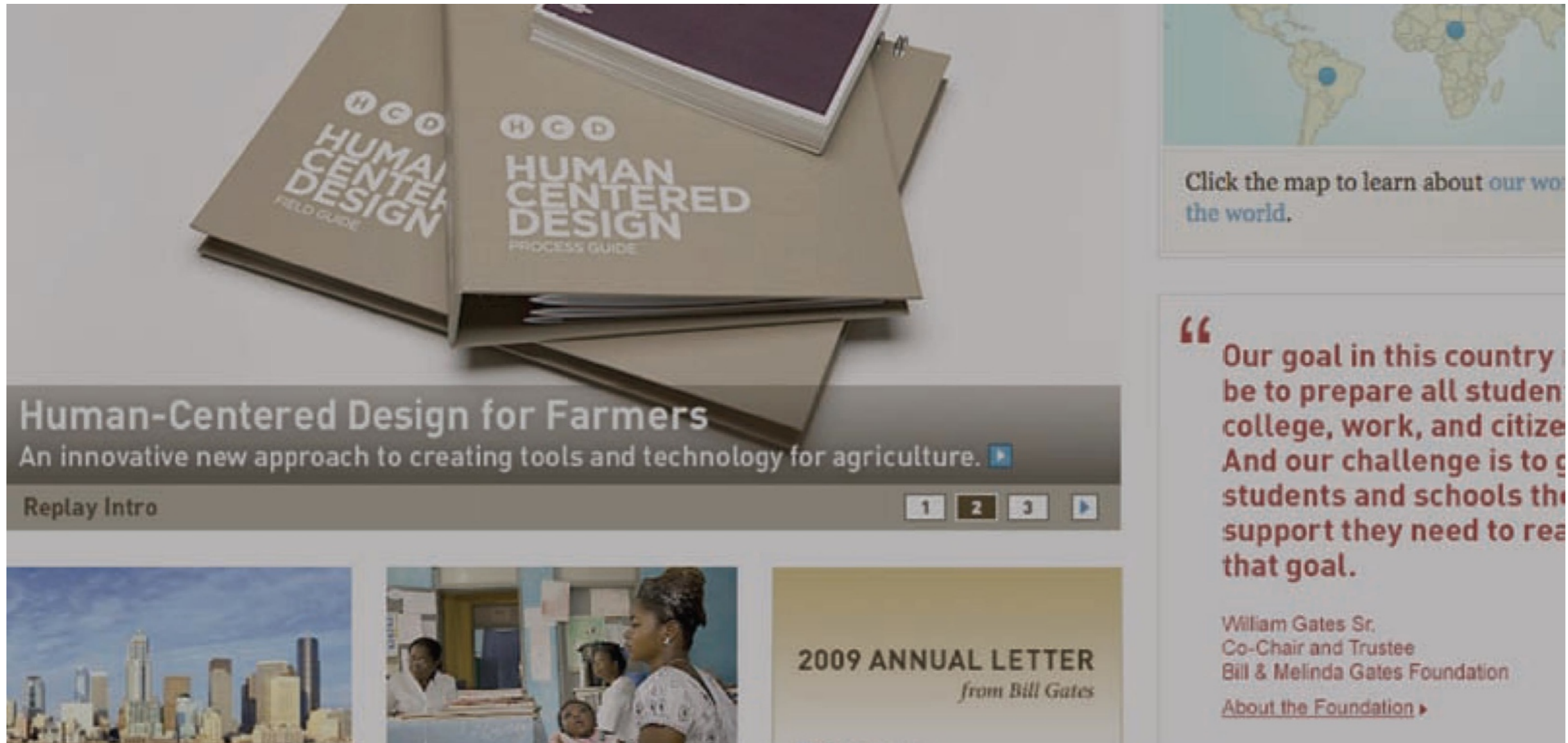
NEW METRICS



GATES FOUNDATION: HCD



GATES FOUNDATION: HCD



The screenshot displays a video player interface. The main video content shows two brown booklets titled "HCD HUMAN CENTERED DESIGN FIELD GUIDE" and "HCD HUMAN CENTERED DESIGN PROCESS GUIDE". Below the video, a dark grey banner reads "Human-Centered Design for Farmers" with the subtitle "An innovative new approach to creating tools and technology for agriculture." and a play button icon. Below the banner is a "Replay Intro" button and a progress indicator with three numbered steps (1, 2, 3) and a play button. To the right of the video player, there is a map of South America and Africa with blue dots, and a text box that says "Click the map to learn about our work in the world." Below the map is a quote in red text: "Our goal in this country is to be to prepare all students for college, work, and citizenship. And our challenge is to give students and schools the support they need to reach that goal." Below the quote is the name "William Gates Sr. Co-Chair and Trustee Bill & Melinda Gates Foundation" and a link "About the Foundation" with a right-pointing arrow. At the bottom of the video player, there are three small thumbnail images: a city skyline, a woman holding a child, and a document titled "2009 ANNUAL LETTER from Bill Gates".

GATES FOUNDATION: HCD



Through the HCD process, we came up with innovative ways to help kids overcome fear, such as having children screen other children and using photos of movie stars who wear glasses. We are now on our way to a new model for serving children in need while strengthening our sales.

Anitha Gopalan
VisionSpring, India

GATES FOUNDATION: HCD



Latest: at the National Education Innovation Summit about 1 month ago



Real-time results for ideo toolkit



breasy @sophiaparker Bloody #IDEO clever lot. #Design toolkit for NHOs etc <http://bit.ly/WDZjY>

about 1 hour ago from web



jpoeschl RT @kickerstudio: RT @idesign IDEO Human Centered Design Toolkit & innovation guide for NGOs & Social Enterprises <http://tinyurl.com/mog6th>

about 3 hours ago from Tweetie



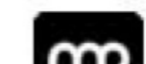
bolzao RT @mapadigital: Human Centered Design toolkit from IDEO: <http://bit.ly/WDZjY> (via @vl)

about 4 hours ago from DestroyTwitter



kojieumesmo RT: @mapadigital: Human Centered Design toolkit, from IDEO: <http://bit.ly/WDZjY> (via @vl)

about 4 hours ago from TwitterFox








mapadigital Human Centered Design toolkit, from IDEO: <http://bit.ly/WDZjY> (via @vl)

A QUESTION.

WHAT EXPERIMENT COULD YOU TRY IMMEDIATELY?

Once you have taken a pledge and registered, we'll plant your very own tree on this site where you can display your pledges and monitor your progress. So why not take a pledge today? Together we can make a difference.

<p>Climate change</p>  <p>Start a car pool</p> <p>Every day there are ten million empty seats on the road. Share a ride...</p> <p>+ View pledge</p> <p>+ Climate change pledges</p>	<p>Waste</p>  <p>Use a bag for life</p> <p>Plastic bags are a huge landfill problem. Switch to a reusable bag and...</p> <p>+ View pledge</p> <p>+ Waste pledges</p>	<p>Sustainable raw materials</p>  <p>Use less water</p> <p>If we all installed a water butt, hosepipe bans could become a thing of...</p> <p>+ View pledge</p> <p>+ Raw materials pledges</p>
<p>Fair partner</p>  <p>Invest ethically</p> <p>Make sure your money isn't going to industries of which you may not approve</p>	<p>Health</p>  <p>Be breast aware: Touch. Look. Check.</p> <p>Breast cancer is the most commonly diagnosed cancer in the</p>	

Your turn.