design thinking
What if...?
IBM Design Thinking
IBM Design Thinking

Human-centered outcomes at scale and speed
IBM Design Thinking

Principles
A focus on user outcomes
A focus on user outcomes

Multidisciplinary teams
A focus on user outcomes

Multidisciplinary teams

Restless reinvention
IBM Design Thinking

Loop
Observe  Reflect  Make
Observe
Reflect
Make
IBM Design Thinking

Keys
Hills
Hills

Playbacks
OLIVIA online Merchandised Feeds

Almost done!

I need to manage the page from a tablet.

I know the software well.

I can't work this out, so much work to modify an image.

I'm overwhelmed by workload.

Under pressure by deadline.

Too much work to cut images.

I wish I had never heard of online boxes.

I don't know what to show my customers.

I don't know how my mobile tablet customers.

Who is or isn't buying from us?

Looks for product pictures and text together.

Associates images with products.

Upload images (natural product images) to products / categories.

Come up with interesting messages.

Organizes products in categories.

What's happening on Facebook with my fans?

I need to finish my tasks on time.

Am I producing enough?

I want to go home.

Is it 5 o'clock yet?

Stressed out - too much to do.

I wish this was more like Adobe.
What is Bluemix?

IBM® Bluemix™ is an open-standards, cloud-based platform for building, managing, and running apps of all types, such as web, mobile, big data, and smart devices. Capabilities include Java, mobile back-end development, and application monitoring, as well as features from ecosystem partners and open source—all provided as-a-service in the cloud.

Getting Started with Runtimes

Liberty for Java™
- View Docs

SDK for Node.js
- View Docs

Ruby on Rails
- View Docs

Ruby Sinatra
- View Docs
“It is fair to say that design thinking has made a substantial difference to IBM products. When mainframe engineers use design thinking for a zOS upgrade, you know IBM is onto something that works.”

—Holger Mueller, Constellation Research
IBM Design Thinking

Everything is a prototype. Everything.
IBM Design Thinking

ibm.com/design/thinking

#ibmdesign