How is design driving outcomes at IBM?

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So
So what?
1,000 new designers
Global network of 36 IBM Studios
Living Language
A shared vocabulary for design
We’re not our users.

An authentic focus on people begins with this simple acknowledgment.

Team › Understand how you can advocate.

Principles › Unite user and business needs.

Foundation › Establish a shared vocabulary.

Stories › Apply your research practice.

Resources › Get the resources you need.
Let’s think together.

Smarter teams, better ideas, and happier users.
People
People
Places
People
Places
Practices
Project Monocle
Jack
Lead System Admin
Jack
Lead System Admin

Jill
IT Manager
“Single-click”
“The most difficult thing for me is to get information. To see all the pieces and how they belong together so I can properly plan.”
“What should I do next? Is this the right patch? Are we exposed?”
“What should I do next? Is this the right patch? Are we exposed?”

“Trying to schedule [upgrades] is like pulling teeth.”
“Managing a diverse environment can be difficult.”

“Getting all the right people to agree can take forever.”
Pain Points

> Overly complicated
> Too much time
> Lack of visibility
> Lack of confidence
> Not easy to share
“O’Reilly Plan” from Jack
“We’re chomping at the bit to get it, to start using it, and to help it be successful.”

—Project Monocle Sponsor User
“Engaging our stakeholders at the beginning instead of the end allowed us to get at the true pain points. You could feel the emotion from these users coming off of the comments and quotes. It was really powerful”

— Carl Burnett, Distinguished Engineer
IBM Power Systems
So what?
New way of working.
Cognitive Cloud Data Security
2012
“We believe IBM is effectively in decline.”

Kulbinder Garcha, Analyst, Credit Suisse
August 2013
“IBM hits 52-week high after beating on earnings.”

marketwatch.com
January, 2017
“Design thinking is at the center.”

—Ginni Rometty