

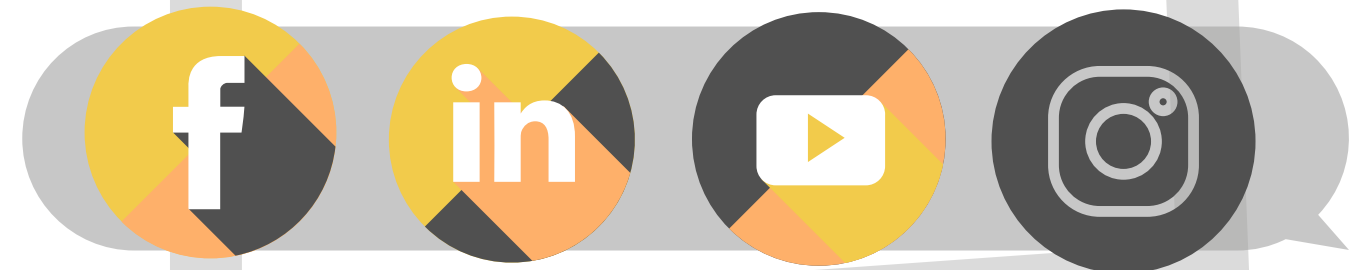
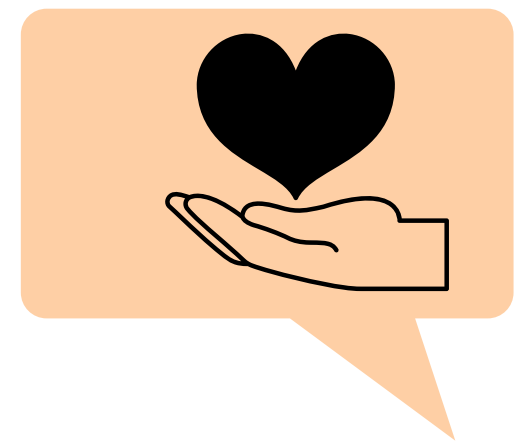
# Design Thinking: An Entry Point to DEI



by **Blossom Pua Johnston  
& Adán De La Paz**



[www.idahopartners4good.org](http://www.idahopartners4good.org)



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# WHERE ARE YOU ON YOUR DEI JOURNEY?

**Just beginning**



**Some experience**



**Further along**

**Use chat to provide your name, org/company,  
and where you are on your journey**



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## **PARTICIPANTS OF THIS SESSION WILL LEARN THE FOLLOWING:**

- **Basic Design Thinking (DT) principles while gleaning ideas to create more equitable and inclusive workplaces and organizations.**
- **Strategies and techniques to solve big challenges related to DEI.**
- **Value of DT as an effective tool to help individuals begin or advance their DEI journey.**



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# GROUP AGREEMENTS

**Be open**  
**Be curious**  
**Be humble**  
**Be kind**  
**Be respectful**





# WHERE DID DESIGN THINKING COME FROM?

## Design Thinking History

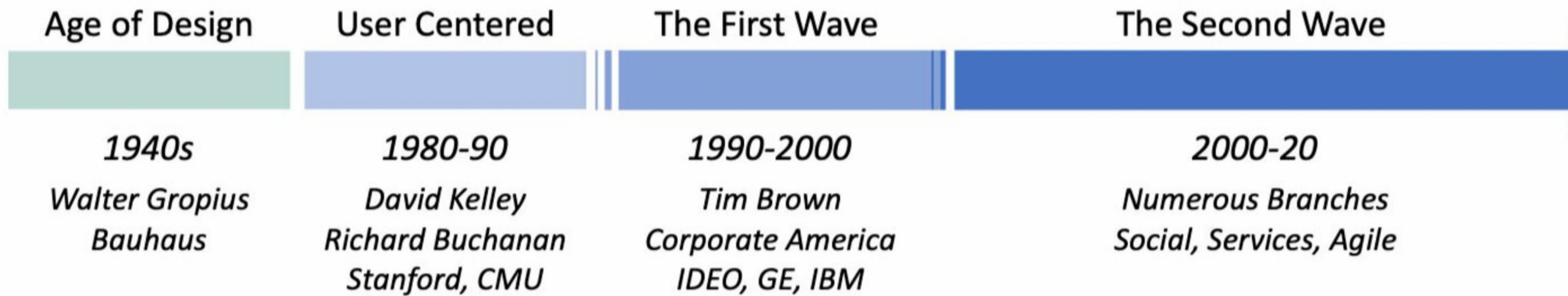


Figure: The history of Design Thinking

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It's been around for many decades in many forms & sectors



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**Build  
empathy =  
inspire**

**Ideation requires  
diverse  
perspectives**

3 STEPS TO

# Design Solutions

## 1 Inspire

Explore, empathize, understand  
your end-user's experience

## 2 Ideate

Research, collaborate, uncover  
BIG & diverse ideas!

## 3 Implement

Build prototypes, test, evaluate  
& implement

We are reinventing how people give, share expertise &  
do greater good together in order to develop stronger,  
healthier, better equipped nonprofits so they can do  
more of what they do best.

FOR MORE INFORMATION:  
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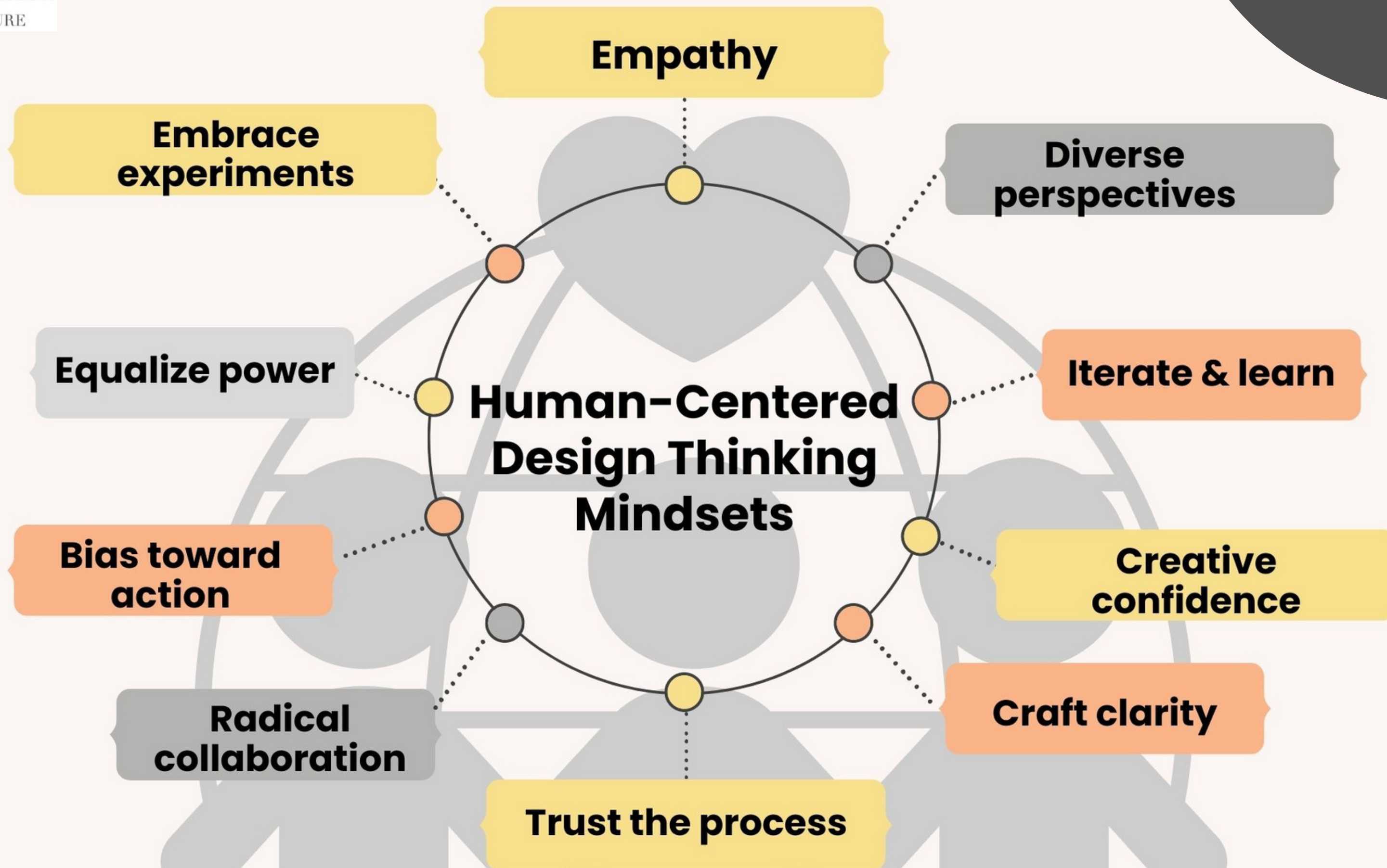
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**Seek to  
understand  
end-user  
needs**

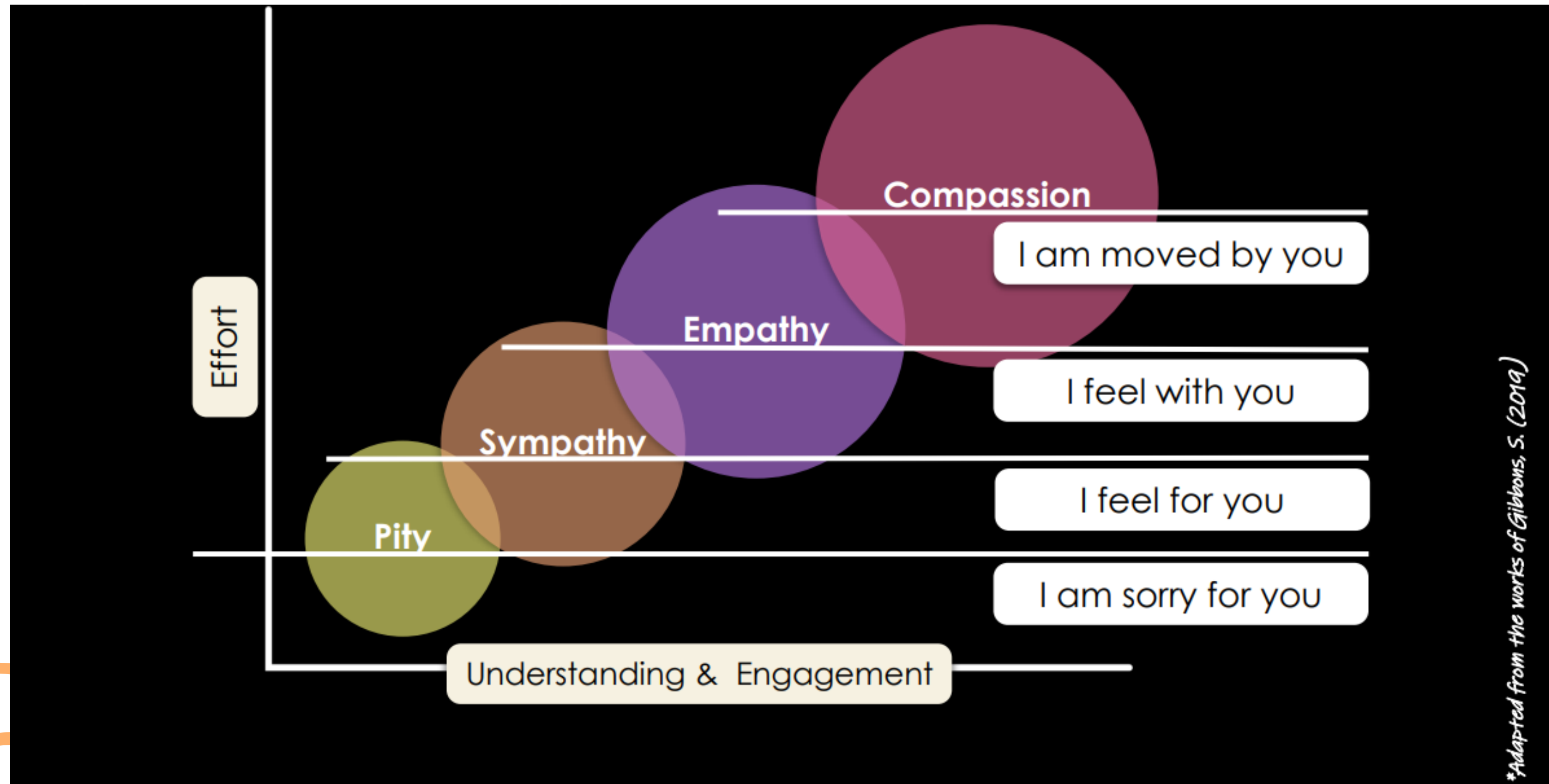
**Build WITH  
not FOR!**







# SPECTRUM OF EMPATHY



*\*Adapted from the works of Gibbons, S. (2019)*





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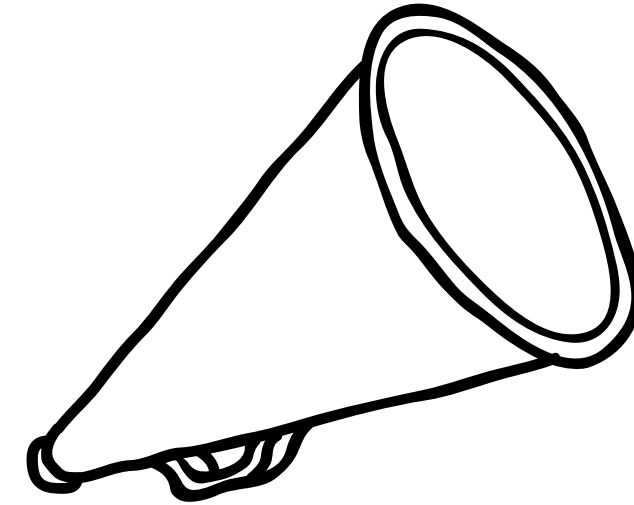
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**Seek to  
understand  
end-user  
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**Build WITH  
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# Be inspired by...



Gather the data on your end-user: 1:1 interviews, observations, day in the life..., review policies, observe team/board meetings, confidential surveys, EAP data, review pay scales/promotions, listening circles, focus groups, etc.

- **GOAL: TO BETTER UNDERSTAND THE END USER, THEIR NEEDS, FRUSTRATIONS, FEARS, ASPIRATIONS, AND DREAMS SO WHATEVER IS DESIGNED TRULY MEETS THEIR NEED**

- **END-USER: COMMUNITY MEMBERS, IN PARTICULAR THOSE THAT ARE HISTORICALLY MARGINALIZED, AND MOST VULNERABLE.**





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# PERSONAS HELP YOU UNDERSTAND THE END-USER EXPERIENCE

Javier, married with three kids.  
Works in construction 50-60  
hours per week.



Fatima, single mom with two  
girls (2 & 6). Works at local  
food production facility.







# PERSONAS



Game changing statements represent the end-user's Point of View that is based on the data!

*It would be game-changing to create a world for Javier/Fatima where he/she \_\_\_\_\_ and makes him/her feel \_\_\_\_\_ so that \_\_\_\_\_*



# BREAKOUT #1 INSPIRATION

Open link to PDF shared in  
the chat

Variety of methods used to  
collect data, analysis needed

Review data on persona handout  
for either Javier & Fatima

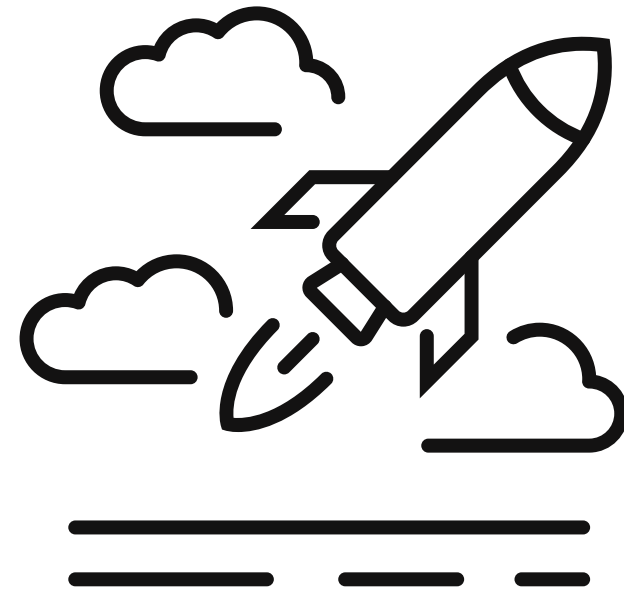
Identify key needs based on  
data

Discuss what would be  
game-changing

Come up with an end-user  
'game-changing' statement



# IDEATION BLAST OFF!



Go for 'moonshots' - big diverse ideas

Piggy back off others ideas!

Use Chat! 3 minutes to come up with ideas for Fatima

Pick 1 idea you believe is highly desirable for Fatima & write it down

Use Chat! 3 minutes to come up with ideas for Javier

Pick 1 idea you believe is highly desirable for Javier & write it down





# BREAKOUT #2

# IMPLEMENTATION

Grab a clean piece of paper  
& pen/pencil/markers

Decide on 1 idea to sketch into a  
prototype (something to show  
end-users)

Select an idea based on whether your  
team believes it would be highly  
desirable & solve the challenge?

Turn the idea into a sketch! Use  
stick figures, emojis, etc if needed

Complete the Idea  
Dashboard questions!

Take a picture of your sketch  
& share it via email.

# Use Idea Dashboard to explain your concept!

IDEA DASHBOARD  
CAPTURE AND FLESH  
OUT YOUR CONCEPT Names: \_\_\_\_\_

HEADLINE THE IDEA HERE

## Give your concept a name



Sketch the concept here

SKETCH THE IDEA HERE

FULL SENTENCES:  
WHAT IS IT?

## Describe the concept

HOW DOES IT WORK?

## Describe who the concept works

WHY IS IT IMPORTANT TO OUR USER?

## Describe why it's important to Javier or Fatima



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# What typically happens next?

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Work through  
whether  
prototype is  
**Desirable** - put it  
out into the  
world!

Environmental  
Scan: what exists?

Once you know it's  
desirable check to see if  
it's **Feasible & Viable?**





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## How might you leverage this approach in your work?



Use Chat to share ideas

