



DESIGN MINDSET SOLUTIONS

WEEK 13: CLASS 01

DISCUSSION: How Design Can Create Authentic Connections in a Digital Workplace

- How can designers use technology to forge genuine connections in the workplace?
- How can technology help employees feel part of the larger organization?



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WORKING SESSION





DESIGN MINDSET SOLUTIONS

WEEK 13: CLASS 02

DISCUSSION: How Art Technology and Design inform creative leaders old and new.

- Technology, Design, Art & Leadership: combining old and new.
- How can art and design help you better understand systems?



STUDIO CONCEPTS: Needs Statements – reconnect to the 5 step process

- The user/persona needs a way to do something that addresses their need so that they benefit directly.

Step 1 – Focus on your Persona's pain Points

Generate as many Post-Its as possible for each underlined concept

Stay away from listing individual features

Step 2 – Ask yourself what does my user/persona really seek?

What do they want?

Generate more Post-Its with your ideas

Step 3 – Cluster Similar Ideas and Discuss

Place your Post-Its on the wall and after discussing, create "Header" Post-Its with each groupings "big idea"

Step 4 – Develop new Needs Statements

Discuss your teams Headers and create new Needs Statements



STUDIO CONCEPTS: Needs Statements – reconnect to the 5 step process

LIZ,
THE BIZ
ANALYST 

needs a way to

See a
dashboard
w/all of
her latest
data on it

so that

she has
all her
data in
one place.

