

This is a beginner's introduction to misfit design thinking. It will walk you through one of the models from the book *Misfit Design Thinking* at a very basic level to help you generate solutions to a problem. You can find the book at the following link: www.misfitdesignthinking.com or from Amazon or book retailers.

Warm Up

If you haven't already, try the warm up exercise accompanying this guide at: www.misfitdesignthinking.com, take a look. It will help you generate better ideas.

Tip: You may find it helpful to print out this guide and hand write the notes into it.

The Practice

This practice works best with two people. One person will play the role of an end user and the other person will be the designer. The idea is not to create a product to sell today, it is to see how design thinking works to generate solutions to a problem. Feel free to use the internet to do research if you like or if you do not

have a partner. If you want to swap roles and both try the exercise, that is great too. The time lines are suggestions.

Situation

Your organization has mechanics that work outside at -40 for up to 10 hours a day five days a week. How might you make their situation more comfortable to ensure they can fully function and not suffer freezing injuries or reduced productivity?

This scenario is fairly broad. This is intentional as there can be many creative solutions here or several problems that could be identified to solve. More complex scenarios may not have a situation as clear as this one.

Alternatively, you may select your own problem.

Steps

We will go through the steps of the Discover Value Model in *Misfit Design Thinking*. A full explanation is found in the book with dozens of ways to think creatively.

Step 1 Discover (5-10 minutes)

Interview your partner and discover the problem. You may consider asking the following questions:

1. What is the job to be done?
2. Why is he or she unable to do that job?
3. Your partner may have to improvise a little. Write your responses in the box.

Capture your insights here

Now let's review what we have and figure out if anything is missing or can help us. Let's ask a couple more questions.

1. Who or what else has problems with the cold?
2. What do they do to overcome their challenges?
3. Are there any extreme outlier entities that tackle cold weather problems successfully?
4. Are there any patterns from other sources and could be used for a solution?

Capture your insights here

Next, state the problem(s) you are trying to solve:



Step 2 Value

What is it that your partner values in regards to this situation?

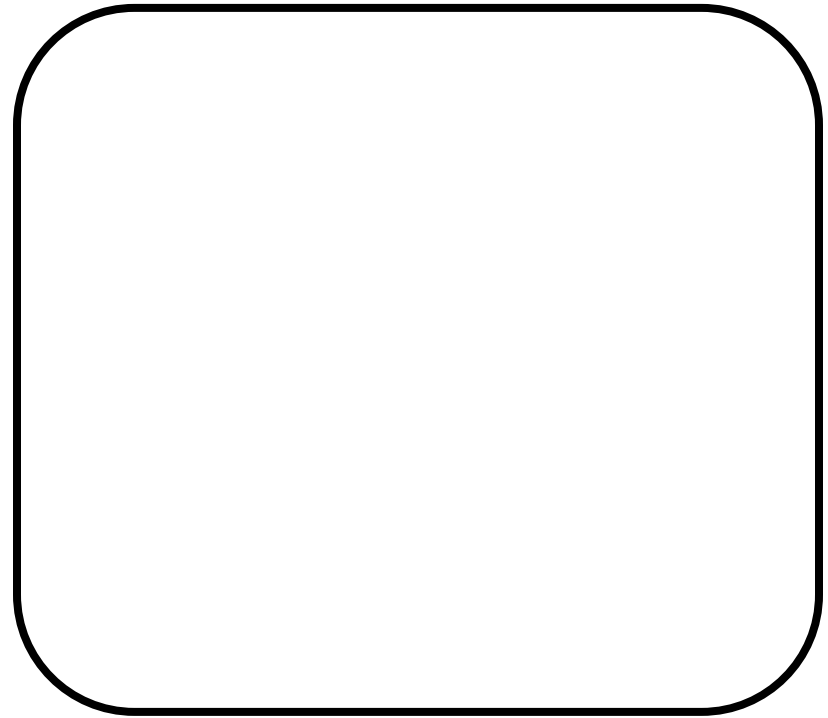
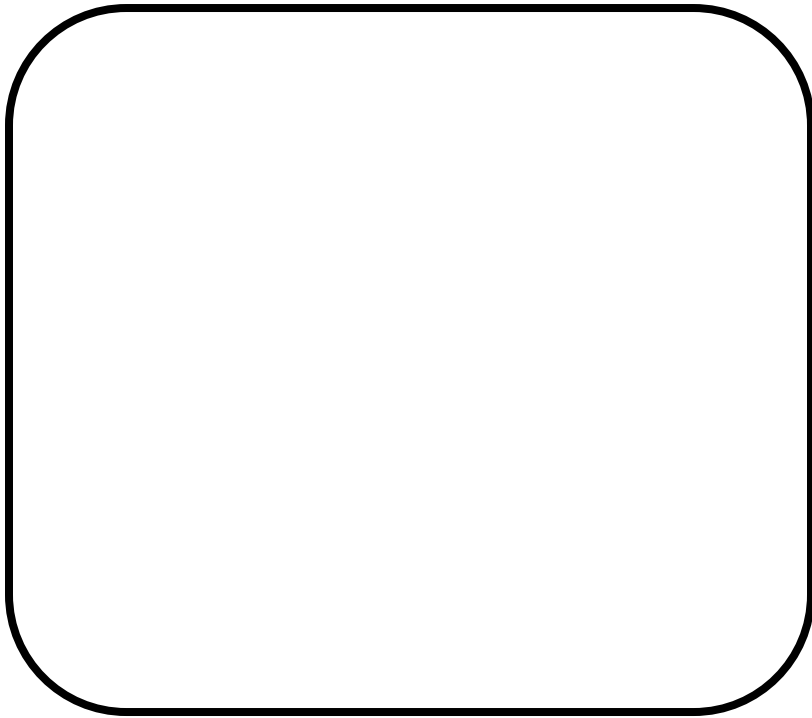
What is important to him or her?

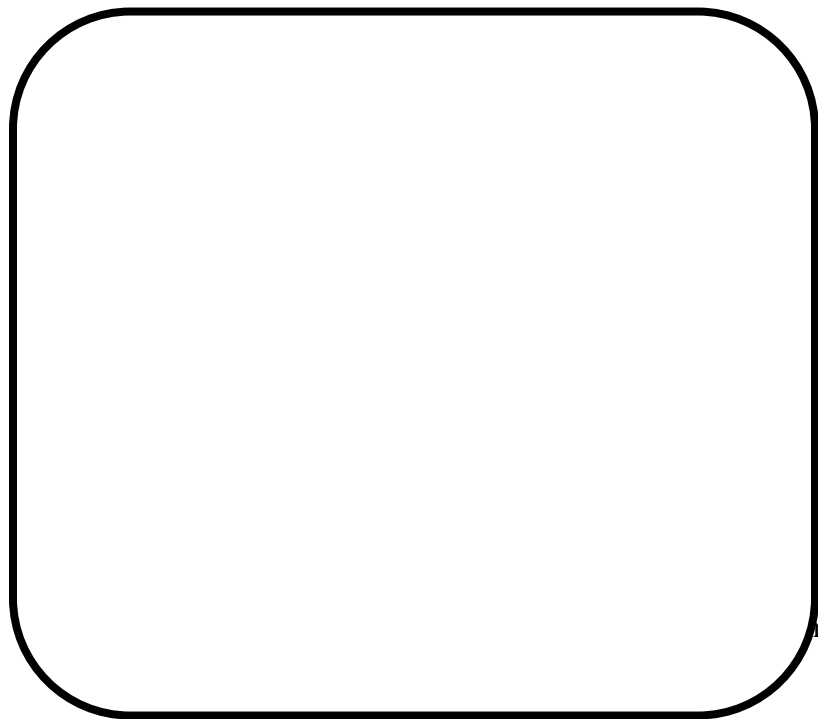
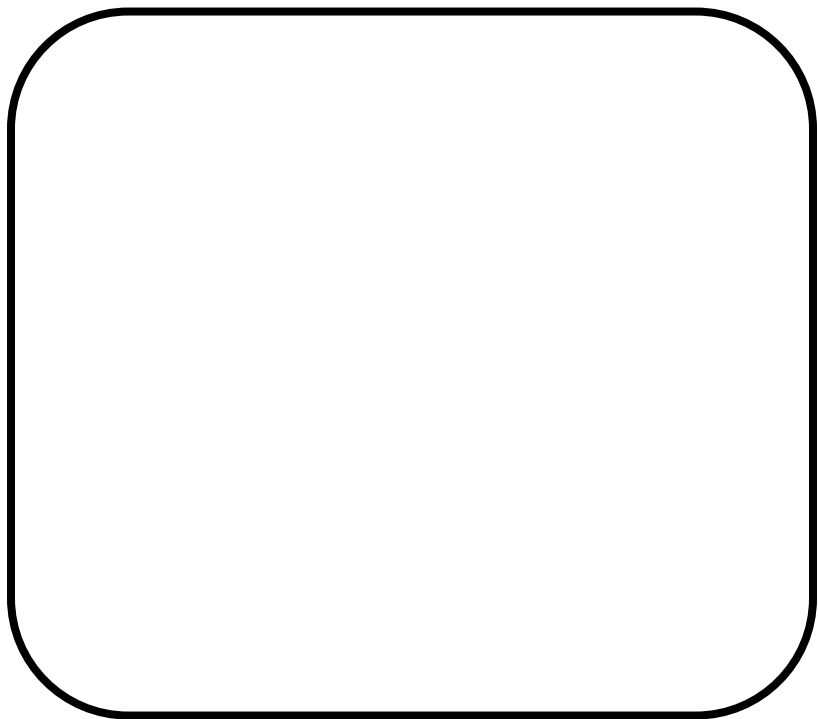
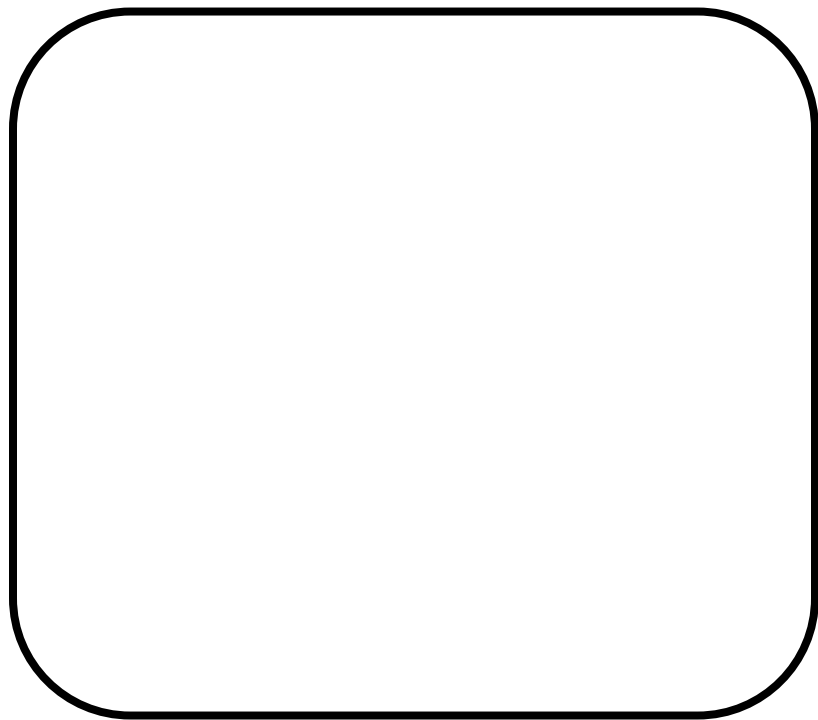
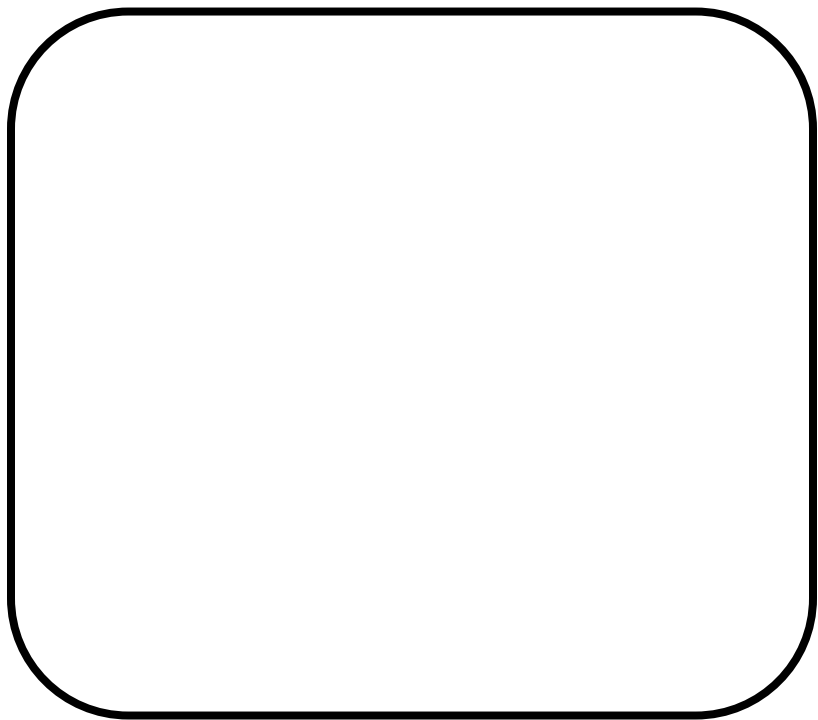
Write down the desired end state.

Capture your insights here

Step 3 Create (10 minutes)

Write down or preferably draw five solutions for the problem you have identified based on the needs expressed by your partner. Look for the most unique ideas. If you have more than five, that is even better.





Now take your ideas and refine them. We will first do this by comparing them against the criteria of desirable, feasible, and viable.

Desirable means: Does anyone want it?

Feasible means: Can it actually be done? (by you or someone else)

Viable means: Can it be profitable, does it solve the problem, does it achieve the end state?

Write your selected idea or up to two ideas in the box.

A large, empty rounded rectangular box with a thick black border, intended for writing down selected ideas or up to two ideas.

Step 4 Test

For this exercise we won't actually test or prototype the idea, but you can if you wish. Write down what you would do to test the idea. You want ways to test it that are low cost, simple, easy to create, interactive if possible. More on testing is found in the book *Misfit Thinking* found at www.misfitdesignthinking.com. For now, just create a basic plan or list of ideas on how you will test it to see if your idea works. If you want to create a prototype, go ahead and do so.

I could test this idea on a small scale with a prototype by...

Take the idea and plan you have and bounce it off your partner (or someone else) to get their thoughts. Record how you will improve on that idea based on the feedback.

I could improve my prototype by...

In an actual situation, we would try several prototypes to get a minimum viable product or solution to our problem. There will be failures and improvements and failures and improvements until it the solution is ready to implement.