



How to apply design thinking in your everyday work

Slavko Eror



CPD Process

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Today's speaker



Slavko Eror

Product Design Manager, Innovation Catalyst
TurboTax Canada

@slavkoeror

Agenda

(9:00 – 9:30)

Intro: Design Thinking @ Intuit (D4D)

(9:30 – 11:30)

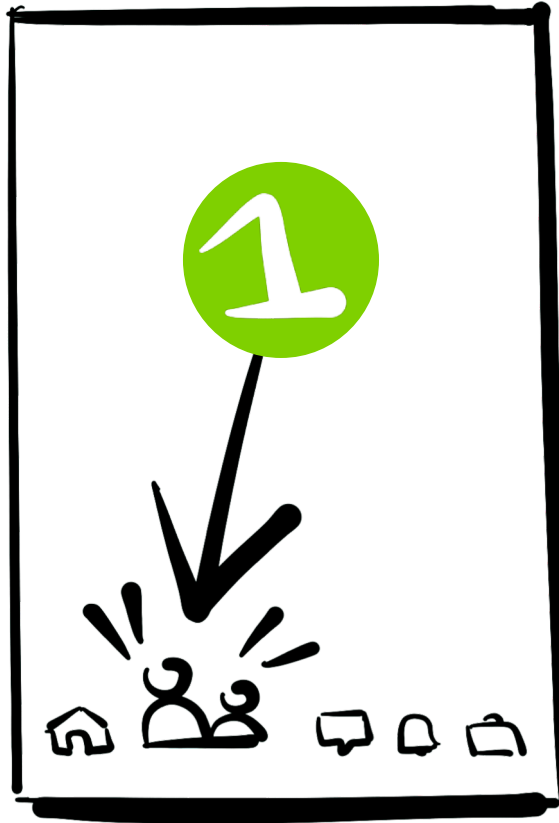
Exercises:

1. From Observations to Insights (30 min)
2. From Insights to Ideas (30 min)
3. From Ideas to Prototypes (30 min)

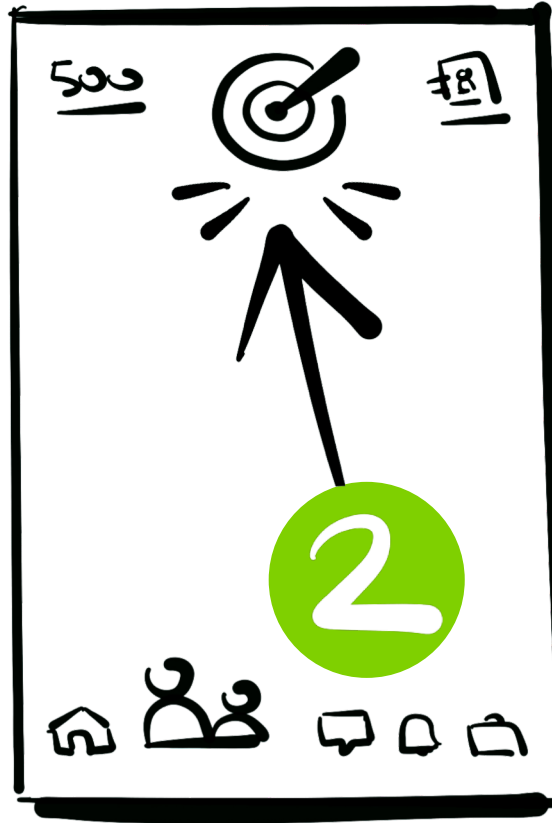
(11:30 – 12:00)

Summary, QA

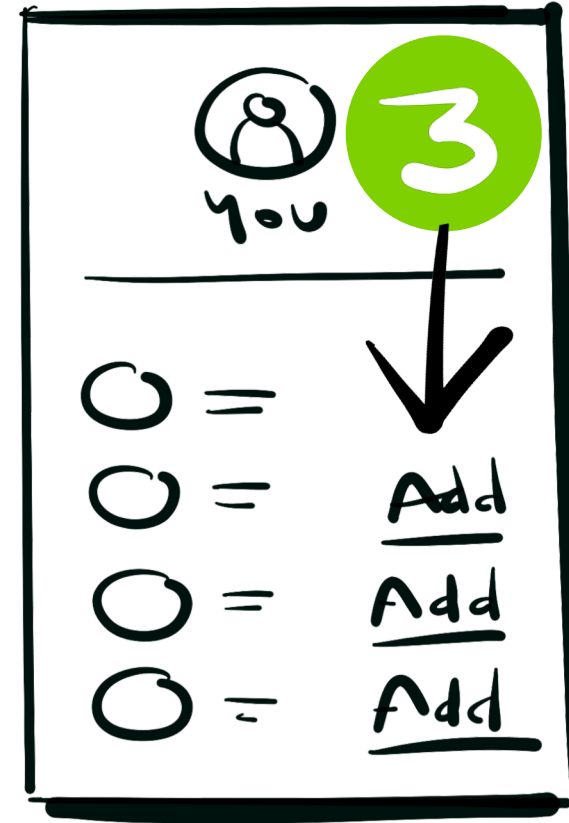
Icebreaker: MassConnect on LinkedIn



Open the **LinkedIn app** and click the people icon.



Click the **Find Nearby** button at the top.



You can now **connect with folks** in the room.



Design Thinking @ Intuit (Design for Delight)

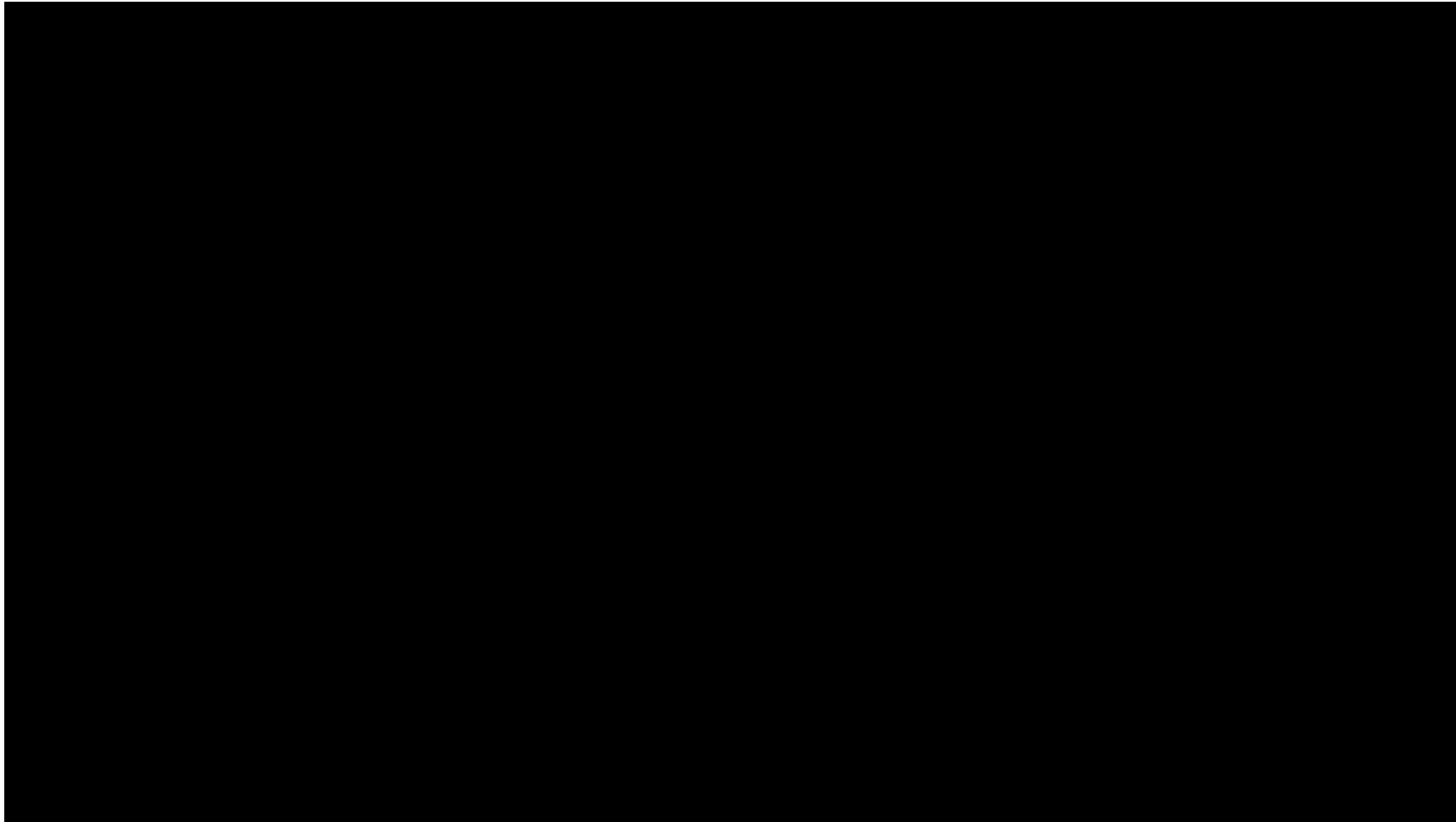
(9:00 – 9:20)
**Design Thinking
@ Intuit (D4D)**

(9:20 – 9:50)
**Exercise 1.
Observations > Insights**

(9:50 – 10:20)
**Exercise 2.
Insights > Ideas**

(10:20 – 10:50)
**Exercise 3.
Ideas > Prototypes**

(10:50 – 11:00)
**Summary,
QA**



(9:00 – 9:20)
Design Thinking
@ Intuit (D4D)

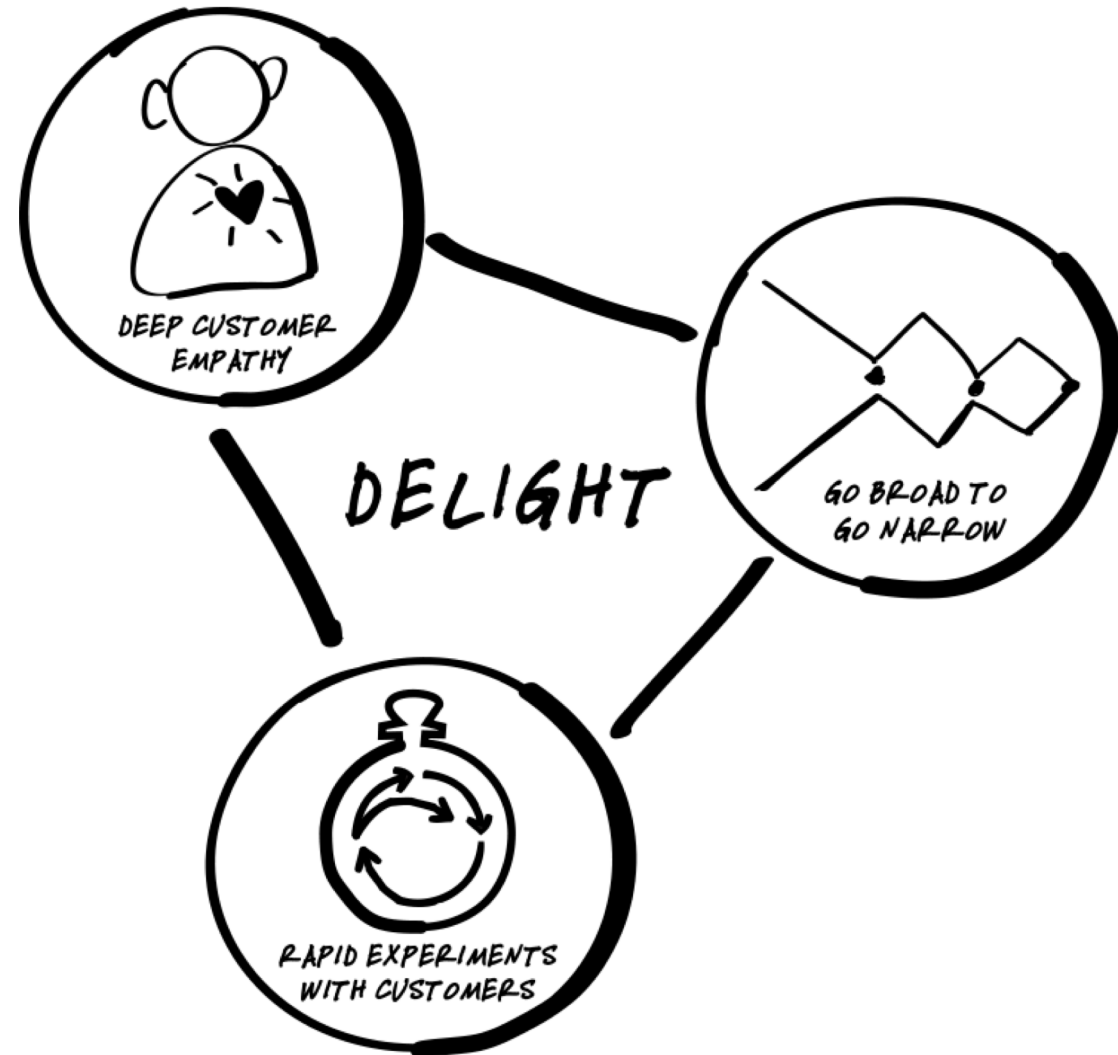
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(10:20 – 10:50)
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(10:50 – 11:00)
Summary,
QA

Three key D4D principles:



(9:00 – 9:20)

**Design Thinking
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(9:20 – 9:50)

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(10:20 – 10:50)

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(10:50 – 11:00)

**Summary,
QA**



**“D4D is our #1 secret weapon
at Intuit. There is no #2.”**

- Scott Cook, Founder



Exercise 1.

From Observations to Insights

Insights:

Key learnings, or “a-ha” moments,
that make us look at a problem from
a whole new perspective

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(10:50 – 11:00)
Summary,
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Today's tasks:

Find your dream...



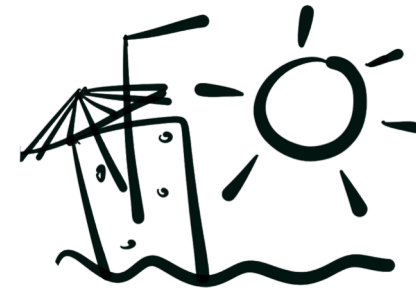
Home

(group 1)



Car

(group 2)

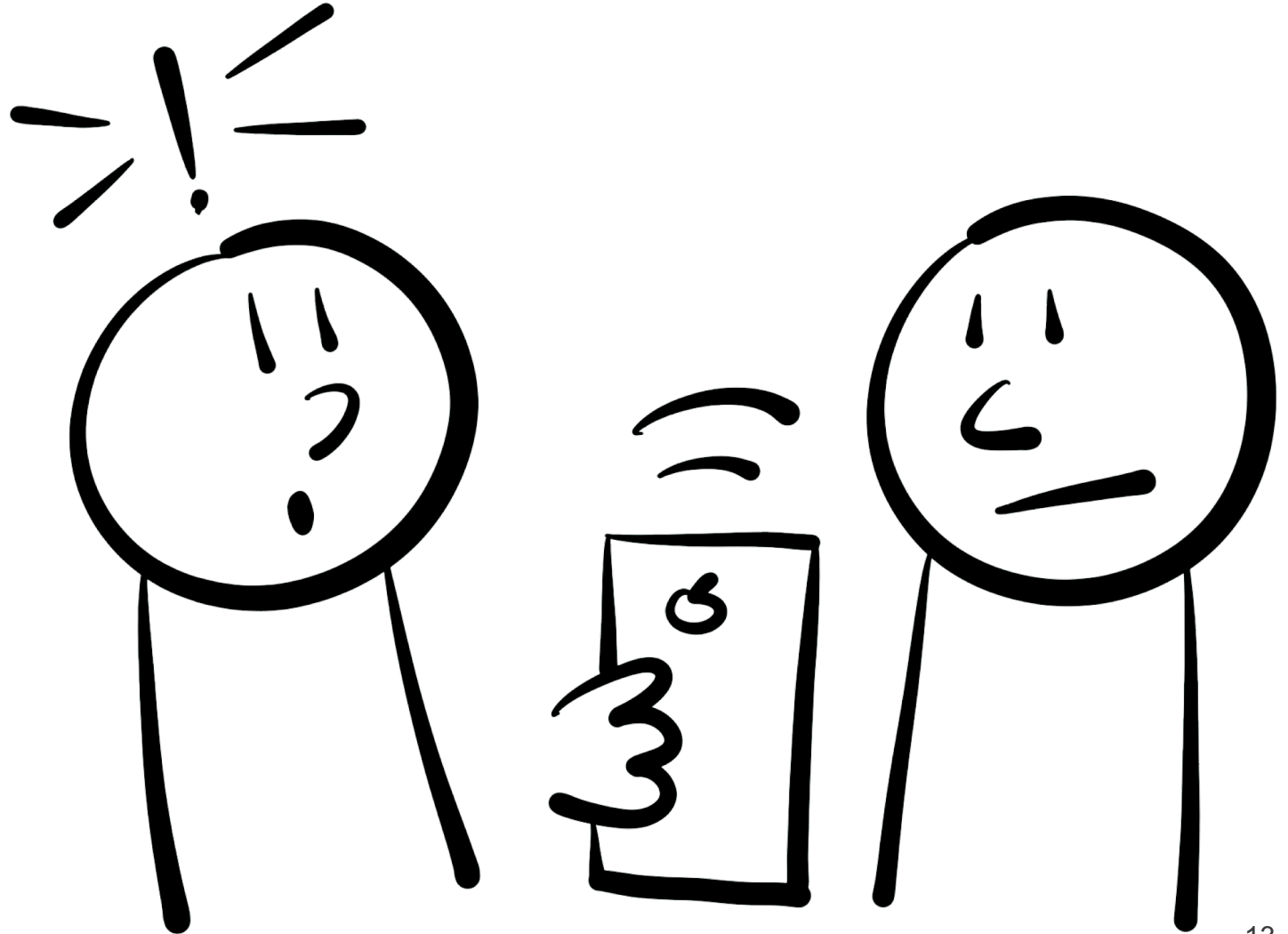


Vacation

(group 3)

Instructions:

- Pair up at your table
- Choose a role:
customer or observer



(9:00 – 9:20)

Design Thinking
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(10:50 – 11:00)

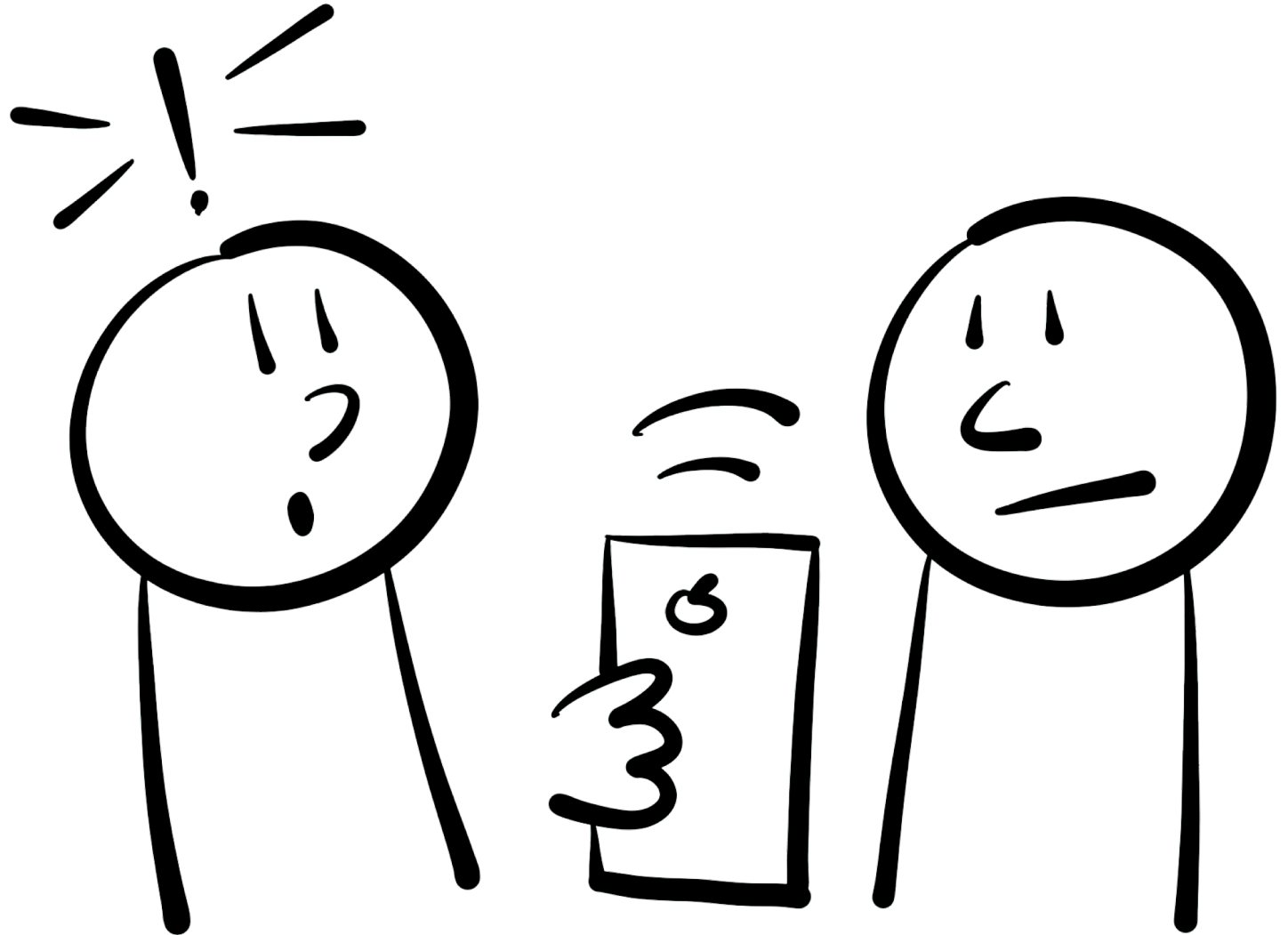
Summary,
QA

Customer role

- Do the task that was assigned to your table
- “think out loud”

Observer role

- Watch your customer
- Pay attention, take notes, look for the unexpected
- Follow-up with an interview
- Debrief with your table group



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10:00

Stop

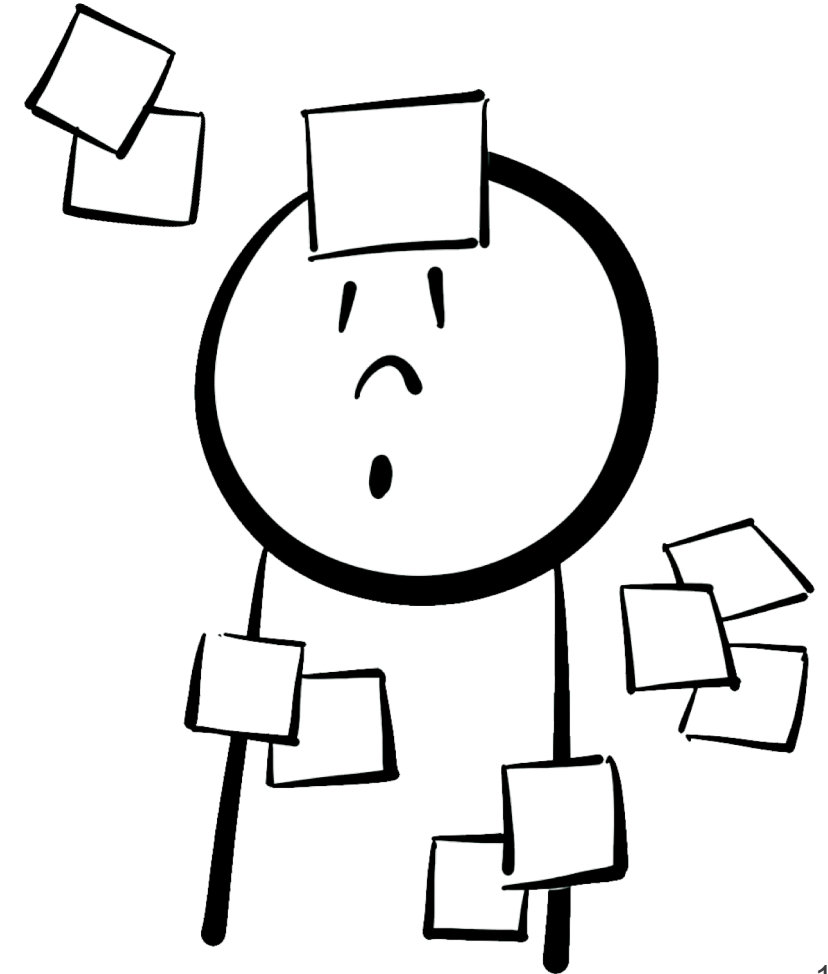


Exercise 2.

From Insights to Ideas

Your goal is to come up with as many different ideas as possible

- Focus on the quantity
- Don't worry if they are good or bad
- Don't overthink



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10:00

Stop

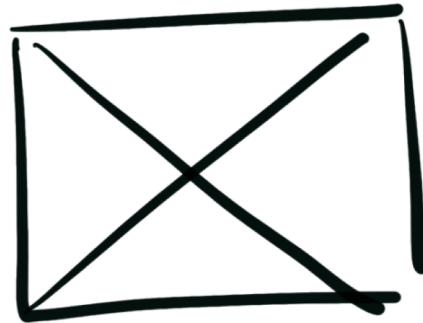


Exercise 3. From Ideas to Prototypes

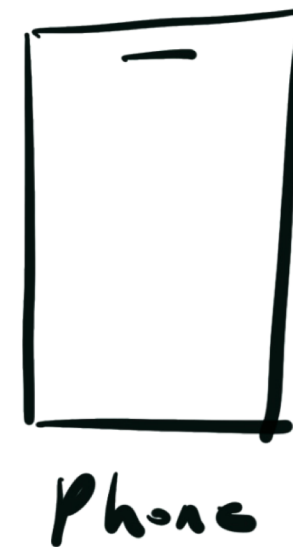
Rapid Prototyping:

Any method that enables us to
“bring our ideas to life” – at speed and
with minimal resources

If you can **write + draw basic shapes**, you can prototype.



Image



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10:00

Stop



Summary + QA

Key takeaways:

- Your ideas should be grounded in insights
- Insights come from direct observations of real customers
- Focus on the quantity of ideas – not the quality
- Use whatever is the absolute quickest method to put your ideas in front of customers (with minimum resources)

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Summary,
QA

**“The hardest part about D4D is having
the courage to learn.”**

A decorative pattern of small, dark blue dots arranged in a grid, located in the top-left corner of the slide.

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Sessions

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Nov 07, 9:00 AM - 10:00 AM PDT

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Nov 07, 9:00 AM - 10:00 AM PDT

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Nov 07, 9:00 AM - 10:00 AM PDT

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Nov 07, 9:00 AM - 10:00 AM PDT

Building the People Firm in the Digital World

Nov 07, 9:00 AM - 10:00 AM PDT

Combating Your Chronic Cash Flow Crisis

Nov 07, 9:00 AM - 10:00 AM PDT

Creating Businesses that Really MATTER (and, Grow!)

Nov 07, 9:00 AM - 10:00 AM PDT

Day in the Life of a QuickBooks Live Bookkeeper

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Full-Time or Contract: Hiring for Success

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Profit, Pricing & Purpose: The Million Dollar Trifecta

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December 10

December 11

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8:00-8:45 am	Meetup: New to Networking	+
9:00-10:00 am	Morning Keynote	+
10:00-11:00 am	Exploration & Connection	+
10:15-11:00 am	Meetup: Women in the Workforce	+
11:00 am-12:00 pm	Breakout Sessions	
	Creating Your Small Business Culture	
	Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!	
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	Understanding Personalities for Better Communication	+
	How to Use QuickBooks for Your Small Business: Introduction	+



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