Human-Centered Technology Innovation
design thinking

observation and empathy
method to the madness

bodystorming

Bodystorming

HOW: Set up a scenario and act out roles, with or without props, focusing on the intuitive responses prompted by the physical enactment.

WHY: This method helps to quickly generate and test many context and behavior-based concepts.

Bodystorming various ways of sitting in airplanes helped the IDEO design team to generate a wide variety of concepts for an airplane interior.
draw it

unfocus groups
<table>
<thead>
<tr>
<th>Complementary Techniques</th>
<th>Traditional Investigation</th>
<th>Observation &amp; Empathy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Improves existing things</td>
<td>Inspires new ideas</td>
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<td></td>
<td>Focuses on explicit needs</td>
<td>Uncovers latent needs</td>
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<td>Uses market segmentation</td>
<td>Focuses on individuals</td>
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<td>Takes place in controlled settings</td>
<td>Happens in natural contexts</td>
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<td>Structures interviews</td>
<td>Promotes dynamic conversations</td>
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<td>Analyzes objective data</td>
<td>Generates interpretations</td>
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uncovers latent needs
analogous experiences

fail early and often
how is this relevant to energy?
from institutional to personal
what we’ve learned about energy
(so far)

it's not just about economics, it's about values
it's not just about technology, it's about behaviors
it's a design failure, not a people failure
it’s not just about economics, it’s about values
it’s not just about technology, it’s about behaviors
it’s a design failure, not a people failure

what is the value of solar power?
it's not just about economics, it's about values
it's not just about technology, it's about behaviors
it's a design failure, not a people failure
55 mpg guy

influencing behavior
it's not just about economics, it's about values
it's not just about technology, it's about behaviors
it's a design failure, not a people failure

technology is not a replacement for good design
“Our energy future is not about devising alternative fuel sources to sustain life as we know it. It’s about uncovering the patterns of how we live now so we can change our behaviors and live better tomorrow. It’s neither a purely technological nor purely economic issue. Energy is a human issue.” – Jen Leonard
thank you