



FOR DELIGHT

A Design Thinking Workshop

Hi! I'm Nico



Goals for today

Learn Intuit's
innovation
secret sauce

Practice your
new skills

Apply what
you learn

Have fun
and meet
others!

intuit®

 **turbotax**

 **quickbooks**

 **mint**

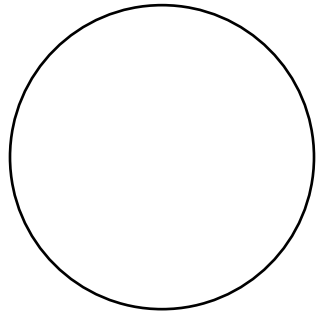
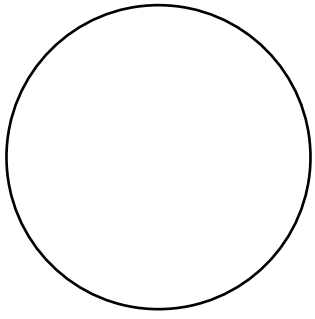
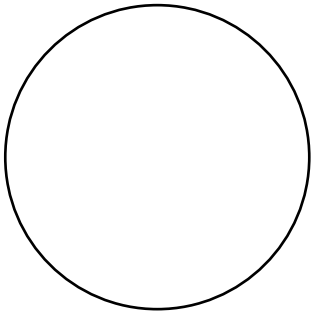
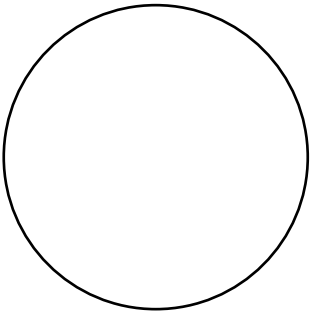
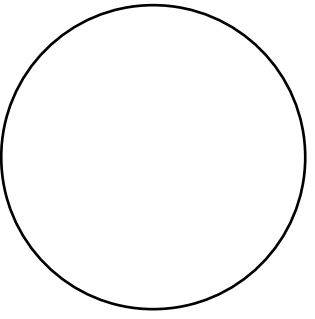
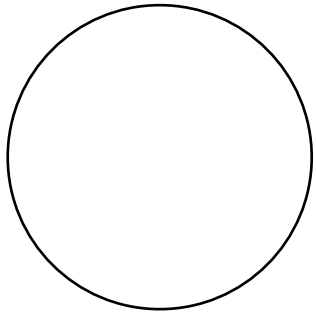
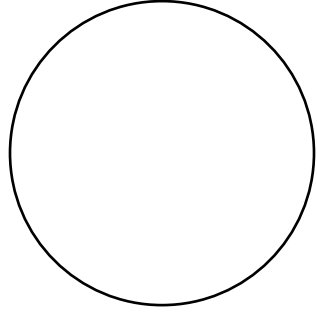
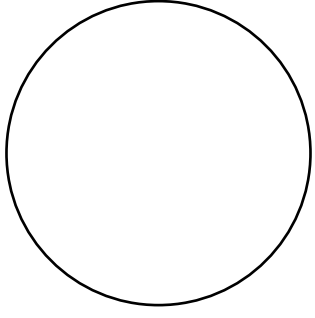
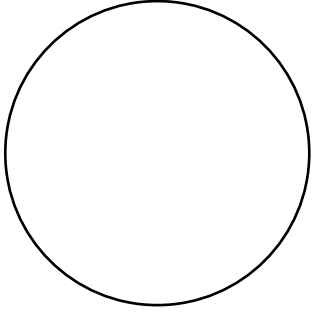
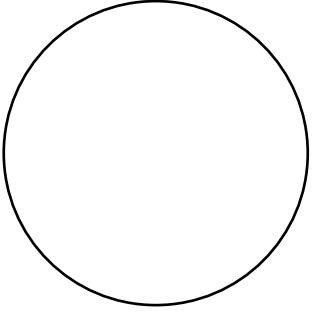
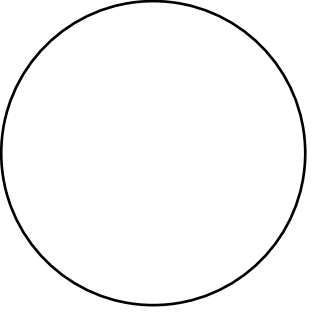
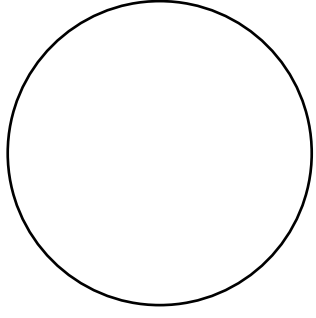
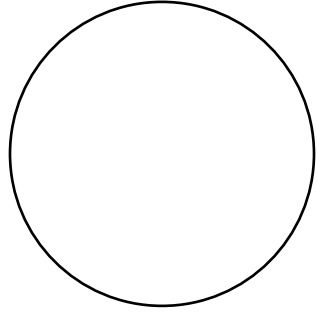
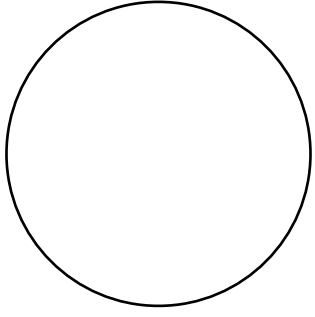
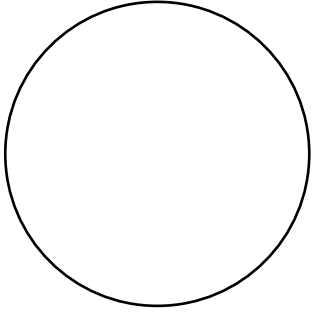
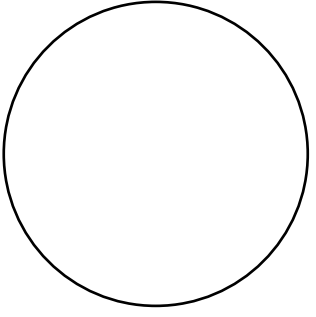
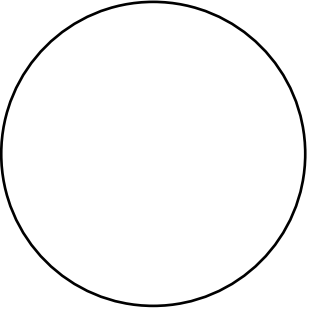
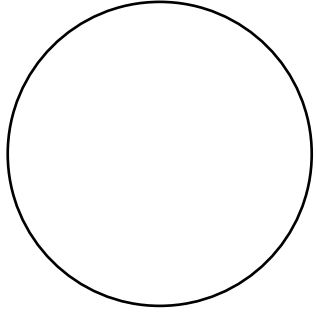
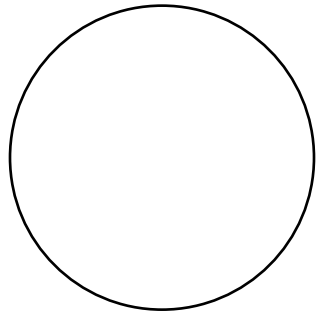
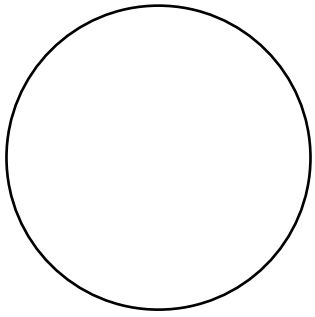
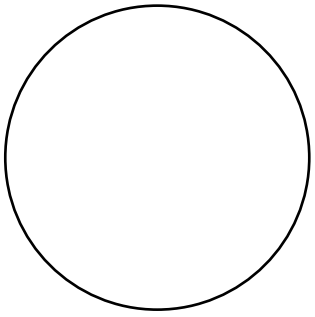
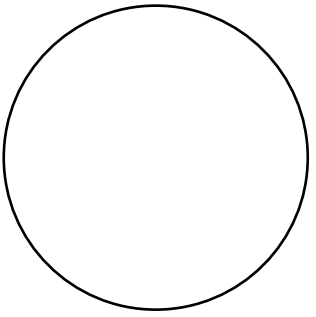
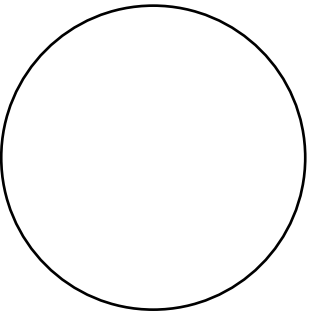
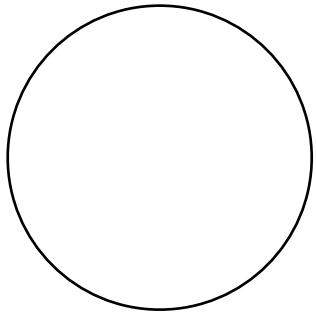
 **credit karma**

Warm up

Thirty
Circles

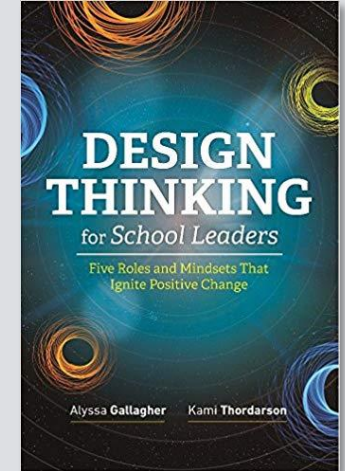
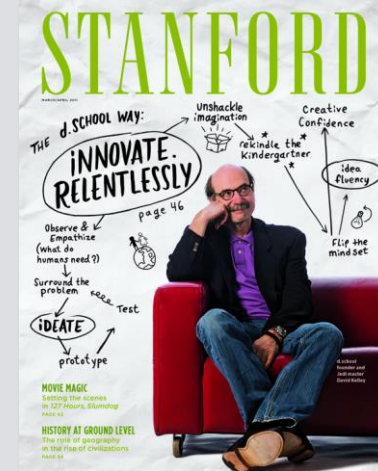
03:00





intuit.

Design thinking is a creative approach to problem solving



IDEO

Google

Microsoft

intuit.

NORDSTROM

Bank of America

BRAUN



3M



intuit.

GLOBAL SKILLS INDEX 2019

Design Thinking Rank by Industry

- Automotive.....#1
- Consulting.....#1
- Consumer Goods#4
- Finance.....#4
- Healthcare.....#4
- Insurance.....#9
- Manufacturing.....#1
- Media.....#1
- Technology.....#1
- Telecom.....#1

At Intuit We Are

Customer
Obsessed

Technology
Powered

Design
Inspired

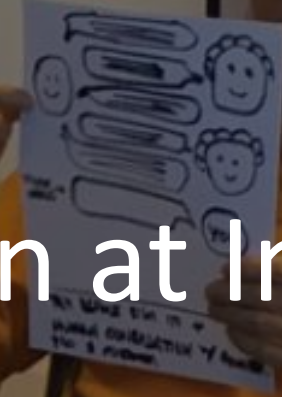
ITS EVERYONES JOB TO
INNOVATE

“

D4D is our #1 secret weapon at Intuit.
There is no number #2.

—Scott Cook, Intuit Founder

- getting a lot of feedback from analytics on what are users
- customers not getting the advice - do they want it?
- people are not buying it at a crazy great rate
- people are not scrolling
 - Address about specifically
- We don't actually have competing
- Talker process + meeting (Vanita)
- How to find things!
- Tutor help doc - Searchable



Ground rules

A wooden dock made of weathered planks extends from the foreground into a calm body of water. The water is still, reflecting the sky and the surrounding reeds. On either side of the dock, tall, golden-brown reeds with feathery heads stand densely. In the background, a line of trees with sparse foliage is visible against a pale, overcast sky. The overall mood is serene and quiet.

Be present

A photograph of two mountaineers on a glacier. One climber in a red jacket is on the left, and another in a yellow jacket is on the right. They are connected by ropes. The text "Be accountable to each other" is centered over the image.

Be accountable to each other

The background is an abstract, textured composition of brushstrokes. The colors are muted and earthy, featuring shades of dusty purple, dusty blue, and pale yellow. The strokes are layered and directional, creating a sense of depth and movement. The overall effect is reminiscent of a watercolor or mixed-media painting.

Embrace ambiguity

A person's silhouette is shown from the back, with their arms raised and hands open, reaching towards a crescent moon in a dark teal sky. The text "Suspend disbelief" is centered in the middle of the image.

Suspend disbelief

Design For Delight



Deep Customer
Empathy



Go Broad to Go Narrow



Rapid Experiments
with Customers



Deep Customer
Empathy



Go Broad to Go Narrow



Rapid Experiments
with Customers



Deep Customer Empathy

Your ability to understand customers is your secret weapon

Create shared understanding

Opportunities for insights

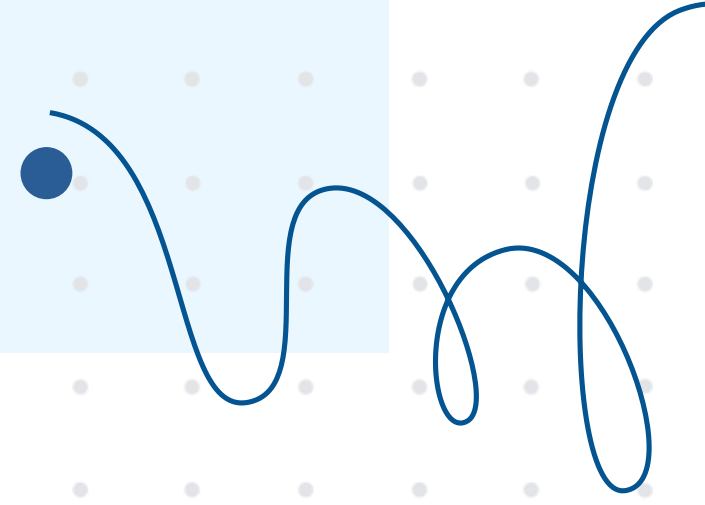
Motivation to improve the lives of our customers.

We gain empathy by observing and listening to people where and when they are experiencing the problems we hope to solve.



Here we go...

- Team up at your table and say hello...





How might you...
redesign the travel prep
experience

Practice

Reflect on Mr. Bean's Experience

- What was your customer trying to achieve?
- What was their biggest problem?
- What did they love and hate about the experience?
- What surprised you about their experience?
- How does your customer feel?

03:00



Deep Customer
Empathy



Go Broad to Go Narrow



Rapid Experiments
with Customers

Go Broad to go Narrow

Do less, better

Create awesome solutions.

Explore bold solutions to problems that matter most.

Focus on solutions most likely to delight customers.

We do fewer things, but ensure the things we do go beyond customer expectations.








Ground Rules for Going Broad



1. No idea is a bad idea

2. Encourage wild ideas

3. Stay focused on the problem



4. What hasn't been done?

5. Put yourself in other's shoes

6. Go for quantity

Practice

By yourself - Brainstorm as many potential solutions as you can to solve Mr. Bean's packing problem.

Tips

- **Be Bold** - There are no bad ideas!
- **Go for quantity over quality** – can you break 5 ideas?
- **Remember** what you saw from your customer

01:00

Practice

With your team- Share your ideas and then brainstorm additional solutions. Are your getting close to 11 stars

Tips

- **Be Bold** - There are no bad ideas!
- **Go for quantity over quality** – can you break 50 ideas?
- **Remember** what you saw in the video

04:00

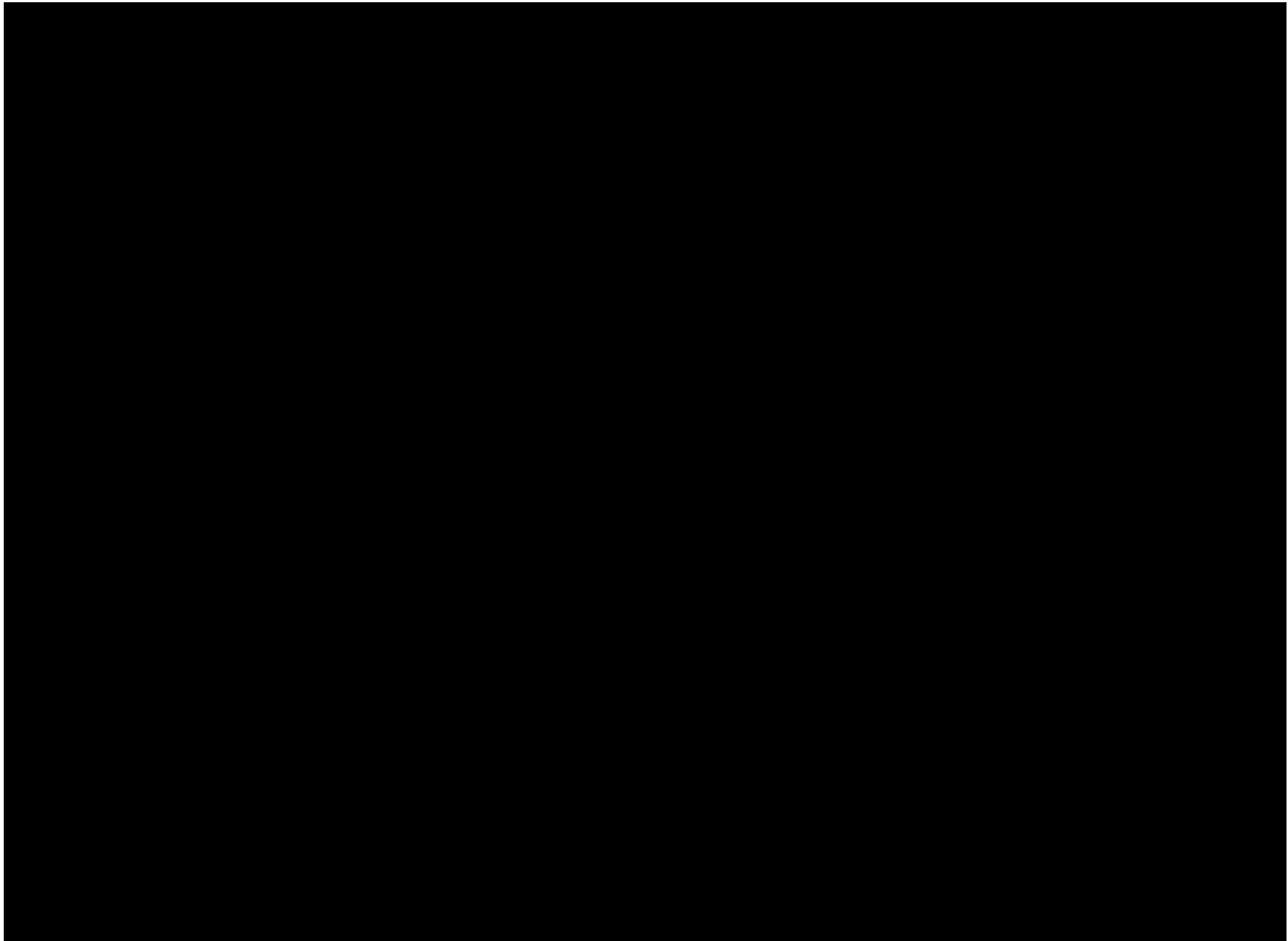


Steve Jobs

Apple World

Wide Developer

Conference 1997



Practice

FOCUS - Circle the idea you feel is most likely to delight your customer if you were to create it.

Tips

- Remember your customer's stories
- Choose what will delight them, not you.
- Combine or refine your idea if you must

04:00

What do you do with **ideas**?

CLOSED for ALTERATIONS ~ OPENING SOON ~
THE FIRST ONE IN AMERICA !!!!

DRIVE-IN HAMBURGER BAR

CREATED and OPERATED by MCDONALD BROS



Put your **ideas** to the **test**



Deep Customer
Empathy



Go Broad to Go Narrow



Rapid Experiments
with Customers

Rapid Experiments with Customers

Build to think. Build to learn.

Puts our solutions to the test.

When we run experiments with real people, we quickly learn what works and what does not work about our proposed solution.

We then make fast decisions based on what we learned, saving valuable time and resources in the process.





Practice

Create an “picture prototype” to test your idea!

- Draw your idea on the provided concept sheet
- Try to capture the essence of why your idea is awesome
- Don't worry, we know you're not Picasso, yet!

04:00



Share outs



Practice

Based on what you learned from this experiment...

- What was your biggest surprise?
- What else did you learn?
- What will you do next?

02:00

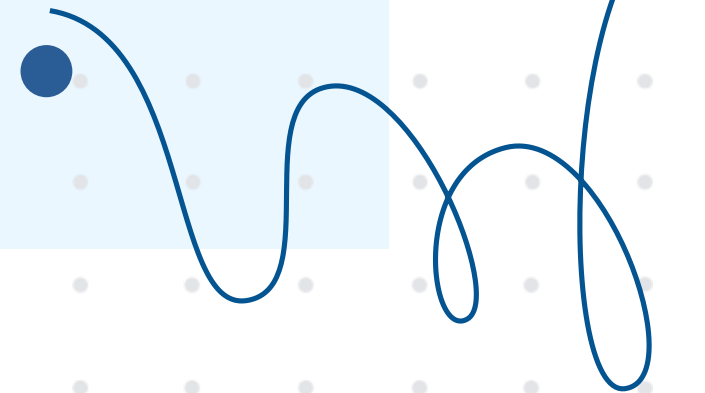
Well Done!

You're now a **Design for Delight** expert

That's Design For Delight – Intuit's secret Innovation weapon

- Customer Empathy (Observations)
- Go broad to go narrow (brainstorm solutions)
- Rapid Experiments (picture concept for quick feedback)
- Decision (what will you do next)

You identified a problem and tested solutions with a real customer in a single workshop. How might you apply this to work, life, elsewhere?



Thank You!