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Toyota Design Thinking Workshop

A Case Study

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The Brief

WHAT: Full-day workshop introduction to Design Thinking

WHO: 10-person Corporate Services team from Toyota

WHEN: 4 days before start of Building a Second Brain

WHERE: offices of design/prototyping agency in San Francisco

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The Challenge

1. Introduce an internal services group to **Design Thinking principles, techniques, and tools**, while connecting it to traditional Toyota values, current Agile training, and needs of contractors.

2. Produce a full day's worth of content and activities **using only existing material**

3. Complete all planning and preparation in **2 working days**, in the midst of crunch time for an online course

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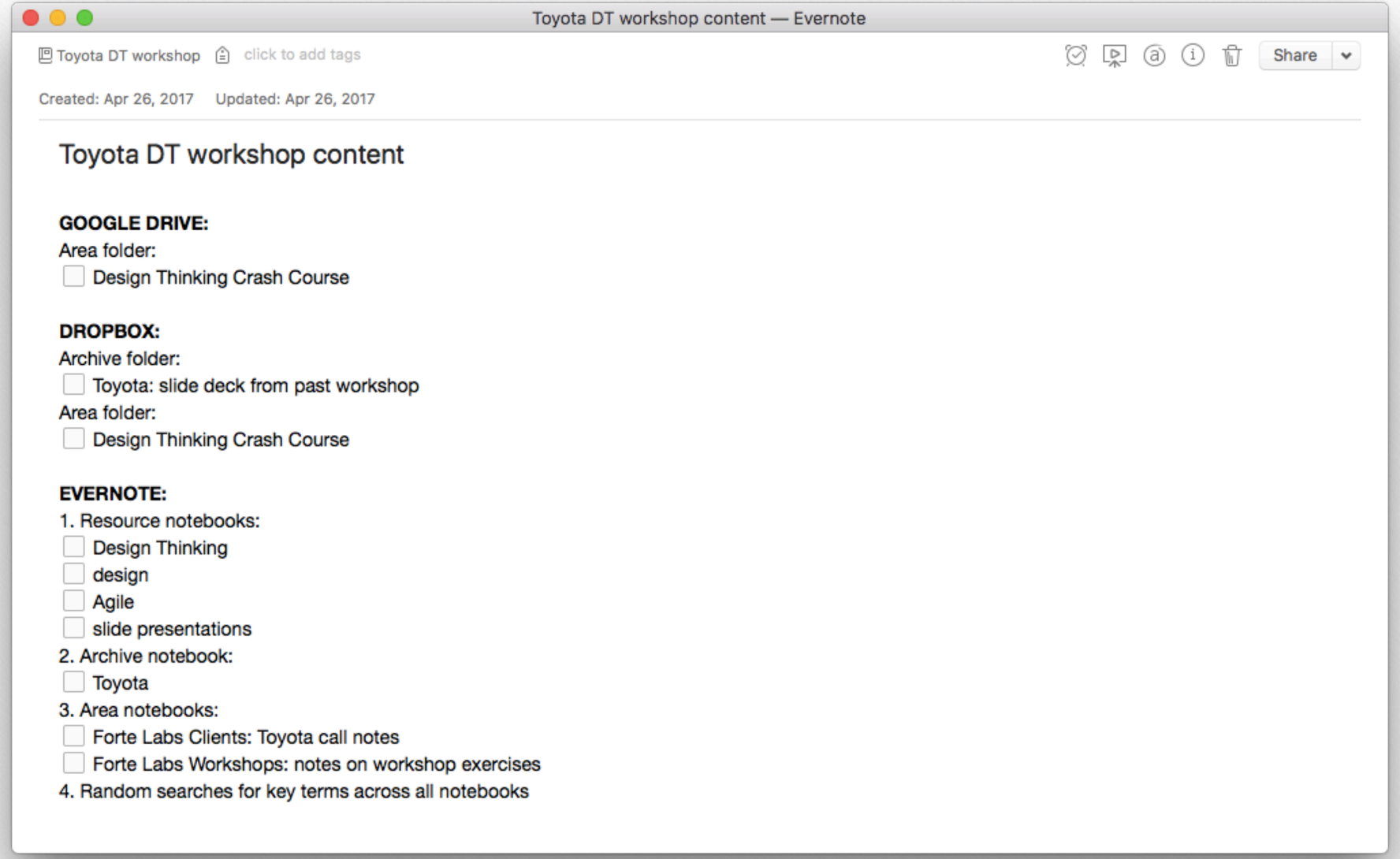
#4 Plan the Plan



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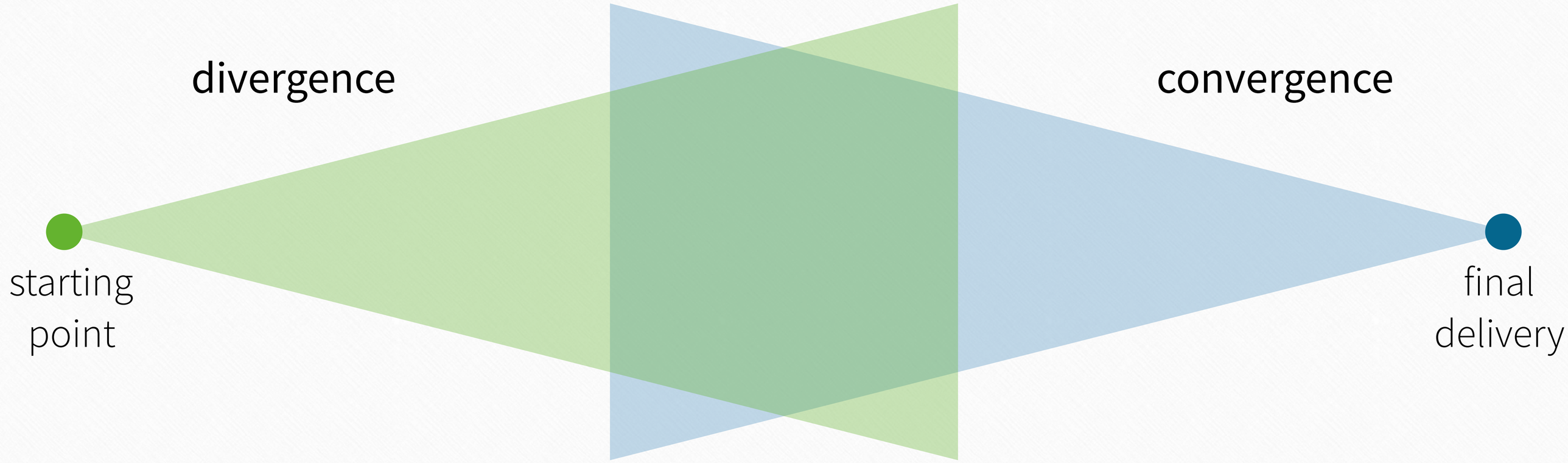
The process of creation



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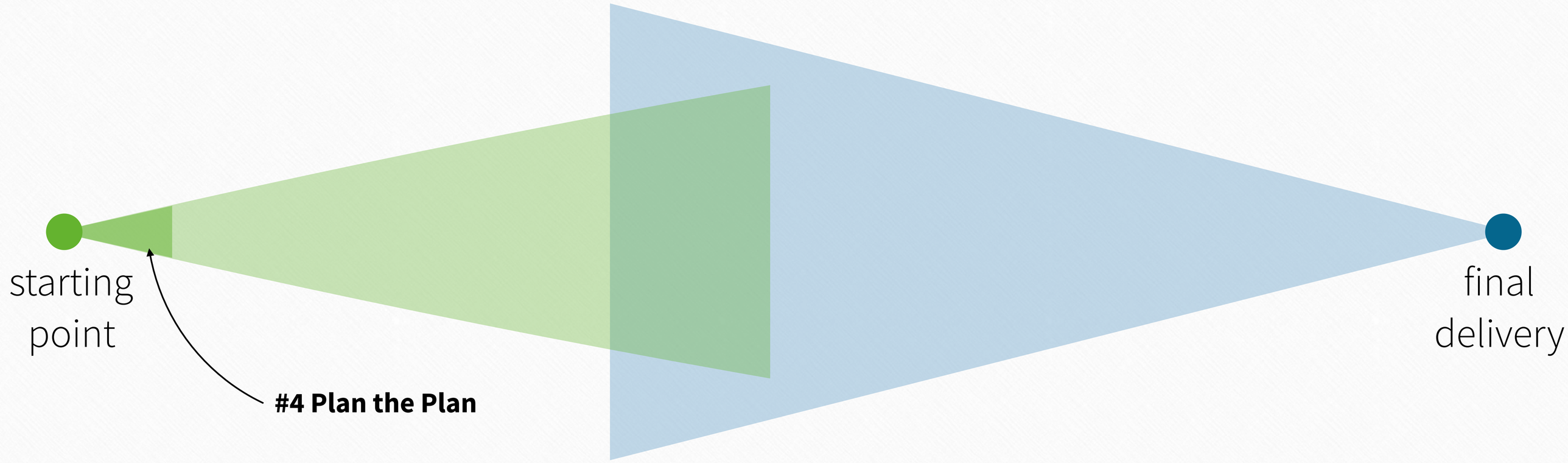

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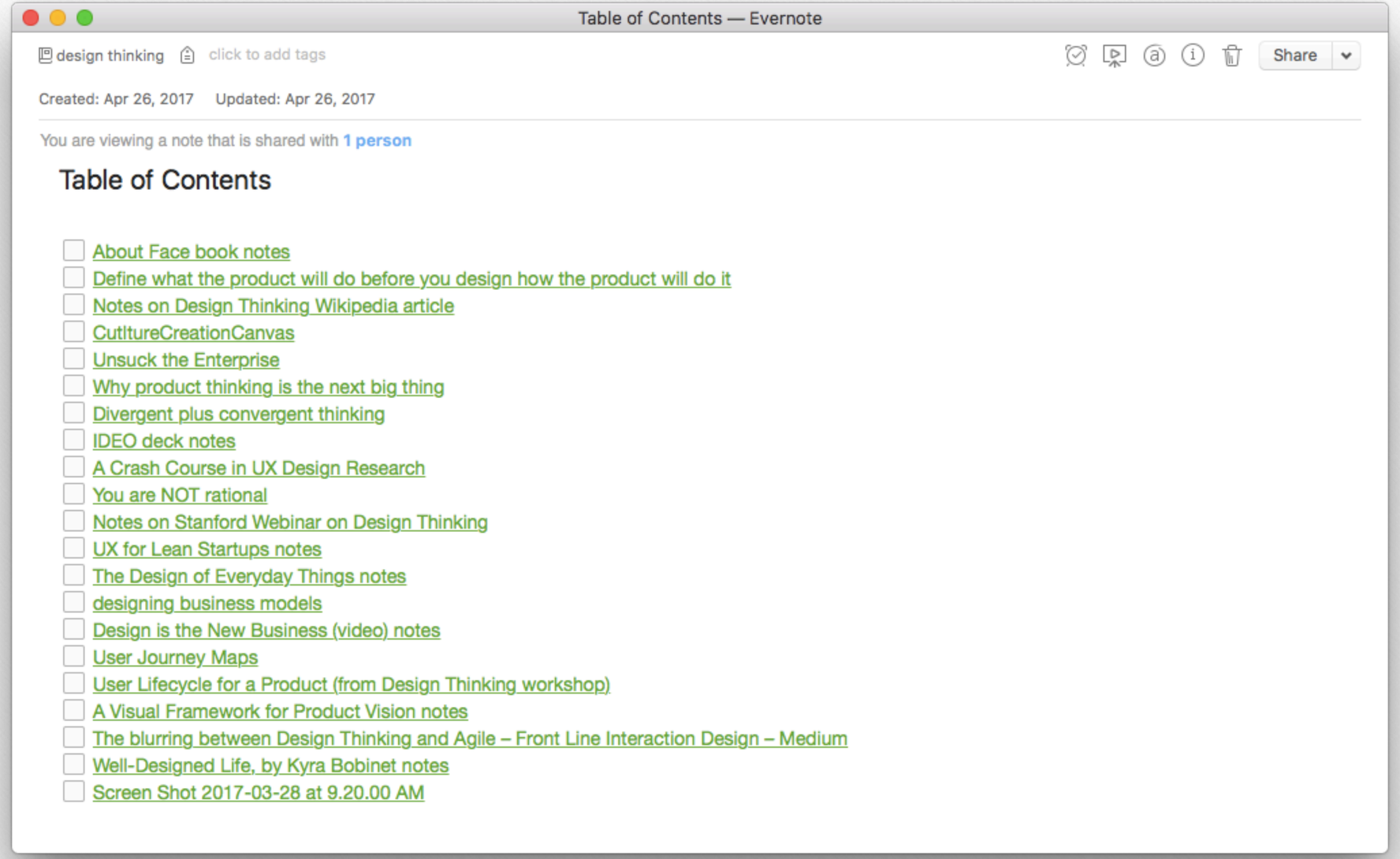
#14 Table of Contents



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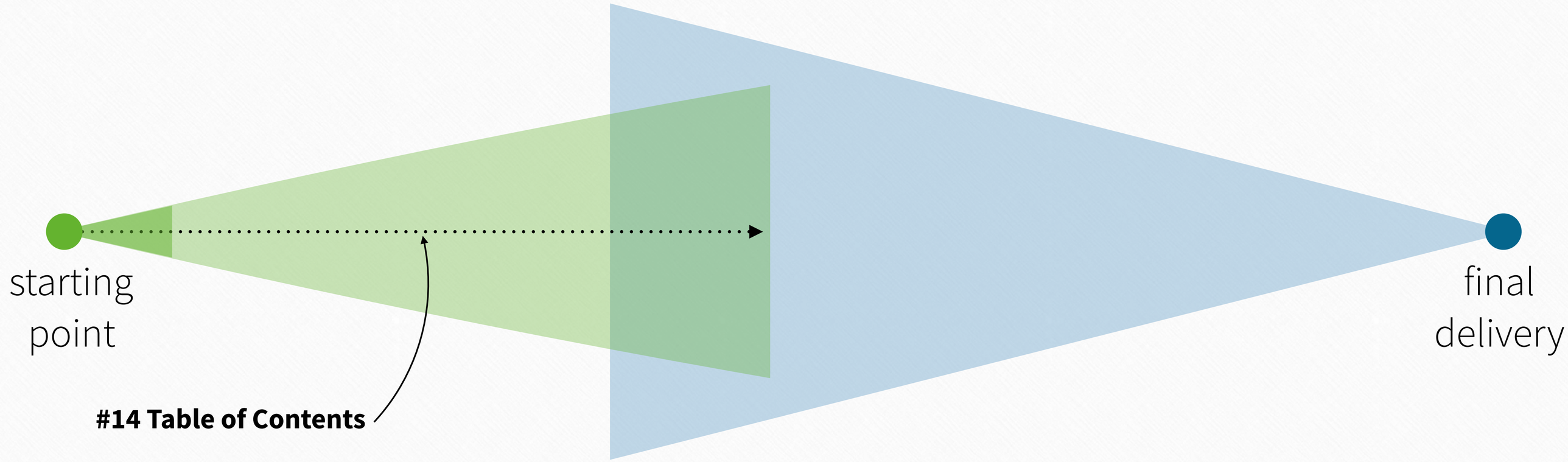

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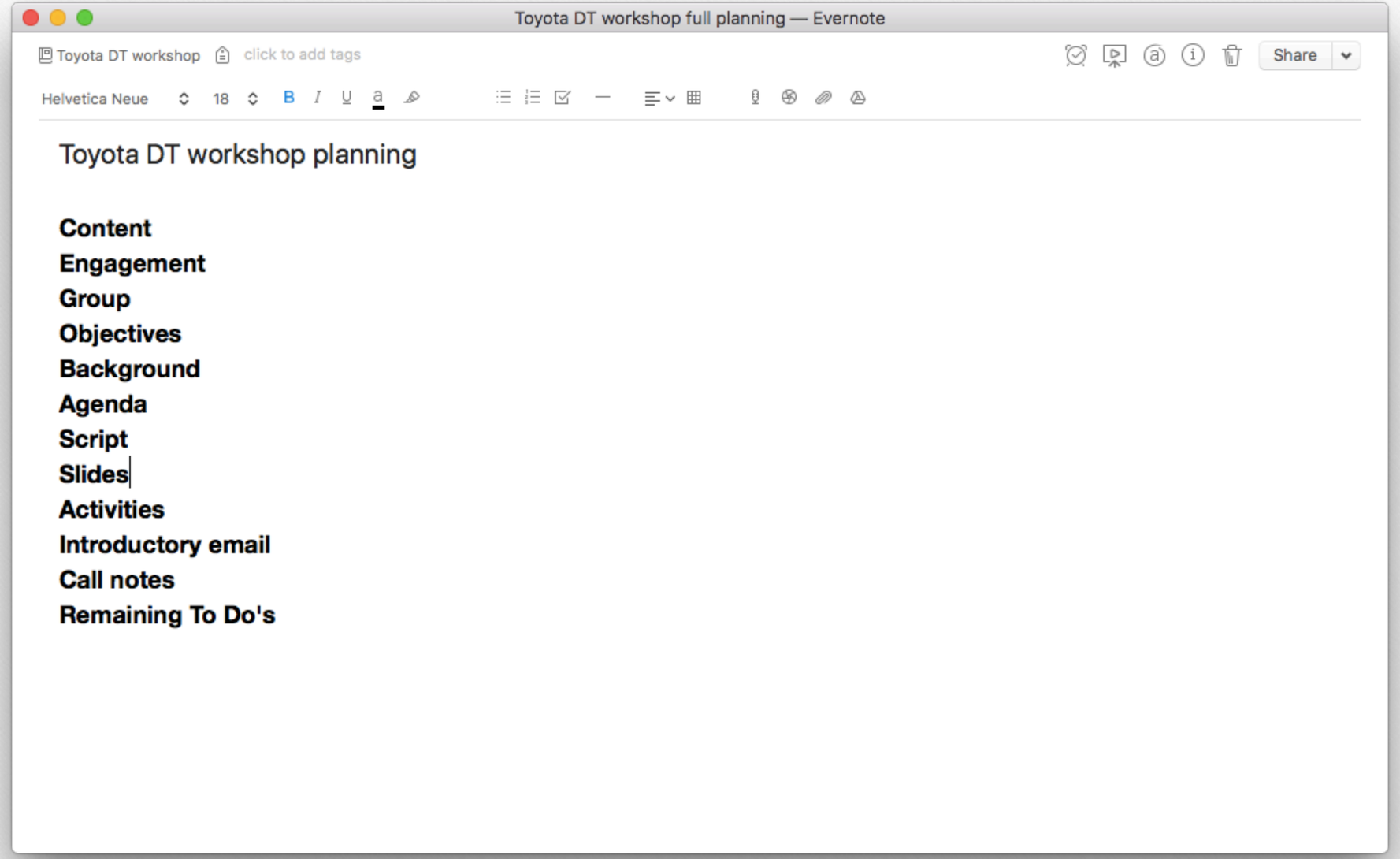

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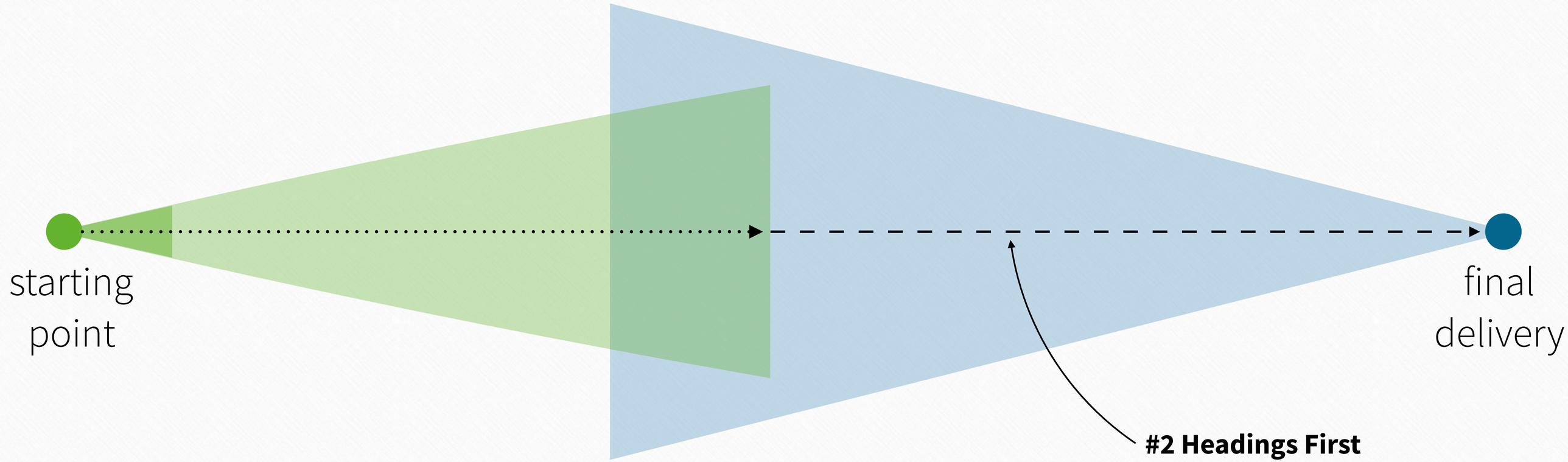

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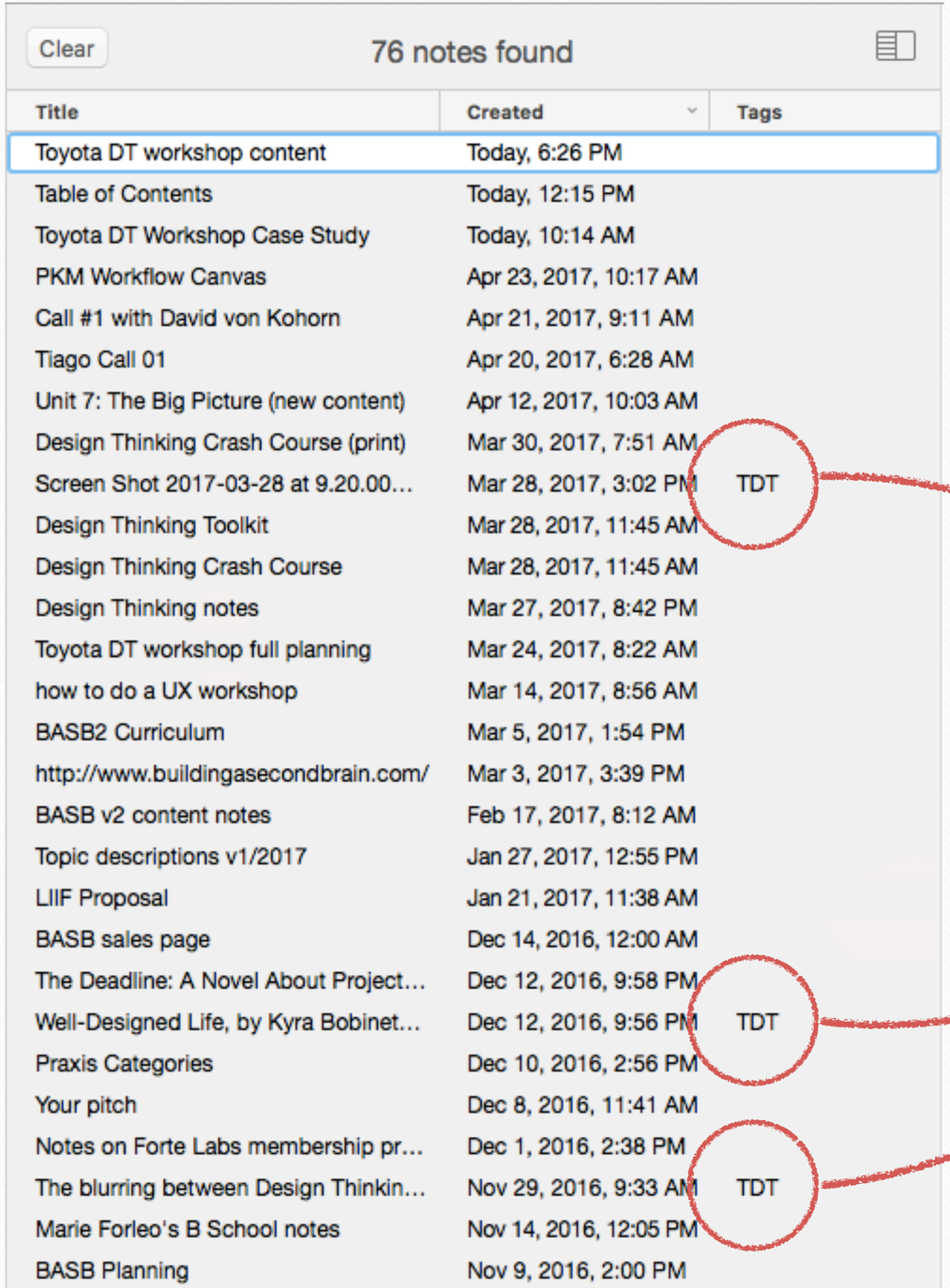

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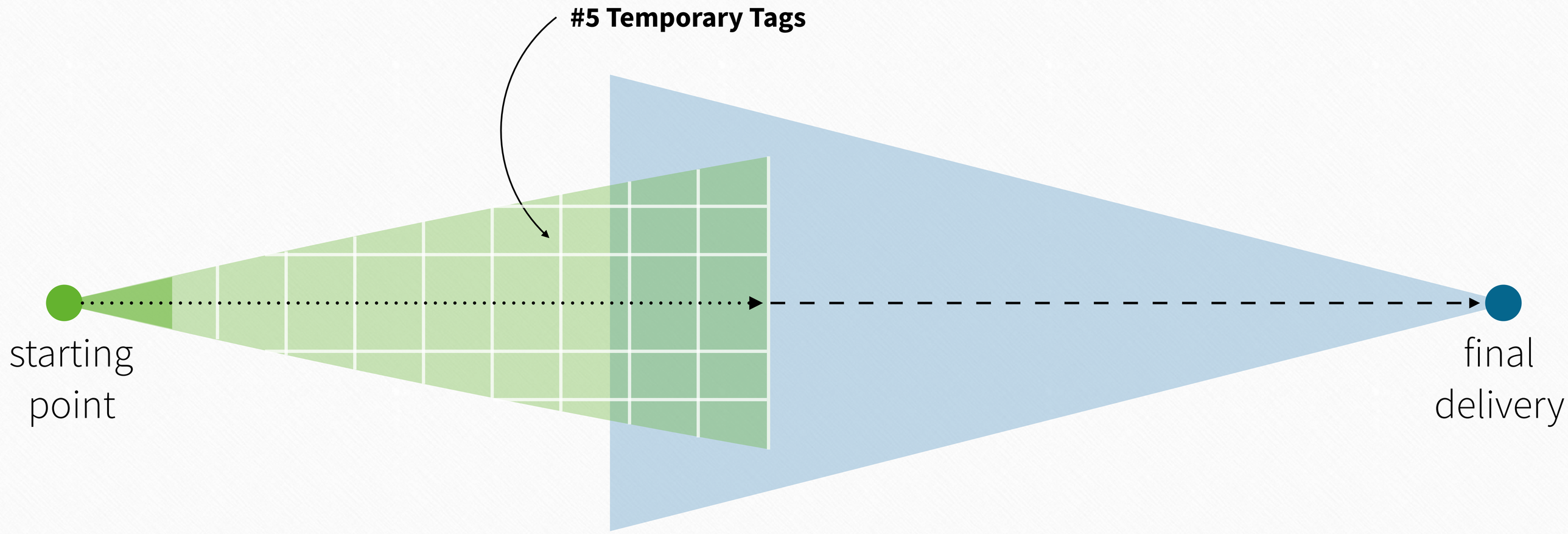

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#1 Archipelago of Ideas

Design Thinking notes — Evernote

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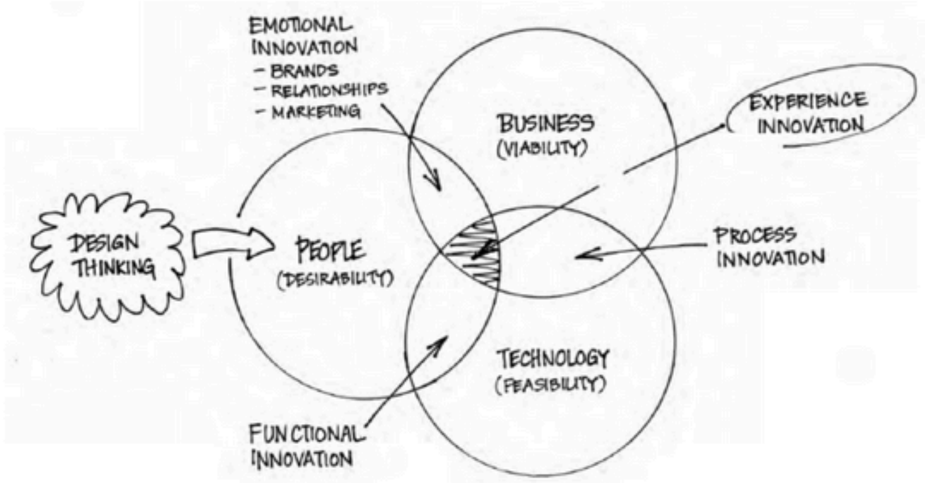
Design Thinking content notes

Design Thinking

Main points

- Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.



- "Define what the product will do before you design how the product will do it"
- Unsuck the Enterprise

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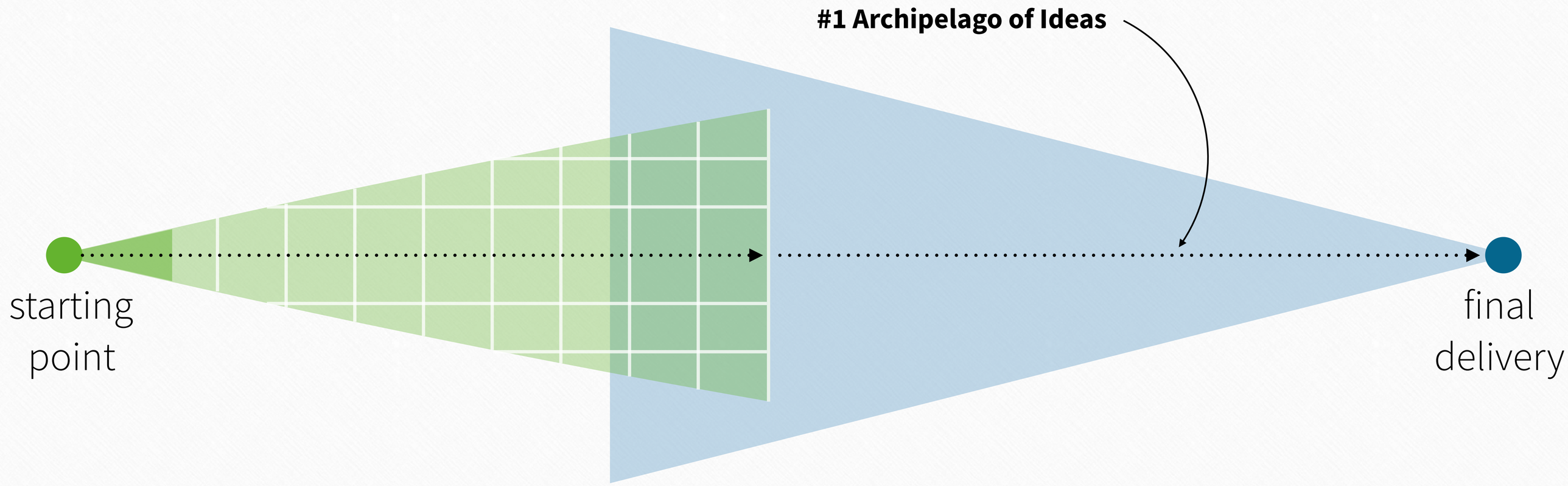

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#9 Context Switch

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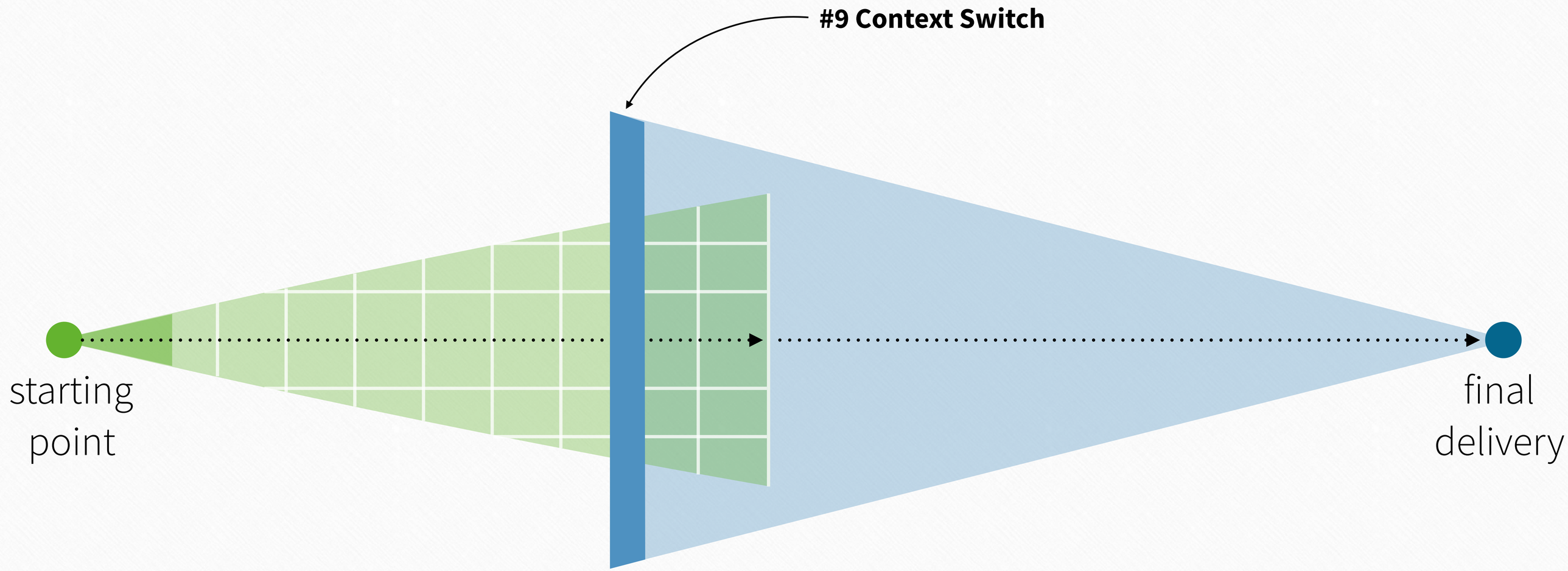

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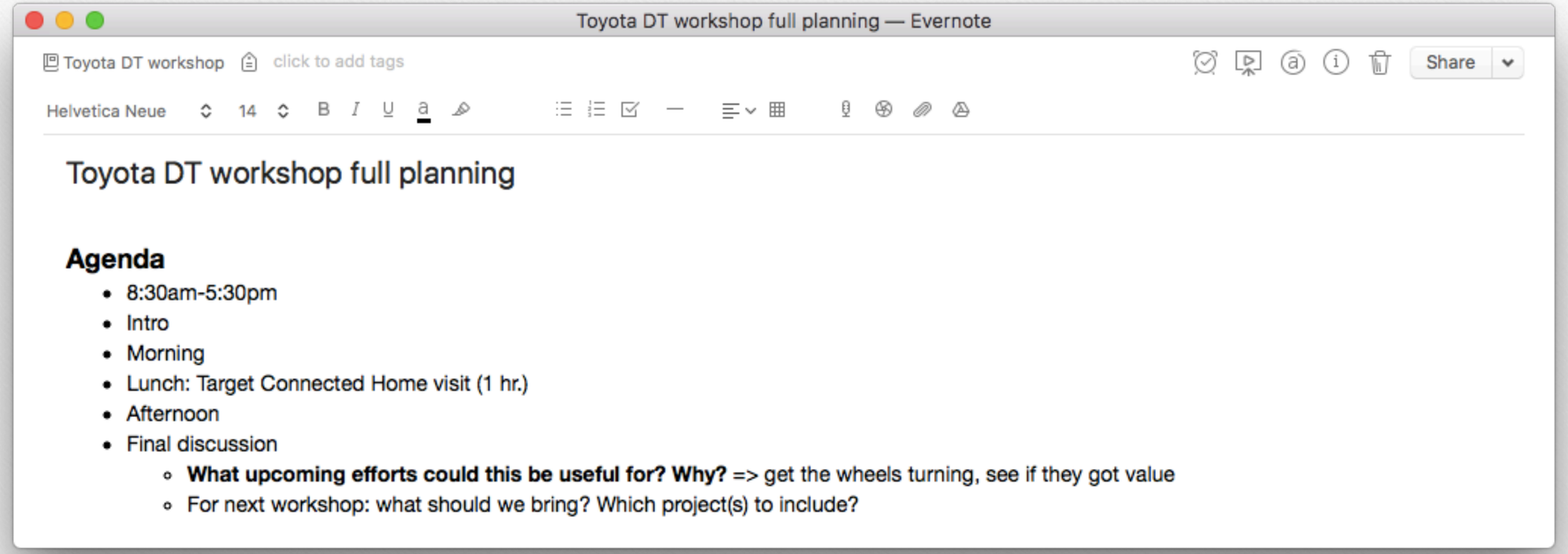
#10 Function Follows Form



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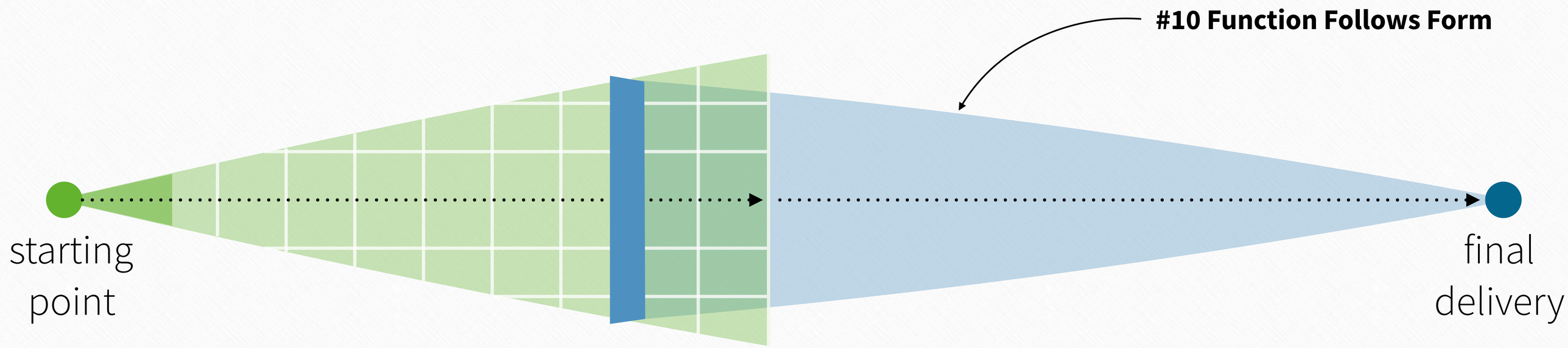

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#11 Interlinking Notes

All Notes | design thinking

Title	Created	Tags
Table of Contents	Today, 12:15 PM	
Screen Shot 2017-03-28 at 9.20.00…	Mar 28, 2017, 3:02 PM	TDT
Well-Designed Life, by Kyra Bobinet…	Dec 12, 2016, 9:56 PM	TDT
The blurring between Design Thinkin…	Nov 29, 2016, 9:33 AM	TDT
A Visual Framework for Product Visi…	Jun 29, 2016, 6:41 AM	TDT
User Lifecycle for a Product (from D…	Feb 1, 2016, 4:00 PM	TDT
User Journey Maps	Feb 1, 2016, 9:02 AM	TDT
Design is the New Business (video)…	Dec 20, 2015, 5:22 PM	TDT
designing business models	Dec 13, 2015, 4:28 PM	TDT
The Design of Everyday Things notes	Nov 11, 2015, 6:39 PM	TDT
UX for Lean Startups notes	Nov 4, 2015, 4:14 PM	TDT
Notes on Stanford Webinar on Desig…	Oct 14, 2015, 4:50 PM	TDT
You are NOT rational	Sep 13, 2015, 1:02 PM	TDT
A Crash Course in UX Design Resea…	Sep 10, 2015, 4:09 PM	TDT
IDEO deck notes	Aug 28, 2015, 1:53 PM	TDT
Divergent plus convergent thinking	Aug 6, 2015, 1:19 PM	TDT
Why product thinking is the next big…	Jul 18, 2015, 10:47 AM	TDT
Unsuck the Enterprise	Jun 30, 2015, 9:17 PM	TDT
CutltureCreationCanvas	Jun 30, 2015, 4:49 PM	TDT
Notes on Design Thinking Wikipedia…	Mar 11, 2015, 3:36 PM	TDT
Define what the product will do befo…	Jul 26, 2014, 4:59 PM	TDT
About Face book notes	May 8, 2014, 6:20 PM	TDT

Design Thinking content notes — Evernote

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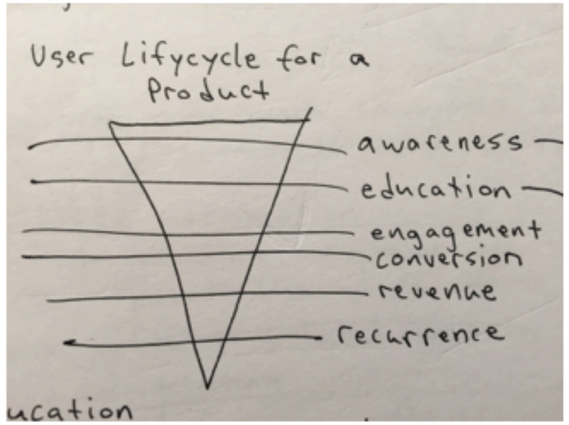
Created: Mar 27, 2017 Updated: Apr 26, 2017

Design Thinking content notes

- Having done the workshop, you've gained the following things:
  - Participants have learned about user centred decision-making
  - They've started to think in terms of users and journeys, not specs and features
  - You've identified some potential opportunities for the product roadmap
- User Lifecycle for a Product (from Design Thinking workshop)
  - 

- The blurring between Design Thinking and Agile – Front Line Interaction Design – Medium
  - "Design Thinking is the decoupling of Design from any specific toolset (Industrial Design, Archi
    that the process can be applied to any problem space."

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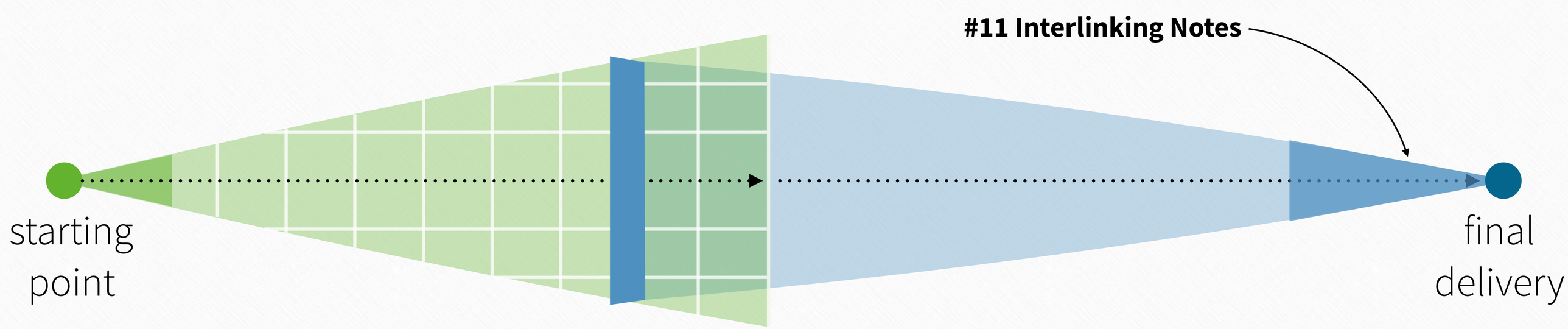

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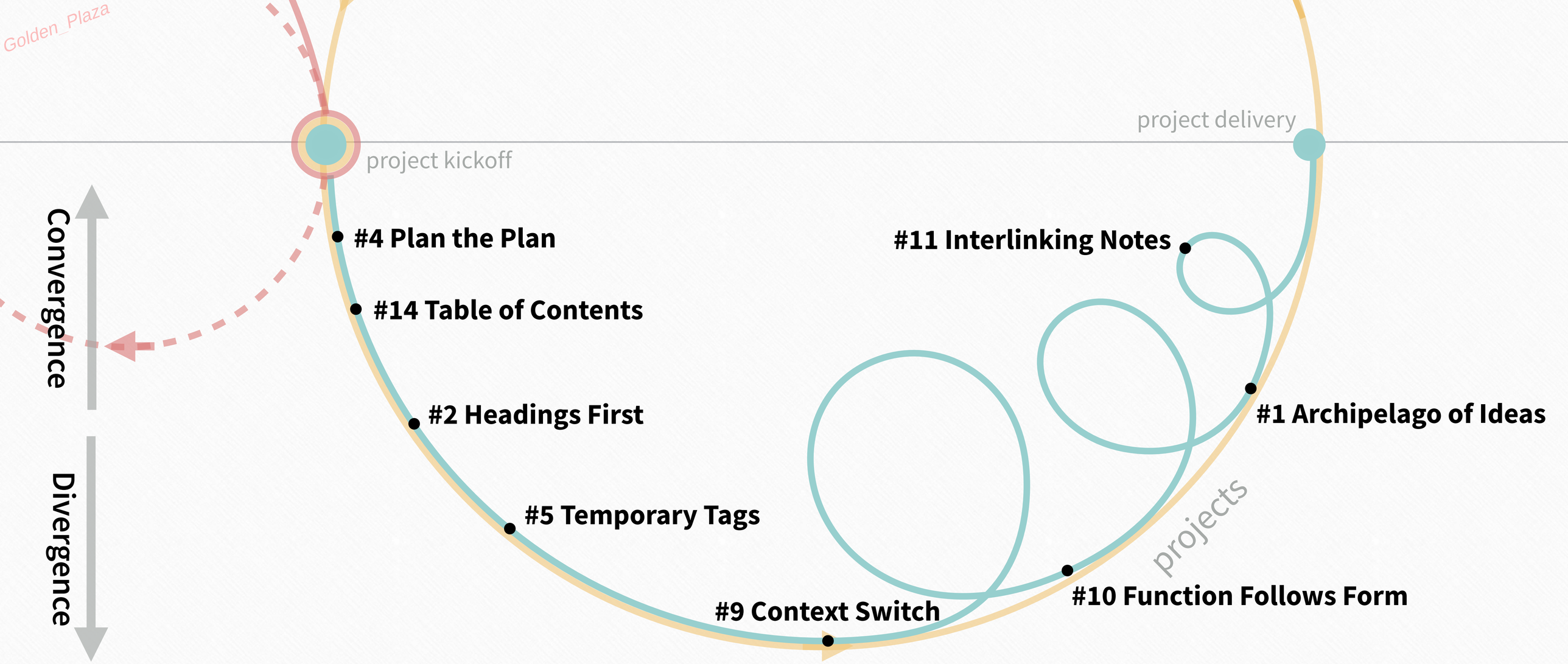

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Map

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