

Toyota Design Thinking Workshop

A Case Study

The Brief

WHAT: Full-day workshop introduction to Design Thinking

WHO: 10-person Corporate Services team from Toyota

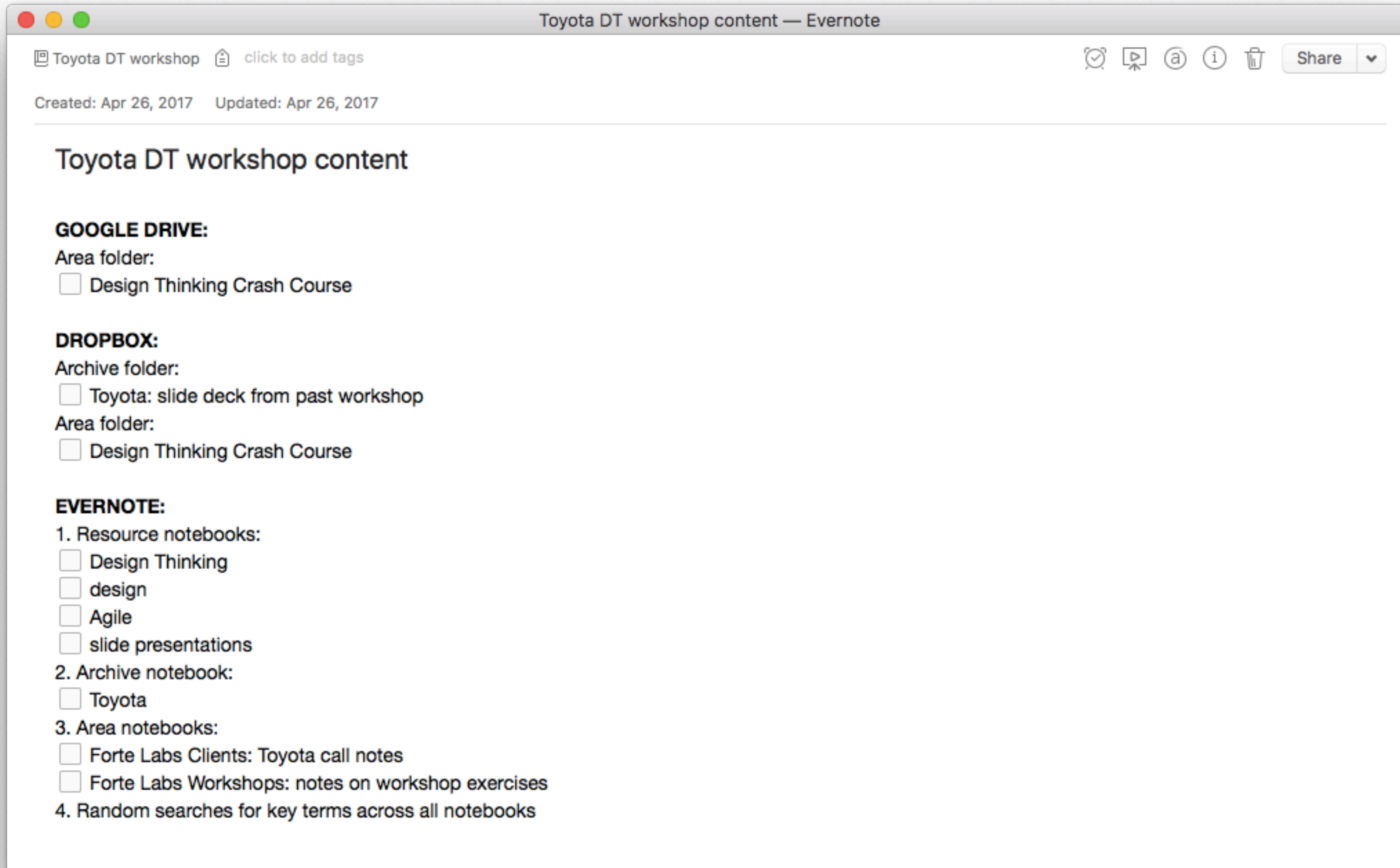
WHEN: 4 days before start of Building a Second Brain

WHERE: offices of design/prototyping agency in San Francisco

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

#4 Plan the Plan

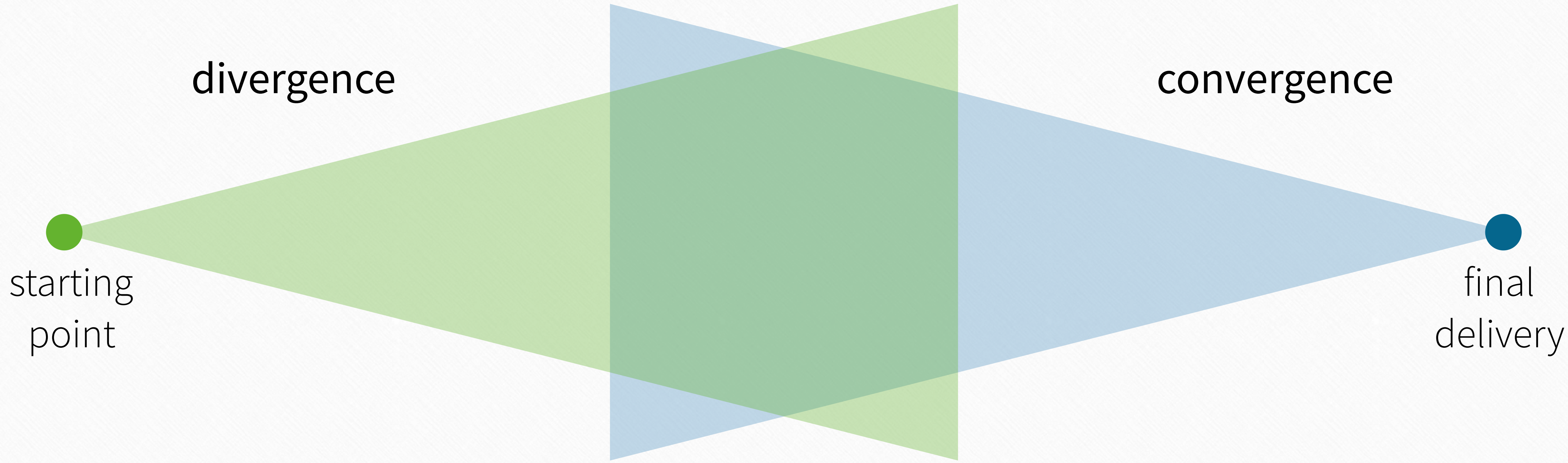


The screenshot shows an Evernote window titled "Toyota DT workshop content — Evernote". The window has a standard macOS-style title bar with red, yellow, and green window control buttons. Below the title bar, the note's name "Toyota DT workshop" is displayed with a folder icon and a "click to add tags" link. To the right of the note name are icons for a clock, a play button, a person, an information icon, and a trash can, followed by a "Share" button with a dropdown arrow. Below this is the creation and update information: "Created: Apr 26, 2017" and "Updated: Apr 26, 2017".

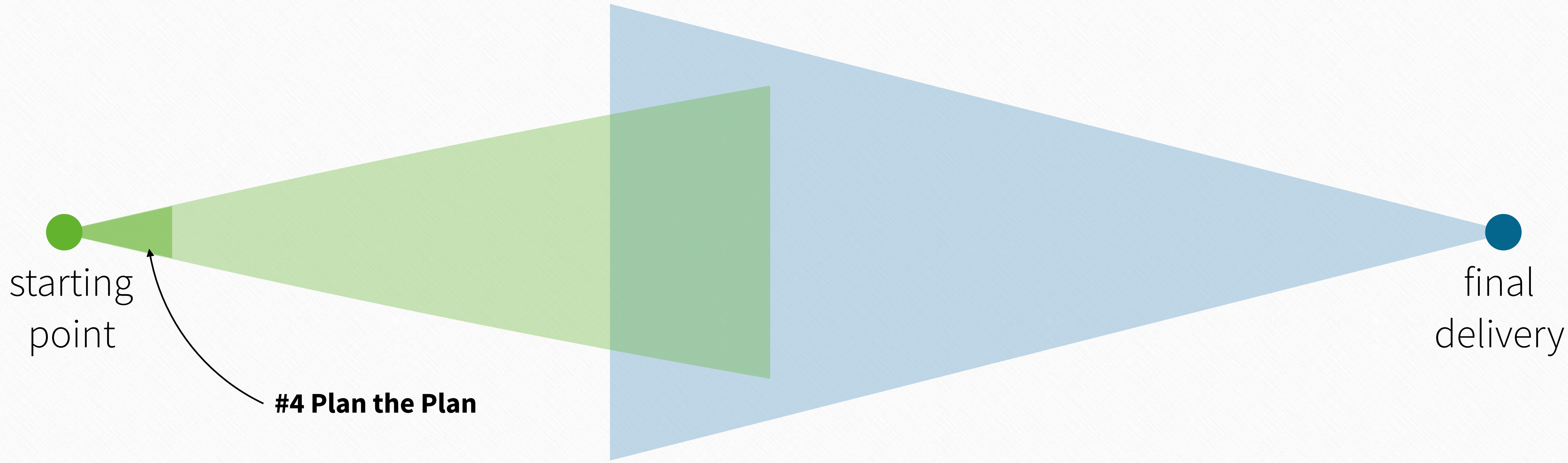
The main content of the note is titled "Toyota DT workshop content" and is organized into three sections:

- GOOGLE DRIVE:**
 - Area folder:
 - Design Thinking Crash Course
- DROPBOX:**
 - Archive folder:
 - Toyota: slide deck from past workshop
 - Area folder:
 - Design Thinking Crash Course
- EVERNOTE:**
 - Resource notebooks:
 - Design Thinking
 - design
 - Agile
 - slide presentations
 - Archive notebook:
 - Toyota
 - Area notebooks:
 - Forte Labs Clients: Toyota call notes
 - Forte Labs Workshops: notes on workshop exercises
 - Random searches for key terms across all notebooks

The process of creation



The process of creation



#14 Table of Contents

design thinking click to add tags

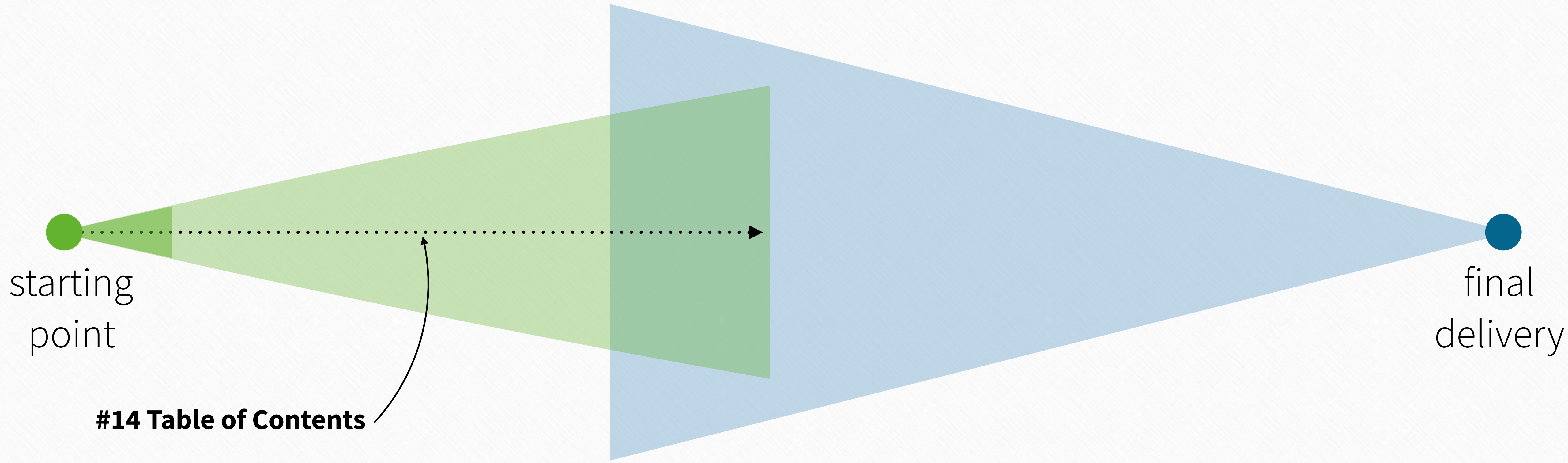
Created: Apr 26, 2017 Updated: Apr 26, 2017

You are viewing a note that is shared with 1 person

Table of Contents

- [About Face book notes](#)
- [Define what the product will do before you design how the product will do it](#)
- [Notes on Design Thinking Wikipedia article](#)
- [CutlureCreationCanvas](#)
- [Unsuck the Enterprise](#)
- [Why product thinking is the next big thing](#)
- [Divergent plus convergent thinking](#)
- [IDEO deck notes](#)
- [A Crash Course in UX Design Research](#)
- [You are NOT rational](#)
- [Notes on Stanford Webinar on Design Thinking](#)
- [UX for Lean Startups notes](#)
- [The Design of Everyday Things notes](#)
- [designing business models](#)
- [Design is the New Business \(video\) notes](#)
- [User Journey Maps](#)
- [User Lifecycle for a Product \(from Design Thinking workshop\)](#)
- [A Visual Framework for Product Vision notes](#)
- [The blurring between Design Thinking and Agile – Front Line Interaction Design – Medium](#)
- [Well-Designed Life, by Kyra Bobinet notes](#)
- [Screen Shot 2017-03-28 at 9.20.00 AM](#)

The process of creation

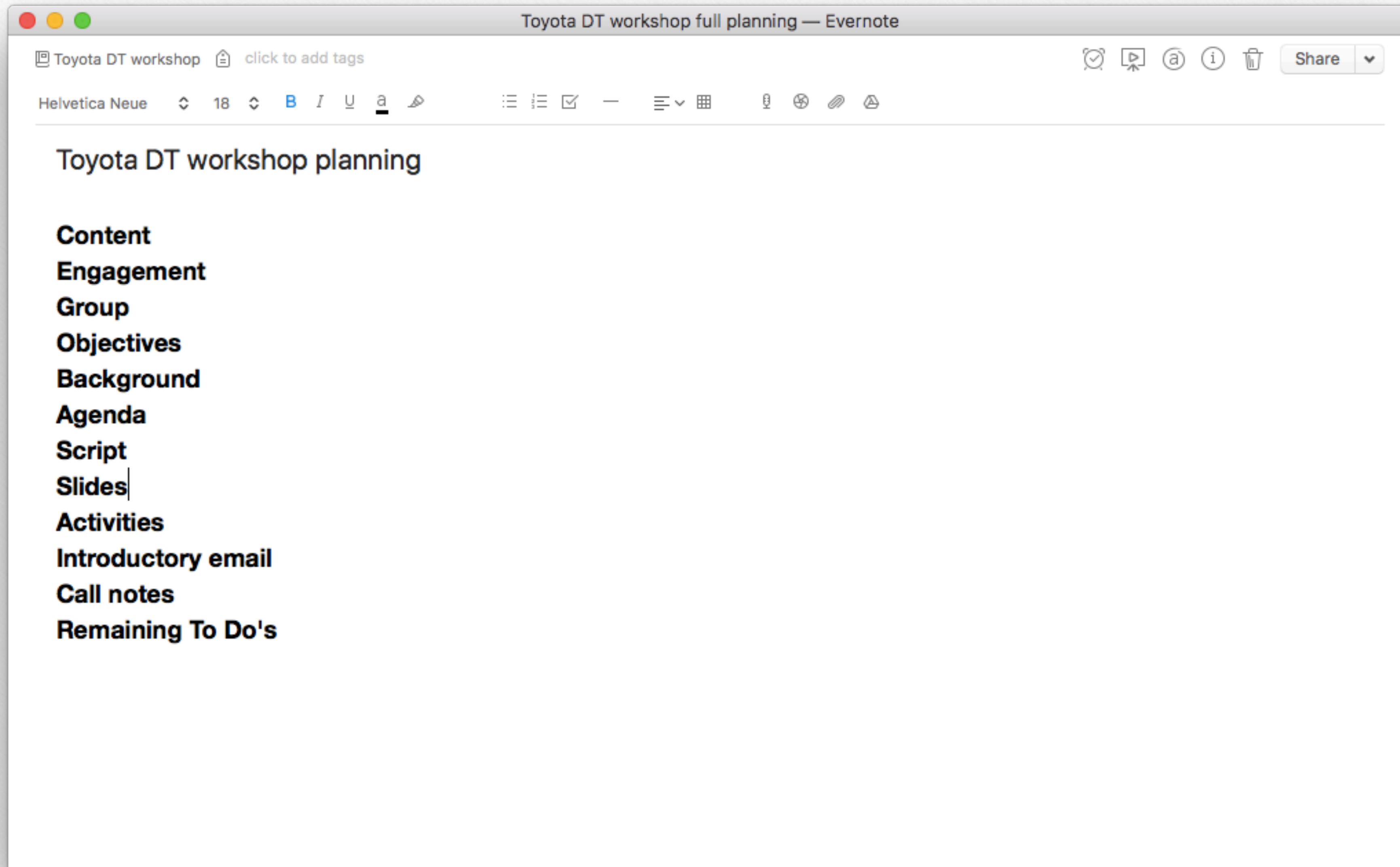


starting point

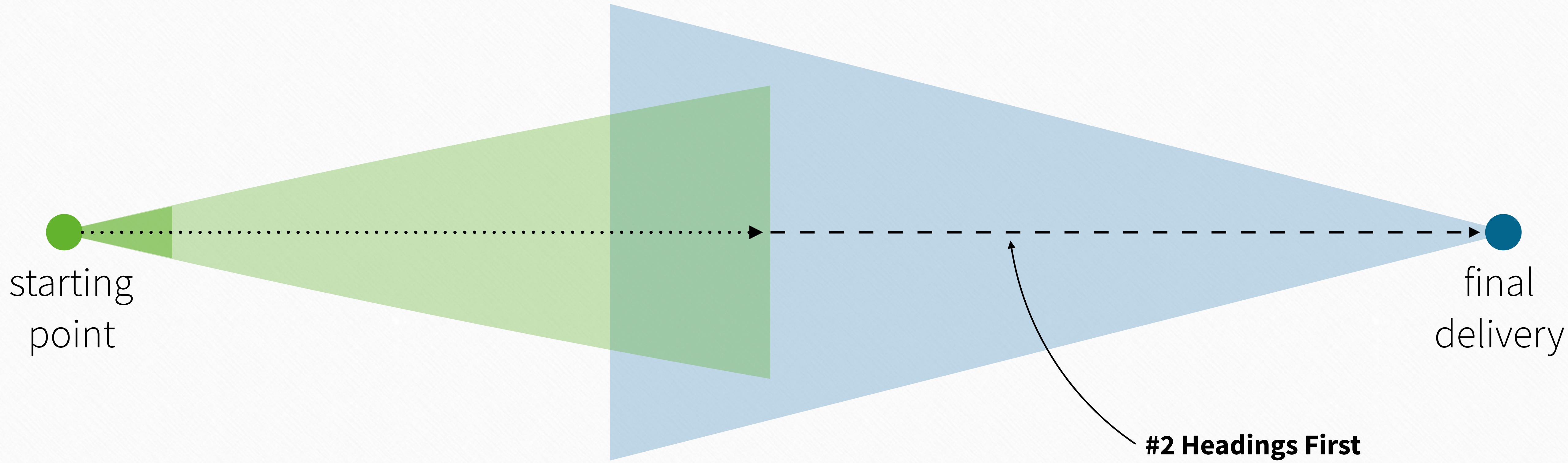
final delivery

#14 Table of Contents

#2 Headings First



The process of creation



#5 Temporary Tags

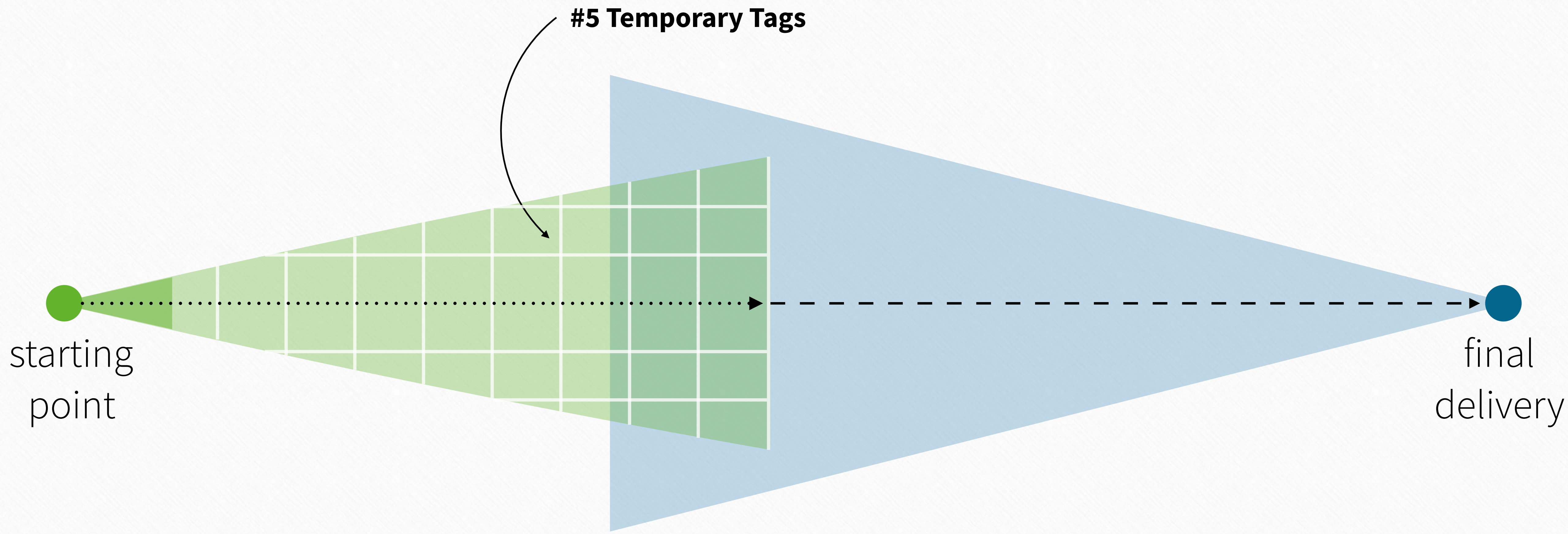
Clear 76 notes found

Title	Created	Tags
Toyota DT workshop content	Today, 6:26 PM	
Table of Contents	Today, 12:15 PM	
Toyota DT Workshop Case Study	Today, 10:14 AM	
PKM Workflow Canvas	Apr 23, 2017, 10:17 AM	
Call #1 with David von Kohorn	Apr 21, 2017, 9:11 AM	
Tiago Call 01	Apr 20, 2017, 6:28 AM	
Unit 7: The Big Picture (new content)	Apr 12, 2017, 10:03 AM	
Design Thinking Crash Course (print)	Mar 30, 2017, 7:51 AM	
Screen Shot 2017-03-28 at 9.20.00...	Mar 28, 2017, 3:02 PM	TDT
Design Thinking Toolkit	Mar 28, 2017, 11:45 AM	
Design Thinking Crash Course	Mar 28, 2017, 11:45 AM	
Design Thinking notes	Mar 27, 2017, 8:42 PM	
Toyota DT workshop full planning	Mar 24, 2017, 8:22 AM	
how to do a UX workshop	Mar 14, 2017, 8:56 AM	
BASB2 Curriculum	Mar 5, 2017, 1:54 PM	
http://www.buildingasecondbrain.com/	Mar 3, 2017, 3:39 PM	
BASB v2 content notes	Feb 17, 2017, 8:12 AM	
Topic descriptions v1/2017	Jan 27, 2017, 12:55 PM	
LIIF Proposal	Jan 21, 2017, 11:38 AM	
BASB sales page	Dec 14, 2016, 12:00 AM	
The Deadline: A Novel About Project...	Dec 12, 2016, 9:58 PM	
Well-Designed Life, by Kyra Bobinet...	Dec 12, 2016, 9:56 PM	TDT
Praxis Categories	Dec 10, 2016, 2:56 PM	
Your pitch	Dec 8, 2016, 11:41 AM	
Notes on Forte Labs membership pr...	Dec 1, 2016, 2:38 PM	
The blurring between Design Thinkin...	Nov 29, 2016, 9:33 AM	TDT
Marie Forleo's B School notes	Nov 14, 2016, 12:05 PM	
BASB Planning	Nov 9, 2016, 2:00 PM	



already reviewed

The process of creation



#1 Archipelago of Ideas

Design Thinking notes — Evernote

Toyota DT workshop click to add tags

Helvetica Neue 14 B I U a

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.

EMOTIONAL INNOVATION
- BRANDS
- RELATIONSHIPS
- MARKETING

PEOPLE (DESIRABILITY)

BUSINESS (VIABILITY)

EXPERIENCE INNOVATION

PROCESS INNOVATION

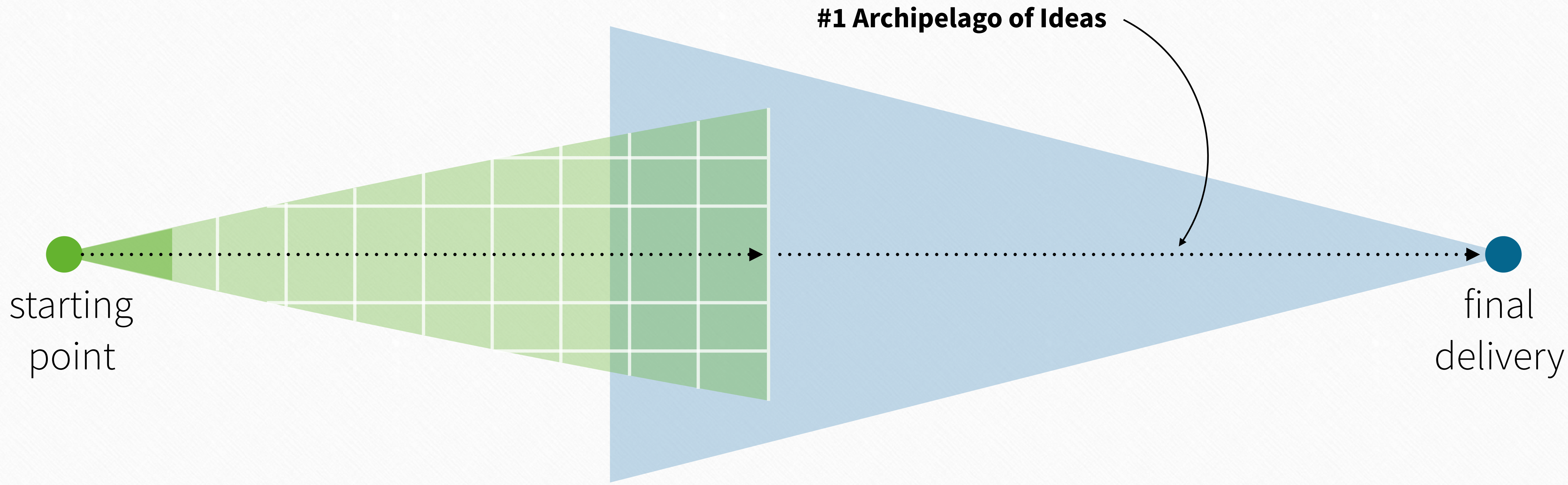
TECHNOLOGY (FEASIBILITY)

FUNCTIONAL INNOVATION

DESIGN THINKING

- "Define what the product will do before you design how the product will do it"
- [Unsuck the Enterprise](#)

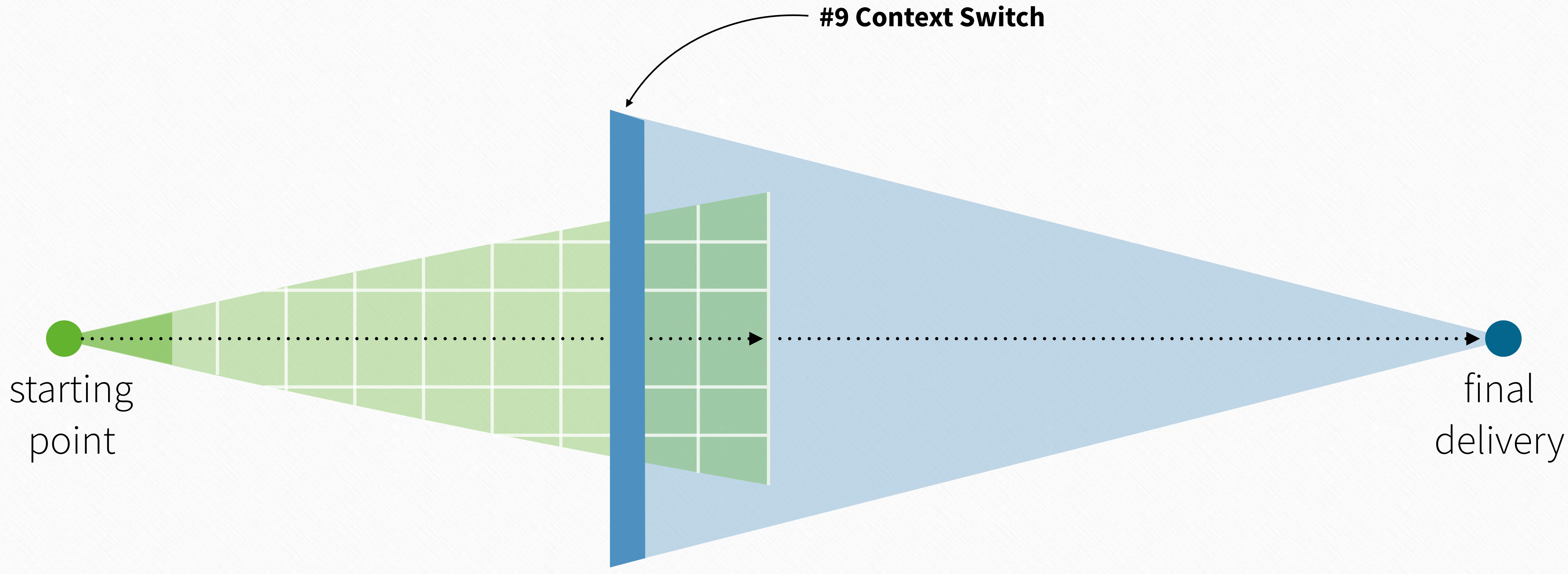
The process of creation



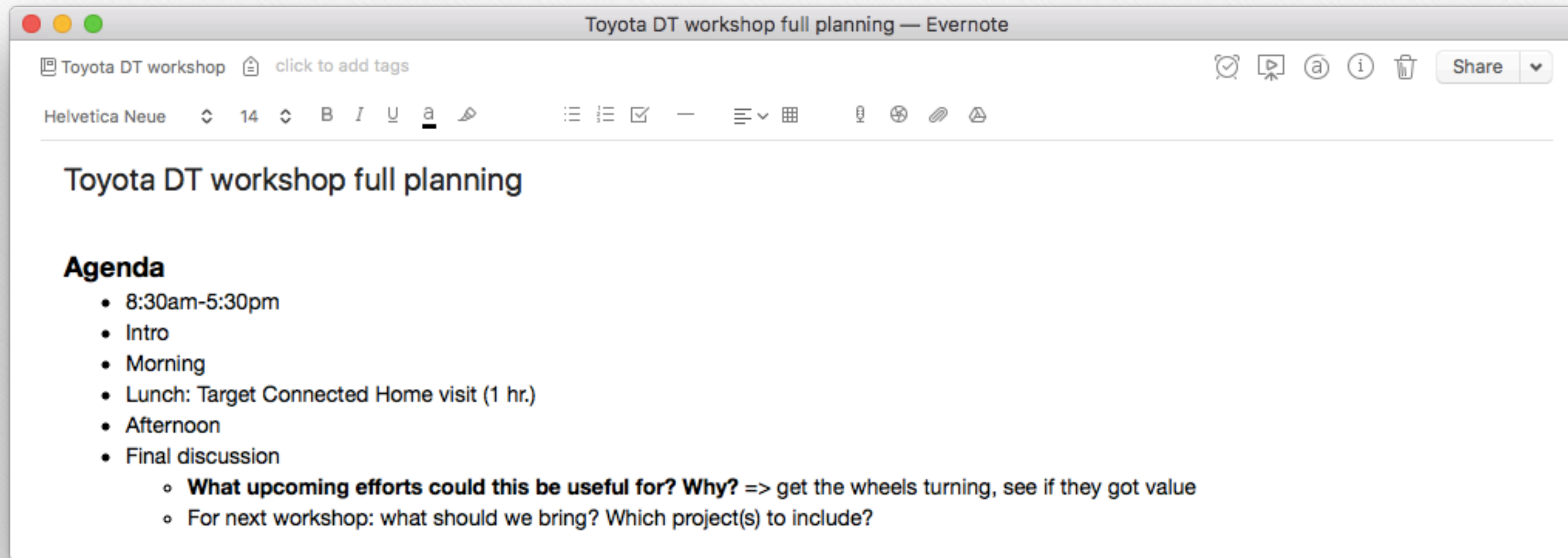
#9 Context Switch



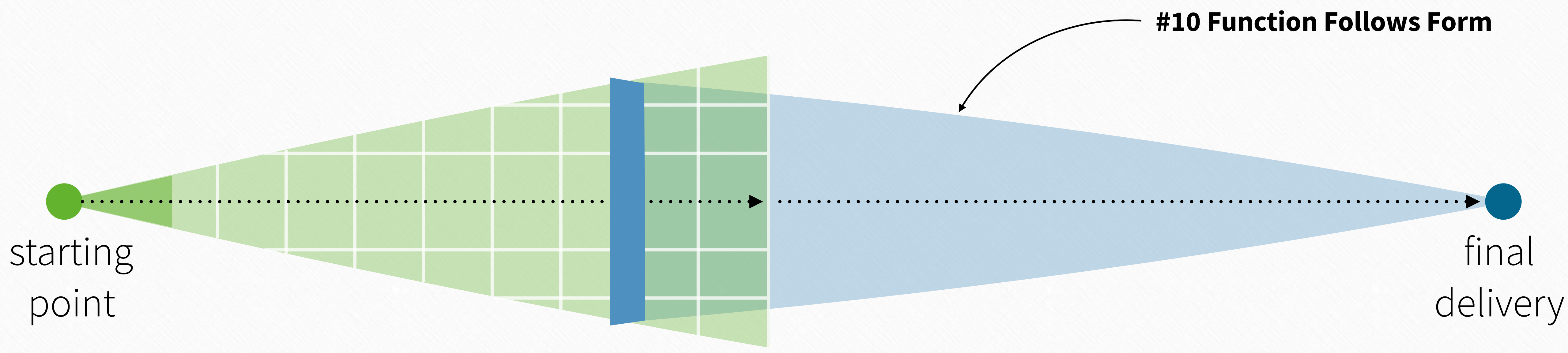
The process of creation



#10 Function Follows Form



The process of creation



#11 Interlinking Notes

All Notes design thinking

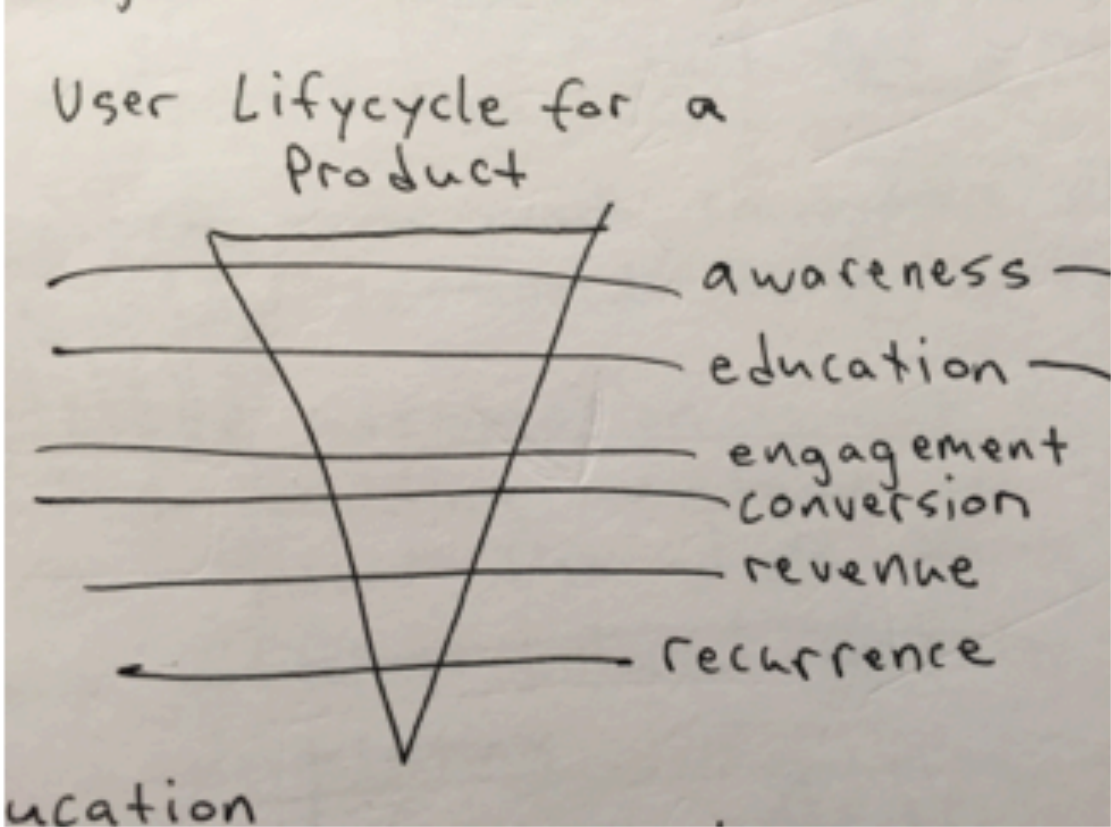
Title	Created	Tags
Table of Contents	Today, 12:15 PM	
Screen Shot 2017-03-28 at 9.20.00...	Mar 28, 2017, 3:02 PM	TDT
Well-Designed Life, by Kyra Bobinet...	Dec 12, 2016, 9:56 PM	TDT
The blurring between Design Thinkin...	Nov 29, 2016, 9:33 AM	TDT
A Visual Framework for Product Visi...	Jun 29, 2016, 6:41 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
CultureCreationCanvas	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

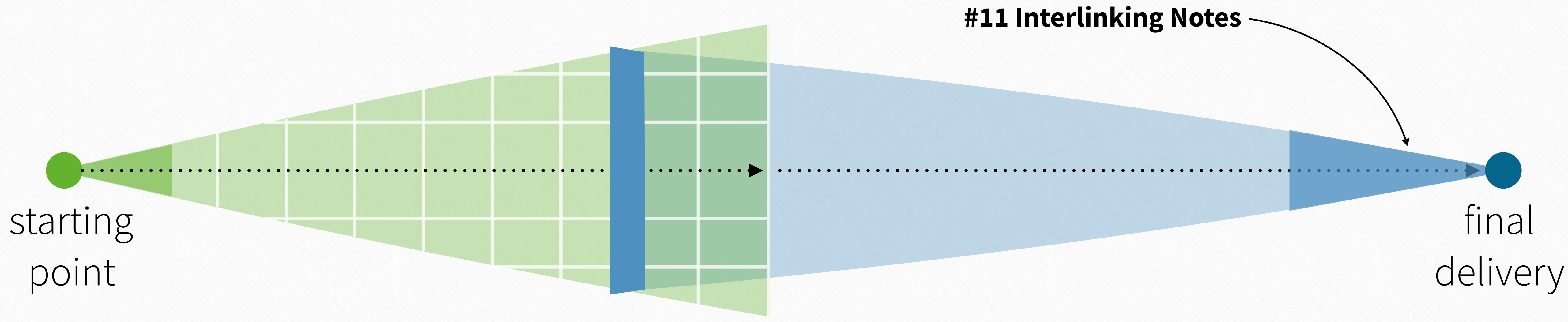
Toyota DT workshop click to add tags

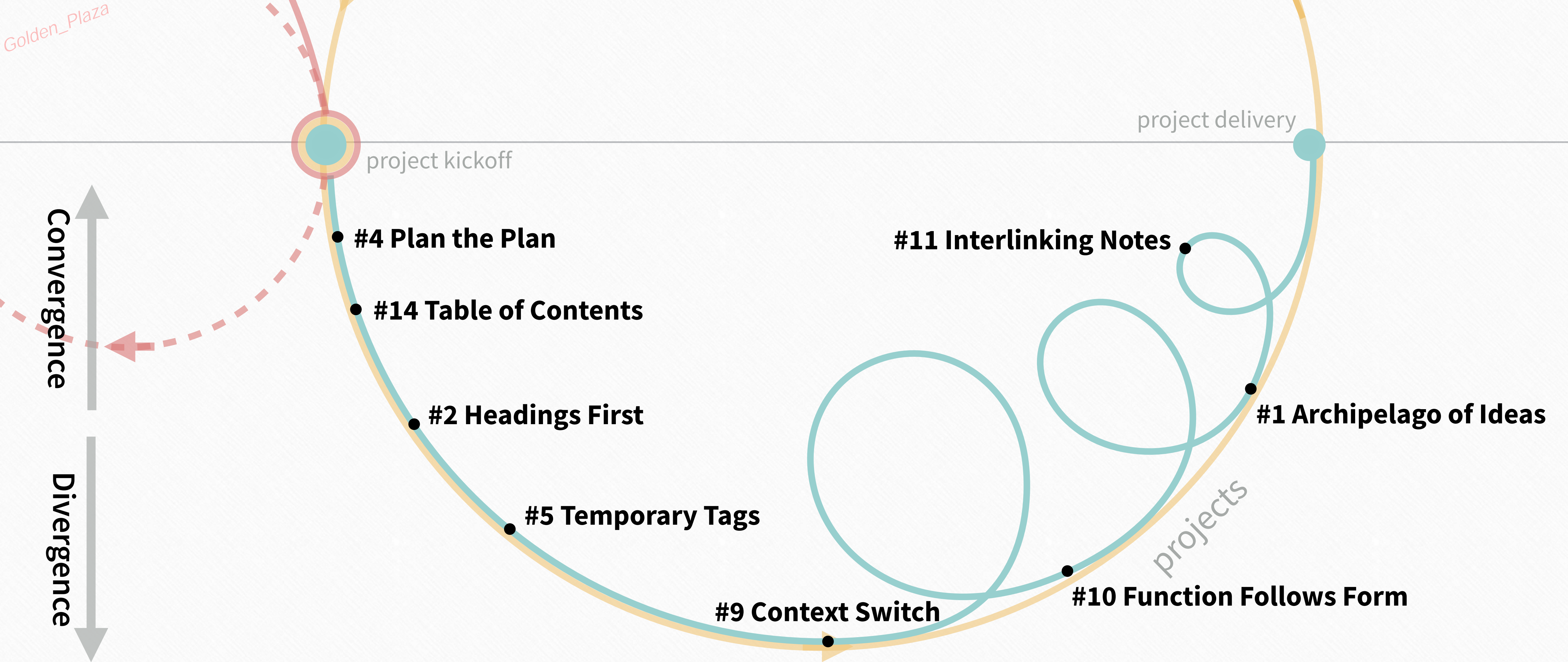
Created: Mar 27, 2017 Updated: Apr 26, 2017

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, Architecture) that the process can be applied to any problem space."

The process of creation





ORGANIZE

RETRIEVE

Screen Shot 2017-03-28 at 9.20.00 AM — Evernote

design thinking TDT

Created: Mar 28, 2017 Updated: Apr 26, 2017

You are viewing a note that is shared with 1 person

Screen Shot 2017-03-28 at 9.20.00 AM

Screen Shot 2017-03-28 at 9.24.41 AM

[Map](#)

CONCEPT

DIRECTION

Brainstorm Concepts

Prioritize Insight

Research Observe

Clear Need

Hypothesis

EXPERIMENT

Revise Hypothesis

BUILD IT

NEW IDEAS

EXPLORE

FEEDBACK

PAIN POINT

RESOLVE

CUSTOMER EXPERIENCE

DESIGN THINK

LEAN UX

AGILE