Design Thinking: Creative Hacks for Guided Pathways

Strengthening Student Success Conference
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Facilitator/ Presenter Team

Sia Smith-Miyazaki
Senior Program Associate
Career Ladders Project

Jessica Hurless
GP Design Team Co-Lead/ Associate
Professor Communication Studies
Skyline College
Design Thinking Process

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test
Today we will cover

- Empathize: understand our user
- Define: develop an actionable problem statement
- Ideate: brainstorm ideas for hacks
Design Thinking Hacks

- Small, scrappy experiments
- Small steps towards big change
- Low-risk, cheaper, quick
- Using what you have
Levers Of Design

Source: Design for Belonging d.K12 LAB
THE HACK MINDSET

What we mean when we talk about hacking.

Bias to Action
Don’t over think it, just try it.

Fail Forward and Learn
Use "failures" as opportunities to learn.

Start Small
Keep the goal small, the team tight and the timeline short.

Source: http://schoolretool.org/
Energy booster

Partner activity
Design Challenge

Develop hacks to address a GP steering committee’s challenges
User Interview
User interview: GP lead

“I’m really frustrated and concerned about lack of engagement. People don’t show up consistently and they’re on their phones/laptops during the meeting. People are also at different levels of understanding regarding Guided Pathways on the team.”
User interview: Team member A

“I don’t think we have a very clear sense of our vision for GP. I see the projects we have going on, but where are we going? What’s our long-term goal? How do we get there? I feel like people are moving their own projects forward without a collective goal.”
User interview: Team member B

“I feel like we keep talking about the same things over and over again. How many times do we have to engage in discussions before we move to action? We owe it to our students to make tangible changes as quickly as we can.”
User interview: Team member C

“I’m not exactly sure how I can best contribute to these meetings. As a new member, I don’t feel my ideas are valued in this space. It seems like a ton of discussions happened before I joined and they haven’t made efforts to get newer people up to speed.”
Interview Insights

- Individually: Write down 3-5 things you noticed
- As a group, identify challenges you see based on GP team member interviews. What are some underlying themes?
Define the Problem

Create an actionable problem statement

● Define the user (who)
● Define the need (what)
● Key insight (why)
Define the Problem

The unfocused and reflective Guided Pathways team needs to build a shared culture because members don’t feel ownership and choose to disengage as a result.
Design Thinking Hacks

Each group will focus on one category:

- Space
- Objects
- Ritual
- Role
- Communication
Rapid Brainstorm

Write it, Say it, Stick it

- One idea per post-it
- No judgement
- *Wild* ideas. Have fun!
- Go for quantity
- Yes, and…(build on ideas)
- Be visual
Selection

Review all post-its
- Individually vote on top 3
- Choose 1 as a group
- Take note: Describe your hack. How does it work? What does it mean? How does it meet the user need?
- Roles: note taker and sharer
Share Out
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Resources

tinyurl.com/DThacks-SSSC19

(Re)sources:
Stanford dSchool Design Thinking Bootcamp Bootleg
Closing Reflection

- As we wrap-up this session, what are your takeaways?
- Where might you be able to use hacks?
For more information, please contact:

Sia Smith-Miyazaki
Senior Program Associate
ssmithmi@careerladdersproject.org
510-268-0566
Career Ladders Project

Jessica Hurless
GP Design Team Co-Lead/
Associate Professor Communication Studies
hurlessj@smccd.edu
(650) 738-7183
Skyline College

www.careerladdersproject.org
Thank you!