

Designing the Ultimate Festival/Event

“If I had asked people what they wanted, they would have said faster horses.”
Henry Ford

ANNIE FRISOLI
SPEAKER | TRAINER | STRATEGIST
CREATING COMMUNITY, LLC
INFO@ANNIEFRISOLI.COM | 614.421.8074



CREATING COMMUNITY.
EVERYDAY.



Design the IDEAL wallet for your partner. (2 minutes)

A large, empty rounded rectangular box with a blue border, intended for drawing a wallet design. The box is centered on the page and occupies most of the width and height of the slide.

Traditional Thinking VS. Design Thinking



	INNOVATION I	INNOVATION II
Who Does the Thinking	Experts/Administration	Everybody designs
Team Composition	Homogeneous experts	Diverse team using participatory methods
Outside Stakeholders	Managed at arm's length	Strategic partners
Problem Framing	Problems are known	Problem definitions evolve
Expectations on Answers	One "best" idea that can be proved	Portfolio of small bets to be tested in the real world
The Conversation Itself	Debate among competing alternatives	Dialogue in pursuit of insights, opportunities, and learning

DESIGN THINKING INNOVATION PROCESS



**FRAME
A QUESTION**



**GATHER
INSPIRATION**



**SYNTHESIZE
FOR ACTION**



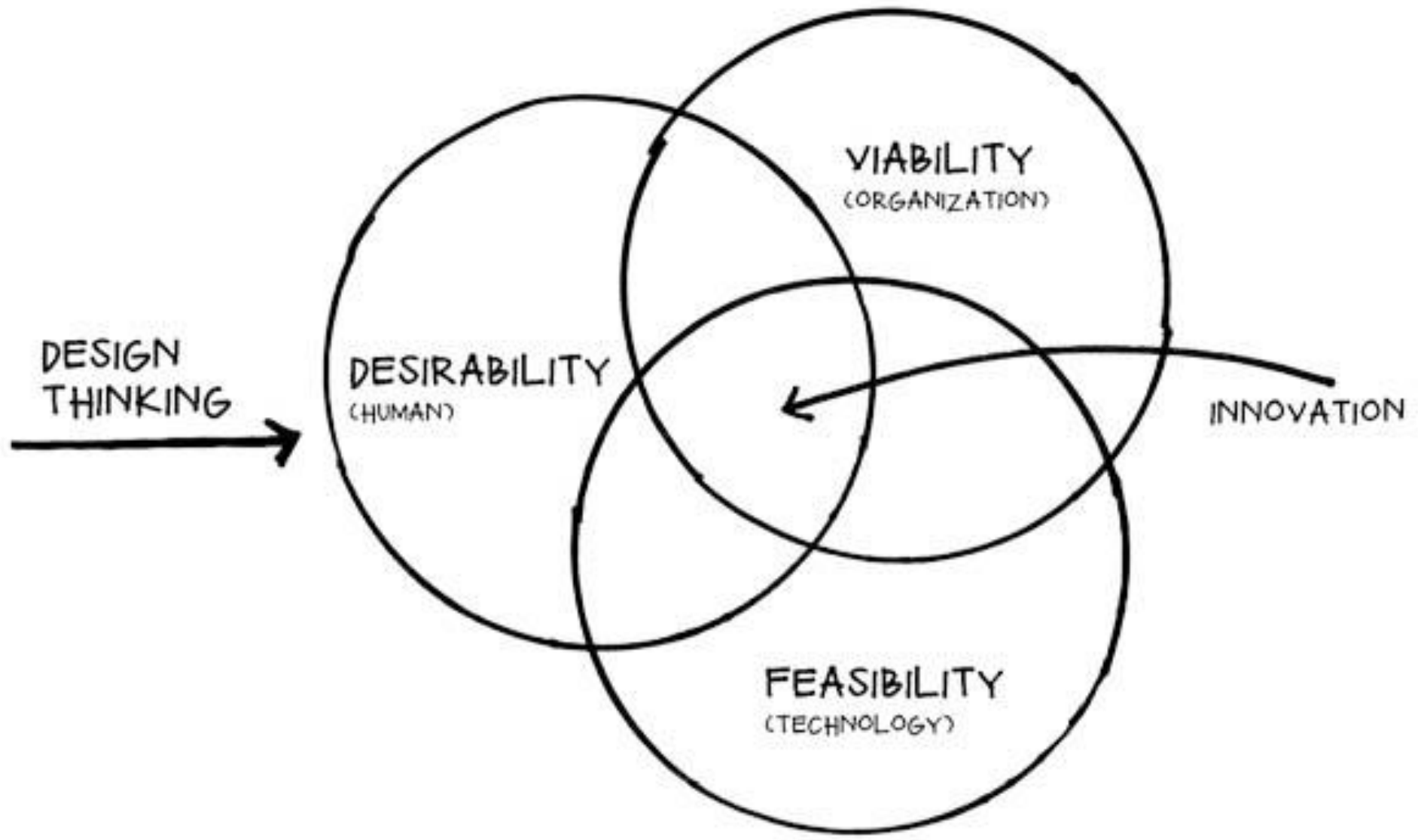
**GENERATE
IDEAS**



**MAKE IDEAS
TANGIBLE**



**TEST
TO LEARN**



FRAME A QUESTION: How might we design something useful and meaningful for your partner.



Start by gaining INSPIRATION.

1. Interview (2 sessions x 3 minutes)

Notes from your first interview

2. Dig Deeper (2 sessions x 3 minutes)

Notes from your second interview

Interviewing for Insights



Ask open ended questions – “Tell me about a time”



5 WHY'S – Asking why five consecutive times to your original question



Allow for pauses, do not fill in the silence, let your partner reflect



Do not add to their story with yours



Do not judge

SYNTHESIZE & REFRAME the Challenge.



3. Capture your findings (2 minutes)

Goals and/or wishes of your partner:

INSIGHTS: (New learnings about your partners feelings and motivations. What's something you see about your partner's experience that maybe he/she does not see?)

**make inferences from what you heard*

4. REFRAME the Challenge (2 minutes)

HOW MIGHT WE

(What action? Resolve a problem/meet a need/leverage existing strengths- CAREFUL: this is still not a solution)

FOR

(User - name of individual or group/stakeholder)

IN ORDER TO (what is the benefit?)

Sample HMW Question....

YES: How might we develop a carrying mechanism for Shirley in order to better organize her belongings?

NO: How might we design a small wallet for Shirley so she will purchase it from our company?

IDEATE: Generate ideas to test.

5. Sketch at least five (5) radical ways to meet your user's needs. (3 minutes)



Five empty rounded rectangular boxes for sketching ideas.

6. Share your solutions & capture feedback. (2 sessions x 2 minutes each)

One large empty rounded rectangular box for sharing solutions and capturing feedback.



MAKE IDEAS TANGIBLE: based on feedback from your user.



7. Reflect & generate and build your new solution. (7 minutes)

*Use materials available to prototype your idea to share with your user

8. TEST TO LEARN: Share your solution and get feedback (2 sessions X 2 minutes each)

+ What worked?

- What could be improved

? Questions ?

!! Ideas !!

**Forget the wallet,
what about an
experience?**

DESIGN THINKING INNOVATION PROCESS



**FRAME
A QUESTION**



**GATHER
INSPIRATION**



**SYNTHESIZE
FOR ACTION**



**GENERATE
IDEAS**



**MAKE IDEAS
TANGIBLE**



**TEST
TO LEARN**



Frame A Question:

How might we design an
experience
for event professionals?

Gather Inspiration

1

Interview
someone NOT
in your group

2

Develop
insights from
interview

3

Share
insights &
find themes

4

Develop a
persona for
your table

Developing Your Persona

NAME:

PHOTO



Personal Info:

Age:

Location:



Other Facts:



About this Person:



Goals:



Frustrations:



Activities:

Synthesize for Action – Rework your challenge

HOW MIGHT WE

(What action? Resolve a problem/meet a need/leverage existing strengths–
CAREFUL: this is still not a solution)

FOR

(User – name of individual or group/stakeholder)

IN ORDER TO (what is the benefit?)



Generate Ideas



**SOLO
BRAINSTORM**



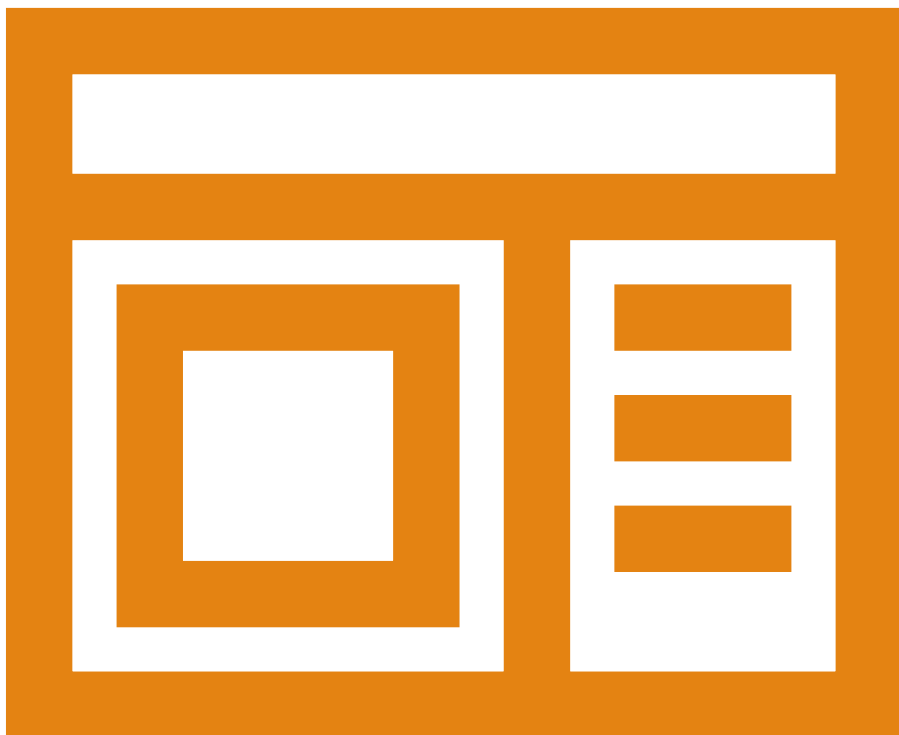
**IDENTIFY
THEMES**



**NARROW TO
TOP THREE TO
FIVE THEMES**



**GO BACK TO
YOUR USER**



Make Tangible

STORYBOARD IDEAS



Test to Learn



CREATING COMMUNITY.
EVERYDAY.

THANK
YOU!!!

ANNIE FRISOLI

SPEAKER | TRAINER | STRATEGIST

INFO@ANNIEFRISOLI.COM

614.421.8074