



# welcome











# user research



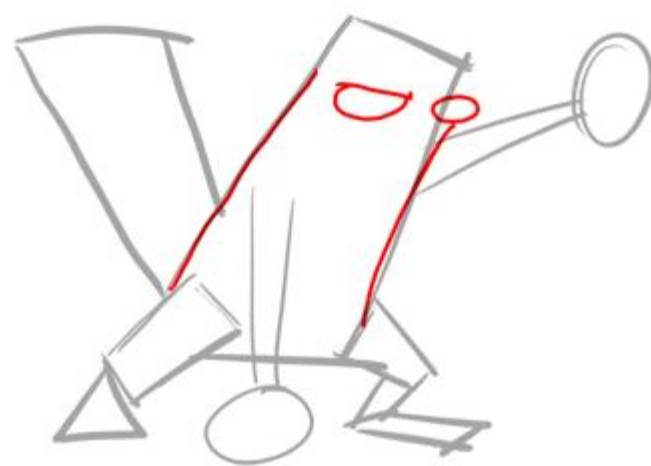
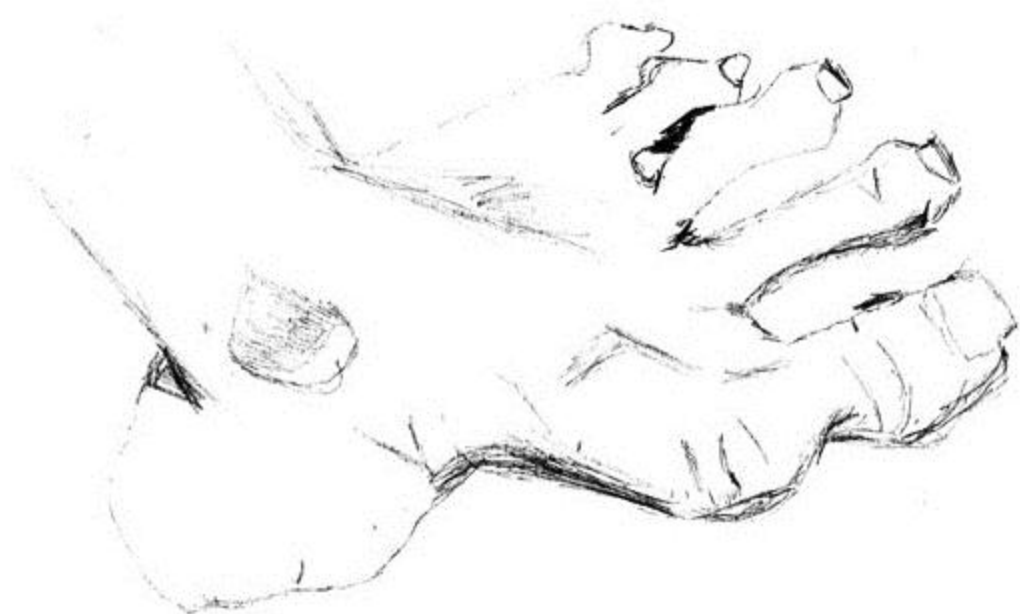
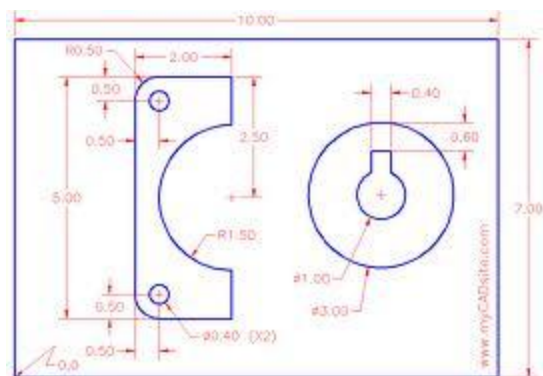
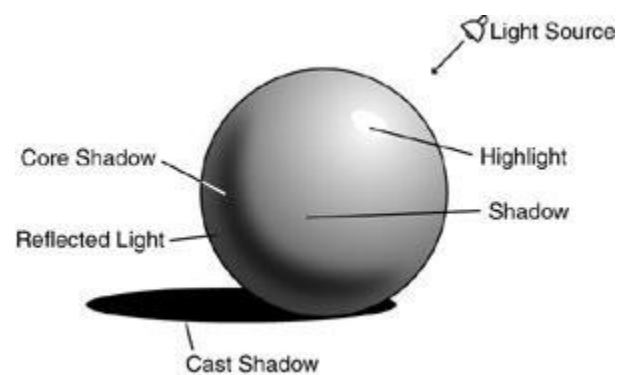
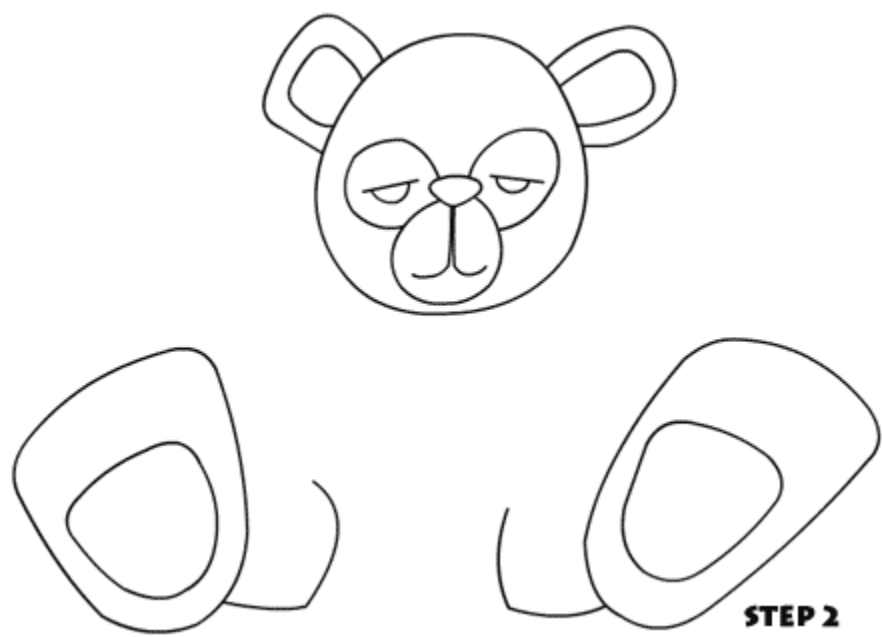
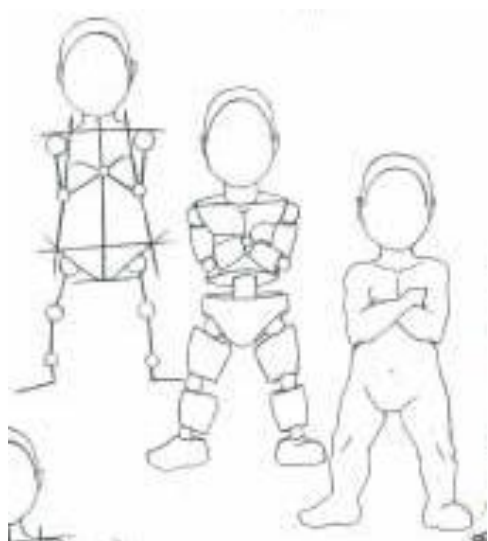


# 3 questions

1. What was my experience entering this space?
2. What signals, sensations, features or factors contributed to my experience?
3. What enhanced or hindered my willingness to experiment here?

hypothesis

we all possess a  
**'sense of design'**





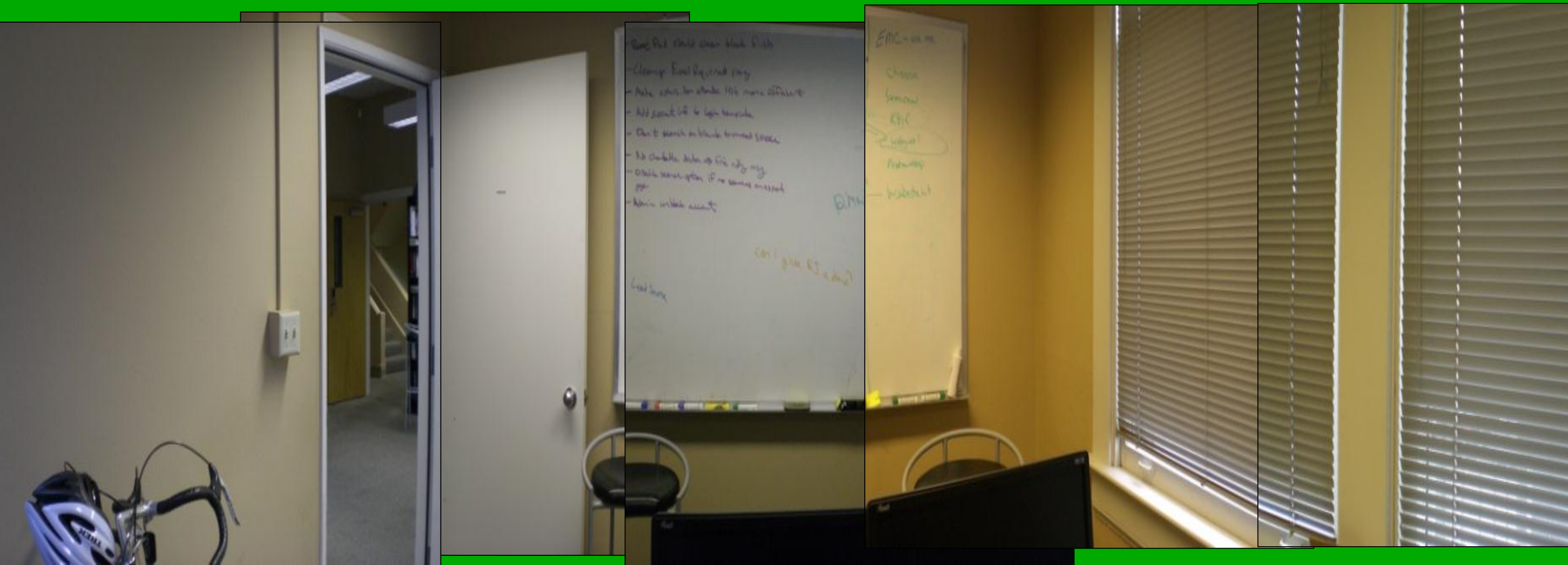






setting





# sense of place





spirit of place

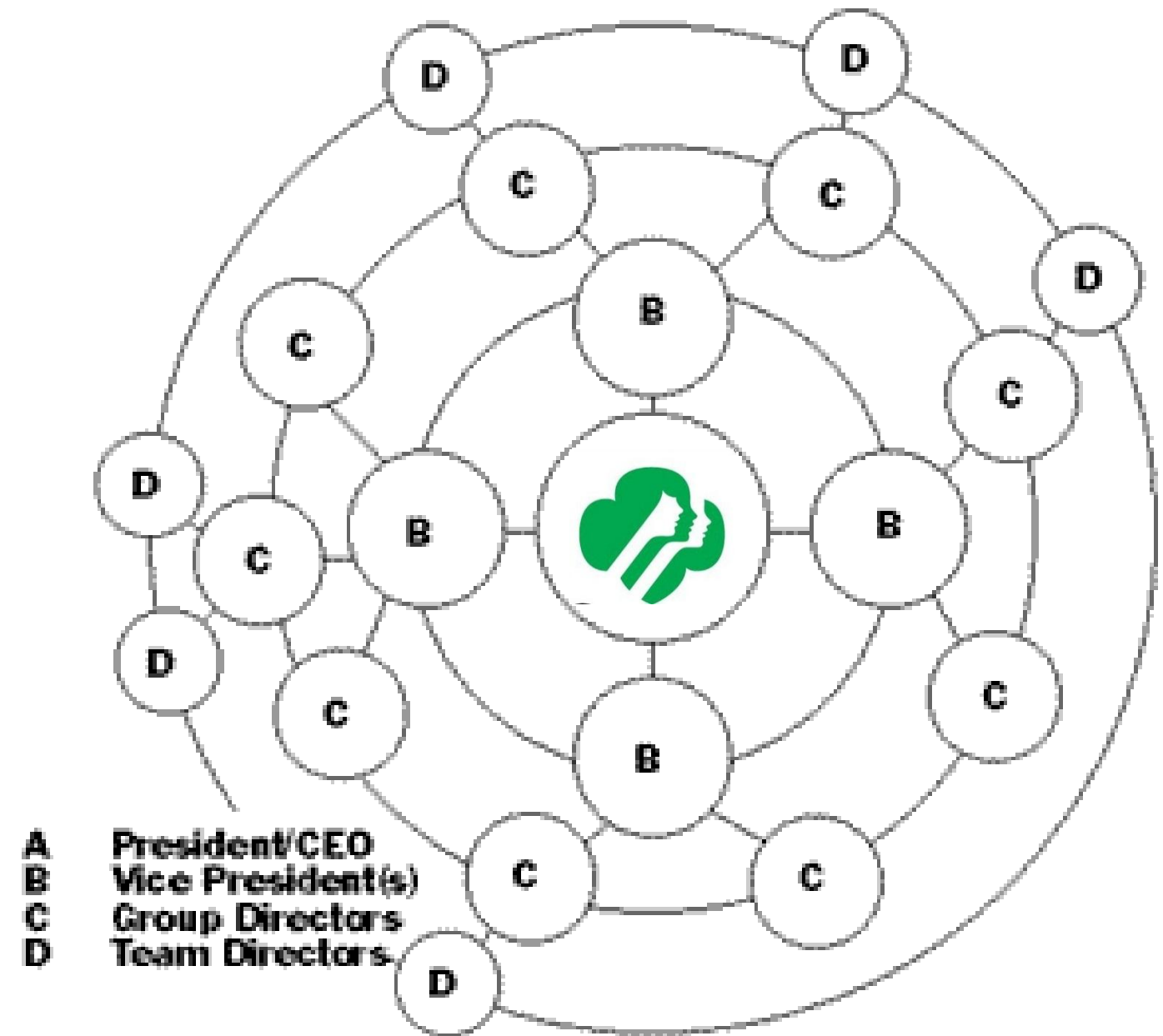


hypothesis<sup>2</sup>

natural synergy  
exists between  
design & OD



the intentional exploration & elaboration  
of an emotionally resonant experience





problem-solving design

**aspirational design**

user-centered design

**diverge / converge cycles**

design thinking

**integrative thinking**

user research

rapid prototyping

story-telling & scenarios

modeling & fabrication

charettes & crits

focus groups

critical thinking

**appreciative inquiry**

360-feedback

**action research**

ADDIE model

**systems thinking**

shadowing, surveys, & interviews

lean process design

story telling & sense-making

theory u

data feedback

focus groups



hypothesis<sup>3</sup>

design methods  
can strengthen  
OD interventions



# applications







# converge





thank you



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