Taming Complexity and Sparking Innovation Through Ideation and Design Thinking

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Abstract:
Working in a product development environment we often find ourselves grappling with tricky, squirrely problems. Requirements are vaguely defined and frequently change as new information emerges; the real objectives are hazy and shifting; and core stakeholders often have diverging agendas. How to make sense of these situations and keep working effectively?

A design thinking approach to this type of problem gives us a place to start and a way to proceed. It can help tame the complexity of the problem and uncover innovative solutions. At the heart of the design thinking approach is ideation, the capacity for generating ideas and entertaining alternatives.

In this session we will talk about design thinking and how it relates to software product development in general, and to HCI design in particular. We will also explore the values and methods of strategic ideation and see how they can be applied in various real life/real work situations.

About the Speaker:
Gayle Curtis is an independent user interface architect and design strategist for online ventures and interactive products. Previously he was Creative Director for Information Architecture at Vivid Studios/Modem Media (now Digitas) and he has led the interaction design and user experience architecture for several startup ventures. Most recently he was Principal Interaction Designer at Yahoo!

At Stanford he has taught courses in Product Design and Computer Science and is currently part of the teaching team at the d.school. At Yahoo! he developed a practice area in strategic ideation and led workshops at locations in US and Asia.