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- dr. emily

# Design Thinking for Mac Admins

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MacSysAdmin 2016

All experiences are designed.

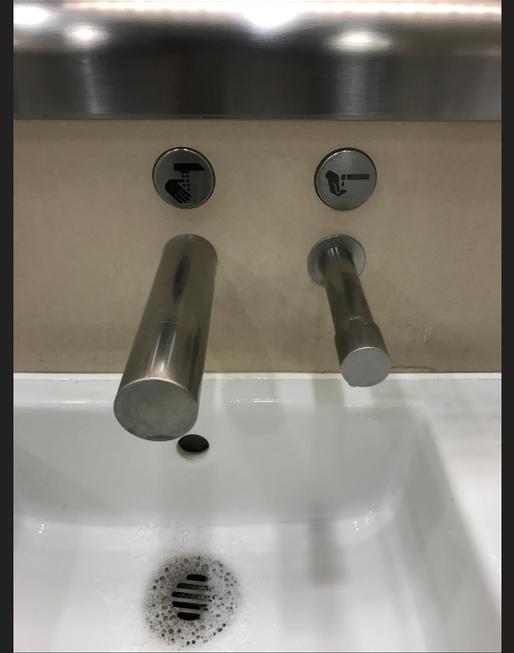
# Design matters.

- If you're touching it, you're designing it.
- Chances are you're already a designer, congrats!
- There are no non-design choices.



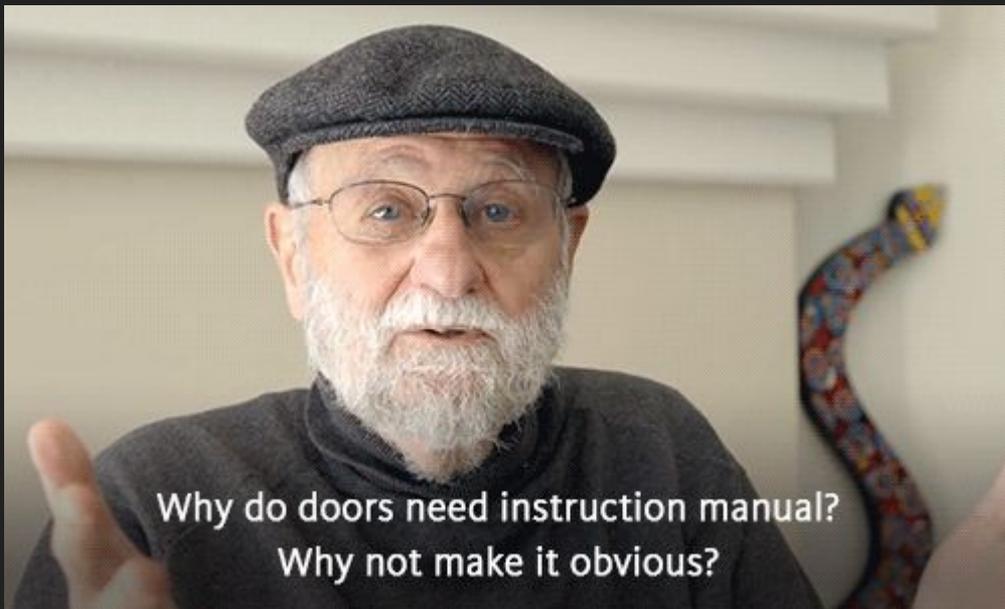
“Good design is actually a lot harder to notice than poor design, in part because **good designs fit our needs so well that the design is invisible**, serving us without drawing attention to itself. **Bad design, on the other hand, screams out its inadequacies**, making itself very noticeable.”

Don Norman, *The Design of Everyday Things*











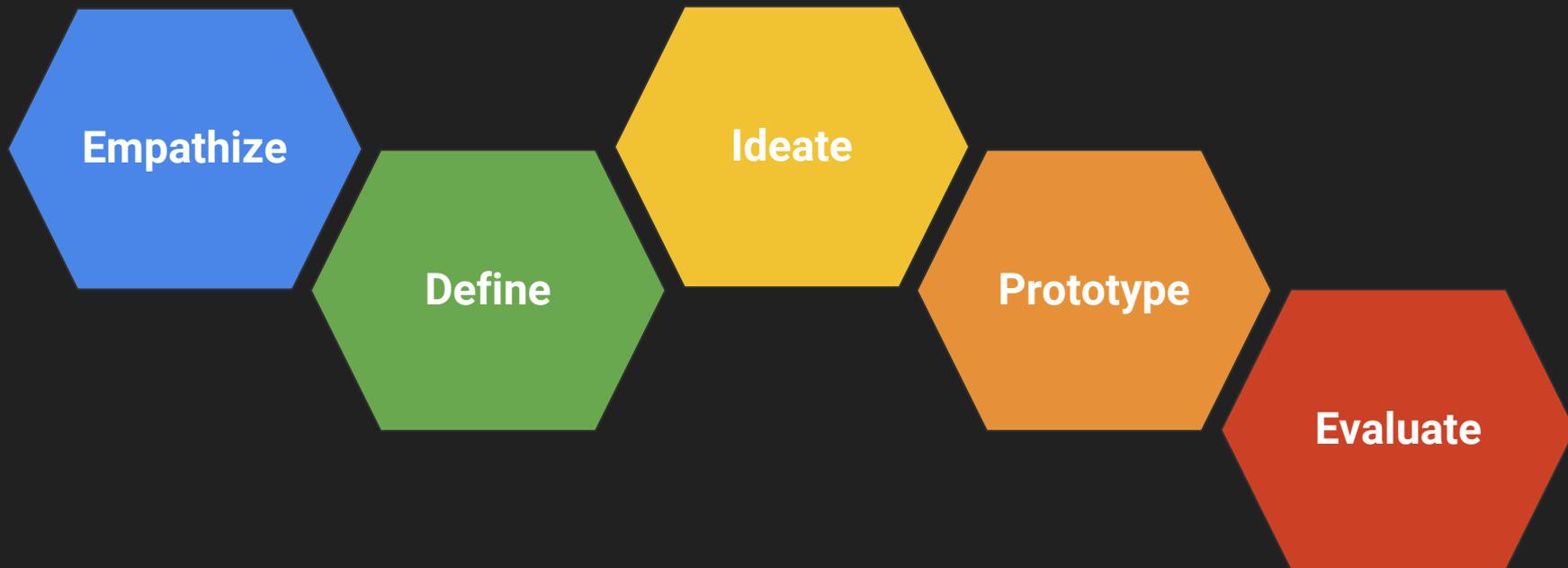
Good design is all about empathy.

Good design is all about making good assumptions.

What is Design Thinking?

# What is Design Thinking?

- A **human-centered** approach to problem solving and innovation.
- Design thinkers **observe** how people behave, and **how the context of their experience affects their interaction with products and services**.
- Design thinkers take into account the emotional meaning of things as well as their functional performance.
  
- Design thinking uses both **imagination** and **analysis**.
- Changes the way we view the world and brings new awareness to behavior.
- Structures our problem solving while **encouraging innovation and collaboration**.



The Design Thinking Model, d.school



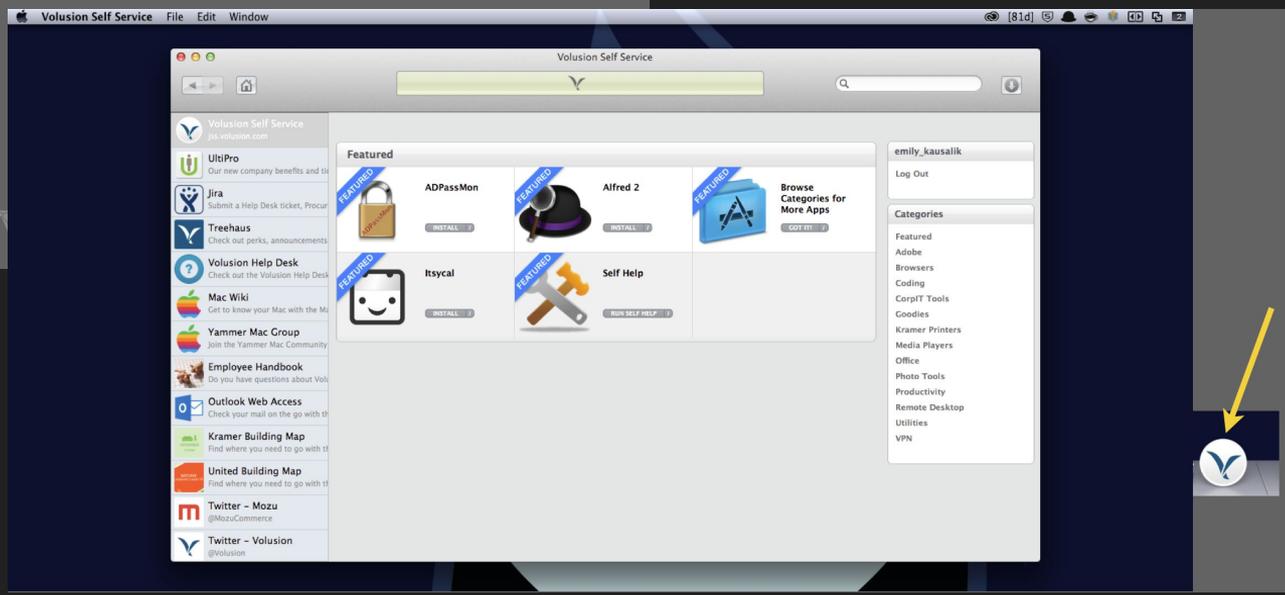
**SOUNDS GOOD TO ME!**

# Step Zero: Who are you designing for?

- Who are you designing for, and what do you want to improve?
- What do you want to create?
  
- Don't limit yourself to a pre-determined outcome.
- Example: Branding Self Service
  - My goal initially was user-initiated enrollment, *not* branding Self Service
  - The main problem was finding a solution for getting unmanaged machines under a management framework umbrella

# Branding Self Service for your Organization

Encouraging opt-in enrollment and self help through a customized Self Service application

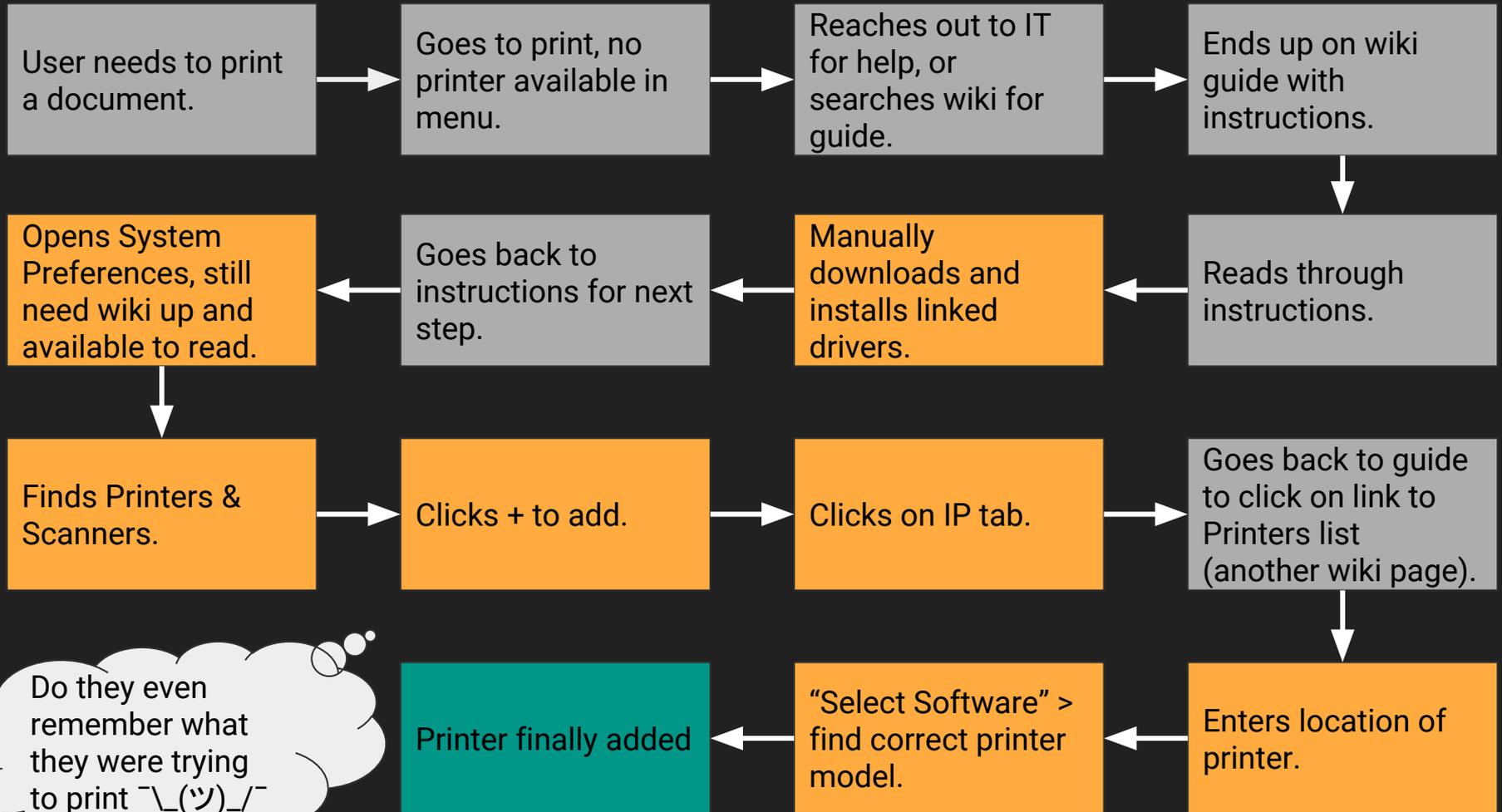


# Step One: Discovery (Empathy)

- Goal: garner a better understanding of the issue/current state through the eyes of the user/consumer. **Human-centered focus.**
- How:
  - Observe
  - Engage
  - Immerse
- Outcome: a customer experience blueprint of the current state
  - Understand the context and identify the most meaningful points
- Example: adding printers

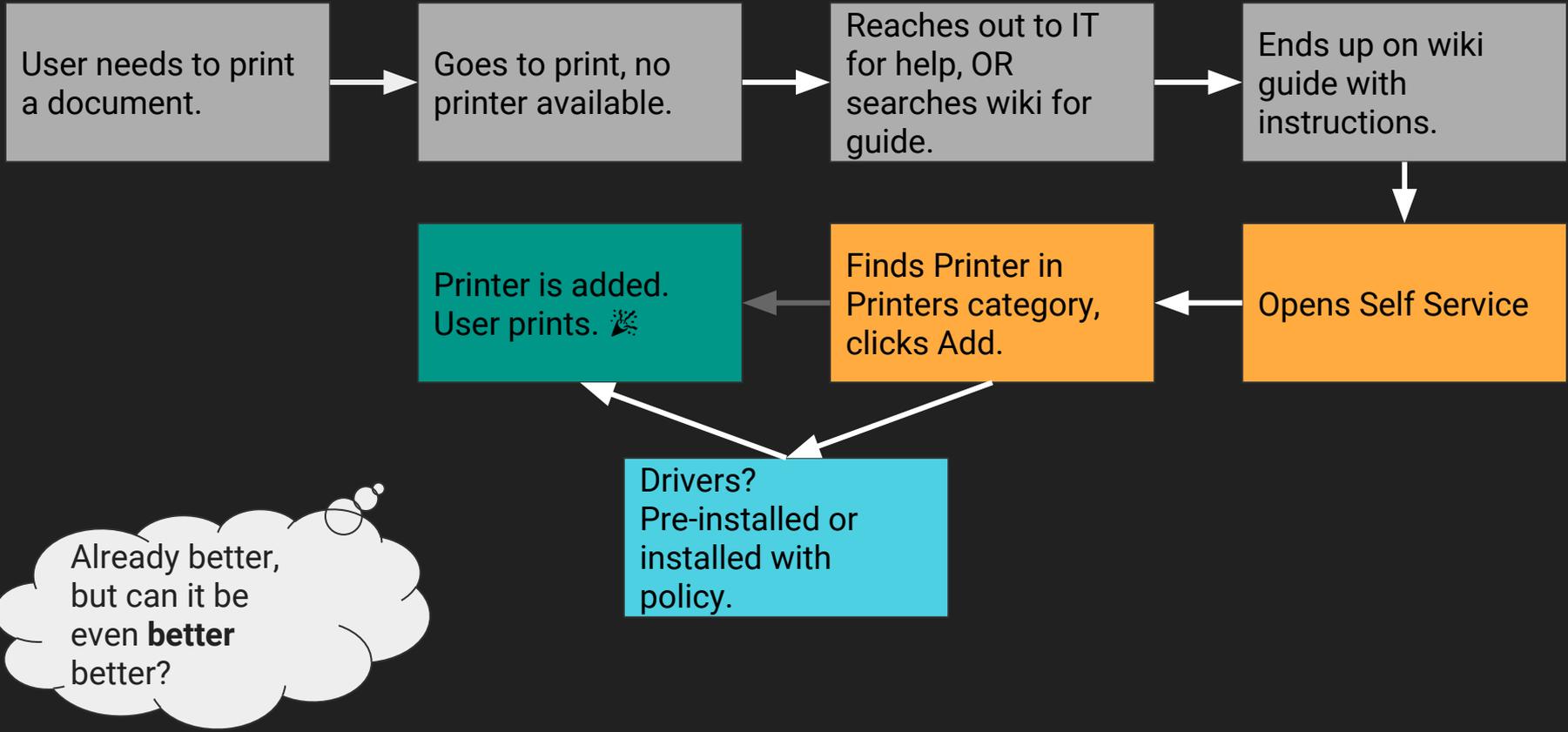
## Step Two: Interpretation (Define)

- Goal: refine the issue, make it more robust, more clear, and more meaningful
- How: search for emergent themes/connections/patterns that capture the experience
  - Interpret the stories and turn them into meaningful insights
- Outcome: turn discovery into **understanding needs and emotions** and produce a better defined problem statement.



# Step Three: Ideate

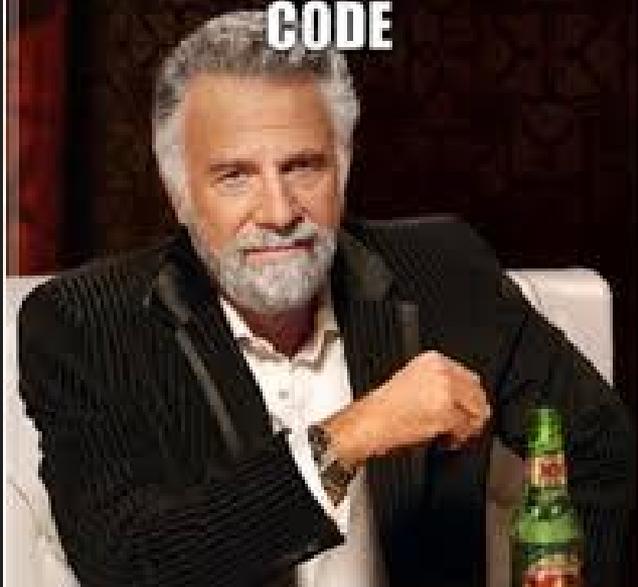
- Goal: turn interpreted insights into ideas
- How:
  - Divergent thinking:
    - Brainstorm
    - Suspend judgment
    - Build on others' ideas
  - Convergent thinking:
    - Refine ideas
- Outcome: generate lots of ideas, choose a few to move forward



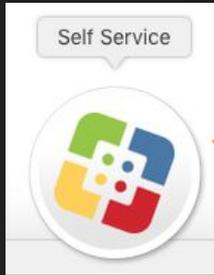
# Step 4: Prototype

- Goal: bring ideas to life!
- How: build it. **Map it** (service).
- Outcome: an early-stage innovation to **get feedback** on.

**I DON'T ALWAYS TEST MY  
CODE**



**BUT WHEN I DO I DO IT IN  
PRODUCTION**



Self Service  
mm.jamfcloud.com

1 OneLogin  
Your login portal for Gmail, Workd

Helpdesk  
Helpdesk Self Service Portal

RMN Wiki  
RMN Global Wiki

Whalebook  
Like Facebook, but for RMN. Take

### Printers

<b>Ash</b> ADD	<b>Aspen</b> ADD	<b>Birch</b> ADD
<b>Cedar</b> ADD	<b>Chestnut</b> ADD	<b>Cypress</b> ADD
<b>Hickory</b> ADD	<b>Maple</b> ADD	<b>NEW! Canon Printer Drivers</b> INSTALL
<b>Oak</b> ADD	<b>Pine</b> ADD	<b>Redwood</b> ADD
<b>Spruce</b> ADD	<b>Sycamore</b> ADD	

Log In ▾

### Categories

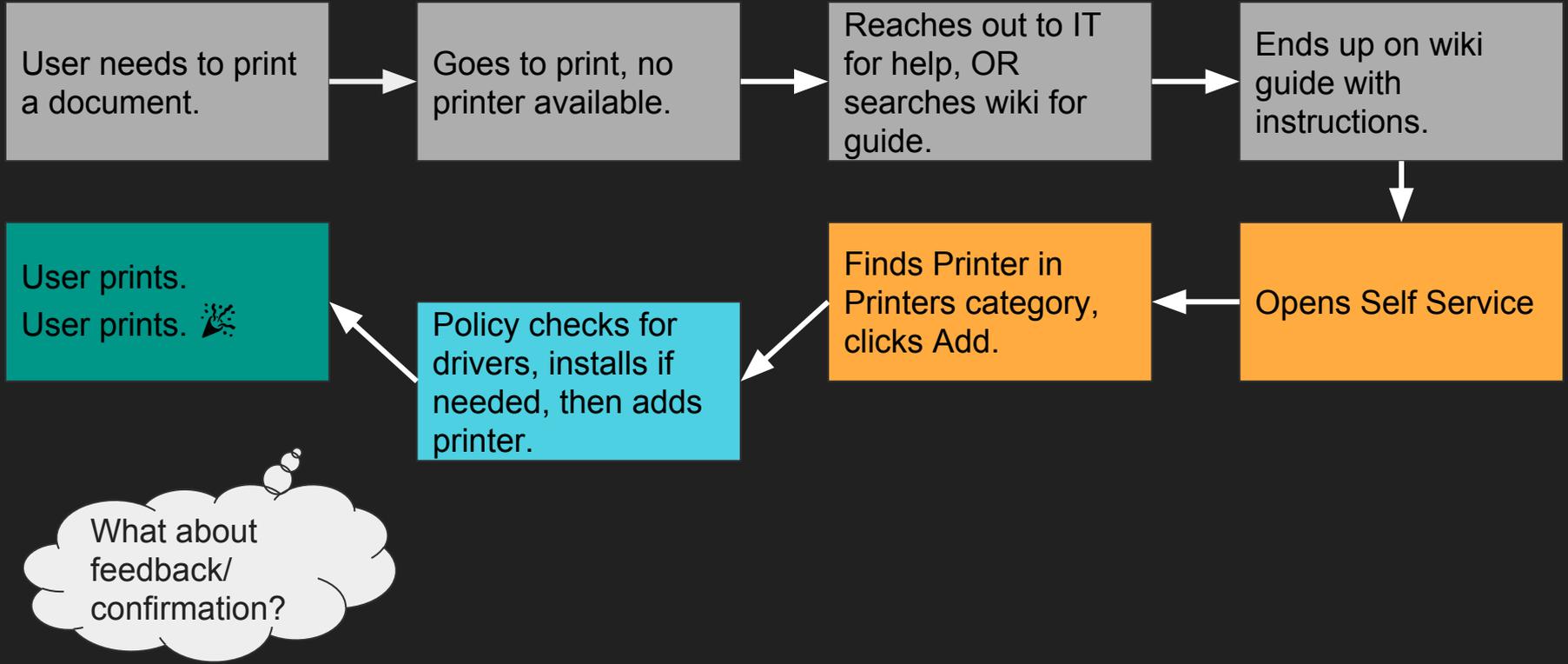
- Featured
- Browsers
- Communication
- Office
- Printers
- Productivity
- Ebooks
- Maintenance
- Security
- VPN

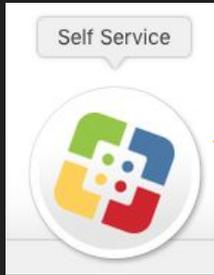
**FEATURED**

**NEW! Canon Printer Drivers**  
INSTALL**Cedar**  
ADD

# Step 5: Test & Evolve

- Goal: put it in the hands of users
- How: Gather feedback/insights
  - **Observe**: watch how they user/misuse. Record it.
  - **Ask**: ask about the experience. Record it.
- Refine.
- Repeat.



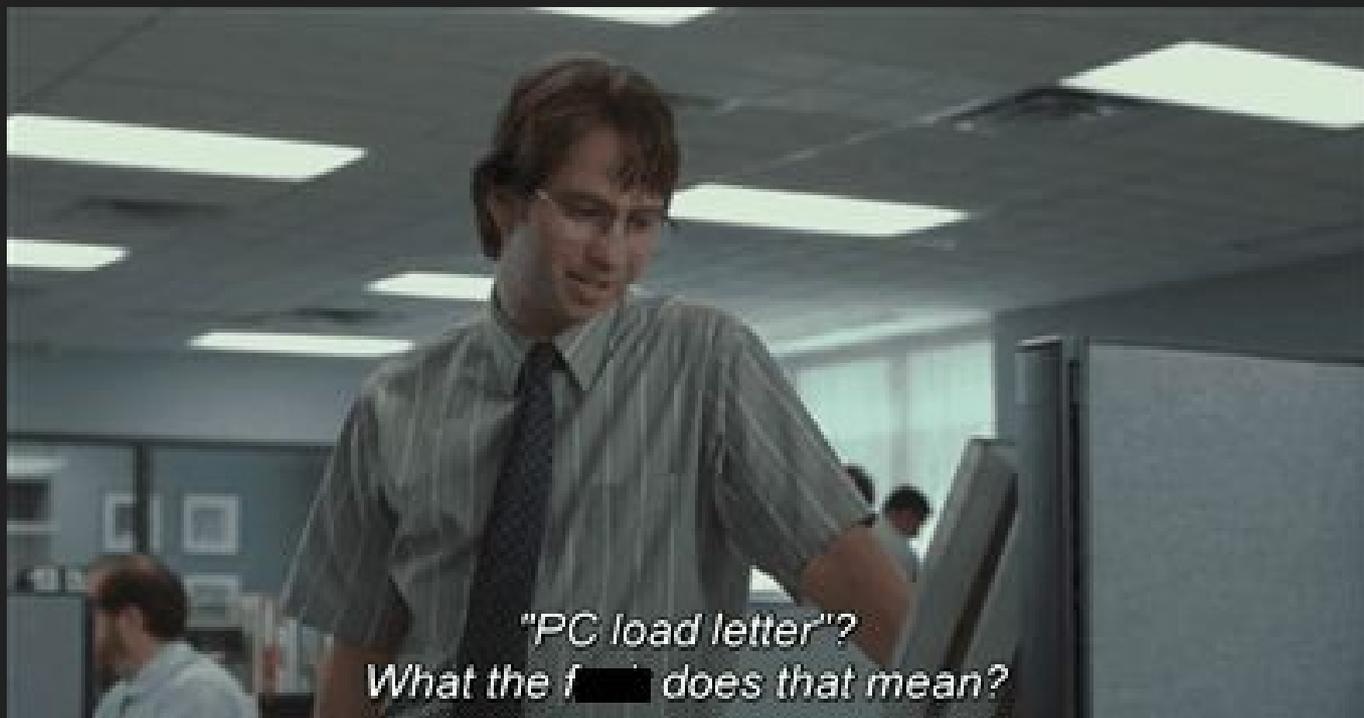


A screenshot of the "Self Service" application window. The window title is "Self Service". On the left is a sidebar with links: "OneLogin", "Helpdesk", "RMN Wiki", and "Whalebook". The main area is titled "Printers" and displays a grid of printer models: Ash, Aspen, Birch, Cedar, Chestnut, Cypress, Hickory, Maple, and a featured "NEW! Canon Printer Drivers". Each printer has an "ADD" button. On the right, there is a "Log In" field and a "Categories" list including "Printers".

A close-up of the "Cedar" printer card from the main window. It shows the printer image, the name "Cedar", and an "ADD" button with a pink arrow pointing to it.

A warning dialog box with a speech bubble icon containing an exclamation mark. The text reads: "The needed Canon printer drivers have not been detected. Installing Canon PS 4.9.0 Print Drivers before adding the requested printer." There is an "OK" button at the bottom right.

A "MANAGEMENT ACTION" notification box. The text says: "Management Notification Cedar is now added and available for printing on your Mac." It includes a "now" timestamp.



*"PC load letter"?*  
*What the f [redacted] does that mean?*



Alex

Self-Service app made that so easy.... 10/10

Reply • Edit • Delete • Like • 8 minutes ago



Emily



Reply • Edit • Delete • Like •  Alex

likes this • 6 minutes ago



[YOUTUBE.COM/WE 00](https://www.youtube.com/we00)



Focus on the **experience**,  
not necessarily the how.

# Design Thinking **!=** Rocket Science

Talk, observe, sketch ideas, align ideas, solve problems

You are the problem **finder**  
and **solver**.

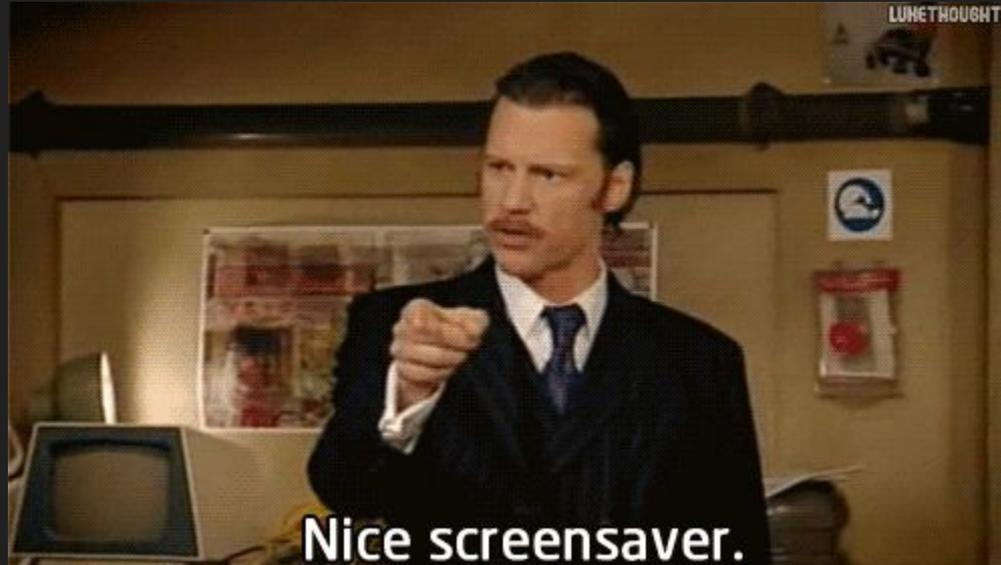
# Tips for problem finding.

- Interview or observe 5 users. Ask them “why” a lot.



# Tips for problem finding.

- Walk around the building at random intervals and different teams and observe their computer use.



# Tips for problem finding.

- Hold New Hire Office Hours whenever new employees start working at the company. Note what they ask about, and see if you can incorporate it into your orientation talk.



# Tips for problem finding.

- When someone comes by for help, or sits in a meeting playing around on their computer ignoring the meeting, see how their dock and desktop are configured. See what apps are always open.



# Tips for problem finding.

- Design for the **future you**.
- Make documentation **accessible**.
  - Maintain clear hierarchy
  - Utilize large font sizes where appropriate
  - Do the right thing for the text.



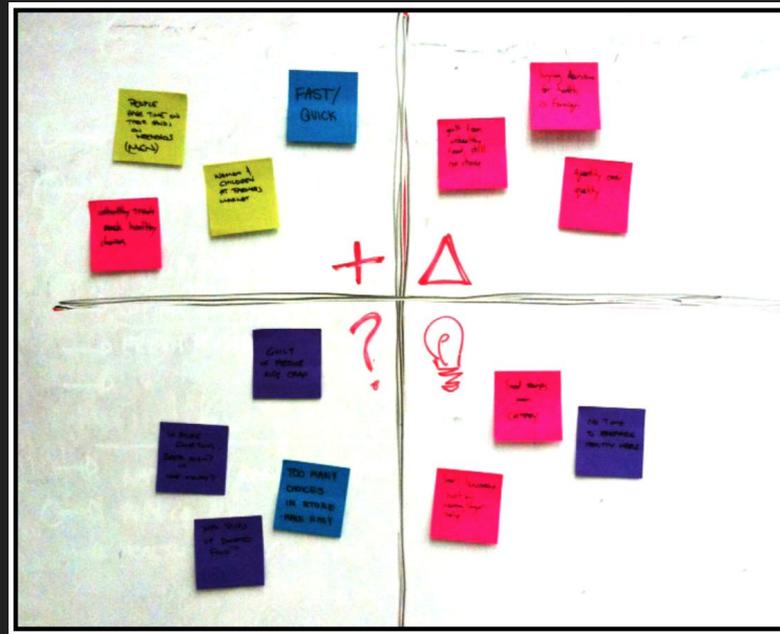
# Tips for problem finding.

- Talk to your customers.
- Co-create.
- Work with volunteers.



# Tips for problem finding.

- Find a method you like for processing **feedback**.



Good design has  
discoverability, feedback, and is  
reflective.

# Resources

Norman, Don. 2013, rev. *The Design of Everyday Things*. New York: Basic Books.

IDEO. 2015. "The Field Guide to Human-Centered Design." <http://www.designkit.org/resources/1>

"Inclusive App Design" WWDC 2016 Session. <https://developer.apple.com/videos/play/wwdc2016/801/>

Weinschenk, Susan. 2011. *100 Things Every Designer Needs to Know about People*. Berkeley, CA: New Riders.

Hanington, Bruce and Bella Martin. 2012. *Universal Methods of Design*. Beverly, MA: Rockport Publishers.

<http://blog.invisionapp.com/>

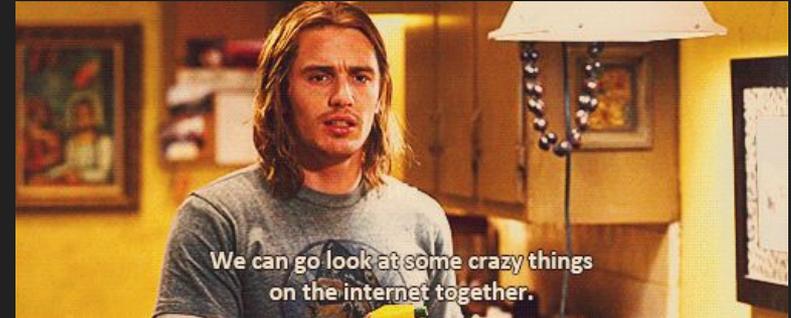
<http://99u.com/>

<http://alistapart.com/>

<https://thedesignteam.io/>

<http://thenextweb.com/dd/>

<http://www.jnd.org/>



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Carrier pigeon, [raven](#), etc.

