



---

---

---

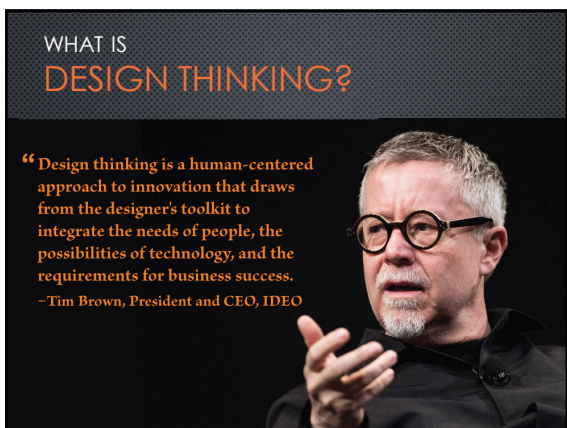
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

TWO  
WAYS TO APPLY

- ORGANIZATIONAL DESIGN & CULTURE
- CAREER & LIFE DESIGN PEDAGOGY



---

---

---

---

---

---

---

---

WE'RE A  
100-YEAR OLD STARTUP

- ONE THE NATION'S FIRST CAREER CENTERS
- SHIFT FROM TRADITIONAL MODEL
- BECOMING INTRA-ENTREPRENEURS

1912



Self-Help Bureau

---

---

---

---

---


---

---

---

CHANGE &  
THE 4 P'S

- PARADIGM
- PEOPLE
- PERCEPTIONS
- PROCESSES



---

---

---

---

---

---

---

---

PHILOSOPHY:  
**ASSUME A BEGINNER'S MINDSET**



- CHALLENGE ASSUMPTIONS
- QUESTION EVERYTHING
- GO BEYOND SWOT
- THINKING BY DOING
- LOOK TO INDUSTRY

---

---

---

---

---

---

---

---

PEOPLE:  
**CREATE A CULTURE OF INNOVATION**



- ATTITUDE/MINDSETS
- VALUES/BELIEFS
- NORMS/BEHAVIORS
- REDESIGNED ROLES

---

---

---

---

---

---

---

---

5 CORPORATE EXAMPLES OF GREAT  
**DESIGN THINKING**

- INTUIT
- IBM
- ZAPPOS
- INFOSYS
- FIDELITY



© 2018 IBM. All rights reserved.

---

---

---

---

---

---

---

---

PERCEPTIONS:  
**BUILD A MOVEMENT**

- FACE HARD TRUTHS
- LISTEN & RESPOND
- BE TRANSPARENT & AUTHENTIC
- ALWAYS COLLABORATE




Photo credit: Denise Applewhite/Office of Communications

---

---

---

---

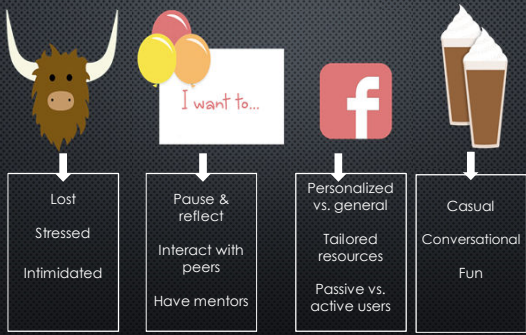
---

---

---

---

STUDENT **DESIGN PROJECT**



Lost Stressed Intimidated	I want to... Pause & reflect Interact with peers Have mentors	Personalized vs. general Tailored resources Passive vs. active users	Casual Conversational Fun
---------------------------------	--	--	---------------------------------

---

---

---

---

---


---

---

---

PROCESSES:  
**GET MORE USER-FRIENDLY**

- UNDERSTANDING THE USER EXPERIENCE
- REMOVE BARRIERS TO ACCESS
- SIMPLIFY, STREAMLINE & SHARPEN
- CONTINUOUS IMPROVEMENT



---

---

---

---

---

---

---


---



### BENEFITS OF PARTICIPATIVE PROBLEM SOLVING

Two technology projects:  
Handshake  
Social Platform

- CO-CREATION
- SHARED OWNERSHIP
- DE-RISKING THE PROCESS



---

---

---

---

---

---

---

---

### RISK TAKING PRINCETON SOCIAL MEDIA DAY

- BIG IDEA, BROAD VISION, HUGE SCOPE
- MAJOR CAMPUS-WIDE COLLABORATION
- DEFINED NEED: ENABLE & INSPIRE USE
- GOALS: LEARN, SHARE & CONNECT



---

---

---

---

---

---

---

---

### TAKING RISKS CAN BRING HUGE REWARDS

400 registrants    11.6 million impressions    >250 headshots

580 posts    19 countries

165 patients for social media doctors

1.4 million people reached



---

---

---

---

---

---

---

---

DESIGN THINKING PROJECT  
**TIGER CHALLENGE**



For this Tiger Challenge, we worked with Career Services to design "Springboard," a 21-day workbook that helps Princetonians build the habit of reflection through quick-yet-insightful daily exercises.

**TEAM MEMBERS**

 Rebecca De La Eguilla 2017 Social Impact Designer Woodrow Wilson School	 Jackson Forbes 2018 Social Impact Designer Architecture	 Tom Robbins 2018 Social Impact Designer Computer Science
--	--	---

Campus Challenge:  
Began Tiger Challenge: Summer 2016

---

---

---

---

---


---

---

---

DESIGN THINKING PROJECT  
**HOW MIGHT WE...?**

DESIGN A SYSTEM TO HELP STUDENTS **CAPTURE SELF-LEARNINGS** AND FACILITATE REFLECTION THROUGHOUT THEIR PRINCETON JOURNEY



---

---

---

---

---

---

---

---

DESIGN THINKING  
**APPROACH**

<b>empathize</b> The Empathy Map	<b>define</b> The Problem Statement	<b>ideate</b> Brainstorming
<b>prototype</b> The Storyboard	<b>pilot</b> Visioning	

---

---

---

---

---

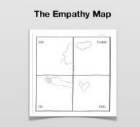
---

---

---

DESIGN THINKING PROJECT PHASE  
**EMPATHIZE**

The Empathy Map



-45 HOUR-LONG INTERVIEWS  
-OTHER FORMS OF RESEARCH

"THERE IS A PRINCETON TRACK, AND NOTHING BUT A PRINCETON TRACK."

"ANY JOB YOU HAVE WHERE YOU'RE MAKING MONEY, YOU'RE PROBABLY GOING TO HATE IT."

"I WISH I HAD MORE STUDENT MENTORS WITH SIMILAR INTERESTS."

---

---

---

---

---


---

---

---

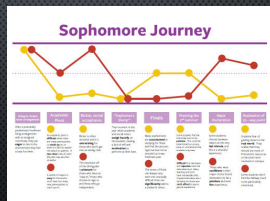
DESIGN THINKING PROJECT PHASE  
**DEFINE**

The Problem Statement



-MAPS  
-INSIGHTS

Sophomore Journey




---

---

---

---

---

---


---

---


DESIGN THINKING PROJECT PHASE  
**IDEATE**

-400+ IDEAS  
-6 POTENTIAL CONCEPTS


Textual Healing




OneShot




Spring Board




Choose Your Own Adventure



Tab on 'em



Plan It




---

---

---

---

---

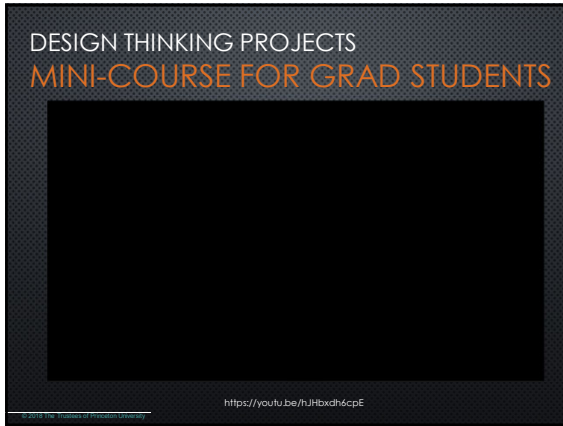
---

---

---







---

---

---

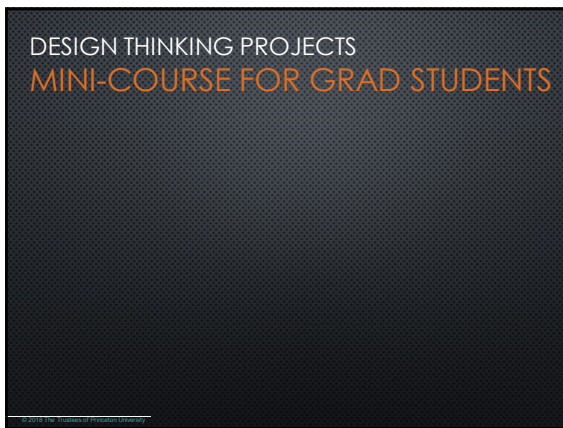
---

---

---

---

---



---

---

---

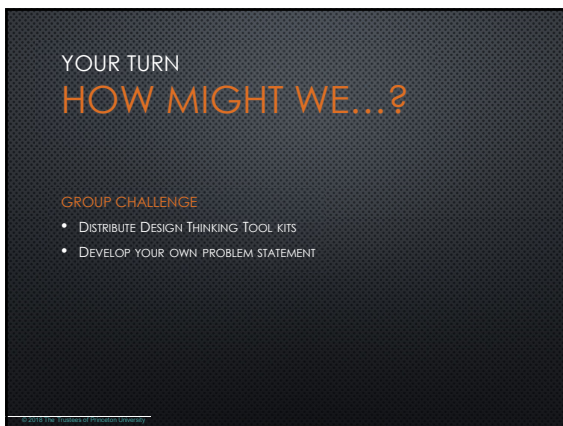
---

---

---

---

---



---

---

---

---

---

---

---

---

YOUR TURN  
CREATE AN EMPATHY MAP

The screenshot shows a software window titled 'The Empathy Map' with a toolbar on the left. The main area contains a diagram of a person's head and shoulders, divided into six sections by lines radiating from the center. The sections are labeled: 'Think and feel?' (top), 'Hear?' (left), 'See?' (right), 'Say and do?' (bottom), 'Pain' (bottom-left), and 'Gain' (bottom-right). The window title bar includes 'TUZZit' and various icons.

---

---

---

---

---

---

---

---

HOW CAN YOU APPLY  
DESIGN THINKING?

- CHANGE BY DESIGN, TIM BROWN
- DESIGNING FOR GROWTH BOOK & FIELD GUIDE, J. LIEDTKA & T. OGILVIE
- IDEO'S DESIGN THINKING TOOLKIT FOR EDUCATORS & IDEO U COURSES
- ENGAGE STUDENT PROJECTS
- ENGAGE INNOVATION AND DESIGN CONSULTING FIRMS
  - IDEO
  - PEER INSIGHT
  - WHAT IF! INNOVATION

The illustration shows three stylized human figures in orange and red, standing side-by-side. Above their heads is a large, colorful cloud of various icons representing different ideas and concepts, such as a lightbulb, a gear, a person, and a speech bubble.

---

---

---

---

---

---

---

---

FINAL WORDS OF  
INSPIRATION

The image features a black and white portrait of Albert Einstein, looking slightly to the right with his hands clasped in front of him. To the right of the portrait, a quote is displayed in orange text: "Strive not to be a success, but rather to be of value." Below the quote, the name "-Albert Einstein" is written in a smaller orange font.

---

---

---

---

---

---

---

---