



Evolution of Design Thinking at Clorox

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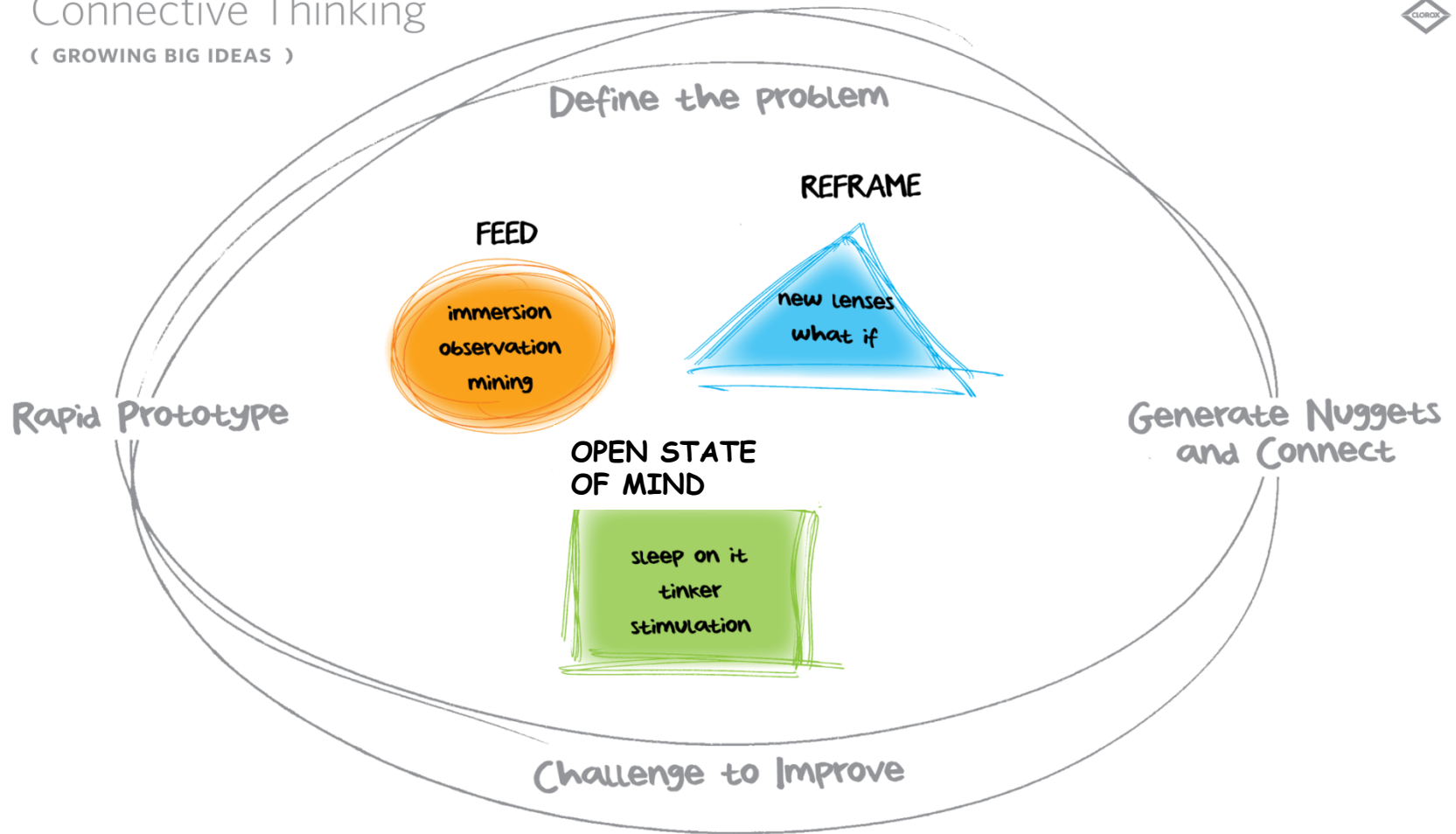
October 2014



Starting Framework for Clorox Design Thinking

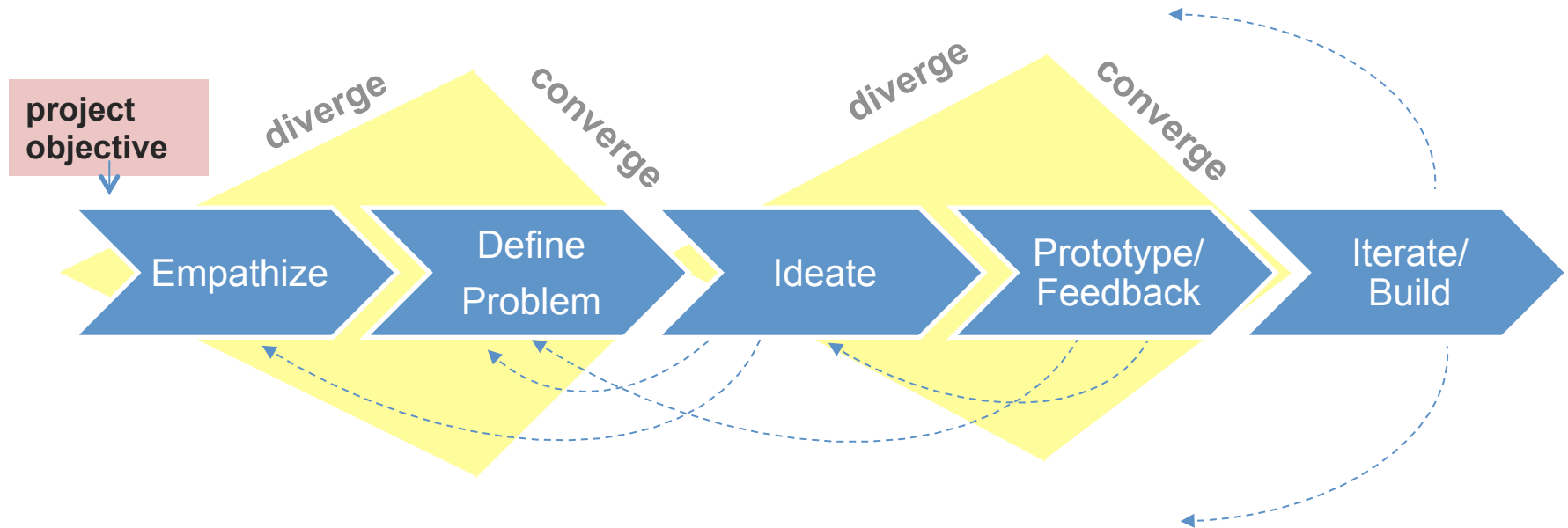


Connective Thinking
(GROWING BIG IDEAS)



Evolution of Design Thinking New Framework

(GROWING BIG IDEAS AND RAPIDLY SOLVING PROBLEMS)



Series of diverging and converging

Each step can help reframe prior hypotheses.

Keep cycling through rapidly to sharpen learning, insights, solutions, viability and vision.

Questions to ask during Design Thinking

Project Objective: Where do you need some creative problem solving?

Empathy

- For who do you need to build empathy, in order to really solve problem?
- How can you immerse to develop empathy?

Define Problem

- Which synthesis tools might make sense for your challenge?
- Hypothesize the Problem Statement (reframe business objective based on new empathy)

Ideate

- Immerse again: what activities can you do for fresh inspiration?
- Which ideation tools might apply? Which could you use yourself?
- Who can help bring a fresh perspective?
- How can you converge temporarily on ideas to prototype?

Prototype & Feedback

- How can you quickly visualize your ideas?
- What do you need feedback on and from whom? How can you get it fast?

Iterate & Build

- Synthesize feedback. Decide relevancy. Iterate.

Debunking myths of Clorox's Design Thinking (Connective Thinking)

Connective Thinking is NOT...

- A brainstorming session
- Limited to product innovation
- Inherently in conflict with “real work”
- Inherently time consuming
- Purely a group exercise
- Reserved for “creative types”
- Something you have to be an expert in to use

Rather, Connective Thinking is actually designed to help you get to better, more meaningful, higher impact ideas and solutions to problems....*faster*.