

Meeting Notes

6.11.2019 @ [Relevant Coffee](#) @ 6-7:30p

'Live Interviews of the Ambitious'

Coffee Talk 3

Overview

Local cafe owners, managers; suppliers and retailers; trainers and roasters were invited for a discussion about the market, industry trends and strategy.

The evening's topic was

Empathy and Human-Centered Design for Business Strategy.

Special guests, Ian Parkman, Ph.D. and Shruti Chatterjee, MBA, led a [design thinking](#) workshop. The purpose was multi-faceted:

1. Dissuade traditional business thinking (e.g. "I win, you lose."; customers are aware of what they want and can tell you what that is.).
 - a. Hard to know what customers want; oftentimes, they don't know.
2. Design Thinking
 - a. How do coffee shops define and fulfill "better" than before.
 - b. Design & Empathy through personas and user experience.

❖ [Danny Rehr](#) of [Rehr Consulting](#) and organizer of '[Live Interviews of the Ambitious](#)' facilitated the meeting.

❖ **'Live Interviews of the Ambitious'**

- An event-based community program/campaign that highlights and shares business strategies for community businesses and interested community members.



❖ **Biggest takeaways:**

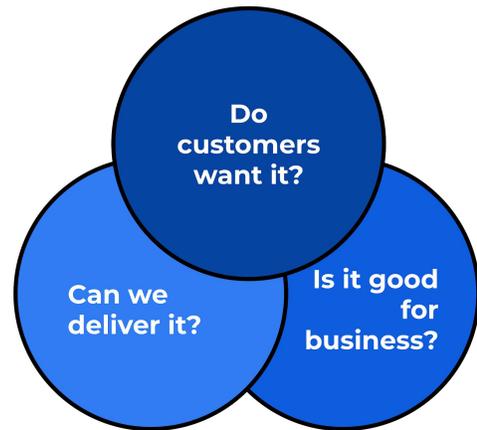
1. "Marketing is everything and nothing." - Ian Parkman, Ph.D.
2. Control what you can; design for the rest.
3. Creativity is the new business plan.

❖ **Next event:**

- **1st or 2nd Week in September**

Notes

1. Human-Centered Design
 - a. Design thinking is a methodology.
 - i. [Design thinking] encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes. When you sit down to create a solution for a business need, the first question should always be what's the human need behind it? (IDEO, 2019)¹
 - b. The starting point of the design process is the User who has a need (Parkman, 2019).²
 - c. Design creates differentiation so that 1,000s of cafes can co-exist.
 - i. Caters to customer preferences.



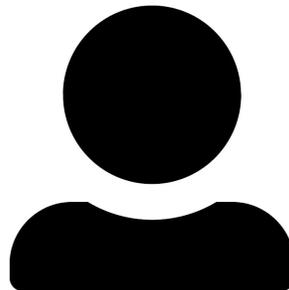
2. Empathy
 - a. Helps us gain a deeper appreciation and understanding of people's emotional and physical needs, and the way they see, understand, and interact with the world around them (Dam & Siang, 2018)³
 - b. Personas - who are/might be our customers?
 - i. For [user persona] who is trying to [phenomenon] because of [goal].⁴
 - ii. What do they think, feel; how do they act; what are their goals?
 - c. User Experience
 - i. Focusing design on targeted users.

Thoughts

Feelings

Actions

Goals



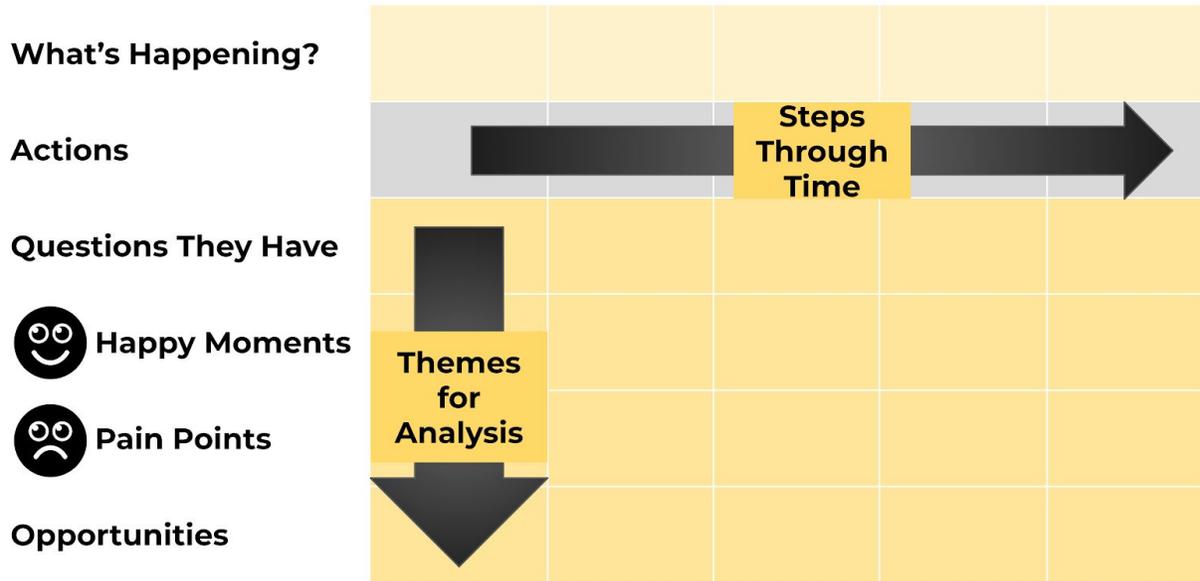
¹ IDEO (2019). *What is Design Thinking?*. [online] IDEO U. Available at: <https://www.ideo.com/blogs/inspiration/what-is-design-thinking> [Accessed 10 Jun. 2019].

² Parkman, I. (2019). *Coffee Talk 3: Empathy and Human-Centered Design for Business Strategy*.

³ Dam, R. and Siang, T. (2018). *Design Thinking: Getting Started with Empathy*. [online] Design Thinking: Getting Started with Empathy | Interaction Design Foundation. Available at: <https://www.interaction-design.org/literature/article/design-thinking-getting-started-with-empathy> [Accessed 13 Jun. 2019].

⁴ Parkman, I. (2019). *Coffee Talk 3: Empathy and Human-Centered Design for Business Strategy*.

3. Coffee Talk 3 Workshop: Personas & User Experience Design



Recreated from...
Parkman, I. (2019). *Coffee Talk 3: Empathy and Human-Centered Design for Business Strategy*.

Strategy concepts

Concept	Basic Definition	Online Resource
Design	Design is conceiving and giving form to artifacts that solve problems. ⁵	http://opim.wharton.upenn.edu/~ulrich/ulrichbook-10Aug12.pdf
Design Thinking	[Design thinking] encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes. When you sit down to create a solution for a business need, the first question should always be what's the human need behind it? (IDEO, 2019) ⁶	https://www.ideo.com/blogs/inspiration/what-is-design-thinking

⁵ Ulrich, K. (2011). *Design: Creation of Artifacts In Society*. 1st ed. [ebook] Philadelphia: University of Pennsylvania, p.57. Available at: <http://opim.wharton.upenn.edu/~ulrich/ulrichbook-10Aug12.pdf> [Accessed 13 Jun. 2019].

⁶ IDEO (2019). *What is Design Thinking?*. [online] IDEO U. Available at: <https://www.ideo.com/blogs/inspiration/what-is-design-thinking> [Accessed 10 Jun. 2019].

Concept	Basic Definition	Online Resource
Human-Centered Design	Approach to systems design and development that aims to make interactive systems more usable by focusing on the use of the system and applying human factors/ergonomics and usability knowledge and techniques. ⁷	https://www.iso.org/obp/ui/#iso:std:iso:9241:-210:ed-1:vi:en
Personas	Provides a concrete and holistic customer model that informs the design team of important goals, motivations, and other pertinent customer attributes that affect the adoption of a new system. ⁸	https://msu.edu/~jmonberg/415/Schedule_files/Creating_Quality_Personas.pdf
User Experience	The science and art of designing a product...so that it is easy to use, so that it fits the expectations that the user has for it, and so that it meets business goals. ⁹	https://www.youtube.com/watch?v=O94kYyzqVtc

⁷ International Organization for Standardization (2010). *ISO 9241-210:2010(en) Ergonomics of human-system interaction — Part 210: Human-centred design for interactive systems*. Geneva: International Organization for Standardization, p.1.

⁸ Ford, S. (2005). *Creating Quality Personas: Understanding the Levers That Drive User Behavior*. [online] msu.edu. Available at: https://msu.edu/~jmonberg/415/Schedule_files/Creating_Quality_Personas.pdf [Accessed 13 Jun. 2019].

⁹ Weinschenk, S. (2011). *The ROI of User Experience*. [online] YouTube. Available at: <https://www.youtube.com/watch?v=O94kYyzqVtc> [Accessed 13 Jun. 2019].

Special Thanks Coffee Talk 3 Collaborators

- A. Ian Parkman, Ph.D.
 - a. Associate Professor, University of Portland's Pamplin School of Business.
 - i. Teaching and research interests focus on design-driven product innovation, marketing strategy, the creative industries, and corporate image, identity, and reputation.
 - Devised and delivered presentation.
 - Co-delivered workshop.
- B. Shruti Chatterjee, MBA
 - a. Expert in entrepreneurship and marketing.
 - i. Professional foci are strategic planning, brand building, and adult learning and development toward corporate university design and development.
 - Co-designed event scope and agenda.
 - Co-facilitated market trend research, data collection.
 - Co-delivered workshop.

This event was sponsored by...



This event was supported by...



CoLab Coworking