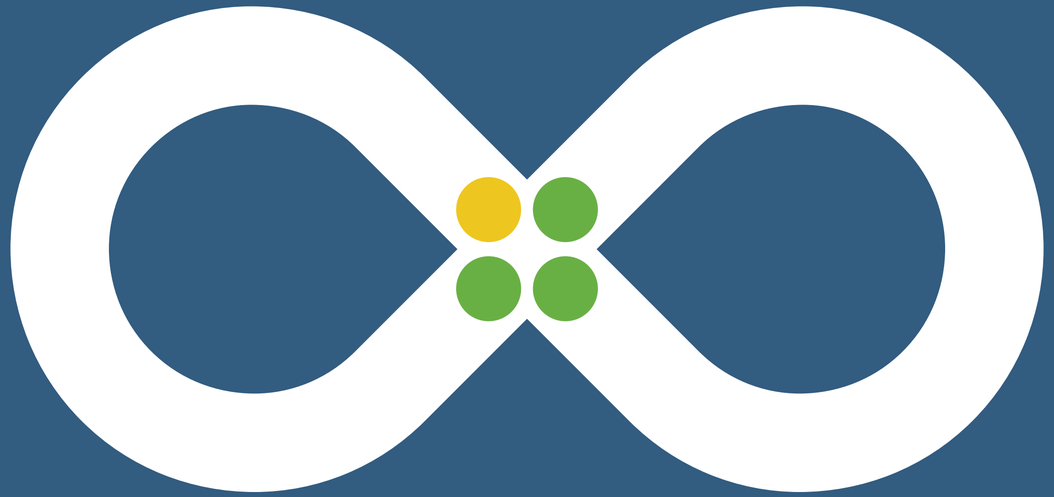
IBM **Design Thinking**

An Overview

Theresa Hans
z/TPF Designer

IBM **z/TPF**
April 11th, 2016

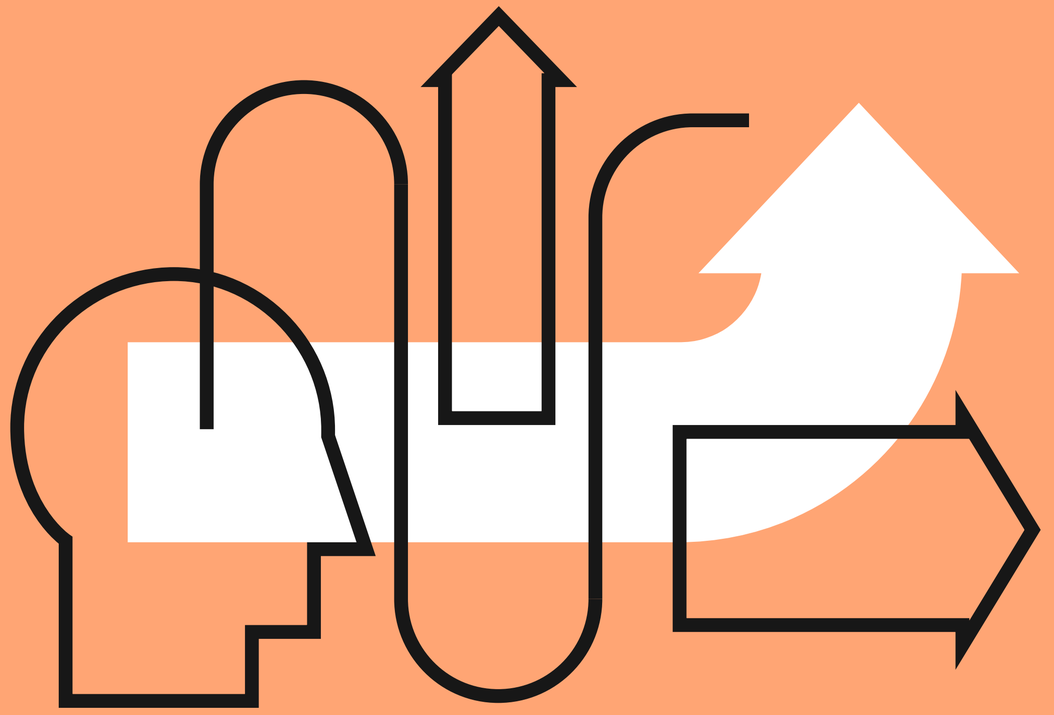
©Copyright IBM Corporation *2016*.
U.S. Government Users Restricted Rights - Use, duplication or disclosure restricted by GSA ADP Schedule Contract with IBM Corp.



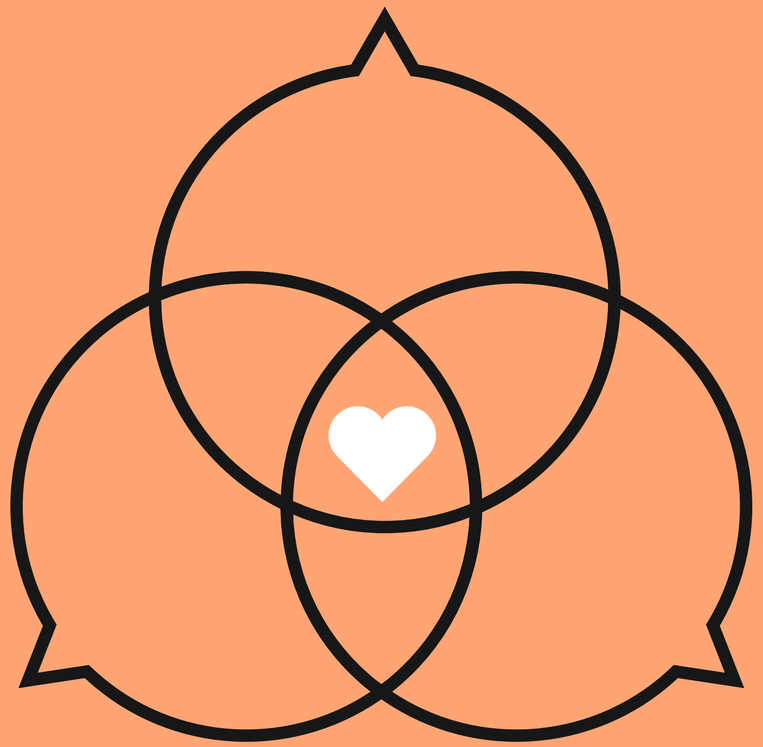
IBM **Design Thinking**

Human-centered outcomes at speed and scale

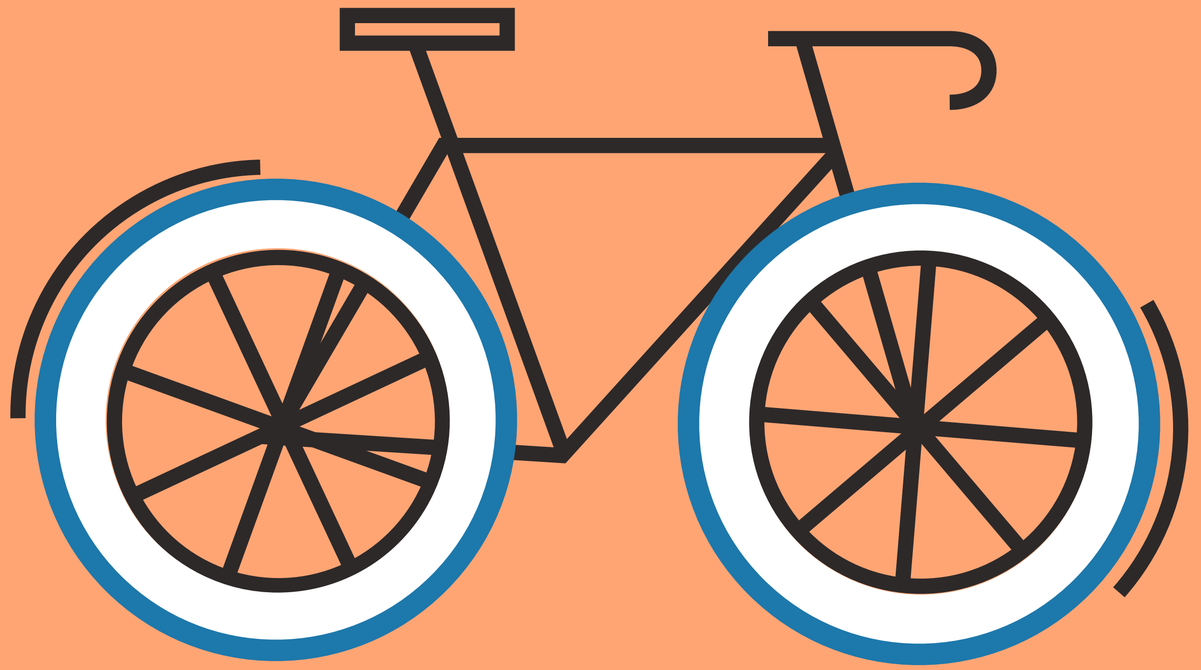
Design is the intent behind an outcome.



Understand people’s needs.



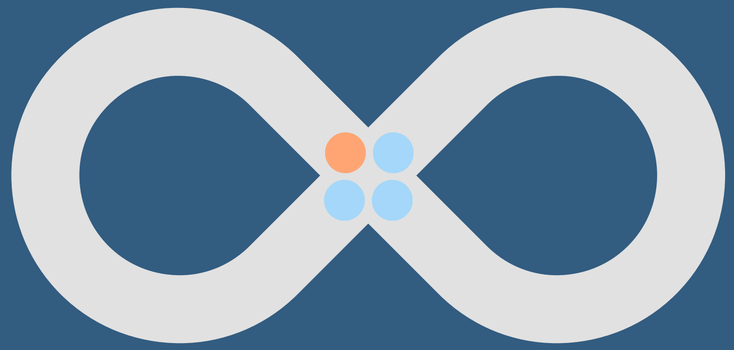
Form intent.



Deliver outcomes at speed and scale.

Principles

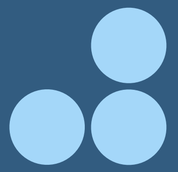
The Loop



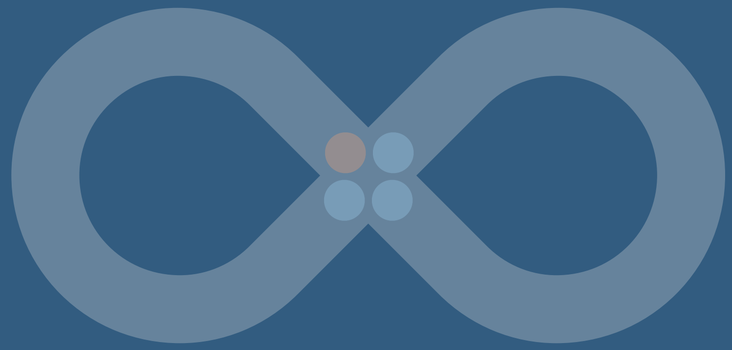
The Keys

© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Principles

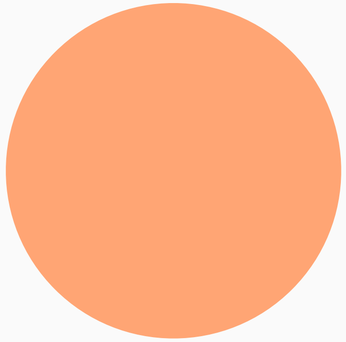


The Loop



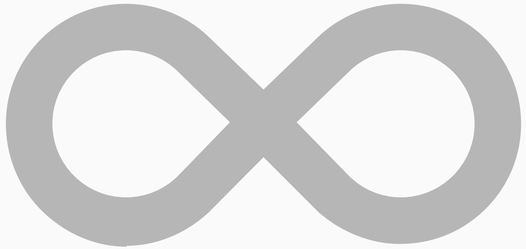
The Keys

© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential



A focus on user outcomes

Multidisciplinary teams

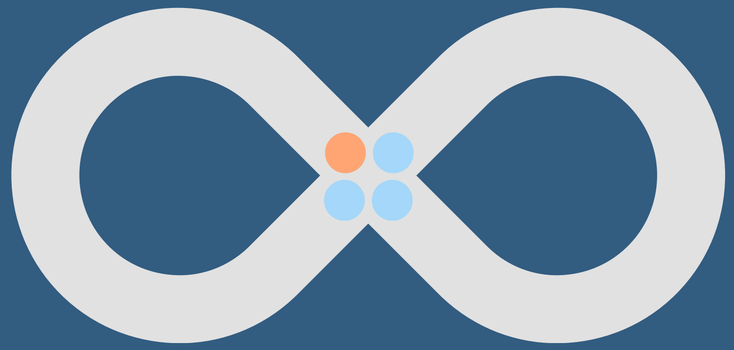


Restless reinvention

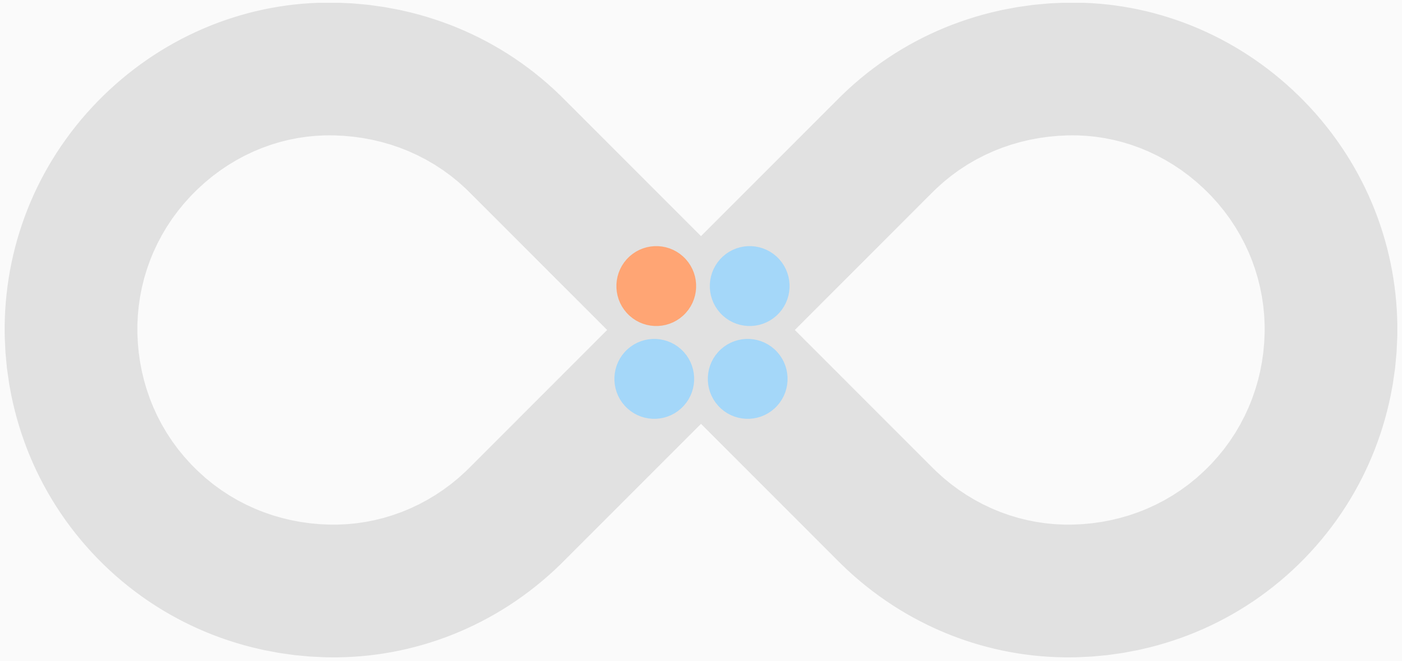
© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Principles

The Loop



The Keys

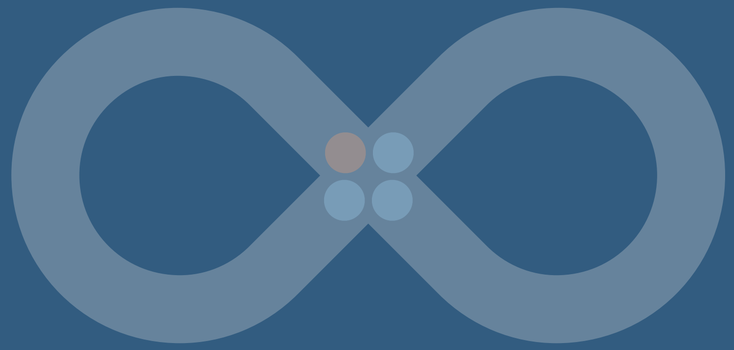


Observe Reflect Make

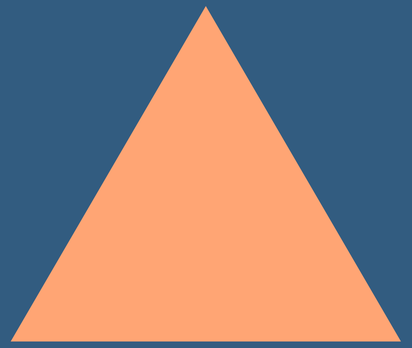
The Loop

Principles

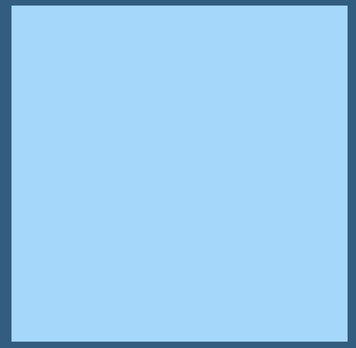
The Loop



The Keys



Hills



Playbacks

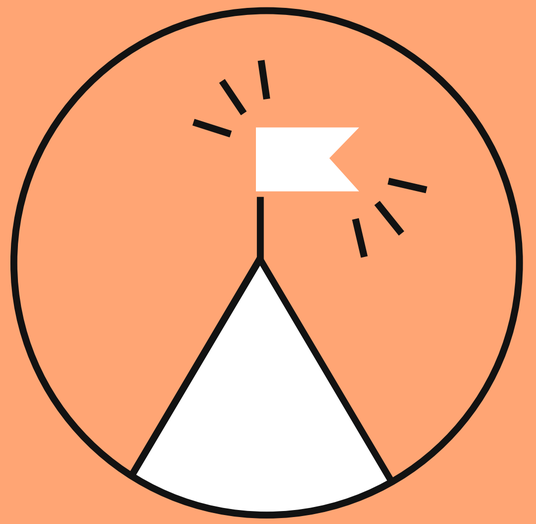
Sponsor users

© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Align on intent.

Great outcomes begins with a shared understanding of intent.

Hills are statements of intent written as meaningful user outcomes. They tell you where to go, not how to get there.

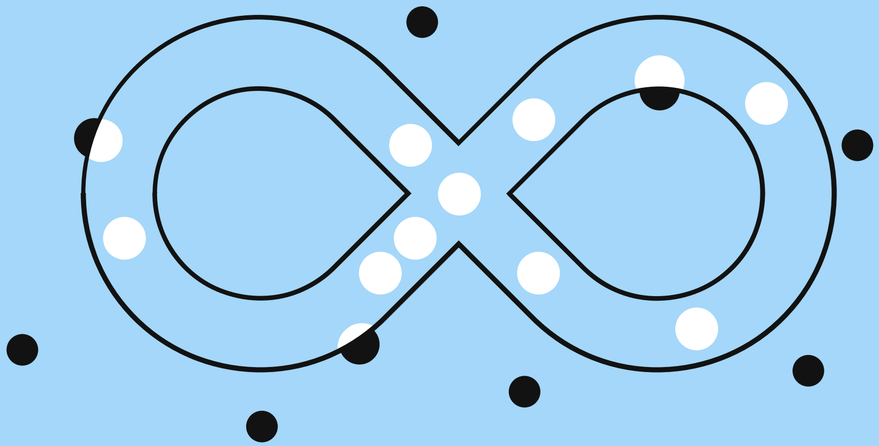


© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Get everyone in the loop.

Not everyone has time to be in every loop.
Don’t let your teams fall out of sync.

Playbacks are a time to reflect together.
Bring your extended team and stakeholders into the loop in a safe, inclusive space.



© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Break the empathy barrier.

Empathy can only take you so far. If you're not a pilot, you'll never know how it feels to land an airliner.

Sponsor Users are users or potential users who bring their lived experience and domain expertise as a team participant.

© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

We invite you to become a Sponsor User.

Make together with us.

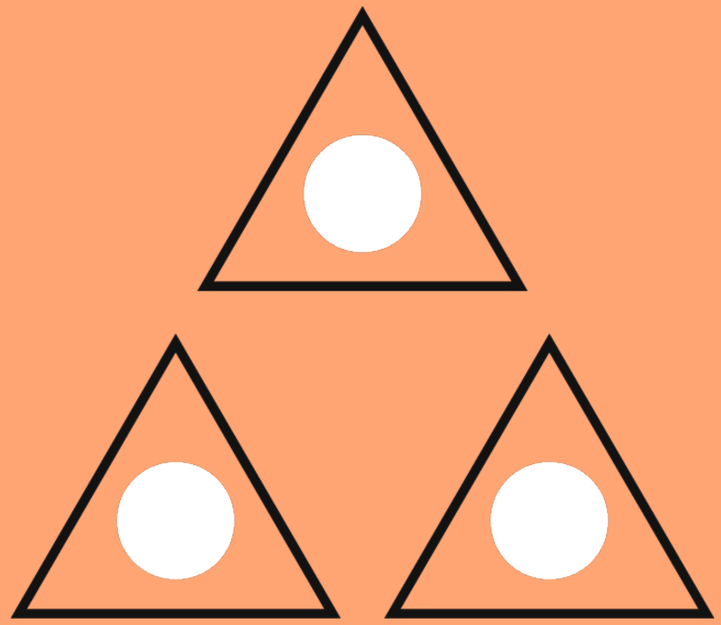
A **Sponsor User** is not a passive subject— they are active participants who work alongside our teams to help us design experiences for real target users rather than imagined needs.

Sponsor User Program

© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Become part of our team.

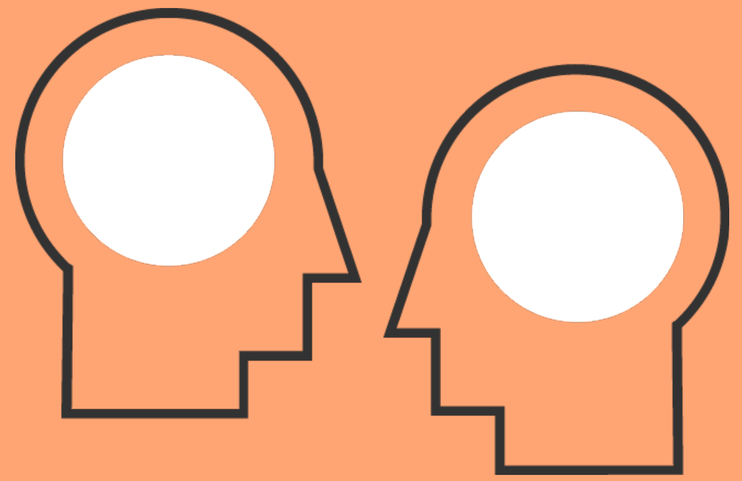
We invite you into our Playbacks. Help us refine our Hills with your feedback. Contribute your own ideas, express your thoughts, and bring your domain expertise to the table.



Sponsor User Program

What to expect.

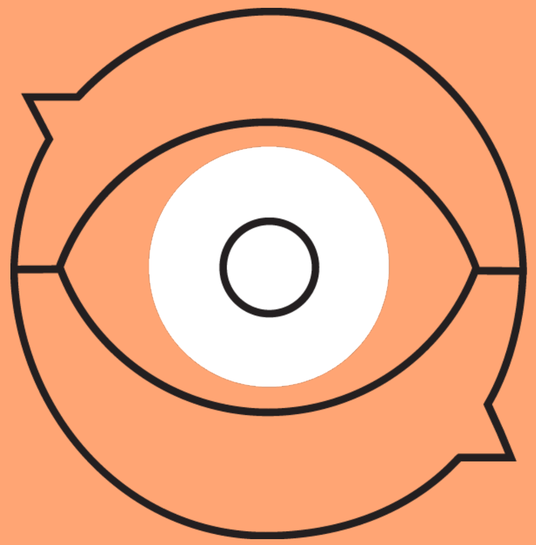
Activities can include IBM Design Thinking workshops, sneak peeks into our latest offerings, participatory design, surveys, user testing, contextual inquiries, and migration planning and support.



Sponsor User Program

Benefits for you.

Previews into upcoming releases
Delightful user experiences
Influence on release planning
Beta product access



Sponsor User Program

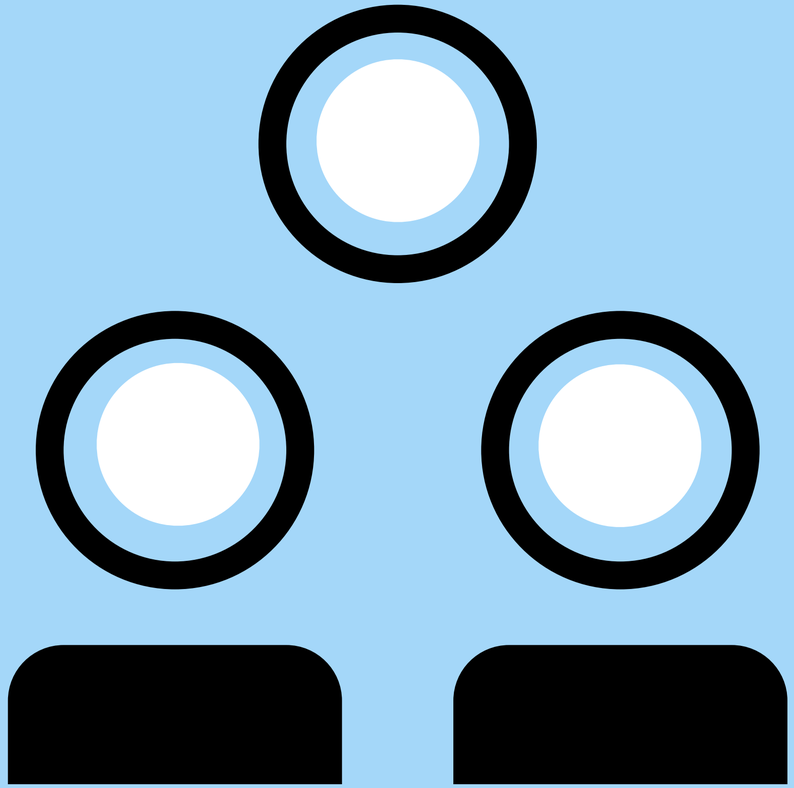
z/TPF Sponsor User Levels

Design Feedback

participate in ongoing playbacks to help shape final products

Beta

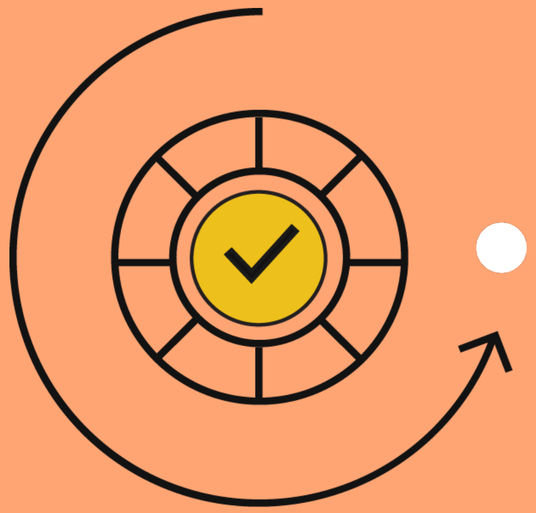
participate in ongoing playbacks to help shape final products
plus test and provide feedback on beta code



© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Next steps.

Get in touch!



Sponsor User Program

Thank you!

Theresa Hans
z/TPF Designer

IBM **z/TPF**
April 11th, 2016

© 2016 IBM z/TPF | **TPF Users Group Spring Conference** | IBM Confidential

Trademarks

IBM, the IBM logo, ibm.com and Rational are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at www.ibm.com/legal/copytrade.shtml.

Notes

Performance is in Internal Throughput Rate (ITR) ratio based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput that any user will experience will vary depending upon considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve throughput improvements equivalent to the performance ratios stated here.

All customer examples cited or described in this presentation are presented as illustrations of the manner in which some customers have used IBM products and the results they may have achieved. Actual environmental costs and performance characteristics will vary depending on individual customer configurations and conditions.

This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

Prices subject to change without notice. Contact your IBM representative or Business Partner for the most current pricing in your geography.

This presentation and the claims outlined in it were reviewed for compliance with US law. Adaptations of these claims for use in other geographies must be reviewed by the local country counsel for compliance with local laws.