

# \* Using Design Thinking to Improve your Happiness Levels



Marsha Huber, Ph.D., MAPP, CPA  
Associate Professor of Accounting  
Youngstown State University  
[mmhuber@ysu.edu](mailto:mmhuber@ysu.edu)

Design thinking is a process of creating new and innovative ideas and solving problems

James Kelly, founder of IDEO, “the human centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technologies, and the requirements for business success.”

**\*What is design thinking?**

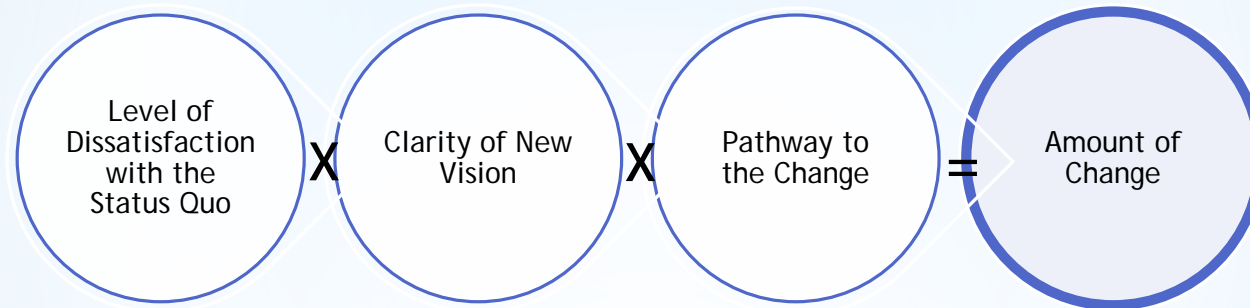
\* Human-centered, empathetic, convergent vs. divergent thinking, observation, ethnography, curiosity

\* We are all fixed-minded in some way, but what if there were no limitations?

\* Precursor

- \* Observation
- \* Reframing
- \* Ideation
- \* Prototyping

**\* What is the design thinking process?**



-Jeanne Liedtka

\* **Creating Change**

*"I don't have enough time to get my work done!"*

**\* Step 1: What is your  
problem?**

# DON'T FIXATE

My Time Map	
Activity	Minutes
Sleep	480
Get ready/e-mails	60
Commute (work)	30
Workday	480
Commute (home)	30
Errands	60
Cooking	60
<b>Feed mom</b>	60
Grading/Classes	60
Read emails	60
<b>Work-out</b>	60
Total minutes	<u>1440</u> (24 hours)

\* **Observation**



Reframing the problem into a question:

- \* How might I find more time to do the things I want to do?
- \* How might I deal with this feeling of not having enough time?

## \* Step 2: Reframing the problem



## REWRITE

\* Your problem: \_\_\_\_\_

Into a solvable question:

\* How might I \_\_\_\_\_?

\* How might we \_\_\_\_\_ so that \_\_\_\_\_?

\* How can I be more comfortable with \_\_\_\_\_?

\* Reframing

# IDEATE

\*What levers can I move to \_\_\_\_\_

Question:		
	Addition	Subtraction
People		
Money		
Technology		
Mind		

\*Step 3: Moving  
Levers

# MOVING LEVERS TO FIND TIME

Question: How might I find more time to do the things I want to do?

	Addition	Subtraction
People	Delegate: put GAs to work Hire a personal assistant	
Money		Have caregiver shop, cook, do laundry, run errands, clean Hire property management co.
Scheduling	Add work-out to the morning	Move mom time to later in the evening
Mind	Make time for creative brain time	Use executive brain function more efficiently

**\* Step 3: Moving Levers**

## TAKE ACTION

- \* Action Plan
- \* Practice
- \* Iterative Improvement

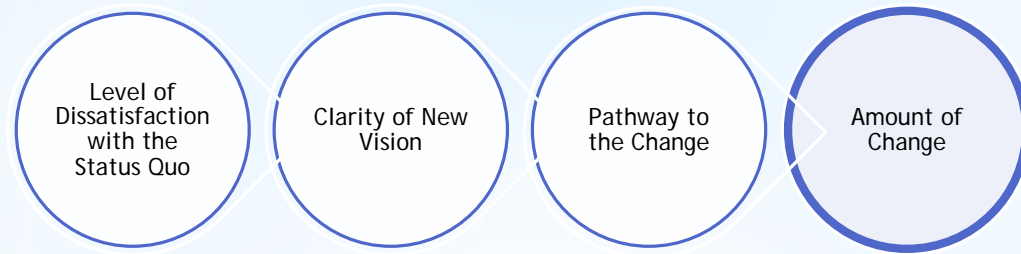
# \* Step 4: Prototyping

Stand in the “what if” and tell the truth of the  
current reality

AND

To hold hope for a better tomorrow

\* **Be a Pragmatic  
Idealist**



\* It isn't about being more efficient or saying "no" to things, but rather saying "yes" to the things I love to do, and moving levers to accomplish that vision

\* **Change Happens**

“There are two types of people in this world,  
creators and destroyers” -George Lucas

\*Questions?