DESIGN
INTERSECTIONS

Design + Data + Behavior
May 24 - 25, 2018

Day 1: Convening
At Chez – 247 E Ontario, 2nd Floor

8.30 *Breakfast*

9.00 Welcome

9.20 Panel: The "Reality/Conceivability" Technology Gap

10.20 Panel: In Algorithms We Trust? Navigating Systems-Based Biases

11.15 *Break*

11.30 Panel: Design, Data and Behavior: Greater than the Sum of Their Parts

12.25 *Lunch + networking at Eataly, 43 East Ohio Street*

2.00 Domain breakouts and expert presentations

3.30 *Break*

3.45 Panel: Looking Around the Corner

4.40 Closing thoughts

5.00 Cocktail reception

6.00 *Adjourn*

Day 2: Workshops
At IIT Institute of Design – 565 W Adams St, 7th floor

8.00   *Breakfast*

8.30   **Session 1 Workshops**

- Sculpting with Data: Data Collection
- Leadership Thought Frames for Innovation
- Sustainable Solutions: A New Approach to Systems Design
- Working Backwards: The Design Planning (and Doing) of Connected Products and Services

11.30   *Lunch*

12.30   **Session 2 Workshops**

- Sculpting with Data: Algorithmic Design
- Behavioral Design for Organizational Leadership
- Designing Live Service Experiments

3.30   *Adjourn*

Design. Data. Behavior.

Three simple words that are not the least bit simple.

"Design" has always been tricky. Any professional designer dreads the seemingly benign conversation-starter: "So, what do you do?" Reply, "I'm a designer" and chances are high the response is, "Oh, interior design?" Say you're a systems designer and prepare for glazed eyes or a hasty excuse that drinks need refilling. Yet we're surrounded by challenges in need of a design mindset that transcends journey maps and processes.

"Data" seems to increasingly feed pearl-clutching punditry about Mark Zuckerberg testifying to Congress, Cambridge Analytica, and the recent arrest of the alleged Golden State Killer based on data trails he wasn't even aware he was leaving. Yet interactions with data are integral to a world in which we expect next-day delivery and assume that entities know what we want before we ourselves do.

"Behavior" is simply... being human. Over the course of a day, a million tiny decisions inform how we perceive our options, how we manage our health, and contribute to building new habits. "Nudging" has become a popularized notion in supporting "good" behavior, yet the prompts and feedback loops that drive what we do—or derail us from doing what's in our own best interest—are much more varied and nuanced than opt-out strategies.

We're here today because as professionals and practitioners—and, perhaps most importantly, as people—we live in a world in which design, data, and behavior intersect to inform some of the knottiest issues of our time.

—Ruth Schmidt
  Visiting Industry Professor and Director of Strategic Initiatives
  at IIT Institute of Design

Why Design Intersections?

For many years, IIT Institute of Design hosted an annual Design Strategy Conference. This intersection of design and strategy not only built on ID's history of bridging design and business, but also demonstrated more broadly that design increases its impact when it intersects with other disciplines.

Fast forward to 2018. The growing list of management consulting firms that have acquired design capabilities only solidifies the case that ID was on to something. But today, this underlying concept of "design and…" now extends beyond strategy to other adjacent fields, and informs how designers work with others to develop solutions.

We increasingly live in a world of intersections. From health care and financial services, to social media and communications, to civic and public policy, the list of disciplines coming to the table as design's "+1" is only growing.

Well-designed, adaptive systems increasingly rely on thoughtful approaches to generating, collecting, and interrogating data. Similarly, an understanding of behavioral science can help designers accommodate the "irrationality" of human behavior when designing these systems. So this year, building on the intersectional approach of the Design Strategy Conference, Strategy passes the baton to Data and Behavioral Science.

As designers, how do we respond to recent breaches and misuse of personal social media data at Facebook? How do we interrogate how algorithms are developed, knowing that subjective bias has a way of creeping in? What does the emerging application of these fields in a systems context mean for the practice of design?

Day 1: Convening

At Chez – 247 E Ontario, 2nd Floor

The "Reality/ Conceivability" Technology Gap

Moderated by John Cain, Visiting Industry Professor at IIT Institute of Design

Recent Congressional hearings on Facebook clearly indicate a widening gap between existing mental models of technology held by folks who have only a partial sense of what's possible, and what's actually technologically possible with machine learning capabilities, "big data" and the location of 'my stuff' in the "cloud". How might we resolve this tension at a time when it is increasingly necessary to participate in a world deeply enmeshed with technology, yet these technologies and tech services also lack regulatory—and conceptual—guardrails?

Ted Booth

**Senior Director User Experience Design
Honeywell Home**

Ted Booth is Head of Global Design for Honeywell Home, leading a global team of UX and UI Designers, Graphic and Industrial Designers, and Design Strategists and Researchers. The team works across the end-to-end experience of a wide range of residential comfort, security, and health products and services for both consumers and professional installers. Honeywell designs are regularly recognized externally by international design awards, like the iF Design, IDEA and Red Dot Design Award. Through his career Ted has worked in both design consultancies and corporate in-house teams. He has a Masters of Human-Centered Communication Design from IIT Institute of Design.

Julia Haines

User Experience Researcher
Google

Julia Haines is a researcher who studies topics at the intersection of technology, innovation, and human practices. She is currently a researcher at Google and a member of the Association of Computing and Machinery's Future of Computing Academy.

She earned her PhD in Informatics from the Donald Bren School of Information and Computer Sciences at University of California, Irvine. In her dissertation research, she investigated the decentralization and diffusion of high-tech startups globally, with a particular focus on the impact of the global spread of the seed accelerator model of innovation. In this work, she conducted ethnographic fieldwork at accelerators in Singapore and Buenos Aires. At UCI, she worked in the Hana Research Group with Judy Olson and Gary Olson, and was also an Intel Science & Technology Center for Social Computing research fellow.

Julia previously earned an MS in Human-Computer Interaction (HCI) at DePaul University and an MA in Social Sciences at The University of Chicago. She majored in both Anthropology and Journalism and Mass Communication (Visual Communication) at The University of North Carolina at Chapel Hill.

Ram Prashad

US CEO
Final Mile

As co-founder of Final Mile Consulting, Ram built the company's practice in global health, sanitation and safety. He now leads Final Mile's business in the United States. Ram has played a key role in building the practice of behavior architecture. Built on the precepts of behavioral economics and design, behavior architecture is a practice that explains and influences behavior in real-world settings.

Ram speaks regularly about behavior architecture in seminars, conferences, and at leading universities. He has advised clients including the Bill & Melinda Gates foundation, USAID, Unilever, P&G, Colgate, United Airlines, J&J, eBay, Indian Railways, and TATA Group.

Prior to founding Final Mile, Ram worked at Unilever, DDB, Lowe, and Wipro, managing innovation, brand management, and mergers and acquisitions.

In Algorithms We Trust? Navigating Systems-Based Biases

*Moderated by Rachel Kaberon, Sole Proprietor and Management Consultant at Arkay Solutions*

Behavioral economics posits that humans are "irrational" and frequently don't act in their own best or long-term interests. "Bias-beating" solutions (such as Applied which promises more equitable hiring), as well as machine learning and AI-enabled services, might be able to support human decision-making in ways that lead to better overall outcomes. Except biases can also be baked into technologies, and are often deeply embedded and reinforced within organizational systems to feel "natural" or "what good looks like."

Florent Buisson

Behavioral Scientist
Allstate

Florent Buisson leads the Behavioral Science team of the Allstate Insurance Company, within the Data, Discovery and Decision Science (D3) department. He previously worked as an economist for a French strategy consulting firm in Paris and Los Angeles, and then as an Analytics consultant for the pharmacy company CVS Health in Chicago. Florent has also taught classes on Behavioral Economics on both sides of the Atlantic. He holds a PhD in Behavioral Economics from the Sorbonne University in Paris and has published articles in academic reviews such as the *Journal of Real Estate Research*.
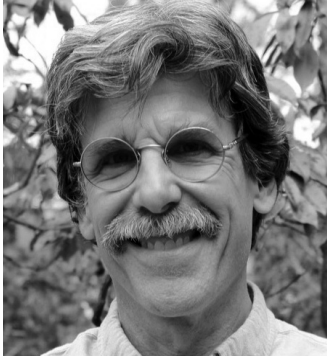
Mark Burrell

Design Director
IBM Watson Health

Mark Burrell, PhD is a clinical psychologist who spent the first chapter of his professional career doing clinical work, teaching, and research in diverse settings. Over the past two decades he has been doing research and designing innovative technology solutions with a particular emphasis on enabling and supporting human discovery, decision making, well-being, and transformation. Mark is currently the Design Director for IBM Watson Health, happily grappling with how to apply cognitive technologies to aid human beings and solve wicked problems in the world of health.

Sarah Reid

Social and Behavioural Insights
Senior Advisor
Ontario Securities Commission

Sarah Reid mixes social and behavioural science with human-centred design to support empirically-grounded and inclusive policy-making, regulation, and operations, at the OSC. She's especially passionate about women's inclusion and empowerment at work. In her current role, she's supporting the OSC to apply principles of social and behavioural science to increase women's representation on boards and executive officer positions in Ontario.

Sarah has consulted, conducted research, and taught in Canada and the United States on a range of topics, including: organizational behaviour, social stratification, work, family, and health. Her work has been published in journals, such as: *Social Science & Medicine*, *Work and Occupations*, and the *Journal of Health and Social Behaviour*.

Design, Data and Behavior: Greater than the Sum of Their Parts

Moderated by Stefani Bachetti, Director, Consulting at dscout

It's abundantly clear that 'data' (or 'digital') is not just a fad, but a way of doing business both operationally and strategically. Behavioral economics principles are increasingly recognized as key contributors to smart solutions, and design has also earned its seat at the table organizationally and in a variety of content domains. Yet many organizations are still struggling to get the best out of these disciplines—either singly or in combination—in consumer-facing solutions, or internally in "back of house" functions like HR.

Jess Leifer

Vice President
ideas42

Jessica Leifer is a Vice President at ideas42, where she focuses on issues in early childhood development and education. Prior to joining ideas42, Jess completed a Masters in Public Policy at the Harvard Kennedy School of Government. She previously worked as a fellow at the Centre for Impact Investing, where she designed a technical assistance program for nonprofit organizations interested in developing social impact bond programs. Her experience includes analyzing student and school performance at Success Academy Charter Schools as well as partnering with the New York City government to provide special education supports for students in need. As an undergraduate, Jess conducted research on self-control and willpower with Dr. Angela Duckworth. She has a BA in Psychology from the University of Pennsylvania.

Josh Lucas-Falk

CEO
Grand Studio

Josh Lucas-Falk is having a busy year. He has recently become the CEO of Grand Studio, a digital product design studio that was formerly known as Moment Chicago. He's also been helping several clients to use generative research techniques to develop successful product strategies and design amazing digital products and services. In his former role as one of Moment's Managing Directors, he helped clients like American Express to implement user-centered design processes at scale. Josh was a developer for a long time before becoming a designer, and he very rarely gets to use his art history degree.

Meghan Webster

**Firmwide Education Practice Area
Leader, Senior Associate
Gensler**

As a Firmwide Education Practice Area Leader at Gensler, Meghan leads teams and projects across contexts that are both global and local, strategic and built, virtual and physical. She helps shape strategic vision, develop new business, leverage research, and build client engagement. Prior to her time at Gensler, she lived and worked in Boston and Germany for Behnisch Architekten, developing an international perspective on architecture. Meghan's vision and focus on delivering results to clients cultivates long-term relationships. She has experience in every phase of the design, management and construction process. Her work with Northwestern University over the past several years encompasses projects at multiple scales, the most recent of which is a strategic, data-based planning project to refurbish and rebrand 1.9M square feet of campus common space.

Meghan's portfolio of education projects includes Capitol Federal Hall for the School of Business at University of Kansas – a building that has received multiple awards since its opening in 2016. She is currently leading the team for the new Columbia College Chicago Student Center, a ground-up building that aspires to redefine this campus paradigm.

A frequent blogger and speaker, Meghan regularly contributes to GenslerOn and has presented at regional and national SCUP conferences and SXSW EDU. With her team, Meghan started a panel discussion series called Dialogues with Gensler. She now moderates the series, covering trends at the forefront of higher education.

Looking Around the Corner

Moderated by Tom MacTavish, Assistant Professor at IIT Institute of Design

In the spirit of "just around the corner…" and the panelists' topics: Where do we see the intersection of the fields of design, data, and behavior going next?

Jim Guszcza

US Chief Data Scientist
Deloitte

James Guszcza is the US chief data scientist of Deloitte Consulting, and a member of Deloitte's Advanced Analytics and Modeling practice. Jim has extensive experience applying predictive analytics techniques in a variety of public and private sector domains. He has also spearheaded Deloitte's use of behavioral nudge tactics to more effectively act on model indications and prompt behavior change. Jim is a former professor at the University of Wisconsin-Madison business school, and he holds a PhD in the Philosophy of Science from The University of Chicago. Jim is a Fellow of the Casualty Actuarial Society and on its board of directors.

Francois Millard

Senior Vice President
The Vitality Group

Francois Millard is Senior Vice President and Chief Actuarial Officer of The Vitality Group, a member of South Africa-based Discovery Holdings Limited, a leading international financial services institution founded on the principles of consumer engagement and wellness. In his current role, Francois is responsible for the incentive structure and actuarial modeling of the US Vitality program. He oversees the reporting methodology and structure for employer clients, as well as the US corporate finance and strategic evaluations. Mr. Millard leads the product research initiatives for The Vitality Group in the US and also works with Vitality's global product development team, contributing to research and modeling on wellness and lifestyle risk assessment used to formulate personalized health goals. Mr. Millard has extensive international experience and knowledge on health and life insurance, including the impact of lifestyle interventions in these fields. Francois moved to US and The Vitality Group from South Africa where he helped established an embedded value framework to evaluate the health and life insurance businesses of Discovery Holdings. Francois is a champion of wellness and healthy living and seeks to encourage others through his active endeavors. In his role with the Vitality Institute, Francois contributes to select research studies and papers to ensure that actuarial science is best leveraged and translated into practical findings.

Shrupti Shah

Managing Director
Deloitte

Shrupti Shah leads GovLab on behalf of Deloitte Consulting LLP's federal government practice. Shrupti is a performance management and public policy specialist with 15 years of experience in the public and private sector. Her specialized knowledge has been sought by Governments, International Labor Organization, World Bank, and Organisation for Economic Co-operation and Development (OECD).

Connected People and Places

Facilitated by Sam Evans, Senior Director, Strategy and Innovation Egg Strategy

Ted Booth

Senior Director User Experience Design, Honeywell

Designing through Change Inside and Out: Stories from the smart home changing customer expectations, market dynamics and organizational culture

Julia Haines

User Experience Researcher, Google

The Value of Multi-Dimensional Ethnography: A research approach that emphasizes the assemblages that constitute our lives, interweaving both digital and embodied experiences, and allows us to explore human experience and action while also accounting for machine agency and action.

Meghan Webster

Firmwide Education Practice Area Leader, Senior Associate, Gensler

Data, Experience, and Impact: Factors fueling a new era for campus planning

Financial Services

Facilitated by Shilpa Mathew, Design Research and Strategy Consultant

Giles Colborne
CEO, cxpartners

Customer Data and the Business of Trust: There's a crisis looming - users are waking up to the fact that companies hold vast amounts of data about them, and they're not happy. In Europe, stronger laws are already in place, but with them have come new business opportunities. Find out what you can learn from financial services giants and startups who are turning trust into innovative businesses.

James Guszcza
US Chief Data Scientist, Deloitte Consulting

Data science and digital tech married with behavioral design: Enabling Customer-Centric Products, Services, and Uses of Big Data

Ram Prasad and Stephan Goetschius
Co-Founder and Chief Design Officer, Final Mile

Defining the Problem, Effectively, at the Intersection of Data-Behavior-Design: It is easy for businesses to identify the existence of behavioral problems, but not always easy to define the problem effectively. How we define them is often the key lever in determining the approach to effective intervention. This discussion will explore the sensemaking frameworks we use (across hierarchies and categories of data) to arrive at effective behavioral problem definition.

Health Care

Facilitated by Maureen Burns, CEO and Co-Founder of Poolside

Mark Burrell

Design Director, IBM Watson Health

Designing for Discovery and Health in a Cognitive World: Discuss and illustrate principles and concepts that designers can apply to effectively utilize cognitive technologies (i.e., "artificial intelligence") to accelerate discovery and improve experiences and outcomes in the world of health.

Jessica Leifer

Vice President, ideas42

Applying Insights From the Behavioral Sciences To Meet Health Care's Triple Aim: Better experiences, better outcomes, and lower costs

Francois Millard

Senior Vice President, The Vitality Group

Device + Data = Healthy Behavior? Not so simple! Learn how Vitality and Apple Watch are working together to improve health through technology, data, design and aligned incentives.

Public Data

Facilitated by Sean Baker, Director of Design Strategy & Operations, The Lab at OPM, Office of Personnel Management

Sarah Reid

Senior Advisor, Social & Behavioural Insights, Ontario Securities Commission

Qualitative and Quantitative Approaches to Behaviour Design: Insights from two case studies on financial decision making

Shrupti Shah

Managing Director, Deloitte

Nudging for good: Behavioral insights in the public policy arena

Gail Swanson

Portfolio Strategist in the Technology Transformation Service (TTS), 18F - GSA

Overcoming tunnel vision: Viewing public innovation in-context

Giles Colborne

CEO and Founder
cxpartners

Giles Colborne is author of *Simple and Usable* and a frequent speaker on the topics of simplicity and delight at UX conferences around the world. He began his career at British Aerospace, working on the usability of critical systems before creating some of the first commercial websites at Institute of Physics Publishing and creating groundbreaking experiences at Euro RSCG network. Today, he's Managing Director and owner of cxpartners, one of the UK's most respected UX consultancies working with clients around the world designing next-generation user interfaces. He's also active in the UX community as a mentor and as 2013 co-chair of IA Summit. Giles holds a BSC in Physics from the University of Bristol, UK.

Stephan Goetschius

Director of Design
Final Mile

As Chief Design Officer of Final Mile Consultancy, Stephan Goetschius has worked extensively in the financial and health sectors, helping to synthesize behavioral design strategies for organizational, commercial and social objectives, as well as designing the products and services that make those strategies tangible.

Examples include structuring choice architectures and communication strategies for Rx selection, heuristic creation and emotional alignment of communication for Rx treatment onboarding, visual and communication strategies for various financial products including balance transfers, personal loans, and UX/UI design strategy for managing credit delinquencies.

A graduate of RISD's Masters in Industrial Design program, prior to Final Mile, Stephan Goetschius worked as an artist, designer and educator at various artist communities in the US and managed his studio building speculative sculpture and commissioned works.

Gail Swanson

Portfolio Strategist in the Technology Transformation Service (TTS)
18F - GSA

Gail applies her strategy focused approach to design in a wide range of industries; molding technology into usable systems for humans. She is currently serving her country as a portfolio strategist for the Technology Transformation Service after building the Strategy Chapter at 18F. Using deep design leadership experience across industries and business models, she examines challenges through a variety of lenses. She connects the varied interests and disciplines working in an enterprise to amplify individual impact and deliver more value with less friction. In short, Gail helps you solve complex problems without blowing yourself up.

Day 2: Workshops

At IIT Institute of Design – 565 W Adams St, 7th floor

Track: Prototyping with Data / Morning

Sculpting with Data: Data Collection

Hyper-customized products and services—designed so that each user receives an experience scoped uniquely to them—is at last becoming a viable approach in physical product and service design. In this hands-on workshop, students will explore how the collection of data on individual users can be integrated into every aspect of the design process—not only in insight discovery and process streamlining, but also in the direct shaping of final products and experiences. The morning workshop will include a hands-on tutorial on how various sensors can be implemented, combined, and deployed to measure human intentionality and biomechanics. Participants will collect live data samples from themselves and their environment, and use contemporary data exploration tools to discover trends, patterns, and insights.

Track: Prototyping with Data / Afternoon

Sculpting with Data: Algorithmic Design

The collected data from the morning will become the raw material for contemporary algorithmic design tools, which participants will use in the afternoon to directly sculpt products and envision inclusive interactions and services that are hyper-customized to specific users. Discussions about emerging resources in digital fabrication, the overlap between contemporary form design and data visualization, remote data collection techniques, and applications for machine learning in design will be included alongside case-studies from the realms of architecture and urban-planning—where hyper-customization is already being tested at large scales. Participants will leave the workshop having designed a thing that in turn designs an infinite variety of other things, enabling every potential user to have an experience that is fundamentally designed for them.

Zach Pino

Studio Instructor of Digital Products
IIT Institute of Design

Zach aims to transform the effects of the physical world around us into designed objects and fabrication processes which surprise, mystify, and encourage contemplation. With forms inspired by his longtime experience in mathematical paper folding and pop-up book making, Zach's designs feature modularity, sonic and optical effects, and kinetic mechanisms. In addition to working on self-initiated design-projects and working directly with clients, Zach currently teaches parametric modeling, digital design fabrication methods, paper folding, and electronics prototyping.

Track: Leadership / Morning

Leadership Thought Frames for Innovation

In addition to the variety of methods and skills needed to practice good design, innovators need additional competencies to be effective leaders. Some of these competencies for producing smart innovative thinking are non-negotiable and well-known: managing teams, efficiently producing good results, and leading innovation projects within the context of organizations. But in addition to these practice-oriented skills, innovators also need competencies that are more oriented toward shaping thought leadership within—or even across—organizations, such as successfully inspiring teams and other stakeholders to convert ideas into valuable, real-world solutions. In other words, good practice leadership is necessary, but only half the challenge; helping those ideas take root, and helping teams rally to support the successful implementation of innovation challenges, also demands that we be thought leaders who can foster innovation through the use of trustworthy and well-informed thought frameworks.

This workshop will discuss an overview of thought frames—innovation attributes, processes, teams, trends, stakeholders, principles, offerings, systems, platforms, sustainables, and policies—that fall into four buckets: innovation basics, innovation drivers, innovation outcome, and innovation impact. In addition to the overview, the workshop will include a deeper dive on one or two key frameworks from the set in the form of a hands-on exercise.

Vijay Kumar

Professor
IIT Institute of Design

Vijay Kumar is a professor at the IIT Institute of Design and leads the Strategic Design Planning and the Design Methods programs. For more than 12 years he was the chief methodologist at Doblin Inc. (now Doblin | Deloitte) a global innovation firm. He has also led his design consulting practice in India for more than 7 years.

With over 30 years of global work experience, Kumar has taught, published, lectured, and consulted throughout the world about how to use structured methods, tools, and frameworks for conceiving reliable human-centered innovations and turning them into strategic plans for organizations. His research is focused on framing up emerging innovation opportunities in education, health care, communication, retail, social reform, and emerging markets among others. He also consults with companies and organizations around the world for planning innovations using systemic, structured, and user-centered methods.

Kumar is a frequent speaker and is widely published on the topic of innovation. He regularly conducts executive workshops on innovation for organizations around the world. He is the author of the book, *101 Design Methods: A Structured Approach for Driving Innovation in Your Organization*.

Track: Systems design / Morning

Sustainable Solutions: A new Approach to Systems Design

As designers assume leadership in large organizations and public institutions, they are being challenged with complex systemic issues that require new approaches to problem definition, as well as to solution finding. In this workshop we will present a unique playbook utilizing concepts from social science, environmental management, and design as "innovation lenses" to approach complex systems challenges, such as urban mobility, considering the multiple levels (macro, meso, micro) in which systems as designed. Through the application of tools and frameworks from the playbook, participants will learn about the ethnography of infrastructures and explore opportunities for innovation based on sustainable principles, and will leave with a version of the playbook in order to apply this design-centric, sustainability-embedded approach to complex systems of interactions in their own work settings.

André Nogueira

PhD Candidate
IIT Institute of Design

André Nogueira is a PhD candidate and adjunct faculty at IIT Institute of Design. His research focuses on decision-making in complex spaces of innovation, and sustainable solutions in socio-ecological-technical systems. André currently leads projects examining complex issues in public health, sustainable food systems, brownfields redevelopment, and collaborative practices for local circular economy in Chicago. Previously, André worked on projects related to corporate responsibility, business development, and urban design and architecture, in Brazil, Mexico, and the United States. André holds a MS degree in Urban Regeneration, a Master's degree in Geography, Cities, and Architecture, and a dual major BS in Architecture and Urban Design, in Sao Paulo, Brazil.

Working Backwards: The Design Planning (and Doing) of Connected Products and Services

From consumer products and services, to industrial systems and environments, the impact of digital technologies can be seen just about everywhere. The social, technological and environmental effects of today's technology are pushing businesses to become data-driven enterprises—a move out of familiarity and today's comfort zone—yet many businesses bring familiar mindsets such as ownership, accumulation and extraction (to name a few) to the new frontiers of data and information. This workshop will explore the role for design in helping businesses advance their missions using data, focusing on mindset shifts (what designers need to know now, and awareness of the analytical, creative, and political dimensions of complex socio-technical systems like thermostats or self-driving cars), methods for framing the problem (shaping tech-enabled systems towards meaningful, sustainable, and more humane outcomes) and new techniques (how to design smart-connected products and services as something other than tech solutions in search of a problem or something mindlessly added on at the end).

John Cain

Visiting Industry Professor
IIT Institute of Design

John Cain is a design strategist, serial entrepreneur, and educator whose work has consistently focused on innovation—developing robust methods for creating products and services amid the startling challenges and opportunities of the past three decades. In the face of new technologies, globalization, and the current Data Economy, he has persisted in applying an integrative approach, drawing on the humanities, technology, and design traditions to inform his own work, and that of his clients and students.

Cain received his undergraduate training at the Institute of Design, IIT, and at Yale's Brissago Design Program. Cain began his career at Jay Doblin & Associates (later Doblin | Deloitte). In 1994, Cain and Rick Robinson, PhD, co-founded the pioneering human-centered research firm E-lab, widely recognized as the first standalone social research and design services firm. In 1999, E-Lab was acquired by Sapient Corp., a technology consulting firm. Cain was involved in a subsequent series of start-ups in health care (HWT, acquired by UnitedHealth Group), and Iota Partners (a data-led consumer intelligence service acquired by SapientNitro in 2013). Cain is currently active in a number of ventures including consumer products, data, and analytics start-ups. He is a frequent writer and lecturer on topics ranging from experience design and consumer research, to innovation, data analytics, and the internet of things.

Track: Leadership / Afternoon

Behavioral Design for Organizational Leadership

The state of being human is a state of constantly navigating uncertainty, whether in our personal lives or at work. And yet... while organizations increasingly have strategies to understand and design for end user "irrational" behavior, we're still just as human between the hours of 9 to 5. In fact, the rational approaches to navigating uncertainty that we apply in business contexts can accidentally introduce Trojan horses of cognitive bias of their own, whether prioritizing more measurable attributes over hazier, but equally important ones; introducing mis-aligned incentives ("Be innovative! But remember your job depends on delivering that Q3 revenue"); or a tendency to shape or dismiss new inputs to confirm what we already know.

To make things worse, not all cognitive biases manifest within neatly defined activities, and some cultural norms and bias-based behaviors may in fact seem normal—even natural—because we are so used to them. This can lead to leadership "blind spots" that keep us from seeing the signals that indicate behavioral tensions, or even the conditions that lead to them. In this workshop, we will explore concepts and a framework to identify behavioral blind spots within organizations, and introduce strategies to begin to address them.

Ruth Schmidt

**Visiting Industry Professor and
Director of Strategic Initiatives
IIT Institute of Design**

Ruth Schmidt is a Visiting Industry Professor and Director of Strategic Initiatives, having taught courses across Behavioral Design, Communication Theory, and Semiotics since 2009. Prior to joining ID, Ruth served as a senior leader at Doblin | Deloitte for over eight years, where she led teams in applying design-informed innovation strategy to solve complex challenges and grow new innovation functions within client organizations, most regularly in the health care and financial services industries.

Throughout her time at Doblin Ruth led the development of Doblin's Behavioral Design POV and practitioner toolkit, which integrates key principles from behavioral economics with the perspective of user experience to provide an actionable, disciplined approach to de-risking innovation and increasing user adoption. She has presented on behavioral economics and communication theory + design at multiple institutions, publications, and conferences. Ruth received a BA in Semiotics from Brown University and a Masters of Design at IIT Institute of Design.

Track: Systems design / Afternoon

Designing Live Service Experiments

Human-centered design methodology is great at uncovering insights that ground great ideas, and iterative feedback from users helps shape ideas to make them better. But often, even with user feedback, designers still launch services that fail or underperform... despite best-laid plans and attention to detail, somehow they missed an important element. With a new and complex service, it is nearly impossible to predict all of the factors that will influence the success of an idea in artificial situations; these need to be tested out in the real world, with real people, using an experimentation mindset. This workshop will use a case study approach to construct a series of experiments that takes participants through the service experiment process with a lens toward de-risking solutions, using tools and methods that can then be applied to real world service development.

Mark Jones

Visiting Industry Professor
IIT Institute of Design

Mark is an award-winning service designer who will bring his extensive design background and broad experience in qualitative and quantitative research methodologies to the ID curriculum. Prior to joining IIT Mark was VP of Design at UnitedHealthcare, and Managing Director of IDEO Chicago where he worked on projects that include reinventing retail banking for State Farm, designing a new service strategy for Walgreens, and developing a health care toolkit called Gutcheck that helps patients achieve better cancer-screening outcomes. Mark's diverse design background includes clothing and jewelry design in New York, and 5 years as a technology futurist at Accenture.

Partners

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Fidelity**Labs**

FIVE BY FIVE

ACTION DESIGN NETWORK

AIGA Chicago

dmi:
design
management
institute

iDSA CHI

SDN
SERVICE DESIGN NETWORK

Lucas J. Daniel Lecture in Sustainable Systems

May 24, 6p at Chez – 247 East Ontario Street

Systems, Stomata and Serendipity: Accelerating the Sustainability Revolution

How can designers and entrepreneurs lead and generate 'systems innovations' that rapidly address the world's most pressing social and ecological problems? Special guest lecturer, William Rosenzweig illuminates novel practices and innovative collaborations that are producing positive impact at scale.

Master of Design Methods Program Preview

May 31, 9am online and June 7, 5:30p at 565 W Adams St, Chicago

Master of Design Methods graduates are uniquely positioned to be more effective leaders in our complex, changing world. Learn how and why from IIT Institute of Design students and faculty during these program previews.

2018 Summer Open House

July 12, 5:30p at 565 W Adams St, Chicago

At IIT Institute of Design, we provide students with the skills needed to identify, dissect and solve complex problems facing organizations around the world. Take the next step in becoming a change agent by attending our Open House.

See the full calender of events at *tiny.cc/idevents*.

MDM

Master of Design Methods

"Today, stakeholders want solutions and storytelling rooted in user centric narratives, the solution itself is not enough. In order to connect and win with users, meaning is the new currency. The MDM program gives me the tools to identify insights and opportunities.

After my first semester in the MDM program, I was applying frameworks and building meaningful user centric design narratives on client projects."

Michael Sauer
Client Strategy Director, Magnani Continuum Marketing

The MDM degree was created for mid-career professionals who want to increase their impact through design-driven innovation. The program provides rigorous frameworks and methods that working professionals can apply to complex problems. The program attracts students across design and non-design fields, yielding an interdisciplinary mix of perspectives that has become a hallmark of the program.

We are accepting applications through July 1 at id.iit.edu.

Founded 80 years ago in Chicago as the New Bauhaus by László Moholy-Nagy, with a purpose of "ensuring … society has access to the maximum use of constructive abilities for its benefit," IIT Institute of Design (ID) is the sole graduate-only professional design school in North America. Grounded in design strategy as well as in human-centered design and systems thinking, ID offers leading Master's and PhD programs in design and design-driven innovation. By educating the next generation of designers in relevant, emerging practice, ID develops pioneering thinkers and interdisciplinary problem solvers who navigate and facilitate change across complex systems.

id.iit.edu

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We'd also like to thank the invited experts, panel moderators, and break-out facilitators who provided time and expertise to help us collectively interrogate the intersection of design, data, and behavior.

Finally, enormous gratitude to participants and attendees who were able to join us, and who made this a broader conversation.

It is our sincere hope that after leaving Chicago that there are some thoughts you can't shake, that you walk down the street and see things differently, or that you read an article with a new lens. If that's the case, we did our job here.

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