NSW YOUNG LAWYERS

ANNUAL ASSEMBLY

Saturday 9 November 2024

THE LAW SOCIETY OF NEW SOUTH WALES
young LAWYERS

DESIGN THINKING BASICS

Linda-Rose Daya and Cassandra Brian

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HELLO!

Linda-Rose Daya

Head of Legal Project Management and Design

Cassandra Brian

Senior Legal Transformation Manager

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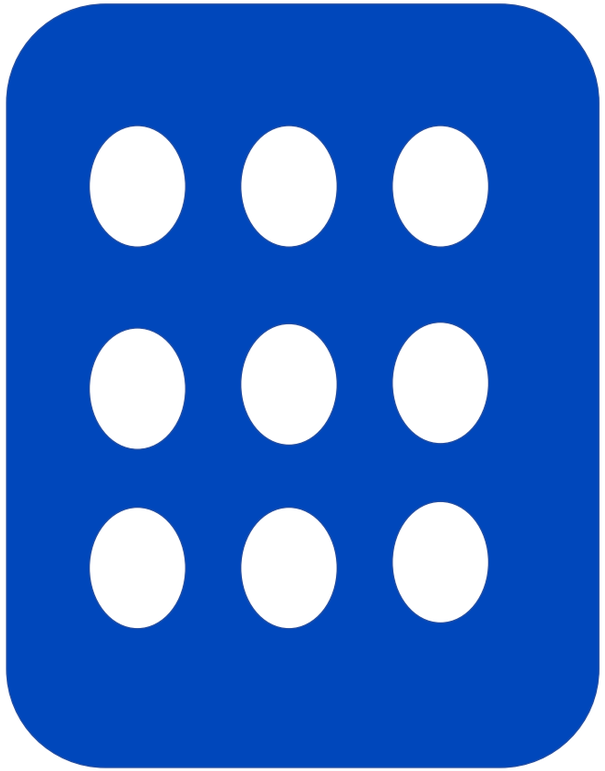
WHAT WE WANT TO ACHIEVE TODAY

1. Think about how we think and have some fun.
2. Explore design thinking techniques.
3. Focus on problem definition and ideation as solution strategies.

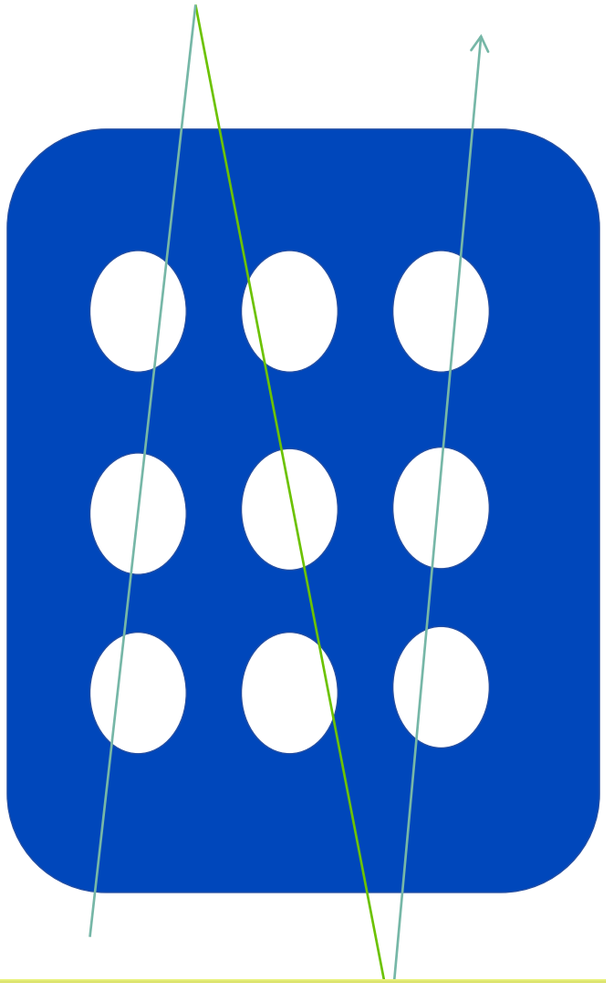
CONNECT THE DOTS



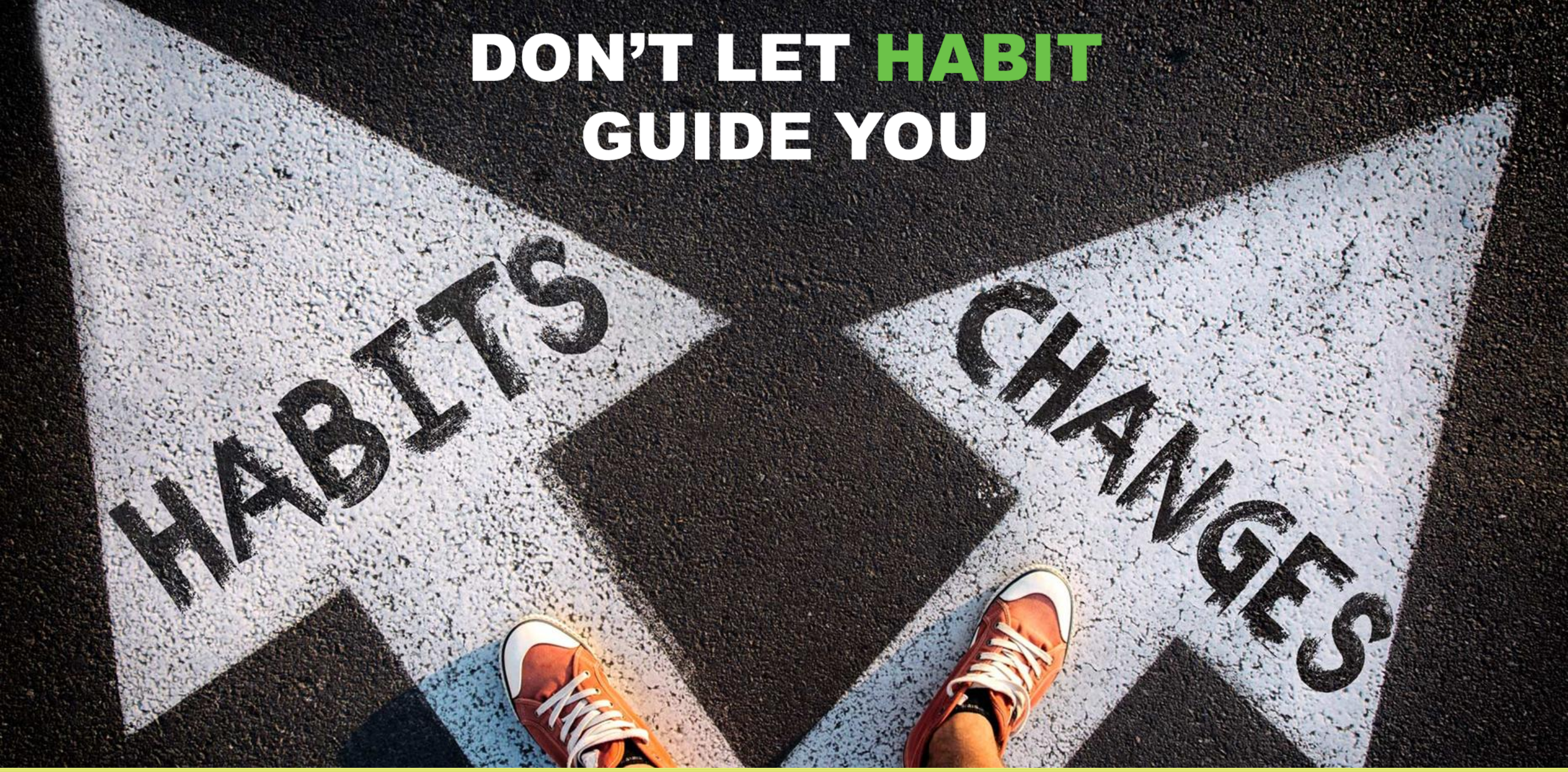
RULES:

- You may use a maximum of 3 straight lines
- You cannot lift your pen up once you have started
- You must connect all 9 dots

CONNECT THE DOTS



DON'T LET HABIT GUIDE YOU



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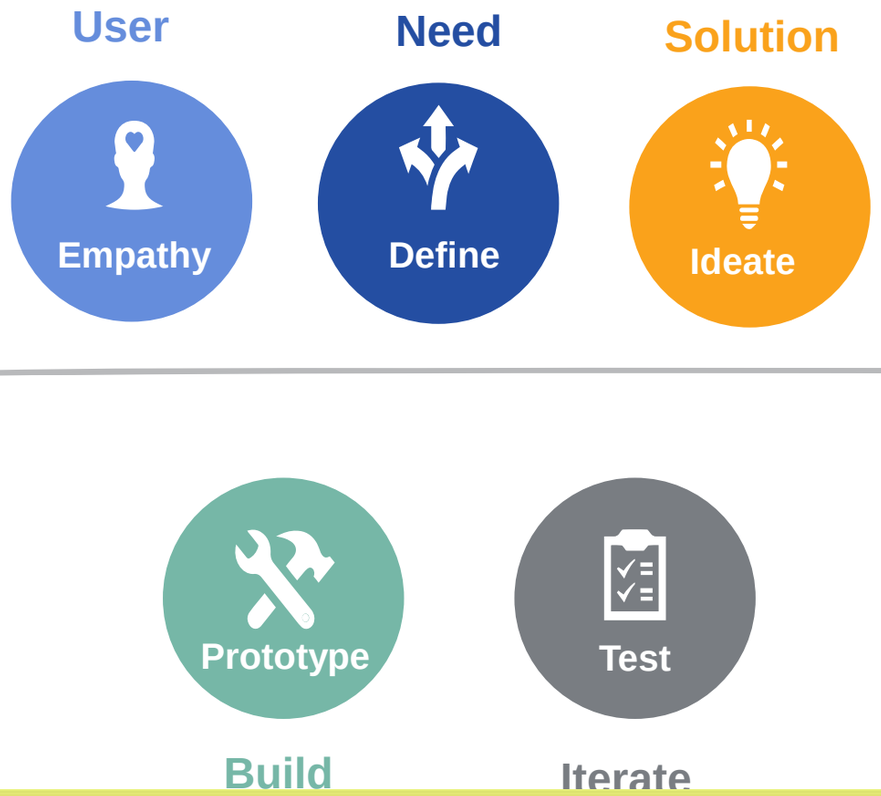
DESIGN THINKING

DESIGN THINKING IS USEFUL FOR WHEN …

- You have a complex challenge.
- The same problem comes up over and over again.
- You think you know the solution and want to test it.
- You have no idea how to get started or where to start.

THE DESIGN THINKING PROCESS

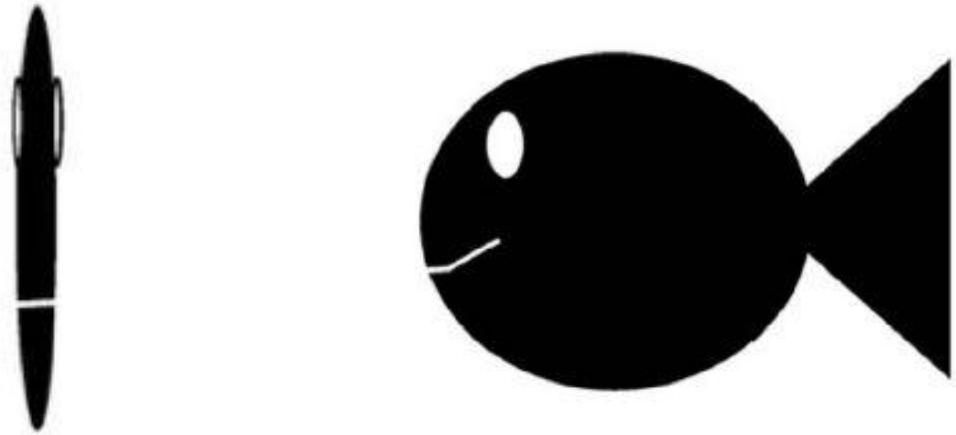


DEFINE YOUR PROBLEM STATEMENT

LET’S THINK ABOUT HOW WE THINK

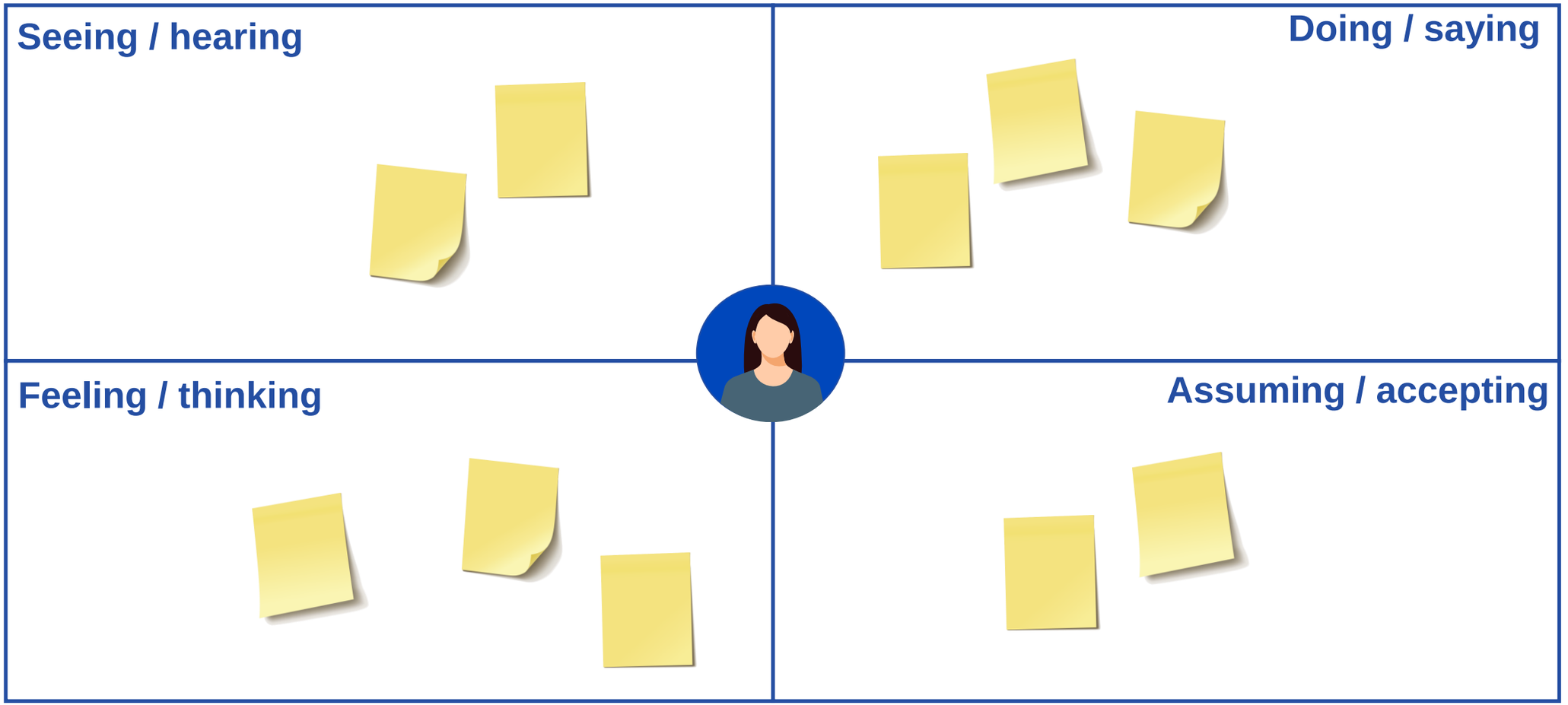
What do you see?

Why do we see different things?



DEEP DIVE

EMPATHY MAPPING



WHY?

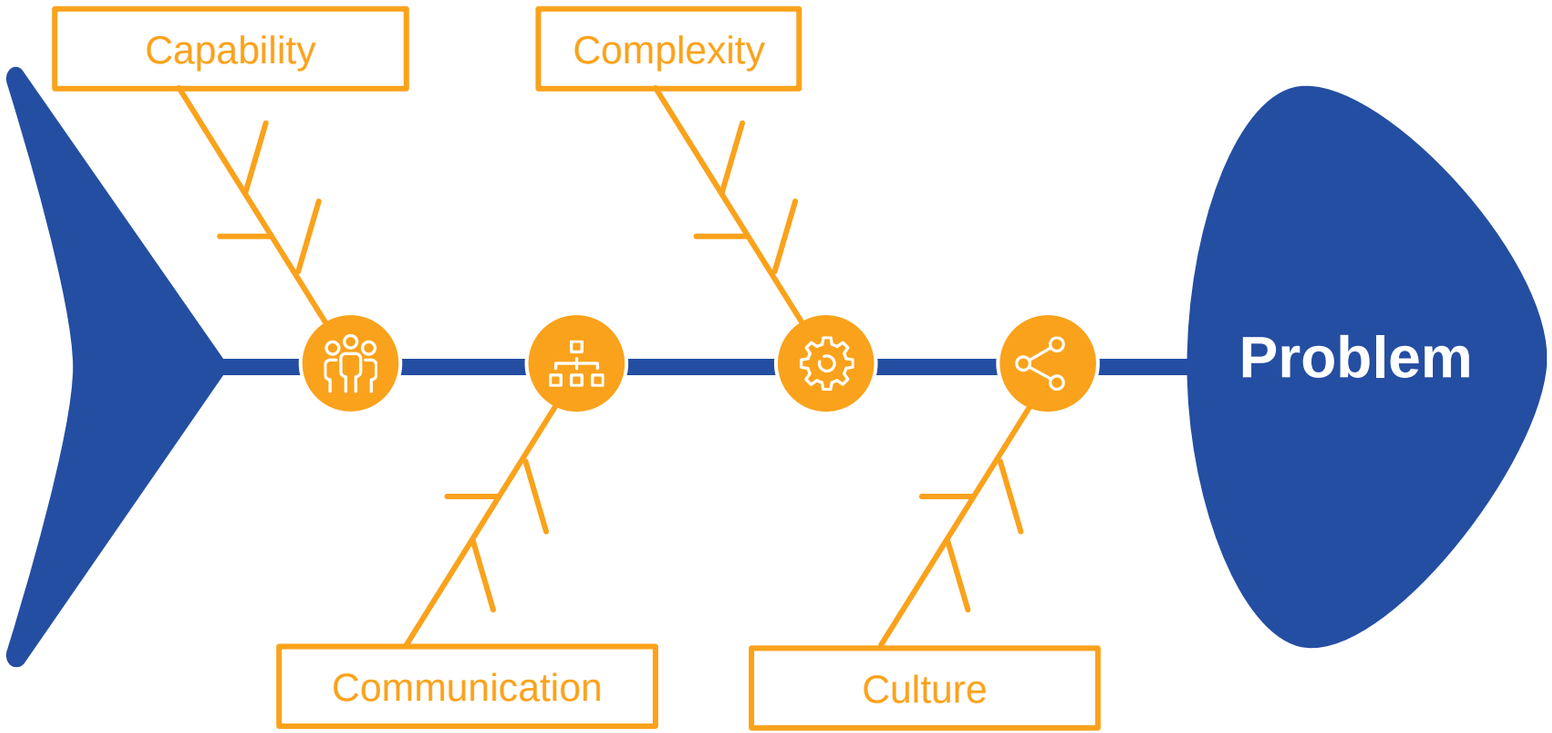
WHY?

WHY?

WHY?

WHY?

FISH BONE ANALYSIS



REFINE YOUR PROBLEM STATEMENT

PROBLEM STATEMENT TEMPLATE

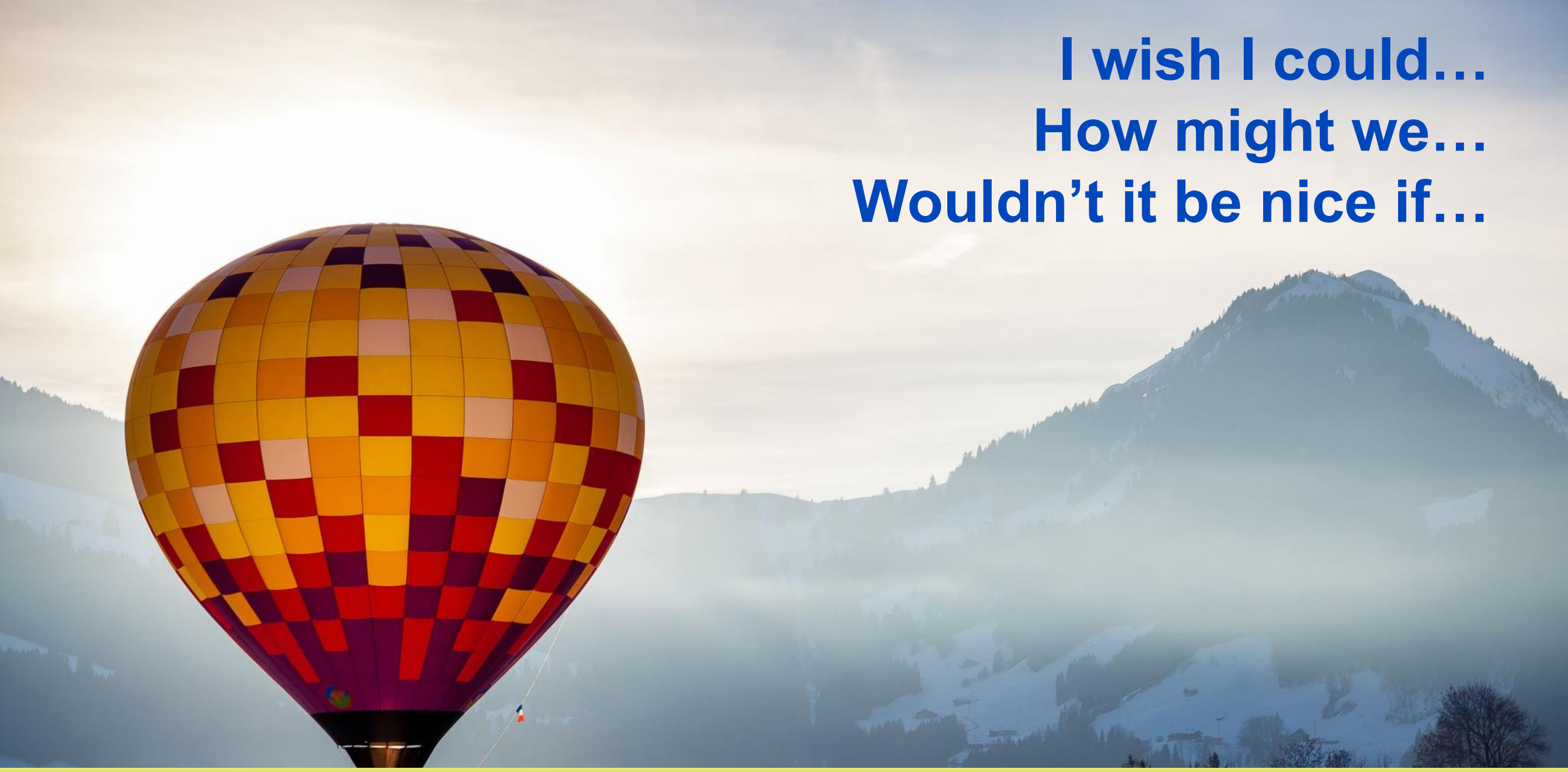
1. **Who** has the problem/is impacted by the problem?

2. **What** is the problem? (describe the issue/need)

3. **Where/when** is the problem occurring?

4. **Why** is it important to address the problem?

DEFINE YOUR OPPORTUNITY STATEMENT



I wish I could…
How might we…
Wouldn't it be nice if…

Live in a parallel universe …

IDEATION

UBER

IKEA

McDonald's

LEGO

amazon

Meta
EARTH
Mars
SATURN
Venus

EVALUATING YOUR FRONT RUNNER

COLLECT, CATEGORISE AND NARROW DOWN

FOUR CATEGORIES

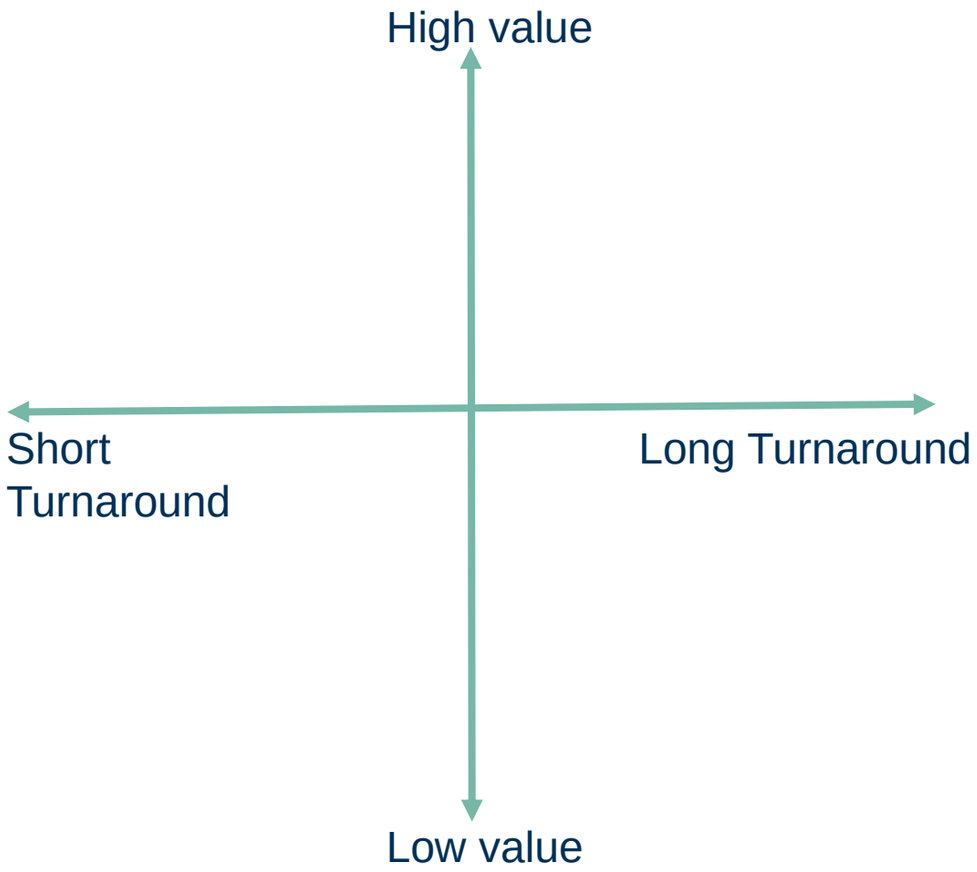
Most rational

Most delightful

Darling

Long shot

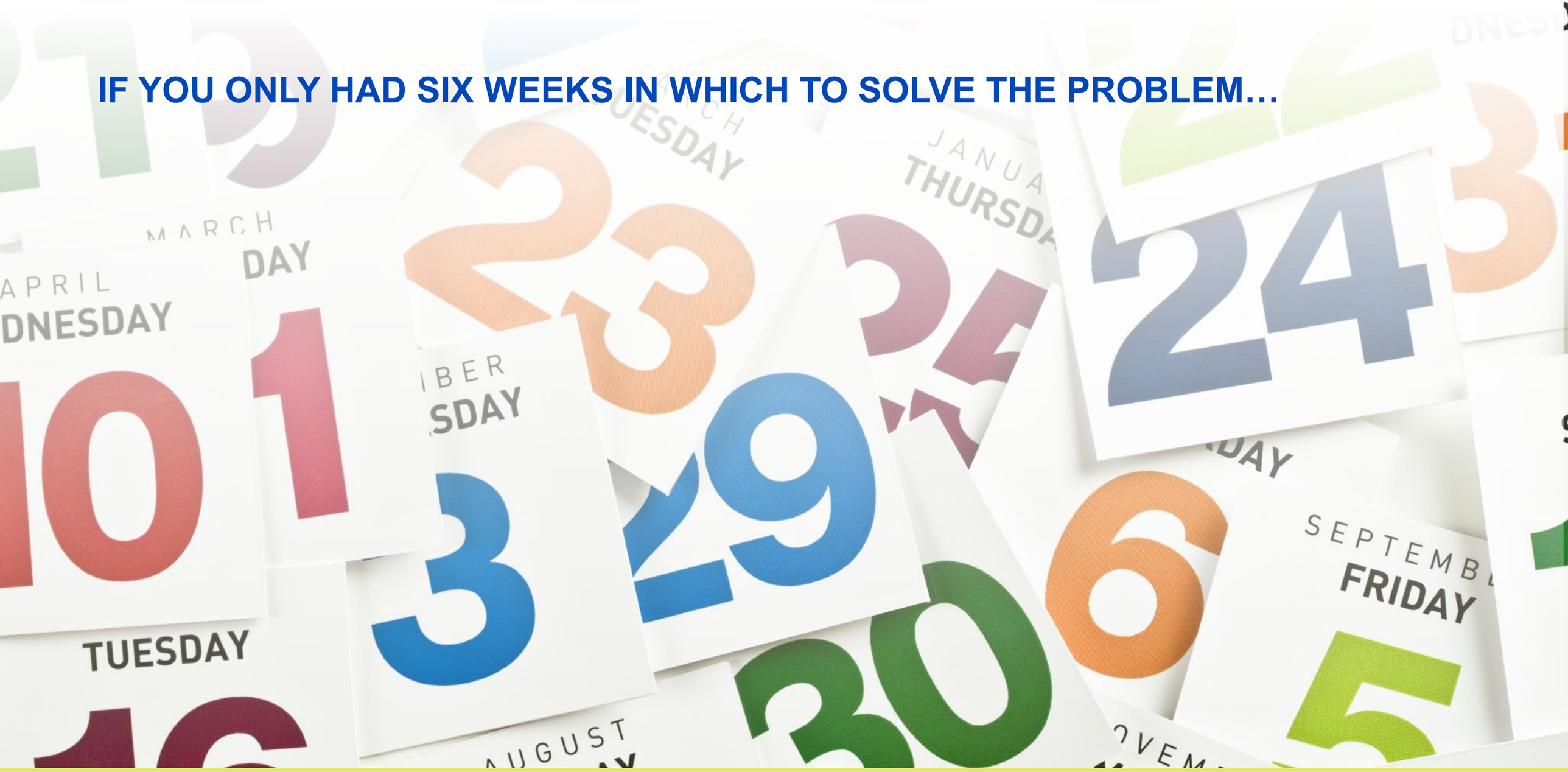
WHAT'S IMPORTANT NOW?



Identify your drivers

+ Improve outcomes
+ Work more efficiently
+ Respond to resource constraints
+ Encourage self-service
+ Deliver user-centric services
+ Respond to feedback
+ Prioritise more effectively
+ Provide solutions
+ Help end-users
+ Improve relationships
+ …

IF YOU ONLY HAD SIX WEEKS IN WHICH TO SOLVE THE PROBLEM…



DRAFT YOUR SOLUTION AS A STORY

- What is your solution?
- How will it benefit your target audience?
- If you did nothing, what would be the result?
- What, if any, additional information do you need?
- What, if any, assumptions are you making?

IS THIS A GOOD IDEA?

- Does it fit/meet the need? Is there demand?
- Does it meet the requirements in your problem statement?
- Does it answer our “How Might We” questions in a satisfying way?
- Is it different enough from what exists to add additional value?
- If applicable, is the technology available?

REDESIGN A CURRENT SOLUTION

SPIN

KEEP YOUR EYES ON THE PRIZE

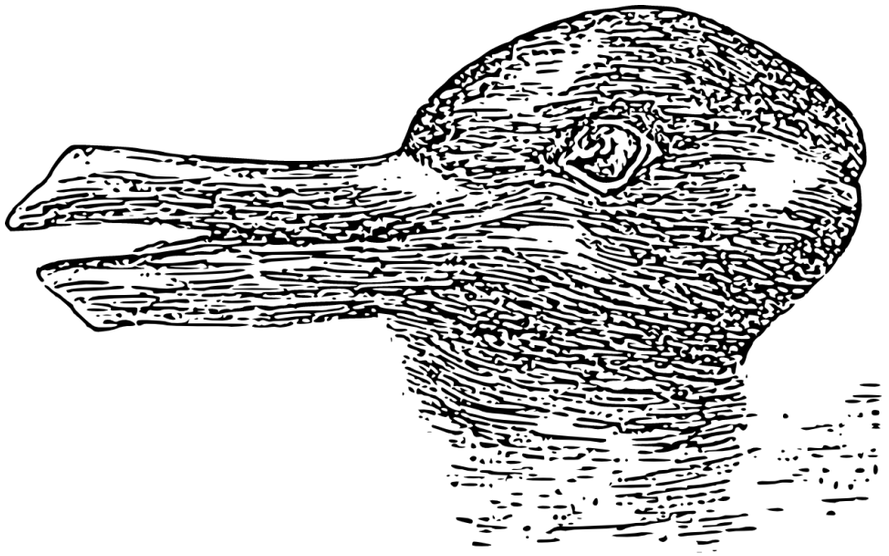
GUIDING LIGHTS

ROADBLOCKS AND
BLOCKERS

ASSUMPTION
CRUSHER

LET’S THINK ABOUT HOW WE THINK

WHAT DO YOU SEE



The original Duck-Rabbit Ambiguous Figure was created by an anonymous illustrator in the late 19th Century.
It was subsequently published and popularized by Joseph Jastrow (1900).

TAKEAWAYS

OPEN MIND
TRUST THE PROCESS
FOSTER EXPERIMENTATION
PEACE WITH UNCERTAINTY

THANK YOU

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Head of Legal Project Management and Design

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