Lego Serious Play: bringing creative collaboration in UX

A playful overview of LSP



Patrizia Bertini

Presented at MEX2015, London 25th March 2015



Lego Serious Play: bringing creative collaboration in UX

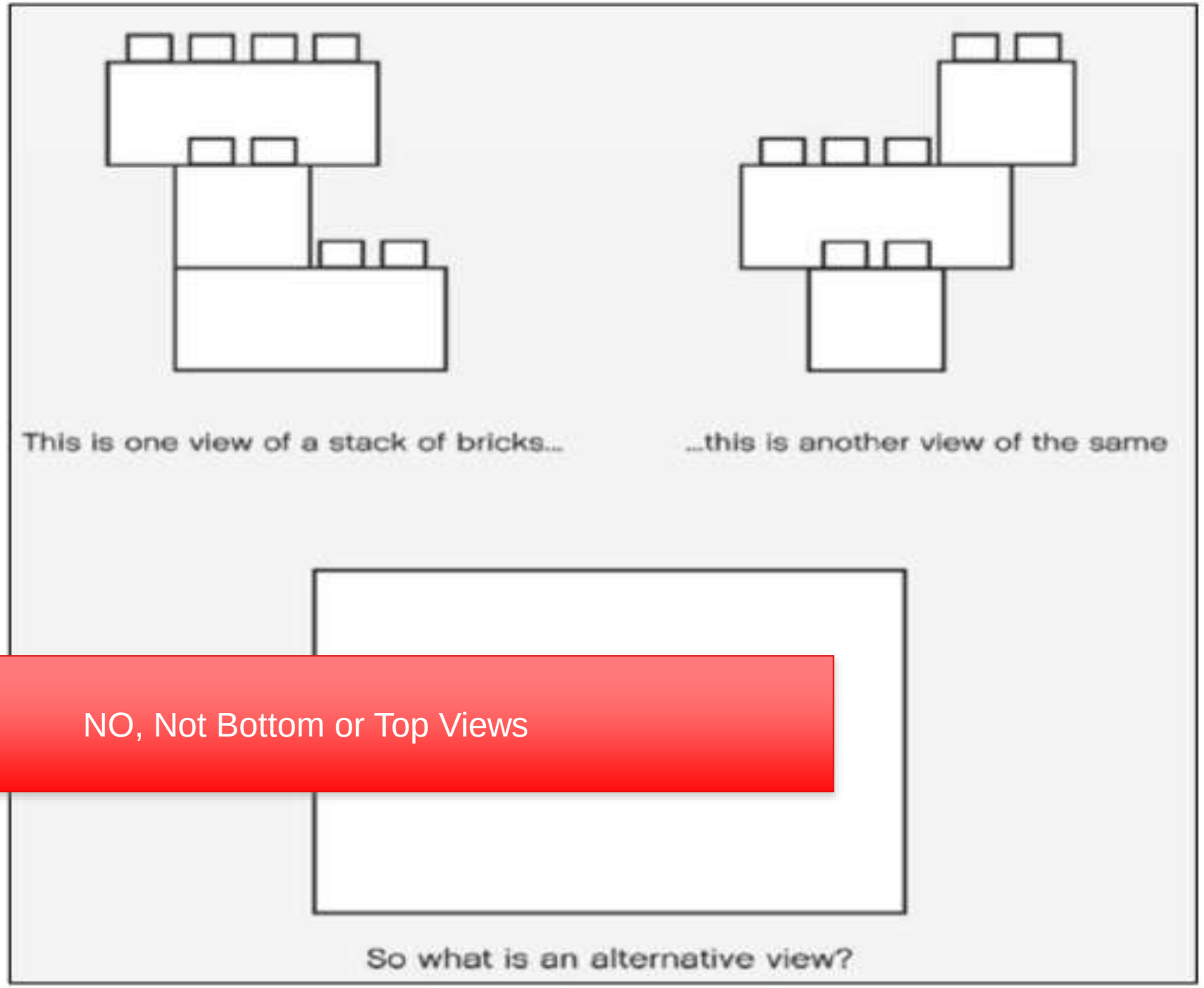
A playful overview of LSP with live demo
#LSP_MEX

Patrizia Bertini
Lead Experience Consultant

@legoviews | patrizia.bertini@wipro.com

Hands On!





NO, Not Bottom or Top Views

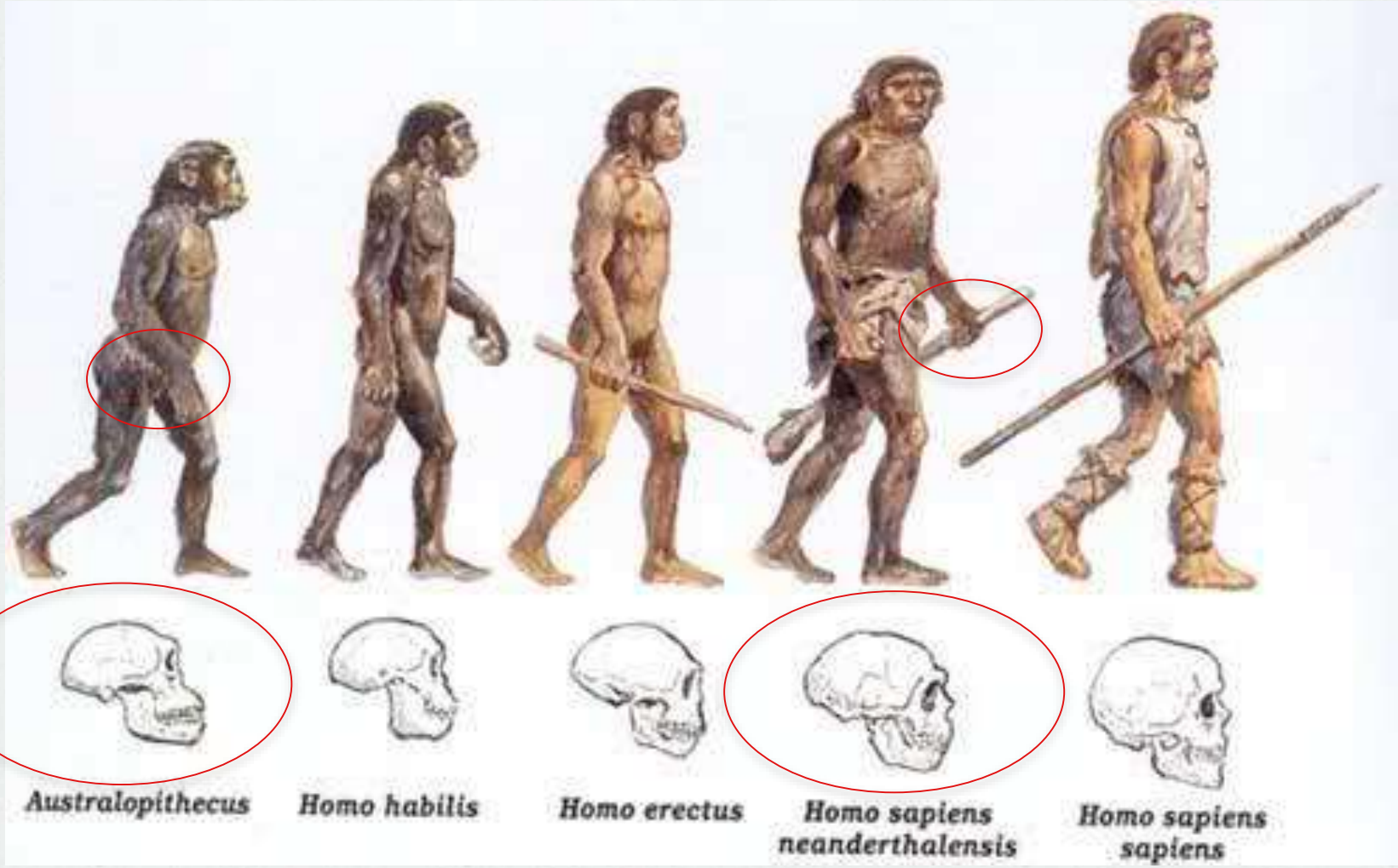
Hands & Brain connection

Hands know more than you know!



The evolution of the connection

Hands & brain evolved simultaneously



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

Experience Economy

It's all about the experience!

"Customers want more than a good product or service; **they want to enjoy the experience of using a product or service**, which begins with their first interaction with a company.

So if, in spite of all your customer-service training and "customer-facing" procedures, policies, and scripts, customers aren't **feeling the love**, you're in trouble. Love? Yes.

S. Scott



Innovation fails if we fail…

…To understand what is in the head of the customers!

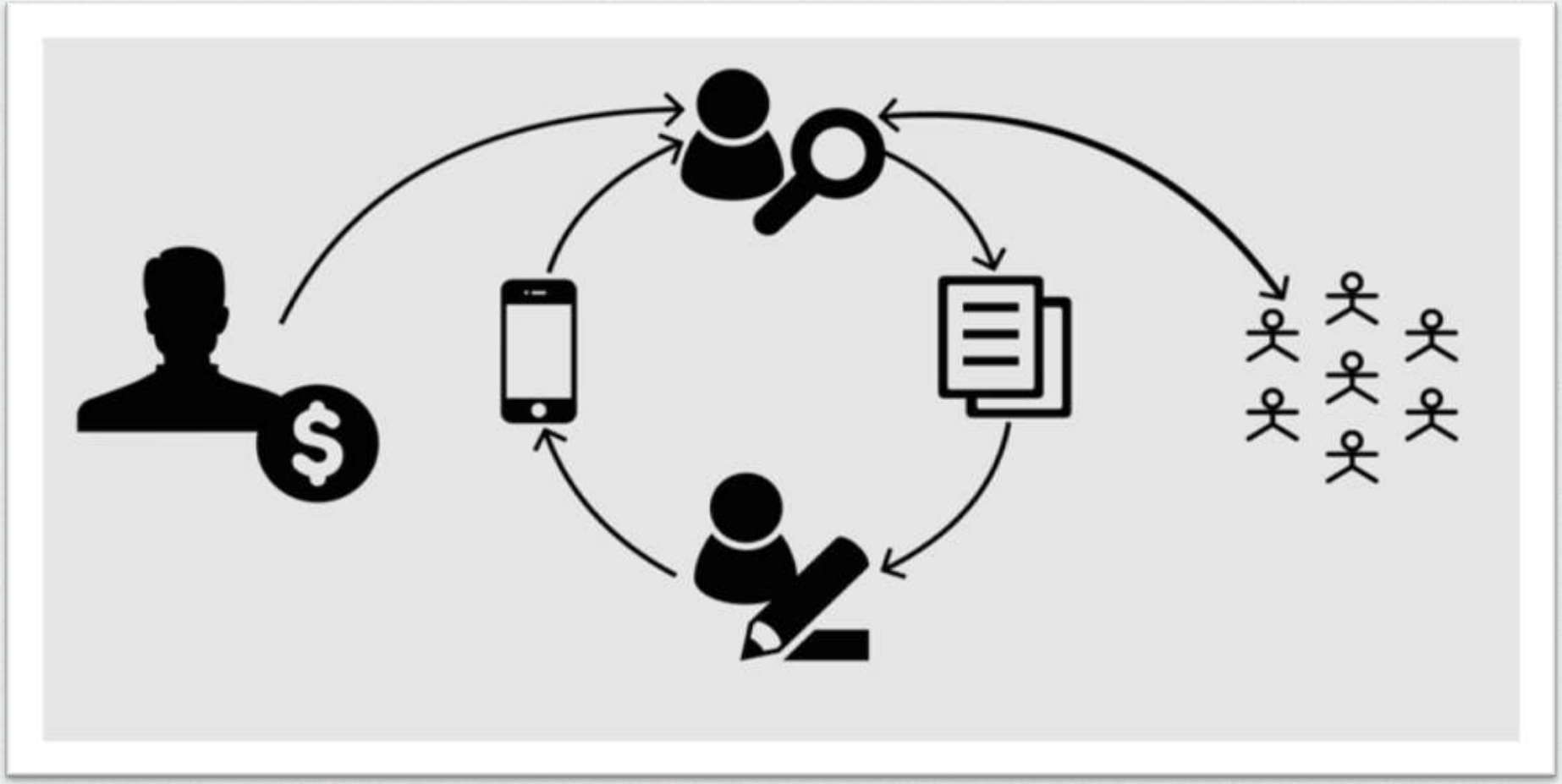


Most innovation fail because it is so hard to **get** inside **the heads of potential customers**, to know whether they will really take up what seems a promising product.

C. Leadbeater 2008

If researcher & designer are man in the middle

... How can organisations have conversations and understand their users?



Any volunteers…

Brave enough to play?



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

It all started 20 years ago…

IMD Geneva, Mid 90s

Johan Ross & Bart Victor @ImagiLab



Robert Rasmussen
LEGO Head of LSP Trainer



Constructionism

Concrete thinking

Constructionism shares constructivism's connotation of learning as 'building knowledge structures' […]. It then adds the idea that this happens especially felicitously in a context where the learner is engaged in constructing a public entity.

Seymur Papert



Embodied cognition

The mind-body paradigm shift



[the mind] arises from the nature of our brains, bodies, and bodily experiences. This is not just the innocuous and obvious claim that we need a body to reason; rather, it is the striking claim that the very structure of reason itself comes from the details of our embodiment…

Lakoff & Núñez

Perceptions explained by experience

Can you recognise these?

Your claims are *indefensible*.
He *attacked* every weak point in my argument.
I *demolished* his argument.
I've never *won* an argument with him.
He *shot* down all of my arguments.

Arguments are wars

Love is a Journey





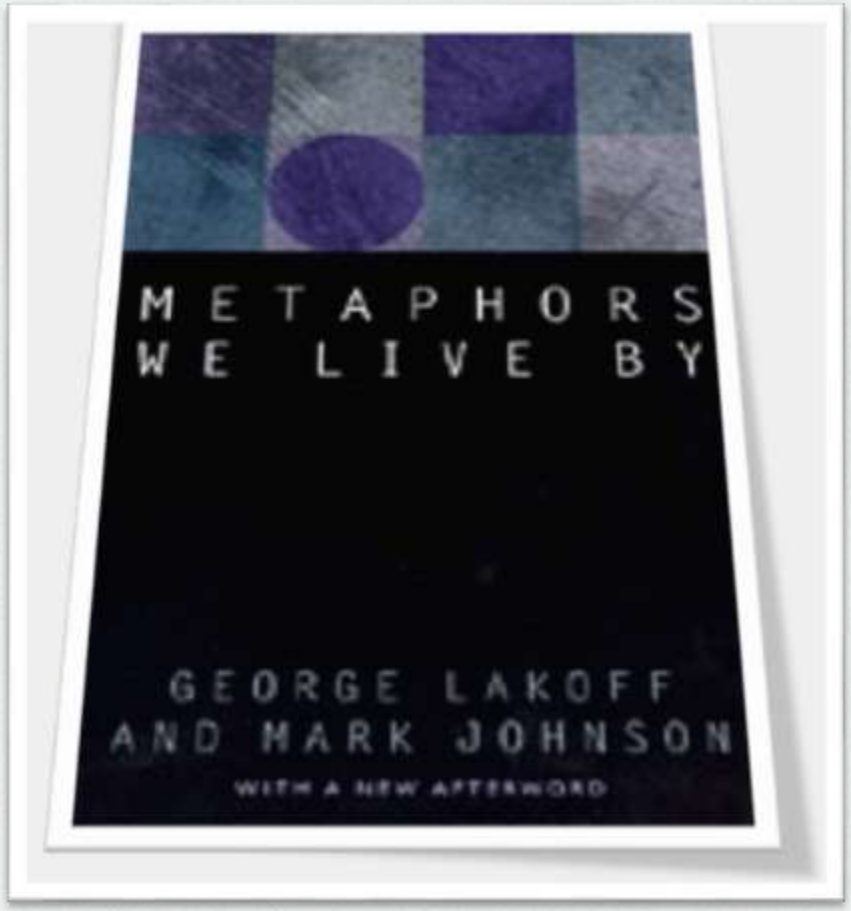
It's been a long, bumpy *road*.
Look *how far we have come*.
We are at a *crossroads*.
I do not think this relationship is *going* anywhere.
We are *stuck*.
We *have gotten off the track*.
We'll just have to go our separate *ways*.

Metaphors

Saying things by analogy

"The mind is inherently embodied.
Thought is mostly unconscious.
Abstract concepts are largely metaphorical."

Lakoff



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

What’s the opposite of playing?

Hint: it’s not work!



In playing, we create imaginative new cognitive combinations. And in creating those novel combinations, we find what works.

S. Brown

© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

Why these companies use LSP?

And there are plenty more...!





















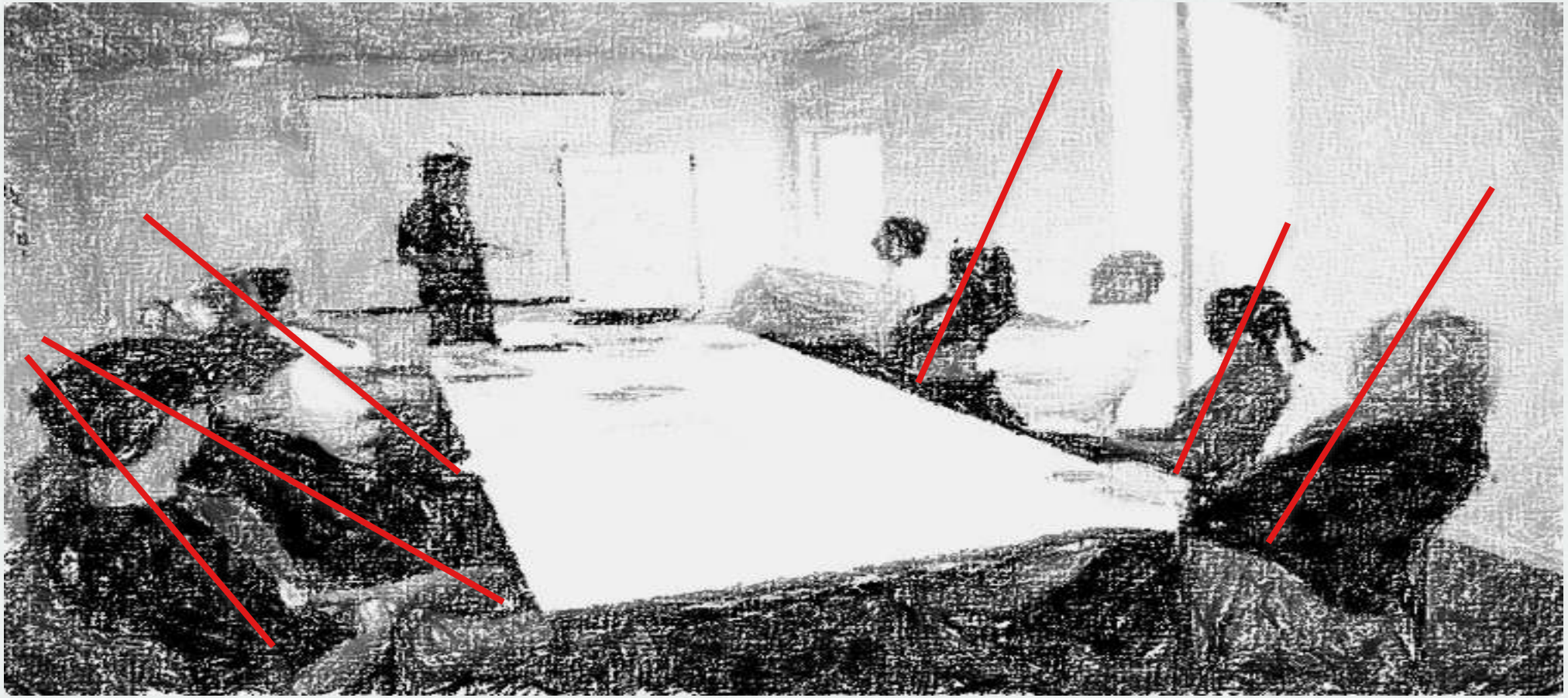




© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

Does this seem familiar?

Lean backward meetings



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

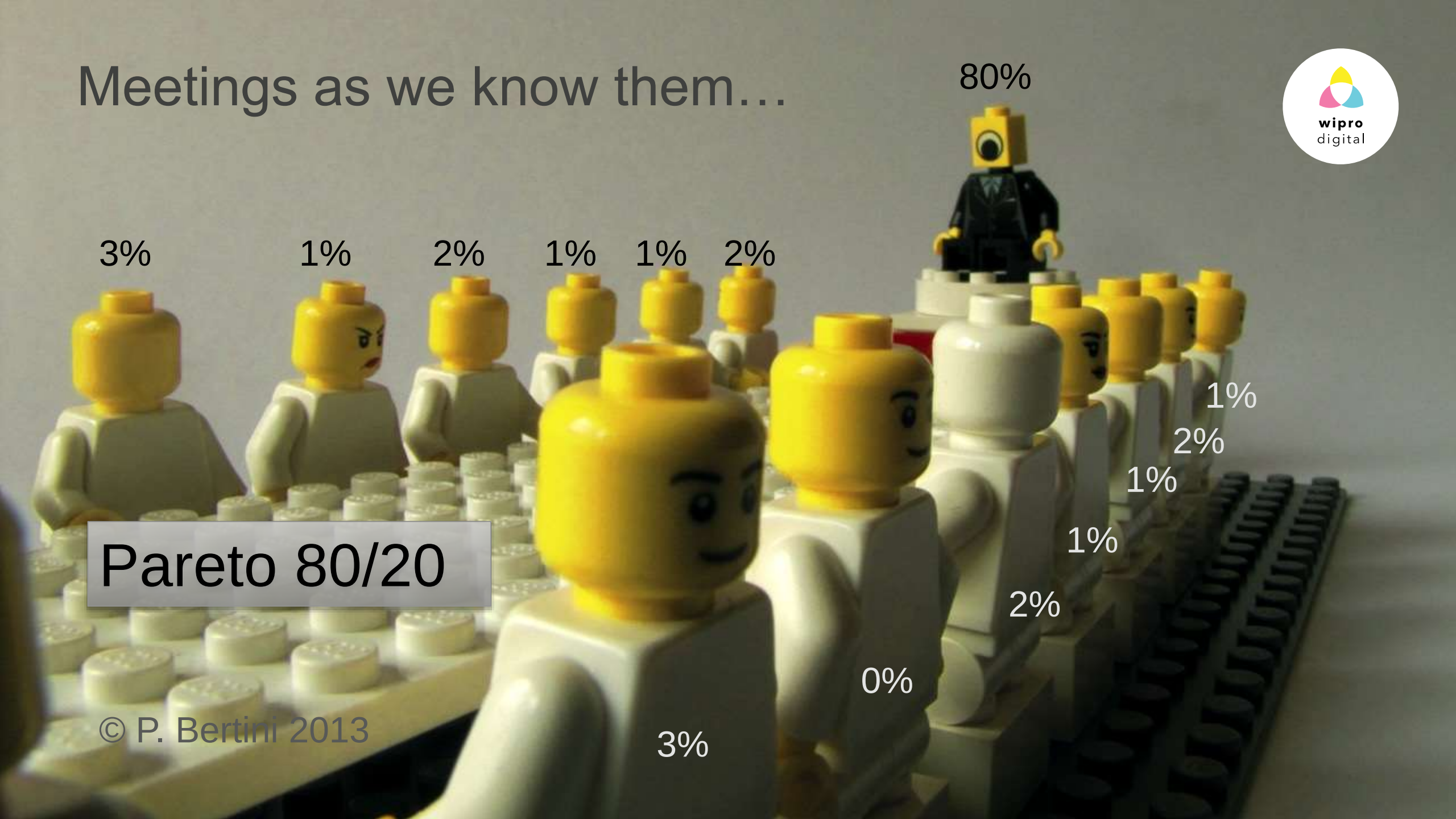
Change attitude by changing posture

Lean forward meetings



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

Meetings as we know them…



Pareto 80/20

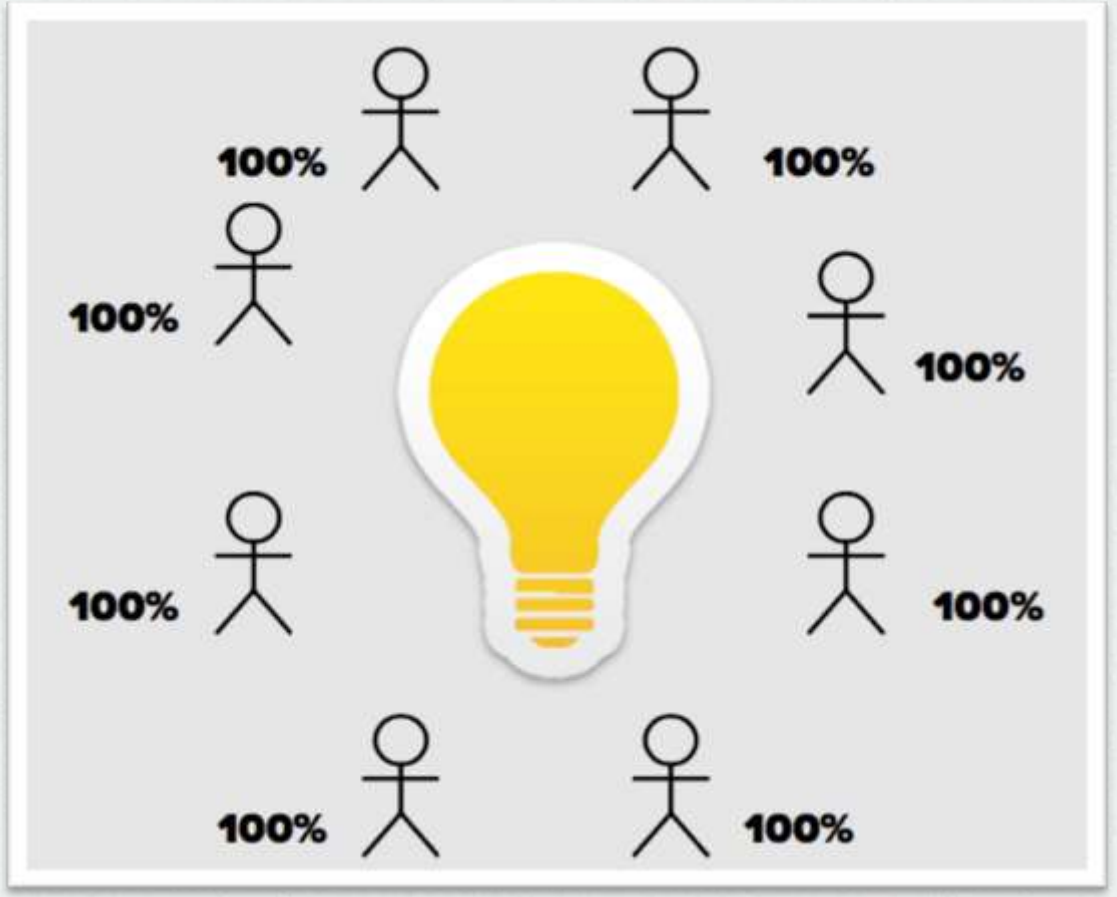
© P. Bertini 2013

From Pareto to Participation

Get the most of everyone!

Most creativity emerges when **different** points of view are held in reciprocal tension, so that they play off one another, evolving into a new idea.

Charles Leadbeater



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

LSP is all about stories, narratives…

Imagination needs words. And objects.

Sometime reality is too complex.
Stories give it form.

Jean-Luc Godard



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

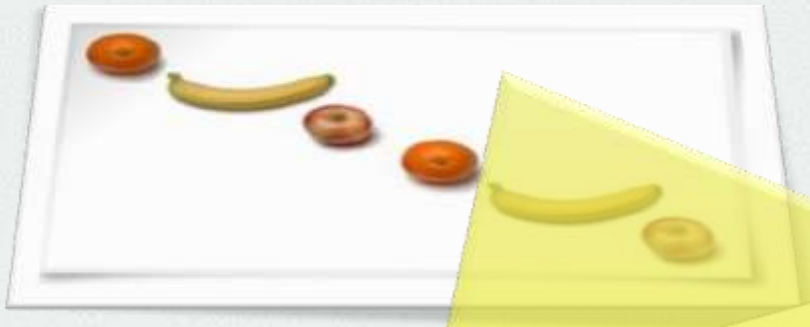
Bricks are a common Language

Find new ways to share and create ideas



How many types of imagination?

More than you think!



Descriptive
Identify Patterns & sense making



STRATEGIC
IMAGINATION



Creative
Combine & transform the existing

Challenging
Deconstruct & sarcasm

Time to Tweet!

#LSP_MEX

© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

It’s not about the here and now

It’s about the latent needs!

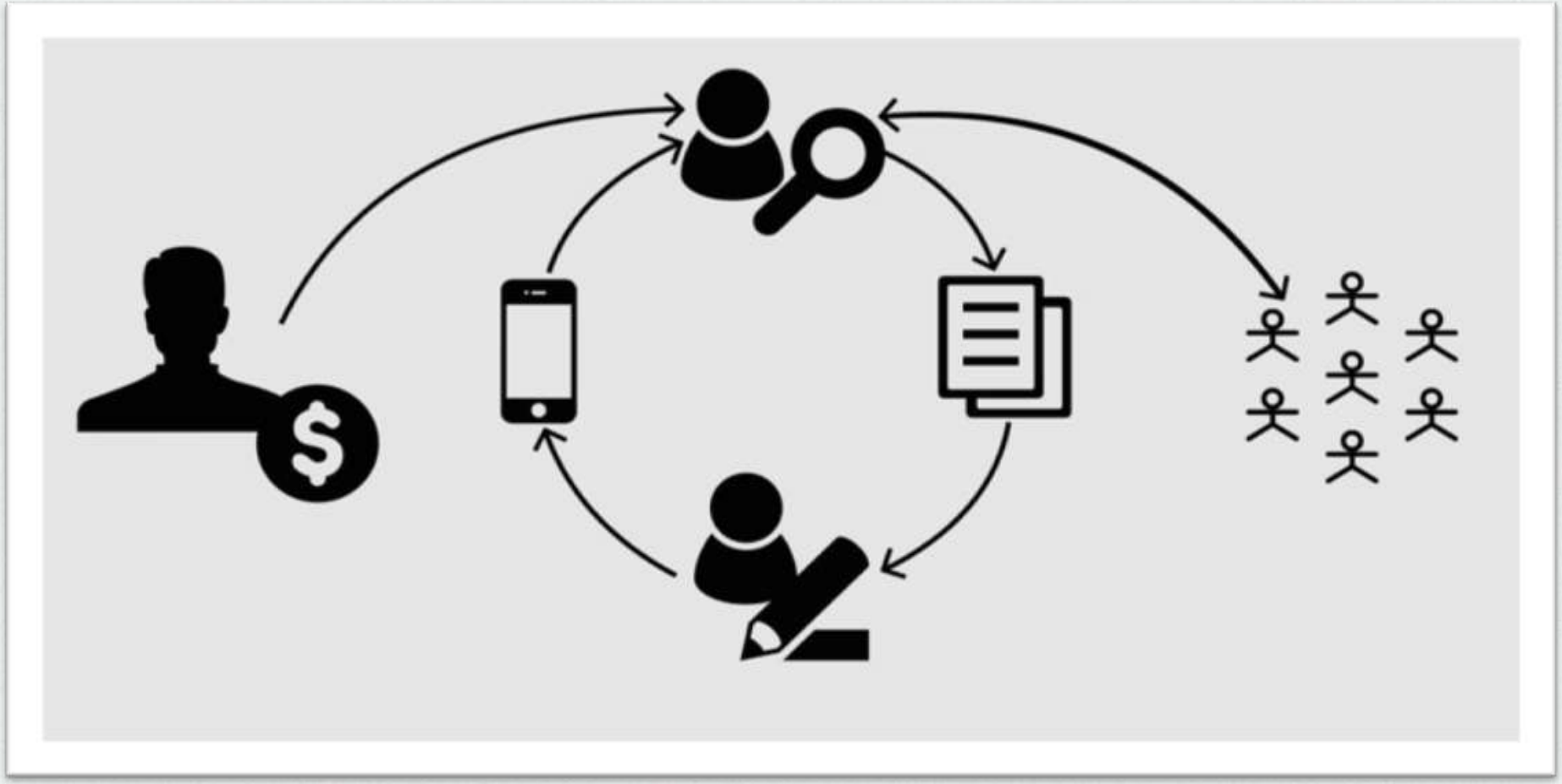
Research can help to understand the here and now, if we wish to get closer to customer’s likely future behaviour we need more participative process.

Ind & Al. 2013



We can challenge and change this

Remember?



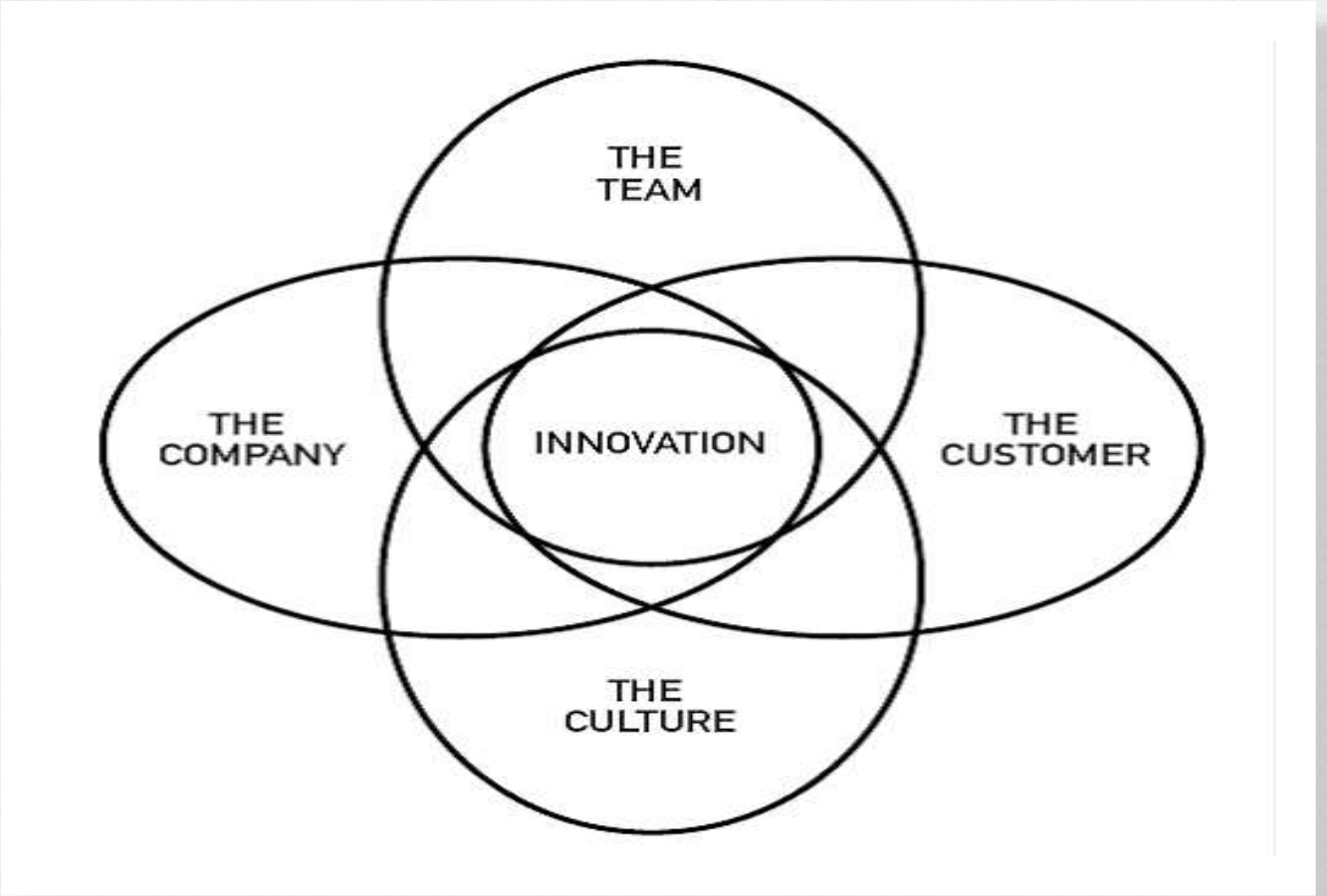
What if would happen with Client & Users?

Bringing everyone around the table to co-create UX



Increase the chance to innovate!

Engagement as a key to unleash innovation



By J. Winsor Source: http://www.johnwinsor.com

© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

It’s the end of needs as we know them!

Think different (and bring a banana)



People are more complicated than a list of needs […]

None needs an iPhone.

Mining for knowledge […] involves an understanding of what people find meaningful.

B. Nussbaum 2013

Value are created. Collaboratively.

Value shifts to experiences: Markets are Conversations.

The meaning of value and the process of value creation are shifting from a product- and firm-centric view to **personalised** consumer experiences. […].

The interaction between the firm and the consumer is becoming the focus of value creation.

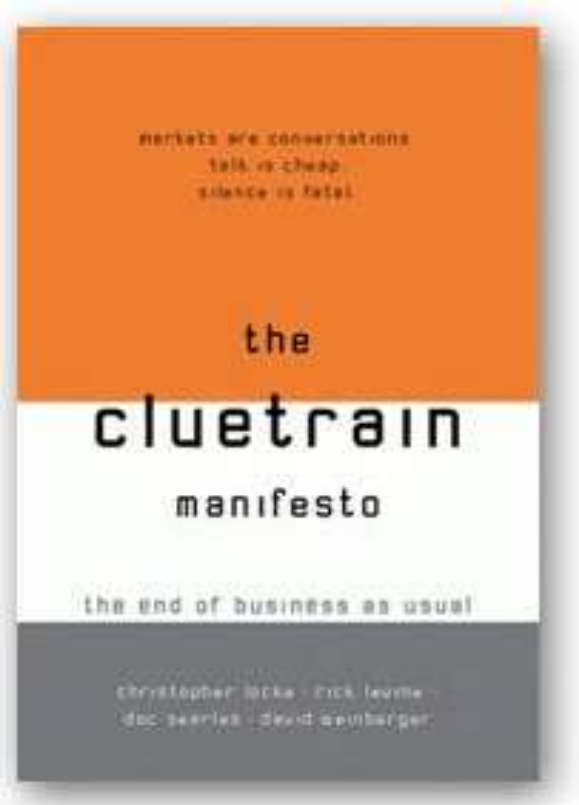
Prahalad & Ramaswamy 2004



© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | P. Bertini @ MEX 2015

All has begun in far 1999…

ClueManifesto anyone?



'Markets are conversations.
Talk is cheap.
Silence is fatal."

Markets consist of human beings, not demographic sectors.

We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?

We live in convivial times

...as predicted 40 yeas ago by Ivan Illich



Ivan Illich
Tools for conviviality 1973

Convivial institutions work through conversation rather than instruction, through co-creation between users and producers, learners and teachers, rather than delivery from professionals to clients.

C. Leadbeater 2008

From I to Team

You can discover more about a person in an hour of play than in a year of conversation.



Co-creation enhances conversations

And affects the experience & creates value!

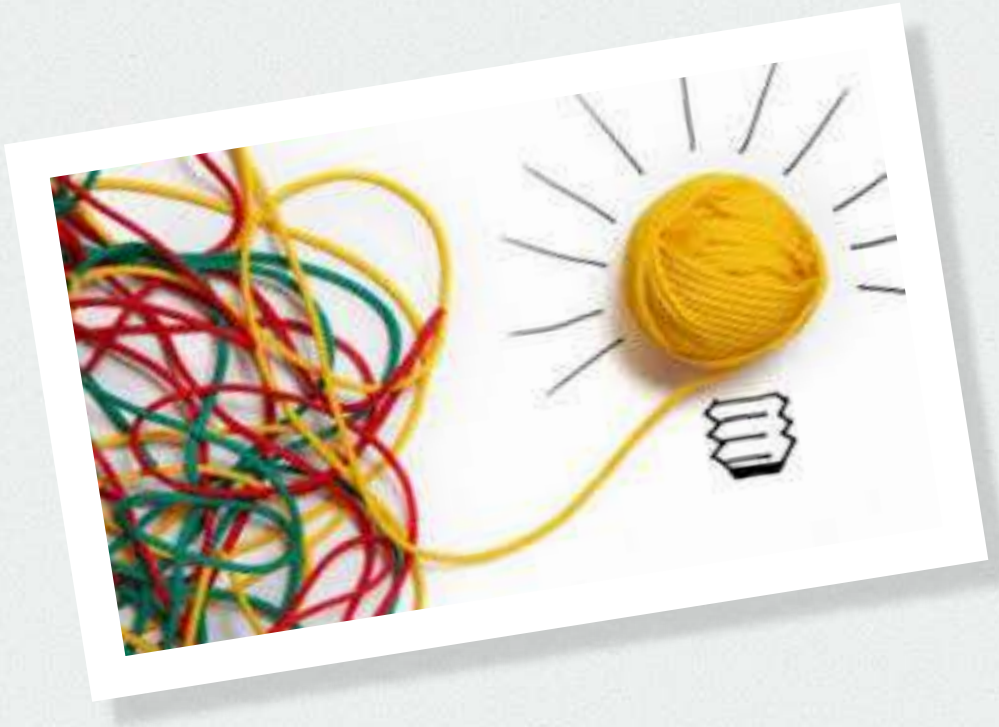
The idea of co-creation is to unleash the creative energy of many people, such that it transforms both their individual experience and the economics of the organization that enabled it.

Francis 2010



They key ingredients of co-creation

There are many definitions, this is mine. And proved to work ☺ Fun always works!



…A **social**, **collaborative**, and **creative process** to generate **innovation** and **value**, through the **dialogue** and **participation** of all actors to construct new win/win opportunities and experiences

How LSP helps a better UX?

How LSP help co-creation & UX

- More participation
- More stories
- More ideas
- More insights
- More ownership
- More fun
- More conversations
- Easier negotiation
- Better decisions
- Better experiences
- Better understanding
- Better communication





Questions?

Ask Now | Tweet @legoviews | eMail anytime |