Using LEGO® SERIOUS PLAY® to boost collective creativity



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The programme

For the next 90 minutes!

- The Experience Economy & teams
- Trust, Play, &collaboration
- Hands & Mind
- The LSP Demo
- LSP revealed!
- Conversations & co-creation
- The Outcome!
- Q&A



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It’s experience

All that matters today!

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 … customers aren't **feeling the love**, you're in trouble. Love? Yes.

S. Scott



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The Shift

It’s all about the experience

Most product designers focus primarily on the internal mechanics of the good itself: ***How*** it performs.

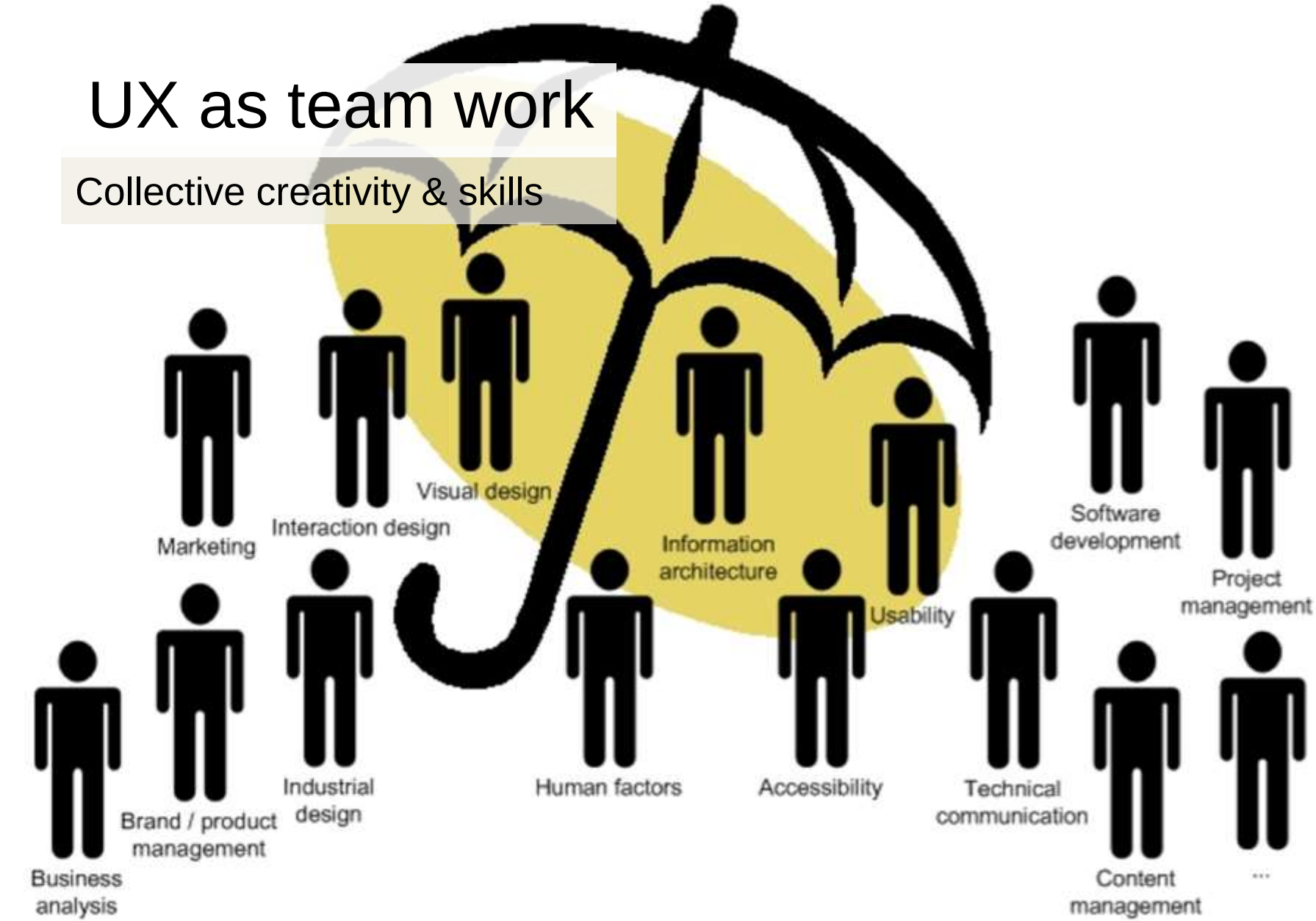
What if the attention centered instead on the individual’s use of the good?
The focus would then shift to the user: how the ***individual*** performs while using the good.

J. Pine



UX as team work

Collective creativity & skills



Credit: Keith Instone, instone.org

The man in the middle approach

Team effort with silos



P. Bertini ©

Be a team!

But… How?

What makes for a great creative team?

- ***Trust***
- *Familiarity* of members with each other
- A *shared* commitment to the same goal



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Play it!

Play it’s not just for fun!



What is trust?

Where does it come from?

Trust is the willingness to assume risks.

The dimensions that define trust are:

- Integrity
- Benevolence
- Ability



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Who do we trust?

And Why?

Children and animals only play with the ones they trust.

But trust can be built and enhanced.

Through ***Play***.



Jemima Puddle-Duck, by Beatrix Potter ©

What is *Playing*?

And why it matters?

Play triggers competition and **cooperation**, tenacity and **joy**.

When people are playing they take risks they would not ordinarily take.

Play transforms problems into challenges, serious into fun, one right answers into many possible outcomes.

B. Nussbaum

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Play facilitates the development of cognitive interpretative skills and engenders an emotional sense of fulfillment.

Play is inherently ***group oriented***, contributing to the development of a ***shared*** language, identity, and social practice.

Heracleous & Jacobs



Collaboration?

The origin of **shared** goals

Collaboration is important not just because it's a better way to *learn*.

… learning to collaborate is part of equipping yourself for **effectiveness**, **problem solving**, ***innovation*** and life-long learning in an ever-changing networked economy.

D. Tapscott



P. Bertini © B4Bricks.org

Collaboration

The key to evolution!

It is the long history of humankind
(and animal kind, too)
those who learned to ***collaborate*** and ***improvise*** most effectively have prevailed.

C. Darwin



P. Bertini © B4Bricks.org


Creativity doesn’t happen inside people’ heads,
But in the **interaction** between a persons’ thoughts and a sociocultural context. It’s a systemic rather than individual phenomenon.
M. Csikszentmihalyi

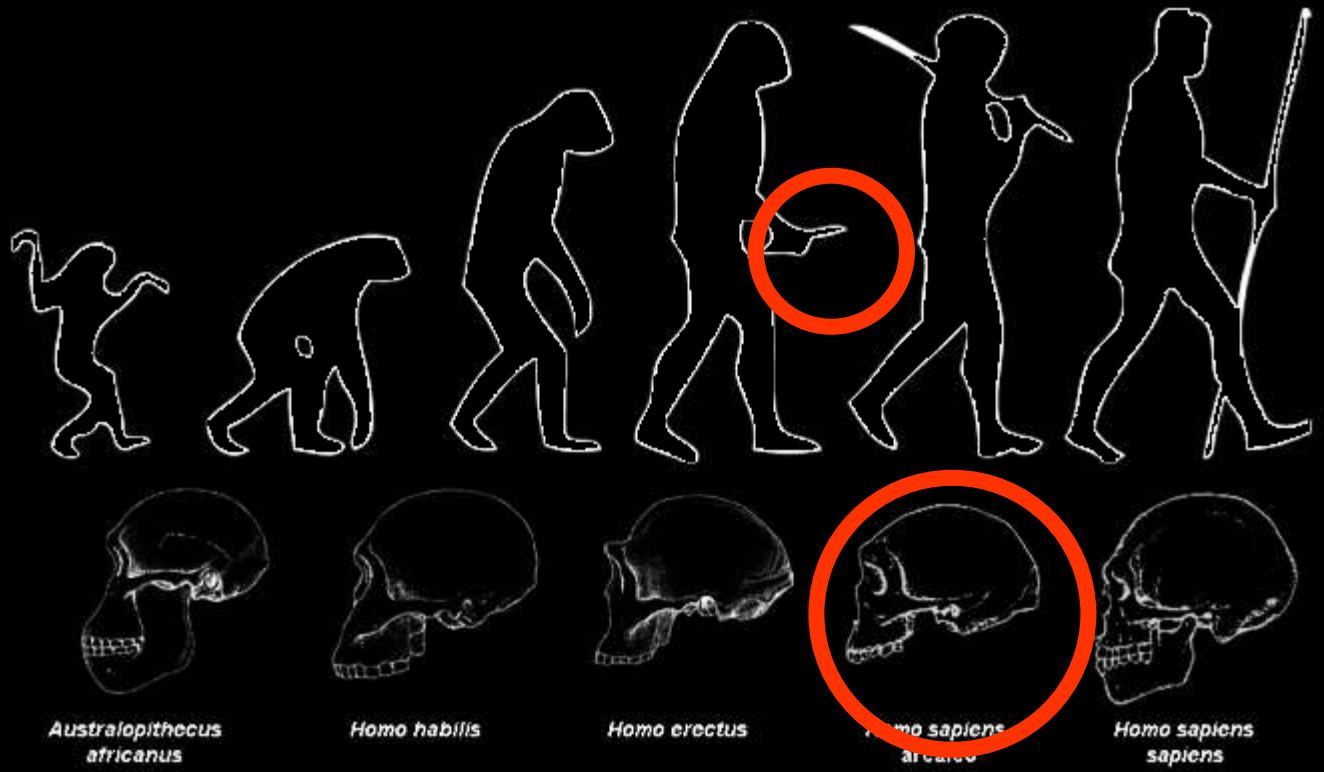
Hands & Brain connection

Hands know more than you know!



The evolution of the connection

Hands & brain evolved simultaneously



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Hands & mind

A close relationship

The hand and the brain need each other:

the hand provides the means for interacting with the world, and the brain provides the method.

S. Brown



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It all started 20 years ago…

IMD Geneva, Mid 90s







Johan Ross & Bart Victor @ImagiLab

Robert Rasmussen
LEGO Head of LSP Trainer

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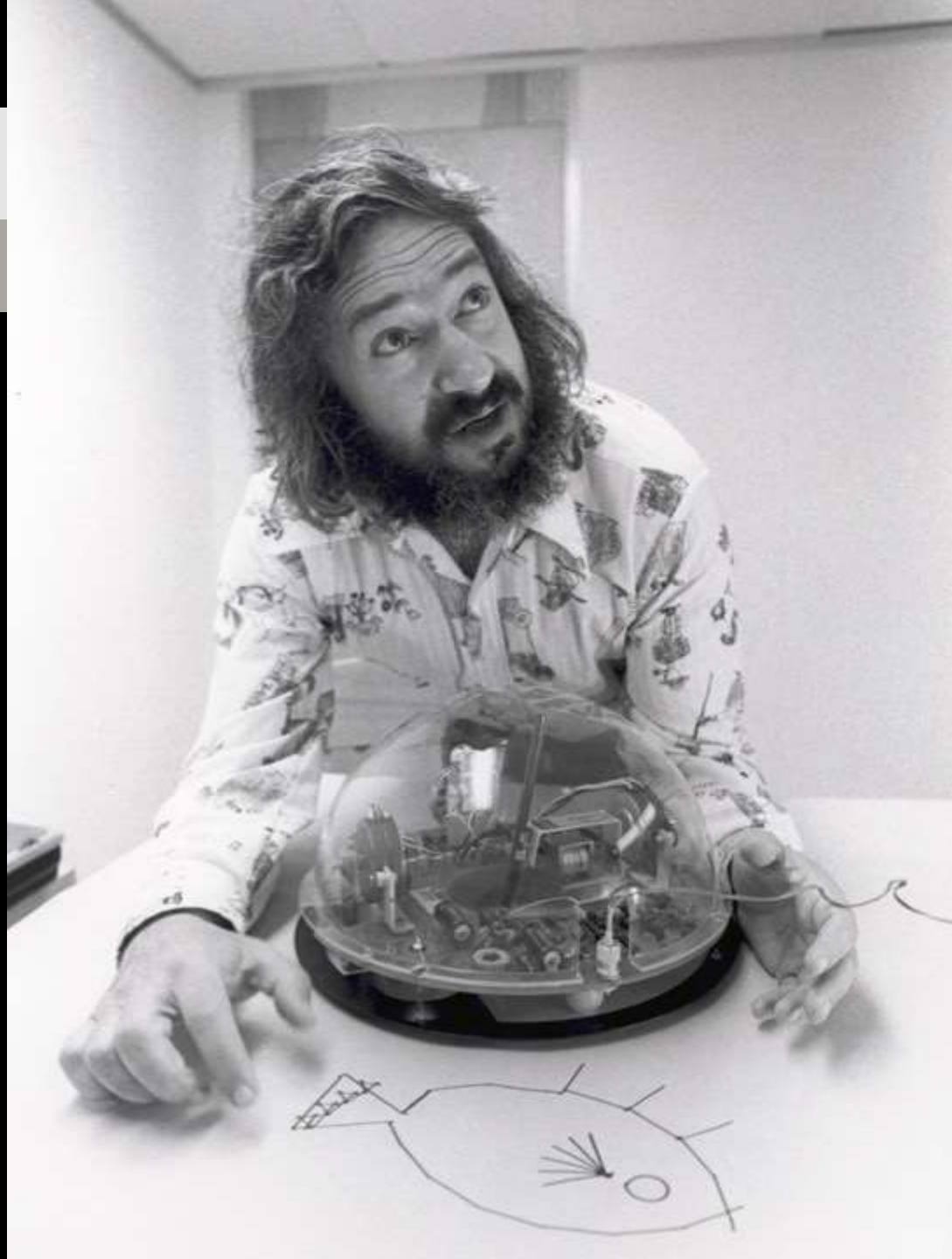
Constructionism

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 (artifact).

S. Papert



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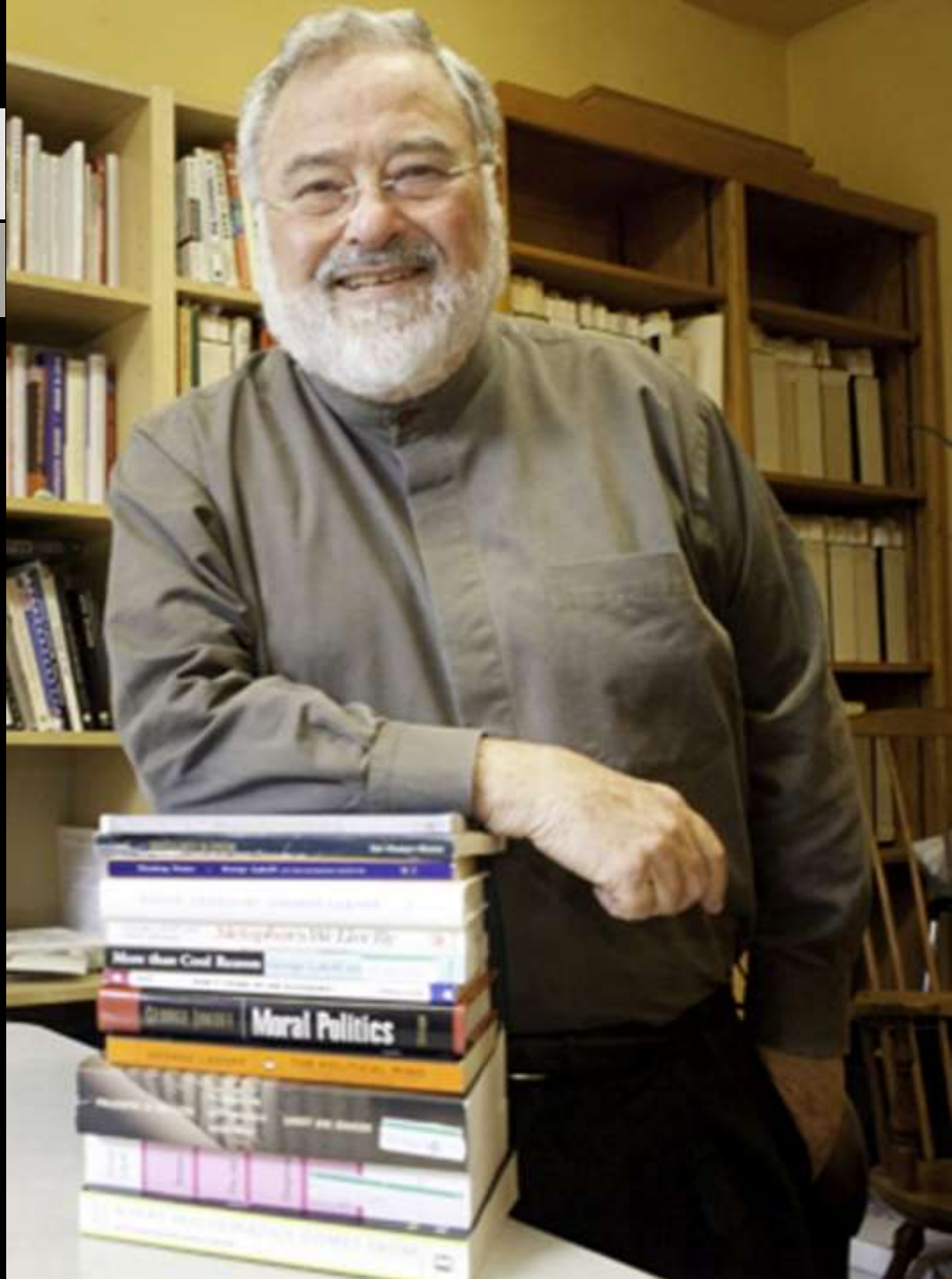
Embodied cognition

The mind-body paradigm shift

The properties of mind are not purely mental: They are shaped in crucial ways by the body and brain and how the body can function in everyday life…

Our body is intimately tied to what we walk on, sit on, touch, taste, smell, see, breathe, and move within. Our corporeality is part of the corporeality of the world.

G. Lakoff



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What is your earliest memory?



The ways in which we express ourselves via language provide insights about the associations we make between physical sensations and mental experience.

D. Eizans

Experiences

What are 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***.



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Metaphors

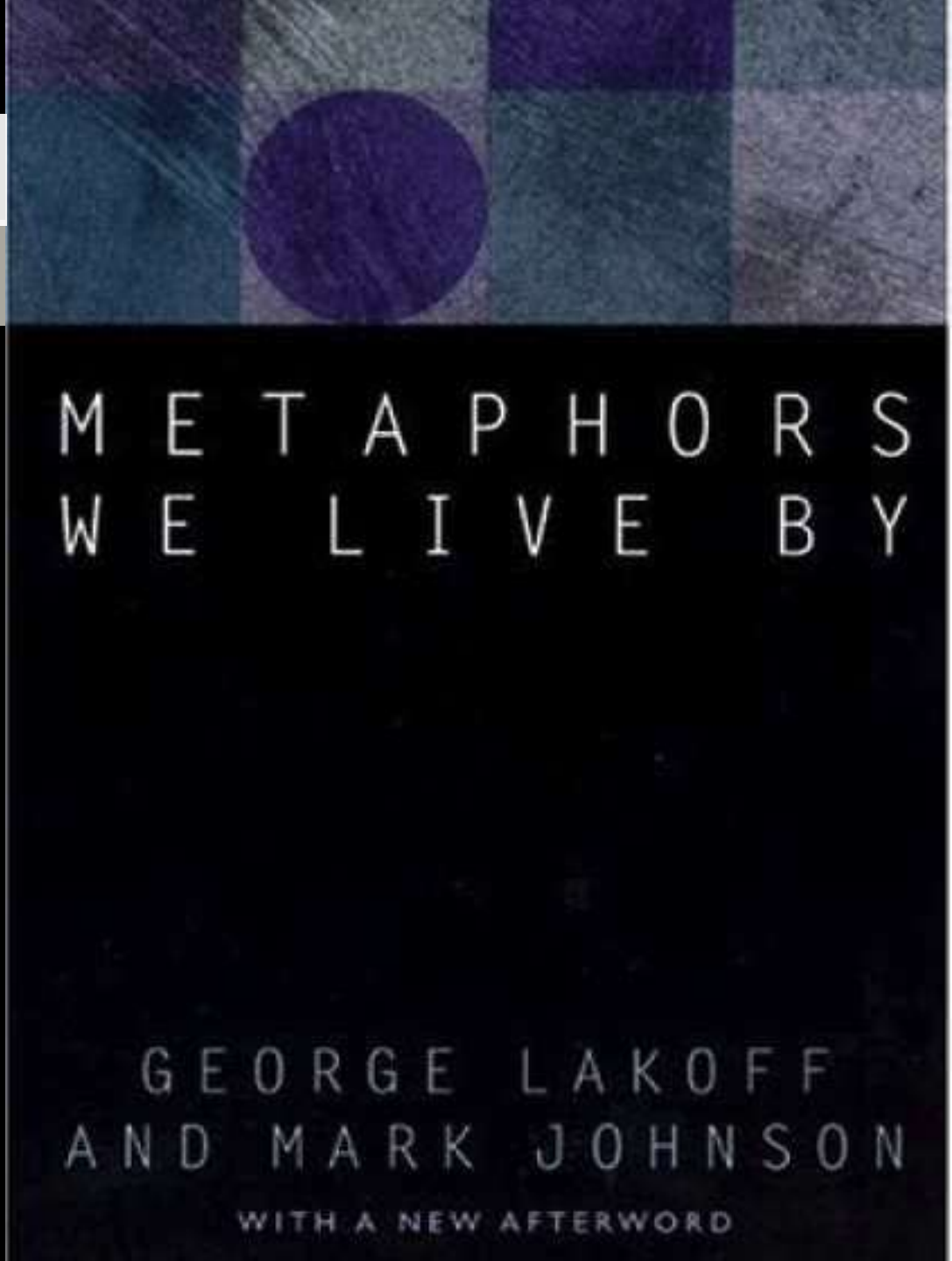
Saying things by analogy

The mind is inherently embodied.

Thought is mostly unconscious.

Abstract concepts are largely metaphorical.

G. Lakoff



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We have a brain because we a body and we move: sea squirts eat their brain after they stop swimming in the sea.



You have connections to your body in all parts of your brain. … You can only have meaningful thought through connections to the body…
And metaphor is all about embodiment and embodied thought

J. Lakoff

Challenge #3

What is the main challenge in UX for YOU?



Time: 4 minutes from Now!

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Who uses LSP?

And many others!















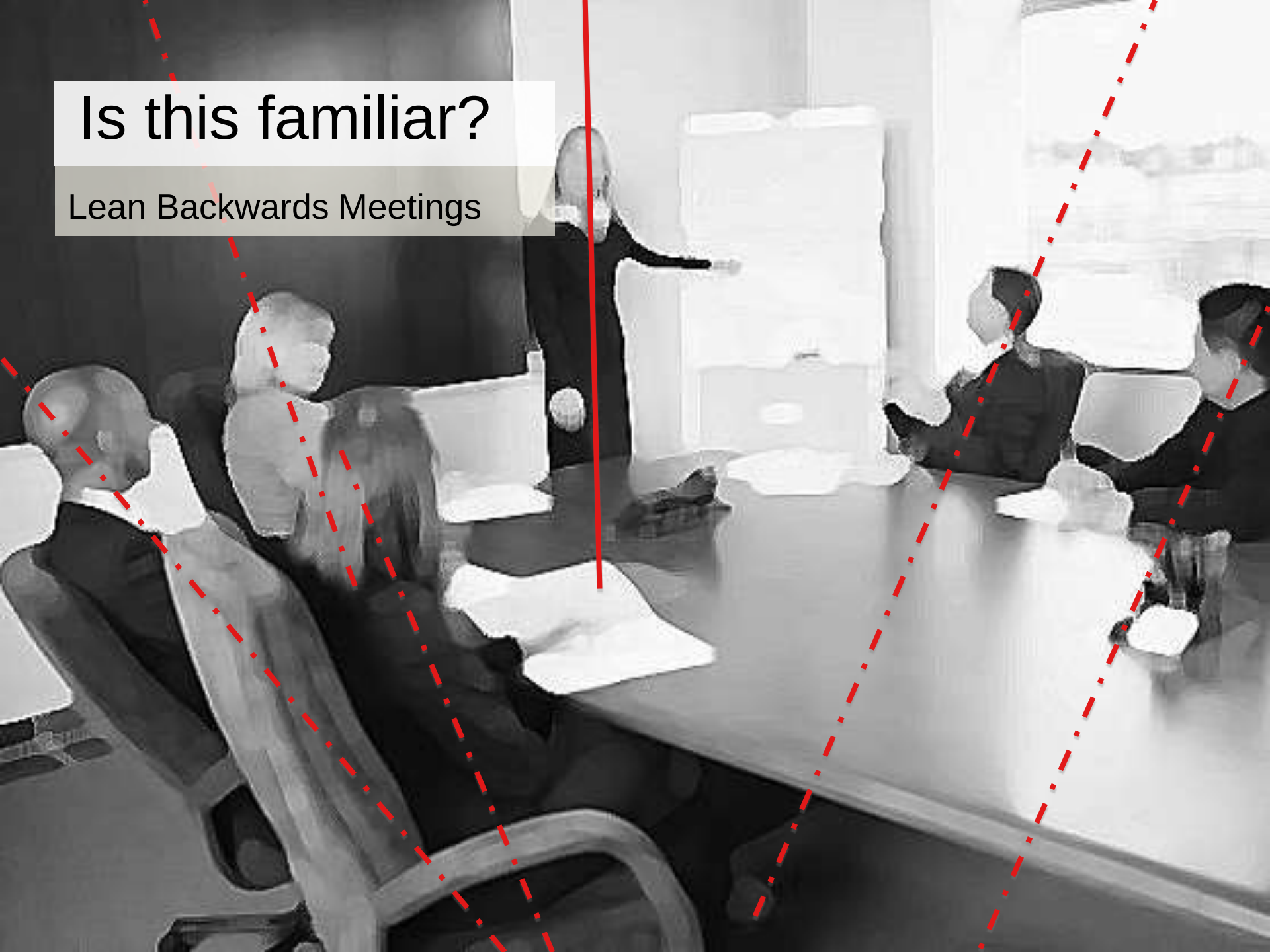






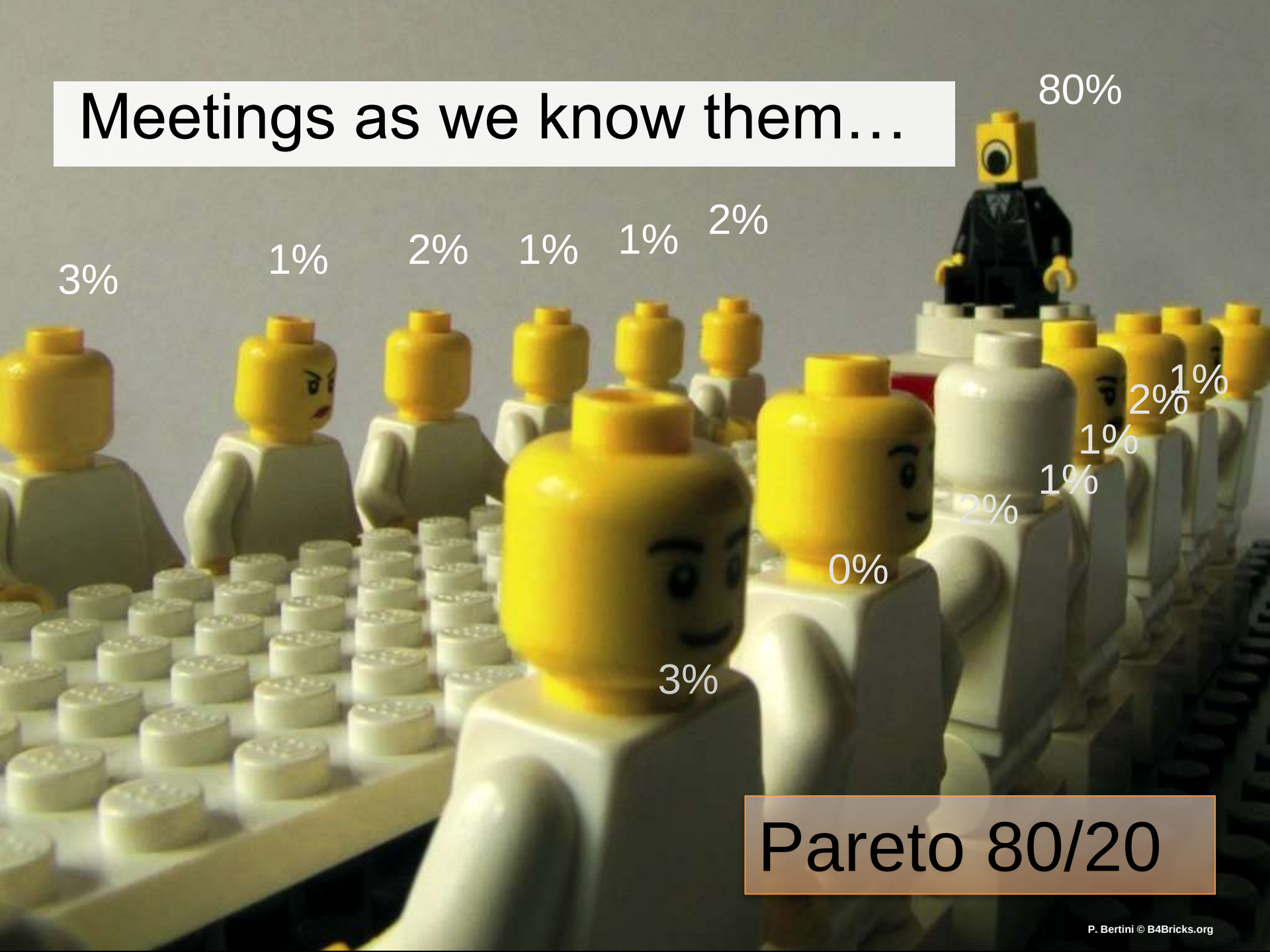


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Is this familiar?
Lean Backwards Meetings

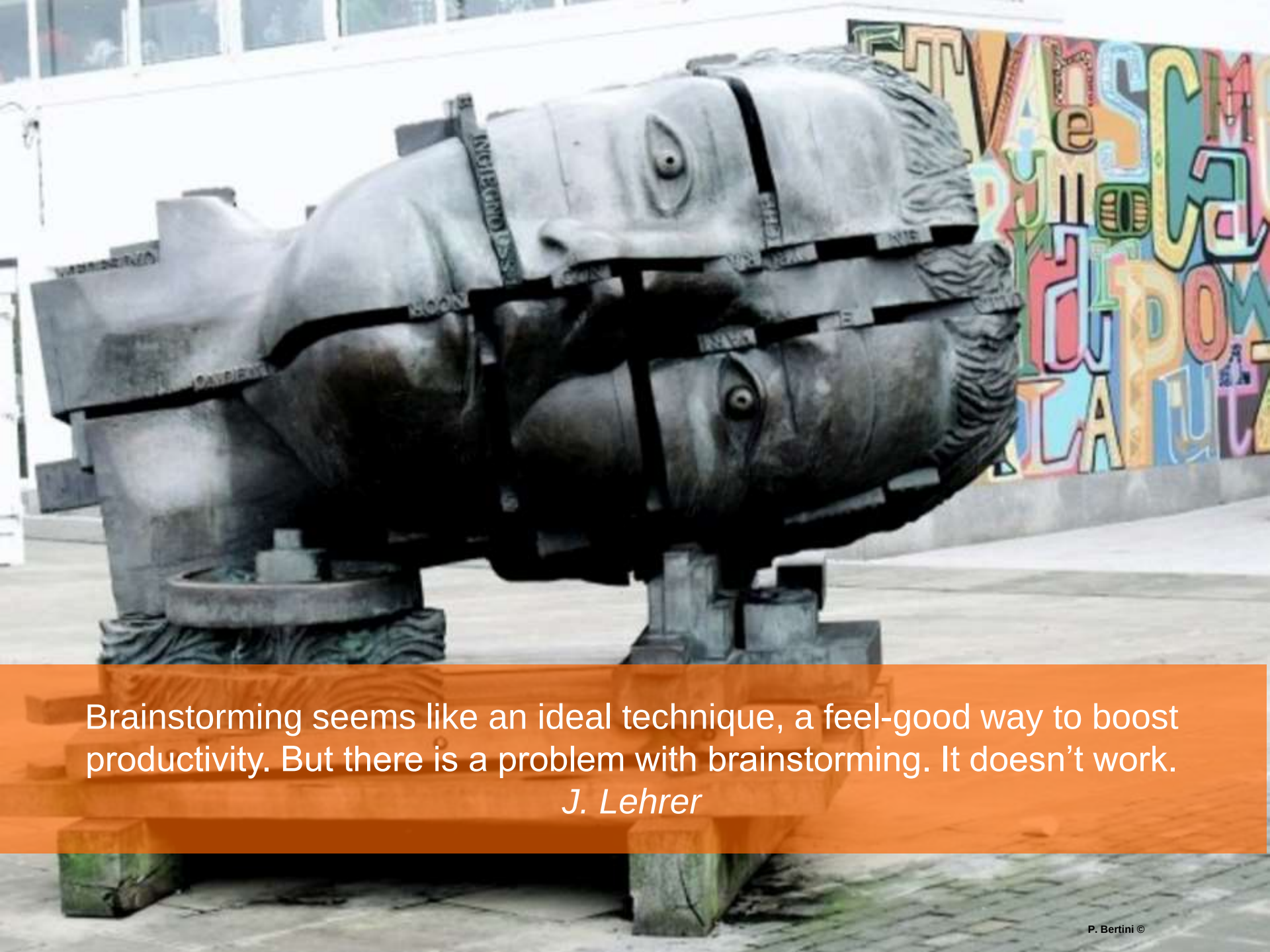

Posture & attitude
Lean Forward Meetings

Meetings as we know them…



Pareto 80/20

P. Bertini © B4Bricks.org



Brainstorming seems like an ideal technique, a feel-good way to boost productivity. But there is a problem with brainstorming. It doesn't work.

J. Lehrer

P. Bertini ©

Storytelling

The role of narratives

Sometime reality is too complex.

Stories give it form.

J. L. Godard

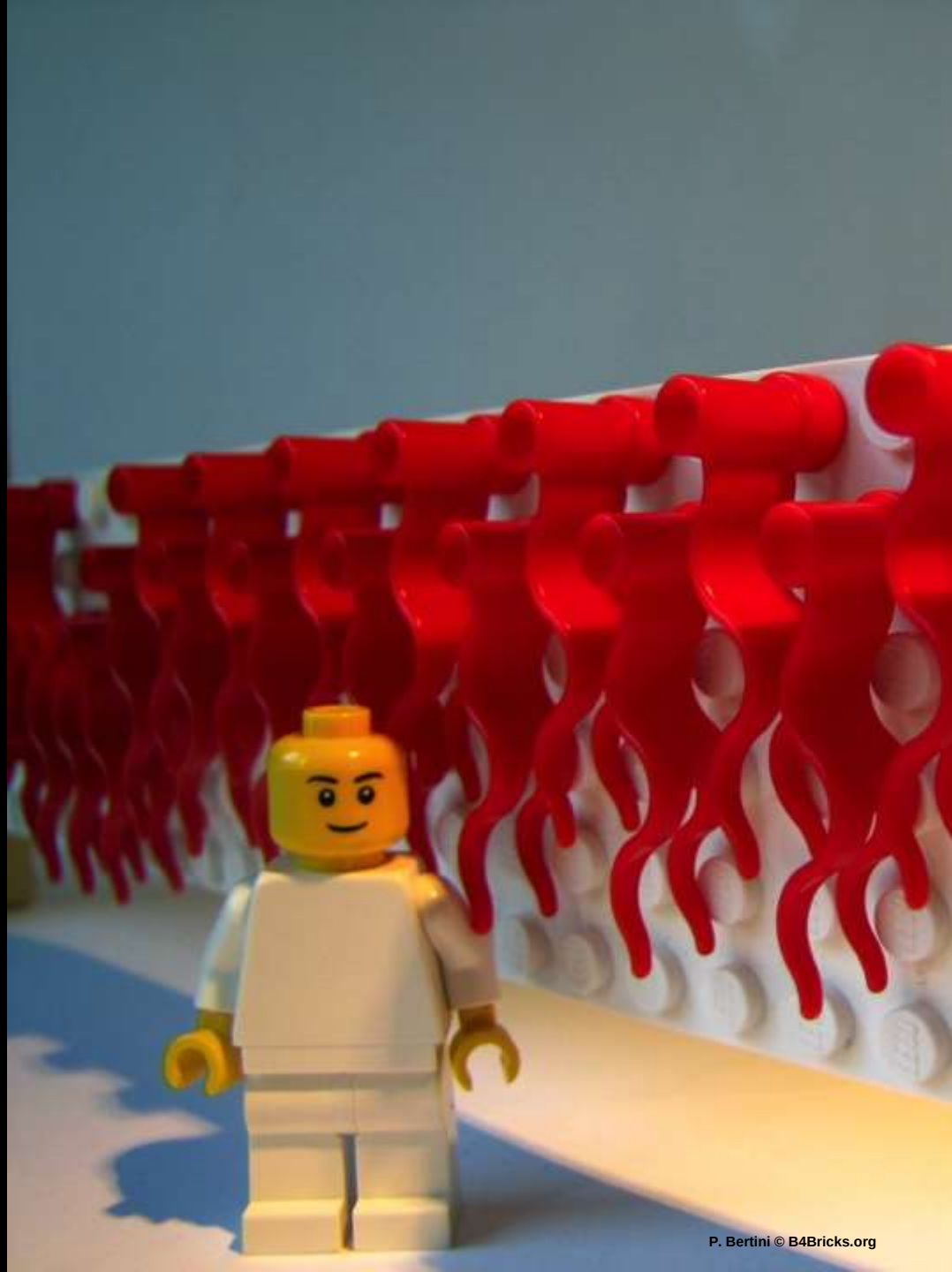


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Shared language

The power of bricks

Bricks during the interaction have become a common language to create and share new ideas and apply imagination.

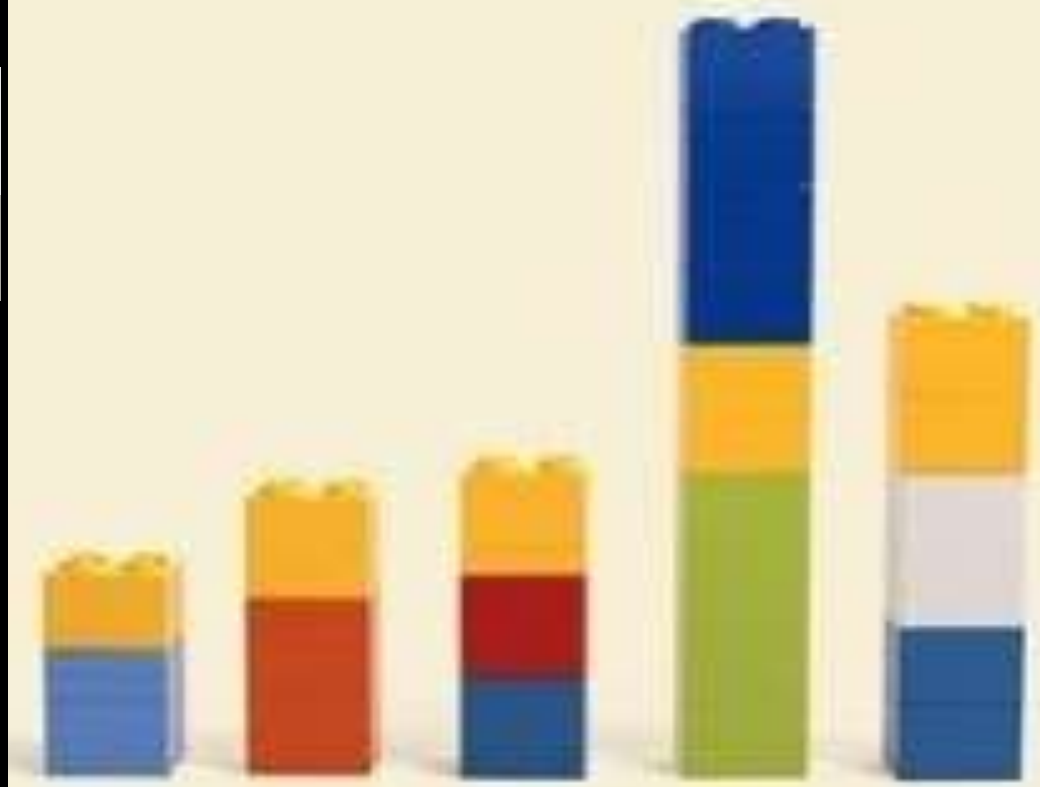


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Descriptive

Imagination

Identify patterns & make sense

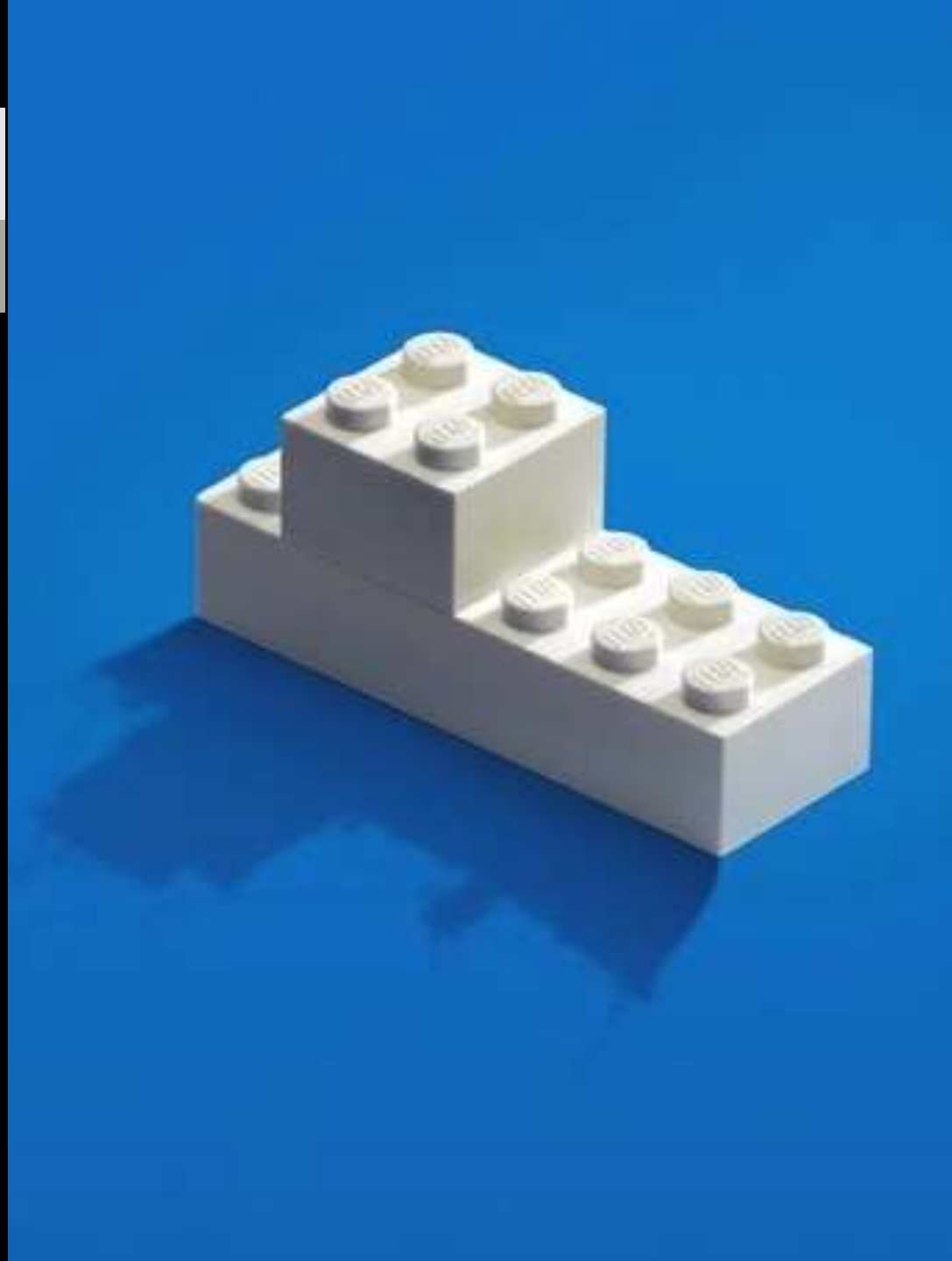


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Creative

Imagination

Combine &
transform
the existing



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Challenging

Leads to creativity

Deconstruct reality & sarcasm



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Strategic imagination

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From I…

To Team





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We challenged this

How can this lead to innovation?



P. Bertini ©

Interact!

To innovate

The "Aha" moment of insight, when we connect the dots of different things to come up with something new, are often done alone…

These insights come **after** intense social ***interaction*** and observation.

B. Nussbaum



Participation

Giving sense to interaction

To participate is to ***ACT*** as if your presence matters,

As if , when you see something, or hear something, your response is **part** of the event.

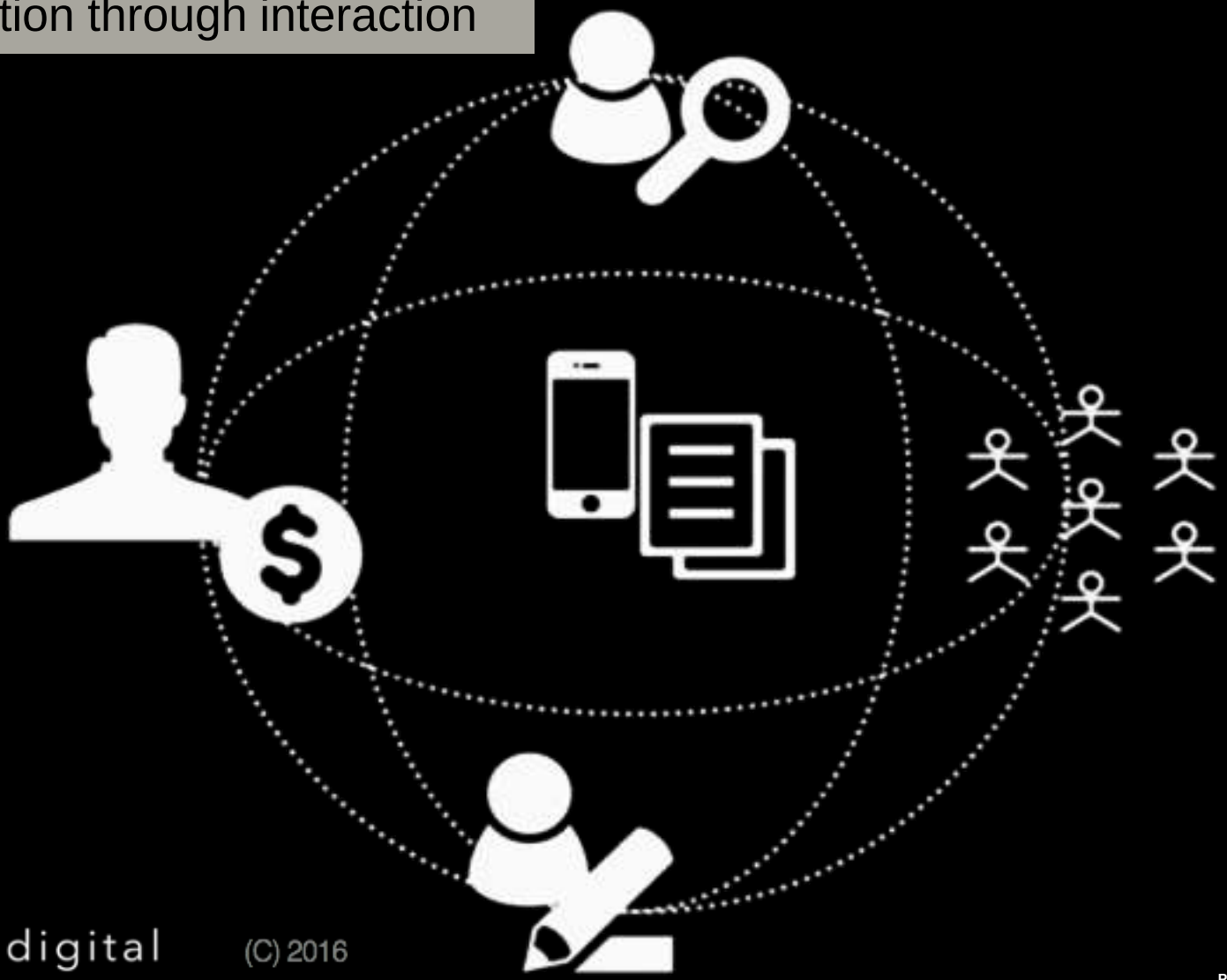
C. Shirky



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Participation!

Innovation through interaction



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Innovate

Trough interactions

New User
experiences grow
out of
new interactions



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Creativity

Emerges from interaction

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.

C. Leaderbear



Why Co-creation

To create Value for everyone

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



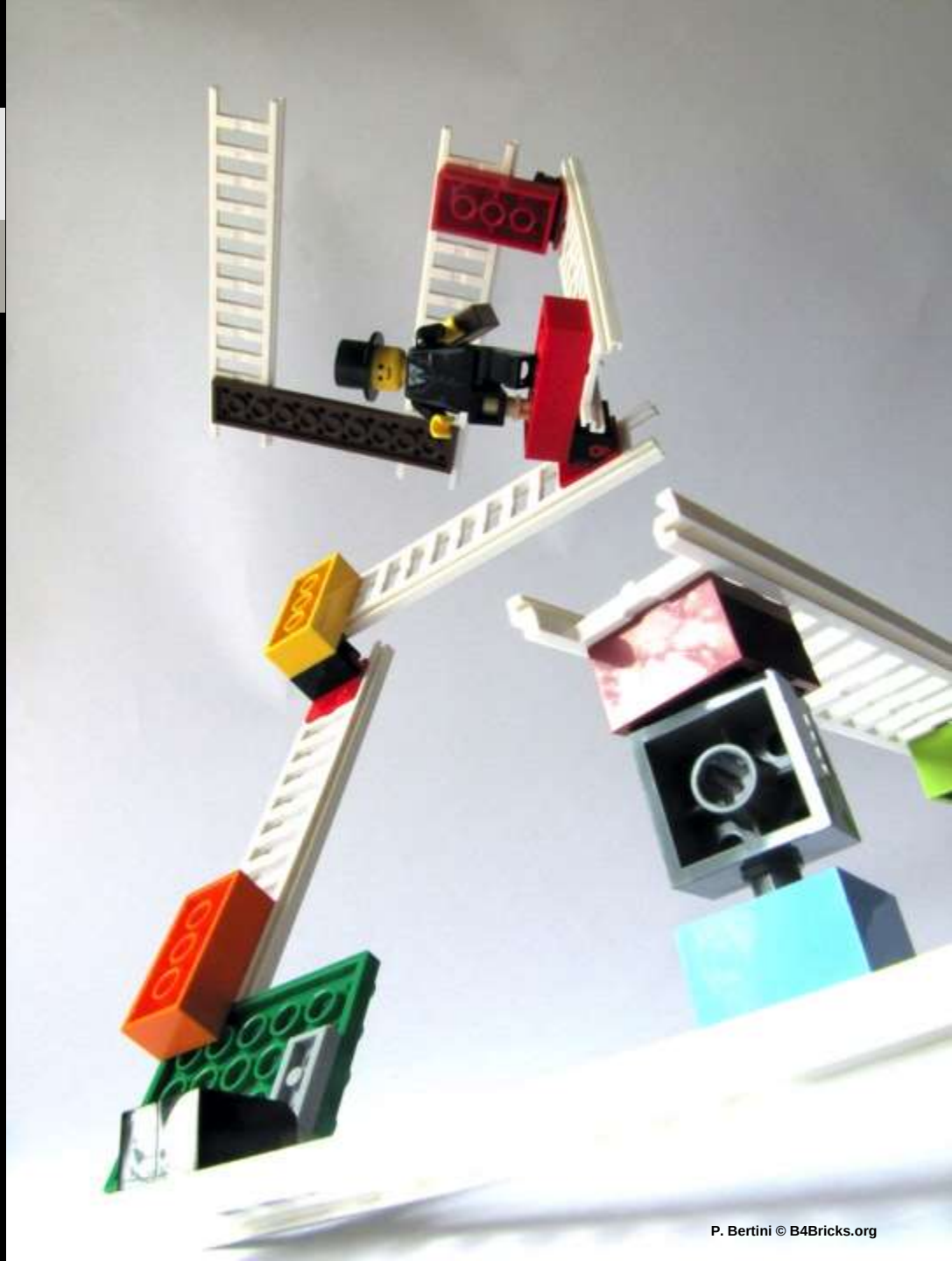
Create value

For the Experience economy

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





© Ian Berry. *West germany. Berlin*. 1963. Christmas time.

We, as experience professionals, represent the key opportunity for Users to meet the organisations and for organisations to meet their customers. And we are responsible for the *value* generated by the interaction between organisations and users.

The end of needs

It’s time to think values!

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



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Users are the only experts in their experience.

Participative design, or Co-creation is…

…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



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Dialogue ‘cos…

Markets are Conversations!

A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. As a direct result, markets are getting smarter, ...and getting smarter faster than most companies.

?



Back in 1999

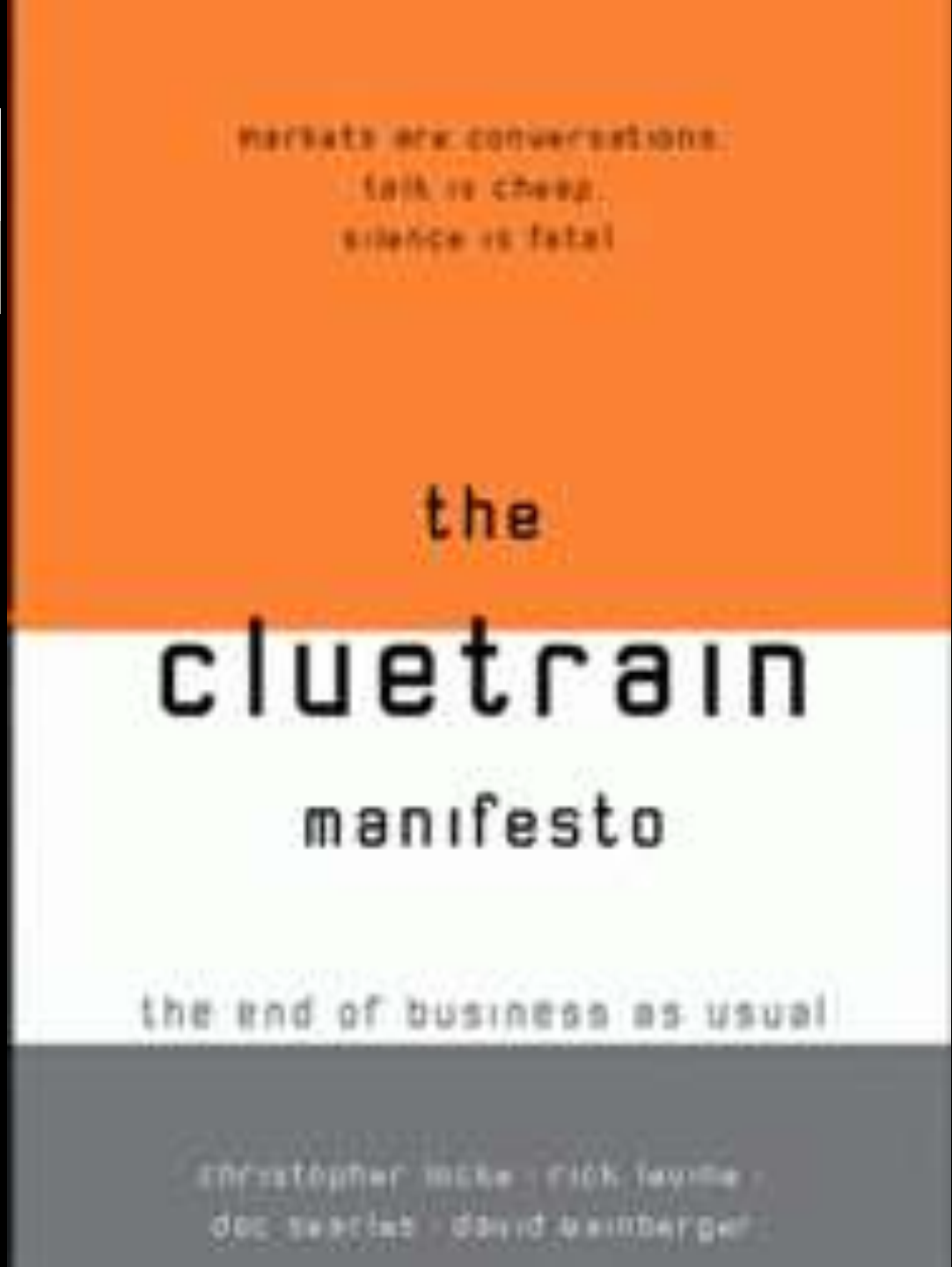
A free book…

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?

You're too busy "doing business" to answer our email?
Oh gosh, sorry, gee, we'll come back later.
Maybe.



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Be curious!

And participative!

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



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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

Questions?

And contact details ☺



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