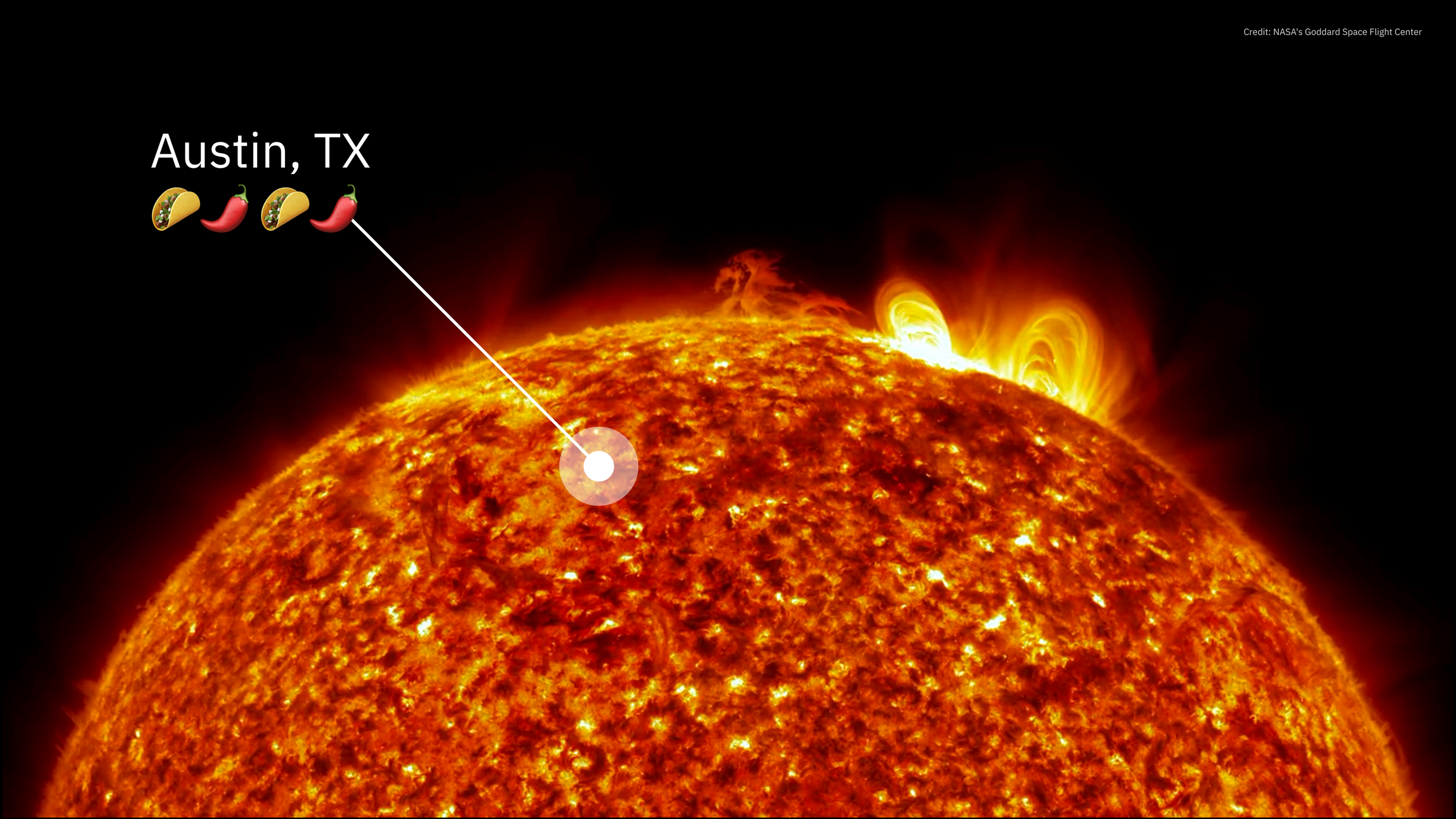
Design Thinking for Content Strategy

Allison Biesboer

July 2019




Austin, TX
🌮🌶️🌮🌶️
Credit: NASA's Goddard Space Flight Center

Allison Biesboer

Content Designer & Strategist @ IBM

Content Marketer

Digital Animator

Visual Designer

Communicator









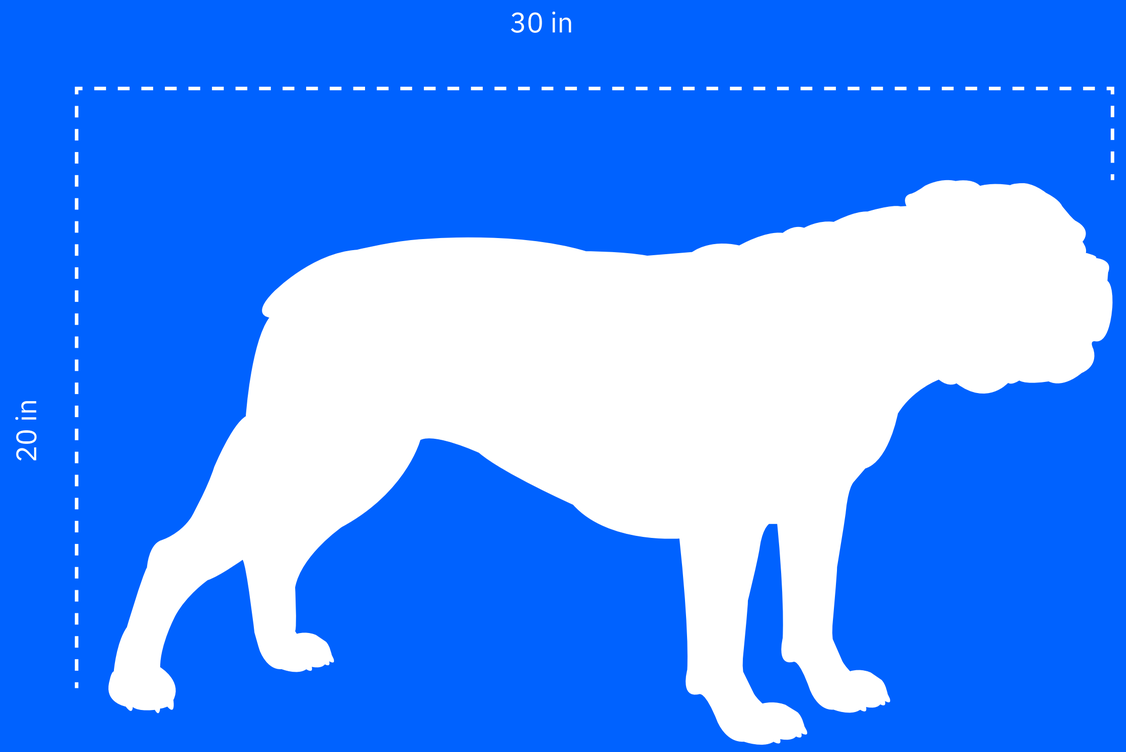
“Bless your heart”

“If you can’t run with the big dogs, you better stay on the porch with the puppies”

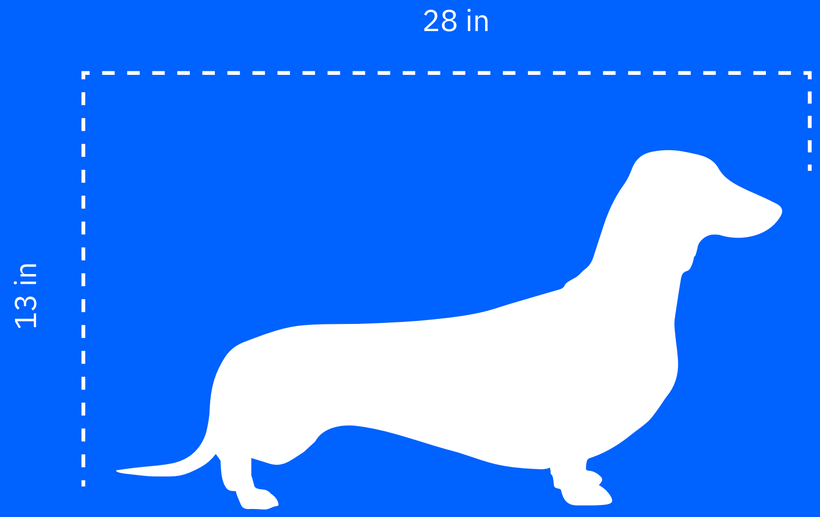








Big dog



“Fur-ever puppy”

Enterprise Design Thinking

275

People

Designers at IBM

2,500 formally-trained designers



Enterprise Design Thinkers

200,000 certified Enterprise Design Thinkers at IBM

+ Clients
+ Partners
+ Users



Enterprise Design Thinking

Principles

How we frame and approach every problem.



A focus on user outcomes



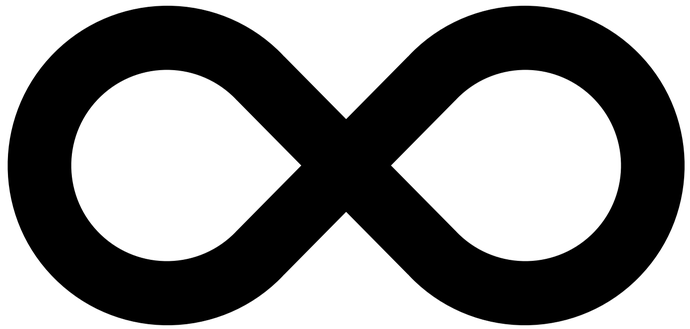
Restless reinvention



Diverse empowered teams

The Loop

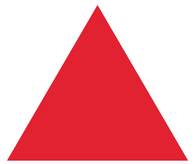
How we act to learn and effect change.



Observe Reflect Make

The Keys

User-centered management practices to keep us aligned.



Hills



Playbacks



Sponsor Users

Enterprise Design Thinking

Principles

How we frame and approach every problem.



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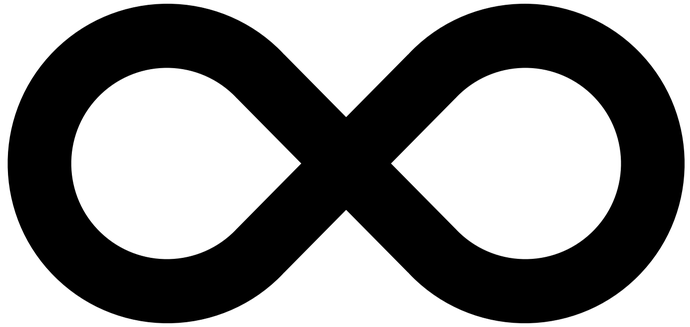
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Restless reinvention

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Observe

Reflect

Make

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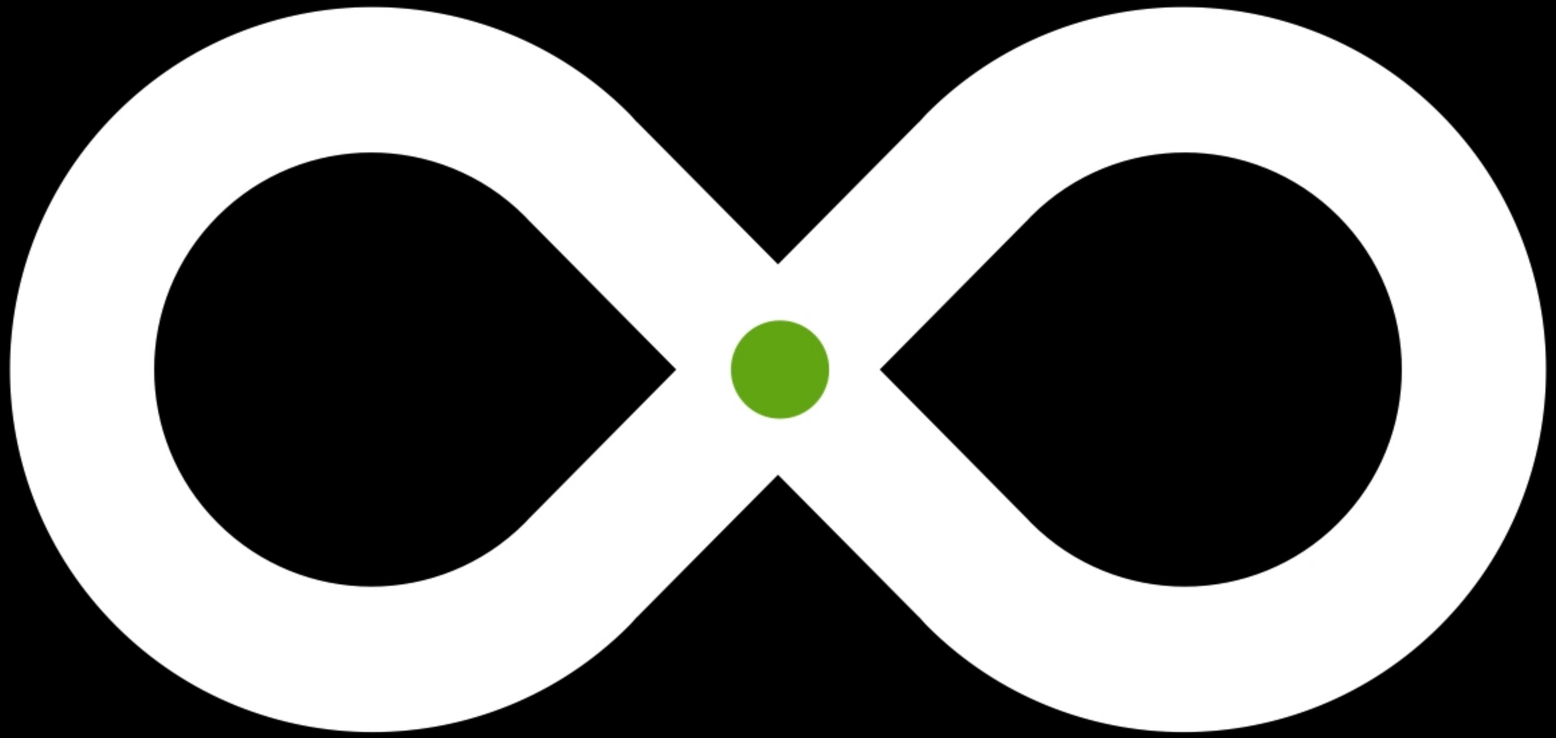
Hills



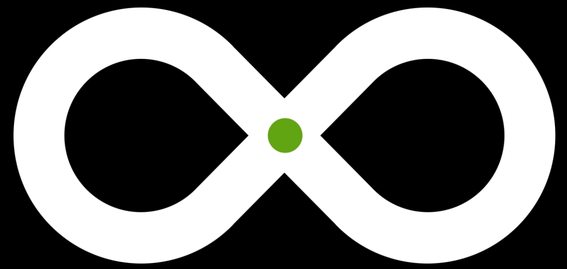
Playbacks

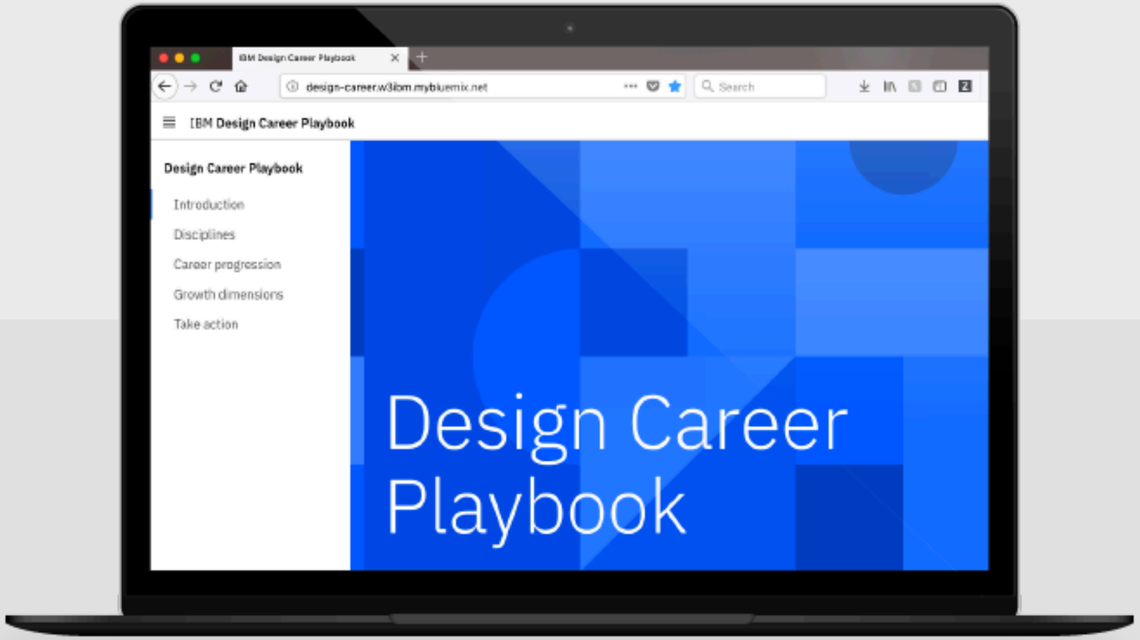


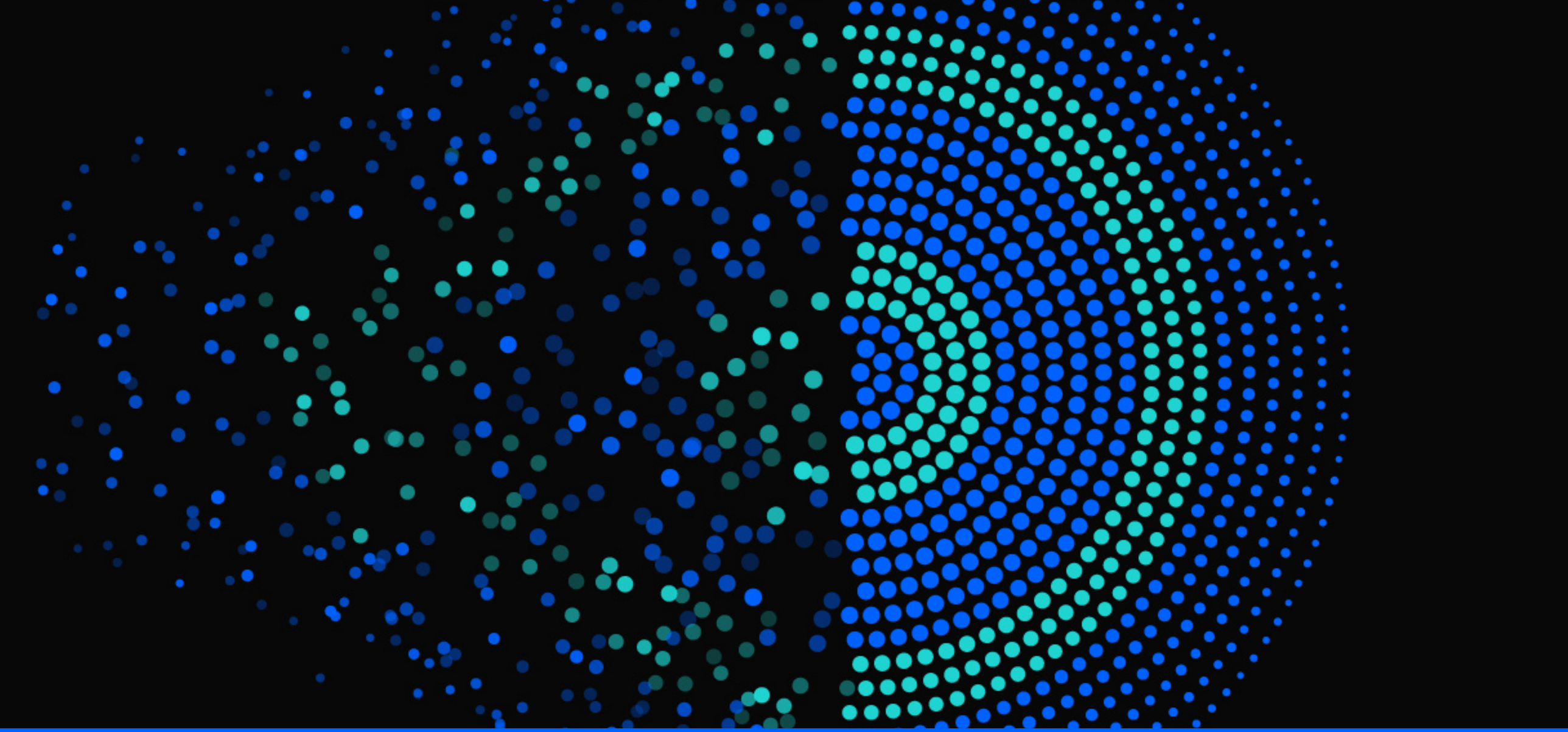
Sponsor Users



Observe Reflect Make


Observe
Reflect
Make


IBM Design Career Playbook
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Search
IBM Design Career Playbook
Design Career Playbook
Introduction
Disciplines
Career progression
Growth dimensions
Take action
Design Career Playbook

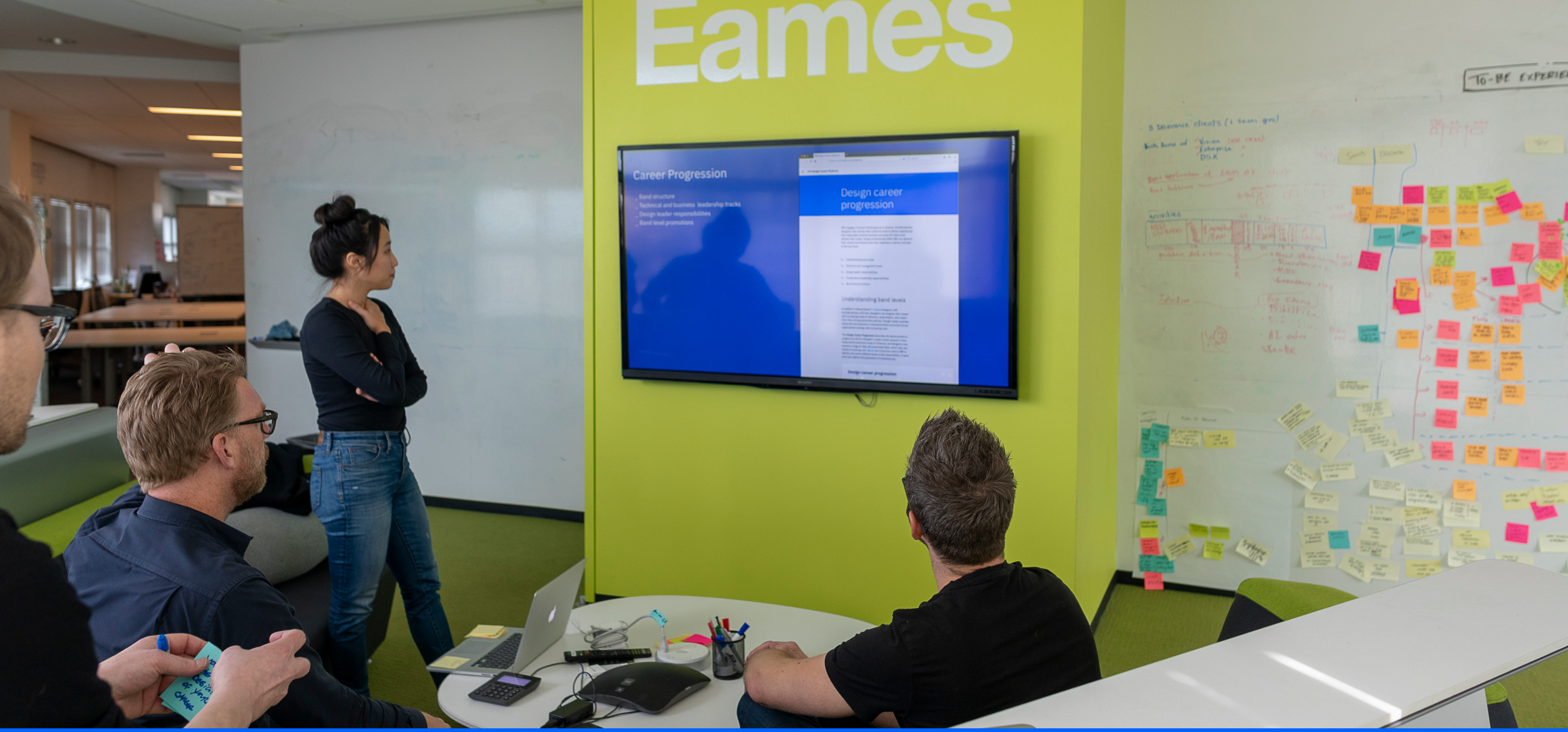


Observe

Discover	Learn	Try	Buy
Phase goal	Phase goal	Phase goal	Phase goal
Pain points & aspirations	Pain points & aspirations	Pain points & aspirations	Pain points & aspirations
Content concepts	Content concepts	Content concepts	Content concepts
Format & channel	Format & channel	Format & channel	Format & channel



Reflect

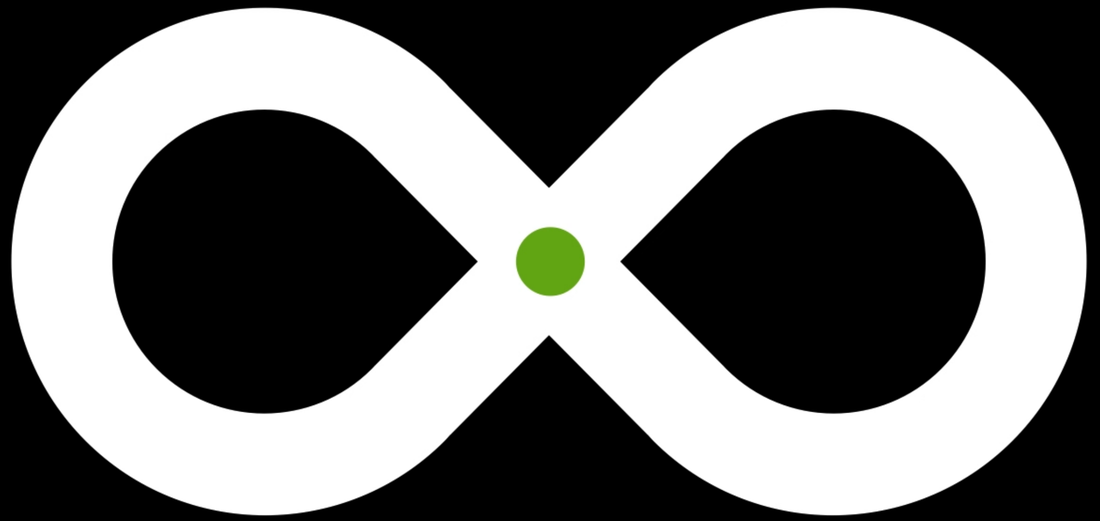

Eames
Career Progression
Band structure
Technical and business leadership tracks
Design leader responsibilities
Band level promotions
Design career progression
Understanding band levels

Make

High engagement rates
for associated content

Increased users
& sessions

Teams cite improved
career conversations,
skill growth, & goal setting

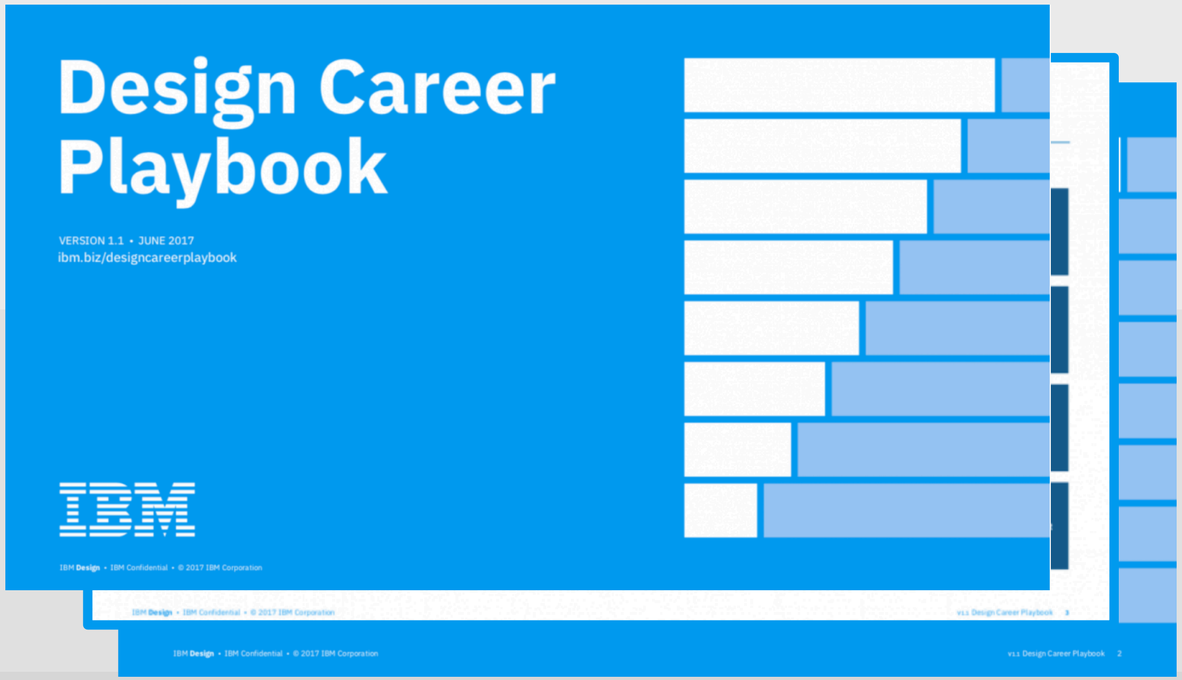


Observe Reflect Make

High session duration

Teams adopting
principles

Low bounce rate


Design Career Playbook
VERSION 1.1 • JUNE 2017
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Design Thinking

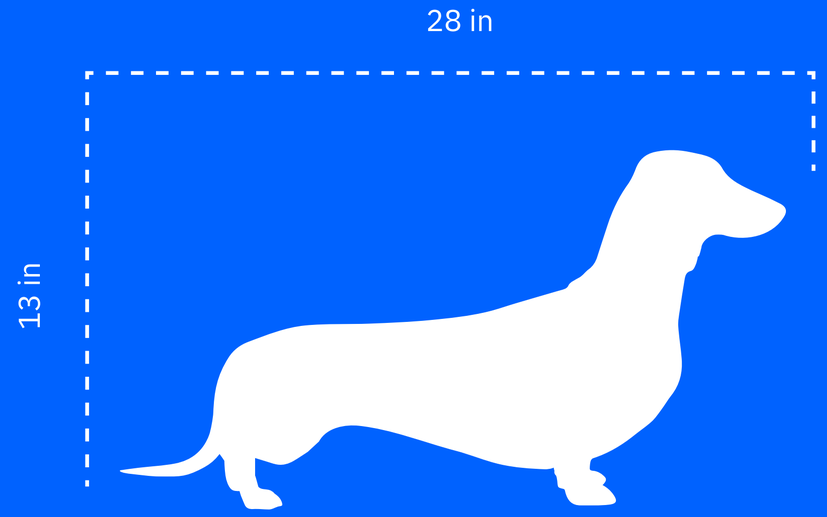
Intention

Focus

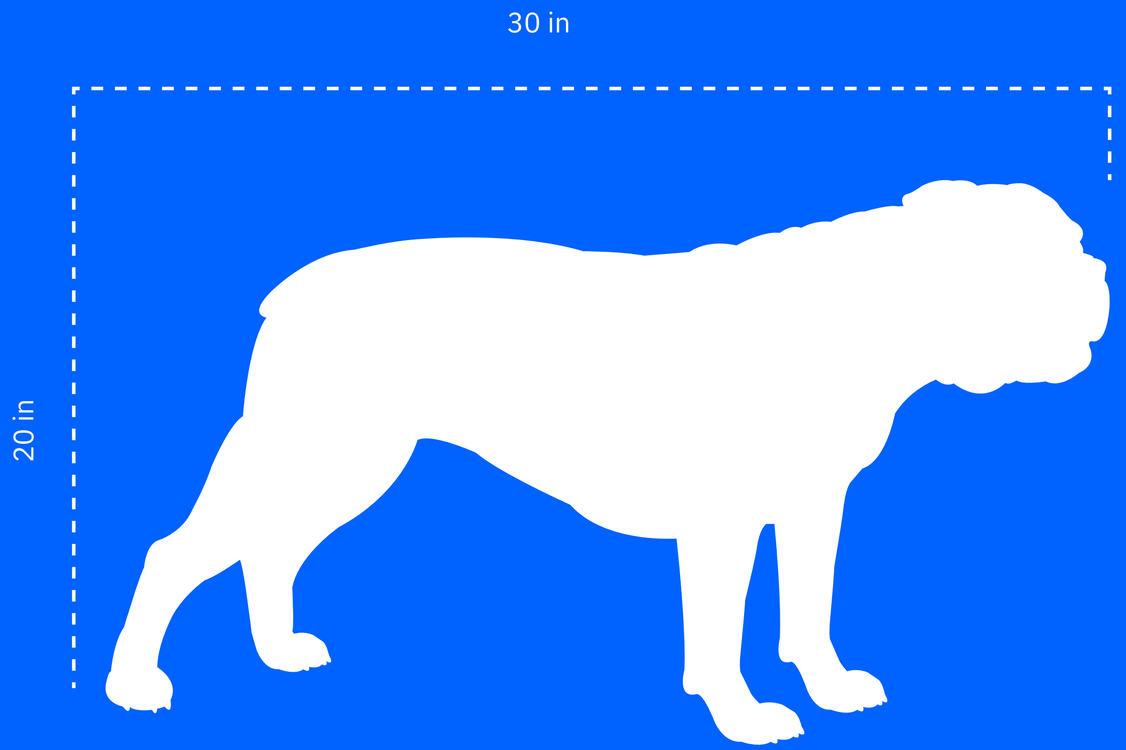
Structure

→ Results





Iteration at a microdog scale



Impact at a big dog scale

ibm.com/design

