Discomfort *by Design*

from existing to exciting innovation patterns

by Lorena García Girón & Mathieu Roy

Sidéral
Design with purpose

Lorena García Girón
Design & Innovation Consultant, Founder

We specialize in helping companies and organizations thrive at the intersection of Communication, Design and Innovation.

We harness the power of UX, Visual Design, and Design Thinking, enriched by impactful Storytelling and Creative Strategy to achieve this.

#Design
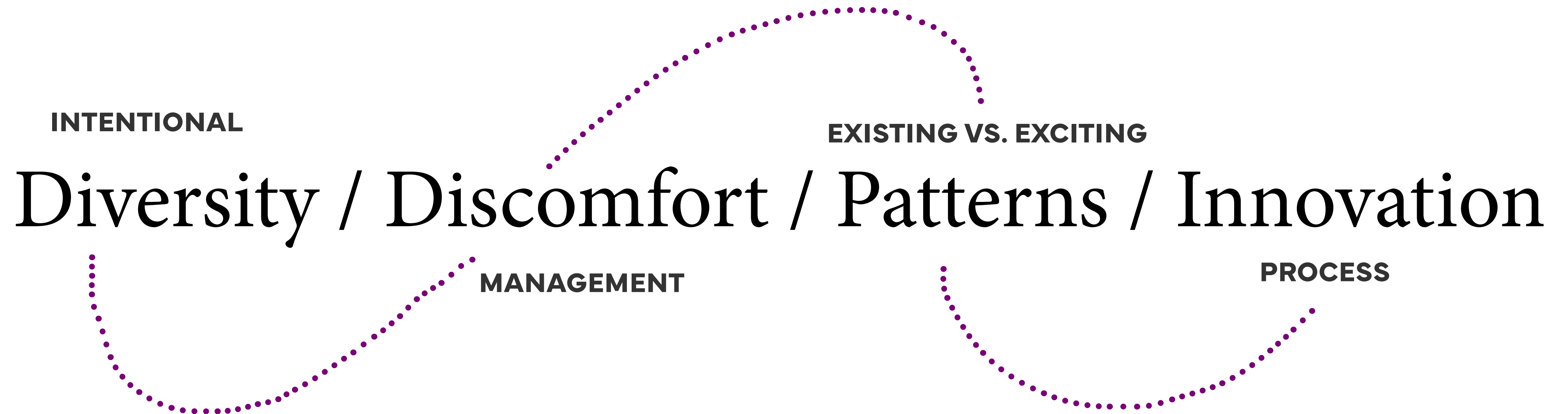
STOIX
[Co] create virtuous circles

Mathieu Roy MBA CSPO
Innovation Facilitator, Founder

We help organizations [co]create their own virtuous circles of growth, clarity and simplicity.

We do this through an integrated approach of Enterprise Design, Product Management, Business Strategy, Workshop Facilitation and Investment Management.

#Finance

Sidéral x STOIX

WHAT WE'LL WE TALK ABOUT TODAY?

INTENTIONAL

EXISTING VS. EXCITING

Diversity / Discomfort / Patterns / Innovation

MANAGEMENT

PROCESS

Sidéral x STOIX

Look at each other

10
seconds

1. Turn to your neighbour on your right
2. Look at each other for 10 seconds
3. Write down 2-3 characteristics or adjectives to describe them

Look at each other

60
seconds

1. Turn to the same person
2. Look at each other for 60 seconds
3. Write down 2-3 characteristics or adjectives to describe them
4. Write down 1 or 2 things about what you felt during the experience

Sidéral x STOIX

What was different?

Notice the <u>different data</u> you've gathered through discomfort.

Emotion *is* data.

Sidéral x STOIX

dis·com·fort
/diˈskəmfərt/

noun

noun: **discomfort**

- a state of unease, worry, or embarrassment.
  "his remarks caused her discomfort"

  Similar: embarrassment · discomfiture · unease · uneasiness · abashment ⌄

- something that makes a person feel physically uncomfortable.
  plural noun: **discomforts**
  "her neck hurt and her feet ached, but the physical discomforts were the least of her worries"

  Similar: inconvenience · difficulty · bother · nuisance · vexation · drawback ⌄

verb

verb: **discomfort**; 3rd person present: **discomforts**; past tense: **discomforted**; past participle: **discomforted**; gerund or present participle: **discomforting**

- make (someone) feel uneasy, anxious, or embarrassed.
  "she liked to discomfort my mother by her remarks"

  Similar: discomfit · make uneasy · make uncomfortable · embarrass · abash ⌄

- make (someone) physically uncomfortable; cause slight pain to.
  "I am often discomforted at night by pain in the knee joint"
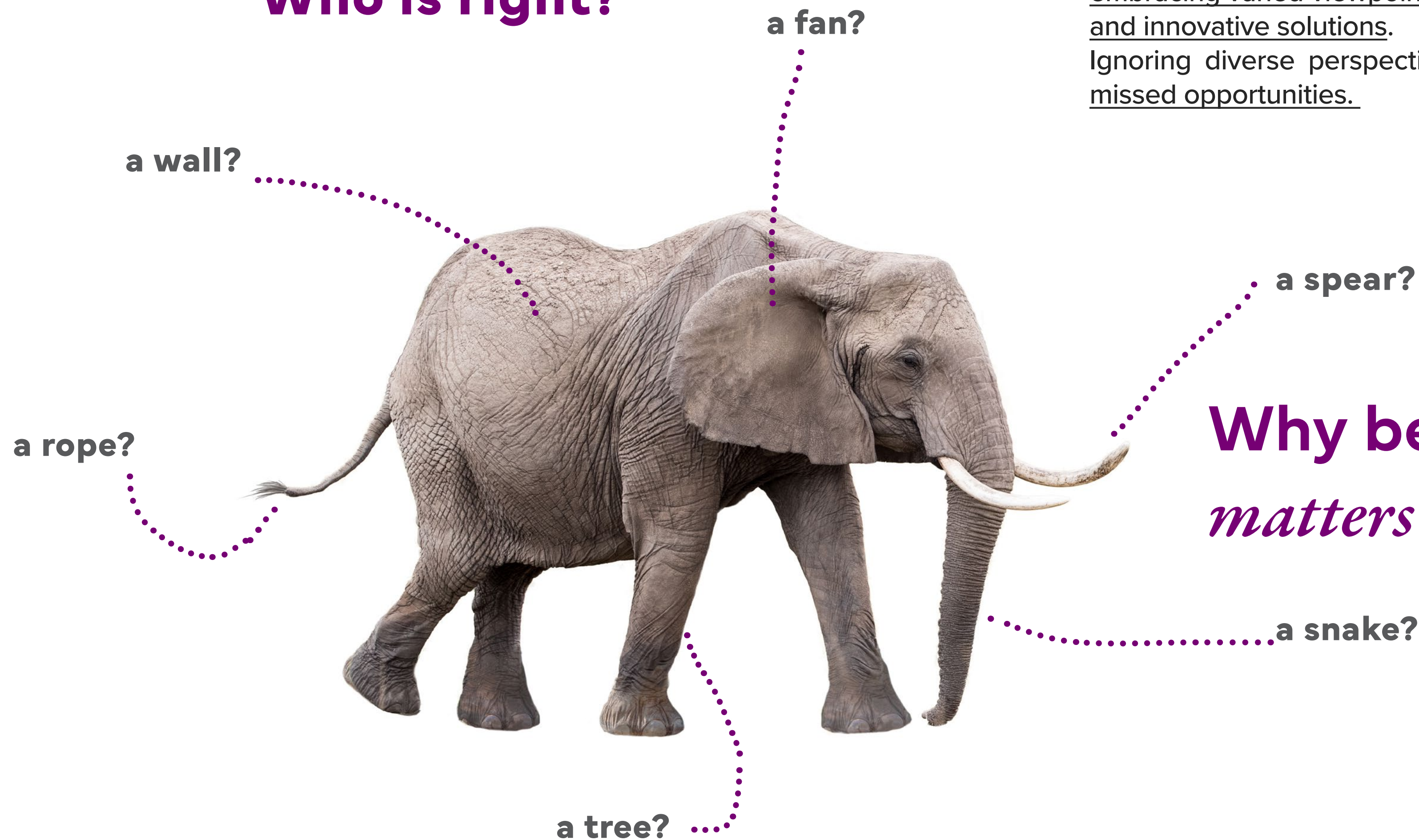
Something we try to *avoid*

But that when managed can become *a key aspect* for growth and innovation

The 3 Ms of
Discomfort........................

Mindfulness

Mindset

Meaning
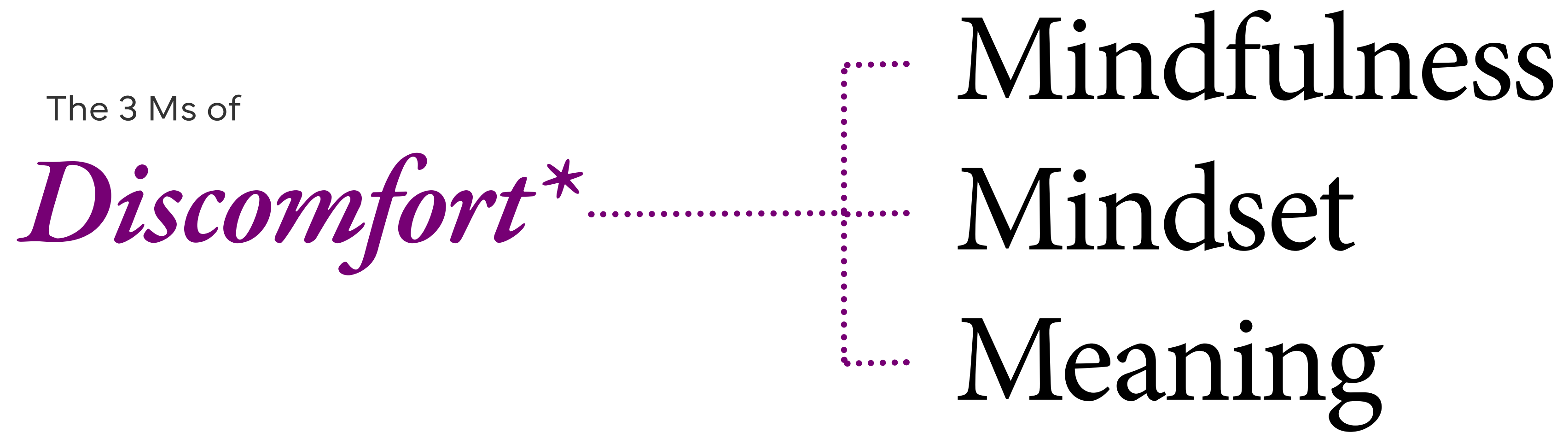
*Key elements in managing discomfort according to Amanda Lang in her work "The Beauty of Discomfort".

perespectives

Who is right?

a fan?

a wall?

a spear?

a rope?

Why being intentional

matters

a tree?

a snake?

This parable illustrates the power of collaboration and diversity: <u>embracing varied viewpoints leads to deeper understanding and innovative solutions</u>.
Ignoring diverse perspectives **risks** misunderstanding and <u>missed opportunities.</u>

"Discomfort is inevitable in diversity, but with empathy, it becomes a force for growth and innovation."

#riskaversion

Complex Problems

We have to find ways to keep our mental processes from becoming routine — at least when we want to change or solve a complex problem.

"Comfort is the worst addiction"
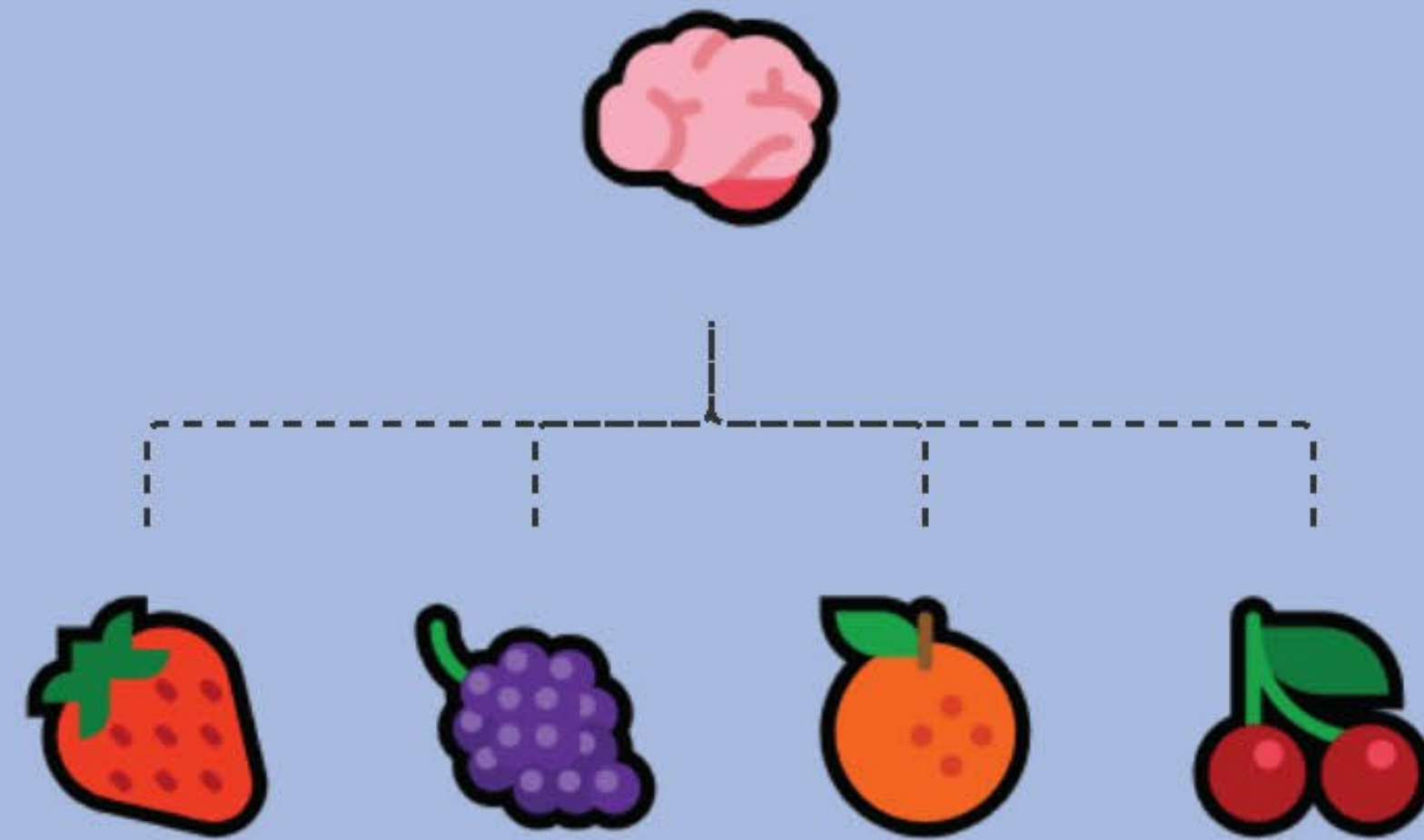
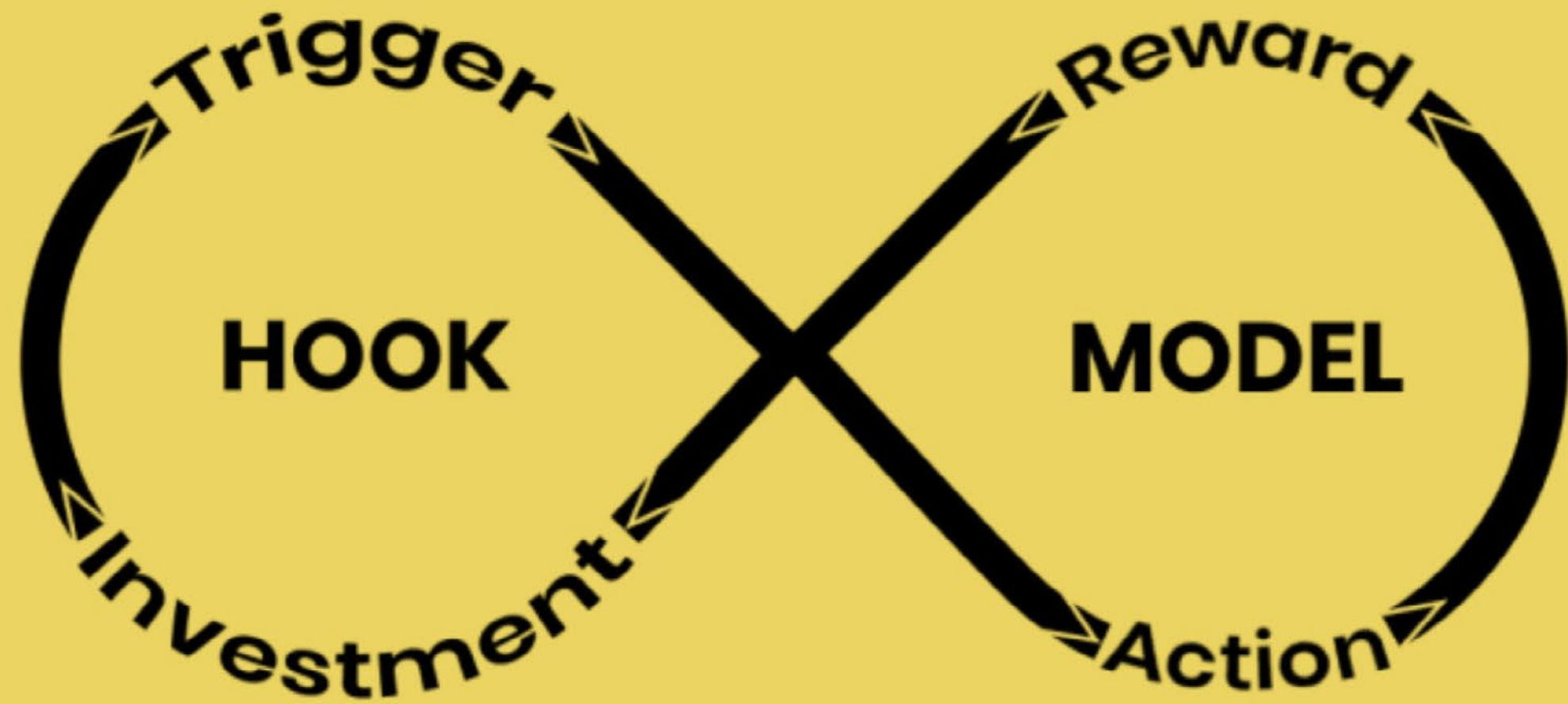-Marcus Aurelius

You

Your Brain
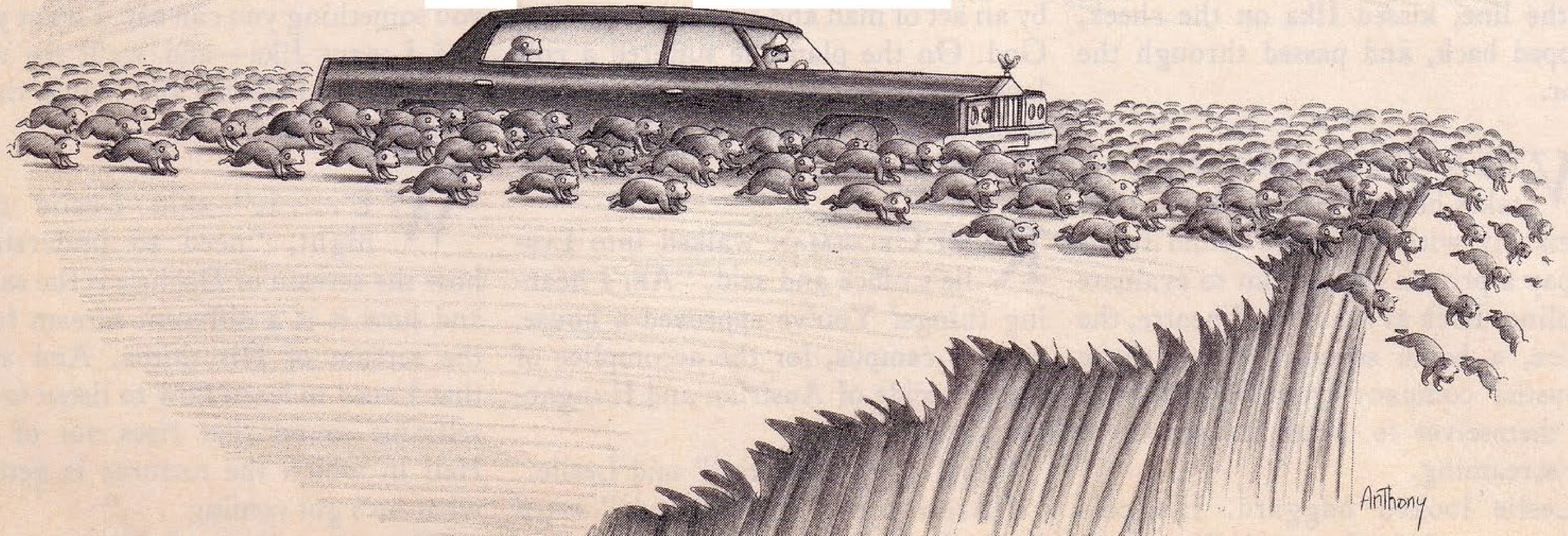
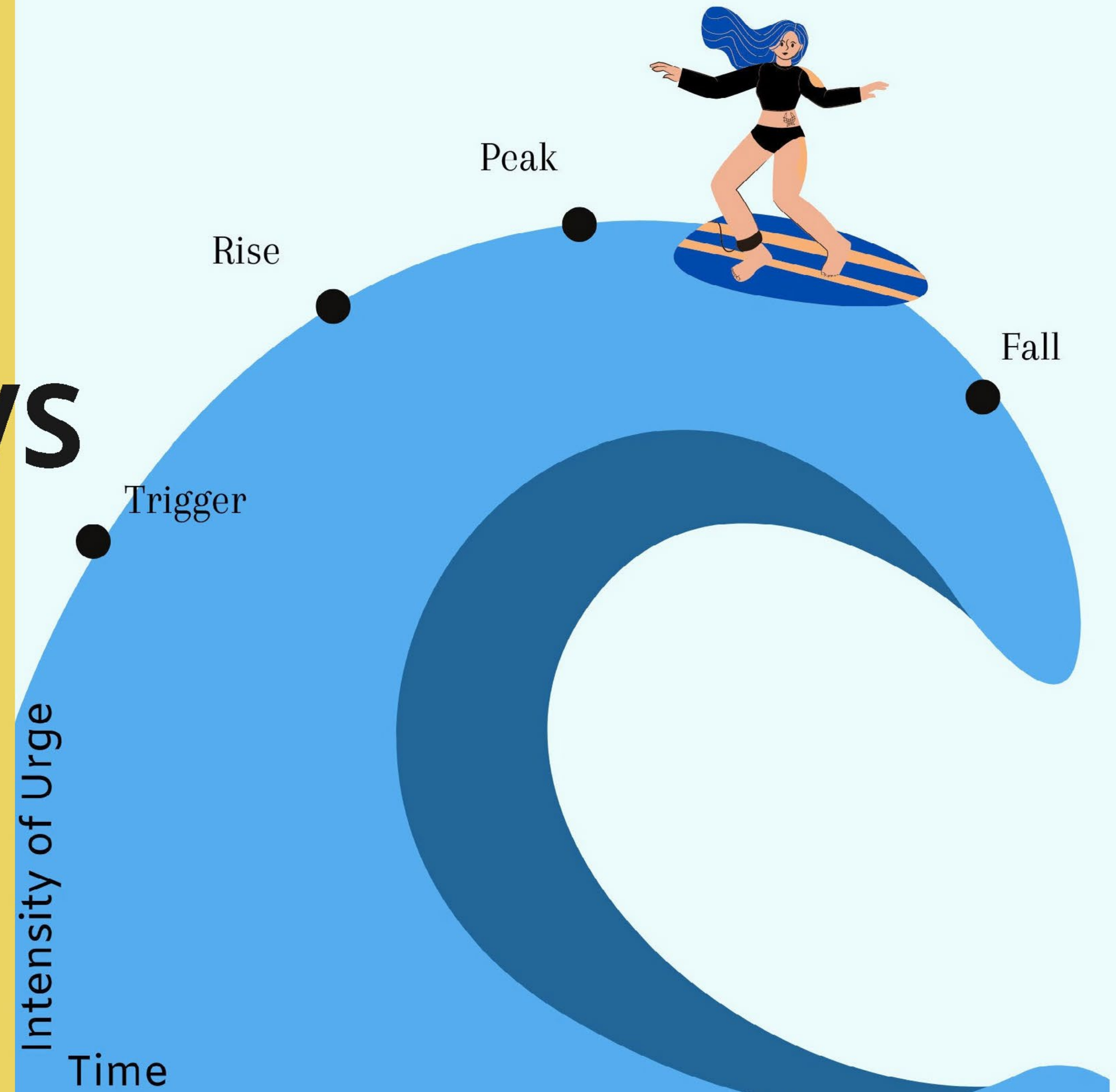# From surviving to thriving

Figure 1: Types of Behavioural Biases

Emotional Biases	Cognitive Biases Beliefs perseverance errors	Information-processing errors
Loss aversion	**Conservatism**	Anchoring and adjustment
Overconfidence	Confirmation	Mental accounting
Self-control	Representativeness	**Framing**
Status quo	Illusion of control	Availability
Endowment	Hindsight	
Regret aversion		

SOURCE **CFA Institute**

@mathieuroymba   Rome September 19th 2024   Intersection 2024

From Responsiveness to Mindfulness

Trigger
Reward
HOOK
MODEL
Investment
Action

VS

Peak
Rise
Fall
Trigger
Intensity of Urge
Time

From Brain Bug to Brain Hack
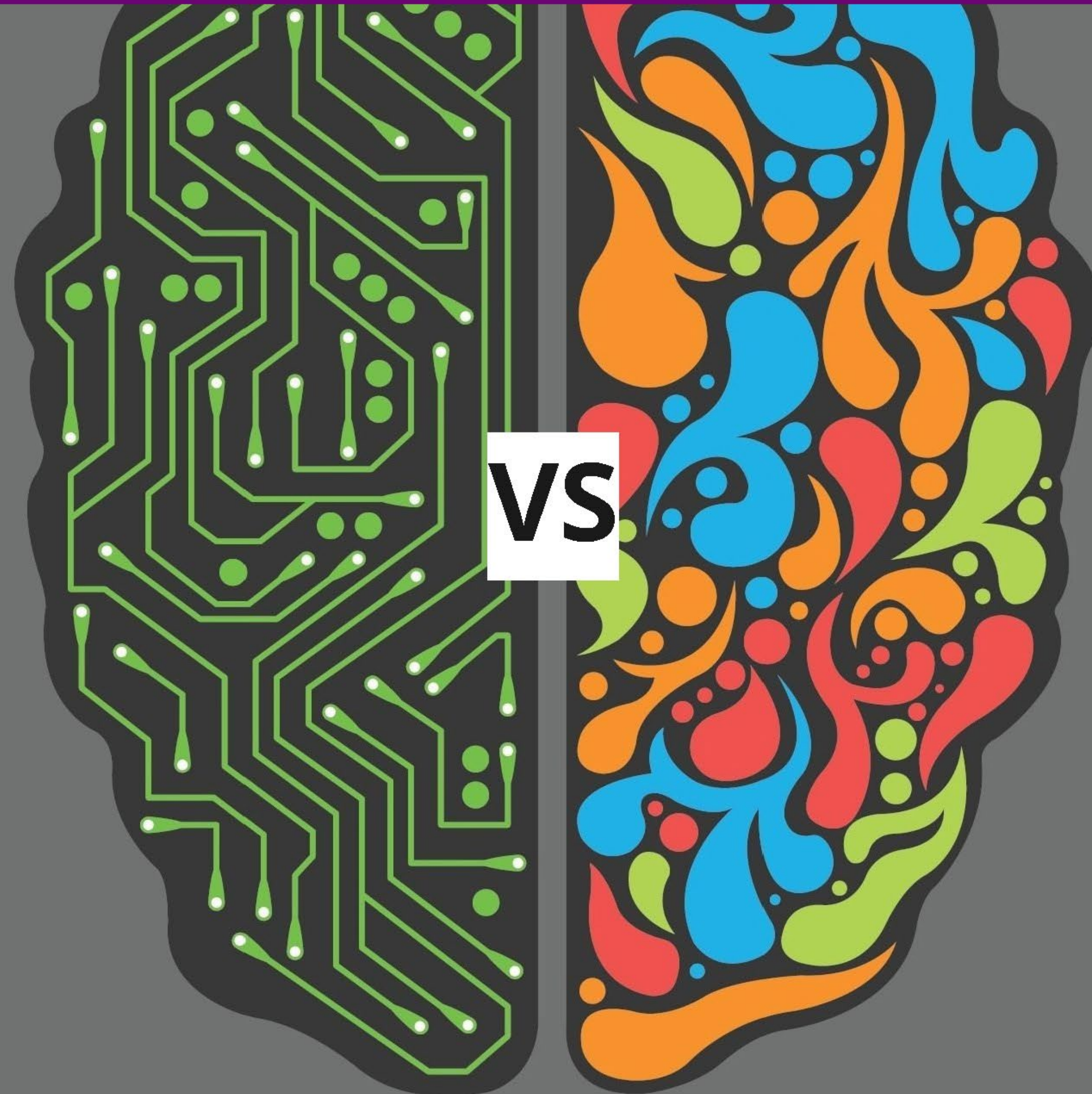
From Vienna to Rome

2023

2024

INTERSECTION GROUP

Power

Courage

Wisdom

Trigger

Action

Reward

Discomfort

Sidéral
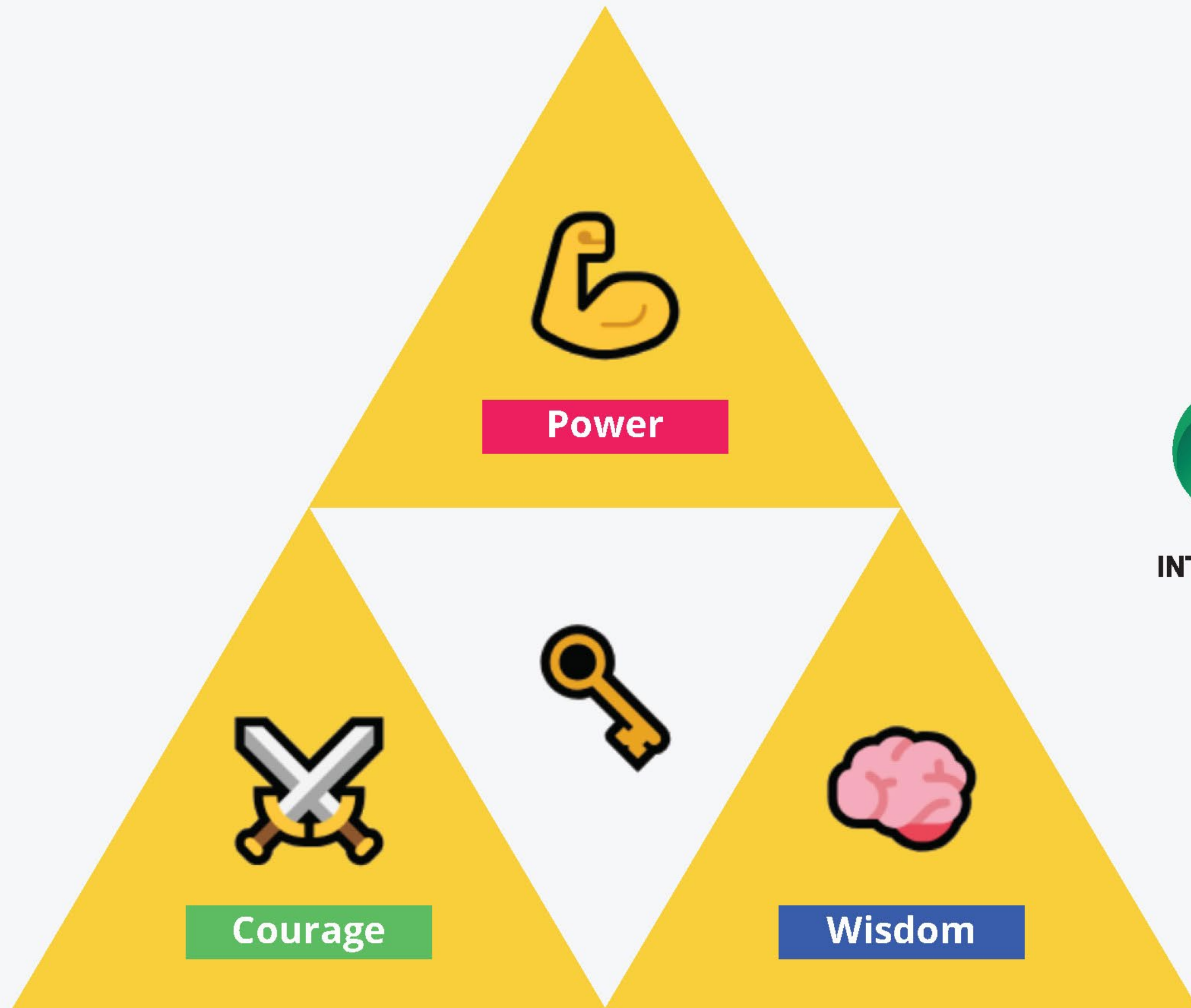
Stepping out of my comfort zone

TO CONTRIBUTE TO CHANGING
THE STATUS QUO

360+ Engineers

I was the only Designer &
Woman to take the main stage
at the 15th AOC in Tokyo

#courage #vulnerability #discomfort

AUTOSAR

case study

AUTOSAR is a global partnership of leading companies in the automotive and software industry to develop and establish the standardized software framework and open E/E system architecture for intelligent mobility.

Collaborative Workshops for Website Redesign

358	20+	4	5	3	1
Partners	**Stakeholders**	**Regions**	**Languages at work**	**Companies**	**Official language**
	Engineers	Europe	German	AUTOSAR	English
	Finance	North America	English	CoCréa Studio	
	Legal	China	French	+Pluswerk	
	Admin	Japan	Japanese		
	Comm		Mandarin		
	Developpers				

Foster <u>productive</u> Discomfort

by DESIGN

In diverse teams, **embrace differences** as strengths rather than barriers.

in a nutshell

1 **Intentional Diversity:**
from Silos to Co-creative
Inclusive Collaboration

2 **Shifting perspectives:**
from language barrier
to equalizer

3 **Out of the comfort zone:**
from Conventional to
a Playful Safe Space

4 **Clear Multidisciplinary
Communication:**
from Confusion to Clarity

5 **Going the Extra-Mile:**
from avoiding to embracing
Discomfort

6 **Impact Continuum:**
from data collection
to data stories

01

From Silos to Co-creative Inclusive Collaboration

Intentional Diversity

Data + Decision Making

A human-centered participatory structure to determine a collective choice

Igniting the spark to light the way towards valuable insights (without burning down the house!)

3

Co-creation Workshop sessions

- Engineering
- Comms
- Finances
- Legal
- Admin

1

Decision making Workshop Session

- Chair Person
- Exec Board
- Steering Commitee
- Head of Admin

/ THE GOLDEN CIRCLE & STORYTELLING

cocréa

MAY / JUNE 2022

Recap and Results of Creative Workshops by CoCréa Studio

STRUCTURE OF WORKSHOPS:

- Introduction to the notions and overview of goal of each Workshop
- Brainstorming individually and in groups
- Breakout rooms in teams of 2 or 3 to discuss and find common answers
- Writing down answers in post-its
- Naming a spokesperson and explaining answers to the group
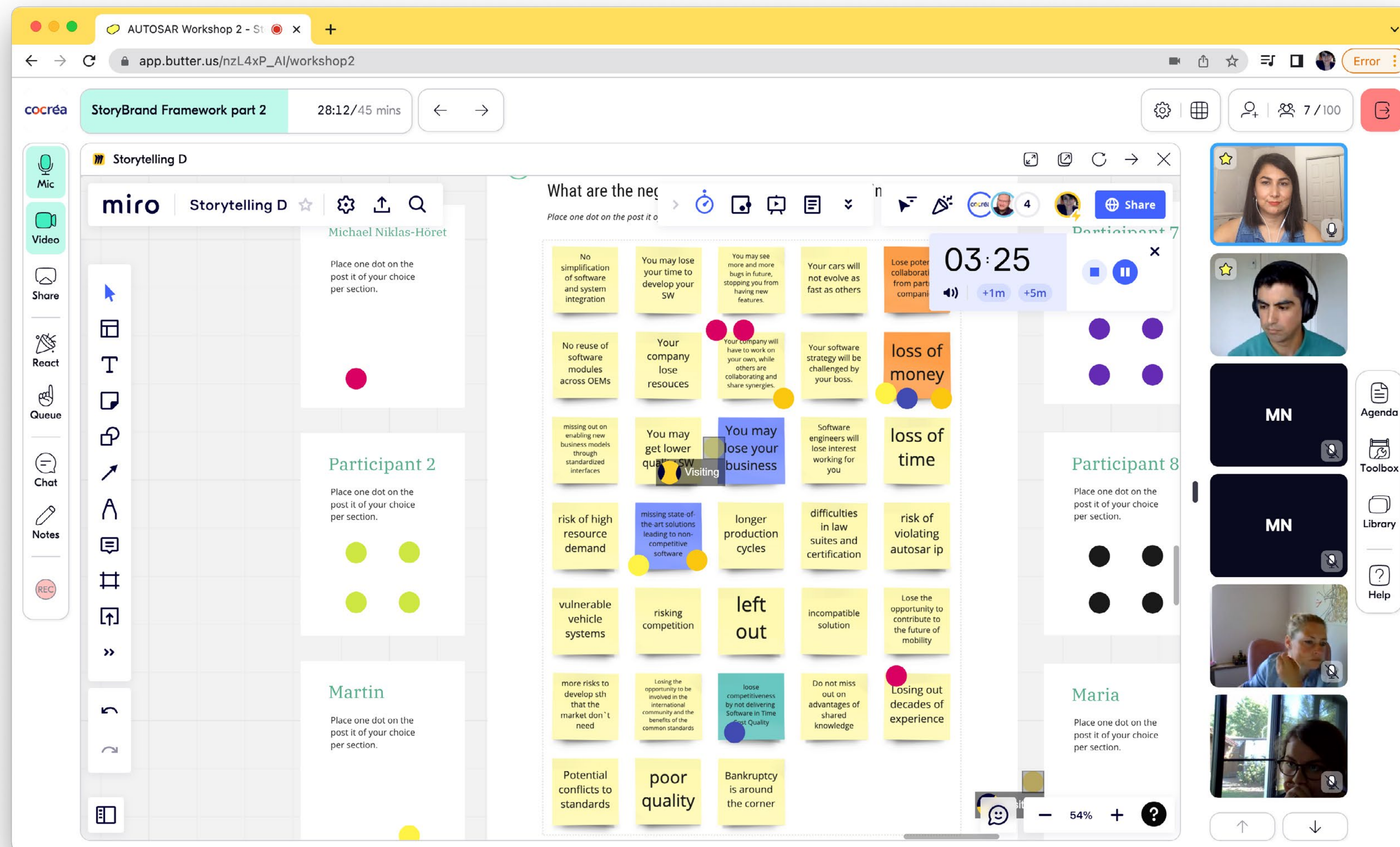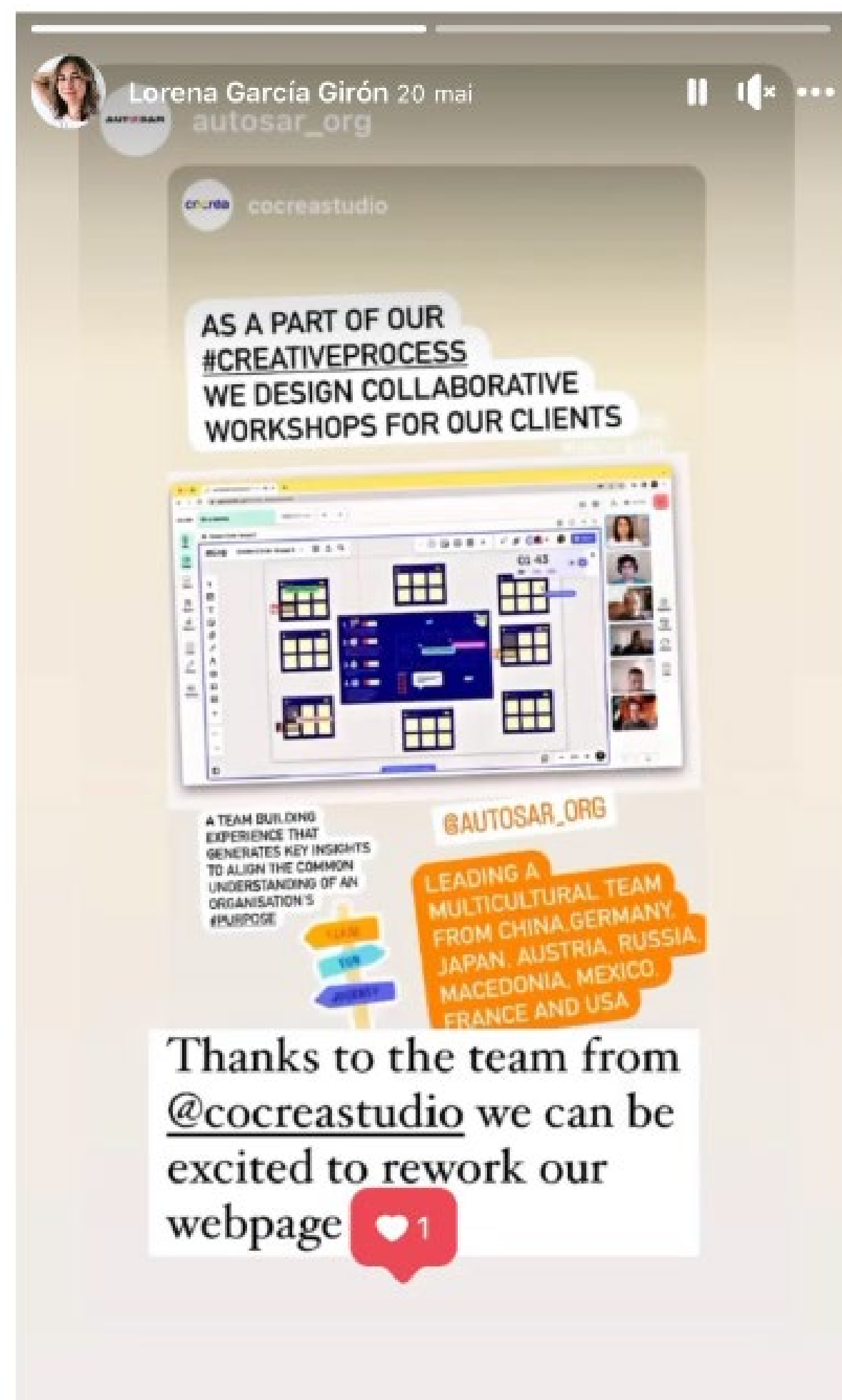- Voting to determine a collective choice

3h Sessions: A,B,C & Decision Making for each Workshop

TOTAL NUMBER OF PARTICIPANTS: 20

Sıdéral

155 Participants of the 14th AOC held in San Diego, California on may 12th 2023. Photo: Lorena García Girón

02

From barrier to equalizer

Shifting perspectives

Having an accent when we speak means we speak more than one language.

#asset

*A second language for all**

Context of 80% of partner companies where english is not their native language

*Opportunity for equal footing

03

From Conventional to Playful Safe space

Out of the comfort zone

- Intentional Diversity
- Removal of Hierarchies
- Authenticity and Courage
- Play and Rigor
- Humor

Digital Flyer for inhouse recruitement campaign for the participants of the creative workshops for the redesign of the AUTOSAR websited, june 2022.

04

From Confusion to Clarity

Understanding each other
is half of the task
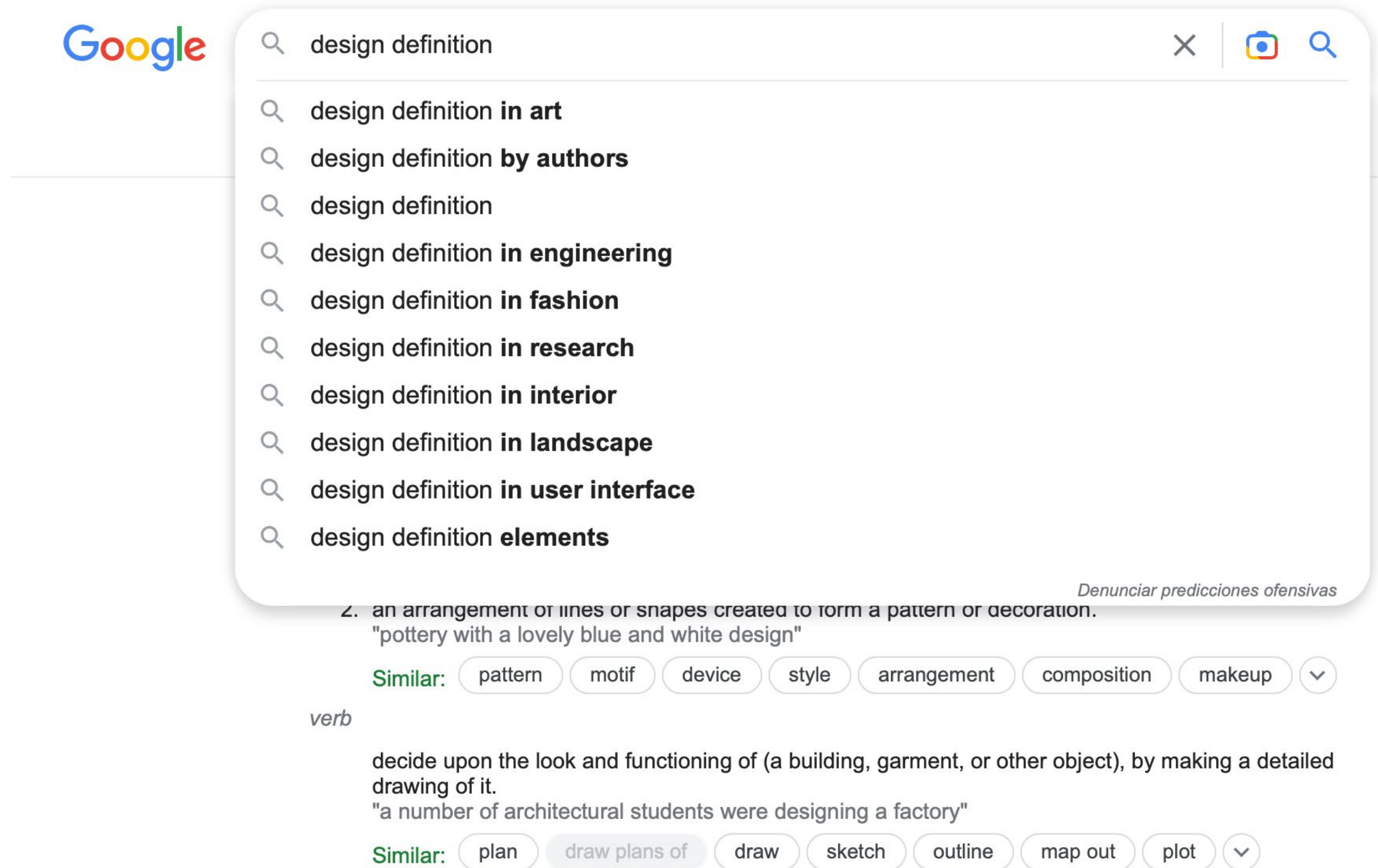
Align:
Set a course for success

Different perspectives and definitions,

same goal.

The sticky notes read:

contributions from all players in the automotive industry

People understand how they can take advantage of AUTOSAR and / or contribute

technology and innovations

transparency

Central role in the Automotive SW development universe

high acceptance by developers

markets and cutomer behaviour

getting 3rd parties contacting

Standard is used for SW development worldwide

we are not answering the questions about something already mentioned on the website

Become Leading standard for cars of the future

Easy to use

Accepted by everyone

Single resource of standardization

Used in every car

Plays an essential role in smart cars

ease of application

all possible partners understand why autosar is good for them

Perceived as the most important automotive organization

Becoming the leading Standard in Automotive Safety and Security

Make any car users happy

first choice

Highly appreciated

Easy to use any processors

Very active community

easy to understand

people understand what autosar offers

getting new companies attracted

People understand what AUTOSAR does and how it works (concept and content)

Fulfill market needs of today and the future

used by all car companies

show the th advanvantages of exchangeabiloity

raising awareness of AUTOSAR

flexible

speeds up development

clear and understandable

when our main marketing is positive worth of mouth

Who is taking part / community

compatible and consistent ECU software

strong coupling between requirements and implementation

any company which uses AUTOSAR are profitable as well

compelling offer as a basis for ECU software

To become the leading automotive standard software organization with the most important participants in the sector involved, as well as all possible interested companies

practical use in car projects

Make any sfotware easy to port

Speedy specs

⏱ 3 min

What does *success* look like to AUTOSAR?

Write down as many answers as they come to mind.

Information ≠ Communication

"If you confuse, you lose." – Donald Miller

We will put a man on the moon.

*Storybrand, Donald Miller 2022

We make cars speak the same language

Cars, Disney -Pixar Animation Studios 2006
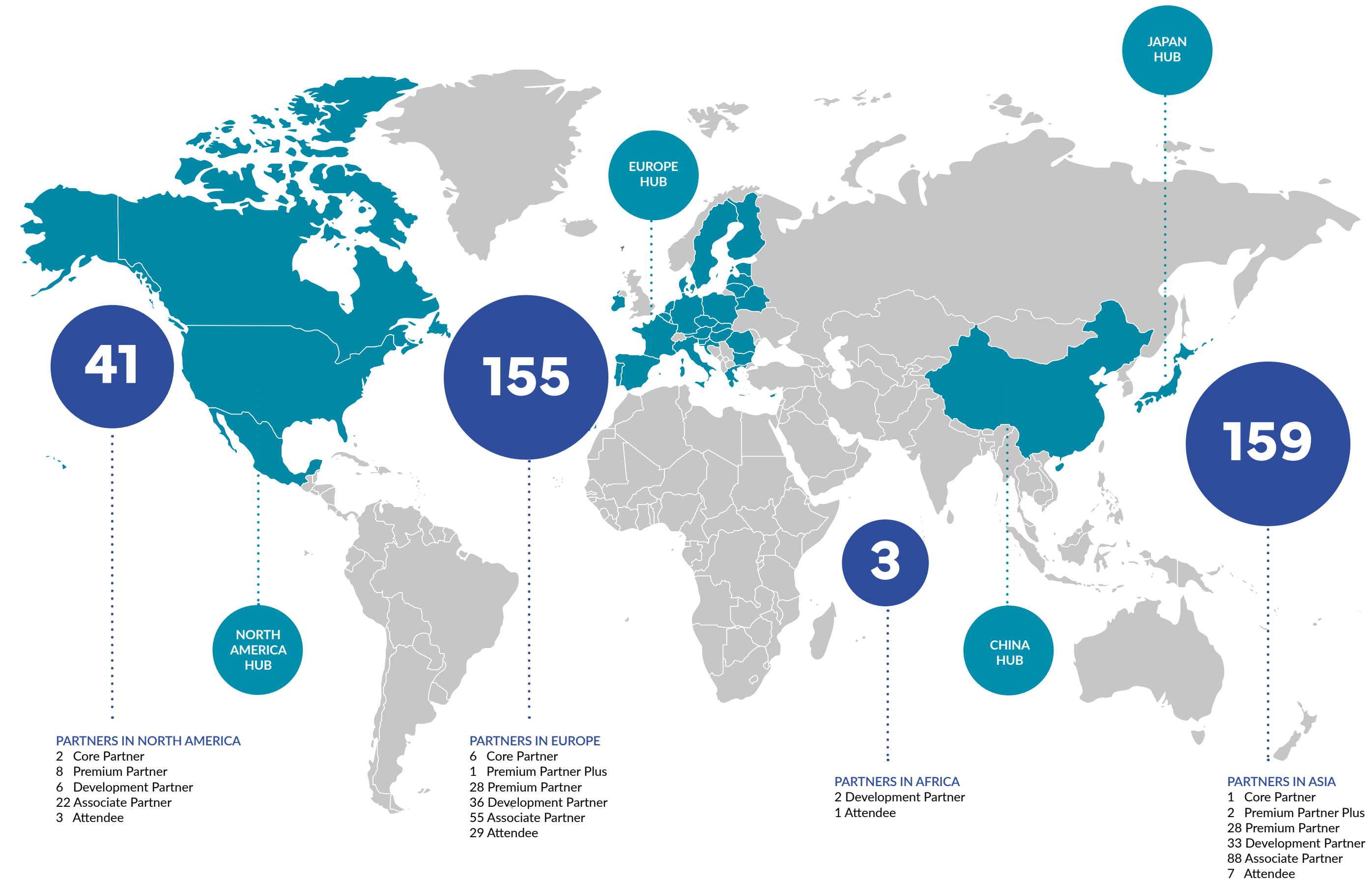
Simplify your vocabulary

Avoid the curse of knowledge*

AUTOSAR CORE Partners

Rephrase so that a 10 year old can understand.

05
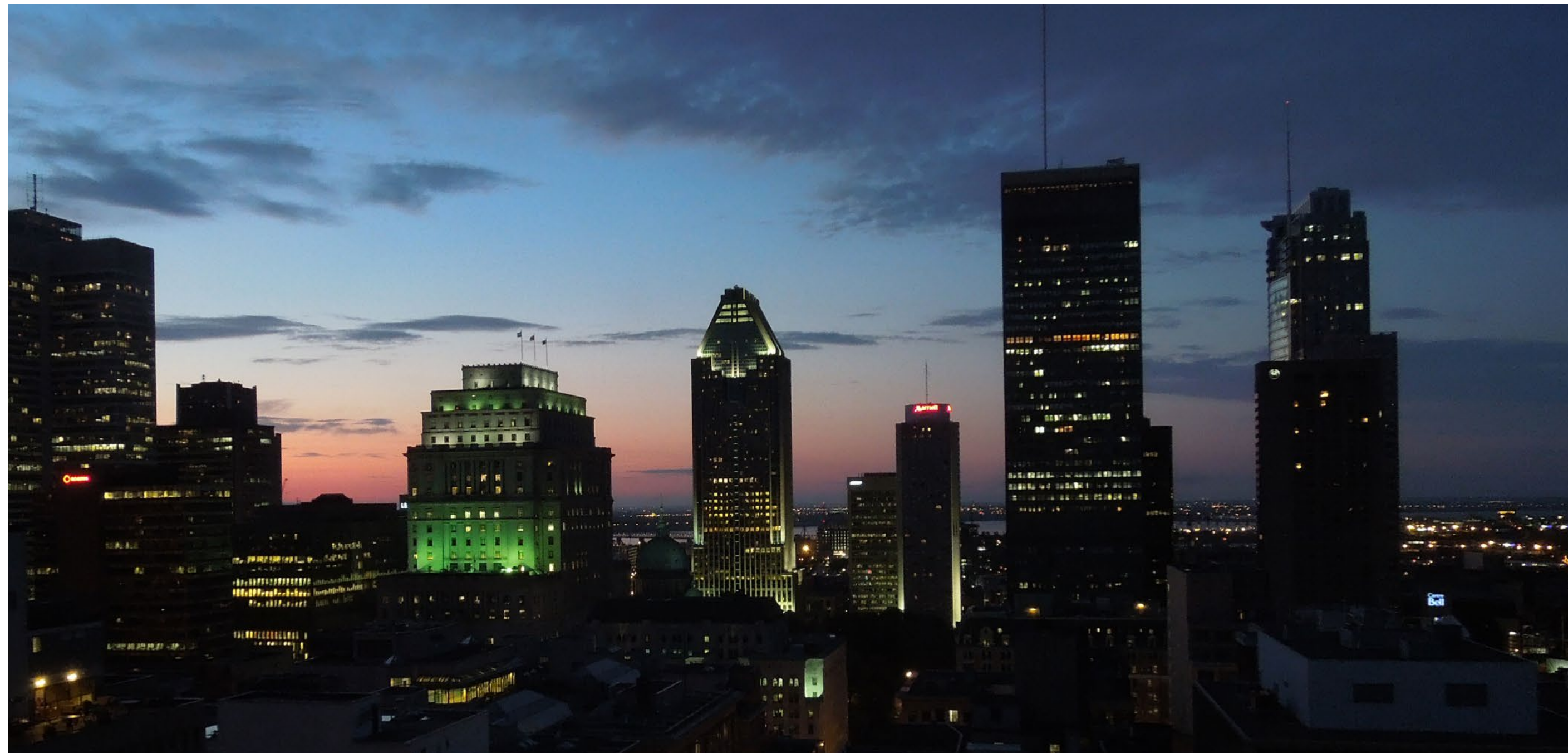## From Avoiding to Embracing Discomfort

Going the Extra-Mile

JAPAN HUB

EUROPE HUB

41

155

159

3

NORTH AMERICA HUB

CHINA HUB

PARTNERS IN NORTH AMERICA
2 Core Partner
8 Premium Partner
6 Development Partner
22 Associate Partner
3 Attendee

PARTNERS IN EUROPE
6 Core Partner
1 Premium Partner Plus
28 Premium Partner
36 Development Partner
55 Associate Partner
29 Attendee

PARTNERS IN AFRICA
2 Development Partner
1 Attendee

PARTNERS IN ASIA
1 Core Partner
2 Premium Partner Plus
28 Premium Partner
33 Development Partner
88 Associate Partner
7 Attendee

Various time zones...

Photo by Stéphane Milot on Unsplash

2-6am

¡oops!

Factoring in time zone differences requires atypical schedules

Intentional Diversity often requires going the extra-mile

#DATACOLLECTION

06
From data collection to data stories
Impact Continuum

Sıdéral

Handoff & Deliverables

We collaborated with a web agency in Munich +Pluswerk , who took over after our presentation of the results to create and launch the AUTOSAR website.

DOCUMENTS

- Recap of all workshops, data, decision making and results

- Digital Communication Guidelines, the Storytelling and Marketing elements translated from our workshops into a wireframe design and guidelines for the website creation.

- The Design System at an atomic level on Adobe XD

Accessibles on their SVN, Confluence on the Cloud

Website
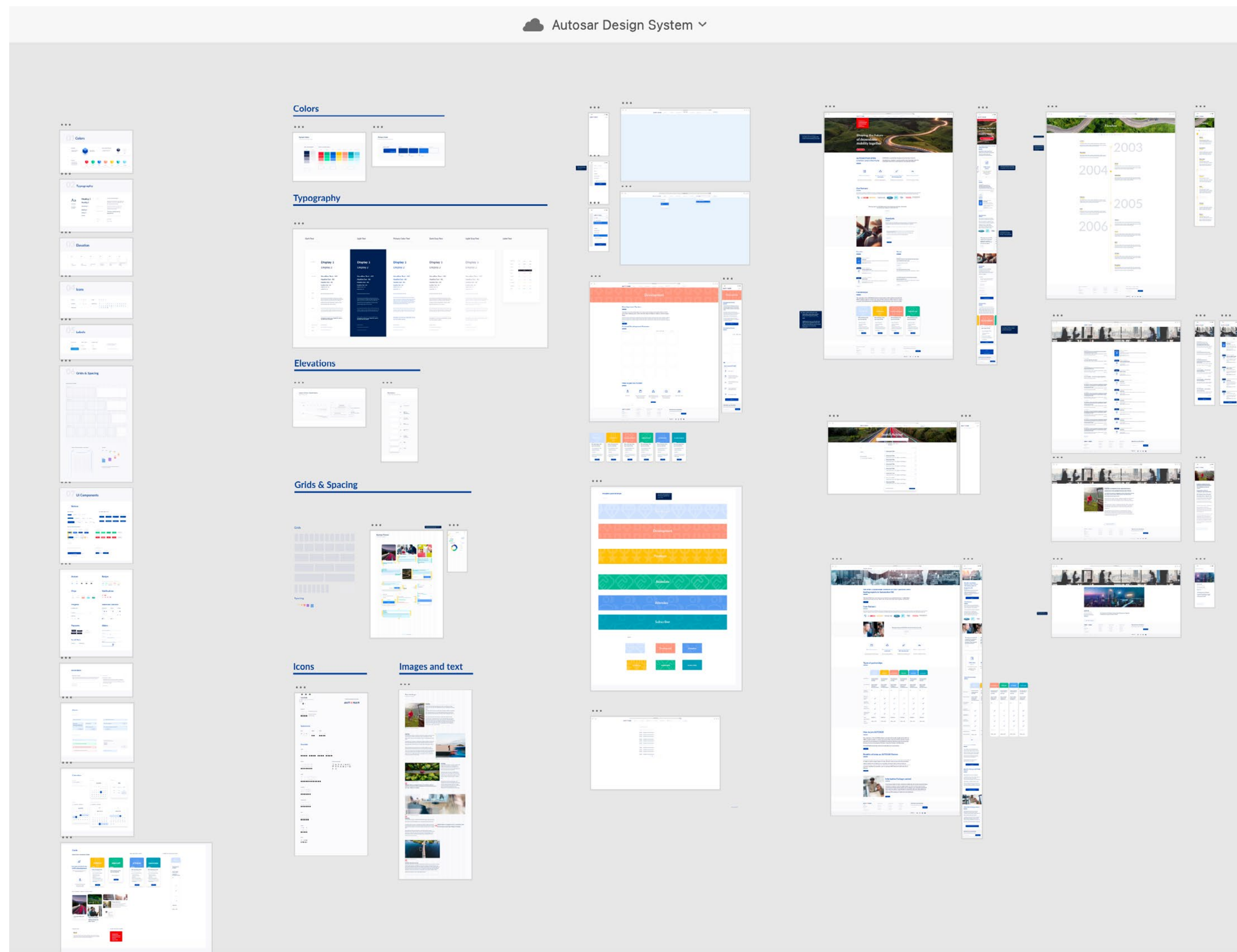
What AUTOSAR does (Slogan)

Clear information on types of partnership

The theme created from workshop #1

And the benefits of becoming a partner from Workshop #2
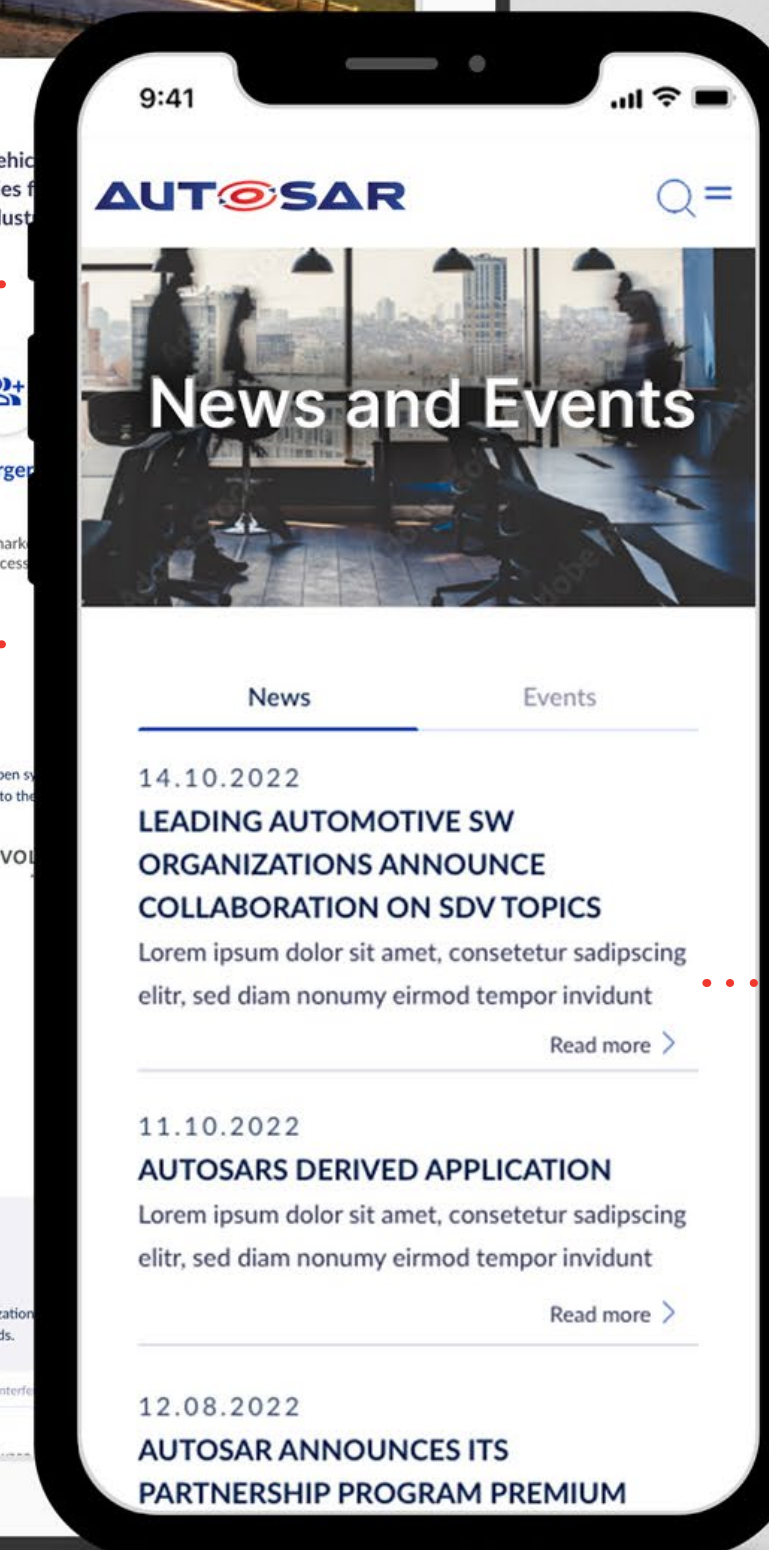
Accessible Definition of AUTOSAR

4 easy steps (and benefits) of becoming a partner with call to action from workshop #2

Streamline of information access to news and events

Curated images of people in context

Autosar Website redesign
Enhancing UX/UI to facilitate partnership acquisition and streamline access to information

- **Communication**: Simplified understanding of AUTOSAR
- **Enhanced UX** proposition for search engine
- **UI Design**: translating research findings into actionable design proposals through a comprehensive Design System
- **Theme**: Shaping the future of intelligent mobility together
- **Partner acquisition**:

    4 step plan with clear Calls to Action to become a partner

    Concise Benefits of becoming a partner

- **Visual Design** :

    Information Architecture

    Curated imagery of people (humanizing AUTOSAR)

    Curated imagery of roads ("We're on the road" concept)

Impact
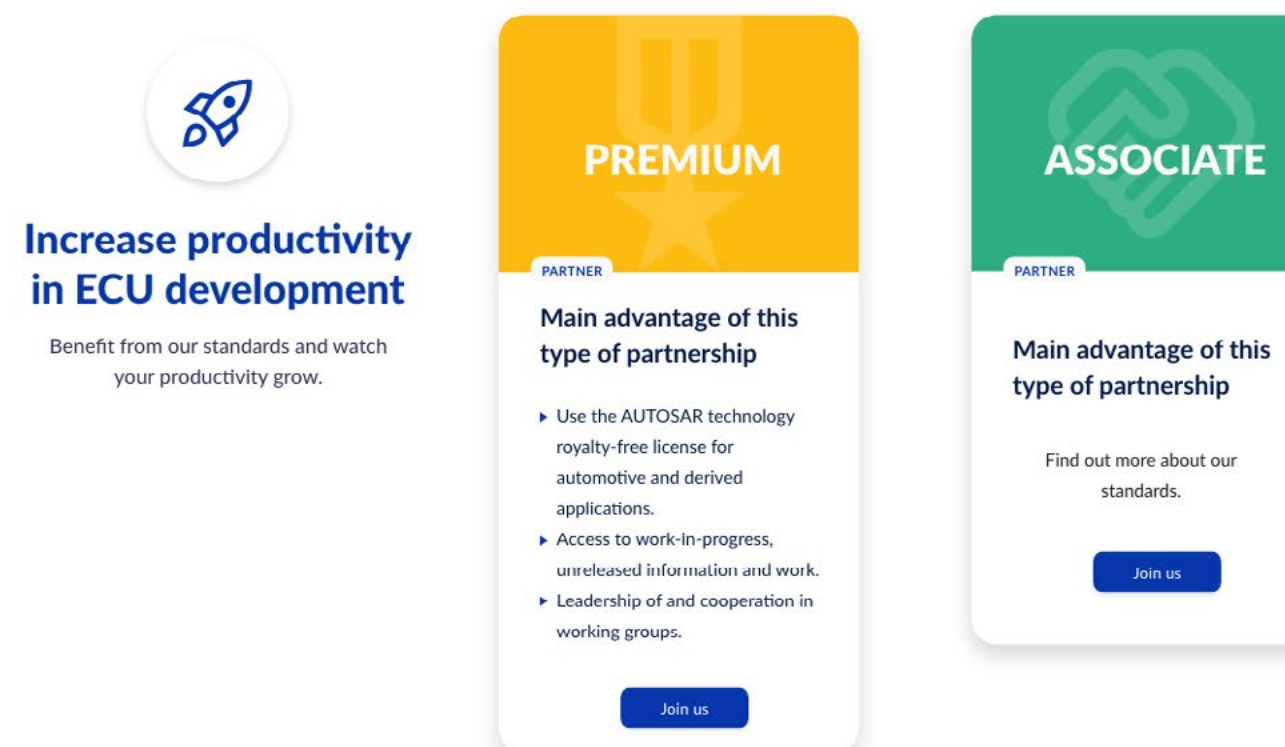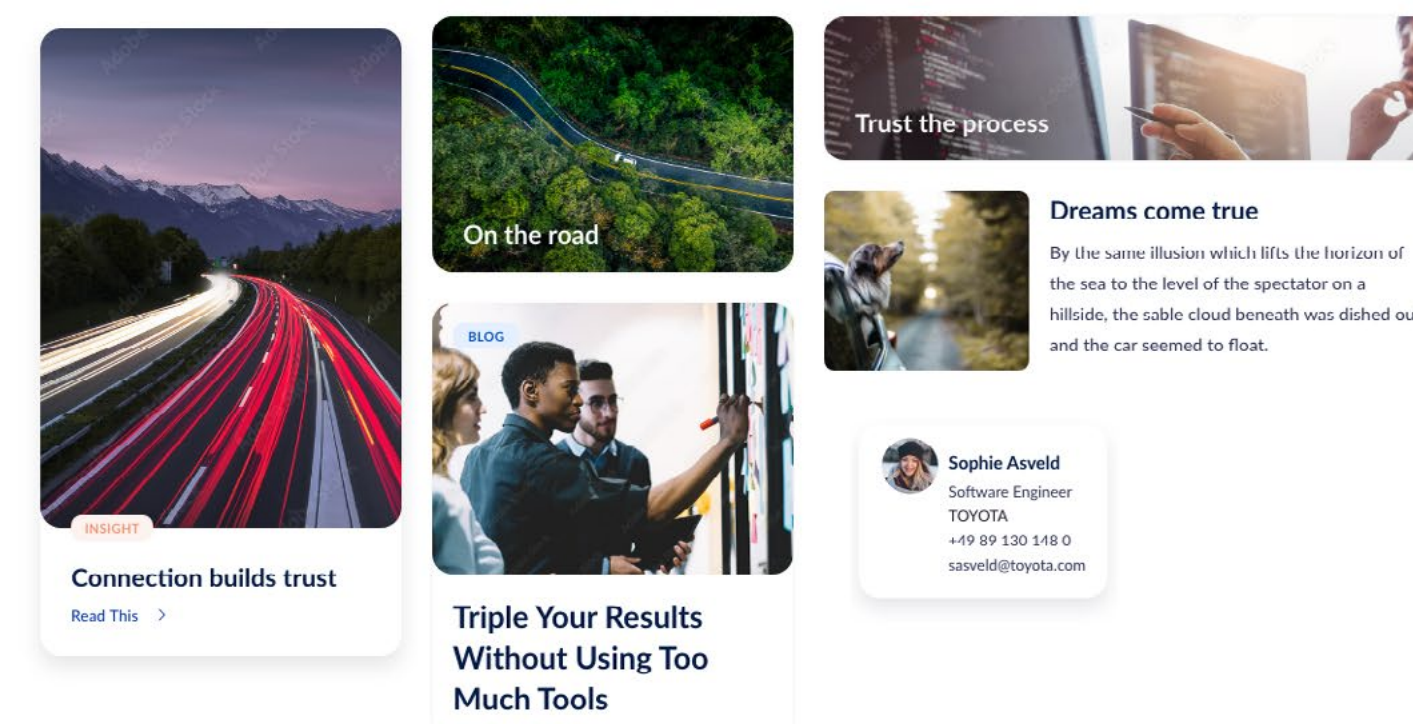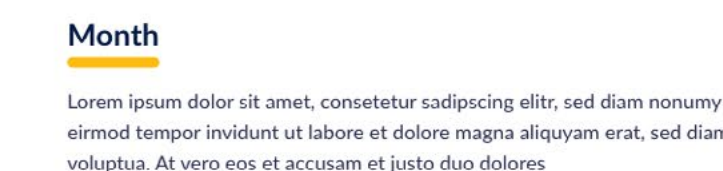
PROCESS
Refreshing the logo (20 years later)
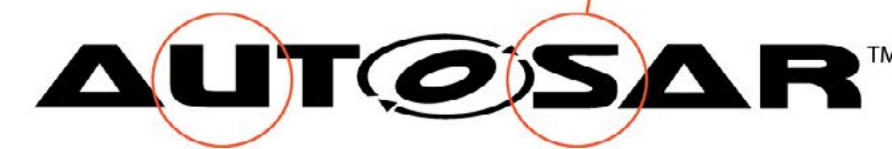
TYPOGRAPHY UPDATE

1 Anisette Std ExBold

AUTOSAR

Transformation to adapt the main characteristics of the original typography in the letters A and U as well as the angles in the letter S.

AUTOSAR

2 **SYMBOL UPDATE**

Two different axis and lack of consistency in the tracing of forms
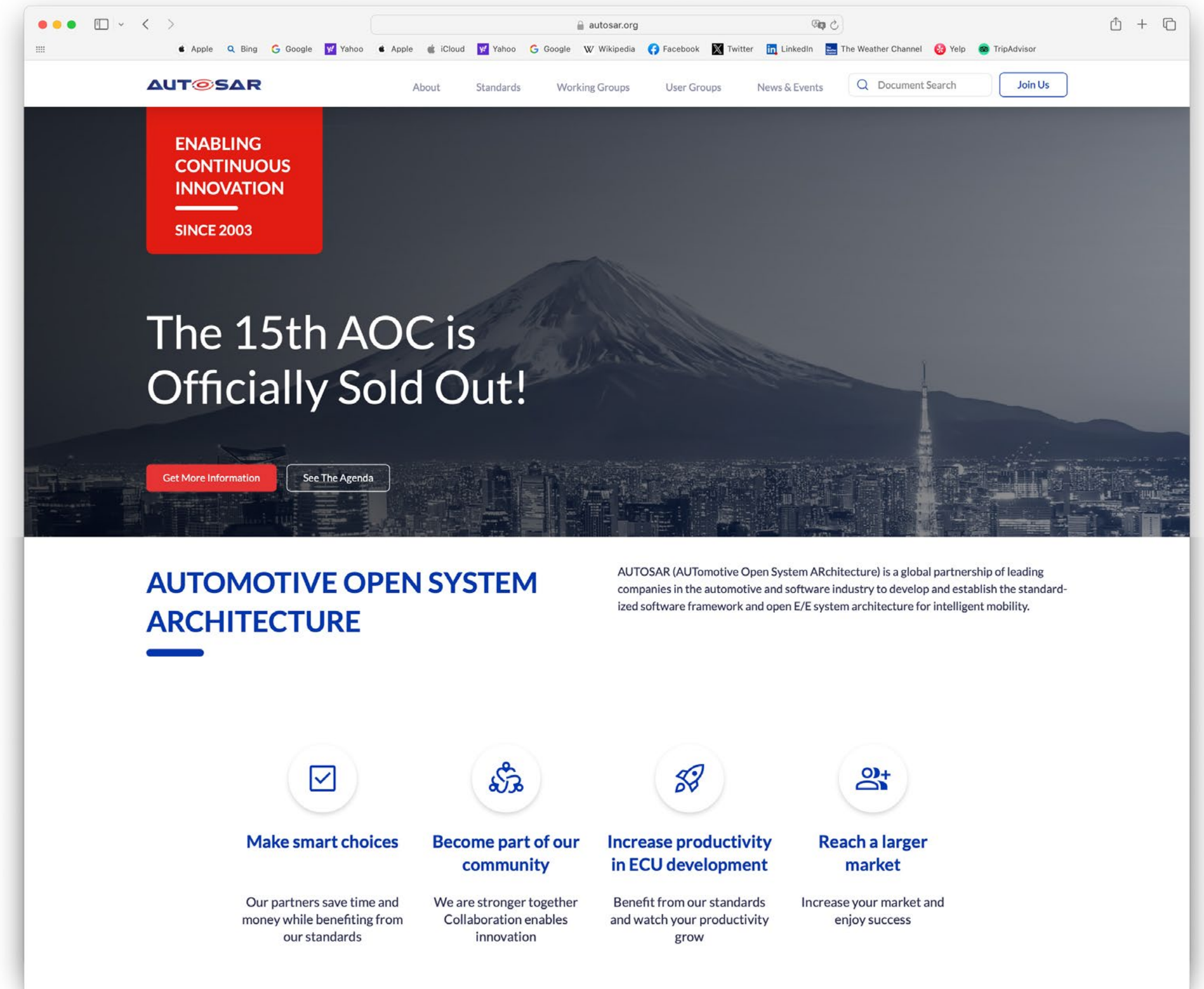
A single axis and consistency in all the tracing of forms

AUTOSAR™
2003

AUTOSAR
2023

The human eye can spot inconsistencies

Further Impact

Ripple effect

From 155 participants in 2023 to 366 participants in 2024

Data revealed that people were missing from AUTOSAR communication materials, so we changed it.

A clear call to action in a simple 4 step plan with the benefits at first glance in the landing page.

Sidéral x STOIX

Conclusion

Diversity drives Innovation, and reduces risk, providing the understanding that enables the design of more <u>*impactful solutions*</u>

#intentional   #innovation

From Existing to Exciting Dynamics
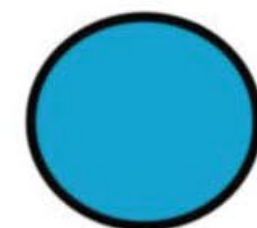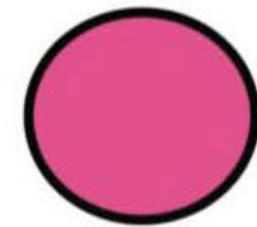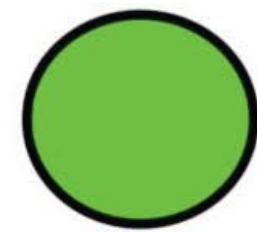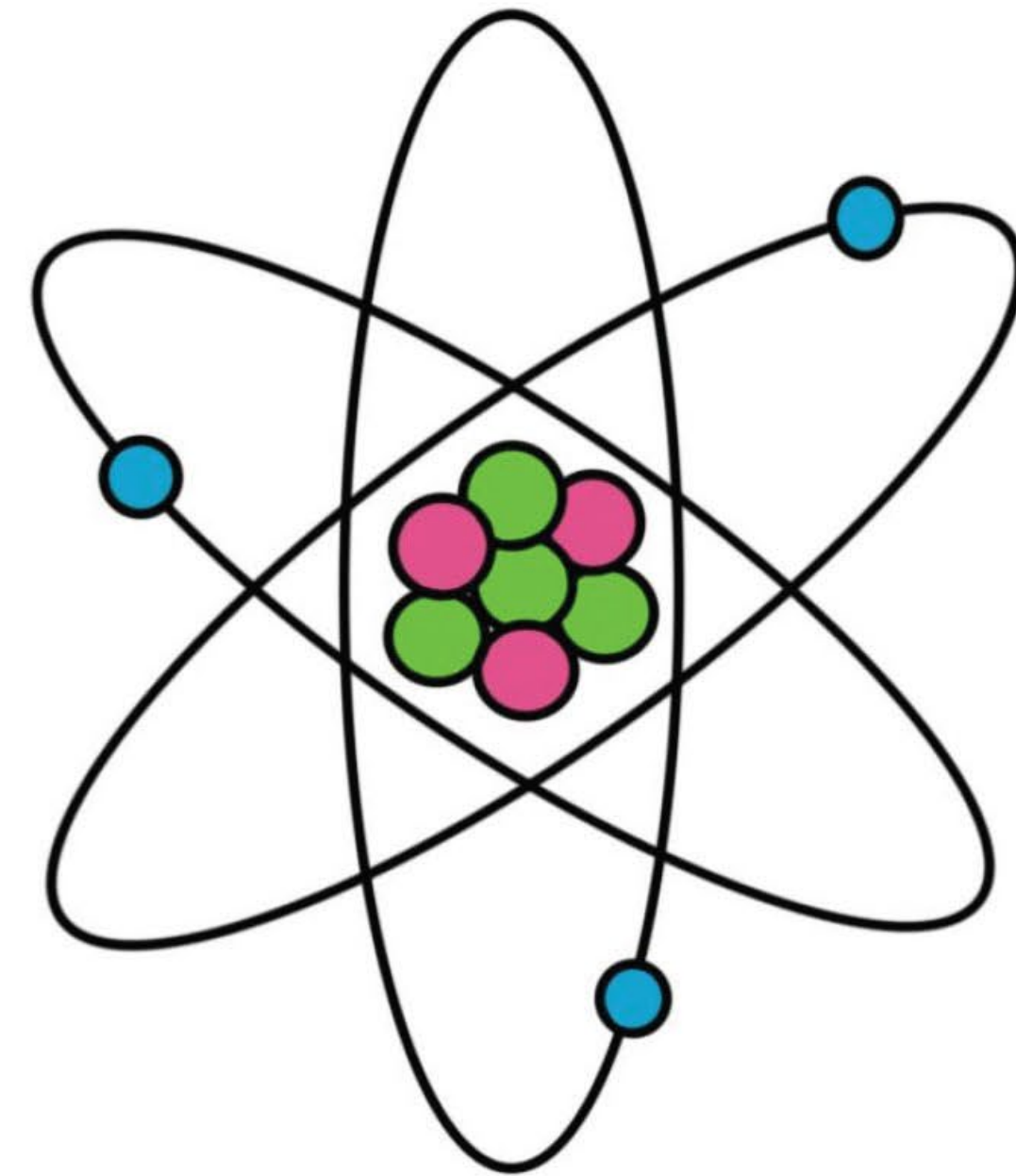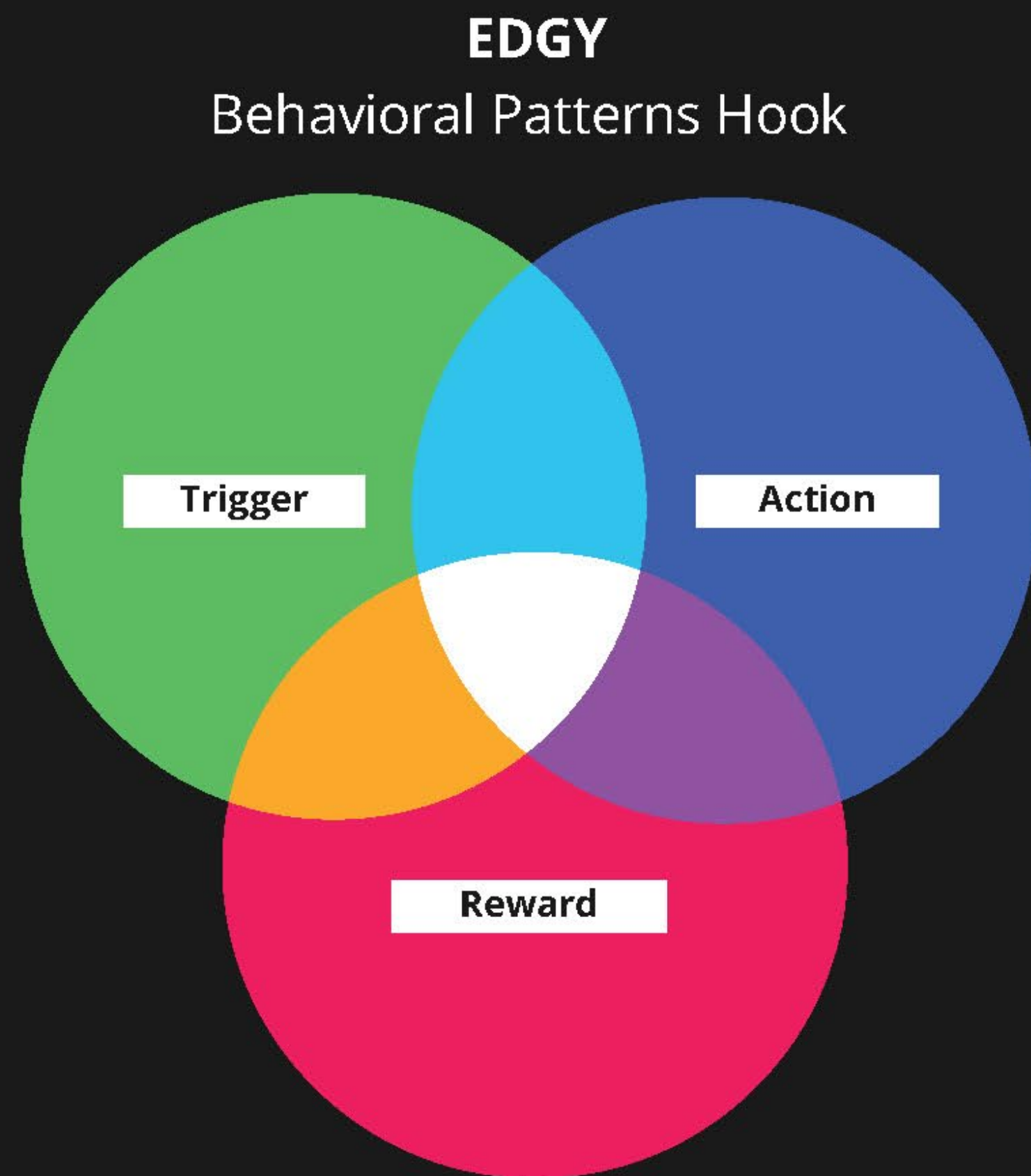
Instructions

EDGY
Behavioral Patterns Hook

Trigger

Action

Reward

Step 1 [2 min]
Pick your comfort zone 🃏
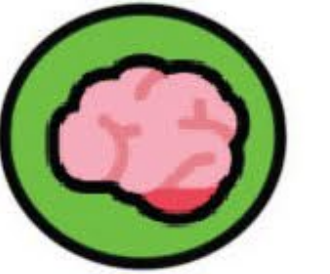
Step 2 [3 min]
Create team with 3 different profiles

Step 3 [15 min]
Solve the case with a 3-facet solution

Role-playing

Connection

Collaboration

Example

All metrics are down: student **engagement**, **revenue, grades** are down 3 years in a row. A new "fresh" approach is voted.

Trigger

Action

Reward

Remove Trigger

New Consultant aka the "strategist"

Transform Action

Senior Staff aka the "analyst"

Create Reward

Potential Student aka the "beneficiary"

Example

All metrics are down: student **engagement**, **revenue, grades** are down 3 years in a row. A new "fresh" approach is voted.

Trigger

Action

Reward

Remove Trigger

New Consultant
Stop the *"University is for Elite Society"* stigma

Transform Action

Senior Staff
Improve the Financing Programs accessibility

Create Reward

Potential Student
Start a Community Sponsoring School project

*Optional: Facets + **Intersections**

All metrics are down: student **engagement**, **revenue, grades** are down 3 years in a row. A new "fresh" approach is voted.

Remove Trigger — Stop the *"University is for Elite Society"* stigma

Organization: Community Development Expert

Transform Action — Improve the Financing Programs accessibility

Product: New Optional Course

Create Reward — Start a Community Sponsoring School project

Brand: the Higher Stakes Initiative

GO 🏁 [20 min]

All metrics are down: student **engagement**, **revenue, grades** are down 3 years in a row. A new "fresh" approach is voted.

Trigger

Action

Reward

Remove Trigger — New Consultant aka the "**strategist**"

Transform Action — Senior Staff aka the "**analyst**"

Create Reward — Potential Student aka the "**beneficiary**"

Example

All metrics are down: student **engagement**, **revenue, grades** are down 3 years in a row. A new "fresh" approach is voted.

Trigger

Action

Reward

Transform Trigger

Potential Student
Shift competitive mindset into a coopetitive one

Create Action

New Consultant
Craft new "team coaching" training material

Remove Reward

Senior Staff
Ban individual awards for school projects

GO 🏁 [15 min]

All metrics are down: student **engagement**, **revenue, grades** are down 3 years in a row. A new "fresh" approach is voted.

Trigger

Action

Reward

Transform Trigger — **Potential Student aka the "game-changer"**

Create Action — **New Consultant aka the "architect"**

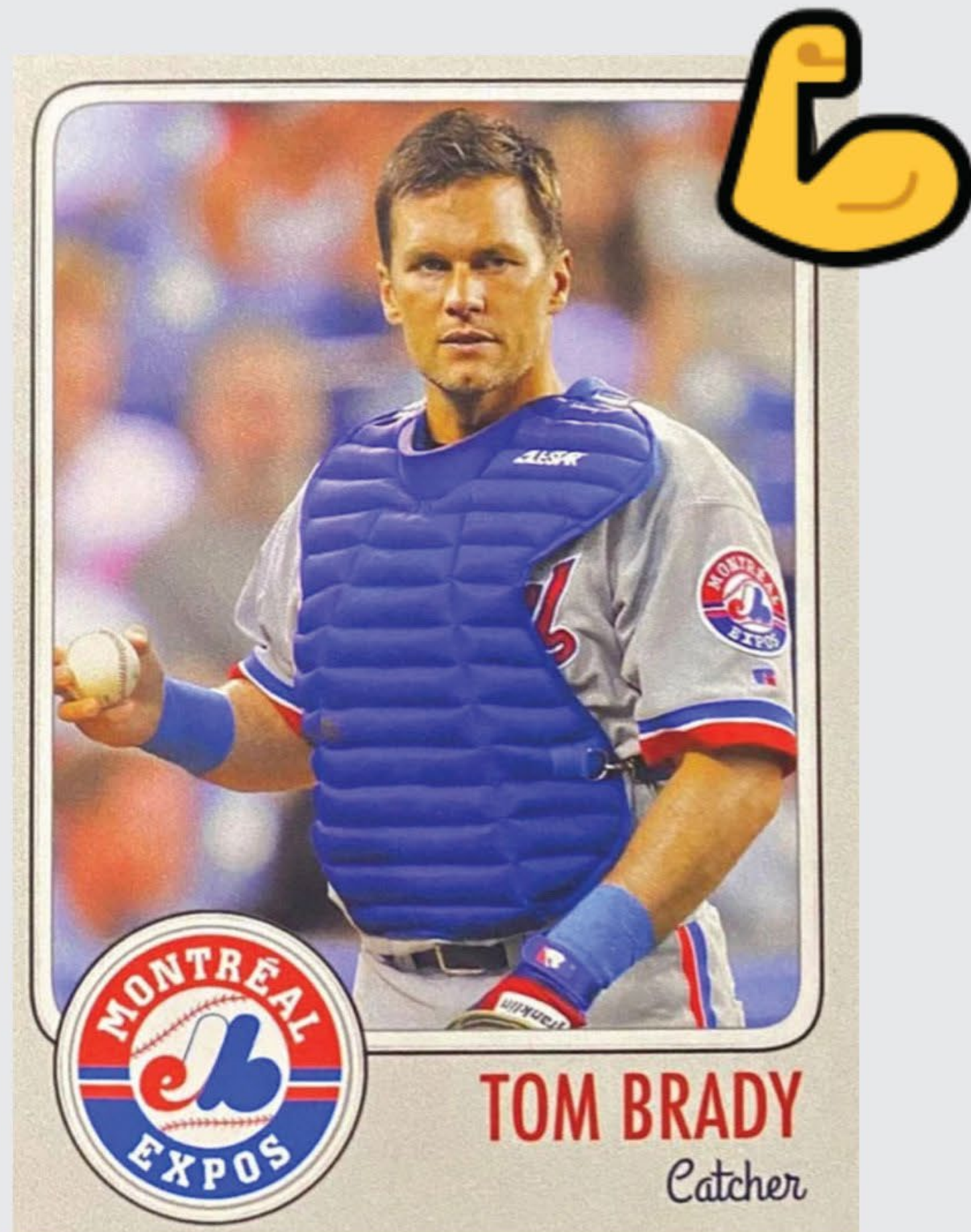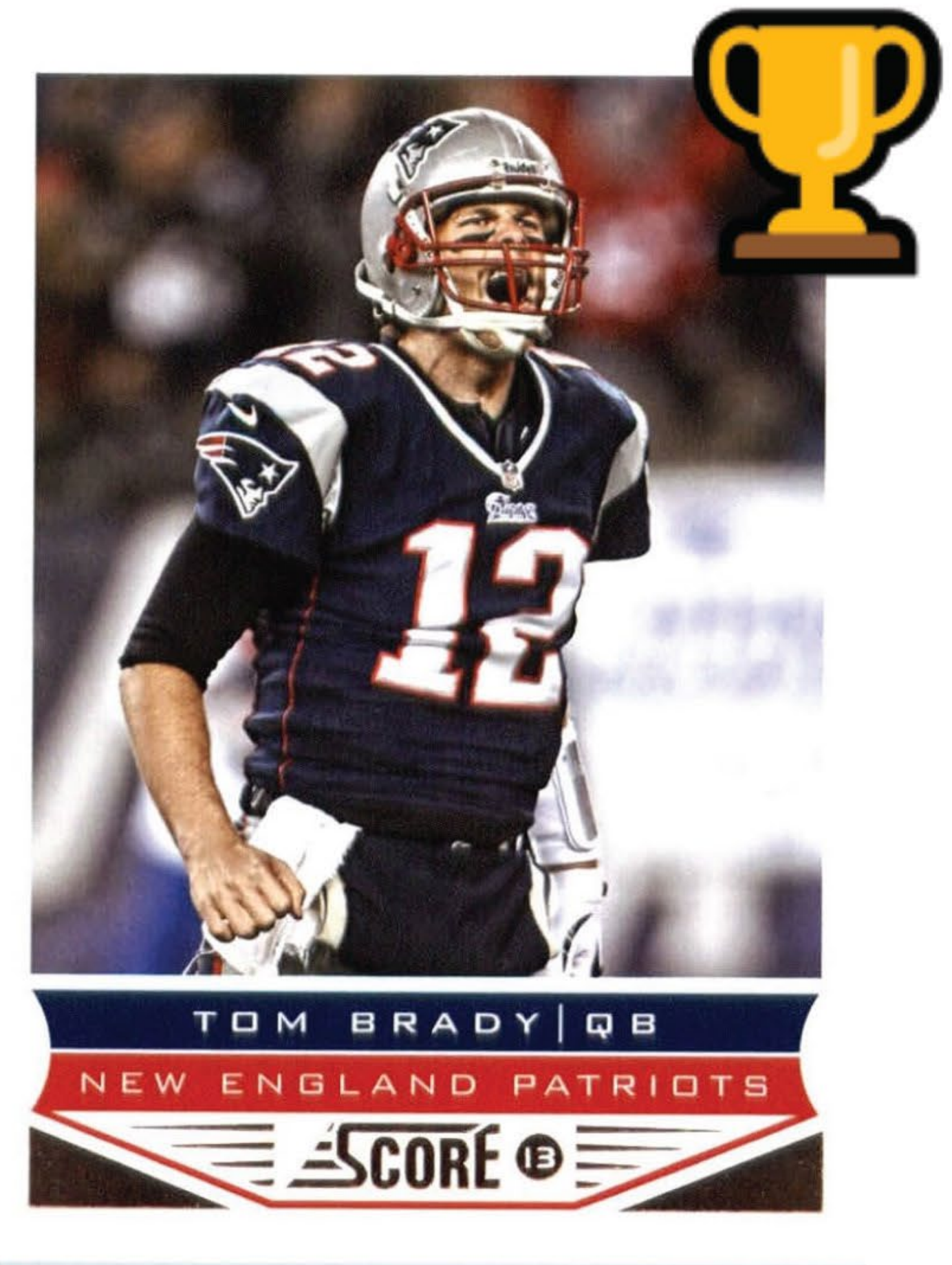**Remove Reward** — **Senior Staff aka the "slasher"**

"A change in perspective is worth 80 IQ points"

- Alan Kay, Pioneer of Computer Graphics

From Predictable to Incredible Patterns

VS

"Lead with courage and empathy, and **discomfort** will no longer be an obstacle but an **opportunity**."

Sidéral x STOIX

Are you facing a similar challenge?

Reach out !
(don't be shy)

in / lorenagarciagiron
✉// lorena@sideraldesign.co
sideraldesign.co

in / mathieuroymba
✉// matt@stoix.ca