INNOVATION AS A TOOL FOR RECOVERY

John Abernethy, D-Ford Design Director

+ Applying Design Thinking as part of Ford’s response to the COVID-19 pandemic
Why am I here?!

This is the high street in Mountain View, California. It doesn’t look like this now – today the cafes and restaurants have moved outside.

On this day, I find myself in a bus stop asking a stranger to wear a snorkel mask.
D-Ford on Project Apollo

Ford stepped up to respond to the pandemic – internally the effort was called Project Apollo.

A small D-Ford team set about applying our human-centered design approach to design PPE for frontline workers.
What is D-Ford?

Using human-centered design, D-Ford helps Ford drive human progress through empathy, creativity and design.

We are built to challenge assumptions, question the status quo, and provoke the imagination. Together, we are creating a future where things like mobility, autonomy and connectivity are flexible, memorable, mindful, and most of all, empowering.
Ford’s Design Thinking Model

Design Thinking is a human-centered approach to solving complex challenges.

It helps us understand and design for people’s needs. This means embracing new mindsets, practicing new methods and working together like never before.

LEARN about people and context
IMAGINE new possibilities
BUILD and test ideas quickly
Our mindset

Be curious

Be optimistic

Be empathetic

Be collaborative
New normal
The result

As part of Project Apollo, we helped design and deliver a variety of PPE across the nation:

- 18+ million face shields
- 33+ million facemasks
- 50 thousand patient ventilators by mid-August
- 32+ thousand powered air purifying respirators in a collaboration with 3M
- 1.4 million washable isolation gowns a week with supplier
Ford, Wayne State University and the ACCESS coalition have tested more than 10,000 unique individuals throughout the state of Michigan from the mobile testing station based on the Ford Transit.
The result

Empathy is harder right now – but it’s worth it.

Wear your snorkel mask at the bus stop!
Thank you!

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