

DESIGN THINKING

What is Design Thinking?

A Method of focusing innovation on people and designing based on:

- What people need and want
- What people like or dislike
- In regards to production, packaging, marketing, retailing, support, or all of them

A skill that allows a designer to align what people want with what can be done.

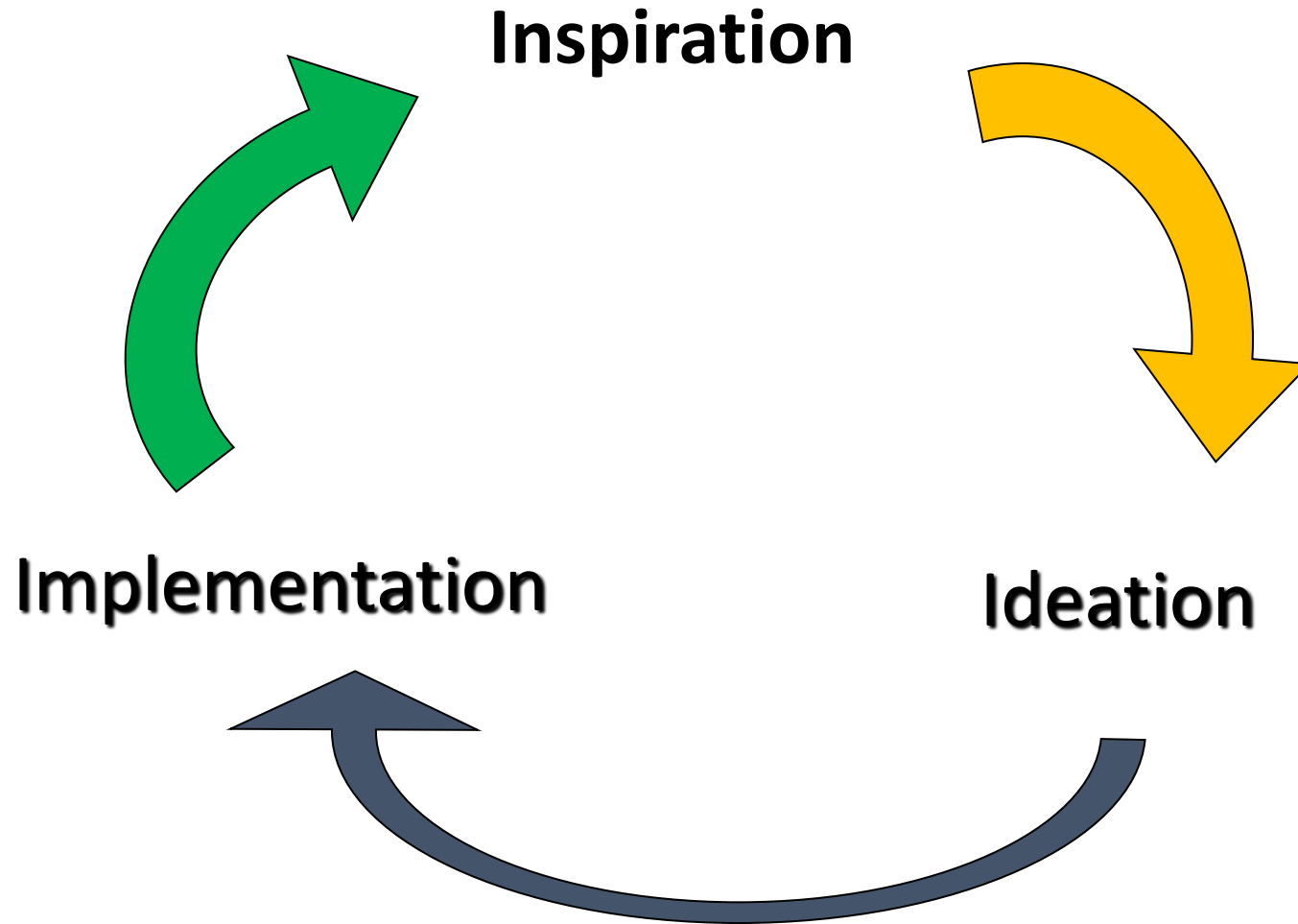
What is Design Thinking?



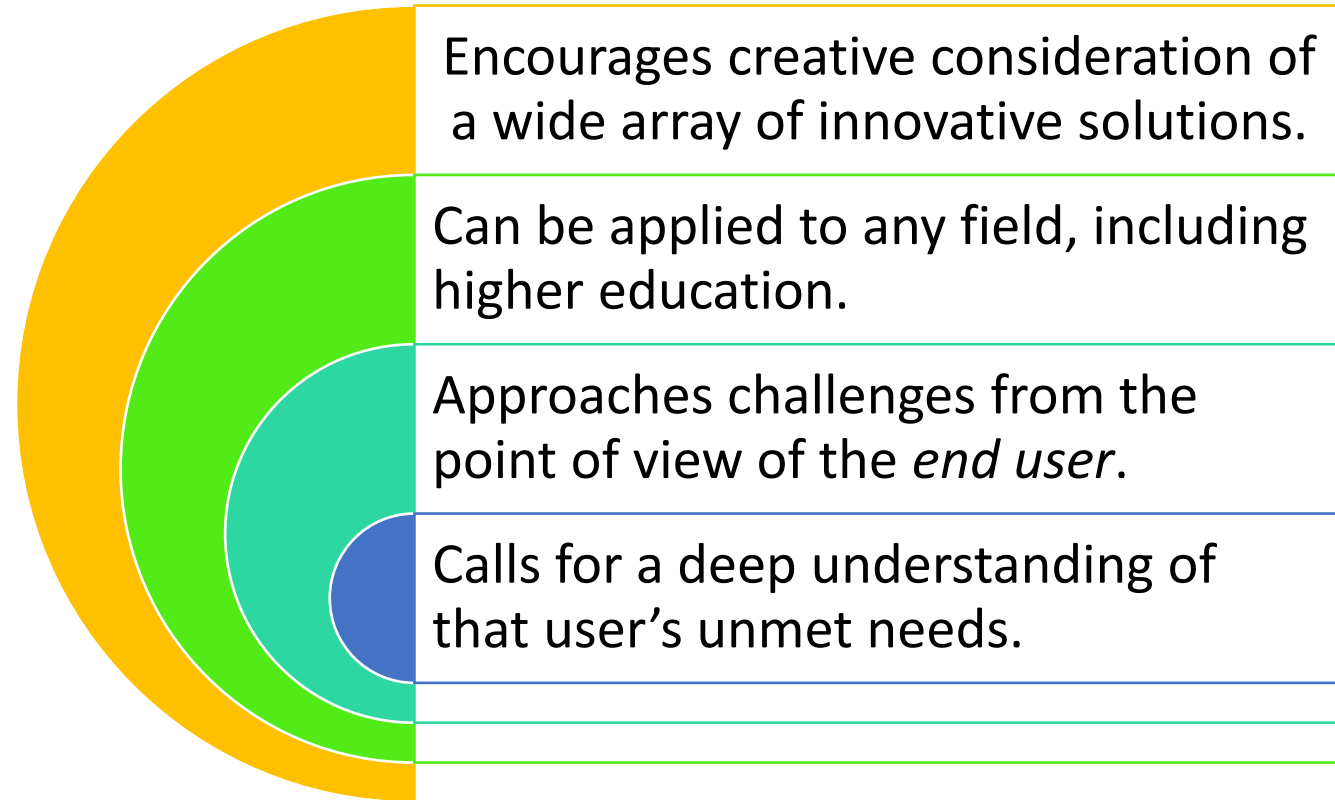
A cognitive problem-solving process

Origins = Edison and other inventors

Spaces of Design Thinking



What is Design Thinking?



What is Design Thinking?

A Mindset that is:

- ✓ Human-Centered
& Empathic
- ✓ Collaborative
- ✓ Optimistic
- ✓ Experimental

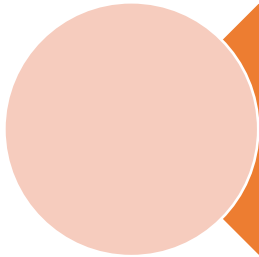


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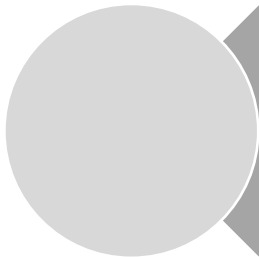
-- The confidence that new, better things are possible and that you can make them happen.



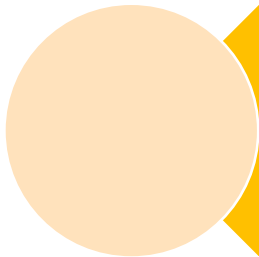
The emergence of design thinking



Associated with Rolf Faste in Stanford and David Kelley in Ideo

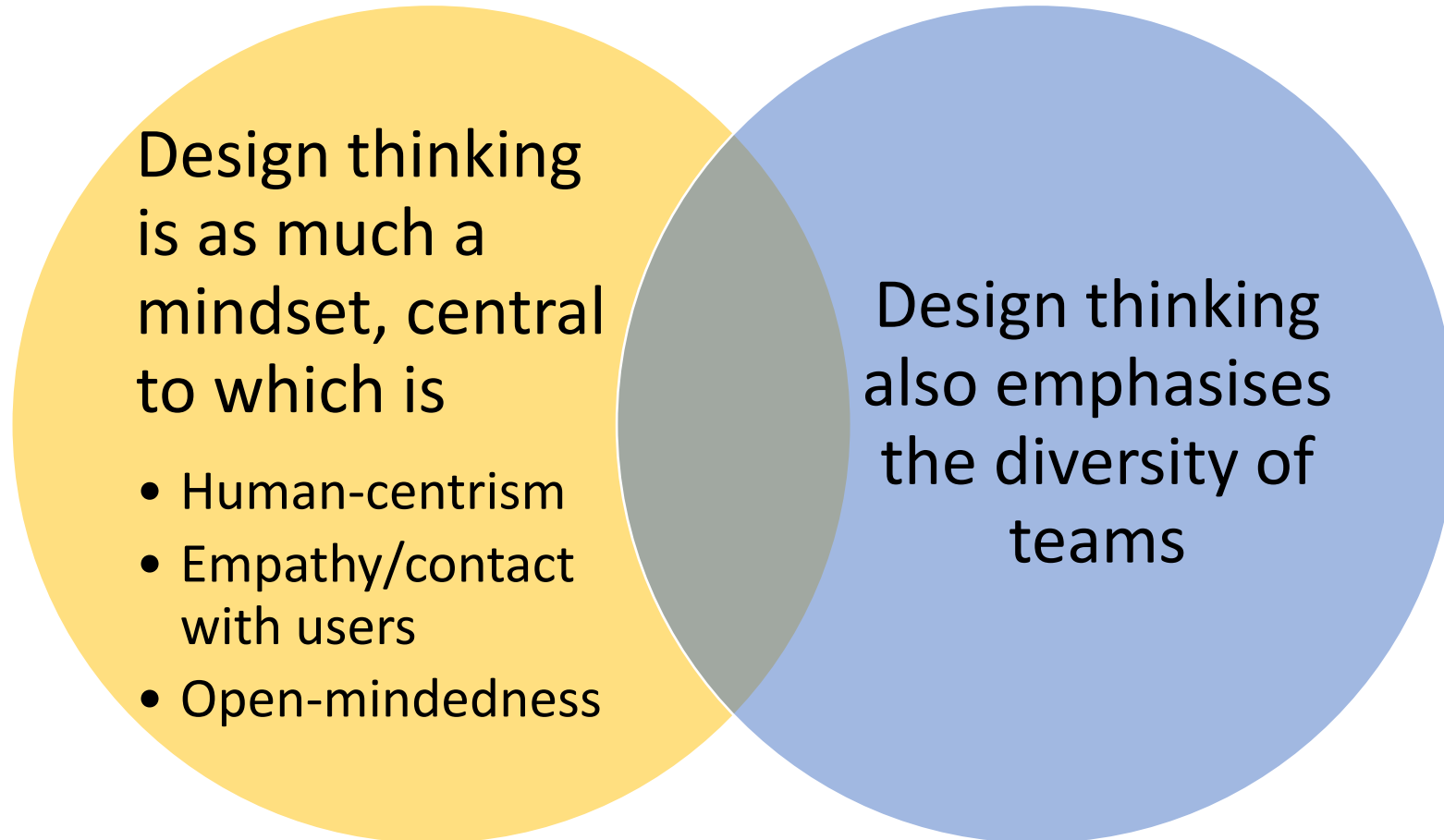


grew from growing realization in the 1970s onwards that design problems are not like the 'solvable' and quasi-mathematical problems in the natural sciences



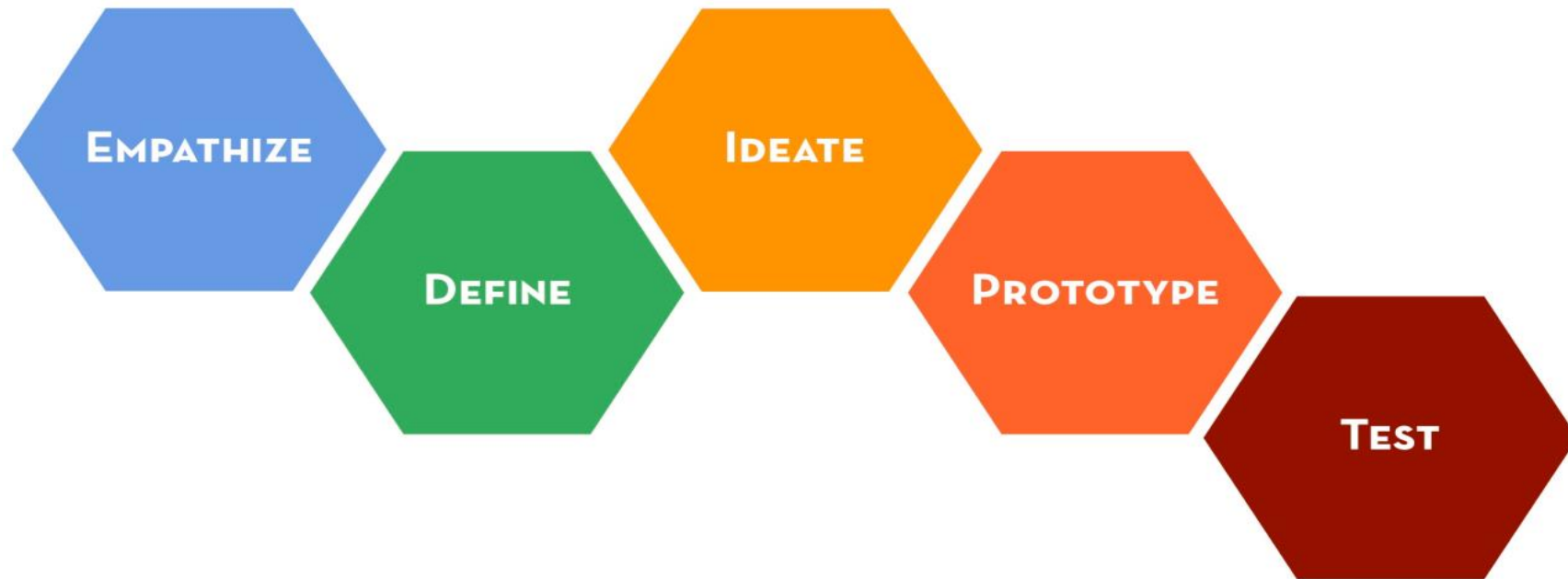
Design thinking is now one of the leading business concepts in a range of industries

The core concepts of design thinking




The design thinking process

- The design thinking process basically involves five steps



- Note: this is not a 'waterfall' model – this is an iterative and parallel process

Empathizing

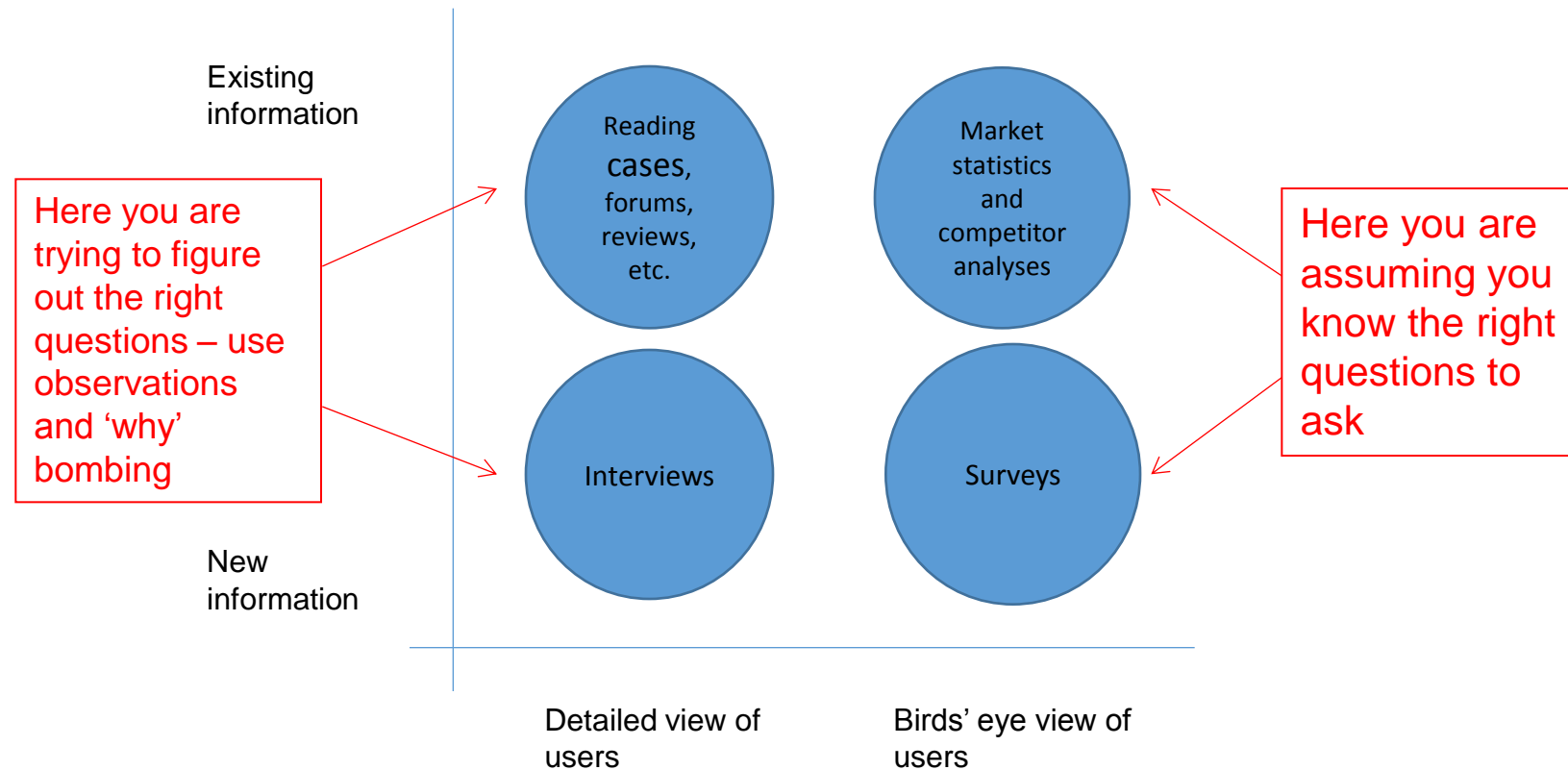


In order to empathise, we need to understand our users.

We need to research our market

Empathizing

- This leaves us with two key dimensions



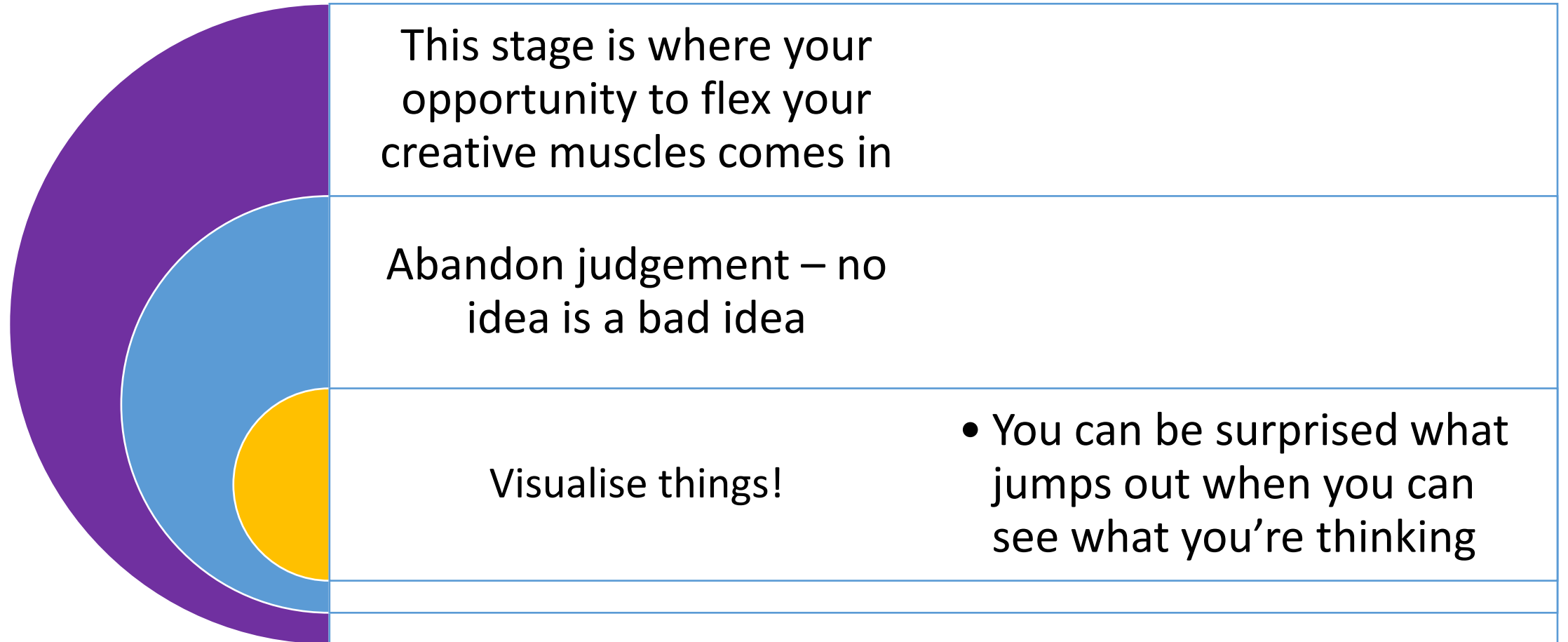
- These are complimentary (most projects will include them all)

Defining

Formalize into a
problem
statement.

- This statement should:
 - Make it clear whom the user is
 - Aggregate smaller concerns into one larger issue
- This statement should **NOT**:
 - Narrow the problem down in a way that lends itself towards specific solutions

Ideating



Prototyping

Prototypes consist of anything from paper based representations to fully functional websites

It allows three things:

- You can figure out if and how your idea can be implemented
- It gives you a way of discussing things with users in a shared language, i.e. “is this what you meant?”
- Ideas can be tested with users

Testing

Testing serves
two purposes

- To evaluate ideas
- To generate new ideas from users

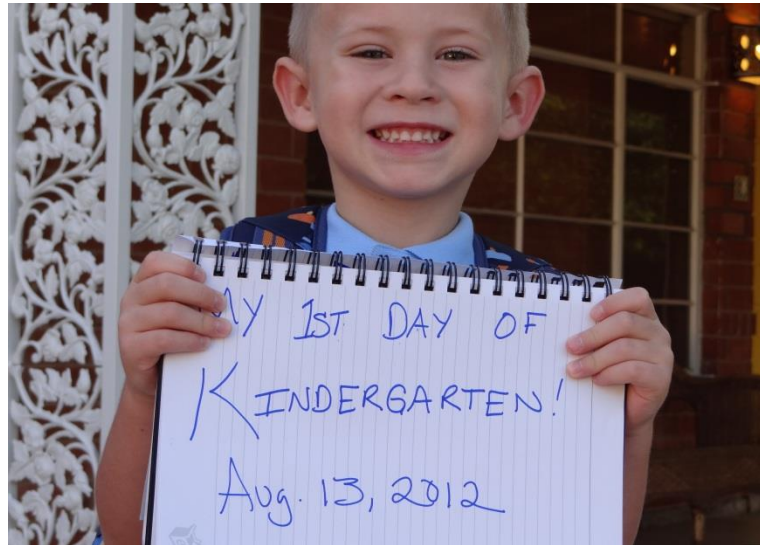
Design Thinking in Action: Problem = Opportunity

- ✓ Discovery
- ✓ Interpretation
- ✓ Ideation
- ✓ Experimentation
- ✓ Evolution



Design Thinking in Action

Challenge: How can we begin now to prepare to meet the needs of students in the future?



Conclusion

Problems in the world of business

- Technology shifts
- Shifting demographics
- Market shifts

Design thinking develops solutions

- Innovate
- Human-centered ideas
- Inspire

References

- Dustin Fishel
- Bus 550
- 5/13/13