Design Thinking in Social Innovation

Tools and Methods to use in your project work and business design

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Background: from design to complex social issues

DESIGN: has traditionally focused on enhancing the look and functionality of products.

SOCIAL PROBLEMS: using design techniques to tackle more complex problems to address issues such as poverty, nutrition, health, water and sanitation, economic empowerment, access to financial services, and gender equity.

Read more at: https://ssir.org/articles/entry/design_thinking_for_social_innovation and https://www.ideo.com/expertise/social-innovation/

What is Design Thinking?

VIDEO: https://youtu.be/a7sEoEvT8l8 (1:50min)

Example 1

Education Innovation Lab at a school in Berlin:

- Design Thinking education for school teachers
- Design Thinking for developing education material and tools

Source: www.facebook.com/Education-Innovation-LAB-1412421435734972/

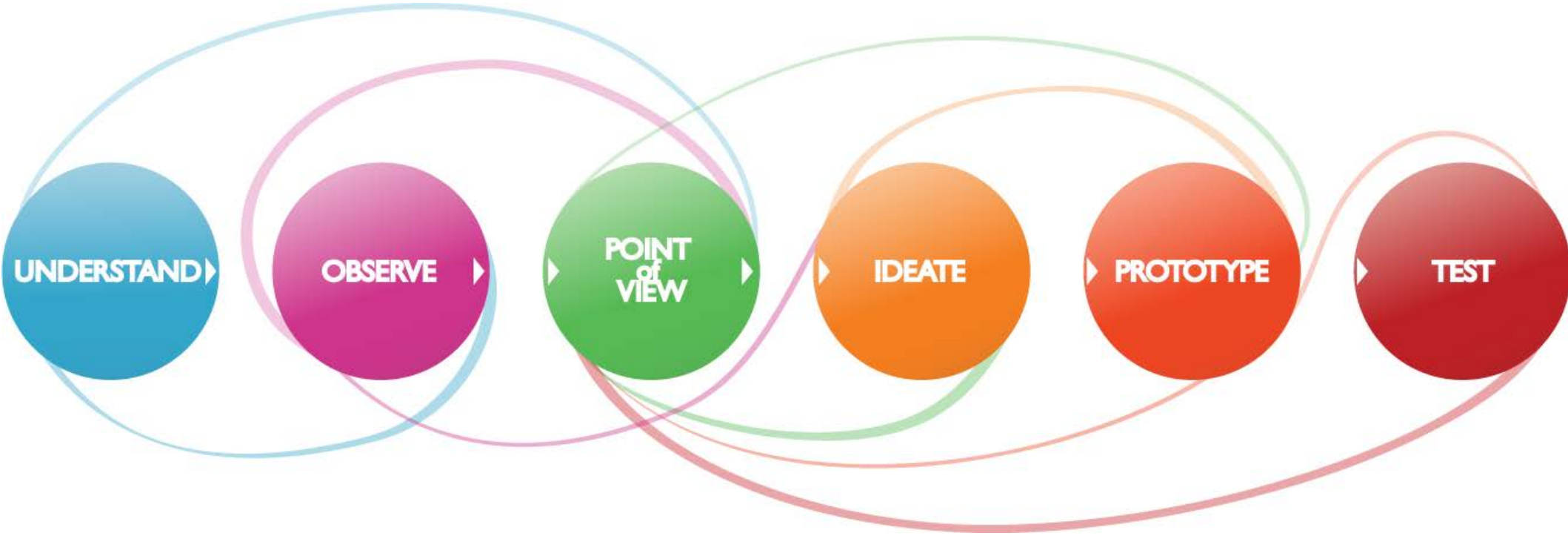
Example 2

Source: http://www.oewerzicht.co.za/album/b5e8bd811433965100/shiela-spaza-shop

DESIGN Challenge:
How might we efficiently improve stock logistics in Spaza Shops in South Africa?

Student semester project at HPI DSchool Potsdam in 2010

Taking your local challenge through a design process



Source: https://dschool-old.stanford.edu/groups/k12/wiki/17cff/

Your Design Toolbox

- DSchool Stanford method sheets and process guide: https://dschool.stanford.edu/resources-collections/browse-all-resources https://dschool.stanford.edu/resources/the-bootcamp-bootleg

- IDEO Design Kit – a field guide to Human-Centered Design: https://www.ideo.com/post/design-kit

- DIY Toolkit: a toolkit on how to invent, adopt or adapt ideas that can deliver better results. Includes case studies on how to use the methods and working sheets and videos: http://diytoolkit.org/tools/

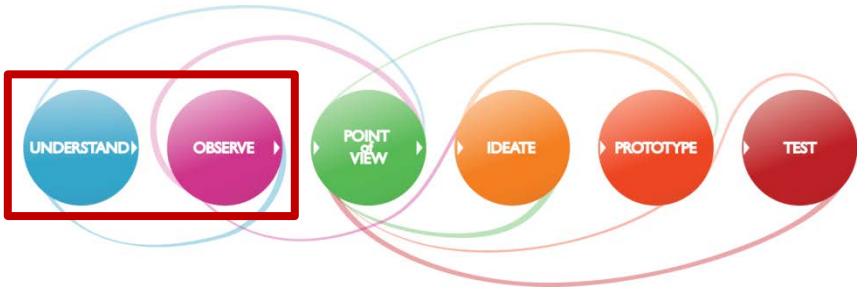
Phase I: Understand and Observe

Possible methods:

- interview for empathy, meet with extreme users, empathy map (Dschool)

- field interviews: observe, asking for stakeholder stories, document (Hear section in IDEO Kit)

- innovation flowchart, evidence planning, SWOT analysis, people shadowing (DIY Toolkit)



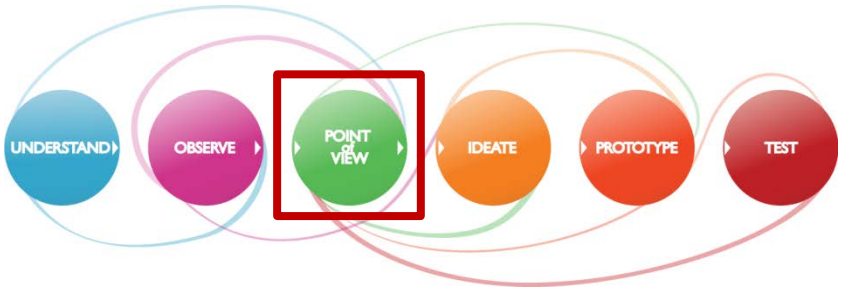
Phase II: Synthesize

Possible methods:

- define a point of view, create a persona, why-how laddering (DSchool)

- identify patterns/themes/a design challenge, create frameworks/theory (IDEO Kit)

- problem definition, causes diagram, theory of change (DIY Toolkit)



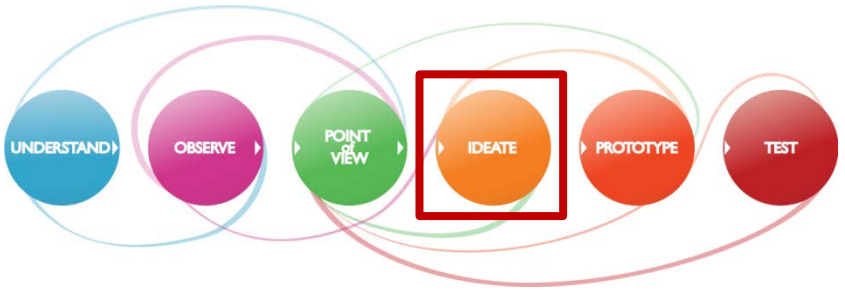
Phase III: Ideate

Possible methods:

- brainstorm (DSchool)

- participatory co-design, create opportunity areas (IDEO Kit)

- mapping, creative workshop, thinking hats (DIY Toolkit)



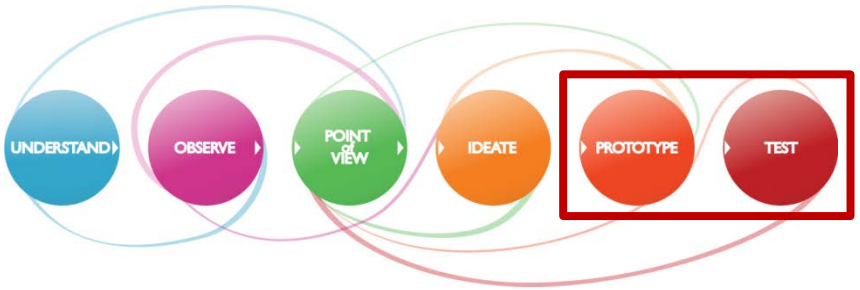
Phase IV: Prototype and Test

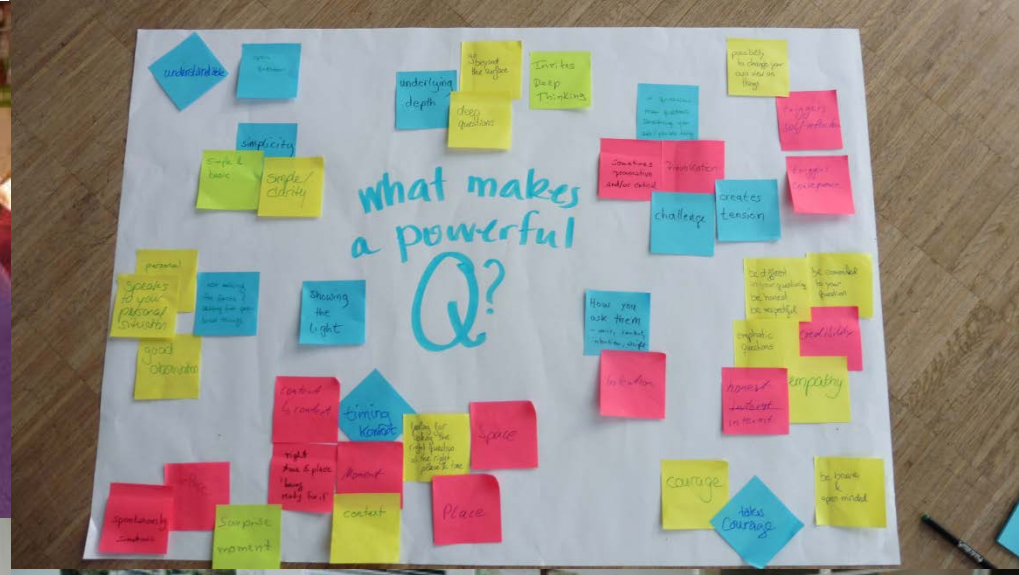
Possible methods:

- prototyping, storytelling, create a user experience, feedback grid (DSchool)

- make ideas real, gather feedback, develop a sustainable revenue model, plan mini-pilots, create a learning plan, evaluate outcomes (IDEO Kit)

- business plan, improvement triggers, experience map (DIY Toolkit)




what makes a powerful Q?
understandable
underlying depth
Invites Deep Thinking
open questions
simplicity
Simple & basic
simple/ clarity
Speaks to your personal situation
Shining the Light
good intention
challenge
creates tension
courage
takes Courage
Place
space
moment
context
Surprise moment
empathy


ALLOW YOUR CHILDREN TO BE EVIL


Aktionen
PR
Midnight


Worte/Sätze/ Ideen
Die Heilige Kuh der Bildung

A Design Thinking experience

Move to your conference spaces:

Session A: https://webconf.vc.dfn.de/r12a8eu1a4e/

Session B: https://webconf.vc.dfn.de/r6tamb3dn68/

Session C: https://webconf.vc.dfn.de/r3l116sba40

Session D: https://webconf.vc.dfn.de/r1i8h4jy439

Session E: https://webconf.vc.dfn.de/r7rofhr51gb

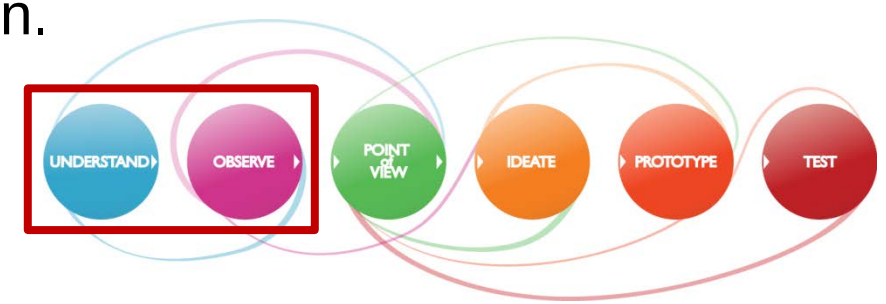
A Design Thinking experience

Phase I: Understand and Observe – Start gaining empathy

Mission: Redesign the “way to university” experience with two of your group members
(adapted from: https://dschool.stanford.edu/resources/gear-up-how-to-kick-off-a-crash-course)

Interviews: 5 minutes

1. Decide on 1 volunteer from your group as a storyteller
2. Take 5 minutes for interviewing this person. Start with “Tell us about your way to university this morning: what did you experience? How did it go? What surprised you? What frustrated you? Etc.”
3. Ask deeper questions. Ask “Why? often.



Phase II: Synthesize – Reframe the problem

Capture your findings as a group – use this slide a whiteboard to harvest your thoughts collectively (10 minutes).

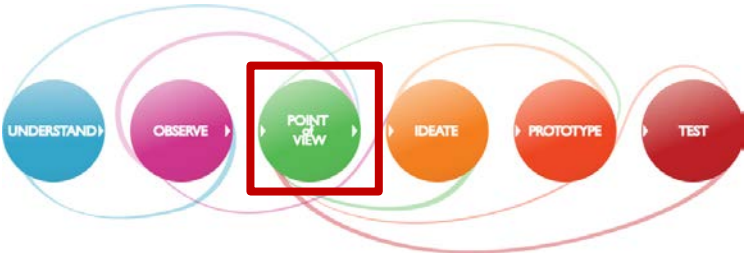
Choose the text tool to type. Drawing must be activated.

needs: things they are trying to do*

*use verbs

insights: new learnings about your partner's feelings/ worldview to leverage in your design*

*make inferences from what you heard

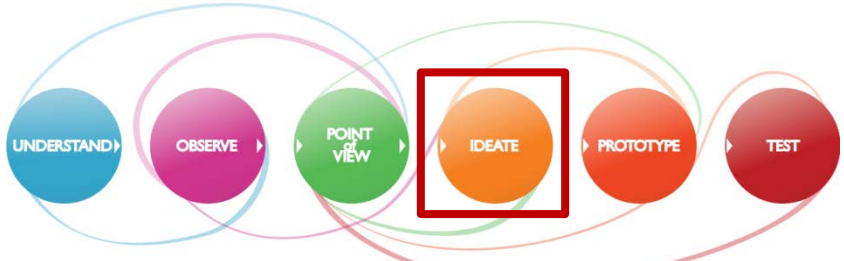


Phase III: Ideate – generate ideas to meet needs

From the story, try to identify a problem statement. Brainstorm ideas on this whiteboard. Go for quantity not for quality. Avoid discussions and analysis of ideas. Watch the time closely: 5 minutes.

Sketch at least 5 *radical* ways to meet your user's needs.

write your problem statement above

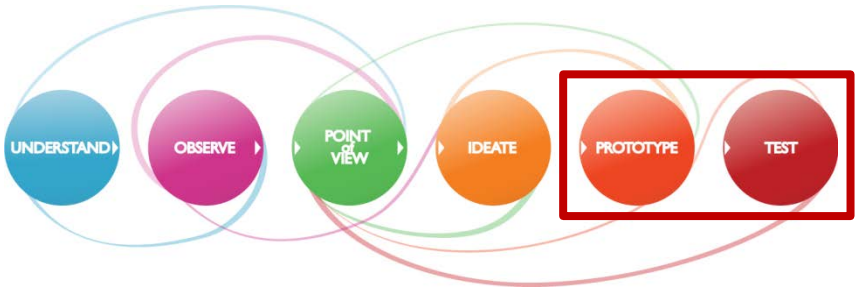


Phase IV: Prototype and Test

1. The storyteller gives feedback to ONE idea from the group brainstorm. Capture the feedback on the notepad. Do not defend your ideas.

2. Listen to further insights, feelings, motivations from person 1+2 (5 minutes)

3. Discuss in the group how you would change the chosen idea after the user feedback (10minutes)



Please go back to the main conference room…

Reflections and takeaways

Reflection and takeaways

1. Who wants to share their experience?
2. What did you like?
3. What felt most uncomfortable to you?
4. What is not clear to you in applying Design Thinking to your projects?
5. Example for drafting a design question for a local challenge