

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](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

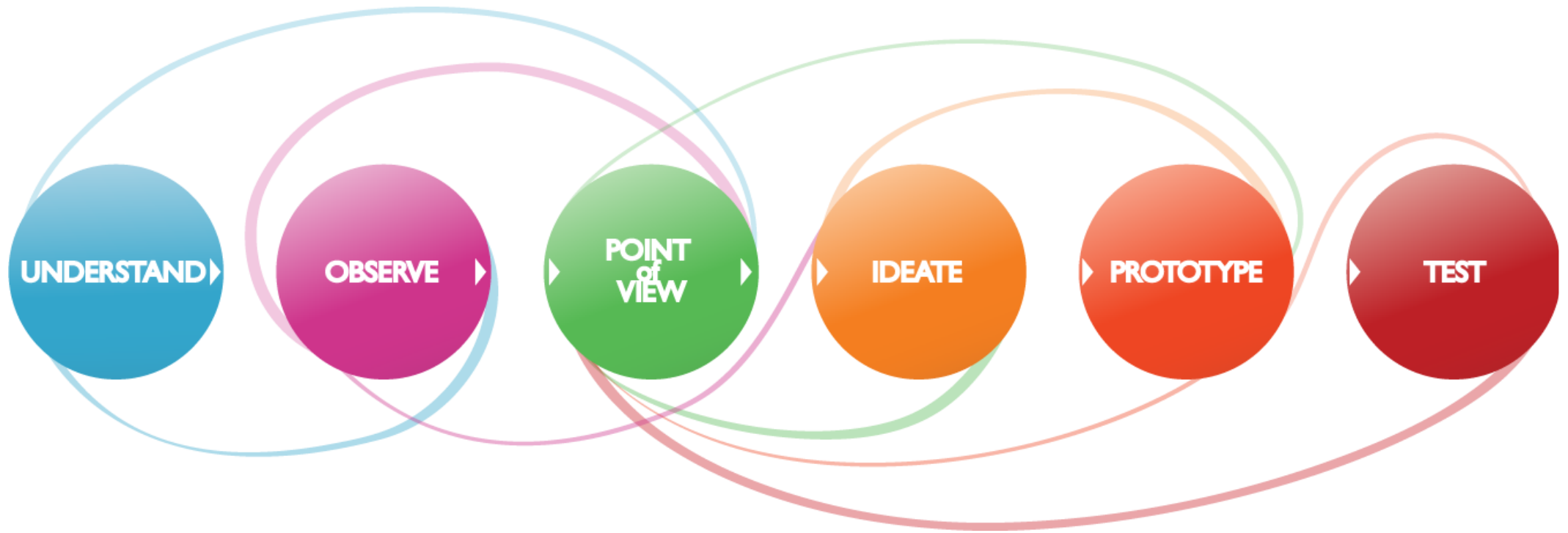


Source: <http://www.oewerzicht.co.za/album/b5e8bd811433965100/shiela-spaza-shop>

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

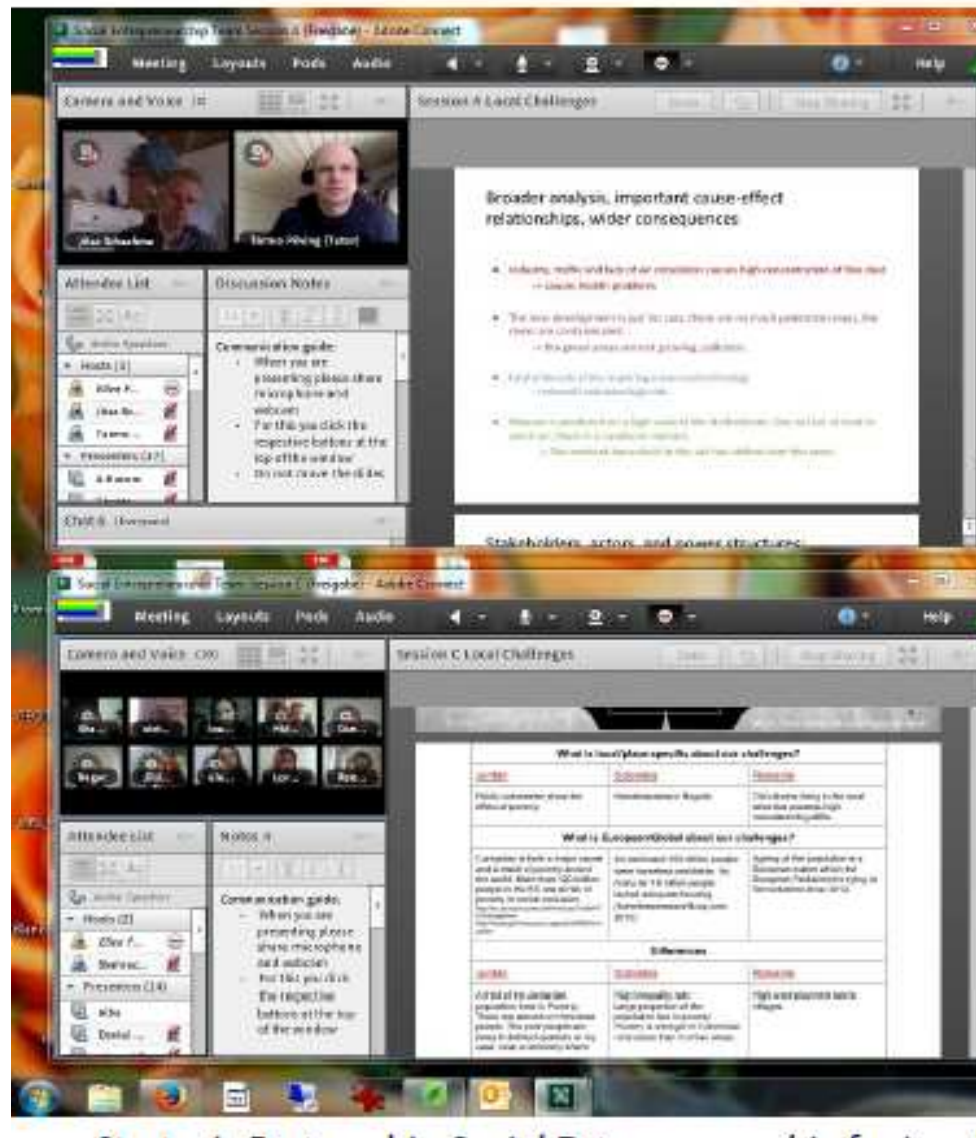


Source: <https://dschool-old.stanford.edu/groups/k12/wiki/17cff/>

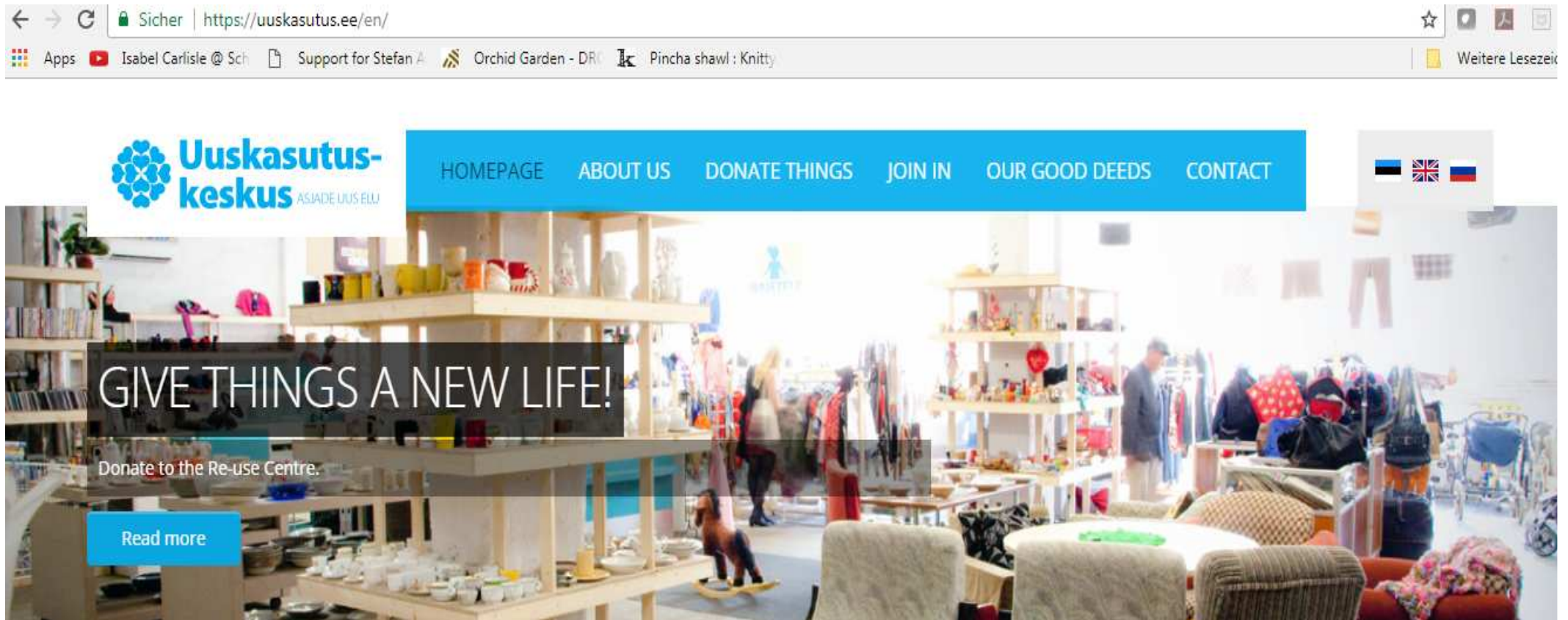
Your Design Toolbox

- 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/>

More experiences: Friedemann Baisch



A Design Thinking experience



VIDEO: <https://youtu.be/hzs9fKfT5P8>(3:20min)

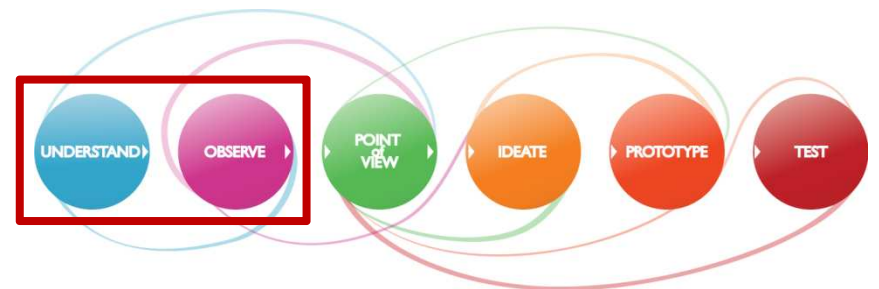
Website: <https://uuskasutus.ee/en/>

Phase I: Understand and Observe

Questions:

1. What would be a good „How might we question” to start our design process here?

=> Brainstorm questions on post-it notes/paper: **2 minutes**

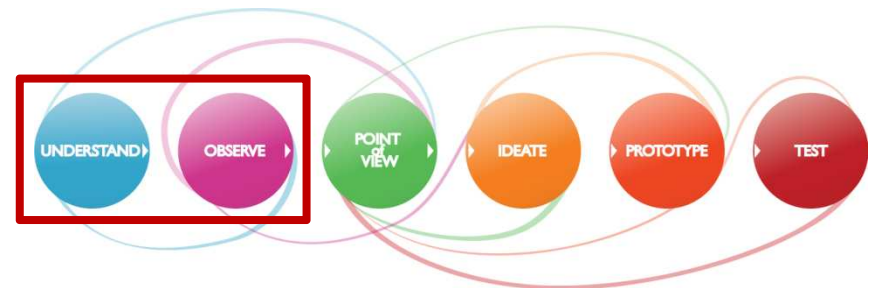


Redesigning user shopping experience

Phase I: Understand and Observe – Start gaining empathy

Mission: Redesign the “shopping-used-clothes” experience
(adapted from: <https://dschool.stanford.edu/resources/gear-up-how-to-kick-off-a-crash-course>)

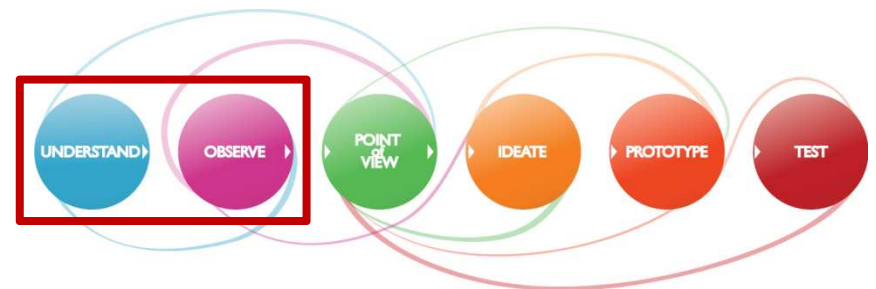
=> Empathy interview: **5 minutes**



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)



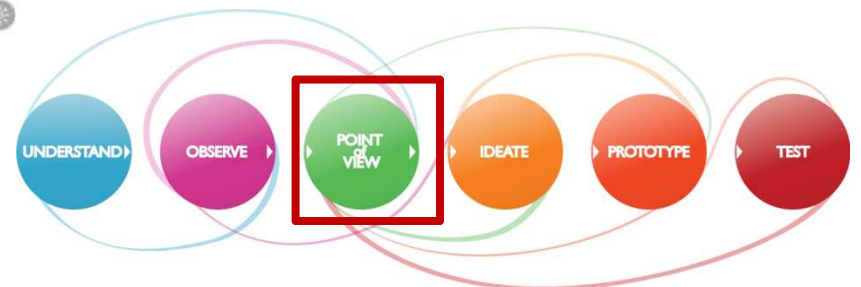
Phase II: Synthesize – Reframe the problem

Capturing our findings as a group – using the whiteboard to harvest collective thoughts (10 minutes).

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

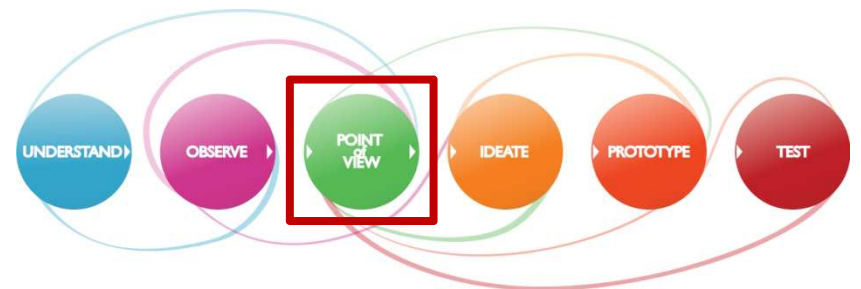
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Phase II: Synthesize

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)



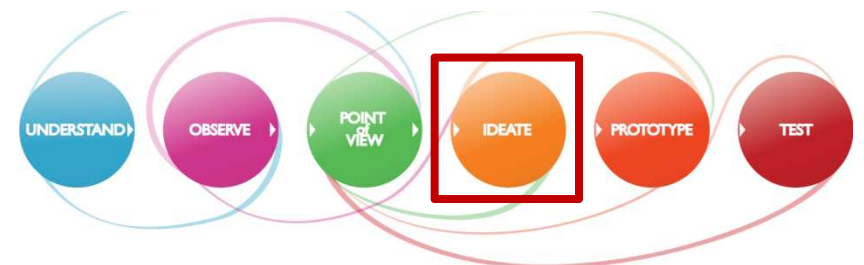
Phase III: Ideate – generate ideas to meet needs

Brainstorm 5 ideas to solve some of the user needs identified in the process step before. Go for quantity not quality: **3 minutes**.

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



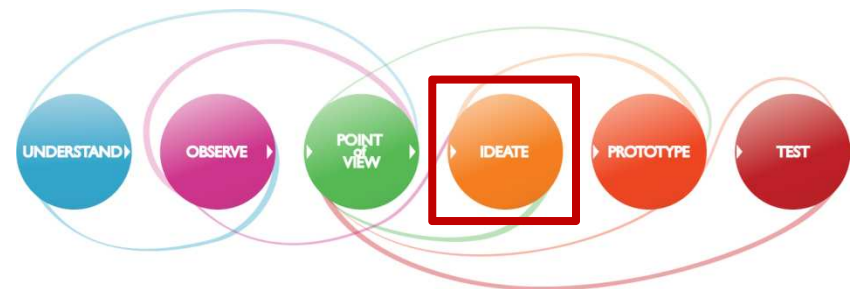
write your problem statement above



Phase III: Ideate

Possible methods:

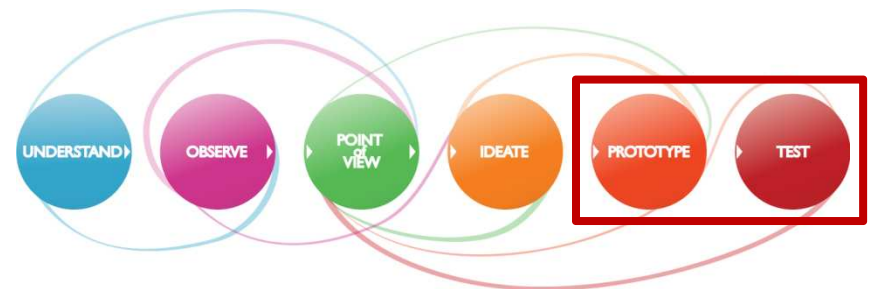
- brainstorm (DSchool)
- participatory co-design, create opportunity areas (IDEO Kit)
- mapping, creative workshop, thinking hats (DIY Toolkit)



Phase IV: Prototype and Test

Design Question:

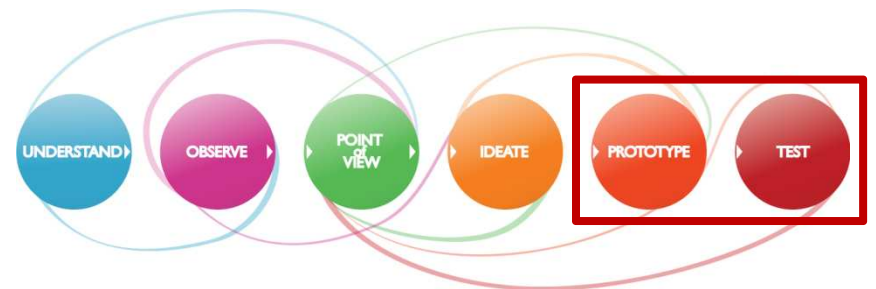
For our case: how would you design the prototyping and testing process?



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)



Phase IV: Prototype and Test

Possible methods:

- Our prototyping of Design Thinking process in class today:

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?

