

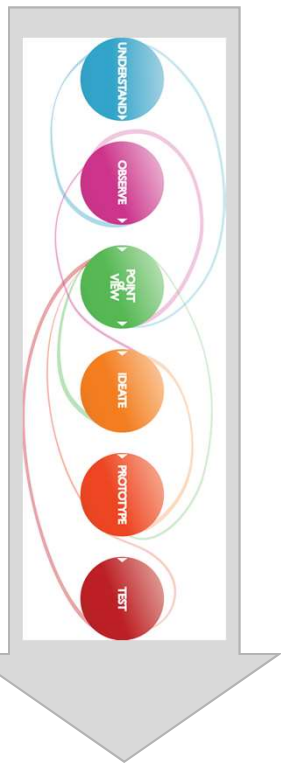
Design Thinking and Social Entrepreneurship

What is **new** and **cool** about **Design Thinking**?

Prof. Dr. Friedemann Baisch
University of Applied Science Nürtingen-Geislingen
General Management

Key Elements of Design Thinking

1. Interdisciplinary Teams: mixed competences and experiences.
2. Identify the real User: who is involved, who has to use finally,...
3. Contact the real User: go out, listen to the people, empathize,...
4. Visualization helps: 1 picture is better than 1.000 words....
5. Fast prototyping: give the users something in hand for testing...
6. Locations are so important: they inspire you, or block motivation.



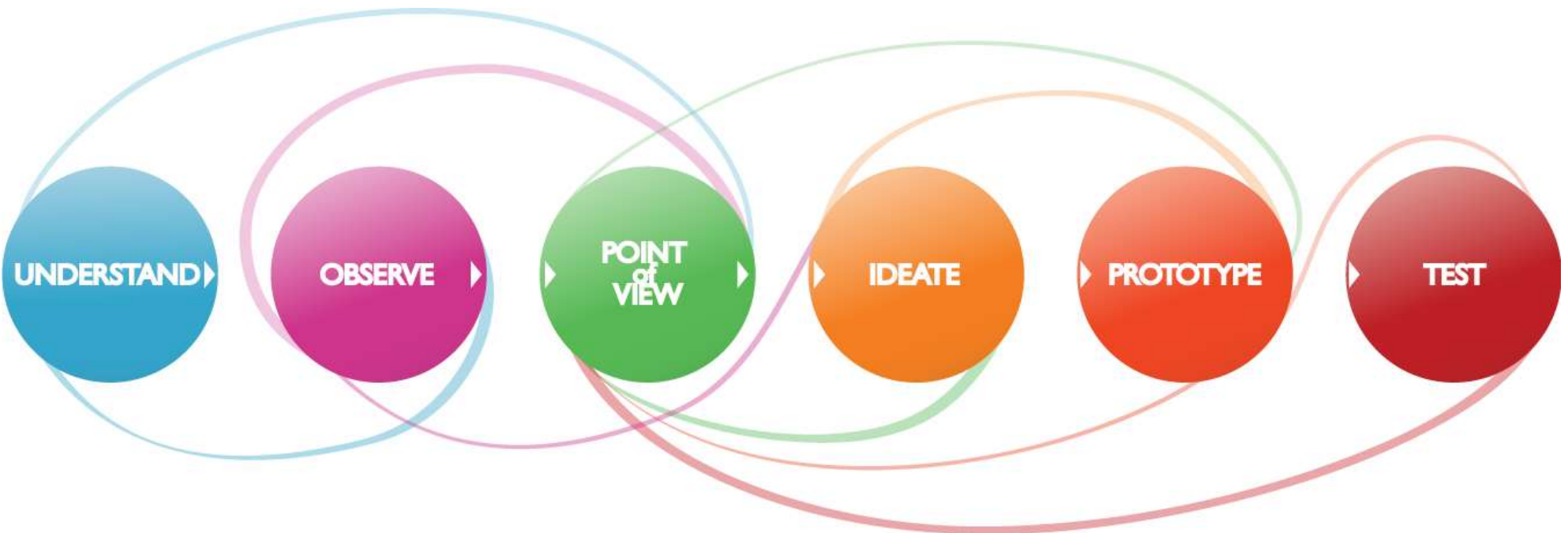
(Source: Brown, T. (2009). Change by Design. New York. S. 26 ff.)

Interdisciplinarity = fun

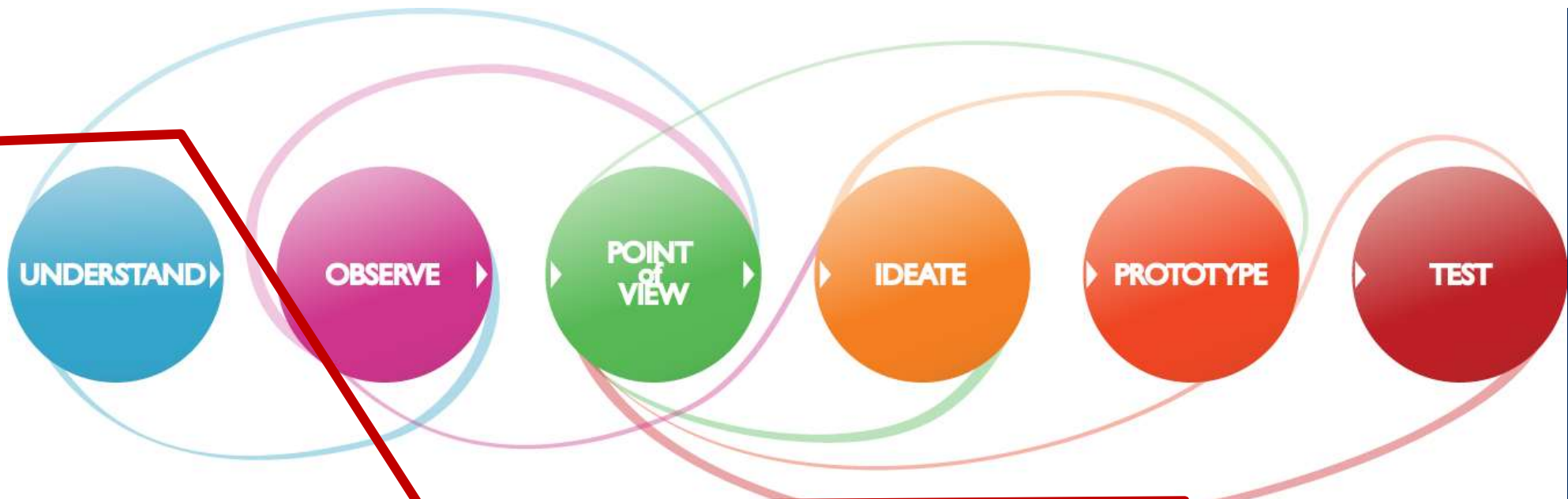


Bright gold final of Intensive Program SE4LC – Arnhem-Velp /NL

The design process

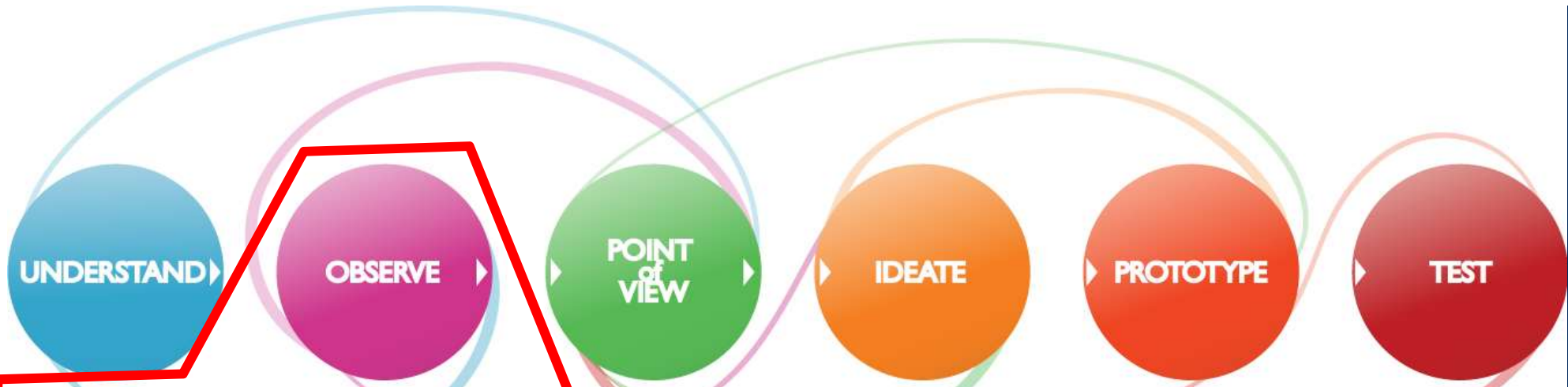


Source: <https://dschool-old.stanford.edu/groups/k12/wiki/17cff/>

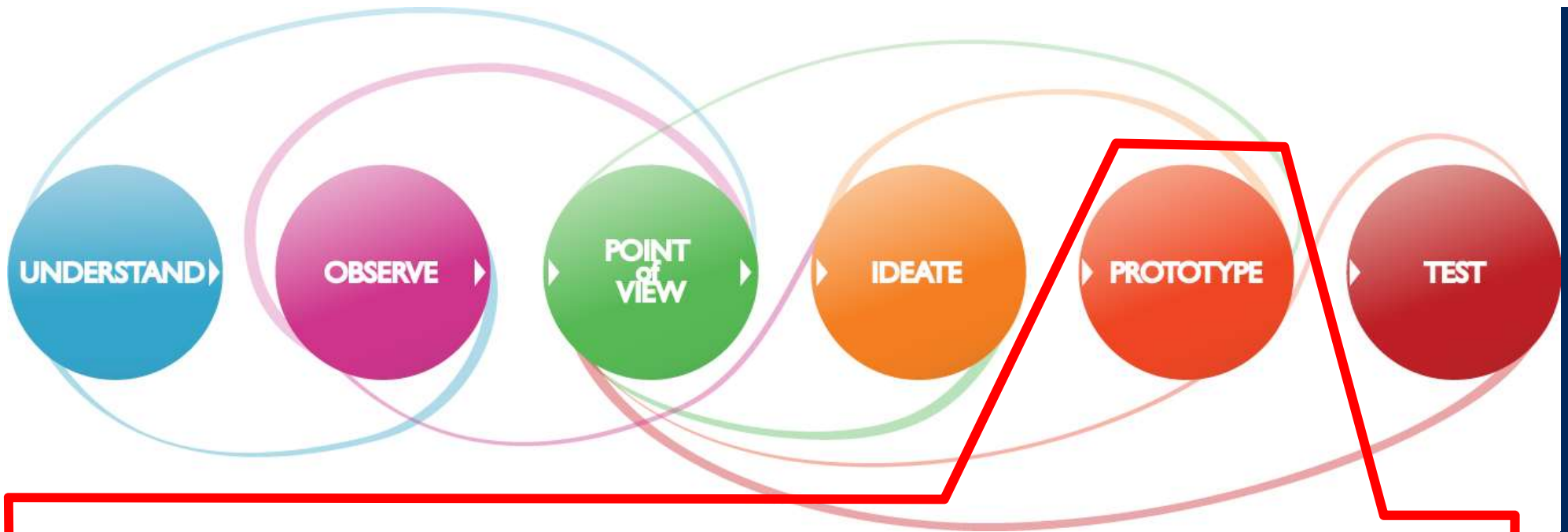


Go to „Safari“





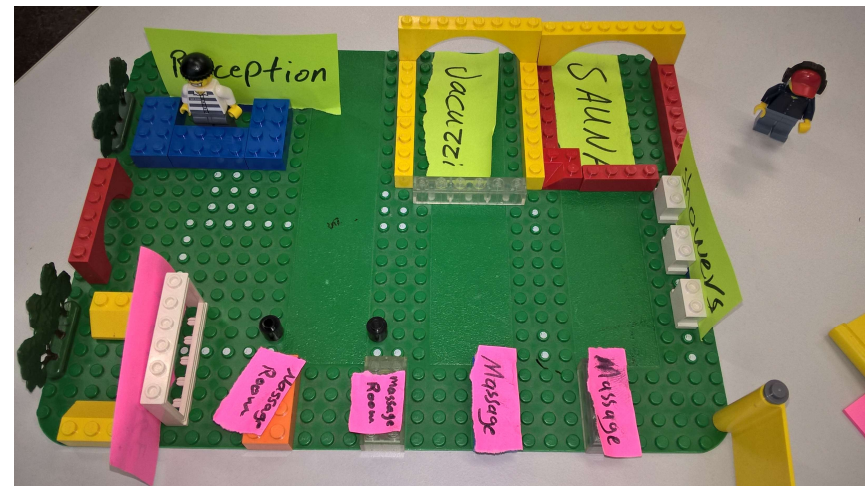
Document all ideas. Visualize.
Find patterns... Go out, ask again.

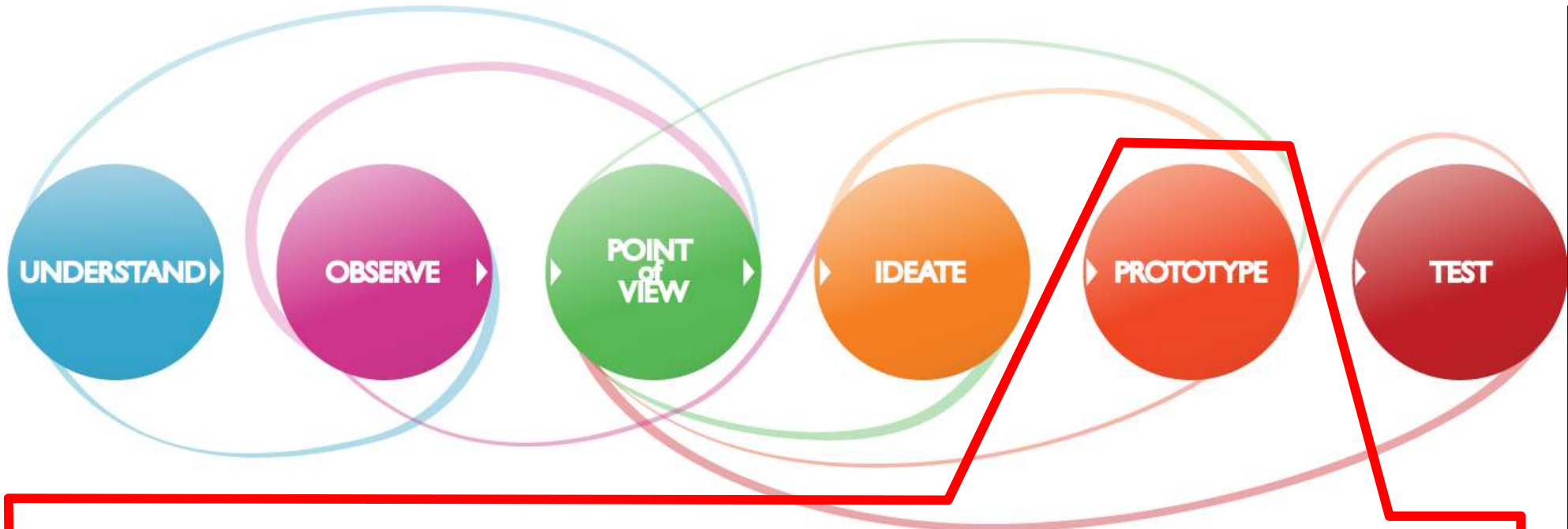


Prototype Syrian Food Truck



Prototype Syrian Bath (like Hamman)





Locations are so important



Wasan Island – owned by a foundation



Nodmaker Space – Bucharest/Ro



Van Hall Larenstein University – Velp /NL