

# Design Thinking

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Introduction to user-centric project design

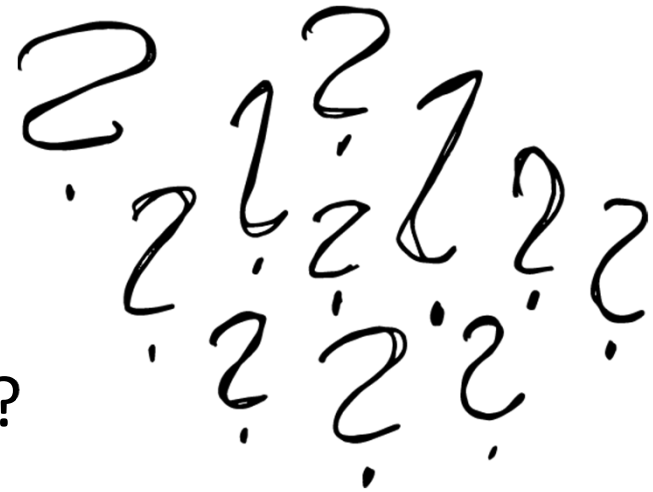
9.4.2019

Social Entrepreneurship for Local Change

Jana Nau

# From Design to Social Challenges

- What are current challenges that affect us?
- What is the need of the users?
- What is human-centred design?



# Doug Dietz : GE Healthcare

Design challenge:

“How could one  
create a scanner  
experience that  
children would  
love?”



Image1: <http://ehealth.eletsonline.com/wp-content/uploads/2015/04/Pic-3.jpg>

# Doug Dietz : GE Healthcare

Changing experience  
through empathy:

“The pirate adventure”



Image2: <https://www.ideou.com/blogs/inspiration/from-design-thinking-to-creative-confidence>

# What is Design Thinking?

“A human-centre approach to innovation based on how designers works and think.” (Brown 2009)

Design Thinking in Business:

<https://www.youtube.com/watch?v=GPXeeyL4tEA&frags=pl%2Cwn>

(Until 2:08min)

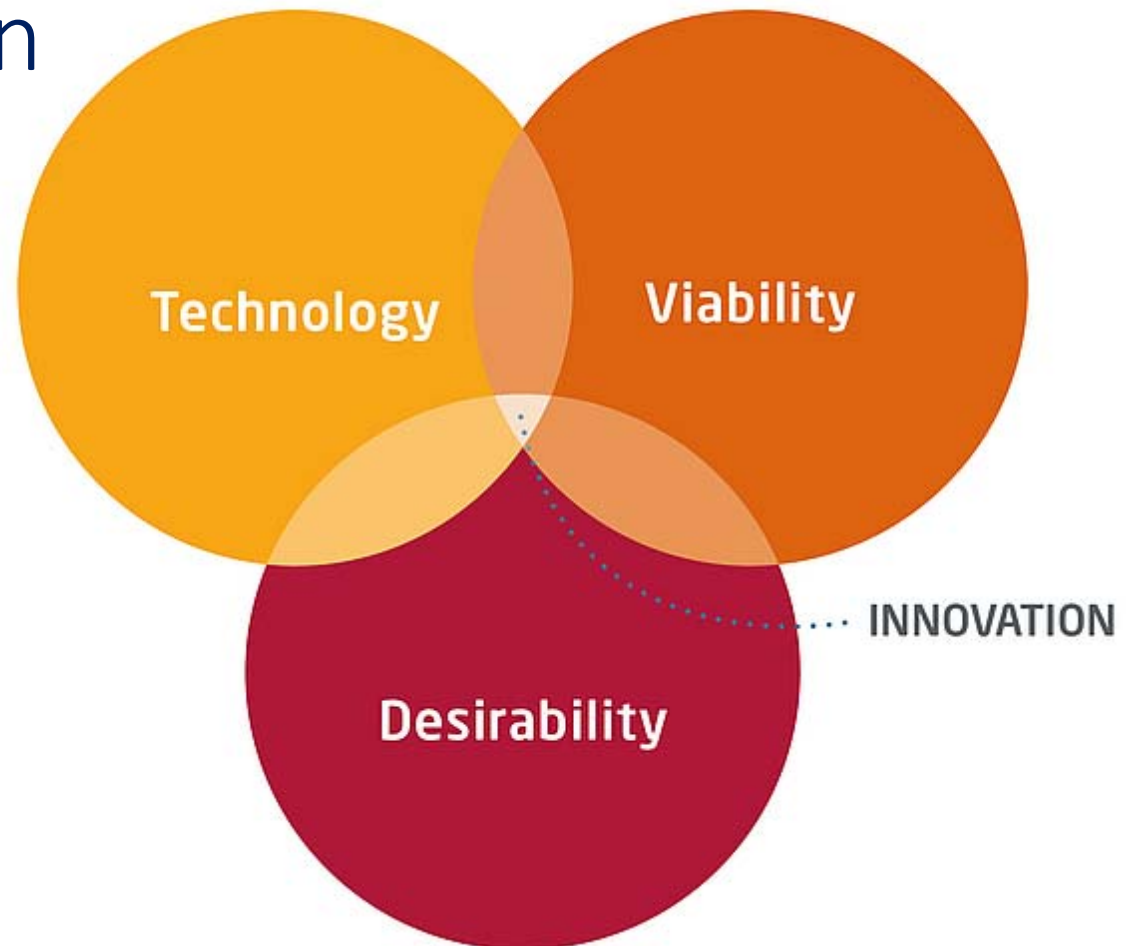


Image 3: [https://hpi-academy.de/fileadmin/\\_processed\\_/d/5/csm\\_Dreiklang\\_Farbe\\_eng\\_Kopie\\_88f95e15d7.jpg](https://hpi-academy.de/fileadmin/_processed_/d/5/csm_Dreiklang_Farbe_eng_Kopie_88f95e15d7.jpg)

# 5 Principles of Design Thinking

## 1. Principle: Focus on the user



Image 5: <https://www.amazon.com/Wenger-16999-Swiss-Knife-Giant/dp/B001DZTJRQ>

# 5 Principles of Design Thinking

## 1. Principle: Focus on the user



Image 6: <https://www.gruenderszene.de/allgemein/veranstaltungstipp-sie-muessen-nur-den-nippel-durch-die-lasche-ziehn-usability-in-der-praxis?ref=prev>

# 5 Principles of Design Thinking

## 2. Principle: Identify the problem





# 5 Principles of Design Thinking

## 3. Principle: Experiment early and often



# 5 Principles of Design Thinking

4. Principle: Be visual

Think of a cat!

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# 5 Principles of Design Thinking

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# 5 Principles of Design Thinking

## 4. Principle: Be visual

Think of a cat!



Image 9: <https://tmnt.fandom.com/de/wiki/Garfield>

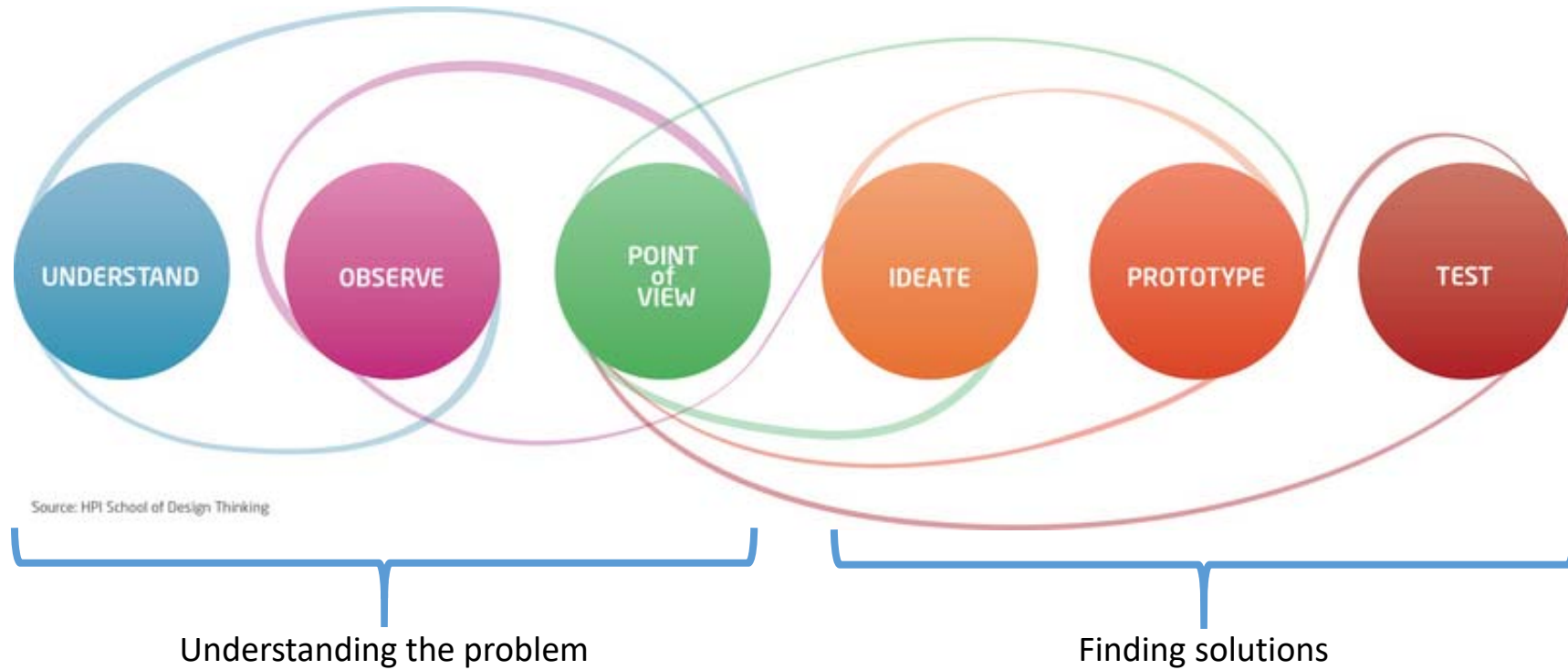
Image 10: [https://www.123rf.com/photo\\_104747718\\_pink-panther-illustration-comedy-cartoon.html](https://www.123rf.com/photo_104747718_pink-panther-illustration-comedy-cartoon.html)

# 5 Principles of Design Thinking

## 5. Principle: Embrace diversity

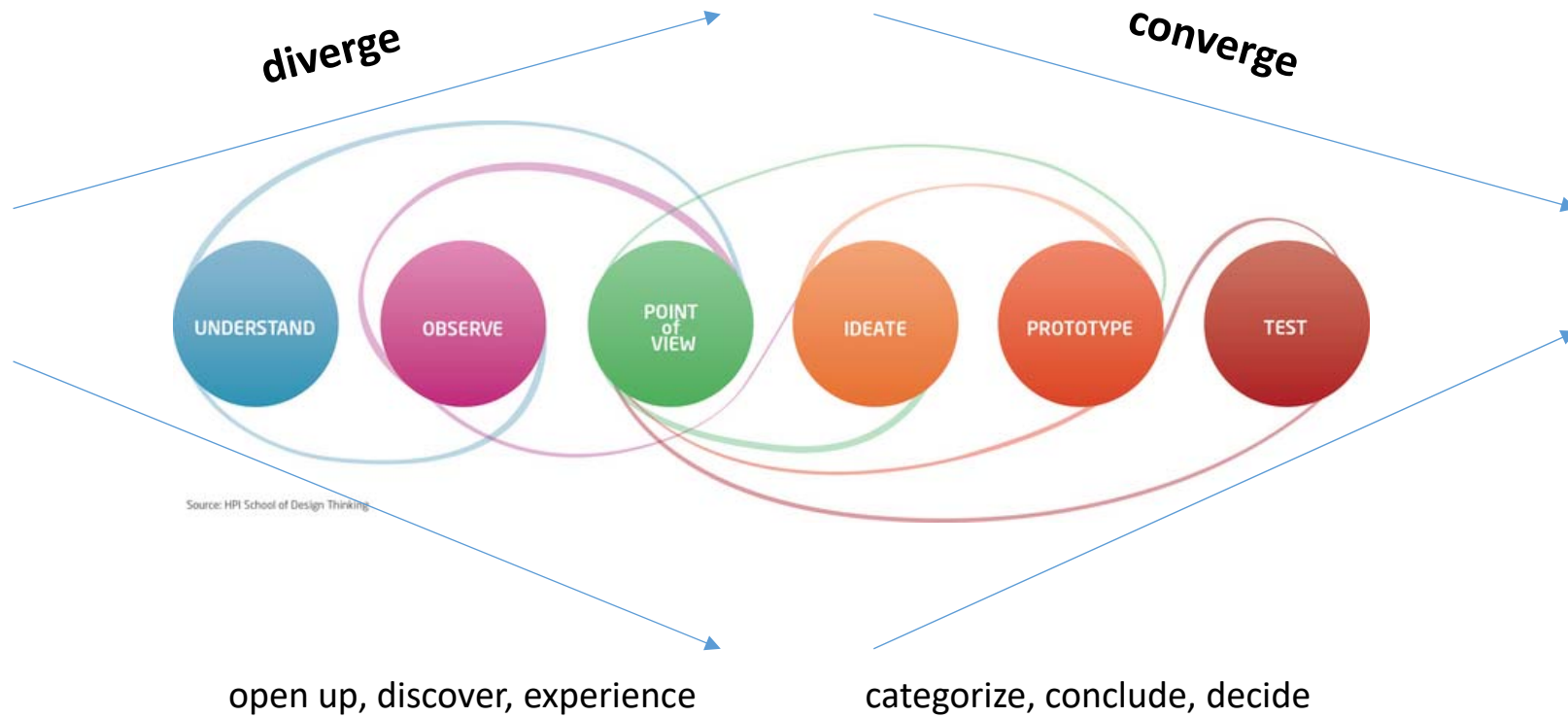


Image 11: <http://taag.publicismedia.de/wp-content/uploads/2018/09/team-foto.png>



# Design Thinking Process

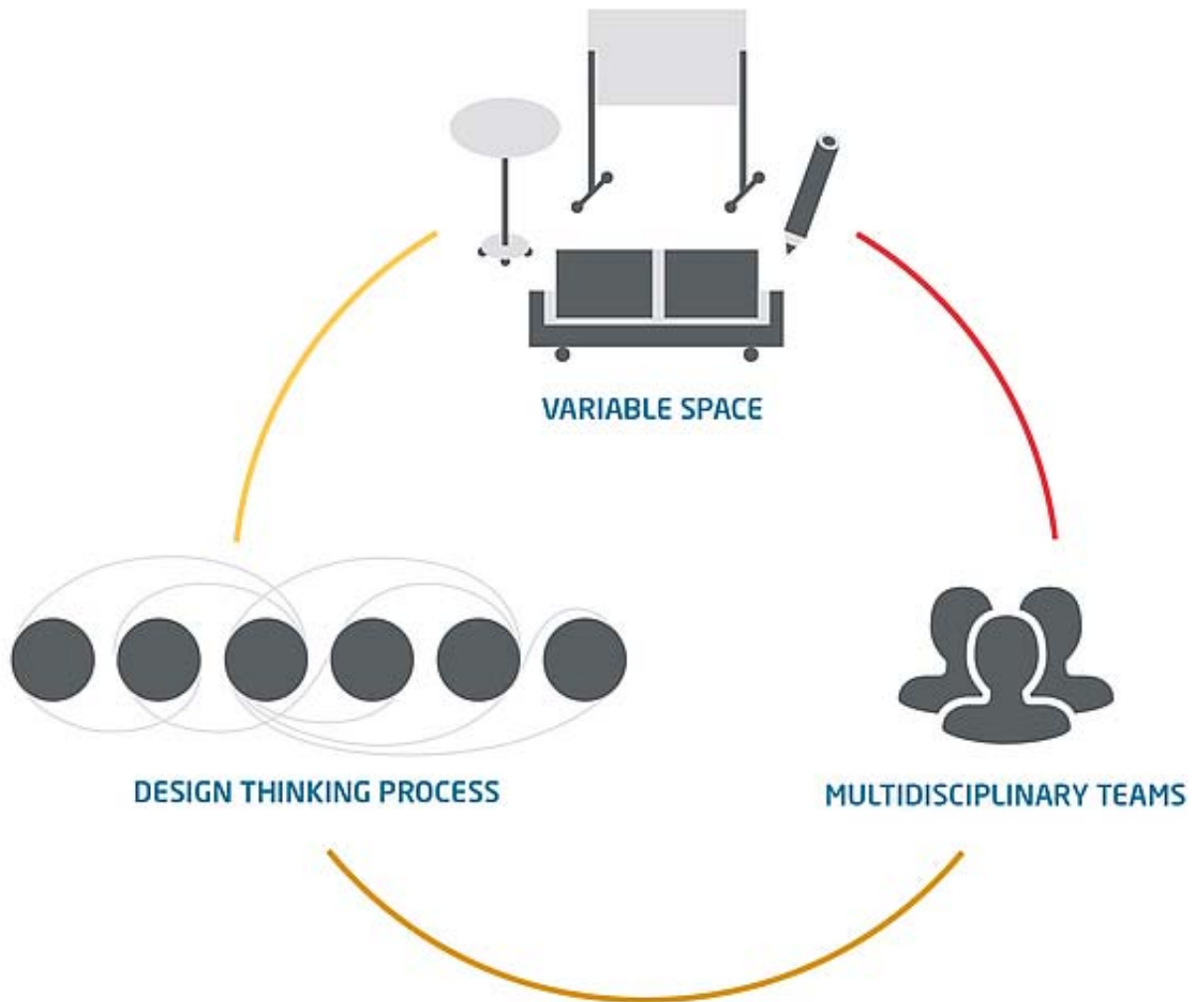
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# Design Thinking Process



# 3 Success Factors for Design Thinking



# Further Infos & Toolkits

## Literature:

- Brown, T. (2009). Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. HarperBusiness, New York.
- Calgren, L., Ingo, R., Elmquist, M. (2016). Framing Design Thinking: The Concept in Idea and Enactment, Creativity and Innovation Management, 25(1), 38-57.
- HPI Academy (2019). What is Design Thinking? Retrieved from: <https://hpi-academy.de/en/design-thinking/what-is-design-thinking.html> (access 01.04.2019)
- Johansson-Sköldberg, U., Woodilla, J., Çetinkaya, M. (2013). Design Thinking: Past, Present and Possible Futures, Creativity and Innovation Management, 22(2), 121-146.

## Toolkits:

- DSchool Stanford - method sheets and process guide: <https://dschool.stanford.edu/resources-collections/browse-all-resources>
- IDEO Design Kit – a field guide to Human-Centred Design: <https://www.ideo.com/post/design-kit>
- DIY Toolkit: <http://diytoolkit.org/tools/>