WROCLAW
BUSINESS UNIVERSITY
OF APPLIED SCIENCES

DESIGN THINKING

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‘You cannot hold a design in your hand. It is not a thing. It is a process. A system. A way of thinking.’

Bob Gill, Graphic Design as a Second Language

Ideation. Design Infusion. Design Thinking.
Human-centered Innovation
Biothinking
Holistic User-needs-centered Innovation
Integrated Design
Service Design
Prototyping, rapid Prototyping
Problem Based Learning
Design
Customer Experience Design
Service Innovation
Out of the Box
Innovation Process
Value by Design
Empathic Product Design
Common Sense Doing
Industrial Design Thinking in China
Customer Experience Journey Mapping
Human-centered Design
Creative Work
Logical Thinking
Design Capabilities
Brainstorming
User-centered Design
User Experience
Jantrix
DLI
Strategic Design
Co-Creation
Cutomer Focus
User-centered Innovation
Design and Marketing
User-driven Innovation
Innovation Fusion
Kanzleithinking
Sustainability by Design
Creative Product/ Service Development

Design Thinking

Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success

—Tim Brown, Executive Chair of IDEO

https://www.ideo.com/

Design Thinking

- is a process for creative problem solving.
- has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes.

When you sit down to create a solution for a business need, the first question should always be what's the human need behind it?

- https://www.ideou.com/blogs/inspiration/what-is-design-thinking

DESIGN THINKING - ASSUMPTIONS

- User focus– understanding his/her conscious and unconscious needs.
- Interdisciplinary team– looking at the problem from many perspectives (co-creation).
- Experimentation and frequent hypothesis testing (iterative)– building prototypes and collecting feedback from users.

Areas Where Design Thinking Can be Applied

- product, service and experience design
- business design
- leadership
- organizational change
- visual communication and symbolism (graphic design),
- objects and products (industrial design),
- activities and services (service design),
- complex systems or environments related to work, living space, fun and learning (interaction design)
- [R. Buchanan, Wicked Problems in Design Thinking. Design Issues, 1992, 8, 5-21]

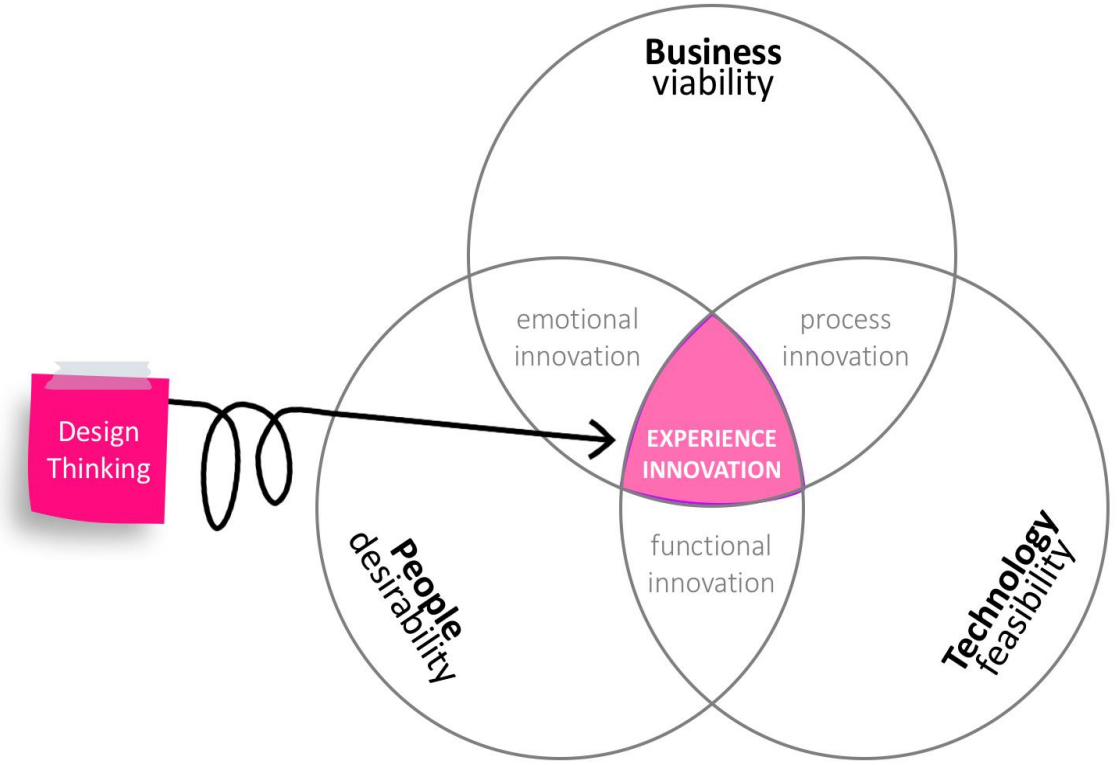
Design Thinking -for whom?

- The methodology is used regardless of the size of the company or industry, but with the predominance of the sector for-profit. [study by Hasso-Plattner Institute, University of Potsdam]

Implemented in the largest, most innovative companies, such as:

- SAP
- Samsung
- General Electric
- Apple
- Google
- Intel

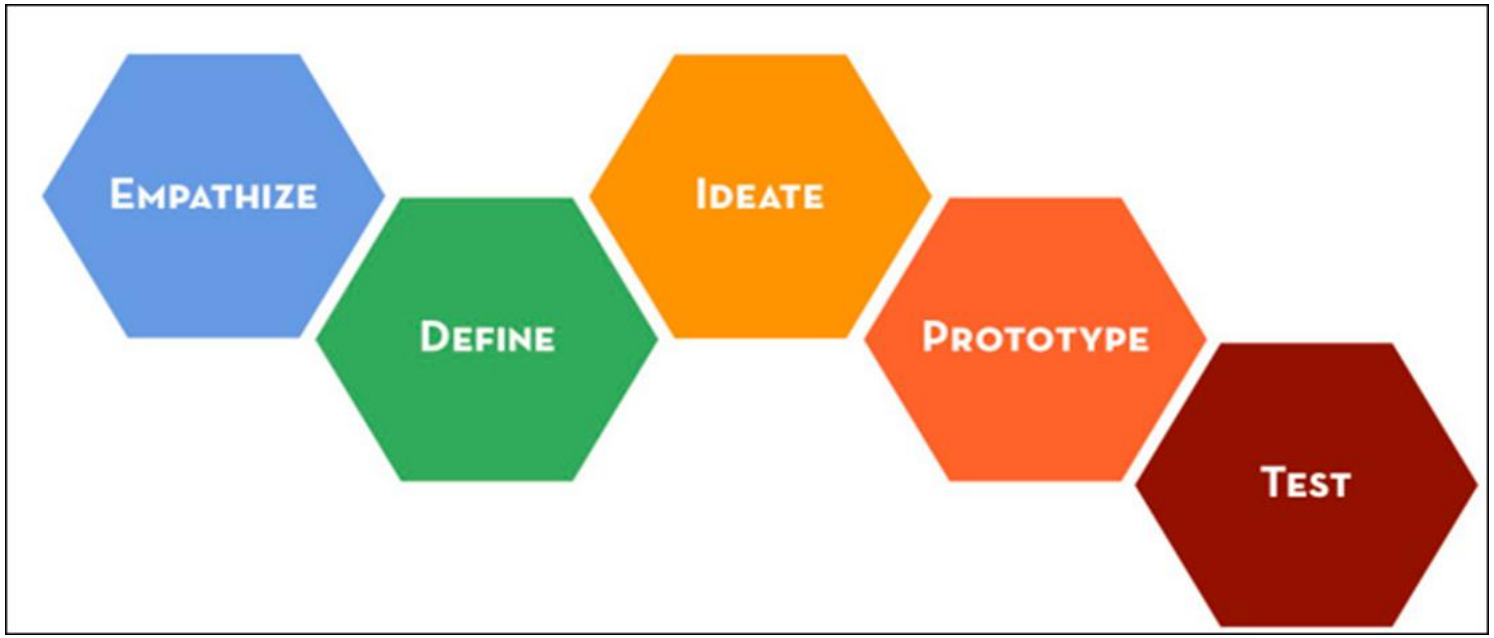
3 key perspectives of design innovation



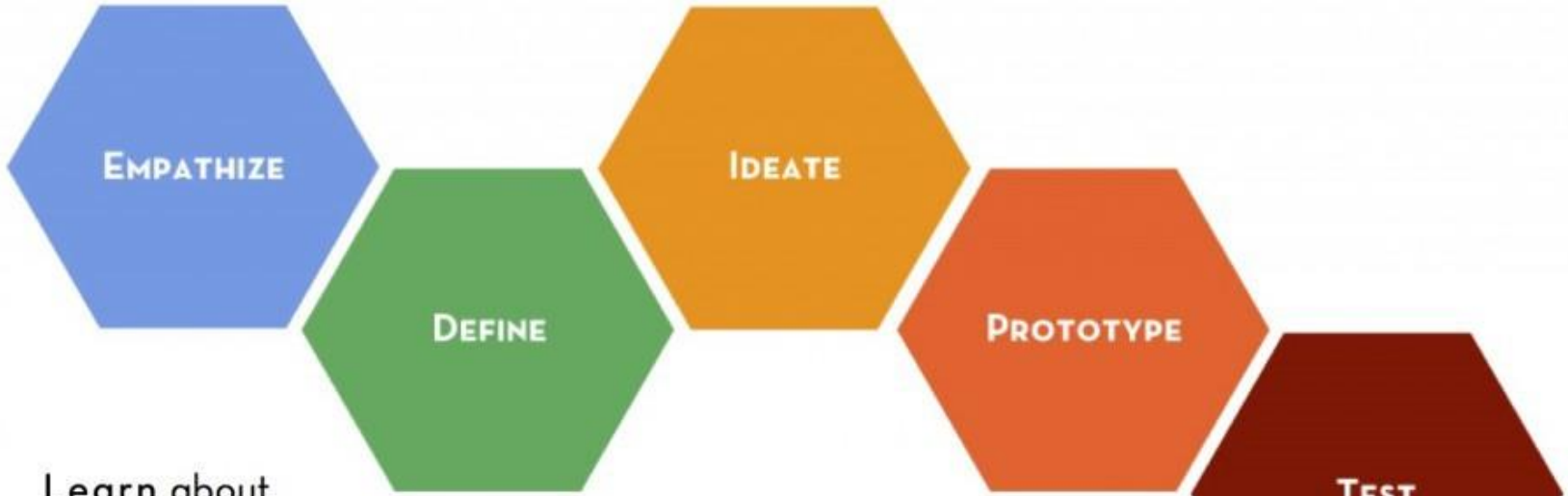
3 Essential Pillars of Design Thinking

- Empathy — Understanding the needs of those you're designing for.
- Ideation — Generating a lot of ideas. Brainstorming is one technique, but there are many others.
- Experimentation — Testing those ideas with prototyping.

The Design Thinking process as defined by Stanford's d-school



We are all DESIGNERS!



Learn about the audience for whom you are designing, by observation and inteview. *Who is my user? What matters to this person?*

Create a point of view that is based on user needs and insights. *What are their needs?*

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

Youtube links:

The Explainer: What Is Design Thinking?

- https://www.youtube.com/watch?v=_WI3B54m6SU

How It Works: Design Thinking (IBM)

- https://www.youtube.com/watch?v=pXtN4y3O35M

Design Thinking In Business

- https://www.youtube.com/watch?v=GPXeeyL4tEA

Design Thinking in 90 Seconds

- https://www.youtube.com/watch?v=vQytKCT563I

What Is Design Thinking? An Overview (2020)

- https://www.youtube.com/watch?v=gHGN6hs2gZY

Examples of applying DT

- **IDEO Brainstorming Video from IDEO U**

https://www.youtube.com/watch?v=VvdJzeO9yN8

- **ABC Nightline - IDEO Shopping Cart**

https://www.youtube.com/watch?v=M66ZU2PCIcM

- **Changing Experiences through Empathy – The Adventure Series**

https://thisisdesignthinking.net/2014/12/changing-experiences-through-empathy-ge-healthcares-adventure-series/

Examples of applying DT

- **8 Great Design Thinking Examples**

https://voltagecontrol.co/8-great-design-thinking-examples-a01d6d0debbe

- **40 Design Thinking Success Stories**

https://theaccidentaldesignthinker.com/2017/09/16/40-design-thinking-success-stories/

DT PROCESS

Design Thinking Process

- https://www.youtube.com/watch?v=qyoZTUGzdGY

Articles:

- https://designsojourn.com/design-thinking-experts-fill-in-gaps-between-steps/
- https://www.interaction-design.org/literature/article/what-is-design-thinking-and-why-is-it-so-popular