

DESIGN thinking:

The New Paradigm for Agencies

strategic insights from

Tim Brown and Roberto Verganti

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This practice of the **borderline** is difficult and risky, and asks for awareness and **commitment** from each one of us, in each of our roles.

Our **mission** is to stay as close as possible to the **borderline**, although we know it is **not clearly drawn** and that there is a **risk** of going beyond it.

Alberto Alessi, CEO Alessi Design

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- principles of design thinking
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- qualities of a creative mind
- rules of engagement

The background features a series of overlapping, curved, semi-transparent shapes in shades of blue and grey, creating a layered, organic effect.

principles
of
design
thinking



- innovation
- inspiration
- ideation
- implementation

innovation



invention with **SUCCESS**



inspiration



Twitter is not a chat.



Twitter is not a chat.

problem
or
opportunity
that
needs
solving

ideation



process of **generating** ideas



process of **testing** ideas



process of **developing** ideas



implementation



path from project to market



what
is
It,
really?

it brings constraints



into harmonious balance



- **feasible**: must be possible in foreseeable future
- **viable**: must be part of a sustainable business model
- **desirable**: must be appealing to and for your audience

it's not just about differentiation





it's about
perverting
the norm.

it's about **screwing**



with the way people think



it's about
destroying
sacred
traditions

it's inherently experimental

REC
MUSIC
MUSICOMIX
Entrevista al líder

YO NO ESTOY AQUÍ, ESTO NO ESTÁ PAGANDO
Este no **disparar completamente** contiene la mejor letra que Thom Yorke haya cantado.
SEIN DE QUEN, escribió esas versos sobre **EL DESEO** de no estar donde se está
Y ESCAPA PAGINALMENTE Como non, así como
esta noche de 24 de marzo de 2001, **SMOY CASO** dedica en español su propia
Separata a "los que perdieron a sus seres queridos, a los **ENCLAVES**, a los
tormentados y a los que **DESAPARECEN** durante el Proceso..."

THOM YORKE

HABLAMOS CON EL LÍDER DE
RADIOHEAD TRAS LA SALIDA DE SU
NUEVA Y CONTROVERSIAL

PRODUCCIÓN: **IN RAINBOWS**
el disco que alteró las reglas de la industria

DISCOGRÁFICA **PAGA**
LO QUE QUIERAS E INCLUSO
NO PAGUES

ANTE UN NUEVO DISCO DE RADIOHEAD se deben esperar dos cosas.

LA PRIMERA es que te sorprenda por la estructura de las canciones, los arreglos... que te ofrezca, en definitiva,
ALGO QUE NO HAS ESCUCHADO ANTES

LA SEGUNDA es que esperas que te transporte a ese **LUNAR OSCURO**, honesto y aislado de las cosas desagradables de la vida, en el que **recuperar fuerzan** para lo que resta del día. Lo primero lo puede apreciar cualquier aficionado a la música, **LO SEGUNDO** está destinado sólo a **LOS CONDICIONALES** **DE LA RANCHA** los mismos que se habrán decantado por la adquisición del discbox o habrán pagado.

In Rainbows no es un trabajo revolucionario, es una colección más de canciones, como por ejemplo lo es cada nuevo disco de los **ROLLING STONE** desde hace años. **ALGUNOS** están compuestas en el periodo de tiempo transcurrido desde la publicación de **HAIL TO THE THIEF** y otras llevan con la banda desde **LOS GORRIJONES**, pero todavía no habían encontrado su lugar ni sus arreglos.
LAS CANCIONES DE RADIOHEAD siempre suenan sofisticadas, son muy melódicas y emocionales. Tras siete discos las herramientas para llegar a estos resultados **SON FENÓMICAS** **PIRELLA GÖTTSCHEW** lo encontramos en **Paranoid Android** en las secciones de tiempo poco habituales, las ingeniosas progresiones de acordes y las modulaciones al final.



it's inherently flexible



it identifies unknown or **latent**



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ANAL BEADS FROM \$55.99



needs and desires

complexity is a great beginning



simplicity is the best solution





they will have
no choice
but to pay
attention

qualities
of a
creative
mind

be **courageous**





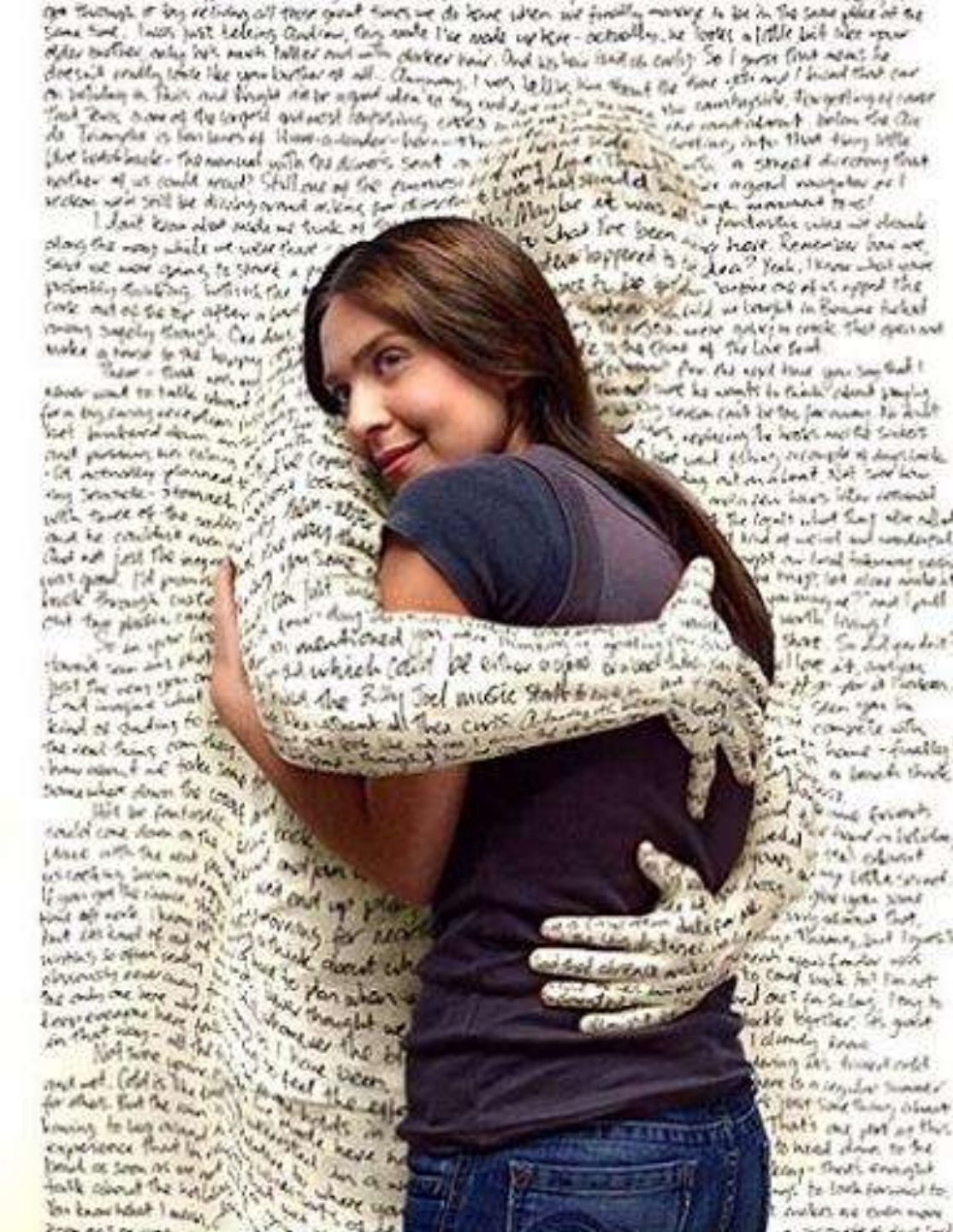
take **risks**



get
wet



play



cultivate
empathy

be idea **obsessed**



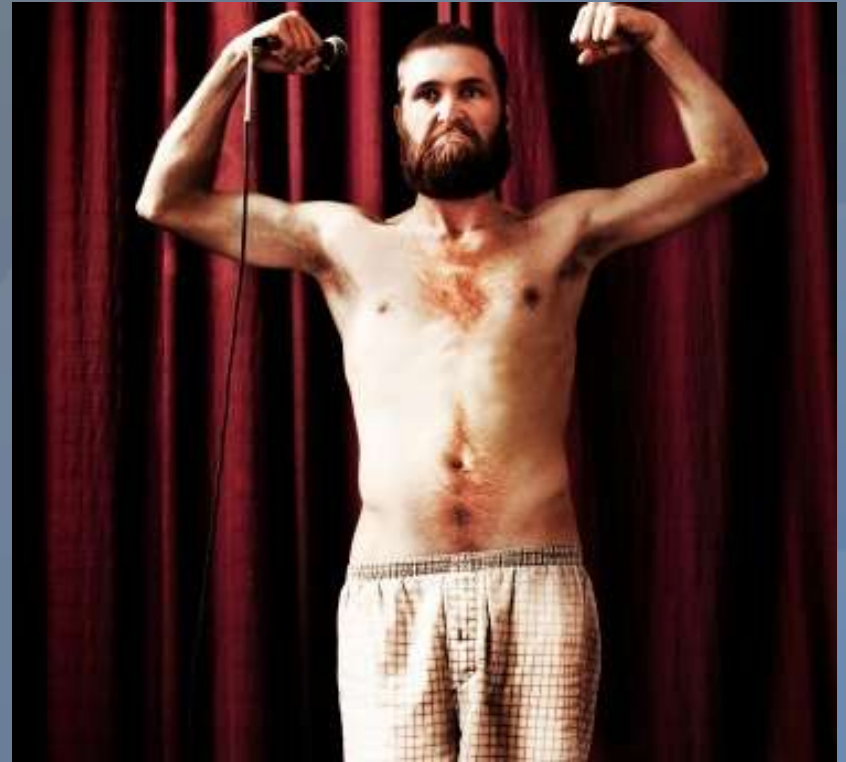
The background features a series of overlapping, curved, concentric shapes in shades of blue and grey, creating a sense of depth and movement. The shapes are centered on the right side of the frame and curve towards the left.

rules
of
engagement

optimism built on trust



explore the fringe

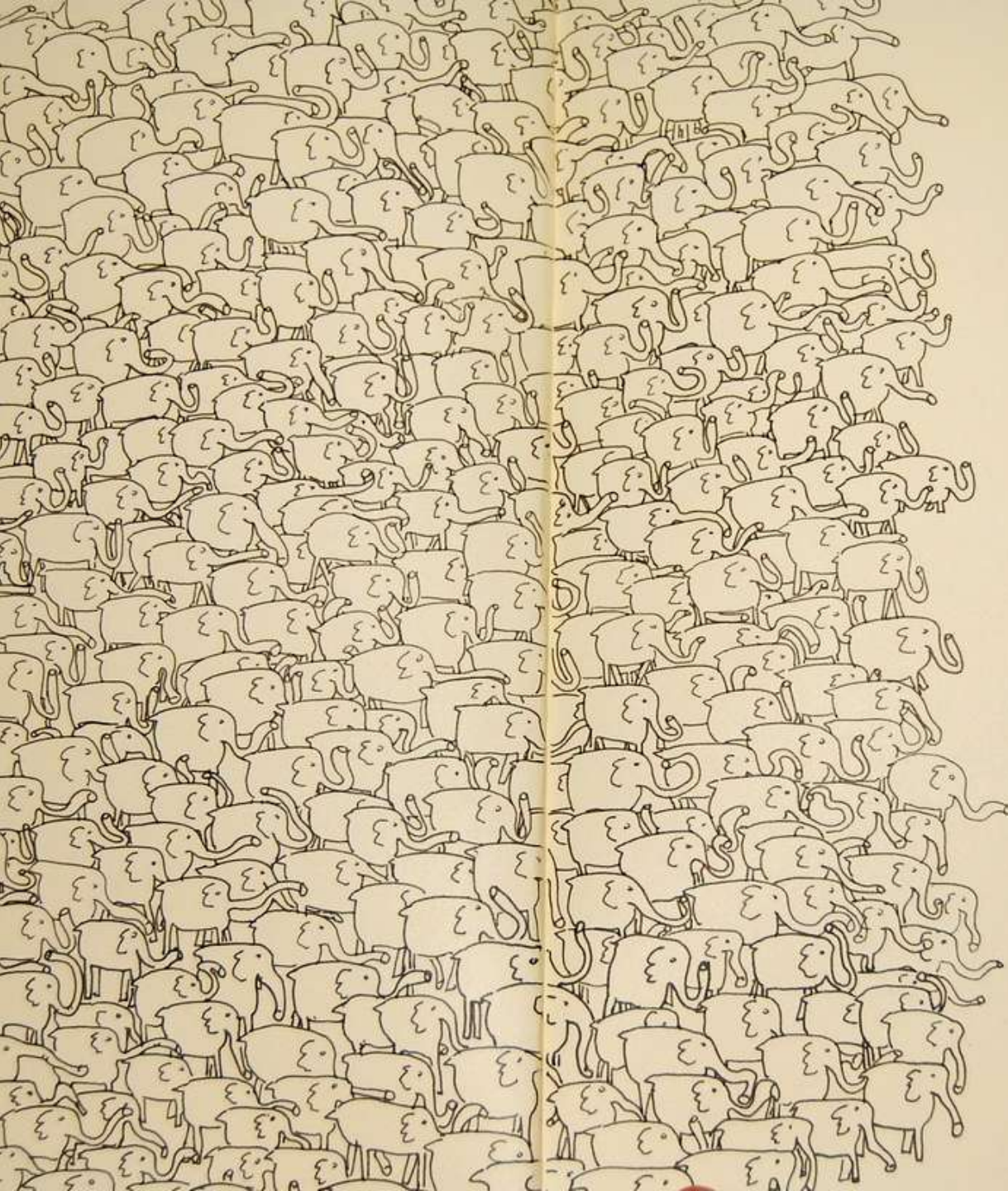


conventional
market research



may only
lead to
incremental
change





if every
one
agrees,
you're
probably
all
wrong

solve **buyers'** problems not sellers'



us **vs.**
them



no!

us **with** them



yes!

we're in this together



thanks to the internet
we need to
extend our understanding
to social interactions
within groups and among groups
themselves

reward achievements



and failures



criteria for intelligent failure

- things are carefully planned, so when things go wrong, you know why
- things are genuinely uncertain, the outcome cannot be known ahead of time
- they are modest, so catastrophe does not result
- they are quickly managed, so corrections can be made

the rewards are golden



it's simple

- generates products with long lives
- can define new rules around your core competency
- makes it difficult for competitors
- halo effect enhances value of your other products and services
- builds brand equity

remember



new rules

- innovation, inspiration, ideation, implementation
- feasible, viable, desirable
- reward achievements and failures
- explore the fringe
- it's about us with them
- it's ok to fail—within limits

be

- courageous
- optimistic
- playful
- egoless
- empathetic
- agile

more info

- Change By Design, Tim Brown
- Design Driven Innovation, Roberto Verganti
- The Design of Business, Roger Martin
- TED talks by Tim Brown, Don Norman, Daniel Pink
- Twitter: @timkastelle, @jorgebarba, @psfk

Credits

14: Phillipp Klinger

17: Bill in STL

24: LittleGazelle

28: HawlendRion

42: yakczar

50: oblaise

55: alrescate3

59: Bill A

thank you

