KICKSTARTING DESIGN THINKING

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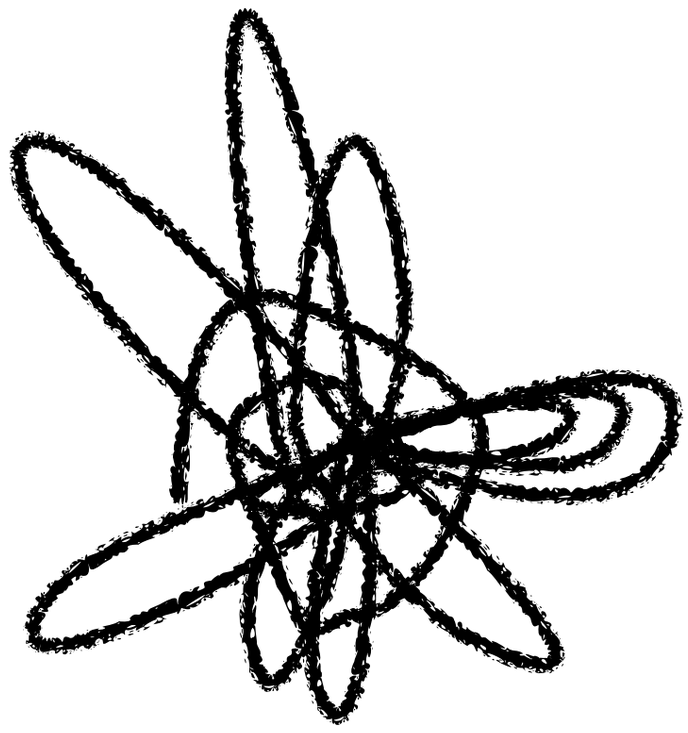
PART I

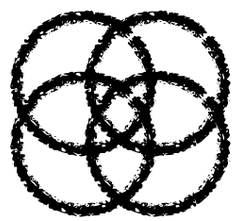
WHY DESIGN?



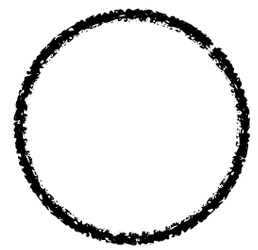
Complex Systems

No simplification

UNMANAGEABLE



Simplification



Banalization

UNUSEFUL

Thanks to Tullio Tinti

“Societal problems are inherently different from the problems that scientists and perhaps some classes of engineers deal with.
They are inherently ‘wicked’.”

H. Rittel, M. Webber

H. Rittel, M. Webber (1973) Dilemmas in a General Theory of Planning

Wicked problems
don’t have clearly defined boundaries.

Wicked problems
don’t have a point when they are solved.

Wicked problems
have always more than one explanation.

Wicked problems
solution attempts change the problem definition.

Wicked problems
require full responsibility.

Wicked problems
bleed into one another.

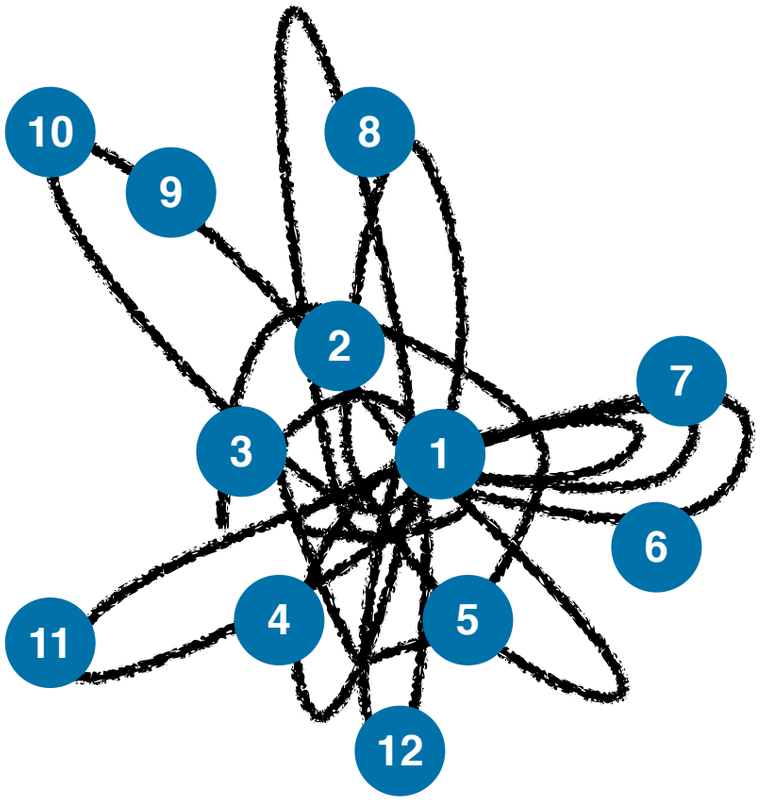
Wicked problems
have no solution template.

Wicked problems
are interconnected to each other.

Wicked problems
have no scientific approach.

Wicked problems
are unique.

MEADOW'S
12 LEVERAGE POINTS



12. **Constants**
11. **Buffers**
10. **Material**
09. **Delays**
08. **Negative loops**
07. **Positive loops**
06. **Information**
05. **Rules**
04. **Change & self-organize**
03. **Goals**
02. **Paradigms**
01. **Trascend paradigms**

Meadows D. (1999) Leverage Points, places to intervene in a system

PART II

FOUNDATION OF DESIGN THINKING

“

Designers are forever bound to treat as real that which exists only in an imagined future and have to specify ways in which the foreseen thing can be made to exist.

John Chris Jones, Design Method

”

Humans

ISSUE

Solution First vs Problem

No real understanding

ISSUE

Too close to the problem

No view of context

“

Keeping up with global complexity demands a conscious understanding of our cognitive, psychological, physiological peculiarities, and of their limits.

Manifesto Ibridi

”

Open → Close

ISSUE

Opening without closing

No Focus, No Goal

ISSUE

Closing too soon

Bias, Prejudice

“

The most enlightening moments came from understanding and applying the Open – Explore – Close phases.

Dave Gray

”

Iterate

ISSUE

Iteration of one

Not really a loop

ISSUE

Iterate without vision

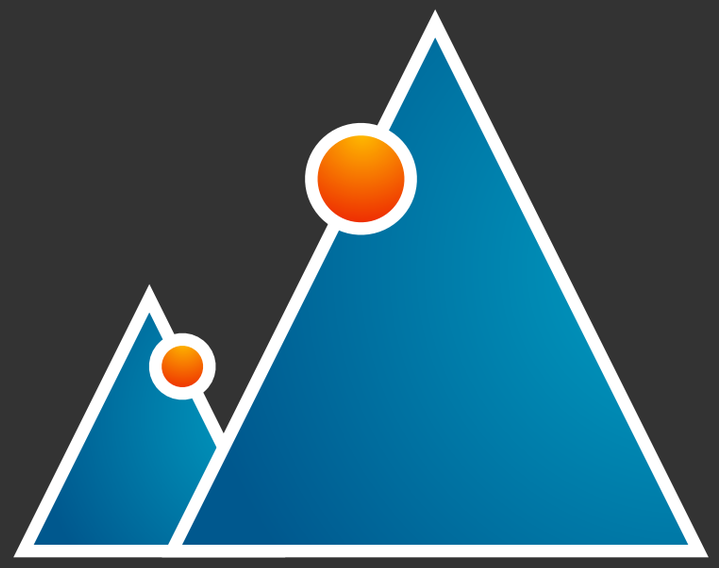
Not going anywhere

“

Be water my friend.

Bruce Lee

”



Incremental + Radical Innovation

ISSUE

Fear of jumping

No real change

ISSUE

People resistance to change

Expect and manage

“

Incremental innovation is necessary to transform the radical idea into a form that is acceptable to those beyond early adopters.

Verganti & Norman

”

Verganti & Norman, Incremental and Radical Innovation

Experiment

ISSUE

Fear of failure

Failure is intrinsic

ISSUE

Failing without learning

Learn and build up

“

Design thinking stresses the need to rapidly prototype the solution so that the designers can get feedback as quickly as possible.

Sarah Soule

”

PART III

DESIGN THINKING

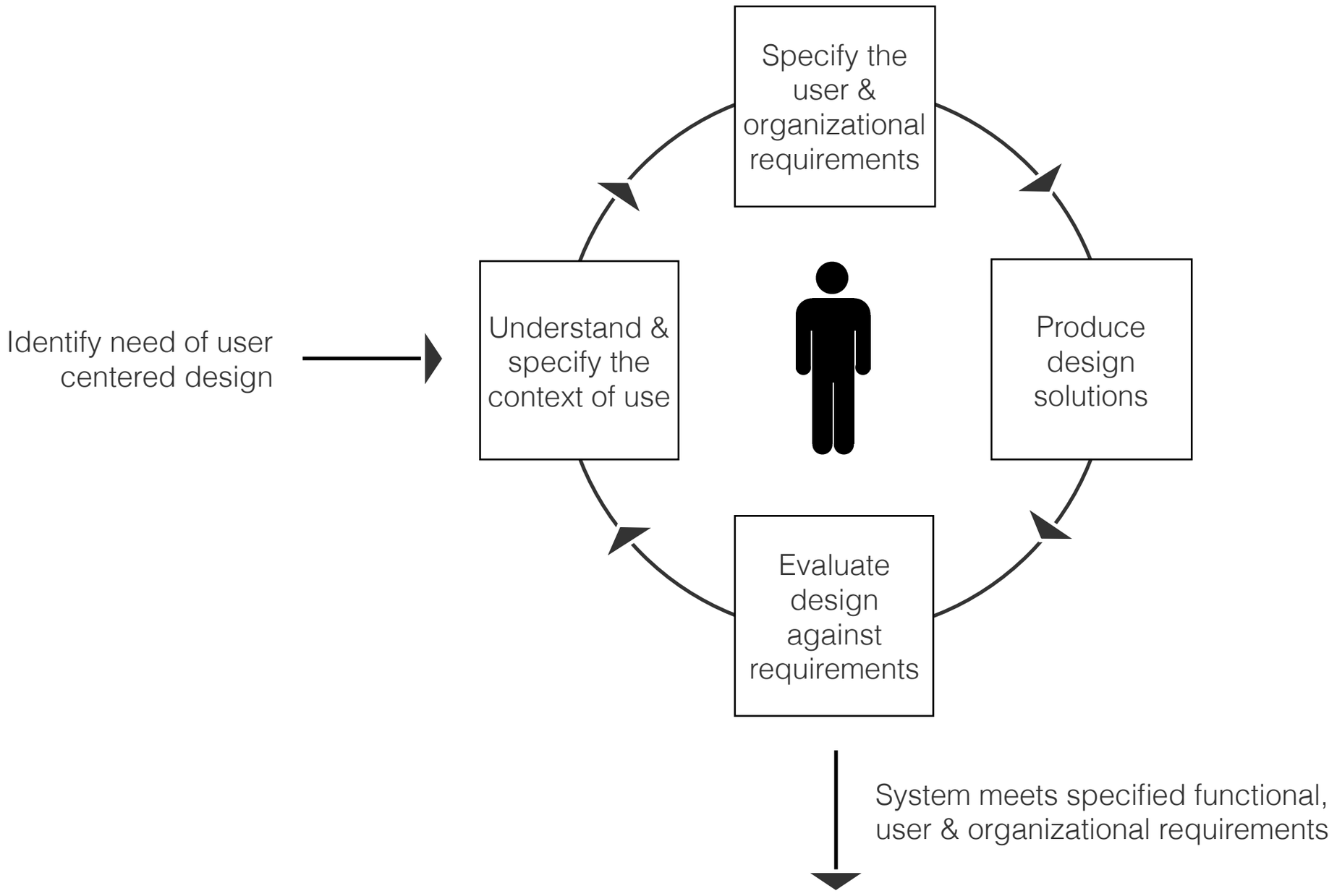
“

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.

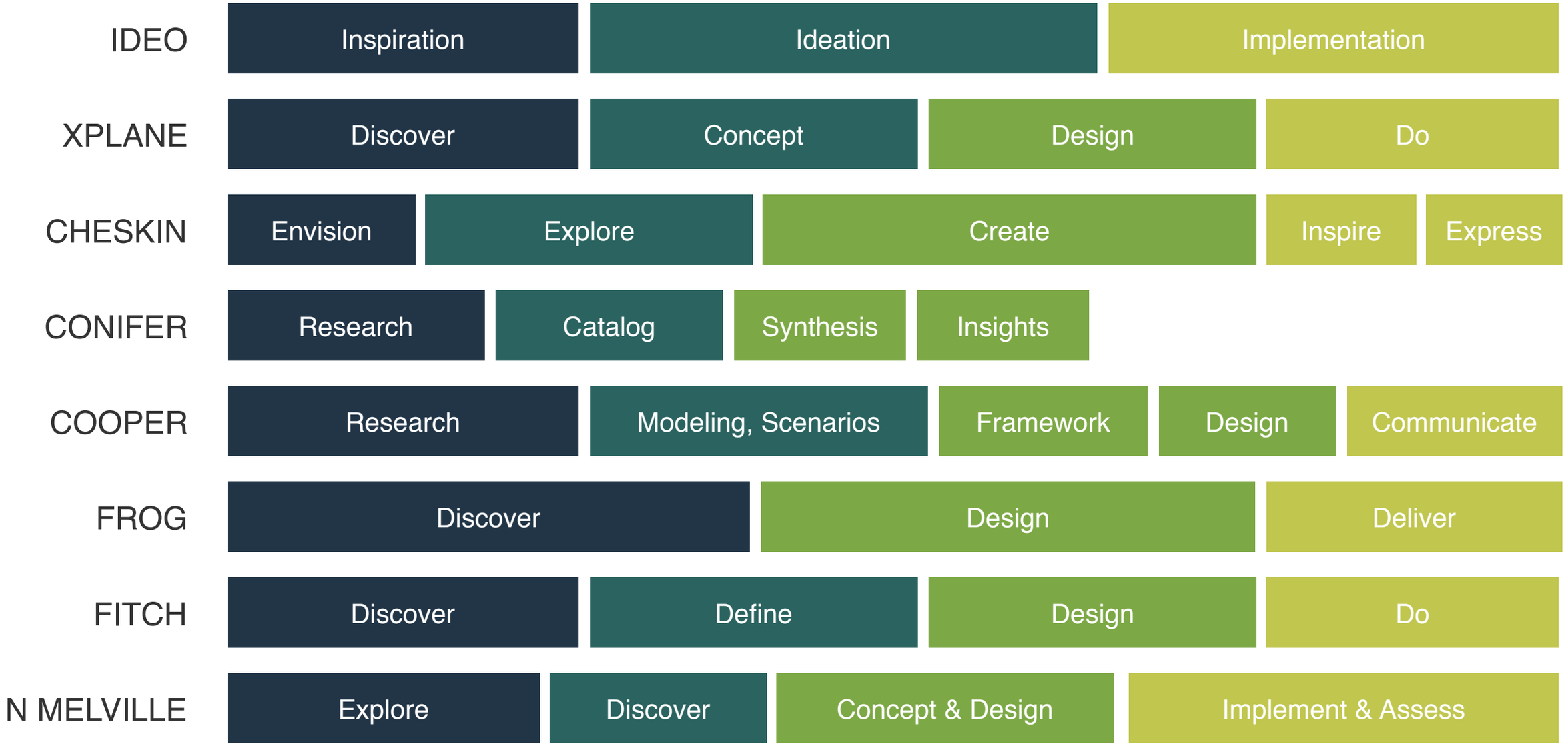
Tim Brown, IDEO

”

USER CENTERED DESIGN: ISO 13407 (1999)



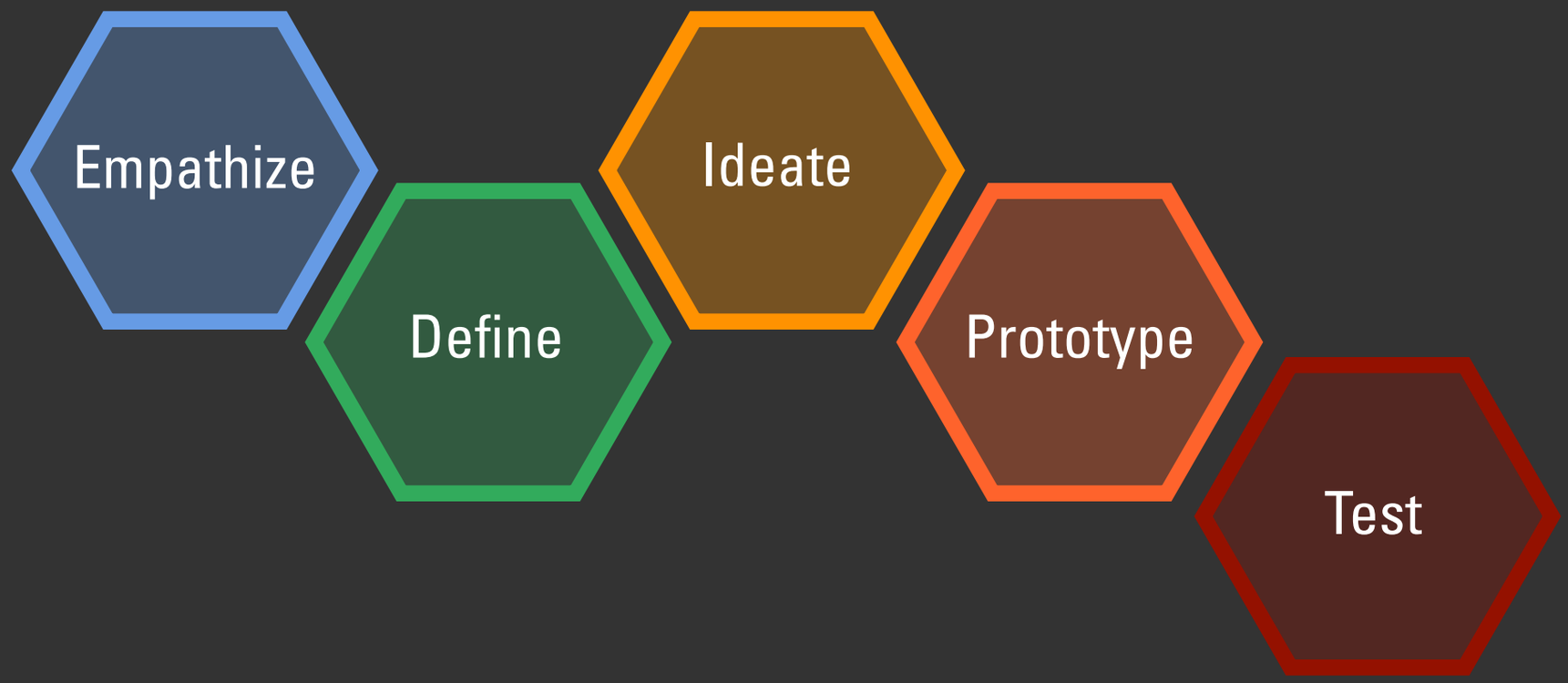
DIFFERENT MODELS TO DO DESIGN THINKING



Stephanie Gioia (2011) http://www.visualmba.info.

Stanford	Empathize	Define	Ideate	Prototype	Test
Frog CAT	Seek	Build	Imagine	Plan	Make
IDEO Ed.	Discovery	Interpretation	Ideation	Experimentation	Evolution

from An Introduction to Design Thinkin



from An Introduction to Design Thinkin

Empathize

Observe

Engage

Listen

Define

Patterns

Insight

Focus

Ideate

Generate

Explore

Visualize

Prototype

Build

Hypothesis

Quick

Test

Show

Behaviour

Compare

PART IV

DESIGN THINKING SPEED RUN

“

I hear and I forget.
I see and I remember.
I do and I understand.

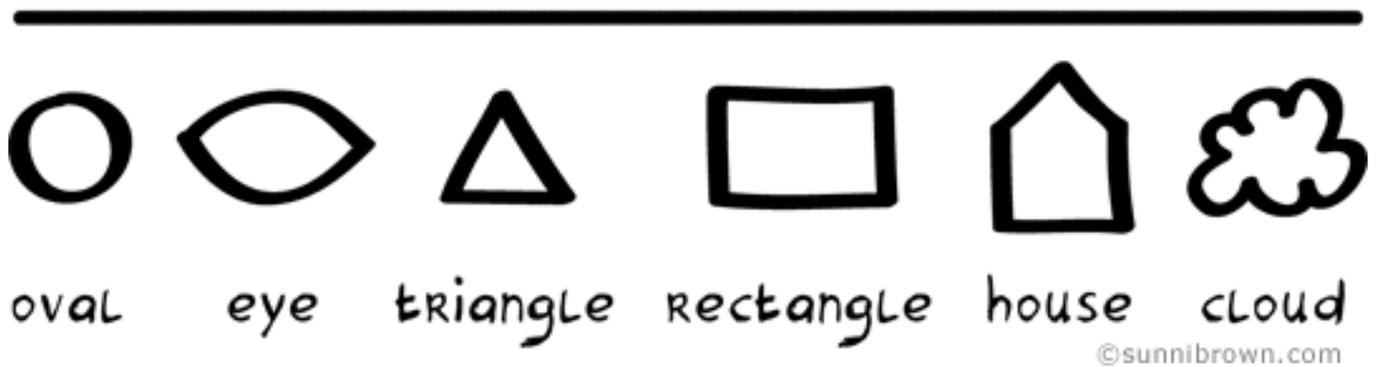
Confucio

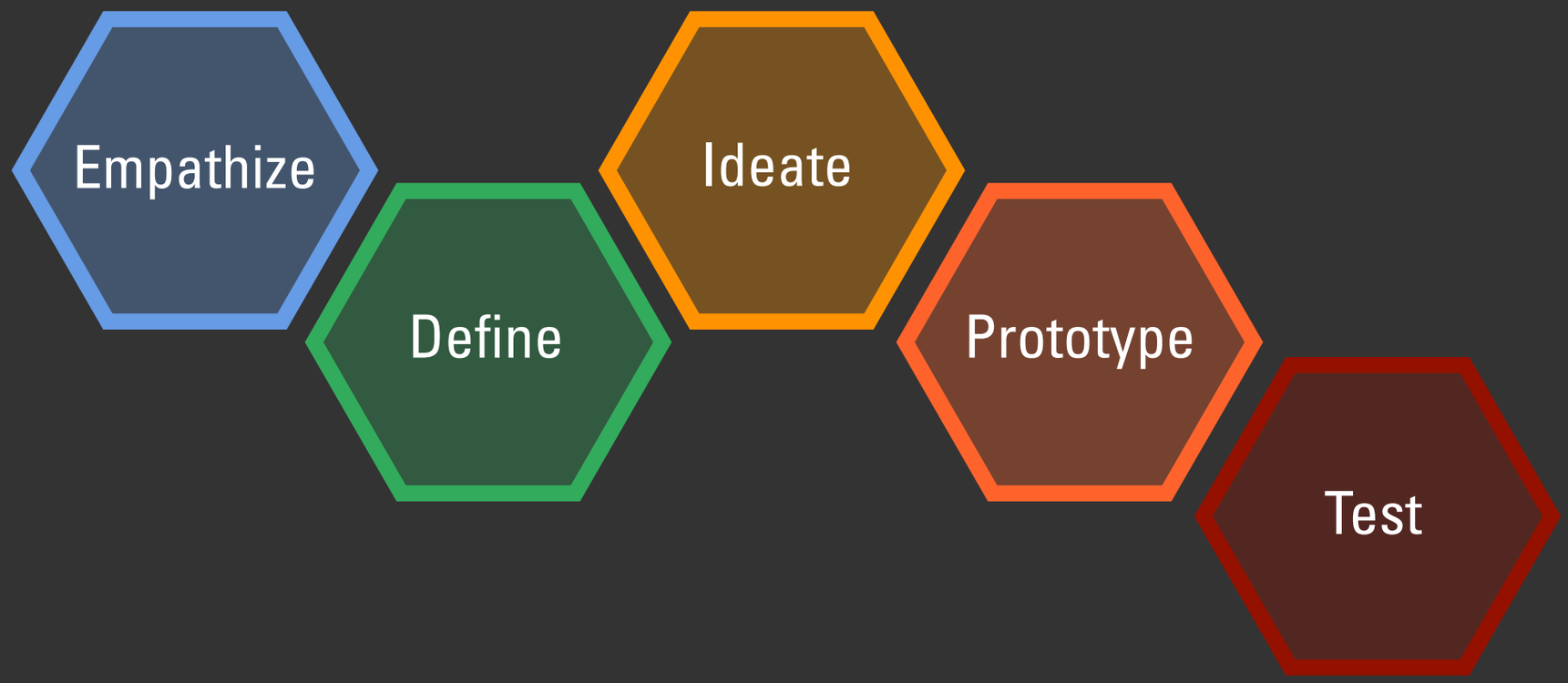
”

THIS IS A SPEED RUN

There are many more kinds of activities that can be done.

THE VISUAL ALPHABET





from An Introduction to Design Thinkin

Form a team

Pick a challenge

Empathize

Un/Knowns

Unknowns

Knowns

Inspiring People

Empathize

Speak To

Identify the **people**
you want to speak to

Involved

Affected

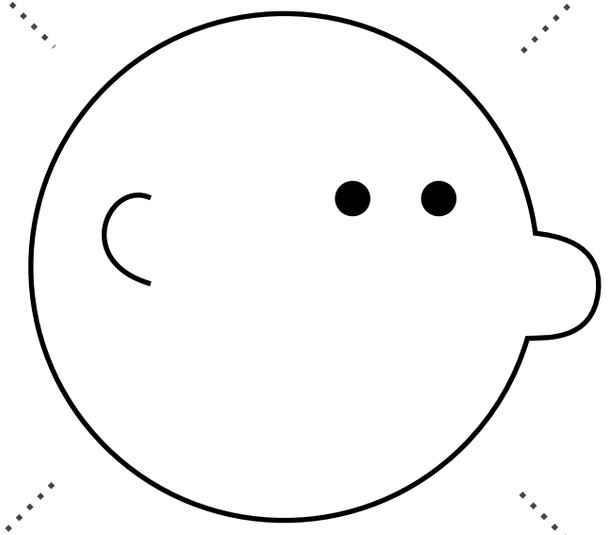
Experts

Define

Empathy Map

Thinks & Feels

Hears



Sees

Pains

Goals

Thanks to
James Macanufo

Ideate

Generate Ideas

10’ individually · alone · no speaking

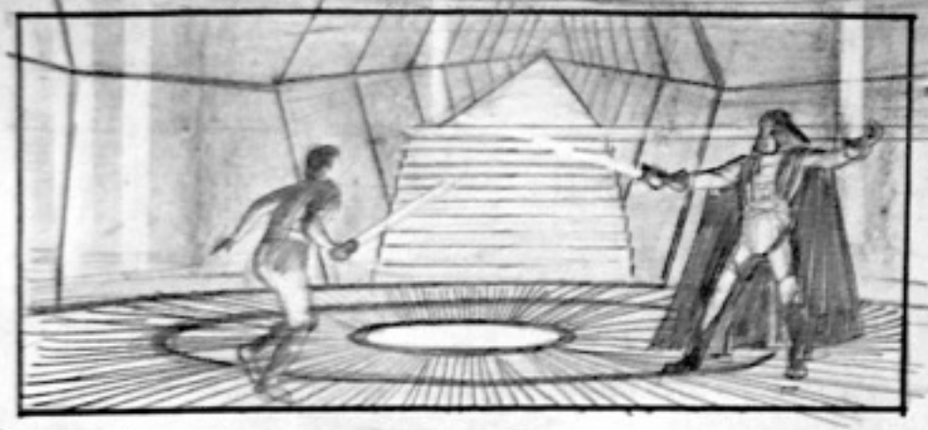
share ideas

vote ideas

Prototype

Storyboarding

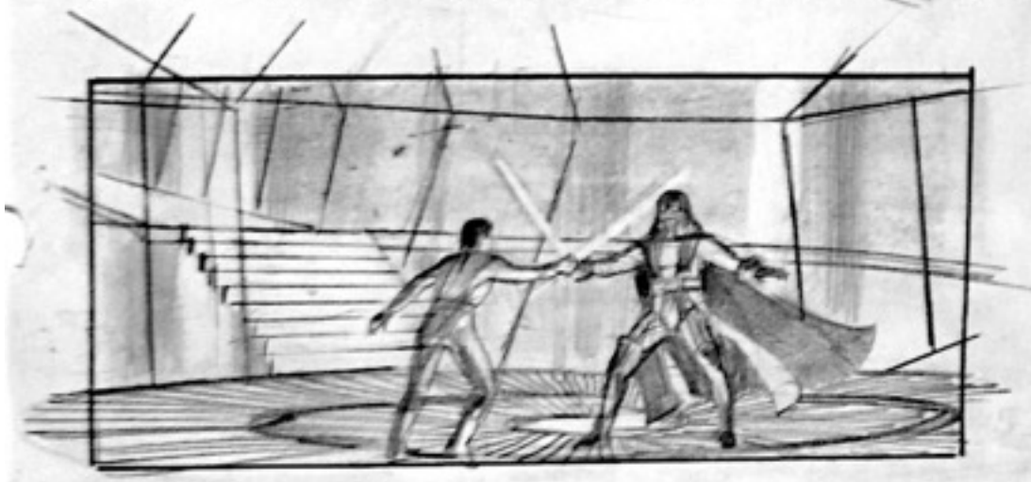
create a storyboard



M.C.S.
LUKE LIGHTS HIS LAZER SWORD & MOVES TO ENGAGE

NOTE. NO STEAM BECAUSE IN A MOMENT BOTH LUKE & VADER RISE ON WIRES INTO CAMERA. & IT MAY NEED RE ROTOSCOPE THEN OUT.

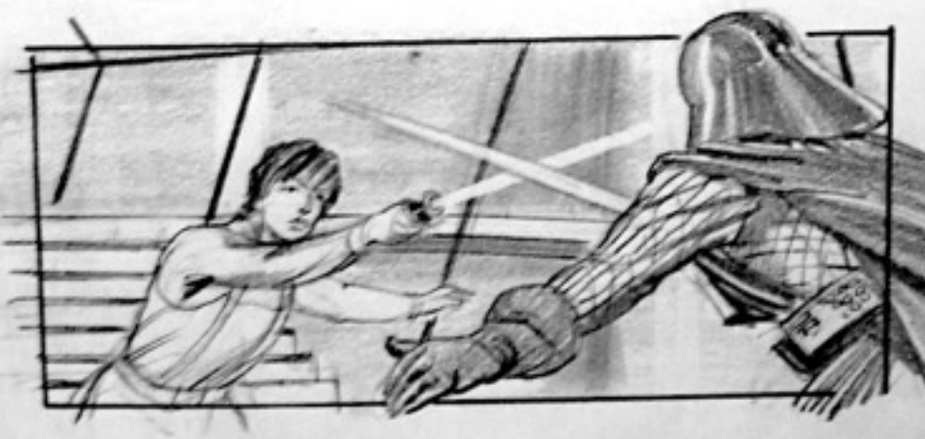
CAMERA ON CRANE ARM SWINGS R—L



M. C. S.
THEY ENGAGE

CAMERA PASSES IN

5.391



LUKE IS NOW CONTROLLED & FIGHTING WITH CALMNESS. HE BACKS ROUND AND SUDDENLY

LOW CAMERA

ATTACKS WITH FAST SWORD PLAY. VADER BACK TO CAMERA

AT THIS ANGLE LUKE CAN MAKE FAST MOVES WITHOUT CONNITTING ANY EPEE GAFFES. & WE CAN OPTICALLY PUT IN A FIRE WORK DISPLAY OF LAZER BEAM >

VADER BACKS AWAY

Test

Try with another team

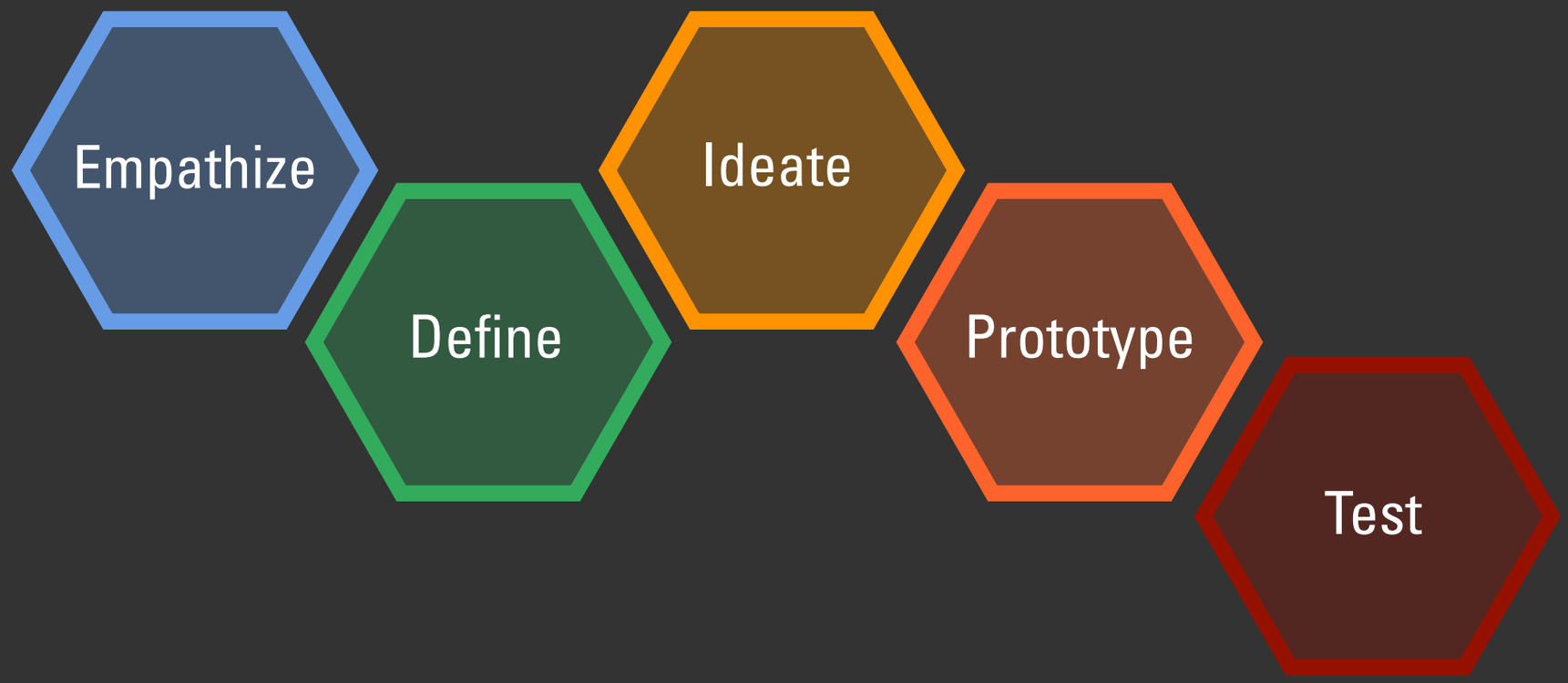
find another team,

and share your storyboard

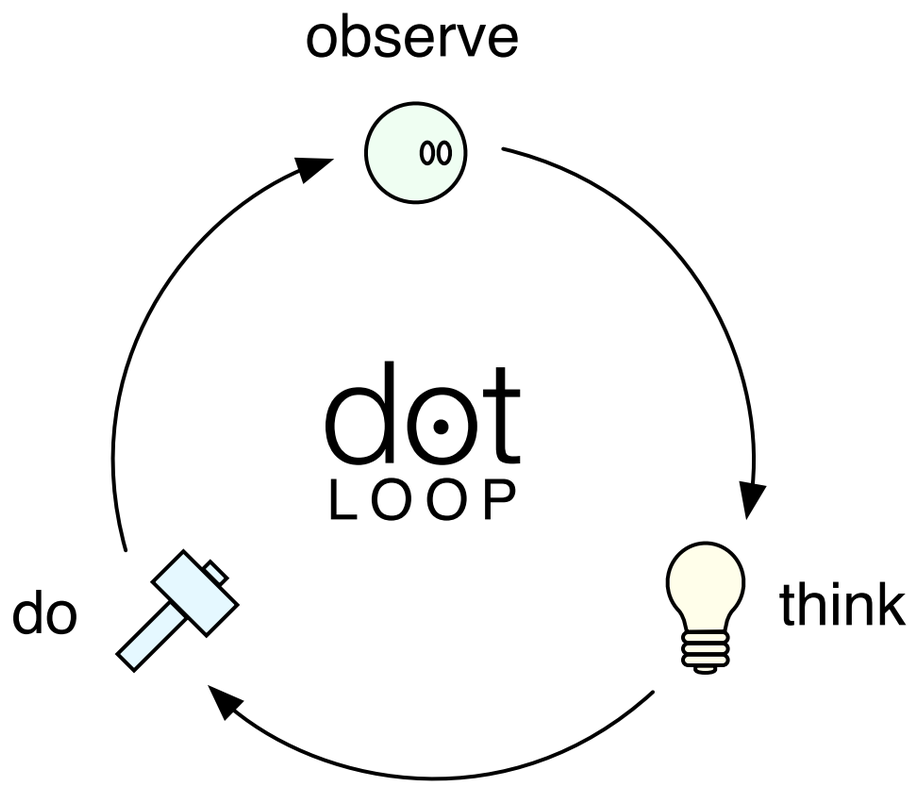
show and tell

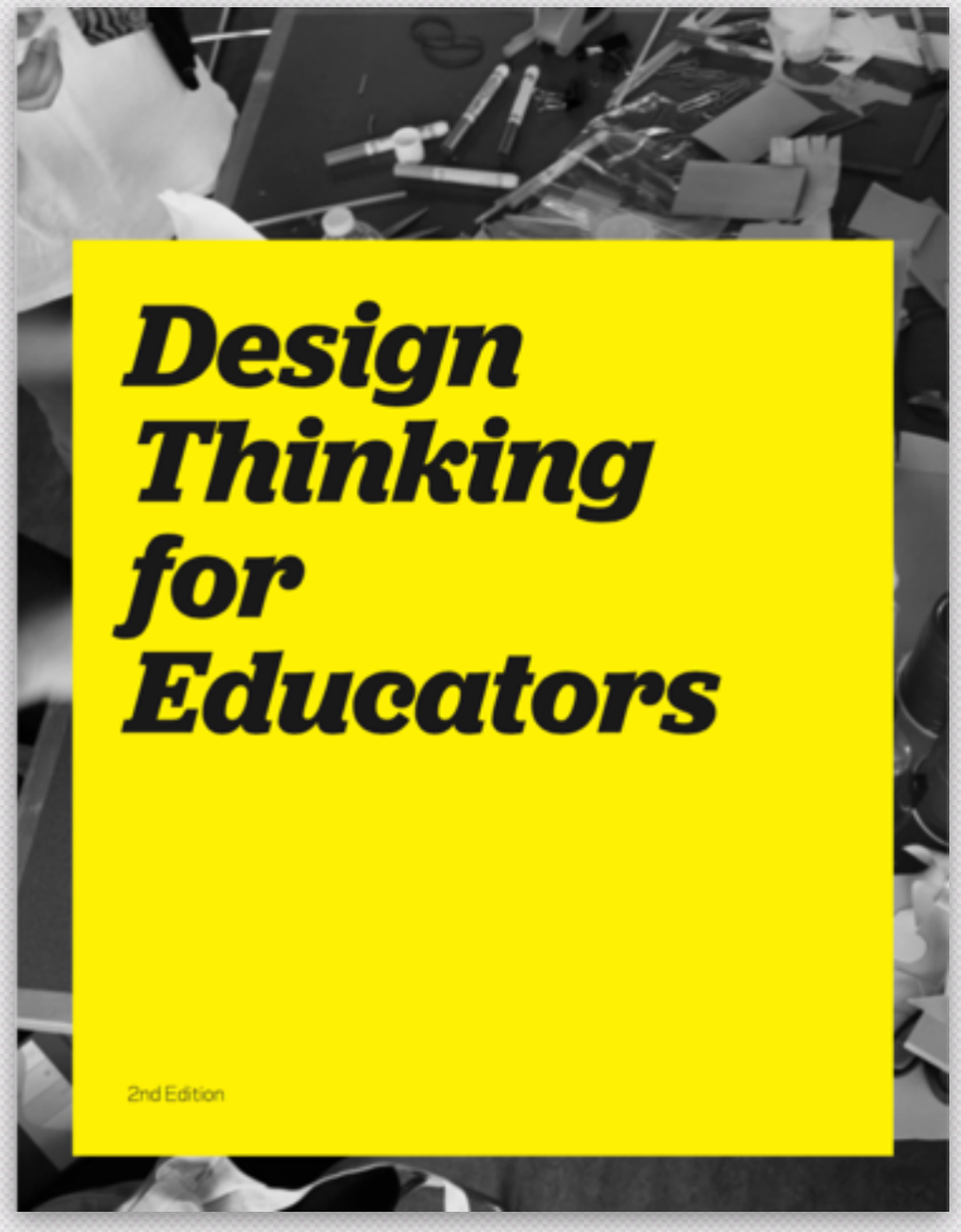
PART V

WRAP UP

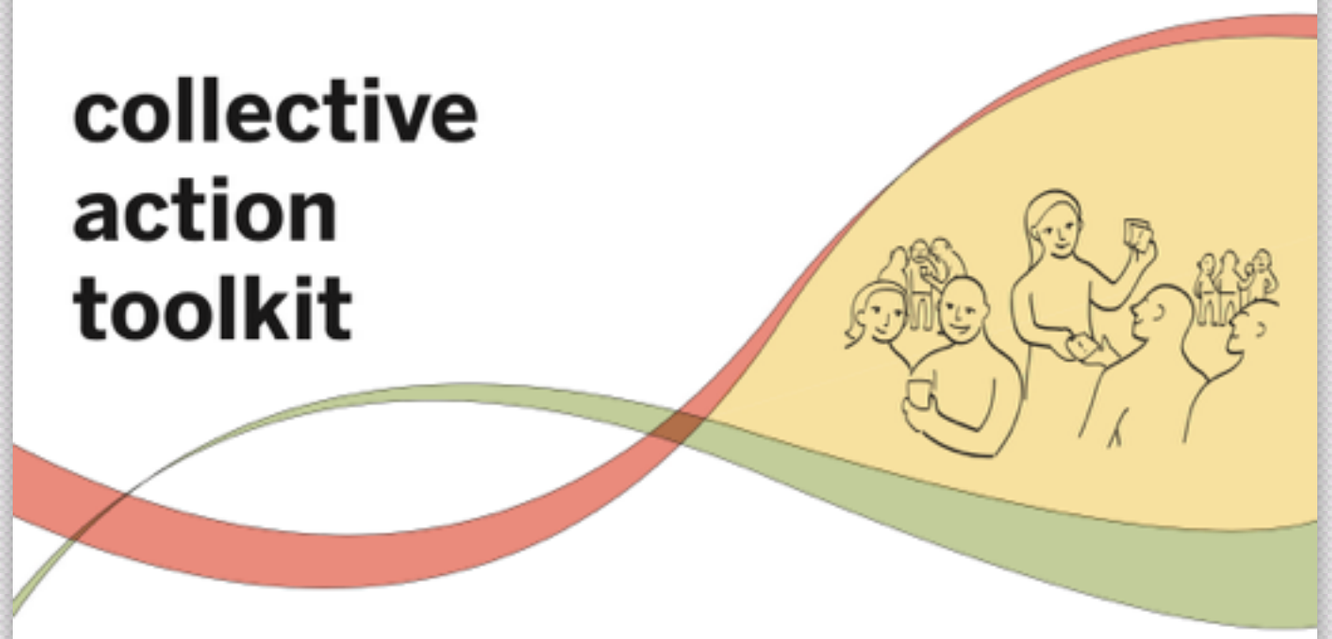


from An Introduction to Design Thinkin


observe
00
dot
LOOP
think
do


Design Thinking for Educators
2nd Edition

collective action toolkit



groups
make
change

frog

frogdesign.com/CAT v1.02 / 01.2013

“To complicate is easy, to simplify is hard.
To complicate, just add,
everyone is able to complicate.
Few are able to simplify.”

Bruno Munari

Thanks.

@Folletto

INTENSEMINIMALISM.COM