DESIGN THINKING

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Use of Diagrams

- Journey to the West

Design = Creativity + Innovation

- Creativity?
  - An Idea
  - Another way of thinking

- Innovation?
  - An action
  - Another way of thinking

Birth of an Idea

- How to get an idea?

What is Design Thinking?

- "Design thinking is a methodology that imbues the full spectrum of innovation activities with a human-centered design ethos." (Brown, 2005)
- "Design thinking is a way of finding human needs and creating new solutions using the tools and mindsets of design practitioners." (Kelley and Kelley, 2013)
- "In the future, the most successful businesses will balance analytical mastery and intuitive originality in a dynamic interplay that I call 'design thinking'." (Martin, 2009)

Design Thinking Process

- Empathize:
  - find out the needs of your client

- Define:
  - frame the right question

- Ideate:
  - generate new ideas

Design Thinking Process

- Prototype:
  - build quick and cheap prototype

- Test:
  - enhance solutions based on feedback of clients.

- Hasso Plattner Institute of Design at Stanford

Successful Cases

- Starbucks
  - From selling coffee to
  - projecting a lifestyle

- Cirque du Soleil
  - From a circus to
  - an opera

Successful Cases

- Procter and Gamble
  - From Research and Development to
  - Connect and Development

- Canon
  - From taking photos to
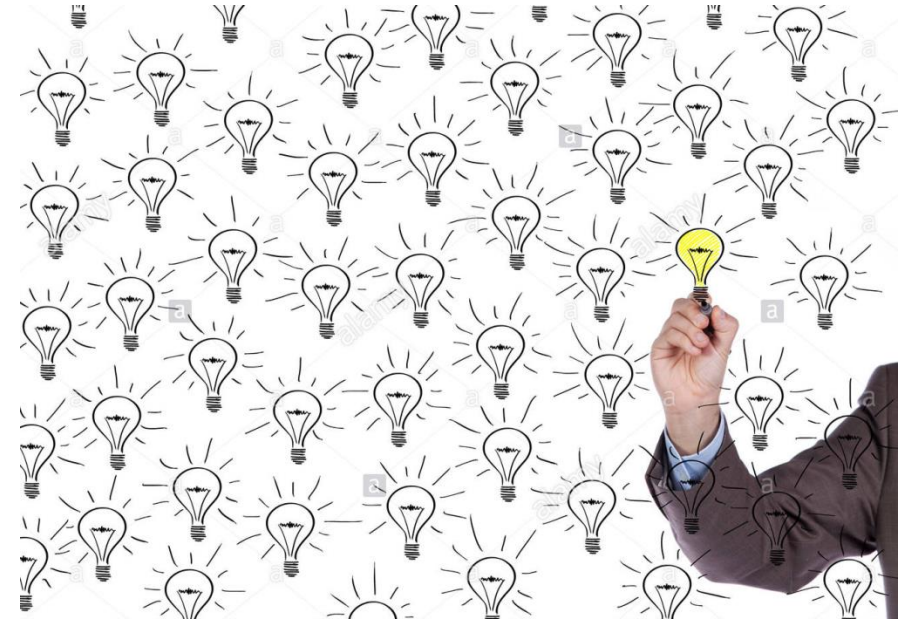 - sharing photos

Experiential Exercise

- How to get many, many ideas?

Lessons Learnt

- Human-centered design:
  - empathy for the person you are designing for

- Experimentation and prototyping:
  - build prototype to think and learn

- A bias toward action:
  - doing is more important than thinking

Lessons Learnt

- **Show, don't tell:**
  - Tell stories to communicate

- **Power of iteration:**
  - enhance solutions many times is key to successful outcomes

References

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End of Presentation

Thank you !

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