

Design Thinking in Action

How innovative businesses are embracing design

Karen Slater

Design Thinking in Education TILT Group member

What is Design Thinking?

“Design is not just what it looks like and feels like.
Design is how it works.” – Steve Jobs

An iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

5 Steps of Design Thinking



Empathise

Understanding the human needs involved

Define

Re-framing and defining the problem in human-centric ways.

Ideate

Creating many ideas in ideation sessions.

Prototype

Adopting a hands-on approach in prototyping.

Test

Developing a prototype/solution to the problem.

The Hasso Plattner Institute of Design at Stanford, commonly known as the d.school, describes design thinking as a five-stage process.

The five stages are not always sequential, but the central idea behind each stage remains the same.

My Interest



- Introduced design thinking into a final year UG Business School module 'Managing Creativity Design and Innovation'.
- Introduced the activity you are going to take part in during a seminar session
- Joined the Design Thinking TILT group
- Tried the Design Thinking approach in an NBS tutor 'working group' meeting, held to discuss our groupwork policy. The aim was to begin to see how this might impact on our approach to problem solving.
- The assumption is that you can apply it to any field, and it doesn't need to be design specific

- We don't want to just tell you about design thinking - we want you to **jump in** and **experience it** for yourself

Why?

- To help **understand** the **benefits** of design thinking

Lets do it!

- You are going to undertake a design project which takes you through the **full cycle** of the **design thinking process** in **50 minutes**

The Wallet Project LETS GO!

https://dschool-old.stanford.edu/groups/designresources/wiki/4dbb2/the_wallet_project.html

