# Design Thinking in Action How innovative businesses are embracing design

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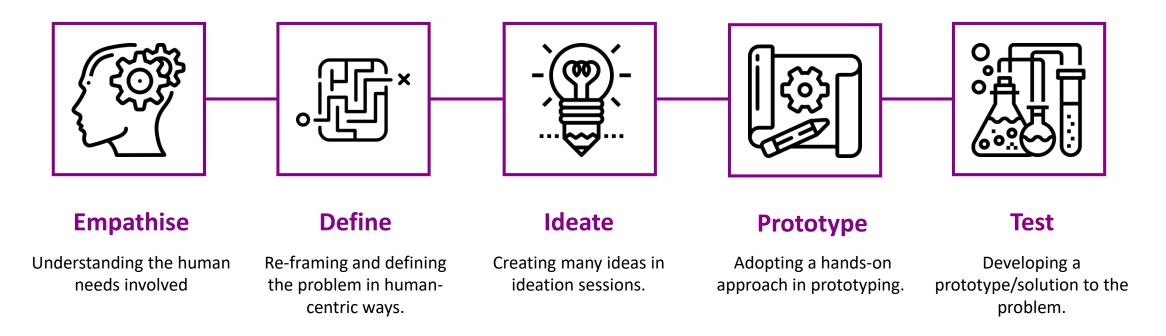
## What is Design Thinking?

"Design is not just what it looks like and feels like.

Design is how it works." – Steve Jobs

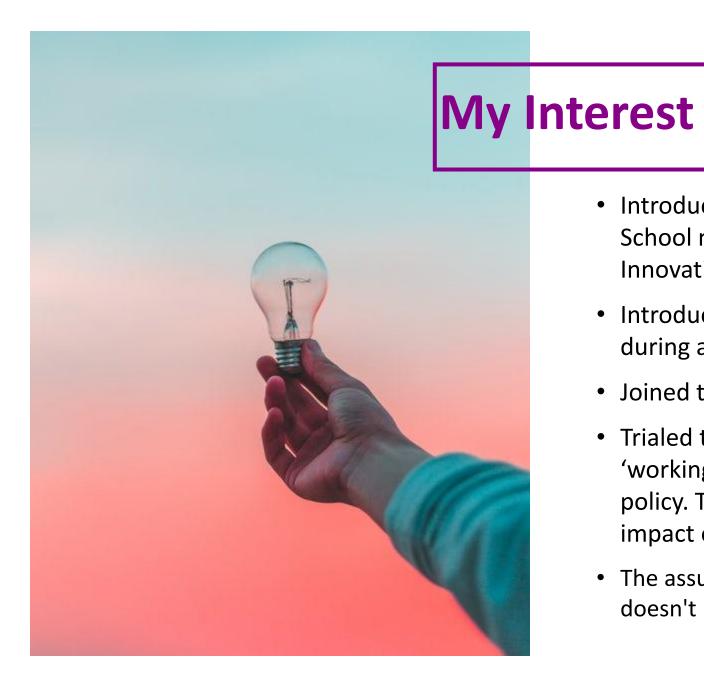
An iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

### **5 Steps of Design Thinking**



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.



- 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
- Trialed the Design Thinking approach in an NBS tutor 'working group' meeting, held to discuss our groupwork policy. The aim was to 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!

