

Design Thinking in a nutshell

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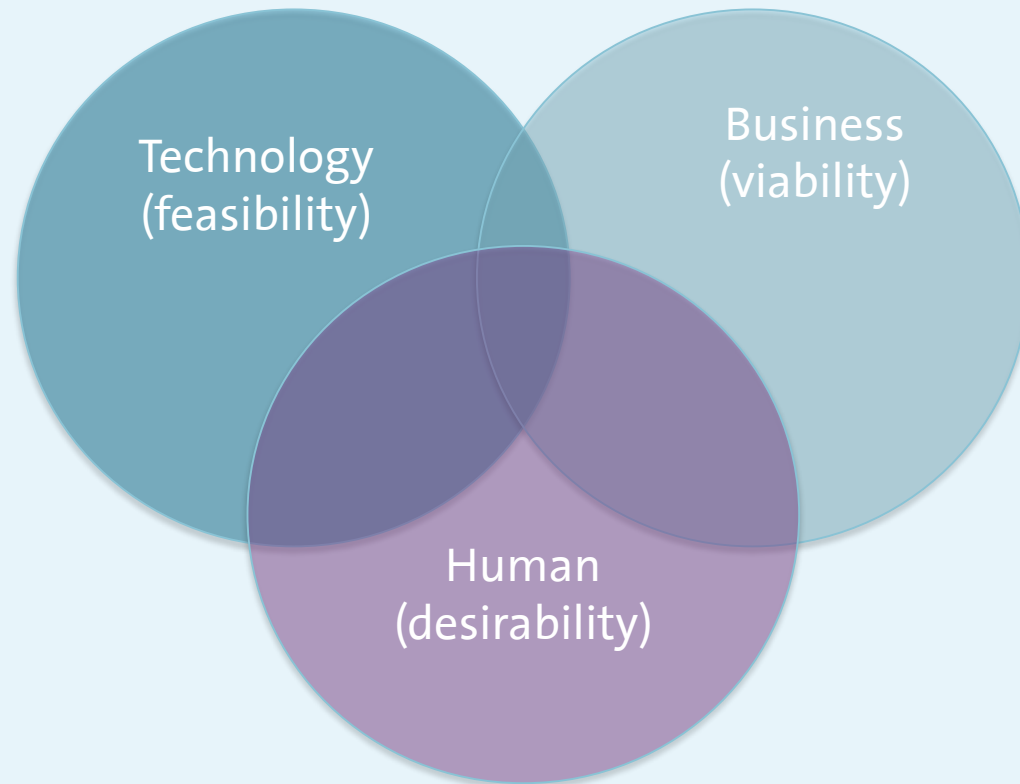
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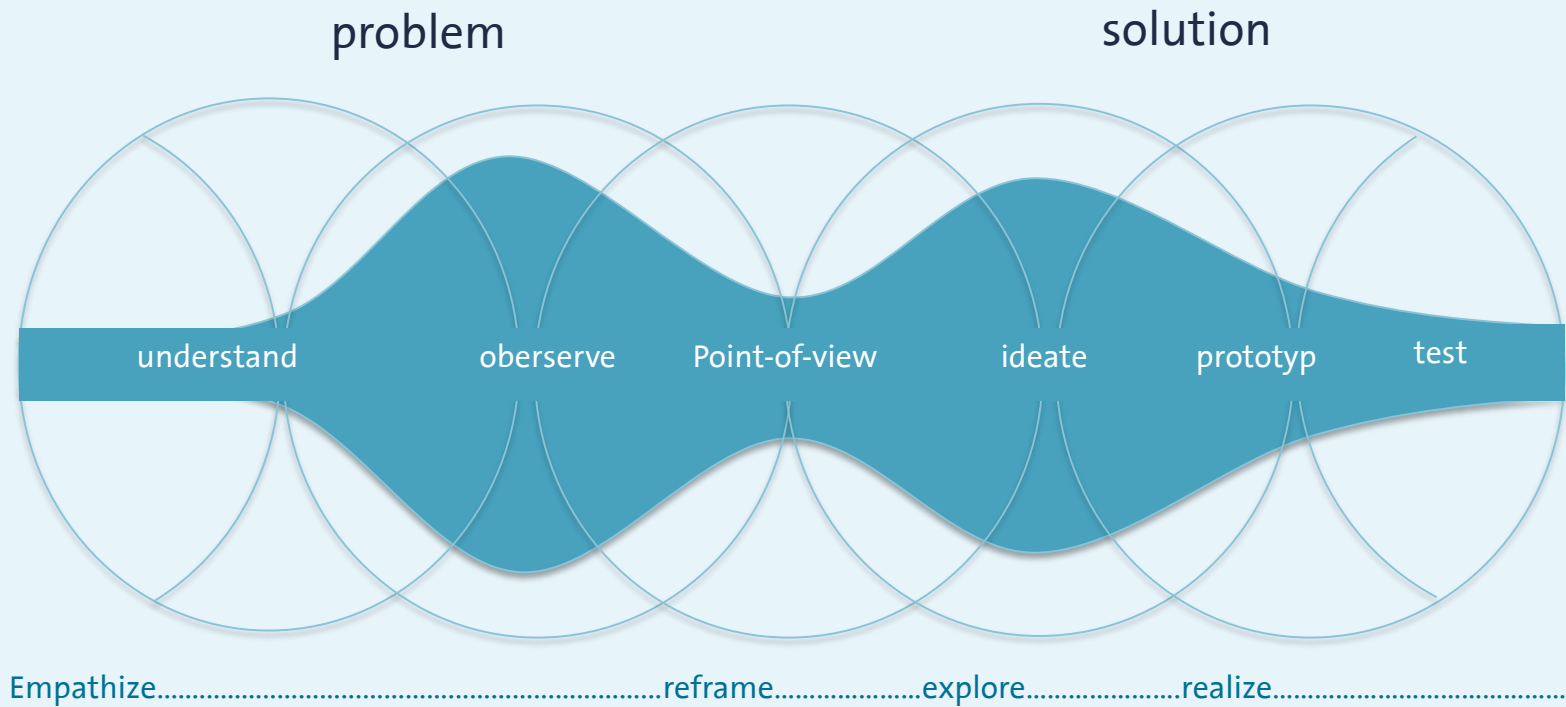
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Introduction



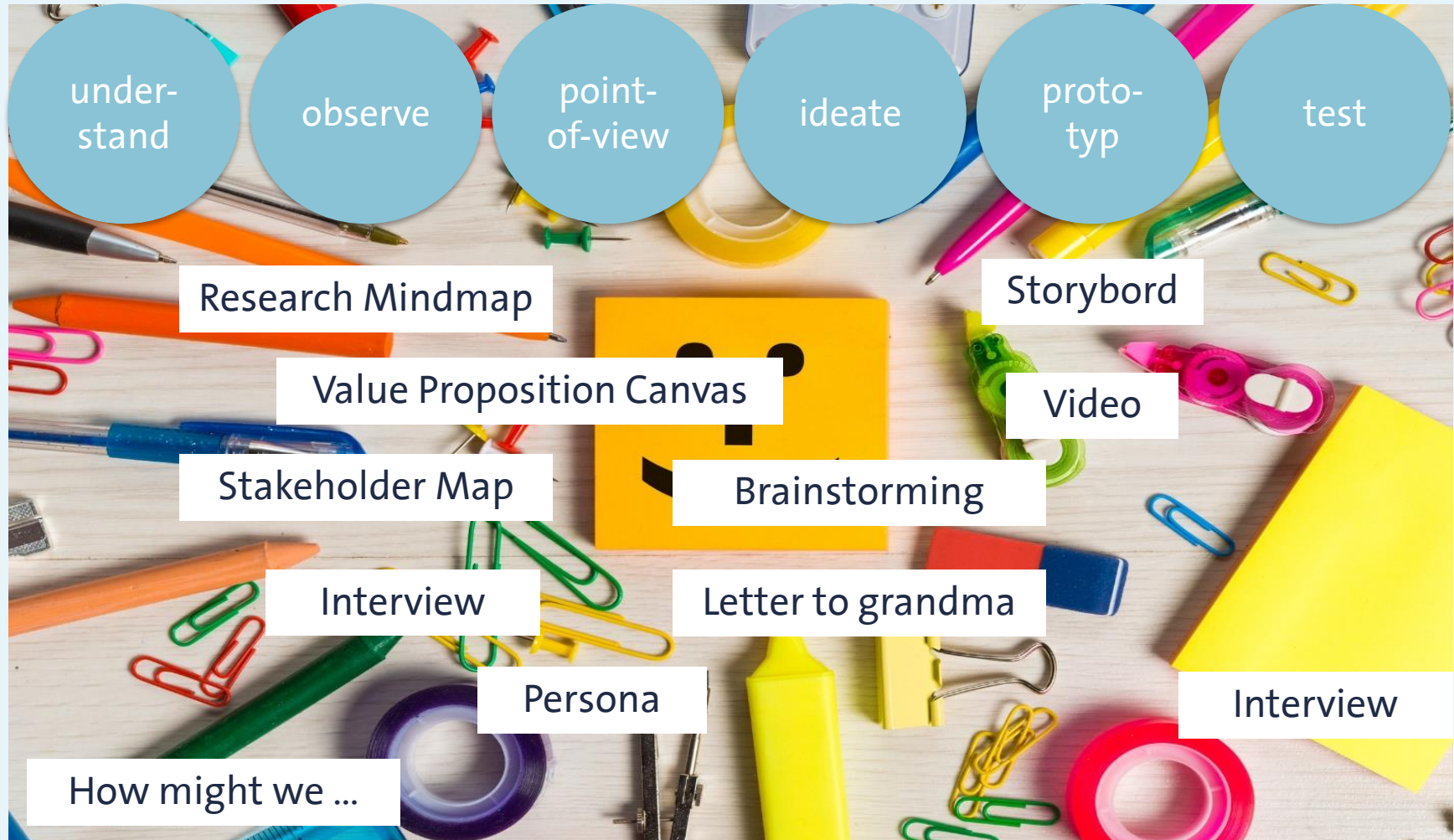
Design Thinking in a nutshell

Process



Design Thinking in a nutshell

Methods



Design Thinking in a nutshell

Rules

Fail often and early – be iterative.

Leave titles at the door.

Don't talk. Do!

Build on ideas of others.

~~Yes-but-~~ YES AND

Avoid criticism and never judgement.

Stay focused. – stay on topic

Dare to be WILD and encourage WILD ideas!

Be visual

Think human centered.

Let's have fun.

Understand: problem statement

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Problem statement

„If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute to resolve it“

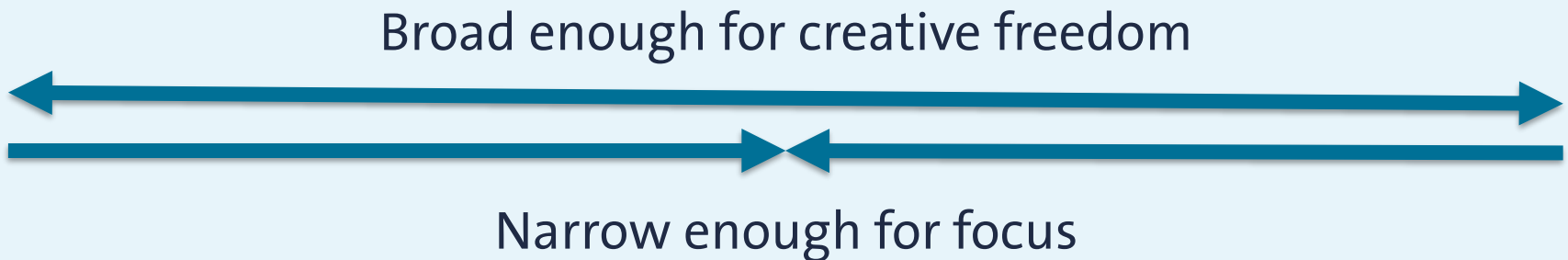
- Albert Einstein -

„Love the problem, not the solution“

- Ash Maurya -

Problem statement requirements

- ❑ It should be phrased in a question
- ❑ It should not impose limitations
- ❑ It should be actionable
- ❑ It should be succinct
- ❑ It should be human centered



Problem statement

Why – how - ladder

1. Talk about the area of application
(10 minutes)
2. Define a first problem statement like: HOW might we ...
(5 minutes)
3. Discuss the WHY and the HOW
(20 minutes)
4. Conclude the final problem statement
(5 minute)

Problem statement

Design brief (20 Minuten)

- Why
- Who
- What
- With what
- Who else

Problem statement

Wrap-up

What's now?

To identify and to explain a problem is the first step of human centered innovation.

Defining the desired condition provides an overall vision for the product or service.

To define the project scope keeps the project concentrated on the overall goal.

The problem statement is referenced throughout the project to establish focus within the project team and verify they stay on track.

And now you can go for research to get insights.

What's next?

Kontakt:

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