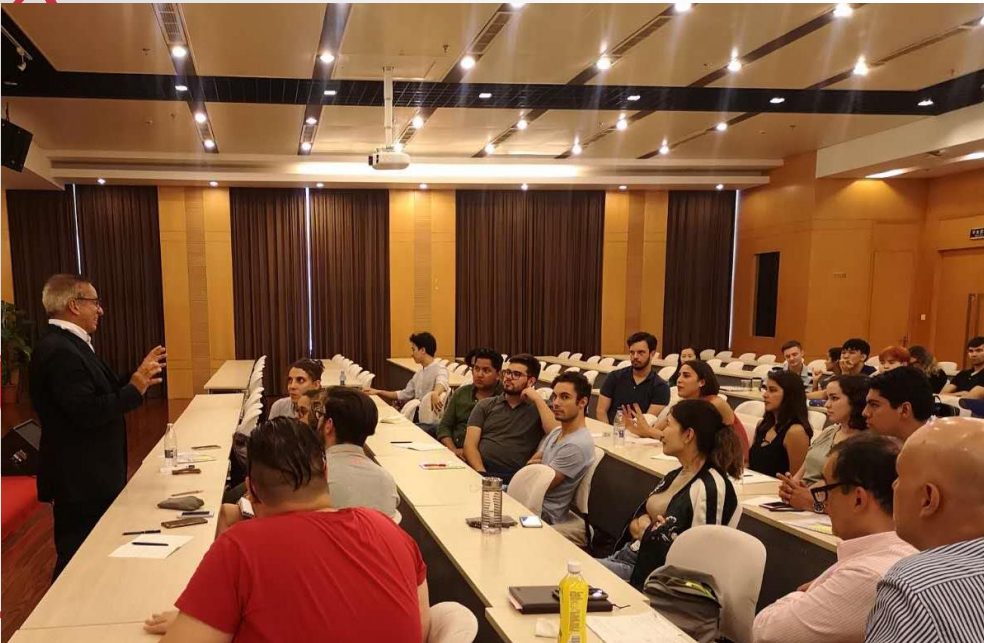


# DESIGN THINKING FOR CHANGE



**Donghua University  
Tuesday May 26<sup>th</sup>, 2018**

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## Design thinking: What?

Set of tools of designers and architects  
"transferred" to the world of business

Based on:

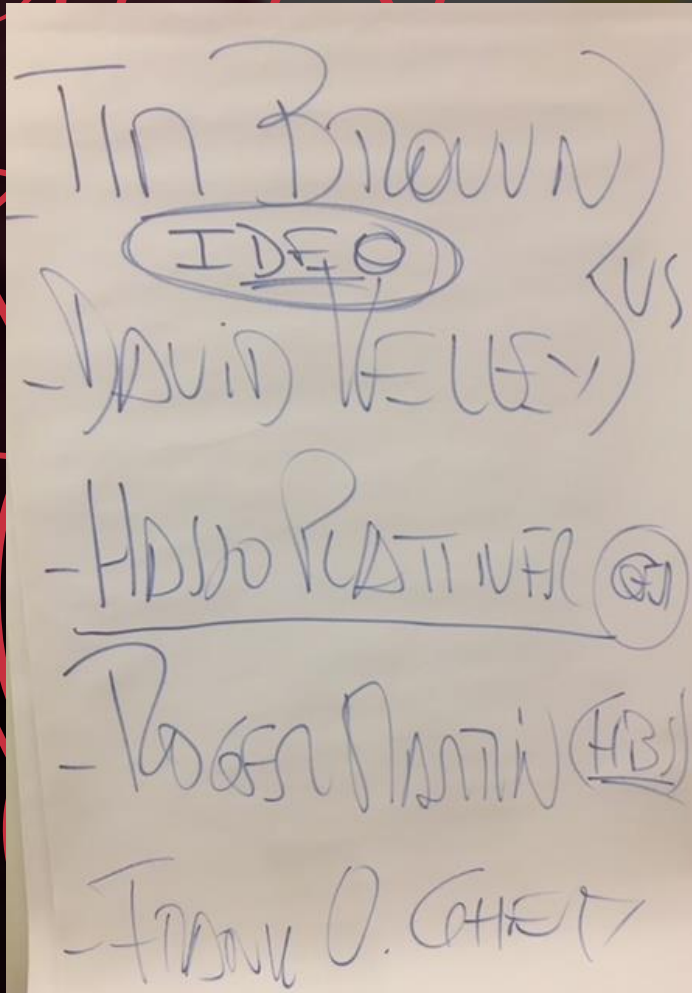
- Focus on the customer/ user (empathy)
- Co-work
- Creativity "at its best": thinking out of the box
- Agile and visual prototypes



# Design thinking: Where (areas)?

- Innovation in products and services
  - Business models for:
    - Start-ups
    - Re-engineering
  - Digital Transformation for:
    - Customer/ user
    - Process
    - Human team
  - Problems / Problems / Problems

## Design thinking: Who is Who? (Invitation to read / e-visit / site-visit)



A handwritten list of names on a piece of paper, with 'IDEO' circled and 'US' written to the right of the first two entries. The names are: Tim Brown, David Kelley, Hasso Plattner, Roger Martin, and Frank O. Gehry.

Tim Brown  
IDEO } US  
David Kelley }  
Hasso Plattner (HPI)  
Roger Martin (HBS)  
Frank O. Gehry

- Tim Brown ( IDEO / USA)

- David Kelley ( Stanford D-School / USA)

- Roger Martin ( Harvard B-School / USA)

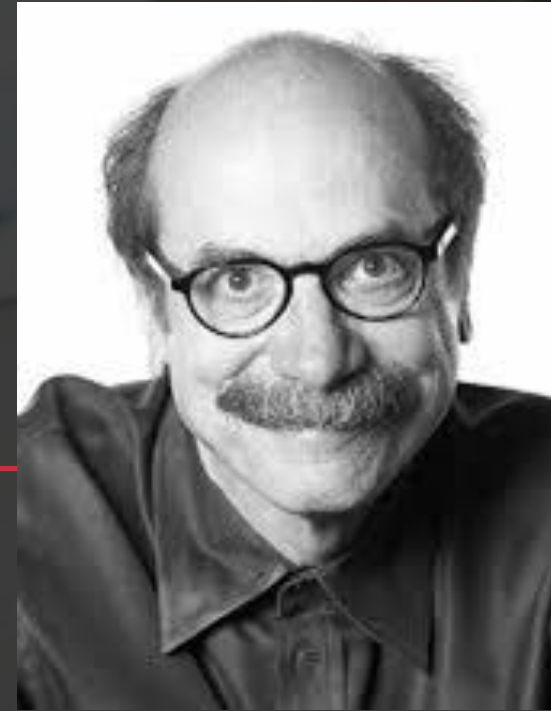
- Hasso Platner ( HPI / Berlin)

- Frank Ghery (FOGA / USA)

# Design thinking: Who is who?



Tim Brown (IDEO)



David Kelley (Stanford D-School)



# Design thinking: Who is who?



Roger Martin (Harvard)

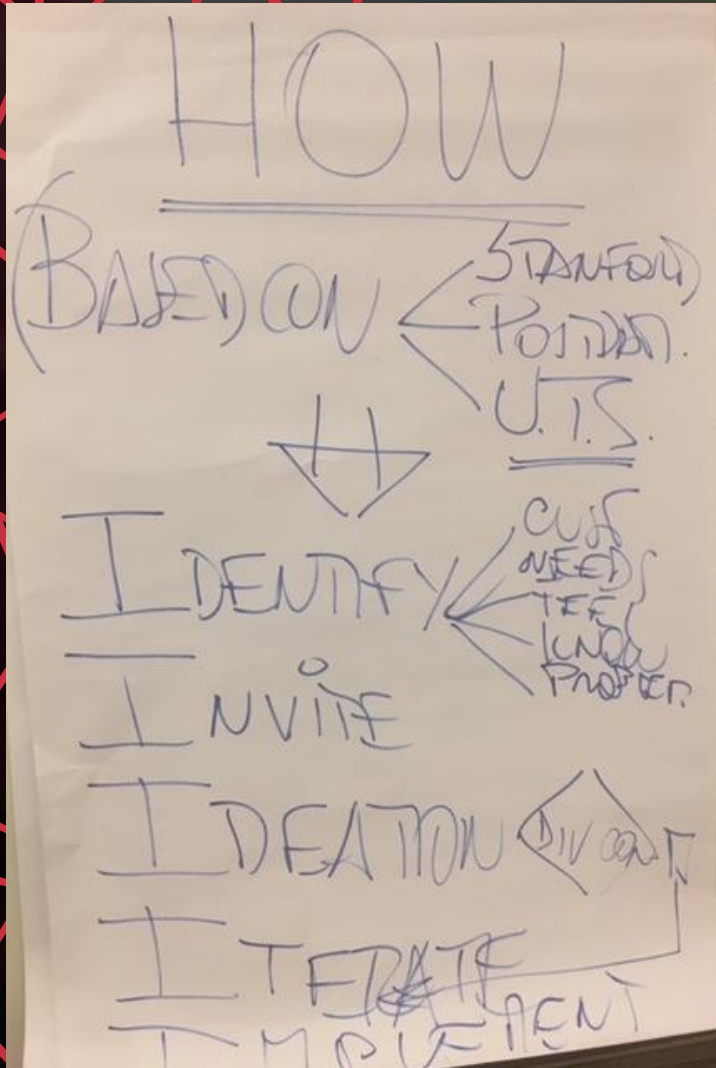


Frank Ghery (FOGA)

# Design thinking: How?

## 5 I's methodology

Sources: Stanford-IDEO / HPI / UTS



- Identification

- Invitation

- Ideation

- Iteration

- Implementation



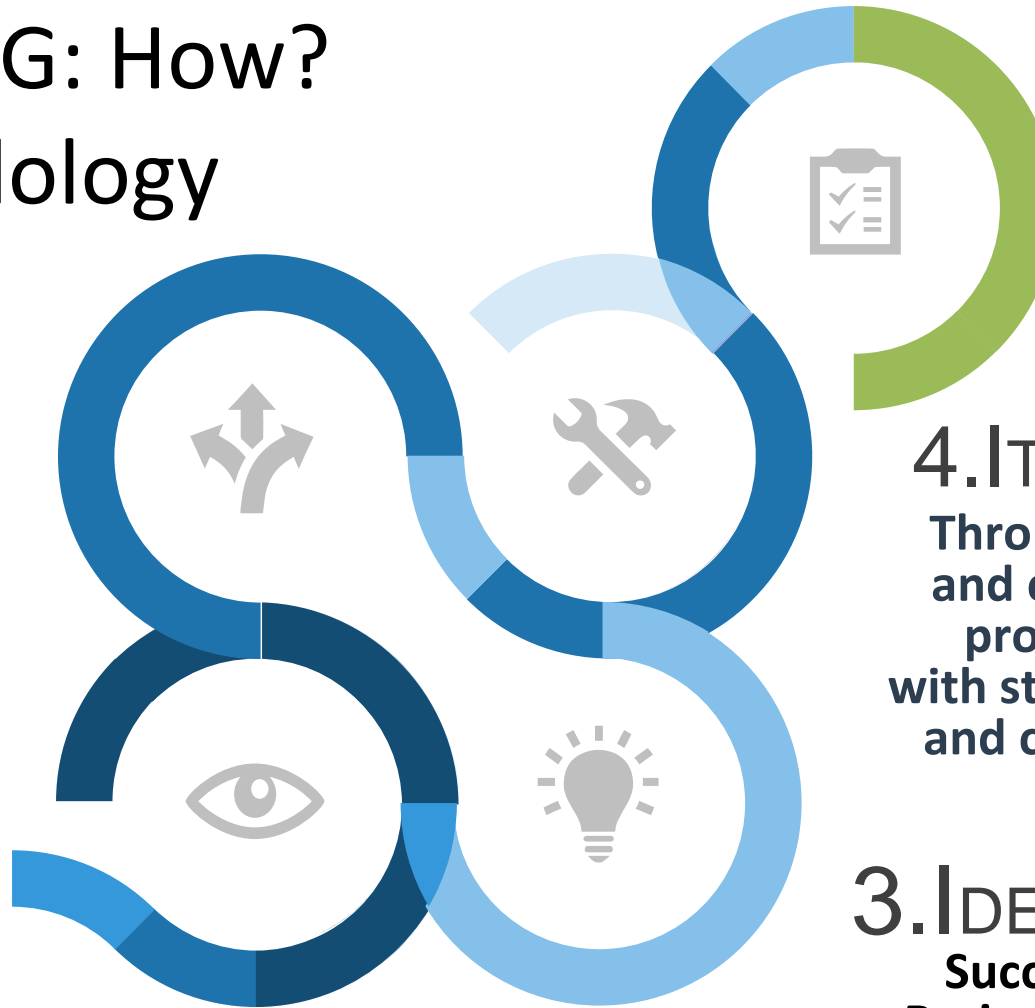
# DESIGN THINKING: How?

## The 5 I's methodology

6.....

**2. Invite**  
Those stakeholders  
whose talent and  
experience can bring  
value and creativity

**1. IDENTIFY**  
Observe and  
empathize  
with clients and users  
to understand  
their point of view  
about the problem.



**4. ITERATE**  
Through rapid  
and economic  
prototypes  
with stakeholders  
and customers

**3. IDEATE**  
Successive  
Brainstorming  
Convergent  
and Divergent

**5. IMPLEMENT**  
Including measures of  
success and impact

# Design thinking: Case UN Donation

## Express Ideation

### - Goals:

- Exercise DT Ideation
- Enjoy Ideation Techniques
- Have Fun

### - Steps:

- Teams creation / leader selection
- Individual (post-its)
- Develop team proposal (Poster)
- Present team proposals (Elevator Pitch)
- Next steps: Plus-Me // Convergent brainstorm

# Design thinking: Case UN Donation

## Express Ideation

### - Steps:

- Teams creation / leader selection
- Individual (post-its)



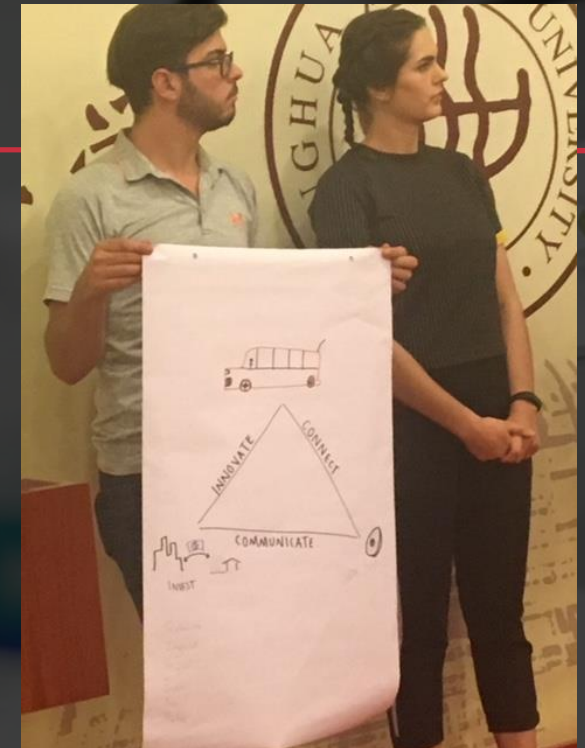


# Design thinking: Case UN Donation

## Express Ideation

### - Steps:

- Develop team proposal (Poster)
- Present team proposals (Elevator Pitch - I)

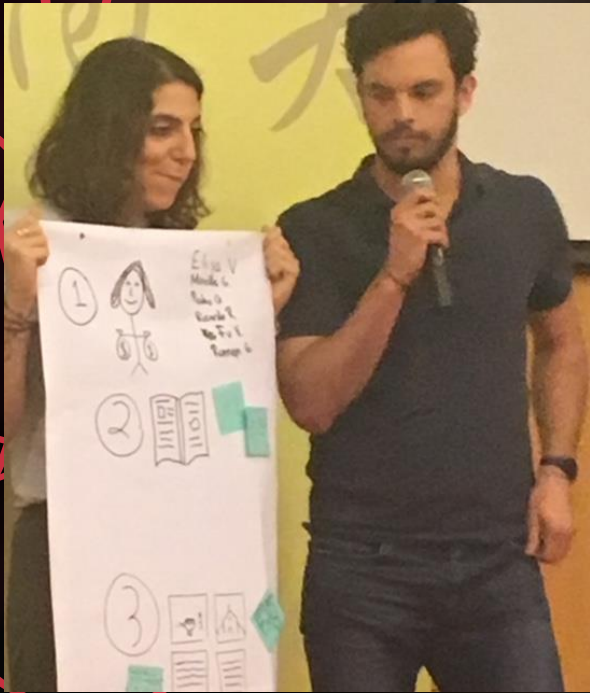


# Design thinking: Case UN Donation

## Express Ideation

### - Steps:

- Develop team proposal (Poster)
- Present team proposals (Elevator Pitch - II)





**Design thinking is here to stay  
...and me to help!**

**Thanks for your participation  
and always at your disposal:  
[ricaltimiravega@gmail.com](mailto:ricaltimiravega@gmail.com)**

