

How to use strategies of *Design Thinking* in a not traditional way

Cecilia Challiol – LIFIA, UNLP, Argentina - WP 10

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My background



- PhD in Computer Science
- Facilitator in Experiential Learning
- Experiential intervention resources for working with groups and organizations
- Training Program in Ontological Coaching with NLP
- Executive Program in Design Thinking: how to create innovative businesses

¿How to use strategies of *Design Thinking* in a not traditional way?

Design Thinking



In-situ co-design
Mobile Applications

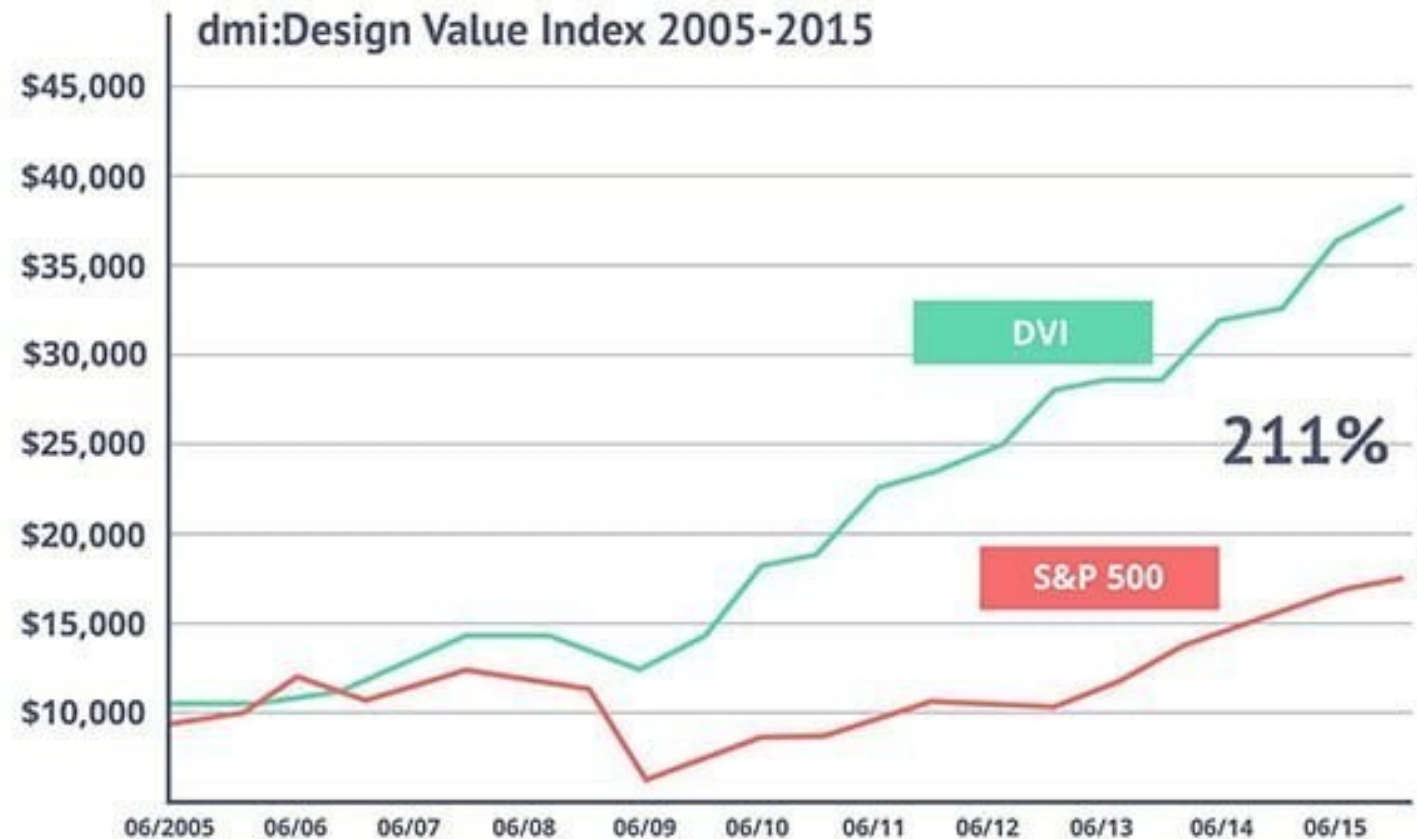
Design Thinking

“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity” (Tim Brown, 2008)

(Tim Brown, 2008) Design Thinking Thoughts: Definitions of Design Thinking retrieved from <https://designthinking.ideo.com/?p=49>

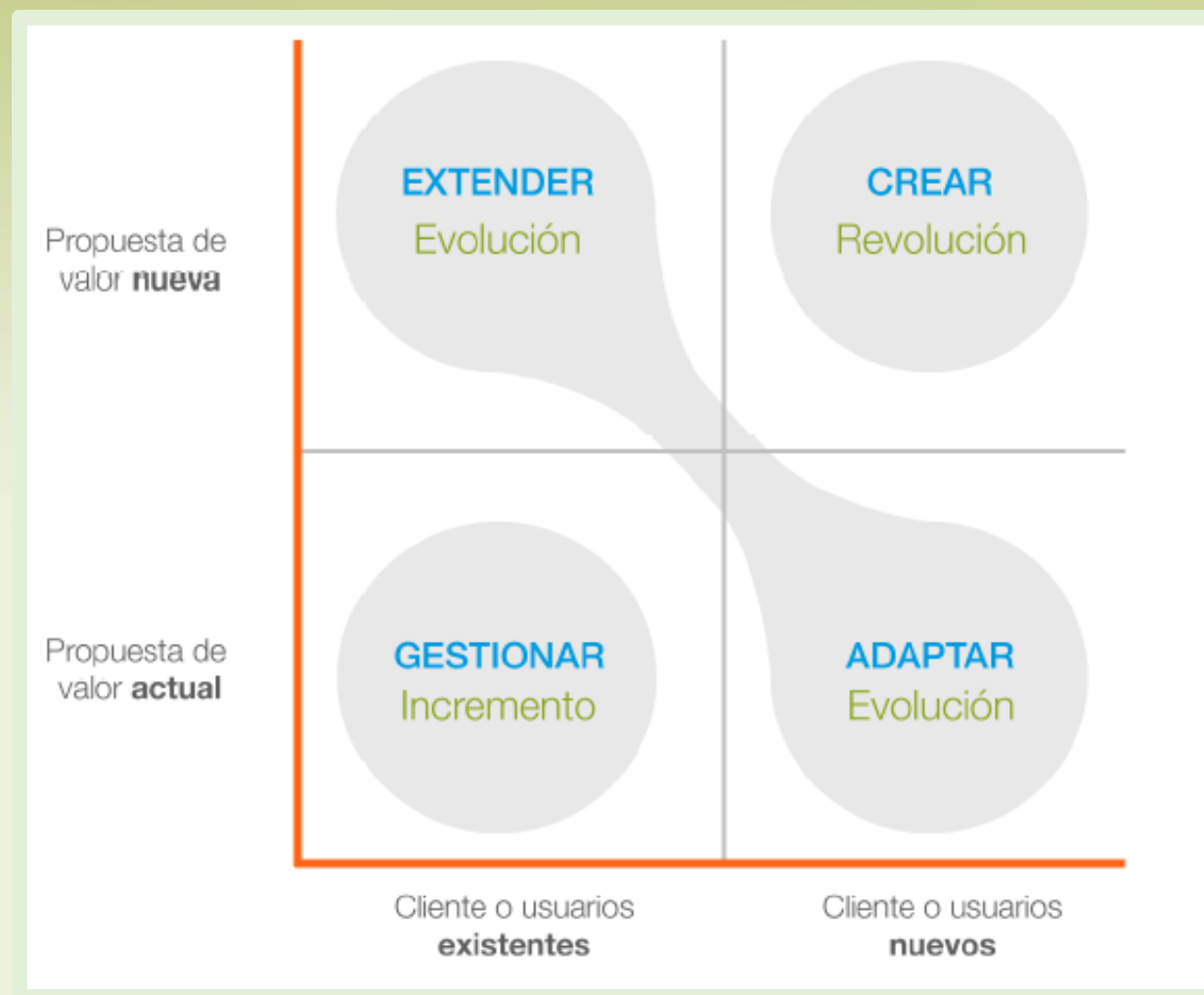
Design Thinking as a Strategy for Innovation

DESIGN-CENTRIC COMPANIES:
APPLE
COCA-COLA
FORD
HERMAN-MILLER
IBM
INTUIT
NIKE
PROCTER & GAMBLE
SAP
STARBUCKS
STARWOOD
STANLEY BLACK & DECKER
STEELCASE
TARGET
WALT DISNEY
WHIRLPOOL



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Design Thinking - Innovation

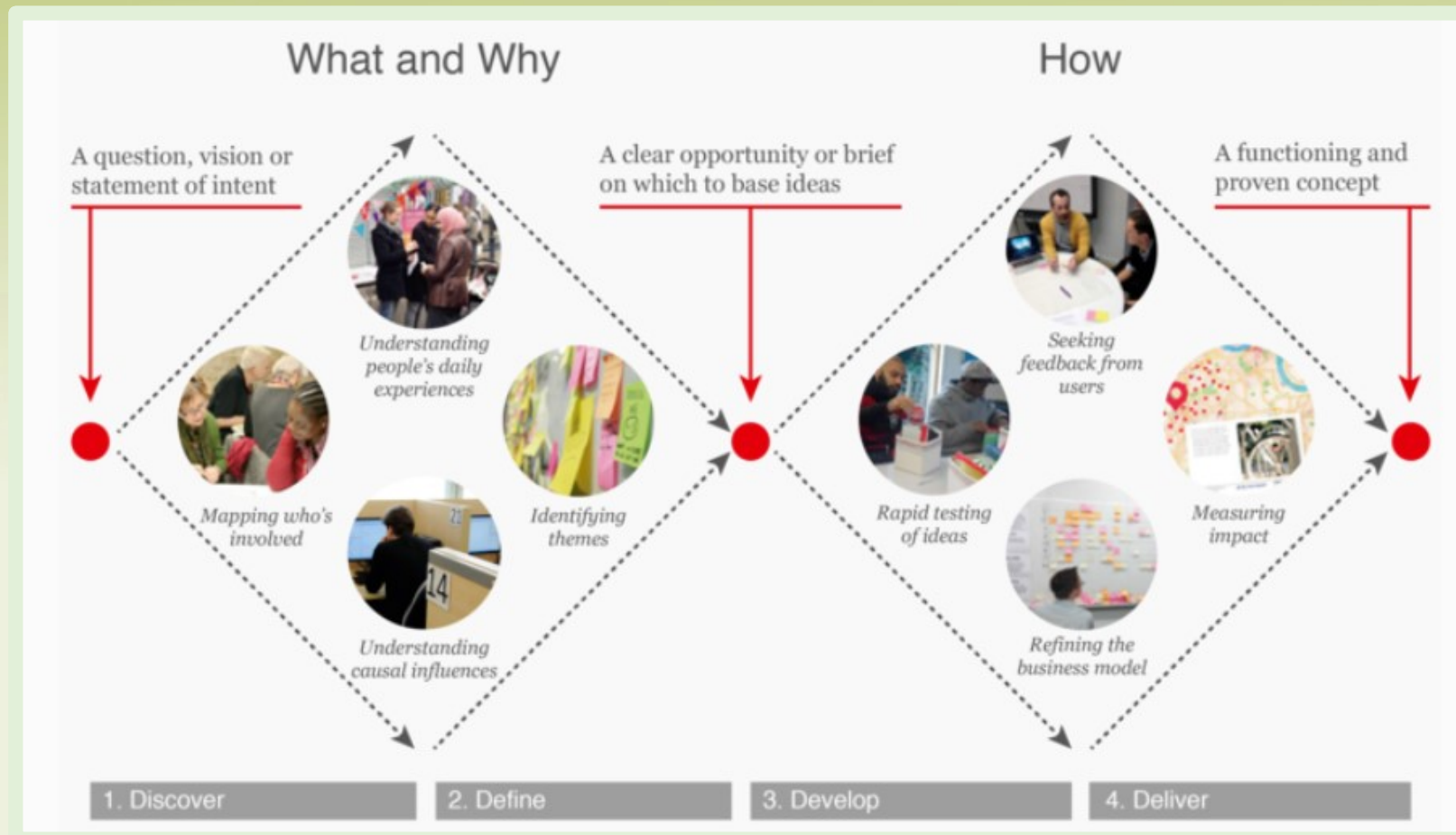


<https://inter-cultura.com>

Design Thinking

- Design thinking draws on logic, imagination, intuition and systemic reasoning to **explore the possibilities of what could be and to create desired outcomes that benefit the end user** (the customer).
- A design mindset is not problem-focused, **it's solution-focused and action-oriented. It involves both analysis and imagination.**

Design Thinking – Double Diamond Process



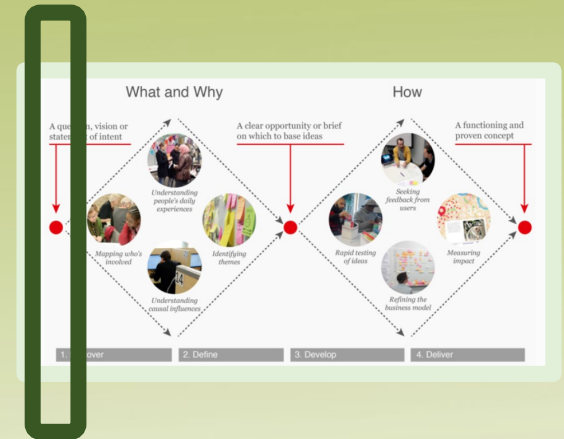
Design Thinking Framework - The Design Council (UK) - <https://www.designcouncil.org.uk>

What and Why

How



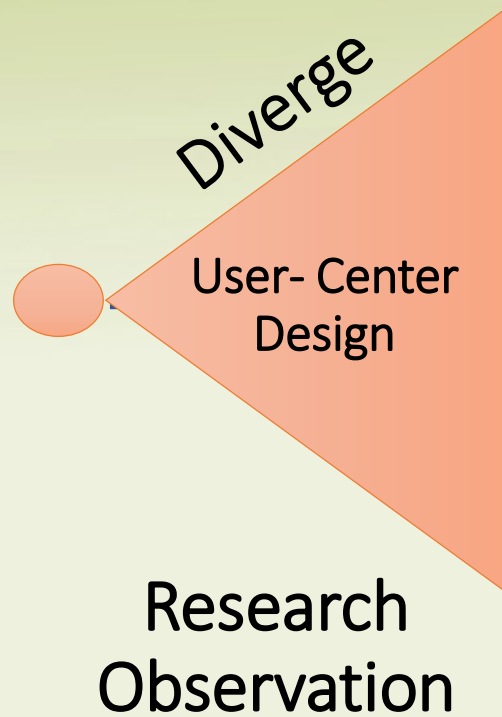
Initial Insight



Stimulus -
Problem



Discover - Empathise



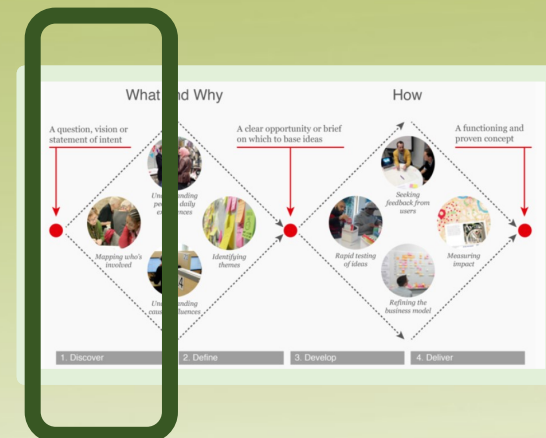
Discover - Empathise

- Surveys
- Observation – Interpretation



Discover - Empathise

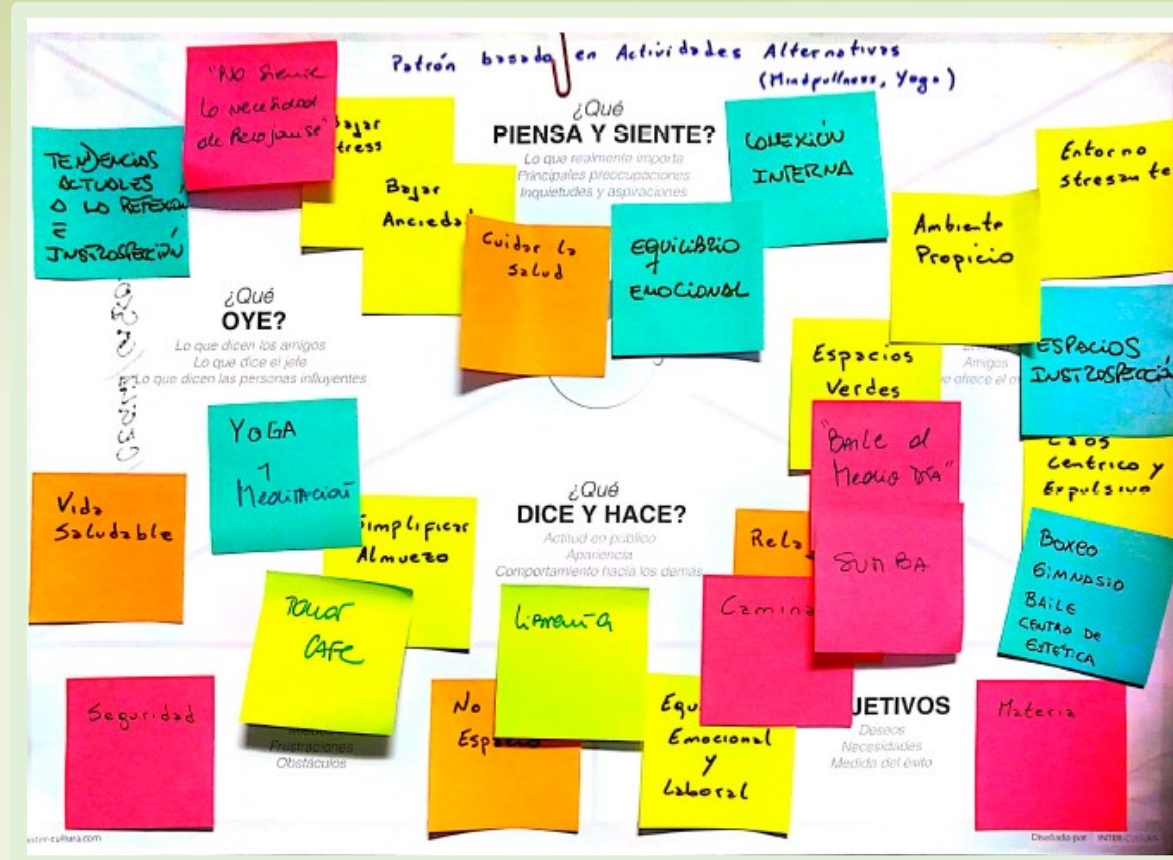
- Empathy Map



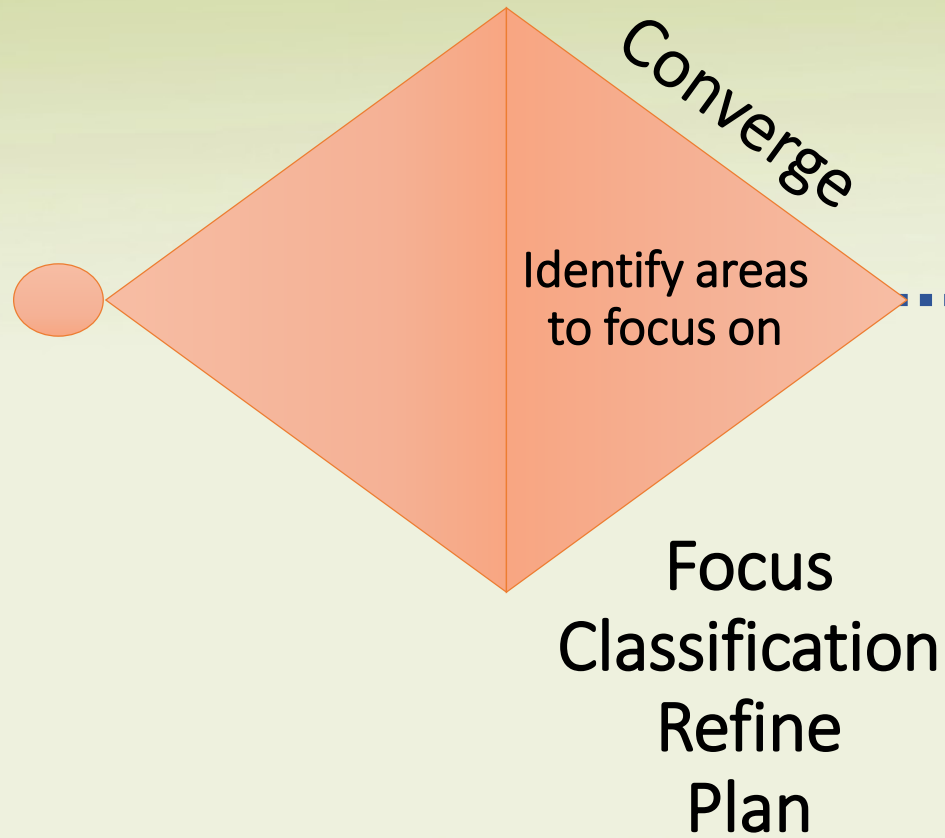
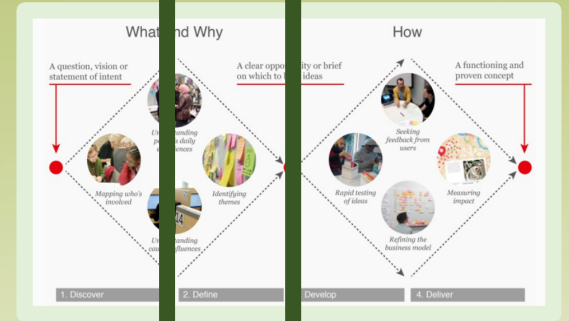
Discover - Empathise

- Empathy Map

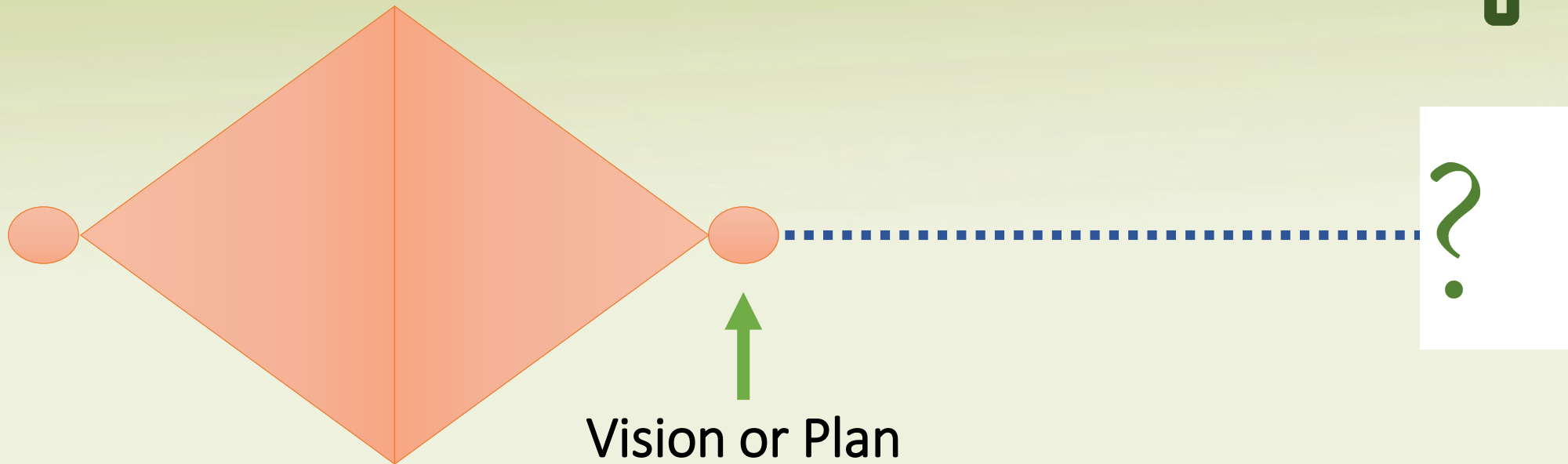
My participation of a Design Thinking Experience



Define



An opportunity of innovation



An opportunity of innovation



My participation of a Design Thinking Experience

¿Cómo podríamos lograr

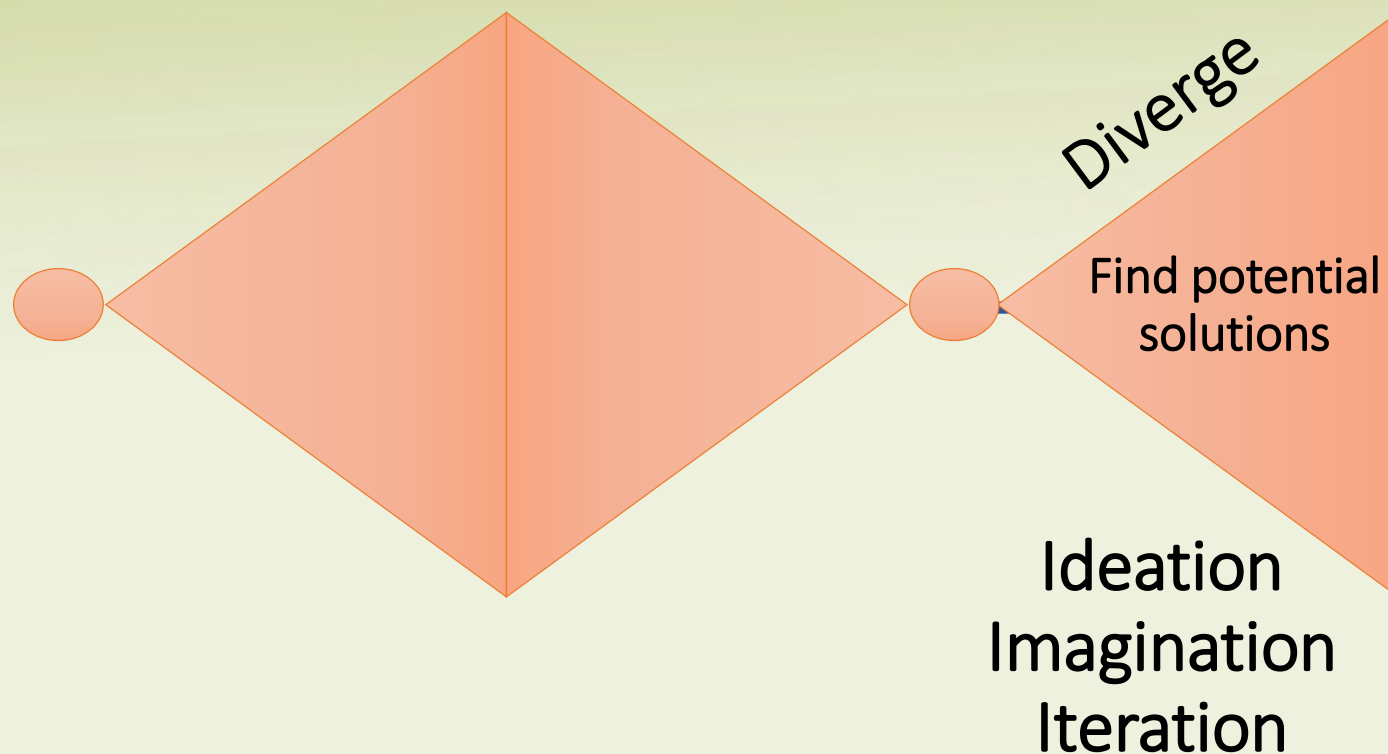
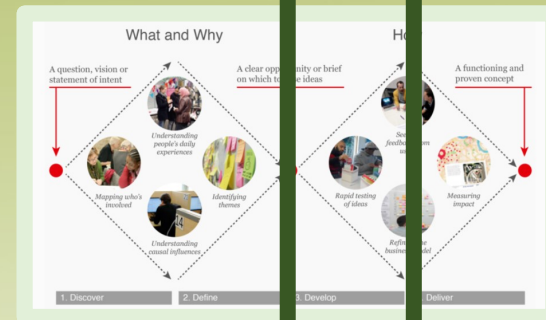
[que los trabajadores jóvenes del Tico centro
estado futuro deseado

Realizcan el STES laboral durante el mes de día
estado futuro deseado

a pesar de que

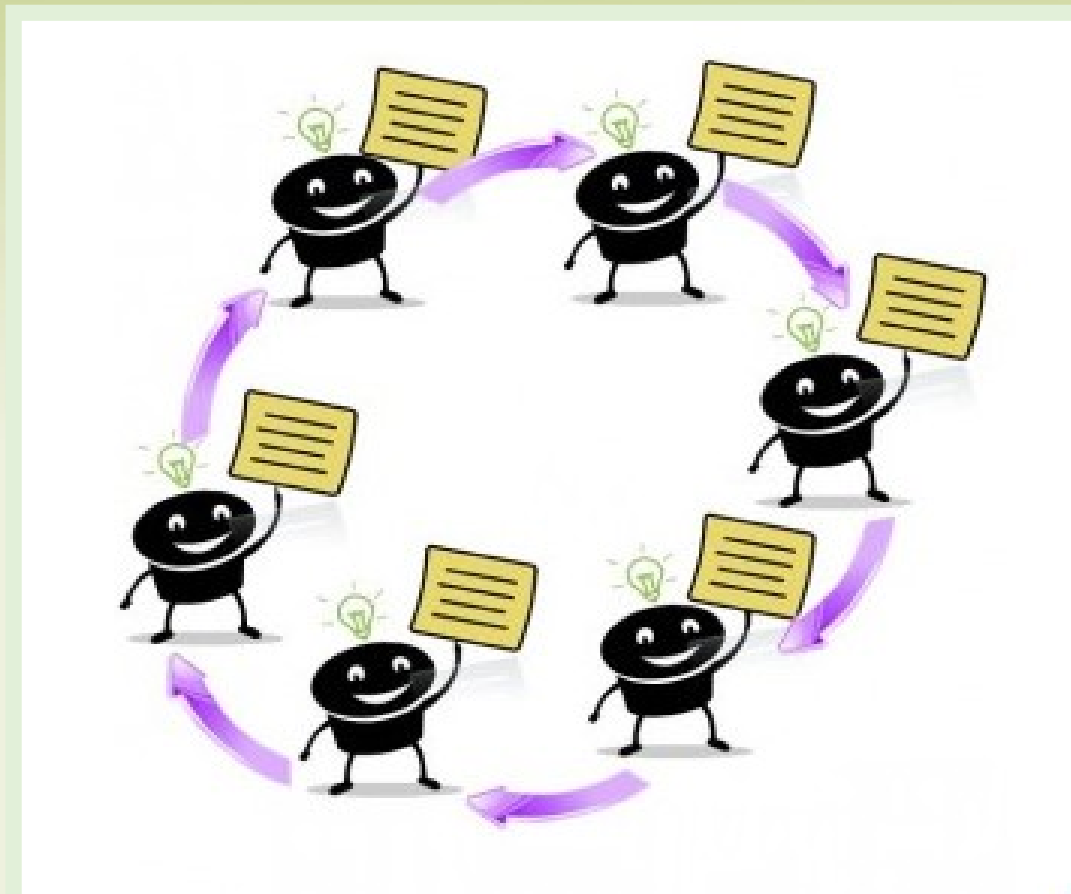
tienen un tiempo acortado
condición]?

Develop



Develop

- Brainwriting



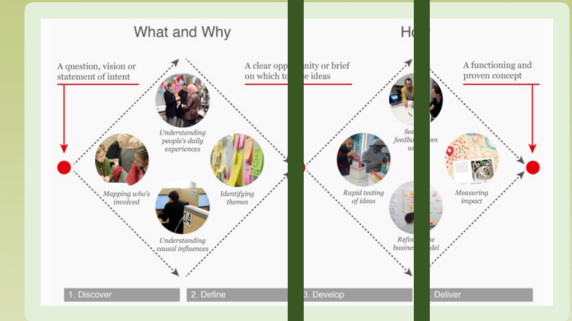
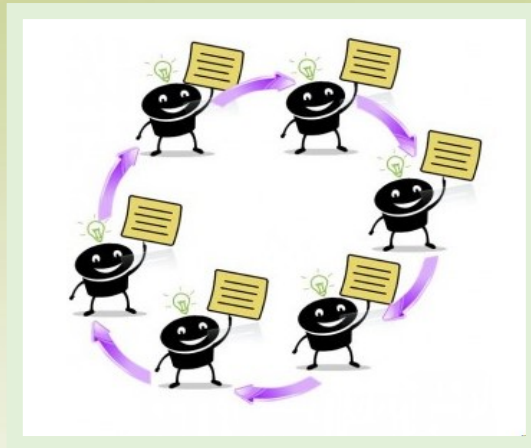
Develop

- Brainwriting

My participation of a Design Thinking Experience



Develop



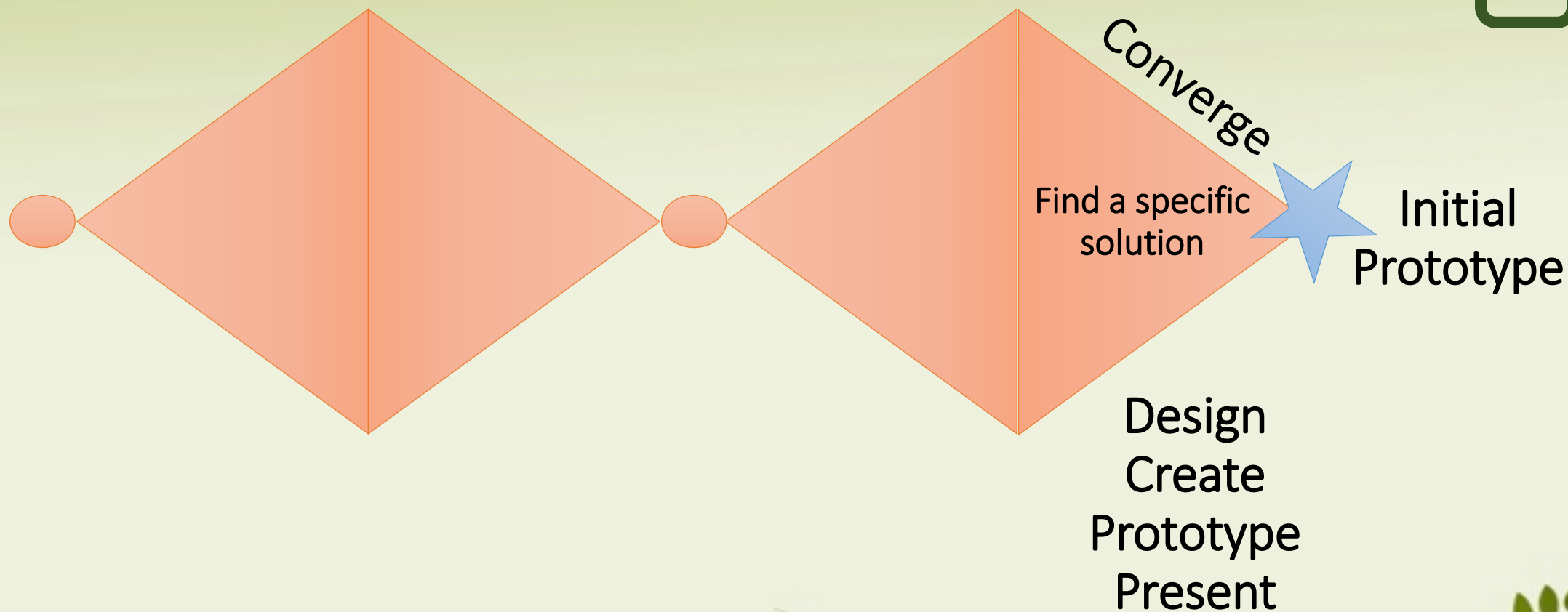
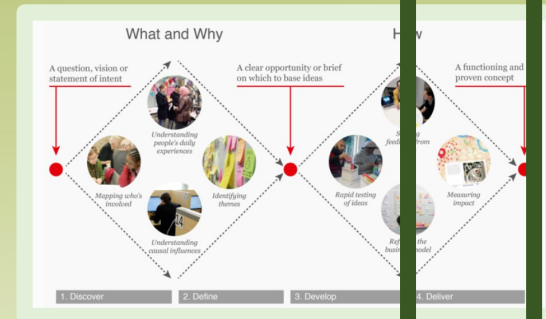
Brainwriting

VS.

Brainstorming

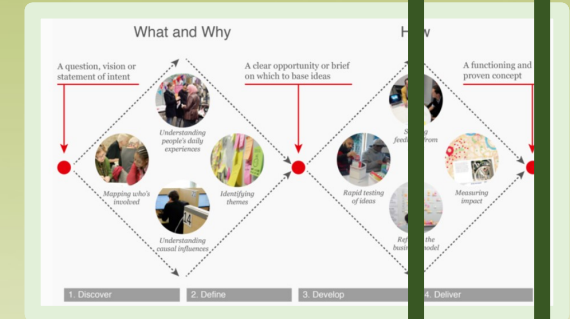
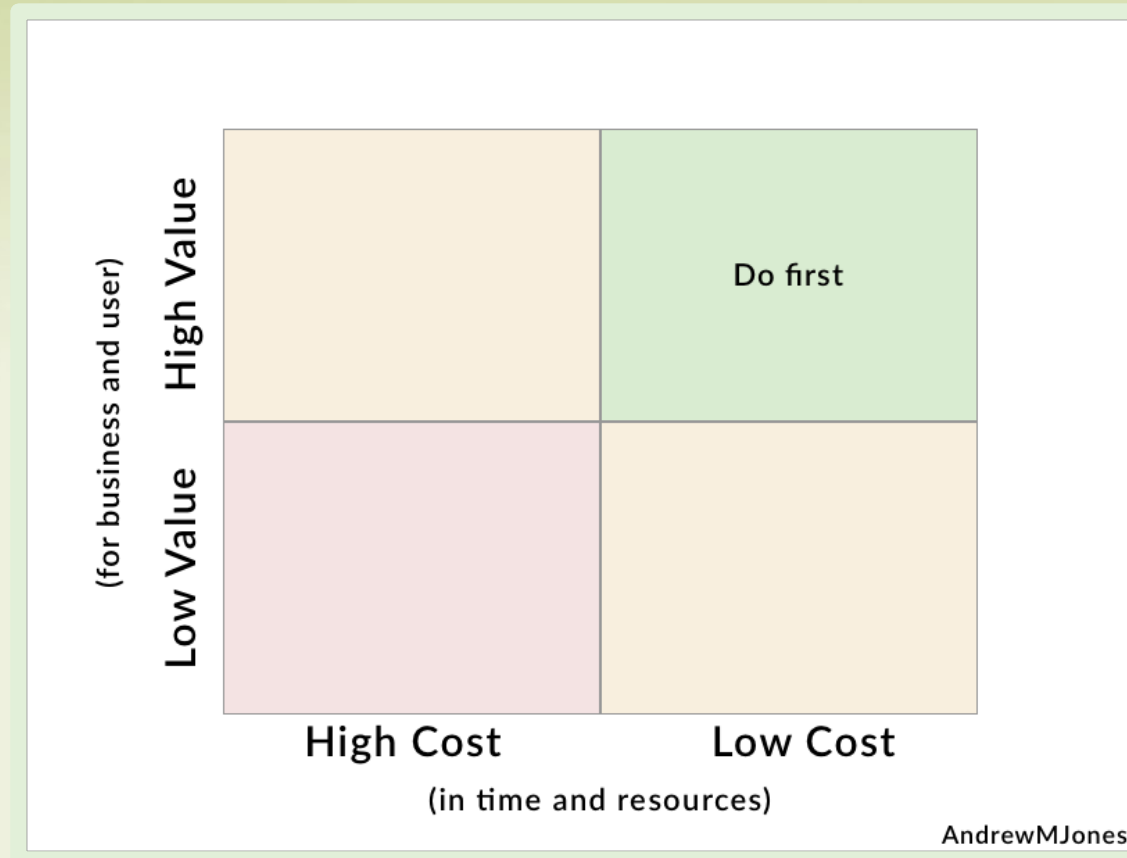


Deliver - Prototype



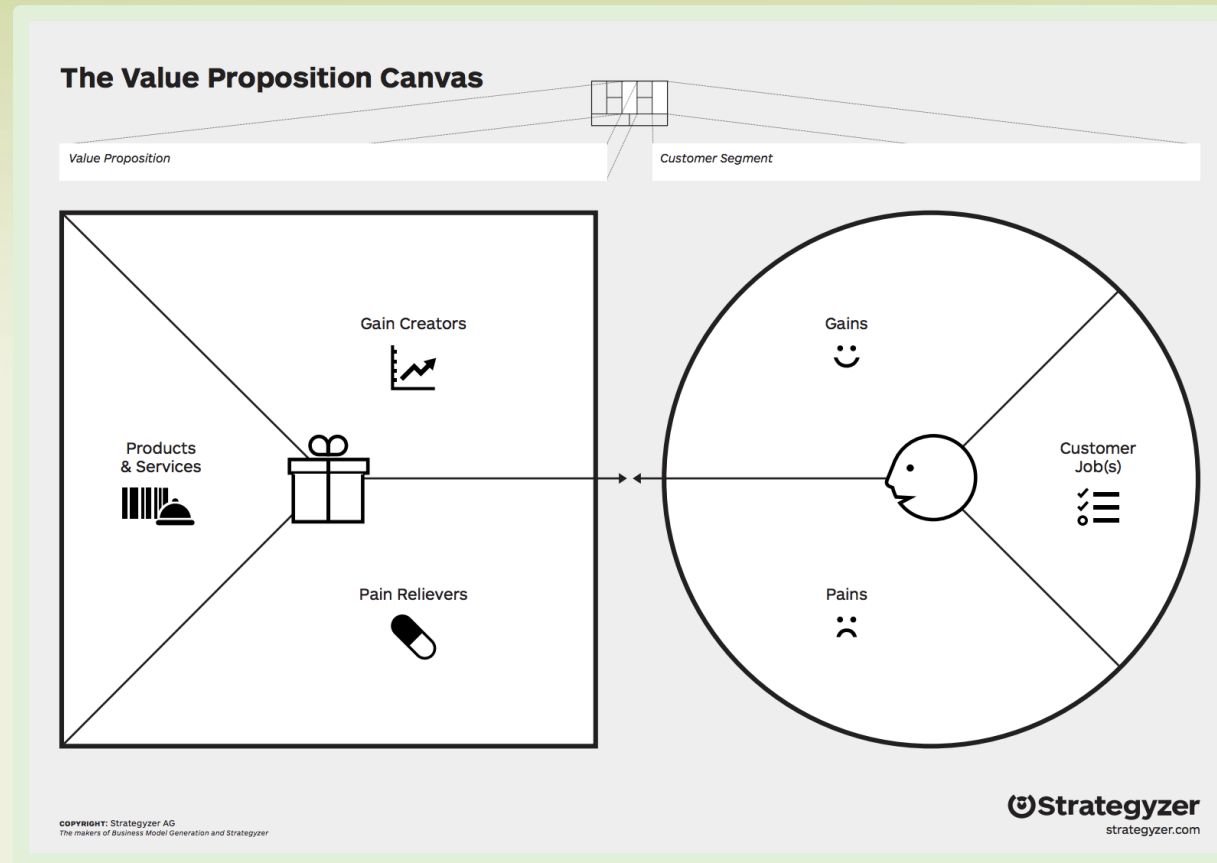
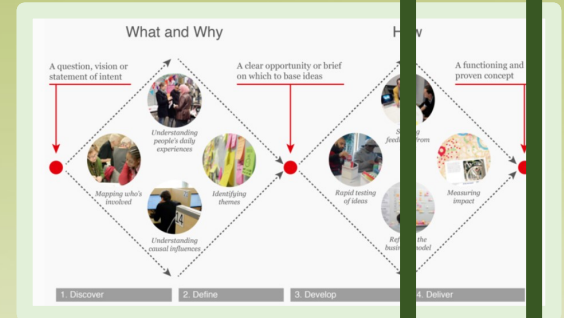
Deliver - Prototype

- Cost-Benefit Matrix



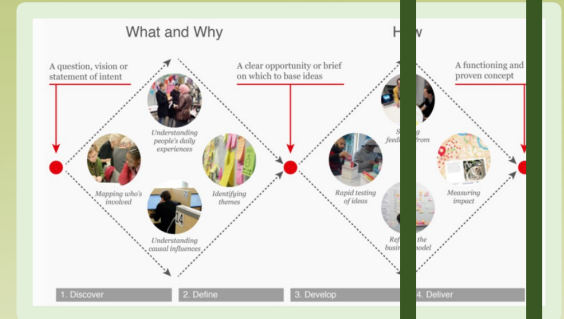
Deliver - Prototype

- Value Proposition Canvas



Deliver - Prototype

- Value Proposition Canvas

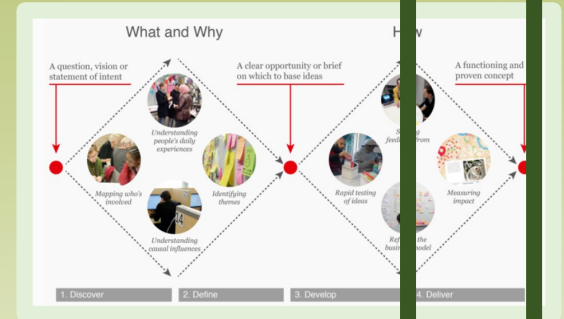


My participation
of a Design
Thinking
Experience



Deliver - Prototype

- Business Model Canvas



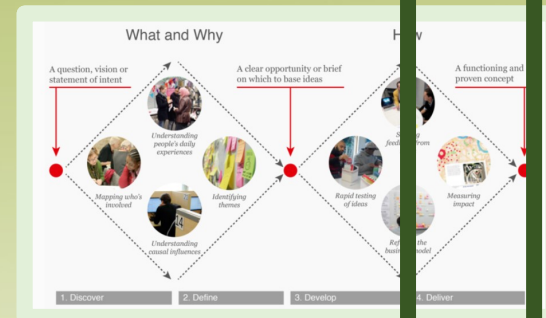
Business Model Canvas				
Description			Revenue streams	
Basic introduction to your business model			The goals and how you measure them	
Customer targets	Customer challenges	Our solution	Our value	Our pricing
The top three customer challenges	Pain points of your customers	Primary way that you solve your customer's challenges	Core elements of your solution that make it unique and differentiated	How you package your solution and what it will cost
Our messaging			Go-to-Market	
Clear and compelling message that explains why your solution is worth buying			Channels used to market and sell to your customers	
Investment required			Growth opportunity	
Costs required to make the solution a success			Ways that you will grow the business	

Business Model Canvas

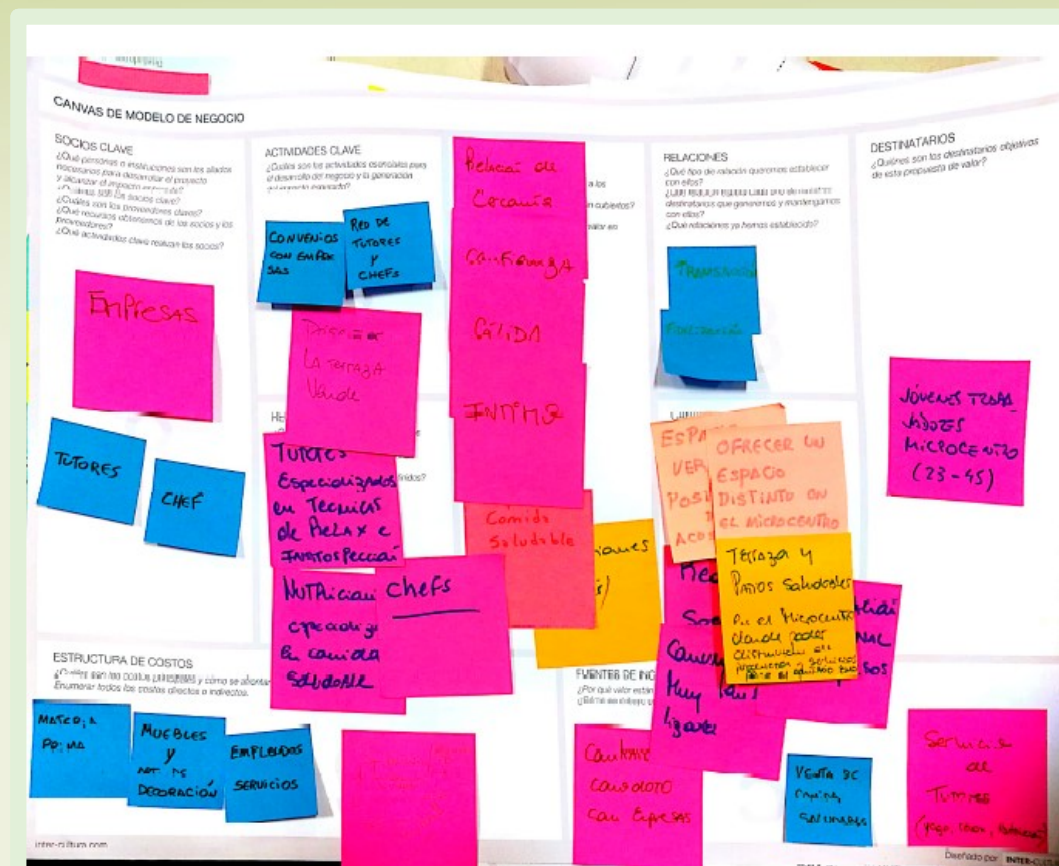
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Deliver - Prototype

- Business Model Canvas

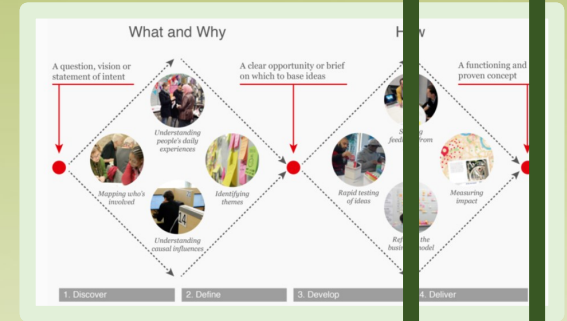


My participation
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Thinking
Experience



Deliver - Prototype

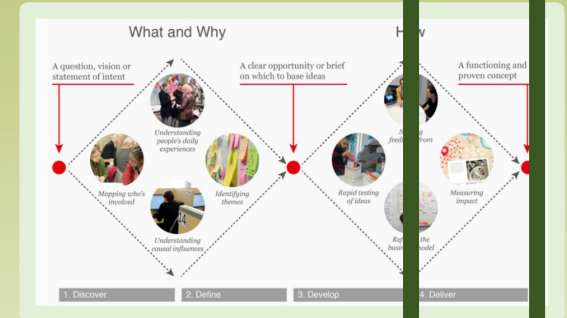
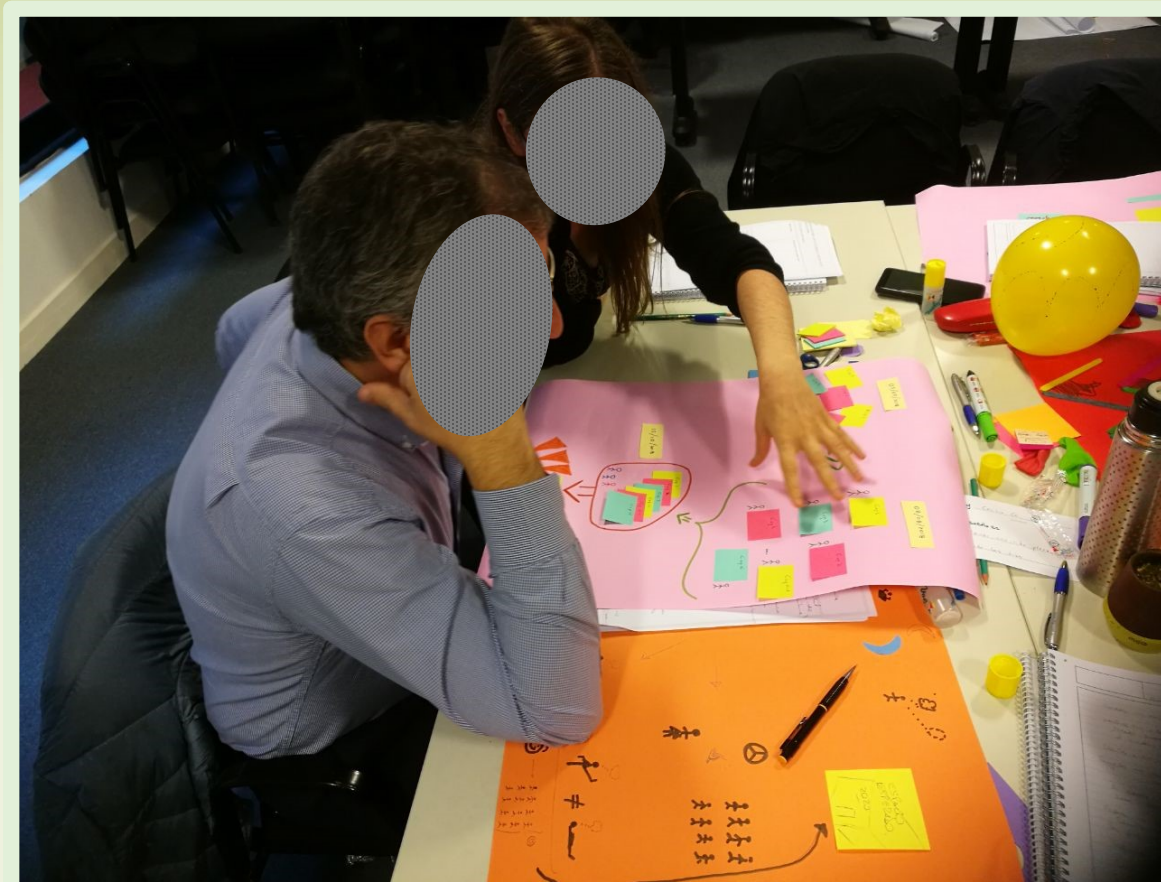
- Prototype
 - Mockups
 - Role Play
 - Videos



Deliver - Prototype

- Prototype

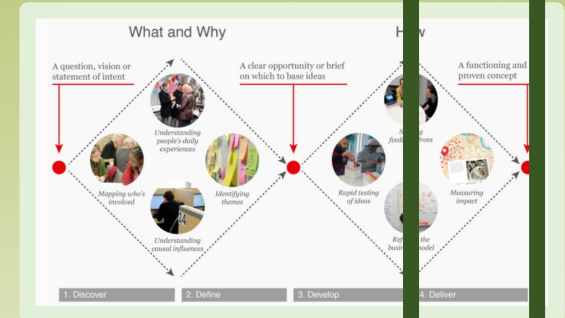
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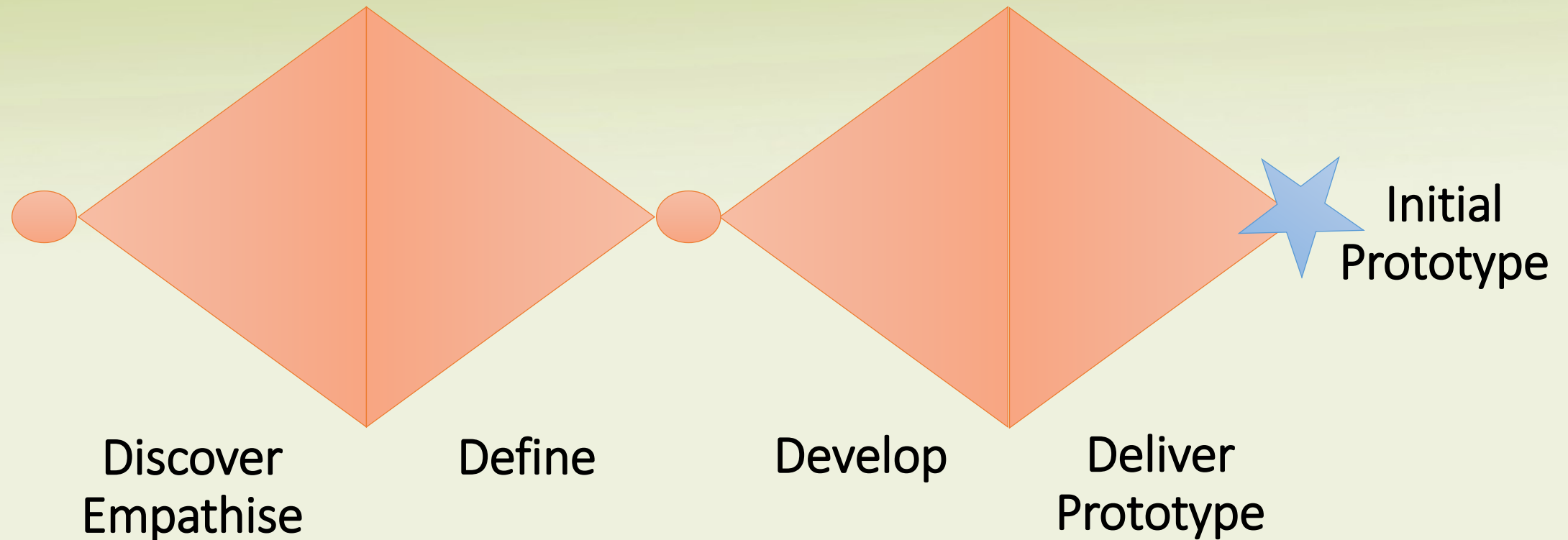
Deliver - Prototype

- Prototype

My participation
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Thinking
Experience



Design Thinking

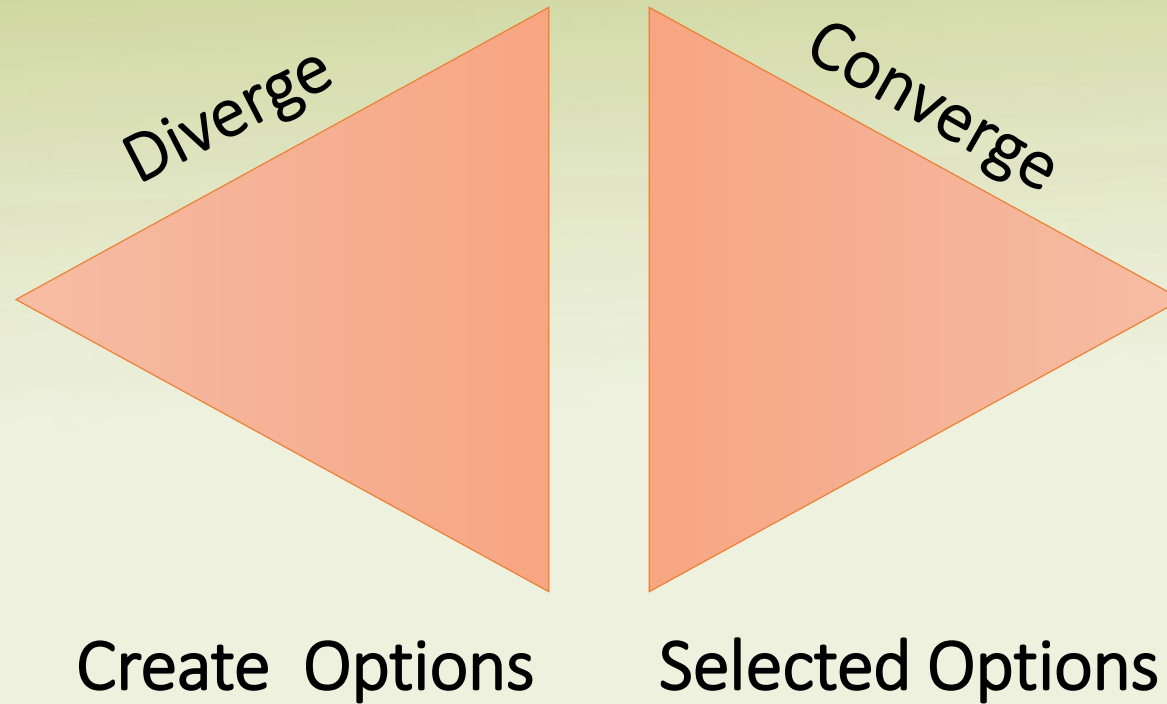


Design Thinking - Critical Success Factors

- **Leadership:** Link design thinking initiatives to your strategic goals. Provide direction, resources, and commitment.
- **People:** Enable champions to lead the change through successful lighthouse projects. Build up an internal design thinking community where best practices are shared.
- **Process:** Use the generic design thinking framework, but evolve the method and tools so they support your company's objectives.
- **Environment:** Develop and create collaborative workspaces for your workforce. Use to co-innovate with your customers and partners.

<https://www.creativityatwork.com/design-thinking-strategy-for-innovation>

Diverge - Converge



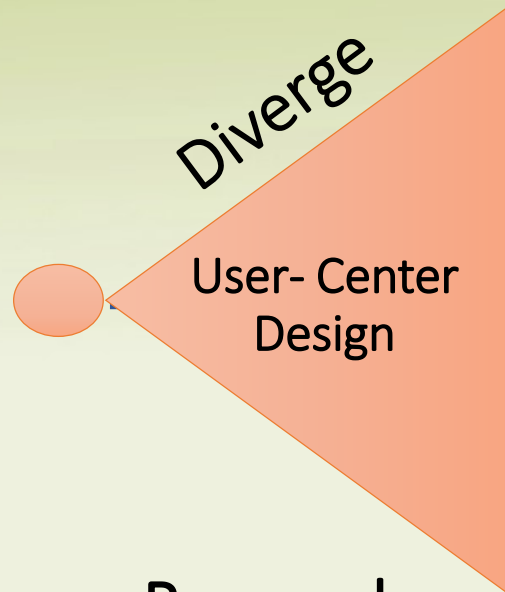
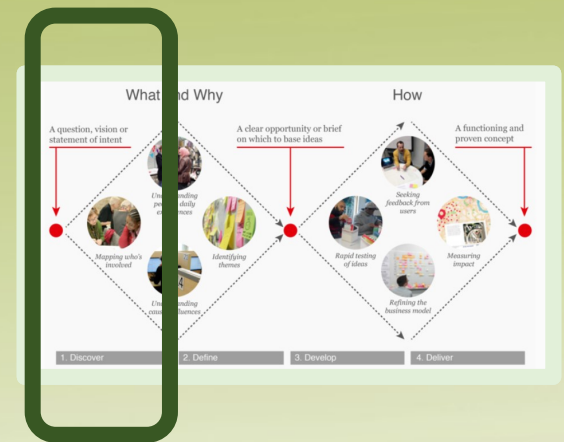
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Design Thinking



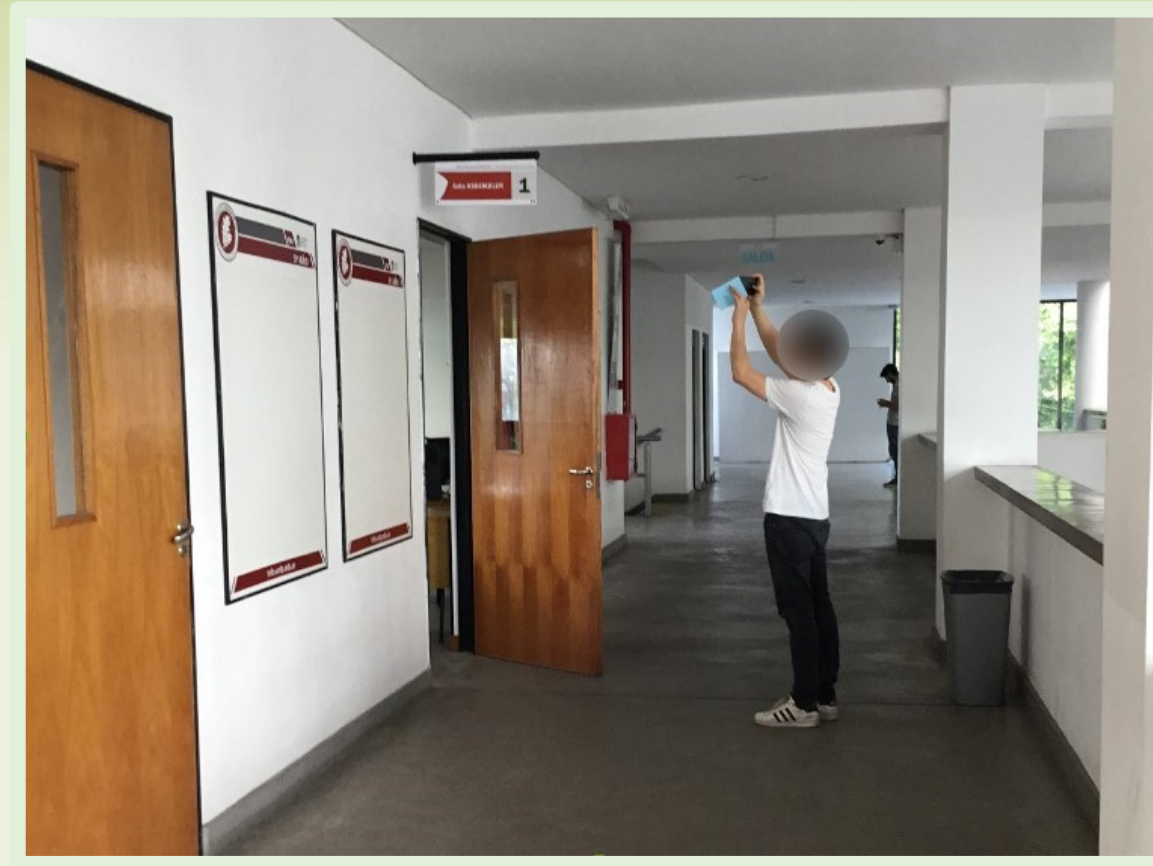
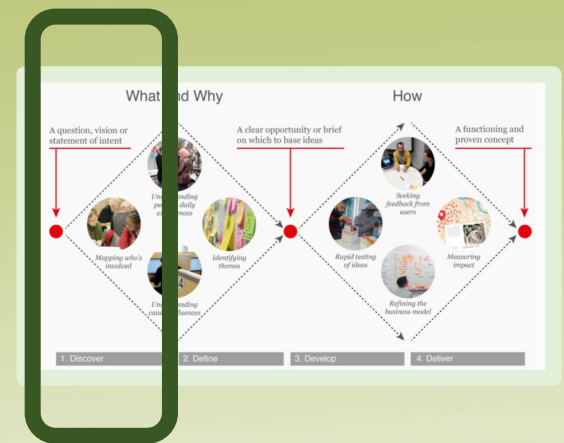
In-situ co-design
Mobile Applications

Discover - Empathise

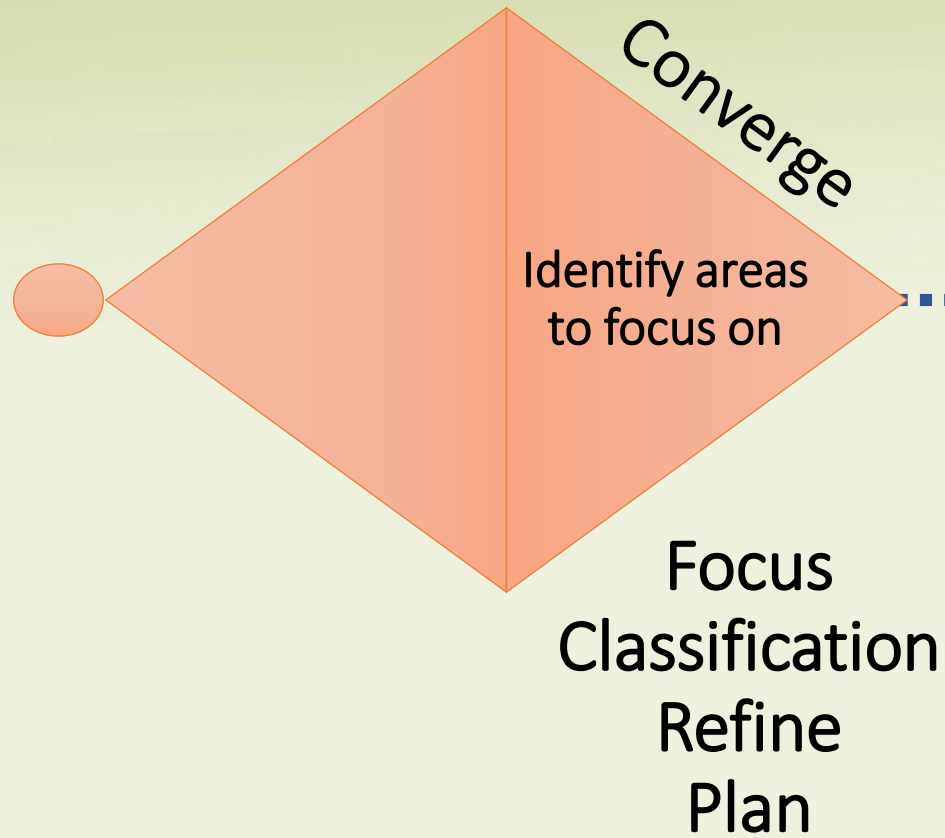
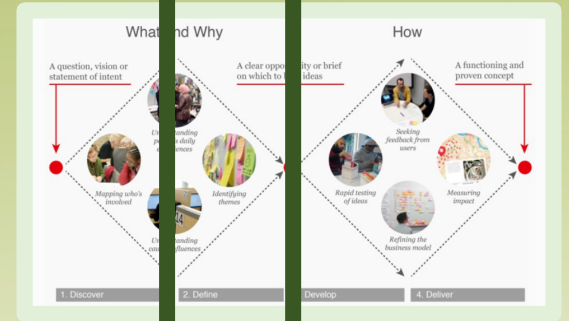


Discover - Empathise

Facilitating an in-situ co-design experience using strategies of Design Thinking

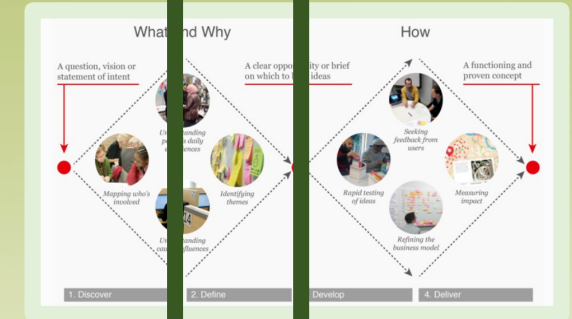


Define



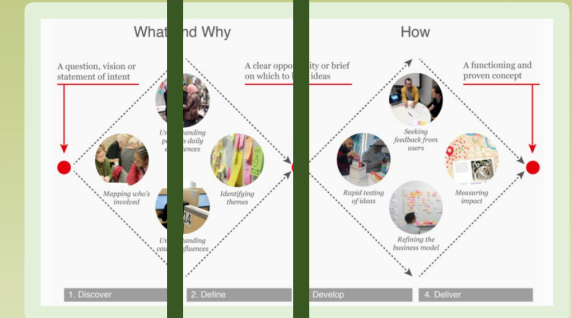
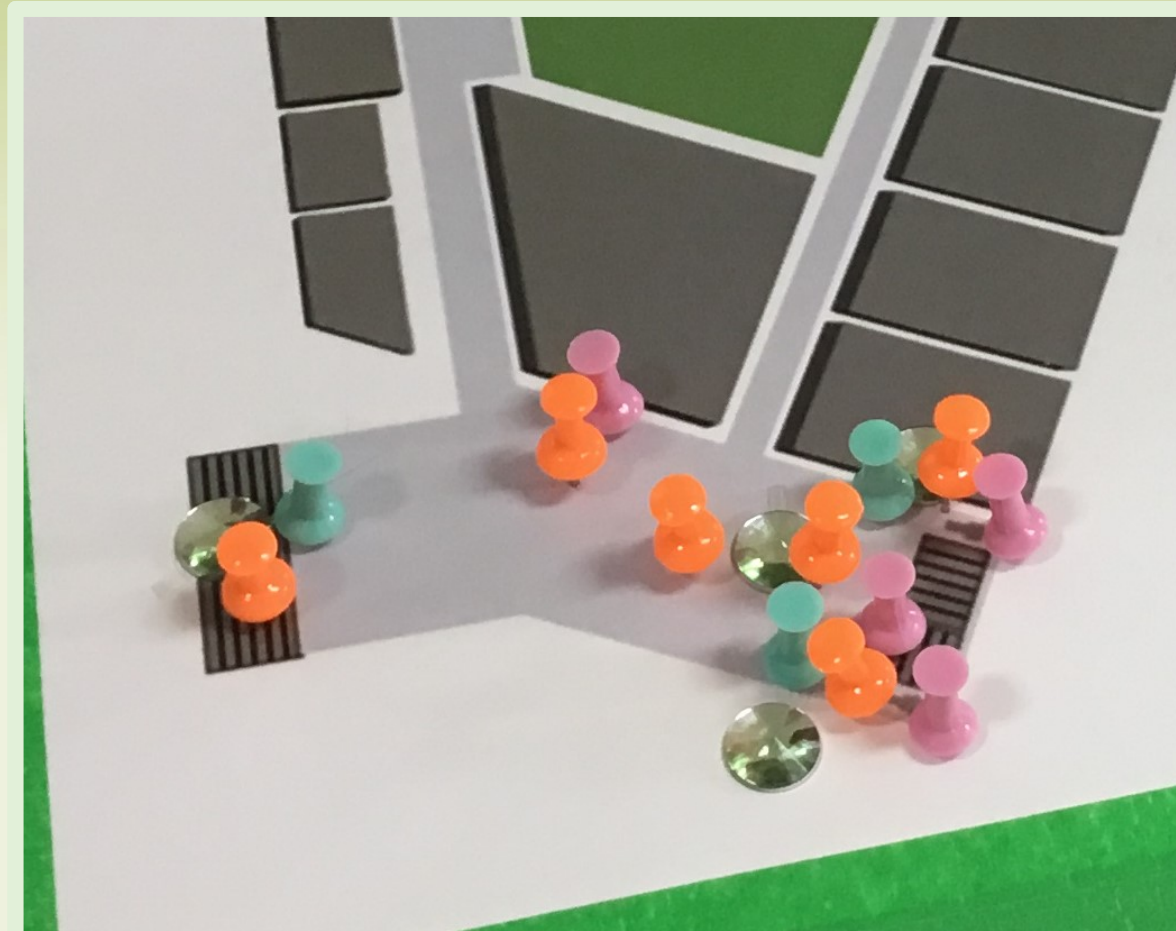
Define

Facilitating an in-situ co-design experience using strategies of Design Thinking

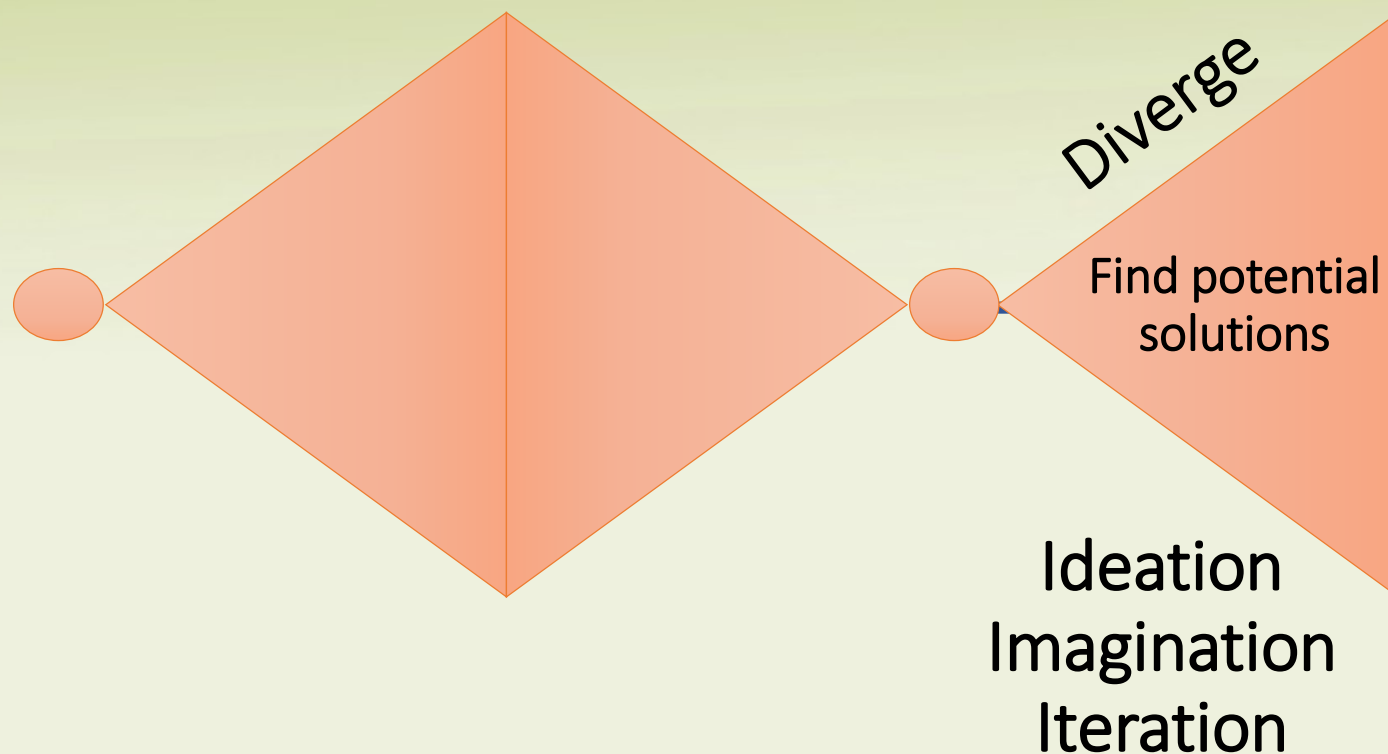
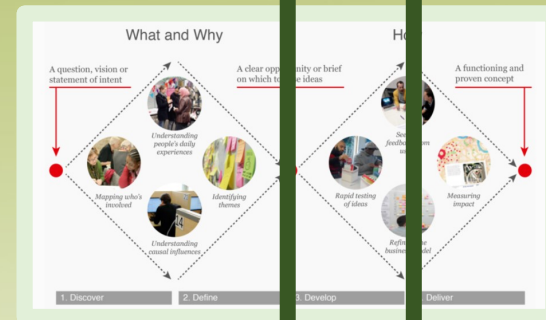


Define

Facilitating an in-situ co-design experience using strategies of Design Thinking



Develop



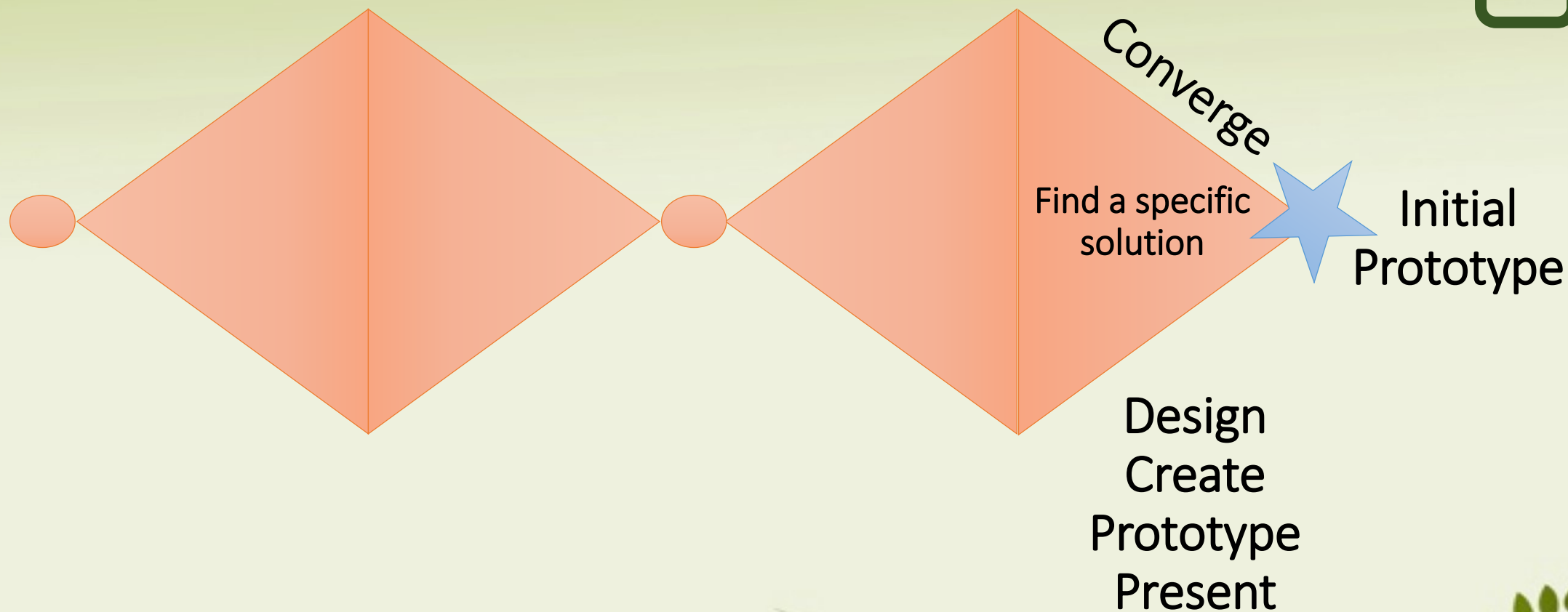
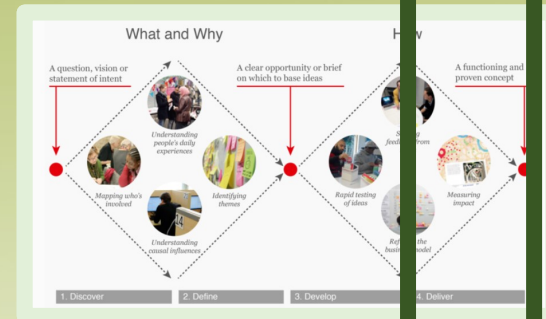
Develop

- Brainwriting

Facilitating an in-situ co-design experience using strategies of Design Thinking



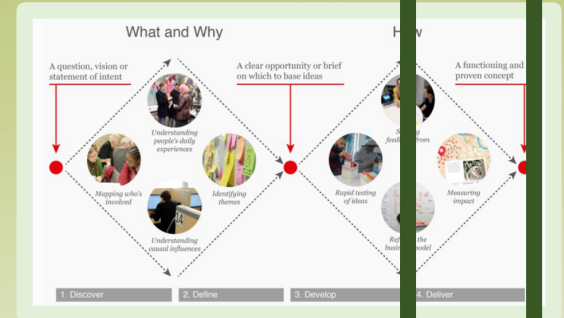
Deliver - Prototype



Deliver - Prototype

- Matrix of Cost-Benefits

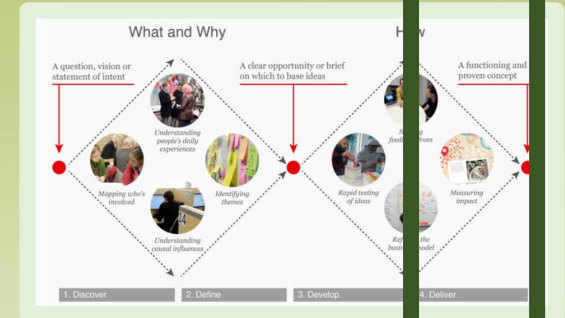
Facilitating an in-situ co-design experience using strategies of Design Thinking



Deliver - Prototype

- Prototype

Facilitating an in-situ co-design experience using strategies of Design Thinking



Design Thinking



Other
approaches

Design Thinking combined with other approaches



<https://www.mendix.com/blog/design-thinking-vs-agile-combine-problem-finding-problem-solving-better-outcomes/>

¿How to use strategies of *Design Thinking* with a distributed teams?

Design Thinking



Distributed Teams
(RUC-APS)

*Defining a new
innovation approach*

How to use strategies of *Design Thinking* in a not traditional way

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