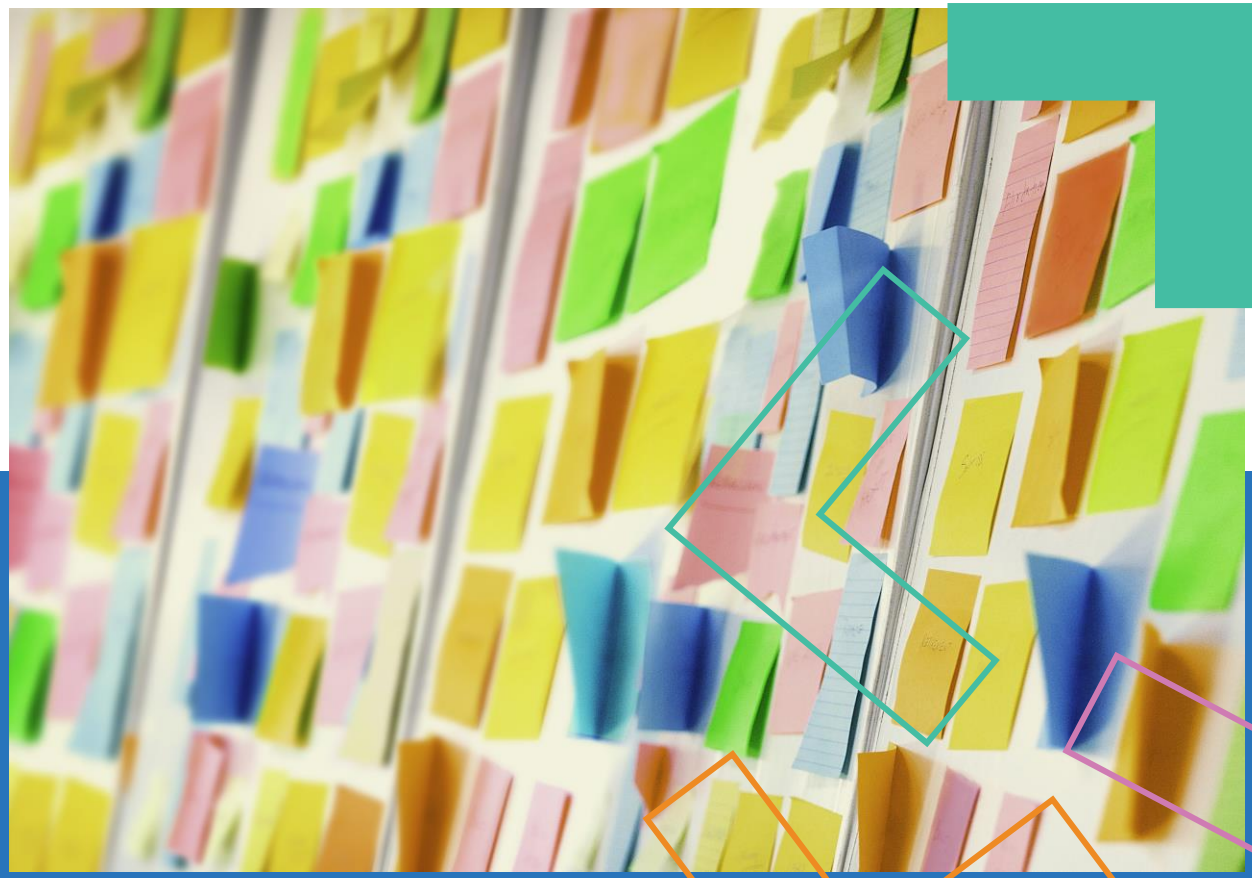
RUN InnoBoost

bioeconomy, future industries, and social innovation



Design Thinking

www.innoboost.eu

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Milla Mäkinen

- Principal Research Scientist, HAMK University of Applied Sciences, HAMK Edu Research Unit
- Background: social sciences, Ph.D (social work & service design)
- Change Design and Service Design Expert
- Customer Experience and Employee Experience Enthusiast
- 20 years of work experience in facilitating, researching and teaching change in different organizational and social contexs inside and outside of Finland, incl. as an entrepreneur

COMING UP

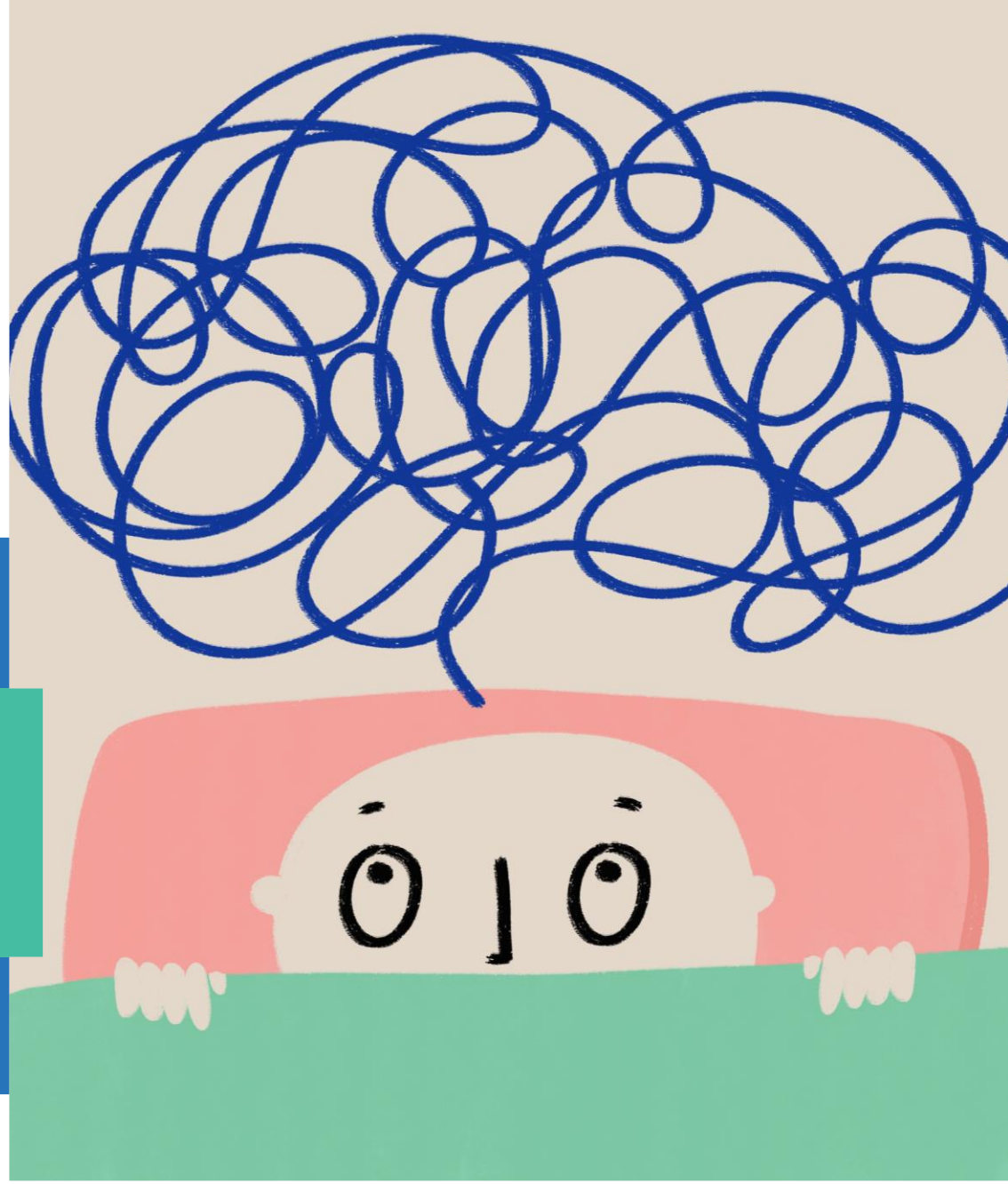
01	What is Design Thinking?
02	How Design Thinking Links to Innovation?
03	How to Put Design Thinking into Practice?
04	What's next?
05	Open session

CURIOSITY IS AT THE HEART OF INNOVATION

Write down at least **one question** during the lecture and be prepared to share it with others.

01

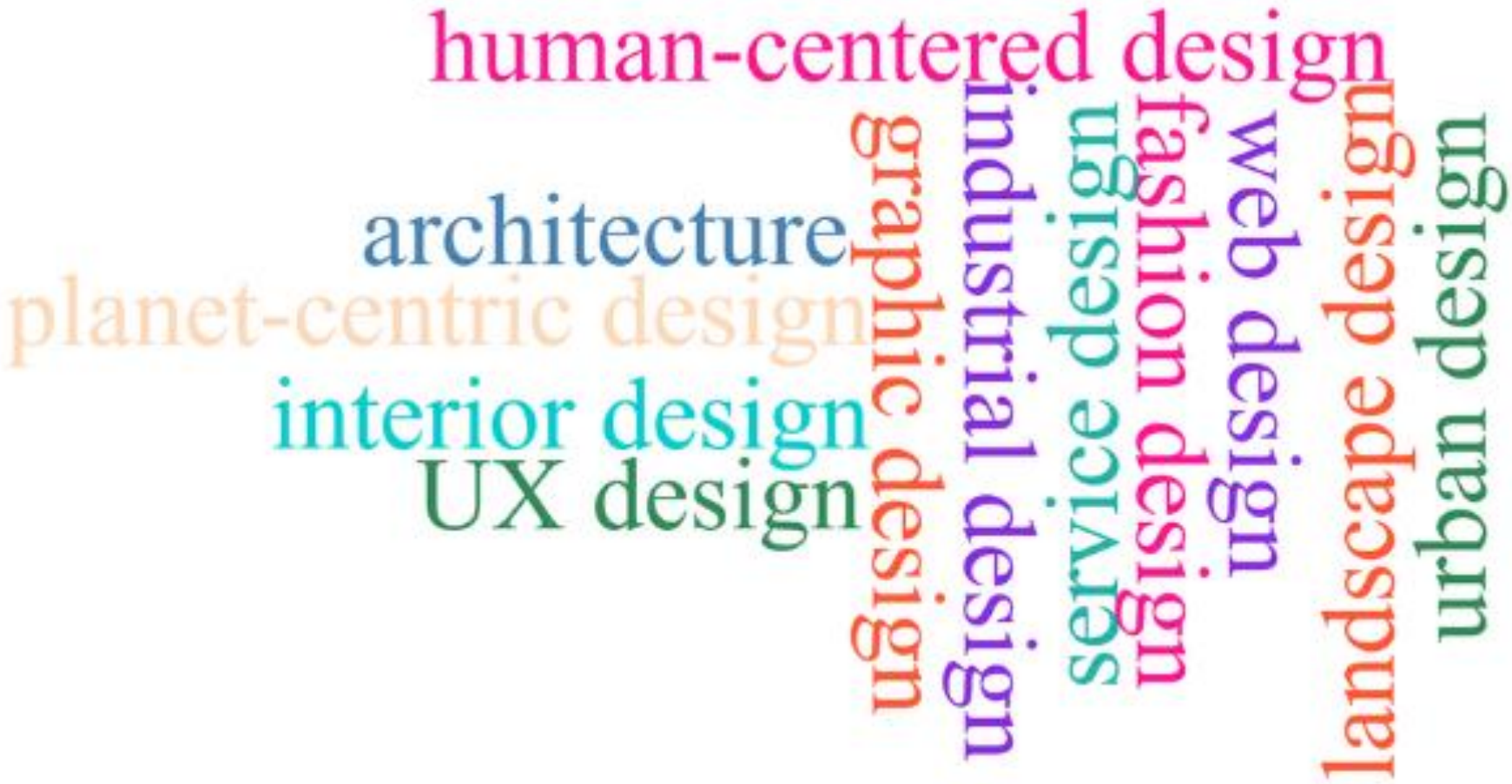
DESIGN THINKING

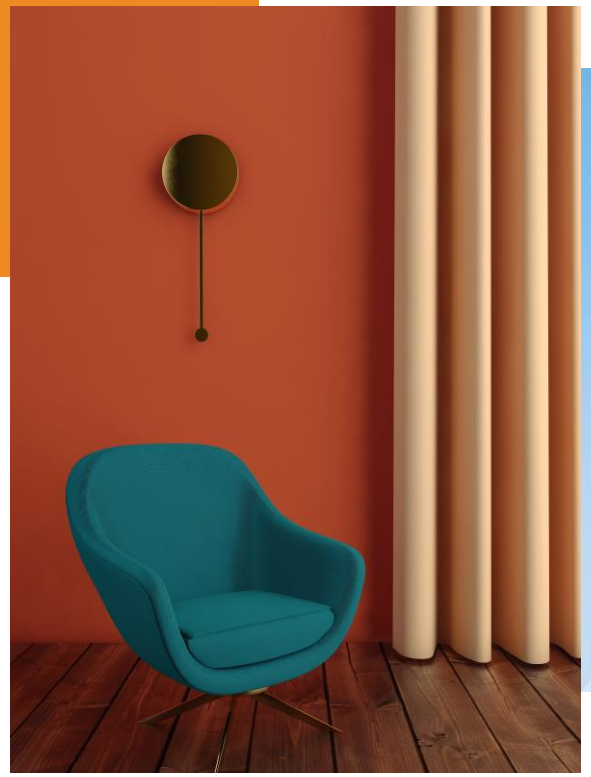


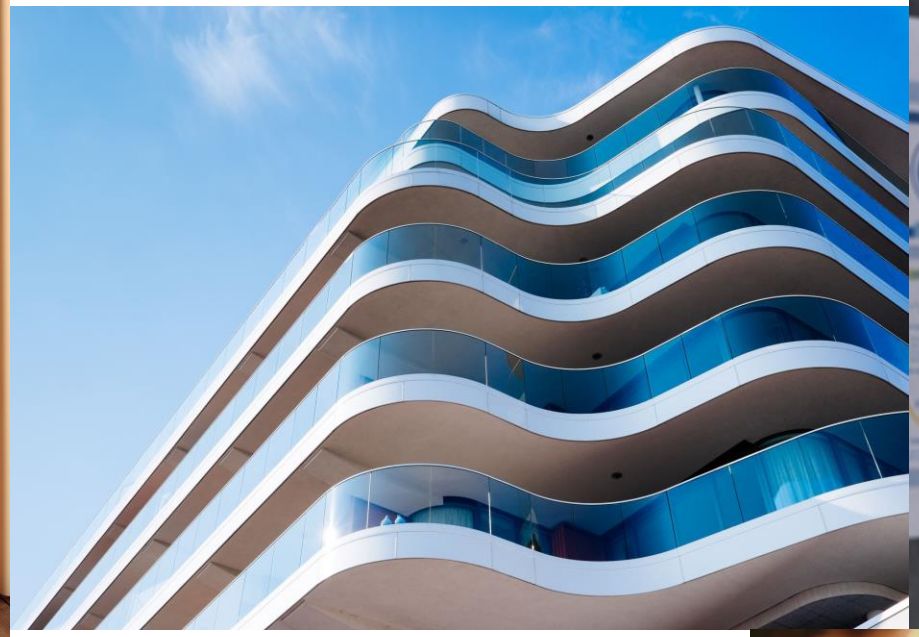
WHAT IS DESIGN?

Share in the chat the first thing that comes to your mind.

DESIGN


human-centered design
architecture
planet-centric design
interior design
UX design
graphic design
industrial design
service design
fashion design
web design
landscape design
urban design





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Boosting Innovation & Entrepreneurship Across Europe

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VIEW OPPORTUNITIES

bioeconomy, future industries, and social innovation

DESIGN

…is form-giving

DESIGN

Design is what happens when people use creativity to solve problems.

Design Council

WHAT IS DESIGN *THINKING?*

DESIGN *THINKING*

…is an approach to creative thinking that can lead to innovation

…concretized through different models

DESIGN *THINKING MODELS*

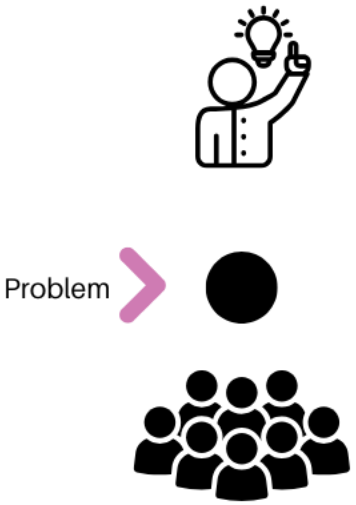
Double Diamond

Problem

Double Diamond (Design Council)

DESIGN *THINKING MODELS*

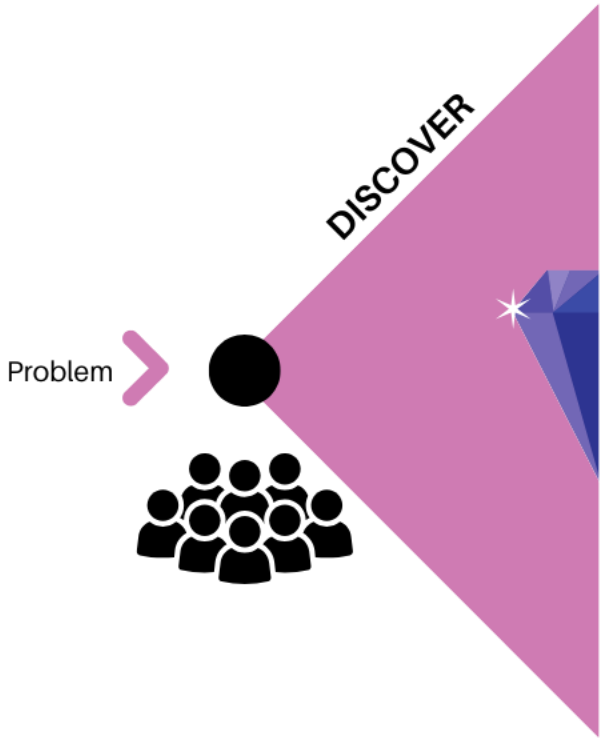
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

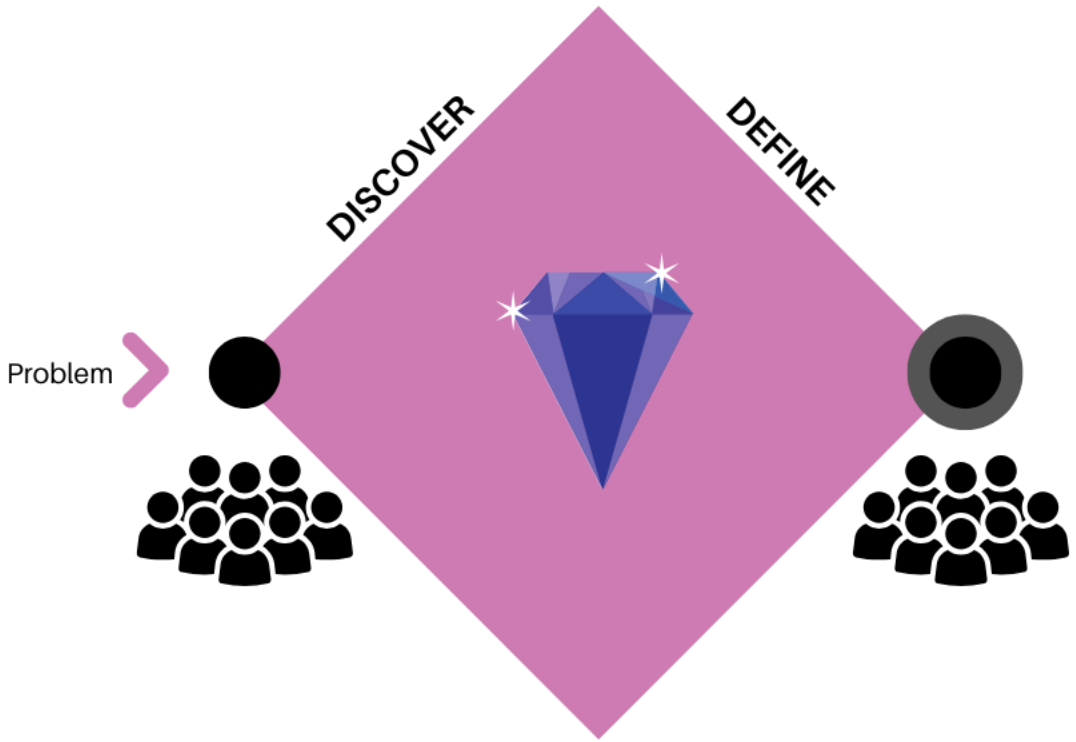
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

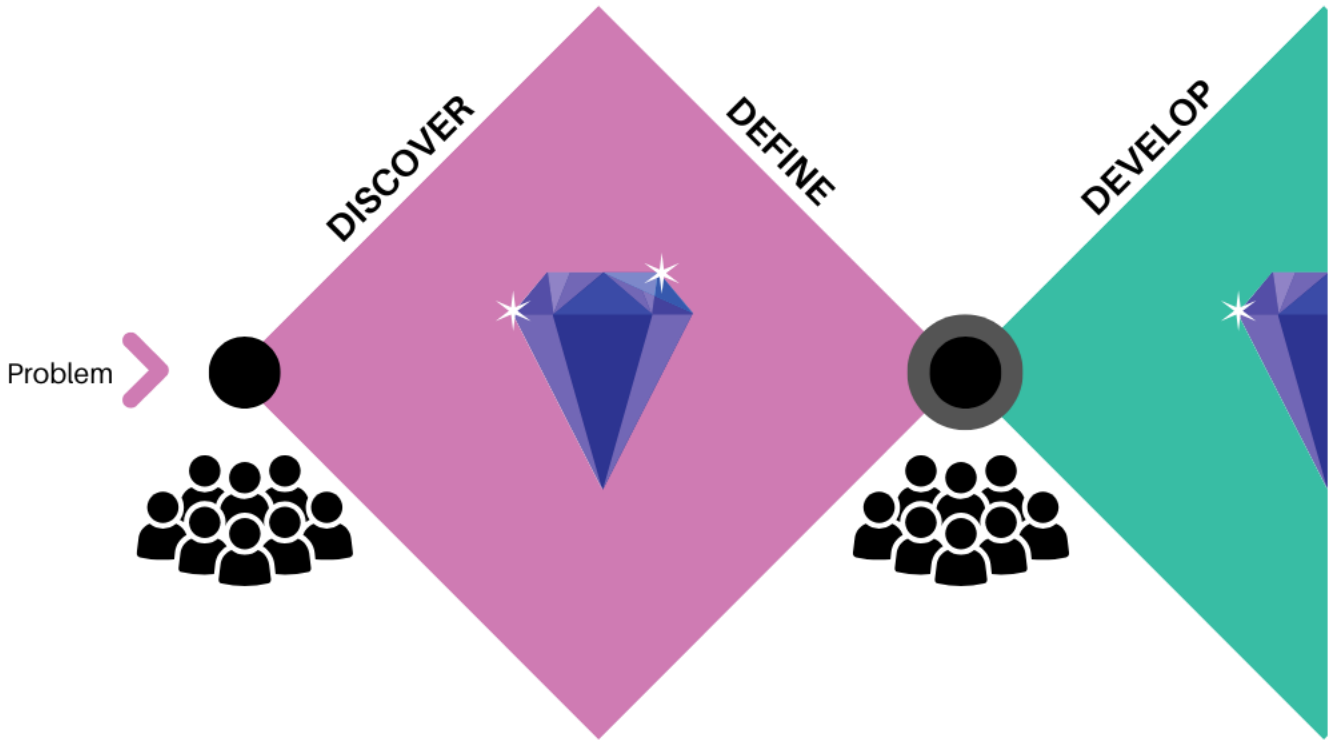
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

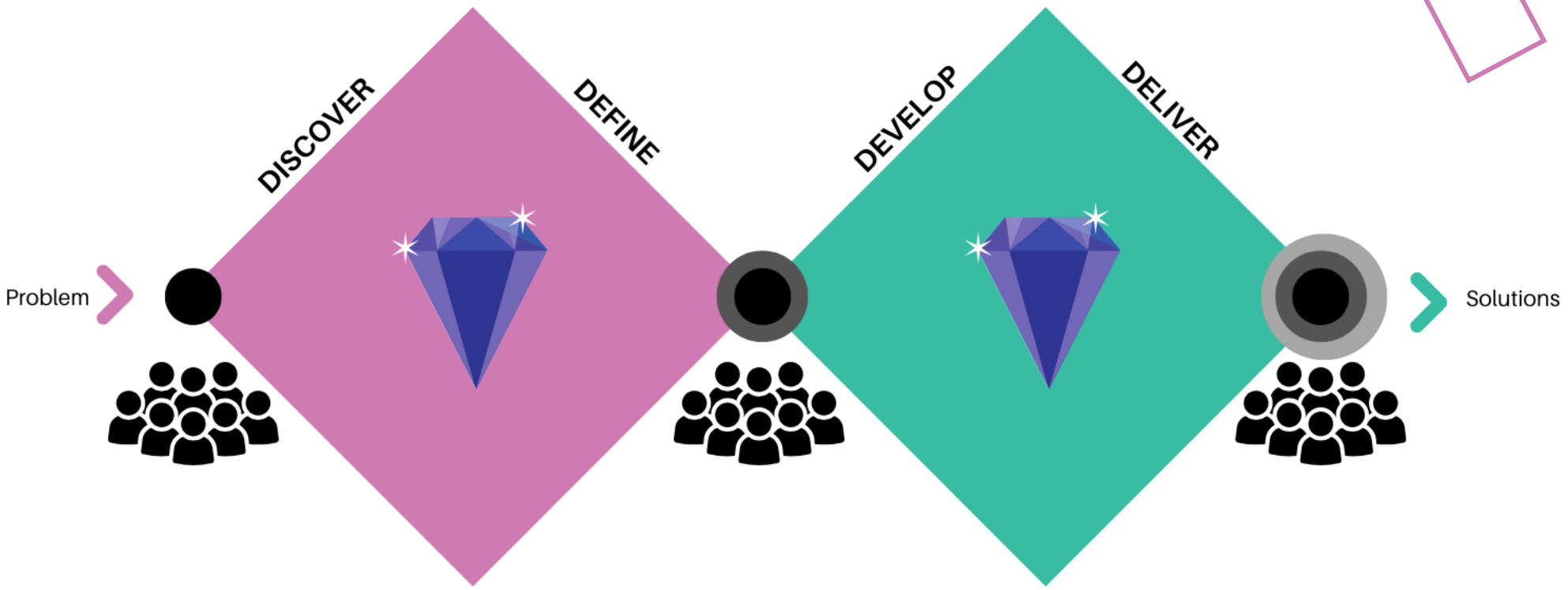
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

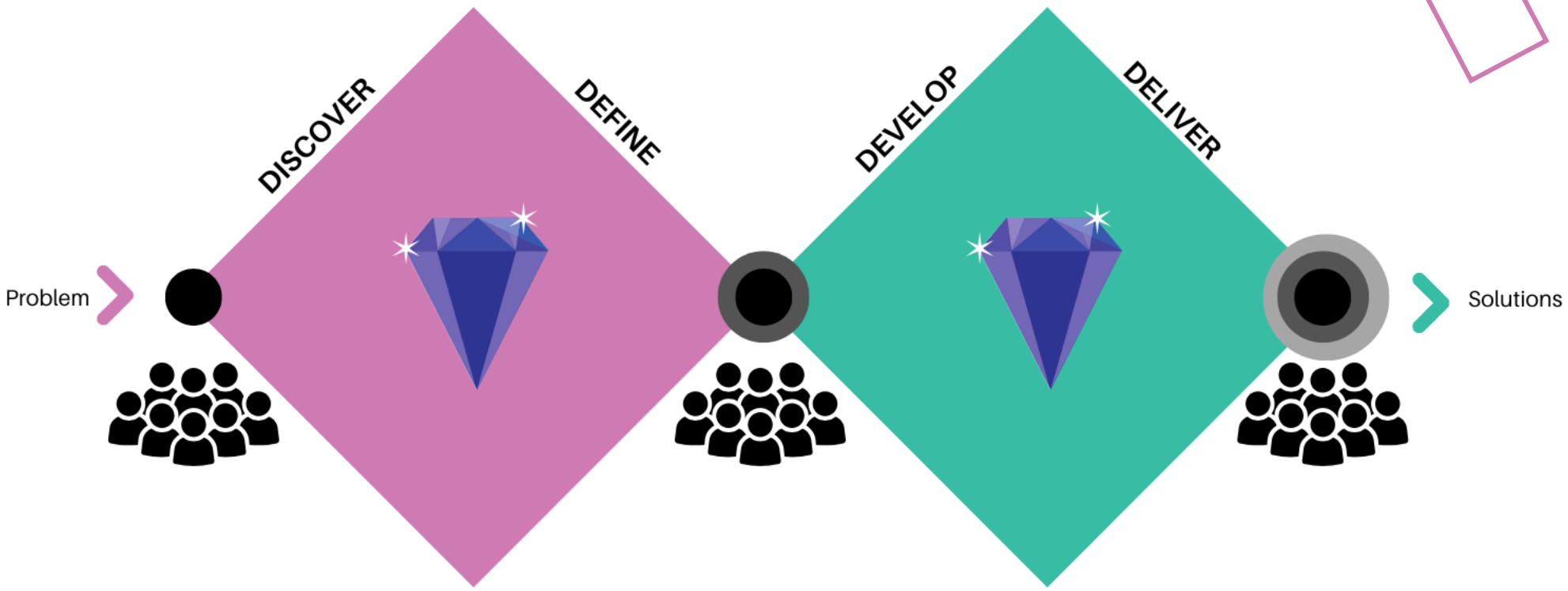
Double Diamond



Double Diamond (Design Council)

Make discoveries about problems

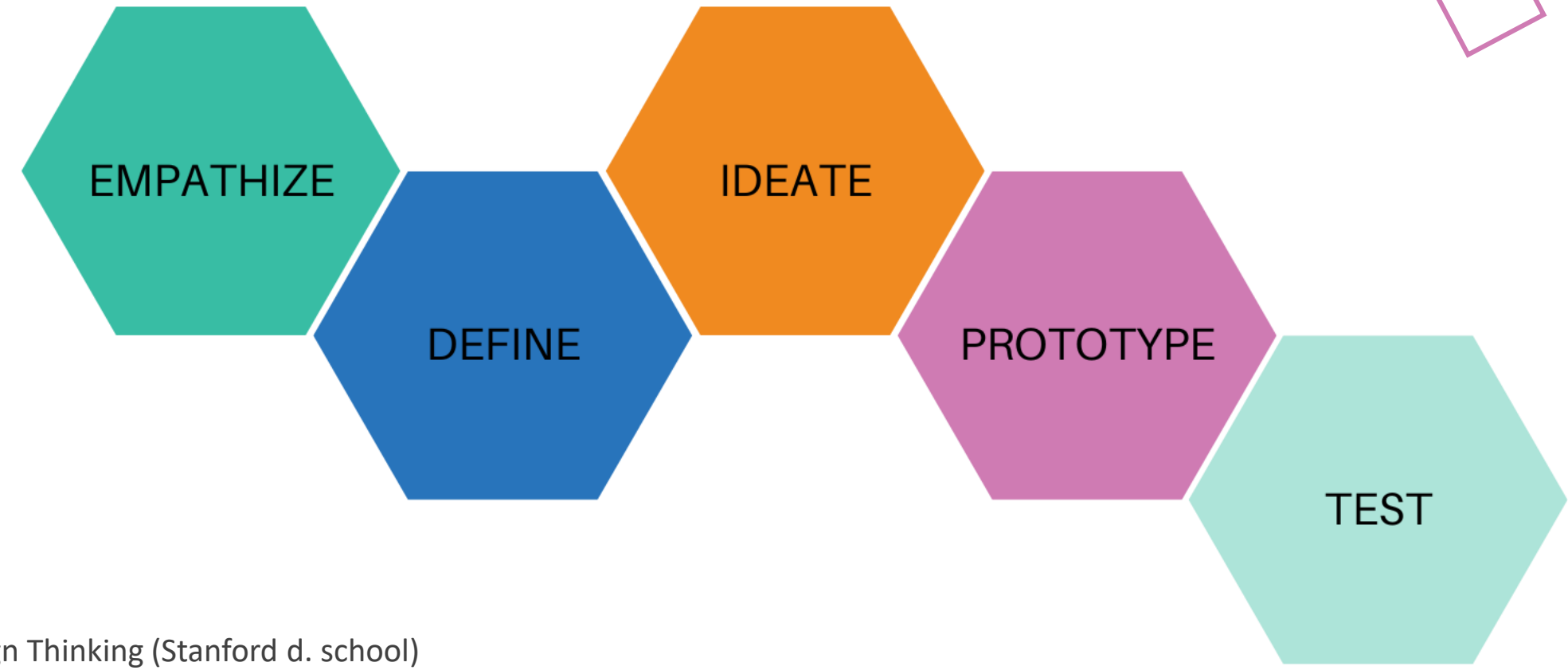
Create possible solutions



Double Diamond (Design Council)

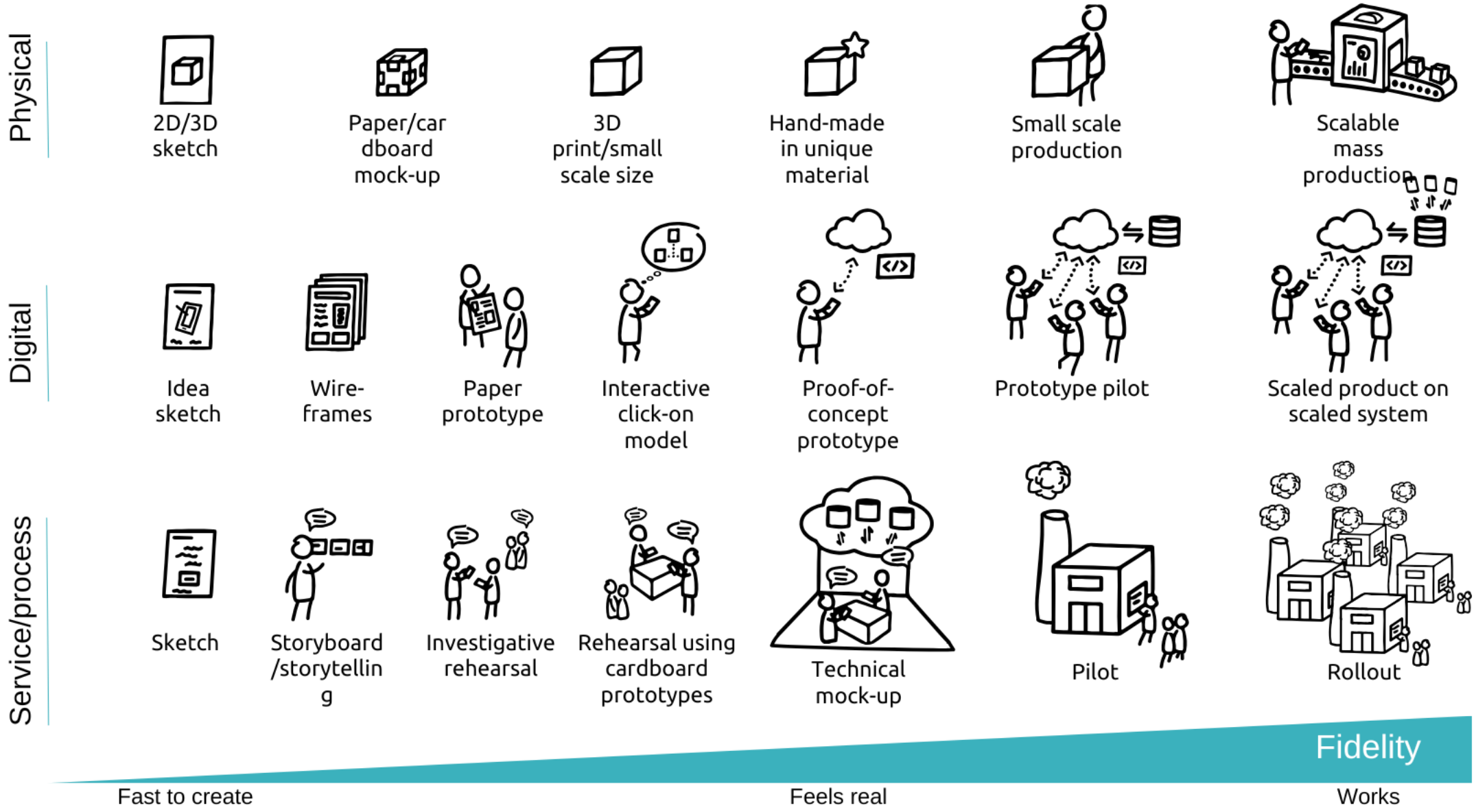
DESIGN *THINKING MODELS*

Stanford d. school



Design Thinking (Stanford d. school)

PROTOTYPING



Adapted from Lawrence, A., Stickdorm, M. (2017). *This is Service Design Doing.* O'REILLY.

DESIGN *THINKING MODELS*

IDEO U DESIGN THINKING PROCESS

Design thinking (IDEOU)

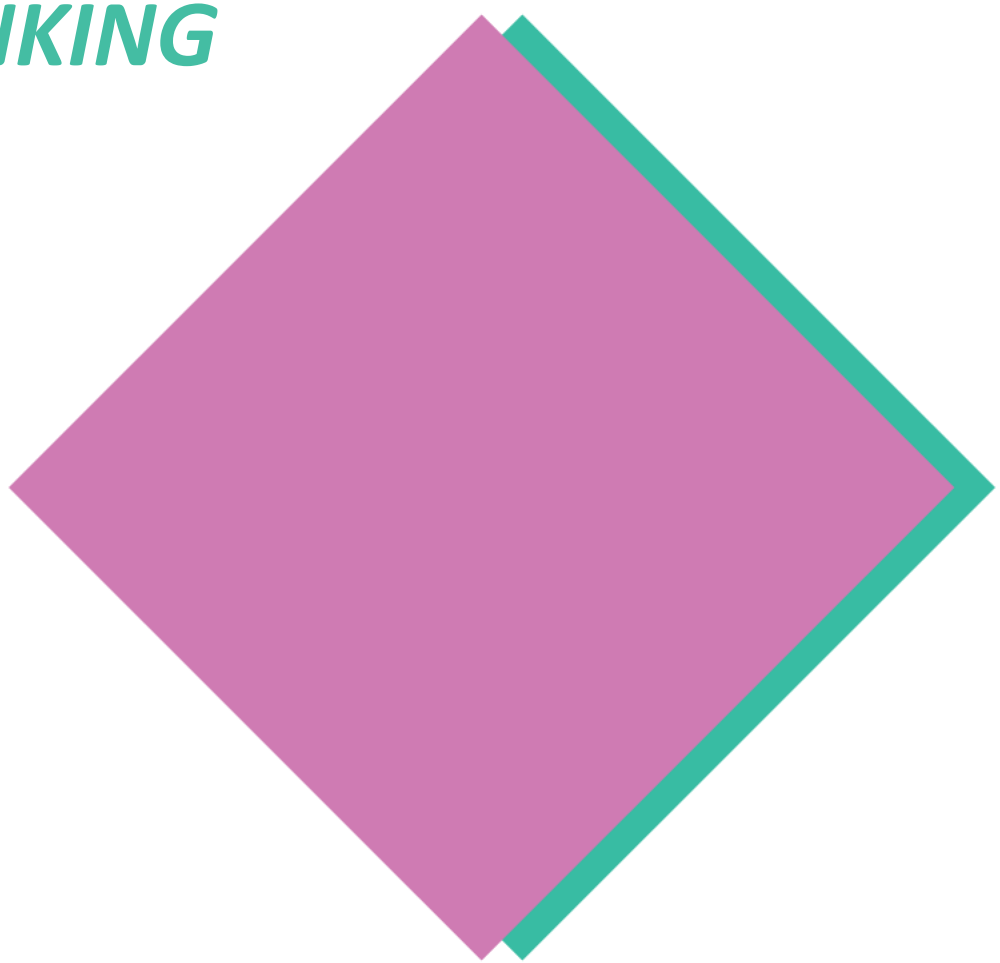
DESIGN *THINKING*

In a nutshell

- Thinking divergently & convergently
- Thinking visually & concretizing the abstract
- Emphatizing & putting yourself in the user's shoes
- Stepping out of the office, into the daily spaces of the user
- Learning by doing with prototyping & testing
- Learning with others with co-creating & collaborating
- Iterating & embracing errors and uncertainties

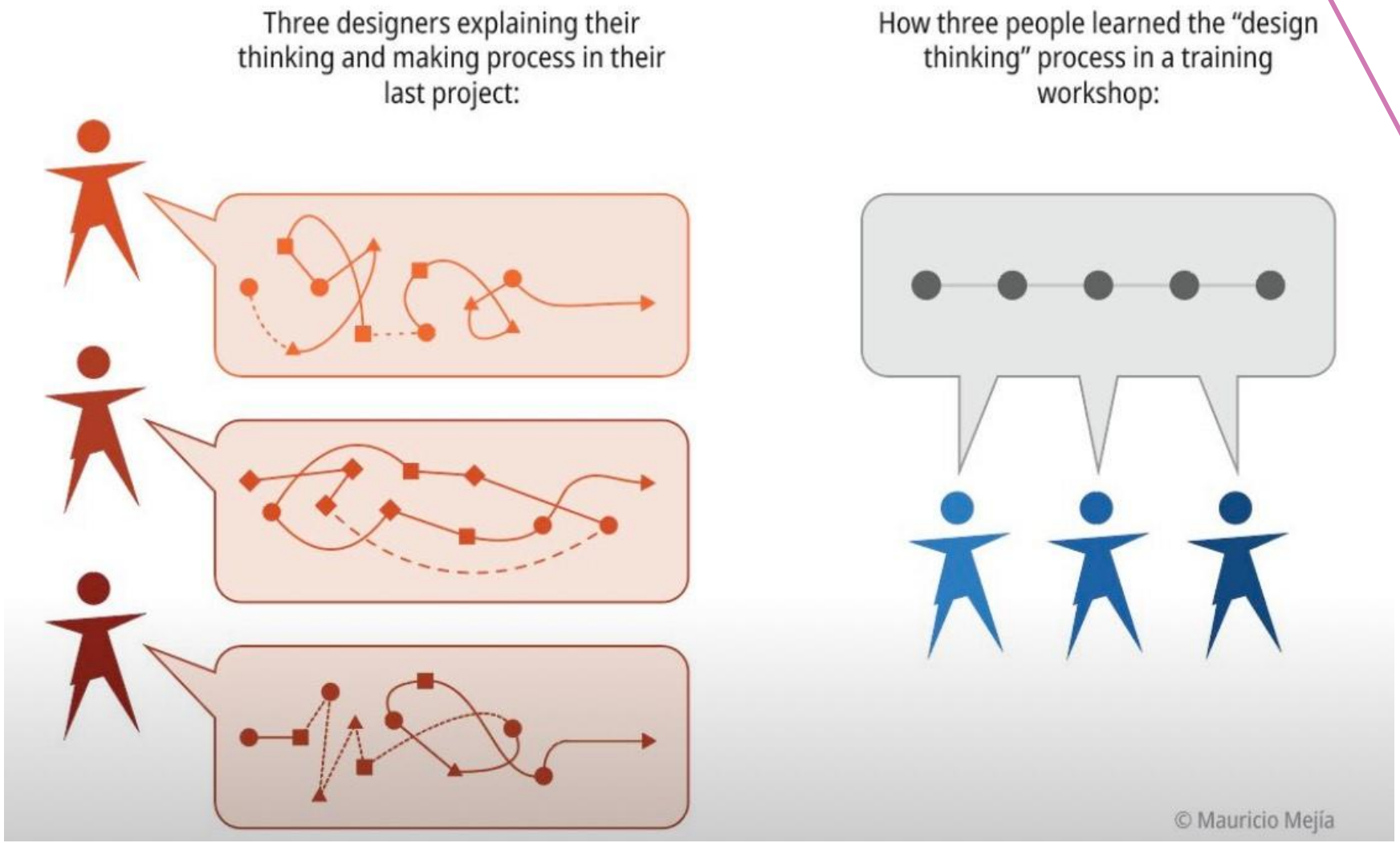
Nothing is ever perfect, even if it's good…

DESIGN *THINKING*



Design Thinking (Stanford d. school)

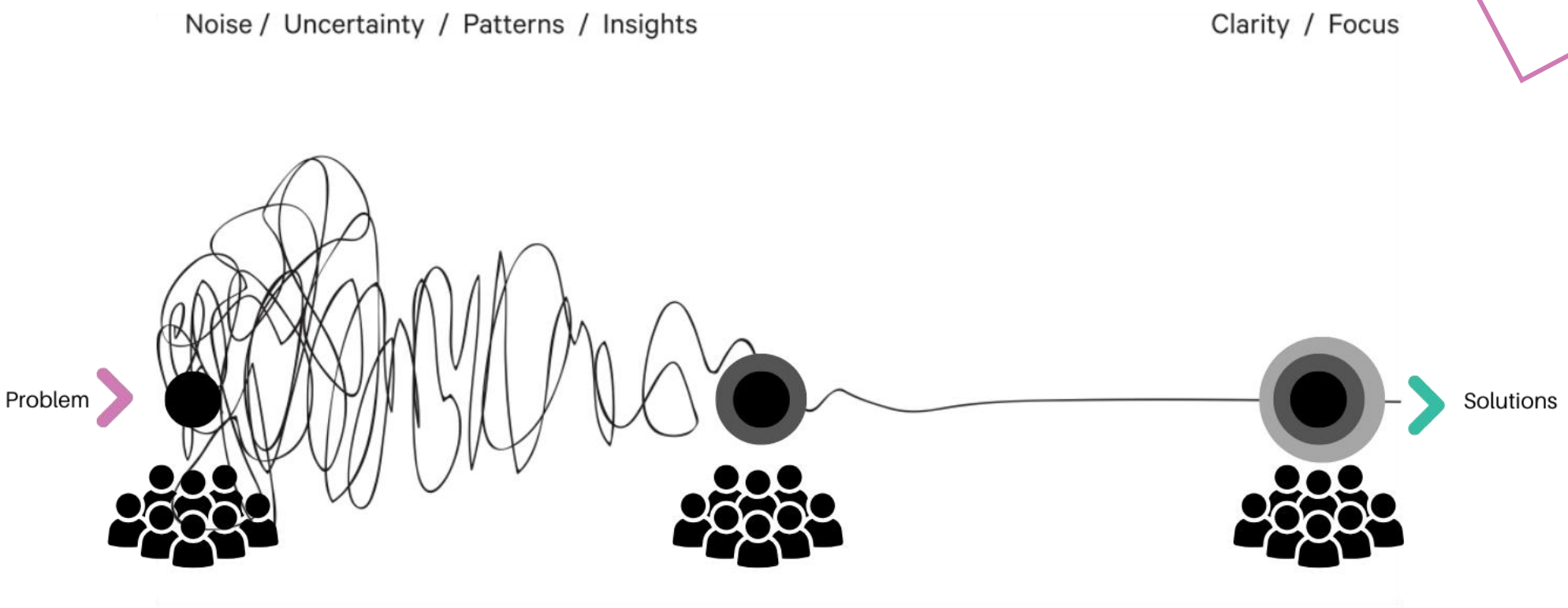
The design process and the “design thinking” process



Mauricio Mejía, Arizona State University

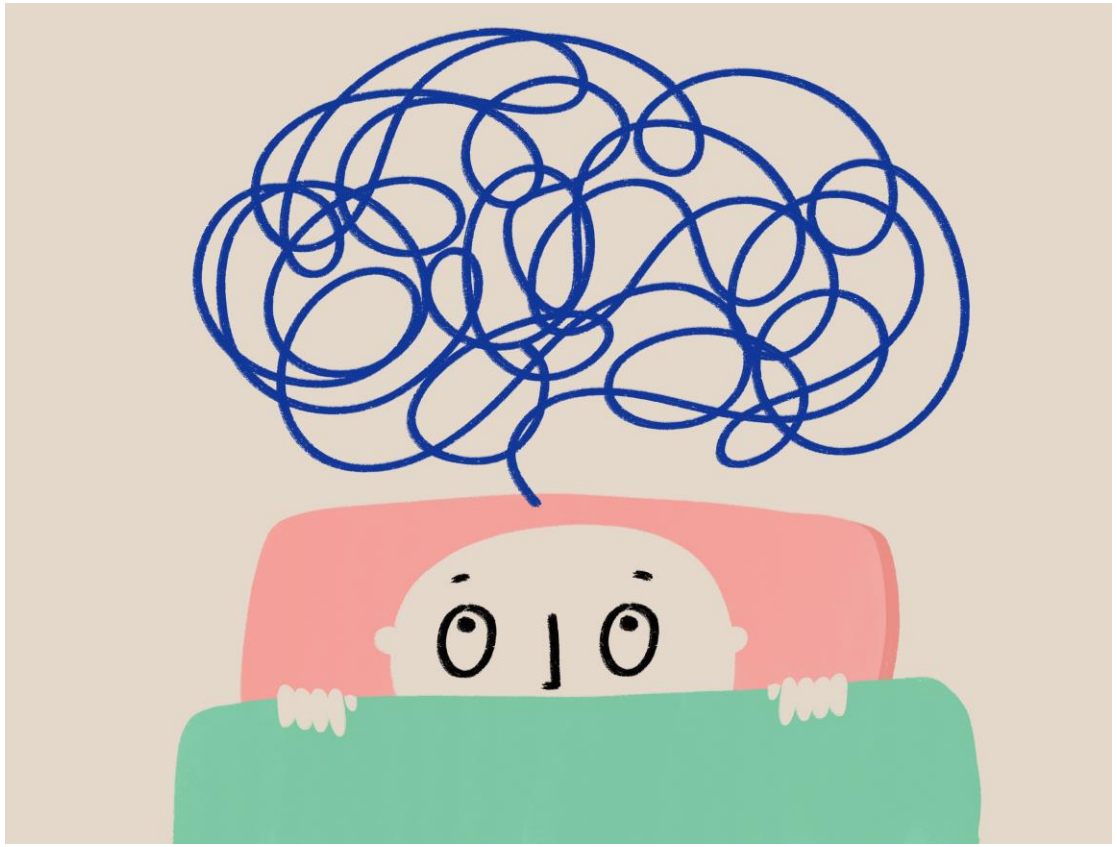
DESIGN *THINKING MODELS*

Design Squiggle



Design squiggle (Damien Newman)

ME AS A THINKER



Are you more of a…

1. design thinker
2. ”from problem straight to the solution” thinker

My takeaway: **how can I move towards a design thinker’s mindset?**

Answer to the chat: number: **takeaway**.

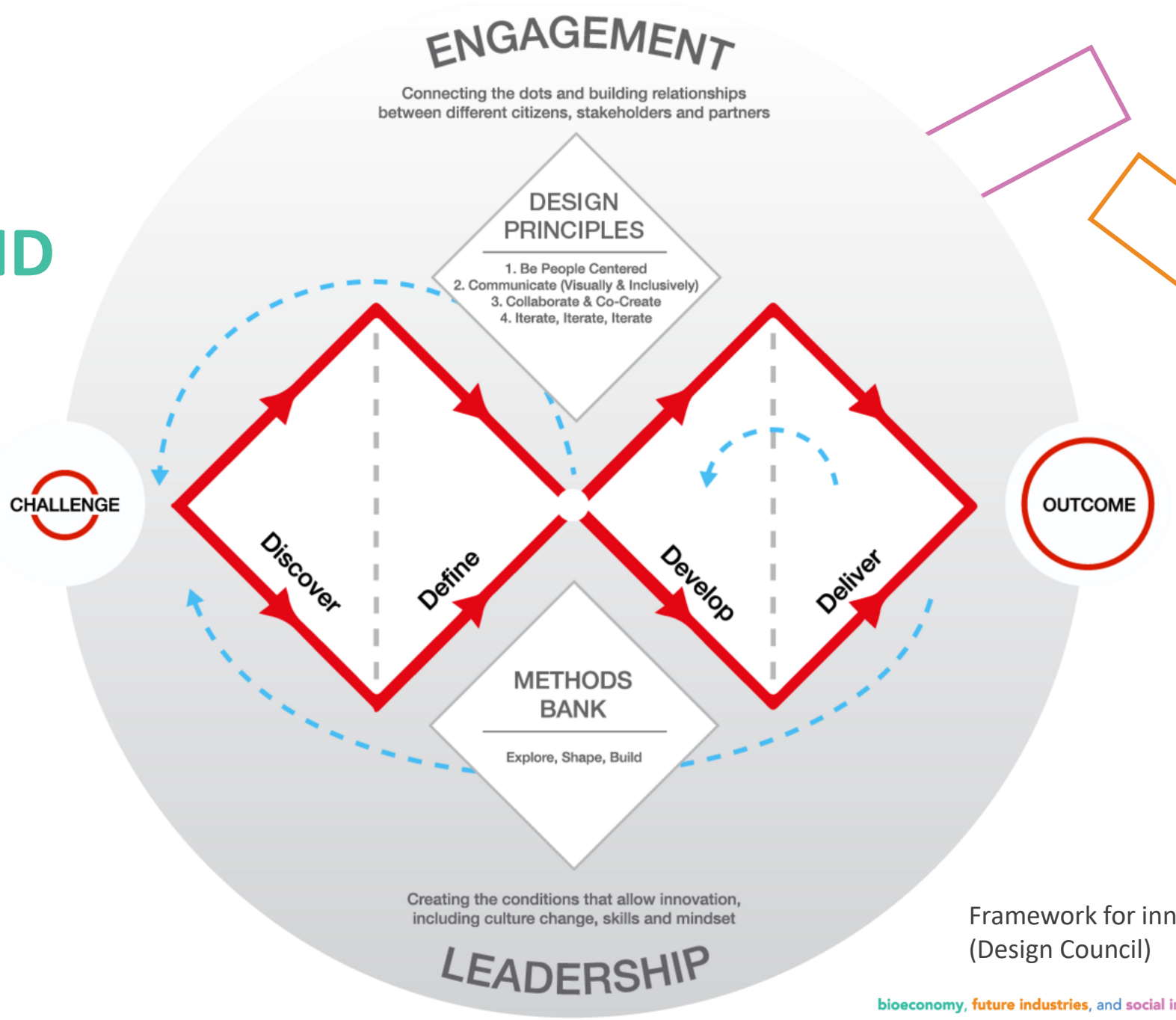
02

DESIGN THINKING AND INNOVATION

DESIGN THINKING AND *INNOVATION*

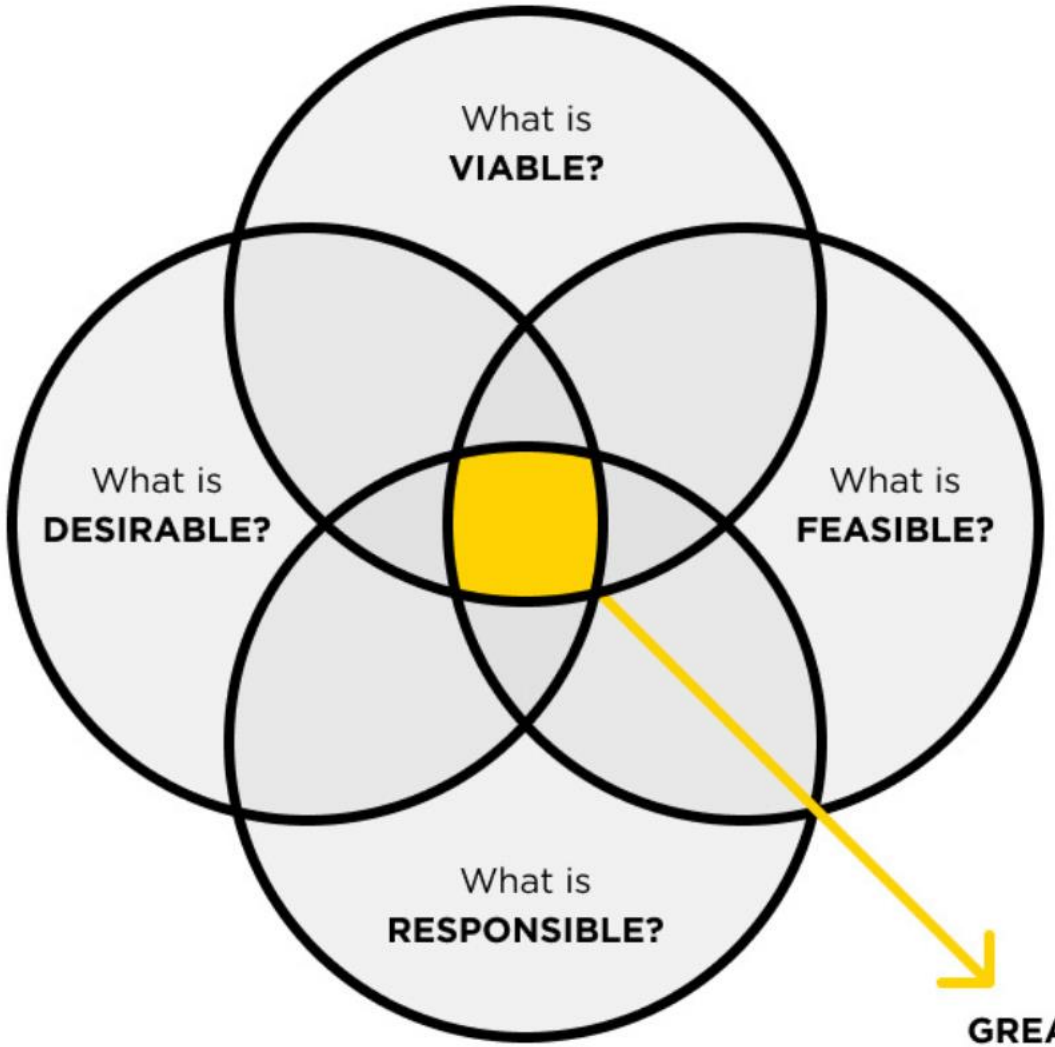
An **innovation** is a novelty that is made concrete, useful and **implemented** to convey value.

(Hero, 2019; mainly following Peschl et al., 2014; Sawyer, 2006; 2009; West and Farr, 1990; Quintane et al. 2011).



Framework for innovation (Design Council)

IDEO U DVFR FRAMEWORK



industries, and social innovation

03

PUTTING DESIGN THINKING IN PRACTICE

LET’S TRY IT OUT!

Step 1: Empathize & Define

Reflect on your typical morning routine. Identify one frustrating or inefficient moment.

LET’S TRY IT OUT!

Step 1: Empathize & Define

Reflect on your typical morning routine. Identify one frustrating or inefficient moment.

Write down: What happens? How does it make you feel? Why is it a problem?

LET’S TRY IT OUT!

Step 2: Ideate and make a quick and dirty prototype
Join a breakout room. Share your morning problems. Brainstorm creative solutions together for one shared problem. Use 'Yes, and...' to build on ideas.

Sketch or describe a quick prototype for a chosen solution in the group. It could be a new habit, a tool or layout change, a digital app idea. Keep it simple and visual.

Step 3: Share & Reflect
Return to the main room for sharing a reflecting.

DESIGN THINKING METHODS

- Understanding the context: observation, interweaving, document analysis, benchmarking
- Switching on empathy: shadowing, day-in-the life of, profiling and building personas
- Trying yourself: mystery shopping and service/product safaris
- Getting creative: brainstorming, Crazy 8, Round Robin
- Selecting and defining: affinity diagram, decision matrix
- Building and testing with others: prototyping

Toolboxes: IDEO, SessionLab… there are many –just Google!

DESIGN THINKING IN PRACTICE

04

WRAP-UP & NEXT STEPS

WRAP-UP

What is your **takeaway** from this session?

Share it in the chat.

WHAT'S NEXT

- **Open session: come with your question**!

- Watch the interview **video** (with Ricardo Galiot)
  https://innoboost.eu/run-innoboot-camp/

- Familiarize yourself with the **reading list** and do the **assignment**

  Read or watch one positive and one critical material about Design Thinking. What can you learn from the material? How design thinking can boost innovation and what might hinder its innovation impacts?

https://bit.ly/BootCampHAMK

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To be continued after one hour:
Join the open session!

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