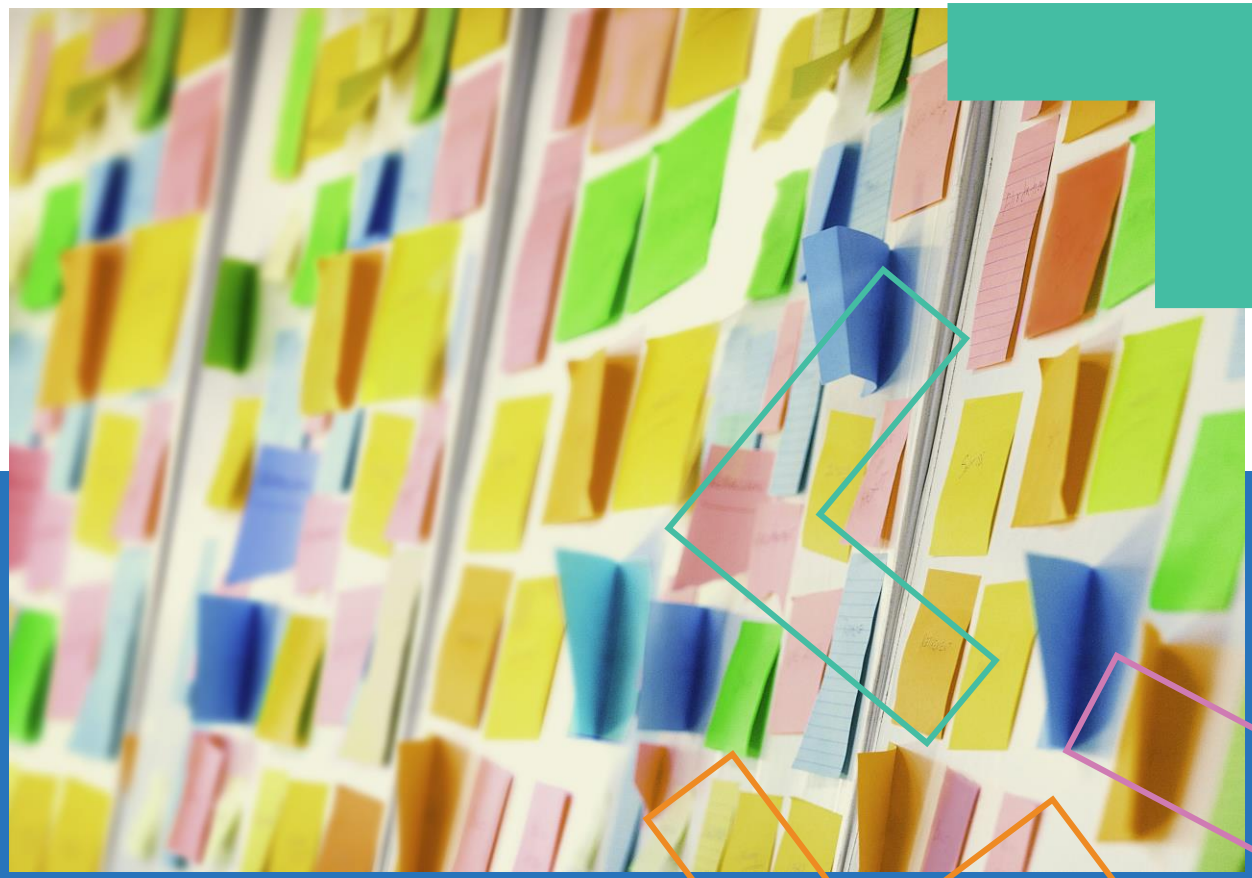
RUN InnoBoost

bioeconomy, future industries, and social innovation



Design Thinking & Research

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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)
- 20 years of work experience in facilitating, researching and teaching change in different organizational and social contexts inside and outside of Finland, incl. as an entrepreneur

COMING UP

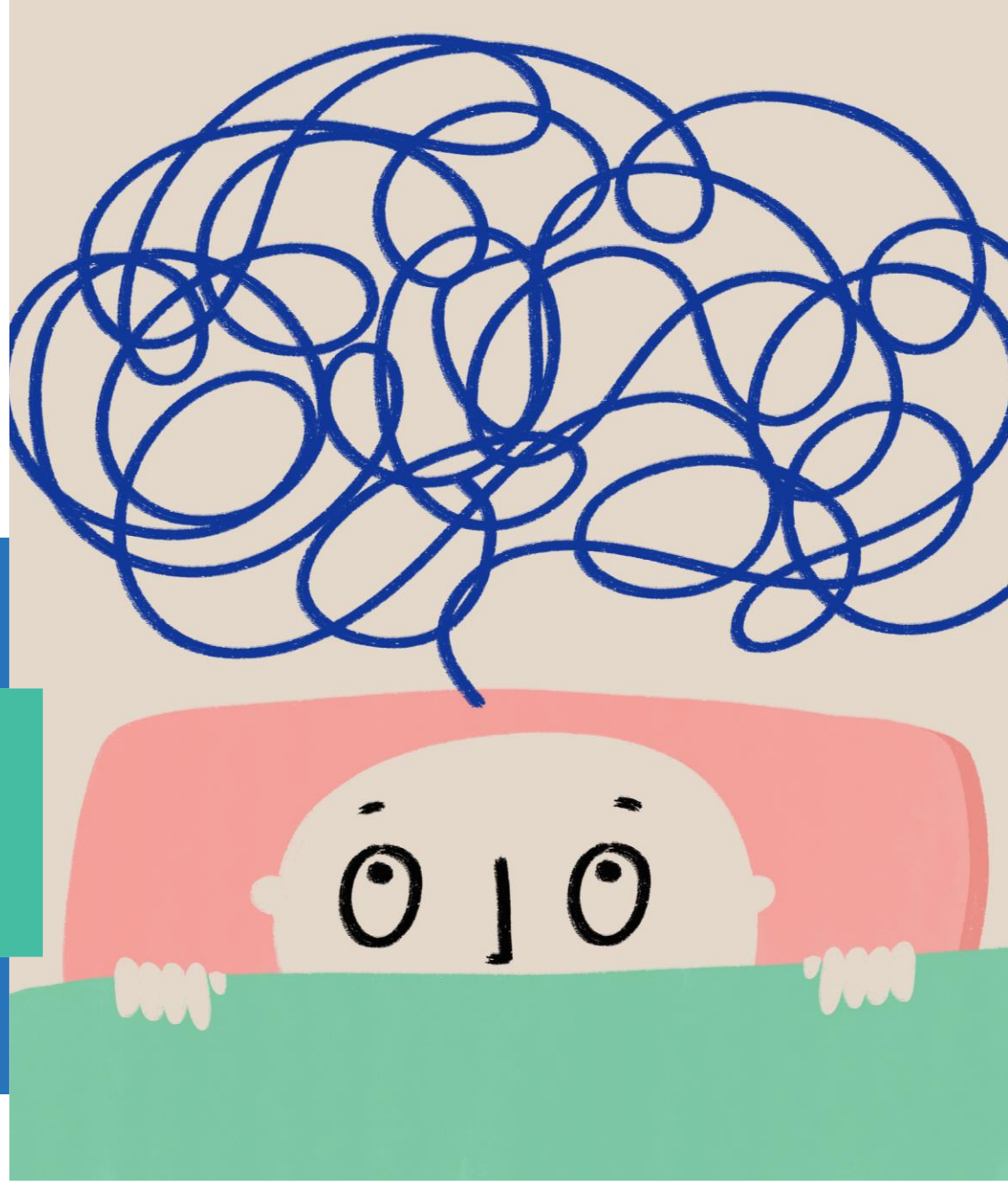
01	What is Design Thinking?
02	How Design Thinking Links to Innovation?
03	How to Combine Design Thinking with Research?
04	Fill the Self-Declaration Form! ☺

CURIOSITY IS AT THE HEART OF INNOVATION

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

01

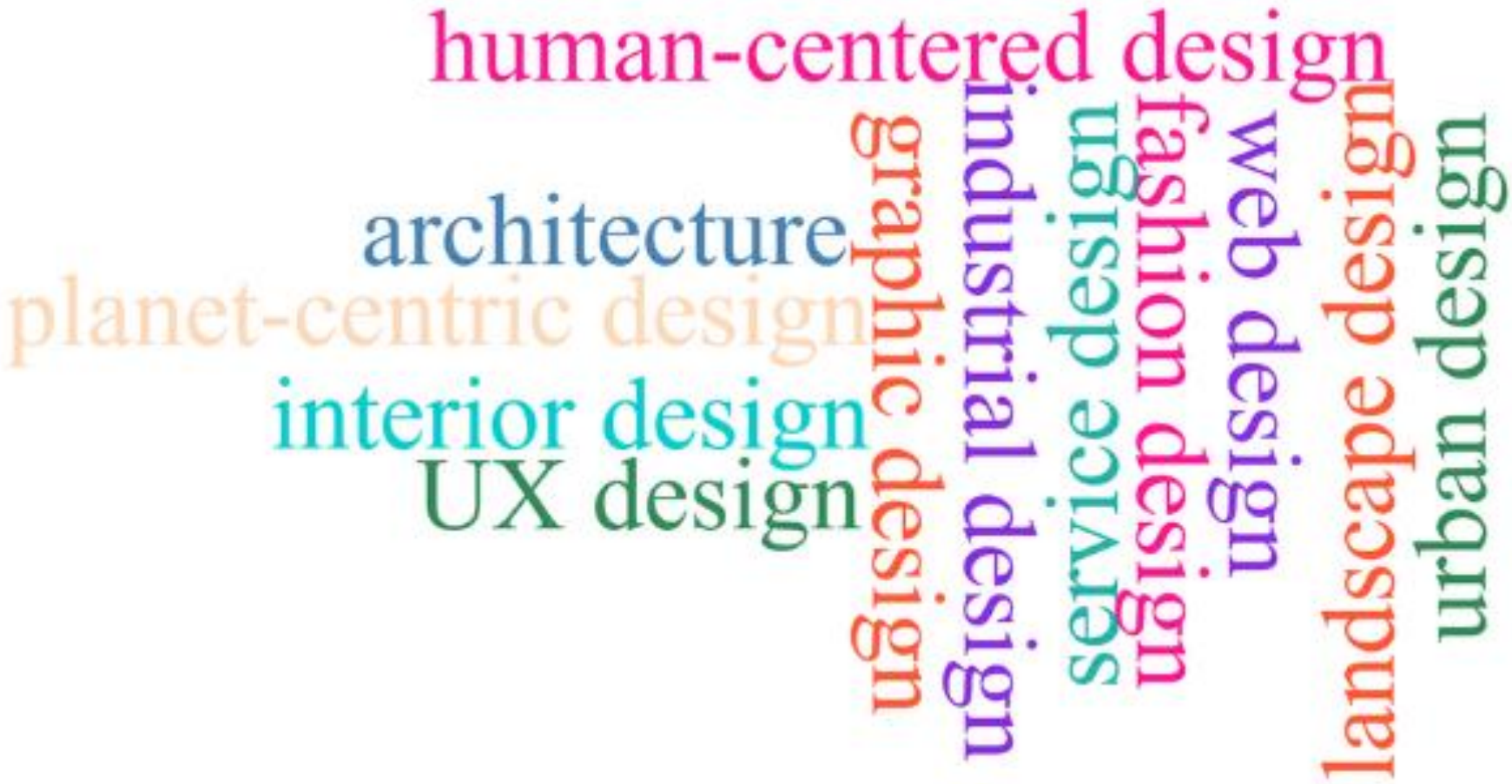
DESIGN THINKING

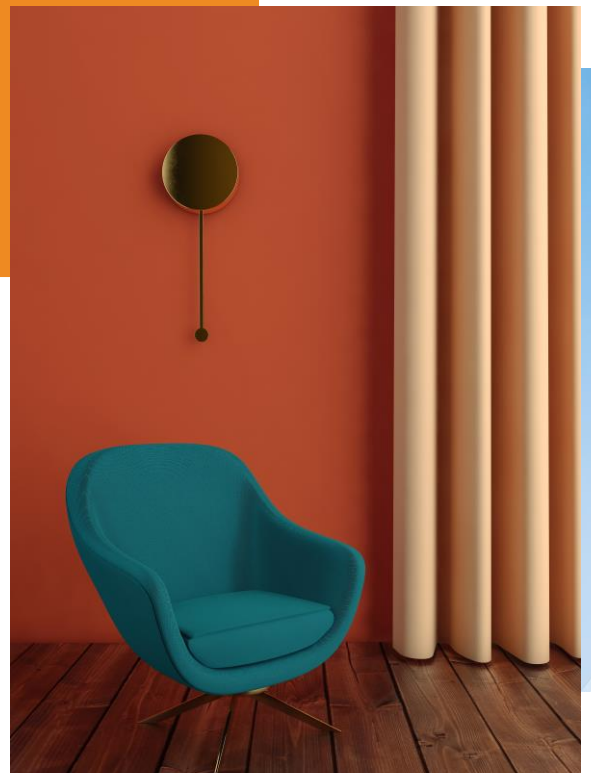


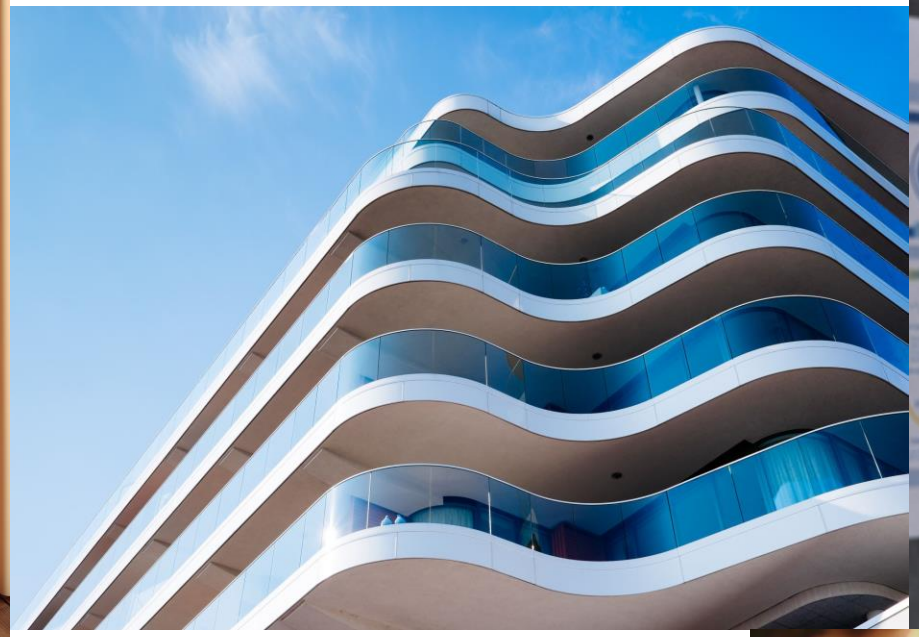
WHAT IS DESIGN?

Take a moment to think about it and write your answer down.

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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VIEW OPPORTUNITIES

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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*

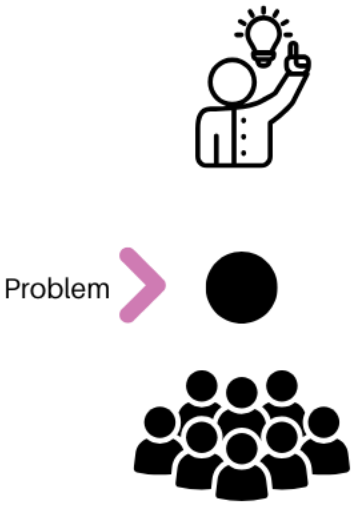
Double Diamond

Problem

Double Diamond (Design Council)

DESIGN *THINKING MODELS*

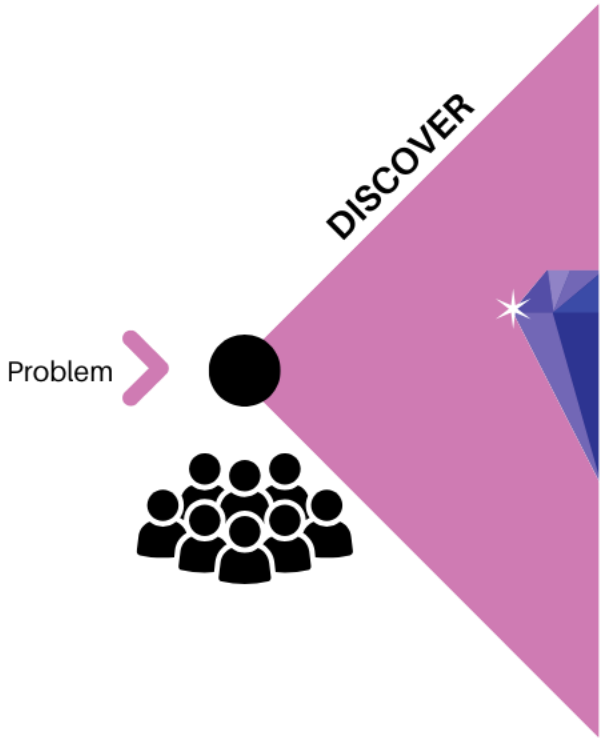
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

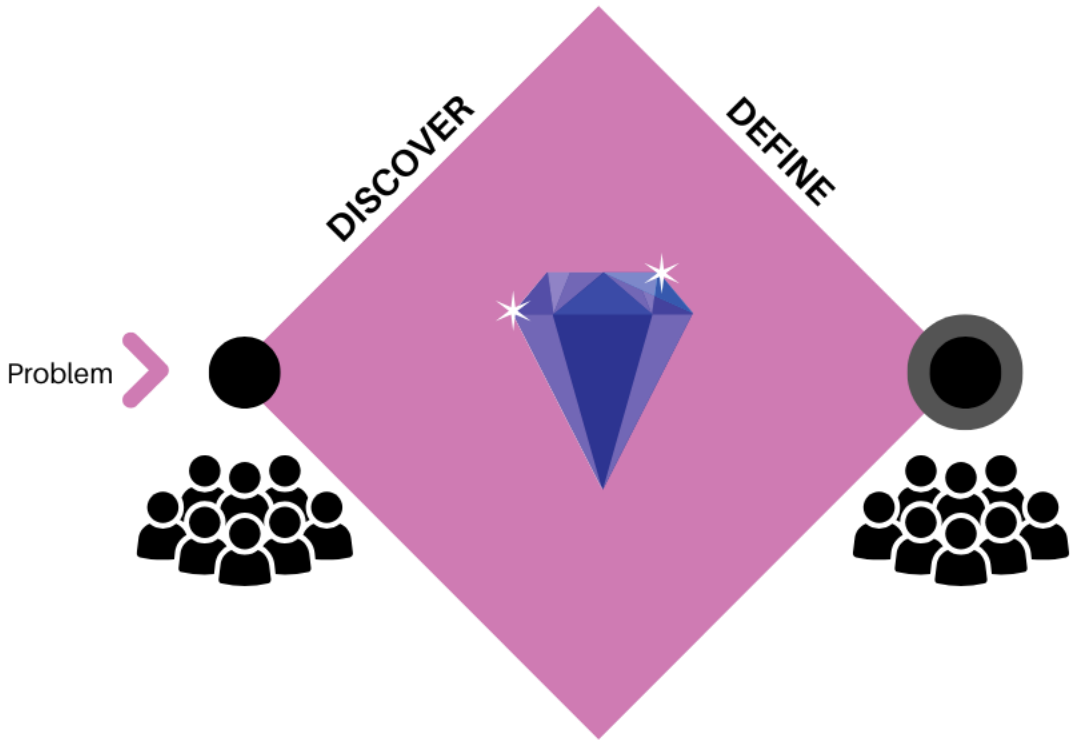
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

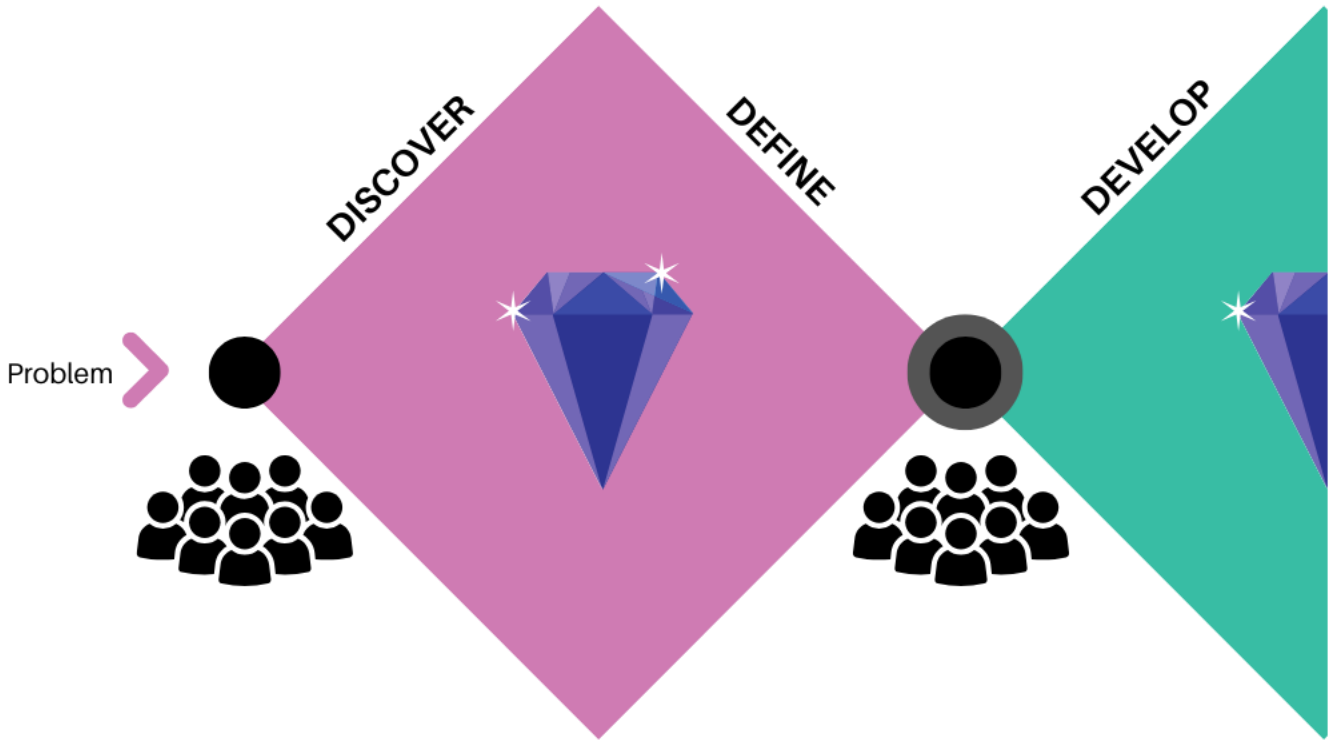
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

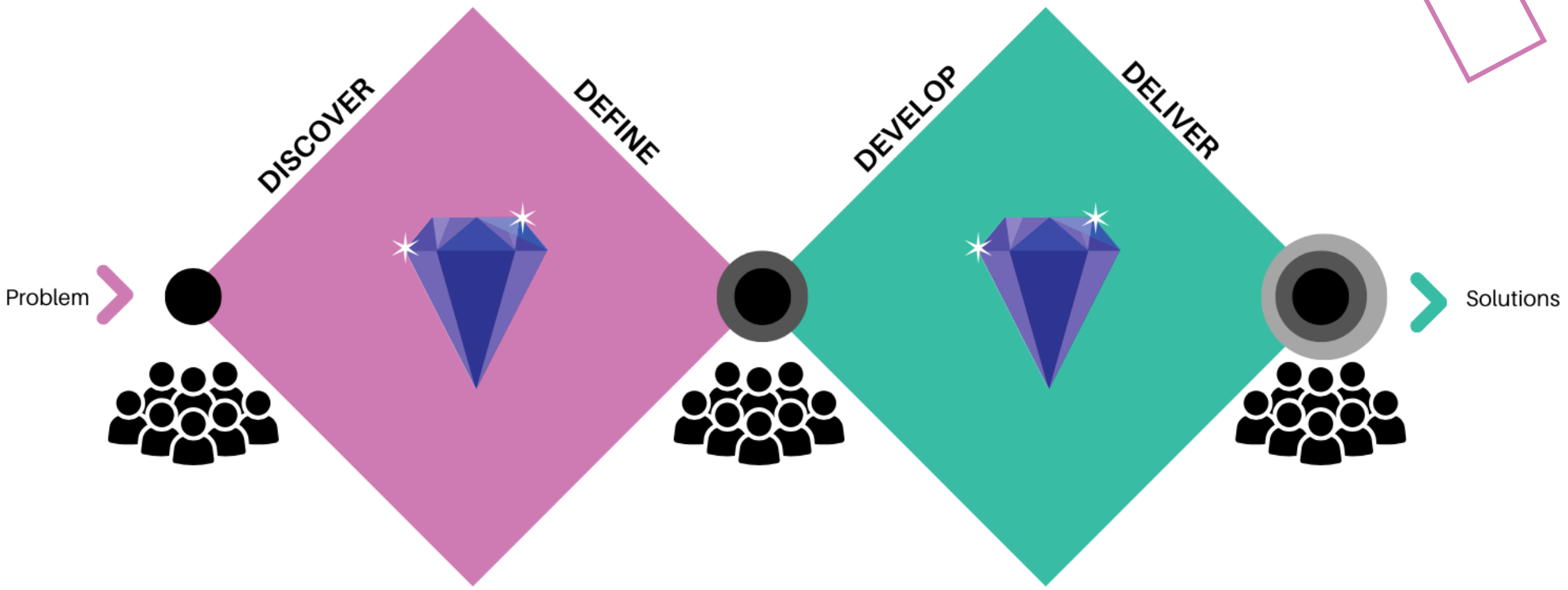
Double Diamond



Double Diamond (Design Council)

DESIGN *THINKING MODELS*

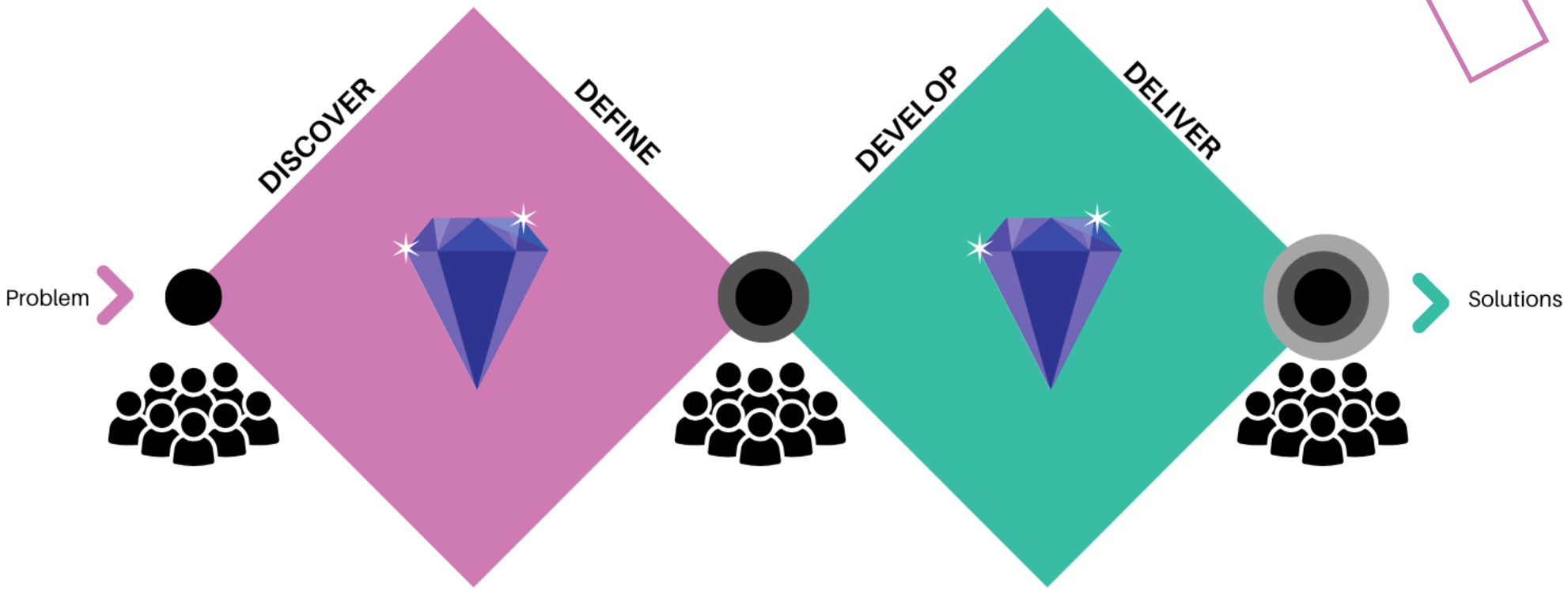
Double Diamond



Double Diamond (Design Council)

Make discoveries about problems

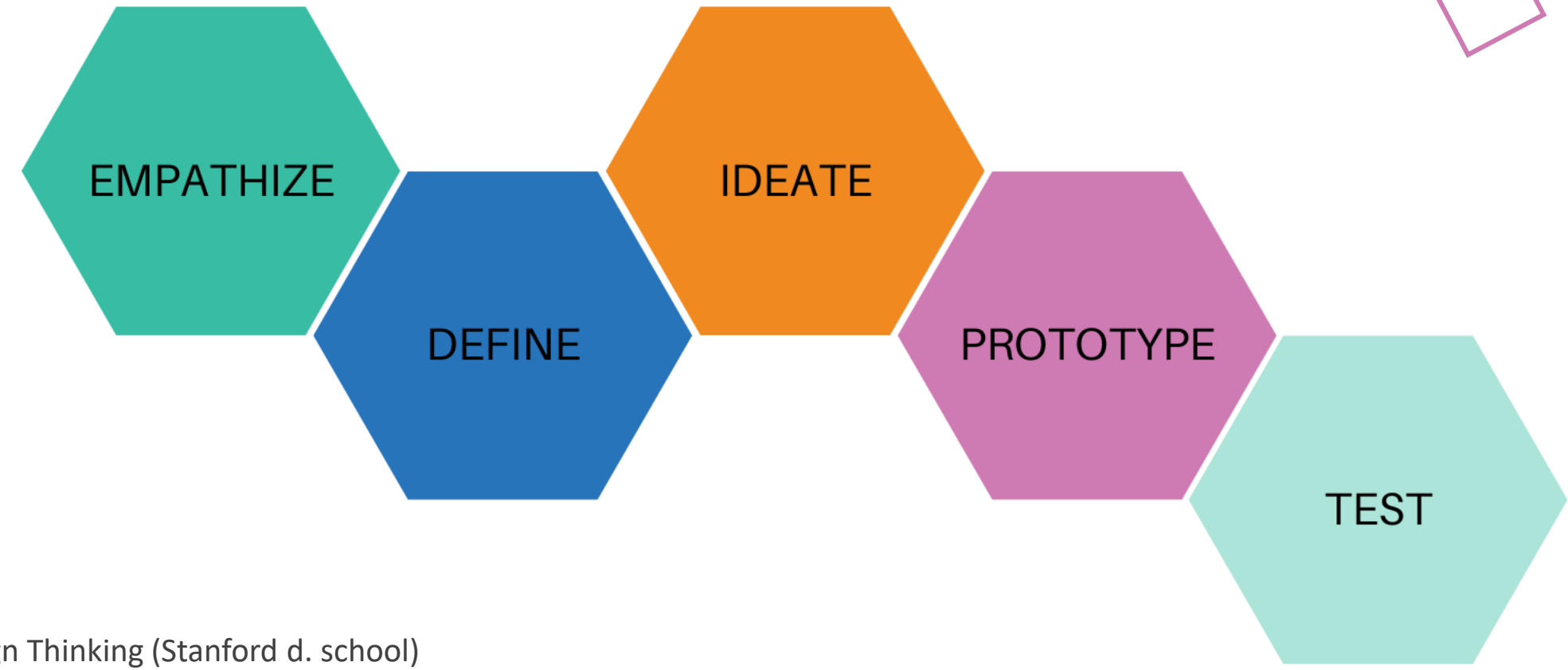
Create possible solutions



Double Diamond (Design Council)

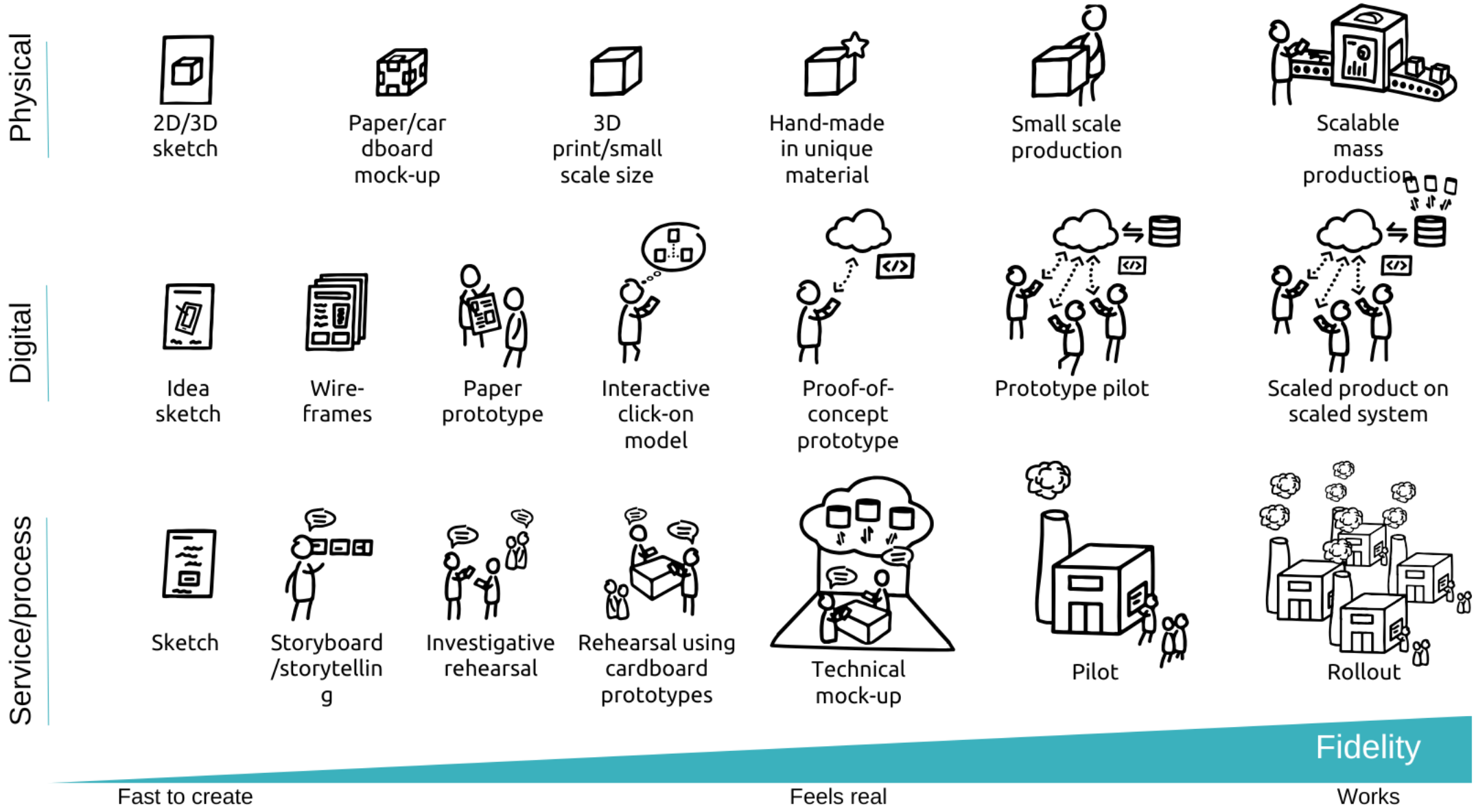
DESIGN *THINKING MODELS*

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)

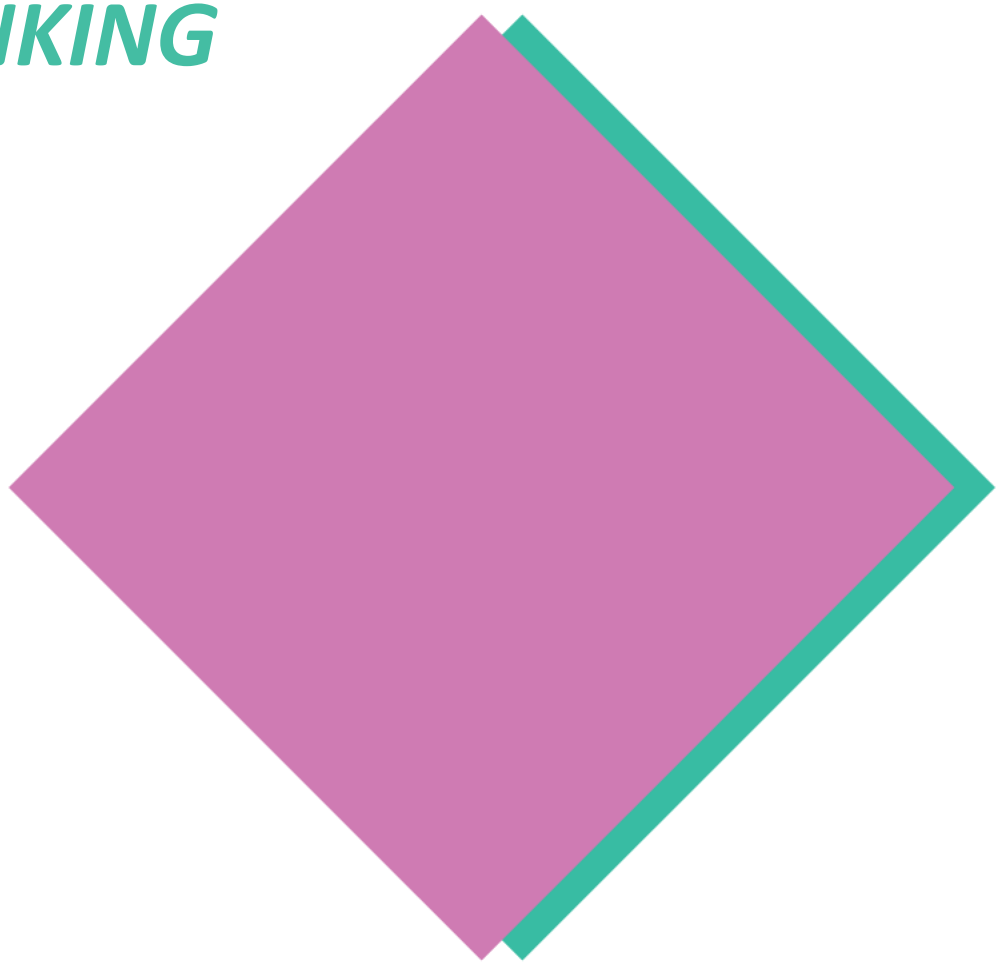
DESIGN *THINKING*

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

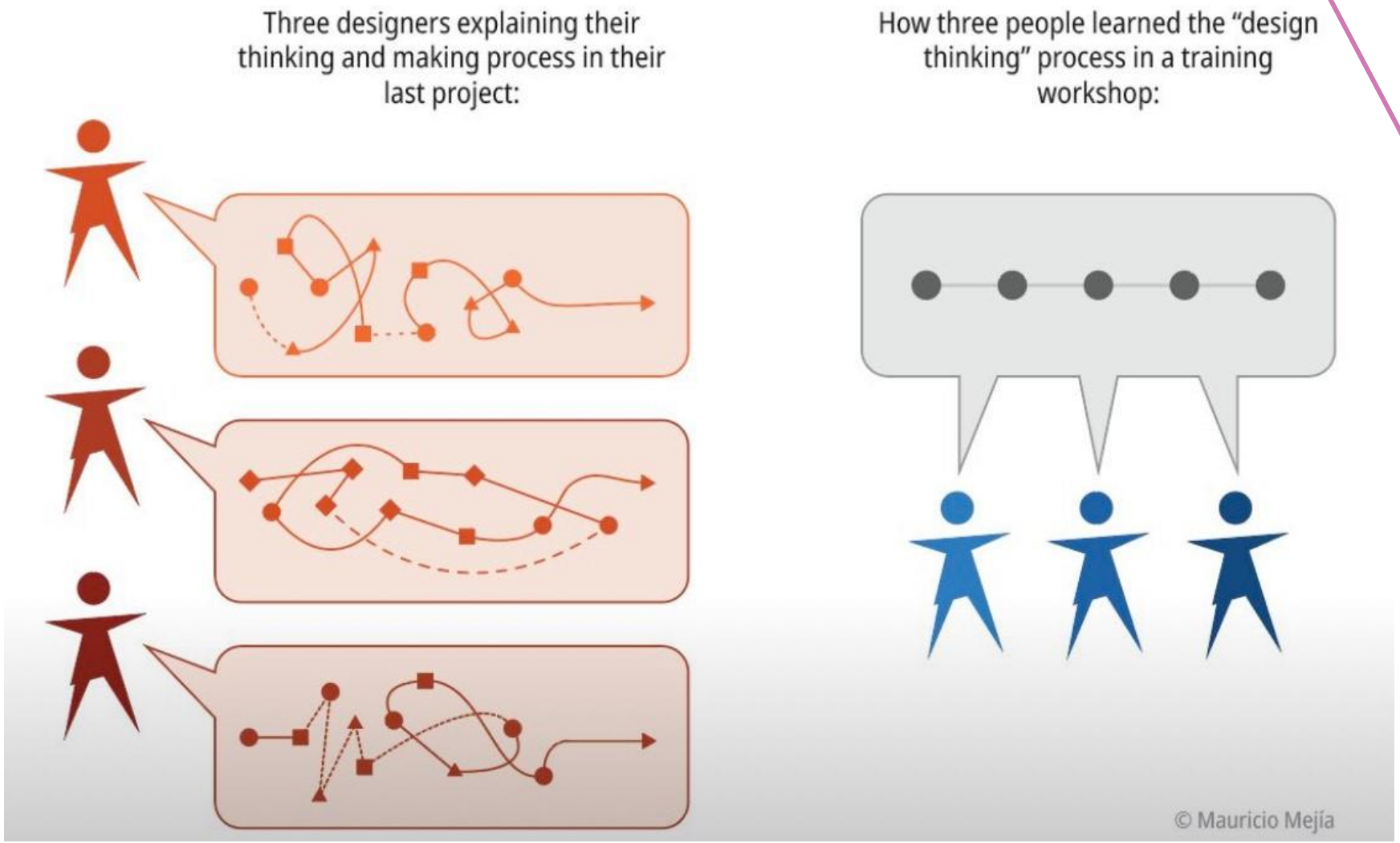
Nothing is ever perfect, even if it's good…

DESIGN *THINKING*



Design Thinking (Stanford d. school)

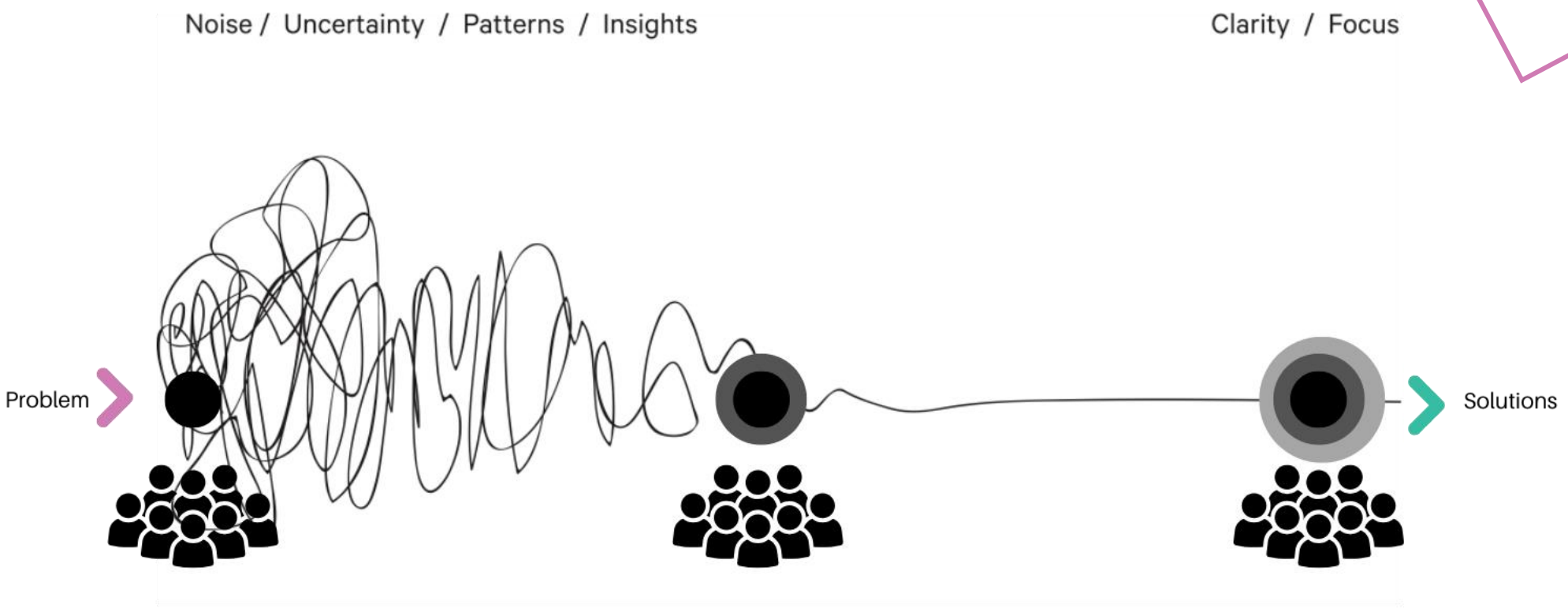
The design process and the “design thinking” process



Mauricio Mejía, Arizona State University

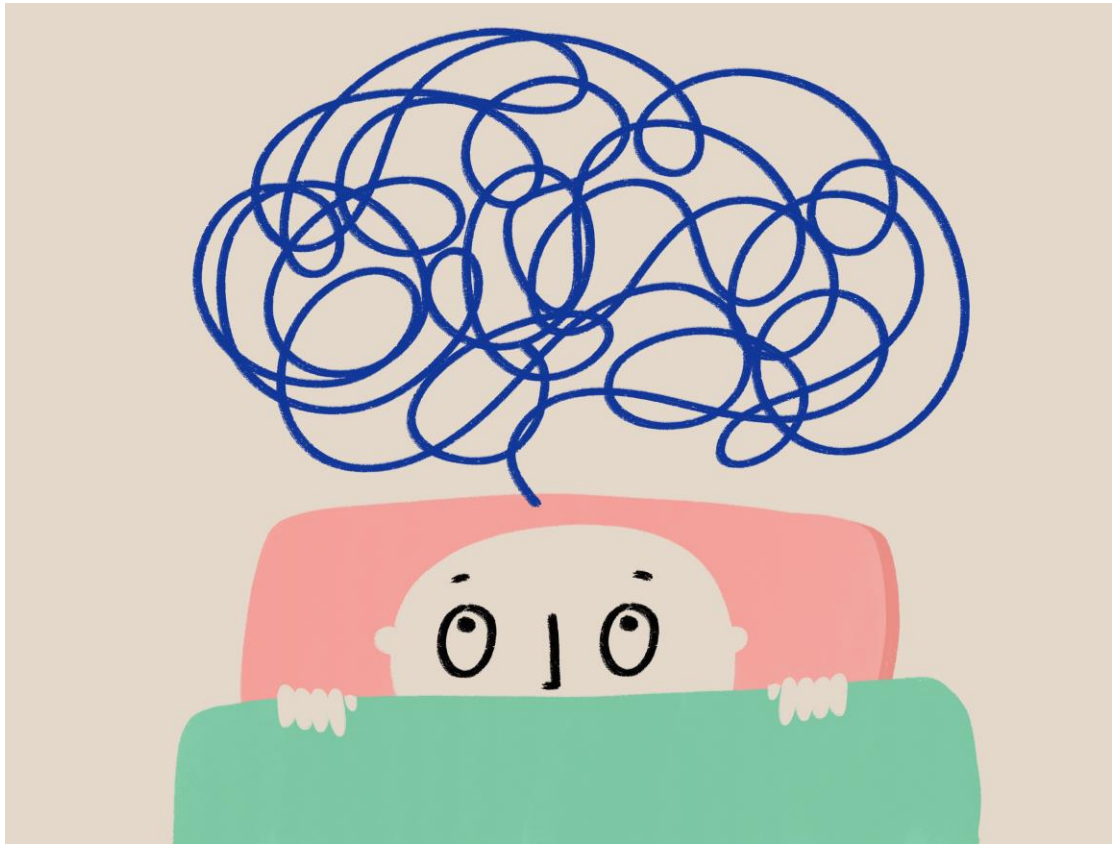
DESIGN *THINKING MODELS*

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?**

Take a moment to write it down.

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

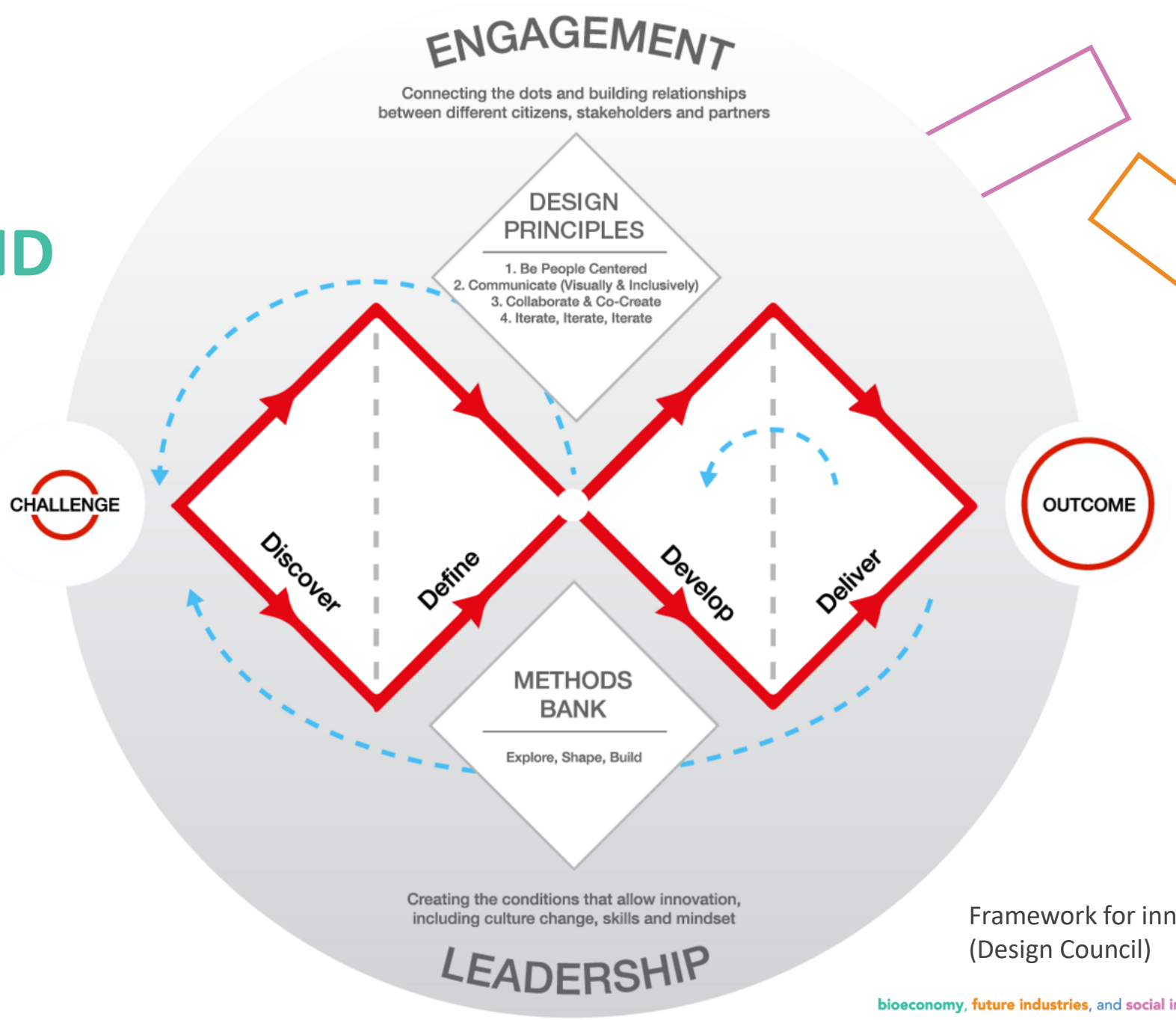
02

DESIGN THINKING AND INNOVATION

DESIGN THINKING AND *INNOVATION*

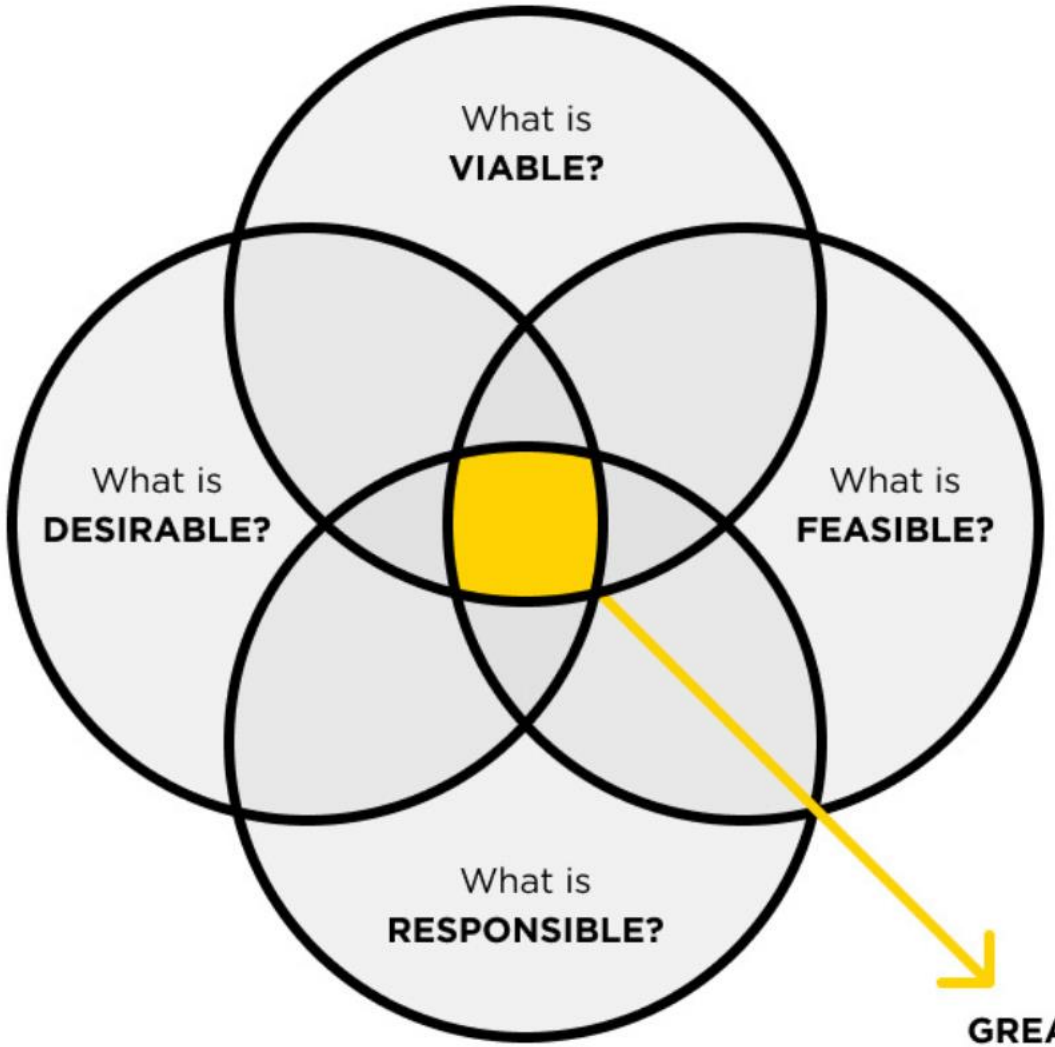
An **innovation** is a novelty that is made concrete, useful and **implemented** to convey value.

(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

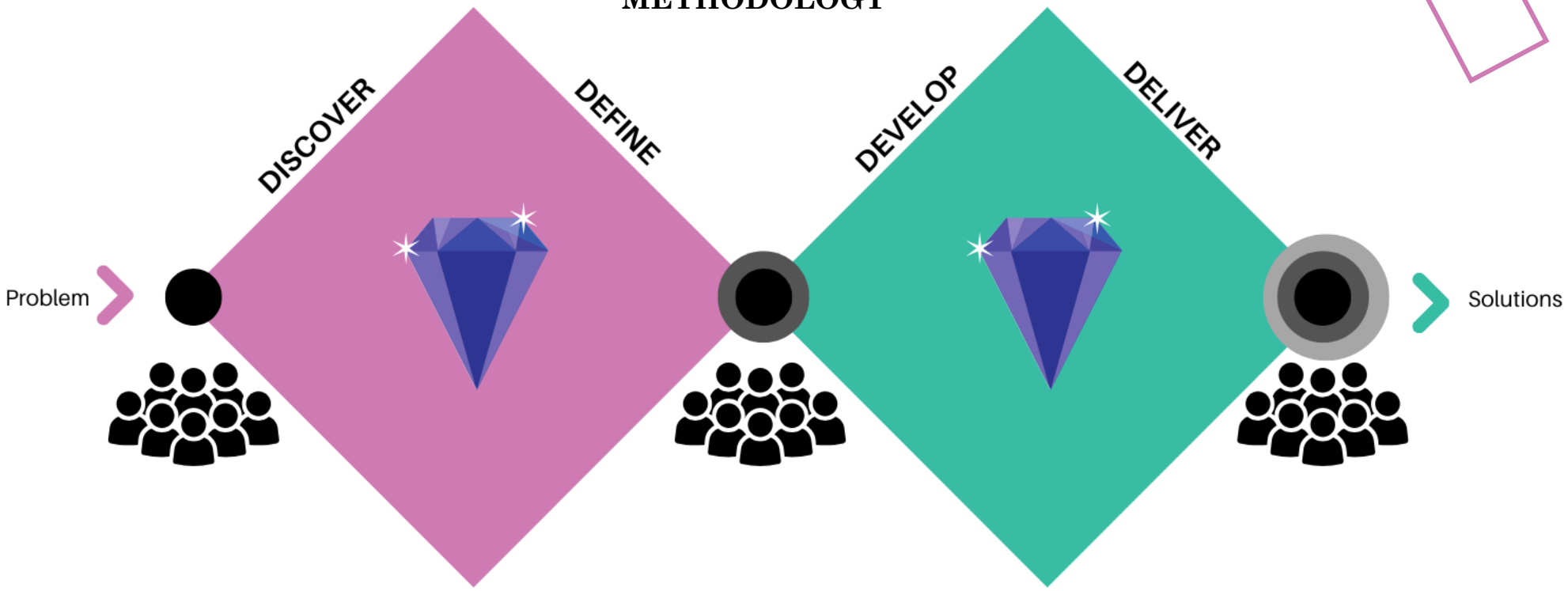
DESIGN THINKING AND RESEARCH

DESIGN THINKING FOR RESEARCH?

Make discoveries about problems

Create possible solutions

RESEARCH METHODOLOGY

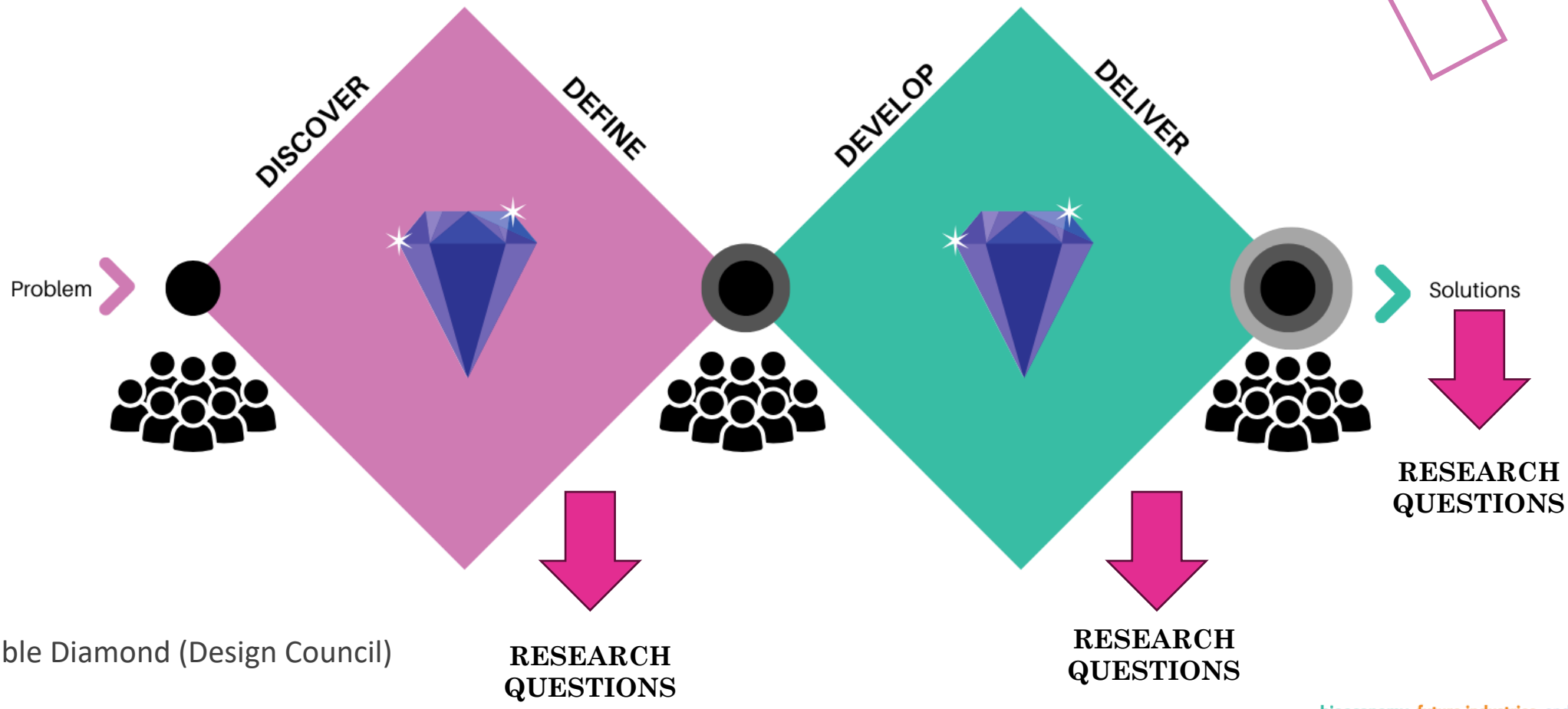


Double Diamond (Design Council)

DESIGN THINKING FOR RESEARCH?

Make discoveries about problems

Create possible solutions



Double Diamond (Design Council)

HOW COULD YOU APPLY DESIGN THINKING IN YOUR RESEARCH?

Write down your ideas and start a conversation with your colleagues.

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Thanks!
Remember to fill the self-declaration form

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