Design Thinking Pedagogy and Practice

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QuickPoll

QUICKPOLL

How much experience do have with Design Thinking?

Select one of the following:

- None at all (That is why I am here)
- Some (but I can always learn more)
- Quite a bit (I could teach this webinar)

Poll in progress for attendees only.

Submit

Defining *design thinking*

"a human-centered innovation process that emphasizes observation, collaboration, fast learning, visualization of ideas, rapid concept prototyping, and concurrent business analysis"

(Lockwood, 2009)

What is Design Thinking?

- Design thinking is a systematic approach to problem solving.

  What would be different if managers thought more like designers?

  Problem solving would be driven by three core beliefs:

  Empathy – Start by establishing a deep understanding of human needs

  Invention – Discover new possibilities

  Iteration – Use the first solutions only as stepping stones to a better one

Design Thinking Tool Kit

process

Need finding

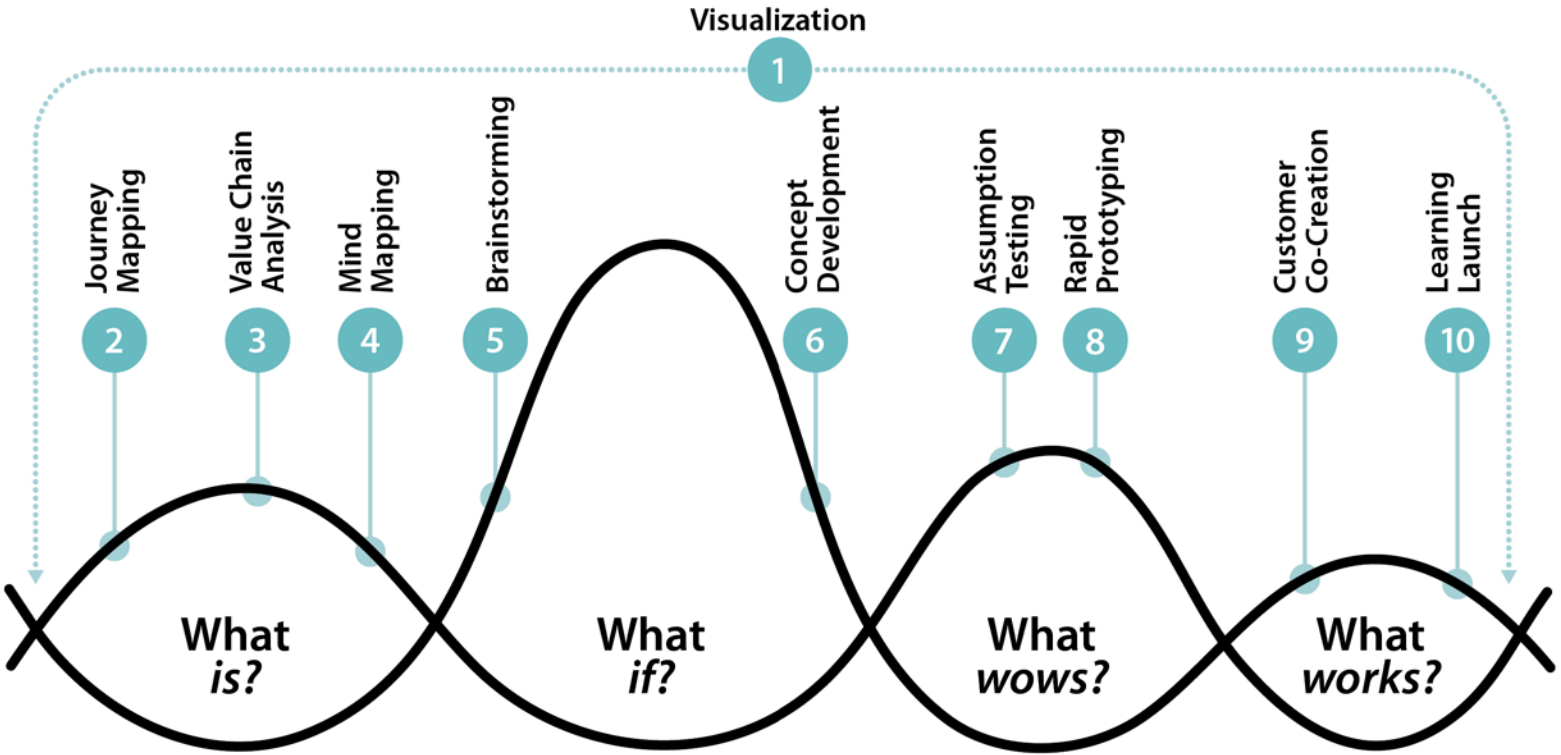
Ideation

Testing

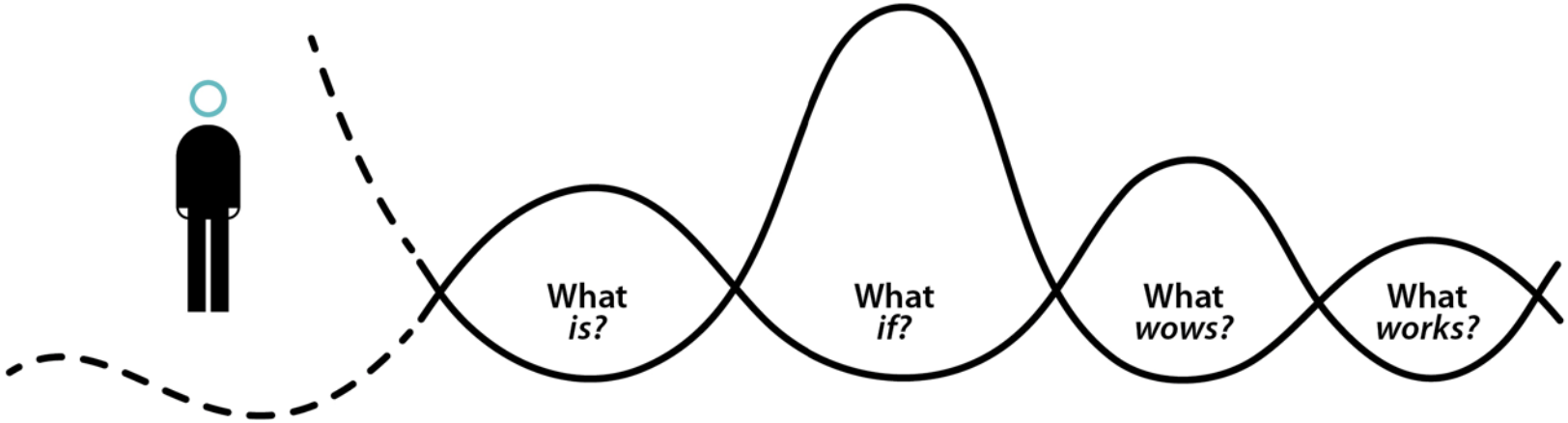
tools

- Visualization
- Ethnography
- Prototyping
- Co-creation
- Design of experiments
- Collaborative sense-making and ideation

Design as a **Tool Kit**



Steps to **Designing For Growth**



1. Identify an Opportunity
2. Scope Your Project
3. Draft Your Design Brief
4. Make Your Plans
5. Do Your Research
6. Identify Insights
7. Establish Design Criteria
8. Brainstorm Ideas
9. Develop Concepts
10. Create Some Napkin Pitches
11. Surface Key Assumptions
12. Make Prototypes
13. Get Feedback from Stakeholders
14. Run Your Learning Launches
15. Design the On-Ramp

Case Study | The Good Kitchen

What *is*?

[Design Tool]

Journey Mapping

Traces the journey of a customer as they experience a product or service.

Case Study | The Good Kitchen

Key Insights

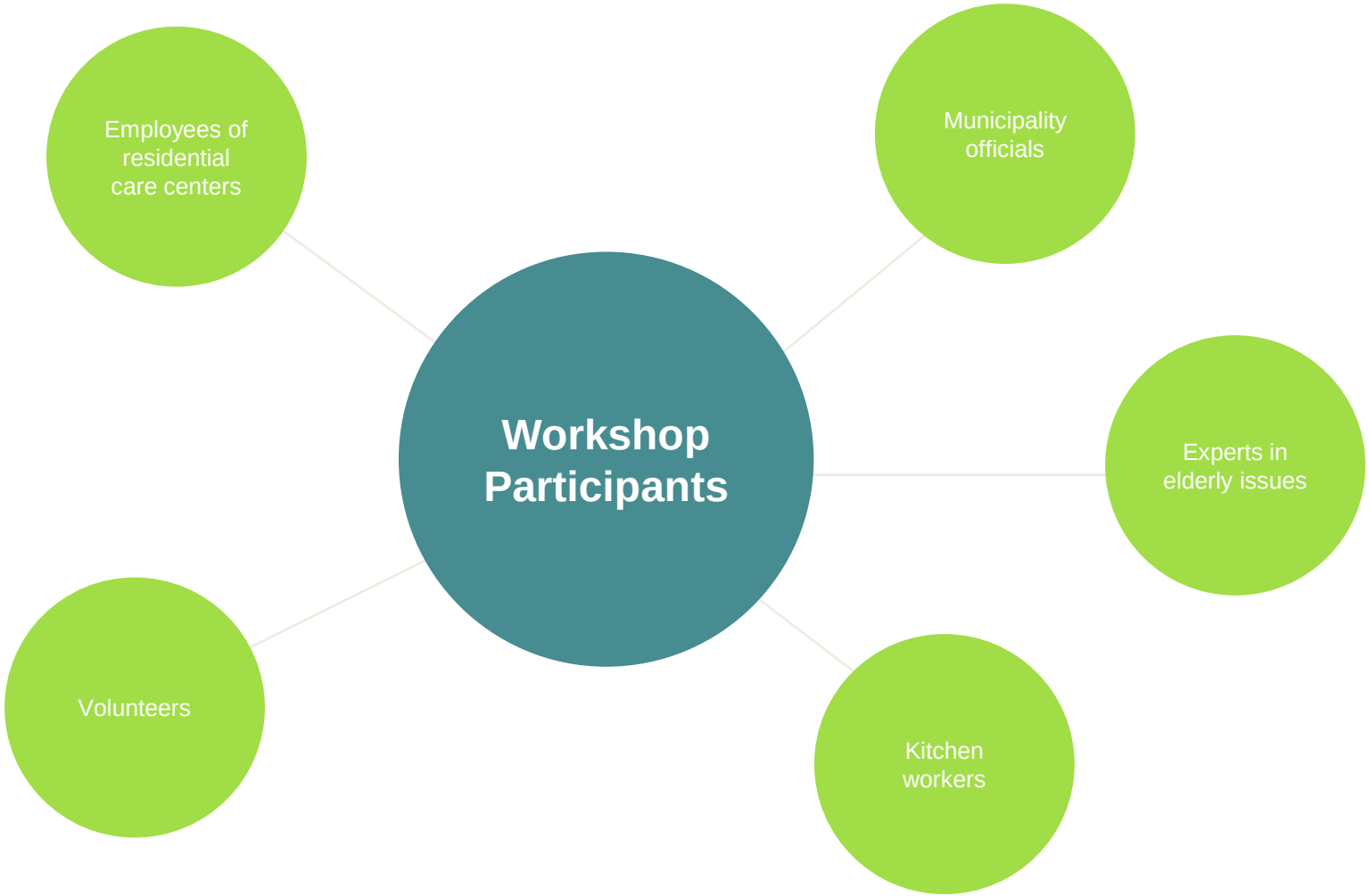
- Seniors were embarrassed to accept government assistance
- Loss of control over food choices was painful
- They were lonely eating alone and missed the seasonal food of their youth.
- Workers were bored and unmotivated creating the same meals day after day

What *if* ?

[Design Tool]

Co-Creation

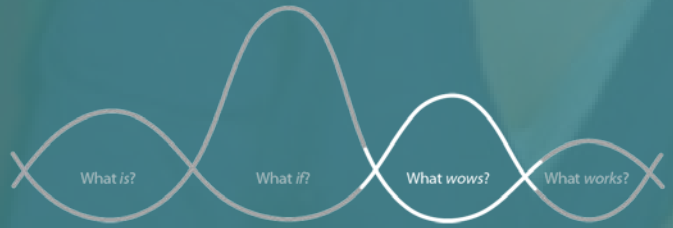
Inviting key stakeholders into the design process.


Workshop Participants
Employees of residential care centers
Municipality officials
Experts in elderly issues
Volunteers
Kitchen workers

What if this public-service food-delivery organization were **a restaurant**?

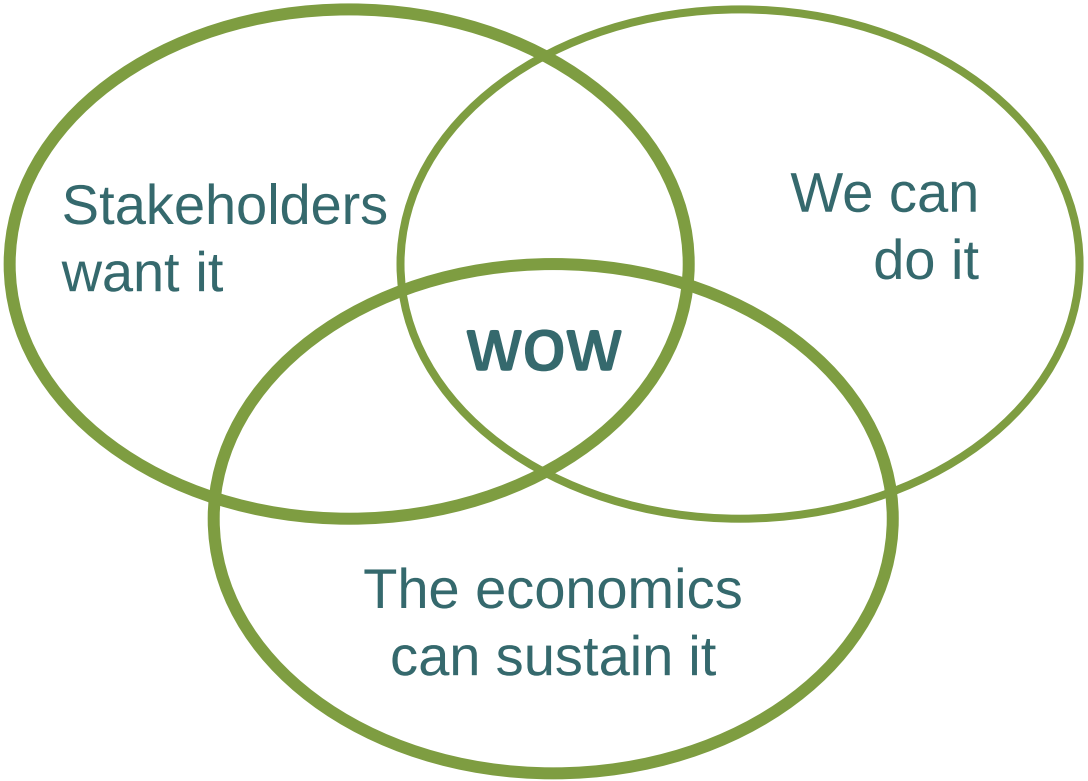
Trigger Questions

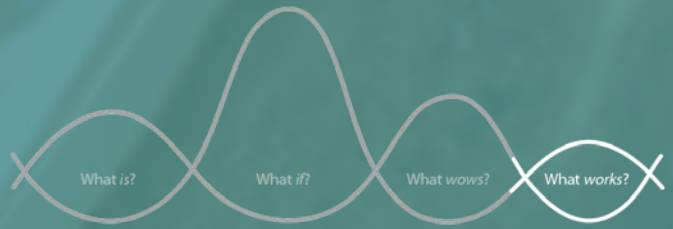
kitchen	→	**restaurant**
cooks	→	**chefs**
vehicles	→	**waiters**
description	→	**menu**



What *wows*?

What wows?


Stakeholders want it
We can do it
WOW
The economics can sustain it



What *works*?

[Design Tool]

Prototyping

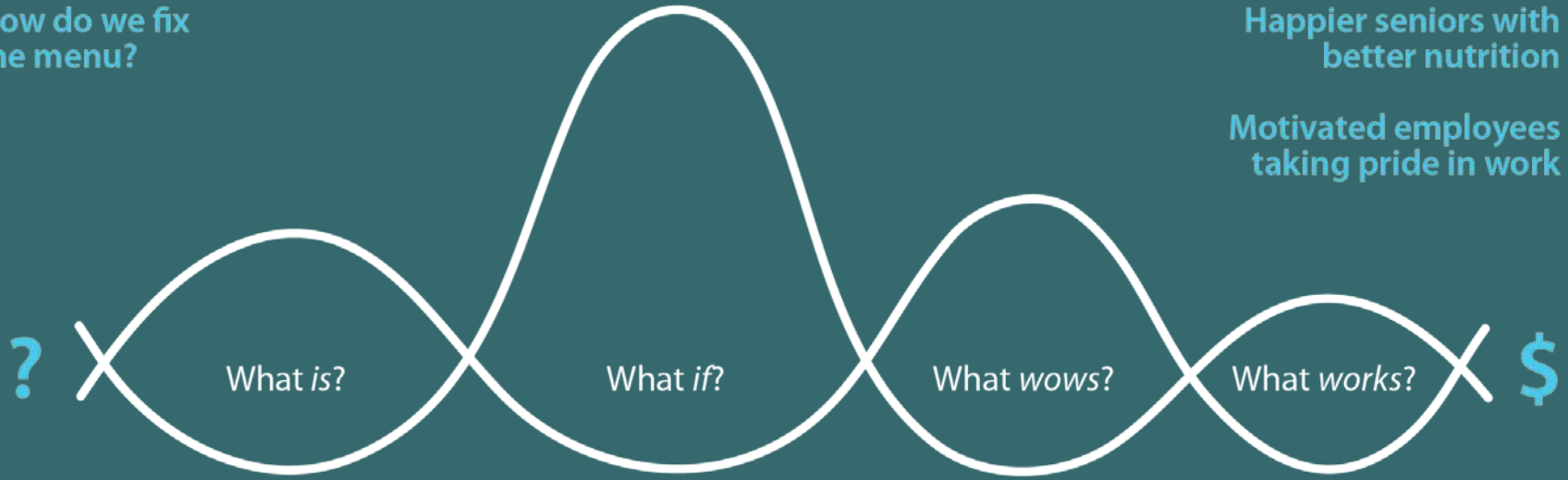
Make it tangible and concrete. Draw a picture, tell a story, take a photo, make a map . . .

Case Study – The Good Kitchen

How do we fix the menu?

Happier seniors with better nutrition

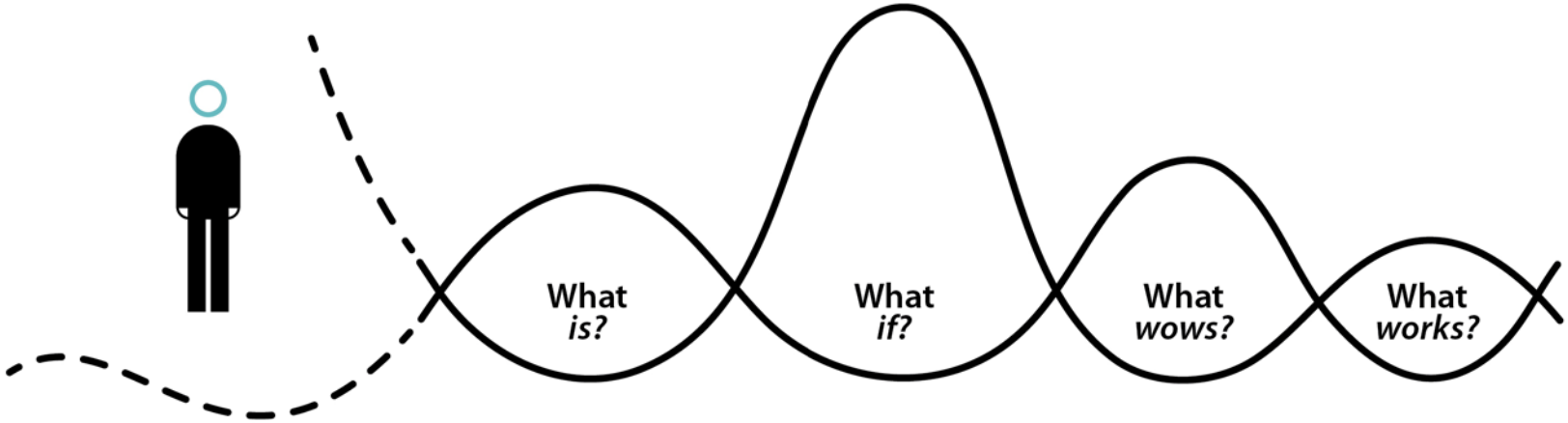
Motivated employees taking pride in work



“If you have professional pride, you’ll also cook good food. Good food has to come from the heart!”

– Anne Marie Nielsen, Director of The Good Kitchen

Steps to **Designing For Growth**



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QuickPoll

QUICKPOLL

How do you plan to teach Design Thinking?

Select one or more of the following:

- ☐ Never-I was just curious to learn more
- ☐ I plan to add an element to an already established course
- ☐ I expect to design my own Design Thinking Course
- ☐ I would like to take an online course to learn more

Poll in progress for attendees only.

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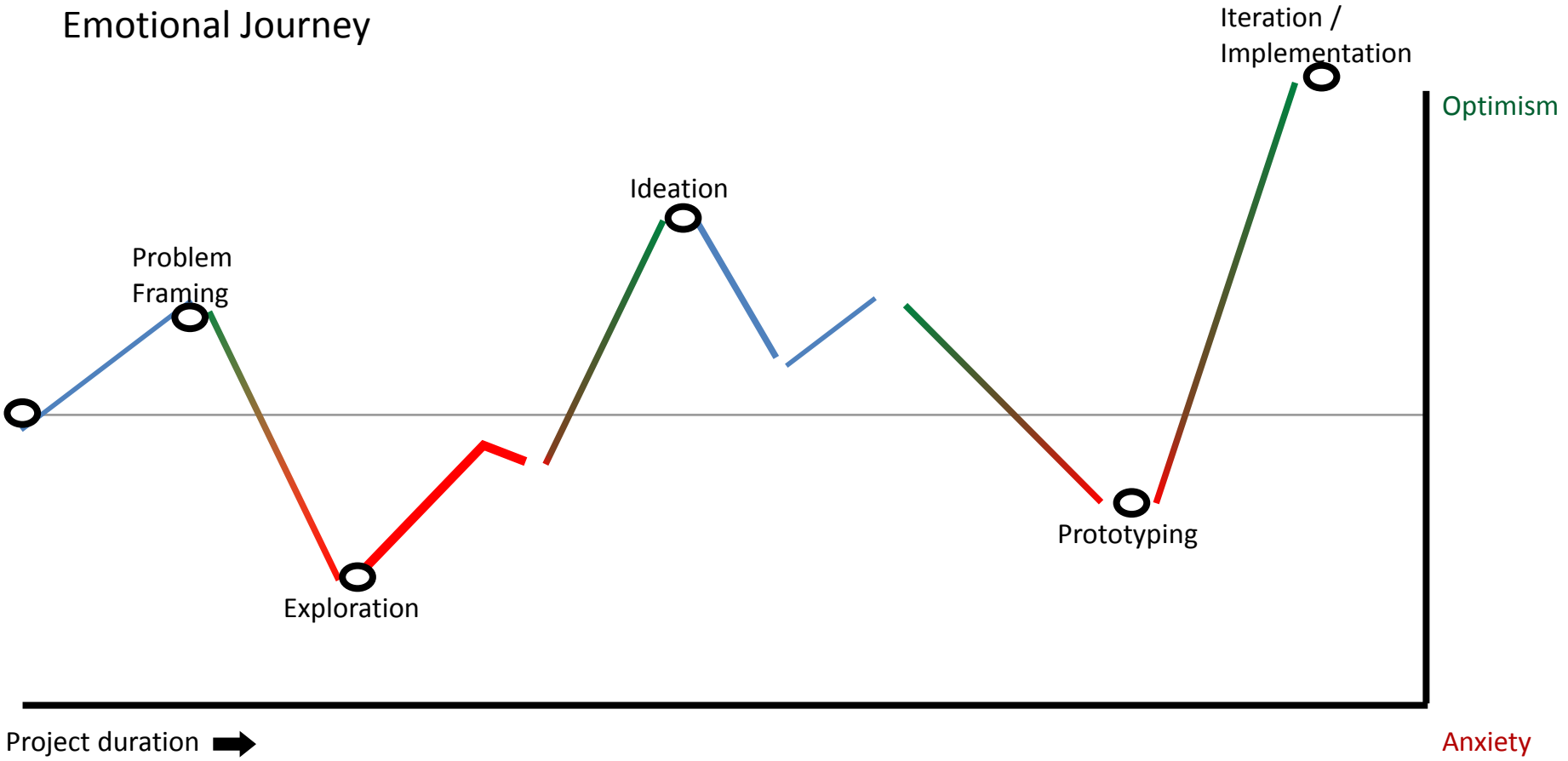
What are the challenges associated with teaching design thinking?

Experimental as well as experiential

Requires a tolerance for both ambiguity *and* inefficiency

The case method builds bad habits

MBAS have not experienced the failure of analytic methodologies



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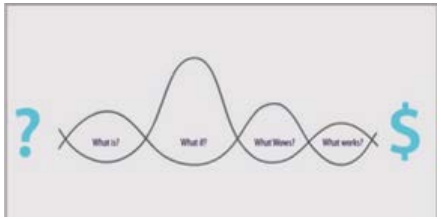
Events

Global Business School Network Webinar
"Design Thinking: Pedagogy and Practice"
9 September 2015
Register online

From the archive:
Design Thinking: A Methodology for Collaborative Problem Solving, featuring Jeanne Liedtka at the Langley Research Center, NASA, June 2014. Video.

Specialization in Design Thinking and Innovation



Design Thinking 1:
Insights to Inspiration

Design Thinking 2:
Ideas to Action

The Innovative Workplace

Advanced Discovery Tools

http://bit.ly/darden-innovation