



**INC
INVENTION
CENTER**



INC Workshop Design Thinking

May, 23rd 2017

Design Thinking – What´s that?



The three **P**illars of Design Thinking:

People:

An interdisciplinary heterogeneous team grows together away from individual thinking towards a we-culture to create ideas far beyond departmental limits. Collaborating teams using their collective intelligence generate sustainable working processes to act faster and deliver remarkable results.

Place:

Ideas come up and grow best in an inspiring and flexible environment. Variable rooms spontaneously adaptable to particular demands: movable writable walls to fix your glimpse thoughts immediately at the spot or to scribble sketches to visualize your flash of genius, developing it further together with your team in stand-up sessions – that´s the place where innovations are born. It´s like **homeland** – it is not just a place but a feeling.

Process:

Design Thinking is not a chaotic way of working with ideas emerging out of the blue, by accident or luck. Instead it is a well structured customer centric way of thinking in several phases with clear rules and guide rails to purposively navigate through the solution space. It is an empathical approach that allows thinking in **possibilities** instead of limitations. It activates the analytical as well as the creative-intuitive mentality. Keep in mind: Your mindset should be like a parachute – it´s always good when it opens.

Design Thinking – What´s that?



From ThinkTank to DoTank

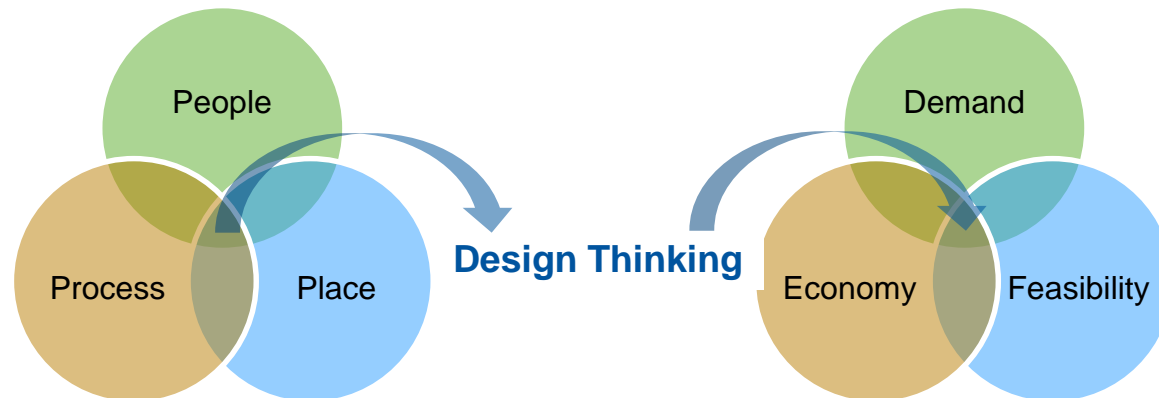
Peter Kreuz in his speech „What will the Economy of tomorrow look like“ declares „Wouldn´t it be great, if we could shift the 70 : 30 balance of exploitation vs. exploration to a rate like 30 : 70?“.

Yes, but Wouldn´t it also be good, if we could shift the innovation flop rate of > 70% in the same size in the same direction. BCG states that more than 70% of all innovations stay far behind the expectations. The main reason is a lack of execution.

From Idea to Prototype

When you leave our space you will take a prototype with you. Depending on the time you spent this is a scetch, a technical drawing or a physical prototype.

„Problems can be complicated – solutions must not“

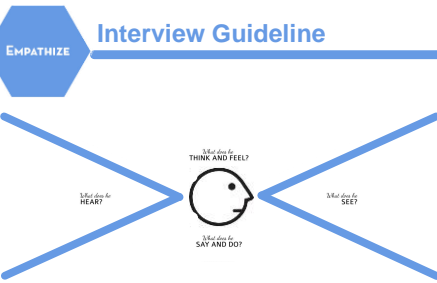


Design Thinking – The 5 Phases



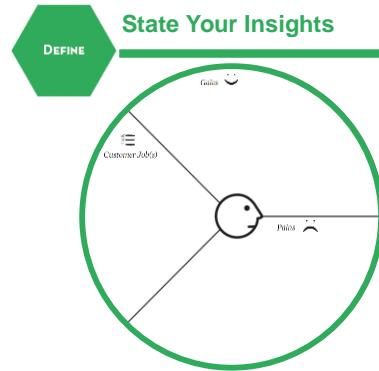
Empathize

Interview Guideline



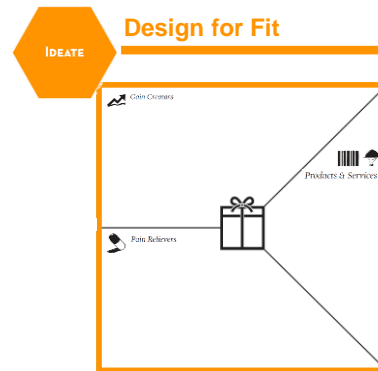
Define

State Your Insights



Ideate

Design for Fit



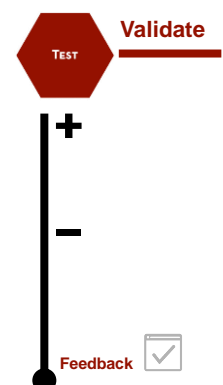
Prototype

Protocept



Validate

Validate



Why?

→ See things „with a fresh set of eyes“

HOW?

→ Engage & Observe

WHAT?

→ Understanding the people

Why?

→ Your POV defines the „right“ challenge

HOW?

→ Set POV including “user, need, insight”

WHAT?

→ Focusing on the design space

Why?

→ From problems to creating solutions

HOW?

→ generation of ideas without evaluation

WHAT?

→ Idea generation

Why?

→ To ideate and problem-solve

HOW?

→ Just start building

WHAT?

→ Low resolution prototypes

Why?

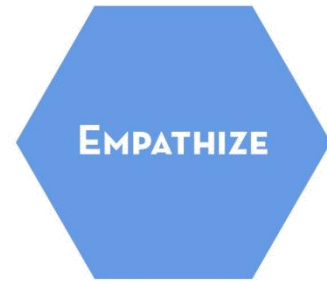
→ To refine solutions & POV

HOW?

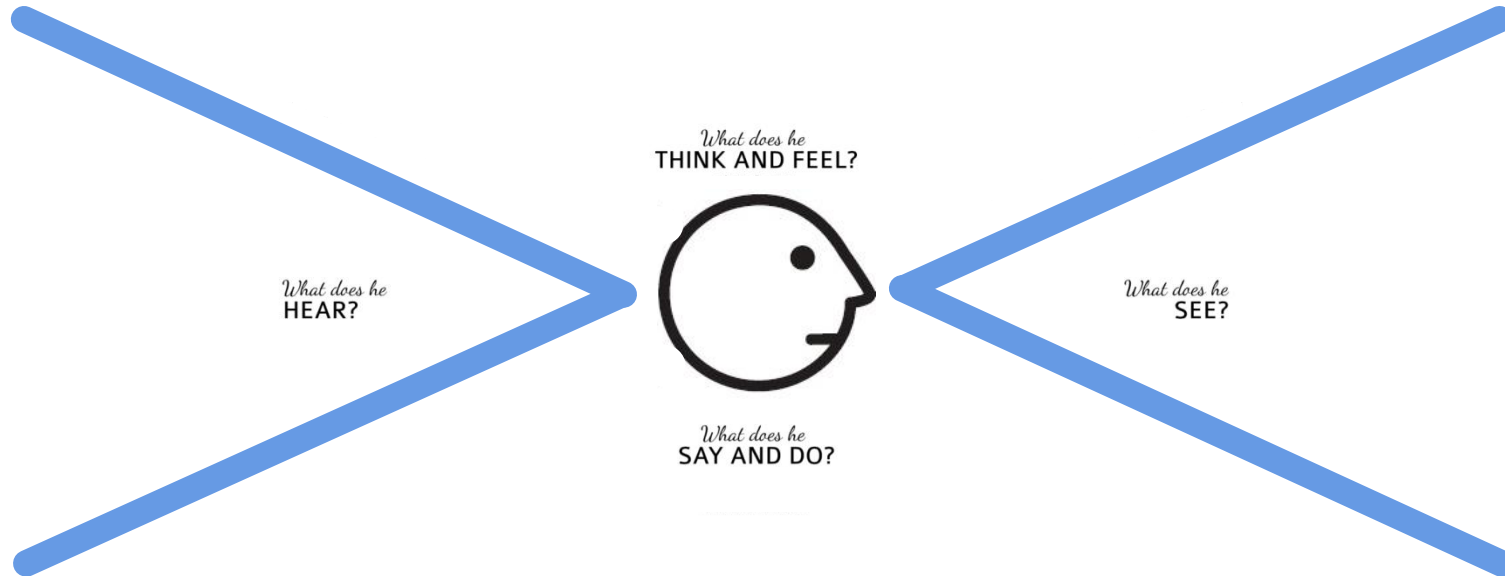
→ Ask users to compare

WHAT?

→ Get Feedback for prototypes

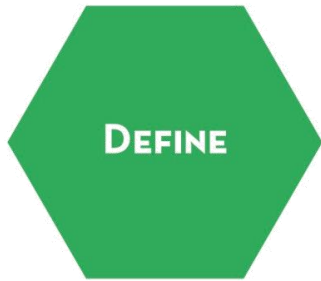


Interview Guideline

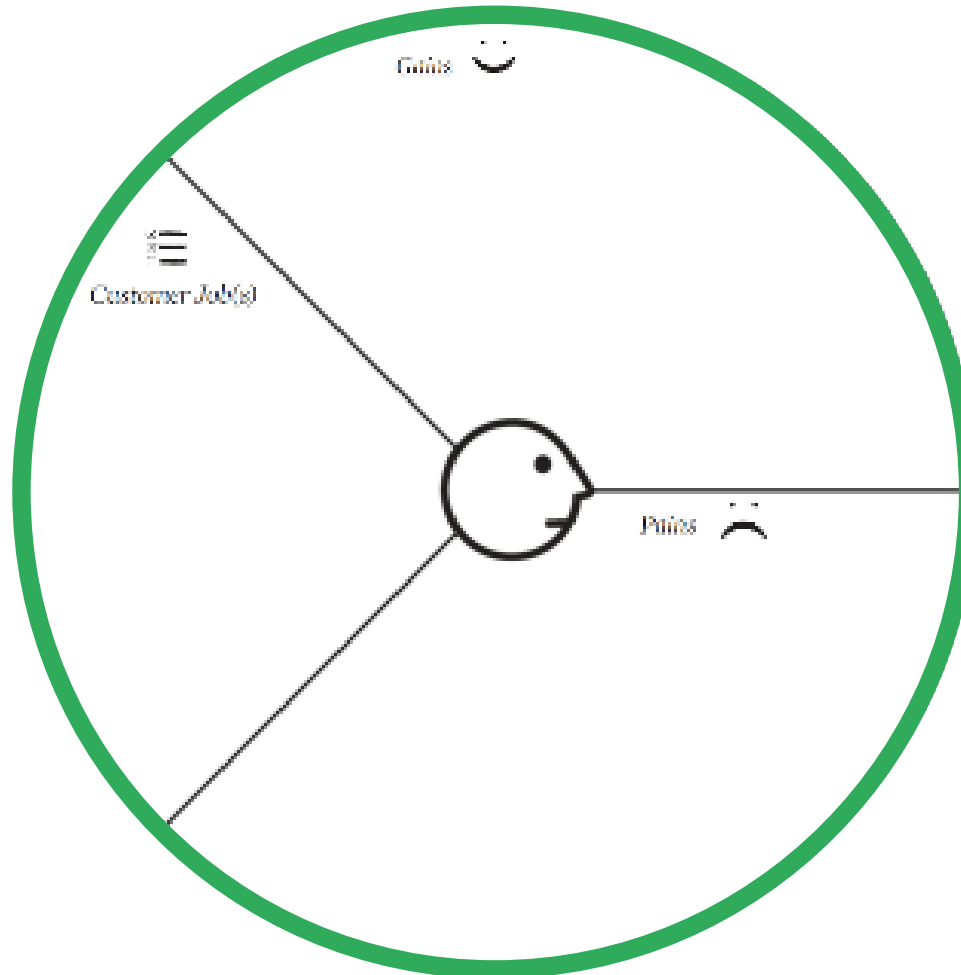


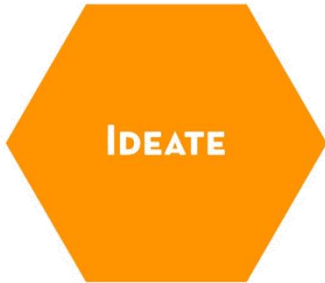
Pain
■

Gain
■

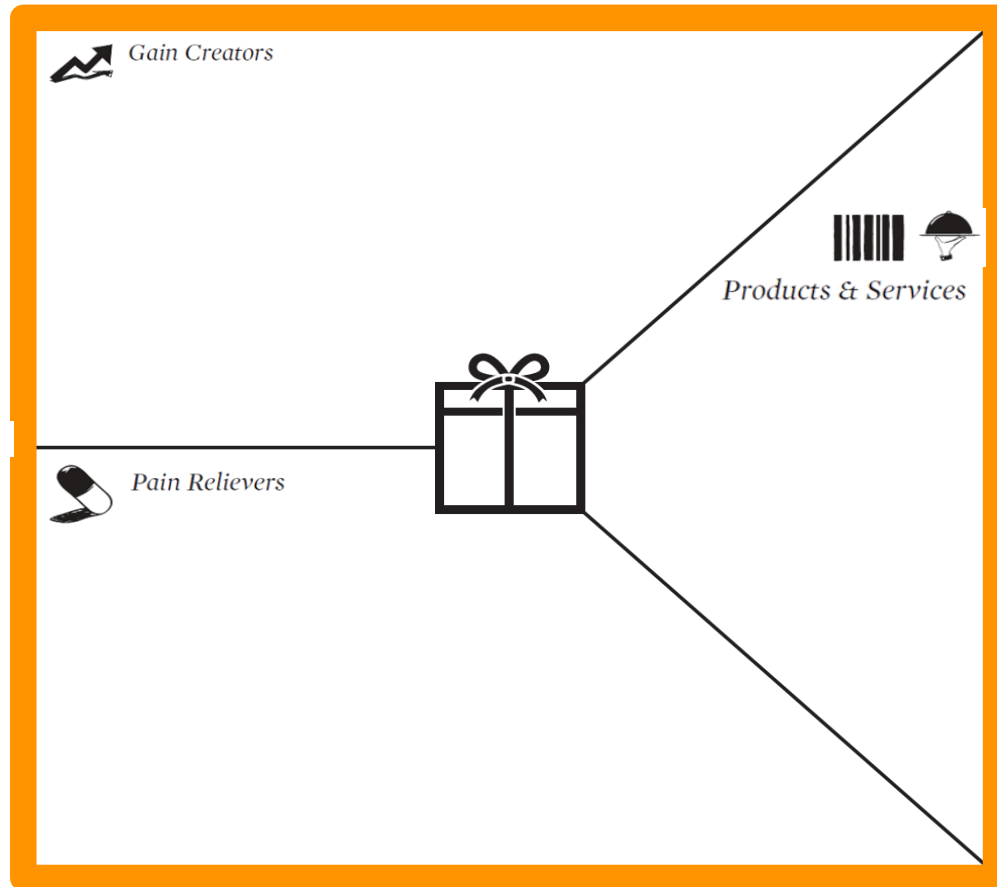


State Your Insights

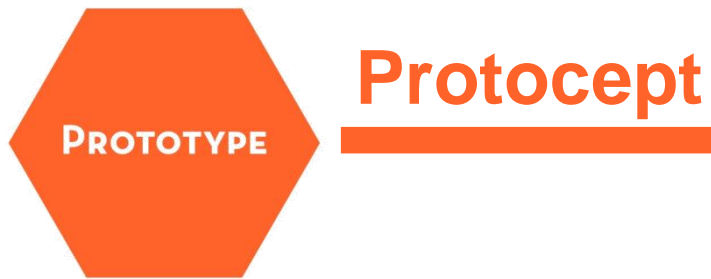




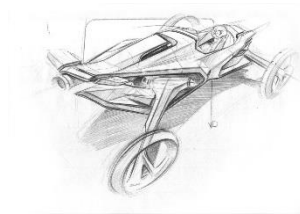
Design for Fit



Design Thinking – Phase 4 and 5



Sketch



Description



Feedback