Design Thinking
Quick overview

FRIUP

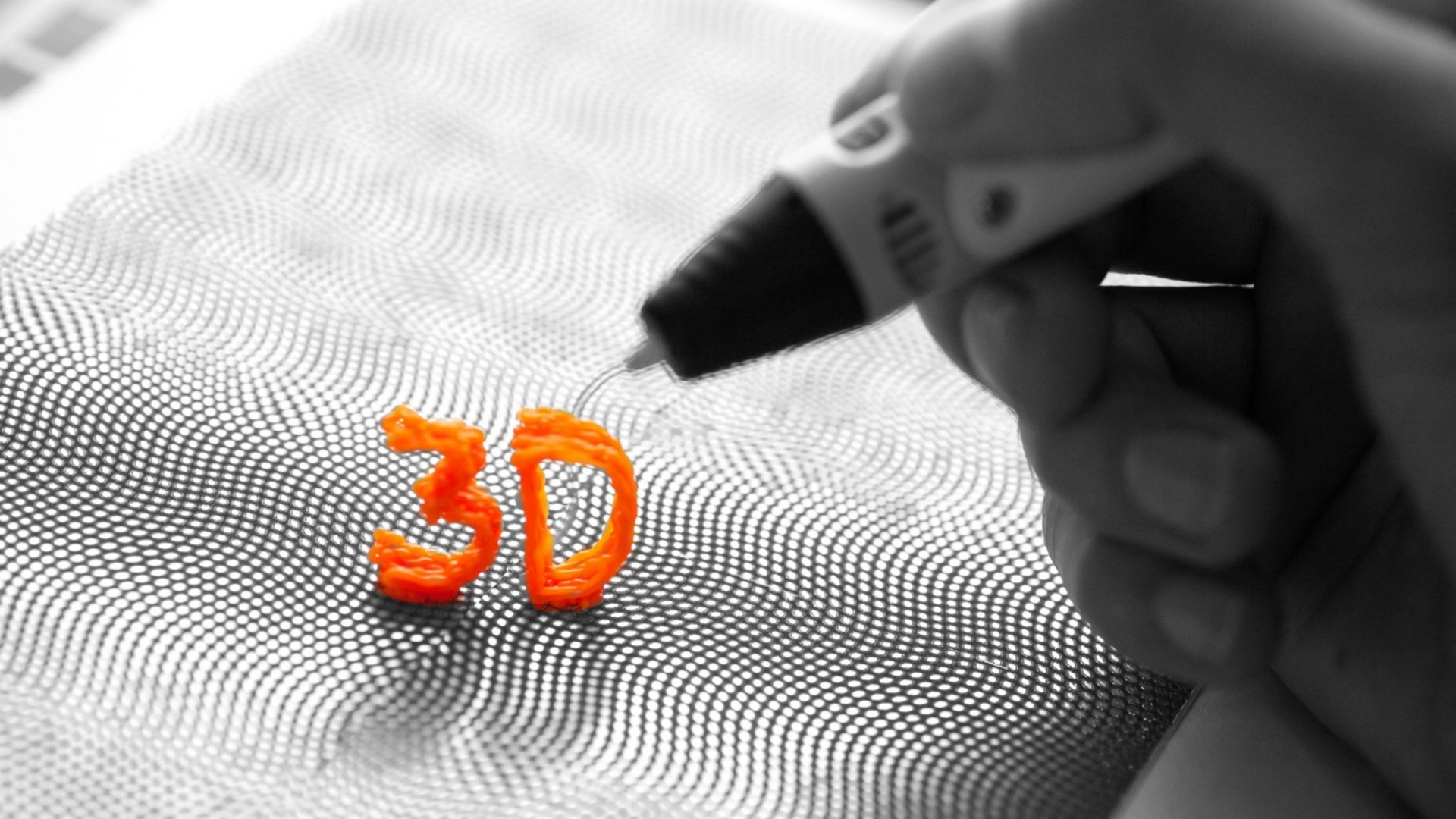
12

iPad

airbnb

What’s app

Maps & GPS
on Mobile


3D

How do we stay
on course in
such a world ?

INNOVATION
10110
010110
0100

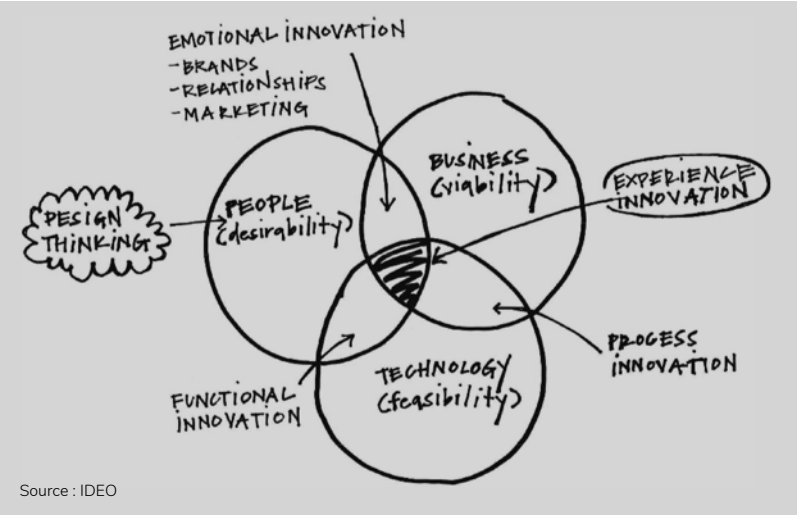
Creativity

Technology isn’t necessary THE answer

Problems
to solve

Design Thinking

- ✓ Do not jump directly in ideas generation
- ✓ Solve problems and create innovative and unique solutions that answer to customer needs
- ✓ Interdisciplinary work, open mindset, co-creation
- ✓ Customer-centric, go on the field from day one, focus on tangible results (prototypes)



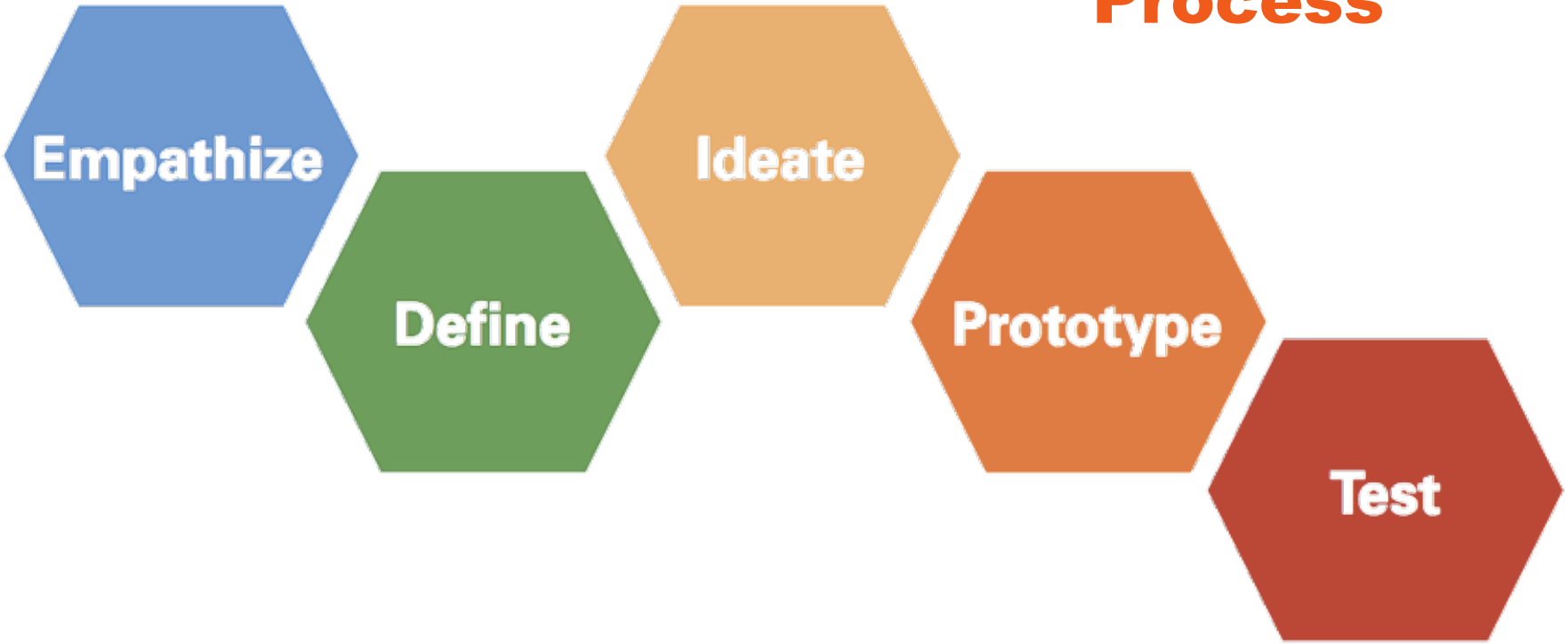
Source : IDEO

Design Thinking is a **human-centered** methodology based on the **principles** and **processes** that designers use to solve problems

It all starts with a challenge

And an interdisciplinary team

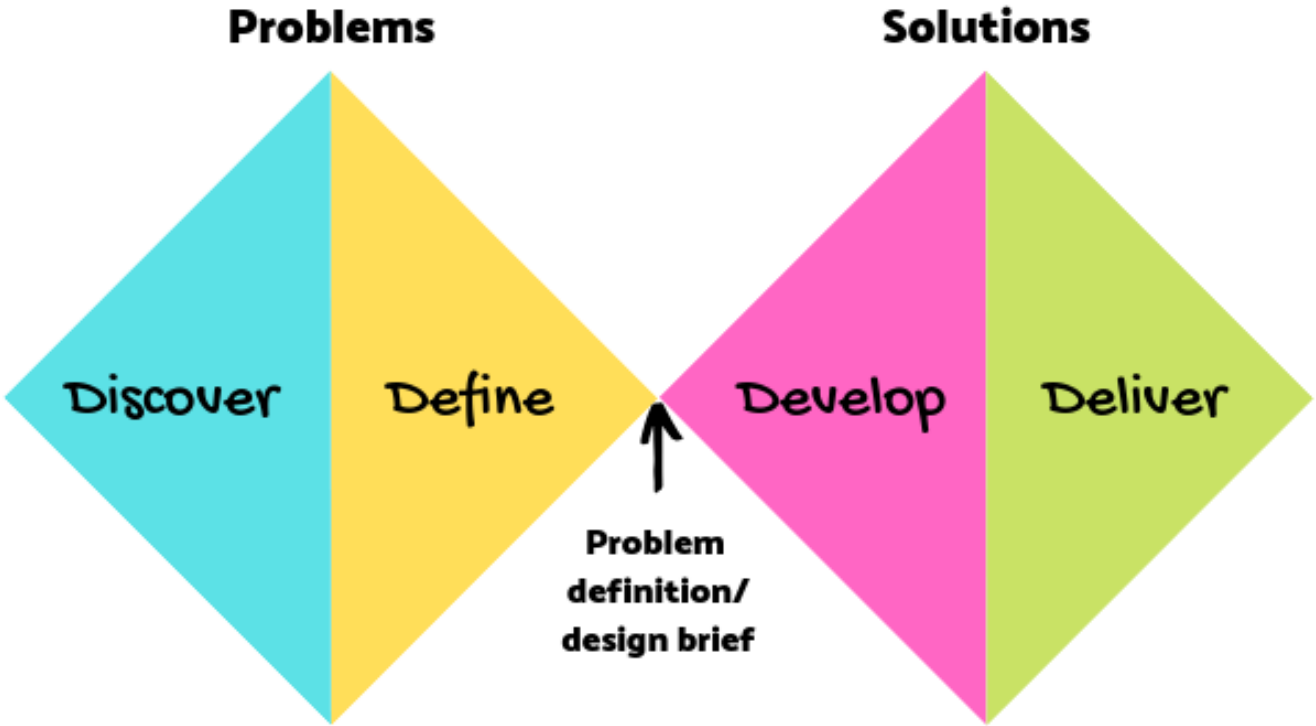
Process



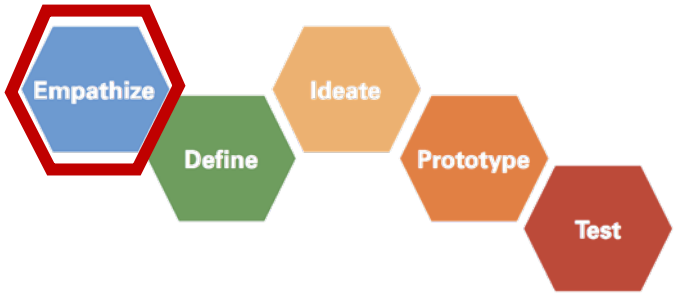
A variety of tools & technics can be used inside each process step

Source : Stanford d.school

“Double Diamond”

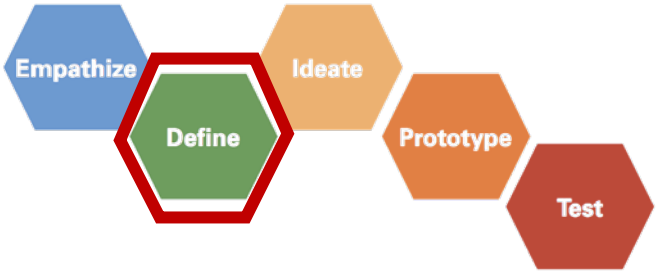


Source : Terem technologies



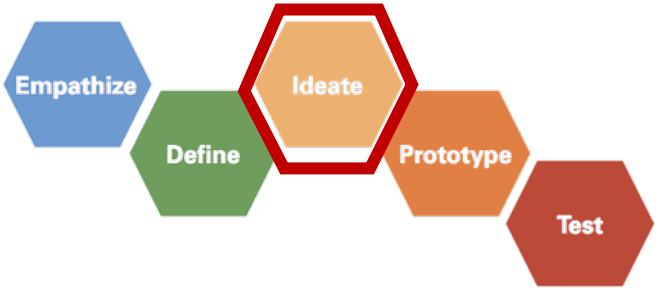
You have to **understand** a problem before you can **solve** it.

→ Go on the field, observe & collect insights, bring back stories



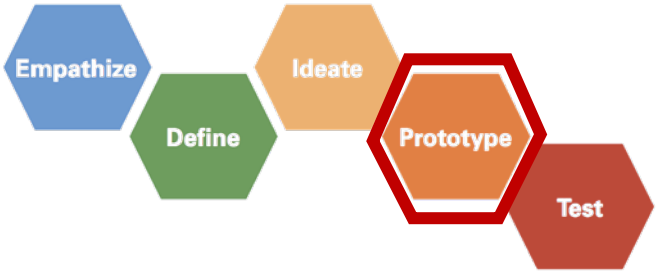
The solutions we arrive at are directly influenced by how we **focus** and **frame** the challenge.

→ Synthetize, refine the challenge & problem to solve and identify barriers



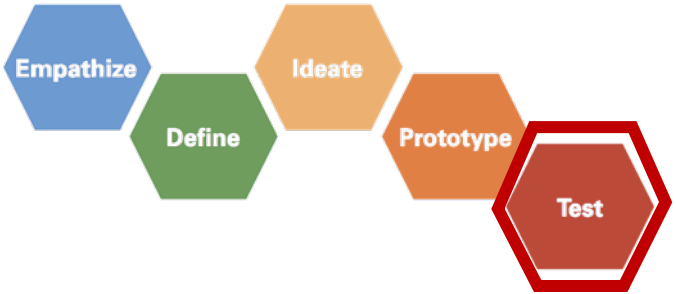
The goal of the ideation phase is first to come up with **as many** potentials solutions as we can, no matter their validity.

→ Brainstorm & generate ideas



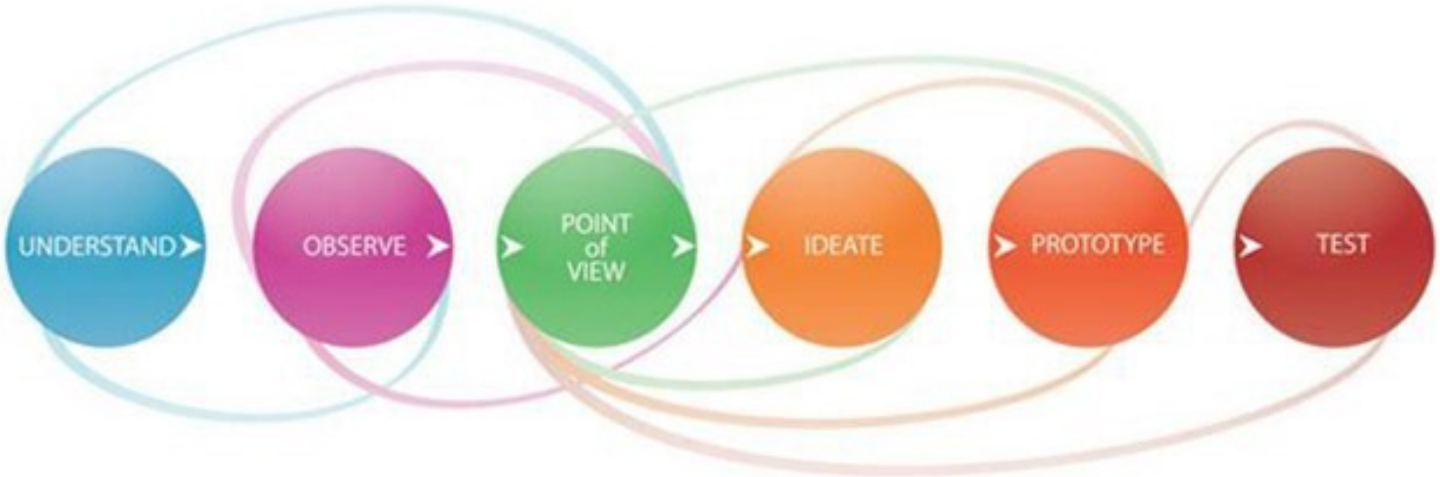
This phase is about determining the details of a creation through structured descriptions and the creation of a **representation** that people can **interact** with.

→ Make the idea concrete and tangible



→ Get immediate & first market feedback before going further

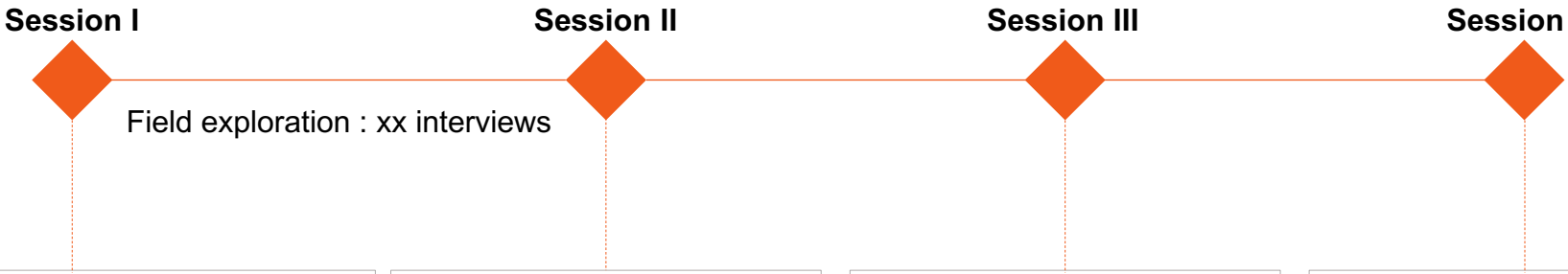
An iterative approach



Source : Designorate

The best way to learn Design Thinking is to practice it

Example



Field exploration preparation

- Team creation
- Common understanding of the initial challenge
- Organization of field exploration & interviews

Challenge reframing

- Share insights gathered on the fiedl
- Challenge reframing / reformulation

Ideation

- Develop ideas
- Describe and structure the selected concept

Feedback & prototype

- Get feedback on the selected idea / concept
- Integrated feedback and prototype the concept