DESIGN THINKING AND INNOVATION IN RE

REA CONFERENCE 2019

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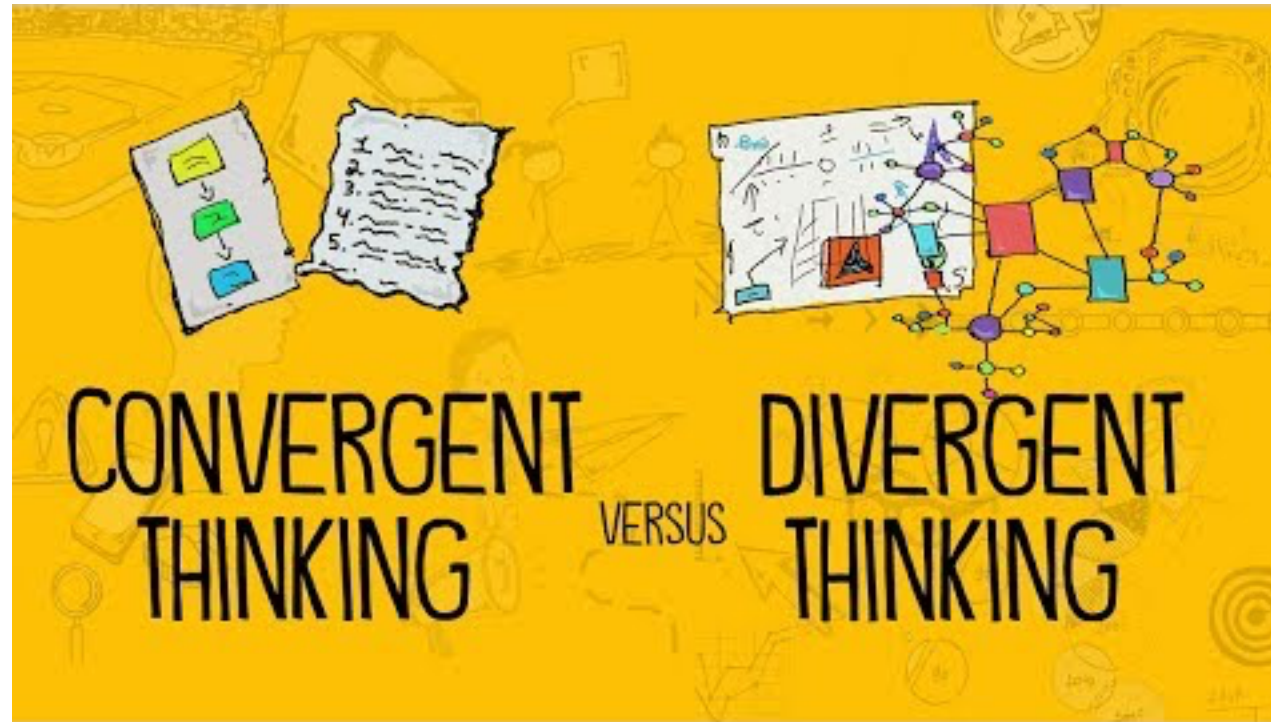
DEFINITION OF DESIGN THINKING

- **Design Thinking** is a **design methodology** that provides a solution-based approach to solving problems. ... The five stages of **Design Thinking**, according to [Stanford] d.school, are as follows: Empathize, Define (the problem), Ideate, Prototype, and Test.
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CONVERGENT AND DIVERGENT THINKING

THE 4 PRINCIPLES OF DESIGN THINKING

1. THE HUMAN RULE
All design activity is social in nature

2. THE AMBIGUITY RULE
Ambiguity is inevitable — experiment at the limits of your knowledge!

3. ALL DESIGN IS REDESIGN
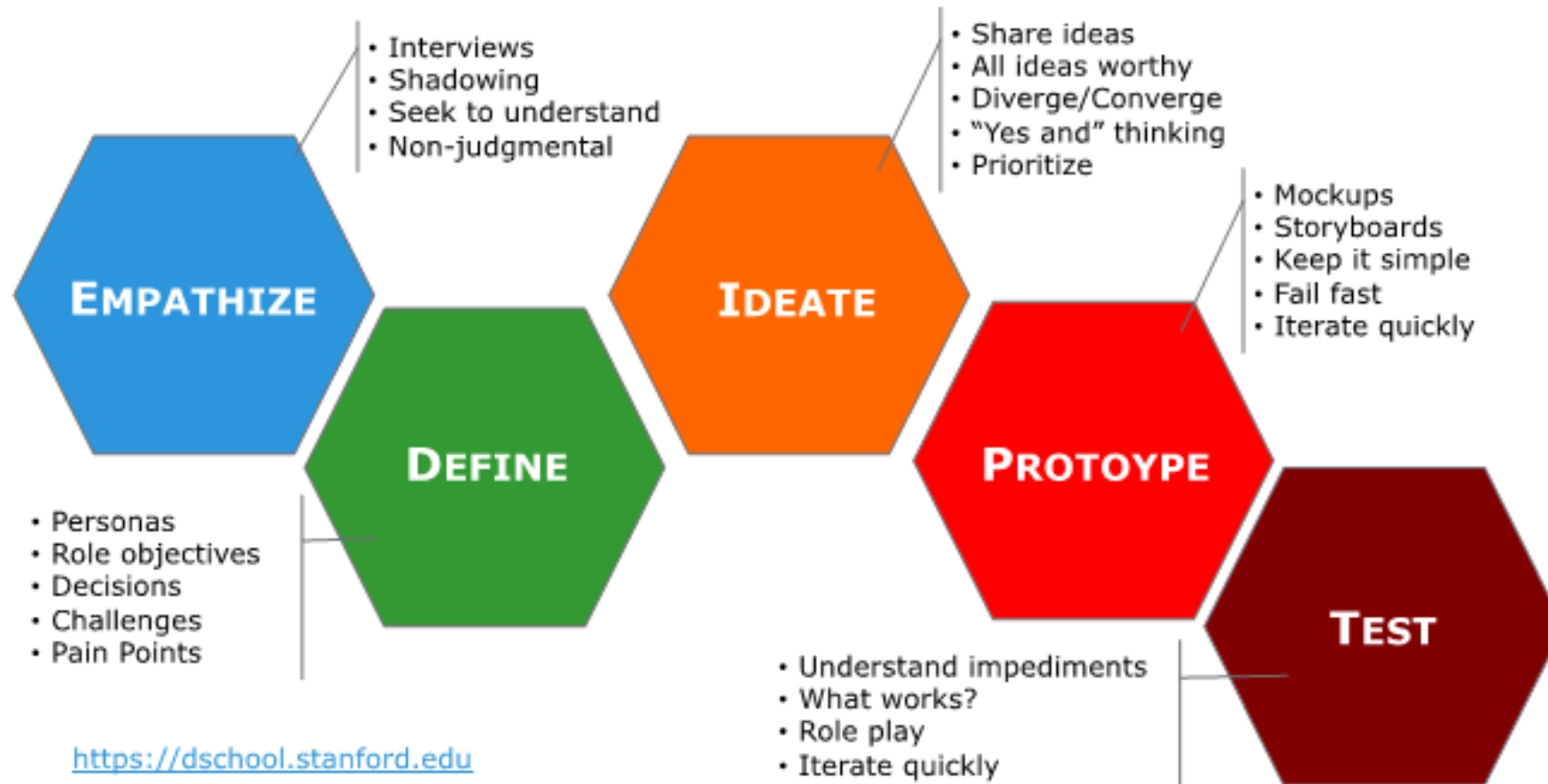While technology and social circumstances may change, basic human needs remain unchanged.

4. THE TANGIBILITY RULE
Prototypes help to make ideas tangible, enabling designers to communicate them effectively.

WHAT IS IT?

Stanford d.school Design Thinking Process

1	**2**	**3**	**4**	**5**
DISCOVERY	**INTERPRETATION**	**IDEATION**	**EXPERIMENTATION**	**EVOLUTION**
I have a challenge. *How do I approach it?*	I learned something. *How do I interpret it?*	I see an opportunity. *What do I create?*	I have an idea. *How do I build it?*	I tried something new. *How do I evolve it?*

STEPS

1-1 Understand the Challenge	2-1 Tell Stories	3-1 Generate Ideas	4-1 Make Prototypes	5-1 Track Learnings
1-2 Prepare Research	2-2 Search for Meaning	3-2 Refine Ideas	4-1 Get Feedback	5-2 Move Forward
1-3 Gather Inspiration	2-3 Frame Opportunities			

number of possibilities
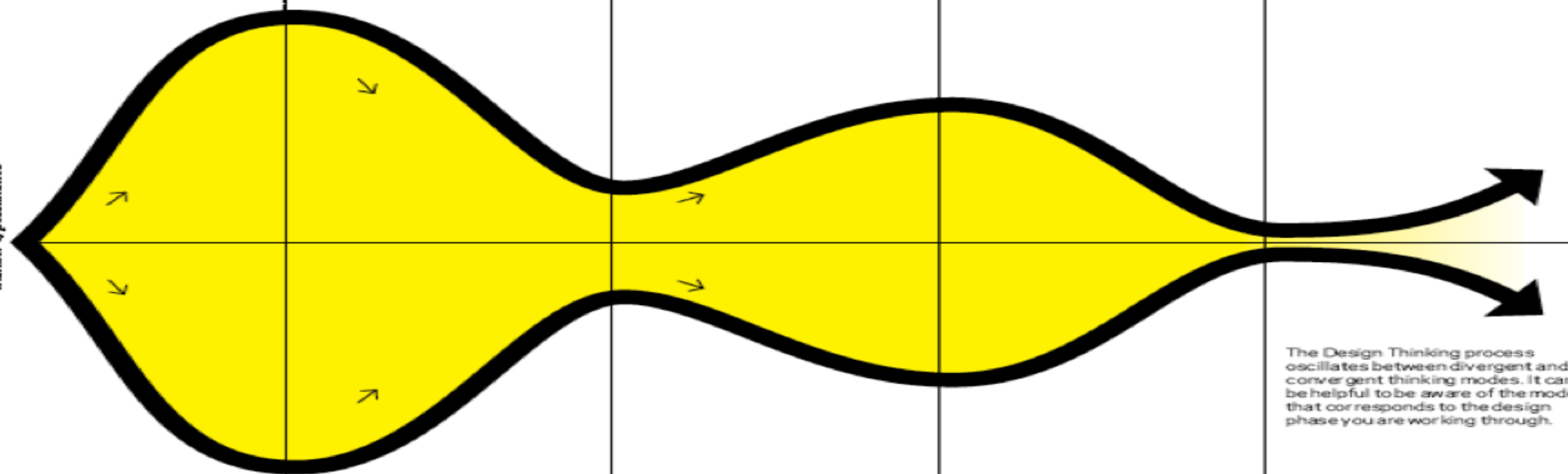
The Design Thinking process oscillates between divergent and convergent thinking modes. It can be helpful to be aware of the mode that corresponds to the design phase you are working through.

TO BE CONTINUED – YOUR TURN!!