Sperimentiamo il Design Thinking: modelli di oggi e domani

11.02.2020

Hello!

amploom

design per l'innovazione

Amploom si occupa di Ampliare
il potenziale di innovazione delle aziende nell'ambito
dei servizi, attraverso metodologie visuali e
collaborative del Service Design e del Design Thinking

Interreg
Alpine Space
DesAlps

DESIGN THINKING: TOOLS OF TODAY AND TOMORROW

Today's goal:

1. Experiment some Design Thinking tools;
2. Conceive solutions on how to support the application of Design Thinking in the company.

Interreg Alpine Space DesAlps

THE WORKSHOP'S INGREDIENTS

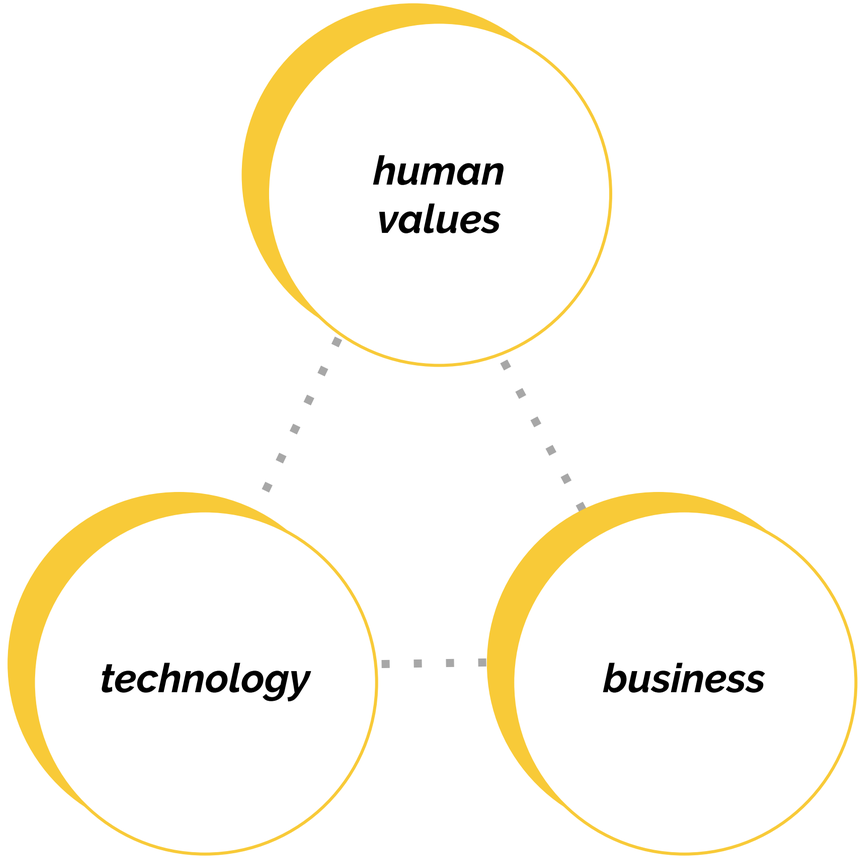
The ingredients:

1. Design Thinking tools from the Design Thinking Teaser;
2. The Design Thinking Recipe.

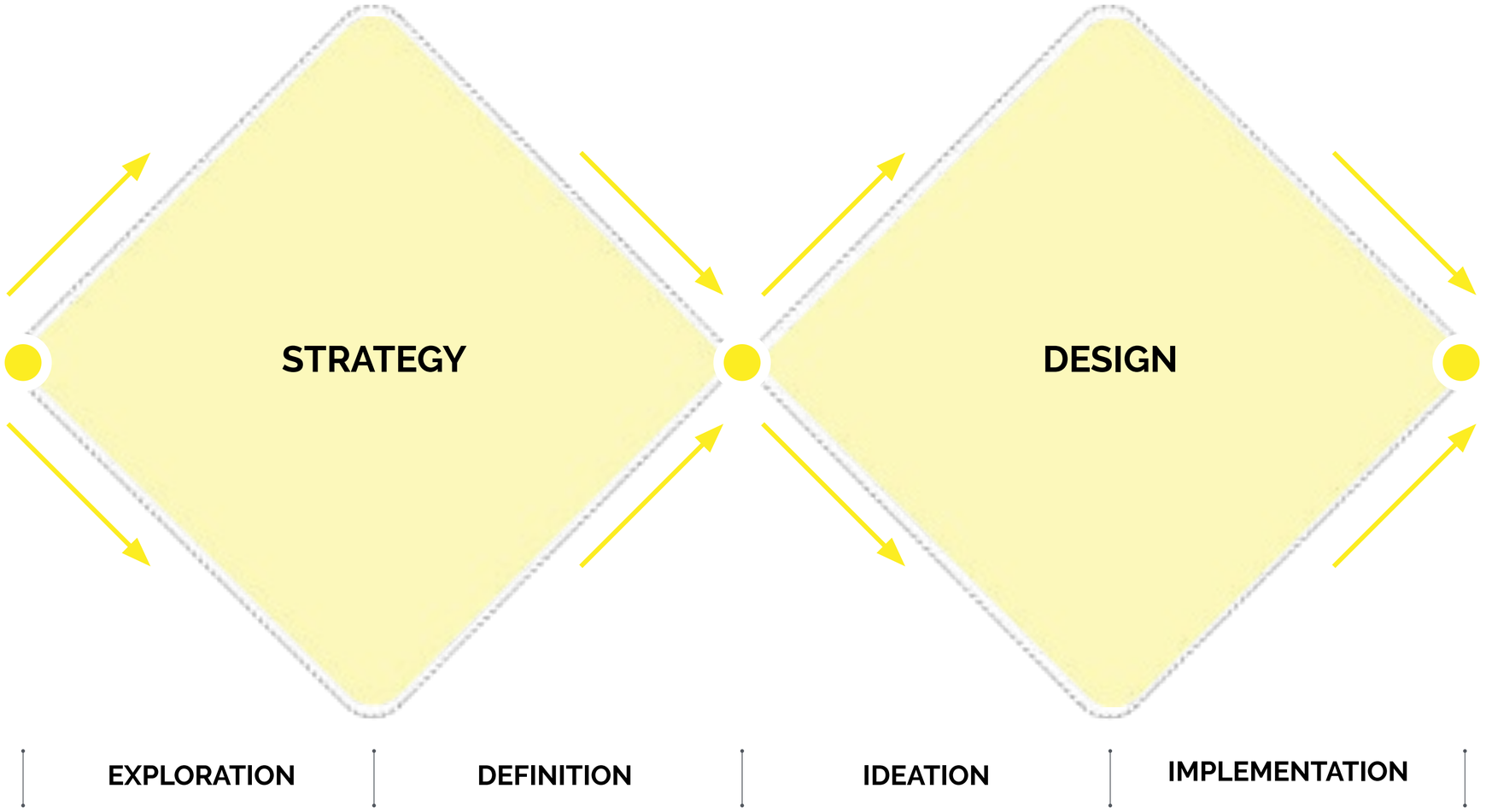
DESIGN THINKING

"Design Thinking is a approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success."

Tim Brown, IDEO



THE DOUBLE DIAMOND



Double Diamond, Design council

Interreg Alpine Space DesAlps

THE CLIENT

Design Thinking Lab - t2i technology transfer and innovation

The Design Thinking Labs are the reference points for the activities of Design Thinking in the Alpine Space.

THE BRIEF

How can the Design Thinking Lab help the "managers of change" to bring the Design Thinking methodology into the company?

Interreg Alpine Space DesAlps

DESIGN THINKING TOOLS

Serena Leonardi, Amploom, 2020

Interreg
Alpine Space
DesAlps

THE TOOLKIT:

Serena Leonardi, Amploom, 2020

THE PERSONAS

Paola, 45 years old, is the head of the Research & Development Department of DesOven, a company producing ovens for professional use, which company's turnover is 25 millions.

THE PERSONAS

Paola is a curious person and likes to learn new methods and tools to do her job.

To gain inspiration she decided to participate in a training day on Design Thinking offered by trade association.

Once back in the company, she wonders how she can transfer the methodology to her collaborators.

THE PRINCIPLES

Design Thinking is based on 4 fundamental principles:

empathy
strategic ideation
iteration
collaboration

Serena Leonardi, Amploom, 2020

THE PRINCIPLES

HIGHLIGHTS

Qualitative insights

Focus on behaviours

GUESS WHO...

Born in 1948

Raised in England

Married twice

2 children

Loves dogs

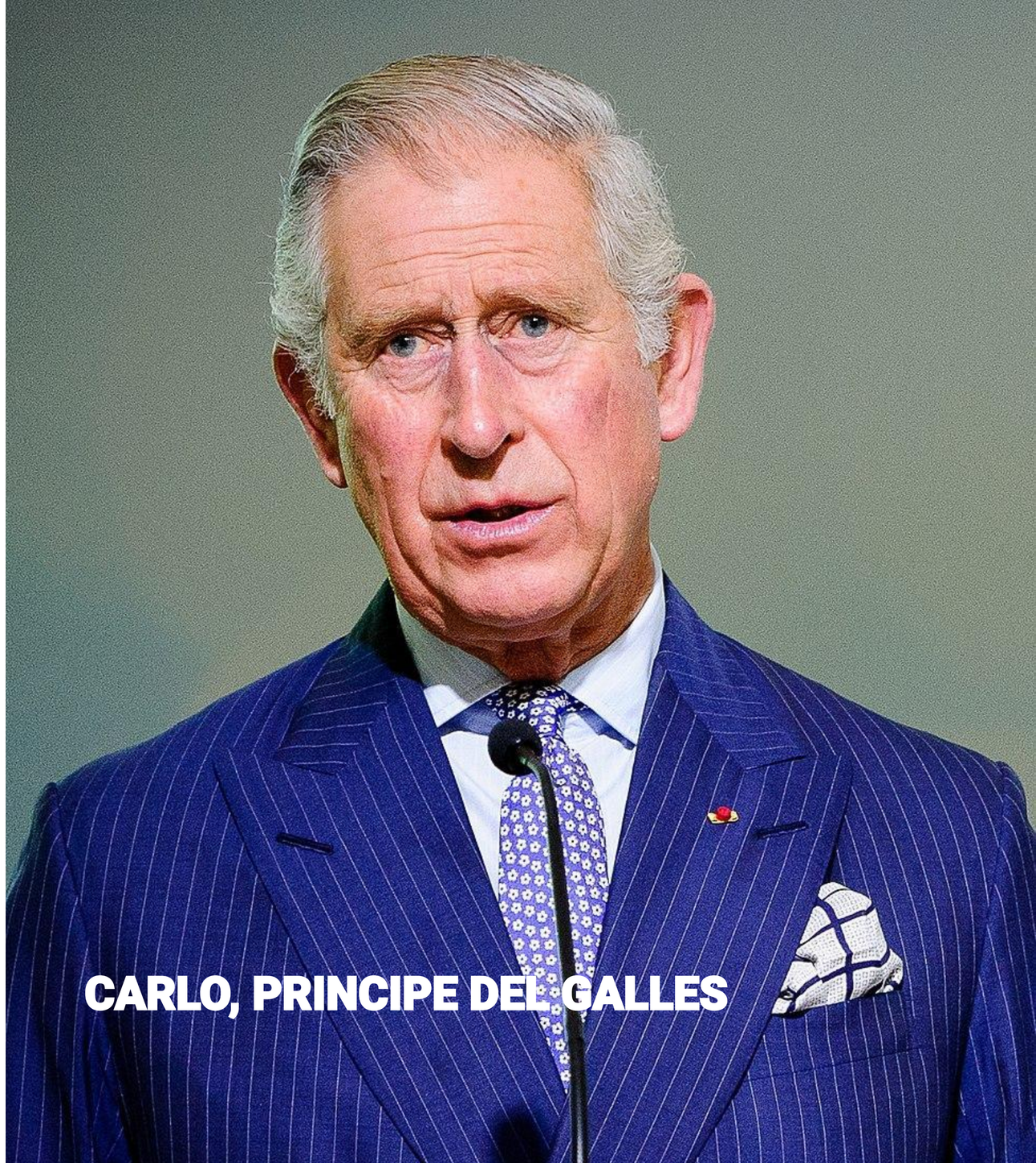
Successful business man

Go to the Alps for winter holidays

Interreg Alpine Space DesAlps

OZZY OSBOURNE

Courtesy of Guglielmo Apolloni



CARLO, PRINCIPE DEL GALLES

THE DESIGN THINKING RECIPE POSTER

Serena Leonardi, Amploom, 2020

THE INGREDIENTS

Selection

Is Design Thinking the right answer?

Not always! Companies should try to understand whether Design Thinking is the right answer for their specific needs or if other or integrative innovation mindsets are required.

Interreg
Alpine Space
DesAlps

THE INGREDIENTS

Environment

Does the company have the ideal preconditions for applying Design Thinking?

Spaces, timing and a positive attitude towards risk are fundamental elements for the application of Design Thinking to make its adoption effective.

THE INGREDIENTS

Executives engagement

Are executives engaged in a meaningful way?

Companies should create the conditions to engage and involve executives in understanding Design Thinking. They are not always required to actively deliver results, but should be leading the project driven by goals and values.

EMPATHY AND STRATEGIC IDEATION

Who
Procter&Gamble +
Continuum

Brief
Develop a new
detergent

Results
The Swiffer is a flagship product for P&G and generates annual sales of $500 million.

THE PRINCIPLES

Design Thinking is based on 4 fundamental principles:

empathy
strategic ideation
iteration
collaboration

SOURCES

- Tim Brown, **"Change by design"**
- IDEO, **“Field guide to human centered design”**
- Andy Polaine, **“Service Design: Frog insight to implementation”**
- Ben Reason, **“service design for business”**
- Stickdorn/Schneider, **“This is Service Design Thinking”**
- Stickdorn/Schneider, **“This is Service Design Doing”**
- L’ale Knapp, **“Design Sprint”**
- Frog Design, **“Collective Action Toolkit”**
- Roger Martin, **"Design of Business: Why Design Thinking is the Next Competitive Advantage"**
- Michael Lewrick, **"Manuale di design thinking. Progettare la trasformazione digitale di team, prodotti, servizi ed ecosistemi"**
- Vijay Kumar, **“101 Design Methods: A Structured Approach for Driving Innovation in Your Organization”**
- Idris Mootee, **"Design Thinking for Strategic Innovation"**
- IDEO, **“Design Thinking for educators toolkit”**