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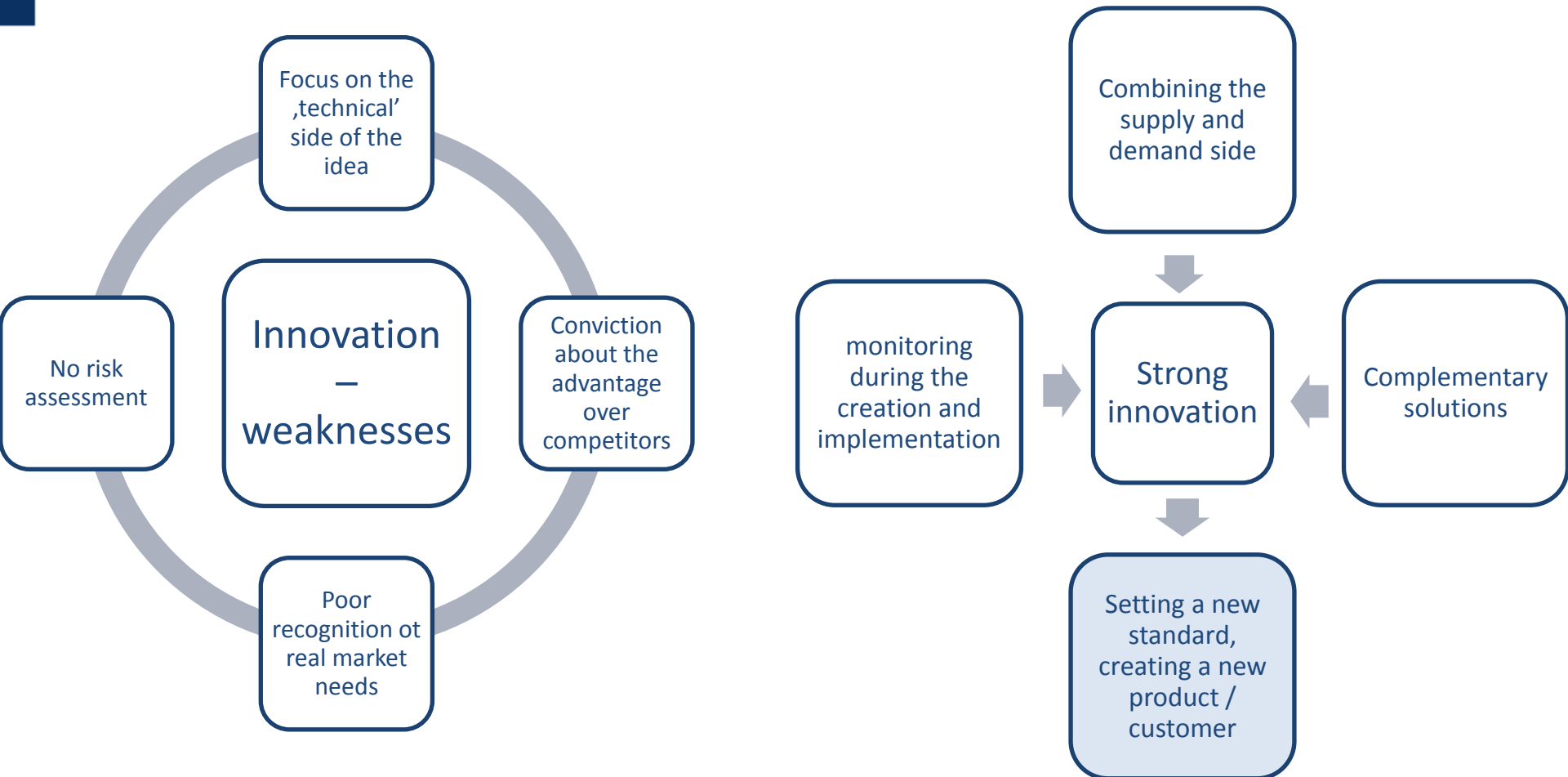
blisko

międzynarodowo

przez całe życie

Assistance in the creation of innovative solutions- DESIGN THINKING method

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Katowice, 12.12.2018

Innovative solution – market success?

Focus on the 'technical' side of the idea

No risk assessment

Innovation – weaknesses

Conviction about the advantage over competitors

Poor recognition ot real market needs

Combining the supply and demand side

monitoring during the creation and implementation

Strong innovation

Complementary solutions

Setting a new standard, creating a new product / customer

Design Thinking – what it is and what it is for

- DT - analytical approach to inventing creative solutions that allows design for everyone,

- Point of DT: **understanding the user of a thing, service, system ...**

- A five-step method of efficient desing (solving any problem)

things
services
Bussiness models
Systems
Development plans
Presentation
...

The essence of the approach of Design Thinking

Concentration on the recipient
- Needs, motivations, aspirations, fears, real potrzeby, motywacje, aspiracje, obawy, actual values that determine the product selection

experimentation
- Multiplicity of solutions, tangible solutions (not abstract), specific assessment criteria
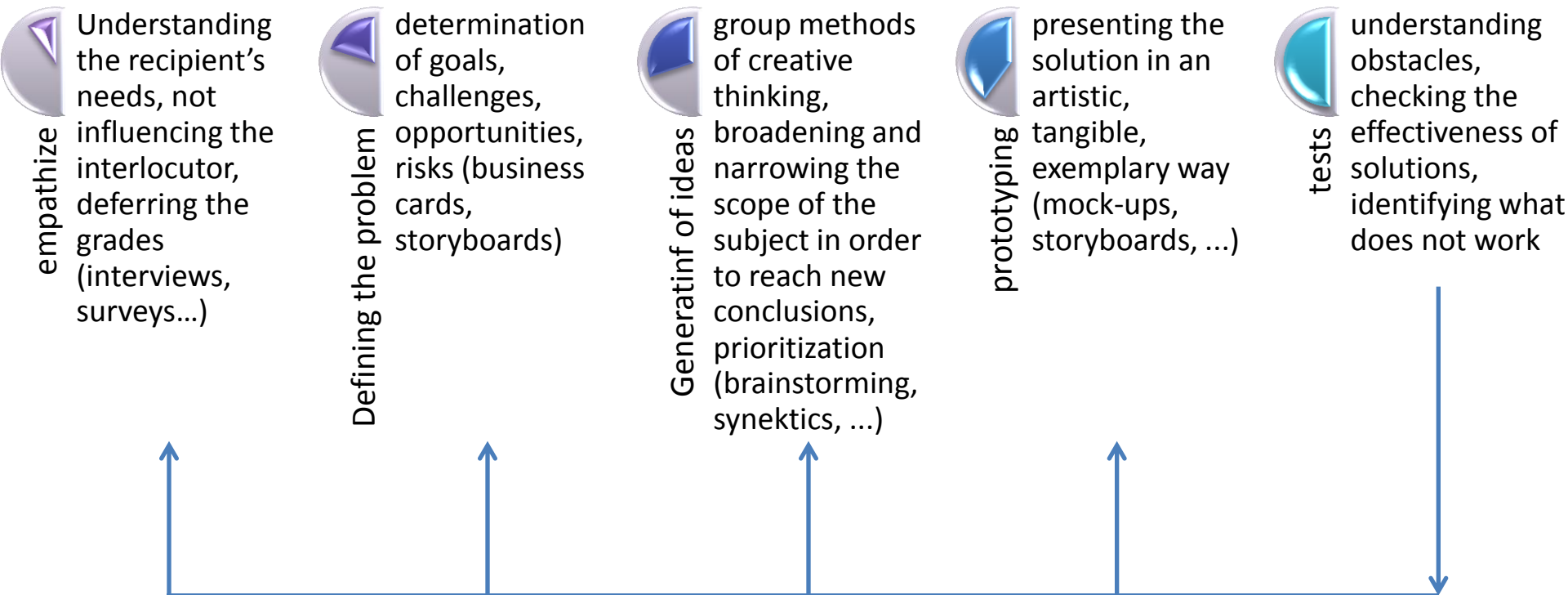
Team work
- Combining different experiences, knowledge, competences, mixed teams (with users)

optimism
- A belief that something can be done better or different

The way from how to understand the neeeds, to converting them into the optimal solution that we are looking for

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Design Thinking – struktura procesu

empathize
Understanding the recipient's needs, not influencing the interlocutor, deferring the grades (interviews, surveys…)

Defining the problem
determination of goals, challenges, opportunities, risks (business cards, storyboards)

Generatinf of ideas
group methods of creative thinking, broadening and narrowing the scope of the subject in order to reach new conclusions, prioritization (brainstorming, synektics, …)

prototyping
presenting the solution in an artistic, tangible, exemplary way (mock-ups, storyboards, …)

tests
understanding obstacles, checking the effectiveness of solutions, identifying what does not work

Design Thinking – the answears

Creating of solutions

- what is the basic needs of the recipient?
- what attracts the recipient's attention?
- How does the recipient evaluate the available offer? What are the gaps and deficiencies in it?
- which recipient has ideas for a solution?
- to what extent the recipient knows the possibilities of using modern solutions?

Verification of solutions

- what recipients were we not aware of?
- what does the recipient not see / understand in the solution?
- What can the recipient not use?
- What is the value of the solution for the recipient?
- What gaps in the offer remain? What are the features of the solution the recipient does not accept?
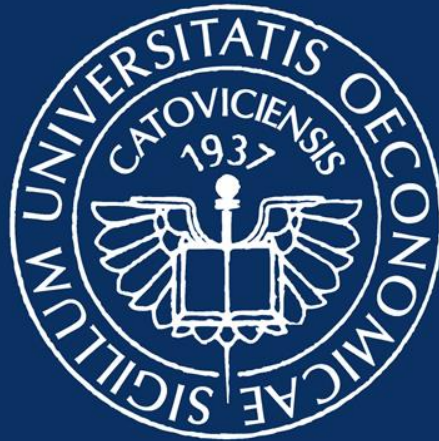
Features of a good designer

can sympathize with other people, but also in the mechanism, machine, system

is not afraid of dreams, creating ideas, asking questions

it is not considered better than others, it respects their opinion (recipients for whom it works and other members of the project team)

not only can he admit to the mistake, but he even looks for his mistakes

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