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Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj

Sviluppo di ecosistemi e catene di valore dell'innovazione: supportare l'innovazione transfrontaliera attraverso le Industrie Creative.
Razvoj inovacijskega ekosistema in verig vrednosti: podpiranje čezmejnih inovacij s pomočjo ustvarjalnih industrij

DIVA Train the Trainers

MODULE: Design Driven Innovation

COURSE: Basic Concepts of Design Thinking

Giulia Ciliberto

Iuav University of Venice
Research Fellow

On-line presentation - 16/09/2020

THE DESIGN PROCESS

«**If we wish to improve our products,
we must improve our processes;
we must continually redesign not just
our products but also the way we design.
That's why we study the design process**».

Hugh Dubberly, 2008

DESIGN THINKING

«Design Thinking is a discipline that uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity».

Tim Brown, 2009

On-line presentation - 16/09/2020

Design Thinking

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PHASES

1 DISCOVERY

I have a challenge.
How do I approach it?

2 INTERPRETATION

I learned something.
How do I interpret it?

3 IDEATION

I see an opportunity.
What do I create?

4 EXPERIMENTATION

I have an idea.
How do I build it?

5 EVOLUTION

I tried something new.
How do I evolve it?
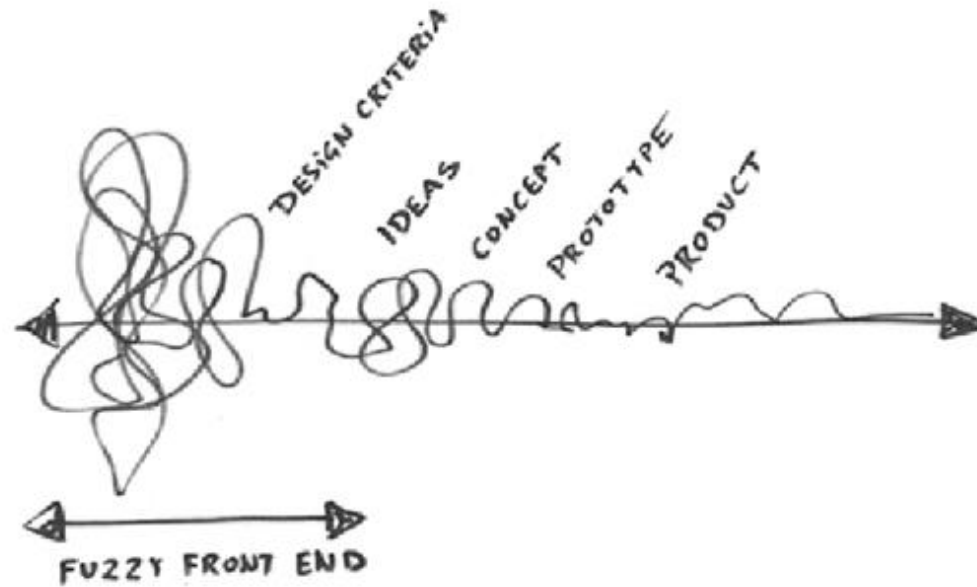
Design Thinking
(IDEO, 2012)

CO-DESIGN

«By co-design we indicate collective creativity as it is applied across the whole span of a design process [...]. Thus, co-design is a specific instance of co-creation».».

Elizabeth B. N. Sanders & Pieter Jan Stappers, 2008

Co-Design

Co-Design
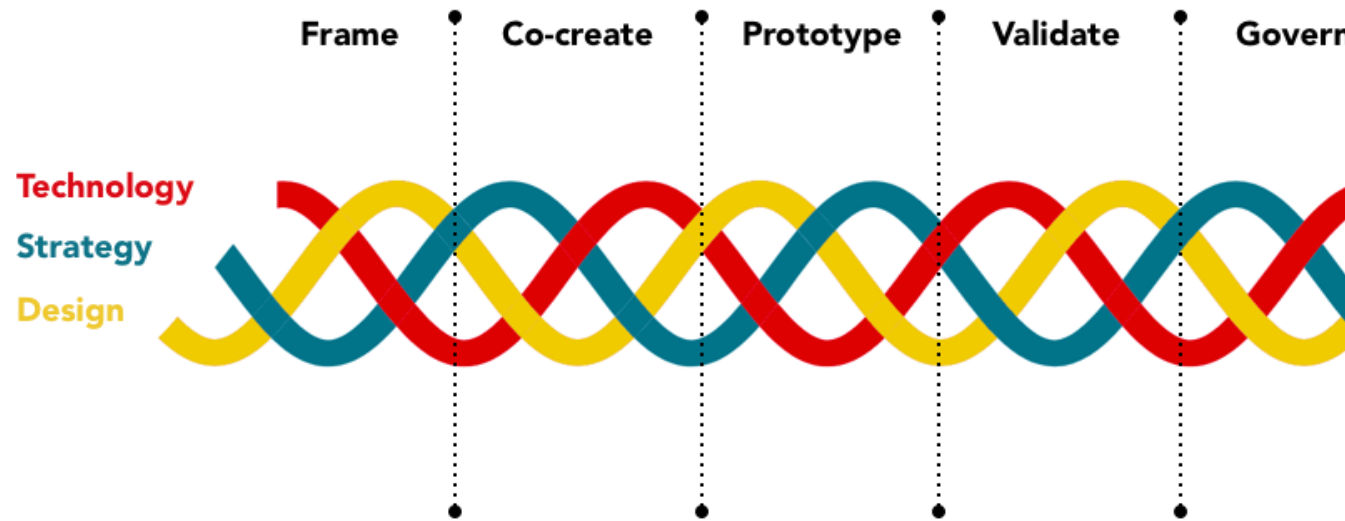(StudioLab, 2008)

DESIGN RESEARCH

Design Research

«Design research can function as
the *corpus callosum* between development and marketing functions in a company, making formerly isolated [...] parts of the corporate "brain"
able to work in concert ».

Brenda Laurel, 2003

Design Research

Design Research
(McKinsey, 2015)

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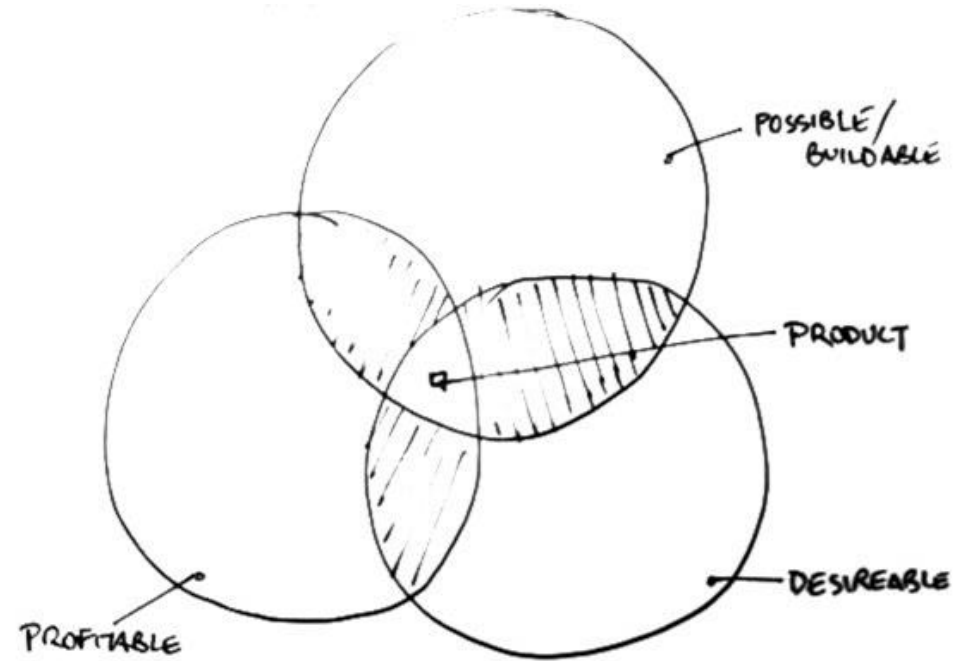Standardni projekt sofinancira Evropski sklad za regionalni razvoj

SPECULATIVE DESIGN

«Turning away from the commercial aspects of design […] the new designers use design as a medium and focus on concepts and artefacts, which, rather than solving problems, ask questions and open issues to discussion».

Ivica Mitrović, 2015

Speculative Design

Speculative Design
(Near Future Laboratory, 2011)

Grazie per l'attenzione!
Hvala za pozornost!

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