Design Thinking

Group size:

5 to 6 persons with different backgrounds.

Aim of the Method:

"Design Thinking" is a way to approach a development phase.

Customer-oriented – the "design thinker" looks at the problem from a user's point of view.

Level of Participation:

High

Type of Method:

Holistic approach for development

DESCRIPTION

The "Design Thinking" process is an approach to structure the development process for a new technology. It consists of the following steps, which will be repeated from the beginning as needed:

▶ Understand: Get a grasp on the topic and the problem

▶ Observe: Conduct a needs assessment and research existing literature and research efforts.

▶ Synthesis: Collect ideas and present the results

▶ Generate ideas: Gather ideas, structure and visualize them.

▶ Prototyping: Create a prototype.

▶ Tests: Pilot phase and test of the prototype

TIPS FOR THE USERS

▶ The participants must try to assume the users' point of view and be open for new perspectives.

▶ Own expectations have to be put aside.

▶ A demanding approach, where a support from outside could be helpful

GOOD TO KNOW:

✓ **Very creative method**

✓ **May quickly become chaotic.**

✓ **Can improve interdisciplinary networks**

MORE ABOUT THE METHOD:

Lugmayr, A., Stockleben, B., Zou, Y. et al. Multimed Tools Appl (2014) 71: 119. https://doi.org/10.1007/s11042-013-1361-8

https://hpi-academy.de/en/design-thinking/what-is-design-thinking.html