

Clusterix 2.0

Design Thinking, process and methods

Thomas Holst Madsen
Industrial Designer

D2i DESIGN
TO
INNOVATE



Design Thinking

The Extended Design Concept

to design

a design

to design

- Process
- Method

a design



to design

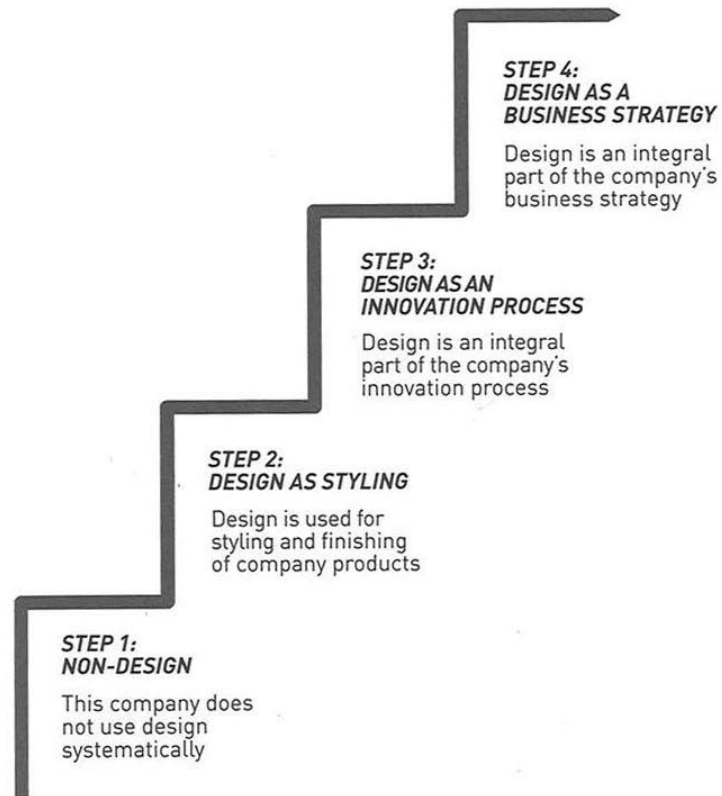
- Process
- Method



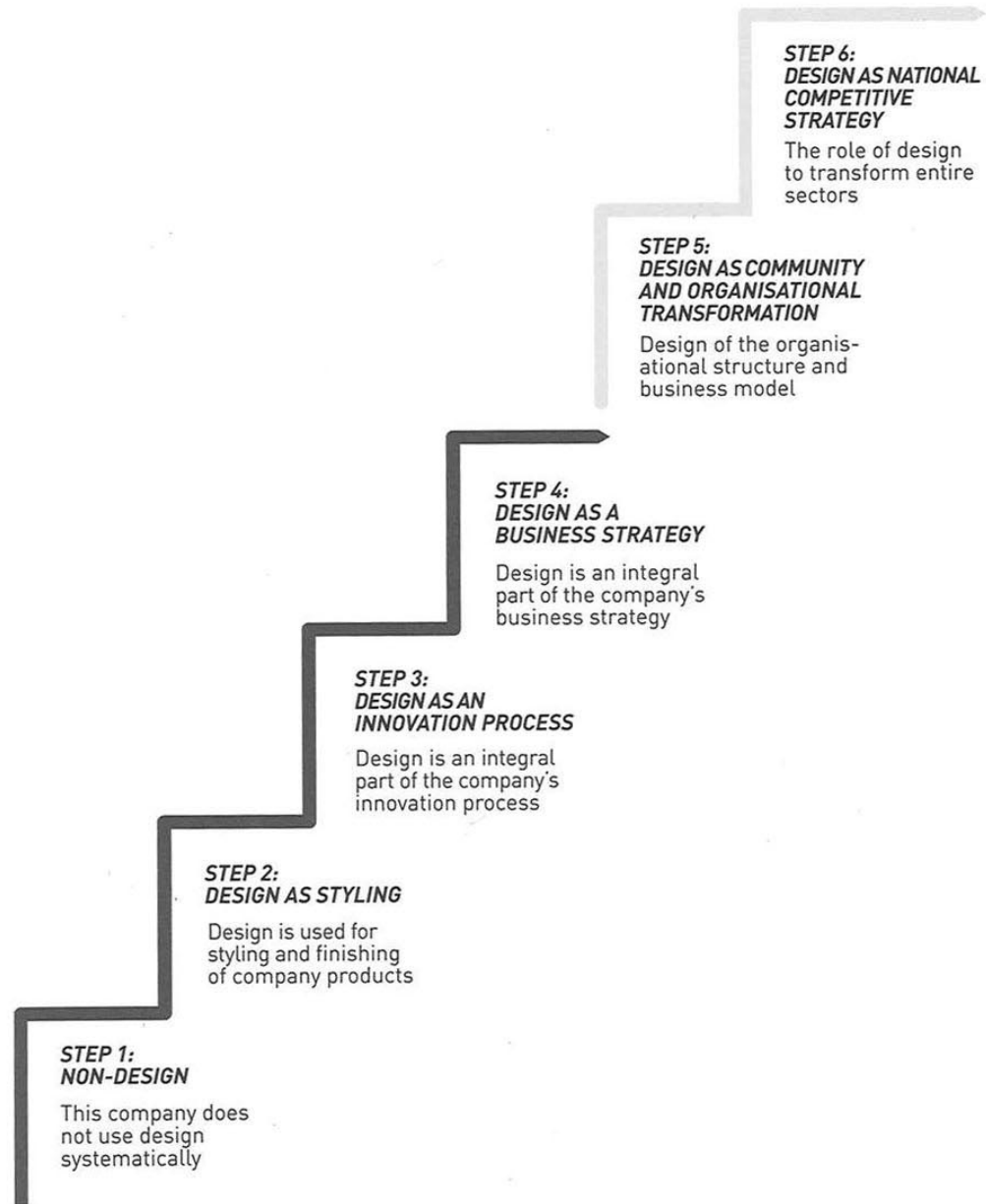
a design

- Shape
- Aesthetics

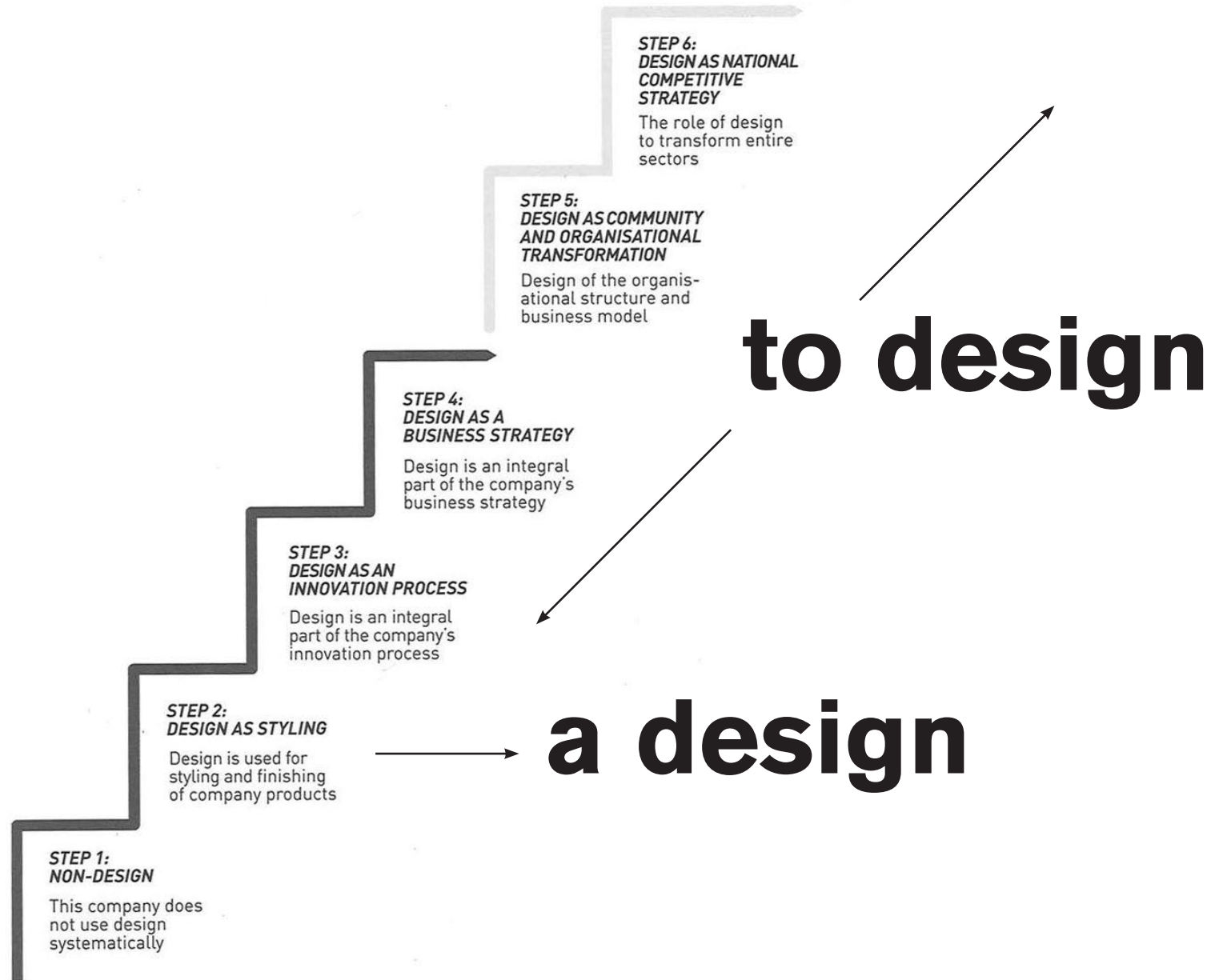




Danish Design Ladder



- extended *Danish Design Ladder*



- extended *Danish Design Ladder*



Børge Mogensen
The Spanish Chair (1950)

**Design is
?**

**Design is
NOT art**

Design is

**a combination of academic diciplines
and craftsmanship**

**Design is
business**

The professional skills of a designer

Finding way in the unknown
Using creative methods



The professional skills of a designer

Putting the user in focus
Creating value



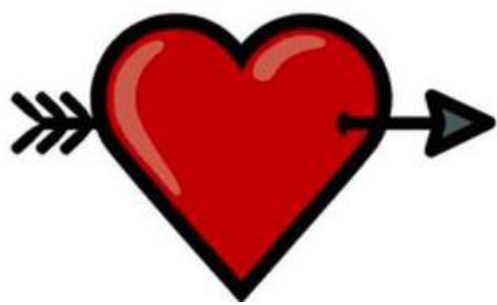
ARE YOU
OKAY?

The abstract and the concrete

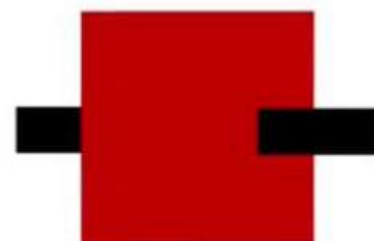
**Collect information
and make the abstract meaningful through aesthetics**



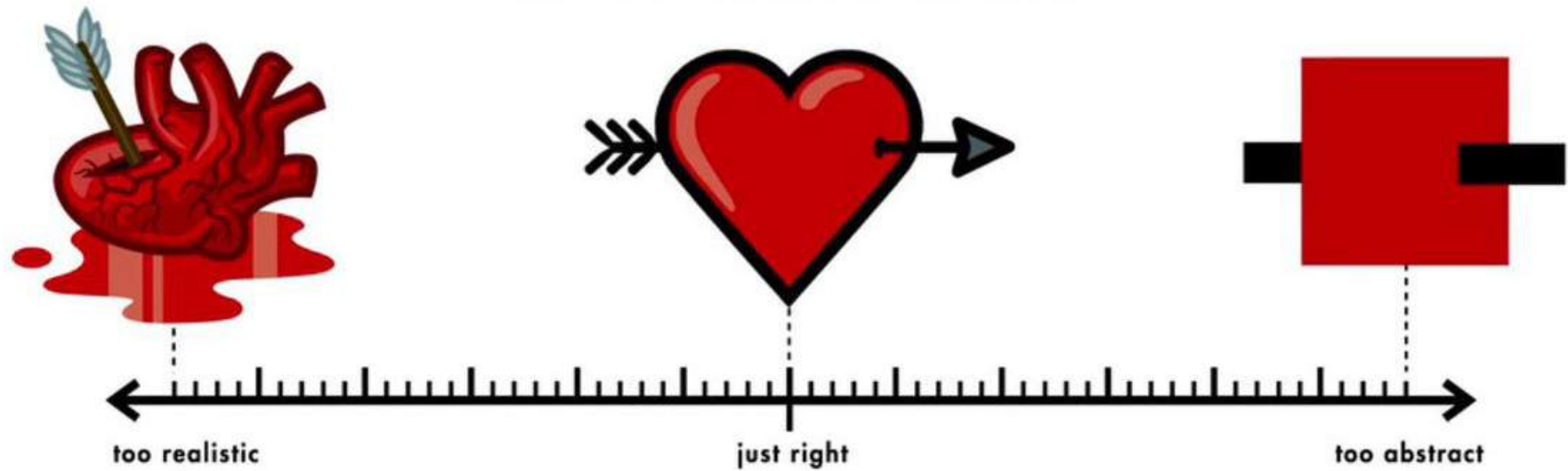
Christoph Niemann
Illustrator, artist and author







THE ABSTRACT-O-METER



Christoph Niemann



It depends on the context



Christoph Niemann

Process

Process

To ask the right questions at the right times

To make the right choices at the right times

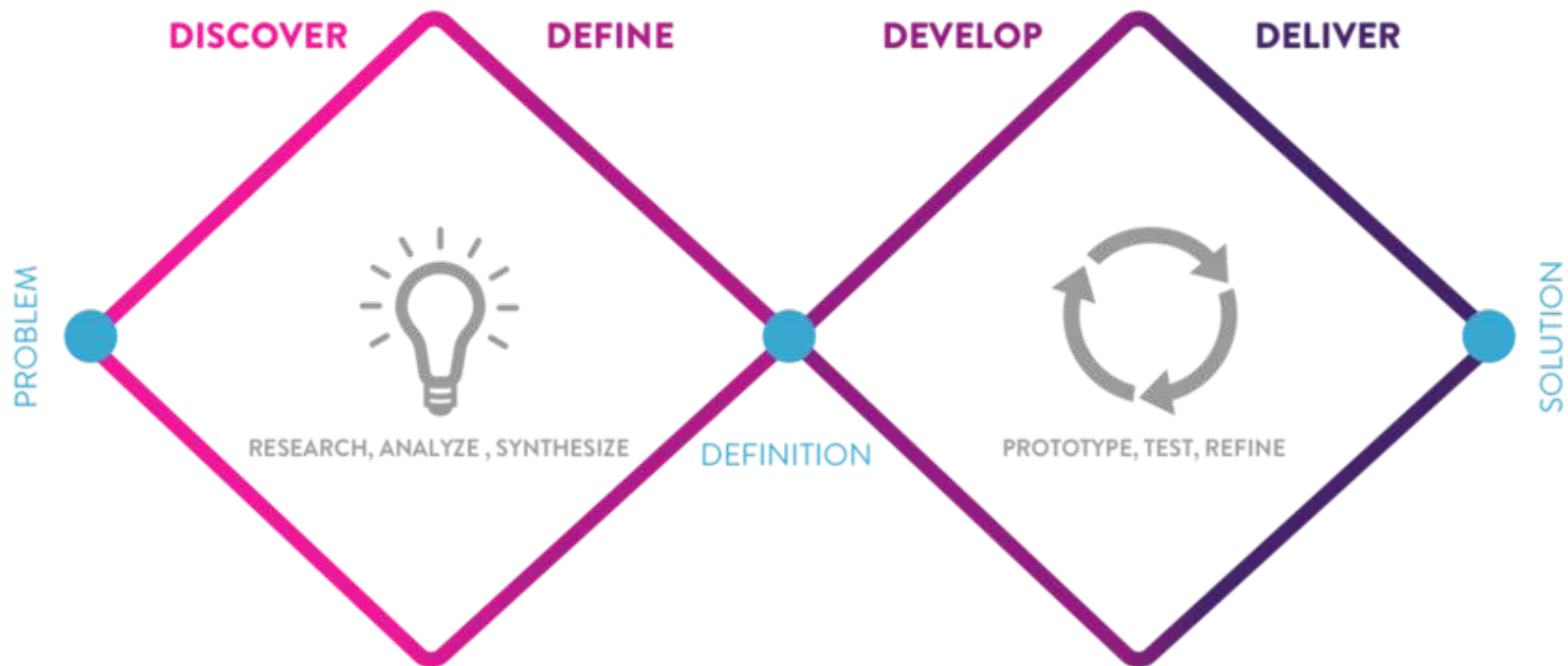
Process

**A structured workflow in the company
to ensure its investments in development and innovation as best as possible**



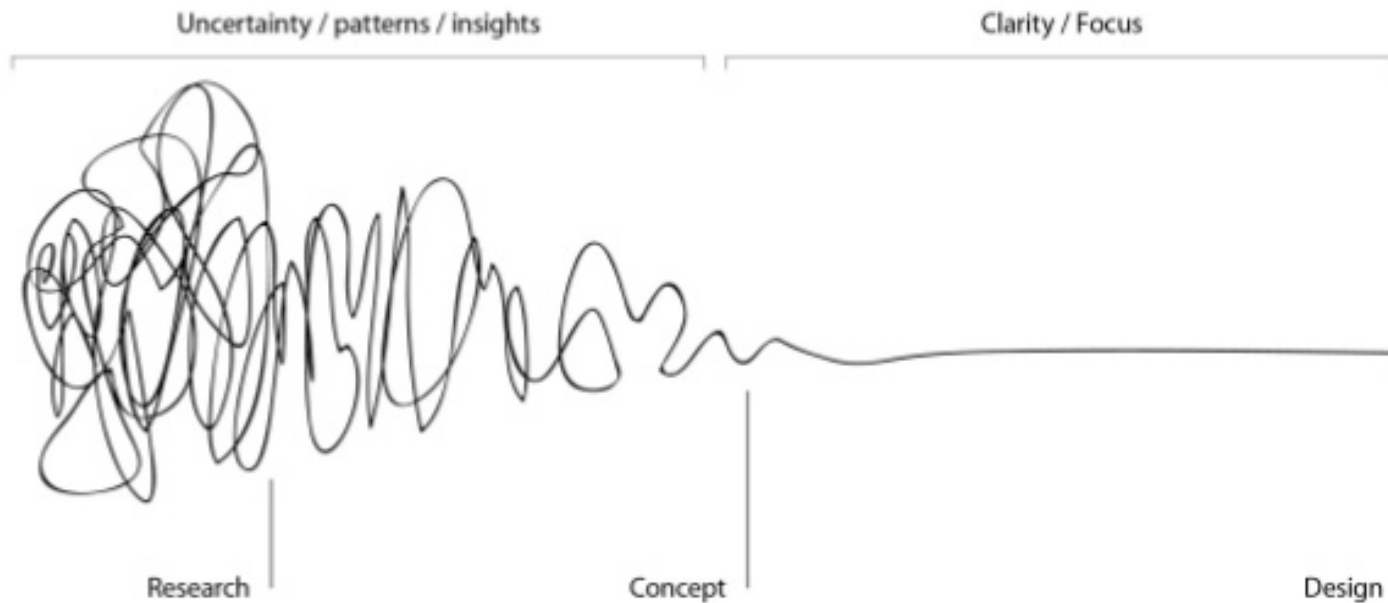
Process

Mindset



Process

The fuzzy front end



Process

Iterative processes

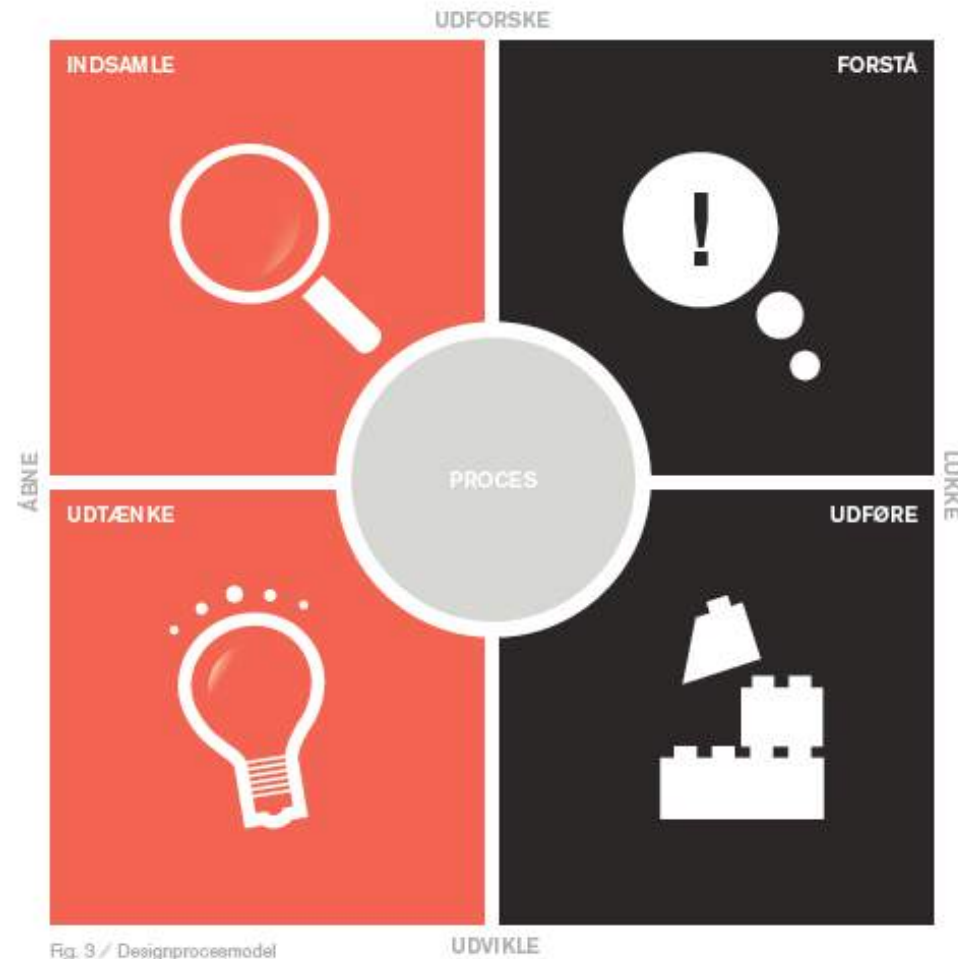
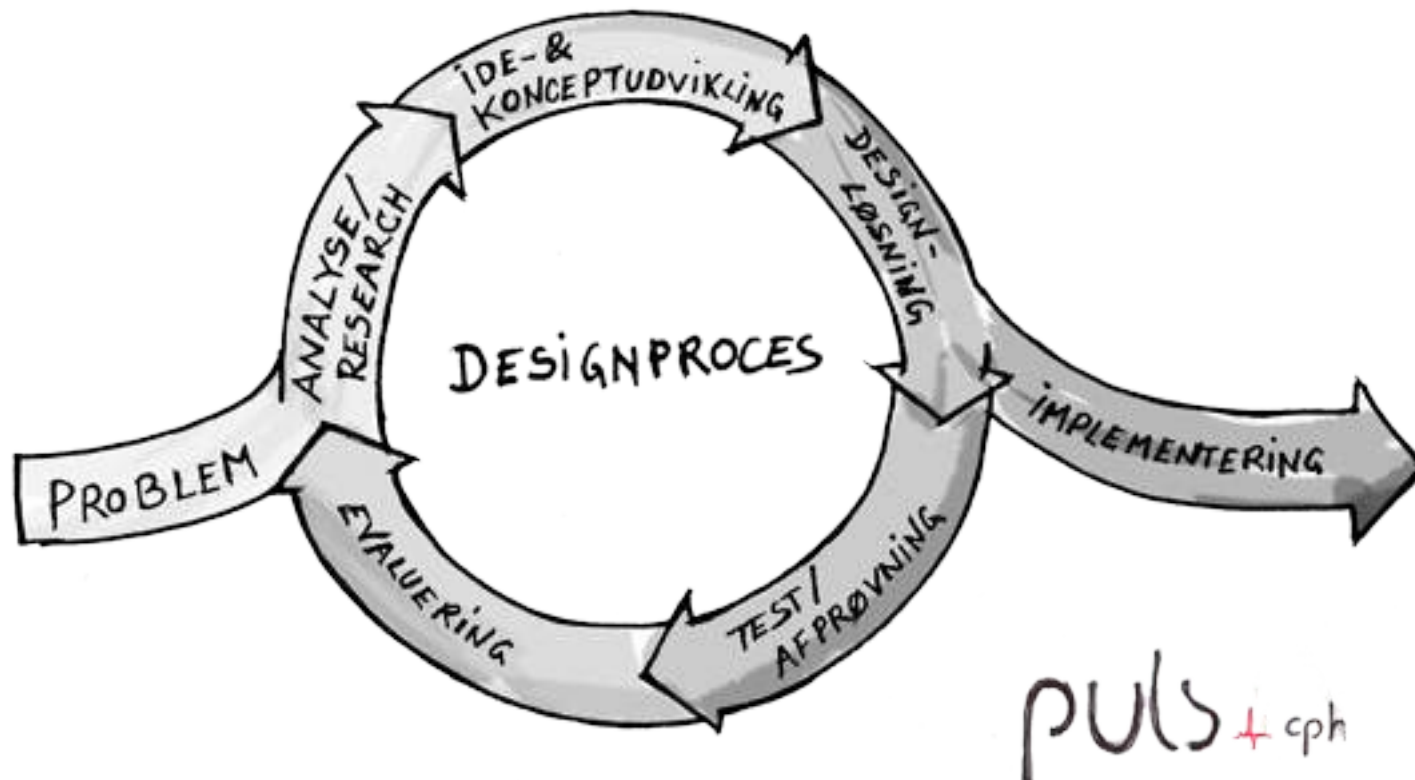


Fig. 3 / Designprocesmodel

Process

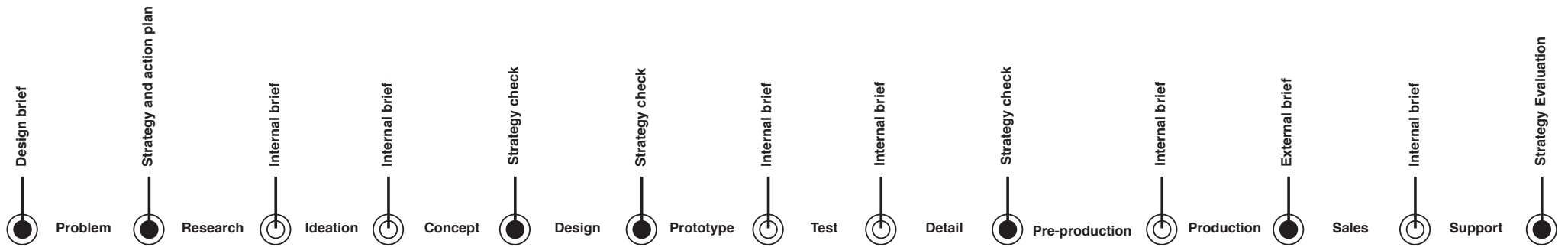
Iterative processes



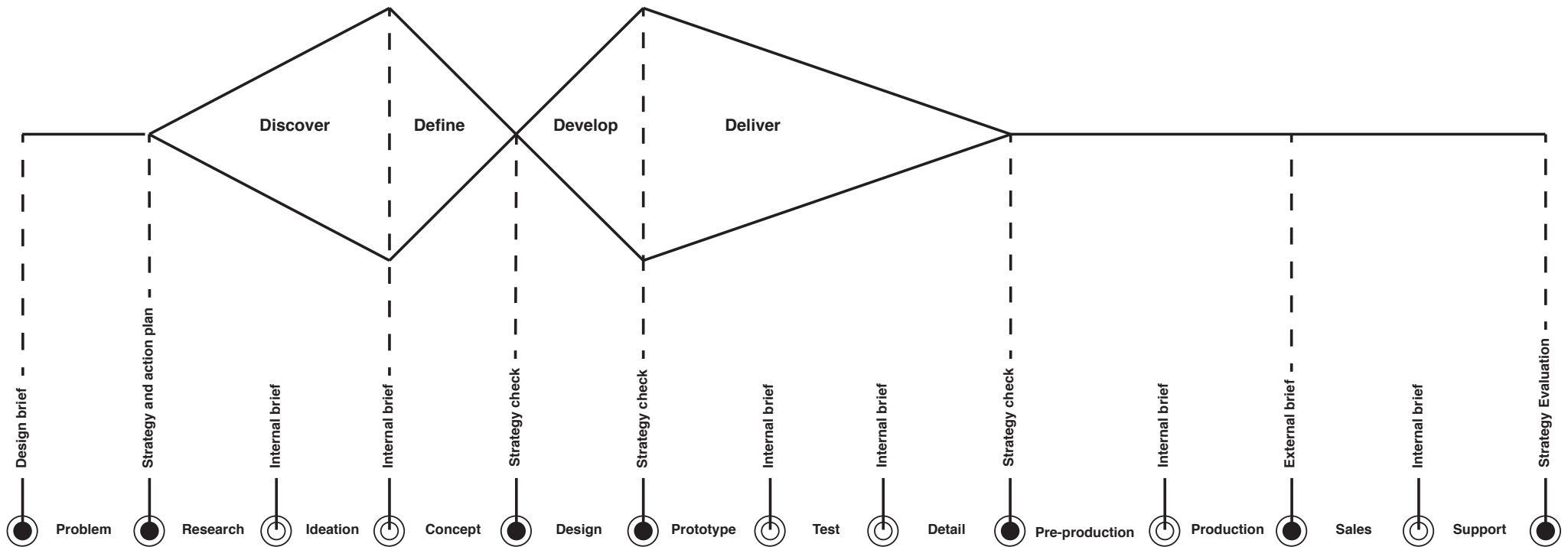
Process



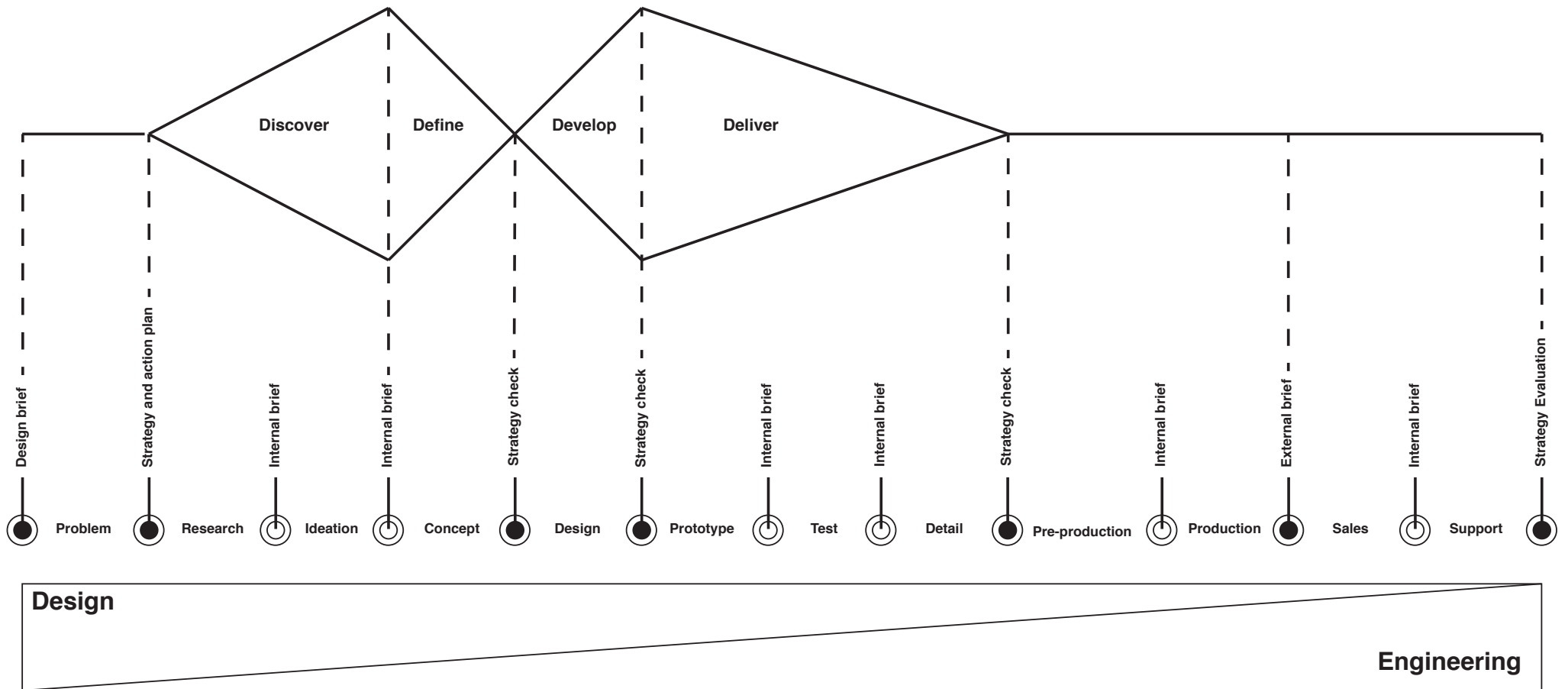
Process



Process



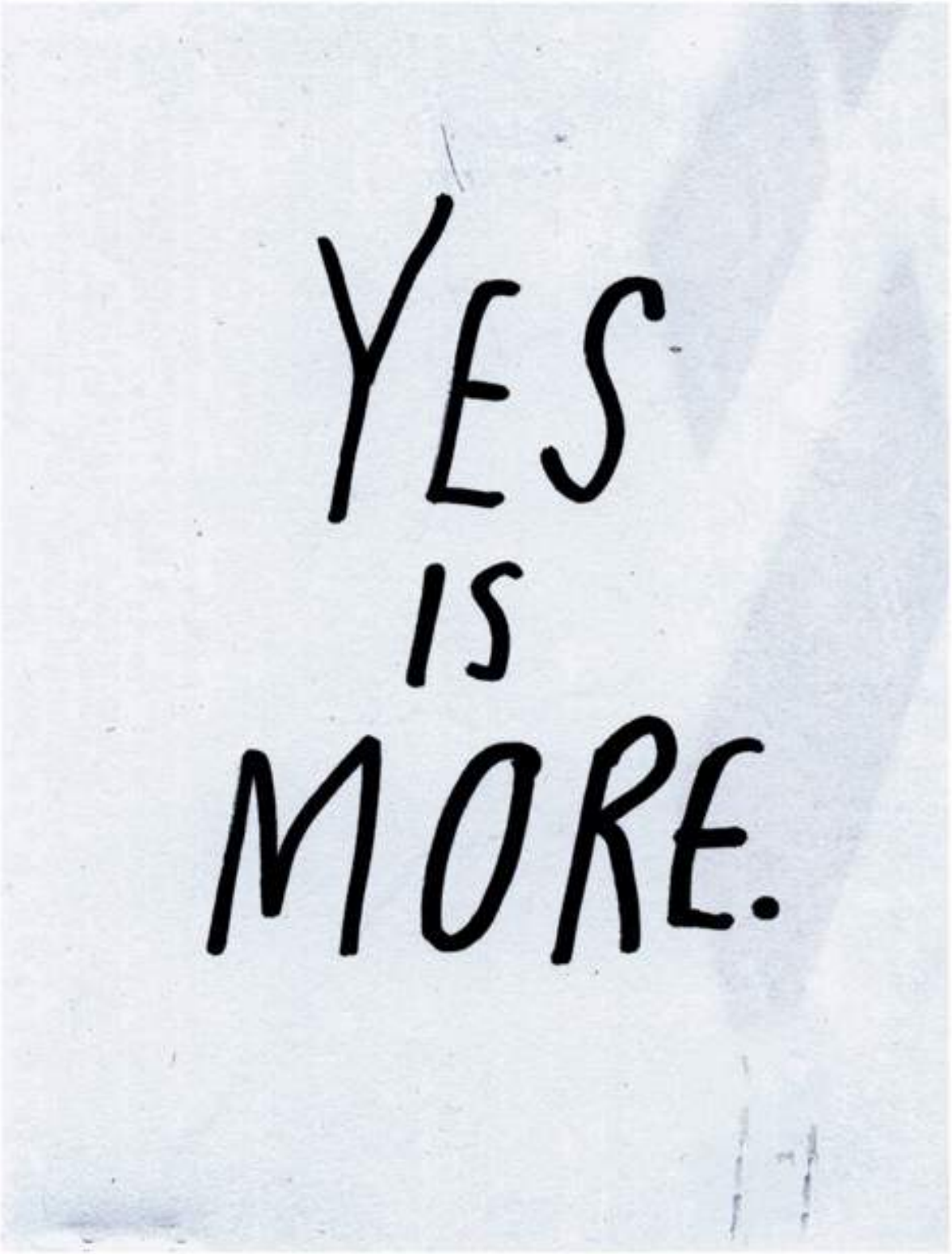
Process



Cooperation & Teamwork

Cooperation

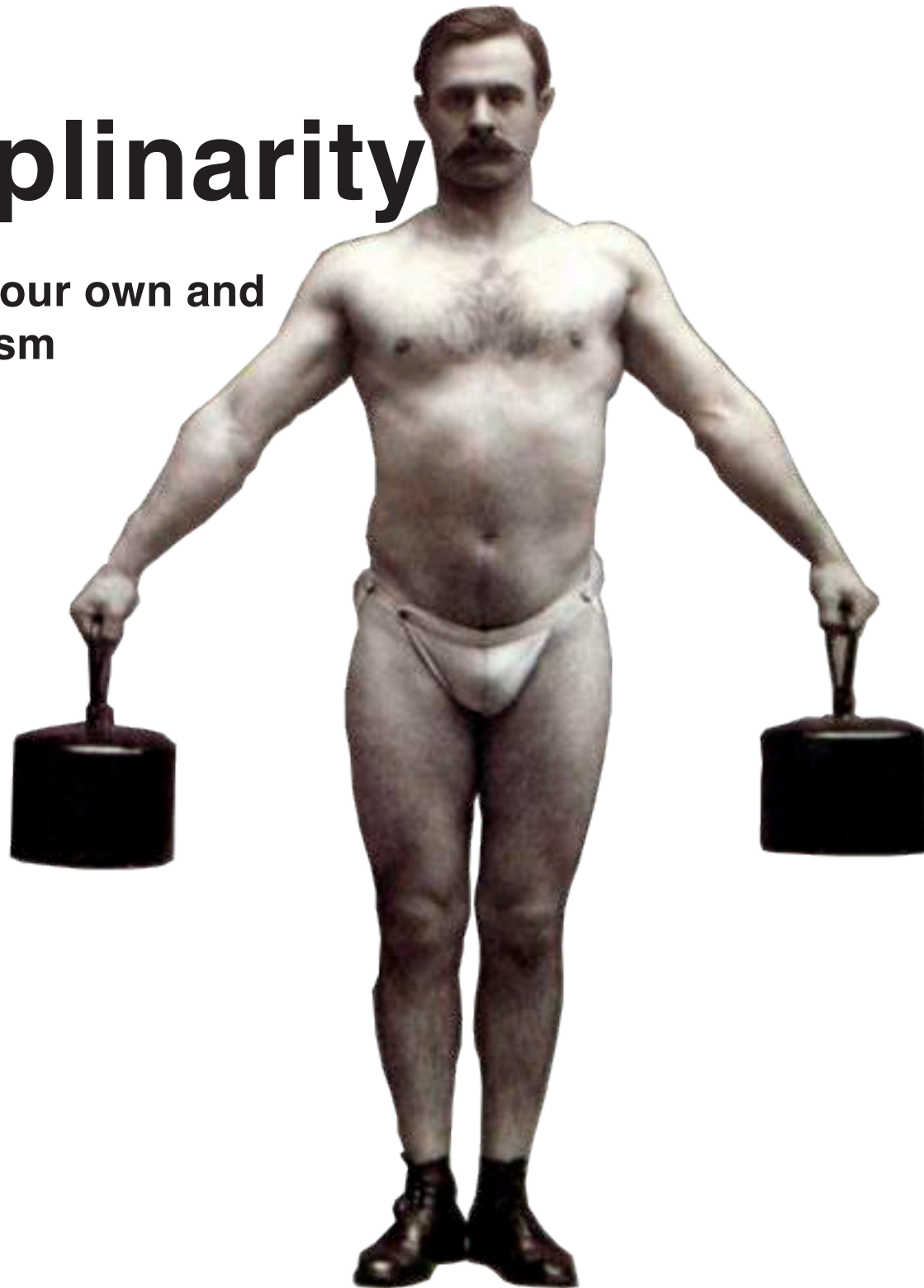
Supporting other people's ideas

A photograph of a light blue, textured surface, possibly a wall or a piece of paper, with the words "YES IS MORE." written in large, bold, black, handwritten capital letters. The text is arranged in three lines: "YES" on the top line, "IS" on the middle line, and "MORE." on the bottom line. The handwriting is thick and expressive, with some ink bleeding into the background. The background has a subtle, diagonal shadow or crease running from the top right towards the bottom left.

YES
IS
MORE.

Interdisciplinarity

Use the strength of your own and
others' professionalism



Interdisciplinarity

Use the strength of your own and
others' professionalism



Place responsibility according
to professionalism

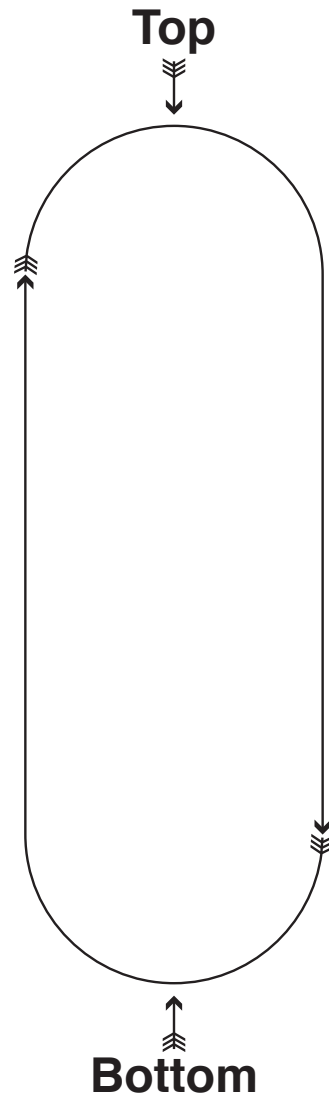
Implementation

Implementation

Change or development

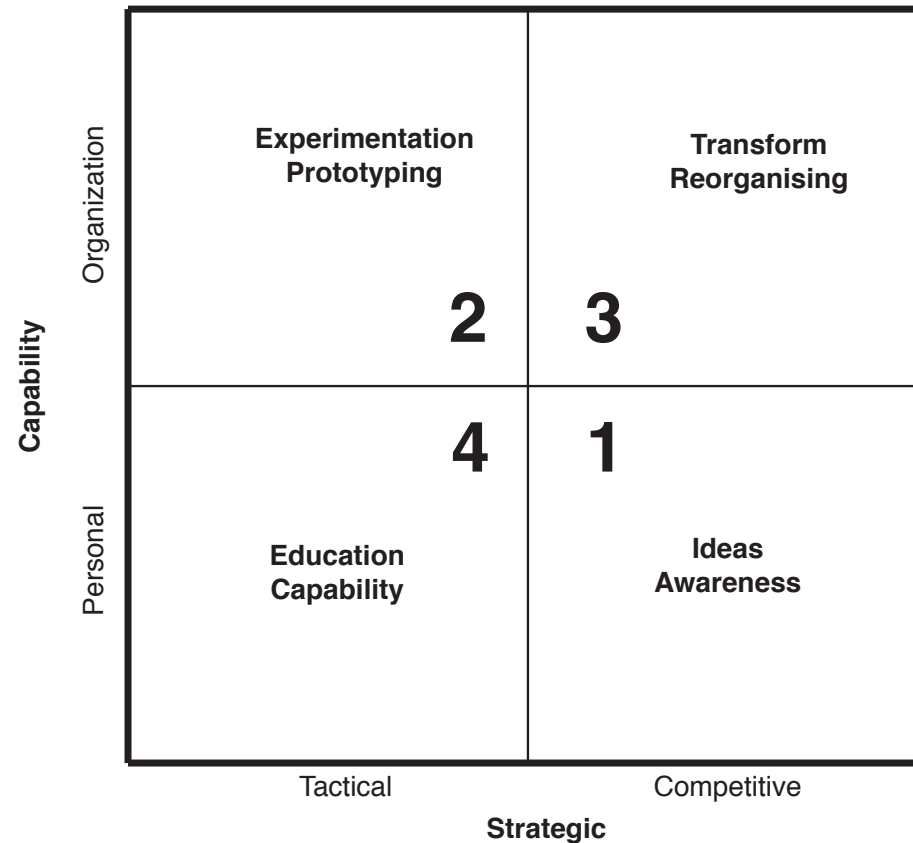
Implementation

Change or development



Implementation

Change or development



Design Led Innovation Matrix
Professor Sam Bucolo, UTS

Implementation

Trust the process, the methods and your professionalism

Implementation

**Trust the process, the methods and your professionalism
Doubt your ideas and solutions**

THE END