Design Thinking - Tim Brown

* ‘design thinking’- a methodology that imbues the full spectrum of innovation with a human centred design ethos. – innovation powered by a thorough understanding, through direct observation of what people want and need in their lives and what they like and dislike about the way particular products are made, packaged, marketed, sold and supported.
* It 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.
* Nowadays, rather than asking designers to make an already developed idea more attractive to consumers, companies are asking them to create ideas that better meet consumers’ needs and desires- strategic and leads to dramatic new forms of value.
* Moreover, as economies in the developing world shift from industrial manufacturing to knowledge work and service delivery eg. Processes, services, IT- Powered interactions, entertainments and ways of communicating- human centred activities in which design thinking can make a decisive difference.
* (prototyping of a service innovation will not be physical but must be tangible eg. Pictures and video).
* Prototypes should command only as much time, effort and investment as are needed to generate useful feedback and evolve an idea. Goal isn’t to finish the prototype- it is to learn about the strengths and weaknesses of the idea and to identify new directions that further prototypes might take.
* **How? –** not out of brilliant minds in feats of imagination well beyond the abilities of mortals. Was the result of hard work augmented by a creative human-centred discovery process, followed by iterative cycle of prototyping, testing and refinement.
* **Best described as a system of spaces rather than a predefined series of orderly steps-** the spaces demarcate different sorts of related activities that together from the continuum of innovation.
* **Inspiration- circumstances (eg. Problem, opportunity) that motivate the search for solutions.**
* **Ideation- process of generating, developing and testing ideas that may lead to solutions.**
* **Implementation- for the charting of a path to market.**
* **Taking a systems view:** Many of the world’s most successful brands create breakthrough ideas that are inspired by a deep understanding of consumer’s lives and use the principles of design to innovate and build value. Sometimes must account for vast differences in cultural and socioeconomic conditions. Eg. Aravind.
* **Getting back to the surface:** importance of aesthetics as well in innovation. Great design appeals to both our needs and desires, often the emotional connection is what engages us in the first place/ and functionally- do the job and we love them.
* As more of our basic needs area met, we increasingly expect sophisticated experiences that are emotionally satisfying and meaningful- complex combination of products, services, spaces, and information- the ways we get educated, entertained, stay healthy, share and communicate. Eg. ‘Keep the change’