IL029: Lecture 1

**Design thinking:**

* feedback in a constructive way, ban of ‘devil’s advocate’.
* Playfulness.
* ‘finding human needs and creating new solutions.’ Empathy.
* Anthropological methods as a discipline.
* ‘tacit’- knowledge embedded into things we already know
* ‘design’- not only about aesthetics. Is it a methodology? Broadly applicable to addressing challenges in creative new ways?
* ‘human centered’ approach: focus on real people. Possibilities of technology.
* Power= basic human need.
* Influence on the way organizations work.
* Feasibility/ desirability/ viability.
* Change world through: Social innovation, entra/intrapreneurial activity
* Designedly change agent capability stack.
* Physical model design study? Not just digital
* Fit- with goals, values, capabilities, resources etc.
* Stick- with us for a reasonable amount of time
* Spread- to other uses/ people, more sustained and enhanced.
* Grow- capability for further successful design change