

A Critical Review of Kotina, E., Koria, M. and Prendeville, S., 2017, Using design thinking to improve strategic decision during collaborative sensemaking.

Introduction

Kotina, Koria and Prendeville introduce the improvement of collaborative decision making by linking it with design thinking strategy and people's cognitive, they also introduce a new framework to help decision making. This critical review will recap Kotina, Koria and Prendeville's article and evaluate the applications of design thinking in which authors discussed in the article.

Summary

Kotina, Koria and Prendeville talk the topic of design thinking by four sections. In the first section, authors simply give the background information to emphasize how the design thinking is important. In the following sections, they discuss how the strategically making a decision during the collaboration, how the confirmation bias impact a decision and how to use the design thinking tool to reduce the effects of confirmation bias. Finally, they give an example to show the linkages and possibilities of considering the concepts that talked in the previous sections.

Evaluation

In this article, the points of views are fresh and usable. Especially the example makes readers understand the essence of using design thinking, also the weight of impact of the cognitive bias that cannot be ignored. Liedtka and Jeanne also agree with using the design thinking as a tool to help users sort out their design process, at the same time, it can mitigate the misunderstands during the business activities[1]. Even there are few limitations happened during the study example, but it is a good example to let readers get a basic framework of using design thinking in a cooperate business environment.

Conclusion

In sum, this article gives a good inspiration on using the design thinking strategy, especially readers can get a flexible business strategy by learning from the examples of making a decision, using cognitive functions and design thinking that authors provided.

Reference

- [1] J. Liedtka, "Perspective: Linking Design Thinking with Innovation Outcomes through Cognitive Bias Reduction," *Journal of Product Innovation Management*, vol. 32, no. 6, pp. 925-938, 2015.