

◦ In 10 minutes

DESIGN



THINKING

Figure 4

by Ken Baldauf

# Design Thinking

## Four Pillars

Design Thinking

Empathy



# Design Thinking

# Collaboration



# Design Thinking

# Inclusion





# Design Thinking



# Repeat/Iterate



# Design Thinking

- **Empathize** with people's needs,
- **Collaborate** with others across disciplines, skill sets, and perspectives,
- **Include every idea** in visible form for evaluation, and
- **Repeat, iterating** and **testing** solutions to perfect them, always with human needs at the center.

# Design Thinking Quiz

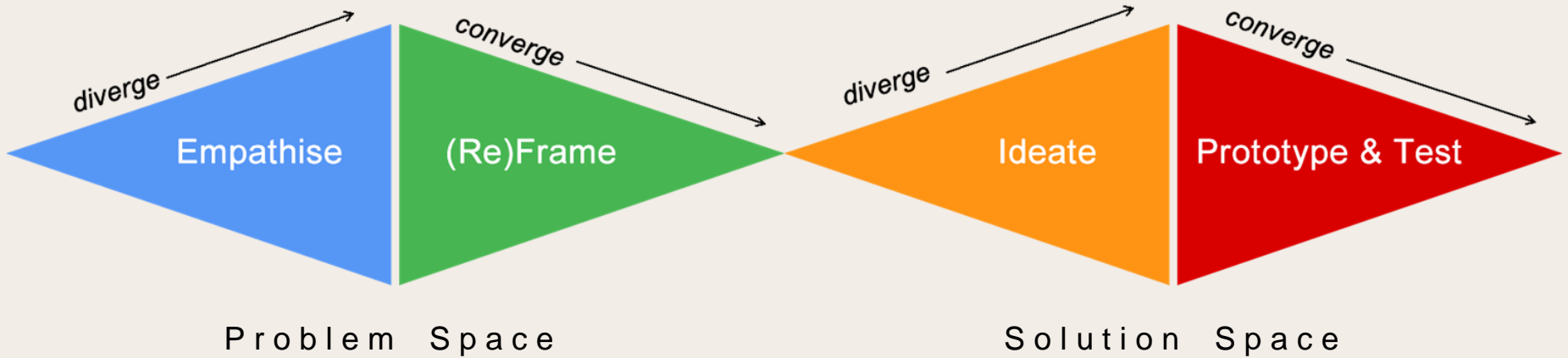
Design Thinking or NOT Design Thinking







# Design Thinking Process

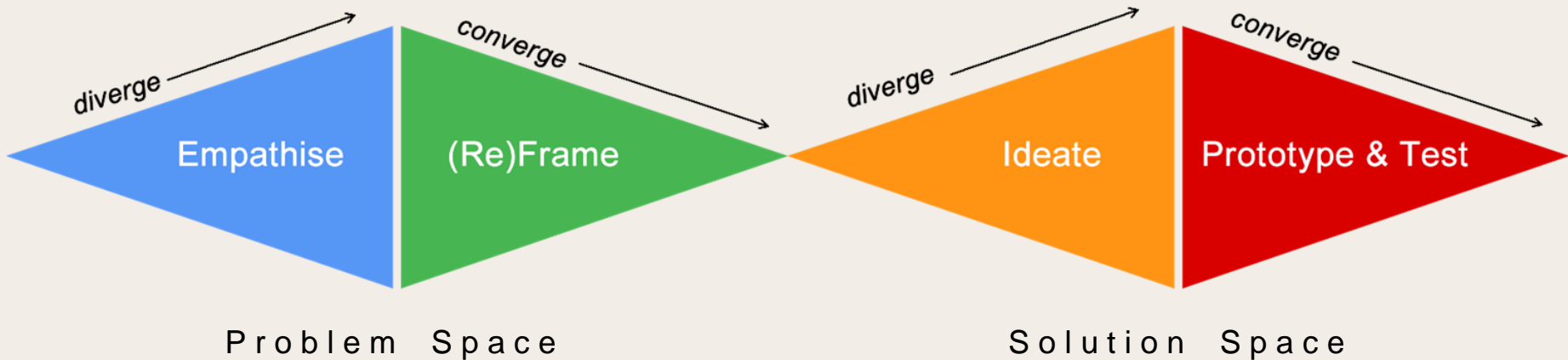


Design  
Challenge

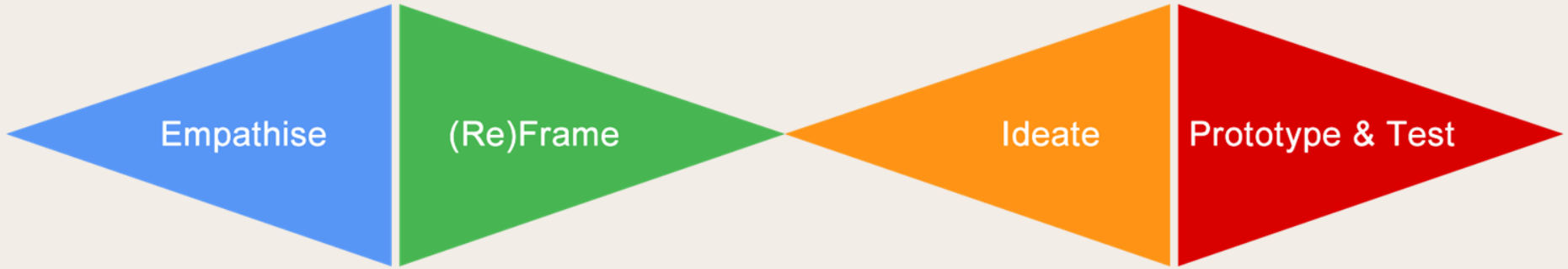


Design  
Solution

# Design Thinking



# Design Thinking Branding



Design Thinkers Group

Stanford d.school

Ideo

Ideo v2.0

Luma Institute

IBM

FSU Innovation Hub

Empathize | (Re)frame | Ideate | Prototype | Test

Empathize | Define | Ideate | Prototype | Test

Gather | Generate | Make | Share

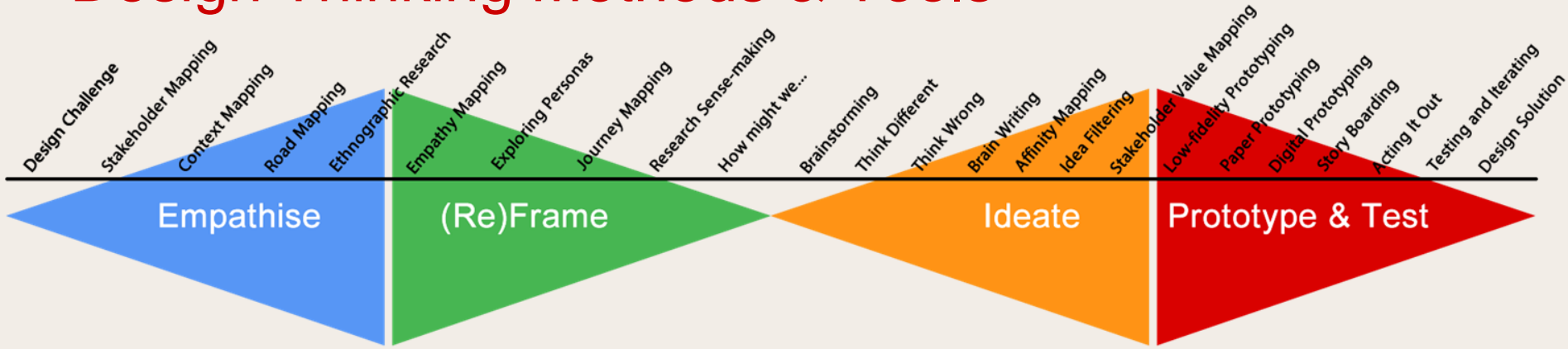
Inspiration | Ideation | Implementation

Looking | Understanding | Making

Observe | Reflect | Make

Empathize | Ideate | Build

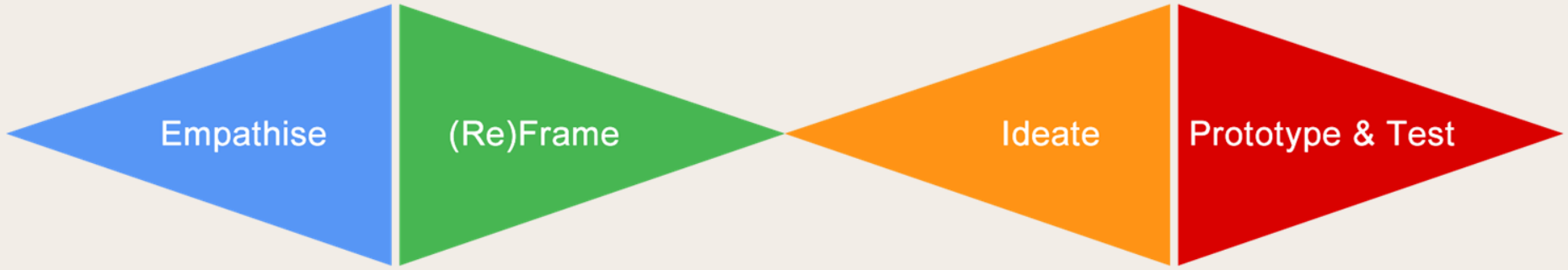
# Design Thinking Methods & Tools



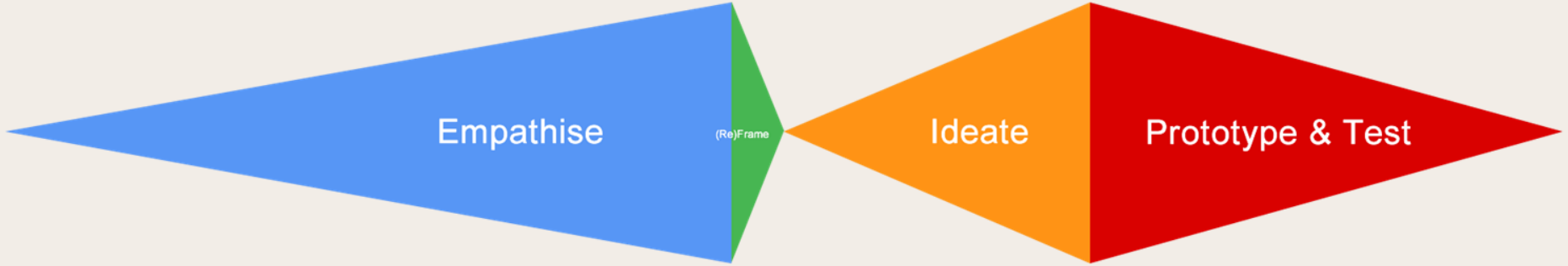
Design Thinkers Group	Empathize   (Re)frame   Ideate   Prototype   Test
Stanford d.school	Empathize   Define   Ideate   Prototype   Test
Ideo	Gather   Generate   Make   Share
Ideo v2.0	Inspiration   Ideation   Implementation
Luma Institute	Looking   Understanding   Making
IBM	Observe   Reflect   Make
FSU Innovation Hub	Empathize   Ideate   Build



# Design Thinking Steps in Perspective



# Design Thinking Steps in Perspective



Thank you!

[www.innovation.fsu.edu](http://www.innovation.fsu.edu)

DESIGN



THINKING

# Problem Statement

How might we improve the grocery shopping experience in a manner that positively impacts people and the environment?