

Mastering Design Thinking in Organizations
Developing design thinking further (Impact & Measurement)

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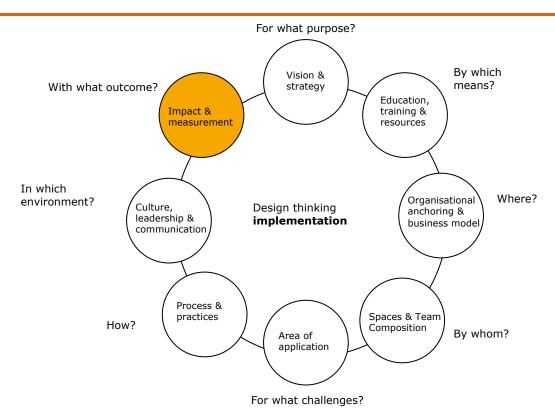
Learning objectives ...



- 1. To learn about the different views on the topic of measuring design thinking
- To understand what you need to do before you start thinking about metrics
- 3. To understand what should be measured and how







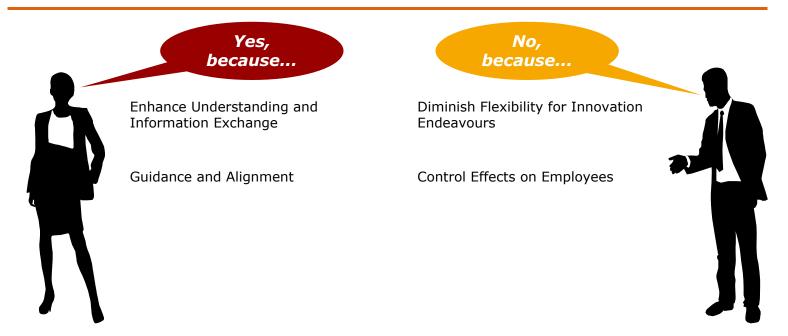
Source: Wolf, Ella (2019). Design Thinking coming of age. Exploring the implementation of design thinking for digital innovation in large organisations. Master Thesis. University of St Gallen.



Should we measure our innovation activities?



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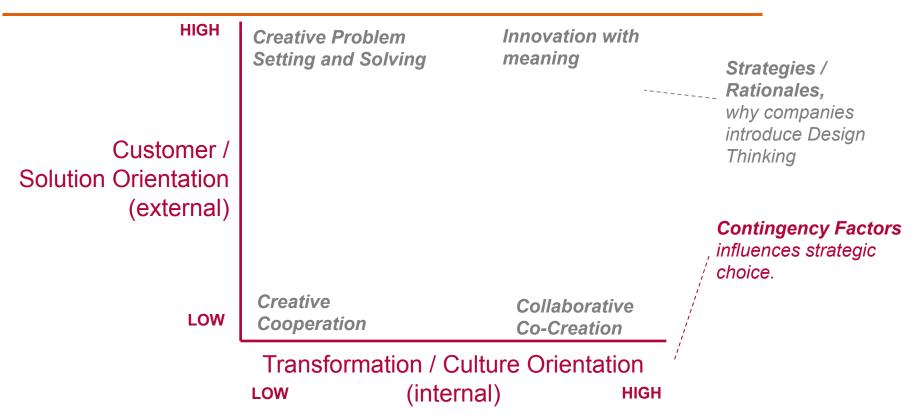
Although design thinking is normally used for exploratory activities, metrics used commonly for exploitative activities are applied.

Design thinking contributes to the aim of internal transformation, but metrics of the overall revenue or specific innovation products are used

If no clear intent is set for innovation activities, or the intent is not stated or documented explicitly, activities are measured on implicit and possibly conflicting intents.

Matrix of Internal and External Strategic Intent

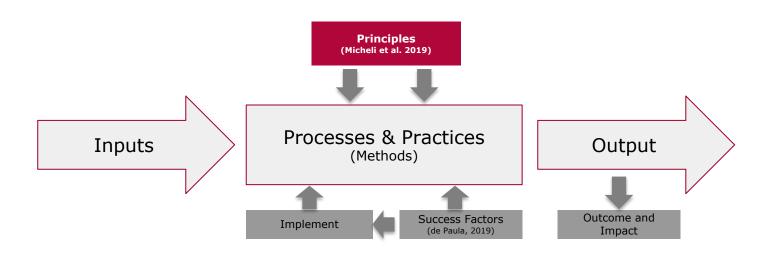




Source: Own creation based on Dell'Era, C., S. Magistretti, C. Cautela, R. Verganti, and F. Zurlo. 2020. Four kinds of design thinking: From ideating to making, engaging, and criticizing. Creativity and Innovation Management (August 2019): 1–21.

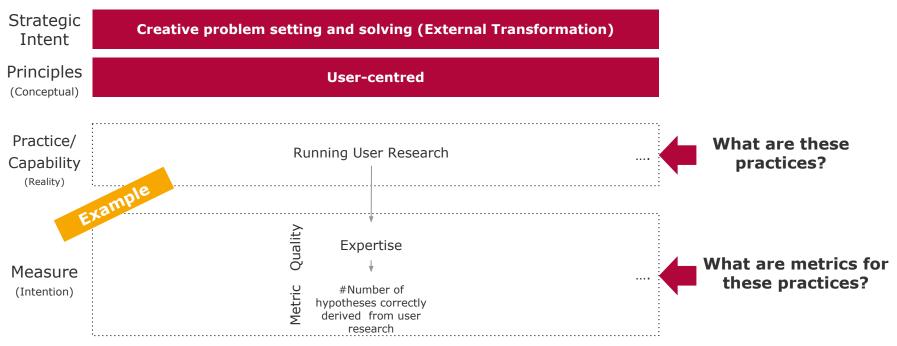
What shall be measured? Approaches towards measurement







How do you want to measure?



Summary



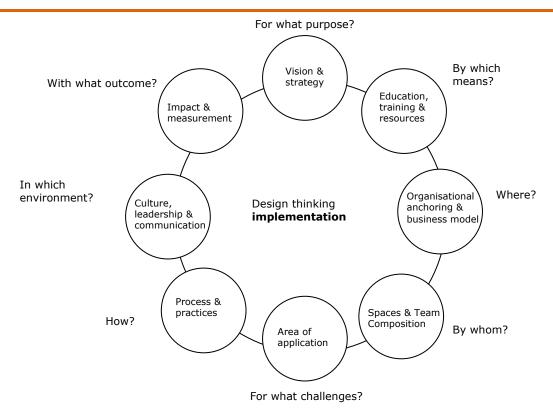
Innovation Strategy: What is the aim of the measurement?

Practice: What shall be measured?

Performance Measurement System: How do you want to measure?







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