

Design Thinking for Innovation

Module 1

What Is Design Thinking?

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Design Thinking for Innovation

human-centered

options-focused

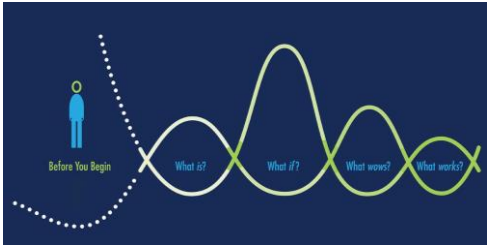
possibility-driven

iterative

Design Thinking for Innovation

	Design thinking is appropriate if ...	Linear analytic methods may be better if ...
Is the problem human-centered?	Deep understanding of the actual people (users) involved	There are few human beings involved in the problem or the solution
How clearly do you understand the problem itself?	We need to explore and get agreement	We understand the problem clearly and are sure we're solving the right one
What's the level of uncertainty?	There are many unknowns (large and small), and past data is unlikely to help us	The past is a good predictor of the future
What data is already available to you?	There is very little relevant existing data to analyze	There are several clear sources of analogous data

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[Design Tool]

Visualization

Make it tangible and concrete. Draw a picture, tell a story, take a photo, make a map...