

M3 - Design Thinking

Design Thinking

- Desirability <-> User
- Feasibility <-> Tech
- Viability <-> Business

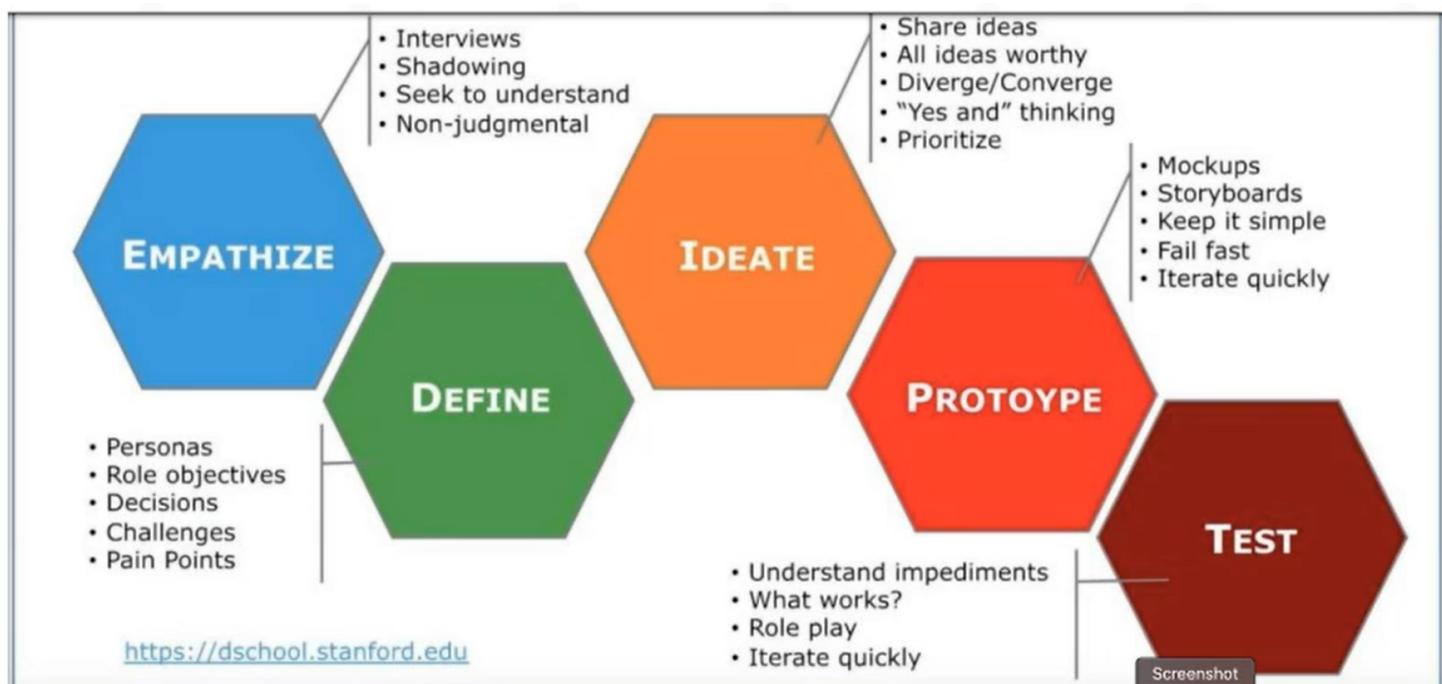
Intersection of all the above: Innovation

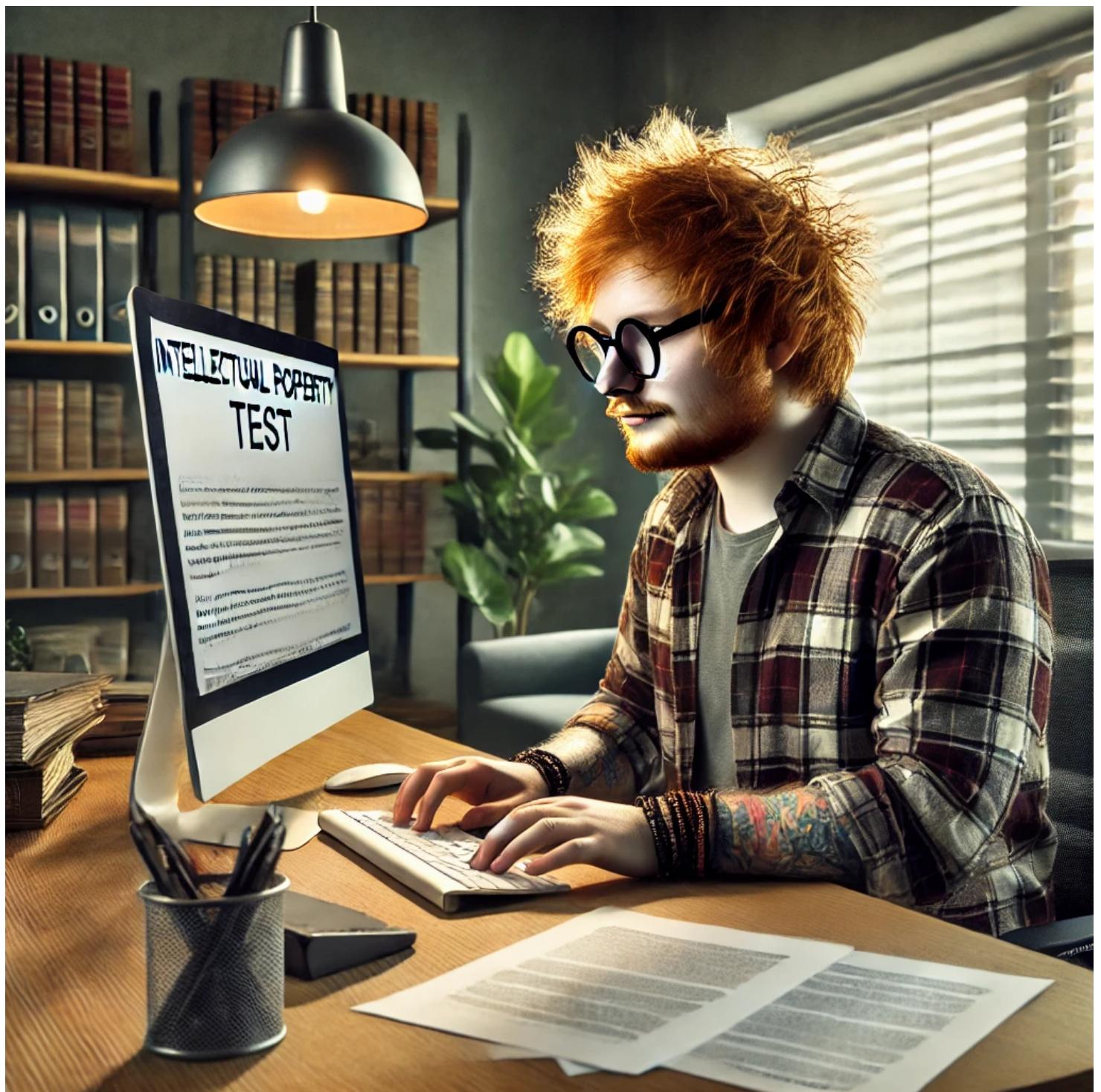
Surface unmet needs, discover revolutionary solutions and reduces risk

Three key principles (EIE):

- Empathy
- Innovation
- Experimentation

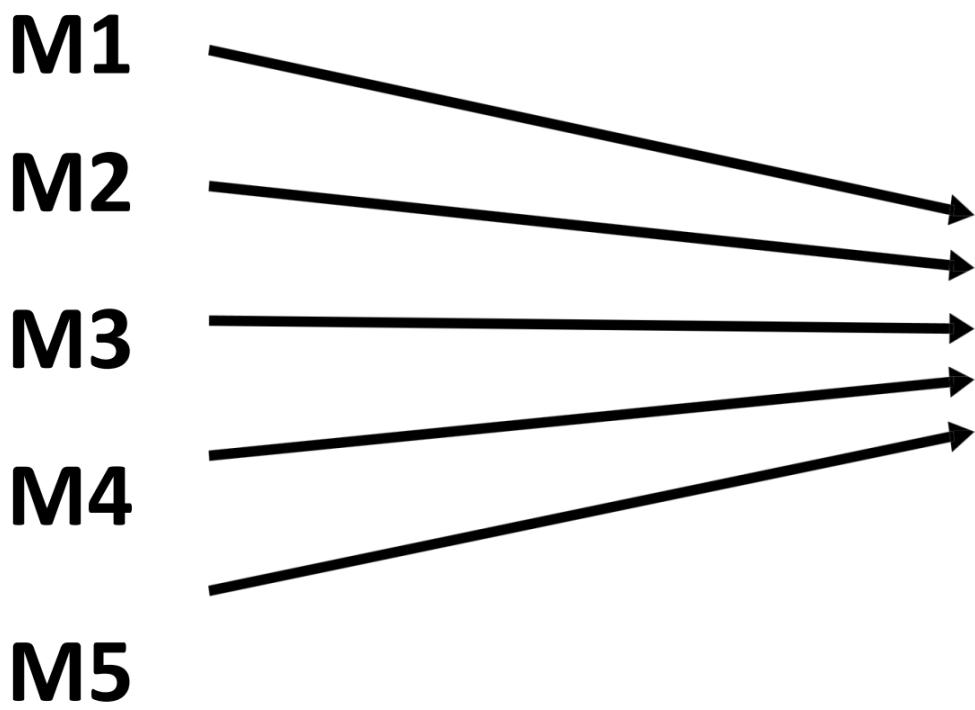
Stages of Design Thinking



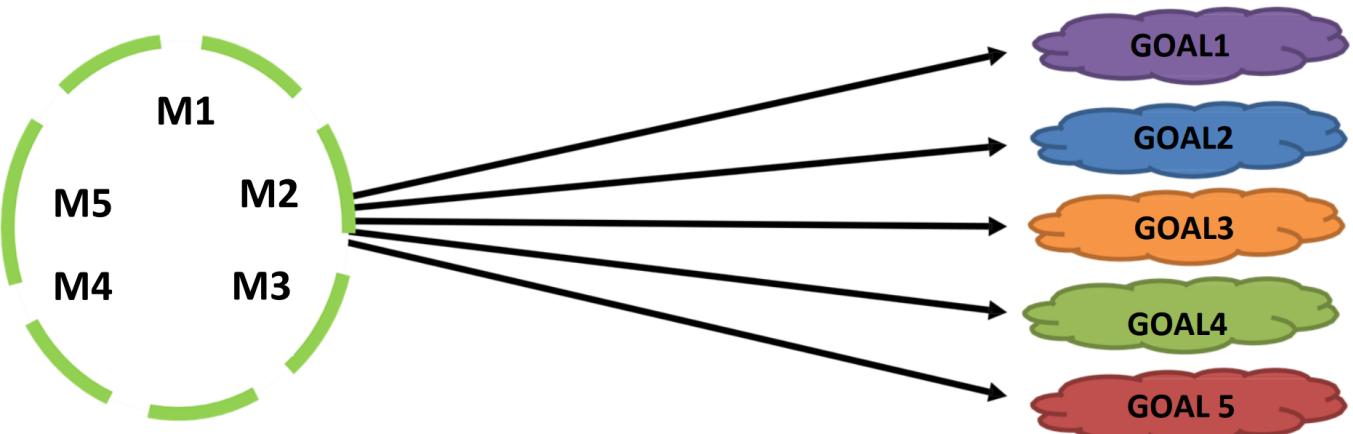


Effectuation

Causal Reasoning: follows existing pathways



Effectual Reasoning: given resources, imagine new possibilities



PREDICTION

HIGH

PLAN
(Causal)

VISIONARY

LOW

ADAPT

CO-CREATE
(Effectuation)

LOW

HIGH

CONTROL

Principles of Effectuation

- **Bird-in-hand principle:** Start with Who you are, What you know, & Whom you know
(Not pre-set goals/opps)
- **Affordable loss principle:** Invest what you can afford to lose –extreme case \$0
(Not expected return)
- **Crazy Quilt principle:** Build a network of self-selected stakeholders
(Not competitive analysis)
- **Lemonade principle:** Embrace and Leverage surprises
(Not avoid them)
- **Pilot-in-the-plane principle:** Co-create the future
(Not stick to a pre-determined path)

