



# Today

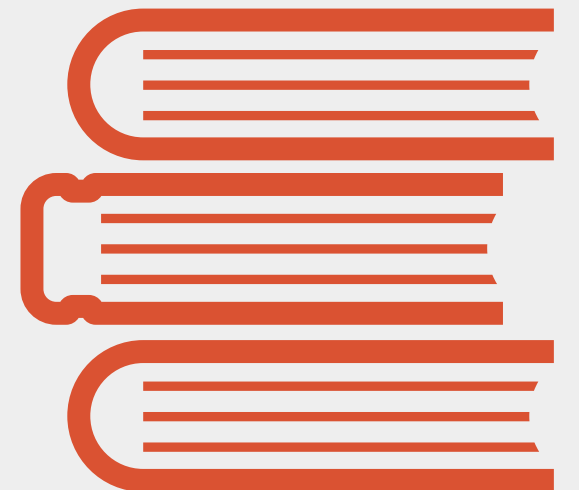


Bob

Design thinking - Ideation

Design thinking - Synthesis

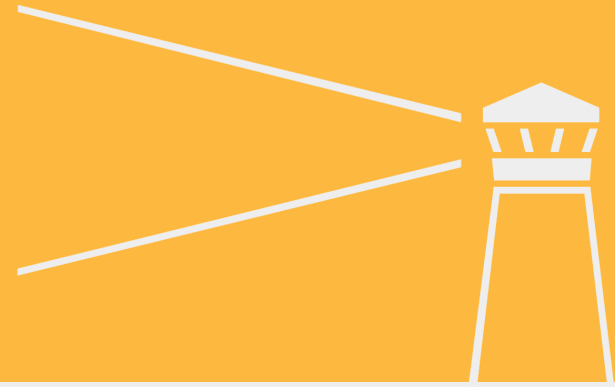
News update



Bob

DT101  
ideation

# Design thinking 101



## **Principles for ideation:**

Defer criticism

Encourage wild ideas

Record everything

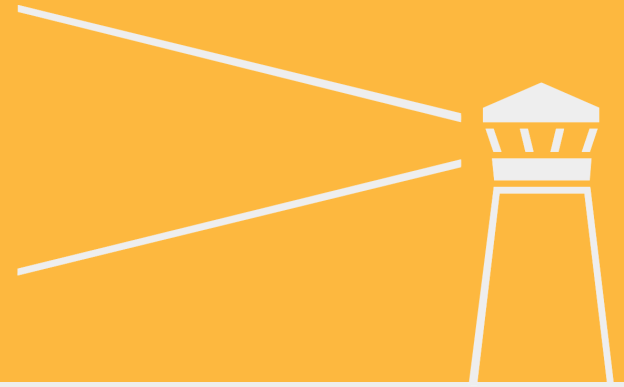
Be visual

Go for quantity

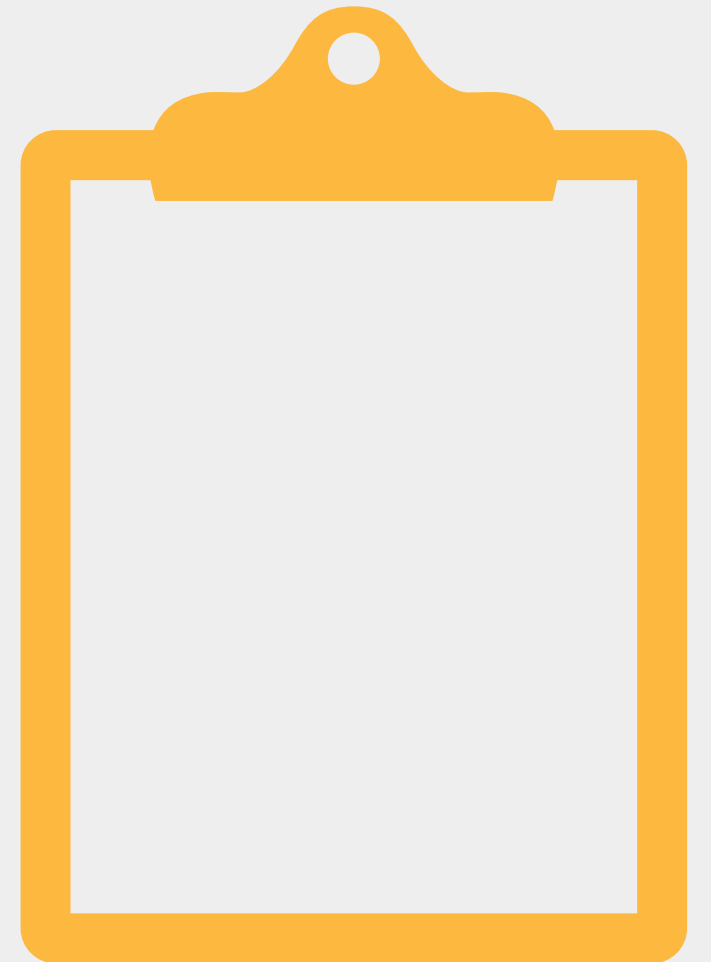
Yes, and..

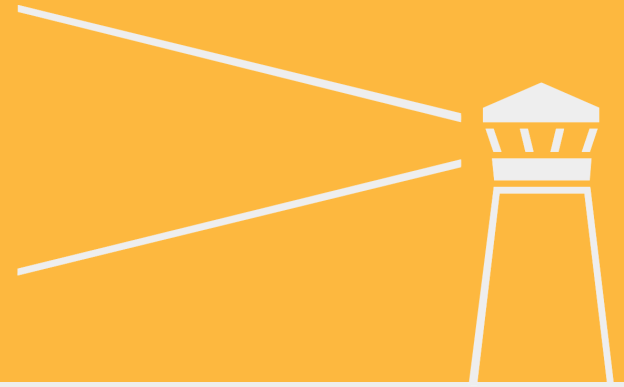


# Design thinking 101



## 1. Silent list





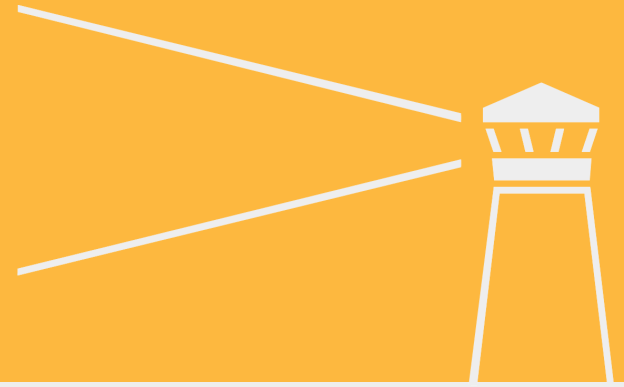
## 2. What would Donald Trump do?



## 3. Reduction







## 4. What would Greta Thunberg do?



# DT101

# *synthesis*

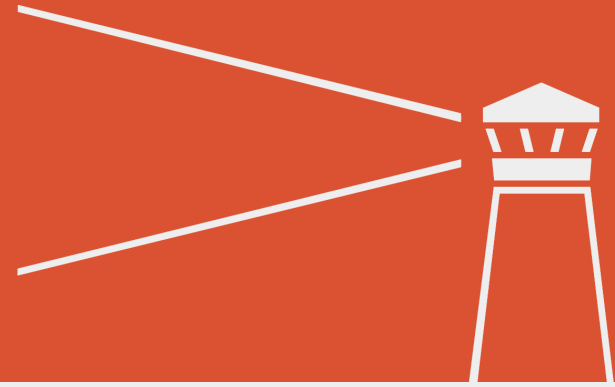
# Design challenge



## Affinity diagram



# Design challenge



Feasibility /  
impact grid

pick  
one

news  
update

done