

REC

RINASCITA DIGITALE

—
Elia Bellussi

DESIGN THINKING UN APPROCCIO AGILE

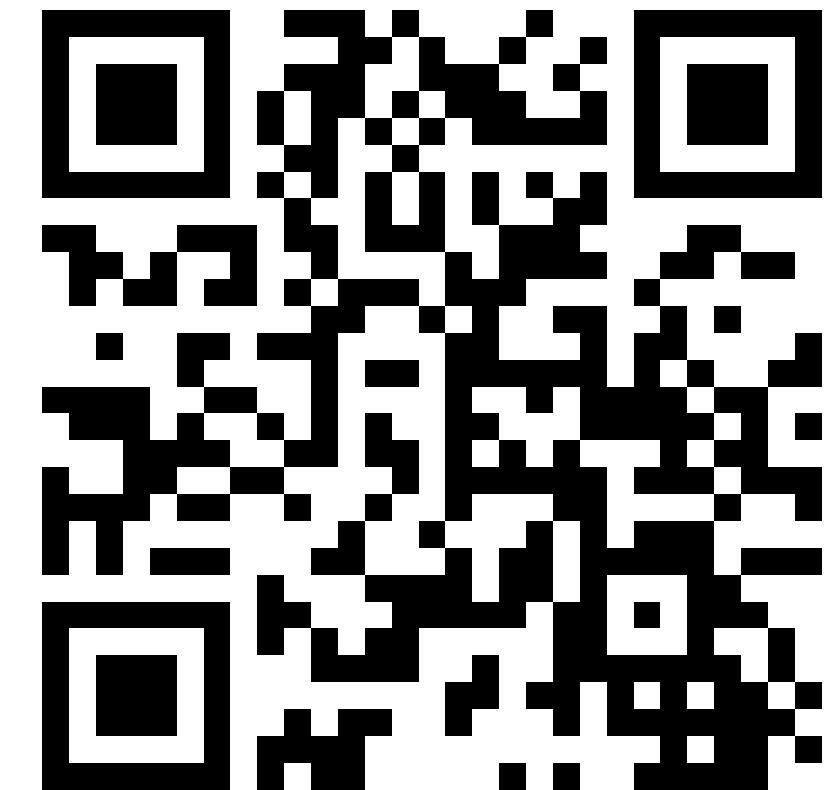


Design Thinking

ELIA BELLUSSI

- CONSULENTE IT
- ARTICOLISTA
- CERTIFICATO IN DESIGN THINKING DA IDEO
- MENTOR IN HACKATHON
- FONDATORE MUSEO PIEMONTESE DELL'INFORMATICA
- MBA E MASTER OF SCIENCE IN DISRUPTIVE INNOVATION

<https://ebellussi.github.io/>



Design Thinking

AGENDA

-
- INTRODUZIONE
 - CASO STUDIO
 - CONCLUSIONE
 - APPROFONDIMENTI

RINASCITA DIGITALE 



Design Thinking

AGILE

17 SVILUPPATORI SI RITROVANO NEL 2001 A SNOWBIRD, UNA CITTADINA NELLO UTAH E NE DEFINISCONO IL MANIFESTO

- INDIVIDUI E INTERAZIONE
- SOFTWARE FUNZIONANTE
- COLLABORAZIONE COL CLIENTE
- RISPOSTA AL CAMBIAMENTO

RINASCITA DIGITALE 



Design Thinking

DESIGN THINKING

NEL 1965 VIENE USATO PER LA PRIMA VOLTA IL TERMINE COME LO USIAMO ORA.

NEL 1991 DALLA D.SCHOOL, PRESSO L'UNIVERSITÀ DI STANFORD,
SI PASSA AD IDEO

- ISPIRAZIONE
- IDEAZIONE
- IMPLEMENTAZIONE

Design Thinking

PERCHÉ

- RISOLVERE PROBLEMI
- FOCALIZZARSI SUL VALORE PER IL CLIENTE
- ADATTARSI AL CAMBIAMENTO
- PERFEZIONARSI

Design Thinking

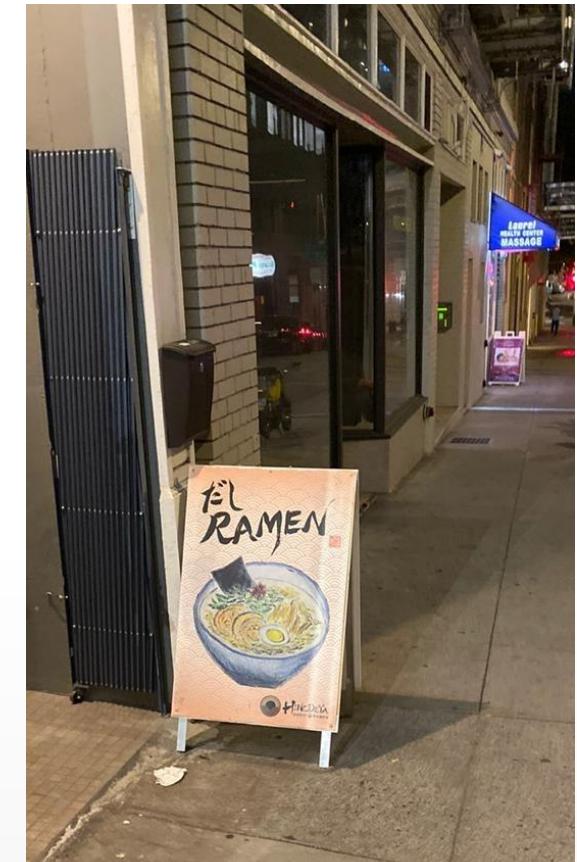
CASO STUDIO RAMEN A CASA



RINASCITA DIGITALE REC

Design Thinking

CASO STUDIO OSSERVARE



REC
RINASCITA DIGITALE

Design Thinking

$$10^0 = 1$$

$$10^1 = 10$$

$$10^2 = 100$$

$$10^3 = 1000$$

CASO STUDIO OSSERVARE

$$10^4 = 10000$$

$$10^5 = 100000$$

$$10^6 = 1000000$$

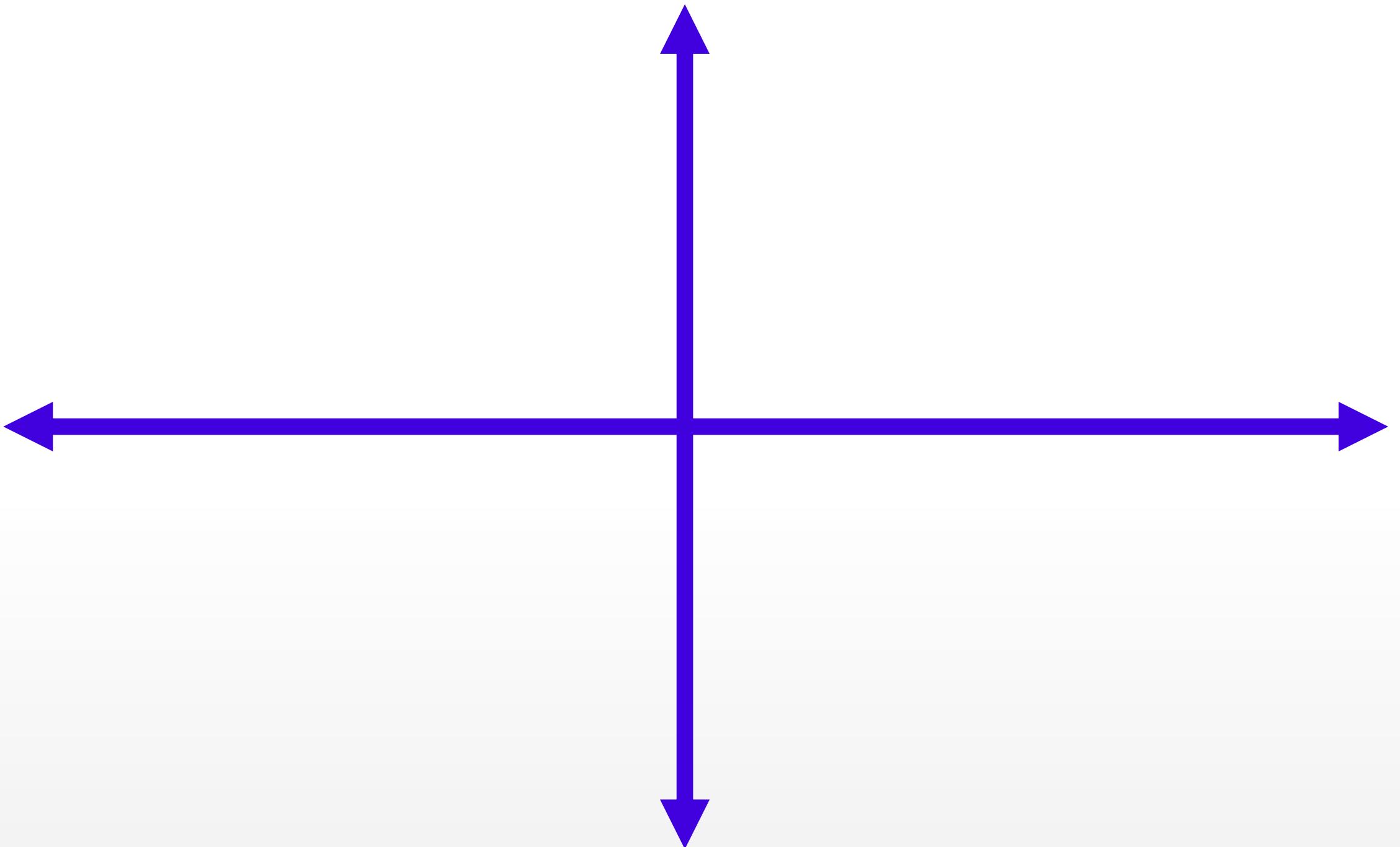
$$10^7 = 10000000$$

$$10^8 = 100000000$$

$$10^9 = 1000000000$$

Design Thinking

**CASO STUDIO
OSSERVARE**

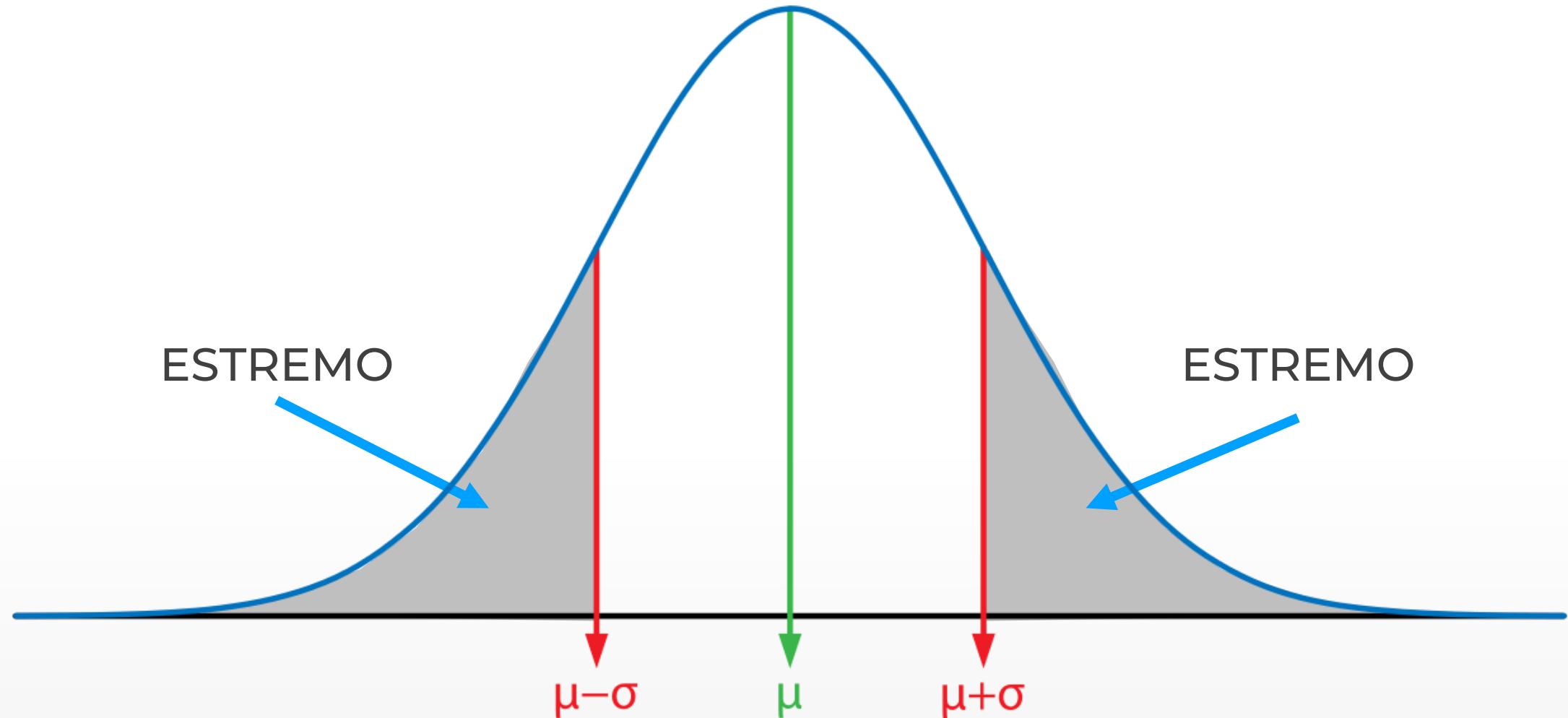


RINASCITA DIGITALE REC



Design Thinking

CASO STUDIO OSSERVARE



Design Thinking

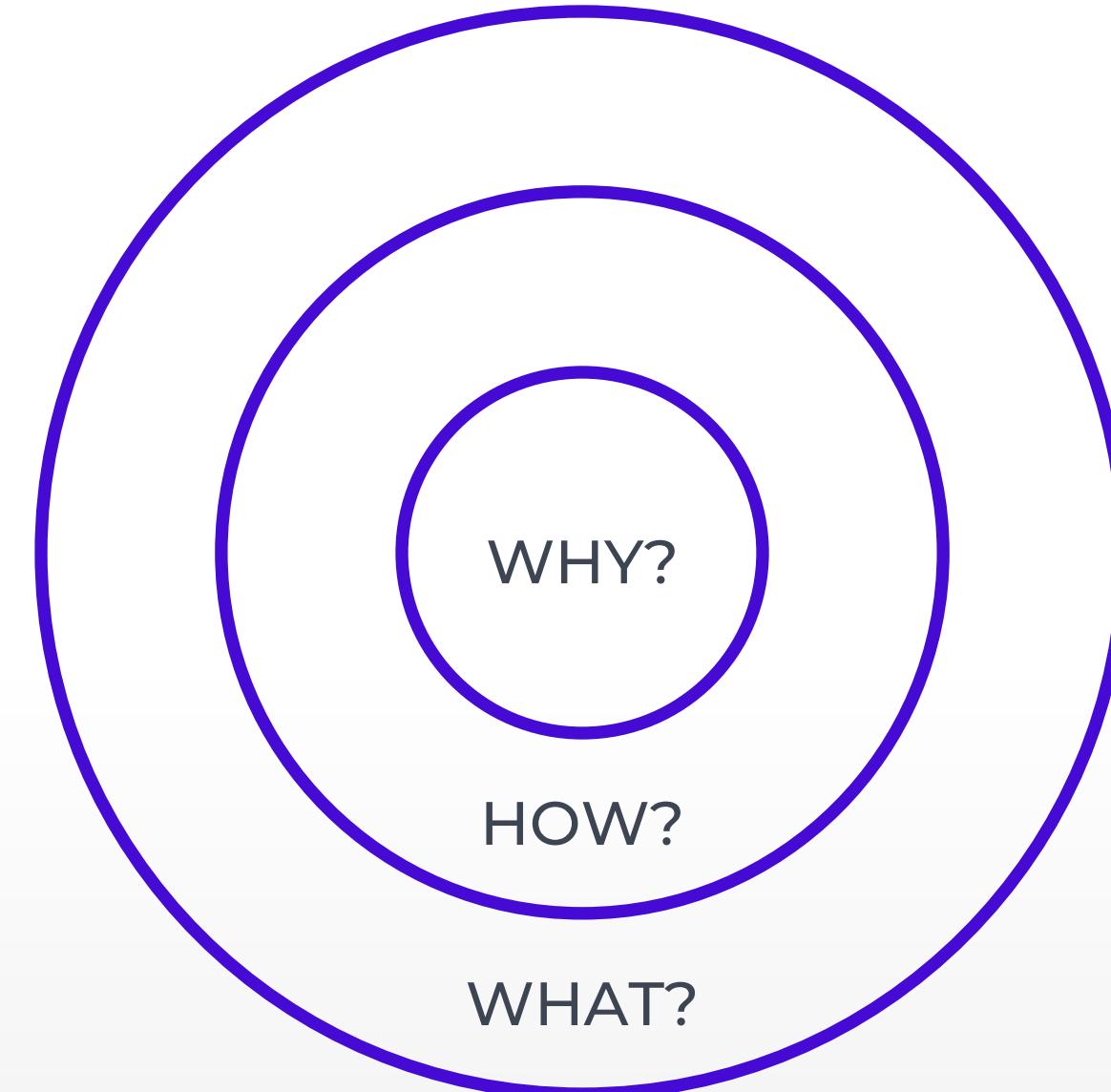
CASO STUDIO INTERVISTARE



RINASCITA DIGITALE REC

Design Thinking

CASO STUDIO INTERVISTARE



RINASCITA DIGITALE REC

Design Thinking

CASO STUDIO INTERVISTARE



RINASCITA DIGITALE REC

Design Thinking

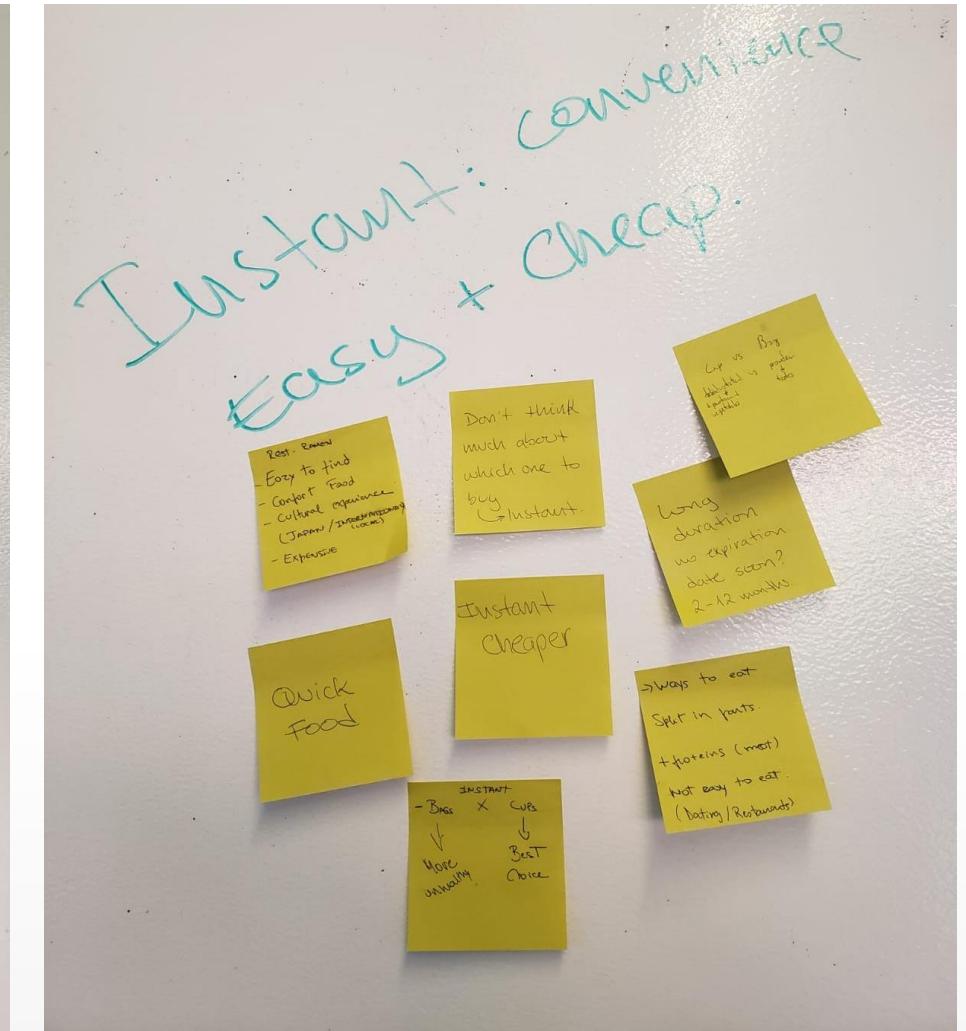
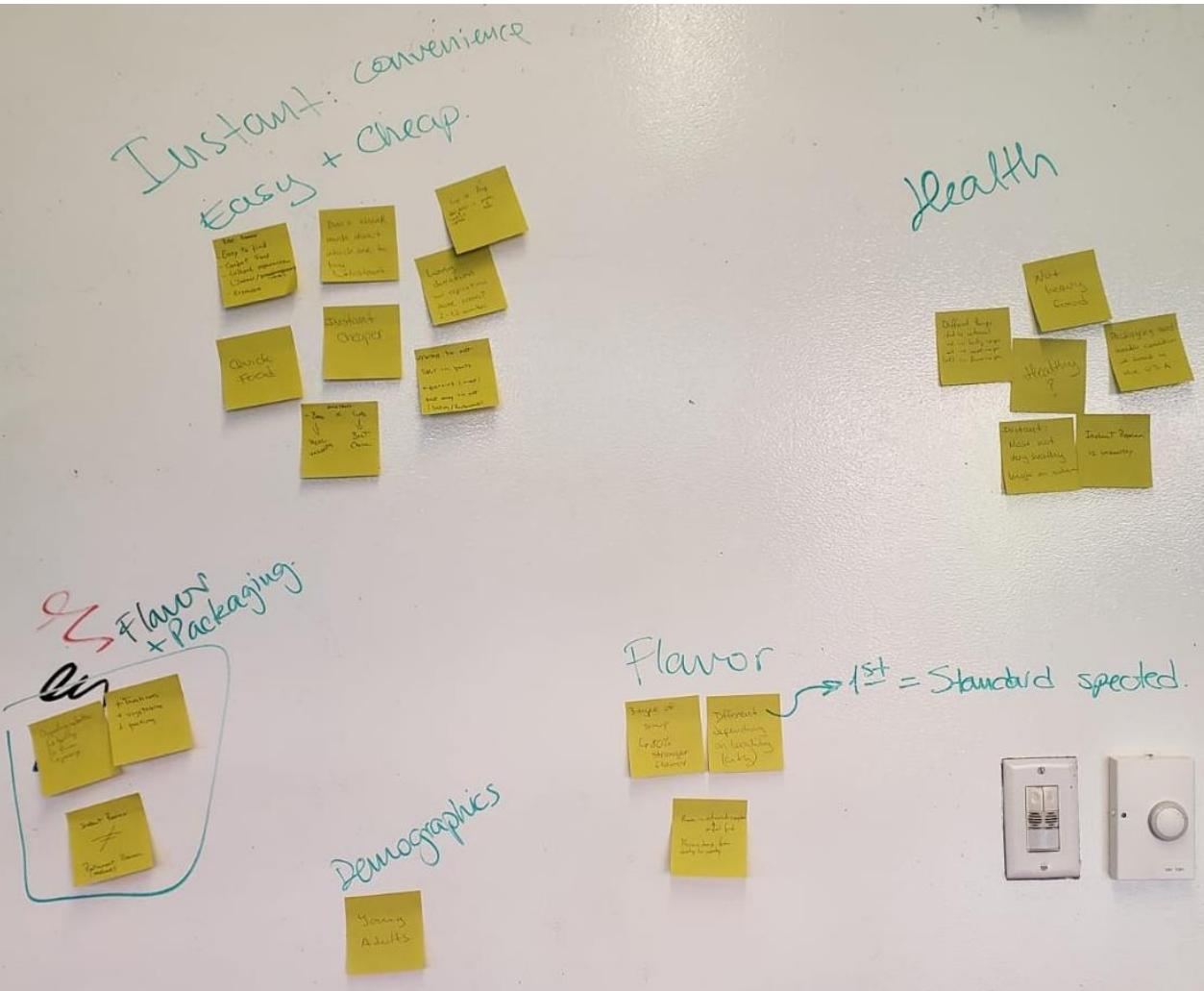
LE COMPONENTI



RINASCITA DIGITALE REC

Design Thinking

CASO STUDIO ANALISI



Design Thinking

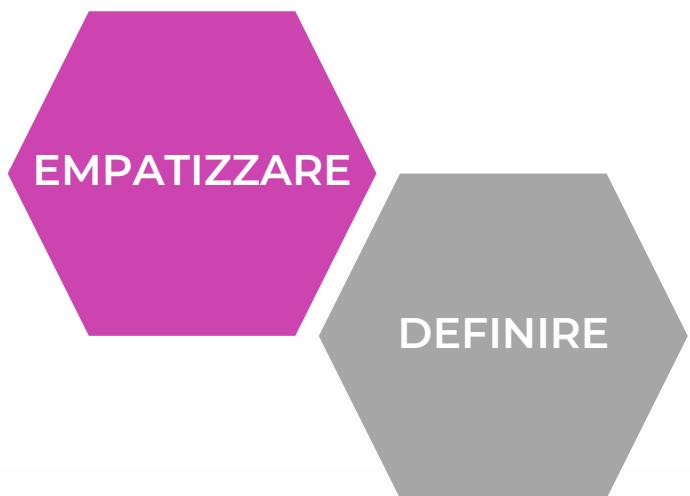
CASO STUDIO ANALISI



RINASCITA DIGITALE REC

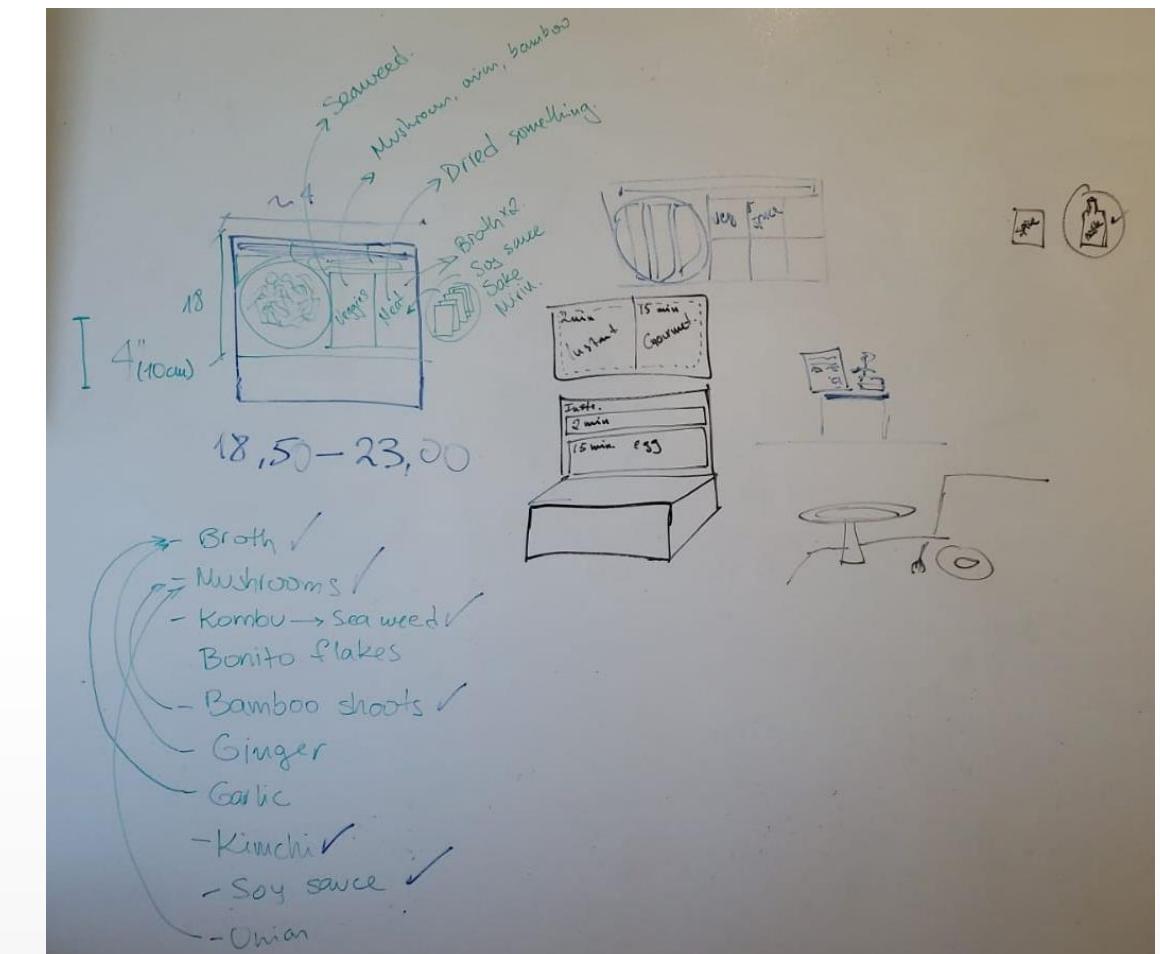
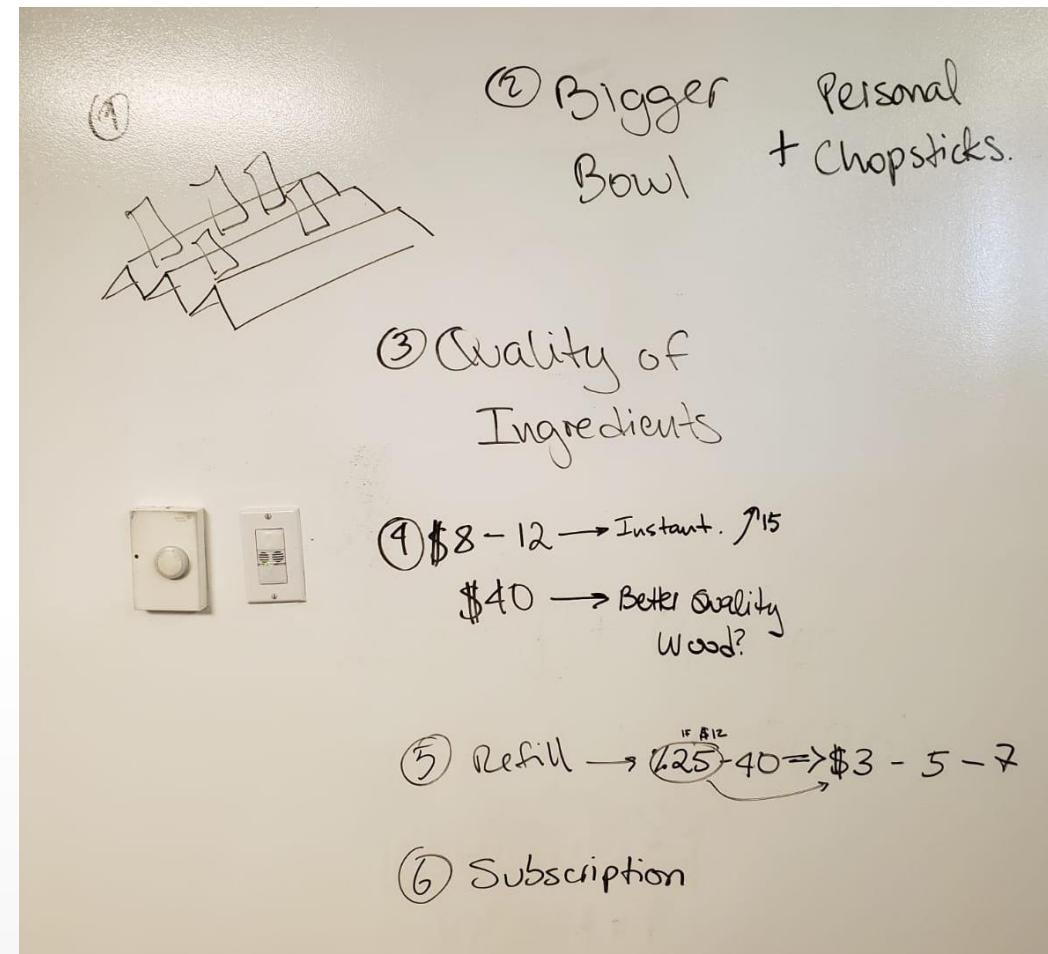
Design Thinking

LE COMPONENTI



Design Thinking

CASO STUDIO PROGETTARE



Design Thinking

CASO STUDIO PROGETTARE



RINASCITA DIGITALE REC

Design Thinking

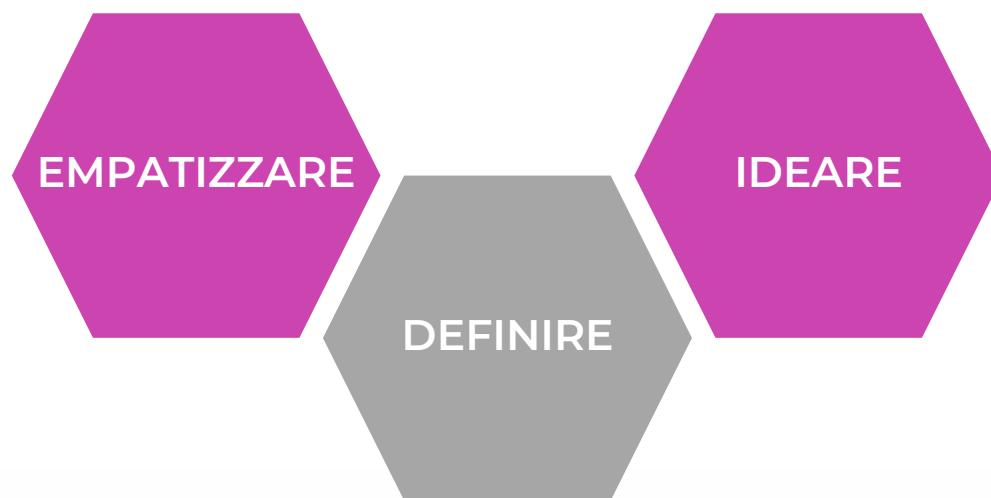
CASO STUDIO PROGETTARE



RINASCITA DIGITALE REC

Design Thinking

LE COMPONENTI

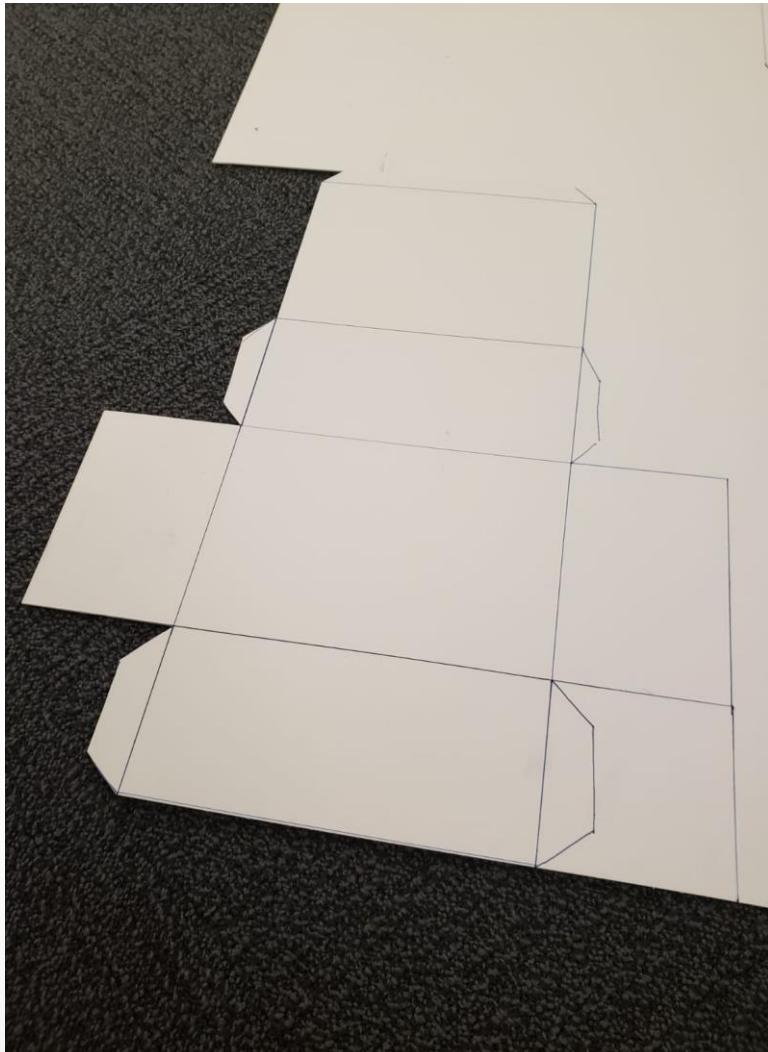


RINASCITA DIGITALE REC



Design Thinking

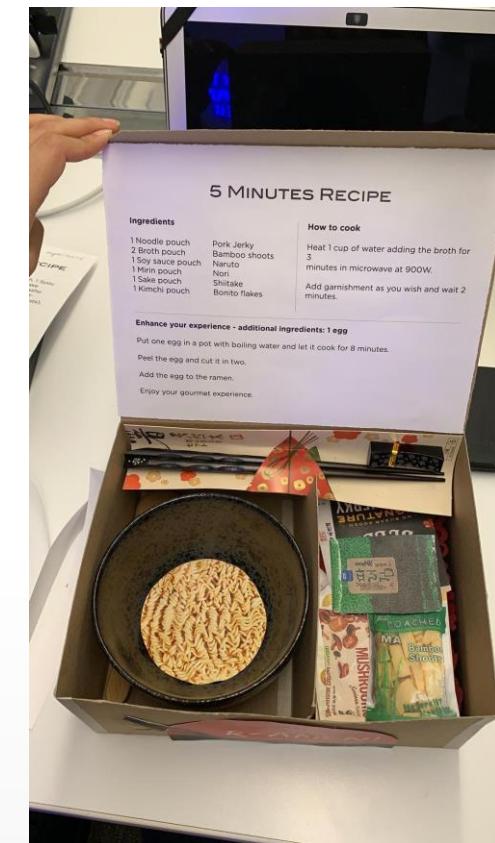
CASO STUDIO CREARE UN PROTOTIPO



RINASCITA DIGITALE REC

Design Thinking

CASO STUDIO CREARE UN PROTOTIPO



REC
RINASCITA DIGITALE

Design Thinking

CASO STUDIO CREARE UN PROTOTIPO



RINASCITA DIGITALE REC

Design Thinking

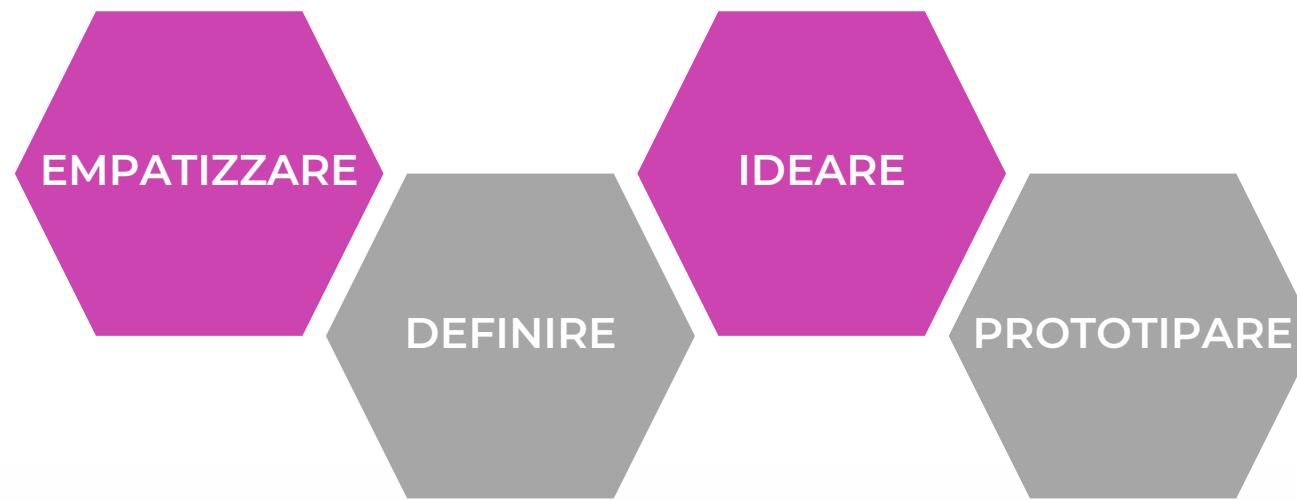
CASO STUDIO CREARE UN PROTOTIPO



RINASCITA DIGITALE REC

Design Thinking

LE COMPONENTI

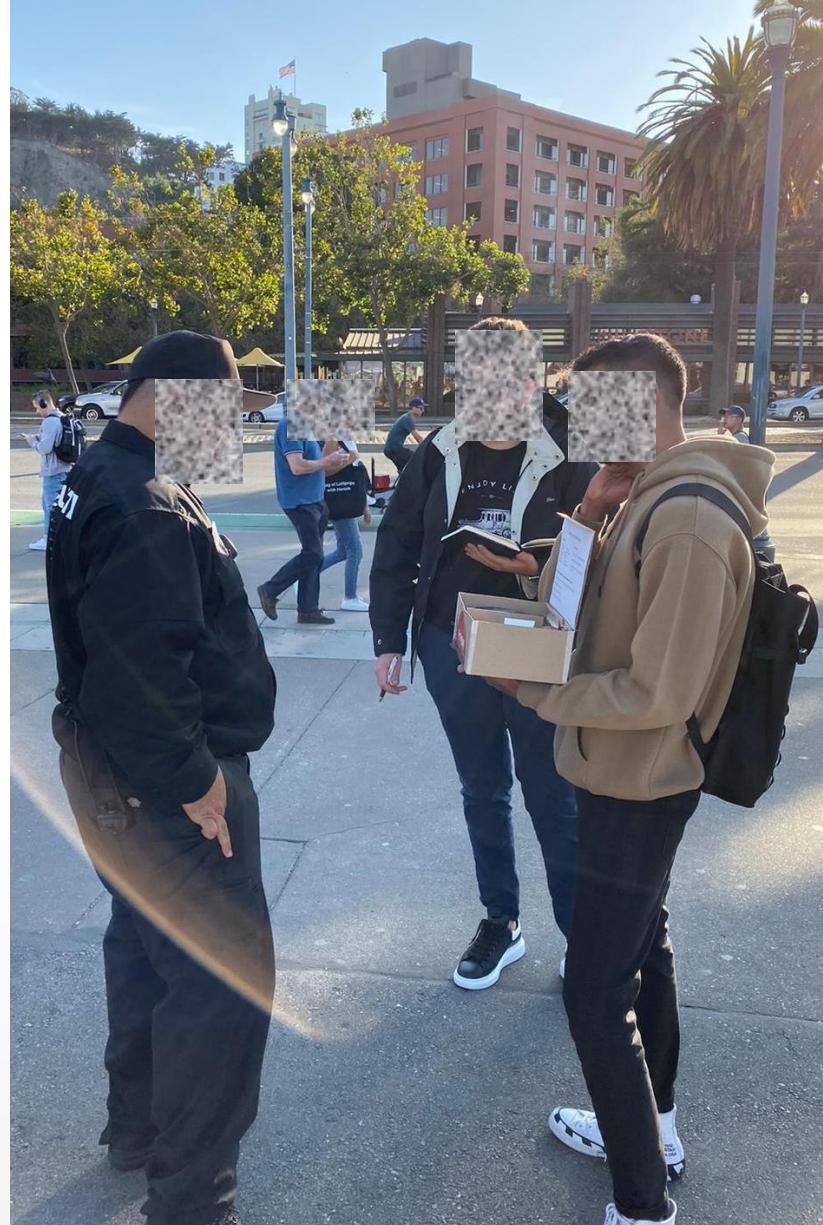


RINASCITA DIGITALE REC



Design Thinking

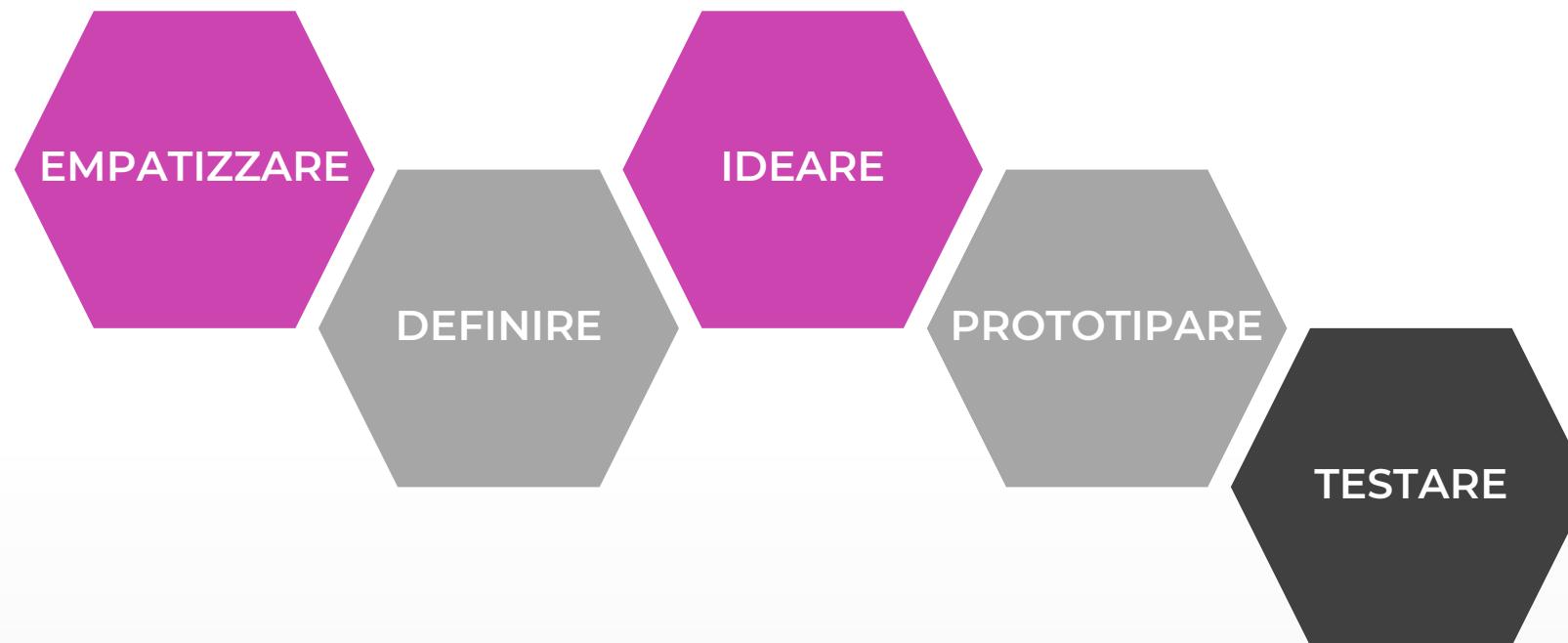
CASO STUDIO TESTARE IL PROTOTIPO



RINASCITA DIGITALE REC

Design Thinking

LE COMPONENTI



RINASCITA DIGITALE REC

Design Thinking

CASO STUDIO MIGLIORARE



RINASCITA DIGITALE REC

Design Thinking

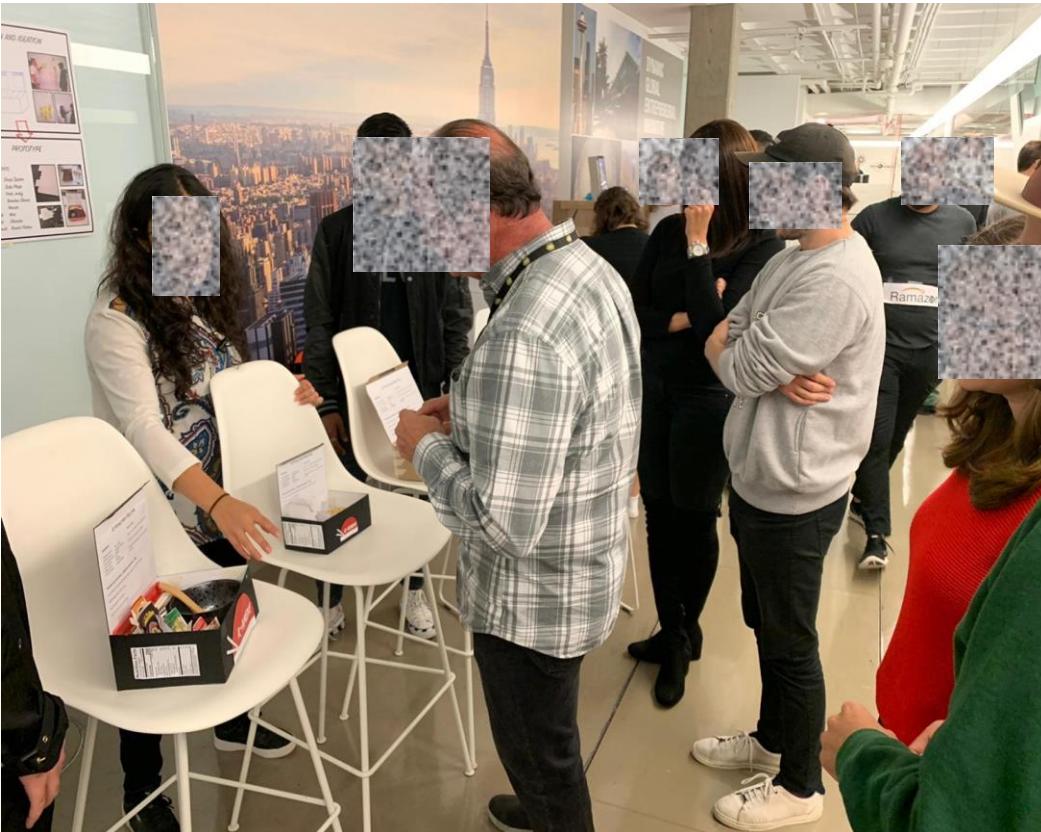
CASO STUDIO MIGLIORARE



REC
RINASCITA DIGITALE

Design Thinking

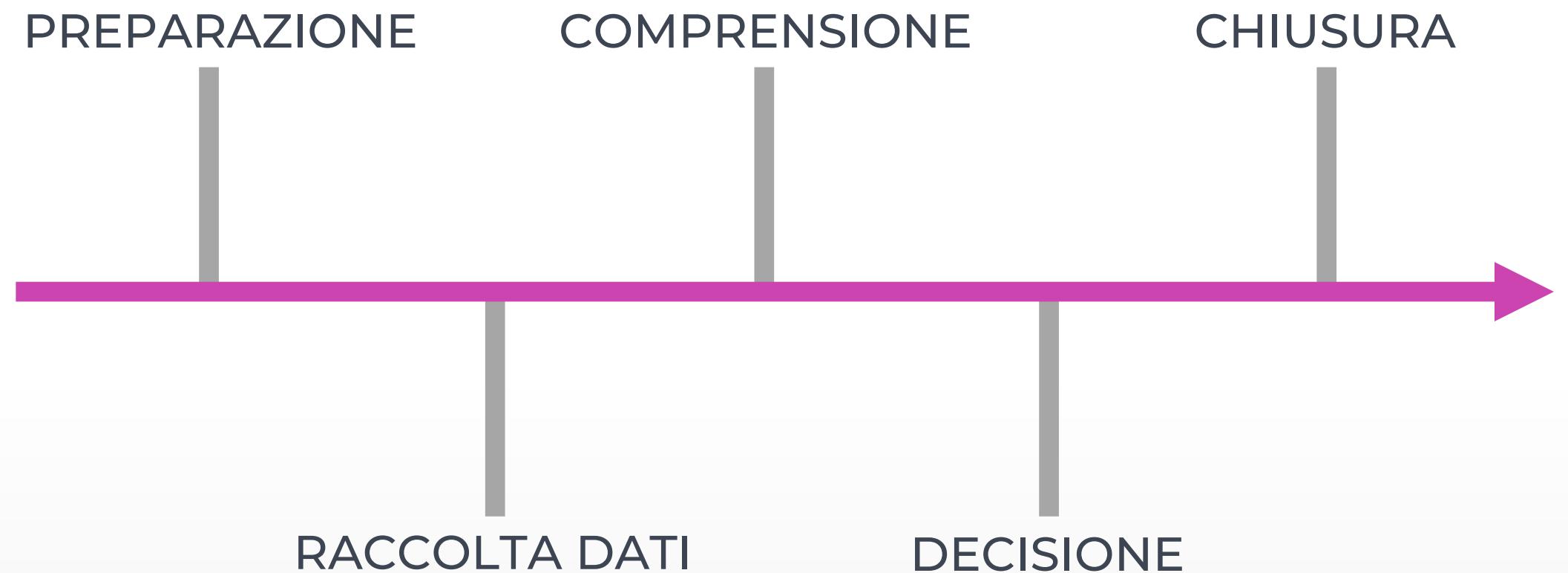
CASO STUDIO MIGLIORARE



REC
RINASCITA DIGITALE

Design Thinking

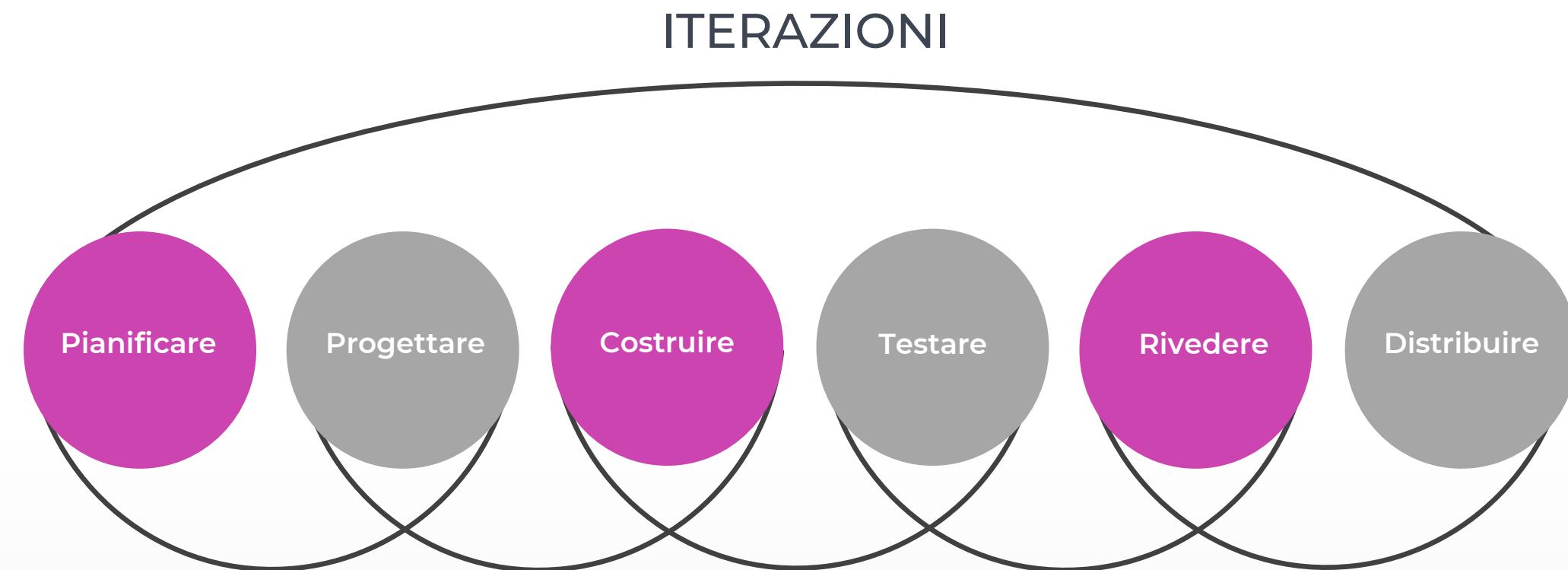
CASO STUDIO MIGLIORARE



RINASCITA DIGITALE REC

Design Thinking

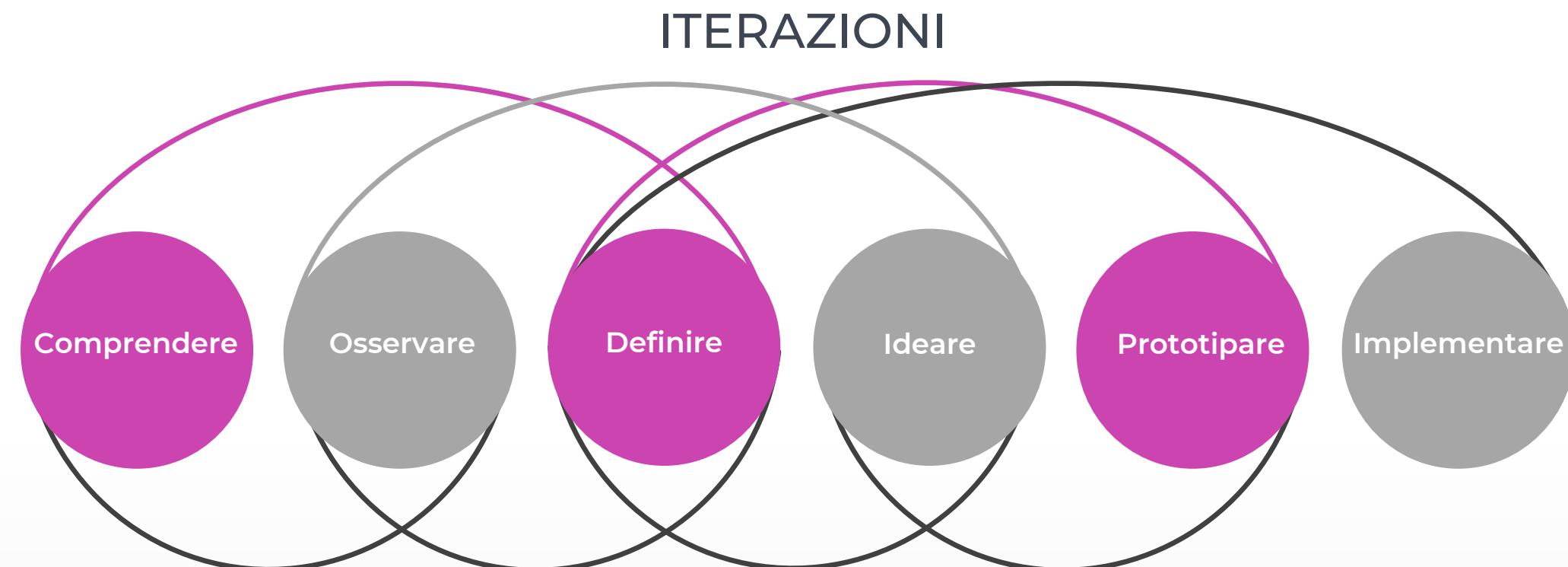
IL PROCESSO AGILE



RINASCITA DIGITALE REC

Design Thinking

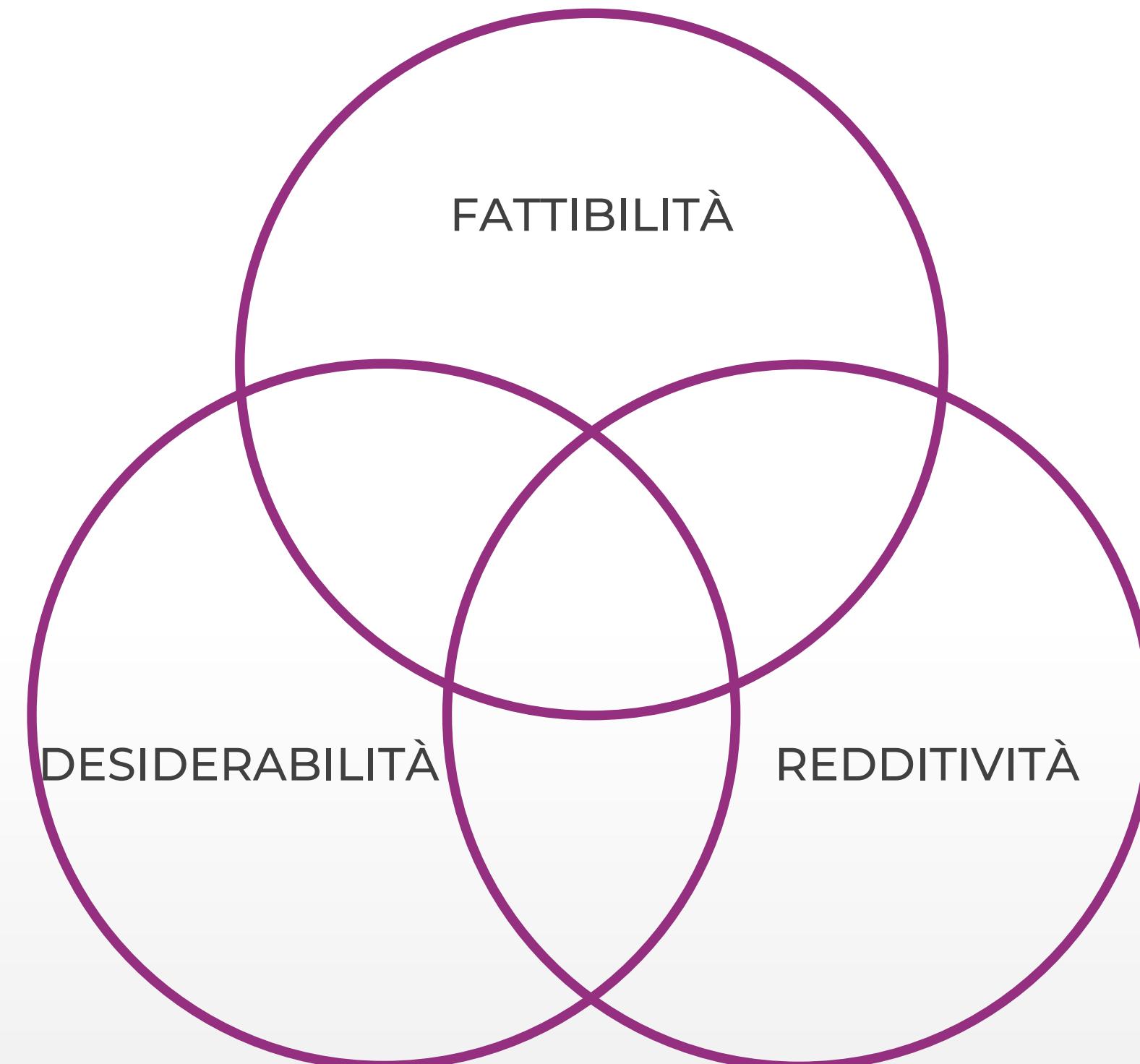
IL PROCESSO DI DESIGN THINKING



RINASCITA DIGITALE REC

Design Thinking

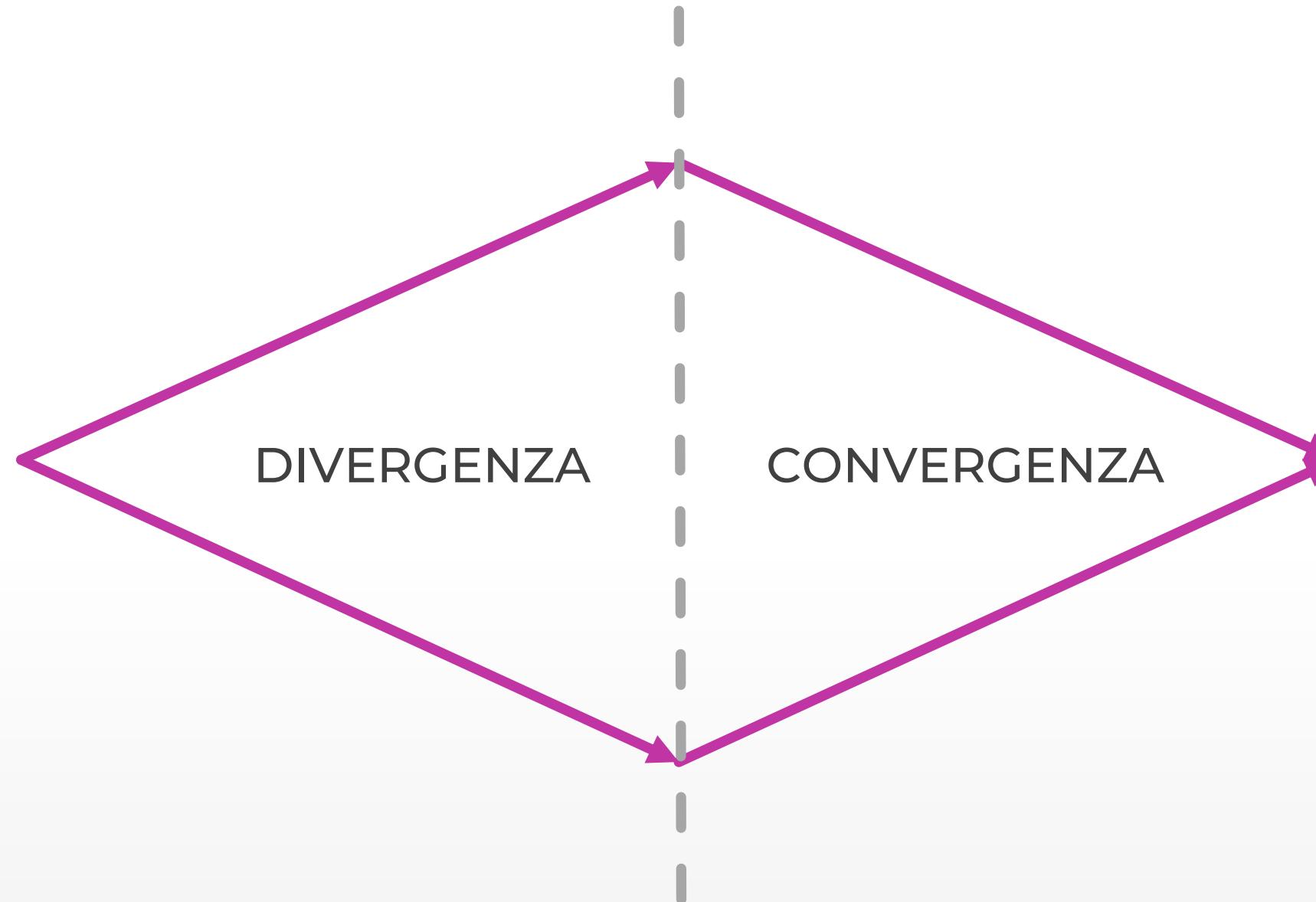
I TRE PILASTRI



RINASCITA DIGITALE REC

Design Thinking

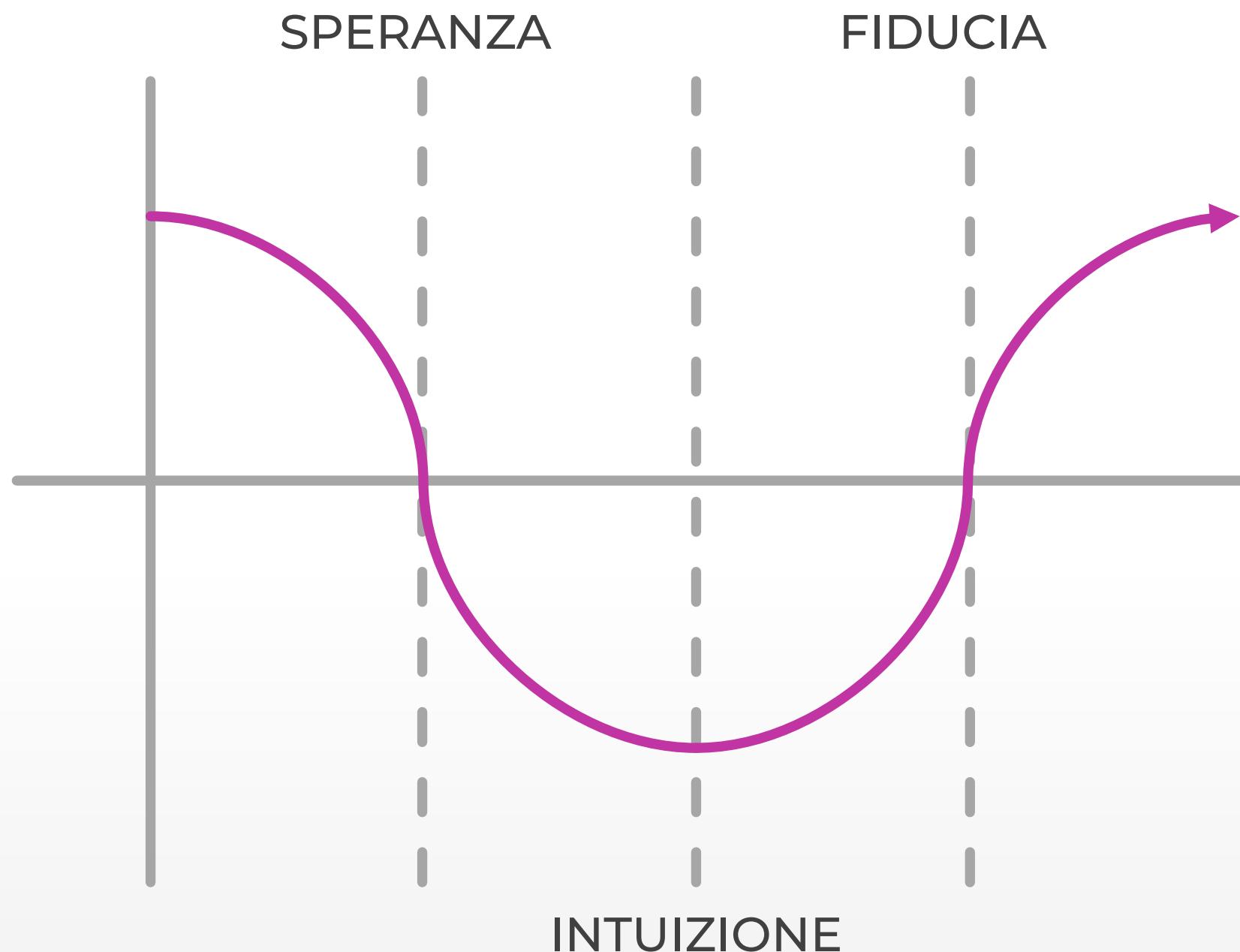
DIVERGENZA E CONVERGENZA



RINASCITA DIGITALE REC

Design Thinking

**HUMAN
CENTERED
DESIGN**



RINASCITA DIGITALE REC

Design Thinking

GRAZIE

“THE MAIN TENET OF DESIGN THINKING IS EMPATHY FOR THE PEOPLE YOU'RE TRYING TO DESIGN FOR. LEADERSHIP IS EXACTLY THE SAME THING - BUILDING EMPATHY FOR THE PEOPLE THAT YOU'RE ENTRUSTED TO HELP.”

DAVID KELLEY

RINASCITA DIGITALE 



Design Thinking

RISORSE ONLINE

<https://dschool.stanford.edu/>

<https://www.ideo.com/>

<https://www.coursera.org/search?query=design%20thinking&>

https://www.edx.org/course?search_query=design+thinking

Design Thinking

TESTI

- Lewrick, M., Link, P., Leifer, L., (2018). *The Design Thinking Playbook*. Wiley.
- Pressman, A. (2019). *Design Thinking: A Guide to Creative Problem Solving for Everyone*. Routledge.
- Mootee, I. (2013). *Design Thinking for Strategic Innovation*. Wiley
- Banfield, R., Lombardo, T., Wax, T. (2016) *Design Sprint. A Practical Guidebook for Building Great Digital Products*. O'Reilly
- Lockwood, T., Papke, E. (2018). *Innovation by Design. How Any Organization Can Leverage Design Thinking to Produce Change, Drive New Ideas, and Deliver Meaningful Solutions*. Career Press.