

TRANSFERABLE SKILLS I

DesignThinking
Module

2024.2025

lesson 4

lesson 4

4.1 ELABORATION PHASE

From sketch to
prototype

4.2 EXPOSITION PHASE

Storytelling

Lesson 4

DESIGN THINKING MODELS

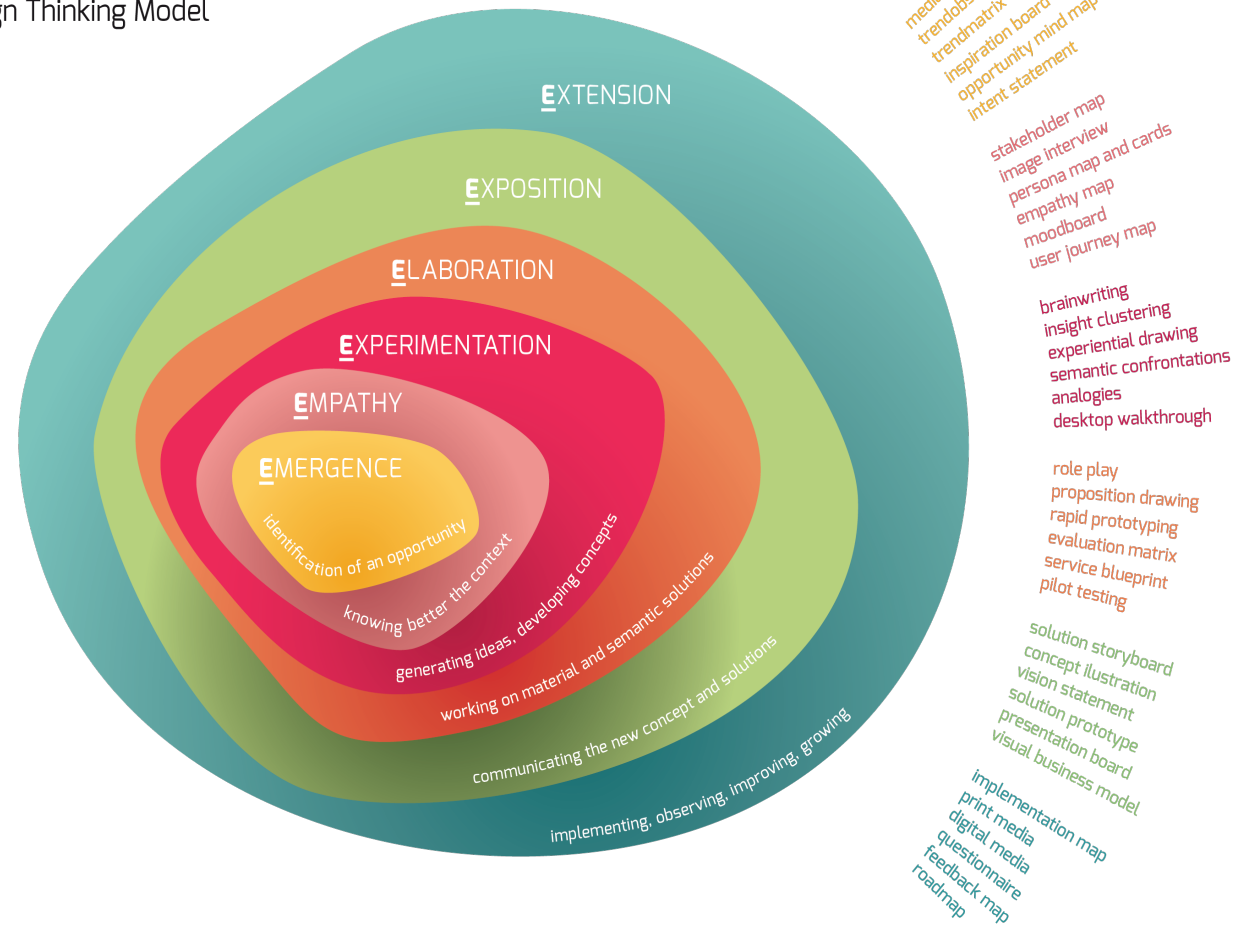
E6² Model

MIND SHAKE

© mindshake product |

EVOLUTION 6²

Mindshake Design Thinking Model



MIND SHAKE

© mindshake product | 2015

Licensed under a Creative Commons Attribution 4.0 CC BY-SA



Lesson 4

DESIGN THINKING MODELS

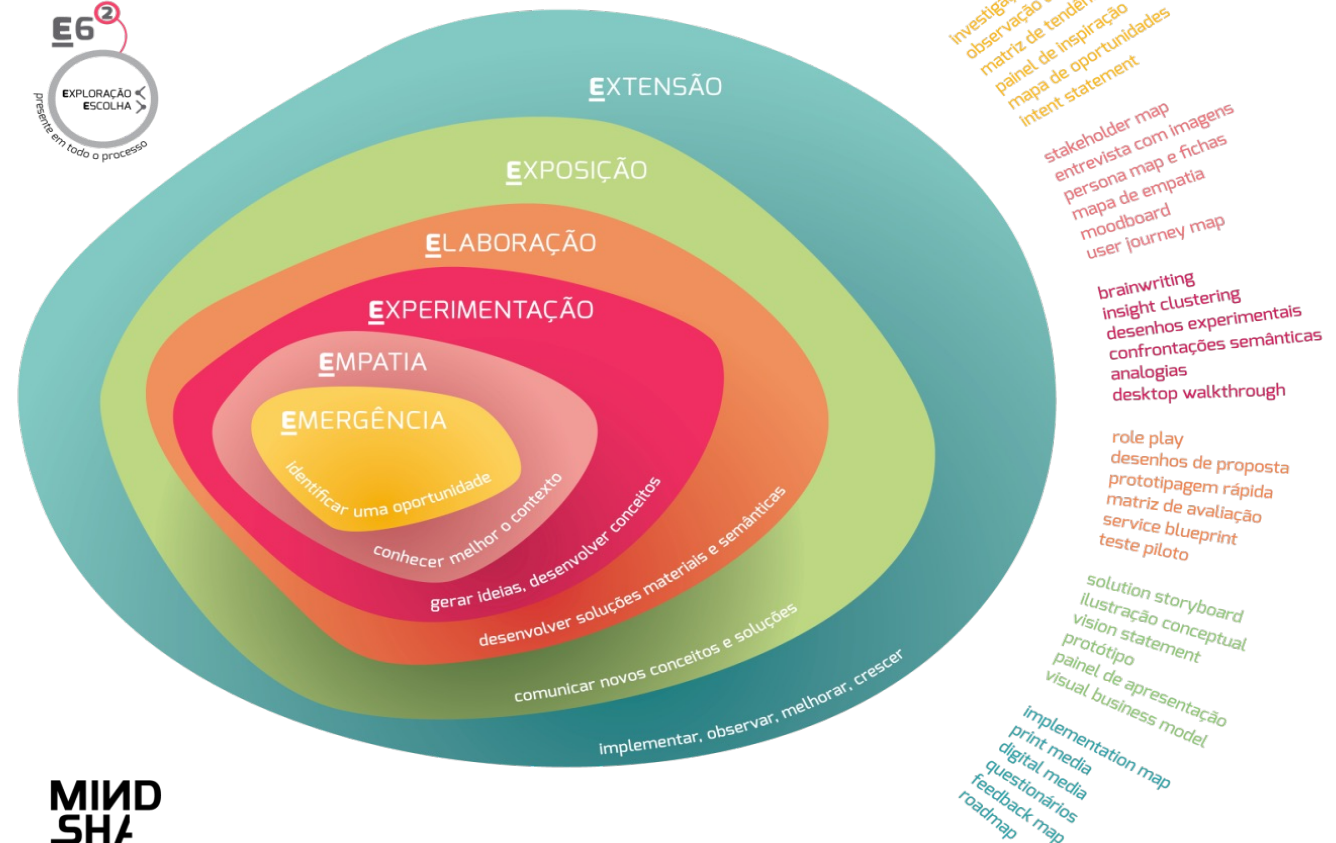
E6² Model

**MIND
SHAKE**

© mindshake product |

EVOLUTION 6²

Mindshake Design Thinking Model



**MIND
SHAKE**

© mindshake product | 2015

CC creative commons

lesson 4

E6² Model

Elaboration phase



How to work on an idea?

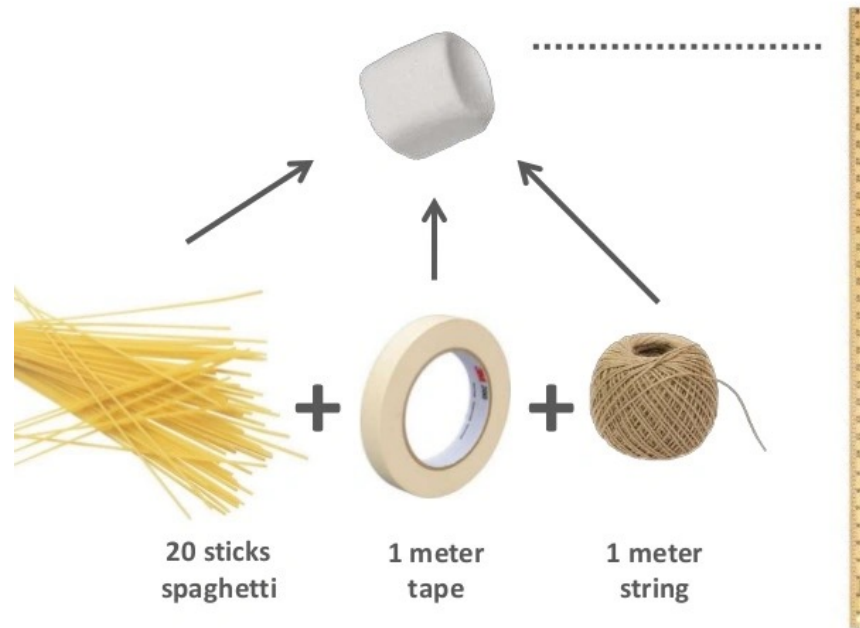
How make it more tangible?

How to test how it works?

Sketching solutions...

DRAW the tallest tower possible that *will support a marshmallow*, in 18 minutes with:

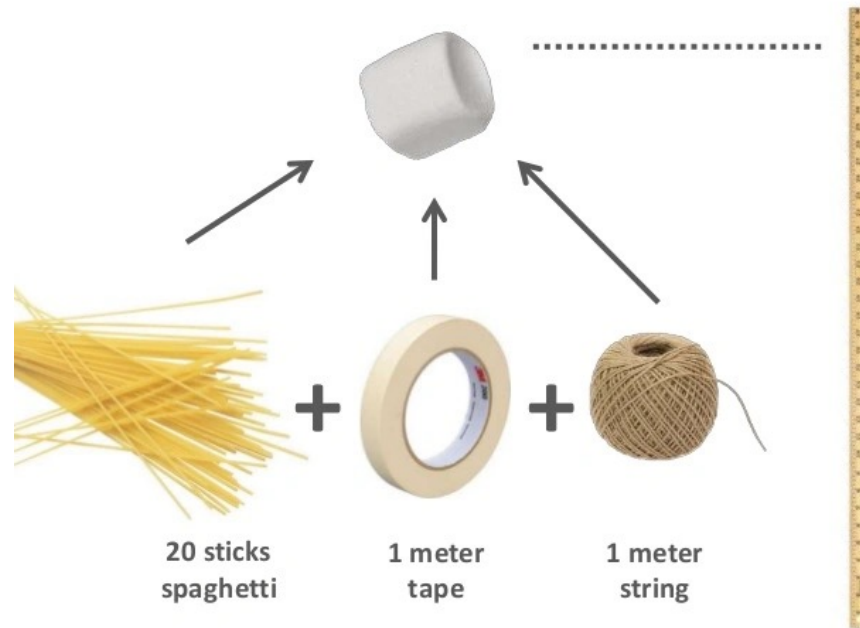
- 20 sticks of dry spaghetti
- 1m string
- 1m tape
- one marshmallow



...versus prototyping solutions

BUILD the tallest tower possible that *will support a marshmallow*, in 18 minutes with:

- 20 sticks of dry spaghetti
- 1m string
- 1m tape
- one marshmallow



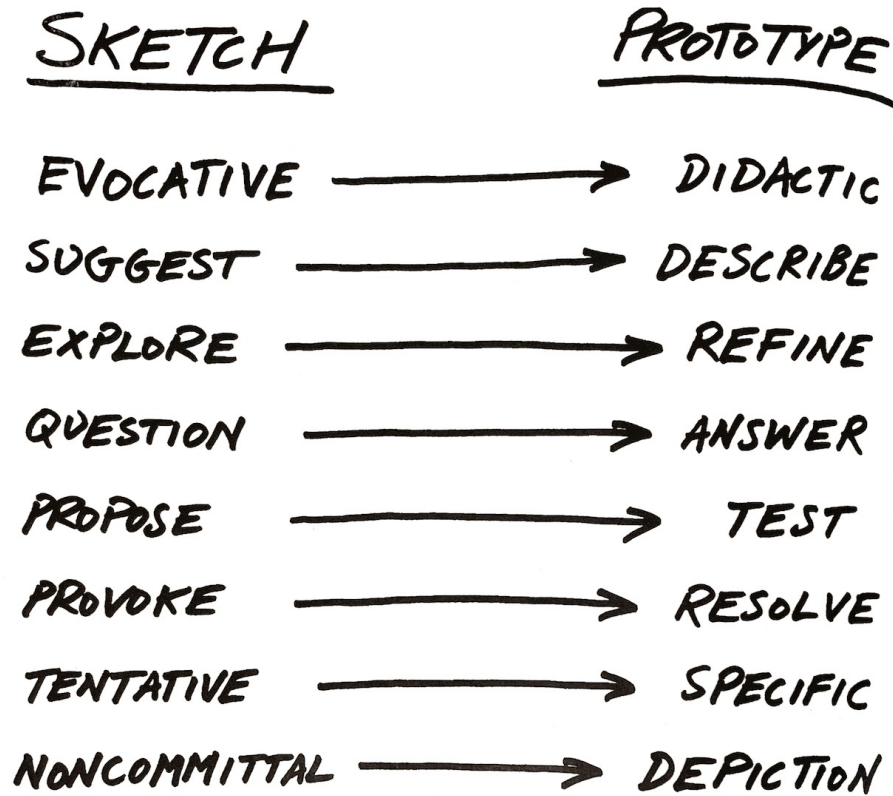


Figure 52: The Sketch to Prototype Continuum

The difference between the two is as much a contrast of purpose, or intent, as it is a contrast in form. The arrows emphasize that this is a continuum, not an either/or proposition.

lesson 4

E6² Model

Elaboration phase



Rapid Prototyping

**MIND
SHAKE**

© mindshake product |

RAPID PROTO- TYPING



*materialising final ideas
with low fidelity*

make abstract ideas concrete

help to refine functional
interactions

identify problems with the
design

gain early feedback from
the user



universidade
de aveiro

ELABORATION

lesson 4

E6² Model

Elaboration phase



Rapid Prototyping

MIND
SHAKE

© mindshake product |





**don't fall in
love with your
first ideas!**

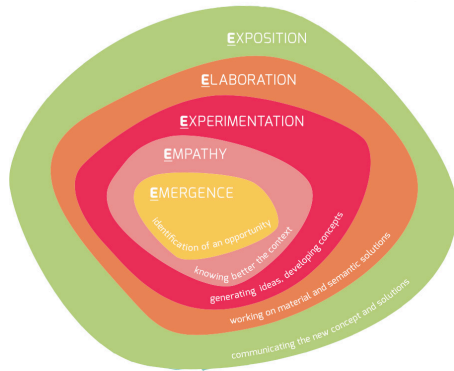
It is vital to think of possibilities at all scales, to sketch or write them down to share in the process, but not to fall in love with them as “The Solution”

Blythe et al, 2016

lesson 4

E6² Model

Exposition phase

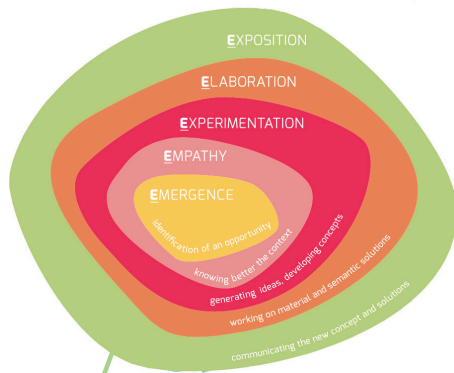


how to engage with the audience and communicate a solution effectively?

lesson 4

E6² Model

Exposition phase



Concept
illustration

**MIND
SHAKE**

© mindshake product |

CONCEPT ILLUSTRATION



*illustrating concepts
as real-life situations,
explaining the context*

facilitate storytelling

explain the context of the
new concept

support communication

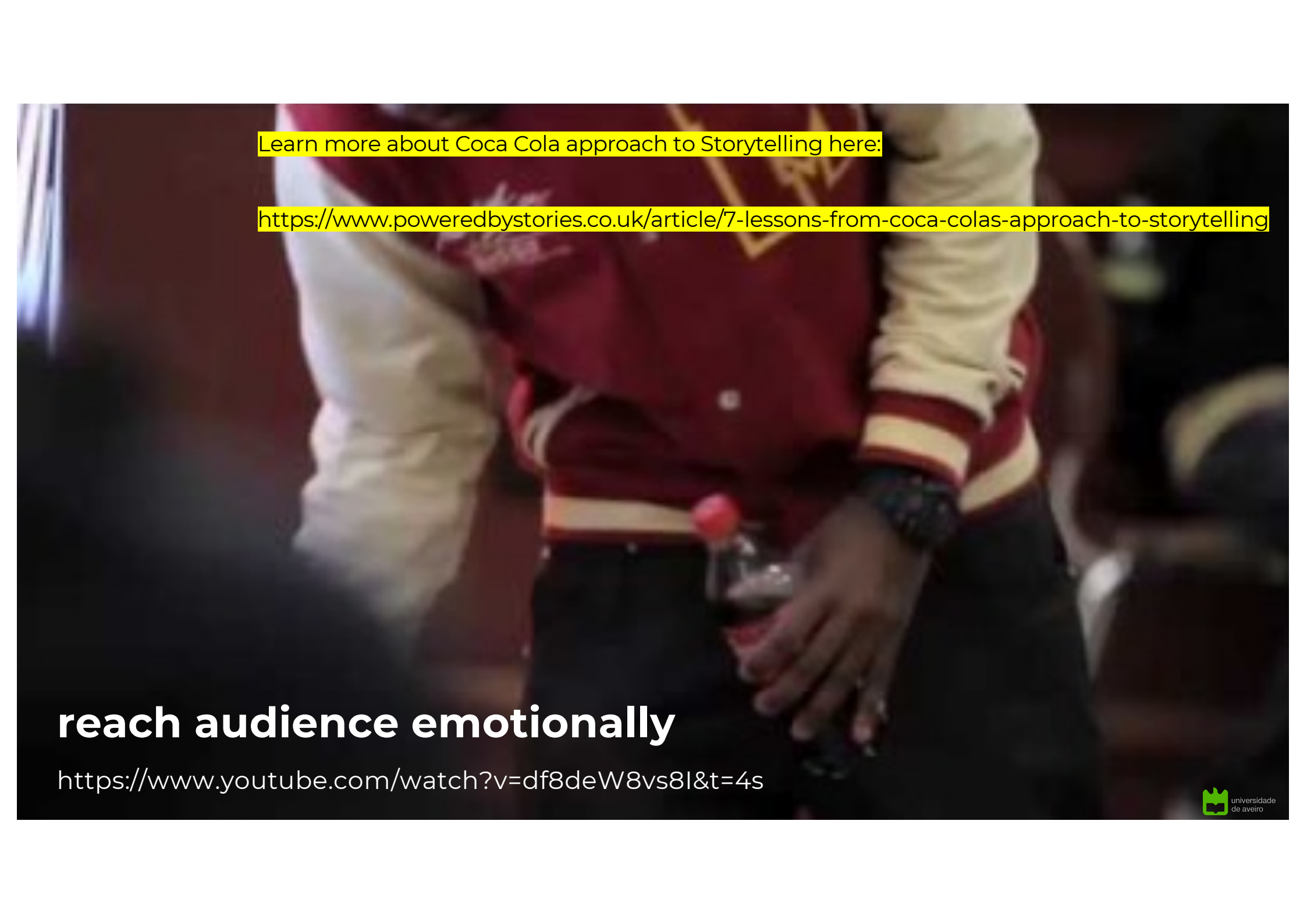
EXPOSITION

The strengths of storytelling as a communication method, recognizing all humans as storytellers with the ability to send and receive messages that establish a value-laden reality, establishes a common ground among all participants and provides a faster method of establishing a social relationship.

Barker, R. T., & Gower, K. (2010). Strategic application of storytelling in organizations: Toward effective communication in a diverse world. *The Journal of Business Communication* (1973), 47(3), 295-312.

<https://www.youtube.com/watch?v=dSyyAcrsnT4>

**build
empathy**

A close-up shot of a person's torso and hands. They are wearing a maroon varsity jacket with white sleeves and a white belt. They are holding a clear glass bottle of Coca-Cola with a red cap. The background is dark and out of focus.

Learn more about Coca Cola approach to Storytelling here:

<https://www.poweredbystories.co.uk/article/7-lessons-from-coca-colas-approach-to-storytelling>

reach audience emotionally

<https://www.youtube.com/watch?v=df8deW8vs8I&t=4s>

<https://www.youtube.com/watch?v=RnmRI84Dzew>

telling
stories
that
matter

“An inconvenient truth for us [is] the part of the brain reserved for thinking about batteries is very small”– Duracell’s CEO

See 5 Examples of Great Storytelling Tactics for Boring Products here:

<https://www.bluestonepim.com/blog/5-examples-of-great-storytelling-tactics-for-boring-products>





Mel aromatizado BEESWEET®. As embalagens de design exclusivo – Gota, são consideradas das mais bonitas do mundo pelo Packaging of the World.



MEIA.DÚZIA® Inspirada nas cores, na pintura e nos tubos de tinta acrílica e óleo, a marca MEIA.DÚZIA® criou e desenvolveu uma nova utilização para as bisnagas de alumínio, usando-as para o embalamento das famosas compotas. Com a bisnaga em alumínio, não é preciso colheres ou facas para barrar, os doces não são expostos ao ar após abertura e a fruta não oxida com a luz, mantendo as cores fortes e vivas.



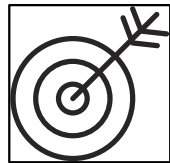
RENOVA®. Black Label. The Sexiest Paper on Earth .



<https://every.to/masterful-storytelling/how-oatly-wins-stories-that-create-binding-commitments>



lesson 4
WORK FOR NEXT CLASS



PROTOTYPE and refine your ideas/concepts



Build a compelling story to **COMMUNICATE** with your audience