

# 3 MYTHS ABOUT DESIGN THINKING

## WHAT IS DESIGN THINKING?

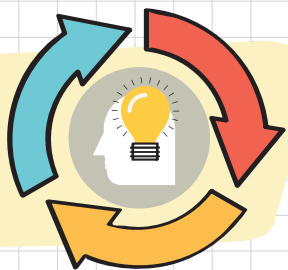
Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.

—Tim Brown, CEO and president of IDEO.

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

## MYTH #2

Design thinking is just a process



## WHAT THE EXPERTS SAY

Yes, design thinking is a process. But more importantly, it is a mindset. This mindset includes these core tenets:

- **Bias toward action** – taking small concrete steps to move your project one step forward
- **Learner's mindset** – accepting that the first solution is rarely (if ever) the right solution, and that innovation requires iteration
- **Encouraging disparate viewpoints** – getting a holistic perspective on problems and solutions



## MYTH #1

Design thinking is only for "design" projects



## WHAT THE EXPERTS SAY

Design thinking is when you create a thoughtful experience in every customer interaction, that is, before, during, and after using your product or service.



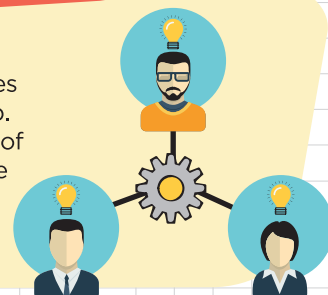
## MYTH #3

Design thinking is someone else's job



## WHAT THE EXPERTS SAY

Creating thoughtful experiences for customers is everyone's job. Design thinking provides a set of tools and mindsets to embrace customer-centric product- or service-development.



SOURCE: Courage, C. (2013, Jul 14). Reweaving Corporate DNA: Building a Culture of Design Thinking at Citrix (Online). Retrieved from <http://www.managementexchange.com/story/reweaving-corporate-dna-building-culture-design-thinking-citrix>