

TRANSFERABLE SKILLS I

DesignThinking Module

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lesson 7

**Violeta
Clemente**

The School of Design,
Management and
Production Technologies
Northern Aveiro

catarina.clemente@ua.pt

**Silvia
Soares**

University of Aveiro

silvia.soares@ua.pt



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7.1 EXPOSITION PHASE

Storytelling

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DESIGN THINKING MODELS

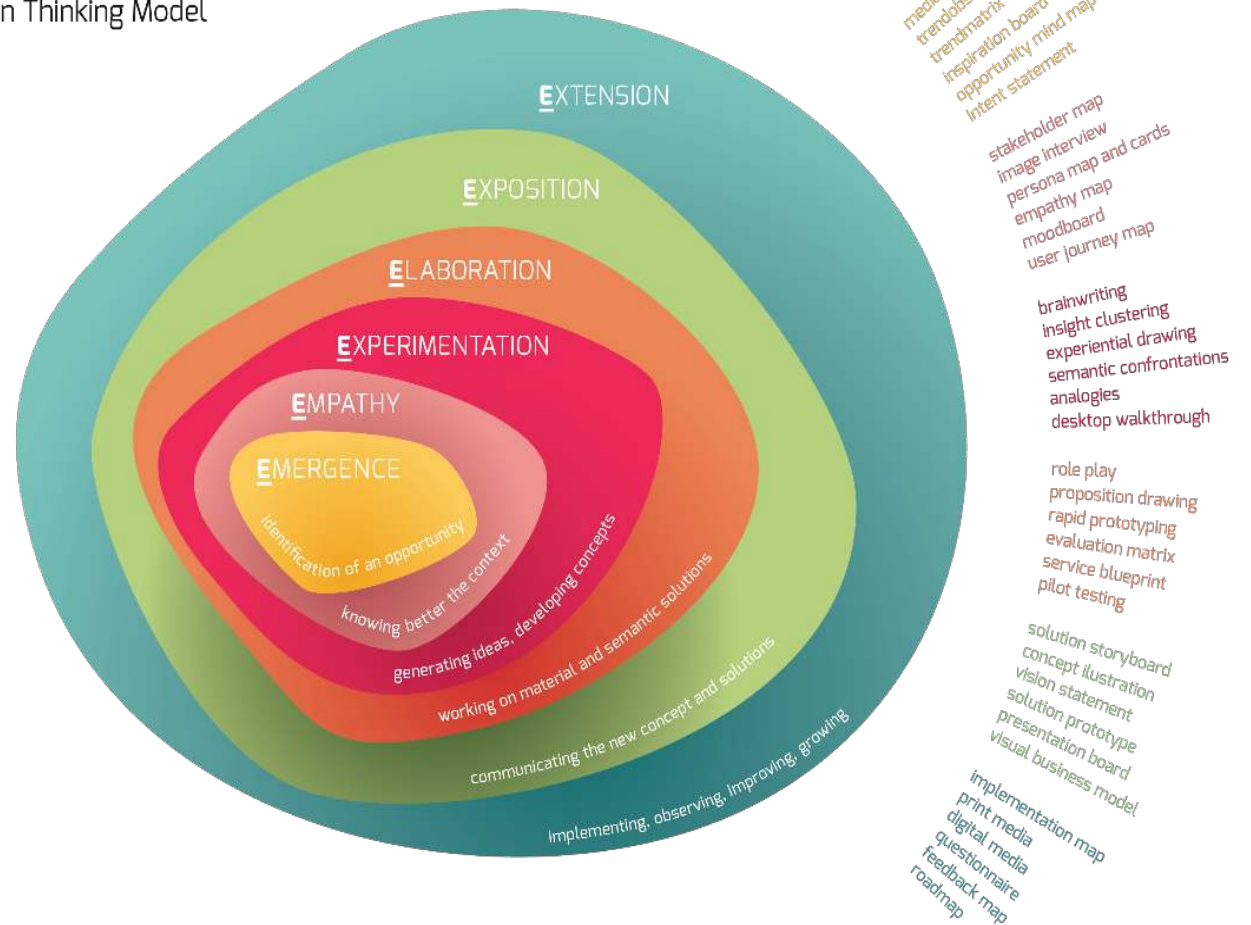
E6² Model

MIND SHAKE

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EVOLUTION 6²

Mindshake Design Thinking Model



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DESIGN THINKING MODELS

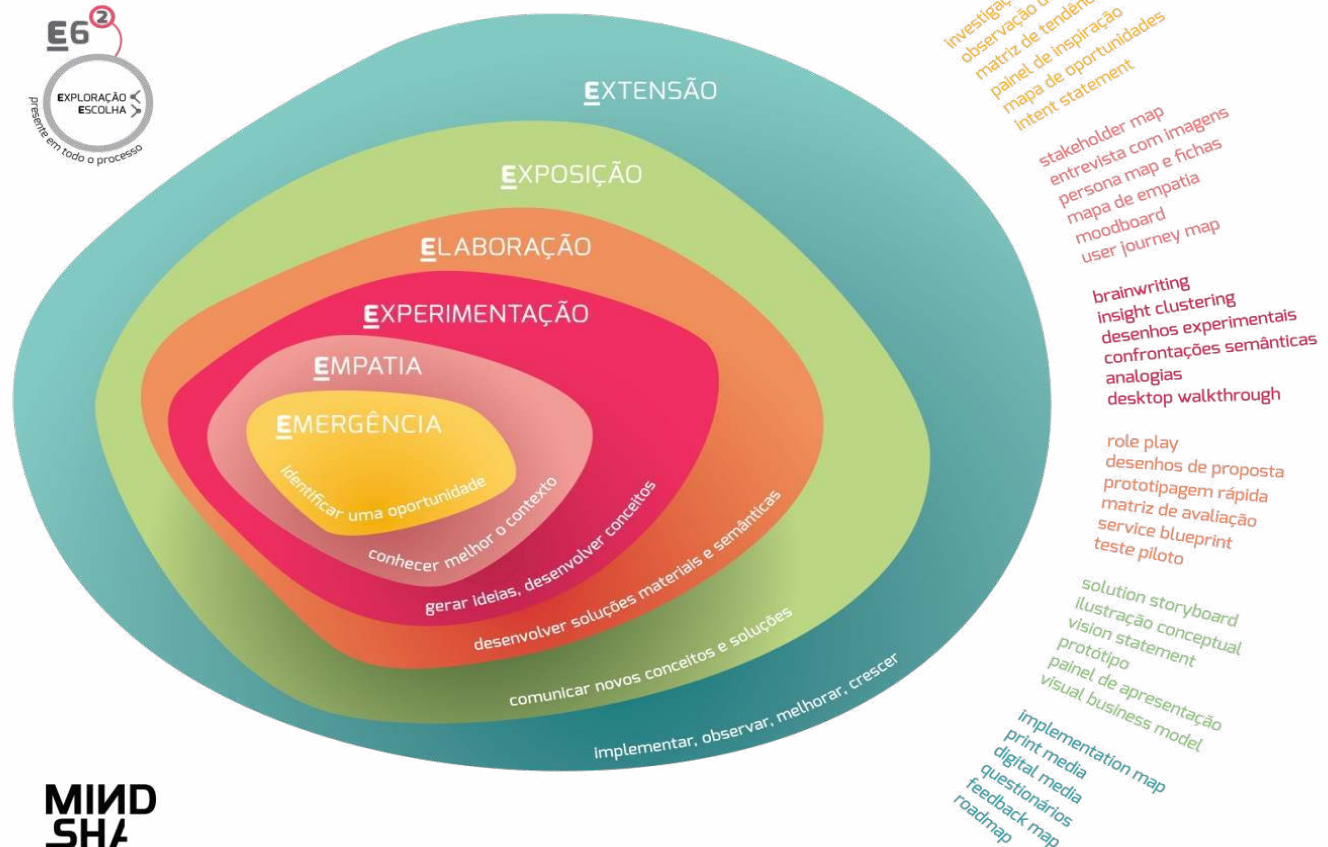
E6² Model

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EVOLUTION 6²

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DESIGN THINKING MODELS

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EMERGENCE

identification of an opportunity



EMPATHY

knowing better the context



EXPERIMENTATION

generating ideas, developing concepts



ELABORATION

working on material and semantic solutions



EXPOSITION

communicating the new concept and solutions



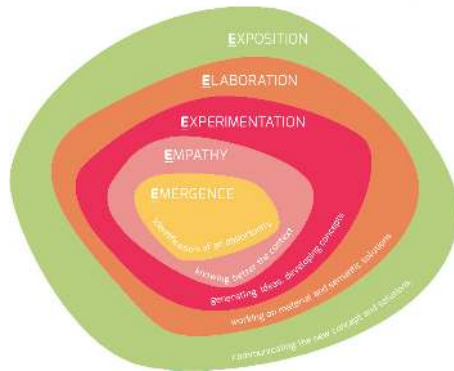
EXTENSION

implementing, observing, improving, growing

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E6² Model

Exposition phase



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

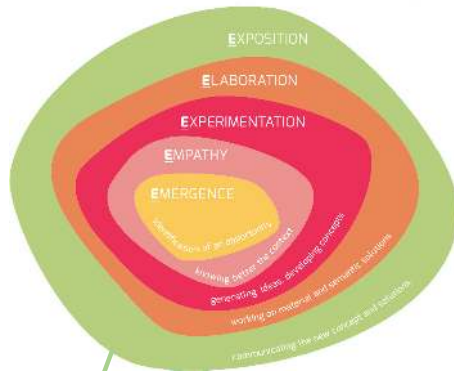
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E6² Model

Exposition phase



Concept
illustration

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CONCEPT ILLUSTRATION



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

facilitate storytelling

explain the context of the
new concept

support communication

EXPOSITION

A close-up, slightly blurred photograph of a person's torso and hands. The person is wearing a maroon varsity jacket with white sleeves and a yellow lightning bolt emblem on the chest. They are holding a small, clear plastic bottle with a red cap. The background is dark and out of focus.

reach audience emotionally




**clear
compelling**





telling
stories
that
matter



**speculate
about
what may
be...**

**FUTU
RESH
ORTS**

**build
empathy**

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WORK FOR NEXT CLASS



Build a compelling story to **COMMUNICATE your problem and solution**