

Managing Innovation with Design Thinking

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Learning Objectives



Learning Objectives

01 Meaning & Relevance

02 Phases in Design Thinking

03 Steps in Design Thinking



Understanding Design Thinking

Meaning of Design Thinking

Design thinking is an iterative approach to problem solving that intentionally seeks out people with different perspectives, knowledge, skills and experience and has them work together to create a practical solution for a real-world problem.

Meaning of 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 of IDEO*

Spaces/Phases in Design Thinking

Desirability

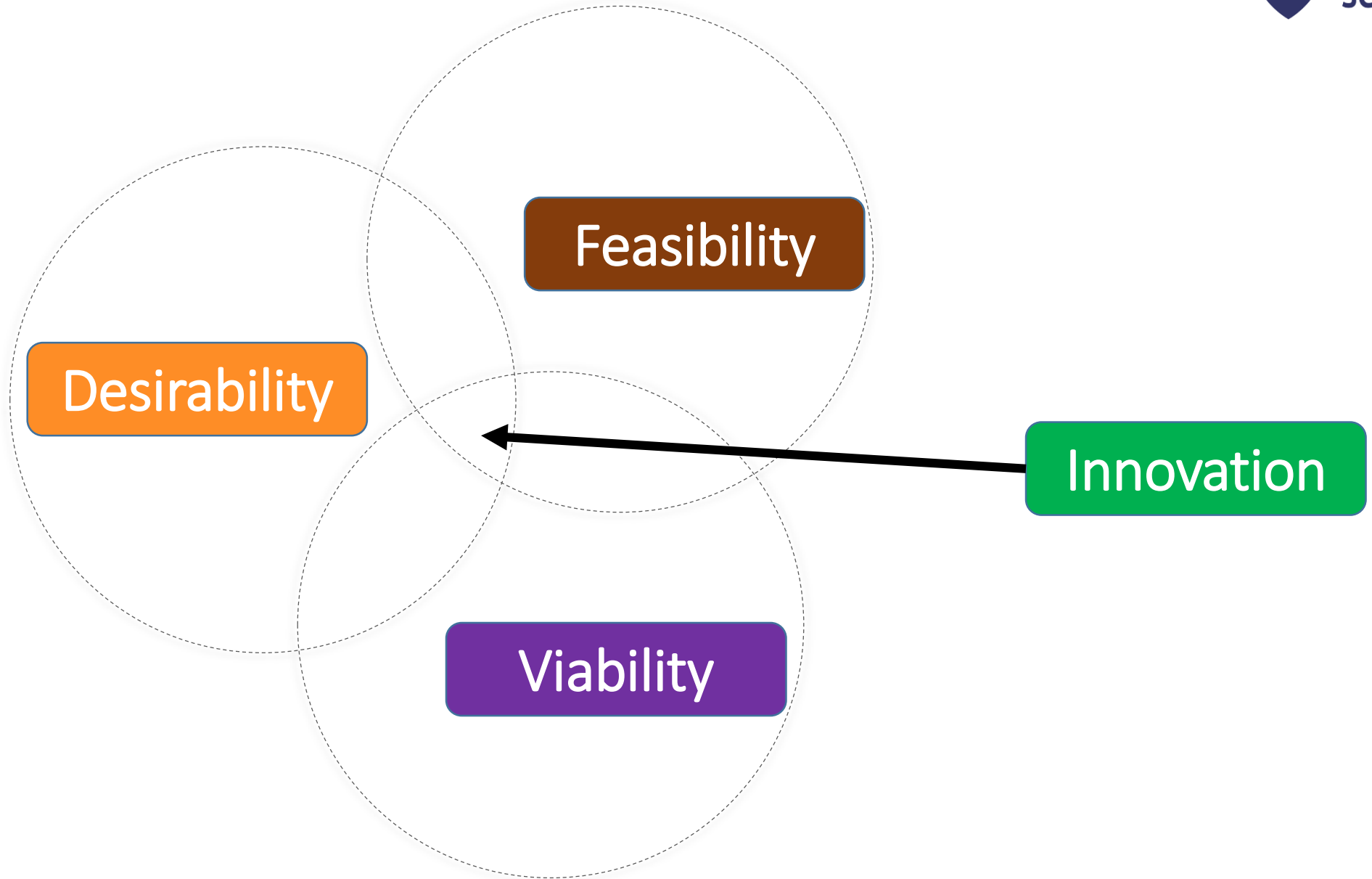
Do people/market want it?
Does it address a real pain?

Feasibility


Can we do it? Do we have the
team and resources to execute?

Sustainability

Can we make money from it?
Will the solution/project last?




Steps in Design Thinking



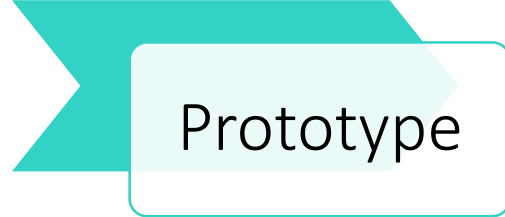
Empathy



Define



Ideate



Prototype



Test

Steps in Design Thinking

Empathy

- Be in their shoes.
- Live with them.
- It's all about them, not you.

Define

- Know the dimensions
- Separate causes from symptoms
- Power of 5 whys

Ideate

- Generate possible solutions
- Brainstorm
- Know and respect brainstorming rules

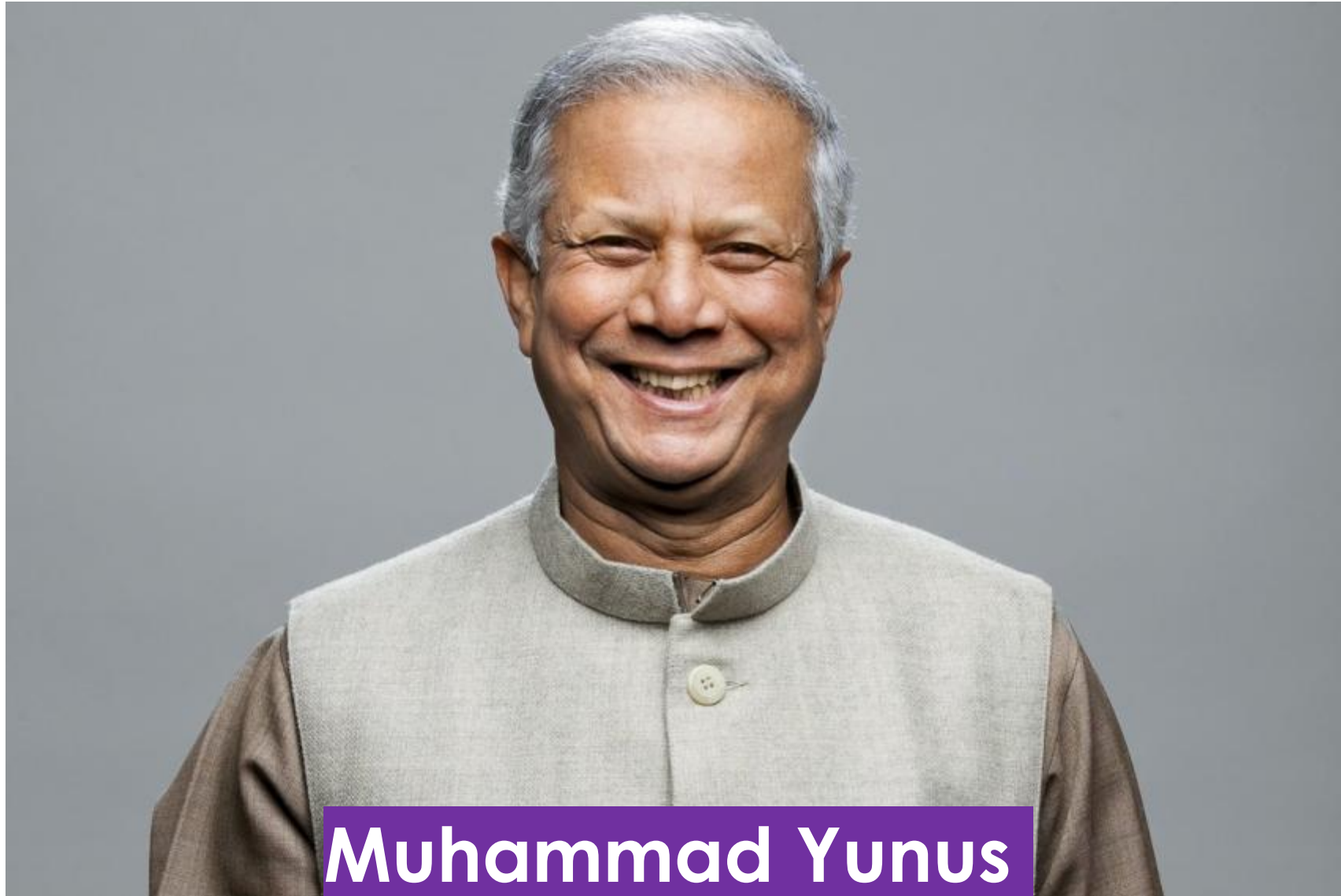
Prototype

- Design an MVP
- Video and Concierge MVP
- Fail early, fail fast and cheap

Test

- Design experiments and test
- Test the right metrics
- Apply Agile Methodology

Design Thinking and Social Innovation

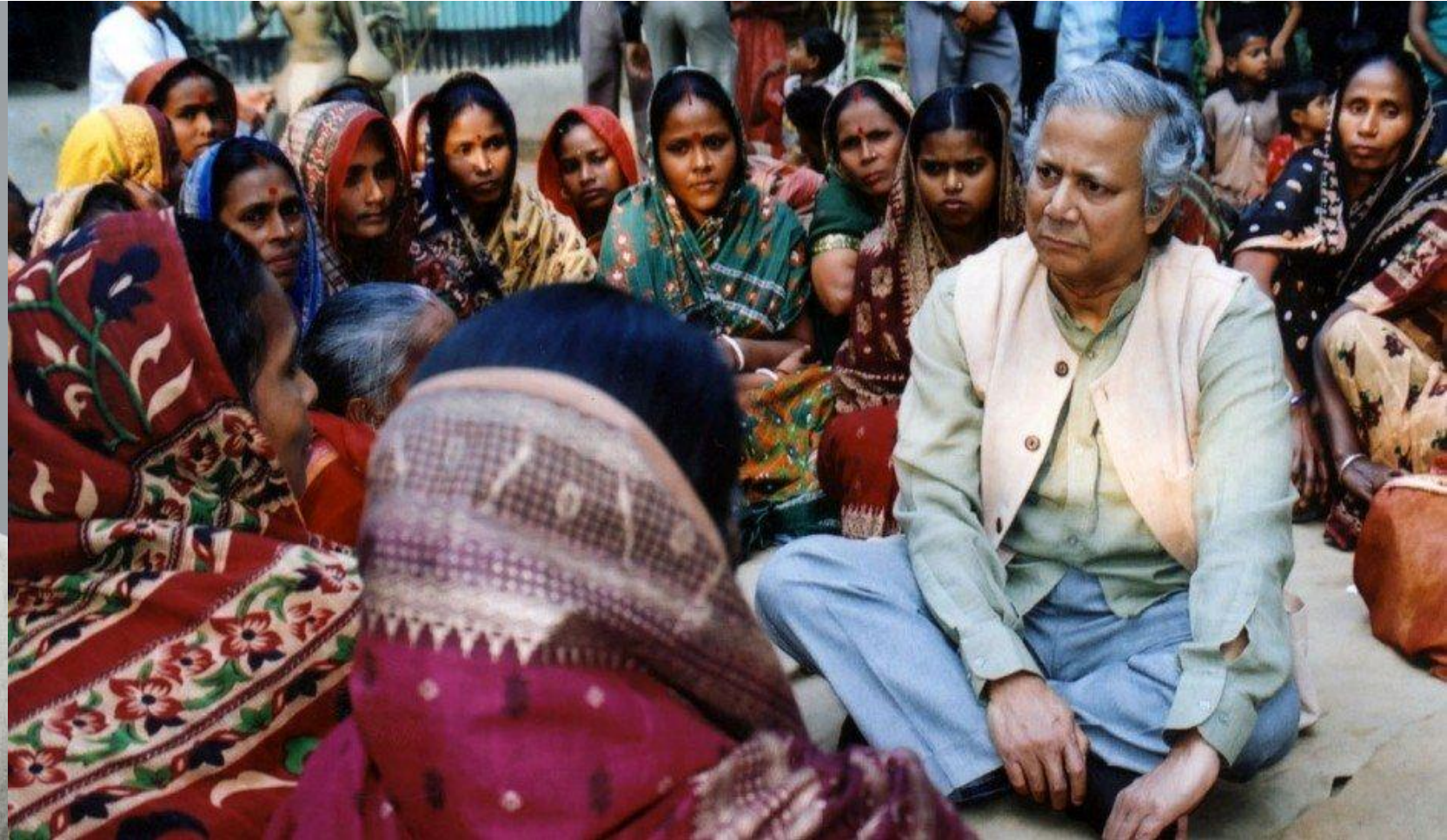


Muhammad Yunus

Yunus and Bamboo-making Jobra Women



Yunus and Bamboo-making Jobra Women



Yunus and Social Innovation



- ☐ Founded Grameen Bank
- ☐ Felt it was a shame to live in a world where poverty and hunger abound
- ☐ Started giving out microloans to rural women to improve their economics
- ☐ Scaled initiative to other communities around the world
- ☐ Built many other successful social businesses

Inspiring Young Nigerians Using Design Thinking for Social Innovation

Giving Children in Lagos Slum Access to Quality Education



Design Thinking for Social Innovation



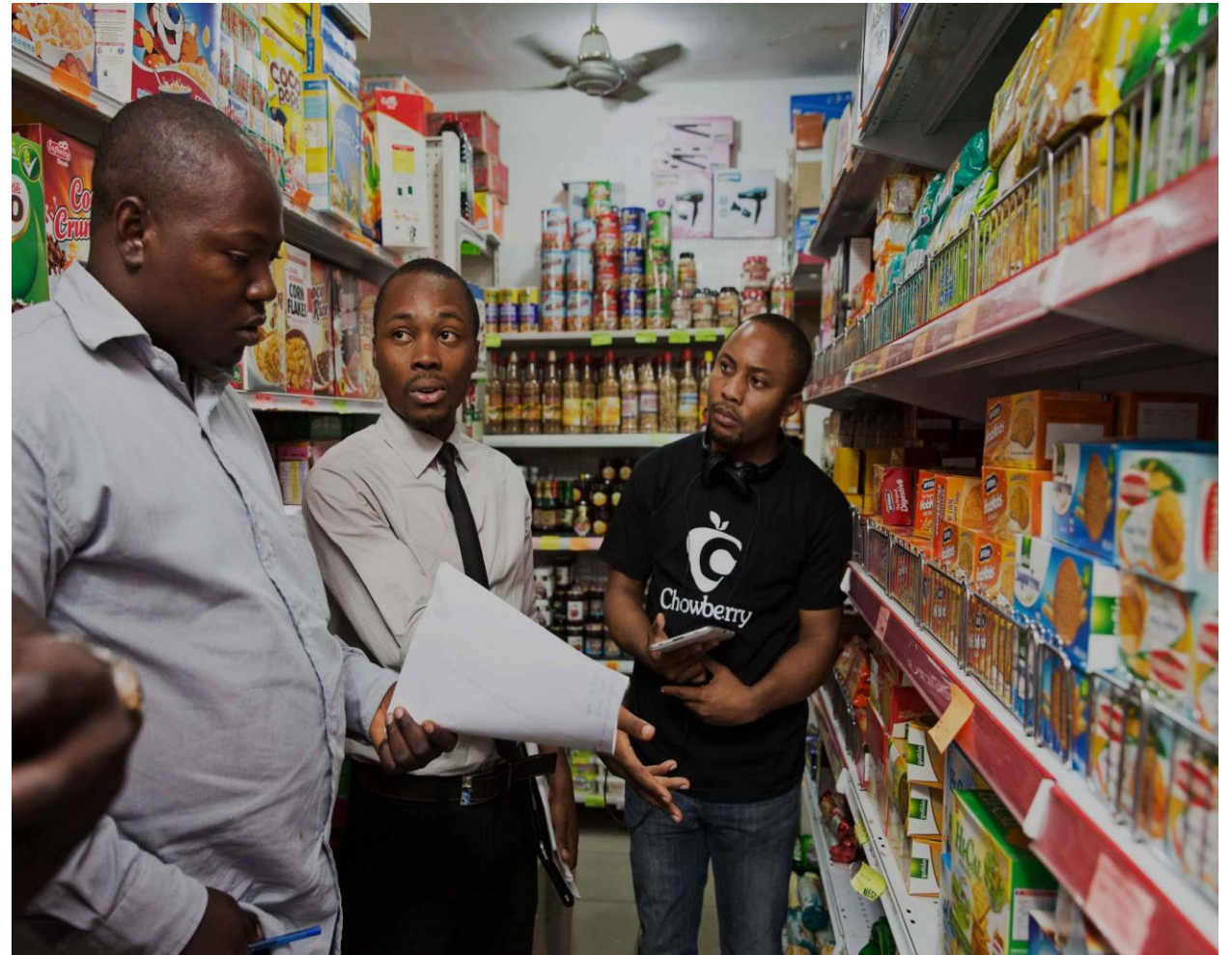
Design Thinking for Social Innovation



Otto
Orondaam

- ❑ Founder of Slum2School Africa
- ❑ Started during youth service in 2012 at the age of 25
- ❑ So far enrolled more than 2,000 slum kids. Given life and future to disadvantaged kids
- ❑ Won several awards including Future Award and he is a Mandela Washington Fellow

Design Thinking for Social Innovation



Design Thinking for Social Innovation



- ❑ Founder of Chowberry
- ❑ Mission to end Hunger in Nigeria
- ❑ Developed an App that connects retail stores (about-to-expire food items) with low income-earners and NGOs
- ❑ Won several Fellowships and Awards

Design Thinking for Social Innovation



Design Thinking for Social Innovation



- ❑ Co-Founder of BudgIT
- ❑ Mission: Open Government – to enhance financial transparency and accountability in public offices in Nigeria
- ❑ Analyses and publishes government budgets, projects, revenues and spending
- ❑ Won several Fellowships and Awards including Aspen and Obama Fellowships

Design Thinking for Social Innovation



Design Thinking for Social Innovation



- ❑ Founder/CEO, FarmCrowdy
- ❑ Mission to boost food security
- ❑ Create opportunity for many to invest in agriculture and agro-allied projects
- ❑ Crowdfund smallholder farmers
- ❑ Initiative has created thousands of jobs

Q & A



Thank you!