

TRANSFERABLE SKILLS I

Design Thinking
Module

2024.2025

lesson 1

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1.1 EVALUATION

1.2 *Problems suited to DT*

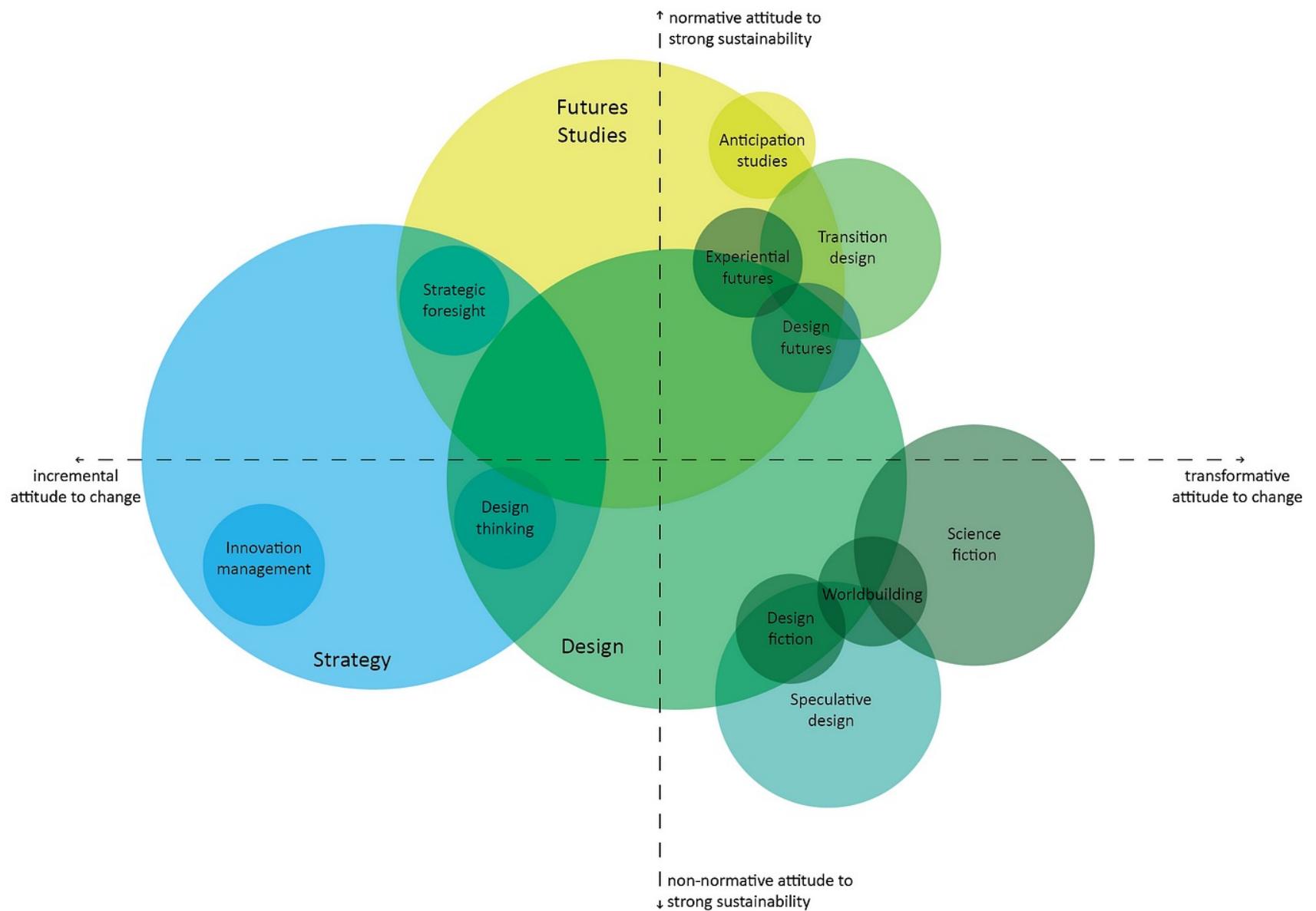
1.3 *DESIGN THINKING MODELS*

Evolution 6² Model



*It's a crisis of
imagination, not
solutions, that
we are faced
with.*

<https://medium.com/the-shape-of-things-to-come/design-x-futures-design-futures-26e47b43775d>



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EVALUATION

Presenças

Embora as faltas não contem para efeitos de reprovação, pelas características dos temas abordados neste módulo, uma parte importante da aprendizagem, senão mesmo a mais importante, acontece em contexto de aula através de dinâmicas de grupo. Por essa razão, há lugar a uma penalização na nota dos estudantes que faltem a mais de metade do número total de aulas lecionadas.

Objective:

To present a proposal for an innovative product or service aligned with one of the 17 UN Sustainable Development Goals (SDGs).

Evaluation criteria:

Project Presentation[50%]*

Use provided PPT template

Written Text[50%]

Use provided DOCX template

Guidelines for Developing the Product or Service Proposal:

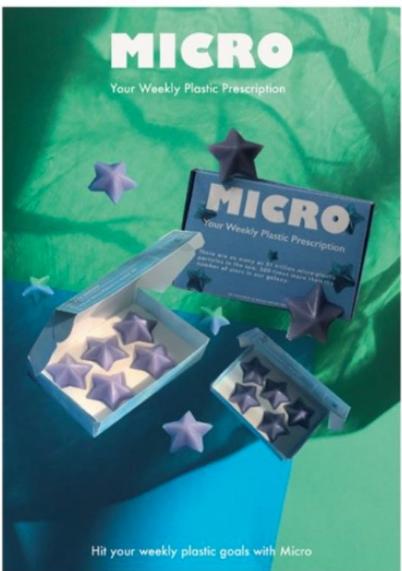
Students are tasked with developing a product or service proposal that addresses a challenge related to one of the 17 UN Sustainable Development Goals (SDGs). This should be approached using a **critical or speculative** design perspective.

The proposal can be fictional or set within a hypothetical scenario, encouraging creative and imaginative solutions.

The objective is to present an original, **disruptive idea** that highlights a significant issue related to the chosen SDG. Proposals should be innovative, **thought-provoking**, and designed to **spark debate** or **inspire meaningful discussion** around the identified challenge.

lesson 1
EVALUATION

Example of a Product Meeting the Proposal Criteria



lesson 1 EVALUATION

Traditional design

Commercial

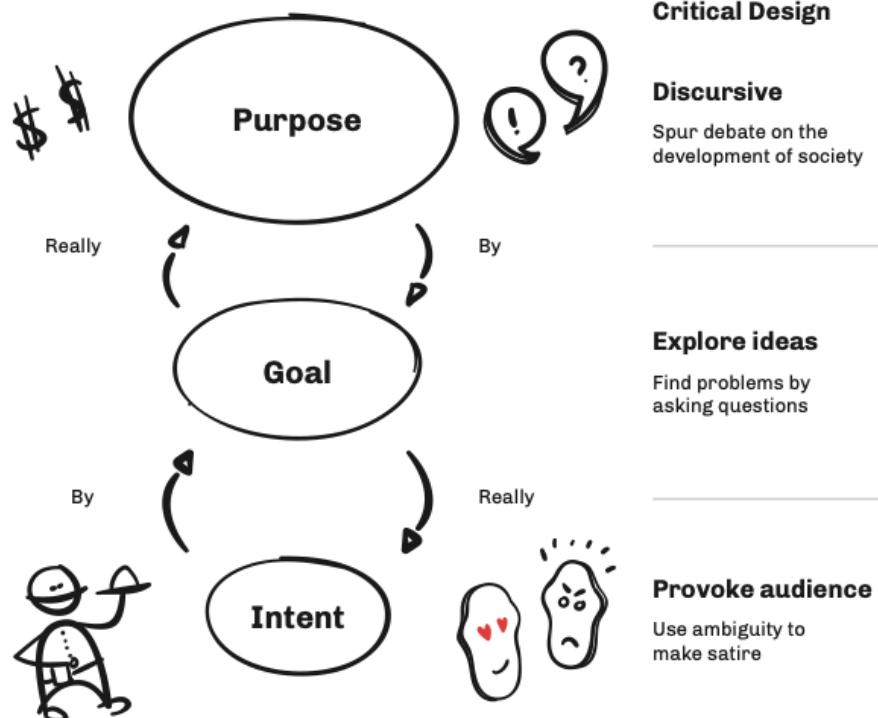
Satisfy industry's need to make money

Develop solutions

Provide answers by solving problems

Serve user

In seriousness provide clarity



Speculative & Critical Design

Discursive

Spur debate on the development of society

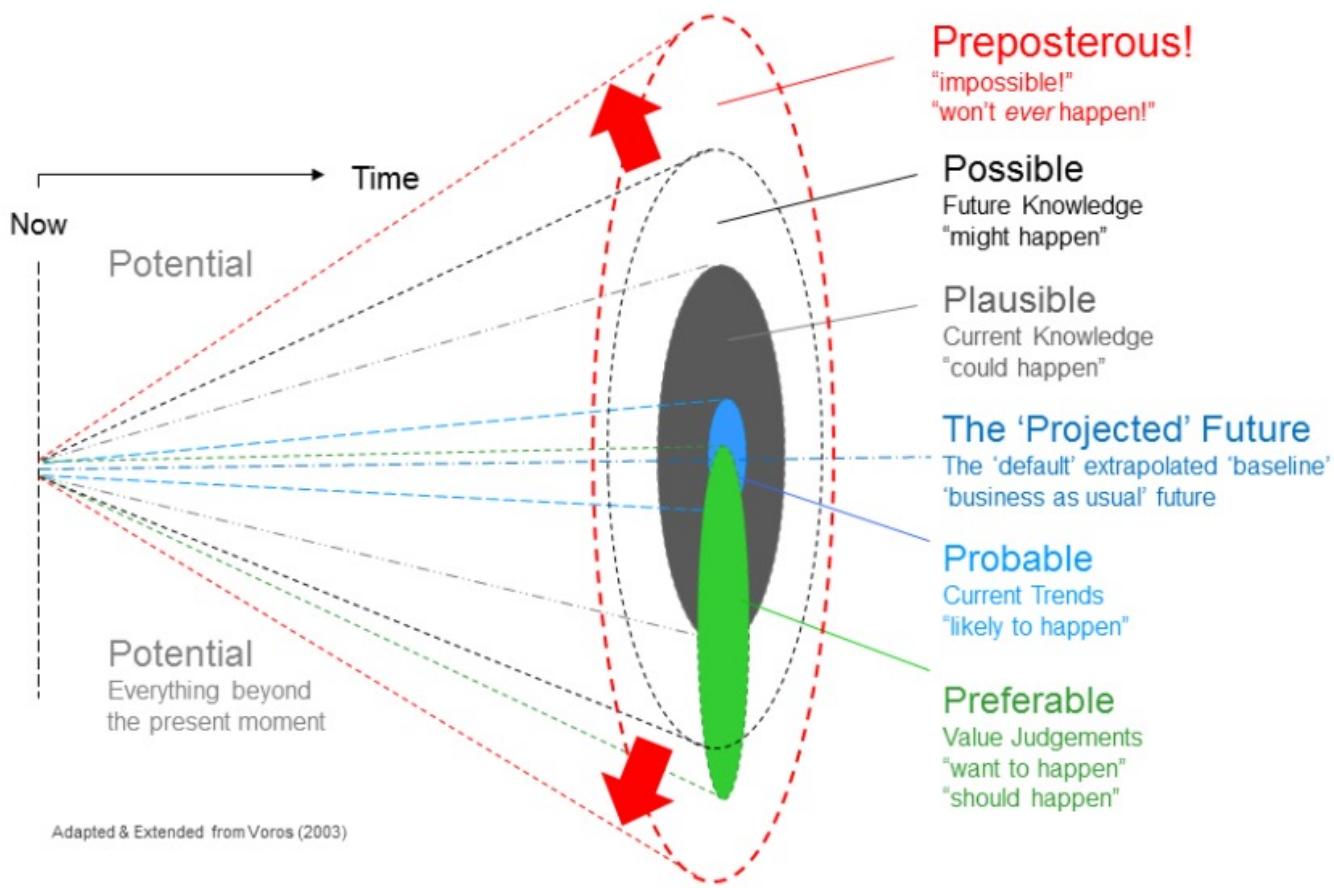
Explore ideas

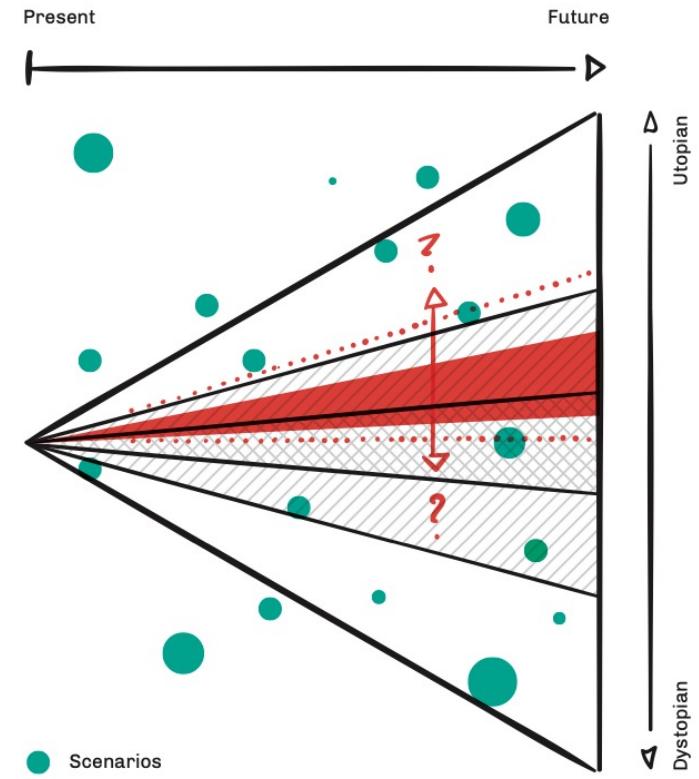
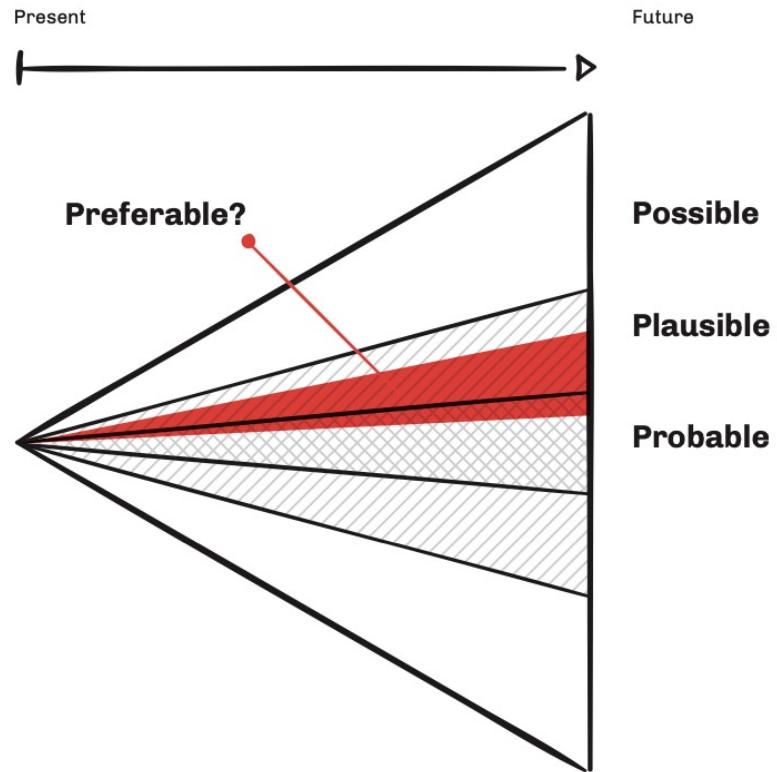
Find problems by asking questions

Provoke audience

Use ambiguity to make satire

Speculative and Critical Design (SCD) seeks to change contemporary perceptions of products and norms,. Through the design of critical objects and speculative narratives, SCD attempts to spur social debate on what is a preferable development.







WHAT DO YOU EXPECT TO LEARN FROM THIS MODULE?

WHAT DO YOU KNOW ABOUT DESIGN THINKING?

WHAT HAVE YOU HEARD ABOUT IT?

I lesson 1

= generating
original
ideas

Is Design Thinking equal to...
**Think outside
the box**

= innovation

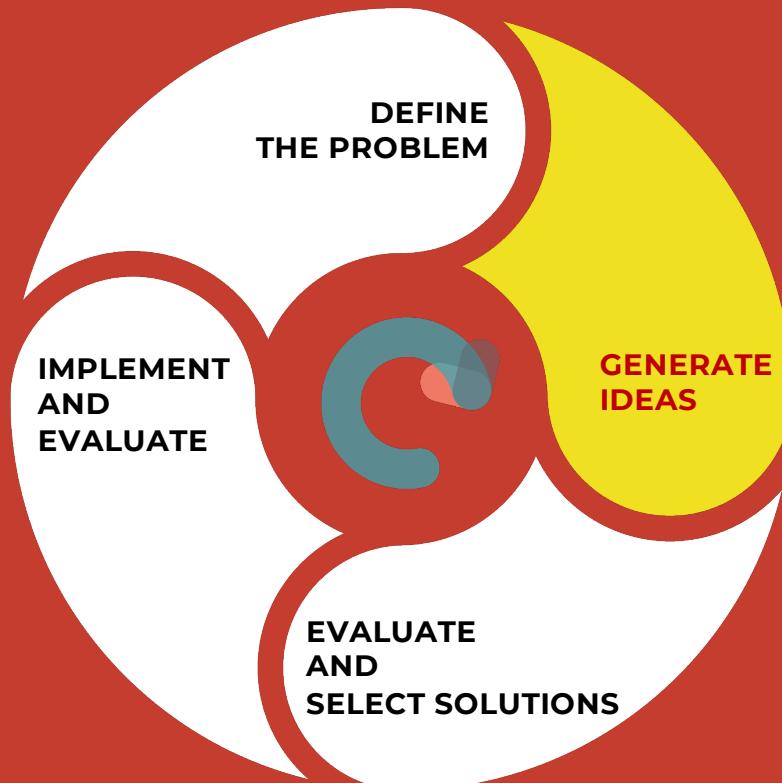
= creativity

**WHAT IS THE
CONTRIBUTION OF DESIGN
THINKING THROUGH THE
PROCESS OF SOLVING A
PROBLEM?**

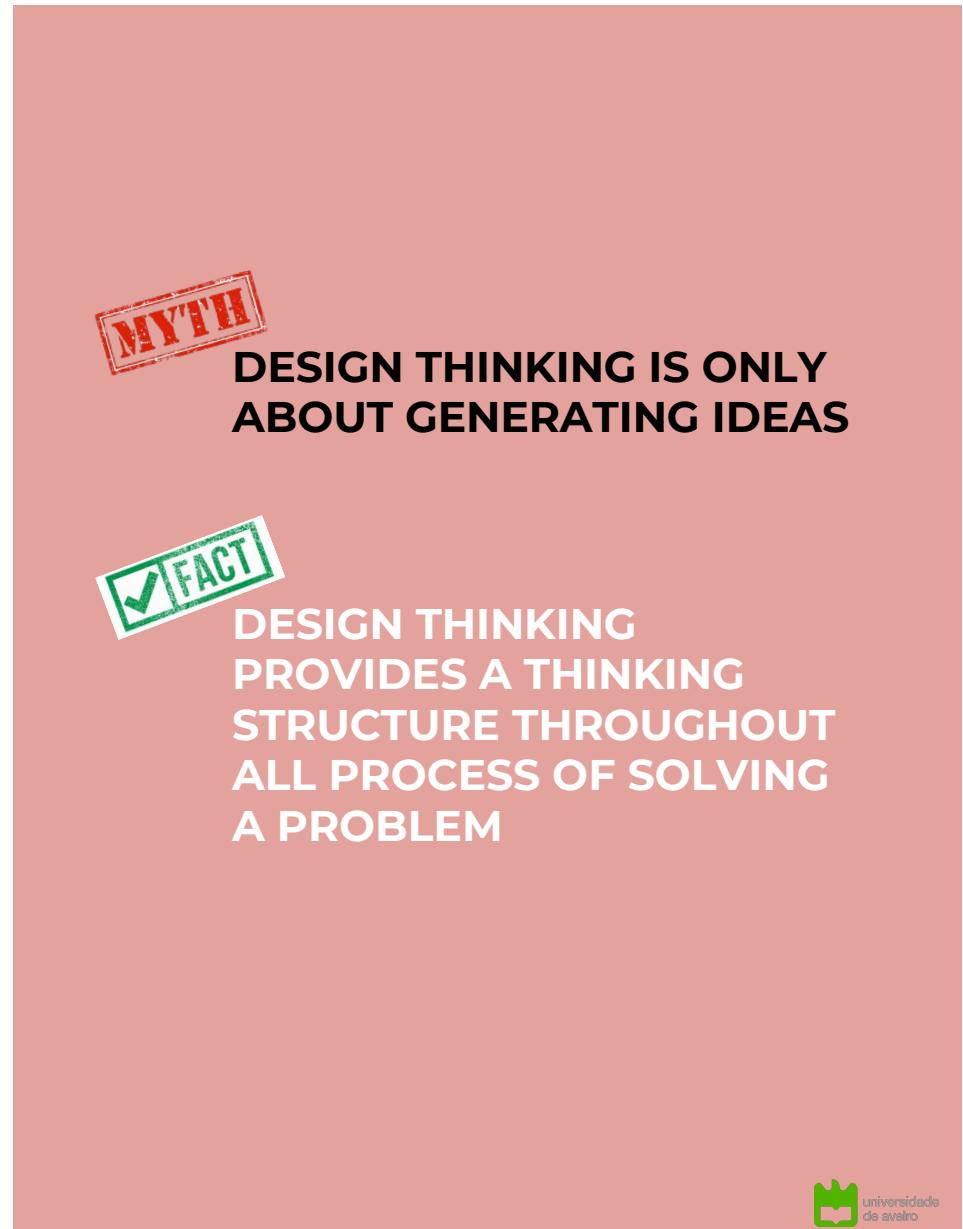
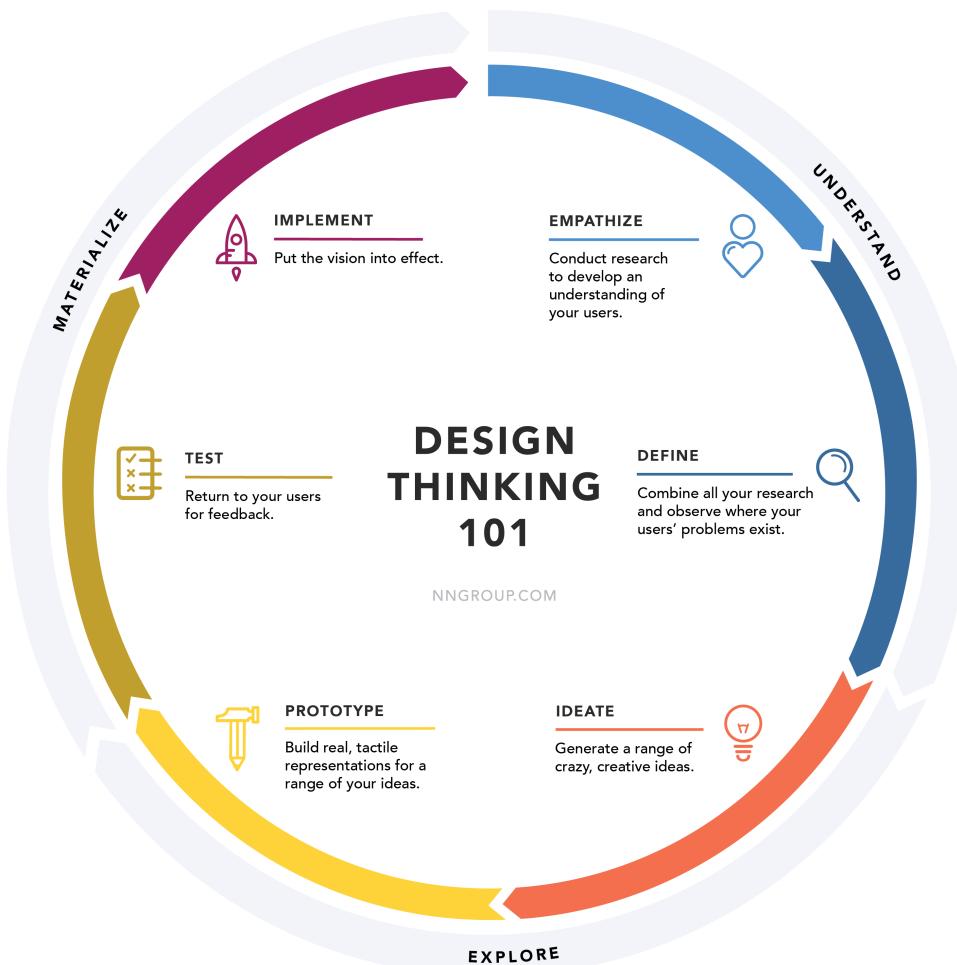
**IS IT ONLY WHEN
GENERATING IDEAS?**



Take the problem 'organizing a party' as an example



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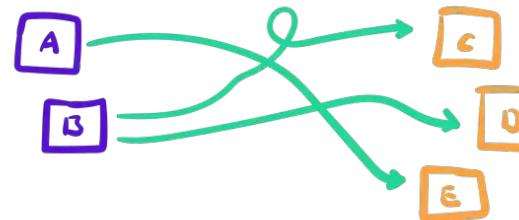
**Are all problems suited to
be solved applying a
Design Thinking approach?**

**Are all problems created
equal?**

Well-defined

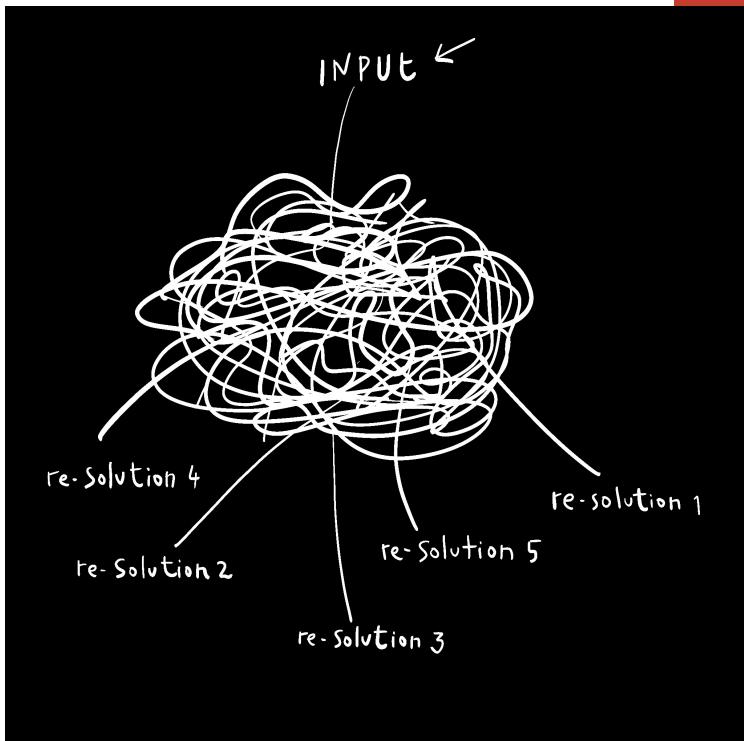


Ill-defined



Wicked





PROBLEMS SUITED FOR DESIGN THINKING APPROACH

Open

Admit more than one 'right answer'

Complex

Several parts, interconnected sometimes opposing each other

Dynamic

Changing with time

Problem evolves with the solution

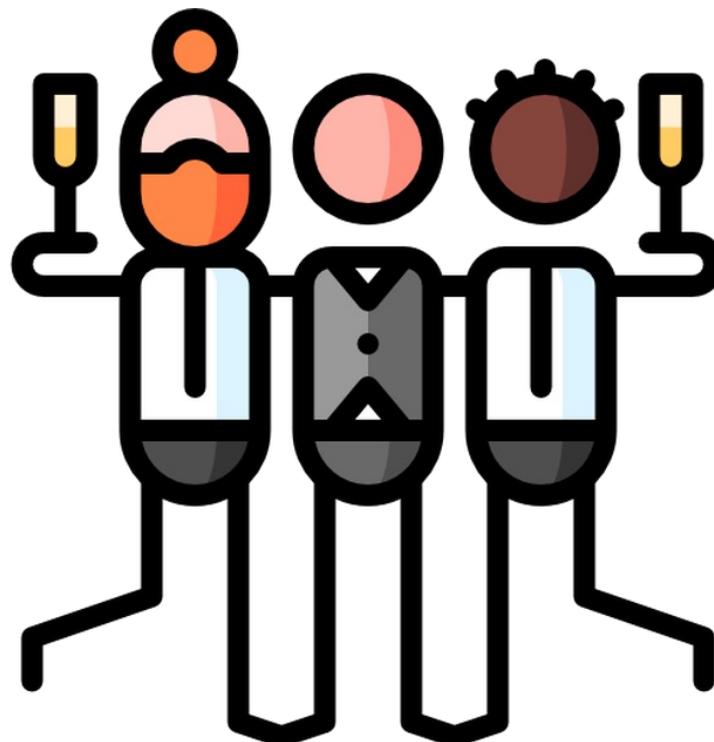
Unstructured

Can't be solved following a 'recipe'

Undefined

Usually there is no starting question neither ready input data

I AM GOING TO THE PARTY
AND I'M BRINGING ...



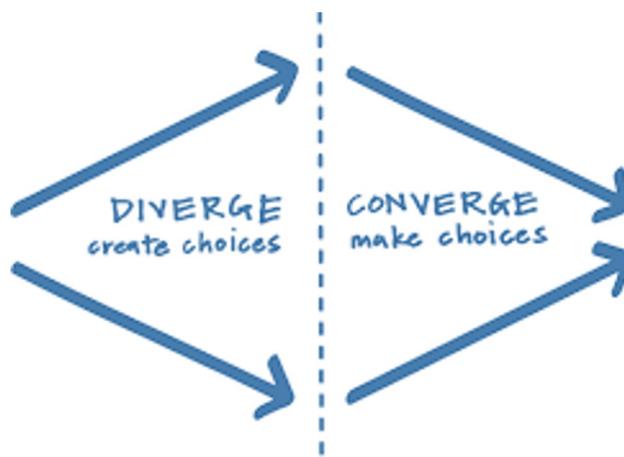
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DESIGN THINKING MODELS



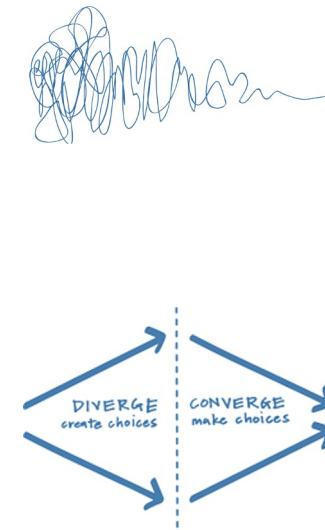
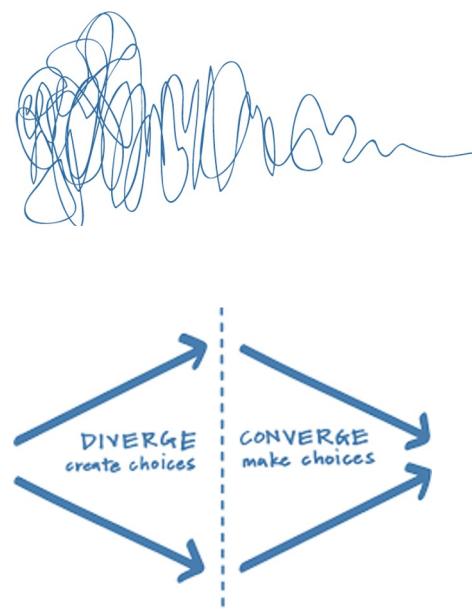
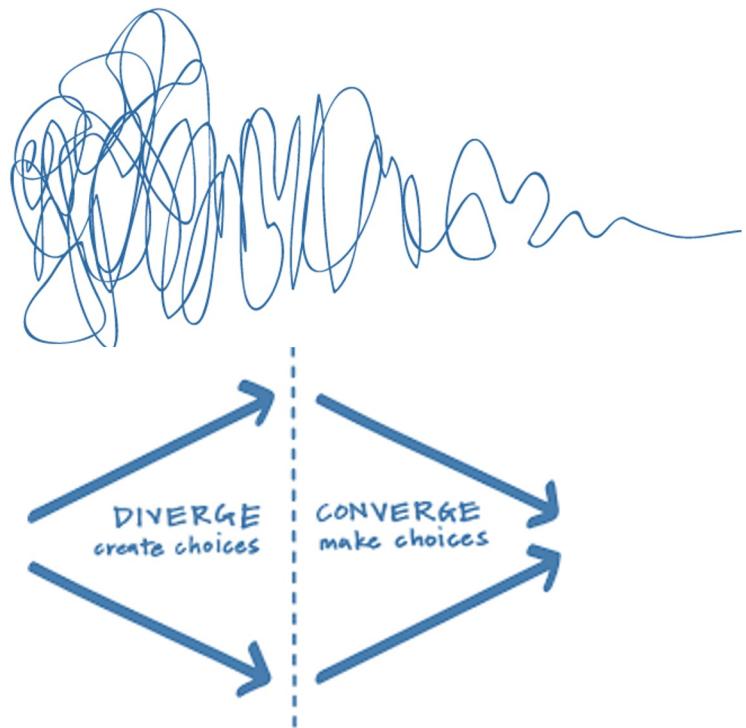
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DESIGN THINKING



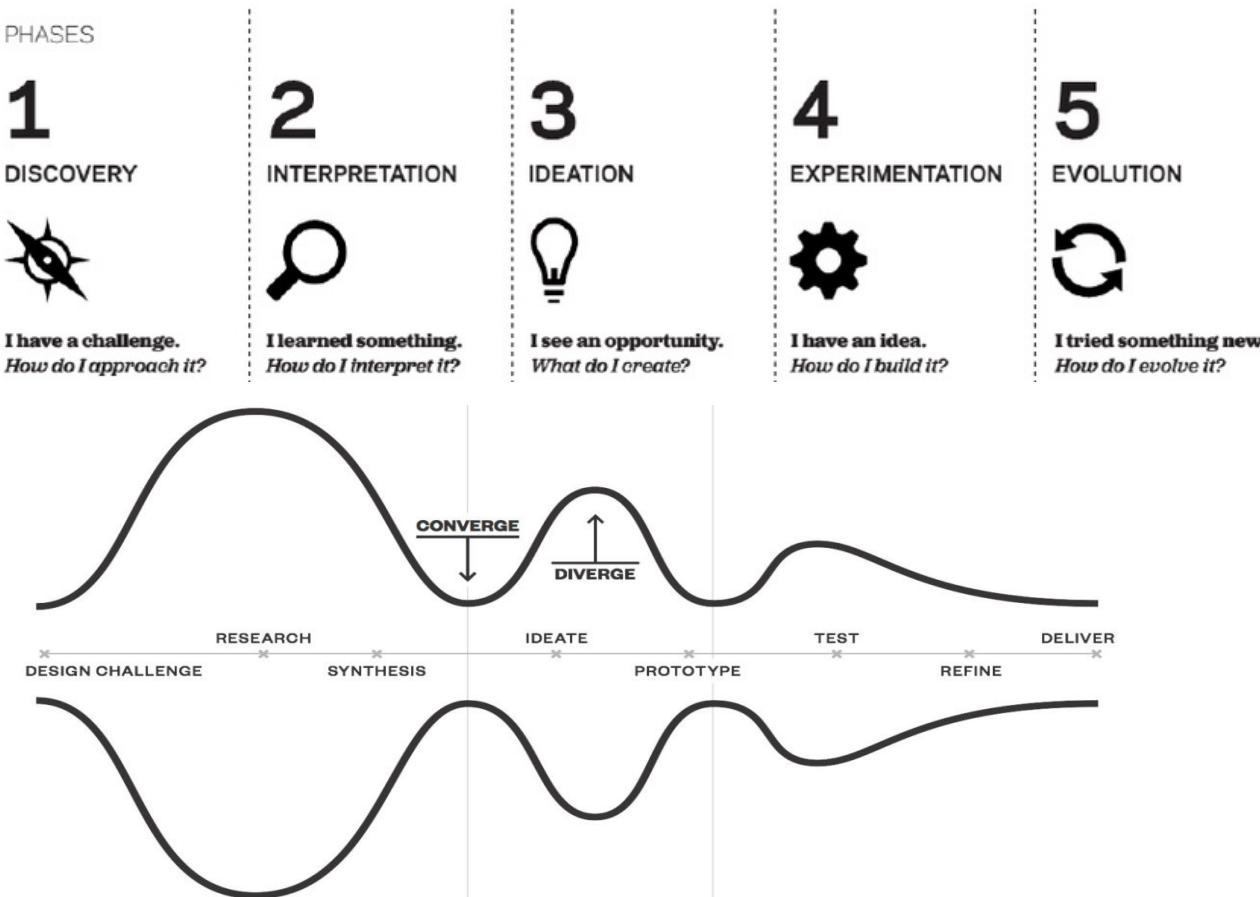
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DESIGN THINKING



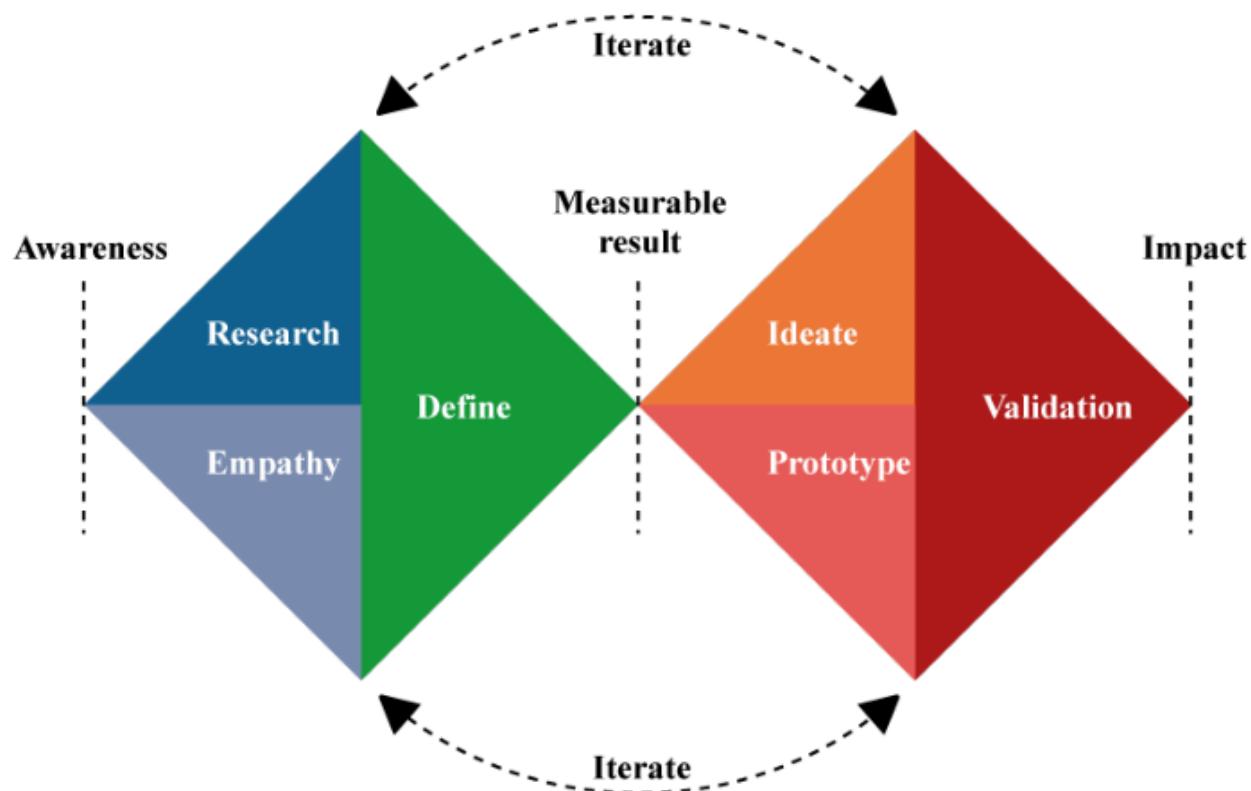
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DESIGN THINKING MODELS



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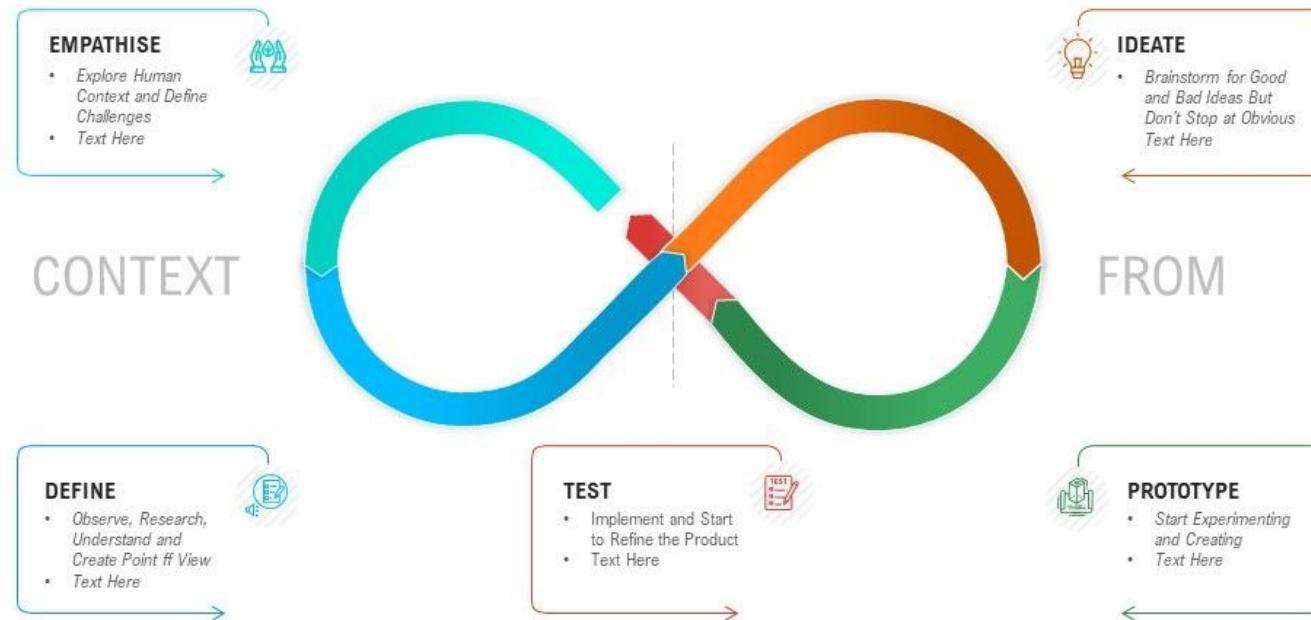


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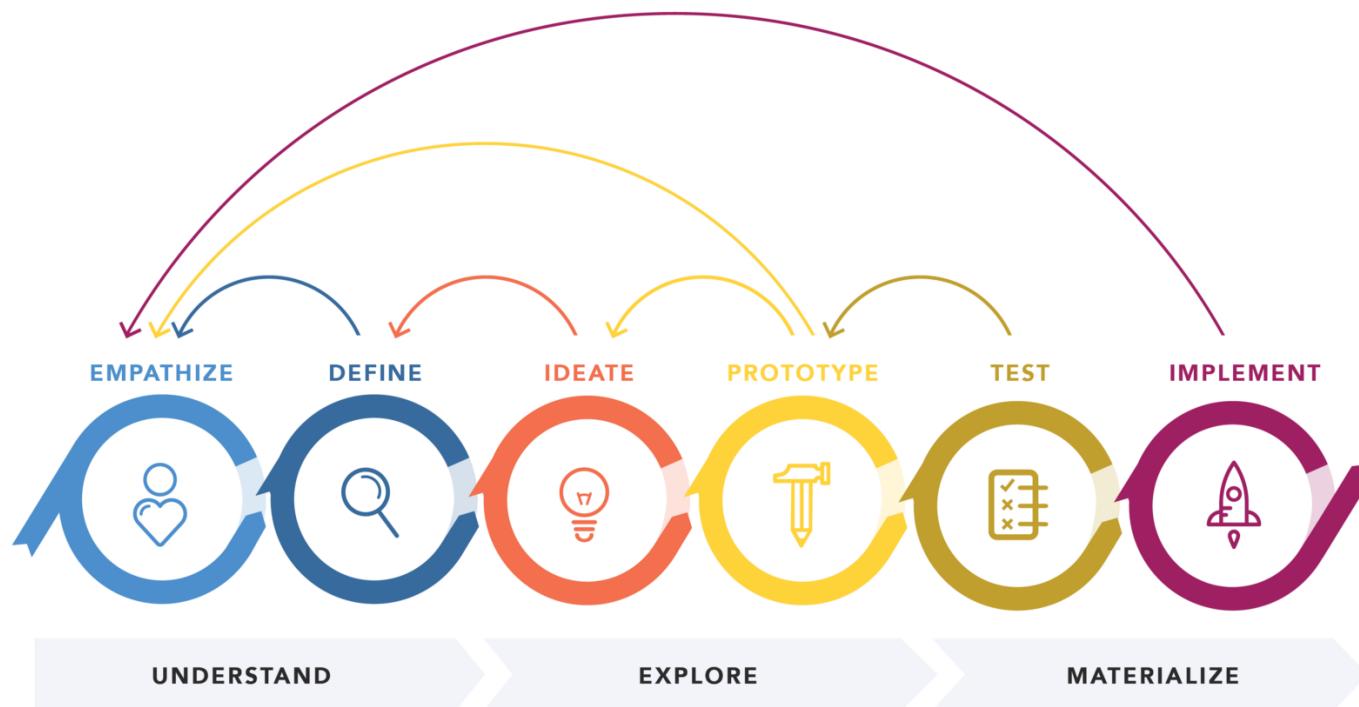
Design Thinking Innovation Framework

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



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DESIGN THINKING MODELS



DESIGN THINKING 101 NNGROUP.COM

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**DESIGN THINKING
MODELS**
E6² Model



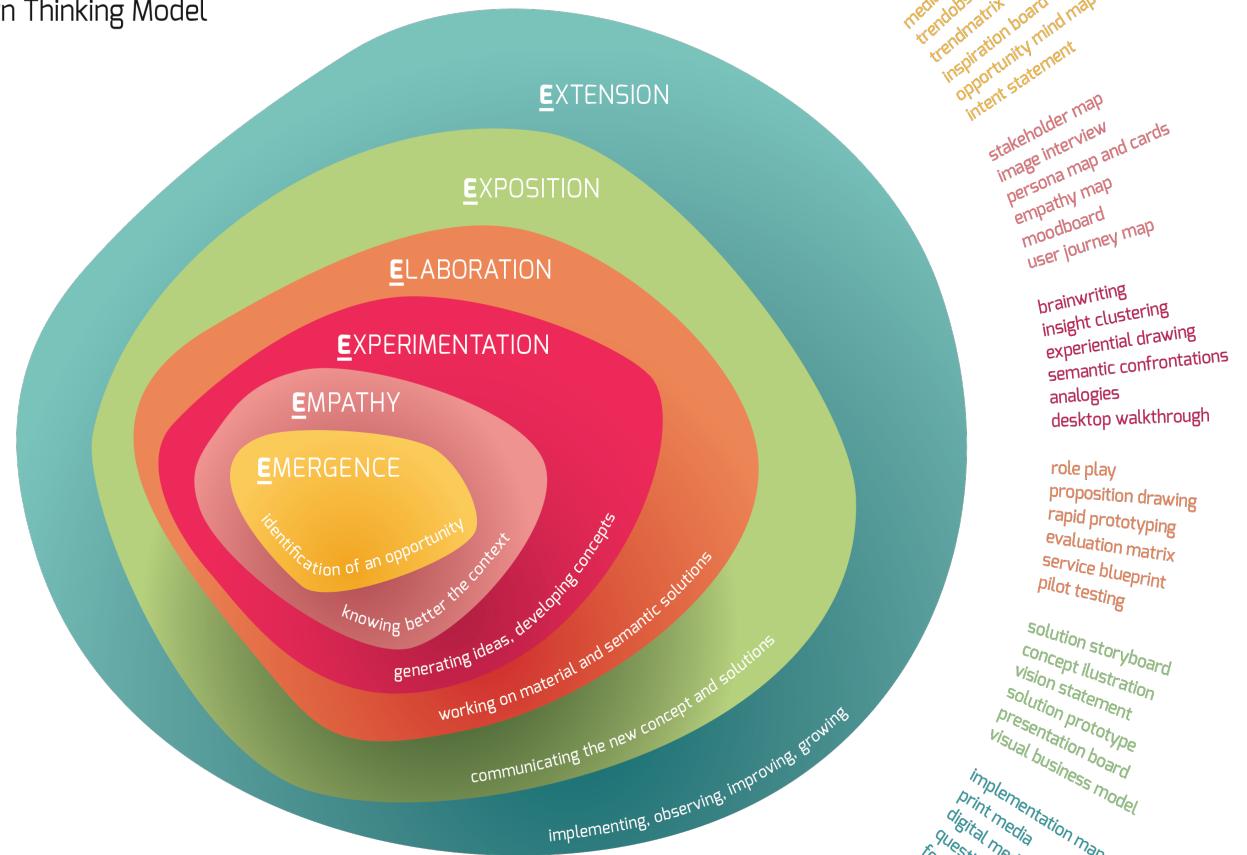
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EVOLUTION 6²

Mindshake Design Thinking Model



EXPLORATION
EVALUATION
present throughout



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media research
trendobservation
inspiration board
opportunity mind map
intent statement
stakeholder map
image interview
persona map and cards
empathy map
moodboard
user journey map
brainwriting
insight clustering
experiential drawing
semantic confrontations
analogies
desktop walkthrough
role play
proposition drawing
rapid prototyping
evaluation matrix
service blueprint
pilot testing
solution storyboard
concept illustration
vision statement
solution prototype
presentation prototype
visual business model
implementation map
print media
digital media
questionnaire
feedback map
roadmap

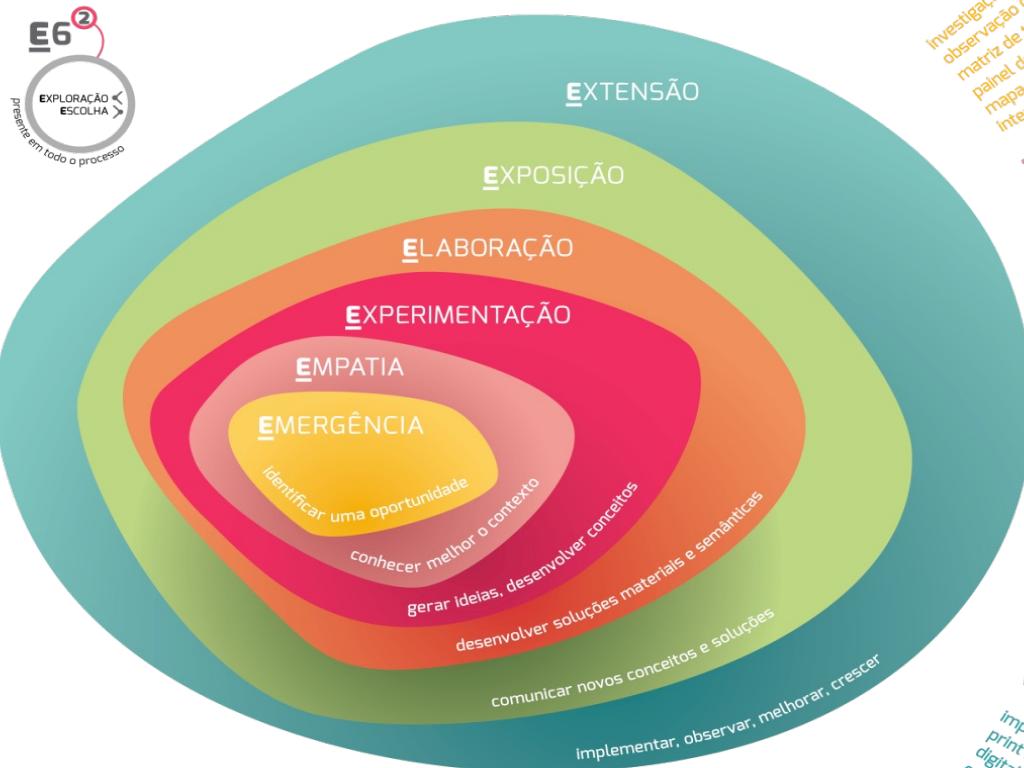
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**DESIGN THINKING
MODELS**
E6² Model

MIND
SHA
KE

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EVOLUTION 6²

Mindshake Design Thinking Model



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creative commons



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DESIGN THINKING MODELS

E6² Model



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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

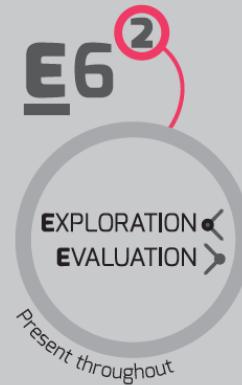
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DESIGN THINKING MODELS

E6² Model



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The model is called **E6²** (squared), as there are moments of Exploration (divergence) and Evaluation (convergence) in every phase of the model.

