

Transferable Skills 1 – *Design Thinking* Module

Lesson 3

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Lesson 3 Contents

3.1

Emergence phase

- Intent Statement

3.2

Creativity ‘meaning’

- Fluency
- Flexibility
- Originality
- Elaboration

3.3

Experimentation phase

- Analogies
- Semantic Confrontations

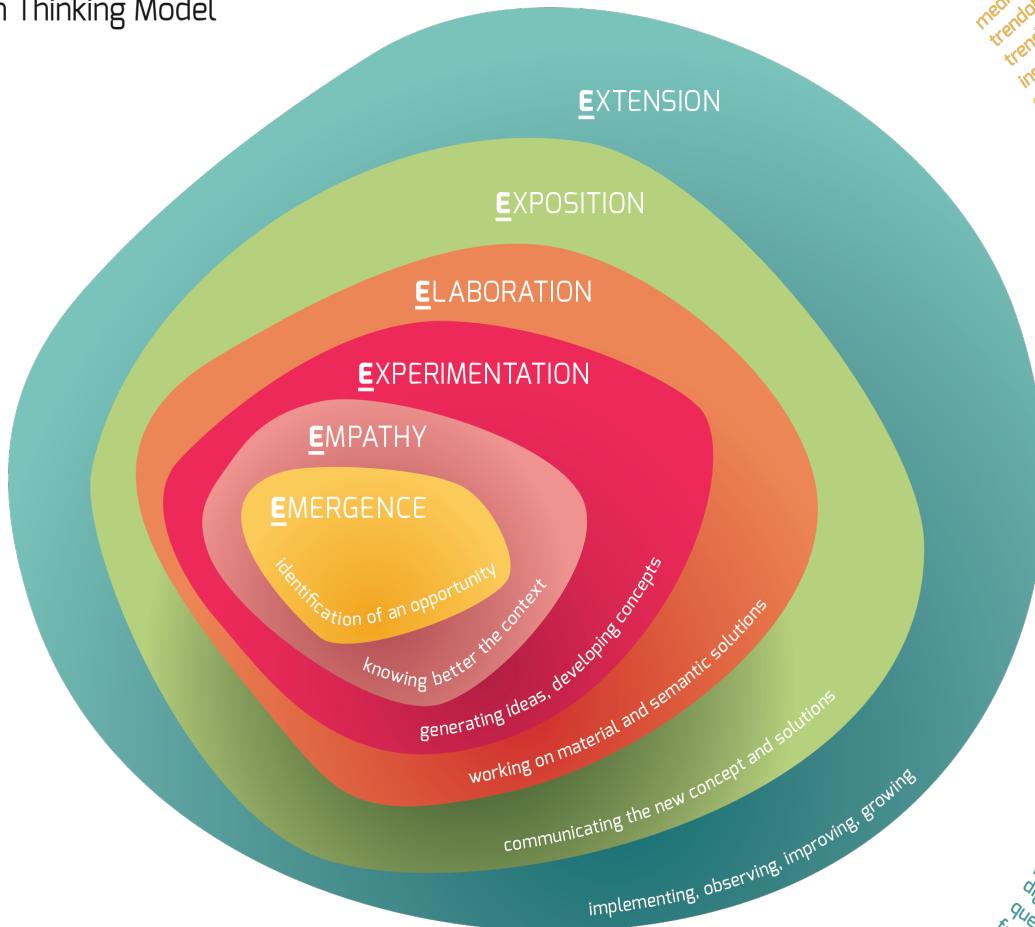
Empathy phase

- Stakeholder map
- Persona
- Empathy map
- User journey

3.1 Design Thinking Models

EVOLUTION 6²

Mindshake Design Thinking Model



- media research
- trendobservation
- trendmatrix
- 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
- roadmap

**MIND
SHA
KE**

3.1 Emergence phase

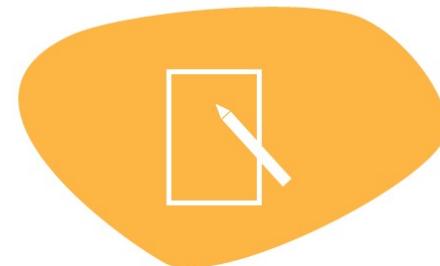
Intent
Statement



3.1 Emergence phase

Intent Statement

INTENT STATEMENT



EMERGENCE

formulation of the intention to innovate, based on the identification of opportunities

define the starting point of the project

give directions to the following process

inform stakeholders

3.1 Emergence phase

Intent Statement

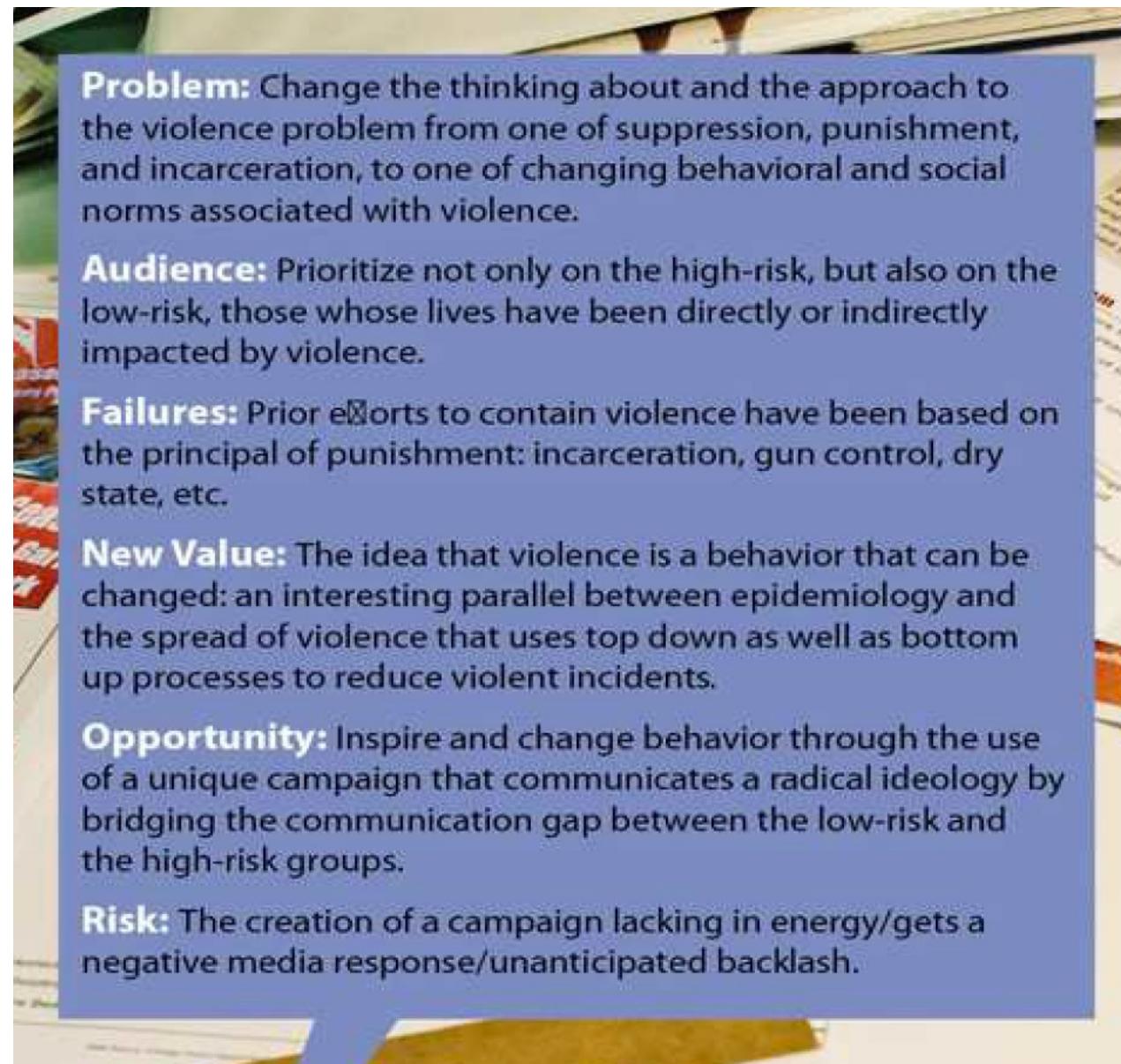
WHAT IT DOES

Getting a good sense of what the opportunities are for creating something new is the main focus during Sense Intent mode. These opportunities are identified by understanding latest developments, seeing big pictures, recognizing current trends, and by reframing problems. The *Intent Statement* method builds on this understanding to speculate on an initial point of view to guide the innovation efforts. Usually the statement takes the form of a few sentences that capture the key aspects of a desired innovation. The Intent Statement is only preliminary, and therefore you should be ready to reframe it as you go through the process. A well-thought-out Intent Statement presents a good rationale for the work that is to follow. It is an important means for building support for innovation initiatives in your organization.

From “101 Methods of Design, Vijay Kumar, 2013

3.1 Emergence phase

Intent
Statement
(template
example)



From “101 Methods of Design, Vijay Kumar, 2013

3.1 Empathy phase

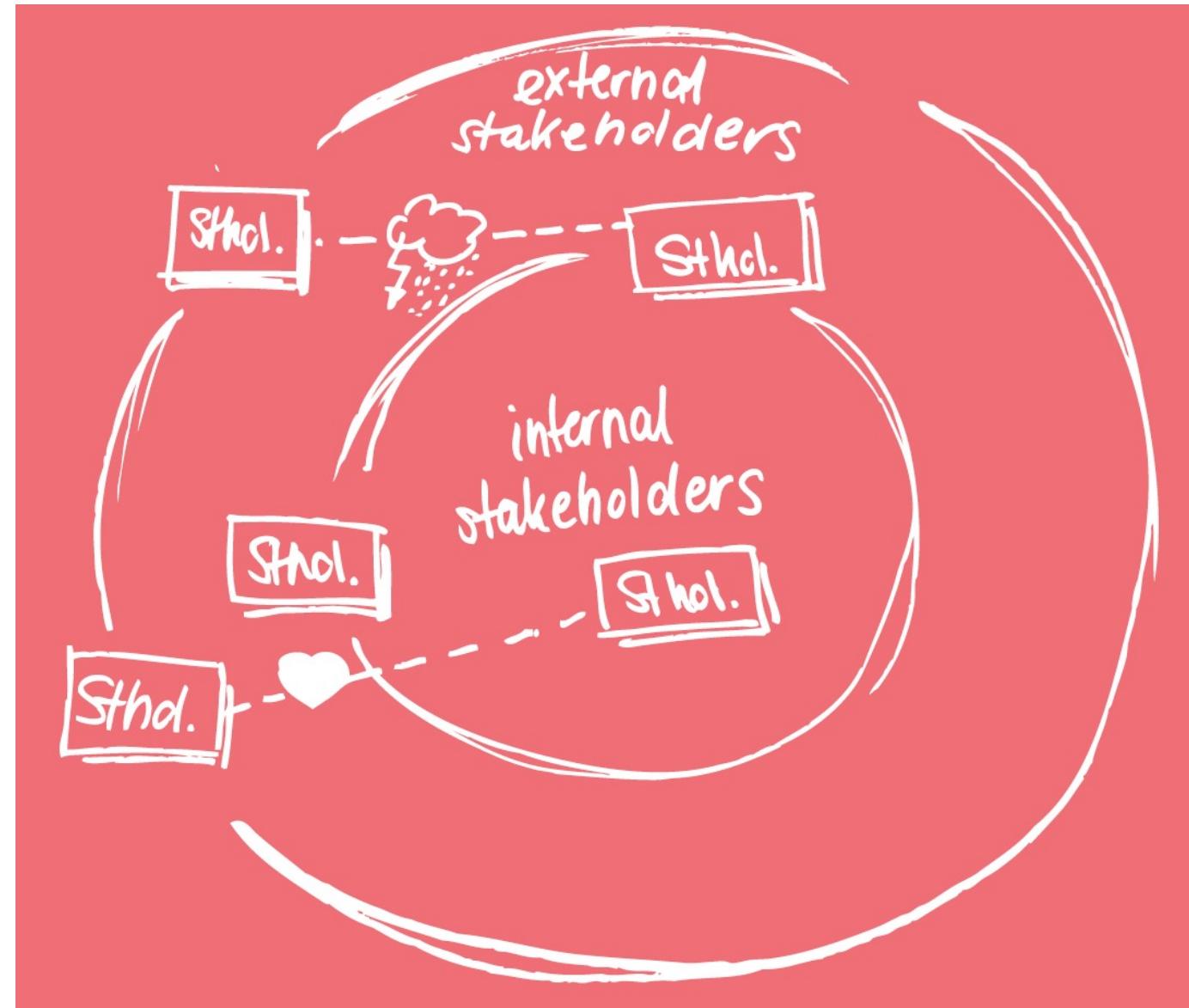
mindsets

Knowing people is about gaining an empathic understanding of people's thoughts, feelings, and needs by listening, observing, interacting, and analyzing. Immersing yourself in people's daily lives and keenly listening to their stories can reveal very valuable insights, sometimes quite surprising and nonobvious. To get to such valuable insights we should focus on everything that people do, say, and think; we should be in the mindset to deeply understand people's activities, needs, motivations, and overall experiences, just as well as we study our products when we do a product development project. We should be on the lookout for understanding the problems they face, the workarounds they do, challenges they overcome, and the needs they express and those they do not express. Knowing people well can lead us to entirely new categories of products, services, or business strategies that fundamentally address people's needs and desires, create significant new value, and are very hard to copy.

From “101 Methods of Design, Vijay Kumar, 2013

3.1 Empathy phase

Stakeholders
map

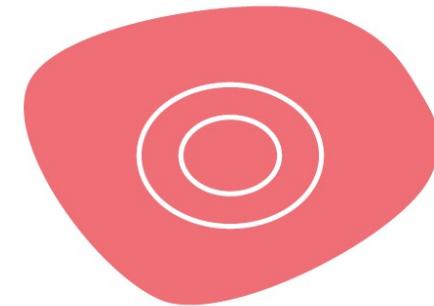


TRANSFERABLE SKILLS 1 – DESIGN THINKING MODULE

**3.1
Empathy
phase**

Stakeholders
map

**STAKE-
HOLDER
MAP**



*clustering stakeholders
and showing their
relationships*

enable systemic analysis

reveal roles and relationships

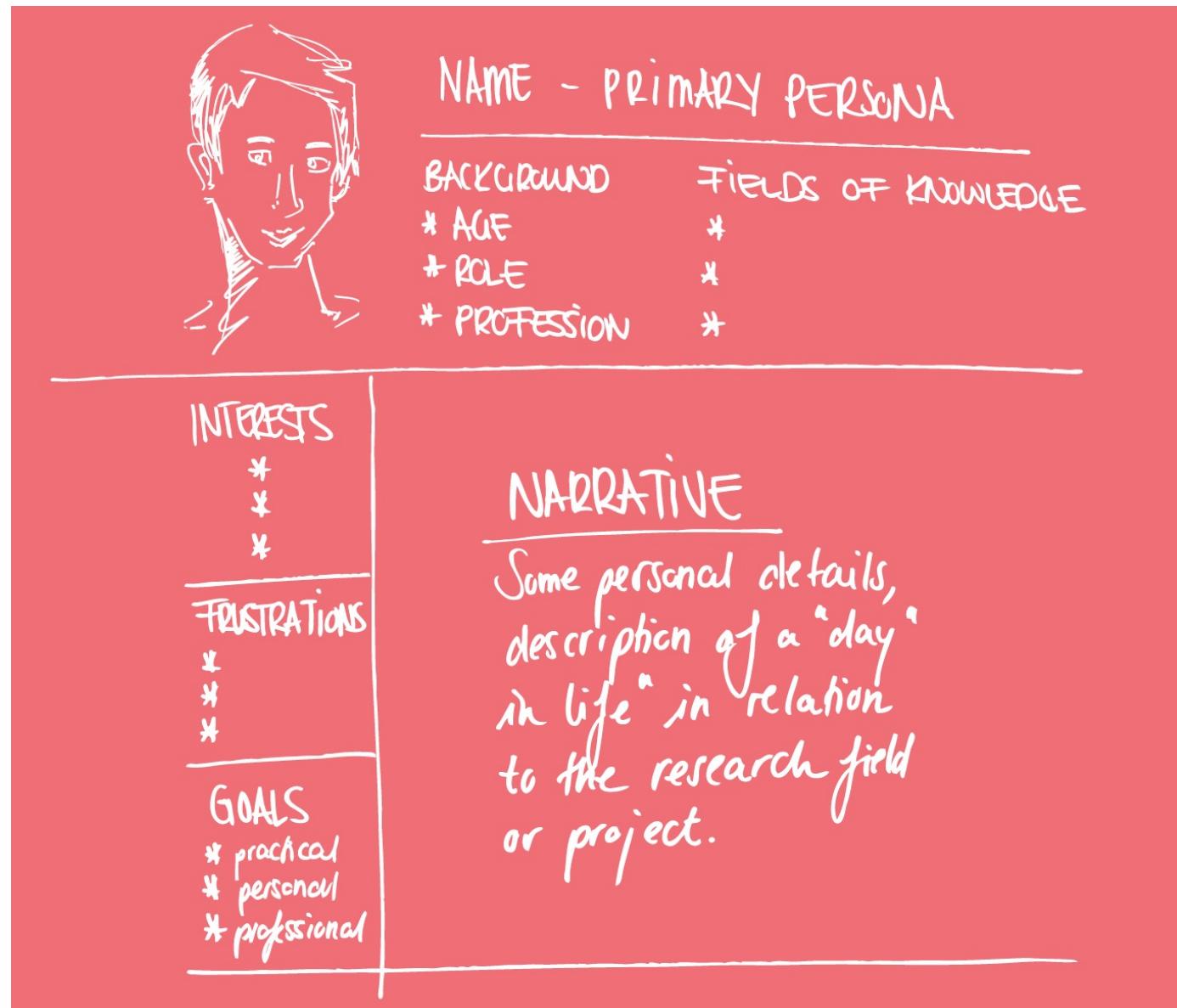
understand the context

reveal shared interests between
stakeholders

EMPATHY

3.1 Empathy phase

Persona

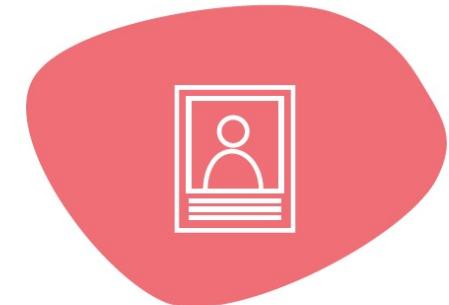


TRANSFERABLE SKILLS 1 – DESIGN THINKING MODULE

**3.1
Empathy
phase**

Persona

**PERSONA
MAP AND
CARDS**



defining different kinds of users present in a context

identify the users' characteristics and cultural backgrounds

discover features of an existing social group

discover stories

define directions

EMPATHY

Ana, a estudante de engenharia...

Interesses:

'Desinteresses':

Aparência:

Objetivos/sonhos/medidas de sucesso:

Medos/frustrações:



Ana, a estudante de engenharia...

Interesses:

'Desinteresses':

Aparência:

Objetivos/sonhos/medidas de sucesso:

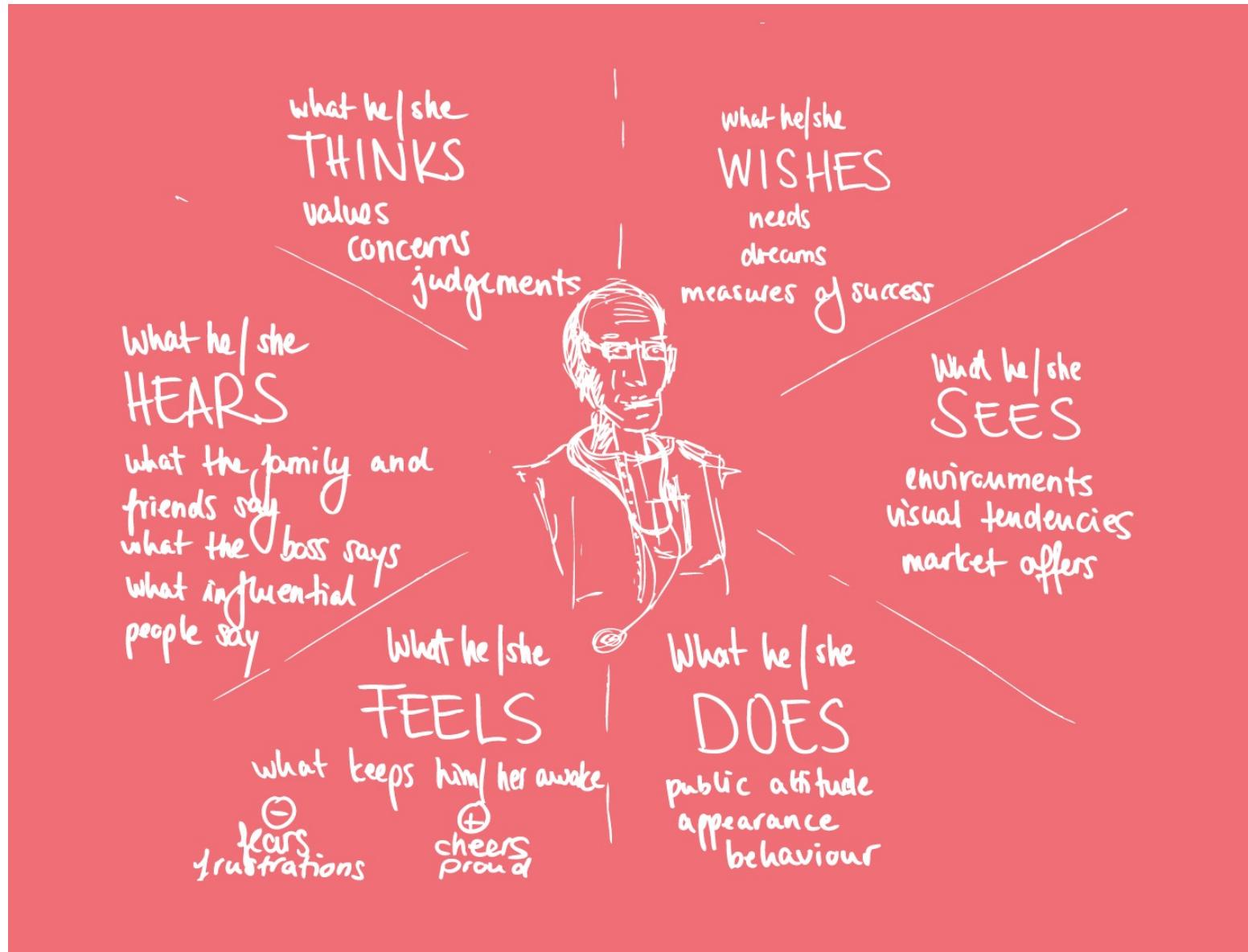
Medos/frustrações:



TRANSFERABLE SKILLS 1 – DESIGN THINKING MODULE

3.1 Empathy phase

Empathy map

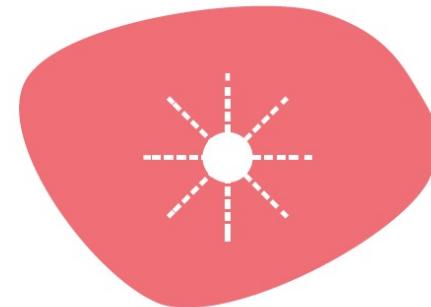


TRANSFERABLE SKILLS 1 – DESIGN THINKING MODULE

**3.1
Empathy
phase**

Empathy
map

**EMPATHY
MAP**



*developing the profile
of a typical user*

build empathy

find details about the users'
behaviour and values

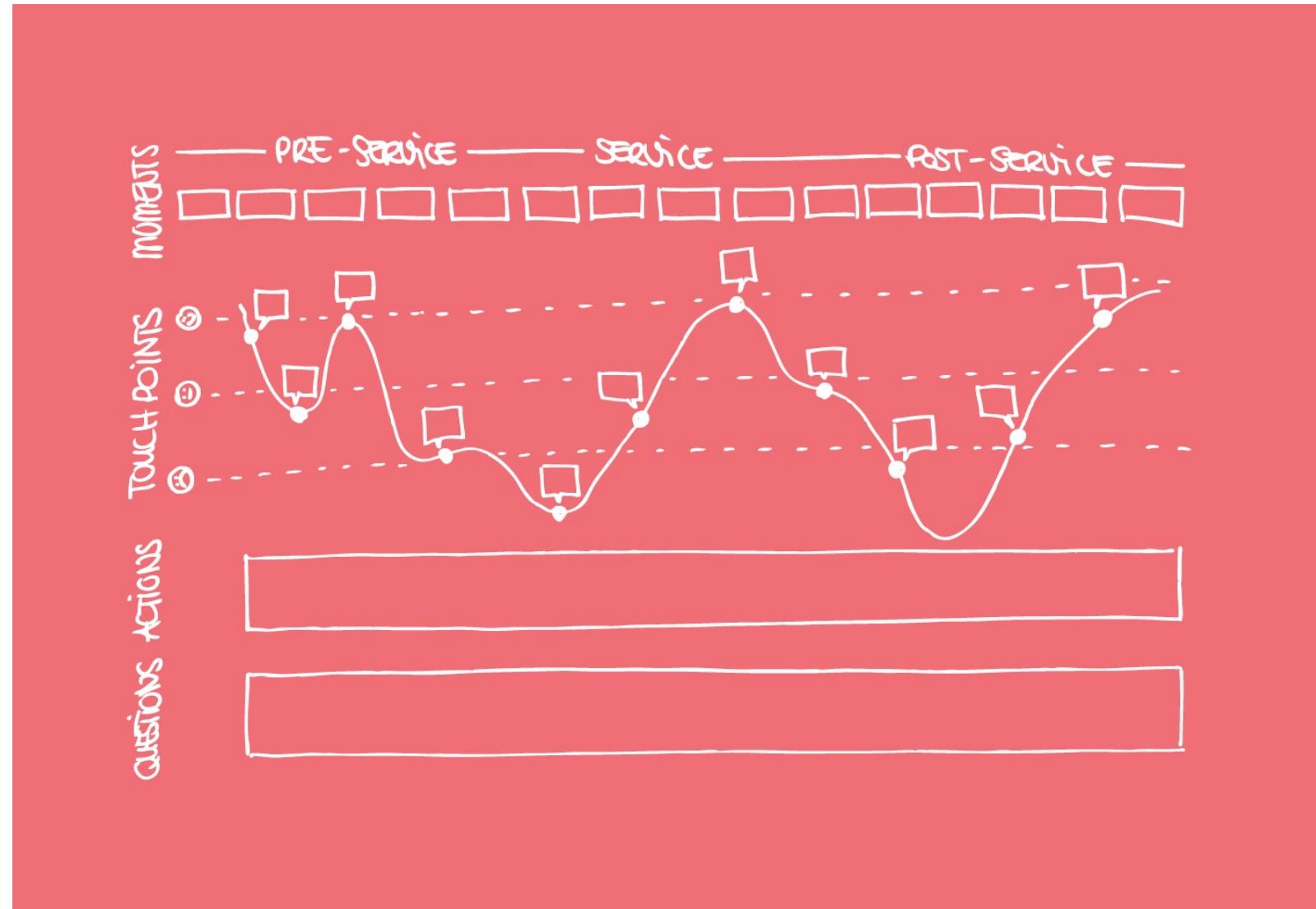
identify patterns

EMPATHY

TRANSFERABLE SKILLS 1 – DESIGN THINKING MODULE

3.1 Empathy phase

User
journey

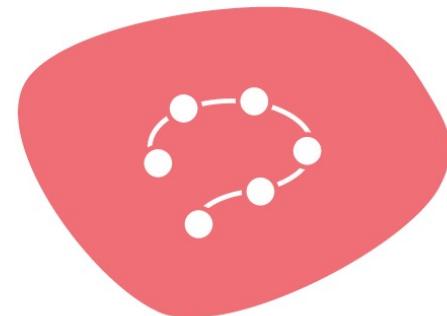


TRANSFERABLE SKILLS 1 – DESIGN THINKING MODULE

**3.1
Empathy
phase**

User
journey

**USER
JOURNEY
MAP**



*visualising the users'
journey through the
service/context*

visualise information

understand better the users'
perspective

identify positive and negative
experiences

EMPATHY

3.2
Creativity
'meaning'

Thinking creatively... What does it means?



Challenge

What different things
can you do with a pen?

How many different
ideas can you write
down within 1 minute?...

What is most important?

Ideas' quality? Or Ideas' quantity?



3.2
Creativity
'meaning'

Fluidity

Creative thinking
characteristics

Fluidity

The ability to express,
over a given period of
time, more ideas
about a given
circumstance.



Reis, M., Clemente, V. (2019) A visual tale about creativity. in Tschimmel, K.
(Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto,
Portugal: Mindshake

3.2
Creativity
'meaning'

Thinking creatively... What does it means? Besides generating numerous ideas?...



Challenge

What about now?

How many different
ideas can you write
down within 1 minute?...



3.2
Creativity
'meaning'

Flexibility

Creative thinking
characteristics

FLEXIBILITY

The ability to ordering ideas in different classes (categories, spheres of application...)



Reis, M., Clemente, V. (2019) A visual tale about creativity. in Tschimmel, K. (Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto, Portugal: Mindshake

3.2
Creativity
'meaning'

**Thinking creatively... What does it means?
Besides producing ideas in quantity and in
different categories?**



Challenge

Who was able to
produce an unique idea?

3.2
Creativity
'meaning'

Originality

**Thinking creatively... What does it means?
Besides producing ideas in quantity and in
different categories?...**

**Creative thinking
characteristics**

ORIGINALITY

Ability to produce an idea that is unique, unusual or strongly different from existing thing within a given context.



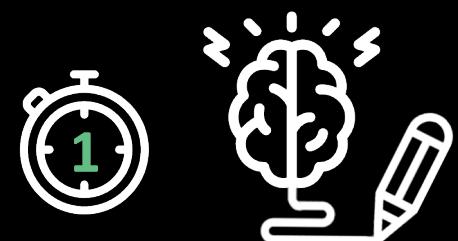
3.2
Creativity
'meaning'

**Thinking creatively... What does it means?
Besides producing ideas in quantity, in
different categories and finding something
unique?...**



Challenge

Select one of your ideas
to communicate to the
class through a 1 minute
sketch.

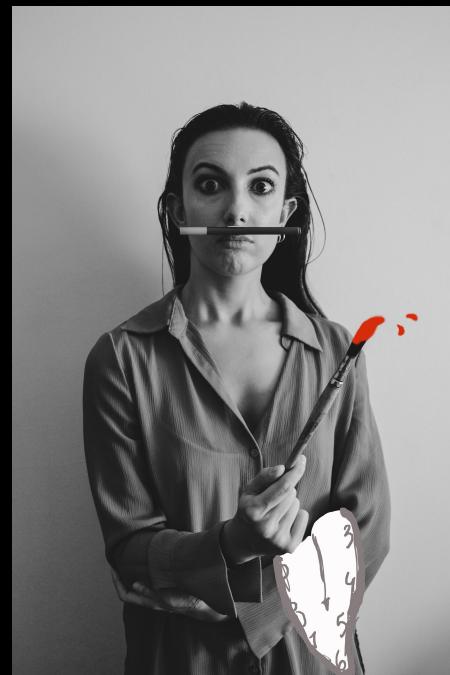


3.2

Creativity 'meaning'



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3.2

Creativity 'meaning'

Elaboration

Creative thinking characteristics

ELABORATION

The ability to incorporate details, aiming ideas' development, improvement or 'beautification'.

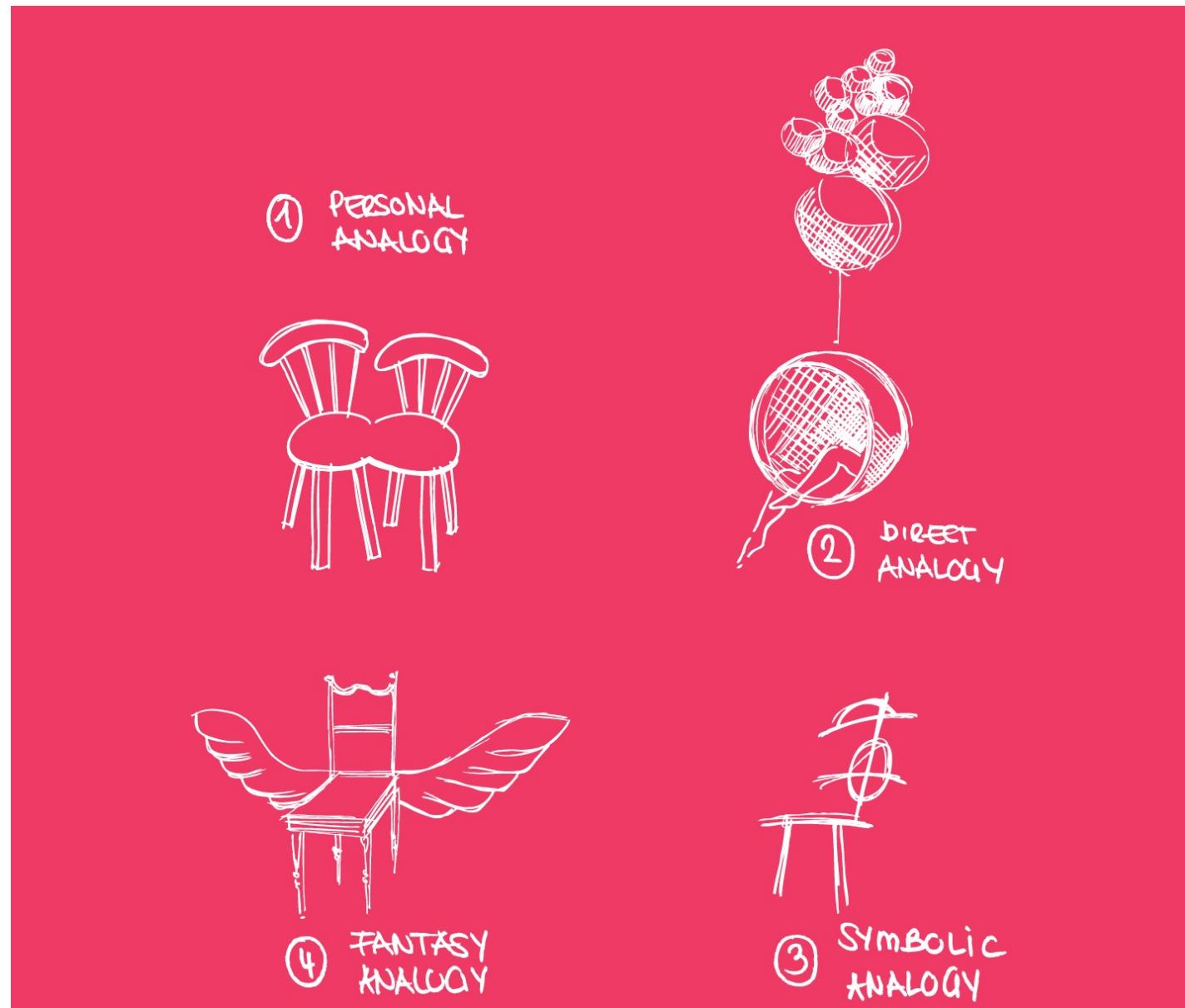


121 // Violeta Clemente & Miriam Reis

Reis, M., Clemente, V. (2019) A visual tale about creativity, in Tschimmel, K. (Ed.) The Creativity Virus – a book about and for Creative Thinking. Porto, Portugal: Mindshake

3.3 Experimentation phase

Analogies



3.3 Experimentation phase

Analogies

ANALOGIES



*generating ideas by
comparison*

think against the obvious

inspire ideation

transfer knowledge from
one to another domain

stimulate originality

EXPERIMENTATION

3.3 Experimentation phase

Analogies

**sketch a chair based
on a opposite
analogy**

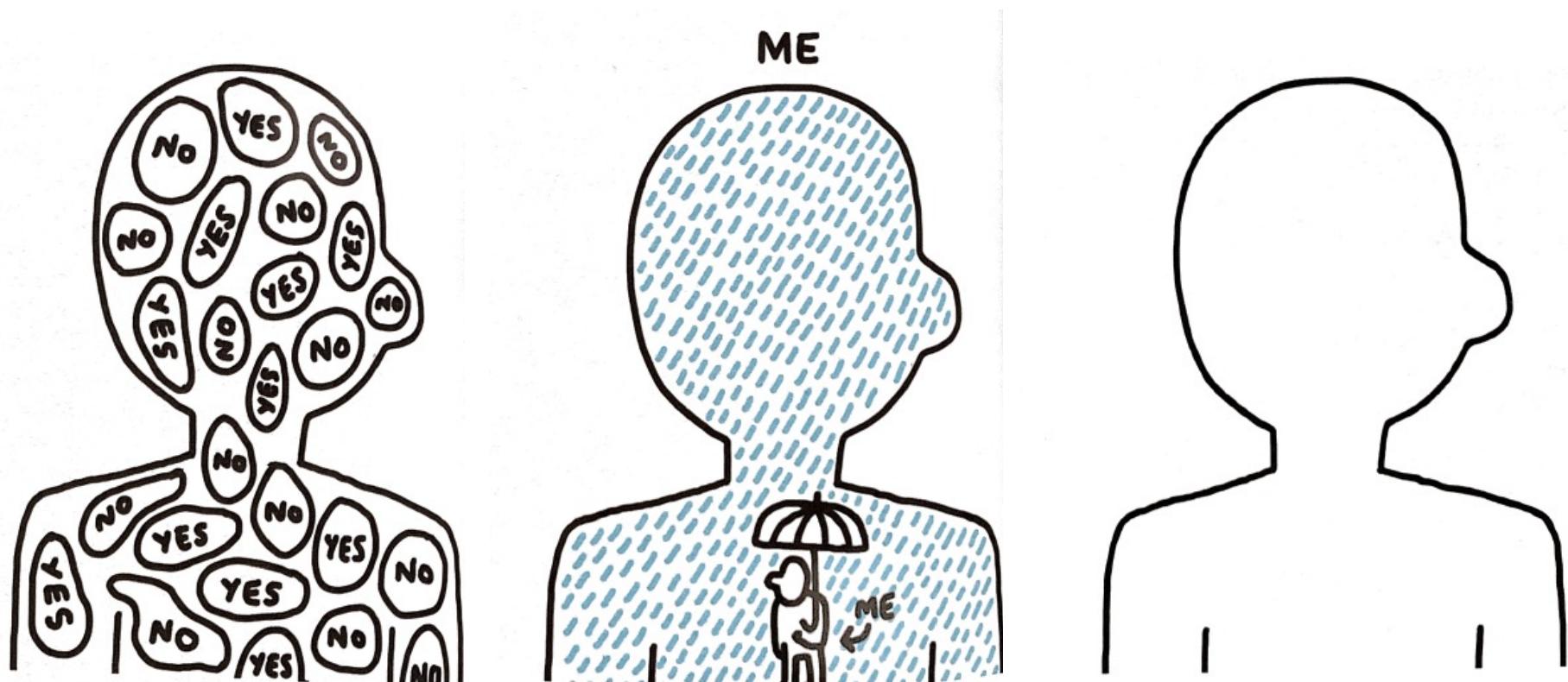
... “o que seria o contrário de uma cadeira?”



3.3
Experimentation
phase

Analogies

*desenhe a sua
analogia pessoal...*



3.3 Experimentation phase

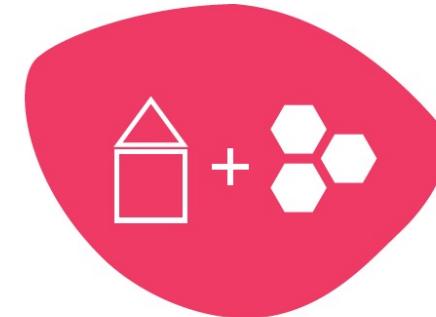
Semantic
confrontation



3.3 Experimentation phase

Semantic
confrontation

SEMANTIC CONFRON- TATION



*generating ideas through
unusual combinations and
forced relationships*

give an impulse for ideation
and imagination

avoid stereotypical thinking

think against the obvious

EXPERIMENTATION

Kobi Levi



Kobi Levi



Fishink



Fishink



**3.3
Experimentation
phase**

trabalho de grupos