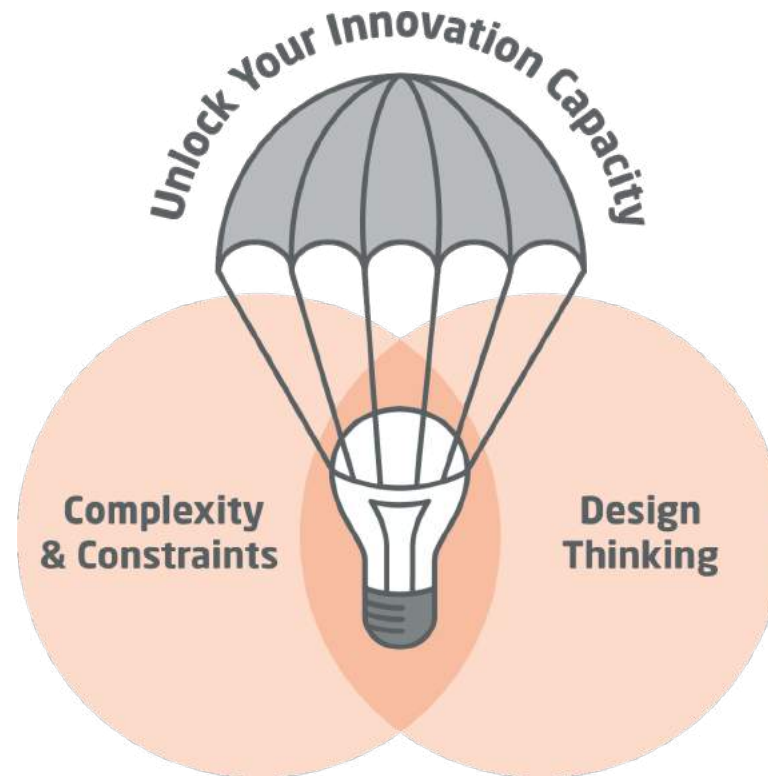


STRATEGIC DESIGN THINKING FOR EVERY DAY.



The Principle of SPACE

STRATEGIC DESIGN THINKING PRINCIPLES

SPACE

► Design space that defines (inter-)action



Design SPACE that defines Action



Oxfordian Kissuth; Fußballtor im Urinal / CC BY-SA 3.0 /
https://de.wikipedia.org/wiki/Urinal#/media/Datei:Fußballtor_im_Urinal.jpg

Move your Body



Work from Home



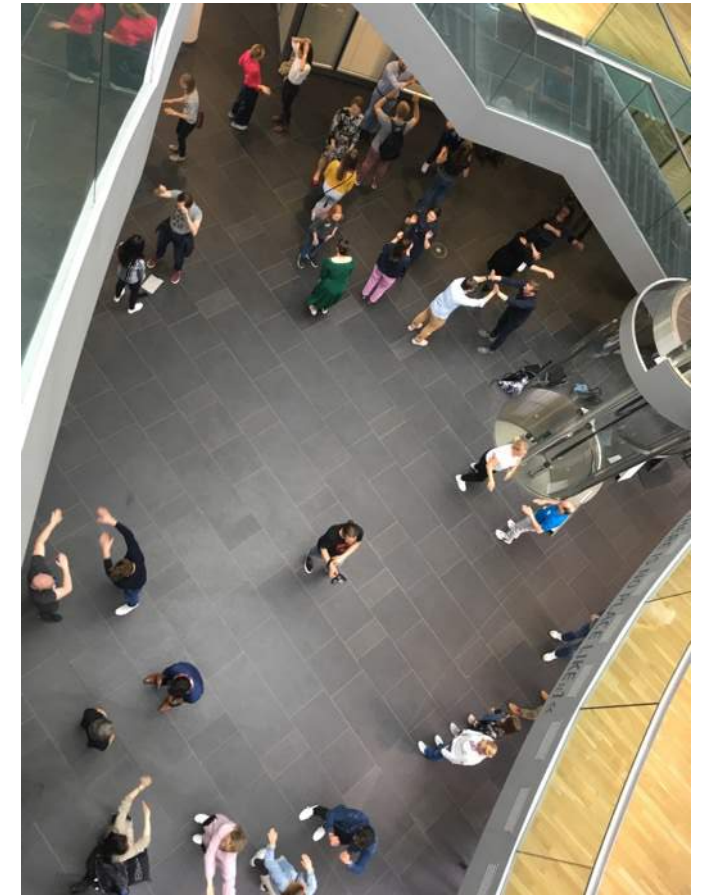
Dry Things



Engage with Art



SPACE in Design Thinking



SPACE in Design Thinking: Team Work



SPACE in Design Thinking: Individual Work



SPACE in Design Thinking: Building



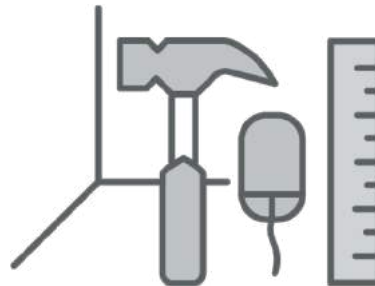
SPACE for Innovation - Research



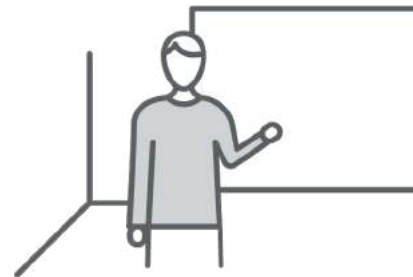
personal



teamwork



making

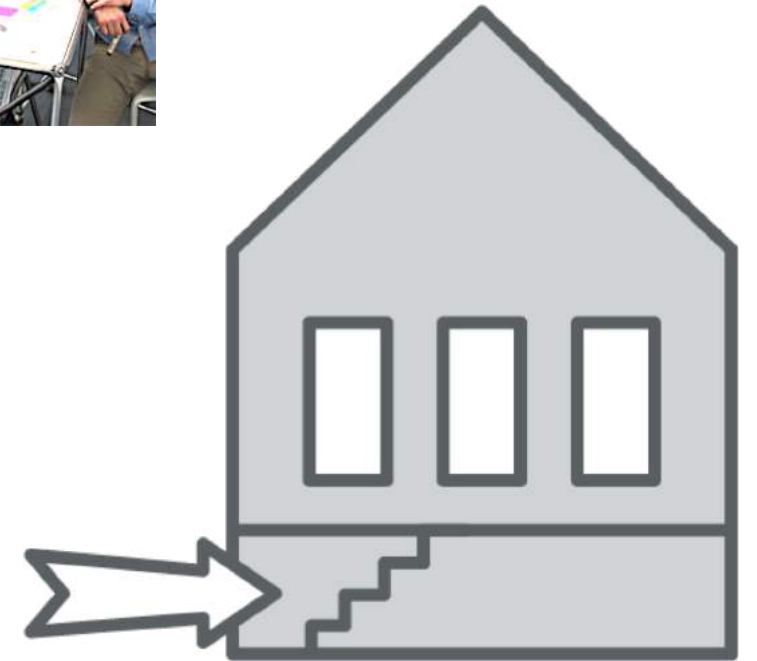


presentation



intermission

How to Bring Design Thinking Spaces Home?



“We moved from one temporary space to another just because Stanford didn’t have lots of extra space. This forcing function inspired us to re-invent the d.school space every time we moved.”

George Kembel, Co-Founder of the Hasso Plattner Institute of Design at Stanford University.

SPACE

[speɪs]

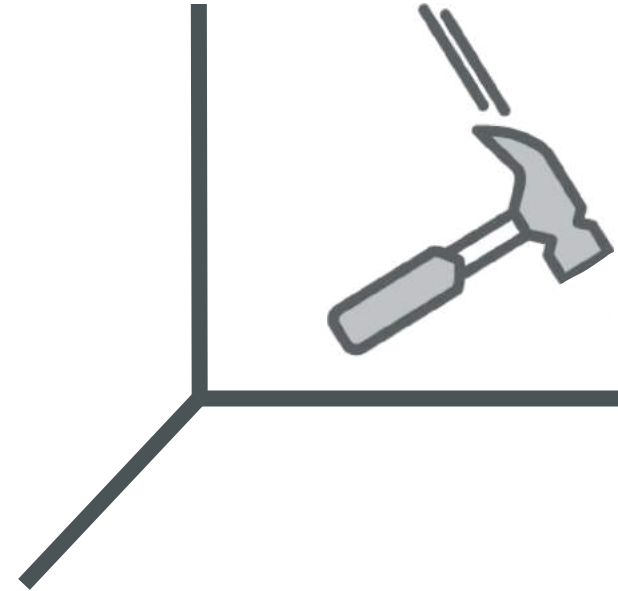
Latin:

Spatium (room, area, distance, stretch of time)

Proto-Indo-European:

Speh (to stretch, to pull)

>>> SPACE means a stretched area.



Why using **SPACE** as strategic principle for innovation?

- ▶ Innovation needs „safe“ SPACES.
- ▶ SPACIAL cognition is closely linked to identity and learning.

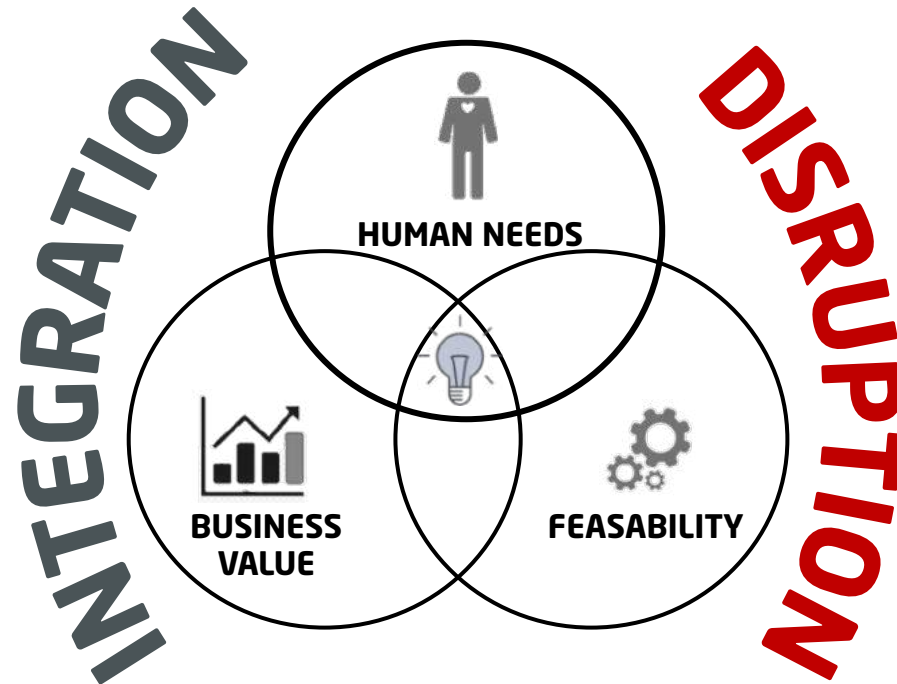
Safe Spaces for Innovation

Innovation
=
Disruption + Integration

Disruption + Integration: cognitive SPACES



- **Match** & connect
- **Define** pattern & mechanisms
- **Multiply** success
- **Scale** for reach and efficiency
- **Grow expertise**
- **Anchor** in existing system



- **Explore** & experiment
- **Learn** from feedback
- **Try again, fail** better
- **Get smarter** while moving forward
- **Stay curious** + question assumptions
- **Play** with technology

Disruption + Integration: cognitive SPACES



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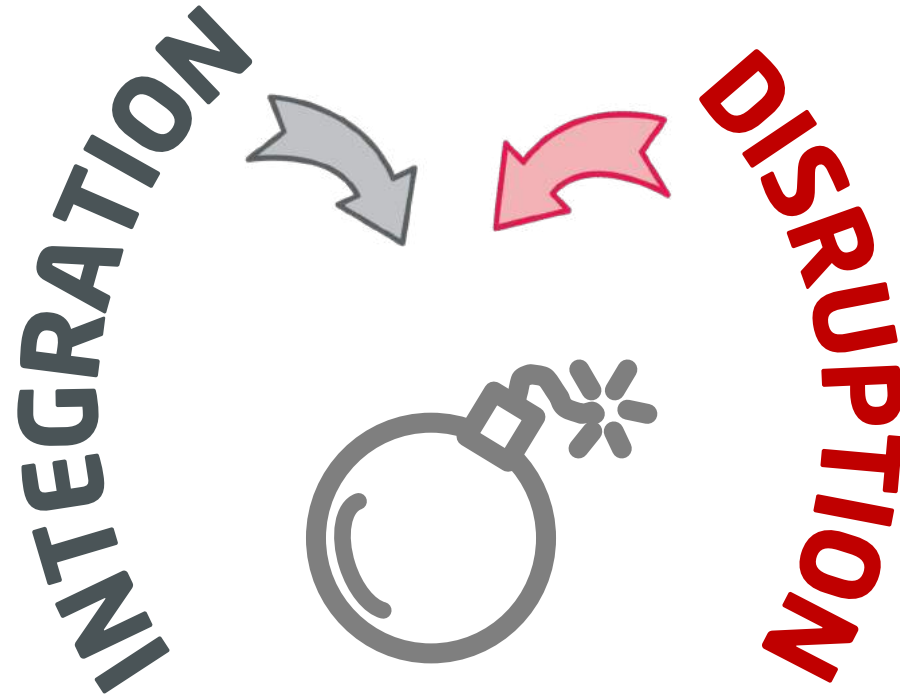


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Disruption + Integration: cognitive SPACES



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...connected, yet dedicated SPACES



- **Match** & connect
- **Define** pattern & mechanisms
- **Multiply** success
- **Scale** for reach and efficiency
- **Grow expertise**
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<https://www.flaticon.com/authors/freepik>



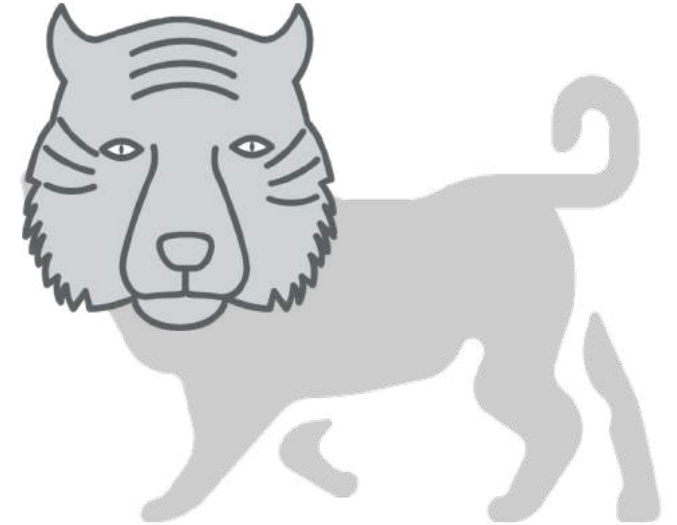
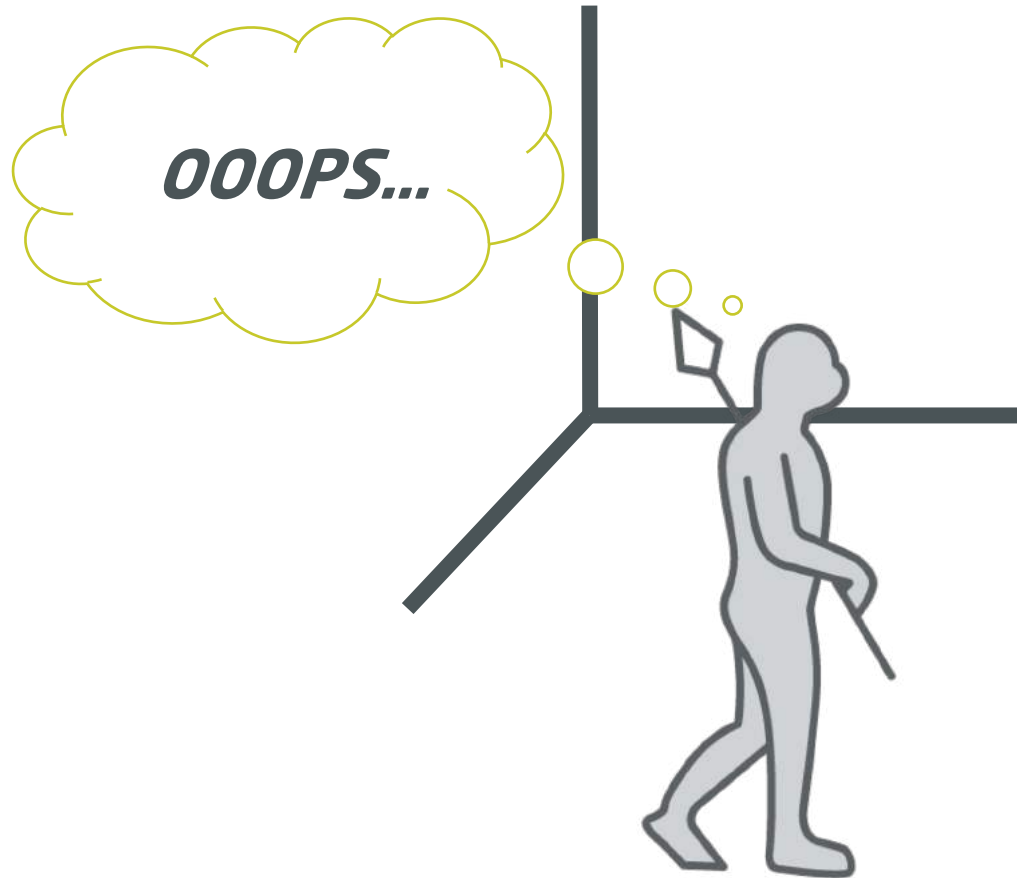
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Why using **SPACE** as strategic principle for innovation?

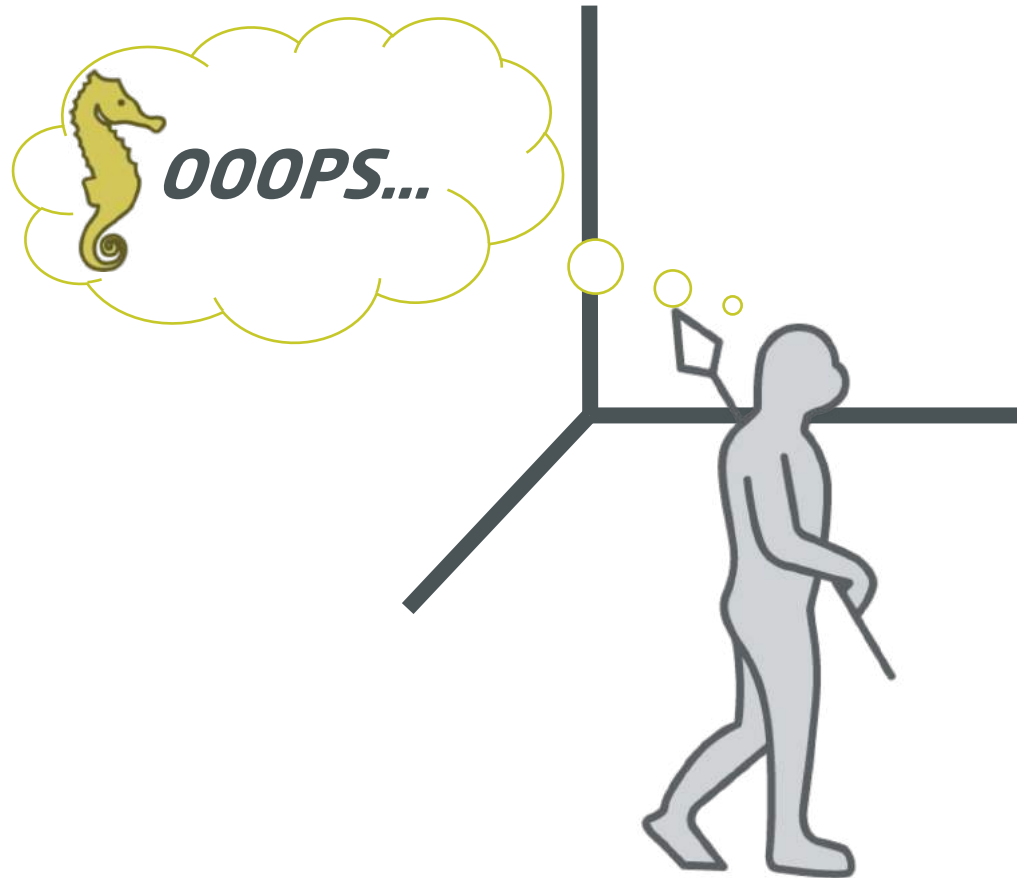
- ▶ Innovation needs „safe“ SPACES.
- ▶ **SPACIAL** cognition is closely linked to identity and learning.

Defining Ourselves in Relation to SPACE is in our Genes.

Ourselves in Relation to SPACE



Ourselves in Relation to SPACE

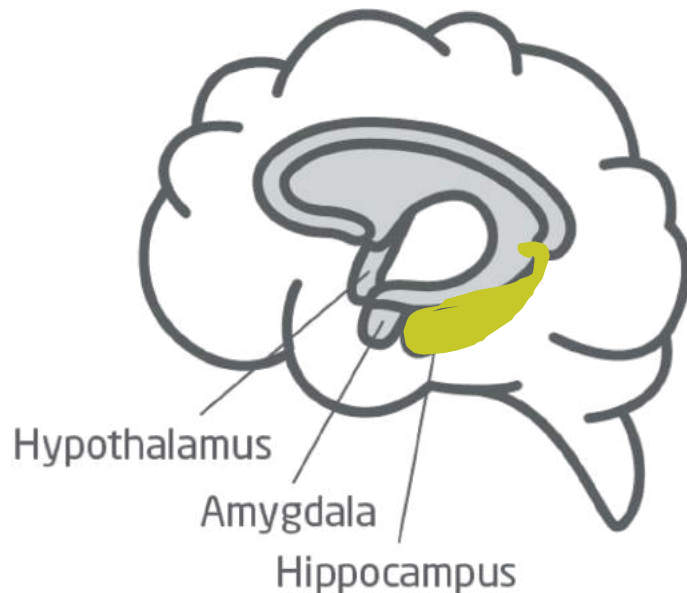


HIPPOCAMPUS:

- responds whenever a living being is in a specific location and helps **remembering locations.**



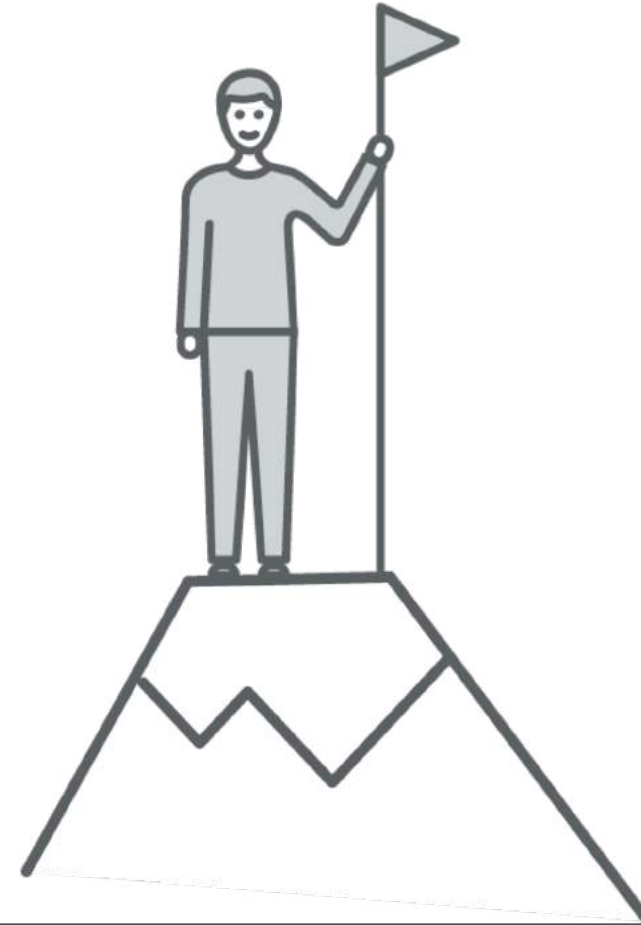
SPACE & the new things



HIPPOCAMPUS:

- responds whenever a living being is in a specific location and helps **remembering locations**.
- Is responsible for **long-term memory of new events**.

We Define ourselves in Relation to SPACE



We Define ourselves in Relation to SPACE



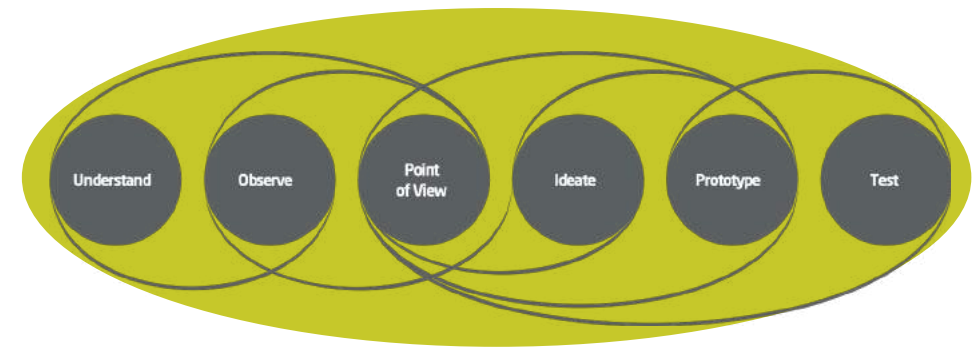
I am supposed to speak to you.
Real Human beings.
But instead, I am speaking into
a camera while reading from
a teleprompter coming from
a black hole.

SPACE: in the process and as „Hack“

STRATEGIC DESIGN THINKING PRINCIPLES

SPACE

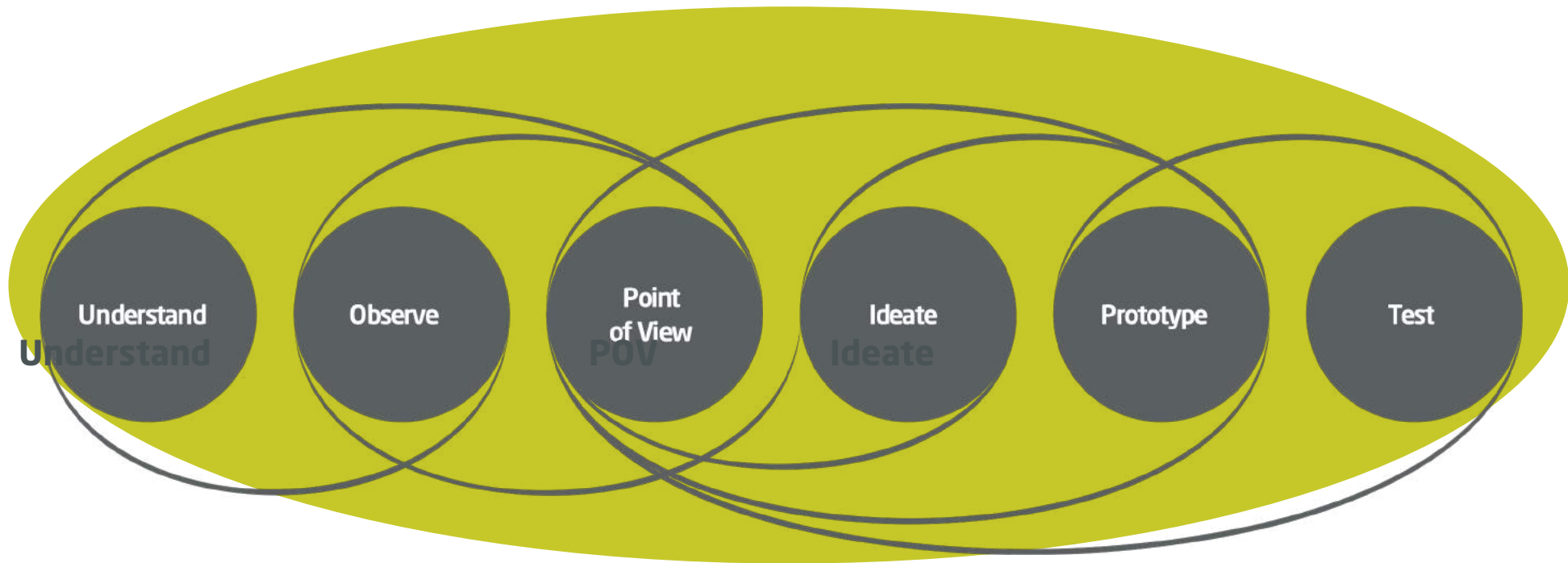
► Design space that defines (inter-)action



Cognitive and Physical SPACE in the Design Thinking Process

PROBLEM / OPPORTUNITY SPACE

SOLUTIONS SPACE

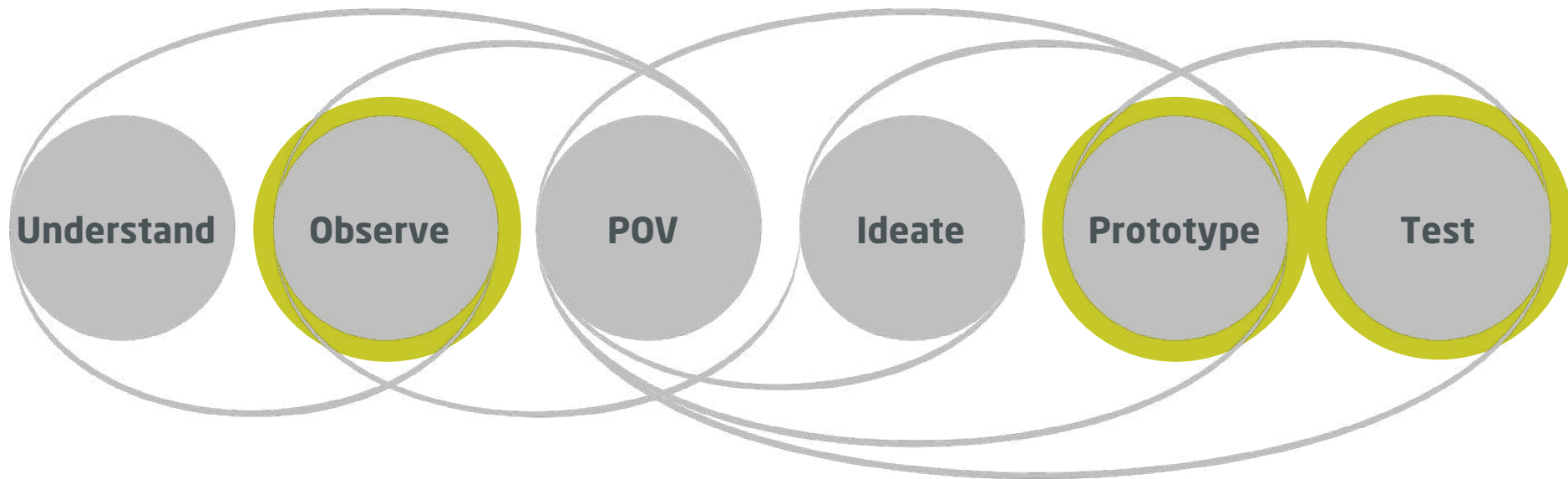


Build on the research of Thomas Both / Human Centered, System Minded Design - Stanford Social Innovation Review 2018

Cognitive and Physical SPACE in the Design Thinking Process

PROBLEM / OPPORTUNITY SPACE

SOLUTIONS SPACE



Build on the research of Thomas Both / Human Centered, System Minded Design - Stanford Social Innovation Review 2018



Doug Dietz

Principal Design Thinker at GE Healthcare

System, method and facility optimized for increasing patient throughput and scan efficiency

US 20120157758 A1

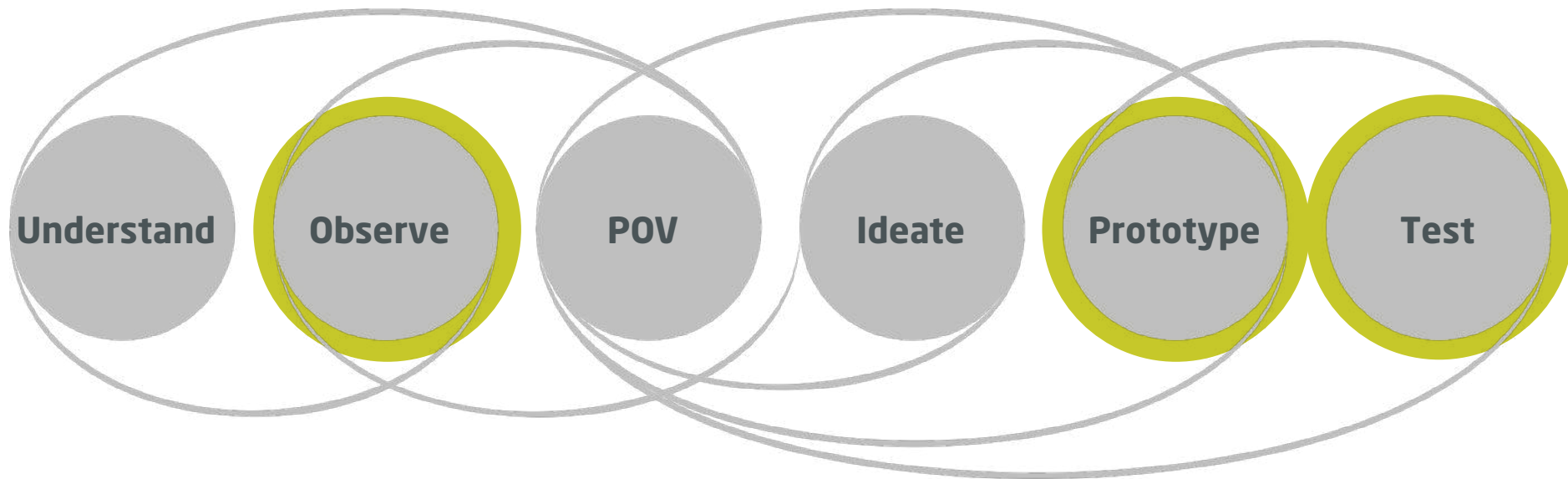
*...the elements collectively creating (...) **a physical environment** (...) while increasing overall patient satisfaction by **reducing the level of patient fear...***

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Veröffentlichungsnummer | US20120157758 A1 |
| Publikationstyp | Anmeldung |
| Anmeldenummer | US 12/973,491 |
| Veröffentlichungsdatum | 21. Juni 2012 |
| Eingetragen | 20. Dez. 2010 |
| Prioritätsdatum [?] | 20. Dez. 2010 |
| Erfinder | Douglas Penrose Dietz |
| Ursprünglich Bevollmächtigter | General Electric Company |
| Zitat exportieren | BiBTeX , EndNote , RefMan |
| Patentzitate (3), Nichtpatentzitate (1), Referenziert von (1), Klassifizierungen (9), Juristische Ereignisse (1) | |
| Externe Links: USPTO , USPTO-Zuordnung , Espacenet | |

Cognitive and Physical SPACE in the Design Thinking Process

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PROBLEM / OPPORTUNITY SPACE

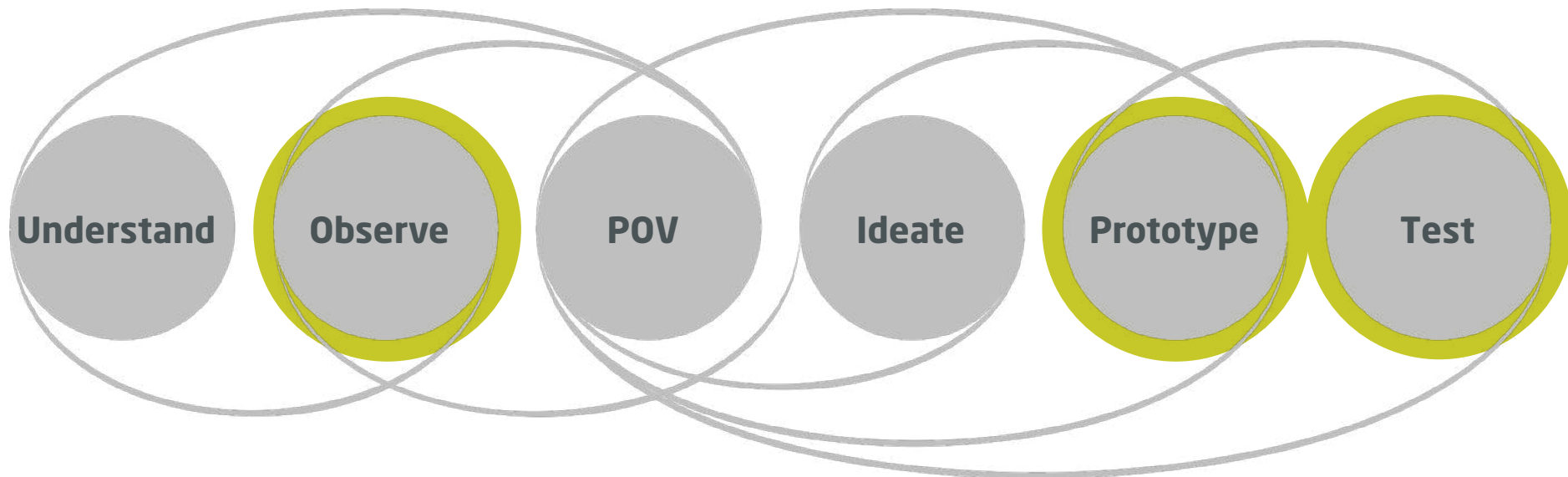


GE-Adventure Series - The Submarine Room: [GE Healthcare](#) | © Traditional Copyright

Cognitive and Physical SPACE in the Design Thinking Process

PROBLEM / OPPORTUNITY SPACE

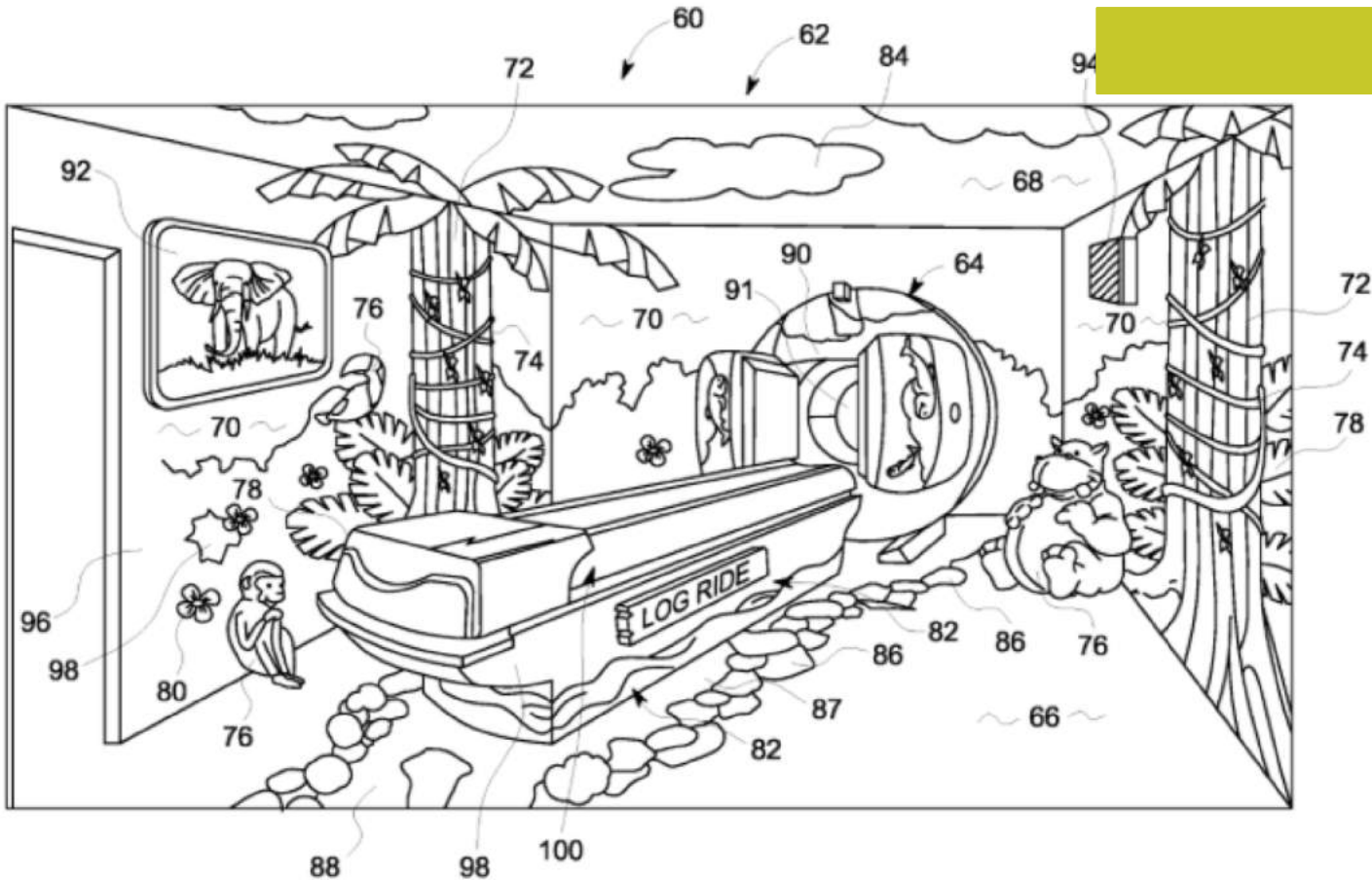
SOLUTIONS SPACE



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SPACE for Experience

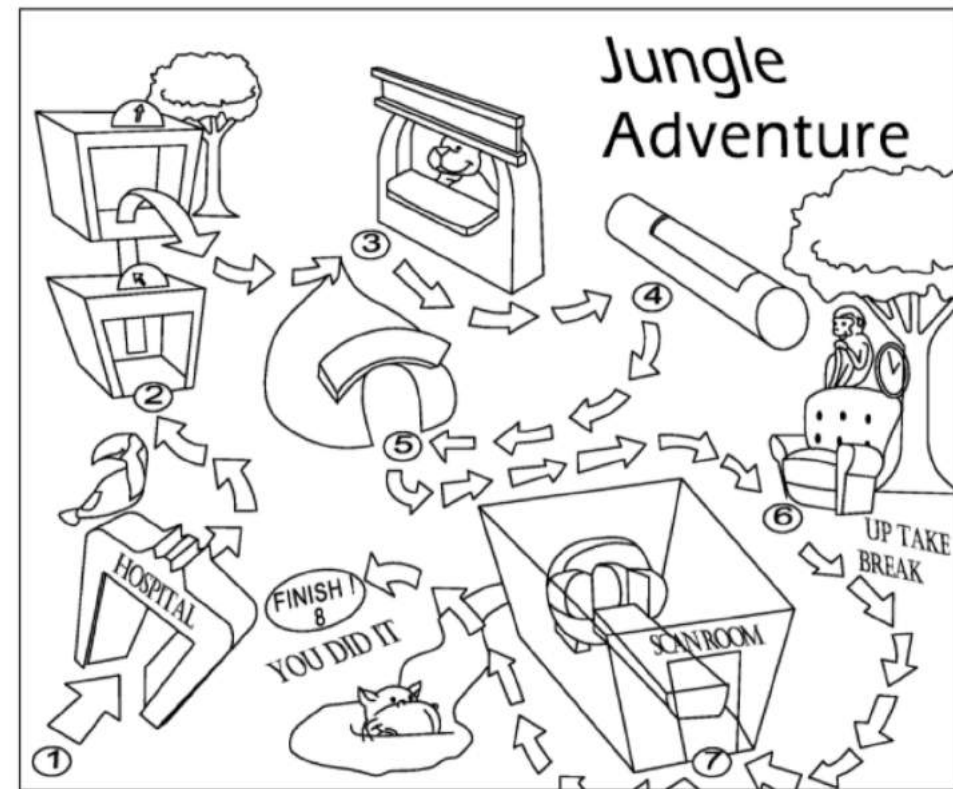
SOLUTIONS SPACE



SPACE for Experience



SOLUTIONS SPACE

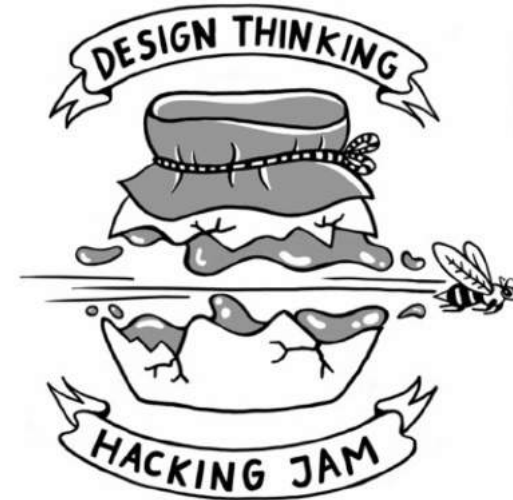


SPACE - Hack: Pop-Up SPACE

STRATEGIC DESIGN THINKING PRINCIPLES

SPACE

- Design space that defines (inter-)action



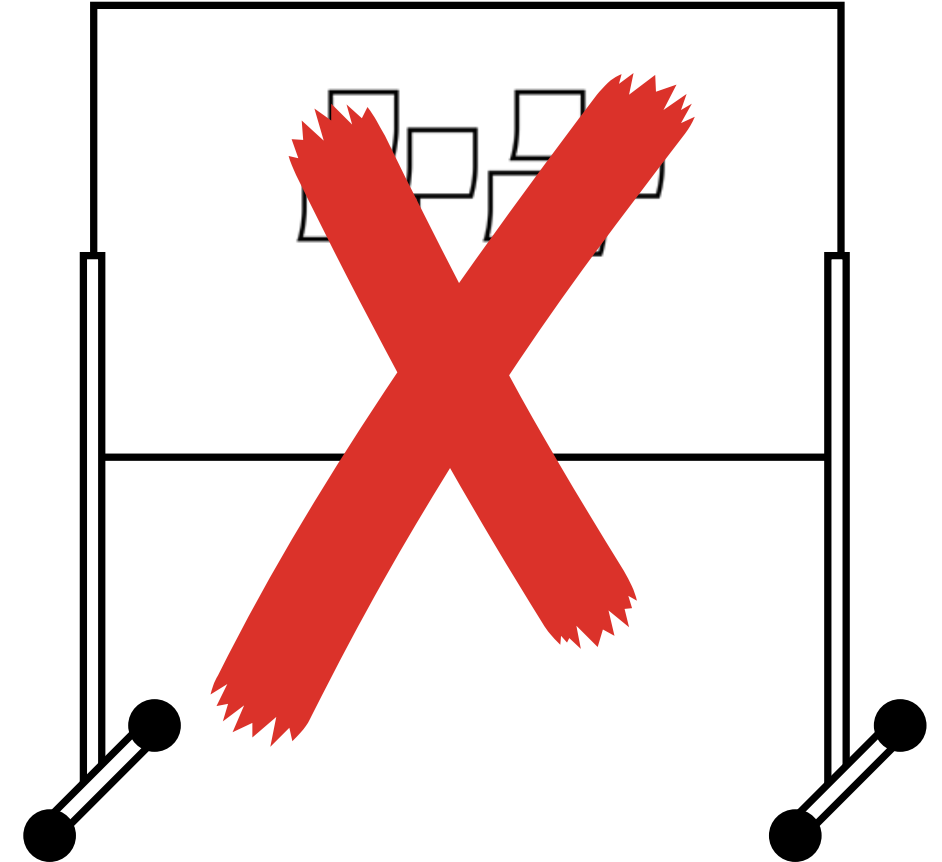


Petra, Project Teamleader
Healthcare company

„Travel vehicles are usually not designed for collaborative work.“

PROBLEM:

With over 6 hours of travelling by train to their Design Thinking training and back home, the team wanted to use the time to co-work.
Yet, trains do usually not offer whiteboards...





Petra, Project Teamleader
Healthcare company

„You can mainly pop-up your meeting room in any place with vertical surfaces.“

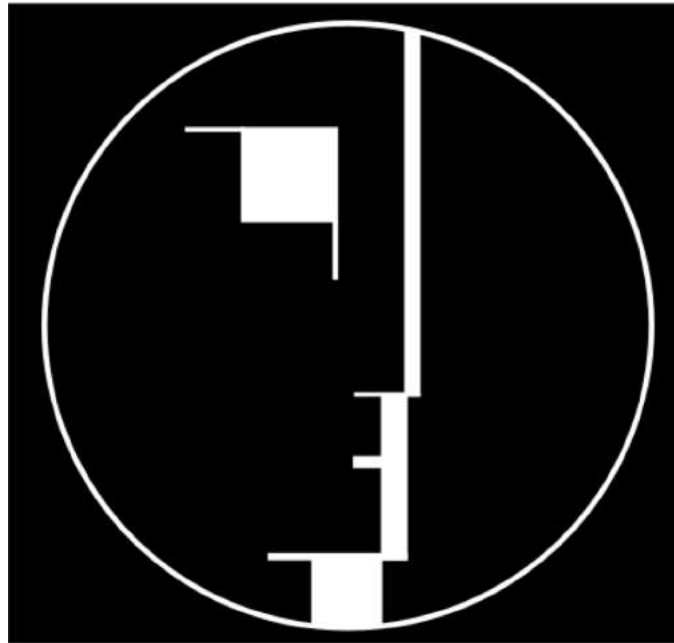
SOLUTION:

The team just used the train window for their brainstorming which served as whiteboard.

Effect: fun and quick results through visualization of ideas, as well as a positive team building effect by a unique shared experience.



SPACE = FORM FOLLOWS FUNCTION.



<https://commons.wikimedia.org/wiki/File:Bauhaus-Signet.svg>

**SPACE
=**

**FORM FOLLOWS FUNCTION.
SO IF YOU WANT TO CREATE NEW
FUNCTIONS,
DARE TO HACK THE FORM.**

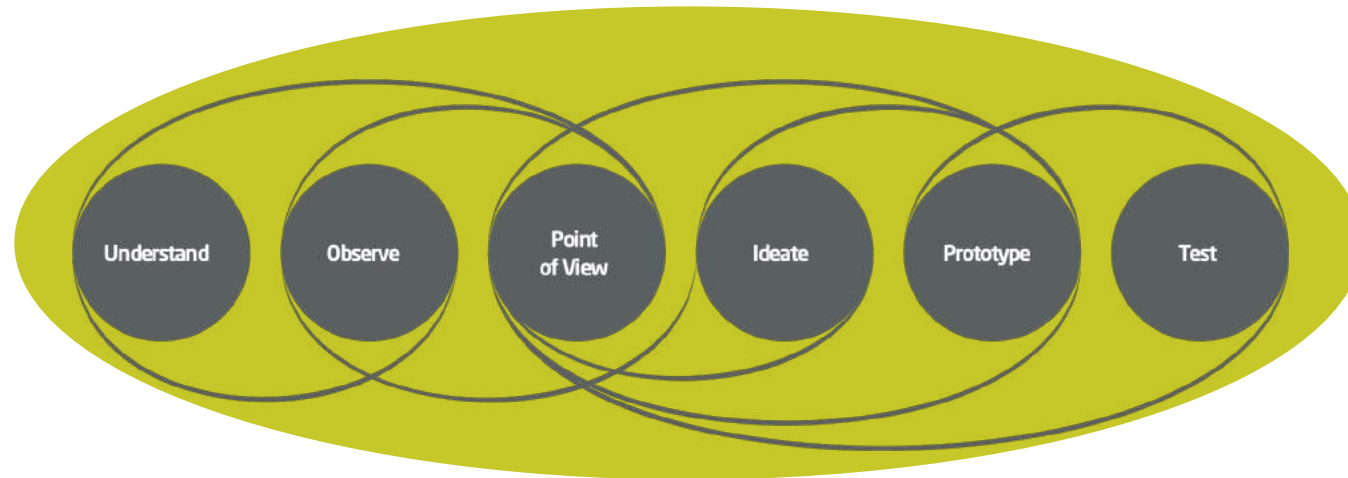
It's Your Turn

► **Create Space that helps unleashing your creativity in the Design Thinking Process**

STRATEGIC DESIGN THINKING PRINCIPLES

SPACE

► Design space that defines (inter-)action



It's Your Turn

► Work on Self-Defined Challenge

Choose your individual daily challenge that would require a slight change in behaviour.

How could you use SPACE for nudging the desired goal?



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HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy
August-Bebel-Str. 88
14482 Potsdam
Germany

Phone: +49-331-5509-565
Fax: +49-331-5509-128
Email: info@hpi-academy.de

www.hpi-academy.de