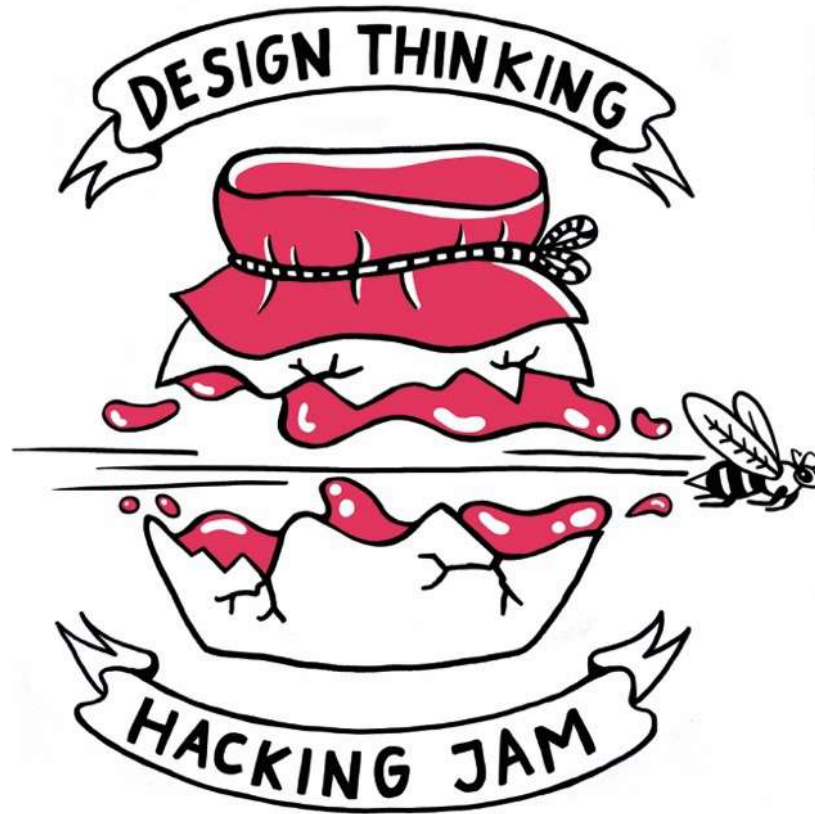


STRATEGIC DESIGN THINKING FOR EVERY DAY

DESIGN THINKING HACKING JAM



The Design Thinking Hacking Jam

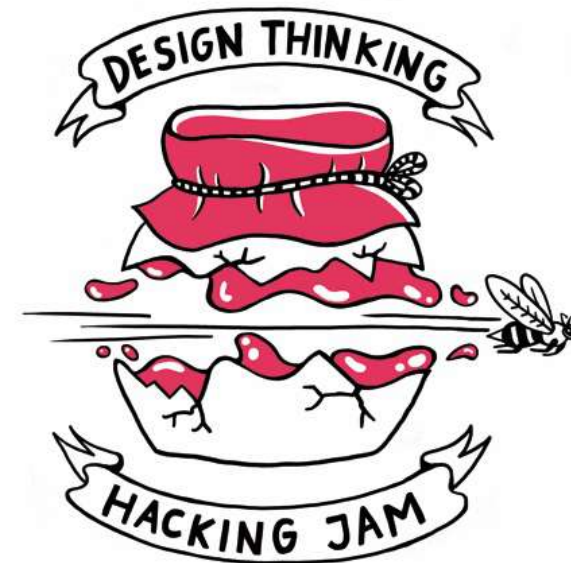


A space where practitioners share how they applied Design Thinking to overcome system-immanent constraints.

Hacking Design Thinking

DIVERSITY

- Enable selforganisation of teams for high performance creativity



>>> Hacks are small interventions that use Design Thinking principles with high leverage effect on everyday challenges.

Hacks - Principle Empathy

STRATEGIC DESIGN THINKING PRINCIPLES

EMPATHY

► Step into your user's shoes to get game-changing inspiration



DESIGN THINKING HACK

» How do you call your Design Thinking Hack? Bernd, the 5th flatmate

Which concrete **PROBLEM** were you tackling?

When living in a flat share, we often faced the problem of a messy kitchen. But instead of directly talking to the causer, people talked behind the other's back. So how did we tackle the problem of speaking open about problems without offending the others?

What **PRINCIPLE** and **METHOD** or **TOOL** did you use and why?

EMPATHY, Persona

SOLUTION e.g. explain it in 3 steps

1. Take a photo of the problem, for example unwashed dishes
2. Send a message with the photo in the flatmates chat addressing „Bernd“, the 5th flatmate, reminding him to clean the dishes and making him responsible for the problem instead of a real flatmate.
3. The person responsible now gets a reminder, without being addressed directly and the others don't have their anger pilling up.

EFFECT What was the impact?

Before: We had unwashed dishes lying around constantly for several days and flatmates started talking behind each other's back.
After: With this reminder, dishes were cleaned a lot faster and problems were addressed directly, without accumulating anger or anyone feeling offended.

Insert photos or sketch of your hack



Your name and contact information optional

Mara Meisel
Workshop Manager HPI Academy
mara.meisel@hpi-academy.de

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Hacks - Principle Prototyping

STRATEGIC DESIGN THINKING PRINCIPLES

PROTOTYPING

► Accelerate decisions
by making ideas tangible



DESIGN THINKING HACK

» How do you call your Design Thinking Hack? Prototype your Kitchen

Which concrete **PROBLEM** were you tackling?

Moving into new apartment with challenging floor plan so that I could not decide intuitively how to set up new kitchen.

What **PRINCIPLE** and **METHOD** or **TOOL** did you use and why?

PROTOTYPING, Aspect Prototypes

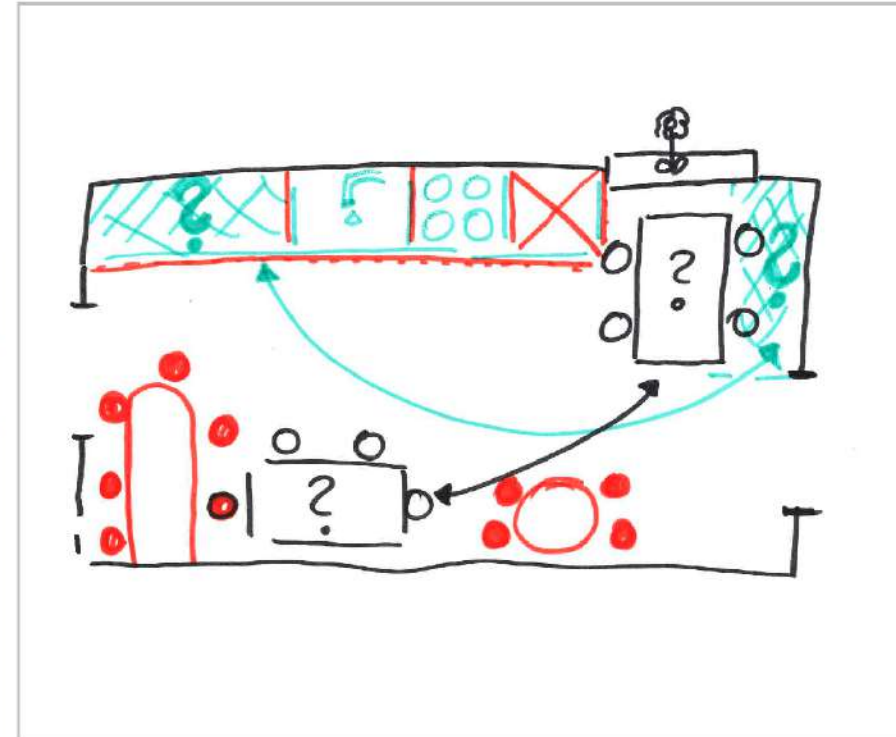
SOLUTION e.g. explain it in 3 steps

1. Created DIY table, work areas and racks with planks and timber trestles.
2. I could move around the different interim furniture and try out different options to use the space in an ideal manner.
3. This interim solution lasted more than half a year, but then I was sure how to invest the "real money" for kitchen furniture.

EFFECT What was the impact?

Had immediately a functional kitchen and could use it. Explored the ideal setting without the risk of losing lots of money. KPI: 100 % satisfaction with final solution after about 5 iteration rounds with the DIY things and 100% fun.

Insert photos or sketch of your hack



Your name and contact information optional

Annie Kerguenne,
Lead Integrated Design Thinking Programs, HPI Academy

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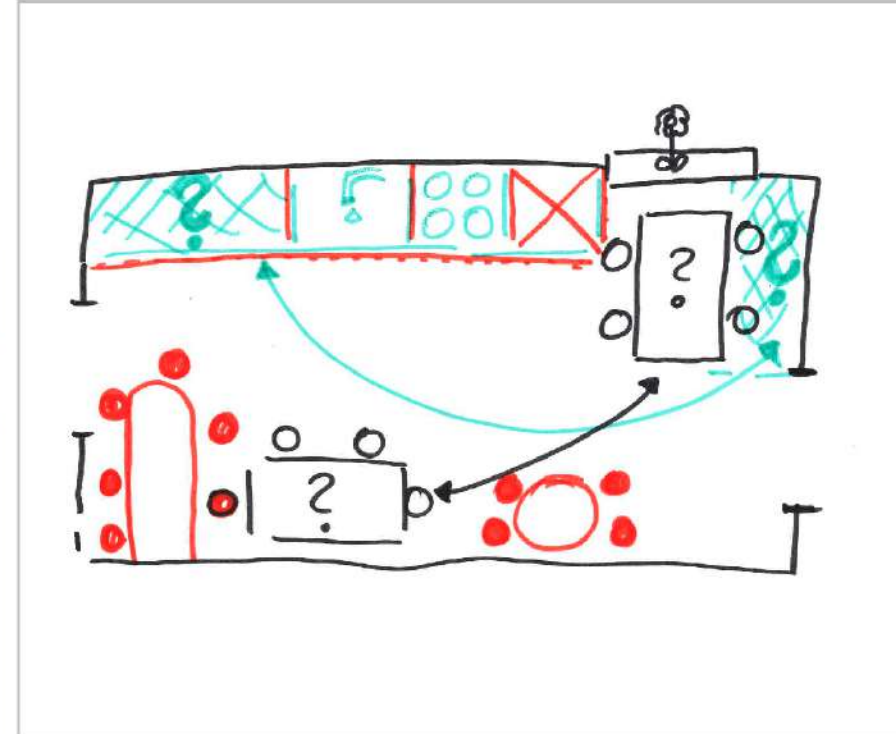
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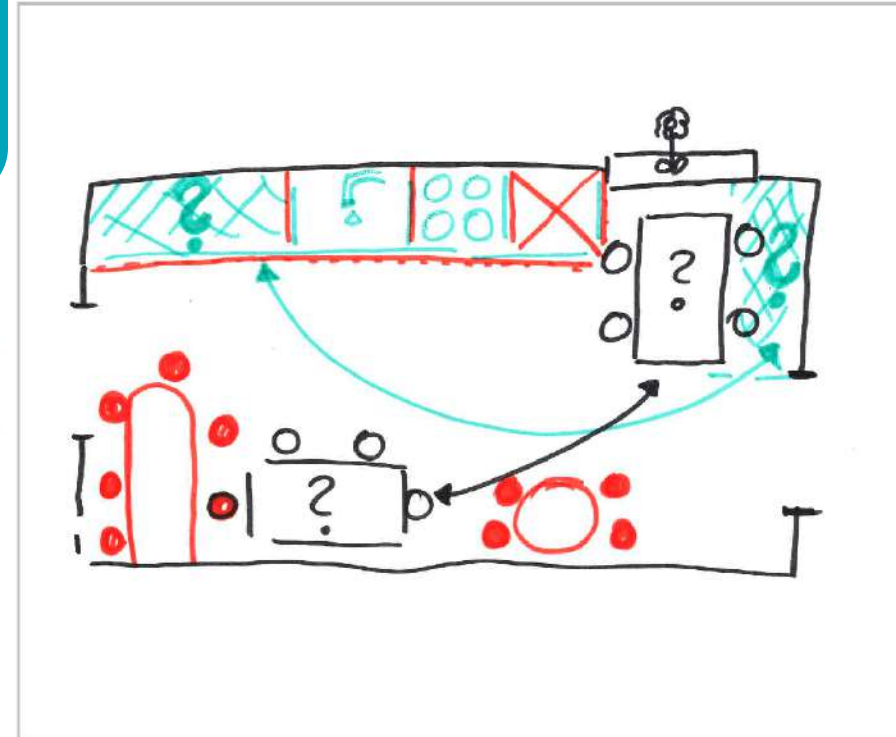
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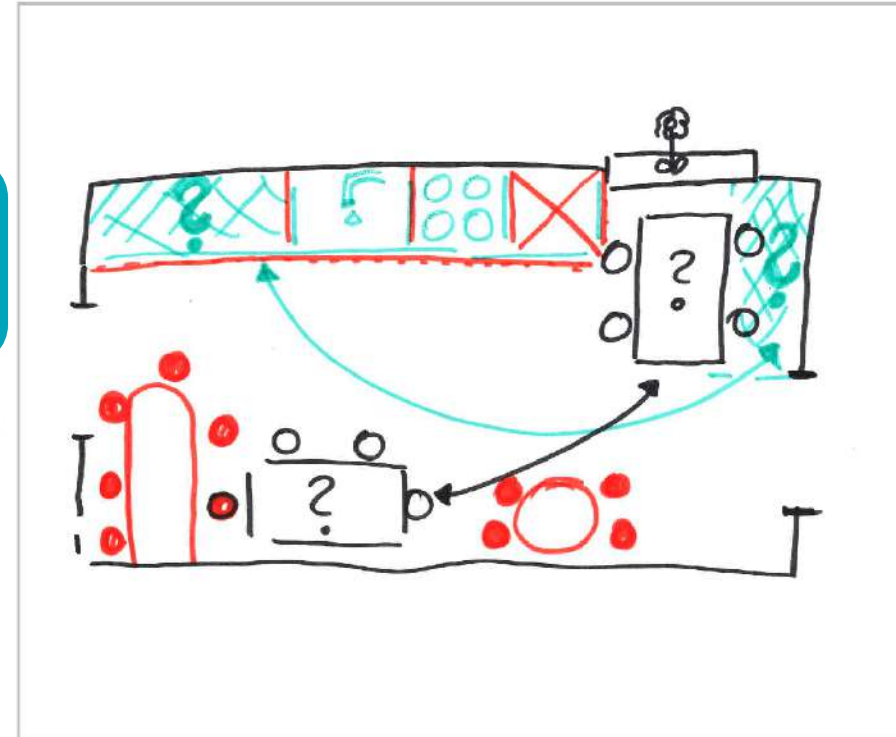
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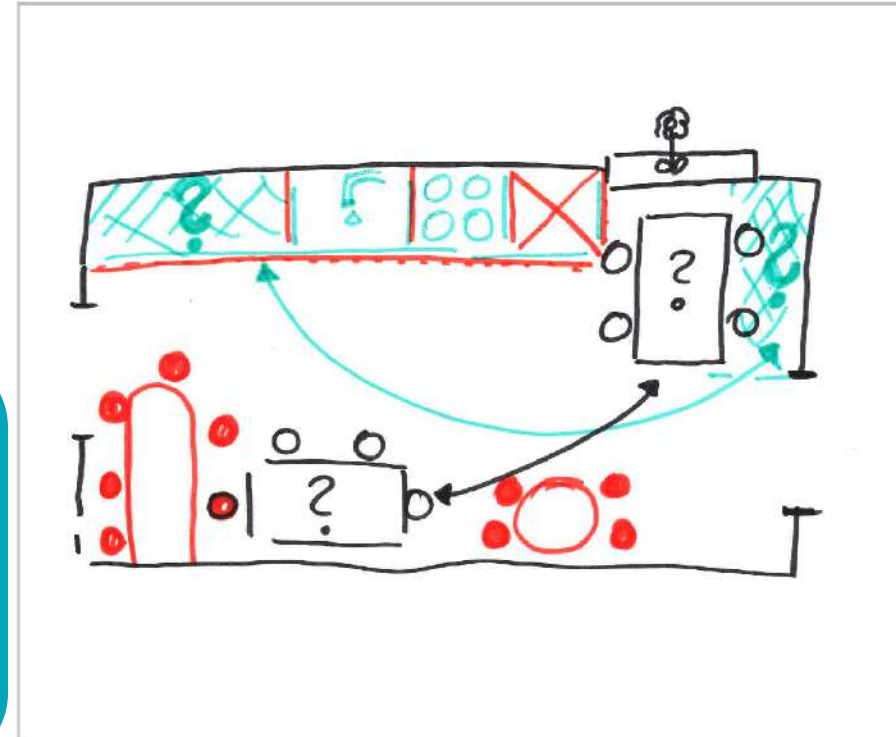
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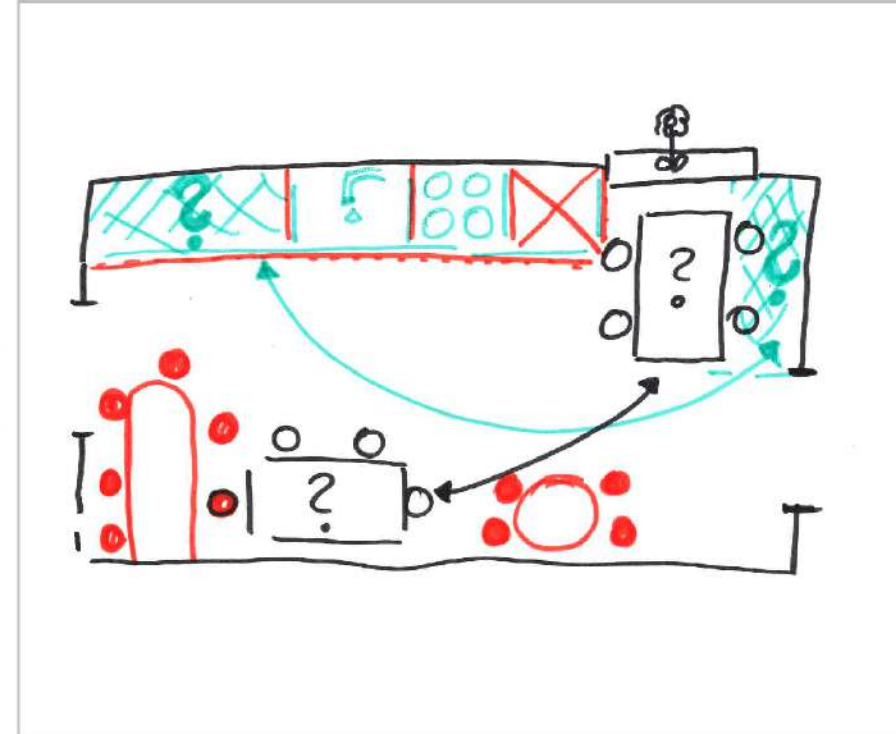
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Hacks - Principle Systems Thinking

STRATEGIC DESIGN THINKING PRINCIPLES

SYSTEMS THINKING

► Manage complexity by
interrelated actions



DESIGN THINKING HACK

» How do you call your Design Thinking Hack? Family Round Table

Which concrete **PROBLEM** were you tackling?

When discussing whether to move out after high school starting university, everyone of the family members strongly insisted on their own opinion and lacking in understanding of the others' perspectives.

What **PRINCIPLE** and **METHOD** or **TOOL** did you use and why?

SYSTEMS THINKING

SOLUTION e.g. explain it in 3 steps

1. The family coming together for dinner, everyone has a fixed seat. Put a post-it in the middle of the table of the topic that you are discussing.
2. Each family member tells their own opinion in regards to the topic, sitting at their own seats.
3. Next round, each member moves one chair to the left, and gets to take on the perspective of another team member to discuss their adopted view on the topic. Do the round of swapping perspectives until everyone took over every view of the family members.

EFFECT What was the impact?

Immediate understanding that everyone has a different view a looking at the topic from a different angle. In terms of moving out, the openness to a compromise was agreed by everyone suddenly feeling part of a family system.

Insert photos or sketch of your hack



Your name and contact information optional

Miriam Steckl,
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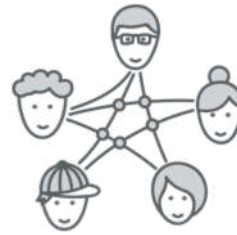
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Strategic Design Thinking for Every Day



HUMAN NEEDS AS INNOVATION SOURCE



MULTIPERSPECTIVITY AS INNOVATION AMPLIFIER



EXPERIMENTS AS INNOVATION MOTOR

Module 1

Module 2

Module 3

Module 4

Module 5

Module 6

Module 7

Module 8

Module 9

EMPATHY
► Step into your user's shoes to get game-changing inspiration

PROTOTYPING
► Accelerate decisions by making ideas tangible

SYSTEMS THINKING
► Manage complexity by interrelated actions

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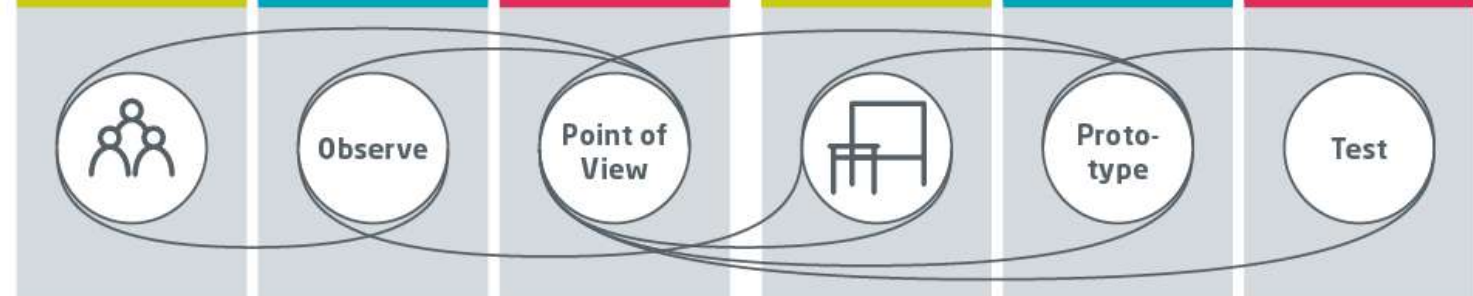
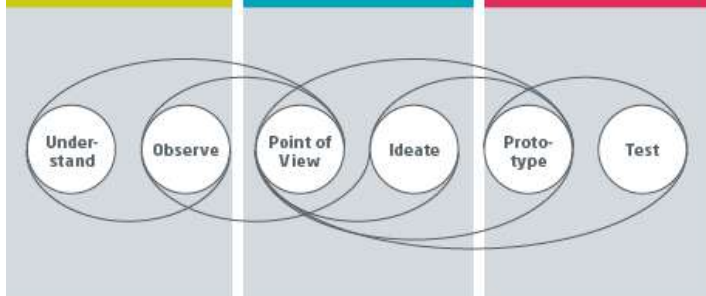
SYNTHESIS
► Make sense of data for a common stepping stone

ANALOGY
► Use the known to engage with the new

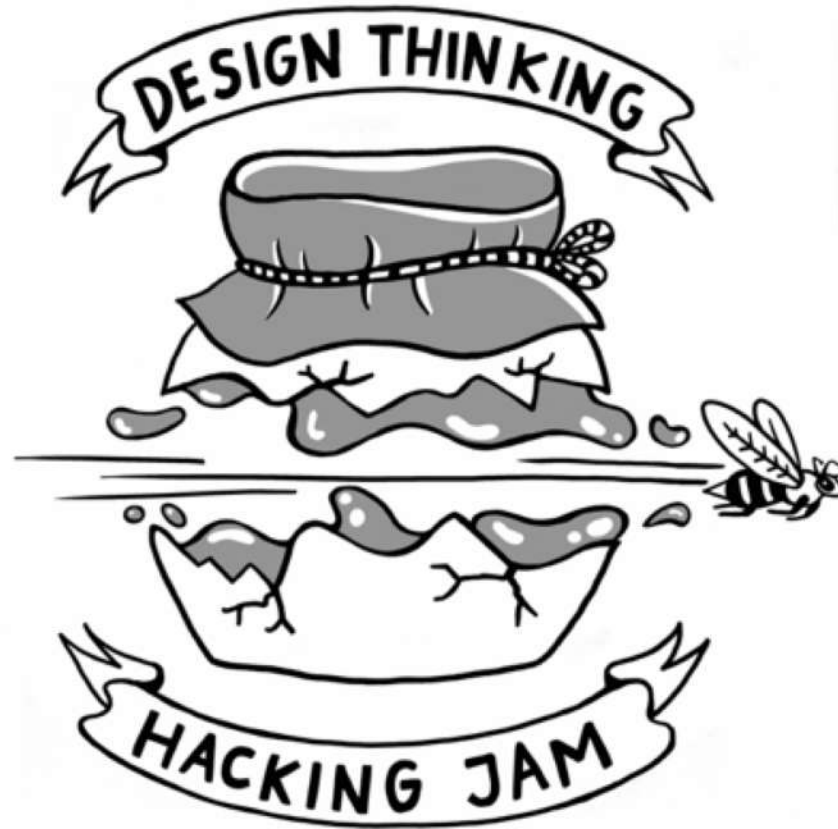
SPACE
► Design space that defines (inter-)action

ITERATION
► Fall early to learn together at high speed

STORYTELLING
► Involve the collective mind and heart



Now it is your turn.



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