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EUROPEAN UNION

**SOCIAL &
CREATIVE**

All Design Is Re-design

(C. Meinel, L. Leifer, HPI-Stanford Design Thinking Program)

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Design Thinking Stages

The interesting part of **Design Thinking** is like the creativity it attempts to foster, the very concept itself is continually evolving.

One example of a design thinking process could have several stages:

- Empathize

- Define

- Ideate

- Prototype

- Test

Within these steps, problems can be framed, the right questions can be asked, more ideas can be created, and the best answers can be chosen.

The steps aren't linear; they can occur simultaneously and can be repeated

Design thinking

Design thinking — a human-centered, prototype-driven process for innovation that can be applied to product, service, and business design.

Design thinking can feel chaotic, but at the same time the process makes sense and achieves results, even though its form differs from the linear

Process is different from the rational decision-making:

Intelligence,

Design,

Choice

Experiences in Visual Thinking

Robert McKim, 1973

The ways in which perceptual thinking skills can be

observed,

utilized

improved,

how powerful these skills are in their "capacity to change your world of ideas and things."

Why Visualisation?

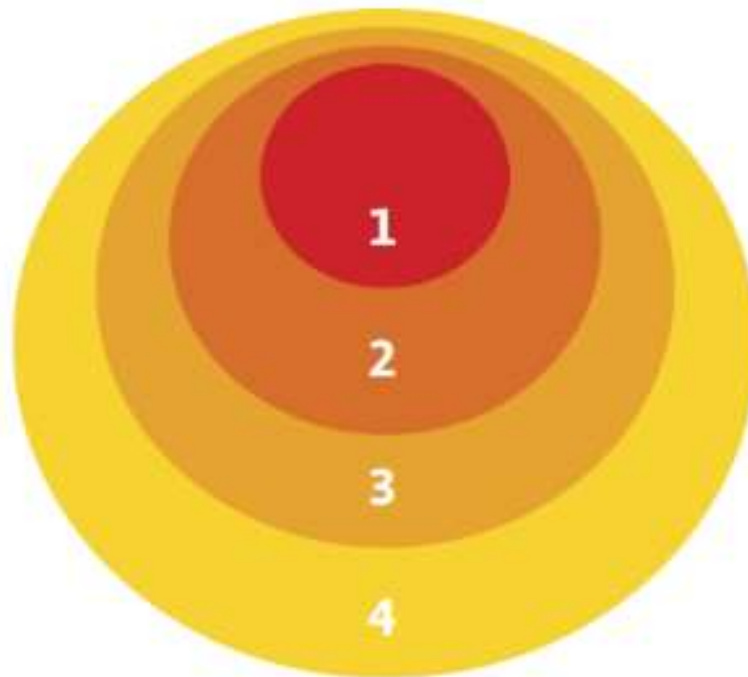
- Capture and structure information

- Develop ideas

- Support learning and steer thought processes

- Transfer ideas and results

Good sketches are accurate and precise in structure and message but rough in an expressive way



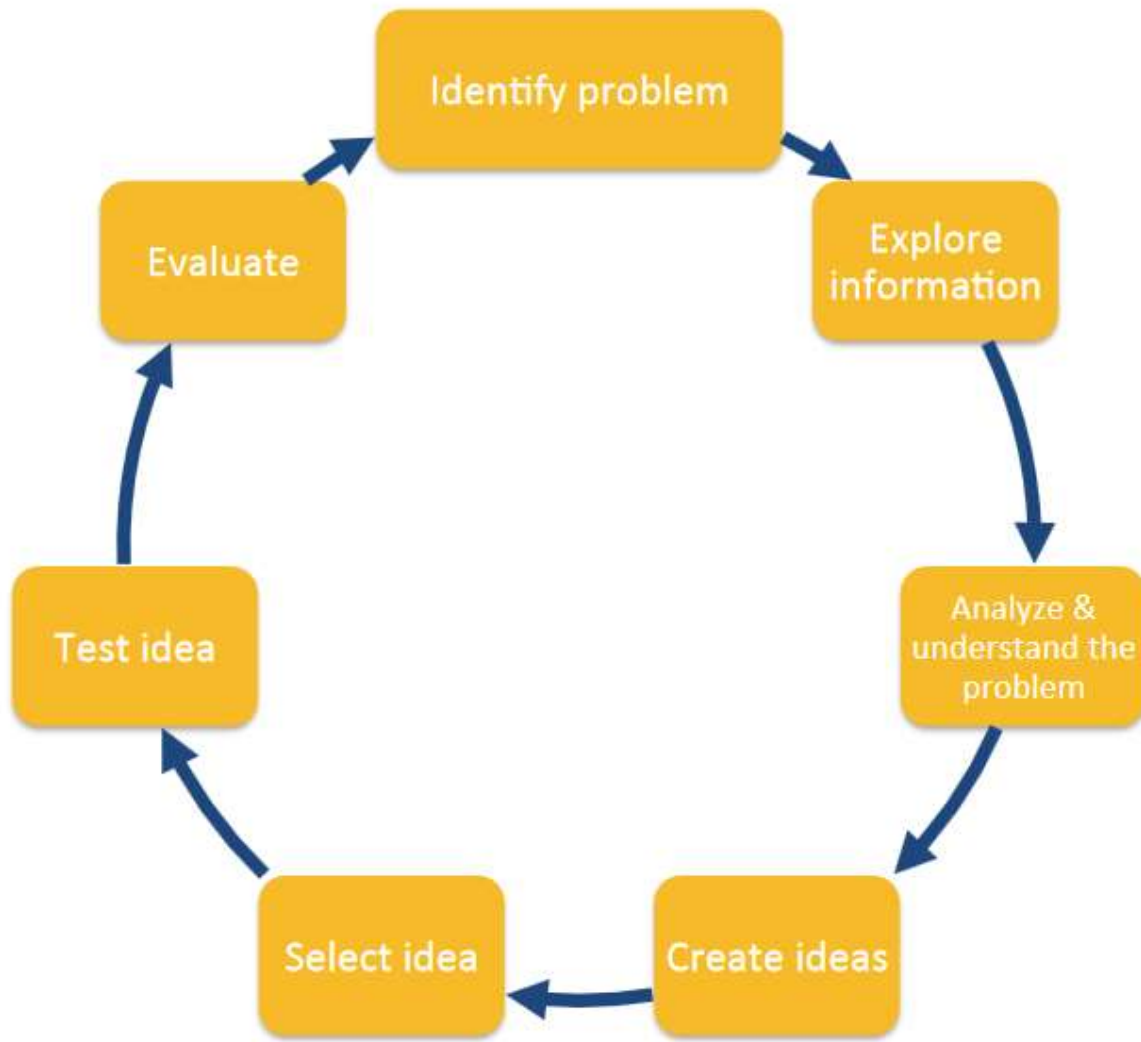
[MODEL THREE]

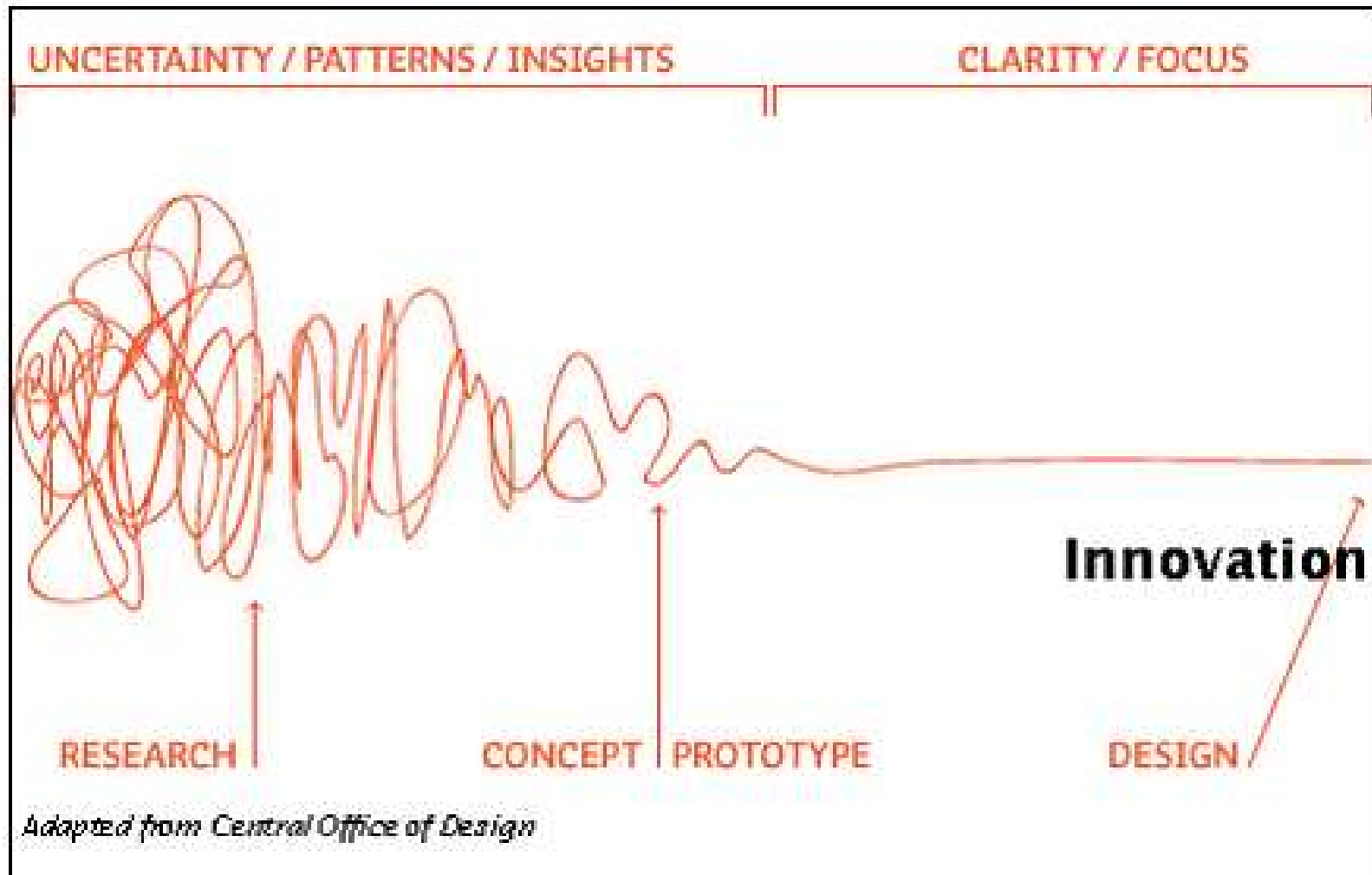
Levels of design

- 1 Design of features (product, service or space)
- 2 Design of client experience
- 3 Design of processes and systems
- 4 Design of strategy, philosophy, policy or ideology

Figure 3 Levels of Design (Design Council .UK, 2005)

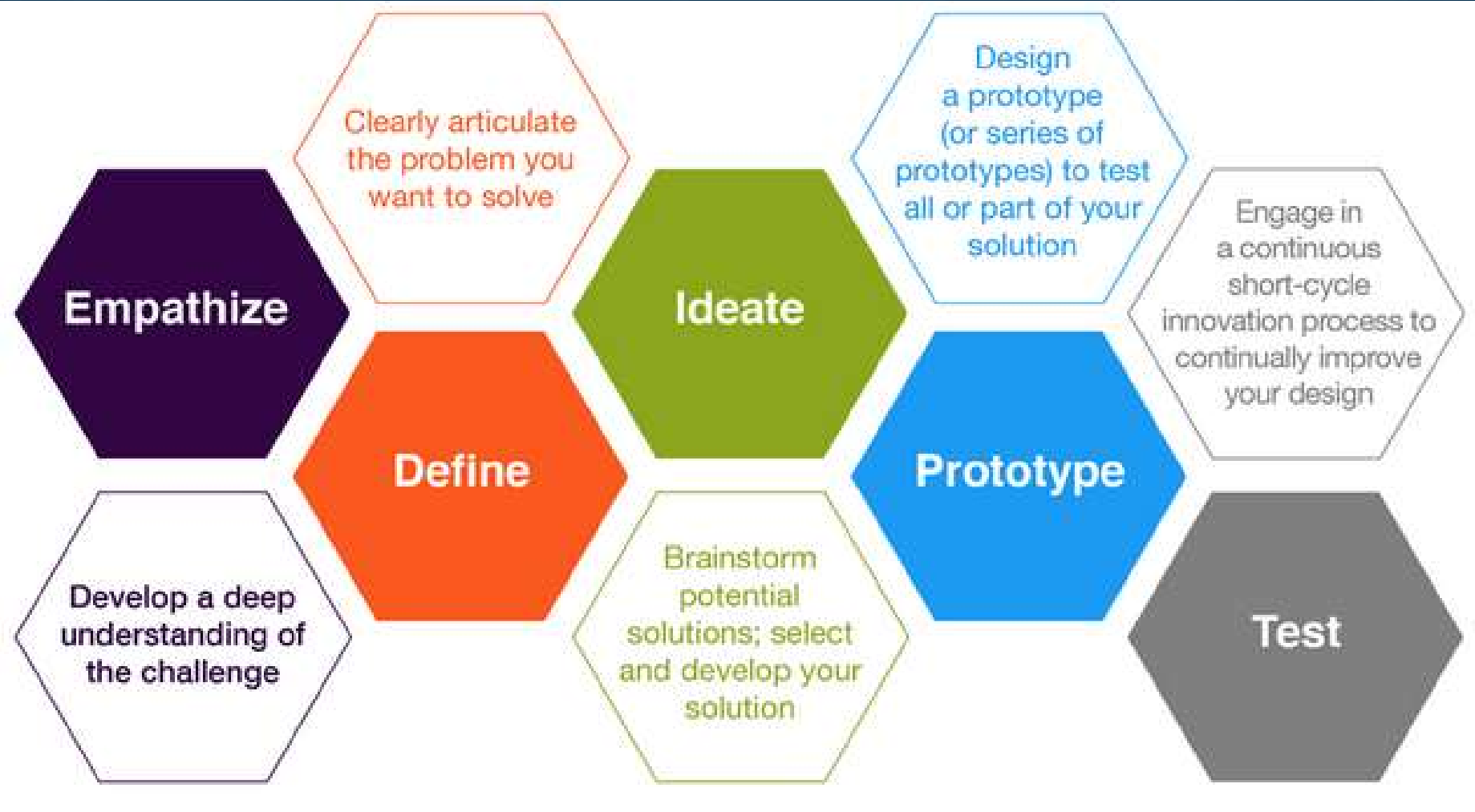
Problem Solving Process

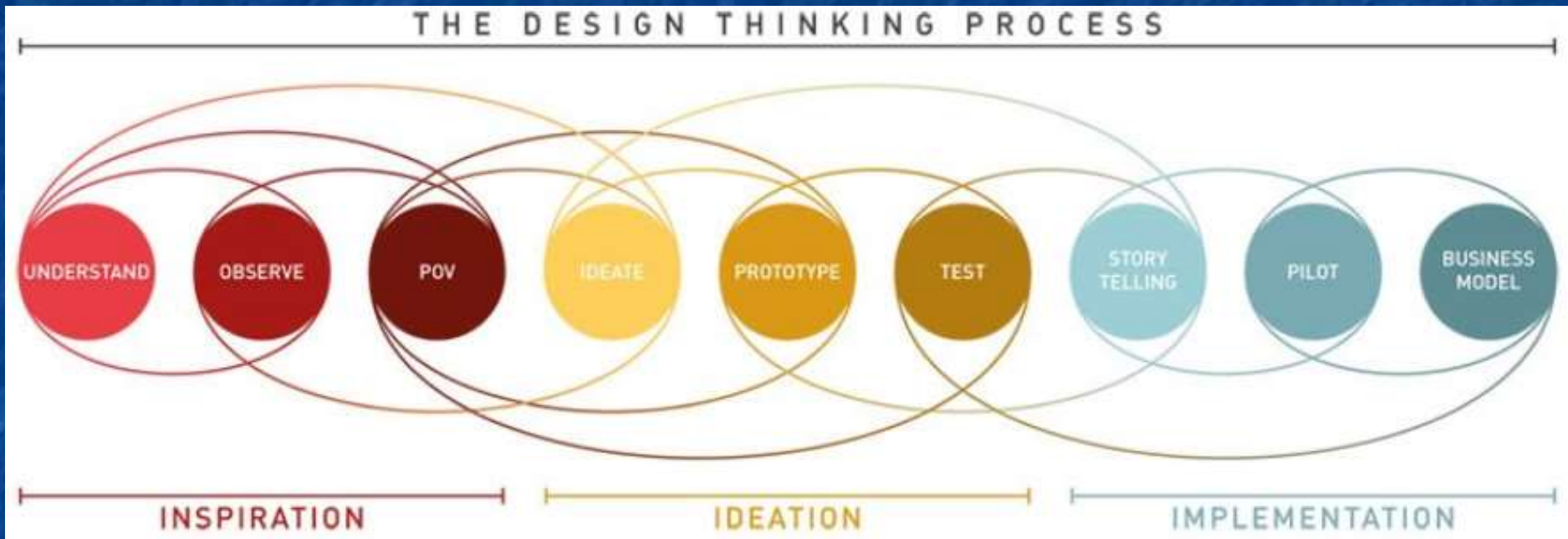




Design Thinking as a Strategy for Innovation. Linda Naiman

<https://www.creativityatwork.com/design-thinking-strategy-for-innovation/>





R. Dam, T. Siang, Interaction Design Foundation

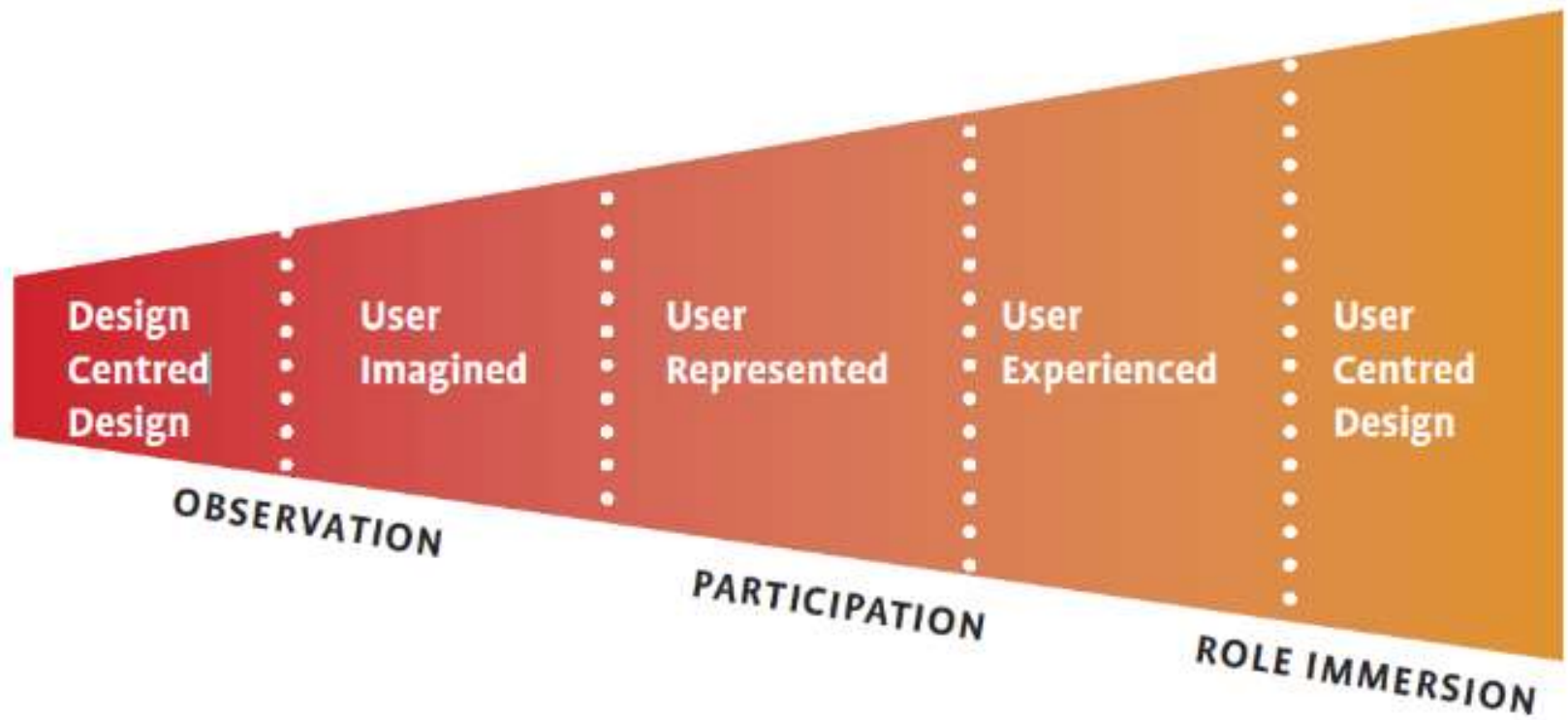
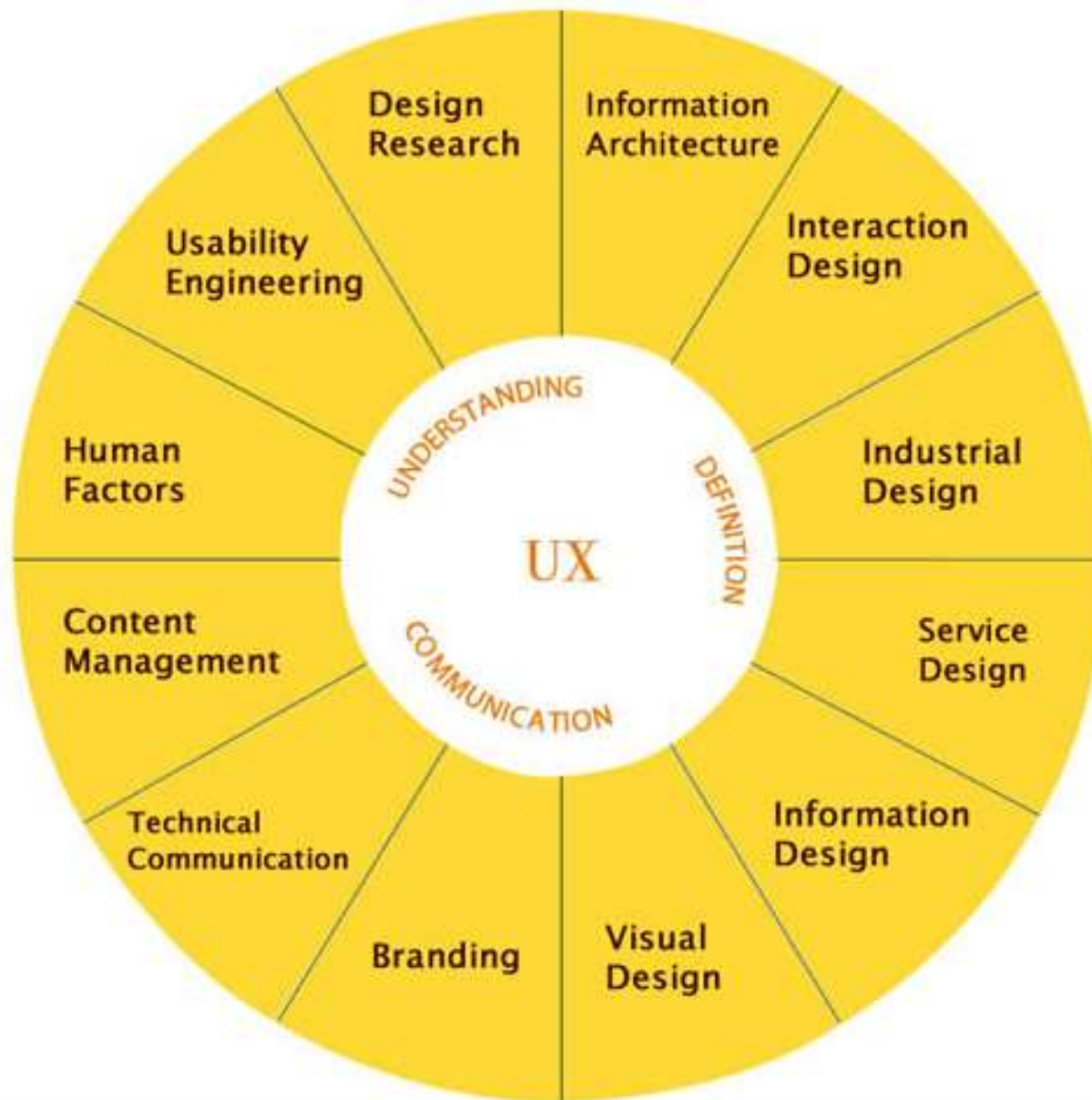


Figure 4 Co-design (Design Council .UK, 2005)



Fields of User Experience design. User Experience Stack Exchange

Product design and service design

PRODUCT

- Produced
- Material
- Tangible
- Can be stored
- Usually without client
- Consumption after production
- Defects in manufacturing

SERVICE

- Performed
- Immaterial
- Intangible
- Can't be stored
- Interaction with client
- Consumption = production
- Mistakes in behaviour

Service design

The main principles of service design are:

- Services should be designed based on a genuine comprehension of the purpose of the service, the demand for the service and the ability of the service provider to deliver that service.
- Services should be designed based on customer needs rather than the internal needs of the business.
- Services should be designed to deliver a unified and efficient system rather than component-by-component which can lead to poor overall service performance.
- Services should be designed based on creating value for users and customers and to be as efficient as possible.
- Services should always be designed with input from the users of the service
- Services can and should be prototyped before being developed in full
- Services should be designed and delivered in collaboration with all relevant stakeholders (both external and internal).

Some Process Design Principles for Service Design

Any activity that fails to add value for the customer should be eliminated or minimized

Work is always structured around processes and not around internal constructs such as functions, geography, product, etc.

Work shall not be fragmented unless absolutely necessary.

Processes should reflect customer needs and many versions of a process are acceptable if customers have different needs.

Process variation should be kept to a minimum.

Used literature

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