Sperimentiamo il Design Thinking: modelli di oggi e domani

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Amploom si occupa di Ampliare il potenziale di innovazione delle aziende nell'ambito dei servizi, attraverso metodologie visuali e collaborative del Service Design e del Design Thinking.
Today’s goal:

1. Experiment some Design Thinking tools;
2. Conceive solutions on how to support the application of Design Thinking in the company.
The ingredients:

1. Design Thinking tools from the Design Thinking Teaser;
2. The Design Thinking Recipe.
Design Thinking is a process that integrates the needs of people, the possibilities of technology, and the requirements for business success.

Tim Brown, IDEO
THE DOUBLE DIAMOND

Double Diamond, Design council

Serena Leonardi, Amploom, 2020
Design Thinking Lab - t2i technology transfer and innovation

The Design Thinking Labs are the reference points for the activities of Design Thinking in the Alpine Space.
THE BRIEF

How can the Design Thinking Lab help the "managers of change" to bring the Design Thinking methodology into the company?
DESIGN THINKING TOOLS

Serena Leonardi, Amploom, 2020
Paola, 45 years old, is the head of the Research & Development Department of DesOven, a company producing ovens for professional use, which company’s turnover is 25 millions.
Paola is a curious person and likes to learn new methods and tools to do her job. To gain inspiration she decided to participate in a training day on Design Thinking offered by trade association. Once back in the company, she wonders how she can transfer the methodology to her collaborators.
Design Thinking is based on 4 fundamental principles:

- **empathy**
- strategic ideation
- iteration
- collaboration
HIGHLIGHTS

Qualitative insights

Focus on behaviours
GUESS WHO...

Born in 1948
Raised in England
Married twice
2 children
Loves dogs
Successful business man
Go to the Alps for winter holidays
Selection

*Is Design Thinking the right answer?*

Not always! Companies should try to understand whether Design Thinking is the right answer for their specific needs or if other or integrative innovation mindsets are required.
Environment

*Does the company have the ideal preconditions for applying Design Thinking?*

Spaces, timing and a positive attitude towards risk are fundamental elements for the application of Design Thinking to make its adoption effective.
Executives engagement

Are executives engaged in a meaningful way?

Companies should create the conditions to engage and involve executives in understanding Design Thinking. They are not always required to actively deliver results, but should be leading the project driven by goals and values.
Who
Procter&Gamble + Continuum

Brief
Develop a new detergent

Results
The Swiffer is a flagship product for P&G and generates annual sales of $500 million.

Serena Leonardi, Amploom, 2020
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SOURCES

. Tim Brown, "Change by design"
. IDEO, “Field guide to human centered design”
. Andy Polaine, “Service Design: Frog insight to implementation”
. Ben Reason, “service design for business”
. Stickdorn/Schneider, “This is Service Design Thinking”
. Stickdorn/Schneider, “This is Service Design Doing”
. L’ale Knapp, “Design Sprint”
. Roger Martin, "Design of Business: Why Design Thinking is the Next Competitive Advantage"
. Michael Lewrick, "Manuale di design thinking. Progettare la trasformazione digitale di team, prodotti, servizi ed ecosistemi"
. Idris Mootee, "Design Thinking for Strategic Innovation"
. IDEO, “Design Thinking for educators toolkit”