



VISUAL REPORT

MASTER CLASS Practical Design Thinking

Laurea University | 3-14 September

DESIGN THINKING

The context

Design was always a catalyst for innovation processes in product and service development. But over the last 5 years the term Design Thinking has gained popularity in business and become a label for the awareness that any kind of organisation can benefit from the designers' way of thinking and working. Design Thinking today is one of the hot topics in Management, Innovation and Engineering. But what Design Thinking is and how it can be of value remains often a bit vague. That is the reason that Design Professor Katja Tschimmel and the Innovation Expert Gijs van Wulfen developed a practical Master Class to help future managers, designers and innovators understand the potential of Design Thinking and how to apply Design Thinking Tools in a structured innovation process.



Warm up and know each other better

MASTER CLASS

The content

The Master Class consisted of:

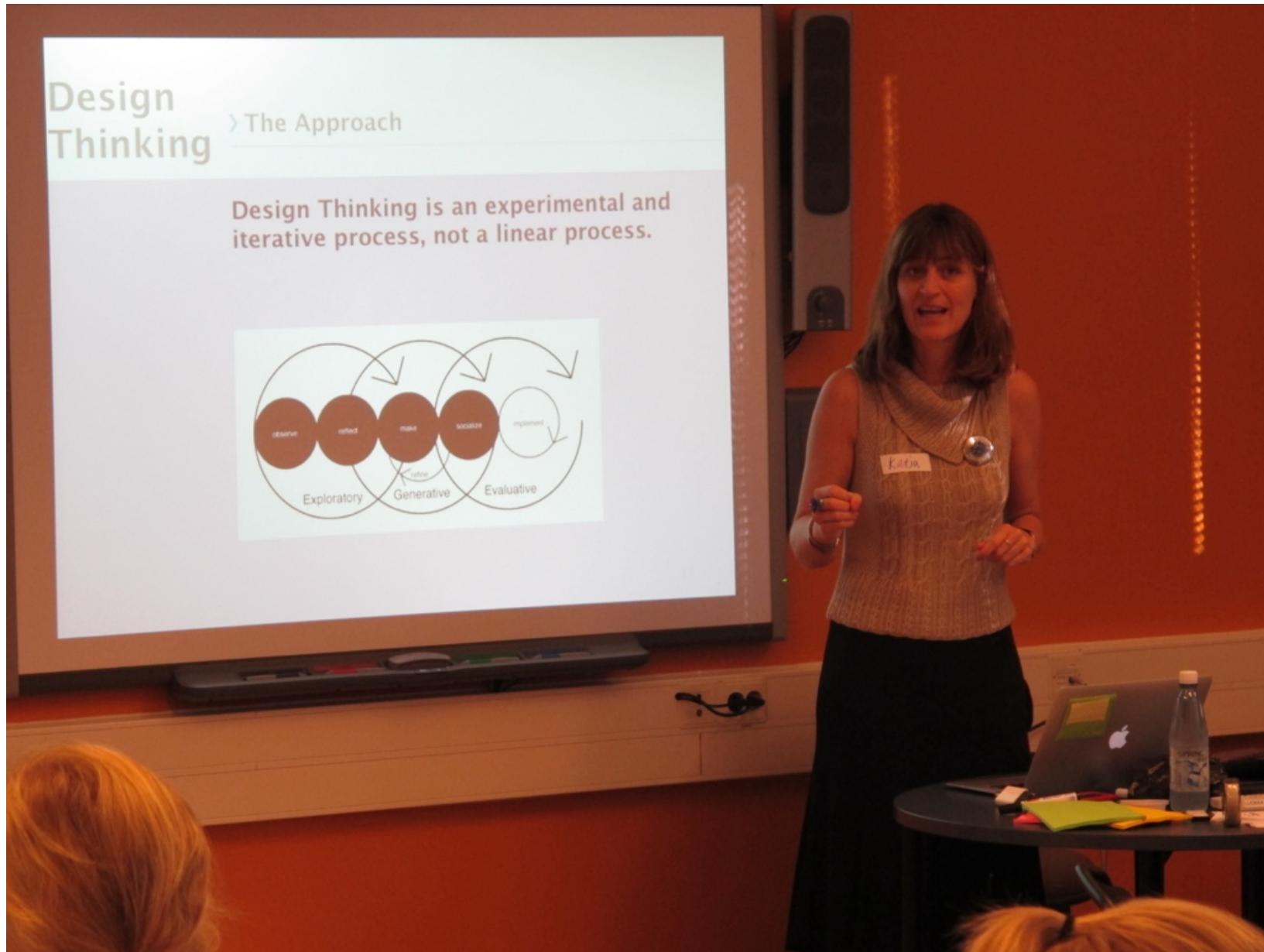
- A theoretical introduction into the concept of Design Thinking;
- A reflection on the challenges in innovation processes;
- An introduction of the practical FORTH innovation method and 10 Design Thinking Tools;
- Practical exercises with the Design Thinking Tools in a concrete case: “My University Campus could be like this ...!”;
- Professional feedback inspiring participants to further use of practical Design Thinking.

The Master Class is split into four parts:

1. Morning 1st day: Theoretical introduction of Design Thinking, the innovation method and 10 DT tools, and the assignment of the concrete case.
2. Afternoon 1st day: Students worked in groups applying the DT tools in the ‘Observe & Learn’ phase of the FORTH model.
3. Morning 2nd day: Application of the DT tools in the phases ‘Raise Ideas’ and ‘Test Ideas’, coached by the two guest lecturers.
4. Afternoon 2nd day: ‘Coming Home’ with a business model and a final presentation of the results.



The FORTH Innovation Map



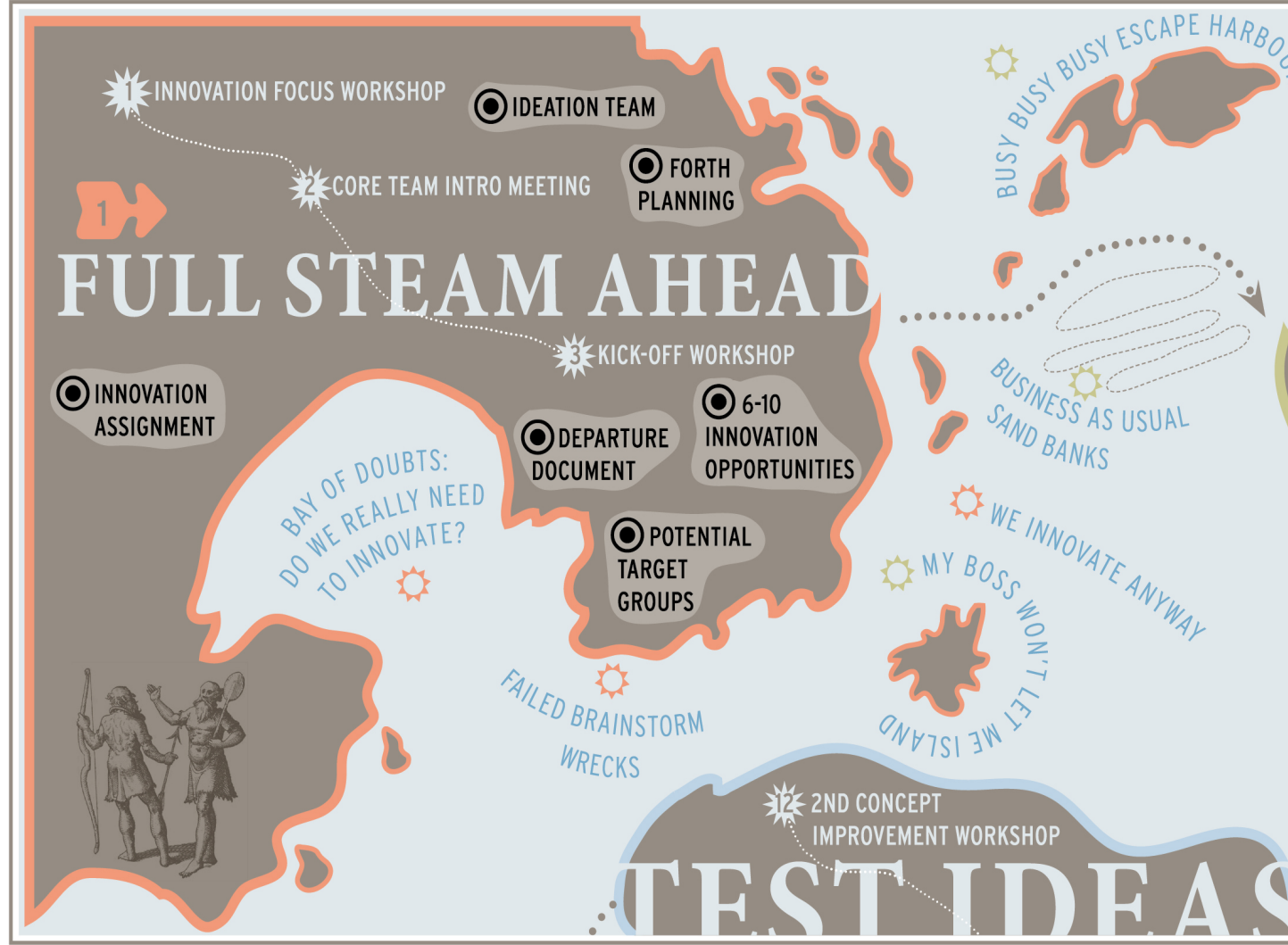
Introduction of the concept of Design Thinking and 10 Design Thinking Tools

THE INNOVATION ASSIGNMENT

Create new products or services for your university campus to make it a better place to be, learn and live.

The new concepts must meet the following criteria:

- be attractive for all the stakeholders (students, staff, board);
- have a viable business model;
- can be introduced in 2014;
- the investment has to be earned back within 3 years.





MIND MAPPING

Mind Maps are a visual Design Thinking tool to explore a thematic field and to generate from there new insights.

The rules for making a Mind Map are:

- * horizontal paper + central image/word
- * construction of a visual hierarchy
- * 1 idea for each branch
- * writing in upper case
- * use of different colors and type of lines
- * equilibrium between images and words
- * find connections between the branches



MIND MAPPING





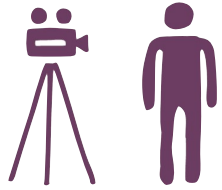


FOTO SAFARI

Observation + documentation.

Looking for opportunities for intervention in the University Campus.



VISUAL RESEARCH

Looking for inspiration and information in the internet, journals, books, etc.

Exploration of trends.





MOODBOARD

Visualisation of sensations, values, behavior, habits, gestures, ambience.

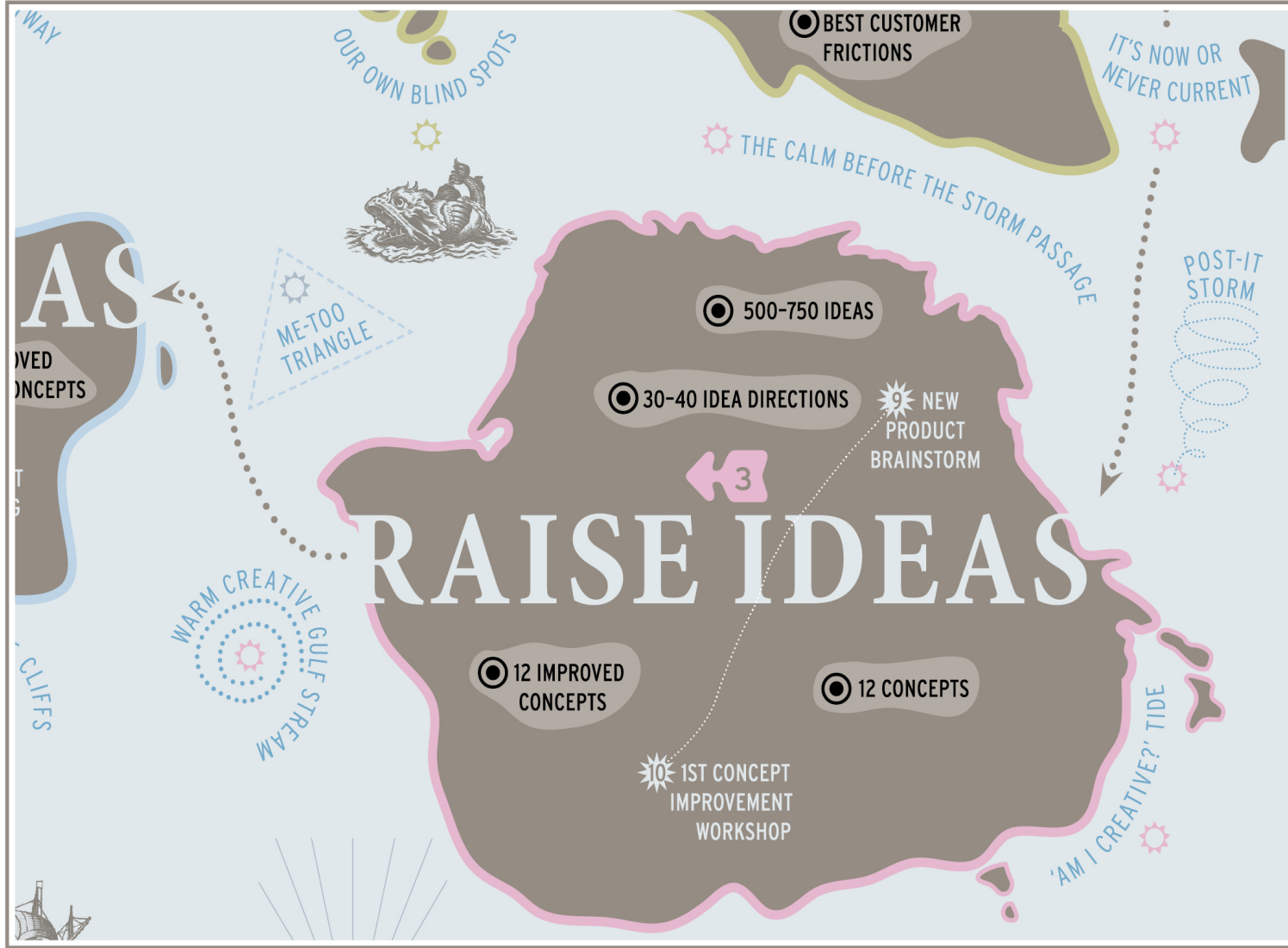
Integration of images of the Foto Safari and the Visual Research.

Starting Point for Idea Generation.



MOOD BOARDS







BRAINWRITING

Brainwriting is a variant of Brainstorming, in this case with writing one idea on each Post It. The evaluation can be realised by a target tool.

The rules for Brainstorming are:

- * quantity is more important than quality
- * suspend judgment
- * look for unusual ideas
- * combine and improve ideas



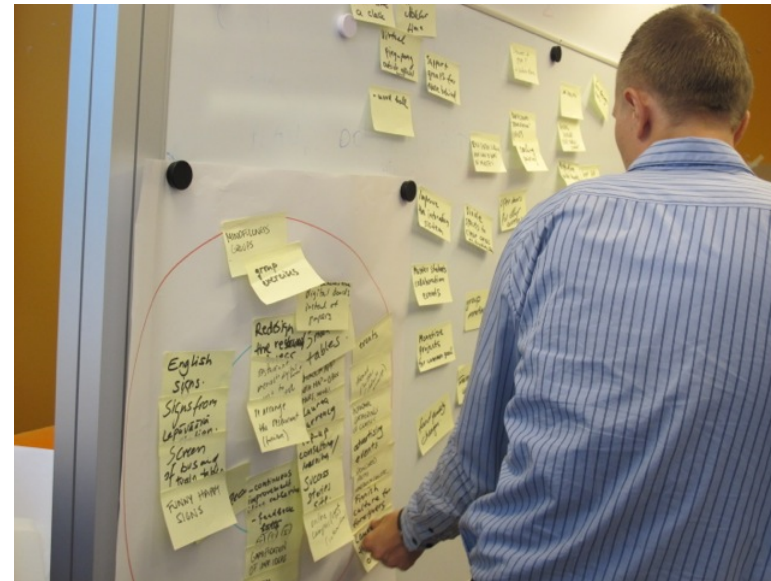
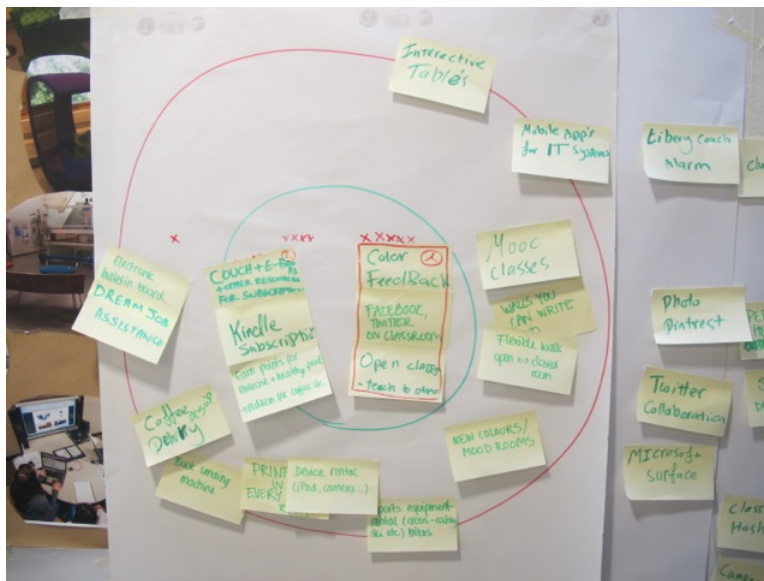


SELECTION OF IDEAS WITH A TARGET

Choosing the best ideas with the assignment in mind.

Everybody can move the Post It's, it's not necessary to speak.

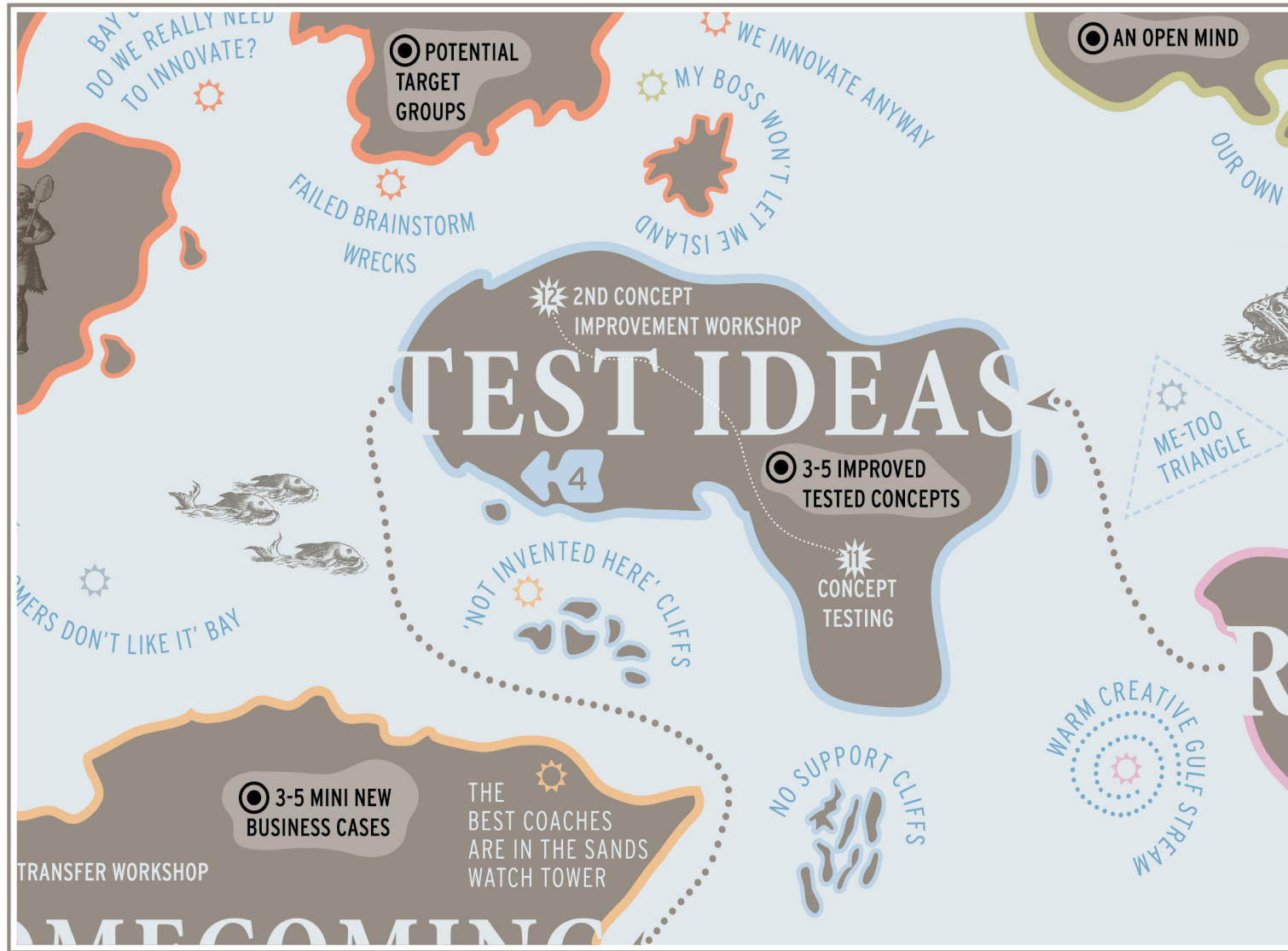
The best ideas stay in the middle, and can be combined into a concept.





PRESENTATION OF CONCEPTS







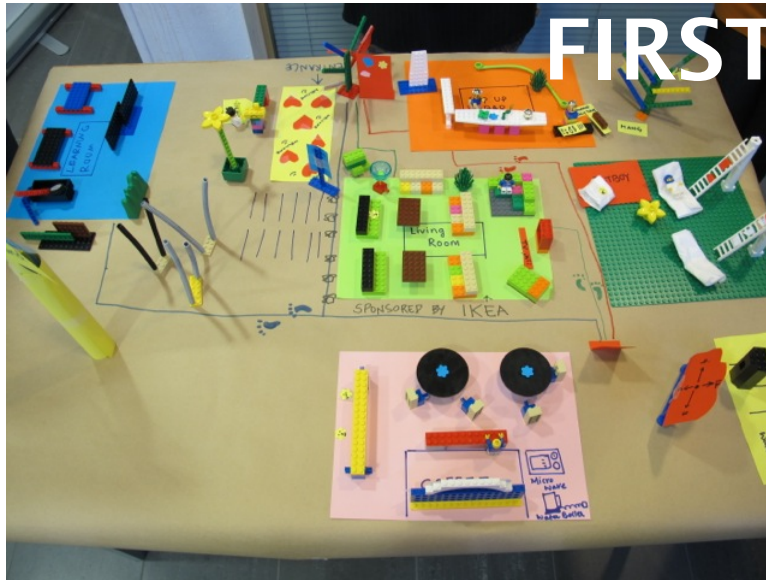
DESKTOP WALKTHROUGH

Desktop Walkthrough is a tool which combines Rapid Prototyping with Storytelling. It is a testing of the procedures of a service by materialisation of the different service situations with simple materials, such as paper, cards, boxes, lego stones and puppets, etc.



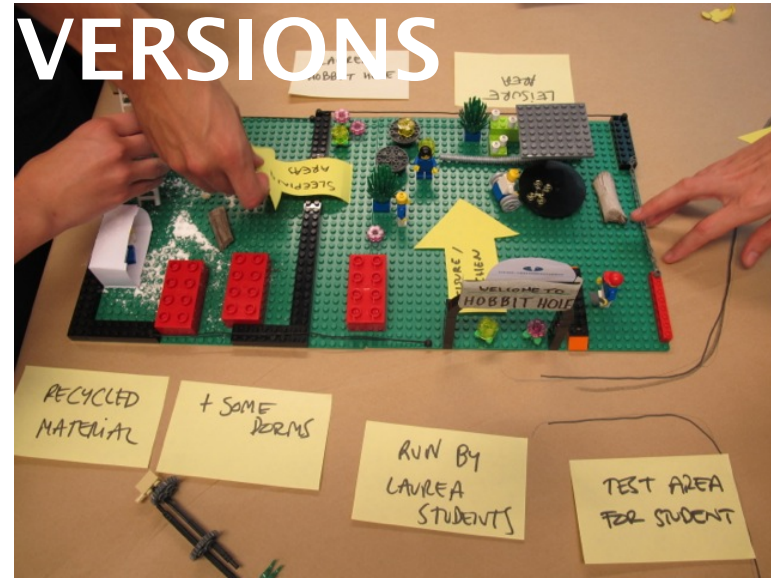
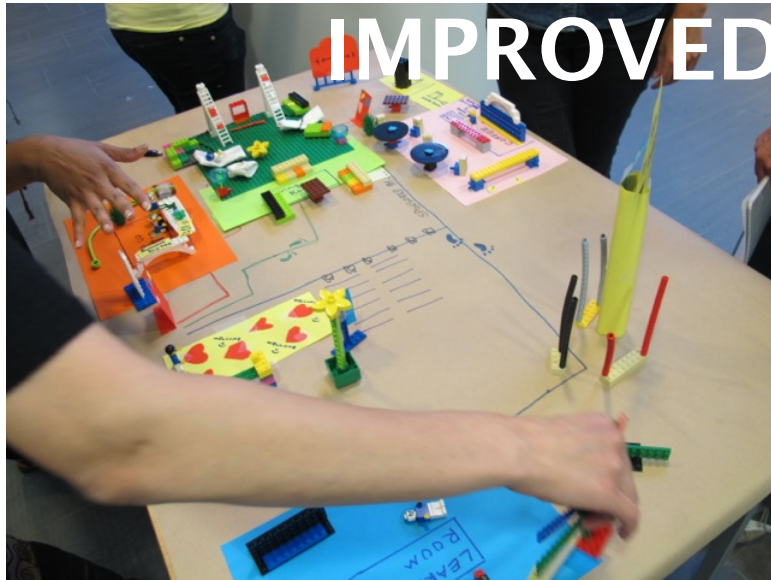
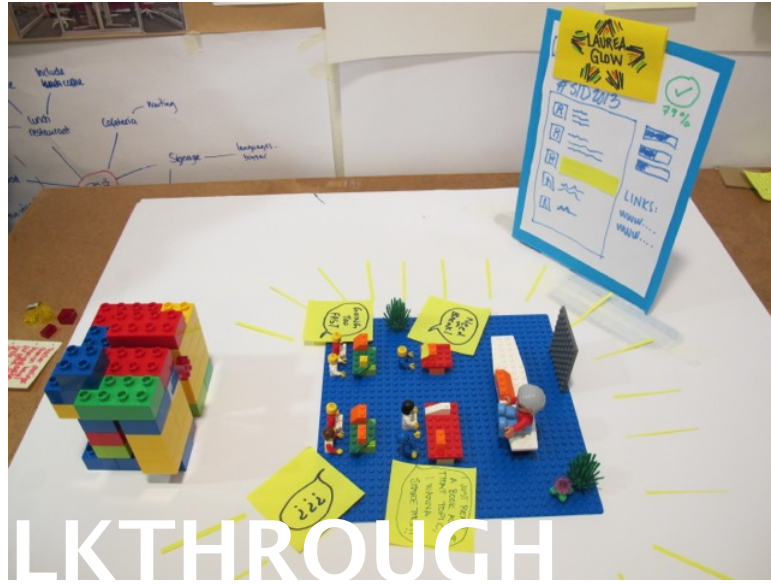
DESKTOP WALKTHROUGH



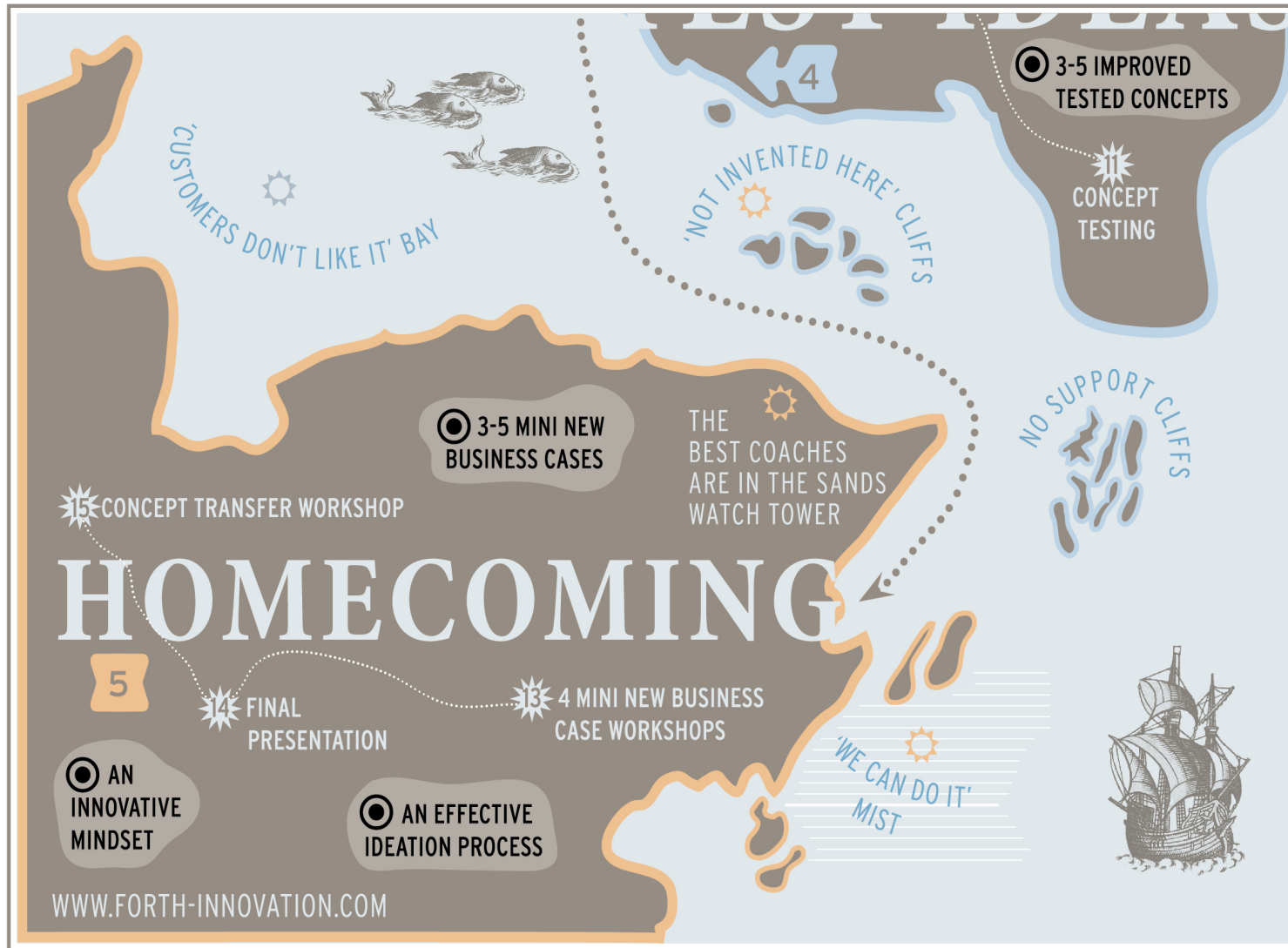


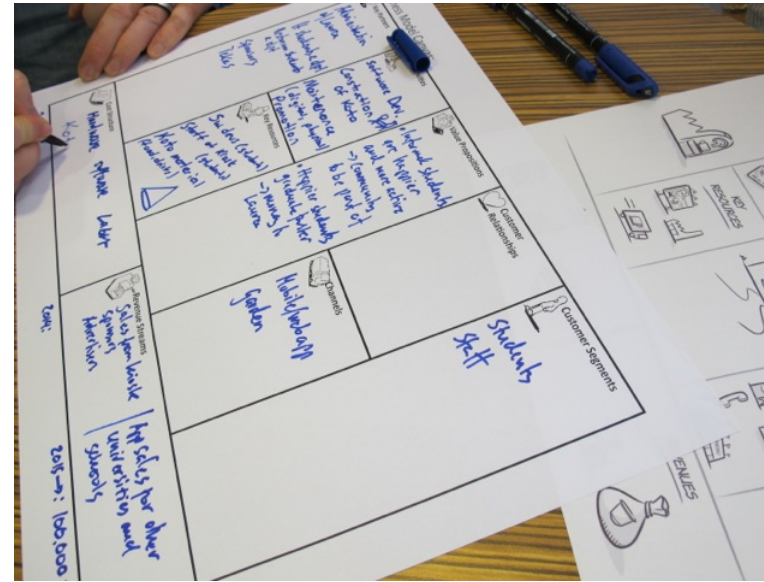
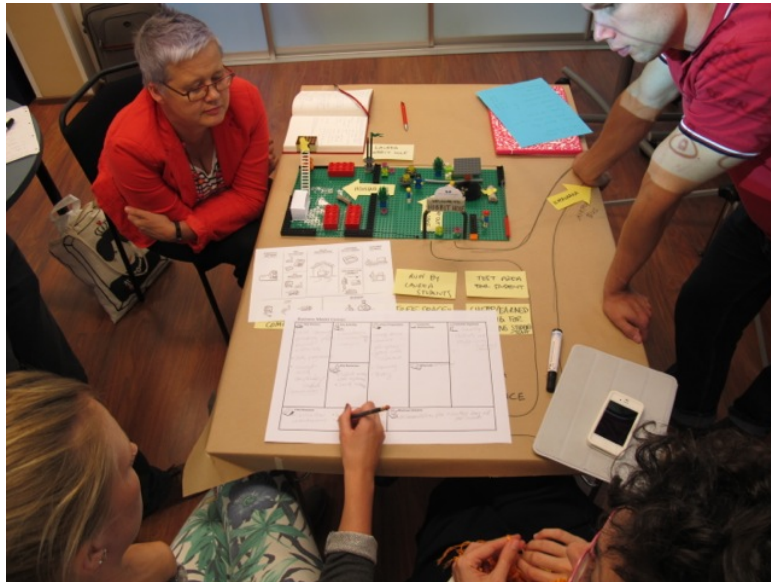
DESKTOP WALKTHROUGH FIRST RESULTS



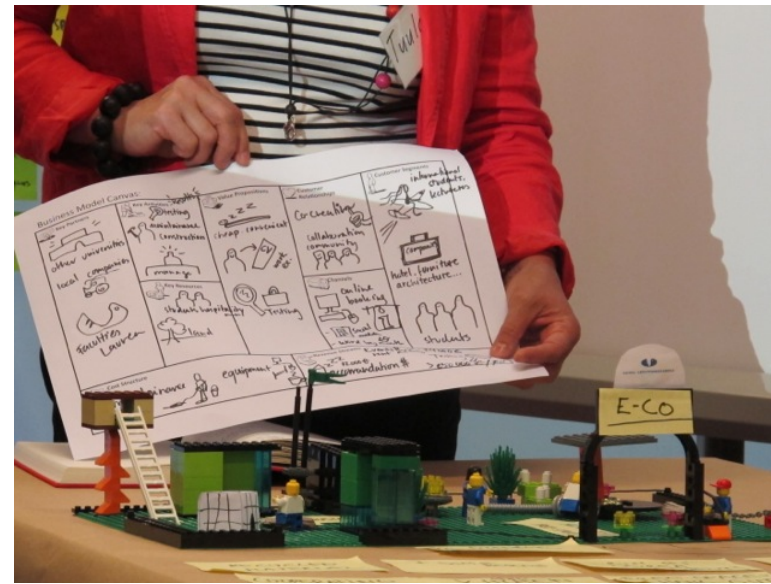


DESKTOP WALKTHROUGH IMPROVED VERSIONS









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Take aways from the workshop.

Your Guest Lecturer



Katja Tschimmel (1965)

Katja Tschimmel, German, has lived for 24 years in Porto, where she is Professor and Researcher at ESAD, Superior School of Art and Design in Matosinhos, and Guest Lecturer at the Business School of Porto University, teaching Creativity and Design Thinking. By invitation she also teaches in other institutions of higher education, in Portugal (FBAUP, FEUP, TecMinho, etc.) and abroad (Hogeschool West-Vlaanderen, Humboldt University, UBTM, etc.).

Katja has a Ph.D in Design, a Masters in Applied Creativity and a Bachelor in Product Design (ESAD Matosinhos/Les Ateliers Paris). She presents her research work in national and international conferences; frequently she is invited as a speaker at public events. Publishing regularly in the area of design and creativity, she recently published “Creative Processes - The Emergence of Ideas in the Systemic Perspective of Creativity”(in Portuguese).

Katja is also Owner and Director of NA'MENTE, a company specialized in Consultancy in, and Training of, Creative and Design Thinking (www.namente.pt). She founded MINDSHAKE, a creativity event for organizations.

Your Guest Lecturer

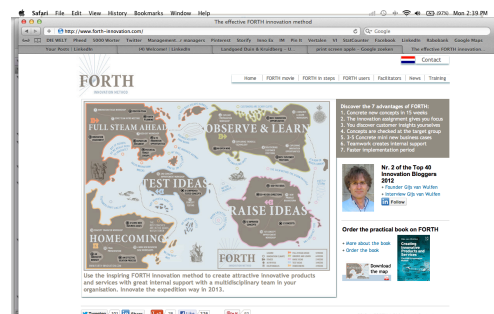
Gijs van Wulfen (1960)



Gijs van Wulfen is an experienced ideation facilitator from The Netherlands. After working for years with innovation groups, he developed the FORTH innovation method: a fast and effective way to ideate new products, services and business models. He wrote several books, among which *Creating Innovative Products & Services* (2011) and *The Innovation Expedition* (2013). Gijs van Wulfen helps companies and organisations to jump start innovation. His clients are industrial and services companies and non-profit organisations like governmental and health organisations.



English edition
May 2013



forth-innovation.com



Group: FORTH innovation method
(>1.900 members)

Thank you for your motivated participation!

If you have questions or want to give a feedback,
please contact Katja Tschimmel or Gijs van Wulfen. We would be delighted.

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Gijs van Wulfen: gijs@forth-innovation.com

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