

## Vortrag Design Thinking

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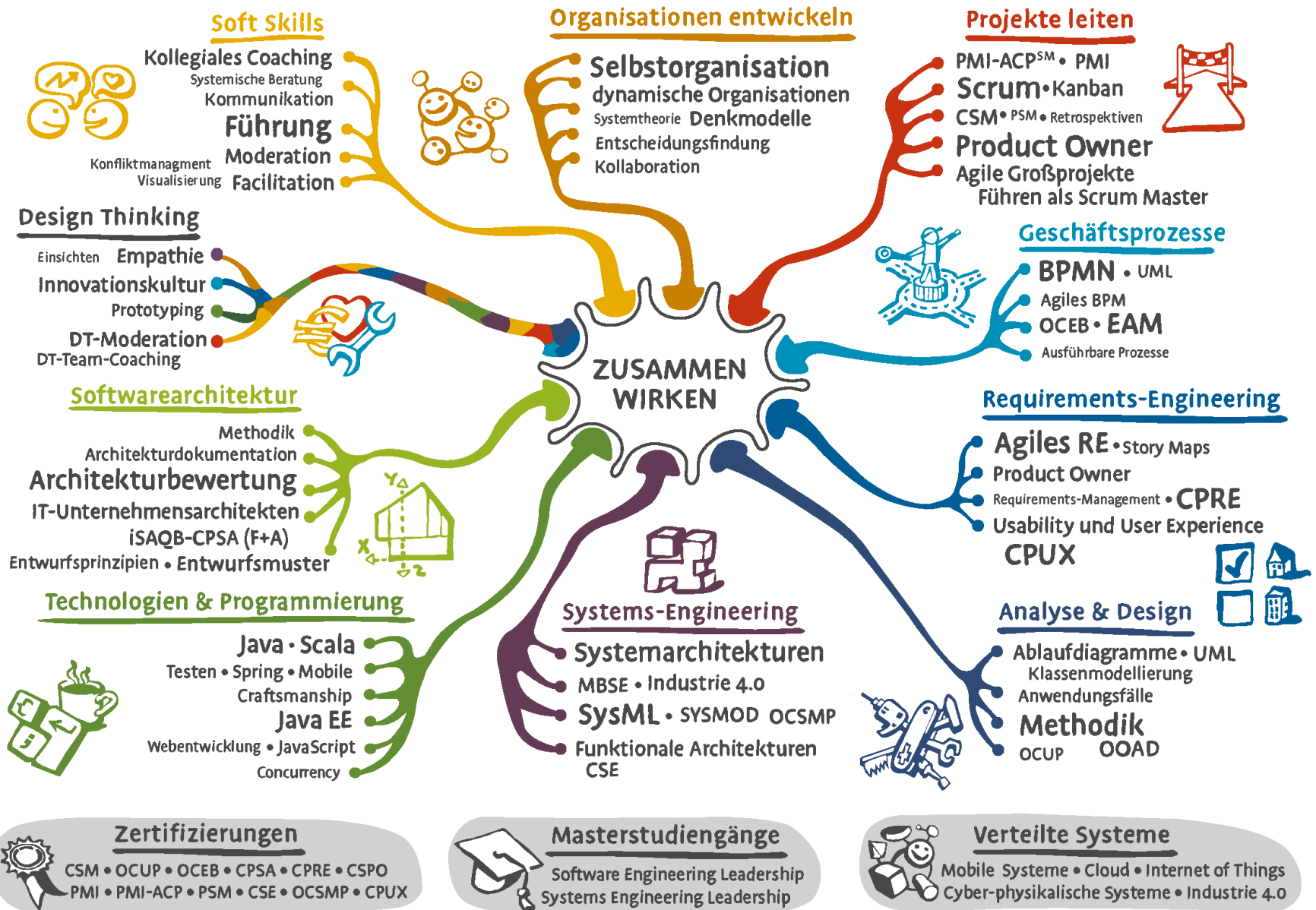
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@dt\_hh

Juni 2016 | Bad Honnef

Rheinisches Forum Großgruppenarbeit







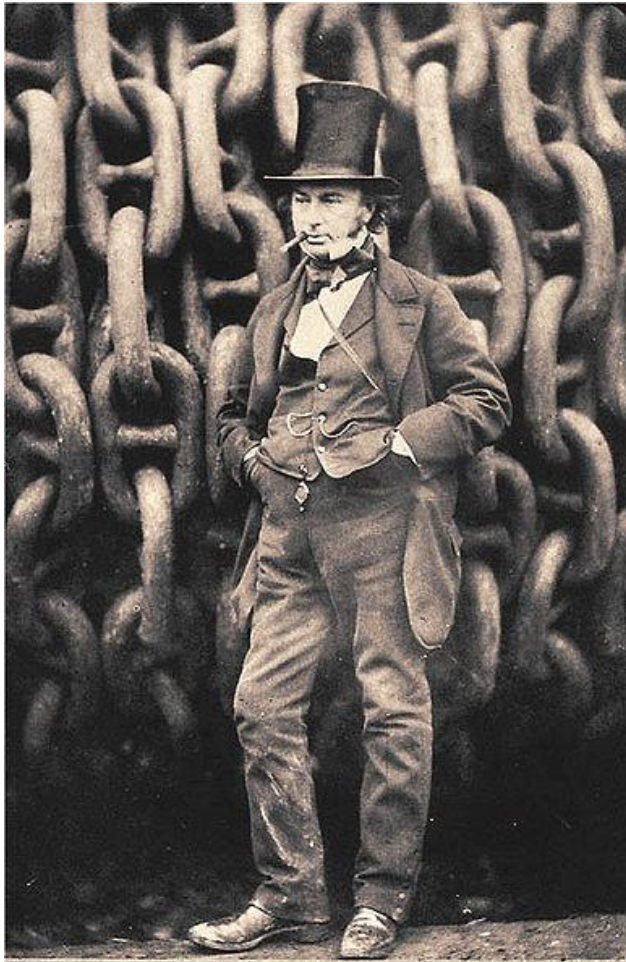
Source: jordanfischer  
<http://flickr.com/photos/jordanfischer/61429449>

Designers have developed a number of techniques to **avoid being captured by** too facile a **solution**. They take the original problem as a suggestion, not as a final statement, then **think broadly** about what the real issues underlying this problem statement might really be [...] - instead of solving that problem, they stop to **consider a wide range of potential solutions**. Only then will they finally converge upon their proposal. This process is called **"Design Thinking."**

- Don Norman

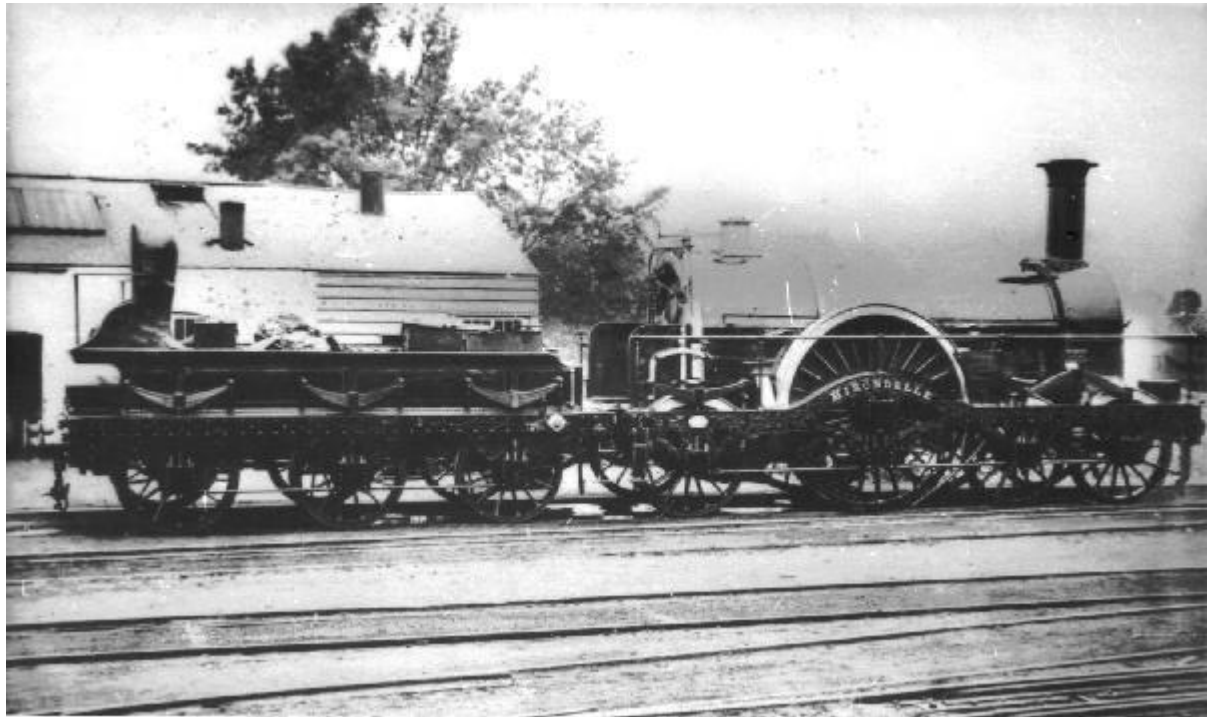
[http://www.core77.com/blog/columns/rethinking\\_design\\_thinking\\_24579.asp](http://www.core77.com/blog/columns/rethinking_design_thinking_24579.asp)



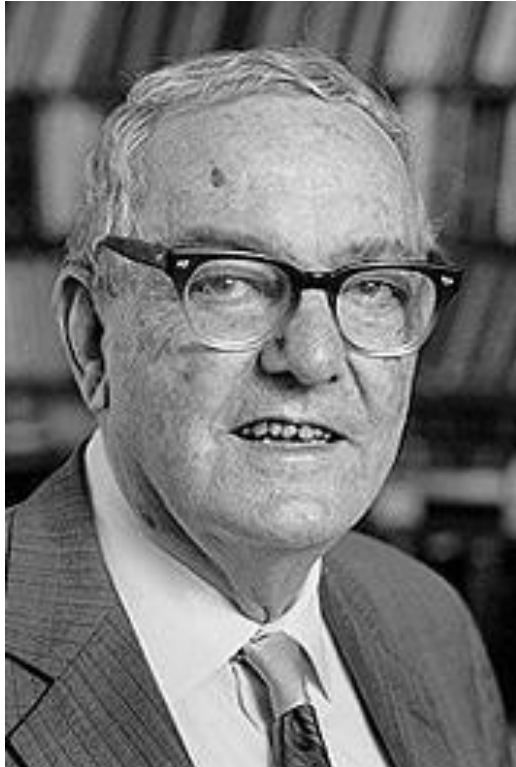


**Isambard Kingdom Brunel (1806-1859)**

Quelle: [http://de.wikipedia.org/wiki/Isambard\\_Kingdom\\_Brunel](http://de.wikipedia.org/wiki/Isambard_Kingdom_Brunel)

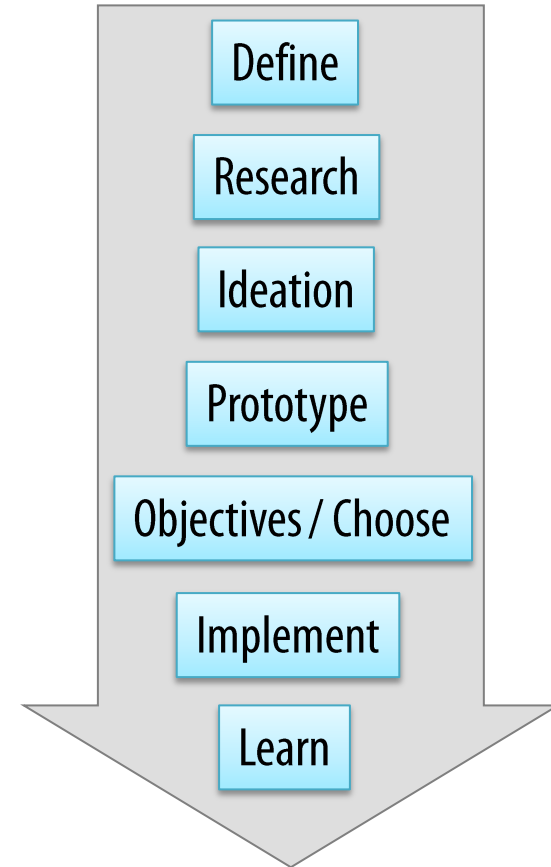


Quelle: [http://commons.wikimedia.org/wiki/File:GWR\\_Hirondelle.jpg](http://commons.wikimedia.org/wiki/File:GWR_Hirondelle.jpg)



Buch: „The Sciences of the Artifical“ (1969)

„Engineering, medicine, business, architecture and painting are concerned **not with the necessary** but with the contingent – not with how things are but with **how they might be** – in short, with design.“



**Herbert Alexander Simon (1916-2001)**

Quelle: [http://en.wikipedia.org/wiki/Herbert\\_Simon](http://en.wikipedia.org/wiki/Herbert_Simon)



HBR.ORG  
**Harvard  
Business  
Review**

SEPTEMBER 2015

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Maurice E. Schweitzer et al.

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**How to Embrace  
Complex Change**  
Linda Briskin

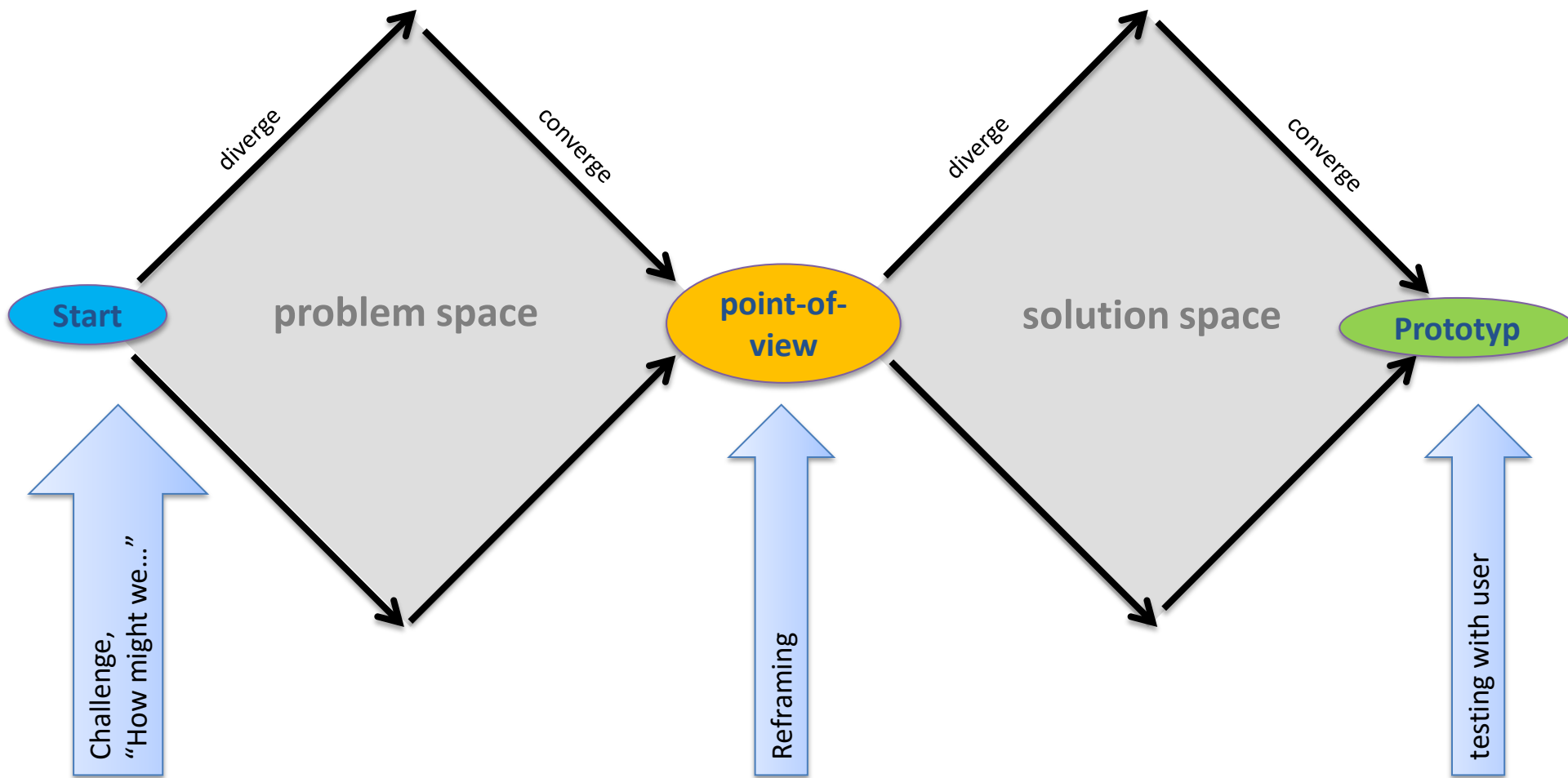
**THE  
EVOLUTION  
OF DESIGN  
THINKING**

IT'S NO LONGER JUST FOR  
PRODUCTS. EXECUTIVES ARE  
USING THIS APPROACH  
TO DEVISE STRATEGY  
AND MANAGE  
CHANGE.  
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# Design Thinking Prozess

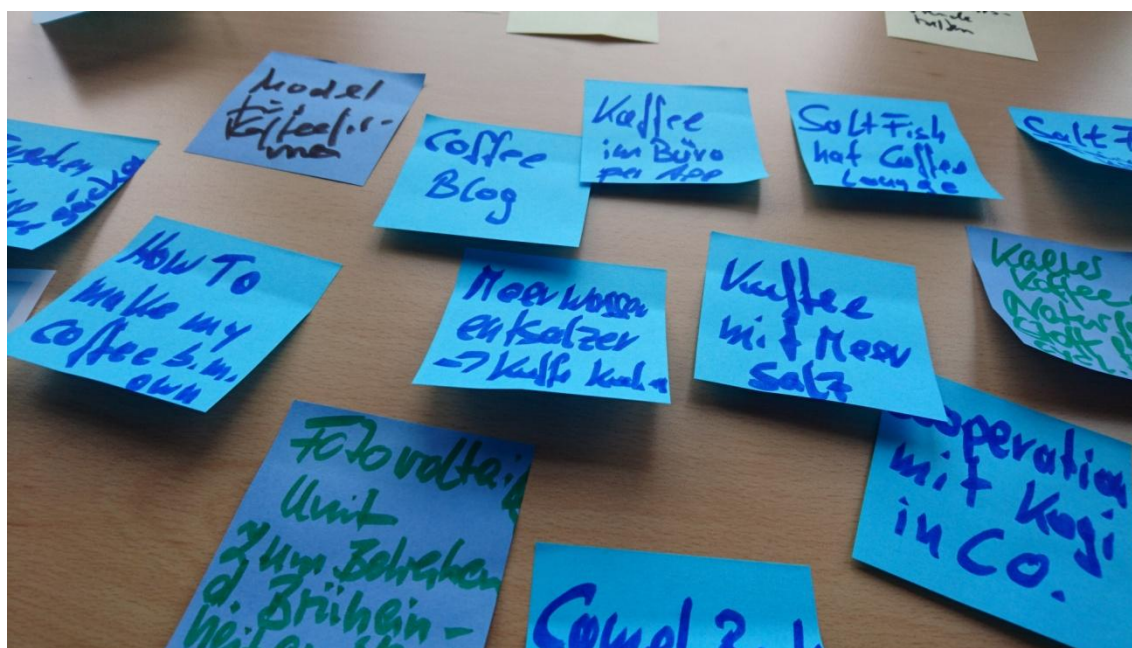


















## Einsichten zur DT-Übung

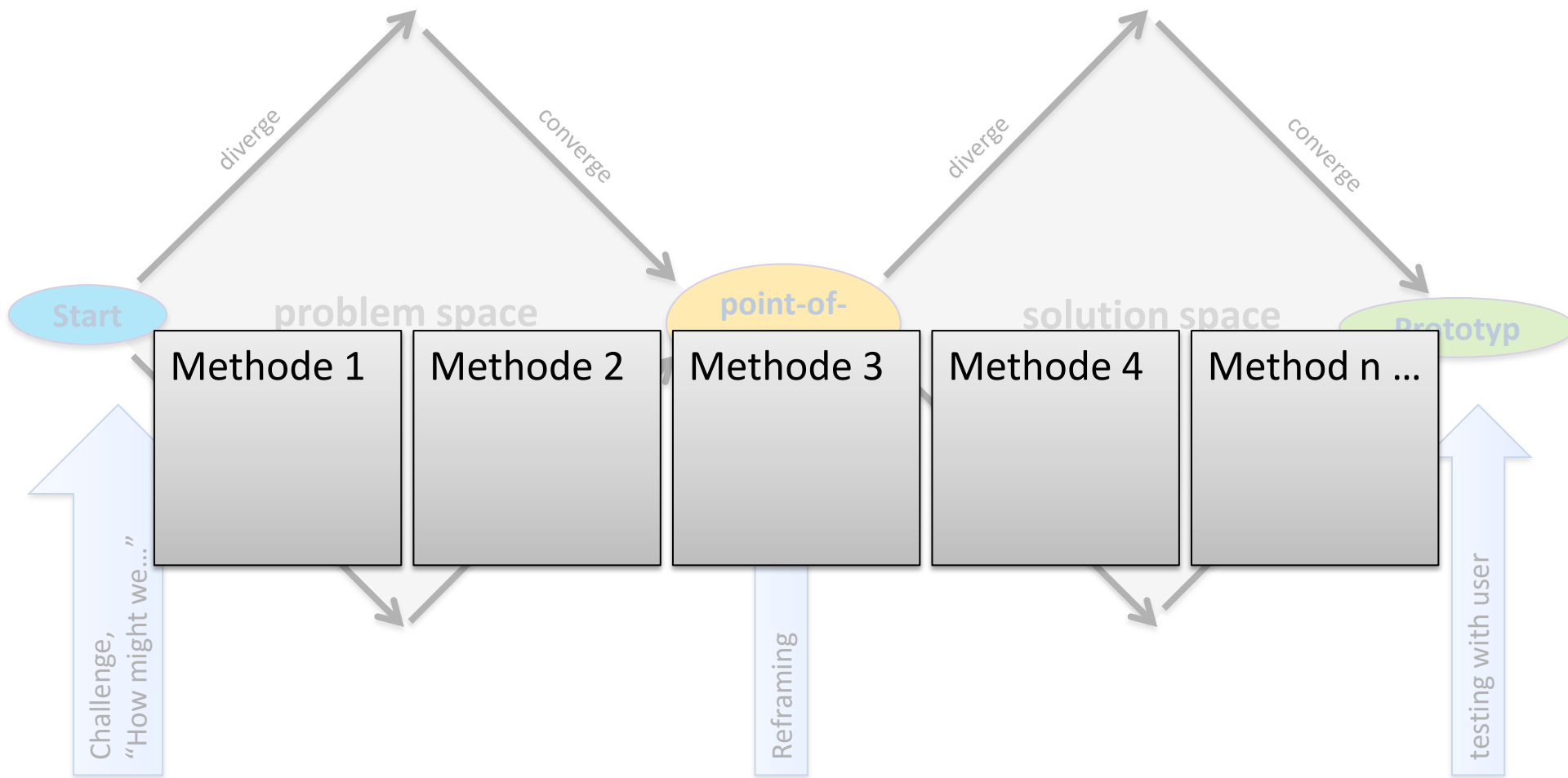
- Mehr ist mehr
- Problem nicht nötig
- Kundenfokus
- Spaß, Freude beim Entwickeln
- Zeit verfliegt
- Ping-Pong-Spiel
- Toter Punkt → Selektion, zu viele Ideen
- Marketing wird mit entwickelt
- Wenig Kritik
- Faszinierend, Traum trägt
- Zeitdruck ist gut
- Rahmen erfassen ist schwierig

# Design Thinking - Characteristics

(Baeck & Gremett (2011))

Attribute	Description	Comment
<b>Ambiguity</b>	Being comfortable when things are unclear or when you don't know the answer	Design Thinking addresses wicked = ill-defined and tricky problems.
<b>Collaborative</b>	Working together across disciplines	People design in interdisciplinary teams.
<b>Constructive</b>	Creating new ideas based on old ideas, which can also be the most successful ideas	Design Thinking is a solution-based approach that looks for an improved future result.
<b>Curiosity</b>	Being interested in things you don't understand or perceiving things with fresh eyes	Considerable time and effort is spent on clarifying the requirements. A large part of the problem solving activity, then, consists of problem definition and problem shaping.
<b>Empathy</b>	Seeing and understanding things from your customers' point of view	The focus is on user needs (problem context).
<b>Holistic</b>	Looking at the bigger context for the customer	Design Thinking attempts to meet user needs and also drive business success.
<b>Iterative</b>	A cyclical process where improvements are made to a solution or idea regardless of the phase	The Design Thinking process is typically non-sequential and may include feedback loops and cycles (see <a href="#">below</a> ).
<b>Nonjudgmental</b>	Creating ideas with no judgment toward the idea creator or the idea	Particularly in the brainstorming phase, there are no early judgments.
<b>Open mindset</b>	Embracing design thinking as an approach for any problem regardless of industry or scope	The method encourages "outside the box thinking" ("wild ideas"); it defies the obvious and embraces a more experimental approach.

# Design Thinking Prozess



# Methoden-Baukasten

