

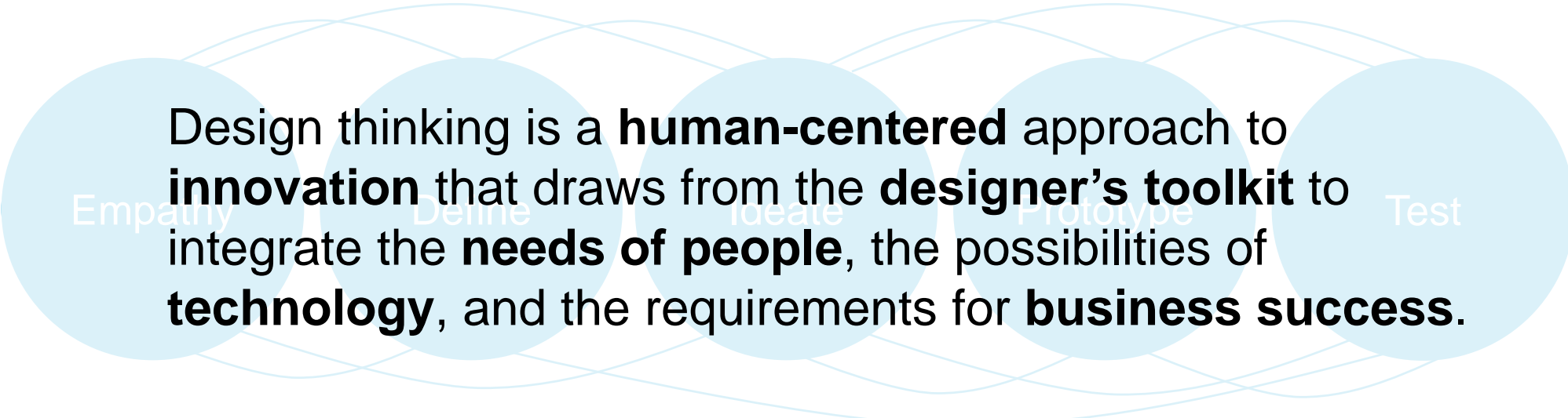


Design Methods

Learning Goals

- Being familiar with design thinking
- Knowing a set of creativity methods

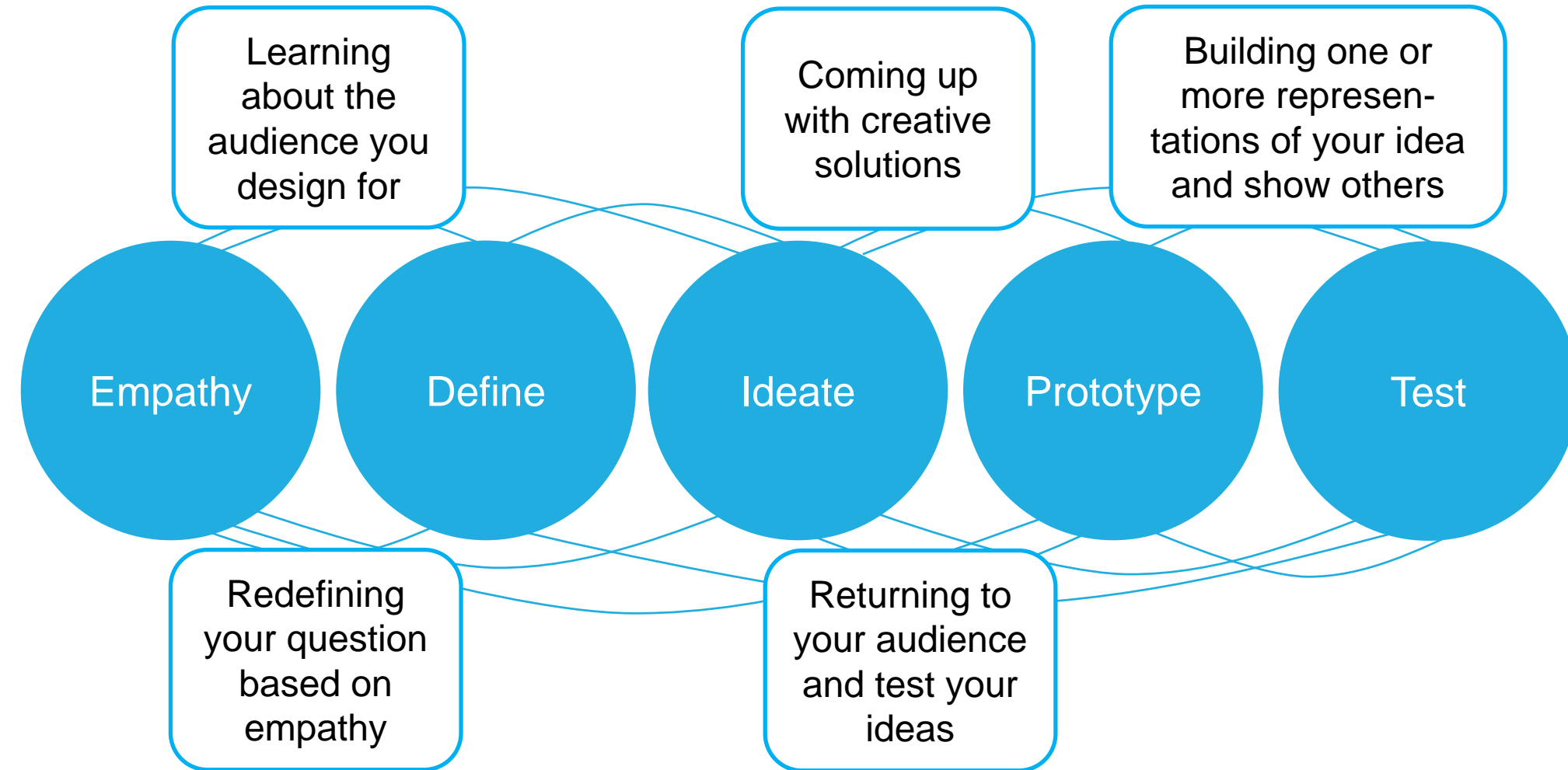
Design Thinking



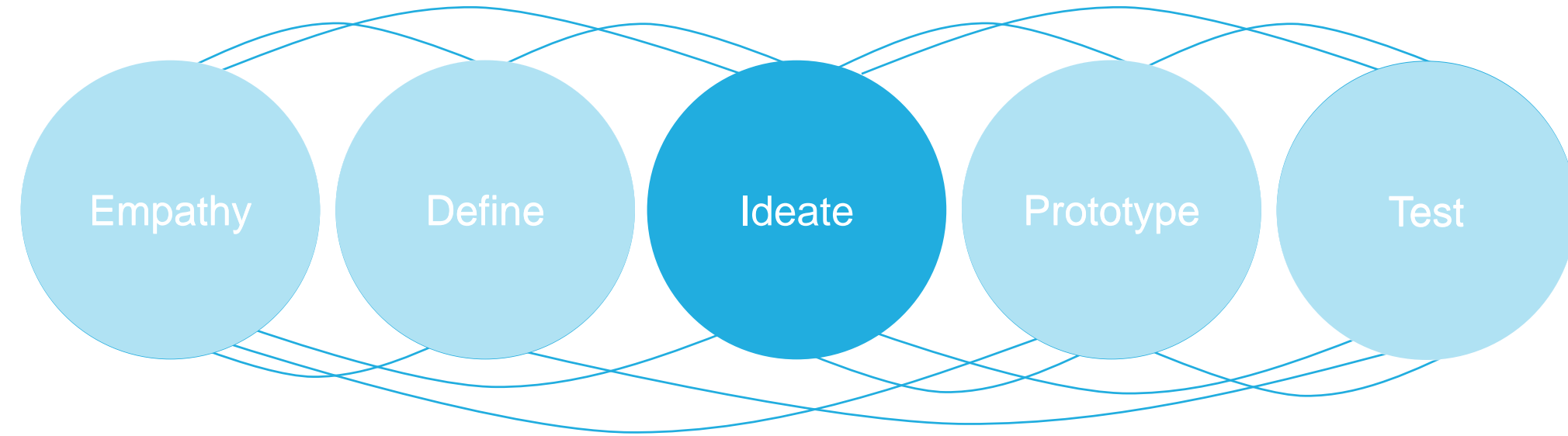
Design thinking is a **human-centered** approach to **innovation** that draws from the **designer's toolkit** to integrate the **needs of people**, the possibilities of **technology**, and the requirements for **business success**.

M. I. T. World: Innovation Through Design Thinking, Tim Brown (IDEA) at MIT, 26. März 2006.

Design Thinking



Design Thinking



How do come up with ideas?

Ideation



Influence is borrowed.
Inspiration is earned.

Cameron Moll

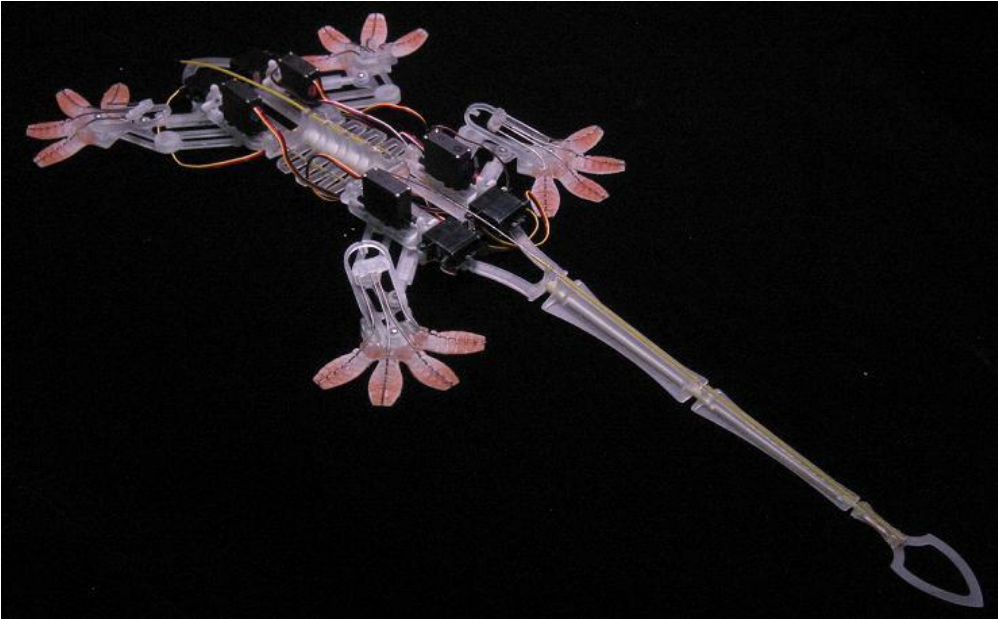
Photo Source <https://www.flickr.com/photos/zeldman/22736540431/> by Jeffrey Zeldman

Influence versus Inspiration



Image Source https://commons.wikimedia.org/wiki/File:Jon_Ive_and_Dieter_Rams_works.jpg by ArenysDep

Influence versus Inspiration



Images: https://en.wikipedia.org/wiki/Bio-inspired_robotics



<https://pxhere.com/en/photo/833087> by annegordon

Influence versus Inspiration



- Think of products that seem to be designed through
 - Influence
 - Inspiration

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Inspiration sources

Reduce distraction



<https://www.wallpaperflare.com/opened-black-shower-head-douche-bathroom-clean-water-washing-wallpaper-wqxxgk>

Inspiration sources

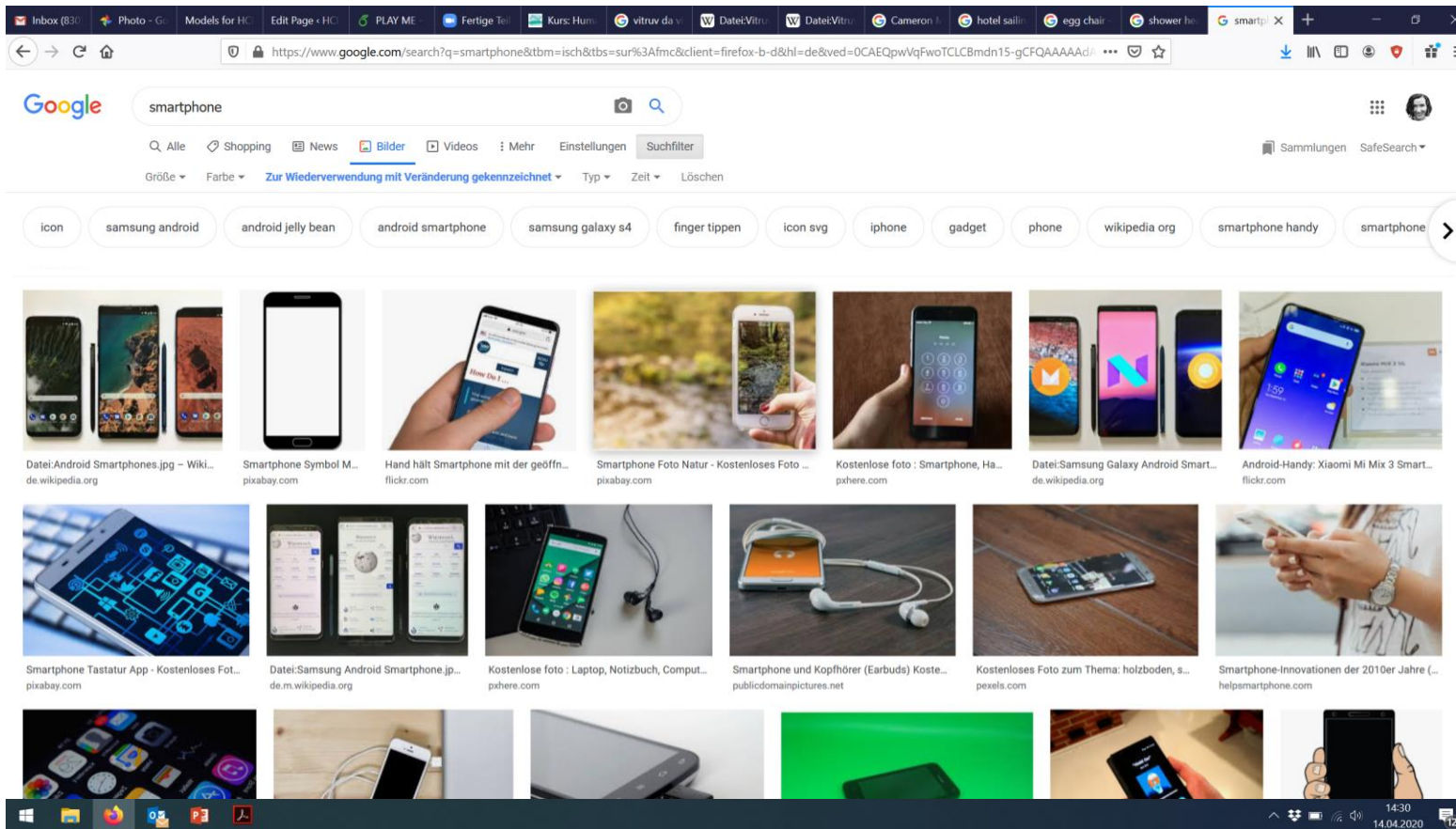
Go for distraction



Image Source <https://www.flickr.com/photos/kotomi-jewelry/12274531886> by Kotomi_

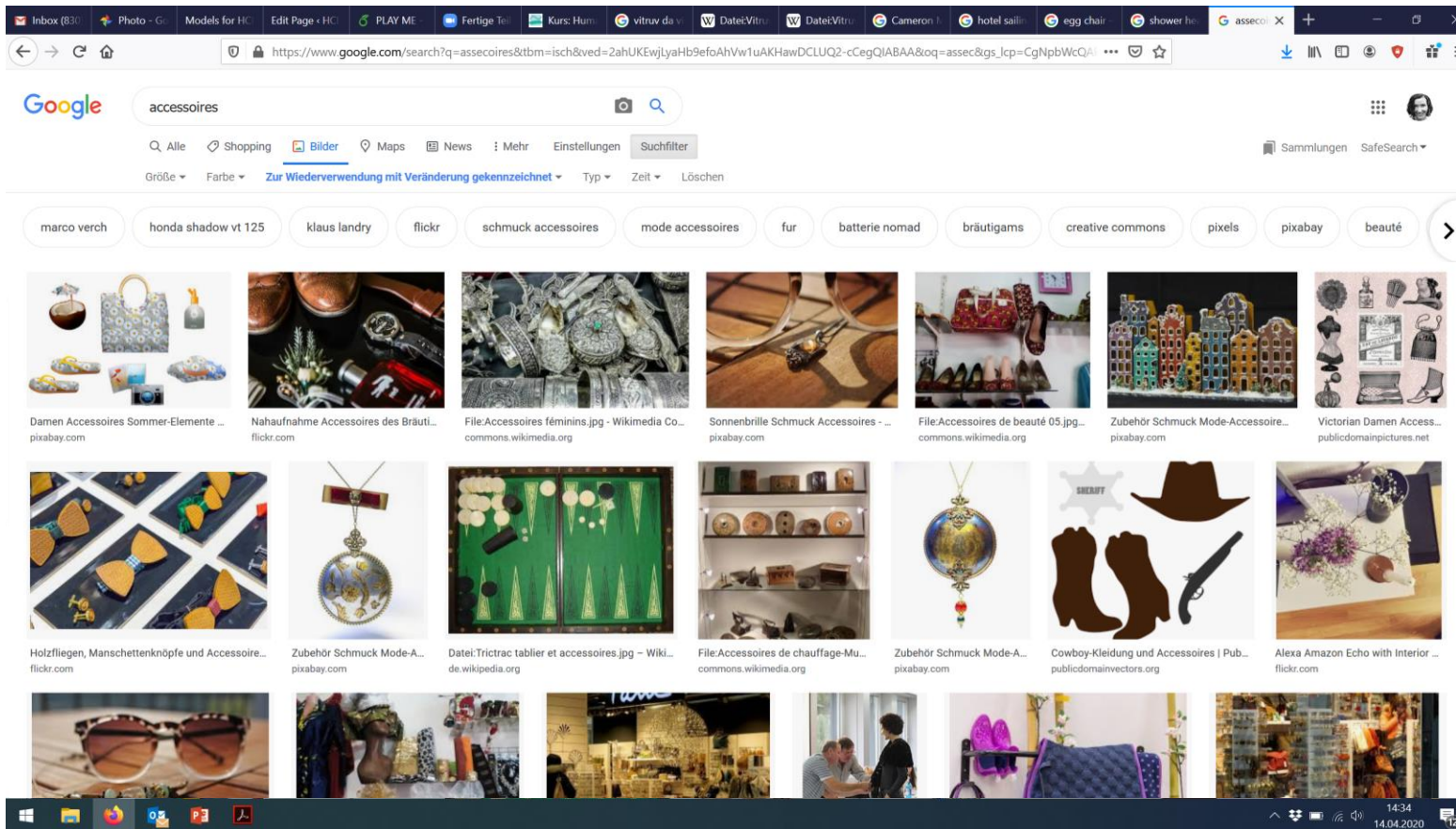
Inspiration search

Do not look at the obvious



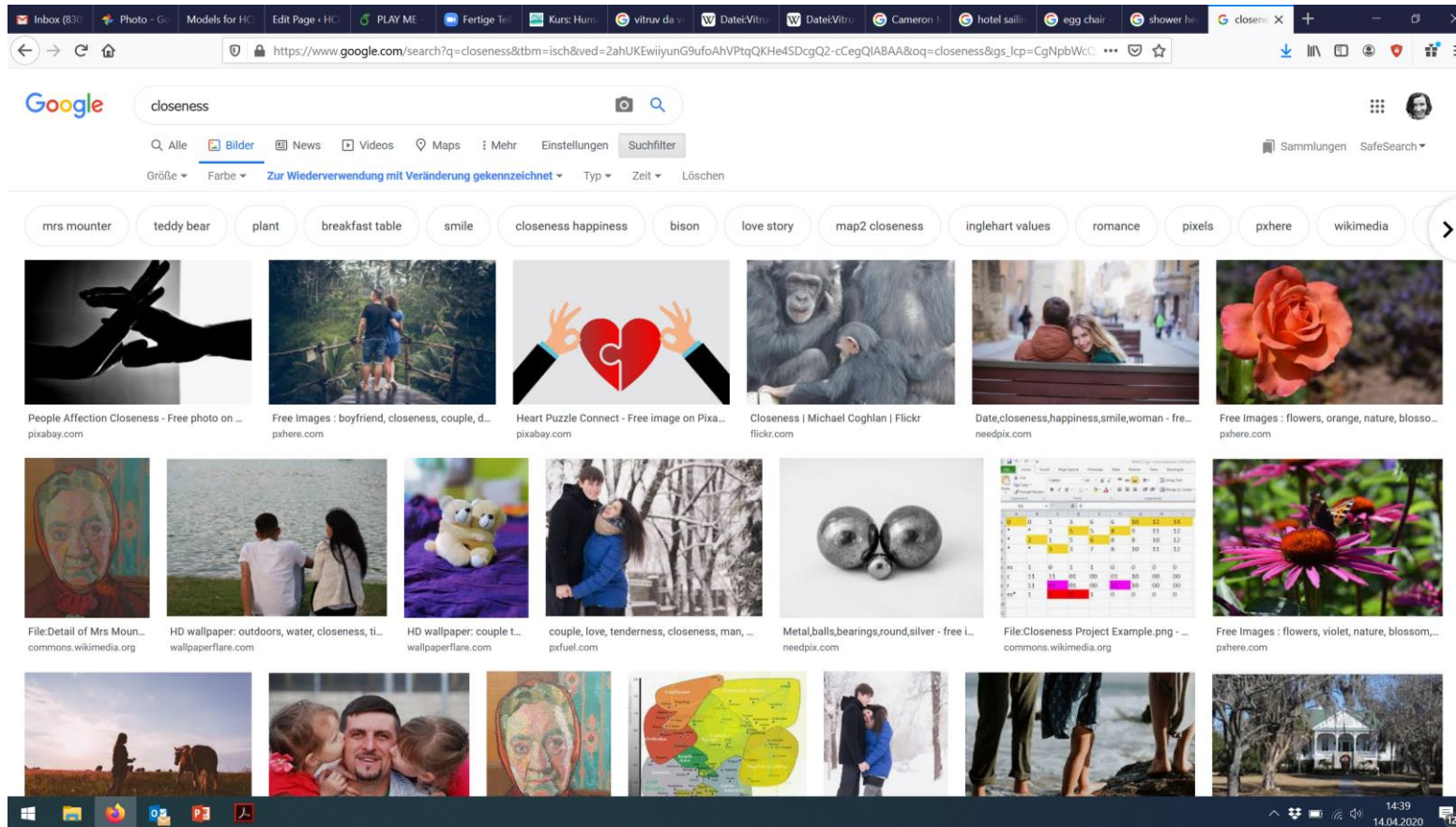
Inspiration search

Search further away



Inspiration search

Think of concepts and metaphors



Inspiration search

Think together

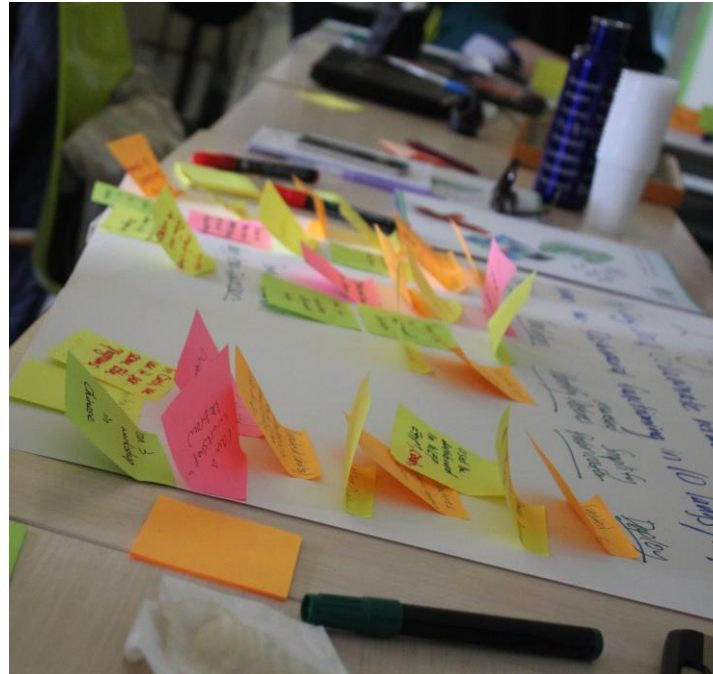


Image Source <https://www.pexels.com/de-de/foto/menschen-arbeiten-fenster-gluecklich-3182804/> by fauxels

Brainstorming I

Collecting Ideas

- Start with a well-phrased question, e.g.
“How might we help [group] to [benefit]?”
- Share the 7 rules:
 1. Defer judgement
 2. Encourage wild ideas
 3. Build on others' ideas
 4. Stay on topic
 5. One conversation at a time
 6. Be visual
 7. Go for quantity.



<https://www.extraordinaryteam.com/ideos-design-thinking-the-7-rules-for-brainstorming/> https://upload.wikimedia.org/wikipedia/commons/5/5e/Wikipedia_Education_Collaborative_Meeting_in_Yerevan_2017_33.jpg by David Saroyan

Brainstorming II

Selecting Ideas

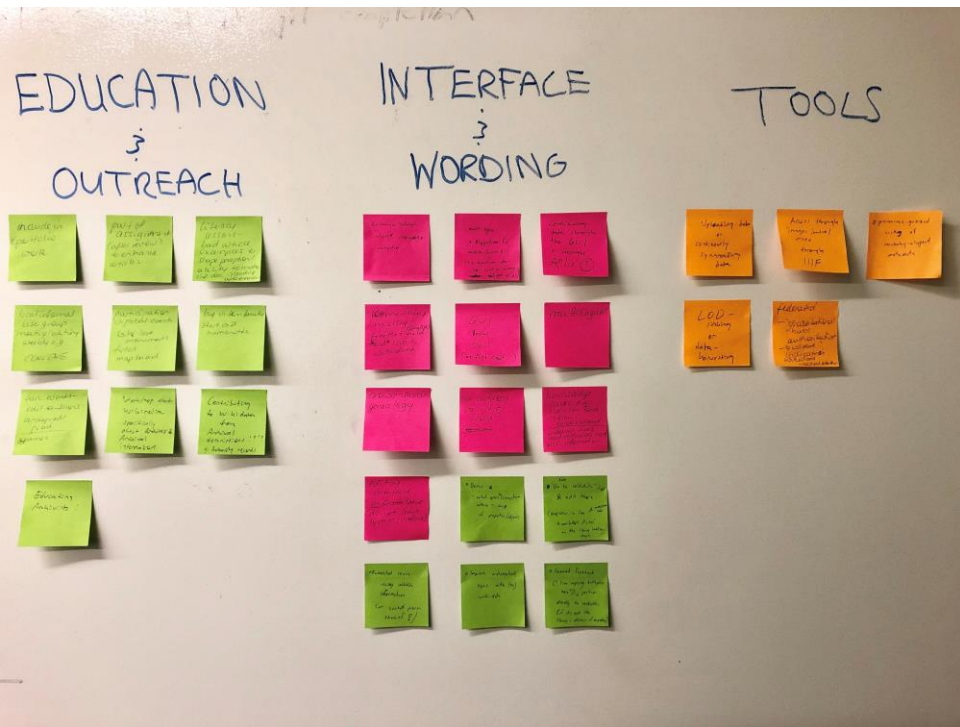


- Interdisciplinary teams
- Make a selection out of the ideas
- Allow crazy ideas
- Use simple tools, such as post-its

Photo Source <https://pxhere.com/en/photo/1553749> by 795663

Brainstorming III

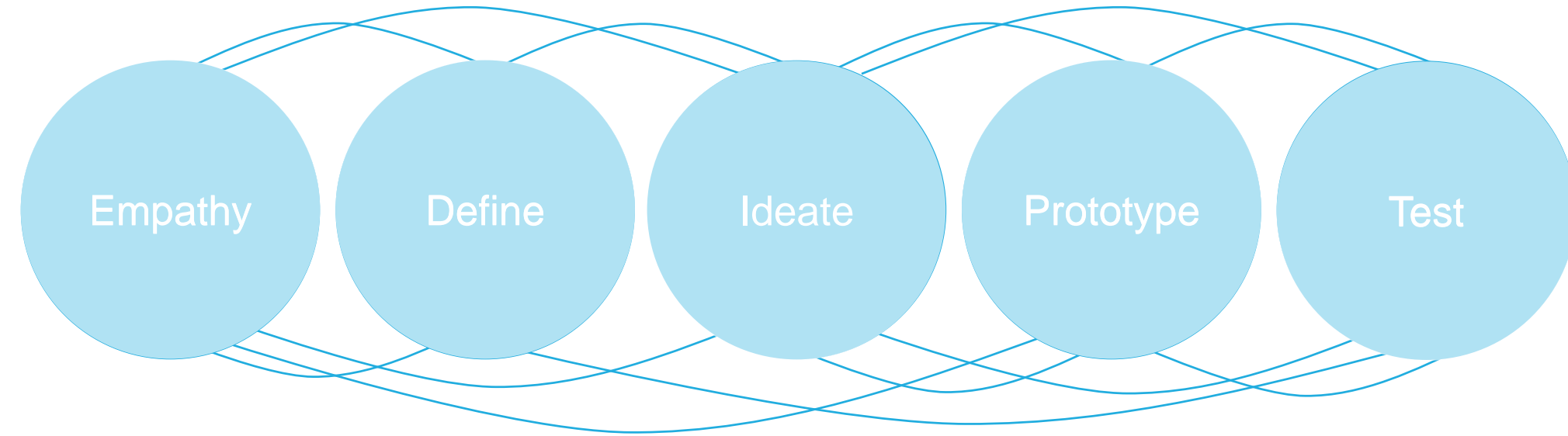
Organizing & Documenting Ideas



- Identify similar ideas
- Identify concepts and themes
- Group the ideas accordingly
- Conclude design & implementation concepts
- Record the process (take a picture of the grouping result)

Imga Source https://commons.wikimedia.org/wiki/File:Ideas_at_Library_Catalog_Wikidata_Brainstorming_Session.jpg by Chicagohil

Design Thinking



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