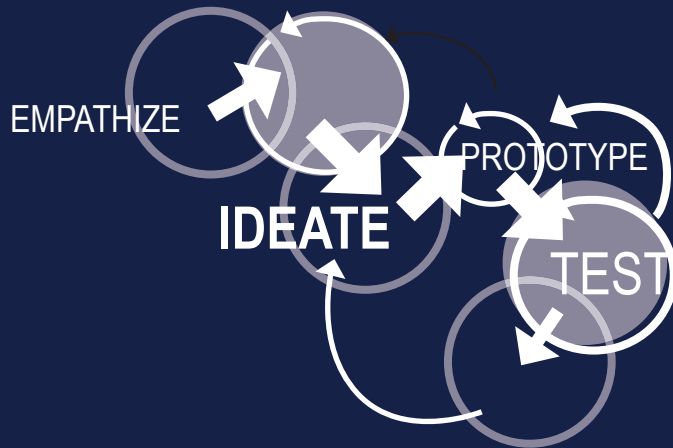# DESIGN THINKING

Goal: Designing for people

Design thinking can be described as an approach or a set of strategies applied by designers to solve problems in a creative, iterative, and collaborative way, from a perspective of human empathy. The process of designing for complex situations involves moving back and forth between generating ideas, prototyping, testing and getting to know the problem context. Designers have been said to create 'frames', working principles that, when applied, will generate value [1]. Design Thinking is suitable in situations that are complex and in which innovation is necessary. The aim is to develop innovative products and services by collaborating in multidisciplinary teams. Prototyping helps the team and stakeholders to experience ideas. The skill set that is necessary is diverse. Team members are needed who can empathise, prototype and bring products to the market, such as researchers, interaction designers and developers.

EMPATHIZE

IDEATE

PROTOTYPE

TEST

CENTRE FOR INNOVATION
Leiden University

Universiteit Leiden
The Netherlands

Design for people

How can I use it?

1   **Foster** a design culture, for instance by working in multidisciplinary teams. Other possibilities are working in open, flexible spaces suitable for collaboration and making prototypes.

2   **Make** co-creation and prototyping core team activities. Prototyping helps the team, stakeholders and customers experience ideas. Artefacts that are made early on in the process will function as a catalyst for team discussions. They can help you get an early indication whether your solutions work and whether customers will enjoy your products and services.

3   **Take** the perspective of the customer and observe their experiences in the target context. Aim for developing products that provide added value and that customers will like or even love instead of products that only satisfy the requirements for minimal functionality.

[1] Dorst, K. (2011) "The core of 'design thinking' and its application." Design studies 32.6, pp. 521-532

NETWORK PARTNER

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