

# SUMMER SCHOOL 2024

## DIGITAL AND SUSTAINABLE BUSINESS



RIGA, LATVIA

# Design thinking



Rīga, 19/08/2024



Līga Lindenbauma



# Līga Lindenbauma

Service designer and facilitator.

Project manager at the States Chancellery Innovation Laboratory.

20 years of experience in organizing art and cultural events.

Studied service design and innovation in the international Master's program Service design strategies and Innovations (SDSI).

19.08.2024.

Līga Lindenbauma

# Agenda

- Design thinking : Theory
- Design thinking : Exercise

# Design thinking?

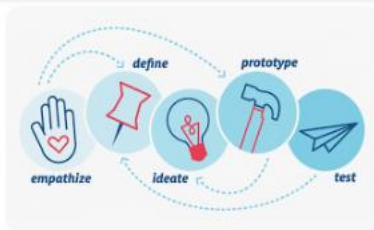
Google design thinking



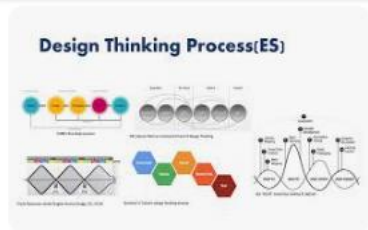
Sidebench Design Thinking Isn't Just For Your Product ...



Gurzu First Step to Software Dev...



Student Engagement & Career Development | car... Design Thinking – Student Engagement & C...



TforDesign Design Thinking - TforDesign



Center for Innovation in Teaching & Learning | U... Design Thinking



GeeksforGeeks What is Design Thinking?



Tennessee Arts Commission Design Thinking Process - T...



Care IQ Design Thinking - Patient Flow - Care IQ



Canva What is Design Thinking, and how is it used t...



Strate School of Design Design Thinking; The Future Designing | Strate design fees



AIHR How To Apply Design Thinking in HR (+ 3 Cas...



Elon University Blogs Design Thinking and Social Innovation Overview...



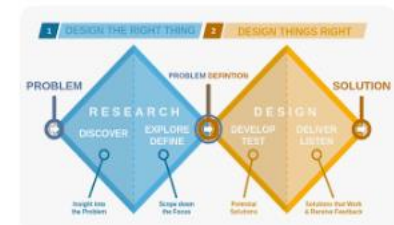
Learning for Sustainability Design thinking and co-design - Learn...



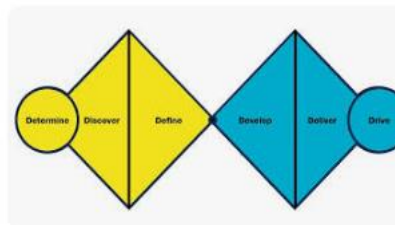
Design Thinking Factory - Fraunhofer-Gesellschaft Design Thinking with Fraunhofer



YouTube What Is Design Thinking? - YouTube



ExamSimul Design Thinking Process



InnoEdge 6-D Design Thinking Execution Model | InnoEdge



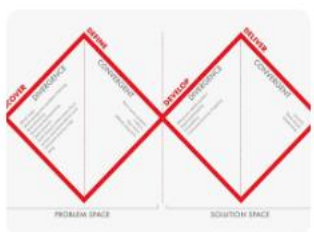
Toptal Breaking Down the Design Thinking Process ...



Stephanie Baseman Design Thinking Process — Stephanie Baseman

Saistītie meklēšanas vaicājumi

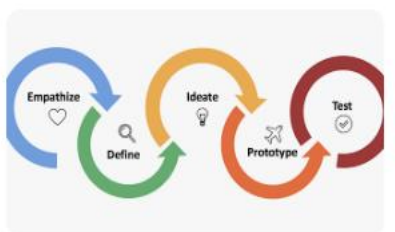
- design thinking png
- stanford design thinking process 19.08.2024.
- design thinking training



Designorate



initio Organisationsberatung



Rural Handmade



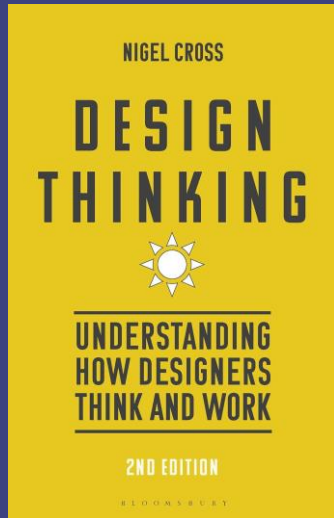
IDEO U



Wikimedia Commons



School of Design Thinking



**Nigel Cross**, design researcher

Designerly ways of knowing – how designers think and work.

«There are things to know, ways of knowing them and ways of finding out about them that are specific to the design area.»



**Tim Brown**, Executive Chair of IDEO

Approach for innovation.

«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.»

# Design thinking

Design thinking refers to the set of cognitive, strategic and practical procedures used by designers in the process of designing, and to the body of knowledge that has been developed about how people reason when engaging with design problems.

Design thinking is also associated with prescriptions for the innovation of products and services within business and social contexts.

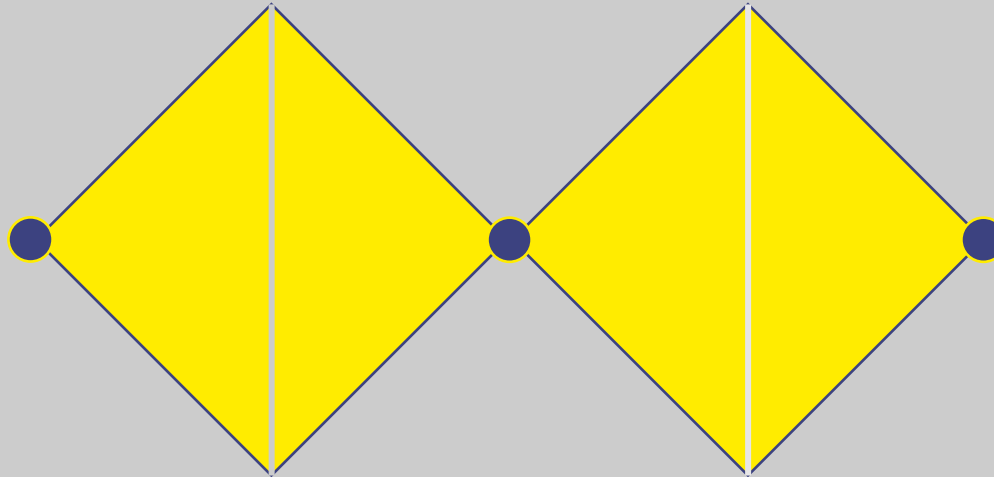


# Design thinking

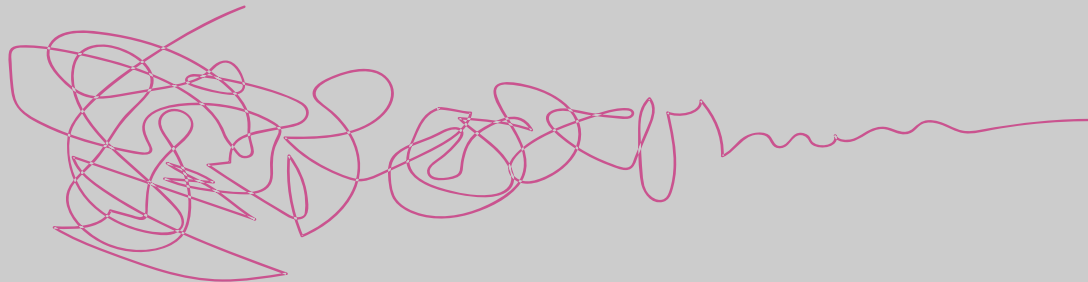
The 5 Stages of Design thinking process



The Double diamond



The Design squiggle





# Design thinking: 5 Stages



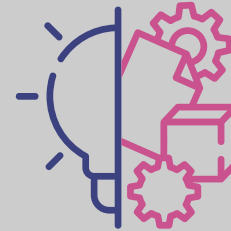
**Empathize**  
Research  
Your users'  
needs



**Define**  
State Your  
users'  
needs and  
problems



**Ideate**  
Challenge  
assumptions  
and create  
ideas

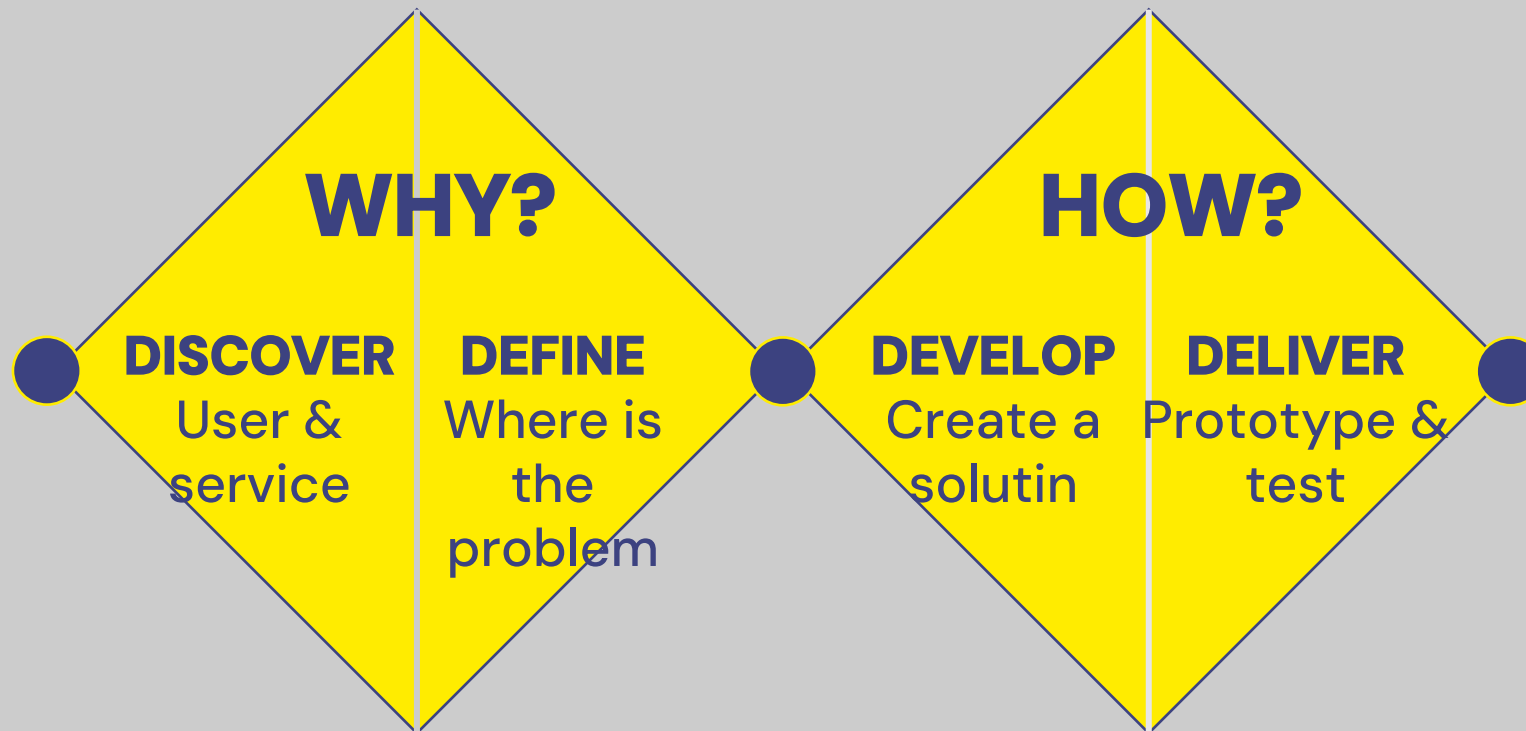


**Prototype**  
Start to  
create  
solutions



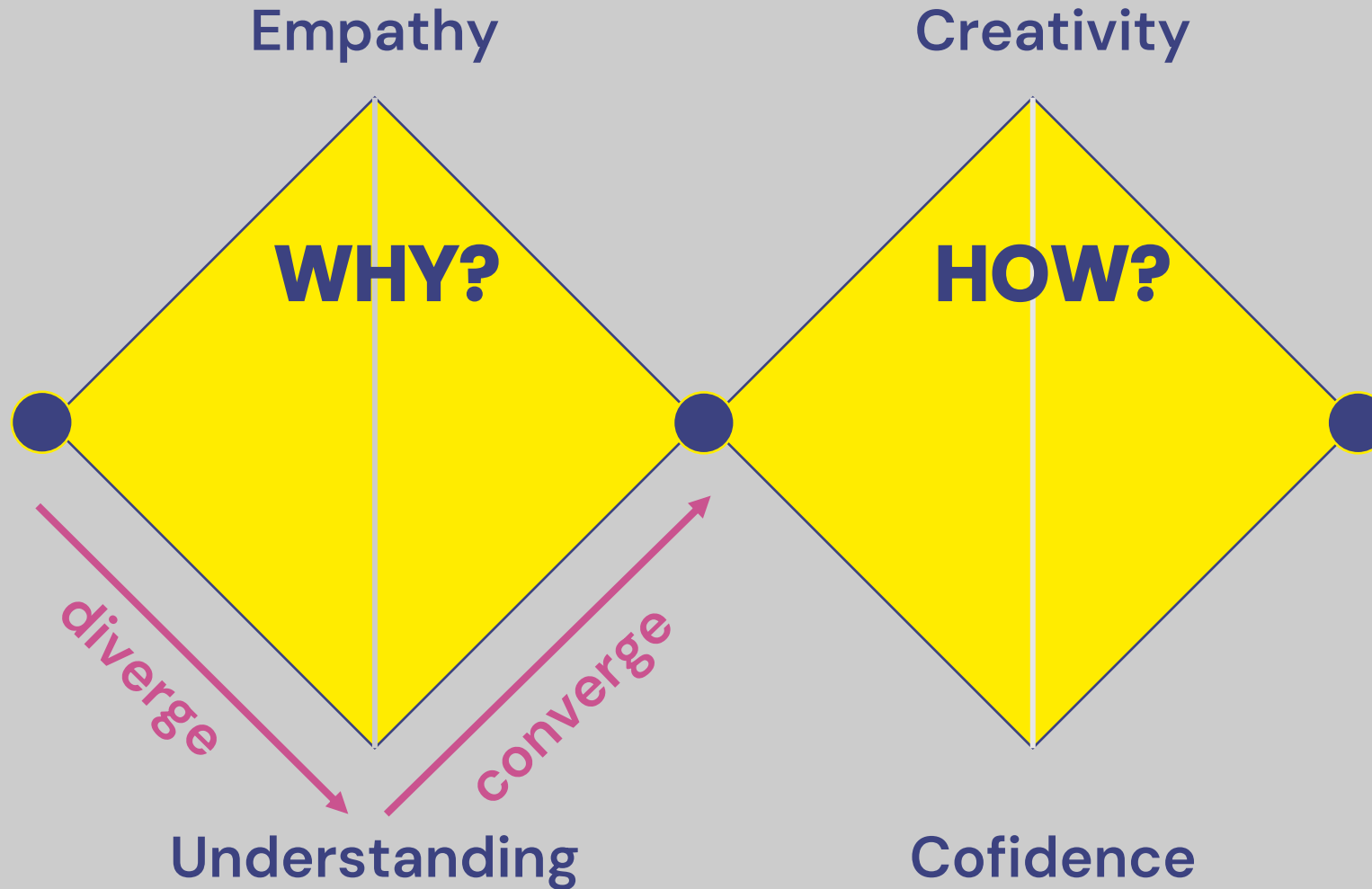
**Test**  
Try Your  
solutions  
out

# Design thinking: Double diamond



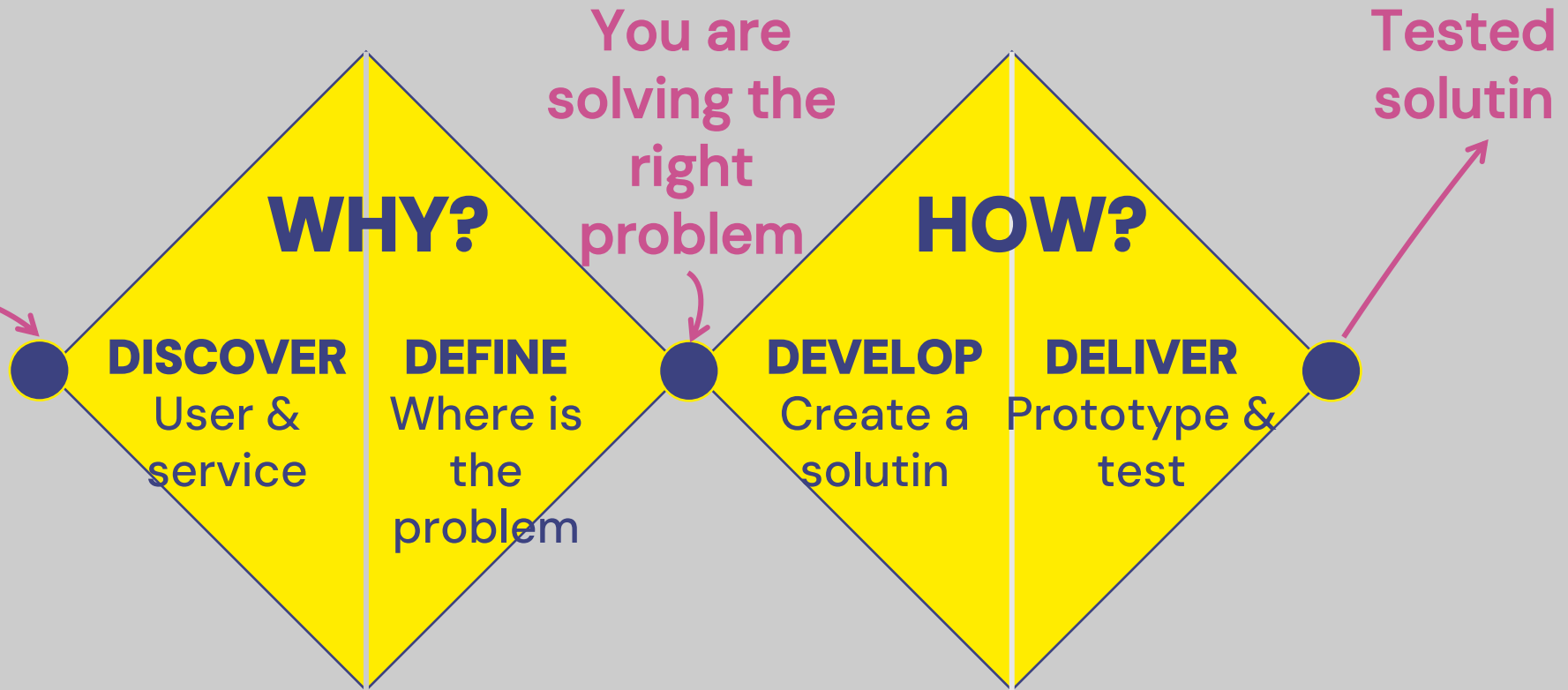
Popularized by British Design Council (2005)  
<https://www.designcouncil.org.uk/our-resources/the-double-diamond/>

# Design thinking: Double diamond

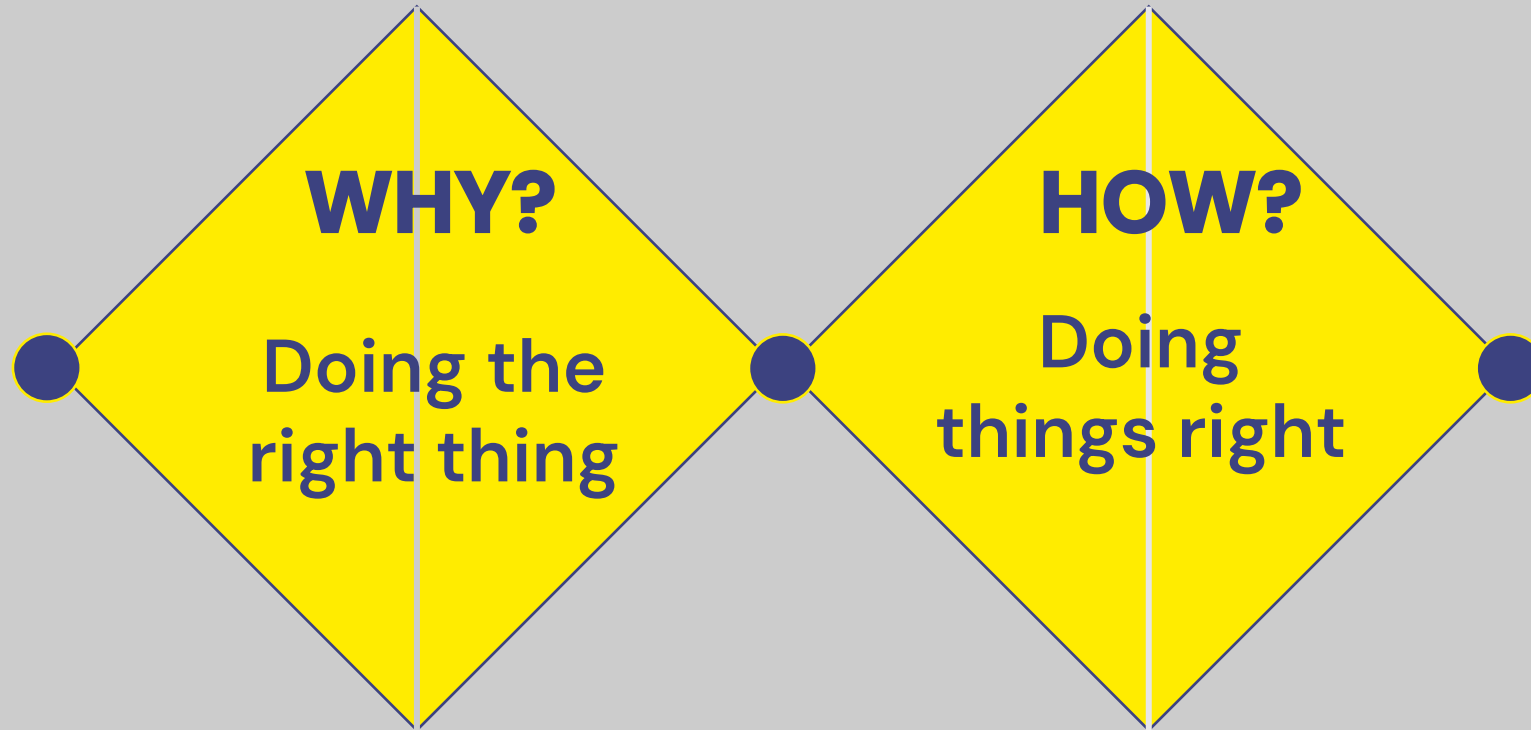


# Design thinking: Double diamond

Something is not working or missing

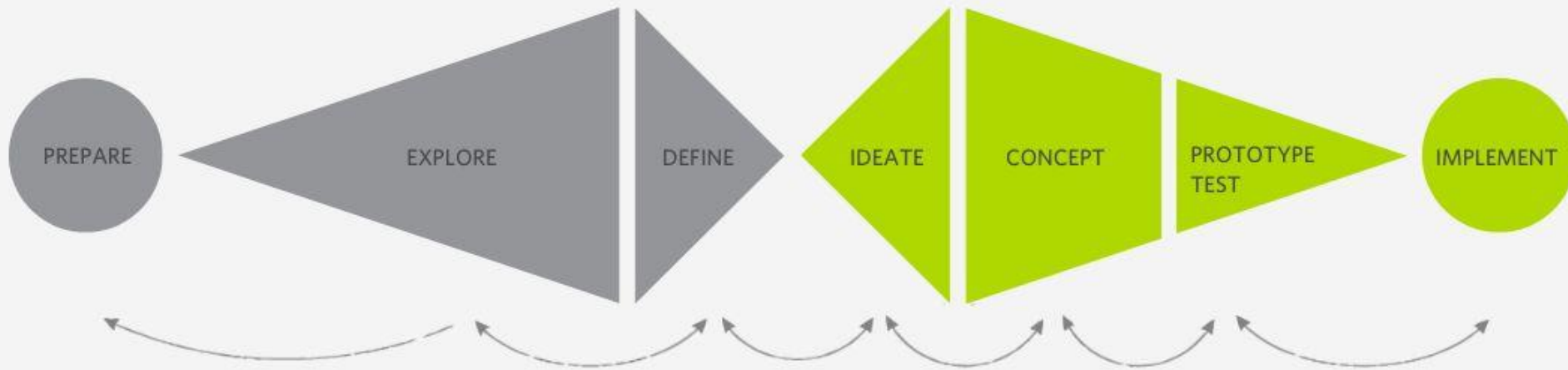


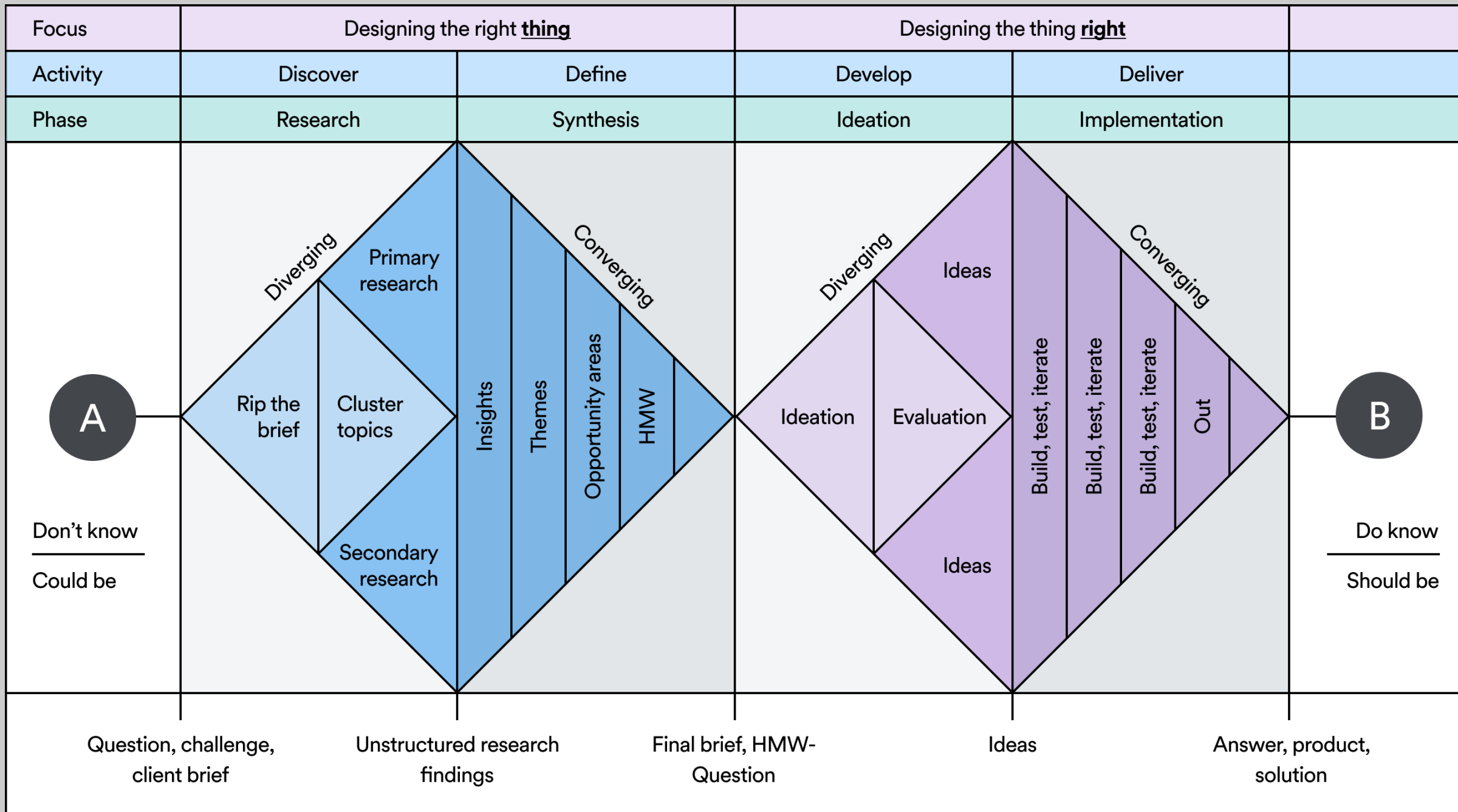
# Design thinking: Double diamond



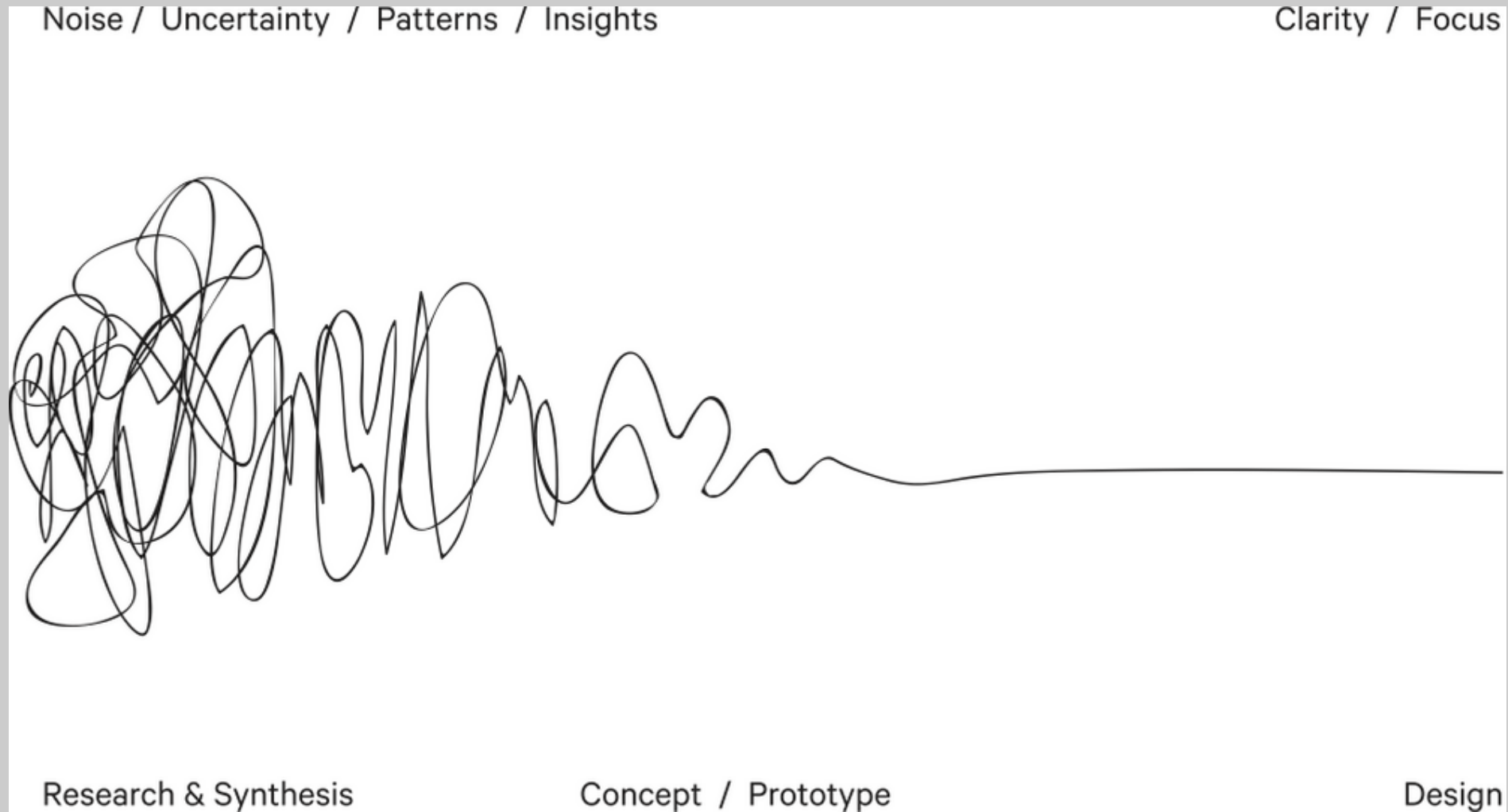
## PROBLEMSPACE

## SOLUTIONSPACE





# The Design squiggle by Damien Newman

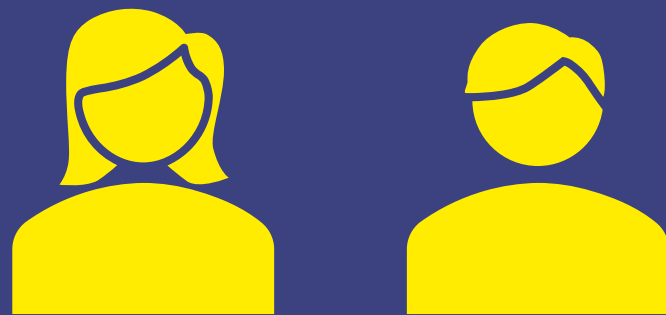




# Design thinking is

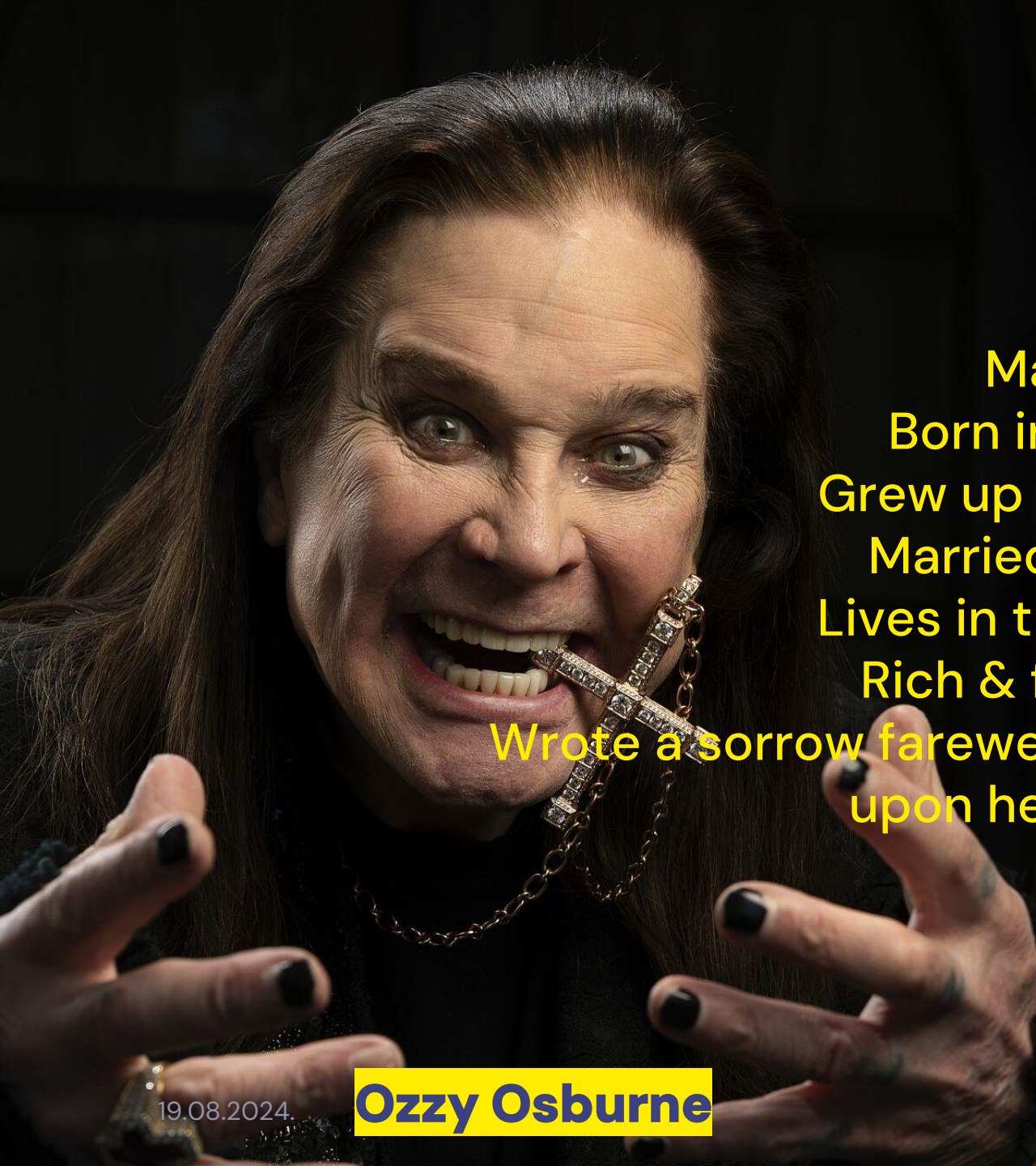
- user centered
- problem-solving
- non-linear
- interative
- co-creative

**teamwork.**



**USER?**

Man  
Born in 1948  
Grew up in the UK  
Married twice  
Lives in the castle  
Rich & famous  
Wrote a sorrow farewell to Queen Elizabeth II  
upon her death



**Ozzy Osbourne**

19.08.2024.

**Man**

**Born in 1948**

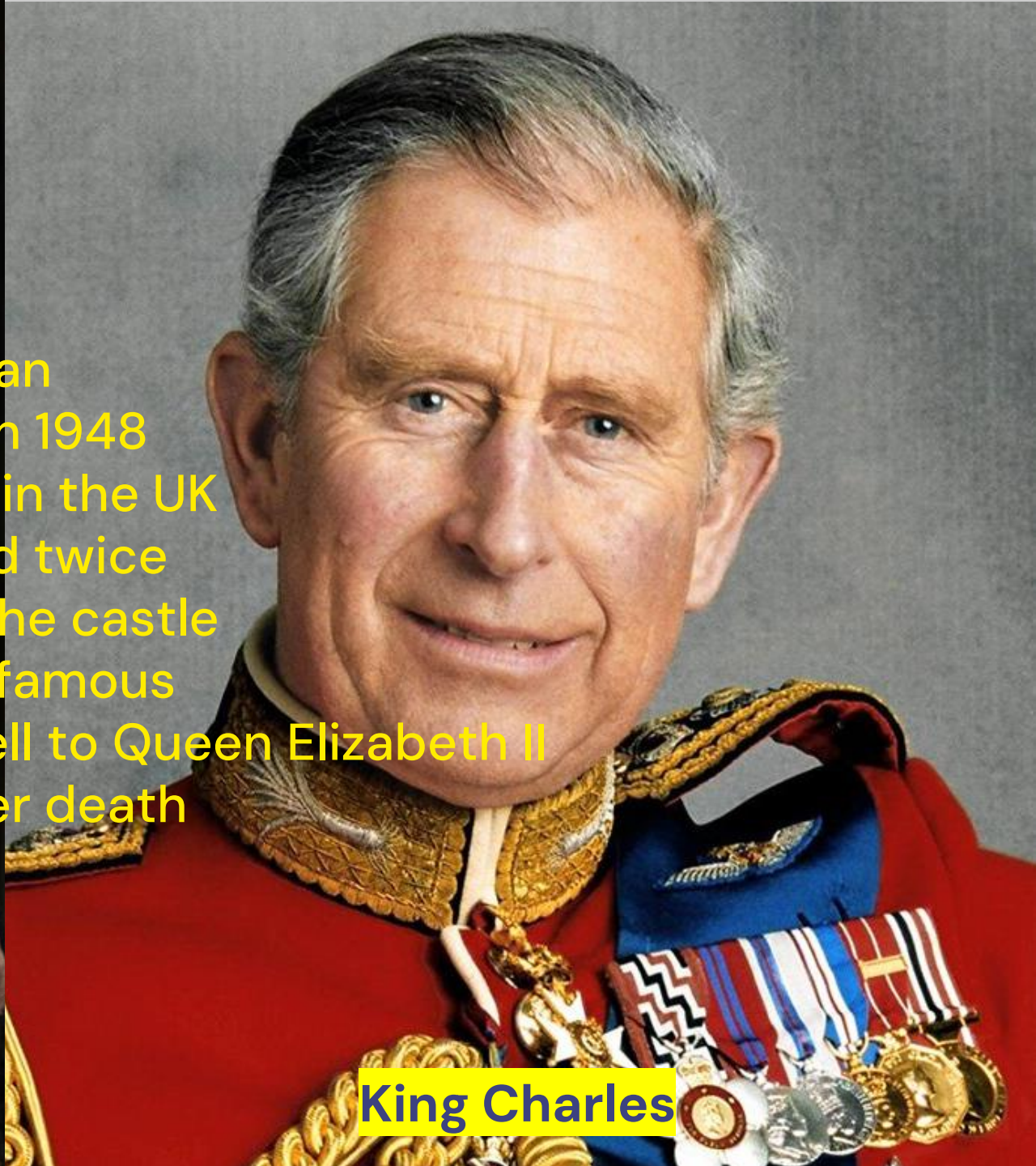
**Grew up in the UK**

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upon her death**

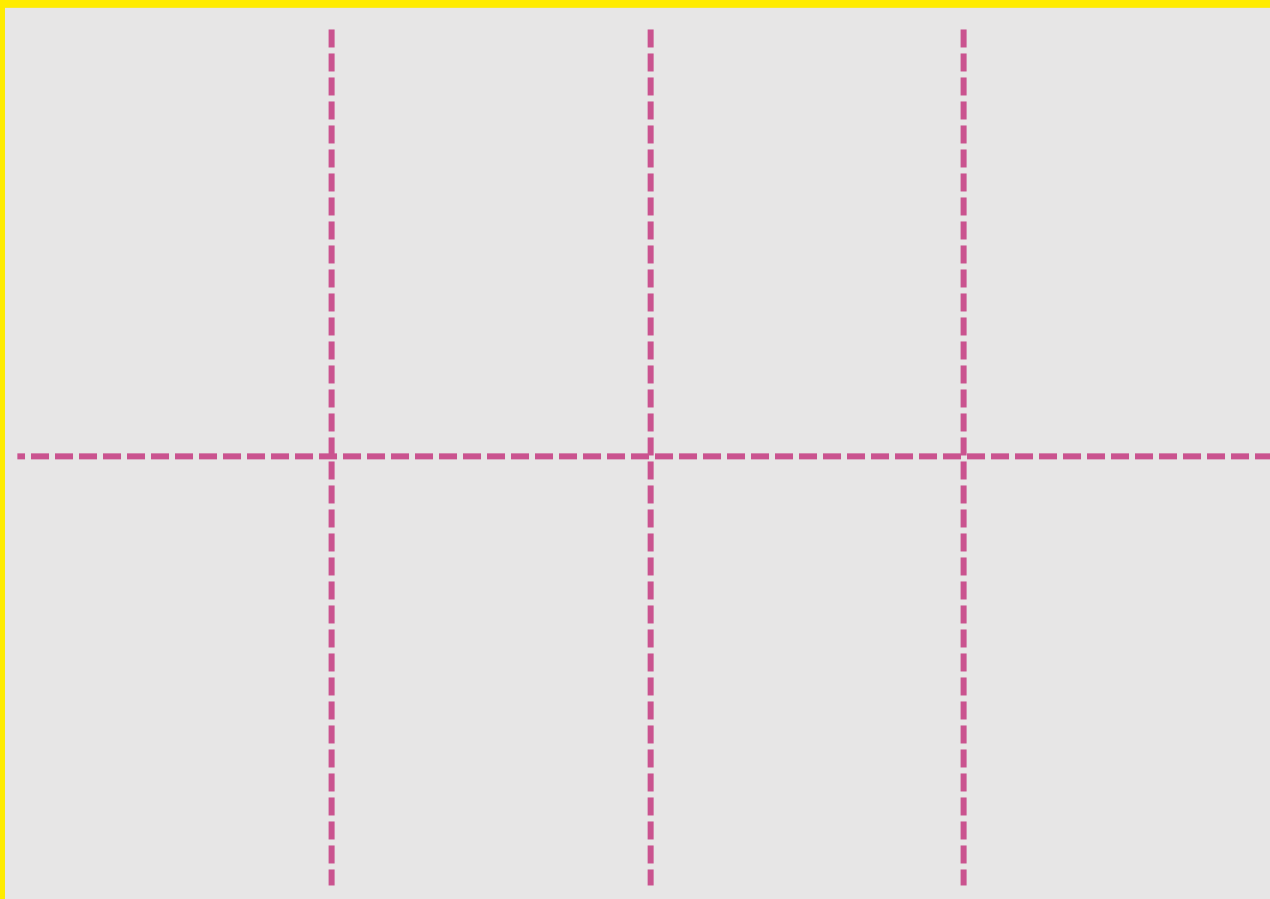


**King Charles**

# Agenda

- Design thinking : Theory
- **Design thinking : Exercise**

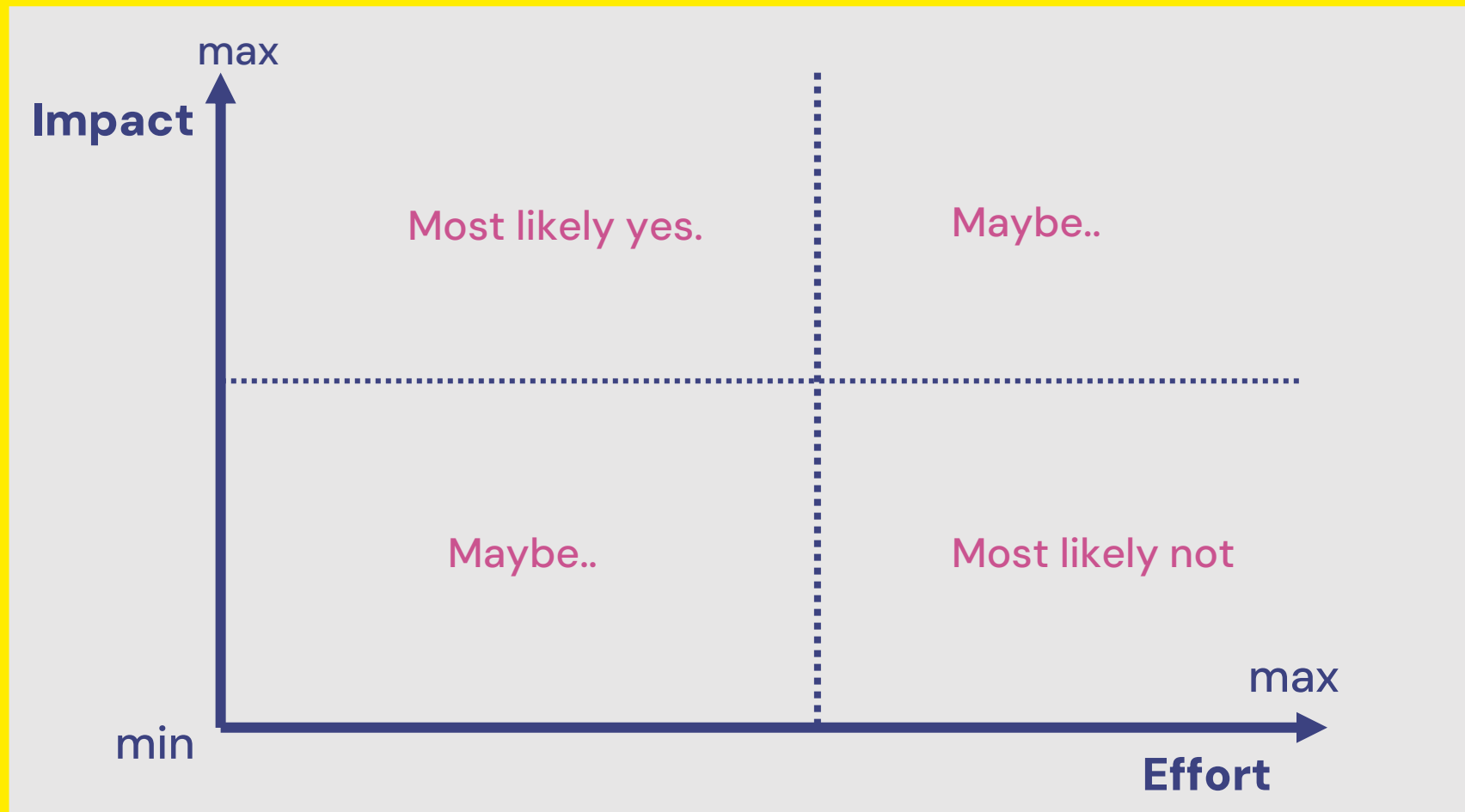
# Crazy 8



# Sharing and choosing ideas

- Share your ideas with the group
- Choose the best ones and write them on post-it notes

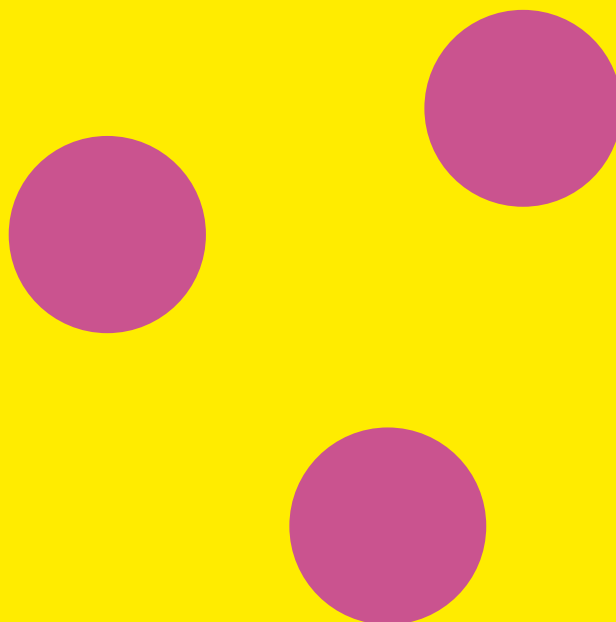
# Impact – effort matrix







# Vote for the best ideas



May design thinking help you  
reach new horizons!



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