MASTERCLASS DESIGN THINKING

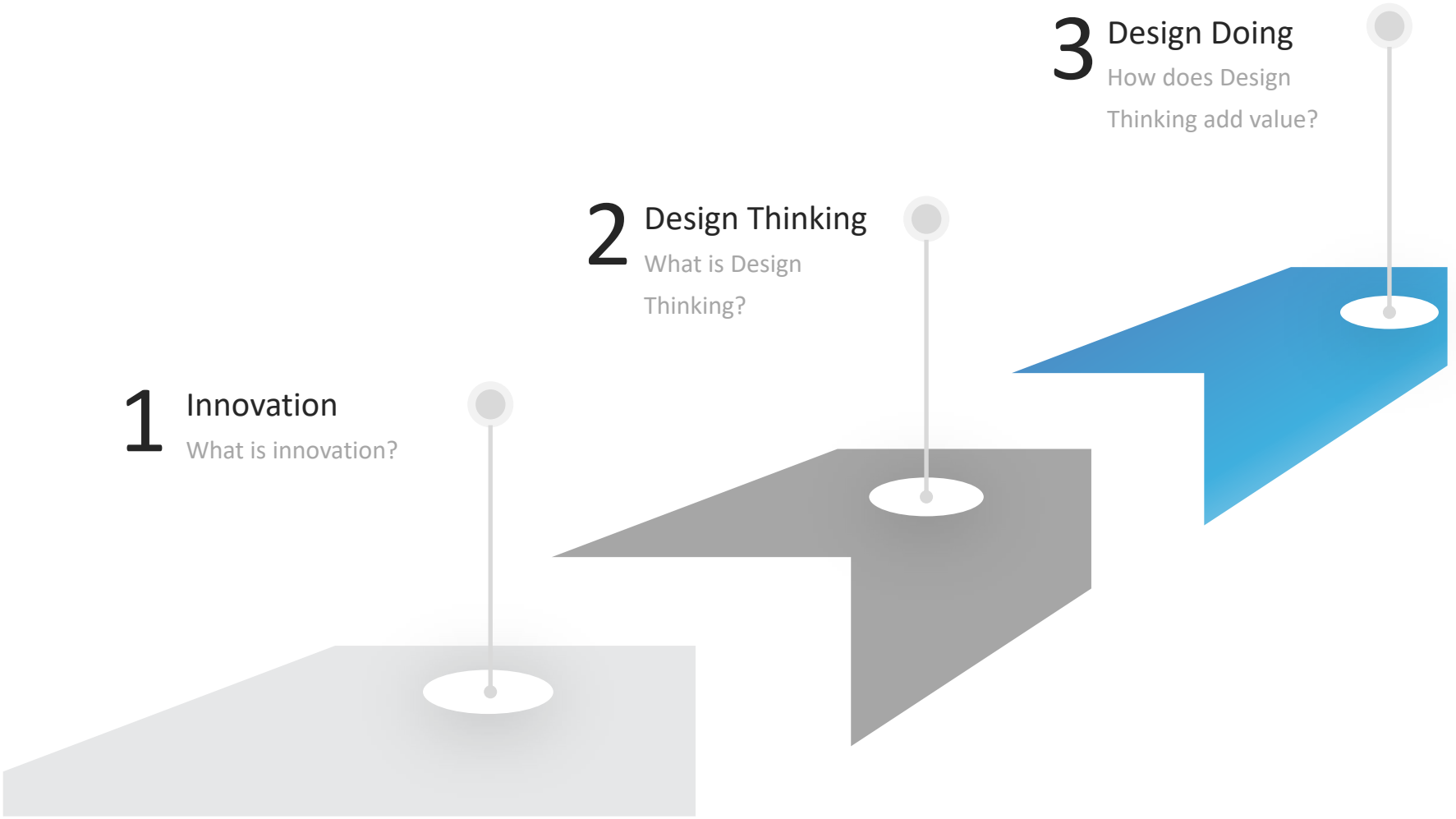
NYENRODE ALUMNI
VOORTGEZETTE COMPAGNIE VAN VERRE

Kring Innovatiemanagement en Grow Strategies

Roy Schinning-Woltring

4 juni 2019

ROADMAP OF THE DAY

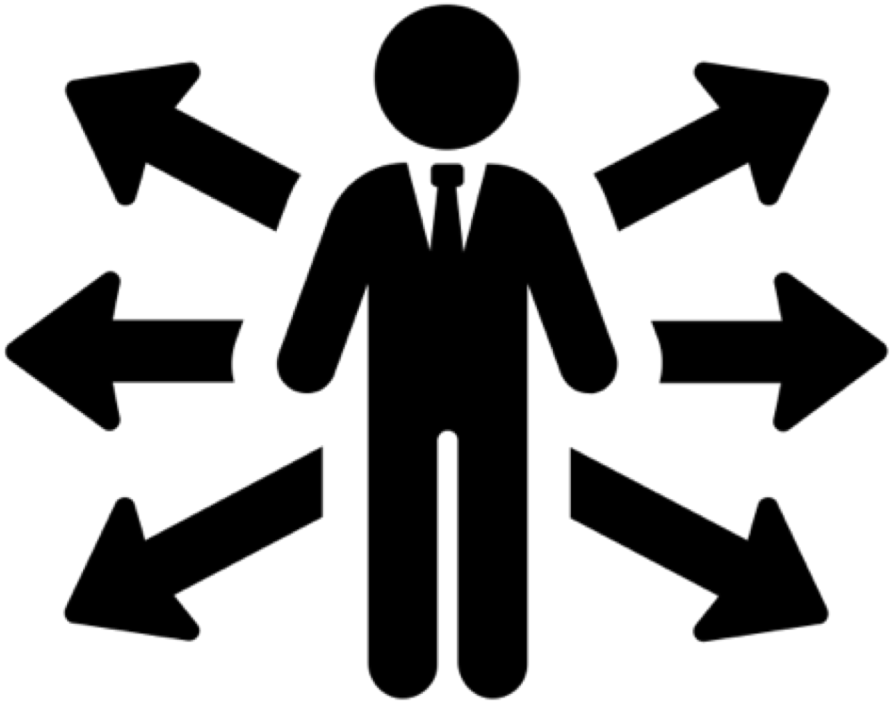


INNOVATION

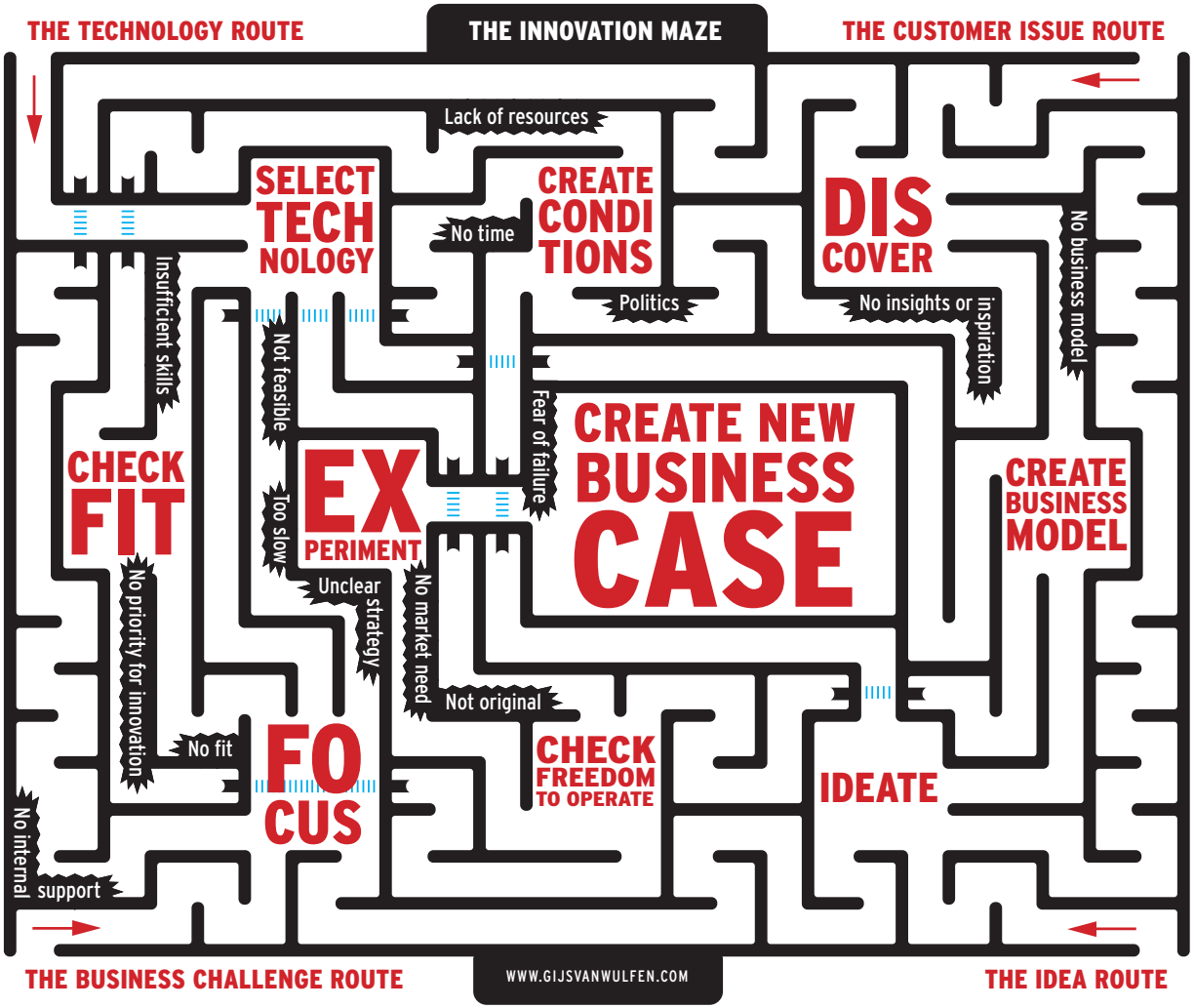
1 INNOVATION TRIGGER

Problem

Opportunity

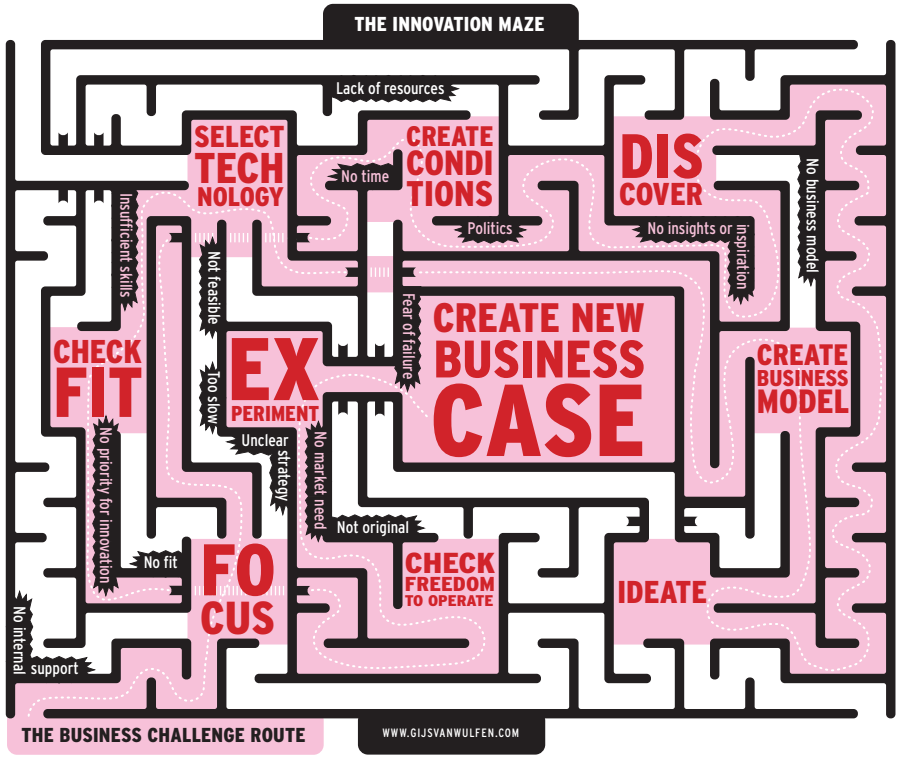


2 INNOVATION ROADMAP

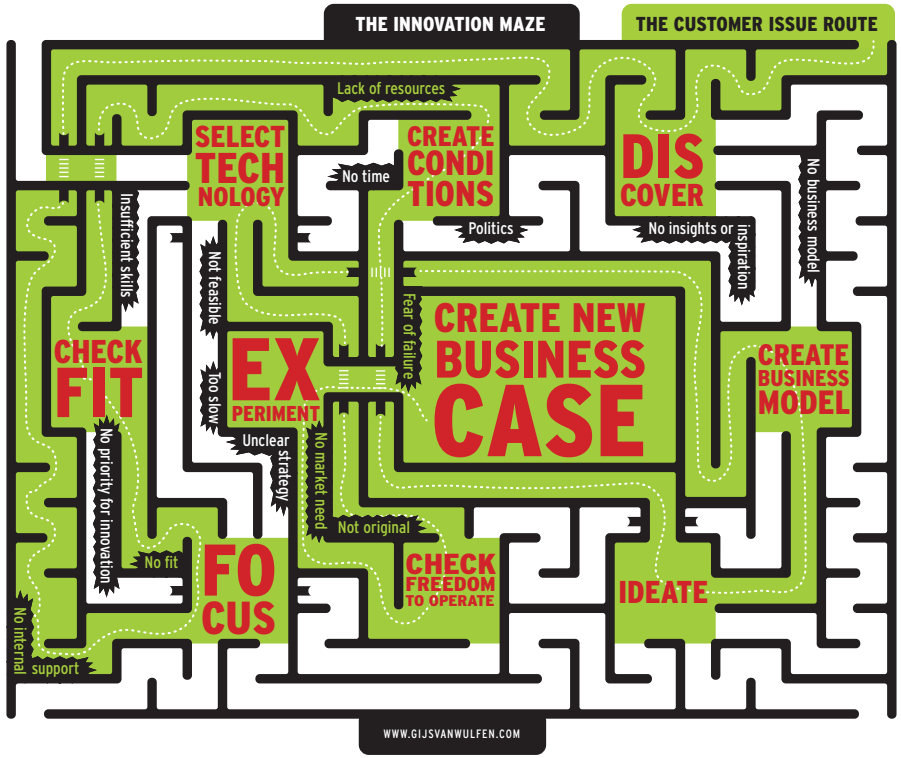


PROBLEM TRIGGER

Business Challenge

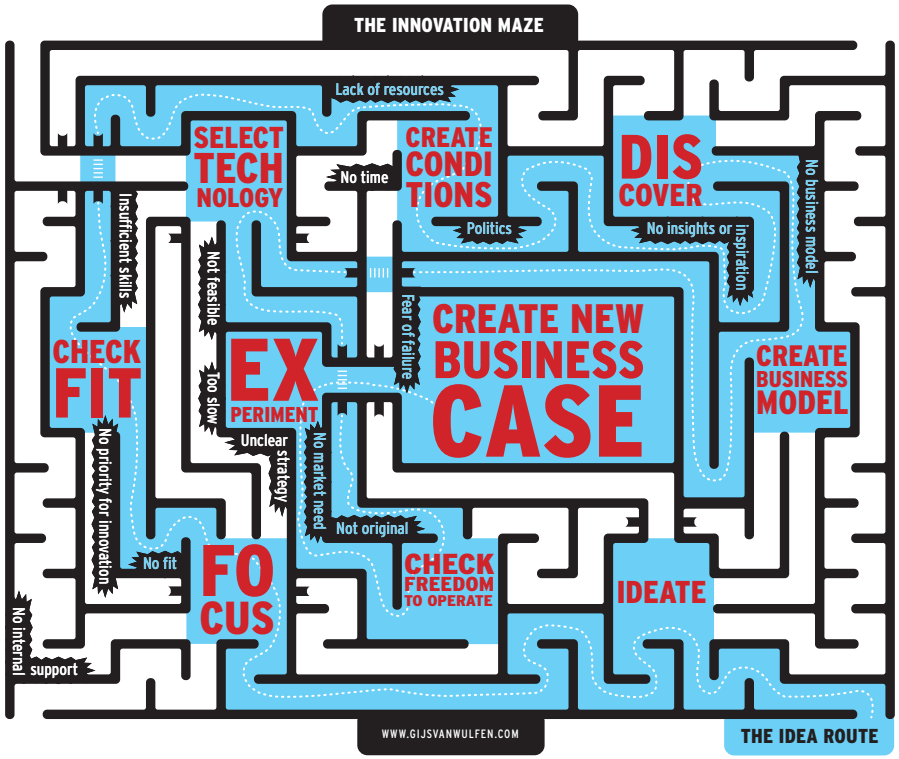


Customer Issue

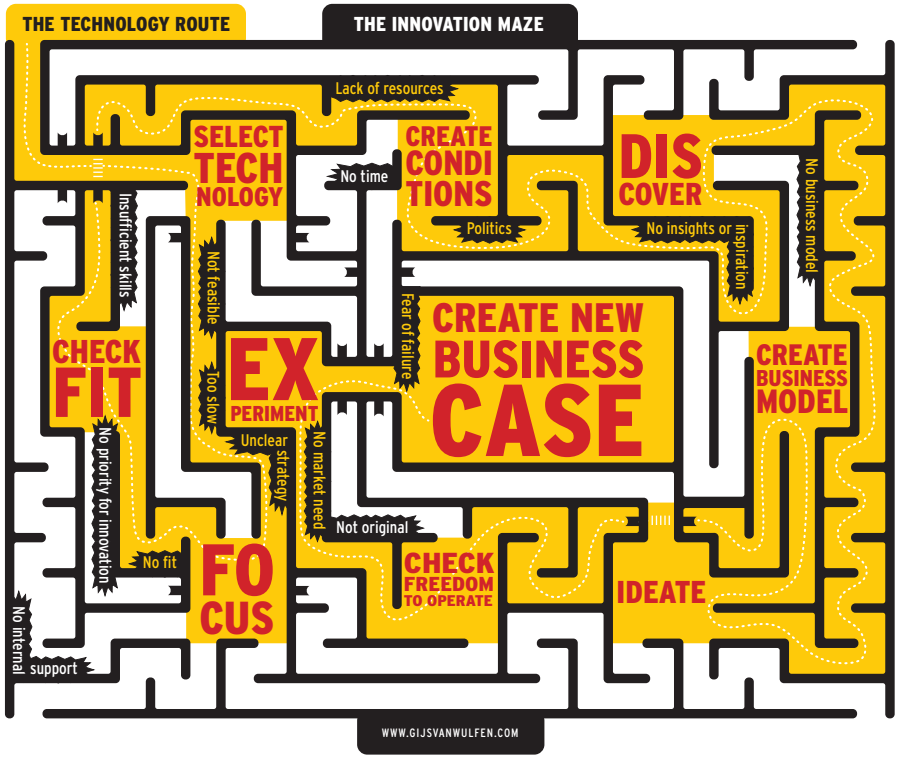


OPPORTUNITY

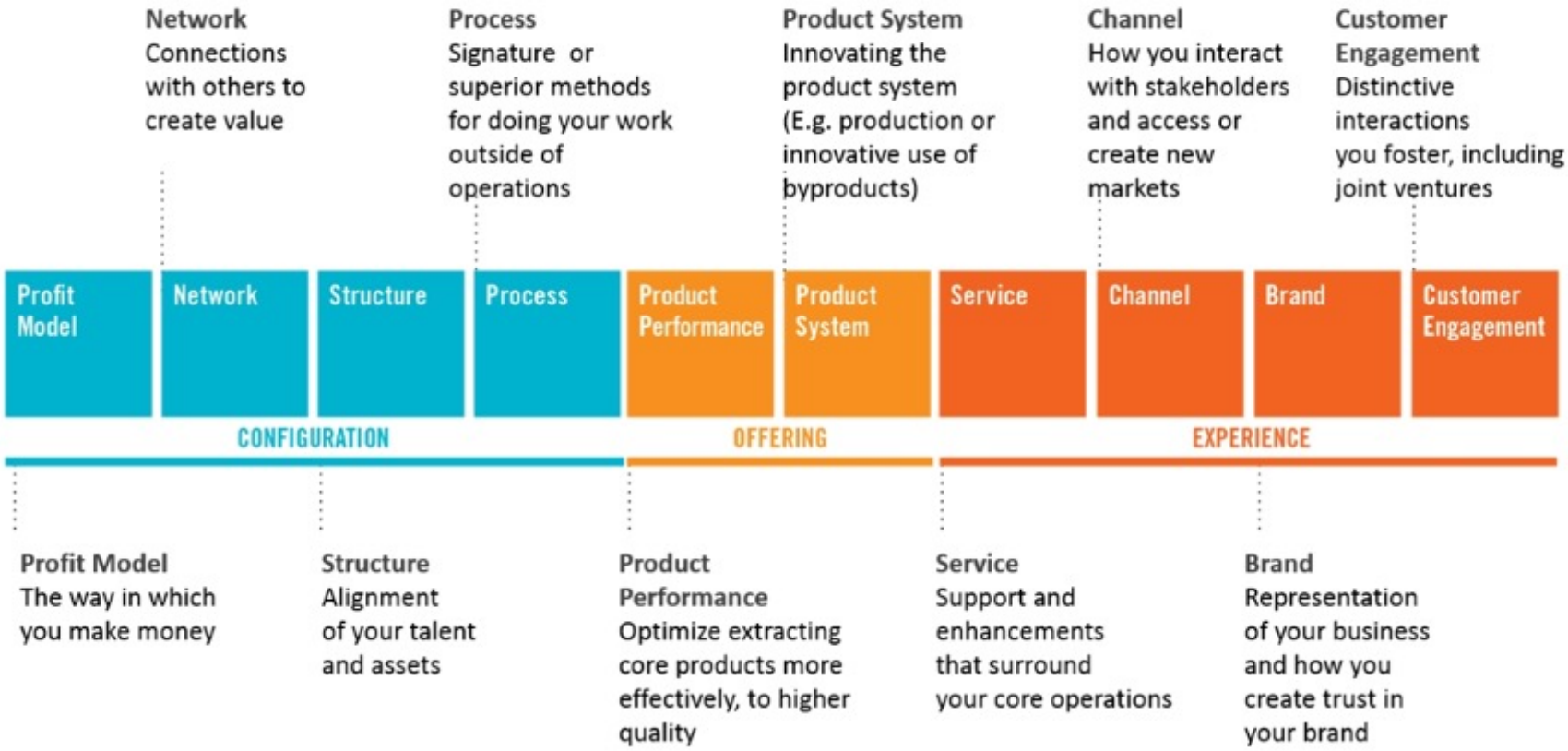
Idea



Technology

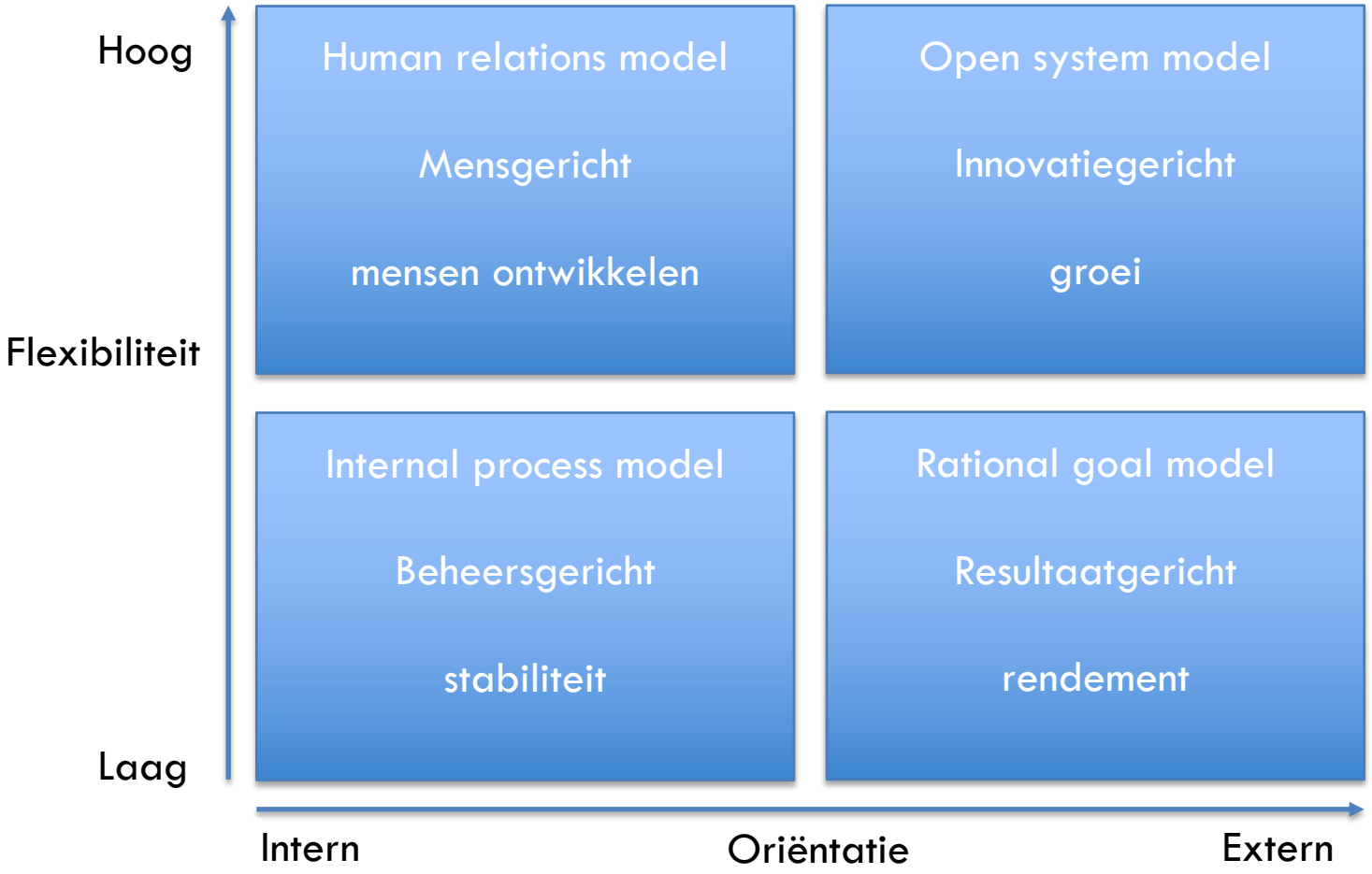


3 TYPE INNOVATIONS



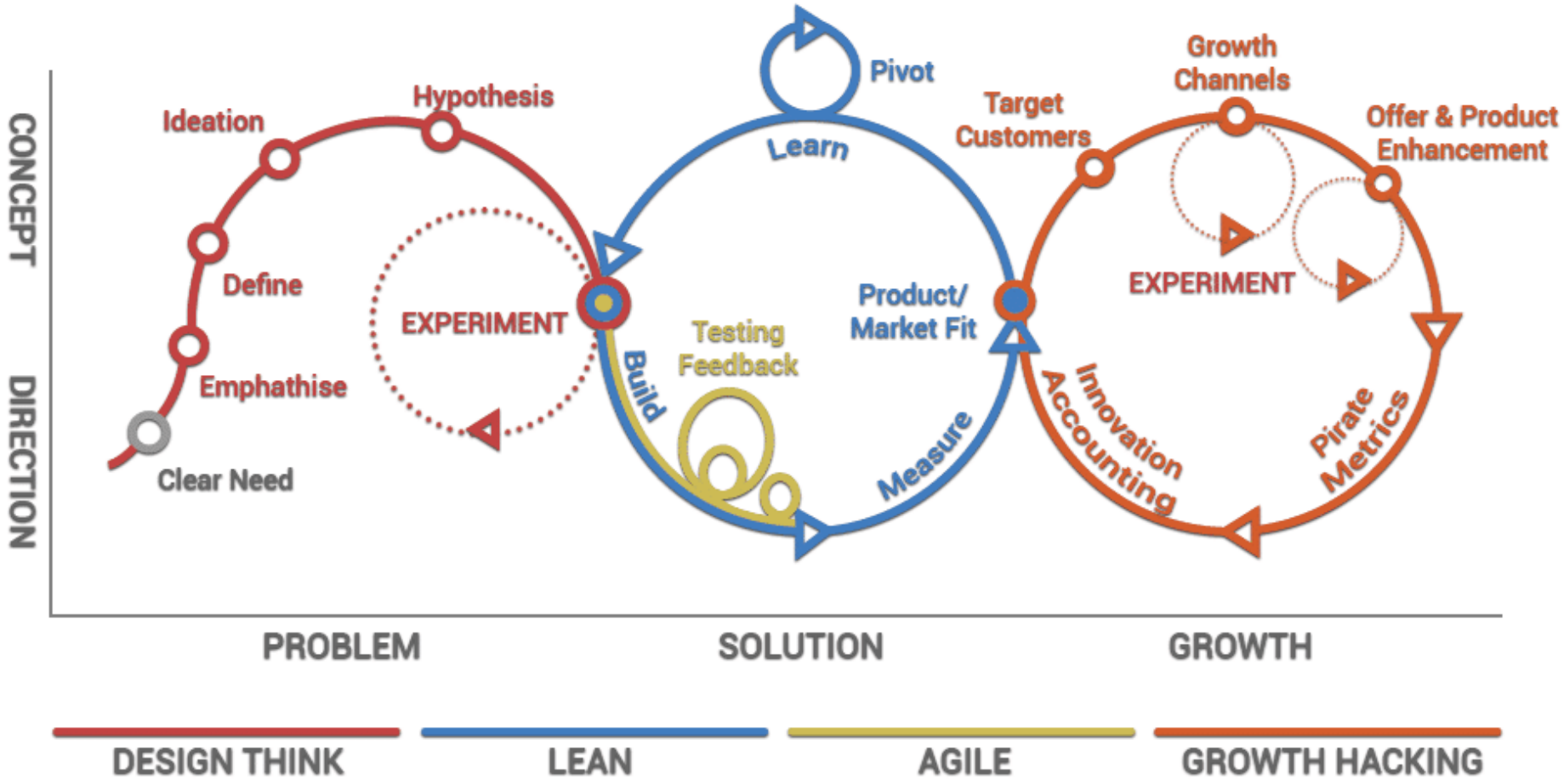
Larry Keeley, Ten Types of Innovation, www.doblin.com

4 INNOVATION ENVIRONMENT



Competing Values Framework van Robert Quinn en Rohrbaugh

5 INNOVATION REALISATION



https://siberdigital.com/solution-approach

DESIGN THINKING

DESIGN THINKING

"Design Thinking is a method of meeting humans' needs and **desires** in a technologically **feasible** and strategically **viable** way."

“Van welke ervaring heb jij tot nu toe het meest geleerd?

PRINCIPLES OF DESIGN THINKING

User-centric

Collaborative

Iterative process

Holistic (systems thinking)

Optimistic

Experimental

Experience design (emotional aspects)

ACTIVITIES

Context

Desk research

Observe

Interview

Empathic

Experiment

Facilitate

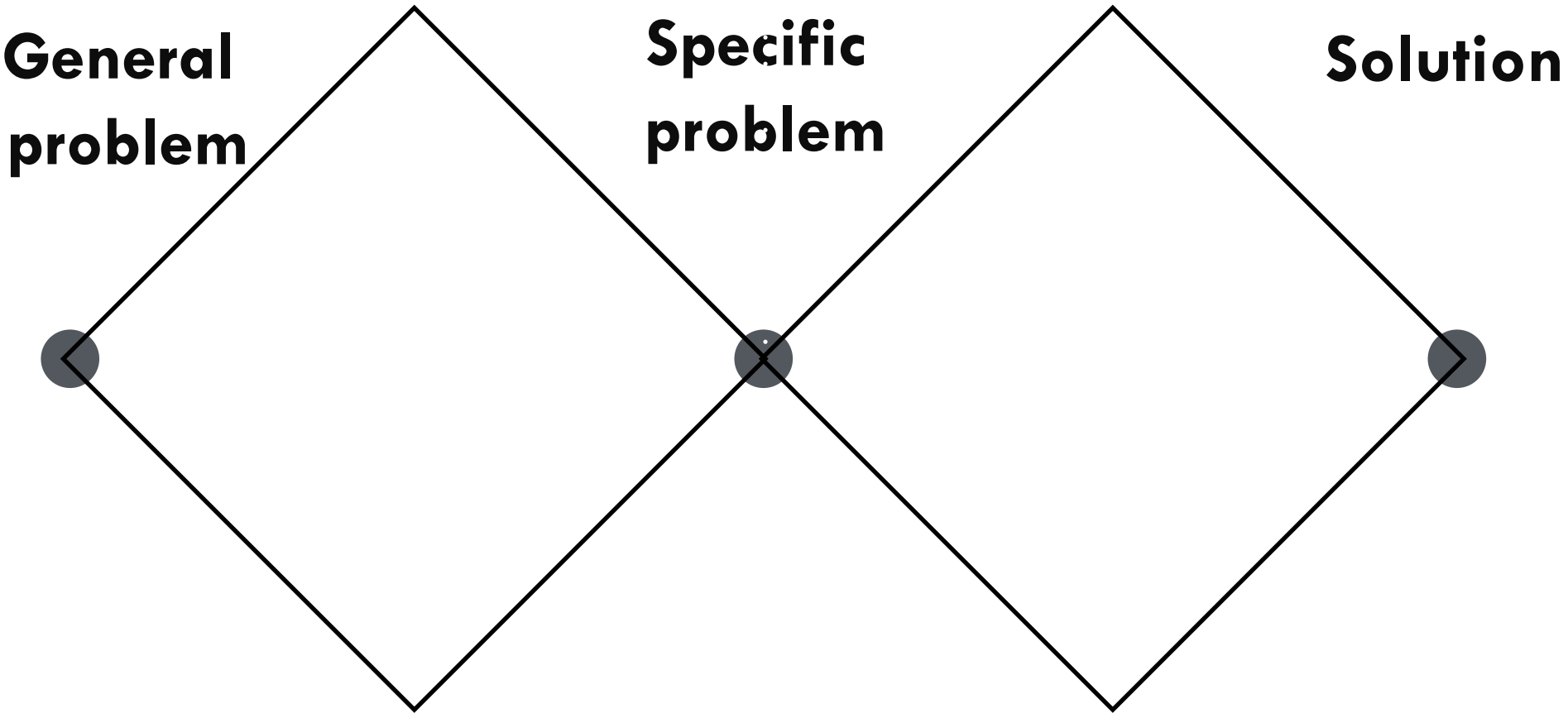
Visualize

CURRENT PROCESS

problem **solution**

Opportunity

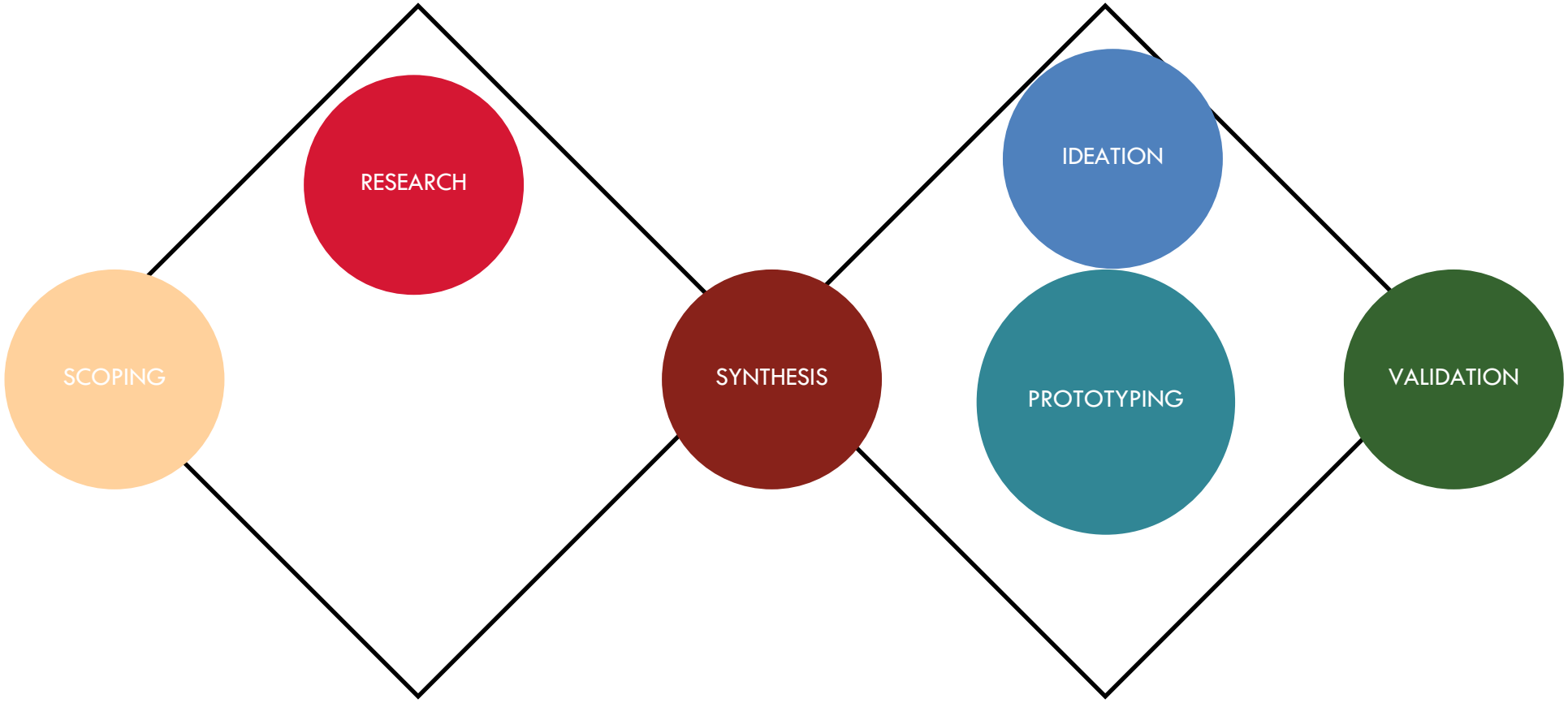
DESIGN THINKING PROCESS



CHALLENGE SPACE

SOLUTION SPACE

DESIGN STEPS



EXPLORING THE PROBLEM

EXPLORING THE SOLUTION

DESIGN DOING

PROBLEEMSTELLING

- **Wat wil de probleemeigenaar gaan oplossen?**
- **Hoe ziet het eindresultaat eruit als het probleem is opgelost?**
- **Wie ervaart het probleem?**
- **Wat is het belang van het probleem?**

DEN HARTOGH
LOGISTICS

CASUS

"How can we find the optimal processes and standardize as much as possible during the replacement of the current legacy Transport Management Systeem in a worldwide environment with local pecularities, customer specific demands, supplier power, technical impossibilities and traditional working methods?"

DESIGN CHALLENGE

How can we make
the surgical tool lighter?

HOW MIGHT WE MAKE
THE SURGICAL TOOL MORE
COMFORTABLE IN THE HAND DURING
LONG PROCEDURES?

FRAMING

PROBLEM
Which problem are you trying to solve?

OPPORTUNITY
What opportunity did you spot?

DESIGN CHALLENGE
How might it help the persona?

TEAM

DATE

VERSION

GIVEN THE CONTEXT

What is the environment? What are barriers or accelerators?

HOW MIGHT WE HELP/ SUPPORT/ MAKE SURE

Who is the persona you are trying to serve?

TO FEEL/ ACHIEVE/ DO/ BE

What is their main goal(s)?

SO THEY CAN

What is their need or emotional goal(s)?

DESIGN CHALLENGE.....

COCKTAIL MIX

CATEGORIES

INGREDIENTS

DATE

TEAM

VERSION

TIPS & TOPS

CREATIVE IMPACT

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