



Introduction to Design Thinking

What is design thinking?

Design thinking is a way of applying designer’s mindset to generate creative solutions to intractable or ‘wicked’ human-centered problems. It was first identified at Stanford University in the 1980’s as part of research looking into the thinking habits of architects and city planners. In the 1990’s design thinking began to be used as a tool for helping organizations solve problems and create new processes, products and services. More recently design thinking has been taught as a curriculum module on more than 60 university programmes across a variety of arts and science subjects.

According to Tim Brown, CEO of IDEO, the key qualities of design thinkers are empathy, integrative thinking, optimism, experimentalism and collaboration.

Design thinking is a set of activities and approaches for quickly generating options on a given, real-world problem. At its core is a discover-prototype-test-refine cycle that includes target user(s) throughout, ensuring better outcomes. Design thinking is playful and generative in nature. By learning and applying design thinking principles, you will be developing a practical skill set that has a huge range of potential applications.

This one-day workshop will introduce the principles of design thinking, as currently taught at Stanford’s d.school.

This workshop is suitable for participants from any background

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