

# Hello

## Design thinking course 1. lecture



Happy to see you, before we start, please do the following:

TURN OFF microphone

TURN ON camera



You can then say hi in the chat and answer the question of the day on **menti.com**:

What is your perfect breakfast?

This lecture is interactive, you can open **menti.com**  
With the code: **XXXX XXXX**

Your input will be required.

# What is your perfect breakfast?

Pancakes

Eggs and bacon

The Perfect Food for perfect breakfast!

Toast with tomatoes and cheese, a nice cup of coffee and a beautiful, sunny morning

cerial

Tea

Toast with jam and cofee

Pancakes with chocolate sauce and a cup of coffee

Bacon with eggs, garlic bread, apple, and an orange juice.

# What is your perfect breakfast?

Avocado toast

fruit's

Pancakes and coffee

Tea with milk, wrap with fried eggs and vegetables

eggs with tomato and avocado

Very slowly enjoying cooked eggs with backon, slowly drinking tea

Panckakes

Cup of tea, sandwiches with cheese and cereals

Boiled eggs and milk

# Introduction

TSI



**Design Elevator**

## **Design to elevate your ideas**

We provide design services in product and service development to clients from startups to multinational companies.




## Charles Bušmanis

I am a designer, author, teacher, who constantly learns new things.

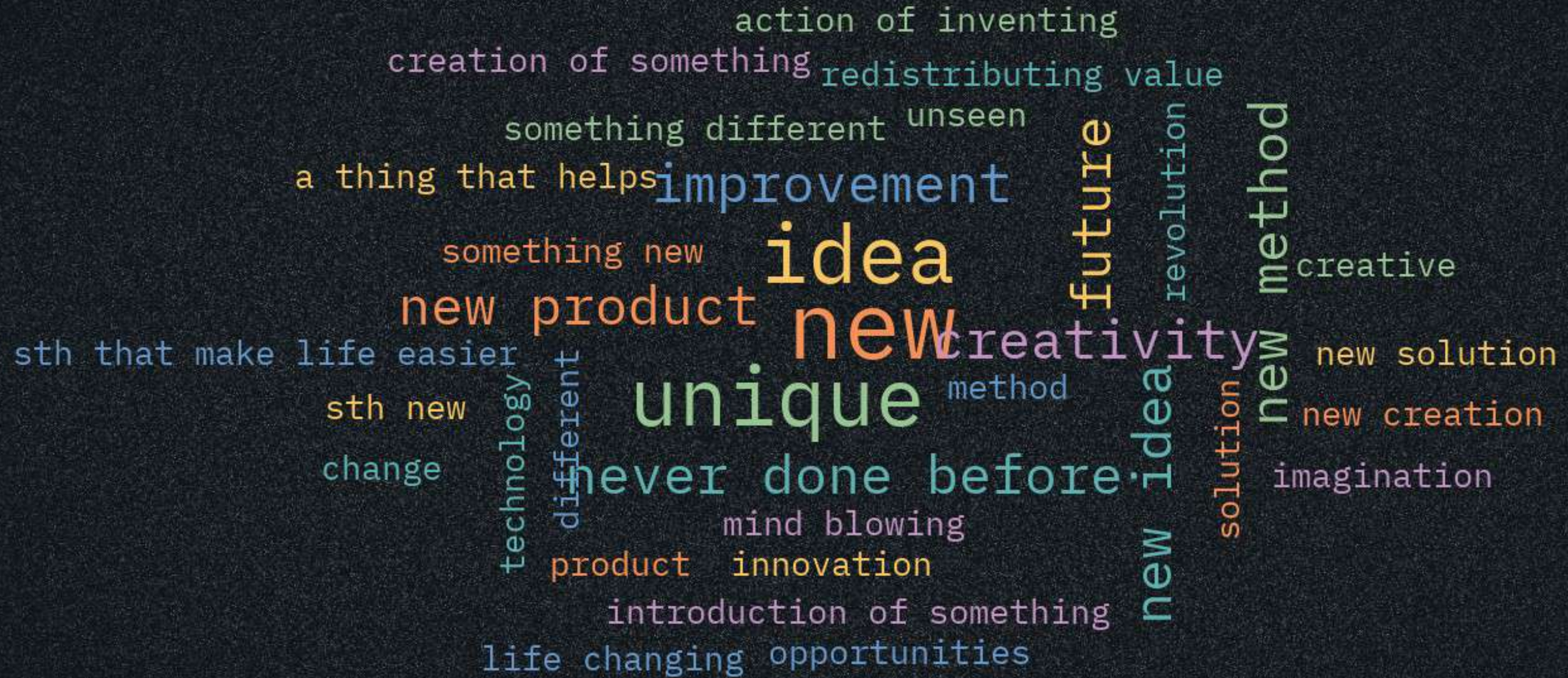
# Plan of the day

- WHAT IS INNOVATION?
- VALUE OF DESIGN (thinking)
- WHAT IS DESIGN THINKING
- DESIGN AND INNOVATION EXAMPLES
- KEY TAKEAWAYS
- JAUTĀJUMI, KOMENTĀRI, IEBILDUMI
- BREAK**
- INTRODUCE YOURSELF
- SILENT DIALOGUE
- TEAM FORMING (AROUND CHALLENGES)



Hi there,  
Feel free to ask questions in the chat if you have any, anytime.

# What is innovation?





Definition

# Innovation

It comes from the latin word “innovare” and it means **a new way to do existing things.**

To date, there is no consensus on the definition of “innovation” and what it means.

# What is an invention ?

never seen before  
 completely new idea  
 contrivance the product of innovation  
 conception a brand new idea a product  
 beginning **process** idea progress original  
 new and unique experiment  
 creation of something  
 it help to reflect imagination technology  
 the idea in a robust way development

Definition

# Invention

An invention is something **new that did not exist** it can be a product, a process, a service, ... .

# Invention

**Creation** of a nov product, process or service

Can be **autonomous** or induced

For non-economic or economic motives

Requires **competences** and financial aid

Driven by **curiosity** or research interests

Merit defined by **uniqueness**

Based primarily on **scientific skills**

# Innovation

**Introduction** of new product, design or service.

Usually **induced**

Usually for economic motives

Requires technical and **market knowledge** and financial support

Driven by desire to add **customer value**

Merit defined by **profitable** deployment

Based on **strategic, marketing, operational & technical skills**

# Design thinking in numbers

# 211%

Design-oriented companies perform 211% better, than the average market growth over a 10 years period.

P  
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## WITHOUT A WHOLE?

*The Current State of Design Thinking Practice in Organizations*

STUDY REPORT  
TECHNISCHE BERICHTE NR. 97

*Jan Schmiedgen  
Holger Rhinow  
Eva Köppen  
Christoph Meinel*

Hasso-Plattner-Institut für Softwaresystemtechnik  
an der Universität Potsdam, September 2015

# Design thinking in organisations

**71%**

Believes that design thinking does improve the work culture.

**69%**

Team confirming that the process helps generating new ideas and solutions.

**27%**

Organisations applying design thinking approach company wide.

Parts Without a Whole?

The Current State of Design Thinking Practice in Organizations (2017):

<https://idw-online.de/en/attachmentdata45603.pdf>

# Design Thinking Principles



Lecture

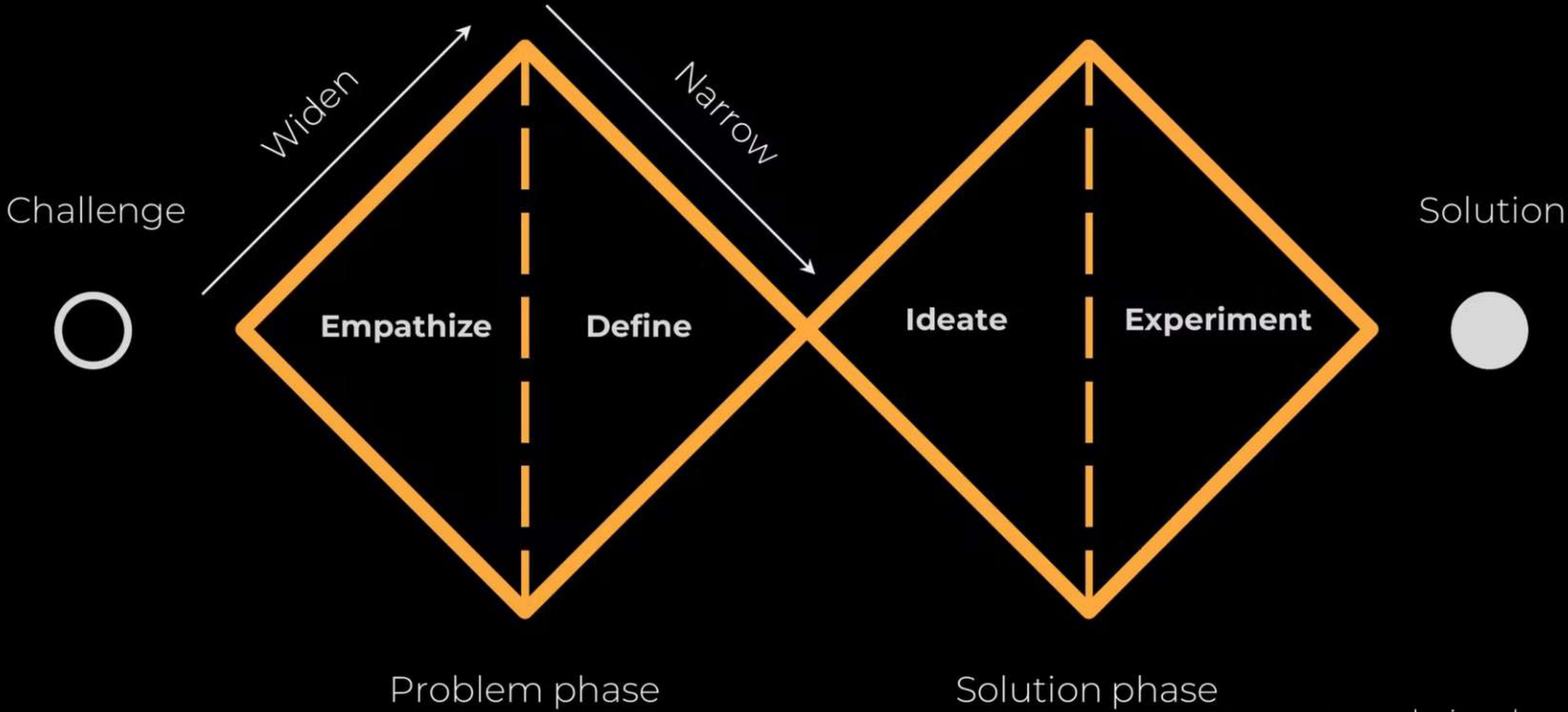
# What is Design Thinking?

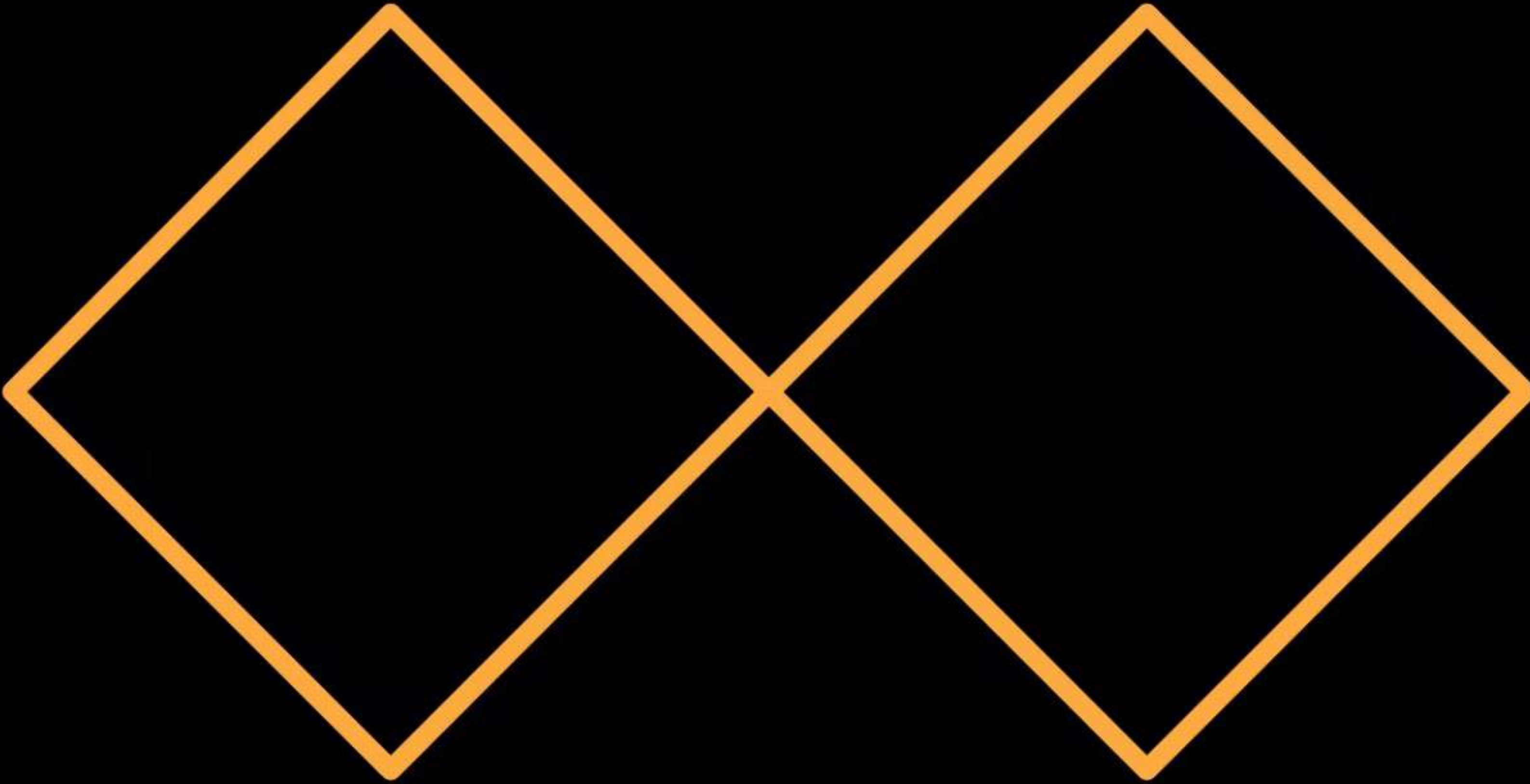
Design thinking is an **iterative creative process**. It's a **methodology** to solve problems, improve processes and services, putting the **user's real needs at the centre** of the solution.

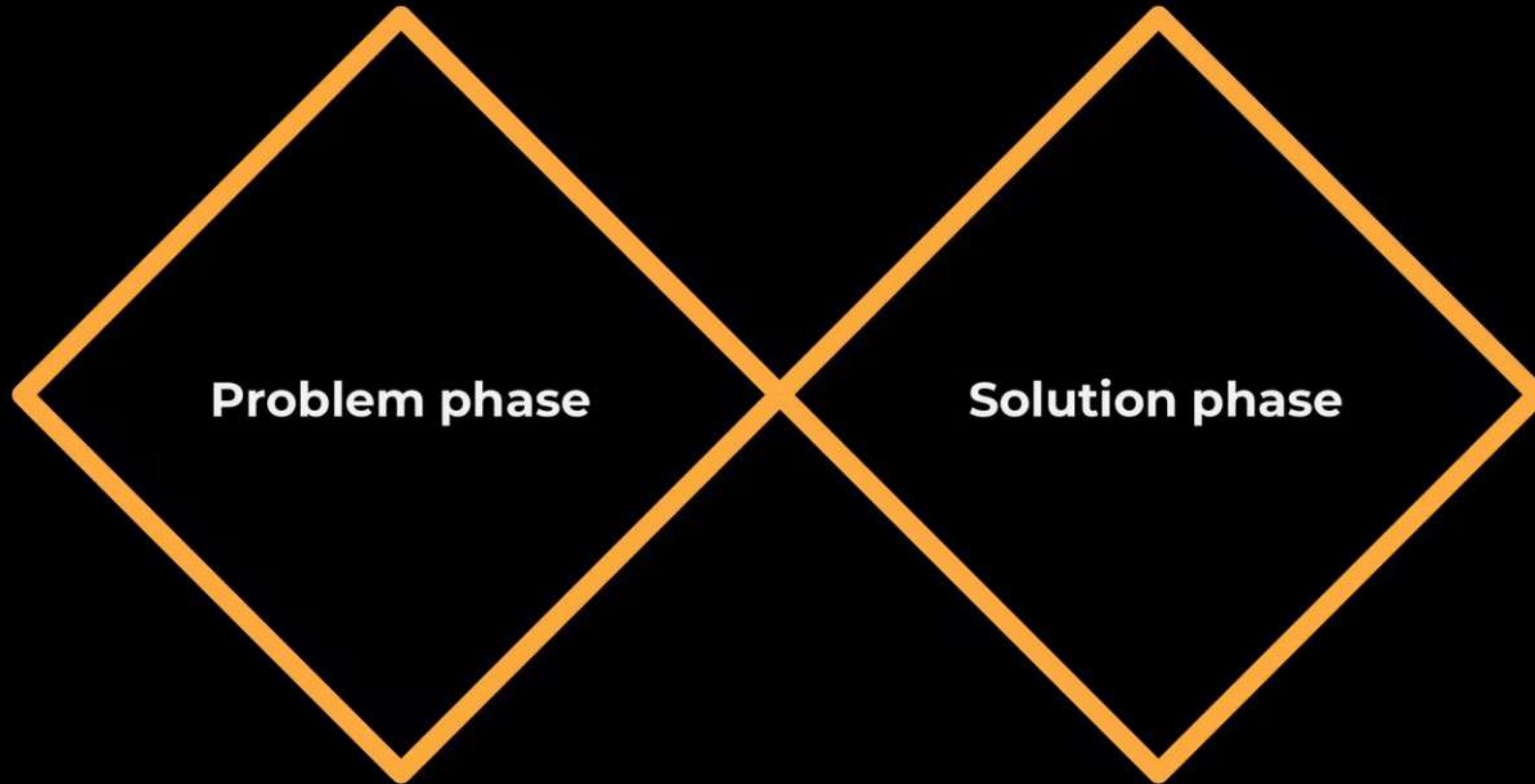
Design thinking techniques allow you to create, **quickly test and adapt** different ideas and arrive at the best and well-researched solution by **engaging the intended user** of the product or service.

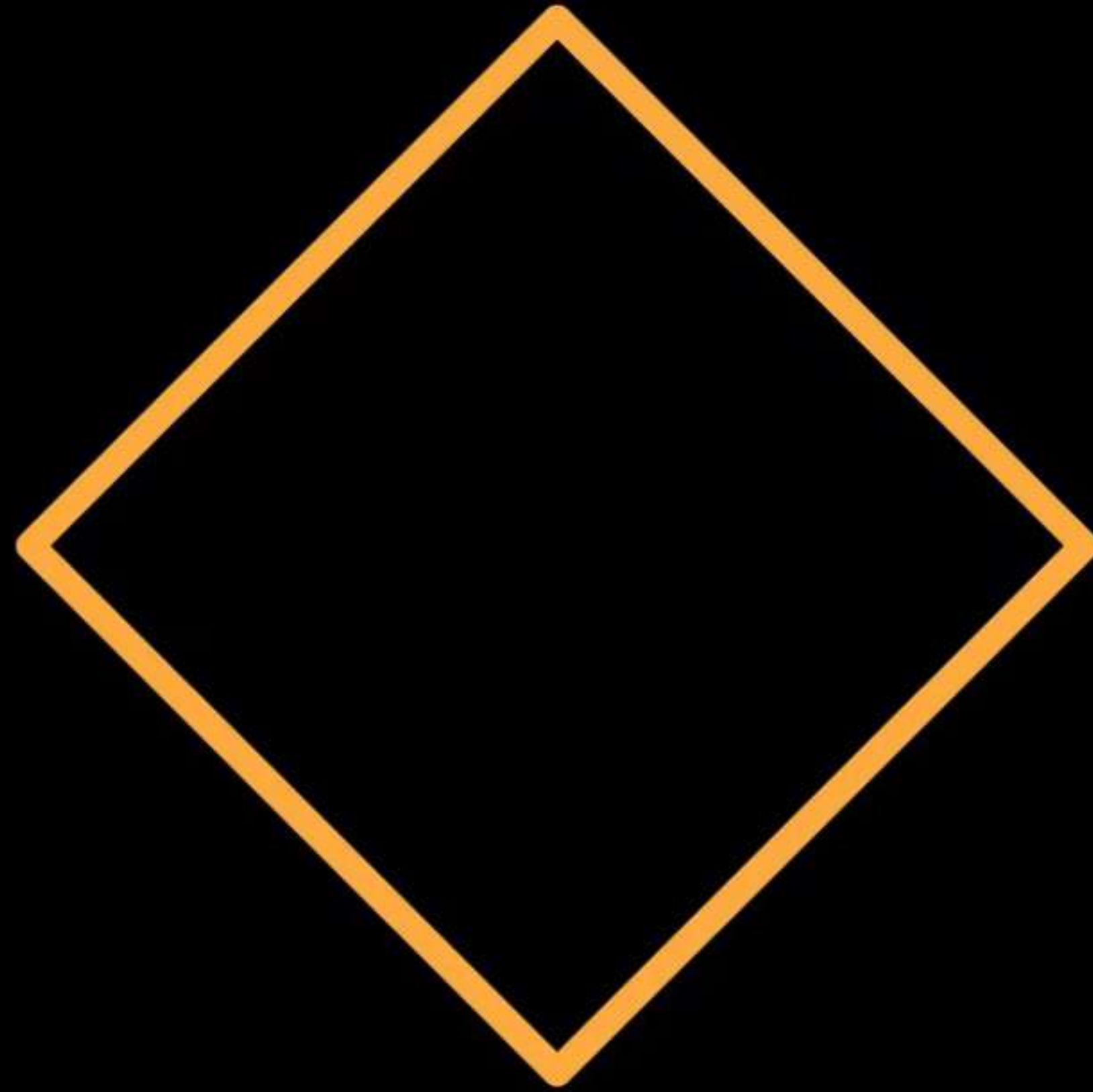
Design Thinking process

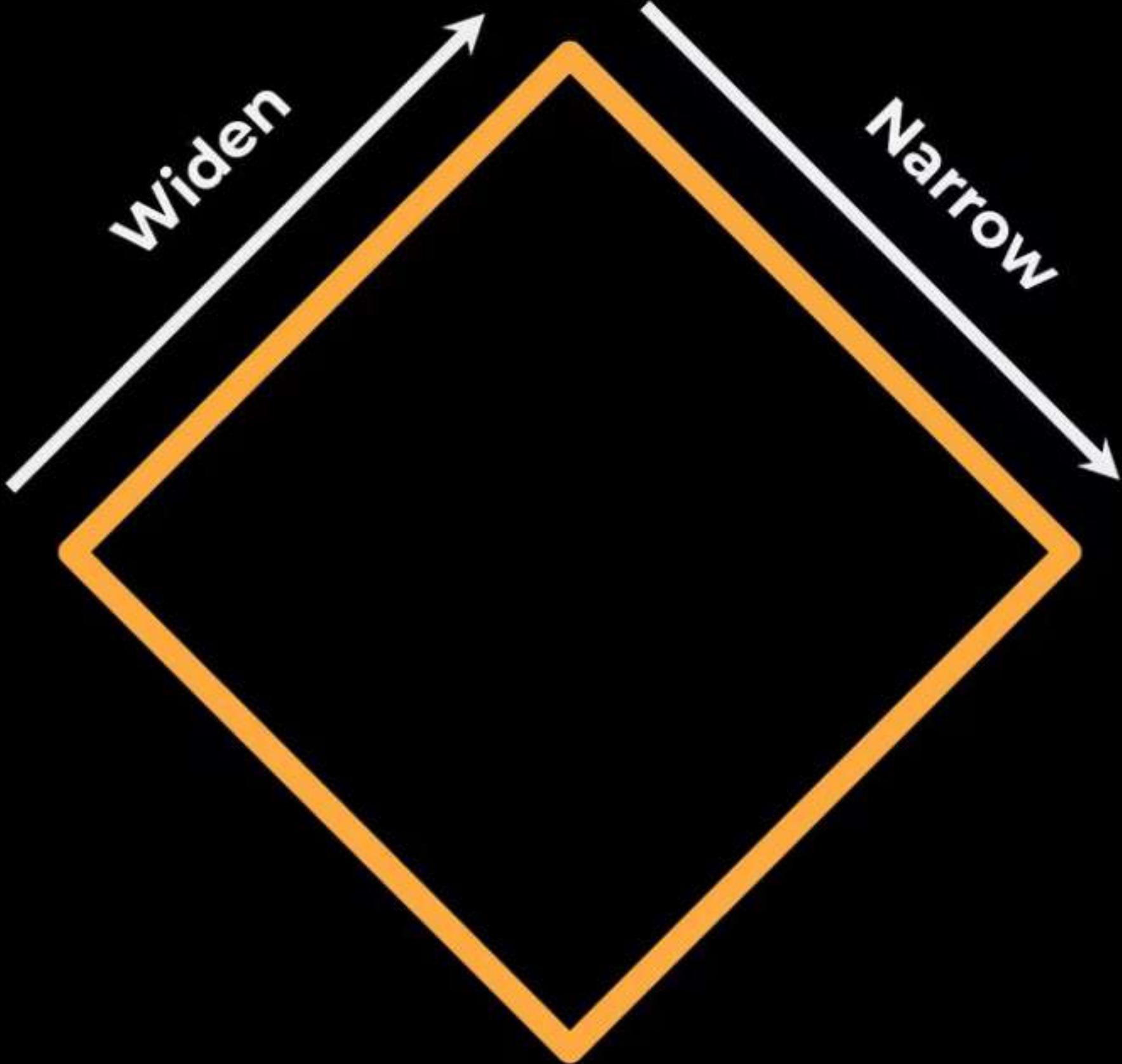
# Double diamond

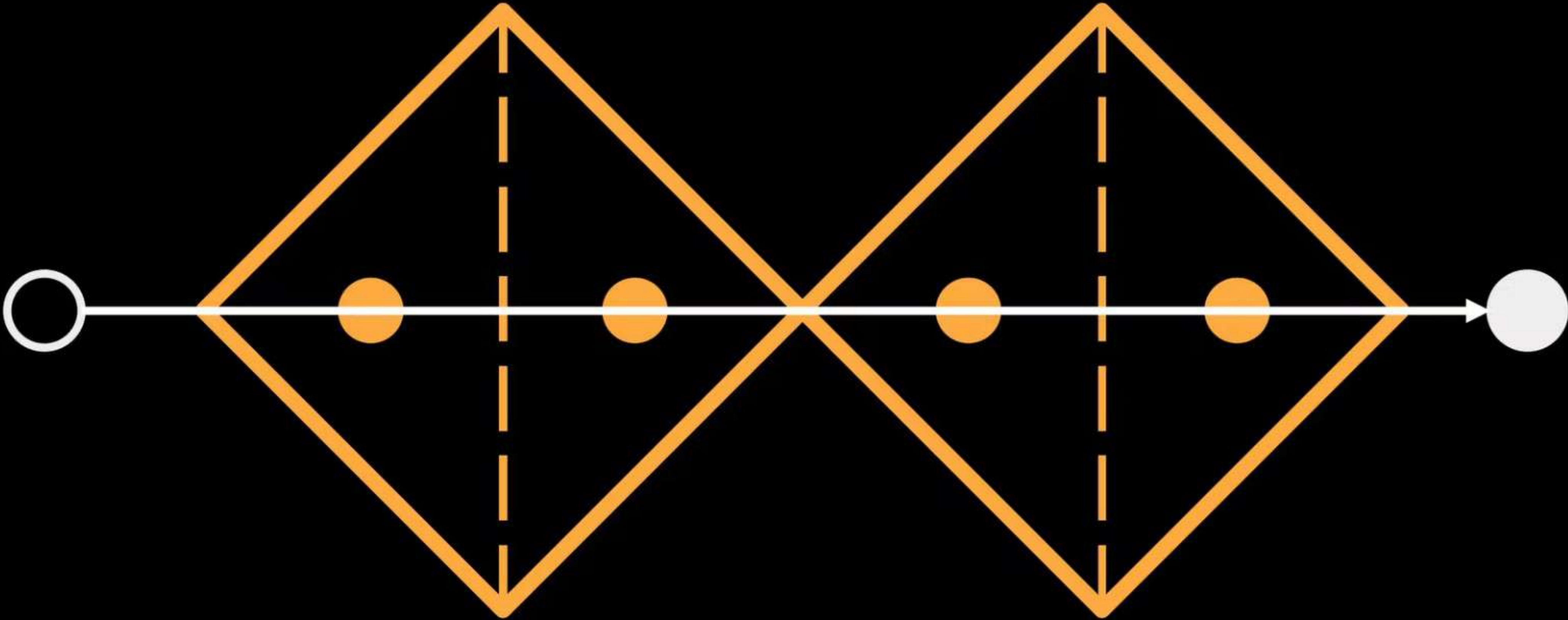


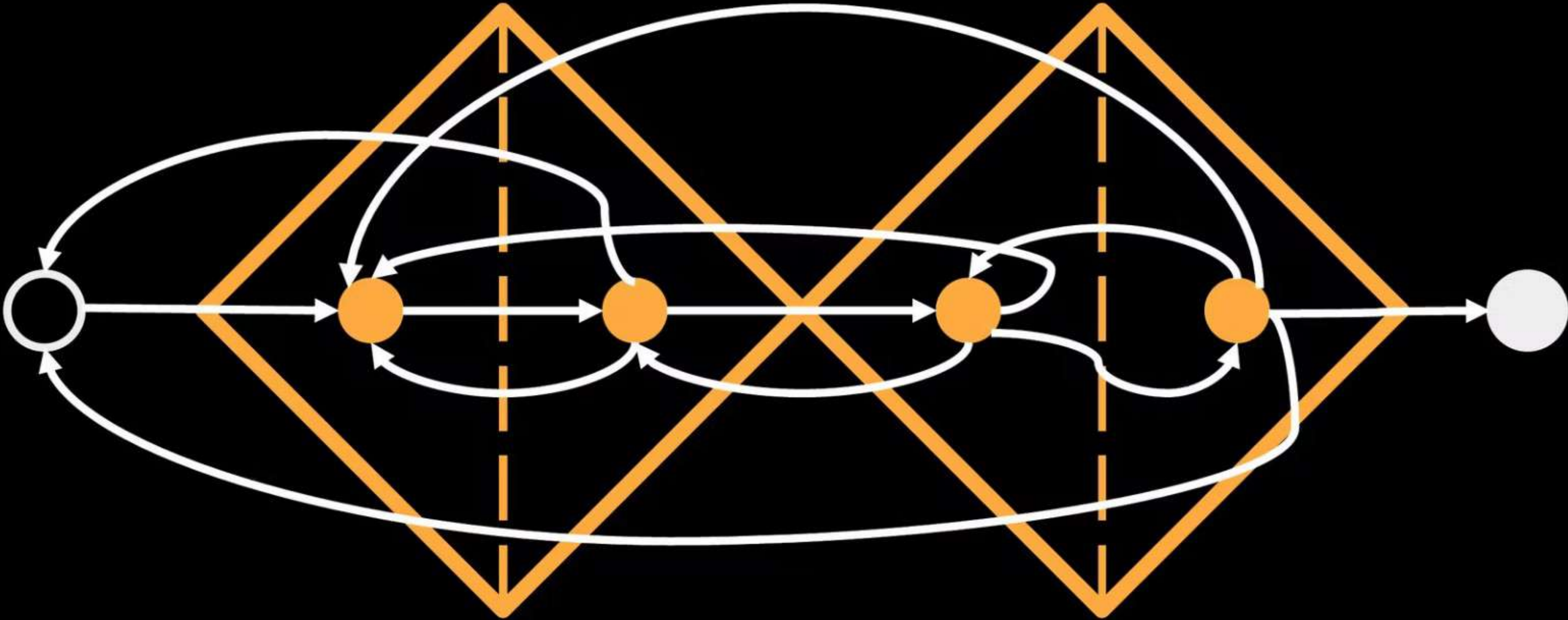






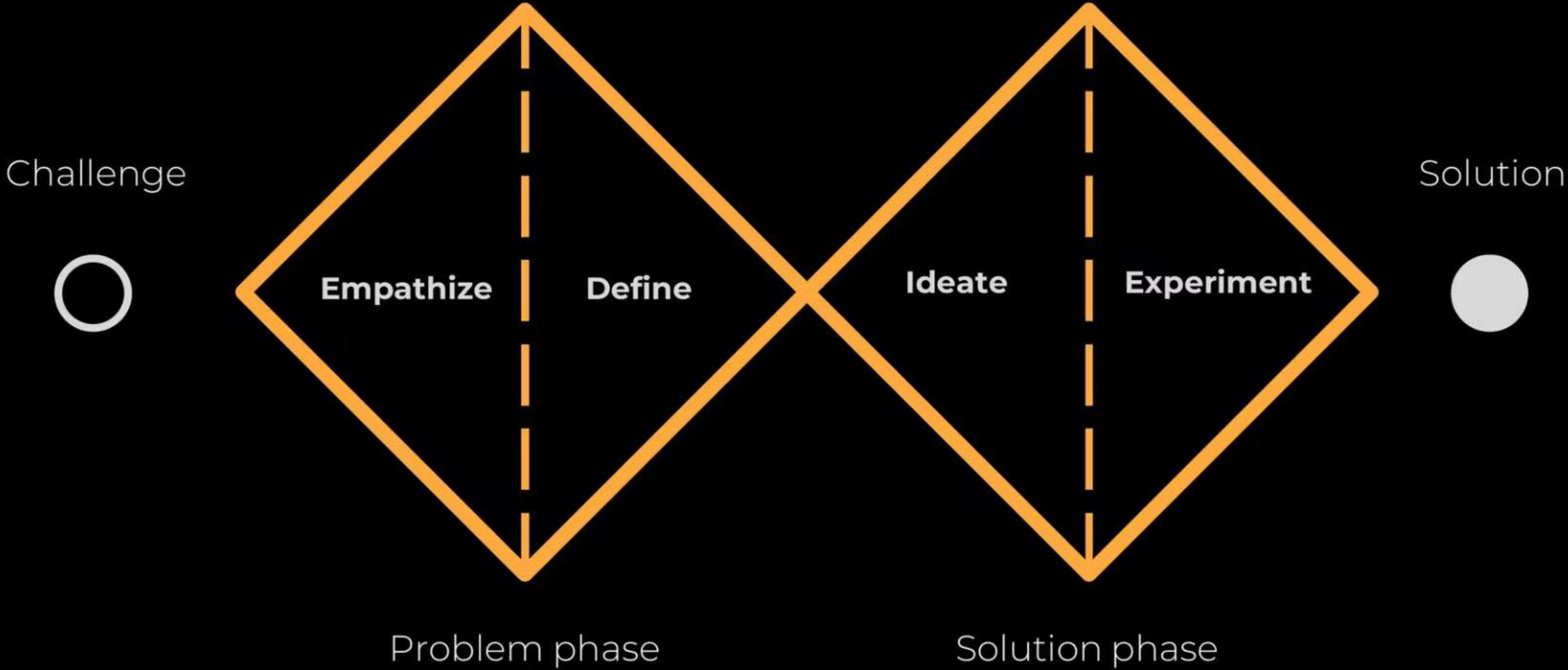




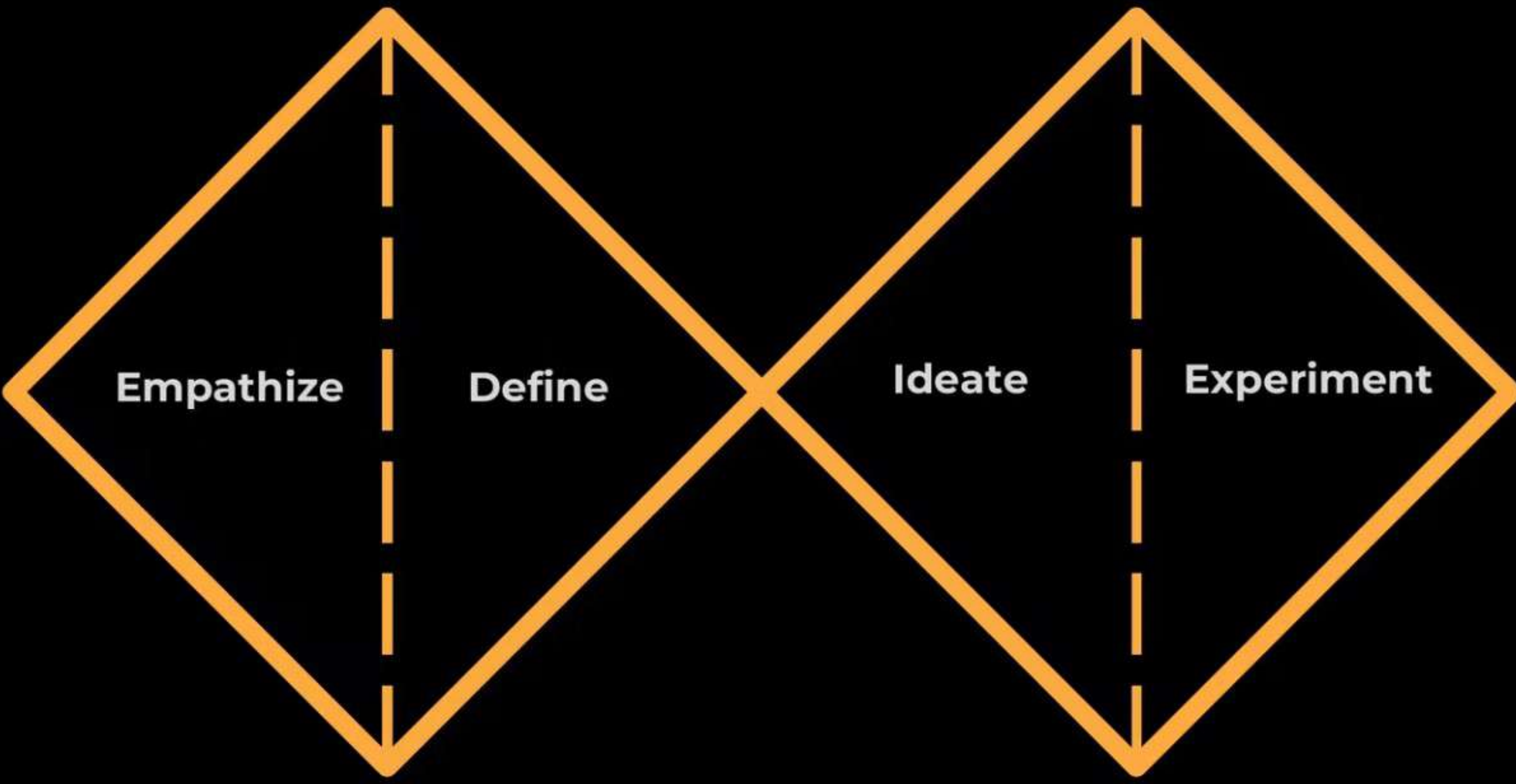




# Design Thinking steps



Challenge

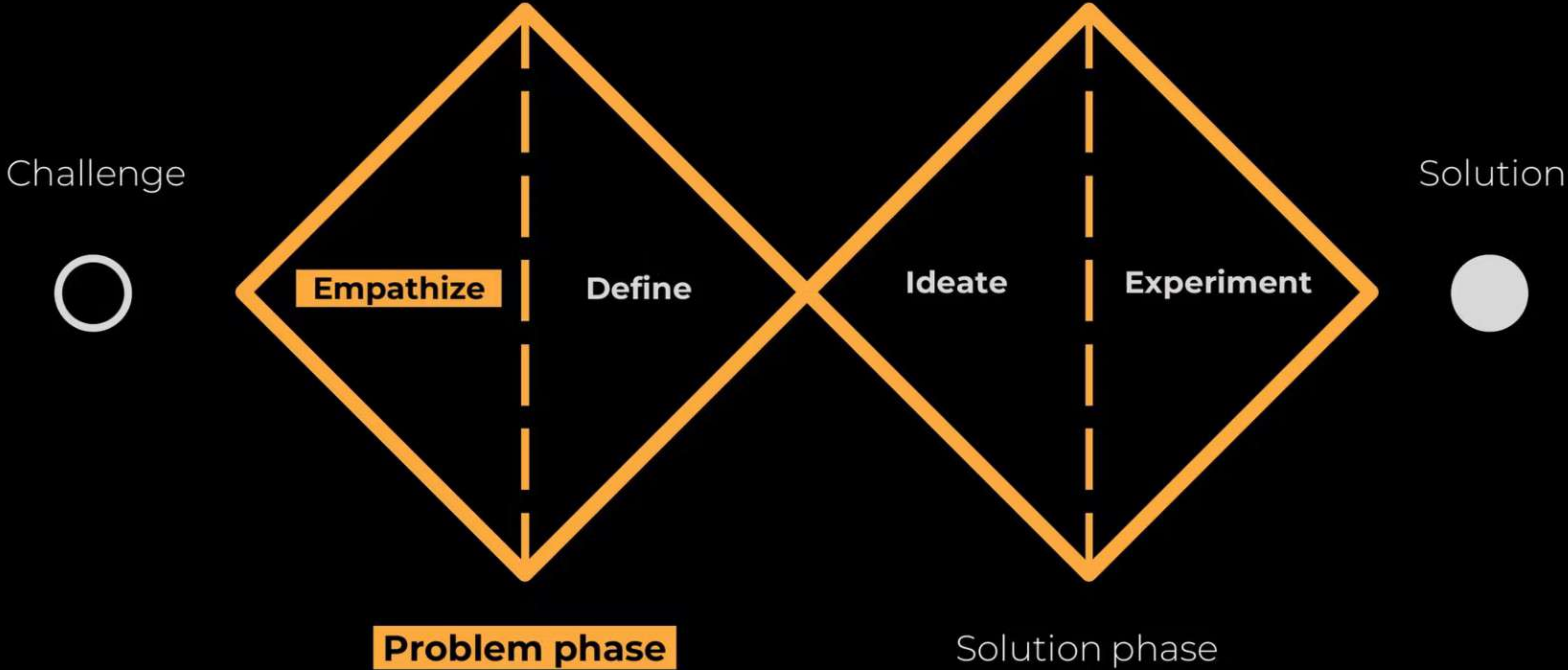


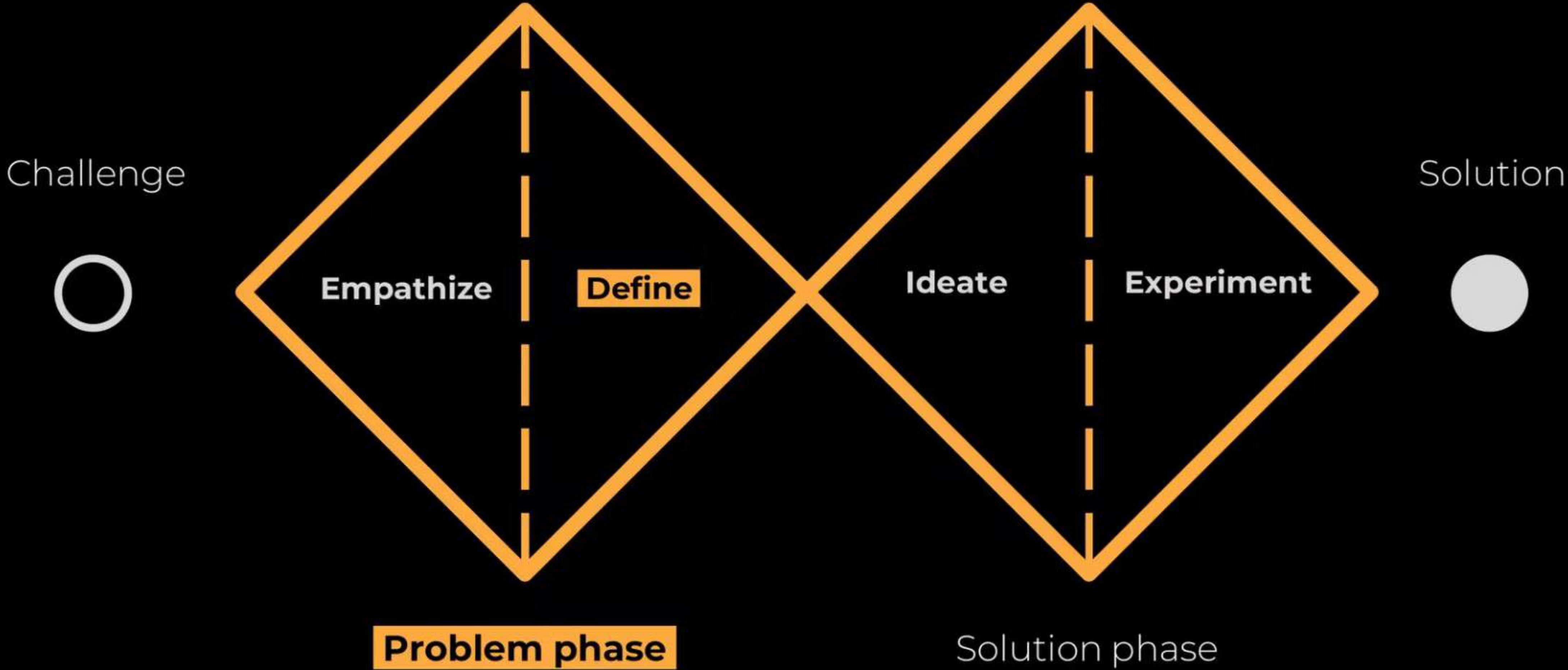
Solution

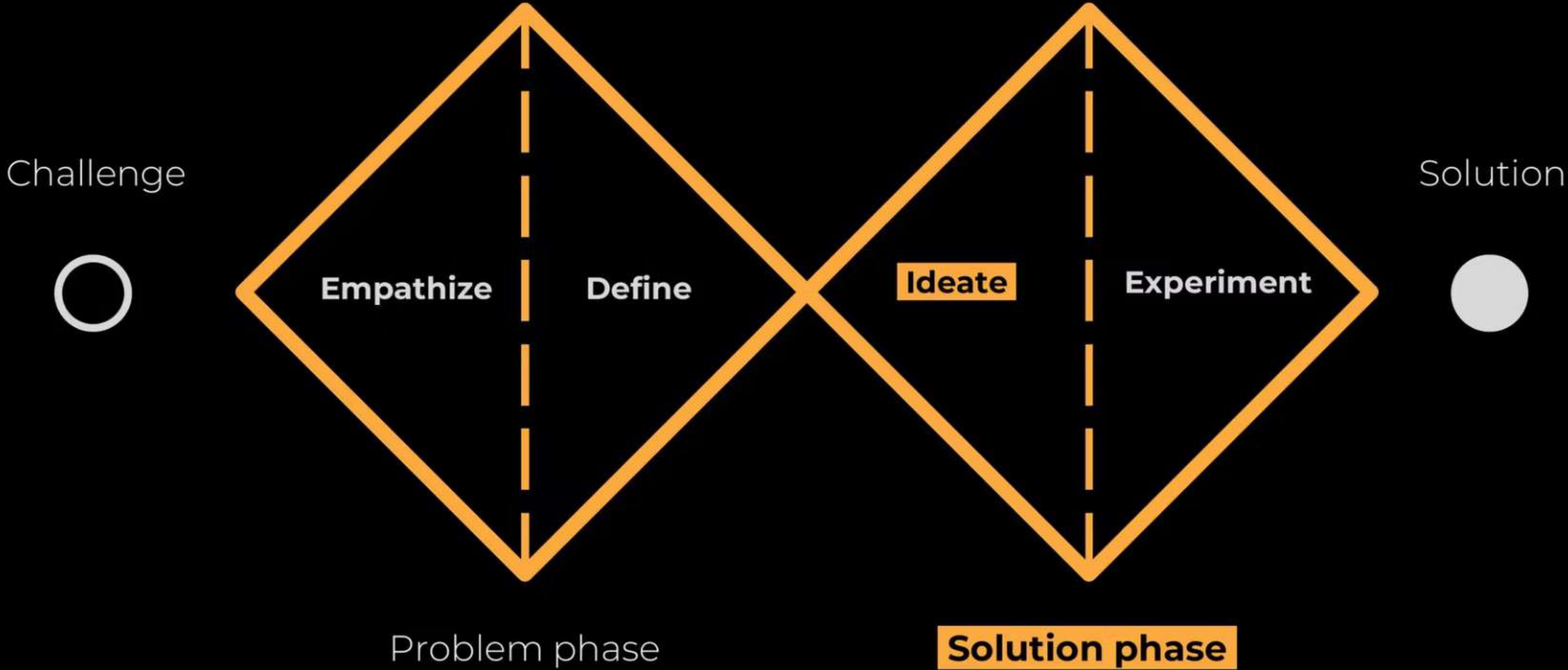


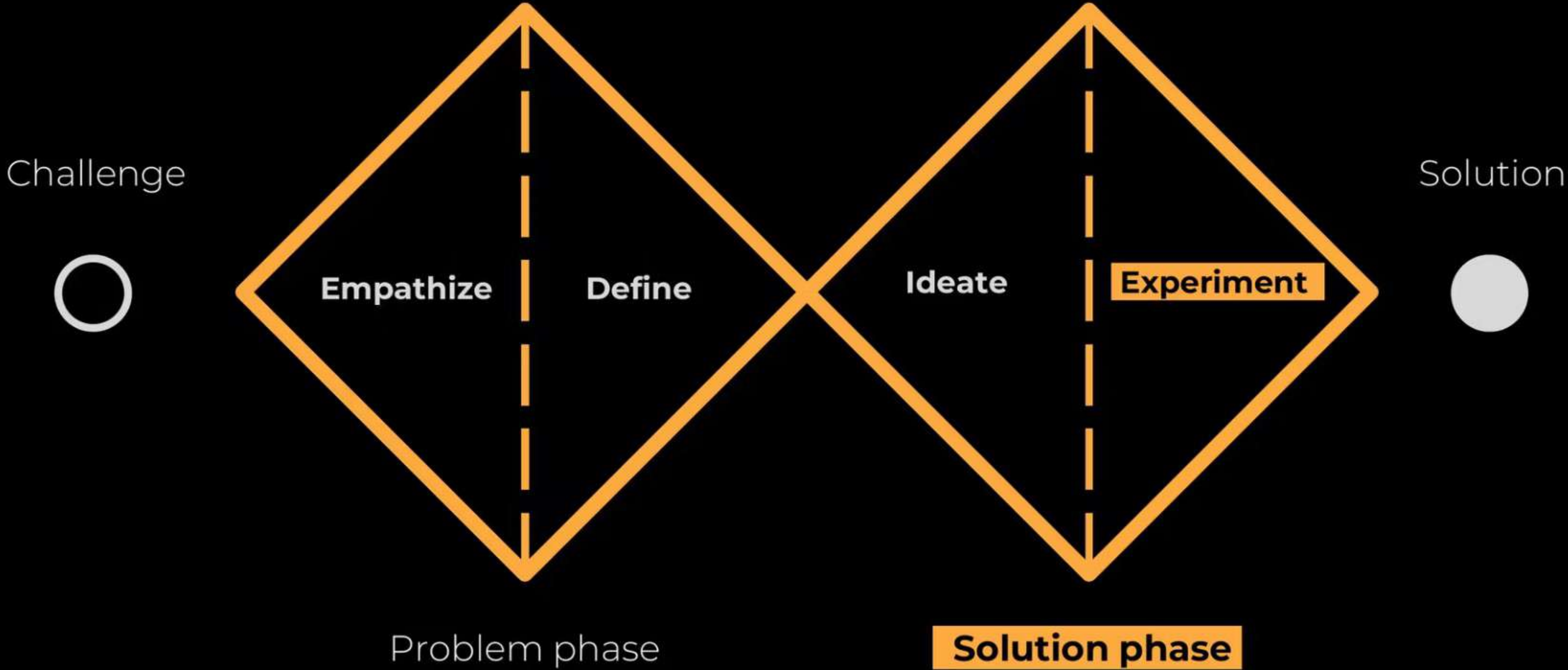
Problem phase

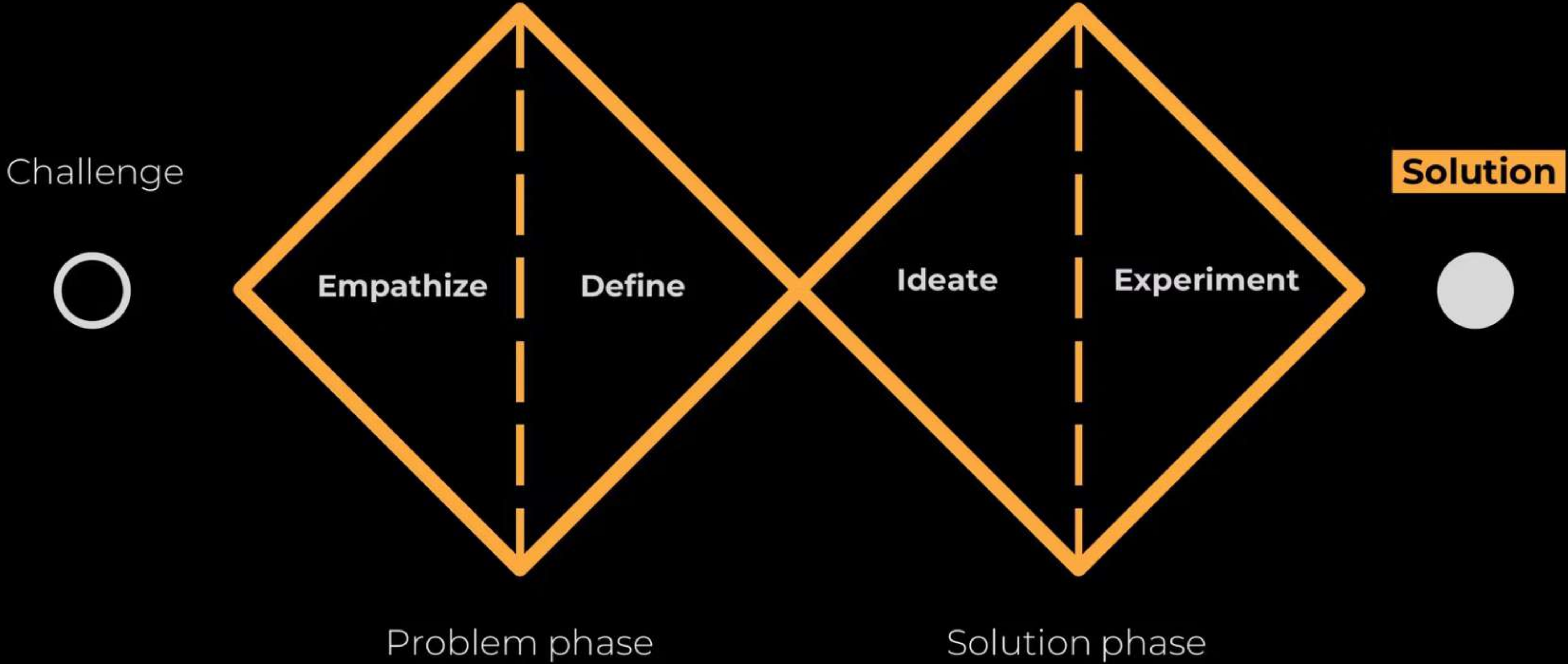
Solution phase













# How can design thinking support innovation?

Engaging customers or users through a series of prototypes to learn, test, and refine concepts. They rely on customer insights gained from real-world experiments

Design thinking can help you organize your thoughts and ideas to invent something new.

As you go through the process of design think, you might find unexpected ideas about how to innovate on something.

Getting feedback on what is needed and wanted

People value more the invention

coming up with new idea while design thinking

Design thinking is human-centered. So it helps to find out what exactly people prefer.

Since design thinking looks into a problem, it will be more clear what (new, better) thing to create so the user will be ecstatic.

Make a product of innovation convenient and useful as much as attracting for customer or user.

# How can design thinking support innovation?

listen to customers or users thought's

Design thinking can extend them and make them better

More human approach for innovating

The difference between innovation and invention

“Design thinking is not for us, we tried but it is not working.”

IT lead from one large Latvian company.

Lecture

# Reflection

## How Design Thinking is linked to innovation?

Attitude and principles

Processes

Focused on the user

Iterative process

Feedback



Hi there,  
Feel free to ask questions in the chat if you have any, anytime.

# Innovation examples

Dizaina domašana

# Piemēri

**RTU Dizaina Fabrika**

**CD veikals**

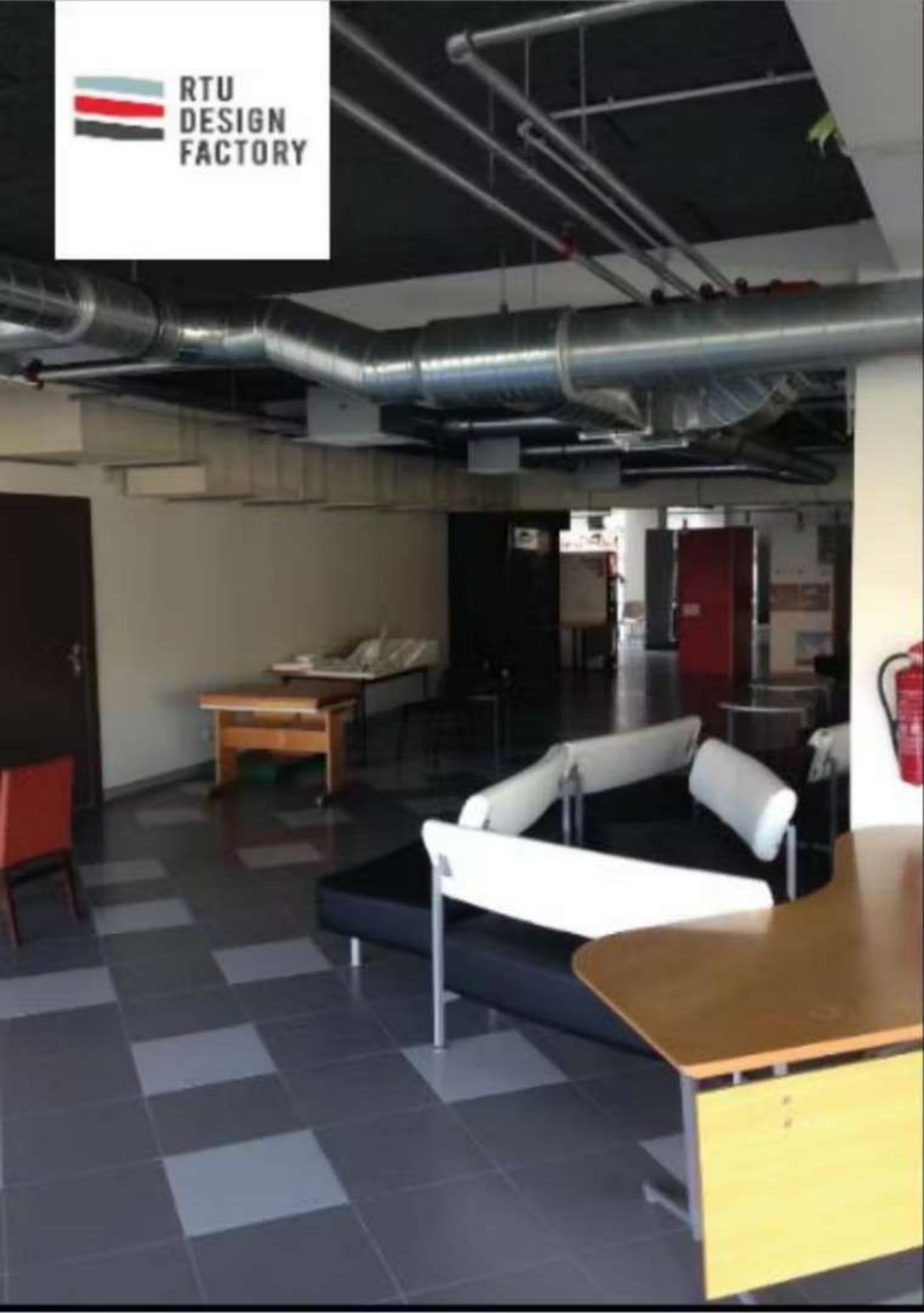
**Bank of America**

**Agriculture ministry**



# RTU Design Factory

Innovation exemple



Mentimeter







# CD Shop

Innovation exemple



# Keep the change - Bank of America

Innovation exemple

## Challenge

How to attract more clients to open a bank account with us?



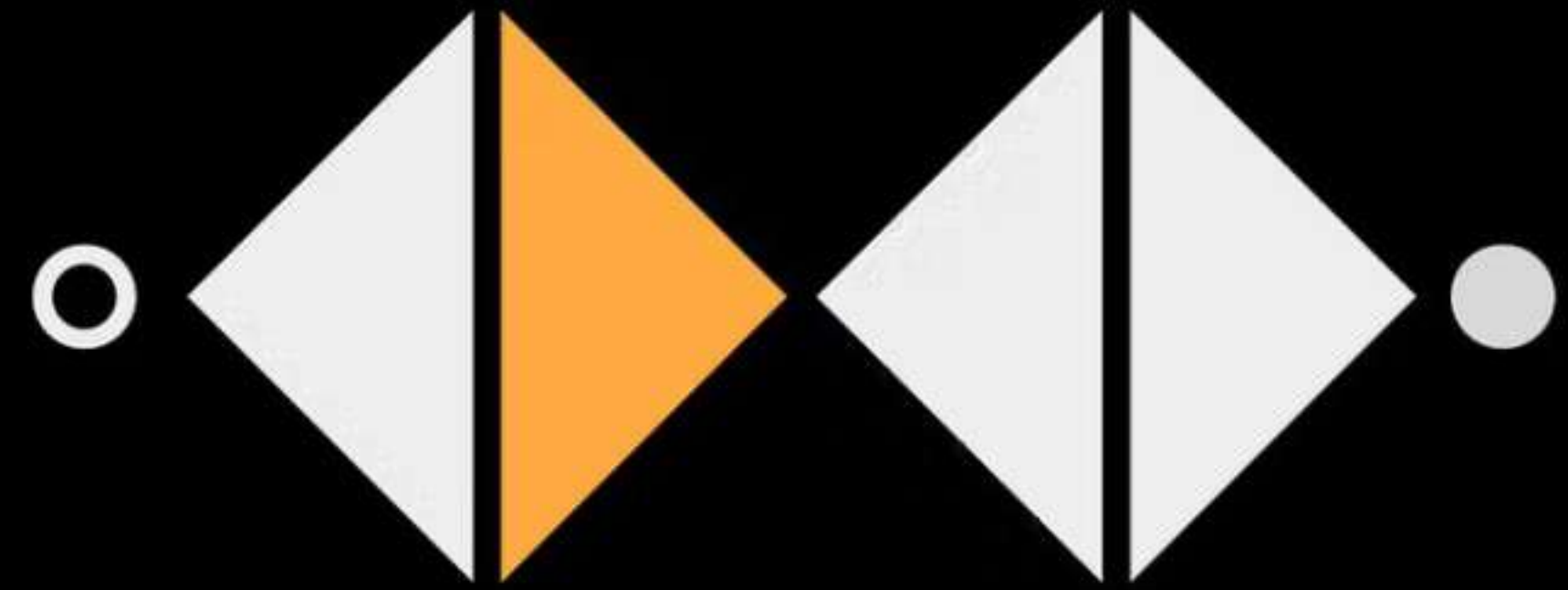
## Empathy (research)

- Mostly mothers are responsible for the family budget.
- Single mothers are the most careful
- They round up costs (22.43 = 23.00)
- No savings due to impulsive purchases



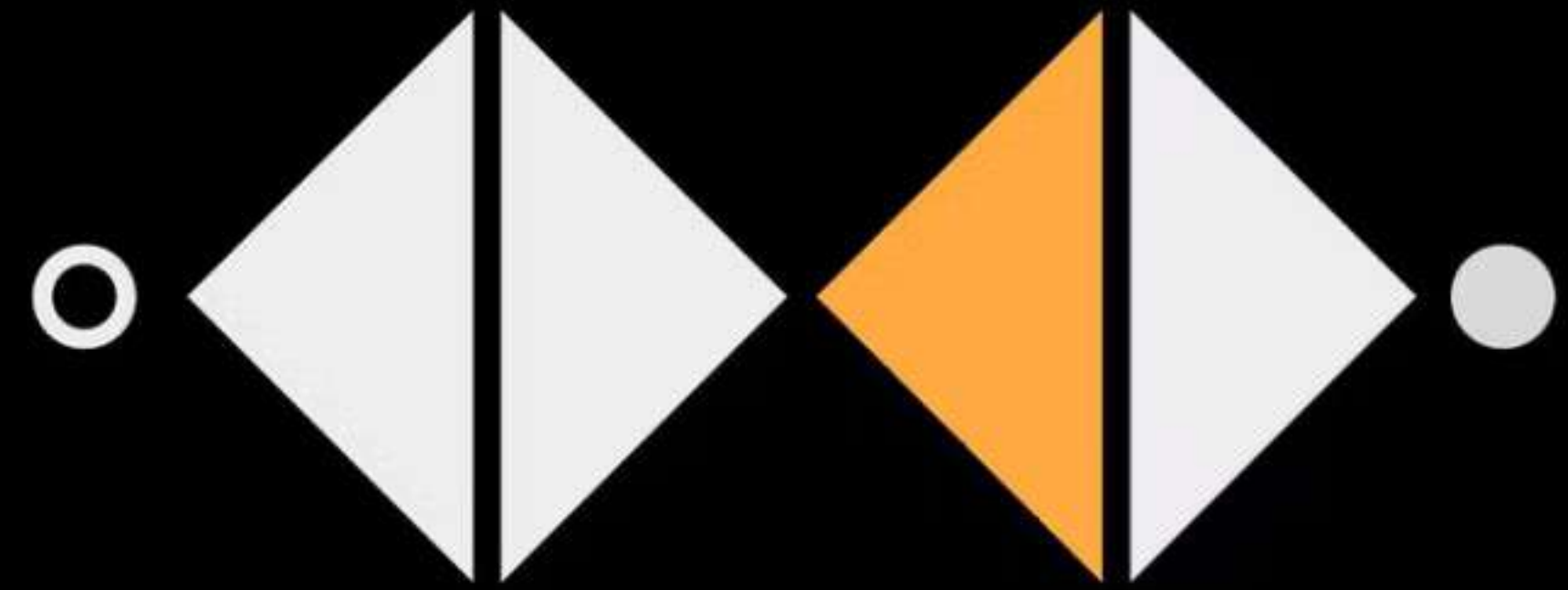
## Define the challenge

How can we help single mothers save money?



## Ideation

- Product owner, it, front desk, managers, designers ...
- 20 ideju generation sessions
- 80 potential solutions





## Experimentation

- A short video on how it works
- Showing the video to 1600 potential users, and collecting feedback.





## Results

After gaining positive feedback and validate the idea, it was implemented.

Users can turn on rounding expenses into savings and see it in their bank statement.



# Agriculture ministry

Innovation exemple



Lecture

# Key takeaways

## Innovation attitude

Innovation requires a specific attitude.

## Sharing is essential

It is ok to share unfinished thoughts and ideas with others.

## There are no small innovations

It is impossible to realize big innovation without first having small ones to pave the way.

## Double diamond

Both problem phase and solution phase are important in the process.

## It is a non-linear process

Innovation is not a linear process, and requires you to be flexible,



# What is your key takeaway from this lecture?

Don't be shy, talk to people and ask them, even if the answer might be negative

Design thinking is a must in innovation processes

how to collaborate with usershow to bring innovation to the product or idea keep engaging with user to keep getting information

The double diamond. Never heard of it so it was very interesting.

Design is not a linear process. Designer must be flexible.

The difference between innovation and invented, talk to the public , get to know them better , do not be scared

Don't be afraid to speak

what is design thinking in general and how innovation differs from investment

It is important to get feedback. It is not bad to go some steps back.

# What is your key takeaway from this lecture?

The result may not be what you wanted at first

Double diamond is absolutely new for me but very interesting and important thing

Using a good process will make things easier and return better results.

Got the most important information. Never know about double diamond, but today I know what is it

to find problem for new design in society' opinion, not in your head

A lot of interesting and new things to see. Designer must be flexible.

Empathy is a main thing in the design

i need to speak and listen in order to understand how people around me see my work, not just myself



# Remarks, comments, objections ?

0 questions  
0 upvotes



WHATEVER YOU DO, ENGAGE WITH OTHERS !