

WORKSHOP FOR NORDES 2013:

DESIGNING VALUE AND REFRAMING CHALLENGES

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ABSTRACT

Current global challenges need a new way to look at how we design products, services and solutions.

On the one hand these global trends influence innovation but on the other hand the user and his individual needs have to be taken into account.

This leads to the task of reframing requirements based on empathy, multidisciplinary teams and a learning culture in order to design sustainable products that create values for the users.

Participants in this workshop will be guided through a process of designing a new product or service. Special focus will be placed on the experience of how to create empathy for the user as well as for different trends, opinions and ideas.

This includes the experience of learning from mistakes and lays claim to challenging and iterating ideas.

This workshop combines elements from Design Thinking, Change Management, Lean Startup and Leadership principles.

INTRODUCTION

Globalization, as it appears today, presents a universal challenge not only for designers but also for companies and organizations we collaborate with. We have to cope with exchangeable products or solutions which are not really satisfying their users. In addition we have to face increasing challenges due to globalization and to limited resources. When working on new product or solution we often focus on its features to satisfy or even inspire the customers. But who are these customers and who or what exactly lies behind those global questions about sustainable solutions? And what are the real problems and challenges to overcome? How do you know what is useful, appropriate or rewarding for others?

In order to find out about these needs and pain points but also about opportunities, ideas and limits it is crucial to change the perspective and to redefine the requirements for the product, processes or solutions. For this purpose design requires an empathic approach. Moreover current challenges ask for ideas and solutions from multidisciplinary teams.

DESCRIPTION OF THE WORKSHOP

STRUCTURE

The workshop is structured into a short introduction part and a core part where participants will be guided through an iterative design process. During the entire workshop participants will work in small teams.

The first part will start with a short warm up to get introduced how to looking at the challenge and its solutions from a different perspective. It leads to open up the perception and the awareness of the participants to superior aspects.

Starting with the design challenge the first step will be to learn about the problem and - even more important - about the person affected by this problem.

After a short presentation and feedback the groups will start to ideate on the defined problem. Collective thinking and ideation will help to come up with new and even unconventional, crazy or impossible ideas they would not be able to generate by only sitting down with a pen and some paper. The groups will decide on their favorite the ideas and will then present them.

The workshop will end by a presentation of the final results and a feedback on the individual experiences, emotions and moods learned during the design process.

Short time cycles, short presentations and rotation of the ideas are key elements during the whole process.

OUTCOME AND LEARNINGS

- Not the design solution but the experienced process is the outcome of this workshop.
- Creating empathy by changing viewpoints
- Combining global trends with individual needs
- Establishing a learning culture due to short timeframes and iteration.
- Experience of changing the viewpoint from creator to user.
- Challenging the results by feedback during the whole process by iteration and by rotating the ideas.

PARTICIPATION

The workshop is designed for 20 – 25 participants. No preparation beforehand is required. Just curiosity and empathy will be needed.

In order to join the workshop please write a short note to andrea.augsten@hfg-gmuend.de with a short introduction about yourself (max. 200 words).

DURATION

3,5 hours

REFERENCING

Brown, T. 2009, *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*. New York: HarperBusiness

Osterwalder, A. and Pigneur, Y. 2010, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Amsterdam: John Wiley & Sons

Ries, Eric. 2011, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. New York: Crown Publishing

Scharmer, O. 2009, *Theory U: Leading from the Future as It Emerges*, San Francisco: Berrett-Koehler Publishers

Stickdorn, M. and Schneider J. 2012, *This is Service Design Thinking*. Amsterdam: BIS Publishers