Connecting the Design Dots – Patch Thirty Four

My Nugget:

“…Design thinking brings together what is desirable from a human point of view with what is technologically feasible. (IDEO) Design thinking as a human-centered iterative process for creative problem solving, is one of the most valuable strategies that I was able to add to my ID toolbox. It encompasses concept development, applied creativity, prototyping and experimentation. As a method, it loops back and forth across the following key modes: empathize, define, ideate, prototype, test, share…”

This sentence caught my attention because I have participated in design thinking processes for different reasons, from corporate ones, trying to reimagine the company or services it provides, or just trying to define the focus of a start up company, to design thinking workshops to help to develop ideas on how to help the students to develop new skills. While it can be simple to develop a design thinking workshop, using one of the many free frameworks available, it is very hard to get people together, not only their time availability, but having their mind focused on the workshop. Moreover, following the path empathize, define, ideate, prototype, test demands extra time. My experience is that during the workshops usually we can ideate and sometimes prototype, but the testing phase is not usually implemented. Why not challenge us to test our ideas?