



GOAL

**THE CHALLENGE IS HAVING A DIVERSE
GROUP OF PEOPLE BEING GOOD AT BUILDING
ON EACH OTHER IDEAS
- DAVID KELLEY -**

27 Februar 2023

Chambre des Métiers

**ZESUMME KREATIV
AN INNOVATIV
METHODE A LEISUNGE FANNEN**

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**Koen Cloostermans
Designer**

A photograph of Sir Ken Robinson, a man with glasses and a suit, speaking and gesturing with his right hand. The background is dark with a large, semi-transparent purple circle behind him. In the top right corner, there is a yellow circle containing the word "MINDSET".

MINDSET

“If you’re not prepared to be wrong, you’ll never come up with anything original.”

– SIR KEN ROBINSON

TED



DESIGN THINKING



Empathize
Understanding people



Ideate
Generating your ideas



Define
Figuring out the problem






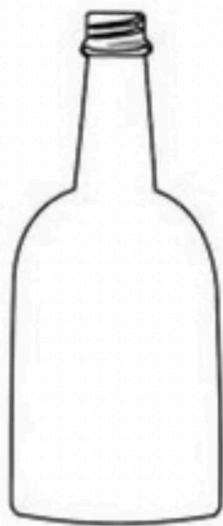
Test
Refining the product



Prototype
Creation and experimentation



TAKE AWAY empathy fail often, fail little built upon each other's ideas visual, tangible



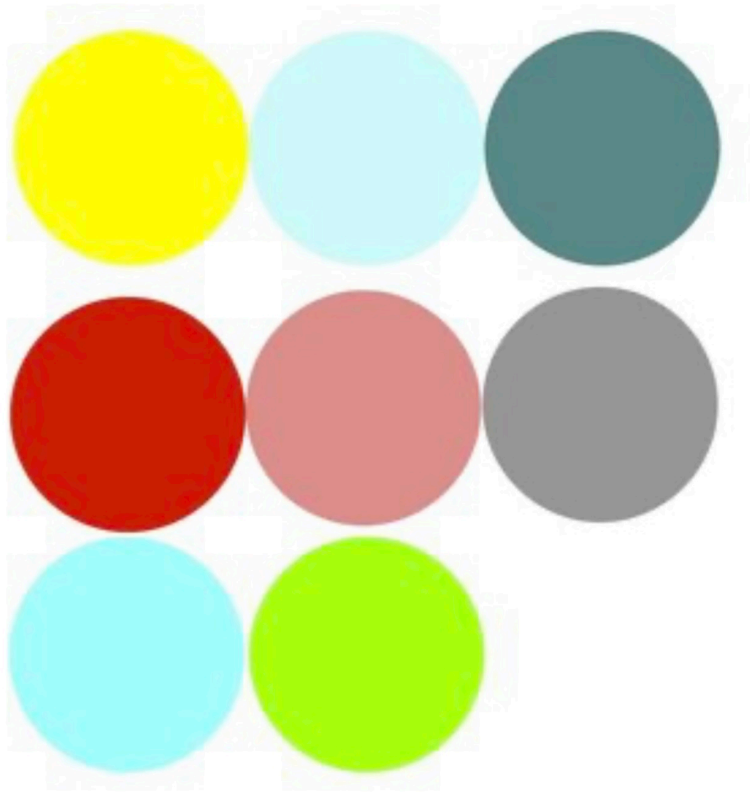




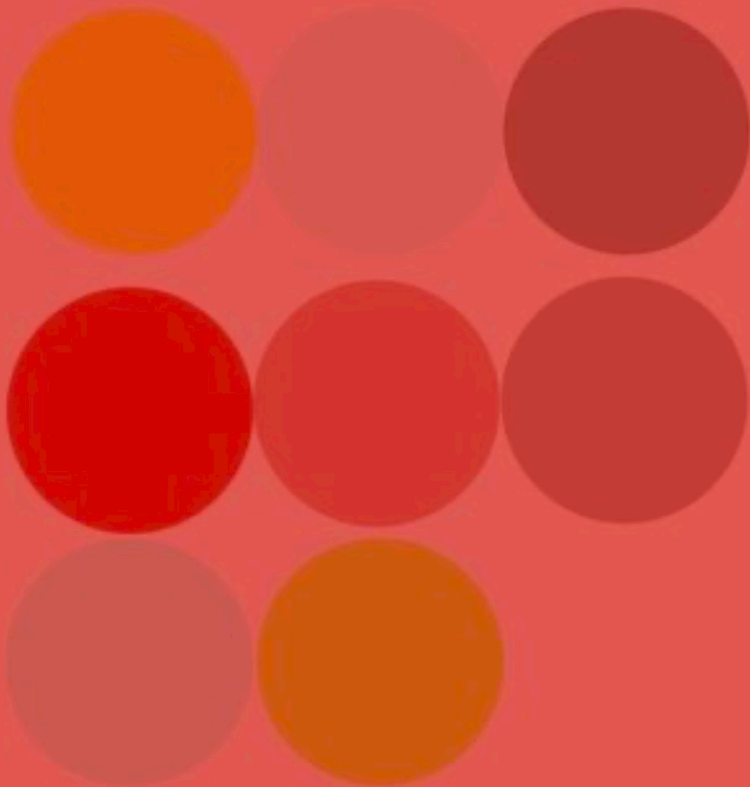
Everyone is a genius. But if you judge a fish on its ability to climb a tree, it will live its whole life believing that it is stupid.

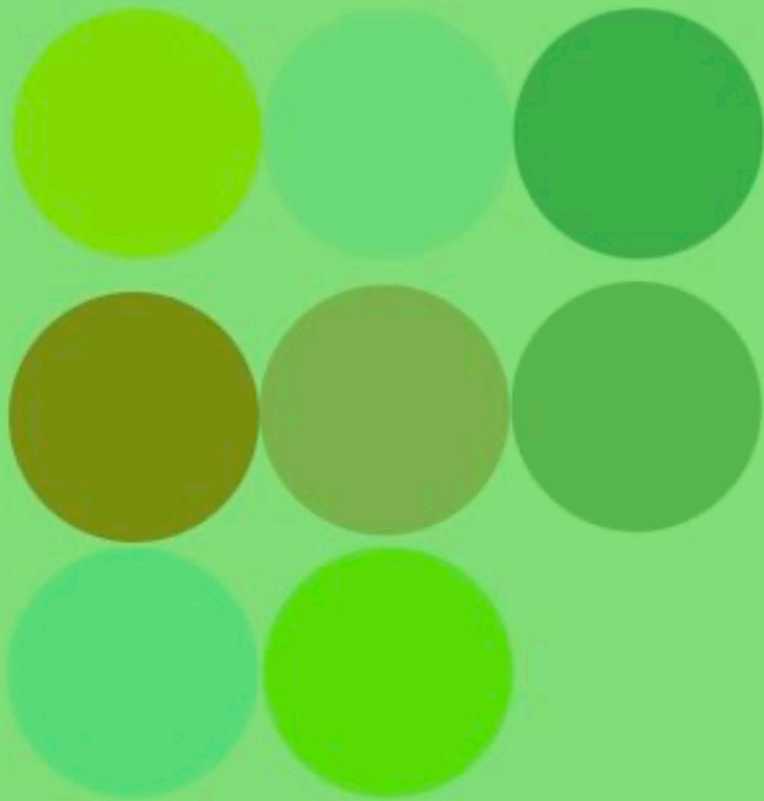
-A Einstein





Open [↗](#)



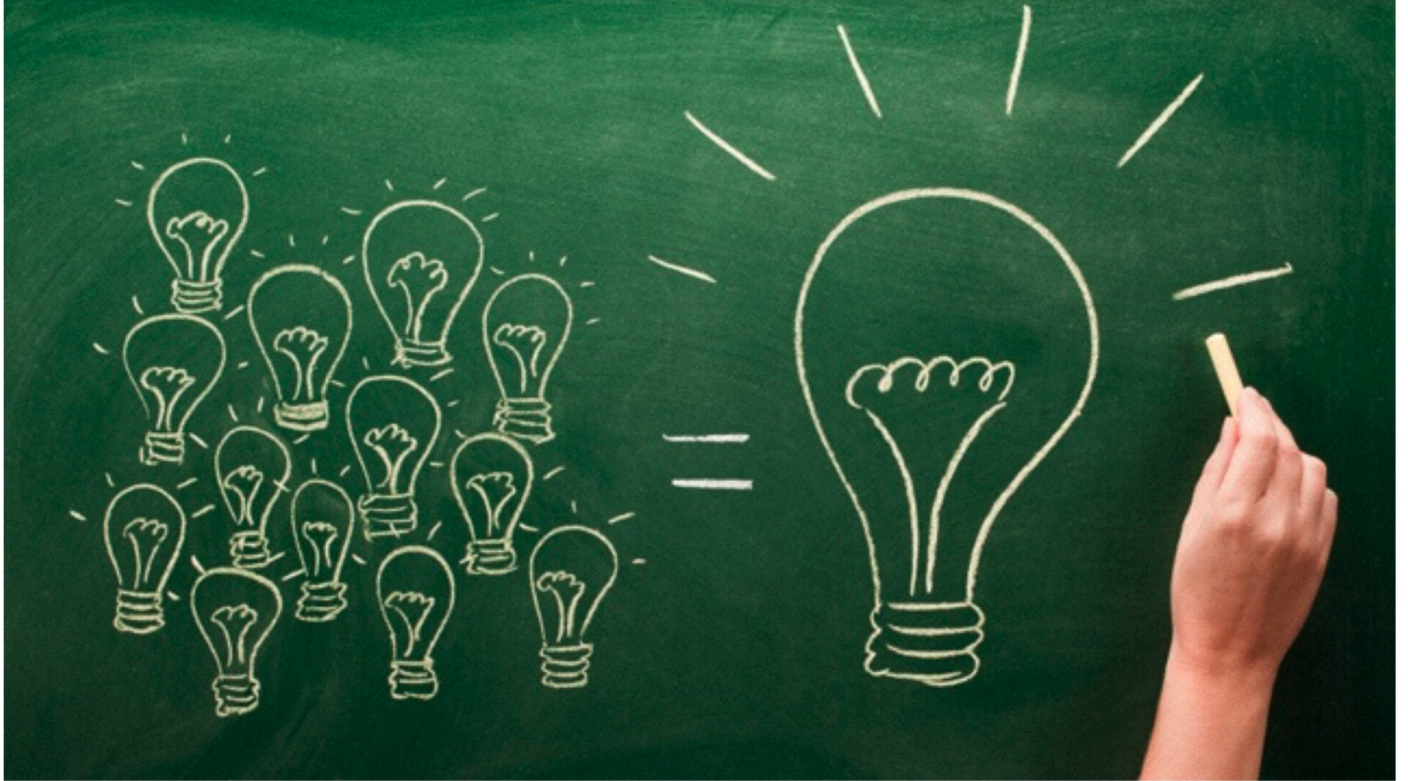


built upon ideas
of the others

A landscape photograph of a savanna with a blue sky and mountains. The sky is filled with large, white, fluffy clouds. The ground is a flat, green plain. In the distance, there are blue mountains. The text is overlaid on the sky.

IF YOU WANT TO GO FAR, GO TOGETHER.

- African Proverb



THE POWER OF CO-CREATION

fail often
fail little
it's natural



STRUCTURED PEOPLE NEED INSPIRATION
CHAOTIC PEOPLE NEED A METHOD



If you dream it
you can do it
- Walt Disney -





David Kelley on 'Design Thinking'

April 9, 2014

Stanford University



HASSO PLATTNER

Institute of Design at Stanford

We are all DESIGNERS!

EMPATHIZE

Learn about the audience for whom you are designing, by observation and interview. *Who is my user? What matters to this person?*

DEFINE

Create a point of view that is based on user needs and insights. *What are their needs?*

IDEATE

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

PROTOTYPE

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

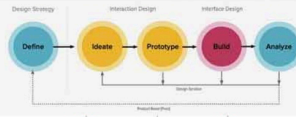
TEST

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

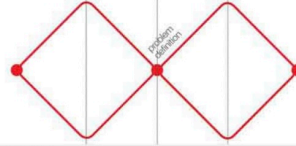
Stanford D.School
Design Thinking



Zurb design thinking
Model



The Double Diamond Diagram
by the Design Council



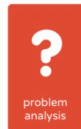
IBM Design Thinking
Model

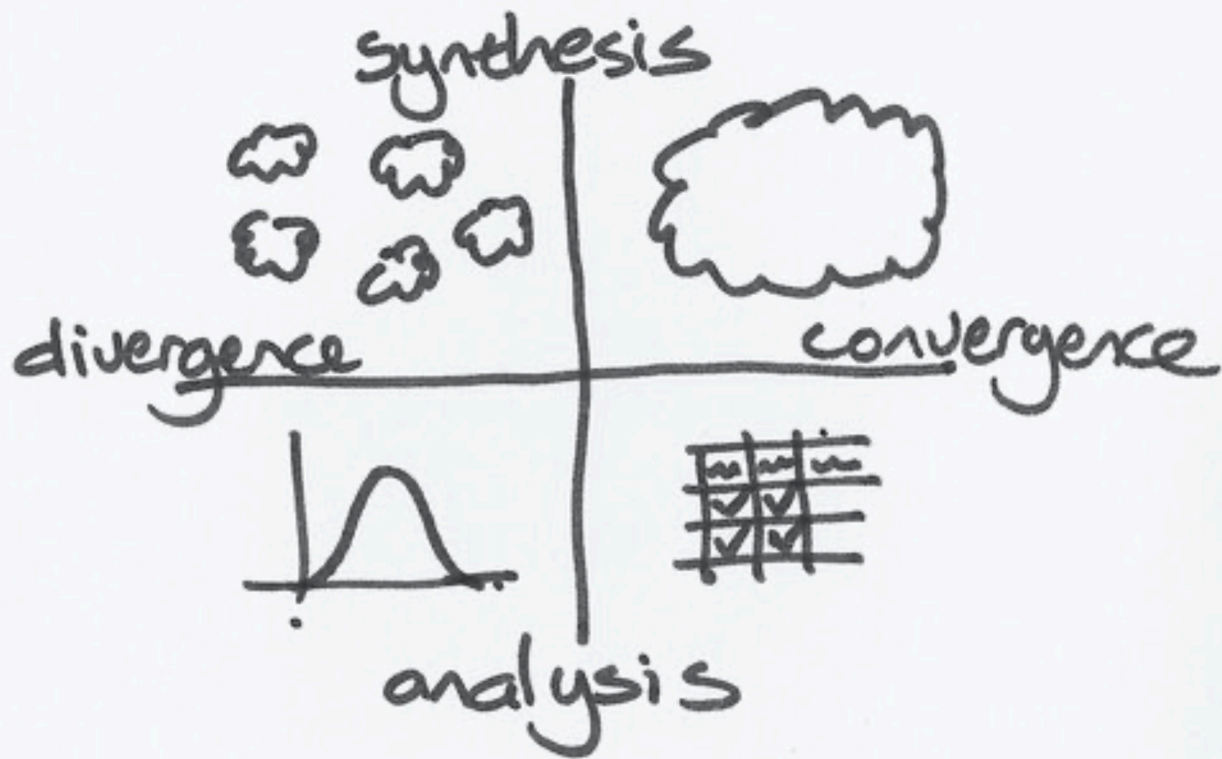


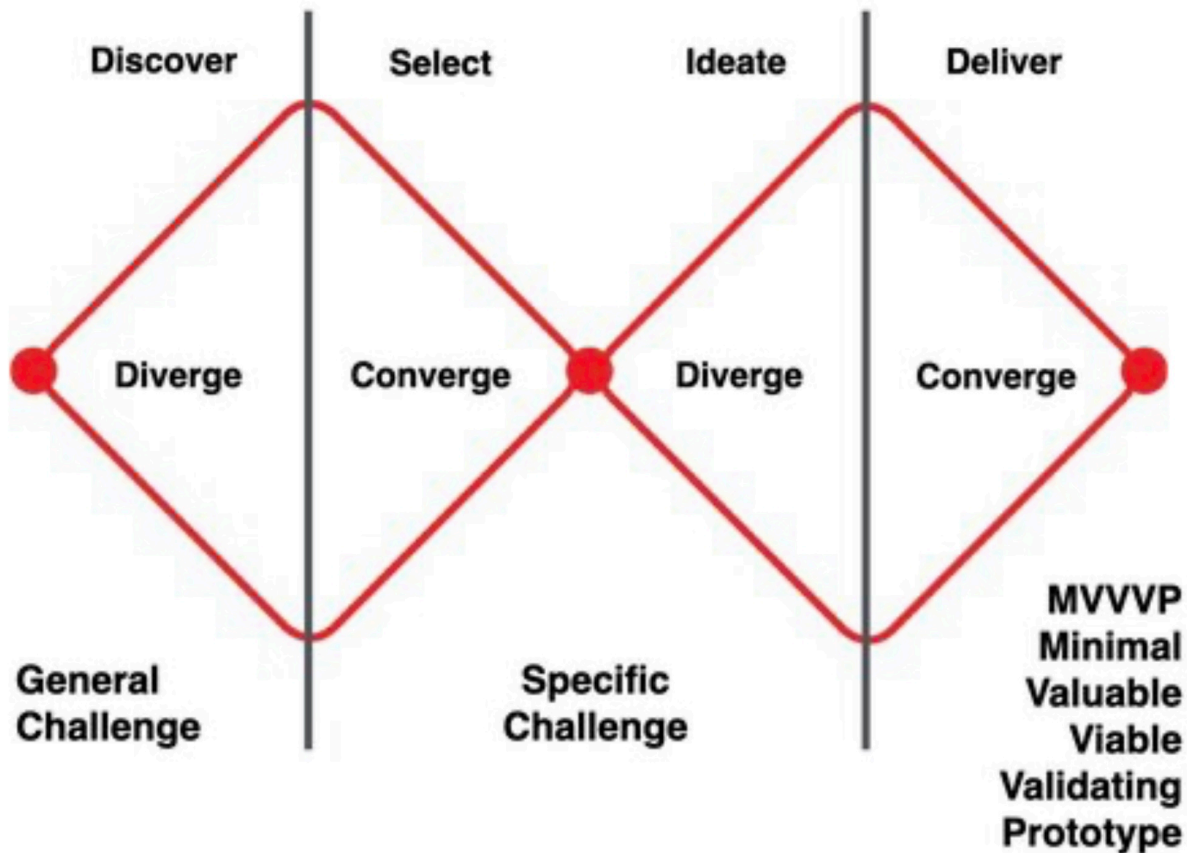
The Google Design
Sprint Process



IDEO Human-Centered
Design Model





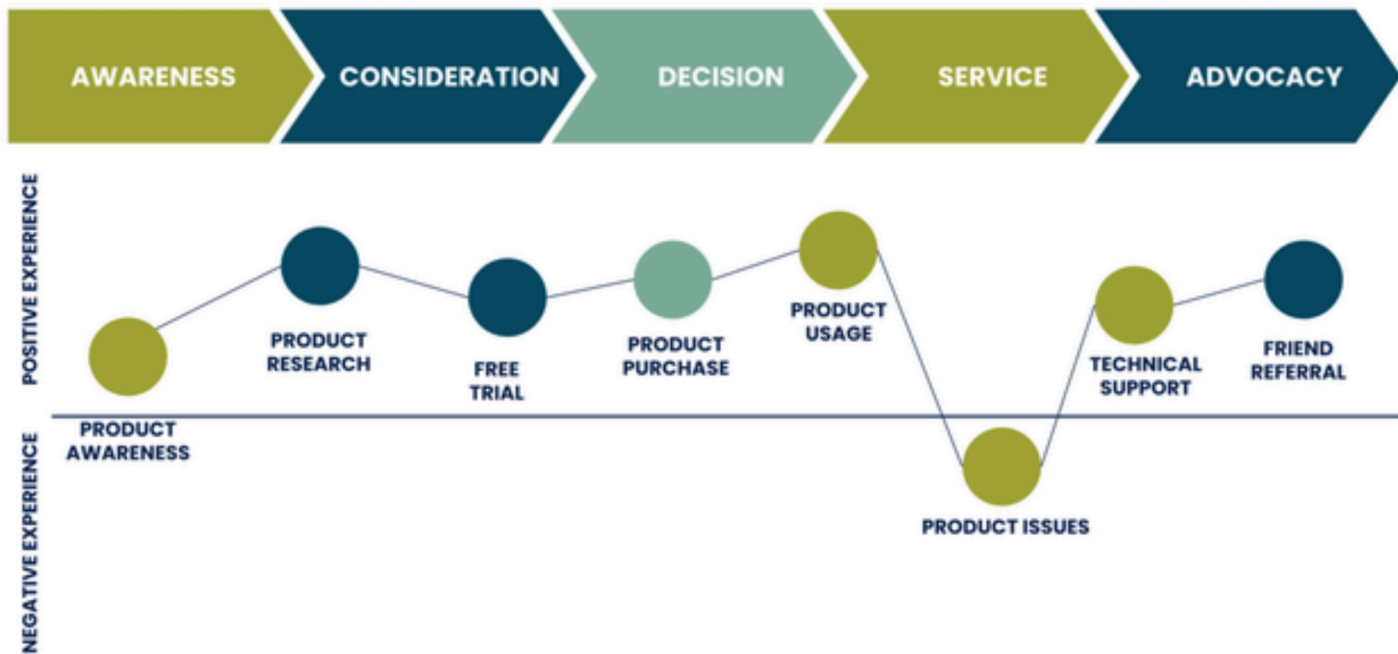


TIME-box

CONTEXT-box

CUSTOMER JOURNEY MAP

What do our customers experience when they interact with our product in different touchpoints?





Sarah

Scenario

Sarah is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

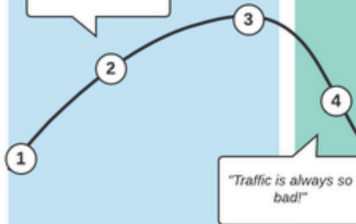
Expectations

- Great movie
- Friendly staff
- Good seat

Decide

1. Looks up movies on phone
2. Decides which movie to see and which theater to go to
3. Buys ticket online from phone

"I wonder if I can find a closer theater."



Travel

4. Drives to movie theater
5. Stands in line and buys popcorn
6. Finds seat next to friend

"Where is my friend?!"

"Traffic is always so bad!"

Experience

7. Watches movie

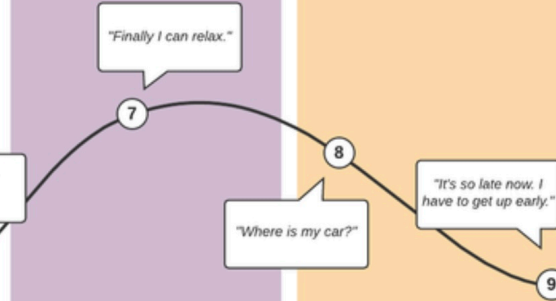
"Finally I can relax."

"Where is my car?"

Return

8. Exits theater
9. Drives home

"It's so late now. I have to get up early."



TAKE AWAY

empathy



fail often, fail little



built upon each other's ideas



visual, tangible



obrigado

Dank U

Merci

mahalo

Köszi

спасибо

Grazie

Thank
you

mauruuru

Takk

Gracias

Dziękuję

Děkuju

danke

Kiitos