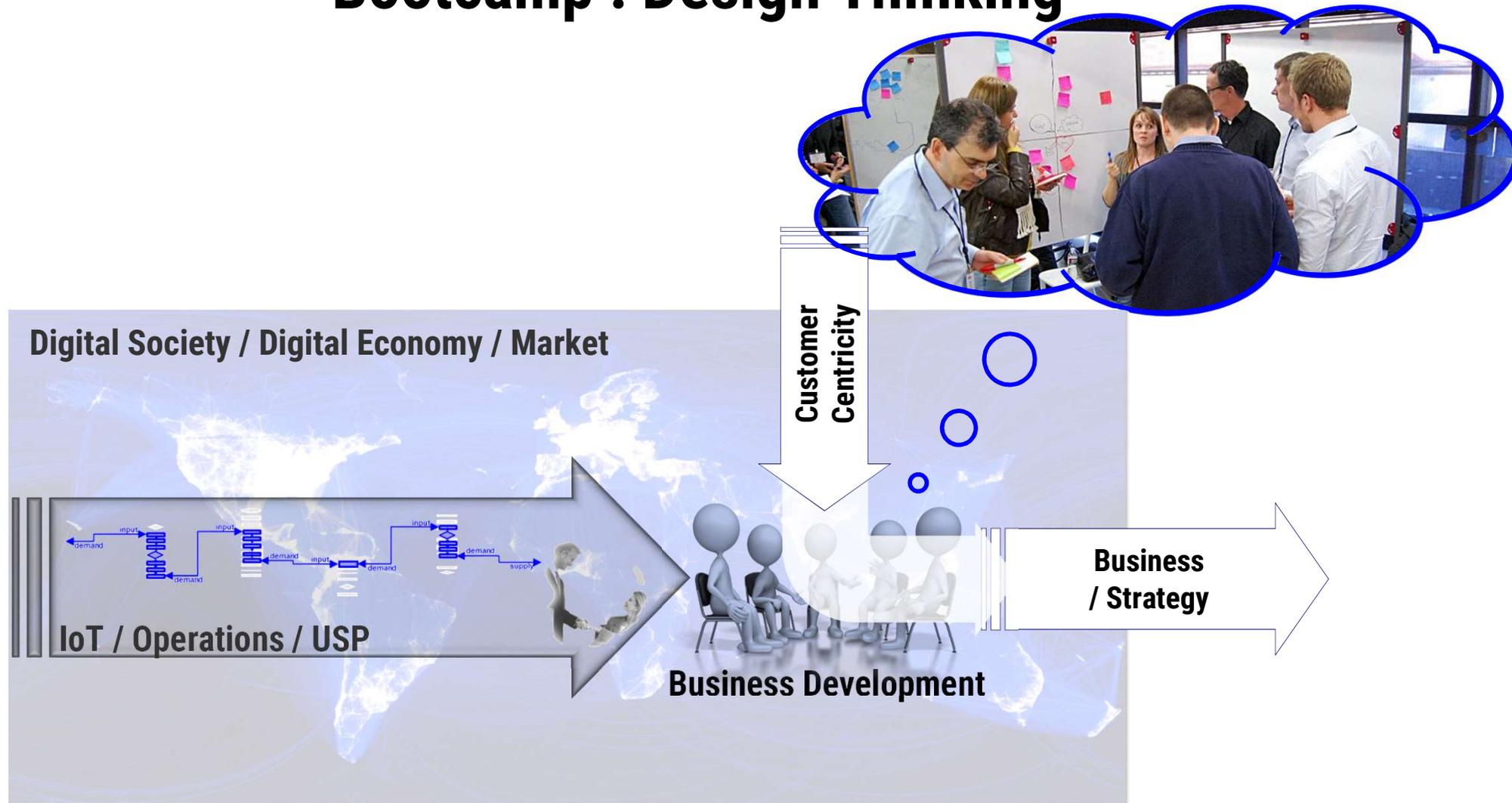


Strategic Management in the Digital Economy

Bootcamp : Design Thinking



For comparison : Virtual Crash Course

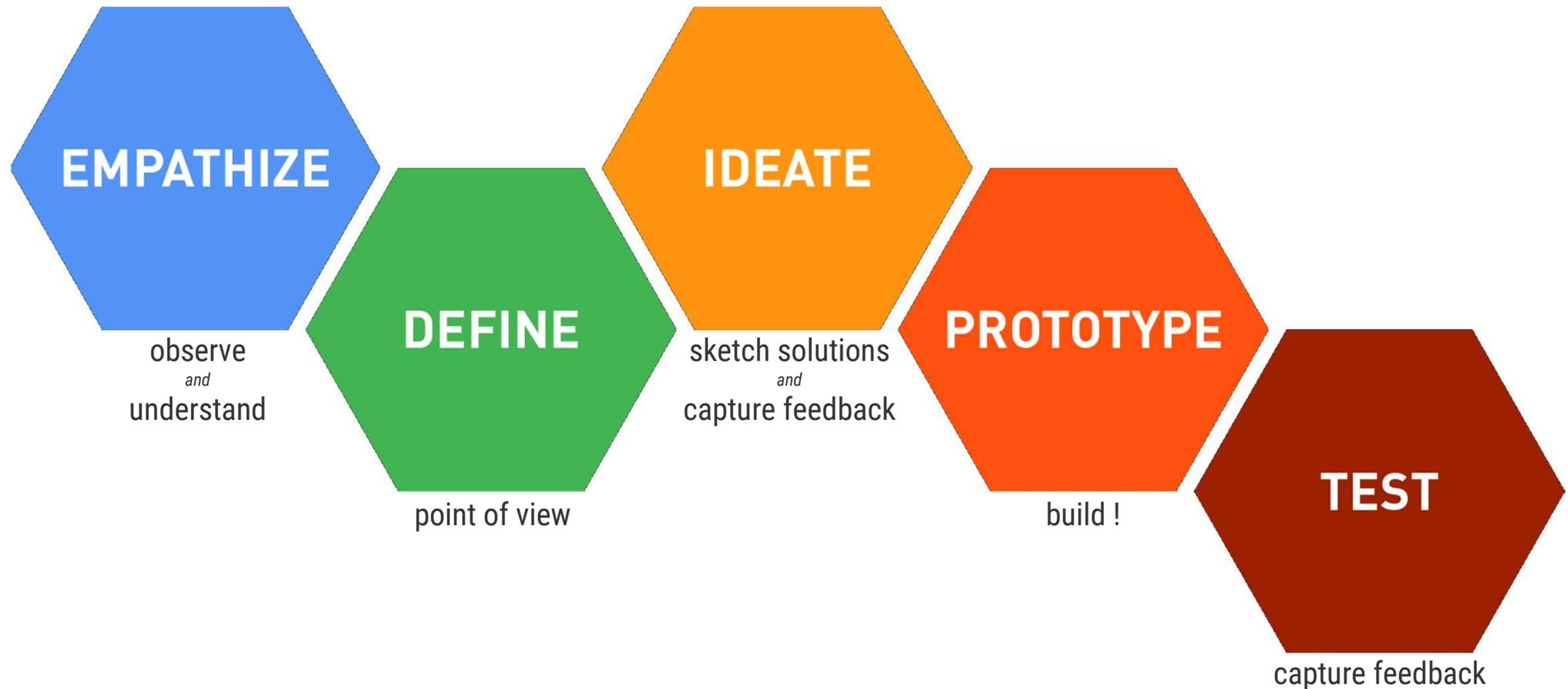
from Hasso Plattner Institute of Design at Stanford University

You will find there :

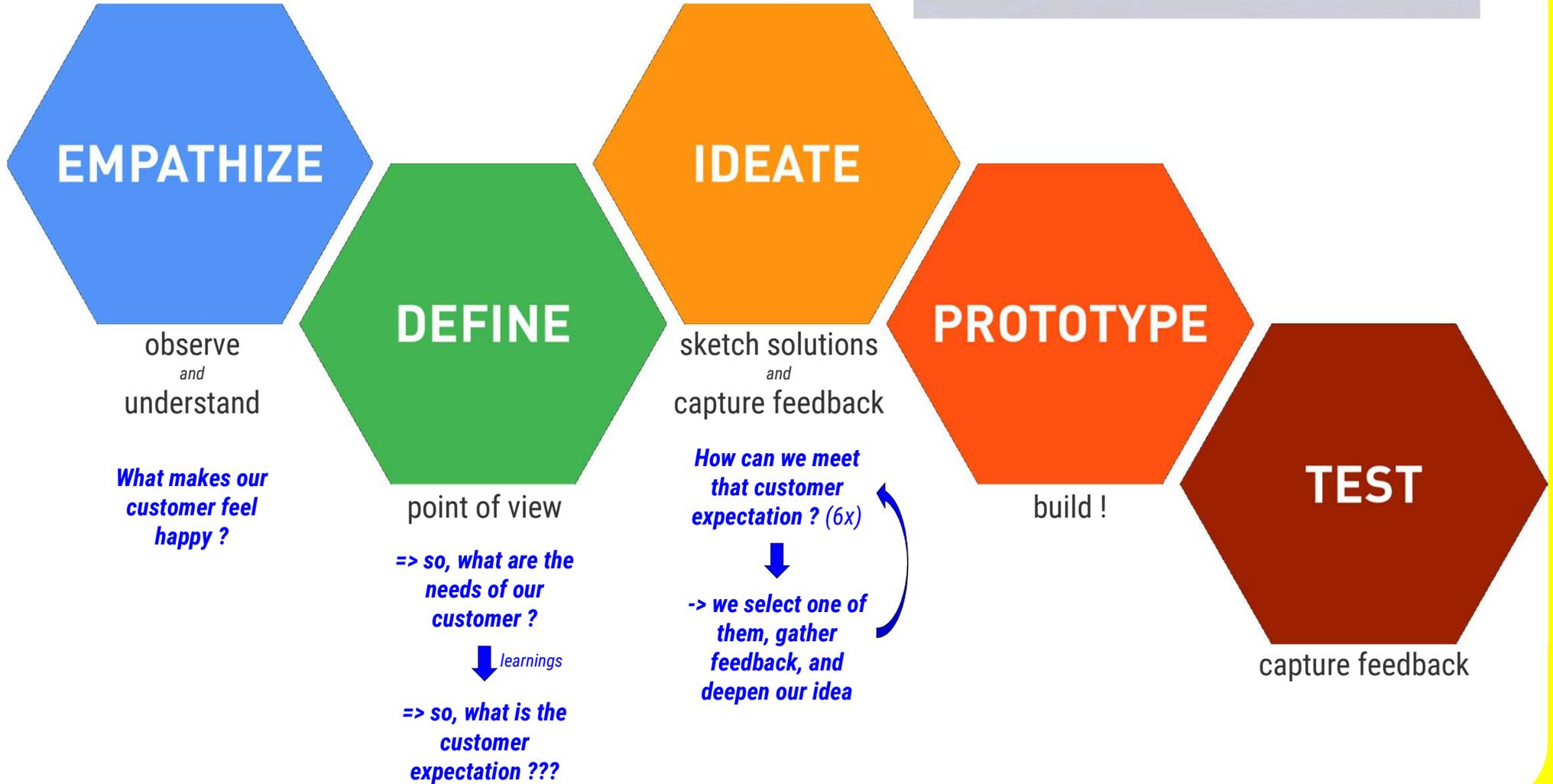
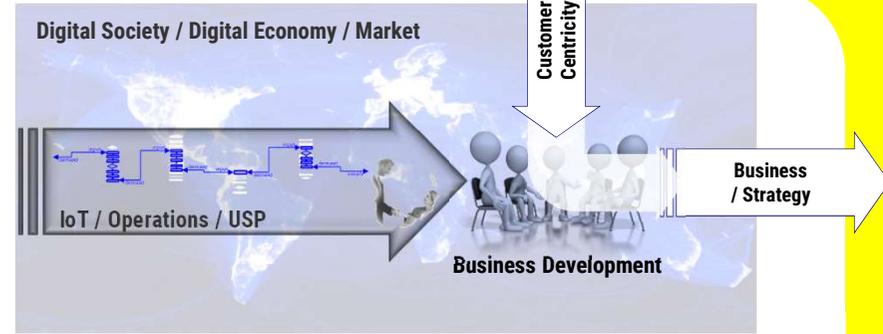
- introductive video
- playbook
- worksheets
- handout



Overview



Overview



SHOW DON'T TELL

Communicate your vision in an impactful and meaningful way by creating experiences, using illustrative visuals, and telling good stories.

FOCUS ON HUMAN VALUES

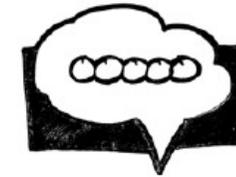
Empathy for the people you are designing for and feedback from these users is fundamental to good design.

CRAFT CLARITY

Produce a coherent vision out of messy problems. Frame it in a way to inspire others and to fuel ideation.

EMBRACE EXPERIMENTATION

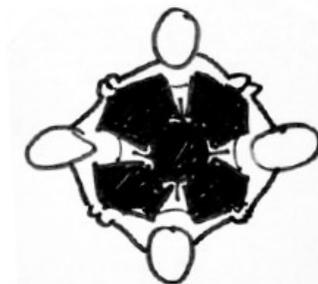
Prototyping is not simply a way to validate your idea; it is an integral part of your innovation process. We build to think and learn.

BE MINDFUL OF PROCESS

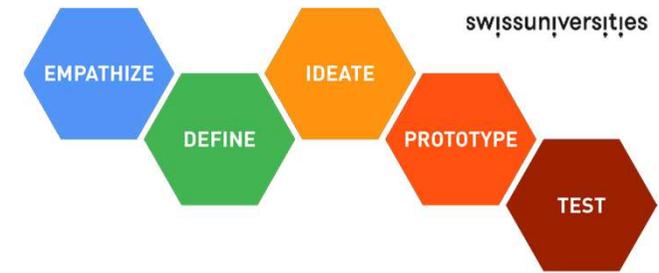
Know where you are in the design process, what methods to use in that stage, and what your goals are.

BIAS TOWARD ACTION

Design thinking is a misnomer; it is more about doing than thinking. Bias toward doing and making over thinking and meeting.

RADICAL COLLABORATION

Bring together innovators with varied backgrounds and viewpoints. Enable breakthrough insights and solutions to emerge from the diversity.



Preparation : Let's form teams !

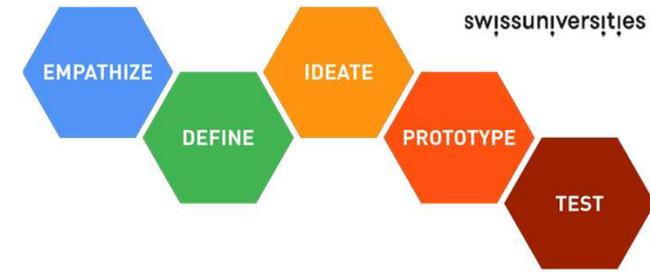


Each team must consist of at least ONE student who has completed his previous studies in any country besides Germany / Austria / Switzerland. = "Non-DACH-Student(s)"

Each team must consist of at least ONE student who has completed his previous studies in Germany / Austria / Switzerland. = "DACH-Student"

The rest is up to you.

your Mission : Design a Pre-Master Education



hints ...

EMPATHIZE

your Mission : Design a Pre-Master Education

Interview : **What is important for the student ?
(= customer)**

observe
and
understand

Who ?

Where ?

When ?

What ?

How ?

Why ?

Why ?

Why ?

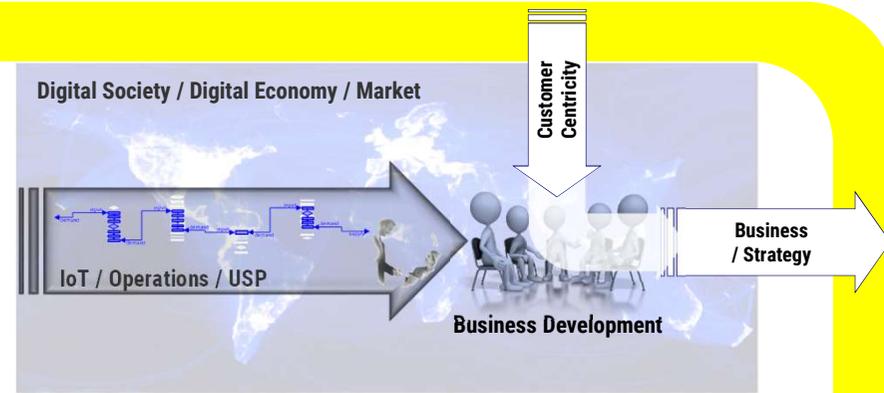
Why ?

Why ?

Why ?

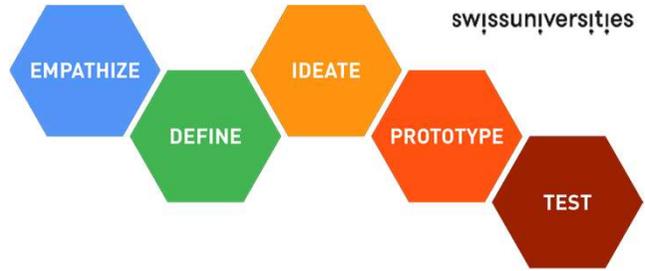


?



your Mission :

Design a Pre-Master Education



EMPATHIZE

Interview :

What is important for the student ?

4min "Non-DACH-Student(s)" will be interviewed by "DACH-Student(s)"
& 4min "DACH-Student(s)" will be interviewed by "Non-DACH-Student(s)"

observe
and
understand

notes :

Who ?

Where ?

When ?

What ?

How ?

Why ?

Why ?

Why ?

Why ?

Why ?

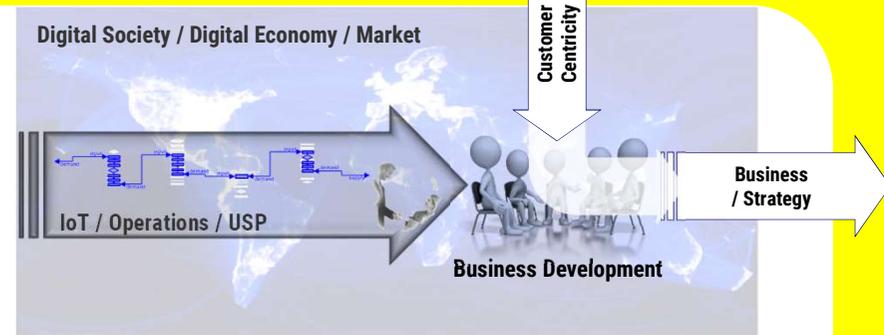
Why ?

hints ...

EMPATHIZE

your Mission : Design a Pre-Master Education

digging deeper : **What do you feel as student ?**
What will make you happy ?



observe
and
understand

Who ?

Where ?

When ?

What ?

How ?

Why ?

Why ?

Why ?

Why ?

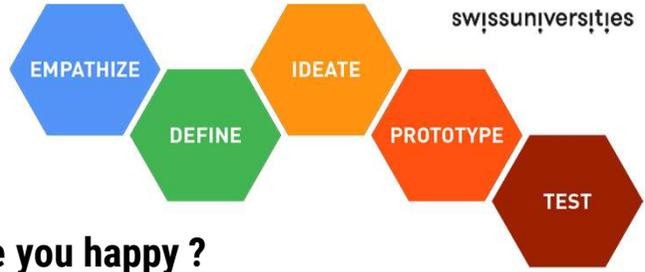
Why ?

Why ?



your Mission :

Design a Pre-Master Education



EMPATHIZE

digging deeper : What is important ? What do you feel ? What will make you happy ?

4min "Non-DACH-Student(s)" will be interviewed by "DACH-Student(s)"
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observe
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Who ?

Where ?

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Why ?

Why ?

Why ?

Why ?

Why ?

notes :

hints ...

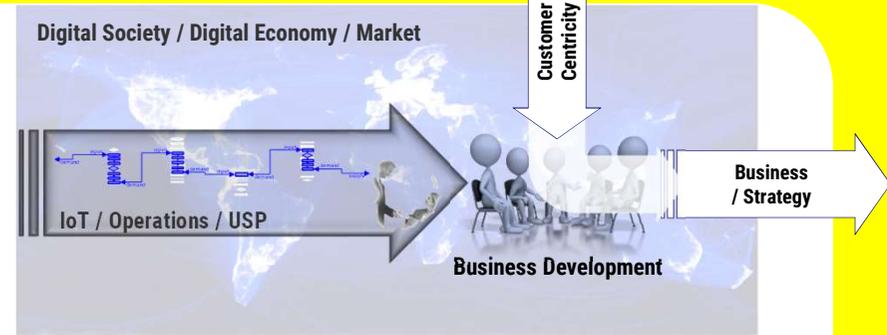
DEFINE

point of view

use verbs !

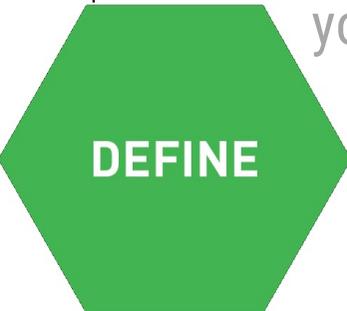
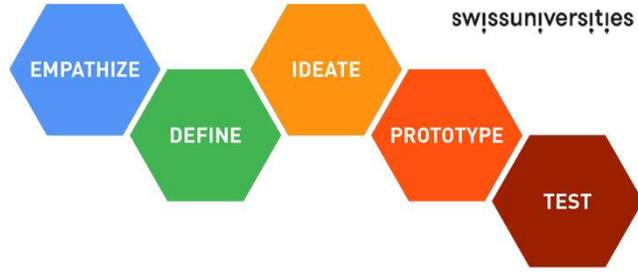
your Mission :
Design a Pre-Master Education

capture findings : **define a few needs that you captured**



your Mission :

Design a Pre-Master Education



point of view

capture findings : **define a few needs that you captured**
 3min every team member by himself

notes :

use
verbs !

hints ...

DEFINE

point of view

POV

problem statement

your Mission :

Design a Pre-Master Education

insights :

new learnings about the needs and feelings of the interviewed partner



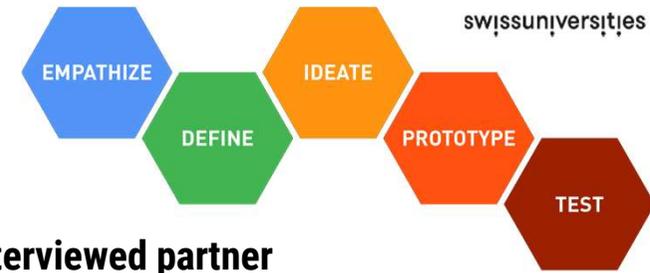
Digital Society / Digital Economy / Market

Customer Centricity



your Mission :

Design a Pre-Master Education



DEFINE

point of view

insights :

new learnings about the needs and feelings of the interviewed partner
3min every team member by himself

notes :

POV

**problem
statement**

hints ...

IDEATE

your Mission : Design a Pre-Master Education

ideas : create solutions !

sketch solutions
and
capture feedback

go for
volume !

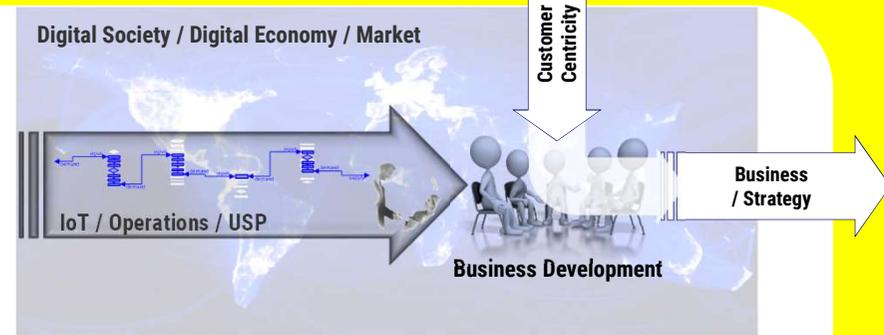
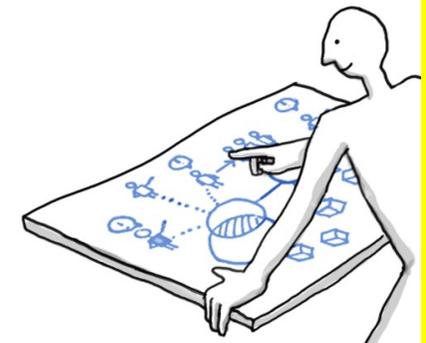
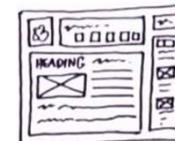
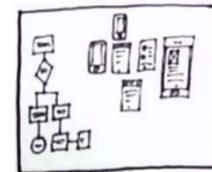
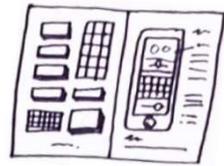
go for
volume !

go for
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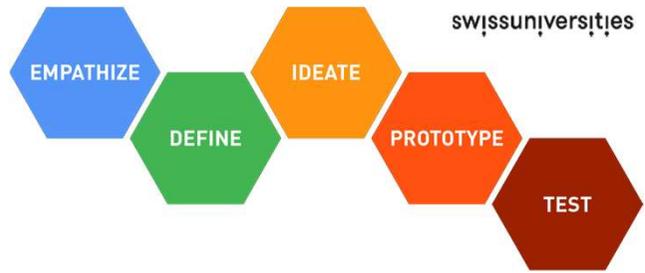
go for
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go for
volume !

go for
volume !



your Mission : Design a Pre-Master Education



IDEATE

ideas : **create solutions !**
4min every team member by himself

sketch solutions
and
capture feedback

go for
volume !

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go for
volume !

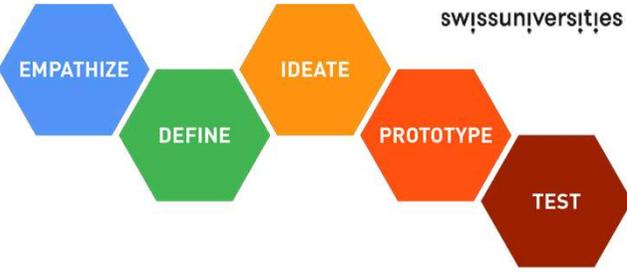
go for
volume !

go for
volume !

repeat a problem statement / point of view

notes :

your Mission : Design a Pre-Master Education



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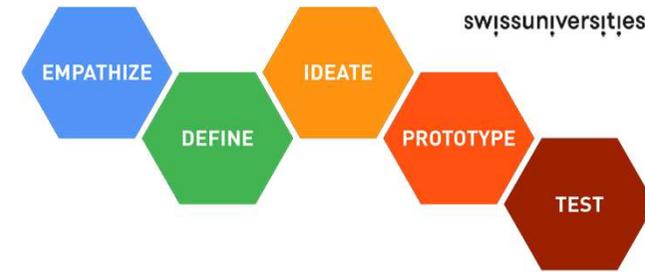
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your Mission : Design a Pre-Master Education



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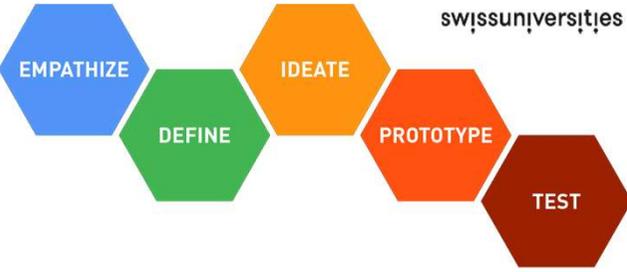
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your Mission :

Design a Pre-Master Education



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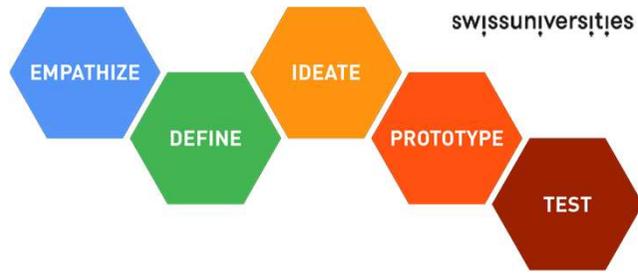
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go for
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your Mission : Design a Pre-Master Education



IDEATE

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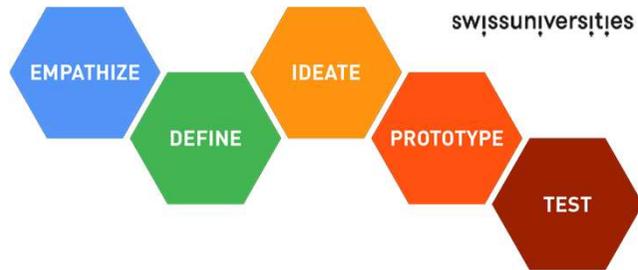
go for
volume !

repeat a problem statement / point of view

notes :

your Mission :

Design a Pre-Master Education



IDEATE

ideas :

create solutions !

4min every team member by himself

sketch solutions
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repeat a problem statement / point of view

notes :

go for
volume !

go for
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go for
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go for
volume !

hints ...

IDEATE

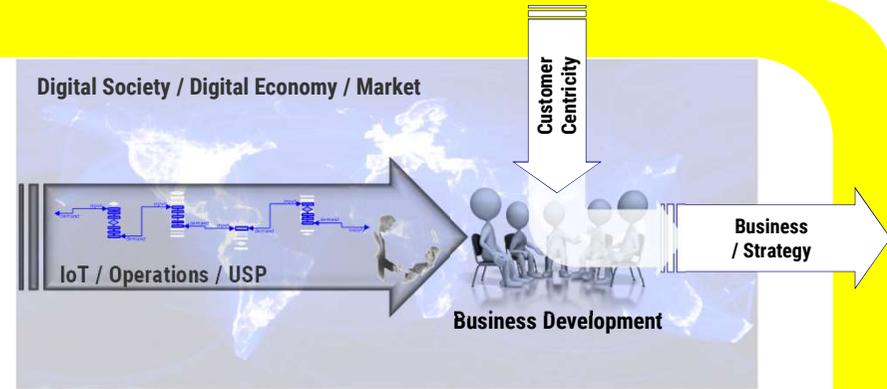
your Mission : Design a Pre-Master Education

share one solution and capture feedback

sketch solutions
and
capture feedback

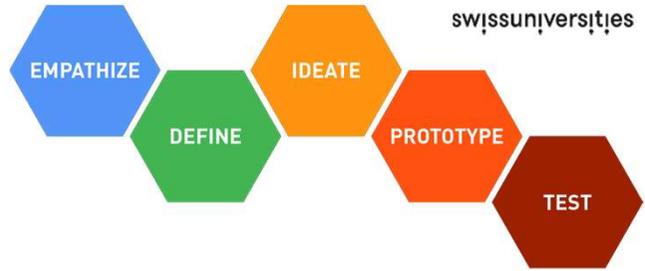
listen !

learn !



your Mission :

Design a Pre-Master Education



IDEATE

share one solution and capture feedback

4min "Non-DACH-Student(s)" present one solution to "DACH-Student(s)"
& 4min "DACH-Student(s)" present one solution to "Non-DACH-Student(s)"

sketch solutions
and
capture feedback

notes :

listen !

learn !

hints ...

IDEATE

your Mission :
Design a Pre-Master Education

reflect and create a new (improved ?) solution

sketch solutions
and
capture feedback

use also
the
backside
of the
papers

media

devices

screen
sketches

structure

process

rooms



Digital Society / Digital Economy / Market

IoT / Operations / USP

Customer
Centricity

Business
/ Strategy

Business Development

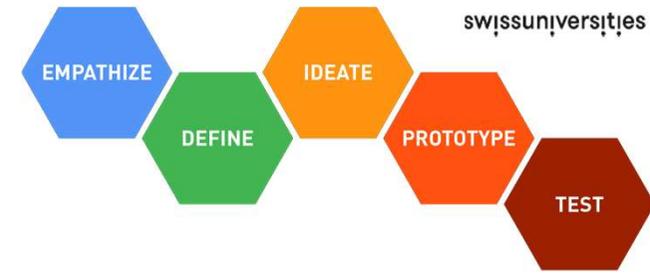


your Mission :

Design a Pre-Master Education

reflect and create a new solution

3min every team member by himself



IDEATE

sketch solutions
and
capture feedback

use also
the
backside
of the
papers

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devices

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structure

process

rooms

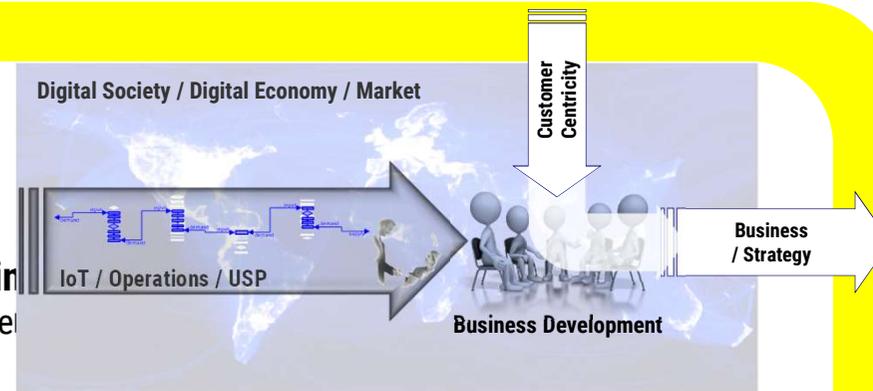
notes :

hints ...

PROTOTYPE

your Mission : Design a Pre-Master Education

build a solution : something that fits into the life of your in
10min "Non-DACH-Student(s)" and "DACH-Stude



build !

use also the
backside of the papers

media



devices



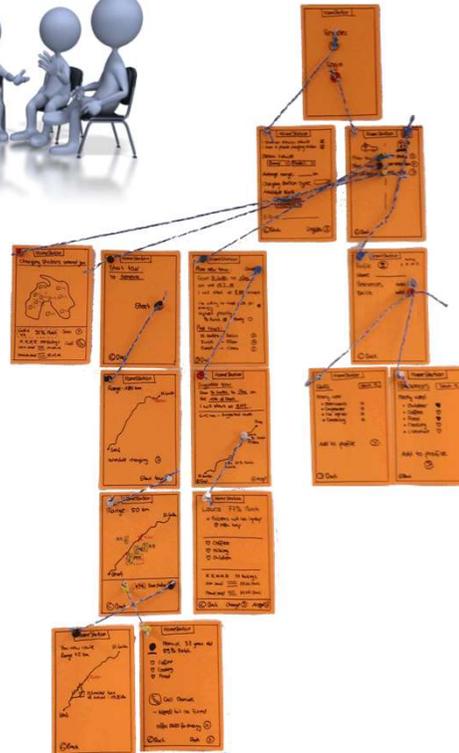
screen
sketches

structure

process

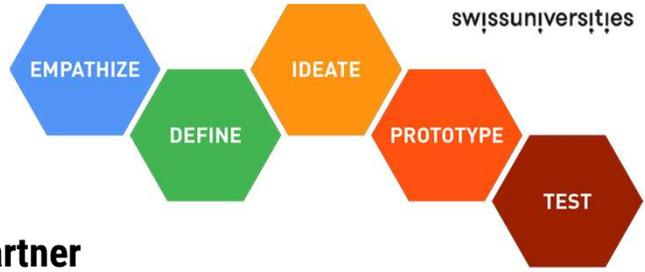
rooms

Customer
Centricity



your Mission :

Design a Pre-Master Education



PROTOTYPE

build a solution : something that fits into the life of your interviewed partner

10min "Non-DACH-Student(s)" and "DACH-Student(s)" in parallel

build !

notes :

use also the
backside of
the papers

media



devices

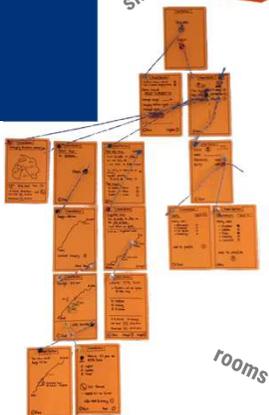


screen
sketches

structure

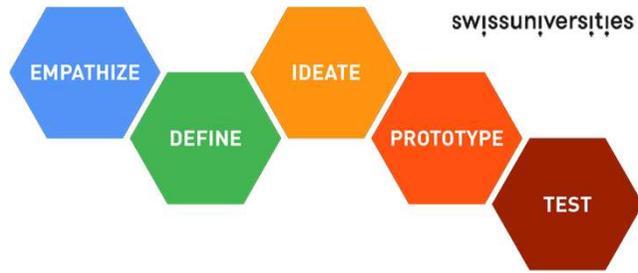
process

rooms



your Mission :

Design a Pre-Master Education



TEST

share your solution and capture feedback

4min "Non-DACH-Student(s)" present one solution to "DACH-Student(s)"
& 4min "DACH-Student(s)" present one solution to "Non-DACH-Student(s)"

capture feedback

**don't fall in
love with
your
prototype !**

+ likes

- wishes

? questions

! ideas