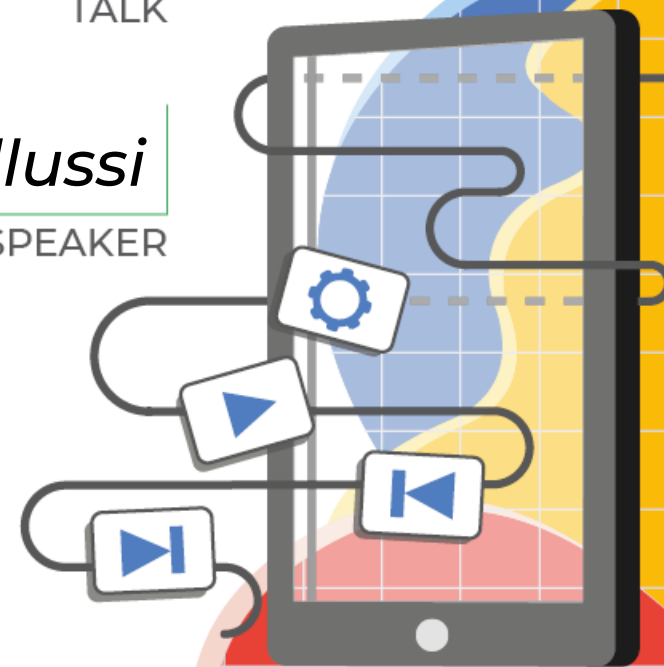


Design thinking: un approccio agile allo sviluppo del prodotto

TALK

Elia Bellussi

SPEAKER



ELIA BELLUSSI

- CONSULENTE IT
- ARTICOLISTA
- CERTIFICATO IN DESIGN THINKING DA IDEO
- MENTOR IN HACKATHON
- FONDATORE MUSEO PIEMONTESE DELL'INFORMATICA
- MBA E MASTER OF SCIENCE IN DISRUPTIVE INNOVATION



AGENDA

INTRODUZIONE

CASO STUDIO

CONCLUSIONE

APPROFONDIMENTI

AGILE

70 SVILUPPATORI SI RITROVANO NEL 2001 E NE DEFINISCONO IL MANIFESTO

- INDIVIDUI E INTERAZIONE
- SOFTWARE FUNZIONANTE
- COLLABORAZIONE COL CLIENTE
- RISPOSTA AL CAMBIAMENTO

DESIGN THINKING

1965 VIENE USATO PER LA PRIMA VOLTA IL TERMINE
COME LO USIAMO ORA.

1991 DA D.SCHOOL IN STANFORD UNIVERSITY AD IDEO

- ISPIRAZIONE
- IDEAZIONE
- IMPLEMENTAZIONE

PERCHÉ

- RISOLVERE PROBLEMI
- FOCALIZZARSI SUL VALORE PER IL CLIENTE
- ADATTARSI AL CAMBIAMENTO
- PERFEZIONARSI

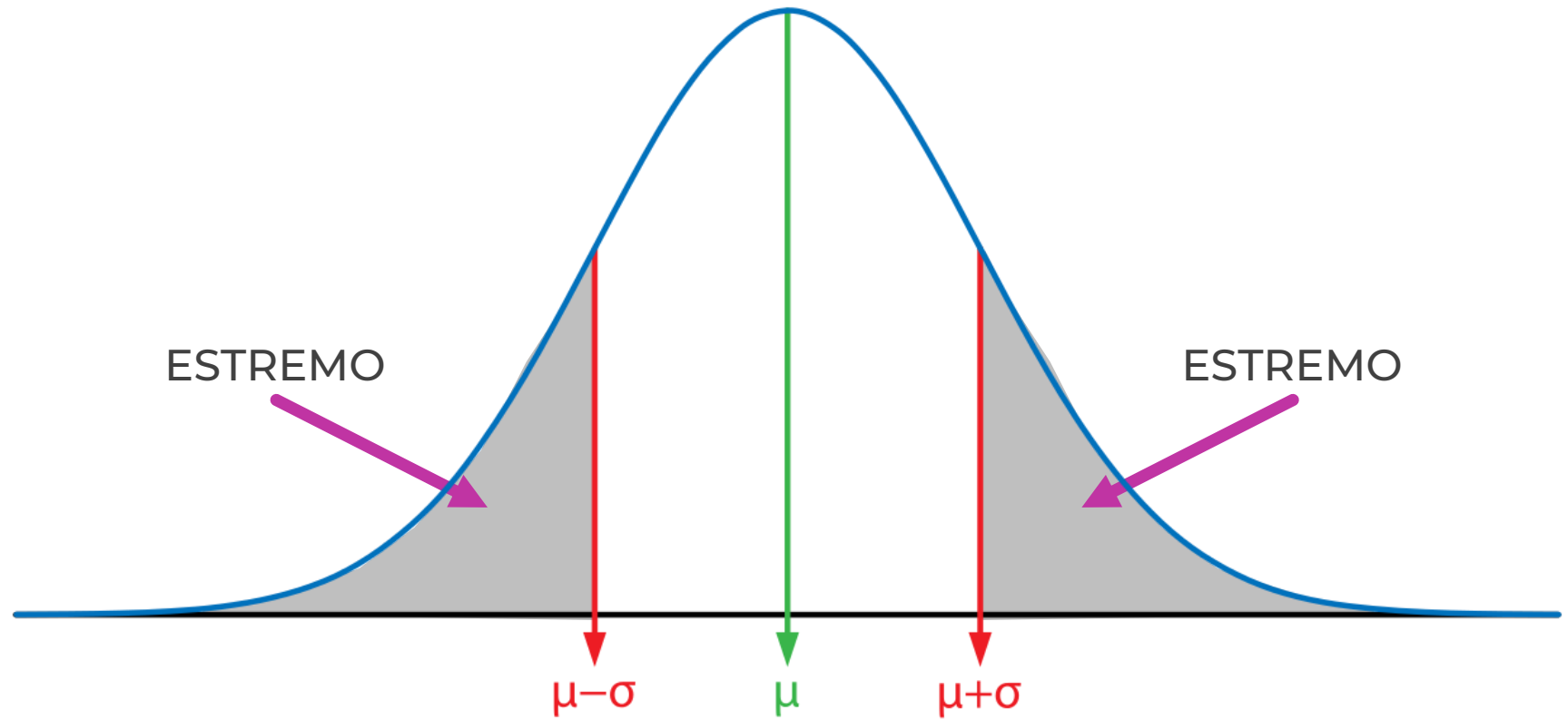
CASO STUDIO - RAMEN A CASA



CASO STUDIO – OSSERVAZIONE



CASO STUDIO – OSSERVAZIONE



CASO STUDIO – OSSERVAZIONE



LE COMPONENTI


EMPATIZZARE

LE COMPONENTI

EMPATIZZARE

DEFINIRE

CASO STUDIO – PROGETTAZIONE

① 

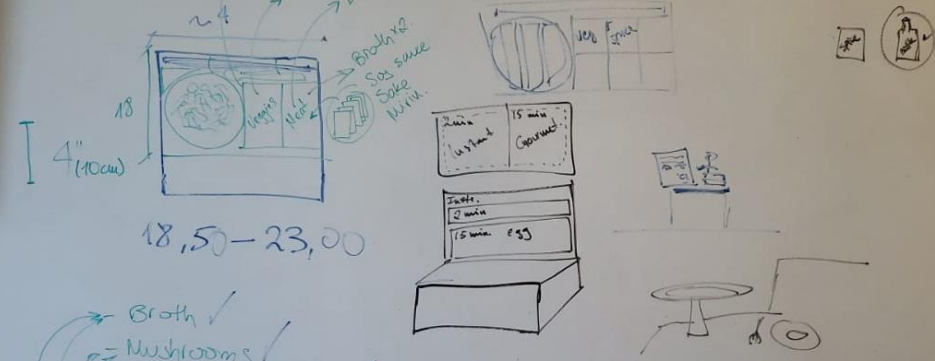
② Bigger Bowl Personal + Chopsticks.

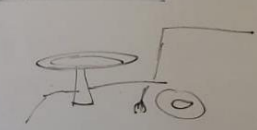
③ Quality of Ingredients


④ \$8-12 → Instant. ↑15
\$40 → Better Quality Wood?

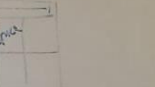
⑤ Refill → $\frac{12}{25} \cdot 40 \Rightarrow \$3 - 5 - 7$

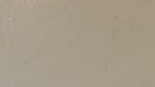
⑥ Subscription


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② 


③ 


④ 


⑤ 

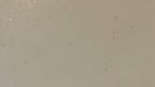
⑥ 

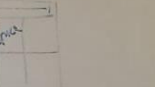
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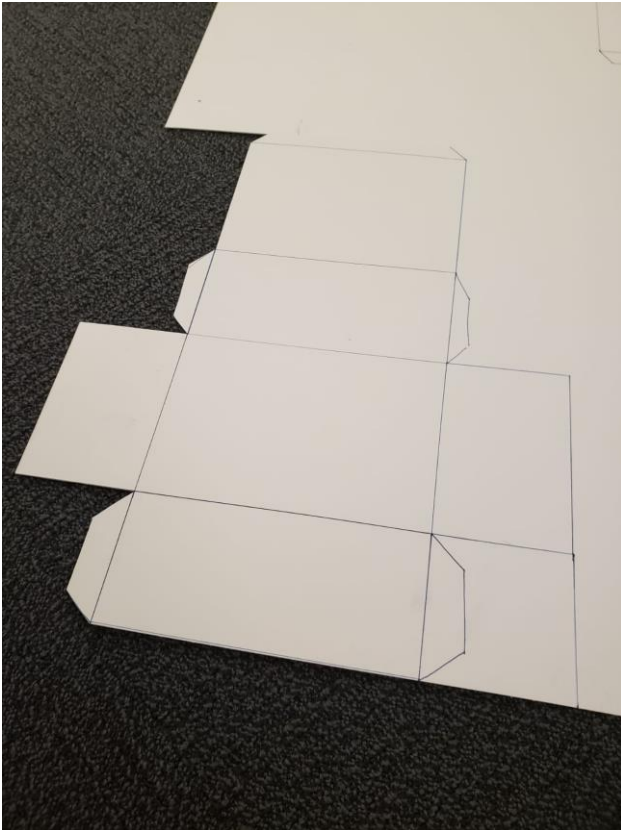
LE COMPONENTI

EMPATIZZARE

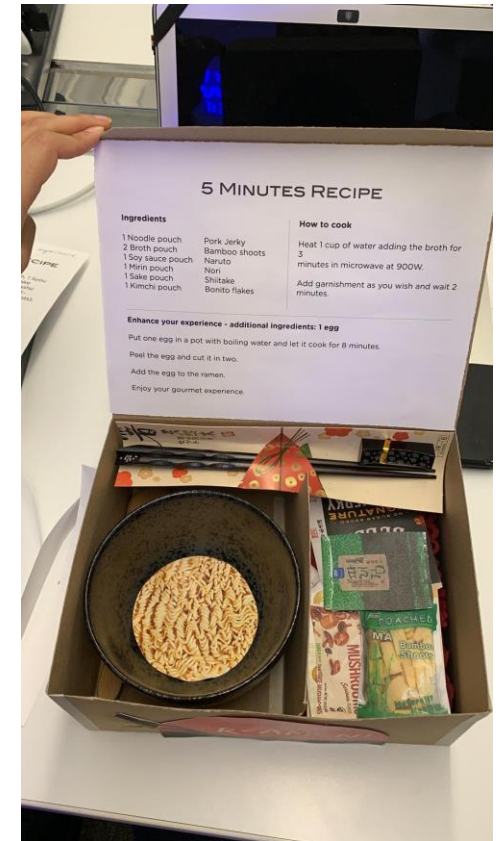
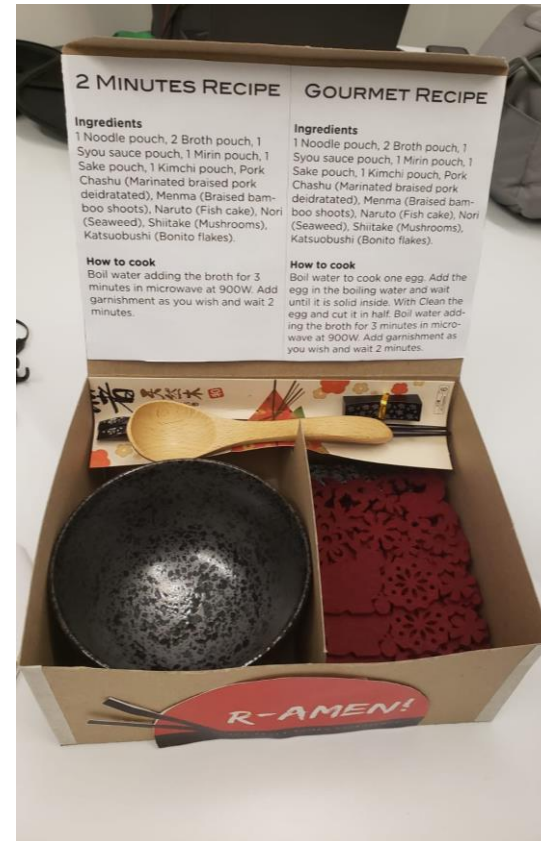
DEFINIRE

IDEARE

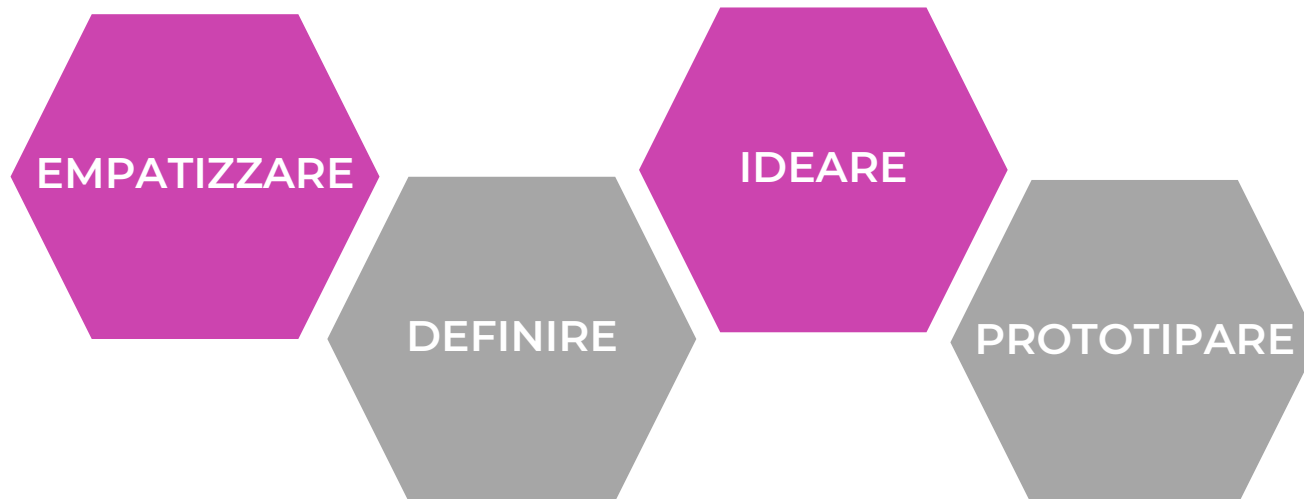
CASO STUDIO – CREAZIONE DI UN PROTOTIPO



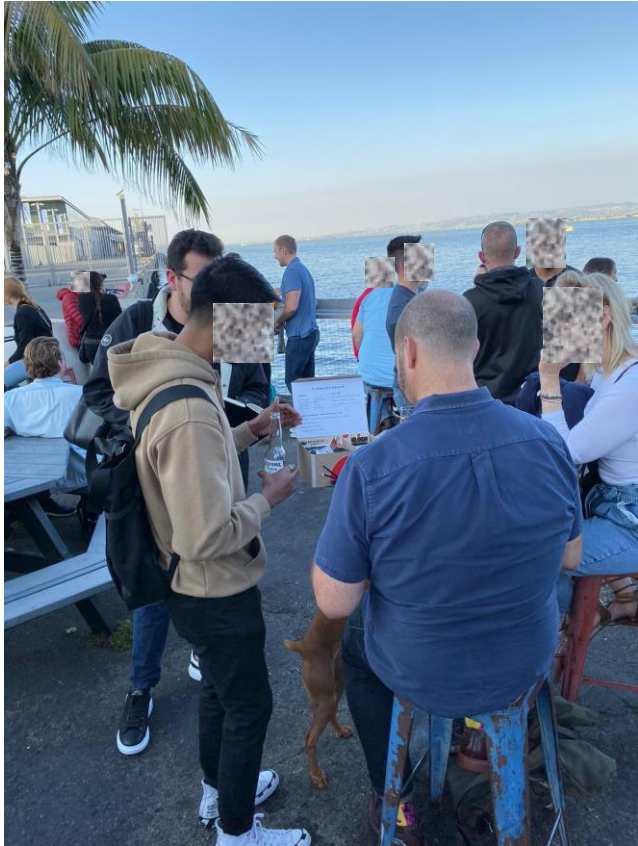
CASO STUDIO – CREAZIONE DI UN PROTOTIPO



LE COMPONENTI



CASO STUDIO – TEST DEL PROTOTIPO



LE COMPONENTI

EMPATIZZARE

DEFINIRE

IDEARE

PROTOTIPARE

TESTARE

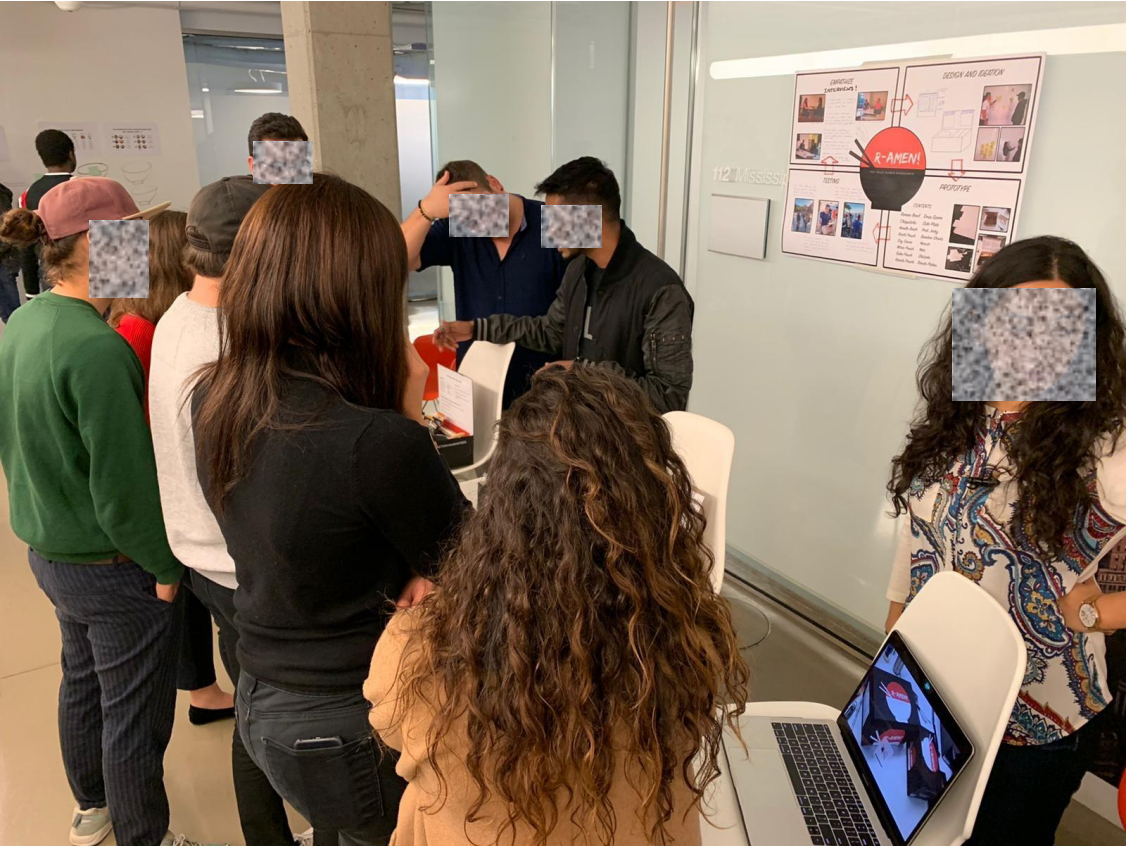
CASO STUDIO - PERFEZIONAMENTO



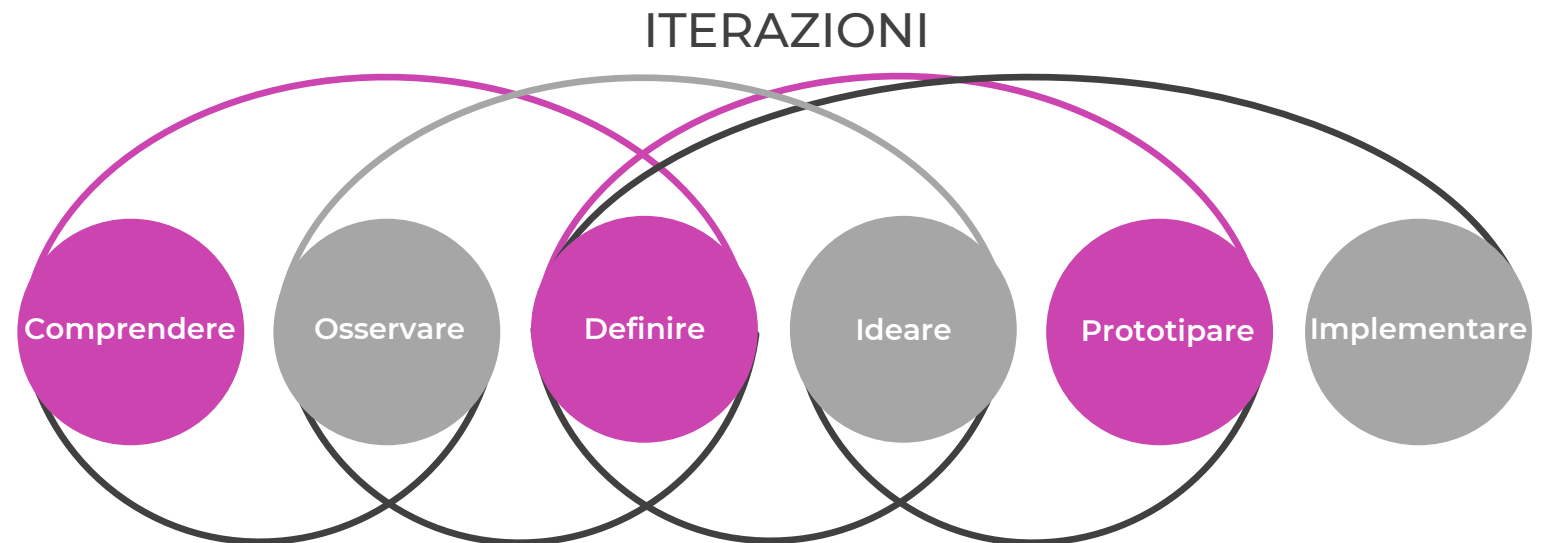
CASO STUDIO - PERFEZIONAMENTO



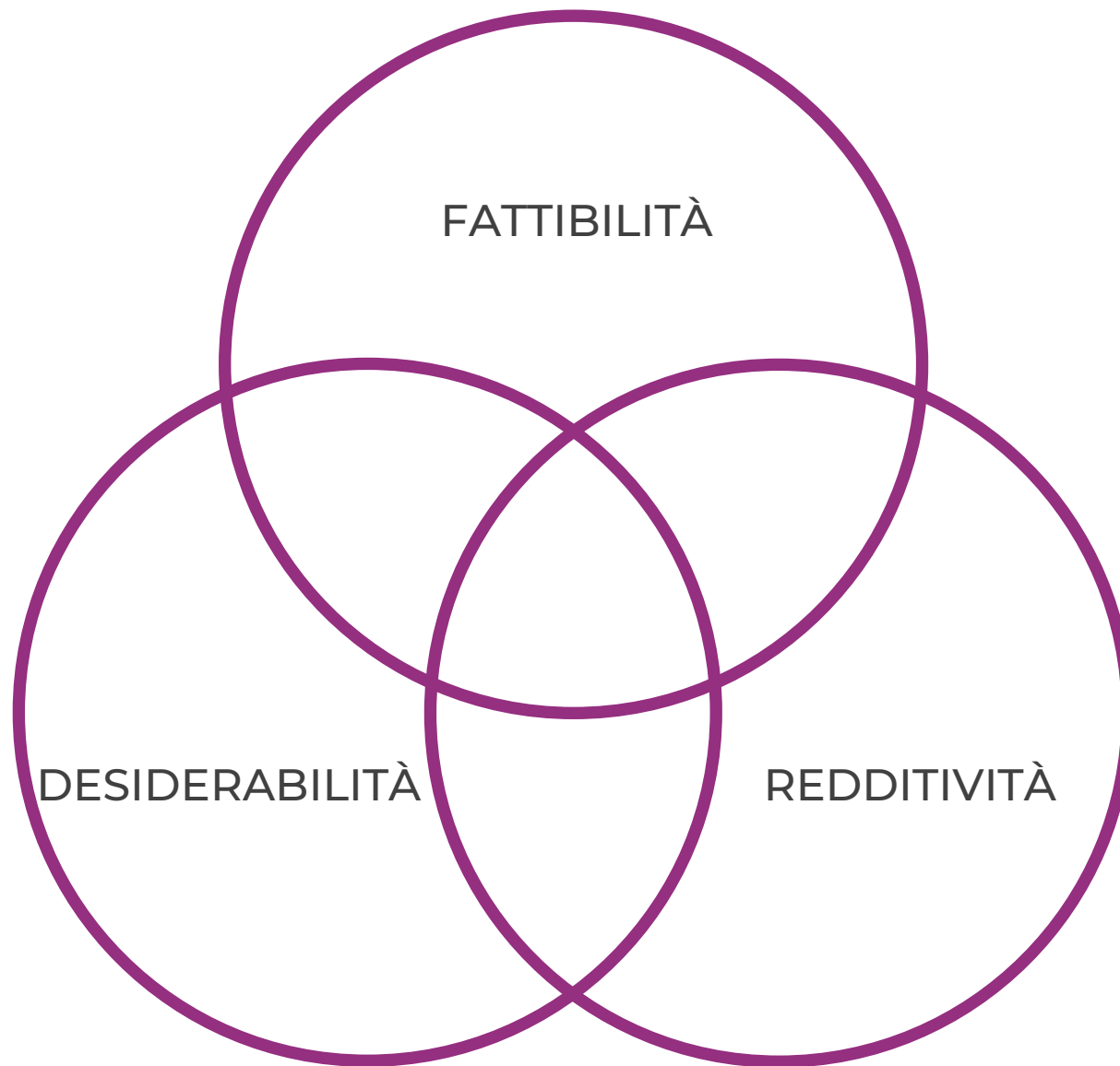
CASO STUDIO - PERFEZIONAMENTO



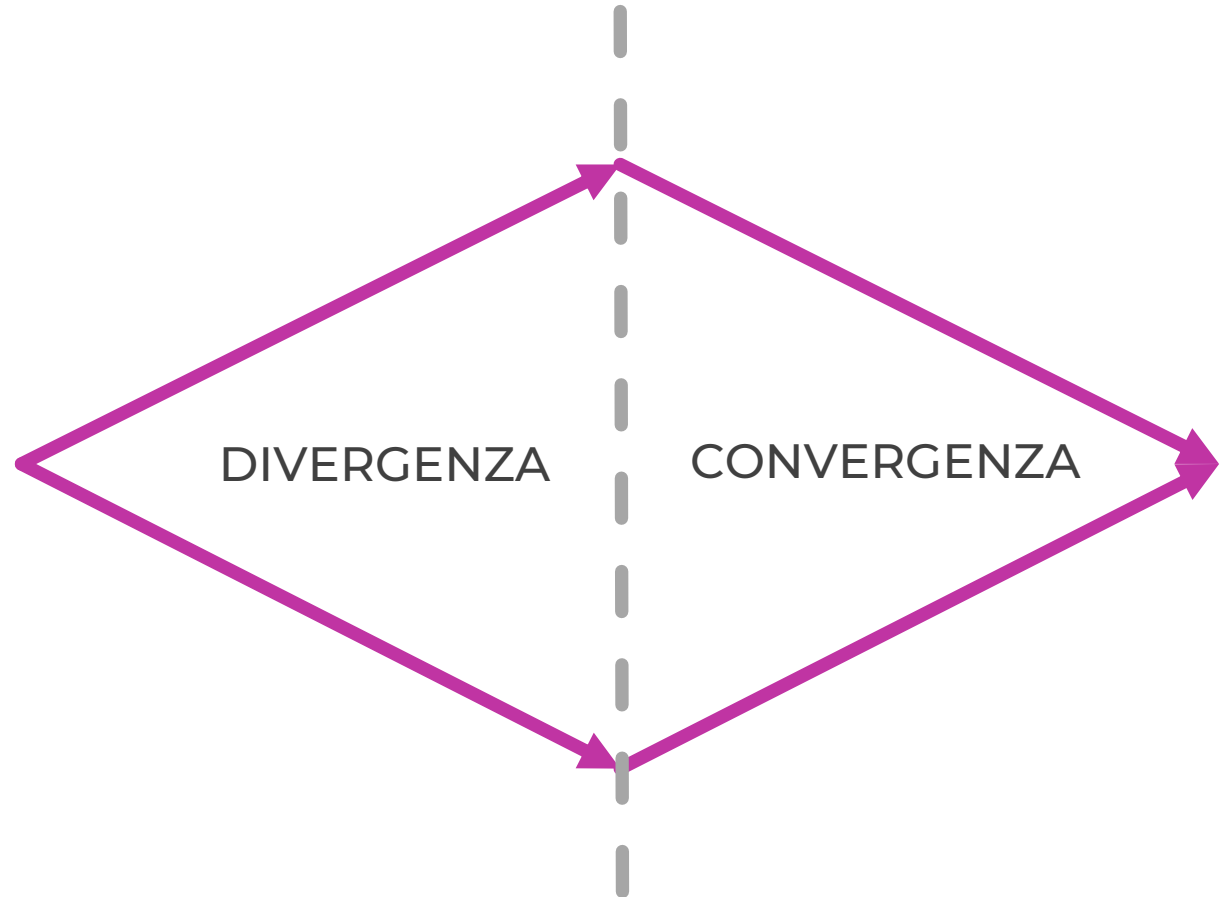
IL PROCESSO



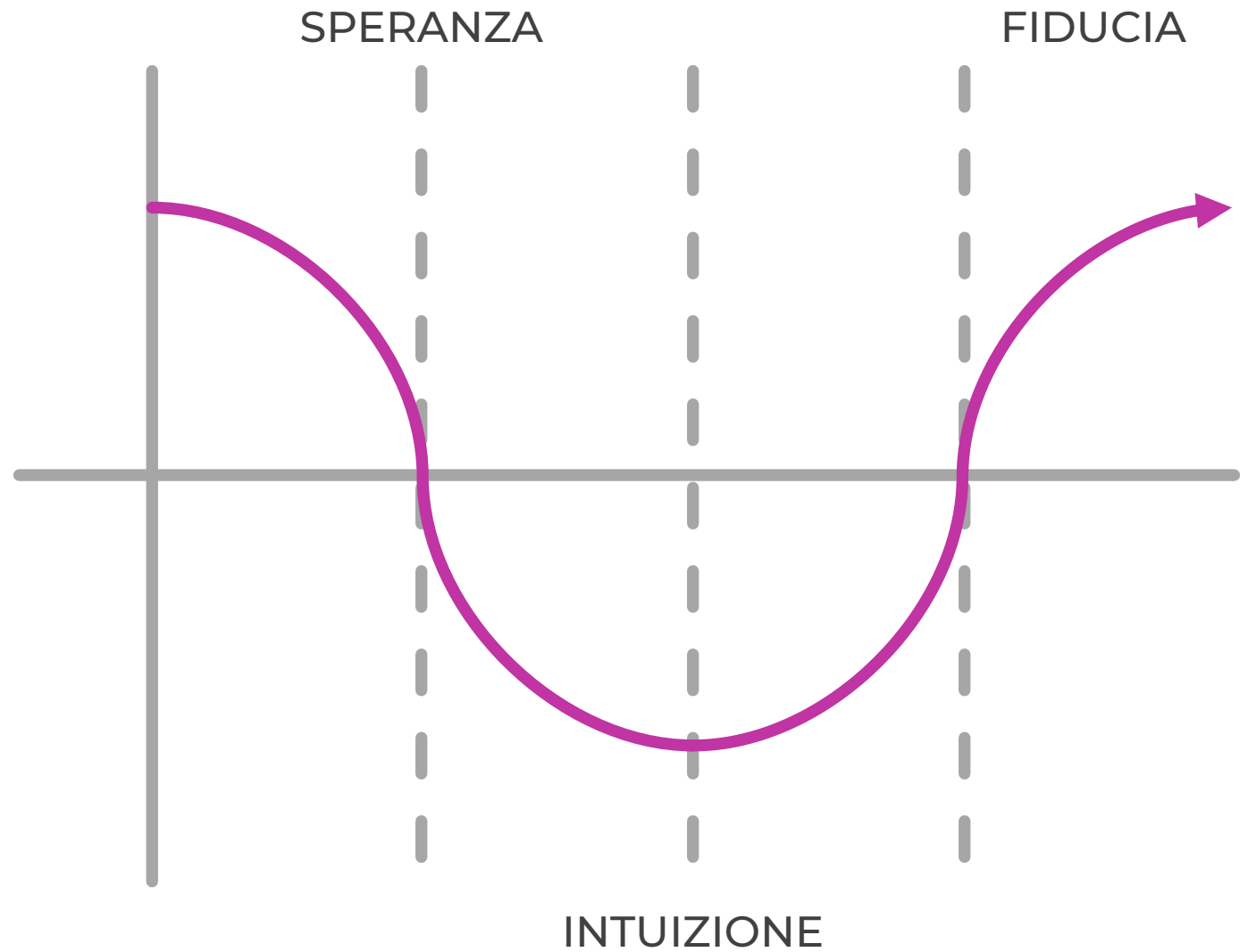
I TRE PILASTRI



DIVERGENZA E COVERGENZA



HUMAN CENTERED DESIGN



GRAZIE

“THE MAIN TENET OF DESIGN THINKING IS EMPATHY FOR THE PEOPLE YOU'RE TRYING TO DESIGN FOR. LEADERSHIP IS EXACTLY THE SAME THING - BUILDING EMPATHY FOR THE PEOPLE THAT YOU'RE ENTRUSTED TO HELP.”

DAVID KELLEY

RISORSE ONLINE

<https://dschool.stanford.edu/>

<https://www.ideo.com/>

<https://www.coursera.org/search?query=design%20thinking&>

https://www.edx.org/course?search_query=design+thinking

TESTI

Lewrick, M., Link, P., Leifer, L., (2018). *The Design Thinking Playbook*. Wiley.

Pressman, A. (2019). *Design Thinking: A Guide to Creative Problem Solving for Everyone*. Routledge.

Mootee, I. (2013). *Design Thinking for Strategic Innovation*. Wiley

Banfield, R., Lombardo, T., Wax, T. (2016) *Design Sprint. A Practical Guidebook for Building Great Digital Products*. O'Reilly

Lockwood, T., Papke, E. (2018). *Innovation by Design. How Any Organization Can Leverage Design Thinking to Produce Change, Drive New Ideas, and Deliver Meaningful Solutions*. Career Press.