

Design Thinking

Comprenderlo per innovare il proprio business

Chi sono

Elia Bellussi

- Solutions Architect
- Articolista per Digital360
- Certificato in Design Thinking da IDEO
- Consulente strategico per startup
- Mentor in hackathon
- MBA e Master of Science in Disruptive Innovation

<https://ebellussi.github.io/>



Agenda

- Che cos'è
- Perché usarlo
- Caso studio
- Dettagli
- Applicazione al business
- Consigli sugli strumenti
- Conclusione

Che cos'è

- Nel 1965 viene usato per la prima volta il termine come lo usiamo ora.
- Nel 1991 dalla D.School, presso l'Università di Stanford, si passa ad IDEO
- Ispirazione
- Ideazione
- Implementazione

Perché usarlo?

- Risolvere problemi
- Focalizzarsi sul valore per il cliente
- Adattarsi al cambiamento
- Perfezionarsi

Primo caso studio - il ramen istantaneo



Osservare



Osservare - Potenza di 10

$$10^0 = 1$$

$$10^1 = 10$$

$$10^2 = 100$$

$$10^3 = 1000$$

$$10^4 = 10000$$

$$10^5 = 100000$$

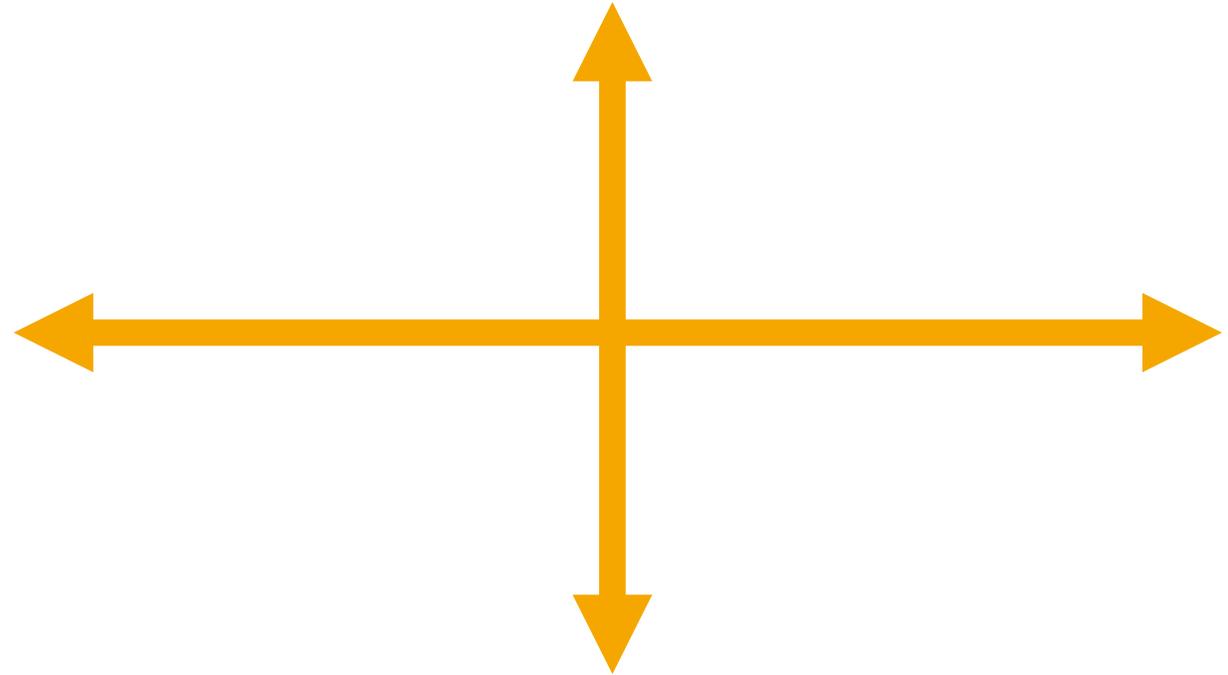
$$10^6 = 1000000$$

$$10^7 = 10000000$$

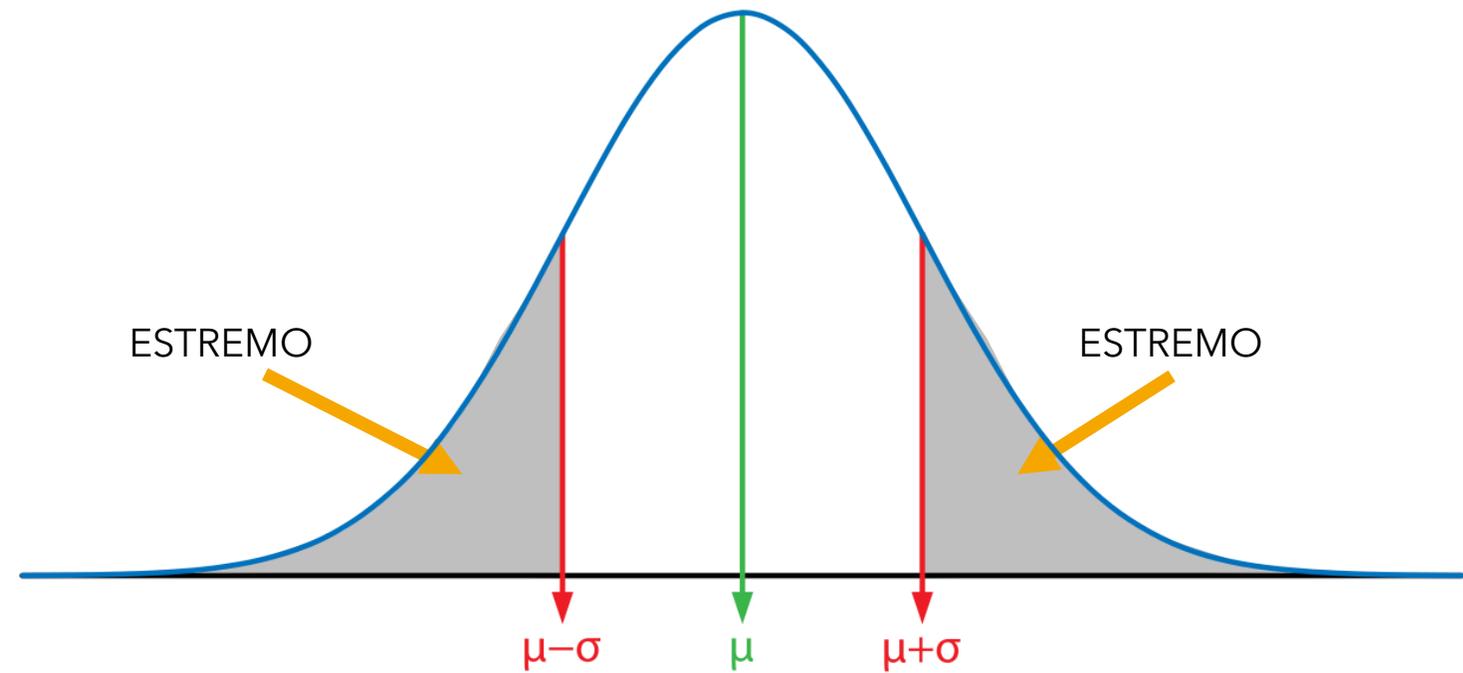
$$10^8 = 100000000$$

$$10^9 = 1000000000$$

Osservare - Matrice 2x2



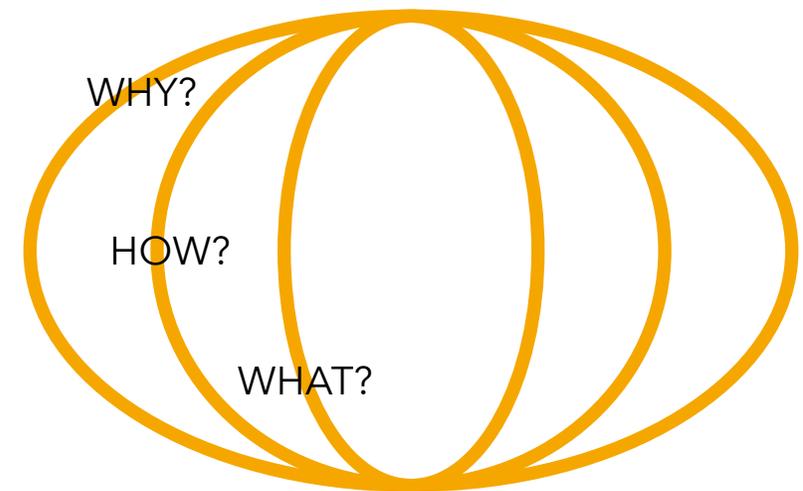
Osservare - Gli estremi



Intervistare



Intervistare - Le tre domande



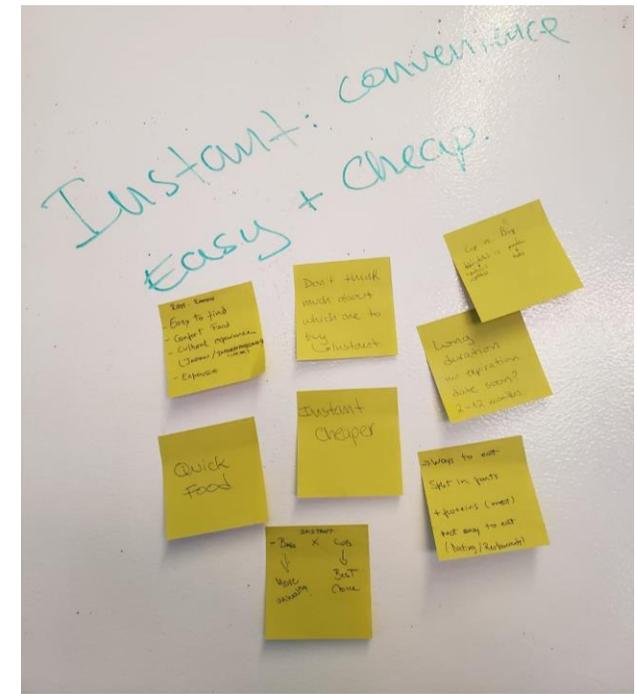
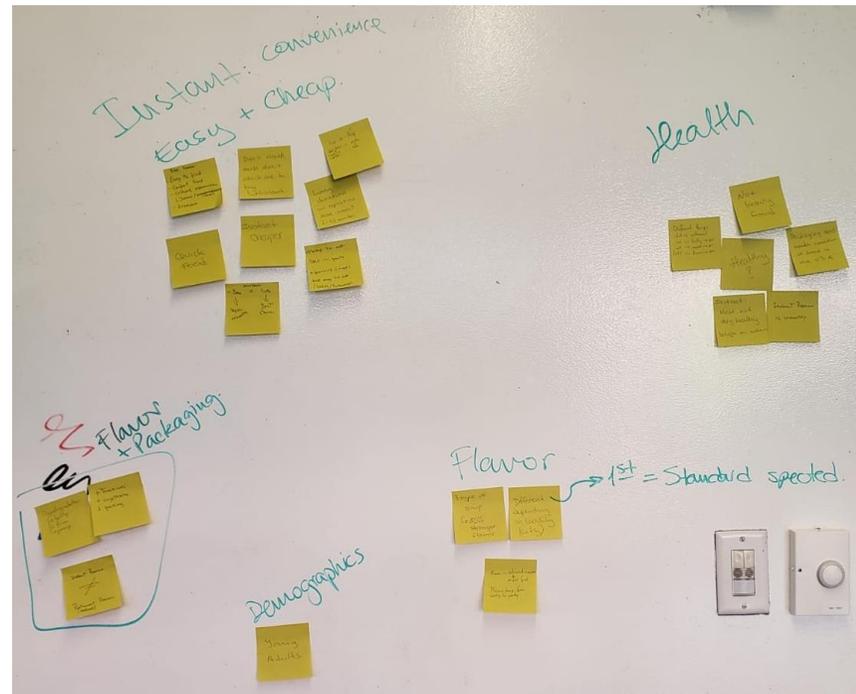
Intervistare - Il percorso a tappe



Le componenti

EMPATIZZARE

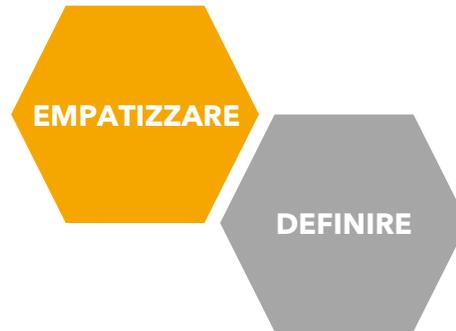
Analizzare



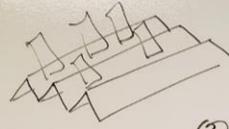
Analizzare - le user story



Le componenti



Progettare

① 

② Bigger Personal Bowl + Chopsticks.

③ Quality of Ingredients

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

⑤ Refill → $\frac{1}{2} \times 25 = 12.5$ → $40 - 12.5 = 27.5$ → \$3 - 5 - 7

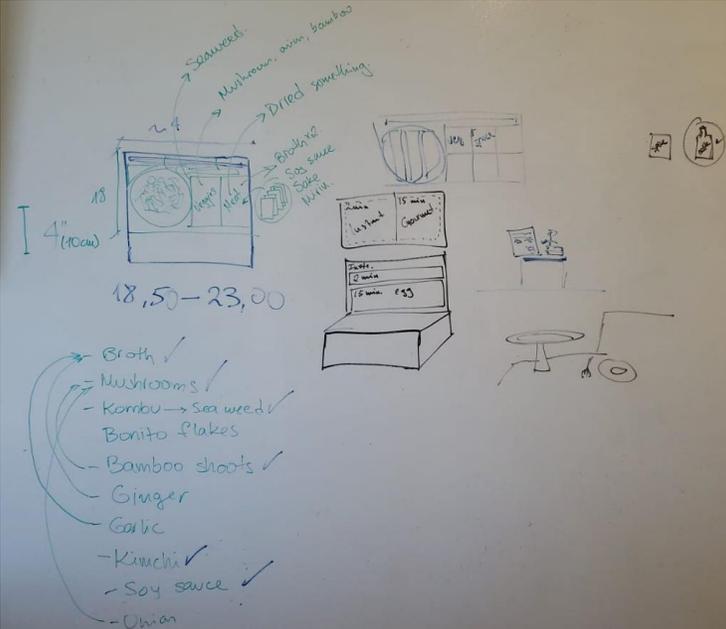
⑥ Subscription

Seaweed
Mushroom, onion, bamboo
Dried something
Bonito Soy sauce
Soy sauce
Vina.

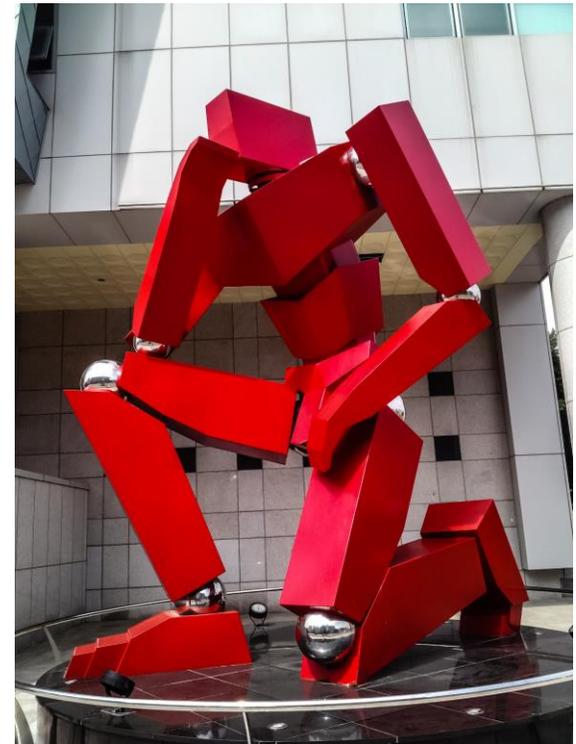
18
4" (10cm)
18,50 - 23,00

2 min 15 min
15 min 15 min
15 min 15 min

Broth ✓
Mushrooms ✓
Kombu → Sea weed ✓
Bonito flakes ✓
Bamboo shoots ✓
Ginger ✓
Garlic ✓
Kimchi ✓
Soy sauce ✓
Onion ✓



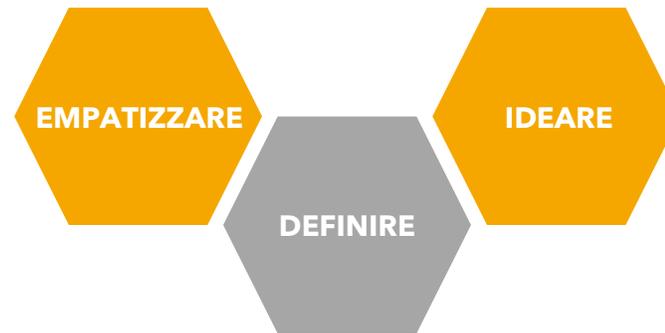
Progettare - farsi domande



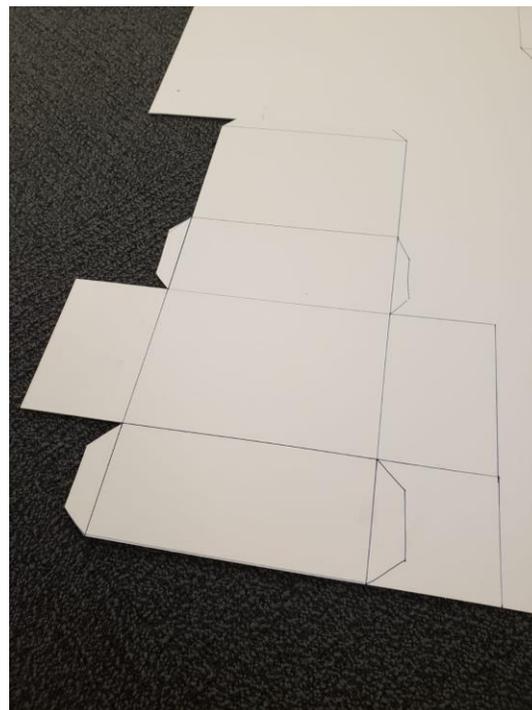
Progettare - l'uso dei vincoli



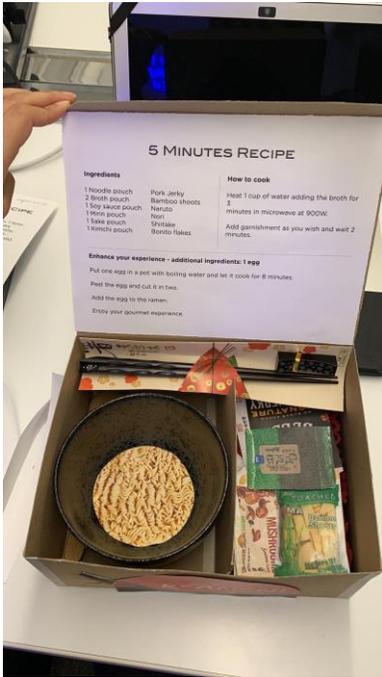
Le componenti



Creare un prototipo



Creare un prototipo



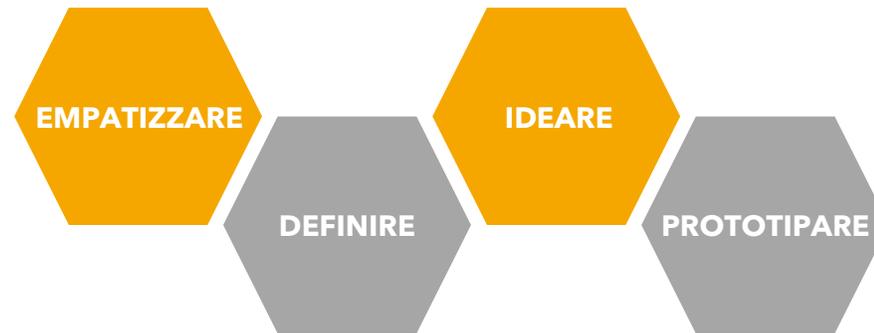
Creare un prototipo



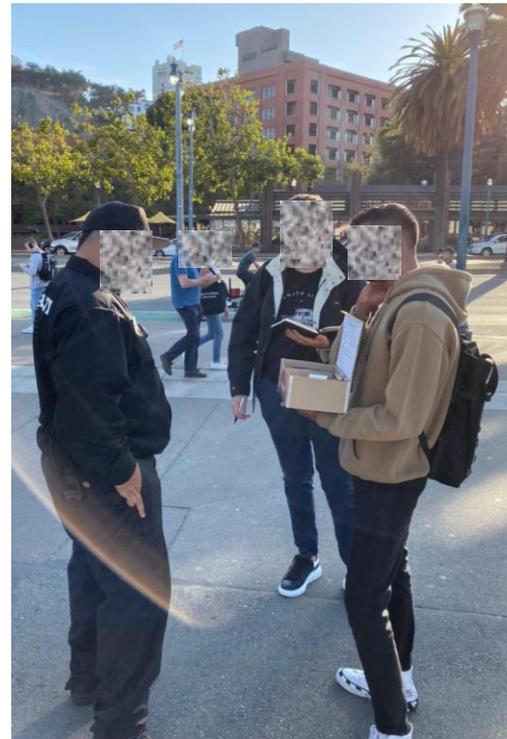
Creare un prototipo



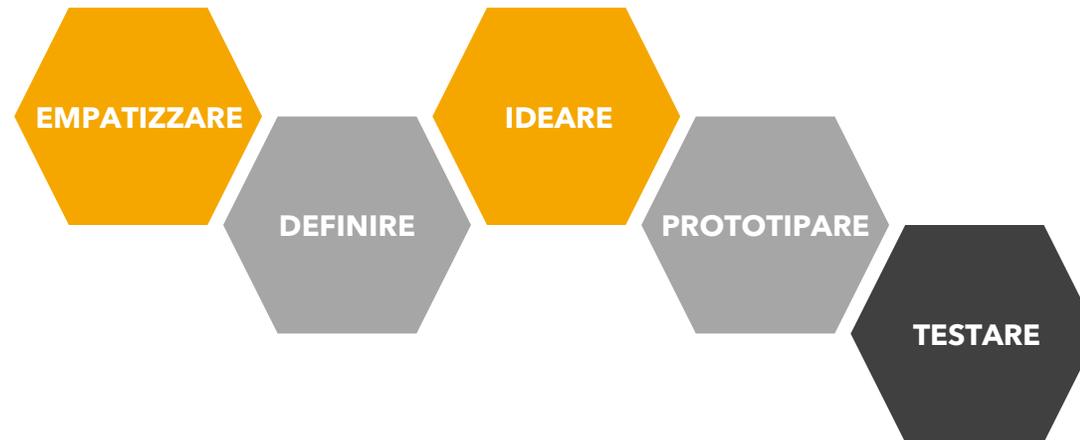
Le componenti



Testare il prototipo



Le componenti



Migliorare



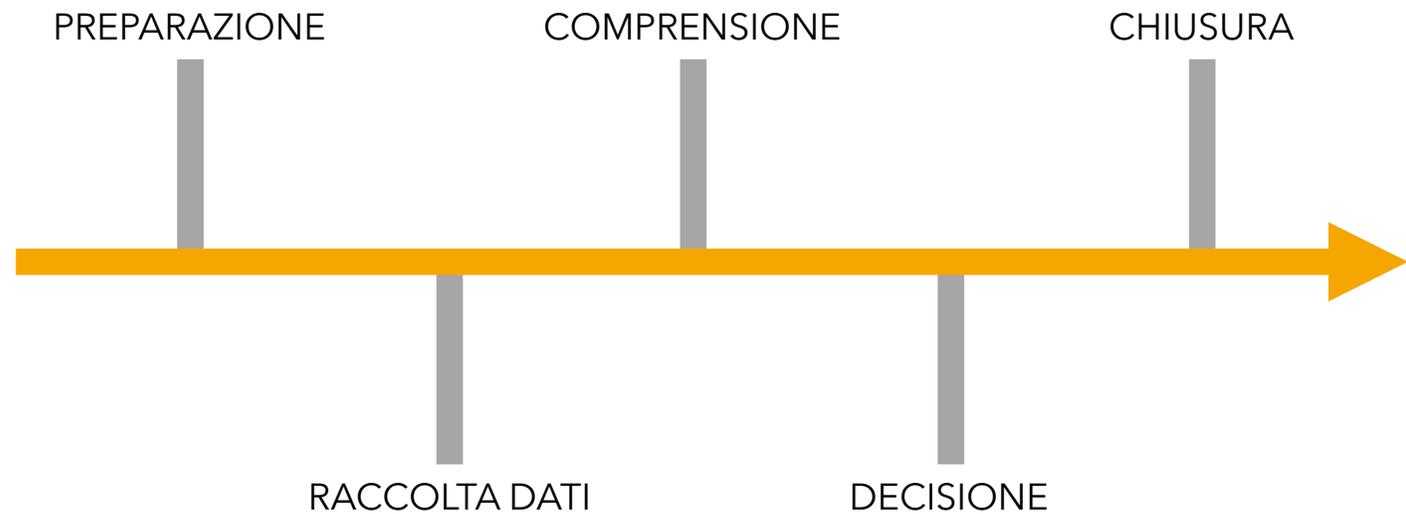
Migliorare



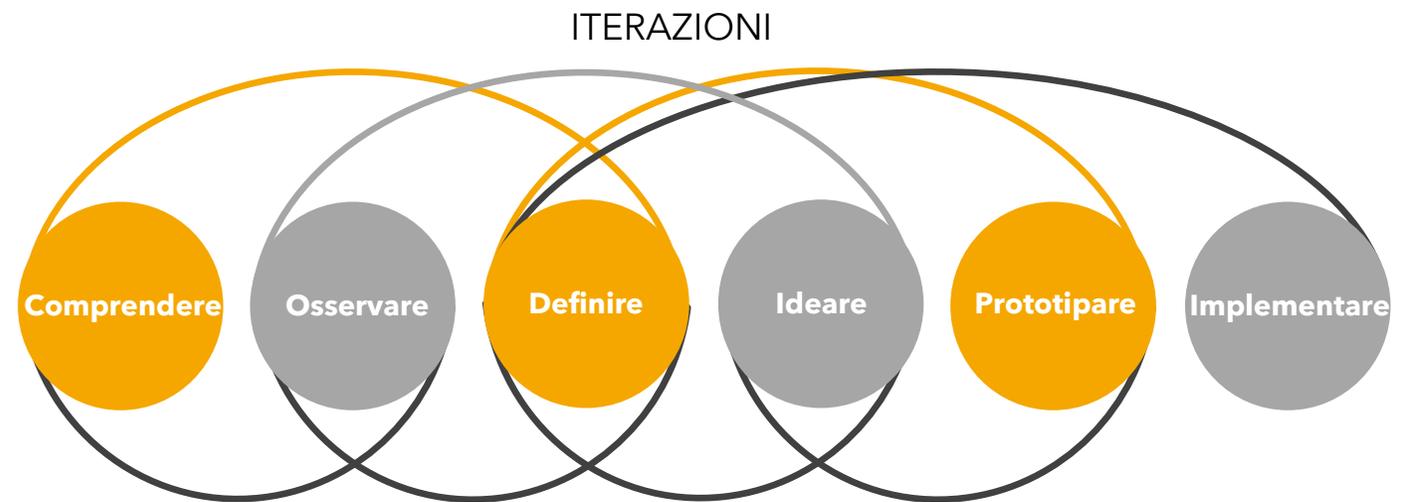
Migliorare



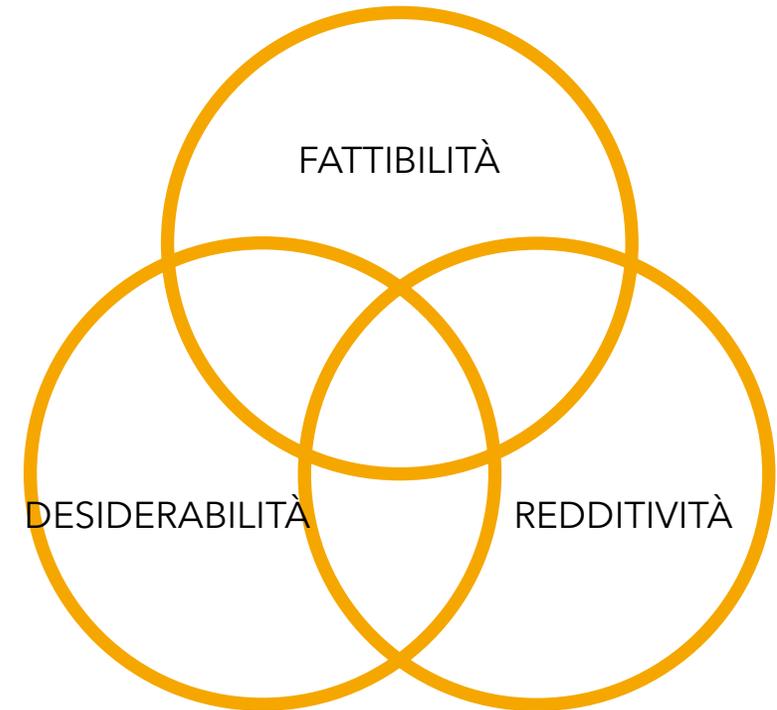
Dettagli - Migliorare



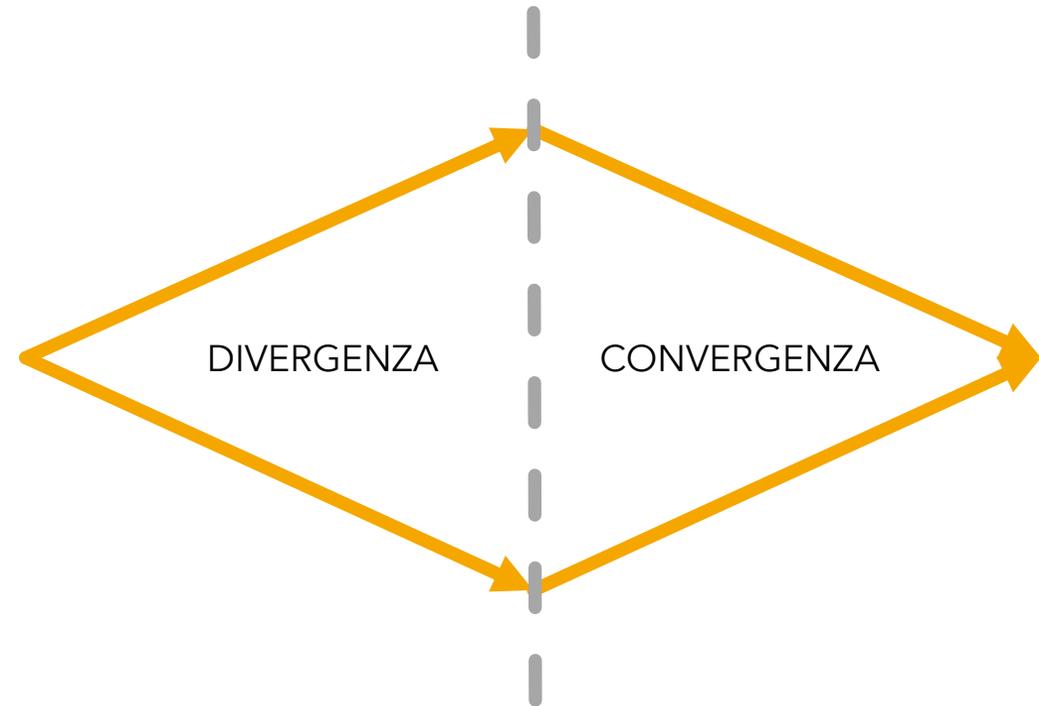
Dettagli - Il processo completo



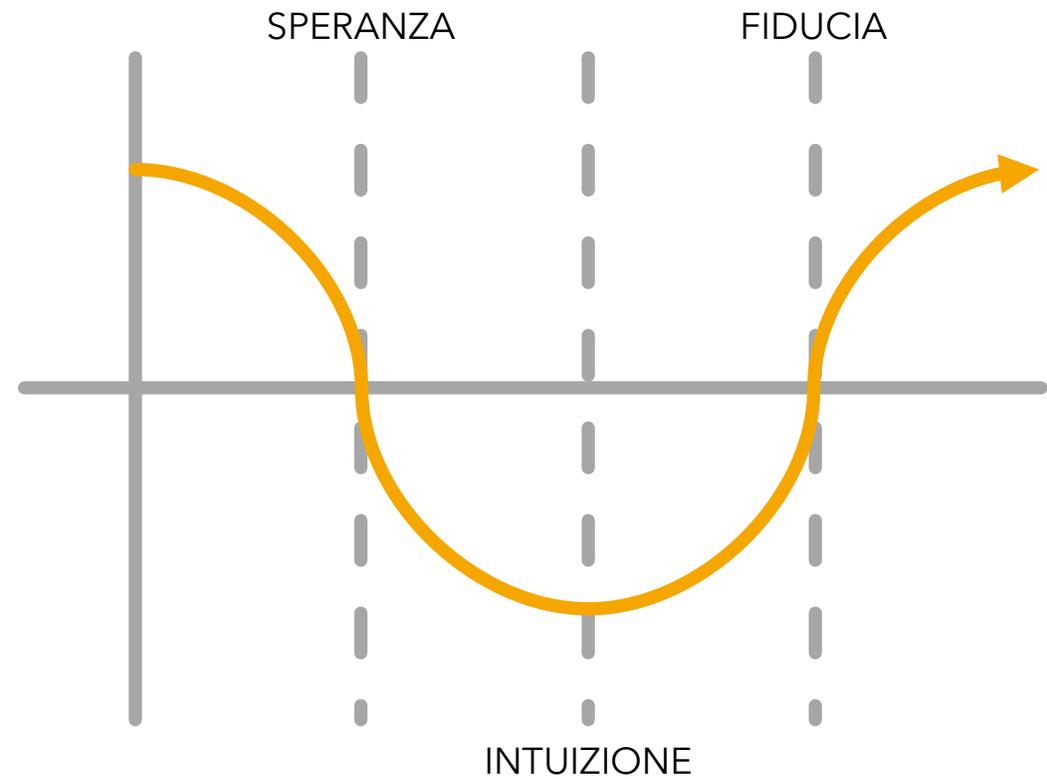
Dettagli - I tre pilastri



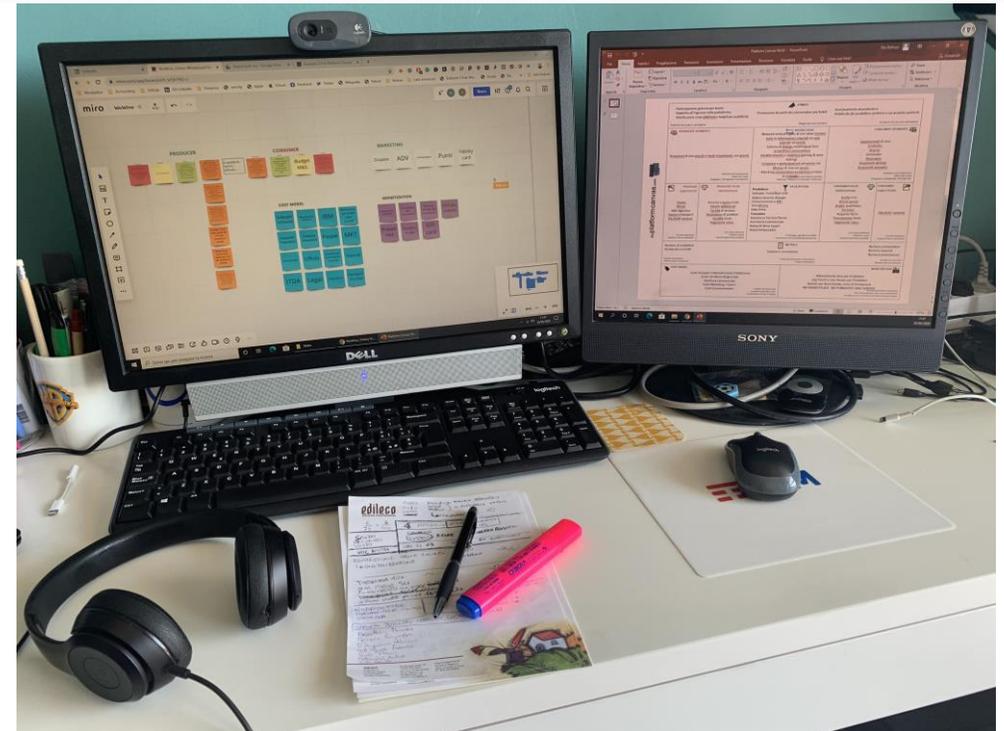
Dettagli - Divergenza e convergenza



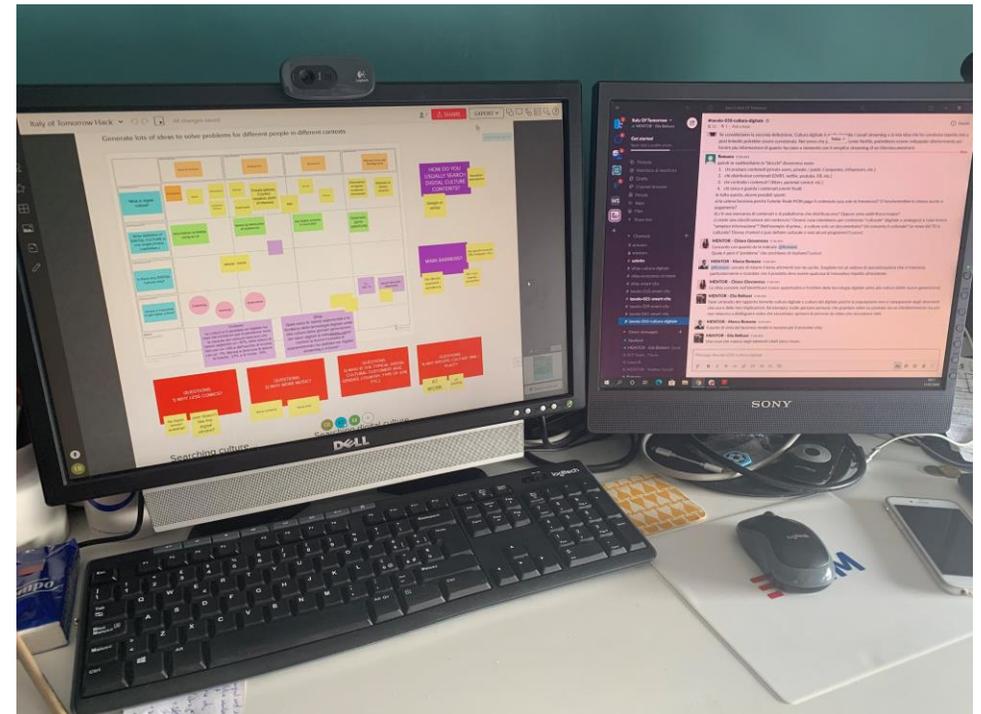
Dettagli - Human Centered Design



Applicarlo al business



Gli strumenti online



Gli strumenti fisici



Conclusion

“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
- <https://ebellussi.github.io/articles.html>

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.