

Design Thinking

Discussant

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Our speakers

- Maureen Thurston
Principal of Design Thinking, Deloitte
Adjunct Professor of Design at UTS
Chair Good Design Council

Dr. Simone Taffe
PhD (Design) Coordinator of Communication
Design Honours,
Faculty of Design, Swinburne
Vice-Chancellor's Teaching Excellence Award,
2013

Linking Design and Business

- One link is to branding, marketing
 - Design can produce Intangible assets that have great market value...
 - But what about things MBAs care about, e.g., competitive advantage?
 - Can it help you achieve strategic differentiation?
- The value created by designers
 - Apple/Jony Ive as poster boy, but lots of heterogeneity in the market.
 - Value capture is hard: challenge of imitation, high market entry.
 - Design professionals often perceive a gap between design and business (e.g., our speakers today, AGIdeas Melbourne).
- Important difference between design as **profession**, as **artifact** or **capability** (c/f project with Don O'Sullivan and Michael Falk)
- One example: Design vs Design thinking
 - Various methodologies are quite general and useful to MBAs not just to design professionals (e.g., Innovation Bootcamp).
 - Popularized by Stanford, IDEO, and other firms.

Design Thinking: key elements

- Strong focus on **redefining the problem**:
 - Reframing, interpreting, recombining ideas.
 - Importance and risks of knowledge brokering, multifunction teams.
 - Creativity and brainstorming techniques
 - Observation techniques to explore needs including latent ones.
 - *Note: MBA students are very uncomfortable about these!*
- Action bias towards **prototyping and iteration**:
 - **Observe -> Build -> Test -> Refine**
 - (tinkering, the “make” movement. Involves failing)
- Supporting related concepts:
 - Business model canvas
 - Lean startup approaches
 - Open innovation, crowdsourcing.