Creativity and Design Thinking

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Design Thinking

Design Thinking is a methodology that allow to build an atmosphere that encourages creative thinking

Design Thinking

Vertical Thinking	Lateral Thinking
Analytical	Provocative
Every step has to be right	Not necessary
The wrong paths are denied	No path is rejected
Excludes the unrelated	Explores the unrelated to the problem
Fixed classifications	Alternative classifications
Finite process	Probability process

De Bono, E. (1990). *Edward de Bono's master thinker's handbook: a guide to innovative thinking*. Penguin Books.

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Lateral Thinking

Last day, my grandmother was having breakfast when her glasses fell into her cup full of coffee, but the glasses did not get a little wet. How is it possible that they did not get wet?

Lateral Thinking

There are three switches outside a locked room. Inside the room are three lamps. You can turn the switches on and off as many times as you want, as long as the door to the room remains closed. Then, you must enter the room only once and determine which switch corresponds to each lamp.
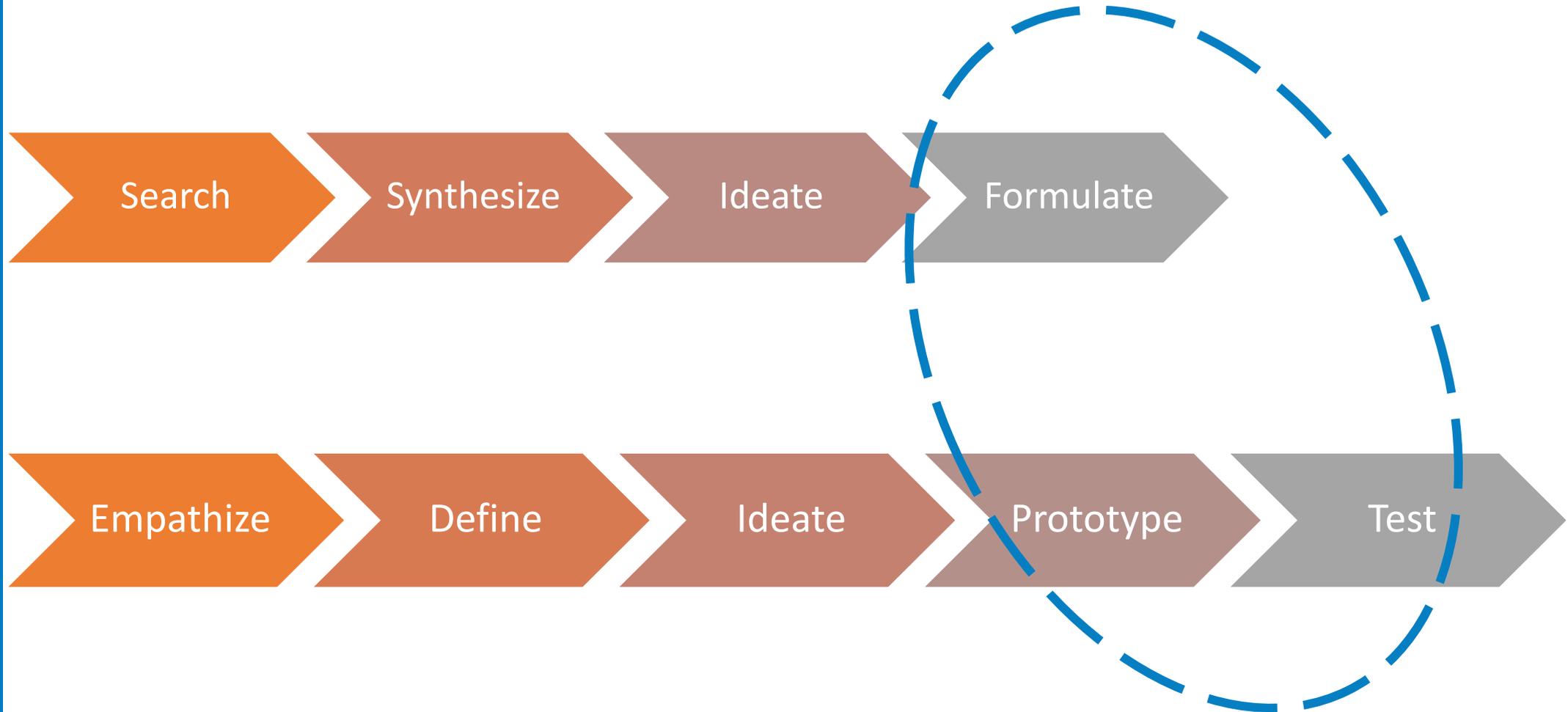
Lateral Thinking

A young women leaves her house to meet her friends, but forgot her driver's license at home. In the street, she didn't stop at the red light and went the opposite direction. A traffic policeman saw everything, but did nothing. Why?

Lateral Thinking

A women lives on the tenth floor of a building. Every day she takes the elevator to the ground floor to go to work. When she returns, however, she takes the elevator to the seventh floor and makes the rest of the journey to the floor on which she lives (the tenth floor) by the stairs. While the woman hates walking, why does she do it?

Design Thinking - Process

Search → Synthesize → Ideate → Formulate

Empathize → Define → Ideate → Prototype → Test

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Design Thinking - Process

Search   Synthesize   Ideate   Formulate

LATERAL THINKING

Design Thinking - Process

Search	Synthesize	Ideate	Formulate

divergent   *convergent*   *divergent*   *convergent*

Search

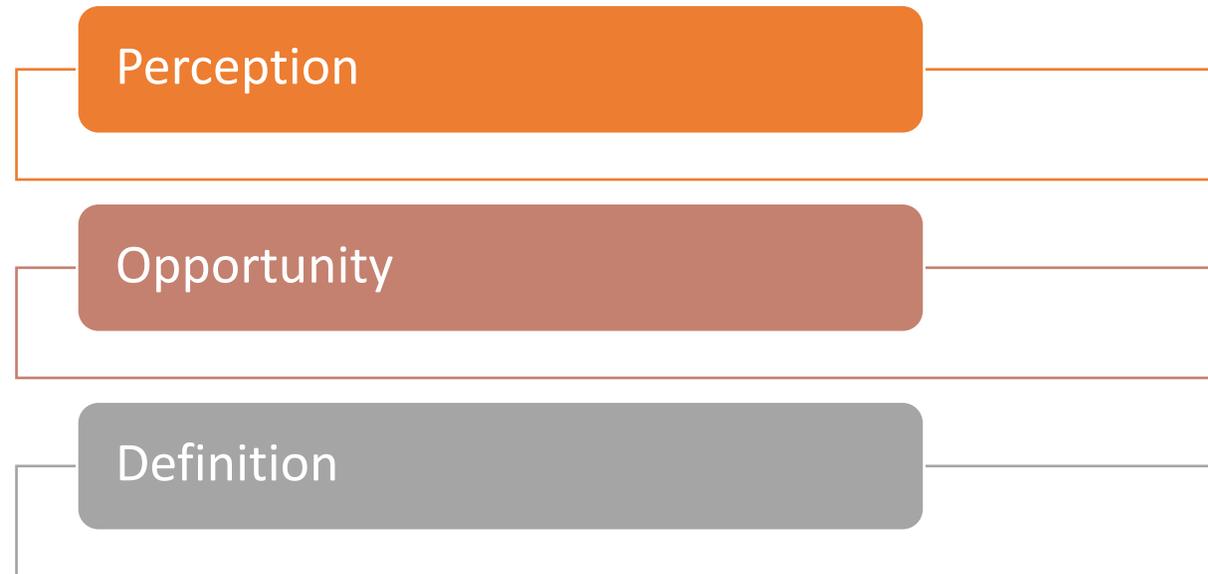To understand what reality we are trying to address, is to obtain information through interactions and observations.

Observation

Immersion

Emotion

Search >> Techniques

- Success Stories
- The five WHYs
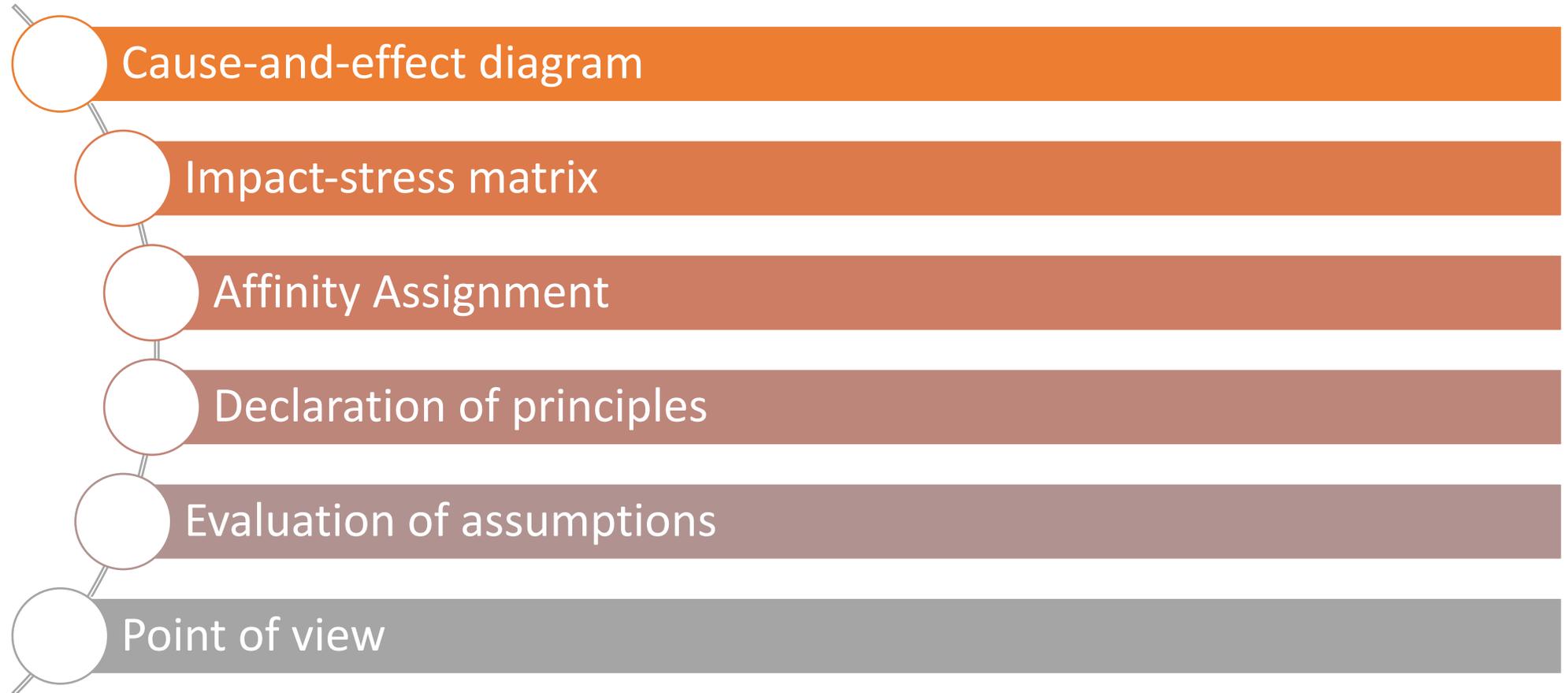- Stakeholder Map
- Customer Journey Map
- Person
- Empathy Map
- Emotion-meter
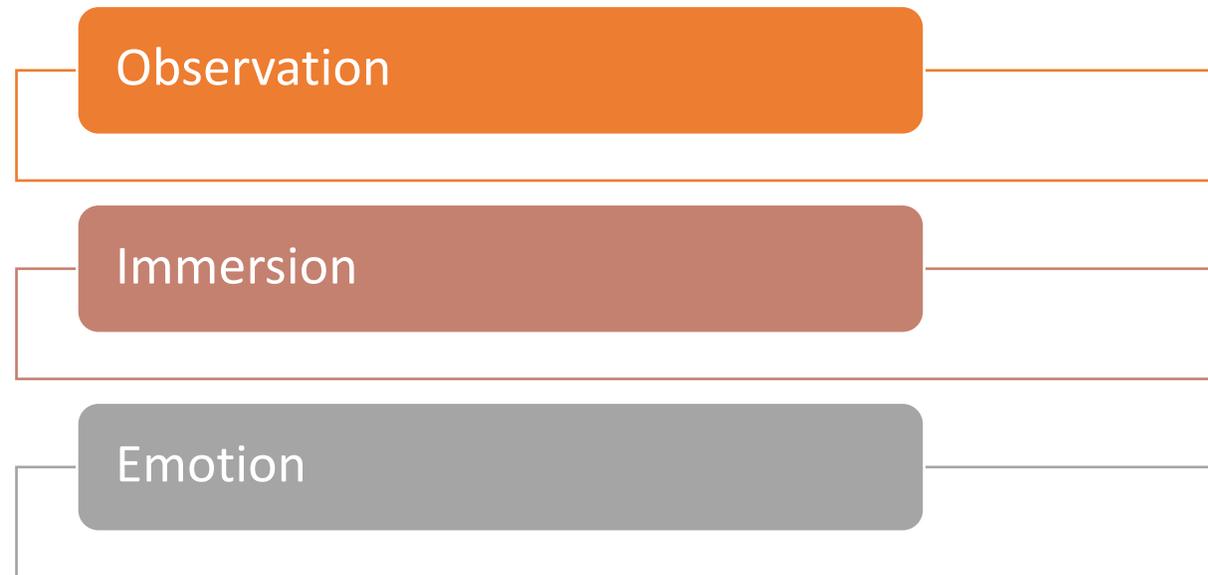
Synthesize

To sort data and look for patterns. Filtering the information we have collected and keeping only what is important.

Perception

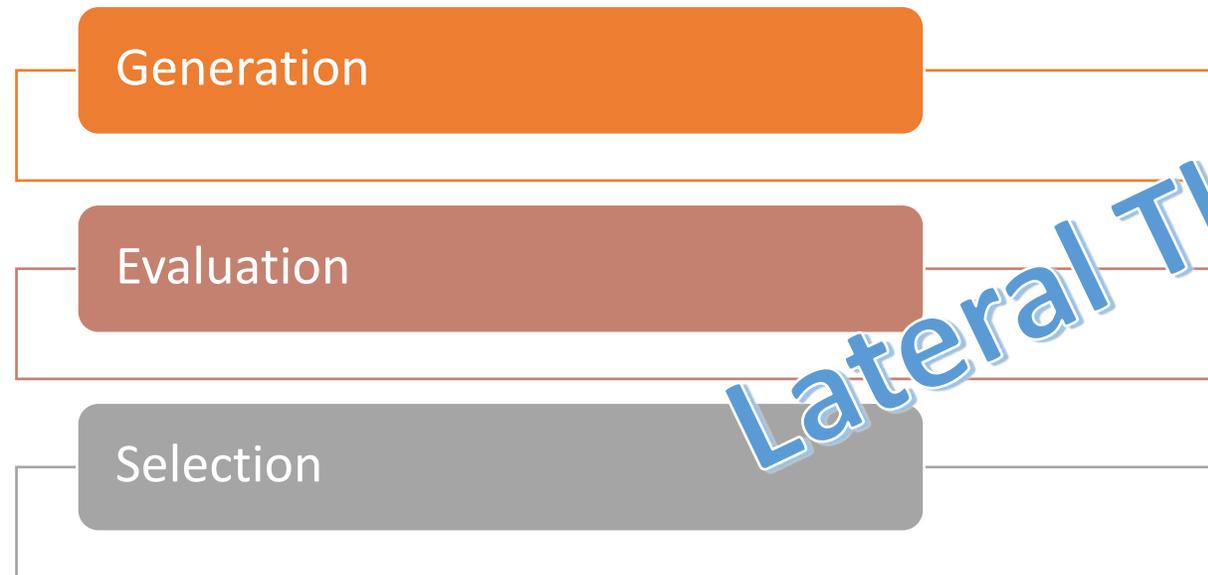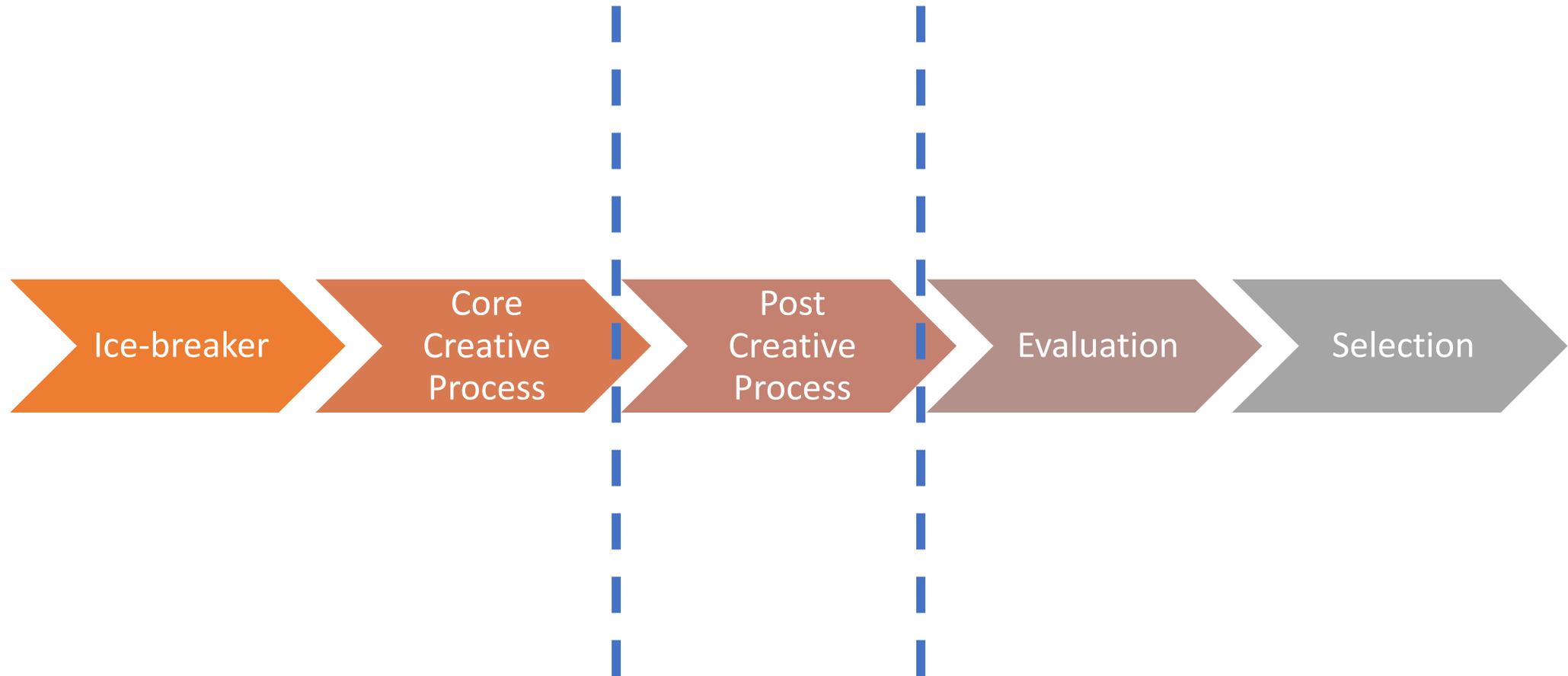Opportunity

Definition

Search >> Techniques

- Cause-and-effect diagram
- Impact-stress matrix
- Affinity Assignment
- Declaration of principles
- Evaluation of assumptions
- Point of view

Ideate

To produce ideas, to generate options to solve the challenge, deploying our proposal capacity to the maximum.

Generation
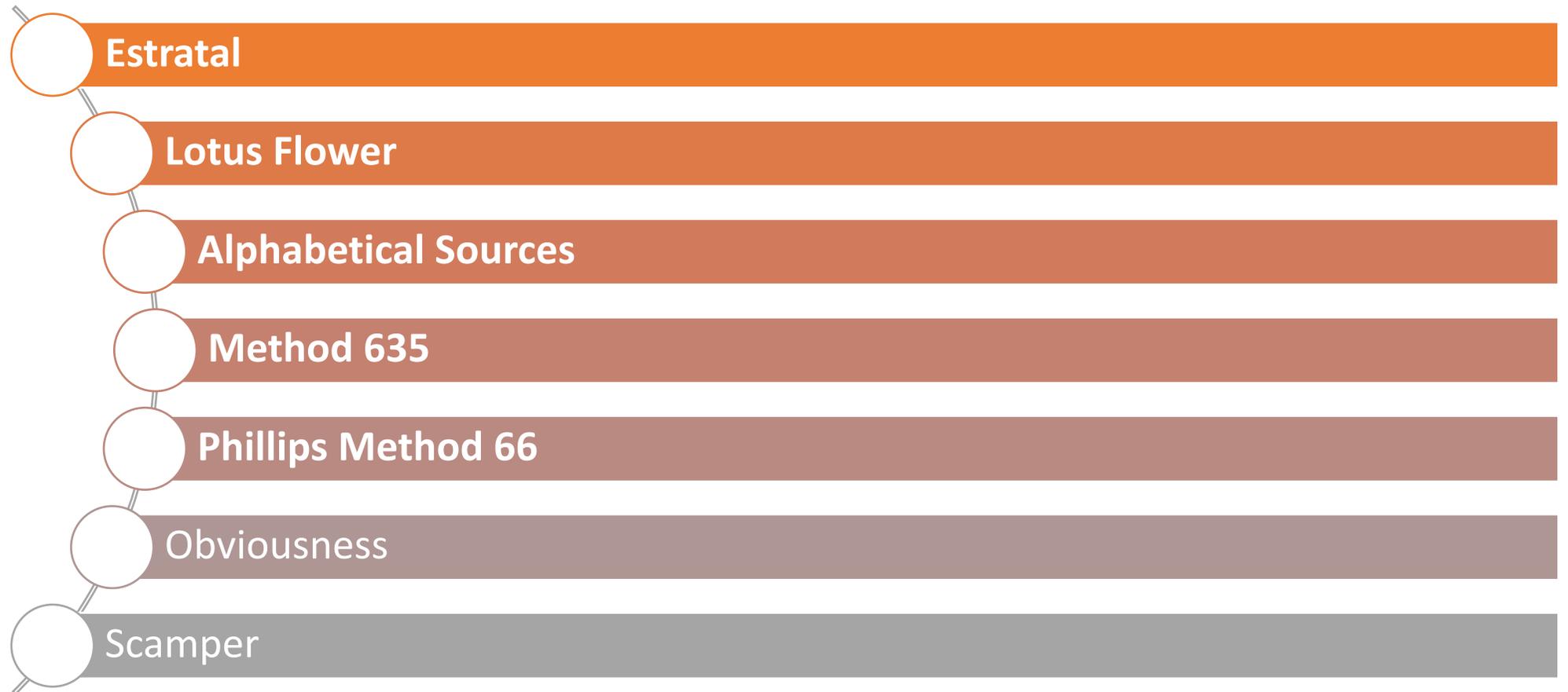
Evaluation

Selection

Lateral Thinking

Ideate

Search >> Techniques

Brainstorming

Random Stimulus

The Six Hats

Morphological analysis

List of attributes

Brainwriting

Delphi

Search >> Techniques

- **Estratal**
- **Lotus Flower**
- **Alphabetical Sources**
- **Method 635**
- **Phillips Method 66**
- Obviousness
- Scamper

Search >> Techniques

SIL

Synapses

Storyboard

Mind maps

Formulate

Configure a proposal to be carried out, define the innovative solution to be built.

Prototyping

Test

Solution

Search >> Techniques

Pick a brick <- Questionnaire, Interview, Observation, etc.

Killers

Cut and Paste

Staging – Role Playing

The two banks of the river

Minimum Viable Product