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Design Thinking – Myth or Magic?

- **Design Thinking as a methodology?**
- **What is Design Thinking?**
- **Based/substantiated on empirical studies?**
- **Don Norman?**
- **Design Thinking = new professional status?**
- **Badke-Schaub *et al* detailed critique?**

Provide a clear definition of Design Thinking as a process...evaluated...objectivity...

Design Thinking – Myth or Magic?

“...many aspects of design thinking are common across the different [design] domains...”

“...design thinking is something inherent within human cognition...”

“...one way of studying thinking that has helped particularly to develop better understanding has been through case studies of designers at work.”

Nigel Cross, *Design Thinking*, Berg, Oxford, 2011.

Design Thinking – Myth or Magic?

“...common features...to innovative design:

strong commitment

personal motivation

courage to take risks

prepared to fail

defining or framing the problem

holistic thinking

hard work [99% perspiration]

sketching/drawing...”

Nigel Cross, *Design Thinking*, Berg, Oxford, 2011.

Design Thinking – Myth or Magic?

“Three key strategic aspects of design thinking appear to be common across all these studies:

- 1. Taking a broad ‘systems approach’ to the problem, rather than accepting narrow problem criteria;*
- 2. ‘framing’ the problem in a distinctive and sometimes rather personal way; and*
- 3. Designing from ‘first principles’.”*

Nigel Cross, *Design Thinking*, Berg, Oxford, 2011.

Design Thinking – Myth or Magic?

Talking points

- * Why do we want to make it clear? Why can't we celebrate fuzziness?**
- * Design has been expanding ferociously from the design of objects that we use on a daily basis to cities, landscapes, nations, cultures, bodies, genes, political systems, the way we produce food, to the way we travel, build cars and clone sheep [Latour, 2008].**
- * Thus, from Archer's hospital bed to the organisation of global businesses...to the 21st century healthcare systems...**
- * Design Thinking definition is too broad. Is a singular definition possible and/or helpful?**
- * Designers are T-shaped thinkers? Seymour's Specialist Executors and Polymath Interpolators?**

Design Thinking – Myth or Magic?

Talking points [contd.]

*** Why...**